

P.L. 1997, CHAPTER 144, *approved June 27, 1997*  
Assembly, No. 3089

1 AN ACT concerning signs on Department of Transportation property  
2 and supplementing Chapters 5 and 7 of Title 27 of the Revised  
3 Statutes.

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5 **BE IT ENACTED** *by the Senate and General Assembly of the State*  
6 *of New Jersey:*

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8 1. a. The Commissioner of Transportation may lease, license or  
9 contract the use, management or operation of any State right-of-way  
10 or any real property of the department for the purpose of placing  
11 motorist service signs and tourist-oriented directional signs in such  
12 manner as to produce revenue for the support of the State.

13 b. In entering into a lease, license or contract pursuant to this  
14 section, the Commissioner shall either set a fee for the lease, license  
15 or contract which shall yield at least a fair rental value for the use of  
16 the right-of-way or real property, or award the lease, license or  
17 contract on the basis of competitive public bids or proposals to the  
18 responsible bidder or proposer whose bid or proposal is determined to  
19 be in the best interest of the State, price and other factors considered.

20 c. Any sign placed on departmental property pursuant to a lease,  
21 license or contract entered into pursuant to this section shall conform  
22 to the Manual on Uniform Traffic Control Devices issued by the  
23 Federal Highway Administration, United States Department of  
24 Transportation.

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26 2. Any billboard or outdoor advertising sign licensed and permitted  
27 pursuant to the "Roadside Sign Control and Outdoor Advertising  
28 Act," P.L.1991, c.413, (C.27:5-5 et seq.), and proposed to be erected  
29 on or above any State right-of-way or any real property of the  
30 department shall be subject to local government zoning ordinances,  
31 applicable local government building permit requirements, and in the  
32 pinelands area, shall be subject to the provisions of the comprehensive  
33 management plan prepared and adopted by the Pinelands Commission  
34 pursuant to section 7 of P.L.1979, c.111 (C.13:18A-8).

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36 3. This act shall take effect immediately.

## STATEMENT

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This legislation would codify the authority of the Commissioner of Transportation to produce revenue for the State from leasing, licensing or contracting Department of Transportation property used for the placement of motorist service signs and tourist-oriented directional signs. Motorist service signs are widely called LOGO signs and currently in use in at least 45 states. LOGO signs and tourist oriented directional signs are nationally standardized directional signs which have been authorized by the Federal Highway Administration and are intended to provide directional information to motorists on the location of key services such as food, fuel and lodging or the direction and distance to places of particular interest to tourists. The commissioner would either set a fee for the lease, license or contract equal to at least a fair rental value for the use of the property, or award a lease, license or contract on the basis of competitive public bids or competitive proposals. A lease, license or contract let after bidding or competitive proposal would be awarded to the responsible bidder or proposer whose bid or proposal is determined to be in the best interest of the State, price and other factors considered.

This bill would also require that any billboard or outdoor advertising sign licensed and permitted pursuant to the "Roadside Sign Control and Outdoor Advertising Act" for erection on State property shall be subject to local government zoning ordinances, applicable local government building permit requirements, and in the pinelands area, shall be subject to the provisions of the comprehensive management plan prepared and adopted by the Pinelands Commission.

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Permits Commissioner of Transportation to lease, license or contract the use of departmental property for the placement of motorist service and directional signs.