

TOWN OF NEWTON

ORDINANCE 2025-19

AN ORDINANCE TO AMEND, REVISE, AND SUPPLEMENT CHAPTER 320, ENTITLED "ZONING: FORM-BASED CODE", MOST NOTABLY SECTION 320-3, ENTITLED "DEFINITIONS" AND SECTION 320-25, ENTITLED "SIGN STANDARDS"

WHEREAS, the Town of Newton would like to permit, under very limited circumstances, the existence of three-dimensional (3D) or object signs under the provisions of Chapter 320 of the Town Code of the Town of Newton;

NOW, THEREFORE BE IT ORDAINED, by the Mayor and Town Council of the Town of Newton, County of Sussex, State of New Jersey that the Mayor and Town Council wish to amend, revise, and supplement Chapter 320 of the Town Code of the Town of Newton, entitled: "Zoning: Form-Based Code", most notably Section 320-3, entitled "Definitions" and Section 320-25, entitled "Sign Standards" as follows:

- (1) Section 320-3, Definitions by creating a new definition of "Three-Dimensional or Object Sign" as follows:

THREE-DIMENSIONAL OR OBJECT SIGN

A permanent sign in the form of an object or objects that indicates the name of an establishment and/or the products and/or services provided. For example, an oversized pair of scissors would indicate a barber or hairdressing salon, and a bicycle wheel would indicate cycle repair and/or sales. Three-dimensional signs may be projecting, wall-mounted, or freestanding/ground-mounted.

- (2) Section 320-25, Sign Standards needs to be amended, revised and supplemented as follows:

A. Amend, revise and supplement Section 320-25(A)(4) as follows:

- (4) "No advertising shall be erected or located on, within or over any public right-of-way; excepting district identification signs for a business district, historic district, municipal or traffic signs, or parking directional signs over access roads to parking, and except temporary signs and three-dimensional signs as permitted by this section."

B. Create a new Section 320-25(A)(12), which shall read as follows:

- (12) "Three-dimensional signs:
 - a. Three-dimensional wall-mounted or projecting signs may project over a public right-of-way or public sidewalk not more than forty-

[Brackets] mean Deletions; Underlines mean Additions

eight (48) inches from the building. There must be a clearance of at least eight (8) feet from the surface of the right-of-way or sidewalk or other space used by the public. Three-dimensional signs may not project over areas of the right-of-way where vehicles travel.

b. Freestanding or ground-mounted three-dimensional signs must be placed at least five (5) feet from any property line."

C. Add the following language to Section 320-25(B)(1) as follows:

<u>"Sign Type</u>	<u>Number of Signs, if Permitted</u>	<u>Zones Permitted</u>
<u>Three-dimensional (3D) signs (Wall-mounted or projecting)</u>	<u>1 per building per street frontage</u>	<u>T-6</u>
<u>Three-dimensional (3D) signs (Freestanding/ground-mounted, wall-mounted or projecting)</u>	<u>1 per business per street frontage</u>	<u>T-4, T-5, SD 1-9"</u>

D. Add the following language to Section 320-25(B)(2) as follows:

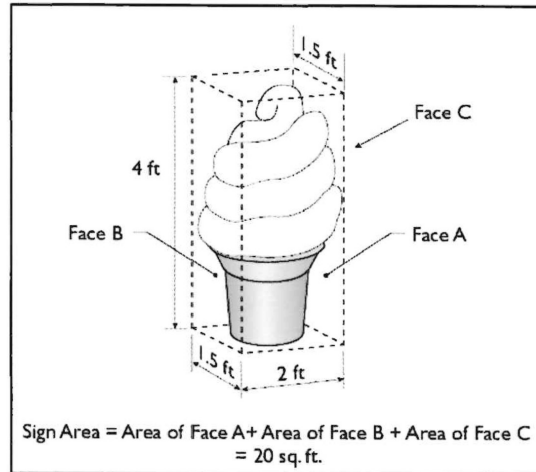
<u>"Sign Type</u>	<u>Maximum Size Per Sign</u>
<u>Three-dimensional (3D) signs (Wall-mounted or projecting)</u>	<u>Thirty-six (36) square feet, measured pursuant to Section 320-25(C)(5) below. A single face shall not be more than twelve (12) square feet with a maximum height of four (4) feet and a maximum width of three (3) feet.</u>
<u>Three-dimensional (3D) signs (Freestanding/ground-mounted)</u>	<u>Seventy-two (72) square feet, measured pursuant to Section 320-25 (C)(5) below. A single face shall not be more than twenty-four (24) square feet with a maximum height of six (6) feet and a maximum width of four (4) feet."</u>

E. Create a new Section 320-25(C)(5), under "Sign Area Measurement", which shall read as follows:

[Brackets] mean Deletions; Underlines mean Additions

“(5) For three-dimensional signs: Signs that consist of one or more three-dimensional objects shall have a sign area that is the sum of the areas of three (3) vertical faces of the smallest cube or rectangular volume that will encompass the sign. The sign area measurement does not include framing, trim, molding, or supporting/hanging structure used to secure the sign to the building. For free standing/ground mounted three-dimensional signs, pedestals or bases which are less than two (2) feet in height are not included in measurements.”

Figure measuring the Area of Three-Dimensional Signs.



- F. Amend, revise and supplement Section 320-25 (D) (2), under “Sign Lighting” as follows:

“(2) Internally illuminated signs that are larger than eight (8) square feet, including all internally illuminated 3D signs, may be permitted following Planning Board approval via a minor site plan application, if not included in a major site plan application. The Planning Board must find that the sign is in keeping with the surrounding area and the architectural features of a building, is not in conflict with the goals of the master plan for that zone and is not a nuisance to adjacent properties.

NOW, THEREFORE BE IT FURTHER ORDAINED, that:

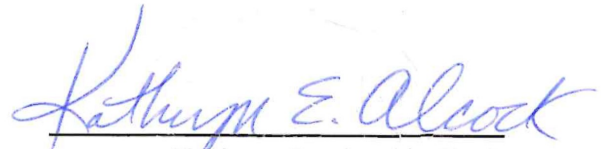
(1) All ordinances or parts of ordinance which are inconsistent with the terms of this Ordinance be and the same are hereby repealed to the extent of their inconsistencies.

(2) This Ordinance shall take effect immediately upon due passage and publication in accordance with law.

[Brackets] mean Deletions; Underlines mean Additions

NOTICE

TAKE NOTICE the above Ordinance was introduced at a regular meeting of the Town Council of the Town of Newton conducted on Wednesday, September 10, 2025. It was adopted, after final reading and public hearing thereon, at a meeting of the Newton Town Council conducted at 7:00 pm on Wednesday, October 15, 2025, in the Council Chambers at the Newton Municipal Building, 39 Trinity Street, Newton, New Jersey, and shall take effect in accordance with law.



Kathryn E. Alcock, RMC
Deputy Municipal Clerk

[Brackets] mean Deletions; Underlines mean Additions



Council

Interoffice Memorandum

TO: Thomas S. Russo, Jr., Town Manager, MPA, CPM, PLC
FROM: Helen Humber, Planning Board Secretary
DATE: September 25, 2025
SUBJECT: Ordinance 2025-19

At the Newton Town Council meeting held on Wednesday, September 10, 2025, the Governing Body introduced Ordinance 2025-19. This Ordinance, if adopted, amends Section 320-3 and Section 320-25 regarding three-dimensional signage in the Town of Newton. The public hearing for this Ordinance is scheduled for Wednesday, October 15, 2025.

N.J.S.A. 40:55D-64, set forth that prior to the public hearing on adoption of a zoning Ordinance or any amendments thereto, the Governing Body shall refer any such proposed Ordinance or amendment thereto to the Planning Board for review.

At the Newton Planning Board meeting held on Wednesday, September 17, 2025, Ordinance 2025-19 was reviewed for Master Plan consistency. The Planning Board deemed the Three-Dimensional Signage Ordinance (Ord. 2025-19) not inconsistent with the Master Plan.