

ORDINANCE NO. 538

EAST NORRITON TOWNSHIP  
MONTGOMERY COUNTY, PENNSYLVANIA

AN ORDINANCE AMENDING THE CODE OF EAST NORRITON TOWNSHIP, SPECIFICALLY CHAPTER 205, KNOWN AS THE EAST NORRITON TOWNSHIP ZONING ORDINANCE, TO AMEND ARTICLE II, WORD USAGE; DEFINITIONS, ARTICLE XV, I INDUSTRIAL DISTRICT, ARTICLE XIX, SIGNS TO PROVIDE FOR BILLBOARDS AND RELATED SIGN REGULATIONS, AND REPEALING ANY INCONSISTENT PROVISIONS THEREWITH

NOW, THEREFORE, BE IT ENACTED and ORDAINED and it is hereby ENACTED and ORDAINED by the Board of Supervisors of East Norriton Township as follows:

**Section 1. Article II, Word Usage; Definitions, §205-5, Definitions,** shall be amended to add a new definition in alphabetical order for Billboard to read as follows:

BILLBOARD — A sign that directs attention to a business, commodity, service, or entertainment conducted, sold, or offered at a location other than the premises on which the billboard is located.

**Section 2. Article XV, I Industrial District, §205-71, Regulations to apply,** shall be deleted and restated to read as follows:

- A. The following legislative intent shall be established for the provision of billboards within the I Industrial District:
  - (1) The regulations herein are designed to prevent the over concentration, improper placement, and excessive height, bulk, number and area of billboards. It is recognized that, unlike on-premise signs which are actually a part of a business, billboards are a separate and distinct use of the public thoroughfare.
  - (2) It is intended that billboards be regulated to protect the character of the area in which billboards are located and to conserve property values in the area.
  - (3) The Board of Supervisors of East Norriton Township hereby finds that billboards may be allowed in limited areas, but that a proliferation of such use endangers the Township relative to public safety and its neighborhoods of visual blight. Billboards, with their potential periodically changing content, present special aesthetic and traffic safety problems to the traveling public.
- B. In an Industrial District, the following regulations shall apply.

**Section 3. Article XV, I Industrial District, §205-72, Permitted uses, subsection D** shall be amended by deleting the use “Billboards”.

**Section 4. Article XV, I Industrial District, §205-72, Permitted uses,** shall be amended by adding a new subsection J to read as follows:

- J. Billboards subject to the following specific standards and regulations:

- (1) In addition to uses permitted, billboards along with their required support structures shall be permitted on properties having at least one (1) acre in size which shall provide frontage along West Germantown Pike or Trooper Road and shall meet all of the following criteria. Only free-standing billboard sign structures shall be permitted. Such billboard structures shall be permitted to have one (1) sign face visible from any direction and in no event shall there be more than two (2) sign faces. No individual sign face shall exceed a maximum of two hundred (200) square feet per face.
- (2) Height. The maximum overall height of a billboard sign structure shall not exceed twenty-five (25) feet measured from the elevation of the centerline of the grade of the road directly in front of the billboard sign to the highest portion of the sign structure.
- (3) Yard setbacks.
  - (a) No billboard sign structure or any part thereof shall be erected or maintained within twenty-five (25) feet of any ultimate right-of-way of a public street or road or the side or rear lot line of an individual property.
  - (b) No billboard sign structure or any part thereof shall be erected or maintained within two hundred (200) feet of the perimeter of an AR, BR, BR-1, or CR Residential District.
- (4) No billboard sign structure shall be erected or maintained within five hundred (500) feet of any other billboard sign structure.
- (5) The image, copy, or message of a billboard shall not change more frequently than once per thirty (30) seconds. The change of an image, message, copy, color or brilliance of a billboard shall be instantaneous. All changeable copy on a billboard shall change uniformly and completely. Once changed, the copy of any part of the billboard shall not change again in less than thirty (30) seconds.
  - (a) No image shall be transferred by any means beyond the perimeter of the billboard sign face.
  - (b) Billboards having internal illuminance shall have a pixel pitch or equivalent resolution of not greater than twelve (12) millimeters. The light source shall be equipped to automatically adjust brilliance levels based on ambient light conditions. White or light color backgrounds shall not exceed fifty percent (50%) of the surface area of the sign face of the billboard.
  - (c) No sign image shall be interactive, display interactive messages or 3-dimensional images; nor shall any sign or any part of a billboard structure produce sound of any kind.
  - (d) No billboard sign shall flash, scroll, fade, revolve, move, have intermittent lighting or movable characters or animated parts.

(e) Billboards having floodlighting shall be so shielded that the source of the light shall not be visible from any point off the lot on which the sign is erected and so that only the sign is directly illuminated thereby.

(6) Maintenance. Every billboard sign and support structure shall be constructed of durable materials and kept in good condition and repaired at all times.

**Section 5. Article XIX, Signs, §205-115, Ground signs,** shall be amended by adding a new subsection D to read as follows:

D. In the I Industrial District only, billboards are permitted subject to the specific provisions and standards at §205-72.J.

**Section 6. Article XIX, Signs, §205-122, Illumination of signs,** shall be deleted and restated to read as follows:

**§205-122. Restrictions and prohibition for all signs.**

Where permitted, the illumination of signs shall be subject to the National Electrical Code and to the following regulations:

- A. The image, copy, or message of a sign shall not change more frequently than once per thirty (30) seconds. The change of an image, message, copy, color or brilliance of a sign shall be instantaneous. All changeable copy shall change uniformly and completely. Once changed, the copy of any part of the sign shall not change again in less than thirty (30) seconds.
- B. No image shall be transferred by any means beyond the perimeter of the sign face. No sign image shall be interactive, display interactive messages or 3-dimensional images; nor shall any sign or portion of a billboard structure produce sound of any kind. No sign shall flash, scroll, fade, revolve, move, have intermittent lighting or movable characters or animated parts.
- C. A sign which is animated by means of flashing, scintillating, blinking or traveling lights or any other means not providing constant illumination shall be deemed to be a flashing sign and shall not be permitted. Illuminated revolving barber poles shall be permitted in conjunction with the permitted use of a barbershop in any district.
- D. Floodlighting shall be so shielded that the source of the light shall not be visible from any point off the lot on which the sign is erected and so that only the sign is directly illuminated thereby.

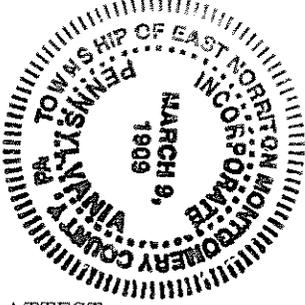
**Section 7. Severability.** In the event that any section, sentence, clause, phrase or word of this ordinance shall be declared illegal, invalid or unconstitutional by any Court of competent jurisdiction, such declaration shall not prevent, preclude or otherwise foreclose enforcement of any of the remaining portions of this ordinance.

**Section 8. Repealer.** All ordinances or parts of ordinances inconsistent herewith or in conflict with any of the specific terms enacted hereby, to the extent of said inconsistencies or conflicts, are hereby specifically repealed.

**Section 9. Effective Date.** This ordinance shall be effective immediately.

ORDAINED and ENACTED by the Board of Supervisors of East Norriton Township this

26<sup>th</sup> day of July, 2011.



BOARD OF SUPERVISORS  
EAST NORRITON TOWNSHIP

  
Kandy Heckman, Chairman

ATTEST:

  
Donald D. Delamater, Secretary