



THE BOROUGH OF BRENTWOOD  
MUNICIPAL BUILDING – 3624 BROWNSVILLE ROAD  
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ORDINANCE NO. 2017-1252

“DIGITAL SIGNS”

AN ORDINANCE OF THE BOROUGH OF BRENTWOOD, COUNTY OF ALLEGHENY, COMMONWEALTH OF PENNSYLVANIA, AMENDING IN LIMITED PART CHAPTER 210 OF THE CODE OF THE BOROUGH OF BRENTWOOD, WHICH PERTAINS TO ZONING, TO INCLUDE REGULATIONS FOR THE PLACEMENT AND USE OF DIGITAL SIGNS.

**WHEREAS**, the Borough of Brentwood is a municipal corporation organized and existing under the laws of the Commonwealth of Pennsylvania, including, but not limited to, the Borough Code and the Water Services Act; and

**WHEREAS**, the Legislature of the Commonwealth of Pennsylvania vests the Borough of Brentwood with the power and authority to make and adopt all such ordinances, bylaws, rules and regulations not inconsistent with or restrained by the Constitution and laws of this Commonwealth, as is expedient or necessary for the proper management, care and control of, *inter alia*, the Borough’s finances, the maintenance of peace, good government, health, safety and welfare of the Borough, its trade, commerce and manufacturers; and

**WHEREAS**, Brentwood Borough Council has determined that it is necessary to amend its Zoning Ordinance to include regulations for the placement and use of digital signs:

**NOW THEREFORE**, on this \_\_\_ day of \_\_\_\_\_, 2017, it is hereby Enacted and Ordained by the Council for the Borough of Brentwood, that;

**PART I: AMENDMENTS**

Chapter 210, Section 55, of the Code of the Borough of Brentwood is hereby amended in limited as part as follows. Text marked in ***bold italics*** shall be added to said section and placed in alphabetical order. Text marked with a ~~strikethrough~~ shall be deleted from said section.

§210-57: TYPES OF SIGNS

***Digital sign:***

***A computer programmable sign capable of displaying words, numbers, symbols, figures or picture images that can be altered or rearranged by remote or automatically without physically altering the face or surface of the sign. These signs typically utilize light-emitting diode, plasma, or liquid crystal display technology to produce the character and graphic of the display.***

~~Electronic message board:~~

~~A sign which displays messages, such as time and temperature, in alternating light cycles.~~

***NITS: The measure of the light emanating from an object that is used to quantify digital sign brightness, which is calculated by the total amount of light emitted from a sign divided by the surface area of the sign measured as candelas per square meter.***

***Static alphanumeric display:***

***A digital sign that is only capable of displaying numbers and letters and that is not designed or programmed to flash, blink, move, or display multiple messages over a preset time interval.***

~~Time and temperature sign:~~

~~A sign which indicates changing time and/or temperature.~~

Chapter 210, Section 56, Subsection B, of the Code of the Borough of Brentwood is hereby amended to read as follows:

#### §210-58: PROHIBITED AND EXEMPT SIGNS

- B. The following signs shall not be permitted in any zoning district:
- 1) Pennants, flags, or streamers.
  - 2) Signs advertising a property for sale or rent that lists a use of the property that is inconsistent with the Zoning Ordinance.
  - 3) Signs that resemble any traffic control device.
  - 4) Signs that contain obscene or pornographic material; this shall include the non-repair of illegal acts of vandalism.
  - 5) Off-premises signs, other than outdoor advertising.
  - 6) Roof signs.
  - 7) Signs on trees, utility poles, and traffic devices.
  - 8) Signs that are hazardous to public safety.

Chapter 210, Section 61, Subsection G of the Code of the Borough of Brentwood is hereby amended to read as follows

#### §167-4: PERMITTED SIGNS IN COMMERCIAL AND INDUSTRIAL DISTRICTS; CONDITIONS

- G. Window signs.
- 1) A window sign is considered to be a secondary sign and shall not be permitted at any authorized principal use unless another authorized pole sign, wall sign, ground sign, or projecting sign has been installed or erected.
  - 2) Window signs shall be permitted to be installed on the inside of the window of nonresidential uses only.

- 3) Window signs shall not cover more than 25% of the glazing of any window.
- 4) No more than one internally illuminated window sign shall be permitted at any authorized principal use. Such signs shall be limited to a size of two (2) square feet and shall not blink, flash, or move.
- 5) Window signs shall not be permanently affixed to a window or windowpane.

Chapter 210, Section 61 of the Code of the Borough of Brentwood is hereby amended to add Subsection K as follows:

§167-4: PERMITTED SIGNS IN COMMERCIAL AND INDUSTRIAL DISTRICTS;  
CONDITIONS

K. Digital signs.

- 1) Digital signs shall be prohibited in the MUN District.
- 2) Conditional use approval shall be required for the installation of any digital sign other than a static alphanumeric display in the CRD or I Districts.
- 3) No digital sign face shall be installed except as part of a ground sign or pole sign, and the size and manner of installation of digital sign faces shall be subject to size and installation restrictions for the same.
- 4) No digital sign shall be brighter than is necessary for clear and adequate visibility.
  - a. 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 on ambient light conditions so as to minimize and keep consistent sign brightness.
  - b. The maximum brightness level for such signs shall not exceed five thousand (5,000) NITS when measured from the sign's face at its maximum between dawn and dusk, as those times are determined by the National Weather Service.
  - c. The maximum brightness level for such signs shall not exceed three hundred (300) NITS when measured from the sign's face at its maximum between dusk and dawn, as those times are determined by the National Weather Service.
  - d. 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 be 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.
- 5) All digital signs shall contain a default mechanism that will cause the sign to revert immediately to a black screen in instances of malfunction.
- 6) Digital signs, exclusive of static alphanumeric displays, shall additionally be subject to the following operational limitations:
  - a. Each message or image shall remain static and unchanged for a period of no less than eight (8) seconds.
  - b. No message or image shall be permitted to blink, flash, or move.

- c. No message shall display any characters with a height of less than nine (9) inches.
  - d. No message shall display more than twelve (12) individual words.
  - e. Each message or image shall be complete without continuation of content to the next display or to another sign.
  - f. Each message or image shall be followed by a transition period in which the display reverts to a black screen for a minimum period of three (3) seconds.
  - g. No digital sign shall emit any sound or audio message.
- 7) The message contained on a static alphanumeric display shall not be change more frequently than two (2) times in any twenty-four (24) hour period.

**PART II-** The Borough Manager, Code Department, Police Department, Borough Solicitor, and all others employed or appointed by the Borough of Brentwood, are authorized to take any and all action necessary to ensure implementation of this Ordinance and to effectuate the purpose hereof.

**PART III-** Any and all Ordinances and/or Resolutions, or parts thereof, conflicting herewith are repealed insofar as the matters here in affected.

**PART IV-** The provisions of this Ordinance are servable, and if any clause, sentence, section or subsection hereof shall be adjudged by any court of competent jurisdiction to be illegal, invalid or unconstitutional, such judgment or decision shall not affect, impair, or invalidate the remainder, but shall be confined in its operation and application to the clause, sentence, section or subsection rendered. It is hereby declared that the intent of the Borough of Brentwood Council that this Ordinance would have been adopted if such illegal, invalid, or unconstitutional clause, sentence, section, or subsection had not been included therein.

**PART V-** This Ordinance is effective immediately upon enactment according to law, and shall remain in effect hereafter until revised, amended, or revoked by action of the Council of the Borough of Brentwood.

**ORDAINED AND ENACTED THIS \_\_\_\_\_ DAY OF \_\_\_\_\_ 2017 BY THE BOROUGH COUNCIL OF THE BOROUGH OF BRENTWOOD.**

**ATTEST:**

**BOROUGH OF BRENTWOOD**

\_\_\_\_\_  
George Zbojovsky, P.E.

\_\_\_\_\_  
John Frombach

Borough Manager

President of Council

EXAMINED AND APPROVED BY ME THIS \_\_\_\_\_ DAY OF \_\_\_\_\_  
2017.

\_\_\_\_\_

Dennis Troy

Mayor

APPROVED AS TO FORM

\_\_\_\_\_

Gavin Robb

Borough Solicitor