

CITY OF READING

CITY OF READING – POLITICAL CAMPAIGN MATTER – decals, posters, flyers cards and other printed material, published or printed by or behalf of candidates, committees, political parties or committees for political parties for the election of candidates to political office or for the furtherance of the candidacy of a candidate or slate of candidates for political office or for any issue to be voted on by the electorate as certified by the County Board of Elections.

Placing of Political Matter –No person shall affix political campaign matter to any private or public or public real or personal property, including, but not limited to utility poles, traffic standards, parking meters, exteriors of walls and store windows, billboards and other surfaces, without first having secured the consent of the person owning, leasing or in control or custody of the property upon which political campaign matter is placed, except, that in the case of utility poles, the public utility shall not have the right to give such consent without prior approval of the Council of the City of Reading

Penalties – Any person firm or corporation who shall violate any provision of the Part shall be, upon conviction thereof, sentenced to pay a fine of not more than \$600 plus cost and, in default of payment of said fine and cost, to a term of imprisonment not to exceed 30 days. Each day that a violation continues shall constitute a separate offense.

Election Services has additional information on file for the City of Reading.

Political Campaign Signs. Signs or posters not exceeding 32 square feet in surface area, announcing candidates seeking political office may be erected 2 months prior to an election. Such signs shall be removed within 2 weeks after the election for the office sought. Such signs shall be wall-mounted or pole-mounted, shall not be located within any public area or right of way, and shall not be affixed in any manner to any “street tree” as defined by Chapter 5, Part 1, “Shade Trees,” of the City of Reading Code of Ordinances.

Zoning regulates signs that are on personal property.

Political signs are exempt and do not require permits. However, political signs:

- shall not exceed 32 square feet;
- may be wall mounted or freestanding;
- must be removed within 2 weeks following the election.