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The Latest On Electronic Billboards In NJ

Christopher Stracco, Craig Gianetti, Katharine Coffey and Luke Pontier wrote an article, "The Latest On Electronic Billboards In NJ," for *Law360*. The article is about the significance of the Supreme Court of New Jersey's reversal of the decision, *E&J Equities v. Board of Adjustment of Franklin Township, 2016 N.J. LEXIS 890 (Sept. 15, 2016),* in which the Franklin Township Zoning Board of Adjustment invalidated a township ordinance prohibiting the placement of electronic billboards along Interstate 287. The initial decision to prohibit digital billboards was made in 2010 and was based on aesthetic and public safety concerns. However, the Supreme Court reversed the decision and declared the ordinance unconstitutional finding that the ordinance restricted commercial speech.

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