

ARTICLE XIV  
**Signs**

**§ 205-63. Definitions.**

The following words shall have the following definitions when used in this article:

**ATTACHED SIGN** — Any sign erected, constructed or maintained on a building with the principal support of said sign being the building.

**BILLBOARD** — Any sign which directs attention to a business, product, activity, organization, event or service located, sold, or offered at locations off-premises or other than the lot on which the sign is located. Billboards, also known as "signboards" and "off-premises outdoor advertising signs or devices," include any nonpoint of sale lettered or pictorial advertising, including any device, structure or placard erected or maintained for such advertising.

**DEVELOPMENT SIGN** — A sign designating the name of a subdivision of residential homes, whether single-family or multifamily, attached or detached or an apartment complex, or of a commercial or industrial district.

**EXTERNALLY LIGHTED** — Any sign whose sole source of artificial illumination is outside the display portion of the sign.

**FACADE** — An outside continuous structure of a building that encloses a heated finished area.

**FREESTANDING SIGN** — Any sign not attached to a building, erected, constructed or maintained on a post or pole, or other bracing or supporting device, being to support the sign.

**FRONTAGE** — The distance between property lines of any property measured along the right-of-way line of the street or road.

**INTERNALLY LIGHTED** — Any sign whose sole source of artificial illumination is contained within the display portion of the sign.

**MOBILE SIGN** — A sign which is not permanently attached to a building or not placed in the ground in such a fashion as to be permanent in a manner conforming to the Uniform Construction Code<sup>1</sup> or which is located or attached to a trailer, on wheels, or other similar attachment such that the sign may be moved from place to place, either within the lot or to another location.

**MULTIPLE OCCUPANCY AND TENANT'S SIGN** — A single sign relating to a use or facility, such as a shopping center, industrial

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1. Editor's Note: See Ch. 75, Construction Codes, Uniform.

park or office complex, where there is more than one occupancy and/or tenancy of uses, where said multiple occupancy and tenancy use a common parking facility and/or a common private drive or roadway and where the names and professions or business names of the various tenants and/or occupants are displayed.

OFFICIAL SIGN — Any sign, symbol or device, erected, constructed or maintained by the federal, state, county or local government, or any agency thereof, for the purpose of informing or guiding the public or for the protection of the public health, safety and welfare.

PRIMARY ENTRANCE — Main entrance customarily used by the public for the conduct of business that normally faces the front property line.

REAL ESTATE SIGN — A sign of an owner of real property or of a licensed real estate broker designating a property "for sale" or "for rent."

ROOF SIGN — An attached sign erected, constructed or maintained upon or over the roof of any building, where the principal support of said sign is the roof structure.

SECONDARY ENTRANCE — Entrance other than the main entrance customarily used by the public for the conduct of business.

SIGN — A visible, external representation delineating and giving evidence of an idea or use through decoration, emblem, symbol, trademark, or graphic presentation, not including projections, pictures, photographs or life-like images.

SIGN HEIGHT — In the case of a freestanding sign, the sign height is the distance computed from grade level to the greatest height at any one point in the sign.

TEMPORARY SIGN — A sign which is not permanently attached to a building structure or permanently affixed to a freestanding structure and which may be erected for a limited period of time in compliance with the provisions of this chapter.

WARNING SIGN — A sign indicating no trespassing or no fishing and/or hunting or an existing danger where a warning is legally required.

WINDOW SIGN — Any sign erected, constructed or maintained in or on a window of a building, visible from the outside of the building, whether illuminated or nonilluminated.

#### **§ 205-64. General regulations.**

- A. All signs within the Township of Maple Shade shall be erected, constructed and maintained in accordance with the provisions of this chapter and the Uniform Construction Code.<sup>2</sup>
- B. No sign shall be erected, enlarged, rebuilt, structurally altered or relocated until a zoning permit has been issued by the Zoning Officer and a construction permit has been issued by the Construction Official except as hereinafter permitted. The issuance of a zoning permit and construction permit shall not relieve the owner or lessee of the premises from the duty of maintaining such structures in a safe condition. Applications for permits to erect, hang or a place a sign shall be submitted on such forms as required by the Construction Official. Each application shall be accompanied by plans showing the area of the sign; the size and characters; the method of illumination, if any; the exact location proposed for such sign and, in the case of a projecting sign, the proposed method of fastening said sign to the building structure; the vertical distance between such sign and the finished grade and the horizontal distance between such sign and the curb and also between such sign and the right-of-way line; and such other information as may be requested.
- C. Billboards, as defined herein, are prohibited in all zoning districts of Maple Shade Township except for the BD Business Development Zoning District where one off-premises sign structure or device for commercial or noncommercial advertising is permitted per lot.
- D. Nonconforming signs. **[Added 11-5-2003 by Ord. No. 2003-14]**
- (1) Legality of nonconforming signs. It is the intent of this article that, as expeditiously as possible, all existing signs not conforming to the provisions of this article be eliminated or brought into conformance with this article; provided, however, that any permitted permanent sign located within the Township of Maple Shade, existing as of the effective date of this article, which does not meet the requirements of this article shall be considered a permitted nonconforming sign.
- (2) Loss of permitted nonconforming sign status. In the event a pre-existing permitted nonconforming sign or other nonconforming sign is altered after the effective date of this article, such sign must be brought to conform with this article or removed immediately. An alteration will include:

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2. Editor's Note: See Ch. 75, Construction Codes, Uniform.

- (a) Change in use of property. All permitted nonconforming signs or other nonconforming signs shall be removed in the event of a change in use, new certificate of occupancy, change of business license, or change of tenancy on the premises.
  - (b) Removal or abandonment of the sign.
- E. Removal of certain signs. In the event a business ceases operation for a period of time in excess of 60 days, the sign owner or lessee, or property owner, shall immediately remove any sign identifying or advertising said business or any product sold thereby. Upon failure to comply with this section, the Code Enforcement Officer shall issue a written notice to the sign owner or any lessee and to the property owner stating that such sign shall be removed within the following time period: sign face, 60 days; posts, columns and supporting structures, one year. If the sign owner or lessee or property owner fails to comply with such written notice to remove, the Code Enforcement Officer is hereby authorized to cause removal of such sign, and any expenses incidental to such removal shall be charged to the owner of the property upon which the sign is located and shall constitute a lien upon the property. For the purposes of this section the word "remove" shall include the removal from the property of posts, columns or supports for freestanding signs and supporting structures for roof or wall signs. **[Added 11-5-2003 by Ord. No. 2003-14; amended 7-20-2004 by Ord. No. 2005-5]**
- F. Computing a sign's size. The size of any sign shall be computed by multiplying its greatest height by its greatest length, except that in the case of an irregularly shaped sign, the size of the sign shall be its total usable square footage. Signs with two faces shall be measured by using the surface area of one side of the sign only. **[Added 11-5-2003 by Ord. No. 2003-14]**
- G. Sign location. No sign may be located so as to obscure sight lines at intersections. **[Added 11-5-2003 by Ord. No. 2003-14]**
- H. Signs allowed. All signs erected in the Township require the issuance of a permit unless specifically exempted under § 205-65. **[Added 11-5-2003 by Ord. No. 2003-14]**

**§ 205-65. Exempt signs. [Amended 11-5-2003 by Ord. No. 2003-14]**

The following signs may be erected, constructed, placed and maintained without a sign permit in all zones. Said signs shall comply

with the general provisions of this Article and with the Uniform Construction Code.<sup>3</sup> Said signs are as follows:

- A. Official traffic signs.
- B. Real estate signs, provided that:
  - (1) They are not illuminated.
  - (2) They pertain only to the lease or sale of a property upon which they are placed.
  - (3) They do not exceed 12 square feet in area except in residential zones, in which case they shall not exceed six square feet in area.
  - (4) They are removed within seven days after closing, settlement, or execution of a lease.
- C. Temporary construction signs and artisans' signs. Said signs may be erected on the site during the period of construction to announce the name of the owner or developer, contractor, architect, landscape architect, engineer, mechanic, painter, or other artisan. Such a sign shall not exceed 12 square feet in area except in residential zones, in which case it shall not exceed six square feet in area. Said signs shall be removed within one week of completion of the work, or six months after the sign is erected, whichever is earliest. No certificate of occupancy or approval shall be issued until all such signs are removed.
- D. Legal process. Signs incident to the legal process of law, such as building permits, quarantines, condemnations, legal notices and the like.
- E. Warning and no trespassing signs. Said signs and signs indicating the private nature of a driveway or property, provided that the size of the sign does not exceed three square feet and provided that the sign is not illuminated and is maintained in a proper condition.
- F. Identification signs. Identification signs for schools, churches, hospitals, clubs, lodges or similar uses, provided that the area of any such sign shall not exceed 12 square feet. Identification signs located on residential properties shall not exceed one square foot, and only one identification sign per lot is allowed, whether freestanding or facade.

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**3. Editor's Note: See Ch. 75, Construction Codes, Uniform.**

## G. Temporary window signs.

- (1) Sales events. Signs advertising or describing sales or special merchandise are permitted, provided that the same sign does not remain in the window for a period longer than 30 days and that all of the signs collectively, including temporary and permanent signs, do not exceed 40% of all available window space of any window.

## H. Political signs. Political signs or posters shall be allowed one month prior to a scheduled election and must be removed within seven days following the election and shall not exceed 16 square feet. Only one such sign is allowed per lot, except that two signs shall be permitted on any corner lot.

## I. Temporary special event signs.

- (1) Street-wide banners. Town Council must approve the hanging of all street-wide banners, which may only be hung from Township owned banner poles.
- (2) Garage sales. Signs advertising garage or yard sales shall not exceed one square foot in area. Such signs are allowed one week prior to the event advertised and must be removed the day following the event.
- (3) Other. Signs advertising events such as fairs, bazaars, auctions, or other special activities are allowed one month prior to the event being advertised and must be removed within seven days following the conclusion of the event and shall not exceed twelve square feet. Only one such sign is allowed per lot at any given time.

**§ 205-66. Prohibited signs. [Amended 11-5-2003 by Ord. No. 2003-14]**

The following signs shall be prohibited in all zones.

- A. Advertising signs attached to or painted on trees, fences, utility poles, rocks, water towers, benches, or bridges; provided, however, that signs located on fences at Township athletic fields are not prohibited.
- B. Painted wall signs or murals.
- C. Any sign which, applying contemporary community standards, has a dominant theme or purpose of appealing to prurient interests.

- D. Banners, except as permitted in §§ 205-65I(1), 205-66.2B(2)(e), and 205-66.2G.
- E. Pennants, streamers, or balloons, except as permitted in § 205-66.2D(2).
- F. Signs on regularly parked or located vehicles in such a way as to be used or considered as a sign.
- G. Signs on roofs.
- H. Signs containing flashers, animators, movable reflectors, mechanical movements, or contrivances; provided, however, that signs displaying nonflashing time and/or temperatures and LED signs (including billboards) are permitted (provided there is no flashing, animation, moveable reflectors, mechanical movements or contrivances). **[Amended 11-8-2018 by Ord. No. 2018-17]**
- I. Off-premises signs, except temporary special event signs as provided in § 205-64I and billboards as provided in § 205-66.2D(3) of this article.
- J. Outdoor portable or mobile signs advertising the sale of products or services, except for sidewalk signs, as defined in § 205-4.

**§ 205-66.1. Sign construction and maintenance. [Added 11-5-2003 by Ord. No. 2003-14]**

- A. Construction. All signs within the Township of Maple Shade shall be erected, constructed and maintained in accordance with the provisions of this article and the Uniform Construction Code.
- B. Maintenance. The property and business owners shall be responsible for maintaining all signs erected on such owner's property. This maintenance shall include repainting, repairing and cleaning, as necessary. No sign shall be permitted to exhibit:
  - (1) Chipped or peeling paint or lettering;
  - (2) Damaged or broken lettering or signboard;
  - (3) Illegible material due to fading, obliteration, or other condition; or
  - (4) A dirty, torn, broken, or otherwise damaged awning, canopy, projecting sign, or other sign-support structure.

- C. Sidewalk signs. All sidewalk signs shall be constructed with a built-in ten-pound-weighted stabilizing base to prevent accidental collapse.

**§ 205-66.2. Sign provisions for each zone. [Added 11-5-2003 by Ord. No. 2003-14]**

- A. Residential zones. Signs shall not exceed one square foot and may be externally illuminated. Said signs may be attached to the facade or freestanding, provided that any freestanding sign is in the front yard and adjacent to the driveway or front walk and at the right-of-way line or between the right-of-way line and the structure.

- B. Downtown Business District.

- (1) The Downtown Business District is designed to contribute to the continued economic strength and revitalization of the Township's business community by affording expanded opportunities for appropriate commercial enterprises together with adequate design controls to effect a physical aesthetic tied to the cultural and architectural fabric of the area. Signs in the Downtown Business District must therefore conform to the appearance standards adopted by the Township of Maple Shade Appearance Committee from time to time.

- (2) Primary entrance. All businesses shall be permitted up to four signs at the primary entrance to the building, one of which may extend outward in a perpendicular fashion, and all of which shall adhere to the following standards:

- (a) For building facades containing up to 20 linear feet in width, facade signs with a combined area not to exceed 24 square feet are permitted. For each linear foot of the building facade over 20 feet, an additional 1/2 square foot of signage is permitted up to a maximum sign area of 40 square feet. Facade signs may not project more than one foot from the facade.

- (b) Any perpendicular sign must be erected in such a way that it does not extend outward from the building in excess of three feet and the lowest section of the sign is a minimum of eight feet above the sidewalk.

- (c) Exterior signs may be externally or internally illuminated but may not be constructed of uncovered neon tubing.

Externally illuminated signs shall be arranged to reflect glare away from adjoining lots and streets.

- (d) Canopies, awnings, or similar devices, regardless of whether or not they are designed to communicate a message, shall not extend outward from the building more than six feet. Awnings shall be required to have stop locks to prevent them from sagging or being lowered to a point closer than seven feet to the sidewalk.
  - (e) Each business may display, during business hours only, one decorative flag, which decorative flag may contain no advertising message. Any such decorative flag may not extend out from the facade of the building more than four feet. The lowest point of the decorative flag shall not be less than seven feet from the ground.
  - (f) In lieu of a facade sign or signs, one freestanding sign is permitted of not more than 16 square feet in area and not more than five feet in height. Any such sign must be placed at least 15 feet from the street, five feet from any property line, and 10 feet from any building.
  - (g) There shall be permitted one window sign per five linear feet of the building facade. Signs in windows, whether temporary or permanent, may not cover more than 40% of the area of the window. Window signs may be illuminated, but the total area of all illuminated signs in any window may not exceed eight square feet.
  - (h) Signs on door glass and in sidelite panels to doors may not cover more than 25% of the area of such glass and sidelites and shall be located in such a manner that they do not present a safety hazard.
  - (i) There shall be permitted one sidewalk sign, as defined in § 205-4 and constructed in accordance with § 205-66.1. Such signs may be displayed during business hours only and situated on the sidewalk within three feet of the curb and shall be removed during nonbusiness hours. Such signs shall not be located so as to hinder pedestrian traffic.
- (3) Secondary entrances.
- (a) One sign may be located at each secondary entrance, mounted flat against the building facade, not to exceed 12 square feet in size. Signs located at secondary entrances

may be illuminated but may not be constructed of uncovered neon tubing.

- (b) Canopies, awnings, or similar devices may be erected at secondary entrances, provided that the criteria set forth in § 205-66.2B(2)(d) above is met.
- (c) There shall be permitted one window sign per five linear feet of the building facade at secondary entrances, but such signs may not cover more than 20% of the gross area of the window. Such signs may be illuminated and may be constructed of neon, but the total area of all illuminated signs in any window at a secondary entrance may not exceed eight square feet in area.
- (4) Businesses fronting on two streets. Businesses fronting on two streets may have one facade sign on the side of the building not containing the main entrance. Such sign shall not exceed 12 square feet in size.

C. General Commercial District.

- (1) Permitted signs. Signs permitted in the General Commercial District shall be the same as are permitted in the Downtown Business District, except that signs proposed to be erected in the General Commercial District shall not be subject to the provisions of § 205-66.2B(1).

D. Business Development District.

- (1) Permitted signs.

- (a) One business or use on the lot:

[1] Up to four attached facade signs to be placed either on the wall at which the main entrance is located or on any wall fronting a street, provided that said signs shall not exceed 10% of the wall surface area upon which the signs are to be located. If the building fronts more than one street, an additional facade sign, subject to the aforementioned 10% restriction, may be placed on one of the other walls fronting a street. If the building has no street frontage, the attached facade signs shall be placed on the wall at which the main entrance is located. Facade signs may not project more than one foot from the facade.

[2] One sign mounted flush against the building facade, not to exceed three square feet in size, located at the main entrance, stating only the name of the business or use, including, if desired, its business hours.

[a] Such signs shall not project more than 12 inches from the building facade to which they are attached; provided, however, that, where a sign extends more than three inches from the face of said wall, the bottom of said sign shall not be closer than eight feet to the ground level.

[b] Such signs shall not project above the roof, cornice, parapet, wall or roofline, nor beyond the ends of the building.

[3] One freestanding sign of a size not exceeding 1/2 square foot for each foot of linear lot width of the lot containing the structure to which the sign relates, provided that said freestanding sign shall not exceed an area of 50 square feet nor exceed a height of 20 feet above the ground.

[4] Exterior signs may be externally or internally illuminated but may not be constructed of uncovered neon tubing.

(b) More than one business or use on the lot.

[1] One sign per use mounted flat against the building facade, not to exceed three square feet in size, located at the main entrance, stating only the name of the business or use, including, if desired, its business hours.

[2] One facade sign per use, provided that the combined size of all signs for all uses shall not exceed 10% of the wall surface area upon which the signs are to be located. If the building fronts more than one street, an additional facade sign, subject to the aforementioned 10% restriction, may be placed on one of the other walls fronting a street. Facade signs may not project more than one foot from the facade.

[3] If more than one business or use is located in a particular building or buildings, where said businesses or uses use a common parking facility and/or a common driveway or roadway, no freestanding

signs shall be permitted, and instead there shall be one multiple-occupancy- and-tenancy (MOT) sign located at the subject entrance. The size of said MOT sign shall not exceed 1/2 square foot for each foot of linear lot width along the primary street, with a maximum size of 50 square feet, and a height not exceeding 20 feet. Multiple occupancy and tenancy signs may be internally or externally illuminated and may not be constructed of uncovered neon tubing.

[4] Canopies, awnings, or similar devices, regardless of whether or not they are designed to communicate a message, shall not extend outward from the building more than six feet. Awnings shall be required to have stop locks to prevent them from sagging or being lowered to a point closer than seven feet to the sidewalk.

[5] There shall be permitted one sidewalk sign, as defined in § 205-4, which may be displayed during business hours only and situated on the sidewalk within three feet of the curb and which shall be removed during nonbusiness hours.

(c) At the primary entrance to the premises, there shall be permitted one window sign per five linear feet of the building facade. Such signs, whether temporary or permanent, may not cover more than 40% of the area of the window. Window signs may be illuminated, but the total area of all illuminated signs in any window may not exceed eight square feet.

(2) Pennants, streamers, or balloons. Pennants, streamers, or balloons are prohibited except upon occasion of the opening of a new business use. On such occasions, such pennants, streamers, or balloons may be used for a period not to exceed 14 days to announce the opening of said business. Such devices or displays may also be used for a period not to exceed 14 days a maximum of two separate times per calendar year for the purpose of advertising special sales or promotions. Authorization for such business opening or special sale or promotion shall be by special permit issued by the Township Zoning Office and obtained at least two weeks prior to the event. All such pennants, streamers, or balloons as are permitted under the special permit shall be removed

immediately upon expiration of the fourteen-day period as authorized and specified by the permit.

(3) Billboards.

- (a) The size of the billboard sign or device shall not exceed an area of one square foot for each one foot of lot width measured at the right-of-way along which the billboard is directed. The maximum area of the billboard shall not exceed 200 square feet in area.
- (b) The billboard must face oncoming traffic proceeding along the nearest traffic lane to the billboard. Under no circumstances shall the billboard be two-sided or so designed to face traffic approaching from two directions.
- (c) Only one billboard is permitted per lot.
- (d) The lot on which the billboard is to be located shall have no other use and shall be initially assessed without the billboard as either vacant or farm qualified.
- (e) The billboard shall be located at least 200 feet from any residential use or zone.
- (f) Billboards shall not be located or interfere with sight distance or sight triangles as hereinafter set forth. The billboard shall be no closer than 40 feet to any side or rear property line, unless further restricted by sight distance or sight triangle regulations as prescribed by the New Jersey Department of Transportation.
- (g) The highest point of the billboard shall be no higher than 25 feet measured from existing grade.
- (h) Billboards shall not exhibit any flashing, waving, blinking, twinkling, animating, moving, raised or projected elements or illusions of movement.
- (i) No vehicle or movable structure shall be regularly parked, stopped or located in such a manner as to be used as or considered a billboard.
- (j) Billboards shall not emit smoke, steam, visible vapors, particles, or sound.
- (k) Billboards shall not be of such design or location that they interfere with, compete for attention with, or may be mistaken for a traffic signal. This shall include the use of

an arrow, the words "stop" or "yield" or the use of the colors red, yellow or green in direct illumination or in high reflection by the use of special preparations such as fluorescent paint or glass.

- (l) Billboards may be illuminated but shall be arranged so that no light or glare is directed or reflected to adjoining lots, or streets, or into residential windows. No external beam shall be directed downward. All illumination must be shielded to prevent spillage off the lot. Billboards shall not exhibit exposed incandescent bulbs, neon tubes, or mirrors.
- (m) Billboards shall not exhibit or imply a message which is inconsistent with the Township goals of promoting the health, safety, morals, and welfare of Maple Shade residents as referenced in the Maple Shade Township Comprehensive Master Plan and Zoning Ordinance.
- (n) Billboards shall not use movable, changeable, or removable letters.
- (o) Billboards shall be of sound construction and shall be permanently affixed to the ground in a manner conforming to the New Jersey Construction Code.
- (p) Billboards shall be periodically maintained by the owner, including painting, repairing, and cleaning as necessary. Any billboard that, because of improper maintenance, is deemed to be in a state of disrepair shall be repaired by the owner of said sign within 14 days of a notice requiring repair. Otherwise, the sign shall be considered as debris and subject to the remedial regulations of Chapter 152, Property Maintenance, with respect to brush, weed, and debris.
- (q) All billboard messages shall be under current contract with the billboard owner; otherwise, the message or images, including graffiti, shall be removed.
- (r) No billboard may be erected within 200 feet of another billboard.
- (s) LED-type billboard signs should refresh no quicker than once every eight seconds. **[Added 11-8-2018 by Ord. No. 2018-17]**

- (t) LED-type billboard signs must have a light meter that auto dims the brightness of the sign when needed.  
**[Added 11-8-2018 by Ord. No. 2018-17]**

E. Planned Development District.

- (1) Permitted signs. Signs permitted in the Planned Development District shall be the same as are permitted in the Business Development District, except that billboards are not permitted. In addition, if there is more than one business or use on a lot and if the businesses or uses use a common parking facility and/or a common driveway or roadway, the facade signs for the uses or businesses shall be uniform in size, scale, and design.

F. Highway Commercial District.

- (1) Permitted signs. Signs permitted in the Highway Commercial District shall be the same as are permitted in the BD Business Development District, except that billboards are not permitted.

G. All districts where permitted:

- (1) Automobile dealerships. Automobile dealerships shall be permitted to display banners subject to the following conditions and regulations:
- (a) One banner is permitted for the first 200 feet of principal street or road frontage. One banner shall be permitted for each additional full 200 feet of principal street or road frontage for the commercial use. (Example: Two banners are not permitted unless the use has at least 400 feet of principal street or road frontage.)
  - (b) The maximum permitted size of an individual banner shall be 45 inches by 66 inches.
  - (c) All permitted banners shall be rectangular in shape and shall be displayed in a fixed and supported position.
  - (d) Banners shall be permitted only on existing light poles in locations as approved under the site plan or on permanently installed poles located on site in a position which will not interfere with internal traffic flow.
  - (e) All banners shall be displayed at a height of 15 feet measured from the ground level to the bottom of the banner.

- (f) Banners permitted under this chapter shall not display or contain any advertising content nor any symbols or logos.
  - (g) Banners shall not be permitted which have iridescent, fluorescent, day-glo, or glow-in-the-dark colors or characteristics.
- (2) Fuel service stations. Fuel service stations located in zones where they are expressly permitted by the Zoning Code may display the following signs, which are deemed customary and necessary for their respective businesses:
- (a) One freestanding sign advertising the name of the station or garage and the principal products sold on the premises, including any special company or brand name, insignia, emblem, or logo, provided that such sign shall not exceed 40 square feet in area per side and shall be no closer than 15 feet to the property line. The bottom of the sign shall not be less than 10 feet above the ground, and the top shall not exceed 25 feet.
  - (b) The size of a freestanding sign may be increased by 12 square feet for the listing of product and/or pricing information. In the alternative, one temporary sign may be located inside the property line along each street frontage, provided that said sign does not exceed 20 square feet in area on one side and shall be placed no closer than 10 feet to the property line.
  - (c) If a pump island is covered by a canopy, the company name and logo may appear on any or all sides of the fascia, but in no event may such name and logo exceed 10 square feet.
  - (d) One identification sign advertising the name of the proprietor may be mounted flush against the building facade at the primary entrance and may not exceed three square feet in size.
- (3) United States flag. One United States flag may be displayed at a business site, subject to a maximum size of 60 square feet. Such flag shall be lowered between sunset and sunrise. A construction permit must be obtained before the installation of any freestanding flagpole or for the installation of any flagpole in a nonresidential zone.

- (4) Historical signs. Signs identifying structures of historic significance are permitted. Such signs must be mounted on the structure and may not exceed six square feet in size.

**§ 205-66.3. Sign permit process. [Added 11-5-2003 by Ord. No. 2003-14]**

A. Permits required.

- (1) No sign (except for signs allowed without a permit as provided in § 205-64D(1) of this article) may be constructed, erected, remodeled, relocated, or expanded unless a sign permit for such sign has been obtained. No permit shall be required for repainting or rewording a sign.
- (2) No permit for any sign shall be issued unless the sign complies with all regulations of this article and those set forth in the Uniform Construction Code.
- (3) All applications for sign permits shall be made to the Zoning Officer.
- (4) All new businesses shall be required to apply for a sign permit for all new and existing signs. Sign permits shall be applied for whether or not an existing sign is to be changed. The Zoning Officer shall make a determination as to whether a permit is required under this article.
- (5) Applications for sign permits shall be submitted to the Zoning Officer for review. If approved and a permit issued, the Zoning Officer shall, if appropriate, refer the applicant to the Construction Official for the issuance of a building permit.
- (6) Each application shall be accompanied by plans showing the area of the sign; the size and characters; the method of illumination, if any; the exact location proposed for such sign and, in the case of a projecting sign, the proposed method of fastening said sign to the building structure; the vertical distance between such sign and the finished grade and the horizontal distance between such sign and the curb and also between such sign and the right-of-way line; and such other information as may be requested. Architectural plans signed and sealed by an architect licensed by the State of New Jersey may be required at the discretion of the Township Building Inspector.
- (7) There shall be an application fee as shall be determined by the Township payable for every sign permit requested.

- B. Denial of permit. If an applicant is denied a permit, such applicant may apply to the appropriate Township board for a variance from the sign ordinance section in accordance with appropriate law.

**§ 205-66.4. Enforcement; penalties for offenses. [Added 11-5-2003 by Ord. No. 2003-14]**

- A. Upon the discovery of a violation of this article, the Zoning Officer shall give written notice to the owner of the sign and to the owner of record of the tax block and lot that the sign is in violation of this article and that the sign must be brought into conformance with this article, or removed, within 10 days of the notice. Upon receipt of said notice of violation, the sign owner may apply for a sign variance.
- B. In the event that any sign continues to be in violation 10 days after notice as provided in § 205-66.4A above, and no sign permit has been applied for, the Zoning Officer on behalf of the Township may file a municipal court complaint against the owner of the sign and the owner of record of the tax lot and take such other action as may be permitted by law.
- C. Any person who directly, or indirectly by his/her agent or representative, permits a violation of § 205-66.4A above for 10 days after notice to said person to remove the same shall be subject to a fine not exceeding \$150 per day and shall be charged with all costs of removal, if the Township decides, in its sole discretion, to remove the sign. The erection, posting and placing of each individual sign shall constitute a separate offense.