

**AN ORDINANCE AMENDING CHAPTER XXII OF THE CODE  
OF THE BOROUGH OF RUMSON (THE DEVELOPMENT  
REGULATIONS OF THE BOROUGH OF RUMSON) TO AMEND  
CERTAIN GENERAL ZONING PROVISIONS.**

BE IT ORDAINED by the Borough Council of the Borough of Rumson, County of Monmouth, and State of New Jersey that Chapter XXII, Development Regulations, of the Code of the Borough of Rumson is hereby amended or supplemented as follows:

**PURPOSE**

The purpose of this ordinance is to amend or add certain general zoning provisions to establish performance standards for Real Estate Open House Signs.

*Chapter XXII, Development Regulations, of the Code of the Borough of Rumson is hereby amended or supplemented as follows (new text is double underlined, text to be deleted is ~~struck through~~ and notations to the reader and changes in subparagraph designations either with or without changes to content are italicized):*

**SECTION 1**

*Chapter XXII (Development Regulations, Section 7 (General Zoning Provision), Subsection 22-7.24 (Signs) shall be amended, as follows:*

**22-7.24 Signs.** All signs shall conform to the provisions of this section and to the applicable requirements of the New Jersey Uniform Construction Code.

- a. General Objectives. *No Change.*
- b. Application Procedures. *No Change.*
- c. General Standards. *No Change.*
- d. Permitted Signs.
  - 1. Exempt Signs. The following signs shall be exempt from the requirement of obtaining a development permit:
    - (a) through (g) *No Change.*
    - (h) Real estate open house sign; provided that such signs are limited to not more than one (1) open house sign shall be placed at the corner of the closest intersection; are limited to six (6) square feet in area; and shall be located within the right-of-way and outside of any sight-triangle (clear sight area) as determined by Exhibits 9-9A and 9-9B. The use of any balloons or streamers is specifically prohibited.
    - (i) *Change existing paragraph (h) to (i) – no other changes*
    - (j) *Change existing paragraph (i) to (j) – no other changes*
    - (k) *Change existing paragraph (j) to (k) – no other changes*
    - (l) *Change existing paragraph (k) to (l) – no other changes*
    - (m) *Change existing paragraph (l) to (m) – no other changes*
    - (n) *Change existing paragraph (m) to (n) – no other changes*

- (o) *Change existing paragraph (n) to (o) – no other changes*
- (p) *Change existing paragraph (o) to (p) – no other changes*
- (q) *Change existing paragraph (p) to (q) – no other changes*
- (r) *Change existing paragraph (q) to (r) – no other changes*
- (s) *Change existing paragraph (r) to (s) – no other changes*
- (t) *Change existing paragraph (s) to (t) – no other changes*
- (u) *Change existing paragraph (t) to (u) – no other changes*

2. Exempt Sign(s) Limitations

- (a) Signs permitted by subsection 22-7.24, paragraphs d, 1(e), (f) and ~~(j)~~ (k) may be displayed thirty (30) days before and three (3) days after the sale, event or activity.
- (b) Signs permitted by subsections 22-7.24, paragraphs d, 1(e), (f) and ~~(j)~~ (k) may be displayed no more than three (3) times during any calendar year.
- (c) Unless approved by the Municipal Agency, no building may display a total of more than twelve (12) signs and no individual occupancy a total of more than six (6) signs permitted by subsection 22-7.24, paragraphs d, 1(e), (f), ~~(h), (j), (k), (n), (s) and (t)~~ (i), (k), (l), (o), (t) and (u).
- (d) Signs permitted by subsection 22-7.24, paragraph (h), Real estate open house sign, may only be displayed on Sundays between 11 a.m. and 5 p.m. during 2009. Open house signs shall be removed immediately upon the end of the event or at 5 p.m. whichever is earlier. Open house signs shall not be permitted after January 1, 2010.

3. Regulated Signs. *No Change.*

**SCHEDULE OF SIGN REGULATIONS** *No Change.*  
**BOROUGH OF RUMSON (Subsection 22-7.24)**

**SECTION 2**

If any section, subsection, clause, or phrase of this ordinance is held to be unconstitutional or invalid for any reason, such decision shall not affect the remaining portions of this ordinance. All ordinances or parts of ordinances inconsistent with this ordinance are hereby repealed to the extent of such inconsistency.

**SECTION 3**

The Borough Clerk is hereby directed, upon adoption of the Ordinance after public hearing thereon, to publish notice of the passage thereof and to file a copy of this Ordinance as finally adopted with the Monmouth County Planning Board as required by N.J.S.40:55D-16. The Clerk shall also forthwith transmit a copy of this Ordinance after final passage to the Borough Tax Assessor as required by N.J.S. 40:49-2.1.

**SECTION 4**

This Ordinance shall take effect immediately upon final passage and publication according to law and filing with the Monmouth County Planning Board.

Introduced: March 10, 2009.

Passed and Approved: March 24, 2009.

I hereby approve of the  
passing of this ordinance.

---

John E. Ekdahl  
Mayor

Attest:

---

Thomas S. Rogers  
Municipal Clerk/Administrator