

ZONING

27 Attachment 15

Borough of Pottstown

1 APPENDIX A15

SIGN USES AND RESTRICTIONS

**[Ord. 1968, 9/8/2003, §712; Ord. 2059, 3/9/2009;
Ord. 2085, 9/12/2011; Ord. No. 2237, 12/9/2024]**

How to use the chart on the next page:

1. Determine what kind of sign you would like to erect, in terms of its Purpose (see definitions, Section 702).
2. Look for that particular sign in the third column.
3. The fourth column shows what Form (physical structure) is permitted for each type of purpose sign.
(For definitions of signs by form, see Section 702.)
4. The fifth column shows Restrictions and Guidelines as to the size, height, placement, and other aspects of each sign. Restrictions are mandatory. Guidelines, denoted with an asterisk ‡, are advisory.

EXAMPLE: An artisan sign (defined in Section 702) is permitted in all zoning districts, on any kind of premises, in the form of either a freestanding sign or a wall sign (see definitions). The maximum area of the sign is 8 square feet, and the maximum height is 6 feet. It may not be illuminated, it may not be erected until work begins, and it must be removed when work ends.

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- The chart on this page shows the kinds of signs permitted in all zones, on any kind of premises.

Zone	Permitted Use	Purpose	Form	Restrictions and Guidelines
All Zones	All uses	Government Regulatory		
		Artisan	Freestanding Wall	Maximum area: 8 square feet Maximum height, freestanding; 6 feet May not be erected until work begins and must be removed as soon as work ends Nonilluminated
		Development	Banner Freestanding-ground Wall	Maximum area: 6 square feet Maximum 1 sign for each street premises faces Freestanding: maximum height: 6 feet Must be removed when project is 90% complete Nonilluminated
		Directional	Freestanding	Maximum area: 6 square feet Maximum height: 4 feet
			Wall	Maximum area: 6 square feet Maximum height: 8 feet
		Memorial	Wall	Maximum 1 sign Maximum area: 2 square feet Nonilluminated
		Personal expression	Wall Banner Freestanding Window-temporary	Maximum 1 sign Nonilluminated Maximum area: 8 square feet Freestanding: maximum height: 8 feet
		Public interest	Wall Freestanding	Maximum area: 2 square feet Maximum height: 7 feet Minimum spacing: 100 feet apart Nonilluminated
		Political	Freestanding Wall Window-temporary	Maximum 2 signs per premises Maximum size: 4 square feet Freestanding: maximum height: 6 feet May not be erected more than 2 months before election and must be removed within 7 days after election Nonilluminated
		Real estate	Banner Freestanding-ground Projecting Wall Window-temporary	Maximum 2 signs per premises Maximum size: 6 square feet Freestanding: maximum height: 6 feet Must be removed within 72 hours of settlement Nonilluminated

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How to use the chart on this page:

1. Determine the zoning district in which your premises is located (Zone, first column).
2. Determine the use of your premises, such as single-family residential, commercial, professional office (Permitted use, second column).
3. Determine what kind of sign you would like to erect, in terms of its Purpose (see definitions, Section 702.)
4. Look for that sign in the third column (Purpose).
5. The fourth column shows what Form (physical structure) is permitted for each type of purpose sign.
6. The fifth column shows Restrictions and Guidelines as to the size, height, placement, and other aspects of each sign. Restrictions are mandatory. Guidelines, denoted with an asterisk ‡, are advisory.

EXAMPLE: An address sign (purpose sign as defined in Section 702) is allowed for a single-family residential premises, in any zoning district, but only in the form of a wall sign or a projecting sign (defined in Section 702) with a maximum area of 2 square feet.

2. The chart below shows the address signs and civic event signs that are permitted.

Zone	Permitted Use	Purpose	Form	Restrictions and Guidelines
All Zones	Single-family residential	Address	Wall Projecting	Maximum area: 2 square feet
	Multifamily residential Nonresidential	Address	Awning Canopy Freestanding Projecting Wall	Maximum area: 10 square feet Freestanding: maximum height: 6 feet
	Nonresidential	Civic event	Banner Window- temporary	May not be erected more than 30 days before event and must be removed within 72 hours after event

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3. The chart below shows the signs permitted in the Neighborhood Residential District.

Zone	Use of Premises	Purpose	Form	Restrictions and Guidelines
Maximum 1 sign per premises for each street the premises faces Freestanding signs on each premises must be spaced at least 100 feet apart				
Neighborhood Residential	Residential	Home occupation	Freestanding Projecting Wall	Maximum area: 6 square feet Maximum height, freestanding: 6 feet Nonilluminated
	Multifamily dwellings	General purpose	Awning Canopy Freestanding Banner Wall	Maximum area: 24 square feet Freestanding: maximum height: 6 feet
	Institutional	General purpose	Awning Canopy Freestanding	Maximum area: 24 square feet Freestanding: maximum height: 6 feet
			Projecting Wall	Maximum area: 10 square feet
			Window	May not exceed 25% of glass area

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How to use the following three charts:

1. Determine the zoning district in which your premises is located (Zone, first column).
2. Determine the use of your premises, such as residential, professional offices (Permitted use, second column).
3. Determine what kind of sign you would like to erect, in terms of its Purpose (see definitions, Section 702.)
4. Look for that particular sign in the third column (Purpose).
5. The fourth column shows what Form (physical structure) is permitted for each type of purpose sign.
6. The fifth column shows Restrictions and Guidelines as to the size, height, placement, and other aspects of each sign. Restrictions are mandatory. Guidelines, denoted with an asterisk ‡, are advisory.

EXAMPLE: In an office-residential district, a general purpose sign (Purpose sign defined in Section 702) is allowed for multi-family dwellings in the form of an awning, canopy, freestanding, banner or wall sign. The borough encourages, but does not require, property owners to limit these signs to 24 square feet or less in area. If a sign is freestanding, the maximum height is 6 feet. Only 1 sign may be used for each street the building faces. If the premises has 60 feet of street frontage, the maximum allowable size for all signs combined is 60 square feet.

4. The chart below shows the signs permitted in the Traditional Town Neighborhood District.

Zone	Use of Premises	Purpose	Form	Restrictions and Guidelines
Maximum 1 sign per premises for each street the premises faces Maximum sign area for general purpose signs is 1 square foot for each foot of street frontage Freestanding signs on each premises must be spaced at least 100 feet apart Window, feather flag, and inflatable tube signs will not be taken into consideration when determining the property's maximum number of signs or if the total sign area is or will be exceeded				
Traditional Town Neighborhood	Residential	Home occupation	Freestanding Projecting Wall	Maximum area: 6 square feet Freestanding: maximum height: 6 feet Nonilluminated
	Multifamily dwellings	General purpose	Awning Canopy Banner Wall Freestanding	Maximum area: 24 square feet‡ Freestanding: maximum height: 6 feet
	Institutional Professional offices	General purpose	Awning Canopy Banner Freestanding	Maximum area: 24 square feet‡ Freestanding: maximum height: 6 feet
			Projecting	Maximum area: 10 square feet
			Wall	Maximum area: 24 square feet‡
			Window	May not exceed 25% of glass area
			Window-temporary	See Section 714
			Feather flag	Maximum 1 per commercial unit
			Inflatable tube	Maximum 1 per property No text or logos, setbacks apply See definitions

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5. The charts below show the signs permitted in the Neighborhood Business, Downtown, and Gateway Districts.

Zone	Use of Premises	Purpose	Form	Restrictions and Guidelines	
Maximum 3 signs Maximum area of all signs combined: 3 square feet for each 10 feet of street frontage, up to a maximum of 40 square feet					
Neighborhood Business	Multifamily dwellings	General purpose	Awning	Maximum area: 24 square feet Freestanding: maximum height: 6 feet	
			Canopy Freestanding		
	Institutional	General purpose	Awning	Maximum area: 10 square feet	
			Canopy		
			Banner Freestanding		Maximum area: 32 square feet Freestanding: maximum height: 6 feet
			Projecting Wall		Maximum area: 15 square feet
	Retail and direct service stores	General purpose	Window	May not exceed 25% of glass area	
			Awning	Maximum area: 24 square feet‡ Freestanding-ground: maximum height: 7 feet	
			Canopy Freestanding ground		
			Freestanding-pole	Maximum area: 30 square feet‡ Maximum height: 14 feet	
			Banner Projecting	Maximum area: 15 square feet‡	
			Wall	Maximum area: 24 square feet‡	
			Sandwich board	Maximum area: 8 square feet Must not impede pedestrian traffic May only be displayed during business hours	
Window	May not exceed 25% of glass area				

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Zone	Use of Premises	Purpose	Form	Restrictions and Guidelines
Maximum 2 signs per premises Maximum 3 signs for premises fronting more than 1 street Maximum area of all signs combined: 1 square foot for each foot of street frontage				
Downtown	Theater	Marquee sign – by conditional use	Electronic sign	See Section 707.2, Marquee Signs
Downtown and all Gateways	All uses	General purpose	Awning Canopy	Maximum area: 24 square feet‡
			Banner	Maximum area: 15 square feet‡
			Freestanding ground	Must have at least 30 feet street frontage Maximum height: 6 feet‡ Maximum area: 15 square feet‡
			Freestanding pole	Must have at least 30 feet street frontage Maximum height: 14 feet‡ Maximum area: 24 square feet‡
			Projecting	Maximum area: 15 square feet
			Sandwich board	Maximum area: 8 square feet May not impede pedestrian traffic May only be displayed during business hours
			Wall	Maximum area: 30 square feet‡
			Window	May not exceed 25% of glass area
			Window-temporary	See Section 714
			Window-hours, open, contact information	Maximum area: 3 square feet combined Open sign may be lighted internally
			Feather flag	Maximum 1 per commercial unit
			Inflatable tube	Maximum 1 per property No text or logos, setbacks apply See definitions
Gateway East, Gateway West	All nonresidential uses	General purpose – by conditional use	Electronic sign (only as a freestanding ground or pole sign)	See Section 707.3, Electronic Signs in Gateway Districts

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6. The charts below show the signs permitted in the Highway Business, Flex-Office and Heavy Manufacturing Districts.

Zone	Use of Premises	Purpose	Form	Restrictions and Guidelines	
Highway Business	All permitted uses	General purpose	Electronic (only as a freestanding ground pole sign)	Up to 30% or 24 square feet of the total sign area (whichever is less) of a new or conforming existing sign may be an electronic message center or an electronic display screen, and otherwise subject to Section 703.8, Electronic Signs	
	Shopping center with more than 1 use on premises	General purpose	Freestanding	Maximum area: 1 square foot for each 2 feet of street frontage up to a maximum of 350 square feet‡ Maximum height: 24 feet, or 24 feet above grade of nearest street, whichever is higher	
	Individual businesses within a shopping center and all other uses	General purpose	Maximum 3 signs Maximum area of all signs combined: 70 square feet‡		
			Awning Canopy	Maximum area: 24 square feet‡	
			Banner	Flexible	
			Freestanding ground	Maximum height: 7 feet	
			Freestanding pole	Business in shopping center: maximum height: 14 feet, or 14 feet above grade of nearest street, whichever is higher All other uses: maximum height: 20 feet, or 20 feet above grade of nearest street, whichever is higher	
			Sandwich board	Maximum area: 8 square feet Must not impede pedestrian traffic May only be displayed during business hours	
			Wall	Flexible	
Window	May not exceed 25% of glass area				

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Zone	Use of Premises	Purpose	Form	Restrictions and Guidelines
Maximum area of all signs along one side of a street per 500 feet of frontage: 150 square feet				
Flex-Office Heavy Manufacturing	All permitted uses	Directory General purpose	Awning Canopy	Flexible
			Banner	100 square feet
			Freestanding ground	Maximum area: 75 square feet Maximum height: 12 feet
			Freestanding pole	Maximum area: 75 square feet Maximum height: 20 feet
			Projecting	Flexible
			Wall	Flexible
			Window	May not exceed 25% of glass area
			Electronic sign (only as a freestanding ground or pole sign)	Up to 30% or 24 square feet of the total sign area (whichever is less) of a new or conforming existing sign may be an electronic message center or an electronic display screen, and otherwise subject to Section 703.8, Electronic Signs
Heavy Manufacturing	Adult entertainment	General purpose	Wall Freestanding	1 sign per premises Maximum area: 40 square feet Maximum height: 12 feet Sign may only identify name of establishment and hours of operation
		Off-premises (including billboards)	Freestanding	Maximum area: 75 square feet Maximum height: 18 feet Minimum setback: 15 feet from right-of-way Minimum separation: 500 feet along 1 street