

**TOWNSHIP OF WANTAGE
ORDINANCE # 2021-_____**

**AN ORDINANCE AMENDING AND SUPPLEMENTING
THE REVISED GENERAL ORDINANCE OF THE
TOWNSHIP OF WANTAGE, CHAPTER XIII “ZONING”
SECTION 13 “GENERAL REGULATIONS” BY AMENDING
SECTION 13-17.4 PROHIBITIONS TO AMEND B AND 1
AND ADDING SECTION 13-13.21 TO PERMIT DIGITAL
SIGNAGE.**

WHEREAS, the Township of Wantage desires to amend and supplement the provisions of Chapter XIII “Zoning” of the Wantage Revised General Ordinances, §13-13 “General Regulations”.

NOW, THEREFORE, BE IT ORDAINED by the Mayor and Committee of the Township of Wantage, County of Sussex, State of New Jersey as follows:

Section 1.

Chapter XIII “Zoning”, §13-17.4 “Prohibitions” to delete subsection b and insert the following in its place:

b. Illuminated signs which flash, spell or display any portion intermittently, except as permitted by Section 13-13.21.

Section 2.

Chapter XIII “Zoning”, Section 13-17.4 l. to delete subsection l. and insert the following in its place:

1. Any flashing, moving or animated or sequential lighted signs, except as permitted by Section 13-13.21.

Section 3.

Chapter XIII “Zoning”, Section 13-13 “General Regulations”, Section 13-13 is hereby amended and supplemented by the addition of Section 13-13.21 Digital signage. Digital signage shall be permitted in conformance with the below regulations:

A. Digital signage shall only be permitted for schools, fire houses, first aid squads, public libraries and state, county and local governments.

B. For the purposes of this section only, schools are defined as public, private and parochial schools recognized and licensed by the New Jersey Department of Education and have as their prime purpose the general education of students in a full curriculum in the arts and sciences

and does not include preschools, daycare, trade schools, correctional, health or any other institution not primarily concerned with the general education of students in the arts and sciences.

C. When digital signage is permitted on sites where other uses/activities are also occurring, the digital sign shall only advertise the activities associated with and needed by the uses permitted in Subsection 13-13 A. above.

D. Only one digital sign display area shall be permitted per sign structure.

E. Digital signage shall only be permitted on freestanding signs.

F. No digital sign or digital sign display area or portion thereof shall rotate, move, blink, scroll, flash, produce noise or smoke or give the illusion of movement.

G. No digital sign shall be erected so as to cause any visual obstruction to traffic or impair traffic control devices.

H. The minimum display duration shall be 1 minute.

I. There shall be no visual "special effects" of any kind during the transition between successive messages. The screen shall transition from one message to the next with no perceptible dimming, swiping or blanking of the display, and with no visible effects such as fade, dissolve, or other animated transition methods. The change in message shall consist of a seamless, imperceptible transition from one image to the next.

J. Message sequencing shall be prohibited. Message sequencing is a term used to describe a single thought, idea, concept, message, or advertisement for a product or service that is divided into segments and presented over two or more successive display phases of a digital sign or across two or more individual signs.

K. Digital signage shall not advertise or publicize any activity, use, business, product, real estate or service not located or conducted on the premises upon which such signs are located unless specifically permitted by other provisions of this chapter.

L. Digital signage shall be equipped with a sensor that automatically determines the ambient lighting conditions and programmed to automatically dim the digital display according to ambient light conditions such that the digital sign illumination is no greater than 0.3 footcandles over ambient lighting conditions.

M. Digital signage shall not shall not be larger than 32 square feet including frames and non-digital areas.

Section 4.

All other parts, portions and provisions of Chapter XIII of the Township of Wantage Code, be and the same, are hereby ratified and confirmed, except where inconsistent with the terms

thereof. In the event of any such inconsistency, the terms of this Ordinance shall be deemed to govern.

Section 5.

If any section, paragraph, sub-section, clause or provision of this Ordinance shall be declared invalid by a court of competent jurisdiction, such decision shall not affect the validity of this Ordinance as a whole or any part thereof.

Section 6.

All Ordinances or parts of Ordinances inconsistent with this Ordinance are hereby repealed to the extent of such inconsistency.

Section 7. Effective Date. This Ordinance shall take effect immediately upon final passage and publication according to law.

_____, Mayor
Township of Wantage

ATTEST:

Michael Restel, Acting Municipal Clerk
Township of Wantage