



BOROUGH OF HIGHLANDS
COUNTY OF MONMOUTH

ORDINANCE O-25-05

AMENDING CHAPTER 10 (BUILDINGS AND HOUSING), SECTION 10-7 (SIGNS AND OUTDOOR DISPLAY STRUCTURES) AND CHAPTER 21 (ZONING AND LAND USE REGULATIONS), ARTICLE XXII (SIGNS) OF THE BOROUGH CODE OF THE BOROUGH OF HIGHLANDS

WHEREAS, the Borough of Highlands (the "Borough") Revised General Ordinances ("Code") Chapter 10 (Building and Housing), Section 7 (Signs and Outdoor Display Structures) and Chapter 21 (Zoning and Land Use Regulations), Article XXII (Signs) each contain provisions and requirements for signage placement, design, and standards within the Borough; and

WHEREAS, certain portions of these Code sections are duplicative or conflicting; and

WHEREAS, the governing body desires to clearly incorporate Attachment 2 – Sign Schedule of Chapter 21 (Zoning and Land Use Regulations) of the Borough Code into Section 21-103 (Specific Standards by Zone District) of the Borough Code; and

WHEREAS, Attachment A – Sign Design Guidelines of Chapter 21 (Zoning and Land Use Regulations) of the Borough Code was renamed and the governing body desires to incorporate this new name into Code Section 21-102; and

WHEREAS, the governing body desires to amend the aforementioned sections of the Code in order to ensure consistency with the provisions and requirements for signage placement, design, and standards and make minor changes to update the standards regarding signs within the Borough.

NOW, THEREFORE, BE IT ORDAINED, by the governing body of the Borough of Highlands as follows:

SECTION I.

Borough Code Chapter 21 (Zoning and Land Use Regulations) Article XXII (Signs) is hereby amended to provide as follows: (All additions are shown in **bold italics with underlines**. The deletions are shown as ~~**strikeovers in bold italics**~~.):

Section 21-101 (Purpose): No Changes.

Section 21-102 (General Standards) A. through B.: No Changes.

C. General Guidelines.

1. Sign messages should be simple and clear, using short messages or graphic symbols, and contrasting colors.
2. Sign materials and colors should harmonize with the building with which the sign is associated.
3. Sign size and orientation should be appropriate to both the building with which the sign is associated and the audience to whom it is directed.
4. Sign design should follow the guidelines established in the "~~Central Business District, Design Manual~~ **Signage Design Guidelines**" developed by the Neighborhood Preservation Program and adopted by the Planning Board. However, any conflicts between the requirements of this chapter and the ~~Design Manual~~ **Sign Design Guidelines** shall be resolved in favor of ~~the~~ Chapter 21.

D. through F.: No Changes.

Section 21-103 (Specific Standards by Zone District) A. through D.: No Changes.

E. Sign dimensions and placement should follow the guidelines established in the "Sign Schedule". (Please refer to Appendix 2.) However, any conflicts between the requirements of this chapter and the Sign Schedule shall be resolved in favor of Chapter 21.

Section 21-104 (Sign Permits)

A. Applications. A sign permit shall be required for any sign to be erected, displayed, altered or enlarged that has not been approved as part of a site plan application and erected as part of site plan construction. Such permit shall be issued by the Zoning Officer upon the filing of an application including, at minimum, the following information: the name of the owner of the property upon which the sign is to be erected; the name of the owner of the sign and his address; the name and address of the person or firm engaged to construct and erect the sign; a scale drawing specifying dimensions, material, illumination, letter sizes, colors, support systems, and location on land or building. All sign permit applications shall comply with the requirements of this chapter and of NJDOT's outdoor advertising standards if applicable.

B. Fees. The fee for a sign permit is ~~twenty-five (\$25.00)~~ **fifty (\$50.00)** dollars per year. **Sign permits must be renewed annually.**

C. Action. The Zoning Officer shall act within thirty (30) days of the receipt of a complete sign application. Appeals of the action or decision of the Zoning Officer under this section may be taken to the Board of Adjustment under the provisions of N.J.S.A. 40:55D-70a.

D. Temporary Signs. Temporary signs shall be subject to the same permit requirements as permanent signs, ~~with the exception of political signs for which no permit shall be required.~~ **Temporary signs related to an event shall be placed no more than one month before the event, and shall be removed within five days after the conclusion of the event.**

Section 21-105 (Exemptions)

- A. The provisions and regulations of this Part shall not apply to the following signs:
1. Any sign(s) having an aggregate area of less than ~~two (2)~~ **four (4)** square feet.
 2. Nonilluminated directional signs, not exceeding four (4) square feet, which identify parking areas, loading zones, entrances, exits and similar locations ~~and may contain either the company name or logo, but no advertising.~~
 3. Signs for the public convenience and welfare erected by a governmental agency; traffic controls; and legal notices, posters, directions, or warning, no trespassing or other regulatory signs, as may be required by law.
 4. Signs indicating public transportation stops, not to exceed two (2) square feet.
 5. Historical tablets, cornerstones, memorial plaques, and emblems, not to exceed six (6) square feet, installed by governmental, civic or religious organizations, and including flags or emblems flown from the buildings or grounds of such organizations.
 6. Signs which are an integral part of vending machines, including gasoline pumps, which do not exceed two (2) square feet per machine or pump.
 - ~~7. Temporary real estate signs pertaining to the lease or sale of the premises, in conformance with Section 21-104 above.~~
 - ~~8. Temporary signs for charitable, educational, or religious events, erected for a period not to exceed thirty (30) days in any calendar year.~~

Section 21-105A Enforcement

A. The provisions of this Part shall be administered and enforced by the Zoning Officer, or his duly authorized designee, of the Borough. It shall be the duty of the Zoning Officer or his duly authorized designee to inspect any building or premises which may be in

violation of this chapter and to order in writing, the remedying of any conditions found to exist in violation of any provision of this Part. If the violation is not remedied in the time period established by the Zoning Officer, a summons may be issued.

B. Any owner or agent and any person or corporation who shall violate any provisions of this chapter shall be guilty of a violation. Each and every day such violation continues shall be deemed a separate and distinct violation. Pursuant to N.J.S.A. 40:49-5, any person who violates any provisions of this chapter shall, upon conviction, be subject to a to a fine not to exceed two thousand (\$2,000.00) dollars for each day of violation.

SECTION II.

Section 21-102C.4, Land Use Appendix A Signage Design Guidelines shall be amended as follows: (All additions are shown in **bold italics with underlines**. The deletions are shown as **strikeovers in bold italics.**)

LAND USE APPENDIX A SIGNAGE DESIGN GUIDELINES

(Section 21-102C.4)

SIGNS NOT REQUIRING PERMIT:

- a. Non-illuminated directional signs identifying parking areas, loading zones, entrances, exits, and similar locations. ~~***The signs may include a business name or professional name, but shall not include any advertising message and shall not exceed four (4) square feet in area.***~~
- b. through i.: No Changes.

SIGNS PROHIBITED.

Signs are prohibited for various reasons such as: safety, sign pollution or non-contribution to the Highlands Central Business District.

- a. through d.: No Changes.
- e. Signs or advertising matter of an ~~***indecent or***~~ obscene nature.
- f. through o.: No Changes.

SECTION III.

Borough Code Chapter 10 (Building and Housing), Section 10-7 (Signs and Outdoor Display Structures) is hereby deleted in its entirety.

SECTION IV. SEVERABILITY.

If any section, subsection, sentence clause or phrase of the ordinance is for any reason held to be unconstitutional or invalid, such decision shall not affect the remaining portions of the ordinance, which shall otherwise remain in full force and effect.

SECTION V. REPEALER.

All ordinances or parts of ordinances inconsistent herewith are hereby repealed to the extent of such inconsistency.

SECTION VI: EFFECTIVE DATE.

This Ordinance shall take effect after final passage as provided by law.

First Reading and Set Hearing Date for O-25-05:

	INTRODUCED	SECOND	AYE	NAY	ABSTAIN	ABSENT
CERVANTES						
CHELAK						
MELNYK						
OLSZEWSKI						
BROULLON						

This is a Certified True copy of the Original Ordinance on file in the Municipal Clerk's Office.

DATE OF VOTE: March 19, 2025

Nancy Tran, Municipal Clerk
Borough of Highlands

Public Hearing for O-25-05:

	INTRODUCED	SECOND	AYE	NAY	ABSTAIN	ABSENT
CERVANTES						
CHELAK						
MELNYK						
OLSZEWSKI						
BROULLON						

This is a Certified True copy of the Original Ordinance on file in the Municipal Clerk's Office.

DATE OF VOTE: April 16, 2025

Carolyn Broullon, Mayor

Nancy Tran, Municipal Clerk
Borough of Highlands