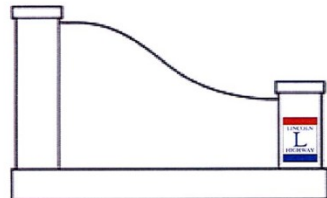
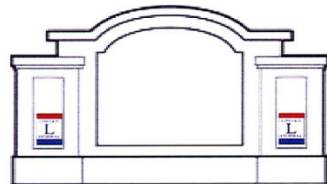


# ZONING

## 490 Attachment 7

### Township of Hellam Lincoln Highway Sign Standards [Added 7-18-2013 by Ord. No. 2013-06]

#### Signage Examples



#### Permits and Other Requirements

*Signs, whether temporary, portable or fixed, may require a permit in the Township of Hellam. Applications for a permit can be obtained online or in person at the Township Municipal Building.*

##### Permanent Signs:

*Most individual businesses are permitted a maximum of one (1) wall sign and (1) freestanding sign. The maximum height allowed is ten (10) feet. The sign area is determined by the building frontage of the business. The maximum sign area is 64 square feet for a wall sign and 32 square feet for a freestanding sign.*

*If the Lincoln Highway Sign Standards are met, the sign may be setback ten (10) feet from the right-of-way. Signs must be positioned so that they do not interfere with any clear sight triangle.*

##### Sign Maintenance and Removal:

*Signs must be maintained and kept in good repair. Property owners whose signs become structurally unsafe will receive notice from the Township and are required to remove the sign within five (5) days of notice. When the circumstances leading to the erection of a sign no longer apply, the sign must be removed.*

**For specific requirements, see §490-38 & §490-44 of the Hellam Township Zoning Ordinance or contact the Township office.**

##### **Hellam Township**

44 Walnut Springs Rd.  
York, PA 17406  
Phone: 717-434-1300  
Fax: 717-434-1301

[www.hellamtownship.com](http://www.hellamtownship.com)  
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LINCOLN  
HIGHWAY



SIGN  
STANDARDS

Date of Adoption: July 18, 2013  
Ordinance #2013-06

# HELLAM CODE

## Sign Standards

### History of Lincoln Highway

The Lincoln Highway (SR 462) is a major thoroughfare and historic route within the Township. Once known as the York-Wrightsville Turnpike, the road became part of the first transcontinental highway, the Lincoln Highway, in 1912. The Lincoln Highway itself represents a significant part of the history of Hellam Township, and there are many structures of historic significance along its route through the Township. For further information on the Lincoln Highway History, contact the Kreutz creek Valley Preservation Society at 755-3777.

### Character of Lincoln Highway

The historical character of the Lincoln Highway in many ways establishes the impression of the town. It is the Township's objective to respect the rural qualities of the highway, while maintaining economic opportunities for property owners. Preserving the safety and efficiency for vehicles traveling along Lincoln Highway is also key. Because commercial development in the Lincoln Highway District is less intense, character defining elements such as modest lighting and low, monument style signage, set the tone.

### Signs along Lincoln Highway

In the past, signs along Lincoln Highway have been poorly regulated resulting in a lack of cohesive character to this historic highway. While signs communicate about goods and services being offered at a particular establishment, they also communicate something about the quality of the businesses. Signs contribute to how people perceive the Hellam Township image. Well-designed signs that communicate their message clearly, without attempting to compete for attention will help create a more pleasing visual environment.

The *Lincoln Highway Sign Standards* are concepts that are to be used to establish the quality and character of signage along Lincoln Highway through the Township of Hellam. These policies create the basis for visual character within and along Lincoln Highway having a particular emphasis on retaining and displaying the rural characteristics and historical heritage of the area.

**Special Note:** The following sign design features can be used as *bonus incentives* along Lincoln Highway and are not intended to supersede the Hellam Township Sign requirements.



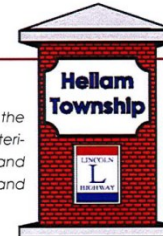
Two available placard options that can be attached to a new or existing sign.

### Lincoln Highway Logo

The Lincoln Highway logo was used since the inception of the Lincoln Highway, and its distinct design identifies the historic route. The logo reconnects travelers to the historic past of the Lincoln Highway. In order to establish the desired continuity of the Lincoln Highway, Hellam Township highly encourages **incorporating the Lincoln Highway logo into the design of the sign**. There are two available options for the logo. If the depiction of Abraham Lincoln is used, then the "Lincoln Highway" text should be removed. **The minimum size of the logo is 6"x 8"**.

### Materials

Sign materials reflect the quality of the business represented. The sign materials should relate to the materials and style of the building(s) they serve and the character of the area.



### Color

Color is one of the most important aspects of visual communication. It can be used to catch the eye or to communicate ideas or feelings. Incorporating red, white and blue into your color scheme will enhance the character of Lincoln Highway.



### Sign Legibility

An effective sign should do more than attract attention; it should communicate its message clearly. Usually, this is a question of the readability of words and phrases. The most significant influence on legibility is lettering style and spacing.

### Illumination

Carefully consider the way a sign is to be illuminated. Like color, illumination has considerable value in visual communication. Determine if illumination is even necessary for the business. Signs are required to be externally illuminated with decorative fixtures, back-lit, halo-lit illumination, or reverse channel letters with halo illumination, or may be illuminated by shielded floodlights or spotlights.



### Landscaping

**Utilize native plants.** The landscaped areas shall contain living landscape material consisting of shrubs, perennial ground cover plants, or a combination of both. Recommended plant species are listed in the Native Trees and Shrubs document prepared by the Environmental Advisory Committee.