

**BOROUGH OF RED BANK  
COUNTY OF MONMOUTH  
STATE OF NEW JERSEY**

**ORDINANCE NO. 2025-16**

**ORDINANCE AMENDING CHAPTER 490: "PLANNING AND DEVELOPMENT  
REGULATIONS" TO REVISE THE BOROUGH'S LAND USE REGULATIONS  
APPLICABLE TO BILLBOARDS WITHIN THE BOROUGH OF RED BANK.**

**BE IT ORDAINED** by the Mayor and Council of the Borough of Red Bank, County of Monmouth, State of New Jersey, that Chapter 490: "Planning and Development Regulations" of the Borough's Revised General Ordinances is amended as follows (~~stricken~~ text deleted; underlined text added):

**CHAPTER 490: "PLANNING AND DEVELOPMENT REGULATIONS"**

\* \* \*

**ARTICLE II: TERMINOLOGY**

\* \* \*

**§ 490-6 Definitions.**

As used in this chapter, the following terms shall have the meanings indicated:

\* \* \*

**{19} BILLBOARD**

~~A structure, including panels of poster paper attached to it, utilized for advertising an establishment, an activity, a product, a service or entertainment and which has an area equal to or greater than 200 square feet.~~

A sign structure and/or sign, whether including panels of poster paper, canvas, fabric, wood, metal, concrete, bricks, blocks, plastic, arrangements of lights or LEDs, video/image projections, and/or video/television screens, utilized for advertising an establishment, an activity, a product or service or entertainment that is sold, produced manufactured, available or furnished; or promoting any activity, including noncommercial activity and solicitation, such as but not limited to charitable solicitation and noncommercial speech, at a place other than on the property on which said sign structure and/or sign is located.

\* \* \*

**ARTICLE VIII: DESIGN STANDARDS AND IMPROVEMENT SPECIFICATIONS**

\* \* \*

**§ 490-104 Signs.**

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:

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- (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 educational 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 shall be made to the administrative officer for the issuance of a development permit by any person wishing to erect, alter, modify or expand any sign, except minor signs as described in Subsection D(1) of this section. The development permit shall be decided and acted upon in accordance with this chapter and the Municipal Land Use Law.
- C. General standards. The following general standards shall apply to all signs:
- (1) Prohibited signs. All signs not specifically permitted are prohibited.
  - (2) Signs to relate to use of property. All signs, unless specifically stated otherwise in this section, shall relate to the use or occupancy of the property upon which the sign is located.
  - (3) Modification of graphic content. The graphic content of a sign may be modified without obtaining a development permit, provided that the proposed graphic content complies with all applicable provisions of this section, except that any condition of approval contained in a resolution of either the Planning Board or Board of Adjustment, which specifies graphic content of the sign, shall require that a new or amended approval be issued by said Board prior to graphic content modification.
  - (4) Illumination.
    - (a) Unless specifically stated otherwise in this section, all signs may be either internally or externally illuminated in accordance with the standards found in § 490-54C(12) of this chapter.
    - (b) An illuminated sign located on a lot adjacent to or across the street from any residential district and visible from such residential district shall not be illuminated between the hours of 11:00 p.m. and 7:00 a.m., unless the use to which the sign pertains is open for business during those hours.

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- (c) No sign shall contain blinking, flashing, flickering, tracer or sequential lighting and shall remain stationary and constant in intensity and color at all times.
- (d) All wiring for permanent illuminated signs shall be installed and maintained 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.
- (e) Intensity of illumination. For purposes of illumination, existing areas are classified as either low- or high-illumination areas.

[1] A "low-illumination area" is defined as places where, at night, the average maintained footcandle level is equal to or less than 1.5 footcandles.

[2] A "high-illumination area" is defined as places where, at night, the average maintained footcandle level is greater than 1.5 footcandles.

[a] For externally lighted signs, the following shall apply:

<b>Lamp Type</b>	<b>Maximum Illumination (watts/feet<sup>2</sup>)</b>	
	<b>Low-Illumination Area</b>	<b>High-Illumination Area</b>
Incandescent	7.1	14.3
Quartz	7.1	14.3
Fluorescent	2.1	4.2
Mercury vapor	2.1	5.7
Metal halide	1.6	3.2
High-pressure sodium	1.4	2.9

[b] For internally lighted signs, the following shall apply:

<b>Lamp Type</b>	<b>Maximum Illumination (watts/feet<sup>2</sup>)</b>	
	<b>Low-Illumination Area</b>	<b>High-Illumination Area</b>
Fluorescent	8.0	12.0
Incandescent	27.2	40.0

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- (f) Lit signs, both internally and externally illuminated, facing and visible from the Navesink River or Swimming River are specifically prohibited.
- (5) Obstruction of accessways. No sign or sign structure shall obstruct a fire escape, door, window, or other required accessway. No sign shall be attached to a standpipe or fire escape, except those signs required by the Municipal Authority.
- (6) Obstruction of window surface. No sign shall project over, occupy or obstruct any window surface required for light or ventilation by any application by any applicable law, ordinance or regulation.
- (7) Traffic safety.
  - (a) No sign shall be maintained at any location where, by reason of its position, size, shape, content or color, it may, in the opinion of the Chief of Police, 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.
  - (b) No sign which uses the words "stop," "look," "caution," "danger," or any similar wording, which may confuse or mislead the public, shall be permitted.
  - (c) No sign, nor any part of a sign, shall obstruct the sight triangle required by § 490-34 of this chapter.
- (8) Signs in right-of-way. No sign or any part of a sign, except approved projecting signs and/or sidewalk signs or publicly owned or authorized signs, shall be placed or extend into or over any public right-of-way.
- (9) Sign permanency. All signs shall be securely affixed in a permanent manner to either the ground or building, unless specifically stated otherwise in this section.
- (10) Signs affixed to certain structures. 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 in any dimension, directing traffic or identifying various parking locations within a lot on light poles and utility poles erected therein. Signs painted on pavement surfaces shall be restricted to traffic control markings only.
- (11) Advertising flags, banners, pinwheels. No advertising flags, banners, pinwheels, portable signs, or similar advertising devices shall be permitted, except in accordance with Subsection E(2) of this section or as directed or authorized by the municipality.

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- (12) Animated or moving signs. No animated or moving signs shall be permitted, except for the required movement of time and temperature displays.
- (13) Painted signs. No sign may be painted directly on the surface of any building, wall, fence or similar structure.
- (14) Sparkling and glittering signs. 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.
- (15) Sign measurement.
  - (a) Area to be included. The supporting structure or bracing of a sign shall be omitted in measuring the area of the sign, unless such structure or bracing is made part of the message or sign face, and provided that such structure or bracing has a total horizontal projected width less than 20% of the sign width or six inches. Where a sign has two sign faces back-to-back and parallel to each other, the area of only one face shall be included in determining the area of the sign.
  - (b) Area of signs with backing. The area of all signs with backing shall be measured by computing the area of the sign backing.
  - (c) Area of signs without backing. The area of all signs without backing shall be measured by computing the area of the smallest geometric figure which can encompass all words, letters, figures, emblems and other elements of the sign message with a clearance of at least four inches from any such element.
  - (d) Area of signs with and without backing. The area of all signs formed by a combination of elements with and without backing shall be measured by combining the area of such elements measured in accordance with the foregoing subsections.
  - (e) Permitted shape appurtenances to sign area. Notwithstanding the restrictions found elsewhere in this section concerning sign face shape and area, sign shape appurtenances, in accordance with the following standards, shall be permitted and excluded from the computation of permitted sign area:
    - [1] Permitted sign shape appurtenances applicable to sign types as indicated in Schedule A.

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- [a] Sign appurtenances shall be permitted only when designed as an integral part of the sign, constructed of similar materials, and graphically compatible in color, shape, position, and scale with the permitted sign face.
- [b] Sign appurtenances cannot increase the proposed sign area by greater than 15%.
- [c] Sign appurtenances cannot extend above or below the sign face by a distance greater than 25% of the sign face height.
- [d] Sign appurtenances cannot project outward beyond the face of the proposed sign.
- (f) Height of signs. Sign height shall be measured between average grade and the highest point of the highest element of the sign.
- (16) Multiple sign faces. No sign may contain more than one sign face, except that two sign faces back-to-back and parallel to each other (no angle between sign faces) (commonly known as a "double-faced sign") shall be permitted. No double-faced sign shall be greater than 18 inches in thickness as measured between sign faces.
- (17) Graphic content coverage. The maximum coverage of any sign face by graphic contents shall not exceed 60%.
- (18) Billboards. Billboards, as defined in § 490-6 of this chapter, shall not be permitted within the Borough. Billboards existing prior to adoption of this section shall be permitted and may be repaired and maintained as required but may not be enlarged, and may not be converted to a different type of billboard or sign, and may not be moved from their foundation or support footings. No replacement of a billboard shall be permitted upon removal or demolition of an existing billboard.
- (19) Location. Except for all signs affixed to a building or some other structure, as permitted by this subsection, all other signs shall be erected no closer than eight feet from any curblane. For properties with a principal structure located less than eight feet from the curblane, a sign may be located no closer than 1/2 the distance between that structure and the curblane or may be affixed to that building or principal structure. In no case may any sign be located in the public right-of-way.
- (20) Letter height. All signs shall have a minimum two-inch letter height.

**BE IT FURTHER ORDAINED** by the Mayor and Council of the Borough of Red Bank that, 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


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**BE IT FURTHER ORDAINED** that, in the event of any inconsistencies between the provisions of this Ordinance and any prior ordinance of the Borough of Red Bank, the provisions hereof shall be determined to govern. All other parts, portions and provisions of The Revised General Ordinances of the Borough of Red Bank are hereby ratified and confirmed, except where inconsistent with the terms hereof; and

**BE IT FURTHER ORDAINED** that after introduction, the Borough Clerk is hereby directed to submit a copy of the within Ordinance to the Planning Board of the Borough of Red Bank for its review in accordance with N.J.S.A. 40:55D-26 and N.J.S.A. 40:55D-64. The Planning Board is directed to make and transmit to the Borough's Mayor & Council, within 35 days after referral, a report including identification of any provisions in the proposed ordinance which are inconsistent with the master plan and recommendations concerning any inconsistencies and any other matter as the Board deems appropriate; and

**BE IT FURTHER ORDAINED** that this Ordinance shall take effect immediately upon (1) adoption; (2) publication in accordance with the laws of the State of New Jersey; and (3) filing of the final form of adopted ordinance by the Clerk with the Monmouth County Planning Board pursuant to N.J.S.A. 40:55D-16.

INTRODUCTION						COUNCILMEMBER	FINAL ADOPTION					
Moved	Sec.	Aye	Nay	Abs.	NP		Moved	Sec.	Aye	Nay	Abs.	NP
		X				KRISTINA BONATAKIS	X		X			
		X				DAVID CASSIDY					X	
		X				NANCY FACEY-BLACKWOOD		X	X			
	X	X				BEN FOREST			X			
X		X				LAURA JANNONE			X			
		X				KATE TRIGGIANO			X			
		X				MAYOR WILLIAM PORTMAN			X			
Introduced: June 26, 2025  Final Adoption: July 24, 2025						I hereby certify the above ordinance was adopted by the Borough Council of the Borough of Red Bank, County of Monmouth, State of New Jersey on the aforementioned date.  <div style="text-align: right;">               Mary Moss, RMC- Borough Clerk           </div>						