

May 20, 2015 - Rev. July 15, 2015; Revised February 14, 2017

Sign Ordinance Model

For



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A handwritten signature in black ink, appearing to read 'R. A. Watkins', is written over a horizontal line.

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Section 1. Applicability

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

Section 2. 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 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, and general welfare by:

- A. Setting standards and providing uniform, based controls that permit reasonable use of signs and preserve the character of the City.
- B. Prohibiting the erection of signs in such numbers, sizes, designs, illumination, and locations as may create a hazard to pedestrians and motorists.
- C. Avoiding excessive conflicts from large or multiple signs, so that permitted signs provide adequate identification and direction while minimizing clutter, unsightliness, and confusion.
- D. Establishing a process for the review and approval of sign permit applications.
- E. *Optional:* Ensuring sign design that builds on the traditional town image and visual environment the City seeks to promote.

Section 3. 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, or in absence of a legal definition, their meaning as commonly accepted by practitioners including civil engineers, surveyors, architects, landscape architects, and planners.

Abandoned Sign: A sign which has not identified or advertised a current business, service, owner, product, or activity for a period of at least 180 days, in the case of off-premises signs, or at least 360 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.

Balloon Sign: A lighter-than-air, gas-filled balloon, tethered in a fixed location, which contains an advertisement message on its surface or attached to the balloon in any manner.

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.

Beacon Lighting: Any source of electric light, whether portable or fixed, the primary purpose of which is to cast a concentrated beam of light generally skyward as a means of attracting attention to its location rather than to illuminate any particular sign, structure, or other object.

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.

Changeable Copy Sign: A sign or portion thereof on which the copy or symbols change either automatically through electrical or electronic means, or manually through placement of letters or symbols on a panel mounted in or on a track system. The two types of changeable-copy signs are *manual changeable copy signs and electronic changeable copy signs, which include: message center signs, digital displays, and Tri-Vision Boards.*

Channel Letter Sign: A sign consisting of fabricated or formed three-dimensional letters, individually applied to a wall, which may accommodate a light source.

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.

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

Festoon Lighting: A type of illumination comprised of either: (a) a group of incandescent light bulbs hung or strung overhead or on a building or other structure, or (b) light bulbs not shaded or hooded or otherwise screened to prevent direct rays of light from shining on adjacent properties or rights-of-way.

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.

Foot-candle: A unit of incident light (on a surface) stated in lumens per square foot and measurable with an illuminance meter, a.k.a. footcandle or light meter. One (1) footcandle is equal to one (1) lumen per square foot

Foot-lambert: A unit of emitted light (from a surface) stated in lumens per square foot and measurable with an illuminance meter, a.k.a. footcandle or light meter. One (1) foot-lambert is equal to one (1) lumen per square foot.

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 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 a 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.

Historic District: A district or zone designated by a local, state, or federal government, within which buildings, structures, and/or appurtenances are deemed important because of their association with history, or because of their unique architectural style and scale.

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 equipped with a portable blower motor that provides a constant flow of air into the device.

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

Legibility: The physical attributes of a sign that allow for an observer's differentiation of its letters, words, numbers, or graphics.

Light Trespass: Light emitted by a lighting installation, which extends beyond the boundaries of the property on which the installation is sited.

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.

Luminance: An objective measurement of the brightness of illumination, including illumination emitted by an electronic sign, measured in candles per square foot (cd/ft²).

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.

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.

Memorial Sign: A memorial plaque or tablet, including grave markers or other remembrances of persons or events, which is not used for a commercial message.

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.

Multi-Tenant Sign: A freestanding sign used to advertise businesses that occupy a shopping center or complex with multiple tenants.

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*)

Official Traffic Sign: Official highway route number signs, street name signs, directional signs and other traffic signs erected and maintained on public highways and roads in the interest of public safety or for the regulation of traffic.

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.

Permanent Sign: A sign attached or affixed to a building, window, or structure, or to the ground in a manner that enables the sign to resist environmental loads, such as wind, and that precludes ready removal or movement of the sign and whose intended use appears to be indefinite.

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

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.

Private Drive Sign: A sign indicating a street or drive which is not publicly owned and maintained and used only for access by the occupants of the development and their guests.

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 or awning. (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.

Scoreboard: A sign contained within an athletic venue and intended solely to provide information to the attendees of an athletic event.

Security Sign: An on-premises sign regulating the use of the premises, such as a “no trespassing,” “no hunting,” or “no soliciting” sign. (Also known as *warning sign*)

Shielded: The description of a luminaire from which no direct glare is visible at normal viewing angles, by virtue of its being properly aimed, oriented, and located and properly fitted with such devices as shields, barn doors, baffles, louvers, skirts, or visors.

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.

Sign Area: The total dimensions of a sign surface used to display information, messages, advertising, logos, or symbols. See §6.D. for standards for measuring sign area.

Sign Face: The part of the sign that is or can be used for the sign area. The sign area could be smaller than the sign face.

Sign Height: The vertical dimension of a sign.

Sign Supporting Structure: Poles, posts, walls, frames, brackets, or other supports holding a sign in place.

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*)

Storefront: The exterior facade of a building housing a commercial use visible from a street, sidewalk, or other pedestrian way accessible to the public and containing the primary entrance to the commercial establishment.

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 Frontage: The side or sides of a lot abutting on a public street or right-of-way.

Street Pole Banner: A banner suspended above a public sidewalk and attached to a single street pole. These signs shall not contain any commercial advertising.

Tri-Vision Boards: An outdoor unit with a slatted face that allows three different copy messages to revolve at intermittent intervals.

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, within three (3) feet of the glass, 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.

Section 4. Prohibited Signs (ALL READY PROVIDED IN ORDINANCE)

Section 5. 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, including flags, provided that they do not exceed three (3) sq. ft. in area per side, are non-commercial in nature, and not illuminated.
- 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.
 - 1. *Residential districts.* Signs not to exceed three (3) sq. ft. in area.
 - 2. *Non-residential districts.* Signs not to exceed five (5) sq. ft. in area.
- 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. Private drive signs - One (1) sign per driveway entrance, not to exceed two (2) sq. ft. in area.
- J. Security and warning signs - These limitations shall not apply to the posting of conventional “no trespassing” signs in accordance with state law.
 - 1. *Residential districts.* Signs not to exceed two (2) sq. ft. in area.
 - 2. *Non-residential districts.* Maximum of one (1) large sign per property, not to exceed five (5) sq. ft. in area. All other posted security and warning signs may not exceed two (2) sq. ft. in area.
- K. Flags:
 - 1. *Location.* Flags and flagpoles shall not be located within any right-of-way. *Height.* Flags shall have a maximum height of 30 ft.
 - 2. *Number.* No more than two (2) flags per lot in residential districts, no more than three (3) flags per lot in all other districts.

Section 6. General Regulations

A. Sign location.

1. No sign shall be placed in such a position as to endanger pedestrians, bicyclists, or traffic on a street by obscuring the view or by interfering with official street signs or signals by virtue of position or color.
2. No sign may occupy a sight triangle.
3. Signs and their supporting structures shall maintain clearance and noninterference with all surface and underground utility and communications lines or equipment.

B. Sign Materials & Construction: Every sign shall be constructed of durable materials, using noncorrosive fastenings; shall be structurally safe and erected or installed in strict accordance with the NJ Uniform Construction Code; and shall be maintained in safe condition and good repair at all times so that all sign information is clearly legible.

C. Sign Area.

1. The area of a sign shall mean the area of all lettering, wording, and accompanying designs, logos, and symbols. The area of a sign shall not include any supporting framework, bracing or trim which is incidental to the display, provided that it does not contain any lettering, wording, or symbols.
2. Where the sign consists of individual letters, designs, or symbols attached to a building, awning, wall, or window, the area shall be that of the smallest rectangle which encompasses all of the letters, designs, and symbols.
3. Signs may be double-sided.
 - a. On-premises signs.
 - i. Only one (1) side shall be considered when determining the sign area, provided that the faces are equal in size, the interior angle formed by the faces is less than 45 degrees, and the two faces are not more than 18 inches apart.
 - ii. Where the faces are not equal in size, but the interior angle formed by the faces is less than 45 degrees and the two faces are not more than 18 inches apart, the larger sign face shall be used as the basis for calculating sign area.
 - iii. When the interior angle formed by the faces is greater than 45 degrees, or the faces are greater than 18 inches apart, all sides of such sign shall be considered in calculating the sign area.

4. Signs that consist of, or have attached to them, one or more three-dimensional or irregularly shaped objects, shall have a sign area of the sum of two adjacent vertical sign faces of the smallest cube encompassing the sign or object.
5. If elements of a sign are movable or flexible, such as a flag or banner, the measurement is taken when the elements are fully extended and parallel to the plane of view.
6. The permitted maximum area for all signs is determined by the sign type and the zoning district in which the sign is located.

D. Sign Height.

1. Sign height shall be measured as the distance from the highest portion of the sign to the mean finished grade of the street closest to the sign. In the case of a sign located greater than 100 feet from a public street, height shall be measured to the mean grade at the base of the sign.
2. Clearance for freestanding and projecting signs shall be measured as the smallest vertical distance between finished grade and the lowest point of the sign, including any framework or other structural elements.
3. The permitted maximum height for all signs is determined by the sign type and the zoning district in which the sign is located.

E. Sign Spacing: The spacing between sign structures shall be measured as a straight-line distance between the closest edges of each sign.

F. Sign Illumination.

1. Signs may be illuminated, unless otherwise specified herein, consistent with the following standards:
 - a. *Location.* The summary table below (§6.F.7.) provides detailed information about what types of illumination are permitted in each zoning district.
 - b. Light sources to illuminate signs shall neither be visible from any street right-of-way, nor cause glare hazardous or distracting to pedestrians, vehicle drivers, or adjacent properties.

- c. No more than 0.2 foot-candle of light shall be detectable at the boundary of any abutting property.
- d. *Hours of Operation:*
 - i. Signs on non-residential properties may be illuminated from 5 am until 11pm, or ½ hour past the close of business of the facility being identified or advertised, whichever is later.
 - ii. Signs shall provide an automatic timer to comply with the intent of this Section.
- e. *Brightness:* Message center signs and digital displays are subject to the following brightness limits:
 - i. During daylight hours between sunrise and sunset, luminance shall be no greater than five thousand (5,000) nits.
 - ii. At all other times, luminance shall be no greater than two hundred fifty (250) nits.
 - iii. Each sign must have a light sensing device that will automatically adjust the brightness of the display as the natural ambient light conditions change. To comply with the limits set here within.
- f. *Message Duration:* The length of time each message may be displayed on a message center sign, digital display, or Tri-Vision Board sign is based upon the visibility and speed limit unique to individual signs and adjacent road conditions. The following method should be used to calculate message duration for message center signs, digital displays, or Tri-Vision Board signs.
 - i. Determine the greatest distance from which the sign becomes visible on the road the sign is primarily intended to serve. If a sign is intended to be seen by more than one roadway, the road with the lower posted speed limit shall be used for determining message duration.
 - ii. Multiply the road's posted speed limit (MPH) by 5,280, and then divide by 3,600 to obtain the speed limit in feet/second.
 - iii. Divide the visibility distance by the speed limit (feet/second).
 - iv. Add an additional ten (10) percent of this number to the total.
 - v. The resulting amount of time is the minimum permitted message duration, except where this value is less than eight (8) seconds in which the minimum message duration shall be no less than eight (8) seconds.

2. Types of Illumination: Where permitted, illumination may be:

- a. *External:* Externally illuminated signs, where permitted, are subject to the following regulations:

- i. The source of the light must be concealed by translucent covers.
 - ii. External illumination shall be by a steady, stationary light source, shielded and directed solely at the sign. The light source must be static in color.
 - b. *Internal:* Internally illuminated signs, where permitted, are subject to the following regulations:
 - i. Internal illumination, including neon lighting, must be static in intensity and color.
 - ii. Message center signs are permitted in accordance with the regulations contained in §6.F.3.
 - iii. Digital displays are permitted in accordance with the regulations contained in §6.F.4.
3. Message center signs are subject to the following regulations, in addition to all other illumination requirements established in this Section.
 - a. *Sign Type:* Message center signs are permitted in the form of freestanding, monument, and wall signs.
 - b. *Height:* A message center sign shall have the same height limits as other permitted signs of the same type and location.
 - c. *Area:* When used as an on-premises sign, message center signs shall not exceed 50% of the sign area for any one sign, and shall not exceed more than 30% of the total area for all signs permitted on a property.
 - d. *Maximum Number:* Where permitted, one (1) message center sign is permitted per street frontage, up to a maximum of two (2) message center signs per property.
 - e. *Message Display:*
 - i. No message center sign may contain text which flashes, pulsates, moves, or scrolls. Each complete message must fit on one screen.
 - ii. The content of a message center sign must transition by changing instantly (*e.g.*, no fade-out or fade-in).
 - iii. *Default Design:* The sign shall contain a default design which shall freeze the sign message in one position if a malfunction should occur.
 - f. Conversion of a permitted non-message center sign to a message center sign requires the issuance of a permit pursuant to Permits & Applications.

- g. The addition of any message center sign to a nonconforming sign is prohibited.
 - h. *Public Service Announcements:* The owner of every message center sign shall coordinate with the local authorities to display, when appropriate, emergency information important to the traveling public including, but not limited to Amber Alerts or alerts concerning terrorist attacks or natural disasters. Emergency information messages shall remain in the advertising rotation according to the protocols of the agency that issues the information.
4. Digital display signs are subject to the following regulations in addition to all other requirements established in this Section.
- a. *Sign Type:* Digital displays are permitted in the form of freestanding, monument, and wall signs.
 - b. *Height:* A digital display shall have the same height limits as for other permitted sign of the same type and location.
 - c. *Area:* When used as an on-premises sign, digital displays shall not exceed more than 30% of the total sign area permitted on the site.
 - d. *Maximum Number per Property:* Where permitted, one (1) digital display sign is permitted per property
 - e. *Message Display:*
 - i. Any Digital Display containing animation, streaming video, or text or images which flash, pulsate, move, or scroll is prohibited. Each complete message must fit on one screen.
 - ii. One message/display may be brighter than another, but each individual message/display must be static in intensity.
 - iii. The content of a digital display must transition by changing instantly, with no transition graphics (*e.g.*, no fade-out or fade-in).
 - iv. *Default Design:* The sign shall contain a default design which shall freeze the sign message in one position if a malfunction should occur.

- f. Conversion of a permitted non-digital sign to a digital sign requires the issuance of a permit pursuant to Permits & Applications.
 - g. The addition of any digital display to a nonconforming sign is prohibited.
 - h. *Public Service Announcements:* The owner of every digital sign shall coordinate with the local authorities to display, when appropriate, emergency information important to the traveling public including, but not limited to Amber Alerts or alerts concerning terrorist attacks or natural disasters. Emergency information messages shall remain in the advertising rotation according to the protocols of the agency that issues the information.
5. Electrical Standards.
- a. Permits for illuminated signs will not be issued without an approved electrical permit, if required. Applications for electrical permits shall be filed at the same time as the sign permit application.
 - b. All work shall be completed in full compliance with the City Electrical Code as set forth in the NJ Uniform Construction Code.
 - c. The electrical supply to all exterior signs, whether to the sign itself or to lighting fixtures positioned to illuminate the sign, shall be provided by means of concealed electrical cables. Electrical supply to freestanding signs shall be provided by means of underground cables.
 - d. The owner of any illuminated sign shall arrange for a certification showing compliance with the brightness standards set forth herein by an independent contractor and provide the certification documentation to the City as a condition precedent to the issuance of a sign permit.
6. Glare Control: Glare control shall be achieved primarily through the use of such means as cutoff fixtures, shields, and baffles, and appropriate application of fixture mounting height, wattage, aiming angle, and fixture placement. Vegetation screens shall not be employed to serve as the primary means for controlling glare.

District	Illumination Type				Brightness Limitation for Digital Displays and Message Center Signs	Hours of Illumination	Motion Limitation	Size Limitation	
	Internal	Message Center Sign	External	Digital Display			Digital Displays and Message Center Signs	Digital Display Signs as a Max % of Total Sign Area	Message Center Signs as a Max % of Total Sign Area
Residential	N	N	Y	N	N/A	N/A	Determined by visibility. See 6.f.4.c	N/A	50%
Village Commercial	N	N	Y	N	N/A	5 am to 11 pm or ½ hour past close of business	Determined by visibility. See 6.f.4.c	N/A	50%
Commercial	Y	Y	Y	Y	Daytime: 5,000 Nits Nighttime: 250 Nits	5 am to 11 pm or ½ hour past close of business	Determined by visibility. See 6.f.4.c	30%	50%
Industrial	Y	Y	Y	Y	Daytime: 5,000 Nits Nighttime: 250 Nits	5 am to 11 pm or ½ hour past close of business	Determined by visibility. See 6.f.4.c	30%	50%

Section 7: Signs in Village Commercial Districts (HVC, HVR & HVW)

In addition to the exempt signs described in §5. Signs Exempt from Permit Requirements, the following numbers and types of signs may be erected in the Historic Village Commercial districts, subject to the conditions specified here.

- A. Any sign permitted in residential districts, for appropriate uses,
- B. The total area of all wall, awning/canopy, and projecting signs shall be limited to one and a half (1.5) square feet per one (1) linear foot of building frontage that faces a public street or parking lot, subject to maximum size limitations based on sign type.
- C. Wall signs for non-residential uses shall be permitted subject to the following regulations.
 - 1. Number: One (1) sign per tenant per street frontage, up to two (2) signs per tenant. Where a property has entrances facing both a street and a parking lot, a second sign is permitted to face the parking lot.
 - 2. Area: Each sign shall have a maximum area of 12 sq. ft. per sign face.
 - 3. Vertical Height: Signs shall have a maximum height of three (3) feet.
 - 4. Illumination: The following illumination types shall be permitted subject to the regulations in §6.F. Sign Illumination.
 - a. External illumination, lit from above
 - b. Halo illumination or back-lit letters
 - 5. Type: Signs shall be sand blasted wood or approved equal.
- D. Awning or canopy signs for non-residential uses shall be permitted subject to the following regulations.
 - 1. Height: Signs shall have a maximum height equal to the eaveline or the bottom of the second story window sill, whichever is lower.
 - 2. Illumination: These signs shall be non-illuminated.
- E. Projecting signs for non-residential uses shall be permitted subject to the following regulations.
 - 1. Number: One (1) sign per ground floor establishment, plus one (1) sign per building entrance serving one or more commercial tenants without a ground floor entrance.
 - 2. Area: Each sign shall have a maximum area of 10 sq. ft. per sign face.
 - 3. Vertical Height: Signs shall have a maximum height of three (3) feet.
 - 4. Illumination: These signs shall be non-illuminated.

- F. Window signs for non-residential uses shall be permitted subject to the following regulations.
 1. Area: A maximum of 15% of the total window area of any single storefront may be used for permanent signs that are etched, painted, or otherwise permanently affixed to the window.
 2. Illumination: These signs shall be non-illuminated.

- G. Freestanding signs for non-residential uses shall be permitted subject to the following regulations.
 1. Number: One (1) sign per street frontage, up to two (2) signs per property held in single and separate ownership.
 2. Area: Each sign shall have a maximum area of 15 sq. ft., plus an additional 5 sq. ft. per tenant, up to a maximum of 30 sq. ft.
 3. Height: Freestanding signs shall have a maximum height of 10 ft.
 4. Illumination: The following illumination types shall be permitted subject to the regulations in §6.F. Sign Illumination.
 - a. External illumination.
 5. Type: Signs shall be sand blasted wood or approved equal.

- H. Summary Table for Signs in Village Commercial Districts.

Village Commercial Districts				
	Wall and Awning/Canopy	Projecting	Window	Freestanding
Maximum Number	Wall: 1 per tenant per street frontage (up to 2 per tenant) Awning/Canopy: N/A	1 per ground floor establishment, plus 1 per building entrance serving tenants without a ground floor entrance	N/A	1 per street frontage, up to 2 per lot; 5 feet from property line
Maximum Area (Total)	1.5 sq. ft. per linear ft. of building frontage facing a public street or parking lot, subject to maximum size limitations based on sign type		N/A	N/A
Maximum Area (Individual)	Wall: 12 sq. ft. Awning/Canopy: N/A	10 sq. ft.	15% total window area (permanent signs); 25% total window area (all signs)	15 sq. ft. plus 5 sq. ft. per additional tenant up to 30 sq. ft.
Maximum Height	3 ft. Vertical		N/A	10 ft.

Section 8: Signs in Commercial and Industrial Districts

Except as noted below, the following numbers and types of signs may be erected in any commercial or industrial district as listed in 114-5 subject to the conditions specified here.

- A. The total area of all wall, awning/canopy, and projecting signs shall be limited to two (2) square feet per one (1) linear foot of building frontage that faces a public street or parking lot, but not to exceed 150 square feet and subject to maximum size limitations based on sign type.
- B. Wall signs shall be permitted subject to the following regulations.
 - 1. Number: One (1) sign per tenant per street frontage, up to a maximum of two (2) signs per tenant if total sign allowable area is met and where a store has entrances facing both a street and a parking lot, a second sign is permitted to face the parking lot.
 - 2. Area: Each sign shall have a maximum area of 60 sq. ft. per sign face.
 - 3. Vertical Height: Signs shall have a maximum height of five (5) feet.
 - 4. Illumination: The following illumination types shall be permitted subject to the regulations in §6.F. Sign Illumination.
 - a. Internal illumination
 - b. External illumination, lit from above
 - c. Halo illumination or back-lit letters
 - d. Neon lighting
 - e. Awning or canopy signs for non-residential uses shall be permitted subject to the following regulations.
 - 1. Vertical Height: Signs shall have a maximum height of five (5) feet.
 - 2. Illumination: The following illumination types shall be permitted subject to the regulations in §6. Sign Illumination.
- C. Projecting signs shall be permitted subject to the following regulations.

1. Number: One (1) sign per ground floor establishment, plus one (1) sign per building entrance serving one or more commercial tenants without a ground floor entrance.
2. Area: Each sign shall have a maximum area of twenty (20) sq. ft. per sign face.
3. Vertical Height: Signs shall have a maximum height of five (5) feet.
4. Illumination: The following illumination types shall be permitted subject to the regulations in §6.F. Sign Illumination.
 - a. External illumination, lit from above
 - b. Neon lighting

D. Window signs shall be permitted subject to the following regulations.

1. Area: A maximum of 25% of the total window area of any single storefront may be used for permanent signs that are etched, painted, or permanently affixed to the window. A maximum of 35% of the total window area of any single storefront may be covered by a combination of permanent and temporary window signs.
2. Illumination: The following illumination types shall be permitted subject to the regulations in §6.F. Sign Illumination.
 - a. Neon lighting

E. Freestanding signs shall be permitted subject to the following regulations.

1. Number: One (1) sign per 300 linear feet of street frontage.
 - a. For permitted gas stations, one (1) additional freestanding sign per street frontage shall be permitted for the advertising of gas prices and identification of the gas station only, up to two (2) additional signs per property.
2. Area: Each sign shall have a maximum area of 150 sq. ft., with the allowable area to be equal to one (1) square foot of surface area for each five (5) feet of street frontage.
3. Height: Signs shall have a maximum height of 25 ft.
4. Setbacks: All signs shall be setback a minimum of 15 feet from all property lines.

5. Illumination: The following illumination types shall be permitted subject to the regulations in §6.F. Sign Illumination.
 - a. Internal illumination
 - b. Message center sign
 - c. Digital display

F. Summary Table for Signs in Commercial Districts.

Commercial Districts				
	Wall and Awning/ Canopy	Projecting	Window	Freestanding
Maximum Number	Wall: 1 per tenant per street frontage (up to 2 per tenant) Awning/ Canopy: N/A	1 per ground floor establishment, plus 1 per building entrance serving tenants without a ground floor entrance	N/A	1 per 300 feet of street frontage (additional signs allowed for gas stations)
Maximum Area (Total)	2 sq. ft. per linear ft. of building frontage facing a public street or parking lot, subject to maximum size limitations based on sign type, maximum total 150 sq. ft.		N/A	N/A
Maximum Area (Individual)	Wall: 60 sq. ft. Awning/ Canopy: N/A	20 sq. ft.	25% total Window area (Permanent signs); 35% (all signs)	1 sq. ft. / 5 ft. of street frontage Total 150 sq. ft max.
Maximum Height	5 ft		N/A	25 ft.