

THE BOROUGH OF MOUNT POCONO ORDINANCE NO. 7 OF 2023

AN ORDINANCE AMENDING THE MOUNT POCONO ZONING ORDINANCE RELATING TO SIGNAGE

WHEREAS, the Borough of Mount Pocono has adopted a Comprehensive Zoning Ordinance in accordance with the provisions of the Pennsylvania Municipalities Planning Code; and

WHEREAS, the Zoning Ordinance is codified in the Mount Pocono Borough Code at §215;

WHEREAS, regulations pertaining to signage appear in the Zoning Ordinance at code §215-78 to 100; and

WHEREAS, the Pennsylvania Municipalities Planning Code, as well as the Mount Pocono Zoning Ordinance, permit amendment of the Ordinance from time to time; and

WHEREAS, the Borough Council believes that as in the best interest that the Borough amend the sign Ordinance in accordance with the below changes to such Ordinance.

NOW, THEREFORE, The Mount Pocono Zoning Ordinance pertaining to signages amended as follows:

1. Code §215-82 is amended to add new section L as follows:

*Directional signs. Directional signs giving directional assistance for the convenience of the public, not exceeding four square feet per side in area or located closer than five feet to any property line, are permitted. Directional signs may be internally or illuminated by white light only.*

*If erected along a right-of-way and directing traffic to a facility or activity not located on the property on which the sign is erected, the sign shall:*

- A. *Be limited in content to the name of the event, distance to the event in miles and a directional arrow.*
- B. *Under no circumstances reference any enterprise or activity which is more than eight miles from the sign location.*
- C. *If clustered, have maximum dimensions of 36 inches by 48 inches.*

*If erected on the same private property on which the facility is located, the sign shall:*

- A. *Be limited in content to the name of the business or enterprise, directional information and a directional arrow.*
- B. *Not reference any additional enterprise which is not located on the same premises.*

2. Amend Code §215-83(b) to remove "video display signs".
3. Amend §215-85(a)(1) to replace the existing language with the following:

*In the case of a grand opening or similar event, banners, posters, pennants, ribbons, streamers, spinners or other similar moving, fluttering or revolving devices may be used for a period of 30 days.*

4. Amend Code §215-88 to add new section H as follows:

*Portable signs. Portable signs shall be allowed as freestanding on-premises signs only under the following circumstances:*

- A. *When a standard freestanding sign cannot be erected without creating a hazard to traffic.*
- B. *Portable signs classified as freestanding signs shall in all cases be permitted only upon the granting of a special exception by the Zoning Hearing Board.*
- C. *Portable signs must be conformed to the general standards and size requirements of this chapter for on-premises signs.*

5. Amend Code §215-88 to add new section L as follows:

Video Display Signs. Video Display Signs shall be permitted according to the following restrictions.

- A. All messages, images, or displays shall not change and shall remain unchanged for a minimum of eight seconds.
- B. There shall be no appearance of a visual dissolve or fading, in which any part of one message, image, or display disappears simultaneously with the appearance of any part of a second message, image, or display.
- C. There shall be no appearance of flashing or sudden bursts of light, and no appearance of video motion, animation, movement, or flow of message, image, or display within the sign.
- D. The intensity and contrast of light levels shall remain constant throughout the sign face.
- E. Digital Display signs shall be equipped with an automatic day/night dimming software to reduce the illumination of the sign, based on the ambient light levels, to be visible without providing glare or distraction to the public. The dimming device shall minimize the illumination used to the lowest level necessary to make the sign conspicuous and visible during both daytime and nighttime hours. In no case shall the nighttime illumination intensity of the sign from one hour after sunset to one hour prior to sunrise exceed 150 nits.
- F. The size limitations for Digital Display Signs shall be determined by the restrictions that apply by that type of sign, zoning district and any other restriction regulated throughout this chapter.

6. Amend Code §215-89(g)(1) to change "seven" to "thirty".

Adopted and ordained this 8th day of November, 2023.

**MOUNT POCONO BOROUGH COUNCIL**


By:   
**Donald Struckle, Council President**

**ATTEST:**



**Marissa Duffy, Secretary**

I approve this Ordinance this 8th day of November, 2023,

  
**Randy Altemose, Mayor**