

**ORDINANCE # 2-2025**

**ORDINANCE OF THE BOROUGH OF WOODBURY HEIGHTS,  
COUNTY OF GLOUCESTER, STATE OF NEW JERSEY  
AMENDING CHAPTER 70 TO ADDRESS DIGITAL SIGNS**

**WHEREAS**, the Borough of Woodbury Heights in the County of Gloucester, State of New Jersey (the “Borough”) is authorized to adopt and amend zoning ordinances and standards pursuant to N.J.S.A 40:55D-1 et. seq; and

**WHEREAS**, the Borough’s Land Use Board has made recommendations to regulate digital signs in the Borough for institutional uses and signs for commercial uses; and

**WHEREAS**, provisions for digital signs would apply in residential zones for churches or schools and other public uses and in commercial zones any digital sign for nonresidential use would require a conditional use approval from the Land Use Board; and

**WHEREAS**, the Mayor and Borough Council believe it is in the best interest of the Borough to amend Chapter 70 in the appropriate sections to address digital signs.

**NOW, THEREFORE, BE IT ORDAINED AND ESTABLISHED** by the Mayor and Council of the Borough of Woodbury Heights, County of Gloucester, State of New Jersey as follows:

**SECTION I. Amendments:**

Chapter 70-8 – Definitions.

Add the following definition in alphabetical order:

**SIGN, DIGITAL DISPLAY**

**The portion of a sign message made up internally illuminated components capable of changing the message periodically. Digital displays may include but are not limited to LCD, LED or plasma displays.**

Chapter 70-13.F. Permitted Signs to read as follows (**bold is new language**):

(1) Churches, schools and **governmental uses**: one freestanding sign not exceeding 32 20 square feet in area and 10 feet in height and set back at least 10 25 feet from all street rights-of-way and lot lines plus one attached sign not exceeding 25 square feet in area.

(2) **Freestanding signs may include a digital display component of no more than 24 square feet of the maximum permitted sign area in item (1) above. All digital display signs shall meet the standards of Section 70-28.P.**

(3) See Section 70-28 for additional standards.

Chapter 70-14.H. Permitted Signs as follows (**bold is new language**):

(1) **Any permitted land uses which are not within a shopping center** such as local retail and service activities, office buildings, banks, restaurants, bars and taverns may have **one wall sign and one freestanding sign** ~~two signs~~, each not exceeding an area equivalent to 5% of the first floor portion of the front facade or 75 square feet, whichever is smaller.

(2) Tenants within a shopping center are each permitted one wall sign not exceeding an area equivalent to 5% of the first floor portion of their front facade or 75 square feet, whichever is smaller.

(3) Shopping centers are only permitted a single freestanding sign not exceeding an area equivalent to 5% of the first floor portion of the total front building facade or 75 square feet, whichever is smaller.

(4) Freestanding signs shall not exceed a height of 25-feet or the height of the building, whichever is less.

(5) Freestanding signs shall be set back at least 10 feet from all street and lot lines.

(6) **Freestanding signs for churches or schools may include a digital display component provided the sign area does not exceed the maximum permitted sign area in item (1) above. All digital display signs shall meet the standards of Section 70-28.P.**

(7) **Freestanding signs for all other permitted uses may include a digital display component when approved by the Planning Board as a Conditional Use in accordance with the following conditions:**

- a. **Digital display signs are permitted along Route 45 frontage.**
- b. **Digital displays may not exceed 32 square feet. The total freestanding sign area including the digital display component shall not exceed the maximum permitted sign area provided above.**
- c. **Any freestanding sign incorporating a digital display may not exceed a sign height of 15 feet.**
- d. **Signs incorporating a digital display shall be a monument style sign, located on a base equal to the width of the sign.**

- e. **All digital display signs shall meet the standards of Section 70-28.P. The standards in Section 70-28.P shall be considered conditions of the conditional use.**

**SECTION II. Amendment to create new subsection under Chapter 70-28:**

P. Digital Display Signs. Wherever Digital Display signs are permitted they shall conform to the following standards:

- (1) The addition of any Digital Display sign to a nonconforming sign is prohibited.
- (2) Digital Display signs shall be permanently affixed to the ground as part of a monument sign with a base equal to the width of the sign.
- (3) The Digital Display sign message shall be restricted to a minimum fixed message time of thirty (30) seconds. Digital display signs that are changed more frequently shall be considered animated signs and prohibited.
- (4) The content of a digital display sign must transition by changing instantly (e.g., no fade-out or fade-in). The following Digital Display sign features and functions are prohibited: continuous scrolling and/or traveling, flashing, pulsating, moving, blinking, twinkling, spinning, rotating, and similar moving effects, animation, streaming video. Each complete message must fit on one screen.
- (5) Digital Display Sign content shall contain no profanity or illegal messages. Digital Display signs shall not advertise activities that are prohibited by Federal Law, or the laws of the State of New Jersey.
- (6) Digital Display signs shall not include any message with red, green or blue illumination in a form resembling an emergency light or traffic control device.
- (7) Brightness: Digital display signs are subject to the following brightness limits:
  - (a) All Digital Display signs shall have automatic dimming controls, via photocell or software settings, that adjust the light emitted by the sign during ambient low-light conditions and night so that it is compliant with the sign illumination standards allowed herein. White backgrounds shall not be utilized between dusk and dawn.
  - (b) During daylight hours between sunrise and sunset, luminance shall be no greater than 5,000 nits.
  - (c) At all other times, luminance shall be no greater than 250 nits.

(d) Each sign must have a light sensing device that will automatically adjust the brightness of the display as the natural ambient light conditions change to comply with the limits set here within.

(e) The owner of any digital display sign shall arrange for a certification showing compliance with the brightness standards set forth herein by an independent contractor and provide the certification documentation to the Borough as a condition precedent to the issuance of a sign permit.

(8) Digital Display signs shall be properly maintained so that inoperative or improperly lighted bulbs do not impair the appearance and legibility of the sign. The sign shall contain a default design which shall freeze the sign message in one position if a malfunction should occur. When malfunctioning, all Digital Display signs must then be turned off.

(9) Digital Display signs shall be dimmed and remain steady from 11:00pm through 6:00am with a brightness level no greater than 250 nits, in accordance with item (7)(c) above.

(10) Electrical standards.

(a) All power to a Digital Display sign shall be supplied via underground carrier, inside approved conduit and shall be installed in accordance with the National Electric Code.

(b) All work shall be completed in full compliance with the Uniform Construction Code.

(11) Public Service Announcements: The owner of every digital sign shall coordinate with the local authorities to display, when appropriate, emergency information important to the traveling public including, but not limited to Amber Alerts or alerts concerning terrorist attacks or natural disasters. Emergency information messages shall remain in the advertising rotation according to the protocols of the agency that issues the information.

**BE IT FURTHER ORDAINED**, should any ordinance or part thereof be found in conflict with this ordinance or the provisions thereof, then those sections contained herein shall be deemed controlling and that should any section, subsection, clause or portion of this Ordinance be adjudged by a Court of competent jurisdiction to be invalid, such judgement shall not affect impair or invalidate the remainder of this Ordinance.

**BE IT FURTHER ORDAINED**, that all other sections of Chapter 70 shall remain in full force and effect.

**BE IT FURTHER ORDAINED** that this Ordinance shall become effective immediately upon final passage and publication as required by law. Introduced at a regular meeting of Borough Council on February 19, 2025 and passed upon a second reading of Borough Council held on March 19, 2025.

**BOROUGH OF WOODBURY HEIGHTS**

BY:

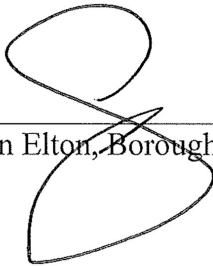
  
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**MATTHEW W. COSENZA, MAYOR**

**ATTEST:**

  
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**SHANNON ELTON, BOROUGH CLERK**

**CERTIFICATION**

The foregoing Ordinance was introduced upon first reading by the Borough Council of the Borough of Woodbury Heights at a meeting held on February 19, 2025. It will be further considered for final adoption upon a second reading and subsequent to a public hearing to be held on such ordinance at which time any interested person(s) may be heard. Said meeting to be conducted on the 19<sup>th</sup> day of March, 2025 at the Borough of Woodbury Heights Municipal Building, 500 Elm Ave., Woodbury Heights, New Jersey, and beginning at 7:30 p.m.

  
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Shannon Elton, Borough Clerk