

February 11, 2021 Planning Commission Meeting

SP-4 Sign Standards Ordinance Amendment (page 2)

Section 27-2205 Signage Standards. Buildings in the SP-4 District shall have signage which meets the requirements set forth in § **27-2109**, Signs Permitted in the Specially Planned Districts, except as set forth below for a unified development:

- A. One wall sign for the principal use of a building is permitted to be a maximum of 150 square feet in size on a building greater than 100 feet in height.
- B. A second wall sign of up to 150 square feet in size is permitted for buildings greater than 100 feet in height and located on corner lots, so long as it is located on a second wall (*i.e.*, one sign per wall).
- C. Each accessory first floor use is allowed one sign which meets the requirements set forth in § **27-2108**, Signs Permitted in the Commercial and Industrial Districts.
- D. Signage adjacent to or across the road from residential uses or residential zoning districts shall not be lighted.
- E. The term "building" as used in this section shall exclude parking garages.
- F. For buildings of 180 feet or more in height, where 95% of the building is allocated to a single principal user (*e.g.* leased to a single tenant) the following sign regulations shall apply, in place of those regulations set forth in subsections A through C of this section:
  - i. For wall signs located more than 150 feet above average grade level of the building, one wall sign for the principal use of the building is permitted to be a maximum of 500 square feet in size, provided that no individual letter, image, character, graphic or other individual component of the sign is greater than 75 inches in height or width.
  - ii. In addition to the wall sign permitted by subsection F.i, additional signage shall be permitted only for buildings located on corner lots, and shall be limited to one of the following two options:
    - (a) one additional wall sign (for a total of 2 wall signs on the building) of up to 150 square feet in size, provided that no

individual letter, image, character, graphic or other individual component of the sign is greater than 75 inches in height or width. The additional wall sign shall be located on a different wall from the sign permitted by subsection F.i (*i.e.* one sign per wall); or

(b) two additional wall signs (for a total of 3 wall signs on the building) of an aggregate size not exceeding 150 square feet in size, provided that no individual letter, image, character, graphic or other individual component of the sign is greater than 75 inches in height or width. The additional wall signs shall be located on a different wall from the sign permitted by subsection F.ii(a) and from each other (*i.e.* one sign per wall).

iii. The regulations of subsections D and E shall apply to all signs permitted by this subsection F.

iv. For buildings covered by this subsection F, if 95% of the building is no longer allocated to a single principal user (*e.g.* no longer leased to a single tenant), the signage permitted by this subsection F shall be removed. Signage permitted by this subsection F may not be replaced (even if of similar kind and size) with signage for a tenant that, under lease or similar agreement, is allocated less than 95% of the building. Instead, the new tenant(s) shall be subject to subsections A through E. The owner of a building covered by this subsection F shall immediately inform the Borough if 95% of the building is no longer allocated to a single principal user. For purposes of this subsection F.iv, a portion of the building shall be deemed “no longer allocated to a single principal user” even if the principal user retains an interest/responsibility under a sub-lease or similar agreement.

# AmerisourceBergen

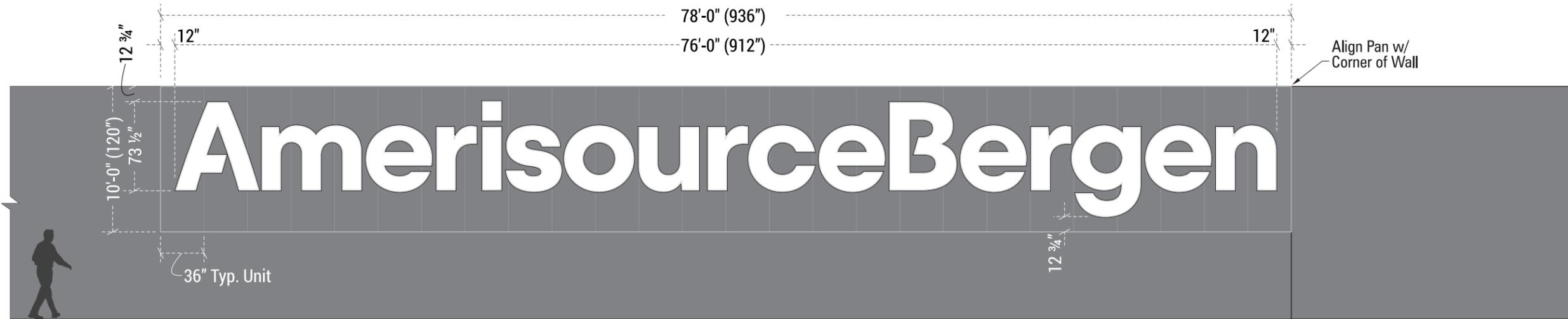
1 West First Ave.,  
Conshohocken, PA 19428

Project: 20-3048

Face/Back Lit Channel Letters on Pan Qty: 01

## Installation

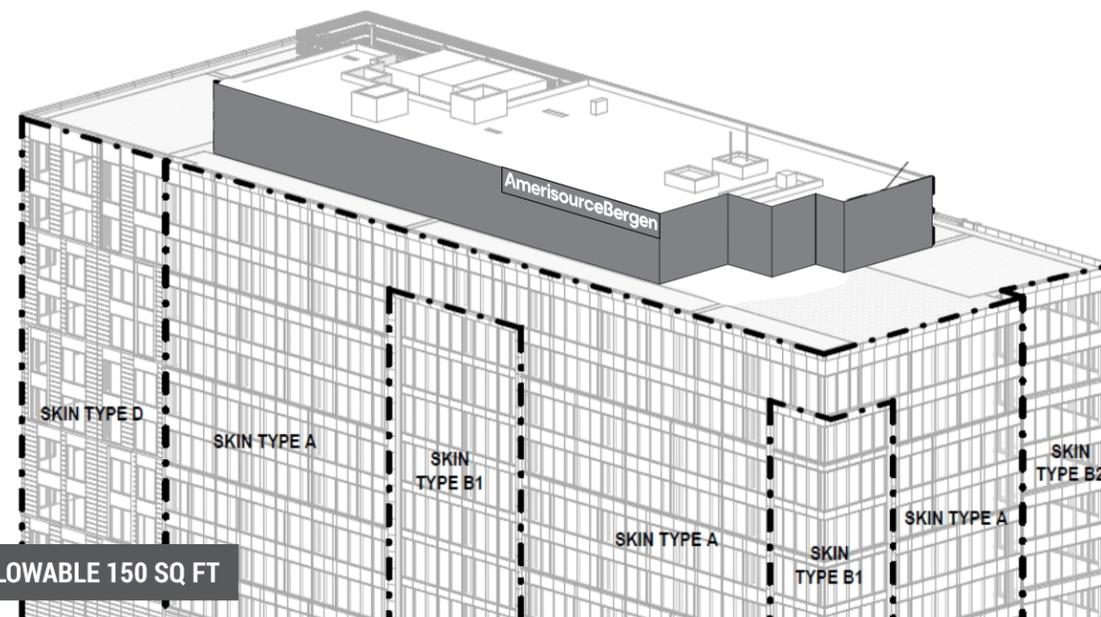
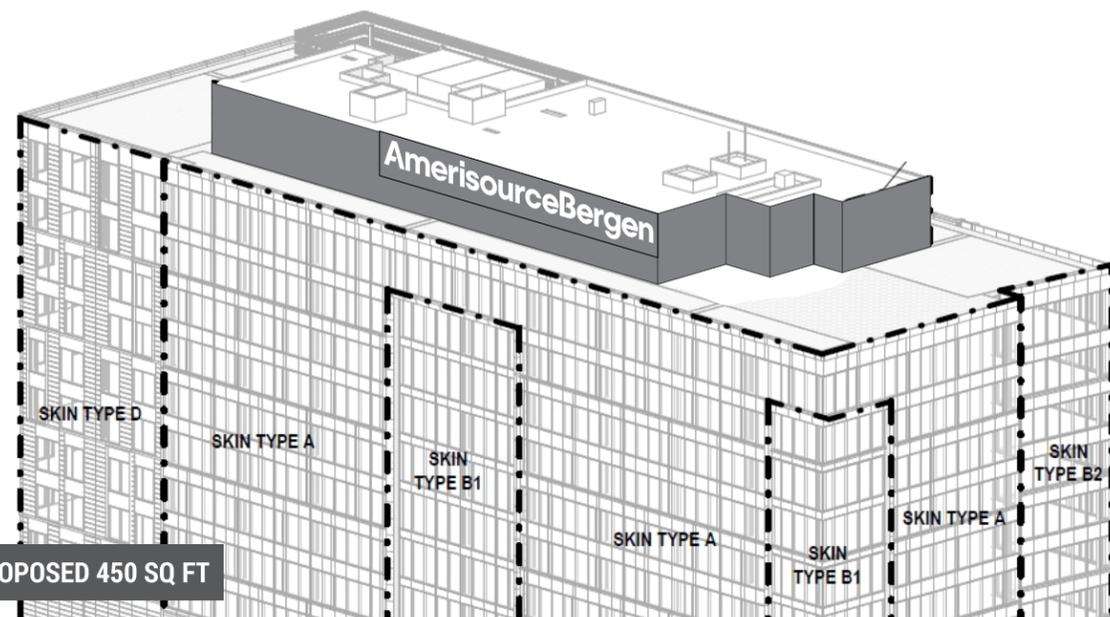
As shown, sectioned to facilitate delivery through the service elevator.



**A** South East Elevation (Proposed 450sqft)  
Scale: 1/8" = 1'-0"



**B** South East Elevation (Allowable 150sqft)  
Scale: 1/8" = 1'-0"



Date / Designer 05.07.20 JW

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## Revisions

- R1 05.18.20 - Added Scope/Mock-Up Layout
- R2 05.20.20 - Per Comments
- R3 06.05.20 - Material Changes
- R4 07.20.20 - Color Layout & LED Confirmation
- R5 00.00.00 -



Interior / Exterior  
Sign Manufacturers

424 Caredean Dr.  
Horsham PA, 19044  
T. 215.442.1323  
F. 215.442.1328

Sales: M. Carson



WHITE ACRYLIC FACE

**Installation**

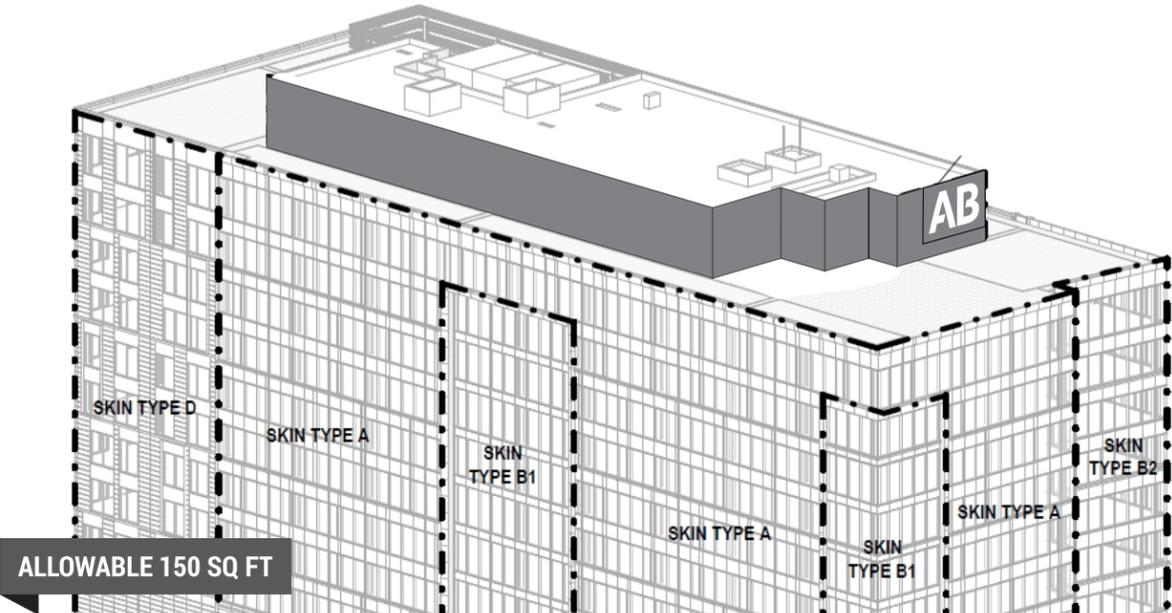
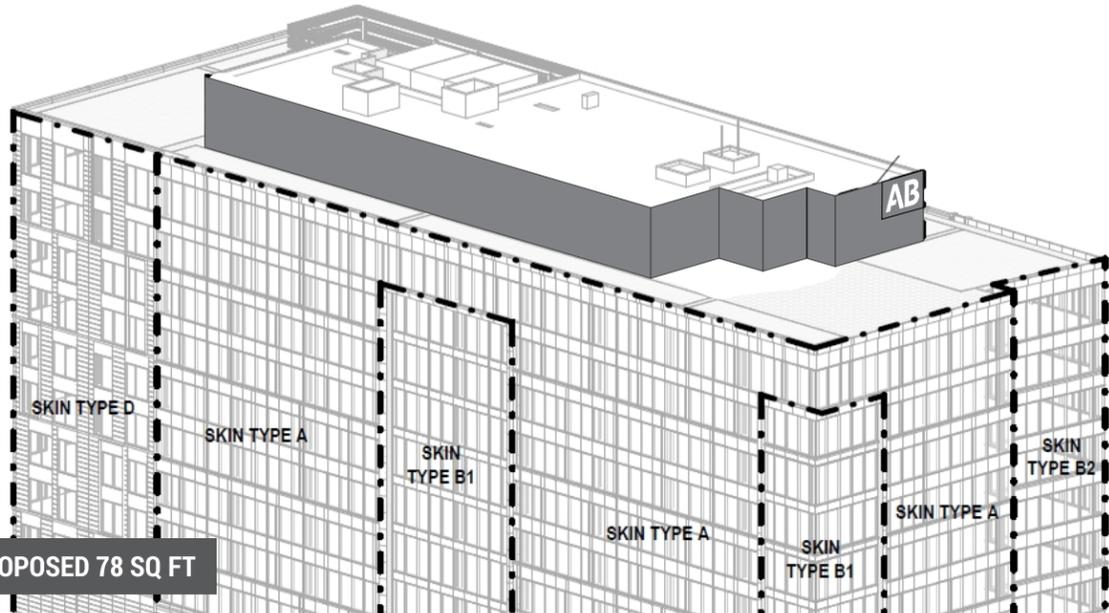
As shown, sectioned to facilitate delivery through the service elevator.



**A** East Elevation (Proposed 78sqft)  
Scale: 1/8" = 1'-0"



**B** East Elevation (Allowable 150sqft)  
Scale: 1/8" = 1'-0"



Date / Designer 05.07.20 JW

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  UNITED STATES SIGN COUNCIL

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**Installation**

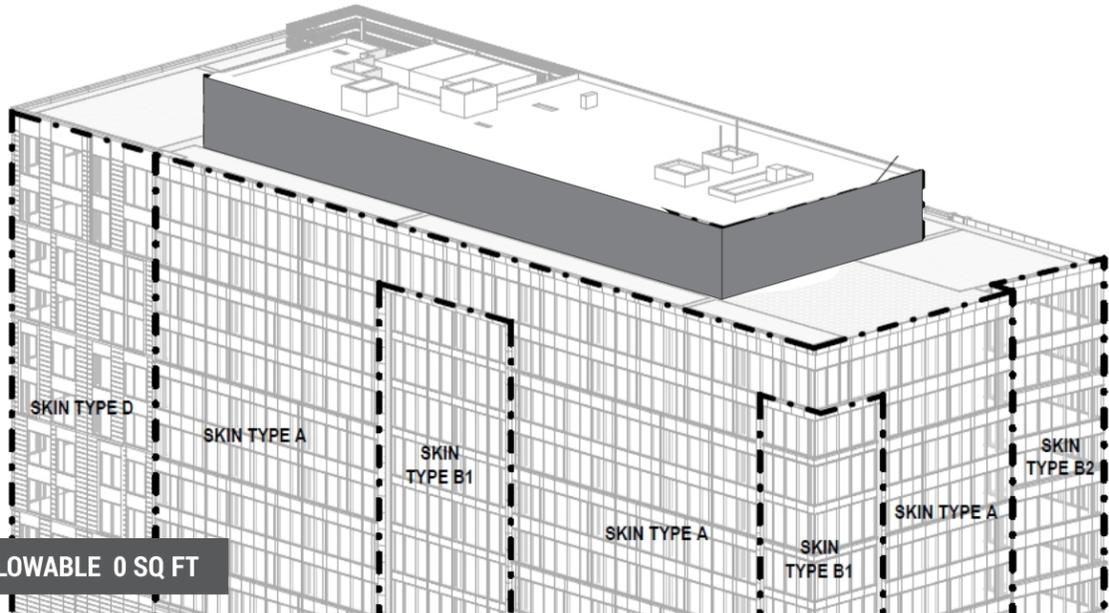
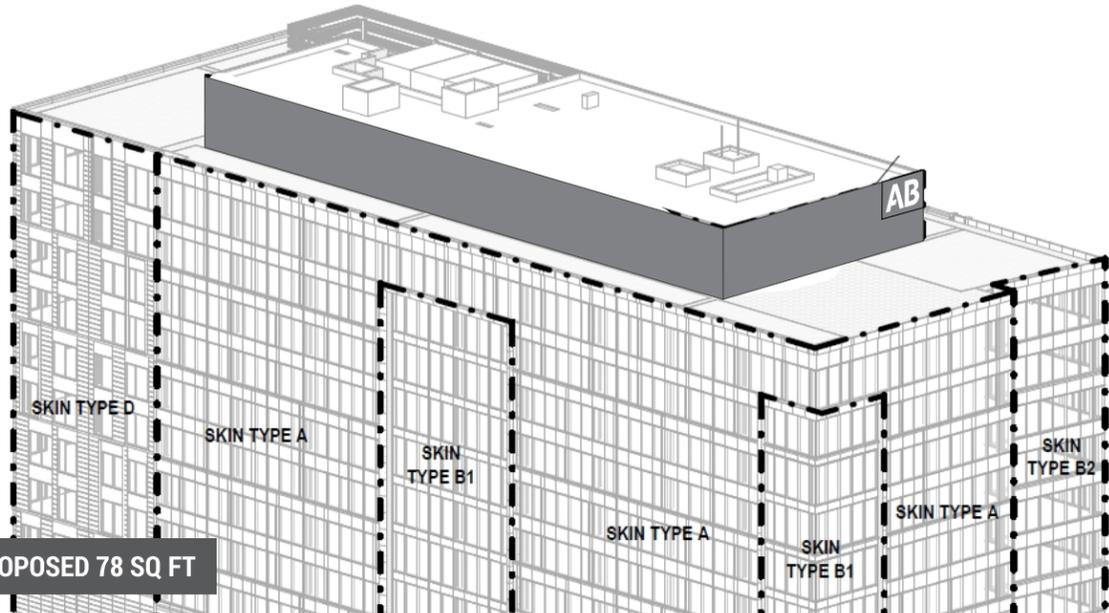
As shown, sectioned to facilitate delivery through the service elevator.



**A** East Elevation (Proposed 78sqft)  
Scale: 1/8" = 1'-0"



**B** East Elevation (Allowable 0sqft)  
Scale: 1/8" = 1'-0"



Date / Designer 05.07.20 JW

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**MONTGOMERY COUNTY  
BOARD OF COMMISSIONERS**

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KENNETH E. LAWRENCE, JR., VICE CHAIR  
JOSEPH C. GALE, COMMISSIONER



**MONTGOMERY COUNTY  
PLANNING COMMISSION**

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SCOTT FRANCE, AICP  
EXECUTIVE DIRECTOR

February 9, 2021

Stephanie Cecco, Borough Manager  
Borough of Conshohocken  
400 Fayette Street, Suite 200  
Conshohocken, Pennsylvania 19428

Re: MCPC #21-0024-001  
Name: An Ordinance to Amend §27-2205  
Sign Standards for SP-4: Specially Planned District 4.

Borough of Conshohocken

Dear Ms. Cecco:

We have reviewed the above referenced zoning text amendment in accordance with Section 609 of Act 247, "The Pennsylvania Municipalities Planning Code," as requested in an electronic documentation received in this office on January 21, 2021. We forward this letter as a report of our review.

## BACKGROUND

Conshohocken Borough has submitted for review an amendment to the borough's Chapter 27, Zoning, which would amend the Sign Standards of 27-2205 of the Zoning Code. The proposed text amendment amends the 'Sign Standard' by adding certain provisions that permit for buildings of 180 feet or greater in height, and where 95% of the building is allocated to a single principal user, certain allowable building signage. For the purposes of the amended regulations, a garage is not considered a building. The regulations set forth in proposed Sections 27-2205.F.- i, ii, iii, iv, would apply rather than Subsections of §27-2205. A through C. for buildings meeting the criteria specified above. The proposed regulations would permit for " buildings with wall signs more than 150 ft. above grade, one wall sign is permitted to be a maximum of 500 sq. ft. in size provided that no individual letter, image, character, graphic or other individual component of the sign is greater than 75 inches in height or width."

A graphic illustration showing a comparison study of the proposed amendment is included with the amendment. It illustrates the type of sign allowed under the existing regulations – a maximum sign



area of 150 sq. ft.-versus the proposed maximum sign area of 500 sq. ft. The proposed sign is slated for the 11-story, 452,610 sq. ft. office-tower which is the headquarters of AmerisourceBergen, a pharmaceutical and healthcare solutions company. It received final land development approval by the Conshohocken Borough Council on October 17, 2018. The property located at the corner of Fayette Street and West Elm Street is being built as a unified mixed-use development and proposes the construction of approximately 580,981 sq. ft. of non-residential space.

## RECOMMENDATION

The Montgomery County Planning Commission (MCPC) generally supports the proposed amendment to the SP-4 Zoning District's Sign Regulations. The proposed increase in the allowable signage area is significantly larger than what is currently permitted, however after seeing the proposed signage graphic, the increase appears reasonable given the size of the office tower. We offer our review comments concerning the proposed amendment provisions, specifically as to the type of illumination and related standards for building signs.

## COMMENTS

### 1. Proposed Building Sign and Illumination

The proposed amendment will allow a maximum of 500 sq. ft. of building signage for a single-use building within a mixed-use development that is 180 ft. or greater in height in the SP-4 Zoning District. This is a significant increase in the permitted building signage, especially when compared to the maximum 150 sq. ft. of signage area allowed for billboards in the SP-3 District. However, we believe after seeing the proposed "AmerisourceBergen" sign in relation to the building and in comparison between what is currently allowed and the proposed signage, the increase in sign area permitted amendment doesn't appear overly large. After viewing the graphic we do have a concern about how the sign will be illuminated given the large amount of permitted sign area, which is approximately 78 ft. in length and the largest letter will be 73 ½ inches. We recommend the borough confirm the type of illumination and ensure that it meets the borough's standards.

### 2. Definition of a "Wall Sign" is needed.

The borough should clarify specifically in Section 27-2102- Definitions- what exactly is meant by a "Wall Sign" that is referenced in the proposed amendment. The definitions in the Section 27-2102. Sign Ordinance defines a "parallel wall sign", a "projecting wall sign and a "painted wall sign", but not a "wall sign". We recommend the borough include a definition for the "wall sign" to ensure its meaning is understood.

## CONCLUSION

The Montgomery County Planning Commission wishes to reiterate that we support the submitted amendment and recommend the borough address our comments to its satisfaction as it considers the ordinance amendment.

Please note that any recommendations contained in this report are advisory to the municipality and final disposition for the approval of any proposal will be made by the municipality. Should the governing body adopt the proposed zoning text amendment, Section 609 of the Pennsylvania Municipalities Planning Code requires that we be sent an official copy within 30 days.

Sincerely,

A handwritten signature in cursive script that reads "Barry W. Jeffries".

Barry W Jeffries, ASLA, Senior Design Planner  
[bjeffrie@montcopa.org](mailto:bjeffrie@montcopa.org) - 610-278-3444

c: Chair, Borough Planning Commission  
Karen McNair, Borough Engineer  
Michael Peters, Borough Solicitor