

Southern Pinelands Natural Heritage Trail Scenic Byway Corridor Management Plan

Task 12: Assessment of Visual Quality Impacts

Street Amenities and Furnishings, Utility Poles and Lines,
Outdoor Advertising, Sign Clutter, Communication Towers

December 2008

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1. Introduction

This assessment looks at the various built elements along the byway and considers how they add to or detract from the byway experience. It includes consideration of outdoor advertising, sign clutter, cell and communication towers, utility lines, street amenities, and lighting fixtures.

The elements that contribute to the visual experience of traveling along a road can be grouped into three zones:

- The **road edge** includes those elements that are within the road right-of-way between the traveled way and abutting properties. This zone contains public infrastructure such as utility poles and lines, street lighting poles and fixtures, and pedestrian amenities such as benches, trash cans and newspaper boxes. It is also the zone within which government agencies have the most control because of their ownership of the right-of-way.
- The **roadside** consists of abutting properties and includes private on-site and off-site signs as well as buildings, parking areas, and private lighting. Local governments can affect and manage the visual quality of these areas through regulatory measures such as zoning ordinances, sign ordinances and site plan review.
- The **viewshed** includes larger and more distant elements such as water tanks and towers for radio, television and microwave transmission, and wireless telephone communications. The extent of the viewshed is a function of landform and vegetation: where the road travels through a wooded area with little elevation change the viewshed will be very narrow except directly ahead along the road corridor; but in more open areas such as along waterways or agricultural fields viewsheds can be expansive.

The following sections address each of these visual zones separately.

2. Road Edge

Given the rural nature of the byway corridor, street amenities and lighting fixtures play a limited role in the byway's infrastructure. **Street amenities** (excluding sidewalks that are included in the transportation analysis) and **street furniture** were not noted as significant in any areas along the byway. Some lighting exists within the villages and town centers of Tuckerton, New Gretna, Mays Landing and Woodbine, and can be seen sporadically at some clusters of buildings along the byway. Generally, these lights are cobra head fixtures attached to utility poles on various length arms. While lighting is unobtrusive from a design standpoint in each of these areas, the study did note an area near Corbin City where stamped reflector lights are expressly designed to make a positive contribution to the visual environment.

Utility poles and lines are visible along most roads of the byway, but are generally obscured by the forest edge, as particularly older poles are often the color of tree trunks and utility lines often are at or below the height of the tree canopy. This is not always the case, however, and where the newer poles are higher than the surrounding vegetation or where the landscape is more open, the poles and lines do impact the visual quality of the landscape. Poles and lines are most visible and obtrusive in the more urban areas where poles are not camouflaged by trees and lines regularly cross over the streets.



US Route 9, Little Egg Harbor Township

Along select rural roads, such as between Tuckerton and Wading River in Bass River Township poles are not placed within the road right-of-way, but rather are within a utility right-of-way some distance away from the road.

In limited areas along the byway, such as County Route 550 through Belleplain State Forest, underground utilities have been installed. Underground utilities offer multiple benefits, including improved highway safety due to the elimination of roadside elements, increased safety for the utility since it is out of harm's way from wind, ice and collisions, and enhanced viewsheds.

Signs within the right-of-way are generally restricted to regulatory and directional signs of municipalities, counties or the state. These signs are typically small and unobtrusive though there are areas where the number and/or placement are problematic. For example a cluster of small regulatory signs just south of the Green Bank Bridge on Route 563 detracts from the

beautiful open water views. Consideration should be given to minimizing the number of signs within the limited space or developing a system for placing them to lessen their visual impact.

In another example, the density of development in areas such as Mays Landing, Woodbine and Tuckerton creates a competition for visibility at road intersections resulting in clusters of signs where some are not clearly visible. Minimizing the signs at intersections (here and throughout the byway) to only those that are critical to the intersections could make intersections more attractive and functional.

3. Roadside

The primary detractors from views along the corridor are sign related and include billboards, and excessive, poorly designed or inappropriately placed signs. These are discussed later under the heading 'Areas of Visual Impact'.

Regulations

Because most of the SPNHT Scenic Byway Corridor is within the Pinelands Area, the quality of its visual assets, generally the views of natural and cultural resources, is largely protected by the regulations of the Pinelands Comprehensive Management Plan including those that govern Scenic Corridors, Special Scenic Corridors, signs, motor vehicle screening and storage and location of utilities. Those areas outside the Pinelands Area are governed by both state and local land use ordinances.

Pinelands Comprehensive Management Plan

The Pinelands Comprehensive Management Plan protects the area's visual assets with the following regulations, summarized for brevity.

Part X Scenic

7:50 - 6.102 Scenic Management Plan

In order to be certified under the provisions of NJAC 7:50-3, a municipal master plan or land use ordinance must provide a program for the protection of scenic values of the Pinelands.

7:50 - 6.103 through 6.105: Scenic Corridors and Special Scenic Corridors

Excepting those providing internal circulation in residential developments, all public paved roads in Preservation, Rural Development and Forest Areas are considered Scenic Corridors and development is required to be set back a minimum of 200 feet to the extent possible. The locations where this 200 foot set back is not required along the byway are within the following Management Areas:

- Two Agricultural Productions Areas: one in Nesco in Mullica Township and the other on Head of River Road in Estell Manor
- One Special Agricultural Production Area: located along CR 542 between Green Bank and Wading River in Washington Township
- Two Regional Growth Areas: one in Mays Landing on CR 559, US 40 and NJ 50, and the other in the easterly portion of Little Egg Harbor Township on Stage Road and US 9
- Two Pinelands Towns: Tuckerton and Woodbine
- Fifteen Pinelands villages:
 - Green Bank
 - New Gretna
 - Port Republic
 - Weekstown
 - Sweetwater
 - Nesco-Westcoatville
 - Belcoville
 - Tuckahoe
 - Port Elizabeth-Bricksboro
 - Dorchester-Leesburg
 - Eldora
 - Delmont
 - North Dennis
 - Dennisville
 - Belleplain

In addition to Scenic (roadway) Corridors, Wild and Scenic River corridors are also designated Special Scenic Corridors within the Pinelands, and all structures within 1000 feet of the river must be designed to avoid visual impacts as viewed from the river.

Along the byway, the Great Egg Harbor River and the Maurice River enjoy this protection of views from the water. Water views from the roadway should be given equal consideration.

7:50 – 6.106: Signs

Municipalities are required to adopt provisions to regulate signs within their Master Plans and ordinances.

7:50 – 6.107: Mandatory sign provisions throughout the Pinelands

- No signs with sudden, intermittent or rhythmic movement or physical or lighting change
- No signs with movement or rotation or visual impression of movement or rotation
- No off site commercial advertising except those advertising agricultural commercial establishments within Agricultural and Special Agricultural Areas subject to the following:
 - o Maximum of two signs in any one direction along each road approaching the stand
 - o Each sign along four lane State or US highways limited to 50 square feet , other roads 32 square feet
- Off site direction signs may be permitted provided they do not contain advertising and are restricted to the name of the public or private use, and necessary directions
- Existing lawful off-site commercial advertising signs as of January 14, 1981 shall be permitted in Regional Growth Areas, Pineland Towns, and some restricted zones of Rural Growth Areas.
- To the maximum extent practical, the character and composition of construction materials must be harmonious with the scenic values of the Pinelands

7:50 – 6.108 and 7:50 – 6.109: Standards for specific sign types

The CMP provides **mandatory** provisions for Preservation and Special Agricultural Areas within the Pinelands and **guidelines** for sign provisions in all other areas as summarized in the following table.

	7:50 – 6.108 Preservation & Special Agr.	7:50 – 6.109 All other areas
Official public safety and information signs	Y	Y
On site advertising the sale or rental of the premises, limited to one sign no more than 12 sq. ft.	Y	Y
On site identification signs for schools, churches, etc., one sign not to exceed 12 sq. ft.	Y	Y
Temporary political signs limited to 12 sq. ft.	Y	Y
Temporary on and off site civil or social signs, limited to 12 sq. ft.	Y	Y
Trespassing or postings noting private nature of property, limited to 12 sq. ft.	Y	Y
On site professional home occupation, limited to one sign	Y 12 sq. ft	Y 4 sq. ft.
On site business or advertising, limited to no more than two signs not exceeding 20 sq. ft. per side with maximum height of 15 feet	Y	Y

New off-site commercial advertising signs may be permitted by certified municipalities in Regional Growth Areas and Pinelands Towns provided that the applicant can demonstrate that for each new sign an existing lawful off site commercial sign has been removed by the applicant	N	Y
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7:50 – 6.110: Motor Vehicle Screening and Storage

Municipalities are required to adopt ordinances that allow no more than ten vehicles on a property unless they are adequately screened from residential properties and scenic corridors. This does not apply to operable agricultural vehicles.

7:50 – 6.111: Location of Utilities

- New utility distribution lines to areas not presently served shall be placed underground, except those on or adjacent to active agricultural lands.
- All electric transmission lines shall be placed on existing towers or underground to the extent possible.
- Above ground generating facilities, switching complexes, pumping stations and substations shall be screened from adjacent uses.

Other State Regulations

State Title 16, Department of Transportation, Chapter 41C, Roadside Sign Control and Outdoor Advertising, is intended to promote the scenic beauty of the state, provide for the safety and convenience of the public and stimulate economic and commercial activity.

State regulations, in support of the Pinelands CMP, include requirements for all municipalities within the Pinelands Area to develop within their master plans or ordinances programs that provide protection for the scenic values of the Pinelands.

Local Ordinances (for areas outside the Pinelands)

Six municipalities along the SPNHT have substantial land abutting the corridor that is outside the Pinelands Area, and therefore not subject to the direct protection of the Pinelands Comprehensive Management Plan. These municipalities – Tuckerton Borough, Bass River Township, City of Port Republic City, Galloway Township, Maurice River Township and Dennis Township – may need to look to their local regulations to address signage issues in particular. Ordinances vary considerably between municipalities and regulations vary substantially from the Pinelands CMP guidelines. The local sign controls in these communities are summarized below, and applicable existing sign regulations are presented in the Appendix.

Tuckerton Borough

Tuckerton Borough is outside the Pinelands Area but within the Pinelands National Reserve. Its entire land mass is designated a Pinelands Town management area. Local land management here is consistent, to the extent possible with Pinelands regulations as outlined in its zoning ordinance, Chapter 225. Article VIII regulates signs.

Bass River Township

Land on both sides of Route 9 east of the Garden State Parkway is outside the Pinelands Area, though inside the Pinelands National Reserve. The majority of the land is within the Forest

Management area and considered a scenic corridor by the Pinelands CMP, with the balance within a Pinelands Village. Bass River Township regulates signs in accordance its local sign ordinance, Chapter 17, Article 20.100.

City of Port Republic City

In the City of Port Republic only the area to the west of the Garden State Parkway is within the Pinelands Area and regulated by the Pinelands CMP. Land in the City's northeast corner, to the east of Route 9, is within the Pinelands Reserve, where the Pinelands CMP provides guidelines for land use regulations. Areas east of the Garden State Parkway and west of Route 9 are outside the Pinelands National Reserve and thus are neither regulated nor guided by the Pinelands CMP, though some of this area is within the Forsythe NWR. This area outside the Pinelands National Reserve comprises about one half the City's land mass and the majority of its developed land. Port Republic City does not have a local sign ordinance in place.

Galloway Township

Land to the west of Route 9 in Galloway Township is outside both the Pinelands Area and the National Reserve. Land east of Route 9 is outside the Pinelands Area, but inside the National Reserve. Galloway's sign regulations are set forth in Chapter 233 of its Municipal Code.

Maurice River Township

Maurice River Township has land within and outside, the boundaries of the Pinelands Area and Pinelands National Reserve. However all land along the SPNHT corridor is within the National Reserve, though lands west and south of Route 47 are outside the Pinelands Area. Maurice River Township's local land use regulations include signage controls in Article 35 Section 8.13.

Dennis Township

Land along the byway in Dennis Township are within the Pinelands Area and Reserve to the north of Route 47, but only within the Reserve to the south of Route 47 and south and east of County Route 610. There are no local sign regulations in place in Dennis Township.

Areas of Visual Impact

Along most of the SPNHT scenic byway, the visual impacts of signs are adequately controlled through a combination of existing sign regulations and public land ownership. However, there are a few areas along the byway where sign size, design, placement or clutter negatively impact the visual quality of the scenic byway. Generally, sign issues are most prevalent within the more urban areas where a greater diversity and density of signs exist. However, some rural areas also are discussed because large signs or too many small signs in these areas are at odds with the tranquil landscape. Noted items and areas of impact are listed based on their location along the byway.

Northern Loop

Tuckerton (Tuckerton Borough)

Some signs in the borough of Tuckerton may not be compliant with existing zoning: some large movable signs with changeable text as well as some wall signs appear to be larger than permitted and/or to exceed the number of signs allowed.

A sign ordinance crafted to address design issues with an emphasis on size of sign, materials, size of text and lighting could help to create a more unified roadside appearance. Sign standards should distinguish between the village center where traffic is slow moving and

pedestrians are primary targets, and the highway commercial zone where larger signs and text may be more appropriate.

Little Egg Harbor Township

The central commercial area in Little Egg Harbor Township hosts a sizeable number of on-site, often oversized, advertising signs that reduce the visual appeal of the corridor. In addition to the quantity and size of the signs, the negative impact is heightened by the open landscape that allows the viewer to see numerous signs at once.

Route 9 between Tuckerton and New Gretna (Bass River Township)

There is one large off-site advertising sign along Route 9 at the eastern edge of Bass River Township outside the Pinelands Area.

New Gretna (Bass River Township)

The most prominent detractor of the byway's visual integrity entering New Gretna is the elevated Garden State Parkway that is in dire need of painting. In addition large on-site advertising signs as well as some billboards are noted within or near New Gretna.

The white wine bottle found just south of New Gretna's village center may be considered a cultural landmark that the town would like to preserve. Given its designation as a Pinelands Village the CMP only provides guidelines rather than regulations. This study recommends that New Gretna consider the issue of sign control through regulations of size, number, setback and design standards as it updates its Master Plan and zoning.

Route 9 between New Gretna and Port Republic City (Bass River Township, City of Port Republic City, Galloway Township)

Route 9 between New Gretna and Port Republic City is home to a substantial number of off-site advertising that is seen in few other areas along the corridor. These are generally older billboards that are smaller than today's standard sizes, and with wooden structures that better match the rural character of the area. Phasing out off-site advertising should be a priority.

Central Spine

Mays Landing

South of downtown, along the small commercial strip, an abundance of large commercial on-site signs (and parking lots) impair the visual quality of the landscape.

Southern Loop

Route 47 between Port Elizabeth and Dennisville (Maurice River Township, Dennis Township)

There are numerous billboards along Route 47 between Port Elizabeth and Dennisville. It should be noted that land to the west and south side of Route 47 is outside the Pinelands (though inside the Pinelands National Reserve) and therefore scenic qualities are not protected to the same degree by the regulations of the Pinelands CMP.

Woodbine

The cluster of on-site commercial signs that service the auto dealership and strip development near the airport in Woodbine detracts from views along the town's primary gateway corridor.

General

Signs advertising campgrounds are generally very large and appear out of scale for the setting. Given that campgrounds are an important part of the tourism infrastructure along the byway consideration should be given to creating guidelines that would help these facilities develop effective signage that is more compatible with the byway's intrinsic qualities. Guidelines should consider how to increase the visibility of the signs without an oversized surface or text. They could also address design and material. Additionally, there may be a desire to develop a framework for alerting travelers of tourism related amenities at critical junctures along the byway that will lessen the need for oversized signs at individual facilities. (See discussion of TODS in the Task 13 report.)

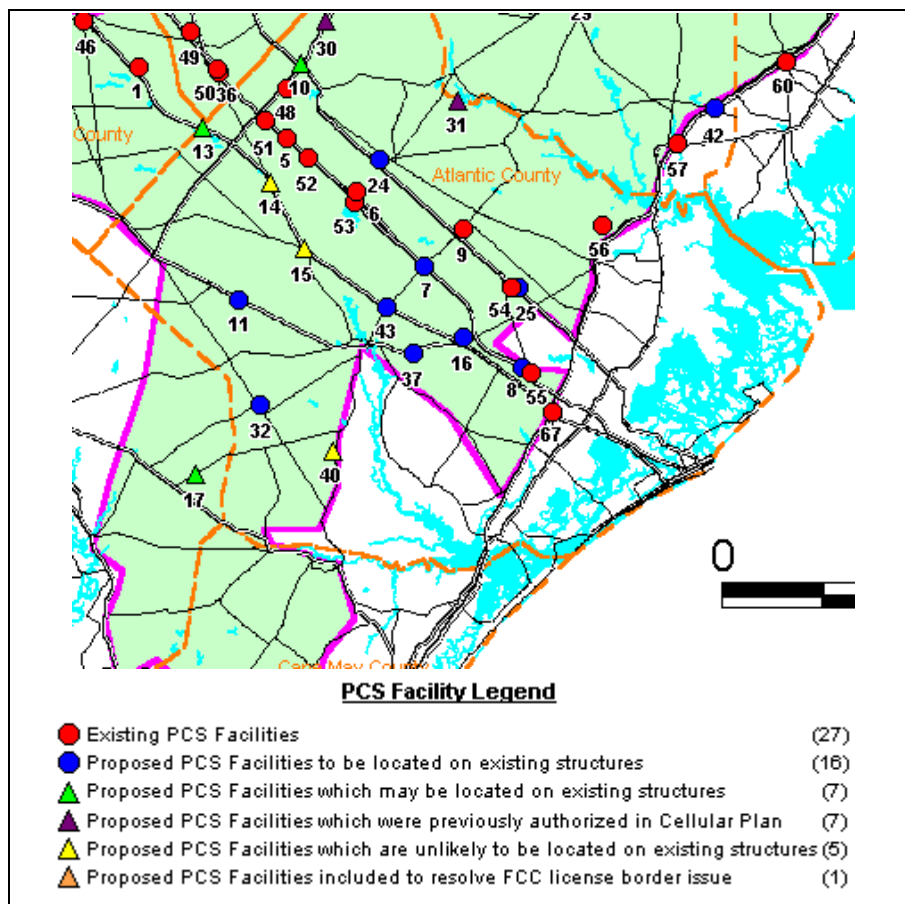
Developer and contractor signs, particularly those that identify lots or homes for sale within a planned development, represent another type of advertising that is often obtrusive and out of scale in the landscape.

4. Viewshed

Regulations

The Pinelands Commission, charged with defending the area's scenic qualities, including viewsheds, historically upheld height restrictions of 35 feet on most all built structures throughout the Pinelands with the exception of within Pinelands Towns and Regional Growth Areas where greater development is directed. As the Commission went through its second full review of its CMP, it reconsidered height regulations in order to accommodate a coordinated system of antennas to gain desired utility coverage and to minimize to the extent possible the overall number of antennas in the region. In 1995 the Commission adopted amended regulations to permit local communications facilities to exceed the 35-foot height limit if a comprehensive plan for the entire Pinelands is first prepared and approved by the Pinelands Commission. A regional facilities plan (The Cellular Plan) was submitted by members of the cellular industry and approved by the Commission in 1998 then amended in 2000 and 2003 to accommodate the Personal Communication Services industry (The Cellular and PCS Comprehensive Plan).¹

PCS Sites in the Vicinity of the Southern Pinelands Natural Heritage Trail, 1999



Source: Pinelands Commission, <http://www.state.nj.us/pinelands/landuse/speproj/pcsplan.gif>

¹ <http://www.state.nj.us/pinelands/landuse/reg/cell.html>

Areas of Visual Impact

Cell towers and antennas are noted in several areas along the byway though they are generally at a distance from the corridor and are not dominant in any sensitive viewsheds. For example, several communications facilities are clearly visible across Makepeace Lake in the Makepeace Lake Wildlife Management Area, but the scale of the overall view mitigates any negative visual impact. In other areas, the dense forest along the byway corridor can screen the view of tall structures from travelers along the byway.



At Makepeace Lake Wildlife Management Area, several communication towers rise above the tree line in the distance (photo at left, and detail below), but have little impact on the overall quality of the view because of their small scale relative to the expansive vista.



There are two prominent communications towers along the byway route. On US Route 9 in Little Egg Harbor Township, approaching Giffordtown Road from the west, a communication tower is very evident because it is more or less straight ahead. Initially, it is seen in glimpses through the trees, but as the amount of development increases and the roadsides open up it becomes a prominent feature.



Communication tower at Giffordtown Road, Little Egg Harbor Township, viewed from US Route 9 eastbound

The second prominent cell tower is on the southern side of Route 47 in Dennis Township near Eldora.

Attachments:

Sign Regulations for Areas Outside the Pinelands Area

Tuckerton Borough

255-59: Signs permitted in residential districts.

- A. One professional office announcement sign not over two square feet in area for each office use.
- B. One home occupation announcement sign not over two square feet in area for each dwelling conducting a home occupation.
- C. One lighted sign not to exceed 20 square feet in area at each driveway to a church, school, public museum or similar use, plus signs not to exceed four square feet in area necessary to provide directions to specific buildings and to off-street parking areas. Such signs shall be set back a minimum distance of 20 feet from any street line.
- D. One real estate sign not over six square feet in area advertising the sale, lease or rental of the building or lot on which it is maintained.
- E. Signs of a temporary nature that identify an engineering, architectural or building contractor engaged in the construction of a building, provided that such signs do not exceed a total area of 36 square feet and such signs are removed prior to occupancy of the building.
- F. Signs of a temporary nature which direct attention to the sale of new lots, homes or dwelling units in a residential development, provided that the total area of such signs shall not exceed 100 square feet and are removed immediately upon the sale or occupancy of the last lot or house or dwelling unit in such development.

255-60. Signs permitted in B-1 Districts.

- A. Any signs permitted in residential zones.
- B. Wall sign.
 - 1 One sign shall be permitted for each building or for each use in a building, provided that the total area of all such signs does not exceed 20% of the building facade to which it is applied.
 - 2 Where a building is located with frontage on more than one street, a sign or signs as provided hereinabove may be provided on each street. Such signs shall not extend more than one foot from the face of the building and shall not extend beyond the ends or top of the wall to which they are attached.
- C. Freestanding premises signs.
 - 1 One or more signs shall be permitted for each principal building or use in a building, provided that the total area of all signs shall not exceed one square foot for every one linear foot of road frontage. Such signs shall not extend above the permitted building height limit. Where more than one road frontage exists, additional signs may be placed on such frontage, but they shall be computed separately based on the above formula. In no instance shall the total road frontage on more than one road be used to compute the sign area permitted on any single road.
 - 2 Similarly, no sign, regardless of the amount of road frontage, shall exceed 400 square feet in area or be placed in such a way that any part of said sign is closer than 10 feet to the front property line or 50 feet to the point of intersection of any two street lines.

- D. Window signs. Permanent or temporary window signs shall be permitted but shall not occupy more than 25% of the area of such windows.
- E. Projecting signs. One projecting sign shall be permitted for each principal building. Such signs shall not extend more than three feet beyond the facade face of the building to which they are attached. Projecting signs shall not exceed 100 square feet in area.

255-63. Prohibited features.

- A. No sign, advertising structure, billboard, building structure or other object shall be erected, used or maintained which in any way simulates official, directional or warning signs erected or maintained by the State of New Jersey or by any county or municipality thereof or by any public utility or similar agency concerned with the protection of the public health or safety.
- B. No illuminated sign shall be of such color or located in such a fashion as to diminish or detract in any way from the effectiveness of any traffic signal or similar safety or warning device.
- C. The following advertisements are specifically prohibited: any advertisement which uses a series of two or more signs placed in a line parallel to the highway or in similar fashion, all carrying a single advertising message, part of which is contained on each sign.
- D. Floodlights which are not shielded and are so located as to cause a glare or a blinding effect upon any lane of moving traffic are prohibited.
- E. No sign or advertising device shall be erected or maintained at the intersection of streets in such a manner as to obstruct free and clear vision of the intersection.
- F. The use of painted vehicles or trailers as signs or signs attached to the tops of such vehicles shall be prohibited.
- G. No part of any sign shall be allowed to project into any required side yard by more than five feet.

Bass River Township

17.20.100 Signs.

Signs shall be permitted in accordance with the following standards and requirements:

- A. In all zoning districts, the following signs not exceeding two square feet in area shall be permitted without obtaining a zoning permit: signs and signals owned or operated by the township, the county of Burlington, the state of New Jersey or the United States of America; identification signs for public and quasi-public facilities such as schools, churches, hospitals, libraries and campgrounds; memorial or historical markers or tablets; and traffic directional signs when approved by the engineer.
- B. No sign, other than warning or safety signs, designed or intended to attract attention by sudden, intermittent or rhythmic movement, or physical or lighting change, shall be permitted in any area.
- C. No sign, other than warning or safety signs, which changes physical position or which gives the visual impression of such movement shall be permitted in any area.
- D. No outdoor off-site commercial advertising sign, other than signs advertising agricultural roadside stands, shall be permitted in the Pinelands area of the township.
- E. No existing sign which does not conform to subsections B through D of this section shall be permitted to continue beyond January 14, 1991.
- F. To the maximum extent practical, the character and composition of construction materials for all signs shall be harmonious with the scenic values of the Pinelands.
- G. Sign Requirements. No sign shall be constructed, repaired or maintained except in accordance with the provisions of this section.
- H. The following signs are permitted in all zones:

1. Official public safety and information signs displaying road names, numbers and safety directions;
2. On-site signs advertising the sale or rental of the premises, restricted to one sign per lot and twelve square feet in area on any one side,
3. On-site identification signs for schools, churches, hospitals, or similar public service institutions, restricted to one sign per property and twelve square feet in area on any one side,
4. Trespassing signs or signs indicating the private nature of a road, driveway, or premises, and signs prohibiting or otherwise controlling fishing or hunting, provided that the size of such signs does not exceed twelve square feet;
5. On-site professional, home occupation, or name signs indicating the profession and/or activity and/or name of the occupant of the dwelling, limited to one per property and twelve square feet in area.
6. In any commercial district on-site business or advertising signs, restricted to no more than two signs per premise, twenty square feet per side and fifteen feet in height.
7. Temporary signs advertising political parties or candidates for election, provided that the size of any such sign does not exceed four square feet;
8. Temporary on- and off-site signs advertising civil, social or political gatherings and activities, provided that the size of such signs does not exceed four square feet.

Galloway Township

223 – 9: Prohibited uses

Included within prohibited uses are all billboards, signboards or advertising signs other than those existing at the time of the adoption of the chapter or otherwise specifically permitted.

223-10: Sign Regulations

- A. Purpose
- B. Prohibited signs in the Pinelands: Mimics exactly the language of the Pinelands CMP.
- C. Permitted signs subject to Planning Board approval as part of the site plan, planned development or subdivision review
 1. Official public safety and information signs
 2. On-site identification signs for schools, churches, hospitals or similar public service institutions; and parks and playgrounds, public golf courses, farms, nurseries and public utility structures, limited to one sign per road front of twelve square feet.
 3. Signs indicating the private nature of a road, driveway or premises and signs prohibiting or otherwise controlling fishing or hunting, limited to twelve square feet.
 4. On-site home occupation or name signs indicating the activity and/or name of the occupant of the dwelling, limited to one two square foot sign per property.
 5. For sale or lease signs, limited to one sign per property, with a minimum ten foot set back, that must be removed within one week of sale or lease. Signs are limited to eight square feet in residential districts and 16 square feet in commercial districts.
 6. Temporary on-sight signs of contractors, builders, mechanics and artisans limited to four square feet in size, and to be removed within one week of project completion.
 7. Temporary on-site real estate signs pertaining to the sale of homes and home sites within a development and to sponsors and/or supporting agencies for publicly funded projects limited to one 40 square foot sign per project road front.

8. Identification signs for permitted professional offices, typically limited to two square feet in residential districts; one freestanding ground sign shall be permitted which shall not exceed an area of one square foot for each one foot in width measured along the lot frontage, to be set back a minimum of fourteen feet and with a height no greater than twelve feet; One wall sign shall be permitted for each occupant of the building with the total area of all signs not to exceed one square foot for each one foot in building width. Signs shall not project beyond the building more than 18 inches not extend above the roof line.
9. Project identification signs for residential developments limited to six square feet in area and six feet in height, with 20 foot set back requirements, and display information limited to name of project, address and availability of units.
10. Business identification signs, provided that they are affixed on site and only identify on-site activities. One freestanding ground sign shall be permitted which shall not exceed a total area of one square foot for each one foot in width of lot frontage with a minimum fourteen foot front set back and to be no higher than the principal structure. One wall sign shall be permitted for each occupant of the building provided the total area of all wall signs do not exceed one square foot for each one foot in building width. Signs shall not project beyond the building more than 18 inches nor extend above the roof line.
11. Shopping center or industrial park identification signs limited to one on-site sign per 25 acres of project land, no more than 400 square feet with a maximum 200 square feet display on any one side and to be set back a minimum of 25 feet from any road or driveway and 100 feet from any residential property.
12. Directional entrance signs shall be limited to one sign per driveway, shall relate only the name of the use or facility and appropriate traffic instructions, shall not exceed ten square feet for each of two faces and shall be mounted so as not to obstruct vision between a height of three feet and seven feet above the ground. Total height shall not exceed eleven feet. (In a buffer area shall not exceed 15 square feet per side.)
13. Directional exit signs shall be limited to one sign per driveway, ten square feet in area, shall not exceed eleven feet in height, or obstruct vision between three and seven feet above the ground.
14. Traffic control signs for interior roadways, provided that such signs shall not exceed four square feet in area and six feet in height.
15. Parking lot signs shall be limited to one sign for each 40,000 square feet of parking area, three square feet on each of four faces, and a height of 20 feet. In addition freestanding signs parking aisle identification signs of no more than one square foot in size and no higher than eleven feet are permitted. No sign may obstruct vision between three and seven feet above the ground.
16. Directional signs advertising Galloway Township public facilities and tourist facilities and attractions limited to five square feet in area.
17. Pennants, banners, spinners, valances or the like shall be permitted for a thirty-day period, provided that the same are constructed, hung and/or exhibited in a secure and otherwise safe and workmanlike manner in accordance with rules and regulations to be established by the Code Enforcement Officer. This category of signs is prohibited in the Pinelands Areas.
18. Animated signs, signs that revolve, swing or have movable parts or have or appear to have flashing or intermittent light or reflectors, including those signs which show time and temperature, shall be permitted, provided that the same shall not be erected within 100 feet of the traveled portion of any abutting roadway. This category of sign is prohibited in the Pinelands Area.

- D. Off-site commercial advertising signs must first obtain conditional use approval in accordance with the conditional use standards and limitations. Off-site commercial advertising signs shall only be acceptable along US Route 30, east of the Garden State Parkway on land zoned for commercial use and where no other commercial improvements are located on the property. No new off-site commercial advertising sign shall be located within 1,000 feet of any lot that is used or may be used for residential purposes, any lot line of a designated landmark or landmark site, school, church, park, library or similar institution, any other off-site commercial advertising sign structure, nor within 300 feet of wetlands. The maximum area of an off-site commercial advertising sign shall be 700 square feet per sign face. The maximum height shall be 20 feet above grade. An off-site commercial advertising sign shall comply with the Roadside Sign Control and Outdoor Advertising regulations administered by New Jersey Department of Transportation.
- E. Political or civic signs are permitted provided they are temporary, do not exceed 32 square feet, are posted not more than 45 days prior to the event and are removed no later than 10 days after. Temporary on- or off-site signs advertising civic, social or political gatherings and activities shall not exceed four square feet.
- F. Seasonal signs identifying seasonal sales of products or goods may be installed on private property, provided the owner has authorized the installation and the size of the sign does not exceed ten square feet. Seasonal signs shall not be erected more than 45 days prior to an event and shall be removed within ten days following an event.
- G. Sign standards prohibit signs from extending over sidewalks and property lines, obstructing vision on any street, or obstructing the view of or be confused with any traffic sign, signal or device. No sign shall be mounted upon utility poles, light standards, trees or any part of official traffic signs or other signs required by law, except for political signs or posters publicizing events sponsored by nonprofit organizations, provided that they are removed following the event or election in question within the specified time period.
- H. In the Pinelands Preservation Area (PA) Zone, signs shall be in accordance with N.J.A.C. 7:50-6.108

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- A. The following signs shall be allowed in all zoning districts.
 - 1. All signs owned and operated by the municipality, county, state or federal government. The Land Use Board may approve groupings of signs limited to 32 square feet.
 - 2. Identification signs for semi-public facilities such as schools and hospitals, not to exceed two square feet.
 - 3. Memorial or historical markers not to exceed four square feet.
 - 4. Customary real estate signs, and name plates for professional offices or home occupations, not to exceed six square feet.
 - 5. Street and Post Office Box numbers, personal warning signs such as No Trespassing, Private Property and others, not to exceed two square feet.
- B. Lists provisions for design, construction and maintenance including height, overhangs, lighting, construction code, measurement, site lines and materials.
- C. Prohibits the following signs in all districts:
 - 1. Signs with color illumination resembling an emergency light or traffic control device

2. Portable signs
 3. Signs that flash, revolve, display movement or the illusion of movement
 4. Signs using sudden light changes
 5. No outdoor off-site advertising, other than signs advertising agricultural roadside stands with the Pinelands Area. Outside the Pinelands Protection Area, no outdoor off-site advertising, other than signs advertising agricultural roadside stands, except within the following districts: Village Business, Village Light Industrial, Village Highway Business. Within these districts the following regulation apply:
 - a. Sign shall be located on an arterial or collector road as identified in the Township Master Plan.
 - b. Shall not block natural, scenic, historic, or cultural elements as identified in the Township Master Plan.
 - c. Shall not be located closer than 30 feet from any right of way or closer than 100 feet from any school, church, public building or residence.
 - d. Lighting shall not create a nuisance or glare to adjoining properties or roadways.
 - e. No sign shall be higher than 15 feet or larger than 32 square feet.
 6. Existing signs that do not conform shall not be permitted after three years from date of acceptance of this chapter.
- D. Lists sign regulations individually for permitted uses including, churches, golf courses, apartments and multi-family residences, retail, service and professional uses, theaters and indoor recreation, multi-office building or complex, hotel, motel, or professional office center, planned commercial developments, service station or repair garage, industrial, manufacturing, distribution, warehouse, construction company or body shop, industrial park, marina, construction sites, retail for new and used vehicles, home occupations, grand openings, and "other uses". Regulations generally address number, size, style, illumination, and sometimes character.
- E. Sign Interpretation and Measurement outlines how signs are to be measured.
- F. Temporary signs require permits or zoning (except when permitted by-right within 35-8.13A 4) and are granted for 90 days within a calendar year.
- G. Sign Maintenance is required. Inspections and notification of actions needed are made by the Construction Official or Zoning Officer. Removal is required for signs not in compliance.
- H. Off-Site signs are prohibited unless expressly permitted within the ordinance.