

CRANBURY TOWNSHIP ORDINANCE # 07-12-12

**AN ORDINANCE TO SUPPLEMENT AND AMEND
CHAPTER 150, SECTION 37 (“SIGNS”) AND CHAPTER
150, SECTION 7 (“DEFINITIONS”) OF THE LAND
DEVELOPMENT ORDINANCE OF THE TOWNSHIP OF
CRANBURY, IN THE
COUNTY OF MIDDLESEX, NEW JERSEY**

WHEREAS, the Township Committee has reviewed the current sign regulations within the Land Development Ordinance of the Township of Cranbury, and desires to supplement the current regulations to permit certain temporary signs, and alternative forms of signs to encourage the vitality of the Township business community and to improve the visibility of certain signage to the general public; and

WHEREAS, the Township Committee has considered recommendations of the sign subcommittee, formed for the purpose of reviewing the signage regulations in the Land Development Ordinance of the Township of Cranbury, and has reviewed recommendations from the Cranbury Township Planning Board regarding amendments to the current signage regulations; and

WHEREAS, the Township Committee desires to amend the Definitional Section of the Land Development Ordinance to include definitions for “temporary event sign”, “sandwich board” and “projecting sign”, and to amend and supplement the existing Section 37 within Chapter 150 to include new regulations for signage within certain specified zone districts.

NOW, THEREFORE, BE IT ORDAINED by the Township Committee of the Township of Cranbury, as follows:

SECTION 1. The Cranbury Township Land Development Ordinance is supplemented as follows to add three new definitions within the Definitional Section as follows:

§ 150-7 Definitions.

PROJECTING SIGN- A sign, other than a flat, wall sign, that projects more than twelve (12) inches from the face of the building to which it is attached.

SANDWICH BOARD, OR A-FRAME SIGN BOARD- A sandwich board sign, also called an “A-frame” sign board, is a self-supporting, portable sign, not attached to the ground or other permanent structure, A shaped, constructed with two sides (or planes) joined at the top, with two visible sides, containing commercial speech, situated adjacent to a business, typically on a sidewalk.

TEMPORARY EVENT SIGN- A sign of lightweight fabric or similar material that is mounted on a pole or building by any means, and intended to be displayed for a limited period of time

only, including banners, balloons, flags (not including National , State, County, Municipal or corporate flags) and pennants or streamers.

SECTION 2 . Cranbury Township Ordinance Section 150-37 B (1) (b), which regulates the setback for freestanding signs within the GC, HC, MC and HM zone districts, shall be AMENDED to read as follows:

150-37(B)(1)

(b) A sign shall not be located within a sight triangle, and shall be located at least 15 feet from the street line provided no safety conflict is created as a result of site specific conditions, in which case the sign shall be located further away from the road to allow for safe pedestrian and vehicular traffic.

SECTION 3. Existing Cranbury Township Ordinance Section 150-37 D (3) which regulates “Projecting Signs” within the VC (Village Commercial) Zone shall be deleted in its entirety, and replaced with the following new and amended section :

150-37 D.

(3) Projecting Sign

1. Projecting signs shall be permitted in the VC (Village Commercial) zone district, only, subject to the following requirements.
2. A zoning permit is required for the installation of a projecting sign (unless same has already been approved in conjunction with a site plan approval.)
3. One projecting sign shall be permitted per street frontage for each business. In the event of a multi business tenant building, one projecting sign shall be permitted for each business tenant.
4. The projecting sign shall provide a vertical clearance of no less than eight feet from the bottom of the sign to the finished grade or sidewalk below, but shall not project above the top of the vertical wall to which it is affixed, or above the first story of a multi-story building.
5. A projecting sign shall not extend more than 48” from the face of the building to which it is attached.
6. The total area of the projecting sign shall not exceed seven (7) square feet.
7. A projecting sign shall be fabricated from natural materials, such as wrought iron or wrought aluminum, or natural looking materials and compatible with the historic nature of downtown Cranbury, and shall not utilize any garish, neon or Day-Glo colors.

8. Projecting signs shall not contain nor have any lights affixed to it, but may be naturally lit from a light source affixed to the building which meets the requirements of the Ordinance or has been approved in conjunction with a site plan approval.
9. Only one sign affixed to the wall shall be permitted for each business, either a projecting sign or a wall sign shall be permitted.
10. Projecting signs which are located within the Historic District remain subject to Historic Preservation review pursuant to Township Ordinance Section 93-5.

SECTION 4. Cranbury Township Ordinance Section 150-37 D shall be supplemented to add a NEW subsection (7) to permit sandwich board signs in the VC Zone District as follows:

150-37 D.

(7) SANDWICH BOARDS IN THE VC ZONE DISTRICT

Sandwich Board signs shall be permitted in the VC (Village Commercial) zone, only, subject to the following requirements:

1. A zoning permit is required for the display of a Sandwich Board. Sandwich Boards are permitted in the VC Zone, only, and are permitted to be displayed outdoors. The permit shall be an annual permit, and shall be valid for one calendar year after the date of issuance.
2. Only one Sandwich Board is permitted for any one business. In a multi business tenant building, only one Sandwich Board shall be permitted per tenant.
3. Sandwich Boards shall be no longer than thirty (30) inches in width and not taller than fifty (50) inches in height when extended. The height of any such sign may not be artificially increased above the maximum allowable height by placing materials beneath the base of the sign. The signs shall be placed upon the ground or grade.
4. Sandwich Boards may be displayed only during hours when the business is open to the public, and must be brought inside the building when the business is closed to the public.
5. The location of the Sandwich Board shall be only in front of the business establishment that it advertises.
6. No Sandwich Board shall be placed in a driveway, the cart way of a public street, within a sight triangle, within any public parking space, or impede the exiting of passengers from parked cars or pedestrian movement on a public sidewalk.
7. Sandwich Boards may not be permanently fixed, but must be secured to withstand winds to prevent a roadway or sidewalk hazard.

8. Sandwich Boards shall be constructed of weather resistant material, and no plastic or magnetic lettering shall be permitted. Information in the form of words, or images, may be provided in either chalk or dry erase, in which case they shall be changed frequently.
9. No Sandwich Board shall contain foil, mirrors, or base metal or reflective material which could create a hazardous condition to a motorist, bicyclist, or pedestrian, nor contain a light of any kind.
10. Sandwich Boards shall utilize natural or natural looking materials suitable and compatible with the historic nature of downtown Cranbury, and shall not utilize any neon, Day-Glo or garish colors.
11. Sandwich Boards shall be exempt from review by the Township Historic Preservation Commission (and exempt from review under Township Ordinance Chapter 93).

SECTION 5. Cranbury Township Ordinance Section 150-37 (Signs) shall be supplemented with the addition of a new subsection 157-37 E “ Temporary Event Signs in the HC, PO/R and GC Zones”:

157-37

E. TEMPORARY EVENT SIGNS IN THE HC, PO/R AND GC ZONES

Temporary Event signs shall be permitted in the HC (Highway Commercial), PO/R (Professional Office/Residential), and GC (General Commercial) zones, only, subject to the following requirements:

1. All non-residential uses, shall be required to obtain a temporary event signage permit approved by the Cranbury Township zoning officer prior to displaying any temporary event signs. A permit shall be required for each sign.
2. Temporary event signage for any one business, shall be permitted for a period not to exceed a total of one hundred and twenty (120) calendar days within a calendar year, with a maximum of six (6) temporary event sign permit issued to each business in a calendar year. Each temporary event sign permit will have a maximum duration of sixty (60) days, after which the permit will automatically expire. A thirty (30) day separation period shall be required between the end of one permitted period of time, and the start of another, such that no temporary signs shall be permitted to that business within the 30 day separation period.
3. Only one (1) temporary event sign shall be permitted per frontage.
4. No temporary event signs shall be placed in a location where the height of the sign exceeds twelve (12) feet in height above grade.

5. Temporary event signs shall not be located within a public right of way, driveway, parking space, or within sight triangles. Temporary event signs shall not block or impede any vehicular, pedestrian or bicycle traffic in any way.
6. The following types and sizes of temporary event signs shall be permitted:
 - a. Banners. A banner is any sign of fabric or similar material that is mounted on a pole and/or building by any means. A banner is not defined by shape, and it may be square, rectangular, round, triangular or pennant shaped. National flags, State, County and Municipal flags or the official flag of any institution or business shall not be considered a banner. A temporary event banner hung from a single pole or light stanchion shall not exceed twenty (20) square feet in area. A temporary event banner strung between a wall and poles, or between poles or light stanchions, shall not exceed one hundred (100) square feet in area.
 - b. Balloons. A balloon is defined as a spherical, flexible, non porous bag inflated with air, or gas lighter than air such as helium, and which is intended to float in the air. Up to twenty (20) balloons of any color in one single bunch may be placed on an existing permanent sign or may be placed in conjunction with a banner for which a temporary event sign permit has been issued.
 - c. Flags, streamers and pennants. A flag is a piece of cloth or plastic, supported by a staff, which is intended to flutter in the wind. National, State, County, Municipal and corporate flags are exempt. A streamer or pennant is an individual object or series of small objects made of a lightweight plastic or fabric or other material , which may not contain text and which is suspended from or twined around a rope, wire or string. Up to two (2) lines of flags, streamers or pennants, totaling not more than thirty (30) feet, may be placed upon or attached to an existing permanent sign, or to a banner for which a temporary event sign has been granted.
 - d. Balloons, flags, pennants and streamers shall require a temporary event sign permit, and the duration of display shall be in accordance with this subsection.
7. Temporary event signs shall not be lit by any illumination device, or light source which has not already been approved by site plan approval.

SECTION 6.

Cranbury Township Ordinance 150-37 shall be supplemented to ADD the following subsection H to permit wall signs in the LI (Light Industrial), I-LI (Light Impact Industrial District); RO (Research Office and Light Industrial); and I-LIS (Industrial – Light Impact Sewered) zone districts as follows:

156-37

H. WALL SIGNS IN THE LI, I-LI, RO-LI AND I-LIS ZONE DISTRICTS

The following regulations shall apply to wall signs located within the LI (Light Industrial); I-LI (Light Impact Industrial), RO (Research Office and Light Industrial) and I-LIS (Industrial- Light Impact Sewered) Zone Districts. Wall signs shall be permitted subject to the following requirements:

1. Number of signs.
 - a. One (1) wall sign shall be permitted for each street frontage for a single tenant building.
 - b. In the case of a multi-tenant building, one wall sign shall be permitted for each tenant having a public entrance to the building when the entrance is dedicated exclusively to that tenant. Tenants that occupy a corner space in a multi-tenant building shall be permitted to have one (1) sign on each side of the building up to a maximum of two signs. Where several tenants share a common entrance in a multi-tenant building, only one wall sign shall be permitted, however the space on the wall sign may be allocated among the several tenants.
 - c. Building numbering or identification signs for the purpose of directing emergency personnel shall not be included as a “wall sign” for purposes of compliance with this section.
2. Size and Dimension of Sign.
 - a. In a single tenant building, the total area of the wall sign shall not exceed twelve (12) square feet, and the height shall not exceed two and one half (2.5’) feet and the width shall not exceed six (6) feet.
 - b. For wall signs identifying a single tenant in a multi-tenant building, the total area of the sign shall not exceed six (6) square feet, the height shall not exceed one and one half (1.5’) feet, and the width shall not exceed four (4) feet.
 - c. For wall signs identifying multiple tenants in a multi-tenant building, the sign area shall not exceed an area of twelve (12) square feet, the height shall not exceed three (3) feet, and the width shall not exceed four (4) feet.
 - d. Wall Limit. In all cases, notwithstanding the number of tenants, the total area of wall signs on any one wall of the building shall not exceed twenty four (24) square feet.
3. Height
 - a. In a single tenant building, wall signs shall either be placed over the main entrance of the building or shall be placed towards a top wall corner, within three (3) feet of the top of the vertical wall to which it is attached and within four (4) feet of the side of the wall to which it is attached.
 - b. No wall sign shall be located less than twelve (12) feet above finished grade, nor shall such wall sign project above or to the side of any wall to which it is attached.
4. Projection.

A wall sign shall not project more than twelve (12) inches from the face of the wall.

5. Lighting. Wall signs shall not be internally lit. External sources of lighting shall be in accordance with this Chapter.
6. Colors. No wall sign shall provide more than three colors, including the colors of black and white and opaque, and shall be compatible with the colors and materials of the wall to which it is attached.
7. Identification. Wall signs shall be utilized for the identification of the tenants within the building only, and no advertising, phone numbers, websites or other information shall be permitted . Corporate or business identification logos shall be permitted.

SECTION 7. Repealer. All ordinances and resolutions, or parts thereof, inconsistent with this Ordinance, are hereby repealed.

SECTION 8. Severability. If any section, paragraph, subsection, clause or provision of this Ordinance shall be adjudged 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 9. Effective Date. This Ordinance shall take effect immediately upon its passage and publication, as required by law.

The Ordinance published herewith was introduced and passed upon first reading at a meeting of the Township Committee of the Township of Cranbury, in the County of Middlesex, State of New Jersey, held on July 9, 2012. It was will be further considered for final passage, after public hearing thereon, at a meeting of the Township Committee to be held on Monday, July 23, 2012 at 7:00 p.m. in the Town Hall Meeting Room, 23-A North Main Street, Cranbury, New Jersey. Copies are available at Town Hall prior to the meeting as well as on the Township's web site: www.cranburytownship.org.

Kathleen R. Cunningham, RMC
Municipal Clerk