

**PART 5
SIGN REGULATIONS**

Article XXII
Signs

21-101. Purpose

Signs shall be designed to further the following purposes:

- A. To attract the attention of passing pedestrians and motorists by communicating information in a visible form outside a building or along a traveled roadway.
- B. To promote the safety of the public by providing signage that is legible to motorists, pedestrians, and cyclists, and that has been properly located to allow sufficient decision and maneuver time.
- C. To discourage excessive visual competition in signage and to ensure that signs adequately perform their primary function of orientation and identification of uses and activities to the public.
- D. To preserve and enhance local character and community design objectives by requiring signage that is creative and distinctive; in scale and compatible with the neighborhood; and appropriate to the use or activity advertised.

21-102.

General Standards

A. Permitted Signs

- 1. All signs shall meet the standards set forth in this Part; and only signs that pertain to a permitted use under the zoning regulations shall be allowed.
- 2. A sign permit shall be required for all signs having a total area of two (2) square feet or more in accordance with the procedures of section 21-104.
- 3. Site plan applications shall provide a signage plan that includes all signs proposed on site, including their location, size, shape, color, and copy style; the visibility of the proposed signs for the intended sight distance; the impacts of the proposed signs on existing signs on or adjacent to the site.

4. The design of any signage shall be coordinated with the landscape and building elements of the site, and with the design parameters of the Neighborhood Preservation District where applicable.
5. Signs located in a public right-of-way shall require approval by both the local authority and the agency having jurisdiction over the right-of-way.
6. All signs, except banners, flags, temporary and window signs, shall be constructed of permanent materials and shall be permanently attached to the ground, a building or another structure by direct attachment to a rigid wall, frame or structure. All signs shall meet the requirements of the Uniform Construction Code and the electrical code of the Borough and shall be maintained in good structural condition.

B. Prohibited Signs

1. Signs, except for a traffic, regulatory or informational sign, containing words "stop", "caution", or "danger" or incorporating red, amber or green lights resembling traffic signals, or resembling any official traffic sign by its location, color, size, shape, nature or message.
2. Signs or lights that revolve or using blinking, flashing, vibrating, flickering, tracer or sequential lighting.
3. Signs or banners spanning a public street or highway, unless given special permission by the mayor and council.
4. Signs or advertising matter of an indecent or obscene nature.
5. Any sign so erected, constructed or maintained as to obstruct or be attached to any fire escape, window, door or opening used as a means of egress or ingress, or for fire-fighting purposes, or placed so as to interfere with an opening required for legal ventilation.
6. Signs with a lighting or control mechanism which may cause radio, television or communication system interference.
7. Signs placed upon or across public property such as sidewalks, hydrants, lampposts, trees, telephone or light poles, or fences, or attached to signs, buildings or other property owned by others.

C. General Guidelines

1. Sign messages should be simple and clear, using short messages or graphic symbols, and contrasting colors.
2. Sign materials and colors should harmonize with the building with which the sign is associated.
3. Sign size and orientation should be appropriate to both the building with which the sign is associated and the audience to whom it is directed.
4. Sign design should follow the guidelines established in the "Central Business District, Design Manual" developed by the Neighborhood Preservation Program and adopted by the Planning Board.

D. Illuminated signs

1. Sources of illumination shall be shielded in such a manner that they are not visible from the street or adjoining properties. They shall not shine onto residential properties or create a hazard to pedestrian or vehicular traffic because of the intensity or direction of illumination.
2. An illuminated sign in the interior of a building shall, if visible from outside the building, meet all the requirements of this Part. The area of such interior sign shall be included in any calculations of total sign area.

E. Placement standards

1. Signs shall be placed to maximize their visibility to the intended user of the site; no sign shall be located where it will restrict sight distance for motorists entering or leaving a street; nor shall it obscure the visibility of other, existing signs.
2. Wall signs shall not extend more than ten inches (10") from the surface of the building to which they are attached.
3. Projecting mounted signs shall not extend more than three (3) feet from the surface on which they are mounted; nor shall they be less than seven and one half feet above the sidewalk or other public or pedestrian area.
4. Any sign or awning which overhangs a public way, including sidewalks, shall have a minimum clearance of seven and one-half feet and shall be covered by a public liability insurance policy as required by the affected jurisdiction and which names that jurisdiction as the insured party.

F. Measurement computation standards

1. Sign area. Sign area shall be measured based on the entire area of the sign, within a single continuous perimeter enclosing the extreme limits of the actual sign surface.
 - a. For a sign painted on or applied to a building, the sign area shall include all lettering and accompanying designs or symbols, plus any background of a color different from that of the building.
 - b. For a sign consisting of individual letters or symbols, the sign area shall be the smallest geometric figure which will completely encompass the lettering, design, or symbols plus any materials or color that differentiate the sign from the background on which it is placed.
 - c. For two sided signs, where only one side of the sign is visible at a time and the message is the same on both sides, the sign area shall be the area of one side of the sign. For multiple signs, the sign area shall be the total of all signs.
 - d. The area of any supporting framework, bracing, or decorative wall shall not be included in the sign area, when such otherwise meets the zoning regulations and is clearly incidental to the sign itself.
2. Height. The height of a sign shall be computed as the distance from the finished grade to the top of the highest attached component of the sign. The finished grade shall be exclusive of any fill, berm, mound or excavation solely for the purposes of locating the sign.

21-103. Specific standards by zone district.

A. Residential Districts

1. For residential uses, a nonilluminated nameplate sign, located within the property lines, bearing only the name and address of the occupant or occupants, not to exceed one square foot for each residential unit.
2. For non-residential conditional uses, a nonilluminated sign bearing the name of the person residing on the premises and the profession or home occupation being conducted, located within the property lines of the premises it identifies, not to exceed two square feet; or as regulated elsewhere in this chapter.
3. For permitted institutional uses, signs referring to the use and activities conducted on the premises, not to exceed 10 square feet per sign or a total of 25 square feet.

4. Temporary signs pertaining to the lease or sale of the premise, not to exceed 4 square feet, to be removed within ten days of the completion of the sale or lease.
5. For multifamily developments and mobile home parks, one ground sign which may be illuminated at each entrance, designating only the name of the development, the address and name of the owner and the names of any buildings located therein, provided the sign area of each sign shall not to exceed 15 square feet and the height shall not exceed six (6) feet.

B. Business Districts

1. For permitted residential and conditional uses, as permitted above.
2. For nonresidential uses, signs which may be illuminated may be placed or inscribed on the front building wall which shall not exceed in the aggregate fifteen percent (15%) of the front facade area of the building.
3. A projecting sign, not to exceed 6 square feet, may be used in conjunction with or in lieu of either wall or ground signs, provided the total square footage of the combined signs does not exceed the fifteen percent (15%) of the front facade area limit.
4. A ground sign, not to exceed 15 square feet, may be used in conjunction with or in lieu of either wall or projecting signs, provided the total square footage of the combined signs does not exceed the fifteen percent (15%) of the front facade area limit.
5. Windows signs, not to exceed 30 percent of the aggregate window space of the front face of the building. The square footage of window signs is in addition to the 15% front facade area limit for the signs in 2-4 above.
6. Awning signs, limited to the name of the store and not included in the 15% front facade area limit.
7. Individual tenants occupying upper floors in a building may each have a nameplate sign, not exceeded 1 ½ square feet, in addition to the area of signs permitted generally for the building.
8. Temporary signs pertaining to the lease or sale of the premise, not to exceed 4 square feet, to be removed within ten days of the completion of the sale or lease.

9. Other Temporary signs pertaining to special events, sales, or seasonal activities, not to exceed 4 square feet or 60 days of display within any calendar year.
10. Portable sandwich signs may be displayed only during business hours, shall not exceed 8 square feet per side and shall be located so as not to interfere with pedestrian traffic.
11. Special signs, such as menus, plaques and chalk boards, not to exceed 2 square feet, placed on the building wall or in the window.
12. For lots with more than one frontage, these standards shall apply to each frontage independently.
13. Off-premises signs will be permitted to provide identification of a business and its location within the Borough. Such signs shall not exceed 24 square foot in non-residential zones and 12 square feet in residential zones.

C. Waterfront Districts

1. Signs as allowed in the Business District. For the purpose of calculating allowed signage only, the property line abutting the River shall be considered a frontage. Where there is no principal building onsite, the size limits for projecting or ground signs shall be the maximum square footage given in B 3 and 4 above.
2. In addition to any signs along road frontages, only on commercial buildings along the waterfront, a roof sign which may be illuminated may be permitted up to 40% of the waterfront facade (signable wall area), not to exceed 50 square feet. Such sign shall be faced and oriented toward the river and designed for view from the water only. They shall not project more than five feet above the highest point of the roof nor shall they exceed the height limit for the zone.

Sign Type	Residential	Cond'l Use- Res. Zone	Institutional Use	Non-residential Use
Nameplate	One, unlit max. size: one sq. foot	One, unlit, max. Size: two sq. feet		For upstairs tenants, max. size: 1.5 sq. feet
Information sign			Max. size: 10 sq. feet per sign and 25 sq. feet for all signs	
Wall Sign				Max. size: 15% of the front bldg. facade
Projecting sign				Max. size: 6 sq. feet, incl. in 15% facade limit
Ground sign				Max. size 15 sq. feet, max. ht., 6 feet, incl. in 15% facade limit
Roof sign				Max. size: 40% of building facade, not to exceed 50 sq. feet, only on waterfront
Window signs				Max. size: 30% of front window space, not incl. in 15% facade limit
Awning signs				Limited to name of store
Temporary signs	Sale or lease signs, max. size: 4 sq. ft.	Sale or lease signs, max. size: 4 sq. ft.	As permitted for special events	Sale or lease signs, max. size: 4 sq. ft. As permit- ted for special events, 60 day per year limit
Portable sign				Max. size: 8 sq.ft/side
Special signs				Max. size: 2 sq. feet
Off-premise sign				Max. size: 24 sq. ft in non-res., 12 sq. ft in res. zone

21-104. Sign permits

- A. Applications. A sign permit shall be required for any sign to be erected, displayed, altered or enlarged that has not been approved as part of a site plan application and erected as part of site plan construction. Such permit shall be issued by the Zoning Officer upon the filing of an application including at minimum the following information: the name of the owner of the property upon which the sign is to be erected; the name of the owner of the sign and his address; the name and address of the person or firm engaged to construct and erect the sign; a scale drawing specifying dimensions, material, illumination, letter sizes, colors, support systems, and location on land or building. All sign permit applications shall comply with the requirements of this chapter and of NJDOT's outdoor advertising standards if applicable.
- B. Fees. The fee for a sign permit is \$25.00 per year. Sign permits must be renewed annually.
- C. Action. The Zoning Officer shall act within 30 days of the receipt of a complete sign application. Appeals of the action or decision of the Zoning Officer under this section may be taken to the Board of Adjustment under the provisions of N.J.S.A. 40:55D- 70a.
- D. Temporary signs. Temporary signs shall be subject to the same permit requirements as permanent signs, with the exception of political signs for which no permit shall be required.

21-106. Exemptions

- A. The provisions and regulations of this Part shall not apply to the following signs:
 - 1. Any sign(s) having an aggregate area of less than two (2) square feet.
 - 2. Non-illuminated directional signs, not exceeding four (4) square feet, which identify parking areas, loading zones, entrances, exits and similar locations and may contain either the company name or logo, but no advertizing.
 - 3. Signs for the public convenience and welfare erected by a governmental agency; traffic controls; and legal notices, posters, directions, or warning, no trespassing or other regulatory signs, as may be required by law.

4. Signs indicating public transportation stops, not to exceed two (2) square feet.
5. Historical tablets, cornerstones, memorial plaques, and emblems, not to exceed six (6) square feet, installed by governmental, civic or religious organizations, and including flags or emblems flown from the buildings or grounds of such organizations.
6. Signs which are an integral part of vending machines, including gasoline pumps, which do not exceed two (2) square feet per machine or pump.
7. Temporary real estate signs pertaining to the lease or sale of the premise, in conformance with section 21-104 above.
8. Temporary signs for charitable, educational, or religious events, erected for a period not to exceed 30 days in any calendar year.

PART 6
FEE SCHEDULE
Article XXIII

21-107.

The following Schedule of Fees is established for the various applications for development and other matters which are the subject of this Chapter. These fees shall be non-refundable and are for the purpose of offsetting Borough administrative, clerical and meeting costs. Applications requiring a combination of approvals, such as subdivision, site plan and/or variances, shall require a fee equal to the sum of the individual fees for each element of the application. Escrow deposits for professional consultants, such as legal, planning, engineering, and other professional fees, costs and expenses, shall also be required in accordance with section 21-108

All fees and escrow deposits required in sections 21-107 and 21-108 shall be paid prior to the certification of a complete application.

Schedule of Fees

A.	Variances	
1.	For proceedings governed by N.J.S.A. 40:55D70a	\$ 50.00
2.	For proceedings governed by N.J.S.A. 40:55D70b.	\$ 75.00
3.	For proceedings governed by N.J.S.A. 40:55D70c.	
	For residential	\$ 75.00
	For non-residential	\$200.00
4.	For proceedings governed by N.J.S.A. 40:55D70d.	
	For residential	\$ 75.00
	For non-residential	\$200.00
5.	For proceedings governed by N.J.S.A. 40:55D34	\$ 75.00
6.	For proceedings governed by N.J.S.A. 40:55D36	
	For residential	\$ 75.00
	For non-residential	\$200.00

In order to qualify for the lower fees established for residential applications, an application must be exclusively residential in character, and can only be for a single use on the lot or tract. Any application not complying with each of these conditions shall fall under the higher fee schedule.

B.	Subdivisions	
1.	Simple lot line change or merger	\$100.00
2.	Minor subdivision	\$300.00
3.	Major subdivision	
	a. Conceptual review	10% of the preliminary fee (to be applied to preliminary fee at