

**CHAPTER 420  
Sign Regulations**

420.01	Purposes.	420.08	Supplemental regulations for temporary signs.
420.02	Classification of signs.	420.09	Signs exempt from regulation.
420.03	Computations.	420.10	Prohibited signs.
420.04	Maximum sign area.	420.11	Criteria for the design and construction of signs.
420.05	Bonus sign area for commercial and industrial districts.	420.12	Maintenance.
420.06	Regulations for freestanding signs.	420.13	Administrative procedures.
420.07	Maximum height of freestanding signs.	420.14	Regulations of nonconforming signs.

**SECTION 420.01 PURPOSE.**

In the interest of promoting the general health, safety and welfare of the residents of the Township, these regulations provide for the use, location and size of signs. More specifically, the purposes of these regulations are to:

- A. Ensure that signs are consistent with the community’s development objectives, thereby maintaining the community’s heritage.
- B. Promote and maintain attractive, high value residential, retail, commercial and industrial districts, and preserve the scenic and natural beauty of designated areas.
- C. Provide reasonable, yet appropriate, conditions for identifying residential developments, institutions, businesses, and commercial and industrial establishments.
- D. Ensure that signs are located and designed to maintain a safe and orderly pedestrian and vehicular environment.
- E. Provide review procedures that enable the Township to comprehensively evaluate the appropriateness of a sign to the site, building and surroundings.
- F. Eliminate any confusion or hazardous conflict between identification signs and traffic control signs and devices.
- G. Prohibit all signs not expressly permitted by this Chapter.

**CHAPTER 420  
Sign Regulations**

In establishing these purposes, the Township has determined that any sign that does not conform with the regulations of this Resolution, or any subsequent amendment thereto, is a public nuisance and, as such, must be abated. Nonconforming signs are unduly distracting to motorists and pedestrians, and thereby create a traffic hazard and reduce the effectiveness of signs needed to direct the public. The regulations contained in this Chapter are the minimum regulations necessary to abate the nuisance and to achieve the stated purpose of this Chapter.

**SECTION 420.02 CLASSIFICATION OF SIGNS**

Signs shall be classified by physical design or structure and by function or purpose based on the following.

A. Physical Design or Structure.

1. Awning Sign: Any sign that is part of or attached to an awning, canopy, or other fabric, plastic, or structural protective cover over a door, entrance, window, or outdoor service area identifying the name of the owner and business, industry or pursuit conducted within the premises.
2. Banner Sign: Any sign of lightweight fabric or similar material that is mounted to a building at one or more edges. National flags, state or the official flag of any institution or business shall not be considered banners.
3. Changeable Copy Sign: A sign such as a bulletin board or announcement board, where the message or graphics is not permanently affixed to the structure, framing or background and may be periodically replaced or covered over manually or by electronic or mechanical devices.
4. Digital/Electronic Message Board: Any sign that uses alphabetic, pictographic, or symbolic informational content to form a sign message or messages wherein the sequence of messages and the rate of change are electronically programmed and can be modified by electronic processes. *(Added 4/23/2009)*
5. Freestanding Sign: A sign that is supported from the ground or a structure other than a building.

**CHAPTER 420  
Sign Regulations**

- 6. Wall Sign: A sign erected parallel to, or painted on the surface or on the outside wall of any building, and not extending more than 12 inches therefrom, and which does not project above the roof line or beyond the corner of the building.
- 7. Window Sign: A sign on the inside of a building affixed to, or near a window for the purpose of being visible to and read from the outside of the building.

**B. Function.**

- 1. Building Marker: A sign or insignia cut into the exterior building surface, or otherwise permanently mounted on the building, indicating the name of the building, address, date of construction, or incidental information about its construction or historical significance.
- 2. Directional Sign: A permanent sign located on private property, at or near the public right-of-way, directing or guiding vehicles from the street onto private property.
- 3. Identification Sign: A sign intended to identify the principal use of a lot, development, building or building unit according to the following:
  - a) Business Identification Sign: A sign intended to announce or promote the use, activity, service or business on the premises, and which may include a directory of occupants.
  - b) Residential Development Identification Sign: A freestanding sign identifying the name and address of a completed residential subdivision, planned residential development, or multi-family development.
  - c) Institution Identification Sign: A sign displaying the name of the organization, activities, or services occupying the premises of a public or semi-public use such as but not limited to: churches and other places of worship, hospitals, public or semi-public recreational facilities, schools.
- 4. Instructional Sign: A sign that has a purpose secondary to the use on the lot that is intended to instruct employees, customers or users as to specific

**CHAPTER 420  
Sign Regulations**

parking requirements, the location or regulations pertaining to specific activities on the site or in the building, specific services offered or methods of payments accepted.

5. Name Plate: A sign indicating only the name and/or address of the person, business, or activity occupying the lot or the buildings.
6. Project Construction Sign: A temporary sign located on a parcel where construction is occurring, identifying the name of a subdivision, building or public works project or facility and/ or the name of the architect, engineer or contractor during the time of construction.
7. Public Purpose/Safety Sign: A sign erected by a public authority, utility, public service organization or private industry upon the public right-of-way or, when required by law, on private property and which is intended to control traffic, direct, identify or inform the public or provide needed public service as determined by the rules and regulations of governmental agencies or through public policy. Such signs include “No Parking Fire Lane.”
8. Roadside Stand Sign: A temporary sign indicating the sale of agricultural products that are produced on the premises and sold from a roadside stand.
9. Temporary Sign: A sign that is designed to be used only temporarily and is not permanently, or intended to be permanently, attached to a building, structure or on the ground.

**SECTION 420.03 COMPUTATIONS.**

The following principals shall control the computation of sign area and sign height:

- A. Determining Sign Area or Dimension.
  1. For a sign that is framed, outlined, painted or otherwise prepared and intended to provide a background for a sign display, the sign area or dimensions shall include the entire portion within such background or frame.

**CHAPTER 420**  
**Sign Regulations**

2. For a sign comprised of individual letters, figures or elements on a wall or an irregular shaped freestanding sign, the area of the sign shall encompass a regular, or a combination of regular geometric shapes that form or approximate the perimeter of all the elements in the display. When separate elements are organized to form a single sign, but the elements are separated by open space, the area shall be calculated by determining one or more geometric forms that comprise the entire display area, including the space between the elements.
  3. The sign area shall include the frame but shall not include the pole or other structural support unless such pole or structural support is illuminated or otherwise so designated to constitute a display device.
  4. The area for a sign with more than one face shall be computed by adding together the area of all sign faces visible from any one point. When two identical sign faces are placed back-to-back so that both faces cannot be viewed from any point at the same time, and when such sign faces are part of the same sign structure and are not more than 42 inches apart, the sign area shall be computed by the measurement of one of the faces.
  5. In the event there is a dispute in determining the sign area or any sign dimension, the Zoning Inspector shall have the responsibility for making such determination.
- B. Determining Sign Height. The height of a sign shall be measured from the base of the sign or supportive structure at its point of attachment to the ground to the highest element of the sign. A freestanding sign on a man-made base, including a graded earth mound, shall be measured from the grade of the nearest street, drive or parking area.
- C. Determining Building Frontage and Building Unit. The building wall that faces the principal street or building wall that contains the main entrance to the uses therein shall be considered the building frontage.
1. The building frontage shall be measured along the length of the front wall between the exterior faces of the exterior side walls.
  2. In the case of an irregular wall surface, a straight line extended along such wall surface shall be used to measure the length.

**CHAPTER 420  
Sign Regulations**

3. For lots fronting on two or more streets, or where the building has its main entrance on a wall other than the wall that faces the street, the building frontage shall be calculated separately for each building wall facing a street or having a main entrance. The sign area that is located on a particular building wall shall not exceed the area permitted for such building wall.
4. For multi-tenant buildings, the portion of a building that is owned or leased by a single tenant shall be considered a building unit. The building frontage for a building unit shall be measured from the centerline of the party walls defining the building unit.

**SECTION 420.04 MAXIMUM SIGN AREA.**

Signs as permitted in the respective zoning districts shall conform to the maximum area limitations set forth in Schedule 420.04D, except as specified in subsections A. through C.

- A. Business Identification Signs in Residential-Village, Commercial and Industrial Districts. The maximum permitted area for business identification signs in Residential-Village (R-V), commercial and industrial districts shall comply with the following:
  1. Signs Attached to Buildings. The maximum area for signs attached to a building shall be computed by applying the formula contained in Schedule 420.04D, subsection 5(a). This maximum area shall be the sum of the areas of all identification signs attached to the building, including awning and canopy signs, and shall include the area of instructional signs unless such instructional signs are determined to be exempt pursuant to subsection B, below. Notwithstanding the above standard, each building shall be permitted a minimum of 30 square feet of identification signs attached to the building. No sign shall exceed 200 square feet.
  2. Freestanding Identification Signs. The maximum area for freestanding identification signs shall comply with the maximum area specified in Schedule 420.04D and the regulations of sections 420.06 and 420.07.
  3. Window Signs. The maximum area for permanent identification signs placed in or painted on a window shall be the percentage of the window area specified in Schedule 420.04D.

**CHAPTER 420  
Sign Regulations**

- B. Instructional Signs. The area of instructional signs that are clearly intended for instructional purposes, as determined by the Zoning Inspector, or Board of Zoning Appeals for conditional uses, shall not be included in the sum of the area of identification signs, provided such signs comply with the following:
  - 1. The sign is not larger than necessary to serve the intended instructional purpose, and
  - 2. The sign is not in a location and does not possess design characteristics that constitute or serve the purposes of an identification sign.
  
- C. Architectural Features. Architectural features that are either part of the building or part of a freestanding structure are not considered signs and are thus exempt from these regulations. An architectural feature is any construction attending to, but not an integral part of the sign, and which may consist of landscape or building or structural forms complementing the site in general.
  
- D. See Schedule 420.04D below for maximum sign area permitted for each zoning district, by type of sign.

**CHAPTER 420  
Sign Regulations**

Schedule 420.04D  
MAXIMUM SIGN AREA

Sign Type	O-C, R-1, R-2 R-3	R-V	R-O, V-C, C-1	C-2, C-3	L-I, G-I
1. Nameplate	1 sq ft	1 sq ft	1 sq ft	1 sq ft	1 sq ft
2. Building Marker	6 sq ft	6 sq ft	6 sq ft	6 sq ft	6 sq ft
3. Residential Development Identification Sign	20 sq ft	20 sq ft	20 sq ft	NA	NA
4. Institution Identification Sign	20 sq ft <sup>(a)</sup>	20 sq ft <sup>(a)</sup>	(b)	(b)	NA
5. Business Identification Sign					
(a) Attached to buildings	NP	1.0 sq ft <sup>(c)</sup>	1.0 sq ft <sup>(c)</sup>	1.5 sq ft <sup>(c)</sup>	1.5 sq ft <sup>(c)</sup>
(b) Freestanding Sign	NP	24 sq ft	40 sq ft	50 sq ft	50 sq ft
(c) Window Sign	NP	25 % <sup>(d)</sup>	25% <sup>(d)</sup>	25% <sup>(d)</sup>	NP
6. Directional Sign	NP	NP	4 sq ft	4 sq ft	6 sq ft
7. Temporary Signs					
(a) Project Construction Signs	20 sq ft <sup>(e)</sup>	20 sq ft <sup>(e)</sup>	40 sq ft <sup>(e)</sup>	50 sq ft <sup>(e)</sup>	50 sq ft <sup>(e)</sup>
(b) Window Signs	6 sq ft <sup>(f)</sup>	6 sq ft <sup>(f)</sup>	25% <sup>(g)</sup>	25% <sup>(g)</sup>	NP <sup>(j)</sup>
(c) Other	6 sq ft <sup>(f)</sup>	6 sq ft <sup>(f)</sup>	(h)	(h)	(h)
8. Roadside Stand	20 sq ft	20 sq ft	20 sq ft	20 sq ft	20 sq ft
9. Instructional Signs	(i)	(i)	(i)	(i)	(i)
10. Public Purpose/Safety Signs	(j)	(j)	(j)	(j)	(j)

Notes to Schedule 420.04D:

- (a) Only one sign permitted, may be either a wall sign or freestanding sign.
- (b) Shall be permitted the allowable sign area for business identification signs for district in which use is located. See also Section 420.04A.
- (c) Per linear foot of building frontage, see also Section 420.04A.
- (d) Of total widow area, see also Section 420.04A.
- (e) See Section 420.08A.
- (f) See Section 420.08B.
- (g) Of total window area, see also Section 420.08C.
- (h) See Section 420.08C.2.
- (i) Considered an identification sign unless exempt pursuant to Section 420.04B.
- (j) Permitted as needed to achieve the intended public purpose.

NP - Not permitted  
NA - Not applicable



**CHAPTER 420  
Sign Regulations**

**SECTION 420.05 BONUS SIGN AREA FOR COMMERCIAL AND INDUSTRIAL DISTRICTS.**

Additional area for identification sign attached to buildings shall be permitted for lots in Commercial and Industrial Districts that meet the following requirements.

- A. Corner Lots and Side and Rear Entrances. The maximum allowable area for identification signs attached to a building shall be increased beyond the allowable area set forth in Schedule 420.04D in compliance with the following:
  - 1. Additional area shall be permitted when a building has a secondary frontage because of one or more of the following characteristics:
    - a) Has frontage on more than one street; or
    - b) Has a customer entrance facing a parking lot and such parking lot does not face the main street.
  - 2. The sign area for each secondary building frontage shall be 50 percent of the area computed using the formula set forth in Schedule 420.04D5.(a) based on the length of the secondary building frontage provided that:
    - a) The additional sign area is utilized only on the secondary building frontage; and
    - b) The sign area permitted on the principal building frontage may, however, be redistributed along the secondary building frontage(s) provided that the total sign area facing the secondary street(s) or parking lot, does not exceed the formula set forth in Schedule 420.04D5(a) based on the length of the building frontage.
- B. Large Building Setbacks. The maximum allowable area for identification wall signs may be increased by one-half square foot of sign area for each foot of building frontage when the principal building is set back more than 200 feet from the principal street on which the building is located. The sign area may also be increased by one-half square foot of sign area for each lineal foot for that portion of the building which is more than 200 feet from the street and facing

**CHAPTER 420  
Sign Regulations**

such street when the additional sign area is included in a sign placed on that portion of the building.

**SECTION 420.06 REGULATIONS FOR FREESTANDING SIGNS.**

Freestanding signs shall be permitted in compliance with the following regulations:

- A. Freestanding Identification Signs in Residential-Village, Commercial and Industrial Districts. Freestanding identification signs shall be permitted in Residential-Village (R-V), commercial and industrial districts only in compliance with the following requirements.
  - 1. Minimum Building Setback and Lot Width. Freestanding signs are permitted only when the principal building is set back from the street right-of-way a minimum of 25 feet.
  - 2. Maximum Number of Freestanding Signs. One freestanding sign shall be permitted per project or development, except for facilities on corner lots, pursuant to Section 420.06A.7. and bonuses as established for large lots, pursuant to Section 420.06A.8.
    - Minimum Sign Setback From Street. Freestanding identification signs shall be located no closer than a distance equal to one half the height of the sign from the street right-of-way, and shall be placed so as not to obstruct sight lines for vehicles or pedestrians. On corner lots, freestanding signs shall be erected no closer than 50 feet to any intersection except as otherwise permitted in subsection 420.06A.7. below. *(Amended 4/27/21)*
  - 3. Minimum Sign Setback From Side Lot Lines. Freestanding signs shall be located no closer than 10 feet from any side lot line, except that when a side lot line coincides with a residential zoning district boundary line, the minimum setback shall be 25 feet.
  - 4. Landscaping. Freestanding signs shall be erected in a landscaped setting and not on sidewalks, drives or in parking lots.

**CHAPTER 420  
Sign Regulations**

- 5. Multi-Tenant Facilities. When a freestanding sign is permitted on a site that has more than one tenant, it is the property owner’s responsibility to determine if the sign area shall be devoted to identification of the building(s), the anchor tenant, all tenants, or some combination thereof.
- 6. Additional Area for Corner lots. One additional freestanding sign may be permitted for a corner lot provided that:
  - a) The total lot frontage of both streets is not less than 200 feet;
  - b) The area of each freestanding identification sign complies with Schedule 420.04D, and the total area of both freestanding signs shall not exceed 175 percent of the maximum area permitted for a single sign;
  - c) The second freestanding sign is clearly located to provide identification along the secondary street; and
  - d) The two signs may be aggregated into a single sign at the corner.  
*(Amended 3/10/20)*
- 7. Additional Area for Large lots. The area and number of freestanding signs on large lots may be increased according to the following:  
*(Amended 3/10/20)*
  - a) The allowable area of any freestanding sign face may be increased by 1 square feet of area for every 5 linear feet of lot frontage greater than 200 feet.
  - b) The allowable area pursuant to this section may be distributed to one freestanding sign for each 250 feet of the lot frontage or fraction thereof.
- B. Freestanding Residential Development Identification Signs. One freestanding residential development identification sign shall be permitted for each entrance to a residential subdivision, planned residential development or multi-family development pursuant to the area limitations of Schedule 420.04D. and the height limitations of Schedule 420.07 in compliance with the following regulations:

**CHAPTER 420**  
**Sign Regulations**

1. Such signs shall be placed on private property no closer than 5 feet to the street right-of-way line, and shall be located no closer than 25 feet to a side lot line.
  2. A maximum of two sign faces shall be permitted per entrance: either as a double-sided freestanding sign or as two single-sided signs either freestanding or mounted on a wall or other entrance feature.
- C. Freestanding Billboard. *(Amended 3/10/20)* Freestanding billboards are regulated as a business use in Residential-Village (R-V), commercial, and industrial districts and on lands used for agricultural purposes and shall be permitted on land adjacent to state limited-access highways, not to exceed 500 feet from the limited-access fence, and only in compliance with the following requirements:
1. Not more than one billboard shall be erected on a lot. A billboard shall not be located less than 400 feet from another billboard, unless it is on the opposite side of the highway.
  2. A billboard shall not exceed 2800 square feet in area and 50 feet in height and shall be located per state requirements from the street right-of-way and 50 feet from side property lines. The area of two billboard faces, when attached at one end, shall not exceed 3000 square feet combined.
  3. A billboard shall not be considered as a business identification sign when located on the same parcel as a commercial business.
  4. Billboards shall be single-faced and placed at a viewing angle for the direction of travel pertaining to the side of the highway in which the billboard is located. Two billboard faces may be attached at one end, with a separation at the rear of no more than 15 feet, to accommodate the vision from both directions of traffic.
  5. A billboard shall not be located less than 500 feet from an existing residential structure.
  6. Billboards may be digital and lit 24 hours a day in compliance with Chapter 440 of the Zoning Resolution. Digital billboards shall have a light sensor that detects ambient light. Digital billboards shall change their text or screen not more than once every 10 seconds.

**CHAPTER 420  
Sign Regulations**

- 7. The structure and billboard shall be maintained and in good repair at all times.

**SECTION 420.07 MAXIMUM HEIGHT OF FREESTANDING SIGNS**

The maximum height of freestanding signs shall conform to the standards set forth in Schedule 420.07.

Schedule 420.07  
MAXIMUM HEIGHT OF FREESTANDING SIGNS

Sign Type	O-C, R-1, R-2 R-3	R-V	R-O, V- C, C-1	C-2	C-3	L-I, G-I
A. Residential Development Identification Sign	6 feet	6 feet	6 feet	NA	NA	NA
B. Institution Identification Sign	6 feet	6 feet	6 feet	6 feet	6 feet	NA
C. Business Identification Sign	NP	6 feet	6 feet	6 feet	75 feet	6 feet
D. Directional Sign	NP	NP	4 feet	4 feet	4 feet	4 feet

**CHAPTER 420  
Sign Regulations**

E. Temporary Signs						
1. Project Construction Signs	6 feet	6 feet	6 feet	12 feet	12 feet	12 feet
2. Other	4 feet	4 feet	6 feet	6 feet	6 feet	6 feet
F. Roadside Stands	4 feet	4 feet	6 feet	6 feet	6 feet	6 feet
G. Instructional Signs	(a)	(a)	(a)	(a)	(a)	(a)
H. Public Purpose/Safety Signs	(a)	(a)	(a)	(a)	(a)	(a)

Notes to Schedule 420.07:

(a) No height limit.

NP - Not permitted

NA - Not applicable

**SECTION 420.08 SUPPLEMENTAL REGULATIONS FOR TEMPORARY SIGNS.**

The following regulations are in addition to the maximum sign area and height regulations for temporary signs set forth in Sections 420.04 and 420.07.

- A. Project Construction Signs. A project construction sign shall be permitted only in compliance with the following:
  - 1. There shall be not more than one project construction sign per residential subdivision, planned residential development, multi-family project or lot proposed for a nonresidential development.
  - 2. The sign shall be erected and maintained on a lot only during the period of time that the building project is under construction. A project construction sign shall be removed within fourteen days of commencement of the intended use or within two days of the erection of a permanent identification sign, which ever comes first.
  
- B. Other Temporary Signs in Residential Districts. Temporary signs are permitted in Residential Districts subject to the following provisions:
  - 1. Each lot shall be permitted to erect one temporary sign either in a window or as a freestanding sign in the front yard. Such temporary sign shall be displayed for no longer than 45 days.

**CHAPTER 420  
Sign Regulations**

2. In addition to subsection b.1., each residential unit shall be permitted to erect four temporary signs for a period not to exceed 45 consecutive days on two separate occasions in any given year.
  3. Temporary freestanding signs shall be located no closer than 10 feet from a public right-of-way or a side lot line.
  4. Temporary commercial signs shall not be permitted in residential districts except that one temporary sign promoting a garage sale or other similar household sale shall be permitted. Such sign shall be posted on private property for a period not to exceed 72 hours, no more than 2 times in a year.
- C. Other Temporary Signs in Commercial and Industrial Districts. Temporary signs are permitted subject to the following provisions:
1. Temporary window signs permitted in Commercial districts shall comply with the following:
    - a) The temporary sign shall be attached to interior of the building.
    - b) The area of temporary window signs, either affixed thereto or visible from the outside, shall not exceed the percentage of the window area as set forth in Schedule 420.04D. This area is in addition to the allowable sign area for identification signs permanently attached to windows.
    - c) All temporary window signs shall be displayed no longer than 30 days after placement, after which time such sign shall either be removed or replaced.
  2. One freestanding temporary sign or one banner attached to the front of the building shall be permitted for a period not to exceed 30 days not more than once per calendar year. A temporary freestanding sign shall be located no closer than 10 feet from the street right-of-way line. Such temporary freestanding sign or banner shall not exceed 30 square feet in area.

**SECTION 420.09 SIGNS EXEMPT FROM REGULATION.**

**CHAPTER 420  
Sign Regulations**

The following signs shall be exempt from regulation under the Zoning Resolution.

- A.* Any public notice or warning required by a valid and applicable federal, state or local law, regulation or resolution.
- B.* Any sign inside a building, not attached to a window or door, that is not legible from a distance of more than 3 feet beyond the building in which such sign is located.
- C.* Works of art that do not include a commercial message.
- D.* Religious and other holiday lights and decorations containing no commercial message when displayed during the appropriate time of the year.
- E.* Flags of the United States, the state, foreign nations having diplomatic relations with the United States, and any other flag adopted or sanctioned by an elected legislative body of competent jurisdiction. These flags must be flown in accordance with protocol established by the Congress of the United States for the Stars and Stripes. Any flag not meeting these conditions shall be considered a sign and shall be subject to regulations as such.
- F.* Political signs and real estate signs, as long as they are free from blocking street sight lines. *(Added 2/13/18) (Amended 5/14/19)*

**SECTION 420.10 PROHIBITED SIGNS.**

All signs not expressly permitted in this Chapter or exempt from regulation pursuant to Section 420.09 are prohibited in the Township. Such signs include but are not limited to the following:

- A.* Animated, flasher, blinker, racer type, moving or revolving signs, whirligig devices, inflatable signs and tethered balloons, streamers, exposed light bulbs, strings of lights not permanently mounted to a rigid background, except those exempt under the previous section, and other similar features;
- B.* Signs on temporarily placed vehicles;
- C.* Signs containing any words or symbols that would cause confusion because of their resemblance to highway traffic control or direction signals.



**CHAPTER 420  
Sign Regulations**

- D. Merchandise, equipment, products, vehicles or other items not themselves for sale and placed for attention getting, identification or advertising purposes.
- E. Signs shall not be located on or in the public right-of-way or on utility poles.

**SECTION 420.11 CRITERIA FOR THE DESIGN AND CONSTRUCTION OF SIGNS.**

In addition to ensuring compliance with the numerical standards of these regulations, the Zoning Inspector shall consider the proposed general design arrangement and placement of the sign according to the following criteria:

- A. Design Criteria.
  - 1. The lettering shall be large enough to be easily read but not overly large or out of scale with the building or site.
  - 2. The number of items, letters, symbols and shapes shall be consistent with the amount of information which can be comprehended by the viewer, reflect simplicity, avoid visual clutter and improve legibility.
  - 3. The shape of the sign shall be simple, and the sign should be consolidated into a minimum number of elements.
  - 4. A ratio between the message and the background shall permit easy recognition of the message.
  - 5. The size, style and location of the sign shall be appropriate to the activity of the site.
  - 6. The sign shall complement the building and adjacent buildings by being designed and placed to enhance the architecture. The sign shall also have a minimum of advertising and reflect the primary purpose of identifying the name and type of establishment.
  - 7. Signs shall have an appropriate contrast and be designed with a limited number of, and harmonious use of, colors.
  - 8. Signs, if seen in series, shall have a continuity of design with the style of sign generally consistent throughout the building or block.

**CHAPTER 420  
Sign Regulations**

9. Instructional signs shall contain the minimum information and the minimum area necessary to convey the message and instruct the viewer in the safe and efficient use of the facility.
- B. Illumination. Signs shall be permitted to be illuminated in Commercial and Industrial Districts in compliance with the following:
1. Signs may be illuminated by internally or reflected light provided that:
    - a) Light sources shall be shielded from all adjacent buildings and streets.
    - b) Lights shall not be of such brightness so as to cause glare that is hazardous to pedestrians or motorists, or cause reasonable objection from adjacent residential districts.
    - c) No flashing, moving or intermittent lighting shall be used except for permitted time, temperature and message signs.
  2. Signs shall not be lighted to obstruct traffic control or any other public informational signs. Signs visible from sight lines along streets shall not contain symbols or words, or red and green lights that resemble highway traffic signs or devices.
- C. Construction Standards.
1. All signs shall be constructed in conformance with the appropriate building code and other applicable requirements of the Township and shall be structurally sound and located so as to pose no threat to pedestrian or vehicular traffic.
  2. All signs shall be rigidly secured and no sign shall swing from a bar, crane, awing or other sign. No part of any sign shall be revolving, oscillating or otherwise designed to move to attract attention.
  3. No sign shall be erected so as to obstruct any window, door, fire escape, balcony, platform, stairway, ladder, vent or other means of ingress of any building.
  4. No sign shall be located on the roof of any building.

**CHAPTER 420  
Sign Regulations**

- 5. Signs shall be fabricated on and of material, which are of good quality, good durability and are complementary to the building of which they become a part.

**SECTION 420.12 MAINTENANCE.**

All signs shall be maintained in accordance with the following:

- A. The property owner shall maintain the sign in a condition fit for the intended use and has a continuing obligation to comply with all building code requirements.
- B. Each sign shall contain the name, address and telephone number of a firm or person responsible for erecting the sign. Such information shall be placed on the frame or other supports and large enough to be read by a person standing on the ground, sidewalk or parking lot nearest the sign.
- C. If the sign is deemed by the Zoning Inspector to be in an unsafe condition, the owner of the business shall be immediately notified, in writing, and shall, within 48 hours of such notification, correct such unsafe condition or remove the sign. If the correction has not been made within the 48 hours, the Zoning Inspector may institute injunction, mandamus, abatement, or any other appropriate action or proceeding to cause removal or alteration to comply with this regulation.
- D. Whenever any sign, either conforming or nonconforming to these regulations, is required to be removed for the purpose of repair, relettering or repainting, the same may be done without a permit or any payment of fees provided that all of the following conditions are met:
  - 1. There is no alteration or remodeling to the structure or the mounting of the sign itself.
  - 2. There is no enlargement or increase in any of the dimensions of the sign or its structure.
  - 3. The sign is accessory to a legally permitted, conditional or nonconforming use.
- E. The Zoning Inspector may order any sign to be painted or refurbished at least once each year. All supports, guys, braces and anchors for such signs shall be maintained and it shall be unlawful for the owners or person having charge of

**CHAPTER 420  
Sign Regulations**

such sign not to remove the same after receiving notice from the Zoning Inspector.

- F. Any sign now or hereafter existing that no longer advertises a bona fide business shall be removed by the owner, agent or person having beneficial use of the building or structure upon which such sign may be found within ten (10) days after written notification from the Zoning Inspector.

**SECTION 420.13 ADMINISTRATION PROCEDURES.**

- A. Signs Requiring a Permit. The following signs shall require a permit prior to the erection or alteration of the sign.
  - 1. Business, institution, and residential development identification signs;
  - 2. Directional signs;
  - 3. Building markers;
  - 4. Public regulation and information signs;
  - 5. Instructional.
- B. Application Requirements. An application for a sign permit shall comply with the development plan review procedures of Chapter 620 and shall include the following:
  - 1. Two copies of the proposed sign; one copy depicting the actual colors of the building and sign, either drawing or photo, with the second copy at eight and one half by eleven size and suitable for reproduction. The application shall present the sign in a manner which best illustrates how the sign shall be experienced by the public after it is erected on the site.
  - 2. A complete building sketch or photograph showing the location of the sign and its relationship to the building, the site, the adjacent parcels and parking lots, drives and sidewalks;
  - 3. Detailed drawings showing the design of the sign, including size, content, style of lettering, logo and other graphic features, colors of the applied lettering and background, and materials of the sign and the frame or structure; and

**CHAPTER 420  
Sign Regulations**

- 4. Construction, erection or fastening details.
- C. Review Procedures. The Zoning Inspector shall review the application according to the development plan procedures set forth in Chapter 620.

**SECTION 420.14 ALTERATION AND REMOVAL OF NONCONFORMING SIGNS.**

See Section 450 (*Revised 4/23/2009*)