

§ 180.75. SIGNS in commercial districts.

180.75.1. In areas designated as Commercial Districts C-2, C-3 and C-4, SIGNS may be used for the following purposes and under the following restrictions. Uses for any other purposes or uses which are not in conformity with these restrictions are prohibited:

180.75.1.1. All uses permitted by and under the restrictions established in § 180.74 of this Article.

180.75.1.2. SIGNS located on the business premises advertising the name of the business and the services or products for rent or sale on the premises. Such SIGNS must be approved by the BUILDING INSPECTOR for the BOROUGH in regard to their construction, structure, material and installation. Such SIGNS must be of welded angle iron construction. The minimum heights of any SIGN approved by the BUILDING INSPECTOR shall be not less than ten (10) feet above the ground level, and such SIGN shall be no nearer than six (6) feet from the outside edge of the curb of a STREET and shall never be nearer than one (1) foot from the property line.

180.75.2. In Zoning Districts C-2 and C-4, the following SIGNS shall be permitted.

180.75.2.1. Pole-mounted SIGNS. Pole mounted SIGNS of one and one-half (1 1/2) square feet per front foot of property shall be permitted but shall not exceed one hundred (100) square feet.

180.75.2.2. Parallel and roof SIGNS. Parallel SIGNS mounted on and attached to the front wall of a BUILDING may extend the full length of the wall but may not exceed a height of four (4) feet or a maximum total area of eighty (80) square feet. Roof SIGNS mounted on and attached to the roof of a BUILDING may extend the full length of the BUILDING but may not exceed a height of four (4) feet or a maximum total area of eighty (80) square feet. Roof SIGNS are limited to one (1) per BUILDING.

180.75.2.3. Side or rear wall SIGNS. SIGNS attached to the side or rear wall of a BUILDING shall not exceed sixty (60) square feet in area. Only one (1) SIGN shall be permitted per BUILDING.

180.75.2.4. Projecting SIGNS. SIGNS attached to and projecting from a BUILDING wall shall not exceed one (1) square foot per foot of wall length and shall not exceed fifty (50) square feet in total area. Projecting SIGNS shall not be located so as to cause an obstruction to persons or vehicles using any public right-of-way.

180.75.2.5. Painted SIGNS. SIGNS painted on any wall or roof of any BUILDING are prohibited.

180.75.3. In Zoning District C-3, the following SIGNS shall be permitted:

180.75.3.1. Identification of the total shopping center.

180.75.3.1.1. Separately mounted SIGNS not less than ten (10) feet above ground level nor closer than six (6) feet to the property line or SIGNS structurally attached to the BUILDING or BUILDING canopy shall not be more than ten (10) feet long with a maximum area of two hundred (200) square feet. Not more than one (1) SIGN may be installed to face each STREET on which the property abuts.

180.75.3.2. Identification or advertising of individual stores or shops.

180.75.3.2.1. No SIGN shall be painted on any wall or roof.

180.75.3.2.2. Front SIGNS shall be parallel to the BUILDING and mounted or attached structurally to the BUILDING or canopy.

180.75.3.2.2.1. A series of small continuous stores or shops or stores or shops located completely within the BUILDING with no separate outdoor entrance may have a multiple SIGN not longer than ten (10) feet and having a maximum area of two hundred sixty (260) square feet to advertise the list of individual stores or shops.

180.75.3.2.2.2. Large individual stores or shops may have one (1) SIGN with a maximum area equal to the front length of the store or shop multiplied by two (2).

180.75.3.2.2.3. In addition, individual stores or shops may have one (1) SIGN with a total maximum area of ten (10) square feet to designate the entrance to the store or shop.

180.75.3.2.3. Side or rear SIGNS shall be parallel to and attached to the BUILDING. One (1) SIGN not exceeding sixteen (16) square feet is permitted for each store or shop if located on the actual side or rear of the shop.

180.75.4. ILLUMINATED SIGNS. SIGNS permitted under §180.75.1.2 of this Article may be illuminated. The body of all ILLUMINATED SIGNS shall be constructed entirely of noncombustible materials. No permit shall be issued for a red, green or yellow ILLUMINATED SIGN or any combination thereof if such SIGN will interfere with the effective visibility of a traffic signal. All displays on the face of an ILLUMINATED SIGN shall be stationary, and no animated, sequential, flashing, moving or oscillating ILLUMINATED SIGN or display shall be permitted.

180.75.4.1. Brightness. During daylight hours between sunrise and sunset, the luminance of an ILLUMINATED SIGN shall be no greater than two thousand five hundred (2,500) nits. At all other times, the luminance of an ILLUMINATED SIGN shall be no greater than two hundred fifty (250) nits.