

MUNICIPALITY OF MONROEVILLE  
ALLEGHENY COUNTY, PENNSYLVANIA

ORDINANCE NO. 2566

AN ORDINANCE OF THE MUNICIPALITY OF MONROEVILLE, ALLEGHENY COUNTY, PENNSYLVANIA, AMENDING ARTICLE SIX, DEFINITIONS OF ORDINANCE 1443; AS AMENDED, AMENDING THE DEFINITIONS OF ANIMATION, ELECTRONIC MESSAGE CENTER AND CHANGEABLE COPY, PROVIDING FOR THE DEFINITION OF ELECTRONIC FUEL PRICING SIGN; AMENDING ARTICLE THREE, SECTION 307, SIGNS, OF ORDINANCE 1443; AS AMENDED, PROVIDING FOR MULTI-COLORED CHANGEABLE COPY; PROVIDING FOR ELECTRONIC FUEL PRICING SIGNAGE AND REPEALING ORDINANCE 2325.

WHEREAS, the Council of the Municipality of Monroeville is desirous of establishing a definition, standards and criteria to regulate variable message centers and electronic fuel pricing signage.

NOW, THEREFORE, BE IT HEREBY ORDAINED AND ENACTED, by the Council of the Municipality of Monroeville, and it is hereby ordained and enacted as follows:

SECTION 1: ARTICLE SIX, DEFINITIONS, of Ordinance 1443, as amended, is hereby amended to read as follows:

**ANIMATION:** Any sign or part of a sign that changes physical position by any movement or rotation or that gives the visual impression of such movement or rotation or copies the impression of a traffic control device, signal, lighting or signage.

**ELECTRONIC MESSAGE CENTER:** A secondary sign with a black background/face that includes provisions for changeable copy, multi-colored, advertising an onsite product/service/activity, public service message, time or temperature sign.

**CHANGEABLE COPY:** Character height shall be no greater than eighteen (18) inches in height and no more than three (3) lines of copy per electronic message center with the copy or other images that physically change or give the appearance of change display at intervals of not less than fifteen (15) seconds.

**ELECTRONIC FUEL PRICING SIGN:** In addition to the twenty-four (24) square feet per side, an electronic message center secondary sign, single or double faced, with a black background/face that includes provisions for multi-colored, changeable copy, electronic fuel pricing sign(s), may be permitted. The total electronic fuel pricing sign(s) shall not exceed a maximum of twenty-four (24) square feet per side and must be calculated into the maximum permitted sign area, not to exceed two hundred twenty-five (225) square feet.

SECTION 2: ARTICLE THREE, Section 307.12, Logo Signs, of Ordinance 1443, as amended, is hereby amended to read as follows:

307.12, Logo Sign: In addition to a business sign, one single or double faced, free standing logo sign may be erected on a site occupied by any legal business or industry which has a lot greater than one-half (.5) acre and on which all structures are set back forty feet (40) or more from all property lines if:

307.12(a): The sign displays nothing other than the logotype, trademark or name of the company or commercial center on the premises;

307.12(b): The sign has a height no greater than twenty-four (24) feet above basic grade and is no closer than ten (10) feet from any property line;

307.12(c): The sign shall have an aggregate area, including all sign faces are no greater than one square foot for each linear foot of property frontage along a public thoroughfare; but shall not in any case exceed an area of two hundred and twenty-five (225) square feet. The maximum permitted sign area may be divided between a maximum of two (2) Logo Signs provided such signs are not less than one hundred (100) feet apart.

307.12(d): Where a property fronts on more than one public thoroughfare, a Logo Sign(s) may be installed along each public thoroughfare;

307.12(e): The electronic message center and/or electronic fuel pricing sign(s) will be considered secondary signage. Each shall have a black background/face with multi-colored changeable copy. The electronic message center and/or electronic fuel pricing sign(s) shall not exceed a maximum size of twenty-four (24) square feet each, per side, and the total square footage of each sign(s) must be calculated into the maximum permitted sign area as calculated in Section 307.12(c). Additionally, the character height shall not exceed eighteen (18) inches in height; with no more than three (3) lines of copy per each electronic sign board and all copy or other images that physically change or give the appearance of change shall be displayed at intervals of not less than fifteen (15) seconds. Running, flashing or other distracting movement copies the impression of a traffic control device, signal, lighting or signage of the changeable copy is prohibited.

ORDAINED AND ENACTED into law this 11th day of December, 2012.

ATTEST:

  
Jeffrey F. Sulka, Municipal Manager

MUNICIPALITY OF MONROEVILLE

  
Gregory Eresenko, Mayor

ENTERED INTO THE LEGAL BOOK: December 21, 2012