

The Whitpain Township Board of Supervisors has scheduled a public hearing for September 21, 2010 at 8:00 P.M. at the Whitpain Township Building, 960 Wentz Road, and Blue Bell, PA to consider enactment of the following ordinance. Persons with a disability who wish to attend the administrative hearing should contact David M. Camarda, ADA Coordinator at 610-277-2400. Copies of the proposed ordinance are available at the Township Administration Building during normal business hours of 8:30 A.M. to 4:30 P.M., Monday through Friday.

**BOARD OF SUPERVISORS  
WHITPAIN TOWNSHIP**

**MONTGOMERY COUNTY, PENNSYLVANIA**

**ORDINANCE NO. 4-229**

**"VC Village Commercial District – Sign Regulations"**

**AN ORDINANCE AMENDING THE CODE OF THE TOWNSHIP OF WHITPAIN, CHAPTER 160 (ZONING), ARTICLE XX ("VC" VILLAGE COMMERCIAL DISTRICT), SECTION 160-130 (SPECIAL REGULATIONS) TO DELETE EXISTING PARAGRAPH "C" (SIGN REGULATIONS) AND REPLACE IT WITH A NEW PARAGRAPH "C" ENTITLED "SIGN REGULATIONS".**

---

**SECTION I. - Amendment to Code**

The Code of the Township of Whitpain, Chapter 160 (Zoning), Article XX ("VC" Village Commercial District), Section 160-130 (Special Regulations) is hereby revised to delete existing Paragraph "C" and replace it with the following new Paragraph "C":

**C. Sign regulations.**

(1) Definitions: As used in this article, the following terms shall have the meanings indicated:

**'SILHOUETTE EDGE' VINYL SIGN LETTER:** An individual sign letter consisting of an opaque vinyl face with Plexiglas backing mounted to a formed sheet metal box with internal LED lighting. Exposed side edge of Plexiglas shall be ½" or less. Exposed internal and external edges of Plexiglas on front face shall be 1/16" or less visible from the front of the sign. Light shall be emitted from the front edges and the sides of the

Plexiglas only. Metal backing shall be no more than 4 inches deep. Internal lighting shall be warm white color.

'EDGE-LIT' VINYL SIGN LETTERS: Sign letters sharing a common opaque metal light box consisting of Plexiglas letters with an opaque vinyl face pushed through the face of the metal sign box. Exposed side edge of Plexiglas shall be ½" or less. Exposed internal and external edges of Plexiglas on front face shall be 1/16" or less visible from the front of the sign. Light shall be emitted from the front edges and sides of the Plexiglas only. Internal lighting shall be warm white color.

'BACK-LIT' METAL SIGN LETTER: An individual 3-dimensional sign letter consisting of an opaque metal formed or cast letter mounted no more than three inches from a wall or sign face. Depth of letter shall be adequate to contain light source. Light shall escape from the back of the sign letter only and illuminate the mounting surface only. Light source shall not be visible from pavements at ground level.

(2) In the VC Village Commercial District, the following signs may be erected and maintained as an overall sign package for the property or properties when approved by the Board of Supervisors as a Conditional Use:

(a) One freestanding-type ground sign per street frontage. The sign area shall not exceed 200 square feet per face, and shall only identify the name of the complex, street address and the names of tenants within the complex. The sign may be double-faced and shall be externally illuminated except that 'Silhouette Edge' Vinyl Letters, 'Edge-lit' Vinyl Letters and 'Back-lit' Metal Letters may be used. In the event that the use of 'Silhouette Edge' Vinyl Letters, 'Edge-lit' Vinyl Letters or 'Back-lit' Metal Letters is proposed, actual product samples shall be submitted to the Board for review. The Branding Feature may be internally illuminated in such a way that the source of lighting is not visible from paved areas at ground level. The height of the sign structure shall not exceed twenty-five feet from the mean elevation at the bottom of the sign planter walls. Sign lighting may be turned on during business hours and shall be turned off no later than 1/2 hour after closing.

[1] Electronic signs covering no more than 15% of the allowed sign area on each face may be included in the freestanding-type sign construction. Actual product samples shall also be submitted to the Board for review and approval. The graphic display of such electronic signs shall consist of a static display (not animated) and shall change no more than once per hour. Display change shall be instant with no animation of any kind. Display shall not include the colors Orange, Red or Yellow. The top of the electronic sign shall be no more than 9 feet above

the mean grade at the bottom of the sign planter walls. The electronic signs may be turned on during business hours and shall be turned off no later than 1/2 hour after closing.

(b) One façade sign per each tenant façade. Façade signs may be externally illuminated using shielded fixtures. Façade signs shall be no greater in length than 75% of the individual tenant facade length. Signs on facades 40 feet in width or less may be 1.5 square feet per building front foot up to a maximum of 40 square feet. Signs on facades 40 feet or greater in width shall not exceed 1.0 square foot per building front foot and in no event greater than 100 square feet in size. No facade sign shall exceed the height of 15 feet above grade. Sign illumination shall be turned off within 1/2 hour after closing. No façade sign shall be placed on or above the roofline of the building to which it is affixed. Façade signs consisting of individual ‘Silhouette Edge’ letters with vinyl faces and internal LED illumination in warm white color may be used.

(c) Permanent window identification signs shall be limited to a total of 5 square feet of copy area at each tenant, used to identify the tenant. Permanent window signs shall be fully adhered to the glazing and be constructed of long-lasting UV resistant materials. Permanent window identification signs in poor condition shall be promptly removed or replaced.

(d) Window advertising signs erected and maintained by a tenant shall be limited to 25% of the overall window area of each tenant in addition to permanent window signs. Signs may include graphics representing a tenant’s principal business and may advertise events or commodities offered in the individual establishment or community events. Window advertising signs shall be attached to the inside of the glazing or supported vertically parallel to the glazing. Window advertising signs in poor condition shall be promptly removed or replaced.

(e) One lighted “OPEN” Sign per Tenant may be displayed on the interior of the window area. The maximum size of sign shall be 3 square feet.

(f) Directory Signs shall be limited to a maximum of 45 square feet per sign. Height of directory signs shall not exceed 10 feet. Width of directory signs shall not exceed 7 feet. Quantity of directory signs shall be limited to no more than four vehicular directory signs per development. Branding feature may be internally illuminated in such a way that the source of lighting is not visible from paved areas at ground level.

(g) Directional Signs shall be limited to a maximum of 15 square feet per sign. Height of directional signs shall not exceed 5 feet. Width of directional signs shall not exceed 7 feet.

(h) Grand Opening Sign: on-site signage that does not constitute a safety hazard for vehicles or pedestrian travel where proposed, displayed for a period of no more than 30 days, and only one time for a newly established business within the development.

(i) Special Event Signs: on-site signage that does not constitute a safety hazard for vehicles or pedestrian travel where proposed, displayed by the property owner for a period of no more than 14 days prior to the conclusion of an event; special event signs shall be displayed no more than four times per year.

(j) One Suspended Sign per tenant entrance. Suspended signs shall be a minimum of 3 square feet and limited to a maximum of 4 square feet per sign. The bottom such signs shall be a minimum of 7 feet above grade. Suspended signs shall be located no less than 9 inches and no more than 7 feet from store front. Overall sign shape shall not be square cornered. Elliptical, round-cornered and creative shapes are encouraged. Suspended signs shall only be externally illuminated. The height of any suspended sign shall not be more than 70% of sign width.

(k) One fabric awning sign per each tenant entrance. The size of the letters on such sign shall not to exceed 9 inches in height. The copy area shall not to exceed 15% of fabric canopy area. The maximum copy area shall not exceed 5.0 square feet. Striped or patterned fabrics may be used if the printed fabric decoration does not include a logo or other identifiable symbol specific to the tenant's product or service.

(l) A site sign package (including all of the proposed signage for the subject properties or property) for VC Village Commercial Districts shall be submitted to the Board of Supervisors as part of the Conditional Use application.

## **SECTION II – Severability**

The provisions of this Ordinance are intended to be severable, and if any section, sentence, clause, part or provision hereof shall be held illegal, invalid or unconstitutional by any court of competent jurisdiction, such decision of the court shall not affect or impair the remaining sections, sentences, clauses, parts or provisions of this Ordinance. It is hereby declared to be the intent of the Board that this Ordinance would have been adopted even if such illegal, invalid or unconstitutional section, sentence, clause, part or provision had not been included herein.

**SECTION III – Failure to Enforce not a Waiver**

The failure of the Township to enforce any provision of this Ordinance shall not constitute a waiver by the Township of its rights of future enforcement hereunder.

**SECTION IV – Effective Date**

This Ordinance shall take effect and be in force from and after its approval as required by the law.

**SECTION V – Repealer**

All other ordinances and resolutions or parts thereof insofar as they are inconsistent with this Ordinance are hereby repealed.

**ORDAINED AND ENACTED** by the Board of Supervisors of Whitpain Township, Montgomery County, Pennsylvania, this \_\_\_\_\_ day of \_\_\_\_\_, 2010.

**WHITPAIN TOWNSHIP**

By: \_\_\_\_\_  
**Joseph J. Palmer**, Chairman,  
Board of Supervisors

Attest: \_\_\_\_\_  
**Phyllis C. Lieberman**, Township Manager

## **NOTICE**

**NOTICE** is hereby given that the Board of Supervisors of Whitpain Township, at its public meeting on September 21, 2010 in the Township Building, 960 Wentz Road, P.O. Box 800, Blue Bell, Pennsylvania, will hold a public hearing on and could vote to adopt an ordinance entitled "VC Village Commercial District – Sign Regulations" to amend the Code of the Township of Whitpain, Chapter 160 (Zoning), Article XX ("VC" Village Commercial District), Section 160-130 (Special Regulations) to delete existing Paragraph "C" (Sign Regulations) and replace it with a new Paragraph "C" entitled "Sign Regulations".

Copies of the full text of the proposed ordinance are available for examination during normal business hours at the offices of *The Times Herald*, 410 Markley Street, Norristown, Pennsylvania 19404, the Montgomery County Law Library, Court House, Norristown, Pennsylvania 19401 and the Whitpain Township Building, 960 Wentz Road, P.O. Box 800, Blue Bell, Pennsylvania 19422 where a copy of the proposed ordinance may be obtained for a charge not greater than the cost thereof.

**JAMES J. GARRITY, ESQUIRE**  
**WISLER PEARLSTINE, LLP**  
Solicitor for Whitpain Township