

# **BOROUGH OF ROSELLE**



## **ORDINANCE NUMBER 2523-15**

### **AN ORDINANCE REPEALING AND REPLACING CHAPTER 98, TITLED “SIGNS” OF THE REVISED GENERAL ORDINANCES OF THE BOROUGH OF ROSELLE IN ITS ENTIRETY AND AMENDING CERTAIN SECTIONS OF CHAPTER 77 TITLED “LAND USE”**

**WHEREAS**, signs are utilized in the Borough of Roselle for the transmittal of information to residents and citizens; and

**WHEREAS**, the Mayor and Council of the Borough of Roselle believe that it is in the best interest of the health, safety and welfare of its residents that Chapter 98, titled “Signs” and certain sections of Chapter 77, titled “Land Use” of the Revised General Ordinances of the Borough of Roselle be revised to ensure the sign, placement and utilization of all signs in the Borough are regulated.

**NOW, THEREFORE BE IT ORDAINED**, by the Mayor and Council of the Borough of Roselle, County of Union, State of New Jersey, as follows:

**SECTION I.** Chapter 98, titled “Signs” and certain sections of Chapter 77, titled “Land Use,” of the Revised General Ordinances of the Borough of Roselle, are hereby amended as follows:

§ 98-1 Definitions.

As used in this Chapter, unless the context otherwise indicates, the following terms shall have the meanings indicated:

**AWNING SIGN**

A sign that is painted or screened onto a roof-like covering of canvas or cloth that is attached to a metal frame, which projects from the wall of a building and is supported entirely by a building.

**BILLBOARD**

A freestanding sign structure and/or sign which directs attention to and/or provides advertising for a business, commodity, service or entertainment which is conducted, sold or offered at a location other than the premises on which the sign is located. A billboard may also direct attention to and provide information regarding non-commercial and/or non-profit organizations or messages where the non-commercial and/or non-profit organization is not located on the premises on which the sign is located.

# **BOROUGH OF ROSELLE**



## **ORDINANCE NUMBER 2523-15**

### **AN ORDINANCE REPEALING AND REPLACING CHAPTER 98, TITLED “SIGNS” OF THE REVISED GENERAL ORDINANCES OF THE BOROUGH OF ROSELLE IN ITS ENTIRETY AND AMENDING CERTAIN SECTIONS OF CHAPTER 77 TITLED “LAND USE”**

#### **DIRECTORY SIGN**

A sign of permanent character that is attached directly to the building and is parallel to the building. The sign is typically located adjacent to an entrance and identifies upper story uses in the building.

#### **ERECT**

To build, construct, attach, hang, place, suspend or affix, and also includes the painting of wall signs.

#### **FACING or SURFACE**

The surface of a sign upon, against or through which the message is displayed or illustrated on the sign.

#### **FEATHER FLAG**

A freestanding sign that is comprised of a pole and flag that is typically taller than wider. The sign is lightweight and portable. An example is shown below.



#### **FLAG**

Any fabric or bunting containing distinct colors, patterns or symbols, used as an ornamental flag or as a symbol of government, political subdivision, corporation or business or other entity.

#### **ILLUMINATED SIGN**

# **BOROUGH OF ROSELLE**



## **ORDINANCE NUMBER 2523-15**

### **AN ORDINANCE REPEALING AND REPLACING CHAPTER 98, TITLED “SIGNS” OF THE REVISED GENERAL ORDINANCES OF THE BOROUGH OF ROSELLE IN ITS ENTIRETY AND AMENDING CERTAIN SECTIONS OF CHAPTER 77 TITLED “LAND USE”**

Any sign or portion thereof which is illuminated by artificial light, either from an interior or exterior source, including outline, reflective or phosphorescent light, whether or not the source of light is directly affixed as part of the sign.

#### **INCIDENTAL SIGN**

A sign not exceeding one (1) square foot attached to a building wall or door that identifies credit cards accepted at the establishment and/or provides information (e.g. “employee entrance”, “receiving”, etc.).

#### **INSTRUCTIONAL SIGN**

On-site signage that provides direction or information to pedestrians and/or vehicular traffic that is related to the movement of pedestrian and/or vehicular traffic on the premises and not displaying a commercial message (e.g. “entrance”, “exit”, “no parking”, “one-way” and the like).

#### **LOGO**

Any symbol, shape, graphic or picture that a company uses to represent itself as a branding tool.

#### **DRIVE-THROUGH MENU BOARD SIGN**

A sign displaying food and/or beverages offered for sale at a restaurant with drive-through service and located adjacent to the drive-through lane on the premises upon which such service is offered.

#### **MONUMENT SIGN**

A sign in which the entire bottom is in contact with the ground and is independent of any other structure. *See example below.*

# **BOROUGH OF ROSELLE**



## **ORDINANCE NUMBER 2523-15**

### **AN ORDINANCE REPEALING AND REPLACING CHAPTER 98, TITLED “SIGNS” OF THE REVISED GENERAL ORDINANCES OF THE BOROUGH OF ROSELLE IN ITS ENTIRETY AND AMENDING CERTAIN SECTIONS OF CHAPTER 77 TITLED “LAND USE”**



#### **NAME PLATE SIGN**

A non-illuminated sign indicating the name, address and/or profession or occupation of the occupant. The name plate sign may include the name of the business. A name plate sign is attached directly to the building and is parallel to the building. Such nameplate sign shall be affixed to the door or wall adjacent to the entrance to the premises where such use is conducted or maintained.

#### **POLE SIGN**

A sign that is mounted on a freestanding pole, poles or other support so that the bottom edge of the sign face is six (6) feet or more above grade. May also be referred to as a “freestanding sign”.

#### **POLITICAL SIGN**

A temporary sign announcing or supporting political candidates or issues in connection with any national, state or local election.

#### **PORTABLE FREESTANDING SIGN**

**BOROUGH OF ROSELLE**



**ORDINANCE NUMBER 2523-15**

**AN ORDINANCE REPEALING AND REPLACING CHAPTER 98, TITLED “SIGNS” OF THE REVISED GENERAL ORDINANCES OF THE BOROUGH OF ROSELLE IN ITS ENTIRETY AND AMENDING CERTAIN SECTIONS OF CHAPTER 77 TITLED “LAND USE”**

A sign that is not permanent, affixed to a building, structure or the ground. Portable freestanding signs shall be non-illuminated and removed at closing time. *See example below.*



**PROJECTING SIGN**

A sign that is wholly or partly dependent upon a building for support and that projects perpendicularly more than twelve (12) inches from such building. May also be referred to as a “hanging sign” or a “shingle sign”. Projecting signs may be internally or externally illuminated. *See example below.*

# **BOROUGH OF ROSELLE**



## **ORDINANCE NUMBER 2523-15**

### **AN ORDINANCE REPEALING AND REPLACING CHAPTER 98, TITLED “SIGNS” OF THE REVISED GENERAL ORDINANCES OF THE BOROUGH OF ROSELLE IN ITS ENTIRETY AND AMENDING CERTAIN SECTIONS OF CHAPTER 77 TITLED “LAND USE”**



#### **ROOF SIGN**

Any sign erected, constructed and maintained wholly upon or over the roof of any building, with the principal support on the roof structure.

#### **SIGN**

Any object, device, display or structure or part thereof, situated outdoors or indoors, which is used to advertise, identify, display, direct or attract attention to an object, person, institution, organization, business, product, service, event or location by any means, including words, letters, figures, design, symbols, fixtures, colors, illumination or projected images.

#### **SIGN AREA**

The entire space within a single continuous perimeter enclosing the extreme limits of a sign or, when a sign consists of individual letters or logos, the space bounded by the maximum horizontal and vertical dimensions of the lettering/logo. For double-sided identical signs, only one side constitutes total sign area. For monument signs, sign area includes only the area that encloses the extreme limits of the lettering/logo. It does not include the base and/or cap of the monument.

#### **SIGNAGE BAND**

**BOROUGH OF ROSELLE**



**ORDINANCE NUMBER 2523-15**

**AN ORDINANCE REPEALING AND REPLACING CHAPTER 98, TITLED “SIGNS” OF THE REVISED GENERAL ORDINANCES OF THE BOROUGH OF ROSELLE IN ITS ENTIRETY AND AMENDING CERTAIN SECTIONS OF CHAPTER 77 TITLED “LAND USE”**

The horizontal area on a building facade located between the top of any door and windows located on the first floor and the bottom of the second floor windows. May also be referred to as “signage board”. *See example below.*



**STREET ADDRESS SIGN**

Any sign denoting the street address of the premises on which it is attached or located.

**SUBSTANTIALLY DAMAGED OR DESTROYED**

As it pertains to a non-conforming sign: Fifty percent (50%) or more of the upright supports of a sign structure are physically damaged such that normal repair practices of the sign industry would call for, in the case of wooden structures, replacement of the broken supports and, in the case of a metal sign structure, replacement of at least twenty-five percent (25%) of the length above ground of each broken, bent or twisted support; or more than fifty percent (50%) of a projecting or wall sign is physically damaged such that normal repair practices of the sign industry would call for the same to be replaced or repaired.

**TEMPORARY SIGN**

# **BOROUGH OF ROSELLE**



## **ORDINANCE NUMBER 2523-15**

### **AN ORDINANCE REPEALING AND REPLACING CHAPTER 98, TITLED “SIGNS” OF THE REVISED GENERAL ORDINANCES OF THE BOROUGH OF ROSELLE IN ITS ENTIRETY AND AMENDING CERTAIN SECTIONS OF CHAPTER 77 TITLED “LAND USE”**

Includes any sign, banner, pennant, valance or advertising display designed to advertise or announce a particular event or series of events, to solicit political support or to announce the availability for sale or a particular item or items, intended to be displayed for a short period of time.

#### **VEHICLE SIGN**

A sign or signs where the total sign area covers more than ten (10) square feet of the vehicle.

#### **WALL SIGN**

A sign which is attached directly to the building and is parallel to the building.

#### **WINDOW SIGN**

Any sign, pictures, symbol or combination thereof displayed in a window. Window signs shall not be illuminated.

#### **§ 98-2 Prohibited signs.**

The following signs and sign types are prohibited within the Borough and shall not be erected. Any lawfully existing permanent sign or sign type which is among the prohibited signs and sign types listed below shall be deemed a non-conforming sign subject to the provisions of **§98-3.A**:

- A. Revolving, flashing and animated signs.
- B. Roof signs.
- C. Vehicle signs when the vehicle is not regularly used in the conduct of the business or activity advertised on the vehicles; and where the vehicle is visible and parked within fifty (50) feet of a street right-of-way; and is parked for more than six (6) consecutive hours within fifty (50) feet of any street right-of-way.
- D. Signs located on real property without the permission of the property owner.
- E. Signs prohibited by state or federal law.
- F. Signs that emit smoke, visible vapor or smoke, sound, odor or visible particles.

# **BOROUGH OF ROSELLE**



## **ORDINANCE NUMBER 2523-15**

### **AN ORDINANCE REPEALING AND REPLACING CHAPTER 98, TITLED “SIGNS” OF THE REVISED GENERAL ORDINANCES OF THE BOROUGH OF ROSELLE IN ITS ENTIRETY AND AMENDING CERTAIN SECTIONS OF CHAPTER 77 TITLED “LAND USE”**

- G. Signs that obstruct, conceal, hide or otherwise obscure from view any official traffic or governmental sign, signal or device.
- H. Freestanding signs that are higher than twenty (20) feet.
- I. Signs within a sight triangle that obstruct a clear view of pedestrian and/or vehicular traffic.
- J. Mounted or portable search lighting used to project moving or stationary overhead light beams.
- K. Signs which contain or consist of pennant ribbons, balloons or blimps, streamers, feather flags, spinners or other similar moving devices.
- L. Signs attached to utility poles, trees, fences, street lights or street furniture.
- M. Obsolete or abandoned signs.
- N. Domed, waterfall, box-shaped or backlit awnings are not permitted. Plastic coated or vinyl awnings or “day glow” colors are not permitted on awnings.
- O. Signs with more than two (2) faces.

#### **§ 98-3 Non-conforming signs and removal of certain signs.**

- A. Non-conforming signs. A non-conforming sign that was lawfully erected may continue to be maintained until the non-conforming sign is substantially damaged or destroyed. At such time that the non-conforming sign is substantially damaged or destroyed, the non-conforming sign must either be removed or be brought into conformity with this Chapter and with any other applicable law or regulation.
- B. Removal of certain signs.

(1) When a single-occupancy business ceases operation for more than sixty (60) days:

# **BOROUGH OF ROSELLE**



## **ORDINANCE NUMBER 2523-15**

### **AN ORDINANCE REPEALING AND REPLACING CHAPTER 98, TITLED “SIGNS” OF THE REVISED GENERAL ORDINANCES OF THE BOROUGH OF ROSELLE IN ITS ENTIRETY AND AMENDING CERTAIN SECTIONS OF CHAPTER 77 TITLED “LAND USE”**

- (a) Any sign face identifying or advertising such business shall be immediately removed.
  - (b) If the sign is a pre-existing non-conforming sign, the sign and all its supporting structures shall be immediately removed.
- (2) When an owner entity, such as a shopping center or multi-tenant building, changes and the owner’s name is on the sign, then within ninety (90) days the sign shall be removed and replaced if it is non-conforming.

#### **§ 98-4 Exemptions.**

The provisions and regulations of this Chapter shall not apply to the following signs:

- A. Memorial signs or tablets, names of buildings and date of erection when cut into any masonry surface or when constructed of bronze or other incombustible materials.
- B. Traffic or other municipal signs, legal notices, railroad crossing signs, danger signs and such temporary, emergency or non-advertising signs as may be approved by the Borough Council.
- C. Building numbering as required under **§49-1.A**. Street address signage shall be provided on each building or for each building tenant. Street address signage may be placed on the façade, the door or on a permitted monument or pole sign. A corner building may have street address signage on both street-facing facades.
- D. Private sale and private auction signs as permitted under **§72-4**.
- E. On-site instructional signs, not exceeding three (3) square feet in area and three (3) feet in height shall be permitted on each non-residential parcel. On-site instructional signs may be internally illuminated.
- F. Political signs. For each parcel, one (1) political sign for each candidate and each issue may be displayed. A political sign may be displayed as a freestanding sign. The political sign shall

# **BOROUGH OF ROSELLE**



## **ORDINANCE NUMBER 2523-15**

### **AN ORDINANCE REPEALING AND REPLACING CHAPTER 98, TITLED “SIGNS” OF THE REVISED GENERAL ORDINANCES OF THE BOROUGH OF ROSELLE IN ITS ENTIRETY AND AMENDING CERTAIN SECTIONS OF CHAPTER 77 TITLED “LAND USE”**

not exceed eight (8) square feet in area. A political sign shall be removed within seven (7) calendar days following the election to which it pertains.

- G. Flagpoles. One (1) flagpole is permitted for each residential parcel. A flagpole shall not exceed thirty-five (35) feet in height and shall be set back a minimum of ten (10) feet from all property lines. For each flagpole located in a residential zone, two (2) flags not greater than eighteen (18) square feet in area each may be displayed.
- H. Temporary construction signs. Temporary construction signs shall be permitted identifying the owner, architect, builder, realtor and/or contractor on the premises on which a building is being constructed, altered or repaired, subject to the following limitations:
- (1) For each parcel, one (1) temporary construction sign shall be permitted.
  - (2) For each parcel in residential use, the temporary construction sign shall not exceed four (4) square feet in area and three (3) feet in height; and for a parcel in non-residential use, the temporary construction sign shall not exceed twelve (12) square feet in area and five (5) feet in height.
  - (3) The sign shall be set back at least five (5) feet from all property lines.
  - (4) Temporary construction signs shall not be displayed for a period longer than six (6) months.
  - (5) Temporary construction signs shall not be illuminated.
- I. Temporary real estate signs, subject to the following limitations:
- (1) For each parcel, one (1) temporary real estate sign for each street frontage may be displayed.
  - (2) For a parcel in a residential zone, the temporary real estate sign shall not exceed six (6) square feet in area and three (3) feet in height. For a parcel in a non-residential

# **BOROUGH OF ROSELLE**



## **ORDINANCE NUMBER 2523-15**

### **AN ORDINANCE REPEALING AND REPLACING CHAPTER 98, TITLED “SIGNS” OF THE REVISED GENERAL ORDINANCES OF THE BOROUGH OF ROSELLE IN ITS ENTIRETY AND AMENDING CERTAIN SECTIONS OF CHAPTER 77 TITLED “LAND USE”**

zone, the temporary real estate sign shall not exceed twenty-four (24) square feet in area and five (5) feet in height.

- (3) Temporary real estate signs shall be set back at least five (5) feet from all property lines.
  - (4) Temporary real estate signs shall be removed within ten (10) days following the closing or settlement of a sale, lease or rental of the real estate that was offered for sale, lease or rent.
  - (5) Temporary real estate signs shall not be illuminated.
- J. Temporary garage/yard sale signs. For each parcel with a lawful residential use, a temporary garage/yard sale sign may be displayed, subject to the following limitations:
- (1) One (1) temporary garage/yard sale sign may be displayed per street frontage.
  - (2) Said sign shall not exceed three (3) square feet in area and three (3) feet in height.
  - (3) The temporary garage/yard sale sign shall be set back at least five (5) feet from any property line.
  - (4) A temporary garage/yard sale sign shall not be displayed for a period longer than seven (7) days.
- K. Temporary window signs. Where window signs are permitted, temporary window signs shall be permitted, subject to the following limitations:
- (1) One (1) or more temporary window signs may be displayed at the same time.

# **BOROUGH OF ROSELLE**



## **ORDINANCE NUMBER 2523-15**

### **AN ORDINANCE REPEALING AND REPLACING CHAPTER 98, TITLED “SIGNS” OF THE REVISED GENERAL ORDINANCES OF THE BOROUGH OF ROSELLE IN ITS ENTIRETY AND AMENDING CERTAIN SECTIONS OF CHAPTER 77 TITLED “LAND USE”**

- (2) Temporary window sign(s) shall not exceed an aggregate of thirty (30) square feet in area. Temporary window signs shall not cover more than twenty percent (20%) of any one window's glass surface.
- (3) Temporary window signs shall not be displayed for a period longer than fourteen (14) days.

#### **§ 98-5 Permits.**

- A. Building permits. It shall be unlawful for any person or business or the person in charge of the business to erect, construct or alter a permanent sign structure whose construction is subject to the New Jersey Uniform Construction Code, without first obtaining such building permit from the Borough as may be required by the New Jersey Uniform Construction Code. Permit fees, if any, shall be paid in accordance with the applicable fee schedules. The requirement of a building permit under the New Jersey Uniform Construction Code is separate and independent of the requirement for a sign permit under this Chapter.
- B. Sign permits.
  - (1) No sign permit shall be issued for the erection of a prohibited sign.
  - (2) Unless exempt from permitting as provided in **§98-4** no permanent sign shall be erected, altered, relocated or displayed until a sign permit is obtained from and the appropriate fee is paid to the Borough.
  - (3) A sign lawfully erected may be repainted or have ordinary and customary repairs performed, including replacement of plastic or glass panels, without a new sign permit; however, if such sign is to be structurally altered in any manner, a sign permit shall be required and the altered sign must meet all requirements of this Chapter and this Code.
- C. Sign permit application and issuance of sign permit.

# **BOROUGH OF ROSELLE**



## **ORDINANCE NUMBER 2523-15**

### **AN ORDINANCE REPEALING AND REPLACING CHAPTER 98, TITLED “SIGNS” OF THE REVISED GENERAL ORDINANCES OF THE BOROUGH OF ROSELLE IN ITS ENTIRETY AND AMENDING CERTAIN SECTIONS OF CHAPTER 77 TITLED “LAND USE”**

- (1) A sign permit application shall be made upon a form provided by the Borough. The sign permit application is in addition to any building permit application required by the New Jersey Uniform Construction Code. The sign permit application shall be accompanied by plans and specifications, together with any site plan required by this Chapter or this Code. The application shall furnish the following information on or with the sign permit application form:
  - (a) Name, address and telephone number of the applicant.
  - (b) Location of building, structure or lot to which or upon which the sign is to be attached or erected. The location shall include the street address and block and lot.
  - (c) The zoning district for the real property on which the sign will be located.
  - (d) Written consent of the owner of the building, structure or land to which or on which the sign is to be erected.
  - (e) Name of person, firm, corporation or association erecting the sign; address and telephone number of the sign contractor.
  - (f) Type of proposed sign(s) (i.e. wall sign, projecting sign, etc.).
  - (g) The square footage of the sign area(s).
  - (h) Position of the sign(s) in relation to nearby buildings or structures.
  - (i) Whether the proposed sign(s) will be illuminated or non-illuminated.
  - (j) Three (3) copies of the plans and specifications and method of construction and attachment to the building or in the ground.

# **BOROUGH OF ROSELLE**



## **ORDINANCE NUMBER 2523-15**

### **AN ORDINANCE REPEALING AND REPLACING CHAPTER 98, TITLED “SIGNS” OF THE REVISED GENERAL ORDINANCES OF THE BOROUGH OF ROSELLE IN ITS ENTIRETY AND AMENDING CERTAIN SECTIONS OF CHAPTER 77 TITLED “LAND USE”**

- (2) An applicant shall deliver a sign permit application for a permanent sign to the Borough’s Administrator or his/her designee or such other person as designated by the Borough. The sign permit application shall be reviewed for a determination of whether the proposed sign meets the applicable requirements of this Chapter and any applicable zoning law. The review of the sign permit application shall be completed within ten (10) calendar days from the date of receipt of the application and the application shall be granted or denied within that time frame. In the event that no decision is rendered within ten (10) calendar days following submission, the application shall be deemed denied and the applicant may appeal to the Board of Adjustment pursuant to the MLUL.

#### **D. Fees.**

- (1) Sign permit application fees. Every person making an initial application for a sign permit application shall pay a \$40 sign permit application fee to the Borough at the time of the application.
- (2) Building permit fees distinguishable. The sign permit fee, if any, shall be separate and apart from any required fee for a building permit for the erection of a sign covered by the New Jersey Uniform Construction Code.

#### **E. Conditions.**

- (1) Duration of permits. If the work authorized under a sign permit has not been completed within one hundred and eighty (180) days after the date of issuance, the permit shall become null and void and a new application for a sign permit shall be required.
- (2) Maintenance of signs. All visible portions of a sign and its supporting structure shall be maintained in a safe condition and neat appearance according to the following:
  - (a) If the sign is lighted, all lights shall be maintained in working order and functioning in a safe manner.

# **BOROUGH OF ROSELLE**



## **ORDINANCE NUMBER 2523-15**

### **AN ORDINANCE REPEALING AND REPLACING CHAPTER 98, TITLED “SIGNS” OF THE REVISED GENERAL ORDINANCES OF THE BOROUGH OF ROSELLE IN ITS ENTIRETY AND AMENDING CERTAIN SECTIONS OF CHAPTER 77 TITLED “LAND USE”**

- (b) All signs, together with all supports, braces, anchors and other parts, shall be kept in continual repair, including cleaning, painting, replacing of defective parts and otherwise maintain a presentable condition.
- (c) Every sign shall be kept in such manner as to constitute a complete or whole sign.
- (d) Lack of proper maintenance shall be considered abandonment and the sign shall be repaired, painted, cleaned or otherwise returned to a presentable condition or removed within ten (10) days upon notification by the Borough’s Administrator or his/her designee.
- (e) If the Borough’s Administrator or his/her designee finds that any sign regulated herein is unsafe or insecure or is a menace to the public, he shall give written notice to the permittee thereof. If the permittee fails to remove or alter the structure so as to comply with the standards herein set forth within ten (10) days after such notice, such sign may be removed or altered by the Borough’s Administrator or his/her designee at the expense of the permittee or owner of the property upon which it is located. The Borough’s Administrator or his/her designee may cause any sign which is an immediate peril to persons or property to be removed summarily and without notice.
- (f) Lawfully erected non-conforming signs may suffer only ordinary and customary repairs and maintenance. A lawfully erected non-conforming sign shall not be structurally altered except in full conformance with this Chapter.

#### **§ 98-5 General Provisions.**

##### **A. Standards applicable to certain signage types:**

- (1) Wall signs. Wall signs shall not project above the top or beyond the ends of the wall surface upon which they are placed, nor shall wall signs be placed on a parapet or

# **BOROUGH OF ROSELLE**



## **ORDINANCE NUMBER 2523-15**

### **AN ORDINANCE REPEALING AND REPLACING CHAPTER 98, TITLED “SIGNS” OF THE REVISED GENERAL ORDINANCES OF THE BOROUGH OF ROSELLE IN ITS ENTIRETY AND AMENDING CERTAIN SECTIONS OF CHAPTER 77 TITLED “LAND USE”**

similar architectural device such that the sign would project above the elevation of the roof behind such parapet or other device. No sign shall be placed on the lower slope of a mansard roof. No wall sign shall project more than eight (8) inches from the building wall to which it is affixed.

- (2) Pole signs. All pole signs shall be securely built, constructed and erected upon posts and standards that penetrate at least three (3) feet below the natural surface of the ground.
- (3) Projecting signs. Every projecting sign, including the frames, braces and supports thereof, shall be designed by a structural engineer or manufacturer and shall be approved by the Borough’s Administrator or his/her designee as in compliance with

the building construction standards. Sign support framework shall be well-crafted, in keeping with the sign and building architecture.

- (4) Awning signs. The lower edge of an awning shall be at least eight (8) feet above the sidewalk or ground at its leading edge. The length of the awning shall be limited to the width of the door or window. When multiple awnings occur within the same building structure, they shall be compatible in style, color, dimension and mounting height.
- (5) Window signs. All window signs shall be neat, clean and professional-looking. Window signs shall pertain only to the establishment occupying the premises where the window is located.
- (6) Monument signs. The base of a monument sign shall be constructed of materials that are consistent with the building architecture. If lighted, a monument sign shall be lit by direct, external light sources or back-lit raised letters/logos.

- B. Obstructions to doors, windows or fire escapes. No sign shall be erected, relocated or maintained so as to prevent free ingress to and egress from any door, window or fire escape. No sign of any kind shall be attached to a standpipe or fire escape.

# **BOROUGH OF ROSELLE**



## **ORDINANCE NUMBER 2523-15**

### **AN ORDINANCE REPEALING AND REPLACING CHAPTER 98, TITLED “SIGNS” OF THE REVISED GENERAL ORDINANCES OF THE BOROUGH OF ROSELLE IN ITS ENTIRETY AND AMENDING CERTAIN SECTIONS OF CHAPTER 77 TITLED “LAND USE”**

- C. Traffic hazards. No sign as regulated by this chapter shall be erected at the intersection of any streets in such a manner as to obstruct free and clear vision, nor at any location where, by reason of the position, shape or color, it may interfere with, obstruct the view of or be confused with any authorized traffic sign, signal or device, or which makes use of the words "STOP," "LOOK," "DRIVE-IN," "DANGER" or any other word, phrase, symbol or character in such manner as to interfere with, mislead or confuse traffic.
- D. Obscene matter prohibited. It shall be unlawful for any person to display upon any sign any obscene, indecent or immoral matter.

#### **§ 98-6 Illuminated signs.**

- A. Signs may be illuminated unless stated otherwise in this Chapter, provided the illumination is designed and installed in such a manner that light from the sign meets all requirements of this Code and the New Jersey Uniform Construction Code. The following standards shall apply:
  - (1) Illumination of signs shall not cause light spillage onto adjacent properties.
  - (2) Lights used for the illumination of signs shall be shielded so as not to project light above the sign or the highest elevation of the front wall of the building on which the sign is attached.
  - (3) Free-form exposed neon lights for signs are prohibited.
  - (4) The light intensity for the illumination of a sign visible from the public right-of-way shall not exceed fifty (50) footcandles.
  - (5) Illumination shall be of a continuous (non-intermittent) nature and of a uniform color value.

# **BOROUGH OF ROSELLE**



## **ORDINANCE NUMBER 2523-15**

### **AN ORDINANCE REPEALING AND REPLACING CHAPTER 98, TITLED “SIGNS” OF THE REVISED GENERAL ORDINANCES OF THE BOROUGH OF ROSELLE IN ITS ENTIRETY AND AMENDING CERTAIN SECTIONS OF CHAPTER 77 TITLED “LAND USE”**

(6) Illumination of signs, where permitted, which face or are adjacent to a property with a residential use shall not be illuminated from 11PM until the following dusk, except that an establishment may keep the sign illuminated until the business is closed to the public, but not thereafter.

(7) No illuminated sign shall be of such a color or located in such a manner as to be confused with or to diminish or detract in any way from the effectiveness of any traffic signal or similar official safety or warning device.

(8) No sign illumination or other illumination shall be used or designed for use as an attraction device in itself, but shall be used and designed for use solely to illuminate the sign to which it is accessory. The foregoing shall be constructed to prohibit light bulbs, singly or in combination, used as an attraction device; strobe lights; black (i.e.

ultraviolet) lights; string lights; moving lights of any kind; and similar uses of illumination as attraction devices.

B. Illuminated signs, in addition to conforming to all other requirements of this Chapter, shall be shielded in such a manner so that no direct source of light is cast into residential properties or into a public street or right-of-way. Illuminated signs shall not interfere with pedestrian or motorist vision. The illumination shall not be reflective or phosphorescent and shall perform in a steady non-fluctuating manner and shall be placed in a manner that will not create a nuisance to other premises or interfere with vehicular movements.

#### **§ 98-7 Signs permitted in multiple zones.**

The following signs are permitted within multiple zones in the Borough of Roselle. The standards that apply to each sign type are as follows:

A. Name plate signs. Where residential professional offices are permitted, residential professional office name plates shall be permitted, which do not exceed one hundred and sixty (160) square inches in area.

# **BOROUGH OF ROSELLE**



## **ORDINANCE NUMBER 2523-15**

### **AN ORDINANCE REPEALING AND REPLACING CHAPTER 98, TITLED “SIGNS” OF THE REVISED GENERAL ORDINANCES OF THE BOROUGH OF ROSELLE IN ITS ENTIRETY AND AMENDING CERTAIN SECTIONS OF CHAPTER 77 TITLED “LAND USE”**

- B. Flagpoles. One (1) flagpole is permitted on each non-residential parcel. A flagpole shall not exceed thirty-five (35) feet in height and shall be set back a minimum of ten (10) feet from all property lines. Each flagpole is limited to two (2) flags not greater than twenty-four (24) square feet in area each.
- C. Temporary grand opening signs, subject to the following limitations:
- (1) One (1) temporary grand opening or coming soon sign may be displayed for the grand opening of a business or to announce its approaching arrival. Additionally, a maximum of two (2) strings of pennants may be hung in conjunction with the sign.
  - (2) Temporary grand opening or coming soon signs shall not exceed a maximum of twenty (20) square feet.
  - (3) Said sign shall be located within the window of the commercial establishment or attached to the exterior of the building no higher than fourteen (14) feet from the ground.
  - (4) A temporary grand opening or coming soon sign shall not be displayed for a period longer than thirty (30) days.
  - (5) Temporary grand opening signs shall not be illuminated.
- D. For parcels containing a permitted or conditionally-permitted church, synagogue or other place of worship, the following signs are permitted:
- (1) Monument signs, subject to the following limitations:
    - (a) One (1) monument sign shall be permitted per public street frontage.
    - (b) The maximum sign area shall be twenty-four (24) square feet.

# **BOROUGH OF ROSELLE**



## **ORDINANCE NUMBER 2523-15**

### **AN ORDINANCE REPEALING AND REPLACING CHAPTER 98, TITLED “SIGNS” OF THE REVISED GENERAL ORDINANCES OF THE BOROUGH OF ROSELLE IN ITS ENTIRETY AND AMENDING CERTAIN SECTIONS OF CHAPTER 77 TITLED “LAND USE”**

- (c) The maximum sign height, including structure and sign area, shall be five (5) feet above the existing grade.
- (d) The sign shall be set back at least five (5) feet from all property lines.
- (2) Incidental signs. A maximum of two (2) incidental signs are permitted.
- (3) Temporary signs for permitted religious institutions, subject to the following limitations:
  - (a) Temporary signs may be erected by religious institutions located in the Borough of Roselle installed and maintained at their own cost and expense for the purpose of advertising meeting dates or special events for said religious institutions. Each permitted religious institution may be permitted a maximum of one (1) temporary religious sign.
  - (b) Said sign shall not exceed twelve (12) square feet in area and five (5) feet in height and shall be set back a minimum of five (5) feet from all property lines.
  - (c) A temporary religious sign shall not be displayed for a period longer than fourteen (14) days.
- (4) Bulletin boards as limited in E. below.
- (5) Signs permitted under **§98-9 and §98-12** shall not apply to churches, synagogues or other places of worship.

In addition to the signs that are permitted pursuant to **§98-4 and §98-7**, the following signs shall be permitted within the Residence A, B, C, D, E and F Zone as well as the Residential Sub-Zone within the Central Roselle Revitalization Plan:

# **BOROUGH OF ROSELLE**



## **ORDINANCE NUMBER 2523-15**

### **AN ORDINANCE REPEALING AND REPLACING CHAPTER 98, TITLED “SIGNS” OF THE REVISED GENERAL ORDINANCES OF THE BOROUGH OF ROSELLE IN ITS ENTIRETY AND AMENDING CERTAIN SECTIONS OF CHAPTER 77 TITLED “LAND USE”**

- A. Monument signs for permitted multi-family dwellings, garden apartments and townhouse developments, subject to the following limitations:
- (1) One (1) monument sign shall be permitted per public street frontage.
  - (2) The maximum sign area shall be sixteen (16) square feet.
  - (3) The maximum sign height, including structure and sign area, shall be five (5) feet above the existing grade.
  - (4) The sign shall be set back at least five (5) feet from all property lines.
- B. For parcels containing a permitted family daycare or community residence, the following signs are permitted:
- (1) One (1) name plate sign not exceeding one hundred and sixty (160) square inches in area.
  - (2) Incidental signs. A maximum of two (2) incidental signs are permitted.

#### **§ 98-9 Signs permitted in the Professional Office Zone.**

In addition to the signs that are permitted pursuant to **§98-4 and §98-7**, the following signs shall be permitted in the Professional Office Zone:

- A. A permitted non-residential use may have either a wall sign **OR** a projecting sign. The standards for wall signs and projecting signs are as follows:
- (1) Wall signs, subject to the following limitations:
    - (a) One (1) wall sign shall be permitted per non-residential use per public street frontage.

# **BOROUGH OF ROSELLE**



## **ORDINANCE NUMBER 2523-15**

### **AN ORDINANCE REPEALING AND REPLACING CHAPTER 98, TITLED “SIGNS” OF THE REVISED GENERAL ORDINANCES OF THE BOROUGH OF ROSELLE IN ITS ENTIRETY AND AMENDING CERTAIN SECTIONS OF CHAPTER 77 TITLED “LAND USE”**

(b) The following types of wall signs shall be permitted:

[1] Internally lit raised letters with concealed ballast. Example shown in the picture below.



[2] Back-lit raised letters with concealed ballast. Example shown in the picture below.



# **BOROUGH OF ROSELLE**



## **ORDINANCE NUMBER 2523-15**

### **AN ORDINANCE REPEALING AND REPLACING CHAPTER 98, TITLED “SIGNS” OF THE REVISED GENERAL ORDINANCES OF THE BOROUGH OF ROSELLE IN ITS ENTIRETY AND AMENDING CERTAIN SECTIONS OF CHAPTER 77 TITLED “LAND USE”**

[3] Signage board with or without gooseneck lighting. Example shown in the picture below.



- (c) The horizontal dimension of the sign shall not exceed eighty percent (80%) of the width of the building frontage occupied by the use.
  - (d) The maximum sign area shall be thirty (30) square feet.
  - (e) The top edge of a wall sign shall not be installed more than fourteen (14) feet above the sidewalk or ground.
- (2) Projecting signs, subject to the following limitations:
- (a) There shall be no more than one (1) projecting sign per non-residential use per public street frontage.
  - (b) The maximum sign area shall be six (6) square feet.
  - (c) The lower edge of a projecting sign shall be at least eight (8) feet above the sidewalk or ground. The highest edge of a projecting sign shall be no more than fourteen (14) feet above the sidewalk.

# **BOROUGH OF ROSELLE**



## **ORDINANCE NUMBER 2523-15**

### **AN ORDINANCE REPEALING AND REPLACING CHAPTER 98, TITLED “SIGNS” OF THE REVISED GENERAL ORDINANCES OF THE BOROUGH OF ROSELLE IN ITS ENTIRETY AND AMENDING CERTAIN SECTIONS OF CHAPTER 77 TITLED “LAND USE”**

(d) The sign shall project a maximum of four (4) feet from the building façade.

B. Awning signs, subject to the following limitations:

- (1) Awning signs are only permitted above ground-level doors and windows.
- (2) One (1) awning per business shall be permitted to contain lettering on the vertical flap, provided that the letter height on the vertical flap does not exceed eight (8) inches in height. See example below.



- (3) Logos shall be permitted on the diagonal portion of all ground-floor awnings, provided that the logo height does not exceed fifty percent (50%) of the diagonal portion of the awning. The logo shall not exceed twenty-five percent (25%) of the area of the diagonal portion of the awning. See example below.

# **BOROUGH OF ROSELLE**



## **ORDINANCE NUMBER 2523-15**

### **AN ORDINANCE REPEALING AND REPLACING CHAPTER 98, TITLED “SIGNS” OF THE REVISED GENERAL ORDINANCES OF THE BOROUGH OF ROSELLE IN ITS ENTIRETY AND AMENDING CERTAIN SECTIONS OF CHAPTER 77 TITLED “LAND USE”**



#### **C. Portable freestanding signs, subject to the following limitations:**

- (1) A maximum of one (1) portable freestanding sign shall be permitted for each business use.
- (2) Signs shall be portable and temporary and shall be removed at closing time.
- (3) The maximum sign area shall be twelve (12) square feet per face.
- (4) The maximum sign height shall be four (4) feet.
- (5) Portable freestanding signs shall be located on the private portion of the sidewalk or on the property. In no case shall the sign obstruct the flow of pedestrian traffic or reduce the effective width of the sidewalk to less than three (3) feet.
- (6) Portable freestanding signs shall not be displayed during storms or high-wind weather events.

#### **D. Window signs, subject to the following limitations:**

# **BOROUGH OF ROSELLE**



## **ORDINANCE NUMBER 2523-15**

### **AN ORDINANCE REPEALING AND REPLACING CHAPTER 98, TITLED “SIGNS” OF THE REVISED GENERAL ORDINANCES OF THE BOROUGH OF ROSELLE IN ITS ENTIRETY AND AMENDING CERTAIN SECTIONS OF CHAPTER 77 TITLED “LAND USE”**

- (1) Ground floor window signs shall be permitted for non-residential uses.
  - (2) Window signs shall not exceed fifteen percent (15%) of each window's area.
- E. Incidental signs. A maximum of one (1) incidental sign is permitted per non-residential use.

#### **§ 98-10 Signs permitted in the Industrial Zone.**

In addition to the signs that are permitted pursuant to **§98-4 and §98-7**, the following signs shall be permitted in the Industrial Zone and the Flex Industrial Sub-Zone within the Central Roselle Revitalization Plan:

- A. Monument signs, subject to the following limitations:
- (1) For buildings with multiple tenants, one (1) monument sign shall be permitted.
  - (2) The maximum sign area shall be twenty-four (24) square feet.
  - (3) The maximum sign height, including structure and sign area, shall be five (5) feet above existing grade.
  - (4) The sign shall be set back at least five (5) feet from all property lines.
- B. Wall signs, subject to the following limitations:
- (1) One (1) wall sign shall be permitted per business/tenant per public street frontage.
  - (2) The horizontal dimension of the sign shall not exceed eighty percent (80%) of the width of the building frontage occupied by the use.
  - (3) The maximum sign area shall be thirty (30) square feet.
  - (4) The top edge of a wall sign shall not be installed more than twenty (20) feet above the sidewalk or ground.

# **BOROUGH OF ROSELLE**



## **ORDINANCE NUMBER 2523-15**

### **AN ORDINANCE REPEALING AND REPLACING CHAPTER 98, TITLED “SIGNS” OF THE REVISED GENERAL ORDINANCES OF THE BOROUGH OF ROSELLE IN ITS ENTIRETY AND AMENDING CERTAIN SECTIONS OF CHAPTER 77 TITLED “LAND USE”**

- C. Incidental signs. A maximum of three (3) incidental signs are permitted per non-residential use.

#### **§ 98-11 Signs permitted in the Public Use Zone.**

In addition to the signs that are permitted pursuant to **§98-4 and §98-7**, the following signs shall be permitted in the Public Use Zone:

- A. Wall signs, as needed, determined by the Borough.
- B. Monument signs, as needed, determined by the Borough.
- C. Projecting signs, as needed, determined by the Borough.
- D. Awning signs, as needed, determined by the Borough.
- E. Portable freestanding signs, as needed, determined by the Borough.
- F. Incidental signs, as needed, determined by the Borough.

#### **§ 98-12 Signs permitted in the Commercial-Industrial Zone.**

In addition to the signs that are permitted pursuant to **§98-4 and §98-7**, the following signs shall be permitted in the Commercial-Industrial Zone:

- A. Wall signs, subject to the following limitations:
  - (1) One (1) wall sign shall be permitted per ground-floor business per public street frontage.
  - (2) The following types of wall signs shall be permitted:
    - (a) Internally lit raised letters with concealed ballast.
    - (b) Back-lit raised letters with concealed ballast.

# **BOROUGH OF ROSELLE**



## **ORDINANCE NUMBER 2523-15**

### **AN ORDINANCE REPEALING AND REPLACING CHAPTER 98, TITLED “SIGNS” OF THE REVISED GENERAL ORDINANCES OF THE BOROUGH OF ROSELLE IN ITS ENTIRETY AND AMENDING CERTAIN SECTIONS OF CHAPTER 77 TITLED “LAND USE”**

- (c) Signage board with or without gooseneck lighting.
  - (3) The horizontal dimension of the sign shall not exceed eighty percent (80%) of the width of the building frontage occupied by the use.
  - (4) The maximum sign area shall be 90% of the linear business frontage, with a maximum area of fifty (50) square feet. For example, if the linear business frontage is forty (40) feet, the maximum sign area shall be thirty-six (36) square feet.
  - (5) The top edge of a wall sign shall not be installed more than twenty (20) feet above the sidewalk or ground.
- B. A business may have either a projecting sign **OR** a monument sign. The standards for projecting and monument signs are as follows:
- (1) Projecting signs, subject to the following limitations:
    - (a) There shall be no more than one (1) projecting sign per business per public street frontage.
    - (b) The maximum sign area shall be twelve (12) square feet.
    - (c) The lower edge of a projecting sign shall be at least eight (8) feet above the sidewalk or ground. The highest edge of a projecting sign shall be no more than twenty (20) feet above the sidewalk.
    - (d) Projecting signs shall project a maximum of four (4) feet from the building façade.
  - (2) Monument signs, subject to the following limitations:

# **BOROUGH OF ROSELLE**



## **ORDINANCE NUMBER 2523-15**

### **AN ORDINANCE REPEALING AND REPLACING CHAPTER 98, TITLED “SIGNS” OF THE REVISED GENERAL ORDINANCES OF THE BOROUGH OF ROSELLE IN ITS ENTIRETY AND AMENDING CERTAIN SECTIONS OF CHAPTER 77 TITLED “LAND USE”**

- (a) Properties where the building is set back fifty (50) feet or more from the right-of-way may have a monument sign.
  - (b) One (1) monument sign shall be permitted per parcel.
  - (c) The maximum sign area shall be twenty-four (24) square feet.
  - (d) The maximum sign height, including structure and sign area, shall be five (5) feet above the existing grade.
  - (e) The sign shall be set back at least five (5) feet from all property lines.
- C. Directory signs, subject to the following limitations:
- (1) Where a building has upper story non-residential uses, one (1) directory sign shall be permitted per entrance to said upper story establishment(s).
  - (2) The maximum sign area shall be three (3) square feet.
  - (3) Directory signage shall be located next to the exterior entrance to the upper story establishment(s).
- D. Window signs, subject to the following limitations:
- (1) Permitted ground floor and upper story non-residential uses may have window signs.
  - (2) Window signs shall not exceed twenty percent (20%) of each window's area.
- E. Incidental signs. A maximum of two (2) incidental signs are permitted per non-residential use.

# **BOROUGH OF ROSELLE**



## **ORDINANCE NUMBER 2523-15**

### **AN ORDINANCE REPEALING AND REPLACING CHAPTER 98, TITLED “SIGNS” OF THE REVISED GENERAL ORDINANCES OF THE BOROUGH OF ROSELLE IN ITS ENTIRETY AND AMENDING CERTAIN SECTIONS OF CHAPTER 77 TITLED “LAND USE”**

**§ 98-13 Signs permitted in the Business/Commercial Zone – St. Georges Avenue.**

In addition to the signs that are permitted pursuant to **§98-4 and §98-7**, the following signs shall be permitted on properties with frontage on St. Georges Avenue located within the Business/Commercial Zone:

A. Wall signs, subject to the following limitations:

- (1) One (1) wall sign shall be permitted per business per public street frontage.
- (2) The following types of wall signs shall be permitted:
  - (a) Internally lit raised letters with concealed ballast.
  - (b) Back-lit raised letters with concealed ballast.
  - (c) Signage board with or without gooseneck lighting.
- (3) The horizontal dimension of the sign shall not exceed eighty percent (80%) of the width of the building frontage occupied by the use.
- (4) The maximum sign area shall be 90% of the linear business frontage, with a maximum area of fifty (50) square feet. For example, if the linear business frontage is forty (40) feet, the maximum sign area shall be thirty-six (36) square feet.
- (5) Side or rear wall with business entrance facing a parking area.
  - (a) A side or rear wall with a business entrance facing a parking area is allowed one (1) wall sign not exceeding fifteen (15) square feet.
  - (b) Said side or rear wall sign shall comply with **§98-13A(2)**.
  - (c) A side or rear wall sign facing a residential zone shall not be illuminated past 11PM and shall be screened from view by means of evergreen trees, which are installed at a minimum height of five (5) feet.

# **BOROUGH OF ROSELLE**



## **ORDINANCE NUMBER 2523-15**

### **AN ORDINANCE REPEALING AND REPLACING CHAPTER 98, TITLED “SIGNS” OF THE REVISED GENERAL ORDINANCES OF THE BOROUGH OF ROSELLE IN ITS ENTIRETY AND AMENDING CERTAIN SECTIONS OF CHAPTER 77 TITLED “LAND USE”**

B. A business may have either a pole sign **OR** a monument sign. However, no property shall be permitted to have more than one (1) pole or monument sign per street frontage. The standards for pole and monument signs are as follows:

(1) Monument signs, subject to the following limitations:

- (a) One (1) monument sign shall be permitted per public street frontage. No property shall be permitted to have more than one (1) monument sign per street frontage.
- (b) The sign shall be set back at least ten (10) feet from all property lines.
- (c) The maximum sign area shall be forty (40) square feet.
- (d) The maximum sign height, including structure and sign area, shall be eight (8) feet above existing grade.

(2) Pole signs, subject to the following limitations:

- (e) One (1) pole sign shall be permitted per public street frontage. No property shall be permitted to have more than one (1) pole sign per street frontage.
- (f) The sign shall be set back at least ten (10) feet from all property lines.
- (g) The maximum sign area shall be forty (40) square feet.
- (h) The maximum sign height, including structure and sign area, shall be twenty (20) feet above existing grade.

C. Window signs, subject to the following limitations:

# **BOROUGH OF ROSELLE**



## **ORDINANCE NUMBER 2523-15**

### **AN ORDINANCE REPEALING AND REPLACING CHAPTER 98, TITLED “SIGNS” OF THE REVISED GENERAL ORDINANCES OF THE BOROUGH OF ROSELLE IN ITS ENTIRETY AND AMENDING CERTAIN SECTIONS OF CHAPTER 77 TITLED “LAND USE”**

- (1) Ground floor window signs shall be permitted for non-residential uses.
- (2) Window signs shall not exceed fifteen percent (15%) of each window's area.

D. Directory signs, subject to the following limitations:

- (1) Where a building has upper story non-residential uses, one (1) directory sign shall be permitted per entrance to said upper story establishment(s).
- (2) The maximum sign area shall be three (3) square feet.
- (3) Directory signage shall be located next to the exterior entrance to the upper story establishment(s).

E. Menu board signs, subject to the following limitations:

- (1) Where a drive-through restaurant establishment is conditionally permitted, a maximum of two (2) menu boards shall be permitted.
- (2) One (1) menu board may have a maximum sign area of thirty (30) square feet, while the second menu board may have a maximum sign area of fifteen (15) square feet.
- (3) Menu boards may be internally illuminated, but the board shall not be visible from a public street. Menu boards shall not be illuminated when the restaurant is closed.
- (4) Screening shall be provided between the menu board and any adjacent residential zone. Screening shall include evergreen trees installed at a minimum height of five (5) feet.
- (5) The menu board may contain an intercom system. This system shall not be audible beyond the limits of the property.

# **BOROUGH OF ROSELLE**



## **ORDINANCE NUMBER 2523-15**

### **AN ORDINANCE REPEALING AND REPLACING CHAPTER 98, TITLED “SIGNS” OF THE REVISED GENERAL ORDINANCES OF THE BOROUGH OF ROSELLE IN ITS ENTIRETY AND AMENDING CERTAIN SECTIONS OF CHAPTER 77 TITLED “LAND USE”**

F. Incidental signs. A maximum of one (1) incidental sign is permitted per non-residential use

**§98-14 Signs permitted in the Business/Commercial Zone - all other locations.**

In addition to the signs that are permitted pursuant to **§98-4 and §98-7**, the following signs shall be permitted in the Business/Commercial Zone on properties that **do not** have frontage on St. Georges Avenue and the Mixed-Use Commercial Sub-Zone within the Central Roselle Revitalization Plan:

A. Wall signs, subject to the following limitations:

- (1) One (1) wall sign shall be permitted per non-residential use per public street frontage.
- (2) The following types of wall signs shall be permitted:
  - (a) Internally lit raised letters with concealed ballast.
  - (b) Back-lit raised letters with concealed ballast.
  - (c) Signage board with or without gooseneck lighting.
- (3) The horizontal dimension of the sign shall not exceed eighty percent (80%) of the width of the building frontage occupied by the use.
- (4) The maximum sign area shall be 90% of the linear business frontage, with a maximum area of forty (40) square feet. For example, if the linear business frontage is thirty (30) feet, the maximum sign area shall be twenty-seven (27) square feet.
- (5) The top edge of a wall sign shall not be installed more than fourteen (14) feet above the sidewalk or ground.
- (6) Side or rear wall with business entrance facing a parking area.

# **BOROUGH OF ROSELLE**



## **ORDINANCE NUMBER 2523-15**

### **AN ORDINANCE REPEALING AND REPLACING CHAPTER 98, TITLED “SIGNS” OF THE REVISED GENERAL ORDINANCES OF THE BOROUGH OF ROSELLE IN ITS ENTIRETY AND AMENDING CERTAIN SECTIONS OF CHAPTER 77 TITLED “LAND USE”**

- (a) A side or rear wall with a business entrance facing a parking area is allowed one (1) wall sign not exceeding fifteen (15) square feet.
  - (b) Said side or rear wall sign shall comply with **§98-14 A(2)**.
  - (a) A side or rear wall sign facing a residential zone shall not be illuminated past 11PM and shall be screened from view by means of evergreen trees, which are a installed at a minimum height of five (5) feet.
- B. Monument signs, subject to the following limitations:
- (1) Properties where the building is set back fifty (50) feet or more from the right-of-way may have a monument sign.
  - (2) One (1) monument sign shall be permitted per parcel.
  - (3) The maximum sign area shall be twenty-four (24) square feet.
  - (4) The maximum sign height, including structure and sign area, shall be five (5) feet above the existing grade.
  - (5) The sign shall be set back at least five (5) feet from all property lines.
- C. Awning signs, subject to the following limitations:
- (1) Awning signs are only permitted above ground-level doors and windows.
  - (2) One (1) awning per business shall be permitted to contain lettering on the vertical flap, provided that the letter height on the vertical flap does not exceed eight (8) inches in height.

# **BOROUGH OF ROSELLE**



## **ORDINANCE NUMBER 2523-15**

### **AN ORDINANCE REPEALING AND REPLACING CHAPTER 98, TITLED “SIGNS” OF THE REVISED GENERAL ORDINANCES OF THE BOROUGH OF ROSELLE IN ITS ENTIRETY AND AMENDING CERTAIN SECTIONS OF CHAPTER 77 TITLED “LAND USE”**

- (3) Logos shall be permitted on the diagonal portion of all ground-floor awnings, provided that the logo height does not exceed fifty percent (50%) of the diagonal portion of the awning. The logo shall not exceed twenty-five percent (25%) of the area of the diagonal portion of the awning.

D. Directory signs, subject to the following limitations:

- (1) Where a building has upper story non-residential uses, one (1) directory sign shall be permitted per entrance to said upper story establishment(s).
- (2) The maximum sign area shall be three (3) square feet.
- (3) Directory signage shall be located next to the exterior entrance to the upper story establishment(s).

E. Menu board signs, subject to the following limitations:

- (1) Where a drive-through restaurant establishment is conditionally permitted, a maximum of two (2) menu boards shall be permitted.
- (2) One (1) menu board may have a maximum sign area of thirty (30) square feet, while the second menu board may have a maximum sign area of fifteen (15) square feet.
- (3) Menu boards may be internally illuminated, but the board shall not be visible from a public street. Menu boards shall not be illuminated when the restaurant is closed.
- (4) Screening shall be provided between the menu board and any adjacent residential zone. Screening shall include evergreen trees installed at a minimum height of five (5) feet.
- (5) The menu board may contain an intercom system. This system shall not be audible beyond the limits of the property.

F. Window signs, subject to the following limitations:

# **BOROUGH OF ROSELLE**



## **ORDINANCE NUMBER 2523-15**

### **AN ORDINANCE REPEALING AND REPLACING CHAPTER 98, TITLED “SIGNS” OF THE REVISED GENERAL ORDINANCES OF THE BOROUGH OF ROSELLE IN ITS ENTIRETY AND AMENDING CERTAIN SECTIONS OF CHAPTER 77 TITLED “LAND USE”**

- (1) Permitted ground floor and upper story non-residential uses may have window signs.
- (2) Window signs shall not exceed twenty percent (20%) of each window’s area.

G. Incidental signs. A maximum of one (1) incidental sign is permitted per non-residential use.

#### **§ 98-15 Violations and penalties.**

Any owner, lessee, sign erector, contractor or agent who permits, takes part or assists in any violation of the provisions of this Chapter shall, upon conviction, for each and every violation thereof and for each and every day that such violation thereof continues, be subject to a fine of not more than \$1,000 or be subject to imprisonment in the county jail for a period of ninety (90) days or by a period of community service not exceeding ninety (90) days. The Court may impose all, some or any combination of these sanctions.

#### **§ 77-4 Definitions**

##### **BILLBOARD**

A freestanding sign structure and/or sign which directs attention to and/or provides advertising for a business, commodity, service or entertainment which is conducted, sold or offered at a location other than the premises on which the sign is located. A billboard may also direct attention to and provide information regarding non-commercial and/or non-profit organizations or messages where the non-commercial and/or non-profit organization is not located on the premises on which the sign is located.

#### **§ 77-110 Billboards**

- A. Location.

# **BOROUGH OF ROSELLE**



## **ORDINANCE NUMBER 2523-15**

### **AN ORDINANCE REPEALING AND REPLACING CHAPTER 98, TITLED “SIGNS” OF THE REVISED GENERAL ORDINANCES OF THE BOROUGH OF ROSELLE IN ITS ENTIRETY AND AMENDING CERTAIN SECTIONS OF CHAPTER 77 TITLED “LAND USE”**

- (1) Billboards may be located on parcels within the Business/Commercial Zone that have frontage on Route 27, known as St. George Avenue.
  - (2) Billboards shall be designed so that the advertising surface is visible only from Route 27 and no residential uses to the greatest degree possible.
  - (3) No portion of a billboard shall be more than 200 feet from the property line adjoining Route 27.
  - (4) Only one billboard shall be permitted on any one lot.
  - (5) No portion of a billboard shall be within 1,000 feet of any portion of another billboard or the applicable spacing requirements of the New Jersey State Department of Transportation, whichever is greater.
- B. Bulk requirements.
- (1) Billboards are a principal structure subject to the Business/Commercial Zone bulk requirements and size and design requirements except as provided in subsections **B** and **C**.
  - (2) No portion of a billboard shall be less than 25 feet from any property line.
- C. Size and design.
- (1) A billboard display area shall not exceed 50 feet in height above the existing grade.
  - (2) A billboard display area shall not exceed 672 square feet.
  - (3) No billboard or billboard display area or portion thereof shall rotate, move, produce noise or smoke, give the illusion of movement, display video or other changing imagery, automatically change, or be animated or blinking, nor shall any billboard or

# **BOROUGH OF ROSELLE**



## **ORDINANCE NUMBER 2523-15**

### **AN ORDINANCE REPEALING AND REPLACING CHAPTER 98, TITLED “SIGNS” OF THE REVISED GENERAL ORDINANCES OF THE BOROUGH OF ROSELLE IN ITS ENTIRETY AND AMENDING CERTAIN SECTIONS OF CHAPTER 77 TITLED “LAND USE”**

portion thereof have any electronic, digital, tri-vision or other animated characteristics resulting in an automatically changing depiction.

- (4) A billboard shall contain no more than two billboard display areas. A triangular (three-sided) configuration shall not be permitted. Two-sided billboard with an angle of deflection of no greater than 35 degrees shall be permitted.
- (5) Billboard display areas may be illuminated subject to the following conditions:
  - (a) Illuminating lights shall be arranged so as to direct illumination only towards the billboard display area and to reduce glare.
  - (b) Illuminating lights shall be arranged so that glare shall not be visible from any residential properties at any time of year.
  - (c) Illuminating lights shall be shielded from view of all vehicular traffic.
  - (d) No billboard shall be illuminated by means of intermittent, flashing or blinking lights.
- (6) No billboard or billboard display area be painted with, or composed of, any material of a fluorescent, phosphorescent or holographic material.
- (7) No billboard shall display pornographic or sexually indecent and/or obscene pictures, depictions, or images, whether such images are actual pictures, illustrations, or computer-generated. For the purposes of this section, pornographic or sexually indecent and/or obscene pictures, depictions, or images shall include, but not be limited to, images of unclothed humanoid genitalia, humanoid breasts, humanoid buttocks, and other sexually explicit imagery such as gratuitous humanoid breast cleavage. No billboard shall display obscene, vulgar, or profane words or symbols, which shall include, but not be limited to, words, phrases and symbols that are commonly restricted from public broadcast pursuant to 18 U.S.C. § 1464.

# **BOROUGH OF ROSELLE**



## **ORDINANCE NUMBER 2523-15**

### **AN ORDINANCE REPEALING AND REPLACING CHAPTER 98, TITLED "SIGNS" OF THE REVISED GENERAL ORDINANCES OF THE BOROUGH OF ROSELLE IN ITS ENTIRETY AND AMENDING CERTAIN SECTIONS OF CHAPTER 77 TITLED "LAND USE"**

- (8) No billboard shall display and words or symbols that connotes traffic control commands, including but not limited to "stop" or "danger," or which may be confused as a sign displayed by a public authority.
- (9) No billboard shall be placed on any building or on the roof of any building.
- (10) No billboard shall be erected so as to cause any visual obstruction to traffic or impair traffic control devices.

#### **D. Administration.**

- (1) Any application for the construction of a billboard shall require compliance with the Road Side Sign Control and Outdoor Advertising Act as found at N.J.S.A. 27:5-5, et seq., and such other laws and applicable regulations related to the construction of structures and/or billboards.
- (2) Applications for the construction of a billboard shall comply with the requirements contained within this chapter as to site plan review procedures.

**SECTION II.** If any section, paragraph, subdivision, clause or provision of this Ordinance shall be adjudged invalid, such adjudication shall apply only to the section, paragraph, subdivision, clause or provision so adjudged and the remainder of the Ordinance shall be deemed valid and effective.

**SECTION III.** All ordinances or parts of ordinances inconsistent with or in conflict with this Ordinance are hereby repealed to the extent of such inconsistency.

# **BOROUGH OF ROSELLE**



## **ORDINANCE NUMBER 2523-15**

### **AN ORDINANCE REPEALING AND REPLACING CHAPTER 98, TITLED “SIGNS” OF THE REVISED GENERAL ORDINANCES OF THE BOROUGH OF ROSELLE IN ITS ENTIRETY AND AMENDING CERTAIN SECTIONS OF CHAPTER 77 TITLED “LAND USE”**

**SECTION VI.** This Ordinance shall take effect at the time and in the manner provided by law.

#### **Recorded Vote on Second Reading Ordinance No. 2523-15**

	Motion	Second	Ayes	Nays	Abstain	Absent
Councilman Atkins			x			
Councilwoman Shaw			x			
Councilwoman Staten			x			
Councilman Hayman		x	x			
Councilman Bishop	x		x			
Councilman Aubourg			x			

\_\_\_\_\_ Approved on Second Reading and Final Adoption

\_\_\_\_\_  
Christine Dansereau, Mayor

\_\_\_\_\_  
Date

\_\_\_\_\_  
Lydia Agbejimi  
Deputy Municipal Clerk

\_\_\_\_\_  
Date