



Borough of Haddonfield

New Jersey

CHECKLIST FOR FILING A BUSINESS SIGN APPLICATION

Note: An Application is required **PRIOR** to erecting any sign within the Borough of Haddonfield.

() Complete the Business Sign Application Form. A response to all questions must be provided.

() Attach the required attachments as per the Business Sign Application Form.

() Submit ten (10) **COLLATED** copies of the Business Sign Application Form and all required attachments.

() Submit the \$50.00 (FIFTY DOLLARS) Business Sign Application Fee.

Note: After having been deemed Complete, all Business Sign Applications will be scheduled for review at the next available Historic Preservation Commission meeting and, where applicable, for a hearing at the next available Planning Board meeting.

Applicable Size Limitations:

- Retail/Personal Service Use: Signs shall not exceed one-half (.5) square foot of sign area for each lineal foot of building, or storefront, frontage on the public right-of-way. Under no circumstances shall any sign exceed forty (40) square feet.

- Office Use: Signs for office, business office, or professional uses shall not exceed 1.2 square feet for the first occupant, business tenant, or professional and shall not exceed one (1) square foot for each additional occupant, business tenant, or professional up to a maximum of six (6) square feet.

Number of Signs:

- One (1) sign shall be permitted per tax lot, except where there is more than one building, office, or storefront on one tax lot. Where there is more than one building, office, or storefront on one tax lot, one (1) sign per building, office, or storefront shall be permitted. Where a tax lot has frontage on more than one (1) public right-of-way, one (1) sign shall be permitted on its primary frontage and one (1) additional sign shall be permitted on its secondary frontage.

Sign Content:

- All signs may display **ONLY** the following information: (a) the principal name of the business, proprietor, or owner; (b) a brief description of the principal good(s), service(s), product(s) or use(s), not to exceed three (3) words; (c) a logo(s), or a trademark(s); and, (d) the street name and number. All other advertising messages; telephone, or fax, numbers; and, web-site addresses are prohibited.

Material of Signs:

- Wood signs are strongly recommended. The use of plastics and other synthetic materials is discouraged.

Lettering on Signs:

- The size of letters should be in proportion to the size of the proposed sign. Letters should not exceed eight (8) inches in height. The font of the lettering should be compatible with the character of the building, with the core merchandise, and/or with the font used in the business' established logo.

Color of Signs:

- Garish and intrusive colors including, but not necessarily limited to, gold leaf, should not be used.

Method of Attachment:

- Fixtures for hanging signs may be wood, or metal, in a design that enhances and is appropriate to the sign and streetscape. Signs should not be attached so as to obscure, or undermine any significant architectural or historic element. When securing a sign to a masonry wall, secure it to the mortar joint. Drilling holes in brick, or other masonry, undermines the building fabric and, therefore, is not recommended.

Locations of Signs:

- Signs shall not be mounted on any roof, including a pent roof. Signs shall not be painted directly onto any part of a structure other than a fascia board, or other architectural element designed to serve as a signboard. Nor shall signs be painted directly onto the window, or door, glass of any structure (unless a waiver has been granted by the Historic Preservation Commission pursuant to Article VI of the Land Development Ordinance of the Borough of Haddonfield). Signs also should not cover any part of a storefront window.

Lighting of Signs:

- All ground-mounted lighting should be screened from view. All other lighting for signs should be inserted into eaves, or should be accomplished through the use of spotlights. Back-lit, internally-illuminated, and neon signs are prohibited.