

**QUINTON TOWNSHIP PLANNING BOARD**

**RESOLUTION NO.: 2025- 13**

**QUINTON BAPTIST CHURCH**

**VARIANCES AND SITE PLAN WAIVER FOR LED SIGN**

**Re: Block 26, Lot 14 (46-48 Main Street)**

WHEREAS, an application was made to the Quinton Township Planning Board by QUINTON BAPTIST CHURCH, having an address of c/o Dennis Bradway, P.O. Box 6, Quinton, New Jersey 08072, for variances and waiver of site plan review for a double-sided LED (light-emitting diode) sign to replace a previously existing double-sided, manually-changeable sign on the applicant's property located at 46-48 Main Street in Quinton Township, designated as Tax Map Block 26, Lot 14, as depicted and described in the following documents:

- Township of Quinton Planning Board Application Cover Sheet, Application Form, and Submission Checklist Schedules;
- Plan entitled "Aerial Exhibit," prepared by Site Civil Engineering, dated April 14, 2023 (Sheet 2 of 10);
- Plan entitled "Overall Site Plan," prepared by Site Civil Engineering, dated April 14, 2023 (Sheet 4 of 10);
- Sign Plan prepared by KC Sign & Awnings, 142 Conchester Highway, Aston, Pennsylvania 09014, for Quinton Baptist Church (Order No. 084262) dated January 20, 2025 (one sheet); and
- Letter from Eagle Technical Consulting, LLC, dated January 23, 2025, confirming the proposed sign's conformance with applicable standards for wind loads, snow loads, and live loads (one page);

all of which are hereby incorporated by reference herein; and

WHEREAS, at its March 11, 2025 meeting the Board certified the application complete as recommended by the Board's Solicitor, Engineer, and Planner; and

WHEREAS, the application was scheduled for hearing at the Board's April 8, 2025 meeting for which the Planning Board Solicitor confirmed, based on the applicant's notice proofs and the *South Jersey Times* affidavit of publication provided by the applicant's attorney, that proper and timely notice had been mailed and published pursuant to the Township Land Use Ordinance ("Ordinance") and *N.J.S.A. 40:55D-11, et seq.*, of the New Jersey Municipal Land Use Law ("MLUL"); and

WHEREAS, at its April 8, 2025 meeting the Board heard testimony and representations from the applicant's representative, Trustee Dennis Bradway; witness, Steve Clark, Director of Sales of KC Sign & Awnings; and the applicant's attorney, Richard F. Roy, Jr., Esq.; as well as the Board's Planner, Engineer and Solicitor, and provided an opportunity for interested persons to make statements and ask questions about the application; and

WHEREAS, after reviewing the application materials and hearing the above testimony and representations, the Board made the following findings:

1. The applicant proposes to replace a previously existing double-sided, illuminated, manually-changeable sign (which had been located along the property's Main Street frontage until its destruction by vehicular collision), with a new double-sided LED sign having dimensions of 84" H x 76" W x 22" D. The applicant proposes to install the new sign in the location of the previously existing sign. The proposed sign would be remotely operated by authorized church personnel using a computer, smart phone, or other such device from any location, so that the displayed messages could be changed more easily and conveniently than the manual letters of the previously existing sign. The new sign would also have the capability to be programed to display numerous changing messages or images at varying degrees of frequency.
2. The proposed sign is a "business sign" that is proposed to be located on the "ground" per Ordinance Section 170-99.A. The requirements for signs are set forth in the "site plan" section of the Ordinance (Sections 170-88 and 170-99) but are incorporated by reference into the zoning requirements of the Ordinance (Section 170-43). This cross-referencing means that the Ordinance's sign requirement must be interpreted as zoning requirements from which any deviation must be by variance (in addition to design waivers from site plan requirements). Moreover, "signs" are not listed among the VR-Village Residential district's listed "conditional uses," nor is the applicant's proposed sign a "principal use." Accordingly, the applicant has correctly requested variance relief for this particular sign pursuant to *N.J.S.A. 40:55D-70.c.* rather than "use" variance relief pursuant to *N.J.S.A. 40:55D-70.d.(1)* or (3).<sup>1</sup> Finally, there appears to be no unique physical condition of the applicant's property that could be alleged to impose a "hardship" on the applicant with respect to the applicant's signage needs pursuant to subpart c.(1) of the aforesaid statute, so the applicant's requested variances should therefore be reviewed pursuant to *N.J.S.A. 40:55D-70.c.(2)*.
3. Considered as explained above, the applicant's proposed replacement sign would, as an accessory structure and use, conform to all applicable requirements except the following requirements for which the applicant has requested variance relief pursuant to *N.J.S.A. 40:55D-70.c.(2)*:
  - a. Illuminated ground signs are not permitted in residential districts such as the VR zoning district (Ordinance Section 170-99.B).

---

<sup>1</sup> The applicant church is a conditionally permitted structure and use in the VR-Village Residential zoning district in which the property is located.

- b. Ground signs in residential districts are limited to 12 square feet (Section 170-99.B) (based on the applicant's sign plan, the proposed sign is double-sided, having 2 two-section façade display areas of approximately 24 square feet each, excluding supporting components, for a total of 48 square feet).
  - c. Signs that "move" by mechanical or other means are prohibited (Section 170-99.C.(3)) (changing LED words and images are "moving" displays).
  - d. Signs that contain "moving devices" are prohibited (Section 170-99.C.(4)) (the proposed LED display generates moving words and images and is therefore a "moving device").
  - e. Signs that "flash" are prohibited (Section 170-99.C.(5)) (the proposed LED display is capable of generating "flashing" words and images).
4. The applicant's representatives and witnesses testified as follows:
- a. The previously existing sign displays were changed manually by church personnel, which required time and effort, and was even more difficult during inclement weather. Also, as a result of these difficulties, only one or two messages could be displayed for any duration between the manual changes, and the sign messages could not be changed as often as desired by church personnel. The proposed LED sign displays would make it easier and more convenient for church personnel to change the sign messages, and to provide more messages to church members and the general public.
  - b. The messages displayed on the proposed sign would primarily involve church-related notices such as announcing church services, events, and programs. However, the proposed sign's messages would not be limited only to church matters, as the LED sign displays would also be used to provide notices that benefit the general public, including information relating to any emergent matters that may affect, or otherwise be of significant interest to the general public. Mr. Clark of KC Sign & Awnings testified that the proposed sign can be programed to automatically receive and display government-issued emergency alerts. Mr. Bradway, a Trustee of the church, testified that the messages displayed on the LED sign would be strictly monitored and controlled by authorized church personnel and would only pertain to church matters and matters of genuine public interest and concern.
  - c. In order to cause the proposed sign to conform with the intent and purposes of Quinton's sign requirements (as listed in subparagraphs 3.a. through e., above) the applicant's representatives and witnesses testified that the proposed sign would be operated subject to the following limitations:
    - i. Except for an occasional liturgically-, seasonally-, or topically-appropriate static image, the LED sign would display only static words and numbers. No animated or moving images, words, numbers, or other characters would be displayed.

- ii. The sign would be programmed to limit the frequency at which the message/notification/static-image displays change so that there would be no more than one display change every ten (10) seconds.
  - iii. An automatic dimming feature would be utilized to reduce the brightness of the LED sign displays every night to 3,000 or fewer nits.<sup>2</sup>
5. The applicant's attorney noted that churches are "inherently beneficial uses" under New Jersey court opinions, and also as defined in *N.J.S.A. 40:55D-4* of the MLUL, which definition provides that such uses are "universally considered of value to the community because they fundamentally serve the public good and promote the general welfare." Although a development applicant's "inherently beneficial use" status is typically invoked only in connection with "use" variance applications pursuant to *N.J.S.A. 40:55D-70.d*, such status is also relevant to this "bulk" variance application because, while the applicant's proposed LED signage would be inappropriate in a commercial or residential context given the aforesaid Ordinance prohibitions, such signage could be justified in this instance in order for the applicant church to carry out its inherently beneficial purposes.
6. The Board's Planner, Engineer and Solicitor expressed no objection to granting the requested waiver of site plan review and variance relief, subject to the conditions of approval set forth below.
7. When the hearing was opened to the public one interested person asked questions about the application and was satisfied with the applicant's explanation and the conditions imposed by the Board.
8. For the reasons set forth above, and based on the applicant's testimony and representations, as well as information set forth in the plans and application materials, and subject to the conditions of approval below, the Board finds that granting the requested variance relief to permit the applicant's proposed double-sided LED sign will promote the purposes of the MLUL by promoting the applicant's inherently beneficial purposes; that the benefits of the deviation would substantially outweigh any detriment; and that the requested variance relief can be granted without substantial detriment to the public good, and without substantially impairing the intent and the purpose of the Quinton Township zone plan and zoning ordinance. The Board therefore concludes that the applicant has satisfied both the "positive criteria" and the "negative criteria" for the requested bulk variances as required by *N.J.S.A. 40:55D-70.c.(2)*.
9. For the reasons set forth above, and based on the applicant's testimony and representations, as well as information set forth in the plans and application materials, and subject to the conditions of approval below, the Board finds that the proposed new LED sign at the property will not negatively impact the occupants or users of the church or nearby properties, or travelers on nearby streets and driveways. Accordingly, the Board

---

<sup>2</sup> A "nit" is a measurement of the brightness of light. One nit is equal to one candela (one candlepower) per square meter (1cd/m<sup>2</sup>). <https://www.pcmag.com/encyclopedia/term/nit>

finds, pursuant to Ordinance Section 170-72.A., that the applicant's plans, document submissions, and testimony satisfactorily confirm, subject to the conditions of this approval, that the applicant's proposal will not affect existing circulation, drainage, building arrangement, landscaping, buffering, lighting and other considerations of site plan review, and that such proofs otherwise satisfy the intent and purpose of site plan review as set forth in Ordinance Sections 170-67 and 170-70.

NOW, THEREFORE, BE IT RESOLVED, by the Quinton Township Planning Board, that for the reasons set forth above, the applicant's requested variances and waiver of site plan review to construct and use the proposed double-sided LED sign at the property as depicted and described in the applicant's application materials and plans is hereby granted, subject to the following conditions:

- A. The applicant must pay any and all required fees and escrow replenishment amounts that are due or may become due to the Township within seven (7) days' notice thereof.
- B. The applicant must comply with all representations made through any witness or representative during the course of the applicant's presentation to the Board and in all documents filed with the application.
- C. Except for an occasional liturgically-, seasonally-, or topically-appropriate static image, the double-sided LED sign may display only static words and numbers. The double-sided LED sign may display no animated or moving images, words, numbers, or other characters.
- D. The double-sided LED sign must be programmed to limit the frequency at which the message/notification/static-image displays change so that there will be no more than one display change every ten (10) seconds.
- E. An automatic dimming feature must be utilized to reduce the brightness of the double-sided LED sign displays every night to 3,000 or fewer nits.
- F. The Planning Board Secretary shall mail a copy of this resolution to the applicant and the applicant's attorney within ten (10) days following the date of its adoption.
- G. The Planning Board Secretary shall cause the following form of notice to be published in *The South Jersey Times* as soon as practicable following the adoption of this resolution:

## **QUINTON TOWNSHIP PLANNING BOARD**

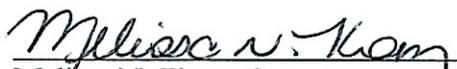
### **NOTICE OF DECISION**

TAKE NOTICE that on May 13, 2025, the Quinton Township Planning Board adopted Resolution 2025-13 to memorialize its April 8, 2025 grant of variances and waiver of site plan review to the Quinton Baptist Church for a double-sided LED sign that will replace a previously existing (but accidentally destroyed) manually-changeable sign at the church property located at 46-48 Main Street (N.J.S.H. No. 49) in Quinton Township, designated as Block 26, Lot 14 on the municipal tax map. The Quinton Township Planning Board's

resolution and copies of the application and related materials are currently on file at the office of the Quinton Township Planning Board Secretary located at 10 Cottage Avenue in Quinton Township, New Jersey, and are available for inspection by appointment only, by contacting the Secretary at (856) 935-8404, or via email at [planning@quintonnj.com](mailto:planning@quintonnj.com).

The undersigned Chair of the Quinton Township Planning Board hereby certifies that the above is a true copy of a resolution adopted by said Board on **May 13, 2025** to memorialize action taken on **April 8, 2025**.

*Attest:*



\_\_\_\_\_  
Melissa N. Thom, Secretary  
Quinton Township Planning Board



\_\_\_\_\_  
Lawrence W. Winkels, Sr., Chair  
Quinton Township Planning Board