

Proposed CMP Amendments: Signs

Policy & Implementation Committee
June 24, 2016



What's Proposed: Overview

1. Reorganized structure of the signage rules
2. Off-site signs
3. On-site signs
4. Electronic message displays

Off-Site Signs



Review: Off-Site Signs



Review: Off-Site Signs

Current off-site sign types:

- Commercial
- Agricultural Commercial Establishments
- Directional
- Civil, Social, Political Activities

What's Proposed: Off-Site Signs

Off-site sign rules are substantially the same

- Lawfully existing off-site signs prior to CMP are permitted in:
 - RGA and Towns
 - Villages and RDA (limited)
- New off-site signs will be permitted in:
 - RGA and Towns
 - only w/ the use of transferable sign right
- Clarification of what signs are eligible for use in transfer program

What's Proposed: Off-Site Signs

“Special” off-site signs permitted in all management areas:

- Off-site Signs Advertising
Commercial Agricultural Establishments
- Off-site directional signs
- Temporary

On-Site Signs



Review: On-Site Signs



Review: On-Site Signs

Current on-site sign types:

- Business
- Home Occupation
- Institutional
- Temporary
- For Rent/For Sale
- Trespassing/Private Property
- Official Public Safety/Information

**All are exempt from
Commission review**

What's Proposed: On-Site Signs

Retain application exemption for all on-site signs

7:50-4.1 Applicability

(a) For the purposes of this subchapter only, the following shall not be considered development except for development of any historic resource designated by the Pinelands Commission pursuant to N.J.A.C. 7:50-6.154

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4. The construction, repair or removal of any sign, except for the construction or replacement of any off-site sign in accordance with N.J.A.C. 7:50-6.108(a)3, 4 or 5.

What's Proposed: On-Site Signs

Delegate regulatory control of on-site signs to municipalities

7:50-6.107 On-Site Signs

- (a) On-site signs may be permitted in any management area.

- (b) Municipalities are encouraged to adopt the standards for electronic message displays in N.J.A.C. 7:50-6.109(a)3 and 4 in formulating municipal ordinance standards for on-site signs.

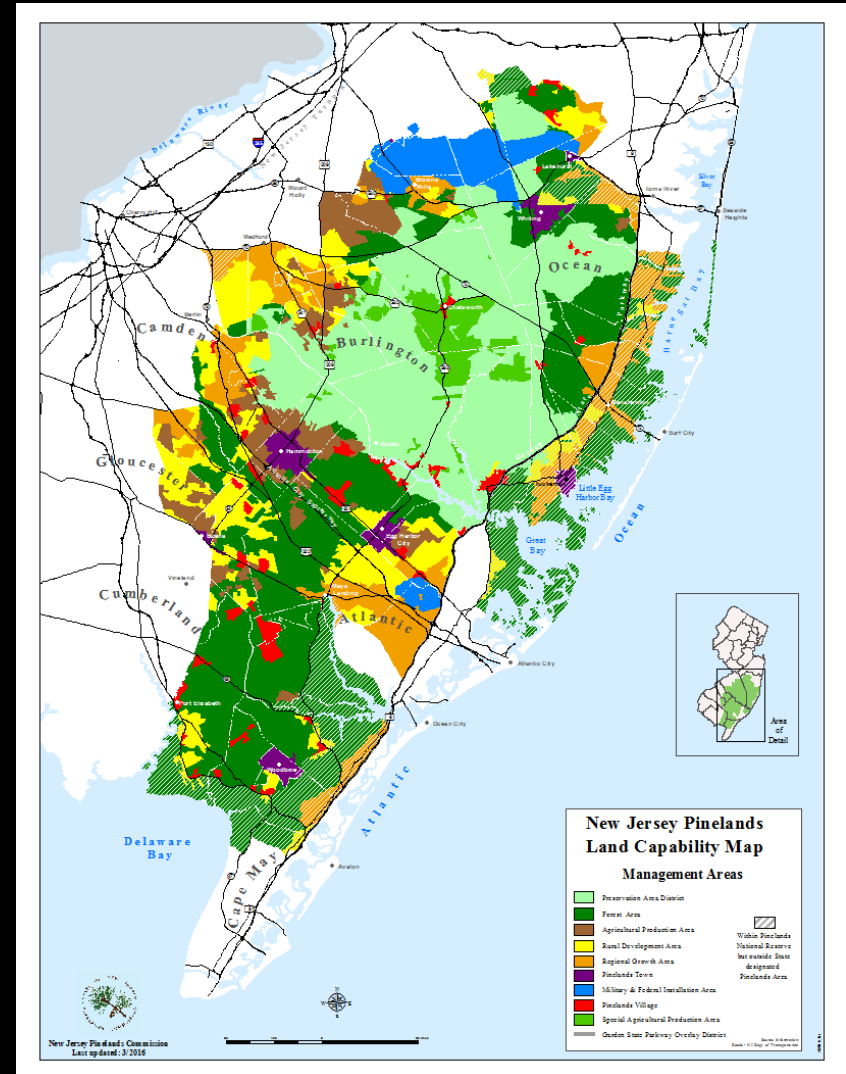
What's Proposed: On-Site Signs

Why favor this approach?

- Municipalities are already the primary regulator of such signs due to the long-standing exemption
- The impacts are local and municipalities can adapt and respond more quickly to changing technologies and varying community values
- Municipalities will be able to regulate business signs on an equal basis with regard to on-site signs, regardless of management area

What's Proposed: On-Site Signs

- On-site signs primarily relate to on-site business.
- The permitted locations of such land uses are still dictated by Management Areas



A photograph of a street scene with a semi-transparent banner overlaid. The banner contains the text "Electronic Message Displays" in a bold, yellow, serif font. The background shows a street with utility poles, buildings, and American flags. The banner is positioned horizontally across the middle of the image.

Electronic Message Displays

What's Proposed: Electronic Message Displays

- Permitted at the option of the municipality for on-site and off-site signs
- Non-conforming off-site signs are not permitted to have EMD
 - e.g., No EMD on non-conforming billboard in Forest Area or Preservation Area District
- CMP would contain standards for EMD on off-site signs
- Municipalities will be encouraged to apply CMP standards to on-site signs

What's Proposed: Electronic Message Displays

Standards

- All off-site sign lighting will be required to be shielded or directed such that light is not directed towards the sky
- Additional standards related to:
 - Default screen
 - Transition
 - Duration
 - Brightness standards and dimmers

7:50-6.109 Provisions for Permitted Signs

3. Off-site signs permitted pursuant to N.J.A.C. 7:50-6.108(a)4 and 5 may have electronic message displays provided that:
 - i. The electronic message display is programmed to freeze in one position if a malfunction occurs;
 - ii. The transition of one displayed message to another displayed message is accomplished within one second or less;
 - iii. The duration of the interval between the end of any transition and the start of its subsequent transition is at least eight seconds; and
 - iv. The municipality has adopted provisions governing the permitted brightness of the display at varying ambient light conditions and the brightness of the display is automatically adjusted based on ambient light conditions through the use of an integrated light sensing device.
4. Except as provided in (a)3 above, off-site signs shall not contain, include, or be illuminated by any flashing, intermittent, scrolling or moving light or lights. All sources of illumination shall be shielded or directed such that light is not directed towards the sky.

What's Proposed: Electronic Message Displays

Why favor this approach?

- The P&I Committee has generally agreed that digital signs may be acceptable in certain limited circumstances.
- Leaves decisions on on-site signs to the municipalities as already discussed
- Provides limited opportunities for off-site signs to convert to Electronic Message Displays with additional standards

What's Proposed: Electronic Message Displays

Impacts of Lighting

- Artificial Light At Night (ALAN)
 - Studies all sources of light emission
 - Impacts have been found on select species studied
- Policy Limitations
 - Few studies on the impacts of signs alone
 - Studies have focused on single species in controlled environments
 - Lack of consensus on ecosystem scale impacts
- Science-based brightness standards for electronic signs have yet to be developed to address ecological impacts.
- Such signs should have less impact on night sky

Summary

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2. Off-site signs
3. On-site signs
4. Electronic message displays



Next Steps