



Borough of Haddonfield

**Outdoor Marketing Graphic Permit**

**PLEASE COMPLETE ENTIRE PACKET**

*Pictures & Insurance form are required for all permits!*

An application is required **PRIOR** to displaying an Outdoor Marketing Graphic Display in the Borough of Haddonfield

**CHECK ONE:**

RENEWAL OF PREVIOUSLY APPROVED OMGD PERMIT FEE: \$25.00

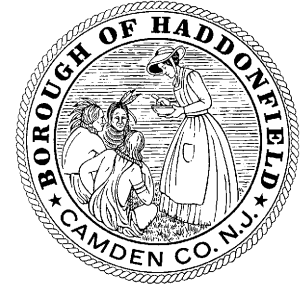
NEW APPLICATION FEE: \$50.00

**SECTION 1 PROPERTY DATA:**

(A)	SUBJECT PROPERTY'S ADDRESS	_____
(B)	SUBJECT PROPERTY'S BLOCK	_____ LOT: _____
(C)	OWNER OF SUBJECT PROPERTY	_____
(D)	PROPERTY-OWNER'S ADDRESS	_____ _____
<b><u>SECTION 2 – PROPERTY – OWNER'S AUTHORIZATION:</u></b>		
I hereby certify that I am (the Agent of) the Owner of Record of the Subject Property and that I am authorized to make this Application.		
_____		_____
<i>Property-Owner's Signature</i>		<i>Date</i>

**SECTION 3 BUSINESS DATA:**

(A)	FULL NAME OF BUSINESS	_____
(B)	BUSINESS-OWNERS NAME:	_____
(C)	BUSINESS OWNERS ADDRESS:	_____ _____
(D)	BUSINESS OWNER'S TELEPHONE NO.:	_____
(E)	BUSINESS OWNER'S FAX NO.:	_____
(F)	BUSINESS-OWNERS	EMAIL ADDRESS _____
(G)	BUSINESS-OWNERS	WEB-SITE _____
<b><u>SECTION 4 – BUSINESS – OWNER'S AUTHORIZATION:</u></b>		
- I hereby certify that I am (the Agent of) the Owner of the Business / Proposed Outdoor Merchandise Display and that I am authorized to make this Application.		
- I acknowledge that I have read, understand, and will comply with all of the conditions of the Borough of Haddonfield Outdoor Merchandise Display Permit program.		
_____		_____
<i>Business Owner's Signature</i>		<i>Date</i>



Borough of Haddonfield  
**OUTDOOR MARKETING GRAPHIC DISPLAY**  
(A-Frame / Easel / Sandwich board sign)  
Application Checklist and Process

**Note: An Application is required PRIOR to displaying an OUTDOOR MARKETING GRAPHIC DISPLAY in the Borough of Haddonfield. Permits must be renewed each calendar year.**

The following list is not necessarily an exclusive listing of all terms and conditions, which may apply to a given OUTDOOR MARKETING GRAPHIC DISPLAY. Applicant is required to comply with all terms and conditions of approval set forth in Ch. 191-24.1: Outdoor Marketing Graphic Display of the Borough of Haddonfield which can be viewed online at <https://ecode360.com/print/HA2005?guid=10203450>

### **191-24.1: Outdoor Marketing Graphic Display**

- The Outdoor Marketing Graphic Display may be an easel board or a pedestal sign only, except for a merchant providing food for consumption off the premises or providing food for preparation at some other location, in which case the display may be a miniature mannequin (such as a butler, waiter, cook, etc.) on which a menu or bill of fare or list of specials is displayed.
- The Outdoor Marketing Graphic Display shall not exceed 4.5 feet in overall height and shall have a square footage not to exceed 6 square feet. However, if it is a back-to-back sign and the two sides of the sign are identical, only one side of the sign shall be measured for the purposes of determining the size of the sign.
- The store name may not be more than 4 inches in height if it is located on the sign.
- The Outdoor Marketing Graphic Display shall be located within 30 inches (measuring perpendicular from the front edge) of the front property line of the property in which the store is located. The display shall not obstruct the store's front entrance and a safe, continuous path on the public sidewalk with a minimum of 4 feet must be maintained for pedestrian traffic to pass in front of the property.
- The Outdoor Marketing Graphic Display is intended to feature depictions of the merchant's products but may also display text. However, that text may not exceed one-half of the total area of the Outdoor Marketing Graphic Display. The text on the sign shall not be hand-lettered. However, an Outdoor Marketing Graphic Display may be a chalkboard with no depiction of a product, in which case hand-lettered text is permitted and there is no restriction on the area of the text.
- The Outdoor Marketing Graphic Display shall not have any moving parts, any internal lighting, any sounds emanating from it, nor any odor emanating from it, nor shall it have any other items affixed to it, such as balloons, banners, signs, or any other similar items.
- The Outdoor Marketing Graphic Display may only be displayed when the merchant with which the sign is associated is open, shall be removed from the sidewalk every evening at the close of business, and shall be stored off of the sidewalk when the business is not open.
  
- Barbershops shall be permitted to display one barbershop pole with the following requirements:
  - The outdoor marketing graphic display shall not exceed 4.5 feet in overall height and shall have a square footage not to exceed six square feet.
  - A barbershop pole means the traditional red, white, and blue striped cylindrical pole, which may or may not rotate, that is approximately six (6) feet in height or less and contains no written words, symbols, and/or text.
  - The barbershop pole may be mounted to the front façade of the barbershop or may be freestanding in front of the barbershop. If the barbershop pole is mounted within the public right-of-way, or encroaches within the public right-of-way, permission must be obtained from the governing body of the Borough of Haddonfield.
  - A sign permit is required for the barbershop pole.
  
- A business that has retail merchandise in at least 51% of the square footage of their floor space may apply for an Outdoor Marketing Graphic Display permit as well. However, if a retail business applies for an Outdoor Marketing Graphic Display, they may not apply for an Outdoor Merchandise Display permit.

● Restaurants shall be permitted to display (1) and or (2) below in addition to their primary sign with restaurant name and description.

1. A menu of food and/or beverages placed in the restaurant window or a bill-of-fare/menu in a display case mounted on the exterior of the building façade. Such window menu or display case shall not exceed 1.5 square feet in area.

2. A bill of fare of food and/or beverage offerings on a freestanding, one-sided easel/pedestal or on a one-sided wall mounted board with erasable text wherein such text shall not exceed six (6) square feet in area and shall be removed at the end of the business day. White boards are not permitted on freestanding signs or wall mounted sign. The nearest edge of the sign must be within one (1) foot of the store front.

● Any freestanding bill-of-fair sign must receive approval under the Outdoor Marketing Graphic Display requirements. A mounted display case must receive Historic Preservation Commission approval.

**SIGNED OUTDOOR MARKETING GRAPHIC DISPLAY PERMIT APPLICATION (by Business Owner & Property Owner)** – By checking this box, you are acknowledging that you have read the rules governing the display of an Outdoor Marketing Graphic Display and will abide by these rules.

-Bring 1 copy for renewal applications

-Bring 5 copies of new applications

If changes have been made to the previously approved Outdoor Marketing Graphic Display, a new application **must** be submitted.

Display of an Outdoor Marketing Graphic Display without a valid permit may result in the issuance of a summons to appear in municipal court.

**Photograph or spec sheet of sign to be displayed. Photos are required for renewal applications to ensure no changes have been made. If changes have been made, a new application must be submitted.**

**Photos, Drawings, or Plans:** Of exterior of establishment indicating storefront entrance, public right-of-way (sidewalk), area from façade of building to curb, to scale, showing where Outdoor Marketing Graphic Display will be displayed.

**Certificate of Insurance:** Certificate of liability insurance covering outdoor operations (with the Borough of Haddonfield listed as a Certificate Holder for liability purposes with a minimum \$1,000,000 coverage)

**\*\*THE APPLICATION WILL BE DEEMED INCOMPLETE WITHOUT THIS FORM\*\***

ACORD™ CERTIFICATE OF LIABILITY INSURANCE					DATE (MM/DD/YYYY)	
PRODUCER			THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW.			
INSURED			INSURERS AFFORDING COVERAGE		NAIC #	
			INSURER A:			
			INSURER B:			
			INSURER C:			
			INSURER D:			
			INSURER E:			
<b>COVERAGES</b>						
THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. AGGREGATE LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.						
INSR LTR	ADD'L INSRD	TYPE OF INSURANCE	POLICY NUMBER	POLICY EFFECTIVE DATE (MM/DD/YY)	POLICY EXPIRATION DATE (MM/DD/YY)	LIMITS
		<b>GENERAL LIABILITY</b> <input type="checkbox"/> COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS MADE <input type="checkbox"/> OCCUR  GEN'L AGGREGATE LIMIT APPLIES PER: <input type="checkbox"/> POLICY <input type="checkbox"/> PRO-JECT <input type="checkbox"/> LOC				EACH OCCURRENCE \$ DAMAGE TO RENTED PREMISES (Ea occurrence) \$ MED EXP (Any one person) \$ PERSONAL & ADV INJURY \$ GENERAL AGGREGATE \$ PRODUCTS - COMP/OP AGG \$
		<b>AUTOMOBILE LIABILITY</b> <input type="checkbox"/> ANY AUTO <input type="checkbox"/> ALL OWNED AUTOS <input type="checkbox"/> SCHEDULED AUTOS <input type="checkbox"/> HIRED AUTOS <input type="checkbox"/> NON-OWNED AUTOS				COMBINED SINGLE LIMIT (Ea accident) \$ BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$
		<b>GARAGE LIABILITY</b> <input type="checkbox"/> ANY AUTO				AUTO ONLY - EA ACCIDENT \$ OTHER THAN EA ACC \$ AUTO ONLY: AGG \$
		<b>EXCESS/UMBRELLA LIABILITY</b> <input type="checkbox"/> OCCUR <input type="checkbox"/> CLAIMS MADE  <input type="checkbox"/> DEDUCTIBLE <input type="checkbox"/> RETENTION \$				EACH OCCURRENCE \$ AGGREGATE \$ \$ \$ \$
		<b>WORKERS COMPENSATION AND EMPLOYERS' LIABILITY</b> ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? If yes, describe under SPECIAL PROVISIONS below OTHER				WC STATU-TORY LIMITS OTH-ER \$ E.L. EACH ACCIDENT \$ E.L. DISEASE - EA EMPLOYEE \$ DISEASE - POLICY LIMIT \$
DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES / EXCLUSIONS ADDED BY ENDORSEMENT / SPECIAL PROVISIONS						
The Borough of Haddonfield is named as an additional insured						
<b>CERTIFICATE HOLDER</b>				<b>CANCELLATION</b>		
The Borough of Haddonfield 242 Kings Highway East Haddonfield, New Jersey 08033				SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, THE ISSUING INSURER WILL ENDEAVOR TO MAIL _____ DAYS WRITTEN NOTICE TO THE CERTIFICATE HOLDER NAMED TO THE LEFT, BUT FAILURE TO DO SO SHALL IMPOSE NO OBLIGATION OR LIABILITY OF ANY KIND UPON THE INSURER, ITS AGENTS OR REPRESENTATIVES.		
				AUTHORIZED REPRESENTATIVE		

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The above pictured form is a sample, however, most insurance forms resemble this. The Borough of Haddonfield MUST be listed as a Certificate Holder on your establishment's insurance.