

18-03
ORDINANCE OF THE BOROUGH OF
MERCHANTVILLE, COUNTY OF CAMDEN AND STATE
OF NEW JERSEY AMENDING ARTICLE X. OF CHAPTER
94, ZONING, IN THE CODE OF THE BOROUGH OF
MERCHANTVILLE

BE IT ORDAINED by the Mayor and Borough Council of the Borough of Merchantville, County of Camden, and State of New Jersey that Article X. of Chapter 94, Zoning, is hereby amended in the Code of the Borough of Merchantville to add Sections 94-56.1, 94-56.2 and 94-56.3, as follows:

Article X.
Signs

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| ARTICLE I. | ARTICLE X. | SECTION 94-56.1 | Sign permit not required. |
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There shall be no sign permit required for any of the following kinds of signs:

- A. Commercial informational signs.
- B. Legal nonconforming signs.
- C. Official signs.
- D. Political signs.
- E. Residential signs.
- F. Temporary signs.
- G. Temporary interior advertising signs.
- H. A-frame signs.
- I. Bill of fare signs and/or Menus.
- J. Flags.

K. Signs re-lettered on the same signboard using the same colors and fonts.

L. Any mobile sign, except that a business may have one (1) A-frame sign immediately adjacent to its property unless the business faces multiple streets, in which case the business may have one (1) A-frame sign per adjoining street.

ARTICLE II. ARTICLE X. SECTION 94-56.2 Restaurants.

A. Restaurants shall be permitted to display either (1) or (2) 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 facade. Such window menu or display case shall not exceed one and one-half (1.5) square feet in area.

(2) A bill of fare of food and/or beverage offerings on a freestanding, one-sided easel/pedestal, a double-sided A-frame sign or on a one-sided wall-mounted board with erasable text wherein such text shall not exceed six 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 signs.

ARTICLE III. ARTICLE X. SECTION 94-56.3 Flags.

A. One flag shall be permitted for each storefront or building.

B. Any displayed flag shall be installed so that the bottom edge of the flag shall be at least seven feet above the pavement, walkway, sidewalk, and/or step.

C. The flag may be displayed only for decorative purposes and/or for an expression of patriotism.

D. The flag may be displayed on a flagpole mounted to the exterior of a building or

storefront or mounted freestanding.

E. The flag dimensions shall not exceed three feet in width, five feet in length and a total area of 15 square feet.

F. A sign permit is not required for the display of a flag.

G. This section does not apply to and does not prohibit and/or regulate the display of flags on a single-family residence, two-family residence and on any federal, state, or local governmental structure or building.

ARTICLE IV.

All Ordinances contrary to the provisions of this Ordinance are hereby repealed to the extent that they are inconsistent herewith.

ARTICLE V.

This Ordinance shall take effect upon passage and publication according to law.

THE BOROUGH OF MERCHANTVILLE

BY: _____
EDWARD F. BRENNAN, MAYOR

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ATTEST:

DENISE BROUSE, BOROUGH CLERK

The foregoing ordinance was introduced by Mayor and Council at the regular meeting held on January 22, 2018. This Ordinance will be considered for adoption on final reading and public hearing to be held on February 12, 2018 at 7:30 p.m. in the Council Meeting Room, Merchantville Borough Hall, 1 West Maple Avenue, Merchantville, New Jersey.

The purpose of this Ordinance is to adopt certain changes to the regulations governing signage in the Code of the Borough of Merchantville. A copy of this Ordinance is available at no charge to the general public between the hours of 8:30 AM to 4:30 PM, Monday through Friday (Legal Holidays excluded), at the Office of the Borough Clerk, Merchantville Borough Hall, 1 West Maple Avenue, Merchantville, New Jersey.