

TOWNSHIP OF MEDFORD

ORDINANCE NO. 2013-1

AN ORDINANCE OF THE TOWNSHIP OF MEDFORD AMENDING AND SUPPLEMENTING VARIOUS SIGNAGE STANDARDS WITHIN LAND DEVELOPMENT ORDINANCE SECTIONS 203, (DEFINITIONS) 401 (GENERAL DISTRICT REGULATIONS); 402 (GMN DISTRICT); 403 (GMS DISTRICT); 404 (RGE 1&2 DISTRICT); 405 (RS 1&2 DISTRICT); 406 (AR DISTRICT); 410 (HC 1&2 DISTRICT); 410B (HM DISTRICT); 411 (RC DISTRICT); 412 (PI DISTRICT); 413 (HVC DISTRICT); 414 (HVR DISTRICT); 415 (VRD DISTRICT); 526 (SIGNS), 602 (CONDITIONAL USE STANDARDS) 608 (PLANNED DEVELOPMENT, SIGNS); TO PROVIDE EFFICIENT AND CONTROLLED STANDARDS FOR SIGNS THAT BALANCE THE AESTHETIC AND ECONOMIC DEVELOPMENT NEEDS OF THE TOWNSHIP OF MEDFORD

For the Establishment of Definitions and re-establishing Standards for signs.

WHEREAS, the Governing Body of the Township of Medford ("Township") is dedicated to fostering economic reinvestment, while improving and preserving the appearance of the Township for the betterment of the community;

WHEREAS, the Governing Body desires to provide enhanced guidelines for the regulation of signs that consider the unique character of Medford. The goals of this ordinance are as follows:

- 1) Provide marketing exposure for all uses; promoting a sound business climate.
- 2) Provide signs in outdoor public places where public health, safety, and welfare are potential concerns.
- 3) Allow drivers and pedestrians the ability to utilize signs to safely negotiate passage and inform.
- 4) Protect neighbors from nuisances such as glare from poorly placed, applied, or unshielded light sources upon signs.
- 5) Promote visual aesthetic through efficient sign support.
- 6) Promote traffic safety by prohibiting billboards, which, by their nature, are intended to distract driver attention from highways, roads and streets, located within the Township.

WHEREAS, the Township has reviewed existing Code provisions for the Township of Medford.

NOW, THEREFOR, BE IT HEREBY ORDAINED by the Township Council of the Township of Medford, County of Burlington, State of New Jersey that the Land Development Ordinance of the Township of Medford is hereby amended as follows:

SECTION ONE. Amend Section 203 - Definitions

Add the following definitions

Awning:

A temporary or portable roof-like covering that projects from and is supported by the wall of a building for the purpose of shielding openings, such as windows and doors, from the elements.

Canopy, Attached:

An architectural projection supported by or attached to a building which may be supported by columns or piers.

Canopy, Freestanding:

A multi-sided overhead structure supported by columns, but not enclosed by walls.

Eave:

The overhanging lower edge of a roof.

Façade, Building:

The front wall or any of the sides of a building facing a public street, park, parking area, or plaza, which shall be distinguished by its architectural treatment.

Industrial Park

Any tract(s) of land that are developed and operated as a coordinated and integrated facility in separate buildings or one building for a number of separate industrial uses, with consideration for circulation, parking, loading, signage, and utility needs.

Mixed Use Center

Any tract(s) of land containing a building or group of buildings, in which there may be a mix of uses such as but not limited to residential, offices, or retail sales and service suites. There may be shared open space, circulation, parking, loading, signage, and utility service.

Office Complex (aka Park)

Any tract(s) of land that are developed and operated as a coordinated and integrated facility in separate buildings or one building for a number of separate office uses. These sites often contain shared open space, with consideration for circulation, parking, signage, and utility needs,

Shopping Center

Any tract(s) of land that are developed and managed as a total entity, in separate buildings or one building for a number of separate retail sales and service uses. These sites often contain shared open space, with consideration for circulation, parking, loading, signage, and utility needs.

Trailer:

A structure standing on wheels, towed or hauled by another vehicle, and used for short-term human occupancy or as a temporary office or for the transport of materials, goods, or objects.

- SECTION TWO.** Amend §402-B.6 with “Signs (see §526).”
- SECTION THREE.** Strike §402-F entitled Signs and replace with “(reserved).”
- SECTION FOUR.** Amend §403-B.6 with “Signs (see §526).”
- SECTION FIVE.** Strike §403-F entitled Signs and replace with “(reserved).”
- SECTION SIX.** Amend §404-B.6 with “Signs (see §526).”
- SECTION SEVEN.** Strike §404-F entitled Signs and replace with “(reserved).”
- SECTION EIGHT.** Amend §405-B.6 with “Signs (see §526).”
- SECTION NINE.** Strike §405-F entitled Signs and replace with “(reserved).”
- SECTION TEN.** Amend §406-B.6 with “Signs (see §526).”
- SECTION ELEVEN.** Strike §406-F entitled Signs and replace with “(reserved).”
- SECTION TWELVE.** Amend §407-B.6 with “Signs (see §526).”
- SECTION THIRTEEN.** Strike §407-F entitled Signs and replace with “(reserved).”
- SECTION FOURTEEN.** Amend §408-B.6 with “Signs (see §526).”
- SECTION FIFTEEN.** Strike §408-F entitled Signs and replace with “(reserved).”
- SECTION SIXTEEN.** Amend §409-B.5 with “Signs (see §526).”
- SECTION SEVENTEEN.** Strike §409-G entitled Permitted Signs and replace with “(reserved).”
- SECTION EIGHTEEN.** Amend §410-B.3 with “Signs (see §526).”
- SECTION NINETEEN.** Strike §410-G entitled Permitted Signs and replace with “(reserved).”
- SECTION TWENTY.** Amend §410B-C.3 with “Signs (see §526).”
- SECTION TWENTY-ONE.** Strike §410B-H entitled Permitted Signs and replace with “(reserved).”
- SECTION TWENTY-TWO.** Amend §411-B.3 with “Signs (see §526).”
- SECTION TWENTY-THREE.** Strike §411-G entitled Permitted Signs and replace with “(reserved).”
- SECTION TWENTY-FOUR.** Amend §412-B.4 with “Signs (see §526).”
- SECTION TWENTY-FIVE.** Strike §412-G entitled Permitted Signs and replace with “(reserved).”
- SECTION TWENTY-SIX.** Amend §413-B.3 with “Signs (see §526).”
- SECTION TWENTY-SEVEN.** Strike §413-G entitled Permitted Signs and replace with “(reserved).”
- SECTION TWENTY-EIGHT.** Strike §414F entitled Signs and replace with “(reserved).”
- SECTION TWENTY-NINE.** Amend §415-B.6 with “Signs (see §526).”
- SECTION THIRTY.** Strike §415-F entitled Signs and replace with “(reserved).”
- SECTION THIRTY-ONE.** Amend §416-B, strike the reference to Section “414-B” and replace with “403-B”
- SECTION THIRTY-TWO.** Strike §416-G entitled Signs and replace with “(reserved).”
- SECTION THIRTY-THREE.** Amend §417-B.6 with “Signs (see §526).”
- SECTION THIRTY-FOUR.** Strike §417-F entitled Signs and replace with “(reserved).”
- SECTION THIRTY-FIVE.** Amend §418-B.6 with “Signs (see §526).”
- SECTION THIRTY-SIX.** Strike §418-F entitled Signs and replace with “(reserved).”

SECTION THIRTY-SEVEN. Amend §420-B.4 with "Signs (see §526)."

SECTION THIRTY-EIGHT. Amend §421-E.4 and replace with "Signs (see §526)."

SECTION THIRTY-NINE.. Strike §421-K entitled Signs and replace with "(reserved)."

SECTION FORTY. Strike §526 entitled Signs and replace with the following:

- A. The purpose of this Section is to promote and protect the public health, safety, and welfare by creating a more visible, yet attractive residential, commercial, and industrial climate within all areas of the municipality.
- B. This Section of the Land Development Ordinance is intended to create a more attractive business friendly climate. This Section seeks to enhance and protect the physical appearance of all areas by reducing the obstructions and hazards to pedestrian and auto traffic caused by indiscriminate placement and use of signs. The ordinance is intended to consolidate multiple ordinances governing all areas of the community including the Pinelands Area located south of Route 70. The purpose is to create consolidation and a sign vernacular throughout the community of Medford.

C. Definitions.

Abandoned Sign:

A sign not used for its original intent or a sign on a vacant, unoccupied or abandoned property.

Banner or Pennant Sign:

A sign intended to be hung either with or without frames, possessing characters, letters, illustrations, or ornamentation applied to paper, plastic, or fabric of any kind. National flags, flags of political subdivisions, and symbolic flags not conveying a commercial message shall not be considered pennant signs or banners for the purpose of this section.

Beacon Lights:

A light consisting of one or more beams which is capable of being directed in any direction or directions or revolved automatically.

Light Reflectance Value (LRV)

The LRV indicates the amount of visible light that a color will reflect. In theory true black has a LRV of 0% and absorbs all light; and conversely true white has a high reflectance value of 100% and reflects all light. All color samples have an LRV, such as paint chips contain the LRV on the back of the chip.

Roof line:

A roof line is the point of intersection between a sloped roof and a perimeter wall of the structure or the eave. Where roofs are flat the uppermost point of a façade or parapet is the roof line.

Sign:

Any object, device, display or structure, or part thereof, situated outdoors or indoors, which is used to advertise, identify, display, direct or attract attention to an object, person,

institution, organization, business, product, service, event or location by any means, including words, letters, figure, design, symbols, fixtures, colors, illumination or projected images.

Sign Face:

The area or display surface used to convey the message.

Sign, Animated, Inflatable or Moving:

Any sign or part of a sign, which changes physical position by any movement, or rotation or which gives the visual illusion of motion or rotation. These signs include devices motivated by environmental change such as wind; mechanically activated or expanded such as electric power, air or gas; electrically animated, such as electronic; flashing, such as a repetitive cycle of illumination and non-illumination; and patterned illusory movement such as alternating or sequential illumination. Changeable copy signs are not defined as animated or moving signs.

Sign, Awning:

A sign mounted to, painted on, or attached flat against the surface or surfaces of an awning.

Sign, Bench:

A sign painted on, mounted on or attached to any part of the surface of a bench, seat, or chair placed on or adjacent to a public place or roadway.

Sign, Billboard: (aka off-premise sign)

A sign which contains a commercial message and 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. When the product or service advertised is incidental to the principal activity and when the sign brings compensation to the owner of the sign, the sign shall be considered an off-premise sign used for the purpose of outdoor advertising.

Sign, Bus Shelter:

A sign affixed to the surface of a bus shelter, which contains a message and which directs attention to a cause, agency, business, commodity, public information, service or entertainment conducted, sold, or offered at a location other than the premises on which the sign is located.

Sign, Canopy:

A sign that is mounted to, painted on, or attached flat against the surfaces of a canopy that is otherwise permitted.

Sign, Changeable Copy:

A sign designed so that characters, letters, or illustrations can be changed or rearranged without altering the face of or the surface of the sign by either manual or electronic means.

Sign, Community Information:

A sign which contains messages of schools, civic groups, places of worship, veteran's groups or similar use which is operated not for profit and local special events which direct attention to a place of worship, non-profit, facility, event, club, or organization.

Sign, Construction:

A temporary sign erected on the premises on which construction is taking place, during the period of such construction, indicating the names of architects, engineers, landscape architects, contractors, or similar artisans, and the owners, financial supporters, sponsors, and similar individuals, or firms having a role or interest with respect to the structure or project.

Sign, Contractor:

A sign located on-site, which advertises the trade name or business name of any mechanic, contractor, or artisan, performing work on the premises where the sign is placed.

Sign, Developer:

A sign located on-site or off-premise identifying or directing traffic to a particular site or development.

Sign, Directional and Informational:

Signs limited to directional messages for public service, principally for pedestrian or vehicular traffic, such as "restroom" "one-way", "entrance", and "exit". Window signs such as those that indicate hours of operation, credit card acceptance, and business affiliations are considered as informational signs.

Sign, Election:

Any sign erected for the purpose of endorsing political candidate(s) for elected office in any national, state or local election or advocating a recommendation with respect to a public referendum question on an election ballot.

Sign, Façade or Fascia: See Sign, Wall

Sign, Freestanding:

Any immovable sign supported by columns, posts, poles, footings, or braces placed in or upon the ground and not affixed to a building.

Sign Free Expression:

Any sign announcing, publicizing or communicating an opinion, principle, movement, political viewpoint or any other noncommercial message.

Sign, Holiday Decoration:

Temporary signs, in the nature of decorations, clearly incidental to and customarily and commonly associated with any national, local, or religious holiday or observance.

Sign, Home Occupation:

A sign containing the name, trademark, trade name, logo, and/or occupation or profession of a permitted home occupation as defined in §203 and conditionally permitted in §602-F.

Sign, Identification:

A sign giving the nature, logo, trademark or other identifying symbol; address; or any combination of the name, symbol and address of a building, business, development, or establishment on the premises where it is located.

Sign, Illuminated:

A sign lighted by or exposed to artificial lighting either by lights projecting through the surface(s) (internally illuminated) of the sign or reflected off front or rear surface(s) (externally illuminated or reverse channel back-lit letters) of the sign.

Sign, Memorial or Nameplate:

Memorial signs or tablets, name(s) of building(s) and date of erection when cut into any masonry surface, integral to the construction of a building, or when constructed of bronze or other incombustible material mounted on the face of a building, bench or other structure.

Sign, Mobile:

Any sign designed to be transported, including signs transported or mounted on a trailer or wheels that do not contain any interior volume for storage or transportation.

Sign, Monument (aka Ground or Pedestal)

A type of freestanding sign in contact with a base or monument, which appears to be in contact with the ground utilizing plant or constructed materials or actual ground contact to achieve this effect.

Sign, Multiple Occupancy and Tenancy Sign

On-premise sign(s) identifying professions, trade names, of tenants, occupants, or owners of multi-tenant commercial or industrial buildings or groups of buildings.

Sign, Neighborhood Identification:

A sign located on premises or at a public entrance identifying any type of residential development by name. No advertising for real estate agents, developers, contractors, builders, architects or other is permitted on Neighborhood Identification Signs.

Sign, Nonconforming:

Any sign that does not conform to the regulations of this section.

Sign, Off-Premise: See Sign, Billboard.

Sign, Official

Any sign erected, constructed, or maintained by a government entity or agency, for the purpose of informing or guiding the public.

Sign, Political or Personal Opinion:

Any sign announcing or publicizing political candidates or issues in connection with any national, state or local election. Any sign announcing or publicizing a topical principle or

movement.

Sign, Portable:

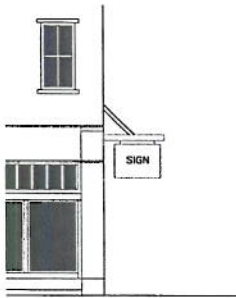
A sign not permanently attached to a building, building surface, structure or the ground.

Sign, Post & Gibbet:

A sign suspended from a post and gibbet structure.

Sign, Projection:

A sign that is wholly or partly dependent upon a building for support and which projects perpendicularly from the building face.



PROJECTING SIGN
(NOT TO SCALE)

Sign, Public Utility, Telecommunications, or Alternative Energy:

A sign located on-premise, structure or facility providing information, identification or warning for a public utility, telecommunications, or alternative energy use or location.

Sign, Real Estate:

A sign pertaining to the sale, lease, or rental of the property or premises, or a portion of the property premises, on which the sign is located.

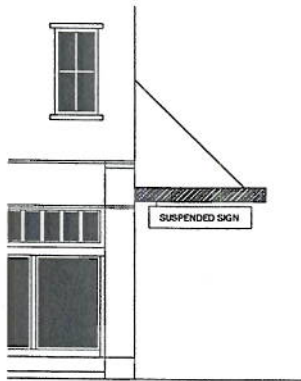
Sign, Roof:

A sign mounted on or above the roof line, as defined, of a building. This is a sign that projects above the top wall or edge of a building with a flat roof, above the eave line or roof line of a building with a gambrel, gable, or hip roof, or above the deck line of a building with a mansard roof.

Sign, Special Event: (see sign, temporary)

Sign, Suspended:

Any sign hanging down from a marquee, awning, canopy, porch, or roof overhang that would exist without the sign.



SUSPENDED SIGN

(NOT TO SCALE)

Sign, Temporary:

A sign constructed of paper, cloth, canvas, plastic, plywood, or other lightweight material intended to display either commercial or noncommercial messages of a transitory or temporary nature.

Sign, Time and Temperature:

Any sign or portion of a sign located on-premise displaying the time and/or temperature.

Sign, Trailer:

A sign designed to be transported and affixed either temporarily or permanently on any registered trailer typically used in the course of business for deliveries and transport of services, goods, persons, or materials.

Sign, Vehicle:

A sign affixed or painted on a vehicle or trailer.

Sign, Warning

A sign making an announcement or admonition such as but not limited to, "beware of dog," "private property," "no trespassing," "no hunting," or advising the public of the use of chemicals, herbicides or pesticides.

Sign, Wall:

A sign fastened to or painted on the wall of a building or structure in such a manner that the wall becomes the supporting structure for, or forms the background surface of the sign.

Sign, Window:

A sign applied to or attached to the exterior or interior of a window. Window signs are visible from outside the building and are placed with the sole intent to attract customers from outside.

D. Substitution Clause and Content Neutrality

1. Notwithstanding anything contained in this Section to the contrary, any sign erected pursuant to the provisions of this Section with a commercial message may, at the option of the owner, contain a noncommercial message unrelated to the business located on the premises where the sign is erected. The noncommercial message may occupy the entire sign face or any portion thereof. The sign face may be changed from commercial to noncommercial message or from one noncommercial message to another as frequently as desired by the owner of the sign, provided that the sign is not a prohibited sign or sign type, and provided that the size, height, setback and other dimensional criteria contained in this Section have been satisfied.
2. Notwithstanding anything in this Section to the contrary, no sign or sign structure shall be subject to any limitation upon the content (viewpoint) of the message contained on such sign or displayed on such sign structure.

E. Applicability.

1. All signs within the Township of Medford shall be subject to the provisions of this section.
2. No sign shall be placed on, or attached to a building, or erected independently, for any purpose other than to advertise a permitted business or use conducted on the same premises unless specifically permitted herein.
3. Exempt signs requiring notification to the Administrative Officer include the following:
 - a. Community Information Signs,
 - b. Temporary banner, grand opening and sales event signs, and
 - c. Temporary window signs
4. Jurisdictional permits may be required from the following agencies including but not limited to the County of Burlington, New Jersey Department of Transportation, New Jersey Department of Environmental Protection and the New Jersey Pinelands Commission.

F. Approvals and/or Permit Required.

1. Each application for development shall include a sign plan showing a description of the message, trademark, symbol, or insignia, and the specific design, location, size, dimensions, colors, materials, height above ground, construction, and illumination of proposed signs in accordance with the following regulations.

2. An application for an illuminated sign must include a lighting fixture catalogue cut or manufacturer's product description sheet with isolux or lumens specifications and mounting information. It shall indicate the lighting intensity (lumens) that would be generated by any lighting devices shining onto the sign and the rest of the property and neighboring properties and the lumens that would be projecting from any illuminated signs as part of the sign plan. (This information is part of the manufacturer's data sheet.) Externally illuminated signs consisting of three or fewer one-hundred-watt incandescent light bulbs, compact fluorescent lights or LED or similar of comparable wattage, shall be exempt from submitting a lumens plan.
 3. Any sign hereafter erected in Medford, which is exposed to public view, shall conform to the provisions of this Ordinance and any other ordinance or regulation of Medford, the County, State or Federal government relating to the erection and maintenance of signs. In the event of conflicting regulations, the most restrictive regulation shall prevail.
 4. Existing signs in the Pinelands Area
 - a. Existing lawful off-site commercial advertising signs, in existence as of January 14, 1981, shall be permitted in the Pinelands, except in the ROD-2, RS-2, FD, PD, APA, and SAPA Districts and in those portions of the CC and PPE Districts located outside the Regional Growth Area.
 - b. Any existing sign which does not conform to the provisions of the §526-, L or M shall not be permitted to continue beyond December 5, 1996.
 5. No existing sign shall be enlarged, rebuilt, structurally altered, or relocated except in accordance with the provisions of this ordinance. Furthermore, the failure to issue a permit for any sign shall not relieve the owner or lessee of the premises from the duty of safely maintaining any such structures.
 6. All development applications shall include all signs to be approved by the Planning Board or Zoning Board of Adjustment.
 7. In applications where only sign modification is sought and no other site modifications are proposed, any sign exceeding the maximum area, height, or otherwise not in conformance with the requirements of this section shall require application and approval for minor site plan with waiver(s).
 8. No sign, other than exempt signs, shall be erected without first obtaining a sign permit from the Zoning Office.
- G. Application Requirements. An applicant for a permit to erect a sign shall submit the following information to the Administrative Officer.
1. Applicant's Name and Address.
 2. Owner's Name and Address if applicant is not the owner.
 3. Block and lot number of the property on which the sign is to be erected.
 4. Sketch or survey drawn to scale or dimensioned of the property showing the

location of the proposed sign if freestanding and/or sketch or drawing of the building face showing the sign.

5. A plan drawn to scale or dimensioned including a description of the sign, including size, height, location, type of illumination, types of materials, colors, and construction material. If the sign is to be lighted either internally or externally, details of the proposed lighting shall be supplied (see above §526-E.2).
6. Permit Fee. The fee for a sign permit shall be as set forth in §900 of this Section and shall be submitted with the application

H. Action on Application.

1. The Administrative Office shall review each application to determine whether the proposed sign meets the requirements of this Section.
2. If the proposed sign is found to meet Section requirements, the permit shall be issued. If the permit is denied the reasons for denial shall be set forth in writing. The Administrative Officer may refer any sign permit application to the Planning Board for advice and comment. All permit applications shall be acted upon within ten (10) days after submission, or within ten (10) days after the first Planning Board meeting following a referral thereto, as the case may be.

I. General Provisions

1. No sign other than street, traffic or similar official signs shall be erected within or project over the right-of-way of any public street, sidewalk, or public promenade, except as permitted by the governing body, or as expressly permitted herein.
2. Street signs shall be in conformance with the New Jersey Department of Transportation Standards and the Manual on Uniform Traffic Control Devices for Streets and Highways, latest edition. The location of street signs shall be determined by the Township Engineer and shall not create visual obstruction.
3. No sign shall be placed on any property without the consent of the property owner.
4. No sign shall be attached to utility poles, public structures, trees, stumps, fence-posts, other signs or sign posts, but shall be free-standing or attached to buildings in accordance with this section, except as otherwise provided herein for warning signs, as defined.
5. In order to protect the public health and safety signs shall be placed so that there is no visual clutter, conflict or interference with traffic signs or sight triangles.

J. Exempt Signs.

The following signs shall be permitted in any zone without prior approvals, subject to restrictions contained in subsection 14 below:

1. One (1) temporary real estate sign per street frontage advertising the sale, lease, or rent of the premises upon which the sign is located shall not exceed the following limitations by use and zone:
 - a. All Residential, Agricultural and Preservation Districts (GMN, GMS, RGD-1, RGD-2, RS-1, RS-2, AR, FD, PD, HM, RC, CC, HVC, HVR, VRD, RHO, APA, SAPA, GMN-AR) and residential uses located in Medford including the Pinelands and Medford Village; and the Commercial and Industrial Uses in the HVC, and RHO Districts which sign shall not exceed six (6) square feet.
 - b. Commercial and Industrial Uses in the HC-1, HC-2, HM CC, PI, RHC, and RC Zone Districts which sign shall not exceed sixteen (16) square feet.

The signs shall be mounted so that the top of the sign is no more than six (6) feet above the ground. For sale and sold signs shall be removed within 30 days of the completion of business being advertised.

2. Temporary directional real estate signs shall not exceed four (4) square feet and may be temporarily erected to advertise an "Open House", provided such signs are erected for a period not to exceed forty-eight (48) consecutive hours in three (3) consecutive days and provided they are immediately removed following the event they advertise.
3. One (1) temporary construction sign of architects, engineers, real estate agencies, and/or corporations on the lot(s) to which it relates. The content of such sign shall consist of an architectural or engineering plan or rendering, contact names and phone numbers and other details of the project for marketing purposes. Said signs shall not exceed three (3) feet high by four (4) feet wide or twelve (12) square feet. In addition, said signs must be removed within seven (7) days of the issuance of the final construction department certificate of occupancy of the project to which the sign relates. It must be mounted so that the top of the sign is no more than forty-eight (48) inches above the ground, supported by four (4) inch by four (4) inch posts. The sign shall not be located in any sight triangle and shall be located behind the street line by a minimum of five (5) feet.
4. One (1) temporary contractor sign per contractor shall be permitted only during the period when the mechanic, contractor, or artisan is actively performing work on the lands or premises where the sign is placed. The sign shall not exceed three (3) square feet in area, the top of the sign and shall not be more than three (3) feet above the ground. The sign shall not be located in any sight triangle and shall be located behind the street line by a minimum of five (5) feet.
5. Decorations for a recognized federal or state holiday or observance or seasonal display provided that they do not create a traffic or fire hazard.
6. Official municipal, county, state or federal governmental signs.
7. Official off-tract signs for places of worship or fraternal organizations, setting

forth the location, meeting place, and meeting hours of the place of worship or fraternal organization.

8. Election signs, as defined, shall be permitted throughout the Municipality. Election signs shall be permitted 30 days prior to any municipal, County, State or National election or referendum and shall be removed within seven (7) days after the event they advertise. Election signs shall not exceed sixteen (16) square feet and shall not be attached to trees or utility poles. The signs shall be mounted so that the top of the sign is no more than six (6) feet above the ground and five (5) away from right of way lines.
9. Free Expression signs, as defined shall be permitted throughout the Municipality. Free Expression signs shall not exceed sixteen (16) square feet and shall not be attached to trees or utility poles. The signs shall be mounted so that the top of the sign is no more than six (6) feet above the ground and five (5) feet away from right of way lines.
10. Signs denoting the name and address of the occupants of the premise that do not exceed two (2) square feet in area. Suggested minimum alpha-numeric heights shall be at least three (3) inches and shall not exceed a maximum of twelve (12) inches.
11. Memorial or nameplate signs when they do not exceed three (3) square feet.
12. Flags of the United States of America, the States, County, or municipality, foreign nations, and any other flag adopted and sanctioned by an elected legislative body or competent jurisdiction, provided that such flag shall not exceed twenty-five (25) square feet and shall not be flown from a pole that exceeds the maximum height permitted in the zone district in which it is located. Flags shall be higher than seven (7) feet from the sidewalk elevation or other public way or walk or adjacent grade, whichever is less. These flags may be illuminated. Other flags shall be considered freestanding signs and shall be governed by such regulations that may apply in the zoning district in which such flag is located. Flying of flags shall comply with applicable state and federal law.
13. The following signs will be permitted in any public, quasi-public, commercial, or industrial districts without prior approvals:
 - a) Change in the copy of a window, changeable copy or time and temperature sign, or any permitted sign conforming to this section once a permit for the sign has been issued. These messages on these signs must remain stationary for at least six (6) seconds and shall not blink or oscillate.
 - b) Four times per year temporary banner, grand opening and sales event signs which shall be no larger than twenty (20) square feet in area and shall not be illuminated, provided that the sign is not placed more than seven (7) days prior to the event and is removed within three (3) days following the event. All such signs shall be submitted to the zoning officer in the form of a notification seven days prior to their erection for

the purposes of calculating the passage of time. These signs may be window signs, banner signs or other types of similar temporary signs mounted on the façade or building and must be at least seven (7) feet high above sidewalk elevation and no higher than the bottom of the 2nd story windows, the parapet, or cornice of the building, whichever is lowest.

- c) One portable swinger, "A" frame, or sandwich sign per business occupant that can be no larger than six (6) square feet when utilized to advertise daily specials, special events, courses or classes, restaurant menu specials, designating "open" status and the like, providing the sign is only displayed when the establishment is open for business and is not located more than 12 feet from any building face. Under no circumstances can these signs impede pedestrian flow or be displayed when the enterprise is not open.
 - d) Restaurant menu when displayed in a glass case affixed to the exterior building wall for that purpose, or when displayed on a signboard located in close proximity to the restaurant entrance located on private property. The area of the signboard or display case shall not exceed the menu size by more than thirty (30) percent. Under no circumstances can these signs impede pedestrian flow. The overall area of the sign shall not be greater than three (3) square feet.
 - e) In addition to permanent window signs are permitted herein, four times per year, temporary window signs shall not exceed twenty (20) percent of the total storefront window area, and shall be promptly removed upon termination of the sale or event, and shall not be displayed for longer than thirty (30) days. All such signs shall be submitted to the zoning officer in the form of a notification seven days prior to their erection for the purposes of calculating the passage of time.
 - f) Directional and Informational window signs including hours of operation, credit card acceptance, and business affiliations are considered informational signs, and are not included in the maximum permitted permanent window sign area. These signs shall be legible from adjacent drive aisles and walkways.
 - g) Public utility, telecommunications, and alternative energy signs.
 - h) Seasonal, decorative, or one (1) "open" (only when "open" for business hours) flags.
 - i) Community event signs. (See §526-O)
14. Signs less than thirty (30) inches in height shall be placed on the property line and outside the right of way. Signs over thirty (30) inches in height, shall be set back five (5) linear feet from all property lines.

K. General Sign Design Guidelines. These guidelines are formulated to provide guidance to the board of competent jurisdiction, owners of businesses, and professional designers and

experts. They are not rules and they are not required. The below is simply a primer on general sign legibility where providing helpful orientation, reducing distraction, and providing important navigational information are important to economic development.

1. Consistency. All signs should have a consistent sign design for the premises. The design theme would include style of lettering, construction, material, type of pole or standard (wood or metal), masonry, size and lighting. Signs should be a subordinate rather than a predominate feature.
2. Appearance. Sign(s) and/or their structures should be compatible with their surroundings. Signs for businesses in a common building, shopping, office, or industrial center should be compatible with each other using shape, logos, type, mounting style, or mounting hardware as well as consistent sign placement promoting intuitive visual cues. Signs that relate to and complement their surroundings will capture the attention of a pedestrian or motorist better than a poorly designed one, which may give a negative impression of the business and the community as a whole.
3. Materials. Durable, quality materials will ensure that a sign will look attractive, reduce maintenance costs, and last longer. Sign materials and finished textures should complement the building materials. Permanent signs should be made of wood, high-density foam simulating wood, medium-density overlay, finished plastic, lexan or similar and finished plywood, mixed metals, brass, copper, or bronze. Generally, signs made of inferior grade unfinished wood and plastic are inappropriate and discouraged. Matte cotton and mixed fabrics are recommended for awning signs. Plastic and lexan materials are recommended for internally illuminated signs not awnings.
4. Placement. Many buildings have spaces that are specifically designed for signs, such as the area below the second floor windowsill or on a building or sign fascia. Signs should be integrated with the building without obscuring important architectural details or storefront windows. Signs should be mounted so as to minimize damage to historic materials. Sign supports should be finished with architectural details to complement the sign, such as ornamental metal supports and routed wood or composite posts and edges to provide detail and relief. Window and door signs should avoid cluttering and blocking views. This will help increase customer interest and business visibility, viability, and safety. Freestanding signs shall be placed so as to appear most visible to vehicular traffic. Window signs, suspended signs, and projecting signs shall be placed so as to appear most visible to pedestrian traffic.
5. Letter Heights and Font style. Lettering and character typefaces should match the scale of the building and size of the sign. Consideration of the adjacent roadway speed limits and whether pedestrians are in the area is a practical way to determine appropriate letter sizing. Where possible commercial messages applying to the trading entity in words or symbols should be legible from sidewalks and streets and a minimum of 4 inches high. Taglines and mottoes are not required to be legible from sidewalks and streets.

6. Color. Colors influence a sign's legibility, character, and general appearance. The colors should be compatible with the style and color scheme of the building and its neighbors. Color schemes should be kept simple. Signs with a strong color contrast are more legible such as and only for example a 70% contrast between letters and logos and background or field. Those signs providing a dark background or field with lighter lettering reduce glare and nuisance and provide enhanced readability. Because storefront windows often appear dark, window signs should be completed in light colored paint or gold leaf.
 - a. Lighter colors have a higher light reflectance value (LRV) as defined and the LRV of light colors for sign text should generally not be less than 45. The lighter color minimum must be set at 45 because two very dark colors could theoretically have a high contrast and meet the 70%. The darker background color should be a lower number (below 45). In order to determine the contrast subtract the lower LRV from the higher LRV. Divide the answer by the higher number. Convert to a percentage
 - b. Example:
Light color LRV = 50
Dark color LRV = 15
 $50-15=35$ then $35/50=0.70$ (70%)
7. Lighting. Decorative light fixtures, such as gooseneck, hooded, historic reproduction, and alcove fixtures, are encouraged that are complementary to the design of building, sign, or site. Backlit signs with channel set letters are encouraged. Signs should be evenly lit with no isolated bright or dark spots. No substantial light or glare may be directed or reflected onto adjacent streets or properties. Internally illuminated signs should use energy conserving lights such as compact fluorescent and LED to the extent feasible and lettering should be channel set. Illumination affects letter height and legibility.
8. Energy Conservation. The energy efficiency of lighting and electrical power is recommended be considered for all sign designs and constructions. Lights (except for security lighting) should be set on timers to reduce glare and conserve energy when businesses are not open.

L. Minimum Universal Requirements

1. All height limitations shall be measured from the average surrounding grade to the top or bottom of the sign, as is specified, or its supporting structure.
2. Where any sign such as, projecting, suspended, flag, or banner is located over a walkway, sidewalk, pedestrian way, or other public area, the bottom of the sign such as, projecting, suspended, flag, or banner shall be at least seven (7) feet above grade level of the pedestrian area.
3. Signs shall be located outside of sight triangles wherever practicable. If signs must be placed in the sight triangle, they shall not obstruct the area between 30 inches and 120 inches above the centerline grade of the street or driveway and

shall not be erected in any public rights-of-way.

4. Freestanding signs shall be setback a minimum of ten (10) feet from side lot lines. Except as otherwise permitted, freestanding signs shall be setback a minimum of five (5) feet from all public rights-of-way.
5. Internally Illuminated and back lit signs shall be arranged to reflect the light and glare away from adjoining lots and streets to prevent glare or blinding effects upon motor vehicle or pedestrian traffic and so as not to cause a nuisance to residential properties in the area. All exterior lighted signs shall be shielded or have translucent fixtures to prevent glare. The external light source shall be focused down when the initial output exceeds 200 lumens, not upwards towards the sky.
6. In no instance shall the lighting intensity of any sign exceed 20 footcandles when measured with a standard light meter perpendicular to the face of the sign from a distance measured one foot from the face of the sign.
7. Attached wall signs shall be affixed parallel to the wall to which they are attached, and the face of the sign shall project no more than eight (8) inches from the surface of the wall, building or structure.
8. Wall signs shall not project beyond the roof or sides of the building, except as provided herein.
9. Projecting signs may not project more than six (6) feet from the exterior wall of the building.
10. Suspended signs may not extend farther away from the exterior wall of the building than the structure from which it is supported. In no case shall the suspended sign be greater than six (6) feet from the exterior wall of the building.

M. Sign Area and Sign Placement

1. Computation Methodology
 - a) Internally illuminated signs including incandescent, compact fluorescent, LED, gas tubing, neon, or any other form of lighting projecting from the surface. The area of signs shall be expressed/ measured as the area of the smallest geometric shape capable of encompassing the entire perimeter of the letters, numbers, symbols, graphics or frame.
 - b) Non-illuminated, externally illuminated or back-lit reverse channel letter signs. Where signs consist of individual letters, numbers, symbols or other graphics, the sign area shall be expressed/ measured as the sum of the individual areas of the smallest geometric shapes capable of encompassing the perimeters of the individual elements comprising the sign. *There is an increased size bonus for utilizing these types of signs.*
 - c) Double faced signs. The sign area as computed above in 1 or 2 shall be expressed/ measured as only one side provided all faces are identical in

size and the signs are back to back. Where signs are not identical in size and the signs are not back to back the sign area shall be expressed/measured for each side.

2. Sign placement

- a) Wall Signs. Wall signs shall be placed in the "Signable Facade Area". This is a rectangular, continuous area on the wall of a building, which extends from the top line of windows and doors on the first floor, and the bottom line of the second floor windows, roof, parapet, or cornice above, in an area that is uninterrupted by windows, architectural details, or openings.
- b) A roof mounted sign violating the standards of "Signable Façade Area" above if the owner or applicant can demonstrate that there is no other location on the building where the wall sign can be located.

N. Prohibited Signs

1. No sign of any type shall be permitted to obstruct driving vision, pedestrian or vehicular traffic, traffic signals, traffic directional and identification signs, walkways, entrances, exits, fire escape, doorways, other places of business, 48" wide sidewalks, or other signs or windows of the building on which they are located, or in any way affect the safety of the public. The Township of Medford is authorized to remove any such sign at the expense of the permittee or owner of the property upon which it is located or person or entity responsible for erecting the sign.
2. Billboard or Off-Premise Signs. In order to promote traffic safety and aesthetics, the Township of Medford hereby prohibits all billboard and/or off-premise signs located within the municipality.
3. Commercial vehicles, mobile signs or trailers displaying signage shall not be utilized as signage on any lot. Commercial vehicles or trailers utilized for deliveries, service or other specified commercial and industrial uses, may be parked in the front yard of commercial and industrial uses in commercial and industrial zones.
4. Additional prohibited signs include but are not limited to:
 - a) Abandoned signs,
 - b) Animated, inflatable or moving signs,
 - c) Beacon lights,
 - d) Bench signs,
 - e) Bus shelter signs,
 - f) Mobile signs,
 - g) Neon or gas tubing attached to facades and roof lines or surrounding window frames to accentuate architectural elements,

- h) Pennant signs,
- i) Signs using red, yellow, and green lights which mimic the operation of any traffic control signal,
- j) Signs using the words such as “stop”, “look”, “danger”, which are placed to constitute a traffic hazard or interfere with the free flow of traffic,
- k) Signs attached, affixed or painted on trees, fences, rocks, curbs, walks, hydrants, or bridges, except exempt signs.
- l) Roof signs or signs mounted on the roof, except as provided herein,
- m) Signs painted directly onto buildings except on historic buildings or districts,
- n) Building mounted strings of light (not including holiday lighting and decorations),
- o) Internally illuminated plastic, lexan or vinyl awning and canopy signs,
- p) Internally illuminated projecting and suspended signs, except as provided herein,
- q) Signs which present lewd language or graphic sexual depictions, and
- r) Cardboard, plastic, placards and temporary signs affixed to windows, doors, bollards, poles, sign supports or other permanent or temporary fixtures or objects, except as otherwise specified.

O. Developer Signs.

1. Applicability. All zoning districts.

One on-site temporary developer sign for projects that have received final site plan or subdivision approval from the board of jurisdiction shall be permitted. The sign shall identify the project and shall be shown on the final site plan or subdivision map. The sign area shall not exceed twenty (20) square feet and the sign height shall not exceed eight (8) feet above the adjacent ground level. The sign shall be located outside of sight triangles and shall be located behind the street line by a minimum of five (5) feet. Once construction is completed, prior to the release of sureties, or when the project is dormant for over three (3) months, the on-site temporary sign shall be removed.

2. Applicability. All zoning districts located outside of the Pinelands Area and the Historic Commercial or Residential Districts.

Off-premise developer signs directing traffic to a development site, sales office, model homes or similar development shall require a change of use application or site plan exemption and approval by the Planning Board pursuant the Medford Township Land Use Code. Prior to submission of the application the applicant shall obtain outside agency approvals or a letter of no interest from a jurisdictional agency such as New Jersey Department of Transportation, County of Burlington, Pinelands

Commission, Department of Environmental Protection. Developer signs located along a street with two lanes shall not exceed four (4) square feet in area and the sign height shall not exceed five (5) feet in height measured from the adjacent ground level. The sign shall be located outside of sight triangles and shall be located behind the street line by a minimum of five (5) feet.

P. Public and Quasi-public Uses

1. Community event signs

Community event signs sponsored by a school, civic organization, club, Municipality, place of worship, veteran's organization, or similar group shall be permitted and are exempt from obtaining a permit when in compliance with the standards found below. However, all such signs shall be submitted to the zoning officer in the form of a notification seven days prior to their erection, for the purposes of calculating the passage of time.

- a. Wall mounted community event signs shall not obstruct windows, doors or other building openings and shall be no larger than two (2) feet by ten (10) feet.
 - b. Temporary ground mounted community event signs shall be no larger than four (4) feet by four (4) feet. Those signs exceeding 30 inches in height to the top of the sign shall be setback at least ten (10) feet and signs not exceeding 30 inches in height to the top of the sign shall be setback 3 feet from any street or property line. Temporary ground mounted signs are only permitted to be erected within fourteen (14) days prior to the event and removed within three (3) days after the event.
 - c. Community event signs shall be constructed of durable weatherproof materials and have suitably designed copy and graphics. The Municipality reserves the right to reject signs which are incongruous or pose a health and safety hazard, or are otherwise prohibited by this section.
 - d. Notwithstanding the provisions of this section, community event signs may provide advertising for any business, organization or use, such as a sponsorship role, when such advertising is deemed to be in furtherance of the public good, health, safety and/or general welfare.
2. Where a civic building, school, public park, club, lodge, place of worship or similar has one entrance located on one public street, the site shall have not more than three (3) signs not to exceed a total of thirty-two (32) square feet displayed on the property. Where the site has two entrances located on two separate public streets the use shall not have more than three (4) signs not to exceed a total of forty-eight (48) square feet displayed on the premises. *Suggested sign types include, but are not limited to wall signs, freestanding signs, and changeable copy signs.*
3. Changeable copy signs are permitted to be up to forty (40) percent of the total sign area permitted on the site. Changeable copy signs are not permitted to flash or oscillate and messages are required to remain stationary for at least six (6)

seconds. Yellow copy is strictly prohibited.

- Q. All Residential, Agricultural and Preservation Districts (GMN, GMS, RGD-1, RGD-2, RS-1, RS-2, AR, FD, PD, HM, RC, CC, HVC, HVR, VRD, RHO, APA, SAPA, GMN-AR) and residential and agricultural uses located in Medford including the Pinelands and Medford Village.
1. Neighborhood Identification Signs, as defined, shall be permitted at each public entrance.
 - a. Signs shall not exceed twenty (20) square feet in area.
 - b. Where existing signs are located in any sight triangle; and require replacement, the sign, the foundation and any decorative features shall not exceed thirty (30) inches in height.
 - c. Where neighborhood identification signs are proposed or newly installed the signs shall be setback a minimum of five (5) feet or outside the sight triangles from any public right of way or driveway whichever is greater. These signs shall be a maximum of six (6) feet in height.
 2. Exempt signs shall be permitted.
 3. A permitted or approved Agricultural use located outside of commercial zones, such as a farm stand, horse, husbandry or other farm may have the following signs:
 - a. One identification sign not to exceed six (6) square feet in area or be higher than five (5) feet above surrounding grade level. The sign shall not extend beyond a vertical plane three (3) linear feet from all property lines displayed on the property. *Suggested sign types include post and gibbet signs.*
 4. Home Occupation, as defined (see §203 and §602) shall be permitted one home occupation sign, as defined up to four (4) square feet and pursuant to §602-F.2.b. Permitted sign types include either a projecting or post and gibbet sign. It is suggested that where a permitted building housing a Home Occupation is located within six (6) feet of the front lot line or the street line one (1) projecting sign may be used in lieu of post and gibbet signs noted above. The projecting sign shall be permitted to be located between an imaginary line drawn perpendicular to the top of any first or ground floor windows and/or doors and the top of the floor of the second floor.
 5. No signs, as defined, that alter the residential character of the premises shall be permitted in any residential district.
- R. Commercial and Industrial Uses in the HC-1, HC-2, and HM Zone Districts
1. Each site, pad site, shopping center, mixed use center, industrial park, or office complex are permitted to provide freestanding sign(s) at a rate of 0.5 square feet per linear feet of street frontage up to 400 linear feet and 0.25 square feet per linear feet of street frontage thereafter. Such signs shall be perpendicular to each

public right of way the site, center, park, or complex fronts upon, No single signs shall exceed 120 square feet in area. These signs may include the name of the site, park, or center, names and logos of tenants, owners, or leaseholders, and may include up to 20% of their total area to be changeable copy.

2. Changeable copy signs are not permitted to flash or oscillate and messages are required to remain stationary for at least six (6) seconds. Yellow copy is strictly prohibited.
3. Each individual site or use or tenant within a shopping center, mixed use center, industrial park or office complex are permitted to provide twelve (12%) of the wall surface area of the wall on which the sign is attached. or one building façade, as defined, and shall include at least one of the following:
 - a) Parallel to the building face and/or public rights of way such as
 1. Wall or Window Sign, or
 2. Awning or Canopy Sign, and

Each individual site or use or tenant within a shopping center, mixed use center, industrial park or office complex are permitted to provide four (4) percent of the wall surface area of the wall on which the sign is attached but in no case greater than twelve (12) square feet or one building façade, as defined, shall include at least one of the following:

- b) Perpendicular to building face primarily pedestrian oriented signs such as
 1. Projecting Sign or Suspended Sign

And may provide the following:

- c) Exempt Signs
 - a) Directional and/or Informational Sign
 - b) Portable Sign or Temporary Sign

4. Signs

- a. Freestanding including Multiple Occupancy and Tenant signs shall be located a minimum of five (5) feet away from front property lines, ten (10) feet from side property lines, and outside of any sight triangles.
- b. Freestanding signs including Multiple Occupancy Tenant signs shall be mounted so that the bottom of the sign is at least eighteen (18) inches above ground level.
- c. The top of freestanding signs shall be no higher than twelve (12) feet above ground level.
- d. All signs including freestanding, wall, window, canopy, projecting and suspended are permitted to be illuminated, such as internally, externally, or back-lit reverse channel letters.
- e. Canopy signs and not entire canopy structures are permitted to be translucent, constructed of Lexan, vinyl, plastic, or similar and allow light to penetrate.
- f. Awning signs shall be permitted as above on the awning providing the maximum letter height does not exceed eighteen (18) inches. Matte cotton

- and mixed fabric awnings are required to be opaque and can be internally or externally illuminated. Awnings are permitted to encroach upon pedestrian ways up to six (6) feet; and the bottom of the awning shall be located seven (7) feet above surrounding adjacent grade level.
- g. Etched or painted permanent window signs shall be permitted in storefront windows of any retail or commercial business, providing it does not exceed thirty-three (33) percent of the window area of the building facade.
 - h. Changeable copy signs are permitted for gasoline service stations to provide fuel pricing information.
- 5. Directory signs shall be permitted in relation to each building provided the directory is no more than six (6) square feet in area and six (6) feet in height. The sign shall not be located in the front yard set back. These signs shall not be used for advertising purposes.
 - 6. Directional signs. Directional signage shall be permitted on mixed use, shopping center, industrial park, and office complex sites where necessary to safely and effectively convey persons to their intended destination. The number of directional signs shall be limited to the number necessary to achieve this goal. The signs shall not be used for advertising purposes and may be internally illuminated. If they are used for advertising purposes they are considered as part of the total square footage of sign permitted for the site. Directional signs shall not exceed thirty (30) inches when located five (5) feet or less from public rights of way. No directional sign may exceed six (6) feet in height.
 - 7. Neon, gas tubing signs or LED are permitted in lieu of painted or etched window signs and subject to the following conditions:
 - a. No neon, gas tubing or LED sign may revolve, flash, or display movement or the illusion of movement.
 - b. Neon, gas tubing, or LED signs can be installed in windows but shall not exceed five (5) percent of the total window area. Area is calculated as for internally illuminated signs.
 - c. All neon or gas tubing signs are required to have an initial outlet of less than 200 lumens.
- S. Commercial and Industrial Uses in the CC, PI, RHC, and RC Zones outside of the Historic Village Commercial (HVC) District.
- 1. Each site, pad site, shopping center, mixed use center, industrial park, or office complex is permitted to provide freestanding sign(s) at a rate of 0.3 square feet per linear feet of building façade, as defined, up to 400 linear feet and 0.15 square feet per linear feet of building façade, as defined, thereafter. One freestanding sign per public street frontage is permitted; and such signs shall be perpendicular to each public right of way the site, pad site, center, park, or complex fronts upon. No single signs shall exceed 120 square feet in area. These signs may include the name of the site, park, or center, names and logos of tenants, owners, or leaseholders.

2. Each site or use or tenant within the shopping center, mixed use center, industrial park or office complex shall be permitted twelve (12%) of the wall surface area of the wall on which the sign is attached or one building frontage facing one public right-of-way and shall include at least one of the following:

- a) Parallel to the building face and public rights of way such as:
 1. Wall or Window Sign, or
 2. Awning or Canopy Sign

Each site or use or tenant within the shopping center, mixed use center, industrial park or office complex are permitted to provide four (4) percent of the wall surface area of the wall on which the sign is attached or one building façade, as defined to include one of the following:

- b) Perpendicular to building face primarily pedestrian oriented signs such as
 1. Projecting Sign or Suspended Sign

And may provide the following:

- c) Exempt Signs
- c) Directional and/or Informational
- d) Portable Sign or Temporary Sign

3. Signs

- a. Freestanding including Multiple Occupancy and Tenant signs shall be located a minimum of five (5) feet away from front property lines, ten (10) feet from side property lines, and outside of any sight triangles.
- b. Freestanding signs including Multiple Occupancy Tenant signs shall be mounted so that the bottom of the sign is at least eighteen (18) inches above ground level.
- c. The top of freestanding signs for shopping centers, office complexes and mixed use center, industrial park shall be no higher than twelve (12) feet above ground level.
- d. The top of freestanding signs for single use on-premise signs shall be no higher than six (6) feet above ground level.
- e. All signs including freestanding, wall, window, canopy, projecting and suspended are permitted to be illuminated, such as internally, externally, or back-lit reverse channel letters. Canopy signs are permitted to be translucent, constructed of Lexan, vinyl, plastic, or similar and allow light to penetrate.
- f. One etched or painted permanent window sign shall be permitted in one storefront window of any retail or commercial business, providing it does not exceed thirty-three (33) percent of the window area.
- g. Awning signs shall be permitted as above on the awning providing the maximum letter height does not exceed eighteen (18) inches. Matte cotton and mixed fabric awnings are required to be opaque and can be internally or externally illuminated. Awnings are permitted to encroach upon

pedestrian ways; however the bottom of the awning shall be located seven (7) feet above surrounding adjacent grade level.

h. Changeable copy signs are permitted for gasoline service stations to provide fuel pricing information.

4. Directory signs shall be permitted in relation to each building provided the directory is no more than six (6) square feet in area and six (6) feet in height. The sign shall not be located in the front yard set back. These signs shall not be used for advertising purposes.

5 Directional signs. Directional signage shall be permitted on mixed use, shopping center, industrial park, and office complex sites where necessary to safely and effectively convey persons to their intended destination. The number of directional signs shall be limited to the number necessary to achieve this goal. The signs shall not be used for advertising purposes and may be internally illuminated. If they are used for advertising purposes they are considered as part of the total square footage of sign permitted for the site. Directional signs shall not exceed thirty (30) inches when located five (5) feet or less from public rights of way. No directional sign may exceed six (6) feet in height.

6. Neon, gas tubing signs or LED are permitted in lieu of painted or etched window signs and subject to the following conditions:

- a) No neon, gas tubing or LED sign may revolve, flash, or display movement or the illusion of movement.
- b) Neon, gas tubing, or LED signs can be installed in windows but shall not exceed five (5) percent of the total window area. Area is calculated as for internally illuminated signs.
- c) All neon or gas tubing signs are required to have an initial outlet of less than 200 lumens.

T. Historic Village Commercial. The following sign standards shall apply to all properties where the principal use and zone are commercial in the HVC and RHO Zone Districts:

1. General standards.

- a) No more than four (4) signs, each of a different type as characterized below shall be permitted per use.
- b) It is encouraged that trim and support colors and materials used for the sign should complement the background or the trim color or material of the structure it serves. When more than one sign is used per building or groups of buildings, the colors, shapes or support structures of the signs should be coordinated with each other to present a unified image.
- c) No fluorescent paint colors or neon signs shall be permitted.
- d) All signs shall be externally illuminated or back-lit reverse channel letters.

2. Each use may utilize one type of sign perpendicular to the right-of-way. Perpendicular signs are freestanding, suspended, and projecting signs.

a) Freestanding sign. Freestanding signs shall be located in the front yard area.

1.) Where there is a front yard space greater than or equal to 15 linear feet, one monument sign may be erected at a rate of 0.4 square feet per linear feet of street frontage but in no case shall exceed sixteen (16) square feet.

a. These signs shall be setback five feet from the front property line.

b. These signs shall not be greater than six (6) feet in height

2.) Where there is a front yard space greater than or equal to 6 linear feet or less than 15 linear feet one post and gibbet, pole, post, hanging or similar sign may be erected at a rate of 0.4 square feet per linear feet of street frontage a single use has on their portion of the building facing the public right of way but in no case shall exceed nine (9) square feet shall be permitted per lot.

a. These signs shall be located behind the front property line. When these signs are located between the property line and 3 feet, no sign face shall be located between thirty (30) inches and seven (7) feet high.

b. These signs shall not be greater than ten (10) feet in height.

c. These signs are not permitted to overhang any pedestrian way.

b) Projecting or Suspended sign.

1.) Where there is a front yard space less than 6 linear feet, projecting or suspended signs may be erected at a rate of 0.4 square feet per linear feet of street frontage a single use has on their portion of the building facing the public right of way, but in no case shall exceed nine (9) square feet.

2.) The sign shall be located so it does not block or obscure important architectural elements of the facade.

3.) Not including the supporting frame or structure, the top of the sign shall be not more than eleven (11) feet above the ground.

4.) Including the supporting frame or structure the bottom of the sign must be seven (7) feet above the ground.

3. Each use may utilize one or two types of sign parallel to the right-of-way. Parallel signs are wall, window, or awning signs. The total area of all wall,

Comment [MSOffice1]: This sign area is consistent with the businesses located on Main Street closest to Route 70 with wide front yard spaces and existing signs of 15 square feet. These signs were positively viewed by the Subcommittee.

window, or awning signs shall not exceed twelve (12) percent of all the surface area of the wall on which the signs are attached.

a) Wall and/or Awning sign.

- 1.) Under no circumstances can any awning or canopy be translucent or let light through. Matte cotton and mixed fabrics are required to be opaque for awnings.
- 2.) Awnings and canopies may extend a maximum of six (6) feet from the exterior wall with the building.
- 3.) Awnings and canopies may be lit on their face from above or back-lit utilizing reflection interior to the awning or window it covers.

b) Window sign.

- 1.) Etched or painted permanent window signs shall be limited to thirty-three (33) percent of the total glass area of the building front.
4. Seasonal, decorative, or one "open" flag when the business is open may be located seven (7) feet above any sidewalk or pedestrian way.
5. Exempt signs as permitted.
6. Illuminated signs including internally illuminated, LED illuminated, Neon or gas tubing signs are strictly prohibited.
7. Directory signs shall be permitted in relation to each building provided the directory is no more than six (6) square feet in area and four (4) feet in height. The sign shall not be located in the front yard set back. These signs shall not be used for advertising purposes.
8. Directional signs. Directional signage shall be permitted on mixed use and office complex sites where necessary to safely and effectively convey persons to their intended destination. The number of directional signs shall be limited to the number necessary to achieve this goal. The signs shall not be used for advertising purposes and may not be internally illuminated. If they are used for advertising purposes they are considered as part of the total square footage of sign permitted for the site. Directional signs shall not exceed thirty (30) inches when located five (5) feet or less from public rights of way. No directional sign may exceed six (6) feet in height.

U. Signs for Conditional Uses.

Refer to §602 entitled "Conditional Uses" for individual sign standards related strictly to conditional uses.

V. Signs for Nonconforming uses

1. All applications for nonconforming uses shall provide a complete sign application package pursuant §526-E, F and G.
2. All proposed signs for nonconforming uses must comply with the standards established for the Home Occupations.
3. Deviations from those standards shall be deemed variances not waivers.

W. Nonconforming signs

1. Intent. It is the intent and purpose of this Ordinance that as soon as legally possible, all existing signs not conforming to the provisions of this Ordinance be eliminated and brought into conformity with the provisions of this Ordinance.
2. Legal nonconforming signs. Any non-neon signs located within the Township of Medford which does not conform with the provisions of this Ordinance, but which did conform to the applicable laws and ordinance relating to signs at the time it was erected, shall be deemed a legal nonconforming sign and may continue in use until said sign loses its legal nonconforming status as defined below in Subsection 526-X.3 below.
3. Loss of legal nonconforming status,
 - a) A legal nonconforming sign shall immediately lose its legal nonconforming status if:
 1. The sign is altered in any way in structure or size.
 2. The sign is replaced.
 3. Damage to the sign has occurred such that repair or restoration would exceed one-third (1/3) of the replacement value as of the date of said damage.
 - b) Upon the happening of any one of the above events, the sign shall be immediately brought into compliance with this Ordinance with a new permit, in accordance with the provisions of this Ordinance, or shall be immediately removed.
 - c) Periodic maintenance, as required by Subsection 526-X shall not be considered an alteration resulting in the loss of the sign's legal nonconforming status.

X. Maintenance.

- (1) All signs shall be maintained in a safe, presentable and good structural condition at all times, including the replacement of defective parts or landscaping, painting, repainting, cleaning, and other acts required for the maintenance of said sign. The owner of any property on which a sign is located and those responsible for the maintenance of the sign shall be equally responsible for the condition of the area in the vicinity of the sign and shall be required to keep this area clean, sanitary, and free from noxious or offensive substances, rubbish, and flammable waste materials. If the sign is not made to comply with adequate safety standards, the Zoning Officer shall require its removal within thirty (30) days.
- (2) The property owner shall be responsible for maintaining all signs erected on a tax lot. This maintenance shall include repainting, repairing and cleaning, as necessary. No sign shall be permitted to exhibit:
 - a) Excessive chipped or peeling paint or lettering;
 - b) Damaged or broken lettering or signboard;
 - c) Illegible material due to fading, obliteration, or other condition; or
 - d) Dirty, torn, broken, or otherwise damaged awning, canopy, projecting

sign, or other sign support structure.

- (3) If the Zoning Officer determines that any sign is in a state of disrepair so as to no longer be reasonably capable of presenting its message, or abandoned or a danger to the public health or public safety, he shall give written notice of the condition of the sign to the owner of the sign and to the owner of record of the tax lot.
- (4) The property owner shall thereafter have 30 days to repair or remove said sign.
- (5) If said sign is not satisfactorily repaired or removed within the thirty-day period, the Zoning Officer may thereafter take such actions as are permitted pursuant to this Section.

Y. Abandonment. Abandoned signs and their supporting structures shall be removed within 30 days. The Township may thereafter take such actions as are permitted pursuant to this Section.

Z. Enforcement

- (1) If the Zoning Officer shall find that any sign regulated herein is in violation of this section, the Zoning Officer shall give written notice to the owner thereof or to hi/her attorney. If the owner fails to remove, alter or repair the sign within 30 days after such notice, the Zoning Officer may initiate further action as provided in this section in order to abate or remedy the violation.
- (2) Upon failing to comply with the violation notice from the Zoning Officer within the time specified, the Zoning Officer is authorized to cause the removal of the sign, and any expense incidental thereto shall be paid by the permittee or owner of the property upon which the sign is located.

AA. Violations and remedies.

- (1) Penalties. Any violation of any provision of this section shall be punishable upon conviction by a fine of not less than \$50.00 dollars and not to exceed \$500.00 [some ordinances post a maximum of \$1,000.00 or more] dollars. In addition to any fine imposed for a violation of this section the sign shall be brought to conformity at the owner's sole expense. The following individuals shall be subject to potential punishment;
 - a) The owner, tenant or occupant of a building, premises, or part thereof where such a violation has been committed or does exist; and
 - b) Any agent, contractor, corporation or other person who commits, takes part or assists in the violation.
- (2) Each day a violation continues shall constitute a separate and distinct offense, punishable as such in accordance with the following:
 - a) A minimum penalty of \$100.00 dollars per day shall be imposed; and
 - b) Any person or entity who is convicted of violating any provision of this section within one (1) year of the date of a previous violation of the same provision of this section, and who was fined for the previous

violation, shall be sentenced by the Municipal Court to an additional fine as a repeat offender. The additional fine imposed by the Court upon such person or entity for a repeat offense shall not be less than the minimum fine fixed for a violation of the section, but shall be calculated separately and in addition to the fine imposed for the violation of this section.

- c) The imposition of penalties herein shall not preclude the Township of Medford or any other person from instituting an action to prevent the unlawful construction, reconstruction, installation, alteration, repair, conversion or use of a sign, or to restrain, correct or abate a violation.
- (3) Injunctive and other relief. In addition to the foregoing, the Township of Medford may institute and maintain a civil action for injunctive or other relief as provided in the Municipal Land Use Law and other applicable laws.

SECTION FORTY-ONE

§602-F.2.b shall be stricken and replaced with “Signs (as defined and permitted in §526)”

SECTION FORTY-TWO

Amend PLANNED DEVELOPMENTS Section 608 subsection C.6 (Residential Clusters, Signs) is stricken and amended as follows:


6. *“Reserved”*

Township of Medford

**Notice of Final Adoption
Ordinance 2013-1**

“AN ORDINANCE OF THE TOWNSHIP OF MEDFORD AMENDING AND SUPPLEMENTING VARIOUS SIGNAGE STANDARDS WITHIN LAND DEVELOPMENT ORDINANCE SECTIONS 203, (DEFINITIONS) 401 (GENERAL DISTRICT REGULATIONS); 402 (GMN DISTRICT); 403 (GMS DISTRICT); 404 (RGE 1&2 DISTRICT); 405 (RS 1&2 DISTRICT); 406 (AR DISTRICT); 410 (HC 1&2 DISTRICT); 410B (HM DISTRICT); 411 (RC DISTRICT); 412 (PI DISTRICT); 413 (HVC DISTRICT); 414 (HVR DISTRICT); 415 (VRD DISTRICT); 526 (SIGNS), 602 (CONDITIONAL USE STANDARDS); 608 (PLANNED DEVELOPMENT, SIGNS); TO PROVIDE EFFICIENT AND CONTROLLED STANDARDS FOR SIGNS THAT BALANCE THE AESTHETIC AND ECONOMIC DEVELOPMENT NEEDS OF THE TOWNSHIP OF MEDFORD”

Notice is hereby given that the Ordinance as entitled above was adopted following second reading and public hearing at a regular meeting of the Township Council of the Township of Medford, County of Burlington, State of New Jersey, held at the Public Safety Building, 91 Union Street, Medford, New Jersey on March 5, 2013.


Katherine E. Burger
CFO/Township Clerk