

**AN ORDINANCE BY PRINCETON
CONCERNING ACCESSORY SIGNS
IN PRINCETON’S BUSINESS
DISTRICTS AND AMENDING THE
"CODE OF THE BOROUGH OF
PRINCETON, NEW JERSEY, 1974".**

WHEREAS, the Borough of Princeton and Township of Princeton pursuant to the provisions of the New Jersey Municipal Consolidation Act, N.J.S.A. 40:43-66.35, consolidated as Princeton on January 1, 2013; and

WHEREAS, pursuant to N.J.S.A. 40:43-66.64, the Princeton Council on January 1, 2013 adopted a Resolution continuing in effect Ordinances of the former Borough of Princeton and the former Township of Princeton as a new Code for Princeton is prepared; and

WHEREAS, the Princeton Council’s Code Subcommittee, in consultation with the Planning Department, has reviewed, and recommends revisions to, section 17A-368(d) of Chapter 17A of the "Code of the Borough of Princeton, New Jersey, 1974," which pertains to a category of temporary signs permitted in Princeton’s business buildings in its RO, RB, NB, CB and SB districts commonly referred to as “A-frame” or “sandwich board” signs; and

WHEREAS, such review and periodic revisions to the “A-frame” or “sandwich board” sign regulations are desirable from a planning standpoint because, among other reasons:

- The Princeton Master Plan encourages the community to use sound urban design principles to enhance the character and appearance of the downtown area; and
- The Princeton Council desires to create and maintain a safe pedestrian environment in the downtown area by limiting the size and placement of signs on the sidewalk so signs do not interfere with pedestrian movement; and
- The Princeton Council seeks to create an aesthetically pleasing environment in the downtown area by controlling the size and location of signs on the sidewalk; and

WHEREAS, the Princeton Council wishes to adopt said Code revisions which will become a part of the new Princeton Code at a future date.

NOW, THEREFORE, BE IT ORDAINED by the Princeton Council as follows:

Section 1. Subsection 17A-368(d) of the "Code of the Borough of Princeton, New Jersey, 1974" regarding accessory signs is hereby amended to read as follows:

Sec. 17A-368. Accessory signs – Permitted in business districts.

The following main business signs, signs on windows, doors and awnings, directory signs, special signs, paper signs, and parking rate signs are permitted accessory to each business building in RO, RB, NB, CB and SB districts:

- (d) Special signs.
 - (2) One temporary free-standing advertisement or menu sign may be displayed during hours of business operation for each business located at the street level and basement level, subject to the following restrictions:
 - a. Maximum dimensions. The height of the sign shall not exceed four feet and the width of the sign shall not exceed three feet. The sign may be single- or double-sided. The total square footage of each side of the sign shall not exceed twelve feet.
 - b. Proximity to business façade. The sign shall be located no more than four feet from the business façade it advertises.
 - c. Sidewalk placement. The sign shall be located to ensure that there shall be a minimum of six feet of unobstructed sidewalk along Nassau Street and a minimum of four feet of unobstructed sidewalk along all other streets.
 - d. Safety and stability. The sign shall be kept orderly, safe and upright at all times it is displayed, including during inclement weather, and shall not create a danger or hazard (including tripping hazard) to pedestrians using the sidewalk. At the end of each business day, the sign shall be removed from the sidewalk.
 - e. Miscellaneous. The sign shall not be illuminated.

- (3) In lieu of the temporary free-standing advertisement or menu sign permitted in subsection 17A-368(d)(2) immediately above, three or more businesses otherwise permitted to display a sign in accordance with subsection 17A-368(d)(2) may display one multi-business free-standing advertisement or menu sign representing those businesses, subject to the following restrictions:
- a. Maximum dimensions. The height of the sign shall not exceed five feet and the width of the sign shall not exceed three feet. The sign may be single- or double-sided. The total square footage of each side of the sign shall not exceed fifteen feet.
 - b. Proximity to business façade. The sign shall be located no more than four feet from at least one of the business façades it advertises.
 - c. Sidewalk placement. The sign shall be located to ensure that there shall be a minimum of six feet of unobstructed sidewalk along Nassau Street and a minimum of four feet of unobstructed sidewalk along all other streets.
 - d. Safety and stability. The sign shall be kept orderly, safe and upright at all times it is displayed, including during inclement weather, and shall not create a danger or hazard (including tripping hazard) to pedestrians using the sidewalk. At the end of each business day, the sign shall be removed from the sidewalk.
 - e. Miscellaneous. The sign shall not be illuminated.
 - f. One sign per business. Any business advertised by a sign permitted in this subsection 17A-368(d)(3) shall not be permitted to have a sign under subsection 17A-368(d)(2) above.
- (4) A zoning permit shall be secured from the development enforcement officer in accordance with section 17A-214 prior to the placement of any sign under the provisions of subsections 17A-368(d)(2) and (3) above. The following shall accompany the request for zoning permit:
1. A scaled drawing or survey of the proposed location of the sign and its location relative to the business façade. Said drawing or survey shall also demonstrate that pedestrian traffic along the sidewalk upon which the sign is be located

will in no way be impeded, and that there shall be a minimum of six feet of unobstructed sidewalk on Nassau Street and a minimum of four feet on other streets; and

2. A colored rendering of each side of the proposed sign, including its dimensions.

Section 2. All ordinances and resolutions or parts thereof inconsistent with this Ordinance are repealed.

Section 3. If any section, subsection, sentence, clause, phrase or portion of this Ordinance is for any reason held invalid or unconstitutional by any court of competent jurisdiction, such portion shall be deemed a separate, distinct, and independent provision, and such holding shall not affect the validity of the remaining portion thereof.

Section 4. The provisions of this Ordinance shall be applicable within Princeton upon final adoption and shall become a part of the new Princeton Code once completed and adopted, except that a temporary free-standing sign that is in compliance with the provisions of section 17A-368(c)(2) in effect prior to the effective date of this Ordinance, but that does not conform to the provisions of this Ordinance, shall be brought into compliance with provisions of this Ordinance no later than March 31, 2016.

This ordinance is part of the ongoing process of merging and harmonizing the code provisions of former Princeton Borough and former Princeton Township into a new code for the consolidated municipality of Princeton. It updates the standards affecting temporary free-standing signs in the municipality's business districts commonly referred to as "A-frame" or "sandwich board" signs.

I, Kathleen K. Brzezynski, Deputy Clerk of Princeton, County of Mercer, State of New Jersey, do hereby certify that the foregoing is a true copy of an ordinance adopted by the Mayor and Council of Princeton at its meeting held December 7, 2015.



Kathleen K. Brzezynski
Deputy Clerk