ORDINANCE 2026-13 AMENDING AND SUPPLEMENTING THE CODE OF THE TOWNSHIP OF BERLIN, ARTICLE XIII SIGNS, CHAPTER 340-82,83,84 ZONING

WHEREAS, pursuant to N.J.S.A. 40:48-2, the Governing Body is authorized to enact and amend ordinances as deemed necessary and proper for the good government, order and preservation of the public health, safety and welfare and as may be necessary to carry into effect the powers and duties conferred and imposed upon the Township by law; and

WHEREAS The Township Council therefore desires to amend the Township's existing Sections § 340-82,83,84 of the Township Code Entitled Signs";

NOW, THEREFORE, BE IT ORDAINED AND ESTABLISHED by the Township Council of the Township of Berlin, County of Camden, State of New Jersey that the following sections of the Township Code § 340-82,83,84 shall be amended as follows:

§ 340-82. General regulations.

The following regulations shall govern signs for all uses within the Township:

A. All signs shall be subject to the provisions of the Building, Construction, Maintenance and Fire Codes of the Township.

B. The text of all signs shall be limited to identification and functional purposes only. Identification signs shall contain the principal name of the establishment, firm or proprietor, its address and a brief description of the goods or services offered. The text of a sign may also include a logogram or symbol of the use which it identifies. Not with standing the foregoing, sponsor recognition identifying businesses, organizations, or individuals contributing to Township-owned parks and recreation facilities may be permitted when expressly authorized in writing pursuant to Chapter 231 of the Township Code, subject to all applicable Township approvals and restrictions.

C. The provisions of this article shall not apply to works of art, statutes, sculptures, fountains, holiday decorations and similar objects which do not fall within the definition of a "sign" contained in § 340-81 of this article.

D. Maintenance. The area surrounding a sign shall be kept clean, free of litter and landscaped. Whenever a sign shall become structurally unsound or a hazard to the public or a building, the Building Inspector shall order that the sign be made safe or removed. The person owning or using the sign, or the owner of the building or property upon which such unsafe sign is affixed or erected, shall comply with such order within 10 days of receipt of the notice thereof, which notice shall be sent by the Township via certified mail. If the owner of the sign fails to make the sign safe or does not remove the sign within the above-mentioned ten-day period, the Township may remove the sign.

The Township shall have the right to recover, from said owner, the final costs of the removal and disposal of the sign.

E. No sign except functional signs shall be located within one foot of the existing or proposed right-of-way of any public road or street.

F. All freestanding signs which are not monument signs shall only be permitted within the front yard, erected at least six feet above the ground to provide for adequate sight distance for motorists, and shall not exceed a height of 25 feet.

G. No wall sign shall extend beyond three feet of the building facade on which it is mounted.

H. All signs shall conform to the provisions of Title 27 of the New Jersey Statutes.

I. No sign shall be erected or placed in a position which will cause danger to traffic on a street or within a parking lot by limiting the vision of drivers or obstructing the flow of traffic.

J. Signs advertising or identifying a business or use no longer in existence or a product no longer available shall be promptly removed.

K. No sign shall be erected containing information on it which states or implies that a property may be used for any purpose not permitted under the provisions of this chapter as it applies to the property on which the sign is located.

L. No sign shall consist of the same character, form, shape or color which imitates or resembles any official traffic sign, signal or device or has any characteristics which are likely to cause or dangerously distract the attention of the motorist.

M. Time and temperature signs shall be permitted within the Commercial Zoning District along N.J.S.H. Route 73 and Walker Avenue (Route 73 to Lucas Avenue). The time and temperature sign shall not exceed 20% of the allowable sign area.

N. The total area of all window signs, unless further restricted by the district regulations, shall not exceed 20% of the glass area of the total window area (excluding grilles) in which the sign is placed. The window sign and respective area is considered to be a part of the facade signage.

O. Freestanding signs which are not monument signs shall only be permitted outside of the limits of the Central Business District.

P. The ratio of the width of the sign to the height of the rectangle enclosing a sign shall not be greater than 10:1.

Q. Monument signs shall have a maximum sign message area of 32 square feet and shall not exceed a height of eight feet above the ground. The area of the sign base is not included in the calculation for the sign area, unless it is designed as to form an integral part of the sign. The sign face shall be either sandblasted or carved relief and securely fastened to the base. The sign face shall be externally illuminated with light fixtures which are ground-mounted or mounted within the top of the base but not visible from the sides.

§ 340-83. Permitted signs.

The following signs shall be permitted within the Township of Berlin in accordance with the provisions of this article:

A. Signs erected by governmental agencies; court or public notices; traffic control devices approved or installed by the appropriate governmental agencies; and flags, emblems and insignias of governmental and religious institutions.

B. One nonilluminated or white-lighted sign, not exceeding nine inches by 18 inches and either freestanding or affixed to a building, which:

1. Contains a message of caution, pertains to trespassing, identifies a driveway or bears a related cautionary text.
2. Identifies the name and occupation of the practitioner of a profession or trade.

C. One nonilluminated or white-lighted nonflashing sign for schools, churches, hospitals, clubs, lodges or other similar uses, provided that the size of any one side of the sign shall not exceed 12 feet. When a building or lot fronts on more than one street, an additional sign may be erected which meets the requirements of this subsection.

D. One nonilluminated real estate sign advertising the sale or rental of a building or lot in a residential zone, provided that such sign does not exceed 12 square feet. When a building or lot fronts on more than one street, an additional sign may be erected which meets the requirements of this subsection.

E. One nonilluminated real estate sign advertising the sale or rental of a building or lot in a C-1, C-2, C2-I and I-1 Zone, provided that such sign does not exceed 32 square feet. When a building or lot fronts on more than one street, an additional sign may be erected which meets the requirements of this subsection.

F. One nonilluminated real estate sign bearing the word "sold" or "rented" with the name of the person or firm affecting the sale or rental, provided that such sign does not exceed 12 square feet.

G. One nonilluminated sign bearing the name and profession or trade for each person or firm performing construction or repair work on the premises, provided that said sign is of a temporary nature and is promptly removed upon completion of the work.

H. For business, office, commercial/industrial and institutional uses, functional signs as defined in § 340-81, provided that no functional sign shall exceed 12 square feet in sign area and that no functional sign shall contain advertising.

I. For business, office, commercial and industrial uses, one-wall sign on each side of a building which faces an approved public street, provided that the sign area does not exceed 10% of the building facade area or 64 square feet (outside of the Central Business District) or 20 square feet (within the Central Business District), whichever is less, as defined in § 340-81, on which it is mounted. Said sign must advertise its own business.

J. For business, office, commercial and industrial uses, one-freestanding sign, relating to the business being conducted on the premises and which does not exceed 64 square feet on any one side outside of the Central Business District and 32 square feet for those lots within the Central Business District. The sign shall not be closer than 10 feet to any property line for those lots along N.J.S.H. Route 73. The signs within the Central Business District shall be set 15 feet from the street curbline or five feet from the existing (or proposed) right-of-way line along Haddon and Walker Avenues within the Central Business District. The sign base shall have an exterior finish of brick in a running bond pattern. The color of the brick shall closely resemble the color of the sidewalk brick pavers, where pavers exist along the street. The top row of brick shall be layered in a soldier pattern. The base shall be supported by the appropriate foundation and footing, in accordance with the Uniform Construction Code. Monument signs shall be placed along the fronting street, outside of the site triangle for all intersecting drives and streets. The monument sign shall be placed at least 15 feet from the curbline or five feet from the existing or proposed right-of-way line, whichever is more, and outside of the clear site triangles.

K. For shopping centers or strip stores, one under-canopy sign for each business use, provided that the dimensions of the sign shall not exceed one foot in width or four feet in length.

L. For movie theaters, theaters and sports arenas, those signs permitted by Subsections I and J above, plus one changeable copy sign with a maximum sign area of 100 square feet.

M. Temporary signs, including election signs, announcing or advertising any political, educational, charitable, civic, professional, religious or like campaign or event for a consecutive period not to exceed 60 days of any calendar year, provided that they are removed within 10 days after the event or election and do not exceed 50 square feet in size.

N. Signs identifying a residential area or apartment complex, provided that not more than one sign shall be located at each principal entrance to the project, not more than three signs shall be permitted for any one project, the signs contain only the name of

the development, and a logogram or symbol and its size shall not exceed 50 square feet in size area.

O. Banner signs as defined in § 340-81. No more than 10% of the building facade area facing a public street or roadway may be used to mount or attach any banner signs, provided that the sign advertisement is related to the business use of the premises. Only the building facade area may be utilized for such a banner sign. A banner sign shall be in addition to any other approved/permitted signage on the premises. There shall be a sixty-day limit on banner signs unless a longer time period is permitted by the Township Planning Board. A permit is required for all banner signs, which shall be at no cost to the applicant.

P. Mobile signs, as defined in § 340-81. Only nonelectric mobile signs will be allowed.

Q. Neon and/or window mounted signs, provided that the total sign area does not exceed 20% of the total window area or 20% of the allowable signage, whichever is less. Neon signs shall be measured from the edges of the outermost portion or extension of the sign. Except as set forth in Subsection R below, neon and/or window-mounted signs are to be included as a portion of the total allowable signage for the building.

R. In addition to the neon and/or window mounted signs, window neon shall be permitted as an architectural detail provided the neon is installed flush with the outer perimeter of the window and consists only of straight line, single band tubing with a maximum width of one inch. The neon shall be of a single color. Flashing neon is prohibited. The window neon as provided for in this section shall be exempt from inclusion in the calculation of allowable signage under all other signage provisions.

S. Signs, plaques, and displays recognizing sponsors of Township-owned parks and recreation facilities, when expressly approved in writing pursuant to Chapter 231 of the Township Code. Such recognition shall be limited to approved sponsor names, business names, logos, and acknowledgments and shall not include product advertising, promotional offers, or other commercial advertising. All such signs and displays shall be subject to applicable requirements concerning size, location, design, safety, installation, maintenance, and removal.

§ 340-84. Prohibited signs.

Although it should be understood that any sign not complying with the provisions of this article is prohibited, the following types of signs are specifically prohibited:

A. Flashing, moving, or apparent moving signs, except the changeable copy signs permitted by § 340-83 and time and temperature signs.

B. Signs with any lighting or control mechanism which may cause radio or television interference.

C. Any series of two or more signs or sign units placed in a line along a roadway or in similar fashion, all carrying a single message, part of which is contained on each sign.

D. Any sign which in any way simulates official, directional or warning signs erected or maintained by the federal or any state, county or local government or by any railroad or public utility or similar agency concerned with the protection of the public health or safety.

E. Any sign located on a lot other than the lot occupied by the use, event or product which the sign advertises. All signs within the Township shall be limited to on-premises signs only, except for signs advertising agricultural commercial establishments in the Pinelands Area in accordance with § 340-21I(2)(c). Except as expressly authorized for Township-approved park and recreation sponsorship recognition pursuant to § 340-83 of this article and Chapter 231 of the Township Code.

F. Any sign attached to or painted on trees, fences, utility poles, rocks, curbs, lamps, hydrants, benches or bridges.

G. Electric mobile signs.

BE IT FURTHER ORDAINED that if any section, subsection, paragraph, sentence or other party of this Ordinance is adjudged unconstitutional or invalid, such judgment shall not affect, impair or invalidate the remainder of this Ordinance, but shall be confined in its effect to the section, subsection, paragraph, sentence or other part of this Ordinance directly involved in the controversy in which said judgment shall have been rendered and all other provisions of this Ordinance shall remain in full force and effect.

BE IT FURTHER ORDAINED this Ordinance shall take effect immediately upon final adoption and publication in the manner prescribed by law.

Introduced: November 10, 2026

Notice is hereby given that the foregoing Ordinance was introduced and passed upon first reading at a meeting of the Mayor and Council of the Township of Berlin, Camden County, New Jersey on November 10, 2026, and the same was ordered published pursuant to statute. Said ordinance will be further considered for final adoption at a meeting of the Mayor and Council of the Township of Berlin on December 21, 2026 at 5:30 p.m. at the Berlin Township Municipal Hall, 135 Route 73 South, West Berlin, NJ.08091, at which time all persons interested will be given an opportunity to be heard concerning such ordinance.

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