

**PLANNING BOARD
TOWNSHIP OF WEST CALDWELL
ESSEX COUNTY, NEW JERSEY**

SHOPPING CENTER SIGN STANDARDS

It is the intent and purpose of these standards to maintain the existing, attractive uniformity of signage at West Caldwell’s shopping centers, pursuant to subsections 20-24.4j and 20-24.5e of the Township Zoning Ordinance. **On Business District properties containing multiple retail business establishments, the following standards shall be applicable to individual storefronts less than sixty (60) feet in width and then only if there are at least four (4) such storefronts in the principal building.**

- a. All signs shall have substantially the same rectangular configuration. The horizontal and vertical centerlines of each sign shall be centered on the building facade or background surface to which the sign is affixed. Unless otherwise provided herein, sign length shall not exceed eighty-five (85%) percent of the applicable storefront width or thirty (30) feet, whichever is less. No sign shall extend or project more than twelve (12) inches perpendicularly from the face of the building wall.
- b. **At Essex Mall, Broadway Square, West Caldwell Plaza and 749 Bloomfield Ave.,** sign construction shall consist of individual channel-type letters with acrylic plastic facing (Plexiglas® or equal); light source tubing shall contain ionized inert gas consisting of either red, green or white neon, as applicable; and height limitations and colors shall be as follows:

	<u>Maximum Sign Height</u>	<u>Rohm & Haas Color</u>
1) Essex Mall	Thirty-six (36) inches	#2283 Red or equal
2) Broadway Square	Twenty-four (24) inches	#2283 Red or equal
3) West Caldwell Plaza	Twenty-four (24) inches	#2030 Green or equal
4) 749 Bloomfield Ave.	Thirty-three (33) inches	#7328 White or equal

- c. **At 555 Regency Plaza,** sign construction shall consist of white, muted or pale colored letters of plastic or metal material attached to a metal-backed, navy blue, weather-resistant awning fabric background panel, fifteen (15) feet in length by twenty-one (21) inches in height.
- d. At all shopping centers, sign construction shall be suitable for outdoor installation, and the source of sign lighting shall not be directly exposed to view. Incidental sign accent elements may be permitted using the above specified sign color in combination with the building facade or background surface color, or reversals thereof. The color of exposed raceways, if any, shall match the color of the building facade or background surface on which the sign is affixed. Replacement signs or revised signs shall be installed, and/or the building facade or background surface shall be repaired or refurbished, in such a manner as to leave no perceptible indication of the existence of any prior sign.
- e. Notwithstanding the various provisions contained herein, a sign may include a symbol depicting a recognized, registered trademark provided that said symbol is within the permitted height and width of the sign itself, and further provided that the width of the symbol is no greater than the permitted height of the sign, or the upper and lower limits of the sign letters themselves, whichever is less. Said symbol need not conform with the color requirements for the main body of the sign. The total area of the symbol shall be included in the calculation for total allowable sign area, and shall not be in addition to said allowable area.
- f. All signs covered by the regulations contained herein shall otherwise conform with Sign Regulations of section 20-24 of the Township Zoning Ordinance. If a nonconforming sign, pursuant to these regulations, is relocated or changed in size, or if the lettering, illustration or display is changed, then such sign shall thereafter conform to the provisions hereof.