

**TOWNSHIP OF LONG HILL
ORDINANCE # 377 -17**

**AN ORDINANCE ADOPTING AMENDMENTS TO THE PERMANENT SIGN
REGULATIONS IN THE TOWNSHIP LAND USE ORDINANCE AS RECOMMENDED
BY THE PLANNING BOARD AND AMENDING SECTION 155
OF THE TOWNSHIP CODE ENTITLED “SIGNS”**

STATEMENT OF PURPOSE: To make the Township’s permanent sign regulations clearer and easier to understand and to reduce the regulatory burden on property owners.

WHEREAS, the Planning Board has recommended extensive revisions to the Township’s permanent sign regulations as outlined in a January 18, 2017 memorandum from Planning Board Planner, Kevin O'Brien, for the express purpose of making those regulations clearer and easier to understand, and reducing the regulatory burden on property owners;

NOW THEREFORE BE IT ORDAINED by the Township Committee of the Township of Long Hill in the County of Morris, State of New Jersey that Section 150 of the Township Land Use Ordinance (1996) entitled, “Development Design Standards” is hereby amended as follows:

Section 1. Section 155 of the Township Land Use Ordinance entitled “Signs” is hereby repealed in its entirety and is replaced by a new section 155 entitled “Permanent Signs” which reads as follows¹:

¹Additions in text indicated by underline; deletions by strikeouts.

155 PERMANENT SIGNS

155.1 Purpose

Signs constitute a separate and distinct use of the premises upon which they are placed and also affect the use of adjacent roads, streets, walkways and other properties. The provisions of this Sign Ordinance are made to establish reasonable and objective regulations for all Permanent signs in this municipality which are visible to the public, in order to protect the general public health, safety, welfare, convenience and aesthetics. This Ordinance is also intended to serve the public's need to be given helpful directions, and to be informed of available products, businesses, and services.

155.2 Definitions

The following sign definitions are specifically applicable to this part:

Abandoned Sign — a sign which identifies a business, service, or activity that has not operated for at least 90 days; a sign which is damaged, in disrepair, or vandalized; a sign which advertises a nonexistent event, use, product or service.

Animated Sign — a sign having action, motion or flashing lights; signs with spinners, pennants, streamers and similar displays; signs that glow or have reflective qualities.

ATM Sign - a sign that is mounted, painted or otherwise attached to a device that dispenses cash.

Awning Sign — a sign that is mounted, painted or otherwise attached to an awning or window or door canopy. The area of awning signs shall be calculated by multiplying the largest horizontal and vertical dimensions of any lettering, display or graphic on the awning.

Bench Sign — a sign located on or attached to any part of the surface of a bench, seat or chair placed on or adjacent to a public roadway.

Billboard Sign - any sign which directs attention to a use which is conducted, sold or offered at a location other than the lot on which the sign is located.

Canopy Sign — *see awning sign.*

Design enhancement feature — any portion of a sign structure intended to improve the physical appearance of a sign, including roofs, columns, railroad ties, lattice and other decorative features.

Directory of Occupants Sign — a sign listing the tenants or occupants of a building and their respective professions or business activities.

Electronic Message Board Sign — a sign that displays an image, video or text using a device that is capable of changing the message. Electronic message boards include but are not limited to signs also known as electronic reader boards and electronic message center signs.

Flashing Sign — an Illuminated Sign in which the artificial light is intermittent or is not maintained in a stationary position or constant intensity.

Gasoline Service Station Sign — any sign used to display the products, services and prices available at an automobile service station.

Ground Sign — a freestanding sign which is supported by one (1) or more columns, uprights, poles or braces that have been secured in the to the ground; a sign which is supported by a base constructed in or upon the ground. Also commonly known as a Monument Sign.

Illuminated Sign — A sign characterized by the use of artificial light, either projecting through its surface(s) [internally illuminated]; or reflecting off its surface(s) [externally illuminated].

Inflatable Sign — an air or *other gas* filled sign used to advertise a product or event. Inflatable signs include all manner of balloons used for any display purpose.

Marquee Sign — a sign designed so that characters, letters, illustrations or other graphics may be changed or rearranged without altering the face or surface of the sign.

Municipal Purpose Sign — a sign used for official purposes as an aid to safety or community service; a sign required by law. Examples include town entrance and exit signs, health notices, posted permits and signs to recognize historic sites.

Off-Premises Sign — a sign whose message directs attention to a business, product, service, event or activity that is not sold, produced, furnished, or conducted on the property upon which the sign is located.

On-Premises Sign — a sign whose message and design relate to an individual business, profession, product, service, event, point of view, or activity that is sold, offered, or conducted on the same property where the sign is located.

Permanent Sign — a sign that is fixed or intended to remain for an indefinite period of time.

Residence designation Sign — a sign or plate indicating the name of a single family residential property or its occupants.

Roof Sign — a sign erected above or on the roof of a building, any part of which extends more than six (6) inches above the facade of a building.

Sequential Sign — a series of signs each bearing a portion of the message or information to be conveyed and intended to be read in sequence.

Shingle Sign — a wooden, unlighted sign attached to a principal building and located perpendicular to the front facade of the structure.

Sign — an object, device, display, or structure, or part thereof, situated outdoors or indoors, 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, fixtures, colors, illumination, or projected images.

Sign area — the total square foot content of the background upon which sign lettering or display is presented. If there is no background, the sign area shall be computed as the product of the largest horizontal width, “a” and the largest vertical height, “b” of the lettering or display. This shall not be construed to include the support or design enhancement features of any signs which are used solely for such purpose. Design enhancement features that provide sign functions of any kind shall be included in the sign area calculations. For signs with two (2) display faces, the maximum area requirement shall be permitted on each side.

Sign height — the vertical distance from the average ground elevation around the base of ground sign to the highest level of any portion of the sign, including support and design enhancement features.

Snipe Sign — a sign tacked, nailed, posted, pasted, glued, or otherwise attached to trees, poles, stakes, fences, public benches, streetlights, or other objects, or placed on any public property or in the public right-of-way or on any private property without the permission of the property owner. A sign attached to a utility pole in conformance with state and utility regulations is not a Snipe Sign.

Support — any portion of a sign structure designed to elevate, suspend, anchor, brace or hold up a sign or design enhancement feature.

Temporary Sign - any sign constructed of cloth, canvas, fabric, paper, plywood, corrugated material, plastic or other light material, including, sidewalk signs, portable signs, searchlights and inflatable signs and designed or intended to be displayed for a short period of time.

Wall Sign —a sign attached to, painted upon or erected against the wall or facade of a building or structure and not extending more than six (6) inches from the building face or facade of the structure, except that signs exceeding thirty-two (32) inches in height shall be permitted to extend up to ten (10) inches from the building face. Also commonly known as a facade sign.

Window or Door Sign — a sign attached to or painted upon a window or door which is visible to the general public from an out-of-doors position.

155.3 General Provisions

- a. Permanent Signs shall not be altered, erected or maintained except in conformity with the provisions of this Section.
- b. It shall be unlawful to erect or display a new sign or make any changes to an existing sign without first filing an application for a sign permit with the Administrative Officer unless such sign is exempted by this Ordinance.
- c. No sign shall be placed in such a position that it will cause confusion or danger to street traffic by obscuring the view or by simulating official, directional or warning signs maintained by any governmental body, railroad or public utility concerned with the protection of public health or safety. This shall include any sign visible from the public right-of-way which imitates or simulates a traffic control device.
- d. No sign shall be placed in any required sight triangle unless specifically permitted by the approving authority. Signs placed in a sight triangle must comply with the provisions of Section 157.5.
- e. An abandoned sign shall be repaired, replaced or removed within thirty (30) days upon written notification by the Construction Official or Code Enforcement Officer. Any visible area where a sign is replaced or removed shall be repaired and/or painted to match the remaining structure. All cracked, warped or broken members of a sign shall be replaced. Deteriorated surfaces which evidence rusting, flaking or cracking shall be replaced or repaired. All broken or cracked glass shall be replaced.
- f. All illuminated signs shall be either indirectly lighted or be of the diffused lighting type. Ground signs, if illuminated, shall be illuminated by an exterior source only in accordance with subsection 155.11b, except that ground signs in the B-3 zone may be internally illuminated. No sign shall be lighted by using any unshielded light source, unshielded incandescent bulbs, mirrors reflecting a direct light source or similar devices. Buildings or structures, including doors and windows may not be outlined by tubing or strings of lights for advertising purposes.

155.4 Permitted signs

The following signs are permitted in all zone districts:

- a. Municipal Purpose signs.
- b. Flags, emblems or other insignia of a nation, State, County, municipality, school, business, or religious group, provided that no more than one (1) such flag, emblem or insignia shall be permitted for each entity, and that no such individual display exceed twenty-four (24) square feet in area. No more than three (3) flags or similar displays shall be permitted on the property. These regulations shall not apply to flags of the United States of America.
- c. Customary identification signs of recognized nonprofit service organizations. Such signs shall not exceed eight (8) feet in height nor be more than nine (9) square feet in area.
- d. Signs for public and semipublic facilities such as schools, churches, libraries and public recreational facilities. The Construction Official may consult with the approving authority to determine suitable height and area limitations on signs in this category. The approving authority in determining the area and height limitations to be imposed shall be guided by the standards established in this Section.
- e. Residence designation signs not exceeding two (2) square feet in area.
- f. Signs indicating the private nature of a road, driveway or other premises, and signs controlling the use of private property such as prohibition of hunting or fishing.
- g. A single ground sign or wall sign indicating a permitted home office. It shall not exceed four (4) feet in height or four (4) square feet in area.
- h. A single ground sign and a single wall sign for private clubs, private recreational facilities and multi-family residential structures. The ground sign shall not exceed eight (8) feet in height and nine (9) square feet in area. The wall sign shall not exceed nine (9) square feet in area.
- i. Signs directing and guiding traffic and parking on private property, providing the sign(s) contains no advertising matter or messages. Such directional signs shall be excluded from any sign area limitations established by this Section, provided that the approving authority and its Engineer consent to the location, size and number of signs.

- j. Vending machine signs shall be permitted in all nonresidential zones; all such signs shall subtract the aggregate vending machine sign area from the permitted sign area for wall, ground and other permitted sign types.
- k. Historic or Dedication Signs are permitted if approved by the Township Committee.

155.5 Prohibited Signs

Any sign not specifically permitted by this Ordinance is prohibited. The following signs and design enhancement features are unlawful and specifically prohibited:

- a. Marquee signs. Public Agency, Emergency Services and Community Service uses are exempt.
- b. Abandoned signs.
- c. Snipe signs.
- d. Vehicular signs. No vehicle containing advertising displays shall be parked where visible from any public right of way in any zone district if the effect of such parking would be to create a permanent sign or other advertisement not permitted by Section 155 of this Ordinance. This regulation does not restrict the use of business logos, identification or advertising on vehicles primarily and actively driven(operated) for business purposes
- e. Mechanical movement signs, including revolving signs.
- f. Electronic Message Board signs.
- g. Pennants, strings, inflatable devices, signs and streamers, and animated signs.
- h. Signs which prevent free ingress or egress from any door, window or fire escape. No sign other than a Code required safety placard shall be attached to a standpipe or fire escape.
- i. Signs which emit smoke, visible vapors, particulate matter, sound, odor or contain open flames.
- j. Off-premises signs.
- k. Portable signs.

- l. Sequential signs.
- m. Roof signs.
- n. Billboard signs
- o. Temporary signs, except those permitted by Section 3-12 of the Long Hill Ordinance.
- p. Signs erected without the permission of the property owner, with the exception of those authorized or required by local, state, or federal government.
- q. Any sign containing information which states or implies that a property may be used for any purpose not permitted under the provisions of the Long Hill Township Zoning Ordinance.

155.6 Signs requiring a permit

Except when it is shown on an approved site plan, a permit is required for the following signs:

- a. Home office sign
- b. Private club and multi-family sign
- c. Private Directional sign
- d. Bank ATM sign
- e. Wall sign
- f. Ground sign
- g. Directory of Occupants sign
- h. Gasoline Service Station sign
- i. Shingle sign
- j. Awning sign
- k. Canopy sign
- l. Bench sign

155.7 Signs Permitted in Village Business Zones and Public Zones

In the B-1-5, B-1-20, M, M-H and P zones the following signs shall be permitted in addition to those permitted in all zones:

- a. Each permitted use may have one (1) wall sign, provided that the sign shall not exceed an area equal to five (5) percent of the area of the facade upon which it is erected, or fifty (50) square feet, whichever is smaller. In computing permitted sign area, only one (1) face of a building may be used as the principal face. In the case of a use located on the ground floor of a multi-story building, only the first floor facade area shall be used for the purposes of calculating the permissible sign area. In the case of a multi-occupancy structure, the allowable sign area shall be distributed among occupants having street level frontage. Single tenant structures shall use the first floor facade area for the purposes of calculating the permissible sign area.
- b. For all permitted uses providing at least a fifteen (15) foot principal building setback, one (1) ground sign not exceeding sixteen (16) square feet in area and eight (8) feet in height shall be permitted per lot, provided the permitted wall sign area in paragraph a. is reduced to two and one-half (2-1/2) percent of the facade area, or twenty-five (25) square feet, whichever is smaller.
 1. The ground sign shall not be placed within any required sight triangle and shall be a minimum of ten (10) feet from any property line. Such ground sign is eligible for Site Plan Waiver provided it meets all requirements stated above.
- c. Each multi-occupancy structure may display one (1) directory of occupants sign not exceeding eight (8) square feet in area, provided that the directory is located within a side or rear yard or attached to the principal building facing the major street and provided the property contains five (5) or more tenants. Permitted uses on corner lots are allowed to have a second directory sign for use on the minor road. The sign shall be no more than eight (8) square feet in area and shall be attached to the principal building on the side facing the minor street.
- d. Window and door signs, not exceeding a total of ten (10) square feet in total area of all such signs for each permitted use, of which up to two (2) square feet may be used for signs of neon or similar materials.

- e. Signs for automobile service stations, where such uses are permitted as nonconforming uses, provided that the total area of all signs does not exceed fifty (50) square feet and further provided that the requirements of paragraphs a., b., d. and f. of this Section are met.
- f. One (1) shingle sign not exceeding six (6) square feet in area for each permitted use, provided the permitted wall sign area is reduced by the size of the shingle sign, and further provided that no ground sign is used on the property.
- g. Awning signs, provided the total area of said signs is consistent with the provisions of paragraph a. above, and further provided that no wall or shingle signs are used on the property.
- h. In addition to all other permitted signs, banks shall be permitted up to two (2) wall signs indicating automatic teller machine services, provided that the aggregate area of the signs does not exceed twelve (12) square feet.
- i. A bench sign provided the entire sign area is no larger than 7" by 4 feet.
- j. The above requirements shall apply to all conditional uses and nonpublic uses located in the P zone, and shall not apply to any publicly owned use in the P zone.

155.8 Signs Permitted in General Commercial Areas (B-D Zone)

In the B - D Downtown Valley Commercial zone, the following signs shall be permitted in addition to those permitted in all zones:

- a. One (1) wall sign for each permitted use provided that the area of the wall sign shall not exceed one and one-half (1-1/2) percent of the gross floor area of the use, nor exceed fifty (50) square feet in area, whichever is less and further provided that the length of said sign does not exceed sixty (60) percent of the width of the front facade of the use. In computing permitted sign area, only one (1) face of a building may be used as the principal face. In the case of a use located on the ground floor of a multi-story building, only the first floor facade area shall be used for the purposes of calculating the permissible sign area. In the case of a multi-occupancy structure, the allowable sign area shall be distributed among occupants having street level frontage. Single tenant structures shall use the first floor facade area for the purposes of calculating the permissible sign area.

- b. As an alternative to the signs permitted in paragraph a. above, each permitted use, or group of permitted uses, may erect one (1) ground sign not exceeding sixteen (16) square feet in area and eight (8) feet in height, provided that the permitted use or group of permitted uses represented by the ground sign have a lot frontage of at least one hundred (100) feet in length, and that the permitted total area of permitted wall, awning, and door and window signs is reduced to fifty (50) percent of the maximum permitted sign size permitted in paragraph a. above.
- c. Directory of occupants signs not exceeding eight (8) square feet in area provided that the directory located within a side or rear yard of the property or attached to the principal building facing the major street and provided the property contains five (5) or more tenants. Permitted uses on corner lots are allowed to have a second directory sign for use on the minor road. The sign shall be no more than eight (8) square feet in area and shall be attached to the principal building on the side facing the minor street.
- d. Awning signs, provided the total area of the signs is consistent with the provisions of paragraph a. and further provided that no wall sign is used on the property.
- e. Window and door signs, not exceeding a total of ten (10) square feet in total area of all such signs for each permitted use, of which up to two (2) square feet may be used for signs of neon or similar materials.
- f. Signs for automobile service stations, where such uses are permitted as nonconforming uses, provided that the total area of all signs does not exceed fifty (50) square feet and further provided that the requirements of paragraphs a., b., and d. are met.
- g. In addition to all other permitted signs, banks shall be permitted up to two (2) wall signs indicating automatic teller machine services, provided that the aggregate of the signs does not exceed twelve (12) square feet.

- h. For all permitted uses providing the minimum required front yard setback, one (1) ground sign not exceeding sixteen (16) square feet in area and eight (8) feet in height shall be permitted per lot, provided that it shall not be placed within any required sight triangle and shall be a minimum of ten (10) feet from any property line, and provided that the permitted total area of allowed wall, awning, and door and window signs shall be reduced to fifty (50%) percent of the maximum permitted sign size allowed otherwise. Such ground sign is eligible for Site Plan Waiver provided it meets all requirements stated above.
- i. A bench sign provided the entire sign area is no larger than 7" by 4 feet.

155.9 Signs Permitted in Planned Shopping Zones (PSO Zone)

In the PSO Downtown Valley Planned Shopping Overlay zone, the following signs shall be permitted in addition to those permitted in all zones:

- a. For each permitted use of three thousand (3,000) or fewer square feet, one (1) wall sign the area of which shall not exceed two (2) percent of the gross floor area of the use.

For each permitted use over three thousand (3,000) square feet and up to ten thousand (10,000) square feet, one (1) wall sign the area of which shall not exceed one and one-half (1-1/2) percent of the gross floor area of the use, except that uses between three thousand (3,000) and four thousand (4,000) square feet shall be permitted a sign with an area of sixty (60) square feet.

For all permitted uses of ten thousand (10,000) or fewer square feet, wall signs shall not be greater than thirty-two (32) inches in height, except that wall signs utilizing two (2) lines of copy shall be permitted up to forty (40) inches in height, provided each individual line of copy provides an overall height of between sixteen (16) and eighteen (18) inches. The length of the wall sign shall not exceed sixty (60) percent of the width of the front facade of the use.

For each permitted use over ten thousand (10,000) square feet in gross floor area, one (1) wall sign the area of which shall not exceed one-half (0.5) percent of the gross floor area of the use. No such sign shall be greater than forty-eight (48) inches in height, nor shall the length of said sign exceed forty (40) percent of the front facade of said use.

In the case of a pharmacy, liquor store or restaurant located within a supermarket, each such use shall be permitted a separate wall sign provided the dimensions of each wall sign are in accordance with this subsection and further provided that each such use is permitted a minimum sign area of at least twenty-five (25) square feet.

- b. Each use may have one (1) awning sign for each entrance sign provided the sign is located perpendicular and adjacent to the entrance. No awning sign shall exceed five (5) square feet in area.
- c. One (1) ground sign not exceeding one hundred (100) square feet in area nor fifteen (15) feet in height, except that no individual tenant sign used for ground shall exceed twenty (20) square feet in area. The approving authority may, at its sole discretion, impose additional controls on the size, dimensions and number of individual tenant signs used for all ground signs in the B-3 zone.

For shopping centers located on corner lots, a second ground sign shall be permitted for use on the secondary road. The sign shall identify the shopping center name only, shall not exceed fifteen (15) square feet in area and shall be no more than three (3) feet in height.

- d. Directory of occupants signs not exceeding eight (8) square feet in area provided they are located in the side or rear yard of the property and provided the property contains five (5) or more tenants.
- e. In addition to all other permitted signs, banks shall be permitted up to two (2) wall signs indicating automatic teller machine services, provided that the aggregate area of the signs does not exceed twelve (12) square feet.
- f. Window and door signs, not exceeding a total of ten (10) square feet in total area of all such signs for each permitted use, of which up to two (2) square feet may be used for signs of neon or similar materials.
- g. A bench sign provided the entire sign area is no larger than 7" by 4 feet.

155.10 Signs Permitted in Office and Industrial Zones

In the O, VIO and LI-2 zones, the following signs shall be permitted in addition to those permitted in all zones:

- a. In the O zone, each permitted primary use may have one (1) wall sign, provided that the sign shall not exceed an area equal to five (5) percent of the area of the facade upon which it is erected.
- b. Each permitted primary use may have one (1) ground sign which does not exceed a total of ten (10) square feet in area nor exceed a height of eight (8) feet.
- c. One (1) directory of occupants sign not exceeding eight (8) square feet in area, provided that it is located in the side or rear yard of the property or attached to the principal building facing the major street, and further provided the property contains five (5) or more tenants. Permitted uses on corner lots are allowed to have a second directory sign for use on the minor road. The sign shall be no more than eight (8) square feet in area and shall be attached to the principal building on the side facing the minor street.
- d. In addition to all other permitted signs, banks, where permitted, shall be permitted up to two (2) wall signs indicating automatic teller machine services, provided that the aggregate area of said signs does not exceed twelve (12) square feet.
- e. Window and door signs, not exceeding a total of ten (10) square feet in total area of all such signs for each permitted use, of which up to two (2) square feet may be used for signs of neon or similar materials.
- f. In the VIO and LI-2 zone each permitted use may have one (1) wall sign, provided that the sign shall not exceed an area equal to five (5) percent of the area of the facade upon which it is erected, providing the property contains five (5) or more tenants.
- g. In the VIO and LI-2 zone a property with more than one (1) principal building may erect one (1) directory sign on each face that has an entrance of each principal building providing the building contains five (5) or more tenants. Such directory signs shall be located no further than ten (10) feet from the entrance door.

155.11 Design Standards

The following design standards shall apply to all signs:

- a. The use of carved or sandblasted painted wood signs or foam board-type materials that appear to be carved or sandblasted painted wood signs shall be required for all ground and wall signs throughout the B-1-5, B-1-20, M, *M-H*, P, B-D, O and LI-2 zones, and shall be encouraged in all other zones of the Township.
- b. Sign lighting shall be arranged and shielded to reflect light and glare away from adjoining properties and area travelers. Ground signs shall be illuminated from ground mounted sources or gooseneck lamps only, unless otherwise permitted by this Section, and all such illumination of signs shall be landscaped with evergreen plantings and shall provide no more than *3500 lumens total* per sign.
- c. Internally lighted signs shall provide a dark background and light lettering; in no case shall internally lighted signs use stark white graphics of any kind. Whenever necessary, the approving authority shall require a sample of the material to be used for any sign.
- d. Ground signs shall be supported by one (1) or more columns or uprights which are firmly embedded in the ground. Exposed guy wires, chains, piping, conduit or similar materials shall not be used to support any ground sign.
- e. New sign plans for existing development shall consolidate and improve existing signs whenever possible. All changes to existing signs shall conform to all applicable provisions of this Section.
- f. The contents of any sign shall be limited to property and occupant identification, company emblem and logos, and concise messages identifying the use, product or service of the property. Unnecessarily detailed messages, descriptions and graphics are prohibited.
- g. The total area of all columns, beams, bases and design enhancement features used in connection with a sign shall not exceed the total area of the subject sign. For the purposes of this requirement, the area of all sign support and design enhancement features shall be considered the product of the maximum horizontal and vertical measurement of the total sign structure minus the sum of the sign area and any air space located between the sign and the support and design enhancement sign features.

- h. Signs for multi-occupancy structures shall use common sign sizes, colors, graphics and shapes whenever possible.
- i. In addition to the sign size restrictions established by this Section, the depth of any sign or related support or design enhancement feature shall not exceed two (2) feet.

155.12 Administration and Review

- a. Site Plan Review.
 - 1. Prior to the issuance of a building permit for any sign, a site plan shall be reviewed and approved, or waived as hereinafter provided, by the approving authority. It is the specific intent of this paragraph that any site plan review relating solely to a sign or signs shall be limited by the approving authority exclusively to the signage, and shall not include any review of other conditions on the property under consideration. Applications for site plan review of signs shall include the sign application; a property survey and building elevation, if necessary, showing the location of existing and proposed signs; scale drawings of all proposed signage; a summary of the dimensions and area of all existing and proposed signs; and other plan notes or diagrams indicating sign materials, lighting, landscaping and all other information needed to review the subject application.
 - 2. When a sign application is made to the Township the Construction Official may issue a building permit without site plan review and approval, provided that the proposed signage is permitted by this Section, meets all area, dimensional and other requirements, and meets the design standards provided in subsection 155.11. The Construction Official may consult with the Township or Board Planner on any sign application under this subsection before issuing a permit.

Section 111 (terms to be removed from general definitions)

~~*Advertising billboard sign*—any sign which directs attention to a use which is conducted, sold or offered at a location other than the lot on which the sign is located.~~

~~*Awning sign*—any sign or message that is mounted, painted or otherwise attached to an awning or other window or door covering that is permitted by this Ordinance. The area of awning signs shall be calculated by multiplying the largest horizontal and vertical dimensions of any lettering, display or graphic on the awning.~~

~~*Bench sign*—a sign located on or attached to any part of the surface of a bench, seat or chair placed on or adjacent to a public roadway.~~

~~*Canopy sign*—any display attached to the underside of a canopy or other roof overhang and intended primarily for viewing by pedestrians.~~

~~*Directory of occupants sign*—a sign or plate listing the tenants or occupants of a building and their respective professions or business activities.~~

~~*Facade*—the total wall surface, including door and window area, of a building's principal face. In computing permitted sign area, only one (1) face of a building may be used as the principal face. In the case of a use located on the ground floor of a multi-story building, only the first floor facade area shall be used for the purposes of calculating the permissible sign area. In the case of a multi-occupancy structure, the allowable sign area shall be distributed among occupants having street level frontage. Single tenant structures shall use the first floor facade area for the purposes of calculating the permissible sign area.~~

~~*Flashing sign*—an illuminated sign in which the artificial light is intermittent or is not maintained in a stationary position or constant intensity.~~

~~*Ground sign*—a freestanding sign which is supported by one (1) or more poles or braces or by a base in or upon the ground.~~

~~*Illuminated sign*—a sign lighted by an interior light source.~~

~~*Marquee sign*—a ground sign designed so that characters, letters, illustrations or other graphics may be changed or rearranged without altering the face or surface of a sign and designed for permanent display as a freestanding sign located along a public roadway.~~

~~*Naked light display*—any use of unshielded lights used individually or in strings to attract the attention of the general public.~~

~~*Permanent sign*—A wall sign or ground sign on the subject lot which requires site plan approval. See General Ordinance Section 3-12 for temporary signs which are regulated in that section. (Ord. No. 367-2015)~~

~~*Portable sign* (Removed by Ord. No. 367-2015)~~

~~*Real estate sign* (Removed by Ord. No. 367-2015)~~

~~*Residence designation sign*— a sign or plate indicating the name of a single family residential property or its occupants.~~

~~*Roof sign*— a sign erected above or on the roof of a building, any part of which extends more than six (6) inches above the facade of a building.~~

~~*Search light display*— any use of lighting intended to attract the general public by the waving or moving of light beams.~~

~~*Shingle sign*— a wooden, unlighted sign attached to a principal building and located perpendicular to the front facade of the structure.~~

~~*Sidewalk sign* (Removed by Ord. No. 367-2015)~~

~~*Sign*— any object, device, display, or structure, or part thereof, situated outdoors or indoors, 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, fixtures, colors, illumination, or projected images.~~

~~*Sign area*— the total square foot content of the background upon which sign lettering or display is presented. If there is no background, the sign area shall be computed as the product of the largest horizontal width and the largest vertical height of the lettering or display. This shall not be construed to include the support or design enhancement features of any signs which are used solely for such purpose. For signs with two (2) display faces, the maximum area requirement shall be permitted on each side.~~

~~*Sign height*— the vertical distance from the average ground elevation around the base of ground sign to the highest level of any portion of the sign, including support and design enhancement features.~~

~~*Temporary sign* (Removed by Ord. No. 367-2015)~~

~~*Vehicle advertising*— the use for advertising purposes of any vehicle not involved in the transportation needs of the business being advertised.~~

~~*Wall sign*— any sign attached to, painted upon or erected against the wall or facade of a building or structure and not extending more than six (6) inches from the building face or facade of the structure, except that signs exceeding thirty two (32) inches in height shall be permitted to extend up to ten (10) inches from the building face.~~

~~*Window and door sign*— a sign maintained in or painted upon a window or door which is clearly visible to the general public from an out-of-doors position.~~

124.4 Garages and Parking of Commercial Vehicles in Single Family Residential Zones.

- a. There shall be provided a garage for each single family dwelling as follows:
 1. In the C, R-2, or R-3 zones, garage space shall be provided for at least two (2) but not more than four (4) automobiles.
 2. In the R-4 and R-5 Zones, garage space shall be provided for at least one (1) but not more than three (3) automobiles.
- b. No commercial vehicle shall be parked out-of-doors overnight in any single family residential zone. Not more than one (1) commercial vehicle not exceeding a loading capacity of one and one-half (1 1/2) tons may be garaged on each lot in a residential zone, and no commercial vehicle exceeding such loading capacity may be stored or garaged.
- c. No vehicle containing advertising displays thereon shall be parked in any single family residential zone ~~district~~ if the effect of such parking would be to create a sign or other advertisement not permitted by Section 155 of this Ordinance.

125.6 Professional Offices

Professional offices shall be a permitted conditional use in the P Zone subject to the following conditions:

- d. Signs: Ground and wall signs shall be permitted in accordance with Section ~~155.4~~ 155.7 and the design standards of Section ~~155.8~~ 155.11 shall control.

Section 2. Any and all other ordinances or parts thereof in conflict or inconsistent with any of the terms hereof are hereby repealed to such extent as they are so in conflict or inconsistent.

Section 3. In case any article, section or provision of this ordinance shall be held invalid in any court of competent jurisdiction, the same shall not affect any other article, section

or provision of this ordinance except insofar as the article, section or provision so declared invalid shall be inseparable from the remainder or any portion thereof.

Section 4. This ordinance shall take effect immediately upon final passage and publication as required by law.

NOTICE

The foregoing ordinance having been introduced and passed on first reading by the Township Committee of the Township of Long Hill, in the County of Morris on Wednesday, _____ 2017, will be considered for final passage and adoption at a public hearing held at a meeting beginning at 7:00 p.m. on Wednesday, _____, 2017 at the Municipal Building, 915 Valley Road, Gillette, New Jersey when and where or at such time and place to which said meeting may be adjourned, all persons interested will be given an opportunity to be heard concerning said ordinance.

Debbie Brooks, RMC, CMR, Clerk

1st Reading and Introduction: January 25, 2017
1st Publication:
Referral to Planning Board: January 26, 2017
Notice to County Planning Board Prior to Adoption:
Notice to Clerks of Adjoining Municipalities (if required):
Notice to Affected Property Owners (if required):
2nd Reading and Adoption:
2nd Publication:
Filing with County Planning Board: