ORDINANCE NO. 24-2087 BOROUGH OF HIGHLAND PARK COUNTY OF MIDDLESEX

AN ORDINANCE BY THE BOROUGH OF HIGHLAND PARK, MIDDLESEX COUNTY, NEW JERSEY AMENDING CHAPTER 230, LAND DEVELOPMENT CONCERNING SIGNAGE REGULATIONS AND OTHER DESIGN STANDARDS

BE IT ORDAINED by the Borough Council of the Borough of Highland Park that the following amendments to Chapter 230 are hereby enacted (<u>underlined</u> material is new and is added; <u>strikethrough</u> material is deleted):

SECTION 1. Section 230-3 of the "Code of the Borough of Highland Park" concerning definitions is hereby amended as follows:

§ 230-3 Definitions.

As used in this chapter, the following terms shall have the meanings indicated:

MURAL

A painted image or design on a fence, wall, retaining wall, building, or ground surface, which may or may not include a sign. Only that portion of the mural containing a sign shall be regulated as a sign.

SIGN

Any device, display, structure, or part thereof that displays or includes any letters, numbers, symbols, other characters, logos, graphics, or images used as or which is in the nature of communicating a message.

SIGNABLE AREA

The area or areas on a commercial building facade where signs may be placed without disrupting facade composition. The signable area will often include panels at the top of show windows, transoms over storefront doors and windows, signboards on fascias, and areas between the top of the storefront and the sills of second-story windows.

SIGN, AWNING

A sign that is painted on or applied to an awning.

SIGN, BILLBOARD

A sign which directs attention to a business, commodity, service, or entertainment conducted, sold, or offered at a location other than the premises on which the sign is located.

SIGN, DIRECTIONAL

A sign which provides directional messages, principally for bicycle, pedestrian, or vehicular traffic, such as but not limited to "one-way," "entrance" and "exit."

SIGN, DIRECTORY

A sign which provides a listing of multiple businesses or occupants of a building on the premises on which the sign is located.

SIGN, FREESTANDING

Any non-movable sign that is not affixed to a building.

SIGN, ILLUMINATED

A sign that is lighted by or exposed to artificial lighting by lights on or in the sign or directed toward the sign.

SIGN, SANDWICH BOARD

A sign that is placed on the ground, consisting of two (2) sign faces placed together at an angle to form an "A" shape structure which tapers from a wide base to a narrow top.

SIGN, BLADE

A sign that is affixed to the exterior wall of a building, projecting at a 90-degree angle.

SIGN, ROOF

A sign that is mounted on the roof of a building or which is wholly dependent upon a building for support and which projects above the point of a building with a flat roof, the eave line of a building with a gambrel, gable, or hip roof, or the deckline of a building with a mansard roof.

SIGN, WALL-MOUNTED

A sign that is attached to, displayed on, or painted on an exterior wall of a building.

SIGN, WINDOW

A sign that is applied, attached, or painted on the exterior or interior of a window or located within three (3) feet of the glass such that it can be seen from the exterior of the structure through a window.

SECTION 2. Section 230-115 of the "Code of the Borough of Highland Park" concerning general signage regulations is hereby amended as follows:

§ 230-115 Signage.

- A. Purpose and intent. Signs perform an important function in identifying and promoting properties, residences, businesses, services, events, and other matters of interest to the public. The purpose and intent of this section is to regulate the use of signs so that they are appropriate for their respective uses, in keeping with the appearance of the affected property and surrounding environment, and to preserve the aesthetic character of the Borough. These standards are designed to protect and promote the public health, safety, morals, and general welfare by:
 - (1) Providing clear and uniform standards controlling the type, number, and physical dimensions of signs, and establishing reasonable limits on the time, place, and manner of sign display.
 - (2) Preventing the disruptions, obstructions, and hazards to pedestrian and vehicular traffic that signs may cause.
 - (3) Avoiding excessive conflicts from large or multiple signs to minimize clutter, unsightliness, and confusion.
 - (4) Establishing a clear and flexible permitting process for the review and approval of signs.
- B. Applicability and permits.
 - (1) Applicability. Any sign erected, altered, or maintained after the effective date of this section shall conform to the standards contained herein.
 - (2) Zoning permits.
 - (a) It shall be unlawful for any person to erect or maintain within the Borough of Highland Park any permanent sign without a zoning permit issued by the Zoning Official and a construction permit has been issued by the Construction Code Official, where applicable, except that zoning permits shall not be required for signs for single- and two-family dwellings, temporary signs, and exempt signs as provided for herein, and provided that all applicable standards of this section are complied with.
 - (b) Application for a zoning permit involving a sign shall contain the following:

- [1] Name, address, telephone number and email address of the applicant.
- [2] Name, address, telephone number and email address of the property owner.
- [3] The relationship between the applicant and the property owner and the written consent of the property owner.
- [4] Name, address, telephone number and email address of the person erecting the sign.
- [5] Location of property upon which sign is to be erected.
- [6] Position of the proposed sign on the property or building.
- [7] Sketch or photograph of the existing property or building, and adjacent properties or buildings.
- [8] Sketch or rendering of the proposed sign, indicating size, color, material used and lighting (if any), drawn to scale.
- [9] Further information as the Zoning Official shall require showing compliance with this section and all other applicable laws and ordinances.
- (3) Site plan applications. If any sign is included in a site plan or subdivision application, the zoning permit shall be issued by the Zoning Official and the construction permit shall be issued by the Construction Official, where applicable, following approval by the Planning Board or Board of Adjustment.
- (4) Site plan exemptions. If any sign requires a minor deviation from this section, such sign may be exempt from obtaining site plan approval at the determination of the Zoning Official, limited to any one or a combination of the following: (1) adding one (1) additional sign in addition to the maximum number of signs permitted; (2) any sign with an area that is no greater than 25% greater than the maximum permitted area of sign; (3) any sign with a height that is no greater than 25% greater than the maximum permitted height of sign; (4) any sign with a width that is no greater than 25% greater than the maximum permitted width of sign; or (5) any sign with an individual letter, height, number of other characters or images that is no greater than 25% greater than the maximum permitted height of individual letters, numbers, symbols, other characters, logos, graphics, or images. The process by which an exemption is applied for shall be as follows:
 - (a) An applicant may request an exemption upon submission of a completed zoning permit including the information pursuant to §230-115.B.(2)(b) and a statement setting forth reasons for the exemption.
 - (b) The Zoning Official may approve the exemption request after consultation with the Chairperson of the Planning Board and a representative of Main Street Highland Park and after the application has been reviewed by the Borough Planner to verify and confirm that all other aspects of the application conform to applicable design standards.
 - (c) The Zoning Official shall act on the exemption request within 10 business days upon receipt of a complete permit and statement.

- (d) In the case where the exemption is denied, such minor deviations shall be subject to minor site plan review.
- (e) All other deviations from this section shall be subject to minor site plan review.
- (5) Expiration of zoning permit. If the work authorized under the zoning permit has not been completed within one (1) year from the date of issuance, the zoning permit shall become null and void.

C. General provisions.

- (1) Maintenance.
 - (a) Any sign, together with all supporting and decorative elements, shall be maintained in good repair, including cleaning, painting, replacing of defective parts and otherwise maintaining a presentable condition.
 - (b) The area surrounding freestanding signs shall be kept neat, clean, and landscaped. The property owner shall be responsible for maintaining the condition of the area upon which it is located.
 - (c) If the Zoning Official or Construction Official shall find that any sign or part thereof is in a state of disrepair or has become dilapidated, the Zoning Official or Construction Official shall give written notice to the owner of the sign and the property owner to correct the conditions within 20 calendar days from the date of the mailing of the notice. If the sign is not brought back to a presentable condition, or if the applicant does not file an appeal, within the time provided, such shall constitute a violation of this section.
 - (d) If the Zoning Official or Construction Official shall find that any sign or part thereof is insecure or unsafe, the Zoning Official or Construction Official shall give written notice to the owner of the sign and the property owner to correct the conditions within 48 hours from the date of the mailing of the notice. If the sign is not repaired or removed within the time provided, such shall constitute a violation of this section, and the Zoning Official or Construction Official shall be permitted to cause the removal, transportation and storage of said sign, at the expense of the property owner upon which it is located.
 - (e) In the event that any sign is removed by or at the direction of the Zoning Official or Construction Official as hereby provided for, the Zoning Official or Construction Official shall certify the cost of removal, transportation, and storage to the Borough Council. The Borough Council by resolution shall cause the cost as indicated by said certificate to be charged against said lands. The amount so charged shall forthwith become a lien upon said lands, the same to bear interest at the same rate as taxes and shall be collected in the same manner as taxes.
- (2) Replacements or alterations. If any sign is altered, except for any change in the message on the sign for an existing business or for the purposes of customary maintenance and/or repairs, the sign shall thereafter conform to the standards contained herein.
- (3) Non-conforming signs. Any lawfully non-conforming sign may be relettered or repaired. However, non-conforming signs shall not be rebuilt, enlarged, changed, or altered in size, location, or appearance unless such

- sign is made to conform to the standards contained herein. Any such change shall require a zoning permit.
- D. Design standards and guidelines. The standards and guidelines contained herein shall be applicable to any project subject to site plan or subdivision review, site plan exemptions, and zoning permits.
 - (1) Signs shall be located at or near the public entrance of a building.
 - (2) Signs affixed to the exterior of a building shall be architecturally compatible with the style, composition, materials, colors, and details of the building, as well as with other signs used on the building or its vicinity.
 - (3) Signs shall fit within the existing facade features, shall be confined to signable areas, shall be mounted so that the method of installation is concealed, and shall not interfere with door and window openings, conceal architectural details, or obscure the composition of the facade where they are located.
 - (4) Whenever possible, signs located on multiple storefronts within the same building shall be placed at the same height, in order to create a unified sign band.
 - (5) Whenever possible, signs located on multiple buildings within the same block face shall be placed at the same height, in order to create a unified sign band.
 - (6) In the case of older buildings, signs shall be placed on a facade only in an historically appropriate fashion. Signs applied to masonry surfaces should be mechanically fastened to mortar joints only, and not directly into masonry surfaces. Drilling to provide electrical service should also follow the same rule.
 - (7) In the case of converted residences, signs shall be placed next to the main entrance or above the window, below any stoop or porch roof structure, or below any added mansard or pent roof structure between the first and second floors.
 - (8) The preferred materials for signs shall be wood, metal, and masonry. Signs using wood shall use only high-quality exterior grade wood with suitable grade finishes.
 - (9) The preferred materials for applied letters shall be wood, painted cast metal, and anodized aluminum.
 - (10) Sign colors shall be limited in number and shall be compatible with the colors of the building façade and of nearby signs. A dull or matte finish is recommended, for it reduces glare and can enhance legibility.
- E. Computation of sign area. For purposes of this section, the size of any sign shall be computed as follows:
 - (1) The size of any sign shall be computed by determining the total area of any signboard, sign face, or sign background at its largest horizontal and vertical dimensions, not including any supporting and decorative elements incidental to the display itself.
 - (2) Where any sign is mounted, affixed, applied, or painted directly on a wall, window, awning, or other surface without a defined sign area, the size of such sign shall be computed by determining the total area as measured by the largest horizontal and vertical dimensions of the related group of letters, numbers, symbols, other characters, logos, graphics, or images.

- (4) Any sign having two (2) sign faces shall have a total area consisting of the area of only one (1) side of the sign, but both sides may be used, and shall be considered as one (1) sign.
- (4) In the case of any sign, other than a sandwich board sign, having two (2) sign faces with an interior angle of 15 degrees or greater, such sign shall be considered as two (2) separate signs.
- F. Proportion of sign content. Where letters, numbers, symbols, other characters, logos, graphics, or images are mounted, affixed, applied, or painted directly onto a signboard, the area of the related group of letters, numbers, symbols other characters, logos, graphics, or images shall not fill more than 80% of the total area of the signboard.
- G. Illumination of signs. For purposes of this section, the illumination of signs shall be regulated as follows:
 - (1) External illumination.
 - (a) Signs that are externally illuminated by spotlights shall be permitted, provided that the light source is diffused, shielded, projected primarily on the sign, and not directly visible from the street. Such lighting may include but is not limited to ground-mounted spotlights for freestanding signs, gooseneck-type light fixtures for wall-mounted or awning signs, or bracketed light fixtures for blade signs.
 - (2) Internal illumination.
 - (a) Box-type or cabinet signs that are internally illuminated shall be permitted, provided that the lighting only illuminates the translucent letters, numbers, symbols, other characters, logos, graphics, or images on an opaque background. Such signs may also be backlit, provided that the light source is directed to the surface upon which it is affixed and is not directly visible.
 - (b) Box-type or cabinet signs that are internally illuminated with a translucent background shall not be permitted.
 - (c) Signs with individually fabricated and mounted front-lit channel letters, numbers, symbols, other characters, logos, graphics, or images shall be permitted, provided that the light source is not directly visible. In the case where such channel letters are affixed to a raceway or wireway, such raceway or wireway shall be the same color as the surface upon which it is affixed.
 - (d) Signs with individually fabricated and mounted back-lit channel letters, numbers, symbols, other characters, logos, graphics, or images shall be permitted, provided that the light source is directed to the surface upon which it is affixed and is not directly visible. In the case where such channel letters are affixed to a raceway, such raceway shall be the same color as the surface upon which it is affixed.
 - (e) LED, neon, or similar signs placed inside a window or display case shall be permitted, provided that the light source is not directly visible from the exterior.
 - (f) Electronic message center (EMC), digital, video display, or similar signs placed inside a window or display case shall be permitted.

- (g) LED, neon, or string lighting placed inside the perimeter of a window or display case shall be permitted, provided that the light source is not directly visible from the exterior.
- H. Permitted residential development signs.
 - (1) Multi-family dwellings in the MFAH district.
 - (a) A maximum of one (1) freestanding sign shall be permitted on the property, provided that the sign does not exceed 24 square feet in area. Such sign shall be provided with a monument-style base with planter area. No such sign shall be internally illuminated. In the case where external illumination is utilized, such illumination shall be directed downward (or shielded to minimize upward light pollution) and projected primarily on the sign.
 - (b) Any permitted freestanding sign shall be located no closer than 10 feet and no greater than 60 feet from the South Sixth Street public right-of-way.
 - (2) Garden apartments, townhouses, mid-rise residential structures, and planned unit residential developments in the RM-G, RM-T, RM-M, and RMT-W districts.
 - (a) A maximum of one (1) freestanding sign shall be permitted on the property, provided that the sign does not exceed 24 square feet in area, does not exceed a height of seven (7) feet from grade, and does not exceed eight (8) feet in width. Such sign shall be provided with a monument-style base with planter area. No such sign shall be illuminated.
 - (b) Any permitted freestanding sign shall be located no closer than 10 feet from any lot line.
 - (3) Garden apartments, townhouses, mid-rise residential structures, and planned unit residential developments in the PURD-1 and PURD-2 districts.
 - (a) A maximum of one (1) freestanding sign shall be permitted on the property, provided that the sign does not exceed 24 square feet in area, does not exceed a height of seven (7) feet from grade, and does not exceed eight (8) feet in width. Such sign shall be provided with a monument-style base with planter area. No such sign shall be internally illuminated. In the case where external illumination is utilized, such illumination shall be directed downward (or shielded to minimize upward light pollution) and projected primarily on the sign, and provided that a minimum distance of 100 feet shall separate any illuminated sign from any existing residential property.
 - (b) Any permitted freestanding sign shall be located no closer than 10 feet from any lot line.
 - (4) Mid-rise residential structures in the RMT-H district.
 - (a) A maximum of one (1) freestanding sign shall be permitted on the property, provided that the sign does not exceed 25 square feet in area and does not exceed a height of eight (8) feet from grade. Such sign shall be provided with a monument-style base with planter area. No such sign shall be internally illuminated. In the case where external illumination is utilized, such illumination shall

- be directed downward (or shielded to minimize upward light pollution) and projected primarily on the sign.
- (b) Any permitted freestanding sign shall be located no closer than 10 feet from any lot line and located no closer than five (5) feet from internal driveways, unless existing topographic conditions prevent this. A reasonable distance must then be provided.
- (c) A maximum of two (2) wall signs flanking the sides of the entrance road shall be permitted, provided that each sign does not exceed 30 square feet in area, does not exceed a mounting height of eight (8) feet from grade, and does not exceed 2.5 feet in height.
- I. Permitted signs for ground-floor businesses in the CBD and C districts.
 - (1) Freestanding signs. A maximum of one (1) freestanding sign shall be permitted on the property, subject to the following standards:
 - (a) Maximum size of the sign shall not exceed six (6) square feet in area.
 - (b) Maximum height from grade to the uppermost portion of the sign, together with all supporting and decorative elements, shall not exceed five (5) feet.
 - (c) Maximum height of the sign shall not exceed three (3) feet.
 - (d) Maximum width of the sign shall not exceed three (3) feet.
 - (e) Maximum height of letters, numbers, symbols, other characters, logos, graphics, or images on the sign shall not exceed one (1) foot.
 - (f) No portion of such sign shall be located within 10 feet from any lot line. No portion of such sign shall project or extend over sidewalks, walkways, driveways, or parking areas.
 - (g) Such sign shall be constructed of wood, with wood or cast-iron brackets, and shall be architecturally compatible with the style, composition, materials, colors, and details of the building.
 - (h) No such sign shall be internally illuminated. In the case where external illumination is utilized, no such illumination shall be permitted after 10:00 p.m.
 - (2) Wall-mounted signs. A maximum of three (3) wall-mounted signs shall be permitted for each business, subject to the following standards:
 - (a) Maximum size of all such signs, taken together, shall not exceed a total of 24 square feet in area. In the case of a building having a front façade width greater than 24 feet, the maximum size of all such signs, taken together, shall not exceed 10% of the front façade, not to exceed a total of 48 square feet in area.
 - (b) Maximum height from grade to the uppermost portion of each sign shall not exceed the top of the wall to which it is affixed in the case of single-story buildings or the bottom of any second story window in the case of multi-story buildings.
 - (c) Maximum height of each sign shall not exceed three (3) feet.
 - (d) Maximum width of each sign shall not exceed 16 feet.

- (e) Maximum height of letters, numbers, symbols, other characters, logos, graphics, or images on each sign shall not exceed 18 inches.
- (3) Blade signs. A maximum of one (1) blade sign shall be permitted for each business, subject to the following standards:
 - (a) Maximum size of the sign shall not exceed 12 square feet in area.
 - (b) Maximum height from grade to the uppermost portion of the sign, together with all supporting and decorative elements, shall not exceed the top of the wall to which it is affixed in the case of single-story buildings or the bottom of any second story window in the case of multi-story buildings. Minimum height from grade to the lowermost portion of the sign, together with all supporting and decorative elements, shall be eight (8) feet.
 - (d) Maximum height of the sign shall not exceed four (4) feet.
 - (e) Maximum width of the sign shall not exceed four (4) feet.
 - (f) Maximum height of letters, numbers, symbols, other characters, logos, graphics, or images on the sign shall not exceed two (2) feet.
 - (g) Maximum horizontal projection of the sign, together with all supporting and decorative elements, shall not exceed five (5) feet. Such sign shall be permitted to project or extend over a public sidewalk within a public right-of-way, provided that such sign shall be no closer than five (5) feet from the face of curb.
 - (h) No such sign shall be located within eight (8) feet from another blade sign.
 - (i) In the case where external illumination is utilized, such illumination shall be from above or beside the sign, directly attached to a supporting or decorative element, and located no greater than one (1) foot from such sign.
- (4) Awning signs. A maximum of three (3) awning signs shall be permitted for each business, subject to the following standards:
 - (a) Maximum size of all such signs, taken together, shall not exceed a total of 10 square feet in area.
 - (b) Maximum height of letters, numbers, symbols, other characters, logos, graphics, or images on each sign shall not exceed eight (8) inches.
 - (c) Such signs shall be silk-screened or sewn on the awning. No such signs shall be painted onto or taped to the awning.
 - (d) No such signs shall be internally illuminated. In the case where external illumination is utilized, such illumination shall be from above the awning.
- (5) Window signs. Any number of window signs shall be permitted for each business, subject to the following standards:
 - (a) Maximum size of all such signs, taken together, shall not exceed 15% of the total area of ground-floor windows, including window portions of doors. In the case of a business having a total of less than 100 square feet of ground-floor windows, including window

portions of doors, the maximum size of all such signs, taken together, shall not exceed 25% of the total area of ground-floor windows, including window portions of doors. Additionally, no individual sign shall exceed eight (8) square feet in area.

- (b) Maximum height of each sign shall not exceed four (4) feet.
- (c) Maximum width of each sign shall not exceed four (4) feet.
- (d) Maximum height of letters, numbers, symbols, other characters, logos, graphics, or images on each sign shall not exceed 18 inches.
- (e) Such signs shall be stenciled, etched, silk-screened, hand-painted, or vinyl sheets applied on the interior of the window. No such signs shall be taped to the window.
- (f) No such signs shall be externally illuminated. In the case where internal illumination is utilized, such signs shall be affixed to the interior of the window.
- (6) Sandwich board signs. A maximum of one (1) sandwich board sign shall be permitted for each business, subject to the following standards:
 - (a) Maximum size of the sign shall not exceed six (6) square feet in area.
 - (b) Maximum height from grade to the uppermost portion of the sign shall not exceed four (4) feet.
 - (c) Maximum height of the sign shall not exceed three (3) feet.
 - (d) Maximum width of the sign shall not exceed three (3) feet.
 - (e) Maximum height of letters, numbers, symbols, other characters, logos, graphics, or images on the sign shall not exceed 18 inches.
 - (f) Such sign shall be located along the frontage of the business and its location shall not interfere with pedestrian or vehicular circulation on a walkway, sidewalk, driveway, or street.
 - (g) Such sign shall be permitted to be displayed during the hours of the business only, shall be removed from the sidewalk, and stored inside the business upon the close of business each day.
 - (h) Such sign shall be constructed of wood, chalkboard and/or finished metal. Letters, numbers, symbols, other characters, logos, graphics, or images shall be handwritten, painted, or printed. Plastic signs or signs with individual changeable letters shall not be permitted.
 - (i) No such sign shall be illuminated.
- (7) Additional signs.
 - (a) Ground-floor businesses located on corner lots, therefore having a second façade fronting on a public street, shall be permitted to have one (1) additional wall-mounted sign, one (1) additional blade sign, and/or three (3) additional awning signs on the façade of the building facing the side street, provided that such signs conform to the standards contained herein. In the case where the additional sign faces a residential district, no such sign shall be illuminated.

- (b) Ground-floor businesses having a side or rear façade facing a public space, pedestrian walkway, driveway, or parking area shall be permitted to have one (1) additional wall-mounted sign, one (1) additional blade sign, and/or three (3) additional awning signs on the façade of the building facing the public space, pedestrian walkway, driveway, or parking area, provided that such signs conform to the standards contained herein. In the case where the additional sign faces a residential district, no such sign shall be illuminated.
- (c) Ground-floor barbershops shall be permitted to have one (1) traditional barber pole, subject to the following standards:
 - [1] Minimum height from grade to the lowermost portion of the barber pole, together with all supporting and decorative elements, shall be eight (8) feet.
 - [2] Maximum height from grade to the uppermost portion of the barber pole, together with all supporting and decorative elements, shall not exceed the top of the wall to which it is affixed in the case of single-story buildings or the bottom of any second story window in the case of multi-story buildings.
 - [3] Maximum horizontal projection of the barber pole, together with all supporting and decorative elements, shall not exceed three (3) feet.
 - [4] Such barber pole shall be located within five (5) feet of the main entrance to the business.
- (d) Ground-floor restaurants and cafes shall be permitted to have one (1) wall-mounted menu board or display case, subject to the following standards:
 - [1] Maximum size of the menu board or display case shall not exceed three (3) square feet in area.
 - [2] Maximum height from grade to the uppermost portion of the menu board or display case shall not exceed six (6) feet.
 - [3] Maximum height of the menu board or display case shall not exceed three (3) feet.
 - [4] Maximum width of the menu board or display case shall not exceed three (3) feet.
 - [5] Such menu board or display case shall be located within five (5) feet of the main entrance to the business.
 - [6] Such menu board or display case shall be constructed of wood or metal, with the menu clearly visible through a glass front.
- J. Permitted signs for ground-floor businesses in the PO and residential districts.
 - (1) Freestanding signs. A maximum of one (1) freestanding sign shall be permitted on the property, subject to the following standards:
 - (a) Maximum size of the sign shall not exceed three (3) square feet in area.

- (b) Maximum height from grade to the uppermost portion of the sign, together with all supporting and decorative elements, shall not exceed five (5) feet.
- (c) Maximum height of the sign shall not exceed three (3) feet.
- (d) Maximum width of the sign shall not exceed three (3) feet.
- (e) Maximum height of letters, numbers, symbols, other characters, logos, graphics, or images on the sign shall not exceed one (1) foot.
- (f) No portion of such sign shall be located within five (5) feet from any lot line. No portion of such sign shall protect or extend over sidewalks, walkways, driveways, or parking areas.
- (g) The sign shall be constructed of wood, with wood or cast-iron brackets, and shall be architecturally compatible with the style, composition, materials, colors, and details of the building.
- (h) No such sign shall be internally illuminated. In the case where external illumination is utilized, no such illumination shall be permitted after 10:00 p.m.
- (2) Wall-mounted signs. A maximum of one (1) wall-mounted sign shall be permitted for each business, subject to the following standards:
 - (a) Maximum size of the sign shall not exceed three (3) square feet in area.
 - (b) Maximum height from grade to the uppermost portion of the sign shall not exceed the top of the wall to which it is affixed in the case of single-story buildings or the bottom of any second story window in the case of multi-story buildings.
 - (c) Maximum height of the sign shall not exceed three (3) feet.
 - (d) Maximum width of the sign shall not exceed three (3) feet.
 - (e) Maximum height of letters, numbers, symbols, other characters, logos, graphics, or images on the sign shall not exceed one (1) foot.
 - (f) Such sign shall be constructed of wood, with wood or cast-iron brackets, and shall be architecturally compatible with the style, composition, materials, colors, and details of the building.
 - (g) No such sign shall be illuminated.
- (3) Window signs. Any number of window signs shall be permitted for each business, subject to the following standards:
 - (a) Maximum size of all such signs, taken together, shall not exceed 10% of the total area of ground-floor windows, including window portions of doors, and no individual sign shall not exceed three (3) square feet in area.
 - (b) Maximum height of each sign shall not exceed three (3) feet.
 - (c) Maximum width of each sign shall not exceed three (3) feet.

- (d) Maximum height of letters, numbers, symbols, other characters, logos, graphics, or images on each sign shall not exceed one (1) foot.
- (e) Such signs shall be stenciled, etched, silk-screened, hand-painted, or vinyl sheets applied on the interior of the window. No such signs shall be taped to the window.
- (f) No such signs shall be illuminated.
- K. Permitted building name signs for buildings in the CBD and C districts.
 - (1) Wall-mounted building name signs. A maximum of one (1) wall-mounted sign identifying the name of the building shall be permitted for each building, subject to the following standards:
 - (a) Maximum size of the sign shall not exceed 12 square feet in area.
 - (b) Maximum height from grade to the uppermost portion of the sign shall not exceed the top of the wall to which it is affixed.
 - (c) Maximum height of the sign shall not exceed two (2) feet.
 - (d) Maximum width of the sign shall not exceed eight (8) feet.
 - (e) Maximum height of letters, numbers, symbols, other characters, logos, graphics, or images on the sign shall not exceed one (1) foot.
 - (f) No such sign shall be illuminated.
- L. Permitted directory signs for buildings in the CBD and C districts.
 - (1) Freestanding or wall-mounted directory signs. A maximum of one (1) freestanding or wall-mounted sign serving as a directory of one (1) or more businesses located within a building, and there exists no entrance to such businesses on the front of the building, shall be permitted, subject to the standards contained herein.
 - (2) In the case of a freestanding directory sign, such sign shall constitute as the only permitted freestanding sign located on the property and shall be subject to the following standards:
 - (a) Maximum size of the sign shall not exceed six (6) square feet in area, within which the primary name panel and each individual tenant panel shall not exceed one (1) square foot in area.
 - (b) Maximum height from grade to the uppermost portion of the sign, together with all supporting and decorative elements, shall not exceed five (5) feet.
 - (c) Maximum height of the sign shall not exceed three (3) feet.
 - (d) Maximum width of the sign shall not exceed three (3) feet.
 - (e) Maximum height of letters, numbers, symbols, other characters, logos, graphics, or images on the sign shall not exceed six (6) inches.
 - (f) No portion of such sign shall be located within five (5) feet from any lot line. No portion of such sign shall project or extend over sidewalks, walkways, driveways, or parking areas.

- (g) Such sign shall be constructed of wood, with wood or cast-iron brackets, and shall be architecturally compatible with the style, composition, materials, colors, and details of the building.
- (h) No such sign shall be internally illuminated. In the case where external illumination is utilized, no such illumination shall be permitted after 10:00 p.m.
- (3) In the case of a wall-mounted directory sign, such sign shall be in addition to any permitted wall-mounted signs located on the building and shall be subject to the following standards:
 - (a) Maximum size of the sign shall be six (6) square feet in area, within which the primary name panel and each individual tenant panel shall not exceed one (1) square foot in area.
 - (b) Maximum height from grade to the uppermost portion of the sign shall not exceed the top of the wall to which it is affixed in the case of single-story buildings or the bottom of any second story window in the case of multi-story buildings.
 - (c) Maximum height of the sign shall not exceed three (3) feet.
 - (d) Maximum width of the sign shall not exceed three (3) feet.
 - (e) Maximum height of letters, numbers, symbols, other characters, logos, graphics, or images on the sign shall not exceed six (6) inches.
 - (f) No such sign shall be illuminated.
- M. Permitted signs for specific uses in specific districts.
 - (1) Any use other than single- and two-family dwellings in the QP, CS, C/R and SC districts.
 - (a) A maximum of one (1) freestanding shall be permitted on the property, provided that the sign does not exceed 12 square feet in area and does not exceed a height of six (6) feet from grade. Such sign shall be provided with a monument-style base with planter area. No such sign shall be internally illuminated. In the case where external illumination is utilized, no such illumination shall be permitted after 10:00 p.m.
 - (b) Any permitted freestanding sign shall be located no closer than 10 feet from any lot line.
 - (2) Any use other than single- and two-family dwellings in the LI district.
 - (a) A maximum of one (1) freestanding sign shall be permitted on the property, provided that the sign does not exceed 24 square feet in area and does not exceed a height of six (6) feet from grade. Such sign shall be provided with a monument-style base with planter area. No such sign shall be internally illuminated. In the case where external illumination is utilized, no such illumination shall be permitted after 10:00 p.m.
 - (b) A maximum of one (1) wall-mounted sign shall be permitted on the building, provided that the sign does not exceed 5% of the front façade, not to exceed 24 square feet in area. No such sign shall be illuminated.

- (3) Churches, synagogues, and other similar places of worship in any district.
 - (a) A maximum of one (1) freestanding sign shall be permitted on the property, provided that the sign does not exceed 16 square feet in area and does not exceed a height of six (6) feet from grade. Such sign shall be provided with a monument-style base with planter area. No such sign shall be internally illuminated. In the case where external illumination is utilized, no such illumination shall be permitted after 10:00 p.m.
 - (b) A maximum of three (3) wall-mounted signs shall be permitted on the building, provided that all such signs, taken together, do not exceed 5% of the front façade, not to exceed a total of 16 square feet in area. No such sign shall be illuminated.
- N. Temporary signs. The following signs are authorized without a zoning permit, so long as such signs conform to the standards contained herein.
 - (1) Temporary window advertising signs for ground-floor businesses in the CBD and C districts. Any number of temporary window advertising signs shall be allowed, subject to the following standards:
 - (a) Maximum size of all such signs, taken together, shall not exceed 25% of the total area of ground-floor windows, including window portions of doors.
 - (b) Such signs may be constructed of paper, cardboard, or plastic.
 - (c) Such signs shall be allowed to be displayed for a period not to exceed 30 days and shall clearly indicate the date of their posting.
 - (d) No such sign shall be illuminated.
 - (2) Temporary special signs advertising the opening of a new ground-floor business or change in ownership of an existing ground-floor business in the CBD, C and PO districts. Any number of temporary special signs shall be allowed, subject to the following standards:
 - (a) Maximum size of all such signs, taken together, shall not exceed 16 square feet in area, exclusive of banners, flags, pennants, balloons, and similar types of signage which shall also be permitted under this section only.
 - (b) Such signs may be constructed of paper, cardboard, or plastic.
 - (c) Such signs shall be allowed to be displayed for a period not to exceed 30 days and shall clearly indicate the date of their posting.
 - (d) No such sign shall be illuminated.
 - (3) Temporary construction signs in any district. A maximum of three (3) temporary construction signs shall be allowed, subject to the following standards:
 - (a) Maximum size of all such signs, taken together, shall not exceed 24 square feet in area.
 - (b) Maximum height from grade to the uppermost portion of a freestanding sign, together with all supporting and decorative elements, shall not exceed three (3) feet.

- (c) Maximum height of each sign shall not exceed three (3) feet.
- (d) Maximum width of each sign shall not exceed three (3) feet.
- (e) Such signs may be constructed of wood, metal, or plastic.
- (f) Such signs shall be allowed to be displayed during the course of construction and shall be removed within seven (7) days after completion of the construction work.
- (g) No such sign shall be illuminated, except for construction safety lights placed in hazardous areas.
- O. Exempt signs. The following signs are authorized without a zoning permit, so long as such signs conform to the standards contained herein.
 - (1) Official traffic signs.
 - (2) Public or regulatory signs installed, required, or authorized by local, state, or federal governments, agencies, or utilities, including but not limited to traffic, utility, safety, railroad crossing, and identification or directional signs for public facilities.
 - (3) Lamppost banners or overhead banners spanning a street or roadway advertising public functions or fund-raising events for charitable, or religious, civic, philanthropic, or educational organization installed, required, or authorized by local government.
 - (4) Historical tablets, cornerstones, memorial plaques, and emblems installed, required, or authorized by local government.
 - (5) Holiday and seasonal displays.
 - (6) Art and murals, provided that such are non-commercial in nature, and not illuminated.
 - (7) Personal expression signs of any sign type, including flags, provided that such signs are non-commercial in nature, and not illuminated. There shall be a maximum of three (3) such signs on each property and the maximum size of all such signs, taken together, shall not exceed six (6) square feet in area.
 - (8) Street address signs, provided that there are not more than two (2) such signs stating the address, number and/or name of the occupants of the premises, are non-commercial in nature, and not illuminated. Within residential districts, such signs shall not exceed three (3) square feet in area. Within non-residential districts, such signs shall not exceed five (5) square feet in area.
 - (9) Security and warning signs, provided that such signs are non-commercial in nature, and not illuminated. Within residential districts, such signs shall not exceed two (2) square feet in area. Within non-residential districts, there shall be a maximum of one (1) larger sign not to exceed five (5) square feet in area. All other signs shall not exceed two (2) square feet in area.
 - (10) Private roadway, driveway, or premises signs, provided that such signs are non-commercial in nature, and not illuminated. Within residential districts, such signs shall not exceed two (2) square feet in area. Within non-residential districts, there shall be a maximum of one (1) larger sign not to exceed five (5) square feet in area. All other signs shall not exceed two (2) square feet in area.

- (11) Directional, loading zone, entrance, and exit signs, provided that such signs are non-commercial in nature, and not illuminated. Such signs shall not exceed three (3) square feet in area and shall not exceed three (3) feet in height.
- (12) Virtual signs which are projected onto a sidewalk for a ground-floor business in the CBD and C district, provided that there is not more than one (1) such sign for each business and such sign does not exceed six (6) square feet in area as measured on the sidewalk. The projector shall be oriented to project onto the sidewalk along the frontage of the business and shall be turned off upon the close of business each day.
- (13) Signs which are an integral part of vending machines, including gasoline pumps, provided they do not exceed two (2) square feet in area.
- (14) Garage sale signs in accordance with Chapter 213.
- P. Prohibited signs. All types of signs not expressly permitted by this section are prohibited, including, but not limited to, the following:
 - (1) Signs which move in whole or in part by any means, including fluttering, rotating or motion, nor which emit smoke, visible vapors, particulate matter, sound, odor, or open flames.
 - (2) Signs which are interactive, or display animation, scrolling, flashing or intermittent text, graphics, or lights.
 - (3) Signs which directly or indirectly causes or produces any glare into a street or upon any property.
 - (4) Signs of such design and location that they interfere with, obstruct, imitate, resemble, compete for attention with or may be mistaken for official traffic light, signs or signals.
 - (5) Signs which are affixed to, painted on, or placed in or upon any parked vehicle, parked trailer, or other parked device capable of being towed so as to advertise a business to the passing vehicle or pedestrian shall not be permitted.
 - (6) Signs which prevent free ingress or egress from any window, door, fire escape or other openings for emergency access and escape.
 - (7) Signs which are located within a clear sight triangle.
 - (8) Signs which are located within a public right-of-way, except for those owned and operated by a duly constituted government authority, including but not limited to any street tree, lamppost, fire hydrant, or utility pole.
 - (9) Signs commonly known as "roof" or "sky" signs which are supported principally by the roof and which project above and over the roof of the structure.
 - (10) Signs containing information which state or imply that a property may be used for any purpose not permitted as governed by the regulations of this chapter.
 - (11) Signs on a vacant or unimproved property which do not exclusively specify the sale, lease, transfer, zone or permitted use of the property.
 - (12) Signs erected without the permission of the property owner, except for those authorized or required by local, state, or federal government.

- (13) Strings or streamers, flags, pennants, spinners or similar devices strung across, upon, over or along any building or building.
- (14) Inflatable devices or balloon signs, except for balloons used for temporary purposes as provided herein.
- (15) Signs or advertising matter that exhibit statements, words, or pictures of indecent or obscene nature, or promote illegal activity.

SECTION 3. §230-132 of the "Code of the Borough of Highland Park" concerning signage regulations within the RA Single-Family Residential Zone is hereby amended as follows:

§230-132 RA Single-Family Residential Zone.

The following regulations shall apply in the RA Residential Zone.

- A. (No changes)
- B. (No changes)
- C. (No changes)
- D. (No changes)
- E. (No changes)
- F. (No changes)
- G. Reserved.

SECTION 4. §230-133 of the "Code of the Borough of Highland Park" concerning signage regulations within the RB Two-Family Residential Zone is hereby amended as follows:

§230-133 RB Two-Family Residential Zone.

The following regulations shall apply in the RB Residential Zone.

- A. (No changes)
- B. (No changes)
- C. (No changes)
- D. (No changes)
- E. (No changes)
- F. (No changes)
- G. Reserved.

SECTION 5. §230-134 of the "Code of the Borough of Highland Park" concerning signage regulations within the RA-E Single-Family Residential — Ecological Preservation Zone is hereby amended as follows:

 $\S 230\text{-}134$ RA-E Single-Family Residential — Ecological Preservation Zone.

- A. (No changes)
- B. (No changes)

- C. (No changes)
- D. (No changes)
- E. (No changes)
- F. (No changes)
- G. (No changes)
- H. Reserved.
- I. (No changes)

SECTION 6. §230-134.1 of the "Code of the Borough of Highland Park" concerning signage regulations within the MFAH Multifamily Residential-Overlay Zone is hereby amended as follows:

§230-134.1 MFAH Multifamily Residential-Overlay Zone.

- A. (No changes)
- B. (No changes)
- C. (No changes)
- D. (No changes)
- E. (No changes)
- F. (No changes)
- G. (No changes)
- H. (No changes)
- I. (No changes)
- J. (No changes)
- K. (No changes)
- L. (No changes)
- M. (No changes)
- N. (No changes)
- O. (No changes)
- P. (No changes)
- Q. (No changes)
- R. (No changes)
- S. (No changes)
- T. (No changes)
- U. Reserved.

SECTION 7. §230-135 of the "Code of the Borough of Highland Park" concerning signage regulations within the RM-G Residential Multifamily – Garden Apartment Zone is hereby amended as follows:

§230-135 RM-G Residential Multifamily – Garden Apartment Zone.

The following regulations shall apply in the RM-G Residential Zone.

- A. (No changes)
- B. (No changes)
- C. (No changes)
- D. (No changes)
- E. (No changes)
- F. (No changes)
- G. (No changes)
- H. Reserved.

SECTION 8. §230-136 of the "Code of the Borough of Highland Park" concerning signage regulations within the RM-T Residential Multifamily – Townhouse Zone is hereby amended as follows:

§230-136 RM-T Residential Multifamily – Townhouse Zone.

The following regulations shall apply in the RM-T Residential Zone.

- A. (No changes)
- B. (No changes)
- C. (No changes)
- D. (No changes)
- E. (No changes)
- F. (No changes)
- G. (No changes)
- H. Reserved.

SECTION 9. §230-137 of the "Code of the Borough of Highland Park" concerning signage regulations within the RM-M Residential Multifamily – Mid-Rise Zone is hereby amended as follows:

§230-137 RM-M Residential Multifamily – Mid-Rise Zone.

The following regulations shall apply in the RM-M Residential Zone.

- A. (No changes)
- B. (No changes)
- C. (No changes)

- D. (No changes)
- E. (No changes)
- F. (No changes)
- G. Reserved.

SECTION 10. §230-138 of the "Code of the Borough of Highland Park" concerning signage regulations within the RMT-W Residential Multifamily Townhouse – Waterfront Preservation Zone is hereby amended as follows:

§230-138 RMT-W Residential Multifamily Townhouse – Waterfront Preservation Zone.

The following regulations shall apply in the RMT-W Residential Zone.

- A. (No changes)
- B. (No changes)
- C. (No changes)
- D. (No changes)
- E. (No changes)
- F. (No changes)
- G. (No changes)
- H. (No changes)
- I. Reserved.

SECTION 11. §230-139 of the "Code of the Borough of Highland Park" concerning signage regulations within the RMT-H Residential Multifamily Townhouse – Historic Preservation Zone is hereby amended as follows:

§230-139 RMT-H Residential Multifamily Townhouse – Historic Preservation Zone.

- A. (No changes)
- B. (No changes)
- C. (No changes)
- D. (No changes)
- E. (No changes)
- F. (No changes)
- G. (No changes)
- H. (No changes)
- I. (No changes)
- J. Reserved.
- K. (No changes)

SECTION 12. Section 230-139.1 of the "Code of the Borough of Highland Park" concerning signage regulations within the PURD-1 Planned Unit Residential Development Zone is hereby amended as follows:

Section 230-139.1 PURD-1 Planned Unit Residential Development Zone.

- A. (No changes)
- B. (No changes)
- C. (No changes)
- D. (No changes)
- E. (No changes)
- F. (No changes)
- G. (No changes)
- H. Reserved.
- I. (No changes)
- J. (No changes)
- K. (No changes)

SECTION 13. §230-139.2 of the "Code of the Borough of Highland Park" concerning signage regulations within the Planned Unit Residential Development-2 (PURD-2) Zone is hereby amended as follows:

§230-139.2 Planned Unit Residential Development-2 (PURD-2) Zone.

- A. (No changes)
- B. (No changes)
- C. (No changes)
- D. (No changes)
- E. (No changes)
- F. (No changes)
- G. (No changes)
- H. Reserved.
- I. (No changes)
- J. (No changes)
- K. (No changes)
- L. (No changes)
- M. (No changes)
- N. (No changes)

O. (No changes)

SECTION 14. §230-140 of the "Code of the Borough of Highland Park" concerning signage regulations within the CBD Central Business District Zone is hereby amended as follows:

§230-140 CBD Central Business District Zone.

- A. (No changes)
- B. (No changes)
- C. (No changes)
- D. (No changes)
- E. (No changes)
- F. (No changes)
- G. (No changes)
- H. (No changes)
- I. Reserved.

SECTION 15. §230-141 of the "Code of the Borough of Highland Park" concerning signage regulations within the C Commercial Zone is hereby amended as follows:

Section 230-141 C Commercial Zone.

The following regulations shall apply in the C Commercial Zone.

- A. (No changes)
- B. (No changes)
- C. (No changes)
- D. (No changes)
- E. (No changes)
- F. (No changes)
- G. (No changes)
- H. (No changes)
- I. Reserved.

SECTION 16. §230-142 of the "Code of the Borough of Highland Park" concerning signage regulations within the PO Professional Office Zone is hereby amended as follows:

§230-142 PO Professional Office Zone.

The following regulations shall apply in the PO Professional Office Zone.

- A. (No changes)
- B. (No changes)
- C. (No changes)

- D. (No changes)
- E. (No changes)
- F. (No changes)
- G. (No changes)
- H. Reserved.

SECTION 17. §230-143 of the "Code of the Borough of Highland Park" concerning signage regulations within the LI Light Industrial Zone is hereby amended as follows:

§230-143 LI Light Industrial Zone.

The following regulations shall apply in the LI Light Industrial Zone.

- A. (No changes)
- B. (No changes)
- C. (No changes)
- D. (No changes)
- E. (No changes)
- F. (No changes)
- G. (No changes)
- H. (No changes)
- I. Reserved.

SECTION 18. §230-144 of the "Code of the Borough of Highland Park" concerning signage regulations within the QP Quasi-Public Zone is hereby amended as follows:

§230-144 QP Quasi-Public Zone.

The following regulations shall apply in the QP Quasi-Public Zone.

- A. (No changes)
- B. (No changes)
- C. (No changes)
- D. (No changes)
- E. (No changes)
- F. (No changes)
- G. (No changes)
- H. Reserved.

SECTION 19. §230-145 of the "Code of the Borough of Highland Park" concerning signage regulations within the CS Community Service Zone is hereby amended as follows:

§230-145 CS Community Service Zone.

A.	(No changes)						
B.	(No changes)						
C.	(No changes)						
D.	(No changes)						
E.	(No changes)						
F.	(No changes)						
G.	Reserved.						
SECTION 20 . §230-146 of the "Code of the Borough of Highland Park" concerning signage regulations within the C/R Conservation/Recreation Zone is hereby amended as follows:							
§230-146 C/F	R Conservation/Recreation Zone.						
The following	g regulations shall apply in the C/R Conservation/Recreation Zone.						
A.	(No changes)						
В.	(No changes)						
C.	(No changes)						
D.	(No changes)						
E.	(No changes)						
F.	(No changes)						
G.	Reserved.						
	1. §230-147 of the "Code of the Borough of Highland Park" concerning signage ithin the SC Senior Citizen Housing Zone is hereby amended as follows:						
§230-147 SC Senior Citizen Housing Zone.							
The following	g regulations shall apply in the SC Senior Citizen Housing Zone.						
A.	(No changes)						
B.	(No changes)						
C.	(No changes)						
D.	(No changes)						
E.	(No changes)						
F.	(No changes)						
G.	(No changes)						
Н.	Reserved.						

The following regulations shall apply in the CS Community Service Zone.

SECTION 22. §230-158 of the "Code of the Borough of Highland Park" concerning architectural design standards and guidelines in the C, PO and CBD Districts Zone is hereby amended as follows:

§230-158. Architectural design standards and guidelines.

- A. (No changes)
- B. (No changes)
- C. (No changes)
- D. (No changes)
- E. (No changes)
- F. (No changes)
- G. (No changes)
- H. (No changes)
- I. (No changes)
- J. (No changes)
- K. (No changes)
- L. (No changes)
- M. (No changes)
- N. (No changes)
- O. (No changes)
- P. (No changes)
- Q. (No changes)
- R. (No changes)
- S. (No changes)
- T. (No changes)
- U. Storefront design.
 - (1) Buildings with frontages having active ground-floor uses shall be fenestrated with transparent windows and doors for a minimum of 60% of the street frontage at grade to allow for visibility to the inside of the ground-floor uses.
 - (2) In no case shall more than 40% of the total area of ground-floor windows, including window portions of doors, be covered by signs, arts, murals, paint, opaque panels, or similar treatments.
 - (3) In no case shall ground-floor windows, including window portions of doors, utilize interior film or reflective, opaque, or tinted glazing.

- (4) In no case shall ground-floor windows, including window portions of doors, be blocked by lowered ceilings, shelving, refrigeration units, cases, or other obstructions, except for products displayed by the business that are oriented to the street.
- (5) Ground-floor windows may utilize sun shading devices, such as blinds, shades, curtains, or similar window coverings, provided that such devices are utilized only for purposes of reducing solar heat gain through the windows. Shade is encouraged to be accomplished by the use of awnings, overhangs, trellises, and similar treatments.
- (6) These standards shall apply unless superseded by other local, state, or federal law.

V. Awnings and canopies.

- (1) Fixed or retractable awnings are permitted at ground-floor level and on upper levels where appropriate, provided they complement a building's architectural style; are compatible with its materials, colors and details; do not conceal architectural features, such as cornices, columns, pilasters or decorative details; do not impair facade composition; and are designed to work within the building's facade subdivisions.
- (2) Awnings shall be sloped having a standard or concave shape. Awnings having a balloon, dome, bullnose, quarter-round, waterfall, and other convex shape shall not be permitted, unless the shape of the opening is arched, in which case an awning shall follow the contour of the opening. Awnings shall not wrap around corners of buildings. The underside of the awning shall remain open.
- (3) The minimum height from grade to lowermost portion of an awning shall be eight (8) feet. Valences shall not exceed more than 12 inches in height. Valences that are unframed and flexible may extend into the vertical clearance area.
- (4) Awnings shall be constructed of a non-vinyl cloth or canvas with a matte finish or material similar in appearance and texture. Metal or aluminum awnings shall be prohibited. Only solid or striped patterns are permitted.
- (5) Canopies shall be permitted to extend over the sidewalk but shall not restrict pedestrian circulation and shall follow the standards set forth for awnings.
- (6) Particular attention shall be taken with selection of the appropriate supporting structure and hardware, as well as with the location and method by which it is attached to the building facade.
- (7) Where multiple awnings and/or canopies are utilized within a single building, such shall be located at the same height and utilize the same shape, material, and color as a means of unifying the structure.

W. (No changes)

SECTION 23. Any article, section, paragraph, subsection, clause, or other provision of the BOROUGH Code inconsistent with the provisions of this ordinance is hereby repealed to the extent of such inconsistency.

SECTION 24. If any section, paragraph, subsection, clause, or provision of this ordinance shall be adjudged by a court of competent jurisdiction to be invalid, such adjudication shall apply only to the section, paragraph, subsection, clause, or provision so adjudged, and the remainder of this ordinance shall be deemed valid and effective.

SECTION 25. This ordinance shall take effect upon its passage and publication and filing with the County of Middlesex Planning Board, and as otherwise provided for by law.

Introduced at the meeting on: June 18, 2024.	
Adopted at the public hearing on: July 16, 2024.	
ATTEST:	APPROVED: July 16, 2024
Jennifer Santiago Borough Clerk	Elsie Foster Mayor

BOROUGH OF HIGHLAND PARK PRIMARY SIGN MATRIX

SIGN TYPE	Maximum Number	Maximum Area	Maximum Height from Grade	Maximum Sign Height	Maximum Sign Width	Maximum Character Height	Location Standards	Other Standards	Illumination Standards	
Residential Development Signs										
Uses in MFAH District	1 per property	24 SF	N/A	N/A	N/A	N/A	Min. 10' Setback from Lot Line; Max. 60' Setback from So. 6th Ave.	Provided with a monument-style base with planter area	No internal illumination	
Uses in RM-G, RM-T, RM-M, and RMT-W Districts	1 per property	24 SF	7'	N/A	8'	N/A	Min. 10' Setback from Lot Line	Provided with a monument-style base with planter area	No illumination	
Uses in PURD-1 and PURD-2 Districts	1 per property	24 SF	7'	N/A	8'	N/A	Min. 10' Setback from Lot Line; If externally illuminated, Min. 100'	Provided with a monument-style base with planter area	No internal illumination	
Jses in RMT-H District										
Freestanding Sign	1 per property	25 SF	8'	N/A	N/A	N/A	Min. 10' Setback from Lot Line; Min. 5' Setback from Driveway	Provided with a monument-style base with planter area	No internal illumination	
Wall-Mounted Roadway Entrance Sign	2 per property	30 SF Each	8'	2.5'	N/A	N/A	N/A	N/A	N/A	
Ground-Floor Business in the Central Business District & Co	Ground-Floor Business in the Central Business District & Commercial District									
Freestanding Sign	1 per property	6 SF	5'	3'	3'	1'	Min. 10' Setback from Lot Line	Construction Standards; See §230-115.I.(1)(g)	No internal illumination; If externally illuminated, turn off after 10 PM	
Wall-Mounted Sign	3 per business	24 SF Total or 10% of Façade NTE 48 SF Total	Top of Wall or Bottom of Second-Story Window	3'	16'	18"	N/A	N/A	N/A	
Blade Sign	1 per business	12 SF	Top of Wall or Bottom of Second-Story Window; Min. 8'	4'	4'	2'	Max. 5' Projection; Min. 5' Setback from Curb	No closer than 8' from another blade sign	If externally illuminated, light fixture within 1' of sign	
Awning Sign	3 per business	10 SF Total	N/A	N/A	N/A	8"	N/A	Construction Standards; See §230-115.I.(4)(c)	No internal illumination; If externally illuminated, light fixture above awning	
Window Sign	N/A	15% / 25% of Windows Total; 8 SF Each	N/A	4'	4'	18"	N/A	Construction Standards; See §230-115.I.(5)(e)	No external illumination; If internally illuminated, affixed to window	
Sandwich Board Sign	1 per business	6 SF	4'	3'	3'	18"	N/A	Time and Construction Standards; See §230-115.I.(6)(g) & (h)	No illumination	
Additional Signs - See §230-115.I.(7)										
Ground-Floor Business in the Professional Office District &	Residential Di	stricts								
Freestanding Sign	1 per property	3 SF	5'	3'	3'	1'	Min. 5' Setback from Lot Line	Construction Standards; See §230-115.J.(1)(g)	No internal illumination; If externally illuminated, turn off after 10 PM	
Wall-Mounted Sign	1 per business	3 SF	Top of Wall or Bottom of Second-Story Window	3'	3'	1'	N/A	Construction Standards; See §230-115.J.(2)(f)	No illumination	
Window Sign	N/A	10% of Windows Total; 3 SF Each	N/A	3'	3'	1'	N/A	Construction Standards; See §230-115.J.(3)(e)	No illumination	
Building Name Signs in the Central Business District & Com	mercial Distri	ct								
Wall-Mounted Building Sign	1 per building	12 SF	Top of Wall	2'	8'	1'	N/A	N/A	No illumination	
Directory Signs in the Central Business District & Commerce	cial District									
Freestanding Directory Sign	1 per	6 SF Overall; 1 SF per Tenant	5'	3'	3'	6"	Min. 5' Setback from Lot Line	Construction Standards; See §230-115.L.(2)(g)	No internal illumination; If externally illuminated, turn off after 10 PM	
Wall-Mounted Directory Sign	property or building	6 SF Overall; 1 SF per Tenant	Top of Wall or Bottom of Second-Story Window	3'	3'	6"	N/A	N/A	No illumination	
Other Uses										
Any use other than single- and two-family dwellings in QP, CS , C/R , and SC districts	1 per property	12 SF	6'	N/A	N/A	N/A	Min. 10' Setback from Lot Line	Provided with a monument-style base with planter area	No internal illumination; If externally illuminated, turn off after 10 PM	
Any use other than single- and two-family dwellings in LI Di	istrict									
Freestanding Sign	1 per property	24 SF	6'	N/A	N/A	N/A	N/A	N/A	No internal illumination; If externally illuminated, turn off after 10 PM	
Wall-Mounted Sign	1 per building	5% of Façade NTE 24 SF	N/A	N/A	N/A	N/A	N/A	N/A	No illumination	
Churches, synagogues, and other similar places of worship	in any district.									
Freestanding Sign	1 per property	16 SF	6'	N/A	N/A	N/A	N/A	Provided with a monument-style base with planter area	No internal illumination; If externally illuminated, turn off after 10 PM	
Wall-Mounted Sign	3 per building	5% of Façade NTE 16 SF	N/A	N/A	N/A	N/A	N/A	N/A	No illumination	