

4. Governmental uses shall provide one loading space 12' x 35' for each 100,000 sf. or part thereof.
  5. Office uses greater than 20,000 sf. shall provide one loading space 12' x 35' for each 50,000 square feet or part thereof.
- B. Additional loading spaces may be necessary and required dependent upon the specific activity.

**§2631 SIGNS**

A. Accessory signs--Permitted in all districts

1. The following accessory signs are permitted in all districts in the borough:
  - a. A non-illuminated nameplate, with the name of the principal occupant and the street number and name of a private dwelling or both, with an area of not more than one hundred forty-four (144) square inches.
  - b. A sign, illuminated or not, for a church, educational institution or public or quasi-public building or use, with an area of not more than sixteen square feet.
  - c. The following non-illuminated temporary signs:
    - i. A single sign pertaining to the lease or sale of the premises upon which it is placed, with an area of not more than eight square feet; provided, that such sign shall be removed within seven days after the consummation of a lease or sale of the premises.
    - ii. Signs for a building, premises or part thereof, under construction or renovation, with the street number of a building and the name of the architect, engineer, landscaper, the general contractor and subcontractors, and the project title during construction on the premises. Such signs shall be located at the principal entrance and within the street line and lot lines of the

premises and shall be removed within seven days after the completion of the construction work. The total area of such signs on a lot shall not exceed eight square feet.

iii. Signs announcing or advertising any political, educational, religious or like campaign, drive or event; provided that the total area of all such signs on a lot shall not exceed eight square feet.

iv. Temporary banner signs are permitted when approved by the Borough Council, subject to time limitations and conditions set by Borough Council as to size, colors, public safety and visible impact.

d. Directional signs, not to exceed two (2) square feet.

B. Permitted signs in business districts

1. The following business signs are permitted for each business building in the CB, TC, DB, PO, VS, and HR/OSS districts:

a. Facade (Wall) Signs

(1) A facade sign shall be located on the wall surface of the principal frontage or facade of the area occupied by such business and extending not more than four (4) inches from such wall, a minimum of two (2) inches. Such business use, if located on a corner lot, may have a second sign located on the wall facing the other street. The total area of such sign (or signs) shall not exceed fifty square feet except for the HR/OSS District, which sign(s) shall not exceed one hundred (100) square feet, and shall in no event exceed fifty percent (50%) of the front wall surface, including window and door area, attributable to such business (demising wall to demising wall). See chart for additional standards.

(2) Business uses located in the rear or on the upper floors may have one non-illuminated business sign to be shared by all such uses on the premises. It shall be located on a wall surface immediately adjacent to the main entrance to such uses and may extend not more

than four inches from such wall. The total area of such sign shall not exceed eight (8) square feet. It may not include more than one set of graphics for each use, such as an identification sign and inclusion of the use in a directory sign. Such uses may, in addition, have one painted sign to be shared by all such uses, on the glass or partially glass door serving as the main entrance to such uses. The total area of such painted sign shall not exceed two (2) square feet.

- (3) Interior signs in the VS zone, not facing a public street or residential use or zone, shall not be subject to site plan review.

b. Free-Standing Signs

- (1) Free-standing signs, where permitted, shall be located between the principal structure and the public street and may be located in the front yard setback. The business use, if located on a corner lot, may have a second sign located between the second side of the building facing a public street and the street.
  - (2) Each business located at the basement level of any building may have one main business sign, located on the wall surface of the principal frontage or facade of the area occupied by such business, and extending not more than four inches from such wall. The total area of such sign shall not exceed seventy two (72) square inches.
  - (3) Businesses with a minimum of five hundred (500) feet on a State highway may have up to two signs on such frontage.
- (1) Monument signs are considered free-standing signs for purposes of determining the number or quantity permitted.
  - (2) See chart for setback requirements.

c. Projecting Signs

A projecting sign or a sign on a canopy shall be permitted in addition to a facade sign.

d. Miscellaneous Signs

(1) Signs on windows, doors, and awnings. Each business located at the street level may have the following signs, for the name, street, number or type of business or any combination thereof:

(a) Two signs, with a total area not to exceed six (6) square feet, painted on the windows or doors, or both, but with not more than one such sign on any window or door; except that an establishment serving food may post its menu and hours or service on the first floor facade in reasonable proximity to the front entry. Such menu sign may be no more than six (6) square feet and may be in addition to the two signs permitted herein.

(b) One sign on the valance of an awning, which shall be considered a projecting sign.

(2) A-frame sign. An A-frame sign for retail establishments in the DB and DB II zones conforming to the following:

(a) The sign may be displayed only during business hours.

(b) Each side of the sign may not exceed 6 square feet.

(c) The sign shall consist of a framed chalkboard or tack board for the listing of daily specials and hours of operation, only. Permanent lettering, excepting the name of the establishment, shall not be permitted.

(d) The location of the sign shall interfere with pedestrian or vehicular traffic.

- e. Directory Signs
- (1) Directory signs are permitted in the CB, TC, PO, VS and in certain cases, in the HR/OSS zones only.
  - (2) A directory sign for any business building; provided, that a direction sign is set back at the existing building but no closer than the front yard setback of such premises. Each side of a directory such sign may have the names of all principal tenants of the building. The area of a directory sign devoted to each tenant shall not exceed seventy-two (72) square inches. For the total area of such sign, see the chart for additional requirements.
  - (3) Menu Board Signs, not to exceed twenty (20) square feet, located adjacent to the building drive-through lane. It shall not be visible from a public street. It may be internally illuminated but shall not be visible from a public street.
- f. Each business use located in the rear or on the upper floor may have one non-illuminated sign, with an area not exceeding seventy-two (72) square inches, at a side or rear entrance serving such business.
- g. Special signs
- (1) Special signs serving the public convenience, such as "Notary Public", "Public Telephones", "Public Rest Rooms" or words or directions of similar import. The area of such sign shall not exceed seventy-two (72) square inches. Only one sign of each type shall be displayed.
  - (2) A temporary free-standing advertisement or menu sign ("A" frame sign or "sandwich-board" sign) announcing any special sale or event for a consecutive period not to exceed fourteen days, may be displayed during hours of operation, provided only one such sign be installed per street level business establishment not to exceed six (6) square feet in size per side. Such sign shall be placed so

that, a minimum of five (5) feet of an unobstructed sidewalk area, measured from sign to curb, is maintained.

- (3) Public business signs may be permitted in the CB, DB, DBII, TC, PO, VS and HR/OSS Districts. The signs shall be temporary "A" frame or "sandwich-board" signs providing direction to various business, with names and directional arrows only.

h. Temporary paper signs

Temporary signs placed on glass which are made out of paper or similar material and containing extraordinary information pertaining to matters of limited duration, such as sales, product promotion, community, cultural, or other public events, and employment opportunities. Such signs shall not have an area exceeding ten percent of the total square footage of the glass frontage of the establishment.

I. Parking rate sign

Operators of parking garages and open lots shall post a sign setting forth all pertinent rate information. Such information shall be readily visible to potential patrons before they pull into the entryway. Such rate sign may be no more than ten (10) square feet and may be in addition to such other signage as is permitted herein.

- j. All signs in the DB zone shall be considered "c" variances, unless a variance for height, which shall be a "d" variance. The applications shall be heard by the SRC, §1401.

2. Prohibited signs

- a. The following signs or artificial lighting are prohibited:

- (1) Billboards, unless previously approved or constructed prior to the adoption of this ordinance, however, they shall not be increased in size.

- (2) Flashing signs or moving signs, including any sign or device or which the artificial light is not maintained stationary and constant in intensity and color at all times when in use.
- (3) Neon signs.
- (4) Signs which compete for attention with, or may be mistaken for, a traffic signal.

3. Location

- (a) Except as otherwise provided in the article, no sign shall project into a required yard or beyond the lot or street line.
- (b) No sign shall be placed, inscribed or supported upon the roof, or upon any structure which extends above the roof, of any building, except such directional devices as may be required by federal or state aeronautical authorities.
- (c) No sign shall be so placed as to interfere with the opening of an exit door or to obstruct any window opening of a room which is used for dwelling purposes.
- (d) No part of any business sign shall project above the top or beyond the ends of the wall surface upon which it is placed.

4. Lighting

Permitted lighting for illuminated signs shall be limited to that concentrated upon the face of the sign. If any such sign is situated within twenty feet of a street, the direct source of light shall not be visible from the street or any neighboring lots or uses.

### Flemington Borough - Summary of Sign Regulations

Zone	Facade (Wall Signs)			Projecting Signs (In lieu of facade signs)			Freestanding Signs***				Monument Signs****				Directory Signs****		Other Design Requirements
	Number of Signs	Maximum Size or Percent of Linear Frontage**	Max. Height	Min. Ht. Above Ground	Maximum Projection	Max. Height	No. of Signs	Maximum Size of Sign	Max. Ht. Of Sign	Min. Height Above Ground	Sign Set Back from Right of Way	No. of Signs	Max. Size of Sign	Max. Height from Ground	No. of Signs	Max. Size of Sign	
CR	1/street frontage** 2 per business not to exceed	50 sf or 50% whichever is smaller	2'	8'	4.5' (5.4')	1' (1.2')	1	20 sf monument sign only	3'	0	10'	1	20 sf	Inc. Base No.	1/site	13 sf	
TC	1/street frontage** not to exceed 2 per business	50 sf or 50% whichever is smaller	2'	8'	4.5' (5.4')	1' (1.2')	1	30 sf 50 sf on Rt. 31	22	8	10'	1****	50 sf		1/site	16 sf	
DB & DBI	1/street frontage** not to exceed 2 per business	50 sf or 50% whichever is smaller	2'	8'	4.5' (5.4')	1' (1.2')	1	20 sf	6'	0	10'	NA	NA	NA	NA	NA	Signs to be reviewed by Planning Board as minor site plan. Freestanding sign can be located at one-half setback of building, but no less than ten feet (10') from curbside.
PO	1/street frontage** not to exceed	50 sf or 50% whichever is smaller	2'	8'	4.5' (5.4')	1' (1.2')	1	20 sf	6'	0	10'	NA	NA	NA	16 sf	Height of freestanding sign shall be set at the elevation of the existing grade.	
VS	2 per business 1/street frontage** not to exceed	50 sf or 50% whichever is smaller	2'	8'	6 sf.	3'	1	60 sf/100,000sf center	22	8	10'	1****	60 sf	8'	NA		
HR, OSS	1/street frontage** not to exceed 2 per business	100 sf or 80% whichever is smaller	4'	8'	4.5' (5.4')	1' (1.2')	1	35 sf - Church Street 50 SF - Rts. 12 & 31, Reaville Ave.	16' 16'	3' 0'	20'	1****	50 sf	8'	NA NA	NA NA	
NA - Not applicable								90 sf - Rt. 202	20'	8'					1/site	16 sf	

\*\* Street frontage shall mean vehicular access to a public street where the building fronts, or to a parking lot which serves the building and which directly connects to a public street.  
 \*\*\* Linear frontage to be measured from demising wall to demising wall, below eave of the roof.  
 \*\*\*\* Maximum size for directory sign located at the setback of the existing building, but no closer than the required frontyard setback.  
 \*\*\*\*\* In all zones, one identification sign may be permitted if the business use fronts on more than one street.  
 \*\*\*\*\* Monument Signs are allowed in TC, VS and HR on Rt. 12 and 31.  
 \*\*\*\*\* Monument Signs shall be no more than eight feet (8') in height including the base.  
 \*\*\*\*\* Either a Monument Sign or a free standing sign shall be permitted as shown, but not both.