

411.8 Electronic Message Signs

Electronic Message Signs may be permitted by the Code Enforcement Officer following review of the permit application by the Township Board of Supervisors. Such signs shall comply with the following additional standards and shall not qualify as preferred signs hereunder:

- A. Electronic Message Signs shall be on-premise signs permitted in DD Development Districts only. Only one Electronic Message Sign shall be allowed on any single tract of land.
- B. Electronic Message Signs shall be contained within a frame made of solid material of a solid color extending out from the message screen a minimum of six (6) inches on all sides, but at no time shall the screen consist of more than seventy-five (75) percent of the total sign area.
- C. Electronic Message Signs shall not flash and motion shall be limited to the transition from one message to another.
- D. Electronic Message Signs shall be equipped with light sensors capable of measuring ambient light levels and dimming devices that shall lower the brightness of the sign based on the measured ambient light to minimize the brightness level required to make the sign visible. The dimming device shall minimize the illumination used to the lowest level necessary to make the sign conspicuous and visible during both daytime and night time hours. At no time shall the brightness level of any Electronic Message Sign constitute glare.
- E. Electronic Message Signs shall only display graphics for commercial, industrial, institutional, service or entertainment purposes, products, uses or services conducted, sold or offered upon the same premises or messages from the Township, County or local emergency management agencies for public safety or emergency purposes or a public service or congratulatory message.
- F. No Electronic Message Sign may be located within two-hundred (200) feet of any other Electronic Message Sign or within fifty (50) feet of any other illuminated sign within the property where the Electronic Message Sign is located.
- G. The screen for any Electronic Message Sign shall not exceed thirty (30) square feet in area (display area shall be limited to fifty [50] percent of this area) on any one side and not be excessively bright so as to distract driver views of other objects.
- H. Transitions for Electronic Message Signs shall take no longer than two (2) seconds to occur.
- I. All such signs shall include landscaping as provided herein.
- J. Electronic Message Signs shall only be permitted along roads controlled by PennDOT, and must comply with all applicable PennDOT regulations.
- K. Electronic Message Signs may not exceed fifteen (15) feet in height and shall be monument or freestanding signs.
- L. Electronic Message Signs shall be approved only through the consolidation of existing or otherwise legally permitted signs, with one existing or otherwise legally permitted sign being removed, replaced or substituted for each message display on the Electronic Message Sign.
- M. No electronic message sign shall be designed or operated in such fashion as to appear to be an official highway sign or light or cause confusion with respect to official signage or lighting.

