

ORDINANCE NO. 216-2025

AN ORDINANCE TO REVISE AND ESTABLISH ILLUMINATED AND DIGITAL SIGN REGULATIONS

WHEREAS, from time to time, revisions to the Code of the Township of West Vincent are required so to aid the Township in its efforts to advance the overall public health, safety, and welfare of the community;

NOW, THEREFORE, the Board of Supervisors of West Vincent Township, Chester County, Pennsylvania, hereby ordains and enacts as follows:

SECTION I

The Code of the Township of West Vincent, Article XXI Chapter 390, Section 129, Signs in Commercial, Industrial and Municipal Districts, paragraph E, shall be deleted and replaced with the following:

E. – Illuminated Signs

1. Illuminated signs shall be permitted as a conditional use.
2. Illuminated signs are permitted for nonresidential uses only.
3. Illuminated signs shall be illuminated with steady, stationary, shielded light sources directed solely onto the signs without causing glare. There shall be no illumination of a flashing or intermittent type, except as permitted for digital signs per §390-131.X below.
4. Lighting from illuminated signs shall not shine directly upon adjacent properties and/or within the normal line of vision of pedestrians or motorists using streets or sidewalks within public rights-of-way.
5. Lighting shall be shielded so that the source of light shall not be visible from any point off the lot on which the sign is located, except for digital signs as permitted by this section.
6. Back-Lit illuminated signs shall employ either translucent materials or backlighting only, and provided the lighting source complies with all other requirements of this chapter. Illumination shall be permitted for individual or groups of letters on a sign face or individual internally illuminated letters or backlit letters, but the backlighting of an entire sign face shall not be permitted.
7. No sign may be erected with exposed electrical wires.
8. Strings of bulbs are not permitted, except as part of a holiday celebration or temporary seasonal decorations.
9. No artificial light or reflecting device shall be used as a part of a sign where such light or device interferes with, competes for attention with, or may be mistaken for a traffic signal.
10. Neon window signs may be permitted in cases where they are custom designed to be compatible with the building's historic and/or architectural character and exterior color.
11. All signs shall comply with the applicable requirements of adopted construction codes in effect at the time of installation.
12. In addition to the regulations of this section, illuminated signs shall comply with all applicable provisions of Code of the Township of West Vincent.

SECTION II

The Code of the Township of West Vincent, Article XXI, Chapter 390, Section 129, Signs in Commercial, Industrial and Municipal Districts, shall be amended to add paragraph G.

G. – Digital Signs

1. Digital signs shall be permitted as a special exception use in the PC/LI Planned Commercial/Limited Industrial District and in the LVCC Ludwigs Village Center Commercial District only.
2. Digital signs are permitted for nonresidential uses only.
3. Displayed messages shall be visible for a minimum of eight (8) seconds.
4. A change in displayed message shall occur within one second.
5. No visual scrolling, movement, fading, or dissolving is permitted, and messages shall not overlap.
6. The sign shall be equipped with automatic day/night dimming to reduce the illumination intensity of the sign from one hour after sunset to one hour prior to sunrise.
7. The sign shall be equipped with an automatic shutoff in case of failure or error that would result in the sign projecting a full-intensity all-white image for an extended period of time.
8. The use of animation, sound, and/or full-motion video is prohibited.
9. All signs shall comply with the applicable requirements of adopted construction and electrical codes in effect at the time of installation.
10. In addition to the regulations of this section, digital signs shall comply with all applicable provisions of Code of the Township of West Vincent.

SECTION III

The Code of the Township of West Vincent, Chapter 390, Article XXI, Signs, shall be amended as follows:

1. §390-127, Definitions, Back-Lit Illuminated Sign, shall be revised as follows:

BACK-LIT ILLUMINATED SIGN

A type of Illuminated Sign that is designed to produce artificial light indirectly through transparent or translucent material from a source of light or luminous tubes within such sign.

2. §390-127, Definitions, Electronic Sign, shall be deleted and replaced with the following:

DIGITAL SIGN

A sign capable of displaying text, graphics, symbols or images that can be electronically or mechanically changed by remote or automatic means through the use of intermittent lights, including but not limited to light-emitting diodes (LEDs), liquid crystal display, or plasma image display, which directs attention to a business, price, activity, product, commodity, service, entertainment or communication.

3. §390-128.O shall be deleted.
4. §390-129.E shall be deleted.

5. §390-130.D shall be deleted.
6. §390-131.I, shall be revised as follows.

Illuminated signs that are indirectly lit shall be illuminated by fixtures positioned above the sign. Said fixtures shall be shielded so that the source of light is not visible from any location off the subject property, and/or from any adjacent private or public street or vehicular accessway.

SECTION III

- A. In the event that any section, subsection or portion of this Ordinance shall be declared by any competent court to be invalid for any reason, such decision shall not be deemed to affect the validity of any other section, subsection or portion of this Ordinance. The invalidity of section, clause, sentence, or provision of this Ordinance shall not affect the validity of any other part of this Ordinance, which can be given effect without such invalid part or parts. It is hereby declared to be the intention of the Township that this Ordinance would have been adopted had such invalid section, clause, sentence, or provision not been included therein.
- B. To the extent this Ordinance is inconsistent with the Code of the Township of West Vincent, the provisions of this Ordinance shall take precedence. All Ordinances or parts of Ordinances in conflict herewith are hereby repealed.
- C. The failure of the Township to enforce any provision of this ordinance shall not constitute a waiver by the Township of its rights of future enforcement hereunder.
- D. This Ordinance shall become effective immediately upon enactment.

ENACTED AND ORDAINED by the Supervisors of West Vincent Township, Chester County, Pennsylvania on this 16th day of June, 2025.

FOR WEST VINCENT TOWNSHIP

By: _____
Dana Alan, Chair
Board of Supervisors

Attest: _____
Christina Casey, Township Secretary