

271-118 SIGNS

271-118-1 General Provisions

A. Purpose.

The attractiveness of the Township of Bloomfield contributes to the general welfare and economic well-being of its citizens, property owners and business people. Reasonable control of signs promotes a desirable visual environment and enhances public safety. The purposes of the regulations and standards that follow are: to encourage the effective use of signs as a means of communication; to maintain and enhance the aesthetic environment and the borough's ability to attract beneficial sources of economic development; to improve pedestrian and traffic safety; to minimize the possible adverse effect of signs on nearby public and private property values; and to enable fair and consistent enforcement of these sign regulations. This section is adopted under the zoning authority of the borough in furtherance of the more general proposes forth in this chapter.

B. Applicability.

1. The effect of this section, as more specifically set forth herein, is:
 - a. To establish a permit system to allow a variety of types of signs subject to the standards and the permit procedures of this chapter;
 - b. To allow certain signs that are small, unobtrusive and incidental to the of the respective buildings on which they are located, subject to the requirements of this chapter, but without a requirement for permits;
 - c. To provide for temporary signs without commercial messages in limited circumstances;
 - d. To prohibit all signs not expressly permitted by this chapter; and
 - e. To provide for the enforcement of the provisions of this chapter.

C. Board Review.

1. The Planning Board or Zoning Board of Adjustment, as appropriate, shall review all signs to be installed that are accessory to any development application, and the Board shall review and approve the intensity of light of all such signs.
2. Minor site plan approval.

Minor site plan approval of any change in sign structure or sign message shall be required upon any change in use, even though such change in use does not implicate any other type of Board review. The Board shall review and approve the intensity of light of all such signs. Applicants for minor site plan approval under this subsection shall pay all required application fees.
3. Appeals.

The Zoning Board shall have jurisdiction over all appeals or variances requested from the terms of this chapter (unless the variance requested is in association with a site plan, minor site plan or subdivision within the jurisdiction of the Planning Board). The reviewing Board shall have the following powers:

- a. To hear and decide appeals where it is alleged there is error in any order, requirement, decision or interpretation made in the enforcement of this chapter.
- b. To hear requests for variances from the literal provisions of this chapter for the erection of a new sign in instances where strict enforcement of this chapter would cause practical difficulties due to conditions unique to the individual circumstances under consideration, and grant variances only when it is clearly demonstrated that such variances will be in keeping with the spirit and intent of this chapter.

(1) The Board may impose reasonable conditions in the granting of a variance to ensure compliance and to protect adjacent property. A violation of such conditions shall constitute a violation of this section.

- c. In exercising the above-mentioned powers, the Board may reverse or affirm, wholly or partly, or may modify the order, requirement, decision or determination appealed from, and may make such order, requirement, decision or interpretation as ought to be made.
- d. The vote of a majority of the Board member present at the hearing shall be necessary to reverse any order, requirement, decision or determination of the Code Enforcement Officer or to decide in favor of the applicant on any matter upon which it is required to pass under this chapter or to effect any variation in this chapter.

D. Permits required.

1. Generally.

- a. It shall be unlawful for any person to erect, repair, alter, relocate or keep within the Township of Bloomfield any sign as defined in this chapter, except as exempted under Subsection 118.1(F), without obtaining a sign permit from the Construction Official and payment of the fee as required by this section. All illuminated signs shall, in addition, be subject to the provisions of the Electrical Code, and the permit fees required thereunder. Sign permit numbers will be issued and must be displayed on the sign in question when erected. The Construction Official shall issue permits only for such signs as are specifically allowed for the particular premises and zone district in which the premises are located or as have been approved by the Planning Board or Zoning Board of Adjustment.

2. Application for sign permit.

Applications for sign permits shall be made upon blanks provided by the Construction Official and shall contain or have attached thereto the following information:

- a. Name, address and daytime telephone number of the applicant, building owner, business owner and contractor.
 - b. Street address or location of the building, structure or lot to which or upon which the [sign](#) or other advertising structure is to be attached or erected.
 - c. Position of the sign or other advertising structure in relation to the site and adjacent buildings or structures.
 - d. A detailed drawing of the proposed sign indicating construction techniques, materials, colors, lighting details, structural supports and graphics.
 - e. Written consent of the owner of the building, structure or land to which or on which the structure is to be erected.
 - f. Any electrical permit required and issued for said sign. Application requesting electrical permit for proposed sign must accompany sign application.
 - g. If the application is for an existing building, current color photographs of all exposed exterior walls of the building shall be submitted.
 - h. Such other information as the Construction Official shall require to show full compliance with this section.
3. Sign permit fees.

Every [applicant](#), before being granted a permit hereunder, shall pay to the Township Building Inspector's Office the fee for each sign which shall be in accordance with the ordinance in effect, and the permit number shall be displayed in the lower right-hand corner.

C. Definitions.

Words and phrases used in this chapter shall have the meanings set forth in this section. Words and phrases not defined in this section but defined in this chapter shall be given the meanings set forth in this chapter. Principles for computing sign area and sign height are contained in Subsection D. All other words and phrases shall be given their common, ordinary meaning, unless the context clearly requires otherwise.

A-FRAME OR SANDWICH SIGN - An A-shaped temporary and easily movable ground sign, usually two-sided used, for advertising commodities, services or entertainment usually conducted upon the premises where the sign is located.

ANIMATED SIGN - Any sign that uses movement or change of lighting to depict action or the illusion of movement or create a special effect or scene.

APPLIED LETTERS – A type of wall sign utilizing letters or a logo individually mounted on the façade of the structure to form the sign message.

AREA IDENTIFICATION SIGN - A sign to identify a common area containing a group of structures, or a single structure, such as a residential subdivision, apartment complex, industrial park, mobile home park or shopping center, located at the entrance or entrances of the area.

Such signs may or may not consist of a fence or wall or archway with letters or symbols affixed thereto.

AWNINGS AND CANOPIES - Roof-like coverings extending over a walkway, sidewalk or exterior place, supported by a frame attached to the building and/or ground with a surface made of fabric or a more rigid material, such as plastic or metal, and either retractable against the building or fixed in place.

AWNING SIGN - Any sign that is part of, attached to or printed on an awning, canopy or other fabric, plastic or structural protective cover over a door, entrance, window or outdoor service area.

BANNER – Any sign printed or displayed upon cloth or other flexible material, with or without frames. National flags, state or municipal flags or the official flag of any not-for-profit institution shall not be considered banners for the purposes of this chapter.

BEACON - A stationary or revolving light which flashes or projects illumination, single color or multicolored, in any manner which is intended to attract or divert attention; except, however, this term is not intended to include any kind of lighting device which is required or necessary under the safety regulations described by the Federal Aviation Agency or similar agencies.

BILLBOARD OR OUTDOOR ADVERTISING SIGN - A sign which directs attention to a business, industry, profession, commodity, service or entertainment not necessarily sold or offered upon the premises where the sign is located.

BUILDING MARKER – Any sign indicating the name of a building and date and incidental information about its construction, which sign is cut into a masonry surface or made of bronze or other permanent material.

BUILDING SIGN - Any sign attached to any part of a building, as contrasted to a freestanding sign.

BULLETIN BOARD - Any sign erected by a charitable, educational or religious organization or a public body, which is erected upon the same property as said institution, for purposes of announcing changing events.

BUSINESS SIGN - A sign which directs attention to a business, industry, profession, commodity, service or entertainment sold or offered upon the premises where such sign is located.

CANOPY - See "awnings and canopies."

CANOPY SIGN - See "awning sign."

CHANGEABLE MESSAGE – A sign or portion thereof with characters, letters or illustrations that can be changed or rearranged without altering the face or the surface of the sign, including, without limitation, electronic or digital message boards or tickers.

COMMERCIAL MESSAGE - Any sign wording, logo or other representation that, directly or indirectly, names, advertises or calls attention to a business, product, service or other commercial activity.

DIRECTIONAL SIGN - A sign intended to direct or point toward a place or which gives directions. Such signs shall carry no advertising copy describing the activities carried on at the premises where such signs are located.

DIRECTORY SIGN - A sign listing the tenants or occupants of a building.

DISPLAY SURFACE AREA - The net geometric area enclosed by the display surface of the sign, including the outer extremities of all letters, characters and delineations, the surfaces upon which they are presented, voids between elements of the sign or any element of the display that goes beyond the primary surface, whichever is greatest; provided, however, that display surface area shall not include the structural supports for freestanding signs; provided, further, that only one face of a double-faced sign as defined shall be considered in determining the display surface area.

ERECT - To construct, build, raise, assemble, place, affix, attach, create, paint, draw or in any other way bring into being or establish, but not including any of the foregoing activities when performed as incidental to the normal maintenance or repair of a sign or sign structure.

ESTABLISHMENT – An economic unit where business is conducted or services or industrial operations are performed. More than one establishment could be located at a single street address.

EXTERNALLY ILLUMINATED SIGN - Any illuminated sign whose illumination is derived from an external artificial source outside the display portion of the sign.

FACADE - The total wall surface, including door and window area, of a building's principal face. A mansard roof shall be considered as part of the facade.

FLAG - Any fabric or bunting containing distinctive colors, patterns or symbols, used as a symbol of a government, political subdivision or other not-for-profit institution.

FLASHING SIGN - An illuminated sign, the illumination of which is not kept constant in intensity at all times when in use. Illuminated signs that indicate the time, temperature, weather or similar public service information shall not be considered flashing signs.

FREESTANDING OR GROUND SIGN - Any sign supported by permanent structures or supports that are placed on or anchored in the ground and that are independent from any building or other structure.

ILLUMINATED SIGN - A sign which is lighted by a self-contained interior light or by lights projected or directed onto it.

INCIDENTAL SIGN – A sign, generally informational, that has a purpose secondary to the use of the lot on which it is located, such as "no parking," "entrance," "loading only," "telephone" and other similar directives. No sign with a commercial message legible from a position off the lot on which the sign is located shall be considered incidental.

INTERNALLY ILLUMINATED SIGN - Any sign whose sole source of artificial illumination is contained within the display portion of the sign, including neon-type signs and internally and back-lit signs.

MARQUEE - A permanent roof-like structure projecting beyond a building or extending along and projecting beyond the wall of the building and supported in part from the ground, generally designed and constructed to provide protection from the weather.

MARQUEE SIGN - Any sign attached to, in any manner, or made a part of a marquee.

NAMEPLATE SIGN - A sign which states the name or address, or both, of the occupant of the premises where the sign is located and not exceeding 1 1/2 square feet in area.

NEON SIGN - Self-luminous electric signs usually constructed of glass tubing containing a vapor or gas configured to form a display or lettering.

NONCONFORMING SIGN - Any sign that does not conform to the requirements of this chapter.

OFFICIAL SIGN - Any sign, symbol or device erected and maintained by the federal government, State of New Jersey, County of Essex, Township of Bloomfield or a public utility for the purpose of informing or guiding the public or for the protection and promotion of the health, safety, convenience and general welfare of the public.

OUTDOOR ADVERTISING SIGN - Also known as "billboard." A sign, which direct, attention to a business, industry, profession, commodity, service or entertainment necessarily sold or offered on the premises where the sign is located.

OVERHANGING SIGN - A sign suspended from a marquee, awning, canopy or a wooden or metallic bar where such sign is located within the public right-of-way or other than parallel to the facade.

PENNANT - Any lightweight plastic, fabric or other material, whether or not containing a message of any kind, suspended from a rope, wire or string, usually, but not necessarily, in series, designed to move in the wind.

PERSON - Any association, company, corporation, firm, organization or partnership, singular or plural, of any kind.

POLITICAL SIGN - A sign advancing the candidacy of any candidate or group of candidates for public office or a cause subject to political judgment.

PORTABLE SIGN - Any sign not permanently attached to the ground or other permanent structure, or a sign designated to be transported, including but not limited to signs designed to be transported by means of wheels; A-frames and sandwich board signs; balloons used as signs; umbrellas used for advertising; and signs attached to or painted on vehicles parked and visible from the public right-of-way, unless said vehicle is used in the normal day-to-day operations of the business.

PROFESSIONAL SIGN - A sign listing only the name, profession and/or specialty of each practitioner.

PROJECTING SIGN - Any sign affixed to a building or wall in such a manner that its leading edge extends more than one foot beyond the surface of such building or wall.

PUMP ISLAND CANOPY SIGN - A flush-mounted sign on the vertical surface and canopy, which is the ornamental or protective roof-like structure erected above the pumps of a gasoline station.

REAL ESTATE SIGN - A temporary sign placed upon the property for the purpose of advertising to the public the availability for sale, rent or lease of said property.

ROOF SIGN - Any sign erected, constructed and maintained upon or over the roof of any building with the principal support of the roof structure or parapet wall.

SETBACK - The distance from the property line to the nearest part of the applicable building, structure or sign, measured perpendicularly to the property line.

SHOPPING CENTER OR MALL - A building or group of related buildings of more than three units having a common entrance or with more than one entrance not on a public road or highway.

SIGN - Shall mean and include every object, device, frame, figure, character, mark, point, fixture, graphic design, picture, stroke, stripe, trademark, model, emblem, placard, symbol, display, light, logo or reading matter which is used or intended to be 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, designs, symbols colors, illumination or projected images, when the same is placed in the view of the general public, either outdoors or indoors. Any of the above which is not placed out of doors, but which is illuminated with artificial or reflected color or otherwise made visible from out of doors, shall be considered a sign within the meaning of this chapter, when placed in such a way as to be used to attract attention or convey information to motorists or pedestrians.

TEMPORARY SIGN - Any sign that is used only temporarily and is not permanently mounted.

WALL SIGN - Any sign that shall be affixed parallel to the wall or printed or painted on the wall of any building in such a manner as to read parallel to the wall on which it is mounted; provided, however, said wall sign shall not project above the top of the wall or beyond the end of the building For the purposes of this chapter, any sign display surface that is affixed flat against the sloping surface of a mansard roof shall be considered a wall sign.

WINDOW - A glass area presented to the public for purposes of display. For glass storefronts made up of multiple window panes, each pane shall be deemed a separate window.

WINDOW SIGN – A sign, pictures, symbol, or combination thereof, designed to communicate information about an activity, business, commodity, event, sale or service, that is placed inside a window or upon the widow panes or glass and is visible from the exterior of the window .

D. Exempt Signs

The following signs shall not require a sign permit and shall be permitted as provided below:

1. Temporary civic, cultural and public service window posters, when posted inside windows of commercial establishments, provided they are only permitted in one window per

- establishment and do not, individually or combined, occupy more than twenty (20) percent of the total area of said window or five (5) square feet, whichever is less. Temporary window signs are permitted on ground floor windows only.
2. Temporary promotional or special sales signs in windows of a commercial establishment when advertising that commercial establishment, provided the signs are placed in only one window per establishment per street frontage and provided they do not, individually or combined with other window signs, exceed fifty (50) percent of the total area of the display window or sixteen (16) square feet, whichever is less. Temporary signs advertising a business opening or change in ownership of a commercial establishment, located on the premises of the commercial establishment, are also permitted, provided that they are placed in only one window per establishment per street frontage and do not exceed fifty (50) percent of the window or an area of sixteen (16) square feet, whichever is less. All temporary signs shall have the date of installation printed clearly on the lower right-hand corner, as viewed from the exterior, and shall be permitted for a period not to exceed thirty (30) days. Temporary promotional signs are permitted on ground floor windows only. When more than one establishment is located at a single street address, the aggregate size of the signs for all establishments permitted by this subsection shall not exceed fifty (50) percent of any one window or sixteen (16) square feet, whichever is less.
 3. Temporary signs of a non-profit or charitable organization located on the premises of such organization, provided such signs shall not exceed one per premises per event and do not exceed thirty-two (32) square feet in area. Said signs shall be put in place no earlier than sixty (60) days before the event, and shall be removed within seven (7) days after completion of said event.
 4. Bulletin boards not over twenty-four (24) square feet in area per sign face for public, charitable or religious organizations when same are located on the premises of said organizations and comply with the setback regulations for freestanding signs in the zone.
 5. On-site directional and parking signs, warning signs, and signs posting property as "private property", "no trespassing" or similar signs, which do not exceed two (2) square feet in area. If signs permitted by this sub-paragraph are installed in conjunction with an application for development subject to site plan review, including minor site plan review for signs as a result of a change in use, as required herein, then the reviewing Board shall determine the appropriateness and necessity of all proposed directional and parking signs.
 6. Temporary signs denoting the architect, engineer or contractor, when placed upon the site under construction, provided such signs shall be limited to one sign per site and shall

not exceed sixteen (16) square feet in area per sign face. Said signs shall be in place only while work is in progress.

7. Flags or emblems of religious, educational, civic or governmental organizations flown from supports on the building or grounds occupied by the organizations and the American flag wherever flown in accordance with the laws and rules promulgated by the federal government.
8. Temporary signs indicating a political preference or political event, provided that such signs do not exceed 32 square feet in residential zones. Such signs may not be displayed on any trees, telephone polls or lighting stanchions. All such signs must be removed within five (5) days after the election or the completion of the political event.
9. All signs located within a building that are not visible to the public outside said building.
10. Real estate signs, located within the property lines, temporarily advertising the sale, rental or lease of the premises or portion thereof, provided such signs shall be limited to one sign per street frontage and do not exceed nine (9) square feet in area per sign face. Such signs shall be removed upon passing of title or completion of rental or lease agreement.

E. Prohibited Signs:

Without limiting the generality of this section, the following are prohibited:

1. Signs employing mercury vapor, low pressure and high-pressure sodium and metal halide lighting.
2. Backlit or internally illuminated signs, except as set forth in 5(c) hereof.
3. Florescent signs.
4. Neon signs or lighting, except when used in a window to advertise a particular product sold by the establishment seeking to install the sign, which shall be limited to no more than two (2) such signs per street frontage.
5. Marquee signs, except for uses that typically utilize such signs.
6. Signs on roofs, dormers and balconies, except as permitted in Section 8 of this

Ordinance.

7. Billboards, billboard signs or outdoor advertising signs, except display signs ordinarily or customarily erected on the premises of a railroad station or on a railroad right of way in the vicinity of such station such as on the parking deck that is owned by the Township. No sign otherwise lawful under this section shall be prohibited because of this provision.
8. Signs mounted upon the exterior side or rear walls of any building or structure, except as otherwise permitted hereunder.
9. Animated, moving or revolving signs and signs using blinking, flashing, vibrating, flickering, tracer or sequential lights, which display movement, or the illusion of movement, including interior signs visible from the exterior of the premises, except for

clocks, temperature displays, or signs commonly known as barber poles, used in conjunction with barbershops.

10. Changeable message signs.
11. Signs erected, painted or composed of fluorescent, phosphorescent or similar material.
12. Signs erected, painted or composed of fluorescent, phosphorescent or similar material.
13. Banners, string of banners and pinwheels, strings or streamers of flags, pennants, spinners or other similar devices strung across, upon, over or along any premises or building, whether part of a sign or not.
14. Balloons and inflatable signs.
15. Signs on vehicles. It shall be unlawful to use a vehicle or a trailer as a sign in circumvention of this Section.
16. "A" frame or sandwich board signs, except as permitted herein.
17. Signs painted on the exterior walls or façade of a building.
18. Signs on accessory buildings or structures.
19. Signs which are misleading; removal of signs upon change in occupancy.
 - a. It shall be unlawful for any person to erect, locate, relocate or maintain any sign which falsely identifies the premises or occupant of any premises or building, or which falsely advertises for sale on any premises or in any building any product or service not available therein.
 - b. Whenever there is a change in occupancy of a building or premises, including any vacancy of such building or premises, the message of any sign or signs which identify or advertise an individual, business, service, product or other item that is no longer present or available in the building or on the premises shall be removed.
 - c. The provisions of this sub-paragraph shall not be construed to require the removal of any sign structure, except as required by paragraph 10(d)(4) below.
 - d. The manner of removal of sign messages shall include, but are not limited to the following:
 - (1) In the case of a sign with a painted message, the sign message shall be painted over to match the background.
 - (2) In the case of a sign with projecting or movable letters or symbols, the letters and/or symbols shall be removed.
 - (3) In the case of a sign where the message is contained on a panel that is inserted into the sign frame or structure, the message panel shall be replaced with a blank panel.
 - (4) In the case of a sign where the message cannot be removed without also removing the sign structure, the structure shall be removed unless the owner demonstrates to the satisfaction of the Zoning Officer that the sign message

could reasonably apply to the next occupant of the building or premises. If the sign message does not accurately identify or advertise the next occupant of the building or premises, or any product, service or other item available at the premises, the sign structures shall be removed prior to the issuance of a certificate of occupancy for said occupant.

20. Window signs, unless otherwise permitted by this Ordinance.

F. Nonconforming signs.

The following provisions shall apply to any sign or sign structure that was lawful prior to the adoption, revision or amendment of this chapter, but which fails to conform to the requirements of this chapter by reason of such adoption, revision or amendment.

1. Routine maintenance. Routine maintenance for any nonconforming sign shall be permitted, provided that such maintenance shall comply with the provisions of paragraphs (3) and (4) below. The term "routine maintenance" is intended to include such activities as cleaning, replacement of light bulbs, removal of rust and corrosion, and repainting. Specifically prohibited is the replacement of a non-conforming sign structure, in whole or in part, except for light bulbs and minor parts such as fasteners, etc.
2. Restoration or repair of partial destruction. Any nonconforming sign or sign structure existing at the time of the passage of this chapter or any amendment thereto may be continued upon the lot so occupied and any such sign or structure may be restored or repaired in the event of partial destruction thereof, provided that such restoration or repair shall comply with the provisions of paragraphs (3) and (4) below. For purposes only of administering this provision, the term "partial destruction" shall be defined as any condition affecting less than fifty percent (50%) of the area or volume, whichever is more restrictive, of the sign message or structure in such a manner that the appearance or structural characteristics of the sign are not substantially altered from the originally approved and installed sign.
3. Effect of removal. The following provisions shall regulate removal of nonconforming signs:
 - a. Nothing contained herein shall be construed to permit the removal and subsequent replacement of a nonconforming sign structure for purposes of maintenance, restoration, repair or alteration. Removal of a sign structure for any purpose shall terminate the nonconforming rights of said sign.
 - b. Sign messages may be removed only for purposes of routine maintenance, restoration, repair or alteration, as permitted herein.
4. Alterations. The following provisions shall regulate alterations of nonconforming signs:

- a. Alterations of sign messages which result in a completely new sign message shall conform to all provisions of this ordinance governing the appearance of signs, i.e., height of lettering.
 - b. A nonconforming sign structure may not be altered unless the alteration will result in the sign structure conforming in all respects with the provisions of this chapter.
 - c. Alterations covered by the above provisions include, but are not limited to: (i) alteration of sign area, dimension, height or location; (ii) alteration of any aspect of sign illumination; and (iii) alteration of sign material.
5. Reversion to conforming sign prohibited. A sign which is nonconforming and which is changed to a conforming sign may not be thereafter changed back to a nonconforming sign. A nonconforming sign structure and/or message that is changed to a conforming structure and/or message, may not thereafter be changed back to a nonconforming structure and/or message.
 6. Subdivisions involving nonconforming signs. No lot containing a nonconforming sign structure shall be subdivided so as to increase the degree or extent of the nonconforming sign condition.

G. Lighting and illumination.

Any sign permitted by the provisions of this chapter may be illuminated as permitted in this Section, except that real estate signs shall be non-illuminated. Signs may be externally illuminated only., provided that they comply with the following standards. For the purpose of administering this section, "internally illuminate" signs shall be defined as a sign that is illuminated by a light source that shines through the letters or logos from the back of the sign. "Externally illuminated" signs shall be defined as a sign that is illuminated by a light source that shines directly on the surface of a sign or which shines the wall upon which applied letters are installed, and which light source is designed specifically to illuminate only the sign or applied letters.

1. Internally illuminated signs are prohibited, except for building directory signs and restaurant menu signs as set forth in Section 118.2.
2. Externally illuminated signs.
 - a. Externally illuminated signs shall only be permitted where the sources of illumination are shielded in such a manner that the same are not visible from the street or adjoining property.
 - b. No sign shall be lighted by means of flashing or intermittent illumination.
 - c. Floodlights or spotlights used for the illumination of signs, whether or not such lights are attached to or separate from the building, shall not project light beyond the sign. Gooseneck reflectors and lights shall be permitted, provided, however, that the

reflectors shall be provided with proper glass lenses concentrating the illumination upon the area of the sign so as to prevent glare upon the street or adjacent property.

3. In no instance shall the light intensity of any illuminated sign exceed seventy-five (75) footcandles measured with a standard light meter measured at any point in front of the sign at a distance that is no greater than the smallest horizontal or vertical dimension of said sign. There shall be no electrical conduit located on the exterior façade of a building used to provide electric power to any sign.

271-118.2 Signs Permitted In Business Zones

The following signs are permitted in all business zones, including the PO, PI and PR Zones, as provided below, and shall require a sign permit in accordance with Section 118.1(B). No more than two types of signs may be permitted per establishment per street frontage, provided that if a single location hosts more than one establishment, the aggregate of the area of all signs at the location shall not exceed the maximum permitted size for each type of sign:

- A. Wall-mounted, provided the following standards are met:
 1. The signs shall be affixed to the front façade of the building, and shall project outward from the wall to which it is attached no more than six (6) inches;
 2. The area of the signboard shall not exceed ten (10) percent of the ground floor building façade area or twenty-four (24) square feet, whichever is less;
 3. The maximum permitted height of the top of the sign is fifteen (15) feet above the front ground elevation, and the sign shall not extend above the base of the second floor windowsill, parapet, eave or lower building façade;
 4. The sign shall be permitted only for commercial uses occupying buildings facing on public streets only and shall not be allocable to other uses; and
 5. Wall signs are limited to one sign per establishment per street frontage, except additional wall signs are permitted as follows:
 - a. A wall-mounted sign, not exceeding six (6) square feet in area, shall be permitted on any side or rear entrance of a commercial use open to the public, provided such entrance does not face a street frontage. Such wall signs may only be lighted during the operating hours of the business, and shall not count toward the maximum number of signs permitted in Business Zones.
 - b. A wall-mounted building directory sign identifying the occupants of a commercial building, including upper story commercial uses, shall be permitted providing the following standards are met:
 - (1) The sign is located next to the entrance;
 - (2) The sign projects outward from the wall to which it is attached no more than six (6) inches;

- (3) The sign does not extend above the parapet, eave or building façade;
 - (4) The area of the signboard shall not exceed three (3) square feet, with each tenant limited to one square foot; and
 - (5) Directory signs may be internally illuminated, and shall not count toward the maximum number of signs permitted in Business Zones.
6. Applied letters may substitute for a wall-mounted sign, if constructed of painted metal, painted cast metal, bronze, brass or anodized aluminum, and if they conform to the size requirements hereof. Applied plastic letters are not permitted.
- B. Projecting signs, including graphic or icon signs, mounted perpendicular to the building wall, provided the following standards are met.
1. The signboard does not exceed an area of six (6) square feet;
 2. The distance from the ground to the lower edge of the signboard shall be ten (10) feet or greater;
 3. The height of the top edge of the signboard does not exceed the height of the wall from which the sign projects, if attached to a single story building, or the height of the sill or bottom of any second story window, if attached to a multi-story building;
 4. The distance from the building wall to the signboard does not exceed twelve (12) inches;
 5. The width of the signboard does not exceed three (3) feet;
 6. The height of the lettering, numbers or graphics of the sign does not exceed eight (8) inches; and
 7. Projecting signs shall be limited to one sign per street address; a projecting sign may advertise more than one establishment located at the same street address, provided the sign does not exceed the provisions of this subsection.
- C. Painted window or door signs, provided that the following standards are met:
1. The sign does not exceed ten (10) percent of the window or door area or four (4) square feet, whichever is less;
 2. The sign is silk screened or has seven (7) year high performance vinyl die cut graphics;
 3. The height of the lettering, numbers or graphics of the sign does not exceed four (4) inches; and
 4. Painted signs shall be limited to one sign per street address painted on either a single window or a single door, but not on both. A street address with more than one street frontage may have one painted window sign per frontage.
 - a. Numbers indicating the street address painted on or above a door shall not be considered a sign for purposes of this section.
 - b. Numbers indicating the street address must appear on or above the entrance door or on an awning valance and be visible to the public. The height of the lettering shall not exceed four (4) inches.

D. Awning or canopy signs for ground floor uses only, provided that the following standards are met:

1. Fixed awnings and canopies attached to buildings shall not extend from the building more than 38 inches, nor shall be greater than 48 inches in height. Drop or retractable awnings shall not extend from the building more than five feet. The lower edge of the curtain or valance of any awning or canopy shall be no closer to the ground or sidewalk than seven feet. No part of the iron or other supporting framework shall be closer than seven feet six inches to the ground or sidewalk, except for the posts supporting a canopy;
2. Lettering, numbers and graphics shall be located on the valance only, shall not exceed four (4) square feet in area, and the height of the lettering, numbers or graphics of the sign shall not exceed four (4) inches. Awning sign messages shall convey only the name of the establishment, the street address and phone number. They may also include a logo used by the establishment;
3. Permitted marquee signs shall conform to the requirements of this subsection, and may not be used in addition to an awning or canopy sign; and
4. Only one awning or canopy per street address shall be used for signage, except in the case of multiple street frontages, where one awning sign per frontage shall be permitted.

E. Free-standing signs, when fronting on a public or private street or parking area, provided that the following standards are met:

1. The sign shall refer to the business or business located in the building on the same lot as the sign;
2. The building shall be set back a minimum of fifteen (15) feet from the lot line and the sign shall be located between the front lot line and the front building line;
3. The sign may not impede or interfere with pedestrian or vehicular traffic, or protrude over a sidewalk;
4. The area of the signboard shall not exceed ten (10) square feet;
5. The height of the lettering, numbers or graphics of the sign shall not exceed eight (8) inches;
6. The height of the signboard, or of any posts, brackets, or other supporting elements shall not exceed twelve (12) feet from the ground;
7. The signboard shall be constructed of wood, with wood or cast iron brackets, and is architecturally compatible with the style, composition, materials, colors and details of the building;
8. The signboard shall be externally illuminated and shall not be illuminated after 11:59 P.M.; and

9. Free-standing signs shall be limited to one sign per street address; a free-standing sign may advertise more than one establishment located at the same street address, provided the sign does not exceed the provisions of this subsection.
- F. Service entrances for commercial establishments may be identified with one sign not exceeding two (2) square feet in area.
- G. In addition to other signage, restaurants and cafes shall be permitted the following, limited to one sign per business:
 1. A wall-mounted display featuring the actual menu as used at the dining table, to be contained within a shallow wood or metal case, and clearly visible through a glass front. The display case shall be attached to the building wall, next to the main entrance, at a height of approximately five (5) feet, shall not exceed a total area of two (2) square feet, and may be externally illuminated.
 2. A sandwich board sign, as follows:
 - a. The area of the signboard, single-sided, does not exceed six (6) square feet;
 - b. The signboard is constructed of wood, chalkboard, and/or finished metal;
 - c. Letters are painted, vinyl die cut or handwritten;
 - d. The sign is located within four (4) feet of the main entrance to the business and its location does not interfere with pedestrian or vehicular circulation;
 - e. The information displayed is limited to daily specials and hours of operation; and
 - f. The sign is removed at the end of the business day.
- H. Each commercial establishment shall identify the number of its address on a minimum of one (1) sign facing each street or parking lot.

271-118.3 Signs permitted in Residential Zones.

The following signs are permitted in residential zones, including the PO/R Zone, as provided below, and shall require a sign permit in accordance with Section 118.1(B), although no permit is required for signs permitted by subsection (A) hereof. In residential zones, the following signs shall be permitted as a matter of right, limited to one sign per property, provided a setback of ten feet shall be maintained from any lot line, the height shall not exceed six feet and the sign, if lighted, shall be externally illuminated:

- A. A sign showing the name and address of the house or family, said sign to be not larger than one (1) square foot in area.
- B. A sign stating the profession of the occupant and not exceeding one (1) square foot in area.
- C. A multifamily dwelling structure may have a single identification sign, not to exceed twelve (12) square feet in area per face.

271-118.4 Signs permitted in the M-1 Industrial Zone.

The following signs are permitted in the M-1 Industrial Zone, and shall require a sign permit in accordance with Section 118.1(B). The following signs shall be permitted in industrial zones, subject to the illumination requirements of Section 118.1:

- A. Each industrial establishment shall be permitted to display identification signs, limited to one wall mounted sign and one freestanding sign per street frontage, totaling in area not more than ten percent (10%) of the area of the façade of the structure upon which or in front of which the sign is to be affixed or erected. Freestanding signs shall be no closer than ten feet to any lot line and shall be not larger than 24 square feet in area per face, and be no higher than 25 feet.

271-118.5 Signs permitted in the CORD, Commuter Oriented Residential District Zone.

Signs for commercial uses in the CORD shall be subject to the regulations governing Business Zones. See Section 118.2. Signs for residential uses shall be subject to the regulations governing Residential Zones. See Section 118.3