

**TOWNSHIP OF HILLTOWN
BUCKS COUNTY, PENNSYLVANIA**

ORDINANCE NO. 2009 - 6

**AN ORDINANCE OF THE TOWNSHIP OF HILLTOWN AMENDING PROVISIONS
OF THE CODE OF ORDINANCES, CHAPTER 160, SECTION 160-11, SIGNS AND
SECTION 160-81.B OF SECTION 160-81 – BILLBOARDS**

The Hilltown Township Board of Supervisors, upon review by the Bucks County Planning Commission and the Hilltown Township Planning Commission, hereby enacts and ordains the following Ordinance amending the Hilltown Township Code of Ordinances, Chapter 160, Section 160-11, Signs, and Section 160-81 B. of Section 160-81, Billboards:

Section 1

Chapter 160, Section 160-11, Signs, is hereby amended to add the following provisions to existing Subsection A. Billboard:

160-81 Billboards

- (1) Electronic Graphic Displays (Digital Billboards) - An off-premise sign or portion thereof that displays electronic, static images, static graphics or static pictures, with or without text information, defined by a small number of matrix elements using different combinations of light emitting diodes (LEDs), fiber optics, light bulbs or other illumination devices within the display area where the message change sequence is accomplished immediately or by means of fade. Electronic graphic display signs shall include computer programmable, microprocessor controlled electronic or digital displays. Electronic graphic display signs include projected images or messages with these characteristics onto buildings or other objects.
- (2) Video Billboard - A billboard that changes its message or background in a manner or method of display characterized by motion or pictorial imagery, which may or may not include text and depicts action or a special effect to imitate movement, the presentation of pictorials or graphics displayed in a progression of frames which mimic the illusion of motion, including but not limited to moving objects, moving patterns or bands of light, or expanding and contracting shapes and/or fade, dissolve, travel or scrolling features. Video Billboards include projected images or messages with these characteristics onto buildings or other objects.

Section 2 - Chapter 160, Section 160-81.B is hereby amended to add the following provisions:

- (9) Electronic Graphic Displays (Digital Billboards) - Must also meet the following standards:
 - (a) Electronic Graphic Displays (Digital Billboards) - An off-premise sign or portion thereof that displays electronic, static images, static graphics or static pictures, with or without text information, defined by a small number of matrix elements using different combinations of light emitting diodes (LEDs), fiber optics, light bulbs or other illumination devices within the display area where the message change sequence is accomplished immediately or by means of fade. Electronic graphic display signs shall include computer programmable, microprocessor controlled

electronic or digital displays. Electronic graphic display signs include projected images or messages with these characteristics onto buildings or other objects.

- (b) Such signs shall only be located on non-residential parcels located in the HI and LI Zoning Districts, which have frontage on State Route 309.
- (c) The maximum sign size shall be 300 square feet; inclusive of any border and trim, but excluding the base or apron, supports and other structural members. Extensions, projections and/or add-ons beyond the rectangular perimeter face of the sign are prohibited.
- (d) Message Duration - Any portion of the message must have a minimum duration (hold time) of twenty-five (25) seconds and must be a static display. Messages may change immediately or fade in and out only; and shall completely change to the next message within one (1) second. No portion of the message may flash, scroll, twirl, twinkle, oscillate, rotate, blink, change color, or in any manner imitate movement.
- (e) Brightness (Billboard Luminance) - The illumination and/or intensity of the display shall be controlled so as to not create glare, hazards or nuisances. Such signs shall have a maximum nits level of 7,000 nits; provided the brightness of the digital billboard does not exceed 0.3 foot-candles of light above the normal ambient light levels. Such signs shall be equipped with automatic dimming technology which automatically adjusts the sign's brightness based on ambient light conditions.
 - [1] The billboard luminance specification shall be determined by a foot-candle metering device held at a height of 5 ft. and aimed towards the billboard, from a distance of 175 feet.
 - [2] The metering device should be at a location perpendicular to the billboard center (as seen in plan view) as this angle has the highest luminance.
 - [3] This check shall include the measurement of an all white image displayed by the billboard to evaluate the worst case condition.
 - [4] If the difference in illuminance between the billboard-on and the billboard-off conditions is 0.3 foot-candles or less, then the billboard luminance is in compliance.
- (f) Such sign shall not be permitted closer than 100 feet from the Ultimate Right-of-Way of Route 309, nor farther than 200 feet from the Ultimate Right-of-Way of Route 309.
- (g) The maximum height to the top of the sign shall not exceed 35 feet from the existing adjacent grade.
- (h) No such sign shall be located closer than 2,000 feet from any other off-premise sign, including digital billboards.
- (i) No such sign shall be erected within two-hundred and fifty (250) feet of any existing free-standing on-premise sign.
- (j) No such sign shall be erected within one hundred (100) feet of any existing residential dwelling or residential zoning district.
- (k) Such sign shall not be illuminated between the hours of 11:00 PM and 6:00 AM.

- (l) Applicant shall be required to coordinate/permit message access for local, regional, state, and national emergency services during emergency situations. Emergency messages are not required to conform to message standards listed herein.
 - (m) An engineering certificate shall accompany any application for a digital billboard. The certification shall indicate under seal of a professional engineer licensed in the Commonwealth of Pennsylvania that the sign has been designed in accordance with acceptable engineering practices.
 - (n) The applicant shall provide financial security, in a form acceptable to the Township, sufficient to secure to the Township the removal of any digital billboard upon which no advertising is located or otherwise ceases to be used for a period of three (3) consecutive months. The applicant shall further provide, in a form acceptable to the Township, proof that the record owner and the licensee or other person in control of the signage consents to the removal of the sign for reasons as set forth in this subsection, which said consent shall be in such form so as to be recorded of record with the Bucks County Recorder of Deeds office.
 - (o) Audio or Pyrotechnics - Audio speakers and/or any form of pyrotechnics are prohibited.
 - (p) Message Default Mechanism - All signs must be equipped with a properly functioning default mechanism that will stop the sign in one position should a malfunction occur.
 - (q) Where applicable, such signs shall be located, constructed and maintained in accordance with all applicable Pennsylvania Department of Transportation regulations, in addition to all other regulations of Hilltown Township. Where there is a conflict between regulations, the more restrictive regulation shall apply.
- (10) No Video Billboard, as such term is hereinafter defined, shall be permitted in Hilltown Township:
- (a) Video Billboard - A billboard that changes its message or background in a manner or method of display characterized by motion or pictorial imagery, which may or may not include text and depicts action or a special effect to imitate movement, the presentation of pictorials or graphics displayed in a progression of frames which mimic the illusion of motion, including but not limited to moving objects, moving patterns or bands of light, or expanding and contracting shapes and/or fade, dissolve, travel or scrolling features. Video Billboards include projected images or messages with these characteristics onto buildings or other objects.

Section 3 – Repealer

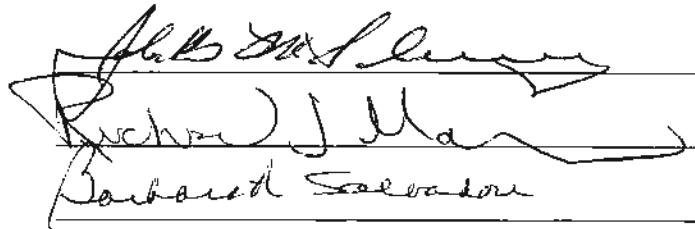
This Ordinance does hereby amend the Code of Ordinances, Chapter 160, Section 160-23.I and does hereby supersede all provisions of said Code which are inconsistent with the provisions of this Ordinance.

Section 4 – Severability

Should any Section or provision of this Ordinance be declared invalid by a court of competent jurisdiction, such decision shall not affect the validity of any of the remaining provisions of this Ordinance.

ENACTED AND ORDAINED as an Ordinance of the Township of Hilltown this 27th day of July, 2009.

HILLTOWN TOWNSHIP
BOARD OF SUPERVISORS



Three handwritten signatures are written over three horizontal lines. The signatures are: 1. A signature that appears to be "John J. ...". 2. A signature that appears to be "Richard J. ...". 3. A signature that appears to be "Barbara ...".