

Bill No.	1321
Introduced:	March 24, 2025
Advised:	4/10/2025
Adopted By Council:	4/28/2025
Signed By Mayor:	4/30/2025

THE BOROUGH OF BRENTWOOD

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ORDINANCE NO. 2025-1321

AN ORDINANCE OF THE BOROUGH OF BRENTWOOD, COUNTY OF ALLEGHENY AND COMMONWEALTH OF PENNSYLVANIA, AMENDING CHAPTER 210 OF THE BRENTWOOD BOROUGH CODE, TO AUTHORIZE THE INSTALLATION OF DIGITAL SIGNS IN THE MIXED-USE NEIGHBORHOOD DISTRICT AS A CONDITIONAL USE AND ESTABLISHING RELATED CRITERIA

WHEREAS, the Borough has received a request from a commercial property owner to install a digital sign within the Mixed-Use Neighborhood District; and

WHEREAS, because such fixtures are prohibited within this Zoning District, Borough Council has meticulously and methodically debated the merits of amending its Zoning Ordinance to accommodate such use; and

WHEREAS, during subsequent business meetings, Council has received comments in favor of such an amendment from several commercial property owners and testimony in opposition to such an amendment from several residential property owners; and

WHEREAS, Council recognizes that the installation of digital signs within the Mixed-Use Neighborhood District could distract from the quaint, traditional charm of the Brownsville Road Corridor;

WHEREAS, Council has thus determined that the placement of such signs within this Zoning District must be thoughtfully regulated, and it has thus deemed it necessary to implement stringent restrictions relative to the size, brightness, hours of operation, and installation location of such fixtures; and

WHEREAS, in order to codify this policy, Council seeks to amend its Zoning Ordinance in accordance with the provisions of Section 609 of the Municipalities Planning Code; and

WHEREAS, the Planning Commission of the Borough of Brentwood reviewed the proposed text amendments at its April 24, 2025 meeting; and

WHEREAS, citizens' comments regarding the proposed text amendments were heard at a public hearing held on April 28, 2025; and

WHEREAS, all other procedural requirements associated with the proposed Zoning Ordinance amendment have been satisfied consistent with relevant law

NOW THEREFORE, it is hereby Enacted and Ordained by the Council for the Borough of Brentwood, that:

PART I

Chapter 210, Section 61 of the Code of the Borough of Brentwood is hereby amended in limited part to restate Subsection K to read as follows:

K. Digital signs

1. Digital signs shall be permitted only in the CRD, I, and MUN Districts.
2. Conditional use approval shall be required for the installation of any digital sign other than a static alphanumeric display.
3. In the CRD and I Districts, digital sign faces may only be installed as part of a ground sign or a pole sign that is located on a portion of a lot that fronts State Route 51 or Wanley Road. Digital signs that are installed fronting Brownsville Road shall be limited to an area of 12 square feet. Digital ground or pole signs shall be subject to the same installation standards as all other types of ground or pole signs.
4. In the MUN District, digital sign faces may only be installed as part of a ground sign. The digital sign face shall be limited to an area of 12 square feet. Digital ground signs shall be subject to the same installation standards as other types of ground signs.
5. In the MUN District, digital signs shall only be permitted on lots with a minimum size of 0.6 acres.
6. In the MUN District, digital signs shall be placed a minimum of 75 feet from any side lot line.
7. No digital sign shall be brighter than is necessary for clear and adequate visibility.
8. All digital signs shall have installed ambient light monitors and shall at all times allow such monitor to automatically adjust the brightness level of the digital sign based upon ambient light conditions so as to minimize and keep consistent sign brightness.

9. The maximum brightness level shall not exceed 5000 nits when measured from the sign's face between dawn and dusk, as those times are determined by the National Weather Service.
10. In the CRD and I Districts, the maximum brightness level shall not exceed 300 nits when measured from the sign's face between dusk and dawn, as those times are determined by the National Weather Service.
11. In the MUN District, the maximum brightness level shall not exceed 300 nits when measured from the sign's face at its maximum between dusk and 11:00PM and between 6:00AM and dawn, as the times of dusk and dawn are determined by the National Weather Service. The digital sign face shall be shut off in its entirety between 11:00PM and 6:00AM.
12. No permit shall be issued for the installation of a digital sign unless the applicant has submitted a written certification from the sign manufacturer certifying that the light intensity of the sign has not been preset to exceed the illumination levels established herein and that the intensity level is protected from end-user manipulation by password-protected software or similar security measures.
13. All digital signs shall contain a default mechanism that will cause the sign to revert immediately to a black screen in instances of malfunction.
14. Digital signs, exclusive of static alphanumeric displays, shall additionally be subject to the following operational limitations:
 - a. In the MUN District, signs shall only display monochromatic text-based messages. Signs that are technologically capable of displaying images are prohibited.
 - b. Each message or image shall remain static and unchanged for a period of no less than eight seconds.
 - c. No message or image shall be permitted to blink, flash, or move.
 - d. No message shall display more than 12 individual words.
 - e. Each message or image shall be complete without continuation of content to the next display or to another sign.
 - f. No digital sign shall emit any sound or audio message.

PART II: REPEALER

All ordinances or parts of ordinances in conflict with the terms of this Ordinance are repealed and rescinded to the extent that such conflict exists.

PART III: SEVERABILITY

If any section, subsection, paragraph, sentence, clause, phrase or portion of this Ordinance is for any reason held invalid or unconstitutional by any court of competent jurisdiction, such shall be deemed a separate, distinct, and independent provision and such holding shall not affect the validity of the remaining portion thereof.

PART IV: EFFECTIVE DATE

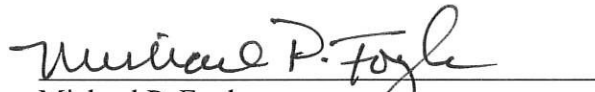
This Ordinance shall become effective immediately upon enactment by Borough Council.

ORDAINED AND ENACTED THIS 28th DAY OF April, 2025, BY THE
BOROUGH COUNCIL OF THE BOROUGH OF BRENTWOOD.

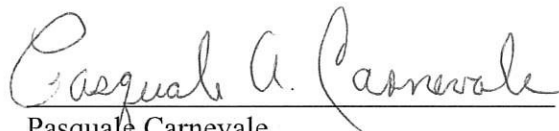
ATTEST:


George Zboyovsky, PE, ICMA-CM
Borough Manager

BOROUGH OF BRENTWOOD


Michael P. Foyle
President of Council

EXAMINED AND APPROVED BY ME THIS May 30, DAY OF 2025
2025.


Pasquale Carnevale
Mayor