

**AN ORDINANCE AMENDING CHAPTER 25, SECTION 15.3.c. OF THE REVISED
GENERAL ORDINANCES OF THE TOWNSHIP OF WEST ORANGE
(SIGNAGE FOR BUSINESSES WITH DRIVE-UP WINDOWS)**

**BE IT ORDAINED BY THE MUNICIPAL COUNCIL OF THE TOWNSHIP OF
WEST ORANGE, NEW JERSEY** that Chapter 25 of the Revised General Ordinances of the
Township of West Orange be and are hereby amended as follows:

I. PURPOSE

The purpose of this ordinance is to update the provision of the Municipal Code of the
Township of West Orange governing permitted signs to allow reasonable signage for businesses
with drive-up windows.

**II. CHAPTER 25, SECTION 15.3.c. SHALL BE AND HEREBY IS AMENDED AND
SUPPLEMENTED TO INCORPORATE THE FOLLOWING:**

§ 25-15.3 Allowed Signage.

- c. Signs in Business Zones. Within these zones, no signs shall be erected or altered in whole or
in part unless it complies with the following regulations:
 - 1. In the Main Street/Neighborhood Business Zones, (all OB-1, OB-2, and B-1 Zones) none
other than the following signs shall be permitted:
 - ...
 - (h) Businesses with drive-up windows shall be permitted signage in accordance with the
regulations of Subsection 25-15.3g.
 - 2. In Business/Office Zones (B-2, P-C, and O-R Zones), none other than the following signs
shall be permitted:
 - ...
 - (h) Businesses with drive-up windows shall be permitted signage in accordance with the
regulations of Subsection 25-15.3g.
 - ...
- g. Drive-up windows. Businesses with drive-up windows may display the following special
signs which are deemed customary and necessary to their relative businesses, in addition to
any other signs otherwise permitted:
 - 1. A maximum of two directional signs per drive-through lane, with a maximum sign area
of three-square feet per sign and a maximum height above grade of four feet.
 - 2. A maximum of two menu board signs per drive-through lane, with a maximum sign area
of 24 square feet per sign and a maximum height above grade of seven feet. The portion

of the sign showing pricing information shall be considered a permitted changeable copy sign.

3. One digital order board per drive-through lane, with a maximum sign area of three-square feet and a maximum height above grade of four feet. This sign shall be considered a permitted changeable copy sign.
4. One vehicle height clearance bar per drive-through lane.

III. REPEAL OF CONFLICTING ORDINANCES

Any Ordinances of the Township which are in conflict with this Ordinance are hereby repealed to the extent of such conflict.

IV. SEVERABILITY

If any part of this Ordinance shall be deemed invalid, such parts shall be severed and the invalidity thereof shall not affect the remaining parts of this Ordinance.

V. EFFECTIVE DATE

This Ordinance shall take effect upon final passage and publication in accordance with the law.

ROBERT D. PARISI, MAYOR

**SUSAN McCARTNEY
COUNCIL PRESIDENT**

**KAREN J. CARNEVALE, R.M.C.
MUNICIPAL CLERK**

INTRODUCED: February 1, 2022

ADOPTED: February 15, 2022