

LAND DEVELOPMENT

230 Attachment 1

Borough of Highland Park

**Primary Sign Matrix
[Amended 7-16-2024 by Ord. No. 24-0287]**

Sign Type	Maximum Number	Maximum Area	Maximum Height from Grade	Maximum Sign Height	Maximum Sign Width	Maximum Character Height	Location Standards	Other Standards	Illumination Standards
Residential Development Signs									
Uses in MFAH District	1 per property	24 SF	N/A	N/A	N/A	N/A	Min. 10' Setback from Lot Line; Max. 60' Setback from So. 6th Ave.	Provided with a monument-style base with planter area	No internal illumination
Uses in RM-G, RM-T, RM-M, and RMT-W Districts	1 per property	24 SF	7'	N/A	8'	N/A	Min. 10' Setback from Lot Line	Provided with a monument-style base with planter area	No illumination
Uses in PURD-1 and PURD-2 Districts	1 per property	24 SF	7'	N/A	8'	N/A	Min. 10' Setback from Lot Line; If externally illuminated, Min. 100'	Provided with a monument-style base with planter area	No internal illumination
Uses in RMT-H District									
Freestanding Sign	1 per property	25 SF	8'	N/A	N/A	N/A	Min. 10' Setback from Lot Line; Min. 5' Setback from Driveway	Provided with a monument-style base with planter area	No internal illumination
Wall-Mounted Roadway Entrance Sign	2 per property	30 SF Each	8'	2.5'	N/A	N/A	N/A	N/A	N/A

HIGHLAND PARK CODE

Sign Type	Maximum Number	Maximum Area	Maximum Height from Grade	Maximum Sign Height	Maximum Sign Width	Maximum Character Height	Location Standards	Other Standards	Illumination Standards
Ground-Floor Business in the Central Business District & Commercial District									
Freestanding Sign	1 per property	6 SF	5'	3'	3'	1'	Min. 10' Setback from Lot Line	Construction Standards; See § 230-115.I.(1)(g)	No internal illumination; If externally illuminated, turn off after 10:00 p.m.
Wall-Mounted Sign	3 per business	24 SF Total or 10% of Facade NTE 48 SF Total	Top of Wall or Bottom of Second-Story Window	3'	16'	18"	N/A	N/A	N/A
Blade Sign	1 per business	12 SF	Top of Wall or Bottom of Second-Story Window; Min. 8'	4'	4'	2'	Max. 5' Projection; Min. 5' Setback from Curb	No closer than 8' from another blade sign	If externally illuminated, light fixture within 1' of sign
Awning Sign	3 per business	10 SF Total	N/A	N/A	N/A	8"	N/A	Construction Standards; See § 230-115.I.(4)(c)	No internal illumination; If externally illuminated, light fixture above awning
Window Sign	N/A	15%/25% of Windows Total; 8 SF Each	N/A	4'	4'	18"	N/A	Construction Standards; See § 230-115.I.(5)(e)	No external illumination; If internally illuminated, affixed to window
Sandwich Board Sign	1 per business	6 SF	4'	3'	3'	18"	N/A	Time and Construction Standards; See § 230-115.I.(6)(g) & (h)	No illumination
Additional Signs - See § 230-115.I.(7)									
			Maximum	Maximum	Maximum	Maximum			

LAND DEVELOPMENT

Sign Type	Maximum Number	Maximum Area	Height from Grade	Sign Height	Sign Width	Character Height	Location Standards	Other Standards	Illumination Standards
Ground-Floor Business in the Professional Office District & Residential Districts									
Freestanding Sign	1 per property	3 SF	5'	3'	3'	1'	Min. 5' Setback from Lot Line	Construction Standards; See § 230-115.J.(1)(g)	No internal illumination; If externally illuminated, turn off after 10:00 p.m.
Wall-Mounted Sign	1 per business	3 SF	Top of Wall or Bottom of Second-Story Window	3'	3'	1'	N/A	Construction Standards; See § 230-115.J.(2)(f)	No illumination
Window Sign	N/A	10% of Windows Total; 3 SF Each	N/A	3'	3'	1'	N/A	Construction Standards; See § 230-115.J.(3)(e)	No illumination
Building Name Signs in the Central Business District & Commercial District									
Wall-Mounted Building Sign	1 per building	12 SF	Top of Wall	2'	8'	1'	N/A	N/A	No illumination
Directory Signs in the Central Business District & Commercial District									
Freestanding Directory Sign	1 per property or building	6 SF Overall; 1 SF per Tenant	5'	3'	3'	6"	Min. 5' Setback from Lot Line	Construction Standards; See § 230-115.L.(2)(g)	No internal illumination; If externally illuminated, turn off after 10:00 p.m.
Wall-Mounted Directory Sign		6 SF Overall; 1 SF per Tenant	Top of Wall or Bottom of Second-Story Window	3'	3'	6"	N/A	N/A	No illumination
Other Uses									
Any use other than single- and two-family dwellings in QP, CS, C/R, and SC districts	1 per property	12 SF	6'	N/A	N/A	N/A	Min. 10' Setback from Lot Line	Provided with a monument-style base with planter area	No internal illumination; If externally illuminated, turn off after 10:00 p.m.

HIGHLAND PARK CODE

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Any use other than single- and two-family dwellings in LI District									
Freestanding Sign	1 per property	24 SF	6'	N/A	N/A	N/A	N/A	N/A	No internal illumination; If externally illuminated, turn off after 10:00 p.m.
Wall-Mounted Sign	1 per building	5% of Facade NTE 24 SF	N/A	N/A	N/A	N/A	N/A	N/A	No illumination
Churches, synagogues, and other similar places of worship in any district.									
Freestanding Sign	1 per property	16 SF	6'	N/A	N/A	N/A	N/A	Provided with a monument-style base with planter area	No internal illumination; If externally illuminated, turn off after 10:00 p.m.
Wall-Mounted Sign	3 per building	5% of Facade NTE 16 SF Total	N/A	N/A	N/A	N/A	N/A	N/A	No illumination