

2. No sign shall be permitted on trees, radio towers and similar structures or elements.

3. No flashing or animated signs; rotating or moving signs; signs with moving lights; or signs that create the illusion of movement shall be permitted.

4. Electronic, LED, or digital signs may be permitted, subject to the limitations in (g)3 above and the following:

i. Such signs shall be prohibited in the Low Density Residential zone;

ii. Each message on the sign shall be displayed for a minimum of 15 seconds. All static message changes shall be completed within one second;

iii. Each display shall be equipped with automatic dimming photocell technology that automatically adjusts the sign's brightness based on ambient light conditions; and

iv. Such signs shall not operate at brightness levels of more than 0.3 foot candles above ambient light, as measured using a foot candle meter at the following pre-set distances:

(1) 0-350 square foot sign to be measured 150 feet from the source;

(2) 351-650 square foot sign to be measured 200 feet from the source; and

(3) 651-672 square foot sign to be measured 250 feet from source.

5. Any illuminated sign located on a lot adjacent to or across a ROW from any permitted residential use shall not be illuminated between the hours of 10:00 P.M. and 6:00 A.M. Such signs shall not have white illuminated backgrounds and shall be screened from residential uses where deemed necessary by the NJMC.

6. All signs shall be kept in good repair. Good repair shall include replacement or repair of broken or missing structural elements, casings, or faces, maintenance of legibility, and maintenance of all lighting elements.

7. Signs advertising a warehouse sale shall apply only to sale events approved in accordance with N.J.A.C. 19:4-6.3 and shall apply only to the dates approved by the NJMC to conduct a warehouse sale.

(h) The allowable signage per zone shall be as listed in Table 8-5 below, and the following:

1. For signage on any property designated as a conservation area, regardless of the zone, the sign regulations of the Environmental Conservation zone shall apply.

2. Signage for multi-tenanted structures or multi-structure development shall be considered in accordance with the prevailing regulations of (i) below.

3. For the purpose of sign calculations, no building shall have more than one main facade.

4. Maximum gross sign area permitted shall not exceed five percent of the main facade of the building, except as follows:

i. For vacant land, the maximum gross sign area shall be one square foot for each linear foot of street frontage, but not to exceed the maximum area of any single sign permitted in the zone;

ii. For permitted outdoor uses on properties not containing a principal structure, gross sign area shall not exceed five percent of the main facade of an accessory building or one square foot for each linear foot of street frontage, whichever is greater, but not to exceed the maximum area of any single sign permitted in the zone;

iii. Where additional sign area is permitted by (i) below; and

iv. Where otherwise permitted.

5. No part of a wall sign, where permitted, shall exceed the wall height of the structure on which it is placed.

6. All required setbacks shall be measured from the property line.

7. Concerning billboards:

i. Applications for zoning certificates for a proposed billboard shall receive the prior approval of the New Jersey Department of Transportation (NJDOT) and other agencies having jurisdiction. A copy of such approval(s) shall accompany the application for the zoning certificate.

ii. The following concern billboard locations:

(1) Notwithstanding the provisions of Table 8-5, billboards shall only be permitted within a ROW having a posted speed limit of 55 mph or higher, or within 50 feet thereof, and shall be oriented towards such ROW.

(2) Billboards shall not be permitted within 500 feet of a residential zone or residence.

(3) Billboards shall not obstruct scenic view sheds within the District.

iii. The maximum permitted number of billboards is one per lot.

iv. Maximum permitted billboard dimensions shall be 14 feet by 48 feet per side, with a maximum of two sides.

v. The maximum permitted height shall be 30 feet above the grade level of the adjacent roadway surface.

vi. Billboard signage shall not be included in sign calculations related to allowable signage on the site.

vii. Billboards shall be appropriately landscaped and screened at grade level in accordance with N.J.A.C. 19:4-8.9.

viii. A report prepared by a New Jersey-licensed professional engineer shall be submitted to the NJMC and

shall include an analysis of the safety, environmental, and visual impacts of the proposed billboard.

ix. Electronic, LED and/or digital billboards may be permitted subject to the limitations in (g)3 and (g)4 above.

Table 8-5

Allowable Signage by Zone

√ = Permitted X = Not Permitted
sf = square feet sf/du = square feet per dwelling unit

	<u>EC</u>	<u>PA</u>	<u>LDR</u>	<u>NC, WR</u>	<u>CP, RC</u>	<u>HC</u>	<u>AF, HI, I-A, I-B, LI-A, LI-B, PU</u>	<u>PR, TC, RA¹</u>
<u>Signage type:</u>								
Billboard ²	X	X	X	X	√	√	√	X
Construction	32 sf	32 sf	32 sf	√	√	√	√	√
Educational	24 sf	24 sf	20 sf	√	√	√	√	√
Flashing	X	X	X	X	X	X	X	X
Identification	32 sf	32 sf	20 sf	√	√	√	√	√
Nameplate	X	X	6 sf	√	√	√	√	√
Reader board	X	20 sf	20 sf	√	√	√	√	√
Real estate	X	X	6 sf/du or 60 sf max	√	√	√	√	√
Temporary	20 sf	20 sf	20 sf	√	√	√	√	√
<u>Structural type:</u>								
Awning	X	X	√	√	√	√	√	√
Banner	√	√	√	√	√	√	√	√
Ground	√	√	√	√	√	√	√	√
Pole	X	X	X	√	√	√	√	√
Projecting	X	X	X	√	X	√	√	X
Roof	X	X	X	X	√	√	√	X
Wall	X	√	√	√	√	√	√	√
Window	X	X	√	√	√	√	√	√
<u>Illumination:</u>	X	√	Note 4	√	√	√	√	√
<u>Measurement:</u>								
Maximum height ³	10 feet	15 feet	10 feet	15 feet	30 feet	30 feet	30 feet	30 feet
Minimum setback	15 feet	15 feet	15 feet	NC = 5 ft WR = 15 ft	15 feet	15 feet	15 feet	15 feet
Maximum gross sign area	n/a	n/a	See signage type	Note 5	Note 5	Note 5	Note 5	Note 5
Maximum area of any single sign	See signage type	See signage type	See signage type	100 sf	300 sf	300 sf	300 sf	300 sf
Maximum number of signs per front yard ⁶	n/a	n/a	1	2	2	2	2	2

Notes:

- Note 1: Sign regulations may be superseded by individual redevelopment plans.
- Note 2: See also paragraph (h)7.
- Note 3: The maximum height of a ground, pole, or roof sign shall be measured from the ground level. The maximum height of a wall sign shall be the wall height of the structure.
- Note 4: None, except reader boards may be directly illuminated.
- Note 5: See paragraph (h)4 above.
- Note 6: This method of calculation for the maximum number of signs shall not apply to multi-tenanted and multi-structure developments, which are governed by (i) below.

(i) Signs in multi-tenanted structures or multi-structure developments shall be governed by the following sign regulations:

1. An integrated sign plan shall be submitted to the NJMC for each development. Such sign plan shall include the dimensions, locations, heights, and details of all signs, including lettering style, lighting, color, and materials, and dimensions of all building facades.

2. Each of the above elements shall be consistent with each other, the architecture and materials of principal structures, and the landscape plan. Where there is existing signage on the property, the sign plan shall include details for both existing and proposed signs. Signs shall be installed in accordance with the approved sign plan as changes occur.

3. The maximum allowable area of any single sign shall be 300 square feet.

4. The total sign area permitted shall be five percent of the building's main facade. The NJMC may permit a total sign area of up to 10 percent of the building's main facade if, in the opinion of the NJMC, such additional area shall assist in developing a more integrated sign plan. For the purposes of these calculations, no building shall have more than one main facade.

5. The maximum height of a wall sign shall be the wall-height of the structure. The height of roof, pole, and ground signs shall not exceed a maximum of 30 feet above ground level.

6. The minimum setback of any sign shall be 15 feet from any property line, except in the Neighborhood Commercial zone, where a minimum setback of five feet from any property line shall apply.

(j) Fuel service stations shall be permitted to display only the following signs:

1. One pole sign, in accordance with the following:

i. The gross sign area shall not exceed 120 square feet, inclusive of all faces;

ii. The minimum sign height shall be 10 feet above ground level;

iii. The maximum sign height shall comply with Table 8-5; and

iv. The sign shall be set back a minimum of 10 feet from any property line.

2. One reader board, with a maximum area of 36 square feet per side, with a maximum of two sides, installed on the sign pole.

3. One temporary sign, specifically advertising special or seasonal servicing of motor vehicles, provided such sign does not exceed 15 square feet in size. The location of the

temporary sign shall not interfere with vehicular circulation or visibility.

4. Canopy signs may be installed on all faces of the canopy and shall be no larger than 20 inches in height. Total canopy sign area shall not exceed one-third of the total area of the canopy faces.

5. Buildings accessory to the principal fuel service station use, shall be permitted two identification wall signs per front yard, no larger than five percent of the building's main facade, and shall not exceed the wall height of the structure.

Administrative correction.

See: 36 N.J.R. 2203(a).

Amended by R.2009 d.40, effective January 20, 2009.

See: 40 N.J.R. 4696(a), 41 N.J.R. 624(b).

In (e)1ii, inserted "within one month of occupancy certification, for", inserted a comma following "event"; rewrote (g)3; in (g)4, substituted "6:00" for "7:00"; added (h)7ix; in the header for Table 8-5, substituted "feet per" for "feet"; in Table 8-5, substituted entry "Maximum number of signs per front yard" for entry "Maximum number of signs per front yard"; in Note 3 of Table 8-5, inserted the last sentence; and added "Note 6" to Table 8-5.

Amended by R.2011 d.118, effective April 18, 2011.

See: 42 N.J.R. 2938(a), 43 N.J.R. 1044(a).

In (b)4, inserted "more frequently than permitted in (g)4 below"; rewrote (g)3; added new (g)4; recodified former (g)4 through (g)6 as (g)5 through (g)7; in (h)4i, inserted "but not to exceed the maximum area of any single sign permitted in the zone"; added new (h)4ii; recodified former (h)4ii and (h)4iii as (h)4iii and (h)4iv; in (h)7ii(1), inserted "and shall be oriented towards such ROW"; in (h)7ii(2), inserted "or residence"; and rewrote (h)7ix.

Petition for Rulemaking.

See: 44 N.J.R. 943(a).

19:4-8.15 Site service improvements

(a) Outdoor storage, where permitted, shall be located to provide minimal visual impact from within and outside the site. Screening and fencing shall be provided in accordance with N.J.A.C. 19:4-8.9(d)6iv and 8.10.

(b) Distribution and service lines for telephone, electricity and any other utility cables to buildings and sites shall be placed underground wherever technologically possible. All utility lines remaining aboveground shall be located to minimize adverse visual impacts.

(c) Requirements for wireless communication antennas and unmanned equipment structures are as follows:

1. All wireless communication antennas shall comply with the applicable regulations of the Federal Communications Commission (FCC).

2. Wireless communication antennas and unmanned equipment rooms shall comply with the following:

i. All wireless communication antennas and equipment structures shall meet the applicable setback requirements.

ii. Wireless communication antennas are permitted to be roof mounted or affixed to the face of buildings.

iii. Wireless communication antennas may be located on a ground or roof mounted monopole or tower. Any approval of a monopole or tower shall be contingent upon the monopole or tower owner permitting the future co-location of additional cellular antennas, regardless of ownership if space for such additional future installations by others is available on the monopole or tower. The maximum height of the monopole or tower shall be the minimum height necessary to accommodate the proposed wireless communication antennas and one future array of antennas.

iv. The height of wireless communication antennas shall be established at the minimum height necessary to effectively transmit and receive radio signals.

v. Equipment buildings, whether located on a roof or at grade, shall be constructed in such a manner as to be compatible with the architectural design, color, and materials of the existing structures on the site.

vi. The color of wireless communication antennas mounted on the face of a building shall match the color of the building. The color of all other antennas shall be as unobtrusive as possible.

vii. Monopoles or towers, if approved, shall be located as to minimize impacts on adjacent property owners. These structures shall be designed and constructed to minimize any adverse visual impact from the public ROW.

viii. The applicant shall demonstrate that there is adequate on-site parking to accommodate maintenance vehicles.

(d) Requirements for satellite or dish antennas are as follows:

1. All satellite or dish antennas shall comply with the applicable regulations of the FCC.

2. All satellite or dish antennas shall comply with the following:

i. Such antennas shall be located on the same lot as the principal use and shall be considered accessory thereto.

ii. No antenna shall be located in the front yard. All antennas shall be screened from the public ROW and adjacent properties in accordance with N.J.A.C. 19:4-8.9(d)6iv and 8.10.

iii. There shall be a minimum setback of 10 feet from the antenna and its foundation to the side and rear property lines.

iv. All satellite antennas shall be located to minimize motor noise from the public ROW's and adjacent properties.

v. An antenna mounted on the ground shall not exceed 15 feet in height above the ground level. An antenna mounted on a building or roof shall not exceed 15 feet in height above the roof. An antenna shall not project above the peak or highest point of the roof line in the Low density residential zone. The height of an antenna shall be measured from the bottom of its base to the highest point of the antenna when in its most vertical position.

vi. The diameter or maximum dimension of the antenna shall be:

(1) A maximum of six feet in the Low Density Residential zone;

(2) A maximum of 12 feet in all other zones;

(3) Where a sender/receiver antenna or dish is proposed with a diameter or any dimension larger than 12 feet, it shall be considered a special exception use and shall be set back from side and rear property lines a minimum of one foot for every foot of height of the antenna.

vii. The color of all antennas shall be as unobtrusive as possible and shall not have brightly colored or reflective surfaces.

(e) Requirements for mechanical equipment are as follows:

1. Mechanical equipment, such as transformer compounds, external heating and cooling equipment, and other utility improvements shall be located to minimize adverse visual impacts from within and outside the site. Screening shall be provided in accordance with N.J.A.C. 19:4-8.9(d)6iv and 8.10, and shall be designed to allow adequate access to the equipment for maintenance.

2. Mechanical equipment located on the building shall be concealed by structures that are integrally designed with the building or are otherwise rendered not visible from adjoining lots and public ROWs.

3. Rooftop HVAC units and similar accessory rooftop mechanical equipment less than eight feet in height shall be exempt from zoning certificate requirements, except where the property abuts a residential use or residential zone.

(f) Requirements for accessory recycling and refuse areas are as follows:

1. Recycling and refuse areas shall be provided as follows:

i. A recycling area for the collection and storage, but not processing, of site generated Class A recyclable materials shall be provided in accordance with the New Jersey Statewide Mandatory Source Separation and Recycling Act, N.J.S.A. 13:1E-99 et seq.

ii. All refuse shall be placed in covered containers and/or dumpsters and placed in designated refuse areas for collection.