

§ 160-76. Historic district signs.

- A. Findings and purpose. The enhancement and improvement of the Township's historic district area and individually designated historic structures is in the best interest of the municipality, its residents and commercial business owners. Improvements to buildings located in the locally designated historic districts and individually designated historic structures will enhance the appearance of not only the central business district area, but also the adjacent residential areas and thereby help foster the economic vitality of not only the businesses in the historic districts by attracting more customers to that area, but the Township as a whole. Through the implementation of a series of building improvement initiatives, including improvements to the signage within the locally designated historic districts, the Township is attempting to enhance the appearance of the community as a whole. This chapter is intended to compliment Section 12A of this Code, specifically the "Historic Preservation Commission."
- B. Sign requirements for office and commercial uses within a Historic District or an individually designated historic structure. Signs in the Historic District shall follow the Guidelines for the Design of New and Replacement Signs within the Designated Local, State and National Historic Districts of the Township of Evesham. **[Amended 7-23-2013 by Ord. No. 22-7-2013]**
- (1) Permitted signs. The following types of signs, subject to the limitations prescribed for them, shall be the only signs permitted for office and commercial uses authorized in the locally designated Historic District Zones or for individually designated historic structures in the Township of Evesham.
- (a) Business signs.
- [1] Each ground floor occupant of a business structure is permitted one business sign, facing each street upon which that business fronts or upon which ingress or egress to the business is affected.
- [2] Business establishments situated on the second or third floors of business structures shall be permitted to have lettering on the glass of the ground floor entrance door and/or transom, not to exceed 10% of the total glass area of the door and transom; lettering on one of the office windows that faces the street, to be no more than 10% of that window area; and one ground sign for all second and third floor businesses and shall not to exceed eight square feet.
- [3] The business sign may be a ground sign, wall sign, projecting sign, or permanent show window sign, subject to the following restrictions:
- [a] Wall signs shall not be higher than the roofline of the building and shall not exceed 14 square feet in area.
- [b] Ground signs shall be a maximum of 20 square feet (four feet by five feet) and shall be situated at least 10 feet from the edge

of the cartway or curb of a public street or outside the public right-of-way, whichever is farther. Such a ground sign shall be used by all businesses located on the first floor of the building. Berms or landscaping shall not be allowed for the purpose of elevating signage, except as provided through the site plan review process. Ground signs shall not exceed six feet in height.

- [c] No ground sign shall be located closer than 20 feet in any direction from any other business sign.
- [d] All projecting signs shall be placed not less than 8 1/2 feet from the pedestrian travel way to the bottom of the sign. The lead projecting edge of the sign shall be no closer than four feet back from any curblin or the edge of the cartway. The area of the surface of the projecting sign shall be calculated by measuring the width of the facade of the subject building and multiplying that number by 1/3 to determine the maximum amount of square footage permitted. In no case, however, shall the projecting sign have more than 12 square feet of surface area per side. The structural supports for such signs shall comply with all applicable building construction codes and shall be reviewed and approved by the Municipal Construction Official.

(2) Opening signs.

- (a) Notwithstanding other provisions of this chapter, a newly established business, a business which is located in a commercial zoning district which has expanded its floor area or a business which has relocated may display temporary signs but only if such temporary signs meet the following criteria: **[Amended 12-4-2007 by Ord. No. 29-12-2007]**
 - [1] Only one temporary ground sign, window sign or wall sign for each street frontage shall be allowed.
 - [2] No such temporary sign may exceed 30 square feet of face area.
 - [3] Ground signs may not exceed six feet in height and must be set back 20 feet from the right-of-way, or the front building line, whichever is less.
 - [4] Such temporary signs may only be displayed for a period of 30 days unless the Director of the Department of Community Development agrees to permit the sign to remain for an additional 45 days. Such additional time shall be allowed only if the Director first finds that the business owner has requested additional time, that the continued display of the temporary sign does not present any undue distraction to drivers of motor vehicles, and that the continued display of the temporary sign does not constitute a nuisance.

[5] Any temporary sign permitted to be displayed must be kept and maintained in good condition.

- (b) A business may request a temporary sign permit from the Township Zoning Officer so as to allow more than one temporary sign (window or wall) per frontage for a period not to exceed 10 days. These temporary signs shall be consistent with the requirements regarding square footage and placement as set forth in the preceding subsection.
- (3) Construction signs. During the course of physical construction under a valid building permit issued by the Township of Evesham, a ground construction sign not to exceed 24 square feet in face area shall be permitted. Construction signs shall be no greater than six feet in height and located on the premises no less than 30 feet from the face of curb or edge of the cartway. If the distance is less than 30 feet, then the construction sign shall be mounted against the wall on the first floor level of the building. Said construction signs shall be permitted to stand no longer than the period during which construction is physically in progress under a valid building permit.
- (4) Exterior directory signs.
 - (a) Exterior directory signs shall be allowed in any project where one or more tenants do not have an exterior entrance or do not qualify for an exterior sign. The purpose of the directory shall be for customer convenience, direction and safety. The number of directories shall be limited to one for each main entrance to the building. Directories shall not exceed the following sizes: 10 square feet per face, and total sign face areas shall not exceed 20 square feet when located within 55 feet of any public right-of-way. In the event that there is less than 55 feet in distances, then the exterior directory sign shall be one-sided and wall-mounted.
 - (b) Exterior directory signs shall be located either behind the main building line or a minimum of 75 feet from any public right-of-way. No exterior directory sign shall exceed six feet in height as measured from the surrounding grade.
 - (c) Building identification letters shall not exceed six inches in height, and tenant identification shall not exceed three inches. Each tenant listed shall occupy the same size and shape space.
- (5) Real estate signs. In the Historic District Zone, one ground or wall sign advertising the sale or lease or real estate shall be permitted upon the premises of the property for sale or lease, provided said sign does not exceed four square feet in face of sign area. If not attached to a building, said sign shall not exceed five feet in height and shall be set back no less than 30 feet from the face of curb or edge of the cartway. Real estate signs shall be removed within five days of the closing of the sale, rental or lease of the premises or as determined by the Township Zoning Officer in the case of multiple lease or rental spaces in a single project.

- (6) Show window signs. Show window signs shall be permitted in commercial businesses in the Historic District Zone. Show window signs shall not occupy more than 20% of the window opening. The area of the sign shall be calculated as indicated in § 160-75B(1).
 - (7) Site plan review. In all instances where site plan review is a requirement of any applicable municipal ordinance, the type of signs planned or proposed to be a permanent part of such development shall be presented at the time of the site plan review to the Historic Preservation Commission.
- C. Sign requirements for institutional and residential uses within an Historic District or an individually designated historic structure; permitted signs and regulations. The following types of signs, subject to the limitations prescribed for them, shall be the only signs permitted for uses authorized for residential and institutional uses authorized in the Historic District Zones or individually designated historic structures in the Township of Evesham:
- (1) Civic signs.
 - (a) Schools, clubs, and nonprofit organizations shall be permitted one civic sign facing each street upon which it fronts, in lieu of a business sign. Such signs shall generally be subject to the same restrictions as provided for business signs with regard to height, location, size, and type. The height, location and landscaping of all proposed ground signs shall require the review and approval of the Historic Preservation Commission.
 - (b) Churches shall be permitted one ground-mounted civic sign facing each street upon which it fronts, in lieu of a business sign. Churches shall also be allowed one wall-mounted sign facing each street upon which it fronts; provided, however, that a wall sign may designate only the name and/or denomination of the church. Such signs shall generally be subjected to the same restrictions as provided for business signs with regard to height, location, size and type. The height, location and landscaping of all proposed ground signs shall require the review and approval of the Historic Preservation Commission.
 - (c) Churches, schools, clubs, and nonprofit organizations shall also be allowed a maximum of two directional signs located off-premises. Such signs shall state the name of the church, school, club or organization and provide a directional arrow. The sign shall be of no more than two colors (example: brown with white letters), shall not exceed two square feet and not more than four feet high. The sign shall not be illuminated. The design, color scheme, and placement shall be subject to review and approval of the Historic Preservation Commission.
 - (2) Construction signs.
 - (a) A ground sign shall be permitted during the course of physical construction under a valid building permit issued by the Township of

Evesham. For a single-family detached dwelling or a duplex, the sign face area shall not exceed eight square feet. For other uses or a multifamily project, the sign face area shall not exceed 12 square feet, and shall be only single-sided.

- (b) Construction signs for single-family detached dwellings and duplexes shall be set back at least 10 feet behind the curb face or edge of the cartway, and shall not exceed eight feet in height. Said construction signs shall not be permitted to stand more than 90 days without the express approval of the Historic Preservation Commission, and are further subject to the lighting, construction and content requirements of this chapter. The sign shall not be put up until construction begins and shall remain on the site no more than 10 days after construction is completed.
- (3) Real estate signs. In all areas of residential and institutional uses within the locally designated Historic District Zones or individually designated historic structures, one temporary ground sign shall be permitted upon the premises of the property for sale or lease. Said signs shall not exceed the dimensions of two feet by two feet, with a total maximum sign face area of four square feet per face, with a maximum of two faces on a single panel of material. The maximum height of said signs shall be five feet, and said signs shall be set back no less than 15 feet from the curb face or edge of the cartway.

D. Exempt signs.

- (1) General. The following signs are exempt from the provisions of this chapter:
 - (a) Official public notices and notices posted by public officers in the performance of their duties.
 - (b) Governmental signs for the control or direction of traffic and other regulatory purposes.
 - (c) Flags or emblems of the United States, the State of New Jersey, or their political subdivisions, or religious, educational or civic organizations.
 - (d) Temporary signs for a period not to exceed 30 days, totaling not over two square feet of surface area on any lot, appertaining to campaigns, drives or events of civic, philanthropic, educational or religious organizations.
 - (e) Signs posted in conjunction with door bells or mailboxes, none exceeding 36 square inches in surface area.
 - (f) Small, nonilluminated instructional signs, none exceeding 1 1/2 square feet in surface area.
 - (g) Address signs, not more than one for each street frontage of each principal use on a lot and none exceeding 72 square inches in surface area, showing only the numerical address designations of the premises upon which they are situated. All address signs shall be prominently

displayed and written in contrasting colors to the color of the structure or background against which said signs are placed in order to facilitate emergency identification for public service employees.

- (h) Decals, numerals, names, addresses, hours, credit information, etc. attached to doors or windows and all of which occupy a total area of 1 1/2 square feet or less.

E. Nonconforming signs.

- (1) Intent. Signs which were legally in existence prior to the adoption of this chapter which do not conform to the provisions of this chapter are declared nonconforming signs. It is the intent of this section to recognize that the eventual elimination, as expeditiously and fairly as possible, of nonconforming signs is as much a subject of health, safety and welfare as is the prohibition of new signs that would violate the provisions of this chapter. It is also the intent of this section that any elimination of nonconforming signs shall be effected so as to avoid any unreasonable invasion of established property rights.
- (2) General nonconforming sign provisions. Subject to the exceptions hereinafter set forth, any nonconforming signs may be continued in operation and maintenance after the effective date of this chapter, provided that nonconforming signs shall not be:
 - (a) Changed or replaced with another nonconforming sign including changing the sign face (except on changeable-copy signs and billboards).
 - (b) Structurally altered so as to extend their useful life.
 - (c) Expanded.
 - (d) Relocated.
 - (e) Reestablished after damage of more than 50% of the sign at the time of such damage or destruction.
 - (f) Modified in any way that would increase the degree of nonconformity of such sign.
 - (g) Nothing in this chapter shall prevent the strengthening or restoring to a safe condition of any portion of a sign or structure declared unsafe by the Construction Official. Such signs may be improved only to the extent that such improvement does not exceed 50% of the existing sign structure.
- (3) Termination of nonconforming signs.
 - (a) Any nonconforming sign or sign structure which is partially destroyed by fire, accident, or natural cause beyond 50% of its structure or surface shall thereafter be removed or reconstructed in conformance to the provisions of this chapter.

- (b) Any nonconforming sign or sign structure which is improved and altered to comply with the provisions of this chapter shall thereafter be considered as conforming.
- (c) For the purposes of this section, existing signs and sign structures prohibited by this chapter shall be treated as nonconforming.
- (d) Upon the determination of the Township of Evesham that a sign remains nonconforming after termination of the allowable time periods provided for above, the Township shall notify the sign owner and/or the owner of the land upon which the nonconforming sign is located and such owner shall have 14 days after such written notice within which to remove said sign. At the end of the fourteen-day period, if the sign has not been removed or brought into compliance, the Township shall issue a summons into the Evesham Municipal Court.
- (e) Abandonment of a nonconforming sign shall terminate immediately the right to maintain such a sign.
- (f) Any nonconforming on-premises sign shall be removed or brought into compliance with this chapter immediately upon a change in the principal use of the site.

F. Prohibited signs.

- (1) General. The following styles or types of signs or signage is specifically prohibited within the areas of the locally designated Historic District Zones or individually designated historic structures in the Township of Evesham:
 - (a) Animated signs; provided, however, that temporary street banner signs approved by the Mayor and Township Council shall be exempt from this prohibition.
 - (b) Flashing signs.
 - (c) Strips or strings of lights outlining property lines, sales areas, rooflines, doors, windows, wall edges, or other architectural features of a building; provided, however, that this prohibition shall not apply to Christmas lights displayed between Thanksgiving Day and five calendar days after New Year's Day of each calendar year.
 - (d) Signs on public property, other than those erected at the direction or with the permission of a public authority having competent jurisdiction.
 - (e) Signs which are not securely affixed to the ground, or otherwise affixed in a permanent manner to an approved supporting structure, including but not limited to portable signs; provided, however, that temporary signs specifically allowed under this chapter shall be exempt from this prohibition.
 - (f) Signs visible from a public right-of-way that use the word "stop" or

"danger" or otherwise present or imply the need or requirement of stopping, caution, the existence of danger, or which for any reason are likely to be confused with any sign displayed or authorized by a public authority.

- (g) Signs which blend with or can be confused with traffic signals.
- (h) Signs which contain reflective materials, which present a hazard or danger to traffic or the general public.
- (i) Signs which exhibit more than two faces; provided, further, that no double-face signs shall be permitted if the distance between the back of the faces is at any point greater than 12 inches.
- (j) Advertising signs, including but not limited to billboard signs.
- (k) Signs which contain works or pictures of an obscene, indecent, or immoral character which could offend public morals or decency.
- (l) Signs which show pictures of human figures, animals, food, characters, or cartoons. It shall be permissible to include within the allotted sign square footage simplistic trade emblems if the same are nationally registered or reflect the principal trade activity of the applicable business, upon the specific review and approval of the Historic Preservation Commission. However, in no case shall the Historic Preservation Commission alter the color combination, graphic devise, lettering or combination of such so as to effectively alter a nationally registered trademark.
- (m) Beacon lights.
- (n) Signs which are structurally unsound or which are rendered structurally sound by guy wires or unapproved facing or bracing.
- (o) Mobile or portable signs, attached to, suspended from or painted on any vehicle, including a trailer, which is parked on or visible from any street or public place. However, this prohibition shall not apply to those signs which are required to be affixed to service vehicles by the requirements of any state, federal, or local regulations; nor is this prohibition to be construed as prohibiting the identification of a firm or its principal products on a vehicle operating during the normal course of business.
- (p) Pole signs, and snipe signs.
- (q) Signs installed, erected, enlarged or structurally altered in violation of the provisions of this chapter.
- (r) Roof signs.
- (s) Any changeable-copy sign (manual) that does not have a locked, vandal-proof cover.

- (t) Bench signs.
 - (u) Internally illuminated signs.
 - (v) Mural signs.
 - (w) Signs containing any form of neon illumination, located either on the outside of the building, or inside the business display window, except as set forth in Subsection G(1)(f) of this section.
 - (x) All signs which are not expressly permitted by this chapter or any other ordinance of the Township of Evesham.
- (2) Portable and flashing signs.
- (a) Due to the manifest traffic safety hazards, the use of portable and/or flashing signs, with or without changeable-copy board attached, are declared a public nuisance.
 - (b) Upon written notice by the Zoning Officer of the Township of Evesham to the owner or lessee of such flashing sign, such sign shall be removed within 14 days. Upon failure to comply with this notice, the Township Zoning Officer shall cite the sign owner or lessee into Evesham Municipal Court. If found in violation, the owner shall be responsible for all costs incurred in removing the sign in addition to any court-assessed fees and penalties.

G. Illumination.

- (1) General. Externally illuminated signs shall adhere to the following provisions and restrictions in addition to those stated in the sign requirements by zone:
- (a) The light for or from any externally illuminated sign shall be so shaded, shielded or directed that intensity will not be objectionable to surrounding areas, as determined by the Historic Preservation Commission. In the case of a wall-mounted sign, no more than 0.5 footcandle of illumination from the lights for the sign shall be no more than 10 feet from the front of the building.
 - (b) No sign shall have blinking, flashing or fluttering lights or other illuminating device which has a changing light intensity, brightness or color.
 - (c) No colored lights shall be used at any location in any manner so as to be confused with or construed as traffic control devices.
 - (d) Neither the direct nor reflected light from primary light sources shall create a traffic hazard to operators of motor vehicles on public thoroughfares.
 - (e) Exposed bulbs shall not be used on the exterior surface of any sign,

except when approved by the Historic Preservation Commission.

- (f) Exposed neon shall not be allowed, except in such instances that the Historic Preservation Commission determines that the sign is compatible to the architectural features of the building in question.
 - (g) Externally illuminated signs shall be permitted, with the specific design of the illumination to be approved by the Historic Preservation Commission.
- H. Structural requirements. All signs shall comply with the pertinent requirements of the building code, as adopted by the Township of Evesham.
- I. Inspection, removal and safety.
 - (1) Inspection. All signs shall be inspected periodically by the Township Zoning Officer for compliance with this chapter.
 - (2) Maintenance. All signs and components thereof shall be kept in good repair and in safe, neat, clean and attractive condition.
 - (3) Removal of sign. The Township Zoning Officer shall give written notice for the removal of any permanent sign erected or maintained in violation of this chapter. Upon failure to comply with this notice within 10 calendar days of the date of the notice, the Township Zoning Officer shall issue a summons to the property and/or business owner into the Evesham Municipal Court. Temporary signs erected or maintained in violation of this chapter may be removed by the Zoning Officer without notice. The Zoning Officer shall remove any sign immediately and without notice if the sign presents an immediate threat to the safety of the public. Any sign removal shall be at the expense of the property owner.
 - (4) Abandoned signs.
 - (a) Any sign which advertises or pertains to a business, product, service, event, activity, or purpose which is no longer conducted or that has not been in use for three months or which is no longer imminent, or any sign structure that no longer displays any sign copy for a like period, shall be deemed to be abandoned.
 - (b) Permanent signs applicable to a business temporarily suspended because of a change of ownership or management shall not be deemed abandoned unless the property remains vacant for a period of six months for nonconforming signs, or 12 months if the signs otherwise conform to all provisions of this chapter.
 - (c) Abandoned signs are prohibited and shall be removed by the owner of the property, his agent, or person having the beneficial use of the building or site upon which such sign or structure is erected within 30 days after written notification from the Township Zoning Officer.

- (d) In the event of noncompliance with the aforesaid terms and provisions, then the Township Zoning Officer shall have the authority to issue a summons to the property and/or business owner and/or lessee to appear before the Evesham Municipal Court for a hearing.