

1170.05 DESIGN STANDARDS.

(a) Compatibility With Buildings and Other Signs. Signs, as permitted in all use districts, shall be designed to be compatible in character and style with the building on or about which they are placed, with regard to materials, color and size, and with other signs designed or located on or about the same building, and with other signs on adjoining buildings, in order to produce an overall unified effect, in accordance with the standards set forth in this chapter.

The following design standards shall apply to all permitted sign types, including wall, ground, canopy, projecting and permanent window signs. Signs will be reviewed with respect to each of the provisions of this section and will require approval by the Lyndhurst Architectural Board of Review.

(b) Specific Elements of Design.

- (1) Continuity. Signs shall be considered in relationship to their surrounding environment and, if seen in a series, should have a continuity of design.
- (2) Style and color. The style of a sign shall be generally consistent throughout the particular building or block involved. The color of signs shall be compatible with the colors of the building facade, and the total number of colors on a sign shall be limited to four, including black and white.
- (3) Lettering. The lettering on a sign shall be large enough to be easily read, but not overly large or out of scale with the building upon which it is placed. An excessive amount of information on signs, where visual clutter could create a potential safety hazard to motorists or pedestrians, shall not be permitted.
- (4) Materials. Signs shall be fabricated on and of materials which are of good quality and good durability and shall be complementary to the building of which they become part. When noncombustible, outdoor signs or display structures are required by this chapter, all parts, including the supporting structures, shall be of a noncombustible material. However, wood, approved plastic or other material not more combustible than wood or approved plastic shall be permitted in the following locations:

- A. For small ornamental moldings, cappings, nailing strips, individual letters, symbols, figures and insignia;
 - B. On the face of a sign, provided that the aggregate area of such facing for any sign shall not exceed 100 square feet.
- (5) Structural design. Any graphic, other sign structure, projecting sign, canopy or awning shall be designed and constructed to withstand a wind pressure of not less than thirty pounds per square foot of net surface area, allowing for wind from any direction, and shall be constructed to withstand loads as required in the American Standards Association Standard A60.1, as amended, and as provided herein. All wiring, fittings and materials used in the construction, connection and operation of electrically illuminated signs shall be in accordance with the provisions of the City's Electrical Code.
- (6) Canopy signs. Where a canopy sign is attached to the soffit or fascia of a canopy over a walkway, the vertical dimension of the sign shall not exceed twelve inches and the lowest structural members shall not be less than eight feet above sidewalk grade.
- (7) Ground signs. Permanent ground signs shall be located within the required yards unless approved by the Lyndhurst Architectural Board of Review. Ground signs shall have no more than two display surfaces, provided that the two display surfaces are arranged back-to-back and not more than twelve inches from each other. Each display surface shall be considered a sign face. Ground signs shall be an integral part of the front yard landscaping and shall be surrounded at the base by shrubs, flowering plants, or ground cover. The height of ground signs shall be as regulated in Section 1170.09.
- (8) Wall or panel signs. Wall or panel signs shall not project more than twelve inches from the building wall to which they are attached and shall not project beyond any corner or above the coping or eaves of any building. The sign panel shall not exceed one-third of the area between the top of the windows (first floor) and the top of the building or second floor windows.
- (9) Projecting signs. The maximum sign area of projecting signs shall be twenty-four square feet. Projecting signs shall extend no more than four feet from the building wall to which they are attached and shall not extend above the coping or eaves of any building.
- (10) Permanent and temporary window signs. Permanent and temporary window signs, which are any window signs placed within two feet of the window, measured horizontally from the inside face of the glass area, shall not cover more than twenty percent of each separate window area, as defined in Section 1170.07(d). The size of any permanent or temporary window sign shall be the total square footage determined by

a measurement of any or all parts of the signs which occupy, or would occupy, window area space. Signs shall not be placed on the outside of any window or window pane area. Permanent window signs are hereby defined as all signs other than those advertising a sale or other special event which is for a stated and limited period of time. Such signs must be approved by the Architectural Board of Review and will require a permit from the building department. Temporary window signs shall be further regulated in Section 1170.13.

- (11) Special signs. Where innovative design is demonstrated, a building utilizing the building design itself as a means to identify or advertise a product or service may be permitted. In addition, certain signs, such as marquees, which are of unique or historic design, may be permitted. The design and area of the signage elements shall be subject to review and approval by the Lyndhurst Architectural Board of Review. Signs for gasoline service stations and theaters shall require review and approval by the Lyndhurst Architectural Board of Review.
- (12) Vertical clearance. The lowest member for all signs which project or are supported on posts shall be no less than eight feet above the finished grade of a sidewalk or any other pedestrian way. If located over a pavement used for vehicular traffic or within twenty-four inches of the vertical projection of the edge of such pavement, the lowest member of the signs shall be not less than sixteen feet above the finished pavement.
- (13) Relation to traffic devices. Signs shall not be erected so as to obstruct sight lines along any public way, traffic control lights or street name signs at intersections. Signs visible from the sight lines along a street shall not contain an arrow or words such as "stop", "go", "slow", etc., and the movement, content, coloring or manner of illumination shall not resemble highway traffic signs.
- (14) Illuminated signs. An illuminated sign or lighting device shall emit only a light of constant intensity, and no sign shall be illuminated by or contain flashing, intermittent, rotating or moving light or lights. In no event shall an illuminated sign or lighting device be placed or directed so as to permit the beams and illumination therefrom to be directed or beamed upon a public thoroughfare, highway, sidewalk or adjacent premises so as to cause glare or reflection that may constitute a traffic hazard or nuisance. Parking lots and automobile sales lots shall be illuminated only in accordance with the provisions of this section. Mobile or portable signs are not permitted.

- (15) Identification signs. All signs hung and erected shall be plainly marked with the name and telephone number of the person, firm or corporation responsible for maintaining the sign, and such identification is not counted as an item of information.
- (16) Prohibited attachments. No advertising signs shall be attached to or supported by a tree, utility pole, trash receptacle, bench, vending machine or public shelter.
- (17) Ventilation. No sign shall be attached in such a manner that it may interfere with any required ventilation openings.
- (18) Items of information allowed. Each nonresidential activity which is entitled to display graphics under this chapter shall display a sign or signs containing no more than twelve items of information. However, an "item of information" means any of the following: a syllable of a word, an abbreviation, a number consisting of not more than five digits or places, a symbol and a geometric shape. In addition, graphics combining several different geometric or nongeometrical shapes or shapes of unusual configuration are to be assessed one additional item for each noncontinuous plane.
- (Ord. 96-61. Passed 4-21-97.)