

## **Part 22**

### **Signs**

#### **§24-2200. Statement of Intent**

The purpose of this Section is to promote and preserve the public health, general welfare and safety of citizens of London Grove Township by regulating signs of all types. It is intended to protect property values; to create a more attractive community; to regulate the potentially deleterious impact of signs within the Township, to insure the compatibility of signs with adjacent and nearby land uses; to limit the aesthetic impact that a multitude of clustered signs has on the Township and the surrounding community; and to reduce distractions and obstructions that may contribute to traffic accidents. In addition to the above, this Section is an exercise of the Township's zoning and police power in accordance with the following objectives:

1. To control the size, location, and illumination of signs in the Township in order to reduce hazards to pedestrian and vehicular traffic.
2. To establish standards designed to encourage signs that are compatible with their surroundings, appropriate to the type of activity to which they pertain, expressive of the identity of individual proprietors, and legible in the circumstances in which they are seen; and to prohibit the erection of signs that do not meet these criteria.
3. To establish requirements for compliant signage when a new occupant or use is proposed on a property.
4. To prohibit the construction of and require the removal of signs that constitute a hazard or a blighting influence.

#### **§24-2201 Administration**

1. Any sign hereafter erected, attached to, suspended from or supported by a building or structure, altered and/or expanded shall conform to the provisions of this Chapter and any other regulations of the Township relating thereto. Any sign not specifically authorized by the provisions of this Chapter shall not be erected or

maintained within the Township. Any sign, banner, poster or other display device which is not in compliance with the provisions of this Chapter shall be considered illegal.

2. A sign permit shall be obtained from the Zoning Officer, upon submission of a proper application and fee, before erecting any sign under these regulations except as hereinafter provided. The Zoning Officer shall ensure that all signs erected or constructed under the provisions of this Chapter shall comply with the applicable standards set forth in the Uniform Construction Code. Drawings submitted for sign permits shall show size, construction details, location and illumination in sufficient detail for review against all applicable Codes and the provisions of this Chapter.

3. The Zoning Officer is hereby authorized and empowered to revoke a zoning permit issued by the Township upon failure of the holder of said permit to comply with any applicable provision of this Chapter. Revocation can occur only after the Zoning Officer provides a fifteen (15) day written notice to the permittee after which if the violation is not corrected and the applicant has not appealed to the Zoning Hearing Board, revocation of said permit shall occur. If the Zoning Officer finds that any sign or other advertising structure regulated herein is unsafe or is a menace to the public, or is constructed, erected, or maintained in violation of the provisions of this Chapter, he shall give written notice thereof to the permittee or property owner of such sign. If the permittee or owner fails to alter or remove the sign so as to comply with the standards set forth herein within 10 days after such notice, the Zoning Officer shall advise the Township to seek redress through the courts.

4. The provisions of this Chapter shall not apply where signs are erected and maintained by the Township for public purposes, provided that all other required governmental permits are obtained by the Township prior to such Township use.

5. Nonconforming signs may be maintained under the provisions of Part 23 of this Chapter.

#### **§24-2202. Interpretation**

A sign shall be defined as any permanent or temporary structure or part thereof, or any device attached, painted or represented directly or indirectly on a structure or other surface that displays or includes any letter, work, insignia, flag or representation which is in the nature of an advertisement, announcement, visual

communication, direction or is designed to attract the eye or bring the subject to the attention of the public. Flags of any governmental unit or branch of any charitable or religious organization, interior signs not visible from a public right-of-way or adjoining property and cornerstones built or attached to a wall of a building are excluded from this definition. A structure shall be considered a sign under this definition if such a structure would have no other use except that of supporting a sign, and such structure would not be permitted under any other applicable provision of this Chapter not specifically pertaining to signs. All definitions of signs set forth in Part 2 of this Chapter are incorporated herein by reference.

1. All distances provided for in this Part shall be measured along straight lines between signs and from the near edge to the near edge of the sign or sign structure. Height shall be measured from the existing grade at the location of the sign. If regrading is required to conform to the provisions of any other applicable regulations or Chapters, height shall be measured from the proposed final grade.

2. Any sign located along the right-of-way of a State or Federal highway shall comply with any more restrictive requirements which may be applicable.

#### **§24-2203. Use Standards**

1. No sign in any zoning district shall be erected containing information which states or implies that a property may be used for any purpose not permitted under the provisions of this Chapter.

2. No signs in any zoning district shall be erected on any premises except as may be related to a lawful principal use or permitted accessory use on the premises, except as may be otherwise permitted, to allow billboards, found elsewhere in this Article.

3. All illuminated signs in any Residential District shall be turned off at times when the business or entity which they advertise is not open for business and within ½ hour of closing such business.

#### **§24-2204. Exempt Signs**

The following signs shall be permitted in all Zoning Districts and are exempt from the permit requirements of this Ordinance since such signs are deemed not to create nuisance situations that would threaten the health, safety, or welfare of persons in the Township. However, all owners of such signs must still comply

with all applicable standards of this Ordinance, including the responsibility for maintenance of signs in good and safe repair.

1. Governmental Signs, being those established by duly constituted governmental authorities or bodies, including but not limited to: traffic regulation signs, public notice signs and other signs required to be maintained or posted by law or government order, rule or regulation.

2. Traffic regulation signs in private parking lots.

3. Signs indicating the prohibition or control of fishing, hunting, trespassing, peddling, soliciting, etc., or signs indicating the private nature of a road, provided the area of any such sign does not exceed four (4) square feet. Such signs may be placed along property lines or road frontages at a maximum frequency of one (1) sign every one hundred (100) feet.

4. Signs with an area not exceeding one (1) square foot, bearing address or the names of the occupants in residential districts with characters not exceeding four (4) inches in height.

5. Decorations or displays for a recognized officially designated holiday provided that they do not create a fire or traffic hazard and they are removed within fifteen (15) days after the holiday.

6. Flags, except that flags larger than eighty (80) square feet shall require a permit.

7. Directional signs advertising the availability of restrooms, telephones, or similar public convenience.

8. One (1) or more signs applied to a window pane giving store hours or the name or names of credit or charge institutions, when the total area of any such sign or all signs together does not exceed two (2) square feet.

9. An Identification Sign, being defined as a sign which is a permanent architectural feature of a building, or structure such as a cornerstone, or identifying letters carved into or embossed on a building, provided the letters are not made of a reflective material or contrast in color with the building and including historic structure identification signs not exceeding four (4) square feet in area.

10. Temporary yard sale or garage sale signs provided such signs do not exceed six (6) square feet in area and shall be removed within forty-eight (48) hours of the conclusion of such sale, and limited to one sign per street frontage on the property where the sale is being conducted.

11. Signs advertising the meeting places and times of nonprofit service, governmental, religious, educational and charitable organizations, provided that they do not exceed twelve (12) square feet in area and do not advertise any commercial establishment, activity, organization, product, goods or services. Such signs shall be limited to one (1) per property.

12. Address signs, not more than one (1) for each non-residential principal building or use on a premises and not exceeding one hundred sixty (160) square inches in area and displaying only the numerical address designation of the premises upon which they are maintained.

13. Non-commercial signs relating to ideological, religious, or political thought provided they do not exceed twelve (12) square feet in area, located on the sign owner's property.

14. Special event temporary signs, including portable signs and banners, that identify a parade, festival, fund drive or similar occasion, where such signs are of general benefit to the Township or for public convenience, necessity, or welfare.

Special event temporary signs shall be permitted for one (1) period of fourteen (14) days every calendar year and removed within two (2) days of the date or conclusion of the applicable event. Such signs may not exceed twelve (12) square feet in area and shall not be greater than eight (8) feet in height.

No more than four (4) off-premises special event temporary directional signs may be placed within the Township by any one establishment, and no more than one (1) at any one (1) intersection. No such sign may be erected, placed, installed, or maintained without the written permission of the owner of the real property involved.

15. Temporary signs of contractors, architects, mechanics, and artisans placed on the property where the contracted work is occurring. These signs shall have an area no greater than four (4) square feet in area and shall be removed upon completion of the project.

16. Temporary real estate signs placed on the property to be sold, rented, or developed, limited to not more than one (1) sign for every 1,000 feet of street frontage shall be placed on premises held in single and separate ownership unless such premises fronts on more than one street, in which case one sign per each street of frontage. Such signs shall be removed within seven (7) days after transactions are completed, and shall be a maximum six (6) square feet in area and no greater than eight (8) feet in height. No off-premises real estate directional signs shall be permitted.

17. Temporary political campaign signs, a maximum twelve (12) square feet in area. Such signs must be removed within fourteen (14) days after such election.

18. Directional signs located within a tract undergoing development, indicating the route to the sales office, model home, construction trailer, etc. These signs shall be a maximum eight (8) square feet in area.

19. Temporary window signs intended to announce sales, special events or the like. They shall not exceed twenty (20) percent of the total glass area on the side of the building where they are placed.

20. Signs announcing seasonal, temporary business (e.g. farm products, sales from temporary stands, Christmas tree sales, etc.), limited to a single sign on a property and displayed only during the sale period, not exceeding sixty (60) consecutive days. Such signs may not exceed fifteen (15) square feet in area.

21. Emergency warning signs erected by a public utility, pipeline company, or contractor doing such work authorized or permitted by such utility or company.

#### **§24-2205. Prohibited Signs**

The following signs, because their inherent characteristics could threaten the health, safety, or welfare of persons in the Township, are unlawful and prohibited:

1. Signs which use the words “Stop”, “Look”, “Danger”, or any other word, place, symbol, or character which attempts or appears to attempt to direct the movement of traffic or which interferes with, imitates or resembles any official traffic sign, signal, or device within seventy-five (75) feet of a public right-of-way or within two hundred (200) feet of a traffic control device.

2. Any banner sign or sign of any other type across a public street.

3. Any suspended sign which is either a pennant that blows in the wind or a spinner which spins in the wind, except when located inside a temporary fairground in conjunction with a special event.

4. Except for traffic control signal, signs displayed red, yellow, or green lights within seventy-five (75) feet of a public right-of-way or two hundred (200) feet of a traffic control signal.

5. Notices, placards, bills, cards, posters, advertisements, or other signs mounted or placed in any fashion upon a lamppost, electric light, telephone, or other utility pole, hydrant, planter box, bench, trash receptacle or upon any pier or column located on or along the public roads of the Township, or any such signs mounted or placed in any fashion upon a rock, tree or any other natural feature. Exceptions are as authorized or required by law, or when exempt in accordance with applicable portions of this Part.

6. Any sign with flashing, revolving, moving, sound producing or animated parts, components, or displays, including any sign which has the capability of motion in whole or in part, with the exception of signs that display time and or temperature exclusively and except signs permitted elsewhere in this Chapter.

7. Any sign depicting lewd, vulgar, indecent or obscene advertising matter displayed in any manner.

8. Any sign which obscures or interferes with the line of sight at any street intersection or traffic signal or at any other point of vehicular access to a street.

9. Any sign erected within the right-of-way of any public or private street except those signs described as an exemption for Government signs found elsewhere in this Part.

10. Any sign erected or maintained so as to prevent free ingress or egress from any driveway, access way, door, window or fire escape.

11. Any portable sign (including vehicle signs) except for signs permitted in Sections 2204.15, 2204.16, 2204.17, 2204.21, 2206.2 and 2208.7.

12. Any sign, or any portion thereof, which extends above the roof line on any building on a property or which is attached or mounted or painted on a roof.

13. Billboard signs, except as provided in the Industrial (1) Zoning District (limited to those properties with frontage on Old Baltimore Pike between the municipal boundary line between the Township and the Borough of West Grove and Baker Station Road and permitted pursuant to applicable sections of this Part regulating billboards.

14. No sign of any kind shall be attached to a stand-pipe or fire escape.

15. Off-premises signs, except as permitted as a temporary yard or garage sale, and directional signs as regulated elsewhere in this Part.

16. Neon signs that are less than 5 square feet placed in windows of premises are permitted. Exterior use of neon signs is prohibited.

17. Advertising murals, posters, wall bulletins, or other types of signs directly painted upon the façade or wall of any building or structure are prohibited.

18. Advertising cloth or paper banners or signs of any similar character suspended or hung from any structure are prohibited.

#### **§24-2206. Signs by Type and Construction**

As referenced in this article, an “on-premises sign” is a sign that directs attention to a business, commodity, service, entertainment, institution or other permitted use which is offered on the same premises where the sign is located.

As referenced in this article, an “off-premises sign” is a sign that directs attention to a business, commodity, service, entertainment, institution or other permitted use which is offered on a property other than the property on which the sign is located.

The following types of signs are permitted, being subject to compliance with all the other provisions and criteria of the Township Zoning Ordinance:

1. Directional Sign – A sign either mounted on a building or a ground sign intended to provide information for pedestrian or automobile traffic within or exterior to a property.

A. Directional signs are intended to give direction to parking areas, service entrances, restroom facilities and the like within a property. Such signs shall not exceed two (2) square feet in area.



B. Off-premises directional signs of a public or quasi-public nature shall be a maximum three (3) square feet in area. No advertising shall be contained on such signs other than the following for the purposes of indicating:

(1) The name or location of a town, village, hospital, community center, school, place of worship or the name or place of meeting of a governmental, civic or service body.

(2) Where specifically approved by the Board or installed by the Township, descriptive signs designating the location and nature of historic districts and listing the historic and commercial buildings or locations within such districts.

2. Ground Sign – As defined in the Definition Section of this Zoning Ordinance and as provided for elsewhere herein.

A. Billboard – A Billboard is defined as a form of a Ground sign that exceeds the area and height regulations set forth elsewhere in this Part. The erection and maintenance of Billboards shall be subject to the provisions set forth in all applicable sections found in this Part herein. Each different display face of a Billboard shall constitute a separate Billboard. Billboards shall be freestanding and self-supporting. No part or portion of a Billboard shall be attached or connected to any other building or structure.

B. Ground mounted electronic signs of less than 50 square feet in size when located in the Industrial or Commercial District and separated from other by a distance of 250 feet.

3. Portable Sign – Any outdoor advertising display which is movable from one location to another and which is not attached to a fixed structure or does not have permanent supports embedded in the ground. A maximum of one portable sign may be placed on a property, and only as allowed in accordance with Sections 2204.10, 2204.11, 2204.15, 2204.16, 2204.17, 2204.21, 2206.2 and 2208.7. The term portable sign shall include an outdoor advertising display located in or on a vehicle, except where:

A. The vehicle occupies a paved parking space on the property, which is located within one hundred (100) feet of the building in which the product or service is being offered.

B. Such sign merely identifies the vehicle as belonging to such business by displaying the name, address and/or telephone number of such business and/or identifying the type of product or service offered by such business, and is painted on or attached to the vehicle.

C. The primary use of such vehicle is for the transportation of persons or products or the delivery of services in connection with such business; and,

D. Such vehicle is currently licensed, inspected and is in operable condition.

### **§27-2207. Signs Permitted in the Residential Districts**

The following types of signs and no others shall be permitted in the residential districts, provided that the signs comply with all requirements herein specified:

1. Official traffic signs.
2. On-premises directional signs.
3. All off-premises directional signs, indicating only the name of the facility, organization or site including location of meetings and the direction in which it is located or approximate distance, shall be permitted provided that the size shall not exceed three square feet in area. No advertising matter shall be contained on signs of this type. No more than four such signs, per use, shall be permitted within the Township unless otherwise approved by the Board of Supervisors. A permit is required and the application for permit shall contain the number and exact location of each sign.
4. Accessory use signs, provided that:
  - A. The size of any such sign shall not exceed four (4) square feet.
  - B. Not more than one such sign shall be erected for each permitted use or dwelling unit.

C. The height shall not exceed six (6) feet.

5. Identification signs for subdivisions or multi-family developments, farms or estates, schools, churches, and other permitted uses, provided that:

A. The size of any such sign shall not exceed 24 square feet.

B. Not more than two such signs for every 2,000 feet of street frontage shall be placed on premises held in single and separate ownership unless such premises fronts on more than one street, in which case, two such signs may be placed on each street frontage for every 2,000 feet of frontage.

C. The height shall not exceed eight (8) feet.

D. All signs shall remain outside of any clear sight triangle as defined in the Township Subdivision Land Development Ordinance.

6. Development signs, including signs advertising prices or indicating financing, but excluding directional signs, provided that:

A. The area of such sign shall not exceed 32 square feet, and that no more than one such sign shall be erected at each entrance to a public road.

B. Not more than one such sign for every 1,000 feet of street frontage shall be placed on premises held in single and separate ownership, unless such premises front on more than one street, in which case one such sign may be placed on each street frontage for every 1,000 feet of frontage.

C. The height shall not exceed eight (8) feet.

D. All such signs shall be removed upon completion of active work by the developer.

7. Bulletin board signs for churches, schools, parks or institutions, provided that the sign area does not exceed 12 square feet and the height is less than six (6) feet, excluding directional signs.

**§27-2208. Signs in General Commercial (C) and Industrial (I) Districts**

The following types of signs shall be permitted in the Commercial (C) and Industrial (I) Districts, provided that the signs comply with all requirements herein specified:

1. All signs permitted in the residential districts.

2. Ground signs, provided that:

A. Not more than one ground sign shall be erected for each 1,000 feet of street frontage of a lot nor shall such signs be located closer than 300 feet from each other.

B. Buildings, structures and/or lots having permitted uses in combination shall be encouraged to have signs in combination identifying those areas.

C. The total display area of all sides of a ground sign shall not exceed fifty (50) square feet per side or one hundred (100) square feet total.

D. Ground signs may be located no closer to a side or rear property boundary line or street right-of-way that the greater of:

(1) Fifteen (15) feet.

(2) A distance equivalent to the height of the sign.

(3) The minimum side or rear yard setback required for the permitted use being identified.

E. No Ground sign shall exceed twelve (12) feet in height when measured from ground level except the maximum height may be increased two (2) feet (up to a maximum of 30 feet) for each additional five (5) feet setback from the front right-of-way line beyond the prescribed minimum.

F. In addition to one Ground sign, gasoline service stations shall also be permitted one price sign for each street frontage, provided that:

(1) The sign shall not exceed eighteen (18) square feet in area.

(2) The sign shall not exceed twenty (20) feet in height.

(3) The sign shall be located beyond the right-of-way and not obstruct the vision of drivers entering or exiting the site.

G. In addition to one Ground sign, a restaurant with drive through service shall also be permitted one menu sign, provided that:

(1) The sign shall not exceed eighteen (18) square feet in area.

(2) The sign shall not exceed twenty (20) feet in height.

(3) The sign shall be located beyond the right-of-way and not obstruct the vision of drivers entering or exiting the site.

3. A Wall sign shall be permitted on any wall of a building or structure incident to a permitted use provided that:

A. Wall signs shall be installed parallel to the supporting wall and project no more than 10 inches overall from the face of such wall.

B. The maximum display area of a Wall sign mounted on any wall of a building or structure shall not exceed two (2) square feet per lineal foot of width of the wall on which the sign is mounted, provided that:

(1) Such signs shall not exceed six (6) inches in height for each ten (10) feet of setback from the facing property line (up to a maximum of eight (8) feet or sixty (60) feet in overall length.

(2) The total display area of such sign shall not exceed 25 percent of the total area of the wall on which the sign is mounted.

(3) The total display area of all Wall signs mounted on the sides and/or rear of a structure shall not exceed the area of the sign mounted on the front wall. If there is no sign on the front wall of a structure, signs on the sides and/or rear wall may not exceed one hundred (100) square feet in total.

C. No Wall signs shall extend above the roof line or cornice of the major building incident to the use, or exceed thirty (30) feet in height.

D. Signs mounted on a side or rear wall exposed to public view from either a street or parking area shall not extend above the height of the front mounted sign.

E. For integrated, multiple uses on a single lot or within a single building, each use will be permitted one Wall sign for identification and/or merchandising purposes, providing such signs shall comply with the regulations stated herein.

4. One Projecting sign shall be permitted for each building or structure incident to a permitted use, except wherein Wall signs are used for identification and/or merchandising purposes, subject to the following conditions:

A. Such signs shall not exceed fifteen (15) square feet in area and the lower edge of the sign must be a minimum of ten (10) feet in height when pedestrians are expected to pass under it.

B. Only one such sign shall be erected on each street frontage of the premises.

5. Window signs advertising the sale or rental of properties, goods, or services, provided that the total area of the sign does not exceed 20 percent of the window in which it is placed.

6. Decorations for an officially designated holiday, provided that they conform to the other applicable provisions herein.

7. Portable sign in accordance with applicable provisions found elsewhere in this Part.

## **§27-2209. Billboards and Electronic Signs**

### **1. Intent**

The intent of this Section is to provide opportunity for Billboards as a Special Exception by the London Grove Township Zoning Hearing Board, and to:

A. Support the First Amendment rights of advertisers to promote legal products and services while retaining the sense of community and protecting the character of the Township.

B. Ensure that billboard advertising is provided for in the Township and located safely and appropriately where it can be viewed by the traveling public with the least distraction and degradation to the public safety.

C. Provide billboard advertising in a manner demonstrated to be compatible with the historic, natural and rural character of the Township in terms of size, location, visual prominence from areas other than the adjacent highway, and materials and finishes used in construction.

D. To prevent billboards from having a negative impact on neighborhoods (particularly residentially zoned or used properties) in terms of visual blight, light pollution, or decreased property value.

E. To prevent billboards from having a negative impact on designated historic sites or structures in terms of visual blight, light pollution, or decreased property value.

F. To advance the mission of the International Dark-Sky Association and maintain the Township's nighttime environment by reducing light pollution through lighting practices that provide:

- (1) Energy savings resulting in economic and environmental benefits.
- (2) Superb nighttime ambience and quality of life.
- (3) Conservation of nocturnal wildlife and ecosystems.
- (4) Safeguarding of scientific and educational opportunities such as astronomy.
- (5) Preservation of cultural heritage and inspiration for the arts.
- (6) Increased visibility, safety, and security at night by reducing glare.
- (7) Protection of human health.

2. Definitions:

A. Billboard – A form of a Ground Sign as defined and described elsewhere in this Part.

B. Billboard Structure – The framework, supports, display face(s) and electrical components of the billboard.

C. Display Face – The face of a Billboard, including copy, insignia, background, border and trim. The measurement shall be determined by the smallest rectangle inclusive of all letters and images. The structural support shall be excluded from the area calculations if it is not used to directly express or convey a commercial or non-commercial message.

D. Electronic Sign/Billboard – A sign and/or billboard capable of displaying text, graphics, symbols, or images that can be electronically or mechanically changed by remote or automatic means; or with content that may be changed by electronic process through the use of light or lights, including, but not limited to, light emitting diodes (LED), liquid crystal display and plasma image display.

E. Message Sequencing – A single message or advertisement for a product, event, commodity, or service that is divided into segments and presented over two (2) or more successive display phases of a sign, or across two (2) or more individual signs.

F. Change Interval – The “Change Interval” is defined as the time period in which the display of an electronic Sign/Billboard must remain static and during which the display may not transition to display another advertisement.

G. Transition Interval – The “Transition Interval” is defined as the time period in which the display of an Electronic Sign/Billboard transitions to another display.

### 3. Criteria for Billboards

Billboards shall only be permitted by Special Exception, subject to the applicant establishing compliance with the following criteria, together with all applicable criteria set forth in the Zoning Ordinance.



A. Billboards may only be erected and maintained in the Industrial (I) Zoning District, limited to those properties with frontage on Old Baltimore Pike between the municipal boundary line between the Township and the Borough of West Grove and Baker Station Road.

B. Size: The Display Face of a Billboard shall not exceed fifty (50) square feet in area, unless the applicant can establish before the Zoning Hearing Board that the content of the Billboard could not be read from any point along the road frontage and that the permitted size is not adequate for the conveyance of any advertising messages to passing motorists.

If the applicant is able to establish the above, then the Billboard shall not be permitted to exceed 300 square feet in area, but shall be no larger than is necessary to be read and conveyed to passing motorists. If present, non-display physical borders around the display image shall not exceed six (6) inches on a side.

C. Billboards shall be set back a minimum of one hundred (100) feet from any other Billboard.

D. All Billboards must be set back at least two hundred fifty (250) feet from all street intersections, measured from the point of intersection of the center lines of the intersecting streets.

E. Setback from Residential Dwelling Unit. Except as governed by a greater setback required herein, all Billboards must be setback a minimum of 100 feet from the boundary of any residential or agricultural Zoning Districts and from the boundary of any property on which a residential dwelling unit is situated unless separated by a public street. Moreover, the applicant must establish that the Billboard will be screened such that the face of the Billboard will not be visible from an existing residential dwelling unit. With respect to such setback as applied from any existing residential dwelling unit, the 100 foot setback may be reduced if the owner of such dwelling unit agrees in writing to the placement of such sign as memorialized by an easement filed with the Chester County Recorder of Deeds.

F. The applicant shall bear the burden of establishing that the proposed Billboard will not create a public health, welfare, or safety concern.

G. The Billboard Structure shall be designed as an architecturally decorative feature and shall be screened with vegetation. In no case shall the supporting structure be designed to increase the apparent size of the Billboard or to otherwise increase its visual prominence.

H. The applicant shall be required to submit an attestation from a structural engineer, registered in Pennsylvania, to certify that the proposed Billboard is properly constructed pursuant to all applicable codes, to certify the viability of the construction of the foundation and erection of the structure for the proposed Billboard. The applicant shall further submit a report from an engineer to set forth the wind tolerances of the proposed Billboard.

I. The Applicant shall submit a plan prepared by a landscape architect showing landscaping proposed to be installed to screen and buffer the Billboard structure. Existing vegetation on and around the proposed Billboard shall be preserved to the greatest extent possible. All proposed landscaping shall comply with the requirements of the Township's Zoning Ordinance and Subdivision and Land Development Ordinance. Applicants shall submit a visual survey from mutually agreed upon vantage points in order to support the proposed Landscaping plan's mitigation of visual impacts.

J. All billboards shall be serviced by underground electrical wiring.

K. Billboards shall be properly and adequately secured to prevent unauthorized access, with such features as a locked ladder way.

#### 4. Criteria for Electronic Signs/Billboards

In addition to the above criteria in subsection (3) and all other applicable criteria set forth in this Part, the following criteria shall apply to Electronic Signs/Billboards, which shall only be permitted by Special Exception pursuant to the applicant establishing the following criteria:

A. Electronic Signs/Billboards may only be erected and maintained in the Industrial (I) Zoning District, limited to those properties with frontage on Old Baltimore Pike between the municipal boundary line between the Township and the Borough of West Grove and Baker Station Road.

B. Electronic Signs/Billboards may not contain any: fading, flashing, modulating, scrolling, moving lights, text or graphics, any full-motion video, or any visible change during the Change Interval period.

C. Change Interval: Electronic Signs/Billboards must provide a minimum Change Interval of at least fifteen (15) seconds.

D. Transition Interval: Electronic Signs/Billboards must provide a maximum Transition Interval on one (1) second.

E. Electronic Sign/Billboard lighting shall be automatically extinguished so as to not operate before 7:00 a.m. or after 11:00 p.m.

F. Illumination shall be automatically controlled so that at no point on the Electronic Sign/Billboard shall the luminance exceed 100 cd/m<sup>2</sup> with a full-white board face after sunset.

G. The Electronic Sign/Billboard shall contain a default mechanism that will freeze the sign display in one (1) position if a malfunction occurs, or shut down and show “full block” on display.

H. The applicant shall establish compliance with (and submit all evidence as required under) the Criteria for Billboards provision found in this Part. The size of any proposed Electronic Billboards shall only be as permitted and regulated by other provisions found elsewhere in this Part.

I. Message sequencing shall be prohibited.

J. No Electronic Sign/Billboard shall shine or reflect light into adjacent residences.

### **§27-2210. General Standards Applicable To All Signs**

1. Illumination and Screening. In addition to the illumination provisions specifically provided for in Section 2210, the following illumination standards shall apply. All illuminated signs shall be constructed to the standards of the National Board of Fire Underwriters. Illumination of signs is only permitted for commercial purposes between 7:00 a.m. and the close of business or 11:00 p.m. (whichever is earlier). Illumination may be direct (giving forth light from the interior of the sign through translucent material) or indirect, provided that the light

source is directed upon the sign. The lighting source shall not be directly visible from any street or sidewalk, nor from any other normal vantage point. Lighting shall not shine directly on abutting properties, or within the normal line of vision of the public when using streets or sidewalks. No sign shall be placed or illuminated in such a position that it will cause any danger to pedestrians or vehicular traffic. No sign shall be utilized in a manner that produces a noxious glare at or beyond the boundaries of the lot on which it is located. No direct beams of light shall be directed toward adjacent properties or public roads, and all light source shall be shielded and screened from adjoining residential properties.

All Billboards must comply with London Grove Township Zoning Ordinance and more specifically, *The General Regulations and Design Standards Lighting*, as may be amended from time to time.

Applications for the lighting or relighting of signs and Billboards (including Electronic Signs/Billboards) using external light sources shall be accompanied by a point-by-point plot of initial vertical illuminance on the Sign or Billboard face, catalog cuts of proposed fixtures and any glare reduction devices and a description of lamps, mounting locations, aiming angles and proposed hours of operation and method for automatically extinguishing the lighting by the required hour.

2. Maintenance. Every sign shall be constructed of durable materials, using non-corrosive fasteners, and shall be structurally safe and erected or installed in strict accordance with the Township Building Code and maintained in a safe condition and good repair at all times. Specifically, no sign shall be maintained within the Township in such a state of disrepair as to have the appearance of neglect or which is rotting or falling down, which is illegible, or has loose parts, separated from original fastenings.

3. Height. Except as specifically referenced in other sections of this Part, the height of any sign shall not exceed thirty (30) feet. The height of a sign (expecting Wall Signs) shall be defined as the vertical distance measured from the sign's highest point to the ground surface, or the vertical distance measured from the grade of the cartway nearest to the sign to its highest point of the sign, whichever is lesser. The highest point in the case of a sign shall include the supporting structure.

4. Setbacks – Street Intersections. At all street intersections, no sign, except traffic control signs, school warning signs, and similar signs as provided for by other portions of these provisions, shall be permitted within a clear sight triangle.

Such triangles shall be established from a distance of seventy-five (75) feet from the point of intersection of the centerlines of the intersection streets, except that a clear sight triangle of two hundred (200) feet shall be provided for all intersections with or of arterial highways. In addition, sight distance shall meet the requirements of PennDOT Publication 201, *Engineering and Traffic Studies*, as regulated elsewhere in this Part, as amended from time to time.

5. Setbacks – Road Right of Way. Signs shall be set back from the right of way a minimum of fifteen (15) feet, a distance equivalent to 1.1 times the height of the Billboard, or the minimum front building setback set forth in the underlying Industrial Zoning District, whichever is greater. No part of a billboard shall be set back more than sixty (60) feet from the nearest street right-of-way.

6. Setbacks – Building. In addition to any setback requirements set forth in this Part, Ground Signs shall be set back from any building a minimum of one hundred (100) feet or 1.1 times the height of the sign from any building, whichever is greater.

7. Signs shall be subject to all applicable rear and side yard building setbacks. No portion of any sign shall project over a lot line, and in no case shall be within a setback area from the rear or side yards equivalent to a distance of 1.1 times the height of the sign, unless the owner of the property over which the sign projects agrees in writing to such sign and unless an easement is filed with the Chester County Recorder of Deeds to permit such encroachment.

8. A sign permit applicant must obtain all necessary outside agency approvals prior to erection of a sign, including, but not limited to approval from the Pennsylvania Department of Transportation; as may be required. The applicant is required to provide the Township with any such agency approvals prior to the issuance of a permit for a sign. PennDOT and any outside agency approval shall not constitute Township approval.

9. The owner and/or operator of any Sign permitted under applicable sections of this Part, shall provide, and maintain with the Township, their current address and contact information.

### **§27-2211. Removal of Signs**

1. Unsafe Signs. All Signs and Billboards shall be properly and regularly maintained and shall at all times be kept in safe and operational manner.

Whenever a sign becomes structurally unsafe or endangers the safety of a building or premises or endangers the public safety, the Zoning Officer shall give written notice to the owner of the premises on which the sign is located that such sign be made safe or be removed within five (5) days, unless the Zoning Officer shall deem appropriate a more extended period for compliance.

2. Abandoned Signs. A sign structure which has been discontinued for a period of ninety (90) consecutive days (in that no advertising content or message has been displayed on the sign within such time), shall be presumed to be abandoned. In such instance, the Township Zoning Officer shall provide written notice to the landowner, directing that the landowner/sign owner advise as to its intent to continue the use of the sign. The notice shall advise the landowner/sign owner that, if the landowner/sign owner fails to provide written notice to the Zoning Officer within thirty (30) days receipt of such notice (unless extended in writing by the Zoning Officer) of its intent to continue the use of the sign, then the sign shall be construed by the Township to be abandoned and the permit for the same shall be revoked. If the landowner/sign owner provides written notice of the intent to continue the use of the sign, then the permit for such sign shall remain in effect (unless and until a future Abandonment Notice is transmitted to the landowner/sign owner pursuant to this Section. If the landowner fails to do so, then the Zoning Officer shall issue a notice to the landowner/sign owner to revoke the permit for the sign and such sign may not be considered to be nonconforming with respect to any past or future Zoning Ordinance amendments. The Township may then take any and all actions pursuant to this Ordinance and otherwise pursuant to the law (including, but not limited to an injunction).

3. Nonconforming Signs. All existing signs which do not conform to the requirements of this Article, but which have valid permits issued by the township, shall be nonconforming. Any lawful nonconforming sign may remain in place while maintained in good condition and not abandoned, provided that such nonconforming sign may not be changed, expanded or altered in size, dimension, location or use.

### **§27-2212 Scoreboards and Other Athletic Signs**

1. Signs and scoreboards shall be permitted by “Special Exception” in all zoning districts when accessory to an approved recreational use, provided that:

A. The height of the structure does not exceed fourteen (14’) feet.

- B. The face of the sign or scoreboard is less than fifty (50) square feet.
- C. If illuminated, its use will be discontinued after 9:00 p.m.
- D. The structure complies with all applicable setback requirements for the Zoning District in which it is located.