

Honesdale Borough Zoning Ordinance

10/24/18 Draft Amendment to Permit Advertising Signs

Be it ordained, by the Borough Council of the Borough of Honesdale, Wayne County, Pennsylvania, that the Borough of Honesdale Zoning Ordinance (Chapter 210 of the Borough of Honesdale Code) be amended as follows:

1. Section 210-20.A(1) shall be deleted and replaced with the following:

ADVERTISING SIGN

A sign of 40 or more square feet in surface area not otherwise defined or regulated herein that is intended to advertise products or services or deliver a message, regardless of connection to existing uses of the property. Double-faced such signs or two sign faces of the same size attached to form a single structure shall be considered a single sign, the sign area of which shall be determined by visibility from a single direction.

2. Section 210.20.B(1) shall be deleted and replaced with the following:

Reserved

3. Section 210.20.B(10) shall be deleted and replaced with the following:

Reserved

4. Section 210.10.D shall be amended with respect to the permitted Special Exception uses in the C-2 Highway Commercial District so as to read as follows:

Churches and places of worship, public and semipublic uses, limited light industrial uses, advertising signs

5. A new Section 210.20.C(5) shall be added to read as follows:

ADVERTISING SIGNS

- (a) *Advertising signs of 300 square feet or less in surface area shall be permitted in the C-2 Highway Commercial District as Special Exception uses, provided that any such sign within 100 feet of a R-1, R-2, R-3, R-4, R-5 or R-6 residential district shall be limited to 100 square feet in surface area.*
- (b) *Any advertising sign located along a Federal primary highway (e.g., Route 6) shall also be located no closer than 100 linear feet to another such sign along either side of such highway and otherwise comply with Pennsylvania*

Honesdale Borough Zoning Ordinance
10/24/18 Draft Amendment to Permit Advertising Signs

Department of Transportation Chapter 445 regulations for Outdoor Advertising Devices.

(c) *The following additional Special Exception review criteria shall apply to advertising signs:*

[1] *The size and scale of the proposed sign shall not be disproportionate to the buildings and streetscape that exist.*

[2] *The sign shall not be so close in proximity to either residential neighborhoods or any neighborhood commercial environment as to be readily visible from the same.*

[3] *The proposed sign shall be consistent with the principles of the Borough Comprehensive Plan and the character of the streetscape environment.*

[4] *The proposed sign shall be capable of being buffered and properly separated from any other similar advertising sign.*

[5] *The sign shall otherwise comply with the provisions of the zoning ordinance.*

[6] *The sign shall, to the maximum extent practicable, blend with both the streetscape and the viewshed.*

6. A new Section 210.20.C(6) shall be added to read as follows:

Business, advertising and other signs may include electronic messaging subject to the following standards:

(a) *Electronic message signs shall not display animation, flash or blink, scroll or have intermittent or full motion video. Motion shall be limited to the transition from one message to another.*

(b) *Electronic message signs shall be equipped with light sensors capable of measuring ambient light levels and dimming devices that shall lower the brightness of the sign based on the measured ambient light to minimize the brightness level required to make the sign visible. 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. At no time shall the brightness level of any electronic message sign constitute glare.*

Honesdale Borough Zoning Ordinance
10/24/18 Draft Amendment to Permit Advertising Signs

- (c) *No electronic message sign shall be located within 500 linear feet of any other electronic message sign on either side of a street.*
- (d) *Electronic message signs shall be located a minimum of 150 feet from any existing dwelling located in the direct line of sight of the advertising on the same side of the street.*
- (e) *Transitions for electronic message signs shall fade and content shall not change more than once every ten (10) seconds with a transition time not exceeding two (2) seconds.*
- (f) *All electronic message signs shall include landscaping of a ground surface area equal to not less than fifty (50%) percent of the sign area with a mixture of annuals, perennials, shrubs, evergreen and/or shade trees subject to review and approval by the Borough Planning Commission and Zoning Hearing Board.*
- (g) *No electronic message signs shall display any interactive message such as a message requesting that the viewer call a number for a chance to win a prize or claim a reward. Notwithstanding the foregoing, an Amber Alert message or similar message provided by a governmental entity on an electronic message sign shall not be considered an interactive message.*

7. Section 210-20.H shall be revised to read as follows:

Illumination. Where permitted, illuminated signs shall be illuminated only by a steady, stationary, shielded light source directed solely at the sign, or internally lighted, without causing glare for motorists, pedestrians or neighboring premises. The illumination, if produced in such place or manner as may tend to make it resemble traffic signals, shall not be green, red or orange-yellow.