

**TOWN OF CLINTON
HUNTERDON COUNTY, NEW JERSEY
ORDINANCE # 23-19**

**ORDINANCE ESTABLISHING A SPONSORSHIP PROGRAM FOR THE “WELCOME TO
HISTORIC CLINTON” SIGNS**

WHEREAS, there four are wooden painted signs reading “Welcome to Historic Clinton” owned and maintained by the Town located on Center Street, Old Highway 22, Leigh Street, and off of Route 78, Exit 15; and

WHEREAS, in order to defray the costs of maintaining such signs, the Town of Clinton desires to establish a sign sponsorship program.

NOW, THEREFORE, BE IT ORDAINED by the Mayor and Council of the Town of Clinton, the County of Hunterdon, State of New Jersey as follows:

SECTION 1. Chapter 113 of the Code of the Town of Clinton (the “Code”), entitled “Sign Sponsorship Program” (1) is hereby added as follows:

§ 113-1 Purpose. The purpose of the Welcome to Clinton Sign Sponsorship Program is to aesthetically maintain the Welcome to Clinton signs and reduce the related financial burden on taxpayers. Through the program, the Town will permit sponsors to advertise on those signs.

§ 113-2 Program rules.

A. General provisions.

(1) The Town shall be responsible for the ordering, installation and removal of any sponsorship sign, and as such, all signs shall be considered the property of the Town. No individual, including sponsors, shall have the authority to move or otherwise alter an installed sign in any manner unless that individual is acting under the direction of the Town.

(2) The signs created as a result of the Welcome to Clinton Sign Sponsorship Program shall be exempt from zoning regulations as municipal property.

(3) The size, shape, material, and colors of the sponsorship signs shall be determined by the Town Council.

(4) Quantity and Location. There are five “Welcome to Historic Clinton” signs owned and maintained by the Town located on Center Street, Old Highway 22, Leigh Street, and off of Route 78, Exit 15

(5) Design. Each sponsorship sign shall consist of text and logos only that includes the name of the entity sponsoring the sign. However, the printing of logos upon the sign will be dependent upon the size and intricacy of the logo. Up to two (2) sponsors per sign shall be permitted. Entity name and logo cannot include any derogatory, offensive, or profane words or images.

(6) Term. The term for each sign sponsorship shall be five (5) years.

(7) Applicants are limited to one sign sponsorship per term.

B. Applications.

(1) Each application for sign sponsorship must be on forms approved by the Town and be accompanied by a check made payable to the “Town of Clinton” for the requisite fee.

(2) Applications will be reviewed by the Historic Commission and successful applicants recommended to the Town Council for approval. Applicants shall be approved via resolution of the Town Council.

(3) Applications will be processed on a first come first served basis. Incomplete applications will be rejected.

C. Fees; Payment schedule. A fee and payment schedule for all sign sponsorships shall be established by duly adopted resolution of the Town Council, which may be amended from time to time.

D. Contracts. The Town shall enter into contracts with the sponsors in order to fulfill the requirements of the Welcome to Clinton Sign Sponsorship Program and this chapter. If a successful applicant fails to enter into such contract or fails to meet the contract requirements within 10 days after the notice of the application approval, the Town may approve the application of the next available applicant.

E. Revenue. All revenue generated as a result of the Welcome to Clinton Sign Sponsorship Program shall be deposited by the Town in the Historic Trust Fund and shall be spent by the Town (through the Historic Commission) to fund the maintenance and improvement of such signs.

SECTION 2. All Ordinances or parts of Ordinances inconsistent herewith are repealed as to such inconsistencies.

SECTION 3. If any section, subsection, sentence, clause, phrase or portion of this Ordinance is for any reason held invalid or unconstitutional by any court of competent jurisdiction, such portion shall be deemed a separate, distinct and independent provision, and such holding shall not affect the validity of the remaining portions thereof.

SECTION 4. This Ordinance shall take effect upon final passage and publication according to law.

Cecilia Covino, RMC/CMC
Municipal Clerk

Introduction: September 13, 2023