

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

<b>STANDARDS FOR TEMPORARY ADVERTISING SIGNS</b>
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The following standards shall be applicable to all outdoor, wall-mounted, temporary signs advertising or promoting goods and/or services pertaining to the occupant of the premises. It is the intent and purpose of these standards to restrict and regulate such signs, pursuant to subsection 20-24.2m of the Township's Zoning Ordinance. Such temporary advertising or promotional signs shall be permitted in Business Zone Districts only, and such signs at any permitted premises:

- a. shall not exceed a quantity of one (1) per storefront on each street frontage; and
- b. shall not exceed the maximum permitted sign height or sign width of the permanent identification sign on the premises nor thirty-two (32) square feet in area; and
- c. shall not be displayed for more than three (3) consecutive weeks; and
- d. shall not be installed more frequently than three (3) times in any calendar year, whether the sign text and/or display is changed or not; and
- e. shall not be installed within twenty (20) feet of any such existing, approved temporary advertising sign installed at another premises.

If the Sign Committee determines that such wall-mounted sign would, in specific instances, create significant visibility difficulties due to unusual building setbacks or other physical factors, said Committee may, in such cases, permit a free-standing temporary advertising or promotional sign. Such free-standing sign shall be in lieu of, and not in addition to, such wall-mounted sign; shall be subject to the same restrictions as hereinabove specified for wall-mounted signs; and shall be subject to location restrictions as specified by the Sign Committee.

All temporary advertising or promotional signs, as approved by the Sign Committee, shall require a Zoning Permit.