

**TOWNSHIP OF CRANFORD
CRANFORD, NEW JERSEY**

ORDINANCE NO. 2022-15

**AN ORDINANCE TO AMEND THE CODE OF THE TOWNSHIP OF CRANFORD,
CHAPTER 255, LAND DEVELOPMENT, PERTAINING TO SIGNAGE**

WHEREAS, the 2009 Master Plan made an ordinance recommendation to satisfy the signage needs of local businesses with the design and appearance requirements of a healthy, visually attractive Downtown, while encouraging opportunities to reduce sign pollution; and

WHEREAS, the 2009 Master Plan Economic and Non-Residential Goal #1 seeks to “conserve and promote the economic vitality of the Downtown so that the core of Cranford remains healthy”; and

WHEREAS, the 2019 Master Plan Reexamination Report Development Regulations Section States, “Consider revisions to signage regulations. Such revisions should include, but not be limited to: Reducing conflicts between the code and the special improvement district; Standards for digital signs; Ensure consistency with recent federal case law; and, incorporate signage regulations into the zoning code to allow for more stringent regulation, whereby noncompliant signs would require variance relief”; and

WHEREAS, the May 2018 Downtown Cranford Strategic Plan identified a challenge related to a “lack of clear, defined design standards for buildings and signs, creating unnecessary confusion among developers, architects, and businesses, and township officials”; and

WHEREAS, the May 2018 Downtown Cranford Strategic Plan identified a goal to “actively and regularly enforce all codes pertaining to façade maintenance, signage, snow clearance, and other downtown maintenance matter”; and

WHEREAS, the Township’s professional staff continually reviews existing regulations for inconsistencies and conflicts so as to improve the Township’s practice of effective land use regulation; and

WHEREAS, it is in the best interest of the municipality and its businesses and residents to amend the signage regulations for improved regulations and greater consistency within the Land Development Ordinance.

NOW, THEREFORE, be it ordained by the Township Committee of the Township of Cranford, Union County, State of New Jersey, as follows:

SECTION 1. Chapter 255, Article IV, Section 26, Design Standards: Specific is hereby amended to delete subsection J in its entirety.

SECTION 2. Chapter 255, Article 1, Section 1. Purposes; Definitions are hereby amended as follows:

§ 255-1 Purposes; definitions.

EXPLANATION – Matter struck through ~~thus~~ in the above ordinance is not enacted and is intended to be omitted in the law. Matter underlined thus is a new matter.

A. Purposes. the purposes of this chapter are as follows:

. . .

B. Definitions.

- (1) For the purpose of this chapter, unless the context clearly indicates a different meaning, the term "shall" indicates a mandatory requirement, and the term "may" indicates a permissive action. The singular shall also mean the plural, and "person" shall also mean other legal entities.
- (2) Definitions: As used in this chapter, the following terms shall have the meanings indicated:

AWNING - A roof-like cover that projects from a wall of a building for the purpose of shielding a doorway or window from the elements.

BANNER - A flexible substrate on which copy or graphics may be displayed.

CIRCULATION - Systems, structures and physical improvements for the movement of people, goods, water, air, sewage or power by such means as streets, highways, railways, waterways, towers, airways, pipes and conduits, and the handling of people and goods by such means as terminals, stations, warehouses and other storage buildings or transshipment points.

FAÇADE – That portion of the façade of a building which fronts on a street.

SIGN - A name, identification, description, display, or illustration which is affixed to or represented directly or indirectly upon a building, structure, or piece of land, directing attention to a product, business, service or individual. However, "sign" shall not include a display of official court or public notices or any official traffic control device and shall not include the flag, emblem or insignia of a nation, state, county, municipality, or religious group. "Sign" shall not include a sign located completely within an enclosed building except if it is visible and directed to be seen from outside the building. Each display surface of the sign shall be considered to be a single sign, except that where two such surfaces of a sign are physically attached, parallel and separated by less than 12 inches, the two surfaces shall be considered a single sign.

SIGN, ABANDONED - A sign that no longer identifies or advertises an ongoing business, product, location, service, idea, or activity conducted on the premises on which the sign is located. Whether a sign has been abandoned or not shall be determined by the intent of the owner of the sign and shall be governed by applicable state case law and statutory law on abandoned structures.

SIGN ALTERATION - A change in the size or shape of an existing sign. Copy or color change of an existing sign is not an alteration. Changing or replacing a sign face or panel is not an alteration.

SIGN, ANIMATED - A sign employing actual motion, the illusion of motion, or light and/or color changes achieved through mechanical, electrical, or electronic means. Animated signs, which are

EXPLANATION – Matter struck through ~~thus~~ in the above ordinance is not enacted and is intended to be omitted in the law. Matter underlined thus is a new matter.

differentiated from changeable signs as defined and regulated by this chapter, include the following types:

- (a) Environmentally activated. Animated signs or devices motivated by wind, thermal changes, or other natural environmental input. Includes spinners, pinwheels, pennant strings, and/or other devices or displays that respond to naturally occurring external motivation.
- (b) Mechanically activated. Animated signs characterized by repetitive motion and/or rotation activated by a mechanical system powered by electric motors or other mechanically induced means.
- (c) Electrically activated. Animated signs producing the illusion of movement by means of electronic, electrical, or electromechanical input and/or illumination capable of simulating movement through employment of the characteristics of one or both of the classifications noted below:

[1] Flashing. Animated signs or animated portions of signs whose illumination is characterized by a repetitive cycle in which the period of illumination is either the same as or less than the period of non-illumination. For the purposes of this chapter, "flashing" will not be defined as occurring if the cyclical period between on-off phases of illumination exceeds four seconds.

[2] Patterned illusionary movement. Animated signs or animated portions of signs whose illumination is characterized by simulated movement through alternate or sequential activation of various illuminated elements for the purpose of producing repetitive light patterns designed to appear in some form of constant motion.

SIGN AREA - The gross area within a single continuous perimeter enclosing the extreme limits of a sign. Such perimeter shall not include any structural elements lying outside the limits of such sign and not forming an integral part of the display unless the structural elements are purposely illuminated to form a part of the display. In the case of an open sign, made up of individual letters, figures or designs, the sign area shall be deemed to include the smallest square, circle, rectangle, or triangle that will encompass the extreme limits of the individual letters, figures or designs and any other material or color forming an integral part of the background of the display or used to differentiate the sign from the backdrop or structure against which it is placed.

SIGN, AWNING - A sign displayed on or attached flat against the surface or surfaces of an awning.

SIGN, BANNER - A sign utilizing a banner as its display surface.

SIGN, BENCH - A sign applied or affixed to the seat or back of a bench.

SIGN, BUILDING - A sign that is applied or affixed to a building.

SIGN, BUSINESS DIRECTORY - A sign attached to the facade of a building listing the tenants or occupants thereof and their professions or business activities.

EXPLANATION – Matter struck through ~~this~~ in the above ordinance is not enacted and is intended to be omitted in the law. Matter underlined thus is a new matter.

SIGN, CANOPY - A sign affixed to the visible surface(s) of an attached or freestanding canopy. May be internally or externally illuminated. Similar to a marquee sign.

SIGN, CHANGEABLE - A sign with the capability of content change by means of manual or remote input. Includes the following types:

(a) Manually activated. Changeable sign whose message copy or content can be changed manually on a display surface.

(b) Electrically activated. Changeable sign whose message copy or content can be changed by means of remote electrically energized on-off switching combinations of alphabetic or pictographic components arranged on a display surface. Illumination may be integral to the components, such as characterized by lamps or other light-emitting devices, or it may be from an external light source designed to reflect off the changeable component display. See also "electronic message center."

SIGN COPY - The letters, numerals, figures, symbols, logos, and graphic elements comprising the content or message of a sign, exclusive of numerals identifying a street address only.

SIGN, DIRECTIONAL - Any sign that is designed and erected for the purpose of providing direction and/or orientation for pedestrian or vehicular traffic.

SIGN DISSOLVE - See "electronic message center or sign."

SIGN, EXTERNALLY ILLUMINATED - See "sign, illuminated."

SIGN, FLASHING - See "sign, animated, electrically activated."

SIGN, FREESTANDING - Any sign supported by structures or supports that are placed on, or anchored in, the ground and that are independent from any building or other structure.

SIGN, GROUND - See "sign, freestanding."

SIGN, ILLUMINATED - A sign characterized by the use of artificial light, either projecting through its surface(s) (internally or trans-illuminated) or reflecting off its surface(s) (externally illuminated).

SIGN, INTERIOR - Any sign placed within a building, but not including window signs as defined by this chapter. Interior signs, with the exception of window signs as defined, are not regulated by this chapter.

SIGN, INTERNALLY ILLUMINATED - See "sign, illuminated."

SIGN, MARQUEE - See "sign, canopy."

SIGN, MULTIPLE-FACED - A sign containing three or more faces.

EXPLANATION – Matter struck through ~~thus~~ in the above ordinance is not enacted and is intended to be omitted in the law. Matter underlined thus is a new matter.

SIGN, NONCONFORMING - A sign that was legally installed by permit in conformance with all municipal sign regulations and ordinances in effect at the time of its installation, but which may no longer comply with subsequently enacted laws and ordinances having jurisdiction relative to the sign.

SIGN, OFF-PREMISES - See "sign, outdoor advertising." See also "sign, wayfinding."

SIGN, ON-PREMISES - A sign erected, maintained, or used in the outdoor environment for the purpose of the display of messages appurtenant to the use of, products sold on, or the sale or lease of the property on which it is displayed.

SIGN, OUTDOOR ADVERTISING - A permanent sign erected, maintained, or used in the outdoor environment for the purpose of the display of commercial or noncommercial messages not appurtenant to the use of, products sold on, or the sale or lease of the property on which it is displayed. May also be referenced as an "off-premises sign," "billboard" or "commercial outdoor advertising sign."

SIGN, POLE - See "sign, freestanding."

SIGN, POLITICAL - A temporary sign intended to advance a political statement, cause, or candidate for office.

SIGN, PORTABLE - Any cord-connected sign not permanently attached to the ground and can be removed without the use of tools.

SIGN, PROJECTING - A sign other than a wall sign that is attached to or projects more than 18 inches from a building face or wall or from a structure whose primary purpose is other than the support of a sign.

SIGN, PYLON - See "sign, freestanding."

SIGN, REAL ESTATE - A temporary sign advertising the sale, lease, or rental of the property or premises upon which it is located.

SIGN, REVOLVING - A sign that has the capability to revolve 360° about an axis. See also "sign, animated, mechanically activated."

SIGN, ROOF - A sign mounted on the main roof portion of a building or on the uppermost edge of a parapet wall of a building and which is wholly or partially supported by such building. Signs mounted on mansard facades, pent eaves, and architectural projections such as canopies or marquees shall not be considered to be roof signs.

EXPLANATION – Matter struck through ~~thus~~ in the above ordinance is not enacted and is intended to be omitted in the law. Matter underlined thus is a new matter.

SIGN, SPECIAL EVENT - A temporary sign pertaining to any civic, patriotic, or special event of general public interest.

SIGN, TEMPORARY - A sign intended to display either commercial or noncommercial messages of a transitory or temporary nature. Portable signs or any signs not permanently embedded in the ground, or not permanently affixed to a building or sign structure that is permanently embedded in the ground, are considered temporary signs.

SIGN, UNDER CANOPY or SIGN, UNDER MARQUEE - A sign attached to the underside of a canopy or marquee.

SIGN, WALL OR FASCIA - A sign that is in any manner affixed to any exterior wall of a building or structure and that projects not more than 18 inches from the building or structure wall. Also includes signs affixed to architectural projections that project from a building provided the copy area of such sign remains on a parallel plane to the face of the building facade or to the face or faces of the architectural projection to which it is affixed.

SIGN, WAYFINDING - A sign, frequently off premises, specifically designed to provide directional or destination information. See also "sign, off-premises."

SIGN, WINDOW - A sign affixed to the surface of a window with its message intended to be visible to the exterior environment.

SECTION 3. Chapter 255, Article V Zoning, Section 38. Permitted Accessory Uses and Structures is hereby amended as follows:

§255-38 Permitted Accessory Uses and Structures

A. Accessory structures in all zones. Accessory structures may be erected only in accordance with the following regulations:

.

G. Signs shall be permitted only in compliance with the following regulations, which are intended to provide attractive, coordinated, informative and efficient signing in the Township.

1. General regulations. The following regulations shall apply to all permitted and preexisting nonconforming signs:
 - a. No signs shall be hung, erected, or placed upon any building or structure unless a written application has been made to the Zoning Officer by the owner of the property and a permit issued upon payment of the established fee.
 - b. All signs shall be kept in good repair, which shall include replacement or repair of broken structural elements, casings or faces, maintenance of legibility and all lighting elements.

EXPLANATION – Matter struck through thus in the above ordinance is not enacted and is intended to be omitted in the law. Matter underlined thus is a new matter.

- c. Whenever the Construction Officer shall determine that a sign has become structurally unsafe or endangers the safety of the building or the public, the Construction Officer shall order such sign to be made safe or removed. Such order shall comply with the parameters set forth in N.J.A.C. 5:23-2.32.
 - d. The owner of the premises shall be responsible for keeping the area surrounding ground signs neat, clean, and landscaped.
 - e. Directional signs approved by the Boards and having areas of less than two square feet are exempt from area and location regulations, except that they shall be located a minimum of five feet from any property line, and further provided they do not constitute a hazard to the traveling public and shall comply with all applicable county, state, and federal sign regulations.
 - f. Nonconforming signs shall not be rebuilt, enlarged, changed, or altered in size, location, text, or appearance unless they shall be made to conform to these regulations.
 - g. Where an overall sign plan has been approved by the Boards for any structure or as part of any site plan, any subsequent sign for the structure or site shall conform to the approved plan in terms of location, letter style, lighting, color, construction and material, height, and dimensions.
 - h. Approval from the Downtown Business and Economic Development Office will also be required for those parcels located in the Special Improvement District prior to the issuance of a permit from the Zoning Officer related to signage.
 - i. All sign installations and placement of advertising matter must be in compliance with Chapter 367 Streets and Sidewalks.
2. Prohibited signs. Signs prohibited in all zones shall specifically include, but not be limited to, the following:
- a. Any sign which does not pertain to an occupant, service or product actually occupying or provided on the premises where such sign is located.
 - b. Signs which project more than six inches from the wall to which they are attached other than projecting signs that are permitted as per Subsection G(4)(h) below.
 - c. Roof signs and signs extending above the wall to which they are attached.
 - d. Marquees and canopy signs except as permitted in Subsection G(5)(a) below.
 - e. Banners, streamers, advertising flags, twirlers and like objects except in the D-C, D-B, D-T, N-C and VC Districts.
 - f. Signs posted on fences, posts, utility poles or trees.
 - g. Signs posted on or overhanging onto municipal property without the consent of the governing body.

EXPLANATION – Matter struck through this in the above ordinance is not enacted and is intended to be omitted in the law. Matter underlined thus is a new matter.

- j. Signs standing, installed, or painted on sidewalks or curbs, except sidewalk and sandwich board signs in the D-C, D-B, D-T, NC, and VC Districts.
- k. Exterior or window flashing signs except where otherwise permitted by this Subsection G.
- l. Signs on bridges, abutments, retaining walls, embankments, standpipes, water towers or similar structures unless approved by the governing body.
- m. Signs painted directly on structures, except in the D-C, D-B, D-T and VC Districts, which are subject to approval from the Zoning Officer.
- n. Signs on accessory buildings.
- o. Signs which constitute a hazard to the traveling public.
- p. Pylon signs, except as permitted in Subsection G(5)(b) below.
- 3. Temporary signs in all zones.
 - a. Temporary signs shall be permitted identifying architects, builders, brokers, and contractors on premises where a building is being constructed, altered, or repaired. No sign shall be displayed for a period exceeding the time required for such construction, alteration, or repair or one year, whichever is less. Unless affixed to the principal building, such signs shall be set back at least 10 feet from all property lines. There shall be no more than one such sign on any property. Said sign shall not exceed six square feet in size and shall not stand more than four feet above ground level.
 - b. One temporary sign shall be permitted announcing that the property on which it is located is for sale or rent, provided that such sign shall be displayed for only so long as such property is for sale or rent. Unless such sign is attached to the principal building, it shall be no closer than 10 feet to any property line. Such sign shall not exceed six square feet in size nor stand more than four feet above grade.
 - c. Temporary signs, advertising special sales or events, shall be permitted in all nonresidential zones, subject to the following restrictions:
 - 1. Temporary signs shall include banners, streamers, advertising flags, inflatable objects, “coming soon” signs, “grand opening” signs, twirlers, and like objects.
 - 2. Such signs shall not be displayed for more than 30 consecutive days and not for more than 120 days per calendar year, and such signs greater than 12 square feet in size shall require issuance of a Zoning Permit from the Zoning Officer.
 - 3. Such signs are limited in size to no more than six feet in length and four feet in height. Such signs on windows are permitted to cover the entire window

EXPLANATION – Matter struck through ~~thus~~ in the above ordinance is not enacted and is intended to be omitted in the law. Matter underlined thus is a new matter.

- space if the temporary sign design is appropriate as determined by the Zoning Officer.
4. Such signs shall not be included when calculating the total amount of permitted signage.
 5. Signage is permitted on vestibule enclosures, provided that:
 - a. The vestibule enclosure is compliant with Chapter 367 Streets and Sidewalks.
 - b. Such signs are limited to dimensions of 18 inches by 24 inches and shall only be located on the entry door.
 - d. The person, agency, organization, company, or group whose name appears on such temporary sign or for whose benefit such sign was placed shall be responsible for the sign's removal.
 4. Signs in all the D-C, D-T, VC, NC, D-B, O-1, O-2, ORC, C-1, C-2, C-3, and E-1 Zones.
 - a. The total amount of permitted signage per business may not exceed 20% of the facade or wall to which the signs will be attached. Freestanding signs shall not be included in calculating the total amount of permitted signage.
 - b. First floor businesses are permitted one sign per façade (parking lot and public façade).
 - c. Exterior wall-mounted signs shall be permitted in all nonresidential zones, provided that:
 1. The maximum permitted area of any wall-mounted sign shall not exceed 10% of the facade area of the wall to which the sign is attached.
 2. The wall area shall be measured from the peak of the roof of the building to which the sign is attached and the length of the facade of the space the business is occupying or the length of the entire building to which the sign is attached, whichever is less.
 3. Only one wall-mounted sign shall be permitted per business unless the business has two frontages on a public street, public parking lot or parking lot servicing the building on which it is placed, in which case a sign is permitted on each frontage.
 4. Wall signs shall be placed within the building sign location band and shall not extend beyond the boundaries of the sign location band. If the building does not have a sign location band, then the top of the sign shall not exceed the height of the ground floor, or 12 feet, whichever is greater.

EXPLANATION – Matter struck through ~~this~~ in the above ordinance is not enacted and is intended to be omitted in the law. Matter underlined thus is a new matter.

5. Sign materials and design shall complement the building's architecture and shall not cover or intrude upon any specific architectural feature of the building. Multitenant buildings shall have complementary wall signage.
- d. Signage shall be permitted on all awnings, provided that:
 1. Awnings shall conform to the requirements of Ordinance Chapter 367 Streets and Sidewalks.
 2. Signage on awnings may not exceed 30% of the size of the awning.
 3. No internally lit or flashing signage shall be permitted on any awning.
 4. Lettering or logo placed on the valance is limited to maximum of 10" and no more than 50% of valance.
 5. No waterfall style or bubble-type vinyl awnings are permitted.
 - e. Window signage shall be permitted in all nonresidential zones, provided that:
 1. Window signage shall not exceed 20% of the entire business' overall window area.
 2. No moving or flashing window signs are permitted.
 3. Window signage is limited to the description of products, services, telephone number, address, and website when not used as the primary business sign.
 4. Such signs shall be placed only in windows facing a street or municipal parking lot.
 5. All windows must be transparent and may not be covered by opaque material, with the exception of the area containing the window sign.
 6. No neon signage or lighting shall be permitted that outlines windows or architectural features such as doors, roofs, cornices, and the like unless otherwise permitted in this chapter.
 - f. Freestanding signs shall be permitted in the O-1, C-1, E-1, and C-3 Zones, provided that:
 1. Only one freestanding sign, in addition to any directional signs, shall be permitted. On lots with more than 500 feet of street frontage on a single street and that contain more than one business, one additional freestanding sign for each business is permitted, provided that each sign is located a minimum of 75 feet from any other freestanding signs on the same lot.
 2. The maximum height of the freestanding sign shall not exceed four feet above finished grade.
 3. The area of said sign shall not exceed 30 square feet on each side or surface.

EXPLANATION – Matter struck through ~~thus~~ in the above ordinance is not enacted and is intended to be omitted in the law. Matter underlined thus is a new matter.

4. The location of said sign shall not be nearer than 1/2 the required setback from any abutting street right-of-way line or property line.
5. The principal building has a front yard setback of at least 15 feet.
6. The base of said sign shall be appropriately landscaped.
- g. Freestanding signs shall be permitted in the D-C, D-T, NC, VC, D-B, O-2, ORC and C-2 Zones, in accordance with the following provisions:
 1. One freestanding sign, in addition to any directional signs, shall be permitted. On lots with more than 300 feet of street frontage on a single street and that contain more than one business, one additional freestanding sign for each business is permitted, provided that each sign is located a minimum of 50 feet from any other freestanding signs on the same lot.
 2. The area of the sign shall not exceed 12 square feet.
 3. The maximum height of the sign shall be four feet above finished grade.
 4. The minimum distance to the right-of-way line shall be 10 feet.
 5. The principal building has a front yard setback of at least 15 feet.
 6. The base of the sign shall be appropriately landscaped.
 7. Only lighting exterior to the sign shall be permitted.
- h. Projecting signs shall be permitted in all nonresidential zones, provided that:
 1. Projecting signs must be attached to the building by an ornamental bracket.
 2. No projecting sign may have more than two faces.
 3. No projecting sign, including brackets, may project more than 42 inches from the building to which it is attached.
 4. One projecting sign is permitted for each retail business per facade.
 5. The bottommost edge of a projecting sign must not be less than eight feet from the ground.
 6. The maximum area for a projecting sign is 12 square feet.
 7. Projecting signs shall not interfere with any pedestrian, vehicular, utility, or municipal use of the public right-of-way.
 8. No part of the projecting sign or the installation hardware shall extend above the height of the building wall.
 9. Sign materials and design shall complement the building's architecture and shall not cover or intrude upon any specific architectural feature of the building.
 10. Projecting signs, if illuminated, must be externally illuminated.

EXPLANATION – Matter struck through ~~thus~~ in the above ordinance is not enacted and is intended to be omitted in the law. Matter underlined thus is a new matter.

- i. Sidewalk or sandwich board signs shall be permitted in the D-C, D-T, VC, NC, and D-B Zones only, subject to the following regulations:
 - 1. All sidewalk signs must receive a zoning permit from the Zoning Officer before placement of the sign. All zoning permit applications shall be accompanied by a certificate of insurance, listing the Township as an additional insured.
 - 2. All signs, including any support frames, shall be of an A-frame design and shall be no more than two feet wide and three feet high.
 - 3. Signs must be professionally made and may be constructed of only the following materials: painted wood, painted metal (with professional-quality painted message), chalkboard or dry-erase board.
 - 4. Sidewalk or sandwich board signs may be constructed only as follows: two sandwich boards that support each other (A-frame) or easel-type frame.
 - 5. Signs may be displayed only within the side property lines, as extended, of the business advertised. No sign shall be permitted other than one which advertises such business. No more than one sign shall be permitted for each business. Only first-floor businesses may utilize such signs. Signs may be displayed only during hours when the business is actually in operation.
 - 6. Signs may be displayed only in the following locations: adjacent to the building, in an entrance alcove, or adjacent to the curb. No such sign shall block pedestrian movement, access to benches, access to parking meters or access to motor vehicles, and such sign must be placed so that a five-foot-wide, unobstructed path shall be maintained at all times on the sidewalk.
 - 7. The Zoning Officer may direct that any sign which, in the discretion of the Zoning Officer, violates this chapter, or creates a safety hazard, be removed, modified, or relocated.
- j. Business Directory signs shall be permitted in the D-C, D-T, VC, NC, and D-B Zones only, subject to the following regulations:
 - 1. Only one sign shall be permitted for each principal building entrance.
 - 2. The maximum sign area shall be six square feet.
 - 3. All listings shall be of a relatively uniform size and design.
- k. Design standards. All signs and awnings in the D-C, D-T, NC, and D-B Zones must comply with the following design criteria:
 - 1. Facade signs: wood, wood-like materials, matte-finished metal, or aluminum.
 - 2. Individually applied letters: halo backlit letters, wood, wood-like materials, matte-finished metal, or aluminum.

EXPLANATION – Matter struck through ~~thus~~ in the above ordinance is not enacted and is intended to be omitted in the law. Matter underlined thus is a new matter.

3. Awnings: weather-resistant canvas-type fabric, solution-dyed acrylic, acrylic-coated polyester cotton and/or polyester cotton.
 4. Windows: hand painted, or decal lettering applied to the inside or outside of the window.
 5. Projecting: wood, wood-like materials, matte-finished metal, or aluminum; brackets must be metal; no internal illumination.
 6. No neon or LED lighting or neon or LED lighting signs shall be permitted, except that "Open" signs shall be permitted. Such signs shall be permitted in the window area only on the first floor and shall not be more than 10% of the window area. Flashing, blinking, or moving lights are not permitted.
5. Sign regulations for specific uses.
- a. Marquee and canopy signs. In addition to those other signs generally permitted under this article, theaters may display the following signs:
 1. Removable lettering on the front and/or sides of a canopy or marquee, which may be backlighted, and which shall advertise current or coming attractions only.
 2. Not more than two additional signs, each not more than 12 square feet in size, may be attached to the front wall of the theater, which shall be used to advertise coming or current attractions only.
 3. Ticket booth signs shall be governed by regulations affecting window lettering and window signs.
 - b. Service station signs. Gasoline service stations and public garages shall be permitted to display only the following signs:
 1. One temporary sign, located inside the property line, specifically advertising special or seasonal servicing of motor vehicles, provided that such sign does not exceed seven square feet in size to a side.
 2. One nonmoving, freestanding or pylon sign advertising the name of the station and/or the principal products sold, including any special company or brand name, insignia, or emblem, provided that the actual sign area does not exceed 30 square feet in size to a side, and further provided that such sign shall be more than 10 feet but less than 20 feet above ground level and no closer than five feet to any property line.
 3. Additional signs or lettering displayed over individual entrance doors or bays, bearing legends essentially the same or similar to the following: "washing," "lubrication," "repairs," or "mechanic on duty." There shall be no more than one such sign over each entrance or bay. Such signs shall not exceed six square feet in size, nor shall the lettering on such signs be greater than 12 inches high.

EXPLANATION – Matter struck through this in the above ordinance is not enacted and is intended to be omitted in the law. Matter underlined thus is a new matter.

4. Customary lettering or other insignia which are an integral part of a fuel pump and consisting only of fuel name, lead warning sign, price indicator and any other sign or signs as required by law. Such sign shall not exceed three square feet in aggregate area on each pump.
5. A single, nonilluminated credit card sign, not exceeding two square feet in size, may be placed on or near each pump island.
- c. Signs accessory to parking areas. In all zones, signs designating entrance or exit, and/or street address, to or from a parking area shall be limited to one sign with a maximum area of four-square feet for each exit or entrance. One sign per parking area designating the conditions of use or identity of such parking area and limited to a maximum size of six square feet shall be permitted. Private driveway signs indicating the private nature of a driveway shall be permitted, provided that the size of any such signs shall not exceed two square feet. All such signs shall be located five feet from a property line.
6. Signs in residential districts. Only the following types of signs shall be permitted in residential districts:
 - a. Signs accessory to parking areas for institutional uses. Signs designating entrances or exits to or from a parking area shall be limited to one sign for each such exit or entrance, with a maximum size of two square feet for each sign. One sign per parking area designating the conditions of use or identity of such parking area and limited to a maximum size of six square feet shall be permitted. Private driveway signs indicating the private nature of a driveway shall be permitted, provided that the size of any such signs shall not exceed two square feet.
 - b. Nameplate and identification signs for single-family dwellings. A sign indicating the name or address of the occupant may be permitted, provided that the sign shall be no larger than one square foot.
 - c. Institutional signs. Signs of schools, colleges, churches and other institutions of a similar public or semipublic nature may be erected and maintained, provided that:
 1. The size of any freestanding sign shall not exceed 10 square feet, and not more than one such sign shall be placed on a property, unless such property fronts upon more than one street, in which instance a sign may be erected on each frontage.
 2. Signs may be affixed to a maximum of two walls of a structure. The total sign area on each wall shall not exceed 20 square feet or 2% of the wall, whichever is less. The wall area shall be measured from ground level to the bottom of the roof eaves and from the side of the building to the other side.

EXPLANATION – Matter struck through this in the above ordinance is not enacted and is intended to be omitted in the law. Matter underlined thus is a new matter.

7. Signs for professional offices in detached single-family residences in residential and nonresidential districts. Not more than one nonilluminated sign not to exceed two square feet in area shall be permitted.

SECTION 4. If any article, section, subsection, sentence, clause, or phrase of this Ordinance is, for any reason, held to be unconstitutional or invalid, such decision shall not affect the remaining portions of this Ordinance and they shall remain in full force and effect.

SECTION 5. In the event of any inconsistencies between the provisions of this Ordinance and any prior ordinance of the Township of Cranford, the provisions hereof shall be determined to govern. All other parts, portions and provisions of the Revised General Ordinances of the Township of Cranford are hereby ratified and confirmed, except where inconsistent with the terms hereof.

SECTION 6. The Township Clerk is directed to give notice at least ten (10) days prior to a hearing on the adoption of this ordinance to the Union County Planning Board and to all other persons entitled thereto pursuant to N.J.S.A. 40:55D-15, and N.J.S.A. 40:55D-63 (if required).

SECTION 7. After introduction, the Township Clerk is hereby directed to submit a copy of the within Ordinance to the Planning Board of the Township of Cranford for its review in accordance with N.J.S.A. 40:55D-26 and N.J.S.A. 40:55D-64.

SECTION 8. This Ordinance shall take effect immediately upon (1) adoption and publication in accordance with the laws of the State of New Jersey; (2) filing of the final form of adopted ordinance by the Clerk with (a) the Union County Planning Board pursuant to N.J.S.A. 40:55D-16, and (b) the Township Tax Assessor as required by N.J.S.A. 40:49-2.1.

Introduced: May 24, 2022

Adopted: July 7, 2022

APPROVED:

Kathleen Miller Prunty
Chairperson, Township Committee

Attest:

Patricia Donahue, RMC
Township Clerk

EXPLANATION – Matter struck through this in the above ordinance is not enacted and is intended to be omitted in the law. Matter underlined thus is a new matter.

| Recorded Vote | Introduced | Adopted |
|------------------------|------------|---------|
| Kathleen Miller Prunty | Aye | Aye |
| Jason Gareis | Aye | Aye |
| Brian Andrews | Aye | Aye |
| Gina Black | Aye | Aye |
| Mary O'Connor | Aye | Aye |

EXPLANATION – Matter struck through ~~thus~~ in the above ordinance is not enacted and is intended to be omitted in the law. Matter underlined thus is a new matter.