

Chapter 19

Signs

Part 1

Signs

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Part 1**Signs****§19-101. Administration.**

1. *Sign Permits.* It shall be unlawful to erect, construct or significantly alter any sign which requires a sign permit without first filing with the Borough of Mount Pleasant an application therefore in writing, which application shall contain the information required by the Code Enforcement Officer.

2. The following signs shall not require sign permits:

A. Government signs (i.e., traffic signs, parking signs, etc.).

B. Legal notices.

C. Public monument, plaque, historic identification sign erected by a government agency.

D. The flag, insignia or decorative banner of a government agency.

E. Public service and information signs advertising availability of public restrooms, telephones or similar public conveniences, not exceeding 3 square feet in area.

F. Address signs, not exceeding 2 square feet.

G. Name plates and identification signs, provided that characters do not exceed 3 inches in height and an area not exceeding 2 square feet.

H. Vending machine signs, where a product name is an integral component of the vending machine, provided that the machine is not placed in the front yard of a property.

I. Incidental signs, provided that the aggregate area of incidental signs on a property does not exceed 4 square feet; incidental sign area in excess of 4 square feet shall be included in the calculation of a property's permitted sign area (e.g., yard sale signs, wedding signs, graduation party signs, etc.). [Ord. 627]

J. Home security signs, not exceeding 1 square foot.

K. Real estate signs erected on the property for rent or sale.

L. Yard sale signs.

M. Personal expression signs, provided that they either are freestanding, parallel wall or window signs. Such signs may not exceed 4 square feet and, in the case of freestanding signs, 4 feet in height. They also cannot be illuminated or placed within the sign setback area (e.g., signs expressing opinions or protest signs). [Ord. 627]

3. *Sign Permit Review.* The Zoning Officer shall either approve or deny the application or refer the application back to the applicant in any instance where insufficient information has been submitted.

4. The applicant for any permit for an off-premises sign shall present a written statement from the owner of the property, duly notarized, that the applicant has the right to use the property, to erect a sign and to maintain the sign during the time that

the sign is erected. The owner must further verify, in writing, that it will, at its sole cost and expense, cause the sign to be removed at such time as there is no further use of the sign.

5. *Fees.* All applications for permits for the erection, construction or alteration of signs shall, at the time of making application, be paid to the Borough, in an amount as established from time to time by Borough Council.

(*Ord. 624, 1/19/2010; as amended by Ord. 627, 11/1/2010, §1*)

§19-102. General Sign Regulations.

No person may erect, install or maintain any sign visible from the exterior of any property or structure in the Borough if prohibited by this Part or Chapter 27, and unless specifically permitted by Chapter 27. The following regulations shall apply to all signs in the Borough. Where another Chapter of this code contains a more restrictive provision relating to the same sign, the more restrictive provision shall govern.

A. No sign, other than official Borough street or directional signs or street banner signs, shall be erected or maintained within the sign setback area.

(1) The sign setback area is the distance from the road right-of-way and applies to free standing signs.

(2) The sign setback area is equal to 1 foot for each square foot of sign area, or 2 feet for each foot of sign height as measured from the ground to the top of the sign, whichever is greater.

(3) Sign setbacks do not apply to real estate signs, construction site signs or on-premises permanent identification signs for communities or apartment developments.

[*Ord. 627*]

B. No sign shall project over any public sidewalk or street right-of-way, nor shall any sign extend beyond any property line; except, when a permit is issued by the Borough, banners displaying a logo, slogan or design associated with an educational, religious, civic organization or similar noncommercial organization may be erected above a sidewalk in such uniform size and subject to such regulations as the Department of Building Regulations shall promulgate. [*Ord. 627*]

C. No sign or advertising structure shall be placed in such a position as to endanger traffic on a street by obscuring a clear view or at any location where, by reason of position, shape or color, it may interfere with, obstruct the view of or be confused with any authorized traffic sign, signal or device.

D. No sign shall be erected or maintained so as to prevent free ingress and egress to or from any door, window or fire escape.

E. No signs shall be placed on utility poles without the permission of the owner of the pole or in violation of State statute.

F. No freestanding sign shall exceed 20 feet in height.

G. A parallel wall sign shall not be attached to a wall of a height less than 10 feet above the ground level, shall not be permitted to extend beyond the edge of any wall, roofline or other surface to which it is mounted, and may not project more

than 18 inches from the surface to which it is mounted.

H. A projecting sign shall not be permitted to project above the wall, roofline or surface to which it is mounted nor to interfere with normal pedestrian or vehicular traffic.

I. No window sign shall exceed 25 percent of the total window area.

J. A monument sign shall not exceed 4 feet in height.

K. No sign shall be erected or painted on the roof of any building, nor shall it project above the height of the wall of the building to which it pertains.

L. Property owners shall assume the cost of relocating any sign erected or placed within the sign setback area upon request of the Borough.

M. All signs shall be constructed of durable materials and shall be maintained in safe condition and repair at all times. No sign shall be constructed of cloth, canvas, light fabric, cardboard, wallboard or other like materials unless a sign permit is obtained from the Code Enforcement Officer.

N. Temporary signs shall not be erected in the sign setback area or on Borough property. Tacking, posting or otherwise affixing temporary signs upon poles, trees, buildings, fences or other structures shall be prohibited without the consent of the property owner.

O. Temporary outdoor business signs, such as special event signs, banners, portable signs and commemorative flags, containing commercial speech, including the announcement of a grand opening, going-out-of-business sale or other special promotional event, shall comply with the following additional standards: [Ord. 627]

(1) The area of the temporary business sign shall not exceed 25 square feet.

(2) The property or business shall display only one temporary business sign at any one time.

(3) The following display frequencies for temporary business signs shall be observed:

(a) Portable signs may be displayed only once during the calendar year for a period of time not exceeding 14 calendar days.

(b) All other temporary business signs, such as special event signs, banners or commemorative flags, may be displayed no more than four times during the calendar year for periods of time not exceeding 14 calendar days. [Ord. 627]

(4) The property or business owner shall obtain a permit from the Borough to display a temporary sign and shall deposit with the Borough the sum of \$100, which sum shall be returned to the owner upon removal of the sign or shall be retained by the Borough upon the failure to remove within the time limits prescribed herein.

(5) For purposes of this paragraph, “commercial speech” is that which does no more than propose a commercial transaction, e.g., an undertaking intended for profit, directly or indirectly, in connection with any business.

P. No business may erect a sign advertising another business.

Q. *Public Use Areas.* No freestanding sign can occupy a designated parking

area or intended parking area, walkway, cartway, driveway or area designated for any other use.

R. *Removal of Signs.*

(1) The Borough shall have the authority to remove and dispose of signs under the following circumstances:

(a) When it is determined that the sign has deteriorated to the point of becoming a danger to the public.

(b) When the sign is erected in the sign setback area.

(2) The Borough shall have the authority to require the removal and/or demolition of signs under the following circumstances:

(a) When a sign is erected without an approved sign permit.

(b) When a sign is erected which does not comply with the requirements of this Part.

(3) Where the Borough seeks to require the removal of a sign, the removal procedure will be initiated by a letter to the owner or lessee by the Code Enforcement Officer requiring the removal of such sign within 7 days.

(4) Owner or lessee's remedial action for each circumstance:

(a) *Deteriorated Sign.* Rehabilitation/repair of sign within 15 days.

(b) *No Sign Permit.* Obtain permit within 7 days.

(c) *Prohibited Sign or Nonconforming Sign (that is required to be brought into conformity).* Made to conform to this Part within 30 days.

S. *Sandwich Board Signs.*

(1) *Definitions.*

Sandwich board signs—a self-supporting, A-shaped, free standing, on-premises temporary sign typically situated on a sidewalk which contains commercial speech.

Street right-of-way—publicly-owned land which includes both street and that strip of land on either side of the street which has been designated to be used for street improvements such as sidewalks, curbs, utility lines, sewers, etc.

(2) It is the intent of this paragraph to regulate only those signs placed in the street right-of-way.

(3) *Sandwich Board Sign Regulations.*

(a) The maximum area shall be 6 square feet per side of sign with a maximum height of 42 inches as measured from the ground.

(b) Sandwich board signs shall be limited to advertising for business purposes only.

(c) Acceptable sandwich board sign materials include the following: steel, iron, metal and finished wood. Synthetic materials such as chalkboard and whiteboard are acceptable accent materials, but are limited to, 50 percent of the sign area on each side. The sign lettering should be professionally painted or applied. A graffiti look, hand painted, or paint

stenciled letters are not acceptable.

(d) Only one sandwich board sign per business shall be permitted. Such signs shall not be placed more than 6 feet from the front primary entrance to the business.

(e) Sandwich board signs shall not be placed so as to cause the width of the sidewalk to be reduced below 3 feet in width, nor shall they be erected or maintained in a manner that prevents free ingress or egress from any door, including vehicle doors, window or fire escape. No sign may obstruct parking meters, utility poles or any structure/device necessary for Borough operation. No sign may obstruct vehicular or pedestrian traffic.

(f) A temporary sign permit is required prior to the installation of the sandwich board sign. Only one temporary sign permit for a sandwich board sign is allowed per business and such permit is nontransferable. Upon obtaining a permit for a sandwich board sign, the business shall be permitted to use the sign for 6 months. After the expiration of the permit, the business owner must apply for a new permit.

(g) A sketch including dimensions, content, materials and location of the sandwich board sign must be attached to the permit application. The permit application must be approved and signed by the Borough Manager or his designee before the sandwich board sign may be displayed. If a sign is displayed prior to obtaining a permit, the application may be denied.

(h) Sandwich board signs shall not be illuminated, nor shall they contain moving parts or have balloons, streamers, pennants, or similar adornments attached to them.

(i) Attaching sandwich board signs to structures, poles or other objects by means of chains, rope, wire, or the like is prohibited.

(j) Sandwich board signs shall be removed from the street right-of-way during inclement weather. Inclement weather includes, but is not limited to, wind, rain and snow. Once removed for inclement weather, said sign shall not be replaced until the inclement weather has ceased. Sandwich board signs shall not be placed when there is snow accumulation on the sidewalk.

(k) Sandwich board signs are only to be placed during the regular hours of operation of the permitted business but in no event may signs remain on the street right-of-way after dusk.

(l) Sandwich board signs which are placed in violation of this Section will result in immediate removal of the said sign and the business' temporary sign permit privileges shall be denied for a period of 1 year.

(m) Sandwich board signs within the street right-of-way may be moved/removed by the Borough for municipal purposes including, but not limited to, code enforcement, snow removal, traffic issues and maintenance.

(n) Sandwich board signs shall not be permitted for home occupations, as that term is defined in the Borough's Zoning Ordinance [Chapter 27].

[Ord. 627]

T. *Overhanging Signs.*

(1) Overhanging signs as described in this paragraph may be authorized after the property owner obtains a permit from the Borough. Examples of overhanging signs are illustrated in Figure 19-5 of the Code.

(2) A wrought iron or metal pole not exceeding 40 inches in length may be attached to a building as permitted by the property owner. A sign not exceeding 36 inches in width or 6 square feet in area may be attached to the sign holder pole.

(3) The bottom of any overhanging sign permitted by this Section shall be at least 8 feet above the surface of the sidewalk.

[Ord. 627]

(Ord. 624, 1/19/2010; as amended by Ord. 627, 11/1/2010, §§2, 3, 7, 8)

§19-103. Illumination.

1. *Definitions.* As used in this Section, the following definitions shall apply:

Externally illuminated sign - a sign illuminated with a light source of an even intensity and so shielded that no direct rays therefrom are visible elsewhere on the lot where said illumination occurs.

Internally illuminated sign - a sign designed to give forth artificial light directly (or through transparent or translucent material) from a source of light within such sign, including, but not limited to, neon and exposed lamp signs. Illumination shall only be of an even intensity.

2. Sign illumination shall be governed by the following regulations:

A. The external light source shall be shaded, hooded or otherwise screened to prevent the direct rays of light from shining on adjacent property causing glare to traveling motorists on a public street or access drive used by the public.

B. Electrical components of internally illuminated signs shall bear the Underwriters Laboratories (UL) label of approval.

C. External illumination shall not exceed 17 footcandles at the face of the sign, shall consist only of white or amber color range and shall consist of uniform distribution of the light intensity.

[Ord. 627]

3. In all residential Zoning Districts, as defined in Chapter 27, and properties used for residential purposes, the following permitted signs may be illuminated and no other:

A. Professional sign of a physician, dentist and such other person whose services in emergency are customarily considered essential to the public health, safety and welfare, provided that the illumination is white light only, and provided further that the total illumination for any such light shall not exceed the equivalent of that given by a 100-watt incandescent light source. [Ord. 627]

B. Sign of a school, church, hospital, sanitarium, club or other institution of a similar nature, laboratory or municipal building, provided that the illumination is white light only, and provided further that the total illumination for any such

sign shall not exceed the equivalent of that given by a 100-watt incandescent light source. [Ord. 627]

C. Signs for regulation of traffic, marking of hazards and the like.

4. In Business Districts, as defined in Chapter 27, excluding property used for residential purposes, any permitted sign may be illuminated in accordance with this Section. [Ord. 627]

5. Floodlighting of any sign shall be so shielded that the source of the light shall not be visible from any point off the lot on which the sign is erected and so that only the sign is directly illuminated. Reflectors and lights permitted in conjunction with signs shall be equipped with restraining hoods to concentrate the illumination upon the area of the sign to prevent glare upon a street or adjoining property.

6. All outside lighting, including sign lighting, shall be arranged, designed and shielded or directed so as to protect an adjoining property or street from direct glare so that the light does not constitute a nuisance to an adjoining property or a hazardous condition on a street.

7. No outside illumination by an unshielded bare bulb shall be permitted.
(Ord. 624, 1/19/2010; as amended by Ord. 627, 11/1/2010, §§4, 5, 6)

§19-104. Enforcement.

The Code Enforcement Officer and the duly designated officials of the Borough shall have the power to enforce the provisions of this Part.

(Ord. 624, 1/19/2010)

§19-105. Violations and Penalties.

Any person, firm, or corporation who shall violate any provision of this Part, upon conviction thereof, shall be sentenced to a fine of not more than \$1,000 plus costs and, in default of payment of said fine and costs, to a term of imprisonment not to exceed 30 days. Each day that a violation of this Part continues or each Section of this Part which shall be found to have been violated shall constitute a separate offense.

(Ord. 624, 1/19/2010)

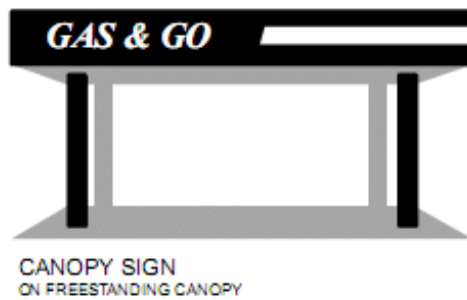
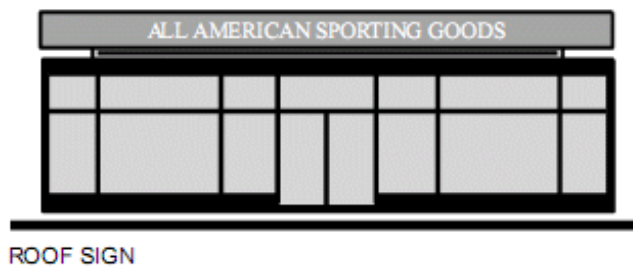
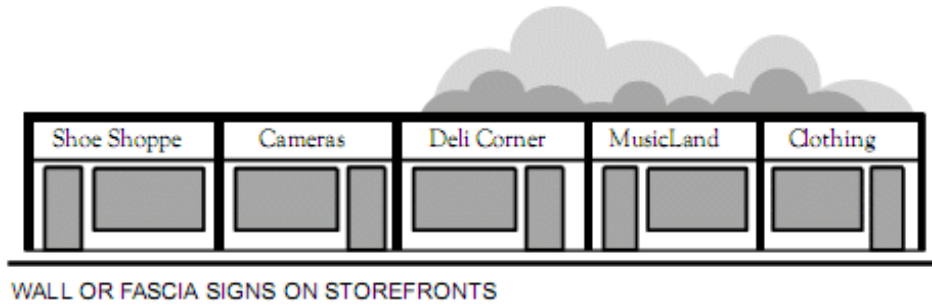
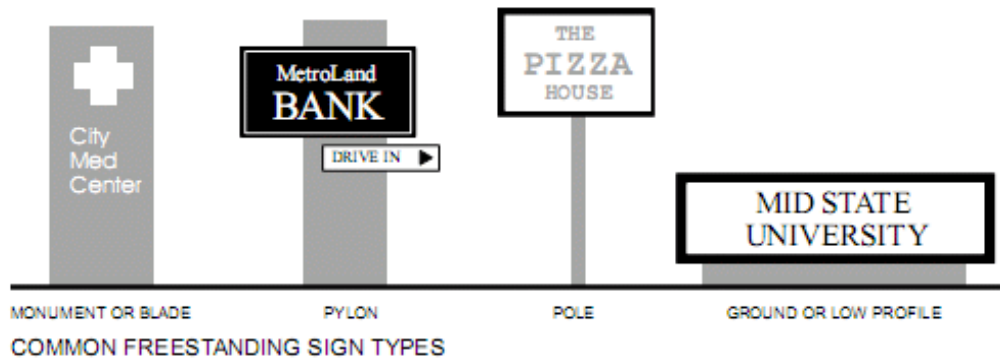


Figure 19-1
General Sign Types

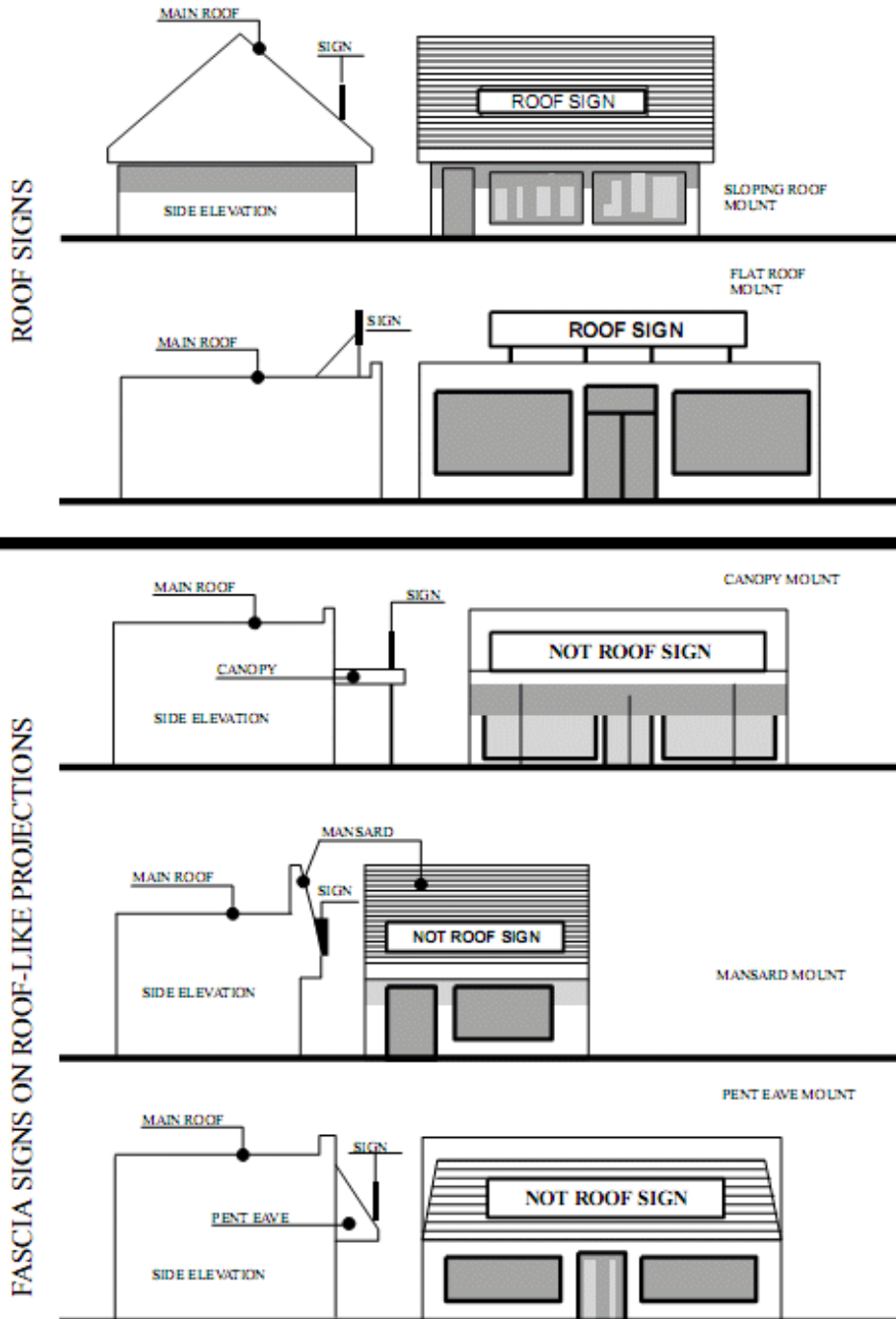
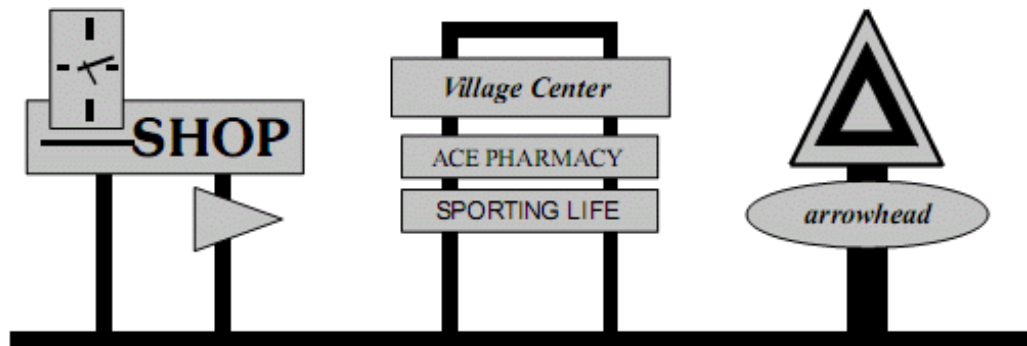
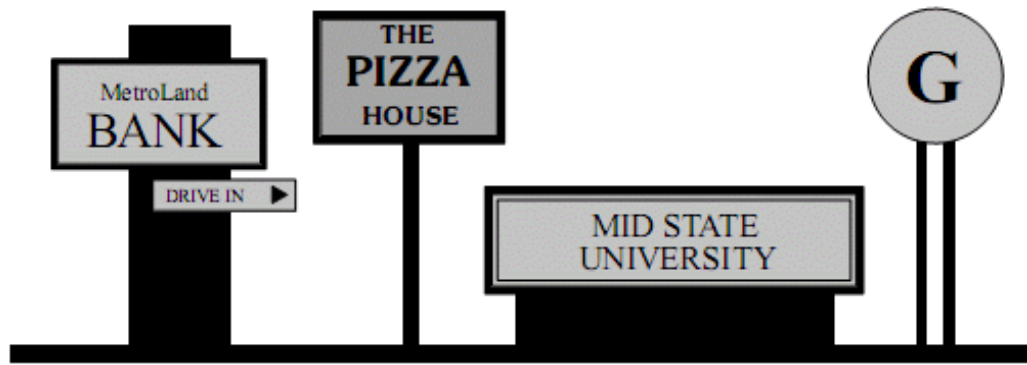
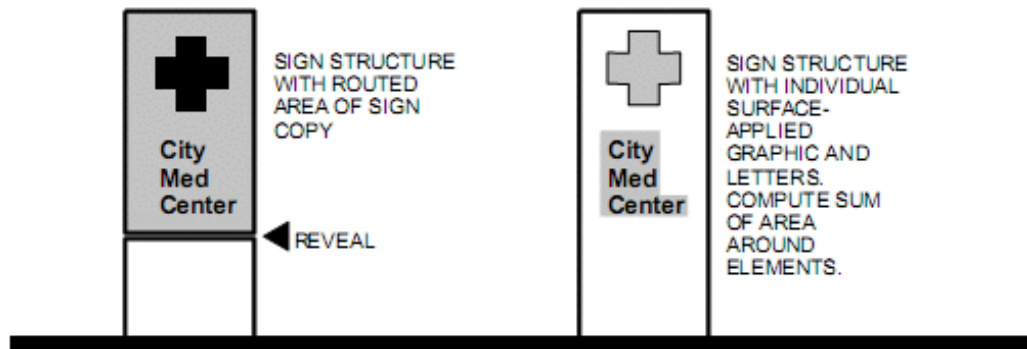


Figure 19-2
Comparison-Roof and Wall or Fascia Signs

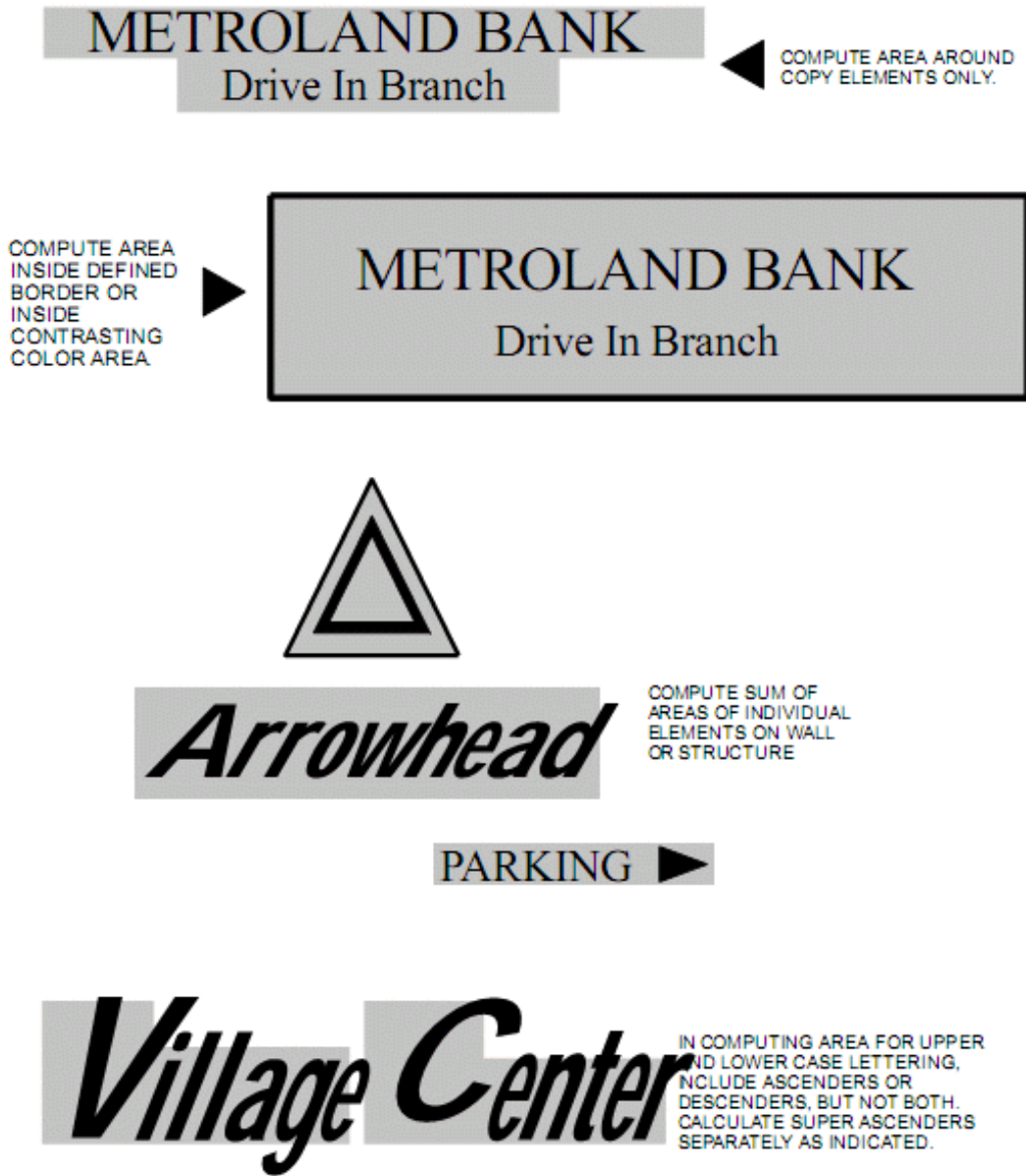


SIGN STRUCTURES



Notes: Sum of shaded areas only represents sign area. Sign constructed with panels or cabinets.

Figure 19-3
Sign Area-Computation Methodology



Notes: Sum of shaded areas only represents sign area for code compliance purposes. Examples of signs consisting of individual letters, elements or logos placed on building walls or structures.

Figure 19-4
Sign Area-Computation Methodology

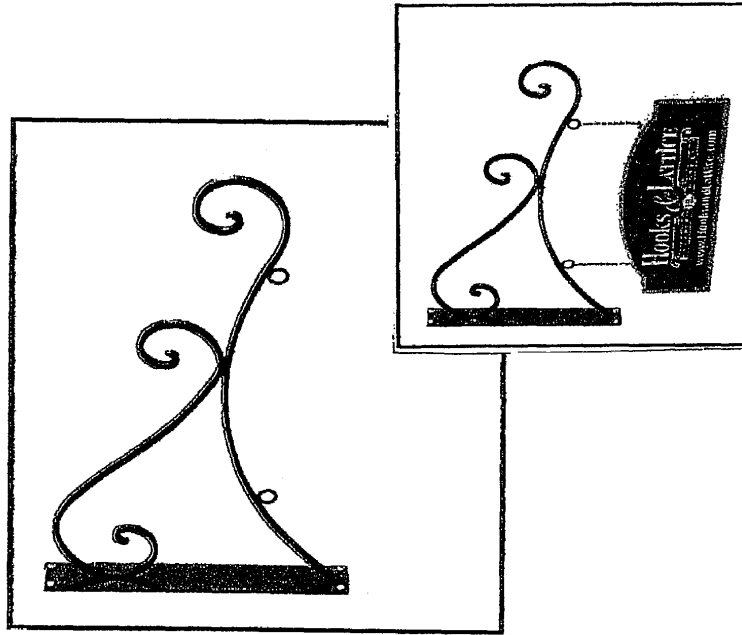
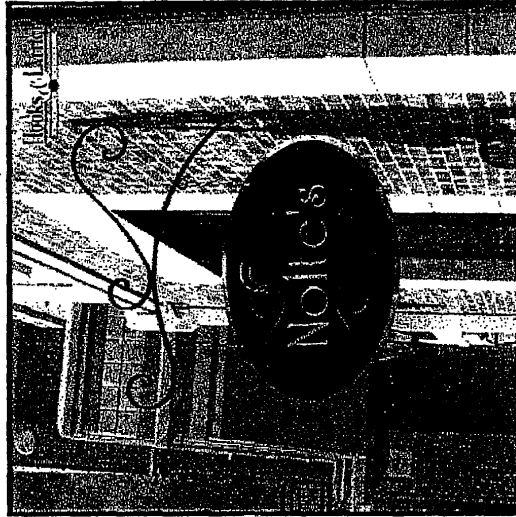


Figure 19-5
Overhang Sign

