



**Township Council**  
1 Municipal Plaza  
Bloomfield, NJ 07003

**Louise M. Palagano**  
*Municipal Clerk*

<http://www.bloomfieldtnj.com>

Meeting: 01/24/22 07:00 PM

**2022 ORDINANCE AMENDMENT**

**AMENDMENT TO THE TOWNSHIP CODE, SECTION 42: "SIGNS" IN CHAPTER 315, "LAND DEVELOPMENT"**

**WHEREAS**, the Township of Bloomfield Township Code includes regulations regarding signage throughout the Township as found in Chapter 315, Section 42; and

**WHEREAS**, following an extensive review of prior land use applications and the sign ordinance it has been determined that certain changes are needed to reflect the changing industry and needs of property owners within the Township.

**NOW, THEREFORE, BE IT ORDAINED** by the Mayor and Council of the Township of Bloomfield, County of Essex, State of New Jersey as follows:

**Section 1.** Article V, Section 315-42 shall be replaced in its entirety with the following language:

"§ 315-42. Signs.

A. General provisions.

- (1) Purpose. The attractiveness of the Township of Bloomfield contributes to the general welfare and economic well-being of its citizens, property owners and business people. Reasonable control of signs promotes a desirable visual environment and enhances public safety. The purpose of the regulations and standards that follow is to encourage uniformity in signage through the use of either internal or external illumination, depending on the proximity of the front building wall to the right-of-way, while recognizing that businesses will seek to utilize unique sign designs to best promote their brands. Flexibility in sign design will allow businesses to effectively and visibly communicate their brand, while maintaining and enhancing the Township's ability to attract beneficial sources of economic development. Signage should be aesthetically pleasing, improve pedestrian and traffic safety, and minimize the possible adverse effect of signs on nearby public and private property values. This section is adopted under the zoning authority of the Township in furtherance of the more general purposes set forth in this chapter.
- (2) Applicability.
  - (a) The effect of this section, as more specifically set forth herein, is:

- [1] To establish a permit system to allow a variety of types of signs subject to the standards and the permit procedures of this chapter;
  - [2] To allow certain signs that are small, unobtrusive and incidental to the use of the respective buildings on which they are located, subject to the requirements of this chapter, but without a requirement for permits;
  - [3] To provide for temporary signs without commercial messages in limited circumstances;
  - [4] To prohibit all signs not expressly permitted by this chapter; and
  - [5] To provide for the fair, consistent and effective enforcement of the provisions of this subchapter.
- (3) Board review.
- (a) The Planning Board or Zoning Board of Adjustment, as appropriate, shall review all signs to be installed that are accessory to any development application to ensure compliance with the provisions of this section and compatibility with the design of the proposed development, as set forth in § 315-29H of this chapter's design standards. The Board shall review and approve the intensity of light of all such signs and their impact on vehicular and pedestrian traffic and adjacent properties.
  - (b) Minor site plan approval. Except for signs for detached one- and two-family dwellings and signs for a development in which the Zoning Board of Adjustment retained jurisdiction over signage as a condition of approval, an applicant seeking only a sign variance shall also obtain minor site plan approval from the Planning Board. Applicants for minor site plan approval under this subsection shall pay all required application and escrow fees.
- (4) Permits required.
- (a) Generally.
    - [1] It shall be unlawful for any person to erect, repair, alter, relocate or keep within the Township of Bloomfield any sign as defined in this chapter, except as exempted under Subsection A(6) below, without obtaining a zoning permit from the administrative officer and payment of the fee as required by this section. All signs shall, in addition, be subject to the provisions of the Construction Code and the Electrical Code, if illuminated, and the permit fees required thereunder. The administrative officer shall issue permits only for such signs as are specifically allowed for the particular premises and zone district in which the premises are located or as have been approved by the Planning Board or Zoning Board of Adjustment.
  - (b) Application for sign permit. Applications for sign permits shall be made upon forms provided by the administrative officer and shall contain or have attached thereto the following information:
    - [1] Name, address and daytime telephone number of the applicant, building owner, business owner and contractor.
    - [2] Street address or location of the building, structure or lot to which or upon which the sign or other advertising structure is to be attached or erected.

- [3] Position of the sign or other advertising structure in relation to the site and adjacent buildings or structures.
  - [4] A detailed drawing or rendering of the proposed sign indicating construction techniques, materials, colors, lighting details, structural supports and graphics. If the sign is to be placed upon or attached to a building, the square footage of the facade or window where the sign will be placed must be provided, along with a photograph of the façade of the building on which the sign as installed with the proposed sign superimposed on the photo.
  - [5] Photographs of signage on the same side of the street of the subject property within 100 feet in each direction.
  - [6] Written consent of the owner of the building, structure or land to which or on which the structure is to be erected.
  - [7] If the application is for an existing building, current color photographs of all exposed exterior walls of the building shall be submitted.
  - [8] Such other information as the administrative officer shall require demonstrating full compliance with this section.
- (c) Sign permit fees. Every applicant, before being granted a permit hereunder, shall pay the fee for each sign, which shall be in accordance with the ordinance in effect, and the permit number shall be displayed in the lower right-hand corner.
  - (d) All proposed signs in the Bloomfield Center Special Improvement District shall be reviewed by the Bloomfield Center Alliance.
- (5) Definitions. Words and phrases used in this chapter shall have the meanings set forth in this section. Words and phrases not defined in this section but defined in this chapter shall be given the meanings set forth in this chapter. Principles for computing sign area and sign height are contained in Subsection D. All other words and phrases shall be given their common ordinary meaning, unless the context clearly requires otherwise.

**A-FRAME OR SANDWICH SIGN** - An A-shaped temporary and easily movable ground sign, with a message on two sides, for advertising commodities, services or entertainment, usually conducted upon the premises where the sign is located.

**ANIMATED SIGN** - Any sign that uses movement or change of lighting to depict action or the illusion of movement or create a special effect or scene.

**APPLIED LETTERS** - A type of wall sign utilizing letters or a logo individually mounted on the facade of the structure to form the sign message.

**AREA IDENTIFICATION SIGN** - A sign to identify a common area containing a group of structures, or a single structure, such as a residential subdivision, apartment complex, industrial park, mobile home park or shopping center, located at the entrance or entrances of the area. Such signs may or may not consist of a fence or wall or archway with letters or symbols affixed thereto.

**AWNINGS and CANOPIES** - Roof-like coverings extending over a walkway, sidewalk or exterior place, supported by a frame attached to the building and/or ground with a surface made of fabric or a more rigid material, such as plastic or metal, and either retractable against the building or fixed in place.

**AWNING SIGN** - Any sign that is part of, attached to or printed on an awning, canopy or other fabric, plastic or structural protective cover over a door, entrance, window or outdoor service area.

**BANNER** - Any sign printed or displayed upon cloth or other flexible material, with or without frames, including "feather" signs. National flags, state or municipal flags or the official flag of any not-for-profit institution shall not be considered banners for the purposes of this chapter.

**BEACON** - A stationary or revolving light which flashes or projects illumination, single color or multicolored, in any manner which is intended to attract or divert attention; except, however, this term is not intended to include any kind of lighting device which is required or necessary under the safety regulations described by the Federal Aviation Agency or similar agencies.

**BILLBOARD or OUTDOOR ADVERTISING SIGN** - A sign which directs attention to a business, industry, profession, commodity, service or entertainment not necessarily sold or offered upon the premises where the sign is located.

**BUILDING MARKER** - Any sign indicating the name of a building and date and incidental information about its construction, which sign is cut into a masonry surface or made of bronze or other permanent material.

**BUILDING SIGN** - Any sign attached to any part of a building, as contrasted to a freestanding sign.

**BULLETIN BOARD** - Any changeable message sign, other than an electronic or digital message board or ticker, erected by a charitable, educational or religious organization or a public body, which is erected upon the same property as said institution, for purposes of announcing changing events.

**BUSINESS SIGN** - A sign which directs attention to a business, industry, profession, commodity, service or entertainment sold or offered upon the premises where such sign is located.

**CANOPY** - See "awnings and canopies." **CANOPY SIGN** - See "awning sign."

**CHANGEABLE MESSAGE** - A sign or portion thereof with characters, letters or illustrations that can be changed or rearranged without altering the face or the surface of the sign, including, without limitation, electronic or digital message boards or tickers.

**COMMERCIAL MESSAGE** - Any sign wording, logo or other representation that, directly or indirectly, names, advertises or calls attention to a business, product, service or other commercial activity.

**DIRECTIONAL SIGN** - A sign intended to direct or point toward a place or which gives directions. Such signs shall carry no advertising copy describing the activities carried on at the premises where such signs are located.

**DIRECTORY SIGN** - A sign listing the tenants or occupants of a building.

**ERECT** - To construct, build, raise, assemble, place, affix, attach, create, paint, draw or in any other way bring into being or establish, but not including any of the foregoing activities when performed as incidental to the normal maintenance or repair of a sign or sign structure.

**ESTABLISHMENT** - An economic unit where business is conducted or services or industrial operations are performed. More than one establishment could be located at a single street address.

**EXTERNALLY ILLUMINATED SIGN** - Any illuminated sign whose illumination is derived from an external artificial source outside the display portion of the sign.

**FACADE** - The total wall surface, including door and window area, of a building's principal face. A mansard roof shall be considered as part of the facade.

**FLAG** - Any fabric or bunting containing distinctive colors, patterns or symbols, used as a symbol of a government, political subdivision or other not-for-profit institution.

**FLASHING SIGN** - An illuminated sign, the illumination of which is not kept constant in intensity at all times when in use. Illuminated signs that indicate the time, temperature, weather or similar public service information shall not be considered flashing signs.

**FREESTANDING OR GROUND SIGN** - Any sign supported by permanent structures or supports that are placed on or anchored in the ground and that are independent from any building or other structure, including both monument signs and pylon signs.

**ILLUMINATED SIGN** - A sign which is lighted by a self-contained interior light or by lights projected or directed onto it.

**INCIDENTAL SIGN** - A sign, generally informational, that has a purpose secondary to the use of the lot on which it is located, such as parking, directional and warning signs, and signs reading "loading only," "telephone," "open/closed," "hours of operation" and other similar directives. No sign with a commercial message legible from a position off the lot on which the sign is located shall be considered incidental.

**INTERNALLY ILLUMINATED SIGN** - Any sign whose sole source of artificial illumination is contained within the display portion of the sign, including neon-type signs and internally and backlit signs.

**MARQUEE** - A type of canopy with a permanent roof-like structure projecting beyond a building or extending along and projecting beyond the wall of the building and possibly supported in part from the ground, generally constructed above an entrance.

**MARQUEE SIGN** - Any sign attached to, in any manner, or made a part of a marquee.

**MONUMENT SIGN** - A type of freestanding sign in which the base of the sign, or the bottom of the sign itself, is close to or in contact with the ground.

**NAMEPLATE SIGN** - A sign which states the name or address, or both, of the occupant of the premises where the sign is located and not exceeding 1 1/2 square feet in area.

**NEON SIGN** - Self-luminous electric signs usually constructed of glass tubing containing a vapor or gas configured to form a display or lettering.

**NONCONFORMING SIGN** - Any sign that does not conform to the requirements of this chapter.

**OFFICIAL SIGN** - Any sign, symbol or device erected and maintained by the federal government, State of New Jersey, County of Essex, Township of Bloomfield or a public utility for the purpose of informing or guiding the public or for the protection and promotion of the health, safety, convenience and general welfare of the public.

**OUTDOOR ADVERTISING SIGN** - See BILLBOARD. **OVERHANGING SIGN** - A sign suspended from a marquee, awning, canopy or a wooden or metallic bar where such sign is located within the public right-of-way or other than parallel to the facade.

**PENNANT** - Any lightweight plastic, fabric or other material, whether or not containing a message of any kind, suspended from a rope, wire or string, usually, but not necessarily, in series, designed to move in the wind.

**PERSON** - Any individual, association, company, corporation, firm, organization, partnership, or governmental entity.

**POLITICAL SIGN** - A sign advancing the candidacy of any candidate or group of candidates for public office or a cause subject to political judgment.

**PORTABLE SIGN** - Any sign not permanently attached to the ground or other permanent structure, or a sign designated to be transported, including but not limited to signs designed to be transported by means of wheels; A-frames and sandwich board signs; balloons used as signs; umbrellas used for advertising; and signs attached to or painted on vehicles parked and visible from the public right-of-way, unless said vehicle is used in the normal day-to-day operations of the business.

**PROFESSIONAL SIGN** - A sign listing only the name, profession and/or specialty of each practitioner.

**PROJECTING SIGN** - Any sign affixed to a building or wall in such a manner that its leading edge extends more than one foot beyond the surface of such building or wall.

**PYLON SIGN** - A type of freestanding sign with the signboard is mounted on one or more poles or other support which elevates the signboard six feet or more above grade.

**PUMP ISLAND CANOPY SIGN** - A flush-mounted sign on the vertical surface and canopy, which is the ornamental or protective roof-like structure erected above the pumps of a gasoline station.

**REAL ESTATE SIGN** - A temporary sign placed upon the property for the purpose of advertising to the public the availability for sale, rent or lease of said property.

**ROOF SIGN** - Any sign erected, constructed and maintained upon or over the roof of any building with the principal support of the roof structure or parapet wall.

**SETBACK** - The distance from the property line to the nearest part of the applicable building, structure or sign, measured perpendicularly to the property line.

**SHOPPING CENTER OR MALL** - A building or group of related buildings of more than three units having a common entrance or with more than one entrance not on a public road or highway.

**SIGN** - Shall mean and include every object, device, frame, figure, character, mark, point, fixture, graphic design, picture, stroke, stripe, trademark, model, emblem, placard, symbol, display, light, logo or reading matter which is used or intended to be 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, figures, designs, symbols, colors, illumination or projected images, when the same is placed in the view of the general public, either outdoors or indoors. Any of the above which is not placed out of doors, but which is illuminated with artificial or reflected color or otherwise made visible from out of doors, shall be considered a sign within the meaning of this chapter, when placed in such a way as to be used to attract attention or convey information to motorists or pedestrians. Notwithstanding the above, storefront window displays shall not be deemed a sign.

**SIGN AREA** - The net geometric area enclosed by the display surface of the sign, including the outer extremities of all letters, characters and delineations, the surfaces upon which they are presented, voids between elements of the sign or any element of the display that goes beyond the primary surface, whichever is greatest; provided, however, that display surface area shall not include the structural supports for freestanding signs; provided, further, that only one face of a double-faced sign as defined shall be considered in determining the display surface area.

**SIGN STRUCTURE** - The method employed to support any sign except a window sign.

**TEMPORARY SIGN** - Any sign that is used only temporarily and is not permanently mounted.

**WALL SIGN** - Any sign that shall be affixed parallel to the wall or printed or painted on the wall of any building in such a manner as to read parallel to the wall on which it is mounted; provided, however, said wall sign shall not project above the top of the wall or beyond the end of the building. For the purposes of

this chapter, any sign display surface that is affixed flat against the sloping surface of a mansard roof shall be considered a wall sign.

**WINDOW** - A glass area presented to the public for purposes of display. For glass storefronts made up of multiple window panes, each pane shall be deemed a separate window.

**WINDOW SIGN** - A sign, pictures, symbol, or combination thereof, designed to communicate information about an activity, business, commodity, event, sale or service, that is placed upon a window pane and is visible from the exterior of the window.

- (6) Exempt signs. The following signs shall not require a sign permit and shall be permitted as provided below:
- (a) Temporary civic, cultural and public service window posters, when posted inside windows of commercial establishments, provided they are only permitted in one window per establishment and do not, individually or combined, occupy more than 20% of the total area of said window or five square feet, whichever is less. Temporary window signs are permitted on ground-floor windows only. Such signs may be posted no earlier than sixty (60) days prior to the event advertised and shall be removed within seven (7) days after the event's conclusion.
  - (b) Temporary promotional or special sales signs in windows of a commercial establishment when advertising that commercial establishment, provided the signs are placed in only one window per establishment per street frontage and provided they do not, individually or combined with other window signs, exceed 50% of the total area of the display window or 16 square feet, whichever is less. Temporary signs advertising a business opening or change in ownership of a commercial establishment, located on the premises of the commercial establishment, are also permitted, provided that they are placed in only one window per establishment per street frontage and do not exceed 50% of the window or an area of 16 square feet, whichever is less. All temporary signs shall have the date of installation printed clearly on the lower right-hand corner, as viewed from the exterior, and shall be permitted for a period not to exceed 30 days. Temporary promotional signs are permitted on ground-floor windows only. When more than one establishment is located at a single street address, the aggregate size of the signs for all establishments permitted by this subsection shall not exceed 50% of any one window or 16 square feet, whichever is less.
  - (c) Temporary signs of a nonprofit or charitable organization located on the premises of such organization, provided such signs shall not exceed one per premises per event and do not exceed 32 square feet in area. Said signs shall be put in place no earlier than 60 days before the event and shall be removed within seven days after completion of said event.
  - (d) Bulletin boards not over 24 square feet in area per sign face for public, charitable, educational or religious organizations when same are located on the premises of said organizations and comply with the setback regulations for freestanding signs in the zone or are installed on a building wall. This exemption shall not apply to electronic or digital message boards or tickers, which shall be subject to the prohibition on changeable message signs set forth in § 315-42A(7)(i). All signs exempt under this provision shall be externally illuminated.

- (e) Incidental signs, and signs posting property as "private property," "no trespassing" or similar signs, which do not exceed two square feet in area. No such signs shall be neon. If signs permitted by this subsection are installed in conjunction with an application for development subject to site plan review, including minor site plan review for signs as a result of a change in sign structure, as required herein, then the reviewing board shall determine the appropriateness and necessity of all directional and parking signs.
  - (f) Temporary signs denoting the architect, engineer or contractor, when placed upon the site under construction, provided such signs shall be limited to one sign per site and shall not exceed 16 square feet in area per sign face. Said signs shall be in place only while work is in progress.
  - (g) Flags or emblems of religious, educational, civic or governmental organizations flown from supports on the building or grounds occupied by the organizations and the American flag wherever flown in accordance with the laws and rules promulgated by the federal government.
  - (h) Temporary signs indicating a political preference or political event, provided that such signs do not exceed 32 square feet in residential zones. Such signs may not be displayed on any trees, telephone poles or lighting stanchions. All such signs must be removed within five days after the election or the completion of the political event.
  - (i) All signs located within a building that are not visible to the public outside said building.
  - (j) Real estate signs, located within the property lines, temporarily advertising the sale, rental or lease of the premises or portion thereof, provided such signs shall be limited to one sign per street frontage and do not exceed nine square feet in area per sign face. Such signs shall be removed upon passing of title or completion of rental or lease agreement.
- (7) Prohibited signs. Without limiting the generality of this section, the following are prohibited:
- (a) Signs employing mercury vapor, low-pressure and high-pressure sodium and metal halide lighting.
  - (b) Fluorescent signs or signs using fluorescent lighting.
  - (c) Neon signs or lighting, except when used in a window to advertise a particular product sold by the establishment seeking to install the sign, which shall be limited to no more than two such signs per street frontage.
  - (d) Marquee signs, except for uses that typically utilize such signs, such as motion picture and stage theaters.
  - (e) Signs on roofs, dormers and balconies, except as permitted in Subsection A(8) of this section.
  - (f) Billboards, billboard signs or outdoor advertising signs, except display signs ordinarily or customarily erected on the premises of a railroad station or on a railroad right-of-way in the vicinity of such station such as on the parking deck that is owned by the Township. No sign otherwise lawful under this section shall be prohibited because of this provision.

- (g) Signs mounted upon the exterior side or rear walls of any building or structure, except as otherwise permitted hereunder.
- (h) Animated, moving or revolving signs and signs using blinking, flashing, vibrating, flickering, tracer or sequential lights, which display movement or the illusion of movement, including interior signs visible from the exterior of the premises, except for clocks, temperature displays, or signs commonly known as barber poles used in conjunction with barbershops.
- (i) Changeable message signs, except as permitted by §315-42(A)(6)(d).
- (j) Signs erected, painted or composed of fluorescent, phosphorescent or similar material.
- (k) Banners, string of banners and pinwheels, strings or streamers of flags, pennants, spinners or other similar devices strung across, upon, over or along any premises or building, whether part of a sign or not.
- (l) Balloons or other inflatable signs and ground mounted banner signs.
- (m) Signs on vehicles. It shall be unlawful to use a vehicle or a trailer as a sign in circumvention of this section.
- (n) "A" frame or sandwich board signs, except as permitted herein.
- (o) Signs painted on the exterior walls or facade of a building.
- (p) Signs on accessory buildings or structures.
- (q) Signs which are misleading; removal of signs upon change in occupancy.
  - [1] It shall be unlawful for any person to erect, locate, relocate or maintain any sign which falsely identifies the premises or occupant of any premises or building, or which falsely advertises for sale on any premises or in any building any product or service not available therein.
  - [2] Whenever there is a change in occupancy of a building or premises, including any vacancy of such building or premises, the message of any sign or signs which identify or advertise an individual, business, service, product or other item that is no longer present or available in the building or on the premises shall be removed.
  - [3] The provisions of this subsection shall not be construed to require the removal of any sign structure, except as required by Subsection A(7)(q)[4] below.
  - [4] The manner of removal of sign messages shall include, but is not limited to, the following:
    - [a] In the case of a sign with a painted message, the sign message shall be painted over to match the background.
    - [b] In the case of a sign with projecting or movable letters or symbols, the letters and/or symbols shall be removed.
    - [c] In the case of a sign where the message is contained on a panel that is inserted into the sign frame or structure, the message panel shall be replaced with a blank panel.

- [d] In the case of a sign where the message cannot be removed without also removing the sign structure, the structure shall be removed unless the owner demonstrates to the satisfaction of the Zoning Officer that the sign message could reasonably apply to the next occupant of the building or premises. If the sign message does not accurately identify or advertise the next occupant of the building or premises, or any product, service or other item available at the premises, the sign structures shall be removed prior to the issuance of a certificate of occupancy for said occupant.
- (o) Window signs, unless otherwise permitted by this chapter.
- (8) Nonconforming signs. The following provisions shall apply to any sign or sign structure that was lawful prior to the adoption, revision or amendment of this chapter but which fails to conform to the requirements of this chapter by reason of such adoption, revision or amendment.
- (a) Routine maintenance. Routine maintenance for any nonconforming sign shall be permitted, provided that such maintenance shall comply with the provisions of Subsection A(8)(c) and (d) below. The term "routine maintenance" is intended to include such activities as cleaning, replacement of light bulbs, removal of rust and corrosion, and repainting. Specifically prohibited is the replacement of a nonconforming sign structure, in whole or in part, except for light bulbs and minor parts such as fasteners, etc.
- (b) Restoration or repair of partial destruction. Any nonconforming sign or sign structure existing at the time of the passage of this chapter or any amendment thereto may be continued upon the lot so occupied and any such sign or structure may be restored or repaired in the event of partial destruction thereof, provided that such restoration or repair shall comply with the provisions of Subsection A(8)(c) and (d). For purposes only of administering this provision, the term "partial destruction" shall be defined as any condition affecting less than 50% of the area or volume, whichever is more restrictive, of the sign message or structure in such a manner that the appearance or structural characteristics of the sign are not substantially altered from the originally approved and installed sign.
- (c) Effect of removal. The following provisions shall regulate removal of nonconforming signs:
- [1] Nothing contained herein shall be construed to permit the removal and subsequent replacement of a nonconforming sign structure for purposes of maintenance, restoration, repair or alteration. Removal of a sign structure for any purpose shall terminate the nonconforming rights of said sign.
- [2] Sign messages may be removed only for purposes of routine maintenance, restoration, repair or alteration, as permitted herein.
- (d) Alterations. The following provisions shall regulate alterations of nonconforming signs:
- [1] Alterations of sign messages which result in a completely new sign message shall conform to all provisions of this chapter governing the appearance and illumination of signs,.

- [2] A nonconforming sign structure may not be altered unless the alteration will result in the sign structure conforming in all respects with the provisions of this chapter.
- [3] Alterations covered by the above provisions include, but are not limited to: alteration of sign area, dimension, height or location; alteration of any aspect of sign illumination; and alteration of sign material.
- (e) Reversion to nonconforming sign prohibited. A sign which is nonconforming and which is changed to a conforming sign may not be thereafter changed back to a nonconforming sign. A nonconforming sign structure and/or message that is changed to a conforming structure and/or message may not thereafter be changed back to a nonconforming structure and/or message.
- (f) Subdivisions involving nonconforming signs. No lot containing a nonconforming sign structure shall be subdivided so as to increase the degree or extent of the nonconforming sign condition.
- (9) Lighting and illumination. Any sign permitted by the provisions of this chapter, except awning and canopy signs, may be illuminated as permitted in this section, except that real estate signs shall not be illuminated. Signs may be externally or internally illuminated, provided that they comply with the following standards. "Internally illuminated" signs shall be illuminated by a light source that shines through the letters or logos of the sign from behind the faceplate or applied letters. Internally illuminated signs are prohibited if the light is visible through any part of the faceplate other than letters and logos. "Externally illuminated" signs shall be illuminated by a light source that shines directly on the surface of a sign or which shines only on the wall upon which applied letters are installed and not through the letters, creating a "halo" effect.
  - (a) Internally illuminated signs, where permitted, shall conform to the following standards:
    - [1] Illumination shall be diffused, and only the letters and logos shall be translucent.
    - [2] Only LED lighting is permitted.
    - [3] Flashing or intermittent lighting is prohibited.
    - [4] The source of illumination shall not be visible.
  - (b) Externally illuminated signs shall conform to the following standards:
    - [1] Externally illuminated signs shall only be permitted where the sources of illumination are shielded in such a manner that light is not directed to the street or adjoining property and the lighting is designed to illuminate only the signage.
    - [2] Flashing or intermittent lighting is prohibited.
    - [3] Floodlights or spotlights used for the illumination of signs, whether or not such lights are attached to or separate from the building, shall not project light beyond the sign. Gooseneck reflectors and lights shall be permitted; provided, however, that the reflectors shall be provided with proper glass lenses

concentrating the illumination upon the area of the sign so as to prevent glare upon the street or adjacent property.

- (c) Except as set forth in subsection (e), below, all signage for residential uses shall be externally illuminated.
  - (d) For non-residential uses, all signage may be internally or externally illuminated, provided that for multi-tenanted commercial developments, such as shopping centers or other buildings with multiple storefronts, there shall be uniformity in the lighting of all wall signs.
  - (e) In mixed residential and commercial buildings, internally or externally illuminated signs are permitted for all uses provided that there is uniformity in the lighting technique utilized on the site.
  - (f) In no instance shall the light intensity of any illuminated sign exceed 75 footcandles measured with a standard light meter measured at any point in front of the sign at a distance that is no greater than the smallest horizontal or vertical dimension of said sign. There shall be no electrical conduit located on the exterior facade of a building used to provide electric power to any sign. All applications for a sign permit, and all applications for signage relief filed with either the Planning Board or Zoning Board of Adjustment, shall provide information necessary to determine compliance with this requirement and the requirement that light from an internally illuminated sign will be visible only through letters and logos.
  - (g) All sign lighting shall be turned off no later than 30 minutes after the closing, except signs in residential zones shall not be lit beyond 9:00 p.m., unless permitted to remain open beyond that time by other municipal ordinances.
  - (h) Exposed lighting in or around windows or on the façade of a building, except for holiday displays and security lighting, is prohibited. No exposed lighting permitted hereby shall exceed the permitted footcandles set forth above.
- B. Signs permitted for non-residential uses and mixed-use buildings. The following signs are permitted for all principal commercial and office uses, regardless of the zone in which they are located, and shall require a sign permit in accordance with §315-42(A)(4). Signs for home occupations are governed by subsection (C), below. Unless otherwise set forth herein, no more than two types of signs are permitted on any one site. In multi-occupant developments where different establishments on the same site have separate exterior entrances for the public, such as mixed-use buildings and multi-tenanted commercial sites, each such establishment shall be permitted to erect two types of signs which conform to the regulations set forth below, provided the sign types and sign illumination are uniform throughout the site. For shopping centers, a pylon sign is a permitted third sign. For office uses in the PO/R District, only one wall sign or monument sign is permitted.
- (1) Wall-mounted signs, provided the following standards are met:
    - (a) The signs shall be affixed to the front facade of the building and shall project outward from the wall to which it is attached no more than six inches;
    - (b) The area of the sign shall not exceed 10% of the ground floor building facade area devoted to the promoted use, or 48 square feet, whichever is less; except signs which are located more than twenty (20) feet from a public right-of-way shall not exceed

10% of the ground floor façade area devoted to the promoted use or 70 square feet, whichever is less;

- (c) The top of the sign shall not extend above the height of the ground floor of the building. If a building is designed with a sign band, all wall signs shall fit within the sign band. If there is no sign band, all wall signs on the same site shall be installed at the same height;
- (d) Wall signs are permitted only for establishments which occupy the ground floor of buildings (including residential lobbies) and have at least one entrance facing a public street, Wall signs shall be located on the façade facing the public street, shall promote only the use occupying the space accessible from the front entrance, and shall not be allocable to other uses; and
- (e) Wall signs are limited to one sign per building per street frontage, each of which shall conform to the size requirements of this Subsection, except additional wall signs are permitted as follows:
  - [1] In multi-tenanted developments where different establishments on the same site have separate exterior entrances for the public, such as mixed-use buildings, commercial shopping centers and other buildings with multiple storefronts, each such establishment shall be permitted to erect a wall sign conforming to this Subsection, provided all such wall signs are similarly illuminated and installed within an architectural sign band or at the same height.
  - [2] A second wall-mounted sign, not exceeding six square feet in area, shall be permitted on any side or rear entrance of a commercial use open to the public, provided such sign does not face the same street frontage as the primary wall sign..
  - [3] Additionally, a wall-mounted building directory sign identifying the occupants of a commercial building, including upper-story commercial uses, shall be permitted, providing the following standards are met:
    - [a] The sign is located next to the entrance;
    - [b] The sign projects outward from the wall to which it is attached no more than six inches;
    - [c] The height of the sign is approximately six feet;
    - [d] The area of the signboard shall not exceed three square feet, with each tenant limited to one square foot; and
    - [e] Directory signs may be internally illuminated.
  - [4] Pump island canopy signs, up to a maximum of two, are permitted for gasoline service stations if such signs will be visible to traffic on the adjacent street. The sign shall not be illuminated, the height of the letters, numbers or graphics of the sign shall not exceed eight inches and the total area of each sign shall not exceed three feet.

- (f) All wall-mounted signs shall be constructed of wood, painted metal, painted cast metal, stainless steel, bronze, brass or anodized aluminum. The face of box signs and applied letters may be plastic.
- (2) Projecting signs, including graphic or icon signs, mounted perpendicular to the building wall, provided the following standards are met:
- (a) The building is set back no further than five (5) feet from a public right-of-way;
  - (b) The signboard does not exceed an area of four square feet;
  - (c) The distance from the ground to the lower edge of the signboard shall be 7 feet or greater, but no higher than the ceiling height of the ground floor;
  - (d) The height of the top edge of the signboard does not exceed the height of the wall from which the sign projects, if attached to a single-story building, or the ceiling height of the second-story, if attached to a multistory building;
  - (e) The distance from the building wall to the signboard does not exceed 12 inches;
  - (f) The width of the signboard does not exceed three feet;
  - (g) The height of the lettering, numbers or graphics of the sign does not exceed eight inches;
  - (h) Projecting signs shall be limited to one sign per building, irrespective of the number of establishments occupying the building. A projecting sign may advertise more than one establishment located in the same building, provided the sign does not exceed the provisions of this subsection. If a site is developed with more than one building, each building shall be entitled to one projecting sign; and
  - (i) All projecting signs shall be constructed of wood, painted metal, painted cast metal, stainless steel, bronze, brass or anodized aluminum. The face may be plastic.
- (3) Window or door signs, provided that the following standards are met:
- (a) Windowsigns shall not cumulatively exceed 20% of the ground floor window area of the establishment and shall not reach a height greater than half the height of the window or five feet above the grade outside the window to which they are attached, whichever is lower.
  - (b) The height of the sign's lettering and numbers shall not exceed four inches.
  - (c) Doors shall be permitted to have painted numbers and letters indicating the street address, the name of the business and the hours of operation painted on or above the door. The height of the lettering and numbers shall not exceed four inches.
  - (d) Window signs shall be counted toward the two permissible signs per establishment permitted by this Section 315-42(B), but door signs shall not.
- (4) Awning or canopy signs for ground floor uses only, provided that the following standards are met:
- (a) Windows along a street frontage may each have an awning with signage on the valance, which shall be no higher than six inches.. As set forth in (d) below, signage on the upper face of an awning shall be permitted only if the awning sign is the only signage for the establishment. Awnings over doors may include only the street

number of the address, unless it is the only awning with signage. If a building has more than one street frontage, signage on awnings along each street frontage shall comply with the requirements of this subsection.

- (b) Fixed awnings and canopies attached to buildings shall not extend from the building more than 38 inches, nor shall be greater than 48 inches in height (as measured from the bottom of the valance to the highest point of the awning or canopy). Drop or retractable awnings shall not extend from the building more than five feet. The lower edge of the curtain or valance of any awning or canopy shall be no closer to the ground or sidewalk than seven feet. No part of the iron or other supporting framework shall be closer than seven feet six inches to the ground or sidewalk, except for the posts supporting a canopy. All window awnings installed along a street frontage on the same block shall be the same color, shape and size and shall be installed at an identical height;
  - (c) If an awning or canopy sign is used in conjunction with another sign, lettering, numbers and graphics shall be located on the valance only, shall not exceed fifty percent (50%) of the valance area, and the height of the lettering, numbers or graphics of the sign shall not exceed four inches. Awning sign messages shall convey only the name of the establishment, the street address, phone number and website address. They may also include a logo used by the establishment.
  - (d) If an awning or canopy sign is the only sign utilized, the name of the business and a logo may appear on the upper face of the awning or canopy, covering no more than 50% of the front of the awning or canopy, or 24 square feet, whichever is less. No slogans are permitted. The address, telephone number and website address of the establishment is permitted on the valance, but must conform to the requirements of Subsection B(4)(c), above.
  - (e) Marquee signs are permitted only for stage or motion picture theatres and shall conform to the requirements of this subsection, and may not be used in addition to any other sign; and
  - (f) All awnings and canopies, except marquees, shall be constructed of canvas.
  - (g) Awnings and canopies shall not be internally illuminated, which shall include a prohibition on lights installed on the underside of the awning or canopy. Marquees may be internally or externally illuminated.
- (5) Freestanding signs, when fronting on a public or private street or parking area, are permitted, provided that the following standards are met:
- (a) The sign shall refer to the business or businesses located in the building on the same lot as the sign;
  - (b) The building wall nearest to a monument sign shall be set back a minimum of 15 feet from the nearest lot line, and the sign shall be located between the building wall and the nearest lot line, but not closer than 10 feet to the nearest lot line.
  - (c) The sign may not impede or interfere with pedestrian or vehicular traffic, or protrude over a sidewalk;
  - (d) The area of the signboard shall not exceed 20 square feet;

- (e) The area of the signboard for a monument sign in the PO/R district shall not exceed 10 square feet.
  - (f) The height of the lettering, numbers or graphics of the sign shall not exceed eight inches for a monument sign and twelve inches for a pylon sign;
  - (g) The height of the top of the signboard of a monument sign, or of any posts, brackets, or other supporting elements, shall not exceed 12 feet from grade;
  - (h) The signboard of a monument sign shall be architecturally compatible with the style, composition, materials, colors and details of the building;
  - (i) A monument sign may be internally illuminated provided it is more than twenty (20) feet from a public right-of-way;
  - (j) Pylon signs no higher than 20 feet from grade, shall be permitted in lieu of a monument sign for shopping centers and auto-related businesses only. Pylon signs shall be set back at least seven feet from the street right-of-way. Such signs may be internally illuminated, provided light shines through lettering, numbering or logos only and not through the faceplate; and
  - (k) Freestanding signs shall be limited to one sign per street frontage. Any freestanding sign may advertise more than one establishment located at the same site, provided the sign does not exceed the provisions of this subsection.
- (6) Service entrances may be identified with one sign not exceeding two square feet in area, which shall not count toward the sign limitations.
- (7) In addition to other signage, restaurants and cafes shall be permitted the following, limited to one sign per business:
- (a) A wall-mounted display featuring the actual menu as used at the dining table, to be contained within a shallow wood or metal case, and clearly visible through a glass front. The display case shall be attached to the building wall, next to the main entrance, at a height of approximately six feet, shall not exceed a total area of two square feet, and may be externally illuminated.
  - (b) A sandwich board sign, as follows:
    - [1] The area of the signboard, single-sided, does not exceed six square feet;
    - [2] The signboard is constructed of wood, chalkboard and/or finished metal;
    - [3] Letters are painted, vinyl die cut or handwritten;
    - [4] The sign is located within four feet of the main entrance to the business, and its location does not interfere with pedestrian or vehicular circulation;
    - [5] The information displayed is limited to daily specials and hours of operation; and
    - [6] The sign is removed at the end of the business day.
- (8) Each commercial and office establishment shall identify the number of its address on a minimum of one sign facing each street or parking lot.

C. Signs for residential uses and home occupations. The following signs are permitted for residential uses, except for residential uses in a mixed-use building, which are governed by § 315-42(B), above, and for home occupations. All residential signs and all signs for home occupations shall require a sign permit in accordance with § 315-42(A)(4), although no permit is required for signs permitted by subsection (1), below. All signs shall be externally illuminated.

- (1) For one and two family detached dwellings, a sign showing the name of the owner/occupant and the street address which shall not be larger than one square foot in area.
- (2) For home occupations, a sign stating the name and business of the occupant which shall not exceeding three square feet in area, and which shall be located no closer than ten (10) feet to any property line.
- (3) A multifamily dwelling is permitted one sign per street frontage and a painted sign on the door of the primary entrance to the building, both of which shall conform to the applicable provisions of Section 315-42(B), except no pylon or window signs are permitted."

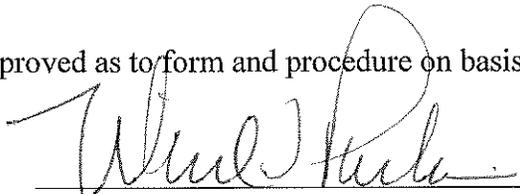
**Section 2.** If any part(s) of this Ordinance shall be deemed invalid, such part(s) shall be severed and the invalidity thereof shall not affect the remaining part of this Ordinance.

**Section 3.** All ordinances and resolutions or parts thereof inconsistent with this Ordinance are hereby rescinded.

**Section 4.** This Ordinance shall take effect in accordance with applicable law.

\* \* \* \* \*

Approved as to form and procedure on basis of facts set forth.

  
 \_\_\_\_\_  
 Director of Law-Township Attorney

I hereby certify that the above ordinance was duly adopted by the Mayor and Council of the Township of Bloomfield at a meeting of said Township Council held on January 24, 2022.

  
 \_\_\_\_\_  
 Municipal Clerk of the Township of Bloomfield

  
 \_\_\_\_\_  
 Mayor of the Township of Bloomfield

✓ Vote Record - Ordinance						
		Yes/Aye	No/Nay	Abstain	Absent	
<input type="checkbox"/> Adopt	Jenny Mundell	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
<input type="checkbox"/> Deny	Nicholas Joanow	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
<input type="checkbox"/> Withdrawn	Sarah Cruz	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	
<input type="checkbox"/> Table	Wartyna Davis	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
<input type="checkbox"/> Not Discussed	Ted Gamble	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
<input type="checkbox"/> First Reading	Richard Rockwell	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
<input type="checkbox"/> Table with no Vote	Michael J. Venezia	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
<input type="checkbox"/> Approve						
<input type="checkbox"/> Veto by Mayor						
<input type="checkbox"/> Discussion						
<input type="checkbox"/> Defeated						
<input type="checkbox"/> Discussion No Vote						

✓ Vote Record - Ordinance						
		Yes/Aye	No/Nay	Abstain	Absent	
<input type="checkbox"/> Adopt	Jenny Mundell	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
<input type="checkbox"/> Deny	Nicholas Joanow	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
<input type="checkbox"/> Withdrawn	Sarah Cruz	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
<input type="checkbox"/> Table	Wartyna Davis	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
<input type="checkbox"/> Not Discussed	Ted Gamble	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
<input type="checkbox"/> First Reading	Richard Rockwell	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
<input type="checkbox"/> Table with no Vote	Michael J. Venezia	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
<input type="checkbox"/> Approve						
<input type="checkbox"/> Veto by Mayor						
<input type="checkbox"/> Discussion						
<input type="checkbox"/> Defeated						
<input type="checkbox"/> Discussion No Vote						