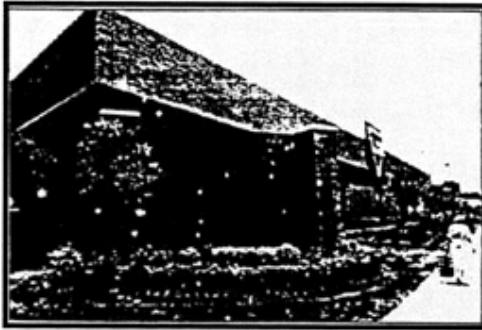
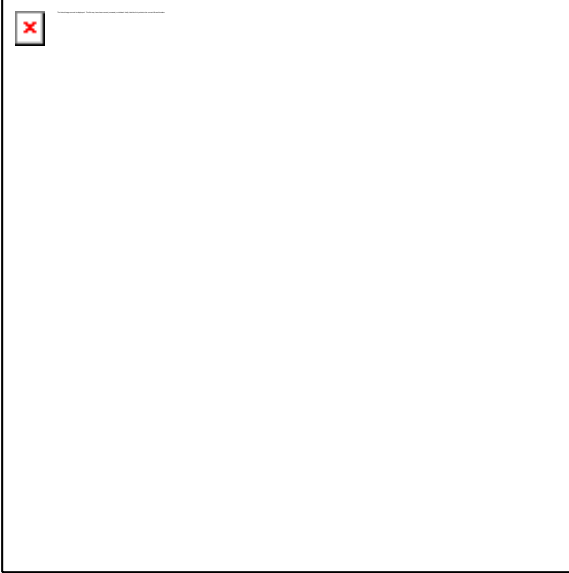
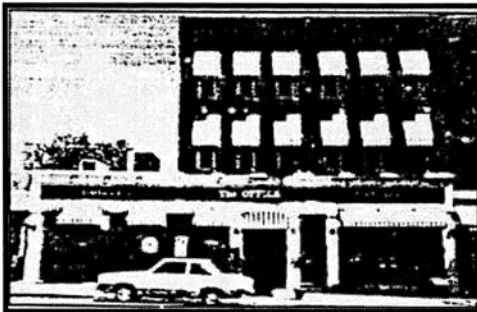
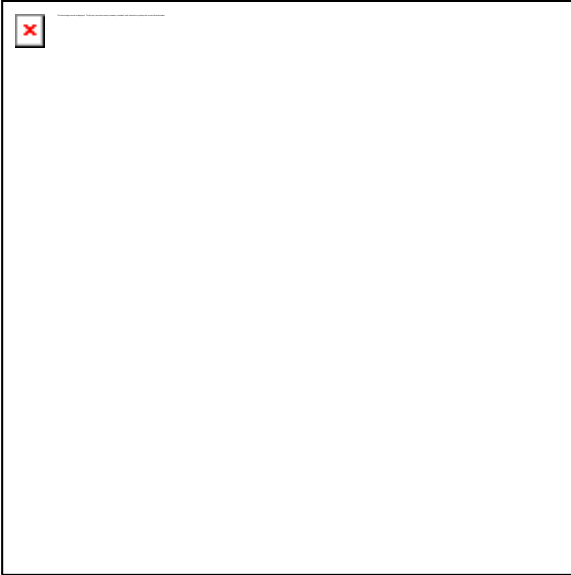


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§ 345-68. - Signs.





A. Exempt Signs. **[Amended 1-29-2014 by Ord. No. 14-006]**

1. Any public notice or warning required by a valid and applicable federal, state, county or local law, regulation or ordinance.
2. Any sign which is inside a building, not attached to a window or door, and is not readable from a distance of more than three (3) feet beyond the lot line of the lot or parcel nearest to where such sign is located.
3. Holiday lights and decorations with no commercial message.
4. Any sign describing the history of the building with tablets, cornerstones or similar, plaques embedded on the façade below four (4) feet.
5. Traffic control signs on private property, which meet Department of Transportation standards, and which contain no commercial message of any sort.

6. Flags of the United States, New Jersey, the City of Jersey City and flags of foreign nations.
 7. Signs or banners advertising public or quasi-public events that are posted with the permission of the City Council or of any person to whom the City Council has delegated this authority according to guidelines set by City Council.
 8. Pump mounted fuel price information signs subject to the following:
 - a. Only one (1) fuel price informational sign shall be permitted per fuel pump.
 - b. Fuel price informational signs shall be limited in size to an area of two hundred sixteen (216) square inches in accordance with State and Federal regulations.
 - c. Each fuel price informational sign shall be affixed directly and firmly to a fuel pump and shall be stationary.
 - d. Nothing herein shall be construed to prohibit the advertisement of fuel prices on any other sign meeting the requirements of this section.
 9. U.S. Postal Regulation Mailboxes.
 10. Political Signs. Such signs may be displayed for a period of not more than thirty (30) days before the election and not more than three (3) days after the election.
- B. Zoning Standards. [Amended [5-8-2013 by Ord. No. 13-053](#) ; [1-29-2014 by Ord. No. 14-006](#)]
1. Individual Sign Area Measurement.
 - a. The area of a sign face (which is also the sign area of a wall sign or other sign with only one (1) face) shall be computed by means of the smallest square, circle, rectangle, triangle, or combination thereof that will encompass the extreme limits of the writing, graphic, illustration, picture, symbol or other display, together with any material or color forming an integral part of the background of the sign. For purposes of calculating sign area, any illuminated border including those which may frame a window shall be included in the sign area calculation and used to differentiate the sign from the backdrop or structure against which it is placed. This does not include any supporting framework, bracing or decorative fence or wall when such fence or wall otherwise meets zoning regulations and is clearly incidental to the sign itself.
 - b. No sign shall have more than two (2) display faces. The sign area for a sign with two (2) display faces shall be computed by adding together the area of all the sign's faces which are visible from any one (1) point. When a sign has two (2) display faces such that both faces cannot be viewed from any one (1) point at the same time, the sign's area shall be computed by the measurement of the larger of the two (2) faces.
 2. In cases where sign standards are not established, standards from the most similar zone and use shall apply.
 3. Glazed Area. Any glazing in doorways shall be considered part of the glazed area. For purposes of calculating window signs, a window shall be considered the glazed area. Signs which are required by county, state, or federal agencies are exempt from calculation of permanent signage.
 4. Measurement of Height. The height of a freestanding sign shall be computed as the distance from the base of the sign at normal grade to the top of the highest attached component of the sign. Normal grade shall be considered to be the lower of existing grade prior to construction or the newly established grade after construction, exclusive or any filing, berming, mounding or excavation solely.
 5. The following signs are prohibited:
 - a. No billboards or other off-site advertising signs shall be erected, used or maintained within the City of Jersey City except in the CBD Central Business District.

- b. No signs shall be placed on fences, walls, utility poles, trees, railway or road bridges, bridge supports or abutments, retaining walls, parking meters or water towers unless approved by the City Council.
 - c. No roof signs, also known as "sky signs" shall be allowed except in the CBD.
 - d. No signs above the second floor of any building other than hotels.
 - e. No sign shall be placed on an accessory building.
 - f. No sign shall be lighted by means of a varied illuminated light, nor shall any sign be in whole or in any part moving, mobile, revolving and/or electrically or mechanically activated except in the CBD Central Business District. Signs displaying the time and/or temperature shall be permitted in non residential districts.
 - g. No sign shall be allowed with the optical illusion of movement by means of a design which presents a pattern capable of reverse perspective, giving the illusion of motion or changing copy except in the CBD.
 - h. No signs shall be allowed that are placed on or affixed to vehicles and/or trailers which are parked on a public right-of-way, public property or private property so as to be visible from a public right-of-way where the apparent purpose is to advertise a product, service or activity or direct people to a business or activity. This is not intended, however, to prohibit signs placed on or affixed to vehicles, buses or trailers where the sign is incidental to the primary use of the vehicle or trailer.
 - i. No sign shall be allowed to obstruct any window or door opening used as a means of egress, interferes with an opening required for legal ventilation, or is attached to or obstructs any standpipe, fire escape or fire hydrant.
 - j. No sign shall be allowed which obstructs the view of vehicle operators or pedestrians entering a public roadway from any parking area, service drive, public driveway, alley or other thoroughfare.
 - k. No building sign shall be greater than four (4) feet from the building face.
6. The following signs and the standards and conditions that govern such signs are set forth in the sign matrix. All other signs are expressly prohibited.

C. Design Standards.

- 1. Signs shall be in harmony and consistent with the architecture of the building and relate to the features of the building in terms of location, scale, color, lettering, materials, texture and depth. Signs shall not be dominant but shall be proportionate and shall complement the building, existing signs and surroundings.
- 2. There shall be consistent sign design throughout a particular project. The design elements include style of lettering, construction materials, size and illumination.
- 3. Building signs shall not obscure, conflict with or cover any architectural element and must be aligned with major building elements such as windows, trim and structure lines.
- 4. No sign shall extend or project above the highest elevation of the wall to which it is attached or above the lowest part of the roofline of the building, whichever is less.
- 5. Illuminated signs.
 - a. Internally illuminated signs shall only be permitted in the HC, and C/A zones.
 - b. Signs lit by external sources shall be allowed but shall be located in such a manner so as to avoid any glare on adjacent property. Sources of sign illumination shall be completely shielded from the view of vehicular traffic using the road or roads abutting the lot on which the sign is located.

c. External lights used for the illumination of any sign on a mounted building, whether or not such light fixtures are attached to or separate from the building, shall not extend above the highest elevation of the front wall of the building or more than eighteen (18) feet above the street level of the premises, whichever is less.

6. Signs and sign structures of all types shall be located to allow a clear, unobstructed line of sight for three hundred (300) feet from the stop line of any intersection of streets and/or driveways. No sign shall project into a sight triangle below the second story floor level or the height of a traffic signal or traffic directional sign in the intersection, whichever is higher.

D. Nonconforming Signs.

1. No nonconforming sign may be enlarged or altered in a way which would increase its nonconformity. Existing nonconforming permanent signs may continue to exist; however, when the sign is modified either in shape, size, illumination or structure, the sign shall be altered to conform to the provisions of this section.

2. Should any nonconforming sign be damaged by any means to an extent of more than fifty (50) percent of its replacement cost at time of damage, it shall not be reconstructed except in conformity with the provisions of this section.

[Amended 11-10-2010 by Ord. No. 10-132; 8-31-2011 by Ord. No. 11-093]

Use	Type of Signage	Max. Area (sq. feet)	Max. Number	Max. Height of Sign from Grade (feet)	Min. Setbacks of Freestanding Signs (feet)	Notes
R-1	One and Two Family Housing					Design standards in § 345-68 shall apply
	One and Two Family Dwelling					
	Nameplate only	1	1	N/A	N/A	Nameplate must be attached to the dwelling
	Houses of Worship, Schools, Governmental uses					
	Freestanding (Monument only) or Building	24	1	4	½ of the required front yard setback	
	Mortuaries					
	Freestanding (Monument only) or Building	20	1	4	½ of the required front yard setback	
	Assisted Living					
	Freestanding (Monument only) or Building	24	1	4	½ of the required	

					front yard setback	
Senior Housing						
	Building only	20	1	N/A	N/A	
Nursing Homes						
	Freestanding (Monument only) or Building	24	1	4	½ of the required front yard setback	
R-2	Multi-Family Attached Housing					Design standards in § 345-68 shall apply
Townhouses						
	Nameplate only	1	1	N/A	N/A	Nameplate must be attached to the dwelling
Commercial						
	Primary façade (building only)	20 sq. ft. or 5% of the ground floor area of that portion of the primary façade applicable to the commercial use, whichever is smaller	1			Must be attached to the building
On corner lots						
	Secondary façade (building only)	½ the allowable rear for primary façade	1	N/A		On corner lots, the length of any building sign on the secondary facade shall not exceed ½ the width of the primary façade or 12 ½ feet, whichever is smaller
Houses of Worship, Schools, Governmental uses						
	Freestanding (Monument only) or Building	24	1	4	½ of the required front yard setback	

Mortuaries						
	Freestanding (Monument only) or Building	20	1	4	½ of the required front yard setback	
Assisted Living						
	Freestanding (Monument only) or Building	24	1	4		
Senior Housing						
	Building only	20	1	N/A	N/A	
Nursing Homes						
	Freestanding (Monument only) or Building	24	1	4	½ of the required front yard setback	
R-3	Multi-Family Mid-Rise					Design standards in § 345-68 shall apply
Multi-Family Mid-Rise Apartments						
	Building only	12	1	N/A	N/A	
Houses of Worship, Schools, Governmental uses						
	Freestanding (Monument only) or Building	24	1	4	½ of the required front yard setback	
Ground Floor Office uses						
	Building only	10	1	N/A		
Mortuaries						
	Freestanding (Monument only) or Building	20	1	4	½ of the required front yard setback	
Assisted Living						
	Freestanding (Monument only)	24	1	4	½ of the required front yard setback	
Senior Housing						
	Building only	20	1	N/A	N/A	
Nursing Homes						

	Freestanding (Monument only) or Building	24	1	4	½ of the required front yard setback	
R-4	Multi-Family High-Rise					Design standards in § 345-68 shall apply
	Townhouses					
	Nameplate only	1	1	N/A	N/A	Nameplate must be attached to the dwelling
	Mid-Rise Apartments					
	Building only	12	1	N/A	N/A	
	High-Rise Apartments					
	Building only	12	1	N/A	N/A	
	Houses of Worship, Schools, Governmental uses					
	Freestanding (Monument only) or Building	24	1	4	½ of the required front yard setback	
	Mortuaries					
	Freestanding (Monument only) or Building	20	1	4	½ of the required front yard setback	
	Assisted Living					
	Freestanding (Monument only) or Building	24	1	4	½ of the required front yard setback	
	Senior Housing					
	Building only	20	1	N/A	N/A	
	Nursing Homes					
	Freestanding (Monument only) or Building	24	1	4	½ of the required front yard setback	
	Commercial					
	Primary façade (building only)	20 sq. ft. or 5% of the ground floor area of that portion of	1			

		the primary façade applicable to the commercial use, whichever is smaller				
On corner lots						
	Secondary façade (building only)	½ the width for primary façade	1			On corner lots, the length of any building sign on the secondary facade shall not exceed ½ the width of the primary façade
Waldo						Design Standards in § 345-68 shall apply
	Building only	20% of the area of the 1st story of the wall not to exceed 20 sq. ft. per user to which it is attached	3	N/A		
NC	Neighborhood Commercial					Design Standards in § 345-68 shall apply
Retail Offices, Financial Institutions, Restaurants, Bars						
	Primary façade (building only)	20 sq. ft. or 5% of the ground floor area of that portion of the primary façade applicable to the commercial use, whichever is smaller	1			
	Projecting only	8	1			May project a maximum of 4 ft. from the building. Minimum distance

						between the ground and bottom of the sign is 8 feet; must be hung by brackets at right angles to the façade
	Window	No more than 25% of total glazed area of a storefront or of any individual window signage shall be calculated into the maximum building signage area		N/A		
	Canopies, marquees, and awnings	Signage shall be calculated into the maximum building signage area	N/A	N/A		
	Secondary façade or corner lots (building only)	½ the width of the primary façade	1			On corner lots, the length of any building sign on the secondary façade shall not exceed ½ the width of the primary façade
Theatres, Museums, Governmental uses, Parking Garages and lots						
	Building only	24	1	N/A	N/A	
Colleges and Universities						
	Building only	10	1	N/A	N/A	
O/R	Office/Residential					Design standards in § 345-68 shall apply
Retail Office, Financial Institutions, Restaurants, Bars, Hotels, Theatres and Indoor Entertainment uses						
	Primary façade (building only)	20 sq. ft. or 5% of the ground floor area of that portion of	1			

		the primary façade applicable to the commercial use, whichever is smaller				
	Projecting only	8	1			May project a maximum of 4 ft. from the building. Minimum distance between the ground and bottom of the sign is 8 feet; must be hung by brackets at right angles to the façade
	Window	No more than 25% of total glazed area of a storefront or of any individual window signage shall be calculated into the maximum building signage area		N/A	N/A	
	Canopies, marquees, and awnings	Signage shall be calculated into the maximum building signage area	N/A	N/A		
	Secondary façade or corner lots (building only)	½ the width of the primary façade	1			On corner lots, the length of any building sign on the secondary façade shall not exceed ½ the width of the primary façade
Colleges and Universities						
	Building only	10	2	N/A	N/A	
Residential Apartments						
	Building only	12	1	N/A	N/A	

CBD	Central Business District					Design standards in § 345-68 shall apply
Nonresidential Uses						
	Primary façade (building only)	20 sq. ft. or 5% of the ground floor area of that portion of the primary façade applicable to the commercial use, whichever is smaller	1			
	Projecting only	30				Must be hung by brackets at right angles to the facade, maximum distance between floor and bottom of the sign shall be 8 feet
	Window	No more than 25% of total glazed area of a storefront or of any individual window signage shall be calculated into the maximum building signage area	N/A	N/A	N/A	
	Canopies, marquees, and awnings	Signage shall be calculated into the maximum building signage area	N/A	N/A	N/A	
	Secondary façade or corner lots (building only)	½ the width of the primary façade	1			On corner lots, the length of any building sign on the secondary façade shall not exceed ½ the width of the primary façade
Residential Apartments						

	Building only	12	1	N/A	N/A	
	Billboards					See § 345-46.
HC	Highway Commercial					Design standards in § 345-68 shall apply
	Permitted Uses except service stations					
	Building (per tenant or store)	10% of the wall to which its attached Side or rear entrance - ½ the area of the primary sign area	1 per primary entrance; 1 per frontage; 1 per side or rear entrance	25% of the height of the wall		
	Freestanding (which only identifies name of center area and/or key tenants)	150	1 per multi-user center	25	½ of the required front yard setback	Letter height: 12 inches
	Window	10% of total glazed area of a storefront of any individual window	N/A	N/A	N/A	
	Service Station					
	Freestanding	80	1 per frontage	18	10	
	Building	50	1	not to exceed height of roof line	N/A	
	Canopy (including logo)	5 per frontage	1 per frontage	N/A	N/A	
C/A	Commercial/Automotive					Design standards in § 345-68 shall apply
	Service Station					
	Free standing	80	1 per frontage	18	10	
	Building	50	1	not to exceed height of roof line	N/A	
	Canopy (including logo)	5 per frontage	1 per frontage	N/A	N/A	

Permitted Uses except service stations						
	Freestanding	80	1	15	½ of the required front yard setback	
	Building (per tenant)	10% of the wall to which it is attached. Side or rear entrance - ½ the area of the primary sign area	1 per primary entrance; 1 per frontage; 1 per side or rear entrance	Maximum 25% of the height of the wall		
	Window	10% of total glazed area of a storefront or any individual window				
I	Industrial					Design standards in § 345-68 shall apply
Permitted uses						
	Building	10% of area of the 1st story of the wall to which it is attached or 200 sq. ft, whichever is less				
	Building on corner lot	300 sq. ft. with no more than 200 sq. ft. facing any one street	3 per frontage			
	Freestanding (Monument only)	80	1	6	½ of the required front yard setback	
PI	Port Industrial					Design standards in § 345-68 shall apply
Permitted uses						
	Building	10% of area of the 1st story of the wall to which it is attached or 200	3 per frontage			

		sq. ft, whichever is less				
	Building on corner lot	300 sq. ft. with no more than 200 sq. ft. facing any one street	3 per frontage			
	Freestanding (Monument only)	80 sq. ft.	1	6	½ of the required front yard setback	
U	University					Design standards in § 345-68 shall apply
	Permitted uses					
	Building	10% of area of the 1st story of the wall to which it is attached or 200 sq. ft, whichever is less	1 per building	N/A		
	Freestanding (if building has a minimum of 10 feet setback) Monument only	50 sq. ft.	1	5	½ of the required front yard setback	
M	Medical					Design standards in § 345-68 shall apply
	Permitted uses					
	Building	10% of area of the 1st story of the wall to which it is attached or a maximum of 50 sq. ft.	1 per building	N/A		
	Freestanding (if building has a minimum of 10 feet setback) Monument only	50 sq. ft.	1	5	½ of the required front yard setback	
G	Government					Design standards in § 345-68 shall apply
	Permitted uses					
	Freestanding (Monument only)	24	1	4	5	

P/OS	Parks/Open Space					Design standards in § 345-68 shall apply
	Permitted uses					
	Freestanding	20	1 per entrance	5		
WPD	Waterfront Planned Development					Design standards in § 345-68 shall apply
	Townhouses					
	Nameplate only	1	1	N/A	N/A	Nameplate must be attached to the building
	Multi-Family Mid-Rise Apartments					
	Building only	12	1	N/A	N/A	
	Retail, Office, Marinas, and Theatres					
	Primary façade (building only)	300 sq. ft. or 8% of the first story of that portion of the façade applicable to the non-residential use, whichever is smaller	1 per use			
	Window	No more than 25% of total glazed area of a storefront				
	Secondary façade (building only)	½ the area of the primary façade sign	1 per use			
;b \b;	Cemetery					Design standards in § 345-68 shall apply
	Permitted uses					
	Freestanding	20	1 per entrance	6		
H	Historic District					Design standards in § 345-68 shall apply
	Townhouses					
	Nameplate only	1	1	N/A	N/A	Nameplates must be

						attached to the building
Schools, Houses of Worship, Governmental Uses						
	Freestanding (Monument only) or	20	1	4	½ of required front yard setback	no backlit signage on freestanding or building signage
	Building	20, sum of all signage	2	N/A	N/A	
Bed and Breakfast Inns						
	Building	4	1	N/A	N/A	
Commercial						
	Building (primary façade)	1 sf for each linear foot of frontage	1	N/A	N/A	
	Building (secondary façade)	to match the size of historic sign as documented by site or photograph evidence. If no historic sign, .5 sf for each linear foot of secondary storefront	N/A	N/A	N/A	
	Window		N/A	N/A	N/A	Must be metal paint, etched glass, or other treatment approved by HPO for CoNE or HPC for COA
	Projecting Sign	8	1 per façade	N/A	N/A	May project a maximum of 4 ft. from the building. Minimum distance between grade and the bottom of the sign shall be 8 feet; must be hung by brackets

Destination Tourism					Design standards in § 345-68 shall apply
Permitted Uses except service stations					
	Building (per tenant or store)	10% of the wall to which it is attached. Side or rear entrance - ½ the area of the primary sign area	1 per primary entrance; 1 per frontage; 1 per side or rear entrance	maximum 25% of the height of the wall	
	Freestanding (which only identifies name of center and/or key tenants)	150	1	25	½ of required front yard setback Minimum letter height: 12 inches
	Window	10% of total glazed area of a storefront or of any individual window			
Service Station					
	Freestanding	80	1 per frontage	18	10
	Building	50	1	not to exceed height of roof line	
	Canopy (including logo)	5	1 per frontage		
Real Estate Signs					Design standards in § 345-68 shall apply
Residential					
	Building only	6	1		The lowest portion of the sign shall be no higher than 10 feet above ground level
Non Residential					
	Freestanding	40 sq. ft. or 3% of the side of the building upon which it is	1 per frontage		Shall not exceed maximum height of district

		located, whichever is less				
	Building	40 sq. ft. or 3% of the side of the building upon which it is located, whichever is less	1 per frontage			Shall not exceed maximum height of district