

ORDINANCE NO. 2021- 35

ORDINANCE AMENDING ORDINANCE 2009-72, AS AMENDED, CHAPTER 425, ARTICLE VII, SECTION 425-78 OF THE CODE OF THE CITY OF VINELAND ENTITLED SIGNAGE.

WHEREAS, many new types of electronic signs have come into existence including digital and electronic signs that pose issues regarding traffic safety and aesthetics; and

WHEREAS, City Council has requested the Planning Board to make recommendations regarding the proper control and management of signs; and

WHEREAS, the Planning Board of the City of Vineland has adopted Resolution No. 6446 making certain finding of fact and recommendations regarding signage issues within the City; and

WHEREAS, City Council has considered the decision of the Planning Board contained in Resolution No. 6446 and finds the recommendations to be necessary to address the issues which developed over the years including new electronic and digital signs; and

WHEREAS, City Council finds the recommended revisions to the Municipal Land Use Law will standardize signage requirements with the City and alleviate sign problems.

NOW THEREFORE BE IT ORDAINED by the City Council of the City of Vineland as follows:

1. City Council hereby adopts the findings and conclusions and decision of the Vineland Planning Board as outlined in Resolution No. 4664 and incorporates herein by reference their findings.

2. Chapter 425, Article VII, Section 425-78 of the Code of the City of Vineland is hereby deleted in its entirety and replaced as follows:

§ 425-78 Signage.

[Amended 2-28-1995 by Ord. No. 95-8; 7-25-1995 by Ord. No. 95-46; 1-23-1996 by Ord. No. 96-4]

A. Purpose. It is the purpose of this section to regulate exterior signage to promote and protect the public health, safety and welfare. More specifically, it is the purpose of this section to:

- (1) Enhance the aesthetic environment.
- (2) Encourage the effective utilization of signage as a means of identifying establishments.
- (3) Create an attractive and viable business climate.
- (4) Maintain the character of residential neighborhoods and rural areas.
- (5) Protect the natural environment.
- (6) Minimize possible adverse effects on adjoining properties.
- (7) Ensure compatibility of signage with surrounding land uses by regulating said signage based on the character of an area (zoning district) rather than on the nature of an establishment.
- (8) Improve both pedestrian and vehicular safety by reducing distractions, obstructions and hazards caused by the indiscriminate use or placement of signage.
- (9) Ensure uncluttered streetscapes.
- (10) Reverse prior practices which allowed for excessive signage.
- (11) Limit the competitive nature of signage, which has led to excessive signage, by implementing reasonable and consistent regulations.

B. Applicability. The regulations of this section shall govern and control the placement, establishment, erection, enlargement, expansion, alteration, operation, maintenance, relocation and removal of all signs within the City, with the exception of public signs, visible from any public street, road or sidewalk or adjoining property. Any signage not expressly permitted by these regulations shall be prohibited.

C. Definitions. Words and phrases used in this section shall have the meanings set forth in this section. Words and phrases not defined in this section, but defined elsewhere in this chapter, shall be given the meanings set forth in said chapter. All other words and phrases shall be given their common, ordinary meanings, unless the context clearly requires otherwise. The following definitions shall be applicable to this section:

ANIMATED SIGN

Any sign or part of a sign which changes physical condition by any movement or rotation or which utilizes changes in lighting or materials to give the visual impression of such movement or rotation.

ATTENTION-GETTING DEVICE

Any device, with or without commercial message, designed or intended to attract attention because of size, or because of sudden, intermittent or rhythmic movement or physical change, or because of lighting. Such devices shall include, but not be limited to, pennants, banners, nongovernmental flags, streamers, tethered balloons, propellers, whirlygigs, carnival lights, beacons, searchlights, flashing signs and inflatable or oversized decorations.

AWNING or CANOPY

Any fabric, plastic or structural protective cover over a door, entrance, window or outdoor service area. A marquee is not an awning or canopy for purposes of this section.

AWNING, CANOPY OR MARQUEE SIGN

Any sign that is mounted or painted on or is attached to or is a part of an awning, canopy or marquee, such that no part of the sign shall extend above, below or beyond the physical dimensions of such awning, canopy or marquee, except as allowed for a wall sign. For purposes of this chapter, an awning, canopy or marquee sign shall be considered a wall sign.

BANNER

Any sign of lightweight fabric or similar material that is mounted on a pole or a building at one or more edges. For purposes of this chapter, a banner shall be considered an attention-getting device.

BEACON

Any light with one or more beams directed into the atmosphere or directed at one or more off-site points or any light with one or more beams that rotate or move. For purposes of this chapter, a beacon shall be considered an attention-getting device.

BILLBOARD

Any sign which directs attention to a business, product, service or entertainment conducted, sold or offered at a location other than the property on which the sign is located. A billboard may also be a sign with no commercial message. Except in the Pinelands Area of the City, billboard, for purposes of this chapter, shall not include signage placed upon New Jersey Transit weather shelters within public right-of-way, if approved by City Council.

BUILDING MARKER

Any sign indicating the name of a building and date of its construction which is cut into a masonry surface or is made of bronze or other permanent material.

BULLETIN BOARD SIGN

Any sign which identifies an institution or organization on the premises on which it is located and which contains the name of the institution or organization and the name or names of the person or persons connected with it, greetings, announcements of events or activities, or similar messages. For purposes of this chapter, a bulletin board sign shall be considered either a freestanding sign or a wall sign, whichever is appropriate.

COMMERCIAL MESSAGE

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

CONSTRUCTION SIGN

Any sign erected on premises upon which construction is taking place, during the period of such construction, indicating the names of the architects, contractors or similar artisans or the owners, financial supporters, sponsors or similar persons or firms having a role or interest with respect to the structure or project.

DIGITAL SIGN

Any sign which changes message or copy electronically

DIRECTIONAL SIGN

Any sign, with no commercial message, which guides and controls access and on-site traffic flow. For purposes of this chapter, a directional sign shall be considered an incidental sign.

DIRECTORY SIGN

Any sign giving the name or name and location of the occupants of the building to which the sign is associated.

DISTANCE OF SIGN PROJECTION

The horizontal distance from the exterior wall surface of a building to the sign element the farthest distance from said surface.

FLASHING SIGN

Any directly or indirectly illuminated sign which exhibits changing natural or artificial light or color effects by any means whatsoever. For purposes of this chapter, a flashing sign shall be considered an attention-getting device.

FREESTANDING SIGN

Any sign supported by structures that are placed on or are anchored in the ground and that are independent from any building. In addition to ground, pole and pylon signs, for purposes of this chapter, a sign placed on a decorative, wall-like structure shall be considered a freestanding sign.

GOVERNMENTAL FLAG

Any fabric banner or bunting containing distinctive colors, patterns or markings used as a symbol of a government, political subdivision or institution.

GROUND SIGN

Any sign, other than a pole or pylon sign, supported by structures that are placed on or are anchored in the ground and that are independent from any building, such that the bottom edge of the sign face of any ground sign shall be less than six feet above grade. For purposes of this chapter, a ground sign shall be considered a freestanding sign.

HOLIDAY DECORATIONS

Decorations, with no commercial message, clearly incidental to and customarily and commonly associated with any national, local or religious holiday, displayed during appropriate seasons.

IDENTIFICATION SIGN

Any sign giving the name, logo, trademark or other identifying symbol, address or any combination of the name, symbol and address of a building, business, development or establishment on the premises where it is located.

ILLUMINATION

The lighting of a sign supplied in any manner by an artificial light source.

INCIDENTAL SIGN

Any informational sign, with no commercial message, that has a purpose secondary to the use of the property on which it is located. For purposes of this chapter, directional signs, in addition to signs providing information on hours of operation, accepted credit cards, menus and the location of rest rooms and telephones, shall be considered incidental signs.

INTEGRAL ROOF SIGN

Any roof 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 associated roof structure and such that no part of the sign is separated from the roof by a space of more than two feet. For purposes of this chapter, an integral roof sign shall be considered a wall sign.

LUMINANCE

The intensity of light emitted from a surface per unit area at its source. Luminance levels shall be measured at the face of the object.

MARQUEE

Any permanent roof-like structure projecting beyond a building or extending along and projecting beyond the wall of the building, generally designed and constructed to provide protection from the weather.

NONCONFORMING SIGN

Any sign which lawfully existed prior to the adoption, revision or amendment of this chapter, but which now fails to comply with all the standards and regulations contained herein by reason of said adoption, revision or amendment.

PENNANT

Any lightweight plastic, fabric or other material, with or without commercial message, suspended from a rope, wire or string, usually in a series, designed to move in the wind. For purposes of this chapter, a pennant shall be considered an attention-getting device.

POLE OR PYLON SIGN

Any sign that is mounted on a pole or pylon or other supports such that the bottom edge of the sign face is six feet or more above grade. For purposes of this chapter, a pole or pylon sign shall be considered a freestanding sign.

POLITICAL SIGN

Any sign announcing or supporting political candidates or issues in connection with any national, state or local election. A political sign is not a temporary sign for purposes of this section.

PORTABLE SIGN

Any sign that is not permanently affixed to a building, a structure or the ground. Such signs shall include, but not be limited to, signs designed to be transported by means of wheels; signs converted to A-frames, T-frames, or sandwich boards; and signs attached to or painted on vehicles parked and visible from any public right-of-way, unless said vehicles are used in the normal day-to-day operation of the business. For purposes of this chapter, a portable sign shall be considered a temporary sign.

PRIVATE SALE OR EVENT SIGN

Any sign advertising the private sale of personal property at a person's residence, such as garage sales, rummage sales and the like, or private not-for-profit events, such as picnics, carnivals, bazaars, game nights, art fairs, craft shows and the like, erected only for a limited period of time.

PROJECTING SIGN

Any sign that is wholly or partly dependent upon a building for support and which has a distance of sign projection of more than two feet.

PUBLIC SIGN

Any sign erected by or on behalf of a governmental body or public utility pursuant to any law, ordinance or governmental regulation or in discharge of any governmental function, such as posting legal notices, identifying public or utility property, conveying public information or directing or regulating pedestrian or vehicular traffic within public rights-of-way.

REAL ESTATE SIGN

Any sign pertaining to the sale or lease of the premises or a portion of the premises on which the sign is located.

RESIDENTIAL SIGN

Any sign located in a residential zone that contains no commercial message except advertising for goods or services legally offered on the premises where the sign is located, if offering such services at such location conforms with all the requirements of this chapter.

ROOF SIGN

Any sign that is integral to or is erected or constructed upon the roof of a building or which is dependent on a building for support and which extends above the highest point of a building with a flat roof, the eave line of a building with a gambrel, gable or hip roof or the declivity of a building with a mansard roof.

SIGN

Any object, device, display, structure, fixture, placard or part thereof situated outdoors or visible from outdoors, which is used to announce, advertise, identify, display, direct or attract attention to or communicate information of any kind about an object, person, institution, organization, business, product, service, event, subject or location by any means, including words, letters, figures, designs, symbols, fixtures, colors, forms, graphics, illumination or projected images. For purposes of this chapter, a governmental flag; an emblem or insignia of any governmental, institutional, religious, fraternal or civic organization; a window display; a work of art which relates no commercial message or an athletic field scoreboard shall not be considered a sign.

SIGN FACE

The entire surface area of a sign on which copy could be placed. The computation of sign face area is explained more fully in Subsection I(1).

SIGN HEIGHT

The vertical distance from the base of a sign to the top of the highest attached component of the sign. The computation of sign height is explained more fully in Subsection I(2).

TEMPORARY SIGN

Any sign or advertising display generally but not always constructed of cloth, canvas, fabric, paper, plastic, plywood or other lightweight material, designed or intended to be displayed for a limited period of time.

WALL SIGN

Any sign fastened parallel to or painted on or confined within the wall of a building in such a manner that the wall becomes the supporting structure for or forms the background surface of the sign and which has a distance of sign projection of not more than two feet.

WINDOW SIGN

Any sign, with the exception of a directory, identification or incidental sign, which is applied or attached to the interior or exterior of a window. For purposes of this chapter, a window sign shall be considered a wall sign.

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D. Permitted signs. The following signs shall be permitted if in accordance with all the regulations of this section and with § 425-308:

- (1) Billboards.
- (2) Building markers.
- (3) Digital signs.
- (4) Construction signs (maximum sign face area: four square feet for properties within residential zones and 32 square feet for properties within business or industrial zones; maximum number of signs: one per company or firm per street frontage).
- (5) Directory signs (maximum sign face area: four square feet; maximum number of signs: one per building entrance).
- (6) Freestanding signs.
- (7) Holiday decorations.
- (8) Identification signs (maximum sign face area: two square feet; maximum number of signs: one per street frontage).
- (9) Incidental signs (maximum sign face area: two square feet; no maximum number of signs).
- (10) On-site real estate signs. [Amended 12-23-2008 by Ord. No. 2008-87]
 - (a) "For sale" signs. The maximum sign face area is four square feet for properties within residential zones and 32 square feet for properties within business or industrial zones. The maximum number of signs: one per street frontage.
 - (b) "Open house" signs are permitted in addition to "for sale" signs within residential zones. The maximum sign face area is four square feet. The maximum number of signs: one per street frontage. The maximum display time: three days per open house.
 - (c) For purposes of this section, "open house" shall be defined as a maximum of two consecutive days for which a property within a residential zone is advertised to be opened to the general public without appointments. The sellers or their representatives shall be on-site and available to permit entry to the premises for the purpose of showing the property to prospective purchasers.
- (11) Political signs (maximum sign face area: four square feet for properties within residential zones and 32 square feet for properties within business or industrial zones; maximum number of signs: one per candidate or issue per street frontage).
- (12) Private sale or event signs (maximum sign face area: four square feet for properties within residential zones and 32 square feet for properties within business or industrial zones; maximum number of signs: one per street frontage).
- (13) Public signs (exempt from regulations of this section).
- (14) Residential signs.
- (15) Temporary signs.
- (16) Trespassing notices (maximum sign face area: two square feet; no maximum number of signs).
- (17) Wall signs.

E. Prohibited signs. The following signs shall be prohibited in all zoning districts:

- (1) Animated signs.
- (2) Attention-getting devices (banners and nongovernmental flags erected by the Vineland Downtown Improvement District within the Vineland Downtown Improvement District area shall be exempt from this chapter provision).
- (3) Off-site real estate signs.
- (4) Portable signs, except those approved as temporary signs.
- (5) Projecting signs.
- (6) Roof signs, except those that are integral roof signs.

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(7) Signs painted on or affixed to trees, utility poles, rocks, curbs, sidewalks, fences, lamps, hydrants, benches, refuse containers or enclosures, weather shelters or bridges (signage placed upon New Jersey Transit weather shelters within public right-of-way, if approved by City Council, shall be exempt from this chapter provision).

(8) Signs which contain statements, words or pictures of an obscene nature.

(9) Signs which project into or over public right-of-way (signage placed upon New Jersey Transit weather shelters within public right-of-way, if approved by City Council, and banners and nongovernmental flags erected by the Vineland Downtown Improvement District within the Vineland Downtown Improvement District area shall be exempt from this chapter provision).

(10) Signs which simulate in color, form, character, shade or lighting or which could otherwise be mistaken for functional, directional or warning signals maintained by governmental agencies, railroads or public utilities.

F. Nonconforming signs. A sign which lawfully existed prior to the adoption, revision or amendment of this chapter, but which now fails to comply with all the standards and regulations contained herein by reason of said adoption, revision or amendment shall be deemed a nonconforming sign. Said sign shall not be reconstructed, relocated, replaced, enlarged or changed in nature, purpose or type. Said sign may only be cleaned, repainted or repaired, provided that no structural change is made.

G. Sign zoning permit. No sign, except those enumerated in Subsection **H**, shall be erected, reconstructed, relocated, enlarged or changed in nature, purpose or type prior to issuance of a sign zoning permit by the Zoning Officer and construction permits, if necessary, by the Department of Licenses and Inspections. For issuance of a sign zoning permit, a sign must be in conformance with the provisions of this section and with § **425-308** or have been approved by the Planning Board or Zoning Board of Adjustment. (For a sign not in conformance with the provisions of this section and with § **425-308**, copies of the application for a sign zoning permit, which shall be considered an application for minor site plan and variance approval, shall be submitted to the Board having jurisdiction. More explicitly, for a sign not in conformance with the provisions of this section and with § **425-308** for a property with a single-family dwelling, duplex, farm or nonconforming use or for a property which is subject to a use variance, application shall be made to the Zoning Board of Adjustment. For a sign not in conformance with the provisions of this section and with § **425-308** for a property without a single-family dwelling, duplex, farm or nonconforming use or for a property which is not subject to a use variance, application shall be made to the Planning Board.) An application to the Zoning Officer for a sign zoning permit shall include the following:

(1) The applicant's name, address and telephone number.

(2) The property owner's name, address and telephone number.

(3) The authorization by property owner to erect the sign if the applicant is not the property owner.

(4) The name, address and telephone number of the sign company which will erect the sign.

(5) The block and lot numbers of the property upon which the sign will be erected.

(6) A plot plan of any property on which a freestanding sign is to be placed, giving the dimensions of the property and the location of all buildings, sidewalks, driveways, drive aisles and parking stalls, showing the exact location of the proposed sign and all existing signs, referencing distances to property lines, in sufficient detail to illustrate conformity to this chapter.

(7) An elevation view of any building on which a wall sign is to be attached or painted, showing the dimensions of the building facade and the dimensions of the

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proposed sign and all existing signs in sufficient detail to illustrate conformity to this chapter.

(8) A copy of the plans and specifications of the sign, showing the size (sign face area, sign height and sign clearance) and the method of construction, illumination and support, in sufficient detail to illustrate conformity to this chapter.

(9) Calculation of the total amount of sign area, by type, presently existing on the property.

(10) For Digital Signs only: Contractor shall provide a statement indicating sign to be installed will be

In conformance with all standards as noted in Section 425-78.L.(3).

H. Signs or activities not requiring a sign zoning permit. The following signs or activities, while regulated by this chapter, shall not require a sign zoning permit:

(1) Banners and nongovernmental flags erected by the Vineland Downtown Improvement District within the Vineland Downtown Improvement District area.

(2) Building markers.

(3) Construction signs (maximum sign face area: four square feet for properties within residential zones and 32 square feet for properties within business or industrial zones; maximum number of signs: one per company or firm per street frontage).

(4) Directory signs (maximum sign face area: four square feet; maximum number of signs: one per building entrance).

(5) Holiday decorations.

(6) Identification signs (maximum sign face area: two square feet; maximum number of signs: one per street frontage).

(7) Incidental signs (maximum sign face area: two square feet; no maximum number of signs).

(8) On-site real estate signs. [Amended 12-23-2008 by Ord. No. 2008-87]

(a) "For sale" signs. The maximum sign face area is four square feet for properties within residential zones and 32 square feet for properties within business or industrial zones. The maximum number of signs: one per street frontage.

(b) "Open house" signs are permitted in addition to "for sale" signs within residential zones. The maximum sign face area is four square feet. The maximum number of signs: one per street frontage. The maximum display time: three days per open house.

(c) For purposes of this section, "open house" shall be defined as a maximum of two consecutive days for which a property within a residential zone is advertised to be opened to the general public without appointments. The sellers or their representatives shall be on-site and available to permit entry to the premises for the purpose of showing the property to prospective purchasers.

(9) Political signs (maximum sign face area: four square feet for properties within residential zones and 32 square feet for properties within business or industrial zones; maximum number of signs: one per candidate or issue per street frontage).

(10) Private sale or event signs (maximum sign face area: four square feet for properties within residential zones and 32 square feet for properties within business or industrial zones; maximum number of signs: one per street frontage).

(11) Public signs (exempt from regulations of this section).

(12) Trespassing notices (maximum sign face area: two square feet; no maximum number of signs).

(13) Changing the copy of an approved changeable copy sign.

(14) Cleaning or repainting an existing sign.

(15) Repairing an existing sign, provided that no structural change is made.

I. Sign standards. The following standards, in addition to those in § 425-308, shall be applicable to all signs regulated by this chapter, including signs not requiring a sign zoning permit.

(1) Sign face area shall be subject to the following provisions:

(a) Sign face area shall be computed by dimensioning the area enclosed by one rectangle, the sides of which touch the extreme points or edges of the sign, not including the supporting structure, unless such structure is made a part of the sign's message.

(b) Sign face area of a sign composed of characters or words which are attached directly to the surface of a building or structure in such a manner that the wall of the building or structure forms the background surface of the sign shall be computed by dimensioning the area enclosed by one rectangle which encloses the characters or words. In the event that the wall of the building or structure, or portion thereof, is painted or altered in some manner to create a defined background for the characters or words, the painted or altered area shall be considered part of the sign.

(c) For double-faced signs, where two identical sign faces are placed back to back so that both faces cannot be viewed from any point at the same time and so that the two identical sign faces are part of the same sign structure, sign face area shall be computed by dimensioning one of the sign faces.

(d) Properties fronting on two or more streets are allowed the permitted sign face area for each street frontage if the permitted sign face area for each street frontage is oriented toward the traffic on each street, unless otherwise limited by the permitted number of signs.

(e) Sign face area for wall signs that are oriented toward a particular street may not exceed the total sign face area derived from the wall area fronting on said street. Signage cannot be accumulated and used on one street in excess of that allowed for lots with only one street frontage.

(f) In instances where a multitenant building is not oriented toward a street frontage, meaning the intended front facade is oriented toward a side or rear yard, wall signs may be placed upon said intended front facade. The standards applicable to wall signs placed upon the side of the building oriented toward a street frontage shall be utilized.

(g) For purposes of this chapter, a limited access highway such as Route 55 shall be prohibited from erecting freestanding signage along said frontage. Wall signage shall be allowed along a limited access highway in accordance with the applicable signage standards.

(2) Sign height, which relates only to a sign not fastened parallel to or painted on or confined within the wall of a building, shall be subject to the following provision:

(a) Sign height shall be computed as the distance from the base of a sign at normal grade to the top of the highest attached component of the sign. Normal grade shall be construed to be the lowest of either the existing grade prior to construction or the newly established grade after construction, exclusive of any filling, berming, mounding or excavation solely for the purpose of locating the sign. In cases in which the normal grade cannot reasonably be determined, sign height shall be computed assuming that the elevation of the normal grade at the base of the sign is equal to the elevation of the nearest point in the crown of the adjoining public street or the grade of the land at the principal entrance to the principal structure on the property, whichever is lower.

(3) Sign clearance, which relates only to a sign not fastened parallel to or painted on or confined within the wall of a building, shall be subject to the following provisions:

(a) Signs over sidewalks, driveways, drive aisles and parking stalls shall have a minimum clearance of nine feet.

(b) There shall be no obstruction within 10 feet of any public right-of-way between the height of two feet and 10 feet to ensure adequate sight lines for driveways and intersections.

(c) There shall be no obstruction within 10 feet of any intersection of driveways or drive aisles, as measured from the edges of said driveways or drive aisles, between the height of two feet and 10 feet to ensure adequate sight lines.

(4) Number of signs shall be subject to the following provisions:

(a) A singular property may have wall, freestanding and temporary signs, or any combination thereof, if permitted by § 425-308.

(b) Properties fronting on two or more streets are allowed the permitted number of signs for each street frontage if the permitted number of signs for each street frontage is oriented toward the traffic on each street. Signage cannot be accumulated and used on one street in excess of that allowed for lots with only one street frontage. For purposes of this chapter, a limited access highway such as Route 55 shall not be considered a street frontage.

(c) Sites developed as a singular entity, even when comprised of multiple lots, shall be regulated as a singular property for purposes of this chapter.

(5) Illumination shall be subject to the following provisions, unless otherwise stated in this section:

(a) No direct light or significant glare from any sign shall be cast on any public street, road or sidewalk or adjoining property.

(b) A sign may be lighted either internally or externally.

J. Construction and installation. Construction and installation of signs shall conform to the provisions of the New Jersey Uniform Construction Code. No sign shall be erected prior to issuance of required permits.

K. Maintenance. All signs shall be maintained in good structural condition, in compliance with the New Jersey Uniform Construction Code and in conformance with the ordinance under which they were approved.

L. Signs of special concern. Temporary signs and political signs are of special concern, thereby requiring additional regulatory controls.

(1) Temporary signs shall be subject to the following provisions:

(a) The message carried on a temporary sign shall pertain to and be limited to the business conducted on the premises.

(b) A property shall only display a single temporary sign at any one time.

(c) A property shall be limited to 60 days per calendar year for a temporary sign, irrespective of the number of businesses or tenants located on the property.

(d) It shall be the responsibility of the owner of a property with multiple tenants to determine which tenant or tenants may utilize temporary signs and for what duration.

(2) Political signs shall be subject to the following provisions:

(a) No political sign shall have a sign face area greater than four square feet for a property within a residential zone or 32 square feet for a property within a business or industrial zone.

(b) The maximum number of political signs per property shall be one per candidate or issue per street frontage.

(c) The sum of \$100 shall be deposited by an authorized agent for each 100 political signs to be posted, or fraction thereof, with the Zoning Officer as surety to guarantee removal within 20 days following the respective election.

(d) No political sign shall be erected and maintained for a period longer than 60 days.

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(3) Digital signs shall be subject to the following provisions:

(a) Digital signs shall contain a default design that will freeze the sign in one position if a malfunction occurs.

(b) The change from one display to the next shall be completely accomplished within one (1) second or less and the entire display shall change at the same time.

(c) All displays shall remain fixed for an interval of at least eight (8) seconds.

(d) Digital signs shall not display any image that is flashing, animated, moves, or appears to move. No digital sign shall be illuminated by intermittent or moving.

(e) No digital sign shall be operated so that the meaning of one display I continued on the next display.

(f) Digital sign brightness shall not exceed the maximum luminance level of seven hundred (700) cd/m² or Nits at least one-half hour before apparent sunset, as determined by the National Oceanic and Atmospheric Administration (NOAA), US Department of Commerce, for the specific geographic location and date. The maximum luminance level must not be exceeded throughout the night until apparent sunrise, as determined by NOAA. Luminance levels shall be measured at the face of the digital sign.

(g) In the event a digital sign has malfunctioning sections which are unable to display any message and could be potentially hazardous to passing vehicles, the Owner shall keep the digital sign in an "Off" state until appropriate maintenance can be performed to restore the sign to proper working condition. The Owner shall have sixty (60) days to repair the digital sign. After such time, the sign shall be removed and any future signage will require submission and approval of a new sign zoning permit.

M. Enforcement. Any sign, with the exception of a nonconforming sign, erected or installed without a sign zoning permit or in violation of an approved sign permit or in violation of this chapter shall be subject to enforcement by the Zoning Officer and fines of \$10 per day for each day of violation.

Passed first reading:

Passed final reading:

President of Council

Approved by the Mayor:

Mayor

ATTEST:

City Clerk

RESOLUTION NO. 6446

**RESOLUTION OF FINDING AND CONCLUSIONS AND
DECISION OF THE VINELAND PLANNING BOARD**

WHEREAS, the Zoning Committee of Planning Board of the City of Vineland has undertaken a review of *Section 425-78* Signage of the City's Land Use Ordinance; and

WHEREAS, the Zoning Committee has recommended certain changes to *Section 425-78* Signage; and

WHEREAS, the Planning Board has considered the recommendation of the Zoning Committee and concurs with the recommendations of the Zoning Committee; and

WHEREAS, the Planning Board finds that signs within the City have been an ongoing problem and the proposed revisions to the Ordinance will standardize signage requirements within the City and alleviate sign problems.

NOW, THEREFORE, BE IT RESOLVED, by the Planning Board of the City of Vineland that recommendation is made to City Council to amend the City's Land Use Ordinance so as to adopt in its entirety revised *Section 425-78* Signage. The proposed Ordinance revision is attached hereto and incorporated by reference into this resolution.

The Board finds that the proposed revision to *Section 425-78* Signage should be adopted by City Council as part of the City's Land Use Ordinance.

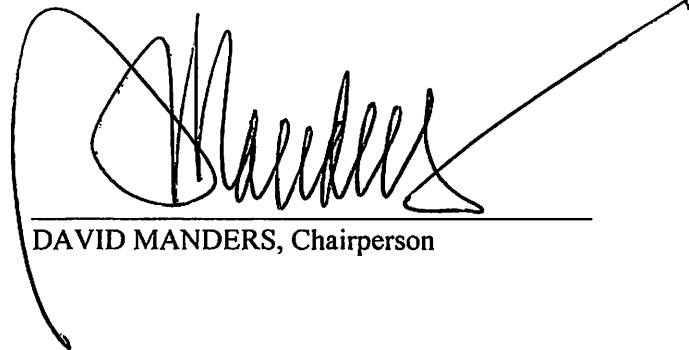
The foregoing is a true copy of the Resolution of decision adopted by the Planning Board of the City of Vineland at a meeting held on May 12, 2021 as reflected in the recorded minutes of said meeting.

ADOPTED DATE: May 12, 2021

Attest:


YASMIN RICKETTS, Secretary

PLANNING BOARD OF THE
CITY OF VINELAND


DAVID MANDERS, Chairperson