

**ORDINANCE #2155-12**

**AN ORDINANCE AMENDING CHAPTER 202, ARTICLE XV, OF THE CODE OF THE CITY OF WOODBURY ENTITLED: SIGNS**

**BE IT ORDAINED AND ENACTED** by the Mayor and Council of the City of Woodbury, County of Gloucester and State of New Jersey, as follows:

**SECTION I.**        **PURPOSE.** The Combined Planning/Zoning Board of the City of Woodbury having conducted a review of the City's Ordinance concerning signage in the City of Woodbury, specifically with respect to the increasingly more popular use of "Changeable Copy" signs and having passed Resolution No. 13-2012, on or about January 18, 2012, wherein they recommended to the Mayor and City Council certain changes to the sign Ordinance as contained in said resolution. After careful review of said recommended ordinance changes and after consultation with the City's professionals, the Mayor and City Council have decided the changes recommended by the Planning/Zoning Board should be made to the current Sign Ordinance to allow the use of this more current advertising technology, under provisions which control the location of such changeable copy signs, as well as, the technical aspects of the signs, all while continuing to protect the health, safety and welfare of the citizens of the City of Woodbury.

**SECTION II.**        **AMENDMENT.** The following amendments shall be made to Chapter 202, entitled "Signs":

Article XV. Signs

[Added 8-31-1993 by Ord. No. 1713-93 *Editor's Note: This ordinance also provided for the repeal of original Article XIV, Signs, as amended. ]*

§ 202-82. Purpose.

The purpose of this article is to encourage the effective use of signs as a means of communication, to maintain and enhance the aesthetic environment and the City's ability to attract economic development and growth, to improve pedestrian and vehicular safety, to minimize the possible adverse effects of signs on nearby public and private property and to enable the fair and consistent enforcement of the regulations of this article. This article is not designed to limit or prohibit speech, but to regulate the conduct of the message. The City of Woodbury's sign regulations are content-neutral.

§ 202-83. General regulations.

- A. Accessory uses. Signs shall be permitted as accessory uses in all zoning districts, provided that any sign hereafter erected in the City of Woodbury conforms to the provisions of this article and any other ordinance or regulation of the municipality or the state or federal government relating to the erection, alteration or maintenance of signs. In the event of conflicting regulations, the most restrictive shall apply.
- B. Sign permit. A permit shall be required for the installation of all signs, unless exempted from such requirements under Subsection M of this section. The structural safety requirements governing construction and erection of all signs and the issuance of permits therefore shall be controlled by Chapter 73, Construction Codes, Uniform, of the Code of the City of Woodbury, but this chapter shall supersede Chapter 73 with respect to areas wherein signs are erected, their location, size, design and illumination and all the characteristics which relate to the subject of zoning.
- C. Maintenance. All signs shall be kept in a proper state of repair, in accordance with the requirements of Article I of Chapter 144, Maintenance of Commercial Property; Chapter 73, Construction Codes, Uniform; or other property maintenance codes as may be promulgated by the City Council of the City of Woodbury, and other pertinent regulations. Signs which fall into such a state of disrepair as to become unsightly or to pose a threat to public safety may be removed by the City 30 days following notice by certified mail to the owner of record, and the City shall have the right to recover from said owner the full costs of the removal and disposal of such signs.
- D. Rights-of-way. No sign other than traffic control or similar official governmental signs shall be erected within or project over the right-of-way of any public street or sidewalk, except as hereinafter provided.
- E. Imitation of official signs. No sign shall be erected that is of such character, form, shape or color that it imitates or resembles any official traffic sign, signal or device or that has any characteristics which are likely to confuse or dangerously distract the attention of the operator of a motor vehicle on a public street.
- F. Sight triangles. No sign shall be erected at the intersection of any streets improved for vehicular traffic within the triangular area formed by the right of way lines and a line connecting them at points 30 feet from their intersection, unless the topmost portion of said sign is less than 2 1/2 feet high above the average existing grade within 10 feet surrounding the proposed sign location. In no case shall any sign be so erected that it dangerously impedes the vision of motorists or pedestrians, or otherwise endangers their Grand Opening, new ownership or management and going-out-of-business signs.
- G. Prohibited placement. No sign shall be placed on any tree, telegraph, electric light, public utility pole, fence or vacant building (excepting for sale or rent signs), or upon rocks or other natural features.
- H. Permitted uses. No sign shall be erected containing a message that states or implies that a property may be used for any purpose not permitted in the zoning district in which said sign is located under the provisions of this article.
- I. Public property. Any sign installed or placed on public property, except in conformance with the requirements of this article, shall be forfeited to the public and subject to confiscation. In addition to other remedies that may be imposed under this article, the

City shall have the right to recover from the owner or person placing such sign the full costs, including legal costs, of removal and disposal of such sign.

J. Illumination. Signs, exempt from permits in accordance with Subsection M of this section, shall not be illuminated, unless otherwise accepted. Any other sign may be illuminated, unless otherwise prohibited.

K. Computation of sign area. For the purposes of this article, "sign area" shall mean the area, expressed in square feet, within a rectangle enclosing the extreme limits of writing, symbols, logos, letters, figures, emblems or other representations, plus all material or color forming an integral part of the sign or used to differentiate the sign from the background against which it is placed, provided that:

- (1) In the event a sign is designed with more than one face, the area shall be computed by including only the maximum surface display area visible from any one point, provided that the message is the same on each face.
- (2) The supports, uprights or other structure on which any sign is attached shall not be included in the calculation of sign area unless such structure is designed in such a manner as to form an integral part of the sign's message or otherwise conveys meaning.
- (3) The area of lamps, neon tubing or other artificial illumination visible on a sign shall be counted as part of the total allowable sign area.

L. Prohibited signs. Any sign that is not permitted by the provisions of this article is hereby prohibited, with the following signs specifically prohibited:

- (1) Flashing, blinking, twinkling, animated, moving or projected signs of any type.
- (2) Banners, pennants, streamers or similar devices constructed of cloth, light fabric, cardboard or other like material; vehicle signs; mobile signs; umbrella signs, balloon signs or other inflated signs; and searchlights, displayed for the purpose of attracting the attention of pedestrians and motorists; unless otherwise excepted.
- (3) Any sign so erected, constructed or maintained as to obstruct any fire escape, window, door or other opening used as a means of ingress and egress.
- (4) Any message or advertisement which uses a series of two or more signs placed in a line parallel to a street, each of which contains part of such message or advertisement.
- (5) Any signs that emit smoke, vapor, vibration or noise.
- (6) Any sign which, when applying contemporary community standards, has a dominant theme or purpose which appeals to prurient interests.
- (7) Any sign attached to the roof of a building or a facade sign that projects above the lowest level of a roof or beyond the corner of a wall.
- (8) Off-premises signs.

M. Signs exempt from permits, including certificates of appropriateness. The following signs are exempt from the need to secure permits, except as specified in Subsection M(10)(e):

[Amended 7-29-1997 by Ord. No. 1823-97]

- (1) Official governmental signs. Such signs may be illuminated.

- (2) Historical markers. Building markers that may contain the building name, date of construction, restoration award, historical data or other pertinent information, provided that such marker does not exceed two square feet and is made of cast, cut or etched masonry, metal or similar durable material approved by the Historical Preservation Commission.
- (3) Trespassing. Signs that relate to the control of trespassing on property, provided that they do not exceed two square feet in area nor are spaced closer than 50 feet to each other.
- (4) Emergency. Emergency warning signs erected by a governmental agency, public utility, pipeline company or contractor doing such work authorized or permitted by such agency, utility or company. Such signs may be illuminated.
- (5) Public notice. Any public notice required by a valid and applicable federal, state or local law, regulation or ordinance.
- (6) Interior signs. Any sign within a building, not attached to a window or door, that is not legible from the lot line on which is located said building.
- (7) Incidental. Incidental signs shall be permitted, provided that they do not exceed two square feet in area.
- (8) Residential. Residential freestanding signs shall be permitted, provided that the size of the sign does not exceed four square feet in area or three feet in height and shall be set back a minimum of 15 feet from a curblineline or edge of cartway.
- (9) Project development. Project development signs shall be permitted where final approval of a site plan or subdivision has been granted by a board of competent jurisdiction and which may indicate the name of the development, developer, financier or major contractor. Such signs shall not exceed 32 square feet in sign area or eight feet in height. No more than two such signs per project shall be permitted. All such signs shall be removed within 14 days of the issuance of a conditional certificate of occupancy that permits the occupation of a building, in the case of a nonresidential development, or when 75% of the dwelling units in a residential development have been issued certificate of occupancy.
- (10) Temporary signs. The following temporary signs only shall be permitted:

  - (a) Banners. Banners, provided that they are temporary in nature and erected by a governmental authority or have been approved by such authority for nonprofit or charitable organizations, except as provided in Subsection M(10)(e)(4) below. Banners may project over a right-of-way. A banner shall not be displayed for more than 10 consecutive days at any one time and for no more than a total of 30 days during the course of a year.

[Amended 12-14-2009 by Ord. No. 2110-09]

- (b) Election signs. Such signs may not exceed 32 square feet in area; may not be erected more than 45 days prior to the date of the election, referendum or other plebiscite; and shall be removed within seven days after such election, referendum or other plebiscite. No more than two signs per street frontage shall be permitted on any one property.
- (c) Real estate and contracting. Temporary real estate signs and signs of contractors, mechanics, painters, paperhangers and/or artisans, on the lot on

which the real estate for rent or sale is located, or the lot on which the contracting work is being performed, shall be permitted. Said signs shall not be larger than six square feet in area nor more than four feet high in residential zones and not larger than 16 square feet in area nor more than eight feet high in commercial, institutional and industrial areas. They shall be removed within seven days of the completion of the sale or rental of the premises or completion of the work to which the sign relates.

[Amended 12-14-2009 by Ord. No. 2110-09]

- (d) Window signs. The total area of all window signs shall not exceed 25% of the glass area of the window in which placed. No window sign with the same message shall be displayed for more than 30 days. Window signs must have the quality of a commercially or professionally prepared sign. Signs of a permanent nature in windows, such as gilded name or neon signs, shall be considered facade signs within the meaning of this article and shall require a sign permit.
- (e) Grand opening, new ownership or management and going-out-of-business signs. Businesses which depend on a high volume of customer activity, including retail sales and retail services [as included in Article XI, C-1 Commercial District, § 202-57, Use regulations, Subsection A(8) and (9)], may utilize temporary grand opening, new ownership or management and going-out-of-business signs in accordance with the following standards:
- [1] Signs for grand openings for new or relocated businesses, new ownership or management signs, going-out-of-business signs and for sales during those periods may be displayed once for a maximum of 30 days.
  - [2] Signs for such occasions may be paper, cloth, cardboard or other lightweight material but must have the quality of a commercially or professionally prepared permanent sign. They must be securely attached to a structure and kept in good condition. Window signs as regulated by Subsection M(10)(d) may also be used for this purpose.
  - [3] Facade, freestanding and banner presentations may be used. Banners may not cross a street, alley or property line and may not be attached to trees, other landscaping or public property. All signs must be mounted in a way to avoid interfering with visibility needed by motorists or pedestrians.
  - [4] Signs permitted in accordance with this subsection may be as large as 150% of the sign standards for the zone within which they are located.
  - [5] Permits are required for the above-referenced signs.
    - [a] An application as required by the City, along with clear and legible drawings, shall be submitted to the Zoning Officer along with details satisfying the provisions of this section.
    - [b] An administrative fee of \$5 shall also be submitted with the application in conjunction with any other fee required by the City for such activity.
    - [c] The Zoning Officer must act on the application within 10 business days of receipt of a complete application. Failure to act will be considered an approval of the application.

[d] Approved permits shall indicate the starting and ending dates for the grand opening or special event and must be displayed on the premises in a manner easily visible from the street and the location where the sign is installed.

[e] All applications shall include the name, address and signature of the owner or an authorized representative of the owner granting permission for the installation of the subject sign.

[f] Permits will only be issued following the presentation of a refundable security deposit of \$100 which will be forfeited should it be necessary for City officials to remove a sign in violation of these provisions.

#### N. Nonconforming signs.

(1) All signs erected prior to the enactment of this article or subsequent amendments, which are not in conformity with the provisions thereof, shall be deemed nonconforming signs. Nonconforming signs may continue, provided that such signs comply with the maintenance standards of § 202-83C.

(2) Any change in a nonconforming sign or a conforming sign installed prior to the enactment of this article shall be made in strict compliance with the provisions of said article.

O. Abandoned signs. No person shall maintain or permit to be maintained on any premises owned or controlled by him or her, a sign which has been abandoned. An abandoned sign for the purpose of this article is a sign located on and/or related to the use of a property which becomes vacant and unoccupied; any sign which was erected for an occupant or business unrelated to the present occupant or business; or any sign which related to a time, event or purpose which is past. Any such sign shall be abated by the owner or person controlling the property within 30 days of the date of abandonment as herein defined. Any sign identifying an abandoned use, as provided for by this article, shall itself be considered to be abandoned.

#### P. Changeable Copy Signs

(1) Changeable copy signs shall be permitted where specifically indicated as a permitted sign type within the district as outlined in § 202-84 through § 202-87. A changeable copy sign for the purpose of this article is a sign with the capability of content change by means of manual or remote input and includes the following types:

- (a) Manually activated – Changeable sign whose message copy or content can be changed manually on a display surface.
- (b) Electronically activated – Changeable sign whose message copy or content can be changed by means of remote electrically energized on-off switching combinations of alphabetic or pictographic components arranged on a display surface. Illumination may be integral to the components, such as characterized by lamps or other light-emitting devices; or may be from an external light source designed to reflect off the changeable component display such as an electronic message center (EMC) sign.

- (2) An electronic message center (EMC) sign for the purpose of this article is an electronically activated changeable-copy sign whose variable message and/or graphic presentation capability can be electronically programmed by the computer from a remote location. EMC's typically use light emitting diodes (LEDs) as a lighting source.
- (3) Where permitted, changeable copy or electronic message center (EMCs) sign areas shall be in accordance with the standards as noted in said district.
- (4) A changeable copy or electronic message center (EMC) sign may be a portion of the total permitted sign area.
- (5) A changeable copy sign shall not be used for any off-site advertising or messages, other than public service information approved by the City.
- (6) Changeable copy or electronic message signs, where permitted, shall not obstruct traffic visibility, become a distraction to drivers or traffic hazard.
- (7) Specific standards for electronic message center (EMC) signs.
  - (a) All EMC signs shall have automatic dimming controls, via photo cell or software settings that adjusts the light emitted by the sign during ambient low light conditions and night so that it is compliant with the "sign illumination standards" allowed herein.
  - (b) In residential and historic districts, where permitted, EMC signs shall have a minimum display time of twelve (12) seconds with a transition time between messages and/or message frames limited to one (1) second. All dynamic frame effects or patterns of illusionary movement or similar movement are prohibited.
  - (c) In professional office districts, where permitted, EMC signs shall have a minimum display time of eight (8) seconds with a transition time between messages and/or message frames limited to three (3) seconds. These transitions may use fade, dissolve and/or other transition effects except those listed as prohibited in this article.
  - (d) In commercial and industrial districts where permitted, EMC signs shall have a display time of eight (8) seconds with a transition time between messaged and/or message frames imited to three (3) seconds. These transitions may use fade, dissolve and/or other transition effects except those listed as prohibited in this article.
  - (e) All illuminated signs must comply with a maximum luminance level of seven hundred fifty (750) cd/m<sup>2</sup> or Nits at least one-half hour before apparent sunset as determined by the National Oceanic and Atmospheric Administration (NOAA), US Department of Commerce for

the City's Geographic location and date. All illuminated signs may resume luminance levels appropriate for daylight conditions at the apparent sunrise, as determined by the NOAA.

- (f) Prior to the issuance of a permit for a changeable copy sign, the applicant shall provide written certification from the sign manufacturer that the light intensity has been factory pre-set not to exceed the levels specified above.
- (g) The following EMC display features and functions are prohibited: continuous scrolling and/or traveling, flashing, spinning, rotating, and similar moving effects.
- (h) All electrical equipment on a newly constructed EMC sign shall be UL listed and labeled.
- (i) All power to an EMC shall be supplied via underground carrier, inside approved conduit and shall be installed in accordance with the electric code.
- (j) EMC signs shall be properly maintained so that inoperative or improperly lighted bulbs do not impair the appearance and legibility of the sign. When malfunctioning, all EMC signs must then be turned off or display a blank screen.

Q. Sign permit procedures. The following procedures shall apply to the issuance of sign permits:

- (1) Application for a sign permit shall be made to the administrative officer on the forms provided by the City.
- (2) The application shall be accompanied by an accurate plot plan of the lot, scaled not greater than one inch equals 10 feet nor less than one inch equals 50 feet, that indicates the location of buildings, parking lots, driveways, landscaped areas and other pertinent data. On the plot plan shall be drawn the location of each existing or proposed sign. A color photograph, not less than three inches by five inches nor larger than eight inches by ten inches, shall be submitted for each sign presently existing on the site. A drawing to scale of each proposed sign, including the dimensions, colors, materials and method of attachment, shall be submitted.
- (3) Signs within a Historic Preservation District or on a historic site not within a district shall require an application for and approval of a certificate of appropriateness from the Planning Board upon recommendation of the Historic Preservation Commission in accordance with this article and Article XIII of this chapter.
- (4) If the sign permit applied for complies with the requirements of this article and has received a certificate of appropriateness, if so required, the administrative officer shall issue such permit within 14 days of application.

§ 202-84. Residential districts.

[Amended 12-14-2009 by Ord. 2110-09]

In all residential districts, the following signs only shall be permitted.

A. Signs for residential and institutional uses.

- (1) One freestanding residential sign shall be permitted per premises provided that such sign does not exceed a total area of four square feet or three feet in height.
- (2) One freestanding sign identifying a multifamily housing development shall be permitted on each street frontage that provides direct access to the property, provided that such sign does not exceed a total sign area along any one street of 32 square feet. Multifamily housing developments which exceed 400 feet of frontage on one street may erect one additional freestanding sign along that frontage, not to exceed 32 square feet.
- (3) One freestanding sign identifying an institutional use shall be permitted on each street frontage that provides direct access to the property, provided that such sign does not exceed a total sign area along any one street of 32 square feet. The freestanding sign may contain a changeable-copy or electronic message center (EMC) sign not to exceed 12 square feet in area, provided that the total sign area does not exceed 32 square feet.

B. Signs in accordance with § 202-83M of this article, excepting window signs.

C. Signs for nonresidential uses. Nonresidential uses in residential districts, excepting institutional uses hereinabove, shall be permitted signs in accordance with § 202-84A of this article.

D. Signs within an historic district or on an historic site shall comply with the design standards of § 202-87B.

E. Changeable copy or EMC signs where permitted, shall be in accordance with § 202-83P.

§ 202-85. Professional office districts.

[Amended 12-14-2009 by Ord. No. 2110-09]

In addition to those signs otherwise allowed in residential districts, the following signs shall be permitted in professional districts:

- A. One sign of six square feet, either freestanding or wall mounted, that identifies the business, profession, occupation or street address, or multiple users therein, of the property within the PO-1 District. The freestanding sign shall be set back at least eight feet from the street line or 12 feet from the curblin, whichever is greater, and such sign shall be set back at least 25 feet from the side property lines and 75 feet from any residential district. If a structure is located on more than one street, one freestanding sign may be erected along each frontage, provided that each meets all requirements of this section.

- B. One sign of eight square feet, either freestanding or wall mounted, that identifies the business, profession, occupation or street address, or multiple users therein, of the property within the PO-2 District. The freestanding sign shall be set back at least eight feet from the street line or 12 feet from the curblin, whichever is greater, and such sign shall be set back at least 25 feet from the side property lines and 75 feet from any residential district. If a structure is located on more than one street, one freestanding sign may be erected along each frontage, provided that each meets all requirements of this section.
- C. One directory sign, not to exceed six square feet and mounted at an entrance to the building that identifies the principals or associates of the firm, provided that no letters exceed three inches in height.
- D. Signs within an historic or on an historic site shall comply with the design standards of § 202-87B.

§ 202-86. Commercial, industrial and medical-hospital districts.

[Amended 11-28-2005 by Ord. No. 2015-05]

In the commercial, industrial and medical-hospital districts not in a historic district or site the following signs only shall be permitted:

- A. Freestanding sign. One freestanding sign may be erected on each street frontage that contains a minimum of 100 feet of lot frontage and with direct vehicular access from that street. The permitted sign area shall be two square feet of sign area for each linear foot of building frontage, or a maximum of 100 square feet, whichever is less. No such freestanding sign shall exceed 15 feet in height. For retail centers with multiple tenants, such freestanding sign shall only identify the center and not the tenants occupying such center. The freestanding sign may contain a changeable copy or electronic message center sign not to exceed 50% of the total sign area, or a maximum of 50 s.f., whichever is less.
- B. Facade sign. One facade sign may be erected facing each street frontage with direct vehicular access from that street. The permitted sign area shall be two square feet of sign area for each linear foot of building frontage, or a maximum of 100 square feet, whichever is less. For retail centers with multiple tenants, each individual store shall be permitted one facade sign not to exceed two square feet of sign area per linear front foot of store or 20 square feet, whichever is less.
- C. Canopy signs. The fascia of canopies erected to shelter exterior equipment may contain up to two signs; each sign shall not exceed 20 square feet in area.
- D. Changeable copy or electronic message center (EMC) signs where permitted, shall be in accordance with § 202-83P and 202-84A(3).
- E. Directional signs shall be permitted, provided that each sign does not exceed three square feet in area.
- F. Directory signs. One directory sign not to exceed six square feet shall be permitted at a main entranceway.
- G. Signs in accordance with § 202-83M of this article.

H. Time-and-temperature signs. Time-and-temperature signs shall be permitted in any district in which commercial uses are permitted, provided that they do not encompass more than 20% of the allowable sign area for the type of sign upon which they are placed. Time and temperature signs shall be permitted in addition to any other allowable signage for the property. Time and temperature signs where permitted, shall be in accordance with § 202-83P.

I. Portable signs shall be permitted only for retail uses. A maximum of one portable sign may be erected in front of a retail business that has direct pedestrian access to a public sidewalk. Portable signs may be within a public right-of-way; however, in no case shall they be farther than one-half (1/2) foot from the front building wall. Said signs shall not exceed three feet in width and four feet in height. In no case shall a portable sign block or impede the free flow of pedestrian traffic on any public sidewalk. Portable signs shall not be internally or externally illuminated.

§ 202-87. Commercial districts within historic district.

In commercial districts in an historic district or on an historic site, the following signs only shall be permitted:

A. Freestanding sign. One freestanding sign may be erected in the front yard of a lot or parcel. No sign shall exceed 12 square feet in area or exceed four feet in height.

B. Facade sign. One facade sign may be erected facing each street frontage. The permitted sign area shall be two square feet of sign area for each linear foot of building frontage, or a maximum of 48 square feet, whichever is less.

C. Changeable copy except for electronic message center (EMC) signs shall be permitted only for institutional uses in accordance with § 202-83P and § 202-86A.

D. Directory signs. One directory sign not to exceed six square feet shall be permitted at a main entranceway, rear entranceway or stair access to upper floors.

E. Projecting signs. One projecting sign per establishment, perpendicular to the building frontage and oriented towards pedestrian traffic, may be erected. Such sign shall be at least eight feet above the sidewalk or front yard and shall not exceed six square feet in area. Projecting signs may overhang a right-of-way.

F. Menu signs. Restaurants or other eating establishments may erect one facade sign for the placement of a menu or other bill of fare, provided that the sign does not exceed four square feet in area.

[Amended 12-14-2009 by Ord. No. 2110-09]

G. Awning signs. Signs on awnings shall be considered facade signs for the purposes of this section. The following standards shall apply:

[Amended 12-14-2009 by Ord. No. 2110-09]

(1) Awnings shall extend no farther than possible as a self-supporting structure (no visible vertical support poles or columns), shall be compatible with the building window treatment and shall not dominate the building elevation where such structure is proposed. All awnings shall be coordinated and compatible with other existing or proposed awnings and canopies on the building. Signage is to be placed

on the front valance portion of the awning structure only; for non-fabric-type canopies, signage may be located along the upper edge of the front portion of the canopy in a manner that is compatible and complementary to the design and appearance of the building on which it is located.

(2) Awning signs shall not be internally illuminated.

(3) Awning signs shall be regularly cleaned and kept free of dust and visible defects.

H. Signs in accordance with § 202-83M of this article.

[Amended 12-14-2009 by Ord. No. 2110-09]

I. Portable signs shall be permitted only for retail uses. A maximum of one portable sign may be erected in front of a retail business that has direct pedestrian access to a public sidewalk. Portable signs may be within a public right-of-way; however, in no case shall they be farther than 1/2 foot from the front building wall. Said sign shall not exceed three feet in width and four feet in height. In no case shall a portable sign block or impede the free flow of pedestrian traffic on any public sidewalk. Portable signs shall not be internally or externally illuminated.

[Amended 12-14-2009 by Ord. No. 2110-09]

#### § 202-88. Design guidelines; standards for historic districts.

[Amended 12-14-2009 by Ord. No. 2110-09]

Signs erected in any historic district or on an historic site not located within a district shall conform to the following design guidelines and standards. In this section, guidelines are overall principles to be used in the design of signs. Standards are to be followed in the placement and design of signs unless specifically waived by the Planning Board upon recommendation of the Historic Preservation Commission.

#### A. Design guidelines.

(1) Signs should strengthen the architectural diversify of the City's buildings. Signs which obscure or ignore a building's architecture should be avoided.

(2) Signs should be appropriate for the era in which the building was constructed.

(3) Signs should not alter the way in which a building functions. Signs should not block light into a building.

(4) Signage should be integrated with a building's architecture in terms of form, materials and size.

(5) Designers should strive for creativity in the form and variety of signage within the size limitations set forth herein.

(6) Designers should include symbols, images and other objects to convey the type of establishment using the sign.

(7) The typeface used to represent words should convey the character of the establishment.

#### B. Design standards.

- (1) Facade sign locations. The following facade sign locations are recommended in the historic district.

  - (a) Single-story commercial buildings: the parapet wall above the glass storefront.
  - (b) Two- or more story commercial buildings: the wall above the glass storefront but below the window sills of the second floor, If there are projecting cornices or beltlines separating the first and second stories, the facade sign should be placed below them.
  - (c) Commercial buildings converted from residences: next to the first-floor doorway or window, below any porch or added mansard roof between the first and second floors.
- (2) Freestanding sign location. Freestanding signs should be set back from the sidewalk five feet, or 10 feet from the curb line if there is no sidewalk.
- (3) Projecting sign locations. Projecting signs for first-floor establishments should be just below the second-floor windows. Projecting signs for second floor establishments should be located above the second-story windows. Third-story establishments should place projecting signs in the same location as second-story establishments but separated horizontally by at least 15 feet.
- (4) Contrast. The contrast of a sign's lettering and symbols with its background should be sharp to convey legibility.
- (5) Sign complexity. Facade and freestanding signs oriented towards motorists should convey no more than seven items of information. More complex signage should be limited to projecting signs.
- (6) Sign materials.

  - (a) Sign materials shall relate to the architectural style of the building. Where modern buildings are designed to evoke an earlier era, signage shall reflect that age. The following sign materials are recommended:

    - [1] Pre-World War I: painted or carved, smooth-surfaced wood; carved stone; cast brass; tinned and smithed metal; and gold-leafed lettering.
    - [2] World War I to 1940: any of the above, plus individual wood or metal letters on building facade.
    - [3] 1940 to 1960: any of the above, plus neon signs.
    - [4] 1960 to present: any of the above, plus internally illuminated individual letters and sandblasted wooden signs.
  - (b) Consideration will be given to other sign materials or to more modern signage materials for older buildings, provided that the purposes of the design guidelines are maintained.
- (7) Illumination. In general, internally illuminated signs are discouraged. Illumination should be accomplished through external floodlights trained on the sign face.

  - (a) Facade and freestanding signs. Indirect lighting is required. Internally illuminated box signs and individual letter signs with translucent faces are prohibited. Internally illuminated reverse channel letter signs are permitted.
  - (b) Projecting signs. Internal illumination of a projecting sign is prohibited.
  - (c) General.

- [1] Any illuminated sign located on any building, which sign is adjacent to a residential use or zone, shall not be illuminated between the hours of 11:00 p.m. and 7:00 a.m.
- [2] Lighting for signage may be on a timer.
- [3] External light sources shall be directed and shielded to limit direct illumination of any object other than the sign.
- [4] Internally illuminated sign boxes or individual letter signs with translucent faces are prohibited. Internally illuminated reverse-channel-letter-type signs are permitted. The use of light-emitting diodes (LEDs) for such signs is encouraged.
- [5] Externally illuminated signs shall be lit only by downward-pointing shielded fixtures where 90% of the light emitted from such fixtures is shone directly on the face of the sign. Wall-mounted gooseneck-type lighting fixtures are encouraged.
- [6] No exposed sign illumination and no floodlighting of signs or storefronts shall be permitted.
- [7] All wiring associated with signs shall be installed and maintained so as not to be in view of the public. Wiring shall, under no circumstances, be installed within conduits attached to the face of any building.
- [8] Any light fixture used to illuminate a sign shall be compatible in design with the architecture of the principal building to which it is attached.
- [9] Upward lighting of signs and canopies or awnings is prohibited.
- [10] Exposed bulbs or tubing, including neon, are prohibited, unless it conforms with building architecture.
- [11] The light from an illuminated sign shall be steady in nature, not flashing, moving or changing in brilliance, character, color, degree, intensity, location and type of illumination, and shall be the minimum necessary to provide for the readability of the proposed sign without shedding further illumination on nearby buildings, especially residential buildings or units in the vicinity of the sign.
- [12] Light sources shall utilize energy-efficient fixtures to the greatest extent possible.
- [13] Burned out lamps, failing ballasts or other necessary electrical components shall be replaced within two weeks.

**PASSAGE.** This Ordinance shall become effective immediately upon passage and publication as required by law.

**THE FOREGOING** was introduced by the City Council of the City of Woodbury at its regular meeting held on February 27, 2012. This Ordinance will be considered for adoption at final reading and public hearing to be held on \_\_\_\_\_ at 7:30 P.M. or at such time as may be determined and announced, in City Hall, Council

Chambers, 2<sup>nd</sup> Floor, 33 Delaware Street, Woodbury, New Jersey, at which time and place all persons interested will be given the opportunity to be heard concerning said Ordinance. During the time prior to and up to and including the date of such meeting, copies of said Ordinance will be made available at the City Clerk's office to the members of the general public who may request same.

\_\_\_\_\_  
**HEATHER S. TIERNEY**  
President of Council

**ATTEST**

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**ROY A. DUFFIELD**  
Clerk

**APPROVED**

\_\_\_\_\_  
**HARRY R. RISKIE**  
Mayor