

## **ARTICLE 11 Signs**

### **1100. APPLICABILITY**

Any sign, erected, altered or maintained after the effective date of this Ordinance shall conform to the following regulations.

### **1101. PURPOSE & INTENT**

Signs perform an important function in identifying and promoting business, services, residences, events and other matter of interest to the public. The intent of this Article is to regulate all signs within Newtown Township to ensure that they are appropriate for their respective uses in keeping with the appearance of the affected property and surrounding environment, and protective of the public, health, safety and general welfare by:

- A. Setting standards and providing uniform, controls that permit reasonable use of signs that preserve and enhance the character of Newtown Township.
- B. Prohibiting the erection of signs in such numbers, sizes, designs, illumination, and locations as may create a hazard to pedestrians and motorists
- C. Avoiding excessive conflicts from large or multiple signs, so that permitted signs provide adequate identification and direction while minimizing clutter, unsightliness and confusion.
- D. Establishing a process for the review and approval of sign permit applications.

### **1102. PERMITS & GENERAL REQUIREMENTS**

The property owner or their designee shall be required to obtain a zoning and/or building permit for all newly proposed, repaired, or replacement signage prior to any signs being erected. All other signs requiring permits must include documentation and details to support and confirm compliance with the following zoning requirements as well as those associated with the currently adopted building and electrical codes. All newly installed electrical wiring shall be placed underground or be concealed within the primary building structure.

### **1103. SIGNS EXEMPT FROM PERMIT REQUIREMENTS**

The following signs shall be exempt from the obtaining a permit and shall not be included in the determination of the type, number or area of permanent signs allowed within a zoning district, provided such signs comply with the regulations in this section, if any;

- A. Official traffic signs
- B. Government/regulatory signs, including municipal signs of Newtown Township.

- C. Signs inside a building, or other enclosed facility, which are not meant to be viewed for the outside, and are located greater than three (3) feet from the window.
- D. Public signs.
- E. Emblems of a religious, civil, philanthropic, historical or educational organization.
- F. Incidental Residential sign, a maximum of 2 x 2 feet per sign and not exceeding 2 signs per property.
- G. Memorial signs, public monument or historical identification signs erected by Newtown Township.
- H. Political signs, a maximum of 2 x 3 feet per sign and not to exceed one sign for any one candidate, issue or cause per property. Political signs shall be permitted 30 days prior to an election and not more than seven (7) days after an election.
- I. Window signs, installed within a commercial storefront and not exceeding 25% of the total window area.
- J. Security-warning / “Posted” sign not to exceed two (2) sq.ft.
- K. Public utility and traffic signs mandated by PennDOT or the Newtown Township.
- L. Temporary signs, in accordance with **Section 1106G**
- M. Directional signs
- N. Legal notices

#### **1104. PROHIBITED SIGNS**

The following signs shall be prohibited and considered unlawful;

- A. Abandoned signs
- B. Snipe signs
- C. Freestanding pole or pylon signs, unless expressly permitted elsewhere in this article.
- D. Internally illuminated signs
- E. Digital display and message board signs, unless expressly permitted elsewhere in this article.
- F. Mechanical movement, including revolving signs
- G. Pennants, strings and streamers

- H. Animated or flashing signs
- I. Inflatable device or balloons signs
- J. Vehicular signs, when parked on a street or public right-of-way
- K. Any signs that imitate, resemble, interfere with, or obstruct official trafficlights, signs, or signals
- L. Signs which prevent free ingress or egress from any door, window, or other means or exit.
- M. Signs which emit smoke, visible vapors, particulate matter, sound, odor or contain open flames
- N. Reflective signs or signs containing mirrors
- O. Interactive signs
- P. Signs incorporating beacon or festoon lighting
- Q. Roof signs
- R. Neon signs
- S. Signs erected or constructed without permit approval
- T. Signs that contain obscene or pornographic words, pictures or subjects as determined by Newtown Township
- U. Tri-vision board signs
- V. Any sign promoting an illegal activity

#### **1105. GENERAL REGULATIONS**

- A. Sign Material & Construction

Every sign shall be constructed of durable material and non-corrosive fasteners. Each sign shall be designed in accordance with the currently adopted building code to ensure structural safety. Signs shall be at all times maintained in a safe condition and in good repair.
- B. Sign Location
  - 1. No sign shall not be located or project into a street right-of-way or the clear sight triangle formed at any road or driveway intersection.
- C. Sign Area

1. Sign area shall be measured according to the definition of Sign Area in Section 1113.
2. Where the sign consists of individual letters, designs, or symbols attached to a building, awning, wall, or window, the area shall be that of the smallest rectangle which encompasses all of the letters, designs, and symbols.
3. Signs may be double-sided.
  - a. On-premises signs.
    - 1) Only one (1) side shall be considered when determining the sign area, provided that the faces are equal in size, the interior angle formed by the faces is less than 45 degrees, and the two faces are not more than 18 inches apart.
    - 2) Where the faces are not equal in size, but the interior angle formed by the faces is less than 45 degrees and the two faces are not more than 18 inches apart, the larger sign face shall be used as the basis for calculating sign area.
    - 3) When the interior angle formed by the faces is greater than 45 degrees, or the faces are greater than 18 inches apart, all sides of such sign shall be considered in calculating the sign area.
  - b. Off-premises signs.
    - 1) Only one (1) side shall be considered when determining the sign area, provided that the faces are equal in size, the interior angle formed by the faces is less than 45 degrees, and the two faces are not more than five (5) feet apart.
    - 2) Where the faces are not equal in size, but the interior angle formed by the faces is less than 45 degrees and the two faces are not more than five (5) feet apart, the larger sign face shall be used as the basis for calculating sign area.
    - 3) When the interior angle formed by the faces is greater than 45 degrees, or the faces are greater than five (5) feet apart, all sides of such sign shall be considered in calculating the sign area.
4. Signs that consist of, or have attached to them, one or more three-dimensional or irregularly shaped objects, shall have a sign area of the sum of two adjacent vertical sign faces of the smallest cube encompassing the sign or object.

5. If elements of a sign are movable or flexible, such as a flag or banner, the measurement is taken when the elements are fully extended and parallel to the plane of view.
6. The permitted maximum area for all signs shall be determined by the sign type and the zoning district in which the sign is located.

D. Illumination

1. All permanent signage may be illuminated using, external or halo lighting. Internally illuminated signs shall be prohibited, unless expressly permitted elsewhere in this article.
  - a. External: Externally illuminated signs, where permitted, are subject to the following regulations:
    - 1) The source of the light must be concealed by translucent covers.
    - 2) External illumination shall be by a steady, stationary light source, shielded and directed solely at the sign. The light source must be static in color.
  - b. Internal: Internally illuminated signs, where permitted, are subject to the following regulations:
    - 1) Internal illumination must be static in intensity and color.
    - 2) Message center signs are permitted in accordance with the regulations contained subsection 6, below.
    - 3) Digital displays are permitted in accordance with the regulations contained in subsection 7, below.
2. No more than 0.2 foot-candle of light shall be detectable at the boundary of any abutting property.
3. Hours of Operation
  - a. Signs on non-residential properties may be illuminated during normal operating hours only. Establishments that operate on a 24-hour basis may have signs illumination for the full extent of their operating hours.
4. Brightness: Message center signs and digital displays are subject to the following brightness limits:

- a. During daylight hours between sunrise and sunset, luminance shall be no greater than five thousand (5,000) nits.
  - b. At all other times, luminance shall be no greater than two hundred fifty (250) nits.
  - c. Each sign must have a light sensing device that will automatically adjust the brightness of the display as the natural ambient light conditions change. to comply with the limits set here within.
5. Message Duration: The length of time each message may be displayed on a message center sign or digital display sign is based upon the visibility and speed limit unique to individual signs and adjacent road conditions. The following method shall be used to calculate message duration for message center signs or digital displays.
- a. Determine the greatest distance from which the sign becomes visible on the road the sign is primarily intended to serve. If a sign is intended to be seen by more than one roadway, the road with the lower posted speed limit shall be used for determining message duration.
  - b. Multiply the road's posted speed limit (MPH) by 5,280, and then divide by 3,600 to obtain the speed limit in feet/second.
  - c. Divide the visibility distance by the speed limit (feet/second). iv. Add an additional ten (10) percent of this number to the total. v. The resulting amount of time is the minimum permitted message duration, except where this value is less than eight (8) seconds in which the minimum message duration shall be no less than eight (8) seconds.
6. Message center signs shall be permitted by conditional use, subject to the following regulations, in addition to all other illumination requirements established in this Section.
- a. Location: Message center signs shall only be permitted on public or private school properties, municipal uses, or **gas stations** for pricing purposes
  - b. Sign Type: Message center signs shall be permitted as on-premises signs only, in the form freestanding, monument, and wall signs, in accordance with the regulations established in Section 1107.
  - c. Message center signs shall maintain a minimum setback of five (5) feet from the right-of-way and twenty (20) feet from any other property.

- d. Height: A message center sign shall have the same height limits as other permitted signs of the same type and location.
- e. Area:
  - 1. Message center signs shall not exceed 50% of the sign area for any one sign and shall not exceed more than 30% of the total area for all signs permitted on a property.
- f. Maximum Number: Where permitted, one (1) message center sign is permitted per street frontage, up to a maximum of two (2) message center signs per property.
- g. Message Display:
  - 1. No message center sign may contain text which flashes, pulsates, moves, or scrolls. Each complete message must fit on one screen.
  - 2. The content of a message center sign must transition by changing instantly (e.g., no fade-out or fade-in).
  - 3. Default Design: The sign shall contain a default design which shall freeze the sign message in one position if a malfunction should occur.
- h. Conversion of a permitted non-message center sign to a message center sign requires the issuance of a permit pursuant to [Article 17](#)
- i. The addition of any message center sign to a nonconforming sign is prohibited.
- j. Public Service Announcements: The owner of every message center sign shall coordinate with the local authorities to display, when appropriate, emergency information important to the traveling public including,
  - 7. Digital display signs shall be permitted by conditional use, subject to the following regulations in addition to all other requirements established in this Section.
    - a. Location:

Digital display signs shall only be permitted on public or private school properties, municipal uses, or **gas stations**, for pricing purposes

Digital display signs shall not be located or project into a street-right-of-way or the clear sight triangle formed at any road or driveway intersection.

Digital display signs shall maintain a minimum setback of five (5) feet from the street right-of-way and twenty (20) feet from any other property.

- b. Sign Type: Digital displays are permitted in the form of on-premises ground/monument and wall signs in accordance with the regulations established in **Section 1108**.
- c. Height: A digital display shall have the same height limits as for other permitted signs of the same type and location.
- d. Area:
  - 1) Digital displays shall not exceed more than 30% of the total sign area permitted on the site.
- e. Maximum Number per Property: Where permitted, one (1) digital display sign is permitted per property
- f. Message Display:
  - 1) Any Digital Display containing animation, streaming video, or text or images which flash, pulsate, move, or scroll is prohibited. Each complete message must fit on one screen.
  - 2) One message/display may be brighter than another, but each individual message/display must be static in intensity.
  - 3) The content of a digital display must transition by changing instantly, with no transition graphics (e.g., no fade-out or fade-in).
  - 4) Default Design: The sign shall contain a default design which shall freeze the sign message in one position if a malfunction should occur.
- g. Conversion of a permitted non-digital sign to a digital sign requires the issuance of a permit pursuant to **Article 17**.
- h. The addition of any digital display to a nonconforming sign is prohibited.



- i. **Public Service Announcements:** The owner of every digital sign shall coordinate with the local authorities to display, when appropriate, emergency information important to the traveling public including, but not limited to Amber Alerts or alerts concerning terrorist attacks or natural disasters. Emergency information messages shall remain in the advertising rotation according to the protocols of the agency that issues the information.
8. **Electrical Standards.**
  - a. Permits for illuminated signs will not be issued without an approved electrical permit, if required. Applications for electrical permits shall be filed at the same time as the sign permit application.
  - b. All work shall be completed in full compliance with the Newtown Township Electrical Code as set forth in the PA Uniform Construction Code.
  - c. The electrical supply to all exterior signs, whether to the sign itself or to lighting fixtures positioned to illuminate the sign, shall be provided by means of concealed electrical cables. Electrical supply to freestanding signs shall be provided by means of underground cables.
  - d. The owner of any illuminated sign shall arrange for a certification showing compliance with the brightness standards set forth herein by an independent contractor and provide the certification documentation to Newtown Township as a condition precedent to the issuance of a sign permit.
9. **Glare Control:** Glare control shall be achieved primarily through the use of such means as cutoff fixtures, shields, and baffles, and appropriate application of fixture mounting height, wattage, aiming angle, and fixture placement. Vegetation screens shall not be employed to serve as the primary means for controlling glare.

#### **1106. REGULATIONS BY SIGN TYPE: ON-PREMISES SIGNS**

- A. **Wall Signs.**
  1. No portion of a wall sign shall be mounted less than eight (8) feet above the finished grade or extend out more than twelve (12) inches from the building wall on which it is affixed.
- B. **Canopy or Awning Signs.**

1. Canopy or awning signs must be centered within or over architectural elements such as windows or doors.
  2. No awning or canopy sign shall be wider than the building wall or tenant space it identifies.
  3. Sign Placement.
    - a. Letters or numerals shall be located only on the front and side vertical faces of the awning or canopy.
    - b. Logos or emblems are permitted on the top or angled portion of the awning or canopy up to a maximum of three square feet. No more than one emblem or logo is permitted on any one awning or canopy.
  4. Sign Height.
    - a. The lowest edge of the canopy or awning sign shall be at least eight (8) feet above the finished grade.
  5. Any ground-floor awning projecting over a sidewalk must be retractable.
  6. Awnings above the ground floor may be fixed, provided they do not project more than four (4) feet from the face of the building.
  7. Multi-tenant Buildings. If the awning or canopy sign is mounted on a multi-tenant building, all awning or canopy signs shall be similar in terms of height, projection, and style across all tenants in the building.
- C. Projecting Signs.
1. No portion of a projecting sign shall project more than four (4) feet from the face of the building.
  2. The outermost portion of a projecting sign shall project no closer than five (5) feet from a curbline or shoulder of a public street.
  3. Projecting signs shall not be permitted in the street right-of-way and must stay within the limits of the sidewalk, where they are present.
  4. Sign Height: The lowest edge of a projecting sign shall be at least eight (8) feet above the finished grade.
- D. Window Signs.

1. Incidental window signs displaying pertinent business information such as the business' hours of operation and credit cards accepted, shall be excluded from area calculations for window signs.

E. Marquee Signs.

1. Such signs shall be located only above the principal public entrance of a building facing a public street or parking lot.
2. No marquee shall be wider than the entrance it serves, plus two (2) feet on each side thereof.
3. No marquee shall extend closer to the curb than three (3) feet.
4. Sign Height.
  - a. No portion of a marquee sign shall extend vertically above the eaveline.
  - b. The lowest edge of the marquee sign shall be at least eight (8) feet above the finished grade.

F. Freestanding Signs.

1. Freestanding pole/pylon signs shall be prohibited unless expressly permitted elsewhere in this article.
2. Freestanding ground/monument signs shall be supported and permanently placed by embedding, anchoring, or connecting the sign in such a manner as to incorporate it into the landscape or architectural design scheme.
3. Sign Placement.
  - a. All freestanding signs shall be set back five (5) feet from the street right-of-way, except for official traffic signs and government/regulatory signs and shall maintain a minimum setback of twenty (20) feet from any property line
  - b. No freestanding sign may occupy an area designated for parking, loading, walkways, driveways, fire lane, easement, cartway of the right-of-way or other areas required to remain unobstructed.

G. Temporary signs

A. Type

1. Portable Signs: Seven (7) square feet in area, maximum; three and one half feet (3 ½) in height, maximum.

- 2. Banners: 24 square feet in area, maximum; eight (8) feet in height, maximum
- 3. Feather Banner: 24 square feet in area, maximum; eight (8) feet in height, maximum
- 4. Sandwich Board Signs: Six (6) square feet, maximum; three and one half (3 ½ ) feet in height

B. Number

- 1. Two (2) signs per event, maximum

H. Manual Changeable Copy Signs: Manual changeable copy signs are permitted only when integrated into a freestanding, marquee, wall, or portable sign.

L. Contractor/Construction signs not in excess of eight (8) sq.ft. during the time of construction activities is taking place, and requiring a permit renewal every six (6) months.

M. Real estate sale/lease sign for private property not exceeding four (4) sq. ft. for every 100 linear feet of road frontage and not illuminated, for a maximum of 180 days, and requiring a permit renewal thereafter.

**1107. REGULATIONS BY SIGN TYPE: OFF-PREMISES SIGNS**

Off-premises signs/Billboards shall be permitted in the I-Light Industrial district as a principal use on the property only. Such signs shall be permitted by Conditional Use approval, and be structurally designed in accordance with the adopted building code and the following requirements:

A. Setback

- 1. Off-Premises signs shall be setback a minimum of 50 feet from any street right of way.
- 2. Off-Premises signs shall be set back at least 300 feet from any street intersection;

B. Size

The sign area and face shall be limited to 200 square feet, maximum.

C. Height

The overall height of an Off-Premises sign shall be 20 feet, maximum, with the lowest edge at least eight (8) feet above the finished grade.

D. Isolation Distance

1,000 feet of linear separation between any Billboard Sign, on either side of the road.

- E. Illumination  
May be illuminated as long as the light sources are external, shielded from public view and directed towards the billboard.
- F. Number of signs  
There shall be no more than one (1) one Off-Premises sign per lot. Vertically or horizontally stacked signs shall not be permitted.
- G. Prohibition:
1. Off-Premises signs shall not contain intermittent flashing, color changes, action, animation, motion, scintillating, reflective and or moving lighting features or scrolling.
  2. Message sequencing and digital display signs are prohibited
- H. Construction and maintenance
1. All plans for off-premises signs shall be certified by a licensed engineer registered in Pennsylvania.
  2. All off-premises advertising signs shall be constructed in accordance with industry-wide standards established by the Outdoor Advertising Association of America and the Institute of Outdoor Advertising, or their successor organizations. All off-premises advertising signs shall be structurally sound and maintained in good condition and in compliance with the Township Building Code.
  3. The rear face of a single-face, off-premises advertising sign shall be painted and maintained with a single neutral color as approved by Newtown Township
  4. Every three years, the owner of the billboard shall have a structural inspection made of the billboard by a licensed engineer registered in Pennsylvania and shall provide to the [municipality] a certificate certifying that the billboard is structurally sound.
- I. Identification of Sign Owner  
All off-premises signs shall be identified on the structure with the name, address, and phone number of the owner of such sign.
- J. Landscaping.
1. Landscaping shall be provided at the base of all off-premises signs. Trees and shrubbery, including evergreen and flowering trees, of sufficient size and quantity shall be used to achieve the purpose of this Section.

2. Trees greater than four (4) inches in diameter removed for construction of the sign shall be replaced on-site at a ratio of one (1) replacement tree for each removed tree using native species no less than three (3) inches in diameter.
- K. Additional Regulations. All off-premises signs shall comply with any and all applicable zoning regulations of Newtown Township’s zoning chapter, and any and all municipal, state and/or federal regulations. In the event any other applicable regulation is in conflict with the provisions of this Section, the more strict regulation shall apply.
- L. Application/Plan Requirements. Plans submitted for off-premises advertising signs shall show the following:
1. The location of the proposed sign on the lot with the required sign setbacks from the property line and ultimate right-of-way .
  2. The location and species of existing trees.
  3. The distance to the nearest existing off-premises advertising sign.
  4. The distance to the nearest right-of-way, property line, building, structure, on-premises sign, off-premises sign, intersection, interchange, safety rest area, bridge, residential district, or institutional use, sewer rights-of-way, and water, electric or petroleum pipelines.
  5. Site plan containing all of the applicable requirements set forth in the the zoning code, as amended.
  6. Certification under the seal by a licensed engineer that the off-premises sign, as proposed, is designed in accordance with all federal, state, and local laws, codes, and professional standards.
- M. Illumination and Changeable Copy of Off-Premises Signs.
1. Off-premises signs may incorporate manual changeable copy signs.
  2. Off-premises signs may be illuminated, provided that:
    - a. All light sources are designed, shielded, arranged, and installed to confine or direct all illumination to the surface of the off-premises sign and away from adjoining properties.
    - b. Light sources are not visible from any street or adjoining properties.
  3. The following illumination types shall be permitted subject to the regulations of Section 1105D, Sign Illumination.
    - a. External illumination

### **1108. SIGNS IN RESIDENTIAL DISTRICTS**

In addition to exempt signs described in Section 1103, the following number and types of signs may be erected R-1, R-2, R-3, R-4, R-5 and A-O districts:

**A. Home occupation signs:**

A maximum of one home occupation sign per property shall be permitted as either a freestanding or wall sign or projecting sign.

A freestanding home occupation sign shall be subject to the following regulations:

1. Area: Two (2) square feet maximum;
2. Height: 30 inches, maximum
3. Illumination: These signs shall be not be illuminated

One (1) wall or projecting sign shall be permitted, up to two (2) square feet in area

1. Height: Signs shall have a maximum height equal to the eaveline or the bottom of the second story window sill, whichever is lower.
2. Illumination: These signs shall be not be illuminated.

**B. Gateway signs for residential development or apartment buildings containing more than ten (10) units shall be permitted subject to the following regulations:**

1. Number: One (1) sign at each entrance
2. Area: Each sign shall have a maximum area of 25 sq. ft. per sign face.
3. Height: Signs shall have a maximum height of six (6) feet.
4. Illumination: The following illumination types shall be permitted subject to the regulations in Section 1105D:
  - a. External illumination

**C. Flag**

1. Area: 24 square feet, maximum
2. Height: 30 feet, maximum
3. Number: One (1), maximum

**D. Signs for non-residential uses in residential districts**

1. Public school, parochial school, nonprofit school, religious use or philanthropic use.
  - a. Freestanding ground/monument signs
    - 1) Number: One (1) sign per street access, up to a maximum of two (2) signs per property, held in single and separate ownership
    - 2) Area: Each sign shall have a maximum area based on the lot size of the property as follows:
      - a) On lots of less than two (2) acres: 24 sq. ft.
      - b) On lots of two (2) acres or more but less than five (5) acres: 32 sq. ft.
      - c) On lots for five (5) acres or more: 40 sq. ft.
    - 3) Height: Signs shall have a maximum height of 10 feet
    - 4) Illumination: The following types of illumination are permitted, subject to the regulations in Section 1105D:
      - b) External illumination
      - c) Halo illumination
    - 5) Freestanding signs located on the interior of the site used to identify facilities, on-site traffic directions, hours of operation and other information are exempt from permit requirements subject to the following:
      - a) Area: Each sign shall have a maximum area of ten (10) sq. ft.
      - b) Height: Each sign shall have a maximum height of eight (8) sq. ft.
      - c) Illumination: These signs shall be non-illuminated.
  - b. Building signs, including wall signs, awning or canopy signs, projecting signs, and window signs. The total maximum sign area of all building signs shall be based on the lot size of the property and wall area of the building as follows:
    - 1) Area:



- a) On lots less than two (2) acres:
  - (1) Total sign area of all building signs shall not exceed five (5) percent of the total wall area for all walls that directly face a public street or parking lot.
  - (2) No single building sign shall exceed 24 square feet.
- b) On lots of two (2) acres or more but less than five (5) acres:
  - (1) Total sign area of all building signs shall not exceed six (6) percent of the total wall area for all walls that directly face a public street or parking lot.
  - (2) No single building sign shall exceed 36 square feet.
- c) On lots of five (5) acres or more:
  - (1) Total sign area of all building signs shall not exceed seven (7) percent of the total wall area for all walls that directly face a public street or parking lot.
  - (2) No single building sign shall exceed 60 square feet.
- 2) Height: Signs shall have a maximum height equal to the eaveline.
- 3) Illumination: The following illumination types shall be permitted subject to the regulations in Sign Illumination.
  - a) External illumination, lit from above
  - b) Halo illumination

| <b>SIGNS SUMMARY TABLE - RESIDENTIAL ZONING DISTRICTS</b> |   |                       |  |                           |
|---|---|-----------------------|--|---------------------------|
| <b>Residential Uses</b>                                   |   |                       |  |                           |
| <b>Sign Type/Use</b>                                      | <b>Max. Area</b>  | <b>Max. Height</b>    | <b>Max. # of Signs</b>                                   | <b>Method of Approval</b> |
| Home Occupation   | 2 sq. ft.   | 30 inches             | 1  | by-right                  |
| Gateway   | 50 sq. ft.  | 6 feet                | 1 @ each entrance  | by-right                  |
| Flag  | 24 sq. ft.  | 30 feet               | 1  | by-right                  |
| <b>Non Residential Uses</b>                               |   |                       |  |                           |
| Freestanding ground/monument                              | Less than 2 acres lot: 24 sq. ft.   | 10 feet               | Two (2); one (1) per street access                       | by-right                  |
|   | 2-5 acre lot: 32 sq. ft.  | 10 feet               | Two (2); one (1) per street access                       | by-right                  |
|   | 5 acres or greater lot: 40 sq. ft.  | 10 feet               | Two (2); one (1) per street access                       | by-right                  |
| Building Signs  | Less than 2 acres lot: 5% of total wall area for all walls facing public street or parking lot  | Equal to the eaveline | Subject to maximum square footage permitted for the lot. | by-right                  |
|   | 2-5 acre lot: 6% of total wall area for all walls facing public street or parking lot           | Equal to the eaveline | Subject to maximum square footage permitted for the lot. | by-right                  |
|   | 5 acres or greater lot: 7% of total wall area for all walls facing public street or parking lot | Equal to the eaveline | Subject to maximum square footage permitted for the lot. | by-right                  |

**1109. SIGNS IN NON-RESIDENTIAL DISTRICTS**

Except as noted below, the following numbers and types of signs may be erected in any non-residential district, subject to the conditions specified herein and in Section 1106.

- A. The total area of all wall, awning/canopy, and projecting signs for non-residential uses shall be limited to one (1) square feet per one (1) linear foot of building frontage that faces a public street or parking lot, subject to maximum size limitations based on sign type.
- B. Wall signs for non-residential uses shall be permitted subject to the following regulations.

1. Number: One (1) sign per tenant per street frontage, up to a maximum of two (2) signs per tenant. Where a store has entrances facing both a street and a parking lot, a second sign is permitted to face the parking lot.
  2. Area: Each sign shall have a maximum area of 32 sq. ft. per sign face or
  3. Height: Signs shall have a maximum height equal to the eaveline.
  4. Illumination: The following illumination types shall be permitted subject to the regulations in Section 1105D.
    - a. External illumination, lit from above
    - b. Halo illumination
- F. Awning or canopy signs for non-residential uses shall be permitted subject to the following regulations.
1. Height: Signs shall have a maximum height equal to the eaveline.
  2. Size: Twenty percent of the wall area, maximum
  3. Illumination: The following illumination types shall be permitted subject to the regulations in 1105D
    - a. External illumination, lit from above
- G. Projecting signs for non-residential uses shall be permitted subject to the following regulations.
1. Number: One (1) sign per ground floor establishment, plus one (1) sign per building entrance serving one or more commercial tenants without a ground floor entrance.
  2. Area: Each sign shall have a maximum area of twenty (12) sq. ft. per sign face.
  3. Height: Signs shall have a maximum height equal to the eaveline.
  4. Illumination: The following illumination types shall be permitted subject to the regulations in Section 1106:
    - a. External illumination, lit from above
- H. Window signs for non-residential uses shall be permitted subject to the following regulations.

1. Area: A maximum of 25% of the total window area of any single storefront may be used for permanent signs that are etched, painted, or permanently affixed to the window. A maximum of 35% of the total window area of any single storefront may be covered by a combination of permanent and temporary window signs.
2. Illumination: The following illumination types shall be permitted subject to the regulations in Section 1105D.
  - I. Menu board signs shall be permitted according to the parameters outlined in the Signs Summary for Non-Residential Districts Table.
  - J. Marquee signs for non-residential uses shall be permitted subject to the following regulations.
    1. Number: One (1) marquee sign per building.
    2. Area: The total area of signs on a single marquee structure shall not exceed 200 sq. ft. in area.
    3. Height: Signs shall have a maximum height equal to the eaveline.
    4. Illumination: The following illumination types shall be permitted subject to the regulations in Section 1105D.
      - a. External Illumination
  - K. In addition to building signs, freestanding ground/monument signs for non-residential uses shall be permitted subject to the following regulations.
    1. Detached non-residential uses, without shared parking and with a direct public entrance from a parking lot or street
      - a. Area: 50 sq. ft.
      - b. Height: 20 feet, maximum; 6 ft., maximum for ground signs
      - c. Number of signs: One (1) per entrance
    2. Detached non-residential uses, with no direct public entrance from a parking lot or street, shall collectively be permitted one wall sign, which shall identify all such occupants, said sign not to exceed three square feet, which shall be placed on the front of the building only.
    3. Attached and semi-detached non-residential uses that do not qualify as a shopping center shall be permitted one joint sign located on a shared easement subject to the following limitations:

- a. Not more than one (1) **ground/monument sign** advertising each grouping of attached or semi-detached non-residential uses may be erected for each street upon which there is building frontage.
  - b. Area: 75 square feet, maximum
  - c. Height: 20 feet, maximum
4. Shopping centers, as defined in this article shall be permitted

| <b>SIGNS SUMMARY TABLE – NON RESIDENTIAL ZONING DISTRICTS</b>   |  |                    |   |                           |
|---|--|--------------------|---|---------------------------|
| <b>Detached buildings or Uses</b>   |  |                    |   |                           |
| <b>Sign Type/Use</b>  | <b>Max. Area</b>                       | <b>Max. Height</b> | <b>Max. # of Signs</b>                      | <b>Method of Approval</b> |
| Wall  | 32 sq. ft                              | Building eaveline  | One (1) sign per store front/tenant         | By-right                  |
| Awning/Canopy   | 20 percent of the wall area            | Building eaveline  | One (1) sign per store front/tenant         | By-right                  |
| Ground/monument   | 50 sq. ft                              | Six (6) sq. ft.    | One (1) per entrance                        | By-right                  |
| Projecting signs  | 12 sq. ft.                             | Building eaveline  | One sign per store front/tenant             | By-right                  |
| Gas station canopy  | 20 percent of vertical front of canopy | ?                  | ?   | By-right                  |
| Flag  | 24 sq. ft.                             | 30 feet            | One (1) sign per establishment              | By-right                  |
| Menu board  | 40 sq. ft.                             | 8 feet             | 1   | Special exception         |
| Changeable copy   | 20 sq. ft.                             | 6 feet             | 1   | By-right                  |
| <b>Detached buildings or uses without shared parking and with direct public entrance from a street or parking lot</b> |  |                    |   |                           |
| Ground/monument sign  | 50 sq. ft                              | 6 feet             | One (1) per entrance                        | By-right                  |
| <b>Detached buildings or uses with no direct entrance from a public parking lot or street</b>                         |  |                    |   |                           |
| Wall Sign   | 3 sq. ft.                              | Building eaveline  | One collective sign                         | By-right                  |
| <b>Attached buildings with shared parking</b>   |  |                    |   |                           |
| Ground/monument sign  | 75 sq. ft.                             | ?                  | One joint sing for all store fronts/tenants | By-right                  |

| Shopping Center signs |   |   |   |   |
|-----------------------|---|---|---|---|
| Ground/monument sign  | ? | ? | ? | ? |

**1110. CONDITIONS FOR SPECIAL EXCEPTION/CONDITIONAL USE**

In addition to the general standards enumerated for special exceptions in this chapter, the following specific requirements shall also be considered;

The location of any sign will not impede the vision of or distract a motorist, thereby causing an unsafe condition

- A. The location of any sign will not obstruct traffic flow within a parking lot or reduce the required number of parking spaces as required by Section 1001 for any and all use upon the property
- B. Methods of illumination will not create glare upon the property in question or cause undue light spillage upon an street, roadway, driveway intersection or an adjacent property.
- C. The applicant shall establish just cause for the proposed sign as it pertains to the unusual physical conditions of the property.
- D. That the proposed sign will not create any other life safety concerns that could negatively affect the general public.

**1111. REMOVAL OF UNLAWFUL, UNSAFE OR ABANDONED SIGNS**

A. Unsafe or Unlawful Signs.

- 1. Upon written notice by Newtown Township, the owner, person, or firm maintaining a sign shall remove the sign when it becomes unsafe, is in danger of falling, or it becomes so deteriorated that it no longer serves a useful purpose of communication, or it is determined by Newtown Township to be a nuisance, or it is deemed unsafe, or it is unlawfully erected in violation of any of the provisions of this Article.
- 2. Newtown Township may remove or cause to be removed the sign at the expense of the owner and/ or lessee in the event of the owner of the person or firm maintaining the sign has not complied with the terms of the notice within thirty (30) days of the date of the notice. In the event of immediate danger, Newtown Township may remove the sign immediately upon the issuance of notice to the owner, person, or firm maintaining the sign.

B. Abandoned Signs.

- 1. It shall be the responsibility of the owner of any property upon which an on-premises abandoned sign is located to remove such sign within 90 days of

the sign becoming abandoned, as defined in this section. Off-premises signs shall be removed within 30 days of abandonment. Removal of an abandoned on-premises sign shall comprise the removal of the entire sign including the sign face, supporting structure, and structural trim. Removal of an off-premises signs shall comprise the sign face only.

2. Where the owner of the property on which an abandoned sign is located fails to remove such sign in within the specified 90 or 30 day timeframe, Newtown Township may remove such sign. Any expense directly incurred in the removal of such sign shall be charged to the owner of the property. Where the owner fails to pay, Newtown Township may file a lien upon the property for the purpose of recovering reasonable costs associated with the removal of the sign.

## **1112. NON-CONFORMING SIGNS**

- A. Signs legally in existence at the time of the adoption of this Ordinance, which do not conform to the requirements of this Ordinance, shall be considered nonconforming signs.
- B. All permanent signs and sign structures shall be brought into conformance with the sign regulations when and if the following occurs:
  1. The sign is removed, relocated, or significantly altered. Significant alterations include changes in the size or dimension of the sign. Changes to the sign copy or the replacement of a sign face on a nonconforming sign shall not be considered a significant alteration.
  2. If more than 50% of the sign area is damaged, it shall be repaired to conform to this Ordinance.
  3. An alteration in the structure of a sign support.
  4. A change in the mechanical facilities or type of illumination
  5. A change in the material of the sign face.
  6. The property on which the nonconforming sign is located submits a subdivision or land development application requiring municipal review and approval.
  7. The property on which the nonconforming sign is located undergoes a change of land use requiring the issuance of either a use and occupancy permit or a change of use and occupancy permit by Newtown Township.
- C. Prior to the events listed in Section B., nonconforming signs may be repainted or repaired up to 50% of the replacement cost of the sign, the sign copy may be changed, and sign faces may be replaced provided that these actions do not

increase the dimensions of the existing sign, and do not in any way increase the extent of the sign's non-conformity.

- D. Nonconforming signs shall be exempt from the provisions of Section 1113B, under the following conditions:
1. The nonconforming sign possesses documented historic value.
  2. The nonconforming sign is of a unique nature or type by virtue of its architectural value or design, as determined by the National Park Service, Pennsylvania Historical and Museum Commission, or local historical commission.
  3. When a nonconforming sign is required to be moved because of public right of way improvements.
- E. All nonconforming temporary signs, portable signs, and banners must be permanently removed within 90 days of the effective date of this Article, unless specific approval is granted as provided for herein.

### 1113. DEFINITIONS

Words and terms used in this ordinance shall have the meanings given in this Article. Unless expressly stated otherwise, any pertinent word or term not part of this listing but vital to the interpretation of this ordinance, shall be construed to have their ordinary meaning.

**ABANDONED SIGN:** A prohibited sign which has not identified or advertised a current business, service, owner, product, or activity for a period of at least 90 days, in the case of off-premises signs, 30 days.

**ADDRESS SIGN:** A sign that designates the street number and/or street name for identification purposes, as designated by the United States Postal Service (also known as a **nameplate sign**).

**ANIMATED SIGN:** A prohibited sign depicting action, motion, or light or color changes through electrical or mechanical means.

**CONTRACTOR/CONSTRUCTION SIGN:** A temporary sign of workmen performing services or alterations to a building.

**AWNING:** A cloth, plastic, or other nonstructural covering that projects from a wall for the purpose of shielding a doorway or window. An awning is either permanently attached to a building or can be raised or retracted to a position against the building when not in use.

**AWNING SIGN:** A commercial sign applied to an awning.

**BALLOON SIGN:** A lighter-than-air gas-filled balloon that is tethered in a fixed location, which contains an advertisement message on its surface or attached to the balloon in any



manner. This sign is prohibited.

**BANNER:** Any cloth, bunting, plastic, paper, or similar non-rigid material attached to any structure, staff, pole, rope, wire, or framing which is anchored on two or more edges or at all four corners. Banners are temporary in nature and do not include flags.

**BEACON LIGHTING:** Any source of electric light, whether portable or fixed, the primary purpose of which is to cast a concentrated beam of light generally skyward as a means of attracting attention to its location rather than to illuminate any particular sign, structure, or other object. This sign is prohibited.

**BILLBOARD:** See Off-Premises Signs

**BUILDING FRONTAGE:** The maximum linear width of a building measured in a single straight line parallel, or essentially parallel, with the abutting public street or parking lot.

**CANOPY:** A structure identified by the adopted building code other than an awning made of fabric, metal, or other material that is supported by columns or posts affixed to the ground and may also be connected to a building.

**CHANGEABLE COPY SIGN:** A sign or portion thereof on which the copy or symbols change either automatically through electrical or electronic means, or manually through placement of letters or symbols on a panel mounted in or on a track system. The two types of changeable-copy signs are *manual changeable copy signs* and *electronic changeable copy signs*, which include: *message center signs* and *digital displays*.

**CHANNEL LETTER SIGN:** A sign consisting of fabricated or formed three-dimensional letters, individually applied to a wall, which may accommodate a light source.

**CLEARANCE:** The distance above the walkway, or other surface if specified, to the bottom edge of a sign. This term can also refer to a horizontal distance between two objects. For freestanding and projecting signs vertical clearance shall be the distance between finished grade and the lowest portion of the sign including framework or other structural elements

**CLEAR SIGHT TRIANGLE:** The distance measured along the centerlines of intersecting streets, roadways or access drives that remains unobstructed to promote safe vehicular movement in accordance with Section 148-27 G (8) of the Newtown Township Code

**CIVIC EVENT SIGN:** A sign, other than a commercial sign, posted to promote and advertise an activity sponsored by the Township school district, church, public agency, civic or charitable association or other similar noncommercial organization.

**DIGITAL DISPLAY:** The portion of a sign message made up of internally illuminated components capable of changing the message periodically. Digital displays may include but are not limited to LCD, LED, or plasma displays.

**DIRECTIONAL SIGN:** Signs designed to provide direction to pedestrian and vehicular traffic into and out of, or within a site.

**FEATHER BANNER:** A type of temporary sign composed of durable lightweight fabric mounted on one pole so that it can remain upright and still be flexible in the breeze,

generally shaped to be tall and narrow when affixed to the ground or other bottom support.

**FESTOON LIGHTING:** A type of illumination comprised of either: (a) a group of lights hung or strung overhead or on a building or other structure, or (b) light bulbs not shaded or hooded or otherwise screened to prevent direct rays of light from shining on adjacent properties or rights-of-way.

**FLAG:** Any sign printed or painted on cloth, plastic, canvas, or other like material with distinctive colors, patterns, or symbols attached to a pole or staff and anchored along only one edge or supported or anchored at only two corners.

**FLASHING SIGN:** A sign whose artificial illumination is not kept constant in intensity at all times when in use and which exhibits changes in light, color, direction, or animation. This definition does not include electronic message centers signs or digital displays that meet the requirements set forth herein. This sign is prohibited.

**FOOT-CANDLE:** A measure of illuminance, the amount of light falling onto a surface, stated in lumens per square foot and measurable with an illuminance meter, a.k.a. footcandle or light meter. One (1) footcandle is equal to one (1) lumen per square foot.

**FREESTANDING SIGN:** A sign supported by structures or supports that are placed on, or anchored in, the ground; and that is independent and detached from any building or other structure. The following are subtypes of freestanding signs:

**Pole/Pylon Sign:** A freestanding sign that is permanently supported in a fixed locations by a structure of one or more poles, posts, uprights or braces from the ground and not supported by building or base structure.

**Ground/Monument Sign:** A sign permanently affixed to the ground at its base, supported entirely by a base structure and not mounted on a pole or attached to any part of a building.

**GATEWAY SIGN:** A permanent ground sign, identifying the name and location of a unified commercial or residential development located at the principal entrance of a residential development consisting of a decorative wall or fence structure with an integrated sign

**GAS STATION CANOPY:** A freestanding, open-air structure constructed for the purpose of shielding service station islands from the elements.

**GOVERNMENT/REGULATORY SIGN:** Any sign for the control of traffic or for identification purposes, street signs, warning signs, railroad crossing signs, and signs of public service companies indicating danger or construction, which are erected by or at the order of a public officer, employee or agent thereof, in the discharge of official duties.

**HOLIDAY DECORATIONS:** Signs or displays including lighting which are a non-permanent installation celebrating national, state, and local holidays, religious or cultural holidays, or other holiday seasons. (Also known as *seasonal decorations*)?

**HOME OCCUPATION SIGNAGE:** A sign (permitted in a residential district once a legal home occupation permit is approved) that identifies the permitted business use. Maximum sign area (2 sq. ft.)

**SIGN ILLUMINATION:** The intensity of light falling at a given place on a lighted surface or how much light falls on a surface; measured in units of foot-candles. Illumination may be either natural or manmade.

**EXTERNAL ILLUMINATION:** An independent light source, separate from the sign structure that, projects toward a sign, which may or may not be visible to persons viewing the sign from any street, sidewalk, or adjacent property.

**INTERNAL ILLUMINATION:** A light source that is concealed or contained within the sign and becomes visible in darkness through a translucent surface. **Message center signs, digital displays,** and signs incorporating **neon** lighting shall not be considered internal illumination for the purposes of this ordinance.

**HALO ILLUMINATION:** A sign using a 3-dimensional message, logo, etc., which is lit in such a way as to produce a halo effect. (Also known as ***back-lit illumination***)

**ILLUMINATED SIGN:** A sign with electrical equipment installed for illumination, either internally illuminated through its sign face by a light source contained inside the sign or externally illuminated by a light source aimed at its surface.

**INCIDENTAL RESIDENTIAL SIGN:** An address, nameplate or other similar identifying sign for a residential property, which shall not be illuminated.

**INCIDENTAL WINDOW SIGN:** commercial signs displayed in the window displaying information such as the business' hours of operation, credit institutions accepted, commercial and civic affiliations, and similar information. These signs shall be informational only and shall not contain a commercial message. Signs include menu signs, credit card acceptance, and open signs **(Can "Open" signs be illuminated)?**

**INFLATABLE SIGN:** A prohibited sign that is an air-inflated object, which may be of various shapes, made of flexible fabric, resting on the ground or structure and equipped with a portable blower motor that provides a constant flow of air into the device.

**INTERACTIVE SIGN:** A prohibited electronic or animated sign that reacts to the behavior or electronic signals of motor vehicle drivers.

**INTERIOR SIGNS:** Any sign located fully within the interior of any building or stadium which is intended solely for information relating to the operation of such building or stadium.

**LEGIBILITY:** The physical attributes of a sign that allow for an observer's differentiation of its letters, words, numbers, or graphics. This is vague and would offer very limited ability to enforce Consider foreign language conditions

**LETTER HEIGHT:** The height of a letter from its bottom to its top, including any shadow lines and other forms of outlining. Typically, the ordinance would address overall sign area and limit that

**LIGHT TRESPASS:** Light emitted by a lighting installation, which extends beyond the boundaries of the property on which the installation is sited. Typically associated with Section 909 Outdoor lighting Ordinance definitions

**LIMITED DURATION SIGN:** A non-permanent sign that is displayed on private property for more than 30 days, but not intended to be displayed for an indefinite period.

**LUMINANCE:** A measure of the brightness of a surface which is emitting light, measured in candelas per square meter ( $\text{cd}/\text{m}^2$ ), also referred to as **nits** (1 nit =  $1\text{cd}/\text{m}^2$ ).

**MANUAL CHANGEABLE COPY SIGN:** A sign or portion thereof on which the copy or symbols are changed manually through placement or drawing of letters or symbols on a sign face. Duplicate see Changeable Copy Sign

**MARQUEE:** A permanent structure, other than a roof or canopy, attached to, supported by, and projecting from a building used as a movie theater or performing arts venue and providing protection from the natural elements, constructed in accordance with the adopted building code.

**MECHANICAL MOVEMENT SIGN:** A prohibited sign having parts that physically move rather than merely appear to move as might be found in a digital display. The physical movement may be activated electronically or by another means but shall not include wind-activated movement such as used for **banners** or **flags**. **Mechanical movement signs** do not include digital signs that have changeable, programmable displays.

**MEMORIAL SIGN:** A memorial plaque or tablet, including grave markers or other remembrances of persons or events, which is not used for a commercial message.

**MENU SIGN:** A window sign for displaying the bill of fare available at a restaurant, or other use serving food, or beverages.

**MESSAGE CENTER SIGN:** A type of illuminated, changeable copy sign that consists of electronically changing alphanumeric text often used for gas price display signs and athletic scoreboards.

**MESSAGE SEQUENCING:** The spreading of one message across more than one sign structure.

**MURAL (OR MURAL SIGN):** A large picture/image (including but not limited to painted art) which is painted, constructed, or affixed directly onto a vertical building wall, which may or may not contain text, logos, and/or symbols.

**NEON SIGN:** An internally illuminated sign using a neon tube, or other visible light-emitting gas tube, that is bent to form letters, symbols, or other graphics.

**NIT:** A term used to describe a metric unit of luminance defined as candela per square meter ( $\text{cd}/\text{m}^2$ ). The unit is based on the candela, the modern metric unit of luminous intensity; and the square meter. Review light standards of this ordinance or located in Section 909.

**NONCONFORMING SIGN:** A sign that was legally erected and maintained at the effective date of this Ordinance, or amendment thereto, that does not currently comply with sign regulations of the district in which it is located.

**OFF-PREMISES SIGN:** An outdoor sign which is the principal use on a lot or parcel, whose message directs attention to a specific business, product, service, event or activity,

or other commercial or noncommercial activity, or contains a non-commercial message about something that is not sold, produced, manufactured, furnished, or conducted on the premises upon which the sign is located. (Also known as a ***third-party sign, billboard***)

**OFFICIAL TRAFFIC SIGN:** Official PENDOT approved highway route number signs, street name signs, **directional signs** and other traffic signs erected and maintained on public highways and roads in the interest of public safety or for the regulation of traffic.

**ON-PREMISES SIGN:** A sign whose message and design relate to an individual business, profession, product, service, event, point of view, or other commercial or non-commercial activity sold, offered, or conducted on the same property where the sign is located.

**PENNANT:** a triangular or irregular piece of fabric or other material, commonly attached in strings or strands, or supported on small poles intended to flap in the wind.

**PERMANENT SIGN:** A sign attached or affixed to a building, or structure, or to the ground in a manner that enables the sign to resist environmental loads, such as wind, and that precludes ready removal or movement of the sign and whose intended use appears to be indefinite.

**POLITICAL SIGN:** A temporary signs used to announce a political campaign, ballot issue or question, or the candidacy of a person seeking elected office provided.

**PORTABLE SIGN:** A sign designed to be transported or moved and not permanently attached to the ground, a building, or other structure.

**Sandwich Board Sign:** A type of freestanding, portable, temporary sign consisting of two faces connected and hinged at the top and whose message is targeted to pedestrians (Also known as ***A-frame sign***)

**PRIVATE DRIVE SIGN:** A sign indicating a street or drive which is not publicly owned and maintained and used only for access by the occupants of the development and their guests.

**PUBLIC SIGN:** A sign erected or required by government agencies or utilities, including traffic, utility, safety, railroad crossing, and identification signs for public facilities.

**REAL ESTATE / SALE OR LEASE SIGNAGE:** Temporary signage used to advertise the sale or availability to rent or lease a residential or commercial property or building.

**REFLECTIVE SIGN:** A prohibited sign containing any material or device which has the effect of intensifying reflected light other than signs required by PENDOT for traffic safety.

**REGULATORY SIGN:** Any sign which is erected for any period of time to satisfy requirements or regulations promulgated by any federal, state, or local government.

**REVOLVING SIGN:** A prohibited sign which revolves in a circular motion; rather than remaining stationary on its supporting structure.

**ROOF SIGN:** A building-mounted sign erected upon, against, or over the roof of a building, including roof overhangs and mid-level roof structures.

**SECURITY/WARNING SIGN:** An on-premises sign regulating the use of the premises

such as “no trespassing”, “no hunting”, or “no soliciting”

**SHIELDED:** The description of a luminaire from which no direct glare is visible at normal viewing angles, by virtue of its being properly aimed, oriented, and located and properly fitted with such devices as shields, barn doors, baffles, louvers, skirts, or visors.

**SIGN:** Any device, structure, fixture, painting, emblem, or visual that uses words, graphics, colors, illumination, symbols, numbers, or letters for the purpose of communicating a message. Sign includes the sign faces as well as any sign supporting structure.

**SIGN AREA:** The area of a sign shall be calculated by measuring the overall vertical height and lateral width, using the smallest rectangle possible that is needed to include all lettering, wording and accompanying designs, logos and symbols. Sign area shall not include any supporting framework, bracing or trim incidental to the display provided it does not contain any wording or symbols

**SIGN FACE:** The part of the sign that is or can be used for the sign area. The sign area could be smaller than the sign face.

**SIGN HEIGHT:** Sign height shall be measured as the distance from the highest portion of the sign to surrounding finished grade of the street closest to the sign. Signs located 100' or more from a street shall be measured to the mean grade at the base of the sign

**SIGN SUPPORTING STRUCTURE:** Poles, posts, walls, frames, brackets, or other supports holding a sign in place.

**SNIFE SIGN:** A prohibited sign tacked, nailed, posted, pasted, glued, or otherwise attached to trees, poles, stakes, fences, public benches, streetlights, or other objects, or placed on any public property or in the public right-of-way or on any private property without the permission of the property owner. (Also known as *bandit sign*)

**STOREFRONT:** The exterior facade of a building housing a commercial use visible from a street, sidewalk, or other pedestrian way accessible to the public and containing the primary entrance to the commercial establishment.

**STREAMERS:** A prohibited display made of lightweight, flexible materials, consisting of long, narrow, wavy strips hung individually or in a series, with or without a logo or advertising message printed or painted on them and typically designed to move in the wind.

**STREET FRONTAGE:** The side or sides of a lot abutting on a public street or right-of-way.

**STREET POLE BANNER:** A banner suspended above a public sidewalk and attached to a single street pole.

**TEMPORARY SIGN:** A type of non-permanent, non-illuminated sign that is located on private property that can be displayed for no more than 15 days, unless approved by the Board of Supervisors, for a maximum of 6 events/sales per year to a maximum of total of 75 days. Such signs shall be securely fastened so as not to create a safety hazard or sight obstruction and shall be removed at the end of normal business hours (not later than 10:00 PM). Real estate or construction signage may be displayed only while the property is being

offered for sale or lease or is under development.

**TRI-VISION BOARDS:** An prohibited outdoor unit with a slatted face that allows three different copy messages to revolve at intermittent intervals.

**VEHICULAR SIGN:** A prohibited sign affixed to a vehicle in such a manner that the sign is used primarily as a stationary advertisement for the business on which the vehicle sits or is otherwise not incidental to the vehicle's primary purpose.

**WALL SIGN:** A building-mounted sign, which is either attached to, displayed on, or painted on an exterior wall in a manner parallel with the wall surface. (Also known as *fascia sign, parallel wall sign, or band sign*)

**Awning Sign:** Any sign painted on, or applied to, an awning.

**Canopy Sign:** Any sign that is part of or attached to a canopy.

**Gas Station Canopy Sign:** Any sign that is part of, or attached to, the vertical sides of the gas station canopy roof structure. For the purposes of this ordinance, gas station canopy signs shall be considered wall signs.

**Marquee Sign:** Any sign attached to a marquee for the purpose of identifying a use or product. If attached to a theater, performing arts center, cinema, or other similar use, it may also advertise films or productions.

**Projecting Sign:** A building-mounted, double-sided sign with the two faces generally perpendicular to the building wall, not to include signs located on a **canopy, awning, or marquee**. (Also known as *blade sign*)

**WINDOW SIGN:** Any sign that is applied, painted, or affixed to a window not more than 10% of the overall window area.