

IV) SIGNAGE REGULATIONS

A) Signage Approval Process

- 1) All signs are subject to site plan review when included as part of a major site plan application.
- 2) All temporary banner signs for marketing projects on site shall be considered as an interim use.
- 3) All new signage (except billboards) that complies with the redevelopment plan shall not require *minor* site plan approval.
- 4) Minor Site Plan application with deviation must be submitted to the Planning board for all non-conforming sign proposals.
- 5) Any signage (except billboards) more than 45 feet above grade is not permitted in this Redevelopment Plan. All requests for this type of signage constitutes a minor site plan application with deviation.
- 6) Billboards or theater marquees are subject to minor site plan review
- 7) During construction, one (1) temporary sign indicating: the name of the project or development, general contractor, subcontractor, financing institution and public entity officials (where applicable) shall be permitted. The sign area shall not exceed forty (40) square feet.

B) Number and Size of Signage

- 1) The building address is required to be placed on either the main entry door, transom window, building, or awning flap at a maximum font height of 10 inches.
- 2) Corner lot development is encouraged to display the street names on the building facade or imprinted into the sidewalk.
- 3) Sign requirements along all Rights-of-Way where retail is mandatory (see *Map 4: Required Retail Use Map*):
 - (a) For retail, restaurants, bars, nightclubs, and other similar ground floor uses:
 - (i) Each use fronting on a public street may be permitted one (1) exterior sign per store front bay on each street frontage.
 - (ii) Maximum sign height shall be 32 inches.
 - (b) All other uses:
 - (i) Each such use fronting on a public street may be permitted one (1) exterior sign per entryway per street frontage. Buildings with multiple uses shall have no more than one (1) sign per use.
 - (ii) ~~The total exterior sign area shall not exceed the equivalent of 5 percent of the first story portion of the wall to which it is attached.~~ In no case shall a sign on any structure exceed 20 square feet.
- 4) Sign requirements along all Rights-of-Way where retail is not required (see *Map 4: Required Retail Use Map*):
 - (a) For retail, restaurants, bars, nightclubs, and other similar storefront uses:
 - (i) Each such use fronting on a public street may be permitted one (1) exterior sign per store front bay on each street frontage.
 - (ii) Maximum sign height shall be 18 inches.
 - (b) All other uses:
 - (i) Each such use fronting on a public street may be permitted one (1) exterior sign per entryway per street frontage. Buildings with multiple uses shall have not more than one (1) sign per use
 - (ii) The total exterior sign area shall not exceed the equivalent of two (2) percent of the first story portion of the wall to which it is attached. In no case shall a sign on any structure exceed 8 square feet.

- 5) ~~Signage along Kennedy Boulevard between Tonnele Avenue and Van Reipen Avenue may exceed size and placement limitations by design waiver request to the Planning Board as part of a minor site plan application.~~

C) Sign Design Requirements

- 1) All signs shall be attached to the first floor level of the building only, ~~although blade signs may be attached to the first or second floor façade.~~
- 2) All wall signs shall be flush mounted;
- 3) All blade signs shall project no more than 30 inches from the facade and the bottom of the sign must be a minimum of 9 feet above the sidewalk.
- 4) Window signs (other than lettering and logos as specifically permitted) shall be prohibited. Lettering or logos shall be limited to decorative metal leaf, flat black or etched / frosted glass style lettering and shall be limited to the name of the business occupying the commercial space / storefront and shall cover no more than twenty (20%) of the window area.
- 5) ***Signage color shall to use only black and white coloring, any deviation from those colors shall be treated as a design waiver request to the Planning Board.***
- 6) Permitted signage material includes:
 - (a) Painted wood.
 - (b) Painted metals including aluminum and steel.
 - (c) Brushed finished aluminum, stainless steel, brass, copper, or bronze.
 - (d) Carved wood or wood substitute.
 - (e) Channel letters
- 7) Permitted lettering material includes:
 - (a) Lettering forms applied to the surface of the sign.
 - (b) Single colored lettering forms applied to the surface of the sign.
 - (c) Metallic solid body letters with or without returns.
 - (d) Painted acrylic or metal letter.
 - (e) Vinyl lettering attached permanently to a wood, wood substitute or metal signboard.
- 8) Signs may be lit from backlit halo, and up-lights.
- 9) Storefront windows shall not be blocked by any interior display case or other form of barrier. Pedestrians on the street shall have the ability to see into the shop and view the activity within.
- 10) Signs may include the name of the store only. Building address, phone number, operating hours and other additional information may be stenciled on the door.

D) Parking Garage Signage

- 1) One (1) sign shall be provided per entrance to garages indicating the parking facility by the international parking symbol and direction arrow. The sign area shall not exceed twenty (20) square feet. If applicable, one (1) sign per entrance may be allowed indicating parking rates, not to exceed eight (8) square feet.
- 2) Portable signs are not permitted for parking garages.

E) Billboard Requirements

- 1) Billboards are only permitted within a 400 foot radius of the intersection of the center lines of Kennedy Boulevard and Bergen Avenue.
- 2) Billboards are permitted only on building rooftops greater than 30 feet above grade. Billboards may also be permitted on a building facade only at the discretion of the Planning Board and only for the purpose of screening a blank wall or parking structures and within the 400 foot radius described above.
- 3) All billboards are required to be coplanar, (placed in the same plane) with the building façade.
- 4) Billboards may not exceed 20 feet in height and are required to be the same width as the portion of the facade it is built coplanar to.
- 5) All support structures shall be screened from view from all public rights-of-way by the face of the billboard.

F) Prohibited Signs

- 1) Freestanding signs, except for those indicating direction, transportation, circulation and parking are prohibited.
- 2) Portable advertising signs not associated with use within 10 feet are strictly prohibited.
- 3) Product advertising signage of any kind.
- 4) Signage attached to parking meters, light poles, benches, or other street furniture.
- 5) Monument signs
- 6) Internally or externally illuminated box signs
- 7) Flashing or animated signs, spinners, pennants, reflective materials that sparkle or twinkle.
- 8) Window signs, posters, plastic or paper that appear to be attached to the window.
- 9) Pole signs.
- 10) Waterfall style or plastic awnings.