

Article XXXIII Sign Regulations

~~§ 595-191 Purpose.~~

~~It is recognized that signs perform important functions in identifying residences and business. It is hereby found and declared, however, that control of signs is necessary to promote the health, safety and general welfare by lessening hazards to pedestrian and vehicular traffic, by preserving property values and by preventing signs from reaching such excessive size that they obscure one another to the detriment of all concerned.~~

~~§ 595-192 Scope and applicability.~~

~~In all zoning districts within the City, signs may be erected, altered, maintained, used or moved only when in accordance with the provisions of this article. Zoning approval for a sign does not preempt the requirements of the City Building Code.~~

~~§ 595-193 Signs exempt from zoning regulations.~~

~~The following signs to the extent indicated are exempt from zoning regulations:~~

- ~~A.— An official highway route number sign, street name sign, directional or other traffic sign. These may be erected and maintained on public roads and highways in the interest of public safety or for the regulation of traffic.~~
- ~~B.— A sign indicating the prohibition or control of fishing, hunting, trespassing, etc., or signs indicating the private nature of a road are exempt from this chapter, provided the area of any such sign does not exceed four square feet.~~
- ~~C.— A governmental flag or insignia provided the area does not exceed 50 square feet.~~
- ~~D.— A legal notice, to be removed when legal requirements have been met.~~
- ~~E.— A Christmas tree, other holiday display, or window display of merchandise, except as specifically prohibited herein.~~
- ~~F.— Public service and information signs advertising the availability of rest rooms, telephones or similar public conveniences; also signs advertising meeting times and places of nonprofit service or charitable organizations. Any such sign shall not exceed four square feet. [Amended 9-24-2008 by Ord. No. 5120]~~
- ~~G.— Public monuments, banners, historic identification signs or plaques erected by a government agency.~~
- ~~H.— One or more signs applied to a windowpane, giving store hours, showing the store open/closed or the name or names of credit or charge institutions, when the total area of any such sign or all signs together does not exceed two square feet. [Amended 9-24-2008 by Ord. No. 5120]~~
- ~~I.— A sign which is a permanent architectural feature of a building or structure, such as a~~

cornerstone or identifying letters carved into or embossed on a building, providing the letters are not made of a reflective material nor contrast in color with the building. For the purposes of this section, permanent architectural feature shall be defined as integral to the structure, without such feature a building and/or structure would not stand.

~~§ 595-194~~ **Prohibited signs.**

The following signs are unlawful and are prohibited within the City:

- A. ~~Signs that glare. A sign that uses any method of illumination that can cause natural or artificial light to be focused with intensity toward observers' eyes is prohibited, except in accordance with the following: [Amended 9-24-2008 by Ord. No. 5120; 4-11-2012 by Ord. No. 5352]~~
- (1) ~~It shall be so effectively shielded that glaring beams or rays of light are not directed to any portion of a main traveled highway.~~
- (2) ~~It shall not be illuminated so as to obscure and detract from the adjoining properties or impair the vision of any motor vehicle driver or otherwise interfere with a driver's operation of his motor vehicle. [Amended 9-24-2008 by Ord. No. 5120]~~
- B. ~~Signs with prohibited words. No sign may use the words "stop," "look," "danger" or any other word, place, symbol or character which attempts or appears to attempt to direct the movement of traffic or which interferes with or resembles any official traffic signs, signal or device within 75 feet of a public right of way or within 200 feet of a traffic control device, whichever is greater.~~
- C. ~~Banner signs. Any banner sign or signs of any other type are prohibited across a public street except for such signs which are approved by the Council to be of general benefit to the City or for public convenience, necessity or welfare.~~
- D. ~~Pennants or spinners. Any permanent signs suspended between poles, which is either a pennant which blows in the wind or a spinner which spins in the wind, is prohibited.~~
- E. ~~Red or green lights. Except for traffic control signs, red or green lights are prohibited within 75 feet of a public right of way or 200 feet of a traffic control signal, whichever is greater. This provision excludes approved digital signs comprised of a red-green-blue (RGB) display matrix. [Amended 4-11-2012 by Ord. No. 5352]~~
- F. ~~Animated signs. No sign which displays movement by mechanical means or otherwise shall be permitted.~~
- G. ~~Rooftop signs. No sign erected on or above the eave of a structure shall be permitted.~~

H. ~~Internally or externally lighted (Illuminated) vending machine signs. No vending machines with incorporated signs that are internally lighted and/or externally lighted shall be permitted. For the purposes of this section, externally lighted shall mean an illuminating device incorporated into the design, operation, structure and/or adhered to the exterior of the vending machine.~~

I. ~~Back lit signs. With the exception of approved off premises signs, back lit signs are signs that are illuminated by a nonvisible light source consisting of nontranslucent lettering and where the only visible light is light reflected off the background creating a "halo" effect. [Added 9-24-2008 by Ord. No. 5120; amended 4-11-2012 by Ord. No. 5352]~~

~~§ 595-195 Standard signs.
[Amended 4-11-2012 by Ord. No. 5352]~~

~~There are nine standard signs: fascia, freestanding, projecting, wall, window, nameplate, development, directory, and off-premises.~~

A. ~~Fascia signs. "Fascia sign" means a sign attached to, placed upon, or hung from any structure projecting from and supported by a building, and which extends beyond the facade of the building, such as a canopy, an awning, marquee, etc.~~

~~(1) Requirements. A fascia sign shall have a minimum height clearance of eight feet from the sidewalk and shall not extend above the eaves or parapet of the building.~~

~~(2) Area and height. The area of a fascia sign shall be limited by the width of the occupant's building facade and a maximum height of two feet. No copy of a fascia sign shall extend within two feet of the party or end wall of a building. The maximum height of a fascia sign shall be two feet as measured from the canopy, awning or marquee.~~

B. ~~Freestanding sign. "Freestanding sign" means a sign permanently supported by an upright pole(s), box and/or structure which is permanently anchored into the ground.~~

~~(1) Requirements. One freestanding sign may be erected on a lot, provided:~~

~~(a) The sign is set back a minimum of 15 feet from the street line.~~

~~(b) Such sign shall be set back at least 25 feet from the side property lines and 75 feet from any residential zone. When the seventy-five-foot setback from a residential zone cannot be achieved, the sign shall be placed to cause the least visible interference with adjoining residences.~~

C. ~~Projecting sign. "Projecting sign" means a sign which is affixed to any building, wall or structure and extends more than 12 inches from the facade or place of the structure.~~

(1) — Requirements. One projecting sign may be erected on a lot fronting onto a public right of way if that premises has a minimum of 20 lineal feet of frontage onto the public right of way.

(a) — No such sign shall be located within two feet from a side property line.

(b) — A projecting sign under which a pedestrian walkway passes shall have at least eight foot vertical clearance and shall not extend above the eaves or parapet of the building. Also, the sign may only extend into the right of way to a point equal to 50% of the width of the sidewalk. **[Amended 9-24-2008 by Ord. No. 5120]**

D. — Wall sign. "Wall sign" means a sign mounted parallel to the face of a structure or wall and projecting not more than 12 inches from the face or facade of the structure wall or above the roofline or eaves of the structure. No such sign shall be located within two feet from a side property line.

E. — Window sign. "Window sign" means a sign affixed to or within a window such that its message can be seen from the outside:

(1) — Requirements.

(a) — A window sign shall consist of words or logo, or both.

(b) — No permanent window sign shall have flashing lights.

(2) — Area calculation for a window sign(s). A window sign(s) may not occupy more than 30% of the total area of each window or glassed area, whichever is larger, in which it is displayed, except in the Downtown District, where no more than 20% of the total window area may be occupied by window signs. **[Amended 9-24-2008 by Ord. No. 5120]**

F. — Nameplate sign. "Nameplate sign" means a sign indicating the name of the occupant of a dwelling. **[Amended 9-24-2008 by Ord. No. 5120]**

(1) — Requirements.

(a) — The size shall not exceed 288 square inches in overall area on one face.

(b) — Not more than one such sign shall be erected for each dwelling unit unless such property fronts on more than one street, in which case one such sign may be erected on each street frontage.

G. — Development sign (permanent). "Development sign" means a type of freestanding sign, designed to identify a development.

- (1) — Requirements. A permanent development identification sign may be erected upon application and final approval and recordation of the subdivision and/or land development plans in accordance with the following regulations: ~~[Amended 9-24-2008 by Ord. No. 5120]~~
- (a) — When considering such signs, the location of public utilities, sidewalks and future street widenings shall be considered.
 - (b) — Signs and entrance structures shall be solely for identification purposes, provide only the name of the development, and shall be located only at an entrance to a development. If more than one entrance is located on the same street, such signs shall be no closer than 100 feet apart.
 - (c) — Only one identification sign or structure may be erected at the entrance to a development or subdivision from each abutting street. Such a sign shall be a single sign with two faces or may be a single faced sign located on each side of such entranceway.
 - (d) — Such signs must be set back at least 25 feet from the side property lines and 15 feet from the front property line.

- (2) — Area and height. The maximum area of a permanent development sign shall not exceed 16 square feet or a height of seven feet. The maximum height of a development sign shall be measured from the elevation of the shoulder of the road to the highest point of the sign structure. In the case where there is a sidewalk, the height of the sign shall be measured from the elevation of the sidewalk.

H. — Directory. "Directory sign" means a type of freestanding or wall sign designed to identify the name and location of multiple occupants on the same lot, commercial or industrial in character, with or without an accompanying map, in order to aid in the internal circulation within the lot.

- (1) — Requirements. For each lot, only one directory sign may be erected for each major parking area or each main entrance to a building, under the following conditions: ~~[Amended 9-24-2008 by Ord. No. 5120]~~
- (a) — Directory signs shall conform to all requirements for freestanding signs.
 - (b) — Freestanding directory signs shall not be permitted where a freestanding sign is erected.
- (2) — Area and height. The maximum area of a directory sign shall not exceed one square foot for each lineal foot of building facade or 20 square feet, whichever is less. The maximum height shall not exceed nine feet in height. The maximum height of a directory sign shall be measured from

the elevation of the sidewalk to the highest point of the sign structure.
~~[Amended 9-24-2008 by Ord. No. 5120]~~

I. ~~Off premises sign. [Added 4-11-2012 by Ord. No. 5352]~~

- (1) ~~Requirements. An off premises sign may be erected on a lot, provided:~~
 - (a) ~~Location relative to road network. Off premises signs shall be located no more than 200 linear feet from the edge of right of way of a controlled access, divided interstate or United States highway.~~
 - (b) ~~Right of way. No portion of an off premise sign shall be located in any vehicular right of way.~~
 - (c) ~~When an off premises sign is proposed on a given lot, and off premises sign(s) is/are proposed or existing on any adjacent lot, the signs shall be separated by a distance in feet at least 1/2 the combined area of the two signs in square feet, with a minimum distance of 200 feet. (For example, if a three hundred square foot off premises sign were proposed, and an adjacent lot contained an existing two hundred square foot off premises sign, the proposed sign shall be located at least 250 feet from the existing sign.) In addition, no proposed off premises sign shall be placed in a location that obstructs an existing off premises sign.~~
 - (d) ~~Line of sight. No off premises sign shall obstruct the line of sight within any vehicular right of way.~~
 - (e) ~~Orientation. Off premises signs shall be oriented roughly perpendicular to the flow of traffic of the adjacent controlled access, divided interstate or United States highway, so that the sign face is directed towards oncoming traffic on these roads.~~
 - (f) ~~Historic resources. No off premises sign shall be visible from any local, state and/or federal historic district, local, state and/or federal scenic byway, or any resource listed on the National Register of Historic Places.~~
 - (g) ~~Residential structures. No off premises sign shall be within 300 feet of a residential structure.~~
 - (h) ~~Structural support. Off premises signs shall be freestanding and not connected to other structures.~~
 - (i) ~~Buffering. All off premises signs must be adequately buffered from surrounding uses, as determined by the Easton Planning Commission. All off premises signs shall also be buffered to minimize any visual impacts to residential structures.~~

- (j) ~~Lot size. No off-premises sign shall be located on lots smaller than one acre (43,560 square feet).~~
- (k) ~~Lot frontage. No off-premises sign shall be located on a lot with less than 400 feet of frontage that is adjacent to a limited access, divided highway.~~
- (l) ~~Pedestrians and utilities. No off-premises sign shall obstruct the flow of pedestrians on sidewalks or trails, or the safe operation of utilities.~~
- (m) ~~Number of signs. No more than one off-premises sign shall be permitted on a single lot.~~
- (n) ~~Sign faces. No off-premises signs shall have more than two faces.~~
- (o) ~~Structural soundness. Any applicant proposing an off-premises sign shall submit documentation from a Pennsylvania-registered professional engineer certifying that the proposed installation will be structurally sound, considering factors such as wind and other loads associated with the off-premises sign location. In addition, signs shall only be built where ground conditions are suitable for this form of development.~~
- (p) ~~City approval. All proposals for off-premises signs shall be accompanied by a detailed site plan to be reviewed by the Easton Planning Commission as part of its special exception review process. In considering whether to recommend approval, the Easton Planning Commission may also set forth requirements, prior to installation, for approval by the City Engineer, Chief Codes Administrator and/or Building Inspector to confirm public safety and structural soundness, including, but not limited to, analysis of impacts on vehicular travel and geotechnical reports.~~
- (q) ~~Sign standards. All off-premises signs shall also meet the requirements for freestanding signs, per § 595-195B.~~
- (r) ~~Environmental hazards. No off-premises sign shall be erected within the FEMA defined one-hundred- or five-hundred-year floodplain, NWI defined wetland, or upon slopes greater than 25%.~~
- (s) ~~Other governing bodies. All off-premises signs shall conform to any regulations and permitting set forth by the state and/or federal government, in addition to any and all requirements of the City of Easton.~~
- (t) ~~Digital signs. All digital and transitioning signs shall conform to~~

the following:

- [1] — All regulations regarding off premises signs.
- [2] — Each sign may display only a series of still images, each of which is displayed for at least eight seconds.
- [3] — Still images displayed on signs may not move or present the appearance of motion and may not use flashing, scrolling, twirling, twinkling, oscillating, rotating, scintillating, blinking, or traveling lights or any other means not providing constant illumination.
- [4] — Any portion of a message or still image must have a minimum duration (hold time) of eight seconds and must be a static display. Messages may change immediately or fade in and out only.
- [5] — Transition or blank screen time between one still image and the next may not exceed one second. Transitions shall occur simultaneously on the entire sign face.
- [6] — Illumination and/or intensity of the sign shall be controlled so as to not create glare, hazards or nuisances. Such signs shall have a maximum nits level of 7,000 nits; provided the brightness of the digital sign does not exceed 0.3 footcandles of light above normal ambient light levels.
- [7] — Signs shall be equipped with automatic dimming technology which automatically adjusts the sign's brightness based on ambient light conditions.
- [8] — Sign luminance specification shall be determined by a footcandle metering device held at a height of five feet, and aimed towards the sign, from a distance of 175 feet. Metering devices should be at a location perpendicular to the sign center (as seen in plan view) as this angle has the highest luminance. Signs shall have a display that is at least 50% white when luminance is measured. If the difference in luminance is 0.3 candles or less, as measured in the aforementioned manner, the sign is in compliance with this requirement.
- [9] — Audio speakers and/or any form of pyrotechnics are prohibited.
- [10] — All signs must be equipped with a properly functioning default mechanism that will stop the sign in one position

should a malfunction occur.

[11]—~~Upon notification, the sign operators agree to coordinate with City staff to display emergency information critical to the traveling public, such as Amber Alerts, Silver Alerts, and other similar alerts issued by authorized sources, as well as information, including but not limited to terrorist or military attacks, environmental catastrophes, matters of homeland security, immediate risks to public health or safety, and natural disasters. Emergency messages are to remain in the display's rotation according to the designated issuing agency's protocols.~~

[12]—~~No existing, nonconforming sign may be converted to a digital sign.~~

[13]—~~Slat, panel, or blade twirl type signs are prohibited.~~

(u)—~~Lighting. For static display signs, lighting shall be focused directly on the sign face, and designed in a manner to limit excess light from illuminating non sign areas. Lighting shall not be directed or focused as to shine directly onto adjacent properties or interrupt or create hazardous conditions on roadways.~~

(v)—~~Owner. All applications for off premises signs must be signed and submitted by the property owner, in writing, on forms supplied by the City. If the owner/operator of the sign is not the owner of the property upon which a proposed off premises sign is to be erected, the owner/operator of the sign shall also be a signatory to application documents.~~

(w)—~~Emergency access. Access shall be provided to the off premises sign by means of a public street or easement to a public street. All easements shall be a minimum of 20 feet in width and shall be improved to a width of at least 10 feet and remain sufficiently clear for the passage of emergency vehicles year round. These conditions must be met prior to the sign's construction and continue until such a time that all sign equipment is removed. An approved emergency management system, such as Knox key accessibility, must be installed and fully operational for all fenced/secured components before installation of any off premises sign may begin.~~

(x)—~~Sign is to be operated in such fashion that it does not disorient motorists.~~

(y)—~~The placement of off premises signs shall be limited to the Expressway Transitional (ET) Zone.~~

~~(2) — Area and height. One off premises sign may be erected on a lot, provided:~~

~~(a) — The maximum area of an off premises sign face shall be no more than 800 square feet, with a width not greater than 50 feet, and a height not greater than 18 feet. Off premises signs shall be rectangular in shape, with the area considered to be the smallest rectangle enclosing all display elements of the sign.~~

~~(b) — No off premises sign shall exceed the maximum building height of the underlying zoning district.~~

~~(3) — Periodic reporting and maintenance of off premises signs, including existing nonconforming signs.~~

~~(a) — Owners of all properties on which off premises signs are to be located shall be required to register with the City, as established in § 595-201. Owners of properties with off premises signs that are owned or leased by a third party shall provide tenant information (name, address, telephone number, and contact name) at the time of registration, and within 14 days of the following:~~

~~[1] — Ownership of the off premises sign changes.~~

~~[2] — Parties leasing or renting the off premises sign change. (This applies only to the leasing of the physical sign and structure. Changes to parties related solely to the renting/leasing an off premises sign's copy/advertising content are not required to report these changes.)~~

~~[3] — A nonemergency request for this information by the City of Easton.~~

~~(b) — The owner of any property on which an off premise sign is located shall submit a periodic report by a registered engineer who has inspected the sign and its supporting structure to ensure that it is structurally sound. The Department of Planning and Codes and the City Engineer are authorized to adopt appropriate regulations for the content and format of such reports. Reports shall be submitted on the following schedule, or on such other schedule as the City shall promulgate:~~

~~[1] — For off premises signs erected prior to the date of adoption of these regulations, the owner shall submit a structural report within 12 months of the adoption of these regulations, and in December of every fifth subsequent year.~~

~~[2] — For off premises signs erected on or after the date of~~

adoption of these regulations, the owner shall submit a report five years after approval is granted by the Zoning Hearing Board, in the same calendar month in which such approval was issued; and in the same calendar month every fifth subsequent year.

- (c) — ~~All off premises signs shall be maintained in a structurally sound state, as determined by the City Engineer.~~
- (d) — ~~Any existing, nonconforming signs shall be maintained in good condition, but it shall not be structurally altered so as to enlarge or extend the area or height of the sign. An existing, nonconforming sign shall not be reconstructed if for any reason it becomes necessary to replace the entire sign, including the face, the frame, and any supporting mechanism, but excluding the foundation.~~
- (e) — ~~All burned out bulbs or damaged panels must be replaced within 14 days of notification by the City.~~
- (f) — ~~All sign copy shall be maintained securely to the face and all missing copy must be replaced within 14 days of notification by the City.~~

(4) — ~~Abatement.~~

- (a) — ~~Whenever any off premises sign is erected and/or maintained in violation of this chapter, or of the regulations promulgated under the Codified Ordinances of the City of Easton, the Department of Planning and Codes shall serve written notice of such violations upon the property owner on which said off premises sign is located, directing compliance within 30 days of receipt of the notice of violation. In the case where ownership cannot be determined or notice cannot be delivered, the Department of Planning and Codes shall place a violation notice upon the sign and/or sign structure.~~
- (b) — ~~After expiration of the time for compliance as stated on the notice of violation, if the violation has not been corrected, the City may itself or by contract remove the offending sign. The costs incurred by the City shall be charged against the person owning such offending sign. If the sign was abandoned, the property owner on whose premises the sign is located shall be responsible for the cost of removal.~~
- (c) — ~~If any condition and/or location of an off premises sign results in an immediate peril to persons or property, the City may require immediate compliance to mitigate harm. If such compliance is not forthcoming, the City may without other notice, in addition to~~

invoking any other sanction or remedial procedure provided, apply with the approval of the City Police to any court with jurisdiction for relief by injunction or restraining order.

- (5) — Compliance with other City obligations. No permit will be issued for an off-premises sign if the applicant or owner of the parcel upon which the off-premises sign is to be erected is not in compliance with any taxes, or Code compliance, or similar obligations.

§ 595-196 Permitted temporary signs.

In addition to permanent signs, the following temporary signs may be erected on any lot for a maximum of one month in any calendar year, unless otherwise specified below, provided they are erected and displayed in conformance with the following regulations:

A. — Temporary signs permitted in all districts.

- (1) — One nonilluminated or indirectly illuminated bulletin or announcement board (i.e., sandwich board sign) or identification sign for a permitted nonresidential building or use, provided that the area of any such sign shall not exceed 12 square feet. The sign shall identify the building and use immediately adjacent to sandwich sign, shall be located within three feet of the building line, and shall be placed to provide safe and adequate pedestrian passage on the sidewalk.
- (2) — One nonilluminated sign advertising the sale or rental of the premises upon which such sign has been erected or one sign indicating that such premises have been sold or rented, provided that the area of any such sign shall not exceed four square feet and such signs shall be removed within 20 days after an agreement of sale or rental has been entered into.
- (3) — One temporary nonilluminated sign erected in connection with the development or proposed development of the premises by a builder, contractor, developer or other person interested in such sale or development, provided that the area of any such sign shall not exceed four square feet and that the sign shall be removed within 20 days after the last structure has been initially occupied or upon expiration of the building permit, whichever is sooner.
- (4) — Temporary nonilluminated sign of mechanics or artisans may be erected and maintained during the period such persons are performing work on the premises on which such signs are erected, provided that such sign shall be removed upon completion of work by the mechanic or artisan and the total area of all such signs shall not exceed four square feet.
- (5) — Nonilluminated signs used for directing patrons, members for audience to service clubs, churches or other nonprofit organizations, provided signs indicate only the name of the organization and the place, date and time or

meeting and shall not exceed four square feet in area and shall be removed immediately after such event.

~~(6) — Temporary nonilluminated signs for yard sales may be erected and maintained during the period of and one week prior to yard sales, provided such sign shall be removed upon completion of sale and the total area of such sign shall not exceed three square feet.~~

~~(7) — Temporary signs advertising political parties, candidates for elected office or current ballot questions, provided that:~~

~~(a) — Signs shall not be erected or displayed within the public right-of-way earlier than 90 days prior to the election to which they pertain. A person may display, at any time, signs regarding a candidate for public office and/or an issue advocacy poster at any time on their property so long as it conforms to the City of Easton Zoning Ordinance.~~

~~(b) — The size of any such sign shall not exceed 32 square feet.~~

~~(c) — Where signs are permitted, other than on private property, signs must be fastened by use of tape or placed in the ground by a stake or wire.~~

~~(d) — No election signs shall be posted in Centre Square. No signs shall be posted on the trees in the first three blocks of Northampton Street and the first block of South Third Street. Political signs can be displayed on non-City owned property located in the aforementioned areas of this paragraph. Signs shall be prohibited from lands and rights-of-way which are owned by the City of Easton.~~

~~(e) — All political signs shall be removed no later than 21 days after the date of the political election.~~

~~(f) — A political sign shall not be placed on a public property except within the vicinity of the election poll.~~

~~(8) — Temporary nonilluminated signs directing persons to temporary exhibits, shows or events may be erected, subject to the following requirements:~~

~~(a) — Signs shall not exceed four square feet in area.~~

~~(b) — Signs shall not be posted earlier than two weeks before the occurrence of the event to which they relate and shall be removed within one week after the date of the exhibit, show or event.~~

~~(9) — A temporary sign or display within a window in conjunction with a~~

promotion, special event, or seasonal sale, provided that:

- (a) — Such a sign may be erected only on a lot in commercial use.
- (b) — Only two such signs shall be permitted in any window.
- (c) — No such sign shall be illuminated.
- (d) — No such signs shall be placed where it restricts the view of a permanent window sign.
- (e) — No such sign shall exceed 15% of the total area of the window.

B. — Compliance for temporary signs. The erector of temporary signs permitted under this section or an authorized agent or sponsor of an exhibit, show, event or proposed development shall comply with the temporary sign regulations. Failure to comply with this article to remove such signs within specified days after the date of the exhibit, show, event or proposed development to which such signs relate, or as otherwise specified in this article, shall constitute a violation of this chapter subjecting offenders to the penalties prescribed in Article VIII, Enforcement and Penalty. **[Amended 11-14-2007 by Ord. No. 5028; 9-24-2008 by Ord. No. 5120]**

C. — All complaints must be in writing, must include the name, address and phone number, and signed by the complainant who is a resident of, landholder in, or a valid business licensee in the City of Easton, and filed with the Department of Planning and Codes. Only the Zoning Officer shall enforce zoning compliance relating to signs. All written complaints will be addressed by the City regarding compliance by responsible entities, including but not limited to owners of property upon which signage is located, owners of signage, or lessees of signage. **[Added 4-11-2012 by Ord. No. 5352]**

§ 595-197 **Location of signs.**

A sign may be erected on a lot only if it conforms to this chapter.

A. — Public right of way. In no case, except for a permitted banner, shall any sign other than highway or traffic signs be erected within a street right of way.

- (1) — However, such a right of way shall not include a public right of way in front of homes or businesses.
- (2) — No temporary signs advertising political parties, referenda and/or candidates for election exceeding three feet in height shall be placed at an intersection within a sight triangle.

B. — Entrance or exit to a building. No signs shall be erected or installed in such a way as to block or obstruct any exit or entrance, including emergency exits or entrances, of any building or other structure, nor shall any sign obstruct or interfere with or be attached to any part of any fire escape or fire tower.

- ~~C. On public property. No signs shall be erected or maintained on any property owned by the City except with the express permission of the City given by Council at its duly convened public meeting.~~
- ~~D. In parking space or fire lane. No sign shall be erected or maintained in any parking space or any fire lane so as to obstruct or impede or impair the free use and access of such parking space or fire lane.~~
- ~~E. Causing traffic or pedestrian hazards. No sign shall be placed in such a position that it will be a danger to traffic on a street or traffic entering a street. No sign, except as listed in Subsection A above, shall be placed in the required sight triangle of an intersection.~~
- ~~F. Obstructing driveway sight distance. No sign shall obstruct the sight distance from any vehicle leaving a driveway. The minimum setback from a driveway shall be 25 feet from the nearest edge of the driveway or street to the nearest position of the sign.~~
- ~~G. Off-premises signs. With the exception of permitted temporary signs, off-premises signs shall be prohibited in all zoning districts with the exception of the Expressway Transitional (ET) Zone. **[Amended 4-11-2012 by Ord. No. 5352]**~~
- ~~H. Adjacent to limited access highways. In order to facilitate the movement of traffic and to minimize the hazard on a limited access highway, in addition to the restriction of the use of signs in the various zones as hereinbefore provided, the use of signs, billboards, notices and other forms of presenting lettered and pictorial material for the purpose of attracting public attention is herewith restricted as follows:~~
- ~~(1) Within 50 feet of the edge of any part of the rights-of-way of the Delaware River Joint Toll Bridge Commission and limited access highways, within the limits of the City, only the following signs shall be permitted:~~
- ~~(a) Official signs, including traffic markers, directional signs or street nameplates.~~
- ~~(b) Nameplates not exceeding two square feet, identifying the owner or occupant of the property.~~
- ~~(c) In those cases where there is no open area adjacent to a building abutting the highway and bridge approach, a sign not exceeding four square feet in area pertaining to the sale or lease of the property and set back at least 25 feet, and placed so as not to obstruct a driver's view of official signs.~~
- ~~(d) Approved off-premises signs conforming to the Codified Ordinances of the City of Easton. **[Added 4-11-2012 by Ord. No. 5352]**~~

~~(2) — Over 50 feet and within 100 feet of the edge of the rights-of-way referred to in the preceding subsection, only the following signs shall be permitted:~~

~~(a) — All signs permitted in Subsection **H(1)(a)** hereof.~~

~~(b) — An unilluminated sign attached to the main wall of a building and projecting horizontally not more than 12 inches therefrom, erected at a height of not less than 10 feet or more than 20 feet above the ground; the signs shall not exceed 30 inches in height or bear an advertisement other than the name of the person, firm or corporation operating the place of business or owning the property and a description of the general character of the business.~~

~~(c) — One illuminated projecting sign, excluding a flashing or animated illuminated sign, or unilluminated sign for each store unit not projecting over a street or other public space more than 10 feet from the face of the building or structure or in any case beyond a vertical plane two feet inside the curbline, nor shall it be so erected that its innermost edge shall be placed more than 12 inches from the building line, nor shall it bear an advertisement other than the name of the person, firm or corporation operating the place of business or owning the property and a description of the general character of the business, or be above the roofline.~~

~~§ 595-198 **General sign design standards.**~~

~~A. — For lots with more than one frontage onto a public right-of-way, signs for each frontage shall be calculated separately.~~

~~B. — Each sign shall be erected so that it can be seen most easily from the public right-of-way for which it was intended.~~

~~C. — A freestanding or projecting sign having two sides back to back on a one-hundred-eighty-degree horizontal angle, or any V-shaped sign with a horizontal angle not greater than 90°, is entitled to 50% of the maximum permitted sign area on each side. This reduction factor does not apply to sign area calculations for off-premises signs. **[Amended 4-11-2012 by Ord. No. 5352]**~~

~~D. — A sign supported by more than one means (therefore, neither a freestanding, wall nor projecting sign) shall have its area and height calculation determined by that portion of the sign which has the more restrictive standards.~~

~~E. — The maximum sign area shall include all framing, border and trim, but it shall not include the structural supports.~~

~~F. — The maximum and minimum height of a freestanding sign shall be measured from the grade elevation.~~

~~G. — For a projecting or wall sign, the maximum height shall be determined by the height~~

of the facade of the building or the maximum building height permitted in this chapter, whichever is smaller.

H. ~~The sign erected on a property shall relate to the use and advertise aspects of the property only, except for approved, off-premises signs erected in the Expressway Transitional (ET) Zoning District. [Amended 4-11-2012 by Ord. No. 5352]~~

§ 595-199 Copy area calculation.

~~The copy area of all signs, except those listed below, shall not exceed 75% of the total area of the sign unless otherwise restricted. The following signs are exempted from this copy area restriction:~~

A. ~~Window signs.~~

B. ~~Single occupancy residential signs.~~

C. ~~Wall signs consisting of single and separate letter or script without an enclosed background, so that the entire wall functions as the background of the sign.~~

D. ~~Approved off-premises signs. [Added 4-11-2012 by Ord. No. 5352]~~

§ 595-200 Maintenance.

A. ~~All signs shall be constructed of durable materials and shall be kept in good condition and repair at all times.~~

B. ~~Where a business has been abandoned, all signs shall be removed from the premises within 30 days of the cease of operation.~~

§ 595-201 Permit requirements for signs.

~~All new signs shall have a sign permit indicating compliance with the requirements and regulations of this chapter. No sign shall be erected or altered until such a permit has been issued.~~

A. ~~Off-premises signs. In addition to other requirements of § 595-201, off-premises signs shall require: [Added 4-11-2012 by Ord. No. 5352]~~

(1) ~~Permit renewal every five years coinciding with either reporting requirements or until ownership of the sign or property on which the sign is located changes.~~

(2) ~~A fee of \$50 for initial off-premises sign permitting or renewal.~~

§ 595-202 Application requirements.

A. ~~To obtain a sign permit, an applicant shall make application on a form provided by the City.~~

B. ~~A sketch of the proposed sign(s), including the following information:~~

- (1) Name and address of owner.
- (2) Name and address of applicant.
- (3) Date and scale (at least 1/8 inch per foot or greater).
- (4) Location of the lot, building and proposed sign in relation to each public right-of-way, building and driveway.
- (5) An elevation of the building facade (1/8 inch or 1/4 inch per foot), including the location, height and dimensions of the proposed sign(s).
- (6) Copy area and ratio to sign area.
- (7) All applicable sign requirements.

C. Each owner and applicant (if different than owner) shall be required as a continuing condition of any permit issued under this section, to provide the City of Easton with written notice of a change of address within 14 days of such a change, to be sent to both the Zoning Officer of the City of Easton and the Director of Finance of the City of Easton. Failure to comply with this requirement is considered grounds for revocation of his/her/its permit. Moreover, each owner and applicant, by acceptance of the permit, agrees that if a notice is returned because the party is no longer at that address, or otherwise is not signed for, that service requirement will be satisfied if the City mails a notice by first class mail to the last address provided to the City, as well as posting the notice upon the property subject to the permit. **[Added 4-11-2012 by Ord. No. 5352]**

§ 595-203 Nonconforming signs.

[Amended 9-24-2008 by Ord. No. 5120; 4-11-2012 by Ord. No. 5352]

Any sign existing and lawful at the time of the passage of this chapter that does not conform in use, location, height or size with the regulations of the district in which such sign is located shall be considered a nonconforming sign and may be continued in use in its present location. Nonconforming signs may be replaced, repainted or repaired so long as the business it advertises remains active and further provided that such replacement, repainting or repair does not increase the extent of the nonconformity existing on the effective date of this chapter. Illegal signs are not considered nonconforming signs. Should a structure to which a nonconforming sign is attached become abandoned, such sign shall lose its nonconforming status and may only be used as a special exception, subject to the provisions of § 595-251, Special exceptions. Within 30 days of abandonment, the sign shall be removed at the owner's cost, or the owner shall submit a new zoning application for the abandoned sign, with future use conditioned upon its approval. Should continued use of the abandoned sign be denied, the sign shall be removed at the owner's cost within 30 days of the exhaustion of appeals.

§ 595-204 ~~Sign variances.~~

In addition to the variance requirements outlined in Article ~~XXXVIII~~, Powers and Functions, the Zoning Hearing Board should consider elements of design and location when reviewing a sign variance and, where appropriate, attach such reasonable conditions and safeguards as it may deem necessary to implement the purpose of this section. Oversized, projecting and crowded signs compete with each other and produce confusion. The building itself is the best sign. In general, signs on pedestrian shopping streets function to identify a business rather than to advertise products. A sensitively rehabilitated, well-maintained building is the best advertisement for a business's attention to detail and the quality of its products and services. The following ground rules for signage will create positive images for individual businesses, enhance the visual harmony of the shopping district, and create an environment that attracts customers. They may also dramatically cut signage costs.

A. ~~Use flat signs in consistent places. Place signs on the building's sign frieze, which is the horizontal flat area above the store windows. Original signs, either on flat signboards or made of individual letters, attached to the sign frieze were designed as an integral part of the building.~~

(1) ~~Limit signs on other areas. Originally, many buildings used lettering applied to ground floor show windows at a level visible to pedestrians. Lettering may also be applied to the front valances of awnings (the flap that hangs vertically). These are appropriate areas for limited lettering that may supplement or reinforce the information on the sign frieze.~~

(2) ~~Signs above the sign frieze. Signs should never be placed above the sign frieze area, that is never above the lowest point of the sills of the second-story windows. This rule of thumb puts signs at a reasonable height above the sidewalk for good pedestrian viewing. Sometimes agencies or professional offices may be located on the second floor of a building, in which case decals or hand-painted lettering on the window glass are appropriate to identify the service and location.~~

(3) ~~Following these rules (placing signs flat on the buildings' sign friezes, on the storefront windows, and on the awnings) will improve a commercial district by restoring visual compatibility. Sign placement within these designated areas does not limit creativity; it simply organizes the information in a location and at a height where the shopper expects it to be. The signs should complement the building's architectural elements not cover them. Effective new signage can be created that will be unique to each business, convey its own image, and still be coordinated with and enhance the street as a whole.~~

B. ~~Projecting signs. Signs that hang over the sidewalk can be counterproductive to business because they often obscure individual buildings and interrupt the visual harmony of the street. If projecting signs are to be used, it is essential that they be small in scale and that they be coordinated with surrounding buildings and signs.~~

C. ~~Limit the information on signs. The shortest message on a sign has the most impact on pedestrians. The name of the business and the street number are essential; a brief description of the product or service is optional. Use as few words as is necessary to project an image for the business that will interest shoppers. When more than one language is used on a sign, it is especially important to keep information brief.~~

(1) ~~———— Symbols or cutouts of familiar objects, such as a pharmacist's mortar and pestle, can communicate a great deal of information without lettering at all.~~

D. ~~Limit size of the sign. Do not allow signs to conceal any of the building's ornamental or architectural features. Signs and lettering should be only large enough to be clear and legible to pedestrians. Unfortunately, many signs are designed to be seen at great distances from automobiles at high speed. This is inappropriate for urban commercial districts which depend upon pedestrian traffic.~~

(1) ~~———— Adjust the size of the message to the distance the shopper is from the store. The name should be large enough to be clear and legible as seen at a distance. The product or service and address can be smaller. Small lettering on the glass door can give more specific information such as hours of business. Sales can be communicated to the public with temporary paper signs displayed on the storefront glass. Like permanent signs, these must be brief and small. Do not leave temporary signs in place for too long, or they lose their effect and reduce the value of good window displays.~~

E. ~~Use materials and colors that are compatible with the building and streetscape. The simple signs that were originally used on the buildings serve as the best example for new signs. Individual letters made of wood, metal or some type of plastic that can be mounted directly on the frieze are always appropriate, as are small letters painted on or applied to the window glass. Raised letters or painted letters can be applied to flat panels that can be mounted on the sign frieze. The panel can be made of wood or metal, but it is important that its size and shape correspond to the space it will occupy above the storefront without obscuring any significant architectural details.~~

(1) ~~———— The number of colors used should be limited. Contrasting the lettering with its background is more important for legibility than using bright colors. Signs done in muted tones compatible with the building but contrasting with its brick or stone facade will enhance the building's character. Bright, loud and bold colors are unnecessary and distract from the building's unique architectural qualities. The colors of neighboring buildings and signage are important to the overall marketing impact of signs.~~

(2) ~~———— Cooperation among neighbors is essential to create an attractive street.~~

(3) ~~———— Mass produced signs developed by distributors of consumer products are~~

generally of insufficient quality and character to identify businesses. The emphasis is always on the product rather than the business. Most of these signs are made from plastic materials and project a feeling of impermanence, a feeling that cannot benefit business.

F.—Use light judiciously. Lighted signs do identify businesses at night and can encourage evening window shopping. Consider the level of brightness though, because it takes very little light to illuminate a sign. Separate and brighter lighting can be placed on a building to identify business at night and to illuminate interesting architectural features.

G.—Preserve original and historic signs. Many older buildings display the names of their original owners on the upper part of the building or above doorways at the street level. Some are formed in the sheet metal of fascias or cornices, but most of them are incised in stone panels or molded in terra cotta relief. These should be preserved as part of the neighborhood's history and character.

(1) ——— New signage is not always better. Old signs, if well designed originally, may identify a store as an established anchor of the community, an identity that can be a business asset. Occasionally, even a well designed projecting sign in good condition may be retained for its artistic or historic value. It may be worthwhile to repair and maintain real neon signs in windows. The resurgence of interest in these signs as an art form often makes them irreplaceable at today's prices.

H.—New window display to communicate information. A window display can project the store's image and tell potential customers more about available products than any number of signs. Simplicity generally ensures successful displays. Good color schemes and good lighting are essential. A display that changes periodically will attract people to come and see what is new. The window display should be a preview of what may be found inside the store and will attract customers inside.

I.—Awnings. Most small commercial buildings are designed to accommodate retractable canopies. They enhance the street by providing visual continuity. They protect pedestrians from sun and rain, decrease the damage direct sunlight causes the window displays and minimize the need for air conditioning by keeping stores cooler. Awnings help to create a festive and inviting atmosphere by reducing building facades to a more human scale and providing a sheltered environment. Valances provide an appropriate area for signage.

(1) ——— Awnings are readily available and can have a dramatic revitalization impact. The latest technology has made new awning materials available. In contrast to older canvas awnings, newer materials are durable, easy to maintain, and generally do not suffer from fading or staining. As in paint and signage colors, cooperation among shopkeepers and building owners in coordinating color schemes will help to create continuity on the street. The store's facade, its signs and its awnings should work together, and

each store should complement its neighbors. Avoid garish stripes and color combinations; a lively atmosphere is appropriate, a circus is not.

§ 595-205 Permitted signs by district.

A. ~~The Table of Permitted Signs by District is located at the end of this chapter.~~

B. ~~Requirements. [Added 6-24-2009 by Ord. No. 5210]~~

(1) ~~Not more than one such sign shall be erected for each unit unless:~~

(a) ~~Such property fronts on more than one street, in which case one such sign may be erected on each street frontage in all zoning districts except:~~

[1] ~~Institutional 1 (INS-1), Institutional 2 (INS-2) and Adaptive Reuse (AR) Zoning Districts where two signs per frontage shall be allowed if the total area of all signs does not exceed 20 square feet.~~

[2] ~~Downtown Zoning District and Street Corridor Enhancement Overlay District where two signs per frontage shall be allowed if:~~

[a] ~~At least one of the signs per frontage is a projecting sign; and~~

[b] ~~The total area of all signs does not exceed 20 square feet per frontage.~~

§ 595-205.1 Complaints.

[Added 4-11-2012 by Ord. No. 5352]

A. ~~All complaints regarding signs must:~~

(1) ~~Be submitted in writing and include:~~

(a) ~~Name, address, phone number and signature of the complainant.~~

(b) ~~Proof that the complainant is a resident of, landholder in, or possesses a valid business license in the City of Easton.~~

(2) ~~Be filed with the Zoning Officer or his/her staff.~~

B. ~~Only the Zoning Officer shall enforce this chapter.~~

C. ~~All written complaints will be referred to the responsible entity by the City.~~

§595-191. Applicability

Any sign erected, altered, or maintained after the effective date of this Ordinance shall conform to the following regulations.

§595-192. Purpose & Intent

Signs perform an important function in identifying and promoting properties, businesses, services, residences, events, and other matters of interest to the public. The intent of this Article is to regulate all signs within the City of Easton to ensure that they are appropriate for their respective uses, in keeping with the appearance of the affected property and surrounding environment, and protective of the public health, safety, general welfare by:

- A. Setting standards that permit reasonable use of signs and preserve the character of the City of Easton.
- B. Avoiding excessive conflicts from large or multiple signs, so that permitted signs provide adequate identification and direction while minimizing clutter, and confusion.
- C. Establishing a process for the review and approval of sign permit applications.

§595-193. Definitions

Words and terms used in this ordinance shall have the meanings given in this Article. Unless expressly stated otherwise, any pertinent word or term not part of this listing but vital to the interpretation of this ordinance, shall be construed to have their legal definition.

Abandoned Sign: A sign which has not identified or advertised a current business, service, owner, product, or activity for a period of at least 60 days, in the case of off-premises signs, or at least 30 days in the case of on-premises signs.

Address Sign: A sign that designates the street number and/or street name for identification purposes, as designated by the United States Postal Service. (Also known as: **nameplate sign**)

Animated Sign: A sign depicting action, motion, or light or color changes through electrical or mechanical means.

Awning: A cloth, plastic, or other nonstructural covering that projects from a wall for the purpose of shielding a doorway or window. An awning is either permanently attached to a building or can be raised or retracted to a position against the building when not in use.

Awning Sign: Any sign painted on, or applied to, an awning.

Banner: Any cloth, bunting, plastic, paper, or similar non-rigid material attached to any structure, staff, pole, rope, wire, or framing which is anchored on two or more edges or at all four corners. Banners are temporary in nature and do not include flags.

Building Frontage: The maximum linear width of a building measured in a single straight line parallel, or essentially parallel, with the abutting public street or parking lot.

Canopy: A structure other than an awning made of fabric, metal, or other material that is supported by columns or posts affixed to the ground and may also be connected to a building.

Canopy Sign: Any sign that is part of, or attached to a canopy.

Clearance: The distance above the walkway, or other surface if specified, to the bottom edge of a sign. This term can also refer to a horizontal distance between two objects.

Digital Display: The portion of a sign message made up of internally illuminated components capable of changing the message periodically. Digital displays may include but are not limited to LCD, LED, or plasma displays. Digital displays shall only be permitted on off-premises signs in the Expressway Transitional Zone.

Directional Sign: Signs designed to provide direction to pedestrian and vehicular traffic into and out of, or within a site.

Flag: Any sign printed or painted on cloth, plastic, canvas, or other like material with distinctive colors, patterns, or symbols attached to a pole or staff and anchored along only one edge or supported or anchored at only two corners.

Flashing Sign: A sign whose artificial illumination is not kept constant in intensity at all times when in use and which exhibits changes in light, color, direction, or animation. This definition does not include electronic message centers signs or digital displays that meet the requirements set forth herein.

Freestanding Sign: A sign supported by structures or supports that are placed on, or anchored in, the ground; and that is independent and detached from any other building or other structure. The following are subtypes of freestanding signs:

Ground Sign: A sign permanently affixed to the ground at its base, supported entirely by a base structure, and not mounted on a pole or attached to any part of another building. (Also known as **monument sign**)

Pole Sign: A freestanding sign that is permanently supported in a fixed location by a structure of one or more poles, posts, uprights, or braces from the ground and not supported by a building or a base structure.

Gas Station Canopy: A freestanding, open-air structure constructed for the purpose of shielding service station islands from the elements.

Gas Station Canopy Sign: Any sign that is part of, or attached to, the vertical sides of the gas station canopy roof structure. For the purposes of this ordinance, gas station canopy signs shall be considered wall signs.

Government/Regulatory Sign: Any sign for the control of traffic or for identification purposes, street signs, warning signs, railroad crossing signs, and signs of public service companies indicating danger or construction, which are erected by or at the order of a public officer, employee or agent thereof, in the discharge of official duties.

Holiday Decorations: Signs or displays including lighting which are a non-permanent installation celebrating national, state, and local holidays, religious or cultural holidays, or other holiday seasons. (Also known as **seasonal decorations**)

Illumination: A source of any artificial or reflected light, either directly from a source of light incorporated in, or indirectly from an artificial source.

External Illumination: Artificial light, located away from the sign, which lights the sign, the source of which may or may not be visible to persons viewing the sign from any street, sidewalk, or adjacent property.

Internal Illumination: A light source that is concealed or contained within the sign and becomes visible in darkness through a translucent surface. Message center signs, digital displays, and signs incorporating neon lighting shall not be considered internal illumination for the purposes of this ordinance.

Halo Illumination: A sign using a 3-dimensional message, logo, etc., which is lit in such a way as to produce a halo effect. (Also known as **back-lit illumination**)

Illuminated Sign: A sign with electrical equipment installed for illumination, either internally illuminated through its sign face by a light source contained inside the sign or externally illuminated by a light source aimed at its surface.

Incidental Sign: A sign that displays general site information, instructions, directives, or restrictions that are primarily oriented to pedestrians and motor vehicle operators who have entered a property from a public street. These signs shall not contain any commercial advertising.

Incidental Window Sign: Signs displayed in the window displaying information such as the business' hours of operation, credit institutions accepted, commercial and civic affiliations, and similar information. These signs shall be informational only and shall not contain a commercial message.

Inflatable Sign: A sign that is an air-inflated object, which may be of various shapes, made of flexible fabric, resting on the ground or structure and that may be equipped with

a portable blower motor that provides air into the device.

Interactive Sign: An electronic or animated sign that reacts to the behavior or electronic signals of motor vehicle drivers.

Limited Duration Sign: A non-permanent sign that is displayed on private property for more than 30 days, but not intended to be displayed for an indefinite period.

Manual Changeable Copy Sign: A sign or portion thereof on which the copy or symbols are changed manually through placement or drawing of letters or symbols on a sign face.

Marquee: A permanent structure, other than a roof or canopy, attached to, supported by, and projecting from a building and providing protection from the elements.

Marquee Sign: Any sign attached to a marquee for the purpose of identifying a use or product. If attached to a theater, performing arts center, cinema, or other similar use, it may also advertise films or productions.

Mechanical Movement Sign: A sign having parts that physically move rather than merely appear to move as might be found in a digital display. The physical movement may be activated electronically or by another means, but shall not include wind-activated movement such as used for banners or flags. Mechanical movement signs do not include digital signs that have changeable, programmable displays.

Menu Sign: A permanent sign for displaying the bill of fare available at a restaurant, or other use serving food, or beverages.

Message Center Sign: A type of illuminated, changeable copy sign that consists of electronically changing alphanumeric text often used for gas price display signs and athletic scoreboards.

Message Sequencing: The spreading of one message across more than one sign structure.

Mural (or mural sign): A large picture/image (including but not limited to painted art) which is painted, constructed, or affixed directly onto a vertical building wall, which may or may not contain text, logos, and/ or symbols.

Neon Sign: A sign illuminated by a neon tube, or other visible light-emitting gas tube, that is bent to form letters, symbols, or other graphics.

Nonconforming Sign: A sign that was legally erected and maintained at the effective date of this Ordinance, or amendment thereto, that does not currently comply with sign regulations of the district in which it is located.

Off-Premises Sign: An outdoor sign whose message directs attention to a specific business, product, service, event or activity, or other commercial or noncommercial activity, or contains a non-commercial message about something that is not sold, produced, manufactured, furnished, or conducted on the premises upon which the sign is located. (Also known as a **third-party sign, billboard, or outdoor advertising**)

On-Premises Sign: A sign whose message and design relate to an individual business, profession, product, service, event, point of view, or other commercial or non-commercial activity sold, offered, or conducted on the same property where the sign is located.

Pennant: a triangular or irregular piece of fabric or other material, commonly attached in strings or strands, or supported on small poles intended to flap in the wind.

Personal Expression Sign: An on-premises sign that expresses an opinion, interest, or position.

Portable Sign: A sign designed to be transported or moved and not permanently attached to the ground, a building, or other structure.

Sandwich Board Sign: A type of freestanding, portable, temporary sign consisting of two faces connected and hinged at the top and whose message is targeted to pedestrians (Also known as **A-frame sign**)

Vehicular Sign: A sign affixed to a vehicle in such a manner that the sign is used primarily as a stationary advertisement for the business on which the vehicle sits or is otherwise not incidental to the vehicle's primary purpose.

Projecting Sign: A building-mounted, double-sided sign with the two faces generally perpendicular to the building wall, not to include signs located on a canopy, awning, or marquee. (Also known as **blade sign**)

Public Sign: A sign erected or required by government agencies or utilities, including traffic, utility, safety, railroad crossing, and identification signs for public facilities.

Reflective Sign: A sign containing any material or device which has the effect of intensifying reflected light.

Revolving Sign: A sign which revolves in a circular motion; rather than remaining stationary on its supporting structure.

Roof Sign: A building-mounted sign erected upon, against, or over the roof of a building.

Sign: Any device, structure, fixture, painting, emblem, or visual that uses words, graphics, colors, illumination, symbols, numbers, or letters for the purpose of communicating a message. Sign includes the sign faces as well as any sign supporting

structure.

Snipe Sign: A sign tacked, nailed, posted, pasted, glued, or otherwise attached to trees, poles, stakes, fences, public benches, streetlights, or other objects, or placed on any public property or in the public right-of-way or on any private property without the permission of the property owner. (Also known as **bandit sign**)

Streamers: A display made of lightweight, flexible materials, consisting of long, narrow, wavy strips hung individually or in a series, with or without a logo or advertising message printed or painted on them and typically designed to move in the wind.

Street Pole Banner: A banner suspended above a public sidewalk and attached to a single street pole.

Temporary Sign: A type of non-permanent, sign that is located on private property that can be displayed for no more than 30 consecutive days at one time. These include, but are not limited to, a lawn sign promoting a particular candidate for an election, or advertising a sale or promotion at a retail establishment.

Vending Machine Sign: A sign displayed on a vending machine indicating the name of the product being sold and/or the price of such product.

Wall Sign: A building-mounted sign which is either attached to, displayed on, or painted on an exterior wall in a manner parallel with the wall surface. A sign installed on a false or mansard roof is also considered a wall sign. (Also known as: **fascia sign, parallel wall sign, or band sign**)

Window Sign: Any sign that is applied, painted, or affixed to a window, or placed inside a window, facing the outside of the building, and easily seen from the outside. Customary displays of merchandise or objects and material without lettering behind a store window are not considered signs.

§595-194. Prohibited Signs

The following signs are unlawful and prohibited:

- A. Abandoned signs.
- B. Snipe signs. Signs shall only be attached to utility poles in conformance with state and utility regulations and the requirements of this Chapter.
- C. Vehicular signs. This regulation does not include the use of business logos, identification or advertising on vehicles primarily and actively used for business purposes and/or personal transportation.
- D. Mechanical movement signs, including revolving signs.

- E. Pennant strings and streamers.
- F. Animated signs, flashing signs, or signs that scroll or flash text or graphics.
- G. Digital display signs, except when used as permitted off-premises signs.
- H. Inflatable devices or balloon signs, with the exception of balloons used in temporary, non-commercial situations.
- I. Any signs that imitate, resemble, interfere with, or obstruct official traffic lights, signs, or signals.
- J. Signs which prevent free ingress or egress from any door, window, fire escape, or that prevent free access from one part of a roof to any other part. No sign other than a safety sign shall be attached to a standpipe or fire escape.
- K. Signs which emit smoke, visible vapors, particulate matter, sound, odor or contain open flames.
- L. Reflective signs or signs containing mirrors.
- M. Interactive signs.
- N. Any banner or sign of any type suspended across a public street, without the approval of City Council.
- O. Roof signs.
- P. Signs erected without the permission of the property owner, with the exception of those authorized or required by local, state, or federal government.
- Q. Any sign containing information which states or implies that a property may be used for any purpose not permitted under the provisions of the City of Easton's Zoning Ordinance.
- R. Signs that exhibit statements, words, or pictures of obscene or pornographic subjects as determined by the City of Easton.
- S. Any sign that promotes illegal activity.
- T. Internally or externally illuminated vending machine signs.
- U. Internal Illumination signs.
- V. Neon Signs and LED that mimic neon.

§595-195. Signs Exempt from Permit Requirements

The following signs shall be allowed without a sign permit and shall not be included in the determination of the type, number, or area of permanent signs allowed within a zoning district, provided such signs comply with the regulations in this section, if any.

- A. Official traffic signs.
- B. Government/regulatory signs.
- C. Signs inside a building, or other enclosed facility, which are not meant to be viewed from the outside, and are located greater than three (3) feet from the window.
- D. Holiday and seasonal decorations.
- E. Personal expression signs of any sign type provided that they are not illuminated. Personal expression signs shall follow the requirements of **§595-199**.
- F. Address signs - Up to two (2) signs stating address, number and/or name of occupants of the premises and do not include any commercial advertising or other identification.
- G. Public signs - Signs erected or required by government agencies or utilities, including traffic, utility, safety, railroad crossing, and identification or directional signs for public facilities.
- H. Signs or emblems of a religious, civil, philanthropic, historical or educational organization that do not to exceed four (4) sq. ft. in area.
- I. Flags.
- J. Legal notices.
- K. Memorial signs, public monument or historical identification sign erected by the City of Easton, including plaque signs.
- L. Signs which are a permanent architectural feature of a building or structure, existing at the time of adoption of this ordinance.
- M. Incidental signs, including incidental window signs which both are non-digital. These signs shall not exceed more than five (5) square feet in total area.
- N. Directional signs, provided they do not contain any commercial messaging.

- O. Art and murals, provided such signs do not contain any commercial messaging.
- P. Temporary signs.

§595-196. Regulations by Sign Type: On-Premises Signs

- A. Wall Signs.
 - 1. No portion of a wall sign shall be mounted less than eight (8) feet above the finished grade or extend out more than twelve (12) inches from the building wall on which it is affixed.
 - 2. No such sign shall be located within one foot from a side property line or edge of a building.
- B. Canopy or Awning Signs.
 - 1. A canopy or awning without lettering or other advertising shall not be regulated as a sign.
 - 2. Canopy or awning signs must be centered within or over architectural elements such as windows or doors.
 - 3. No awning or canopy sign shall be wider than the building wall or tenant space it identifies.
 - 4. Sign Placement.
 - a. Letters or numerals shall be located only on the front and side vertical faces of the awning or canopy.
 - b. Logos or emblems are permitted on the top or angled portion of the awning or canopy up to a maximum of three square feet. No more than one emblem or logo is permitted on any one awning or canopy.
 - 5. Sign Height.
 - a. The lowest edge of the canopy or awning sign shall be at least eight (8) feet above the finished grade.
- C. Projecting Signs.
 - 1. No portion of a projecting signs shall project more than four (4) feet from the face of the building.
 - 2. The outermost portion of a projecting sign shall project no closer than five (5) feet from a curbline or shoulder of a public street.
 - 3. Sign Height. The lowest edge of a projecting sign shall be at least eight (8) feet above the finished grade.
- D. Window Signs.
 - 1. Incidental window signs displaying pertinent business information such as the business' hours of operation and credit cards accepted,

- shall be excluded from area calculations for window signs.
2. A maximum of 15% of the total window area of any single non-residential use may be used for signs.

E. Marquee Signs.

1. Such signs shall be located only above the principal public entrance of a building facing a public street or parking lot.
2. No marquee shall be wider than the entrance it serves, plus two (2) feet on each side thereof.
3. No marquee shall extend closer to the curb than three (3) feet.
4. Sign Height.
 - a. No portion of a marquee sign shall extend vertically above the eaveline.
 - b. The lowest edge of the marquee sign shall be at least ten (10) feet above the finished grade.

F. Freestanding Signs.

1. The lowest edge of any freestanding pole sign shall be either less than four (4) feet or greater than seven (7) feet above the ground.
2. Freestanding ground signs shall be supported and permanently placed by embedding, anchoring, or connecting the sign in such a manner as to incorporate it into the landscape or architectural design scheme.
3. Sign Placement.
 - a. All freestanding signs shall be set back five (5) feet from the right-of-way, except for official traffic signs and government/regulatory signs.
 - b. No freestanding sign may occupy an area designated for parking, loading, walkways, driveways, fire lane, easement, cartway of the right-of-way or other areas required to remain unobstructed.

§595-197. Regulations by Sign Type: Off-Premises Signs

A. Locations Permitted.

1. Off-premises signs are permitted in the following locations:
 - a. Expressway Transitional (ET) Zone

B. Requirements

1. An off-premises sign may be erected on a lot, provided:
 - a. Location relative to road network. Off-premises signs shall be located no more than 200 linear feet from the edge of

right-of-way of a controlled access, divided interstate or United States highway.

- b. Right-of-way. No portion of an off-premises sign shall be located in any vehicular right-of-way.
- c. Line of sight. No off-premises sign shall obstruct the line of sight within any vehicular right-of-way.
- d. Orientation. Off-premises signs shall be oriented roughly perpendicular to the flow of traffic of the adjacent controlled access, divided interstate or United States highway, so that the sign face is directed towards oncoming traffic on these roads.
- e. Historic resources. No off-premises sign shall be visible from any local, state and/or federal historic district, local, state and/or federal scenic byway, or any resource listed on the National Register of Historic Places.
- f. Residential structures. No off-premises sign shall be within 300 feet of a residential structure.
- g. Structural support. Off-premises signs shall be freestanding and not connected to other structures.
- h. Landscaping.
 - 1. Landscaping shall be provided at the base of all off-premises signs. Trees and shrubbery, including evergreen and flowering trees, of sufficient size and quantity shall be used to achieve the purpose of this Section.
 - 2. Trees (4) inches or greater in diameter removed for construction of the sign shall be replaced on-site at a ratio of one (1) replacement tree for each removed tree using native species no less than three (3) inches in diameter.
- j. Lot size. No off-premises sign shall be located on lots smaller than one acre (43,560 square feet).
- k. Lot frontage. No off-premises sign shall be located on a lot with less than 400 feet of frontage that is adjacent to a limited access, divided highway.

- l. Pedestrians and utilities. No off-premises sign shall obstruct the flow of pedestrians on sidewalks or trails, or the safe operation of utilities.
- m. Number of signs. No more than one off-premises sign shall be permitted on a single lot.
- n. Sign faces. No off-premises signs shall have more than two faces.
- o. Structural soundness. Any applicant proposing an off-premises sign shall submit documentation from a Pennsylvania-registered professional engineer certifying that the proposed installation will be structurally sound, considering factors such as wind and other loads associated with the off-premises sign location. In addition, signs shall only be built where ground conditions are suitable for this form of development.
- p. Application/Plan Requirements. Plans submitted for off-premises advertising signs shall show the following:
 1. The location of the proposed sign on the lot with the required sign setbacks from the property line and ultimate right-of-way.
 2. The location and species of existing trees.
 3. The distance to the nearest existing off-premises advertising sign.
 4. The distance to the nearest right-of-way, property line, building, structure, on-premises sign, off-premises sign, intersection, interchange, safety rest area, bridge, residential district, or institutional use, sewer rights-of-way, and water, electric or petroleum pipelines.
 5. Site plan containing all of the applicable requirements set forth in the [municipality] zoning code, as amended.
 6. Certification under the seal by a licensed engineer that the off-premises sign, as proposed, is designed in accordance with all federal, state, and local laws, codes, and professional standards.

- q. Sign standards. All off-premises signs shall also meet the requirements for freestanding signs, per § 595-196F.
- r. Environmental hazards. No off-premises sign shall be erected within the FEMA-defined one-hundred- or five-hundred-year floodplain, NWI-defined wetland, or upon slopes greater than 25%.
- s. Other governing bodies. All off-premises signs shall conform to any regulations and permitting set forth by the state and/or federal government, in addition to any and all requirements of the City of Easton.
- t. Digital display signs. All digital and transitioning signs shall conform to the following:
 - 1. All regulations regarding off-premises signs.
 - 2. Each sign may display only a series of still images, each of which is displayed for at least eight seconds.
 - 3. Still images displayed on signs may not move or present the appearance of motion and may not use flashing, scrolling, twirling, twinkling, oscillating, rotating, scintillating, blinking, or traveling lights or any other means not providing constant illumination.
 - 4. Any portion of a message or still image must have a minimum duration (hold time) of eight seconds and must be a static display. Messages may change immediately or fade in and out only.
 - 5. Transition or blank screen time between one still image and the next may not exceed one second. Transitions shall occur simultaneously on the entire sign face.
 - 6. Illumination and/or intensity of the sign shall be controlled so as to not create glare, hazards or nuisances. Such signs shall have a maximum nits level of 7,000 nits; provided the brightness of the digital sign does not exceed 0.3 footcandles of light above normal ambient light levels.
 - 7. Signs shall be equipped with automatic dimming technology which automatically adjusts the sign's brightness based on ambient light conditions.

8. Sign luminance specification shall be determined by a foot-candle metering device held at a height of five feet, and aimed towards the sign, from a distance of 175 feet. Metering devices should be at a location perpendicular to the sign center (as seen in plan view) as this angle has the highest luminance. Signs shall have a display that is at least 50% white when luminance is measured. If the difference in luminance is 0.3 candles or less, as measured in the aforementioned manner, the sign is in compliance with this requirement.
 9. Audio speakers and/or any form of pyrotechnics are prohibited.
 10. All signs must be equipped with a properly functioning default mechanism that will stop the sign in one position should a malfunction occur.
 11. Upon notification, the sign operators agree to coordinate with City staff to display emergency information critical to the traveling public, such as Amber Alerts, Silver Alerts, and other similar alerts issued by authorized sources, as well as information, including but not limited to terrorist or military attacks, environmental catastrophes, matters of homeland security, immediate risks to public health or safety, and natural disasters. Emergency messages are to remain in the display's rotation according to the designated issuing agency's protocols.
 12. No existing, nonconforming sign may be converted to a digital sign.
 13. Slat, panel, or blade-twirl-type signs are prohibited.
- u. Lighting. For static display signs, lighting shall be focused directly on the sign face, and designed in a manner to limit excess light from illuminating non-sign areas. Lighting shall not be directed or focused as to shine directly onto adjacent properties or interrupt or create hazardous conditions on roadways.
 - v. Owner. All applications for off-premises signs must be signed and submitted by the property owner, in writing, on forms supplied by the City. If the owner/operator of the

sign is not the owner of the property upon which a proposed off-premises sign is to be erected, the owner/operator of the sign shall also be a signatory to application documents.

- w. Emergency access. Access shall be provided to the off-premises sign by means of a public street or easement to a public street. All easements shall be a minimum of 20 feet in width and shall be improved to a width of at least 10 feet and remain sufficiently clear for the passage of emergency vehicles year-round. These conditions must be met prior to the sign's construction and continue until such a time that all sign equipment is removed. An approved emergency management system, such as Knox key accessibility, must be installed and fully operational for all fenced/secured components before installation of any off-premises sign may begin.
 - x. Sign is to be operated in such fashion that it does not disorient motorists.
2. Area and height. One off-premises sign may be erected on a lot, provided:
- a. The maximum area of an off-premises sign face shall be no more than 800 square feet. Off premises signs shall be rectangular in shape, with the area considered to be the smallest rectangle enclosing all display elements of the sign.
 - b. No off-premises sign shall exceed the maximum building height of the underlying zoning district.
3. Construction and Maintenance.
- a. All plans for off-premises signs shall be certified by a licensed engineer registered in Pennsylvania.
 - b. All off-premises advertising signs shall be constructed in accordance with industry-wide standards established by the Outdoor Advertising Association of America and the Institute of Outdoor Advertising, or their successor organizations. All off-premises advertising signs shall be structurally sound and maintained in good condition and in compliance with the Pennsylvania Uniform Construction Code.
 - c. Every three years, the owner of the billboard shall have a

structural inspection made of the billboard by a licensed engineer registered in Pennsylvania and shall provide to the City of Easton a certificate certifying that the billboard is structurally sound.

4. Abatement.
 - a. Whenever any off-premises sign is erected and/or maintained in violation of this chapter, or of the regulations promulgated under the Codified Ordinances of the City of Easton, the Department of Planning and Zoning shall serve written notice of such violations upon the property owner on which said off-premises sign is located, directing compliance within 30 days of receipt of the notice of violation. In the case where ownership cannot be determined or notice cannot be delivered, the Department of Planning and Codes shall place a violation notice upon the sign and/or sign structure.
 - b. After expiration of the time for compliance as stated on the notice of violation, if the violation has not been corrected, the City may itself or by contract remove the offending sign. The costs incurred by the City shall be charged against the person owning such offending sign. If the sign is abandoned, the property owner on whose premises the sign is located shall be responsible for the cost of removal.
 - c. If any condition and/or location of an off-premise sign results in an immediate peril to persons or property, the City may require immediate compliance to mitigate harm. If such compliance is not forthcoming, the City may without other notice, in addition to invoking any other sanction or remedial procedure provided, apply with the approval of the City Police to any court with jurisdiction for relief by injunction or restraining order.
5. Compliance with other City obligations. A permit will not be issued for any off-premises sign if the applicant or owner of the parcel upon which the off-premises sign is to be erected is delinquent paying any taxes, in violation of any law, code, standard, regulation, or similar obligations.

§595-198. Regulations by Sign Type: Limited Duration Signs

- A. Limited duration signs, as defined in this Section, located on private property are

subject to the regulations set forth below. Limited Duration signs that comply with the requirements in this subsection shall not be included in the determination of the type, number, or area of signs allowed on a property. Unless otherwise stated below, the requirements listed below shall apply to both commercial and non-commercial signs.

B. Size and Number.

1. Zoning Districts: Adaptive Reuse, River Corridor and Other Green Areas, Expressway Transitional, and Downtown

a. Large Limited Durations Signs: One (1) large limited duration sign is permitted per property per year in these zoning districts.

i. Type:

- a. Freestanding sign
- b. Window sign
- c. Wall sign

ii. Area: Each large limited duration sign shall have a maximum area of 12 sq. ft.

iii. Height: Large limited duration signs that are freestanding shall have a maximum height of eight (8) feet.

b. Small Limited Duration Signs: In addition to the large limited duration sign(s) outlined above, one (1) small limited duration sign is permitted per property per year in these zoning districts.

i. Type:

- a. Freestanding sign
- b. Window sign
- c. Wall sign

ii. Area: Each small limited duration sign shall have a maximum area of six (6) sq. ft.

iii. Height: Small limited duration signs that are freestanding shall have a maximum height of six (6) feet.

2. Zoning Districts: College Hill, South Side, and West Ward

a. Large Limited Duration Sign: One (1) large limited duration sign is permitted per property per year so long as the property is greater than two (2) acres in size and has at least 200 feet of street frontage.

i. Type:

- a. Freestanding sign
- b. Window sign

- c. Wall sign
 - ii. Area:
Each large limited duration sign shall have a maximum area of 12 sq. ft.
 - iii. Height:
Large limited duration signs that are freestanding shall have a maximum height of eight (8) feet.

b. Small Limited Duration Sign: One (1) small limited duration sign is permitted per property per year.

i. Type:

- a. Freestanding sign
- b. Window sign
- c. Wall sign

ii. Area:

Each small limited duration sign shall have a maximum area of six (6) sq. ft.

iii. Height:

Small limited duration signs that are freestanding shall have a maximum height of six (6) feet.

C. Permit Requirements.

1. A permit for a limited duration sign is issued for one (1) year and may be renewed annually.
2. One (1) sign is allowed per permit.
3. An application for a limited duration sign permit must include:
 - a. A description of the sign indicating the number, size, shape, dimensions, and colors of the sign, and the expected length of time the sign will be displayed.
 - b. A schematic drawing of the site showing the proposed location of the sign in relation to nearby buildings and streets.

D. Installation and Maintenance.

1. All limited duration signs must be installed such that they do not create a safety hazard.
2. All limited duration signs must be made of durable materials and shall be well-maintained.
3. Limited duration signs that are frayed, torn, broken, or that are no longer legible shall be deemed unmaintained and required to be removed.

E. Illumination:

Illumination of any limited duration sign is prohibited.

§595-199. Regulations by Sign Type: Temporary Signs

Temporary signs, as defined in this Section, located on private property, are exempt from standard permit requirements. Temporary signs that comply with the requirements in this sub-section shall not be included in the determination of the type, number, or area of signs allowed on a property.

- A. Unless otherwise stated below, the requirements listed below shall apply to both commercial and non-commercial signs.

- B. Size and Number.
 - 1. Zoning Districts: Adaptive Reuse, River Corridor and Other Green Areas, Expressway Transitional, and Downtown
 - a. Large Temporary Signs: One (1) large temporary sign is permitted per property per year in these zoning districts.
 - i. Type:
 - a. Freestanding sign
 - b. Window sign
 - c. Wall sign
 - ii. Area:
 - a. Each large temporary freestanding, window, or wall sign shall have a maximum area of 12 sq. ft.
 - iii. Height:
 - a. Large temporary signs that are freestanding shall have a maximum height of eight (8) feet.
 - b. Small Temporary Signs: In addition to the large temporary sign(s) outlined above, one (1) small temporary sign is permitted per property per year in these zoning districts.
 - i. Type:
 - a. Freestanding sign
 - b. Window sign
 - c. Wall sign
 - d. Personal Expression sign
 - ii. Area:
 - a. Each small temporary sign shall have a maximum area of six (6) sq. ft.
 - iii. Height:
 - a. Small temporary signs shall have a maximum height of six (6) feet.
 - 2. Zoning Districts: College Hill, South Side, and West Ward
 - a. Large Temporary Signs: One (1) large temporary sign is permitted per residential property so long as the property is

greater than two (2) acres in size and has at least 200 feet of street frontage.

- i. Type:
 - a. Freestanding sign
 - b. Window sign
 - c. Wall sign
 - d. Personal Expression sign
- ii. Area:
 - a. Each large temporary freestanding, window, or wall sign shall have a maximum area of 12 square feet.
- iii. Height:
 - a. Large temporary signs that are freestanding shall have a maximum height of eight (8) feet.

b. Small Temporary Signs: One (1) small temporary sign is permitted per residential property.

- i. Type:
 - a. Freestanding sign
 - b. Window sign
 - c. Wall sign
 - d. Personal Expression sign
- ii. Area:
 - a. Each small temporary sign shall have a maximum area of six (6) sq. ft.
- iii. Height:
 - a. Small temporary signs shall have a maximum height of six (6) feet.

C. Duration and Removal

- 1. Temporary signs may be displayed up to a maximum of 30 consecutive days, two (2) times per year.
- 2. The City of Easton or the property owner may confiscate signs installed in violation of this chapter. Neither the City of Easton nor the property owner is responsible for notifying sign owners of confiscation of an illegal sign.

D. Permission: The party posting the temporary sign is solely responsible for obtaining the permission of the property owner before posting their temporary sign.

E. Municipal Notification: Temporary signs are exempt from the standard permit requirements but the date of erection of a temporary sign must be written in indelible ink on the lower right hand corner of the sign. Signs without this marking shall be deemed to have been erected for more than 30 days

- F. Installation and Maintenance.
1. All temporary signs must be installed such that they do not create a safety hazard.
 2. All temporary signs must be made of durable materials and shall be well-maintained.
 3. Temporary signs that are frayed, torn, broken, or that are no longer legible will be deemed unmaintained and required to be removed.
- G. Illumination:
Illumination of any temporary sign is prohibited.

§595-200. Regulations by Sign Type: Portable Signs

- A. General Provisions.
1. Illumination: Illumination of any portable sign is prohibited.
 2. Hours of Display.
 - a. All portable signs must be taken in during hours of non-operation of the business being advertised.
- B. Sandwich Board. Sandwich board signs that comply with the requirements in this sub-section shall not be included in the determination of the type, number, or area of signs allowed on a property.
1. Number:
One (1) sandwich board sign is permitted per establishment.
 2. Area:
Each sign shall have a maximum area of seven (7) sq. ft. per sign face.
 3. Height:
Signs shall have a maximum height of three and one-half (3.5) feet.
 4. Sign Placement.
 - a. If a sign is located on a public or private sidewalk, a minimum of 36 inches of unobstructed sidewalk clearance must be maintained between the sign and any building or other obstruction.
 - b. The sign must be located on the premises, and within 6 feet of the primary public entrance, of the establishment it advertises.
 - c. Portable signs shall be weighted, temporarily secured, or strategically placed so as to avoid being moved by high winds.
 5. Manual Changeable Copy.
 - a. Manual changeable copy signs are permitted when

- integrated into a sandwich board sign.
- b. Commercial messages must advertise only goods and services available on the premises.

§595-201. Special Regulations for Signs in the Local Historic District

In addition to all other requirements of this Chapter, the following regulations shall be applicable to any sign placed in the designated Local Historic District:

- A. No sign shall be erected or altered until an application has been reviewed and approved by the Historic District Commission and after City Council has issued a Certificate of Appropriateness.
- B. Installation must not damage or require removal of historic materials and must be done in a manner such that signs can be removed without harm to the masonry or architectural detailing.
- C. The Historic District Commission shall ensure that the proposed sign is appropriate in relation:
 - 1. To the style, period, type, size, and scale of the building and district for which it is proposed.
 - 2. With other signs in the district.
- D. Permit Requirements.
 - 1. All applications for a Certificate of Appropriateness must contain the following information:
 - a. A current color photograph of the property.
 - b. An illustration of the building facade showing the proposed sign.
 - c. A scaled drawing showing the sign itself and including the size, materials, colors, lighting, lettering, and method of attachment. Material samples may be required.
 - d. The type of illumination.

§595-202. Removal of Unsafe, Unlawful, or Abandoned Signs

- A. Unsafe or Unlawful Signs.
 - 1. Upon written notice by the City of Easton, the owner, person, or firm maintaining a sign shall remove the sign when it becomes unsafe, is in danger of falling, or it becomes so deteriorated that it no longer serves a useful purpose of communication, or it is determined by the City of Easton to be a nuisance, or it is deemed unsafe by the City of Easton, or it is unlawfully erected in violation of any of the provisions of this Article.
 - 2. The City of Easton may remove or cause to be removed the sign at the expense of the owner and/or lessee in the event of the owner of

the person or firm maintaining the sign has not complied with the terms of the notice within thirty (30) days of the date of the notice. In the event of immediate danger, the City of Easton may remove the sign immediately upon the issuance of notice to the owner, person, or firm maintaining the sign.

B. Abandoned Signs.

1. It shall be the responsibility of the owner of any property upon which an abandoned sign is located to remove such sign within 30 days of the sign becoming abandoned as defined in this section. Removal of an abandoned sign shall include the removal of the entire sign including the sign face, supporting structure, and structural trim.
2. Where the owner of the property on which an abandoned sign is located fails to remove such sign within the 30 days the City of Easton may remove such sign. Any expense directly incurred in the removal of such sign shall be charged to the owner of the property. Where the owner fails to pay, the City of Easton may file a lien upon the property for the purpose of recovering all reasonable costs associated with the removal of the sign.

§595-203. Permits & Applications

- A. It shall be unlawful for any person, firm, or corporation to erect, alter, repair, or relocate any sign within the City of Easton without first obtaining a sign permit, unless the sign is specifically exempt from the permit requirements.
- B. In order to apply for a sign permit, the applicant must provide the following information to the City of Easton:
1. Name, address, e-mail, and telephone number of applicant.
 2. Name, address, e-mail, and telephone number of the property owner, and the signature of the property owner or duly authorized agent for the owner.
 3. Description of any existing signage that will remain on the site.
 4. Identification of the type of sign(s) to be erected by the applicant.
 5. Location of the lot, building, and proposed sign in relation to each public right-of-way, building, and driveway.
 6. The design of each sign face and sign structure, including dimensions, total area, sign height, depth, color scheme, structural details, materials, lighting scheme and proposed location.
 7. A permit fee shall be paid.
- C. Each owner and applicant (if different than owner) shall be required as a continuing condition of any permit issued under this section, to provide the City of Easton with written notice of a change of address within 14 days of such a

change, to be sent to both the Zoning Officer of the City of Easton and the Director of Finance of the City of Easton. Failure to comply with this requirement is considered grounds for revocation of the permit. Moreover, each owner and applicant, by acceptance of the permit, agrees that if a notice is returned because the party is no longer at that address, or otherwise is not signed for, the service requirement is satisfied if the City mails a notice by first class mail to the last address provided to the City, as well as posting the notice upon the property subject to the permit.

§595-204. Nonconforming Signs

- A. Signs legally in existence at the time of the adoption of this Ordinance, which do not conform to the requirements of this Ordinance, shall be considered existing nonconforming signs.
- B. All permanent signs and sign structures shall be brought into conformance with the sign regulations when and if the following occurs:
 - 1. The sign is removed, relocated, or significantly altered. Significant alterations include changes in the size or dimension of the sign. Changes to the sign copy or the replacement of a sign face on a nonconforming sign shall not be considered a significant alteration.
 - 2. If more than 50% of the sign area is damaged, it shall be repaired to conform to this Ordinance.
 - 3. A change in the mechanical facilities or type of illumination
 - 4. The property on which the nonconforming sign is located submits a subdivision or land development application requiring municipal review and approval.
 - 5. The property on which the nonconforming sign is located undergoes a change of land use requiring the issuance of either a use and occupancy permit or a change of use and occupancy permit by the City of Easton.

§595-205. Permitted Signs by District

- A. The Table of Permitted Signs by District is located at the end of this chapter.
- B. Requirements.
 - 1. Not more than one such sign shall be erected for each unit unless:
 - a. Such property fronts on more than one street, in which case one such sign may be erected on each street frontage in all zoning districts except:
 - i. Institutional 1 (INS-1), Institutional 2 (INS-2) and Adaptive Reuse (AR) Zoning Districts where two signs per frontage

shall be allowed if the total area of all signs does not exceed 30 square feet.

2. Downtown Zoning District and Street Corridor Enhancement Overlay District where two signs per frontage shall be allowed if:
 - a. At least one of the signs per frontage is a projecting sign; and
 - b. The total area of all signs does not exceed 30 square feet per frontage.

§595-206. Complaints

- A. All complaints regarding signs must:
 1. Be submitted in writing and include:
 - a. Name, address, phone number and signature of the complainant.
 - b. Proof that the complainant is a resident of, landholder in, or possesses a valid business license in the City of Easton.
 2. Be filed with the Zoning Officer or his/her staff.
- B. Only the Zoning Officer shall enforce this chapter.
- C. All written complaints will be referred to the responsible entity by the City of Easton.