**ORDINANCE 2023-10**

**BOROUGH OF NEPTUNE CITY**
**COUNTY OF MONMOUTH**

**AMENDING CHAPTER 139 OF THE BOROUGH CODE, SECTION 50 "SIGN REGULATIONS"**

**WHEREAS**, the Administrator and Code Enforcement Officer have recommended amendments to the Sign Regulations as enumerated in the Borough Code; and

**WHEREAS,** the Borough Council believes it is in the best interest of its residents to approve these amendments.

**NOW THEREFORE BE IT RESOLVED**, by the Borough Council of the Borough of Neptune City, County of Monmouth, State of New Jersey that it hereby amends Chapter 139-50 "Sign Regulations" as follows:
Deletions are noted by ~~strike throughs~~
Additions are indicated in **bold underline**
Language that remains unchanged is not highlighted in any way

**§ 139-50 Sign regulations.**
Any type of sign not permitted herein as an accessory use is prohibited in any zone in the borough and the following types and kinds of signs shall be permitted as accessory uses:

A. Temporary signs.
   (1) Definition. A temporary sign shall be defined to mean all flags (except the flag of the United States of America, POW/MIA flag or one additional international flag), banners, freestanding sandwich boards or other nonpermanently ground-attached sign, signs with wheels (even if same have been removed), window signs (whether paper, material or painted directly on the window), pennants, balloons, streamers, pinwheels, all placed on property in a nonresidential zone, or property used for nonresidential purposes.
   (2) Prohibition. Except as permitted in this Section 130-50, all temporary signs in the Borough of Neptune City shall be prohibited.
   (3) Exceptions. The following temporary signs shall be permitted:
      (a) Temporary signs approved by resolution of the Land Use Board;
      (b) ~~A single~~ **TWO** sandwich board sign**s** (consisting of two finished sides with an "A" frame) shall be permitted for each business existing on a property, provided that same shall be fabricated from wood with hand painted or other permanent lettering and shall not exceed two feet in width and four feet in height.
      (c) Window signs on those windows facing an improved public street, provided that such window signs do not exceed 50% of the window area on the window facing the improved public street.
      (d) Search lights, provided that a special permit shall be first obtained from the Borough Zoning Officer, which permit shall allow the search light to be used between dusk and 10:00 p.m., no longer than three days during any calendar year per property.
      (e) Banner by permit first obtained from the Borough Zoning Officer, which shall be at a cost set by the Borough Council and limited to special events such as a grand opening, a holiday or other theme, for a maximum of one banner per property during a two consecutive week period per calendar year. The size of such banner shall not exceed three feet by 10 feet.
      (f) A single sign per property advertising the sale or rental of a real property not exceeding five square feet for property in a residential zone and 16 square feet for property in all other zones, provided that same shall be removed upon the transfer of title for the sale or signing of the lease (or occupancy, whichever shall first occur) for a rental.

B. Building signs.
   (1) Definition. A building sign shall be defined as a sign attached to or painted upon a building wall and it is not extended above the roof line.
   (2) Building signs are permitted in the commercial or industrial zones advertising the business conducted on the property.

(3) A single commercial or industrial use building is permitted one building sign not to exceed 100 square feet.
(4) In case of multiple business or shopping centers, each business or store shall be permitted one building sign provided that the total sign area on the face of the business or store shall not exceed 10% of the area of the face of the wall of that business or store, excluding roof areas of 100 square feet, whichever is less.
(5) When a business or store is located on a corner lot, one sign shall be permitted on each side of the building facing each street or **parking lot not abutting residential properties**. The areas of each sign shall be as permitted in Section 139-50B (4).
(6) Signs approved for funding through the Grow Monmouth Facade Beautification Grant may be attached to the roof of a building, as long as such sign does not extend above the highest ridge line of the building.

C. One sign advertising a permitted use or indicating the home or office of a recognized profession or home occupation shall be permitted in any zone provided same shall not exceed two square feet in area, except when same advertises a multi-family use or garden apartment use, same shall not exceed 40 square feet.

D. Freestanding signs in accordance with Section 111-22, except that only one such sign shall be permitted per property, not to exceed 50 square feet.

E. Sign area measurement. The area of a sign shall be computed as the total square foot content of the background upon which the lettering illustration or display is presented. The area of a sign consisting of individual letters or figures shall be considered as the total area of the smallest rectangle which can enclose all letters and/or figures.

F. The following signs shall be exempt:
(1) Signs of government entities:
(2) Church and charitable bulletin boards and signs not exceeding 16 square feet in area;
(3) Construction signs not exceeding 16 square feet in area limited to a period of not more than 30 days after the period of construction;
(4) Political signs of not more than ~~two square feet in area~~ **four (4) square feet in area and must be removed within seven days after Election Day.**

All signs shall comply with any other ordinances of this borough that may be applicable.

This Ordinance shall take effect upon its passage and publication as required by law.

DATE INTRODUCED: September 11, 2023
PUBLIC HEARING: September 25, 2023