

**ORDINANCE NO. 2018-38**  
**ORDINANCE OF THE BOROUGH OF RED BANK,**  
**COUNTY OF MONMOUTH, NEW JERSEY**  
**AMENDING AND SUPPLEMENTING**  
**CHAPTER 490, PLANNING AND DEVELOPMENT REGULATIONS,**  
**RELATING TO SIGNS**

Councilman Zipprich offered the following ordinance and moved its adoption on final reading:

**WHEREAS**, the Borough of Red Bank's current sign regulations consist of approximately thirty (30) pages of the Borough Code book, broken downs as 12 pages of the written sign ordinance text, two pages of charts, 13 pages of attachments and a total of about 3 pages of code book text within various zone districts; and,

**WHEREAS**, the Borough's Governing Body desires to simplify and shorten the sign regulations to make them easier to understand and regulate; and,

**WHEREAS**, a significant portion of the Borough's sign regulations and options are rarely, if ever, utilized rendering them essentially useless; and,

**WHEREAS**, eliminating these unneeded and unused regulations will shorten and be a step towards simplifying the sign regulations; and,

**WHEREAS**, the following proposed amendments to the sign ordinance, by eliminating unused sections, shortens the sign ordinance from approximately 30 pages to approximately 19 pages;

**WHEREAS**, the Borough also seeks to ease and simplify the rules pertaining to sign shape, minimum letter sizes, holiday signs and the size of projecting signs.

**NOW THEREFORE, BE IT ORDAINED** by the Governing Body of the Borough of Red Bank that Chapter 490 of the Revised General Ordinances of the Borough of Red Bank, Monmouth County is hereby amended and supplemented as follows:

**SECTION 1.** §490 Planning and Development Regulations, is hereby amended as follows:

Delete the following:

- 490 Attachment I, Schedule A Sign Regulations, delete under sign face configuration the entire column titled Required Shape; and,
- 490 Attachment I, Schedule A Sign Regulations, delete under sign type the entire rows beginning with G1, G-C1, G-C2, G-C3, W-C1, W-C2, P-C1 & R-C1; and,
- 490 Attachment I, Schedule A Sign Regulations, delete the column "Minimum Letter Height", and,
- 490 Attachment I, Schedule A Sign Regulations, delete under NOTES the following notes; 1, 2, 3 & 4; and,
- 490 Attachment I, Schedule A Sign Regulations, delete the required height and length and increase the permitted area to 6 s.f. for sign type P1.
- 490 Attachment 2, Schedule A Sign Types, delete the following figures; VIII-8A, VIII-8I, VIII-8J, VIII-8K, VIII-8L & VIII-8; and
- 490-104D(3)(c); and,
- 490-143C(3)(b) delete reference to "G1"; and,
- 490-143D(7); and,
- 490-144D(4); and,
- 490-145D(4); and,
- 490-146D(7); and,
- 490-147D(5); and,
- 490-148D(4); and,
- 490-149D(2); and,
- 490-150D(6); and,
- 490-151D(7).

Amend the following:

- Replace 490-104B Application Procedures with; 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 Section 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. Sections (b), (c) and (2) are to be deleted in their entirety.
- 490—104C(8) Signs in right-of-way. No sign or any part of a sign, except Type J or U 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.
- 490-104D(1)(e). Non-illuminated window signs visible in windows of business uses abutting a public roadway or parking facility, provided that the total graphic content coverage area of a window sign shall not exceed 20% of the area of the window in which it is exhibited, and the aggregate area of all window signs shall not exceed 15% of the total window area of all windows containing any signs; provided, however, that a minimum of 20 square feet of window signs will be permitted regardless of window area covered.
- 490-104D(4) replace with; Signs not permitted or failing to conform to sign standards shall require Planning Board or Zoning Board approval as determined by the Administrative Officer.
- 490-104D(1)(r) replace with; Special sales signs, meeting the restrictions of Subsection E(2)(a)(1) and (2) of this section, displayed not more than three days prior nor three days after any Federally designated holiday.

Add the following:

- 490-104C(20). Letter Height. All signs shall have a minimum 2” letter height.

**SECTION 2:** A copy of this Ordinance, upon introduction, shall be provided to all appropriate municipal agencies, including the Planning Board, for their review and comment pursuant to applicable New Jersey Statutes.

**SECTION 3:** Any ordinances or portions thereof which are inconsistent with the provisions of this Ordinance are hereby repealed as of the effective date of this Ordinance. All other provisions of the Revised General Ordinances are ratified and remain in full force and effect.

**SECTION 4:** If any provision of this Ordinance or the application of such provision to any person or circumstance is declared invalid, such invalidity shall not affect the other provisions or applications of this Ordinance which can be given effect, and to this end, the provisions of this Ordinance are declared to be severable.

**SECTION 5:** This Ordinance shall take effect immediately upon its passage and adoption according to law.

Seconded by Councilman Taylor and adopted on roll call by the following vote:

	Yes	No	Abstain	Absent
Councilman Taylor	( X )	( )	( )	( )
Councilman Whelan	( X )	( )	( )	( )
Councilman Yngstrom	( X )	( )	( )	( )
Councilman Ballard	( X )	( )	( )	( )
Councilman Zipprich	( X )	( )	( )	( )
Councilwoman Horgan	( X )	( )	( )	( )

Dated: December 12, 2018

First Reading/Introduction: November 28, 2018  
Public Hearing/Adoption: December 12, 2018

I hereby certify the above to be a true copy.

Pamela Borghi

Pamela Borghi, Municipal Clerk