



## Town of Secaucus

Municipal Government Center Engineering/District Zoning Department  
1203 Paterson Plank Road, 4<sup>th</sup> Floor  
Secaucus, NJ 07094  
Tel: 201-617-5913 / Fax: 201-617-5937  
Town Web: [www.secaucusnj.gov/departments/engineering](http://www.secaucusnj.gov/departments/engineering)

### INFORMATION REQUIRED FOR THE TOWN OF SECAUCUS SIGN PERMIT APPLICATIONS

**FOR PROPERTIES IN SECAUCUS LOCATED WITHIN THE HACKENSACK MEADOWLANDS DISTRICT,  
WHICH ARE SUBJECT TO THE RULES OF THE NJSEA\*,  
PLEASE USE THE FOLLOWING PROCEDURES:**

#### **STEP 1:**

*Applicant shall submit the following:*

- Two (2) copies of the Sign Permit Application, which can be found at the following link:  
<https://s3.us-east-2.amazonaws.com/njmc/pdfs/lum-apps/sign-permit-app.pdf>
- Four (4) sets of signed and sealed site plan drawings that indicate all existing and proposed signs on the property, proposed signage plan, and any additional pertinent information as per **N.J.A.C 19:4-4.4(d)4 Application for Zoning Certificate; technical requirements**
  - <http://www.njsea.com/njmc/land/regulations.html>
- Please submit directly to NJSEA at the following address: One DeKorte Park Plaza • PO Box 640 • Lyndhurst, New Jersey • 07071

*Applicant shall note the following:*

- NJSEA Rules and Regulations can be found at the following link:
  - <https://www.njsea.com/regulations/> - **N.J.A.C 19:4-8.14 Signs (You may also refer to the NJSEA Rules and Regulations beginning on the third page of this document).**
- Please do not provide NJSEA with payment at the time of submitting application to NJSEA.

#### **STEP 2:**

NJSEA will forward one copy of the NJSEA Sign Permit Application, three sets of plans/documents to the Town of Secaucus for review in accordance with [NJSEA Resolution 2015-54](#) along with a letter of transmittal noting the NJSEA file name and number.

#### **STEP 3:**

Upon receipt of application, the Town of Secaucus Engineering Department will review the application and plans and contact the applicant about providing a payment. Once application is deemed administratively and technically complete and payment is received, the Department will issue a zoning certificate with a copy of the approved plans via email and/or regular mail, and forward a copy to the Town of Secaucus Construction Department.

- Please follow NJSEA fee guidelines. Checks must be made payable to the 'Town of Secaucus' and can be mailed or dropped off to:  
Secaucus Town Hall  
Engineering Department – 4<sup>th</sup> Floor  
1203 Paterson Plank Road  
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\*Limited exceptions may apply as required by law. In this event, the applicant will be contacted in writing.



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### **STEP 4:**

The applicant shall fill out a Construction Permit Jacket Application.

- UCC forms can be found at the following link:  
<https://secaucusnj.gov/construction-documents/839-construction-permit-jacket-application-f100-2/file.html>
- Applicant shall provide 3 sets of signage plans for plan review.

Sign permit plan review and inspection will be performed by the Town of Secaucus Construction Department upon receipt of the approved zoning certificate. For plan review and permitting process, please contact the Town of Secaucus Construction Department at 201-330-2027.

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x. Poles shall be located so as not to interfere with site circulation and shall be coordinated with stall and aisle layouts in vehicular use areas. Where practical, poles shall be located near the end of parking rows or around the perimeter of the lot. When located at parking stall boundaries, poles shall be located as to minimize vehicle damage, and shall be mounted on concrete pedestals. Where raised medians or islands are used to separate adjacent stalls, poles shall be placed in these areas unless pedestrian circulation will be adversely effected.

xi. Light sources mounted on a building facade shall not exceed 25 feet in height, or the height of the structure, whichever is less.

(b) Adequate site illumination for covered parking and loading areas shall be provided in accordance with the following:

1. Covered parking and loading areas shall be adequately illuminated during daylight and non-daylight hours. Adequate illumination of covered parking and loading facilities shall be provided for general parking and loading areas, pedestrian areas, ramps, corners, entrance areas, and stairways.

2. Illumination levels in these areas shall maintain an average-to-minimum uniformity ratio not exceeding 4:1.

3. Evenly distributed, minimum illumination levels shall be maintained at all times in accordance with Figure 22-22 of the Illuminating Engineering Society of North America (IESNA) Lighting Handbook, 9th edition, incorporated herein by reference, as amended and supplemented, which can be obtained from IESNA, 120 Wall Street, Floor 17, New York, NY 10005-4001.

4. Illumination levels for the top level of a parking facility, if not covered, shall conform to the standards for uncovered vehicular areas, as per Table 8-3.

5. Illumination design for covered facilities shall comply with the following:

i. All light sources shall be shielded and positioned to prevent glare from becoming a hazard or a nuisance, or having a negative impact on site users, adjacent properties, or the traveling public.

ii. All light sources with illumination levels greater than one foot-candle shall be arranged to reflect away from adjacent properties.

iii. Light sources shall be appropriately located in order to avoid adverse impacts to drivers and pedestrians.

iv. Light sources shall be protected from vehicular damage, vandalism, and weather.

§ 19:4-8.14 Signs

(a) No sign, unless exempt under (d) and (e) below, shall be constructed, erected, moved, remodeled, or expanded unless a zoning certificate for such sign has been issued by the NJMC.

**(b) Signage types are as follows:**

1. "Billboard sign" means a sign which directs attention to a business, commodity, service or entertainment conducted, sold, or offered at a location other than the premises on which the sign is located or to which it is affixed.

2. "Construction sign" means a temporary sign that displays information regarding a proposed development, including the names of individuals, organizations, or businesses involved in the design, construction, or financing of a project, during the construction period.

3. "Educational sign" means a sign that provides site users with cultural, historical or environmental information.

4. "Flashing sign" means any illuminated sign that exhibits changing natural or artificial light or color effects by any means more frequently than permitted in paragraph (g)4.

5. "Identification sign" means any sign indicating the name, address, service, or product of a business, building, or development. Such sign may be wholly or partly devoted to a readily recognized symbol.

6. "Nameplate sign" means any sign indicating only the name, address, or profession of an owner or occupant of a building or premises on which it is located.

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7. "Reader board sign" means a sign with changeable copy, either manually or electronically (LED), including signs displaying the time and temperature.

8. "Real estate sign" means a sign pertaining to the sale or lease of the lot or tract of land on which the sign is located, or to the sale or lease of one or more structures or a portion thereof located thereon.

9. "Temporary sign" means any sign displayed for a limited period of time, not to exceed 30 days in a consecutive 90-day period.

**(c) Structural sign types are as follows:**

1. "Awning sign" means any sign mounted or painted on or attached to an awning or canopy, which is otherwise permitted by these regulations. No such sign shall project above, below, or beyond the physical dimensions of the awning or canopy.

2. "Banner sign" means a strip of cloth, vinyl, or similar material on which a temporary sign is printed, and is not permanently affixed to a frame.

3. "Ground sign" means any sign placed upon or supported by the ground independent of the building or structure on the property.

4. "Pole sign" means any sign mounted on a free-standing pole, where the bottom edge of the sign is six feet or more above ground level.

5. "Projecting sign" means any sign that is wholly or partly attached to a building for support and projects horizontally more than 12 inches from the building.

6. "Roof sign" means any sign fastened to or painted on the roof of a building or structure.

7. "Wall sign" means any sign, excluding banner signs, fastened to a wall or structure in such a manner that the wall becomes merely the supporting structure or forms the background surface, and which does not project more than 12 inches from such building.

8. "Window sign" means any sign placed on a window intended to be visible from the exterior of the building.

**(d) The following signs shall be exempt from these regulations:**

1. Flags or emblems of a government or of a political, civic, philanthropic, education, or religious organization, displayed on private property, provided that no sign exceeds 250 square feet;

2. Signs of a duly constituted governmental body including traffic or similar regulatory devices, legal notices, warnings at railroad crossings, and other instructional or regulatory signs having to do with health, hazards, parking, swimming, dumping, or similar activities;

3. Address numerals and other signs required to be maintained by law or governmental order, rule or regulation, provided that the content and size of the sign do not exceed the requirements of such law, order, rule or regulations;

4. Memorial signs and tablets, identifying the names of buildings, dates of erection, monumental citations, commemorative tablets, and the like when made an integral part of the structure;

5. Signs commonly associated with and limited to information and directions typically used for the convenience of the public, including signs identifying entrance and exit drives, parking areas, shipping and receiving doors, one-way drives, rest rooms, freight entrances, and refuse and recycling areas. Such signs are exempted, provided that each such sign is limited to wall, ground, or window, is 10 square feet or less in area, and is not illuminated except from a concealed light source;

6. Nameplate signs accessory to a dwelling not exceeding three square feet in area;

7. Identification signs accessory to a multiple-family dwelling not exceeding 20 square feet in area; and

8. Signs accessory to a house of worship, school, or public or non-profit organization not exceeding 20 square feet in area.

**(e) The following signs are exempt from zoning certificate approval and shall not be included in sign calculations determining gross sign area or number of signs, but shall comply with all other requirements:**

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1. Temporary signs for the purposes of warehouse sales, temporary/seasonal outdoor sales, and the sale of Christmas trees, when approved in compliance with N.J.A.C. 19:4-6.3, and grand opening sales, shall be limited to one per lot and shall not exceed the maximum size of any single sign as listed in Table 8-5 below. These signs shall conform to the following:

- i. Sale event signs or banners may be erected up to seven days before the scheduled event and shall be removed immediately following the event. Where approved sale dates occur more than seven consecutive days apart, the sign shall be removed in the interim time period and may be reposted in accordance with the aforementioned time frame;
- ii. Grand opening signs may be erected within one month of occupancy certification, for up to seven days before the event, and shall remain no longer than 14 days;

2. A maximum of two construction signs per project, each having a maximum area of 32 square feet. The signs shall be confined to the site of the construction and shall be removed upon receipt of occupancy certification; and

3. Real estate signs, in accordance with the following:

- i. Real estate signs in the Low Density Residential zone shall not exceed a total area of six square feet per side, with a maximum of two sides;
- ii. Real estate signs in all other zones shall not exceed a total area of 24 square feet per side, with a maximum of two sides;
- iii. There shall be no more than one real estate sign per front yard; and
- iv. Signs shall be removed within 14 days of the sale, rental or lease of the subject property.

(f) The sign area shall be the area of the background structure that supports the message, including letters, logos, and/or symbols, except in the case of wall signs consisting of wall-mounted letters and symbols. The area of such wall signs shall be the area of the smallest rectangular figure that can encompass all of the letters, logos, and/or symbols and their supporting elements. The sign area shall not include any structural element lying outside the limits of the wall sign and that does not form an integral part of the display.

1. The gross area of a multi-faced sign shall be the total area of all faces of the sign. Multi-faced signs shall be considered to be one sign and their total area shall not exceed the maximum permitted sign area as per applicable zone regulations.

2. Window signs designed to be read from the exterior of a building shall be included as part of the maximum sign area and total number of signs permitted.

3. Sign height shall be measured from ground level at the base of or below the sign to the highest element of the sign.

4. The main building facade used for signage calculations shall be the largest facade of the principal structure(s). The area of the main building facade shall be the total area measured from side to side of the structure and from the ground level to the top of the roof on flat roof structures, excluding parapets, and to the top of the highest occupied story on peak roof structures.

(g) Safety and maintenance requirements for signs are as follows:

1. No sign shall be permitted where, by reason of its position, size, shape, or color, it may obstruct, impair, obscure, interfere with the view of, or be confused with any traffic control sign, signal or device, or where it may interfere with, mislead or confuse traffic.

2. No sign shall be permitted on trees, radio towers and similar structures or elements.

3. No flashing or animated signs; rotating or moving signs; signs with moving lights; or signs that create the illusion of movement shall be permitted.

4. Electronic, LED, or digital signs may be permitted, subject to the limitations in paragraph (g)3, and the following:

i. Such signs shall be prohibited in the Low Density Residential zone.

ii Each message on a billboard sign subject to the provisions of (h)7 below shall be displayed for a minimum of

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eight seconds. Each message on any other electronic, LED, or digital sign shall be displayed for a minimum of 15 seconds. All static message changes shall be completed within one second.

iii. Each display shall be equipped with automatic dimming photocell technology that automatically adjusts the sign's brightness based on ambient light conditions.

iv. Such signs shall not operate at brightness levels of more than 0.3 foot candles above ambient light, as measured using a foot candle meter at the following pre-set distances:

- (1) 0-350 square foot sign to be measured 150 feet from the source;
- (2) 351-650 square foot sign to be measured 200 feet from the source; and
- (3) 651-672 square foot sign to be measured 250 feet from source.

5. Any illuminated sign located on a lot adjacent to or across a ROW from any permitted residential use shall not be illuminated between the hours of 10:00 P.M. and 6:00 A.M. Such signs shall not have white illuminated backgrounds and shall be screened from residential uses where deemed necessary by the NJMC.

6. All signs shall be kept in good repair. Good repair shall include replacement or repair of broken or missing structural elements, casings, or faces, maintenance of legibility, and maintenance of all lighting elements.

7. Signs advertising a warehouse sale shall apply only to sale events approved in accordance with N.J.A.C. 19:4-6.3 and shall apply only to the dates approved by the NJMC to conduct a warehouse sale.

(h) The allowable signage per zone shall be as listed in Table 8-5 below, and the following:

1. For signage on any property designated as a conservation area, regardless of the zone, the sign regulations of the Environmental Conservation zone shall apply.

2. Signage for multi-tenanted structures or multi-structure development shall be considered in accordance with the prevailing regulations of (i) below.

3. For the purpose of sign calculations, no building shall have more than one main facade.

4. Maximum gross sign area permitted shall not exceed five percent of the main facade of the building, except as follows:

i. For vacant land, the maximum gross sign area shall be one square foot for each linear foot of street frontage, but not to exceed the maximum area of any single sign permitted in the zone;

ii. For permitted outdoor uses on properties not containing a principal structure, gross sign area shall not exceed five percent of the main facade of an accessory building or one square foot for each linear foot of street frontage, whichever is greater, but not to exceed the maximum area of any single sign permitted in the zone;

iii. Where additional sign area is permitted by (i) below; and

iv. Where otherwise permitted.

5. No part of a wall sign, where permitted, shall exceed the wall height of the structure on which it is placed.

6. All required setbacks shall be measured from the property line.

7. Concerning billboards:

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i. Applications for zoning certificates for a proposed billboard shall receive the prior approval of the New Jersey Department of Transportation (NJDOT) and other agencies having jurisdiction. A copy of such approval(s) shall accompany the application for the zoning certificate.

ii. The following concern billboard locations:

(1) Notwithstanding the provisions of Table 8-5, billboards shall only be permitted within a ROW having a posted speed limit of 55 mph or higher, or within 50 feet thereof, and shall be oriented towards such ROW.

(2) Billboards shall not be permitted within 500 feet of a residential zone or residence.

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- (3) Billboards shall not obstruct scenic view sheds within the District.
- iii. The maximum permitted number of billboards is one per lot.
  - iv. Maximum permitted billboard dimensions shall be 14 feet by 48 feet per side, with a maximum of two sides.
  - v. The maximum permitted height shall be 30 feet above the grade level of the adjacent roadway surface.
  - vi. Billboard signage shall not be included in sign calculations related to allowable signage on the site.
  - vii. Billboards shall be appropriately landscaped and screened at grade level in accordance with N.J.A.C. 19:4-8.9.
  - viii. A report prepared by a New Jersey-licensed professional engineer shall be submitted to the NJMC and shall include an analysis of the safety, environmental, and visual impacts of the proposed billboard.
  - ix. Electronic, LED, and/or digital billboards may be permitted subject to the limitations in paragraphs (g)3 and (g)4 above.

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Table 8-5

Allowable Signage by Zone

√ = Permitted X = Not Permitted  
 sf = square feet sf/du = square feet per dwelling unit

	EC	PA	LDR	NC, WR	CP, RC	HC	AF, HI, I-A, I-B, LI-A, LI-B, PU	PR, TC, RA <sup>1</sup>
<u>Signage type:</u>								
Bilboard <sup>2</sup>	X	X	X	X	√	√	√	X
Construction	32 sf	32 sf	32 sf	√	√	√	√	√
Educational	24 sf	24 sf	20 sf	√	√	√	√	√
Flashing	X	X	X	X	X	X	X	X
Identification	32 sf	32 sf	20 sf	√	√	√	√	√
Nameplate	X	X	6 sf	√	√	√	√	√
Reader board	X	20 sf	20 sf	√	√	√	√	√
Real estate	X	X	6 sf/du or 60 sf max	√	√	√	√	√
Temporary	20 sf	20 sf	20 sf	√	√	√	√	√
<u>Structural type:</u>								
Awning	X	X	√	√	√	√	√	√
Banner	√	√	√	√	√	√	√	√
Ground	√	√	√	√	√	√	√	√
Pole	X	X	X	√	√	√	√	√
Projecting	X	X	X	√	X	√	√	X
Roof	X	X	X	X	√	√	√	X
Wall	X	√	√	√	√	√	√	√
Window	X	X	√	√	√	√	√	√
<u>Illumination:</u>	X	√	Note 4	√	√	√	√	√
<u>Measurement:</u>								
Maximum height <sup>3</sup>	10 feet	15 feet	10 feet	15 feet	30 feet	30 feet	30 feet	30 feet
Minimum setback	15 feet	15 feet	15 feet	NC = 5 ft WR = 15 ft	15 feet	15 feet	15 feet	15 feet
Maximum gross sign area	n/a	n/a	See signage type	Note 5	Note 5	Note 5	Note 5	Note 5
Maximum area of any single sign	See signage type	See signage type	See signage type	100 sf	300 sf	300 sf	300 sf	300 sf
Maximum number of signs per front yard <sup>6</sup>	n/a	n/a	1	2	2	2	2	2

Notes:

- Note 1: Sign regulations may be superseded by individual redevelopment plans.
- Note 2: See also paragraph (h)7.
- Note 3: The maximum height of a ground, pole, or roof sign shall be measured from the ground level. The maximum height of a wall sign shall be the wall height of the structure.
- Note 4: None, except reader boards may be directly illuminated.
- Note 5: See paragraph (h)4 above.
- Note 6: This method of calculation for the maximum number of signs shall not apply to multi-tenanted and multi-structure developments, which are governed by (i) below.



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(i) Signs in multi-tenanted structures or multi-structure developments shall be governed by the following sign regulations:

1. An integrated sign plan shall be submitted to the NJMC for each development. Such sign plan shall include the dimensions, locations, heights, and details of all signs, including lettering style, lighting, color, and materials, and dimensions of all building facades.

2. Each of the above elements shall be consistent with each other, the architecture and materials of principal structures, and the landscape plan. Where there is existing signage on the property, the sign plan shall include details for both existing and proposed signs. Signs shall be installed in accordance with the approved sign plan as changes occur.

3. The maximum allowable area of any single sign shall be 300 square feet.

4. The total sign area permitted shall be five percent of the building's main facade. The NJMC may permit a total sign area of up to 10 percent of the building's main facade if, in the opinion of the NJMC, such additional area shall assist in developing a more integrated sign plan. For the purposes of these calculations, no building shall have more than one main facade.

5. The maximum height of a wall sign shall be the wall-height of the structure. The height of roof, pole, and ground signs shall not exceed a maximum of 30 feet above ground level.

6. The minimum setback of any sign shall be 15 feet from any property line, except in the Neighborhood Commercial zone, where a minimum setback of five feet from any property line shall apply.

(j) Fuel service stations shall be permitted to display only the following signs:

1. One pole sign, in accordance with the following:

i. The gross sign area shall not exceed 120 square feet, inclusive of all faces;

ii. The minimum sign height shall be 10 feet above ground level;

iii. The maximum sign height shall comply with Table 8-5; and

iv. The sign shall be set back a minimum of 10 feet from any property line.

2. One reader board, with a maximum area of 36 square feet per side, with a maximum of two sides, installed on the sign pole.

3. One temporary sign, specifically advertising special or seasonal servicing of motor vehicles, provided such sign does not exceed 15 square feet in size. The location of the temporary sign shall not interfere with vehicular circulation or visibility.

4. Canopy signs may be installed on all faces of the canopy and shall be no larger than 20 inches in height. Total canopy sign area shall not exceed one-third of the total area of the canopy faces.

5. Buildings accessory to the principal fuel service station use, shall be permitted two identification wall signs per front yard, no larger than five percent of the building's main facade, and shall not exceed the wall height of the structure.

#### § 19:4-8.15 Site service improvements

(a) Outdoor storage, where permitted, shall be located to provide minimal visual impact from within and outside the site. Screening and fencing shall be provided in accordance with N.J.A.C. 19:4-8.9(d)6iv and 8.10.

(b) Distribution and service lines for telephone, electricity and any other utility cables to buildings and sites shall be placed underground wherever technologically possible. All utility lines remaining aboveground shall be located to minimize adverse visual impacts.

(c) Requirements for wireless communication antennas and unmanned equipment structures are as follows:

1. All wireless communication antennas shall comply with the applicable regulations of the Federal Communications Commission (FCC).