

## TOWNSHIP OF WALL

### 400H.11 SIGNS AND BILLBOARDS

#### 400H11.a Prohibited Signs

- (1) All signs not specifically permitted are prohibited.
- (2) No sign shall be maintained where by reason of its position, size, shape, content or color, it may, in the opinion of the Chief of Police, obstruct, impair, obscure, interfere with the view of, or be confused with, any traffic control sign, signal or device, or where it may interfere with, mislead or confuse traffic.
- (3) No sign which uses the words "Stop", "Look", "Caution", "Danger", or any similar wording, which may confuse or mislead the public, shall be permitted.
- (4) Advertising Flags, Banners, Pinwheels. No advertising flags, banners, pinwheels, portable signs, or similar advertising devices shall be permitted.
- (5) Animated or Moving Signs. No animated, flashing or moving signs shall be permitted except for the required movement of time and temperature displays.
- (6) Painted Signs. No sign may be painted directly on the surface of any building facade, wall, fence or similar structure.
- (7) Sparkling and Glittering Signs. No sign may utilize reflection enhanced or fluorescent colors or contain any material which sparkles, reflects or glitters, however, nothing herein is intended to prohibit the use of reflective paint on signs directing traffic or identifying various locations within a property.
- (8) Commercial Advertising Billboard Signs.
  - (a) The further erection, construction or enlargement of signs known as commercial advertising billboards is prohibited.
  - (b) Existing billboard signs or structures may be repaired or maintained in the same location, but may not be enlarged, relocated to another lot, or replaced in the event of the total destruction thereof.

**400H11.b Exempt Signs.** The following signs shall be exempt from the requirement of obtaining a development permit provided that they are not specifically prohibited:

- (1) Governmental Signs; erected or authorized by a governmental unit.
- (2) Nameplate Signs; provided that such signs are limited to no more than one (1) facade or ground mounted sign per occupancy; are no more than seventy-five (75) square inches in area; are non-illuminated, or externally illuminated; and, if ground mounted, is no more than three (3) feet in height.
- (3) Warning Signs; provided that such signs are limited to no more than two (2) facade or ground mounted signs per occupancy; are no more than three (3) square feet in

area each; are non-illuminated; and if ground mounted, is no higher than three (3) feet in height.

- (4) Construction Signs; provided that such signs are limited to no more than one (1) facade or ground mounted sign per parcel; are no more than thirty-two (32) square feet in area; are non-illuminated; and are maintained for no more than fourteen (14) days following the conclusion of the construction in question.
- (5) Temporary Window Mounted Signs; provided the area of window mounted signs displayed does not exceed twenty-five (25) percent of the area of the window in which they are mounted.
- (6) Special Event Signs; provided that there are no more than three (3) placed in any business at any given time and they are non-illuminated, and are maintained for a period of no longer than forty-five (45) days before the applicable event nor more than three (3) days after such event.
- (7) Real Estate Signs; provided that such signs are limited to no more than one (1) facade or ground mounted sign per property; are not more than six (6) square feet in area per residential lot; or thirty-two (32) square feet in area per non-residential lot are no higher than six (6) feet if a ground mounted sign. Use of the word "sold" or any other notation to indicate that the Real Estate is no longer on the market is specifically prohibited.
- (8) On-site Informational Signs; provided that each sign is limited to a window, facade or ground mounted sign of not more than two (2) square feet in area and not more than seven (7) feet in height above grade. The sign may include a business name or logo but shall not include any advertising message. In locations where more than one (1) business share a common vehicular access, signs marking entrances and exits shall contain only the name of the shopping or business center. Multiple signs identifying each tenant or use are specifically prohibited.
- (9) Flags and Emblems of a government or of a political, civic, philanthropic, educational or religious organization.
- (10) Private Sale and Event Signs; provided that such signs are no more than six (6) square feet in area; are located entirely on the premises where such sale or event is to be conducted or on other private property pursuant to the owner's consent; are clearly marked with the name, address and telephone number of the person responsible for the removal of such sign; are erected not more than thirty-six (36) hours in advance of such sale or forty-five (45) days in advance of such event; and are removed on the day following the conclusion of such sale or event. No more than four (4) signs may be placed on any business property nor more than one (1) on any residential property.
- (11) Traffic Signs and Signals. Temporary or permanent traffic signs and signals installed or authorized by the Township, County, or State for the purpose of directing and regulating the flow of traffic.
- (12) Public Transportation Signs. Signs indicating public transportation stops when installed or authorized by the Township or a Public Transportation Authority or agency.
- (13) Vacated Property Signs. Provided that only one (1) such sign shall be provided either affixed to a building facade or located within a window; not exceeding six (6) square feet in area; nor displayed for longer than sixty (60) days following vacating the

property.

- (14) Signs on Machines. Signs which are an integral part of vending machines, including gasoline pumps, milk and ice machines, provided that they do not collectively exceed three (3) square feet in area per machine.
- (15) Interior Signs. Signs which are located within buildings and are not visible from a public street or public parking facility.
- (16) Political Signs. It is recommended that such signs are not more than twelve (12) square feet in area if located in a non-residential district or more than six (6) square feet in area if located in a residential district; are limited to not more than one per lot; are located entirely on private property pursuant to the owner's consent; are clearly marked with the name, address, and telephone number of the person responsible for the removal of such sign; are erected not more than forty-five (45) days prior to such election; and are removed within fourteen (14) days following such election.
- (17) Historical or Architectural Designation Signs; provided that such signs are limited to no more than one (1) facade or ground mounted sign per occupancy; are not more than six (6) square feet in area; are not illuminated and contain no commercial advertising.

**400G11.c Content.** Signs to Relate to Use of Property. All signs, unless specifically stated otherwise in this section, shall relate to the use or occupancy of the property upon which the sign is located.

#### **400H11.d Sign Location**

- (1) Obstruction of Access Ways. No sign or sign structure shall obstruct a fire escape, door, window or other required access way. No sign shall be attached to a standpipe or fire escape, except those signs required by the municipal authority.
- (2) Obstruction of Window Surface. No sign shall project over, occupy or obstruct any window surface required for light or ventilation.
- (3) Signs in Rights-of-Way. No sign or any part of a sign, except publicly owned or authorized signs, shall be placed in or extend into or over any public right-of-way.
- (4) Signs Affixed to Certain Structures. No sign shall be affixed to any roof, tree, fence, utility pole, or other similar structure nor placed upon motor vehicles which are continually or repeatedly parked in a conspicuous location to serve as a sign, however, nothing is intended to prohibit the placement of signs not exceeding three (3) feet in any dimension, directing traffic or identifying various parking locations within a lot on light poles and utility poles erected therein. Signs painted on pavement surfaces shall be restricted to traffic control markings only.

#### **400H11.e Sign Structures**

- (1) All wiring for permanent illuminated signs shall be installed and maintained so that it is not within public view. The running of wiring or conduit along the facade of a building to access a sign is specifically prohibited except that the Construction Official may permit exterior conduit if in the judgement of the Official there is no practical way to run the conduit so that if in the judgement of the Official there is no practical way to run the conduit so that it is not within public view.
- (2) Signs shall be mounted so as to project less than one foot into or over any walkway

whether suspended from or attached to a building or other structure, including a sign hung under a canopy.

- (3) Sign Permanency. All signs shall be securely affixed in a permanent manner to either the ground or building.
- (4) Sign area
  - (a) Area to be included. The supporting structure or bracing of a sign shall be omitted in measuring the area of the sign unless such structure or bracing is made part of the message or sign face and provided that such structure or bracing has a total horizontal projected width less than twenty (20) percent of the sign width or six (6) inches. Where a sign has two (2) sign faces back-to-back and parallel to each other, the area of only one face shall be included in determining the area of the sign.
  - (b) Area of signs with backing. The area of all signs with backing shall be measured by computing the area of the sign backing.
  - (c) Area of signs without backing. The area of all signs without backing shall be measured by computing the area of the smallest geometric figure which can encompass all words, letters, figures, emblems and other elements of the sign message with a clearance of at least four (4) inches from any such element.
  - (d) Height of Signs. Sign height shall be measured between average grade and the highest point of the highest element of the sign.
- (5) Multiple Sign Faces. No double faced sign shall be greater than eighteen (18) inches in thickness as measured between sign faces.

#### **400H11.f Sign Illumination**

- (1) An illuminated sign located on a lot adjacent to or across the street from any residential district and visible from such residential district shall not be illuminated between the hours of 11:00 P.M. and 7:00 A.M. unless the use to which the sign pertains is open for business during those hours.
- (2) No sign shall contain blinking, flashing, flickering, tracer or sequential lighting and all signs shall remain stationary and constant in intensity and color at all times.

#### **400H11.g Permitted signs in connection with Rural-Residential and Residential uses.**

The following kinds of signs will be permitted in connection with Rural-Residential and residential uses.

- (1) One (1) sign advertising a permitted use or indicating the home or office of a member of a recognized profession, provided that such sign shall not exceed three (3) square feet in area.
- (2) One (1) temporary sign on each lot, indicating real property for sale or rent which shall not be larger than six (6) square feet, advertising the sale or letting of only the premises on which the sign is maintained.
- (3) Not more than two (2) temporary ground signs on an approved subdivision, (irrespective of the number of lots in the subdivision); provided that each such sign does not exceed thirty-six (36) square feet in total area. In no case shall any sign be

located closer than forty (40) feet to any street line.

Temporary subdivision signs will not be permitted after residences have been erected on seventy-five (75) percent of the lots in the subdivision or after more than seventy-five (75) percent of the lots have been sold by the developer.

- (4) Any temporary sign erected shall be removed within thirty (30) days after the temporary need has ceased to exist.
- (5) The Land Use Officer may permit signs to be artificially illuminated upon finding that the need for such illumination has been clearly demonstrated and is necessary to the permitted use and public welfare, except that this shall apply only to signs in connection with a professional office. The signs shall not be illuminated between 11:00 P.M. and 8:00 A.M. of the following day.
- (6) All signs shall be set back at least ten (10) feet from the property lines.
- (7) Signs advertising the sale of farm or dairy products to be sold from the farm upon which it is produced providing that there shall not be more than two (2) separate signs not exceeding thirty-six (36) square feet each.
- (8) Not more than two (2) signs indicating the name of an active farm and not exceeding a total area of ten (10) square feet.
- (9) Any sign used upon property warning the public against hunting, fishing or trespassing thereon may be placed on the property.
- (10) Political signs not to exceed six (6) square feet in total area. These signs may be erected forty-five (45) days prior to the election but shall be removed ten (10) days thereafter.
- (11) For non-conforming businesses in a residential zone, signs are permitted as if located within the business zone.

**400H11.h Permitted Signs and Sign Areas in Connection with Commercial, Industrial and Airport Zones or Uses.**

- (1) Those signs permitted in Section 400H11.g.
- (2) Two (2) freestanding advertising signs and one (1) building attached sign per site with an aggregate sign area of one hundred fifty (150) square feet for all signs.
- (3) Airport uses with over one hundred (100) acres and one thousand (1,000) feet of state highway frontage shall be permitted two (2) freestanding signs with an aggregate area of two hundred fifty (250) square feet. When one tenant exists in a building, one building attached sign no more than fifty (50) square feet in area is permitted. Where more than one tenant exists in a building, each tenant shall be permitted one building attached sign not to exceed two (2) square feet for each foot of store frontage or fifty (50) square feet, whichever is less. Building attached signs shall be exclusive of the aggregate freestanding sign area.
- (4) Where more than one (1) tenant exists on a commercial or industrial site, each tenant shall be permitted one (1) building attached sign not to exceed two (2) square feet for each foot of store frontage or fifty (50) square feet, whichever is less, exclusive of the aggregate free standing sign area permitted. Such signage shall be exclusively located along the store frontage, being that portion of the store serving as the

primary entryway for customers, and generally facing parking spaces.

the majority of the customer

**400H11.i Permitted Sign Types in Connection with Commercial, Industrial or Airport Zones or Uses.**

- (1) Roof signs such that such a sign shall be attached to a roof, does not exceed four (4) feet in height and shall be counted toward the aggregate sign area permitted on the site.
- (2) Wall signs such that the sign shall be on a parallel plane with the building facade, shall not project more than eighteen (18) inches from the facade and shall maintain a minimum under clearance to grade of ten (10) feet.
- (3) Marquee signs such that these signs shall be limited to places of public assembly shall conform to the setback of the principal structure to which it is attached, and shall maintain a minimum under clearance to grade of ten (10) feet.
- (4) Projecting sign attached to a building such that these signs shall not extend more than four (4) feet from the building face, shall not exceed more than four (4) feet above the roof line of the building, shall maintain a minimum under clearance to grade of ten (10) feet, shall be limited to one (1) sign per building and the area of the sign shall be counted toward the aggregate sign area permitted on the site.
- (5) Freestanding Ground Signs, as follows:
  - (a) A Type I ground sign shall be permitted such that the maximum sign area not exceed one hundred fifty (150) square feet, the sign be setback at least fifteen (15) feet from the front, side and rear property lines and the sign not exceed a height of fifteen (15) feet above grade.
  - (b) A Type II ground sign shall be permitted such that the maximum sign area not exceed one hundred (100) square feet, the sign be set back at least ten (10) feet from the front, side and rear property lines, and the sign not exceed a height of twenty (20) feet above grade.
  - (c) A Type III ground sign shall be permitted such that the maximum sign area not exceed fifty (50) square feet, the sign be set back at least five (5) feet from the front, side and rear property lines, and the sign not exceed a height of twenty-five (25) feet above grade.

**400h11.J Nonconforming Signs**

- (1) The provisions of this Section shall apply to all signs heretofore erected, although not in conformity with the provisions of this Section.
- (2) A nonconforming sign may be continued unless it constitutes a traffic hazard or a public hazard or nuisance. In such event, the Construction Official may order it removed on ten (10) days written notice, giving the reason therefor. If not removed, legal proceedings shall be taken as shall be necessary for its removal or as a violation under this Section.