

BOROUGH OF ORADELL  
BERGEN COUNTY, NEW JERSEY  
ORDINANCE #24-2

This ordinance published herewith was introduced and passed upon first reading at the Meeting of the Borough Council of the Borough of Oradell, in the County of Bergen and State of New Jersey, held on March 12, 2024, 2024. It will be further considered for final passage after public hearing thereon, at a Regular Meeting of said Borough Council to be held in the Town Hall, in said Borough, on April 9, 2024 at 7:30 PM, and during the week prior to and up to and including the date of such meeting, copies of said ordinance will be made available at the Clerk's Office in said Borough Hall to the members of the general public who shall request the same.

---

LAURA J. LYONS, RMC  
MUNICIPAL CLERK

**BOROUGH OF ORADELL  
ORDINANCE # 24-2**

**AN ORDINANCE AMENDING CHAPTER 240 ENTITLED  
LAND DEVELOPMENT OF THE BOROUGH OF ORADELL CODE**

WHEREAS, Chapter 240 of the Borough Code of the Borough of Oradell is entitled “Land Development” and addresses among other things signage within the Borough of Oradell; and

WHEREAS, the Governing Body of the Borough of Oradell seeks to update and revise certain revisions Chapter 240 as it pertains to signs; and

NOW THEREFORE BE IT ORDAINED, by the Governing Body of the Borough of Oradell that Chapter 240 of the Borough Code of the Borough of Oradell is hereby amended as follows:

**Definitions - The following definitions shall be added to Section 240-2.2.**

**SIGN, DIRECTIONAL** - A sign used to indicate the direction of pedestrian or vehicular traffic flow for the property on which it is located, including but not limited to, signs designating private driveways or the entrance/exit to or from parking areas. Directional signs shall not contain any brand or establishment names, associated logos, or advertising message.

**SIGN, HANGING** - A sign that is wholly or partly supported by a building wall and projects perpendicularly from the building wall. Also known as “perpendicular sign, blade sign, or projecting sign.” Examples of hanging signs are shown below:

**SIGN, OPEN** - A sign attached to a door or window, which states "Open." The area of Open signs shall be included when calculating the maximum permitted area for window signs as referenced in 240-11A.

**SIGN, PORTABLE** - A freestanding sign that is not permanently affixed, anchored, or secured to the ground or a permanent structure. A portable sign shall be located on the lot on which the business exists that the sign is advertising. A portable sign may consist of a bulletin board or an easel. A portable sign shall be of sufficient weight so that it may not be transported by wind or other weather events. A portable sign may be transported or mounted on wheels, but may not be affixed to or painted on a vehicle. A portable sign shall be brought inside of the commercial establishment at the close of business, or at dusk, whichever is earlier. Also known as a “sandwich board sign.” An example of a portable sign is shown below.

**Chapter 240-11.1, 240-11.2 & 240-11.3 Shall be amended and replaced in their entirety as follows:**

## A. General Sign Information

Following are general sign regulations:

1. A sign may be affixed to a parapet; provided, however, that no part of the sign so affixed shall extend more than three feet above the roof deck of the building or from the base of the parapet. Signage should not block openings and architectural details of the building.
2. Window signs shall not exceed 20% of the total area of each individual window, including windows located on the ground level and on levels or stories above ground level. No window sign or group of signs shall be permitted above the first floor of any building unless the user of the space occupies the area above the first floor only. Window signs shall not exceed 2 ft. in height. All civic or charitable organization signs shall be considered temporary and shall not be included in the 20% coverage permitted for window signs. An "Open" sign, as defined in 240-2.2 and where permitted herein, shall be included in the 20% calculation of the total permitted area for window signs. The business' telephone number may be included as part of a permitted window sign. The telephone number shall not exceed 5 inches in height. Window signs shall not be illuminated.
3. No sign shall consist of more than four colors, inclusive of black and white, except where indicated herein. Varying tones or gradients may be used for a maximum of two of the colors. These tones or gradients will not be considered additional colors.
4. A maximum of two complimenting font styles shall be provided on one sign.
5. Business signs may be illuminated but shall not be painted with or composed of neon, fluorescent, phosphorescent, or similar material. Permitted sign illumination is included herein. Permitted sign lighting shall be limited to that concentrated upon the face of the sign or backlit signs as permitted herein. All outdoor lighting shall conform to the standards established for outdoor lighting under this chapter. All bulbs illuminating the sign must be working. If a bulb is not illuminated, then all the bulbs illuminating the sign must be turned off. Flashing bulbs are not permitted.
6. All sign lighting must be shielded or downward facing to eliminate any glare and spillage onto adjacent properties.
7. All sign lighting shall conform to Section 240-7.10, Outdoor Lighting.
8. All signs and all external lighting used in connection with the operation of any business shall be extinguished at the close of business operating hours. Notwithstanding the foregoing, the Construction Official, with the consent and advice of the Chief of Police, may authorize lighting specifically designed for the safety and the protection of properties otherwise subject to this section, which lighting, when so authorized, shall be exempt from the provisions hereof.

9. Back-lit or internally illuminated signs, where permitted herein, shall be installed with a dimmer or similar mechanism to reduce sign lighting levels as needed. The Planning Board Sign Subcommittee shall have the opportunity to inspect these signs for lighting levels after the signs are installed. This Subcommittee may require the property owner to lower its lighting levels based on the results of its inspection. In addition, all areas of the sign lighting must be working properly. In the event that the sign lighting is not working, it must be extinguished.
  
10. Pennants, buntings, "grand opening" signs, anniversary signs, and other similar temporary celebratory signs are permitted, subject to the approval of the Construction Official, for a consecutive period of no more than 30 days and for no more than 30 days in one calendar year. Said signs shall not exceed 24 square feet. No pennants or buntings shall be displayed upon public property, streets, or rights-of-way. The United States flag, the New Jersey State flag, the county flag and the municipal flag may be displayed, as well as other non-commercial flags. However, when such referenced flags are displayed on a flagpole on residential property within the Borough of Oradell, such flagpole shall comply with the following requirements:
  - a. Flagpoles shall not exceed the overall maximum height level of 25 feet as measured from the top of the highest point of the flagpole to the average finished grade of the flagpole.
  - b. No flagpole shall be erected any closer to the principal structure than the halfway point between the front lot line and the principal structure.
  
11. No sign shall be permitted on a property unless it is related to the occupancy of that property. It is the responsibility of the owner to remove all signs which do not relate to an occupancy of the property. No vehicle or mobile sign shall be used to circumvent those regulations.
  
12. Company logos may be permitted on a commercial sign only after specific approval of the Board having jurisdiction over the site plan approval for the project, if applicable. If Site Plan approval is not required, the sign approval process described in 240-11.H will be followed.
  
13. No temporary signs are permitted except for 240-11.A.10 (pennants, bunting, grand opening) as referenced herein.
  
14. Change of occupancy. Upon termination of an occupancy of any premises, it shall be the duty of the owner of such premises to require that any signs used in connection with that occupancy be removed from the premises within five days after termination of said occupancy.

**B. Sign Design Guidelines (From 2018 Master Plan)**

1. Signs shall contain lettering that is simple, legible and well-proportioned for clear communication.
2. Signs shall fit within the existing features of the façade, preferably on the sign fascia on most buildings. Bands of decorative molding can be used create natural frames for signs.
3. Signs shall be aligned with other signs on adjacent buildings, where possible.
4. Signage should be located above the display window area and below the storefront cornice area.
5. Wall signs shall be placed within only the first story of a building, with the exception of a directory sign for permitted nonresidential uses that are located above the first story (i.e. on the second or third story), as referenced herein.
6. For buildings with multiple tenants, signs should generally have the same height and location level.

### **C. Prohibited Signs**

The following signs are prohibited in the Borough of Oradell.

1. Billboards.
2. Signs located on the roof of a building. However, signs may be affixed to a parapet as stipulated in 240-11A.
3. Signs that compete for attention with, or may be mistaken for, a traffic signal.
4. Signs that are illuminated by intermittent lighting of varying intensity or blinking lights. Strings of lights shall not be permitted to line the perimeter of any window.
5. Box-lit signs, where the container, box or holder is illuminated. An example of a box-lit sign is shown below.
6. Moving, revolving or rotating signs. This prohibition includes, but is not limited to, both physical signs that move, revolve or rotate, and signs on which the sign message is moving, revolving, or rotating.
7. Freestanding signs, except as permitted, herein.
8. No sign shall be permitted on any antenna, except for the manufacturer's logo.

9. No paper signs will be permitted on doors. However, paper signs associated with a civic use are permitted in the window area.

#### **D. Permitted Signs: B-1, B-3 Zone Districts & CBD Overlay**

The following signs shall be permitted in the B-1 and B-3 Business Zones and Central Business District (CBD) Overlay Zone.

1. Permitted uses that are located on the ground level may have the following signs at the principal front facade of the building where the front or main entrance is located. For the purposes of signage and Section 240-11 of the Ordinance only, the principal front façade shall mean the street frontage that contains the street address of the property on which the permitted use is located.
  - a. A Wall Sign OR an Awning Sign. A business may have either a wall sign or an awning sign. A business that wishes to have both a wall sign and an awning sign would require a variance.
  - b. Awning Signs are subject to the following requirements:
    - i. One awning sign shall be permitted for each business on the first floor at the principal front façade of a commercial building.
    - ii. The horizontal dimension of the text or logo that comprises the sign area shall not exceed 80% of the width of the awning.
    - iii. The maximum sign area shall be 90% of the linear business frontage in feet, with a maximum area of 24 square feet.
    - iv. The lower edge of an awning sign shall be at least eight feet above the sidewalk or grade.
    - v. The portion of the awning that contains the awning sign may be externally illuminated.
    - vi. Where practicable, awnings located on the same building shall be of similar color, shape and size. In the event that a building has more than one awning, then all

awnings shall be uniform in color, shape and design. All awnings shall be made of woven fabric, such as canvas, with a flat, nonglossy finish.

- c. Wall Signs are subject to the following requirements:
  - i. One illuminated or nonilluminated wall sign on the principal front facade of the building is permitted. The front facade sign shall not exceed a size of 1.5 square feet for each linear foot of the front facade of the building or 24 square feet, whichever is less. The lettering on retail signs shall be limited to the principal name of the company and its principal product of sale or occupation.
  - ii. Where a retail use is located on a corner lot, it may have a second sign on the wall facing the side street not exceeding 50% of the square footage of the sign that is permitted on the principal front façade. This sign may be externally illuminated.
  - iii. Where the rear or the side of the building, or portion of the building occupied, has a public entrance from the rear or side of the building, one additional wall sign on the respective building facade of said side or rear public entrance shall be permitted. The sign shall not exceed 50% of the square footage of the sign that is permitted on the principal front façade. This sign may be externally illuminated.
- d. Where 240-11D.1.c permits illuminated wall signs, the following types are allowed :
  - i. A sign with back-lit raised letters with concealed ballast, which creates a halo effect. With this sign, the light source is concealed behind three-dimensional letters, numbers, or other characters of the sign that create a soft glow around the silhouette of each sign character. An example is shown below.
  - ii. A sign with individually externally illuminated letters. The sign may be a sign board or a sign with individually raised letters. An example is shown below.
- e. Hanging Sign, as defined in Section 240-2.2. In addition to the sign permitted in 240-11D.1.a, above, a hanging sign is permitted subject to the following requirements.
  - i. One hanging sign is permitted for each business in the ground level of the building.
  - ii. Maximum sign area is 8 square feet.
  - iii. Maximum sign length is 4 ft.
  - iv. The inside edge of the hanging sign shall be situated no more than 12 inches from the exterior wall of the building containing the business that the hanging sign is advertising.

- v. The hanging sign shall be installed so that the lower edge is located at least eight feet above the sidewalk or grade. The highest edge of a hanging sign shall be no more than 14 feet above the sidewalk or grade.
- vi. The hanging sign shall not be internally illuminated or include externally illuminated letters. A hanging sign may be externally illuminated via gooseneck lighting or a similar lighting source.
- vii. An example of a hanging sign is shown in Section 240-2.2, Definitions.
- f. "Open" Signs, as defined in 240-2.2, are permitted subject to the following requirements.
  - i. "Open" signs shall not exceed four (4) square feet in size.
  - ii. "Open" signs shall not be illuminated.
- g. Portable Signs, as defined in 240-2.2, are permitted subject to the following requirements.
  - i. The portable sign must be located on or in front of the property that contains the business for which the sign is advertising.
  - ii. The portable sign shall not exceed a size of 2 ft. x 3 ft.
  - iii. The portable sign shall not be placed in a location that blocks or impairs the sidewalk or public walkway.
  - iv. The portable sign shall be located a maximum of two (2) ft. from the face of the building.
  - v. The portable sign shall be approved by the Zoning Officer.
- h. Directory signs are permitted subject to the following requirements:
  - i. Where a building has nonresidential uses above the ground level (i.e. second or third story), one directory sign is permitted to advertise said upper story uses.
  - ii. The maximum sign area shall be 12 square feet.
  - iii. Directory signage shall be located next to the exterior entrance to the upper story uses. The top edge of the sign shall be a maximum of eight feet above grade.



- iv. Directory signs may be externally illuminated.
- v. The directory sign is a wall sign. Hanging signs and portable signs are prohibited for uses that are located above the ground level, (i.e. second or third story).
- i. Freestanding signs, also known as Ground Signs, are permitted subject to the following limitations:
  - i. A property on which the building is set back 15 feet or more from the right-of-way may have a freestanding sign.
  - ii. Freestanding signs shall be located a minimum of 5 ft. from the front lot line and shall not impede the view of pedestrians or vehicular traffic.
  - iii. There shall be no more than one freestanding sign per property.
  - iv. Freestanding signs shall not exceed 18 square feet in area and six feet in height.
  - v. Freestanding signs may be externally illuminated.
- j. Directional signs, as defined in Section 240-2.2. are permitted subject to the following limitations:
  - i. Directional signs shall not exceed four (4) square feet in area.
  - ii. Directional sign height from mean ground level shall not exceed 4 ft.
  - iii. Directional signs shall be located a minimum of five (5) feet from any property line.
  - iv. Directional signs shall not block the sight from driveways and roads.

**E. Permitted Signs: B-2 Zone District**

The following signs shall be permitted in the B-2 Zone District.

- 1. Wall Signs, subject to the following requirements:
  - a. In the B-2 Zone, illuminated or externally illuminated wall sign(s) on the principal front facade of the building are permitted. The lettering on wall signs in the B-2 Zone shall be limited to (1) the principal name of the company or building and (2) its street address. The building name and street address may be on two separate wall signs, subject to the size requirements contained in 240-11.E.1.c, and as shown in the below

diagram. Two wall signs located on the principal front façade are only permitted as described herein, where the street address is on a sign that is separate from the building name. Otherwise, only one wall sign per principal front façade of the building is permitted. More than two (2) wall signs located on the principal front façade of the building are prohibited.

- b. The wall sign(s) may be signs with internally illuminated channel lit letters. An example of a channel lit sign is shown below.
    - i. An internally illuminated channel lit sign with white letters, such as the example above is permitted.
    - ii. A channel lit sign with white lettering and a second color will require the approval of the Planning Board Sign Committee.
  - c. The calculation of permitted total sign area, for all wall signs, is based on the length of the building, as follows. The horizontal linear dimensions of the wall sign(s) located on the principal front façade of the building shall not exceed 30% of the length of the building wall to which it is to be affixed. The maximum height of each individual wall sign shall not exceed 2 feet if the building wall is 50 feet or less in length; 2 1/2 feet if the building wall is more than 50 feet but less than 90 feet in length; and 3 feet if the building wall is 90 feet or more in length. Total area of all wall signs on the principal front facade shall not exceed the square footage resulting from these calculations, or 125 square feet, whichever is less.
  - d. Where the property is a corner lot, it may have one additional wall sign on the wall facing the side street that does not exceed 24 square feet. This sign shall not be illuminated. Where the rear or the side of the building, or portion of the building occupied, has a public entrance from the rear or side of the building, one additional wall sign on the respective building facade of said side or rear public entrance shall be permitted. The sign shall not exceed 24 square feet and may be externally illuminated.
  - e. Where the rear or the side of the building, or portion of the building occupied, has a public entrance from the rear or side of the building, one additional wall sign on the respective building facade of said side or rear public entrance shall be permitted. The sign shall not exceed 50% of the square footage of the sign that is permitted on the principal front façade. This sign may be externally illuminated.
2. Freestanding signs, also known as Ground Signs, are permitted subject to the following requirements:
- a. A property on which the principal structure is set back 15 feet or more from the right-of-way may have a freestanding sign.

- b. Freestanding signs shall be located a minimum of 5 ft. from the front lot line and shall not impede the view of pedestrians or vehicular traffic.
  - c. There shall be no more than one freestanding sign per property.
  - d. Freestanding signs shall not exceed 18 square feet in area and six feet in height.
  - e. Freestanding signs may be externally illuminated.
3. Directory signs are permitted only when multiple tenants occupy the building, subject to the following limitations:
- a. The directory sign shall not exceed an area of 18 square feet.
  - b. The directory sign may not be located in any required front yard setback area.
4. Directional signs, as defined in Section 240-2.2. and subject to the following limitations.
- a. Directional signs shall not exceed four (4) square feet in area.
  - b. Directional sign height from mean ground level shall not exceed 4 ft.
  - c. Directional signs shall be located a minimum of five (5) feet from any property line.
  - d. Directional signs shall not block the sight from driveways and roads.

**F. Permitted Signs: R-1, R-2, R-3, R-4 & R-5 Residential Zone Districts**

The following signs shall be permitted in the Borough's Residential Zone District

- 1. Any existing professional office signage in a residential zone is permitted to be renovated or replaced in kind and at the same location.
- 2. A nonilluminated nameplate, with the name of the principal occupant or the street number or name of a private dwelling, with an area of not more than one square foot.
- 3. A single informational sign with an area of not more than one square foot, which may include, but not be limited to, "exit," "enter," "beware of dog," "house protected," or "use back door." No commercial name or logo is permitted on an informational sign.

## G. Specific Uses

1. The following signs are permitted for a gasoline service station, automobile repair shop, or public garage use, in all zone districts, provided that the applicable Board or municipal approval has been granted for the use.
  - a. One freestanding or pylon sign advertising the name of the station or garage and for the principal product sold on the premises, including any special company or brand name, insignia or emblem, provided that such sign shall not exceed 32 square feet in total sign area and shall not be hung closer than five feet to the property line and not less than 10 nor more than 20 feet above the ground, and/or one sign on the building.
  - b. One temporary sign attached to the wall of the building and specifically advertising special seasonal servicing of automobiles, provided that said sign does not exceed seven square feet in area.
  - c. Directional signs or lettering displayed over individual entrances, doors or bays, limited to one sign, not exceeding 12 inches in height and the total of which shall not exceed six square feet, for each entrance or bay.
  - d. Customary lettering or insignias which are not a structural part of a gasoline pump, consisting only of the brand name of the gasoline sold, a lead warning sign, a price indicator and any other sign required by law, not exceeding a total of three square feet on each pump.
  - e. One nonilluminated payment option sign, not exceeding two square feet in area, to be placed on or near the gasoline pump.
  - f. Nothing contained in this subsection shall be construed to create a permitted use for a gasoline service station.
  - g. The construction of a canopy over gasoline pumps or pump islands shall be in conformance with this article and the requirements set forth in § 240-8.4B.
2. School, public or private, House of Worship, or Public Building.
  - a. A single-faced sign or bulletin board for a church, school, library, club or other public or quasi-public building or use, with an area of not more than 24 square feet and a maximum length of 6 ½ feet. Such signs may be illuminated but shall be arranged so as to prevent glare. Such signs shall not be lighted between the hours of 11:00 p.m. and 6:00 a.m.

3. Signs for sale or lease of premises; "open house" signs are permitted in all zone districts, subject to the following limitations:
  - a. A single nonilluminated temporary sign for advertising the immediate premises for sale or lease, which is located upon the premises and which may have an area of not more than four (4) square feet in surface. Said sign shall not remain for more than 90 consecutive days for commercial premises and not more than 180 days for residential premises and must be set back 10 feet from the street property line.
  - b. A single nonilluminated temporary sign conforming to the size and locational restrictions set forth in 240-11.G.3.a of this section advertising an "open house" at the immediate premises for sale or lease, which sign shall be posted only on the day(s) on which an open house is actually being conducted and for a period not exceeding eight hours on such day.

#### H. Approval Process

1. Article XI of the Borough's land development regulations govern signs and awnings. Except for residential nameplates, single informational signs, and bulletin boards or nonilluminated temporary signs for public or quasi-public uses, no sign, awning, or canopy may be erected in the Borough without a permit issued by the Construction Official, provided that the permit complies with the rules and regulations set forth herein.
2. All sign and awning applications shall be submitted to the Construction Official and shall depict on a drawing all the sign or awnings data necessary to evaluate compliance with this article, including size, colors, the method of illumination of any materials of the sign and a location drawing showing the full facade of the building on which any proposed wall sign is to be placed. A copy of said application shall also be submitted to the Planning Board for aesthetic review and recommendation by a three-person Sign Subcommittee of the Planning Board, two members of which shall constitute a quorum.
3. If a sign which is conforming is destroyed, it may be rebuilt or repaired to its original condition without obtaining a permit. The Zoning Officer must be notified in writing of the restoration of the conforming sign.
4. Where a nonconforming sign exists on the property, all applications for additional signs shall first be reviewed by the Sign Committee of the Planning Board and then require the approval of the Zoning Board of Adjustment.

The balance of Chapter, 240 that is not amended per the above shall remain in full force and affect.