

Borough of Wildwood Crest
Office of Land Use
6101 Pacific Avenue, Wildwood Crest, NJ 08260
Phone (609) 729-5152 Fax (609) 729-7089 www.wildwoodcrest.org

INFO SHEET
Signs

Section 85-97 of the Code of the Borough of Wildwood Crest
Effective January 9, 2007

General Sign Regulations

- All permanent signs must receive a zoning permit, and in some cases, a construction permit, prior to installation. Permit applications shall be accompanied by a plan showing details of the sign, type of illumination, type of materials, colors, size and location of the sign on the building and/or parcel.
- All signs must have prior zoning approval before being rebuilt. Non-conforming signs shall not be enlarged, changed, or altered in size, location or appearance unless they are to conform to these regulations. Non-conforming signs may be reconstructed or rebuilt with prior approval by the Zoning Officer.
- The property owner is responsible to keep signs in good repair.
- All buildings must have the street number clearly identified.
- Awnings and marquees are permitted subject to district/use regulations (below).
- Murals may meet the definition of signs and therefore may require a zoning permit.
- Any proposed sign that does not meet the adopted regulations may apply for a variance from the Zoning Board.
- Any application to the Planning Board for site plan review shall include any proposed temporary and permanent signs.

Prohibited Signs

- Any sign which does not pertain to an occupant, service or product occupying the premises where such sign is located.
- Roof signs, except for motel use.
- Signs posted on fences, posts, utility poles or trees
- Signs standing on sidewalk, or placed in the public right-of-way.
- Exterior moving or flashing signs.
- Throwaways or handbills.

- Vehicles bearing signs or advertisements parked or left for more than 24 hours.
- Pennants.
- Flags and banners for the purpose of advertising, except for a business in the B-1 and M-1 zones.
- Signs on balconies or attached to balcony railings.

Temporary Signs – Zoning or construction permits are not required for temporary signs which meet the following requirements when placed by the property owner or agent. The following rules apply to all parcels including vacant land.

- During construction, no more than one (1) sign total identifying architects, builders, real estate brokers and contractors is permitted after municipal approval for the project is granted and must be removed once a Certificate of Occupancy is issued. Maximum size is
 - 16 square feet for lots up to 12,000 square feet
 - 32 square feet for lots greater than 12,000 square feet

The location of the sign's outboard edge shall not be nearer than one-half the required setback from any property line, and shall not stand more than six (6) feet from the ground.

As part of site plan review by the Planning Board or permit review by the zoning officer, proposed temporary signs shall be presented including requests for waivers from the above regulations.

- For Sale or Rent – For single family or two-family residential units, one (1) temporary ground mounted sign shall be permitted per unit announcing that the property on which it is located is for sale or rent, provided such sign shall be displayed for only so long as such property is for sale or rent. Such signs shall not exceed a total of five (5) square feet or 2 x 2 1/2', inclusive of two 6" riders. One information sheet holder is permitted but must be securely attached to the for rent or sale sign. For sale or rent signs shall be located no closer than 10' from the curb for residential properties, and shall not stand more than four (4) feet above ground level.
- For properties in the Motel Zone that contain more than two multi-family residential units, there may be one (1) ground mounted sign advertising for rent or for sale with a maximum size of 48" x 24", allowing up to 6 rider-size real estate signs per side. For sale or rent signs shall be located no closer than 20' from the curb, and shall not stand more than four (4) feet above ground level for multi-family residential properties in the M zones.

One (1) open house sign is permitted on the property that is for sale during the time the open house is taking place and only if an agent or broker is on-site. Balloons are permitted attached to the sign during the period of the open house. The open house sign and balloons must be removed at the conclusion of the open house. Pennants, flags and banners are prohibited. Open house signs and balloons are only permitted within the hours of 10 a.m. to 4 p.m.

- Temporary contractor – One (1) temporary window or ground-mounted sign shall be permitted announcing a contractor performing work on a property, only so long as the work is in progress, or three (3) months, whichever is less. Such sign shall not exceed five (5) square feet and shall be located no closer than 10' from the curb, and shall not stand more than four (4) feet above ground level.

Signs in Business and Marine Commercial Zones

- Exterior wall signs on nonresidential establishments shall be permitted a total of two (2) signs, however, no single exterior wall of any one establishment shall contain more than one (1) of the two (2) permitted signs. The total sign area for the sign permitted on the face of any wall shall not exceed five (5) percent of the face of the wall area. A wall sign may not extend above the wall to which it is attached.
- One free-standing sign is permitted per property in the B-1 zone with a maximum size of 16 square feet per side for parcels 40' wide or less; and maximum size of thirty (30) square feet for lots with a width greater than 40'. The free-standing signs outboard edge shall not be nearer than one-half of the required setback from any property line, and the sign can not be installed on the side that borders a residential zone.
- A-frame signs standing on the ground are permitted on the property of the business. They are prohibited on the sidewalk or in the public right of way.
- Awnings that are entirely supported by the building and any supporting posts may be located within the front yard setback. Awnings, and support structures are prohibited in the public right-of-way. Lettering and logos are permitted at a maximum of 16 square feet total for the awning.
- Signs attached to or hung from the principal structure and perpendicular to the street is permitted in B-1 zone with a total sign area of 16 square feet per side.
- Murals may meet the definition of a sign (if there is lettering or images that represent the item or service for sale), therefore must apply for a zoning permit and are subject to the regulation regarding wall signs (above).
- Window lettering and window signs are permitted covering a maximum 25% of the window.
- Any combination of the permitted signs above must not exceed 100 square feet per property for corner lots, and 75 square feet for inside lots in the B-1 and MC zones.

Signs in Motel/Multi-Family Zones

Hotel/Motel Signs

Two (2) signs for the purpose of identification and advertising which shall both be attached to the building or one attached to the building and one placed on the roof of the building. The total area of these two signs shall not exceed fifty (50) square feet in area. No one sign shall exceed twenty five (25) square feet in

area. In addition, a free-standing sign is permitted but shall not exceed 25 square feet per side, and shall be setback at least one half of the required setback.

Signs mounted on a roof shall not be permitted to extend ten (10) feet above the topmost point of the roof.

- A restaurant operated in connection with a hotel or motel may maintain two (2) illuminated signs advertising the restaurant which combined are not to exceed sixteen (16) square feet in size. A gift shop in a motel may have one illuminated sign with a maximum size of six (6) square feet.
- Awnings that are entirely supported by the building and any supporting posts may be located within the front yard setback. Awnings, and support structures are prohibited in the public right-of-way. Lettering and logos are permitted at a maximum of 24 square feet total for the awning.
- A-frame signs standing on the ground are permitted on the property of the business. They are prohibited on the sidewalk or in the public right of way.

Multi-family Residential

- One sign either affixed to the building or freestanding is permitted for multi-family residential. A sign affixed to the building shall not exceed 25 square feet. A freestanding sign shall not exceed 12 square feet and shall not stand more than 6' high. It shall be placed no closer to the property line than 50% of the setback requirement.
- Awnings that are entirely supported by the building and any supporting posts may be located within the front yard setback. Awnings, and support structures are prohibited in the public right-of-way. Lettering and logos are permitted at a maximum of 24 square feet total for the awning.
- One exterior wall mounted management sign is permitted and shall have a maximum size of 3 square feet.

Signs in Residential Zones

- Nameplate and identification signs for residential dwellings shall be no larger than two (2) square feet.
- Institutional signs are permitted per the regulations.