

**ORDINANCE NO. 36-14**

**AN ORDINANCE OF THE TOWNSHIP COMMITTEE OF THE TOWNSHIP OF HANOVER AMENDING AND SUPPLEMENTING CHAPTER 166 OF THE CODE OF THE TOWNSHIP ENTITLED LAND USE AND DEVELOPMENT LEGISLATION, BY AMENDING THE REGULATIONS FOR SIGNS IN THE OB-RL, OB-DS, I, I-2, I-B, I-P, I-3 and I-4 ZONE DISTRICTS**

**WHEREAS**, Chapter 166 of the Code of the Township of Hanover, entitled Land Use and Development Legislation, contains regulations for various signs for different uses and zone districts; and

**WHEREAS**, included among the sign regulations are regulations for signs in various office and industrial zone districts; and

**WHEREAS**, the Planning Board of the Township has conducted a review of the sign regulations for these districts and has recommended amendments that would simplify and clarify the regulations, provide appropriate standards for properties containing multiple businesses, and be more consistent with other zoning requirements.

**NOW, THEREFORE, BE IT ORDAINED** by the Township Committee of the Township of Hanover in the County of Morris in the State of New Jersey, as follows:

**Section 1.** Subsections A. through E. in Section 166-147., *Signs in the OB-RL, OB-DS, I, I-2, I-B, I-P, I-3 and I-4 Zone Districts*, in Article XX, *Signs*, are hereby amended and supplemented to read as follows:

**§ 166-147. Signs in the OB-RL, OB-DS, I, I-2, I-B, I-P, I-3 and I-4 Zone Districts.**

- A. Except as specifically permitted in this Chapter, no sign shall be permitted which is not accessory to the use conducted on the property.
- B. Principal identification signs. Principal identification signs are signs identifying the name of the business establishment or development on the property, and/or the nature, logo, trademark or other identifying symbol of said establishment or development, and/or the street address of the property, as permitted and regulated herein. Such signs shall be subject to the following requirements:
  - (1) Maximum quantity. One sign shall be permitted for each lot.
  - (2) Permitted types. Principal identification signs may be attached to the wall or permanent canopy or marquee constructed as an integral part of the building. A principal identification sign may be freestanding only if all of the following conditions are complied with:
    - (a) The lot width must be at least 100 feet, measured at the minimum required front yard depth.
    - (b) All buildings must be located at least 75 feet from the front lot line.
  - (3) Content. The content of principal signs shall be limited to the following:

- (a) Properties used for a single business establishment. The content of principal signs located on properties used for a single business establishment shall be limited to information identifying the name of the business establishment or development on the property, and/or the nature, logo, trademark or other identifying symbol of said establishment or development, and/or the street address of the property.
  - (b) Properties used for multiple business establishments. The content of principal signs located on properties used for more than one business establishment shall be limited to information identifying the name of the overall development on the property, and/or the nature, logo, trademark or other identifying symbol of said development, and/or the street address of the property. The name of individual businesses shall not be permitted on such signs.
- (4) Maximum area.
  - (a) The area of principal identification signs mounted on the building wall shall not exceed five percent of the area of the wall upon which they are mounted or 75 square feet, whichever is less. For purposes of administering this requirement, the area of the wall shall include all portions of the building elevation located between the ground and the roof soffit or top of the parapet, as applicable, including doors, windows and any projecting or recessed elements.
  - (b) The area of freestanding principal identification signs shall not exceed 75 square feet.
- (5) Maximum height.
  - (a) The height of principal identification signs mounted on the building wall, canopy or marquee shall not exceed the height of the wall, canopy or marquee upon which the sign is mounted.
  - (b) The height of freestanding principal identifications signs shall not exceed 8 feet.
- (6) Maximum dimensions.
  - (a) For building-mounted principal identification signs, the vertical dimension shall not exceed two feet. The horizontal dimension shall not exceed 50 percent of the horizontal dimension of the building wall upon which the sign is mounted or 25 feet, whichever is less. For purposes of administering this requirement, the horizontal dimension of the wall shall include all portions of the building elevation, including projecting or recessed elements.
  - (b) For freestanding principal identification signs, the vertical dimension shall not exceed 8 feet. The horizontal dimension shall not exceed 12 feet.
- (7) Minimum setback. Freestanding principal identification signs shall be located at least 15 feet from any front lot line.

- (8) Maximum projection. Building-mounted principal identification signs shall be mounted parallel to the face of the wall, canopy or marquee to which they are attached, and shall not extend further than 12 inches from the face of such wall, canopy or marquee.
- C. Directory signs. Directory signs are signs listing the businesses within a building or group of buildings. Directory signs are permitted only when a building or buildings are occupied by multiple business establishments, in addition to the permitted principal identification sign for the property, and are subject to the following requirements:
- (1) Maximum quantity. One directory sign shall be permitted; provided, however, that the Planning Board may permit additional signs without the need for a variance if the applicant demonstrates as part of a site plan application, that additional signs are necessary to provide adequate identification of site businesses.
  - (2) Permitted type. Directory signs may be attached to the wall of the building or may be freestanding.
  - (3) Maximum area. The area of directory signs shall not exceed 30 square feet.
  - (4) Maximum height. The height of directory signs shall not exceed 6 feet.
  - (5) Maximum dimensions. The vertical dimension of individual tenant signs on the directory sign shall not exceed 6 inches. The horizontal dimension of individual tenant signs on the directory sign shall not exceed 4 feet. The overall dimensions of the directory sign shall be as approved by the Planning Board, taking into account the number and arrangement of tenant signs.
  - (6) Minimum setback from front lot line. The minimum setback of directory signs from the front lot line or any road widening easement along the front line shall be the setback of the principal building, less 10 feet; provided, however, that in no circumstances shall directory signs be set back less than 40 feet from any front lot line or road widening easement. For example, if the principal building is set back 75 feet from the front lot line, any directory sign must be located at least 65 from the front lot line.
  - (7) Maximum projection. Building-mounted directory signs shall be mounted parallel to the face of the wall, canopy or marquee to which they are attached, and shall not extend further than 12 inches from the face of such wall, canopy or marquee.
  - (8) Design. On each directory sign, only the names of individual businesses shall be included, and all such name signs shall use the same font, font size, color and material, as approved by the reviewing agency.
- D. Tenant entrance signs on multiple business sites. When multiple buildings are developed on a site or when a building is occupied by multiple businesses, signs identifying the building entrances for each business shall be permitted in addition to the permitted principal identification sign for the property, subject to the following requirements: (1) Maximum quantity: One sign shall be permitted for each entrance.

- (2) Permitted type and location. Such signs shall be mounted on the building wall, in close proximity to the entrance, or on a canopy above the entrance.
  - (3) Maximum area. The area of such signs shall not exceed 10 square feet.
  - (4) Maximum dimensions. The vertical dimension shall not exceed two feet. The horizontal dimension shall not exceed 8 feet.
  - (5) Design. The design of such signs shall be as approved by the reviewing agency, taking into account the design of the building and the location of the signs.
- E. Loading bay signs on multiple business sites. When multiple buildings are developed on a site or when a building is occupied by multiple businesses, signs identifying the loading bays for each business shall be permitted in addition to the permitted principal identification sign for the property, subject to the following requirements:
- (1) Maximum quantity. One sign shall be permitted for each loading bay.
  - (2) Permitted type and location. Such signs shall be mounted on the building wall, in close proximity to the loading bay, or on a canopy above the loading bay.
  - (3) Maximum area. The area each sign shall not exceed 1½ square foot.
  - (4) Sign dimensions. The dimensions of each sign shall be as approved by the reviewing agency, taking into account the nature, location and design of the signs.
  - (5) Design. The design of such signs shall be as approved by the reviewing agency, taking into account the design of the building and the location of the signs.

**Section 2.** Section 166-147., *Signs in the OB-RL, OB-DS, I, I-2, I-B, I-P, I-3 and I-4 Zone Districts*, in Article XX, *Signs*, is hereby amended and supplemented by adding and inserting a new Subsection G. to read as follows:

- G. In the I-B Zone District, and only in conjunction with a use which is permitted in the I-B and B, B-1 or D-S Zone Districts, window signs shall be permitted as regulated in § 166-144.H. above.

**Section 3.** Subsection A. in Section 166-147., *Signs in the RM, RM-2, RM-3, RM-4 and AH-1 Zone Districts*, in Article XX, *Signs*, is hereby amended and supplemented to read as follows:

- A. In the RM, RM-2, RM-3, RM-4 and AH-1 Zone Districts, each multifamily or townhouse development shall be entitled to one freestanding sign at each vehicular entrance to the development, provided that such signs comply with the following requirements; provided, further, that if the RM or RM-2 Zone is developed for residential use other than multifamily housing, the provisions of § 166-142. shall

apply. Signs in the RM-2 Zone District for permitted nonresidential uses shall comply with the provisions of § 166-147.A. through E.

- (1) The area of each sign shall not exceed eight square feet.
- (2) The height of each sign shall not exceed six feet.
- (3) All such signs shall be set back at least 10 feet from any street right-of-way.
- (4) Said sign shall be an identification sign only, limited to the name of the development or project on site.
- (5) The design and location of all such signs shall be subject to the review and approval of the Planning Board.

**Section 4.** Subsection B. in Section 166-145.1., Signs in I-B3 Zone District, in Article XX, *Signs*, is hereby amended and supplemented to read as follows:

- B. Signs for uses other than permitted retail sales, banks, personal services, rental and leasing establishments, eating and drinking establishments shall comply with the regulations for signs in the office and industrial zone districts pursuant to § 166-147.A. through E.

**Section 5.** Paragraphs (1) and (2) in Subsection F. in Section 166-147., *Signs in the OB-RL, OB-DS, I, I-2, I-B, I-P, I-3 and I-4 Zone Districts*, in Article XX, *Signs*, is hereby amended and supplemented to read as follows:

- (1) Freestanding signs. In addition to the directory signs permitted by § 166-147.C., the following freestanding signs shall be permitted:
  - (a) Up to two on-site freestanding signs identifying the center and/or its tenants from streets other than Routes 10 and 287 shall be permitted, subject to the following:
    - [1] Such signs shall be located in the front yard abutting a street other than Route 287 and Route 10.
    - [2] Such signs shall be set back at least 20 feet from the street right-of-way.
    - [3] The area of such signs shall not exceed 150 square feet per sign.
    - [4] The height of such signs shall not exceed 20 feet.
  - (b) Up to two freestanding signs identifying the center and/or its tenants from Route 10 shall be permitted, subject to the following:
    - [1] Such signs shall be set back at least 10 feet from the street right-of-way.
    - [2] The area of such signs shall not exceed 250 square feet per sign.
    - [3] The height of such signs shall not exceed 30 feet.
    - [4] If the shopping center property does not front upon the Route 10 right-of-way, the sign may be located off site, but shall be located within the OB-DS Zone District along its frontage with Route 10.

- (c) Up to two freestanding signs identifying the center and/or its tenants from Route 287 shall be permitted, subject to the following:
  - [1] Such signs shall be set back at least 10 feet from the street right-of-way.
  - [2] The area of such signs shall not exceed 250 square feet per sign.
  - [3] The height of such signs shall not exceed 30 feet.
  - [4] If the shopping center property does not front upon the Route 287 right-of-way, the sign may be located off site, but shall be located within the OB-DS Zone District along its frontage with Route 287.
- (2) Wall-mounted signs. In addition to the loading bay signs permitted by § 166-147.E., the following wall-mounted signs shall be permitted:
  - (a) Wall-mounted signs for retail businesses having a gross floor area of at least 50,000 square feet.
    - [1] One principal use identification sign shall be permitted on each building wall of the business that faces a public street or public parking area, subject to the following:
      - [a] The area of such sign shall not exceed 5% of the area of the wall upon which it is placed or 250 square feet, whichever is less.
      - [b] The vertical dimension of such sign shall not exceed 10 feet.
    - [2] One sign for each secondary use to the business shall be permitted on each building wall of the business that faces a public street or public parking area, subject to the following:
      - [a] Such signs shall be limited to signs identifying uses which are an accessory component of the retail business, such as but not limited to a pharmacy, garden center, eating establishment or other use accessory to the primary retail business.
      - [b] There shall be no more than three such signs on any wall for the business nor more than four such signs for all walls of the business.
      - [c] The area of each such sign shall not exceed 2% of the area of the wall upon which it is placed or 100 square feet, whichever is less.
      - [d] The vertical dimension of such signs shall not exceed eight feet.
  - (b) Wall-mounted signs for retail businesses having a gross floor area less than 50,000 square feet. One principal use identification sign shall be permitted on each building wall of the business that faces a public street or public parking area, subject to the following:
    - [1] The area of each such sign shall not exceed 5% of the area of the wall of the business upon which it is placed or 150 square feet, whichever is less. If the business is located in a building containing more than one use, the wall area used for making this calculation shall be the area of the wall enclosing the space occupied by the business, not the total area of the building wall.
    - [2] The vertical dimension of such signs shall not exceed eight feet.

**Section 6.** In case, for any reason, any section or provision of this Ordinance shall be held to be unconstitutional or invalid, the same shall not affect any other section or provision of this Ordinance, except so far as the section or provision so declared unconstitutional or invalid shall be severed from the remainder or any portion thereof.

**Section 7.** All ordinances or parts of ordinances inconsistent with the provisions of this ordinance are, to the extent of such inconsistency, hereby repealed.

**Section 8.** This ordinance shall take effect in accordance with the law.

TOWNSHIP COMMITTEE  
TOWNSHIP OF HANOVER  
COUNTY OF MORRIS  
STATE OF NEW JERSEY

DATE OF INTRODUCTION: July 10, 2014

DATE OF ADOPTION: August 14, 2014

## NOTICE OF INTRODUCTION

**NOTICE IS HEREBY GIVEN**, that the foregoing Ordinance was submitted in writing at a meeting of the Township Committee of the Township of Hanover, in the County of Morris and State of New Jersey, held on the 10<sup>TH</sup> day of July, 2014, introduced and ready by title and passed on first reading and the Governing Body will further consider the same for second reading and final passage thereof at a meeting to be held on the 14<sup>th</sup> day of August, 2014, at 8:30 o'clock in the evening prevailing time, at the Municipal Building, 1000 Route 10 in Whippany, in said Township of Hanover, at which time and place a public hearing will be held thereon by the Governing Body and all persons and citizens in interest shall have an opportunity to be heard concerning same.

JOSEPH A. GIORGIO, TOWNSHIP CLERK  
TOWNSHIP OF HANOVER  
COUNTY OF MORRIS  
STATE OF NEW JERSEY

DATED: July 17, 2014