

A. General Provisions.

- * No signs shall be placed on or attached to a building or erected independently for any purpose other than to advertise a permitted business or use conducted on the same premises unless specifically permitted herein.
- * No billboards or roof signs shall be erected or replaced.
- * No sign having a message which in and of itself is lewd and licentious or advocates an act in violation of any municipal, County, State or Federal law is permitted.
- * No signs shall be erected, or replaced, except as otherwise set forth herein, which are not in accordance with the standards established in this Ordinance.
- * No signs shall be altered except for routine maintenance. Routine maintenance includes repainting and/or exact replacement of a previously approved sign.
- * No sign except traffic signs and those of a duly constituted governmental body shall be erected within the street right-of-way, nor shall any sign be placed on any property without the consent of the property owner.
- * No permit shall be issued to erect an exterior sign on any property containing a non-conforming sign or signs, until such time as the non-conforming sign or signs have been removed.
- * No sign of any type shall be permitted to obstruct driving vision, traffic signals, traffic directional and identification signs, other places of business, or other signs or windows of the building on which they are located.
- * No signs shall be attached to trees, fenceposts, stumps, utility poles, but shall be freestanding or attached to building in an approved manner.
- * No sign shall be erected so as to emit any sound, odor or other nuisance beyond the property line or above twenty-five feet (25').
- * No permit shall be issued to modify an existing nonconforming sign, including changes in lettering and message except that a permit shall not be required for routine maintenance.
- * No building permit for a new sign shall be issued on any applicant containing nonconforming signage until such time as said signage is removed.

The erection of any sign shall require sign permit from the Town Zoning Officer unless specifically exempted herein or unless the sign has been approved by the Planning Board or Zoning Board of Adjustment, as the case may be, as part of an approved site plan or subdivision application for development. Additionally, all signs shall require a construction permit from the Construction Official unless specifically exempted herein.

The applicant shall file for the Zoning Permit by paying a fee of zero dollars (\$0) to the Zoning Officer, on behalf of the Town, and by providing the Zoning Officer with the necessary information from which to determine whether the subject sign meets the terms of this Ordinance. Within fifteen (15) days after the filing for the permit, or within such further time as may be necessary in order to provide sufficient time for review and comment by the Town's Historic Preservation Commission for signs within the designated Historic District, the Zoning Officer shall either issue or deny the permit. If denied, the Zoning Officer shall indicate in writing the reason(s) for such denial; provided, however, that should the Zoning Officer have particular questions regarding any particular application, the application may be referred by the Zoning Officer to the Planning Board for review and comment prior to action by the Zoning Officer. Once the Zoning Permit has been issued, the Construction Official may issue a construction permit, as may be necessary, after the required review and approval.

1. Animated, Flashing and Illusionary Signs. Signs using mechanical or electrical devices to revolve, flash or display movement or the illusion of movement are prohibited.
2. Height. No freestanding or attached sign shall be higher than twenty feet (20') except that no sign shall exceed any lesser height if particularly specified.
3. Free-Standing Signs. Free-standing signs shall be supported by one or more columns or uprights which are firmly and permanently imbedded in the ground. Exposed guy wires, chains or other connections shall not be a support of a freestanding sign.
4. Illuminated Signs. Illuminated signs shall be arranged to reflect the light and glare away from adjoining streets and adjacent residential districts. No sign with red, green, blue or amber illumination in a beam, beacon or flashing form resembling an emergency light shall be erected in any location. Illuminated signs shall not be erected in residential districts.
5. Information and Direction Signs. Street number designations, household name plates, postal boxes, "private property", "no hunting", on-site directional and parking signs and warning signs are permitted in all zoning districts but are not considered in calculating sign area. No such sign(s) shall exceed six (6) square feet in area, and such sign(s) shall not require either a sign permit or a construction permit.
6. Maintenance. Signs and, in the case of permitted freestanding signs, the mounting area on the ground level beneath the sign, must be constructed of durable materials, maintained in good condition and not allowed to become dilapidated or unsightly.
7. Political Signs. Political signs temporarily giving notice of political campaigns shall be located on private property and shall be set back at least ten feet (10') from all side property lines and shall not exceed thirty-two (32) square feet in area. Signs shall be permitted within forty-five (45) days prior to any municipal, county, state or national election and shall be removed within ten (10) days after the election. All such signs do not need either a sign permit or a construction permit.

8. Real Estate Signs. Real estate signs temporarily advertising the sale, rental or lease of the premises or portion thereof shall be located on the property being sold, leased or rented and, if not attached to the building, shall be set back from all street lines at least five (5) feet. Signs shall not exceed six (6) square feet in area. All such signs shall be removed at the expense of the advertiser within thirty (30) days after the termination or completion of the matter of business being advertised. "Sold" signs shall be permitted between the signing of the contract of sale and the date of the legal closing. All real estate signs do not require a sign permit or a construction permit.
9. Sign Area: The area of a sign shall be measured around the edges of a framed or enclosed sign or by the area utilized by isolated words and/or symbols, including the background whether open or enclosed, but said area shall not include any supporting framework and bracing incidental to the display itself. The area of a banner, projecting or freestanding sign shall be measured around the edges of the entire area utilized by the sign, including the background whether open or closed but shall not include any supporting columns or bracing.
10. Signs With Two Exposures. Such signs shall be measured for area by using the surfaces of one side of the sign only. Both sides may be used.
11. Wall Fascia or Attached Signs. Wall Fascia or attached signs shall be firmly attached to the exterior wall of the building and shall not project more than six inches (6") from the building.
12. Window Signs.
 - (a) Permanent window signs shall not cover more than fifty percent (50%) of the display window or entry door area. When the lettering in such window or entry door is over three inches (3") in height, then the window or door sign shall be considered as the permitted wall sign and shall require a sign permit.
 - (b) Permanent window signs when the lettering is less than three inches (3") in height shall be exempt from the sign permit requirements.
 - (c) Temporary window signage shall not require either a sign permit or a construction permit, but must comply with all size and color requirements. Temporary window signs are not permitted to be up for 90 consecutive days. No fluorescent or day glow colors are permitted.
 - (d) Neon window signs not exceeding five square feet are permitted and shall be included in the fifty percent (50%) window coverage limit set forth in paragraph (a) above.

13. Temporary Signs. The following temporary exterior signs are permitted provided they comply with the following conditions:
- (a) Grand Opening Banner – up to three (3) banners along with pennants announcing the new opening of a business are permitted for the ninety (90) consecutive calendar days following the first day the business is open to the public. The banners may not exceed twenty-five (25) square feet and must be attached against the building façade or associated railings or walls. The banner and pennants must be removed after the ninety (90) days. No application, permit or application fee is required, provided a zoning permit has been issued for the business. All grand opening banners must be kept in clean and good condition.
 - (b) Promotional Banners – A single banner announcing special sales or promotions is permitted provided it does not exceed 25 square feet, is attached against the building or associated railing or wall and is not up for more than ninety (90) calendar days in any calendar year. No application, permit or application fee is required. All promotional banners must be kept in clean and good condition. No promotional banners are permitted unless a permanent sign has been approved and installed.
 - (c) Sandwich Board Signs – Sandwich board signs comprised of a chalkboard on an easel with a chalkboard no larger than six (6) square feet shall be permitted. The easel shall be located against the building and shall not block any sidewalk or interfere with pedestrian traffic. Sandwich board signs shall be limited to one per storefront.

All sandwich board signs must be removed from the sidewalk at the close of business. Sandwich board signs are not limited to ninety (90) days per year.
 - (d) A-Frame Signs – A-frame signs shall be permitted in the HC and CC zones only, provided they do not exceed eight (8) square feet, are securely anchored to the ground and are not illuminated. A-frame signs shall not be located on sidewalks and must be set back at least twenty-five (25) feet. Only one A-frame sign is permitted on any property.
14. Flag of the United States of America. The flag of the United States of America may be displayed in all zones and does not need either a sign permit or a construction permit, except that all permanently installed poles used to display the flag shall require a construction permit.
15. Non-Profit Organization Event Signs. A temporary sign announcing an event sponsored by a non-profit organization shall not require a construction permit, but shall require the issuance of a sign permit by the Zoning Officer.

Upon written application to the Zoning Officer by a Hackettstown Town based non-profit organization, the Zoning Officer shall issue permits, without fee, for the erection of up to three (3) temporary signs announcing an event sponsored by said non-profit organization, provided the following requirement and regulations are met:

- (a) One (1) sign may be located on the property owned by the non-profit organization, if and wherever such property exists, and up to two (2) signs may be located on properties other than that which may be owned by the non-profit organization, provided said properties are situated within the "TCC", "CC" or "HC" Districts.
- (b) The written application to the Zoning Officer by the non-profit organization shall include a written representation by the owner of the property upon which a sign is to be located, giving permission for the display of said sign.
- (c) The written application to the Zoning Officer by the non-profit organization shall include a sketch indicating the proposed location of the sign(s) and the graphic material to be placed on the sign(s).
- (d) Permitted signs may be freestanding or attached. Each sign shall not exceed thirty-two (32) square feet in area. If freestanding, the sign shall not exceed ten feet (10') in height and shall be set back from all street, driveway, and property lines a distance equivalent to one (1) linear foot for each two and one-half (2 1/2) square feet of sign area.
- (e) Highway banners are permitted upon approval by the Mayor and Common Council and upon approval by the State or County when located upon a State or County road and upon issuance of a certificate of insurance.
- (f) The permitted signs shall not be illuminated and shall be located so as not to interfere with driver vision.
- (g) All signs shall be constructed of approved materials and be neatly painted and adequately secured for aesthetic and safety purposes.
- (h) No more than one (1) sign for any particular non-profit organization shall be permitted on any particular property at the same time and no more than two (2) non-profit organization event signs shall be permitted on any particular property at the same time.
- (i) Permitted signs may be displayed for an ongoing project or an ongoing fund raiser for a period not to exceed six months, unless extended by resolution of the Mayor and Common Council. Permitted sign for a specific event may be displayed for a period not to exceed six (6) weeks prior to the event. The specific time period for the display of all signs shall be indicated on the written application to the Zoning Officer, unless the advertised event occurs earlier, in which instance the sign shall be removed within twenty-four (24) hours after the event.

(j) It shall be the responsibility of the non-profit organization to remove all permitted signs prior to the expiration of the specified time period for their display.

16. Prohibited Signs. Unless specifically permitted in this Ordinance, all other signs, whether of a permanent or temporary nature, shall be prohibited.

17. Projecting Signs.

(a) No projecting sign shall project or extend more than four feet (4') from the roof line or wall of the building whichever extends further upon which it is erected nor within two feet (2') of the street right-of-way line, and shall clear grade level below the sign by a minimum of ten (10') feet.

- (b) The display surface area of a projecting sign shall not exceed eight (8) square feet on each side. Only one projecting sign per business entrance shall be permitted.
- (c) Projecting signs shall be located no higher than the eaves or rafter line; but in no case shall the top of the projecting sign exceed twenty (20) feet in height. The distance from the building wall to the signboard shall not exceed one (1) foot. The fixture to hold the projecting sign shall blend with architecture of the building.
- (d) Proof of liability insurance in a form satisfactory to the Town of Hackettstown shall be provided by the property owner to the Town prior to the issuance of a permit for all signs which extend over the public right-of-way. Liability insurance shall remain in force for the period that the projecting sign remains over the public right-of-way.
- (e) Note: All applicants are advised that they may be required to obtain permits from the N.J.D.O.T. for signs located within any state highway right-of-way.

18. Awning Signs.

- (a) The bottom of the awning shall be at least eight feet (8') above grade level. The edge of the awning shall not be more than four feet (4') from the wall or fifty percent (50%) of the width of the sidewalk, whichever is less; provided that the edge of the awning shall be at least two feet (2') from the curb line.
- (b) Signage shall be permitted on the awning subject to the provision that the letters or numbers be located on the vertical fringe or valance area at the bottom of the awning and not exceed four inches (4") in height and should there be no additional lettering or graphics on the awning, then this sign shall be excluded from the maximum wall signage area permitted.
- (c) Awning signage which is not located on the vertical fringe area or which exceeds four inches (4") in height shall be considered as a wall sign and subject to the requirements of wall signs, however, not more than twenty-five percent (25%) of the awning face shall be covered by signage.
- (d) Translucent or backlit awnings are permitted.

19. Municipal or Municipal Agency Signs. No permits shall be required for the installation of any traffic signs or signs by the Town of Hackettstown or any Town Commission or Authority of the Town of Hackettstown.

20. Compliance. All signs shall comply with all applicable state statutes or regulations concerning installation of signs on or along state highways or roads.