

ix. Poles greater than 25 feet in height, but not exceeding 40 feet, and utilizing overhead wiring, may be permitted under specific written request of, and author-

ization by, the NJMC due to specific site or use-related, technical reasons.

x. Poles shall be located so as not to interfere with site circulation and shall be coordinated with stall and aisle layouts in vehicular use areas. Where practical, poles shall be located near the end of parking rows or around the perimeter of the lot. When located at parking stall boundaries, poles shall be located as to minimize vehicle damage, and shall be mounted on concrete pedestals. Where raised medians or islands are used to separate adjacent stalls, poles shall be placed in these areas unless pedestrian circulation will be adversely effected.

xi. Light sources mounted on a building façade shall not exceed 25 feet in height, or the height of the structure, whichever is less.

(b) Adequate site illumination for covered parking and loading areas shall be provided in accordance with the following:

1. Covered parking and loading areas shall be adequately illuminated during daylight and non-daylight hours. Adequate illumination of covered parking and loading facilities shall be provided for general parking and loading areas, pedestrian areas, ramps, corners, entrance areas, and stairways.

2. Illumination levels in these areas shall maintain an average-to-minimum uniformity ratio not exceeding 4:1.

3. Evenly distributed, minimum illumination levels shall be maintained at all times as in Table 8-4 below.

Table 8-4

Site Illumination Requirements for Covered Areas

| Area                                           | Minimum Footcandles<br>in Covered Area |       |
|------------------------------------------------|----------------------------------------|-------|
|                                                | Day                                    | Night |
| General Parking and Pedestrian Areas           | 5                                      | 5     |
| Ramps, Aisles and Corridors                    | 10                                     | 10    |
| Parking Storage Areas                          | 5                                      | 5     |
| Entrance Areas                                 | 20                                     | 10    |
| Elevator Areas, Walkways, and Cashiers' Booths | 20                                     | 20    |
| Stairwells                                     | 50                                     | 50    |

4. Illumination levels for the top level of a parking facility, if not covered, shall conform to the standards for uncovered vehicular areas, as per Table 8-3.

5. Illumination design for covered facilities shall comply with the following:

i. All light sources shall be shielded and positioned to prevent glare from becoming a hazard or a nuisance, or having a negative impact on site users, adjacent properties, or the traveling public.

ii. All light sources with illumination levels greater than one foot-candle shall be arranged to reflect away from adjacent properties.

iii. Light sources shall be appropriately located in order to avoid adverse impacts to drivers and pedestrians.

iv. Light sources shall be protected from vehicular damage, vandalism, and weather.

#### 19:4-8.14 Signs

(a) No sign, unless exempt under (d) and (e) below, shall be constructed, erected, moved, remodeled, or expanded unless a zoning certificate for such sign has been issued by the NJMC.

(b) Signage types are as follows:

1. "Billboard sign" means a sign which directs attention to a business, commodity, service or entertainment conducted, sold, or offered at a location other than the premises on which the sign is located or to which it is affixed.

2. "Construction sign" means a temporary sign that displays information regarding a proposed development, including the names of individuals, organizations, or businesses involved in the design, construction, or financing of a project, during the construction period.

3. "Educational sign" means a sign that provides site users with cultural, historical or environmental information.

4. "Flashing sign" means any illuminated sign that exhibits changing natural or artificial light or color effects by any means.

5. "Identification sign" means any sign indicating the name, address, service, or product of a business, building, or development. Such sign may be wholly or partly devoted to a readily recognized symbol.

6. "Nameplate sign" means any sign indicating only the name, address, or profession of an owner or occupant of a building or premises on which it is located.

7. "Reader board sign" means a sign with changeable copy, either manually or electronically (LED), including signs displaying the time and temperature.

8. "Real estate sign" means a sign pertaining to the sale or lease of the lot or tract of land on which the sign is located, or to the sale or lease of one or more structures or a portion thereof located thereon.

9. "Temporary sign" means any sign displayed for a limited period of time, not to exceed 30 days in a consecutive 90-day period.

(c) Structural sign types are as follows:

1. "Awning sign" means any sign mounted or painted on or attached to an awning or canopy, which is otherwise permitted by these regulations. No such sign shall project

above, below, or beyond the physical dimensions of the awning or canopy.

2. "Banner sign" means a strip of cloth, vinyl, or similar material on which a temporary sign is printed, and is not permanently affixed to a frame.

3. "Ground sign" means any sign placed upon or supported by the ground independent of the building or structure on the property.

4. "Pole sign" means any sign mounted on a free-standing pole, where the bottom edge of the sign is six feet or more above ground level.

5. "Projecting sign" means any sign that is wholly or partly attached to a building for support and projects horizontally more than 12 inches from the building.

6. "Roof sign" means any sign fastened to or painted on the roof of a building or structure.

7. "Wall sign" means any sign, excluding banner signs, fastened to a wall or structure in such a manner that the wall becomes merely the supporting structure or forms the background surface, and which does not project more than 12 inches from such building.

8. "Window sign" means any sign placed on a window intended to be visible from the exterior of the building.

(d) The following signs shall be exempt from these regulations:

1. Flags or emblems of a government or of a political, civic, philanthropic, education, or religious organization, displayed on private property, provided that no sign exceeds 250 square feet;

2. Signs of a duly constituted governmental body including traffic or similar regulatory devices, legal notices, warnings at railroad crossings, and other instructional or regulatory signs having to do with health, hazards, parking, swimming, dumping, or similar activities;

3. Address numerals and other signs required to be maintained by law or governmental order, rule or regulation, provided that the content and size of the sign do not exceed the requirements of such law, order, rule or regulations;

4. Memorial signs and tablets, identifying the names of buildings, dates of erection, monumental citations, commemorative tablets, and the like when made an integral part of the structure;

5. Signs commonly associated with and limited to information and directions typically used for the convenience of the public, including signs identifying entrance and exit drives, parking areas, shipping and receiving doors, one-way drives, rest rooms, freight entrances, and refuse and recycling areas. Such signs are exempted, provided that each such sign is limited to wall, ground, or window, is 10 square feet or less in area, and is not illuminated except from a concealed light source;

6. Nameplate signs accessory to a dwelling not exceeding three square feet in area;

7. Identification signs accessory to a multiple-family dwelling not exceeding 20 square feet in area; and

8. Signs accessory to a house of worship, school, or public or non-profit organization not exceeding 20 square feet in area.

(e) The following signs are exempt from zoning certificate approval and shall not be included in sign calculations determining gross sign area or number of signs, but shall comply with all other requirements:

1. Temporary signs for the purposes of warehouse sales, temporary/ seasonal outdoor sales, and the sale of Christmas trees, when approved in compliance with N.J.A.C. 19:4-6.3, and grand opening sales, shall be limited to one per lot and shall not exceed the maximum size of any single sign as listed in Table 8-5 below. These signs shall conform to the following:

i. Sale event signs or banners may be erected up to seven days before the scheduled event and shall be removed immediately following the event. Where approved sale dates occur more than seven consecutive days apart, the sign shall be removed in the interim time period and may be reposted in accordance with the aforementioned time frame;

ii. Grand opening signs may be erected up to seven days before the event and shall remain no longer than 14 days;

2. A maximum of two construction signs per project, each having a maximum area of 32 square feet. The signs shall be confined to the site of the construction and shall be removed upon receipt of occupancy certification; and

3. Real estate signs, in accordance with the following:

i. Real estate signs in the Low Density Residential zone shall not exceed a total area of six square feet per side, with a maximum of two sides;

ii. Real estate signs in all other zones shall not exceed a total area of 24 square feet per side, with a maximum of two sides;

iii. There shall be no more than one real estate sign per front yard; and

iv. Signs shall be removed within 14 days of the sale, rental or lease of the subject property.

(f) The sign area shall be the area of the background structure that supports the message, including letters, logos, and/or symbols, except in the case of wall signs consisting of wall-mounted letters and symbols. The area of such wall signs shall be the area of the smallest rectangular figure that can encompass all of the letters, logos, and/or symbols and their supporting elements. The sign area shall not include any structural element lying outside the limits of the wall sign and that does not form an integral part of the display.

1. The gross area of a multi-faced sign shall be the total area of all faces of the sign. Multi-faced signs shall be considered to be one sign and their total area shall not exceed the maximum permitted sign area as per applicable zone regulations.

2. Window signs designed to be read from the exterior of a building shall be included as part of the maximum sign area and total number of signs permitted.

3. Sign height shall be measured from ground level at the base of or below the sign to the highest element of the sign.

4. The main building façade used for signage calculations shall be the largest façade of the principal structure(s). The area of the main building façade shall be the total area measured from side to side of the structure and from the ground level to the top of the roof on flat roof structures, excluding parapets, and to the top of the highest occupied story on peak roof structures.

(g) Safety and maintenance requirements for signs are as follows:

1. No sign shall be permitted where, by reason of its position, size, shape, or color, it may obstruct, impair, obscure, interfere with the view of, or be confused with any traffic control sign, signal or device, or where it may interfere with, mislead or confuse traffic.

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

3. No flashing signs, rotating or moving signs, animated signs, signs with moving lights, or signs that create the illusion of movement shall be permitted in any zone except for reader board signs and signs displaying the time and/or temperature. Such signs shall not be deemed to be a flashing sign if the lighting changes are not more frequent than every 15 seconds.

4. 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 7:00 A.M. Such signs shall not have white illuminated backgrounds and shall be screened from residential uses where deemed necessary by the NJMC.

5. 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.

6. 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 façade.

4. Maximum gross sign area permitted shall not exceed five percent of the main façade 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;

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

iii. 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.

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

(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.

Table 8-5

## Allowable Signage by Zone

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

|                                        | <u>EC</u>        | <u>PA</u>        | <u>LDR</u>              | <u>NC,<br/>WR</u> | <u>CP,<br/>RC</u> | <u>HC</u> | <u>AF, HI,<br/>I-A, I-B,<br/>LI-A,<br/>LI-B, PU</u> | <u>PR,<br/>TC,<br/>RA<sup>1</sup></u> |
|----------------------------------------|------------------|------------------|-------------------------|-------------------|-------------------|-----------|-----------------------------------------------------|---------------------------------------|
| <b>Signage type:</b>                   |                  |                  |                         |                   |                   |           |                                                     |                                       |
| Billboard <sup>2</sup>                 | 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<br>60 sf max | √                 | √                 | √         | √                                                   | √                                     |
| Temporary                              | 20 sf            | 20 sf            | 20 sf                   | √                 | √                 | √         | √                                                   | √                                     |
| <b>Structural type:</b>                |                  |                  |                         |                   |                   |           |                                                     |                                       |
| 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                | √                       | √                 | √                 | √         | √                                                   | √                                     |
| Illumination:                          | X                | √                | Note 4                  | √                 | √                 | √         | √                                                   | √                                     |
| <b>Measurement:</b>                    |                  |                  |                         |                   |                   |           |                                                     |                                       |
| Maximum height <sup>3</sup>            | 10 feet          | 15 feet          | 10 feet                 | 15 feet           | 30 feet           | 30 feet   | 30 feet                                             | 30 feet                               |
| Minimum setback                        | 15 feet          | 15 feet          | NC= 5 ft<br>WR=15 ft    | 15 feet           | 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 | 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.

Note 4: None, except reader boards may be directly illuminated.

Note 5: See paragraph (h)4 above.

(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 façades.

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 façade. The NJMC may permit a total sign area of up to 10 percent of the building's main façade 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 façade.

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 façade, and shall not exceed the wall height of the structure.

#### 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)iv 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 of the antenna shall be:

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

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

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.

(f) Requirements for 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.

2. The total area of either recycling or refuse areas on a lot shall not exceed 600 square feet each. The dimensions of such areas shall be sufficient to accommodate containers of adequate size and number consistent with anticipated usage and current methods of collection.

3. No recycling or refuse areas shall be located in a front yard, except where front yard loading is a pre-existing nonconformity and other yards are not adequate.

4. The surface of all recycling and refuse facilities shall be concrete.

5. Recycling and refuse areas shall not be located in posted fire lanes, as determined by the municipal fire official.

6. The following setbacks shall apply:

i. Refuse areas may be located adjacent to the building and at a minimum setback of five feet from all property lines in instances where the location does not conflict with the provisions of the NJ UFC, as determined by the municipal fire official.

ii. Recycling areas shall maintain a minimum setback of 15 feet from all buildings and property lines or shall conform to the setbacks required in the NJ UFC as determined by the municipal fire official, whichever is more restrictive.