

CHAPTER 19

SIGNS AND BILLBOARDS

(See also, §27-901, “Signs”)

PART 1

SIGNS

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PART 1

SIGNS

§19-101. Purpose.

The purpose of this Part is to protect the safety and orderly development of the community through the regulation of signs and sign structures in East McKeesport.

(Ord. 862, 6/14/2007, §1001)

§19-102. Definitions.

The following words and terms shall, for the purposes of this Part and as used elsewhere in this Chapter have the meanings shown herein:

ABANDONED SIGN - a sign structure that has ceased to be used and the owner intends no longer to have used, for the display of sign copy, or as otherwise defined by State law.

ANIMATED SIGN - a sign employing actual motion or the illusion of motion. Animated signs, which are differentiated from changeable signs as defined and regulated by this Chapter, include the following types:

- (1) **Electrically Activated.** Animated signs producing the illusion of movement by means of electronic, electrical or electro-mechanical input and/or illumination capable of simulating movement through employment of the characteristics of one or both of the classifications noted below:
 - (a) **Flashing.** Animated signs or animated portions of signs whose illumination is characterized by a repetitive cycle in which the period of illumination is either the same as or less than the period of non illumination. For the purposes of this Part, flashing will not be defined as occurring if the cyclical period between on-off phases of illumination exceeds 4 seconds.
 - (b) **Patterned Illusionary Movement.** Animated signs or animated portions of signs whose illumination is characterized by simulated movement through alternate or sequential activation of various illuminated elements for the purpose of producing repetitive light patterns designed to appear in some form of constant motion.
- (2) **Environmentally Activated.** Animated signs or devices motivated by wind, thermal changes or other natural environmental input. Includes spinners, pinwheels, pennant strings, and/or other devices or displays

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that respond to naturally occurring external motivation.

- (3) **Mechanically Activated.** Animated signs characterized by repetitive motion and/or rotation activated by a mechanical system powered by electric motors or other mechanically induced means.

ARCHITECTURAL PROJECTION - any projection that is not intended for occupancy and that extends beyond the face of an exterior wall or a building, but that does not include signs as defined herein. See also “awning”; “backlit awning”; and “canopy, attached and freestanding.”

AWNING - an architectural projection or shelter projecting from and supported by the exterior wall of a building and composed of a covering of rigid or non-rigid materials and/or fabric on a supporting framework that may be either permanent or retractable, including such structures that are internally illuminated by fluorescent or other light sources.

AWNING SIGN - a sign displayed on or attached flat against the surface or surfaces of an awning. See also “wall or fascia sign.”

BACKLIT AWNING - an awning with a translucent covering material and a source of illumination contained within its framework.

BANNER - a flexible substrate on which copy or graphics may be displayed.

BANNER SIGN - a sign utilizing a banner as its display surface.

BILLBOARD - see “off-premises sign” and “outdoor advertising sign.”

BUILDING ELEVATION - the entire side of a building, from ground level to the roofline, as viewed perpendicular to the walls on that side of the building.

CANOPY (ATTACHED) - a multi-sided overhead structure or architectural projection supported by attachments to a building on one or more sides and either cantilevered from such building or also supported by columns at additional points. The surface(s) and/or soffit of an attached canopy may be illuminated by means of internal or external sources of light. See also “marquee.”

CANOPY (FREE-STANDING) - a multi-sided overhead structure supported by columns, but not enclosed by walls. The surface(s) and/or soffit of a free-standing canopy may be illuminated by means of internal or external sources of light.

CANOPY SIGN - a sign affixed to the visible surface(s) of an attached or free-standing canopy. For reference, see §19-103.

CHANGEABLE SIGN - a sign with the capability of content change by means of manual or remote input, including signs which are:

- (1) **Electrically Activated.** Changeable sign whose message copy or content can be changed by means of remote electrically energized on-off switching combinations of alphabetic or pictographic components arranged on a display surface. Illumination may be integral to the components, such as characterized by lamps or other light-emitting devices: or it may be from an external light source designed to reflect off the changeable component display. See also “electronic message sign or center.”
- (2) **Manually Activated.** Changeable sign whose message copy or content can be changed manually.

COMBINATION SIGN - a sign that is supported partly by a pole and partly by a building structure.

COPY - those letters, numerals, figures, symbols, logos and graphic elements comprising the content or message of a sign, excluding numerals identifying a street address only.

DEVELOPMENT COMPLEX SIGN - a free-standing sign identifying a multiple-occupancy development, such as a shopping center or planned industrial park, which is controlled by a single owner or landlord, approved in accordance with §19-109.2 of this Part.

DIRECTIONAL SIGN - any sign that is designed and erected for the purpose of providing direction and/or orientation for pedestrian or vehicular traffic.

DOUBLE-FACED SIGN - a sign with two faces, back to back.

ELECTRIC SIGN - any sign activated or illuminated by means of electrical energy.

ELECTRONIC MESSAGE SIGN OR CENTER - an electrically activated changeable sign whose variable message capability can be electronically programmed.

EXTERIOR SIGN - any sign placed outside a building.

FASCIA SIGN - see “wall or fascia sign.”

FLASHING SIGN - see “animated sign, electrically activated.”

FREE-STANDING SIGN - a sign principally supported by a structure affixed to the ground, and not supported by a building, including signs supported by one or more columns, poles or braces placed in or upon the ground. For visual reference, see §19-103.

FRONTAGE (BUILDING) - the length of an exterior building wall or structure of a single premises orientated to the public way or other properties that it faces.

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FRONTAGE (PROPERTY) - the length of the property line(s) of any single premises along either a public way or other properties on which it borders.

GROUND SIGN - see “free-standing, sign.”

ILLUMINATED SIGN - a sign characterized by the use of artificial light, either projecting through its surface(s) (internally illuminated); or reflecting off its surface(s) (externally illuminated).

INTERIOR SIGN - any sign placed within a building, but not including “window signs” as defined by this Part. Interior signs, with the exception of window signs as defined, are not regulated by this Part.

MANSARD - an inclined decorative roof-like projection that is attached to an exterior building facade.

MARQUEE - see “canopy (attached).”

MARQUEE SIGN - see “canopy sign.”

MENU BOARD - a free-standing sign orientated to the drive-through lane for a restaurant that advertises the menu items available from the drive-through window, and which has no more than 20% of the total area for such a sign utilized for business identification.

MULTIPLE-FACED SIGN - a sign containing three or more faces.

OFF-PREMISES SIGN - see “outdoor advertising sign.”

ON-PREMISES SIGN - a sign erected, maintained or used in the outdoor environment for the purpose of the display of messages appurtenant to the use of, products sold on, or the sale or lease of, the property on which it is displayed.

OUTDOOR ADVERTISING SIGN - a permanent sign erected, maintained or used in the outdoor environment for the purpose of the display of commercial or noncommercial messages not appurtenant to the use of, products sold on, or the sale or lease of the property on which it is displayed.

PARAPET - the extension of a building facade above the line of the structural roof.

POLE SIGN - see “free-standing sign.”

POLITICAL SIGN - a temporary sign intended to advance a political statement, cause or candidate for office. A legally permitted outdoor advertising sign shall not be considered to be a political sign.

PORTABLE SIGN - any sign not permanently attached to the ground or to a building, or building surface.

PROJECTING SIGN - a sign other than a wall sign that is attached to or projects more than 18 inches (457 mm) from a building face or wall or from a structure whose primary purpose is other than the support of a sign. For visual reference, see §19-103.

REAL ESTATE SIGN - a temporary sign advertising the sale, lease or rental of the property or premises upon which it is located.

REVOLVING SIGN - a sign that revolves 360 degrees (6.28 rad) about an axis. See also “animated sign, mechanically activated.”

ROOF LINE - the top edge of a peaked roof or, in the case of an extended facade or parapet, the uppermost point of said facade or parapet.

ROOF SIGN - a sign mounted on, and supported by, the main roof portion of a building, or above the uppermost edge of a parapet wall of a building and which is wholly or partially supported by such a building. Signs mounted on mansard facades, pent eaves and architectural projections such as canopies or marquees shall not be considered to be roof signs. For a visual reference, and a comparison of differences between roof and fascia signs, see §19-103.

SIGN - any device visible from a public place that displays either commercial or noncommercial messages by means of graphic presentation of alphabetic or pictorial symbols or representations. Noncommercial flags or any flags displayed from flagpoles or staffs will not be considered to be signs.

SIGN AREA - the area of the smallest geometric figure, or the sum of the combination of regular geometric figures, which comprise the sign face. The area of any double-sided or “V” shaped sign shall be the area of the largest single face only. The area of a sphere shall be computed as the area of a circle. The area of all other multiple-sided signs shall be computed as 50% of the sum of the area of all faces of the sign.

SIGN COPY - those letters, numerals, figures, symbols, logos and graphic elements comprising the content or message of a sign, exclusive of numerals identifying a street address only.

SIGN FACE - the surface upon, against or through which the sign copy is displayed or illustrated, not including structural supports, architectural features of a building or sign structure, nonstructural or decorative trim, or any areas that are separated from the background surface upon which the sign copy is displayed by a distinct delineation, such as a reveal or border. See §19-103.

- (1) In the case of panel or cabinet type signs, the sign face shall include the entire area of the sign panel, cabinet or face substrate upon which the sign copy is displayed or illustrated, but not open space between separate panels or cabinets.

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- (2) In the case of sign structures with routed areas of sign copy, the sign face shall include the entire area of the surface that is routed, except where interrupted by a reveal, border, or a contrasting surface or color.
- (3) In the case of signs pointed on a building, or individual letters or graphic elements affixed to a building or structure, the sign face shall comprise the sum of the geometric figures or combination of regular geometric figures drawn closest to the edge of the letters or separate graphic elements comprising the sign copy, but not the open space between separate groupings of sign copy on the same building or structure.
- (4) In the case of sign copy enclosed within a painted or illuminated border, or displayed on a background contrasting in color with the color of the building or structure, the sign face shall comprise the area within the contrasting background, or within the painted or illuminated border.

SIGN STRUCTURE - any structure supporting a sign.

TEMPORARY SIGN - a sign intended to display either commercial or noncommercial messages of a transitory or temporary nature. Portable signs or any sign not permanently embedded in the ground, or not permanently affixed to a building or sign structure that is permanently embedded in the ground, are considered temporary signs.

UNDER CANOPY SIGN OR UNDER MARQUEE SIGN - a sign attached to the underside of a canopy or marquee.

V SIGN - signs containing two faces of approximately equal size, erected upon common or separate structures, positioned in a "V" shape with an interior angle between faces of not more than 90 degrees (1.57 rad) with the distance between the sign faces not exceeding 5 feet (1524 mm) at their closest point.

WALL OR FASCIA SIGN - a sign that is in any manner affixed to any exterior wall of a building or structure and that projects not more than 12 inches from the building or structure wall, including signs affixed to architectural projections from a building provided the copy area of such signs remains on a parallel plane to the face of the building facade or to the face or faces of the architectural projection to which it is affixed. For a visual reference and a comparison of differences between wall or fascia signs and roof signs, see §19-103.

WINDOW SIGN - a sign affixed to the surface of a window with its message intended to be visible to and readable from the public way or from adjacent property.

(Ord. 862, 6/14/2007, §1002)

§19-103. General Sign Types.

General sign types and the computation of sign area shall be as depicted in Figures 19-103.1(1) through 19-103.1(4).

(Ord. 862, 6/14/2007, §1003)

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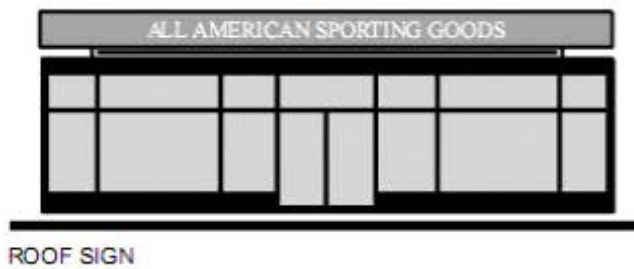
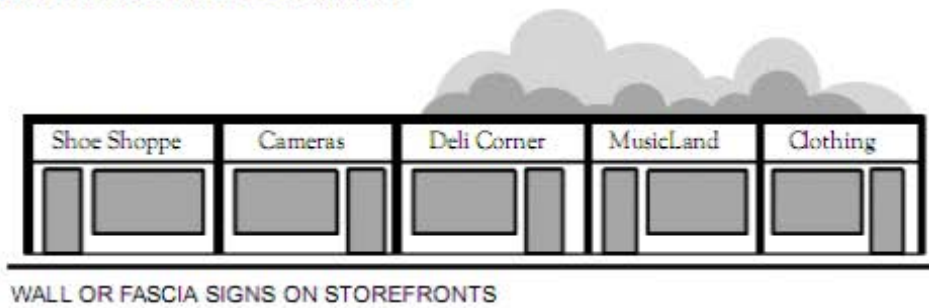
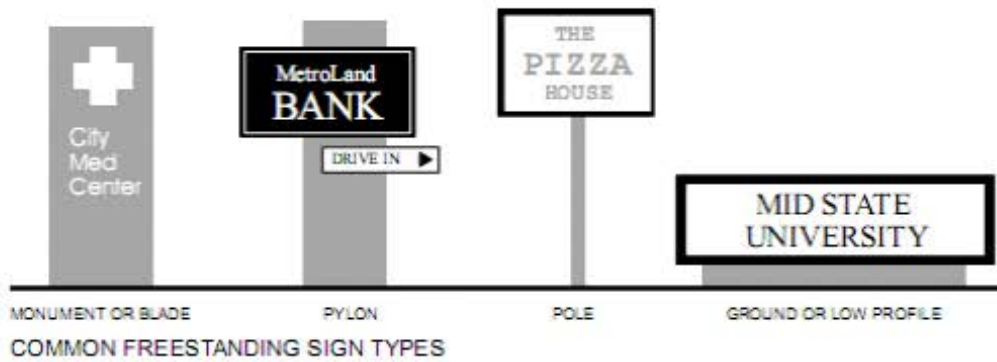


Figure 19-103.1(1)
General Sign Types

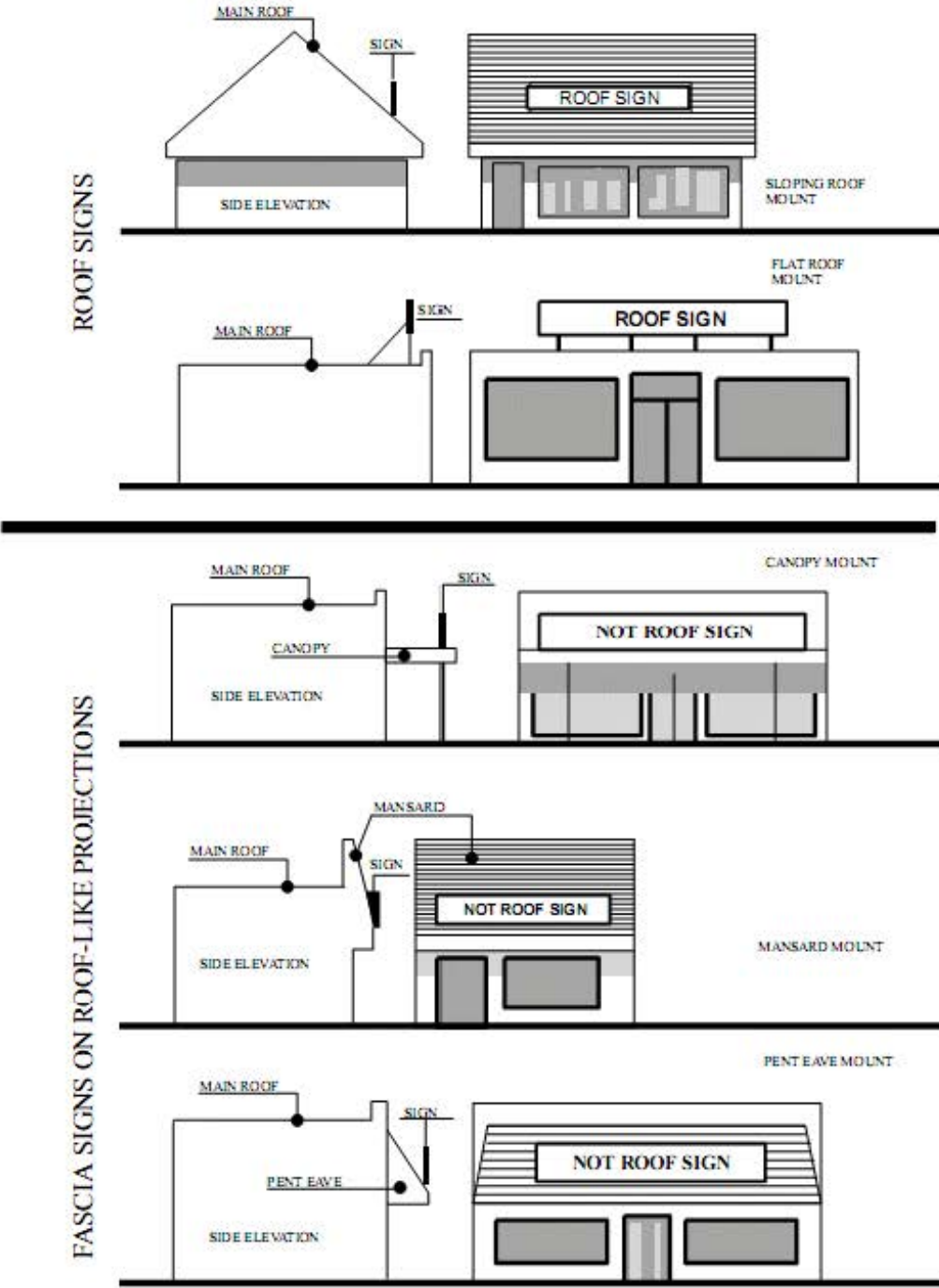
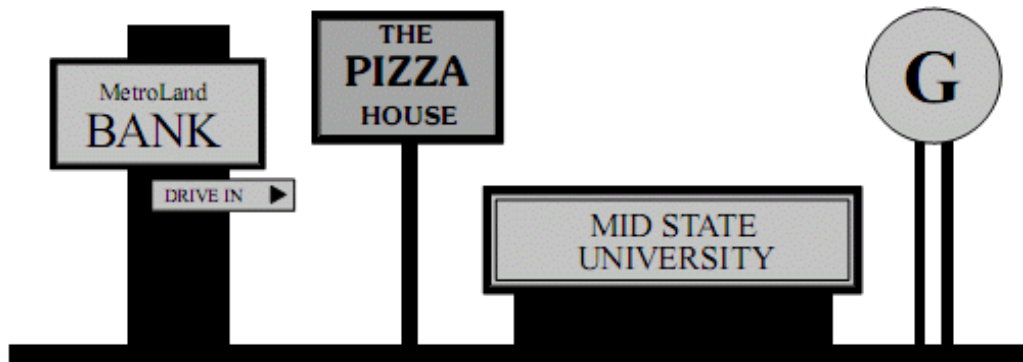
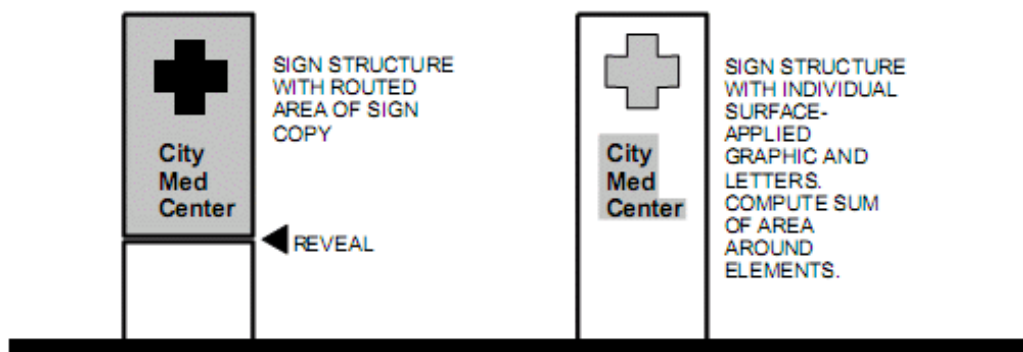


Figure 19-103.1(2)
Comparison–Roof and Wall or Fascia Signs

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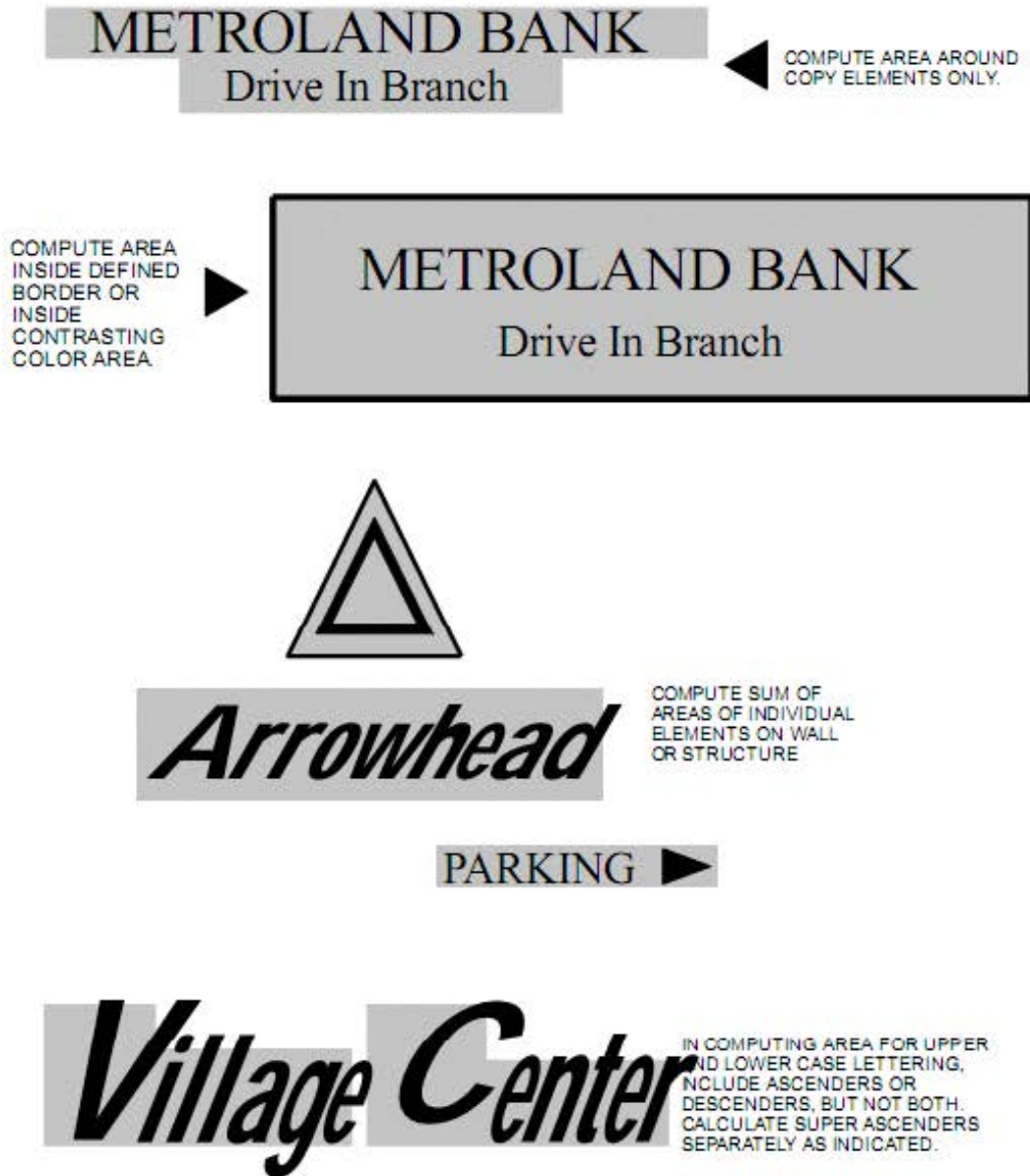


SIGN STRUCTURES



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

Figure 19-103.1(3)
Sign Area-Computation Methodology



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

Figure 19-103.1(4)
Sign Area–Computation Methodology

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§19-104. General Provisions.

1. **Conformance to Codes.** Any sign hereafter erected shall conform to the provisions of this Part and the provisions of the *International Building Code* and of any other ordinance or regulation within this jurisdiction.
2. **Signs in Rights-of-Way.** No sign other than an official traffic sign or similar sign shall be erected within 2 feet (610 mm) of the lines of any street, or within any public way, unless specifically authorized by other ordinances or regulations of this jurisdiction or by specific authorization of the code official.
3. **Projections over Public Ways.** Signs projecting over public walkways shall be permitted to do so only subject to the projection and clearance limits either defined herein or, if not so defined, at a minimum height of 10 feet from grade level to the bottom of the sign. Signs, architectural projections or sign structures projecting over vehicular access areas must conform to the minimum height clearance limitations imposed by the jurisdiction for such structures.
4. **Traffic Visibility.** No sign or sign structure shall be erected at the intersection of any street in such a manner as to obstruct free and clear vision, nor at any location where by its position, shape or color it may interfere with or obstruct the view of or be confused with any authorized traffic sign, signal or device.
5. **Computation of Frontage.** If a premises contains walls facing more than one property line or encompasses property frontage bounded by more than one street or other property usages, the sign area(s) for each building wall or property frontage will be computed separately for each building wall or property line facing a different frontage. The sign area(s) thus calculated shall be permitted to then be applied to permitted signs placed on each separate wall or property line frontage.
6. **Animation and Changeable Messages.** Animated signs, except as prohibited in §19-106, are permitted in commercial and industrial zones only. Changeable signs, manually activated, are permitted for nonresidential uses in all zones. Changeable signs, electrically activated, are permitted in all nonresidential zones.
7. **Maintenance, Repair and Removal.** Every sign permitted by this Part shall be kept in good condition and repair. When any sign becomes insecure, in danger of falling or is otherwise deemed unsafe by the code official, or if any sign shall be unlawfully installed, erected or maintained in violation of any of the provisions of this Part, the owner thereof or the person or firm using same shall, upon written notice by the code official forthwith in the case of immediate danger, and in any case within not more than 10 days, make such sign conform to the provisions of this Part, or shall remove it. If within 10 days the order is not complied with, the code official shall be permitted to remove or cause such sign to be removed at the expense of the owner and/or the user of the sign.
8. **Obsolete Sign Copy.** Any sign copy that no longer advertises or identifies a use conducted on the property on which said sign is erected must have the sign copy

covered or removed within 30 days after written notification from the code official; and, upon failure to comply with such notice, the code official is hereby authorized to cause removal of such sign copy, and any expense incident thereto shall be paid by the owner of the building, structure or ground on which the sign is located.

9. **Nonconforming Signs.** Any sign legally existing at the time of the passage of this Part that does not conform in use, location, height or size with the regulations of the zone in which such sign is located, shall be considered a legal nonconforming use or structure and shall be permitted to continue in such status until such time as it is either abandoned or removed by its owner, subject to the following limitations:
 - A. Structural alterations or re-erection are permissible only where such alterations will not increase the degree of nonconformity of the signs.
 - B. Any legal nonconforming sign shall be removed or rebuilt without increasing the existing height or area if it is damaged, or removed if allowed to deteriorate to the extent that the cost of repair or restoration exceeds 50% of the replacement cost of the sign as determined by the code official.
 - C. Signs that comply with either paragraph .A or .B above need not be permitted under the requirements of this Part.

(Ord. 862, 6/14/2007, §1004)

§19-1005. Exempt Signs.

1. **Exempt Signs.** The following signs shall be exempt from the provisions of this Part. No sign shall be exempt from §19-104.4.
 - A. Official notices authorized by a court, public body or public safety official.
 - B. Directional, warning or information signs authorized by Federal, State or municipal governments.
 - C. Memorial plaques, building identification signs and building cornerstones when cut or carved into a masonry surface or when made of noncombustible material and made an integral part of the building or structure.
 - D. The flag of a government or noncommercial institution, such as a school.
 - E. Religious symbols and seasonal decorations within the appropriate public holiday season.
 - F. All no trespassing signs.
 - G. Street address signs and combination nameplate and street address signs that contain no advertising copy and which do not exceed 1.5 square foot in area.

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- H. Directional signs for hospitals, fire, schools, libraries, churches, and other similar occupancies and limited to 1.5 square foot each at 3 different locations maximum.

(Ord. 862, 6/14/2007, §1005)

§19-106. Prohibited Signs.

1. **Prohibited Signs.** The following devices and locations shall be specifically prohibited:
 - A. Signs located in such a manner as to obstruct or otherwise interfere with an official traffic sign, signal or device, or obstruct or interfere with a driver's view of approaching, merging or intersecting traffic.
 - B. Except as provided for elsewhere in this Chapter, signs encroaching upon or overhanging public right-of-way. No sign shall be attached to any utility pole, light standard, street tree or any other public facility located within the public right-of-way.
 - C. Signs which blink, flash or are animated by lighting in any fashion that would cause such signs to have the appearance of traffic safety signs and lights, or municipal vehicle warnings from a distance.
 - D. Portable signs except as allowed for temporary signs.
 - E. Any sign attached to, or placed on, a vehicle or trailer parked on public or private property, except for signs meeting the following conditions:
 - (1) The primary purpose of such a vehicle or trailer is not the display of signs.
 - (2) The signs are magnetic, decals or painted upon an integral part of the vehicle or equipment as originally designed by the manufacturer, and do not break the silhouette of the vehicle.
 - (3) The vehicle or trailer is in operating condition, currently registered and licensed to operate on public streets when applicable, and actively used or available for use in the daily function of the business to which such signs relate.
 - F. Vehicles and trailers are not used primarily as static displays, advertising a product or service, nor utilized as storage, shelter or distribution points for commercial products or services for the general public.
 - G. Balloons, streamers or pinwheels except those temporarily displayed as part of a special sale, promotion or community event. For the purposes of this

subsection, “temporarily” means no more than 20 days in any calendar year.

(Ord. 862, 6/14/2007, §1006)

§19-107. Permits.

1. **Permits Required.** Unless specifically exempted, a permit must be obtained from the code official and the required fee paid for the erection and maintenance of all signs erected or maintained within this jurisdiction and in accordance with other ordinances of this jurisdiction. Exemptions from the necessity of securing a permit, however, shall not be construed to relieve the owner of the sign involved from responsibility for its erection and maintenance in a safe manner and in a manner in accordance with all the other provisions of this Part.
2. **Construction Documents.** Before any permit is granted for the erection of a sign or sign structure requiring such permit, construction documents shall be filed with the code official showing the dimensions, materials and required details of construction, including loads, stresses, anchorage and any other pertinent data. The permit application shall be accompanied by the written consent of the owner or lessee of the premises upon which the sign is to be erected and by engineering calculations signed and sealed by a registered design professional where required by the *International Building Code*. The code official may waive construction documents.
3. **Changes to Signs.** No sign shall be structurally altered, enlarged or relocated except in conformity to the provisions herein, nor until a proper permit, if required, has been secured. The changing or maintenance of movable parts or components of an approved sign that is designed for such changes, or the changing of copy, business names, lettering, sign faces, colors, display and/or graphic matter, or the content of any sign shall not be deemed a structural alteration.
4. **Permit Fees.** Permit fees to erect, alter or relocate a sign shall be in accordance with the fee schedule adopted within this jurisdiction and are separate from any building permit fee.

(Ord. 862, 6/14/2007, §1007)

§19-108. Specific Sign Requirements.

1. **Identification Signs.** Identification signs shall be in accordance with subsections .1.A through .1.C.
 - A. **Wall Signs.** Every single-family residence, multiple-family residential complex, commercial or industrial building, and every separate nonresidential building in a residential zone may display wall signs per street frontage subject to the limiting standards set forth in Table 19-108.1.A(1). For shopping centers, planned industrial parks or other multiple occupancy nonresidential buildings,

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the building face or wall shall be calculated separately for each separate occupancy, but in no event will the allowed area for any separate occupancy be more than 1 square foot for each square foot of frontage for each occupancy.

Table 19-108.1.A(1) Identification Sign Standards–Wall Signs	
Land Use	Aggregate Area (square feet)
Single-family residential	1
Multiple-family residential	2
Nonresidential in a residential zone	30
Commercial and industrial	See Table 19-108.1.A(2)

For SI: 1 square foot = 0.0929 m².

Table 19-108.1.A(2) Sign Area	
Distance of Sign from Road or Adjacent Commercial or Industrial Zone	Maximum Square Footage of Each Sign
0 to 100 feet	30
101 to 300 feet	40
Over 301 feet	50

For SI: 1 foot = 304.8 mm.

- B. **Free-Standing Signs.** In lieu to any allowable wall signs, every single-family residential subdivision, multiple-family residential complex, commercial or industrial building, and every separate nonresidential building in a residential zone shall be permitted to display free-standing or combination signs per street frontage subject to the limiting standards set forth in Table 19-108.1.B.

Table 19-108.1.B Identification Sign Standards–free-standing Signs^{a,b}				
Land Use	Number of Signs	Height (feet)	Area (square feet)	Spacing
Single-family residential	One per entrance	5	30	1 per subdivision entrance ^a
Multiple-family residential	One per entrance	5	30	1 per driveway ^a
Nonresidential in a residential zone	Not permitted	N/A	N/A	N/A

Land Use	Number of Signs	Height (feet)	Area (square feet)	Spacing
Commercial and industrial	One per street front	15	See Figure 1008.1.1(2)	100 feet

For SI: 1 foot = 304.8 mm. 1 square foot = 0.0929 m². 1 acre = 4047 m².

^a For subdivision or apartment identification signs placed on a decorative entry wall approved by the code official, two identification signs shall be permitted to be placed at each entrance to the subdivision or apartment complex, one on each side of the driveway or entry drive.

^b For shopping centers or planned industrial parks, two monument-style free-standing signs not exceeding 50% each of the permitted height and area, and spaced not closer than 100 feet to any other free-standing identification sign, shall be permitted to be allowed in lieu of any free-standing sign otherwise permitted in Table 19-108.1.B.

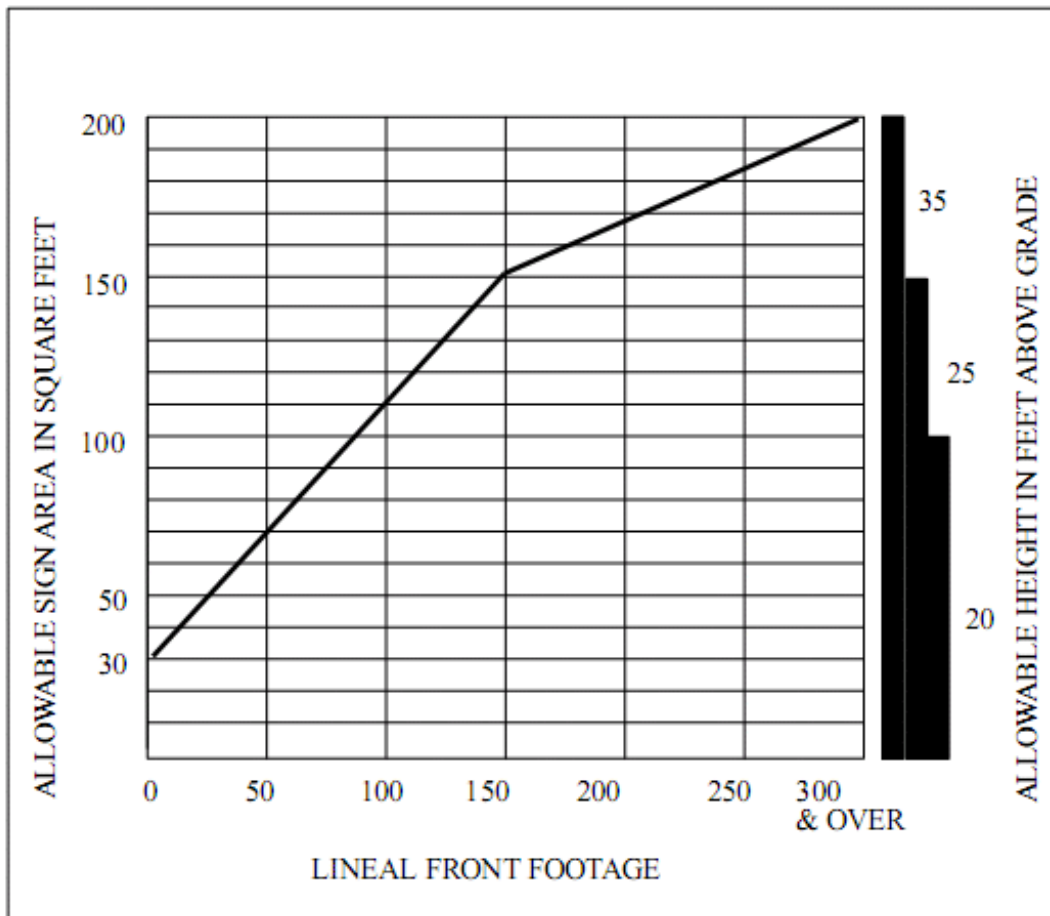


Figure 19-108.1.B(1)
Allowable Sign Areas and Height Requirement Determinations

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- C. **Directional Signs.** No more than two directional signs shall be permitted per street entrance to any lot. There shall be no limit to the number of directional signs providing directional information interior to a lot. In residential zones, the maximum area for directional signs shall be 1 square feet. For all other zones, the maximum area for any directional sign visible from adjacent property or rights-of-way shall be 1 square feet. Not more than 20% of the area of any directional sign shall be permitted to be devoted to business identification or logo, which area shall not be assessed as identification sign area.
2. **Temporary Signs.** Temporary signs shall be in accordance with subsections .2.A through .2.F.
- A. **Real Estate Signs.** Real estate signs shall be permitted in all zoning districts, subject to the following limitations:
- (1) Real estate signs located on a single residential lot shall be limited to one sign, not greater than 2 feet in height and 6 square feet in area. The sign shall be removed within 10 days after sale of lot or home.
 - (2) Real estate signs advertising the sale of lots located within a subdivision shall be limited to one sign per entrance to the subdivision, and each sign shall be no greater than 9 square feet in area nor more than 3 feet in height. All signs permitted under this Section shall be removed within 10 days after sale of the last original lot.
 - (3) Real estate signs advertising the sale or lease of space within commercial or industrial buildings shall be no greater than 6 square feet in area nor and shall be limited to one sign per street front.
 - (4) Real estate signs advertising the sale or lease of vacant commercial or industrial land shall be limited to one sign per street front, and each sign shall be no greater than 8 square feet.
 - (5) Real estate signs shall be removed not later than 10 days after execution of a lease agreement in the event of a lease, or the closing of the sale in the event of a purchase.
- B. **Development and Construction Signs.** Signs temporarily erected during construction to inform the public of the developer, contractors, architects, engineers, the nature of the project or anticipated completion dates, shall be permitted in all zoning districts, subject to the following:
- (1) Such signs on a single residential lot shall be limited to one sign, not greater than 8 square feet in area.
 - (2) Such signs for a residential subdivision or multiple residential lots shall be limited to one sign, at each entrance to the subdivision or on one of the lots to be built upon, and shall be no greater than 10 square feet in

area.

- (3) Such signs for nonresidential uses in residential districts shall be limited to one sign, and shall be no greater than 10 square feet in area.
- (4) Such signs for commercial or industrial projects shall be limited to one sign per street front, not to exceed 25 square feet in total area for each sign. These limitations shall apply to all projects regardless of total lot area under development.
- (5) Development and construction signs may not be displayed until after the issuance of construction permits by the building official, and must be removed not later than 24 hours following issuance of an occupancy permit for any of all portions or the project.

C. **Special Promotion, Seasonal and/or Holiday Promotions, Event and Grand Opening Signs.** Signs temporarily displayed to advertise special promotions, seasonal and or holiday promotions, events and grand openings shall be permitted for nonresidential uses in a residential district, and for all commercial and industrial districts subject to the following limitations:

- (1) Such signs shall be limited to one sign per street front.
- (2) No sign shall be displayed without first obtaining a sign permit from the Borough Code Official or Building Inspector and paying the required sign permit fee and any building permit fee for the erection of any sign, if structurally required.
- (3) Such signs except seasonal or holiday promotional signs, may be displayed for not more than 30 consecutive days in any 2-month period, and not more than 60 days in any calendar year. The signs shall be erected no more than 5 days prior to the event or grand opening, and shall be removed not more than 2 days after the event or grand opening.
- (4) Seasonal and or holiday promotional signs may not be displayed more than 30 days total combined before or after the holiday period as determined by the sign permit application submitted by applicant.
- (5) Any promotion sign issued with a permit shall not be included in the determination of permitted signs allowed using the lineal front footage method and Figure 19-108.1.B(1).
- (6) Seasonal, promotional, and holiday signs shall not exceed 30 square feet each.

D. **Special Event Signs in Public Ways.** Signs advertising a special community event shall not be prohibited in or over public rights-of-way, subject to approval by the code official as to the size, location and method of erection. The code

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official may not approve any special event signage that would impair the safety and convenience of use of public rights-of-way, or obstruct traffic visibility.

E. **Portable Signs.** Portable signs shall be permitted only in the commercial districts, as designated by Borough zoning ordinances [Chapter 27], subject to the following limitations:

- (1) No more than one such sign may be displayed on any property, and shall not exceed a height of 5 feet nor an area 30 square feet.
- (2) Such signs shall be displayed not more than 30 days in any calendar year and not on public property.
- (3) Any electrical portable signs shall comply with the Uniform Construction Code [Chapter 5, Part 1] as adopted in this jurisdiction.
- (4) No portable sign shall be displayed prior to obtaining a sign permit.

F. **Political Signs.** Political signs shall be permitted in all zoning districts, subject to the following limitations:

- (1) Such signs shall not exceed a height of 15 feet nor an area of 8 square feet.
- (2) Such signs for election candidates or ballot propositions shall be displayed only for a period of 21 days preceding the election and shall be removed within 5 days after the election.
- (3) Such signs shall not be placed in any public right-of-way or obstruct traffic visibility.

3. **Requirements for Specific Sign Types.** Signs of specific type shall be in accordance with subsections .3.A through .3.G.

A. **Canopy and Marquee Signs.**

- (1) The permanently-affixed copy area of canopy or marquee signs shall not exceed an area equal to 25% of the face area of the canopy, marquee or architectural projection upon which such sign is affixed or applied.
- (2) Graphic striping, patterns or color bands on the face of a building, canopy, marquee or architectural projection shall not be included in the computation of sign copy area.

B. **Awning Signs.**

- (1) The copy area of awning signs shall not exceed an area equal to 25% of the background area of the awning or awning surface to which such a

sign is affixed or applied, or the permitted area for wall or fascia signs, whichever is less.

- (2) Neither the background color of an awning, nor any graphic treatment or embellishment thereto such as striping, patterns or valances, shall be included in the computation of sign copy area.

C. Projecting Signs.

- (1) Projecting signs shall be permitted in lieu of freestanding signage on any street frontage limited to one sign per occupancy along any street frontage with public entrance to such an occupancy, and shall be limited in height and area to 15 square feet. Swinging signs shall not be permitted.
- (2) No such sign shall extend vertically above the highest point of the building facade upon which it is mounted by more than 2 feet.
- (3) Such signs shall not extend over a public sidewalk in excess of 30% of the width of the sidewalk.
- (4) Such signs shall maintain a clear vertical distance above any public sidewalk a minimum of 10 feet.

D. Under Canopy Signs.

- (1) Under canopy signs shall not be permitted or approved within the Borough of East McKeesport.

E. Roof signs.

- (1) Roof signs shall not be permitted or approved within the Borough of East McKeesport.

F. Window Signs. Window signs shall be permitted for any nonresidential use in a residential district, and for all commercial and industrial districts, subject to the following limitations:

- (1) The aggregate area of all such signs shall not exceed 20% of the window area on which such signs are displayed. Window panels separated by muntins or mullions shall be considered as one continuous window area.
- (2) No window sign shall be permitted if said sign shall block or obstruct a view which is unsafe for customers or pedestrians using the occupancy.
- (3) Window signs shall be included in the determination of allowable signs and area permitted by any occupancy under this Part.

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- (4) No window sign or any other approved sign shall include statements, words, or pictures that are considered to be vulgar, obscene, or pornographic.
 - (5) Window signs shall not be used in a residential dwelling to promote any nonresidential use or product unless such residence is zoned for commercial use and a commercial occupancy certificate is obtained by the owner.
- G. **Menu Boards.** Menu board signs shall not be permitted to exceed 50 square feet (4.6 m²).

(Ord. 862, 6/14/2007, §1008)

§19-109. Signs for Development Complexes.

1. **Master Sign Plan Required.** All landlord or single-owner controlled multiple-occupancy development complexes on parcels exceeding 8 acres (32 376 m²) in size, such as shopping centers or planned industrial parks, shall submit to the code official a master sign plan prior to issuance of new sign permits. The master sign plan shall establish standards and criteria for all signs in the complex that require permits, and shall address, at a minimum, the following:
 - A. Proposed sign locations.
 - B. Materials.
 - C. Type of illumination.
 - D. Design of free-standing sign structures.
 - E. Size.
 - F. Quantity.
 - G. Uniform standards for non-business signage, including directional and informational signs.
2. **Development Complex Sign.** In addition to the freestanding business identification signs otherwise allowed by this Part, every multiple-occupancy development complex shall be entitled to one free-standing sign per street front, at the maximum size permitted for business identification freestanding signs, to identify the development complex. No business identification shall be permitted on a development complex sign. Any free-standing sign otherwise permitted under this Part may identify the name of the development complex.
3. **Compliance with Master Sign Plan.** All applications for sign permits for signage

within a multiple-occupancy development complex shall comply with the master sign plan.

4. **Amendments.** Any amendments to a master sign plan must be signed and approved by the owner(s) within the development complex before such amendment will become effective.

(Ord. 862, 6/14/2007, §1009)

§19-110. Other Sign Provisions and Area and Height Determinations All Occupancies

1. **Area and Height Determinations.** All occupancies shall be allowed the permitted total square footage area of signs as determined by Figure 19-108.1.B(1). The lineal frontage shall be computed as per §19-104.5 of this Part.
2. **Interpretations.** The interpretation and application of the provisions of this Part shall be by the code official. An appeal of an interpretation by the code official shall be submitted to the Board of Zoning of the Borough of East McKeesport, who, unless otherwise provided, is authorized to interpret this Part or code, and such interpretation shall be considered final.
3. **Liability.** The building code official, or designee, charged with the enforcement of this Chapter, acting in good faith and without malice in the discharge of the duties described in this Chapter, shall not be personally liable for any damage that may accrue to persons or property as a result of an act or by reason of an act or omission in the discharge of such duties. A suit brought against the code official or employee because such act or omission performed by the code official or employee in the enforcement of any provision of such codes or other pertinent laws or ordinances implemented through the enforcement of this Chapter or enforced by the enforcement agency shall be defended by the jurisdiction until final termination of such proceedings, and any judgment resulting there from shall be assumed by the jurisdiction.

This Part shall not be construed to relieve from or lessen the responsibility of any person owning, operating or controlling any building or parcel of land for any damages to persons or property caused by defects, nor shall the enforcement agency or its jurisdiction be held as assuming any such liability by reason of the reviews or permits issued under this Chapter.

4. **Cooperation of Other Officials and Officers.** The code official shall be authorized to request, and shall receive so far as is required in the discharge of the duties described in this Part, the assistance and cooperation of other officials of the jurisdiction.

(Ord. 862, 6/14/2007, §1010)

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§19-111. Existing Borough Signage.

1. **General.** This Section addresses the existing signage and sign permits issued by the Borough of East McKeesport prior to the adoption of this Part.
2. **Existing Signs.** The existing Borough signs including those signs which are non-conforming shall be considered legal and lawful if the following conditions are maintained.
 - A. Existing sign must have sign permit issued by the Borough of East McKeesport prior to ordinance adoption.
 - B. All sign permit fees have been paid within 30 days of billing date on yearly basis since date of sign permit issuance.
 - C. All signs with valid sign permits have been maintained and not altered in any way including size, location, message, wording, or other identifiable change.
3. **Unlawful and Illegal Existing Signs.** All existing signs which do not have an existing sign permit as of the date of the adoption of this Part shall be considered unlawful and illegal and shall be removed within 30 days. All existing conforming and nonconforming signs shall become unlawful and illegal if any of the provisions of subsection .2 are not maintained or established. If any sign becomes unlawful or illegal, the property owner, or property occupant, must remove signs within 30 days or make application for a new sign permit and conform with this Part.

(Ord. 862, 6/14/2007, §1011)

§19-112. Miscellaneous Provisions.

1. **General.** This Section shall be applicable to all signs and sign permits issued by the Borough effective immediately after the adoption of this Part by the Borough.
2. **General Sign Requirements and Appeals.** All signs must comply with the following requirements if applicable:
 - A. No sign shall exceed 30 square feet in area if not approved or regulated elsewhere within this Part.
 - B. All sign lighting, if permitted, shall be placed so as to not illuminate any adjoining property areas.
 - C. No sign shall extend beyond the corners of any building or structure or above any roof line of any building.
 - D. All signs must be displayed on the permitted address.

- E. Any sign permit application not approved by the building code official shall not be permitted unless approved by the Zoning Board of the Borough of East McKeesport. All appeals must be filed within 21 days of denial of application.
3. **Joint Agreements and Ordinances.** If in the event that the governing body of the Borough of East McKeesport enters into a joint agreement or ordinance with any other lawful governing body and said agreement or ordinance is in conflict with this Part, the building code official or other designated person shall interpret and enforce the most restrictive terms and conditions of either this Part or the joint agreement or joint ordinance. This Section shall apply to any joint agreement or joint ordinance entered into prior to or after the adoption of this Part.
4. **Signs Permit Fees.** The governing council of the Borough of East McKeesport shall have the authority to amend sign permit fees as council determines is appropriate under separate ordinance or resolution.
5. **Building Code Violations.** The building code official shall not issue any sign permit to any sign permit applicant if there are any outstanding building code violations present at sign permit location on the day of application as evidenced by a previously issued notice of violation, citation, or other directive of the building code official. The building code official shall not issue a sign permit until all code violations are corrected.

(Ord. 862, 6/14/2007, §1012)

