

**§306. Signs.**

1. General. The purpose of this Section is to create the legal framework for a comprehensive and balanced system of street graphics. It is intended to foster effective and pleasant communication and identification which is appropriate to a variety of zoning districts. With this purpose in mind, it is the intention of this Section to authorize and regulate the use of street graphics that will be:
  - A. Compatible with their surroundings and enhance their immediate environment.
  - B. Appropriate to the type of activity to which they pertain.
  - C. Expressive of the identity of individual properties and of community standards overall.
  - D. Thoughtfully designed, well secured and well maintained.
  - E. Equitably distributing the privilege of using the public environs to communicate private items of information.
  - F. Legible in the circumstances in which they are seen.
  - G. Protective of the public health, safety, welfare, property and the community's visual environment, especially in terms of design, construction and placement.

To advance these purposes, anyone contemplating a sign is encouraged to contact the Borough for advice and assistance during the design stage of a planned sign, in addition to utilizing professional assistance.

2. Prohibited Signs.
  - A. A-Frame Signs. No A-frame type signs shall be erected in a public right-of-way(s).
  - B. Canopy. No canopy shall be erected in a public right-of-way(s).
  - C. Extraneous Items. Extraneous items are not permitted in any front or side yard in any residential district, nor beyond the building line in any other district.
  - D. Mobile Signs. Mobile signs are not permitted.
  - E. Pole Signs. Pole signs are not permitted.
  - F. Real Estate Sold Signs. No real estate signs announcing that the premises upon which such signs are located have already been placed under contractual agreement, sold, rented or leased shall be erected, constructed or maintained in the Borough

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- G. Residential District Signs. Residential district signs displayed for a fee, or placement of off site commercial advertisements on residential property are prohibited:
    - (1) Signs pertaining to legally existing nonconforming business uses in residential districts shall be permitted on the nonconforming premises.
    - (2) Signs conforming to §305, "Permits," subsection (3)(H), "Permit Exemptions," are permitted in residential districts.
  - H. Roof Signs. No roof signs shall be erected, constructed or maintained in the Borough.
  - I. Signs Obscuring Official Highway Signs. No sign shall be permitted which in any way approximates or obscures an official highway sign or signal.
  - J. Signs on Public Property. No sign shall be permitted on public property without the prior written approval of the Borough Manager or his designated representative, except political signs are not permitted.
3. Permits.
- A. Permit Required. No person shall erect, alter or relocate within the Borough any sign or other advertising structure, except those exempted in §306, "Permits," subsection (3)(H) (without first obtaining a sign permit from the Building Inspector and making payment of the fee required by §306, "Permits," subsection (3)(E), "Permit Fees," hereof. However, already properly licensed signs are permitted without first obtaining a permit.
  - B. Application for Permit. Application for sign permits shall be made upon forms provided by the Building Inspector and shall contain or have attached thereto the following information:
    - (1) The name, address and telephone number of the applicant and owner of the premises.
    - (2) The address and lot and block number of the building, structure or lot to which or upon which the sign or other signable structure is to be attached or erected.
    - (3) The position of the sign or other signable structure in relation to nearby buildings or structures and a site development plan and elevation rendering for ground signs.

- (4) Two scale drawings accurately rendered including graphics, colors, plans and specifications, the method of construction and attachment to the building or the method of installation in the ground, using a standard architectural scale.
  - (5) The name of the person or company contracted to erect the structure.
  - (6) Written consent of the owner of the building, structure or land to which or upon which the structure is to be erected.
  - (7) Such other information as the Building Inspector shall require to show full compliance with this Section and all other ordinances of the Borough.
- C. Review of Application by Building Inspector. The Building Inspector, upon receiving an application for a sign permit, shall examine such plans, specifications and other data and the premises upon which it is proposed to erect the sign or other advertising structure. If the proposed sign is in compliance with this Section and all other ordinances of the Borough, the application shall be approved by the Building Inspector who shall issue the permit within 30 days of receipt of the complete application. If the Building Inspector determines that the applicant's proposed sign is not in compliance, the applicant may petition the Zoning Hearing Board for a variance.
- D. Voidance. If the work authorized under a sign permit has not been completed within six months after the date of issuance, the permit automatically shall become null and void.
- E. Permit Fees. Shall be set by resolution of Borough Council.
- F. Revocability of Permits. All rights and privileges acquired under this Part are mere licenses granted for the duration of the requested use only and are revocable at any time by the Building Inspector upon cause. All permits shall contain this provision. All permits are conditioned upon the continued use of the premises or business for the purpose set forth in the application for the permit.
- G. Authority to Revoke. The Building Inspector is hereby authorized to revoke any permit issued for good cause including, but not limited to, failure of the holder thereof to comply with any provisions of this Part, discovery that permit application information is materially false and discovery that a permit was issued in error.
- H. Permit Exemptions. The permit provisions of this Part shall not apply to the following signs, such signs, however, are still subject to the regulations provided for in this Section:

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- (1) Nonilluminated real estate signs not exceeding six square feet in area which advertise the sale, rental or lease of the premises upon which such signs are located.
- (2) Nonilluminated signs not exceeding 20 square feet in area which advertise the sale or development of lot subdivisions containing and area of not less than three lots, erected upon the property so developed and advertised for sale, for a period not to exceed one year.
- (3) Name plates not exceeding two square feet in area, containing only the name of the occupant, the title of the person practicing a profession, the name of the building or property, the name of the agent and the hours and days of operation.
- (4) Signs in residential districts noting home occupations, provided that there is not more than one such sign per residence, that each sign does not exceed two square feet in area, and each sign is limited to not more than resident's name, street address, home occupation and phone number.
- (5) Bulletin boards not exceeding 20 square feet in area erected upon the premises of a place of worship, funeral home or public institution for the purpose of displaying the name of the institution and its activities or services.
- (6) Signs denoting the architect, engineer or contractor when placed upon work under construction, and not exceeding 12 square feet in area.
- (7) Memorial signs or plaques, names of buildings and dates of erection, provided that such signs do not exceed two square feet in area.
- (8) Danger signs, emergency signs, legal notices, nonadvertising signs, railroad crossing signs, temporary signs, traffic or other municipal signs, as may be approved by Borough Council.
- (9) Interior signs which are not in the window showcase.
- (10) Temporary signs as provided in §306(10), "Temporary Signs."
- (11) Signs announcing or advocating candidates for political office or ballot questions, provided that each sign does not exceed 12 square feet in area, provided that the total number of signs does not exceed eight on any lot, and; provided such signs are re-

moved within 48 hours of the closing of the polls at which the relevant candidate or ballot question was considered.

- (12) Signs directing traffic on private property but bearing no advertising matter, provided that each sign does not exceed two square feet in area and provided the total number of signs is limited to the minimum necessary to assure public safety.
  - (13) Signs expressing notice of "no solicitation" not to exceed 12 inches in length and four inches in height, and not more than one per residence or place of business.
  - (14) Decals, stickers, painted or otherwise applied insignias and lettering, placed in windows or doors, designed to be viewed by pedestrians immediately nearby on abutting sidewalks. This exemption applies only to those decals, stickers, painted or otherwise applied messages less than 100 square inches in area. Examples include: credit cards accepted, health care plans accepted, "open" message with product advertising, "pull" message with product advertising, security system installed notice/warning, no smoking, civic/business association membership, county health department inspection stickers, products, etc. The area covered by these signs shall count against the allowable display area permitted in §306, "Window Signs", subsection (8)(C), "Display Area."
4. Number of Permitted Signs. Not more than two wall, window, ground, awning or projecting signs, but not more than one of each type, shall be permitted on each facade on a street to which a building has access. Each of the two signs may display 10 items of information per sign face. If only one sign is erected, it may display 15 items of information per sign face. For buildings with multiple tenants, one sign, of either type, per business occupant is allowed per building facade on a street to which a building has access. Additionally, buildings with multiple tenants are permitted to have a directory at or near each entrance which is intended for public use. Directional and safety signs shall be additional permitted signs, at the minimum number necessary to assure the public safety and convenience. In no event shall the total area of wall signs exceed 40% of the signal wall areas, nor shall the total area of a building facade covered by awnings exceed 10% of the area of the facade.
5. Wall Signs. Wall signs shall be permitted in the C-1, C-2, Industrial and Institutional districts. Wall signs are not permitted in any residential district. The following limitations and requirements apply:
- A. Wall Openings. No wall sign shall cover, wholly or partially, any wall opening.

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- B. Projection from Building. No face of any wall sign shall project beyond the ends or top of the building wall to which it is attached, nor extend more than six inches from the face of the building to which it is attached.
  - C. Display Area. The graphic display shall not exceed 40% of the signable wall area. Internally illuminated wall signs are limited to 20% of the signable wall area.
  - D. Erection. All wall signs shall be safely and securely attached to the building wall by means of metal anchors, bolts or expansion screws. However, such signs may rest on, or be bolted to, strong metal brackets set not over six feet apart, each of which shall be securely fixed to the wall as herein provided. In no case shall any wall sign be secured with wire, strips of wood or nails. In all cases attachment to the building shall be done in a manner which is secure by the method which constitutes the least invasion of the facade of the building and is in compliance with the latest adopted building code for the Borough.
  - E. Lighting. Lighting shall be permitted upon wall signs.
  - F. Internal Illumination. Internal illumination of wall signs is permitted.
  - G. Advertising Matter. The type of business, the business logo, telephone number, products and the name of the owner, proprietor or the manager of the place of business erecting and maintaining such sign shall be permitted as advertising matter.
6. Ground Signs. Ground signs shall be permitted in the C-1, C-2, Industrial and Institutional Districts. Ground signs are not permitted in residential districts. The following limitations and requirements apply.
- A. Location. In all districts in which ground signs are permitted, no ground signs shall be nearer to the street than the building line established by the zoning ordinance. No ground sign shall be permitted on or over any public property without written approval of Borough Manager.
  - B. Size Limitation. In a district in which a ground sign is permitted, no ground sign larger than 20 square feet in area per sign face, nor higher than 10 feet above ground level at its highest point, shall be erected. Only one ground sign may be displayed per lot and such sign may not be closer than 80 feet to any other ground sign.
  - C. Construction. All letters, figures, characters or representatives in cut-out or irregular form, maintained in conjunction with, attached to or superimposed upon, any sign shall be safely and securely built or at-

tached to the sign structure. Not more than two supporting posts shall be used in support of the sign.

- D. Lighting. Lighting shall be permitted upon ground signs.
  - E. Internal Illumination. Internal illumination of ground signs is permitted. However, internally illuminated ground signs shall not exceed 10 square feet in area per sign face.
  - F. Advertising Matter. The type of business, the business logo, telephone number, products and the name of the owner, proprietor or the manager of the place of business erecting and maintaining such sign shall be permitted as advertising matter.
7. Awning Signs. Awning signs shall be permitted in the C-1, C-2, Industrial and Institutional Districts. Awning signs are not permitted in any residential districts. The following limitation and requirements apply.
- A. Setback from Curb Lines. No awnings shall be permitted to extend beyond a point which is the lesser of 6 1/2 feet perpendicular to the building line or two feet back from the curb line.
  - B. Height Above Sidewalk For Awnings. All awnings shall be constructed and erected so that the lowest point thereof is not less than seven feet above the level of the sidewalk.
  - C. Construction of Awnings. Awnings shall be constructed of fabric; frames and supports shall be of rigid material. Every awning shall be securely attached to and supported by a building. Posts or columns beyond building lines shall not be permitted for awnings. Each awning shall be attached in compliance with the latest adopted Borough of Sewickley Building Code.
  - D. Advertising Matter. The type of business, the business logo, telephone number, products and the name of the owner, proprietor or the manager of the place of business erecting and maintaining such awning sign or their premises shall be permitted as advertising matter.
  - E. Display Area. The graphic shall not be considered signs.
  - F. Awnings Without Advertising. Awnings without advertising shall not be considered signs.
  - G. Awning Size. An awning containing advertising shall not cover more than 10% of any building facade.

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- H. Projection From Buildings. An awning containing advertising shall project a minimum of three feet from the face of the building facade to which it is attached.
  - I. Projection Over Public Property. Awnings are permitted to project over a public right-of-way(s).
  - J. Internal Illumination. An awning with internal illumination shall not cover more than 5% of any building facade.
8. Window Signs. Window signs shall be permitted in the C-1, C-2, Industrial and Institutional Districts. Window signs are not permitted in any residential districts. The following limitations shall apply:
- A. Window Boundary. No window shall extend beyond the perimeter of the transparent area of a window as defined in §305, "Window Signs," subsection (8)(2), "Projections From Window."
  - B. Projections From Window. An exterior window sign shall not extend more than 1/16 of an inch from the exterior face of the window to which it is affixed.
  - C. Display Area. The graphic display area shall not exceed 40% of the window area. Internally illuminated window signs are limited to 20% of the window area.
  - D. Installation. Window signs are normally painted on or otherwise secured to the window. The definition of a window sign shall include any sign which may not be secured to the window but which is intended to be viewed by persons outside the building.
  - E. Advertising Matter. The type of business, the business logo, telephone number, products and the name of the owner, proprietor or the manager of the place of business erecting and maintaining such sign shall be permitted as advertising matter.
  - F. Lighting. Lighting shall be permitted upon window signs.
  - G. Internal Illumination. Internal illumination of window signs is permitted.
9. Projecting Signs. Projecting signs shall be permitted in the C-1, C-2, Industrial and Institutional Districts. Projecting signs are not permitted in any residential districts. Projecting signs are subject to the following limitations and requirements:
- A. Size Limitations. A projecting sign shall be limited in area to not more than 12 square feet for each face. However, an additional three-inch



border or frame may be permitted to provide ornamental design. The maximum horizontal dimension shall be 4 1/2 feet.

- B. Projection Over Public Property. Every projecting sign shall be placed so that its lowest point shall be at least eight feet above the public sidewalk over which it is erected, and at a distance not greater than two feet from the face of the wall to which it is attached, measuring from the point of the sign nearest hereto, nor shall any sign or part thereof extend nearer the curb line than two feet.
  - C. Construction. All letters, figures, characters or representations in cut-out irregular form, maintained in conjunction with, attached to, or superimposed upon, any shall be safely and securely built or attached to the sign structure.
  - D. Obstructions to Doors, Windows or Fire Escapes. No projecting sign shall be erected, relocated or maintained so as to prevent free ingress to, or egress from, any door, window or fire escape.
  - E. Lighting. Lighting shall be permitted on projecting signs, provided that illumination is concentrated upon the area of the sign so as to prevent glare upon the street or adjacent property.
  - F. Erection. Projecting signs shall be attached to buildings in accordance with good engineering practices. No projecting sign shall be secured with wire, strips of wood or nails, nor shall any projecting sign be hung or secured by any other signs.
  - G. Internal Illumination. Internal illumination of projecting sign is permitted. However, if signs are internally illuminated the sign shall be limited in area to no more than six square feet for each face. The maximum horizontal dimension shall be 4 1/2 feet.
  - H. Advertising Matter. The type of business, the business logo, telephone number, products and the name of the owner, proprietor or the manager of the place of business erecting and maintaining such sign shall be permitted as advertising matter.
  - I. Billboards. See Conditional Uses, §507, "Specific Requirements."
10. Temporary Signs. Temporary signs are signs which conform to all physical size requirements of this Chapter for the type of sign being installed, (for example wall sign, ground sign, awning sign, window sign, projecting sign). A temporary sign however does not require a permit fee or permit. Temporary signs are permitted on any lot. No more than two temporary signs are permitted at any time on any single lot.

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11. Banners. Banners are special types of signs intended to be hung across or within a public right-of-way(s). The appropriate application must be submitted to the Borough Manager for approval by Borough Council.
  - A. Permit Conditions. Applications for banners hung across or in a public right-of-way(s) will not be approved unless the applicant signs a written agreement to hold the Borough harmless and to release and indemnify the Borough from any liability, claim, damages, costs, expenses (including attorney's fees incurred by the Borough) that may result from the Borough's grant of permission for a banner or as result of any agreement that the Borough enters into with the Commonwealth of Pennsylvania Department of Transportation in order to obtain permission for the installation of such a banner. Banners must be hung in accordance with all Commonwealth of Pennsylvania Department of Transportation and Borough regulations. The applicant must also present a certificate of liability insurance, in an amount satisfactory to the Borough Manager, which will provide coverage for any claim arising from the installation of a banner. No advertising by commercial sponsors or recognition of commercial sponsorship shall be permitted on any banner.
12. Flags and Flagpoles. Flags are special types of signs intended to be hung upon a flagpole. The maximum flagpole height permitted shall be 30 feet, measured from the ground line of the flagpole and its foundation to the flagpole's uppermost point, including ornamental features. No flag shall exceed 15 square feet. One flag type (U.S., Commonwealth of Pennsylvania, County of Allegheny, Borough or corporate logo) shall be displayed per flagpole without permitting.
13. General Provision.
  - A. Signs Not to Constitute Traffic Hazard. No sign or other advertising structure as regulated by any of the provisions of this Section shall obstruct free and clear vision; or at any location where, by reason of the position, shape or color, it may interfere with, obstruct the view of, or be confused with, any authorized sign, signal or device; or which makes use of the word "STOP," "LOOK," "DRIVE-IN," "DANGER," or any other word, phrase, symbol or character in such a manner as to interfere with, mislead or confuse traffic.
  - B. Removal of Certain Signs.
    - (1) Any sign now or hereafter existing which no longer advertises a bona fide business conducted upon the premises, or which no longer serves the purpose for which it was intended, shall be taken down and removed by the owner, agent, or person having the beneficial use of the building or structure upon which such

sign is found, within 30 days after written notification from the Building Inspector.

- (2) Notice shall be given in accordance with this Chapter's enforcement and violation provisions.
  - (3) Upon failure to comply with such notice within the time specified in such order, the Building Inspector is hereby authorized to cause removal of such sign, and any expense incident thereto shall be paid by the owner of the building to which such sign is attached, which cost shall become a lien upon the property until paid.
  - (4) Failure to remove a sign pursuant to a proper order shall be a violation subject to the remedies and penalties set forth in accordance with this Chapter's enforcement and violation provisions.
- C. **Unsafe and Unlawful Signs.** If the Building Inspector finds that any sign or other advertising structure herein is unsafe or insecure, or is a menace to the public, or has been constructed or erected or is being maintained in violation of any of the provisions of this Section, notice shall be given in accordance with this Chapter's enforcement and violation procedures. The Building Inspector may cause any sign or other advertising structure which is an immediate peril to persons or property to be removed summarily and without notice and will revoke the existing sign permit.
- D. **Longevity of Sign Space.** No new business entity or enterprise is entitled to existing sign space. A new sign application and permit shall be required when a new business entity or enterprise begins operation. Maintenance or refacing of an existing sign by an existing business entity or enterprise is permitted.
- E. **Maintenance.** The owner of any sign or owner of any premises containing a sign regulated by this Section is hereby required to properly maintain in good condition and repair all parts and supports of the sign.
- F. **Responsibility for Violation.** Where a sign upon a premises is in violation of this Chapter, the owner of the sign, the owner of the premises, and the person in possession of the premises shall each be deemed to be responsible for such violation and subject to any sanctions, penalties, civil judgments and other remedies that may be ordered or decreed as a result of the violation.

14. Penalties for Violation.