

SECTION 700 Intent

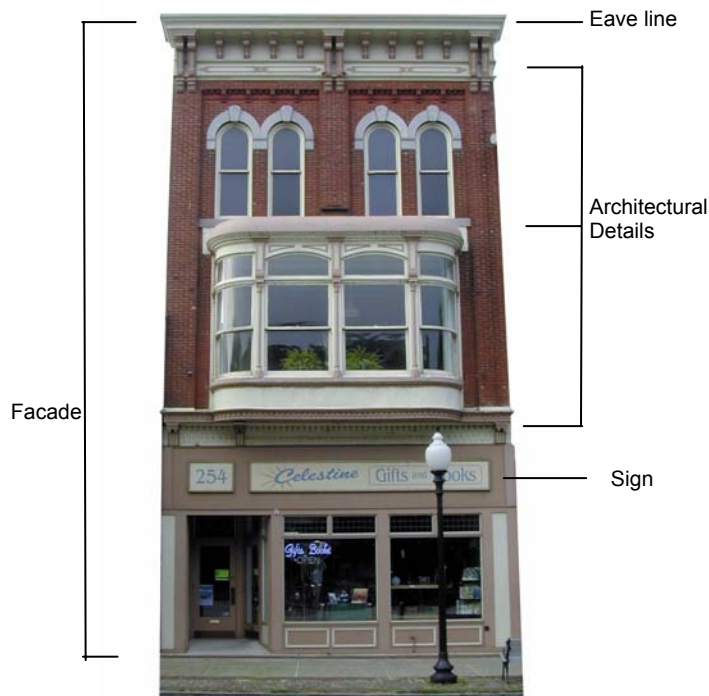
1. The Borough recognizes that signs perform an important function in identifying properties, businesses, services, residences, events, and other matters of public interest. It is the intent of this Article to:
 - A. Set standards and provide controls that permit reasonable use of signs and enhance the character of the Borough.
 - B. Encourage sign design that builds on the traditional town image and visual environment the Borough seeks to promote.
 - C. Avoid excessive competition for large or multiple signs, so that permitted signs provide identification and direction while minimizing clutter, unsightliness, confusion, and hazardous distractions to motorists.

SECTION 701 Conformance Required

From the effective date of this Ordinance, any sign erected shall conform to the provisions of this Article and any other ordinance or regulations of the Borough of Pottstown that relate to it.

SECTION 702 Definitions

Words and phrases used in this Article shall have the meanings defined in this Section. Words and phrases not defined in this Article but defined elsewhere in this Ordinance shall be given the meanings set forth in the Definitions Section.



Architectural Detail - Decorative elements of a building facade such as cornices, lintels, brackets, fishscale shingles, columns, fluting, and quoins that give the building its character.

Eave line - The lower border of the roof where it joins with the facade.

Erect - To build, construct, attach, hang, place or suspend, which shall also include the painting of wall signs or other graphics.


Facade - The exterior surface of a building up to the eave line.

Premises - A parcel of real property with a separate and distinct identifying number shown on a recorded plat, record of survey, parcel map, subdivision map, or a parcel legally created or established in accordance with zoning.

Sign - a name, identification, image, description, display, or illustration that:

- Is affixed to, painted, or represented directly or indirectly upon a building, structure, or piece of land
- Directs attention to an object, product, place, activity, facility, service, event, attraction, person, institution, organization, or business
- Is visible from any street, right-of-way, sidewalk, alley, park, or other public property.

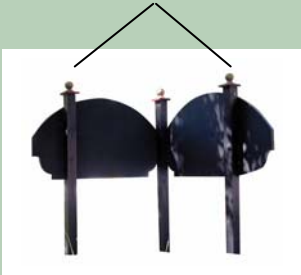
Sign area



Sign Area - The area of all lettering, wording and accompanying designs and symbols, together with the background on which they are displayed. “Sign area” excludes any supporting framework and bracing, provided that it does not contain any lettering, wording, designs or symbols. For the purpose of this Article, “sign area” shall be computed as a square or rectangle drawn at the outer limits of the sign face (defined on the next page).


In the case of cylindrical signs, signs in the shape of cubes, or other signs which are essentially three-dimensional with respect to their display surfaces, the entire display surface or surfaces is included in the computation of area.

1. Where the sign consists of a double face, only one side shall be considered for the purpose of calculating total sign area. Where both sides are not identical or where the interior angle formed by the faces of a sign is greater than 45 degrees, all faces shall be considered in calculating total sign area.




If the angle is greater than 45 degrees

Face A Face B



Then both sides are used to calculate total sign area

2. Any spacing between signs designating different or separate occupants or uses of a building shall not be counted as sign area.



Sign area

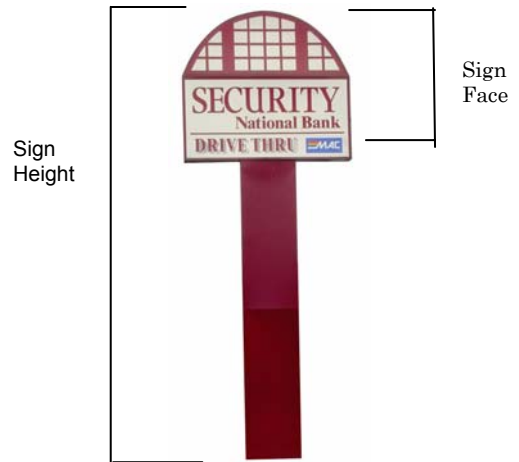
Sign area

**ZONING
ARTICLE 7**

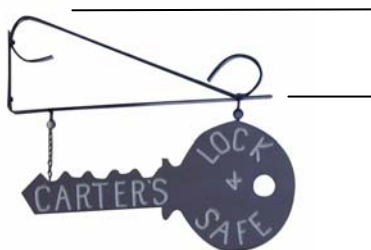
Signs

Sign Height - The distance from the highest portion of the sign, including all structural elements, to mean grade.

Sign Face - The part of a sign that is or can be used to identify, advertise and communicate information for visual representation, which attracts the attention of the public for any purpose. This definition shall include any background material, panel, trim and color used that differentiates the sign from the building or structure on which it is placed. The sign structure shall not be included, provided that no message, display or symbol is designed and included as part of the structure.



Double-Faced Sign - A sign with two identical faces of equal sign area which are back to back.



Sign Structure

Sign Structure - A supporting structure erected and used for the purpose of physically supporting a sign, situated on any premises where a sign may be located. This definition shall not include a building, fence, wall or earthen berm.



Sign Structure

Abandoned Sign - A sign which no longer identifies or advertises an existing business, leased, service, owner, product, or activity, and/or for which no legal owner can be found. *Prohibited*

Legally Non-Conforming Sign - Any existing sign:

1. Located on a premises in the borough with a permitted use, and
2. Legally erected prior to the adoption of this Article, and
3. Does not meet the provisions of the current ordinance.

Temporary Sign -- A sign which advertises community or civic projects, construction projects, real estate for sale or lease, or other special events on a temporary basis.

Types of Signs - Signs are defined by form and by purpose. Purpose refers to the type of message contained in the sign. Form refers to the physical sign itself.

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Signs

Signs as defined by purpose: The type of message contained in the sign

Address Sign - A sign or individual lettering/numbering that designates the street number and/or street name for identification purposes, as designated by the United States Postal Service.



Directory Sign - A sign which identifies multiple uses in a planned development on a single sign; may be used for shopping centers, shopping streets or business campuses, and similar large complexes which have a variety of tenants and/or uses.



Artisan Sign - Any sign giving the name or names of principal contractors, architects, and lending institutions responsible for painting or construction on the site where the sign is placed.



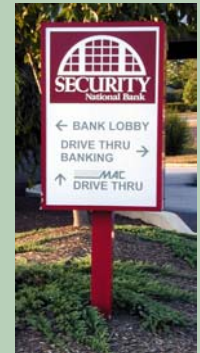
Development Sign - A temporary sign indicating that the premises is in the process of subdivision or development.



Civic Event Sign (On premises) - A non-commercial temporary sign, posted to promote and advertise an activity sponsored by the Borough, school district, church, public agency, civic or charitable association or other similar non-commercial organization on the premises where the event is to be held.



Directional Sign - An on-premises sign designed to guide vehicular and/or pedestrian traffic by using such words as "Entrance", "Exit", "Parking", "One-Way", or similar direction or instruction, but not including any advertising message. The name or logo of the business or use to which the sign is giving direction may also be included on the sign.



Civic Event Sign (Off premises) - A non-commercial temporary sign posted off premises to promote and advertise an activity sponsored by the Borough, school district, church, public agency, civic or charitable association or other similar non-commercial organization.



General purpose Sign- A sign that directs attention to a business, to a product sold, manufactured, or assembled, or to services or entertainment offered on the premises where the sign is displayed.



Signs as defined by purpose: The type of message contained in the sign

Government/Regulatory Sign - Any sign to control traffic or for identification, including 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 his official duties.



Instructional Sign - A sign located within the interior of a lot, generally not visible from the street or adjoining properties, which provides information as to the location, interior operation and/or use of buildings or facilities.



Home Occupation Sign - A sign which designates home occupations as permitted in this Ordinance.



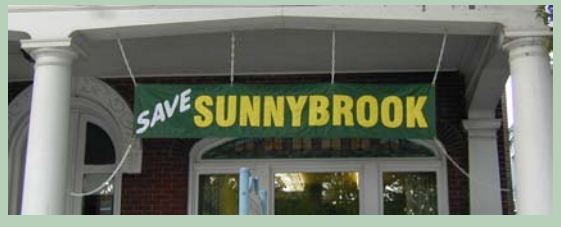
Memorial Sign - A memorial plaque or tablet, to include grave markers or other remembrances of persons or events, which is not for commercial or advertising purposes.



Incidental Sign - A sign used in conjunction with equipment or other functional elements of a use or operation. These shall include, but not be limited to, drive-through-window menu boards; signs on automatic teller machines, gas pumps, vending machines; or newspaper delivery boxes.



Personal expression sign - Any sign that expresses an opinion, interest, or position (not including political signs).



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Signs

Signs as defined by purpose: The type of message contained in the sign

Political Sign - A temporary sign relating to the election of a person to a public office or a political party or a matter to be voted upon at an election by the public.



Time/Temperature Sign - A display containing illuminated numerals flashing alternately to show the time and the temperature. May be a wall sign, projecting sign, or freestanding sign.



Public Interest Sign - A sign on private property that displays information pertinent to the safety or legal responsibilities of the public such as warning and "no trespassing" signs.



Yard sale sign - A temporary sign advertising a yard or garage sale.



Real Estate Sign - A temporary sign indicating the sale, rental or lease of the premises on which the sign is placed.



Signs as defined by form : The physical structure of the sign

Animated Sign - A sign with action or motion, flashing, color changes requiring electrical energy, but not including wind-actuated elements such as flags, banners or specialty items. *Prohibited*

Banner - A sign consisting of lightweight, flexible material, which is supported by frame, rope, wires or other anchoring devices, which may or may not include copy, logo or graphic symbols.



Awning Sign - Any sign painted on or applied to a structure made of cloth, canvas, metal or similar material which is affixed to a building and projects from it.



Beacon Light - 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. *Prohibited*

Signs as defined by form (continued): The physical structure of the sign

Canopy (Freestanding) - A rigid multi-sided structure covered with fabric, metal or other material and supported by columns or posts embedded in the ground. May be illuminated by means of internal or external sources.



Freestanding Sign - A sign and supporting structure that is secured in the ground and independent of any building, fence or other support. For the purpose of this definition, "freestanding signs" may consist of the following:

1. Ground Sign -

A sign designed to be viewed at eye level. The bottom of the sign is no more than three feet from the ground.

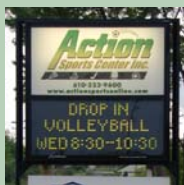


2. Pole Sign -

A sign which is detached from a building and supported by no more than two poles or other structural supports which are architecturally dissimilar to the design of the sign.



Flashing Sign - A sign whose illumination is not kept constant in intensity at all times when in use and which exhibits changes in light, color, direction or animation. Illuminated signs that indicate the date, time and temperature, are not be considered flashing signs. *Prohibited*



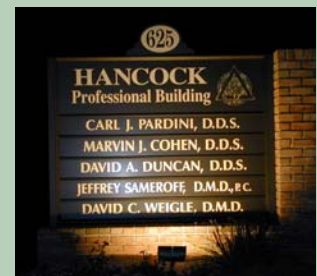
Flashing sign

Illuminated Sign -

A non-flashing or non-twinkling sign which has letters, figures, designs or outlines illuminated by an internal or external lighting source as a part of the sign.



Internal illumination



External illumination

**ZONING
ARTICLE 7**

Signs

Signs as defined by form (continued): The physical structure of the sign _____

Interior Sign - Any sign located fully within the interior of any building or stadium that is intended solely for information relating to the operation of such building or stadium.

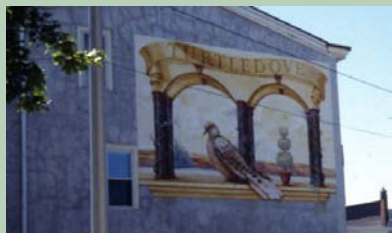
Marquee Sign - Any sign attached to a marquee for the purpose of identifying a movie theater or similar place of entertainment. *Permitted as a Conditional Use.*



Movable Sign - Any sign not permanently attached to the ground or other permanent structure, or a sign designed to be transported, including, but not limited to, signs designed to be transported by means of wheels; signs converted to A- or T-frames. This definition does not include sandwich board signs. *Prohibited.*



Mural - Artwork applied to the wall of a building, which covers all or most of the wall and depicts a scene or event of natural, social, cultural, or historic significance. *Permitted as a Conditional Use.*



Neon Sign - Any sign composed of glass tubing containing a large proportion of neon gas. A neon sign may be a wall sign, a projecting sign, or a window sign.



Off-Premises Sign - Any sign, including billboards, that advertises or otherwise directs attention to an activity not on the same lot where the sign is located.



On-Premises Sign - A sign, which advertises or otherwise directs attention to an activity on the same lot where the sign is located.



Pennants - Any lightweight plastic, fabric, or other material, whether or not containing a message of any kind, suspended from a rope, wire, or string, usually in a series, designed to move in the wind.



Signs as defined by form (continued): The physical structure of the sign

Projecting Sign -

A sign which is attached directly to any building wall and which extends more than 12 inches from the face of the wall. A projecting sign may not extend more than 4 feet from a wall and must clear the sidewalk by at least 10 feet.



Vehicular Sign -

Any vehicle used as a sign or vehicle to which a sign is affixed in such a manner that the carrying of the sign is used primarily as stationary advertisement for the business on which the vehicle sits, or is otherwise not incidental to the vehicle's primary purpose. *Prohibited*



Revolving Sign - A sign which revolves in a circular motion rather than remaining stationary on its supporting structure. *Prohibited*

Roof Sign - Any sign erected and constructed wholly on and over the roof of a building, supported by the roof structure, and extending vertically above the highest portion of the roof. *Prohibited*



Wall Sign - Any sign erected against the wall of a building or displayed on doors or fences that does not protrude more than 12 inches from the wall, window, or door. A wall sign may not extend beyond the eave line or parapet of the roof line.



Window Sign - Any sign placed upon the outside or inside of a window, not extending beyond 12 inches of the surface of the window, facing the outside.

Customary displays of merchandise or objects and material without lettering placed behind a store window are not considered signs or parts of signs.

A. Permanent -

Any sign painted or pasted on a window.



B. Temporary -

Any paper or cardboard sign that is taped or pressed against a window. Any sign attached to the inside of a window that is suspended from a string, hook, or wire.



Sandwich Board -

A movable sign consisting of two faces, connected and hinged at the top.



SECTION 703 General Regulations

The following restrictions and regulations shall be applicable to all signs unless otherwise specified:

1. **Materials:** All signs, excluding awning and window signs, shall be constructed only from wood, metal, stone or other material as determined by the Borough which has the general appearance of structures composed primarily of wood, metal or stone with painted, engraved or raised messages. Sign materials should compliment the original construction materials and architectural style of the building facade on which they are to be displayed. If plywood is used, medium density overlay shall be used as a minimum grade. Bare plywood is prohibited.
2. **Color:** In selecting the principal colors for a sign, colors that compliment the color of the building should be used.
3. **Illumination:** Internally illuminated signs are not permitted in Historic Districts. See Section 711.

Where permitted, signs shall be illuminated only in accordance with the following regulations as authorized in an appropriate sign permit:

1. Light sources shall be shielded from all adjacent properties and streets and shall not be of such intensity as to cause glare hazardous to pedestrians or motorists.
2. With the exception of marquee signs, signs using internal illumination shall be designed so that when illuminated at night, only the letters and logos of the sign are visible. Individual, solid letters with internal lighting tubes which backlight a wall in a halo effect are permitted.
3. Permits for illuminated signs will not be issued without an approved electrical permit. All work shall be completed in full compliance with the Electrical Code as set forth in the most recently published BOCA Electrical Code.
4. **Electrical connections:** 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. Applications for electrical permits shall be filed at the time of the sign permit application.
5. **Nuisance:** No sign shall create a public nuisance by emitting smoke, sound, vapor, beams or rays, particle emission or odors.
6. **Sign removal:** Any business that has closed shall remove any signs associated with the business within 60 days after it closes. The owner of the premises shall have the responsibility to ensure such signs are removed within the 60-day period.
7. No sign or sign structure shall be erected unless it complies with all applicable requirements of the Pottstown building code.

SECTION 703 General Regulations (continued)

8. All signs and sign structures shall be kept in good repair and in a presentable condition, so that all sign information is clearly legible. Any sign found by the Zoning Officer to show deterioration, including rust, faded colors, discoloration, holes and missing parts or informational items, shall constitute a violation of this Article.
9. No sign or structure shall be placed in the public right-of-way except for permitted sandwich boards, projecting signs, and civic event signs as provided for in this Article.

SECTION 704 Prohibited Signs

It shall be unlawful for any person, firm or corporation to erect any sign in the Borough unless it is specifically permitted in this Article. Unlawful signs include, but are not limited to:

1. Any sign which by color, shape or location conflicts with or resembles a traffic signal device.
2. Signs attached to rocks, utility poles, parking meters, traffic signposts, traffic signals or control devices, street signs, or historical markers.
3. Signs attached to trees, shrubs or any living vegetative matter.
4. Any sign, outside of the heavy manufacturing district, which advertises or publicizes an activity or business not conducted on the premises, except civic event signs.
5. Signs erected without the permission of the property owner or authorized agent.
6. Signs that create a hazard by obstructing the clear view of vehicles and pedestrian traffic.
7. Animated signs, except time and temperature signs.
8. Any sign that obstructs free ingress to or egress from a required door, window, fire escape or other required exit.
9. Vehicular signs.
10. Abandoned signs.
11. Signs that exhibit statements, words or pictures of obscene or pornographic subjects.
12. Flashing signs, except for the time and temperature portion of a sign. Beacon lights.
13. Revolving signs.
14. Tethered balloons, filled either by gas or heated air.
15. Roof signs.
16. Wall signs that cover windows or architectural detail.
17. Pennants longer than 150% of the street frontage of the premises.
18. Signs with reflective backgrounds.

SECTION 705 Permits Required

Unless otherwise provided by this Article, all signs shall require permits and payment of fees as described in Section 710. No permit is required for the maintenance of a sign or for a change of copy on a legally conforming painted, printed, or changeable copy sign. For the purposes of this Section, “maintenance” shall include any repainting of a sign that does not otherwise change its message or appearance.

SECTION 706 Exempt Signs

The following signs shall be allowed without a sign permit and shall not be included in the determination of the number or sign area of other signs allowed within a zoning district, subject to the restrictions in Section 712.

1. Government/Regulatory signs.
2. Real estate signs.
3. Political signs.
4. Public interest signs.
5. Memorial signs.
6. Yard sale signs.
7. Address signs.
8. Interior signs.
9. Incidental signs.
10. Civic Event signs on premises.
11. Personal expression signs.
12. Pennants as permitted in this Article. Pennants may only be used on a non-residential premises.
13. Artisan signs.
14. Home occupation signs smaller than 2 square feet.

SECTION 707 Conditional uses

The following signs shall be allowed as conditional uses:

1. Murals
2. Marquee signs

Borough Council shall ensure the proposed sign is appropriate to the style, period, type, size and scale of the building for which it is proposed. Council shall weigh testimony from other property owners in the vicinity regarding the merits of the sign. Council shall weigh whether the sign will enhance the traditional town character of Pottstown or detract from it in determining whether the sign shall be permitted.

SECTION 708 Signs on the Premises of Legally Non-conforming Uses

Signs on the premises of legally non-conforming uses, such as an office in a residential area, may remain until the existing use of the premises is discontinued. If a sign wears out or is damaged, or is changed for any other reason, the number, size and area of all signs relating to the premises shall not be increased beyond the size they were at the time this Article was adopted.

SECTION 709 Regulation of Legally Non-conforming Signs

1. If a legally non-conforming sign lists more than one business, new businesses may be added without affecting the non-conforming status of the sign. However, the sign may not be altered in any way that extends the sign's non-conformity in any manner.
2. Nothing in this Article shall relieve the owners or users of legally non-conforming signs, or the owners of the property on which legally non-conforming signs are located, from any provisions of this Article regarding the safety, maintenance, and repair of signs.
3. Should 50 percent or more of any legally non-conforming sign be damaged by any means, it shall be removed and not reconstructed except in conformity with the provisions of this Article.
4. Any business that has closed shall remove any signs associated with the business within 60 days after it closes. The owner of the premises shall have the responsibility to ensure such signs are removed within the 60-day period.
5. The existence of a legally non-conforming sign on a single or multiple occupancy premises shall not prevent the erection or placement of another sign on the premises, if the new sign meets the requirements of this Article. However, the total number of signs and the size and area of the signs shall not exceed the requirements of this Article.
6. A legally non-conforming sign shall immediately lose its legally non-conforming designation if the sign is altered in any way. At that point, the sign shall be immediately brought into compliance with this Article and a new permit secured, or the sign shall be removed.

SECTION 710 Permits

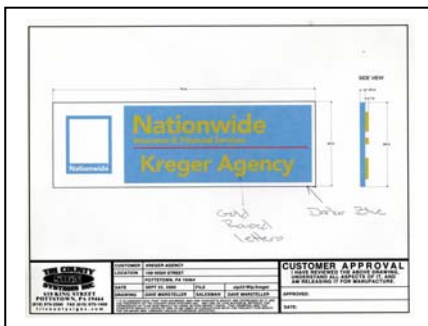
1. It shall be unlawful for any person, firm or corporation to erect, alter, repair or relocate any sign within the Borough of Pottstown without first obtaining a sign permit, unless the sign is specifically exempt from the permit requirements.
2. Applications for sign permits shall be made upon forms provided by the Zoning Officer and shall contain and/or have attached the following information where relevant:
 - A. Names, address, telephone number and signature of the owner or duly authorized agent for the property owner.
 - B. Name, address, telephone number and signature of the owner of the sign.
 - C. Name, address and telephone number of the sign contractor.
 - D. Property address and applicable zoning district.
 - E. If the sign is located in a Historic District, confirmation that an application has been submitted to the Historic Architectural Review Board.
 - F. Two copies of a plan drawn to scale depicting:
 1. Lot dimensions, building frontage, and existing cartways, rights-of-way and driveways.
 2. The design of each sign face and sign structure, including dimensions, total area, sign height, depth, color scheme, structural details, materials, lighting scheme and proposed location.
 3. Sign Message.
 4. Building elevations, existing and proposed facades, parapet walls, cornices and the location and size of all proposed and existing permanent signage.
 5. Current photographs showing existing signs on the premises and certifying the date on which photographs were taken.
 - G. A permit fee, to be established from time to time by Resolution of Borough Council, shall be paid.
 - H. A \$500 deposit shall be posted for off-premises Civic Event signs to ensure their removal within 72 hours after the event. A list of locations of the signs shall be provided with the deposit. The deposit will be returned after the Zoning Officer has certified the signs have been removed.
 - I. Such other information which may be required by the Zoning Officer to show full compliance with this and all other ordinances of the Borough.

SECTION 711 Special Regulations for Signs in Historic Districts

In addition to all other requirements of this Article, the following regulations shall be applicable to any sign placed in a Historic District:

1. No sign shall be erected or altered until an application for a Certificate of Appropriateness has been reviewed and approved by the Pottstown Historic Architectural Review Board and after Borough Council has issued a Certificate of Appropriateness. The Review Board shall ensure the proposed sign is appropriate
 - A. to the style, period, type, size and scale of the building for which it is proposed
 - B. with other signs in the district.

2. In addition to all other applicable requirements of this Article, the following regulations shall apply to any sign placed in a Historic District:
 - A. All applications for a Certificate of Appropriateness must contain the following information:
 1. A current color photograph of the property.
 2. An illustration of the building façade showing the proposed sign.
 3. A scaled drawing showing the sign itself and including the size, materials, colors, lighting, lettering and method of attachment. Material samples may be required.
 4. For ground signs, a site plan indicating the location of the sign.
 5. The type of illumination.



Scale drawing of the sign

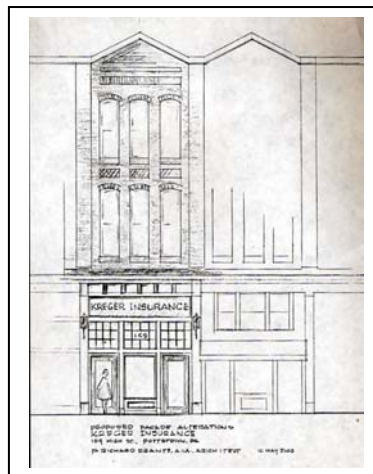
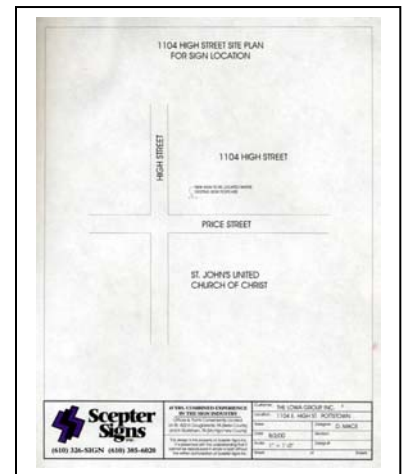


Illustration of building with sign location



Site plan



Current photograph of the property

SECTION 712 Sign Uses and Restrictions

How to use the chart on this page:

1. Determine what kind of sign you would like to erect, in terms of its **Purpose** (see definitions, pages 61 through 63).
2. Look for that particular sign in the third column.
3. The fourth column shows what **Form** (physical structure) is permitted for each type of purpose sign. (For definitions of signs by form, see pages 63 through 66.)
4. The fifth column shows **Restrictions and Guidelines** as to the size, height, placement, and other aspects of each sign. **Restrictions** are mandatory. **Guidelines**, denoted with an asterisk *, are advisory.

EXAMPLE: *An artisan sign (defined on page 61) is permitted in all zoning districts, on any kind of premises, in the form of either a freestanding sign or a wall sign (see definitions 64, 66). The maximum area of the sign is 8 square feet and the maximum height is 6 feet. It may not be illuminated, it may not be erected until work begins, and it must be removed when work ends.*

The chart on this page shows the kinds of signs permitted in all zones, on any kind of premises.

Zone	Permitted use	Purpose	Form	Restrictions and Guidelines
All zones	All uses	Government Regulatory		
		Artisan	Freestanding Wall	Maximum area: 8 square feet Maximum height, freestanding: 6 feet May not be erected until work begins and must be removed as soon as work ends Non illuminated
		Development	Banner Freestanding-ground Wall	Maximum area: 6 square feet Maximum 1 sign for each street premises faces Maximum height, freestanding: 6 feet. Non illuminated Must be removed when project is 90% complete
		Directional	Freestanding	Maximum area: 6 square feet Maximum height: 4 feet
		Directional	Wall	Maximum area: 6 square feet Maximum height: 8 feet
		Memorial	Wall	Maximum one sign Maximum area: 2 square feet Non illuminated
		Personal expression	Wall Banner Freestanding Window/temp	Maximum 1 sign Maximum area: 8 square feet Maximum height, freestanding: 8 feet Non illuminated
		Public interest	Wall Freestanding	Maximum area: 2 square foot Maximum height: 7 feet Minimum spacing: 100 feet apart Non illuminated
		Political	Freestanding Wall Window/temp	Maximum 2 signs per premises Maximum size: 4 square feet May not be erected more than 2 months before election and must be removed within 7 days after election. Non illuminated Maximum height, freestanding: 6 feet.
		Real estate	Banner Freestanding-ground Projecting Wall Window/temp	Maximum 2 signs per premises Maximum size: 6 square feet Maximum height, freestanding: 6 feet Must be removed within 72 hours of settlement Non illuminated

SECTION 712 Sign Uses and Restrictions

How to use the chart on this page:

1. Determine the zoning district in which your premises is located (**Zone**, *first column*).
2. Determine the use of your premises, such as single family residential, commercial, professional office (**Permitted use**, *second column*).
3. Determine what kind of sign you would like to erect, in terms of its **Purpose** (see definitions, pages 61 through 63.)
4. Look for that sign in the third column (**Purpose**).
5. The fourth column shows what **Form** (physical structure) is permitted for each type of purpose sign. (For definitions of signs by form, see pages 63 through 66.)
6. The fifth column shows **Restrictions and Guidelines** as to the size, height, placement, and other aspects of each sign. **Restrictions** are mandatory. **Guidelines**, denoted with an asterisk *, are advisory.

EXAMPLE: *An address sign (purpose sign as defined on page 61) is allowed for a single family residential premises, in any zoning district, but only in the form of a wall sign or a projecting sign (defined on page 66) with a maximum area of 2 square feet.*

The chart below shows the address signs and civic event signs that are permitted.

Zone	Permitted use	Purpose	Form	Restrictions and Guidelines
All zones	Single family residential	Address	Wall Projecting	Maximum area: 2 square feet
	Multi-family residential Non-residential	Address	Awning Canopy Freestanding Projecting Wall	Maximum area: 10 square feet Maximum height, freestanding: 6 feet
	Non-residential	Civic Event	Banner Window/temp	May not be erected more than 30 days before event and must be removed with 72 hours after event

The chart below shows the signs permitted in the Neighborhood Residential District.

Zone	Use of premises	Purpose	Form	Restrictions and Guidelines
Maximum 1 sign per premises for each street the premises faces Freestanding signs on each premises must be spaced at least 100 feet apart				
Neighborhood Residential	Residential	Home occupation	Freestanding Projecting Wall	Maximum area: 6 square feet Maximum height, freestanding: 6 feet Non illuminated
	Multi-family dwellings	General purpose	Awning Canopy	Maximum area: 24 square feet
			Freestanding	Maximum area: 24 square feet Maximum height: 6 feet
			Banner Wall	Maximum area: 24 square feet
	Institutional	General purpose	Awning Canopy	Maximum area: 24 square feet
			Freestanding	Maximum area: 24 square feet Maximum height: 6 feet
			Projecting Wall	Maximum area: 10 square feet
Window			May not exceed 25% of glass area	

SECTION 712 Sign uses and restrictions

How to use the charts on the following three pages:

1. Determine the zoning district in which your premises is located (**Zone**, *first column*).
2. Determine the use of your premises, such as residential, professional offices (**Permitted use**, *second column*).
3. Determine what kind of sign you would like to erect, in terms of its **Purpose** (see definitions, pages 61 through 63.)
4. Look for that particular sign in the third column (**Purpose**).
5. The fourth column shows what **Form** (physical structure) is permitted for each type of purpose sign. (For definitions of signs by form, see pages 63 through 66.)
6. The fifth column shows **Restrictions and Guidelines** as to the size, height, placement, and other aspects of each sign. **Restrictions** are mandatory. **Guidelines**, denoted with an asterisk ‡, are advisory.

EXAMPLE: *In an office-residential district, a general purpose sign (Purpose sign defined on page 61) is allowed for multi-family dwellings in the form of an awning, canopy, freestanding, banner or wall sign. The borough encourages, but does not require, property owners to limit these signs to 24 square feet or less in area. If a sign is freestanding, the maximum height is 6 feet. Only one sign may be used for each street the building faces. If the premises has 60 feet of street frontage, the maximum allowable size for all signs combined is 60 square feet.*

The chart below shows the signs permitted in the Traditional Town Neighborhood District.

Zone	Use of premises	Purpose	Form	Restrictions and Guidelines
Maximum 1 sign per premises for each street the premises faces				
Maximum sign area for general purpose signs is one square foot for each foot of street frontage				
Freestanding signs on each premises must be spaced at least 100 feet apart				
Traditional Town Neighborhood	Residential	Home occupation	Freestanding Projecting Wall	Maximum area: 6 square feet Maximum height, freestanding: 6 feet Non illuminated
	Multi-family dwellings	General purpose	Awning Canopy Banner Wall	Maximum area: 24 square feet‡
			Freestanding	Maximum area: 24 square feet‡ Maximum height: 6 feet
	Institutional Professional offices	General purpose	Awning Canopy	Maximum area: 24 square feet‡
			Banner Freestanding	Maximum area: 24 square feet‡ Maximum height: 6 feet
			Projecting	Maximum area: 10 square feet
			Wall	Maximum area: 24 square feet‡
Window	May not exceed 25% of glass area			

SECTION 712 Sign Uses and Restrictions

The charts below show the signs permitted in the Neighborhood Business, Downtown, and Gateway districts.

Zone	Use of premises	Purpose	Form	Restrictions and Guidelines
Maximum 3 signs Maximum area of all signs combined: 3 square feet for each 10 feet of street frontage, up to a maximum of 40 sq. feet				
Neighborhood business	Multi-family dwellings	General purpose	Awning Canopy	Maximum area: 24 square feet
			Freestanding	Maximum area: 24 square feet Maximum height: 6 feet
	Institutional	General purpose	Awning Canopy	Maximum area: 10 square feet
			Banner Freestanding	Maximum area: 32 square feet Maximum height: 6 feet
			Projecting Wall	Maximum area: 15 square feet
			Window	May not exceed 25% of glass area
	Retail and direct service stores	General purpose	Awning Canopy	Maximum area: 24 square feet ‡
			Banner	Maximum area: 15 square feet ‡
			Freestanding – ground	Maximum area: 24 square feet ‡ Maximum height: 7 feet
			Freestanding – pole	Maximum area: 30 square feet ‡ Maximum height: 14 feet
			Projecting	Maximum area: 15 square feet ‡
			Sandwich board	Maximum area: 8 square feet Must not impede pedestrian traffic May only be displayed during business hours
			Wall	Maximum area: 24 square feet ‡
Window	May not exceed 25% of glass area			
Zone Use of premises Purpose Form Restrictions and Guidelines				
Maximum 2 signs per premise Maximum 3 signs for premises fronting more than one street Maximum area of all signs combined: 1 square foot for each foot of street frontage				
Downtown	All uses	General purpose	Awning Canopy	Maximum area: 24 square feet ‡
Gateway			Banner	Maximum area: 15 square feet ‡
			Freestanding – ground	Must have at least 30 feet street frontage Maximum area: 15 square feet ‡ Maximum height: 6 feet ‡
			Freestanding – pole	Must have at least 30 feet street frontage Maximum area: 24 square feet ‡ Maximum height: 14 feet ‡
			Projecting	Maximum area: 15 square feet ‡
			Sandwich board	Maximum area: 8 square feet Must not impede pedestrian traffic May only be displayed during business hours
			Wall	Maximum area: 30 square feet ‡
			Window	May not exceed 25% of glass area

SECTION 712 Sign Uses and Restrictions

The charts below show the signs permitted in the Highway Business, Flex-Office and Heavy Manufacturing districts.

Zone	Use of premises	Purpose	Form	Restrictions and Guidelines	
Highway Business	Shopping Center with more than one use on premises	General purpose	Freestanding	Maximum area: 1 square foot for each 2 feet of street frontage up to a maximum of 350 square feet ‡ Maximum height: 24 feet, or 24 feet above grade of nearest street, whichever is higher	
Highway Business	Individual businesses within shopping center	Maximum 3 signs Maximum area of all signs combined: 70 square feet ‡			
		General purpose	Awning Canopy	Maximum area: 24 square feet ‡	
			Banner		
			Freestanding - ground	Maximum height: 7 feet	
			Freestanding - pole	Maximum height: 14 feet, or 14 feet above grade of nearest street, whichever is higher	
			Sandwich board	Maximum area: 8 square feet Must not impede pedestrian traffic May only be displayed during business hours	
			Wall		
	Window		May not exceed 25% of glass area		
	All other uses	Maximum 3 signs Maximum area of all signs combined: 70 square feet ‡			
		General purpose	Awning Canopy	Maximum area: 24 square feet ‡	
			Banner		
			Freestanding - ground	Maximum height: 7 feet	
			Freestanding - pole	Maximum height: 20 feet, or 20 feet above grade of nearest street, whichever is higher	
			Sandwich board	Maximum area: 8 square feet Must not impede pedestrian traffic May only be displayed during business hours	
Wall					
Window	May not exceed 25% of glass area				
Zone	Use of premises	Purpose	Form	Restrictions and Guidelines	
Maximum area of all signs along one side of a street per 500 feet of frontage: 150 square feet					
Flex-Office		Directory	Awning Canopy		
Heavy Manufacturing		General purpose	Banner		100 square feet
			Freestanding - ground		Maximum area: 75 square feet Maximum height: 12 feet
			Freestanding - pole		Maximum area: 75 square feet Maximum height: 20 feet
			Projecting		
			Wall		
			Window		May not exceed 25% of glass area
Heavy manufacturing	Adult entertainment	General purpose	Wall Freestanding	1 sign per premises Sign may only identify name of establishment and hours of operation Maximum area: 40 square feet Maximum height: 12 feet	
Heavy manufacturing		Off-premises (Including Billboards)	Freestanding	Maximum area: 75 square feet Maximum height: 18 feet Minimum setback: 15 feet from right of way Min. separation: 500 feet along one street	