

ARTICLE XX

SIGNS

SECTION 2000. PURPOSES

In expansion of the Declaration of Legislative Intent found in Article I, Section 101 of this Ordinance, and the Statement of Community Development Objectives found in Article I, Section 102 of this Ordinance, the purpose of this Article, among others, is as follows:

- A. Recognize that signs perform an important function in identifying properties, businesses, services, residences, events, and other matters of interest to the public.
- B. Set standards and provide controls that permit reasonable use of signs while restricting the potential adverse visual effects of signs on the character of the Township.
- C. Control the size, number, location, and illumination of signs to reduce potential hazards caused by glare or obstruction of visibility, and to reduce visual clutter which results from competition among signs.
- D. Encourage signs which are attractively designed in order to enhance the economic value as well as the visual character of the various parts of the community.
- E. Establish criteria to encourage signs that are compatible with their surroundings, appropriate to the type of activity to which they pertain, complimentary to the architecture of the buildings involved, expressive of the identity of individual proprietors or of an integrated development's identity, and which are easily readable in the circumstances in which they are seen.

SECTION 2001. CLASSIFICATION OF SIGNS

- A. Temporary. Used or erected for a designated period of time.
- B. Permanent. Intended to remain for the life of the use they serve
- C. On-site. Erected on the premises to which they apply.
- D. Off-site. Located on premises other than to which they apply.
- E. Illuminated. Having internal or external lighting.
- F. Non-illuminated. Are not lighted.
- G. Private. Serving private interests.
- H. Public. Serving governmental purposes or those approved by governmental agencies to serve the common good.

SECTION 2002. TYPES OF SIGNS

- A. Awning Sign. A sign attached to, placed upon, or hung from any covered structure projecting from and supported by uprights or walls, and which is itself free standing or extends beyond the facade of the building wall; such as awning, canopy, or similar structure.

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- B. Banner/Pennant Sign. A sign made of fabric or any non-rigid material, with no enclosed framework.
- C. Freestanding Sign. A sign supported by one or more upright poles which are permanently anchored into the ground.
- D. Monument Sign. A sign attached to a brick, stone, or masonry wall or structure which forms a supporting base for the sign display. The wall area is not counted in the sign display area.
- E. Parallel Wall Sign. A sign mounted parallel to or painted on a wall or other vertical building surface, but does not extend beyond the edge of any wall, roof line or other surface to which it is mounted, and does not project more than one foot from the surface to which it is mounted.
- F. Portable Sign. Any sign, including vehicular signs, not permanently attached to the ground or a building.
- G. Projecting Wall Sign. Any sign mounted perpendicular to a wall or other vertical building surface, but does project more than four feet from the surface to which it is mounted, nor project above the wall, roof line, or surface to which it is mounted.
- H. Window Sign. A sign mounted or painted on a window, or inside a structure, such that it is intended to be seen through the window from the street.

SECTION 2003. GENERAL REQUIREMENTS

A. Area of a Sign.

1. The area of a sign shall be construed to include all lettering, wording, and accompanying designs and symbols, together with the background on which it is displayed, whether open or enclosed. The area of a sign shall not include any supporting framework, bracing, or decorative trim which is incidental to the copy content of the display itself. For signs without background, the area shall be that of the smallest rectangle which encompasses all of the letters, designs, and symbols.
2. Signs can be multi-sided. In the computation of the square-foot area of a double sided sign, only one side shall be considered; provided all faces are identical in size. If the interior angle formed by the faces of a multi-sided sign is greater than forty-five degrees, then all sides of such sign shall be considered in calculating the sign area.
3. A sign supported by more than one means shall have its area and height calculation determined by the type definition which has the most restrictive standards.
4. Wall sign area is calculated as a percentage of the total first floor facade area of the building or individual use which is essentially parallel to the street frontage.

B. Height of a Sign

1. Maximum height of a sign is calculated at the top of the sign as measured from the ground level where the sign is located. The height of any earth mound on which a sign is mounted shall be included in the allowable height.
2. Unless specifically restricted or specified in the zoning district sign chart, all canopy, projecting, and wall signs must be contained within the current building height restrictions of the zoning district in which it is located.

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C. Location of Signs:

1. No sign shall be placed in such a position as to endanger traffic on a street by obscuring view or by interfering with official street signs or signals, by virtue of position, or color.
2. No sign shall be permitted within a sight triangle of an accessway or street right-of-way.
3. No sign, except official traffic signs or those approved by Upper Salford Township, is permitted within a vehicular right-of-way.
4. No projecting sign shall extend into a vehicular right-of-way, or be less than 10 feet above a pedestrian way.
5. No sign may be located in the side or rear yard or in a required buffer area adjacent to a zoning district with more restrictive sign requirements.
6. No free-standing sign may occupy an area designated for parking, loading, walkways, cartways, driveways, fire lane, easement, or other areas required to be unobstructed.
7. Signs, not including those covered under Section 2005.B (Private Property Signs), shall not be affixed to a utility pole or structure, lighting standard, park bench (except those noting dedication-by or in-memoriam), accessory building, or tree, shrub, rock, or other natural object.

D. Illumination. Signs may be illuminated, unless otherwise specified herein, consistent with the following standards:

1. Where permitted, illumination may be:
 - a. External. Illumination of a sign with an external light, shielded so that the point source of light is not visible elsewhere than on the lot where said illumination occurs.
 - b. Internal. Sign lettering shall be back-lit with an opaque background material.
2. Illumination shall be permitted only to the extent necessary to allow signs to be seen and read at night at a distance not to exceed 500 feet for signs of 20 square feet or more in area, and 150 feet for signs less than 20 square feet in area.
3. No sign shall be illuminated between the hours of 11 PM and 6 AM unless the premises on which it is located is open for business during those hours.

E. Construction of Signs

1. Every sign permitted in this article must be kept in good condition and repair. If plywood is used it shall be of exterior grade and have a smooth weather resistant surface (known as medium density overlay).
2. A sign using electricity shall be installed in conformance with the latest National Electric Code (NEC). All signs not attached to a building shall be connected by underground service only.

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3. No sign shall have guide wires for structural support. All necessary supports for projecting signs shall be rigid rods.
 4. Canvas awning signs are permitted, provided such material is fire-retardant, is firmly and tightly attached to secure and durable framing, and all vertical sections shall be rigidly attached to the main frame.
- F. Removal of Signs. A sign shall be found to be in violation of this Ordinance, and may be required to be removed by the Zoning Officer, under the following circumstances:
1. The sign has not been maintained in good condition and safe repair, and has deteriorated to the point that it cannot perform its intended use, or creates a safety hazard. The Zoning Officer shall specify a period of time in which the owner of the sign may repair or rehabilitate the sign, thereby restoring its intended use or correcting the safety hazard.
 2. A sign is erected without an applicable permit or does not comply with the other requirements of this Ordinance.

SECTION 2004. PROHIBITED SIGNS

The following types of signs or illumination of signs is prohibited in the Township:

- A. Flashing, revolving, or animated signs, or signs with moving elements or a changing message, except those displaying the time and temperature.
- B. Festoon lighting or beacon lights.
- C. Signs containing reflective elements which sparkle or twinkle in the sunlight.
- D. Roof signs.
- E. Portable signs, except as may be provided in Section 2005.
- F. Illuminated temporary signs.
- G. Illuminated awning signs.
- H. Any exterior sign which is illuminated by the use of inert gas or any form of exposed tubes.

SECTION 2005. SIGNS EXEMPT FROM PERMITS

The following signs, to the extent indicated, are exempt from the permit provisions of this Ordinance:

- A. Street Signs. Official highway signs, street name, directional or other traffic signs erected in accordance with the Pennsylvania Motor Vehicle Code.
- B. Private Property Signs. Non-illuminated, on-site, private property signs, including "No Trespassing" and "No Dumping" signs, and other similar advisory, warning, or non-commercial farm signs, provided that the sign area shall not exceed 2 square feet and shall be spaced at intervals of not less than 100 feet.
- C. Residential Identification Signs. On-site signs not exceeding 8 square feet, bearing only property number, street address, post box number and/or names of the occupants of a residence, or the name of the dwelling or property, except those for certified historic structures.

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- D. Personal Expression Signs. Non-illuminated, on-site signs expressing an opinion, interest, or position, and other similar signs (not including political signs), provided that the sign area shall not exceed 4 square feet, and provided that not more than 1 such sign shall be erected on any property in single and separate ownership.
- E. Governmental Flag or Insignia.
- F. Legal Notice of a Governmental Agency.
- G. Permanent Window Sign. A sign applied to a window pane, giving business hours or the name or names of credit or charge institutions, when the total area of any such sign or all signs together does not exceed 3 square feet.
- H. Temporary Construction Sign. Non-illuminated, on-site construction signs, provided:
 - 1. The sign area shall not exceed 8 square feet.
 - 2. Not more than one such sign for each contractor performing work on any one property shall be erected and there shall be no more than three such signs displayed on the property at any one time.
 - 3. All such signs shall be removed upon completion of the work.
- I. Yard Sale Sign. An on-site sign advertising a yard sale, provided sign does not exceed 4 square feet in area, remains up no longer than four days and does not appear more than twice a year on the same premises. One such sign per road frontage is permitted.
- J. Public Sign. A public monument, historic, or public park identification sign or plaque erected by a government agency.
- K. Real Estate Sign. A temporary sign advertising the property for lease, rental or sale, or signs indicating it has been sold, provided that:
 - 1. Such sign shall be erected only on the premises to which it relates.
 - 2. Such sign is not illuminated.
 - 3. The area of the sign shall not exceed 6 square feet.
 - 4. Not more than 2 signs are placed upon any property in single and separate ownership, unless such property fronts upon more than 1 street, in which event not more than 2 such signs may be erected on each frontage.
 - 5. Such sign may also indicate that the property has been sold, but shall be removed within 72 hours following settlement.
 - 6. Directional signs for open houses may not be erected sooner than forty-eight hours prior to the open house, and must be removed within twenty-four hours.
- L. Political Signs. Temporary signs advertising political candidates or parties for election may be erected and maintained, provided that:

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1. The property owner must grant permission for the sign.
 2. The size of any such sign shall not exceed 16 square feet.
 3. No political signs may be placed on governmental, parkland, school district, or other public property.
 4. Political signs shall not be displayed more than 30 days prior to an election and must be removed no later than seven days following the election. Successful primary candidates may not leave signs erected through to the general election.
- M. Service Signs. Non-illuminated, off-site signs directing patrons, members, or an audience to service clubs, churches, or other nonprofit organizations, provided the area of such signs does not exceed 4 square feet. Such signs shall indicate only the name or the organization, and the place, date and time of meetings.
- N. Activity Sign. A sign advertising civil, social, cultural, or political gatherings, or non-profit fund raising activities, may be erected off-site and maintained, provided that:
1. A sign may be erected no earlier than thirty days prior to the activity to which the sign relates and must be removed no later than seven days following the event.
 2. The property owner must grant permission for the sign.
 3. The signs shall be non-illuminated.
 4. The size of any such sign shall not exceed 32 square feet.
- O. Informational Signs. Sign providing public service information, such as availability of restrooms, telephones, hospital locations, directional indicators to commonly visited area, parking locations, and the like, provided that:
1. They do not advertise any for-profit entity.
 2. They shall not exceed 4 square feet in area.
 3. Such signs may be on-site or off-site, provided the property owner has granted permission for the sign.
- P. On-site Directional Signs. Signs providing direction for pedestrian and vehicular traffic control, provided that:
1. They do not contain advertising.
 2. They shall not exceed 4 square feet in area.
 3. They do not obstruct the sight triangles at internal intersections on the premises.

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SECTION 2006. SIGNS REQUIRING A PERMIT

A. Temporary Signs

1. **Non-Residential Real Estate Sign.** A sign advertising the sale, lease, or rental of non-residential or commercial uses, when such sign is larger than the standard, exempt, 6 square foot sign, provided:
 - a. Such sign shall be erected only on the relating premises.
 - b. The area shall not exceed 24 square feet on a parcel less than one acre, or 35 square feet on a parcel larger than one acre.
 - c. No more than one such sign shall be placed on any property held in single and separate ownership except that where such property abuts more than one public street, one such sign may be erected on each street frontage.
 - d. Such sign may also indicate that the property has been sold, but shall be removed within 72 hours following settlement.
 - e. In conjunction with any property or business, a “Coming Soon” sign, subject to the criteria above may be erected on a premises, provided an occupancy permit has been applied for by the arriving business and such signs should not remain in excess of 90 days except upon approval of the Upper Salford Township Board of Supervisors with such conditions that may be placed by the Board of Supervisors.
2. **Multiple Property Sale or Development Sale.** A sign advertising the sale or development of the premises upon which it is erected, when erected in connection with the residential development of the premises by a builder, contractor, or developer or other person(s) interested in such sale or development, provided:
 - a. Such sign shall be erected only on the premises to which it relates.
 - b. The area shall not exceed 24 square feet in subdivisions or developments containing less than 10 lots, and 35 square feet in subdivisions or developments containing 10 or more lots.
 - c. No more than one such sign shall be placed on any property held in single and separate ownership except that where such property abuts more than one public street, one such sign may be erected on each street frontage.
 - d. Such sign may also indicate that the property has been sold, but shall be removed within 72 hours following settlement.

B. Permanent Signs. The following types of permanent signs may be erected, maintained and used in each zoning district, as designated below:

1. **Residential, Institutional, and Recreation Zoning Districts:** In addition to signs exempt from permit requirements, the following types of signs shall be permitted, as further regulated in Section 2006.B.1.f, below:

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- a. Home Occupation, and Rooming House. Non-illuminated, on-site freestanding or monument signs used for identification and advertising, provided that the sign area shall not exceed 6 square feet, and provided that not more than 1 such sign shall be erected on any 1 street frontage of any property in single and separate ownership.
- b. Commercial Uses; Bed and Breakfast. On-site freestanding or monument signs for commercial, industrial, professional, office, and bed and breakfast uses in residential zoning districts, provided that the sign area shall not exceed 12 square feet and no more than 1 such sign erected on any 1 property in single and separate ownership.
- c. Roadside Stand Sign. Non-illuminated, on-site freestanding sign advertising the sale of agricultural products at a roadside stand, provided that the sign area shall not exceed 8 square feet, and provided that not more than 1 such sign shall be placed on any 1 street frontage of any property in single and separate ownership.
- d. Institutional Uses; School, camp, church, or other institution of a similar nature. On-site freestanding, or monument sign for a displaying the name of the institution and its activities or services, provided that the sign area shall not exceed 32 square feet, and provided that not more than one such sign shall be erected on any street frontage of any property in single and separate ownership. Said sign shall be set back at least one-third the distance of any required setbacks from any property line or street line. In addition, one parallel wall sign shall be permitted, provided that the sign area shall not exceed one square foot per foot of facade length up to and including a maximum of 100 square feet.
- e. Subdivision or Development Identification. Permanent freestanding or monument signs which identify the name of a subdivision or land development shall be permitted in compliance with the following:
 - i. One sign may be located at one main entrance to the development, not to exceed 24 square feet in area, or two signs not exceeding 12 square feet each.
 - ii. Signs may also be permitted at secondary entrances to the development following approval of the Board of Supervisors.
 - iii. These signs shall be landscaped in keeping with the townships rural character with predominately native trees and shrubs to provide an attractive setting.

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f. Residential, Institutional, and Recreation Zoning District Sign Standards.

Permitted Use	Maximum Sign Area	Maximum Sign Height	Illumination
Home Occupation, Rooming House	On-site freestanding or monument 6 sq. ft.	4 ft.	None
Commercial Uses, Bed & Breakfast	On-site freestanding or monument 12 sq.ft.	4 ft.	External Only
Roadside Stand	On-site freestanding or monument 8 sq. ft.	4 ft.	None
Institutional	On-site freestanding or monument 32 sq. ft. One on-site parallel wall sign not exceeding 1 sq. ft. per foot of facade length 50 sq. ft. maximum	4 ft. Not to exceed eave line or top of parapet wall of principal building	External / Internal External Only
Subdivision or Development Identification	On-site freestanding or monument 24 sq. ft.	4 ft.	External Only

2. Commercial Business Zoning District. In addition to signs exempt from permit requirements, the following types of signs shall be permitted:

a. Single-Occupancy Business Signs. Properties in single and separate ownership, with a single business premise, are permitted the following types of on-site signs, provided that:

- i. A maximum of three signs may be permitted, provided the total combined sign area for all signs shall not exceed 32 square feet.
- ii. Sign types, area, height and illumination conform to the following:

Sign Type	Maximum Sign Area	Maximum Sign Height	Illumination
On-site Monument	24 sq. ft.	6 ft.	Internal/External
On-site Freestanding	16 sq. ft.	10 ft (7 foot ground clearance)	Internal/External
On-site Parallel Wall	1 sq. ft. per foot of facade length	Not to exceed eave line or top of parapet wall of principal building	External Only
On-site Window	Not to exceed 30% of the window area	N/A	Internal/External
On-site Projecting Wall	6 sq. ft.	14 ft.	Internal/External
On-site Awning	10 sq. ft.	At awning height	External Only

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iii. In order to encourage users to provide the community with an attractive, unified outdoor advertising scheme, it is further provided that if the user chooses to mount a parallel sign(s) or awning sign(s), rather than free-standing or projecting sign(s), the total combined sign area may be increased to 40 square feet.

b. Multiple-Occupancy Business Signs. Properties in single and separate ownership, with multiple businesses, tenants, or franchise premises, may have an on-site sign or signs in accordance with the following:

i. Each multiple-occupancy property may have a single on-site free-standing sign which identifies the business or commercial center as a whole, and/or which is a directory sign for the establishments on the property, with the following limits on area, height and illumination:

Sign Type	Maximum Sign Area	Maximum Sign Height	Illumination
On-site Multiple-Occupancy Business	32 sq. ft.	10 ft.	Internal/External

ii. In addition, each individual business may be permitted 1 on-site building sign in accordance with the following:

Sign Type	Maximum Sign Area	Maximum Sign Height	Illumination
On-site Parallel Wall	1 sq. ft. per foot of facade length	Not to exceed eave line or top of parapet wall of principal building	External Only
On-site Window	Not to exceed 30% of the window area	N/A	Internal/External
On-site Projecting Wall	6 sq. ft.	14 ft.	Internal/External
On-site Awning	10 sq. ft.	At awning height	External Only

3. Light Limited and Limited Industrial Zoning District. In addition to signs exempt from permit requirements, and temporary signs, any two of the following types of on-site signs for property or complex identification, provided that:

a. Sign types, area, height and illumination conform to the following:

Sign Type	Maximum Sign Area	Maximum Sign Height	Illumination
On-site Monument	50 sq. ft.	10 ft.	Internal/External
On-site Freestanding	35 sq. ft.	14 ft	Internal/External
On-site Parallel Wall	1 sq. ft. per foot of facade length 50 sq. ft. maximum	Not to exceed eave line or top of parapet wall of principal building	External

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- b. No more than one freestanding or monument sign shall be erected on any single complex, unless such property fronts onto more than one street, then one such sign shall be permitted along each street frontage.
- 4. Light Limited and Limited Industrial Zoning District. In addition to signs exempt from permit requirements, temporary signs, and on-site signs, off-site freestanding signs may be permitted consistent with the following:
 - a. Sign types, area, height and illumination conform to the following:

Sign Type	Maximum Sign Area	Maximum Sign Height	Illumination
Off-site Freestanding	128 sq. ft.	14 ft.	None

- b. Off-site freestanding signs shall not be located closer than 500 feet to other off-site freestanding signs.
- c. Off-site freestanding signs shall not be located closer than 50 feet to the ultimate right-of-way line.
- d. Off-site freestanding signs shall not be located closer than 100 feet to a residential property line.

SECTION 2007. PERMIT PROCEDURES

- A. Permit Required. Signs required by Section 2006, herein, to obtain a permit, shall submit an application for a use and occupancy permit to the Zoning Officer for review prior to erecting, affixing, attaching or installing any sign on or to any building, structure, or property. The application shall include:
 - 1. A site plan showing the location of the sign in relation to buildings, structures, property lines, and public or private rights-of-way. The width of street frontage(s) at the legal right(s)-of-way on the subject property shall be shown.
 - 2. A drawing of the proposed sign showing the specific dimensions of all elements of the sign, the specific copy, lettering, words, symbols, and designs to be displayed, along with a written explanation of any illumination or unusual feature of the sign.

SECTION 2008. NON-CONFORMING SIGNS

Any sign legally existing at the time of the passage of this Ordinance that does not conform in use, location, height, or size, with the regulations of the district in which such sign is located shall be considered a nonconforming sign, and shall be bound by the following regulations:

- A. A sign on a building or structure which does not conform to this Ordinance shall be removed or altered so as to be in conformity with the standards contained herein when the building or structure is demolished or when a building or structure renovation or expansion amounts to over 50 percent of the market value of the building or structure, as assessed by the Montgomery County Board of Assessment Appeals.

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- B. Nonconforming signs may be repainted, repaired, the sign copy may be changed, or sign panels replaced, provided that such actions do not increase the dimensions of the existing sign, nor in any way increase the extent of the sign's nonconformity.
- C. A nonconforming sign must be removed within 14 days after notification by the zoning officer or be made to conform to this Ordinance in every respect whenever:
 - 1. It is not securely attached to the ground, wall, or roof and can be easily moved.
 - 2. It becomes so deteriorated that it no longer serves a useful purpose of communication and is a nuisance as determined by the municipality.
 - 3. It is abandoned by the owner, or the use is abandoned.
- D. Under the following conditions nonconforming signs shall be exempt from the provisions of Section 2008.A:
 - 1. The nonconforming sign possesses documented historic value.
 - 2. The Board of Supervisors determine the nonconforming sign is unique by virtue of its architectural or cultural value or design.