

EAST COVENTRY TOWNSHIP
BOARD OF SUPERVISORS
CHESTER COUNTY, PENNSYLVANIA

ORDINANCE NO. 2021-250

“AMENDED AND RESTATED SIGN ORDINANCE”

AN ORDINANCE AMENDING THE CODIFIED ORDINANCES OF EAST COVENTRY TOWNSHIP, TO AMEND CHAPTER 27 (ZONING), PART 2 (DEFINITIONS), SECTION 27-202 (DEFINITIONS), TO DELETE THE FOLLOWING DEFINITIONS: “AGRICULTURAL PRODUCTS”; “FLAG”; “SIGN, ADDRESS DIRECTIONAL”; “SIGN, ANIMATED OR MOVING”; “SIGN AREA OR SIZE”; “SIGN, BANNER”; “SIGN, BULLETIN BOARD”; “SIGN, BUSINESS”; “SIGN, DEVELOPMENT”; “SIGN, ELECTRONICALLY CONTROLLED”; “SIGN FAÇADE”; “SIGN, HOME OCCUPATION”; “SIGN, MARQUEE”; “SIGN, ON-SITE DIRECTIONAL”; “SIGN, POLITICAL”; “SIGN, PORTABLE”; “SIGN, REAL ESTATE”; “SIGN, RESIDENTIAL”; “SIGN, UNDERCANOPY”; AND “SUBJECT PROPERTY”; TO AMEND SECTION 27-202 (DEFINITIONS), TO ADD THE FOLLOWING NEW TERMS AND DEFINITIONS: “AWNING”; “BANNER OR FLAG”; “CANOPY”; “SIGN, ANIMATED”; “SIGN, DIRECTIONAL”; “SIGN, DIRECTORY”; “SIGN, ELECTRONIC VARIABLE MESSAGE”; “SIGN, GOVERNMENT”; “SIGN, ON-PREMISES”; “SIGN, WAYFINDING”; “SIGN AREA”; AND “SIGN FACE”; TO AMEND SECTION 27-202 (DEFINITIONS), TO AMEND AND RESTATE THE FOLLOWING DEFINITIONS IN THEIR ENTIRETY: “SIGN”; “SIGN, AWNING”; “SIGN, BILLBOARD”; “SIGN, CANOPY”; “SIGN, CHANGEABLE-COPY”; “SIGN, DOUBLE-FACED”; “SIGN, FREESTANDING”; “SIGN, GROUND”; “SIGN, IDENTIFICATION”; “SIGN, ILLUMINATED”; “SIGN, OFFICIAL TRAFFIC”; “SIGN, OFF-PREMISES”; “SIGN, PROJECTING”; “SIGN, ROOF”; “SIGN, TEMPORARY”; “SIGN, VEHICLE”; “SIGN, WALL” AND “SIGN, WINDOW”; AND TO AMEND CHAPTER 27 (ZONING), PART 13 (GENERAL AND SUPPLEMENTAL REGULATIONS AND DESIGN STANDARDS), TO AMEND AND RESTATE SECTION 27-1314 (SIGN REGULATIONS) IN ITS ENTIRETY AND TO CONTAIN THE FOLLOWING SUBSECTIONS: PURPOSE; GENERAL REGULATIONS; FREESTANDING SIGNS; WALL SIGNS; PROJECTING SIGNS; CHANGEABLE-COPY SIGNS;

ELECTRONIC VARIABLE MESSAGE SIGNS; CANOPY SIGNS; AWNING SIGNS; IDENTIFICATION AND DIRECTORY SIGNS; BILLBOARDS; PROHIBITED SIGNS; EXEMPTED SIGNS; TEMPORARY SIGNS; SIGNS IN RESIDENTIAL DISTRICTS; SIGNS IN COMMERCIAL DISTRICTS; SIGNS IN THE LIMITED INDUSTRIAL DISTRICT; SIGNS IN ANY ZONING DISTRICT; NONCONFORMING SIGNS; AND ABANDONED SIGNS.

The Board of Supervisors of East Coventry Township does hereby **ENACT** and **ORDAIN**:

SECTION I. – Amendment to Code.

The Codified Ordinances of East Coventry Township, Chapter 27 (Zoning), Part 2 (Definitions), Section 27-207 (Definitions), is hereby amended to delete the following terms and definitions in their entirety: “Agricultural Products”; “Flag”; “Sign, Address Directional”; “Sign, Animated or Moving”; “Sign Area or Size”; “Sign, Banner”; “Sign, Bulletin Board”; “Sign, Business”; “Sign, Development”; “Sign, Electronically Controlled”; “Sign Façade”; “Sign, Home Occupation”; “Sign, Marquee”; “Sign, On-Site Directional”; “Sign, Political”; “Sign, Portable”; “Sign, Real Estate”; “Sign, Residential”; “Sign, Undercanopy”; and “Subject Property”.

SECTION II. – Amendment to Code.

The Codified Ordinances of East Coventry Township, Chapter 27 (Zoning), Part 2 (Definitions), Section 27-202 (Definitions), is hereby amended to add new terms and definitions for “Awning”, “Banner or Flag”, “Canopy”, “Sign, Animated”, “Sign, Directional”, “Sign, Directory”, “Sign, Electronic Variable Message”, “Sign, Government”, “Sign, On-Premises”, “Sign, Wayfinding”, “Sign Area”, and “Sign Face”, as follows:

AWNING

A nonstructural covering that projects from a wall for the purpose of shielding a doorway or window from sun glare or the weather. An awning is permanently

attached to a building in an open position or can be raised or retracted to a position against the building when not in use.

BANNER OR FLAG

A cloth, plastic or other flexible material attached to a structure, pole, or any other object by rope, wire or framing that is anchored on one or more edges or at all four corners.

CANOPY

A structure, 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.

SIGN, ANIMATED

A sign depicting action, motion, or light or color changes through electrical or mechanical means.

SIGN, DIRECTIONAL

An on-premises or off-premises sign designed to provide direction to pedestrian and vehicular traffic to, into and out of or within a site or complex.

SIGN, DIRECTORY

A sign that identifies the name and address of multiple residents, occupants, buildings, or business establishments located at the property.

SIGN, ELECTRONIC VARIABLE MESSAGE

A sign that displays electronic images, graphics or alpha-numeric text using internal illumination within the display area where the message changes periodically.

SIGN, GOVERNMENT

A sign installed or maintained by the federal, state, county, or local government. Government signs include, without limitation: traffic control signs; amber alerts; wayfinding, trail, park, and interpretative signs; monuments and memorials.

SIGN, ON-PREMISES

A sign whose message relates to a business, product, service, event, or activity that is sold, produced, conducted, or offered on the same premises on which the sign is located.

SIGN, WAYFINDING

A sign approved by the Board of Supervisors of East Coventry Township pursuant to a Township or regional wayfinding signage program that directs the public to the location of sites of local or regional interest.

SIGN AREA

The entire area within a single continuous perimeter enclosing the extreme limits of a sign face. Such perimeter shall not include any structural or supporting elements lying outside the limits of such sign and not forming an integral part of the display unless such structural elements are purposely illuminated to form a part of the display or convey a message by any other means. Signs that do not form a square or rectangular pattern shall be considered to include in sign area a square or rectangle as drawn at the outer limits of the letters, words, or representations that convey a message.

SIGN FACE

The part of the sign that communicates a message.

SECTION III. – Amendment to Code.

The Codified Ordinances of East Coventry Township, Chapter 27 (Zoning), Part 2 (Definitions), Section 27-202 (Definitions), is hereby amended to amend and restate in their entirety the definitions for “Sign”, “Sign, Awning”, “Sign, Billboard”, “Sign, Canopy”, “Sign, Changeable-Copy”, “Sign, Double-Faced”, “Sign, Freestanding”, “Sign, Ground”, “Sign, Identification”, “Sign, Illuminated”, “Sign, Official Traffic”, “Sign, Off-Premises”, “Sign, Projecting”, “Sign, Roof”, “Sign, Temporary”, “Sign, Vehicle”, “Sign, Wall”, and “Sign, Window”, as follows:

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 face and any sign supporting structure.

SIGN, AWNING

A sign displayed on an awning.

SIGN, BILLBOARD

An off-premises sign that only contains a commercial message and directs attention to a specific business, product, or service.

SIGN, CANOPY

A sign that is part of or attached to a canopy.

SIGN, CHANGEABLE-COPY

A sign that is designed so that the message on the sign can be easily and periodically altered. Copy on changeable-copy signs may be changed electronically or manually by means of moveable letters, numbers, or symbols.

SIGN, DOUBLE-FACED

A freestanding sign with two identical faces of equal sign area that are back-to-back and not more than two feet apart.

SIGN, FREESTANDING

A sign supported by structures or supports that are placed on or anchored in the ground and detached from any structure.

SIGN, GROUND

A freestanding sign that rests at or near the ground or curb level.

SIGN, IDENTIFICATION

A sign that designates the name and address of the property, the name of an individual or business lawfully operating or performing services at the property, or any combination thereof. An identification sign identifies one individual, family, business establishment or development.

SIGN, ILLUMINATED

A sign lighted by artificial lighting either internally or externally.

SIGN, OFFICIAL TRAFFIC

A sign erected by or at the direction of PennDOT or the Township to regulate traffic, describe road conditions, supply directions, or provide other traffic-related information.

SIGN, OFF-PREMISES

A sign whose message relates to a business, product, service, event, or activity that is sold, produced, conducted, or offered on a premises other than the premises on which the sign is located.

SIGN, PROJECTING

A building-mounted, double-sided sign with the sign face generally perpendicular to the building wall but does not include a sign located on a canopy or awning.

SIGN, ROOF

A building-mounted sign erected upon or over the roof of a building.

SIGN, TEMPORARY

A non-permanent sign that is displayed on private property for a limited period of time and for a specific purpose, and not intended to be a fixture on the property. Examples include, without limitation: the sale or rental of the property on which

the sign is located; the identification of contractors performing work at the property; garage or yard sales; the identification of candidates running for public office; elections or events to be held on a specific date; and personal expressions non-commercial in nature. A temporary sign must be removed within the earlier of (i) 14 days of the conclusion of the event to which the sign relates, or (ii) 60 days of placement.

SIGN, VEHICLE

A sign affixed to or painted on a vehicle or trailer parked at a specific location within view of a public street for a period of four or more consecutive days so that its primary purpose is advertising a business, service or product or directing people to a commercial activity located on the same or nearby property.

SIGN, WALL

A sign fastened to or painted on the wall of a building or structure in a manner parallel with the wall surface.

SIGN, WINDOW

A sign applied or affixed to a window or placed inside a window and easily seen from the outside.

SECTION IV. – Amendment to Code.

The Codified Ordinances of East Coventry Township, Chapter 27 (Zoning), Part 13 (General and Supplemental Regulations and Design Standards), Section 27-1314 (Sign Regulations), is hereby amended and restated in its entirety, as follows:

§27-1314. Sign Regulations.

1. **Purpose.** The intent of this section is to provide standards for the regulation of signs as accessory uses within the various zoning districts of East Coventry Township, to protect the public health, safety, and general welfare, and to prohibit the erection of signs in such numbers, sizes, designs, or locations as may create a hazard to pedestrians and motorists.
2. **General Regulations.**
 - A. Any sign hereafter erected in East Coventry Township which is exposed to public view shall conform with the provisions of this Chapter and any other applicable statute, ordinance, rule or regulation of East Coventry Township or the county, state or federal government. In the event of conflicting requirements, the most restrictive requirement shall prevail.
 - B. No sign, other than an exempt sign, shall be erected without first obtaining a sign permit from the Zoning Officer. Permit applications for signs larger

than two square feet in area shall be accompanied by a plan, drawn to scale, showing details of the sign, its size and location on the building and/or lot. Permits for window signs and changeable-copy signs shall be valid so long as there is no change in the area, location or type of such signs previously authorized by permit. Fees for sign permits shall be paid in accordance with a fee schedule adopted from time to time by resolution of the Board of Supervisors. All applications for sign permits shall be accompanied by the property owner's written consent if the property owner is not the owner of the sign.

- C. Before any permit will be issued for any sign erected on or projecting over property used by the public, a certificate of insurance evidencing general liability coverage or an indemnity bond shall be posted with the Township by the sign owner and shall be continuously maintained while the sign is erected on or projects over the property. The amount of the insurance or bond shall be established from time to time by resolution of the Board of Supervisors and shall identify the Township as additional insured. The form of the certificate or bond shall be satisfactory to the Township Solicitor.
- D. Any sign deemed by the Zoning Officer to be illegal or without a permit shall be removed within three days of written notification from the Zoning Officer. Any reoccurrence of a similar infraction on the premises shall be punishable under Part 18 of this Chapter.
- E. All signs shall be kept in a proper state of repair, in accordance with the requirements of the Township's Building Code [Chapter 5, Part 1, § 5-101], Property Maintenance Code [Chapter 5, Part 1, § 5-103], and any other pertinent regulations, and will be subject to annual inspection. Signs that fall into a state of disrepair, pose a threat to public safety, or are illegal shall be removed by the Township not less than three days following notice to remove sent by certified mail to the owner of record. The Township shall have the right to recover from said owner the full costs of the removal and disposal of such signs.
- F. No sign other than an official traffic or similar government sign shall be erected within or project over the right-of-way or easement of any public street or sidewalk, except as approved by the Zoning Officer upon determining a modification of this standard would not pose a threat to public safety.
- G. No sign shall be erected that is of such character, form, shape or color that it imitates or resembles an official traffic sign, signal or device, or has characteristics likely to confuse or distract the operator of a motor vehicle.

- H. No sign shall be erected at the intersection of any streets within the triangular area formed by the center lines of the intersecting streets at a distance along such center lines of 75 feet from the point of intersection and the diagonal line connecting the endpoints of said lines. No sign shall be so erected that it impedes the vision of motorists or pedestrians or otherwise endangers their safety.
- I. No sign shall be illuminated except by internal illumination or by concealed indirect lighting. Any sign illumination shall be so shielded that the source of light shall not be visible from any point off the lot on which the sign being illuminated is erected, and so that only the sign is illuminated thereby.
- J. No sign shall be erected on any property containing information which states or implies that such property may be used for any purpose not allowed under the provisions of the zoning district in which the property to which the sign relates is located.
- K. All distances provided for in this Section shall be measured along straight lines between signs and from the near edge to the near edge of the sign or sign structure.
- L. Sign height shall be measured as the distance from the highest portion of the sign to the mean finished grade of the ground where the sign is located.
- M. No sign shall be placed on any tree, light, or pole, or upon rocks or other natural features, except that "no hunting," "no trespassing" and "private property" signs shall be allowed, provided such signs do not exceed one and one-half square feet in area, are not located more than six feet above finished grade, and are placed at intervals not less than 30 feet, and provided further that no sign shall be placed on any public utility pole.
- N. The total area of all window signs, unless further restricted in the applicable zoning district, shall not exceed 25% of the glass area of the window in which placed.
- O. No roof signs shall be allowed, and no sign shall project above the main roof line of the building to which the sign is affixed.
- P. Time and temperature signs shall be allowed in any zoning district in which commercial or industrial uses are allowed, provided they do not encompass more than 20% of the allowable area for the type of sign on which they are placed.

Q. No animated, flashing, or intermittent lighting of any kind shall be allowed on any sign in any zoning district, except for official traffic signs and pedestrian control signs located in the public right of way.

3. **Freestanding Signs.** Freestanding signs, except for directional signs and identification signs, shall comply with the following:

A. Freestanding signs shall be allowed only in the front yard. In no case shall a freestanding sign be placed within a street right-of-way.

B. For the purpose of computing the sign area of a freestanding double-faced sign, only one side shall be considered, provided that both faces are identical. For V-type double-faced signs, the interior angle of which exceeds 45°, both faces shall be considered in the computation of the sign area.

C. A freestanding sign and a projecting sign shall not be utilized together to identify the same establishment on the same street frontage; provided, however, that a freestanding directory sign for a shopping center, an office or industrial park or other complex of nonresidential establishments may be used in conjunction with projecting identification signs for individual uses; and provided, further, that such projecting signs do not exceed four square feet in area.

4. **Wall Signs.**

A. Wall signs shall not extend more than 18 inches beyond the plane of the wall to which they are attached.

B. Wall signs shall be allowed only on building sides containing entrances available to the public.

C. Wall signs shall be allowed only for ground floor establishments with street level frontage of at least 20 feet or, in the case of an establishment located on an upper floor, occupying at least 80% of the floor area of the building story occupied by such establishment.

D. The area of all wall signs shall be determined by the signable facade area of the portion of the building to which it is attached.

E. Not more than one wall sign shall be allowed for each nonresidential establishment with less than 100 linear feet of frontage on the building side to which it is attached. One additional wall sign shall be allowed for each additional 100 linear feet of frontage on the building side to which it is attached, up to a maximum of three such wall signs. However, where multiple signs are used on a single building side, the area of the primary

identification sign shall be not less than three times larger than the area of the secondary signs, and the total area of all signs on a single building side shall not exceed the total area of wall signs allowed herein.

5. Projecting Signs. Projecting signs, when allowed, shall comply with the following:

- A. No sign shall project more than four feet from the face of the building.
- B. No part of the sign shall be less than eight feet nor more than 12 feet above finished grade or walkway level.
- C. Not more than one projecting sign per business establishment per street frontage shall be allowed.
- D. No projecting sign shall be allowed within 25 feet of another projecting sign.

6. Changeable-Copy Signs. Changeable-copy signs shall be allowed subject to the following:

- A. The changeable-copy sign shall inform the public of events, sales, or other time-related notices of community interest.
- B. Changeable-copy signs shall not exceed 24 square feet in area and six feet in height.
- C. Changeable-copy signs may be freestanding signs or canopy signs.
- D. No more than one changeable-copy sign shall be allowed per use.
- E. Changeable-copy signs shall be located a minimum of 50 feet from any dwelling.

7. Electronic Variable Message Signs. Electronic variable message signs shall be allowed in all zoning districts on properties used for nonresidential purposes when approved by the Board of Supervisors as a conditional use in accordance with Zoning Ordinance §27-1403. Unless modified by the Board of Supervisors, the following requirements shall apply:

- A. An electronic variable message sign shall not exceed 24 square feet in area or six feet in height.
- B. An electronic variable message sign shall be located a minimum of 50 feet from any dwelling.

- C. Electronic variable message signs shall comply with all applicable standards and requirements set forth by the Pennsylvania Department of Transportation.
- D. The message displayed on the sign shall be static and nonanimated and shall remain fixed for a minimum of 10 seconds (the fixed display period).
- E. The electronic variable message sign shall not display any message that moves, appears to move, scrolls, flashes, oscillates or changes in intensity during the fixed display period. No sign shall emit any audio announcement or noise of any kind.
- F. The face of the electronic variable message sign shall have only one advertising message per fixed display period.
- G. The transition time between changes in the sign face or message shall be instantaneous.
- H. The electronic variable message sign shall be equipped with a fully operational light sensor that automatically adjusts light levels according to the amount of ambient light. Brightness levels shall be automatically adjusted to be 0.3 foot candles above ambient light levels as measured at 5 feet above finished grade from a distance of 50 feet. The sign applicant shall submit an as-built plan to the Zoning Officer that satisfies these brightness requirements as a condition to the issuance of a permit. The Zoning Officer shall have the right to confirm the brightness levels of the sign comply with Township requirements using a calibrated device selected by the Township.
- I. No electronic variable message sign shall have lighting that would compete with or distract from traffic signal lighting.
- J. Electronic variable message signs may be illuminated from 6:00 am until 11:00 pm or ½ hour past the close of business of the facility being identified, whichever is later.
- K. No more than one (1) electronic variable message sign shall be allowed per use.
- L. The electronic variable message sign shall be designed to either freeze the display in one static position, display a black screen, or turn off in the event of a malfunction and shall remain in that state until the malfunction is corrected.
- M. An electronic variable message sign shall comply with all applicable provisions of §27-1314.6.

8. Canopy Signs.

- A. No more than one canopy sign shall be allowed per canopy face, and no more than two such signs per canopy shall be allowed.
- B. No part of the canopy sign shall be less than eight feet or more than 12 feet above finished grade or walkway level.
- C. A canopy sign may not encroach into the applicable zoning district's minimum required yard area.
- D. The area of a canopy sign shall not exceed 20% of the area of the canopy face or 50 square feet, whichever is less. No canopy sign shall be wider than the building wall it identifies.

9. Awning Signs.

- A. Awning signs shall only be located on the vertical hang of the awning, which generally should be parallel with the building frontage. In the case of a curved awning, the sign shall be located on the lower half of the awning.
- B. The area of an awning sign shall not exceed 20% of the entire portion of the building covered by the awning in its extended position and in no case shall it be larger than the area otherwise allowed for wall signs.
- C. No part of the awning shall be less than eight feet or more than 12 feet above finished grade or walkway level.

10. Identification and Directory Signs. Identification and directory signs located within a residential, commercial, or industrial site or complex shall be allowed subject to the following:

- A. Identification and directory signs shall be so located on the site or within the complex as to allow motorists to leave the flow of traffic and safely read the signs. Identification signs may be placed at the main entrance to a building.
- B. No more than one identification or directory sign per driveway entrance, street intersection or main entrance to a building shall be allowed.
- C. Identification and directory signs in a residential zoning district shall not exceed three square feet in sign area and six feet in height.

- D. Identification and directory signs in a commercial or industrial zoning district shall not exceed 24 square feet in sign area and 12 feet in height.

11. Billboards. Billboards shall be allowed on properties used for nonresidential purposes in the LI Limited Industrial zoning district when approved by the Board of Supervisors as a conditional use in accordance with Zoning Ordinance §27-1403, provided that such signs do not exceed 72 square feet in sign area and 15 feet in height. No part of the billboard shall be less than seven feet above finished grade.

12. Prohibited Signs. The following signs are prohibited:

- A. Animated, mobile, bench, sidewalk or "A" frame signs; animated signs; signs that emit smoke, vapor or noise; and vehicle signs other than business logos, identification or advertising on vehicles primarily and actively used for business purposes and/or personal transportation.
- B. Signs that flash, move, rotate, or oscillate.
- C. Pennants, streamers, inflated, tubular, whirling, or similar objects, lighting devices or searchlights displayed to attract the attention of pedestrians and motorists, except as specifically allowed elsewhere in this Chapter.
- D. Any sign that obstructs a fire escape, window, door or other opening used as a means of ingress or egress.
- E. Off-premises signs, other than allowed billboards, directional signs and wayfinding signs.
- F. Signs that interfere with sight distances or are located within the clear sight triangle at any location.
- G. Signs that use or contain obscene language, shapes or images.

13. Exempted Signs. The following signs are exempt from the need to secure a sign permit:

- A. Signage relating to celebrating a recognized national, state, local, religious or cultural holiday, provided the signage (i) is displayed on a temporary basis, (ii) does not create a traffic or fire hazard, (iii) does not advertise a commercial establishment, organization, product, good or service, and (iv) is removed within 14 days of the conclusion of the event to which the sign relates.
- B. Government signs.

- C. Historic or memorial signs, markers and plaques when approved by the Board of Supervisors upon recommendation from the Historical Commission and when not more than six square feet in sign area and six feet in height.
- D. A change in the copy of a changeable-copy sign after a permit for that sign has been issued.
- E. Temporary signs on a residential property, provided they (i) are not permanently affixed to the ground or structure, and (ii) are not more than four square feet in area and not more than six feet in height. A temporary sign exempt from obtaining a sign permit shall be removed within the earlier of (i) 14 days of the conclusion of the event to which the sign relates, or (ii) 60 days of placement. No temporary sign shall be allowed within any street legal right-of-way.
- F. Street number designations, names on mailboxes or residences, "private property," "no hunting," "no trespassing," and "no parking" signs, security signs, seasonal signs or flags, on-site directional and parking signs, and warning signs are allowed in all zoning districts but are not considered in calculating sign area. No such signs or flags shall exceed one and one-half square feet in area.
- G. Emergency warning signs erected by a public utility, pipeline company or contractor performing work authorized by such utility or company. Such signs may be illuminated.
- H. Flags of the United States, a state, county, municipality, foreign nation, and any other flags of a non-commercial nature, provided that each such flag shall not exceed 40 square feet in area and shall be flown from a pole that does not exceed 35 feet in height. Flags shall be regulated based upon their physical characteristics and pole height and shall be governed by the applicable regulations of the zoning district in which such flags are located. Flags may be illuminated.
- I. Freestanding signs on a residential property in a residential zoning district, provided only one sign (including any allowed by permit) is or will be located on the property, and the size of the sign does not exceed four square feet in area and four feet in height. The foregoing restrictions shall not apply to flags flown from poles pursuant to §27-1314.13.H above. Freestanding signs shall not be allowed within any street right-of-way.

14. Temporary Signs. Temporary signs may be freestanding signs, wall signs, or banners. Temporary signs of a commercial nature shall be allowed on nonresidential private property upon the issuance of a permit by the Zoning Officer and shall be constructed of materials approved by the Zoning Officer.

Temporary signs of a commercial nature shall be allowed for no more than two events and not more than 30 cumulative days in any one calendar year and shall be removed within 14 days of the conclusion of the event to which the sign relates. The temporary signs, when added to any allowed permanent signage, shall not exceed the total sign area allowed on the premises for permanent signs. For the purposes of this subsection, the total sign area of banners shall not exceed that allowed for wall signs.

15. Signs in Residential Districts. In all residential zoning districts, signs are allowed for the following purposes only, and only under the following conditions:

A. General Provisions.

- (1) No freestanding sign shall exceed eight square feet in area and six feet in height, except as provided below.
 - (a) An identification sign and/or electronic variable message sign for a nonresidential establishment whose services are considered essential to public health, safety, and welfare (such as, but not limited to, a municipal building, school, place of worship or firehouse) shall not exceed 50 square feet in area or a height of nine feet six inches.
- (2) No wall sign shall exceed three square feet in area and six feet in height, except as otherwise provided in this §27-1314.
- (3) No projecting sign shall be permitted in any residential zoning district.
- (4) Only the following signs may be illuminated and then only in such a manner that the source of light shall not be visible from the street or from the boundary line of an adjacent property:
 - (a) An identification sign for an establishment whose services in an emergency are considered essential to public health, safety, and welfare.
 - (b) An identification sign for a multi-unit housing development or nonresidential use that provides services to the public, provided that said sign is illuminated only between the hours of sunset and 12:00 midnight, prevailing time.

B. Signs for Residential Uses.

- (1) A sign identifying a home occupation or use accessory to a dwelling, provided such sign, whether erected as a wall sign or freestanding sign,

does not exceed three square feet in total area. No more than one such sign shall be allowed on each street frontage of such property.

- (2) An identification sign for a residential subdivision containing five or more dwelling units, provided not more than one such sign is allowed per each street frontage where the development has proposed a new street accessing an existing street. Only freestanding signs are allowed, and they shall not exceed 24 square feet.
- (3) An identification sign for a multi-unit housing development or a continuing care facility, provided that such sign, whether erected as a wall sign or freestanding sign does not exceed a total area along any one street equal to one square foot for every 10 linear feet of street frontage, or 24 square feet, whichever is less.

C. Signs for Nonresidential Uses.

- (1) Signs identifying a school, college, hospital, municipal building, cemetery, club, or other allowed nonresidential use, provided that such signs, whether erected as wall signs or freestanding signs, do not exceed a total area along any one street equal to one square foot for every 10 linear feet of street frontage or 24 square feet, whichever is less.
- (2) An institution (such as, but not limited to, a hospital, school or college) that erects only one freestanding sign pursuant to §27-1314.14.C(1) may also install one building wall-mounted sign identifying the institution that satisfies the criteria described in §27-1314.4 and does not exceed 50 square feet.

D. Directional Signs.

- (1) On-premises directional signs are allowed in all residential zoning districts.
- (2) Off-premises directional signs may be erected, upon approval by the Zoning Officer and the consent of the owner of the property on which the sign is placed, only in conjunction with police or fire stations, places of public worship, hospitals, or municipal buildings. No more than two off-premises directional signs shall be allowed and shall be located at or near the two closest street intersections.
- (3) Directional signs shall contain no advertising.
- (4) No directional sign may exceed two square feet in area and six feet in height.

16. Signs in Commercial Districts. In all commercial zoning districts signs are allowed for the following purposes only, and only under the following conditions:

A. General Provisions.

- (1) No freestanding sign shall exceed 24 square feet in sign area and 12 feet in height.
- (2) No freestanding directory or identification sign may be erected within the required side yard area.

B. Identification and Directory Signs.

- (1) Freestanding Signs.
 - (a) One freestanding identification or directory sign shall be allowed for each lot that has at least 300 linear feet of frontage on a public street and provides direct vehicular access to the lot from the street.
- (2) Wall Signs.
 - (a) The total area of all wall signs placed on or facing any one street frontage on any lot shall not exceed 20% of the signable facade area of the ground floor of the portion of the building which it occupies or 24 square feet, whichever is less.
 - (b) Each commercial establishment with a direct entrance to the outside shall be entitled to a wall sign, provided it does not exceed the above area requirement.
 - (c) Multiple uses without direct outside entrance may be identified by means of a common directory sign, not to exceed 24 square feet.
- (3) Projecting Signs. The total area of all projecting signs used to identify a single commercial use or establishment shall not exceed four square feet.
- (4) Awning signs, subject to compliance with §27-1314.9.
- (5) Canopy signs, subject to compliance with §27-1314.8.
- (6) Changeable-copy signs, subject to compliance with §27-1314.6.

C. Signs for an allowed residential use shall be subject to the provisions of §27-1314.15.B.

D. Directional Signs. Directional signs shall contain no advertising. No off-premises directional signs shall be allowed. No directional sign shall exceed four square feet in area and six feet in height.

17. Signs in the Limited Industrial District. In the Limited Industrial zoning district signs are allowed for the following purposes only, and only under the following conditions:

A. General Provisions.

- (1) No freestanding sign (other than a billboard) shall exceed 24 square feet in sign area and 12 feet in height.
- (2) No freestanding directory or identification sign may be erected within the required side yard area.

B. Commercial Identification Signs.

- (1) Freestanding Signs.
 - (a) One freestanding identification or directory sign shall be allowed for each lot that has at least 300 linear feet of frontage on a public street and provides direct vehicular access to the lot from the street.
 - (b) In the case of a complex of three or more commercial buildings constructed, operated, and identified as a unified project, one freestanding identification or directory sign shall be allowed for the total complex that has at least 300 linear feet of frontage on a public street and provides direct vehicular access to the complex from the street.
- (2) Wall Signs. Wall signs shall be allowed identifying the building or building occupants, provided that no more than one such sign shall be placed upon any building façade. The total area of any such sign shall not exceed 20% of the signable facade area or 24 square feet, whichever is less.
- (3) Projecting Signs. The total area of all projecting signs used to identify a single commercial use or establishment shall not exceed four square feet.
- (4) Changeable-copy signs, subject to compliance with §27-1314.6.
- (5) Awning signs, subject to compliance with §27-1314.9.
- (6) Canopy signs, subject to compliance with §27-1314.8.

C. **Directional Signs.** Directional signs shall contain no advertising. No off-premises directional signs shall be allowed. No directional sign shall exceed four square feet in area and six feet in height.

18. **Signs in Any Zoning District.** Notwithstanding any provision of this §27-1314 to the contrary, the following types of signs shall be allowed in any zoning district:

A. Wayfinding signs, in accordance with and subject to the following requirements:

- (1) The wayfinding signage shall be designed and installed pursuant to a wayfinding signage program approved by the Board of Supervisors.
- (2) A sign permit, upon application to the Zoning Officer, shall be required for, and prior to the erection of, each wayfinding sign.
- (3) No sign permit shall be issued until the applicant submits the following: (i) a complete application signed by the applicant; and (ii) where the applicant is not the owner of the property on which the sign is to be erected, the consent of the property owner to the proposed erection and location of the sign.
- (4) The application shall be reviewed and approved by the Board of Supervisors upon recommendation of the Zoning Officer as to the number, area, location, height, construction, materials, and dimensions of the wayfinding signage. In undertaking such review and issuing his recommendations, the Zoning Officer must determine that the proposed location will not interfere with traffic or block visibility within the clear sight triangle for streets, sidewalks, and driveways.
- (5) The applicant requesting a permit to install wayfinding signage shall be exempt from payment of a permit fee.

19. **Nonconforming Signs.**

A. All signs lawfully erected prior to the enactment of this Chapter or subsequent amendments, which are not in conformity with the provisions thereof, shall be deemed nonconforming signs governed by Part 19 of this Chapter.

B. Any of the following shall invalidate a sign permit or require a nonconforming sign to conform to the provisions of this Chapter:

- (1) The removal of an existing sign from the premises.

- (2) An alteration in the structure of a sign support and/or a change in the mechanical facilities.
- (3) A change in the material of the sign, for example, from wood to plastic.

20. Abandoned Signs. No person shall allow an abandoned sign to be maintained on any premises owned or controlled by him. An abandoned sign is any sign located on or related to the use of a property which becomes vacant and unoccupied for a period of six months or more; any sign which was erected for an occupant or business unrelated to the present occupant or business; or any sign which related to a time, event or purpose which is past. Any such abandoned sign shall be removed by the owner or person controlling the property within 30 days of the date of abandonment. Any sign identifying an abandoned use shall itself be considered abandoned and shall be removed and the permit voided.

SECTION V. – Severability.

The provisions of this Ordinance are severable, and if any section, sentence, clause, part or provision hereof shall be held illegal, invalid or unconstitutional by any court of competent jurisdiction, such decision of the court shall not affect or impair the remaining sections, sentences, clauses, parts or provisions of this Ordinance. It is hereby declared to be the intent of the Board of Supervisors that this Ordinance would have been adopted even if such illegal, invalid, or unconstitutional section, sentence, clause, part or provision had not been included herein.

SECTION VI. – Failure to Enforce not a Waiver.

The failure of the Township to enforce any provision of this Ordinance shall not constitute a waiver by the Township of its rights of future enforcement hereunder.

SECTION VII. – Effective Date.

This Ordinance shall take effect and be in force from and after its approval as required by the Second Class Township Code.

SECTION VIII. – Repealer.

All other ordinances and resolutions or parts thereof insofar as they are inconsistent with this Ordinance are hereby repealed.

ORDAINED AND ENACTED by the Board of Supervisors of East Coventry Township, Chester County, Pennsylvania, this 11th day of October 2021.

EAST COVENTRY TOWNSHIP

Attest:



David G. Kraynik, Secretary

By:



Ray Kolb, Chairman

NOTICE

NOTICE is hereby given that the Board of Supervisors of the Township of East Coventry, at its public meeting on October 11, 2021 in the Township Building, 855 Ellis Woods Road, Pottstown, Pennsylvania, will hold a public hearing on and could vote to adopt an Ordinance amending the Codified Ordinances of East Coventry Township, to amend Chapter 27 (Zoning), Part 2 (Definitions), Section 27-202 (Definitions), to delete the definitions for “Agricultural Products”, “Flag”, “Sign, Address Directional”, “Sign, Animated or Moving”, “Sign Area or Size”, “Sign, Banner”, “Sign, Bulletin Board”, “Sign, Business”, “Sign, Development”, “Sign, Electronically Controlled”, “Sign Façade”, “Sign, Home Occupation”, “Sign, Marquee”, “Sign, On-Site Directional”, “Sign, Political”, “Sign, Portable”, “Sign, Real Estate”, “Sign, Residential”, “Sign, Undercanopy” and “Subject Property”; to add new definitions for “Awning”, “Banner or Flag”, “Canopy”, “Sign, Animated”, “Sign, Directional”, “Sign, Directory”, “Sign, Electronic Variable Message”, Sign, Government”, Sign, On-Premises”, “Sign, Wayfinding”, “Sign Area”, and “Sign Face”; to amend and restate in their entirety the definitions for “Sign”, “Sign, Awning”, “Sign, Billboard”, “Sign, Canopy”, “Sign, Changeable-Copy”, “Sign, Double-Faced”, “Sign, Freestanding”, “Sign, Ground”, “Sign, Identification”, “Sign, Illuminated”, “Sign, Official Traffic”, “Sign, Off-Premises”, “Sign, Projecting”, “Sign, Roof”, “Sign, Temporary”, “Sign, Vehicle”, “Sign, Wall”, and “Sign, Window; and to amend Chapter 27 (Zoning), Part 13 (General and Supplemental Regulations and Design Standards), to amend and restate Section 27-1314 (Sign Regulations) in its entirety and to contain the following subsections: Purpose; General Regulations; Freestanding Signs; Wall Signs; Projecting Signs; Changeable-Copy Signs; Electronic Variable Message Signs; Canopy Signs; Awning Signs; Identification and Directory Signs; Billboards; Prohibited Signs; Exempted Signs; Temporary Signs; Signs in Residential Districts; Signs in Commercial

Districts; Signs in the Limited Industrial District; Signs in any Zoning District; Nonconforming Signs; and Abandoned Signs.

Copies of the full text of the proposed ordinance are available for examination during normal business hours at the offices of *The Pottstown Mercury*, 307 Derstine Avenue, Lansdale, Pennsylvania 19446, and the East Coventry Township Building, 855 Ellis Woods Road, Pottstown, Pennsylvania 19465, where a copy of the proposed ordinance may be obtained for a charge not greater than the cost thereof. If enacted, a copy of the ordinance will be posted on the Township's website and forwarded to eCode 360 (www.generalcode.com), and an attested copy will be filed with the Chester County Law Library, 201 West Market Street, Suite 2400, West Chester, Pennsylvania 19380-0989 within 30 days after enactment.

**MARK A. HOSTERMAN, ESQUIRE
WISLER PEARLSTINE, LLP**