

**ORDINANCE NO. 4-2024**

**AN ORDINANCE OF THE TOWNSHIP COMMITTEE OF THE TOWNSHIP OF HANOVER AMENDING CHAPTER 166, LAND USE AND DEVELOPMENT, OF THE CODE OF THE TOWNSHIP OF HANOVER TO AMEND SECTION 166-58, *FILING PROCEDURES; DEVELOPMENTS EXEMPT FROM REVIEW*, IN ARTICLE IX, *FILING AND REVIEW PROCEDURES*, AND SECTIONS 166-139, *REQUIRED PERMITS AND APPROVALS*, 166-141, *REGULATIONS APPLICABLE IN ALL ZONES*, AND 166-147, *O-S, OB-RL, OB-DS, I, I-2, I-B2, I-P AND I-4 ZONE DISTRICTS*, IN ARTICLE XX, *SIGNS***

**WHEREAS**, Chapter 166, *Land Use and Development*, contains the Township's zoning regulations, which include various sign regulations; and

**WHEREAS**, the Township Committee desires to amend the sign regulations in the industrial and office zone districts to make the regulations less restrictive, more flexible, and less procedurally burdensome; and

**WHEREAS**, such amendments will better recognize the changing character of these zone districts resulting from the shift from traditional industrial and office development to a greater mixture of uses and multi-tenant buildings; and

**WHEREAS**, such amendments will promote the public welfare by providing for better identification of the various uses present at sites and in buildings in these zone districts; and

**WHEREAS**, such amendments will encourage coordination of the various public and private procedures and activities shaping land development with a view of lessening the cost of such development and promoting more efficient use of land;

**NOW, THEREFORE, BE IT ORDAINED** by Township Committee of the Township of Hanover, in the County of Morris and State of New Jersey as follows:

**Section 1.** Paragraph (5) in Subsection D of Section 166-58, *Filing procedures; developments exempt from review*, in Article IX, *Filing and Review Procedures*, is hereby amended to read as follows:

- (5) Signs, other than permanent freestanding principal signs, unless such freestanding signs are exempted from the requirement to obtain site plan

approval or are permitted to obtain site plan exemption by this Chapter or other applicable law.

**Section 2.** Paragraph (1)(b) in Subsection E of Section 166-58, *Filing procedures; developments exempt from review*, in Article IX, *Filing and Review Procedures*, is hereby amended to read as follows:

- (b) The development shall not include any of the following, which shall be required to obtain site plan approval:
  - [1] New principal buildings or additions to principal buildings.
  - [2] Improvements that require conditional use approval.
  - [3] Freestanding principal signs, unless such signs are exempted from the requirement to obtain site plan approval or are permitted to obtain site plan exemption by this Chapter or other applicable law.
  - [4] Developments that do not fully comply with all applicable conditions of prior approvals for the property.
  - [5] Developments on properties with outstanding health, fire, or building code, zoning, or traffic safety violations.
  - [6] Developments that in the opinion of the Site Plan Exemption Committee may be harmful to the public health, safety and welfare, or when in the opinion of the Site Plan Exemption Committee the development raises issues or questions of sufficient importance that should be subject to full Planning Board review.

**Section 3.** Section 166-139, *Required permits and approvals*, in Article XX, *Signs*, is hereby amended to read as follows:

**§ 166-139. Required permits and approvals.**

No sign shall be constructed or displayed unless a permit shall have first been obtained from the Zoning Officer, unless specifically exempted by this chapter. Prior to the issuance of such permits, freestanding principal signs shall obtain site plan approval unless exempted by this Chapter or other applicable law.

**Section 4.** Subsection E in Section 166-141, *Regulations applicable in all zones*, in Article XX, *Signs*, is hereby amended to read as follows:

- E. Freestanding signs necessary for directional or safety purposes on the property are permitted in addition to the other signs permitted in the respective zone districts, subject to the following requirements:
  - (1) Standard traffic control signs. Standardized signs for traffic control and direction, including but not limited to "stop," "yield," "one-way," "do not enter" signs, shall comply with the standards set forth in

the Manual on Uniform Traffic Control Devices, as approved by the Township Engineer.

- (2) Directional signs. Directional signs are distinguished from directory signs, such as regulated by § 166-147C, and from other signs of a similar nature specifically regulated by this chapter or other applicable law, such as loading bay signs regulated by § 166-147E. Directional signs shall be defined as signs that direct travelers to various buildings, driveways, parking or loading or other areas, or which provide information concerning the use of or restrictions for such areas, and not to advertise site uses, products or services to the traveling public. Directional signs shall be subject to the following requirements:
  - (a) Maximum quantity. The quantity of such signs shall be the minimum necessary to provide reasonable direction to site users, as determined by the reviewing agency.
  - (b) Content. Sign content containing the name and/or logo of any business, tenant, owner, or development shall not exceed three square feet.
  - (c) Location. Directional signs shall be located where they will not interfere with reasonable sight distance for vehicles and pedestrians, with pedestrian or vehicular travel, with utilities and with other site improvements.
  - (d) Maximum area. Except as provided otherwise for large nonresidential developments in Subsection E(3) below, directional signs shall be limited to a maximum area of six square feet.
  - (e) Maximum height. Freestanding directional signs shall be limited to a maximum height of eight feet. The height of building-mounted directional signs shall be subject to the same height restrictions as other wall signs on the property.
- (3) Directional signs for large nonresidential projects. Notwithstanding the provisions of Subsection E(2) above, directional signs for large nonresidential developments having a gross floor area of at least 250,000 square feet on tracts at least 50 acres in area shall be subject to the following requirements:
  - (a) The quantity, content, height, and location of such signs shall be as required in Subsection E(2) above.
  - (b) Maximum area. Directional signs shall be limited to a maximum area of 30 square feet.

**Section 5.** The title of Section 166-147, *O-S, OB-RL, OB-DS, I, I-2, I-B2, I-P and I-4 Zone Districts*, in Article XX, *Signs*, is hereby amended to read as follows:

**§ 166-147. O-S, OB-RL, OB-DS, I, I-2, I-B2, I-P, I-P2, I-4, I-5, and I-7 Zone Districts.**

**Section 6.** Subsections B, C, D, and E of Section 166-147, *O-S, OB-RL, OB-DS, I, I-2, I-B2, I-P and I-4 Zone Districts*, in Article XX, *Signs*, are hereby amended to read as follows:

B. Principal identification signs. Principal identification signs are signs identifying the name of the business establishment or development on the property, and/or the nature, logo, trademark, or other identifying symbol of said establishment or development, and/or the street address of the property, as permitted and regulated herein. Such signs shall be required to obtain site plan approval or, in the circumstances described in §166-58D and E, site plan exemption, and shall be subject to the following requirements:

(1) Maximum quantity.

(a) Properties with less than 100,000 square feet of gross floor area: One building-mounted principal sign shall be permitted for each business establishment in a building. In addition, one freestanding sign shall be permitted for each lot if the requirement of paragraph B(2) below is complied with.

(b) Properties with at least 100,000 square feet of gross floor area:

[1] Two wall signs for each wall facing a public street, on up to two walls (maximum four total wall signs), plus one wall sign indicating the street address of the property, shall be permitted.

[2] One freestanding sign for each driveway providing access to a public street, but not more than two freestanding signs, shall be permitted. Such signs are not required to be located at the driveway entrance.

(2) Permitted types. Principal identification signs may be attached to the wall, permanent canopy, or marquee constructed as an integral part of the building. A principal identification sign may be freestanding only if the subject property has at least 100 feet of frontage on a public street. Freestanding principal signs shall obtain site plan approval or site plan exemption in accordance with the procedures in Article IX of this chapter.

- (3) Content. The content of principal signs shall be limited to information identifying the name of the overall development, the individual business establishment(s) on the property, and/or the nature, logo, trademark, or other identifying symbol of said development or establishment(s), and/or the street address(es) of the property.
- (4) Maximum area.
  - (a) The area of principal identification signs mounted on the building wall shall not exceed 5% of the area of the exterior wall upon which they are mounted or 75 square feet, whichever is less. For purposes of administering this requirement, the area of the wall shall be limited to that which encloses the space occupied by the business and shall include all portions of the building elevation located between the ground and the roof soffit or top of the parapet, as applicable, including doors, windows and any projecting or recessed elements.
  - (b) The area of freestanding principal identification signs shall not exceed 100 square feet.
- (5) Maximum height.
  - (a) The height of principal identification signs mounted on the building wall, canopy, or marquee shall not exceed the height of the wall, canopy, or marquee upon which the sign is mounted.
  - (b) The height of freestanding principal identification signs shall not exceed 12 feet.
- (6) Maximum dimensions.
  - (a) For building-mounted principal identification signs, the vertical dimension shall not exceed three feet. The horizontal dimension shall not exceed 50% of the horizontal dimension of the building wall upon which the sign is mounted or 25 feet, whichever is less. For purposes of administering this requirement, the building wall shall be limited to that portion of the wall which encloses the space occupied by the business, and the horizontal dimension of the wall shall include all portions of the building elevation, including projecting or recessed elements.
  - (b) For freestanding principal identification signs, the vertical dimension shall not exceed 12 feet.
- (7) Minimum setback. Freestanding principal identification signs shall be located at least 10 feet from any front lot line. Such signs shall

not obstruct sight lines needed for reasonable safety for vehicles or pedestrians at intersections of streets, driveways and walkways.

- (8) Maximum projection. Building-mounted principal identification signs shall be mounted parallel to the face of the wall, canopy or marquee to which they are attached, and shall not extend further than 12 inches from the face of such wall, canopy or marquee.

C. Directory signs. Directory signs are signs listing the businesses within a building or group of buildings. Directory signs are permitted only when a building or buildings are occupied by multiple business establishments, in addition to the permitted principal identification sign for the property, and are subject to the following requirements:

- (1) Maximum quantity. One directory sign shall be permitted; provided, however, that the reviewing agency may permit additional signs without the need for a variance if the applicant demonstrates that additional signs are necessary to provide adequate identification of site businesses.
- (2) Permitted type. Directory signs may be attached to the wall of the building or may be freestanding.
- (3) Maximum area. The area of directory signs shall not exceed 30 square feet.
- (4) Maximum height. The height of directory signs shall not exceed eight feet.
- (5) Maximum dimensions. The vertical dimension of individual tenant signs on the directory sign shall not exceed six inches. The horizontal dimension of individual tenant signs on the directory sign shall not exceed four feet. The overall dimensions of the directory sign shall be as approved by the reviewing agency, considering the number and arrangement of tenant signs.
- (6) Minimum setback from front lot line. The minimum setback of directory signs from the front lot line or any road widening easement along the front line shall be 40 feet.
- (7) Maximum projection. Building-mounted directory signs shall be mounted parallel to the face of the wall, canopy or marquee to which they are attached, and shall not extend further than 12 inches from the face of such wall, canopy or marquee.

D. Tenant entrance signs on multiple business sites. When multiple buildings are developed on a site or when a building is occupied by multiple businesses, signs identifying the building entrances for each business shall be permitted in addition to the permitted principal identification signs for the property and businesses, subject to the following requirements:

- (1) Maximum quantity. One sign shall be permitted for each entrance.
- (2) Permitted type and location. Such signs shall be mounted on the building wall, in close proximity to the entrance, or on a canopy above the entrance.
- (3) Maximum area. The area of such signs shall not exceed 10 square feet.
- (4) Maximum dimensions. The vertical dimension shall not exceed two feet. The horizontal dimension shall not exceed eight feet.
- (5) Design. The design of such signs shall be as approved by the reviewing agency, considering the design of the building and the location of the signs.

E. Loading bay signs on multiple business sites. When multiple buildings are developed on a site or when a building is occupied by multiple businesses, signs identifying the loading bays for each business shall be permitted in addition to the permitted principal identification sign for the property, subject to the following requirements:

- (1) Maximum quantity. One sign shall be permitted for each loading bay.
- (2) Permitted type and location. Such signs shall be mounted on the building wall, in close proximity to the loading bay, or on a canopy above the loading bay.
- (3) Maximum area. The area of each sign shall not exceed six square feet.
- (4) Sign dimensions. The dimensions of each sign shall be as approved by the reviewing agency, taking into account the nature, location and design of the signs.
- (5) Design. The design of such signs shall be as approved by the reviewing agency, taking into account the design of the building and the location of the signs.

**Section 7.** If any article, section, subsection, sentence, clause or phrase of this Ordinance is, for any reason, held to be unconstitutional or invalid, such decision shall not affect the remaining portions of this Ordinance and they shall remain in full force and effect.

**Section 8.** In the event of any inconsistencies between the provisions of this Ordinance and any prior ordinance of the Township of Hanover, the provisions hereof shall be determined to govern. All other parts, portions and provisions of the Revised General Ordinances of the Township of Hanover are hereby ratified and confirmed, except where inconsistent with the terms hereof.

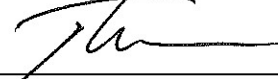
**Section 9.** The Township Clerk is hereby directed to give notice at least ten days prior to hearing on the adoption of this Ordinance to the County Planning Board and to all other persons entitled thereto pursuant to N.J.S.A. 40:55D-15 and N.J.S.A. 40:55D-63. Upon the adoption of this Ordinance after public hearing thereon, the Township Clerk is further directed to publish notice of the passage thereof and to file a copy of the Ordinance as finally adopted with the Morris County Planning Board as required by N.J.S.A. 40:55D-16. The Clerk shall also forthwith transmit a copy of this Ordinance after final passage to the Township Tax Assessor as required by N.J.S.A. 40:49-2.1.

**Section 10.** This ordinance shall take effect upon publication and in accordance with the law.

TOWNSHIP COMMITTEE  
TOWNSHIP OF HANOVER  
COUNTY OF MORRIS  
STATE OF NEW JERSEY

ATTEST:

  
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Krista M. DiGiorgio, Township Clerk

  
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Thomas "Ace" Gallagher, Mayor

DATE OF INTRODUCTION: February 8, 2024  
DATE OF ADOPTION: March 14, 2024

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CERTIFICATION

I, Krista M. DiGiorgio, Township Clerk of the Township of Hanover, County of Morris and State of New Jersey, do hereby certify the foregoing to be a true copy of an Ordinance adopted by the Township Committee of said Township on the 14<sup>th</sup> day of March, 2024 at a meeting duly convened, of said Body.

  
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Krista M. DiGiorgio, Township Clerk

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