

SIGNS

Your establishment's sign is vital to your business—and is an important component of the streetscape. A walk up and down Germantown Avenue reveals a variety of signage; each one creates a valuable "first impression" for the business within.

Chestnut Hill's signage guidelines are intended to be flexible, yet respectful of the Avenue's history and architecture. All elements of a sign are considered: the size of the sign in proportion to the building, lettering, colors, material, lighting and installation. We also consider the sign as it relates to the façade of your building.

Note: Please refer to accompanying pages for the Germantown Avenue Urban Design Guidelines excerpts related to changes in **Building Façade, Awnings or Illumination**.

Excerpts from the Guidelines related to the **Signs** on Germantown Avenue

- **Content:** The content of a sign should be restricted to the name, function and logo of the business.
- **Color:** Sign color and design should be based on the architectural style of the building and incorporate colors from a historic color chart, available in the CHCA office, see note below.
- **Illumination:** All sources of the sign's lighting must be hidden from view. The lighting should be shielded so that no direct light shines onto sidewalks, streets or adjacent properties.
- **Number:** Up to three (3) signs per business are allowed with approval by the CHCA.

Wall Signs:

- Wall signs are parallel and attached to an exterior wall of a building. A wall sign can be no more than 15% of the wall (including window and door openings) to which it is attached and no more than 12 square feet in area/size.
- Wall signs cannot obscure significant architectural features of the building.

Projecting Signs:

- A projecting sign must be in compliance with the Philadelphia Zoning Code (see section 14-904)

Pylon (Freestanding) Signs:

- Pylon signs are permanently anchored in the ground. **Pylon Signs should only be considered when wall-mounted signs cannot be used.**
- Pylon signs are not allowed in certain zoning designations on Germantown Avenue and Bethlehem Pike and if allowed should be behind the property line.
- The maximum size for the sign face (front area) is 12 square feet and the maximum height of the pylon sign is 6 feet.

Interior Window Signs:

- Interior window signs are defined as permanent, and painted or attached onto the inside surface of a building (or window) within the interior display area (that is visible to the street).
- Window signs cannot be more than 20% of the glass area of which they are a part. The area of window signs is included in the total calculation of allowable signage area.



CHESTNUT HILL COMMUNITY ASSOCIATION

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Temporary Signs:

- Temporary signs cannot have more than one dimension over 4 feet, nor have an area that exceeds 50 square feet.
- A temporary sign cannot extend over or into any street, alley, sidewalk or other public thoroughfare, nor can it prevent free entry or exit from any door, window or fire escape.
- A temporary sign can be displayed for no more than 60 days. Exceptions must be approved by the CHCA.
- Exemptions to the above can be found under *2.3J Exempted Signs* on page 15 of the Germantown Avenue Urban Guidelines document.
- Portable and sandwich board signs must be approved by the CHCA Streetscape Committee.

Strictly Prohibited:

- Plastic, internally lit or flashing signs
- Spinners, flags, balloons or pennants used for advertising purposes (see also “Temporary Signs”)
- Roof signs
- Billboards
- Off-premises and ‘Accessory’ signs on private property.

How we define ‘area’

A sign’s ‘area’ shall mean the space/square footage that includes the lettering, wording, logo and accompanying design on a background (open or closed), but excludes the framework and bracing. Where the sign consists of individual letters, designs, or symbols, painted onto or attached to a building, wall, awning or window the ‘area’ shall be the smallest rectangle that encompasses the letters, designs, or symbols.

REVIEW PROCESS:

Installation of new SIGNS, changes or continuance of existing SIGNS, must be reviewed by the CHCA Streetscape Committee for recommendations in complying with the Germantown Avenue Urban Design Guidelines and 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.

All signage projects require a permit from the City of Philadelphia.

The Philadelphia Zoning Code regulates Signs; number, size, type and illumination based on zoning designation of property, including but not limited to Sections 14-400, 14-900 and the extent signs can project into right-of-way per Sections 11-603.



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