

**NOTICE OF PENDING ORDINANCES**

The Ordinances published herewith was introduced and passed upon first reading at a meeting of the Mayor and Council of the Borough of Belmar in the County of Monmouth, New Jersey held on March 24, at 6:30 PM. It will be further considered for public hearing at a meeting of said Council to be held in the Council Chambers on April 28, 2025 at 6:30 PM and during the week prior to and up to and including the date of such meeting, copies of said ordinance will be made available at the Clerk's Office, 601 Main St., Belmar, N.J. between the hours of 9AM to 4:30 PM to the members of the general public who shall request the same.

April Claudio  
Municipal Clerk

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**ORDINANCE 2026-06**

**AN ORDINANCE AMENDING AND SUPPLEMENTING  
CHAPTER XL DEVELOPMENT REGULATIONS OF THE REVISED GENERAL  
ORDINANCES OF THE BOROUGH OF BELMAR, IN THE COUNTY OF  
MONMOUTH, NEW JERSEY TO AMEND SECTION 7.24 SIGNS**

WHEREAS, the Borough of Belmar now desires to amend and supplement specific provisions with regard to signage of the Borough of Belmar Revised General Ordinances.

WHEREAS, the Mayor and Council of the Borough of Belmar with recommendations from the Zoning Office and the Belmar Business Partnership, have determined that these changes are necessary and proper to allow the Borough to more efficiently apply and enforce provisions of the Borough's Ordinances.

NOW, THEREFORE, BE IT ORDAINED by the Borough of Belmar, County of Monmouth, New Jersey, that Chapter XL, Development Regulations, of the Borough of Belmar Revised General Ordinances are hereby amended and supplemented as follows:

**SECTION I.** The following sections of **40-7.24 – Signs** shall be amended and/or supplemented as follows:

All signs shall conform to the provisions of this section and to the applicable requirements of the New Jersey Uniform Construction Code.

- a. General Objectives.
  - 1. To protect the public health, safety and welfare by restricting signs which impair the public's ability to receive information, violate privacy, or which increase the probability of accidents by distracting attention or obstructing vision.
  - 2. To encourage signs which promote a desirable visual environment through creative yet orderly design arrangements.
  - 3. To encourage signs which aid orientation, identify activities, describe local history and character or serve other education purposes.

4. To encourage the replacement of nonconforming signs by conforming signs through the strict enforcement of the procedures and requirements of this section.

b. Application Procedures. Application for Development Permit.

1. Application shall be made to the ~~-Department of Zoning Administrative Officer (Zoning Officer)~~ for the issuance of a ~~Sign Development~~ Permit by any person wishing to erect, alter, modify, or expand any sign, except "Exempt Signs." The Sign Permit shall be reviewed by the Sign Committee (a subcommittee of the Planning Board) prior to final review by the Zoning Officer.

2. If the ~~Administrative Officer (Zoning Officer)~~ determines that a sign:

- a) requires the issuance of a ~~Development Sign~~ Permit,
- b) is not part of an application for site plan, subdivision, conditional use, or variance approval,
- c) is permitted as an accessory structure within the zone and meets the applicable sign schedule requirements,

the officer shall issue a ~~Sign Development~~ Permit. The applicant may then apply for a sign construction permit and any other permits that may be required.

3. If the ~~Zoning Officer Administrative Officer~~ determines that the proposed sign ~~is part of subdivision, site plan, or conditional use application or that it~~ does not comply with applicable regulations, sign schedule requirements or other sign regulations, the officer shall instruct the applicant that approval of the appropriate land use board is required.

4. ~~Modification of existing signs requires reapplication.~~

c. General Standards. The following general standards shall apply to all signs:

1. Prohibited Signs.

(a) Billboards.

(b) No sign with illumination in a beam, beacon, strobe or flashing form resembling an emergency light shall be erected in any location.

(c) No sign or sign structure shall obstruct a fire escape, door, window, or other required access way. No sign shall be attached to a standpipe or fire escape or fire hydrant, except those signs required by the Municipal Authority.

(d) No sign shall impede traffic safety. The Administrative Officer and/or the Municipal Agency may seek and rely upon the opinion of the Chief of Police with regard to interpretation/enforcement of this section.

(1) No sign shall be maintained at any location where by reason of its position, size, shape, content or color, it may obstruct, impair, obscure, interfere with the view of, or be confused with, any traffic control sign, signal or device, or where it may interfere with, mislead or confuse traffic.

(2) No sign which uses the words "Stop," "Look," "Caution," "Danger," or any similar wording, which may confuse or mislead the public, shall be permitted.

(3) No sign, nor any part of a sign, shall obstruct a sight triangle required by Article 9 of this Chapter.

(e) No sign or any part of a sign, except publicly owned or authorized signs, shall be placed in or extend into or over any public right-of-way.

(f) No ~~advertising flags, flutter flags, banners~~, pinwheels, ~~portable signs~~, inflatables or similar advertising devices shall be permitted.

(g) No animated or moving signs shall be permitted, except for the required movement of time and temperature displays, and for signs operated by the Borough.

(h) ~~No sign may be painted directly on the surface of any building, wall, fence or similar structure. Banners used in lieu of permanent signage shall be prohibited. Banners shall be permitted for temporary uses as outlined in Section 40-7.24(4).~~

(i) No sign may utilize reflection enhanced or fluorescent colors or contain any material which sparkles, reflects or glitters, however, nothing herein is intended to prohibit the use of reflective paint on signs directing traffic or identifying various locations within a property.

(j) No signs shall be permitted in the Borough's right-of-way or on Borough owned property.

## 2. Sign Standards.

(a) Construction, Limitations, and Erection of Property Signs.

(1) All signs shall be securely affixed in a permanent manner to either the ground or building, unless specifically stated otherwise in this section.

(2) Every New Projecting Sign, including the frames, braces and supports thereof, shall be designed by a structural engineer or manufacturer, and shall be approved by the Building Official as in compliance with the Building Code of the Borough of Belmar ~~and by the Board of Fire Underwriters,~~ as in compliance, and shall be constructed of incombustible material and be two faced.

(3) If illuminated, any Projecting Sign reflectors shall be provided with the proper glass lenses concentrating the illumination upon the area of the sign and preventing glare upon the street or adjacent property; and no floodlight or spotlight shall be permitted on projecting signs.

(4) The lettering or advertising designs to be illuminated may be composed of glass tubing or other transparent or semi-transparent incombustible material.

(5) Any movable part of any Projecting Sign such as the cover of a service opening shall be securely fastened by chains or hinges.

(6) Every Projecting Sign shall be placed at least 10 feet above the public sidewalk over which it is erected and a distance not ~~further greater~~ than 18 inches from the face of the wall to which it is attached, measuring from the point of the sign nearest thereto, nor shall any sign or part thereof extend nearer the curb line than one foot. Every Projecting Sign erected over public driveways, alleys and thoroughfares shall be placed not less than 15 feet above the level of same.

(7) No Projecting Sign shall be erected, relocated, or maintained so as to prevent free ingress to or egress from any door, window or fire escape. No Projecting Sign shall be attached to a stand-pipe, fire escape or to any steel tower of any structure or building.

(8) No Projecting Sign shall be erected at the intersection of any streets in such a manner as to obstruct free and clear vision; or at any location where by reason of the position, shape or color, it may interfere with, obstruct the view of or be confused with any authorized traffic sign, signal or device; or which makes use of the words "STOP," "LOOK," "DANGER" or any other word, phrase, symbol or character in such a manner as to interfere with or mislead or confuse traffic.

(9) Projecting Signs shall be attached to walls with galvanized bolts at least 3/8 of an inch in diameter, shall be fixed in the wall by means of bolts extending through the wall, shall contain the proper size metal washer or plate on the inside of the wall, and shall be designed and constructed to withstand a wind pressure of not less than 40 pounds per square foot of area; and shall be constructed to receive dead loads as required in any ordinance or code which has been adopted by the Borough of Belmar. Suitable toggle bolts or lag bolts with shields may be substituted.

(10) No Projecting Sign shall be secured with wire, strips of wood or nails.

(11) Signs or murals painted on walls shall be permitted provided the sign or mural is reflecting the business name, product sold, or other relevance to the use of the building and is approved via a Sign Permit submitted to the Department of Zoning.

(12) Obstruction of Glass Surface. For light, safety, and health reasons, no sign shall project over, occupy or obstruct more than twenty percent (20%) of any glass window surface, unless approved by via a Sign Permit submitted to the Department of Zoning.

(13) Signs Affixed to Certain Structures. With the exception of allowable signage on slanted roofs and fences enclosing a property, no sign shall be affixed to any roof, tree, fence, utility pole, or other similar structure nor placed upon motor vehicles which are continually or repeatedly parked in a conspicuous location to serve as a sign, however, nothing is intended to prohibit the placement of signs not exceeding three feet (3') in any dimension, directing traffic or identifying various parking locations within a lot on light poles and utility poles erected therein.

(14) Signs painted on pavement surfaces shall be restricted to traffic control markings only.

### 3. Illumination.

(a) Unless specifically stated otherwise in a Resolution of Approval or in this subsection, all signs may only be illuminated in accordance with the performance standards found in this Article.

(b) No sign shall contain blinking, flashing, flickering, tracer or sequential lighting and shall remain stationary and constant in intensity and color at all times, except at Christmas time.

(c) All wiring for permanent illuminated signs shall be installed and maintained by a licensed electrician so that it is not within public view. The running of wiring or conduit along the exterior wall of a building to access a sign is specifically prohibited except that the Construction Official may permit exterior conduit if in the judgment of the Official there is no practical way to run the conduit so that it is not within public view.

(d) No sign with red, green, yellow or blue illumination in a beam, beacon, strobe or flashing form resembling an emergency light shall be erected in any location.

### 4. Temporary Signs.

(a) Political Signs: provided that such signs are not more than 12 square feet in area if located in a nonresidential district or more than six square feet in area if located in a residential district; are limited to not more than one per lot except for corner lots which shall be permitted to have two (2) not more; are located entirely on private property pursuant to the owner's consent; are erected not more than 45 days prior to such election; and are removed within five (5)seven days following such election. At no time may such signs be in the public right-of-way.

(b) Real Estate Signs: temporarily advertising the sale, rental or lease of the premises; provided that such signs are limited to no more than one wall or ground sign per property; are not more than six square feet in area per residential lot; are no higher than six feet if a ground sign. Such signs shall be removed within 30 days after the termination or completion of the matter being advertised.

(c) Portable "Sandwich Board" signs for display on sidewalks or curb line directly in front of the business advertised by the sign; provided there is no more than one such sign per business and does not impede the passage of pedestrians or create a traffic safety hazard. Sign must be brought in at close of business hours and taken in during heavy winds and inclement weather.

(d) Advertising flags, banners, and flutter flags displayed on the business façade or on business property are permitted only for the purpose of advertising grand openings, special events, or sidewalk sales, and shall be limited to Friday, Saturday and Sunday only.

(e) All establishments including liquor license establishments shall be limited to four banners and/or temporary signs at one time and are permitted only for the purpose of advertising grand openings, special events, or sidewalk sales.

(f) Flutter flags shall not exceed 12 feet in height, must be taken in at close of business hours, cannot obstruct pedestrian traffic, are not tattered, ripped or faded and cannot contain profanity.

(g) Construction, landscaping and other trade advertising signs with the name of the company or contractor performing work on a property located within the Borough shall be permitted on

the property for the duration of the work being performed and shall be removed within fourteen (14) days of completion of the work.

**SECTION II.** 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 adjudicated and the remainder of the Ordinance shall be deemed valid and effective.

**SECTION III.** All Ordinances or parts of ordinances inconsistent with or in conflict with the ordinance are hereby repealed to the extent of such inconsistency.