

ORDINANCE NO. 11, 2025

AN ORDINANCE AMENDING CHAPTER 197 PARKS AND RECREATION AREAS, SIGNS AND ADVERTISING MATERIALS OF THE CODE OF THE CITY OF LINWOOD AND REPEALING ALL ORDINANCES HERETOFORE ADOPTED, THE PROVISIONS OF WHICH ARE INCONSISTENT HERewith.

BE IT ORDAINED, by the Common Council of the City of Linwood, County of Atlantic and State of New Jersey as follows:

SECTION 1: Chapter 197, Parks and Recreation Areas, Section 197-12 Signs and advertising materials, shall be deleted in its entirety and hereby amended to be titled as, **Field Signage**, and to read as follows:

A. Purpose. This ordinance establishes guidelines and procedures for the placement and removal of temporary sponsorship signage on the City of Linwood athletic fields. The intent is to ensure appropriate use of public facilities, maintain field aesthetics, and support community events while protecting city property. All non-sponsorship signs shall be temporary and must first be approved by City Council on appropriate temporary sign request form.

B. Definitions

1. **Sponsorship Signs** - Sponsorship signs are displays or advertisements that acknowledge or promote a business, organization, or individual who provides financial or material support for teams or sports organizations.
2. **Non-Sponsorship Signs** - Non-sponsorship signs are informational, such as sign-up, special event signs that do not promote or acknowledge a commercial sponsor.

C. Procedure

1. All sign requests shall be submitted in conjunction with the Use of Park Facilities application to the Park Director and Board of Recreation. The Board of Recreation will review the request and provide a recommendation to the City Council for approval.

D. Main Turf Field Signage

1. **Permitted Signage Period:** Temporary signage may only be displayed during scheduled games.
2. **Approval Process:** All signage must be pre-approved in conjunction with the home game schedule submitted at the beginning of each season. Updates to signage approval are permitted as the season progresses for make-up games or added games.
3. **Removal of Signs:** All signs must be removed immediately following the conclusion of each game.
4. **Placement and Type:** The main field fence may be used to hang temporary signs, provided all signs are removed after the game, and provided no zip ties or hardware are used. Other approved signs are A-Frame signs, lawn signs and flag signs.

- a. No signs can be installed or anchored into the turf field.
- b. No signs are permitted on the netting

E. Baseball Fields and Street Hockey Rink Signage

1. **Seasonal Display:** Temporary signage may be displayed on the Little League baseball field fence and the street hockey rink panels for the duration of the season. All signage must face internal to the field of play.
 - a. Seasonal signs are not permitted on the batting cage. And temporary signs approved for the batting cage must be removed immediately following the conclusion of each game
 - b. No signs are permitted on the bike path field or the t-ball field
2. **Approval Process:** All signage must be approved prior to the start of each season. Reapplication and approval are required for each upcoming season.
3. **Removal of Signs:** All signs must be removed at the end of each season.

F. Poplar Ave, Upper, Lower, SJI and Auxiliary Field

1. **Permitted Signage Period:** Temporary signage may only be displayed during scheduled games.
2. **Approval Process:** All signage must be pre-approved in conjunction with the home game schedule submitted at the beginning of each season. Updates to signage approval are permitted as the season progresses for make-up games or added games.
3. **Removal of Signs:** All signs must be removed immediately following the conclusion of each game.
4. **Placement and Type:** The field fence may be used to hang temporary signs, provided all signs are removed after the game. Other approved signs are A-Frame signs, lawn signs and flag signs.

G. Enforcement. Failure to comply with removal requirements may result in suspension of signage privileges for future seasons.

SECTION 2: All ordinances or parts of ordinances inconsistent herewith are hereby repealed to the extent of such inconsistencies.

SECTION 3: Should any sentence, clause, sentence, phrase or provision of this ordinance be declared unconstitutional or invalid by a Court of competent jurisdiction, such decision shall not affect the remaining portions of this ordinance.

SECTION 4: This ordinance shall take effect upon its final passage, publication and adoption in the manner prescribed by law.

FIRST READING:
PUBLICATION:
PASSAGE:

November 12, 2025
November 15, 2025
November 25, 2025

The within Ordinance was introduced at a meeting of the Common Council of the City of Linwood, County of Atlantic and State of New Jersey held on, November 12, 2025 and will be further considered for final passage after a public hearing thereon at a meeting of said Common Council on November 25, 2025.

LEIGH ANN NAPOLI, RMC, MUNICIPAL CLERK

DARREN MATIK, MAYOR