

Introduced: May 27, 2020

Adopted: July 13, 2020

THE TOWNSHIP OF SOUTH ORANGE VILLAGE

ORDINANCE #2020-14

AN ORDINANCE AMENDING CHAPTER 185, SECTIONS 185-139, 185-140, 185-141, 185-142 185-147 AND 185-148 WITH RESPECT TO AWNINGS, WINDOW SIGNS AND LIGHTS.

WHEREAS, the Design Review Board has made recommendations with respect to awnings, window signs and lights; and

WHEREAS, the Board of Trustees is desirous of accepting the recommendations of the Design Review Board;

NOW, THEREFORE, be it ordained, by the Board of Trustees of the Township of South Orange Village, a municipal corporation of New Jersey located in Essex County thereof, that:

Section 1.

Chapter 185, Section 185-139 hereby amended by the addition of the following definitions:

AWNING VALANCE- The valance of an awning is the lower vertical hanging edge that can be loose or rigid.

BISTRO LIGHTS- A string of lights that do not blink or show movement. Bulbs shall have a minimum diameter of 1 inch and a minimum spacing of 1 inch between bulbs.

BOX SIGN - A sign that is usually rectangular or square, resembling a "box" and attached to the outside of building or storefront, covered in plastic or PVC sleeve material with graphics applied.

CHANNEL LETTER – BACKLIT/HALO SIGN – A sign with letters mounted away from the wall that projects illumination from the back of the sign to the wall surface, with illumination behind individual letters that creates a halo effect. This includes reverse halo illuminated and double reverse halo illuminated.

CHANNEL LETTER – EDGE LIT – Flush mounted sign with sophisticated visibility and diffused halo lighting that only lights the edge of the letter and not on sign face.

CHANNEL LETTER – INTERNALLY ILLUMINATED - Channel letters that are lit from the inside, allowing the light to shine through the sign face and call the design into clear focus.

INFLATABLE SIGNS- Any inflatable device, whether it bears a message or not.

PERIMETER LIGHTS- Rope lights, track lights, or similar type with any number of bulbs, LEDs, or other light emitters connected with wire in a linear or two-dimensional array, which may be enclosed in plastic or similar covering and used for either illumination or decoration.

STRING LIGHTS- A string of small bulbs, whether blinking or fixed, used to outline building features including but not limited to windows and awnings, used for either illumination or decoration, and supported in any manner.

TRANSOM WINDOW- A window above the lower façade window, and/or a window above a door.

WINDOW GRAPHICS – Any sign made of a material other than paper or cardboard that is visible from the window area, or that is applied or adhered directly to the window glazing or etched into that glazing.

WINDOW SIGN - Any sign that is applied, painted, or affixed to a window, or placed inside a window, within three (3) feet of the glass, facing the outside of the building, and easily seen from the outside. Customary displays of merchandise or objects and material behind a store window are not considered signs unless used as a sign with business name and information.

Section 2.

Chapter 185, Section 185-140 is hereby amended by the addition of subsections 185-140R, 185-140S and 185-140T as follows:

R. Inflatable signs are prohibited.

S. String lights and perimeter lights around signs are prohibited. This shall not prohibit use of string lights for temporary, seasonal decoration.

T. Internally illuminated signs are not permitted.

Section 3.

Chapter 185, Section 185-141A(8) is hereby amended and restated in its entirety as follows:

No sign may consist of more than 6 total colors, including the background color, without the written approval of the Design Review Board or Technical Review Committee. Lettering must give a consistent, legible, and professional appearance.

Chapter 185, Section 185-141B(2) is hereby amended and restated in its entirety as follows:

The light for or from any illuminated sign shall be so shaded, shielded or directed that the light intensity or brightness will not be objectionable to surrounding areas. Where illuminated signs are permitted, internal and external signs, string/bistro lights, and façade lighting shall not exceed 2,700•K and/or will provide warm/yellow light. White, blue, and colored light is prohibited.

Chapter 185, Section 185-141B(7) is hereby amended and restated in its entirety as follows:

Internal illumination of signs is permitted only through lettering cut-outs on an opaque background or edge lit channel letters for the business name, and may not illuminate the background area or face of the signs themselves. This does not permit internally illuminated channel letters.

Section 4.

Chapter 185, Section 185-142A is hereby amended and restated in its entirety as follows:

Permitted signs include wall signs, ground signs, projecting signs, awning and canopy signs, window signs and marquee signs. Directories and community bulletin boards shall also be permitted. Wall signs, awnings and canopy signs, and projecting signs are limited to no more than the following information: name, logo, and/or principal product offered, subject to provisions herein. Ground signs and window signs may also contain phone number and/or address.

Section 5.

Chapter 185, Section 185-142B(1)(c) is hereby amended and restated in its entirety as follows:

All wall signs mounted on a sign board must have a finished edge.

Section 6.

Chapter 185, Section 185-142B(3)(g) is hereby amended and restated in its entirety as follows:

Projecting/Blade Signs shall be of high-quality, durable materials.

Section 7.

Chapter 185, Section 185-142B(4)(a) is hereby amended and restated in its entirety as follows:

Permanent window graphics may not occupy more than 25% of each storefront's windows. This 25% maximum window coverage restriction also applies to windows located on doors. Storefronts must maintain a minimum of 75% transparency on all glass windows. The area of the window sign(s) is measured as the smallest rectangle encompassing all graphics, up to two rectangle areas around graphics, and will be counted as part of the total wall signage area allowed for the business.

Section 8.

Chapter 185, Section 185-142B(4) is hereby amended by the addition of subsection 185-142B(4)(c) as follows:

Transom window signage is allowed if it is used as the sign band of a building. Transom window signage is limited to business name in individual letters and/or a logo or graphic and/or window border. Window transom signage can have no background color or background fill. Transom

signage can be up to 75% of the square footage of the transom window. Area of transom signage shall count towards total permitted wall signage.

Section 9.

Chapter 185, Section 185-142B(6) is hereby amended and restated in its entirety as follows:

(6) Restrictions governing awning and canopy signs:

- (a) Awnings used in combination with a permanent wall sign cannot have lettering or graphics on the sloped portion of the awning.
- (b) Awnings used without a permanent wall signs above may have lettering specific to business name and/or principal product offered or graphics applied to the sloped portion of the awning. Lettering or graphics are not to exceed 25% of the area of the sloped portion of the awning. Lettering and logo height is limited to maximum of 24". Sign area may be measured with two shapes incorporating the text or logos if two sizes of lettering are used. The awning can have a valance or be without a valance. If text and/or logos are located on the sloped portion, the only permitted text on the awning valance is limited to the address number.
- (c) Lettering or logo placed on the valance is limited to maximum of 10" and no more than 50% of valance. Sign area may be measured with two shapes incorporating the text or logos if two sizes of lettering are used.
- (d) The combined area of signage placed on an awning or canopy in excess of five square feet must be counted in the total area allowed for the wall signage for that building.
- (e) Any change to an existing awning or canopy, including a change of color or lettering, shall require a permit.
- (f) Awnings that have text or graphics/logo only on the valance, can state address numbers and/or business name, and/or principle product/service or business slogan.
- (g) Sign area is measured as the smallest area (measured as the smallest rectangle) incorporating all graphics unless otherwise discussed herein.
- (h) No awnings may project more than 4' from the building into the right-of-way and/or over a public sidewalk.
- (i) Awnings and canopy signs must comply with the additional provisions of Section 185-148B10.

Section 10.

Chapter 185, Section 185-147 is hereby amended and restated in its entirety:

185-147 Nonconforming Signs, Awnings, Canopies And Marquees

A. A nonconforming sign, awning, canopy or marquee may remain in existence so long as the business or residence uses which it announces are conducted by the same person or corporation under the same name, at the location. If the user of the sign, awning, canopy or marquee ceases to operate the business or seeks to change the sign, awning, canopy or marquee, no permit for such change shall be given unless the sign, awning, canopy or marquee is brought into conformity with the then-existing requirements of this Code.

B. Any nonconforming sign, awning, canopy or marquee must always comply with all applicable provisions of the Uniform Construction Code 143 and with the existing applicable provisions of the Property Maintenance Code¹⁴⁴ of South Orange Village and with all the provisions of this article pertaining to proper and safe maintenance, operation and abandonment procedures.

C. Upon abandonment or destruction of a nonconforming sign, awning, canopy or marquee by the existing owner or lessee, the sign, awning, canopy or marquee must be removed within 60 days.

Section 11.

Chapter 185, Section 185-148B(10)(a) is hereby amended and reinstated in its entirety:

Shall be attached to the same building must be the same shape and color or in complementary colors and be hung the same elevation from the sidewalk, have the same projection from the building, and contain the same valence height.

Chapter 185, Section 185-148B(10) is hereby amended by the addition of subsection 148B(10)(e) as follows:

Commercial quality bistro lights may be hung to outline the bottom edge of an awning to provide additional light all year round.

Section 12.

Repealed.

All ordinances or parts of ordinances inconsistent with the provisions of this ordinance are hereby repealed to the extent of such inconsistency.

Section 13.

This ordinance shall take effect after referral to the Planning Board pursuant to N.J.S.A. 40:55D-64, notice and a hearing pursuant to N.J.S.A. 40:55D-62.1, and upon final passage and publication as required by law.

Section 14.

On passage this ordinance shall be codified.

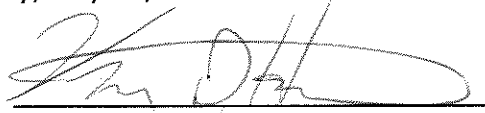
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Introduction – First Reading

Trustee Member	Motion	Second	Ayes	Nays	Abstain	Absent
Clarke		X	X			
Coallier			X			
Hartshorn Hilton			X			
Jones			X			
Schnall			X			
Zuckerman	X		X			

CERTIFICATION

I, Kevin D. Harris, Village Clerk of the Township of South Orange Village, County of Essex, State of New Jersey, do hereby certify that this Ordinance was introduced on first reading by the Board of Trustees at their regular meeting held on Wednesday, May 27, 2020.



Kevin D. Harris
Village Clerk

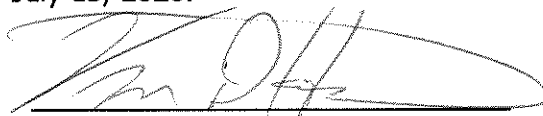
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Adoption – Second Reading

Trustee Member	Motion	Second	Ayes	Nays	Abstain	Absent
Clarke		X	X			
Coallier			X			
Hartshorn Hilton			X			
Jones			X			
Schnall			X			
Zuckerman	X		X			

CERTIFICATION

I, Kevin D. Harris, Village Clerk of the Township of South Orange Village, County of Essex, State of New Jersey, do hereby certify that this Ordinance was adopted on second reading by the Board of Trustees at their regular meeting held on Monday July 13, 2020.



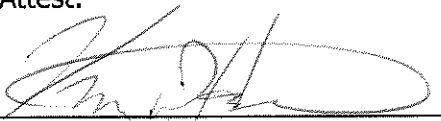
Kevin D. Harris
Village Clerk

Adopted:



Sheena C. Collum, Village President

Attest:



Kevin D. Harris, Village Clerk