



TOWNSHIP OF WEST MILFORD

Planning & Building Department
1480 Union Valley Road
West Milford, NJ 07480-1303

Tel (973) 728-2780
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Dear Business Owner:

The purpose of this letter is to inform you that the Township Council has recently adopted an Ordinance to amend the sign regulations in West Milford and to ask your cooperation in bringing signs into conformance with the new law. This Ordinance is the result of extensive work by the West Milford Planning Board with assistance and input from Chamber of Commerce representatives. One area of particular concern is the various small portable board signs in the commercial districts which have increased in number without approvals and which are, in some cases, unsafe and unsightly.

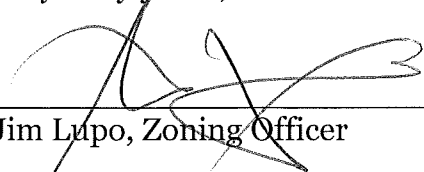
To address this problem the new Ordinance establishes standards for such "portable" signs. Any existing sign of this type that was not approved with a Zoning Permit issued by West Milford Township's Zoning Officer or the Township's Construction Code Official pursuant to §500-159, is not "grandfathered" and therefore must be removed until a Zoning Permit has been obtained.

If you are interested in this type of sign for your store or business, please note the following standards must be met:

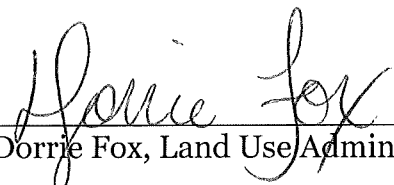
- Maximum sign area (nine square feet)
- Maximum height (four feet)
- Number of signs per lot (one sign per business)
- Placement requirement (Where a site has is permitted two or more signs based on multiple businesses on one lot, there shall be a minimum distance of fifteen feet between each portable sign)
- Design requirement (Where a site has is permitted two or more signs based on multiple businesses on one lot, the signs shall uniform with respect to material, size, and color scheme.)

We invite you to call or schedule an appointment with the office to go over the requirements for a Zoning Permit for a "portable" sign or any of the other types of signs allowed under the new Ordinance. We prefer to eliminate non-permitted signs in West Milford through a cooperative effort rather than issue violation notices therefore we encourage you to contact us if there is any question regarding the validity of an existing sign.

Very truly yours,

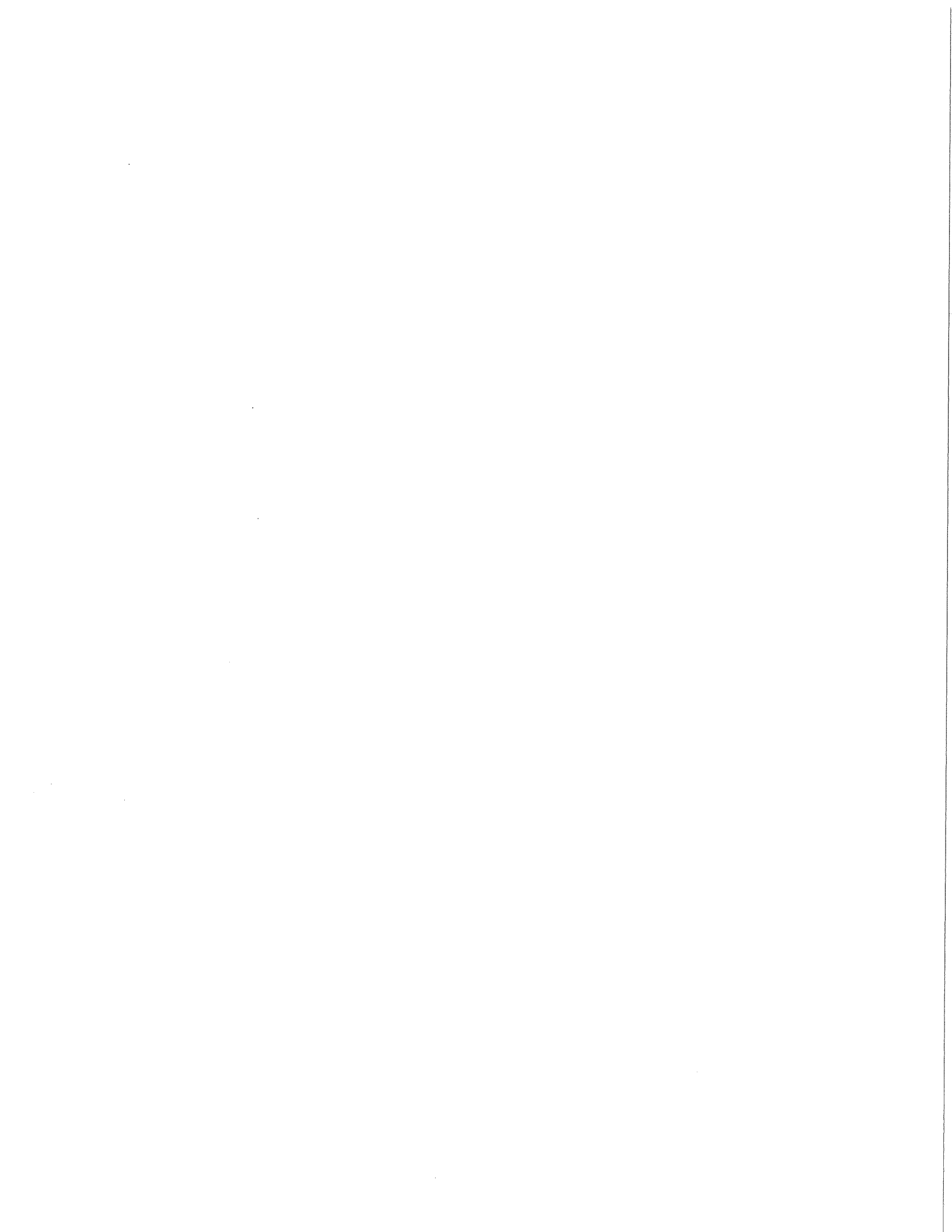


Jim Lupo, Zoning Officer



Dorrie Fox, Land Use Administrator

att: Ordinance 2011-013



Township of West Milford

Passaic County, New Jersey

~ Ordinance 2011 - 013 ~

ORDINANCE OF THE TOWNSHIP OF WEST MILFORD, COUNTY OF PASSAIC, STATE OF NEW JERSEY TO REVISE CHAPTER 500, ARTICLE XIV "SIGNS"

WHEREAS, the Township of West Milford has duly adopted land use and zoning regulations in conformance with a Master Plan, consistent with the standards set forth in the Municipal Land Use Law and in particular with regard to N.J.S. 40:55D-62; 65; and

WHEREAS, the West Milford Planning Board has reviewed the regulations concerning signs as set forth the Township's Zoning Ordinance (Chapter 500, Article XIV) for the purpose of effecting certain revisions and to consolidate said standards in a more streamlined fashion; and

WHEREAS, the Planning Board does further recommend to the Township Council of the Township of West Milford that the proposed revisions and modifications be adopted; and

WHEREAS, the Township Council of the Township of West Milford concurs with the recommendations put forward by the Planning Board

NOW, BE IT ORDAINED by the Township Council of the Township of West Milford, County of Passaic, State of New Jersey, that Article XIV, entitled "Signs" of Chapter 500, entitled "Zoning" shall be amended and supplemented as provided herein.

Section 1. Article XIV entitled "Signs" in Chapter 500, entitled "Zoning" shall be amended and revised as follows:

§ 500-148. Purposes; authority. No change.

§ 500-149. Applicability; effect. No change.

§ 500-150. Computations. No change.

§ 500-151. Signs allowed on private property with and without permits; sign tables shall be eliminated in its entirety and replaced with new section to read as follows:

§ 500-151. Definitions.

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

BANNER - Any sign of lightweight fabric or similar material that is permanently mounted to a pole or a building by a permanent frame at one or more edges. National flags, state or municipal flags, or the official flag of any institution or business shall not be considered "banners." Banners shall be considered "temporary signs" and regulated as same.

BILLBOARD - Any structure or portion thereof on which lettered or pictorial matter is displayed for advertising purposes other than that on a building or its grounds.

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

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

CANOPY SIGN - Any sign that is a part of or attached to an awning, canopy, or other fabric, plastic, or structural protective cover over a door, entrance, window, or outdoor service area. A marquee is not a canopy.

CHANGEABLE COPY SIGN - A sign or portion thereof with characters, letters, or illustrations that can be changed or rearranged without altering the face or the surface of the sign. A sign on which the message changes more than eight times per day shall be considered "an animated sign" and not a "changeable copy sign" for purposes of this Land Development Ordinance. A sign on which the only copy that changes is an electronic or mechanical indication of time or temperature shall be considered a "time and temperature" portion of a sign and not a "changeable copy sign" for purposes of this Land Development Ordinance.

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

ELECTRONIC MESSAGE CENTER - A variable-message sign that utilizes computer-generated messages or some other electronic means of changing copy.

FLAG - Any fabric, banner, or bunting containing distinctive colors, patterns, or symbols, used as a symbol of a government, political subdivision, or other entity.

FREESTANDING SIGN - 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.

INCIDENTAL SIGN - A sign, generally informational, that has a purpose secondary to the use of the lot on which it is located, such as "no parking," "entrance," "loading only," "telephone," and other similar directives. No sign with a commercial message legible from a position off the lot on which the sign is located shall be considered incidental.

IDENTIFICATION SIGN - A sign providing the name and occupant of premises.

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

NONCONFORMING SIGN - A sign lawfully existing on the effective date of this chapter, or any amendment to it rendering such sign nonconforming, which does not comply with all of the standards and regulations of this chapter or any amendment hereto.

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

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

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

RESIDENTIAL SIGN - Any sign located in a district zoned for residential uses that contains no commercial message except advertising for goods or services legally offered on the premises where the sign is located, if offering such service at such location conforms to all requirements of this Land Development Ordinance.

RESIDENTIAL NEIGHBORHOOD ASSOCIATION AND LAKE COMMUNITY ORGANIZATION IDENTIFICATION SIGN - Any sign in conformance with the standards set forth in this Chapter which serves to identify a residential neighborhood or a lake community organization in West Milford.

ROOF SIGN - Any sign erected and constructed wholly on and over the roof of a building, supported by the roof structure, and extending vertically above the highest portion of the roof.

ROOF SIGN, INTEGRAL - Any sign erected or constructed as an integral or essentially integral part of a normal roof structure of any design, such that no part of the sign extends vertically above the highest portion of the roof and such that no part of the sign is separated from the rest of the roof by a space of more than six inches.

SIGN - A device on any building or structure or portion thereof on which any announcement, declaration, demonstration, display, illustration, or insignia used to advertise or promote the interest of any person or product when the same is placed in view of the general public.

STRUCTURE - Anything constructed, assembled, or erected which requires location on the ground or attachment to something having such location on the ground, including buildings, fences, tanks, towers, signs, advertising devices and swimming pools. For purposes of Chapter 500, Article XIII, Historic Preservation Commission, a combination of materials to form a construction for occupancy, use or ornamentation whether installed on, above, or below the surface of a parcel of land.

SUSPENDED SIGN - A sign that is suspended from the underside of a horizontal plane surface and is supported by such surface.

TEMPORARY SIGN - Any sign that is used only temporarily and is not permanently mounted and permitted for limited duration pursuant to this Chapter. Banners shall be considered as temporary signs and regulated as such. Portable signs are not to be classified as temporary signs.

WALL SIGN - Any sign attached parallel to, but within six inches of, a wall, painted on the wall surface of, or erected and confined within the limits of an outside wall of any building or structure, which is supported by such wall or building, and which displays only one sign surface.

WINDOW SIGN - Any sign, picture, symbol, or combination thereof, designed to communicate information about an activity, business, commodity, event, sale, or service that is placed inside a window or upon the windowpanes or glass and is visible from the exterior of the window.

§ 500-152. Permits required.

- A. No change.
- B. No change.

New subsection 'C' shall be added and shall read as follows:

- C. Permits shall not be required for the following signs: "building marker", "identification", "incidental", "window", "flag", "political", and "community organization"

§ 500-153. Design, construction and maintenance. No change.

§ 500-154. Plan requirements for sign permit.

Subsection A shall be modified to read as follows:

- A. When applying for a new sign, with the exception of Subsection B below, the following information shall be provided to the Construction Code Official or Zoning Officer:

Subsection A (1) and (2). No change.

Subsections B. through H. No change.

§ 500-155. Off-site signs.

Subsections A (1) and (2): No change.

Subsection A (3) shall be modified to read as follows:

- (3) Awning, projecting, and suspended signs projecting over a public right-of-way in conformity with the conditions of § 500-162.

Subsections B. through E.: No change.

Subsection F shall be modified to read as follows:

- F. Billboard signs in conformity with the conditions of § 500-162.

New subsection 'G' shall be added and shall read as follows:

- G. Residential neighborhood and lake community organization identification signs in conformity with the conditions of § 500-162.

§ 500-156. Exempt signs. No change.

§ 500-157. Prohibited signs. No change.

§ 500-158. General permit procedures. No change.

§ 500-159. Permits to construct or modify signs. Shall be modified to read as follows:

Signs shall be erected, installed, or created only in accordance with the duly issued and valid sign construction permit from the Construction Official. Such permits shall be issued only in accordance with the following requirements and procedures:

§ 500-160. Temporary sign permits (private property).

Subsections A through C: No change.

Subsection D shall be eliminated in its entirety.

§ 500-161. Time of compliance; nonconforming signs and signs without permits. No change.

Section 2. The following new sections shall be added to Article XIV.

§ 500-162. Zone district signage standards.

Signs shall be permitted in the applicable zone districts subject to the specific standards set forth in subsections A through Q.

- A. Projecting Sign. Projecting signs shall be permitted in VC, NC, LC, CC, LMI, SED, OR and HC zone districts, subject to the following standards:

- (1) Maximum number: one
- (2) Maximum sign area: twenty square feet
- (3) Placement requirements:
 - a. Where a projecting sign extends over a designated pedestrian walkway including both public and private sidewalks there shall be a minimum vertical clearance of nine feet between finished grade and base of the sign.
 - b. Projecting signs shall not be permitted to extend into the right-of-way of a public street or within the paved cart way of a private lane or driveway.

c. Projecting signs shall maintain a minimum distance of five (5) feet to all property boundaries.

B. Freestanding Sign. Freestanding signs shall be permitted in VC, NC, LC, PN, CC, OT, LMI, SED, OR and HC zone districts, subject to the following standards:

- (1) Maximum number per lot: one sign
- (2) Maximum height:
 - a. VC, NC, LC and PN zones: six feet
 - b. CC zone: twelve feet
 - c. OT, LMI, and SED zones: five feet
 - d. OR zone: ten feet
 - e. HC zone: fifteen feet
- (3) Maximum sign area:
 - a. VC, NC, LC, PN and OT zones: twenty square feet
 - b. CC, OR, LMI and SED zones: fifty square feet
 - c. HC zone: sixty square feet (single use); seventy-five square feet (2 or more uses)
- (4) Front yard setback:
 - a. VC, NC, LC and PN zones: six feet
 - b. CC, HC, OR, OT, LMI, SED zone: twelve feet

C. Canopy Sign. Canopy signs shall be permitted in VC, NC, LC, PN, CC, OT, LMI, SED, OR and HC zone districts, subject to the following standard:

- (1) Maximum sign area: twenty percent of the total surface area of the canopy

D. Suspended Sign. Suspended signs shall be permitted in VC, NC, LC, PN, CC, OT, LMI, SED, OR and HC zone districts, subject to the following standard:

- (1) One per entrance.
- (2) Maximum sign area:
 - a. VC, NC, CC, LC, HC, PN and OT: ten square feet
 - b. OR, LMI and SED: fifteen square feet
- (3) Placement requirements:
 - a. Where a projecting sign extends over a designated pedestrian walkway including both public and private sidewalks there shall be a minimum vertical clearance of nine feet between finished grade and base of the sign.

E. Wall Signs. Wall signs shall be permitted in VC, NC, LC, PN, CC, OT, LMI, SED, OR and HC zone districts, subject to the following standards:

- (1) Aggregate total not to exceed five percent of that portion of the face of the building upon which sign(s) is affixed in the VC, NC, CC, LC and OR zone districts.
- (2) Aggregate total not to exceed ten percent of that portion of the face of the building upon which sign(s) is affixed in the HC, LMI and SED zone districts.
- (3) Aggregate total not to exceed two percent of that portion of the face of the building upon which sign(s) is affixed in the OT and PN zone district.

F. Window Sign. Window signs shall be permitted in VC, NC, LC, CC, LMI, SED, OR and HC zone districts, subject to the following standards:

- (1) Maximum sign area:
 - a. VC and NC zones: not to exceed twenty percent of the glass area
 - b. CC, LC, HC, OR, LMI and SED zones: not to exceed forty percent of the glass area

- G. Portable Sign. Portable signs shall be permitted in VC, NC, LC, CC, LMI, SED, OR and HC zone districts, subject to the following standards:
 - (1) Maximum sign area: nine square feet
 - (2) Maximum height: four feet
 - (3) Number of signs per lot: one sign per business
 - (4) Placement requirement: Where a site has is permitted two or more signs based on multiple businesses on one lot, there shall be a minimum distance of fifteen feet between each portable sign.
 - (5) Design requirement:
 - a. Where a site has is permitted two or more signs based on multiple businesses on one lot, the signs shall uniform with respect to material, size, and color scheme.

- H. Home Occupation and Home Professional Office
 - (1) Signs for home occupation and home professional offices in all Residential zone districts, subject to approval pursuant to §§500-20; 21, shall not exceed four square feet.

- I. Residential Neighborhood Association and Lake Community Organization Identification Sign
 - (1) Maximum sign area: twenty square feet
 - (2) Maximum height: six feet
 - (3) Placement requirement: Signs may be located on a residential lot or upon common property of the association or community organization subject to the restriction regarding placement within a "sight easement at intersection" as defined in Chapter 400, "Land use Procedures".

- J. Temporary signs shall be permitted in all zone districts in accordance with the standards set forth in §500-160.

- K. Banners shall be permitted in all zone districts in accordance with the following standards
 - (1) Maximum sign area: seventy-five square feet
 - (2) Maximum number: one banner per building.
 - (3) Compliance with the standards set forth in §500-160.

- L. Building marker signs shall be permitted in all zone districts in accordance with the following standards:
 - (1) Maximum sign area: four square feet.
 - (2) Maximum number: one per building.

- M. Identification signs shall be permitted in all zone districts in accordance with the following standards:

(1) Maximum sign area: four square feet.

(2) Maximum number: one per building.

N. Incidental signs shall be permitted in all zone districts.

O. Roof, integral signs shall be permitted in the VC, NC, CC, LC, HC, OR, LMI and SED zone districts subject to the following standard:

(1) Maximum number: one sign per lot frontage

P. Pennants shall be permitted in LC, HC and LMI zone districts subject to the following standard:

(1) Compliance with the standards set forth in §500-160.

Q. Billboards shall be permitted in the HC zone district subject to the following standards:

(1) Maximum sign dimensions: twelve feet in height; twenty-four feet in length.

(2) Minimum distance between signs: 0.5 miles (2,640 feet)

Section 3. All ordinances of the Township of West Milford which are inconsistent with the provisions of the ordinance are hereby repealed to the extent of such inconsistency.

Section 4. If any section, subsection, clause or phrase of this ordinance is for any reason held to be unconstitutional or invalid by any court of competent jurisdiction, such decision shall not affect the remaining portion of this ordinance.

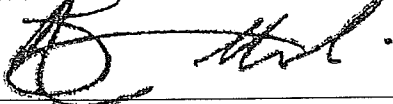
Section 5. This Ordinance may be renumbered for purposes of codification.

Section 6. This Ordinance shall take effect immediately upon final passage, approval and publication as required by law.

INTRODUCED: June 15, 2011
ADOPTED: July 20, 2011
EFFECTIVE DATE: August 9, 2011

TOWNSHIP OF WEST MILFORD
COUNTY OF PASSAIC
STATE OF NEW JERSEY

ATTEST


Antoinette Battaglia, Township Clerk

By: 
Bettina Bieri, Mayor

Table I
Maximum Permitted Height of
Freestanding Sign by Zone District

Type of Sign	Zone District	Maximum Height Limit
Freestanding	VC, NC	6 ft.
	LC	6 ft.
	CC	12 ft.
	HC	15 ft.
	OT	5 ft.
	OR	10 ft.
	LMI, SED	5 ft.
	PN	6 ft.

Freestanding Sign: 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.