

**AN ORDINANCE AMENDING CHAPTER 25, SECTION 15.3.c. OF THE REVISED  
GENERAL ORDINANCES OF THE TOWNSHIP OF WEST ORANGE  
(SIGNAGE FOR BUSINESSES WITH DRIVE-UP WINDOWS)**

**BE IT ORDAINED BY THE MUNICIPAL COUNCIL OF THE TOWNSHIP OF  
WEST ORANGE, NEW JERSEY** that Chapter 25 of the Revised General Ordinances of the  
Township of West Orange be and are hereby amended as follows:

**I. PURPOSE**

The purpose of this ordinance is to update the provision of the Municipal Code of the  
Township of West Orange governing permitted signs to allow reasonable signage for businesses  
with drive-up windows.

**II. CHAPTER 25, SECTION 15.3.c. SHALL BE AND HEREBY IS AMENDED AND  
SUPPLEMENTED TO INCORPORATE THE FOLLOWING:**

**NOTE:** additions to the existing ordinance are shown in **bold underline**, deletions in  
~~strikethrough~~

**§ 25-15.3 Allowed Signage.**

- a. Signs whose subject matter relates exclusively to the premises on which they are located, or to products, accommodations or activities on those premises shall be allowed.
- b. Signs in Residential Zones. Within these zones, no sign shall be erected or maintained, in whole or in part, unless it complies with the following limitations and regulations:
  1. No more than one permanent sign per lot shall be permitted for each use or activity permitted in this zone, unless otherwise specified herein.
  2. A nameplate, situated within the property lines and not exceeding one square foot in area, shall be permitted.
  3. A single nonilluminated temporary sign advertising the sale or rental of the premises upon which it is located is permitted provided it shall not exceed six square feet in area and provided that it is maintained in good condition and removed not more than three days after consummation of a lease or sales transaction.
  4. Temporary signs announcing or advertising any educational, charitable, civic, professional, religious or like campaign or event, for a consecutive period not to exceed thirty days, in any calendar year, are permitted providing they do not exceed four square feet in size.
  5. Nonilluminated temporary signs on new construction sites not exceeding 12 square feet in total area are permitted provided they shall be removed within seven days after

completion of the construction work. Signs advertising major subdivisions that have received preliminary plot approval by the Planning Board shall not exceed two in number, shall not exceed a combined total of 80 square feet in area, and shall be removed within 90 days after completion of the construction work.

6. Signs identifying a permitted professional office or home occupation shall bear only the name of the person residing on the premises, the profession or home occupation being conducted on the premises, shall not be neon or electric, shall be situated within the property lines of the premises it identifies and shall not exceed two square feet in area.
  7. One project identification sign on each side of a multi-family development which has frontage on a public street and which may bear only the name of the project, the address, and the presence or lack of vacant units. Such signs shall not exceed 50 square feet in area on either side and six feet in height, and shall be situated not closer than 40 feet to any street or property line but shall not be attached to any building.
  8. Temporary signs announcing any political campaign or event or supporting any candidate running for election for a consecutive period not to exceed 30 days prior to the election or event. If any political campaign or election results in a "run-off" election, then such temporary signs may remain at their location until the date of the run-off elections. All such signs must be removed no later than two days after the election or "run-off" election. No such sign may exceed four square feet in size. The limitations of this subsection shall not apply to any location or structure designated by the candidate as his/her campaign headquarters; provided, however, that a candidate may designate only one location as the campaign headquarters.
- c. Signs in Business Zones. Within these zones, no signs shall be erected or altered in whole or in part unless it complies with the following regulations:
1. In the Main Street/Neighborhood Business Zones, (all OB-1, OB-2, and B-1 Zones) none other than the following signs shall be permitted:
    - (a) Those signs permitted in residential zoned areas.
    - (b) Facade Signs.
      - (1) Each commercial use may have a combined sign area limited to a size of 1.5 square feet of sign area for each one foot of the width of the building, including window and door area, up to a maximum of 200 square feet for each facade fronting a street, sidewalk, or parking area. For example, a business with 20 linear feet of street frontage would allow 30 square feet of allowable signage. The maximum height of any facade sign shall be two feet.
      - (2) Sign area not utilized on one facade may not be transferred to another facade.
      - (3) Persons may use a combination of the following sign types to obtain the combined sign area: awning, canopy, marquee, projecting, window or wall signs.
      - (4) Permanent window signs shall not occupy more than 25% of the total area of the window in which displayed, including the windows of glazed doors.

- (5) Temporary window signs shall not occupy more than 25% of the total window area in which displayed. Temporary window signs must be removed within two days after the close of the sale or special event that they advertise and in no event may be displayed for more than 30 days. Accordingly, all temporary window signs must have a removal date indicated on their back side.
- (6) Except as permitted by Subsection 25-15.3c(1)(f), any temporary sign or other advertising material shall be removed within two days after the expiration of the event, sale or special event and in no event may be displayed for more than 30 days, whichever shall have occurred sooner. "Grand Opening" signs may be displayed for no more than 14 days.

(c) Sidewalk Signs.

- (1) Use of sidewalk signs, commonly known as "sandwich" style signs, in these zones shall be limited to businesses that do not exceed 3,000 square feet of gross floor area.
- (2) The sign shall be limited to seven square feet, and shall not be taller than four feet.
- (3) The sign shall only be permitted when the business is open and shall be stored inside the business at all other times.
- (4) The placement of the sign shall not obstruct pedestrian or vehicular traffic or visibility.
- (5) The sign shall be secured in a fashion so that it will not move during a change in weather conditions.
- (6) A sketch of the sign with all dimensions as well as the dimensions, width and height, of the building, shall be submitted to the Township Zoning Officer for approval. Approval shall be deemed granted if no action is taken by the Director of Planning, Zoning Official or their designee within 10 business days of submission.
- (7) A sidewalk sign may only be erected upon the granting of final approval of the Township Zoning Officer and upon the payment of a fee of \$10.

(d) Signs required by law to be exhibited by the occupants of the premises.

- (e) No sign, except such direction devices as may be required by the Federal Aviation Administration, shall be placed, inscribed, or supported upon the roof or upon any structure in such a fashion as will cause the sign to extend above the roof of any building by more than 10 feet.
- (f) A single nonilluminated temporary sign advertising the prospective or complete sale or rental of the premises upon which it is located shall not exceed 25 square feet in area or 15% of the facade of the building on which the sign is located, whichever is less, and shall not remain on the premises for more than 180 days. One extension shall be permitted for an additional period of not more than 180 days. No sign permitted in accordance with this subsection shall be permitted beyond 360 days.

(g) Freestanding or Monument Signs. One freestanding or monument sign shall be permitted on a property with a minimum lot frontage of 100 feet, in accordance with the following:

Location	Front yard only
Minimum Setbacks	5 feet from front property line, 15 feet from side property line
Maximum Area	35 square feet
Height	Minimum of 2 feet and maximum of 8 feet above the ground
Maximum Width	6 feet (including supporting structure)

**(h) Businesses with drive-up windows shall be permitted signage in accordance with the regulations of Subsection 25-15.3g.**

2. In Business/Office Zones (B-2, P-C, and O-R Zones), none other than the following signs shall be permitted:
  - (a) Those signs permitted in this section.
  - (b) Each permitted use or unit of occupancy may have a sign located on, or attached to, the principal facade of the use. Such sign shall not project more than one-foot beyond the building line, and shall not exceed an area equal to 15% of the front wall area, including window and door area on which, or in front of which, they are displayed, or 120 square feet, whichever is less.
  - (c) No sign, except such direction devices as may be required by the Federal Aviation Administration, shall be placed, inscribed, or supported upon the roof.
  - (d) Freestanding or Monument Signs. One freestanding or monument sign shall be permitted on a property with a minimum lot frontage of 100 feet, in accordance with the following:

	<b>Freestanding</b>	<b>Monument</b>	<b>Shopping Center</b>
Location	Front yard only	Front yard only	Front yard only
Minimum Setbacks	10 feet from front property line, 25 feet from side property line	10 feet from front property line, 25 feet from side property line	50 feet from front or side property line
Maximum Area	50 square feet	50 square feet	150 square feet
Height	Minimum of 8 feet and maximum of 16 feet above the ground	Minimum of 2 feet and maximum of 8 feet above the ground	Maximum of 20 feet above the ground
Maximum Width	6 feet (including supporting structure)	6 feet (including supporting structure)	15 feet (including supporting structure)

(e) Signs required by law to be exhibited by the occupants of the premises.

(f) A single nonilluminated temporary sign advertising the prospective or completed sale or rental of the premises upon which it is located shall not exceed 25 square feet in area or 15% of the facade of the building on which the sign is located, whichever is less, and shall not remain on the premises for more than 180 days. One extension shall be permitted for an additional period of not more than 180 days. No sign permitted in accordance with this subsection shall be permitted beyond 360 days.

(g) In the B-2 Zone only, sidewalk signs in accordance with the regulations of Subsection 25-15.3c, 1(c).

**(h) Businesses with drive-up windows shall be permitted signage in accordance with the regulations of Subsection 25-15.3g.**

d. Signs in Industrial Zones. Within these zones, no sign shall be erected or altered in whole or in part unless it complies with the following regulations:

In Industrial Zones, none other than the following signs shall be permitted:

1. Those signs permitted by this subsection.
2. Each main building in an industrial park or center may have one monument sign that shall comply with the following:

<b>Location</b>	<b>Front yard only</b>
Minimum Setbacks	10 feet from front property line, 25 feet from side property line
Maximum Area	40 square feet
Height	Minimum of 2 feet and maximum of 10 feet above the ground
Maximum Width	6 feet (including supporting structure)

3. A single nonilluminated temporary sign advertising the prospective or completed sale or rental of the premises upon which it is located shall not exceed 25 square feet in area or 15% of the facade of the building on which the sign is located.
- e. Motor Vehicle Fueling Stations. Motor vehicle fueling stations may display the following special signs which are deemed customary and necessary to their relative businesses:
1. One freestanding or pylon sign advertising the name of the station or the principal products sold on the premises, including any special company or brand-name insignia or emblem, provided that the sign shall not exceed 35 square feet in area on each side. The portion of the sign showing pricing information required by State law shall be considered a permitted changeable copy sign, which shall be limited to such pricing information and shall not include any other information.
  2. The height of the sign shall not exceed 25 feet and the bottom of the sign shall not be less than eight feet above the ground.
  3. The location of the sign shall not be closer to the front street property line than 1/2 the setback required for the principal building.
- f. Signs in PURD and Cluster Zones. Monument signs in any PURD and Cluster Zoning District shall be permitted for identification purposes only, provided such signs meet the following conditions as determined by the Construction Official or Zoning Officer.
1. Such sign shall be set back at least 25 feet from the right-of-way line of the abutting street, road or highway.
  2. Such sign shall not exceed six feet in height including its supporting members.
  3. The maximum number of signs which shall be visible and abutting the main thoroughfare shall be two in number.
  4. The total square foot area of any such sign shall not exceed 32 square feet as measured in accordance with Subsection 25-15.5e.
  5. No such signs shall be flashing nor shall they use any interior lighting. Indirect light shall be from an exterior source.
  6. Nonillumination directional signs, not exceeding four square feet, shall be permitted in these zones as well as a sign on the face of any building housing community facilities provided same does not exceed 20 square feet.

**g. Drive-up windows. Businesses with drive-up windows may display the following special signs which are deemed customary and necessary to their relative businesses, in addition to any other signs otherwise permitted:**

- 1. A maximum of two directional signs per drive-through lane, with a maximum sign area of three square feet per sign and a maximum height above grade of four feet.**
- 2. A maximum of two menu board signs per drive-through lane, with a maximum sign area of 24 square feet per sign and a maximum height above grade of seven feet. The portion of the sign showing pricing information shall be considered a permitted changeable copy sign.**
- 3. One digital order board per drive-through lane, with a maximum sign area of three square feet and a maximum height above grade of four feet. This sign shall be considered a permitted changeable copy sign.**
- 4. One vehicle height clearance bar per drive-through lane.**

**III. REPEAL OF CONFLICTING ORDINANCES**

Any Ordinances of the Township which are in conflict with this Ordinance are hereby repealed to the extent of such conflict.

**IV. SEVERABILITY**

If any part of this Ordinance shall be deemed invalid, such parts shall be severed and the invalidity thereof shall not affect the remaining parts of this Ordinance.

**V. EFFECTIVE DATE**

This Ordinance shall take effect upon final passage and publication in accordance with the law.

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**ROBERT D. PARISI, MAYOR**

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**SUSAN McCARTNEY  
COUNCIL PRESIDENT**

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**KAREN J. CARNEVALE, R.M.C., MUNICIPAL CLERK**

**INTRODUCED: \_\_\_\_\_, 2022**

**ADOPTED: \_\_\_\_\_, 2022**