

ILLUMINATION

Lighting installed on the exterior of the building façade, to provide illumination of signage, general accent lighting to enhance the appearance of the building or installed inside a store window or display area to showcase a retailer's wares is encouraged. It can make the individual building facades and retail shops more dramatic and memorable and contribute to the evening and night time ambiance of the streetscape, making it safer for pedestrians.

Note: Please refer to accompanying pages for the Guidelines excerpts related to changes in **Building Facades, Awnings or Signage.**

Excerpts from the Guidelines related to the **Illumination** on Germantown Avenue:

- **Sign Illumination:** See Excerpts for 'Signs', for code requirements and restrictions of signage illumination.
- **Light Levels:** During evening and night, lighting levels within stores should be lower than light levels on the street. Harsh overhead lighting such as provided by many fluorescent fixtures are discouraged, on any level inside buildings where they are visible from the street, especially those which remain on in evening hours of operation when sunset is before end of business hours.
- **Window Displays:** displays should be illuminated, especially those in windows so they are easily visible from the street. This illumination should not be directed at the street or inside shop in a manner that draws attention to the dark interior and should be of an intensity and temperature that brings items in window in focus.
- **Light Spill:** Ground, Pole and building mounted lighting should be shielded from view except for low voltage sources of 15 watts or less and not spill on to adjacent properties or cast shadows on sidewalks or open areas.
- **Low profile and low-height lighting** of planting and paved areas is recommended, particularly where it will improve pedestrian safety.

REVIEW PROCESS:

Addition of or changes to Illumination and Illumination of Signage must be reviewed by the CHCA Streetscape Committee for recommendations in complying with the Germantown Avenue Urban Design Guidelines and the City of Philadelphia Zoning Code.

In the case where changes require a variance before a permit is issued by the City of Philadelphia, submit a Development Review Committee Application to CHCA to initiate the Development Review Process necessary for appeal to The Zoning Board of Adjustment (ZBA).

Note: All work must conform to the requirements of the City of Philadelphia Zoning Code and Germantown Avenue Urban Design Guidelines, whichever is more restrictive.

The Philadelphia Zoning Code regulates illumination of signs, per Section 14-904.



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