

November 25, 2025

**BOROUGH OF BRADLEY BEACH, MONMOUTH COUNTY**

**RESOLUTION 2025-338**

**RESOLUTION GRANTING PERMISSION FOR PROPERTY LOCATED AT 121 MAIN STREET TO MAINTAIN EXSTING SIGNAGE FOR “HAIR LOVE” AND “SIGNS SEALED & DELIVERED” BUSINESSES MOUNTED ON THE NORTH- AND SOUTH-FACING SIDE OF THEIR BUILDING.**

Mayor Gubitosi offered the following Resolution and moved its adoption:

**WHEREAS**, the Borough of Bradley Beach, County of Monmouth, State of New Jersey (the “Borough”) permits businesses on Main Street to place certain signage for wall-mounted signs to promote their business to the community; and

**WHEREAS**, pursuant to Borough Code Section 450-50(A)(2), the placement of said signage is permitted, provided that said signage meets certain requirements related to size and location, and is permitted by Resolution approved by a 2/3 majority of the Borough’s Mayor & Council; and

**WHEREAS**, the Hair Love business sign is larger than permitted by ordinance and is positioned on the north side of the building and

**WHEREAS**, the Signed, Sealed & Delivered business has two signs positioned, one on the south-side and one on the north-side of the building; and

**WHEREAS**, the Mayor and Council perceive the Hair Love sign to provide aesthetic enhancement to the current adjacent parking area; and

**WHEREAS**, the owner of the building at 121 Main Street, which serves as the property location of the two businesses (“Hair Love” and “Signs Sealed & Delivered”), has a Main Street address, but does not possess sufficient store-frontage to advertise for these two businesses in order to direct customers to the businesses’ respective locations; and

**WHEREAS**, the Borough Council desires to place the two businesses located at 121 Main Street “in no worse a position than other Main Street businesses”.

**NOW, THEREFORE, BE IT RESOLVED** that the Mayor and Council of the Borough of Bradley Beach, County of Monmouth, State of New Jersey hereby grants permission for the owner of the property located at 121 Main Street to maintain existing signage for these two businesses (“Hair Love” and “Signs Sealed & Delivered”), upon the following terms and conditions:

- (1) The permission granted by this Resolution shall expire on December 31, 2025 and is subject to renewed authorization by the Mayor and Council of the Borough of Bradley Beach every year.
- (2) That the permitted three signs may continue to be displayed on the north and south-facing sides of the building at 121 Main Street as currently positioned.
- (3) The permission is granted to the owner of the property located at 121 Main Street and the signage does not “move with the business” should either or both businesses change location.
- (4) The owner of the 121 Main Street and the owners of the two businesses (“Hair Love” and “Signed, Sealed & Delivered”), agree to hold harmless the Borough of Bradley for any damage to the permitted three signs related to weather, accident, vandalism, or any other cause of damage.
- (5) The owner of 121 Main Street and the owners of the two businesses (“Hair Love” and “Signed, Sealed & Delivered”), jointly agree to properly maintain these three signs at all times to keep them aesthetically appealing to the public, which includes repairs, fresh paint, and consistent placement.

**Mayor Gubitosi made a motion to withdraw this resolution, seconded by Councilwoman DeNoble.**

	<b>AYES</b>	<b>NAYS</b>	<b>ABSTAIN</b>	<b>ABSENT</b>
Ms. DeNoble	X			
Ms. Greenblatt	X			
Mr. Nowicki	X			
Mr. Weber	X			
Mayor Gubitosi	X			

\*\*\*\*\*WITHDRAWN\*\*\*\*\*