

411.5 Preferred sign standards

Signs which meet the criteria below relative to the appropriateness and compatibility of design, shape, materials, colors, illumination, legibility, location and size shall be known as preferred signs and the Township Zoning Officer, after giving the Township Planning Commission and Board of Supervisors an opportunity to comment and make recommendations may approve, approve with conditions, or disapprove such signs using conditional use procedures.

- A. Signs should be a subordinate part of the landscape viewed from the road;
- B. Signs within a given area should exhibit visual continuity, complementing each other rather than competing for attention;
- C. Multiple signs should be combined into one to avoid clutter;
- D. Signs should be as close to the ground as possible and pole signs shall not be allowed;
- E. A sign's design should be consistent with the architectural character of the building on which it is placed and not cover any architectural features on the building. It should be sized and located in proportion to the building to preserve a human perspective.
- F. Sign materials and design should be compatible with the surrounding natural landscape and garish colors and materials should be avoided.
- G. The sign should be located so as to not interfere in any way with the seventy-five (75) feet clear-sight triangles required for public safety by highway travelers or pedestrians.
- H. The sign must not be an overhead danger or obstacle to persons below.
- I. The size of the sign should be the minimum which will achieve ready visibility without becoming an unnecessary distraction from the highway view or detriment to the highway scenery.
- J. The sign should never block the view of any other signs or substantially interfere with the views to and from other enterprises or residences.
- K. The sign should be of good construction quality that is easy to maintain in safe condition and good appearance.
- L. Free-standing signs approved hereunder shall generally require landscaping around the base of the sign. The size of the landscape area shall be approved as part of the sign permit. Landscape plans shall be submitted and shall include the size, species, location and spacing of plant materials, method of separating the planter from the adjacent area and the irrigation plan for maintaining the landscape materials.
- O. Business and property owners submitting Conditional Use applications for principal uses shall provide Master Signage Plans for their properties. Master Signage Plans shall specify the location, dimensions, type, design and number of all signs to be erected on the property upon approval or in the future. Such plans shall be prepared by a landscape architect, architect, sign designer, engineer or other qualified professional and be adopted by the property owners. Owners shall agree that all signs to be constructed by them or any of their tenants or occupants, upon Conditional Use application approval or in the future, shall comply with the standards set forth in

their Plans. A Master Signage Plan may also be submitted for multiple properties provided they are contiguous and may be required by the Township in those instances where multiple commercial uses are proposed on a single property. Signs included in Master Signage Plans shall be considered pre-approved and require no further permits.