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# *Minutes of the Borough Council Zelienople, PA*

10/28/2015

10:00 AM Council-Special

MasterID:

556

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The October 28, 2015 Special Council meeting of the Zelienople Borough Council for the purpose of discussing the findings of the sign inventory for Main Street and to address any other matters which may come before the Borough Council, as advertised, was called to order at 10:00 AM by President Allen Bayer in the Council Chambers. In attendance were Council Members, Mary Hess, Ralph Geis, Marietta Reeb, Andrew Mathew III, and Gregg Semel. Councilman Don Burgess and Mayor Tom Oliverio were not in attendance.

Also in attendance were Assistant to the Borough Manager Andrew Spencer, Code Enforcement/Zoning Officer Shelly Kaltenbaugh and Borough Manager Don Pepe

## VISITORS

None

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## SIGN ORDINANCE REVIEW AND ENFORCEMENT REPORT

The purpose of the meeting was to discuss the Borough's Sign Ordinance, review the report on current conditions of compliance, discuss plans for enforcement and also discuss possible changes in the ordinance. Shelly Kaltenbaugh provided an in depth report on her findings and also noted she would provide a summary of the meeting to all and for our files.

In reviewing the results of the Main Street Sign Inventory Report, the largest numbers of violations were found at the three Gasoline/Convenience Store Stations. The most common violation identified were Temporary Signs and Window Signs.

Following are the items discussed:

## TEMPORARY SIGNS/WINDOW SIGNS

STEP ONE: Send an informational letter to property owners and business owners on Main Street alerting them to the Sign section of the Zoning Ordinance, emphasizing the Temporary Sign regulation and Window/Door Sign regulations, providing the opportunity to remove all illegal signs. That includes:

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Temporary Signs require a permit, and are allowed for the following reasons and time periods. Grand Opening of an Establishment: One (1) sign is permitted no greater than 12 square feet in sign area, and that temporary sign may be displayed at that establishment for a period not exceeding 30 days prior to the opening of an establishment and no more than 30 days after the opening of that establishment: and On-Site Special Promotional: One (1) sign no greater than 30 square feet in sign area, may be placed at an establishment two (2) times per year, not to exceed 30 days each time.

Window/Door Signs may not cover more than 30% of the glass surface.

It was also suggested that a postcard be included, announcing the formation of a Sign Committee and solicit interested Property Owners/Business Owners to participate in this group by returning the postcard.

STEP TWO: Property Owners/Business Owners would be given a two to three week grace period to remove the sign(s) prior to another letter being sent identifying the violation, providing a timeframe for their removal and specifying corrective action.

## SANDWICH BOARD SIGNS

Sandwich Board Signs were eliminated in the last Zoning Ordinance Update. It was suggested by Ms. Kaltenbaugh that this should be a standalone Ordinance. It was directed that a draft Ordinance regulating Sandwich Board Signs be developed; one that provides for size, material, hours, lettering and message.

## REVISING CURRENT ZONING ORDINANCE

Gasoline Stations - It was also suggested separate sign requirements should be researched for gasoline stations.

The suggestion of the scheduling of a meeting with the gasoline station owners to discuss their advertising requirements, and the appearance of the over signage of the premises was discussed amongst the group.

Also, it was suggested that it should be verified whether additional revenue is generated from promotional signs that litter these establishments.

Wall Signs -Ms. Kaltenbaugh pointed out that currently the size of wall signs are determined by the total area of the façade facing the public right of way. Signs on the front of the building were allowed to be 20% of this total square footage, lettering eighteen inches high and should not exceed fifty percent of the width of the building. She is concerned that there is not a limitation to the number, and suggested considering restricting it to one identifying wall sign and a one logo sign.

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Freestanding/Monument Signs - Ms. Kaltenbaugh stated that the Borough should be getting away from freestanding signs, perhaps limiting them to the gas stations. Additionally, as the Zoning Ordinances reads, any property owner could put a Monument Sign on their property. She suggested that monument signs should be limited to either a certain size lot or a business with multiple tenants.

Hanging Signs - The Zoning Ordinance allows for a Hanging Sign to extend five feet out from the building. This needs to be investigated.

Additionally, it was mentioned the need for a uniform hanging sign for each business that would make the Main Street more pedestrian friendly.

Banners - Banners are used at many of the Banks and Financial Institutions. It was recommended adding banners, as a Temporary Sign, requiring a permit and establishing a size, occasion and time frame for their display.

Closed Businesses - Letters will go out to Property Owners/Business Owners that have closed and signs still remain. This needs to be more aggressively pursued in the future in an effort to eliminate non-conforming signs.

## CONCLUSION

There was no formal vote but staff was asked to do the following:

- Prepare Action Plan for revising Sign Ordinance.
- Prepare an Ordinance regulating Sandwich Board Signs.
- Draft Sign Ordinance revision to Zoning Ordinance.
- Send Letters to Main Street Businesses/Property Owners regarding Window and Temporary Signs.
- Plan a meeting to discuss Draft Ordinances and formal action.

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Being no further business the meeting was adjourned by Council President Bayer at 11:55 AM.

ATTEST:

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Borough Manager / Secretary

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Council President

Approved by me this \_\_\_\_\_ day of \_\_\_\_\_, 2015.

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Mayor