

GOVERNOR'S PRESS RELEASE ON SIGNING:

Yes

FOLLOWING WERE PRINTED:

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REPORTS:

No

HEARINGS:

Yes

Committee meeting of Assembly Agriculture and Natural Resources Committee : the following bills will be considered: Assembly Bill 1046, Assembly Bill 1054, Assembly Bill 1055, Assembly Bill 1205, Assembly Bill 1512, Assembly Bill 3121, Assembly Bill 3344, Assembly Bill 3643, Assembly Bill 3921 [May 3, 2018, Cape May Court House, New Jersey] / meeting recorded and transcribed by the Office of Legislative Services, Public Information Office, Hearing Unit.

Call number: 974.90 L796, 2018a

Online at: <http://hdl.handle.net/10929/47569>

NEWSPAPER ARTICLES:

Yes

New Jersey's wine industry just got a legislative boost, *NJBIZ (New Brunswick, NJ) - August 16, 2019*

Also of possible interest to researchers:

Committee meeting of Senate State Government, Wagering, Tourism and Historic Preservation Committee : the Committee will hear testimony from invited speakers and the public on the impact of agritourism on the New Jersey economy and how the State can help the industry grow [July 9, 2018, Atco, New Jersey] / meeting recorded and transcribed by the Office of Legislative Services, Public Information Office, Hearing Unit.

Call number: 974.90 A278, 2018a

Online at: <https://dspace.njstatelib.org/handle/10929/48741>

RWH/CL

P.L. 2019, CHAPTER 241, *approved August 15, 2019*
Senate, No. 1435 (*Second Reprint*)

1 AN ACT concerning ²**[tourist directional signs for viticulture]**
2 outdoor displays and advertising of wineries and viticulture
3 attractions in the State² and supplementing ²**[Title 27 of the**
4 **Revised Statutes]** P.L.1991, c.413 (C.27:5-5 et seq.)².
5

6 **BE IT ENACTED** *by the Senate and General Assembly of the State*
7 *of New Jersey:*
8

9 ²**[1. a. The ¹**[department]** Department of Transportation¹, in
10 consultation with the Department of Agriculture, shall create a
11 “Viticulture Trail Sign Program.” The purpose of the program shall
12 be to provide awareness of and directional guidance to viticulture in
13 the State through roadway signs, and support a trail-like path
14 through signage which allows persons to find and visit wineries and
15 viticulture locations in an efficient and reasonable manner, and
16 promote these locations within New Jersey.**

17 b. A person may apply to the ¹**[department]** Department of
18 Transportation¹ to have viticulture trail signs installed identifying
19 and directing persons to a winery or other viticulture area. The
20 department shall place viticulture trail signs on all eligible roads,
21 including State roads.

22 c. The ¹**[department]** Department of Transportation¹, in
23 consultation with the New Jersey State Council on the Arts in the
24 Department of State, shall establish a visual art competition, for
25 aesthetically pleasing, original art to be displayed on the viticulture
26 trail signage. The ¹**[department]** Department of Transportation¹
27 shall establish the terms of the competition, including the rules of
28 the competition and submission requirements. The ¹**[department]**
29 Department of Transportation¹, in consultation with the council,
30 shall select the artwork to be displayed which at a minimum shall
31 be:

32 (1) submitted in accordance with the rules of the competition,
33 established pursuant to this subsection;

34 (2) reflective of the intent of this act; and

35 (3) reproducible on roadway signage.

36 The ¹**[department]** Department of Transportation¹, in
37 coordination with the council, shall publicize the competition in
38 such a manner so as to attract artwork submissions, and to that end
39 the ¹**[department]** Department of Transportation¹ and council may

EXPLANATION – Matter enclosed in bold-faced brackets **[thus]** in the above bill is not enacted and is intended to be omitted in the law.

Matter underlined thus is new matter.

Matter enclosed in superscript numerals has been adopted as follows:

¹Senate SSG committee amendments adopted October 18, 2018.

²Assembly floor amendments adopted February 25, 2019.

1 expend any funds as may be appropriated or otherwise made
2 available for that purpose.

3 d. Notwithstanding any rule, regulation, or law to the contrary,
4 the ¹~~【department】~~ Department of Transportation¹ shall install an
5 approved viticulture trail sign as soon as practicable. **】**²

6
7 ²1. a. The Division of Travel and Tourism in the Department of
8 State, in consultation with the Department of Transportation and the
9 Department of Agriculture, shall establish a marketing and
10 advertising campaign to attract the State’s residents and visitors to
11 wineries and viticulture attractions in the State through the erection
12 of outdoor displays or advertising on real property within public
13 view.

14 b. (1) A person may apply to the Division of Travel and
15 Tourism in the Department of State to participate in the marketing
16 and advertising campaign and to have outdoor displays or
17 advertising erected identifying and directing the State’s residents
18 and visitors to the person’s winery or viticulture attraction.

19 (2) The Director of the Division of Travel and Tourism, in
20 consultation with the Commissioner of Transportation, shall
21 establish reasonable fees to be charged to participating wineries and
22 viticulture attractions for the fabrication, erection, and maintenance
23 of outdoor displays or advertising erected pursuant to this section,
24 including the cost of acquiring rights-of-way and replacing
25 damaged or missing displays.

26 c. The New Jersey State Council on the Arts in the Department
27 of State, in consultation with the Division of Travel and Tourism
28 and the Garden State Wine Growers Association, shall establish a
29 visual arts competition for aesthetically pleasing, original art to be
30 displayed as outdoor displays or advertising pursuant to this section.
31 The New Jersey State Council on the Arts and the Garden State
32 Wine Growers Association shall establish the rules of the
33 competition and the Department of Transportation shall assist the
34 council in formulating submission criteria for the competition to
35 ensure that the original art considered by the council complies with
36 applicable federal and State laws. The council shall publicize the
37 competition. The council and Garden State Wine Growers
38 Association shall select the artwork to be displayed, subject to the
39 approval of the Commissioner of Transportation, provided the
40 artwork is:

41 (1) submitted in accordance with the rules of the competition,
42 established pursuant to this subsection;

43 (2) reflective of the intent of this section; and

44 (3) reproducible on outdoor displays or advertising on real
45 property within public view.

46 d. The Division shall erect outdoor displays and advertising
47 pursuant to this section in a manner consistent with applicable
48 federal and State laws and the provisions of the “Roadside Sign

1 Control and Outdoor Advertising Act,” P.L.1991, c.413 (C.27:5-5 et
2 seq.).²

3

4 2. This act shall take effect immediately.

5

6

7

8

9 Establishes marketing and advertising campaign for State
10 wineries and viticulture attractions.

SENATE, No. 1435

STATE OF NEW JERSEY
218th LEGISLATURE

INTRODUCED FEBRUARY 1, 2018

Sponsored by:

Senator JEFF VAN DREW

District 1 (Atlantic, Cape May and Cumberland)

Senator JAMES BEACH

District 6 (Burlington and Camden)

Co-Sponsored by:

Senator Brown

SYNOPSIS

Creates viticulture trail tourist directional signs.

CURRENT VERSION OF TEXT

As introduced.



(Sponsorship Updated As Of: 10/19/2018)

1 AN ACT concerning tourist directional signs for viticulture and
2 supplementing Title 27 of the Revised Statutes.

3

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

6

7 1. a. The department, in consultation with the Department of
8 Agriculture, shall create a “Viticulture Trail Sign Program.” The
9 purpose of the program shall be to provide awareness of and
10 directional guidance to viticulture in the State through roadway
11 signs, and support a trail-like path through signage which allows
12 persons to find and visit wineries and viticulture locations in an
13 efficient and reasonable manner, and promote these locations within
14 New Jersey.

15 b. A person may apply to the department to have viticulture
16 trail signs installed identifying and directing persons to a winery or
17 other viticulture area. The department shall place viticulture trail
18 signs on all eligible roads, including State roads.

19 c. The department, in consultation with the New Jersey State
20 Council on the Arts in the Department of State, shall establish a visual
21 art competition, for aesthetically pleasing, original art to be displayed
22 on the viticulture trail signage. The department shall establish the
23 terms of the competition, including the rules of the competition and
24 submission requirements. The department, in consultation with the
25 council, shall select the artwork to be displayed which at a minimum
26 shall be:

27 (1) submitted in accordance with the rules of the competition,
28 established pursuant to this subsection;

29 (2) reflective of the intent of this act; and

30 (3) reproducible on roadway signage.

31 The department, in coordination with the council, shall publicize
32 the competition in such a manner so as to attract artwork submissions,
33 and to that end the department and council may expend any funds as
34 may be appropriated or otherwise made available for that purpose.

35 d. Notwithstanding any rule, regulation, or law to the contrary,
36 the department shall install an approved viticulture trail sign as
37 soon as practicable.

38

39 2. This act shall take effect immediately.

40

41

42

STATEMENT

43

44 This bill creates a “Viticulture Trail Sign Program” to provide
45 awareness of, and directional guidance to, viticulture in the State.
46 The location of the signs would support a trail-like path of wineries
47 and other viticulture locations.

S1435 VAN DREW, BEACH

3

1 Specifically, the Department of Transportation (DOT), in
2 consultation with the Department of Agriculture, would create the
3 “Viticulture Trail Sign Program.” A person may apply to the DOT
4 to have viticulture trail signs installed to identify and direct persons
5 to wineries and other viticulture locations on all eligible roads,
6 including State roads.

7 The DOT, in consultation with the New Jersey State Council on
8 the Arts in the Department of State, would establish a visual art
9 competition, for aesthetically pleasing, original art to be displayed
10 on the viticulture trail signage. The DOT would establish the terms
11 of the competition, including the rules of the competition and
12 submission requirements. The DOT, in consultation with the
13 council, would select the art to be displayed. The DOT, with the
14 council, would publicize the competition to attract artwork
15 submissions, and may expend funds as may be appropriated or
16 made available for that purpose.

17 The DOT would install the viticulture trail signs as soon as
18 practicable, after completion of the design competition and
19 production of the signs.

SENATE STATE GOVERNMENT, WAGERING, TOURISM &
HISTORIC PRESERVATION COMMITTEE

STATEMENT TO
SENATE, No. 1435

with committee amendments

STATE OF NEW JERSEY

DATED: OCTOBER 18, 2018

The Senate State Government, Wagering, Tourism and Historic Preservation Committee reports favorably and with committee amendments Senate Bill No. 1435.

As amended by the committee, this bill creates a “Viticulture Trail Sign Program” to provide awareness of, and directional guidance to, viticulture in the State. The location of the signs would support a trail-like path of wineries and other viticulture locations.

Specifically, the Department of Transportation (DOT), in consultation with the Department of Agriculture, would create the “Viticulture Trail Sign Program.” A person may apply to the DOT to have viticulture trail signs installed to identify and direct persons to wineries and other viticulture locations on all eligible roads, including State roads.

The DOT, in consultation with the New Jersey State Council on the Arts in the Department of State, would establish a visual art competition, for aesthetically pleasing, original art to be displayed on the viticulture trail signage. The DOT would establish the terms of the competition, including the rules of the competition and submission requirements. The DOT, in consultation with the council, would select the art to be displayed. The DOT, with the council, would publicize the competition to attract artwork submissions, and may expend funds as may be appropriated or made available for that purpose.

The DOT would install the viticulture trail signs as soon as practicable, after completion of the design competition and production of the signs.

As amended by the committee, this bill is identical to Assembly No. 3643 (1R).

COMMITTEE AMENDMENTS

The committee amended the bill to make technical changes to clarify that “department” refers to the Department of Transportation. These amendments make this bill identical to Assembly No. 3643 (1R).

STATEMENT TO
[First Reprint]
SENATE, No. 1435

with Assembly Floor Amendments
(Proposed by Assemblyman FREIMAN)

ADOPTED: FEBRUARY 25, 2019

This amendment would modify the bill to require the Division of Travel and Tourism in the Department of State, in consultation with the Department of Transportation and the Department of Agriculture, to establish a marketing and advertising campaign to attract the State's residents and visitors to wineries and viticulture attractions in the State through the erection of outdoor displays or advertising on real property within public view. The amendment would authorize the Director of the Division of Travel and Tourism, in consultation with the Commissioner of Transportation, to establish reasonable fees to be charged to participating wineries and viticulture attractions for the fabrication, erection, and maintenance of outdoor displays or advertising erected, including the cost of acquiring rights-of-way and replacing damaged or missing displays. Also, the amendment would authorize the New Jersey State Council on the Arts in the Department of State, in consultation with the Division of Travel and Tourism and the Garden State Wine Growers Association, to establish a visual arts competition, for aesthetically pleasing, original art to be displayed as outdoor displays or advertising.

Currently, the bill requires the Department of Transportation, with the Department of Agriculture, to create a "Viticulture Trail Sign Program."

ASSEMBLY, No. 3643

STATE OF NEW JERSEY 218th LEGISLATURE

INTRODUCED MARCH 12, 2018

Sponsored by:

Assemblyman BOB ANDRZEJCZAK

District 1 (Atlantic, Cape May and Cumberland)

Assemblyman ROY FREIMAN

District 16 (Hunterdon, Mercer, Middlesex and Somerset)

SYNOPSIS

Creates viticulture trail tourist directional signs.

CURRENT VERSION OF TEXT

As introduced.



1 AN ACT concerning tourist directional signs for viticulture and
2 supplementing Title 27 of the Revised Statutes.

3

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

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7 1. a. The department, in consultation with the Department of
8 Agriculture, shall create a “Viticulture Trail Sign Program.” The
9 purpose of the program shall be to provide awareness of and
10 directional guidance to viticulture in the State through roadway
11 signs, and support a trail-like path through signage which allows
12 persons to find and visit wineries and viticulture locations in an
13 efficient and reasonable manner, and promote these locations within
14 New Jersey.

15 b. A person may apply to the department to have viticulture
16 trail signs installed identifying and directing persons to a winery or
17 other viticulture area. The department shall place viticulture trail
18 signs on all eligible roads, including State roads.

19 c. The department, in consultation with the New Jersey State
20 Council on the Arts in the Department of State, shall establish a visual
21 art competition, for aesthetically pleasing, original art to be displayed
22 on the viticulture trail signage. The department shall establish the
23 terms of the competition, including the rules of the competition and
24 submission requirements. The department, in consultation with the
25 council, shall select the artwork to be displayed which at a minimum
26 shall be:

27 (1) submitted in accordance with the rules of the competition,
28 established pursuant to this subsection;

29 (2) reflective of the intent of this act; and

30 (3) reproducible on roadway signage.

31 The department, in coordination with the council, shall publicize
32 the competition in such a manner so as to attract artwork submissions,
33 and to that end the department and council may expend any funds as
34 may be appropriated or otherwise made available for that purpose.

35 d. Notwithstanding any rule, regulation, or law to the contrary,
36 the department shall install an approved viticulture trail sign as
37 soon as practicable.

38

39 2. This act shall take effect immediately.

40

41

42

STATEMENT

43

44 This bill creates a “Viticulture Trail Sign Program” to provide
45 awareness of, and directional guidance to, viticulture in the State.
46 The location of the signs would support a trail-like path of wineries
47 and other viticulture locations.

1 Specifically, the Department of Transportation (DOT), in
2 consultation with the Department of Agriculture, would create the
3 “Viticulture Trail Sign Program.” A person may apply to the DOT
4 to have viticulture trail signs installed to identify and direct persons
5 to wineries and other viticulture locations on all eligible roads,
6 including State roads.

7 The DOT, in consultation with the New Jersey State Council on
8 the Arts in the Department of State, would establish a visual art
9 competition, for aesthetically pleasing, original art to be displayed
10 on the viticulture trail signage. The DOT would establish the terms
11 of the competition, including the rules of the competition and
12 submission requirements. The DOT, in consultation with the
13 council, would select the art to be displayed. The DOT, with the
14 council, would publicize the competition to attract artwork
15 submissions, and may expend funds as may be appropriated or
16 made available for that purpose.

17 The DOT would install the viticulture trail signs as soon as
18 practicable, after completion of the design competition and
19 production of the signs.

ASSEMBLY AGRICULTURE AND NATURAL RESOURCES
COMMITTEE

STATEMENT TO
ASSEMBLY, No. 3643

with committee amendments

STATE OF NEW JERSEY

DATED: MAY 3, 2018

The Assembly Agricultural and Natural Resources Committee reports favorably, and with committee amendments, Assembly Bill No. 3643.

This bill, as amended, creates a “Viticulture Trail Sign Program” to provide awareness of, and directional guidance to, viticulture in the State. The location of the signs would support a trail-like path of wineries and other viticulture locations.

Specifically, the Department of Transportation (DOT), in consultation with the Department of Agriculture, would create the “Viticulture Trail Sign Program.” A person may apply to the DOT to have viticulture trail signs installed to identify and direct persons to wineries and other viticulture locations on all eligible roads, including State roads.

The DOT, in consultation with the New Jersey State Council on the Arts in the Department of State, would establish a visual art competition, for aesthetically pleasing, original art to be displayed on the viticulture trail signage. The DOT would establish the terms of the competition, including the rules of the competition and submission requirements. The DOT, in consultation with the council, would select the art to be displayed. The DOT, with the council, would publicize the competition to attract artwork submissions, and may expend funds as may be appropriated or made available for that purpose.

The DOT would install the viticulture trail signs as soon as practicable, after completion of the design competition and production of the signs.

COMMITTEE AMENDMENTS

The committee amendments make technical and clarifying changes to the bill.

STATEMENT TO
[First Reprint]
ASSEMBLY, No. 3643

with Assembly Floor Amendments
(Proposed by Assemblyman FREIMAN)

ADOPTED: FEBRUARY 25, 2019

This amendment would modify the bill to require the Division of Travel and Tourism in the Department of State, in consultation with the Department of Transportation and the Department of Agriculture, to establish a marketing and advertising campaign to attract the State's residents and visitors to wineries and viticulture attractions in the State through the erection of outdoor displays or advertising on real property within public view. The amendment would authorize the Director of the Division of Travel and Tourism, in consultation with the Commissioner of Transportation, to establish reasonable fees to be charged to participating wineries and viticulture attractions for the fabrication, erection, and maintenance of outdoor displays or advertising erected, including the cost of acquiring rights-of-way and replacing damaged or missing displays. Also, the amendment would authorize the New Jersey State Council on the Arts in the Department of State, in consultation with the Division of Travel and Tourism and the Garden State Wine Growers Association, to establish a visual arts competition, for aesthetically pleasing, original art to be displayed as outdoor displays or advertising.

Currently, the bill requires the Department of Transportation, with the Department of Agriculture, to create a "Viticulture Trail Sign Program."

Governor Murphy Signs Legislation to Establish Marketing and Advertising Campaign for State Wineries and Viticulture Attractions

08/15/2019

TRENTON – Governor Phil Murphy today signed S1435, which will establish a marketing and advertising campaign for state wineries and viticulture attractions to promote and recognize New Jersey’s expanding wine industry. The legislation will raise awareness of wineries across the state and attract new visitors to enjoy New Jersey wines.

“New Jersey’s wine industry is a fast-growing part of our tourism economy,” **said Governor Murphy**. “I am proud to sign this legislation that will support local businesses, encourage job creation, and welcome visitors to experience our incredible wineries.”

“This new, high-impact marketing and advertising campaign will be a great boost in further enhancing the visibility of New Jersey’s wine industry,” **said Douglas H. Fisher, Secretary of the New Jersey Department of Agriculture**. “This legislation will make it easier than ever before for consumers to find and experience New Jersey’s world class wineries.”

Primary sponsors of the bill include Senators James Beach and Bob Andrzejczak, and Assemblymembers Roy Freiman and Clinton Calabrese.

“The growth of New Jersey’s viticulture industry has provided a significant boost to our state’s economy, increasing tourism and encouraging the success of many local businesses,” **said Senator Bob Andrzejczak**. “Over 100,000 people a year visit our wineries and this legislation will help the industry continue to flourish.”

“Residents and tourists alike view New Jersey wineries as go-to destinations,” **said Senator James Beach**. “The success of the industry has resulted in our state becoming one of the largest producers of wine in the country. This program will expand our capabilities to inform tourists of what New Jersey has to offer in the world of viticulture.”

“New Jersey’s local wine industry is having an extremely positive impact on our economy,” **said Assemblymembers Roy Freiman and Clinton Calabrese**. “Having received national recognition and prestigious awards for the quality of our local wines, the industry is helping grow and diversify our economy, creating jobs and bringing more visitors to our state. To keep at pace with other neighboring states and fuel growth, it is important our state does its best to support the industry. With this legislation we’re supporting local marketing efforts and spurring new creative collaboration between our residents and small businesses. Inviting visual artists to participate in the creation of unique road signage and outdoor displays in areas viewable by the public will help generate even greater buzz and traffic for the wineries in the state.”

“The state of New Jersey has taken an important step in increasing visibility and understanding of the burgeoning local wine industry,” **said The Winemakers Co-Op**. “Wine grapes representing the fastest-growing segment of New Jersey agriculture, and the wines made from these grapes are recognized as being of equal quality as those made anywhere else in the United States. Statewide, there are grapes grown and wines made nearby all Garden State residents.”

“What our Governor and legislators are doing for the wine industry cannot be overstated,” **said Louis Caracciolo, Chair of the Garden State Wine Growers Association**. “By signing this bill into law across our State Residents and visitors will have a constant reminder that there is a thriving Winery agri-tourism “wonderland” right in their backyards.”

“New Jersey has a long history of grape growing dating back to the times of our founding fathers,” **said Larry Sharrott III, Managing Partner at Sharrott Winery**. “Today we are producing wines of great quality and interest that rival any in the world. More than ever New Jersey’s farms need support and vineyards are growing. With the support of Governor Murphy and the State Legislature New Jersey will be a recognized quality wine region. Thank you, Governor Murphy and the State Legislature, for enacting this law. It will bring greater awareness to our industry and NJ Tourism.”

“As the owner of Natali Vineyards, I thank Governor Murphy and the Legislature for all of their efforts to increase awareness of New Jersey’s vibrant wine industry based on wine grapes grown within the state,” **said Alfred Natali, Owner of Natali Vineyards.**