

**54-30.11 Signs.**

- a. *Required Permits and Approvals.* No sign shall be constructed, relocated or displayed unless a permit shall have first been obtained from the Construction Official. No permanent freestanding sign and no illuminated sign shall be permitted until a site plan showing the location and size of the proposed sign is approved by the Planning Board, except that freestanding residential nameplates permitted in paragraph d. of this subsection are exempted from the requirement of site plan approval.
- b. *Measurement of Sign Area and Height.*
  1. The area of a sign shall be computed as the total square foot content of the background upon which the lettering, illustration or display is presented, excluding any base support or frame, unless the support or frame is an integral part of the sign. If there is no background, the sign area shall be the rectangle which is the product of the largest horizontal and vertical dimensions of the lettering, illustration or display. For signs with two (2) display faces, the maximum area requirement shall be permitted on each side.
  2. The height of a sign shall be computed as the distance from normal grade to the top of the highest point of the sign. Normal grade shall be construed to be the newly established grade after construction, exclusive of any filling, berming, mounding or excavating solely for the purpose of locating the sign.
- c. *Regulations Applicable in All Districts.*
  1. All applications seeking approval for signs shall submit at least the following information concerning the sign(s):

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- (a) Sign area, dimensions and height above ground;
  - (b) Dimensions of letters or other symbols in the sign;
  - (c) A view of the front of the sign, and the rear in the case of two-sided signs if different from the front;
  - (d) A cross-section of the end-view of the sign;
  - (e) description of sign materials, including type, color, texture, etc.;
  - (f) The method of sign illumination, (if any) including a detail showing the number, location, and wattage of bulbs or other light sources, reflectors and shields, type of light source, etc.;
  - (g) A detail showing the construction of the sign base, pole or other support; and
  - (h) Any landscaping which exists or is proposed in proximity to the sign.
2. No sign shall be placed as to interfere with or be mistaken for a traffic light or similar safety device. No sign shall be located so as to create a traffic safety problem or reduce visibility at intersections.
3. All illuminated signs must comply with the following regulations:
- (a) No sign shall be lighted by means of flashing or intermittent illumination.
  - (b) Illuminated signs may use internal light sources or external light fixtures.
  - (c) All lights used for the illumination of any sign shall be completely shielded from the

view of vehicular traffic using the road(s) abutting the properties containing such signs, and shall be directed so as to prevent excessive glare, reflection or illumination on adjacent properties or streets.

- (d) There shall be no illumination of any sign between the hours of 12:00 p.m. and 6:00 a.m. within two hundred (200) feet of existing residential properties.
  - (e) No sign shall be illuminated from an internal light source unless it complies with the following requirements:
    - (1) All internally illuminated signs shall be designed to minimize glare.
    - (2) The light bulb or other light source shall not be visible from outside the sign. The light source shall be diffused to eliminate hot spots.
4. No sign as permitted shall extend or project above the highest elevation of the wall to which it is attached.
5. Freestanding signs necessary for directional or safety purposes on the property are permitted in addition to the other signs permitted in the respective districts, provided that site plan approval is obtained from the Planning Board, and further provided that all of the following requirements are complied with:
- No sign other than entrance, exit, identification and conditions-of-use signs shall be maintained in any parking area. No such sign shall be larger than four (4) square feet in area.
- (a) The signs shall be limited to directional signs, with the content of the signs limited to

the words "enter", "exit" and the like. There shall be no company name, logo or use identification on directional signs.

- (b) The signs shall not exceed an area of two (2) square feet per sign, and shall not exceed a maximum dimension of two (2) linear feet. The signs shall also be limited to a maximum height of five (5) feet. Notwithstanding the above, standard highway signs such as "stop", "yield", "do not enter", etc. shall be permitted to have the standardized dimensions and height as determined by the most recent edition of the Manual on Uniform Traffic Control Devices or as required otherwise by law.
  - (c) The lighting of all the signs shall be approved by the Planning Board as part of site plan approval.
6. Temporary on-site signs used as an accessory to new construction or alteration on the premises, identifying the project and/or the contractor are permitted in all districts.
- (a) Such signs shall only be erected after a building permit for the construction and sign has been issued.
  - (b) Temporary construction signs shall not be larger than thirty-two (32) square feet.
  - (c) Temporary construction signs shall not be closer than ten (10) feet to any property line.
  - (d) Such signs shall be removed prior to the issuance of a certificate of occupancy for the construction, or within seven (7) days of the completion of construction if no certificate of occupancy is required.

- (e) Such signs shall be registered with the Construction Official, and he shall collect a monthly fee of fifteen (\$15.00) dollars for such signs.
7. Real estate signs are permitted in all districts, provided they comply with all of the following requirements:
- (a) One (1) such sign per street frontage of a lot shall be permitted.
  - (b) Such signs shall not be illuminated.
  - (c) Such signs shall pertain only to the lease or sale of the lot upon which they are placed.
  - (d) Such signs shall not exceed three (3) square feet in area in residential districts, nor twelve (12) square feet in area in nonresidential districts.
  - (e) Such signs shall be located in the rear half of the front yard or the rear half of the minimum required front yard setback, whichever results in a lesser setback.
  - (f) Such signs shall be removed within seven (7) days after the consummation of the lease or sale transaction.
  - (g) A permit must be obtained from the Construction Official.
8. Signs deemed necessary to the public welfare by the Township Council are permitted in all districts. Such signs shall not pertain to any company, individual or business establishment.
9. A sign for churches, advertising the name of the church on the premises, its pastor and its coming activities is permitted in all districts. In addition, a temporary nonilluminated church sign may be

displayed not more than twice a year for periods not to exceed thirty (30) days each, provided such temporary signs are registered with the Construction Official. Permanent and temporary church signs shall not exceed an area of twelve (12) square feet. Such signs shall be located in the rear half of the front yard or the rear half of the minimum required front yard setback, whichever results in a lesser setback.

10. Temporary signs advertising such events as fairs, bazaars, auctions and other special activities, including political signs shall be permitted in any district, subject to the following restrictions:
  - (a) Such signs shall not exceed thirty-two (32) square feet in area nor six (6) feet in height. Such signs shall have a minimum setback of one half (1/2) the front yard setback required in the district in which the property is located.
  - (b) No more than one (1) such sign shall be permitted on any lot.
  - (c) No such sign shall be erected, posted or displayed more than thirty-one (31) days prior to the date of the election to which such sign pertains, and any such sign shall be removed not more than ten (10) days after the date of such election.
11. Flags of the United States, the State of New Jersey, the County of Morris, the Township of Rockaway, foreign nations having diplomatic relations with the United States, and any other flag adopted or sanctioned by an elected legislative body of competent jurisdiction, shall be permitted in all districts, provided that the following requirements are met:

- (a) No flagpole shall be constructed the top of which is more than forty (40) feet above the ground, or five (5) feet above the height of the existing principal building, whichever is less.
  - (b) If attached to a building, a flagpole shall not exceed fifteen (15) feet in length, and shall comply with the above height requirement.
  - (c) One (1) freestanding flagpole shall be permitted per lot.
  - (d) All freestanding flagpoles shall be located no closer to any property line than a distance equal to the height of the flagpole. In addition to the above requirement, flagpoles in the front yard shall not be located closer to the street than the rear half of the required front yard setback.
  - (e) All freestanding flagpoles, except in the case of one-family and two-family detached dwellings, shall require site plan approval.
12. Street address numbers are permitted on all principal buildings in all districts. Address numbers shall be permitted in addition to any other signs permitted for the use or in the district, provided that the total area of the address numbers for each building shall not exceed two (2) square feet for nonresidential uses, nor one (1) square foot for residential uses; otherwise the street address numbers shall be construed to be an advertising sign as regulated herein, and shall not be permitted as an additional sign.
13. All signs which are not specifically permitted herein are prohibited. In addition, the following signs are specifically prohibited:

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- (a) Window signs, except where specifically permitted herein.
  - (b) Signs, including any sign attached to a tree, utility pole, light stanchion, fence or other structure not designed for support of the sign.
  - (c) Roof signs.
  - (d) Portable or movable signs.
  - (e) Signs painted or attached to any vehicle advertising a business and which are intended to be viewed while the vehicle is stationary.
  - (f) Signs with more than two (2) display faces.
  - (g) A double-face sign having an included angle of over forty-five (45) degrees.
  - (h) All signs which move, rotate, or use flashing lights or utilize mechanically changing displays.
  - (i) Pennants, streamers, banners and flags, except those flags permitted by Section 54-30.1c., 11.
- d. *Signs in the R-20AC, R-5AC, R-88, R-20, and the R-13 Districts.* In addition to the signs permitted in all districts, the only sign permitted is one (1) residential nameplate sign not more than two (2) square feet in area.
- e. *Signs in the RMF-15, RMF-8 and RMF-5 Districts.* In the RMF-15, RMF-8 and RMF-5 districts, each multi-family development shall be entitled to one (1) freestanding sign at each vehicular entrance to the development, provided that such signs comply with the following requirements:
1. The area of each sign shall not exceed eight (8) square feet.

2. The height of each sign shall not exceed six (6) feet.
  3. All such signs shall be set back at least ten (10) feet from any street right-of-way.
  4. The sign shall be an identification sign only, limited to the name of the development or project on-site.
  5. The design and location of all such signs shall be subject to the review and approval of the Planning Board.
- f. *Signs in the B-1 and B-2 Districts.*
1. Except as specifically permitted in this chapter, no sign shall be permitted which is not accessory to the business conducted on the property.
  2. The area of any single sign shall not exceed ten (10%) percent of the area of the exterior wall to which it is attached, or one (1) square foot for each linear foot of building frontage occupied by the tenant using the sign, whichever results in the smaller sign.
  3. Except as provided otherwise below, only attached signs are permitted. The following regulations shall apply to attached signs:
    - (a) Attached signs shall be placed parallel to the face of the building, and shall not extend further than twelve (12) inches from the face of the building. Where a building has a permanent canopy or marquee constructed as an integral part of the building, an attached sign may be placed on the front of the marquee, provided that no part of the sign extends above or below the front edge of the canopy or marquee. The permitted area of canopy or marquee signs shall be the same

as for other attached signs, and shall be computed using the area and/or length of the wall from which the canopy or marquee extends. No attached signs shall be placed above the ground floor on any building with more than one (1) story.

- (b) There shall not be more than one (1) attached sign for each separate tenant of the premises, unless specifically permitted otherwise in this section. Where a building is served with a rear entrance opening on a parking area as approved by the Planning Board, each tenant in the building is permitted a second sign facing the rear parking area. The second sign shall not have an area exceeding one third (1/3) the maximum area permitted for the first sign as regulated in paragraph f., 2 above.
  - (c) The total area for all attached signs on a single wall serving various tenants in the building shall not exceed ten (10%) percent of the ground floor area of the wall upon which the sign is attached, or one (1) square foot for each foot of the length of the wall on the ground floor, whichever is less.
  - (d) Only one (1) dimension of any attached sign may exceed two (2) feet.
  - (e) The length of any sign shall not exceed fifty (50%) percent of the length of the facade occupied by the tenant using the sign, up to a maximum sign length of twenty-five (25) feet.
4. In addition to the permitted attached signs, one (1) freestanding pylon sign is permitted in the B-2 district for a retail building or buildings on a lot with more than one (1) tenant and a floor area of at

least twenty-five thousand (25,000) square feet. The following regulations shall apply to the pylon sign:

- (a) The pylon sign shall identify the shopping center only. Tenants within the building shall not attach their sign to any part of the permitted pylon sign.
  - (b) The height of the pylon sign shall not exceed twenty (20) feet, and no part of the sign illustration shall be less than ten (10) feet above the ground.
  - (c) No freestanding pylon sign shall be nearer than twenty-five (25) feet to any abutting street right-of-way or property line.
  - (d) The area of the sign shall not exceed fifty (50) square feet.
5. Window signs shall be permitted, provided the following regulations are complied with:
- (a) The total area of all window signs shall not exceed twenty-five (25%) percent of the main front window area, or one (1) square foot for each linear foot of building frontage occupied by the tenant using the sign, whichever is less. For purposes of complying with this section, the maximum area permitted for window signs shall be calculated separately from the area for other permitted signs.
  - (b) Such signs shall be located only in the main front window.
  - (c) Such signs shall not be illuminated.
6. In the case of buildings used by or designed for multiple tenants, all signs shall express a single design theme, utilizing uniform size, color,

materials, lighting and styles. In the case of existing buildings, new signs shall conform to the existing design theme, if a theme exists. In the case of existing buildings with more than one (1) design theme, new signs shall conform to the single design theme which is expressed by the greatest number of existing signs. In the case of existing buildings where no design theme is expressed by more than one (1) sign, new signs shall conform to the design theme expressed by any single existing sign. The above regulations shall not be construed to permit any sign which does not conform with all the requirements of this chapter.

*g. Signs in the R-B District.*

1. For buildings located within the R-B district, but not within the mall, attached signs, including window signs, are permitted as regulated in paragraph f. above.
2. For buildings located within the mall, tenants having a total floor area of at least one hundred thousand (100,000) square feet may have one (1) attached sign for each exterior wall. Such signs shall not have an area that exceeds ten (10%) percent of the exterior wall to which it is attached.
3. For buildings located within the mall, tenants having a total floor area less than one hundred thousand (100,000) square feet, but at least ten thousand (10,000) square feet, may have one (1) attached sign for each exterior wall. Such signs shall not have an area that exceeds twelve (12) square feet. Tenants having less than ten thousand (10,000) square feet of floor area shall not be permitted exterior wall signs.

- h. *Signs in the O-1, O-2, OB-RL, PED, I and M Districts.*
1. Except as specifically permitted in this chapter, no sign shall be permitted which is not accessory to the use conducted on the property.
  2. One (1) freestanding sign identifying the principal operation on the lot and/or the individual tenants in the building is permitted, provided that no freestanding identification sign is permitted unless the principal building(s) on the lot conform with the required minimum front yard setback for the district. If permitted, the freestanding sign shall conform with the following regulations:
    - (a) The sign shall not have an area that exceeds fifty (50) square feet.
    - (b) The sign shall not exceed a height of six (6) feet above the ground.
    - (c) The sign shall be set back at least twenty (20) feet from any property line.
  3. In addition to any freestanding sign that may be permitted, one (1) attached sign per tenant is permitted, which shall be subject to the following requirements:
    - (a) Such signs must be attached parallel to the face of the building and shall not extend further than twelve (12) inches from the face of the building.
    - (b) The area of each sign shall not exceed six (6) square feet.
    - (c) Only one (1) dimension of any sign may exceed two (2) feet.

i. *Signs in the R-P and OR-3 Districts.*

1. Signs used for any single-family detached dwellings or two-family dwelling permitted in the R-P and OR-3 districts shall be permitted as regulated in paragraph d. above.
2. Signs used for any single-family attached dwelling or multi-family dwelling permitted in the OR-3 district shall be permitted as regulated in paragraph e. above.
3. Signs used for any retail sales or retail service establishment permitted in the OR-3 district shall be permitted as regulated in paragraph f. above.
4. Signs used for any office use permitted in the R-P or OR-3 districts shall be permitted as regulated in paragraph h. above.

(Ord. No. 95-24 § 54-109; Ord. No. 99-19 § 2)

**54-30.12 Off-Street Parking and Loading.** All off-street parking and loading areas constructed within the Township shall meet the following provisions:

a. *General.*

1. Except as permitted otherwise below for shared parking facilities, all off-street parking and loading facilities shall be located on the same lot with the building that such facilities serve.
2. Except as permitted otherwise below for shared parking facilities, no driveway shall be permitted to serve any use other than the permitted use on the lot upon which the driveway is located.
3. All parking areas and residential driveways shall be used only for parking of automobiles. No commercial repair work or sales of any kind shall be conducted in any parking area. Nothing herein contained shall be construed to permit any