

**BOROUGH OF HILLSDALE
BERGEN COUNTY, NEW JERSEY
ORDINANCE NO. 16-06
(Adoption)**

**ORDINANCE OF THE BOROUGH OF HILLSDALE, COUNTY OF
BERGEN, STATE OF NEW JERSEY, TO AMEND CHAPTER 310
Article XVII OF THE BOROUGH CODE ENTITLED "SIGNS"**

WHEREAS, the Borough of Hillsdale has adopted Article XVII of Chapter 310, establishing General Rules and Regulations for signs in the Borough; and

WHEREAS, The Mayor and Council of the Borough of Hillsdale are desirous of amending this section.

NOW BE IT ORDAINED, BY THE MAYOR AND COUNCIL OF THE BOROUGH OF HILLSDALE AS FOLLOWS:

§310-4 DEFINITIONS shall be amended to include:

AWNING A roof-like covering of canvas or cloth that is attached to a frame, which projects from the wall of a building and is supported entirely by the building. Fixed awnings are permitted signage, roll-out awnings are not.

FLAG Any fabric or bunting used as a symbol of government, political subdivision, corporation or business or other entity.

LIGHTING and ILLUMINATION

A. Temporary signs shall not be illuminated.

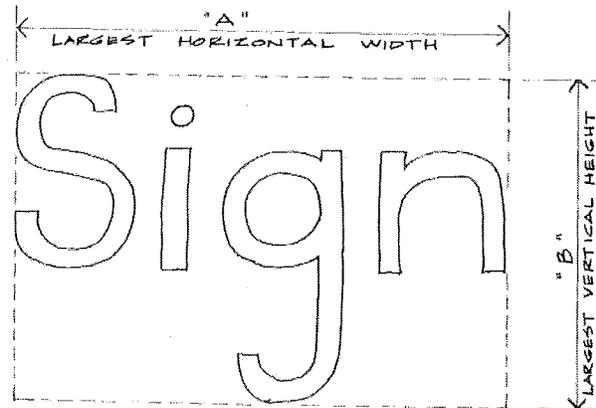
B. Any permanent sign permitted by the provisions of this section may be illuminated subject to the following limitations:

- (1) Flashing signs, highly reflective glass or fluorescent paint and illuminated tubing outlining 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) Internal illumination may be permitted provided it is shielded on all sides and back creating forward illumination only.
- (5) LED illumination is prohibited except for "open" signs.

LOGO Any symbol, shape, graphic or picture that a company uses to represent itself as a branding tool.

SIGN Any object, device, display or structure, or part thereof, situated outdoors or indoors, permanent or temporary in nature, which is used to advertise, identify, display, direct or attract attention to an object, person, institution, organization, business, product, service, event or location by any means, including words, letters, figures, design, symbols, logos, fixtures, colors, illumination or projected images.

SIGN AREA The entire space within a single continuous perimeter enclosing the extreme limits of a sign or where a sign consists of individual letters or logos, the space bounded by the maximum horizontal and vertical dimensions of the lettering/logo. For double-sided identical signs, only one side constitutes total sign area. See example to the right:



SIGN, AWNING A sign that is painted, screened or applied onto an awning.

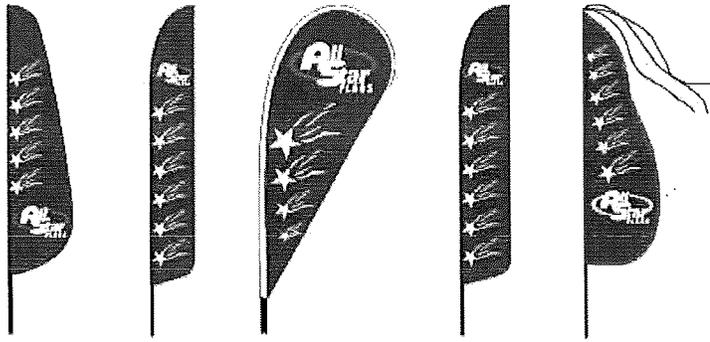
SIGN, BANNER A temporary sign applied to paper, flexible plastic or fabric of any kind.

SIGN, BILLBOARD A sign which directs attention to and/or provides advertising for a business, commodity, service or entertainment which is conducted, sold or offered at a location other than the premises on which the sign is located. A billboard may also direct attention to and provide information regarding non-commercial and/or non-profit organizations or messages where the non-commercial and/or non-profit organization is not located on the premises on which the sign is located.

SIGN, DIRECTIONAL On-site signage that provides direction or information to pedestrian and/or vehicular traffic that is related to the movement of pedestrian and/or vehicular traffic on the premises (e.g. "entrance", "exit", "no parking", "one-way" and the like).

SIGN, DIRECTORY Any sign that contains listings of two (2) or more commercial establishments that share a common entrance.

SIGN, FEATHER FLAG A freestanding sign that is comprised of a pole and flag that is typically taller than wider. The sign is lightweight and portable. An example of the variations of feather flags is shown below.



SIGN, FENCE Any sign attached to a chain link, picket or board fence.

SIGN, FREESTANDING A non-moveable sign not affixed to a building or structure. Freestanding signs can be mounted directly to the ground, where the entire bottom is in contact or close to the ground (monument sign), or can be mounted to a pole or poles.

SIGN, INCIDENTAL A sign not exceeding one (1) square foot attached to a building, wall or door that provides information (e.g. “employee entrance”, “receiving”, etc.). Incidental signs may be externally illuminated with downward focused light sources.

SIGN, MENU BOX A weather-tight box used to display menus, which is mounted to the building façade and projects no more than three (3) inches from the building façade. See the example to the right.



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

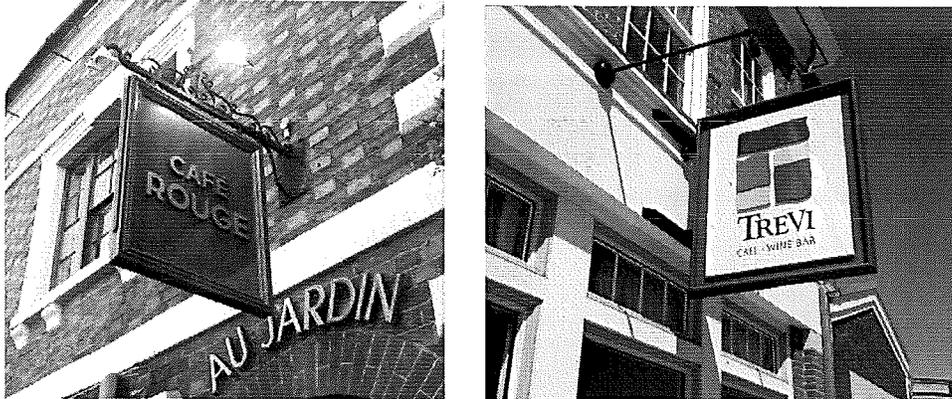
SIGN, ON-PREMISES A sign that advertises or announces a person occupying the premises, a use conducted or goods available on the lot or in the building where the sign is located.

SIGN, OPEN A sign not exceeding two (2) square feet, attached to a door or window, which states “open”. Said sign may be illuminated. These signs shall be counted when calculating the maximum permitted area for window signs.

SIGN, POLITICAL A temporary sign announcing or supporting political candidates or issues in connection with any national, state or local election.

SIGN, PORTABLE 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. Includes sandwich boards and blackboards.

SIGN, PROJECTING A sign that is wholly or partly supported by a building wall and projects perpendicularly twelve (12) or more inches from the building wall. Examples of projecting signs are shown below:



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 a short period of time. Temporary signs shall not be illuminated.

SIGN, STREET ADDRESS Any sign denoting the street address of the premises on which it is attached or located.

SIGN, VEHICLE A sign or signs where the total sign area covers more than ten (10) square feet of the vehicle.

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

SIGN, WALL 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.

SIGN, WINDOW 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 (2) feet of the glass.

SUBSTANTIALLY DAMAGED OR DESTROYED As it pertains to a non-conforming sign: 50% or more of the upright supports of a sign structure are physically damaged such that normal repair practices of the sign industry would call for, in the case of wooden structures, replacement of the broken supports and, in the case of a metal sign structure, replacement of at least 25% of the length above ground of each broken, bent or twisted support; or more than 50% of the area of a projecting or wall sign is physically damaged such that normal repair practices of the sign industry would call for the same to be replaced or repaired.

The remainder of §310-4 shall remain unchanged.

§310-61 GENERAL PROVISIONS shall be amended to read as follows:

A. General Provisions Applicable to All Signs Within the Borough of Hillsdale

- (1) No sign may be positioned on a structure so that it obscures any architectural feature, including but not limited to windows, transoms, cornices, trim, porch railings, etc.
- (2) No sign shall be erected in such a way as to obstruct a door, window or fire escape of the building to which the sign is affixed.
- (3) No sign as regulated by this Chapter shall be erected at or near an intersection of any street in such a manner as to obstruct free and clear vision, nor at any location where, by reason of the position, shape or color, it may interfere with, obstruct the view of or be confused with any authorized traffic sign, signal or device, or which makes use of the words "stop", "look", "danger" or any other word, phrase, symbol or character in such manner as to interfere with, mislead or confuse traffic.
- (4) Obscene matter prohibited. It shall be unlawful for any person to display upon any sign any obscene, indecent or immoral matter.
- (5) All signs shall be constructed of quality materials and shall complement the building's architecture.
- (6) All freestanding signs shall be set back ten (10) feet from all property lines unless otherwise stated in this Chapter.
- (7) All signs shall be maintained in good condition and not allowed to become dilapidated. All signs and their supports shall be kept in continual repair, including cleaning, painting, replacing of defective parts and otherwise maintaining a presentable condition.

B. Prohibited Signs Within the Borough of Hillsdale.

- (1) The following signs and sign types are prohibited within the Borough and shall not be erected. Any lawfully existing permanent sign or sign type which is among the prohibited signs listed below shall be deemed a non-conforming sign subject to the provisions of §310-61.C.:
 - (a) Billboards.
 - (b) No freestanding signs shall be at any point more than eight (8) feet above the ground level.
 - (c) Signs with flashing, moving or intermittent lighting of any kind, except for carnivals or special events, which have received authorization from the Governing Body. Also exempt are "open" signs which may flash.
 - (d) LED illuminated signs, except for "open" signs.
 - (e) Portable signs.

- (f) Temporary signs tacked, posted or painted to benches, barrels, buildings, posts, trees, sidewalks, curbs, rocks or any structure.
- (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.
- (h) Signs placed on a public sidewalk or public property, except for signs erected by the Borough or with authorization of the Mayor and Council.
- (i) Roof signs, including signs mounted on mansard roofs.
- (j) Signs painted on the window or the facade of the building, excluding water-soluble paints for seasonal displays.
- (k) Flashing or steady-burning ornamental lights displayed within one (1) foot of a 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 sixty (60) days per year and do not create a hazard to safety in the judgment of the Police Department.
- (l) Signs that emit smoke, visible vapor or smoke, sound, odor or visible particles.
- (m) Signs that obstruct, conceal, hide or otherwise obscure from view any official traffic or governmental sign, signal or device.
- (n) Signs within a sight triangle that obstruct a clear view of pedestrian and/or vehicular traffic.
- (o) Signs which contain or consist of balloons, blimps, streamers, feather flags, spinners or other similar moving devices. Feather flags without letters or logos are also prohibited. Pennants, when not in conjunction with permitted grand opening signs.
- (p) Signs with more than two (2) faces.
- (q) Vehicle signs when the vehicle is not regularly used in the conduct of the business or activity located on the property; and where the vehicle is visible and parked within fifty (50) feet of a street right-of-way.

C. Non-Conforming Signs and Removal of Certain Signs.

(1) Non-Conforming Signs. A non-conforming sign that was lawfully erected may continue to be maintained until the non-conforming sign is substantially damaged or destroyed. At such time that the non-conforming sign is substantially damaged or destroyed, the non-conforming sign must either be removed or be brought into conformity with this Chapter and with any other applicable law or regulation.

- (a) 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.
- (b) Alteration of non-conforming sign use. Any sign which is non-conforming shall not be enlarged, extended, relocated or altered in any manner.

(2) Removal of Certain Signs.

- (a) When a single-occupancy business ceases operation for more than sixty (60) days:
 - [1] Any sign face identifying or advertising such business shall be immediately removed.
 - [2] If the sign is a pre-existing non-conforming sign, the sign and all its supporting structures shall be immediately removed.
- (b) When an owner entity, such as a shopping center or multi-tenant building, changes and the owner's name is on the sign, then within ninety (90) days the sign shall be removed and replaced if it is non-conforming.
- (c) Business owners will be notified of any violations of (a) and (b) above, which exist beyond the above established time periods and will be given thirty (30) days to comply with the notice before fines are imposed. Failure to remedy the violation will result in fines not to exceed \$50 per violation per day.

D. Exempt Signs. The provisions and regulations of this Chapter, including §310-61.E. shall not apply to the following signs:

- (1) Street address signage shall be provided on each building or for each building tenant. Street address signage may be placed on the façade, the door or on a permitted freestanding sign. A corner building may have street address signage on both street-facing facades.
- (2) Signs not exceeding one (1) square foot in area and bearing only names of occupants of premises or other identification of premises not having commercial connotations.
- (3) Flags of any government entity are permitted within the Borough. However, residential parcels shall be limited to one (1) flagpole, which shall be set back a minimum of ten (10) feet from all property lines. A flagpole shall not exceed twenty (20) feet in height.
- (4) Traffic or other municipal signs, legal notices, identification, informational or directional signs erected or required by governmental bodies.
- (5) Integral decorative or architectural features of buildings, except letters, trademarks, moving parts or moving lights. This shall include names of buildings and date of erection.
- (6) Directional signs. On-site directional signs, not exceeding three (3) square feet in area and three (3) feet in height shall be permitted as needed for safety. Directional signs may bear the company's logo, which may be a maximum of one (1) square foot. On-site directional signs may be internally illuminated.
- (7) Parking lot markers. Parking lot markers may include paint stenciled on the pavement and freestanding pole signs that are maximum height of six (6) feet and have an area no greater than two (2) square feet. Parking lot markers including signs denoting handicapped spaces, the numbering of spaces, words such as "reserved" and the like shall be permitted as needed.

- (8) Political signs. A political sign may be displayed as a freestanding sign. A political sign shall be removed within seven (7) calendar days following the election to which it pertains.
- (9) Open signs. For each permitted non-residential establishment, one (1) open sign is permitted. See Section 310-4 "Definitions" for parameters.
- (10) Temporary construction signs. Temporary construction signs shall be permitted identifying the owner, architect, builder, realtor and/or contractor on the premises on which a building is being constructed, altered or repaired, subject to the following limitations:
 - (a) For each residential parcel, one (1) temporary construction sign shall be permitted. For commercial and industrial parcels two (2) signs are allowed.
 - (b) Temporary construction signs shall not exceed five (5) square feet in area and four (4) feet in height.
- (11) Temporary real estate signs, subject to the following limitations:
 - (a) For each parcel, one (1) temporary real estate sign for each street frontage may be displayed.
 - (b) For a parcel in residential use, the temporary real estate sign shall not exceed six (6) square feet in area and three (3) feet in height. For a parcel in non-residential use, the sign shall not exceed twenty (20) square feet in area and five (5) feet in height.
 - (c) Temporary real estate signs shall be removed within seven (7) days following the closing or settlement of a sale, lease or rental of the real estate that was offered for sale, lease or rent.
- (12) Temporary window signs. Where window signs are permitted, temporary window signs advertising special sales or events shall be permitted, subject to the following limitations:
 - (a) One (1) or more temporary window signs may be displayed at the same time.
 - (b) Temporary window signs shall not cover more than 25% of the glass surface.
 - (c) Temporary window signs shall not be displayed for a period longer than twenty (20) days.

E. Permits.

- (1) 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.
- (2) Permit procedures and guidelines.

- (a) Any sign not exempt under §310-61.D. must receive approval from the Zoning Official.
- (b) Permit review.
 - [1] Applications for new signs or alterations to existing signs shall be prepared by the applicant and submitted to the Zoning Official.
 - [2] Applications and copies of the regulations for signage are available from the Borough.
 - [3] Questions about the regulations may be addressed to the Zoning Official.
 - [4] 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.
- (c) Application description. An application must include the following to be considered complete:
 - [1] A completed application form.
 - [2] 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.
 - [3] A scaled drawing or photograph of the building for which the sign is proposed, with the location of the sign accurately indicated.
- (3) Fee schedule. All applications will require a zoning review fee and a permit fee. Fees shall be as provided in Chapter 138, Fees.
- (4) Upon issuing a sign permit, the Land Use Officer shall furnish duplicates thereof to the Zoning Officer of the Borough of Hillsdale and to the Hillsdale Construction Code Agency.
- (5) Building Code compliance.

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.
- (6) 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.
- (7) Enforcement. Enforcement of all sign regulations shall conform to the general enforcement powers conferred by statute and conditions set forth by the Zoning Official.
- (8) Commercial signs in residential 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 §310-65.

§310-62 shall be amended to read as follows:

§310-62 Signs Permitted For Specific Uses

The following uses are permitted within certain districts within the Borough. The signs in this section are required to obtain permits. In addition to the signs that are permitted pursuant to §310-61.D., the following signs shall be permitted for each of the following specific uses:

- A. For parcels containing a permitted public park or public building, the following signs are permitted:
 - (1) One (1) illuminated permanent freestanding sign per public street frontage. The maximum sign area shall be sixteen (16) square feet.
 - (2) Public buildings shall be permitted wall signs and incidental signs as needed for identification purposes as determined by the Borough.
 - (3) Temporary freestanding or banner signs may be erected for the purpose of advertising local charitable or non-profit events. Each parcel is permitted a maximum of one (1) temporary freestanding or banner sign. Said sign shall not exceed twelve (12) square feet in area and five (5) feet in height. Said sign shall not be displayed for a period longer than twenty-one (21) days.

- B. For parcels containing a conditionally-permitted public or private non-profit school, the following signs are permitted:
 - (1) One (1) illuminated permanent freestanding sign per public street frontage. The maximum sign area shall be twenty (20) square feet. Said sign may be digital.
 - (2) One (1) wall sign per public entrance. The maximum sign area shall be thirty-two (32) square feet for each permitted wall sign. Said signs may be externally illuminated.
 - (3) Incidental signs are permitted as needed and determined by the school and Zoning Official.

- C. For parcels containing a conditionally-permitted place of worship, the following signs are permitted:
 - (1) One (1) illuminated permanent freestanding sign per public street frontage. The maximum sign area shall be sixteen (16) square feet. Said sign may be digital.
 - (2) One (1) wall sign per street frontage. The maximum sign area shall be thirty-two (32) square feet for each permitted wall sign. Said sign may be externally illuminated.
 - (3) One (1) freestanding bulletin board, which may or may not have changeable letters. Said sign shall not exceed fifteen (15) square feet in area and six (6)

feet in height. The sign shall be set back at least twenty (20) feet from all property lines. The sign may be illuminated.

(4) A maximum of two (2) incidental signs are permitted.

(5) Temporary religious banners may be erected by places of worship for the purpose of advertising meeting dates or special events for said institution. Each place of worship is permitted a maximum of one (1) temporary religious banner. Said sign shall not exceed fifteen (15) square feet in area and five (5) feet in height. A temporary religious sign shall not be displayed for a period longer than twenty-one (21) days.

D. Public service and charitable organization signs. Non-business related signs, which provide notice of local charitable or non-profit events, may be displayed as temporary window signs where temporary window signs are permitted within the Borough. These signs shall be counted in the maximum area permitted for temporary window signs. Said signs may be displayed a maximum of twenty-one (21) days prior to the event and shall be removed immediately thereafter. If the building's windows are not transparent, the public service and/or charitable organization sign may be hung on the exterior of the building.

§310-63 shall be amended to read as follows:

§310-63 Signs Permitted in Residential Districts Only

In addition to the signs that are permitted pursuant to §310-61.D., the following signs shall be permitted in the R-1, R-2, R-3, R-4, TC and SC Districts:

- A. One (1) wall sign indicating a permitted home professional office in the R-4 District, where a home professional office is permitted by ordinance and/or registered with the Borough, provided that such sign shall not exceed two (2) square feet in area. Said sign may be externally illuminated.
- B. Freestanding signs for permitted townhouse or senior citizen communities, where permitted by ordinance, subject to the following limitations:
 - (1) One (1) freestanding sign shall be permitted per public street frontage.
 - (2) The maximum sign area shall be sixteen (16) square feet.
 - (3) The maximum sign height, including structure and sign area, shall be six (6) feet above the existing grade.
 - (4) Freestanding signs may be externally illuminated.

§310-64 shall be amended to read as follows:

§310-64 Signs Permitted in the Industrial District

In addition to the signs that are permitted pursuant to §310-61.D., the following signs shall be permitted in the Industrial District:

A. Wall signs, subject to the following limitations:

- (1) One (1) wall sign shall be permitted per business/tenant per public street frontage.
- (2) Each permitted wall sign shall have a maximum sign area of 90% of the linear business frontage in feet, with a maximum area of thirty-two (32) square feet. For example, if the linear business frontage is twenty-five (25) feet, the maximum sign area shall be twenty-two and a half (22.5) square feet.
- (3) The sign shall not project more than twelve (12) inches from the building façade.
- (4) The top edge of a wall sign shall not be installed more than twenty (20) feet above the ground and shall not extend beyond the top of the building.
- (5) Wall signs may be illuminated.

B. Freestanding signs, subject to the following limitations:

- (1) Properties with two (2) or more businesses/tenants may have a freestanding sign.
- (2) A maximum of one (1) freestanding sign is permitted per parcel.
- (3) Freestanding signs shall not exceed thirty (30) square feet in area and eight (8) feet in height.

C. Directory signs, subject to the following limitations:

- (1) Where a building has upper story non-residential uses, one (1) directory sign shall be permitted per entrance to said upper story establishments. Said sign shall be located next to the exterior entrance to the upper story establishments.
- (2) The maximum sign area shall be three (3) square feet.
- (3) Directory signs may be illuminated by downward focused lights, such as gooseneck lights.

D. Flagpoles. One (1) flagpole is permitted on each non-residential parcel. A flagpole shall not exceed twenty-five (25) feet in height and shall be set back a minimum of fifteen (15) feet from all property lines and from any other structure. Each flagpole is limited to one (1) flag, not greater than fifteen (15) square feet in area.

E. Incidental signs. A maximum of three (3) incidental signs are permitted per business/tenant.

§310-65 shall be amended to read as follows:

§310-65 Signs Permitted in the Commercial District

In addition to the signs that are permitted pursuant to §310-61.D, the following signs shall be permitted within the Commercial District:

A. A permitted ground floor use may have a **wall OR projecting OR awning** sign. A business wishing to have a combination of the aforementioned signs shall be required to obtain a variance. The standards for wall, projecting and awning signs are as follows:

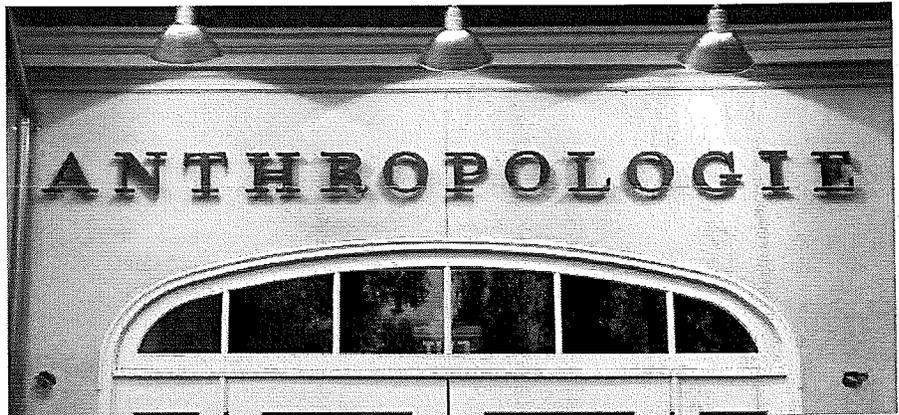
(1) Wall signs, subject to the following limitations:

- (a) One (1) wall sign shall be permitted per ground floor use per public street frontage.
- (b) The following types of wall signs shall be permitted:

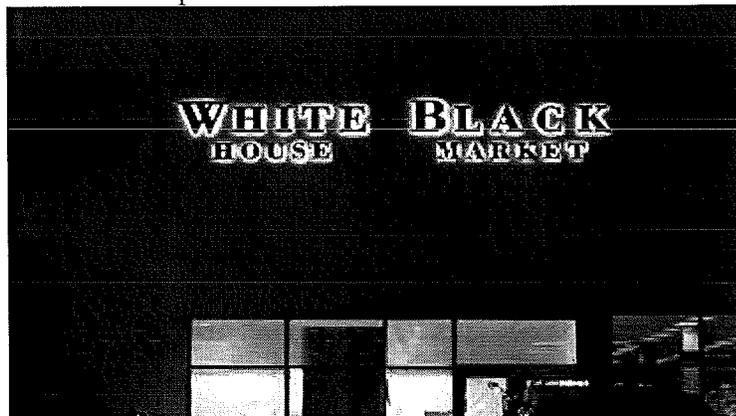
[1] Individually internally illuminated channel letters. Example shown below.



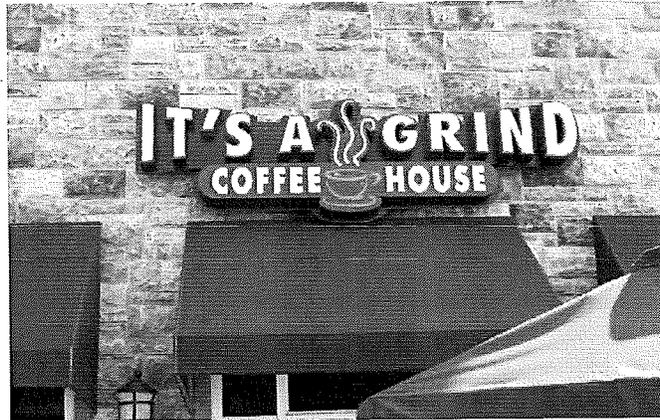
[2] Individual externally illuminated raised letters. Example shown below.



[3] Back-lit raised letters with concealed ballast, which creates a halo effect. Example shown below.



[4] Internally lit raised letters with concealed ballast. Example shown below.



[5] Signage board with or without gooseneck lighting. Example shown below.



- (c) The horizontal dimension of the sign shall not exceed 80% of the width of the building frontage occupied by the use.
 - (d) Each permitted wall sign shall have a maximum sign area of 95% of the linear business frontage in feet, with a maximum area of twenty-four (24) square feet. For example, if the linear business frontage is twenty (20) feet, the maximum sign area shall be nineteen (19) square feet.
 - (e) Wall signs shall not project more than twelve (12) inches from the building façade.
 - (f) The top edge of a wall sign shall not be installed above the bottom of any second floor windows or within one (1) foot of the top of a parapet.
- (2) Projecting signs, subject to the following limitations:
- (a) One (1) projecting sign shall be permitted per ground floor use per public street frontage.
 - (b) The maximum sign area shall be ten (10) square feet.
 - (c) The lower edge of a projecting sign shall be at least eight (8) feet above the sidewalk or grade. The highest edge of a projecting sign shall be no more than fourteen (14) feet above the sidewalk or grade.
 - (d) A projecting sign shall be attached to its support so that it does not swing.
- (3) Awning signs, subject to the following limitations:

- (a) One (1) awning sign shall be permitted for each business on the first floor of a commercial building.
- (b) The maximum sign area shall be 90% of the linear business frontage in feet, with a maximum area of twenty (20) square feet. For example, if the linear business frontage is twenty (20) feet, the maximum sign area shall be eighteen (18) square feet.
- (c) The horizontal dimension of the text/logo shall not exceed 90% of the width of the awning.
- (d) The lower edge of an awning sign shall be at least eight (8) feet above the sidewalk or grade. No roll-out type of awning may extend greater than six (6) feet beyond the building façade or within eighteen (18) inches of the curb face. All fixed awnings shall extend no farther than three and a half (3.5) feet beyond the building façade.
- (e) Awnings may be illuminated with downward lighting, such as gooseneck lighting.

B. Supplemental wall signs, subject to the following limitations:

- (1) One (1) externally-illuminated wall sign is permitted on a rear façade with a business entrance facing a parking area.
- (2) The maximum sign area shall be six (6) square feet.
- (3) The sign shall not project more than six (6) inches from the building façade.
- (4) The sign shall be located next to the business entrance and the top edge of the sign shall be no higher than ten (10) feet above the sidewalk or grade.

C. Directory signs, subject to the following limitations:

- (1) Where a building has upper story non-residential uses, one (1) directory sign shall be permitted per entrance to said upper story establishments.
- (2) The maximum sign area shall be four (4) square feet.
- (3) Directory signage shall be located next to the exterior entrance to the upper story establishment(s). The top edge of the sign shall be no higher than seven (7) feet above the sidewalk or grade.

D. Freestanding signs, subject to the following limitations:

- (1) Properties where the building is set back sixty (60) feet or more from the right-of-way may have a freestanding sign.
- (2) There shall be no more than one (1) freestanding sign per property.
- (3) Freestanding signs shall not exceed twenty-five (25) square feet in area and eight (8) feet in height.
- (4) Freestanding signs may be internally or externally illuminated.

E. Window signs, subject to the following limitations:

- (1) Permitted ground floor and upper story non-residential uses may have window signs.
- (2) Window signs shall not exceed 25% of the area of the glass surface, but in no event shall they exceed a total of thirty-six (36) square feet; 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.

- (3) All window signs shall be neat, clean and professional-looking. Window signs shall pertain only to the establishment occupying the premises where the window is located.
 - (4) Illuminated interior signs located within six (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.
 - (5) Indirectly illuminated interior signs located within two (2) 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.
- F. Menu boxes. One (1) menu box is permitted for each restaurant, which shall not exceed a maximum of three (3) square feet. The front of the box shall be comprised of clear safety glass, plastic or similar materials.
- G. Flagpoles. One (1) flagpole is permitted on each non-residential parcel. A flagpole shall not exceed twenty-five (25) feet in height and shall be set back a minimum of fifteen (15) feet from all property lines and from any other structure. Each flagpole is limited to one (1) flag, not greater than fifteen (15) square feet in area.
- H. Temporary grand opening signs, subject to the following limitations:
- (1) One (1) temporary grand opening or coming soon sign may be displayed for the grand opening of a business, relocation of a business or to announce the approaching arrival of a new business. Additionally, a maximum of two (2) strings of pennants may be hung in conjunction with the sign. Said pennants shall not be attached to public or private trees or public street lights. No words or logos are permitted on pennants.
 - (2) Said sign shall not exceed a maximum of twenty (20) square feet.
 - (3) Said sign shall be located within the window of the commercial establishment or on the exterior of the building no higher than the roofline.
 - (4) A temporary grand opening sign shall not be displayed for a period longer than forty-five (45) days.

§310-67(A) shall be amended as follows:

Sections (1) through (9) remain unchanged.
Sections (10) – (13) are amended as follows:

- (10) Motor vehicle service stations shall comply with the sign requirements contained in §310-61.A. through §310-61.E.
- (11) One freestanding sign, which may be internally or externally illuminated, shall be permitted for each street frontage, said sign not to exceed 8 feet in height and 40 square feet in area.
- (12) One wall sign shall be permitted per public street frontage. The wall sign shall comply with the provisions of §310-65.A(1)(b). Each permitted wall sign shall not exceed 24 square feet in area. Wall signs shall not project more than 12 inches from the building façade.
- (13) Window signs shall be permitted in accordance with §310-65.E(1) through (5).

All Ordinances of parts of Ordinances inconsistent herewith are hereby repealed as to such inconsistencies only.

In the event that any word, phrase, clause, section or provision of this Ordinance is found by any Court of competent jurisdiction to be unenforceable, illegal or unconstitutional, such word, phrase, clause or provision shall be severable from the balance of this Ordinance and the remainder of this Ordinance shall remain in full force and effect.

This Ordinance shall take effect upon passage and publication as provided by Law.

Council member	Motion	Second	Yes	No	Absent	Abstain	Recuse
DeRosa, Anthony		X	X				
Karcich, Scott	X		X				
Looes, Chrisoula			X				
Lundy, Abby			X				
Pizzella, Frank			X				
Ruocco, John			X				
Frank, Douglas							

Adopted: March 8, 2016

ATTEST: Denise Kohan
 Denise Kohan
 Acting Borough Clerk

Douglas Frank
 Douglas Frank
 Mayor