



**BOROUGH OF CALDWELL
NEW JERSEY**

ORDINANCE NO. 1392-20

ORDINANCE OF THE BOROUGH OF CALDWELL CODE REGARDING SIGNS

Recommended for approval by:

Thomas Banker, Administrator

Approved as to form and legality by:

Title:

Regulations Governing Signs

1 Purpose and Findings

In an effort to promote the general welfare and public safety, it is the purpose of this section to establish reasonable regulations for the number, size, location, maintenance and character of all signs on public and private property that are visible from the exterior of any land or structure in the Borough of Caldwell. The Borough of Caldwell finds that signs are an important and helpful method of communicating a variety of noncommercial and commercial messages and promoting economic development, provided that they do not distract motorists or become a threat to public safety as a traffic hazard, cause a detriment to property values, create visual clutter or pollution and installed by approved hardware as to not negatively affect the public safety and welfare.

This ordinance applies to the commercial, office and professional building business signage in the entire borough of Caldwell. It also applies to signage temporary in nature for not for profit organizations. It includes but is not limited to front, sides, back and roofs on all floors of a buildings including windows as well as alley ways, sidewalks and parking lots. The types of signs include but are limited to permanent or temporary, fixed or removable.

2 Sign permit exemptions

Exemptions shall not be construed as relieving the owner of such signs from the responsibility of complying with the applicable provisions of this chapter. The exemption shall apply to the requirement for the sign permit only. No sign permits are required for the following signs:

- 2.1. Any public notice or warning required by federal ,state, county or local law, regulation or ordinance,
- 2.2. Any sign which is inside a building not attached to a window or door, and is not readable from a distance of more than three (3) feet beyond the lot line or parcel nearest to where the sign is located,
- 2.3. Holiday lights and decorations with no commercial message, excluding holiday inflatable decorations which shall require a permission of the Borough Council,

- 2.4. Any sign indicating the name of a building and/or date of construction and/or incidental information about its construction which sign is cut into a masonry surface or made of bronze or similar permanent material including historic tablets, cornerstones, memorial plaques and emblems which do not exceed four (4) square feet in area from a single viewpoint
- 2.5. Any unlighted historic building plaques for buildings that have been designated as historic, provided the subject signage conforms to historic preservation ordinances,
- 2.6. Traffic control signs on private property, the face of which meets the Department of Transportation standard, and which contain no commercial message of any sort,
- 2.7. Flags of the United States, New Jersey, Borough of Caldwell, foreign nations having diplomatic relations with the United States, other flags adopted or sanctioned by an elective legislative body of component jurisdiction and flags flown in conjunction with the flag of the United States, provided such flag does not exceed sixty (60) square feet in area and is not flown from a pole in excess of forty (40) feet in height. A flags area shall be in reasonable proportion to the length of the pole from which it is displayed. Not more than three (3) flags will be flown from any one (1) flag pole. The statutory requirements associated with flags and generally accepted standards of flag display etiquette shall be observed,
- 2.8. Signs or banners advertising public or quasi-public events that are posted with the permission of the Borough Council or of any person to whom the Borough Council had delegated this authority according to guidelines set by the Borough Council,
- 2.9. Pump mounted fuel price informational sign subject to the following:
 - 2.9.1. Only one (1) fuel price informational sign shall be permitted per fuel pump.
 - 2.9.2. Fuel price informational signs shall be limited in size to an area of 216 square inches in accordance with state and federal regulations.
 - 2.9.3. Each fuel price information sign shall be affixed directly and firmly to a fuel pump and shall be stationary.
 - 2.9.4. Nothing herein shall be construed to prohibit the advertisement of fuel prices on any other sign meeting the requirements of this section
- 2.10. Historic Plaque Unlighted historical building plaques for buildings that have been designated as historic shall be permitted, provided the subject signage conforms to all appropriate historic preservation ordinances
- 2.11. U.S. Postal regulation mailboxes.
- 2.12. U.S. Postal building numbers provided it is not part of the business name or part of the business signage

3. Signage Permit Procedure

- 3.1. No sign except those exempted by Section 2 shall be placed, constructed, erected, or modified unless a sign permit shall have been obtained from the Construction Official and, where required by the New Jersey Uniform Construction Code, a building permit shall have been obtained from the Construction Official, and in the case of non-conforming design shall be referred to and reviewed by the Signage Committee of the Borough of Caldwell. If the business falls within an Historic District, additional approval or consultation may be required by the Historic Preservation Committee. Signs which are not specifically allowed by Section 6 shall be prohibited.
- 3.2. Any application for a sign permit shall include a signage plan.
 - 3.2.1. Any application for development filed with the Planning Board or the Zoning Board of Adjustment which involves installation or modification of any sign.
 - 3.2.2. The Signage Plan shall contain the following information for each existing and proposed sign:
 1. Size (i.e. length, height, area, thickness, approximate weight, number of faces).
 2. Letter style and size.
 3. Illumination, indicating type of light and detail of fixture shall be in the lighting plan.
 4. Colors (i.e. letter, background, trim), including PMS color samples.
 5. Construction materials, structural integrity and installation details.
 6. Window size, if applicable (for painted, decal applique or hanging signs visible from the street, walkway, driveway or parking lot)
 7. Location (i.e. height above grade, distance from roofline, building width, location from sides).
 - 3.2.3. The Signage Plan graphically depicting the sign may be prepared by the applicant or a sign professional. The Signage Plan application shall include a sketch or photograph showing the dimensions of each façade, window and canopy of the building to which a sign is to be attached, in sufficient detail to clearly indicate the location, dimension and area of all existing and proposed permanent signs affixed to the walls, windows and canopies of the building. These dimensions shall either be shown on the sketch or photograph or on an attached table. Samples of construction materials shall be submitted when possible to streamline the approval process.
 - 3.2.4. In the case of a freestanding sign, a plot plan of the lot shall also be required as part of the Signage Plan, showing the location of buildings, parking lots, driveways, landscaped areas and all other existing and proposed signs. The plot

plan shall be prepared by a licensed architect, engineer, and or land surveyor as appropriate. A raised seal copy of the plot plan is acceptable.

- 3.2.5. The applicant shall provide any additional information which may be deemed necessary to determine whether the signage plan complies with the purpose of the sign regulations.

3.3. Signage approval process and time table

- 3.3.1 Any application for a sign permit requires site plan approval by the Planning Board. Once approved by the Planning Board, a sign permit is issued by the Zoning Official.
- 3.3.2 In the case of a non-conforming design, the signage plan shall be referred within 15 Days to the Signage Committee for review and recommendation. If located in the Historic District, the application shall also be referred to the Historic Preservation Commission for review and recommendation. The Signage Committee and when appropriate, the Historic Commission, shall review the applicant's signage plan and submit recommendations to the Planning Board within 15 days after receipt of a copy of the application. After the Signage Plan is revised by the applicant, it is resubmitted to the Planning Board for review.
- 3.3.3 The applicant is issued a Permit to install the sign according to the approved Plan. After the sign is installed, the applicant notifies the Zoning Official to inspect the installation and, if approved, a Certificate of Compliance is issued.

4. Measurement of sign area.

4.1. Measurement of area of individual signs.

4.1.1. The area of a sign face, which is also the sign area of a wall sign or other sign with only (1) face, shall be computed by means of the smallest square, circle, rectangle, triangle or combination thereof that will encompass the extreme limits of the writing, graphic illustration, picture, symbol or other display, together with any material or color forming an integral part of the background of the sign and used to differentiate the sign from the backdrop or structure against which it is placed, but not including any supporting framework, bracing or decorative fence or wall when such fence or wall otherwise meets zoning regulations and is clearly incidental to the sign itself. No sign shall have more than two (2) display faces. The sign area for a sign with two (2) faces shall be computed by adding together the area of all sign faces visible from any one (1) point. When a sign having two (2) faces is such that both faces cannot be viewed from any point at the same time, the sign area shall be computed by the measurement of the larger of the two (2) faces. For purposes of calculating window signs, a window shall be considered the glazed area. Signs which are required by county, state or federal agencies are exempt from calculation of permanent and temporary signage up to the minimum size required by such agencies. The area of the sign in excess of the minimum shall be subject to the sign calculation. In the event no size requirement is imposed by such agency, the sign shall not exceed one (1) square foot.

4.2. Measurement of height.

4.2.1. The height of a freestanding sign shall be computed as the distance from the base of the sign at normal grade to the top of the highest attached component of the sign. Normal grade shall be construed to be the lower of existing grade prior to construction or the newly established grade after construction, exclusive of any filling, mounding or excavation solely for the purpose of locating the sign. In cases in which the normal grade cannot reasonably be determined, sign height shall be computed on the assumption that the elevation of the normal grade at the base of the sign is equal to the elevation of the nearest point of the crown of a public road or the grade of the land at the principal entrance to the principal structure on the lot, whichever is lower.

4.3. For temporary signs, only one (1) application for a temporary sign permit may be submitted at any one time to the Code Enforcement Official by a property owner, or in the case of a multi-tenant building, by a tenant. Another application for a temporary sign permit may not be submitted by the same property owner or tenant while said property owner or tenant has an active temporary sign permit on file with the Borough or they have a temporary sign still erected.

4.4. Where a sign permit is required for a temporary sign, the sign must be erected or installed within forty-five (45) days of the date of issuance of said permit, or the sign permit shall expire. Upon expiration of said permit, the applicant shall be required to submit a new application form and fee, and the application shall be processed as a new application.

5. General regulations

- 5.1. Signs shall be in harmony and consistent with the architecture of the building and relate to the features of the building in terms of location, scale, color, lettering, materials, texture and depth. Signs shall not be dominant but shall be proportionate and shall complement the building, existing signs and surroundings.
- 5.2. There shall be consistent sign design throughout a particular project. The design elements include style of lettering, construction material, size and illumination.
- 5.3. Freestanding signs shall be integrated with the landscaping on site.
- 5.4. Building signs and their lighting source, if applicable, shall not obscure conflict with or cover any architectural element and must be aligned with major building elements such as windows, trim and structure lines.
- 5.5. No sign shall extend or project above the highest elevation of the wall to which it is attached or above the lowest part of the roofline of the building, whichever is less.
- 5.6. No electric wiring associated with a sign shall be visible to public view without authorization of the Construction Official or Code Enforcement Official.
- 5.7. Illuminated signs
 - 5.7.1. If a sign is to be internally illuminated, at least seventy-five percent (75%) of the background around the letters and any logo on the sign shall be opaque and shall not be illuminated. Dark, opaque backgrounds with light colored lettering or symbols that are backlit are preferred to minimize detrimental effects.
 - 5.7.2. If a sign is to be externally illuminated, then the lighting shall be provided either from below the sign by ground mounted lights or from above the sign by lights attached to the building above the top of the sign. The lights shall be focused directly and completely onto the sign face, with appropriate and necessary shielding on the top sides, and if necessary, bottom of the fixture to prevent any sight of the light source from any street, sidewalk, or neighboring property.
 - 5.7.3. Internally illuminated signs or exterior lights that illuminate signs shall not be allowed to create any sky glow.
 - 5.7.4. Exterior lighting to be provided by ground mounted lights shall be permitted by incandescent spotlights only where the sign has no visible clearance under the sign or where there is sufficient landscaping planted under the sign to block light under the sign from being an annoyance.
 - 5.7.5. The lights shall be mounted in or on the ground so that they are securely fixed, both in their location and their angle of illumination in order to focus the light onto the face of the sign and away from the street or adjacent structures, "V"-shaped signs allow the light to be focuses away from the street.
 - 5.7.6. No exterior light shall exceed 1600 lumens (approximately equivalent to a 100 watts incandescent light bulb). The use of fluorescent tubes (Compact Fluorescent Tubes are permitted), mercury vapor, sodium vapor or metal halide light is prohibited.

5.8. One flag per business premises displaying only a generic logo or design shall be allowed. Such flag shall be no larger than three (3) by five (5) feet, and it must be hung from the ground floor façade at least ten (10) feet above ground level, and it shall project no more than three (3) feet from the building façade.

6. Prohibited signs

- 6.1. No off-site advertising sign shall be erected, used or maintained within the Borough of Caldwell; provided, however, that this regulation shall not apply to temporary signs, otherwise permitted, that advertise special events sponsored by nonprofit social, religious, political or cultural organizations or institutions, or lawful sandwich boards.
- 6.2. No signs shall be placed on fences, utility poles, trees, railway or road bridges, bridge supports or abutments, retaining walls, water tower, unless approved by Borough Council.
- 6.3. No roof sign, known also as a “sky sign”, shall be allowed.
- 6.4. No sign shall be placed on an accessory building.
- 6.5. No commercial signs or advertisements shall be placed on commuter shelters, such as bus stops except for non-profit organizational logos that build and maintain such shelters or bus stop.
- 6.6. No billboards, either affixed or painted, shall be permitted on any building or structure.
- 6.7. No banners shall be used as permanent signs.
- 6.8. No sign shall be lighted by means of a flashing or stroboscopic light, nor shall any sign be in whole or in part moving, mobile or revolving or electrically or mechanically activated.
- 6.9. No sign shall be allowed with optical illusion of movement by means of a design which presents a pattern capable of reverse perspective, giving the illusion of motion or changing of copy.
- 6.10. No commercial sign shall be allowed in a window which serves a residential use.
- 6.11. No signs shall be allowed on any street furniture, with the exception of dedication plaques which shall not exceed 60 square inches.
- 6.12. No televised, video or moving picture advertising in a window shall be allowed.
 - 6.12.1. One exception can be Interactive displays with screens that require outside viewer input to change said display may be allowed provided that each individual screen is no larger than 10 percent of the total sign with a maximum of 60 square inches.
- 6.13. The use and display of temporary portable signs or windsocks, banners or strings or streamers of flags, pennants or spinners or similar objects and devices across, upon, over or along any premises or building, whether as part of any sign or for advertising or public attraction, or otherwise, is prohibited in any zone, except for:
 - 6.13.1. Temporary displays in business or commercial zones as provided in this section.

6.13.2. Temporary decorations customarily used for holidays, or for special events as may be approved by the Borough of Caldwell.

6.13.3 Temporary primary signs promoting business while construction is being performed on said business. All signs falling into this category shall follow all permitted primary sign specifications.

- 6.14. No signs shall be allowed that are placed on or affixed to vehicles and/or trailers which are parked on a public right-of-way, public property or private property so as to be visible from a public right-of-way where the apparent purpose is to advertise a product, service or activity or direct people to a business or activity located on the same or nearby property. This is not intended, however to prohibit signs placed on or affixed to vehicles or trailers where the sign is incidental to the primary use of the vehicle or trailer.
- 6.15. No sign shall be allowed which physically obstructs any window or door opening used as a means of egress, interferes with an opening required for legal ventilation, or is attached to or obstructs any standpipe, fire escape or fire hydrant.
- 6.16. No sign shall be allowed which obstructs the view of vehicle operators or pedestrians entering a public roadway from any parking area, service drive, public driveway, alley or other thoroughfare.
- 6.17. No trademarks or brand names on any sign (including umbrella signs) shall be allowed when the commodity is not available in the establishment.
- 6.18. No sign element shall be interpreted as part of the architectural element of the building with the exception of a marquee of a functioning theater.
- 6.19. No inflatable signs, figures, characters and tethered balloons including Mylar, shall be allowed, except small decorative balloons.
- 6.20. No neon or gas filled decorations which outline façade elements or windows are allowed with the exception of a marquee of a functioning theater.
- 6.21. No temporary signs shall be allowed except as detailed in Section 2.

7. Nonconforming Signs

- 7.1. Existing nonconforming permanent signs may continue to exist however, when the sign is modified either in shape, size, illumination, structure, branding (graphic identity, such as the plastic the in a box sign) the sign shall be altered to conform to the provisions of this section. Such alteration shall require a sign permit before alteration can commence.
- 7.2. An attached nonconforming sign may be temporarily removed from the exterior face of a building wall to allow for the maintenance, cleaning, painting or repair of the *exterior building*: wall, provided that the sign is reattached in the same location within sixty (60) days of its removal. If the sign is not reattached in the same location or within the sixty (60) day time period, the sign shall be required to conform to the provisions of this section. Modification to this nonconforming sign during the 60 day period shall not be allowed without applying for a sign permit.

8. Removal of certain signs.

8.1. In the event a business ceases operation for a period of time in excess of sixty (60) days, the sign owner or lessee, or the property owner, shall immediately remove any sign identifying or advertising said business or any product sold thereby. Upon failure of the sign owner or lessee, or property owner to comply with this section, the Zoning Officer shall issue a written notice to the sign owner or any lessee and to the property owner, which notice shall state that such sign shall be removed within the following time period: sign face: 60 days; posts, columns and supporting structures: one year. Notwithstanding these provisions, in the event the Caldwell Historical Commission designates a sign as an integral part of the architectural design of an historic building or structure in itself, such sign shall not be subject to the requirement for removal.

If the sign owner or lessee, or property owner, fails to comply with such written notice to remove, the Zoning Officer is hereby authorized to cause removal of such sign, and any expenses incidental to such removal shall be charged to the owner of the property upon which the sign is located and shall constitute a lien upon the property. For the purpose of this section, the word "remove" shall mean:

- 8.2. The sign face, along with posts, columns or supports of freestanding signs, shall be taken down and removed from the property.
- 8.3. The sign face and supporting structures of "projecting", "roof or "wall" signs shall be taken down and removed from the property.

9. Sign Permit Revocable

9.1 All rights and privileges acquired under the provisions of this chapter or any amendment thereto are revocable at any time by the Zoning Officer of Code Enforcement if the applicant fails to accurately depict the sign erected or to be erected or if the sign which is erected fails to meet the details of the detailed drawing submitted by the applicant. All such permits shall contain this provision.

10. Illegal Signs and Penalties

10.01 Any permanent sign erected or applied in violation of this Ordinance shall be removed by the owner, lessor, agent or occupant of a building within five (5) business days after receipt of written notification by the Construction Official or Code Enforcement Official, and any temporary sign erected or applied in violation of this Ordinance shall be removed by the owner, lessor, agent or occupant of the building within (2) business days after receipt of either verbal or written notification by the Township Zoning Officer.

11. Maintenance of Signs

11.1. All signs, together with all their supports, braces, hooks, anchors, and other fastening devices, shall be of substantial sturdy construction with durable materials, shall be kept in good repair, and shall be painted or cleaned as often as necessary to maintain a clean, neat, safe and orderly appearance. Additionally, the area surrounding the sign and the mounting area on the ground level beneath permitted free-standing signs shall be maintained in a clear, neat, safe, and orderly condition and shall not be allowed to become dilapidated or unsightly.

11.2. Any sign that is or is becoming dangerous or unsafe in any manner whatsoever shall be repaired and made safe in conformity with the Section, or such shall be removed by the owner, lessor, agent or occupant of the building, property or land upon with such dangerous or unsafe sign is located.

11.3. Should written notice be given by the Township Zoning Officer, or

Construction Official if the sign is under his/her jurisdiction, to an owner, lessor, agent or occupant of a building that a sign is or is becoming dangerous or unsafe, said notice shall require appropriate remedial action to be taken within ten (10) days from the date of service of the notice, or within a lesser time shall be specified in the notice in cases where the Zoning Officer or Construction Official may cause any sign or advertising structure which is an immediate peril to persons or property to be removed summarily and without notice.

- 11.4. Failure to keep a sign in good repair for a period of thirty (30) consecutive calendar days shall constitute abandonment, and such sign may not then be replaced or reused, but must be removed or be made conforming.

12. Permitted Signs

- 12.1. Each principal building not part of a "Neighborhood Shopping Village" may have one (1) free-standing sign plus each principal permitted use may have one (1) attached sign, provided and in accordance with the following:
- 12.2. For corner lots, one additional attached sign is permitted for a principal use within the building which faces the additional street, provided that the sign shall not exceed one half (1/2) square foot of sign area per one (1) linear foot of building façade fronting on said street, but in no case shall the size of the sign exceed twenty (20) square feet in area.
- 12.3. Back entrances, typically via parking lots, one additional attached sign is permitted for a principal use within the building which faces the additional right of way, provided that the sign shall not exceed one half (1/2) square foot of sign area per one (1) linear foot of building façade fronting on said street, but in no case shall the size of the sign exceed twenty (20) square feet in area.
- 12.4. All principal uses are permitted signs in accordance with this Ordinance; however, notwithstanding any provision of this Ordinance to the contrary, no signs shall be permitted in any windows except for a sign not exceeding one (1) square foot in area indicating the hours of operation or the "open"/"closed" status.

13. Definitions

AWNING. Any roof-like cover that projects from a building wall for the purpose of shielding a window or doorway from the elements and that is totally supported by the building from which it projects without support from the ground below.

BILLBOARD. Any structure or portion thereof on which lettered or pictorial matter is displayed for advertising purposes and that is located on a building or site other than the building or site to which the advertising relates.

BANNER. Any non-structural (lacking rigidity) sign typically made of cloth, vinyl or any other pliable material. Banners are considered temporary sign and shall be subject to all temporary signage rules.

CANOPY Any roof-like cover, either free-standing or attached to a building wall that is supported totally or partially by the ground below.

EVENT. For the purposes of this section as it relates to temporary, commercial signs, any short term, temporary happening or special occurrence that is not part of the ordinary, daily or usual operation of a business or use, including, but not limited, to a political campaign or election, a real estate transaction, grand opening, a raffle or fundraiser, a seasonal sale or harvest, or a special sales promotion or occurrence.

LOGO. Any graphic drawing or trademark containing a pictorial representation and/or limited lettering. Phrases or mottoes shall not be considered part of the logo.

MARQUEE . Any permanent structure attached to a building wall, having horizontal or nearly horizontal top and bottom surfaces, with no vertical ground support, that is intended to serve as a covering over the ground below and may be used for the display of changeable lettering.

NAME PLATE SIGN.A sign bearing the name and/or address of the principal occupant of a building for emergency, identification and directional purposes.

SIGN. Any object, device, display or structure, or part thereof, situated outdoors or indoors in view of the general public, that is used to advertise, identify, display, promote, direct or attract attention to an object, person, institution, organization, business, product, service, event or location by any means of visual communication, including words, letters, logos, figures, design, symbols, fixtures, colors, illumination or projected images. Displays of the actual products offered by the onsite business visible through a window or temporary holiday displays, holiday decorations or holiday lighting located on a property for no longer than a sixty (60) day time period shall not be considered signs for the purposes of this section.

SIGN, ATTACHED OR WALL. Any sign permanently affixed parallel to the exterior face of a building wall or to an awning, canopy or marquee.

SIGN, CAMPAIGN. Any sign that gives notice of a political campaign or expresses support for or opposition to a candidate or question in any special or general election, referendum, or other plebiscite at the federal, state, county or local level and that is erected for a limited period of time. For the purposes of this section, campaign signs are considered non-commercial signs.

SIGN, COMMERCIAL. Any sign that proposes a commercial transaction or advances the economic interests of the speaker.

SIGN, FREE-STANDING. Any sign supported by a footing, foundation, uprights or braces placed upon or in the ground and not attached to any building.

SIGN, ILLUMINATED. Any sign lighted by or exposed to artificial lighting, either from within the sign or directed towards the sign.

SIGN, NON-COMMERCIAL. Any sign that conveys a message that does not propose a commercial transaction or advance the economic interests of the speaker, including but not limited to signs for charitable, cultural, community, religious or political events or interests of a non-commercial nature.

SIGN, NON-CONFORMING. Any sign that existed prior to the effective date of this Ordinance and that does not comply with the provisions of this Ordinance.

SIGN, POLITICAL. A temporary sign advertising a candidate or candidates for public elective office, or a political party, or signs urging a particular vote on a public issue decided by ballot in connection with a local, state, or national election or referendum.

SIGN, PORTABLE. Any sign that is fixed on a movable stand, self-supporting without being firmly imbedded in the ground or permanently attached to a building, awning, canopy or marquee, designed to be transported and supported by other objects, mounted on wheels or moveable vehicles, or made easily moveable in some other manner.

SIGN, REAL ESTATE. Any sign that advertises the sale, rental or lease of the premises on which it is locate, or portion thereof, including "open house", "under contract", "sold", or "too late" signs, otherwise indicating in some manner that a property has been sold. For purposes of this section, real estate signs are considered commercial signs.

SIGN, ROOF (SKY). Any sign or figure permanently or temporarily attached to a roof or the top of a façade.

SIGN, SUSPENDED. Any sign hanging or suspended from a building wall, awning, canopy, marquee or roof overhang, whether parallel, perpendicular or nearly perpendicular thereto, rather than an attached sign.

SIGN, TEMPORARY Any free-standing, attached or interior window sign that is erected for a limited period of time.

SIGN, WINDOW. Any representation painted, stenciled, or affixed to a window or the glass of a door that can be seen from the outside of the building.

A **WINDOW** is defined as a pane or multiple panes assembled in such a way as to appear as if is a single pane, meaning there is no physical building structure separating them.

14. Permanent Signage Details (NOTE: In all cases, "frontage" refers to width of Storefront only and Not to width of entire building.)

Sign Type	Maximum Sign Size (sq. ft.)	Maximum Height of Sign (ft)	Maximum Sign Length (ft)	Maximum Number of Signs	Minimum Height off ground (ft)	Minimum Setback	Permit Required	Illumination Permitted	Notes
Permanent Signs									
Building Fixed-Primary Building signs are only permitted on building facades that front a public right of way, public parking lot, or public alley way in which entrance is permitted.	1.00 sq ft per linear foot of frontage *	See Notes	75% of linear frontage, 15 ft and over, 90% of linear frontage under 15 ft	1-for single frontage, 2 -for corner lots and back entrances (see secondary)	8	Not Applicable	Yes	Yes	Sign area shall not exceed 50 sq ft Shall not exceed 10 inches in depth.
Building Fixed - Primary With a hanging sign present	0.6 sq ft per linear foot of frontage *	See Notes	50% of linear frontage over 15 ft, 60% of linear frontage 15 ft and under.	1-for single frontage or corner lot	8	Not Applicable	Yes	Yes	Sign area shall not exceed 30 sq ft. Shall not exceed 10 inches in depth
Building Fixed - Secondary	0.5 sq ft per linear foot of frontage *	See Notes	50% of linear frontage, 15 ft and over, 75% of linear frontage under 15 ft	1	8	Not Applicable	Yes	Yes	Sign area shall not exceed 20 sq. ft. Shall not exceed 10 inches in depth. Only allowed on corner Allowed only on corner lots and back entrances. Not allowed if a hanging sign exists at that entrance.

Hanging	6 sq. ft. for greater than 22 ft. of frontage. 4 sq. ft. for less than 22 ft. of frontage	3ft. for 6 sq. ft. 2.5 ft. for 4 sq. ft.	3ft. for 6 sq. ft. 2.5 ft. for 4 sq. ft.	1	8	Not Applicable	Yes	Yes, external only	Maximum thickness is 2 inches. May project no more than 3.5 ft. (6sq. ft) or 3ft (4 sq. Ft) off the building face and shall not extend vertically above the window sill on the second story. Not permitted if a building fixed – secondary sign exists for the same entrance
Free Standing	20	5	4	1	Not Applicable	4ft min 6ft. max from sidewalk to closest sign edge	Yes	Yes, external only	Maximum height above ground level 6ft
Window	20% of window area	See Notes	See Notes	1 per window front (multiple panes constitute one window unless separated by a physical structure)	Not Applicable	Not Applicable	Yes	Yes	Copy shall not exceed 8 inches in height. Shall be applied to the glazed area. Neon shall not be used. Hours of operation are permanent in nature, they shall be included in total area

Canopy/ Awning/ Marquee	1.00 sq. ft. per liner foot of frontage		Length of frontage	1 on front face only	7	Not Applic able	Yes	No, except for movie theater marquee, then external only	Copy shall be on vertical surface only. Copy shall not extend more than 1 inch beyond the front edge of the canopy, marquee, or awning. Copy on canopy and awnings shall either be on the canopy section or the flap but not both. Lettering shall not be greater than 6 inches on a return. They shall not include telephone numbers, email addresses, business hours or product pricing.
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15. Temporary Signage Details

Sign Type	Maximum Sign Size (sq. ft.)	Maximum Height of Sign (ft.)	Maximum Sign Length (ft.)	Maximum Number of Signs	Minimum Height Off Ground (ft.)	Minimum Setback	Permit Required	Illumination Permitted	Notes
Temporary Signs									
Menu Boards	1.75	Not Applicable	Not Applicable	1	3	Not Applicable	Yes	No	Associated with eating establishments shall not exceed 1.75 sq. ft. or the same size as the actual menu, which ever is smaller
Sandwich Board	7 per face 2 faces per sign	3.5	See Notes	1	Not Applicable	See Notes	Yes	No	Material and lettering shall compliment the façade and other signs of the business and shall be made of permanent quality material. The sign shall not obstruct pedestrian or vehicular circulation or vision. They shall only be displayed during business hours. Sandwich boards and outdoor dining shall not be permitted simultaneously
Sale	10 % of window area, 20% of window area if set back 3ft. or more	See Notes	See Notes	See Notes	Not Applicable	Not Applicable	No	No	Percentages are area are per window and are the cumulative area of all sign areas in said window, not per sign

Open / Closed	1.5	Not Applicable	Not Applicable	1 per entrance	Not Applicable	Not Applicable	No	No	Neon or similar sign such as LED/LCD is not permitted
Banners, related to business signs, name or grand opening	1.25 sq ft per linear foot of frontage. Maximum of 24 sq. ft	Not Applicable	Not Applicable	1	Not Applicable	Not Applicable	Yes	No	Permit valid for 30 days for banner installation. Banner shall be removed after 30 days of opening
Banners related to public events	Maximum size shall follow all rules of permanent or temporary sign of their respective categories.	See Notes	See Notes	Not Applicable	See Notes	See Notes	Yes if on town Property. May be required by county or state if over a county or state roadway	No	Shall not obstruct roadways, walkways, alleys, building entrances or the like. Signs can be erected 28 days prior to the event. All signs shall be removed within 5 days from the conclusion of the event.

DATE OF INTRODUCTION: September 15, 2020

DATE OF ADOPTION:

FIRST: Councilman Lace

FIRST:

SECOND: Councilwoman DePalma-Iozzi

SECOND:

RECORD OF COUNCIL VOTE

presented the following ordinance - Seconded by:

COUNCIL MEMBER	Yes	No	Absent	Abstain		COUNCIL MEMBER	Yes	No	Absent	Abstain
Schmidt						Lace				
Rodgers						DePalma-Iozzi				
Cole						Gates				

Brittany Heun, Deputy Clerk

John Kelley, Mayor

This ordinance, when adopted, must remain in the possession of the Municipal Clerk. Certified copies are available.