

**CBD ZONE SIGN ORDINANCE**  
**CBD – Central Business District Zone**  
**Borough of Collingswood**

Central Business District (CBD).

(a) A business in the Central Business District zoning district may erect a total of two nonexempt signs, one of which may be a sign painted on a first floor window not to exceed: in area, 20% of the glass area; and in letter height, six inches. The second sign may be one of the following:

[1] A wall sign not to exceed: in total sign area, 0.75 square feet for each linear foot of building frontage or 24 square feet, whichever is less; in lettering area, 0.5 square feet for each linear foot of building frontage; in height, 15 feet or the bottom of the second floor windowsill, whichever is lower; and in lettering height, 12 inches. Such signs may be made of dimensional opaque elements not to extend more than three inches from the wall surface and may be lighted from behind;

[2] A multiple occupant/tenant sign, in accordance with § 141-101D(8);

[3] An awning sign, which meets the conditions of § 141-101D(9);

[4] A projecting or icon sign, which meets the conditions of § 141-101D(10);

[5] A mural sign, which meets the conditions of § 141-101D(11);

[6] An easel sign, which meets the conditions of § 141-101D(12); or

[7] A decorative flag, which meets the conditions of § 141-101 D (13).

(b) Where a property fronts on more than one street, the total number of non-exempted signs permitted shall be three. No more than two nonexempt signs shall be erected on any building frontage. Where a property has an entrance from a rear parking area, one additional non-exempted sign to front that parking area is permitted.

D. Specific sign design standards.

(1) Temporary business identification signs. A temporary business identification sign shall meet the following conditions:

(a) The Zoning Officer may permit a new business to display one such sign per business, pending the necessary approvals for the business's permanent signage.

(b) Such sign shall conform to the general design guidelines in § 141-101B and zoning district design standards in § 141-101C.

(c) The temporary business identification sign shall be placed in the same location as the permanent sign would.

(d) The temporary business identification sign must be removed upon installation of approved permanent signage or business expiration or 90 days, whichever is sooner.

(2) Door signs. A door sign, which may include the premises' days and hours of operation and contact numbers by which the business, proprietor or owner may be contacted, shall meet the following conditions:

- (a) There shall be only one such sign permitted per entry door.
  - (b) The sign area shall not exceed 1.5 square feet, not including any portable "open" sign under 0.25 square feet in area.
  - (c) The sign shall be painted, applied, or hung from the inside of the door. Lettering on door glass shall be painted in gold leaf or a light color.
  - (d) No other signage, including exempt signs, shall be placed on the door.
- (3) Temporary advertising signs and permanent interior advertising signs.
- (a) Temporary advertising signs shall meet the following conditions:
    - [1] The combined sign area of all temporary advertising signage shall not exceed 10% percent of the total window area. Sign area shall include the signboard or mounting structure, regardless of whether it contains letters, characters, or other illustrations.
    - [2] Signs shall be mounted on a signboard or otherwise displayed indoors inside the business premises. Signs shall not be affixed to or supported on any window or door, and shall be separated from store window and door surfaces by at least 12 inches.
    - [3] Signs must show beginning and expiration dates in one-half-inch letters at the lower right hand corner of each sign. Signs shall be removed after 30 days.
    - [4] Individual sign letters and characters may not exceed nine inches in height.
    - [5] Signs shall not contain any lights, flags, pennants, streamers, or other fluttering or spinning attachments.
  - (b) Permanent interior advertising signs should be exhibited as part of a storefront business display. Such signs must not be affixed to or supported on any window or door and shall be separated from store window and door surfaces by at least 12 inches. The total window coverage for all permanent interior advertising signage shall not exceed 10% per window for each window. No signs shall contain any interior or exterior lighting. No one sign may contain any more than three words. Letters and characters shall not exceed four inches in height.
- (8) Multiple occupant/tenant (MOT) signs. A flush-mounted wall, projecting, or freestanding multiple occupant/tenant sign shall be used where a building or site contains two or more different commercial or office uses or tenants, and shall meet the following conditions:
- (a) Only one such sign shall be permitted for each tax parcel, except for corner properties within the Central Business District zone where one such sign may be erected on both frontages.
  - (b) No more than one multiple occupant/tenant sign shall be erected on any building frontage.
  - (c) Except for projecting signs, as permitted in § 141-101D (10), such signs shall have a maximum height of six feet.

- (d) The principal heading or logo should not exceed 25% of the sign area. A multiple occupant/tenant sign for two different uses shall not exceed four square feet and may contain an additional one square foot of area for each additional use in the building or site, up to a maximum of eight square feet.
  - (e) Maximum letter height shall not exceed four inches. The sign's lettering style and coloring shall be the same for all uses and tenants.
- (9) Awning signs. An awning sign shall meet the following conditions:
- (a) Only one such sign is permitted per storefront, on the first floor only.
  - (b) Sign letters and characters shall be painted or sewn on awnings. Maximum letter height shall be nine inches.
  - (c) Awning signs may not be backlit. The awning fabric, including sign lettering and characters, shall be made of an opaque material such that no window or sidewalk lighting shall show through the fabric material.
  - (d) Maximum lettering area shall not exceed 0.5 square feet for each linear foot of building frontage, or 16 square feet, whichever is less. Inclusion of the premise's street address on the awning shall not be counted towards the maximum permitted sign area or number of signs.
  - (e) Awnings attached to the same building must be the same shape, color and height, regardless of individual business ownership or tenancy in the building.
  - (f) Installation of awning signs shall require a building permit.
- (10) Projecting signs and icon signs. A projecting sign or icon sign shall meet the following conditions:
- (a) Only one such sign shall be permitted for each tax parcel, except for corner properties within the Central Business District zone where one such sign may be erected on both frontages.
  - (b) It shall be set back at least four feet from the street curbline, extend no less than one foot and no more than four feet from the building's wall surface, and not exceed six square feet.
  - (c) The maximum height shall be 15 feet or the bottom of the second floor windowsill, whichever is lower. The minimum height shall be seven feet from grade.
  - (d) The maximum lettering height shall be nine inches.
  - (e) It must not project from a building at an angle other than 90, except at a public street corner, where it also may project in an angle to the center of the intersection.
  - (f) Installation of projecting signs shall require a building permit.
- (11) Mural signs. A mural sign shall meet the following conditions:
- (a) Only one such sign of a maximum size of 64 square feet shall be permitted per building, on the side or rear walls of a building only.

- (b) It shall be designed and painted by a professional sign maker or artist.
  - (c) It shall be designed and colored to complement the architectural style of the subject building and visually enclosed within a frame.
- (12) Easel and sandwich board signs. An easel sign, which is a portable, fixed copy sign mounted to a freestanding pedestal, sandwich board, or easel frame shall meet the following conditions:
- (a) Only one such sign shall be permitted per tax lot, located adjacent to the exterior of the business establishment.
  - (b) It shall be artistically designed with a theme related to the individual business or business district.
  - (c) It shall not exceed five feet in height, two feet in width, and one and one-half square feet in lettering area.
  - (d) It shall be located so as not to impair pedestrian or vehicular traffic or as to block or obstruct any legally required fire exit, curbside car door opening area, or other exit.
  - (e) It shall be taken inside at night after the closing of business and during periods of inclement weather, such as rain, snow, and high winds. The sign shall include a ten-pound weighted stabilizing base to prevent accidental collapse or falling.
  - (f) It shall not include any lighting or sound-generation equipment.
- (13) Decorative flags. A decorative flag shall meet the following conditions:
- (a) One such sign flag shall be permitted per business.
  - (b) The flag dimensions shall not exceed three feet in width, five feet in length, and 15 square feet in total area.
  - (c) The decorative flag shall be displayed on a flagpole mounted to the exterior of a building or store front so that the bottom edge of the flag shall be at least seven feet above the sidewalk or ground level and the top of the flag not exceed 12 feet above the sidewalk or ground level.
  - (d) The flag may contain an icon, name or symbol of the on-premises business, description of on-premises business or services, and/or the word "open." The flag shall not advertise or promote a specific individual, product or brand name or off-premises business, service, or corporation.
  - (e) The flag shall not be made of plastic materials.