

HEATH TOWNSHIP

CHAPTER XI - ADVERTISING SIGNS AND BILLBOARDS

Section 11.12a **SCOPE**

This section 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, shall be permitted except as may be otherwise provided herein.

Section 11.12b **DEFINITIONS**

- a. Billboard - Any structure or portion thereof on which lettered, figured or pictorial matter is displayed for advertising purposes, not related to the premises or the nature of the business conducted thereon or the products primarily sold or manufactured thereon. This definition shall not be held to include any sign used for official notices issued by a court or public body.
- b. Illuminated Signs - A sign that provides artificial light directly (or through any transparent or translucent material) from a source of light connected with such sign, or a sign illuminated by a light so shielded that no direct rays from it are visible from any public right-of-way or from the abutting property.
- c. Identification Signs - A sign that identifies the business, owner or resident and/or the street address and which sets forth no other advertisement.
- d. Pole Signs - A sign supported by one or more uprights, poles or braces placed in or upon the ground surface and not attached to any building and have a sign area not more than 100 square feet from the ground to the bottom of the sign.
- e. Projecting Signs - A sign which projects from and is supported by a wall of a building and does not extend beyond or into and over street right-of-way.
- f. Portable Signs - A free-standing sign not permanently anchored or secured to either a building or the ground.
- g. Real Estate Signs - A sign located on premises containing land or buildings for sale, rent or lease, or buildings under construction and intended for sale, rent or lease. Altering such signs after sale, rent or lease is consummated to reflect that said real estate was sold, rented or leased by a particular individual, firm or corporation shall not be permitted.

- h. Temporary Signs - A display, information sign, banner or other advertising device with or without a structural frame and intended for a limited period of display, including seasonal produce sales, decorative displays for holidays or public demonstrations.
- i. Marquee Signs - An identification sign attached to a marquee, canopy or awning projecting from and supported by the building.
- j. Wall Signs - A sign which is attached directly to or painted upon a building wall and which does not extend more than thirteen (13) inches therefrom nor more than five (5) feet above the roof line, with the exposed face of the sign in a plane parallel to the building wall.
- k. Roof Signs - Any sign erected, constructed and maintained wholly upon or over the roof of any building with the principal support on the roof structure.
- l. 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 institution and the announcement of its institutional services or activities.
- m. Subdivision Sign - A sign placed at the primary entrance to a subdivision, containing information only about the subdivision. This term also refers to signs at the primary entrance to a mobile home park. Such signs being without moving part, not higher than ten (10) feet from the ground and no closer than twenty (20) feet to any public right-of-way line.

Section 11.12c **PERMIT PROCEDURE**

Application for a permit to construct or locate a sign, except real estate signs, shall be obtained from the Township Zoning Administrator. The application shall include the following information:

- a. Name, address, telephone number of the landowner, developer, or petitioner.
- b. 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 or adjacent properties, road rights-of-way, entrances and exits onto the subject property and approximate location of the proposed sign(s).

- c. An elevation drawing of the proposed sign(s) 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.
- d. 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.
- e. In the case of a temporary sign, the length of time the proposed sign will be on the site.
- f. The proposed date of construction of the sign.
- g. Other information or data as may be required by the Zoning Administrator.

The Zoning Administrator shall approve, disapprove, or approve subject to specified conditions, the request for a permit, based upon the standards for this Section.

Section 11.12d **MEASUREMENT OF AREA OF A SIGN**

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 such sign from the background against which it is placed; excluding the necessary supports or uprights on which such sign is placed but including any sign tower. 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 is divided by four for purposes of determining the maximum permitted sign area.

Section 11.12e **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) Agricultural District. The following types of signs are permitted:
1. On Premises Advertising Sign, for principal uses other than dwellings, not exceeding twenty-four (24) square feet in area and set back at least fifteen (15) feet from the front line.
 2. Identification Sign, one per dwelling unit not exceeding eight (8) square feet in area; and one per business not exceeding twenty-five (25) square feet.
 3. Temporary Sign, one per premises advertising produce raised on said premises; not exceeding twenty (20) square feet in area; set back from any right-of-way at least ten (10) feet, and removed from view during seasons when said produce is not normally considered in season.
 4. Real Estate Sign, one per premises or building and located only while said real estate is actually on the market for sale, rent or lease; not exceeding eight (8) square feet in area and set back at least five (5) feet from the front line.
- (b) In the R-1, R-2 and R-3 Residential Districts, no more than one sign at any one time shall be permitted. No sign shall be illuminated by other than continuous indirect white light, nor shall it contain any visible moving parts. 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 and not located nearer to the front lot line than six (6) feet from the required front yard setback nor located in the required side yard setback.
 2. Identification Sign, one per dwelling unit, not exceeding one hundred forty-four (144) square inches in area; and one per business, not exceeding eight (8) square feet in area.
 3. Institutional Bulletin Board, one per public or semi-public institution, located on premises, not exceeding forty (40) square feet in area, and set back at least fifteen (15) feet from the front lot line.
 4. Real Estate Sign, one 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 ten (10) square feet in area and set back at least five (5) feet from the front lot line.

5. Subdivision Sign, one per subdivision entrance, continuously and properly maintained; not exceeding thirty (30) square feet in area and set back at least fifteen (15) feet from any property or right-of-way line.
 6. Temporary Sign, on-premises or off-premises sign advertising real estate in a subdivision being for sale, rent or lease, not exceeding sixteen (16) square feet in area and subject to approval by the Zoning Administrator for periods of up to three (3) months subject to removal as long as the sign conforms to the conditions of approval and said real estate is actively on the market for sale, rent or lease. The number of off-premises signs shall be limited to that reasonably necessary to direct the public to the location of the development.
- (c) Mobile Home Parks and Multiple-Family Dwellings. No sign shall be illuminated by other than continuous indirect white light, nor shall it contain any visible moving parts. The following types of signs are permitted:
1. Same as for R-1, R-2 and R-3 Residential Districts.
 2. Wall Sign, one per housing development, indicating only the name of the housing development; not exceeding sixteen (16) square feet in area.
- (d) General Business and Industrial Districts. The following types of signs are permitted.
1. Same as for R-1, R-2 and R-3 Residential Districts, except as modified hereunder.
 2. Advertising Sign, Wall Sign, Roof-Sign, Portable Sign (less than twenty (20) square feet in area), Pole Sign (less than twenty (20) feet in height) or Marquee Sign. No business establishment shall have a total of more than three (3) signs facing upon any one street, providing the total sign area for all signs permitted shall not exceed fifteen (15) percent of the area of the face of the building to which they are attached or stand in front of and set back from the front lot line at least ten (10) feet, except as provided for elsewhere in this ordinance.
 3. Billboard, where the erection or maintenance of same will not unreasonably affect the proper use of adjoining property, at least twenty (20) feet from any right-of-way line; not exceeding a sign area of ten (10) feet in height and fifteen (15) feet in length, and subject to Board of Appeals approval for periods of up to thirty-six (36) months. Not more than one billboard may be located within 2,640 linear feet of another billboard located on the same side of such street or highway. The 2,640 linear foot measurement shall not be limited to the boundaries of Heath Township where the particular street or highway extends beyond such boundaries.

Section 11.12f **SIGNS PROHIBITED**

A sign not expressly permitted by this ordinance is prohibited.

Section 11.12g **ILLUMINATION**

There shall be no flashing, oscillating, or intermittent, red, blue, or green 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. All illuminated signs shall be designed and located to prevent the light therefrom from being cast upon adjoining residences and shall be located at least one hundred fifty (150) feet from any residential use. The illumination of any sign shall not be detrimental or annoying to surrounding property nor constitute a safety hazard, as determined by the Zoning Administrator.

Section 11.12h **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 and from the Building Inspector.

Section 11.12i **HEIGHT**

No sign otherwise permitted shall exceed the maximum height limitations of the zoning district in which it is located.

Section 11.12j **BOARD OF APPEALS**

The Board of Appeals may, upon application by a property owner, modify the specifications of this Section where no good purpose would be served by strict compliance with same.

Section 11.12k **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.