

TOWNSHIP OF READINGTON

AN ORDINANCE OF THE TOWNSHIP OF READINGTON AMENDING ARTICLE II (DEFINITION OF TERMS) OF CHAPTER 148 (LAND DEVELOPMENT) TO REVISE CERTAIN DEFINITIONS RELATED TO THE TOWNSHIP'S SIGN REGULATIONS

Ordinance #27-2024

WHEREAS, pursuant to Ordinance No. 23-2024, the Township Committee amended Chapter 148 of the municipal code of Readington Township to update the requirements and regulations related to sign placement and usage; and

WHEREAS, the Township Committee now wishes to amend the definitional section of Chapter 148 to further conform with the amendments contained in Ordinance No. 23-2024; and

WHEREAS, the amendments contained herein have been reviewed and revised by the Township Planner and further reviewed by the Planning Board.

NOW THEREFORE BE IT ORDAINED by the Mayor and Committee of Readington Township as follows:

Section I

Article II (Definition of Terms) of Chapter 148 (Land Development) is hereby amended as follows (struck through portions are to be removed; bolded and underlined portions are to be added; only terms to be amended included herein):

~~AREA OF A SIGN — The total area of a sign, including all borders and trim but not structural elements.~~

...

BANNER - Any **A temporary** sign or string of one or more **temporary** signs, usually made of fabric or other lightweight material, ~~which is used to attract attention~~, whether or not imprinted with words or characters, including but not limited to balloons and pennants. Flags **that are not flown on a flagpole** shall ~~not~~ be considered banners.

...

BILLBOARD - A sign ~~structure and/or sign~~ utilized for advertising **a use**, an establishment, an activity, a product, service or entertainment which is **located**, sold, produced, manufactured, available or furnished at a place other than on the property on which said sign ~~structure and/or sign~~ is located. **Also known as an "Off-Premises" or "Off-Site" sign.**

...

BLADE SIGN- A projecting sign that does not extend more than four feet from the building facade, has a minimum distance of eight feet between the ground elevation and the bottom of the sign and has a maximum sign area of six feet. A blade sign that is attached to a building that has a roof or awning that projects out above the blade sign shall not extend beyond the roof or awning that is part of the building.

...

COMMERCIAL MESSAGE - Any sign **copy** ~~wording, logo or other representation or image~~ that directly or indirectly names, advertises or calls attention to a product, service, sale or sales event or other commercial activity.

...

~~ELECTION SIGN — A temporary sign erected or displayed for the purpose of expressing support~~

for or opposition to a candidate or stating a position regarding an issue upon which the voters of the Township shall vote.

...

FLAG – A permanent sign that is composed of fabric or similar material and displayed on a flagpole. Flags are exempt from permitting. A flag that is not displayed on a flagpole shall be considered a banner. Any fabric or bunting containing distinct colors, patterns or symbols, used as an ornamental flag or as a symbol of government, a political subdivision, corporation or business or other entity. (See also "ornamental flag.")

...

FLAGPOLE – A permanent accessory structure for the purpose of attaching and displaying flags pole on which to raise a flag.

...

FREE EXPRESSION SIGN— A sign, not in excess of four square feet in size (area) per side and whose top is not more than three feet off the ground, communicating information or views on matters of public policy or public concern or containing any other noncommercial message, that is otherwise lawful.

...

FUTURE DEVELOPMENT SIGN— A sign that functions to advertise the future or proposed development of the premises upon which the sign is erected.

...

GARAGE OR YARD SALE SIGN (GARAGE YARD SALE SIGN)— Any on-site temporary sign pertaining to the sale of personal property in, at or upon any residentially zoned property located in the Township. Garage or yard sales shall include but not be limited to all such sales, and shall include the advertising of the holding of any such sale, or the offering to make any sale, whether made under any name such as garage sale, lawn sale, yard sale, front yard sale, backyard sale, home sale, attic sale, rummage sale, patio sale, flea market sale, or any similar designation.

...

ILLUMINATED SIGN – Any sign or portion thereof which is illuminated by artificial light, either from an interior or exterior source, including outline, reflective or phosphorescent light, whether or not the source of light is directly affixed as part of the sign.

...

INCIDENTAL SIGN

A sign not exceeding one square foot in size attached to a freestanding sign or affixed to a wall that either:

- A. Identifies **forms of payment** credit cards accepted by the owner, ~~;~~ tenant or occupant of the ~~parcel~~ **property** where the incidental sign is located; or
- B. Provides an official notice of services required by law or trade affiliation.

...

OFF PREMISES SIGN or OFF-SITE SIGN— Any sign relating in its subject matter to commodities, accommodations, services or activities on premises other than the premises on which the sign is located.

...

ON-PREMISES SIGN or ON-SITE SIGN – Any **A** sign relating in its subject matter to the **use** commodities, accommodations, service or activities on the premises on which the sign is located.

...

ORNAMENTAL FLAG— Any fabric or similar material containing patterns, drawings or symbols used for decorative purposes and designed to be flown as a flag.

...

PERMANENT SIGN – Any sign which, when installed, is intended for permanent use.

Permanent signs require a sign permit. Any sign that requires a construction permit shall be

classified as a permanent sign. For the purposes of this chapter, any sign with an intended use in excess of ~~12 months~~ **60 days** from the date of installation shall be deemed **classified as** a permanent sign **and shall require a permit.**

...

PORTABLE SIGN – Any sign, ~~banner or poster~~ that is not permanently attached to the ground or structure. For purposes of this chapter, an inflatable sign shall be considered a portable sign.

...

PROJECTING SIGN - Any **A facade** sign affixed perpendicularly to a building or wall, ~~in such a manner that its leading edge extends more than 12 inches beyond the surface of such building or wall.~~

...

REAL ESTATE SIGN — A sign advertising the sale, rental or lease of the premises or part of the premises on which the sign is displayed temporarily.

...

ROOF SIGN – Any sign erected and constructed wholly on or over the roof of a building which is supported by the roof structure, or any sign **mount to a building below the roof** that extends in whole or in part above the roofline **cornice or principal eave** of a building. For purposes of this definition, "roofline" shall mean the highest continuous horizontal line of a roof. On a sloping roof, the roofline is the principal eave or the highest line common to one or more principal eaves of a roof. On a flat roof, the roofline is the highest continuous line of a roof or **roof** parapet, whichever is higher.

...

SIGN – Any device, fixture, placard or structure which **An accessory use or structure that** uses color, form, **copy**, graphics, illumination, architectural style or design with text, or writing to advertise, attract attention, announce the **use**, purpose of or identify the purpose of any person or entity, or to communicate information of any kind to the public. The term "sign" includes sign structure. The following shall not be considered signs subject to the regulations of this chapter: artwork, holiday or seasonal decorations, cemetery markers, machinery or equipment signs, memorial signs or tablets.

...

SPECIAL EVENT SIGN — A sign, regardless of its content, providing notice of or direction to an event, gathering, assembly or meeting that is open to the public at large.

...

TEMPORARY SIGN – An **on premises, non-permanent** sign intended for a use not permanent in nature. For the purposes of this chapter, a sign with an intended use of one year or less shall be deemed a temporary sign **that does not necessitate the issuance of a construction permit prior to installation and that is used to display a message for not longer than 60 days. A temporary sign that meets the definition of a “billboard”, an “off- premises”, or “off-site” sign is prohibited.**

...

WALL SIGN — A sign, which is painted on, fastened to or erected against the wall of a building with its face in a parallel plane with the plane of the building facade or wall, that does not extend above the height of the vertical wall or eaves, which is used for advertising.

Section II

All ordinances or parts of Ordinances inconsistent with this Ordinance are hereby repealed to the extent of such inconsistency.

Section III

If any section, paragraph, subdivision, clause or provision of this Ordinance shall be adjudged invalid, such adjudication shall apply only to this section, paragraph, subdivision, clause or provision and the remainder of this Ordinance shall be deemed valid and effective.

Section IV

This ordinance shall take effect upon adoption and publication in the manner required by New Jersey general law.

A TRUE COPY OF WHICH ORDINANCE IS PRINTED ABOVE WAS INTRODUCED AT THE MEETING OF THE TOWNSHIP COMMITTEE ON **SEPTEMBER 3, 2024** AND THAT IT IS THE INTENTION OF THE TOWNSHIP COMMITTEE OF THE TOWNSHIP OF READINGTON TO CONSIDER PASSAGE OF SAID ORDINANCE AT THE REGULAR MEETING OF THE TOWNSHIP COMMITTEE TO BE HELD AT THE MUNICIPAL BUILDING, 509 ROUTE 523, WHITEHOUSE STATION, NEW JERSEY, ON **OCTOBER 7, 2024** AT 7:45 P.M. AT WHICH TIME AND PLACE, OR AT ANY TIME OR PLACE TO WHICH THE MEETING SHALL BE FROM TIME TO TIME ADJOURNED AN OPPORTUNITY WILL BE GIVEN TO ALL PERSONS WHO MAY BE INTERESTED THEREIN TO BE HEARD CONCERNING SAID ORDINANCE.

KARIN M PARKER, *RMC*
MUNICIPAL CLERK