

ORDINANCE NO. 71, 1989

AN ORDINANCE AMENDING THE TILDEN TOWNSHIP ZONING ORDINANCE OF OCTOBER 20, 1987, SPECIFICALLY AMENDING THE PROVISIONS FOR SIGNS PERMITTED IN COMMERCIAL AND INDUSTRIAL DISTRICTS IN THE TOWNSHIP OF TILDEN, COUNTY OF BERKS, PENNSYLVANIA.

WHEREAS, there is a continuing need for outdoor advertising signs for the purpose of directing the traveler, for describing the availability of goods and services made available by the business community of the Township of Tilden; and

WHEREAS, the outdoor advertising industry should be regulated to provide that safe structures are built and maintained, to maintain a neat, pleasant appearing environment, and to provide uniform standards of construction and maintenance; and

WHEREAS, in order to assure compatibility of signs with surrounding land usage, to enhance the economy of the township, to protect the public investment in streets and highways, to promote and maintain the safety, environment and general welfare of persons and their property in the vicinity of outdoor advertising signs and of the public generally and to protect tax revenues by promoting the reasonable, orderly and effective display of outdoor advertising, it is deemed to be in the public interest to enact this ordinance.

NOW, THEREFORE, be and it is hereby ordained and enacted by the Board of Supervisors of the Township of Tilden, Berks County, Pennsylvania, as follows:

Section 1. Section 104 of the Zoning Ordinance is amended as follows:

The term and definition of "Outdoor Advertising Sign" is added and shall read:

45.a. "Outdoor Advertising Sign" shall mean a sign, including the supporting structure, which directs the attention of the general public to a business, service or activity not usually conducted or a product not usually offered or sold upon the premises on which the Outdoor Advertising Sign is located. Outdoor Advertising Sign shall not mean (a) a directional or other official sign authorized by law, (b) a sign advertising the sale or lease of the property on which it is located or (c) a sign which has a significant portion of its face area devoted to giving public service information.

A Section 1604 is added to the Ordinance and shall read as follows:

Section 1604. Outdoor Advertising Signs.

Notwithstanding any other provisions of this ordinance, Outdoor Advertising Signs may be erected and maintained in all Commercial and Industrial districts of the Township, provided that the following requirements are satisfied:

1. All faces of Outdoor Advertising Signs shall have a maximum display area of 300 square feet per sign face.

2. Outdoor Advertising Signs may have two sign faces each with a maximum display area of 300 square feet per face with a maximum width of 25 feet, inclusive of any border or trim.

3. When two sign faces are utilized in the back-to-back arrangement, they shall be parallel and directly opposite sign faces oriented in opposite directions located not more than fifteen (15) feet apart.

4. When the V-type sign arrangement is used for two sign faces, the sign shall be located on the unipole support so that when viewed from above, their faces are

oriented in different positions forming the shape of the letter V. The sign faces shall not be located more than 15 feet apart at the closest point nor shall the interior angle be greater than 45 degrees.

5. All Outdoor Advertising Signs shall be constructed on a steel unipole support meeting the industry-wide standards as established by the Outdoor Advertising Association of America and the Institute of Outdoor Advertising.

6. All Outdoor Advertising Signs shall conform to the building height restrictions of the district controlling the location of the structure, provided, however, that in no event shall the height of the sign be 45 feet above either ground or road level, whichever is lower. Road level, if relevant, shall be that at the point measured at the closest distance from the closest point of the sign to the road.

7. No Outdoor Advertising Sign shall be erected within 1000 feet of any other Outdoor Advertising Sign on the same side of any street, road, highway, or alley.

8. No Outdoor Advertising Sign shall be erected closer than 10 feet to a street right-of-way line.

9. All Outdoor Advertising Signs shall be maintained in good and safe structural condition. The painted portion of all Outdoor Advertising Signs shall be kept in good condition.

10. The general area in the vicinity of all Outdoor Advertising Signs on undeveloped property shall be kept free and clear of sign material debris.

11. All newly erected Outdoor Advertising Signs shall conform to all applicable Federal, State and local laws, rules and regulations.

12. Outdoor Advertising Signs may be illuminated provided that such illumination not create a general nuisance to adjoining properties and is effectively shielded so as to prevent beams or rays from being directed at any portion of the traveled ways and are not of such intensity or brilliance to cause glare or impair the vision of the driver of any motor vehicle. All illumination should be directed from the top of the sign to shine downward.

Section 2. In the event that one or more provisions, sections, sentences, clauses, or other parts of this Ordinance shall be held to be invalid, such invalidity shall not effect or impair any remaining provision, section, clause or part of this Ordinance, it being the intent of the Township of Tilden that such remainder of this Ordinance shall be and remain in full force and effect.

Section 3. All of the terms and provisions of the Tilden Township Zoning Ordinance of 1987, other than as amended by this Ordinance, shall be and remain in full force and effect.

Section 4. Any ordinance, ordinances, or parts of an ordinance or ordinances conflicting with the provisions of this Ordinance are hereby repealed insofar as the same are inconsistent with this Ordinance.

Section 5. This Ordinance shall become effective in accordance with law.

Duly enacted at a public meeting of the Board of Supervisors of the Township, held on the 7th day of March , 1989.

BOARD OF SUPERVISORS OF
TILDEN TOWNSHIP, BERKS COUNTY

Wellington R. Ketsner
Earl L. Katzmann
Gary L. Wilhelm

Attest

Anna M. Schallenberg