

ORDINANCE NO. 2025-1501

AN ORDINANCE AMENDING ARTICLE IV “SUPPLEMENTARY ZONING REGULATIONS”, SECTION 4-8 “SIGNS”, SUBSECTION 4-8.12 “SIGNS IN NONRESIDENTIAL ZONING DISTRICTS” OF THE LAND DEVELOPMENT ORDINANCE OF THE TOWNSHIP OF BRANCBURG, COUNTY OF SOMERSET, STATE OF NEW JERSEY, TO PERMIT DIGITAL SIGNS IN THE I-1 INDUSTRIAL ZONE OF THE TOWNSHIP

WHEREAS, the Township Committee wishes to amend the Land Development Ordinance of the Township to permit digital signs in the I-1 Industrial Zone of the Township.

NOW, THEREFORE, BE IT ORDAINED by the Township Committee of the Township of Branchburg, County of Somerset, State of New Jersey, as follows:

Section 1. Article IV “Supplementary Zoning Regulations”, Section 4-8 “Signs”, Subsection 4-8.12 “Signs in Nonresidential Zoning Districts” of the Land Development Ordinance of the Township of Branchburg is hereby amended as follows: **New language is underlined thus and deletions are indicated with strikethroughs ~~thus~~.**

§ LDO4-8.12 Signs in Nonresidential Zoning Districts.

Only the following signs shall be permitted as an accessory use if designed and constructed in accordance with this section. Such signs shall not be located within 25 feet of the boundary of a residential zone.

A. Signs in the R/S zones except garages and automobile service stations.

1. Uses in the R/S (Retail Service) shall be permitted one major freestanding or ground sign, of no more than 20 square feet.
2. Facade, awning, canopy and/or window signs shall be permitted for each commercial building. The aggregate total of all such signs shall not exceed 5% of the front facade of the principal building. Where no freestanding or ground sign is used, the aggregate total of all such signs shall not exceed 7%.
3. No freestanding sign in these districts shall exceed a height of 12 feet nor be set back less than 15 feet from any lot line or right-of-way.

B. Signs in the I, O and OL zones.

1. Only one freestanding sign per principal permitted building shall be permitted provided that said sign shall not be located closer than 30 feet to any street right-of-way or lot line.
2. No freestanding or pylon sign shall exceed a height of 16 feet, an area of 75 square feet per sign face, or width of 20 feet.
3. Notwithstanding any language to the contrary in §LDO 4-8, digital signs shall be permitted in the I-1 Industrial Zone where not bordering or adjacent to a residential zone. Digital signs shall be prohibited where bordering or adjacent to a residential

zone. Digital signs shall be limited to the display of on premise information only. Digital signs shall only be ground or monument signs. The digital signs shall meet the requirements of N.J.A.C. 16:41C-1.1 et. seq. and all other applicable requirements of §LDO 4-8 for signs in the I-1 Industrial Zone. Existing signs that do not comply with all applicable requirements of §LDO 4-8 shall not be converted to a digital sign. Billboards shall not be converted to a digital sign.

- C. Attached facade signs shall be permitted in the I, O and OL districts not to exceed an aggregate area of 5% of the front building facade of the structure or structures, or 80 square feet, whichever is less.
- D. Sign regulations for garages and automobile service stations. Garages and automobile service stations may display only the following signs:
 - 1. One freestanding sign advertising the name of the station and/or the principal products sold on the premises, including any special company or brand name, insignia, or emblem, provided that each such sign shall not exceed 30 square feet in area on each side and shall be placed not less than 10 feet within the lot line. No part of said sign other than supporting members shall be less than 10 nor more than 20 feet above the ground.
 - 2. No permit for a freestanding pylon sign having a height in excess of 15 feet or an area of 30 feet shall be issued unless two sets of detailed plans of the sign, structure and foundation have been submitted and approved by the Planning Board.
 - 3. Customary lettering on or other insignia which are a structural part of a gasoline pump, consisting only of the brand name of gasoline sold, lead warning sign, a price indicator, and any other sign required by law, and not exceeding a total of two square feet on each pump.
 - 4. An automobile service station shall be permitted only one price sign. The price sign shall not exceed 20 square feet in area, 25 feet in height or closer to the side lot line than 15 feet.
- E. Signs in the PO Planned Overlay Zone. A comprehensive plan depicting all proposed signs shall be submitted that clearly indicates the location, dimension, area, color and materials of all existing and proposed permanent signs and provides a detail of each proposed sign.
 - 1. Freestanding sign.
 - (a) One freestanding sign is permitted for a planned development. Information included on the freestanding sign shall include, and shall be limited to, the name of the overall "place" name and street address by which the overall planned development will be known.
 - (b) The sign area of the freestanding sign shall not exceed 32 square feet.
 - (c) The height of the freestanding sign shall not exceed 12 feet.
 - (d) Minimum setback of the freestanding sign from Route 22 right-of-way shall be 10 feet.

2. Building-Mounted Signs (Facade, Awning, Canopy, Window, Blade Signs).
- (a) Each tenant within a building shall be permitted to have one building-mounted sign. Should the conditions be met for the installation of a blade sign, each tenant may also have one blade sign, for a total of two building-mounted signs.
 - (b) The total area of all building — mounted signs (excluding blade signs) shall not exceed 5% of the aggregate total area of the facade upon which they are mounted.
 - (c) Where a canopy is provided over walkways along building facades, each tenant may have one blade sign that does not exceed an area of 2.5 square feet to identify the entrance to the tenant/business. The blade sign shall either project from the facade or hang from the canopy such that it is no closer than eight feet to the finished grade. The method of the attachment to the building shall be consistent for the entire planned development. Blade signs shall be oriented perpendicular to a facade and the longitudinal direction of pedestrian travel.
 - (d) Building-mounted signs shall not be internally-illuminated.

Section 2. This Ordinance shall be construed so as not to conflict with any provision of New Jersey or Federal law. The provisions of this Ordinance shall be cumulative with, and not in substitution for, all other applicable zoning, planning, and land use regulations. In the event of any inconsistencies or conflicts between this Ordinance and existing ordinances of the Township, the provisions of this Ordinance shall apply.

Section 3. If any provisions of this Ordinance shall be adjudged invalid, such adjudication shall not affect the validity of the remaining provisions, which shall be deemed severable therefrom.

Section 4. After introduction, the Township Clerk is hereby directed to provide a copy of the within Ordinance to the Planning Board of the Township for its review in accordance with N.J.S.A. 40:55D-26 and N.U.J.S.A. 40:55D-64. The Planning Board is directed to make and transmit to the Township Committee within 35 days after referral, a report including identification of any provisions in the proposed Ordinance which are inconsistent with the Master Plan and recommendations concerning any inconsistencies and any other matter as the Board deems appropriate.

Section 5. After introduction, the Township Clerk is hereby directed to provide by personal service, certified mail or email with confirmation that the email was delivered, at least 10 days prior to the scheduled hearing, a copy of this Ordinance and a Notice of Hearing in accordance with N.J.S.A. 40:55D-15 to: (1) the clerk of any adjoining municipalities located within 200 feet of the boundaries of the affected properties; and (2) the County Planning Board.

Section 6. After introduction, the Township Clerk, in accordance with N.J.S.A. 40:49-2 and N.J.S.A. 40:49-2.1, is hereby directed to publish this Ordinance in its entirety or by title and summary at least once in a newspaper published and circulated in the municipality, if there is one, and if not, in a newspaper printed in the county and circulating in the municipality, together with a notice of the introduction thereof, the time and place when and where it will be further

considered for final passage. The publication shall include a clear and concise statement prepared by the Clerk setting forth the purpose of this Ordinance and a time and place when and where a copy of the ordinance can be obtained with out cost by any member of the general public. The publication shall be at least one week prior to the scheduled hearing.

Section 7. If adopted, the Township Clerk, in accordance with N.J.S.A. 40:49-2 and N.J.S.A. 40:49-2.1, is hereby directed to publish this Ordinance, in its entirety or by title and summary, together with a notice of the date of passage or approval, at least once in a newspaper published and circulated in the municipality, if there is one, and if not, in a newspaper printed in the county and circulating in the municipality.

Section 8. If adopted, the Township Clerk, in accordance with N.J.S.A. 40:55D-16, shall forward a copy of this Ordinance to the County Planning Board for filing.

Section 9. This ordinance shall take effect immediately upon its adoption, passage and publication according to law.

INTRODUCED/PASSED ON FIRST READING: *October 27, 2025*

ROLL CALL VOTE				
COMMITTEE MEMBER	YES	NO	ABSTAIN	ABSENT
SCHWORN	✓			
COLUMBUS	✓			
OWENS	✓			
BEATRICE	✓			
YOUNG	✓			

PUBLISHED: *October 31, 2025*

ADOPTED: *November 10, 2025*

ROLL CALL VOTE				
COMMITTEE MEMBER	YES	NO	ABSTAIN	ABSENT
SCHWORN	✓			
COLUMBUS				✓
OWENS	✓			
BEATRICE	✓			
YOUNG	✓			

ATTEST:

Maggie Schmitt

 Maggie Schmitt, RMC
 Township Clerk

Thomas Young

 Thomas Young
 Mayor