

ARTICLE VII

SIGNS

701. APPLICABILITY.

- 701.A. Purposes. This Article is intended to: promote and maintain overall community beautification; establish reasonable time, place and manner regulations on the exercise of free speech, without regulating content; promote traffic safety by avoiding distractions and sight distance obstructions; protect property values and ensure capability with the character of neighboring existing and planned land uses; and assist in carrying out the goals of the Pennsylvania Outdoor Advertising Act, as amended.
- 701.B. Permit Required. A permit under this Ordinance shall be required for all signs except for: a) signs meeting the requirements of Section 703 and b) window signs permitted by this Ordinance. Only types, sizes and heights of signs that are specifically permitted by this Ordinance within the applicable District shall be allowed.
- 701.C. Changes on Signs. Any lawfully existing sign (including nonconforming signs) may be painted or repaired or changed in message without a new permit under this Ordinance provided that the changes do not increase the sign area or otherwise result in noncompliance or an increased non-conformity with this Ordinance.

702. EXISTING NON-CONFORMING SIGNS.

- 702.A. Signs lawfully existing at the time of enactment of this Ordinance which do not conform to the requirements of the Ordinance shall be considered nonconforming signs. Existing non-conforming signs may be continued to be used and may be repaired, repainted and changed in message.
- 702.B. Replacement. An existing lawful non-conforming sign may be replaced within 1 year with a new non-conforming sign provided that the replacement sign meets all three of the following standards:
1. is not more non-conforming in any measurement than the previous sign (including but not limited to height and total square feet),
 2. meets the City Building Code and
 3. in the case of an on-premises freestanding sign, does not in any case have a maximum height of greater than 50 feet or a maximum sign area per side of greater than 100 square feet, unless such size of a sign is specifically permitted by this Ordinance.
- 702.C. Historic Signs. Signs and related canopies and awnings that clearly have a historic character, that the applicant proves to be of a type that previously was attached to the building or on the site and that would not otherwise be permitted by right under this Article of this Ordinance may be re-erected or re-created and placed on a building or site if both of the following conditions are met:
1. the applicant proves to the written satisfaction of the responsible City building inspectors that the sign or related canopy or awning would not be a threat to the public safety and

2. the applicant proves to the written satisfaction of the City of Scranton Architecture, Urban Design and Historic Review Commission (or its successor City board or commission) that the sign or related canopy or awning would clearly have a historic character, clearly is of a type that previously was attached to the building or on the site, and would overall improve the appearance of the building or lot. If such Commission or its successor no longer exists, then this section 702.C. shall no longer be valid.

703. **MISCELLANEOUS SIGNS NOT REQUIRING PERMITS.** The following signs shall be permitted by right within all zoning districts within the following regulations, and shall not be required to have a permit under this Article.

TYPE AND DEFINITION OF SIGNS NOT REQUIRING PERMITS	A. MAX. NO. OF SIGNS PER LOT	B. <u>TOTAL</u> MAX. SIGN AREA PER SIGN * ON A LOT OF LESS THAN 2 ACRES THAT INCLUDES PRIMARILY RESIDENTIAL USE(S)	C. <u>TOTAL</u> MAX. SIGN AREA PER SIGN * ON ANY OTHER LOT	D. OTHER REQUIREMENTS
<u>Agricultural Products Sign</u> - Advertises the sale of agricultural or livestock products clearly primarily produced or raised on the premises of a principal agricultural use, or the seasonal sale of Christmas trees.	2	6 total	16	Shall only be posted when such products are actively offered for sale.
<u>Charitable Event Sign</u> - Advertises a special event held a maximum of 9 days in any calendar year that primarily is held to benefit a U.S. Internal Revenue Service certified tax-exempt nonprofit organization.	2	12	16 for each of 2, or 32 if only a single sign is used	Shall be placed a max. of 30 days prior to event and removed a max. of 10 days after event.
<u>Contractor's Sign</u> - Advertises a building tradesperson, engineer or architect who is actively conducting significant work on a particular lot that is not such person's place of business.	2	12	40, except 80 square feet on the total of up to 5 signs for a project with a total construction cost of more than \$2 million.	Shall only be permitted while such work is actively and clearly underway and a max. of 10 days afterward. Such signs shall not be placed on the lot for more than 1 year, unless a 1 year extension is granted by the Zoning Officer. Such signs shall not be illuminated.
<u>Directional Sign</u> - provides information indicating traffic direction, entry or exit, loading or service area, directions to apartment numbers or parking courts in a development, fire lanes, parking or closely similar information regarding the same lot as the sign is on, and that does not include commercial advertising	No max.	6, other than signs painted on pavement	6, other than signs painted on pavement	Directional signs within a residential development shall not be illuminated.
<u>Flag, Commercial</u> - a banner or pennant made of fabric or material having the appearance of fabric and that is hung in such a way to flow in the wind and that includes some type of commercial message.	2	15, limited to a permitted home occupation	40	Flags that do not contain a commercial message are not regulated by this Ordinance.

TYPE AND DEFINITION OF SIGNS NOT REQUIRING PERMITS	A. MAX. NO. OF SIGNS PER LOT	B. TOTAL MAX. SIGN AREA PER SIGN * ON A LOT OF LESS THAN 2 ACRES THAT INCLUDES PRIMARILY RESIDENTIAL USE(S)	C. TOTAL MAX. SIGN AREA PER SIGN * ON ANY OTHER LOT	D. OTHER REQUIREMENTS
<u>Funding Sign</u> - primarily states the government funding source for a development project.	2	20	60	Shall only be posted if authorized by the appropriate City, School District, County, State or Federal agency.
<u>Garage Sale Sign</u> - advertises an occasional garage sale/porch sale or auction.	2 per event	2 per sign	2 per sign	Shall be placed a max. of 48 hrs. before permitted garage sale or auction begins, and be removed max. of 24 hrs. after event ends.
<u>Historic Sign</u> - memorializes an important historic place, event or person and that is specifically authorized by the City or a County, State or Federal agency.				Not regulated by this Ordinance.
<u>Holiday Decorations</u> - commemorates a holiday recognized by the City, County, State or Federal Government and that does not include advertising.				Not regulated by this Ordinance.
<u>Home Occupation Sign</u> - states the name and type of: - a permitted "general home occupation" or - day care as an accessory use to a dwelling.	1	1, on each of 2 sides if back-to-back	2, on each of 2 sides if back-to-back	Shall not be illuminated. The top of the sign shall have a maximum height above the ground of 6 feet. Shall be freestanding or attached flat on a building wall or attached to a mailbox.
<u>Identification Sign</u> - only identifies the name and/or occupation of the resident and/or the name, street address and/or use of a lot, but that does not include advertising.	1 in a residential district	1	2 signs of 2 square feet each per each separate establishment	Maximum height of 6 feet in a residential district and 15 feet in a non-residential district.
<u>Not Visible Sign</u> - not visible from any public street or any exterior lot line.				Not regulated by this Ordinance.
<u>Official Sign</u> - erected by the State, County, City or other legally constituted governmental body, or specifically authorized by City ordinance or resolution, and which exists for public purposes.				Not regulated by this Ordinance.

TYPE AND DEFINITION OF SIGNS NOT REQUIRING PERMITS	A. MAX. NO. OF SIGNS PER LOT	B. TOTAL MAX. SIGN AREA PER SIGN * ON A LOT OF LESS THAN 2 ACRES THAT INCLUDES PRIMARILY RESIDENTIAL USE(S)	C TOTAL MAX. SIGN AREA PER SIGN * ON ANY OTHER LOT	D OTHER REQUIREMENTS
<u>Open House Sign</u> - advertises the temporary open house of a property for sale or rent.	2 per event	4	4	Shall be placed max. of 5 days before open house begins, and be removed max. of 24 hrs. after open house ends. Such sign shall not be posted for more than 5 consecutive days.
<u>Parking Area Sign</u> - identify persons permitted to use the parking area and the rules of use.	1 per vehicle entrance	4	20	See also "Directional Signs" in this table.
<u>Physically Carried Sign</u> - physically carried by a person.				Not regulated by this Ordinance.
<u>Political Sign</u> - advertises a person or party seeking political office or a political cause or opinion on a referendum or matter of political concern and which relates to a scheduled election or matter of upcoming vote by a governmental body. Persons posting political signs should maintain a written list of locations of such signs, to aid in their removal.	5	20	40	Shall be placed a max. of 65 days prior to election, vote or referendum and removed a max. of 15 days after such election, vote or referendum. Political signs shall not be placed on private property without the prior consent of the owner. If a political sign does not meet these requirements, then it shall be regulated as an "off-premises sign."
<u>Proposed Development Sign</u> - announces a proposed subdivision or land development for which a sketch, preliminary or final plan has been submitted to the City, and which would involve a minimum of 10 dwelling units or a nonresidential principal building.	1 per street frontage	16	40	Shall only be placed after the submission of a sketch, preliminary or final subdivision or land development plan to the City, and shall be removed when any of the following occur: 1) if such plan is rejected or withdrawn, 2) for a residential development, when all of the approved units are sold or 3) for a nonresidential development, when a permanent sign is placed.
<u>Public Services or Hospital Sign</u> - advertises the availability of restrooms, telephone or other similar public convenience, or provides direction towards a hospital.	No max.	4	4	Signs directing persons to hospitals may be placed in the street right-of-way.

TYPE AND DEFINITION OF SIGNS NOT REQUIRING PERMITS	A. MAX. NO. OF SIGNS PER LOT	B. TOTAL MAX. SIGN AREA PER SIGN * ON A LOT OF LESS THAN 2 ACRES THAT INCLUDES PRIMARILY RESIDENTIAL USE(S)	C. TOTAL MAX. SIGN AREA PER SIGN * ON ANY OTHER LOT	D. OTHER REQUIREMENTS
<u>Real Estate Sign</u> - advertises the availability of property on which the sign is located for sale, rent or lease. For off-site signs, see "Open House Signs" in this table.	1 per street the lot abuts	6	20	Shall only be placed on the property while it is actively for sale, lease or rent, and shall be removed a max. of 7 days after settlement or start of lease.
<u>Required Sign</u> - only includes information required to be posted outdoors by a government agency or the City.				Not regulated by this Ordinance.
<u>Right-of-Way Sign</u> - posted within the existing right-of-way of a public street and officially authorized by the City or PennDOT.				Not regulated by this Ordinance.
<u>Service Organization/ Place of Worship Sign</u> - an off-premises sign stating name of a recognized incorporated service organization or lawful place of worship and that states the place and times of meetings or services and/or an arrow directing persons to such location.	2	4	4	Maximum of 2 such signs per such organization or place of worship.
<u>Time and Temperature Sign</u> - with a sole purpose to announce the current time and temperature and any non-profit public service messages.	1	Not permitted	40	
<u>Trespassing Sign</u> - indicating that a road is private, that trespassing is prohibited on a lot, or controlling certain activities such as hunting and fishing on the lot.	No max.	2	4	
<u>Very Small Sign</u> - has an area of less than 1 sq. ft. and that cannot be read by a person of normal eyesight from a public street or exterior lot line.				Not regulated by this Ordinance.

* The maximum sign areas are for each of 2 sides of a permitted sign that has two attached sides. Sign areas are measured in square feet.

704. FREESTANDING, WALL AND WINDOW SIGNS.

704.A. The following are the signs permitted on a lot within the specified districts and within the following regulations, in addition to "Signs Not Requiring a Permit" in Section 703. See definitions of the types of signs in Section 711.

ZONING DISTRICT OR TYPE OF USE	MAXIMUM HEIGHT OF FREE-STANDING SIGNS ** (See Section 711.A.3)	MAX. SIGN AREA OF WALL AND ROOF SIGNS (Permitted on a max. of two sides of a principal building or an attached structure unless otherwise specified)	MAX. SIGN AREA OF WINDOW SIGNS (Which shall not be illuminated and shall not be permanent)	MAX. SIGN AREA (each of 2 sides) AND NUMBER OF FREE-STANDING SIGNS PER LOT
1. In a Residential or an Institutional District for: a) permitted non-residential principal buildings (such as places of worship, schools & hospitals) or b) for developments of more than 20 rental dwelling units	8 feet	Max. total of 10% of the area of the building side (or "face") on which each sign or set of signs are located, up to a max. of 60 sq. ft.	Max. of 5% of the area of the building side on which the window sign(s) are located	Max. of 2 signs on each street which the use abuts, with a max. total sign area per street of 32 sq. ft. per sign side. Such signs shall not be internally illuminated if the sign would be within 50 feet of and shine onto an existing dwelling. See "Signs Not Requiring a Permit" in Section 703.
2. In a Residential District- other than uses listed in part "1." above	Not permitted, except for signs permitted by Section 703	Not permitted, except for signs permitted by Section 703 (such as political signs)	Not permitted, except for signs permitted by Section 703 (such as political signs)	Not permitted, except for signs permitted by Section 703 (such as political signs)
3. In a Commercial District other than C-D or in an Industrial District	35 feet	Max. total of 10% of the area of the building side on which each sign(s) are located, on a maximum of 3 sides of a building. No maximum shall apply on the number of wall signs.	Max. total of 20% of the area of the building side on which such signs are located	For each lot, a max. of 3 sign structures per abutting public street, with the total area of all freestanding signs on each street having a max. area per side of 1 sq. ft. for every 1.5 linear feet of street frontage on that street, up to a maximum of 300 square feet per street.
4. In the C-D Downtown Commercial District	10 feet, except as provided in note "****" below	Max. total of 10% of the area of the building side on which each sign(s) are located, on up to 3 sides of a building. No maximum shall apply on the number of wall signs.	Max. total of 20% of the area of the building side on which such signs are located	For each lot, a max. of 1 sign structure per abutting public street, each with a max. area of 30 sq. ft. per side, except as provided by note "****" below.

** See definition of Sign Height in Section 711.

*** In place of the above requirements, a lot may include up to 3 freestanding sign structures with a total maximum height of 25 feet, and with a total maximum area per side of all such signs of 150 square feet if the lot includes any of the following:

- 1) a minimum of 10 individual retail establishments,
- 2) a conference center or theater(s) (other than an adult theater) capable of accomodating a minimum of 200 patrons at one time,
- 3) the sale of new automobiles manufactured by 2 or more distinct corporations or
- 4) the lot includes a minimum of 300 square feet of total frontage on a public street.

704.B. Maximum Height of Wall and Roof Signs. The top part of a wall or wall sign shall not be placed at a maximum height greater than 10 feet above the total height of the building to which it is attached, not including the height of elevator shafts and similar extensions.

704.C. Special Sale Displays and Banners. Banners totalling over 30 square feet in area (other than banners meeting the requirements for a permitted sign), ballons of over 50 cubic feet tethered to the ground, aerial spotlights and outdoor lasers used for commercial purposes are permitted on a lot that includes a principal commercial use provided that such items are not displayed for more than 21 days in any 90 day period.

704.D. Signs on Mobile Stands ("Portable Signs").

1. Purpose. These standards recognize that signs on mobile stands have been inappropriately used as permanent sign - often without permits, without adequate wiring, with violations of setback requirements, with violations of sign area requirements and with obstructions of sight distance. To recognize that this Ordinance permits businesses sufficient sign area to erect a permanent changeable message sign.
2. Definition of a "Sign on a Mobile Stand"- A freestanding sign that is not permanently attached to the ground or permanently attached to a building, and that can be carried on the back of a flat-bed truck or towed from one location to another.
3. Signs on a Mobile Stand are prohibited in all districts, except that a new principal commercial use in the C-G or C-N district may use one sign on a mobile stand with a maximum sign area of 35 square feet for a maximum of 60 days while a permanent permitted freestanding sign is on order.

704.E. Projecting Signs. In addition to the signs permitted by this Article, each lot in the C-D or C-N district may include 1 projecting sign. Such sign shall meet all of the following requirements:

1. have a maximum sign area of 10 square feet on each of 2 sides, except such maximum sign area shall be 50 square feet for a marquee of a non-adult movie theater,
2. not extend more than 4 feet from a building and not more than 4 feet into a street right-of-way,
3. not be internally illuminated (relief-finish wood with metal supports are strongly recommended) and
4. meet the construction requirements of the City Building Code, including being securely attached to the building.

705. **ABANDONED OR OUTDATED SIGNS.** Conforming and non-conforming signs advertising a use no longer in existence (other than a sign relating to a building that is clearly temporarily vacant and being offered to new tenants or for purchase) shall be removed within 180 days of the cessation of such use.

706. **LOCATION OF SIGNS.** The following shall regulate the location of signs:

706.A. **Public Rights-of-Ways and Sign Setbacks from Streets.**

1. No sign except Official Signs, Nameplate Signs, Public Service Signs and Directional Signs and shall be erected within or project more than 2 feet over any existing street right-of-way, except:
 - a. if an awning or canopy that is authorized by the City to extend over a sidewalk, then a portion or all of the permitted sign area may be located on such awning or canopy (see Section 803);
 - b. except as may specifically be permitted by another City Ordinance;
 - c. except as permitted by Section 704.E. for projecting signs;
 - d. except for occasional banners erected across streets when authorized by the City or PennDOT to advertise a public celebration or charitable event; and
 - e. except if a setback is required by subsection "A.2." below.
2. A freestanding sign of greater than 5 square feet in sign area shall be setback a minimum of 5 feet from the existing right-of-way of a public street, except in the C-N and C-D districts.
3. Any sign, canopy or awning shall maintain a 9 feet minimum vertical clearance over a sidewalk. See provisions of the City Building Code regarding construction of signs that intrude over a sidewalk.

706.B. **Sight Distance.** No sign shall be so located or arranged that it interferes with the sight distance requirements of Section 803 or safe sight distances for vehicles within a lot.

706.C. **Off-Premises.** No signs except permitted Off-Premise, Official, Political or Public Service Signs shall be erected on a property to which it does not relate.

706.D. **Setbacks.** An illuminated freestanding sign for a commercial or industrial business shall not be located within 25 feet of a "residential lot line." (See definition in Article II). A sign is not required to meet setback requirements for principal or accessory structures.

706.E. **Permission of Owner.** No sign shall be posted on any property or sign pole or public utility pole, unless permission has been received by the owner.

706.F. **Utility Poles.** No sign shall be stapled or nailed to a utility pole, except by an authorized utility.

707. **ILLUMINATION OF SIGNS.**

707.A. See Section 511, "Light, Glare and Heat Control."

707.B. **Times of Illumination.** It is strongly encouraged that signs within 200 feet of a dwelling not be illuminated between the hours of 11:00 p.m. and 6:00 a.m.

707.C. Permitted signs may include an electrically changing message, except for those signs prohibited by Section 709 below.

708. **VEHICLES FUNCTIONING AS SIGNS.** Any vehicle or structure to which a sign is affixed in such a manner that the carrying of such sign or signs no longer is incidental to the primary purpose of the vehicle or structure but becomes a primary purpose in itself shall be considered a freestanding sign and as such shall be subject to requirements for freestanding signs in the district in which such vehicle or structure is located.

709. **PROHIBITED SIGNS.** The following signs are prohibited in all zoning districts:

709.A. Spinners, pennants or any moving object used to attract attention to a commercial use. Flags and banners of more than 20 square feet per lot that contain a commercial message and that do not meet the requirements for a permitted sign.

709.B. Flashing, blinking, twinkling, animated or moving signs of any type, except for: a) time and temperature signs and b) signs that have a non-flashing electrically changing message. This restriction specifically includes window signs, but does not prohibit Christmas lighting or displays, within Section 703.

709.C. Signs which emit smoke, visible vapors or particles, sound or odor.

709.D. Signs which contain information that states or implies that a lot may be used for any purpose not permitted under the applicable provisions of this Ordinance.

709.E. Signs that are of such character, form, shape or color that they imitate or resemble any official traffic sign, signal or device or that have any characteristics which are likely to confuse or distract the operator of a motor vehicle on a public street (such as prominent use of the words "Danger" or "Stop").

709.F. Signs that use reflective materials to give the appearance of flashing, blinking or twinkling.

709.G. Signs or displays that include words or images that are obscene, pornographic or that an average reasonable person would find highly offensive to public decency.

709.H. Balloons of greater than 25 cubic feet that are tethered to the ground or a structure and are primarily intended for advertising purposes, except as provided as a "special sale sign."

709.I. Floodlights and Lasers, except as is permitted as a "special sale display" under Section 703.

710. **CONSTRUCTION OF SIGNS.** See the City Building Code. Every permanent sign permitted in this section shall be constructed of durable materials and shall be kept in good condition and repair. Any sign which becomes dilapidated or unsafe may be repaired or removed by the City at the expense of the owner or leasee of the property on which it is located, after providing written notice to such owner or leasee.

711. **MEASUREMENT AND MAJOR TYPES OF SIGNS.**

711.A. Sign Definitions. The following definitions shall be used in determining whether signs meet the measurement and type requirements of this Article:

1. Building Side or Building Face. The vertical area of a particular side of a building, including the vertical area of any roof, but not including non-structural extensions. This area shall be measured using a straight two-dimensional plane, without considering any indentations in the building or angling of the roof.

2. Freestanding Sign. A sign which is self-supporting upon the ground or which is primarily supported by poles attached to the ground and not primarily supported by a building.
3. Height of Sign. The vertical distance measured from the average ground level surrounding a sign to the highest point of the sign and its supporting structure. Religious symbols, when not accompanied by lettering, shall not be restricted by the sign heights of this Article when attached to a tower or spire of a place of worship.
4. Illuminated Sign, Internally. A sign with man-made illumination ed by light from within the sign and that shines through and illuminates the sign face, as opposed to a sign illuminated by a source in front of or shining from the outside of the sign face.
5. Off-Premise Sign. See Article II.
6. Roof Sign. A sign attached to a building and that extends above the top of the roof of the building.
7. Sign. See Article II.
8. Wall Sign. A sign primarily supported by or painted on a wall of a building and which does not project more than 2 feet from such wall. See the requirements of the City Building Code for signs that project over sidewalks.
9. Window Sign. A sign which is readily visible and can be at least partially read from an exterior lot line and which is attached to a window or transparent door or that can be read through a window or transparent door and which is not internally illuminated and that is constructed of paper or similar non-permanent material or is painted on the window. Signs within windows that do not meet this definition shall be regulated as a wall sign.

711.B. Measurement of Sign area.

1. Sign area shall include all lettering, wording and accompanying designs and symbols, together with related background areas on which they are displayed. One "freestanding sign" may include several signs that are all attached to one structure, with the total "sign area" being the total area of all signs on the structure.
2. The sign area shall not include any structurally supporting framework, bracing, or clearly defined wooden framing if such area does not include any display, lettering or sign and if such area is clearly incidental to the sign area itself. Also, cut-out areas that are open to the sky as part of a freestanding sign shall not be included in sign area.
3. Where the sign consists of individual letters or symbols attached to or painted directly on a building or window, other than an illuminated background that is a part of the sign, the sign area shall be the smallest rectangle or 2 smallest rectangles that include all of the letters and symbols.
4. Two-Sided Signs. In computing the permitted sign area of a sign with 2 sides, the permitted total sign area shall be based upon the sign area of only one side (the larger of any two if they differ). If the interior angle formed at the inside of a two-sided sign is greater than 60 degrees (other than a permitted off-premise sign), then the total area of both sides shall not be greater than the permitted total sign area. If a sign has more than 2 sides, then the maximum sign area per side shall apply to all the sides added together divided by two.

5. Unless otherwise specified, all square footages in regards to signs are maximum sizes.

712. **OFF-PREMISE SIGNS** (Including Billboards).

- 712.A. Purposes. Off-premise signs are controlled by this Ordinance for the following purposes, to: ensure that a physical environment is maintained that is attractive to desirable types of development, especially light industrial and office parks; prevent visual pollution in the City and protect property values, especially in consideration of the fact that most commercial areas of the City are within close proximity to existing residences; prevent glare on adjacent property and streets; protect the open space and natural character of areas of the City planned to remain conservation areas; avoid the creation of additional visual distractions to motorists, especially along the high-speed expressways and along busy arterial streets that involve complex turning movements, congestion and numerous traffic hazards; recognize the numerous alternative forms of free speech available in the City, including existing nonconforming off-premise signs, on-premise signs and temporary signs and printed and electronic media; recognize that this Ordinance allows every landowner a reasonable use for their land; avoid off-premise signs that would have an unfair advantage over on-premise signs in the competition for attention, because off-premise signs typically are higher and larger than on-premise signs; carry out the purposes listed in Section 701.
- 712.B. Nonconforming Off-Premise Signs. This section is not intended to require the removal of an existing lawfully-placed off-premise sign that is in structurally sound condition.
- 712.C. Commercial and Noncommercial. This section applies to both commercial and noncommercial off-premise signs except as may be specifically provided for elsewhere in this Ordinance.
- 712.D. PennDOT Sign. Signs erected and maintained by the PennDOT are permitted by right in all Districts. Such signs that identify business services available at an interchange are specifically encouraged as an appropriate and orderly means of providing information without causing visual pollution or traffic hazards.
- 712.E. Political Signs. See Section 703.
- 712.F. Permitted Off-Premise Signs. Based directly on the intent statements within this Ordinance, off-premise signs are only permitted if they meet the following requirements, except for exempt signs under Section 703.
1. District. An off-premise sign is only permitted in:
 - a. the I-G, I-L and C-G Districts, and
 - b. the C-N District if both of the following conditions are met:
 - 1) all portions of such sign are within 150 feet of: a) the existing right-of-way of Interstate 81, b) the existing right-of-way of the North Scranton Expressway north of its intersection with North Main Avenue or c) any I-G or I-L district, and
 - 2) the sign does not abut and does not face: a) East or West Market Street, b) North or South Keyser Avenue or c) the North Scranton Expressway south of its intersection with North Main Avenue.
 2. Location. An off-premise sign is only permitted within a maximum of 250 feet of existing right-of-way of an arterial street or expressway.

3. Maximum Sign Area - 672 square feet on each of 2 attached sign faces if the entire sign would be within 250 feet of an expressway in a permitted district other than the C-N district. In all other permitted locations, a maximum sign area of 300 square feet on each of 2 attached sign faces shall apply. Where a maximum sign area of 300 square feet is permitted, such sign area may be divided into 4 attached sign faces (such as 4 sign faces of 75 square feet each).
4. Spacing. Any off-premise sign shall be separated by a minimum of 400 feet from any other off-premise sign that faces onto the same side of the same street, including existing signs in other municipalities. In the case of signs along an expressway, such separation distance shall only apply for signs along the same side of the expressway.
5. Maximum Height- The total height of the sign shall be a maximum of 40 feet above the centerline of the primary street that the sign is directed towards. See definition in Section 711.
6. Off-premise signs shall have a maximum of 2 sign faces attached to each other, except as stated in subsection "3." above.
7. Lighting and Glare. See standards in Section 511.
8. Setbacks. In place of the setback requirements of Article III, an off-premise sign meet the following minimum setback requirements:
 - a. 250 feet from a "residential lot line" (as defined by Article II), except 200 feet if the illumination of the sign would not be visible from the residential lot line,
 - b. 50 feet from an existing hospital building or nursing home building, or
 - c. 10 feet from the existing right-of-way of a public street or any other lot line.

713. **SIGN AREA BONUSES.**

- 713.A. Intent. To encourage designs of signs that will be highly compatible with nearby residences and other attractive natural features and areas.
- 713.B. Applicability. These bonuses may apply to on-premise signs in a commercial, industrial or institutional district.
- 713.C. Wood. The wall or freestanding maximum sign area(s) permitted by this Article may be increased by 20 percent if:
1. all such wall or freestanding signs are constructed completely of natural relief-finish wood (other than required fasteners) and
 2. all freestanding signs on the lot have a maximum height of 10 feet.

714. **SIGNS IDENTIFYING MAJOR RESIDENTIAL OR BUSINESS DEVELOPMENTS.** The following signs are permitted by right in all districts, provided that they meet the following requirements.

- 714.A. When Allowed. Signs and any supporting structure (as described in this section) are allowed for developments that have been approved to involve either:
- 1) a total of 10 or more residential lots or
 - 2) a total of 5 or more separate office, commercial, industrial and/or institutional establishments on a minimum total of 3 acres of land.

- 714.B. Size and Number. Signs described in this section may have a maximum sign area of 40 square feet and a maximum height of 10 feet, except a maximum height of 15 feet may apply in a commercial district. These signs and/or structures may be located one each a maximum of 3 of the major entrances to the development from exterior streets. This sign area may be an addition to other sign area limits of this Ordinance. The signs may be attached to a brick or wooden structure with a maximum height of 10 feet and maximum length of 20 feet, which shall be permitted within a required front yard provided that required sight distance is not obstructed.
- 714.C. Durability. Such signs shall be designed to be of a durable construction requiring little maintenance.
- 714.D. Message. Such signs may only include the name of the development, the names of any uses within the development and any logo. A phone number may only be included during sale or rental of the development. Such signs shall not include any advertising.
- 714.E. Landscaping. Such signs shall be attractively landscaped, with plants and shrubs requiring minimal maintenance.
- 714.F. Location. Such signs and structures shall be located outside of the existing and future street rights-of-way lines and shall satisfy the sight distance requirements of Section 803.
- 714.G. Maintenance. If such signs are intended to remain beyond the completion of a developer's involvement in a project, the developer shall provide an appropriate method to ensure proper maintenance of the sign.
- 714.H. Illumination. Such signs in a residential district shall not be illuminated.
- 714.I. Directional Signs Within a Major Business Development.
1. When Allowed. A directional business sign is allowed at each intersection of 2 or more streets within an office, commercial or industrial development that involves a total of 20 or more acres.
 2. Size. Each sign may have a total square footage of 120 square feet on each of 2 sides. The sign shall be an orderly single structure and may include on it the names and logos of all the businesses located in the development, along with directional arrows and a map.
 3. Purpose. The signs allowed by this subsection are to direct visitors to businesses. These signs are not intended for routine advertising purposes.
 4. Illumination. Such signs may be externally but not internally illuminated.