

CHAPTER 19

SIGNS AND BILLBOARDS

PART 1

PLACEMENT OF OVERHEAD BANNERS OVER PUBLIC HIGHWAYS

- §19-101. Placement of Overhead Banners Over Public Highways**
- §19-102. Intent; Permits; Placement; Removal; Enforcement**
- §19-103. Violations and Penalties**

PART 1

PLACEMENT OF OVERHEAD BANNERS OVER PUBLIC HIGHWAYS

§19-101. Placement of Overhead Banners Over Public Highways.

1. The provisions of this Part shall apply to all overhead signs and banners in New Britain Township, and duly issued permits shall constitute the inclusion of the permitted sign under the provisions of this Part.
2. Permits for overhead signs and banners shall be issued by the Township Zoning Officer only in accord with this Part and all applicable zoning requirements.
3. Overhead signs and banners shall conform to the following, and permits for such signs shall include the information necessary to document compliance with same:
 - A. Location: SR number and segment/offset.
 - B. Vertical clearance above the roadway: minimum of 17 feet six inches.
 - C. Size of banner as specified on permit: not to exceed 80 square feet.
 - D. Description of activity: must constitute a national, state, regional or local function or nonprofit activity sponsored by a political subdivision or agency thereof or nonprofit organization recognized by the Commonwealth of Pennsylvania.
 - E. Message: no more than 20% of the message shall relate to naming or advertising a commercial product, enterprise, business or company, regardless of whether such entity is sponsoring the activity or banner installation.
 - F. Duration of display, approximate dates of installation or removal: not to exceed 21 days.
 - G. The banner will be removed within five days or less from the ending date of the event for which the banner was displayed.
 - H. The banner shall be installed under the supervision and control of the Township on permanent cables at locations approved by and in accord with specifications provided by the Township.
 - I. Traffic control shall be performed in accordance with the most current Department Publication 203.
4. The dates of installation, duration and removal, as well as the size, the message event and/or organization, may vary, but in all cases the requirements of this Part will be satisfied.

SIGNS AND BILLBOARDS

5. Upon the issuance of any permit pursuant to this Part, the Township Zoning Officer shall promptly forward a copy of the permit to the District Office of the Pennsylvania Department of Transportation.
6. The permit applicant assumes full responsibility for erecting, maintaining and removing any such sign or banner and all liability for damages occurring to any person or property arising from any act or omission associated with the sign or banner, and a statement to that effect shall be included on the application for the permit.
7. Permit fees for signs or banners, pursuant to this Part, shall be in accordance with the current Fee Resolution for other sign permits.¹

(Res. 98-05, 2/23/1998)

§19-102. Intent; Permits; Placement; Removal; Enforcement.

1. The provisions of this Part are intended to promote and protect public health, welfare and safety by regulating and restricting the location of signs, banners, and other advertising devices within the public rights-of-way within the Township. The regulations are intended to promote public traffic safety, to protect property values, to create a more attractive economic climate, to eliminate litter, and to enhance the scenic and natural beauty of the Township.
2. Permits for signs, banners, or other advertising devices shall be issued by the Zoning Officer only in accord with this Part and all applicable zoning requirements.
3. No signs shall be placed, either on a temporary or permanent basis, within the public right-of-way of any state or Township road, within any sight triangle at the intersection of public or private roads, within the sight triangle of any driveway and a public or private road, or in any other location where sight visibility or traffic safety would be adversely impacted.
4. Removal. Any signs, banners, or other advertising devices which are placed in violation of this section may be removed by the Township's Code Enforcement Officer; and the owner of the offending sign, banner or other device shall be notified of the ordinance requirements. Upon payment of a fine of \$100, the owner may retrieve all signs collected by the Code Enforcement Officer. If the fine is not paid within 48 hours of notification or the signs are not retrieved within 48 hours of notification, the signs shall be destroyed. Each time that a violation of this section of this Part occurs, the fine shall be doubled.
5. The provisions of this Part may be enforced by the Township by an action in equity brought in the Court of Common Pleas of Bucks County. All fines collected by

¹ Editor's Note: The current Fee Schedule is on file in the Township offices.

the Township pursuant to this section are in addition to all other remedies provided by this Part, and the Township's rights and remedies provided in this Part are cumulative and in addition to all other remedies provided by law.

(Added by Ord. 2008-2-1, 2/11/2008)

§19-103. Violations and Penalties.

Any person, firm or corporation who shall violate any provision of this Part, upon conviction thereof in an action brought before a Magisterial District Judge in the manner provided for the enforcement of summary offenses under the Pennsylvania Rules of Criminal Procedure, shall be sentenced to pay a fine of not more than \$1,000, plus costs, for each and every offense and, in default of payment of said fine and costs, to a term of imprisonment not to exceed 30 days. Each day that a violation of this Part continues or each section of this Part shall be found to have been violated shall constitute a separate offense.

(Added by Ord. 2008-2-1, 2/11/2008)

