

**BOROUGH OF WEST NEWTON  
WESTMORELAND COUNTY, PENNSYLVANIA**

**ORDINANCE NUMBER – 2025 – 4**

**AN ORDINANCE OF THE BOROUGH OF WEST NEWTON, WESTMORELAND COUNTY ADOPTING A NEW SIGN ORDINANCE, ESTABLISHING REGULATIONS TO ERECT, ALTER, MAINTAIN OR USE SIGNS INTENDED TO BRING ATTENTION OF ANY SUBJECT MATTER TO THE PUBLIC; REQUIRING SIGN PERMITS OR OTHER APPROVALS FOR CERTAIN SIGNS AS DEFINED AND REGULATED IN THIS CHAPTER; REGULATING SIGN DIMENSIONS, LOCATIONS, ILLUMINATION, MAINTENANCE, AND SAFETY; PERMITTING TEMPORARY SIGNS; REQUIRING DESIGN REVIEW IN CERTAIN DISTRICTS; SETTING FORTH CRITERIA FOR MODIFICATION OF REGULATIONS; AND PROVIDING FOR THE REPEAL OF CONFLICTING ORDINANCES, INCLUDING, BUT NOT LIMITED TO, ARTICLE 8.19, SIGNS, OF THE WEST NEWTON BOROUGH ZONING REGULATIONS AND ORDINANCE 2003 – 7.**

**WHEREAS**, appropriate sign regulations will enhance the Borough's economic environment by promoting and regulating signage that enables business and institutions to bring attention to their locations in a manner compatible with immediate surroundings; and

**WHEREAS**, removing sign regulations from the Borough's Zoning Ordinance and establishing a new Code will promote efficiency and flexibility in the administration and enforcement of West Newton Borough sign regulations.

**NOW, THEREFORE, BE IT ORDAINED** by the Council of West Newton as follows

**Article I: General Provisions**

**Section 1. Title.**

This ordinance shall be known and may be cited as "West Newton Borough Sign Ordinance."

**Section 2. Authority.**

The Borough is authorized to adopt this Ordinance pursuant to applicable Pennsylvania law including, but not limited to, 11 Pa.C.S. Section 12435.

### **Section 3. Purpose.**

The Council of the Borough of West Newton finds and declares that the provisions of this chapter are enacted for the following reasons:

- A. To protect public health, safety and general welfare.
- B. To protect and enhance West Newton's physical attractiveness and historic quality.
- C. To enhance West Newton's economic environment by promoting and regulating signage that enables businesses and institutions to bring adequate public attention to their locations in a manner that is compatible with immediate surroundings.
- D. To avoid and reduce sign or advertising distractions and obstructions that may contribute to traffic accidents, create hazards for pedestrians, and impede the travel path for persons with disabilities.
- E. To prevent visual blight caused by excessive signage cluttering building facades and public rights-of-way.

### **Section 4. Relationship to other laws and regulations.**

In their interpretation and application, the provisions of this chapter shall be minimum requirements. Wherever the requirements of this ordinance are at variance with the requirements of any other lawfully adopted rules, regulations, ordinances, deed restrictions or covenants, the most restrictive, or that imposing the highest standards, shall govern.

### **Section 5. Repealer.**

Article 8.19, Signs, of The West Newton Borough Zoning Regulations and Ordinance Number 2003 – 7 is hereby specifically repealed, as well as all ordinances or parts of ordinances inconsistent herewith; if sign applications currently filed with the Zoning Officer or for which permits have been issued prior to adoption of this ordinance shall be processed and reviewed under the Zoning Ordinance sign regulations in place at the time of sign application. However, the repeal shall in no manner be construed as a waiver, release or relinquishment of the right to initiate, pursue or prosecute, as the case may be, any proceeding at law or in equity, including criminal or civil proceedings, pertaining to any act done which would have constituted a violation of the ordinances or parts of ordinances repealed hereby, or their applicable predecessor ordinances, and all provisions of said repealed ordinances shall remain in full effect and force, and not repealed hereby, as they pertain to said acts.

## **Article II: Definitions**

### **Section 1 - Interpretation.**

- A. The language set forth in this chapter shall be interpreted as follows:
  - (1) Words used or defined in one tense or form shall include other tenses or derivative forms.

- (2) Words in the singular number shall include the plural number, and words in the plural number shall include the singular number.
- (3) The masculine gender shall include the feminine and neuter. The feminine gender shall include the masculine and neuter. The neuter gender shall include the masculine and feminine.
- (4) The word "person" includes individuals, firms, partnerships, joint ventures, trusts, trustees, estates, corporations, associations and any other similar entities.
- (5) The word "building" includes the word "structure" and shall be construed as if followed by the words "or a part thereof."
- (6) The word "lot" includes the words "plot," "tract," and "parcel."
- (7) The words "shall," "must" and "will" are mandatory in nature and establish an obligation or duty to comply with the particular provision. The words "may" and "should" are permissive.
- (8) The time within which any act required by this chapter is to be performed shall be computed by excluding the first day and including the last day. The word "day" shall mean a calendar day, unless otherwise indicated.
- (9) Any words not defined in this chapter shall be construed as defined in standard reference dictionary usage or other applicable Borough of West Newton Ordinance.

**Section 2 - Terms defined.**

**DISTRICT** - A zoning district as described and delineated by the Zoning Ordinance of the Borough of West Newton

**SIGN** - Any device, structure or material for visual communication that is used to bring the subject or information to the attention of the public. Signs include but are not limited to the following: lettering, pictorial matter, logos, trademarks, borders or other symbols which are applied to a building, located elsewhere on the premises, and/or located in the public right-of-way; signs affixed to windows or glass doors or otherwise internally mounted such that they are obviously intended to be seen and understood by pedestrian or vehicular traffic outside the building; off-site signs which may be freestanding or affixed to a structure and provide information about a business, organization, activity, or place located elsewhere or to promote a particular ideology; banners, flags, streamers, pennants, spinners, reflectors, ribbons, tinsel, and similar materials, and inflatable objects. Signs do not include the following: architectural features which may be identified with a particular business; signs within a building which are obviously intended to be seen primarily from within the building; display of merchandise either behind store windows or outdoors; and flags and insignia of governments or government agencies or of any civic, educational, or religious organization.

**SIGN, ABANDONED** - Any sign which is no longer used for advertising or directing people to a business, service, product, or activity for a period of at least 90 days.

SIGN, ALTERED -Any sign which is physically and/or visually changed, except signs designed for periodic changes in advertising, such as billboards, business name channel signs or group identity signs, may change and shall not be considered altered signs at the time of such change. A sign permit shall be required for an altered sign.

SIGN ADMINISTRATOR- The municipal employee assigned the responsibility of administering and enforcing this chapter, including but not limited issuance of permits for signs that are compliant with this chapter and any accompanying rules and regulations issuing notices of violation for signs installed improperly or without permits, and participating in enforcement proceedings as required.

SIGN, CHANGEABLE MESSAGE - A sign designed with tracks or channels that hold individual letters or symbols or a sign with a writable surface.

SIGN, DIGITAL DISPLAY – A display of a sign message that is made up of internally illuminated components that display an electronic image, which may or may not include text and is capable of changing the message periodically. These signs may include but are not limited to television screens, holographic displays, programmable ink, LCD, LED, neon or plasma displays.

SIGN, ELECTRONIC MESSAGE - A sign capable of displaying words, symbols, numbers or images that can be electronically or mechanically changed by remote or automatic means. Illuminated signs which indicate the time, temperature, date or other similar information shall be considered electronic message signs.

SIGN, EXTERNAL ILLUMINATED – A sign whose illumination is located away from the sign, which lights the sign, the source of which may or may not be visible to persons viewing the sign from any street, sidewalk, or adjacent property.

SIGN, FLASHING OR INTERMITTENT -Any sign which has a preprogrammed, repetitious cycle with interruption of illumination from one or more sources and varying in intensity from zero (off) to 100% (on) and which has a period of illumination (on phase) that is either the same as, less than or greater than the period of darkness (off phase).

SIGN, INTERNAL ILLUMINATED -A sign which has characters, letters, figures, designs or outlines illuminated by electric lighting or luminous tubes, which are stationery and constant in intensity, as part of the sign.

SIGN, ILLUSIONARY MOVEMENT - A sign exhibiting the illusion of movement by means of a preprogrammed repetitious sequential switching action in which illuminated elements of the sign are turned on or off to visually simulate the impression of motion characteristic of chasing, scrolling, running, blinking, oscillating, twinkling, scintillating, expanding or contracting light patterns.

SIGN, NONCONFORMING - Any sign existing at the time of adoption of this chapter or amendment thereto that does not conform in placement, location, area, illumination, type, height or other regulation as set forth in this chapter or accompanying rules and regulations.

**SIGN, OFF-PREMISES** – A sign with a message that directs attention to a specific business, product, service, event, activity or other commercial or non-commercial activity, or contains a message about something that is not sold, produced, manufactured or conducted on the premises where the sign is located.

**SIGN, ON-PREMISES** – A sign whose message and design relates to an activity, business, product, service, etc. on the same property where the sign is located.

**SIGN, SNIPE OR BANDIT** – Signs that are tacked, nailed, posted, pasted, glued, or otherwise attached to trees, poles, stakes, fences, public benches, street lights, or other objects, or placed on any public property or in the public right-of-way.

**SIGN STRUCTURE** - Permitted sign structures are defined as follows:

- A. **ARCADE** - A sign which is attached to the underside of the soffit or ceiling of a covered passageway or sidewalk.
- B. **AWNING** -A sign, which is painted on, attached to, or otherwise incorporated into the exterior surface of an awning or canopy or other fabric, plastic, or structural protective cover over a door, entrance, window, or outdoor service area and contained entirely within the limits of the awning surface. A marquee is not an awning.
- C. **BANNER** - Any sign of lightweight fabric or similar material that is attached at one or more edges to a pole or a building. National flags, state or municipal flags, or the official flag of any institution shall not be considered banners; however, flags with advertising, announcements or other messages shall be regulated as banners.
- D. **BILLBOARD** -A large sign constructed with panel board or electronic messaging and with a support frame as an independent structure containing commercial or other advertising regarding commercial activity that takes place off the premises.
- E. **FREESTANDING** -A sign which possesses its own foundation or structure and is not attached to a building or structure. For this chapter, a freestanding sign does not include a billboard, monument or sidewalk sign.
- F. **MARQUEE** - A sign, which is painted on, attached to, or otherwise incorporated into the exterior surface of a marquee and contained entirely within the limits of the marquee surface.
- G. **MONUMENT** - A structure having its own foundation, independent of other structures or buildings, designed to display one or more signs.
- H. **PROJECTING** -A sign which is attached to the wall of a building, and which extends from the face of such wall.
- I. **ROOF** - A sign which is erected wholly on or above the roof or above the parapet wall of a building or structure.
- J. **SIDEWALK, A-FRAME, OR SANDWICH BOARD** - A sign which is placed on the sidewalk area of the public right-of-way and is not attached to any structure, utility pole or tree.

- K. WALL – A sign, which is attached to the wall of a building, with the face being in a plane parallel to such wall and not extending more than 18 inches from the face of such wall, or a sign painted on a wall. A sign painted on or otherwise affixed to a window or door shall be considered a wall sign. For this chapter, "wall sign" does not include billboards.
- L. WINDOW SIGN – Any sign, pictures, symbol, or combination thereof, designed to communicate information about an activity, business, commodity, event sale, or service that is placed inside a window or upon the window panes, or glass, and is visible from the exterior of the window.

SIGN, TYPE - Permitted sign types are defined as follows:

- A. BUSINESS SIGN - A sign which directs attention to a business, profession, apartment building or complex, product, service, activity or entertainment sold or offered upon the premises where such sign is located, excluding home occupations.
- B. COMMERCIAL ADVERTISING SIGN -A sign used for the display of printed or painted advertising matter which directs attention to a business, product, service, activity or entertainment not necessarily conducted, sold or offered upon the premises where such sign is located.
- C. DIRECTIONAL SIGN -A sign or device intended to direct or point toward a place, or object, such as one that indicates the way to a place or object.
- D. NONCOMMERCIAL SIGN - A sign containing a noncommercial message constituting a form of personal, political, religious, social or other expression without limit of content, as protected by the First Amendment of the U.S. Constitution.
- E. PUBLIC SIGN - A sign erected by a public, semipublic, or private agency or entity to promote general health, safety or welfare or to provide information of public interest.
- F. TEMPORARY SIGN - An advertising or announcement sign intended to inform the public of special activities, such as sales days, cultural or entertainment events or charitable affairs.
- G. WRITTEN NOTICE -A notification in writing that is mailed by first class mail specifying a particular action that must occur or an action to be taken to correct a violation.

### **Article III. Application**

#### **Section I. Sign packages, permits, fees and procedures.**

- A. Sign package shall mean a detailed description, including but not limited to type, size, and location of all signs for each unit within the complex/center, as well as the ground sign. The Zoning Officer shall review all sign packages for completeness. Any application determined to be incomplete shall be returned to the applicant with a description of missing and/or incomplete items. This provision shall apply to:

1. New construction after the effective date of this Chapter.
  2. A change of tenant.
  3. The proposal of new, or changes to, the material(s), structure, lighting mechanisms of signs of an existing use.
- B. A sign permit shall be required to erect, install, relocate, modify or change any sign within the Borough unless otherwise indicated in this section. "Modify," as it is used herein shall mean a cabinet or face replacement because of a change in the nature of the business or a change in the name and ownership of a business; or replacement of supporting structures.
- C. The application for a permit shall be signed by the landowner, developer or tenant.
- D. Failure to conform to the conditions of a sign permit, including any conditions and/or stipulations attached thereto shall render such permit void.
- E. Fees for sign permits shall be required and payable in such sums as the Borough Council may from time to time establish by resolution.
- F. No sign permit shall be valid or effective after six (6) months from the date of issuance thereof and shall thereafter be void unless the sign is in place as of the expiration date.
- G. To obtain a sign permit, a sign permit application must be completed and include the following information.
1. A drawing prepared to scale, of the proposed sign showing: all sign dimensions, including the height of the sign and grade level of base of sign; sign materials; connections to ground plane where applicable; and colors.
  2. Site plan showing proposed locations of sign;
  3. Any building elevations showing proposed location of sign;
  4. The sources of sign illumination and applicable details of the fixture and screening. Details must include, but not limited to;
    - a) The hours of illumination for both illuminated and digital signs
    - b) Brightness of the display during daytime and nighttime hours
- H. Sign installation. All signs shall be installed in accordance with engineering practices approved by the Borough.
- I. Sign maintenance.
1. Every permitted sign must be constructed of durable material, kept in good condition and repair and otherwise comply with the Borough Property Maintenance Code. If the durability and/or condition of said sign is not repaired or improved within the time specified by the Zoning Officer or the Codes Officer, the sign shall be removed by the owner, the Borough may remove the sign at the expense of the owner or person in possession of the lot on which the

sign is located. The Zoning Officer will provide written notice to the responsible party with a certified letter prior to any removal action being taken by the Borough.

2. Any damaged sign shall be repaired ~~within sixty (60) days.~~
3. Any sign which has been damaged to such extent that it may pose an imminent hazard to the public, as determined by the Zoning Officer or Codes Offices, shall be repaired or removed immediately.
4. Any sandwich sign that consistently remains in place
5. Failure to comply with these sign maintenance requirements shall constitute a violation of the Borough Zoning Ordinance.

J. Size.

1. The square footage of the sign shall refer to the graphic area of the sign facing. Size of individually mounted letters or logos shall be measured as the area enclosed by the smallest single rectangle or square which will enclose all sign copy and logos. Ground signs mounted as individual letters and/or graphics against a wall or fence incorporated in the landscaping of a building shall be measured from the outermost length and height dimensions of the sign.
2. The height of any decorative base or architectural or landscape feature erected to support or ornament the sign shall be measured at average grade as part of the sign height. Maximum sign height shall be measured from the existing or proposed average ground level to the top of the sign structure provided the ground level is not deliberately elevated to increase the height of the sign.
3. Ground signs installed perpendicular to a street may be double faced with the allowable square footage on each face. Double-faced signs that are erected at an angle to each other will be subject to the following as to whether they are intended as two (2) signs or for all intents and purposes only constitute one (1) sign for N/S, E/W orientation on the serving street. If the interior angle formed by the two faces of the double-faced sign is greater than forty-five (45) degrees, then both sides of such sign shall be considered in calculating the sign area.
4. Wall signs shall not exceed the width of the front of the building on which it is located and shall not protrude more than twelve (12) inches from the facade on which the sign is mounted.
5. In no case shall a wall, projecting or awning sign exceed the height of building allowed in the Zoning District.
6. Gasoline service stations shall be allotted ten (10) additional square feet to display price per gallon figures divided as they select between logo and prices on the one ground sign permitted on the lot.
7. Automobile dealers are permitted one (1) "Used Car" ground sign not to exceed twelve (12) feet in height and ten (10) square feet in area; or the ten (10) additional square feet can be incorporated into the existing sign to advertise used cars divided as the sign owner selects.

8. Sign copy mounted or painted on an illuminated surface (including awnings) or illuminated architectural element of a building shall be measured as the entire illuminated surface or architectural element which contains sign copy. A non-illuminated sign placed on an awning shall be measured as if placed on any other architectural element.

K. Signage placement.

1. No sign shall be placed, erected or located so that:
  - a) It is pasted, stapled or otherwise attached to public utility poles or trees within the street right-of-way line.
  - b) It is on a public lot or public rights-of-way, unless approved or erected by the Borough.
  - c) It is painted on, attached to, or supported by a tree, stone, cliff or other natural objects.
  - d) It is displayed on a vehicle parked and visible from a public right-of-way unless the vehicle is used for the normal day-to-day operation of a business on the premises. The intent of this provision is to prohibit the use of a sign on a vehicle to circumvent sign limits on a lot.
2. Sign font and logos shall not be legible from the rear of the sign.
3. Business signs in Non-residential Zoning Districts shall be placed on the front face of the building only, except in instances where the entrance door to the business is on the side or the rear of the building. However, no signs in Non-residential Zoning Districts may face an immediately adjacent Residential Zoning District.
4. No portion of a projecting sign shall project more than four (4) feet from the face of the building with the outermost portion no closer than five (5) feet from a curblin or shoulder of a public street and shall be at least eight (8) feet above the finish grade.

L. Signage Illumination

1. Digital display signs, electronic message signs, flashing or intermittent signs, illuminated signs, and illusionary movement signs are prohibited.
2. Illuminated window signs placed, inside a window facing the exterior of the of the building, are permitted.
  - a) Illuminated window signs shall not be placed above the ground floor of the building and no more than ten (10) feet above grade level of the building.
  - b) Illuminated window signs, including window perimeter string lights, shall not exceed a size of four (4) square feet. Any combination of illuminated window signs grouped in an area not to exceed four (4) square feet will be permitted.

- c) A permit is required for illuminated window signs.
- d) Window signs shall be illuminated only during regular business hours.

3. External illuminated signs, are subject to the following regulations:

- a) The source of the light must be concealed by translucent covers.
- b) External illumination shall be by a steady, stationary light source, shielded and directed solely at the sign. The light source must be a static in color.
- c) Light sources to illuminate signs shall neither be visible from any street right of way nor cause glare hazardous or distracting to pedestrians, vehicle drivers, or adjacent properties.
- e) No more than 0.2 footcandles of light shall be detectable at the boundary of any abutting property.
- f) Signs on non-residential properties may be illuminated from 5am until 11pm, or ½ hour past the close of business of the facility being identified or advertised, whichever is later.
- g) Signs shall provide an automatic timer to comply with the intent of this section.
- h) A permit shall be required for external illuminated signs.

M. Liability.

- a. The provisions of this Section shall not be construed as relieving or limiting in any way the responsibility or liability of any person, firm or corporation, erecting or owning any sign, or resulting from the negligence or willful acts of such person, firm or corporation, its agents, employees or workmen, in the construction, maintenance, repair or removal of any sign erected in accordance with a permit issued hereunder. Nor shall issuance of such permit be construed as imposing on the Borough or its offices or employees, any responsibility or liability by reasons of approval of any sign's structural integrity, construction methods, materials, electrical or mechanical devices or other components which shall be the sole responsibility of the person, firm or corporation erecting, owning, repairing or removing such sign.

**Section 2. General Regulations.**

- A. A sign permit shall be required for all proposed signs or modifications to existing signs.
- B. No strung pennants or bare bulbs, and no signs lighted in such a manner as to create glare conditions on adjacent properties or any adjacent street shall be permitted.
- C. Signs containing an integral or external lighting source, as well as their structural supports, shall be made of non-combustible materials, meaning those materials

which will not ignite or deform at temperatures below one thousand two hundred (1,200) degrees Fahrenheit.

- D. The construction of each sign shall comply with applicable provisions of the Borough Building Code.
- E. No sign shall be located so as to block doors, fire escapes, operable windows or access to them; nor shall a sign be attached to a fire escape. No sign shall by reason of location or message content create a traffic hazard by obstructing sight distances or confusing motorists.
- F. No sign, unless approved as a community-oriented mural, shall be painted directly on a wall, but letters or other devices prepared elsewhere may be applied directly to a wall or to a display window.
- G. Where wire glass, shatter-proof glass or consist of a minimum of one-fourth (1/4) inch safety or plate glass.
- H. No sign shall be permitted to hang from or be placed over a second sign except that signs may be placed on, but not extended beyond, any vertical face of a marquee or canopy. This does not exclude separate placards from being independently attached to the same supporting structure if the total area of all combined does not exceed the area limitation.

### **Section 3. Prohibited Signs.**

- A. An "A-Frame," sandwich board or other incidental sign which is in excess of 24"x40".
- B. Wheeled signs.
- C. Other than those authorized by the Borough Council, banners and pennants; banners used as temporary signs are permitted if they are secured, not waving or fluttering, comply with the maximum size permitted (36" x 48") and erected no more than fourteen (14) days prior to an event and are removed within five (5) days of the event. National, State or Municipal Flags, as well as banners displaying "open," shall not be considered a banner or pennant.
- D. Moving or flashing signs otherwise not authorized by this Chapter.
- E. No sign shall be on the roof of a building and no sign attached to the wall of a building shall extend along the rooflines or project horizontally more than twenty-four inches therefrom.
- F. Snipe or Bandit signs as defined in Article II, Section 2.
- G. Signs that imitate traffic control devices.
- H. Signs painted on walls or chimneys of a building or on fences or walls.
- I. Signs on or affixed to vehicles and/or trailers which are parked on a public right-of-way, public lot or private lot, other than temporarily for overnight storage on the site of a business or for maintenance, repair, loading, unloading or rendering a service at

any location, which are visible from the public right-of-way and where the apparent purpose is to advertise a product or direct people to a business or activity located on the same or nearby lot.

- J. Signs that by reason of size, location, content, coloring or manner of illumination, obstruct the vision of drivers or obstruct or detract from the visibility or effectiveness of any traffic sign or control device on public streets and roads.
- K. Any sign that obstructs free ingress to or egress from a fire escape, door, window or other required exit way.
- L. Signs that make use of words as "Stop," "Look," "One Way," "Danger," "Yield," or any similar words, phrases, symbols, lights or characters in such a manner as to interfere with, mislead, or confuse traffic.
- M. Misleading Information. No sign shall be created which states or implies that a lot may be used for any purpose not permitted under the provisions of the Ordinance.
- N. Inflatable advertising signs in the form of air-inflated objects of various shapes that are made of flexible fabric and placed on the ground or structure.
- O. Abandoned signs as defined in Article II, Section 2.
- P. Illuminated signs as defined in Article II, Section 2 and Article III, Section 1.

**Section 4. Major Types of Permanent Signs.**

Signs in all Zoning Districts shall be categorized according to the types described below and shall comply with the requirements for those types described in this section.

<b>Permitted for all Zoning Districts:</b>	
Nameplate	Not exceeding one (1) square foot
Memorial or historical sign	Not exceeding fifteen (15) square feet
On-lot directional sign, Private property	Not exceeding six (6) square feet
No trespassing and Warning sign, Private property	Not exceeding one (1) square foot per sign
<b>Permitted for Residential R-1, R-2, and E</b>	
Identification sign, Multi-family structure or development	Not exceeding fifteen (15) square feet
Identification sign, Daycare center, personal care home, group residence	Not to exceed twelve (12) square feet
Identification sign, Residential	Not to exceed one (1) square foot
Non-Residential uses	Not to exceed fifteen (15) square feet
Signs that indicate that mechanics, painters and other artisans are at work	Not exceed twelve (12) square feet and erected and maintained during the period that such persons are performing work on the premises and removed promptly upon completion of the work

<b>Permitted for C/ I District</b>	<b>From the following, a maximum of two sign types per business plus an arcade sign will be allowed</b>
Arcade Sign	Not to exceed five and one half (5 1/2) feet long, one and one half (1 1/2) feet high and three (3) inches thick
Flush-mounted sign	Not to exceed one (1) square foot for every two (2) feet of building frontage, but not exceeding fifteen (15) square feet in area
Awning or canopy	Not to exceed a total of eight (8) feet
Projecting sign mounted perpendicular to the structure	Not to exceed five (5) square feet
Window graphic sign	Not to exceed twenty (20) percent of the gross window area
Free standing sign	Not to exceed fifteen (15) square feet
Identification sign, Place of worship, public use /building, recreational facility, multi-family structure, group residence, personal care, or boarding	Not to exceed fifteen (15) square feet
Illuminated window signs	Not to exceed four (4) square feet Permit required.

A. Off-premises advertising sign structures, including poster panels, bulletins, and the like, may be erected and maintained and subject to the following regulations:

1. No advertising sign shall be permitted to be erected within (5) five feet of an adjoining residential zoning district if visible from and designed to face into such zoning district.
2. Business or Commercial advertising sign that are temporary and off-premise must be dated with the day the sign was posted in the bottom right-hand corner of the sign and removed within 60 days. A permit is required for temporary, off-premise signs.
3. Directional signs may be limited, require a permit and must be placed so not to create a safety hazard or obstruct free and clear vision at any street intersection or authorized traffic sign.
4. Directional signs must be adequately maintained and be free from deterioration, including peeling, rust, fading, discoloration and holes.
5. Directional signs that represent an entity which no longer exists must be removed.

B. Public utility signs required in connection with the identification, operation, or protection

of a public utility, provided the area of one side of any such sign shall not exceed eight (8) square feet.

C. Any sign lawfully existing at the time of the passage of this Chapter that does not conform with the regulations of the zoning district in which such sign is located shall be considered nonconforming and may continue subject to the following provisions:

1. Signs which are nonconforming may continue in their present location until replacement or rebuilding becomes necessary, at which time a zoning permit will be required and the sign brought into conformity with this Chapter.

**Section 5. Temporary Signs.**

The following classes of temporary signs are permitted for all land uses and within all Zoning Districts.

Temporary Signs		Time Limit
Real estate signs	Not to exceed ten (10) square feet in residential districts or thirty (30) square feet in nonresidential districts	One (1) year
Construction signs	Not to exceed ten (10) square feet	One (1) year or one (1) week after building/occupancy permit is signed
Garage and yard sale signs	Not to exceed four (4) square feet	One (1) week prior to event; Removed two (2) days following event
Special event signs	Not to exceed four (4) square feet	One (1) month prior to the event and one (1) week after the event Permit Required
Political campaign signs	Not to exceed four (4) square feet	3 months before an election Removed two (2) weeks after an election
Sandwich Board: Beyond 30" of a building façade	Not to exceed 24" by 40"	Removed during non-business hours. Permit Required
Sandwich Board: Within 30" of a building façade	Not to exceed 24" by 40"	Removed during non-business hours. Permit required.
Other signs	As permitted by the Borough Council	As defined by the Borough

A. General provisions for temporary signs.

1. Illumination of any temporary sign is prohibited.
2. One (1) sandwich board or A-frame signs is permitted per establishment.
  - a) If a sign is located on a public or private sidewalk, a minimum of 30 inches of unobstructed sidewalk clearance must be maintained between the sign and any building or other obstruction.
  - b) The sign must be located on the premises, and within 12 feet of the primary public entrance of the establishment it advertises.
  - c) Portable signs shall be weighted, temporarily secured, or placed to avoid being carried away by high winds.
  - d) Signs shall be removed during non-business hours.

- e) Off-premise sandwich board signs may not exceed 24" by 40' per side. All temporary sign provisions apply to off – premise sandwich signs.
  - f) Any sandwich board sign that does not conform to the provisions and deemed a public hazard shall be removed by the owner. The Borough may remove the sign at the expense of the owner or person in possession of the lot on which the sign is located. The Zoning Officer or the Codes Officer will provide written notice to the responsible party with a certified letter prior to any removal action being taken by the Borough.
3. No temporary sign shall be placed on Borough property unless in conjunction with an approved sign permit or other permission from the Borough.
  4. No temporary sign shall be placed in the right of way adjacent to public property owned or under the control of federal, state or local government or special purpose district such as a school, park, public utility unless other wise approved by the unit of government.
  5. No temporary sign shall be placed in the roadway of a state highway or government controlled right of way unless the sign owner has permission from the owner of the abutting property.
  6. Off-premise signs, sandwich board signs and other temporary signs must have the permission and signature on the sign permit of the landowner, developer or tenant.

**§Section 6. Other Sign Provisions.**

- A. Lots with Multiple Street Frontage. In all Zoning Districts, lots fronting on more than one (1) street shall be permitted to have one (1) sign of authorized sign types as defined by this part for each street frontage.
- B. Visibility. No sign shall be located in such a position that it will cause a hazard by obstructing visibility for traffic on a street or obscuring a traffic signal or other traffic control device.
- C. Removal of Signs.
  1. Whenever any business, activity or product on a lot is discontinued, vacated or no longer sold, all signs relating to the discontinued or vacated business shall be removed within ninety (90) days of the vacation or discontinuance of the business or activity.
  2. If the landowner and/or developer fails to remove the sign by the end of the ninetieth (90) day from the permit expiration date, the Borough shall be permitted to remove the sign at the landowner and/or developer's expense.
  3. Temporary off-premise business or commercial signs will be removed after 60 days from the posted date.
  4. Temporary signs will be removed when they exceed the time limit allowed by this Chapter.

D. Permits.

1. No permit shall be required for temporary signs: real estate, construction, garage/yard sale, or political campaign signs unless otherwise stated in this Chapter.
2. Permits are required for sidewalk, sandwich board signs, illuminated signs, special event signs and temporary off-premise signs.
3. Permits shall be required for all other signs authorized by this Chapter. The Zoning Officer shall issue the required permits upon submission of an application that complies with all applicable provisions of this Chapter and payment of the required fee established from time to time by resolution of the Borough Council.

E. Expiration of Permits.

1. Any permit issued by the Zoning Officer for erection, alteration, replacement or relocation of any sign shall expire automatically within six (6) months of the date of issuance if work authorized by the permit has not been initiated and diligently pursued.

F. Sign Location.

1. Except for permitted off-premises signs in conformance with this Chapter or otherwise approved by the Borough, all signs shall be located on the premises which they are intended to serve.
2. Billboards will be permitted in an area on West Main Street from Fisher Lane to the Rostraver Township line. The sizes of these signs are not to exceed seventy-two (72) square feet per sign, be placed 100 feet apart, and comply state regulations for distance from the center of the road. Double stacking is permitted and a sign permit must be obtained.

**DULY ORDAINED AND ENACTED** this 18 day of Feb, 2025, by the Council of the Borough of West Newton, Westmoreland County, Pennsylvania, in lawful session duly assembled.

ATTEST:

  
Ashley Pergola  
Borough Secretary

BOROUGH OF WEST NEWTON

  
Jason Cooper  
Council Resident

Examined and approved this 18 day of Feb.  
2025

BY:   
Mayor Mary Popovich