

TOWNSHIP OF ABERDEEN  
1 Aberdeen Square, Aberdeen, NJ 07747

732-583-4200 X 101

TEMPORARY SIGNAGE

(to include grand opening signs, banners,  
flags, including flutter or feather flags, pennants, lawn signs)

ZONING PERMIT APPLICATION

Date \_\_\_\_\_ Zone \_\_\_\_\_ Block \_\_\_\_\_ Lot \_\_\_\_\_

Requested By (Business Name): \_\_\_\_\_

Business  
Address \_\_\_\_\_

Zip \_\_\_\_\_ Phone: Business \_\_\_\_\_  
Cell \_\_\_\_\_

Contact Person: \_\_\_\_\_

Phone: Business \_\_\_\_\_ Cell \_\_\_\_\_  
\_\_\_\_\_

**Note:** A copy of the proposed grand opening signs, banners, flags, pennants and lawn signs is to be attached to this application, as well as a site plan showing the location of the proposed grand opening sign, banners, flags, bunting and lawn signs.

Please review Ordinance Section 25.5-18 c for requirements for temporary grand opening signage, flags, banners, pennants and lawn signs attached to this application.

**Start Date:** \_\_\_\_\_ **End Date:** \_\_\_\_\_

**Note:** With zoning officer's approval, your grand opening signs, flags, banners, pennants and lawn signs may be erected one (1) day prior to the grand opening and remain in place for the next fourteen (14) calendar days. The signs, flags, banners and pennants are to be removed on or before the 15<sup>th</sup> day.

\_\_\_\_\_  
(Applicant)

I, the owner/agent of the above captioned property, give approval for this applicant to make application for temporary signage:

Approval Date \_\_\_\_\_

Signs may be erected on: \_\_\_\_\_

Signs must be removed on or before: \_\_\_\_\_

**Note: Temporary grand opening signage (signs, banners, flags, pennants and lawn signs) may be erected only when in compliance with the provisions of this section of the Ordinance and with prior zoning approval.**

**Note that granting of approval for this use shall not establish a permanent preexisting right should this ordinance be modified or repealed.**

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Maxine Rescorl, Zoning Officer  
Township of Aberdeen

Application Denied \_\_\_\_\_

Reason (s) for Denial \_\_\_\_\_

FEE \$50.00

Zoning Permit No. \_\_\_\_\_

tempsignage

TOWNSHIP OF ABERDEEN

NO. 21-2010

AN ORDINANCE AMENDING THE REVISED GENERAL  
ORDINANCES OF THE TOWNSHIP OF ABERDEEN, LAND  
DEVELOPMENT, SECTION 25-5.18 SIGNS

BE IT ORDAINED by the Township Council of the Township of Aberdeen, County of Monmouth, State of New Jersey, as follows:

**SECTION I.** There shall be a new Section 25-5.18 c of the Aberdeen Township Code entitled Temporary Signage.

**25-5.18 c : TEMPORARY SIGNAGE**

**1. GENERAL**

**a. Note that granting of approval for this use shall not establish a permanent preexisting right should this ordinance be modified or repealed.**

**b.** Applicant shall complete the application attached hereto, requesting zoning approval for all signs which includes, supplying a plot plan or site plan showing the location of the proposed signage, signs and a print to scale of the proposed signage, showing lettering, colors, and dimensions of the proposed signage.

**c. Signage** shall not be permitted to interfere with or obstruct any of the following: driver's vision, traffic signals, traffic directional signs, traffic identification signs, store windows and/or public rights of way.

**d. Signage** shall not be animated, flashing or contain moving letters or symbols.

**e.** Signs must be made of weather proof materials and be no larger than 22 inches x 28 inches.

**f.** Signage shall be securely fastened to the ground **and must** not be placed on trees and tree stumps, fence posts, utility poles and sidewalks or in public rights of way.

**2. GRAND OPENINGS** - Temporary grand opening signage (signs, banners, flags, including flutter or feather flags, pennants and lawn signs) are permitted in the following zoning districts:

- HC (Highway Commercial)

- RC (Regional Commercial)
- LI (Light Industrial)
- RO (Research Office)
- MFG (Manufacturing)

a. Applicant shall complete an application attached hereto, requesting zoning approval at least six (6) weeks in advance of opening.

b. Content of signs are limited to the business or service.

c. No sign may be displayed on a roof top structure or parked vehicle, except that wrapped signage or magnetic signs are permitted on licensed operational vehicles.

d. Grand opening signs, flags, pennants, banners and lawn signs must be made of weather proof plastic, cloth, vinyl materials or weather proof poster board.

e. Grand opening signs may be placed at all store entrances for the business, and the location must be so noted on zoning application and plot plan.

f. Pennants may be hung from a finished façade to another nonpublic structure (i.e. light pole) on the property, with height clearance of 14 ft. minimum. Temporary grand opening signs must be securely fastened to a building façade, and may not exceed 10% of the area of the face of the wall upon which the sign is attached, or 24 sq. ft., whichever is smaller.

g. With the approval of the zoning officer, temporary grand opening signs may be erected at any time prior to the grand opening; however, signage can only be in place for a maximum of fourteen (14) consecutive days. All temporary signage must be removed on or before the 15<sup>th</sup> day.

h. The fee for grand opening signs, banners, flags, pennants and lawn signs is \$50.00.

**3. LAWN SIGNS** - Lawn signs will be permitted in the following zoning districts:

- HC (Highway Commercial)
- RC (Regional Commercial)
- LI (Light Industrial)
- RO (Research Office)
- MFG (Manufacturing)

- a. The maximum number of lawn signs shall be six (6).
- b. Lawn signs must be on store owner's property, or landlord's property with their approval in writing.
- c. With the approval of the zoning officer, lawn signs may remain in place for a two (2) week period each quarter, which may be broken up into one week intervals. Lawn signs are to be used in combination with special events or grand openings. If used as a special event, lawn signs are limited to once per calendar quarter.
- d. The fee for lawn signs is \$25.00 per two consecutive weeks.

**4. SIGNAGE FOR NOT FOR PROFIT ORGANIZATIONS** - Signage for not for profit organizations will be permitted in the following zoning districts:

- HC (Highway Commercial)
- RC (Regional Commercial)
- LI (Light Industrial)
- RO (Research Office)
- MFG (Manufacturing)
- R 50, R 60, R 70, R 75, R 100, (single family residential zones)

- a. The maximum number of signs may be one (1) per street.
- b. With the approval of the zoning officer, signs may be put in place two (2) weeks before the scheduled event and must be removed within three (3) working days after the event.
- c.. The fee for placement of signs for not for profit organizations will be waived.

**5. PROHIBITED TEMPORARY SIGNAGE** - Signage as listed below will not be permitted within the Township:

- **Blackboard type signs**
- **Sandwich Board type signs**
- **Advertising device type signs, such as blimps, balloons, blow ups**
- **Animated signs**

- Live signs
- Skins

**If any of these signs or devices are used, you will be asked to remove them immediately. You may also forfeit your right to put up promotional signage in the next quarter.**

**6. SPECIAL EVENTS, PROMOTIONAL EVENTS** - To accommodate the needs of Aberdeen Township business owners, churches and synagogues, special events, such as holiday or seasonal sales, promotional events, and anniversary celebrations will be permitted in the following zoning districts:

- HC (Highway Commercial)
- RC (Regional Commercial)
- LI (Light Industrial)
- RO (Research Office)
- MFG (Manufacturing)
- R 50, R 60, R 70, R 75, R 100 (Single family residential zones)

a. At least six (6) weeks in advance of the proposed event/promotion, the applicant shall complete an application, requesting zoning approval.

b. Special events and promotional events may be held four (4) times per year, for a period of two (2) weeks during each calendar quarter and the two (2) week period may run consecutively or separately within the quarter.

c. With the approval of the Zoning Officer, the event must start on the day approved and end on the end date specified in the application and the set up for the event may be a maximum of two (2) days before the event, and must be removed within two (2) business days after the event. The Zoning Officer will coordinate with any Township agencies necessary to grant approval, such as police, fire or Board of Health. Once approval is given in writing to the applicant, with copies to other required agencies, if any, the applicant may proceed to prepare for the event.

d. The zoning fee is \$25.00 per two consecutive weeks.

**SECTION III. Severability:**

Each section, subsection, sentence, clause and phrase of this Ordinance is declared to be an independent section, subsection, sentence, clause and phrase, and the finding or holding of any such portion of this Ordinance to be unconstitutional, void, or ineffective for any cause, or reason, shall not affect any other portion of this Ordinance.

**SECTION IV. Effective Date:**

This Ordinance shall be in full force and effect from and after its adoption and any publication as may be required by law.

**ROLL CALL VOTE:**

Ayes: Councilmember Cannon, Drapkin, Gumbs, Lauro, Montone, Deputy Mayor Vinci and Mayor Tagliarini

Nays: None

Abstain: None

Absent: None

Adopted: November 9, 2010

\_\_\_\_\_  
Fred Tagliarini, Mayor

\_\_\_\_\_  
Karen Ventura, Municipal Clerk