

12-12.15 Signs.

- a. *General Sign Provisions.* It is the intent of this chapter to provide design criteria and control of signs located throughout the Borough of Bernardsville to assure a high level of attractiveness and compatibility with the site and character of the community. The following provisions apply generally to all signage.
1. Signs shall not be erected or maintained except in conformity with the provisions of this chapter.
 2. 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 the public health or safety. This shall include, but not be limited to, any sign visible from the public right-of-way which uses an arrow device or simulates a stop sign or stop light.
 3. Signs advertising a use no longer in existence or a product no longer available shall be removed within thirty (30) days.
 4. No permanent sign shall be attached to trees, fence posts, stumps, utility poles, bridges, rocks or like features not considered to be advertising structures.
 5. All illuminated signs shall be either indirectly lighted or of the diffused lighting type, unless illuminated by an interior source. No sign shall be lighted by using unshielded incandescent bulbs, neon or gas discharge tubes, mirrors reflecting a direct light source or similar devices. Buildings or structures may not be outlined by tubing or strings or lights. Would need to be modified.
 6. No business sign shall be permitted which is not accessory to the business or use conducted on the property. Advertising billboard signs are prohibited.
 7. Silhouette signs are prohibited.
 8. Rotating signs, live action signs, and flashing or intermittent illuminated signs are prohibited.
 9. Banners, spinners, pennants or any moving object used for advertising purposes whether containing a message or not are prohibited, unless specifically authorized by the Governing Body for a special public event.
 10. No sign shall be erected within or over the right-of-way of any street unless specifically authorized by this chapter or other ordinances of the Borough.
 11. All signs, other than permitted temporary signs shall be constructed of durable materials and shall be adequately maintained. All cracked, warped or broken members of a sign shall be replaced or repaired. All broken or cracked glass shall be replaced. Any sign which fails to meet the maintenance provisions of this chapter shall be repaired or removed within sixty (60) days upon written notification by the Building Code Official.
 12. Portable signs are prohibited except where permitted by other provisions of this chapter.
 13. Signs not exceeding one (1) square foot in area may be used for a driveway entrance, exit or for warning and directional purposes provided the signs are limited to said uses, and provided further the signs do not bear thereon any type of commercial advertising. (Ord. No. 2018-1782)
 14. Any sign that is or shall become dangerous or unsafe in any manner whatsoever, or any sign erected hereafter contrary to the provisions of this chapter shall be repaired, made safe, and otherwise restored to its original condition in conformity with this chapter or shall be taken down and removed by the owner, lessor, agent or occupant of the building, property or land

upon which it is placed or to which it is attached.

15. There shall be permitted one (1) wall or ground sign not exceeding twelve (12) square feet located in the premises of places of worship, Sunday school buildings, public libraries, museums, parish houses, buildings used exclusively by Federal, State, County, and local government for public purposes, public, private and parochial schools, public recreational and community center buildings and grounds.
 16. No sign shall contain more than three (3) colors, including black and white.
 17. No sign shall contain words or graphics which are offensive to the community's standards.
 18. Construction materials of signs shall be selected to complement the architecture and building materials of the building on which they are located, or to which they are related, as well as surrounding buildings.
 19. Any signs other than those for which provision is expressly made under this section are prohibited.
- b. *Temporary Signs.* The following temporary signs are permitted in all zones (unless otherwise indicated). In no case shall a temporary sign be illuminated.
1. Real estate signs advertising the prospective sale or rental of the premises upon which they are located are permitted as follows:
 - (a) No real estate signs may be illuminated.
 - (b) Real estate signs shall be not more than four (4) square feet in area in residential zones and not more than six (6) square feet in area in nonresidential zones.
 - (c) Not more than one (1) real estate sign, which may be double-faced, shall be placed on a property. If a property has frontage on two (2) or more streets, other than two (2) streets joining at a corner of the property, two (2) signs may be placed on the property.
 - (d) All real estate signs shall be removed within seven (7) days of sale or complete rental of the property.
 - (e) No property shall have a real estate sign displayed for more than six (6) months in any twelve (12) month period without the permission of the Borough Council.
 - (f) Real estate signs advertising the rental of any portion of the premises may only be displayed for the period commencing four (4) months prior to the expiration of a lease through the signing of a new lease and shall be subject to the six (6)-month limitation set forth in paragraph (f) above.
 2. Campaign signs announcing or advertising any political, educational, charitable, civic, professional, religious or like campaign or event. However, such signs shall not be permitted for a period exceeding sixty (60) days in any calendar year, shall not exceed twelve (12) square feet in area, and shall be removed within seven (7) days of the conclusion of the campaign or event.
 3. Signs are permitted on construction sites for the duration of the construction period as follows:
 - (a) Major subdivisions: One (1) on-tract sign not exceeding eight (8) feet in height or thirty-two (32) square feet in area.
 - (b) New single family residence: One (1) or more signs on a lot none of which exceed six (6) feet in height. The total, aggregate area of signs may not exceed twenty-four (24) square feet per lot.
 - (c) Other construction including additions, alterations and repairs: One (1) sign not exceeding six (6) feet in height or eight (8) square feet in area.

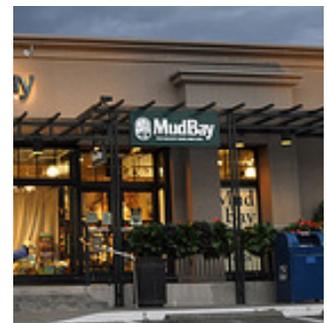
- (d) All such signs shall be on the subject property and shall be beyond the street right-of-way.
4. Farmers' signs advertising the sale of farm products produced within the Borough. They shall not exceed six (6) square feet in area. The signs shall be removed during seasons when products are not being offered for sale. Not more than two (2) such signs shall be erected on any one (1) property.
 5. Signs announcing any educational, charitable, civic, religious or like special event to be held in the Borough shall be permitted in all zones. Such signs, however, shall not be permitted for a period exceeding fourteen (14) days per special event in any one (1) calendar year, shall not exceed twelve (12) square feet in area and shall be removed within forty-eight (48) hours of the conclusion of the event. There shall be not more than six (6) off-site signs, Borough-wide, advertising any special event and no group shall be allowed to erect temporary off-site signs pursuant to this paragraph for more than four (4) special events per year. No off-site signs shall be erected without permission of the property owner(s) and no signs shall be erected in the right-of-way without the permission of the Borough Zoning Officer. Furthermore, no signs shall be posted in a County or State right-of-way without the permission of the appropriate authority. No temporary sign may be erected:
 - (a) Where it may interfere with the ability of a person to see the street or highway ahead or official signs, signals or traffic control devices.
 - (b) Within the limits of traffic circles, median strips, great separations or interchanges.
 - (c) Which is affixed to, suspended from, or made part of any highway structure or appurtenances.
 - (d) Which contains any lights.
 - (e) Which contains advertising of any kind.
 6. Announcements of the sale of an individual's personal property. Such signs shall not exceed six (6) square feet in area and shall not be displayed for a period exceeding thirty-one (31) days in any calendar year.
 7. Window signs or lettering advertising sales or events in conjunction with permanent signs or lettering shall not cover more than a total of twenty-five (25%) percent of the window area and shall be removed within three (3) days after termination of the sale or event advertised by the sign.
- c. *Signs in the Residential Zone District.* In the residential districts only the following signs shall be permitted:
1. One (1) customary professional sign or nameplate sign for a permitted use not more than two (2) square feet in area, which may be either a non-illuminated or an illuminated non-flashing sign, provided the direct source of light is shielded in such a manner that it is not visible from the street or any adjoining residential property unless said source is a porch light or a lamp post light.
 2. A sign deemed necessary to the public welfare by the Governing Body or any other sign required by law.
 3. Except for temporary signs, none of the signs permitted in the residential districts shall be erected nearer any street or road than half of the setback required for the principal building to be erected on said plot, provided that a nameplate sign not more than one (1) square foot in area as regulated above may be placed anywhere within the front yard.

- d. *Signs in the Downtown District.* In addition to applicable provisions in this section, signage in the Downtown District shall comply with the following:
1. *Intent.* Signage in Downtown Bernardsville should be subordinate to the building. The building becomes the signage that characterizes the downtown. Signage in Downtown Bernardsville should also be appropriately scaled to the pedestrian instead of the automobile. The intent is to encourage a variety of signage types that clearly identify businesses and other uses, but in a manner that enhances the streetscape and the pedestrian experience.
 2. *Permitted Signs.* In addition to the standards in this section, the following signs and associated standards shall apply to signage in the Downtown District. Where standards below conflict with other standards in this section, the standards for signs in the Downtown District shall supersede.
 - (a) *Awning Signs*
 - (1) Awning signs shall be limited to the valance of the awning.
 - (2) Awning signs shall have a maximum height of 1.5 ft. and a maximum area of 60% of the awning valance.
 - (3) Awning signs shall be limited to one per storefront awning and located above ground story windows and doors only.
 - (4) Awning signs shall not be internally illuminated.
 - (b) *Canopy Signs*
 - (1) Canopy signs shall have a maximum height of 2 ft. and a maximum area of 50 sq. ft.
 - (2) Canopy signs may not project more than 1 ft. from the face of the canopy.
 - (3) Canopy signs shall not extend beyond the ends of the canopy.
 - (4) Canopy signs shall be limited to one sign per canopy and only permitted if no wall or awning sign exists on the facade.
 - (5) Canopy signs may be internally or externally illuminated. Internal illumination shall be limited to the letters and/or logo.
 - (c) *Small Ground-mounted Signs*
 - (1) Small ground-mounted signs shall be limited to 2 sides; shall have a maximum height of 6 ft. above grade; a maximum depth of 1 ft.; and a maximum area of 5 sq. ft. per side.
 - (2) Small ground-mounted signs shall be limited to one sign per lot frontage. One additional ground-mounted sign is allowed in increments of 100 ft. of additional lot frontage.
 - (3) Small ground-mounted signs shall set back a minimum of 2.5 ft. from the primary or secondary street lot line and a minimum of 5 ft. from all other lot lines.
 - (4) Small ground-mounted signs shall not be internally illuminated.
 - (5) Small ground-mounted signs may be masonry, wood, metal, or a composite material with similar properties. The signs should complement the architecture of the principal building on the same lot.
 - (d) *Large Ground-mounted Signs*
 - (1) Large ground-mounted signs shall be limited to 2 sides; shall have a maximum height of 6 ft. above the base; a maximum depth of 2 ft.; and a maximum area of 40 square ft.. The base of a ground-mounted sign shall have a maximum height of 2 ft.
 - (2) The maximum area of the sign and its structure shall be 100 sq. ft.

- (3) Large ground-mounted signs shall be limited to one sign per lot frontage. One additional ground-mounted sign is allowed for lots 1000 ft. wide and greater.
- (4) Large ground-mounted signs shall set back a minimum of 5 ft. from the primary or secondary street lot line and a minimum of 10 ft. from all other lot lines.
- (5) Ground-mounted signs may be internally or externally illuminated.

(e) Projecting Signs

- (1) Projecting signs shall be limited to 2sides. shall have a maximum height of 3 ft.; a maximum projecting width of 4 ft.; a maximum depth of 6 in.; and a maximum area of 4 sq. ft.. The sign shall have a minimum of 6 inches and a maximum of 12 inches of space between facade and sign.
- (2) Projecting signs may be wood, metal, or a composite material with similar properties.
- (3) Projecting signs shall be limited to one sign per tenant space.



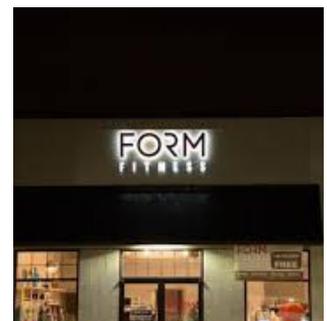
Examples of Awning Signs

Examples of Canopy Signs



Examples of Small Ground-mounted Signs

Examples of Large Ground-mounted Signs



Examples of Projecting Signs

Examples of Wall Signs

(4) Projecting signs shall be located between ground story window and door heads and second story window sills. In single story buildings, projecting signs shall not extend above roof eaves on a sloped roof or above the surface of a flat roof.

(5) Projecting signs shall not be internally illuminated.

(f) Wall Signs

(1) Wall signs shall have a maximum area of 1 sq. ft. per linear feet of facade.

(2) Wall signs shall not extend above roof eaves on a sloped roof or above the parapet on flat roofs.

(3) Wall signs may not project more than 1 ft. from the face of the facade.

(4) Wall signs shall not cover windows or doors.

(5) Wall signs may be internally or externally illuminated. internal illumination shall be limited to the letters and/or logo.

(Ord. No. 581 § 12-17.14; Ord. No. 825 § 1; Ord. No. 890 §§ 1b.-1f.; Ord. No. 97-1103 § 2; Ord. No. 2000-1198 § 1; Ord. No. 2002-1291 § 1; Ord. #1484-2008 § 2; Ord. #2016-1713 § 2; Ord. No. 2018-1782)

Note: Red font denotes proposed modifications or additions.