

Obtaining a permit for the outdoor display of merchandise

In order to display merchandise outside of your store, you need to obtain a permit annually from the Borough of Spring Lake.

Pick up an application at Borough Hall or download one from the Spring Lake Business Improvement District web site. The application is a simple form that must include a sketch identifying the approximate location of items to be displayed.

There is a first-time application fee of \$50. A renewal application for substantially the same arrangement will be \$25 each year. The application is submitted to the Code Enforcement Officer for review. The Code Enforcement Officer then will submit a recommendation to the Borough Council. Council approves application by resolution.

Planters

The merchandise display ordinance does not change the planter ordinances. However, we strongly recommend not exceeding the allowed display space with the combination of your planters and merchandise display.

Planters cannot extend further than 24 inches (including plants) from the existing building front, cannot reduce the passable width of the adjacent sidewalk to less than 72 inches and cannot come within 24 inches of any doorway, alley or similar passageway. Planters may vary slightly in size or configuration but shall be no less than 12 inches nor more than 18 inches in height.

Planters must have white or natural color finishes and shall be fabricated of durable low maintenance materials such as fiberglass, redwood, cedar, terra-cotta, or similar clay-based products. Planters must be maintained at all time by property owners and the maintenance and security of the planters is solely their responsibility.

Spring Lake Business Improvement District

1207 Third Avenue, Suite D

Spring Lake, NJ 07762

Phone: 732-449-0037

Fax: 732-449-0012

E-mail: info@visitspringlake.com

Spring Lake Business Improvement District

Business guide to

outdoor display of merchandise



www.visitspringlake.com

Outdoor display of merchandise for Spring Lake retailers

June 24, 2008, the Spring Lake Borough Council passed a Display of Merchandise ordinance at the request of the Spring Lake Business Improvement District (SLBID). The purpose of the ordinance is to enable retailers to create additional visual appeal for their businesses. Very careful consideration went into the drafting of the proposed ordinance by the SLBID. The display ordinance is a very new concept for Spring Lake and the SLBID felt it important to strike a balance between the needs of retailers and sensitivity to



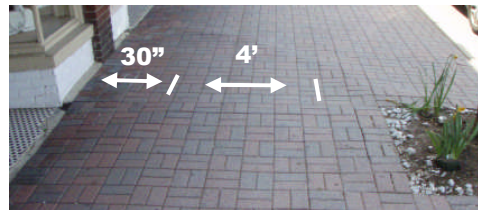
the traditional ambiance of Spring Lake.

If the business community is to continue to benefit from Borough government being responsive to their needs, it is extremely important that every business make a sincere effort to comply with the require-

ments of the ordinance. The purpose of this brochure is to assist you to comply.

Display requirements

- Merchandise which you sell within your store may be displayed in front of your store during your operating hours from May 1 through December 31.
- Plants, cut flowers, and greens may be used as decorative material in your display even if don't sell them.
- Merchandise displayed must be within 30 inches of the front of your store. For the display of fresh produce, this is increased to 42 inches.
- Your display cannot occupy more than 1/3 of the store front width, or for the display of fresh produce 1/2 of the store front width. The displays shall not exceed eight linear feet, but may be at least two linear feet. Your display cannot obstruct the storefront entrance. The top of the display shall not be higher than eight feet, or for produce five feet, above the sidewalk surface.
- You must maintain a safe, continuous path



with a minimum of four feet for pedestrians on the public sidewalk.

- The display shall not contain front lighting, backlighting and/or lighting within the display. However merchandise itself that contains lighting may be displayed. No power lines or

extension cords shall be allowed to provide power to the display.

- Your merchandise may be displayed on temporarily removable supports such as benches, shelves, book shelves, decorative carts and similar kinds of supports. The supports shall be removed at the end of each day of business, and shall have no wheels, except for decorative carts.
- Packing cartons, cardboard boxes, bins, card tables, folding tables, or similar display supports are prohibited.
- Clothing cannot be displayed on racks, but may be displayed on a mannequin. There can be no more than one mannequin per store. Displayed clothing must be worn by the mannequin, not merely draped upon it.
- There can be no more than one item of merchandise displayed per store that exceeds four feet in length and one foot in width throughout the four foot length. A store cannot display such a piece of merchandise and a mannequin at the same time
- You cannot consummate sales outside your store. There are to be no sales on the sidewalk.
- You must keep your display neat and clean and free from dead plants, trash, litter, and other debris.
- You cannot have signs on your outdoor display.
- A permit from the Borough is necessary for your display. See the back panel.