

**AN ORDINANCE OF THE TOWNSHIP COUNCIL OF THE TOWNSHIP OF
SPARTA AMENDING THE REVISED GENERAL ORDINANCES OF THE
TOWNSHIP OF SPARTA TO ADD LICENSING OF PORTABLE
ADVERTISEMENT SIGNS**

WHEREAS, the Township Council of the Township of Sparta by way of this ordinance is revising the Revised General Ordinances of the Township of Sparta to regulate portable advertisement signs in the interest of public safety and for the aesthetic quality of the commercial districts in the Township,

WHEREAS, the Township Council has determined that the licensing of portable advertisement signs are a benefit to promoting business in the community,

NOW, THEREFORE, be it ordained by the Township Council of the Township of Sparta that the Revised General Ordinances of the Township of Sparta are hereby amended as follows:

SECTION 1: SECTION IV GENERAL LICENSING: Add new Section 4-17 Portable Advertisement Signs:

4-17.1 Purpose. The purpose of this section is to regulate the placement of portable advertisement signs in the interest of public safety and for the visual aesthetics of the commercial districts in the Township. The Township Council recognizes the benefit of promoting local businesses by permitting portable advertisement signs in locations approved by the Sparta Township Planning Board Subcommittee.

4-17.2 Definitions. As used in this section.

Sparta Township Planning Board Site Plan Subcommittee as defined in the Sparta Township Land management Code shall be the approving authority for the location of portable advertisement signs consistent with the standards set forth in this ordinance.

Portable Advertisement Sign shall mean a temporary portable sign for the purpose of advertising specials for retail sales and retail service uses in commercial zoning districts. A designated sign prototype approved by the Planning Board shall be the only sign used consistent with the standards specified in this ordinance.

Definitions of the Sparta Township Land Management Code shall apply as required.

4-17.3 Licenses Required. A license shall be required for any portable advertisement sign to be placed outside or placed on a wall on any commercial zoned property.

4-17.4 Fines and Penalties: This ordinance is enforceable by the Zoning Officer or his or designee. Any portable advertisement sign found in violation will be confiscated by the Township and subject to a \$50.00 fine for the return of the sign. A continued violation will result in the licensed being revoked or not renewed.

4-17.5 Application for License. Any business desiring a license under this section shall submit a Site Plan Waiver Application to the Planning Department for approval by the Sparta Township Planning Board Site Plan Subcommittee. The following information shall be required.

- a. Name of business
- b. Type of use
- c. Address of property
- d. Block and Lot
- e. Zone District
- f. Applicant's name
- g. Mailing address, telephone and fax number
- h. Property Owner's signature approving the submission of the application
- i. Mailing address of property owner and telephone number
- j. Property Survey indicating the location of the portable advertisement sign or signs

4-17.6 Duration of License. The License is renewable every year on June 15 for a fee of \$25.00.

4-17.7 Location Regulations: The following regulations shall apply to all portable advertisement signs:

- a. Portable advertisement sign locations are prohibited in the public right of way or sight triangle of any public street or driveway entrance.
- b. A portable advertisement sign may only be approved for the property in which the business is located.
- c. Portable advertisement sign locations may not cause a traffic hazard by blocking the path and the visibility of an automobile driver or a pedestrian.
- d. Portable advertisement sign locations may not block the free flow of pedestrian traffic on a sidewalk.
- e. One portable advertisement sign is permitted per lot except in a multi-tenanted building a second location can be approved by the Site Plan Wavier Committee if the signs are separated by a minimum of 75 feet.
- f. The portable advertisement sign may be placed displaying both sides or one side including being attached to a building façade.
- g. A portable advertisement sign shall not obscure, conflict with, or cover any architectural detail (i.e. cornice). A wall sign must be aligned with major building elements, such as windows, trim and building lines.
- h. A portable advertisement sign size shall not exceed 27" by 48".
- i. A portable advertisement sign shall be the same or similar to the drawing included in this ordinance section.
- j. Portable advertisement signs may only be displayed during business hours and must be stored in a location not visible to the public including signs temporarily affixed to a building. The entire sign including the frame must be removable.

NOTICE

NOTICE is hereby given that the above ordinance was introduced and passed at first reading at a meeting of the Township Council of the Township of Sparta held on November 9, 2004 at 7:30 p.m. at the Municipal Building, 65 Main Street, Sparta, NJ and will be considered for final passage at a meeting to be held on Tuesday, November 23, 2004 at which time and place all persons interested therein or affected thereby will be given an opportunity to be heard concerning the same.

BY ORDER OF THE TOWNSHIP COUNCIL OF THE TOWNSHIP OF SPARTA.

MIRIAM TOWER, C.M.C.
MUNICIPAL CLERK

NOTICE

NOTICE is hereby given that the above entitled ordinance was introduced and passed at a meeting of the Township Council of the Township of Sparta, held at the Municipal Building, 65 Main Street, Sparta, NJ on Tuesday, November 9, 2004. The same came up for final passage and adoption at a meeting of the Township Council of the Township of Sparta, held on Tuesday, November 23, 2004 at 7:30 p.m. at the Municipal Building, 65 Main Street, Sparta, NJ and after all persons present were given an opportunity to be heard concerning the same, it was finally passed and adopted and will be in full force in the Township according to law.

MIRIAM TOWER, C.M.C.
MUNICIPAL CLERK