

ORDINANCE NO. 3854

AN ORDINANCE AMENDING THE CODE OF THE TOWNSHIP OF FRANKLIN, COUNTY OF SOMERSET, STATE OF NEW JERSEY, MORE PARTICULARLY CHAPTER 112, DEVELOPMENT, ARTICLE XII, SIGN REGULATIONS.

SUMMARY

An Ordinance to amend certain provisions of the Township's signage regulations as contained in Article XII and Schedule 5, Sign Regulations.

BE IT ORDAINED by the Township Council of the Township of Franklin, County of Somerset, State of New Jersey as follows:

SECTION I

Chapter 112, Land Development, Article XII, Sign Regulations, of the Code of the Township of Franklin is hereby amended as follows:

**ARTICLE XII
Sign Regulations**

§ 112-106. Statement of purpose and intent.

The purpose of this article is to create the legal framework by which the Township of Franklin may regulate signs. More specifically, these regulations are intended to:

- A. Promote signs which are:
 - (1) Orderly, readable and appropriate to the activity to which they pertain (time, place and manner).
 - (2) Compatible with surroundings.
 - (3) Expressive of the identity of individuals or proprietors.
 - (4) Complimentary to the character of the community.
 - (5) Non-distracting to motorists so as not to contribute to traffic accidents.

- B. Discourage and render unlawful signs which:
 - (1) Represent an overloaded, overstated system of graphics that defeats its communicative purpose.
 - (2) Contribute to visual pollution and clutter.
 - (3) Are in disrepair or of faulty construction, thereby threatening the safety and welfare of persons and property.

- (4) Advertise, identify or promote an activity no longer in existence or operation.
- C. Otherwise control the size, location, character, and pertinent features of all signs in order to meet the expressed purposes stated above.

§ 112-107. Permit procedure; fee; administration.

- A. **Permit application. To obtain a sign permit, Zoning Permit application shall be filed. ~~on a form furnished by the Township Department of Community Development.~~**
- B. Procedural requirements. Each application shall be accompanied by plans showing the exact location of the proposed sign, the sign size and character, the method of illumination, if any and the color and materials to be used. In the case of projecting signs each application shall show the proposed method of fastening such sign to the building, the vertical distance between such sign and the curb and the distance between the sign and the right-of-way.
- C. Permit fee. Before the issuance of any sign permit required by this chapter, the Department of Community Development shall collect a fee in accordance with Township ordinance. After a permit period expires, any renewal of said permit shall constitute a new permit subject to permit fee.
- D. Administration. The Zoning Officer shall issue a permit only for the erection or construction of a sign which meets the requirements of this article.
- E. Compliance. It shall be unlawful for any person to erect or alter any sign or other advertising structure as defined in this chapter without first obtaining a permit as further required in Subsection of this section and Chapter , Construction Codes, Uniform.

§ 112-108. Removal of substandard signs.

Signs may be removed by the Township for the following reasons:

- A. Unsafe signs.
 - (1) Whenever a sign becomes dilapidated, structurally unsafe or endangers the safety of life or property, the Township of Franklin Construction Official or designee ~~Department of Community Development, Building Subcode Official~~, shall give a written notice that the sign either be made safe or removed. Compliance with the written notice shall be within 10 days of receipt of this order.
 - (2) The Construction Official or designee ~~Building Subcode Official or his authorized representative~~ may remove said hazardous sign in the event that the individual, corporation or other entity responsible for same cannot be found or refuses to repair or remove it. The Township may charge the owner of the sign for any costs incurred in removing hazardous signs.
- B. Abandoned signs. Any individual, corporation or entity who owns or leases a sign shall remove said sign within 30 days after the party advertises that business is no longer

conducted in or on the premises, or the party vacates the premises. Removal of the sign can be done in the same manner as Subsection of this section.

- C. Illegal signs. Any sign erected or applied in violation of this chapter shall be removed immediately by the owner upon notice by the Township. Failure to remove the sign will cause the sign to be removed by the Township at the owner's expense.
- ~~D. Dilapidated signs. A sign shall be deemed substantially destroyed or deteriorated when the value of said sign, after destruction or any stage of deterioration, is less than 50% of the replacement value of the sign.~~

§ 112-109. Prohibited signs.

The following types of signs are not permitted within the Township of Franklin:

- A. Signs tacked, pasted, painted or otherwise attached to poles, posts, trees, fences, sidewalks, curbs, rocks, water towers, tanks, culverts or bridges, except that any signs forbidding trespassing, hunting, fishing or trapping as authorized by the Fish and Game Laws may be affixed to trees or fences located on the subject property.
- B. Exterior signs using moving parts except clocks.
- C. Animated, flashing, and illusionary signs.
- D. Signs using mechanical or electrical devices to revolve, flash or display movement, or the illusion of movement;
- E. Portable signs which are fixed on a movable stand; self-supporting without being firmly embedded in the ground; supported by other objects; mounted on wheels or movable vehicle; or made easily movable in any other manner, unless specifically permitted or exempted elsewhere in this chapter.
- F. Signs which bear or contain statements, words or pictures of an obscene or indecent character.
- G. Signs maintained at any location where, by reason of color, illumination, position, size or shape, as determined by findings of the Chief of Police or his designee, may obstruct, impair, obscure or be confused with any traffic control sign, signal or device, or where it may interfere with, mislead, or confuse vehicular traffic.
- H. The following advertisements are specifically prohibited: any advertisement which uses a series of two or more signs placed in a line parallel to the highway or in similar fashion, all carrying a single advertisement or message, part of which is contained on each sign.
- I. Any sign which advertises or publicizes an activity, use, business, product, real estate, or service not located or conducted on the premises upon which such signs are located unless specifically permitted by other provisions of this chapter.
- J. Electronic script/bulletin boards.

~~K. Sandwich board signs, except within the Hamilton Street Business District and the historic villages of East Millstone, Middlebush and Kingston subject to the following conditions:~~

- ~~(1) Signs shall only be placed directly in front of the front/main entranceway of the building and shall be removed at the close of the business day.~~
- ~~(2) The maximum size of such sandwich board signs shall not exceed five square feet in area. If such a sign is two sided, only one side shall be used for the purpose of calculating the permitted sign area.~~
- ~~(3) Such signs shall be located within four feet of an entrance to the business they advertise and shall not be placed to interfere with pedestrian or vehicular traffic on a street, sidewalk or public right of way. An unobstructed pathway of at least four feet in width shall be maintained on the sidewalk at all times.~~
- ~~(4) Such signs shall be constructed of wood, slate, board and/or finished metal.~~
- ~~(5) Information contained on such signs shall be limited to advertisements for special promotions, sales and other such similar nonpermanent sales promotions.~~
- ~~(6) Such signs shall be maintained in an orderly manner at all times.~~
- ~~(7) In a building with multiple business occupants who share a common entrance, no more than two sandwich board signs shall be permitted, which may be shared among the applicable businesses entitled to a portable special promotion sign under the provisions of this article.~~
- ~~(8) No sign shall be displayed when the business it relates to is not open for business.~~
- ~~(9) Sandwich board signs shall not be illuminated.~~

§ 112-110. Exempt signs.

The following shall not be subject to the permit provisions of this chapter nor require the payment of any fee, but are subject to all other provisions of this chapter:

- A. Professional signs indicating the name and profession of the occupant of a dwelling, provided that such signs do not exceed two square feet on any one side.
- B. Temporary signs inside windows of commercial establishments not covering more than 25% of the window area.
- C. Any signs forbidding trespassing, hunting, fishing or trapping as authorized by the fish and game laws.
- D. ~~Temporary~~ indicating a political preference or a political cause, provided that such signs do not exceed 32 square feet in area on any one side.

- E. Temporary charitable signs, providing that such signs do not exceed 16 square feet on any one side.
- F. Real estate signs ("For Sale," "For Rent," or "Sold"), provided that:
 - (1) Said sign does not exceed four square feet in area on any one side, and also provided that no more than one such sign for each 200 feet of frontage of the property to which such sign applies shall be exempt.
 - (2) In the event of the property having less than 200 feet frontage, only one such sign shall be exempt.
 - (3) With respect to the aforementioned "Sold" signs, such sign shall only be exempt for a period of 21 days after the date the applicable property is sold.
 - (4) No more than eight open house directional signs, per property for sale, not located on the subject property, to be erected on the date of the open house, no earlier than dawn and no later than dusk, and removed on that same day.
- G. Signs required by law or government order, rule or regulation, including signs forbidding ~~trespassing, hunting, fishing, trapping,~~ dumping or sign erected by the municipality or government for public purposes.
- H. Seasonal decorations permitted for display purposes on public or private property providing such decorations are safely maintained.
- I. Signs displayed for the direction or convenience of the public, including those to identify rest rooms, emergency exits and the like, with a total sign area not exceeding five square feet.
- J. Signs denoting responsible contact persons or firms placed on construction sites and not exceeding 25 square feet in total sign area. They shall be removed when construction is completed.
- K. Information, identification and directional signs, provided:
 - (1) The sign is for street number designation, postal box, on-site directional or parking sign, warning sign or sign posting property as private property, "~~no hunting~~" or similar signs. No such signs shall contain corporate logos or other corporate identification.
 - (2) Such signs are not to be considered in calculating sign area.
 - (3) No such sign shall exceed ~~two~~ three (3) square feet in area.
- L. Residential name plates consisting of one nonilluminated or shielded-lighted not to exceed 25 watts and not exceeding two square feet in total sign area, shall be permitted for each single-family residence, ~~or home occupation.~~

§ 112-111. General requirements.

- A. Maintenance of signs. All signs shall be properly maintained such that:
- (1) All signs together with all their supports, braces, hooks, guys and anchors shall be of durable construction, and shall be printed and cleaned as often as necessary so that they do not become dilapidated.
 - (2) The area surrounding the sign shall be kept neat, clean, and landscaped.
 - (3) The owner of the property upon which the sign is located shall be responsible for maintaining the condition of the area.
 - (4) These provisions shall apply to signs existing on the effective date of this chapter, as well as those hereafter erected, enlarged or reconstructed.
 - (5) In the case of existing freestanding signs, the owner will not be required to landscape the area surrounding the sign unless required as part of the site plan review process.
- B. Building codes, local, state, federal regulations applicable. All signs shall comply with county, regional, state, and federal regulations, with the strictest regulation prevailing. All signs shall conform to the Township of Franklin Building Code and this chapter.
- (1) No sign may obstruct any window, door, fire escape, stairway or opening intended to provide light or ingress and egress to or from any building or structure with the exception that 25% of any window may be occupied by a sign or signs, subject to the further provisions of this chapter.
 - (2) In order to secure and maintain reasonable traffic safety, no sign shall be erected or maintained in such a manner as to obstruct free and clear vision or to distract the attention of the driver of any vehicle by reason of the position, shape or color thereof.
 - (3) No sign shall be placed within or suspended over a public right-of-way, public property or publicly owned open space property.
- C. Illumination. Illumination devices, such as but not limited to flood or spotlights, shall be so placed and so shielded as to prevent the rays of illumination thereof from being cast into neighborhood dwellings and approaching vehicles.
- D. Sign location. No sign shall be located on a building above the roof or projecting from the wall, or placed above the eaves of a building or structure or on a flat roof, or extending from the wall face, unless provided for in these regulations.
- E. Encroachment on critical natural features. In order to protect a historic, scenic, institutional or special natural area such as a park, ~~it is necessary to ensure that~~ signs used within the area should enhance its natural beauty.

- F. Encroachment on architectural design features. No sign shall be erected, relocated, or maintained in such a manner as to cover or intrude upon any architectural features of a building such as windows, columns, moldings, or any major decoration or structural feature.
- G. Banners and pennants. Banners shall only be permitted to announce limited events such as sales, grand openings, or change of tenant; or for public functions or fund-raising events for charitable, educational, civic, religious, or similar purposes in any zone, provided the following conditions are met:
- (1) The erection of a banner shall require a permit from the Zoning Officer and a fee as established in Schedule 7, Fee Schedule, at the end of this chapter. A separate permit is required for each display period, and a separate fee is to be paid for each permit.
 - (2) The application for a banner or pennants shall require a completed application form and a dimensioned sketch of the banner or pennants, including the type and color of material and the language of the advertisement. A dimensioned elevation of the building facade upon which the banner or pennants is to be located shall also be provided and a copy of a plot plan dimensioning the proposed locations where the banner or pennants are not mounted flush on the building. The information may be prepared by the applicant, provided that it is clearly legible and accurate.
 - (3) "Grand opening" banners may be displayed for one thirty-day period. Any subsequent banner for the same business and property in the same twelve-month period shall be limited to one fourteen-day period. Any subsequent banner in any other twelve-month period for the same business and property shall only be displayed for two fourteen-day periods.
 - (4) All other banners may only be displayed for two fourteen-day periods in any twelve-month period.
 - (5) The dimensions of a banner may not exceed six feet in height or 16 feet in length, with a maximum area of 32 square feet.
 - (6) The highest portion of a building-mounted banner shall not exceed 16 feet. The highest portion of a ground-mounted banner shall not exceed 8 feet.
 - (7) The minimum clearance of building-mounted banners above the finished grade level shall be eight feet.
 - (8) Banners shall not be lighted.
 - (9) Banners for commercial and industrial uses ~~may shall only~~ be located flush on the building or ground-mounted and shall only be located on the site or building which is the subject of the advertisement. Banners for public functions and fund-raising events may be located off premises. Banners to be displayed over public streets shall be subject to the provisions of Chapter , Streets and Sidewalks, of the Code of the Township of Franklin.

(10) Change of tenant or use shall be determined by the issuance of a new certificate of occupancy.

~~(11) Banners, pennants and flags, other than those permitted above, shall require special control and may be permitted where the Planning Board finds such signs to be in conformance with the intent of this chapter and appropriate to the type of development or structure to which they are related.~~

~~(11) Ground-mounted banners shall comply with the setback requirements applicable to permitted freestanding signs.~~

~~(12) No more than one (1) banner shall be displayed at any one time for any single use, event, business or tenant. For sites containing multiple businesses or tenants, the number of banners permitted to be displayed at any one time shall be limited to one sign per one-hundred (100) feet of roadway frontage up to a maximum of three (3) banners total for the site.~~

~~(13) Pennants shall be permitted for grand openings for one thirty-day period. No more than two hundred (200) linear feet of pennants, consisting of no more than 4 strands, shall be displayed at any one time for any single use, business or tenant. For sites containing multiple businesses or tenants, no more than three (3) such sets of pennants may be displayed at any one time.~~

H. Flags.

(1) A maximum of four flags shall be permitted per site, only one of which may be for an established commercial entity.

(2) The maximum flagpole height shall be 30 feet.

(3) Setbacks for flagpoles shall be the same as set forth in Schedule 7 for freestanding signs.

I. Schedule of sign regulations. Sign regulations shall be as set forth in the schedule entitled, Schedule 5, Sign Regulations. *Editor's Note: Schedule 5 is included at the end of this chapter.*

~~J. Subject to the following conditions, sandwich board signs shall be permitted within: the Hamilton Street Business District; the Neighborhood Business District; the General Business District; the Retail Overlay District; and other zones in association with retail goods and service stores, professional and medical offices, and eating and drinking establishments.~~

~~(1) Signs shall only be placed directly in front of the front/main entranceway of the building and shall be removed at the close of the business day.~~

~~(2) The maximum size of such sandwich board signs shall not exceed five square feet in area. If such a sign is two-sided, only one side shall be used for the purpose of calculating the permitted sign area.~~

~~(3) Such signs shall be located within four feet of a building entrance to the business they advertise and shall not be placed to interfere with pedestrian or vehicular traffic flow or~~

sight distance on a street, sidewalk or public right-of-way. An unobstructed pathway of at least four feet in width shall be maintained on the sidewalk at all times.

- (4) Such signs shall be constructed of wood, slate, board and/or finished metal.
- (5) Information contained on such signs shall be limited to advertisements for special promotions, sales and other such similar nonpermanent sales promotions.
- (6) Such signs shall be maintained in an orderly manner at all times.
- (7) In a building with multiple business occupants who share a common entrance, no more than two sandwich board signs shall be permitted, which may be shared among the applicable businesses entitled to a portable special promotion sign under the provisions of this article.
- (8) No sign shall be displayed when the business it relates to is not open for business.
- (9) Sandwich board signs shall not be illuminated.
- (10) Maximum height and width of letters, numbers or other characters or images on the signboard shall not exceed 12 inches.
- (11) Any business use that places or installs such sign, pursuant to this article, shall be required to conform to all other applicable provisions of this article, otherwise, such business shall be prohibited from displaying such sign.

K. Rescue companies, first aid squads and fire houses shall be permitted a sign announcing membership drives, fund-raising drives and events, public functions and other such events provided such sign is no more than 25 square feet in sign area, 10 feet in height and is setback at least 25 feet from all property lines.

L. Signage requirements in the Renaissance Redevelopment Area are contained in Article XXXV, Renaissance 2000 Redevelopment Plan. Signage requirements in the D & R Canal Redevelopment Area are contained in Article XLII, D & R Canal Area Redevelopment Plan.

§ 112-112. Real Estate Signs Larger than Four Square Feet in Area—~~Requirements for temporary signs.~~

A. ~~The only temporary signs permitted under this chapter shall be~~ Real estate signs used to advertise the sale, rental, or lease of a premises or portion thereof that are larger than four square feet in area on any one side shall be, subject to the following regulations:

- (1) ~~Any such sign larger than four square feet in area on any one side~~ shall require a permit.
- (2) No more than one sign shall be permitted per road frontage.
- (3) No sign shall exceed 32 square feet on any one side.
- (4) The minimum lot line setback shall be 10 feet.

- (5) The maximum total height of any temporary sign shall be eight feet.
- (6) The minimum outside dimension of any side of a temporary sign shall be two feet.
- ~~(7)B.~~ Application for a temporary sign permit shall be submitted to the Zoning Officer.
- ~~C.~~ ~~Temporary signs shall require a permit unless specifically exempted elsewhere in this chapter.~~
- ~~(8)D.~~ The fee for a temporary sign shall be \$10.
- ~~(9)E.~~ Temporary signs shall not be lighted.
- ~~F.~~ ~~Temporary signs shall not be in place for a period greater than six months.~~

§ 112-113. Performance standards.

- A. Every sign shall be in good scale and proportion in design and visual relationship to structures, buildings and other surroundings.
- B. Every sign shall be designed as an integral architectural element of the structure, building and site to which it principally relates. As an architectural element, a sign shall be in harmony with the structure, building or site's character and use.
- C. The colors, materials and lighting of every sign shall be harmonious with the structure, building and site to which it principally relates.
- D. The number of graphic elements on a sign shall be limited to a minimum needed to convey the sign's main message, and shall be composed in proportion to the area of the sign face.
- ~~E.~~ ~~Each sign shall be compatible with signs on adjoining premises and shall not compete for attention.~~

§ 112-114. Signs in HBD District.

- A. Wall-mounted attached sign. **Editor's Note: See Figure 2, Primary Wall-Mounted Attached Sign, and Figure 3, Building-Mounted Sign Types, at the end of this chapter.** One wall sign is permitted for each ground-floor business use maintaining street frontage and is regulated as follows:
 - (1) The sign shall be located on the wall at the main public entrance or centered along the street frontage.
 - (2) The maximum height from ground level to uppermost portion of the sign shall not exceed the height of the sill or bottom of any second-story window or 16 feet, whichever is less. In the case of single-story buildings, the maximum height shall not exceed 14 feet or the top of the wall, whichever is less.

- (3) The minimum height from ground level to lowermost portion of the sign shall be no less than eight feet.
- (4) Maximum permitted sign area shall be no greater than 1.2 square feet per linear foot of building frontage occupied by the use on that particular building face, not to exceed 60 square feet.
- (5) Maximum permitted horizontal sign dimension shall be no greater than 75% of the width of the building frontage occupied by the use on that particular building face, not to exceed 30 feet.
- (6) Maximum vertical sign dimension shall not exceed five feet.
- (7) The sign may be internally or indirectly illuminated.

B. Secondary wall-mounted signs.

- (1) Ground-floor business uses located on corner lots and having a second facade with a display window fronting on a public street shall be permitted to have one additional sign on the facade of the building facing the side street. The secondary wall-mounted sign shall meet all of the standards for the primary wall sign with the following exceptions:
 - (a) The maximum permitted sign area shall be no greater than 24 square feet.
 - (b) All sign elements shall be placed in a position directly above the display window facing the secondary frontage (the maximum horizontal dimension shall be no greater than the width of the display window).
- (2) Ground-floor business uses having a side or rear public entrance fronting on a parking lot shall be permitted to have one additional sign on the facade of the building facing the parking lot, provided that such sign meets all of the following standards:
 - (a) The sign shall be centered above the secondary public entrance.
 - (b) The maximum height from ground level to uppermost portion of the sign shall not exceed the height of the sill or bottom of any second-story window or 16 feet, whichever is less. In the case of single-story buildings, the maximum height shall not exceed 14 feet or the top of the wall, whichever is less.
 - (c) The minimum height from ground level to lowermost portion of the sign shall be no less than eight feet.
 - (d) Maximum sign area shall not exceed nine square feet.
 - (e) Maximum horizontal sign dimension shall not exceed five feet.
 - (f) Maximum vertical sign dimension shall not exceed three feet.

(g) The sign may be internally or indirectly illuminated.

C. Freestanding signs. One freestanding sign is permitted only if the front yard building setback depth of the yard in which the sign is located is at least 20 feet. Such freestanding sign shall be regulated as follows:

- (1) No more than one such sign shall be permitted on any lot.
- (2) The sign shall be located in the front yard; however, no element of the freestanding sign shall be located within one foot of the front property line.
- (3) The sign shall be located at least four feet from any side property line.
- (4) The area of the sign shall not exceed 5% of the first floor building face area or 100 square feet, whichever is less.
- (5) The maximum height to the top of the sign shall not exceed 20 feet.
- (6) The minimum mounting height to the bottom edge of the sign face shall not be less than eight feet.
- (7) Neither the horizontal nor the vertical dimension of the sign shall exceed 12 feet.
- (8) The sign may be indirectly illuminated, or may be lit by an internal source.

D. Projecting sign. *Editor's Note: See Figure 4, Projecting Sign Dimensions, at the end of this chapter.* One projecting sign is permitted for each ground floor business use maintaining and is regulated as follows:

- (1) The sign shall be attached to the front of a wall or below a fixed canopy along the building face such use occupies.
- (2) Such sign face and all signage must be oriented in a position that is perpendicular to the front facade of the business establishment being identified.
- (3) No such sign shall have a thickness that exceeds nine inches.
- (4) Maximum size of each sign face shall not exceed eight square feet in area.
- (5) Minimum height from ground level to lowermost portion of sign shall be eight feet.
- (6) Maximum height from ground level to uppermost portion of sign shall not exceed the height of the sill or bottom of any second story window or 16 feet, whichever is less. In the case of single-story buildings, said maximum height shall not exceed 14 feet or the top of the wall, whichever is less.

- (7) Maximum horizontal projection from the building wall, including any sign appurtenances, shall not exceed six feet. Such sign may project over a public sidewalk only and shall not extend over any other portion of any other public right-of-way.
- (8) Maximum horizontal dimension of sign shall not exceed four feet.
- (9) Maximum vertical dimension of sign shall not exceed six feet.
- (10) Maximum height of letters, individual numbers or other characters or images on the signboard shall not exceed 18 inches.
- (11) Maximum width of letters, individual numbers or other characters or images on the signboard shall not exceed 18 inches.

E. Awning signs. Ground-floor business uses may display signs on awnings, provided that the following standards are met:

- (1) Awning signs shall only be permitted on first-story awnings that provide roof-like shelter and/or solar shielding above doorways and windows.
- (2) The dimensions of the awning shall be in conformance with applicable regulations set forth elsewhere herein for awnings.
- (3) The sign shall only be located on the front portion of the awning that is generally parallel to the building wall face to which it is attached. This portion is more commonly known as the "valance." (See Figure 1 at the end of this chapter). In the case of dome, convex or long dome awnings, where a valance might not be provided, the sign graphics shall be restricted to the lowest 14 inches of the awning, which must be shown to be nearly parallel to the building wall face. In the case of dome awnings, the sign graphics shall additionally be restricted to the middle 1/5 of the awning, when viewed from the front elevation, which must be shown to be nearly parallel to the building wall face.
- (4) An awning sign shall be professionally sewn or painted.
- (5) The maximum vertical dimension of the sign face (valance) shall not exceed 14 inches.
- (6) The maximum height of letters, individual numbers or other characters or images on the awning shall not exceed 12 inches.
- (7) The total aggregate horizontal dimension (width) of all individual letters, numbers or other characters shall not exceed 60% of the length of the awning occupied by the use.
- (8) Maximum width of individual letters, numbers, or other characters or images on the awning shall not exceed 18 inches.
- (9) The awning shall be limited to a total of two colors plus white, including the color of sign lettering and all other graphics. (See Figure 5 at the end of this chapter.)

- (10) No single awning shall contain sign messages for more than two business establishments.
- F. Wall-mounted directory sign. For buildings containing more than one nonresidential tenant, one wall-mounted directory sign for each ground floor entrance to a building shall be permitted whether such entrance fronts on a street or parking lot.
- (1) The maximum size of the directory sign shall not exceed six square feet in area.
 - (2) Such sign may identify all building occupant names and their addresses, however, no individual business shall occupy greater than one square foot in area of such sign.
 - (3) A wall-mounted directory sign may not be illuminated.
- G. Portable sidewalk sign. ~~Only retail and personal service business uses and eating and drinking establishments shall be permitted to display s~~Sandwich board signs and other types of portable signs shall be permitted within the HBD District, pursuant to the requirements of Section 112-111.J, subject to the following conditions:
- ~~(1) Maximum size of such signboard shall not exceed five square feet in area. If such sign is two-sided, only one side of such shall be used for the purpose of calculating the permitted sign area.~~
 - ~~(2) Maximum height and width of letters, numbers or other characters or images on the signboard shall not exceed 12 inches.~~
 - ~~(3) Such signs shall be located within four feet of an entrance to the business they advertise and shall not be placed so as to interfere with pedestrian or vehicular traffic on a street, sidewalk, walkway or public right-of-way. An unobstructed pathway of at least four feet in width must be maintained on a sidewalk at all times.~~
 - ~~(4) Such signs shall be constructed of wood, slate board and/or finished metal.~~
 - ~~(5) Information contained on such signs shall be limited to advertisements for special promotions, sales and other such similar nonpermanent sales promotions.~~
 - ~~(6) Such signs shall be maintained in an orderly manner at all times.~~
 - ~~(7) In a building with multiple business occupants who share a common entrance, no more than two such signs shall be permitted, which may be shared among the applicable businesses entitled to a portable special promotion sign under the provisions of this article.~~
 - ~~(8) Any business use that places or installs such sign, pursuant to this article, shall be required to conform to all other applicable provisions of this article, otherwise, such business shall be prohibited from displaying such sign.~~
 - ~~(9) No such sign shall be displayed when the business it relates to is not open for business.~~

~~(10) Such signs shall not be illuminated.~~

H. Signage in the HBD zone shall also be subject to applicable design standards in Article XXVI.

SECTION II

Chapter 112, Land Development, Schedule 5, Sign Regulations, of the Code of the Township of Franklin is hereby amended as follows:

Schedule 5 Sign Regulations

	FREESTANDING SIGNS				ATTACHED SIGNS						
	MAX #	MAX. SIGN AREA (sq. ft.)	MAX SIGN HT. (feet)	MIN. LOT LINE SET BACK	SINGLE TENANT			MULTIPLE TENANTS			
					MAX #	MAX. SIGN AREA (sq. ft.)	MAX. VERT. DIM. (feet)	MAX #	MAX SIGN AREA (sq. ft.)	MAX. VERT. DIM. (feet)	
HOME OCCUPATIONS	1	2	5	5	1	2	NA	NA	NA	NA	(+)
FARMS AND NURSERIES	1	25	5	5	0	NA	NA	NA	NA	NA	
CHURCHES, SCHOOLS, PUBLIC BLDGS & GROUNDS	1	25	10	25	1	25	NA	NA	NA	NA	
GOLF COURSES AND PUBLIC UTILITIES	1	12	10	25	0	NA	NA	NA	NA	NA	
HOSPITALS, CONVALESCENT HOMES & QUASI-PUBLIC BUILDINGS	1	25	10	25	1	50	NA	NA	NA	NA	
GARDEN APARTMENT & TOWNHOUSE DEVELOPMENTS	1	25	10	25	0	NA	NA	NA	NA	NA	(2) (3)
RETAIL & SERVICE ACTIVITIES, HOTELS & BANKS	1	5% of the first floor building face area, 100 square foot maximum	20	20	1	30	3	1 per tenant	30 per tenant	3	(4) (5)
GENERAL & PROFESSIONAL OFFICES, MANUFACTURING, WAREHOUSES & LABORATORIES	1	5% of the first floor building face area, 100 square foot maximum	10	10	1	5% of the first floor building face area, 100 square foot maximum	4	1 per tenant	5 per tenant	2	(6) (7) (8)
SERVICE STATIONS	1	50	25	10	1	30	NA	NA	NA	NA	(9)

- (1) Only one sign permitted; freestanding or attached
- (2) Only the development name is permitted
- (3) One sign for each frontage

- (4) One additional attached sign is permitted at rear and side entrances, provided each is equal to or less than $\frac{1}{2}$ the maximum permitted size of the front sign
- (5) One freestanding sign permitted per road frontage
- (6) One additional sign is permitted at rear and side entrances provided each is equal to or less than $\frac{1}{2}$ the maximum permitted size of the front sign
- (7) One freestanding sign permitted per road frontage
- (8) No attached signs on multi-tenant buildings above the first floor
- (9) Freestanding sign area may be increased to 70 square feet on Route 27 and Easton Avenue
- (10) Signs in the HBD shall be in accordance with the regulations set forth in Section 112-114.~~G(10)~~.

SECTION III

Each clause, section or subsection of this ordinance shall be deemed a separate provision to the intent that if any such clause, section or subsection should be declared invalid, the remainder of the ordinance shall not be affected.

SECTION IV

All ordinances or parts of ordinances inconsistent with this ordinance are hereby repealed as the extent of such inconsistency.

SECTION V

This ordinance shall take effect immediately upon adoption and publication according to law.

ORDINANCE NO. 3854

This is a true copy of an ordinance adopted by the Township Council, Township of Franklin, Somerset County, New Jersey.

Introduced: October 13, 2009
Public Hearing: November 10, 2009
Adoption:
Published:
Effective:

Ann Marie McCarthy, Township Clerk