

ORDINANCE 2026-17

AN ORDINANCE AMENDING CHAPTER 103, "ALCOHOLIC BEVERAGES," ARTICLE I, "ALCOHOLIC BEVERAGES," SECTION 103-17, "HOURS OF SALE," OF THE CODE OF THE BOROUGH OF SOUTH RIVER TO AMEND THE PROHIBITED HOURS OF SALE ON SUNDAYS.

WHEREAS, pursuant to N.J.S.A. 33:1-40, the governing body of each municipality may, by ordinance or resolution, limit the hours during which the sale of alcoholic beverages at retail may be made and may regulate Sunday retail sales of alcoholic beverages within the municipality; and

WHEREAS, Chapter 103, Article I of the Code of the Borough of South River governs the licensing and regulation of alcoholic beverages within the Borough; and

WHEREAS, Section 103-17 of the Borough Code establishes the hours during which plenary retail consumption licensees and plenary retail distribution licensees are prohibited from selling, serving or delivering alcoholic beverages on licensed premises; and

WHEREAS, the Mayor and Council desire to amend the Sunday prohibited hours of sale in order to promote commerce within the Borough, specifically in connection with televised sporting events such as NFL Football and the FIFA World Cup; and

WHEREAS, the Mayor and Council have determined that it is in the best interest of the Borough to amend the Sunday hours of operation for plenary retail consumption licensees and plenary retail distribution licensees to accommodate patrons seeking to purchase, order, or consume alcoholic beverages in connection with televised sporting events; and

WHEREAS, the Mayor and Council find that the amendment set forth herein is consistent with the public health, safety and welfare.

NOW, THEREFORE, BE IT ORDAINED by the Mayor and Council of the Borough of South River, County of Middlesex, State of New Jersey, as follows:

SECTION 1. Amendment to § 103-17A.

Chapter 103, "Alcoholic Beverages," Article I, "Alcoholic Beverages," Section 103-17, "Hours of sale," Subsection A, of the Code of the Borough of South River is hereby amended and supplemented to read as follows:

§ 103-17. Hours of sale.

- A. No plenary retail consumption licensee shall sell, serve or deliver, or allow, permit or suffer the sale, service or delivery of, any alcoholic beverage on licensed premises on weekdays between the hours of 2:00 a.m. and 7:00 a.m. and on Sundays between the hours of 2:00 a.m. and 10:00 a.m., with the exception of January 1 of each year, when the hours during which no such sales shall be made, as set forth above, shall be between the hours of 4:00 a.m. and 7:00 a.m., except when January 1 shall fall on a Sunday, in which case the closing hours shall be from 4:00 a.m. to 10:00 a.m.

SECTION 2. Continuation of Existing Provisions.

Except as expressly amended herein, all remaining provisions of Chapter 103, Article I, Section 103-17 of the Code of the Borough of South River shall remain unchanged and in full force and effect.

SECTION 3. Repealer.

All ordinances or parts of ordinances inconsistent with this Ordinance are hereby repealed to the extent of such inconsistency.

SECTION 4. Severability.

If any section, subsection, paragraph, sentence, clause, phrase, or word of this Ordinance is declared invalid, unconstitutional, or unenforceable by a court of competent jurisdiction, such decision shall not affect the remaining portions of this Ordinance, which shall remain in full force and effect.

SECTION 5. Codification.

This Ordinance shall be codified in the Code of the Borough of South River. The Borough Clerk and the codifier are authorized to make nonsubstantive, clerical, formatting, numbering, and cross-reference corrections as may be necessary to codify this Ordinance, provided that no substantive change shall be made without further action by the Mayor and Council.

SECTION 6. Effective Date.

This Ordinance shall take effect upon final adoption and publication according to law.

NOTICE

NOTICE IS HEREBY GIVEN that the foregoing ordinance was introduced and passed on first reading at a regular meeting of the Borough Council of the Borough of South River, in the County of Middlesex, State of New Jersey, held on June 8th, 2026, and will be considered for second reading and final passage at the regular meeting of said Governing Body to be held on the 29th day of June, 2026, at 7:00 p.m., or as soon thereafter as this matter can be reached, at the Council Chamber of the Criminal Justice Building located at 61 Main Street, South River, New Jersey, and/or virtually via Zoom meeting code 826 6082 9597: password: 000000 at which time all persons interested shall be given an opportunity to be heard concerning this ordinance.

Introduced 6-8-26

COUNCIL	MOTION	2ND	AYES	NAYS	ABSTAIN	ABSENT
<i>Councilwoman DaSilva</i>			X			
<i>Councilman Donato</i>			X			
<i>Councilman Dziemian</i>			X			
<i>Councilman Giannakopoulos</i>			X			
<i>Councilman Gurchensky</i>		X	X			
<i>Council President DeSantis</i>	X		X			



Alyssa Hager, RMC
Municipal Clerk
Borough of South River