

Signs.

The use, erection, relocation and alteration of signs shall be required to obtain a sign permit pursuant to 22-119, as outlined below, unless exempted herein, and shall comply with the following regulations:

A. General regulations.

- (1) General prohibitions. All signs which are not specifically permitted by this chapter shall be prohibited. In additions, and without limiting the generality of this section, the following are specifically prohibited:
 - (a) The placement of signs on trees, rocks, street lamps, fire alarm boxes and similar structures. No sign shall be placed on any utility pole, street lamp or fire alarm box except for utility identification or similar purposes.
 - (b) Attraction devices or signs which contain a beacon of any type and/or contain a spot light providing direct illumination to the public are prohibited.
 - (c) Attraction devices or signs which flash, blink or fluctuate in light intensity shall be prohibited.
 - (d) Attraction devices or signs which revolve, rotate, or otherwise move.
 - (e) Signs constituting a traffic hazard. No sign or other advertising structure shall be erected or continue to be displayed at the intersection of any street in such a manner as to obstruct free and clear vision, or at any location where, by reason of the position, shape or color, it may obstruct any authorized traffic sign, signal or device. No sign shall make use of the words "stop", "look", "drive-in", "danger", or any other word if such use would interfere with, mislead or confuse the traveling public.
 - (f) ~~The use of a vehicle or a trailer as a sign in circumvention of this chapter.~~ No sign shall be erected, painted, affixed, located or maintained on any taxicab, except the word "taxi"

business or any product sold thereby.

- (a) 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 and any lessee and to the property owner, which notice shall state that such sign shall be removed within thirty (30) days.
 - (b) 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 expense 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.
 - (c) For the purpose of this section, the word "remove" shall mean: (a) removal of the sign face, along with the posts, columns and/or other supporting structures of freestanding signs, projecting signs, roof signs, or wall signs; or (b) painting over a painted wall in such a manner as to completely cover up and hide the sign in question.
 - (d) Any such discontinuance of use of the premises as outlined above and failure to respond to such notice issued by the Zoning Officer will constitute abandonment of said sign which then may not be re-used without obtaining approval from the Municipal Agency.
4. *Nonconforming signs.* Nonconforming signs shall comply with the provisions of Section(3) as outlined above.
5. *Placing signs on public property.* No signs other than signs placed by agencies of the government shall be erected on any public property; provided, identification and informational signs may be erected upon Township street name signposts, or upon traffic signposts under the following conditions:
- (a) The signs direct the reader to the location of public facilities attended primarily by out-of-town patrons, to a facility operated by a non-profit entity and attended primarily by out-of-town patrons, to a facility relating to the public health safety or welfare, or to scenic or historic buildings or trails.
 - (b) The entire cost of the sign is borne by the entity requesting the sign.

and seasonal decorations may use colored illumination.

- (d) Light sources shall not be permitted to pass through awnings and canopies so as to illuminate same from behind; provided, however, that if such awnings or canopies are permitted to contain signs, only the letters of same shall be permitted to be illuminated from light sources located behind and shining through the awning or canopy.

9. *Maintenance.* All signs shall be maintained in a neat and clean condition. No rust, faded paint, peeling or decay of any form shall be permitted. All freestanding signs and the premises surrounding the same shall be maintained by the owner thereof, in a clean, sanitary, and inoffensive condition, and free and clear of all obnoxious substance, rubbish and weeds.

- (a) any sign not maintained in accordance with conditions outlined above, shall be issued a notice by the Zoning Officer providing for enforced maintenance within sixty (60) days of notice. If notice is not responded to summons shall be issued for Court imposed maintenance.

B. Special regulations for certain type of signs. The following provisions shall apply to the sign types indicated, which provisions shall supersede the provisions for signs in each zone district otherwise applicable to such signs.

1. *Professional nameplates.* Professional nameplates attached to the wall of buildings and not exceeding three (3) square feet of display surface area shall be permitted as an accessory structure for all permitted professional uses. Such signs shall be permitted in addition to any other wall signs permitted in the zone district; provided that professional nameplates which exceed three (3) square feet in area shall be construed as a wall sign and be subject to the regulations for wall signs in the particular zone district.
2. *Memorial signs.* Memorial signs or tablets, names of buildings and signs indicating the date of the original building construction are permitted in all zone districts. Such signs shall be cut into a masonry surface or constructed of bronze or other noncombustible materials and shall not exceed three (3) square feet in display surface area. Such signs shall be permitted in addition to any other wall signs permitted in the zone district.

7. *Portable swinger "A" frame signs.* Portable swinger "A" frame, sandwich, attraction sign board signs described in this section shall be permitted as an necessary structure to retail sales businesses in the B-zone districts, subject to the following:
 - (a) The total display surface area shall not exceed six (6) square feet per side.
 - (b) The sign shall be used temporarily or daily, but shall not be used as a permanent sign.
 - (c) The sign shall not contain any elements which are prohibited by this chapter.
 - (d) Only one such sign shall be permitted per business.

8. *Wall signs.* In addition to the regulations applicable to wall signs in each of the zone districts, the following shall apply:
 - (a) Wall signs may not obscure, or require the removal of building elements such as cornices, lintels, columns, etc., that define and separate parts of the building or decorative elements.
 - (b) Wall signs may not extend above the eaves or bottom of the building roof or above the top of any parapet wall of the building.
 - (c) Wall signs may not project more than eight (8) inches from the wall upon which they are mounted.

9. *Signs on awnings and canopies.* Signs on an awning or canopy are permitted in the non-residential zone districts as an accessory structure to nonresidential uses. If the sign or any such awning or canopy is located on the vertical fringe and is no more than three (3) inches in height, such sign shall be permitted in addition to any other wall signs permitted in the zone district; otherwise, the sign shall be regulated the same as wall signs in the zone district.

10. *Window signs.* Window signs are permitted in the B-1, B-2, B-3, B-4, B-5 and B-6 zone districts as an accessory structure to non-residential uses, subject to the following requirements. The intent of these requirements is to regulate signs located inside a building that could reasonably be construed as serving the same or equivalent function to signs located outside the building.

political sign may be erected but said sign shall not be removed within seventy-two (72) hours following the final election to which it applies. The owner of the property on which the said sign is placed shall be responsible for its removal.

14. *Banners.* Banners when used in conjunction with public and private events are permitted as follows; provided that banners bearing advertising matter shall be considered facade or freestanding signs, depending upon mounting, and shall meet all regulations pertaining hereto.
 - (a) Election campaign banners shall not be placed more than ten (10) days prior to, nor removed later than seventy-two (72) hours following the election.
 - (b) Public event banners shall be removed within seventy-two (72) hours following the event to which the banner applies.
 - (c) Banners placed on private property for advertising a special event shall not be displayed for more than fourteen (14) continuous days or for more than fourteen (14) days in any calendar month, or such signs shall be considered to be a permanent façade sign and shall be subject to the regulations applicable to the same.
 - (d) Decorative banners containing no advertising content may be displayed, but shall be changed at least annually.

17. *Freestanding bulletin boards.* Freestanding bulletin boards are permitted as an accessory structure to charitable uses, State-certified schools providing formal education for grades K-12, and religious or public uses. Such signs shall be erected upon the same property as said institutions, and shall be subject to the following regulations:
 - (a) Freestanding bulletin boards having a display surface area less than or equal to ten (10) square feet shall be set back a minimum of fifteen (15) feet from the street right-of-way.
 - (b) Freestanding bulletin boards having a display surface area in excess of ten (10) square feet shall be set back fifteen (15) feet from the street right-of-way, plus an additional one foot for each two (2) square feet of display surface area in excess of ten (10) square feet.

- (b) Only one dimension of the sign, horizontal or vertical, shall exceed two (2) feet.

E. Signs in the Business Zones.

In addition to any signs permitted in these districts the following signs are permitted:

- (1) Freestanding signs, wall signs, signs on awnings or canopies, window signs, portable signs, area identification signs and joint identification signs are permitted as regulated herein.
- (2) Freestanding signs shall comply with the following:
 - (a) One on-site or off-site freestanding sign shall be permitted on a lot, at a shopping center or at a mall, except as provided herein.
 - (b) Freestanding signs located on any property which are located in any of the above districts.
 - (1) No freestanding sign shall be permitted on any lot that has a street frontage of less than one hundred (100) feet.
 - (2) The display surface area shall not exceed one hundred and thirty (130) square feet.
 - (3) No part of any freestanding sign shall be located nearer to the street right-of-way than a straight line which connects the following two points:
 - (a) For properties with frontage on Route 22, the point of intersection of the front lot line and a point on the easterly side lot line located twenty (20) feet measured perpendicular from the front lot line.
 - (b) For properties with frontage on Routes 22, the point of intersection of the front lot line and the southerly side lot line, and b) a point on the northerly side lot line located twenty (20) feet measured perpendicular from the front lot line.

For purposes of administering the above provision,

be permitted unless the lot upon which the sign is located has at least two hundred (200) feet of street

of street frontage and the spacing requirement of paragraph (4) below is complied with.

- (3) The display surface area of freestanding signs shall not exceed one hundred and thirty (130) square feet for each sign; provided that in the case of a second sign for the same make of automobile, the display surface area of said sign shall not exceed sixty-five (65) square feet.
 - (4) Freestanding signs shall be located no nearer than one hundred (100) feet to any other freestanding sign located on the same lot.
 - (5) The provisions of paragraphs (b) {3}, (b) {4}, (b) {5}, (b) {6} and (b) {7} above shall be complied with.
- (d) Freestanding joint identification signs located on any property which fronts upon Routes 22, 202, and 206 and located in any of the above districts.
- (1) The display surface area shall not exceed one hundred and thirty (130) square feet for signs with up to two occupants, businesses or other users identified on the sign, plus thirty (30) square feet for each additional (i.e., beyond the first two) occupant, business or other user identified on the sign; provided that no freestanding joint identification sign shall have a display surface area that exceeds three hundred (300) square feet.
 - (2) The provisions of paragraphs (b) {1}, (b) {3}, (b) {4}, (b) {5}, (b) {6} and (b) {7} above shall be complied with.
 - (3) Freestanding joint identification signs shall be considered the same as any other freestanding sign for purposes of determining the number of freestanding signs permitted herein.
- (e) All other freestanding signs:
- (1) No freestanding sign shall be permitted on any lot that

- (c) Except in the B-5 and B-6 zone districts, only one dimension, either vertical or horizontal, shall be permitted to exceed two feet.

G. Signs in the Designated Historic District: ~~All signs within the designated Historic District shall conform to the guidelines established by the Historic District, subject to their review and appraisal.~~

Handwritten note:
All signs
within
the
designated
historic
district

and except to designate the name, address, telephone number, and a serial number or such taxicab.

- (g) Any sign which advertises a product, including trademarks and brand names, or which advertises a service, business or identity, which is not present and available at the site.
- (h) Roof signs.
- (i) Off-site signs, except as specifically permitted by this chapter or other applicable law.
- (j) Illuminated window, door, or architectural trim or accents, including but not limited to such structures made of neon, or fluorescent tubing.

2. *Unsafe and unlawful signs.* If the Construction Official, Electrical Subcode Official or Zoning Officer shall find that any sign or other advertising structure regulated herein is unsafe or insecure, is a menace to the public, is abandoned or maintained in dilapidated condition, or has been constructed or erected or is being maintained in violation of the terms of the permit granted for said sign or any applicable code or ordinance, the Construction Official, Electrical Subcode Official, or Zoning Officer, as applicable, shall issue a notice to the permittee or property owner demanding that the sign be altered or removed so as to eliminate the offending condition. If the permittee or property owner fails to remove or alter the sign or advertising structure within a reasonable time period as specified in such notice, not to exceed thirty (30) days, such sign or other advertising structure may be removed or altered to comply with all applicable requirements. If in the opinion of such official (1), such sign presents an imminent danger or risk to the public health, safety or welfare, such official may remove or alter the sign (2) so as to eliminate such danger or risk. Such signs or other advertising structures are hereby declared to be a public nuisance. When any sign is removed summarily without notice, the owner or lessee thereof shall have the right to a post-seizure hearing before the Mayor and Council of the Borough of North Plainfield to determine whether there was probable cause to remove the sign.
3. *Removal of signs for change or termination of use.* 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

- (c) The signs do not constitute a traffic hazard.
6. *Restrictions along controlled access highways.* No off-site sign shall be permitted within fifty (50) feet of the right-of-way of any controlled access highway.
7. *Materials and design.*
- (a) All signs shall be designed according to the best accepted engineering practice. If attached to a building, the loads shall be distributed to the structure so that no members thereof shall be over-stressed. No sign may obscure, or require the removal of building elements such as cornices, lintels, columns, etc., that define and separate parts of the building or decorative elements.
 - (b) All supports and brackets for signs suspended from or supported upon a building shall be constructed of metal not less than one-fourth inch thick if not galvanized, and not less than three-sixteenths of an inch thick if all members including bolts and rivets are galvanized.
 - (c) All such signs shall be securely attached to the building by means of metal anchors, bolts or expansion screws; provided, that signs exceeding fifty (50) pounds in weight shall be secured at both top and bottom with metal shelf anchors.
 - (d) No signs, illustrations or symbols shall be placed so as to interfere with the opening of an existing door of any building to obstruct any window opening of a room in a dwelling, to interfere with the use of any fire escape or to create a hazard to pedestrians.
8. *Sign illumination.*
- (a) Any sign may be illuminated by a stationary light source which may be located inside or outside of the sign.
 - (b) All light sources shall be directed only at the sign.
 - (c) All light sources shall be clear or white and shielded from direct view, except that ionized inert gas signs, window signs

3. *Directional, identification and information signs.* Directional, identification and information signs shall be permitted as accessory structures for non-residential uses and multi-family residential uses in all zone districts where such uses are permitted; subject to the following provisions:
 - (a) Such signs shall be limited to wall signs and freestanding signs.
 - (b) Such signs shall not have a display surface area that exceeds four (4) square feet, and shall be limited in height to forty-two (42) inches above normal grade.
 - (c) One directional sign shall be permitted at each entrance or exit on a lot or parcel to identify said entrance or exit.
 - (d) The limitations on the number of freestanding or wall signs in each of the zone districts shall not apply to such signs.

5. *Area identification signs.* Area identification signs shall be permitted as accessory structures to any development with multiple user spaces, such as an apartment building or shopping center, or used to identify an area containing multiple buildings which are used or developed in a unified manner such as residential subdivision, apartment complex, industrial park, mobile home park, or office park or shopping center, subject to the following regulations:
 - (a) The size and location of the fence, wall or other structure which will contain the area identification sign, must be approved by the building inspector, who will approve such structure upon the criterion of traffic safety sight lines.
 - (b) The maximum display surface area of area identification signs shall not exceed thirty two (32) square feet.
 - (c) No more than one (1) area identification sign shall be permitted for each street frontage of the subject property.
 - (d) The height of area identification signs shall not exceed the height permitted for other freestanding signs in the zone district.

- (a) Window signs, both permanent and temporary in the aggregate shall not cover more than thirty percent (30%) of the total area of the various display windows and entry doors on the same façade of the building within which such signs are displayed, nor more than thirty-five percent (35%) of the area of any single display window or door.
- (b) If a permanent window sign is no more than three inches in height, such sign shall be permitted in addition to any other wall signs permitted in the zone district; otherwise, the sign shall be regulated the same as wall signs in the zone district.
- (c) Temporary window signs shall have the date that the sign is installed in the lower left corner, written legibly, and shall be removed promptly upon termination of the sale or event. In no case shall such signs be displayed for any period of time

exceeding sixty (60) days.

- 11. *Building construction signs.* One on-site building construction sign on each construction site in any zoning district is permitted, provided that the maximum display surface shall not exceed eight (8) square feet in R-1, R-2, R-3, G, SC, and PO-R zone districts, nor thirty-two (32) square feet in any other zoning district.
- 12. *Real estate signs.* One a lot in any zone district, there may be erected one non-illuminated real estate sign; subject to the following:
 - (a) Such signs shall be limited to wall signs and freestanding signs.
 - (b) No sign dimension shall exceed three (3) feet.
 - (c) No more than one dimension shall exceed two (2) feet.
 - (d) The display surface area shall not exceed six (6) square feet.
- 13. *Election campaign signs.* Political signs are permitted to be on placed on private property in any district, subject to the following conditions:
 - (a) In districts where signs are not otherwise permitted, a

- (c) The display surface area of freestanding bulletin boards shall not exceed thirty-two (32) square feet.
 - (d) There shall be no more than one (1) freestanding bulletin board for each lot, or for each development, whichever is less.
- C. Signs in the G and SC zone districts. In addition to any signs permitted in these districts by _____, one freestanding sign is permitted; provided that single-family and two-family residential development shall be limited to the signs permitted by _____.
- Freestanding signs shall comply with the following:
- (1) The display surface area shall not exceed fifteen (15) square feet.
 - (2) The sign shall be set back at least ten (10) feet from any property line.
 - (3) The sign height shall not exceed forty-two (42) inches above the ground.
- D. Signs in the PO-R zone district. In addition to any signs permitted in these districts, the following signs are permitted;
- (1) One freestanding sign or one wall sign for each lot or each development, whichever is less.
 - (2) Freestanding signs shall comply with the following:
 - (a) The display surface area shall not exceed twelve (12) square feet; provided, however, that signs advertising more than one business shall be permitted to have a total display surface area not exceeding fifteen (15) square feet.
 - (b) The sign shall be set back at least ten (10) feet from any property line.
 - (c) The sign height shall not exceed forty-two (42) inches above the ground.
 - (3) Facade signs shall comply with the following:
 - (a) The display surface area shall not exceed one square foot for each linear foot of wall length upon which the sign is attached, up to a maximum display surface area of one hundred and fifty (150) square feet.

the directions “northerly”, “southerly”, etc. shall be construed to be the general direction by vehicles

traveling on the highway. For corner lots, the “front lot lines” as used above shall be construed to be that front lot line along Routes 22, as applicable, and one “side lot line” as used above shall be construed to be the front lot line along the intersecting street.

- (4) For corner lot, no part of any freestanding sign shall be located nearer than fifteen (15) feet to the street right-of-way of any street other than Routes 22, 202 or 206.
 - (5) Freestanding signs shall be set back at least ten (10) feet from any side or rear property line.
 - (6) Freestanding signs shall be set back at least forty (40) feet from any residential zone district boundary line.
 - (7) Freestanding signs shall not exceed thirty (30) feet in height above the ground.
- (c) Freestanding signs for new or used automobile sales operations located on any property which fronts upon Routes 22, 202 and 206 are located in any of the above districts.
- (1) No freestanding sign shall be permitted on any lot that has a street frontage of less than one hundred (100) feet.
 - (2) Notwithstanding the limitation in paragraph F (2) (a) above, no more than two freestanding signs shall be permitted for any new or used automobile sales operation. Such signs may be for the same or for different makes of automobiles; provided, that if two signs are provided for the same make of automobile, the second sign shall only be permitted if it advertises a different aspect of the automobile sales use, such as but not limited to, used automobile sales, automobile leasing or service. Notwithstanding the provisions of this paragraph, no second sign shall

has a street frontage of less than fifty (50) feet.

- (2) The display surface area of freestanding signs shall not exceed twelve (12) square feet; provided, however, that signs advertising more than one business shall be permitted to have a total display surface area not exceeding fifteen (15) square feet.
- (3) Freestanding signs shall not exceed (8) feet in height above the ground.
- (4) Freestanding signs shall be set back at least fifteen (15) feet from the street right-of-way.

3. Wall signs shall comply with the following:

- (a) Each business is permitted with one on-site wall sign for each entrance open to the public, provided that only one wall sign per business is permitted on a wall, and further provided that no more than four wall signs per business shall be permitted on a building. Nothing herein shall be construed to permit a wall sign for a business on any wall which does not contain an entrance open to the public during business hours; provided, however, that buildings contain a wall sign on a façade containing such an entrance open to the public. Wall signs may be attached flat against the wall, on an awning or canopy, or may be projecting signs. Any façade sign (s) permitted are in addition to any other permitted signs.
- (b) The display surface area shall not exceed one square foot for each linear foot of wall length upon which the sign is attached, up to a maximum display surface area of one hundred and fifty (150) square feet provided, however, that the area of wall signs permitted on a facade not having a public entrance by Paragraph (a) above shall not be limited to the area permitted by this subparagraph, or to the area permitted for a wall sign on the smallest facade having such an entrance, whichever is less.