

ORDINANCE 2025-16
AN ORDINANCE AMENDING AND SUPPLEMENTING
THE BOROUGH CODE OF THE BOROUGH OF
ALLENHURST, CHAPTER 26, SECTION 5.10 ENTITLED
“SIGNS”

Offered By: Mayor Adjmi

Seconded By: Comm. Dweck

WHEREAS, the Board of Commissioners of the Borough of Allenhurst has determined that it is in the best interests of the community to amend and supplement Chapter 26, Subsection 5.10 entitled “Signs” to address issues the Borough is encountering with signage;

NOW THEREFORE, BE IT ORDAINED by the Board of Commissioners of the Borough of Allenhurst, County of Monmouth, State of New Jersey, that the Borough Code of the Borough of Allenhurst be and is hereby amended and supplemented as follows:

I. Chapter 26, section 5.10 (“Signs”) be and is hereby amended and supplemented as follows:

A. Chapter 26, Subsection 5.10.C. “Application for Permit” be and is hereby modified to add subsection 7 as follows:

7. The applicant shall submit an application fee in the amount of \$155 dollars made payable to the “Borough of Allenhurst” to cover the Zoning officer review of the permit application.

B. Chapter 26, Subsection 5.10.G. “Signs Permitted in Business Districts” be and is hereby modified to add subsection 5 as follows:

5. Temporary window advertising signs shall be prohibited in all districts, with the exception of permitted ground level retail and personal service business uses and eating and drinking establishments located in all the Commercial Zone Districts.

i. Such signs shall be contained solely within the ground level window of the subject business.

ii. Maximum total area of such signs shall not exceed thirty (30) percent of the total area of ground level windows, excluding window portions of doors, fronting on a public street.

C. Chapter 26, Subsection 5.10.H. “Signs Permitted in Residential Districts.” be and is hereby modified to delete, in its entirety, subsection 2.

D. Chapter 26, Subsection 5.10 entitled “Signs” be and is hereby supplemented to create Subsections 5.10.I, 5.10.J, 5.10.K and 5.10.L, respectively entitled “Signs Allowed with Permit,” “Signs Prohibited in All Areas,” “Construction Signs” and “Penalties” as follows:

§5.10.I Signs Allowed with Permit:

Only those signs which are exactly described in this section shall be allowed with a permit. Any sign, whether temporary or permanent, not listed or described herein, shall not be permitted within the purview of this section.

1. Directional signs for the convenience of the general public to identify parking areas, loading zones, entrances and exits and similar types of signs, which shall not exceed eight square feet in area. Business names or personal names are allowed but shall not include advertising messages.

2. Traffic signs, whether temporary or permanent, for the purpose of regulating traffic, when installed by persons authorized by the Borough, by the County of Monmouth, by the State of New Jersey or by the United States government.
3. Transportation signs, including public transportation stops, including bus stops, when installed by the Township or a public transportation agency.
4. Historical tablets, cornerstones, memorial plaques, and emblems which do not exceed six square feet in surface area and which are installed by government agencies, religious or other authorized organizations.
5. Warning and no trespassing signs, not to exceed two square feet in surface area.
6. Flags or emblems of religious, educational, governmental organizations or individuals, which flags or emblems shall be flown from supports on the buildings or grounds being occupied by the organization.
7. Name and number plates identifying the residents on a house, apartment or mailbox, not to exceed 60 square inches.
8. Lawn signs identifying resident's name or street number, not to exceed two square feet in surface area; if double face, a total of three square feet for both sides; signs to be nonilluminated, except by light which is an integral part of a lamppost if used as support; no advertising messages permitted.
9. Signs posted by governmental agencies pursuant to governmental statute, order or regulation.
10. Political signs. Signs pertaining to federal, state, county or local political candidates or questions to be voted upon by the residents of the Borough at an upcoming election, provided that:
 - i. Erection/placement of the sign is with permission of the person(s) or entity/entities who/which own or have legal control over the property upon which the sign is to be erected/placed.
 - ii. Erection/placement of sign is removed not more than 14 days after the election.
 - iii. Placement of signs on public property shall comply with each of the following:
 - iv. There shall be at least 100 feet of separation between signs of a particular candidate or campaign; and
 - v. All signs must be farther than two feet from the curb, or, if no curb, from the edge of the paved roadway; and
 - vi. No political sign shall be located or placed closer than 10 feet to any other sign of a candidate or campaign.

§5.10.J Signs Prohibited in All Areas:

The following signs or types of signs shall be prohibited in all areas of the Borough:

1. Signs using red, amber or green lights placed within 100 feet of traffic control signals.
2. Signs using blinking, flashing, vibrating, moving, rotating or flickering lights or illuminations, or varying in intensity of color or brightness, except for time-temperature-date signs.
3. Signs using reflective material which sparkles, glitters or reflects lights in such a manner as to be deemed by the Zoning Officer and Chief of Police of the Borough to be a traffic hazard.
4. Signs with visible moving, revolving or rotating parts or visible mechanical movement of any description, or other apparent visible movement achieved by electrical, electronic or mechanical means.
5. Immoral signs or advertising matter of an indecent or obscene nature.
6. Signs using words such as "stop," "look," or "danger," which are placed in a manner or position which, in the judgment of the Zoning Officer of the Borough and the Chief of Police, interferes with traffic or acts as a traffic hazard.
7. Any sign which causes confusion with existing governmental or duly authorized signs.
8. Signs causing radio, television or other communication systems or signal interference due to light or control mechanisms.
9. Signs or sign structures that interfere in any way with free use of any fire escape, emergency exit, stairway or standpipe, or that obstruct any window to such an extent that light or ventilation is reduced to a point below that required by any provision of the Uniform Construction Code, this Code or other ordinance of the state or of the Borough.
10. Flags, banners, strings of banners, streamers or captive balloons, pennants, ribbons, pinwheels or spinners, or other objects or material fastened in such a manner as to move upon being subjected to pressure by wind; A-type signs, sandwich-type signs, sidewalk signs, curb signs or similar advertising devices.
11. Any sign spanning a public street except those temporary signs advertising or drawing attention to a legitimate and recognized charitable or official Borough function.
12. Signs or poles maintained by public utilities, or on trees and fences or attached to signs or buildings owned by other persons.
13. Any series of two or more signs placed along a street or roadway, or all carrying a single advertising message, part of which is contained on each sign.
14. No sign shall be located in any public right-of-way or in such a position as to cause an obstruction of the view of traffic or otherwise to be injurious to the public safety.

15. Signs placed or affixed to vehicles and/or trailers which are parked on a public right-of-way, public property or private property so as to be visible from a public right-of-way where the apparent purpose is to advertise a product or direct people to a business or activity located on the same or nearby property.

16. Signs with the optical illusion of movement by means of a design that presents a pattern capable of giving the illusion of motion or changing of copy.

17. Strings of light bulbs used on commercially developed parcels for commercial purposes, other than traditional holiday decorations used during holiday seasons.

18. Signs that incorporate projected images, emit any sound that is intended to attract attention, or involve the use of live animals.

19. Signs that emit audible sound, odor or visible matter such as smoke or steam.

20. Signs that obstruct the vision of pedestrians, cyclists or motorists traveling on or entering public streets or are judged to be a traffic or pedestrian hazard by the Zoning Officer or Chief of Police.

21. Signs that are of such intensity or brilliance as to cause glare or impair the vision of any motorist, cyclist or pedestrian using or entering a public way, or that are a hazard or a nuisance to occupants of any property because of glare or other characteristics.

22. Searchlights used to advertise or promote a business or to attract customers to a property.

23. Signs that are painted, pasted or printed on any curbstone, flagstone, pavement or any portion of any sidewalk or street, except house numbers and traffic control signs.

24. Signs placed upon benches, bus shelters or waste receptacles.

25. Signs on a tower except "no trespassing" signs and identification signs.

§5.10.K Construction Signs:

The following signs, or types of signs, shall be allowed in all areas of the Borough, subject to application for and grant of a permit:

1. In the case of a dwelling or commercial structure under construction, one non-illuminated temporary freestanding real estate sign of not more than 64 square feet of sign surface may be permitted on the premises where the construction is taking place. Upon completion of the project, all signs and supports shall be removed within 15 business days.

§5.10.L Penalties. Any person, firm, or corporation who shall violate section 5.10 subsections A through L, shall be deemed guilty of a misdemeanor and, upon conviction thereof, shall be subject to a fine as set forth below:

Section	Entitled	Fine Payable, 1 st offense	Fine Payable, each subsequent offense
---------	----------	---------------------------------------	---------------------------------------

5.10	Unlawful use of sign	\$476 + \$24CC ¹	\$976 + \$24CC ¹
------	----------------------	-----------------------------	-----------------------------

I. "CC" is court costs as imposed by the Judge.

- II. REPEALER.** That except as herein above provided, the remainder of Chapter 26, subsection 5.10.A through 5.10.H et seq. entitled "Signs," shall remain unaltered and in full force and effect; and it is further Ordained that
- III. INCONSISTENT ORDINANCES.** All other Ordinances or parts thereof inconsistent with the provisions of this Ordinance are hereby repealed as to such inconsistency.
- IV. SEVERABILITY.** If any section, paragraph, subdivision, clause or provision of this Ordinance shall be adjudged invalid, such adjudication shall apply only to the section, paragraph, subdivision, clause or provision so adjudged and the remainder of this Ordinance shall be deemed valid and effective.
- V. AND IT IS FURTHER ORDAINED** that this Ordinance shall take effect immediately upon its passage and adoption according to law.

VOTE: Comm. Santoro-AYE; Comm. Dweck-AYE; Mayor Adjmi-AYE

APPROVED: April 22, 2025

ADOPTED: May 13, 2025

CERTIFICATION

I, Donna M. Campagna, Borough Clerk/Administrator, do hereby certify this to be a true and exact copy of an Ordinance adopted by the Board of Commissioners of the Borough of Allenhurst, County of Monmouth, State of New Jersey, at a meeting held on May 13, 2025.

Donna M. Campagna
 Donna M. Campagna, RMC
 Borough Clerk/Administrator