

Article 20

SIGNS

Section 2001. PURPOSE.

The purpose of this Article is to regulate signs in a manner which supports and complements the land use objectives set forth in the East Pennsboro Township Comprehensive Plan. Attractive, appropriately coordinated, well designed signs can have a positive impact on local business and the community in general. In order to promote quality development and a pleasing community character, this Article provides appropriate standards to: (1) promote safety, comfort, and convenience of individuals using streets, roads and highways in the Township; (2) reduce distractions and obstructions from signs that may adversely affect traffic safety; (3) to discourage uncontrolled proliferation and excessive visual competition of signage and ensure that they adequately aid the public in orientation and identification of businesses and uses; and (4) preserve or enhance Township character by requiring new and replacement signs which are compatible with surroundings, appropriate for the use and properly sized to be easily readable.

Section 2002. APPLICABILITY.

No sign, with the exception of those outlined in Section 2004.A and signs installed by the direction of Municipal, State, Federal or other governmental agency, shall be erected, placed, installed, altered, relocated or replaced until it is in compliance with the provisions of this Article and all other ordinances and regulations relating to the erection, alteration, or maintenance of signs and similar devices.

Section 2003. GENERAL ADMINISTRATION.

A. Sign Permit

1. All permanent and temporary signs, except those exempt from regulation as expressed in this Ordinance, shall be placed, installed, altered, relocated or replaced only after a sign permit has been issued. Approval for the placement, installation, alteration, relocation or replacement of signs shall be issued by the Township Zoning Officer. Applications shall be on forms provided by the Township.

Property owners who authorize or allow any sign on their property shall ensure that all provisions of this ordinance are adhered to and shall comply with the following provisions and include the following on the permit application forms:

- a. A detailed drawing at an appropriate scale showing the sign and its intended location and the location of any existing signs similar in size and height to the proposed sign within one hundred (100) feet of the premises boundary. The location, size and height of the proposed sign shall be designed so as not to obstruct or block the visibility of any existing cautionary or other official traffic sign;
- b. A description of its type, construction, manner, and method of installation, and materials to be used;
- c. Written authorization of the owner or lessee of the property, if other than the applicant;
- d. A permit fee, as established by resolution of the governing body.
- e. A permit for off-premise signs shall also be accompanied by a written letter of

consent from the owner or lessee of the property on which the sign is to be located.

2. After the sign has been erected, moved or altered, as authorized by the permit, the applicant shall notify the Zoning Officer who will then inspect the sign.
3. For the purposes of this Article, the terms "alter" and "change" shall not be interpreted to include routine maintenance.

B. Specifications and Dimensions

1. Specifications of the sign shall be submitted with the application and shall include:
 - a. the location of the sign;
 - b. the dimensions of the sign;
 - c. the materials used in the sign;
 - d. the type of illumination used for the sign;
 - e. the sizes of the lettering on the sign;
 - f. the location of the sign in relation to the building or use it serves;
 - g. other information regarding the construction of the sign, including loads and anchorage.
2. Specifications, drawings and plans shall be drawn to scale and be sufficiently clear, comprehensive, detailed and legible to ensure an accurate determination of compliance.
3. Drawings for free standing signs twenty (20) feet in area on one side are required to be signed and sealed by a professional architect or professional engineer indicating compliance with wind loads and structural requirements of the Township Building Code.
4. Any sign permit issued shall be valid only while such sign and support structure is maintained in a safe, sound and non-hazardous condition
5. If necessary, a conforming sign may be removed and reinstalled for normal maintenance activities without an application submission.

C. Measurement of Sign Area

The area of a sign shall be measured in the following manner:

1. Sign area shall equal the entire area within a sign perimeter enclosed by one continuous line which connects the extreme edges or points of a sign, together with any material or color forming an integral part of the display or used to differentiate such sign from the background against which it is placed. The area of a sign shall be construed to include all lettering, wording and accompanying designs and symbols, together with the background whether open or enclosed, on which they are displayed, but not including any supporting framework and bracing incidental to the display itself.
2. Where the sign consists of individual letters or symbols appearing upon or attached to a building, wall or window, the area shall be considered to be that of

the smallest rectangle or other regular geometric shape which encompasses all of the letters and symbols.

3. When two sides of a double-faced sign are located not more than twenty-eight (28) inches apart at the sign's widest point and not more than eighteen (18) inches at the narrowest point, and display identical writing or representation, only one of the sides shall be used to determine the surface area. Any additional sides of a multi-faced sign shall be considered as a separate sign for purposes of computing the total surface area of the sign.
4. In determining sign area, the main supporting sign structure shall not be included.

D. Measurement of Sign Height

The height of a sign shall be measured in the following manner:

1. The height of a sign shall be computed as the distance from the base of the sign at normal grade to the top of the highest attached component of the sign. Normal grade shall be construed to be the lower of (1) existing grade prior to construction or (2) the newly established grade after construction, exclusive of any filling, berming, mounding, or excavating solely for the purpose of locating the sign.
2. In cases where the normal grade cannot reasonably be determined, sign height shall be computed on the assumption that the elevation of the normal grade at the base of the sign is equal to the elevation of the nearest point of the crown of a public street or the grade of the land at the principal entrance to the principal structure on the lot, whichever is lower.

E. Measurement of Sign Setbacks

The setbacks for a sign shall be measured in the following manner:

1. The setback required for the sign shall be measured from the outermost edge of the sign to the existing right-of-way line.

Section 2004. GENERAL SIGN STANDARDS.

A. Signs Exempt from Sign Permits

A sign permit shall not be required for any of the following signs. This exemption shall apply only to the requirement for obtaining a sign permit, and shall not be construed as relieving the owner of such sign from the responsibility for erecting and maintaining it in a safe condition and from being in conformance with the applicable requirements stated in this Article and in Table 20-1.

1. Address Sign
2. Private Sale or Event Sign
3. Official signs
4. Temporary signs
5. Construction Sign
6. "Private Driveway" or "No Trespass" Sign
7. Home Occupation
8. Off Premise Signs for Civic Organizations
9. Memorial Signs, Tablets, or Plaques depicting the National Register of Historic Places, the name of the building and/or date of erection when cut into a masonry surface or when constructed of bronze or other noncombustible material. Any sign which has been authenticated as historically significant and accurate for its specific location, whether original or a replica.
10. Real Estate Sign
11. United States, State and Municipal Flags
12. Works of Art which do not include a commercial message
13. Political Sign

B. Prohibited Signs

The following signs shall be prohibited:

1. Flashing or animated signs. Hanging signs which simply swing in the wind and clock, time or temperature signs and barber poles shall not be considered prohibited signs if they comply with the other provisions of this Article.
2. Signs on vehicles not used for normal day-to-day operations of a business or personal use or intended as directional signs.
3. Temporary portable signs, trailer signs, or signs in or on a vehicle are prohibited.
4. Signs which by reason of size, location, movement, content, coloring or manner of illumination obstruct the vision of drivers leaving or entering a public street from another street or driveway and/or obstruct or detract from the visibility or effectiveness of any traffic control device or traffic sign on a public street.
5. Signs which make use of words such as "stop", "look", "one-way", "danger", "yield", "go slow", "caution", or any similar words, phrases, symbols, lights or characters in such a manner as to interfere with, mislead or confuse traffic or which imitate an official traffic sign or signal.
6. Signs which advertise an activity, business, product or service no longer produced or conducted. In such cases, such signs shall be removed by current owner within sixty (60) days after the activity, business, product or service is discontinued.

7. Signs which are placed or located within the public right-of-way except signs erected at the direction of Municipal, State, Federal or other government agency.
8. Signs painted on, pasted or attached to or supported by utility poles, trees, a stone, cliff or other natural object.
9. Signs which obstruct free ingress and egress from fire escapes, doors, or other exits.
10. Signs which are structurally unsafe or in a state of disrepair.
11. Roof signs, except integral roof signs.
12. Inflatable signs.
13. Signs that emit smoke, visible vapors, particles, sound or odors.
14. Signs that incorporate or employ open flames.
15. Illuminated signs which adversely affect safe vision of operators of vehicles moving on public or private streets or parking areas, any residential district or any part of a building or property used for residential purposes.

C. Requirements for Signs

1. No sign, other than official traffic signs or similar signs, shall be erected within any street right-of-way, unless specifically authorized by other ordinances or regulations of the Township.
2. Illumination of Signs

All sign lighting shall be arranged, designed and shielded or directed to protect the adjoining properties and streets from glare. Reflectors and lights permitted in conjunction with signs shall be equipped with restraining hoods or shields to concentrate the illumination upon the area of the sign. Construction and wiring of all electric signs requiring transformers or ballasts shall comply with the requirements of the National Electric Code and any amendments thereto, and a permit shall not be issued therefore until the label of the Underwriter's Laboratories has been affixed.
3. String lights around signs are prohibited.
4. No point of any sign, except for official signs, including trim, border and supports shall be located within the required side yard setbacks.
5. No sign, except those authorized or maintained by the Township, shall be permitted on Township property.
6. Messages on any electronic sign shall:
 - a. Remain unchanged for a minimum of six (6) seconds.
 - b. Change from one complete message/display to the next complete message/display within one (1) second.
 - c. Not have the appearance of a visual dissolve or fading, in which any part of one electronic message/display appears simultaneously with any part of a second electronic message/display.

- d. Not have the appearance of flashing or sudden bursts of light, appearance of animation, movement, or flow of the message/display.
 - e. Have a constant illumination intensity or contrast of light level.
7. In addition to the other requirements of this section and, in compliance with other applicable codes and ordinances, all signs erected under this ordinance shall be constructed in accordance with Pennsylvania Act 45, PA UCC, or in accordance with other standards or plans which show to the satisfaction of the Building Official that the sign is of good quality and of durable materials, kept in good repair, and maintained so as not to become dilapidated.
 8. The Zoning Officer may cause any sign or other advertising structure which is an immediate peril to persons or property to be removed summarily and without prior notice provided that written notice of such action shall be furnished to the owner of such sign within five (5) days after the date of such removal. In these cases, the Township may proceed to remove or alter such sign so as to eliminate the perilous situation or comply with the Zoning Ordinance and charge the expense thereof to the owner of the property on which it is located.
 9. No sign shall be larger in any dimension than allowed by Pennsylvania Act 45, PA UCC as amended.

Section 2005. DISTRICT REGULATIONS FOR SIGNS AND DETAILED SIGN STANDARDS.

- A. The following signs are permitted to be placed, installed, altered, relocated or replaced in the Forest Slope (F-S), Residential Conservation (R-C), Agriculture (A-1), Residential Single Family (R-1A), Single Family Residential (R-1), Multi-Family Residential (R-2), Multi-Family Residential (R-3), and Residential High Density District (RHD):
 1. Address Sign
 2. Construction Sign
 3. Church Sign
 4. Directional Sign
 5. Development Sign
 6. Home Occupation
 7. Business Identification Signs
 8. Memorial Signs, Tablets, or Plaques depicting the National Register of Historic Places, name of the building and/or date of erection when cut into a masonry surface or when constructed of bronze or other noncombustible material.
 9. A sign which has been authenticated as historically significant and accurate for its specific location, whether original or a replica.
 10. Private Sale or Event Sign
 11. Real Estate Sign
 12. Temporary Sign

B. The following signs are permitted to be placed, installed, altered, relocated or replaced in the Professional Office (PRO), Office-Apartment (O-A), Commercial Limited (C-L), Commercial General (C-G), Commercial Park Limited (CPL) and the Industrial Park (IP) Districts:

1. Address Sign
2. Awning Sign
3. Construction Sign
4. Development Sign
5. Directional Sign
6. Banner, Flag, and Pennant Sign
7. Free Standing Sign
8. Business Identification Sign
9. Information Sign
10. Integral Roof Sign
11. Off-Premise Sign
12. Political Sign
13. Product Sign (see Wall Sign – Table 20-1)
14. Real Estate Sign
15. Temporary Sign
16. Wall Sign
17. Window Sign

C. The following signs are permitted to be placed, installed, altered, relocated or replaced in the Commercial General (C-G), Commercial Park Limited (CPL) and Industrial Park (IP) Districts:

1. Billboard Signs

D. Detailed Sign Standards

In districts where permitted, signs shall meet the requirements outlined in Tables 20-1A and B.

TABLE 20-1A Sign Standards by type

Sign Type	Maximum Area	Maximum Height	Sign Setback	Other Sign Standards and Requirements
A. Billboard Sign	<ol style="list-style-type: none"> 1. In the (IP)District- 1200 Square Feet 2. All other locations - 325 Square Feet. 	25 feet	<ol style="list-style-type: none"> 1. Within the CPL and IP Districts - within 660 feet from Interstate 81. 2. All other locations - 25 feet from the public R/W. 	<ol style="list-style-type: none"> 1. Billboards shall not be wall or projecting signs. 2. Back-to-back, V-type, side-by-side and double decked signs are permitted and shall be treated as one structure. 3. Billboards shall not be located within 100 feet of a residential use. 4. Billboards shall not be located within 75 feet of a road intersection. 5. Billboards shall not be located within 100 feet of a public recreation facility, park, school or church. 6. Billboards shall be located two thousand (2000) feet apart. 7. Only one billboard shall be permitted per lot. 8. A sign twelve (12) square feet or less in area shall be considered an off-premise sign. (See Table 20-1B.L)
B. Freestanding Sign	Based on the type of sign and district in which it is located.	25 feet unless other sign requirements apply.	10 feet from public R/W; Freestanding directional signs: 2 feet from any public R/W.	<ol style="list-style-type: none"> 1. On a single lot, an individual business that occupies its own completely detached building may have one (1) free standing business identification sign. 2. On corner lots and street intersections and driveways, freestanding signs shall not be located within the vision sight triangle. 3. Freestanding signs for different businesses, whether on the same or separate lots, shall be located one hundred fifty (150) feet apart. 4. Freestanding signs shall be located at least ten (10) feet from the property line. Commercially zoned properties with over five hundred (500) feet of public road frontage will be allowed two (2) freestanding shared business identification signs.

Sign Type	Maximum Area	Maximum Height	Sign Setback	Other Sign Standards and Requirements
C. Integral Roof Sign	Determined by the size of the roof and/or type of sign	Shall not extend more than six (6) inches above the roof peak.		
D. Projecting Sign	6 square feet			<ol style="list-style-type: none"> 1. Projecting signs shall be securely attached to a building or wall. 2. The supporting framework of a projecting sign shall be in proportion to the size of such sign. 3. Projecting signs shall not extend in a public right-of-way or over a property line. 4. There shall be only one projecting sign per establishment. 5. Projecting signs shall have a clearance of eight (8) feet above grade level. 6. Projecting signs shall have a minimum clearance of thirteen (13) feet when extending over a private vehicular way.
E. Wall Signs (Including painted wall signs)	<ol style="list-style-type: none"> 1. Based on the type of sign area calculated separately 2. Independent business identification wall signs shall have a maximum area of one (1.0) times the linear frontage of a building or store frontage of the business 3. Product Signs on walls shall together not exceed 50% of the allowance for independent business identification signs on the building 	Shall not extend above wall.		<ol style="list-style-type: none"> 1. Letters shall not project more than twelve (12) inches horizontally from the wall surface or obscure architectural features of the building. 2. Lettering shall not obscure architectural features of the building. 3. Wall signs along a sidewalk shall be a minimum of eight(8) feet above the sidewalk 4. Where a building fronts on more than one street, the aggregate sign area facing each street shall be calculated separately. 5. A sign painted on a wall shall be considered a wall sign and shall meet the requirements for wall signs in the District in which it is located. 6. Advertising or product signs painted on any wall signs structure shall be considered a sign and shall comply with the regulations of this Article. 7. For wall signs on buildings with more than one facade, one wall identification sign shall be permitted for each facade.
F. Window Signs	Window Signs shall not exceed more than thirty (30) percent of the window area in which they are displayed			

TABLE 20-1B Sign Standards by use

Sign	Maximum Area	Maximum Height	Sign Setback	Other Sign Standards and Requirements
A. Address Sign	2 square feet	10 feet	2 feet from public R/W	<ol style="list-style-type: none"> Two signs shall be permitted per dwelling unit. Address sign may be a wall or freestanding sign.
B. Awning Sign				<ol style="list-style-type: none"> Sign must be painted on or flatly attached to the surface of the awning and must not extend beyond the valance, or be attached to the underside of the awning. A minimum of eight (8) feet above a sidewalk must be allowed for pedestrian clearance
C. Church Sign	12 square feet	10 feet	10 feet from public R/W	
D. Construction Sign	20 square feet	8 feet	10 feet from public R/W	<ol style="list-style-type: none"> Sign may be permitted on the property 30 days prior to the day of construction and 30 days following the completion of said construction.
E. Development Sign	24 square feet	8 feet	10 feet from public R/W	
F. Directional Sign	8 square feet	3 feet	2 feet from public R/W	<ol style="list-style-type: none"> One directional sign shall be permitted per entrance or exit.
G. Home Occupation Sign	4 square feet	8 feet	2 feet from public R/W	<ol style="list-style-type: none"> One (1) home occupation sign shall be permitted per dwelling unit. A home occupation sign may be a wall, freestanding or projecting sign.
H. Identification Sign (Shared) in the O-A, PRO, C-L, C-G, CPL, and IP districts	Shared identification or business identification signs (O-A, PRO, C-L): 32 square feet for building or business center name, plus 12 square feet per each business or office located therein, not to exceed 100 square feet. A 150 square foot cap shall apply in the C-G, CPL, and IP	<ol style="list-style-type: none"> 25 feet in the C-G and IP districts 20 feet in all other districts. 	10 feet from public R/W	<ol style="list-style-type: none"> The display board shall be of an integrated and uniform design. Shared Business Identification signs may be freestanding. One freestanding shared business identification sign shall be permitted for each development. Commercially zoned properties with over five hundred (500) feet of public road frontage will be allowed two (2) freestanding shared business identification signs.
I. Identification Sign (Independent) in the O-A, PRO, C-L, C-G, CPL and IP Districts	<ol style="list-style-type: none"> Independent identification or business identification signs in the CG and IP districts: 100 square feet. Independent identification of business identification signs in the O-A, PRO, C-L and CLP districts: 32 square feet. Independent identification or business identification signs in the F-S, R-C, A-1, R-1, R-2, R-3, and RHD districts: 12 square feet. 	<ol style="list-style-type: none"> In the CG and IP districts: 25 feet In the O-A, PRO, C-L and CPL districts: 20 feet In the F-S, R-C, A-1, R-1, R-2, R-3, and RHD districts: 10 feet. 	10 feet from public R/W	<ol style="list-style-type: none"> The display board for an independent identification sign shall be of an integrated and uniform design.

Sign	Maximum Area	Maximum Height	Sign Setback	Other Sign Standards and Requirements
J. Information Sign	4 square feet	10 feet	5 feet from public R/W	1. May be a wall sign, free standing sign, off premises, or projecting sign.
K. Memorial Sign	4 square feet	8 feet	2 feet from public R/W	1. Only one (1) memorial sign permitted per lot. 2. May be a wall sign, free standing sign, off premises, or projecting sign.
L. Off-Premise Sign	12 square feet	10 feet	2 feet from public R/W	1. Off premise signs shall be located five hundred (500) feet or more from any other off-premise sign location. 2. There shall be not more than 2 off-premise signs at one (1) sign location.
M. Political Sign	12 square feet		2 feet from public R/W	1. Political signs shall not be animated, lighted or permanent. 2. Political signs shall be displayed no earlier than 30 days prior to voting day, and shall be removed within 10 days after voting day.
N. Private Sale or Event Sign	4 square feet	8 square feet	2 feet from public R/W	1. Only one (1) sign permitted per lot.
O. Real Estate Sign	6 square feet. In the C-L, C-G, CPL and IP districts: 20 square feet.	4 feet In the C-L, C-G, CPL and IP districts: 8 feet.	2 feet from public R/W	1. Not more than one (1) sign shall be permitted upon any property unless such property has frontage of two hundred (200) feet or more, in which case two (2) signs shall be permitted. 2. For corner lots, each street frontage may have one real estate sign. If a street frontage equals two hundred (200) feet or more, two real estate signs may be permitted on the street frontage. 3. Real Estate Sign shall be removed within seven (7) days of the real estate transfer.
P. Temporary Sign				1. Banner Signs, Banner or "pennant" signs shall be permitted only in non-residential zoning districts. 2. Banner Signs or pennant signs shall only be displayed for a period not greater than ten (10) days for special events and grand openings, promotions, etc. They may be displayed for a period not to exceed thirty (30) days within one calendar year. 3. Flag Signs shall only be displayed for a period not greater than ten (10) days for special events and grand openings, promotions, etc. They may be displayed for a period not to exceed thirty (30) days within one calendar year.

Section 2006. NONCONFORMING SIGNS

Any sign lawfully existing at the time of the passage of this Ordinance that does not conform with the regulations of the district in which such sign is located shall be considered nonconforming and may continue subject to the following provisions:

- A. Signs which are nonconforming by reason of their absolute prohibition shall be removed within three (3) years following enactment of this ordinance or from any other date of the establishment of their nonconformity.
- B. Signs which are nonconforming by reasons of dimensions alone or for any reasons other than absolute prohibition may continue in their present location until replacement or rebuilding at a cost of 50% or greater of the original cost of the sign or repairs to 50% or more of the sign structure becomes necessary, at which time a sign permit will be required and the sign brought into conformity with the ordinance. Only one permit for rebuilding or repairing a nonconforming sign will be issued during the sign's life.
- C. Nonconforming signs shall neither be enlarged nor relocated.

- D. If there is no use of the nonconforming sign or support structure for a period of six (6) months or more, such nonconforming sign shall be deemed abandoned and shall be discontinued as described above.