

**BARRETT TOWNSHIP**

Barrett Township Administrative Offices  
1200 Route 390  
Cresco, PA 18326



Phone: 570 595 2602  
[www.BarrettTownship.com](http://www.BarrettTownship.com)

**SIGN PERMIT APPLICATION**

**Sign permit requirements and regulations:**

- All signs within Barrett Township shall meet the requirements of Ordinance No. 185
- Permits must be signed by the property owner and applicant.
- One (1) plot plan showing the location of the sign(s) including the front and side lot lines, buildings, sidewalks, streets, public rights-of-way and any street intersection within 300 feet of the proposed sign must be submitted as part of this application.
- Descriptions, drawings and/or pictures of the proposed sign specifications indicating verbiage, height, dimensions, type of lettering proposed, color of the lettering, description of structure and construction materials, means of support, method of illumination and any other significant characteristics as determined by the Township Zoning Officer must be submitted as part of this application.
- One (1) set of manufacturer’s specifications must be submitted as part of this application.

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Property Owner Name \_\_\_\_\_

Phone Number \_\_\_\_\_ E-mail Address \_\_\_\_\_

Property Owner Address \_\_\_\_\_

If different from the above noted Property Owner please indicate the following:

Applicant Name \_\_\_\_\_

Phone Number \_\_\_\_\_ E-mail Address \_\_\_\_\_

Applicant Address \_\_\_\_\_

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Property Address \_\_\_\_\_

Tax Parcel Number \_\_\_\_\_ Zoning District \_\_\_\_\_

Property Size \_\_\_\_\_ Linear feet of street frontage \_\_\_\_\_

Dimensions of front building wall (including window and door area) of principal building \_\_\_\_\_

Existing sign(s) on the property \_\_\_\_\_ Yes \_\_\_\_\_ No

If yes, describe in detail \_\_\_\_\_

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Number of sign(s) proposed \_\_\_\_\_

Type of Sign(s) (check all that apply)

\_\_\_\_\_ Non-Permanent \_\_\_\_\_ Freestanding \_\_\_\_\_ Window

\_\_\_\_\_ Wall \_\_\_\_\_ Portable \_\_\_\_\_ Banner

\_\_\_\_\_ Canopy \_\_\_\_\_ Projecting \_\_\_\_\_ Roof

\_\_\_\_\_ Marquee \_\_\_\_\_ Electronic Message Center \_\_\_\_\_ Billboard

\_\_\_\_\_ Other, provide description \_\_\_\_\_

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Sign Dimension(s) (for each individual sign) \_\_\_\_\_

Height of sign(s) above grade (for freestanding signs) \_\_\_\_\_

For non-permanent sign(s) \_\_\_\_\_ Date of Erection \_\_\_\_\_ Date of Removal

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*I hereby certify that the information contained in this application is true and correct to the best of my knowledge, that the erection of the proposed sign has my approval and that I will abide by all lawful Township regulations relating to signs.*

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Property Owner Signature \_\_\_\_\_ Date \_\_\_\_\_

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Applicant Signature \_\_\_\_\_ Date \_\_\_\_\_

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**Township Use Only**

Date of Application \_\_\_\_\_ License (Permit Number) \_\_\_\_\_  
Permit Status \_\_\_\_\_ Approved \_\_\_\_\_ Denied \_\_\_\_\_ Permit Fee \$ \_\_\_\_\_  
Reason if denied \_\_\_\_\_

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ARC Member Signature \_\_\_\_\_ Date \_\_\_\_\_

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Zoning Officer Signature \_\_\_\_\_ Date \_\_\_\_\_

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**BARRETT TOWNSHIP, MONROE COUNTY, PA  
ARCHITECTURAL REVIEW COMMITTEE  
RECOMMENDATIONS FOR**

# FIRST IMPRESSION YOUR SIGNATURE SIGN

Your sign is the first impression for your business. Choices in style, materials, wording, colors, mounting, and lighting can be a daunting. The Barrett Township Architectural Review Committee [ARC] is a group of community professionals who will review your sign for its compliance and effectiveness. ARC members will give you quick feedback to help you and your sign-maker design a powerful marketing tool.

## \* WHAT MAKES AN EFFECTIVE SIGN?

**SIZE:** Be proportionate to the structure or space for the sign

**INFORMATION:** Identify the business in a simple and straightforward manner. Design a message that is simple, easy to read and direct. Brevity is key. Keep the message crisp and concise.

**COLOR:** Limit to no more than two or three colors which complement the background and/or trim of building.

**READABILITY & ATTRACTIVENESS:** Distinguish the sign from other landscape elements yet assure it blends with the environment. Design should be proportionate and simple. Multiple signs should be consistent in format and in location.

### **CONSTRUCTION, MATERIALS, & MAINTENANCE**

Choose quality materials for long-term value, rather than initial cost. The selection of appropriate, quality fasteners for all signs, and quality paint for signs constructed with wood, is paramount. Continued maintenance to convey a professional image

### **LOCATION & ORIENTATION:**

**Placement:** Your potential customers must see it readily. Consider line of sight, length of visual exposure, obstructions, and landscaping. No sign should obscure a driver's view.

**Landscaping:** Use in conjunction with a sign to make it more eye-catching and attractive

**COOPERATION VERSUS COMPETITION:** Signs of many different sizes, shapes and heights create a confusing scene as they compete for the attention of the viewer. Business owners who share a structure or are adjacent to other businesses can make their establishment more inviting by cooperating with these businesses in defining the style and locations of signs, while maintaining their individuality. Clusters of visually competing signs are ineffective



\* Information extracted from "Good Signs Work" by the Pocono Mountain Chamber of Commerce, 1997

# **WELL DESIGNED AND EXECUTED SIGNAGE IS OFTEN THE SINGLE MOST IMPORTANT FACTOR IN DETERMINING THE SUCCESS OF A BUSINESS.**

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**VIEWER REACTION TIME (VRT)**, is the time frame necessary for a motorist traveling at a specific rate of speed to detect, read, and react to a sign within his/her direct field of vision with an appropriate driving maneuver. As a rule-of-thumb for average usage with signs displaying six words of copy (or 30 letters) or less however, VRT for vehicles traveling under 35 miles per hour in simple two to three lane environments can be estimated at eight (8) seconds; for vehicles traveling over 35 miles per hour in more complex four to five lane environments, at ten (10) seconds; and for vehicles traveling over 35 mph in high speed multi-lane environments at eleven to twelve (11-12) seconds.

**VIEWER REACTION DISTANCE** Once VRT is ascertained, Viewer Reaction Distance for a given sign location, or the distance in feet which a vehicle travels during the VRT interval, can be calculated. It is necessary to know this distance because it determines the size of the letters and the size of the sign necessary for legibility to take place over that distance. It represents, in lineal feet, the distance between the motorist and the sign from the moment he or she has first detected it, and it rapidly diminishes as the motorist closes the distance at speed. The VRD can be determined with the formula:  $VRD = (MPH) (VRT) 1.47$

**THE LEGIBILITY INDEX (LI)** is a numerical value representing the distance in feet at which a sign may be read for every inch of capital letter height. A simple rule-of-thumb: Legibility Index of 30 is frequently used as an average to address most legibility requirements. For example, a sign with a Legibility Index of 30 means that it should be legible at 30 feet with one inch capital letters, or legible at 300 feet with ten inch capital letters.

**NEGATIVE SPACE** Negative space is the open space surrounding the copy area of a sign. It is essential to legibility, particularly in signs in which the copy is displayed within a background panel. Negative space ideally should not be less than 60 percent of the sign or background area.

**FYI  
FROM THE  
UNITED  
STATES SIGN  
COUNCIL**



**FACT : WITH ONLY 8 CARS PASSING YOUR SIGN EVERY MINUTE, YOUR SIGN MAKES AT LEAST 5,000 IMPRESSIONS PER DAY (ALMOST 2,000,000 PER YEAR).**