

**Section 1723. Signs.**

1. Intent

The Township finds that signs and other visual outdoor advertising tends to promote commerce and are related to the health, safety, and/or general welfare of the residents of the community, and that the preservation of the existing character of the community requires regulation of signs and of other visual outdoor advertising. The Township finds that failure to regulate the size, location, and construction of signs and other outdoor advertising may have an adverse effect upon the promotion of business and commerce in the Township, may lead to poor identification of businesses, may have an adverse effect upon the existing aesthetic character of the Township and may cause deterioration of business and residential areas of the community. Therefore, the purpose of this section and the subsections thereunder is to permit such signs and visual outdoor advertising as will not, by reason of their size, location, or manner of display, endanger public health and/or safety; confuse or mislead traffic; or obstruct vision necessary for traffic and pedestrian safety; and further, to regulate signs and other visual outdoor advertising in such a way as to prevent the placement of signs, and such other visual outdoor advertising in a manner that will conceal or obscure other signs and other visual outdoor advertising on adjacent businesses; to keep the number of signs and sign messages at a minimum level reasonably necessary to identify a business and its products; to keep signs within a reasonable scale with respect to the buildings to which they relate; and further, to prevent off-premise signs from conflicting with business, residential, and public land uses, and to prohibit signs and other visual outdoor advertising which will have an adverse effect upon the existing aesthetic character of not only the zoning district in which they are located, but also upon the overall existing aesthetic character of the Township.

2. Definitions

The following definitions shall apply to the specific types signs (see also Sign Types diagram):

- a. Abandoned: A sign that has not advertised or identified a business, lessor, owner, or activity conducted upon or product available on or off the premises where such sign is displayed for six (6) consecutive months.
- b. Accessory: A sign which is accessory to the principal use of the premises.
- c. Nonaccessory: Any sign which contains a message unrelated to or not advertising a business transacted or goods sold or produced on the premises on which the sign is located; also called a remote sign.
- d. Canopy (Awning) Sign: A sign that is painted on, attached to, and made an integral component of an awning or canopy that is otherwise permitted by Ordinance. (Ordinance No. 80-3)

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- e. Construction Sign: Temporary signs identifying active or pending development projects constructed or installed in accordance with Section 1723, 9, d requirements. (Ordinance No. 80-24)
- f. Decorative Display: A temporary display designated for the entertainment or cultural enrichment of the public and having no direct or indirect sales or advertising.
- g. Directory Sign: An off-premises ground sign listing only the name(s) of tenants or occupants of a building, group of buildings, and/or business district, their professions or business activities, and their direction or location.
- h. Freestanding Sign: A sign attached to a permanent foundation, supported above the ground not less than five (5) feet, as measured from grade to the bottom of the sign by one or more poles, posts, or similar uprights with or without braces, upon which announcements, declarations, displays, etc., may be placed. (Ordinance No. 80-10)
- i. Inflatable Sign: A sign consisting of a balloon or other gas filled figure.
- j. Monument Sign: A sign extending upward from grade which is attached to a permanent foundation for a distance not less than fifty (50) percent of its length, and which may be attached or dependent for support from any pole, posts, or similar uprights provided such supports are concealed within the sign structure. (Ordinance No. 80-10)
- k. Marquee Sign: A sign attached to or hung from a marquee, canopy, or other structure projecting from and supported by the building and extending beyond the building wall.
- l. Portable Sign: Any sign not permanently attached to the ground or other permanent structure, or a sign designed to be transported, including, but not limited to, signs designed to be transported by means of wheels; sign converted to a- or t-frames; menu and sandwich board signs; balloons used as signs; and umbrellas used for advertising. (Ordinance No. 80-50)
- m. Projecting Sign: A sign which is affixed to any building or structure other than a marquee, and any part of which extends beyond the building wall and the horizontal sign surface is not parallel to the building wall.
- n. Residential Development Sign: A sign identifying the name of a subdivision, condominium complex, or other residential development. (Ordinance No. 80-29)
- o. Roof Sign: A sign which is erected, constructed, and maintained above any portion of the roof or exterior wall of a building or structure.
- p. Temporary Construction Sign: A sign identifying the names of the project developers, contractors, engineers, architects, and financial institutions, along with the project name and its features, which is located on a site being developed or improved. (Ordinance No. 80-29)
- q. Temporary Sign: A sign, banner, or other advertising device constructed of cloth, canvas, fabric, plastic, or other light temporary material, with or without a structural frame, or any other sign, intended for a limited period of display.

