



# CITY OF PHILADELPHIA CITY COUNCIL

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Dear Neighbor:

Thank you for writing regarding Bill Number 10013 which would create a commercial advertising district on Market Street between 7<sup>th</sup> and 13<sup>th</sup> Streets.

I have always believed that appropriate commercial advertising can add to the fabric of a city. In this area specifically, I hope that advertising could provide property owners with capital money to improve their properties as well as add life and vitality to a commercial corridor that could use a shot in the arm.

Many disagree with my views on advertising and see all signage as blight. I respect those opinions but believe that commercial signage can be erected tastefully.

Finally, I am aware that some advocates have sent "alerts" that contain inaccurate information. I want to take this opportunity to clarify the legislation and my intent.

Bill No. 10013 has been introduced. The bill will have a public hearing in the Committee on Rules before being considered by the full Council.

The legislation creates a commercial advertising district that only applies to Market Street between 7<sup>th</sup> and 13<sup>th</sup> Streets. It does not apply city-wide. Should another commercial advertising district be proposed, a new bill would have to be introduced and additional public hearings held.

The bill does not eliminate any "critical" portion of the Code. Rather, the bill removes "Legislative Findings." I believe that these findings, as currently written, are too broad and damn all advertising. Further, legislative findings, generally, are unnecessary and unenforceable. Findings are not law but opinion. I believe the Code should consist of Law. Having said that, I may be willing to compromise on this point and amend the findings to target inappropriate signage rather than all commercial advertising.

Despite reports to the contrary, the bill does contain restrictions on new signs: Signs can not be placed within 300 feet of one another; sign may only block windows if such signs

are perforated, permit the opening and closing of windows and protect ingress and egress; illuminated signs may not allow glare on the surrounding area; animated signs can not be erected within 500 feet of a residential area; and no sign may be permitted within 150 feet of a residential property.

There are concerns about content and design of new signage. I recognize these concerns and, as such, I intend to offer an amendment that would create a design review process for all new applications in this district.

In conclusion, I always support a healthy and honest dialogue about issues. I do not mind or shy away from disagreements. Unfortunately, to say that this legislation "discards 19 years of public policy" is false and misleading. I'm disappointed in some of the propaganda that has been distributed; therefore, I have attached the legislation for your own consideration and review.

Take care and thank you again for sharing your views.

Sincerely,

A handwritten signature in cursive script that reads "Frank DiCicco".

Frank DiCicco  
1<sup>st</sup> District Councilman