

ZONING

390 Attachment 1

Township of Exeter

**Table 390-69
Summary Chart for Sign Requirements**

Type of Sign	Zoning District(s)	Zoning Relief	Maximum Height (feet)	Maximum Size (square feet)	Setbacks (feet)			Miscellaneous
					Front	Side	Rear	
Agricultural sign	All zoning districts	By right	10/30**	32	10 or distance equivalent to height of sign****	10 or distance equivalent to height of sign****	10 or distance equivalent to height of sign****	No more than 1 agricultural sign per frontage per property
Building signs	HC, SCC, LI, GI, ROC, RVO and NC Zoning Districts	By right	5 vertically above height of building	Sign to be located on frontage wall – maximum sign size equal to 2 per length of frontage wall (maximum of 500 feet) Sign to be located on other walls – size equal to 1 per length of other wall (maximum of 300 feet)	NA	NA	NA	Area of any window sign shall not be utilized to calculate size of permitted building sign. May be allocated to any number of separate building signs along the respective wall (i.e., the frontage wall or other wall). There shall be no limit to the number of building signs per frontage wall or other wall, provided that the square footage

EXETER CODE

Type of Sign	Zoning District(s)	Zoning Relief	Maximum Height (feet)	Maximum Size (square feet)	Setbacks (feet)			Miscellaneous
					Front	Side	Rear	
								does not exceed the total square footage calculations as herein provided.
Contractor sign	All zoning districts	By right	10	32	10 or distance equivalent to height of sign****	10 or distance equivalent to height of sign****	10 or distance equivalent to height of sign****	Remove immediately upon completion of work. Located only on the property on which work being done. No more than 1 contractor sign per frontage per property.
Directional signs	All zoning districts	By right	10/30**	4	NA	NA	NA	
Electronic sign – off-premises	HC, SCC, LI, GI Zoning Districts***	By right	10/30**	≤32	10 or distance equivalent to height of sign****	10 or distance equivalent to height of sign****	10 or distance equivalent to height of sign****	See § 390-69E
Electronic sign – off-premises	HC, SCC, LI, GI Zoning Districts***	By special exception, pursuant to § 390-69F	10/30	> 32 ≤300***	10 or distance equivalent to height of sign****	10 or distance equivalent to height of sign****	10 or distance equivalent to height of sign****	See § 390-69E and F

ZONING

Type of Sign	Zoning District(s)	Zoning Relief	Maximum Height (feet)	Maximum Size (square feet)	Setbacks (feet)			Miscellaneous
					Front	Side	Rear	
Electronic sign – on-premises	All zoning districts, except RC, AP, R, SR0, SR1, SR2, SR3, and UR Zoning Districts	By right	10/30**	≤100	10 or distance equivalent to height of sign****	10 or distance equivalent to height of sign****	10 or distance equivalent to height of sign****	<p>Such signs may not contain any flashing, scrolling or moving lights, text, graphics or full-motion video.</p> <p>Such signs must provide a change interval of at least 15 seconds.</p> <p>Such signs must provide a maximum transition interval of 1 second.</p> <p>Such signs must comply with the Exeter Township Ordinance No. 612 (i.e., the Outdoor Lighting Ordinance, adopted on January 23, 2006, as may be amended from time to time).</p> <p>At no point shall the luminance on such sign exceed 340 cd/m² after sunset.</p>

EXETER CODE

Type of Sign	Zoning District(s)	Zoning Relief	Maximum Height (feet)	Maximum Size (square feet)	Setbacks (feet)			Miscellaneous
					Front	Side	Rear	
Electronic sign – on-premises	RC, AP, R, SR0, SR1, SR2, SR3, and UR Zoning Districts	By right	10/30**	≤32	10 or distance equivalent to height of sign****	10 or distance equivalent to height of sign****	10 or distance equivalent to height of sign****	<p>Such signs may not contain any flashing, scrolling or moving lights, text, graphics or full-motion video.</p> <p>Such signs must provide a change interval of at least 15 seconds.</p> <p>Such signs must provide a maximum transition interval of 1 second.</p> <p>Such signs must comply with the Exeter Township Ordinance No. 612 (i.e., the Outdoor Lighting Ordinance, adopted on January 23, 2006, as may be amended from time to time).</p> <p>At no point shall the luminance on such sign exceed 340 cd/m² after sunset.</p>

ZONING

Type of Sign	Zoning District(s)	Zoning Relief	Maximum Height (feet)	Maximum Size (square feet)	Setbacks (feet)			Miscellaneous
					Front	Side	Rear	
Flag or pennant	All zoning districts	By right	NA	NA	NA	NA	NA	
Freestanding signs – off-premises (≤32 in area)	HC, SCC, LI, GI Zoning Districts***	By right	30	≤32	10 or distance equivalent to height of sign****	10 or distance equivalent to height of sign****	10 or distance equivalent to height of sign****	See § 390-69D
Freestanding sign – off-premises (>32 square feet, but ≤ 300 square feet)	HC, SCC, LI, GI Zoning Districts***	By special exception – see § 390-69F	30	>32 ≤300	10 or distance equivalent to height of sign****	10 or distance equivalent to height of sign****	10 or distance equivalent to height of sign****	See § 390-69D and F
Freestanding signs – on-premises	All zoning districts	By right	10/30**	≤100	10 or distance equivalent to height of sign****	10 or distance equivalent to height of sign****	10 or distance equivalent to height of sign****	In the case of a property containing more than 1 commercial or industrial use, 1 permanent on-premises freestanding sign may be erected on each street frontage. The area of 1 side of such sign may be up to 1 square foot for each 1,000 square of gross floor area, with an allowable minimum of 100 and an allowable

EXETER CODE

Type of Sign	Zoning District(s)	Zoning Relief	Maximum Height (feet)	Maximum Size (square feet)	Setbacks (feet)			Miscellaneous
					Front	Side	Rear	
								maximum of 160 square feet.
Governmental signs – building sign	All zoning districts	By right	5 vertically above height of building	50	NA	NA	NA	
Governmental signs – freestanding	All zoning districts	By right	10 feet/30**	50	10 or distance equivalent to height of sign****	10 or distance equivalent to height of sign****	10 or distance equivalent to height of sign****	No more than 2 freestanding governmental signs may face any 1 street on a property (excepting building signs)
Identification signs	All zoning districts other than HC, SCC, LI, GI, NC, ROC and RVO	By right	10/30**	32 per side 64 total (if double-faced and if used exclusively for noncommercial purposes/ messages)	10 or distance equivalent to height of sign****	10 or distance equivalent to height of sign****	10 or distance equivalent to height of sign****	No more than 2 identification signs may be erected on any frontage on any 1 property (excepting building signs) No more than 1 identification sign shall be permitted for each entrance to the site from a public street. Identification signs for residential subdivisions shall be

ZONING

Type of Sign	Zoning District(s)	Zoning Relief	Maximum Height (feet)	Maximum Size (square feet)	Setbacks (feet)			Miscellaneous
					Front	Side	Rear	
								maintained by either the subdivider/ developer or through a property owners' association (such as a homeowners' association).
Identification sign	HC, SCC, LI, GI, NC, ROC and RVO Zoning districts	See provisions for freestanding signs, on-premises						
Memorial signs	All zoning districts	By right	10/30**	32	10 or distance equivalent to height of sign****	10 or distance equivalent to height of sign****	10 or distance equivalent to height of sign****	
Professional Sign	All zoning districts	By right	10/30**	6	10 or distance equivalent to height of sign****	10 or distance equivalent to height of sign****	10 or distance equivalent to height of sign****	No more than 1 such sign shall be permitted for each permitted use or dwelling.

EXETER CODE

Type of Sign	Zoning District(s)	Zoning Relief	Maximum Height (feet)	Maximum Size (square feet)	Setbacks (feet)			Miscellaneous
					Front	Side	Rear	
Promotional sign	All zoning districts	By right	30	32	NA	NA	NA	Such signs may be utilized by a business on a property no more than 4 times per calendar year, limited to being no more than 15 calendar days each instance. The signs may only be placed on the property on which the business being advertised is conducted.
Public utility sign	All zoning districts	By right	10/30**	12	NA	NA	NA	
Real estate sign	All zoning districts other than HC, SCC, LI, GI, NC, ROC and RVO	By right	10/30**	9	10 or distance equivalent to height of sign****	10 or distance equivalent to height of sign****	10 or distance equivalent to height of sign****	Remove immediately upon rental or sale. Located only on the property for sale or rental. No more than 2 real estate signs on any 1 street frontage per property.

ZONING

Type of Sign	Zoning District(s)	Zoning Relief	Maximum Height (feet)	Maximum Size (square feet)	Setbacks (feet)			Miscellaneous
					Front	Side	Rear	
Real estate signs	HC, SCC, LI, GI, NC, ROC and RVO	By right	30	32	10 or distance equivalent to height of sign****	10 or distance equivalent to height of sign****	10 or distance equivalent to height of sign****	Remove immediately upon rental or sale. Located only on the property for sale or rental. No more than 2 such real estate signs may face any 1 street frontage
Recreational facility sign – building sign	All zoning districts	By right	5 vertically above height of building	32	NA	NA	NA	
Recreational facility sign – freestanding	All zoning districts	By right	10/30**	32	10	10	10	No more than 3 such signs may face any 1 street per property.
Street directory signs	All zoning districts	By right	10/30**	32	NA	NA	NA	Only 1 street directory sign shall be permitted per entrance to a site from a public street.
Temporary signs	All zoning districts	By right	10/30**	32	10 or distance equivalent to height of sign****	10 or distance equivalent to height of sign****	10 or distance equivalent to height of sign****	Vehicular signs are not permitted. The date of erection of a temporary sign shall be set forth on the sign, together with a telephone number of

EXETER CODE

Type of Sign	Zoning District(s)	Zoning Relief	Maximum Height (feet)	Maximum Size (square feet)	Setbacks (feet)			Miscellaneous
					Front	Side	Rear	
								the individual responsible therefor. Temporary signs may be displayed no more than 60 days prior to the event or 60 days after erection, whichever is earlier. Such signs shall be removed within 7 days after the event, or within 67 days after erection, whichever is earlier.
Traffic control signs	All zoning districts	By right	10/30**	NA	NA	NA	NA	Traffic control signs are not permitted to display commercial advertising.
Traffic control signs - internal	All zoning districts	By right	10/30**	6	NA	NA	NA	Internal traffic control signs shall not bear any commercial advertising.
Trespassing signs	All zoning districts	By right.	10/30**	4	NA	NA	NA	
Window sign – on premises	HC, SCC, LI, GI Zoning districts	By right	NA	NA	NA	NA	NA	

ZONING

NOTES:

- * Note that all signs must comply with the general regulations, set forth in § 390-69B.
- ** See § 390-69B(11).
- *** Off-s freestanding signs may only be erected and maintained in the HC Highway Commercial, SCC Shopping Center Commercial, LI Light Industrial, or GI General Industrial Zoning Districts [noting, however, that off-premises freestanding signs shall not be permitted along Business Route 422 (a.k.a. Perkiomen Avenue) between East Neversink Road and the western Township boundary line with St. Lawrence Borough to the northwest].
- **** All such signs shall be set back from the front, side or rear lot line a minimum distance equivalent to the height of the sign, or, a minimum of 10 from the front, side or rear lot lines, whichever is greater.

Disclaimer: Where a conflict in the chapter exists, the more stringent provisions shall apply.