



Philadelphia's Window Sign Law

What businesses need to know.



The Philadelphia Code (Section 14-904)

- This new law limits the amount of window or transparent door space that can be covered with signs
- The law promotes good design and supports small businesses
- The City no longer requires permits for window signs
- Businesses can use their windows to advertise hours, goods or services, and “this week’s specials”

The new sign law will...

- Improve neighborhoods by removing excessive signage, and
- Enhance safety by allowing people to see in and out of stores



The Sign Law

- Helps to promote public health
- It is content neutral, but a large % of advertising is for unhealthy products



To Whom Does This Law Apply?

- All businesses located in a fixed structure.
(It does not apply to mobile vehicles or newsstands.)



What does the law require?

- Only 20% of window and transparent doors facing a street can be covered with signs.



What is considered a window sign?

Any sign that is:

- Attached or affixed to,
- Etched into,
- Leaning against, or
- Otherwise placed within 18 inches of a street-facing window or transparent door visible from the outside of the building



Window signs include:

- Posters
- Ads
- Flyers
- Stickers
- Banners
- Digital signs
- Open/close signs
- Product signs
- Store name signs
- All temporary & permanent signs



How can I comply with the sign law?

- Calculate the total area of all transparent, street-facing sides of your business. (windows & doors)
- Calculate the total area of signs on windows & transparent doors space.
- Make sure sign area does not exceed 20% of total transparent area.

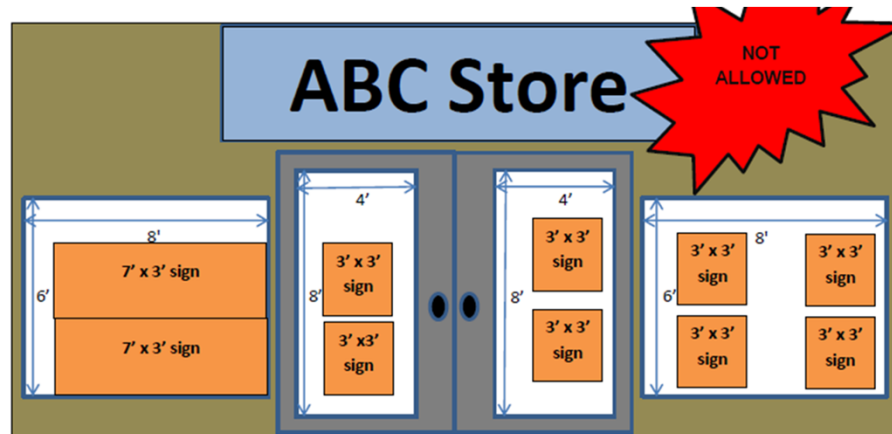
Example #1

Window signs exceed maximum 20%

Total transparent area = 160'

Window sign area = 114'

Window sign area as % of total
transparent glazed area = 71%



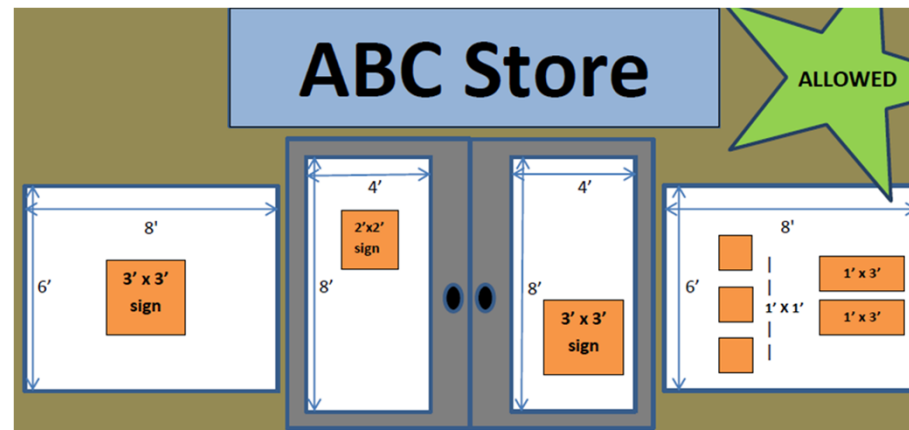
Example #2

Window signs do not exceed 20%

Total transparent area = 160'

Window sign area = 31'

Window sign area as % of total
transparent glazed area = 19%



What happens if a business has more signs than allowed by the new law?

- A violation results in a fine of up to \$300
- Each day is considered a separate offense

For more information:

- Flyers are available in the following languages:

Spanish, Traditional & Simplified Chinese,
and Korean
- Visit www.phila.gov/li
- Call 215-685-5683

