

ARTICLE 20

SIGNS

Sec. 20.01 SCOPE

This article is intended to regulate and limit the construction or reconstruction of signs and billboards to protect the public peace, morals, health, safety and general welfare. Such signs will not, by reason of their size, location, construction, or manner of display, endanger life and limb, confuse or mislead traffic, obstruct vision necessary for vehicular and pedestrian traffic safety, or otherwise endanger public welfare. Signs shall be permitted except as otherwise provided in this Article.

Sec. 20.02 DEFINITIONS

- A. Advertising Sign - A sign which depicts information concerning the products sold on the premises or services provided.
- B. Animated Sign- Any sign or part of a sign which changes physical position by any movement or rotation, or which gives the visual impression of movement or rotation.
- C. Billboard - Any structure, including the wall of any building, on which lettered, figured, or pictorial matter is displayed for advertising a business, service, or entertainment which is not conducted on the land upon which the structure is located or products not primarily sold, manufactured, processed or fabricated on such land.
- D. Bulletin Board Sign - A sign which identifies an institution or organization on the premises which it is located, and which contains the name of the institution or organization, the names of individuals connected with it, and general announcements of events or activities occurring at the institution, or similar messages.
- E. Business Sign - Any structure, including the wall of any building, on which lettered, figured, or pictorial matter is displayed for advertising a business, service, or entertainment conducted on the land where the structure is located, or products primarily sold, manufactured, processed or fabricated on such land.
- F. Construction Sign - A temporary sign erected on the premises on which construction is taking place, during the period of the construction, indicating the names of the architects, engineers, landscape architects, contractors or similar artisans, and the owners, financial supporters, sponsors, and similar individuals or firms having a role

or interest with respect to the structure or project.

- G. Directional Sign - Signs limited to directional messages, principally for pedestrian or vehicular traffic, such as "one-way," "entrance," and "exit."
- H. Face Sign - The area or display surface used for the message.
- I. Deleted
- J. Flush-Mounted Sign – See Wall Sign
- K. Freestanding Sign - Any non-movable sign not affixed to a building, including ground-mounted, pole and pylon signs. Portable signs shall be considered freestanding signs for purposes of calculation.
- L. Governmental Sign - A sign erected and maintained pursuant to and in discharge of any governmental functions; or required by law, ordinance, or other governmental regulation.
- M. Ground Sign - Any freestanding sign, other than a pole sign, placed upon or supported by the ground, independent of any other structure.
- N. Identification Sign - A sign giving the nature, logo, trademark, or other identifying symbol, address, or any combination of the name, symbol, and addresses of a building, business, development, or establishment on the premises where it is located.
- O. Deleted
- P. Institutional Bulletin Board - A sign containing a surface area upon which is displayed the name of a religious institution, school, library, community center or similar institutional services or activities.
- Q. Marquee Sign – An identification sign attached to a marquee, canopy or awning projecting from and supported by the building. Such sign area shall be calculated as part of the wall sign area.
- R. Message Center Sign – A sign that includes electronic changeable content,

including both text and/or graphic message.

- S. Multi-Use Sign – An identification sign for more than one business or use located on the subject property.
- T Name Plate - A structure affixed flat against the wall of a building which serves solely to designate the name or the name and profession or business occupation of a person or persons occupying the building.
- U Off-Site Sign – See Billboard.
- V.. Pole Signs - A freestanding sign supported by one or more uprights, poles or braces placed in or upon the ground surface and not attached to any building.
- W. Political Sign – A sign announcing or supporting political candidates, parties, or issues in connection with any national, state, or local election, movement, or cause
- X. Portable Sign – A freestanding sign not permanently anchored or secured to either a building or the ground.
- Y. Projecting Sign – A sign which is generally perpendicular to, and is supported by, a wall of a building. Such sign area shall be calculated as part of the total sign area for a wall sign.
- Z. Pylon Sign – A freestanding sign supported by one post placed in the ground, not attached to any building. A pylon sign is of a height and dimension that can be seen from a substantial distance, primarily by freeway traffic, with the bottom of the sign at a higher elevation than the highest point of any building on the lot on which the sign is located.
- AA. Real Estate Sign – Any temporary structure used only to advertise with pertinent information the sale, rental, or leasing of the premises upon which it is located.
- BB. Sign – Any display of lettering, logos, colors, lights or illuminated tubes visible to the public from outside the building, which either conveys a message to the public, or intends to advertise, direct, invite or announce, directly or indirectly, a use, product, good or service.

- CC. Subdivision Sign – A sign placed at the entrance to a subdivision, mobile home park or multi-family residential development containing information only about the subdivision.
- DD. Temporary Sign – A display, information sign, banner or other advertising device with or without a structural frame and intended for a period of display consistent with the duration of the intended use, including during construction of a dwelling or building, seasonal produce sales, decorative displays for holidays or public demonstrations.
- EE. Wall Sign – A sign which is attached directly to or painted upon a building wall and which does not extend more than thirteen (13) inches there from, nor extends above the roof line, with the exposed face of the sign in a plane parallel to the building wall. Wall signs shall include marquee signs, projecting signs, window signs or any other signs attached directly to the building.
- FF. Window Sign – A sign that is applied or attached to the exterior or interior of a window, and located in such a manner within the building that it can be seen from the exterior of the structure through a window. Such window sign area shall be calculated as part of total wall sign area.

Sec. 20.03 PERMIT PROCEDURE

- A. A sign permit shall be required for any sign unless otherwise exempted from this ordinance. Application for a sign permit shall be obtained from the Township Zoning Administrator. The application shall include the following information.
1. Name, address, telephone number of the landowner, developer, or petitioner.
 2. A copy of the approved site plan showing the sign location, or, where such site plan was either approved without the sign location or a site plan is not required, a map of the property at a scale of 1" = 25' showing the location and type of existing structures on the site, property boundaries, location and type of structures,

including signs, on adjacent properties, road rights-of-way, entrances and exits onto the subject property and approximate location of the proposed sign(s).

3. An elevation drawing of any freestanding sign depicting its design, lettering, method of illumination and other relevant information. The dimensions of the height and length, and width of the sign(s) and height between ground elevation and the bottom of the sign, shall be noted.
 4. In the case of a wall sign, an elevation of the wall of the building on which the sign is to be placed, including a depiction of the wall sign at scale, shall be shown. The dimension of the building wall and the sign shall be depicted, including calculations of total wall sign area if for more than one sign.
 5. The proposed dates of construction and completion of the sign. In the case of a temporary sign, the length of time the proposed sign will be on the site.
 6. Other information or data as may be required by the Zoning Administrator.
- B. The Zoning Administrator shall approve or disapprove the request for a permit, based upon the standards within this Article. In lieu of a decision, the Zoning Administrator may request an interpretation of the ordinance provisions from the Zoning Board of Appeals.

Sec. 20.04 MEASUREMENT OF AREA OF A SIGN

Measurement of a sign includes the entire area within a circle, triangle, or parallelogram enclosing the extreme limits of writing, representation, emblem, or any figure of similar character, together with any frame or other material or color forming an integral part of the display or used to differentiate the sign from the background against which it is placed. This excludes the necessary supports or uprights on which the sign is placed. Where a sign has two or more faces, the area of all faces shall be included in determining the area of the sign, except that where two such faces are placed back to back and are at no point more than two feet from

one another, the area of the sign shall be taken as the area of one face if the two faces are of equal area, or as the area of the larger face if the two faces are of unequal area. In the case of a sphere, the total area of the sphere shall be divided by four (4) to determine the maximum permitted sign area.

Sec. 20.05 SIGNS PERMITTED

Signs are permitted according to the district in which they are located or intended to be located. Certain types of signs are permitted in certain districts according to the following regulations.

- A. **Residential (R-1, R-2, R-3 and RMH) Districts**. All freestanding signs within the front yard shall not be located less than ten (10) feet from the right-of-way line and no closer than ten (10) feet from any property line. No sign shall be illuminated by other than continuous indirect white light, nor shall it contain any visible moving parts. The maximum height of any freestanding sign shall be six (6) feet and shall be situated in such a manner as to not create visibility problems for motorists. The following types of signs are permitted:
1. On-Premises Advertising Sign, for principal uses other than dwellings, not exceeding ten (10) square feet in area.
 2. Identification Sign, one (1) per dwelling unit, not exceeding six (6) square feet in area; and one per business, where such use is permitted, not exceeding eight (8) square feet in area.
 3. Institutional Bulletin Board, one (1) per public or semi-public institution, located on premises, not exceeding forty (40) square feet in area.
 4. Real Estate Sign, one (1) per premises or building and located on the same premises or building only while said real estate is actually on the market for sale, rent or lease; not exceeding twelve (12) square feet in area.
 5. Subdivision Sign, one (*I*) per entrance to a subdivision, mobile home park or

multifamily residential development, continuously and properly maintained; not exceeding thirty-two (32) square feet area.

6. Temporary Sign, on-premises signs advertising the name of the builder or contractor during construction of a dwelling or for a temporary or seasonal permitted use, not exceeding a total of twelve (12) square feet in area.
7. Construction Signs, one (1) construction sign per subdivision project of no more than thirty-two (32) square feet in area denoting architects, engineers, or contractors in conjunction with the work under construction. Such sign shall be removed prior to placement of the permanent subdivision sign.

B. **AG Agricultural, C General Commercial and I Industrial districts**. The following types of signs are permitted.

1. Each business, or a collective number of businesses within a multi-use development, shall be permitted to have both a wall sign and a freestanding sign. In multi-use developments, each separate business shall be permitted a wall sign, but only one freestanding sign shall be permitted, unless located on a corner lot.
2. Advertising Sign, Wall Sign, Projecting Sign, Window Sign or Marquee Sign. No business establishment shall have a total sign area for all wall signs permitted that exceeds fifteen (15) percent of the area of the face of the building to which they are attached or two (2) square foot for each linear foot of front building face, whichever is less. In multi-use developments, individual wall signs shall adhere to the same measurement requirements and shall be separated from other wall signs by no less than five (5) feet.
3. Freestanding Sign – No lot or parcel shall have more than one (1) freestanding sign unless a part of a multi-use development located on a corner lot, in which case no more than two (2) freestanding signs, limited to either pole or ground mounted signs, shall be permitted, provided the distance between signs is no less than five hundred (500) feet measured in a straight line method. Freestanding

signs shall include pole signs, portable signs, pylon signs and ground-mounted signs subject to the following:

- a. Pole Sign – The total sign area shall not exceed forty (40) square feet, unless for a multi-use sign, in which case the total sign area shall no exceed eighty (80) square feet, with no more than thirty (30) square feet devoted to any one business. Such freestanding sign shall not be located closer than ten (10) feet to the road right-of way line and no closer than twenty-five (25) feet from any adjoining property line and no closer than twenty-five (25) feet from any adjoining property line and no closer than fifty (50) feet from any other freestanding sign or billboard. The maximum height for any pole sign shall be twenty-five (25) feet and there shall be a clearance area of eight (8) feet between the sign and the ground.
- b. Portable Sign – The total sign area shall not exceed twenty (20) square feet and no portable sign may be utilized as a multi-use sign. Such portable sign shall not be located closer than ten (10) feet to the road right-of-way line and placed in a location no closer than fifty (50) feet from any other freestanding sign or billboard. The maximum height for any portable sign shall be eight (8) feet. Portable signs may be utilized prior to the installation of a permanent free-standing sign, but no additional portable signs may be utilized once a free-standing sign has been installed.
- c. Pylon Signs – If the freestanding sign is a pylon sign, which are only permitted in commercial districts within 1,000 feet of the right-of-way of US-131, the maximum sign area shall not exceed one hundred (100) feet and the base of the structure shall not be located closer than fifty (50) feet to any road right-of-way. The maximum height shall be fifty (50) feet.
- d. Ground-Mounted Signs – For ground-mounted signs, the total sign area shall not exceed forty (40) square feet in area. Such signs shall not be located closer than ten (10) feet to the road right-of-way, no closer than twenty-five (25) feet

to any adjoining property line and shall not exceed eight (8) feet in height.

Multi-use ground mounted signs may be increased to sixty (60) square feet in area, with no more than twenty (20) square feet devoted to any one business.

4. Gasoline Service Stations – used car lots and public garages where permitted only may display, in addition to the foregoing signs, the following signs which are deemed customary and necessary to their respective business:
 - a. Not more than two (2) temporary signs located inside the property line and specifically advertising special seasonal servicing of automobiles, provided that said sign does not exceed seven (7) square feet in area.
 - b. Directional signs or lettering displayed over individual entrance doors or bays consisting only of the words, “washing,” “lubrication,” “repairs,” “mechanic on duty,” or other words closely similar in import, provided that there shall be not more than one (1) such sign over each entrance or bay, the letters thereof shall not exceed fifteen (15) inches in height, and the total of each such sign shall not exceed six (6) square feet.
 - c. Customary lettering on or other insignia which are a structural part of a gasoline pump, consisting only of the brand name of gasoline sold, lead warning sign, a price indicator, and any other sign required by law and not exceeding a total of three (3) square feet on each pump; and if illuminated, such signs shall be non-flashing and shall not in any manner constitute a traffic hazard with respect to adjacent streets or intersections.
 - d. A non-illuminated credit card sign not exceeding two (2) square feet in area, and may be placed on or near the gasoline pump.
5. Temporary Signs - Such signs, including real estate and construction signs, are permitted, provided either one (1) sign or a cumulative total of all signs are no more than thirty-two (32) square feet in area and removed upon sale, project completion, or end of seasonal or temporary event to which they pertain.

6. Signs on Vehicles – Such signs placed upon vehicles which are owned or utilized by the onsite business and which advertise sales, products or events related thereto shall be considered portable signs if the vehicle is parked within ten (10) feet of the road right-of-way. Otherwise, such signs on vehicles are permitted if the vehicle is regularly used in the normal course of business and is parked in an approved parking space.

Sec. 20.06 SIGNS PROHIBITED

Signs are prohibited which:

- A. Contain or are an imitation of an official traffic sign or signal or contain the words “stop,” “go slow,” “caution,” “danger,” “warning,” or similar words. Traffic directional signs in a private parking area are exempted from this provision.
- B. Are of size, location, movement, content, coloring, or manner of illumination which may be confused with or construed as a traffic control device or emergency vehicle.
- C. Obstruct a motorist’s view of any traffic signs, street sign, or traffic signal.
- D. Having a moving part except for the conveyance of noncommercial information.
- E. Are freestanding exterior signs and are not anchored or secured to a building or the ground.
- F. Are a part of a structure designed to be moved from one location to another with a change in message.
- G. Flashing or blinking lights, and other similar devices used to attract the attention of the public are prohibited within fifty (50) feet of road right of way; provided, however that this provision shall not prohibit the display of a governmental or organizational flag in the manner prescribed by law for such display.

Sec. 20.07 BILLBOARD SIGNS

- A. Billboards are permitted within the “AG” Agricultural District where fronting onto US-

131 and within the "C" General Commercial and "I" industrial Districts where such location is either fronting onto US-131 or any other state trunkline. Billboards shall be approved as a special use when authorized by the Planning Commission. In considering such authorization, the Planning Commission shall consider the following standards:

1. The size, lighting and location of the billboard and the effect of same upon the nature and character of the surrounding area;
 2. The effect of the billboard upon traffic flow, congestion, hazard, and clear vision areas.
- B) Upon approval as a special use by the Planning Commission, a billboard shall conform to the following requirements:
1. They are located a minimum of two hundred (200) feet from adjacent property lines;
 2. They are located a minimum of three hundred (300) feet from other freestanding signs or billboards;
 3. They are located a minimum of twenty-five (25) feet from the road right-of-way;
 4. They do not exceed two hundred (200) square feet in area;
 5. They do not exceed thirty (30) feet in height;
 6. They are not illuminated in such a manner that intense rays of light are directed at any portion of a public right-of-way, nor shall any billboard be so illuminated that it obscures or interferes with the effectiveness of any official traffic sign, device or signal.
- C. The provisions of this subsection are not intended to conflict with the provisions controlling signs regulated under the authority of Public Act 106, 1972, the Highway Advertising Act, as amended.

Sec. 20.08 ILLUMINATION

Except as otherwise provided herein, there shall be no flashing, oscillating, or intermittent illumination of any sign located in the line of vision of a traffic control device or interfering with safe vision along any roadway, especially at intersections. Message center signs utilizing electronic LED or similar signs shall be permitted provided the intermittent message change occurs no more frequently than once every 5 seconds and each change of message occurs in 1 second or less. The message center sign shall possess dimming capabilities so that the maximum illumination does not exceed 0.3 footcandles over ambient light levels measured at a distance of one hundred and fifty (150) feet. All illuminated signs shall be designed and located to prevent the light from being cast upon adjoining residences and shall be located at least one hundred fifty (150) feet from any residential use

Sec. 20.09 NONCONFORMING SIGNS

A. Signs lawfully erected prior to the effective date of this Article, which do not meet the standards thereof, may be maintained except as hereafter provided.

B. No nonconforming signs:

1. Shall be changed to another nonconforming sign.
2. Shall have any changes made in the message displayed unless the sign is specifically designed for periodic change of message.
3. Shall be structurally altered so as to prolong the life of the sign or so as to change the shape, size, type, or design of the sign unless such change renders the sign conforming.

C. If the owner of a sign or the premises on which a sign is located changes the location of a building, property line or sign or changes the use of a building so that any sign on the premises is rendered nonconforming, such sign must be removed or made to conform to this Article.

Sec. 20.10 SIGNS FOR NONCONFORMING USES

- A. On-site signs for any building or land use not conforming to the zoning provisions for the district in which it is located shall not exceed the following size limitations, whichever results in the larger sign area:
1. One-half (1/2) square foot of sign area for each lineal foot of building frontage or one-fourth (1/4) square foot of sign area for each lineal foot of lot frontage whichever is greater, not to exceed a maximum of twenty-five (25) square feet in area; or,
 2. The maximum sign area permitted for the zoning district in which the sign is located.

Sec. 20.11 CONSTRUCTION AND MAINTENANCE

The construction of any sign shall be such that it will withstand all wind and vibration forces which can be normally expected to occur in the vicinity. All signs shall be properly maintained and shall not be allowed to become unsightly through disrepair or action of the elements. No advertising sign or billboard permit shall be issued until the building and zoning inspectors are satisfied the sign to be constructed complies with the provisions of this ordinance and will be constructed in a safe, sturdy and durable manner with proper bracing anchorage and foundation. A sign shall not be erected or installed until a permit is first obtained from the Township Zoning Administrator.

Sec. 20.12 HEIGHT AND OVERHANG

Except as otherwise permitted or regulated, no sign otherwise permitted shall exceed the maximum height limitations of the zoning district in which it is located.

Sec. 20.13 DIRECTIONAL SIGNS

All directional signs for orientation of the general public, when erected by the township, county or state, shall be permitted in all Districts.