

### **17-106 SIGNS.**

Except as otherwise set forth herein, it shall be unlawful for any person to erect, alter, relocate or maintain within the township any sign, as set forth and defined in this chapter without first making application for, and obtaining a sign permit from the construction official.

*a. General.* Every sign erected shall conform to the requirements of this chapter. A sign is a structure and subject to a permit and all other regulations provided in the construction code and in all township ordinances.

Any existing signs which do not conform to this chapter may be continued provided they complied with the requirements of the township at the time of their erection. No sign shall be altered, rebuilt, enlarged, or relocated, unless it is changed to conform with this chapter.

b. *Exempt Signs.* The following are exempt from the requirements of this chapter:

1. Parking lot markers, parking lot directional signs, and entrance or exit signs which do not exceed two square feet in area and do not contain any advertising matter, provided that the number, design and location of such signs must be approved by the planning board during site plan review.
2. Signs not exceeding one-half square foot in area and bearing only property numbers, post box numbers, names of occupants of premises or other identifications of premises not having commercial connotations.
3. Flags and insignia of any government, except when displayed in connection with commercial promotion.

c. *Prohibited Signs.* All signs not provided for in this chapter are prohibited. As a guide, and not by way of limitation, the following signs are prohibited:

1. Any exterior sign that:

- (a) Has any moving, flashing or fluttering parts, or that gives sion;
- (b) Emits smoke, visible vapor or particles, sound or odor;
- (c) Produces glare or emits light from a direct bare bulb or reflector, including mirrors;
- (d) Uses exposed incandescent bulbs or neon tubes, mirrors such an illu reflecting a direct light source, or any similar device;
- (e) Is of such a design or location that it would interfere with, compete for attention with, or might be mistaken for a traffic signal, sign or device. This includes arrow devices and the word "Stop";
- (f) Is located within a required sight triangle;
- (g) Is fastened to a tree, or utility pole, except a warning or nontrespassing sign where permitted in this chapter; .
- (h) Is erected other than in conjunction with a permitted use on the lot on which the sign is created;
- (i) Is the type of sign commonly known as a billboard, or promotes the sale of goods or services not available on the immediate premises;
- (j) Is painted on or affixed to a water tower, storage tank, or similar structure;
- (k) Is a commercial illustration painted on the wall of a building and is not part of the main sign for the business at that location.

2. Any interior sign that is visible from the street or from adjacent property that: (a) Has any moving, flashing or fluttering parts; (b) Produces glare;  
  
(c) Uses exposed incandescent bulbs or neon tubing;  
  
(d) Uses mirrors reflecting a direct light source or any similar device; (e) Is illuminated during nonbusiness hours;

3. Any vehicle or trailer that is parked in such a way as to utilize it as a portable sign on any public right-of-way, public property, or on private property so as to be intended to be viewed from a motorized vehicular public right-of-way, which has attached thereto or located thereon any sign or advertising device for the basic purpose of providing advertisement of products or directing people to a business or activity located on the same or nearby property or any other premises.

*d. General Regulations Pertaining to Permanent Signs.*

1. Sign Permits. A permit shall be secured from the construction official for the erection, or change in location of any permanent sign other than an exempt sign. No permanent right is granted or implied, nor shall any permit be transferable to any succeeding owner, lessee or tenant of the property if any change is made in the sign, either in structure or text.
2. Fees. Fees as established in Chapter X, "Fees and Permits" of the Revised General Ordinances of the Township of Hopewell (1978) shall be payable upon application for a sign permit.
3. Sign Wording. The wording of exterior permanent signs shall be limited to the name of the person or company conducting business on the premises and the nature of that business, except for service stations. Prices may not be stated. A listing of items sold also is prohibited.
4. Double-Faced Signs. Double-faced, free-standing signs are permitted provided that the faces do not form an angle greater than 40 degrees, are not more than one foot apart, at one end, and the vertical projections of the faces coincide. Such signs shall otherwise conform to the requirements of this chapter. The computed area shall be that of one face.
5. Sign Maintenance. Every sign must be constructed of durable materials, maintained in good condition, and not allowed to become dilapidated. Whenever a sign becomes dilapidated, structurally unsafe, or endangers the public health or safety, the construction official shall order that such sign be renovated, made safe, or removed. Such order shall be complied with within ten days of

the receipt thereof by the person, firm or corporation owning or using the sign. The area surrounding ground signs shall be kept neat, clean and landscaped.

6. Sign Removal. Signs advertising business or industrial establishments shall be removed within 30 days of the closing of such business by the owner of the property.
7. Setback Requirements. All sign setback requirements shall be measured from the right-of-way line.
8. Free-standing Signs. Unless otherwise specified, free-standing signs shall be located no closer to a side lot line than the minimum side yard for the principal building, and shall have a setback from the right-of-way line of at least 15 feet, and shall not be located in any sight triangle.
9. Attached Signs. Attached signs shall be affixed parallel to the wall to which they are attached and the face of the sign shall project no more than 15 inches from the surface of the wall. They may be affixed to the front wall of a principal structure, or to the roof parallel with the front wall. They may not project above the ridge line or roof of the building.
10. Illuminated Signs. Illuminated signs shall be arranged to reflect the light and glare away from adjoining or nearby lots and streets. All lighted signs shall have the light source shielded from adjoining or nearby lots, streets, and interior drives. All lights shall be either shielded or have translucent fixtures to reduce off-site effects.

*e. Regulations Pertaining to Temporary Signs.*

1. No permit is required for a temporary sign.
2. A temporary sign must not interfere with any traffic sight lines or create a distraction to motorists, or be illuminated.
3. The following types of temporary signs are permitted:
  - (a) A temporary real estate sign identifying the lot upon which it is located as being for rent or sale, not exceeding four square feet in residential districts and ten square feet in all other districts, and not more than five feet high. There may be one sign for each street the lot abuts, but no more than one sign for each 1,000 feet of frontage on each street. All such signs must be removed within 30 days after the sale of the lot.
  - (b) Temporary real estate signs identifying lots or dwellings in an approved major subdivision upon which the signs are located as being for sale, not exceeding ten square feet and not more than five feet high. There may be no more than one such sign for each subdivision. All such signs must be removed within 30 days after the sale of all of the lots or dwellings.

- (c) Temporary signs identifying the contractors who are building a structure, not exceeding four square feet and not more than five feet high. All such signs must be removed as soon as the contractor's work is substantially completed.
- (d) Temporary political or election signs not exceeding ten square feet and not more than five feet high. All such signs may be erected 45 days prior to a general or primary election and must be removed within one week after the date of the election to which they relate. Political or election signs may not be stationed on or affixed to publicly-owned properties.
- (e) Temporary signs advertising religious, educational, charitable, political or similar events, not exceeding four square feet in residential districts and ten square feet in other districts and not more than five feet high. Such signs may not be displayed for more than 14 days.
- (f) Temporary signs advertising seasonal "garage sale" not exceeding four square feet and not more than five feet high. Such signs may not be displayed for more than 14 days.
- (g) Temporary signs advertising seasonal agricultural products grown on the same property which are for sale at the time, not exceeding four square feet and not more than five feet high.
- ;~h) Temporary signs at a sales office and at model homes associated with a housing development. The sales office may have one sign identifying it as the sales office (maximum 24 square feet) and each model home may have one sign giving the name of that model (maximum ten square feet). The signs shall be unlighted. The sales office sign may be mounted either on the building no higher than the eave of the roof or 15 feet high, whichever is lower, or be a free-standing sign no higher than five feet. All house model signs shall be free-standing signs no higher than three feet.

*f. Permitted Types of Permanent Signs.*

1. Farms. One free-standing sign giving the name of the farm or owner not exceeding four square feet, and no more than five feet high.
2. Memorial and Historical Markers and Tablets. The design and location of such signs shall be determined by the township committee with recommendations by the planning board.
3. Attached Signs Identifying a Business or Facility. There shall be no more than one attached sign per established business. The maximum area shall be no greater than 100 square feet, or the equivalent of 1.5 square feet of sign area for each lineal foot of width of the wall on which the sign is located, whichever is smaller.

4. Free-standing Signs Identifying Office or Professional Tenants. One freestanding sign identifying the facility at each street from which a driveway permits ingress to the facility, not exceeding four square feet for each tenant, but in no event more than 32 square feet, and not more than ten feet high.
5. Free-standing Signs Identifying Commercial, Industrial and Other Facilities. One sign identifying the facility and its occupants at each street from which a driveway permits ingress to the facility, not exceeding 20 square feet for the first business identified plus four square feet for each additional occupant but in no event more than 32 square feet, and not more than 14 feet high.
6. In addition to the above, shopping centers shall be permitted one ground or pylon sign advertising the name of the shopping center and meeting the following specifications:
  - (a) Located no closer to the intersection of two street lines than 50 feet. (b) Not exceeding 20 feet in height. (c) No closer than 50 feet to a property line.
  - (d) An area not exceeding two square feet for each linear foot of front yard setback, but not to exceed 60 square feet.
7. Service Stations. In addition to other signs permitted in this chapter, service stations may display the following special signs which are deemed customary and necessary to their respective business:
  - (a) One ground or pylon sign advertising the name of the station and the principal products sold on the premises or both, including any special company or brand name, insignia or emblem, provided that such sign shall not exceed 30 square feet in area on a side and shall be erected at least 20 feet from the property line and, four feet above the ground, shall be at least ten feet but not more than 20 feet above the ground. High-rise or "turnpike-height signs" are prohibited.
  - (b) No more than one sign advertising gasoline prices, not to exceed 12 square feet in area on a side.
8. Development Signs. Where there is a development of more than 150 dwelling units, the developer may elect to construct a permanent identification sign at no more than three entrances to the development. Said sign shall be limited to the name of the development, located no closer than ten feet to the curbline, be outside any public right-of-way, and be no larger than 25 square feet. The sign may be lighted pursuant to paragraph d,10. The sign shall be mounted on a brick or stone wall, or implanted within a landscaped berm. The wall shall be no more than five times the area of the sign. No part of the wall, berm or sign

shall exceed a height of five feet. If such a sign is intended as part of a development, the location, design landscape features and an elevation of the proposed sign shall be submitted as part of the subdivision or site plan application. In addition, adequate provisions for its maintenance shall be part of the application. Any exception from the above standards may be granted by design waiver for good cause shown.