

SENATE, No. 1954

STATE OF NEW JERSEY

219th LEGISLATURE

INTRODUCED FEBRUARY 25, 2020

Sponsored by:
Senator JAMES BEACH
District 6 (Burlington and Camden)

SYNOPSIS

Establishes trail signage program for alcohol manufacturers in New Jersey.

CURRENT VERSION OF TEXT

As introduced.



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

4
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 Department of Transportation, in consultation with
9 the Division of Travel and Tourism in the Department of State and
10 the Division of Alcoholic Beverage Control in the Department of
11 Law and Public Safety, shall create a “Brewery, Cidery, Distillery,
12 and Meadery (BCDM) Trail Sign Program.” The purpose of the
13 program shall be to provide awareness of and directional guidance
14 to alcohol manufacturers in the State through roadway signs, and
15 support a trail-like path through signage which allows persons to
16 find and visit breweries, cideries, distilleries, and meaderies in an
17 efficient and reasonable manner, and promote these locations within
18 New Jersey.

19 b. A person may apply to the department to have BCDM trail
20 signs installed to identify and direct persons to breweries, cideries,
21 distilleries, and meaderies throughout the State. In identifying
22 specific alcohol manufacturers to be included on the trail, special
23 consideration shall be given to breweries, cideries, distilleries and
24 meaderies that are in close geographic proximity to one another or
25 thematically linked by surrounding arts, cultural, historical,
26 entertainment, or other tourism destinations or exhibits of interest to
27 tourists. The locations selected as part of the BCDM trail shall be
28 geographically representative of the entire State. The department
29 shall place BCDM trail signs on all eligible roads, including State
30 roads.

31 c. The New Jersey State Council on the Arts in the Department
32 of State shall establish a visual arts competition, for aesthetically
33 pleasing, original art to be displayed on the BCDM trail signage.
34 The council shall establish the terms of the competition, including
35 the rules of the competition and submission requirements. The
36 council shall select the artwork to be displayed which at a minimum
37 shall be:

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

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

41 (3) reproducible on roadway signage.

42 The council shall publicize the competition in such a manner so
43 as to attract artwork submission, and to that end the council may
44 expend any funds as may be appropriated or otherwise made
45 available for that purpose. The final selection of artwork shall be
46 selected by the council and reported to the Department of
47 Transportation. The department shall produce and install the
48 BCDM trail signs.

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1 d. Notwithstanding any law, rule, or regulation to the contrary,
2 and consistent with federal law, the department shall install an
3 approved BCDM trail sign as soon as practicable.

4 e. The Department of Transportation shall be responsible for
5 any cost associated with the BCDM Trail Sign Program.
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7 2. This act shall take effect immediately.
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10 **STATEMENT**
11

12 This bill creates a “Brewery, Cidery, Distillery, and Meadery
13 (BCDM) Trail Sign Program” to provide awareness of, and
14 directional guidance to, alcohol manufacturers throughout the State
15 through roadway signs. The location of the signs will support a
16 trail-like path throughout the State of breweries, cideries,
17 distilleries, and meaderies.

18 Specifically, the Department of Transportation (DOT), in
19 consultation with the Division of Travel and Tourism in the
20 Department of State and the Division of Alcoholic Beverage
21 Control in the Department of Law and Public Safety, would create
22 the BCDM Trail Sign Program. A person may apply to the DOT to
23 have a BCDM trail sign installed to identify and direct persons to
24 their brewery, cidery, distillery, or meadery. Special consideration
25 would be given to BCDM locations that are in close geographic
26 proximity with one another or near other tourist destinations.

27 The New Jersey State Council on the Arts in the Department of
28 State would establish a visual arts competition to gather original
29 artwork to be placed on the BCDM signage. The council would
30 establish the terms of the competition, including submission
31 requirements and selection. After the completion of the design
32 competition, the council would report the final selection of artwork
33 to the DOT. The DOT would produce and install the brewery,
34 cidery, distillery, and meadery trail signs as soon as practicable.

35 The Department of Transportation would be responsible for any
36 cost associated with the BCDM Trail Sign Program.