

## Prohibited Signs

The following temporary signs are prohibited in Hillsborough Township:

- Signs located on public sidewalks, in the public right-of-way, any easement, or designated sight triangle.
- Illuminated signs or signs utilizing neon colors, moving parts, electronic or digital displays, or changing message boards.
- Signs affixed to trees, utility poles or other signs.
- Vehicle advertising signs not located out of sight from public views where possible.
- Spinners, flags, pennants, streamers and other moving objects, and inflatable signs whether containing a message or not.
- Signs placed without an approved zoning permit.

Temporary signs that do not comply with the regulations set forth in the Hillsborough Township Municipal Code may be removed by the township.

## Questions?

If you have questions, please contact the Planning & Zoning Office at 908-369-4313 ext 7180 or [cdavis@hillsborough-nj.org](mailto:cdavis@hillsborough-nj.org).

This brochure is meant only as a guide for temporary signs in Hillsborough Township. See section **188-83** of the Hillsborough Township Code for complete sign regulations.



Hillsborough Township  
Planning & Zoning Office

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Peter J. Biondi Building  
379 South Branch Road  
Hillsborough, NJ 08844

Phone: 908-369-8382  
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Provided by:  
The Hillsborough  
Township  
Planning & Zoning  
Office

## **Introduction**

The Township of Hillsborough has a Sign Ordinance with the purpose to ensure that public and traffic safety is not compromised by the inappropriate placement of signs, to maintain and enhance the aesthetics of the Township, and to avoid visual clutter of the Township's roads. This pamphlet is meant as a guide in the legal use of temporary and seasonal advertising signs for businesses in promotion of these goals.

## **Permit Required**



A **Zoning Permit** is required for temporary or seasonal advertising and grand opening signs in Hillsborough Township. Please see the Planning and Zoning Office to receive an application.

You will need to provide an image or drawing of the proposed sign(s), including dimensions and message, and a letter or signature of approval from the property owner. Processing may take up to 10 business days so remember to submit your application at least **2 weeks before** the proposed display dates to guarantee a response with adequate time to make changes as needed and order your sign(s).

# **Business Advertising & Grand Openings**

## **Business Advertising**

Hillsborough Township allows businesses to erect temporary or seasonal advertising signs twice per year. These portable signs, up to **4 square feet in size**, may be placed along each street frontage of a business for up to 30 days with an **approved zoning permit**.

Sidewalk and A-frame signs are permitted on or adjacent to a sidewalk or walkway in any commercial development but cannot be placed in any public ROW or ST, or impede vehicular or pedestrian traffic in anyway.

No signs may be placed in the right-of-way, a designated sight triangle, or off-site.

## **Grand Opening**

To mark the grand opening, reopening after renovations or change in ownership of a business, a banner is permitted to be displayed for up to 30 days with an **approved zoning permit**. A banner up to **24 square feet in size** may be securely attached to the building or the ground. The phrasing on the banner should be relevant to the opening but may read "Now Open" or "Under New Management." Searchlight displays are also permitted for grand opening events.

## **Definitions**

**Sign:** Any structure or device which is intended to attract the attention of the public and which displays or includes any letter, word, model, banner, flag, pennant, insignia, symbol, device, or representation used as an identification, announcement, direction or advertisement.

**Temporary Sign:** Any sign that is used only temporarily and is not permanently mounted.

**Right-of-Way (ROW):** The total width and length of a street within which all improvements, maintenance, and rights of access are contained and which, for a street, includes cartways, curbs, sidewalks, bikeways and planting strips.

**Street frontage:** The part of the property that touches a street. A corner lot has 2 street frontages.

**Sight Triangle (ST):** A triangular shaped portion of land established at street intersections in which nothing is erected, placed, or planted in such a manner as to limit or obstruct the sight distance of motorists entering or leaving the intersection.

