

**EAST MARLBOROUGH TOWNSHIP  
CHESTER COUNTY, PENNSYLVANIA**

**SIGN PERMIT**

**721 UNIONVILLE ROAD  
KENNETT SQUARE, PA 19348  
610-444-0725  
Fax: 610-444-1380**

**Name** \_\_\_\_\_

**Address** \_\_\_\_\_

**Location of Proposed Sign** \_\_\_\_\_

**Zoning District** \_\_\_\_\_

**Size and Materials of Construction** \_\_\_\_\_

\_\_\_\_\_

**(Please attach a sketch)**

**Set-Back Distances** \_\_\_\_\_

**Fee** \_\_\_\_\_ **Date** \_\_\_\_\_

**Approved (Zoning Officer)** \_\_\_\_\_

**ARTICLE XVII  
SIGNS**

**SECTION 1701. CONFORMANCE REQUIRED**

Any Sign hereafter erected or maintained shall conform with the provisions of this Article and any other ordinance or regulations of the Township of East Marlborough relating thereto. See §1904 for regulations affecting non-conforming Signs.

**SECTION 1702. DEFINITIONS**

- A. **ACCESSORY USE SIGNS**  
Signs which designate Home Occupations.
- B. **ARTISAN SIGN**  
Temporary advertising Signs of workmen performing services at or Alterations to a building or premises.
- C. **BULLETIN BOARD**  
A Sign of permanent character, but with movable letters, words or numerals, indicating the names of persons associated with or events conducted upon or products or services offered upon the premises upon which such a Sign is maintained.
- D. **BUSINESS SIGN**  
A Sign directing attention to a business, commodity, service or entertainment conducted, sold or offered upon the same premises as those upon which the Sign is maintained.
- E. **DEVELOPMENT SIGN**  
A Sign indicating that the premises is in the process of being subdivided and developed for the construction of Dwellings or other buildings.
- F. **DIRECTIONAL SIGN**  
A Sign conveying instructions with respect to the premises on which it is maintained, such as the entrance and exit of a parking area, a warning Sign, a danger Sign and similar Signs.
- G. **FREESTANDING SIGN**  
A detached Sign which shall include any Sign supported by uprights or braces placed upon or in or supported by the ground and not attached to any building.
- H. **IDENTIFICATION SIGN**  
A Sign, other than a bulletin board or nameplate Sign, indicating the name of a permitted use, the name or address of a building or the name of the management thereof.

- I. **ILLUMINATED SIGN**  
A non-flashing or non-Twinkling Sign which has characters, letters, figures, designs or outlines illuminated by direct or indirect electric lighting or luminous tubes as part of the Sign.
- J. **NAMEPLATE SIGN**  
A Sign which designates the name and address of an occupant or group of occupants.
- K. **OFFICIAL TRAFFIC SIGN**  
Signs erected by the Commonwealth of Pennsylvania Department of Transportation or the Township of East Marlborough which are designed to regulate traffic or to describe road conditions.
- L. **OFF-SITE DIRECTIONAL SIGNS**  
Non-illuminated Signs used to direct patrons, members or audiences to service clubs, Churches, Schools, non-profit organizations, or other public or quasi-public sites or facilities. Such Signs shall indicate only the name of the facility, organization or site, including location of meetings, the direction in which it is located and approximate distance and shall not exceed two (2) square feet in area. No more than two (2) such Signs shall be permitted within the Township, unless otherwise approved by the Board of Supervisors.
- M. **PROFESSIONAL SIGNS**  
Signs which indicate the profession of a doctor of medicine, veterinarian, dentist, teacher, artist, architect, musician, lawyer, district justice, or practitioner of similar character.
- N. **PROJECTING SIGN**  
A display Sign which is attached directly to any building wall and which extends more than twelve (12) inches from the face of the wall.
- O. **REAL ESTATE SIGN**  
A temporary Sign indicating the sale, rental or lease of the premises on which the Sign is located.
- P. **SIGN AREA or SIZE**  
Includes, the entire Sign, together with all moldings, battens, cappings, nailing strips, latticing, and platforms which are attached and are part of the Sign proper or incidental to its decoration. For the purposes of this Article, Signs which are composed of letters, works, or representations only and which 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 representation.
- Q. **TEMPORARY SIGNS**  
A Sign notifying of or advertising a special event, such as festivals, concerts, or exhibits, or sale of seasonal agricultural products, being displayed for not more than forty-five (45) days in duration.

## R. WALL SIGNS

Any Sign erected against the wall of any building, or displayed on windows or doors, or displayed with the exposed face thereof in a plan parallel to the face of said wall, window, or door and which Sign is mounted at a distance measured perpendicular to said wall not greater than twelve (12) inches.

**SECTION 1703. SIGNS IN NON-COMMERCIAL DISTRICTS**

The following types of Signs and no others shall be permitted in the R-B and R-M and for residential uses in all other Districts, except as otherwise provided in the district regulations: [Amended 2-8-99 by Ord. No. 99-1]

- A. Official traffic Signs
- B. Professional Accessory Use or nameplate Signs, provided that:
  - 1. The size of any such Sign shall not exceed two hundred (200) square inches.
  - 2. Not more than one (1) such Sign shall be erected for each permitted use or Dwelling Unit.
- C. Identification Signs for farms or estates, Schools, Churches, Hospitals, and similar permitted uses other than Dwellings, provided that:
  - 1. The size of any such Sign shall not exceed twenty (20) square feet.
  - 2. Not more than two (2) such Signs shall be placed on premises held in single and separate ownership unless such premises fronts on more than one (1) Street, in which case two (2) such Signs may be erected on each Street frontage.
- D. Identification Signs for subdivisions, or Multi-Family developments, provided that:
  - 1. The size of any such Sign shall not exceed twenty (20) square feet.
  - 2. Not more than one (1) such Sign shall be placed on premises held in single and separate ownership unless such premises fronts on more than one (1) Street, in which case one (1) such Sign may be erected on each Street frontage.
- E. Real Estate Signs, including:
  - 1. Signs advertising the sale or rental of premises, providing that:
    - a. the size of any such Sign shall not exceed nine (9) square feet, and that
    - b. not more than one (1) such Sign shall be placed on premises held in single and separate ownership unless such premises front on more than one (1) Street, in which event one (1) such Sign may be placed on each frontage.
  - 2. Development Signs, provided that:

- a. the size of any such Sign shall not exceed nine (9) square feet,
  - b. not more than one (1) such Sign shall be erected for each two hundred fifty (250) feet of Street frontage, and
  - b. all such Signs shall be removed upon completion of active work on the development.
- F. "No Trespassing" Sign or Sign indicating the private nature of a driveway or premises, provided that the size of any such Sign shall not exceed two (2) square feet.
- G. Artisans' Signs, provided that:
- 1. Such Signs shall be erected only on the premises where such work is being performed.
  - 2. The size of any such Sign shall not exceed four (4) square feet.
  - 3. Such Signs shall be removed promptly upon completion of active work.
- H. Bulletin board Signs for Churches and Schools, provided that the Sign area does not exceed twelve (12) square feet.
- I. Signs on Non-Conforming Use premises, provided that:
- 1. The total area of all such Signs relating to a single use at the effective date of this chapter by which any Sign shall be made non-conforming shall not be increased.
  - 2. No such Sign shall be enlarged or relocated except when authorized as a Special Exception by the Zoning Hearing Board. This shall not apply to repair and maintenance of existing Signs. A non-conforming Sign which has been damaged or destroyed by fire or other casualty may be reconstructed in its former location and to its former dimensions and used for the same purpose for which it was used before its damage or destruction provided that a Sign permit for such reconstruction shall be applied for within one (1) year from the date of damage or destruction.
- J. Temporary Signs, provided that:
- 1. The size of such Sign shall not exceed sixteen (16) square feet.
  - 2. The Sign shall be removed immediately upon completion of the special event, but in no event later than forty-five (45) days after issuance of permit as required §2004(B).

**SECTION 1704. SIGNS IN COMMERCIAL, MULTIPLE USE AND LIMITED INDUSTRIAL DISTRICTS**

The following types of Signs shall be permitted for non-residential uses in the C-1, C-2, WMU, MU, LMU and LI Districts: [ Amended 2-8-99 by Ord. No. 99-1]

- A. Any Sign permitted in residence districts which relates to a use permitted in the district.
- B. Real estate Signs advertising the sale or rental of premises, provided that:
  - 1. The size of any such Sign shall not exceed sixteen (16) square feet.
  - 2. Not more than one (1) such Sign shall be placed on premises held in single and separate ownership unless such premises fronts on more than one (1) Street, in which case one (1) such Sign may be placed on each Street frontage.
- C. Business or related Signs as follows:
  - 1. Business or similar Signs in conjunction with a permitted uses, provided that:
    - a. the total area on one (1) side of all Signs placed on or facing any one (1) Street frontage of any one (1) premises shall not exceed one (1) square foot for each lineal foot of building frontage.
    - b. The total area on one (1) side of any one (1) freestanding Sign shall in no case exceed thirty (30) square feet for a single business on a Lot or sixty (60) square feet for a sign advertising multiple businesses on a Lot. Only one (1) freestanding sign shall be permitted for any Lot, except for corner Lots where one freestanding sign shall be permitted for each street frontage.

#### **SECTION 1705. GENERAL REGULATIONS**

The following restrictions shall apply to all permitted Sign uses:

- A. No Sign shall be placed in such a position that it will cause danger to traffic on a Street by obscuring the view.
- B. No Sign, other than Signs authorized by §1703(A) shall be erected within the lines of any public Street or public sidewalk or shall be closer to a curb or edge of Street cartway than ten (10) feet.
- C. No stringing of light bulbs or placing of luminaries which create the same effect; no animated Sign; and no Signs that revolve, swing, have movable parts, flashing lights, or reflectors shall be permitted. No advertising Sign, banner, pennant balance, spinners, or display constructed of cloth, canvas, wallboard, or other like materials shall be erected, suspended, or hung on any property except that the Zoning Officer may permit in the C-1 District the use of any such advertising Signs, banners, or displays constructed of cloth, light fabric, or other like material for a period for not more than thirty (30) days in any one (1) calendar year, provided that:
  - 1. No such Sign or display shall exceed in size the area permitted for permanent Sign as provided for each zoning district.
  - 2. No Sign shall be placed in such a position that it will cause danger to traffic on a Street by obscuring the view.

- D. No Sign shall project over a public highway.
- E. Each Sign must be maintained in good condition and repair.
- F. All Signs shall be made a harmonious part of the architectural design of a new commercial or limited industrial construction or major Alteration of existing buildings. Drawings submitted for Sign permits shall show size, location and illumination in detail.
- G. A Sign shall be erected only on the premises on which the use to which the Sign relates is conducted, except when permitted as a Conditional Use pursuant to §802(C)1.r, or an off-site directional Sign, as defined in §1702(L).
- H. Except in the C-2 and MU zoning districts, no Sign shall be illuminated except by concealed indirect lighting attached to the Sign itself.
- I. No Sign shall project above the lowest edge of the roof of a building.
- J. The area of one (1) side of a directional Sign shall not exceed six (6) square feet.
- K. All Signs shall be securely mounted or fastened to the building upon which they are erected or, if freestanding, must be securely and safely installed in the ground. The installation of all Signs must be approved by the Building Inspector.
- L. No freestanding Sign shall, at its highest point, be more than fifteen (15) feet from ground level.

**SECTION 1706. SIGNS IN HISTORIC DISTRICTS**

Any Sign proposed to be erected in the Historic District as defined in the Historic District Overlay Map shall comply with the provisions of §1214 hereof, in addition to the requirements of this Article.

Excerpt from Amendment 09-01 -  
approved 1/09

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Section 7.

In §202 ("Definitions of Terms"), the definition of "Sign" is hereby amended to read in its entirety as follows:

"SIGN

Any Structure or part thereof or any device, whether freestanding or attached to a building or a wall or painted or represented thereon, which shall display or include any letter, word, model, banner, pennant, insignia, device, trade flag, symbol, or representation which is in the nature of, or which is used as, an announcement, direction, or advertisement for commercial purposes or otherwise. A Sign includes a billboard, illuminated or neon tube, string of lights, or similar device outlining, attached to or hung upon any part of a Structure or Lot, but does not include the flag or insignia of any nation, group of nations, or governmental agency. See §1702 for definitions of specific types of Signs."

Section 8.

Subsection C ("Bulletin Board") of §1702 ("Definitions" with respect to Signage), is hereby amended to read in its entirety as follows:

"BULLETIN BOARD

A non-commercial Sign of permanent character, used in conjunction with an institution or organization, with movable letters, words or numerals, indicating the names of persons associated with or events conducted upon the premises upon which such a Sign is maintained; provided that no part of the Sign, including the movable letters, words or numbers on the Sign, may be illuminated either internally or with backlighting that projects light through the sign, whether by means of LED, neon, luminous or similar types of bulbs or tubes or otherwise."

Section 9.

Subsection T ("Temporary Signs") of §1702 ("Definitions" with respect to Signage), is hereby amended to read in its entirety as follows:

"TEMPORARY SIGNS

A Sign notifying of or advertising a special event, such as festivals, concerts or exhibits, or sale of seasonal agricultural products, being displayed for not more than fifteen (15) days in duration. A Temporary Sign may be portable."

Section 10.

Subsection C of §1705 ("General Regulations" with respect to Signage) is hereby amended to read in its entirety as follows:

"No stringing of light bulbs or placing of luminaries which create the same effect; no animated Sign; and no Signs that revolve, swing, have movable parts, flashing or twinkling lights, or reflectors shall be permitted. No advertising Sign, banner, pennant, balloon, spinners, or display, whether constructed of cloth, canvas, plastic, wallboard, or other

materials shall be erected, suspended, or hung on any property, except that the Zoning Officer may permit in the C-2 zoning district the use of any such advertising Signs, banners, or displays for a period of not more than seven (7) consecutive days nor more than twenty-eight (28) days in any one calendar year, provided that:

1. No such Sign or display shall (i) exceed the Height of signage permitted for permanent signage or (ii) cause the total area of signage to exceed in size the area permitted for permanent signage (determined by including the area of any existing permanent signage) as provided for in such zoning district.

2. No Sign shall be placed in such a position that it will cause danger to traffic on a Street or for interior circulation by obscuring or obstructing the view."

Section 11.

Subsection H of §1705 ("General Regulations" with respect to Signage) is hereby amended to read in its entirety as follows:

"H. Except in the C-2 Highway Commercial and MU Multiple Use zoning districts, (i) no Sign shall be illuminated either internally or with backlighting that projects light through the sign or shall use LED, neon, luminous or similar types of bulbs or tubes and (ii) no Illuminated Sign shall be permitted except a Sign that is illuminated externally by indirect lighting (i.e., not illuminated internally or with backlighting that projects light through the sign) emanating from an overhead source that shields the light from view and that is attached to the exterior of the Sign itself." ↙

Section 12.

The first clause of subsection N of §1705 ("General Regulations" with respect to Signage), is hereby amended to read in its entirety as follows:

"N. Changeable Copy Signs shall be subject to the restrictions set forth in subsection H of this §1705 and shall be permitted in conjunction with commercial uses only in the following circumstances:

1. Changeable copy shall not be used to advertise merchandise or special sales events.
2. Changeable copy shall be used only to display information required by law or regulation to be displayed, such as gasoline prices.
3. The sign area of a Changeable Copy Sign shall be included in the total permissible area of the sign."

Section 13.

The table in subsection D.1 ("Screening and Buffering") of §1812 ("Design Standards"), is hereby amended to read in its entirety as follows: