



Borough of Haddonfield

Outdoor Marketing Graphic Display Permit

PLEASE COMPLETE ENTIRE PACKET

Insurance form is required for all permit applications!

An application is required **PRIOR** to displaying an Outdoor Marketing Graphic Display in the Borough of Haddonfield

CHECK ONE:

RENEWAL OF PREVIOUSLY APPROVED OUTDOOR MARKETING GRAPHIC DISPLAY PERMIT FEE: \$25.00

NEW APPLICATION OR RENEWAL WITH PROPOSED CHANGES FEE: \$50.00

SECTION 1 PROPERTY DATA:

| | | |
|--|----------------------------|------------------|
| (A) | SUBJECT PROPERTY'S ADDRESS | _____ |
| (B) | SUBJECT PROPERTY'S BLOCK | _____ LOT: _____ |
| (C) | OWNER OF SUBJECT PROPERTY | _____ |
| (D) | PROPERTY-OWNER'S ADDRESS | _____ _____ |
| <u>SECTION 2 – PROPERTY – OWNER'S AUTHORIZATION:</u> | | |
| I hereby certify that I am (the Agent of) the Owner of Record of the Subject Property and that I am authorized to make this Application. | | |
| _____ | | _____ |
| <i>Property-Owner's Signature</i> | | <i>Date</i> |

SECTION 3 BUSINESS DATA:

| | | |
|-----|---------------------------------|---------------------|
| (A) | FULL NAME OF BUSINESS | _____ |
| (B) | BUSINESS-OWNERS NAME: | _____ |
| (C) | BUSINESS OWNERS ADDRESS: | _____ _____ |
| (D) | BUSINESS OWNER'S TELEPHONE NO.: | _____ |
| (E) | BUSINESS OWNER'S FAX NO.: | _____ |
| (F) | BUSINESS-OWNERS | EMAIL ADDRESS _____ |
| (G) | BUSINESS-OWNERS | WEB-SITE _____ |

SECTION 4 – BUSINESS – OWNER'S AUTHORIZATION:

- I hereby certify that I am (the Agent of) the Owner of the Business / Proposed Outdoor Marketing Graphic Display and that I am authorized to make this Application.

- I acknowledge that I have read, understand, and will comply with all of the conditions of the Borough of Haddonfield Outdoor Marketing Graphic Display Permit program.

Business Owner's Signature

Date

I. **READ THE OUTDOOR MARKETING GRAPHIC DISPLAY ORDINANCE (Ch. 191-24.1) AND DESIGN GUIDELINES BELOW AND INITIAL OR CHECK EACH BOX TO ENSURE YOUR APPLICATION IS ACCURATE AND COMPLETE.**

II. For NEW application submission, bring **five (5)** copies of the following items to the Construction Office, Rm 104 in Borough Hall. Application will be considered incomplete without the necessary copies.

For RENEWAL application submission (no substantial changes to your previously approved application), bring **one (1)** copy of the following items, to the Construction Office, Rm 104 in Borough Hall.

Application form: Signed Outdoor Marketing Graphic Display Permit Application (by Business Owner & Property Owner)

Site plan or photo of store front:

- Indicate where the Outdoor Marketing Graphic Display will be displayed.
- Existing façade and immediately adjacent businesses
- Sidewalk width (building face to curb edge)
- The Outdoor Marketing Graphic Display shall be located within 30 inches (measuring perpendicular from the front edge) of the front property line of the property in which the store is located. The display shall not obstruct the store's front entrance and a safe, continuous path on the public sidewalk with a minimum of four feet must be maintained for pedestrian traffic to pass in front of the property.
- The Outdoor Marketing Graphic Display may only be displayed when the merchant with which the sign is associated is open, shall be removed from the sidewalk every evening at the close of business, and shall be stored off of the sidewalk when the business is not open.

Photo of Outdoor Marketing Graphic Display to be displayed, with measurements.

- The Outdoor Marketing Graphic Display is intended to feature depictions of the merchant's products but may also display text. However, that text may not exceed one-half of the total area of the OMGD. The text on the sign shall not be hand-lettered. However, an OMGD may be a chalkboard with no depiction of a product, in which case hand-lettered text is permitted and there is no restriction on the area of the text.
- The Outdoor Marketing Graphic Display shall not have any moving parts, any internal lighting, shall not emit any sounds, any odor emanating, nor have any other items affixed to it, such as balloons, banners, signs, or any other similar items
- The Outdoor Marketing Graphic Display shall not exceed 4.5 feet in overall height and shall have a square footage not to exceed six square feet. However, if it is a back-to-back sign and the two sides of the sign are identical, only one side of the sign shall be measured for the purposes of determining the size of the sign.

Restaurants shall be permitted to display (1) or (2) below in addition to their primary sign with restaurant name and description:

1. A menu of food and/ or beverages placed in the restaurant window or a bill-of-fare/menu in a display case mounted on the exterior of the building façade. Such window menu or display case shall not exceed 1.5 square feet in area.
2. A bill of fare of food and/ or beverage offerings on a freestanding, one-sided easel/pedestal or on a one-side wall mounted board with erasable text wherein such text shall not exceed six (6) square feet in area and shall be removed at the end of the business day. White boards are not permitted on freestanding signs or wall mounted sign. The nearest edge of the sign must be within one (1) foot of the store front
 - Any freestanding bill-of-fair sign must receive approval under the Outdoor Marketing Graphic Display requirements. A mounted display case must receive Historic Preservation Commission approval.

Barbershops shall be permitted to display one barbershop pole: Photos of proposed outdoor dining area and building façade.

- A barbershop pole means the traditional red, white, and blue striped cylindrical pole, which may or may not rotate, that is approximately six (6) feet in height or less and contains no written words, symbols, and/or text.
- The barbershop pole may be mounted to the front façade of the barbershop or may be freestanding in front of the barbershop. If the barbershop pole is mounted within the public right-of-way, or encroaches within the public right-of-way, permission must be obtained from the governing body of the Borough of Haddonfield
- A sign permit is required for the barbershop pole

Certificate of Insurance: Certificate of liability insurance covering outdoor operations (with the Borough of Haddonfield listed as a certificate holder with minimum \$1,000,000 coverage) **REQUIRED FOR ALL APPLICATIONS!**

III. Renewal

1. An Application is required **PRIOR** to displaying merchandise outside an establishment in the Borough of Haddonfield. A permit is required whether the merchandise is on the public sidewalk or private property.
2. Permits are only valid for the year in which they are applied for. The best time to renew a permit is at the start of a new year but a business may wait until the permit is needed.
3. **Renewal permits must be completely filled out and include a copy of the business insurance form listing the Borough of Haddonfield as a certificate holder. Applications submitted without this form will be considered incomplete and will NOT be processed.**
4. If changes have been made to the previously approved Outdoor Marketing Graphic Display, a new application must be submitted.
5. **Display of an Outdoor Marketing Graphic Display (usually an A-frame sign) without a valid permit may result in the issuance of a summons to appear in municipal court.**

| | | |
|--|---|-------------------|
| ACORD™ CERTIFICATE OF LIABILITY INSURANCE | | DATE (MM/DD/YYYY) |
| PRODUCER | THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. | |
| INSURED | INSURERS AFFORDING COVERAGE | NAIC # |
| | INSURER A: | |
| | INSURER B: | |
| | INSURER C: | |
| | INSURER D: | |
| | INSURER E: | |

COVERAGES
 THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. AGGREGATE LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

| INSR | ADD'L | TYPE OF INSURANCE | POLICY NUMBER | POLICY EFFECTIVE DATE (MM/DD/YY) | POLICY EXPIRATION DATE (MM/DD/YY) | LIMITS |
|------|-------|--|---------------|----------------------------------|-----------------------------------|--|
| | | GENERAL LIABILITY <input type="checkbox"/> COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS MADE <input type="checkbox"/> OCCUR GEN'L AGGREGATE LIMIT APPLIES PER: <input type="checkbox"/> POLICY <input type="checkbox"/> PRO-JECT <input type="checkbox"/> LOC | | | | EACH OCCURRENCE \$ DAMAGE TO RENTED PREMISES (Ea occurrence) \$ MED EXP (Any one person) \$ PERSONAL & ADV INJURY \$ GENERAL AGGREGATE \$ PRODUCTS - COMP/OP AGG \$ |
| | | AUTOMOBILE LIABILITY <input type="checkbox"/> ANY AUTO <input type="checkbox"/> ALL OWNED AUTOS <input type="checkbox"/> SCHEDULED AUTOS <input type="checkbox"/> HIRED AUTOS <input type="checkbox"/> NON-OWNED AUTOS | | | | COMBINED SINGLE LIMIT (Ea accident) \$ BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$ |
| | | GARAGE LIABILITY <input type="checkbox"/> ANY AUTO | | | | AUTO ONLY - EA ACCIDENT \$ OTHER THAN EA ACC \$ AUTO ONLY: AGG \$ |
| | | EXCESS/UMBRELLA LIABILITY <input type="checkbox"/> OCCUR <input type="checkbox"/> CLAIMS MADE <input type="checkbox"/> DEDUCTIBLE <input type="checkbox"/> RETENTION \$ | | | | EACH OCCURRENCE \$ AGGREGATE \$ \$ \$ |
| | | WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? If yes, describe under SPECIAL PROVISIONS below | | | | <input type="checkbox"/> WC STATU-TORY LIMITS <input type="checkbox"/> OTH-ER E.L. EACH ACCIDENT \$ E.L. DISEASE - EA EMPLOYEE \$ DISEASE - POLICY LIMIT \$ |
| | | OTHER | | | | |

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES / EXCLUSIONS ADDED BY ENDORSEMENT / SPECIAL PROVISIONS

The Borough of Haddonfield is named as an additional insured

| | |
|--|--|
| CERTIFICATE HOLDER The Borough of Haddonfield 242 Kings Highway East Haddonfield, New Jersey 08033 | CANCELLATION SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, THE ISSUING INSURER WILL ENDEAVOR TO MAIL _____ DAYS WRITTEN NOTICE TO THE CERTIFICATE HOLDER NAMED TO THE LEFT, BUT FAILURE TO DO SO SHALL IMPOSE NO OBLIGATION OR LIABILITY OF ANY KIND UPON THE INSURER, ITS AGENTS OR REPRESENTATIVES. AUTHORIZED REPRESENTATIVE |
|--|--|

