

**Borough of Hillsdale****Ordinance 11-17  
(Adoption)****Title: An Ordinance Amending and Supplementing Chapter 310 Entitled “Land Use Legislation”,  
Section 310-4 “Definitions”, and Article XV “Signs”.**

Be it ordained by the Borough Council of the Borough of Hillsdale as follows:

Section 310-4 of the Land Use Ordinance is revised to contain the following new definitions:

**ADVERTISE** – Shall mean giving, attempting to give or intending to give any notice or information or any activity which gives, attempts to give or intends to give notice, information or warning.

**AGGREGATE SQUARE FOOTAGE** - The total or collective amount of square footage.

**AWNING** – Any structure made of cloth, plastic or metal with a metal frame attached to a building, projecting over as a thoroughfare.

**AWNING SIGNS** - Awning signs shall consist of the following two types:

- **Type 1:** A sign applied directly to a canvas-like, flexible covering that is adjustable or retractable. The covering is supported entirely from the exterior wall of a building and located over a window or door to provide protection against the elements. The awning on which such sign is located requires prior and separate approval by the Planning Board.

- **Type 2:** A sign applied directly to a flexible translucent covering over a rigid or fixed canopy-like frame that is affixed to a building facade.

**BANNER** – Any temporary sign applied to paper, plastic or fabric of any kind which shall be permitted by the Code.

**BUILDING FACE or FACADE** - The side of the building where the main entrance is located. The length along a ground-floor building front, substantially parallel to the lot line of street or traveled way accessible from a street, which is occupied by a separate and distinct use (see definition below), or the length along a traveled way accessible from a street, that is occupied by a separate and distinct use or by the same use that occupies the front of said building.

**BRACKET**-The supporting frame of a sign.

**CANOPY**-A fixed metal frame with a fabric cover either fixed to a facade or projecting from the facade and supported from grade.

**COMMERCIAL DISTRICT** - The area of the Borough located within the C Commercial Zone as shown on the

official Zoning Map

CORNICE - Any continuous molded projection that crowns or finishes the part to which it is affixed, such as a wall or door opening; most notably, the exterior trim of a structure at the meeting of the roof and wall.

DIRECTORY SIGN - Any sign that contains listings of two or more commercial establishments that share a common entrance.

FENCE SIGN - Any sign attached to a picket or board fence that has received prior and separate approval from the Planning Board.

FLAG SIGN - Any sign that is constructed of fabric. A flag sign shall not include a national, state or local flag.

FRONT ENTRANCE - The primary public entrance.

#### LIGHTING and ILLUMINATION

a. Temporary signs shall not be illuminated.

b. Any permanent sign permitted by the provisions of this section may be illuminated subject to the following limitations:

1. Flashing signs, highly reflective glass or fluorescent paint and illuminated tubing outlying roofs, doors, windows, or wall edges of a building are prohibited.
2. No action or moving illumination shall be permitted.
3. No illumination is permitted which may cause confusion or interference with traffic control signs or lights of emergency vehicles.
4. No illumination is permitted which may cause interference with radio or television signals.
5. Internal illumination may be permitted provided it is shielded on all sides and back creating forward illumination only.

LINTEL - A horizontal architectural member supporting the weight above an opening such as a window or a door.

MANSARD ROOF - A sloped roof around the perimeter of a building that approaches the vertical.

OFF-PREMISES SIGN - A sign that advertises or announces a use conducted or goods available elsewhere than the lot or building where the sign is located.

ON-PREMISES SIGN - A sign that advertises or announces a person occupying the premises, a use conducted or goods available on the lot or in the building where the sign is located.

PORTABLE SIGN - A freestanding sign not permanently affixed, anchored or secured to the ground or a structure on the lot it occupies or any sign mounted on wheels, excluding signs affixed to or painted on a vehicle whose primary purpose is other than to be a sign. Includes sandwich boards and blackboards.

PLYWOOD - Permitted plywood's for sign construction when edge banded include: APA medium density

overlay ("MDO") (plywood manufactured with a smooth, opaque, resin-treated fiber overlay providing an ideal base for paint on one or both sides); or APA marine plywood.

**PROJECTING SIGN** : A projecting sign is supported by a building wall and projects perpendicularly from the wall.

**PUBLIC ENTRANCE** - The ingress and egress location into a commercial or business establishment commonly used by the public.

The existing definition of "Sign" in Section 310-4 shall be removed and replaced with the following:

**SIGN** - Any permanent or temporary structure, which is designed to be seen from outside a building, including any sign in windows or on doors, attached to a building or erected, painted, represented or reproduced upon any building or structure, which displays, reproduces or includes any letter, word, name, number, model, insignia, emblem, symbol, design, device or representation used for one or more of the following purposes: to identify the premises or occupant or owner of the premises; to advertise any trade, business, profession, industry, service or other activity; to advertise any product or item; to advertise the sale or rental or use of all or part of the premises, including that upon which it is displayed; to direct vehicular or pedestrian traffic, other than state, county, municipal highway and roadway markers; and shall include any announcement, declaration, demonstration, display, illustration, insignia or any representation used to advertise or intended to advertise or promote the interests of any person, business, retail establishment, office, company, organization, denomination or group.

The existing definition of "Sign, Area of" shall be removed from Section 310-4 of the Ordinance and replaced with the following:

**SIGN AREA**

- (1) For a sign painted upon or applied/attached to a building, the area is considered to include all lettering, wording and accompanying designs and symbols, together with the background of a different color than the natural or primary color of the building.
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- (2) Where the sign consists of individual letters or symbols attached to or painted on a surface, building, awning, wall or window, the area shall be considered to be that of the smallest rectangle or other geometric shape that encompasses all of the letters, design or symbol in a single line. In no event shall the cumulative total area within the rectangle or other geometric shape exceed twenty five (25%) percent of the total allowable window coverage.
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- (3) Only one side of a double-faced sign will be counted in computing the area of that sign.
- (4) The area of a sign consisting of a three-dimensional object (such as a symbol sign) shall be no more than 1/2 the allowable area for a projecting sign. The area shall be calculated by measuring both the front view and one side view of the object. The front and side views are considered to be that which will fit into a rectangle or other geometric shape.
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- (5) The area of a flat, irregularly shaped sign shall be the smallest plane geometric figure that will wholly contain it.

USE-The purpose, for which land or building is arranged, designed or intended and for which either land or a building is or may be occupied or maintained.

SYMBOL SIGNS - . A "symbol sign" is a three-dimensional representation of a product or service that a business sells.

**SIGN, TEMPORARY: A sign or advertising display that is not permanently mounted and is constructed of cloth, canvas, fabric, plywood or other light material and designed or intended to be displayed for no more than 20 days. A temporary sign may be mounted at the same business no more than four different occasions annually, with each occasion not to exceed 20 days.**

VENDING MACHINE SIGN - Any sign displayed on all or part of a vending machine.

WALL SIGNS: All flat signs of solid face construction and/or individual letters which are placed against a building or other structure and attached to the exterior front, rear or side wall of any building or other structure, so that the display surface is parallel with the plane of the wall. Signs painted on an exterior wall shall be deemed to be "wall signs" subject to all applicable requirements.

WINDOW SIGNS: A "window sign" is any sign, temporarily or permanently affixed to the glass of a window or door of a business or that is visible through a window or door and placed on a permanent basis within two feet of the glass. For the purposes of this definition, "permanent basis" shall be defined as any time longer than 15 days.

### 310-61. General Provisions

A. In order to preserve the basically residential character of this community and to facilitate the improvement of its business and industrial areas in a safe and orderly manner, no commercial outdoor advertising signs, billboards or other signs which are not expressly and directly related to the business being conducted on the premises on which they are located and which are not expressly validated elsewhere in this chapter shall be permitted. All such signs as well as all other signs which do not conform to the specific requirements and standards set forth in this chapter are specifically prohibited.

B. The commercial and industrial limitations on signs prescribed in this chapter shall not apply to any directional device; provided that such sign or device shall meet the standards prescribed in this section and be approved by the Planning Board. By way of example (without intending to limit the generality hereof) are public rest room facility signs, parking lot markers, directional signs and entrance and exit signs erected on the premises, provided that each such sign does not exceed two square feet in area, that the number, type and location of such signs are approved by the Planning Board and that no such sign contain any commercial advertising matter.

C. No more than one sign shall be permitted for each use or activity permitted in the applicable district.

D. No freestanding signs shall be at any point more than eight (currently 15 ft.) feet above the ground level. **Remove the following, "and each such sign shall have an open space at least three feet between the lower edge of such sign and the ground level.**

E. Motor vehicle service station signs shall be subject to the sign regulations contained herein.

F. No person shall erect, alter, locate or relocate or reconstruct within the limits of the Borough of Hillsdale any sign or signs without first having obtained and paid for and having in force and effect a zoning permit for the location of such sign or signs from the Zoning Official of the Borough of Hillsdale.

G. Any person desiring to procure a sign permit shall file with the Land Use Officer a written application, which shall contain an accurate description of the location or proposed location of said sign and a diagram of the sign. Such application shall contain any and all information that the Land Use Officer may reasonably require in order to determine whether the proposed sign complies with the provisions of this chapter. A fee, payable to the Borough of Hillsdale, shall accompany each application for a sign permit, computed as provided in Chapter 138, Fees; provided, however, that no fee shall be charged for any sign that: does not exceed three square feet in area; and identifies the occupant of the premises on which it is displayed (such as professional announcement sign) or advertises for sale or rent the premises on which it is displayed.

**[Amended 5-13-1997 by Ord. No. 97-8]**

H. Upon issuing a sign permit, the Land Use Officer shall furnish duplicates thereof to the Chief Law Enforcement Officer of the Borough of Hillsdale and to the Hillsdale Construction Code Agency. Along with each permit shall be a sticker to adhere to approved sign.

I. Excluded Signs

- (1) Signs not exceeding one square foot in area and bearing only property numbers, post box numbers, names of occupants of premises or other identification of premises not having commercial connotations.
- (2) Flags, signs, and insignias of any government, public, semipublic, civic, political, charitable or religious group, except when displayed in connection with any commercial promotion.
- (3) Legal notices, identification, informational or directional signs erected or required by governmental bodies.
- (4) Integral decorative or architectural features of buildings, except letters, trademarks, moving parts or moving lights.
- (5) Signs directing and guiding traffic and parking on private property, but bearing no advertising matter.

**[Amended 5-13-1997 by Ord. No. 97-8]**

**§ 310-62 Signs permitted in all districts.**

A. One illuminated non-flashing sign identifying a school, church, park, public building or other such permitted use, located not less than five feet from any street or property line and not exceeding 10 square feet in area on any one side.

B. One non-flashing, non-illuminated, temporary sign pertaining to the lease, rental or sale of the same lot or

building upon which it is placed and not exceeding nine square feet in area on any one side, provided that such sign is erected or displayed not less than five feet inside of all property lines. This sign must be removed from the premises within seven days after the property is sold or leased.

C. For places of worship, an ecclesiastical changeable letter sign which may be illuminated and which is not over 15 square feet in area, referring to services and events to be held on the premises, may be erected, provided that such sign is erected or displayed not less than five feet inside the property line.

D. One non-illuminated temporary sign indicating the name of the general construction contractor who is performing work at a business or residential premises not to exceed five square feet in gross area. A permit shall be issued for every temporary sign by the Zoning Official. Such temporary sign shall be permitted for a period of six (6) months from the time the Zoning Official issues a construction permit or completion of the project whichever is earlier. The temporary sign shall be installed at the first floor level, at the building setback line for the respective zoning district. [Added 12-13-1994 by Ord. 94-17]

### **§ 310-63 Signs permitted in Residential Districts only.**

The following signs shall be permitted in Residential Districts only:

A. One non-illuminated residential nameplate sign situated within the property lines, not to exceed in dimensions 10 by 18 inches.

B. One illuminated non-flashing sign indicating a permitted home professional office, where home professional office is permitted by ordinance and/or registered with the Borough, provided that such sign shall not exceed 150 square inches.

[Amended 4-14-1998 by Ord. No. 98-3]

### ***§ 310-64 Reserved for future use.***

### **§ 310-65 Signs permitted in the Commercial District only.**

[Amended 6-6-1996 by Ord. No. 96-5]

A. General regulations.

(1) No sign may be positioned on a structure so that it obscures any architectural feature, including but not limited to the cornice, window trim, door trim or porch railings, etc.

(2) A sign may provide the name of the business or facility, the nature of the business or service conducted on the premises, the street number of the premises, the year the business was established and a slogan.

(3) A sign is permitted for each business located in a building where the first floor is substantially above street grade and the basement level is only partially below street grade.

(4) A sign shall not interfere with or obstruct with any official traffic sign, signal or marking for any reason such as its location, shape, size, color or design.

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- (5) Non-internally illuminated signs shall be made of wood or metal or metal on wood. No plywood, particle board, plastic or baked enamel on metal shall be used. Medium density overlay plywood or marine plywood may be used, but must be edge-banded.
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- (6) Prohibited signs or sign displays. The following shall not be permitted, constructed, erected or maintained:
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  - (a) Signs with flashing, moving or intermittent lighting of any kind, except for carnivals or special events which have received authorization from the governing body,
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  - (b) Signs that advertise a business which no longer operates or a product that is no longer sold, unless said sign is deemed to have a cultural, aesthetic or historical interest by the Governing Body.
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  - (c) Portable signs, including any sign mounted on wheels, except as noted for not-for-profit organizations which have received approval from the Mayor and Council.
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  - (d) Signs that are erected in such a way as to obstruct a door, window or fire escape of the building to which the sign is affixed.
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  - (e) Sculptured neon signs either suspended in a window or mounted on the facade to the extent that such signs are visible from a traveled way, except that the Planning Board may consider such signs as a conditional use.
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  - (f) Temporary signs tacked, posted or painted to poles, benches, barrels, buildings, posts, trees, sidewalks, curbs, rocks or any structure.
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  - (g) Signs that list the names of developers, contractors, subcontractors, engineers or architects on a job site beyond the duration of construction activities or issuance of a certificate of occupancy.
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  - (h) Billboards or off-premises signs.
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  - (i) Signs placed on a public sidewalks or public property, except for signs erected by the Borough, or with authorization of the Mayor and Council.
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  - (j) Vending and gaming machines.
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  - (k) Roof signs, including signs mounted on mansard roofs.
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  - (l) Paper or fabric signs affixed to the inside of any glass window or on the facade of the building.
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  - (m) Signs painted on the window on the facade of the building, excluding water-soluble paints for seasonal displays, provided the painted glass does not create a security hazard in the judgment of the Chief Law Enforcement Officer.
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  - (n) Flashing or steady-burning ornamental lights displayed within one foot of window that are visible to

the public for the purpose of enhancing or supplementing the visual attraction to a commercial business. Such lights are permitted for seasonal use to the extent that they are not displayed for longer than 60 days per year and do not create a hazard to safety in the judgment of the Chief Law Enforcement Officer. Editor's Note: Amended at time of adoption of Code; see Ch. I, General Provisions, Art. II.

(7) Permitted public service and charitable organization signs; commercial grand opening sign or banner.

**[Amended 11-12-1996 by Ord. No. 96-13]**

(a) Public service and charitable organization signs.

[1] Non-business-related signs which provide notice of being organized or sponsored by charitable or not-for-profit which inform the public of local events, organizations or schools, may be displayed temporarily within the window of a commercial establishment. Such signs may be displayed 21 days prior to the day of the event or celebration, and must be removed immediately thereafter.

[2] Temporary or portable signs for nonprofit organizations shall be limited to an area of four square feet. The date of the initial display shall be provided by the business establishment or organization on the top left-hand corner of the sign, facing the street.

(b) Commercial grand opening sign or banner.

[1] Business-related signs which inform the public of the opening or relocation of a business may be displayed temporarily within the window of that commercial establishment or on the exterior of the building no higher than the roofline. Such signs are temporary signs that as defined in Section 310-4 that may be displayed for a maximum of 20 days and must be applied for within 60 days of the issuance of a certificate of occupancy for the new business establishment.

[2] Temporary signs for the grand opening shall be limited to a size of 15 square feet. The date of the initial display shall be provided by the business establishment or organization on the top left-hand corner of the sign, facing the street.

(8) Alternate means of sign illumination. No sign or building facade shall be illuminated by utility-pole-mounted luminaries.

(9) Existing nonconforming signs. Should a property owner or tenant apply for a sign or a combination of signs, all other signs located on the building or portion thereof shall be removed or brought into conformance with this chapter. As of the passage of this ordinance, all signs shall be brought into compliance with this ordinance except for one nonconforming advertising sign.

a) Non conforming advertising signs. One single advertising sign of any business can remain as such with the following provisions:

1. Routine maintenance. Routine maintenance is intended to include such activities as cleaning, replacement of light bulbs, fasteners, etc., removal of rust and corrosion and repainting. Specifically prohibited is the replacement of the sign structure, in whole or in part.

2. Alteration of nonconforming sign use. Any sign which is non-conforming because of use or any prohibited property, shall not be enlarged, extended, relocated or altered in any manner. The sign message may be changed to accommodate a new permitted use.

b) Removal of nonconforming signs:

1. Signs other than the one nonconforming advertising sign that fail to comply with all provisions of this ordinance shall be removed no later than 60 days after the effective date of this ordinance.
2. Business owners will be notified of any violations existing beyond said 60 days and will be given 30 days to comply with notice before fines are imposed. Failure to remove the violation will result in fines not to exceed \$50/ per violation/ per day.

(10) Building Code compliance.

(a) All signs and all parts thereof, including but not limited to framework, supports, background, anchors and wiring system, shall be constructed and maintained in compliance with the applicable building, electrical and fire prevention codes of the Borough. Editor's Note: See Ch. 124, Construction Codes, Uniform, and Ch. 146, Fire Prevention.

(b) Applications for sign permits for freestanding, building, fixed awnings, canopies and projecting signs must be certified by a licensed professional engineer or architect indicating all construction, footing and mounting details.

(11) Relocation of signs. Any sign that is moved to a new location, either on the same structure or to other premises, shall be considered a new sign, and a permit shall be secured for any work performed in connection therewith, and it shall be in conformance with the requirements herein.

(12) Sign permit identification. Any approved sign, including a temporary sign, must display a sign permit identification tag issued by the Zoning Official and secured to the sign in the upper left corner of the sign. [See Subsection E (9) for regulations regarding temporary signs.]

(13) Enforcement. Enforcement of all sign regulations shall conform to the general enforcement powers conferred by statute and conditions set forth by the Zoning Official.

(14) Commercial signs in non-commercial zones. In the event that the Planning Board grants a variance to permit a commercial use in a residential zone, the signage for said use shall conform to regulations provided for Commercial Zones in Section 310-65.

B. Permit procedures and guidelines.

(1) Who needs to apply. Any sign visible from a traveled way must receive approval from the Zoning Official. [See Subsection E (9) regarding temporary signs.]

(2) Permit review. [Amended 11-12-1996 by Ord. No. 96-13]

(a) Applications for new signs or alterations to existing signs shall be prepared by the applicant and submitted to the Zoning Official.

(b) Applications and copies of the regulations for signage are available from the Borough Hall.

(c) Questions about the regulations may be addressed to the Zoning Official.

(d) Sign design should take into account how it will be constructed, where it will be located and how it will be mounted. Signs shall not be constructed until approval is obtained from the Zoning Official.

(3) Application description. An application must include the following to be considered complete:

(a) A completed application form.

(b) An accurately scaled, fully dimensioned, drawing that is legible, clear and prepared to a scale, of the proposed sign and supporting frame, construction, details, copy, illumination, etc.

(c) A scaled drawing or photograph of the building for which the sign is proposed, with the location of the sign accurately indicated.

(d) Color paint samples for all materials of construction.

(4) Fee schedule. All applications will require a zoning review fee and a permit fee. Fees shall be as provided in Chapter 138, Fees.

C. Signs permitted in the C/ Commercial Zone.

(1) Wall signs.

(a) All wall signs shall not extend greater than twelve (12) inches from the exterior surface that the sign is mounted to.

(b) Approved types of Illuminated for Wall signs: See Definition of Lighting and Illumination, 310-4.

[1] Individually internally illuminated channel letters not to protrude more than six inches from the facade.

[2] Individual externally illuminated raised letters which do not protrude.

[3] Individual letters which do not protrude applied directly to the facade illuminated from the rear to create a halo effect.

[4] Wall box signs with stencil cut letters and opaque background. Internally illuminated box signs must be evenly illuminated without high- and low-intensity contrast.

(c) Wall signs for a first-story business.

[1] Horizontal format signs shall not exceed two feet in height. A wall sign with a horizontal format shall have a square footage not exceeding one square foot per lineal foot of the building face, not exceeding 20 square feet. The building face is the primary entrance facade.

[2] If two or more businesses are located on the upper floor(s), sharing the same entrance, the applicant must use a directory sign not exceeding two square feet.

(d) Placement.

[1] A wall sign must be located at or near a public entrance.

[2] A wall sign is permitted for each public entrance of a business, not to cumulatively exceed the area permitted in Subsection E(1)(c)[1] of this section.

[3] A wall sign is permitted for each building side of a business when it is located on a corner lot, with a maximum of two signs not to exceed the maximum area permitted for one side of a building. On a building facing outside the Commercial Zone, the second sign, located on a side without an entrance, shall be no greater than 80% of the main entrance sign.

[4] The location of a wall sign shall not obscure any architectural elements of the building on which it is placed, including but not limited to windows, transoms, cornices, trim, etc., in the judgment of the Code Compliance Official.

(e) Wall signs for a second-story business.

[1] The total wall sign area shall not exceed 1/2 square foot per lineal foot of building face or more than 10 square feet, whichever is less, in the area above the first-story window trim, cornice or lintel.

[2] If one business is located on an upper floor served by its own entrance, a wall sign not to exceed one square foot in size may be used at the first-floor entrance.

[3] If two or more businesses are located on the upper floor(s), sharing the same entrance, the applicant must use a directory sign not exceeding two square feet.

(f) Lettering. On a sign with a horizontal format, the maximum allowable height for lettering shall not be more than 3/4 of the total height of the sign. This requirement does not apply to freestanding signs.

(g) Combinations.

[1] A wall sign may be used in combination with one of the following signs: symbol, menu box, flag, awning or window.

[2] A wall sign may also be used in combination with a projecting sign that does not exceed two square feet.

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(h) Supplemental wall signs.

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[1] A non-illuminated supplemental wall sign shall be permitted at the rear entrance to a business, provided that the sign area does not exceed two square feet.

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[2] A supplemental wall sign defined in Subsection E (1)(i)[1] above is permitted in addition to other combinations of signs.

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(2) Projecting signs.

(b) Size. The maximum total area of a primary projecting sign on a one-story building shall be no more than 10 square feet per sign face.

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(c) Placement.

[1] A projecting sign must be located at or near the public entrance.

[2] One projecting sign shall be allowed for each entrance door or set of entrances of a business establishment.

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[3] A projecting sign, as measured from its closest point to the sidewalk, shall not be less than eight feet above the sidewalk.

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[4] All projecting signs over a public right-of-way, such as a sidewalk, may at any time be reviewed for compliance with municipal or county regulations, as applicable.

[5] There shall be a minimum of 25 ft. separation between projecting signs.

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(d) Sign support.

[1] No sign shall project beyond the bracket on which it is hung.

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[2] A projecting sign shall be attached to the bracket on which it is hung so that the sign will not swing.

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[3] A projecting sign or its supporting bracket shall not extend above the top cornice line of the building from which the sign projects.

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[4] Fowl-roosting deterrents shall be installed on all sign brackets if, in the opinion of the Zoning Official, a public nuisance has developed as a result of installation.

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[5] Projecting sign brackets and standards shall be made of wrought-iron ornamental metal or treated wood. The sign bracket shall extend the full length of the sign.

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## (e) Combinations.

[1] A projecting sign may be combined with a window or menu box sign.

[2] A projecting sign that does not exceed two square feet may be used in combination with a wall sign.

[3] A projecting sign may incorporate a symbol sign.

## (3) Symbol signs.

(a) A minimum of 25 ft. separation is required between symbol signs.

(b) Size. The area of a symbol sign shall be no more than five square feet. The area shall be calculated by measuring both the front view and one side view of the object. The front and side views are considered to be these which will fit into a rectangle or other geometric shape.

(c) Placement. As permitted in Subsection E (2) (c).

(d) Sign support. As permitted in See Subsection E (2) (d).

## (e) Combination.

[1] A symbol sign may be used in combination with one of the following signs: wall, window or menu box.

[2] A symbol sign may be incorporated as part of a projecting sign, governed by the regulations for projecting signs. See Subsection E (2).

## (4) Freestanding signs.

(a) Placement. One freestanding sign relating to the business being conducted on the premises and which does not exceed 25 square feet in area is permitted. The sign may be illuminated but shall not be of the flashing type, rotating or neon. No freestanding sign shall block vehicular traffic line of site or pose a safety hazard as determined by the Borough Engineer and the Borough of Hillsdale Police Department.

Currently, the maximum permitted size for freestanding signs permitted by Ordinance is 30 SF. A reduction to 25 ft. (as shown in red font and underlined in paragraph (4) (a)) is recommended.

## (b) Approved types:

[1] Internally illuminated sign mounted on a single pole not to exceed 25 feet in height and have at least four feet between the lower edge of the sign and the ground level.

[2] Externally illuminated sign shall not exceed eight (8) feet in height and have at least

four feet between the lower edge of the sign and the ground level. Illumination may be from outrigger incandescent fixtures mounted to the sign structure or from ground fixtures.

- (c) Combination. Freestanding signs shall not be permitted in combination with other signs.

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 (5) Window signs.

-- (a) Size. The area of window signs shall not exceed 20% of the area of said glass, but in no event shall they exceed a total of 36 sq. ft., the more restrictive limitation shall apply. Window signs on doors shall not exceed 10% of the glass area of the door on which they are affixed.

- (b) Supplemental window signs. A noncommercial, supplemental window sign indicating hours of operation, business affiliations and emergency information (excluding product or service information) is also permitted, provided that the aggregate area of all such signs for a single business does not exceed one square foot per entrance. Credit card stickers are permitted within this area. Only one sticker per Credit Card Company shall be allowed.

- (c) Combinations. Window signs may be used in combination with one of the following signs: projecting wall, symbol, menu box, flag or awning.

(d) Illuminated interior signs located within 6 feet of the window glass or door glass of a building shall be considered a window sign and shall meet all applicable requirements for window signs.

(e) Indirectly illuminated interior signs located within two feet of the window glass or door glass of a building shall also be considered a window sign and shall meet all applicable requirements for window signs.

- (6) Flag signs.

-- (b) Size. Flag signs shall be a maximum of 10 square feet.

- (c) Placement. Flag signs shall be located in such a way that the lowest portion of the flag is a minimum of seven feet six inches above the sidewalk.

- (d) Combinations. A flag sign may be used in combination with one of the following signs: wall, window or menu box. Flag signs shall be wall-mounted and not placed on a roof.

- (7) Awning signs.

(a) The name of the business, in no event to exceed three (3) square feet, on the edge of the awning covering and/or canopy shall not be considered an awning sign. In the event, that the lettering, etc. exceeds the three (3) square foot calculation, said awning and /or canopy shall be considered a sign.

- (b) Location. An awning sign shall be permitted for each business on the first floor of a commercial building.

(c) Size and placement. No such sign shall extend beyond the limits of said awning or have a total area in excess of ½ square foot for each lineal foot of the front of the awning. Illuminated awnings shall be considered wall signs.

[1] Type 1: The lowest portion of any awning shall not be less than seven feet six inches above the level of a sidewalk or public way. No roll-out type of awning may extend greater than six feet beyond the building face or within 18 inches of the curb face.

[2] Type 2: All fixed awnings shall extend no farther than three feet six inches beyond the face of the building to which it is affixed and shall not be less than eight feet above grade.

(d) Combinations. An awning sign may be combined with one of the following signs: wall, window or menu box.

(8) Menu boxes.

(a) Definition. A "menu box" is a weather-tight plastic or similar material box used to display, menus, signs, bulletins, photographs or other information at a public entrance.

(b) Size. The menu box shall be no larger than three square feet.

(c) Construction. The front of the box shall use clear safety glass, plastic or similar materials.

(d) Placement. A menu box shall be placed on a structure and may not be freestanding.

(e) Combinations. A menu box may be used in combination with two of the following signs: wall, projecting, symbol, window, flag or awning.

(9) Temporary signs.

(a) As defined in 310-4. Definitions.

(b) Permitted signs.

[1] Temporary window signs pertaining to special sales or events may be displayed for a period of 14 days prior to the event and must be removed within 48 hours after the event, and under no circumstances may be displayed longer than 20 days provided that the total area of said sign(s) shall not cover more than 25% of the area of the window in which they are displayed.

(10) Signs permitted in the Industrial District only.

(a) One sign may be placed or inscribed on one facade of a building, provided that the sign shall not exceed an area equal to 10% of the area of the facade upon which it is placed. The sign may be illuminated, but shall not be of the flashing type and shall not project more than 12 inches in front of the facade or extend more than three feet above the top or extend beyond the setback lines of the building; or

(b)One freestanding sign relating to the business being conducted on the premises and which shall confirm with all requirements previously set forth herein with respect to freestanding signs.

All ordinances or parts of ordinances inconsistent herewith are repealed.

This ordinance shall take effect immediately after final passage, approval and publication of notice thereof as required by law.

Adopted: October 4, 2011

<b>Council member</b>	<b>Motion</b>	<b>Second</b>	<b>Yes</b>	<b>No</b>	<b>Absent</b>	<b>Abstain</b>
DeJoseph, Jonathan				x		
Frank, Douglas			x			
Giancarlo, Michael				x		
Hanlon, Marie					x	
Schiavone, Donna	x		x			
Weinstein, Andy		x	x			

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Robert P. Sandt, RMC  
Municipal Clerk

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Mayor Max Arnowitz