ORDINANCE 2026-14 OF THE TOWNSHIP OF BERLIN AMENDING CHAPTER 231 OF THE TOWNSHIP CODE ENTITLED "PARKS AND RECREATION AREAS" AND TO CREATE ARTICLE IV "MUNICIPAL PARK AND RECREATION SPONSORSHIP PROGRAM.

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 § 231-3 of the Township Code Entitled "Prohibited Activities" and create Article IV "Municipal Park and Recreation Sponsorship Program";

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 § 231-3 shall be amended as follows and create Article IV "Municipal Park and Recreation Sponsorship Program"

PARKS AND RECREATION AREAS

ARTICLE I

General Provisions

§ 231-1. Public use and availability.

§ 231-2. Agreements with Board of Education.

§ 231-3. Prohibited activities.

ARTICLE II

Permits for Organizations and Special Events

§ 231-4. Application procedures.

§ 231-5. Standards for issuance.

§ 231-6. Appeal procedure for permit denial.

§ 231-7. Priority of use.

§ 231-8. Fees.

§ 231-9. Inspections prior to and after use; damages; costs.

§ 231-10. Responsibilities of permit holder.

§ 231-11. Revocation of permit.

§ 231-12. Refund of fees.

ARTICLE III

Enforcement; Violations and Penalties

§ 231-13. Enforcement.

§ 231-14. Violations and penalties.

ARTICLE IV

Municipal Park and Recreation Sponsorship Program

§ 231-15. Purpose and authorization.

§ 231-16. Sponsorship approval and agreements.

§ 231-17. Sponsor recognition.

§ 231-18. Sponsorship contributions and administration.

§ 231-19. Term, maintenance, and termination.

§ 231-20. Relationship to other ordinances.

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§ 231-3. Prohibited activities.

B. While in a public park or recreational area, or while using a Township-owned athletic facility or field, all persons shall abide by all applicable Township ordinances and state statutes and shall conduct themselves in a proper and orderly manner, and, in particular, no person shall:

(10) Paste, glue, tack, or otherwise post any sign, placard, advertisement or inscription whatsoever, nor erect or cause to be erected any sign whatsoever on any public lands or highways or roads adjacent to a park. Notwithstanding the foregoing, signs, plaques,

displays, and other sponsor recognition materials may be installed or displayed on Township owned park and recreation property when expressly authorized in writing by the Township pursuant to an approved municipal sponsorship program. All such materials shall be subject to Township approval regarding content, design, size, location, installation, maintenance, and removal, and shall comply with all other applicable laws and ordinances.

ARTICLE IV

Municipal Park and Recreation Sponsorship Program

§ 231-15. Purpose and authorization.

A. The purpose of this article is to establish a municipal sponsorship program through which the Township of Berlin may accept monetary and in-kind contributions from businesses, organizations, and individuals to support Township-owned parks, recreation facilities, fitness facilities, environmental improvements, and related public amenities.

B. Sponsorship contributions may be used to support the acquisition, installation, improvement, maintenance, or enhancement of eligible public amenities, subject to applicable municipal budgetary, purchasing, contracting, and financial requirements.

C. The Township may provide limited sponsor recognition in connection with an approved sponsorship, subject to this article and all other applicable laws and ordinances.

§ 231-16. Sponsorship approval and agreements.

A. All sponsorships shall be subject to prior written approval by the Township official or governing body designated by the Township pursuant to applicable law and municipal policy.

B. The Township may require a written sponsorship agreement specifying the contribution amount or in-kind contribution, authorized recognition benefits, term of the sponsorship, responsibilities of the sponsor, and conditions for termination or removal of sponsor recognition.

C. No sponsorship shall become effective until all required approvals have been obtained and any required agreement has been executed.

D. The Township shall establish and apply written, objective, and viewpoint-neutral criteria when reviewing sponsorship applications. Such criteria shall be applied consistently to all applicants and may address the sponsor's legal eligibility, the nature and appropriateness of the proposed sponsorship recognition, compliance with

applicable laws and ordinances, and the suitability of the proposed recognition for a Township-owned public recreational facility.

§ 231-17. Sponsor recognition.

A. Subject to Township approval, sponsor recognition may include plaques, signs, shared sponsor displays, business names, logos, acknowledgments at Township events, and recognition through Township-controlled websites or social media.

B. The Township shall retain approval authority over the content, design, dimensions, location, installation, maintenance, and removal of all physical sponsor recognition materials.

C. Sponsor recognition shall not constitute an endorsement by the Township of a sponsor or its products, services, or business practices.

D. Sponsorship shall not grant a sponsor ownership of Township property, exclusive use of a public facility, control over Township operations, or naming rights unless separately authorized by the Township through the appropriate legal process.

E. All sponsor recognition materials shall comply with applicable laws, ordinances, safety requirements, and Township policies.

§ 231-18. Sponsorship contributions and administration.

A. Sponsorship contribution levels and any associated recognition benefits shall be established by ordinance or other lawful action, as applicable.

B. All monetary contributions shall be received, deposited, recorded, and administered in accordance with applicable law and the Township's established financial procedures.

C. In-kind contributions shall be subject to Township approval and any applicable purchasing, procurement, acceptance, and property-management requirements.

D. No Township employee or representative may independently promise sponsorship benefits, approve installations, or commit Township funds except as authorized by applicable law and Township policy.

E. The Township may adopt and maintain a written administrative sponsorship policy establishing application procedures, sponsor eligibility requirements, objective and viewpoint-neutral review criteria, approval processes, recognition standards, and other administrative requirements necessary to implement and administer the sponsorship program. Such policy shall be consistent with this article and all applicable laws and ordinances.

§ 231-19. Term, maintenance, and termination.

A. The term of each sponsorship and the duration of any associated recognition shall be established in the applicable sponsorship agreement or approval.

B. Sponsors shall have no right to install, modify, repair, or remove recognition materials without prior Township authorization.

C. The Township may require the repair, relocation, or removal of sponsor recognition materials when necessary for public safety, maintenance, facility improvements, compliance with law, or violation of a sponsorship agreement.

D. Upon expiration or termination of a sponsorship, the Township shall determine the disposition of the associated recognition materials in accordance with the sponsorship agreement and applicable law.

§ 231-20. Relationship to other ordinances.

A. Sponsor recognition authorized under this article shall be permitted only when expressly approved in accordance with this article and applicable Township procedures.

B. This article shall not be construed to authorize signage or advertising that is otherwise prohibited by law. Any exception to existing Township sign restrictions necessary to implement an approved sponsorship shall be expressly established through the applicable ordinance amendment.

C. All other provisions of this chapter and the Township Code shall remain in effect unless expressly amended.

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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