

**LAW OFFICES OF
STEPHEN P. SINISI, ESQ., LLC**

ATTORNEYS & COUNSELORS AT LAW

STEPHEN P. SINISI

ROBERT L. FALKENSTERN (NJ, NY & USPTO)

Two Sears Drive, 2nd Fl.
Post Office Box 1458
Paramus, New Jersey 07653-1458
(201) 599-1600
Fax (201) 599-1616
firm@sinisilaw.com

OF COUNSEL

VANESSA S. FALKENSTERN

April 29, 2025

Via Email & UPS Overnight

Ed Alter, Land Use Clerk
Borough Hall
705 Kinderkamack Road
River Edge, NJ 07661

**Re: IAAT Services LLC ("Applicant")
41 Grand Ave, River Edge, NJ; Block 1405, Lot 4
Development Application: Proposed "Static" Billboard**

Dear Chairman and Board Members:

Please be reminded that we serve as development counsel for IAAT Services LLC ("Applicant") in connection with its proposed development at the above entitled property. Supplementing our recent filing, enclosed please find 16 sets of the Applicant's revised rider containing the variance justifications for the proposed 2-sided static billboard.

Kindly advise me when the Application has been deemed complete and assigned a hearing date, in order that the Applicant can fulfill its formal notice requirements.

As always, thank you for your assistance.

Very truly yours,

LAW OFFICES OF
STEPHEN P. SINISI, ESQ., LLC

By: /s/ Stephen P. Sinisi
Stephen P. Sinisi, Esq.

SPS:ld

Enclosures

Cc via mail: Burgis Planning, Attn: T. Behrens
Costa Engineering Corp., Attn: R. Costa
Marina Stinely, Esq.

Cc via email: Client and Project Team

Rider to Application – Planner’s Variance Justifications

1. How would the strict application of the provisions of the Zoning Ordinance result in practical difficulties or unnecessary hardships inconsistent with its general purpose and intent?
 - a. The height and front setback variances are necessary in order to achieve sufficient visibility for the proposed billboard. They are appropriate considering the use, whereas the requirements in the ordinance do not contemplate billboard uses. The rear setback variance is due to the unique “L”-shape that characterizes the property – it only relates to a very small portion of the property where the unique shape creates a pinch-point and is therefore limited in scope and its impact. The lot coverage variance is only an increase from existing conditions of less than 0.2%, so it is the result of existing development conditions rather than the billboard itself.
2. Are there exceptional circumstances or conditions applications applicable to the property involved or to the intended use or development of the property that do not generally apply to other property in the same zone or neighborhood?
 - a. The property is particularly well-suited for the proposed billboard by virtue of its context. The property’s frontage along Route 4 is a unique characteristic in the Borough in that there are only about 20 properties in the entire Borough that have frontage along Route 4. Many of which are either too small to accommodate a billboard, are residentially zoned, or are adjacent to residential zoning. These factors are not applicable to the subject property. Route 4 is the only roadway in the Borough classified as a “Major Highway”, the highest tier of the town’s roadway classification map. By design, Route 4 provides the greatest mobility for high-speed, long-distance traffic with limited access. This condition can be contrasted with properties that lack frontage along Route 4, where a billboard may appear more inappropriate and disruptive to other land use patterns.
3. What are the benefits of the proposed application and how would the benefits substantially outweigh any detriments?
 - a. Benefits. A billboard is a “message board” that benefits the public as a form of communication. The use promotes the businesses we work for, work with and invest in. The use benefits local services with public service announcements (PSAs). The use can also benefit inherently beneficial uses such as schools, hospitals and religious organizations.

- b. Detriments. Billboards are a functionally innocuous land use in that there is no noise, traffic or waste involved, nor is there any need for water or sewer. Visually, the sign is remote from residential. The land use is compatible with the area, which is a transportation-oriented area influenced by the dominating presence of Route 4. Relief can be granted without causing substantial impairment to the zone plan, as this is a unique piece of property and the relief would not relate to the zone as a whole (see Response #2).
- 4. Explain what efforts have been made by the applicant to acquire adjoining lands so as to reduce the extent of the variances or eliminate them.
 - a. N/A