

ARTICLE VII
Signs
[Amended 12-4-2017 by Ord. No. 2017-05]

§ 470-105. General conditions.

The following conditions shall apply to all signs:

- A. No sign shall be placed or located in any manner that would create a hazard or endanger the health, safety or welfare of the general public.
- B. No sign shall be placed in such a position that it will cause danger to traffic on a street.
- C. Only authorized official traffic or public utility signs may be erected within or over any street right-of-way.
- D. Official traffic signs are permitted in all districts and shall be in conformity with regulations of the Commonwealth of Pennsylvania.
- E. Public utility signs required in connection with the identification, operation or protection of a public utility are permitted in all districts.
- F. All sign types may be illuminated. Any illuminated sign or lighting device shall employ only lights emitting a light of constant intensity, and no sign shall be illuminated by or contain flashing, intermittent rotating or moving light or lights, with the exception of time and temperature signs. In no event shall an illuminated sign or lighting device be placed or directed so as to permit the beam and/or illumination therefrom to be directed or beamed upon a public street, sidewalk or adjacent premises so as to cause glare or reflection that constitutes a hazard or nuisance. If signs are externally illuminated at night, all light sources shall be shielded from the view of adjacent lots and roads. **[Amended 7-16-2018 by Ord. No. 2018-05]**
- G. No sign shall be erected or maintained at the intersection of roads in such manner as to obstruct free and clear vision of the intersection. No sign shall be located within the clear sight triangle, as specified in Chapter 390, Subdivision and Land Development, of any public or private street intersections.
- H. No signage shall be on the roof or above the roofline drip edge of any building. **[Amended 3-15-2021 by Ord. No. 2021-03]**
- I. Unless stated otherwise in this article, no such sign shall be more than 15 feet in height from the average existing natural grade at the base of the sign, and all such structures shall have an open space of not less than three feet between its lower edge and the ground.
- J. All signs, other than wall signs, shall be self-supporting on their own structure and shall not be attached to trees, utility poles or other like features unless otherwise allowed under this ordinance.
- K. With exception of monument signs located at four-way intersections, no sign shall contain more than two faces, with each face being a backup to the other with an interior angle of no

greater than 30°.

- L. All proposed signs in any zoning district along a state or interstate or highway shall obtain PennDOT approval and a permit, where applicable.
- M. The applicant shall provide the Township Zoning Officer a copy of PennDOT's approval of the sign placement prior to sign construction, where applicable.
- N. An application for any sign shall include plans for the size, shape, color, and lighting, manner of display, lettering and placement of any such consolidated or combined signs at any such sign plaza. Any sign erected without all the appropriate permits shall be in violation of this Article VII.
- O. Every sign shall be maintained in safe structural condition at all times.
- P. Must comply with the applicable state and Township building codes, the Uniform Construction Code ("UCC"), as amended as to structural and electrical standards, and all other applicable laws, ordinances, codes, and standards.

§ 470-106. Prohibited signs.

The following signs are prohibited in all zoning districts:

- A. Banners, flags (excluding the United States flag and the flags of levels of government), spinners, pennants, human signs, or any moving object containing a message or not, excluding PennDOT-permitted banners over roadways. **[Amended 3-15-2021 by Ord. No. 2021-03]**
- B. Flashing, blinking, twinkling, animated or moving signs of any type. This restriction specifically includes signs on mobile stands. This shall not prohibit Christmas or other holiday lighting or displays. This shall not prohibit electronic message signs as permitted in § 470-108D.
- C. Signs which emit smoke, visible vapors or particles, sound or odor.
- D. No sign shall be painted directly upon a roof of any building.
- E. No sign shall be erected, used or maintained which in any way simulates official, directional or warning signs erected or maintained by the state, county or Township or by any railroad or public utility or similar agency concerned with the protection of the public health or safety.
- F. Signs placed in, on or affixed to trailers, whose sole purpose is to support a freestanding sign.
- G. The outlining of rooflines, doors, windows or wall edges by illuminated neon light tubing.

§ 470-107. Permitted sign types by zone. [Amended 3-15-2021 by Ord. No. 2021-03]

Permitted Sign Types	R-1 and R-2	RD	C	CD	I
Freestanding	None	Allowed	Allowed	Allowed	Allowed
Wall	None	Allowed	Allowed	Allowed	Allowed
Billboards	None	Allowed	Allowed	None	Allowed

Permitted Sign Types	R-1 and R-2	RD	C	CD	I
Monument	Allowed	Allowed	Allowed	None	Allowed
Sign plaza	None	Allowed	Allowed	None	Allowed
Window	None	Allowed	Allowed	None	Allowed
Digital and electronic	None	Allowed	Allowed	None	Allowed
Secondary	None	Allowed	Allowed	None	Allowed
Temporary	Allowed	Allowed	Allowed	Allowed	Allowed

§ 470-108. Sign restrictions by zone or type.

A. Where freestanding signs are permitted, the following restrictions apply:

- (1) One freestanding sign not exceeding 50 square feet in gross surface area, except in a regional impact development and in the Industrial Zone the maximum permitted size of a freestanding sign is 150 feet gross surface area.
- (2) If the property fronts upon more than one public road, a freestanding sign not exceeding 24 square feet in gross surface area may be erected on each road frontage.
- (3) Freestanding signs shall not be placed closer than 25 feet to any property line other than a road right-of-way and shall have an open space of not less than three feet between its lower edge and the ground and not exceed 15 feet in height.

B. Where wall signs are permitted, the following restrictions apply:

- (1) Wall signs may be attached to the building walls fronting on each road providing access to the lot. One wall sign may be permitted for each separate tenant in the building. The maximum total gross surface area of all signs on any building wall shall not exceed 50 square foot in total combined gross surface area of any building area. If individual letters or other identifying characters are fastened directly to a wall, the gross surface area of the sign shall be calculated as the smallest rectangle that can encompass all of the letters or identifying characters.
- (2) For a regional impact development or institutional campus, size restrictions for wall signs are as follows:

The maximum aggregate sign area on a single nonresidential building shall be calculated in accordance with the following table:

Building Facade Area	Maximum Wall Sign Area
0 to 5,000 square feet of facade	The lesser of 8% of building facade including window and door area and cornices to which the wall sign is to be affixed or 300 square feet ¹
5,001 square feet of facade or greater	The lesser of 6% of building facade including window and door area and cornices to which the wall sign is to be affixed or 500 square feet

¹

In the event the maximum area of a wall sign on a single facade calculated in accordance with this schedule is less than 32 square feet, the owner or user of the building in question may erect a wall sign containing up to 32 square feet of wall sign area.

- (3) A single nonresidential building shall be limited to having a sign or signs on no more than three building facades.
 - (4) All wall signs shall be flat against the wall of a building and shall not extend more than 12 inches from the wall.
 - (5) Wall signs shall not be located or erected on the roof area of any building, shall be located only on the building walls and may not project above the building roofline.
 - (6) One additional wall sign is permitted at each point of vehicular access to the property. The gross surface area of this wall sign shall not exceed three square feet for each exposed face.
- C. Where billboard signs are permitted, the following restrictions apply: **[Amended 7-16-2018 by Ord. No. 2018-05 ; 3-15-2021 by Ord. No. 2021-03]**
- (1) Billboards located along I-80 and S.R. 611 corridors shall have a maximum sign area of 378 square feet, and the sign face must be visible to the traffic travelling along I-80 and/or S.R. 611. Billboards located along any other roadway shall not exceed a maximum sign area of 50 square feet.
 - (2) Billboards shall have a maximum height of 30 feet measured from the roadway surface.
 - (3) The minimum spacing between billboards shall be 300 feet.
 - (4) Billboards are a primary use of land and cannot be an accessory use.
 - (5) Conditional use approval is required.
- D. Where electronic message signs are permitted, the following restrictions apply:

- (1) All messages, images, or displays on a electronic message sign shall not change and shall remain unchanged for a minimum of eight seconds. All messages, images, or displays on an electronic message sign, located along a straightaway, shall not change and shall remain unchanged for a minimum of eight seconds.
- (2) The time interval used to change from one complete message, image, or display shall be a maximum of one second.
- (3) There shall be no appearance of a visual dissolve or fading, in which any part of one message, image, or display disappears simultaneously with the appearance of any part of a second message, image, or display.
- (4) There shall be no appearance of flashing or sudden bursts of light, and no appearance of video motion, animation, movement, or flow of message, image, or display within the sign.
- (5) The intensity and contrast of light levels shall remain constant throughout the sign face.
- (6) Electronic message signs shall be equipped with an automatic day/night dimming software to reduce the illumination of the sign, based on ambient light levels, to be visible without providing glare or distraction to the public. The dimming device shall minimize the illumination used to the lowest level necessary to make the sign conspicuous and visible during both daytime and nighttime hours. In no case shall the nighttime illumination intensity of the sign from one hour after sunset to one hour prior to sunrise exceed 150 nits.
 - (a) The size limitations for electronic message sign. Signs shall be determined by the restrictions that apply by that zone. By way of example, if the electronic message sign is a wall sign, the size restrictions for walls signs in that zone will apply.

E. Where monument signs are permitted, the following restrictions apply:

- (1) One monument sign identifying each main entrance location, displayed toward a street to which it has permitted access. **[Amended 7-16-2018 by Ord. No. 2018-05]**
- (2) The maximum height of the sign shall be 10 feet from the average existing natural grade at the base of the sign.
- (3) Except in R-1 and R-2, the maximum area of the monument sign shall be as follows:

Gross Area of Nonresidential Structure (square feet)	Maximum GSA of Main Entrance Location Sign (square feet per face)	Maximum Letter/Logo/Symbol Size (inches)
0 to 25,000	50	18
25,001 to 50,000	60	24
50,001 to 100,000	80	24
100,001 to 150,000	120	30
150,001 square feet and above	160	36

- (4) Monument signs in R-1 and R-2 shall be permitted on both sides of the entrance to the

residential development, and shall not be more than 50 square feet of gross surface area and no more than 10 feet from the average existing natural grade at the base of the sign.

F. Where secondary signs are permitted, the following restrictions apply:

- (1) One secondary sign adjacent to intersecting interior driveways or an interior driveway nearest each building or buildings.
- (2) The maximum height of the secondary sign shall be six feet from the average existing natural grade at the base of the sign.
- (3) The maximum gross surface area of the sign shall be eight square feet per face.
- (4) Secondary signs shall be set back at least 10 feet from any cartway; however, in no case shall said sign be located in such a way to cause a safety hazard.

G. Where sign plazas are permitted, the following restrictions apply:

- (1) Where a number of signs are justified, a sign plaza may be erected wherein signs may be consolidated and confined within a single frame or as a combination of sign panels.
- (2) The maximum size for a sign plaza is as follows:

Structure Size (square feet)	Sign Plaza Size
0 to 50,000	50 square feet gross surface area
50,001 to 99,000	80 square feet gross surface area

- (3) A landscaped island containing shrubs or flowers with a minimum of 32 square feet in area and a minimum of one foot in height is required around all sign plazas. The island shall be formed from materials such as, but not limited to, stone, brick or landscape timbers. The area of the island shall be maintained to keep it free of weeds, debris and brush. A sketch of the sign and island shall be submitted with the zoning permit application for review and approval by the Zoning Officer.
- (4) One of the signs which are part of the sign plaza may be an electronic message sign, provided it complies with the requirements of § 470-108D. The electronic message sign shall not exceed 20% of the sign plaza gross surface area permitted in this section.

H. Where window signs are permitted, the following restrictions apply:

- (1) No more than two window signs are permitted per window at any one time.

I. Where temporary signs are permitted, the following restrictions apply: **[Amended 7-16-2018 by Ord. No. 2018-05 ; 3-15-2021 by Ord. No. 2021-03]**

- (1) A property owner may place one temporary sign, at any one time, with a gross surface area of no larger than the following:

R-1 and R-2	RD	C	CD	I
2 square feet	8 square feet	8 square feet	6 square feet	8 square feet

- (2) Special event signs located on properties within the C, RD and I Zoning Districts:
 - (a) Must be removed from the property after a period of one week, and shall only be placed on the property once every 21 days; and
 - (b) May only be used on the property four times per year, per business.
- (3) Temporary signage to aid in direction during construction activities may be issued a permit for a maximum of 90 days at the discretion of the Zoning Officer. Temporary signage must be maintained by the sign owner or removed at the request of the Zoning Officer.
- (4) One incidental sign per business shall be permitted, located adjacent to the front entrance of said business.

§ 470-109. (Reserved)¹

§ 470-109.1. Sign setback and spacing requirements.

The following apply to all signs regardless of type or location:

- A. Set back at least five feet from the future road right-of-way for all signs. **[Amended 3-15-2021 by Ord. No. 2021-03]**
- B. Located no closer than 300 feet from a R-1, R-2, or RD Zoning District as measured along the same side of the street.
- C. Shall be erected in conformity with the front, side and rear requirements of the zoning district in which they are located.

§ 470-109.2. Master sign plan requirements.

A master sign plan shall be submitted to the Zoning Officer for all nonresidential developments, lots, sites or structures of one or more uses that utilize or will utilize five or more signs requiring a zoning permit. All signs requiring a zoning permit in a nonresidential development, lot, site, structure or use requiring a master sign plan shall comply with the master sign plan. A master sign plan shall be submitted to the Zoning Officer prior to the issuance of a zoning permit for a sign(s) for each use in a nonresidential development, lot, site or structure requiring a master sign plan. A master sign plan shall include the following information:

- A. A site plan of the lot or site clearly and legibly drawn at a scale of one inch being equal to 50 feet or less, showing the location of all existing proposed and future signs of any type, whether requiring a zoning permit or not, except that incidental signs need not be shown, and their dimensioned setbacks from the front and nearest side property line.

1. Editor's Note: Former § 470-109, Signs used exclusively along Route 80, was repealed 3-15-2021 by Ord. No. 2021-03.

- B. Building elevations drawn to scale of each side of the building on which a sign is located or will be placed showing the sign dimensions and proportions, location of each existing and proposed sign on the building, material, color scheme, lettering or graphic style, and lighting, if any.
- C. Drawings of the planned signs clearly indicating the dimensions of all signs including height above finished grade, lettering, logos and other graphics, colors, materials, texture and method of illumination, if any.
- D. Type and total number of signs proposed, plus any existing signs that will remain, and a computation of the maximum total sign area and the maximum areas for individual signs compare to the signage allowed.
- E. The master sign plan may contain other standards and criteria not regulated by the Township as the property owner or developer may require, such as uniform sign standards.
- F. Additional submittals or amendments to the master sign plan will be necessary as changes to a sign(s) in a qualifying nonresidential development, lot, site structure or use(s) occur. Any amendments to a master sign plan must be signed and approved by the property owner(s) and Zoning Officer before such amendment will become effective.
- G. Where a master sign plan is required, no zoning permit shall be issued for a sign requiring a zoning permit and no sign shall be erected unless and until a master sign plan, or amendment thereto, for the nonresidential development, lot, site, structure or use on which a sign will be erected has been submitted to, and approved by, the Zoning Officer.
- H. A master sign plan shall be submitted as part of a final land development plan for a nonresidential land development, in whole or in part, that is governed by this Article VII with respect to all existing, proposed, or future signs known at the time of final land development plan submission.

§ 470-109.3. Nonconforming signs.

A. General.

- (1) Any sign lawfully existing or under construction which does not conform to the provisions herein on the date of enactment of this ordinance and any sign which is accessory to a nonconforming use shall be deemed a nonconforming sign.
- (2) No nonconforming sign shall voluntarily be enlarged, extended, structurally reconstructed or altered in any manner unless the enlargement, extension, reconstruction or alteration will result in the elimination of the nonconforming features of the sign.
- (3) Normal maintenance of legal nonconforming signs, including changing of copy, necessary repairs and incidental alterations which do not extend, increase or intensify the nonconforming features of the sign, are permitted. Nonconforming signs which are relocated or voluntarily replaced shall comply immediately with all provisions of this ordinance.

B. Removal. Except as otherwise provided in this chapter, nonconforming signs may remain,

provided that they are maintained in good repair, except for the following:

- C. Damage or destruction of sign. A nonconforming sign which is damaged or destroyed may be repaired or restored, provided that the repair or restoration is commenced within 60 days and completed within 120 days after receipt of written notice from the Zoning Officer that the same must be removed if it is not repaired or restored within 120 days. The notice shall be sent to the owner of the sign and/or the person owning or having a beneficial interest in or to the structure or premises on which such sign is located. The repaired/restored sign shall not be enlarged, extended nor be nonconforming in any other manner from the sign which was damaged or destroyed. If the sign is not repaired/restored within said sixty-day period, the Zoning Officer is hereby authorized to remove or cause the removal of the sign at the expense of the owner of the sign and/or the person owning or having a beneficial interest in or to the structure or premises on which such sign is located.
- D. Unauthorized signs. Any unauthorized sign, whether existing on or erected after the effective date of this ordinance, shall be removed within 30 days after receipt of written notice from the Zoning Officer. If the Zoning Officer shall find that any unauthorized sign has not been removed within 30 days, the Zoning Officer is hereby authorized to petition the Court to have the sign removed at the expense of the owner of the sign and/or person owning or having a beneficial interest in the structure or premises on which such sign is located.
- E. Unsafe signs. **[Amended 3-15-2021 by Ord. No. 2021-03]**
 - (1) If the Township Zoning Officer, or the Township's designee, determines that any sign is unsafe or insecure or is a danger to the public, he shall give written notice to the owner of the sign and/or person having a beneficial interest in the structure or premises on which such sign is located to correct the condition within 15 days after receipt of the notice. If such condition is not corrected by the expiration of said fifteen-day period, the Zoning Officer is hereby authorized to petition the Court to have the sign removed at the expense of the owner of the sign and/or person owning or having a beneficial interest in the structure or premises upon which such sign is located.
 - (2) Notwithstanding the foregoing, the Zoning Officer is authorized to remove or cause to be removed any sign summarily and without notice, at the expense of the property owner of the property, whenever the Zoning Officer determines that such sign is an immediate peril to persons or property.

§ 470-109.4. Permits.

- A. After the effective date of this ordinance, all existing signs, including nonconforming signs, which are not exempt from the permit requirements of this ordinance pursuant to § 470-109.3A, above shall require a sign permit issued by the Zoning Officer. Permits for such signs shall be applied for within 90 days after the effective date of this ordinance. Failure to apply for a permit shall constitute a violation of this ordinance and shall subject the owner to any penalties or remedies provided or available.
- B. After the effective date of this ordinance, no permitted signs shall be erected unless a sign permit is issued by the Zoning Officer.

- C. No Trespassing," "No Fishing," "No Hunting," "No Dumping," "No Parking," towing and other similar signs (as set forth in Title 75, the Pennsylvania Vehicle Code and its regulations, and as set forth in Title 18, the Pennsylvania Crimes Code and its regulations) not exceeding two square feet in gross surface area for each exposed face, nor exceeding an aggregate gross surface area of four square feet, do not require a permit.
- D. Permit fees shall not be collected for any Township or state signs. The Township shall be permitted to utilize signs to identify Township-sponsored events without a permit.
- E. Signs for which a permit is required shall bear the permit number and name of the permit holder and said information shall be affixed to the sign in a permanent manner in the lower right-hand corner of each sign face. Failure to affix and maintain the permit number shall constitute cause for revocation of the permit by the Zoning Officer in addition to any other penalties or remedies provided or available.
- F. Written application for a permit shall be made to the Zoning Officer upon forms prescribed and provided by the Zoning Officer, which shall be signed by the applicant.
- G. In the event that the applicant is not the owner of the property where the sign is to be located, written consent of the owner of the property will be required prior to the issuance of a sign permit.
- H. A copy of any required or necessary electrical permit issued for any sign or a copy of the application therefor.
- I. Real estate tax code number and property identification number (PIN) for the property on which the sign is to be located.
- J. Such other pertinent information as the Zoning Officer may require to ensure compliance with this ordinance.
- K. Revocation of permit.
 - (1) No sign, whether new or existing, shall hereafter be erected or altered, except in conformity with the provisions of this ordinance. Notwithstanding any provisions contained herein to the contrary, all signs must be kept clean, neatly painted and free from all hazards, such as but not limited to faulty wiring and loose fastenings and must be maintained at all times in such safe condition so as not to be detrimental to the public health or safety.
 - (2) In the event of a violation of any of the foregoing provisions, except where a different procedure is specified in § 470-109.3 above, the Zoning Officer shall give written notice, by registered mail, specifying the violation, to the named owner of the sign and the named owner of the property upon which the sign is erected, sent to the addresses as stated in the application for the sign permit, to conform or remove the sign. The sign shall thereupon be conformed or removed by the owner of the sign and/or the owner of the property within 30 days from the date of receipt of said notice. In the event any sign shall not be so conformed or removed within such thirty-day period, the Zoning Officer shall thereupon revoke the permit, and, in that event, the Zoning Officer is hereby authorized to remove or cause the sign to be removed forthwith at the expense of the

owner and/or owner of the structure or premises on which such sign is located. The remedy provided in this section shall be in addition to, but not in limitation of, any other powers and/or remedies available pursuant to the provisions of this chapter and applicable law.

§ 470-109.5. Fees.

Fees for sign permits shall be as determined from time to time by resolution of the Township Commissioners.

§ 470-109.6. Exempt signs. [Added 3-15-2021 by Ord. No. 2021-03]

The following signs are allowed in all zoning districts and do not need a zoning permit, provided the signs meet the requirements of this article:

- A. Any sign required by law and which is required to be posted outdoors.
- B. Auto dealer vehicle signs as accessory to an on-site lawful vehicle sales use.
- C. Business nameplates not exceeding one square foot in area per nonresidential establishment.
- D. Building markers not exceeding four square feet and not exceeding four feet in height.
- E. Decals not exceeding an aggregate of two square feet per building entrance.
- F. Historical markers erected by an historical agency or association and approved by a majority vote of the Board of Commissioners at a regular meeting, or by a state agency.
- G. Interior signs.
- H. The United States Flag and the flags of levels of government.
- I. Memorial signs located in an approved cemetery.
- J. Construction signs and real estate signs of 16 square feet or smaller in sign area.
- K. Vending machine signs.
- L. Incidental signs.
- M. Public notification signs for hearings held by a Pocono Township Board.
- N. Personal use and information signs.
- O. Public use and information signs.
- P. A sign that is physically carried by a person and does not rest upon the ground or a building. However, such person shall not enter into the travel lanes or shoulder of a public street or obstruct a vehicle driveway while actively displaying the sign.
- Q. Shopping cart corral signs.
- R. Window signs that are not illuminated and that are 10 square feet or smaller in sign area.

- S. On-premises signs that are not readable from any highway, street or lot line, and which are not internally illuminated, and which have a total height of less than 10 feet shall not be regulated in number, type or sign area size by this article.
- T. Signs that existed within a resort complex or commercial resort development at the time of approval of such use, or that are within the scope of the land development plan submitted and approved for such use under a prior Township Zoning Ordinance.
- U. Signs within an approved resort complex or commercial resort development that cannot be read from any public street and from any lot located outside of the resort complex or commercial resort development. See also the definition of "on-premises signs" in regard to resorts.

§ 470-109.7. Definitions. [Added 3-15-2021 by Ord. 2021-03]

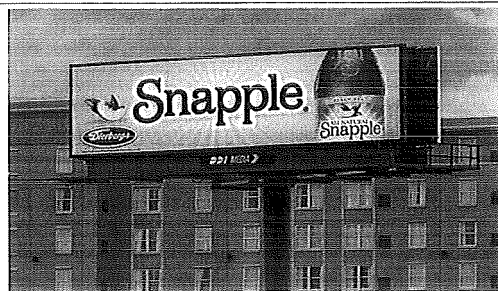
The following terms, unless otherwise expressly stated, shall have the following meanings throughout the chapter:

BANNER — A strip or piece of cloth on which a sign is painted, printed or embossed.

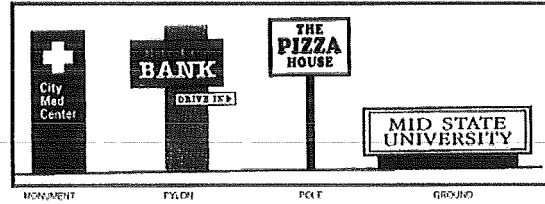
BILLBOARD — An off-premises sign that is larger than 50 square feet of gross surface area.

COPY — The words, letters, numbers, figures, designs, or other symbolic representations incorporated into a sign.

ELECTRONIC MESSAGE SIGN — An electronic sign, typically comprising a liquid crystal diode (LCD), light-emitting diode (LED), plasma, or other digital illuminated display that contains one or more messages. An electronic message sign is different from an illuminated sign in that the illumination of the display creates the message, rather than an internal or external light source illuminating the message. See figure below (Electronic Message Sign).



FREESTANDING SIGN — A permanent sign that is self-supporting in a fixed location and not attached to a building. A freestanding sign can be connected or attached to a sign structure, fence, or wall that is not an integral part of a building. Freestanding signs include, but are not limited to, monument signs, pole signs, or pylon signs. See figure below (Freestanding Sign).



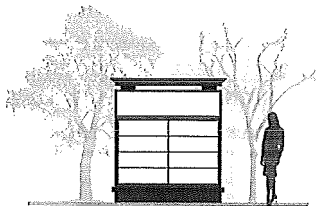
GROSS SURFACE AREA — The entire area within a single continuous perimeter enclosing the extreme limits of such sign. However, such perimeter shall not include any structural or framing elements lying outside the limits of such sign.

HUMAN SIGN — A sign held by or attached to a human for the purposes of advertising or otherwise drawing attention to an individual, business, commodity, service or product. This includes a person dressed in costume for the purpose of advertising or drawing attention to an individual, business, commodity, service or product.

ILLUMINATED SIGN — A sign with an artificial light source incorporated internally or externally for the purpose of illuminating the sign; includes signs made from neon or other gas tube(s) that are bent to form letters, symbols, or other shapes. An illuminated sign excludes electronic message signs, which are separately defined.

INCIDENTAL SIGN — A small nonelectric information sign, two square feet or less in area, which pertains to goods, products, services or facilities which are available on the premises where the sign occurs and is intended primarily for the convenience of the public while on those premises.

MONUMENT SIGN — A freestanding sign that is detached from a building and having a support structure that is a solid-appearing base constructed of a permanent material, such as concrete block or brick. See figure below (Monument Sign).



NONCONFORMING SIGN — A sign lawfully erected that does not comply with the provisions of this ordinance.

OFF-PREMISES SIGN — A sign advertising a land use or promoting a commercial or noncommercial message unrelated to the activity conducted on the lot, development or site where the sign is located; or a sign which directs attention to a business, commodity, service, entertainment, or attraction sold, offered, or existing elsewhere than on the same lot or development where the sign is located. All off-premises signs are billboards.

ON-PREMISES SIGN — Signs accessory to commercial, industrial, or institutional activities, the purpose of which is to sell or index a product, service, or activity or to provide information regarding a commercial, industrial, or institutional facility. On-premises signs are located on the same lot, development or site as the advertised use. If a sign relates to an activity or use within a resort complex or commercial resort, a business subdivision or multifamily development, and

that sign is placed within that same complex, resort, subdivision or development, such sign shall be considered an on-premises sign, even if the sign is on a different lot than the activity or use advertised by the sign.

PENNANTS — A flag or banner longer in the fly than in the hoist; especially one that tapers to a point designed to move in the wind.

PERMANENT SIGN — A sign that is entirely constructed out of durable materials, is fixed in place, and is intended to exist for more than 120 days.

SECONDARY SIGN — An additional sign permitted for regional impact developments and institutional campuses.

SIGN — Any identification, description, illustration, advertisement or device, illuminated or nonilluminated, which is visible to the general public and directs attention to a product, service, place, activity, person, institution, business or solicitation, including any permanently installed or situated merchandise or any emblem, painting or plaque designed to advertise, identify or convey information. Except as otherwise provided in this article, a sign shall include the structural and framing elements which do not form an integral part of the display.

SIGN FACE — That area or portion of a sign on which copy is intended to be placed.

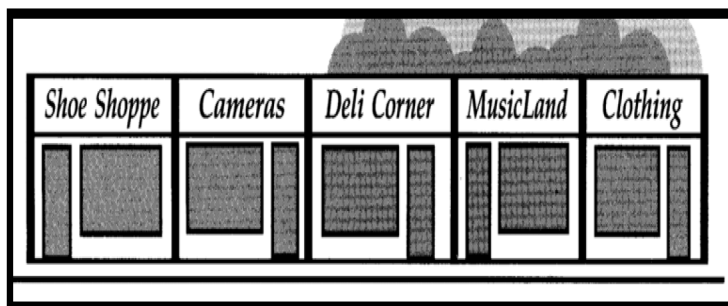
SIGN PLAZA — Signs consolidated and confined within a single frame or as a combination of sign panels.

SPECIAL EVENT SIGN — A temporary sign that announces special events, including but not limited to auctions, grand openings, new management, going out of business, and events sponsored by religious, charitable, or public service groups.

SPINNERS — A device designed to spin to catch one's attention with movement and/or copy.

TEMPORARY SIGN — A structure or device used for the public display of visual messages or images, which is easily installed with or without common hand tools and which is not intended or suitable for long-term or permanent display, due to lightweight or flimsy construction materials.

WALL SIGN — A sign attached to or erected against the wall of a building or structure with the exposed face of the sign parallel to the plane of such wall. See figure below (Wall Sign).



WINDOW SIGN — Any sign, picture, letter, character, or combination thereof, designed to communicate information placed upon and/or inside and/or within three feet of a window for the purpose of being visible from the exterior of the window.