



BOROUGH OF HADDONFIELD

Camden County, New Jersey

January 14, 2010

2009-21

AN ORDINANCE TO AMEND THE CODE OF THE BOROUGH OF HADDONFIELD, COUNTY OF CAMDEN, STATE OF NEW JERSEY, CHAPTER 191, ENTITLED SIGNS AND CHAPTER 178, ENTITLED SALES, SPECIAL

BE IT ORDAINED by the Board of Commissioners of the Borough of Haddonfield, in the County of Camden, State of New Jersey as follows:

SECTION I:

The Code of the Borough of Haddonfield is hereby amended by repealing Section §191-15 entitled "Signs for Specific Use," and adding a new Section 191-15 entitled "Signs for Specific Use" as follows:

- A. Restaurants shall be permitted to display (1) below and either (2) or (3) 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 sign in a display case mounted on the exterior of the restaurant 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-sided 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.
 - (3) Temporary sign as permitted under §191-18B. Maximum time and duration as permitted by that section.
- B. Any freestanding bill-of-fair sign must receive approval under the "Outdoor Marketing Graphic Display" requirements in Section §191-24.1 of this Chapter. A mounted display case must receive Historic Preservation Commission approval.

SECTION II:

The Code of the Borough of Haddonfield is hereby amended by repealing Section §191-18(B) entitled "Temporary interior advertising signs" and adding a new Section §191-18(B) entitled "Temporary advertising signs" as follows:



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B. Temporary advertising signs.

- (1) A temporary advertising sign can be either a temporary interior advertising sign or a business banner.
- (2) Any such sign or banner shall not be displayed for a period of more than FOURTEEN (14) consecutive days per calendar quarter for a maximum of 4 times a year. There must be at least 30 days between the removal of any such sign or banner and the installation of any subsequent signs or banners. Notice must be given to the Zoning Enforcement Officer when such sign or banner is mounted.
- (3) Any interior sign or banner in any one retail use shall not exceed 10% of the total window area of that use.
- (4) A display sign or banner can not be larger than the permitted sign and cannot exceed the total width of the display window(s).
- (5) Display sign or banners cannot cover the business sign and cannot cover key architectural features.
- (6) The sign or banner must be placed on the business it advertises.
- (7) Hand-written signs or banners affixed to or placed in store windows are not permitted.
- (8) No other items may be affixed to store windows (including newspaper articles, product promotions, etc.), except for restaurant menus, as defined in §191-15.
- (9) Freestanding signs advertising sales are not permitted.
- (10) The applicant for a temporary interior advertising sign (hereafter TIAS) and/or banner shall submit the following information to the Haddonfield Zoning Officer at least 14 days prior to installing the TIAS or banner:
 - (a) Date the TIAS or banner is to be installed,
 - (b) Date the TIAS or banner is to be removed,
 - (c) Sizes and number of TIAS or banners,
 - (d) Location of TIAS or banner and how attached,
 - (e) Message on TIAS or banner,



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- (f) Total window area,
 - (g) Color of TIAS or banner and lettering color,
 - (h) Shape of TIAS or banner,
 - (i) Percentage of TIAS or banner in relation to window area.
- (11) The TIAS or banner is automatically approved if no rejection (with reasons) is transmitted to the applicant.
 - (12) The applicant shall print in one-inch numbers in the lower right front corner of the TIAS and banner the date installed and the date to be removed, e.g. 12/7/09 – 12/21/09.
 - (13) The TIAS and banners are permitted for the following events, e.g., sales, promotions, discounts, new services, new ownership, grand openings.
 - (14) No TIAS are permitted on the exterior of the business facility.

SECTION III:

The Code of the Borough of Haddonfield is hereby amended by repealing Section §178-2 entitled “Erection and removal of signs and advertisements” and adding a new Section §178-2 entitled “Erection and removal of signs and advertisements” as follows:

§178-2 Erection and removal of signs and advertisements.

All signs and/or advertisements for such a sale placed upon the premises in which such a sale is to be conducted shall conform in all respects to Chapter 135, entitled Land Development, and with Section §191-18(B) except §191-18(B)(2). Such going out of business signs are only permitted during the sale and for a maximum period of 30 days and shall be immediately removed upon termination of the sale.

SECTION IV:

If any article, section, subsection, sentence, clause or phrase of this Ordinance is, for any reason, held to be unconstitutional or invalid, such decision shall not affect the remaining portions of this Ordinance and they shall remain in full force and effect, and to this end the provisions of this ordinance are hereby declared severable.



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SECTION V:

All other ordinances in conflict or inconsistent with this ordinance are hereby repealed, to the extent of such conflict or inconsistency.

SECTION VI:

This ordinance shall take effect immediately upon adoption and publication in accordance with the laws of the State of New Jersey.

First Reading – December 22, 2009

Second Reading – January 13, 2010

I HEREBY CERTIFY THAT THE FOREGOING IS A TRUE, ACCURATE, AND COMPLETE COPY OF THE ORDINANCE ADOPTED BY THE BOARD OF COMMISSIONER, BOROUGH OF HADDONFIELD, COUNTY OF CAMDEN, STATE OF NEW JERSEY, AT THEIR REGULARLY SCHEDULED MEETING ON JANUARY 13, 2010.

Deanna Bennett, Borough Clerk