

Concept – Comprehensive Sign Ordinance

Section 1. Purpose and Legislative Intent

The purposes of this Ordinance are as follows:

- A. To preserve and protect public health, safety, and welfare.
- B. To balance public and private objectives by allowing adequate signage for business and nonbusiness identification.
- C. To promote the flow of traffic and protect persons from injury and property damaged caused by or partially attributable to cluttered, distracting, or illegible signage.
- D. To prevent property damage and personal injury from signs which are improperly constructed or poorly maintained.
- E. To encourage the use of signs which are aesthetically pleasing, of appropriate size and scale, and integrated with the surrounding buildings and landscape.
- F. To protect property values, the local economy, and the quality of life by enhancing and protecting the Borough's streetscape, avoiding a cluttered or unkempt appearance.
- G. To reflect and support the character of the various zones in the Borough's land use ordinance, including but not limited to the historic districts.
- H. To allow for an appropriate variety in number and type of signs in commercial zones while preventing signs from dominating the visual appearance of the area.
- I. To ensure that constitutional free speech protections are respected.
- J. To promote identification of the presence and location of businesses, public buildings and landmarks through wayfinding signage.
- K. It is the intent of the governing body that, with respect to residential zones, this Ordinance recognize three important concepts: the right of free speech; the promotion and protection of public safety; and the promotion of an appropriate streetscape and desirable visual environment. The intent of this Ordinance is to respect the right to engage in protected speech while imposing reasonable time, place, and manner restrictions consistent with public safety. Those in residential zones are encouraged to respect the rights of others to engage in protected speech, and those engaged in protected speech are encourage to respect the desire of others for a safe, visually desirable, uncluttered residential streetscape.
- L. To provide a complete listing of definitions to eliminate any question as to the words used.
- M. To provide general regulations of signage and an identification of specifically prohibited signs.

N. To promulgate appropriate standards for permanent and temporary signs permitted in all zones.

O. To provide specific sign standards in specific zones.

P. To provide design criteria for signs.

Q. To provide for enforcement of this ordinance.

Section 2. Applicability.

A. In all zoning districts within the Borough of Haddon Heights, signs may be erected, altered, maintained, used, removed or moved, only when in compliance with the provisions of this Article and any and all other ordinances and regulations of the Borough of Haddon Heights relating to the erection, alteration, maintenance, use, removal or moving of signs and similar devices. All signage must also meet the requirements imposed by the New Jersey Uniform Construction Code and all other applicable statutes, regulations and ordinances.

B. No sign shall be hung, erected or placed upon any building or property unless a permit has been duly issued by the Zoning Officer in accordance with the provisions of this Article. No permit shall issue unless the proposed signage is in compliance with the provisions of this Article and/or the appropriate approvals have been obtained from the Planning Board.

C. In addition to conforming to the other regulations contained in this Article, historic identification signs and internally illuminated signs, except as permitted in the Highway Business District and Highway Industrial District, are subject to the review by the Historic Preservation Commission in accordance with Section ___ of this Ordinance.

D. Any sign that is not expressly permitted by ordinance or regulation of the Borough of Haddon Heights is prohibited.

Section 3. Repealer.

Section 450-135 of the Code of the Borough of Haddon Heights is hereby repealed as of the effective date of this Ordinance.

Section 4. Definitions.

Words utilized in this Ordinance shall be subject to the definitions set forth in Section 450-11 of the Borough Code; however, notwithstanding any provision to the contrary, the following terms shall have the following meanings, and, to the extent inconsistent with the term as defined in Section 450-11, the inconsistent term in Section 450-11 is hereby repealed.

AWNING SIGN

A sign fastened to the awning affixed to a building or structure (Exhibit X)

FACADE SIGN

A sign fastened to the wall of a building or structure in such a manner that the wall becomes the supporting structure for the sign and that does not project more than twelve inches (12”) from such building or structure (Exhibit X).

FLAG

Any fabric banner or bunting containing distinctive colors, patterns or symbols used as symbol of a government, political subdivision, patriotic or civic organization, school, business enterprise or other entity.

FREESTANDING SIGN

A self-supporting sign that is not attached to any building, wall or fence or any other structure, but is in a fixed position and location. This type of sign includes ground sign, monument sign, pylon sign and pole sign (Exhibit X).

ILLUMINATED SIGN

A sign lighted by an exterior or interior artificial light source.

IMPROVEMENT CONTRACTOR SIGN

A sign, located on a lot where site improvement, building renovations or improvements, landscaping, or similar activities are taking place, identifying the contractor or contractors undertaking the work in progress.

INFLATABLE SIGN

Any inflated display used on a permanent or temporary basis. "Inflatable signs" shall include all manner of balloons used for any display purpose.

LIVE ACTION SIGN

Any display that uses three-dimensional figures in the shape of animals, humans or cartoon or other characters, which may or may not move, in whole or in part.

MONUMENT SIGN

A sign, the bottom of which, or integral support structure thereof, is no more than six inches (6”) in height from finished grade throughout the entirety of its horizontal dimension (Exhibit X).

MOVING SIGN

A sign or part of a sign, other than a flag, which changes physical position by any movement or rotation or which gives the visual impression of such movement or rotation or which uses flashing or sequential lights, lighting elements, or other automated methods of

changing the sign image or text. This term includes flashing sign, animated sign and rotating sign.

MULTIPLE OCCUPANT TENANT (MOT) SIGN

A sign listing the names and/or uses or locations of more than one business, activity, or professional office conducted within a building, group of buildings, or shopping center (Exhibit X).

POLE SIGN

A freestanding sign that is mounted on one or more poles for support so that the bottom edge of the sign face is above grade and not in contact with or close to the ground.

PORTABLE SIGN

A sign which is designed or intended to be moved easily that is not permanently embedded in the ground or affixed to a building or other structure, including any sign that rests upon the ground, a frame, building or other structure. This term includes, but is not limited to, trailer signs (with or without wheels), menu and sandwich boards, hot air or gas-filled balloons or umbrellas used for advertising, signs mounted on a vehicle for advertising purposes where the vehicle is parked and visible from the public right-of-way (see "vehicle advertising sign"), sidewalk or curb signs and A-frame signs.

PROJECTING SIGN

A uniquely designed sign, such as a double-sided sign, which hangs and/or protrudes perpendicular to the face of the building via architecturally designed ornamental mountings, such as but not limited to scrolled ornamental iron, steel brass braces, etc. Also known as a "hanging sign." (Exhibit X)

REAL ESTATE SIGN

A sign which is used to advertise any real property for sale, lease or rental purposes, including all temporary signs located on the property of a real estate office and off-site directional signs used for open house advertising.

RESIDENCE DESIGNATION SIGN

A sign or nameplate indicating the name and/or address of the occupants of a residential property.

SANDWICH BOARD SIGN

A portable sign easily moved from place to place on a stand or A-type frame and having no permanent attachment to the ground which may, or may not, contain a chalk board upon which shall be included changeable copy written in chalk or other similar writing apparatus.

SIGN

Any structure or part thereof or device attached thereto or painted on or displayed in any manner or represented thereon which is intended to attract the attention of the public and which displays or includes any letter, word, model, banner, flag, pennant, insignia, symbol, device or representation used as, or which is in the nature of, an identification, announcement, direction or advertisement.

TEMPORARY SIGN

Any sign that is used only temporarily and is not permanently mounted.

WAYFINDING SIGN

An off-site sign erected along a public right-of-way which provides identification of a specific business, public building or landmark.

WINDOW AND DOOR SIGN

A sign maintained in or painted upon a window or door which is clearly visible to the general public from any area open to the public (Exhibit X).

Section 5. Provisions Applicable to All Signs.

A. No sign shall be altered, erected, or maintained except in accordance with this ordinance, and no sign which does not conform to this ordinance shall be rebuilt, enlarged, changed, or moved.

B. All signs shall be kept in good repair, which shall include replacement or repair of broken or malfunctioning structural elements, casings, faces, or lighting elements. All signs other than permitted temporary signs shall be constructed of durable materials. All signs shall be legible. The Zoning Enforcement Officer shall order any sign that does not comply with this subsection to be made compliant or removed. It shall be a violation of this Ordinance to fail to comply with such order of the Zoning Enforcement Officer within ten days of receipt of such order.

C. No sign shall be placed in such a position that it will cause confusion or danger to street traffic by obscuring vision, or by simulating official, directional, or warning signs or lights maintained by any governmental agency, railroad, or public utility. No sign shall use an arrow device or simulate a stop sign or stop light. No sign shall be placed in any required sight triangle easement unless specifically permitted by the Zoning Officer or Planning Board. Any sign that violates this subsection as of the date of enactment of this Ordinance shall be deemed a Temporary Sign and subject to regulation as such.

D. Signs advertising a use no longer in existence or a product no longer available shall be removed or sign content obscured within 30 days from the date a use is discontinued or a product is no longer available. The Planning Board may waive the provisions of this subsection for landmark signs which may be preserved even if they no longer pertain to the present use of the premises.

E. The following signs are prohibited in all zones:

1. Signs not accessory to the business or commercial use conducted on the property.
2. Rotating signs, live action signs, flashing signs, animated signs, moving signs or signs containing reflective elements which sparkle or twinkle in the sunlight.
3. Commercial billboards.
4. Banners, spinners, flags, pennants, streamers and other moving objects and inflatable signs used for advertising purposes, unless otherwise permitted in this Ordinance.
5. Signs erected within or over the right of way of any public street.

F. The following signs are permitted in all zones:

1. Official notices, legal notices, and signs required by law.
2. Public service signs as aids to safety or service and standard traffic directional signs.
3. Flags, emblems, or other insignia of a nation, state, county, municipality, school or religious group, provided that no such display exceeds 24 square feet in area in the aggregate.
4. Residence designation signs and landmark signs or historic plaques not exceeding two square feet per residence, provided that such landmark sign or historic plaque has been reviewed and approved by the Historic Preservation Commission.
5. Nonilluminated mailbox designation signs not exceeding one square foot in area per mailbox.
6. Signs indicating the private nature of a road, driveway, or other premises, not exceeding two square feet in area, provided that such signs comply with applicable design criteria.
7. Multifamily residential developments may have a single ground sign at each entry location from a public street. Such a sign shall not exceed four feet in height or 12 square feet in area.

8. Signs directing and guiding traffic on private property provided that such signs contain no advertising matter or messages other than a logo. Such signs shall not exceed two square feet in area.

G. The following temporary signs are permitted in all zones, provided that the temporary sign does not block or obstruct any traffic, directional, or public safety signage and is not illuminated:

1. Real estate signs advertising the sale or rental of the premises or property upon which they are located. Such signs shall be removed within 10 days of the completion of the sale or rental transaction and shall be subject to the following:

a. One sign of not more than four square feet in area shall be permitted; provided, however, that a corner property may display one such sign on each street frontage.

b. All real estate signs shall be located on the property being advertised and no closer than 10 feet from any street, curb, or paved roadway area and shall not be located in any sight triangle.

c. Temporary "open house" signs may be displayed within 24 hours of the commencement of the open house only. These signs may be located in the public right of way but not on any street or sidewalk or within any sight triangle. These signs may not be located off of the premises where the "open house" is being conducted.

2. Signs announcing or advertising any political, educational, charitable, civic, religious, or like public or semipublic campaign or event shall be permitted subject to the following:

a. No sign shall be greater than four square feet in area.

b. No sign shall be located in any sight triangle.

c. Any such sign shall be removed within 10 days of the conclusion of the campaign or event.

Section 6. Permitting.

A. All applications for sign permits shall be submitted on such forms and with such attachments as may be required by the Borough of Haddon Heights.

B. Ten copies of all forms and attachments shall be submitted unless the Zoning Officer deems a lesser quantity acceptable.

C. There shall be a fee of \$50 for a sign application. A sign application shall include all signs on a tax lot for which the application has been made. The cost of any construction permit required for any approved sign shall be in addition to the fee for the sign application and shall be paid before any sign is erected or installed.

D. The Zoning Officer shall review an application for a sign permit within 10 days in order to determine whether such application is complete. A complete application for a sign permit shall consist of the following items:

1. Drawings, or plans, of the proposed signage that:
 - a. Are drawn to scale with appropriate dimensions depicted thereon.
 - b. Show all proposed logos.
 - c. Show all proposed lettering including the dimensions, style and font thereof.
 - d. Describe the colors of the proposed signage (or the applicant shall submit color swatches for the proposed signage).
 - e. Depict the method of illumination, if any.
 - f. Show the proposed location of the proposed signage including its location on the tax lot and on the building or structure as well.
 - g. Depict all existing signage on the lot for which the signage is proposed.
2. A statement describing:
 - a. The material of which the proposed signage will be constructed or fabricated.
 - b. The method by which the proposed signage will be attached to the building or structure.
 - c. The method by which the applicant has calculated the area of the proposed signage.
3. The name, address, phone number of the sign manufacturer and/or installer.
4. Signature of the applicant or the owner of the proposed sign (who is presumed to be the applicant).
5. Signature of the owner, or designated representative, of the tax lot for which the application is made.

E. The Zoning Officer shall also review the application to determine if it conforms to the appropriate sections of this Article.

F. The Zoning Officer shall, within ten (10) days following the submission of an application, issue a written decision indicating that the submitted application is complete and, if not complete, identifying those items which the applicant has failed to submit. No further action will be taken on an application deemed incomplete by the Zoning Officer until such time as an applicant has submitted a revised application. In the event the Zoning Officer determines the application is complete, the written decision of the Zoning Officer shall also indicate whether the proposed signage is in conformance with the provisions of this Article and, if not, what aspects of the proposed signage which are not in conformance.

G. In the event the Zoning Officer determines that the application is complete and that

the proposed signage is in conformance with the provisions of this Article and no further municipal approval shall be required herein, such as approval of the Planning Board, the Zoning Officer shall duly issue the necessary permits to allow for the installation of the approved signage.

H. In the event the Zoning Officer determines that the proposed signage is not in conformance with the provisions of this Article, the applicant has the option of making the necessary revisions to the proposed signage to bring it into conformance with the provisions of this Article, as determined in the Zoning Officer's discretion upon the applicant's submission of a revised application, or making the necessary application for bulk variance relief to the Planning Board.

I. In the event the signage is proposed for location within the Historic District and does not qualify as Exempt Signage as defined herein, the Zoning Officer shall forward the appropriate number of copies of the application along with the Zoning Officer's written determination, to the Historic Preservation Commission and Planning Board for their respective recommendations and determination.

Section 7. Approval Requirements for Signs in Historic Districts and Non-Conforming Signs.

A. All proposed signage, whether permitted or not by this Article, which is proposed for location within any district designated as a Historic District, shall be subject to the review and recommendation of the Historic Preservation Commission and approval by the Planning Board unless exempted by this Article. (Reference Historic Districts?)

B. The Zoning Officer may issue a permit for signage proposed within the Historic District without the necessity for the review of the Historic Preservation Commission or Planning Board in the event the Zoning Officer determines, in their discretion, that the proposed signage qualifies as Exempt Signage as defined by this Article.

C. All proposed signage which does not conform to the provisions of this Article shall require all necessary bulk variances issued by the Planning Board prior to the issuance of a permit.

D. When the Zoning Officer forwards a signage application to the Historic Preservation Commission and Planning Board pursuant to Section 2(I) of this Article, the Historic Preservation Commission shall consider the sign and issue its recommendations at its next meeting, provided that a completed application (as certified by the Zoning Officer) has been submitted at least 10 days in advance of the meeting. If a completed application is not submitted 10 days in advance of the Historic Preservation Commission's meeting, the matter shall be considered at the following regularly schedule meeting. A copy of the Historic Preservation Commission's recommendation shall be sent to the applicant and filed with the Planning Board, which shall accept, modify, or reject the Historic Preservation Commission's recommendation at its next regularly scheduled meeting. The applicant shall be required to comply with all necessary procedures of the Planning Board relative to the conduct of such hearing and with the relevant provisions of the Municipal Land Use Law relative to the pursuit of such approvals including, but not limited to, the provision and publication of the appropriate public notices in the event the

applicant proposes signage which does not conform to the provisions of this Article.

E. The Historic Preservation Commission and Planning Board may, in its review of an application for signage, consider the following factors:

- (1) The zone in which the sign is proposed to be located;
- (2) The surrounding streetscape;
- (3) Other existing or proposed signs;
- (4) The proposed sign's:
 - (a) Appearance;
 - (b) Color;
 - (c) Lettering;
 - (d) Size;
 - (e) Material;
 - (f) Design;
 - (g) Location;
 - (h) Position;
 - (i) Method of attachment;
 - (j) Lighting
 - (k) The relevant terms and provisions of the New Jersey Municipal Land Use Law (N.J.S.A. 40:55D-1 et seq.); and
 - (l) Any other appropriate factor warranted by the circumstances as determined by the Historic Preservation Commission or Planning Board in their discretion.

Section 8. Exempt Signage

A. The following signage proposed for location within the Historic District may be administratively approved by the Zoning Officer and permits may be issued without the necessity for the recommendation of the Historic Preservation Commission or the approval of the Planning Board:

1. A Projecting Sign in a design identical to or substantially similar to the Projecting Sign rendering attached hereto as Exhibit A, **utilizing a _____, or _____ type font and which utilizes colors from the [BENJAMIN MOORE HISTORIC COLOR PALETTE?]** and which otherwise conforms to the provisions of this Article.

2. An Awning Sign in a design identical to or substantially similar to the Projecting Sign rendering attached hereto as Exhibit B **utilizing a _____, or _____ type font and which utilizes colors from the [BENJAMIN MOORE HISTORIC COLOR PALETTE?]** and which otherwise conforms to the provisions of this Article.

3. In the CB, NC; BC; HC; O; PO and PO-R Zoning Districts; one Door sign per business use which may include only the premises' days and hours of operation and contact numbers by which the business, proprietor or owner may be contacted, and which shall be further subject to the following conditions:

- a. There shall be only one such sign permitted per entry door.
- b. The sign area shall not exceed 1.5 square feet, not including any portable "open" sign under 0.25 square feet in area.
- c. The sign shall be painted, applied, or hung from the inside of the door.
- d. Lettering on door glass shall be painted in gold leaf or a light color.
- e. No other signage, including exempt signs, shall be placed on the door.

B. In the CBD Zone, in addition to the signage permitted as set forth in Section ____ shall be exempted from a required sign permit requirements subject to the following conditions:

- a. Sandwich board signs are permitted curbside on the sidewalk or in entrance alcoves. Only one such sign shall be permitted per tax lot, located adjacent to the exterior of the business establishment, and can only be used to advertise the business located on the premises.
- b. It shall not exceed three feet in height, two feet in width, and one-half in lettering area.
- c. It shall be located so as not to impair pedestrian or vehicular traffic or as to block or obstruct any legally required fire exit, curbside car door opening area, or other exit. It shall be placed in locations to provide a minimum of four-foot pedestrian clearance.
- d. It shall be constructed of wood, wrought iron or aluminum and may contain chalkboard or other writable materials.
- e. Once erected, the sign base must have no more than an eighteen-inch separation.
- f. It shall be taken inside at night after the closing of business and during periods of inclement weather, such as rain, snow, and high winds. The sign shall include a ten-pound-weighted stabilizing base or other suitable mechanism to prevent accidental collapse or falling. It shall not be strapped to any pole.
- g. It shall not include any lighting or sound-generation equipment.

C. The following signs shall be permitted in all districts and exempted from a required sign permit, unless otherwise restricted or specified in the section of this Ordinance applicable to the particular district:

- 1. Official flags and signs;
- 2. Holiday and seasonal decorations, displays, and lights containing no advertising matter for a period not to exceed 45 days;
- 3. Residential occupant name and address signs identifying a house, apartment, or mailbox not exceeding one square foot;
- 4. Warning, no trespassing signs, private parking, and traffic directional signs on private property not exceeding two square feet;
- 5. Traffic circulation and directional signs on private property not exceeding two square feet;

6. Temporary business identification signs which meet the following conditions:
 - (a) The Zoning Officer may permit a new business to display one such sign per business, pending the necessary approvals for the business's permanent signage.
 - (b) The temporary business identification sign shall be placed in the same location as the permanent sign would.
 - (c) The temporary business identification sign must be removed upon installation of approved permanent signage or business expiration or 90 days, whichever is sooner.

7. Community event announcements. Window signs relating to a community-oriented event sponsored by an institutional or public use which has its base of operations or principal office in Haddon Heights may be displayed inside a first-floor business window and shall meet the following conditions:
 - (a) Only two such signs shall be permitted per business frontage;
 - (b) The total area of all such signs may not exceed 22 inches by 34 inches per business frontage.
 - (c) The signs may be displayed for a period of no more than 30 days before the event and must be removed by the business proprietor immediately after the event.

8. Real estate signs which meet the following conditions:
 - (a) Only one such sign shall be permitted on the tax parcel advertised for sale or lease and set back at least 10 feet from all streets,
 - (b) It shall not exceed six square feet on each side and four feet in height.
 - (c) The realtor shall remove it at closing or completion of the matter being advertised.
 - (d) It may include the realtor's telephone and other contact numbers.
 - (e) Open house signs are permitted 24 hours prior to the sales event and must be removed immediately after the open house. No off-site directional signs are permitted.

Section 9. Signage in the Central Business District, Business Commercial District, and Neighborhood Commercial District.

The following signage is permitted in the Central Business District, Business Commercial District, and Neighborhood Commercial District subject to the conditions herein specified, when located on the same tax lot or property of the use to which such signage refers:

A business in the Central Business District, Business Commercial District, or Neighborhood Commercial zoning district may erect a total of two signs from the below enumerated allowable signage. Where a property fronts on more than one street, the total number of signs permitted shall be three. No more than two signs shall be erected on any building frontage. A property with frontage on only one street cannot select more than one of any type of signage (eg. Two façade signs are not permitted).

1. A Projecting Sign subject to the following conditions:

- a. Only one such sign shall be permitted for each tax parcel, except for corner properties within the Central Business District, Business Commercial District, or Neighborhood Commercial District where one such sign may erected on both frontages.
 - b. It shall be set back at least four feet from the street curblin, extend no less than one foot and no more than four feet from the building's wall surface, and not exceed six square feet.
 - c. The maximum height shall be 15 feet or the bottom of the second-floor windowsill, whichever is lower. The minimum height shall be seven feet from grade.
 - d. The maximum lettering height shall be nine inches.
 - e. It must not project from a building at an angle other than 90, except at a public street corner, where it also may project in an angle to the center of the intersection.
2. A Window or Door-Glass Sign subject to the following conditions:
- a. General. Only one (1) window or door-glass sign is allowed per use per principal street frontage. Window and door-glass signs shall be painted on the window glass or consist of permanently applied plastic film.
 - b. Area. For principal street/ground floor uses, window signs shall not exceed forty percent (40%) of the window area. For business uses above the ground floor, window signs shall be no more than twenty percent (20%) of the overall window area. Door-glass signs shall be no more than thirty percent (30%) of the overall glass area.
 - c. Lettering. The height of any letter shall not exceed nine inches (9").
 - d. Position. Window signs shall be placed only on fixed, non-operable window panes.
3. A Facade Sign subject to the following conditions:
- a. A total sign area of 0.75 square feet for each linear foot of building frontage or 20 square feet, whichever is less.
 - b. A lettering area of 0.5 square feet for each linear foot of building frontage.
 - c. A height of no more than 15 feet or the bottom of the second-floor windowsill, whichever is lower.
 - d. A lettering height of 12 inches.
 - e. Such signs may be made of dimensional opaque elements not to extend more than three inches from the wall surface and may be lighted from behind.
4. An Awning Sign subject to the following conditions:
- a. Only one such sign is permitted per storefront, on the first floor only.
 - b. Sign letters and characters shall be painted or sewn on awnings.
 - c. Maximum letter height shall be nine inches.
 - d. Awning signs may not be backlit. The awning fabric, including sign lettering and characters, shall be made of an opaque material such that no window or sidewalk lighting shall show through the fabric material.

- e. Maximum lettering area shall not exceed 0.5 square feet for each linear foot of building frontage, or 16 square feet, whichever is less. Inclusion of the premise's street address on the awning shall not be counted towards the maximum permitted sign area or number of signs.
 - f. Awnings attached to the same building must be the same shape, color and height, regardless of individual business ownership or tenancy in the building.
4. A Decorative Flag subject to the following conditions:
- a. One such sign flag shall be permitted per business.
 - b. The flag dimensions shall not exceed three feet in width, five feet in length, and 15 square feet in total area.
 - c. The decorative flag shall be displayed on a flagpole mounted to the exterior of a building or store front so that the bottom edge of the flag shall be at least seven feet above the sidewalk or ground level and the top of the flag not exceed 12 feet above the sidewalk or ground level.
 - d. The flag may contain an icon, name or symbol of the on-premises business, description of on-premises business or services, and/or the word "open." The flag shall not advertise or promote a specific individual, product or brand name or off-premises business, service, or corporation.
 - e. The flag shall not be made of plastic materials.

Section 10. Signage in the Highway Commercial District.

1. The following signage is permitted in the Highway Commercial (HC) zoning district, subject to the conditions herein specified, when located on the same tax lot or property of the use to which such signage refers.

a. Any and all signage permitted in the Central Business District with the addition of the option that one (1) of the two (2) permitted signs per business being a Freestanding Sign subject to the following conditions:

- 1. Not exceeding fifteen feet (15') in height from grade level;
- 2. Not exceeding a total area of twenty-five (25) square feet;
- 3. The edge of such signage closest to the street shall be no closer than five feet (5') from the adjacent lot line; and
- 4. Such signage must be situated so as to avoid interference with mandated sight triangle areas which must be kept free from visual obstruction or otherwise impact motor vehicle safety.

b. In the case of more than one business use occupying a tax lot or lots under common ownership, only one (1) Freestanding Sign shall be permitted per tax lot or conglomeration of tax lots housing such businesses.

Section 11. Signage in the Office, Professional Office-Residential, and Professional Office Districts

1. The following signage is permitted in the Office; Professional Office; or Professional Office-Residential zoning districts, subject to the conditions herein specified, when located on the same tax lot or property of the use to which such signage refers.

a. A business in the Office; Professional Office; or Professional Office-Residential zoning districts may erect one (1) monument sign not exceeding five feet (5') in height from grade level exclusive of supporting structures nor six feet (6') in height from grade level including supporting structures nor five feet (5') in width nor a total sign area of twenty (20) square feet.

b. In the case of multiple tenants utilizing one property, the Monument Sign may take the form of a Multiple Occupant Monument Sign with placards listing the name of each individual business. Such placards shall not exceed two square feet in total area.

c. No monument sign may be situated so as to interfere with mandated sight triangle areas which must be kept free from visual obstruction or otherwise impact motor vehicle safety.

Section 12. Signage in Residential Zones.

A. In the R-1 through R-7 zone districts, the following provisions shall apply:

1. No sign not otherwise permitted by this Ordinance shall be permitted.

2. Temporary signs may be located no closer than 10 feet to any street, curb, or paved roadway area and shall not be located in any sight triangle, with the exception of a temporary sign necessary to promote public safety, of less than one square foot in size, which may be located within the 10 foot exclusion zone. By way of example and not limitation, a temporary sign of less than one square foot in size notifying the public that an area has been treated with pesticides is deemed to be a temporary sign necessary to promote public safety in accordance with this subsection.

3. Temporary signs shall be placed parallel to the direction of travel on the street in front of any residential lot.

4. No temporary sign may be placed on a residential lot for greater than 30 days unless such sign has been reviewed by the Zoning Officer for compliance with this Ordinance. Any person wishing to display a temporary sign for greater than 30 days shall apply to the Zoning Officer, without fee, for an inspection of the temporary sign. The Zoning Officer shall conduct an inspection of the temporary sign to determine whether the sign meets the safety, location, and size requirements of this Ordinance. For the avoidance of doubt, the Zoning Officer's determination as to the appropriateness of any temporary sign shall not be influenced or determined in any way by the content of the sign provided that the sign complies with the safety and location requirements set forth in this Ordinance. The filing of an application for temporary sign review with the Zoning Officer within 30 days after placement of a temporary sign shall

stay any enforcement of this subsection until such time as the Zoning Officer renders a decision on the application. The decision of the Zoning Officer may be appealed to the Planning Board under the applicable provisions of the Municipal Land Use Law.