

LAND USE BOARD PLANNING APPLICATION

**Borough of River Edge
705 Kinderkamack Road
River Edge, NJ 07661**

Ed Alter
Municipal Land Use Clerk
ealter@riveredgenj.org
(201) 599-6306, fax 201-599-6325

Rev. 1/25/25

Planning Variance Application Instructions

All meetings with the Land Use Dept. require appointments in advance.

Ed Alter
Municipal Land Use Clerk
Borough of River Edge
Monday - Friday 9am - 2pm
201-599-6306

All Planning Applicants must obtain a Letter of Non-compliance from the Building Department prior to completing the application and submission for consideration and scheduling by the Land Use Department.

Upon receipt of a Letter of Non-compliance from the Zoning Official, which outlines the variances you will need for your application, you must complete a Planning Application (below), if you wish to proceed with a hearing before the Land Use Board.

Upon submission of the application, and payment of the applicable fees to the Borough of River Edge via the Land Use Department, you will receive instructions, and your date for a scheduled Completeness Review & Hearing before the Municipal Land Use Board, which will be held electronically, via Zoom web conferencing.

You will also receive a certified list of property owners within 200' of the subject property, and a list of Utilities for the applicant to Notice regarding the application being heard, and the scheduled hearing date. A cover letter explaining the procedure, including sample notices, will be included. It is important that all required variances should be mentioned in the notice.

NOTE - Until further notice, meetings are held electronically via ZOOM. The log in information and a link to the meeting will be posted on the Borough web site at <https://www.riveredge.nj.org/landuse>.

The Municipal Land Use Law mandates that notice must be served to the property owners on the 200' list and Utilities via certified mail, including those in neighboring municipalities, and proof of same (U.S. Postal return receipts – copied 6 to a page,) must be submitted to the Land Use Board clerk no less than 14 days in advance of the scheduled hearing date. Originals should be maintained by the applicant.

Notice must also be timely published in the Bergen Record, or the Ridgewood News no less than 10 days in advance of the assigned hearing date.

Proof of publication and service of the notice is required before the Board can act on your application. Also, there are certain minimum requirements to be contained in the notice, such as the date, time and place of the hearing; the nature of the matters to be considered and relief sought; the identification of the property and; the location and times where the maps, plans, applications and supporting materials may be viewed by an interested party. Samples are included with your instructions.

If no notice is given or if the notice is in some way defective, this defect affects the jurisdiction of the board to act, and any action taken by the board in such cases is a nullity.

Additionally, submit one digital copy and 16 duplicate sets (packets) containing 1 copy of each of the following to the Land Use Office at least 10 days before the date of the initial hearing (no binder clips please), in this order:

Letter of Non-compliance (Denial) on top,
Planning/Zoning Application – all pages,
Site Plan - Plot plan and/or building plans to scale, prepared by a licensed Architect, with dimensions & elevations, folded 8 x 10.
Site Plans are typically 24x36. Plans are to show all existing and proposed additions or alterations.
Survey - Current & legible, & prepared by a licensed land Surveyor. Surveys, usually legal size or 11x17, should be folded 8 x 10.
Signed certification of Tax payment (just 1 original),
Owner on-site inspection permission form.
Any other relevant documents (professional reports &/or analysis).

One complete set mailed to:

Burgis Planning,
Attn: T. Behrens
25 Westwood
Avenue
Westwood, NJ 07024

One complete set mailed to:

Costa Engineering
Corp., Attn: R. Costa
325 South River Street
Suite 302
Hackensack, NJ 07601

One complete set mailed to:

Cleary, Giacobbe, Alfieri, Jacobs, LLC, Attn:
Attn: Marina Stinely Level 105
169 Ramapo
Valley Road,
Upper Oakland,
NJ 07436.

Failure to submit all of the above documents will cause your application to be deemed incomplete for consideration by the Land Use Board. This will delay your application hearing and cause you additional expense for the Board's professionals to perform additional reviews of your application.

APPROVALS REQUIRED

It is the applicant's responsibility to determine what, if any, permits are required from outside agencies to construct their proposed project. Including, but not limited to, the following:

- ..., **Bergen County Soil Conservation District** (N/A)
- ..., **Bergen County Planning Board** (N/A)
- ..., **New Jersey Department of Transportation** (see attached rider - NJDOT Permit)
- ..., **New Jersey Department of Environmental Protection** (N/A)

If the applicant fails to meet these minimum requirements, the Board will not have jurisdiction, and cannot hear the application, in which case you would have to re-notice for the next available meeting.

Contact Person Joseph Jacobs

Address: Pacific Outdoor Advertising, LLC, 23 Wendy Drive, Linwood, NJ 08221

Email Address: jjacobs218@aol.com; harrisjacobs23@gmail.com; tlacfire@gmail.com

Phone Number: 609-335-5550

Attorney: Stephen P. Sinisi, Esq.
The Law Offices of Stephen P. Sinisi, Esq., LLC
Two Sears Drive, 2nd Floor
Paramus, NJ 07652
T: 201-599-1600
F: 201-599-1616
Firm@sinisilaw.com

Land Use Board Application Fees - (Planning)

These fees are payable upon submission of the completed application for preliminary review. Borough professionals whose services are paid from this account hold these funds in escrow as your application begins the process of consideration. Each fee requires a separate check.

| | |
|------------------------------|----------|
| 200' list: Tax Assessor..... | \$10.00 |
| ✓ Application Fee..... | \$500.00 |

Land Use Board Escrow Fees

Site Plan Review for Food Handler's License (no changes to existing property).

Legal Escrow \$375.00

Minor Site Plan: For development application where the square footage of the building (s) is not greater than 3,000sq. Feet.

| | |
|--------------------------|------------|
| Engineering Escrow | \$2,000.00 |
| Legal Escrow | \$1,500.00 |
| Planner Escrow..... | \$1,000.00 |

Major Site Plan: For development applications where the square footage of the building(s) is in excess of 3,000 sq. feet.

| | |
|--------------------------|------------|
| Engineering Escrow | \$5,500.00 |
| Legal Escrow | \$3,000.00 |
| Planner Escrow..... | \$3,000.00 |

Minor Sub-Division- For development of three or less lots as defined by Borough Ordinance

| | |
|--------------------------|------------|
| Engineering Escrow | \$2,000.00 |
| Legal Escrow | \$1,000.00 |
| Planner Escrow..... | \$1,000.00 |

Major Sub-Division-For development of more than three lots as defined by Borough Ordinance

| | |
|--------------------------|------------|
| Engineering Escrow | \$5,000.00 |
| Legal Escrow | \$3,000.00 |
| Planner Escrow | \$3,000.00 |

| | |
|--------------------------|------------|
| ✓ Use Variances: | |
| Engineering Escrow | \$2,000.00 |
| Legal Escrow | \$2,000.00 |
| Planner Escrow | \$2,000.00 |

Escrow Deposits

§201-1. Reimbursement for services. (Amended 5-15-2006 by Ord. No.1537)

In addition to the application fees called for in the Code of the Borough of River Edge, an applicant shall be responsible to reimburse the municipality or a municipal agency or approving authority for all expenses and fees incurred by the municipality or municipal agency or approving authority for the services of professional personnel required to process an application for development, including review of applications for development, review and preparation of documents, inspection of improvements or other purposes under the provisions of N.J.S.A. 40:55-D-1 et seq. The municipality shall be entitled to be reimbursed for the review of applicants both as to completeness and as to content; for the review and preparation of documents such as but not limited to drafting resolutions, developer's agreements and necessary correspondence with applicants or applicants' professionals. If an applicant shall request a special meeting of the Planning Board or Zoning Board of Adjustment to hear any part of the applicant's application, the applicant shall be responsible for all professional services of professional personnel and for expenses and fees incurred by the Borough for any recording secretary or stenographer appearing at any special meeting.

To the Applicant:

If the funds are depleted in one category, the Borough of River Edge may use an available balance in another.

☒ Yes, I give my permission to use the escrow as needed

☐ No, I will make supplementary deposits upon request for individual services.


Applicant Signature Joseph Jacobs, Managing Member
Pacific Outdoor Advertising, LLC

1/2/26
Date

Block 1402, Lot 4

Block/ Lot

Notice of Appeal
Land Use Board
Borough of River Edge

To the Planning Board:

Appeal is hereby made for a variation from the requirements of the Building Inspector from the decision of 12/22/25 - see rider attached for denial letter

For the purpose of preliminary and final site plan approval, together with use and related variance approval

erect/alter/extend/use a _____ to erect a two-sided "static" billboard _____

In accordance with plans filed herewith.

The premises known as 14 Rte 4 West, River Edge, NJ 07661

Applicant Pacific Outdoor Advertising, LLC E-mail: jjacobs218@aol.com

Address 23 Wendy Drive, Linwood, NJ 08221

Owner BCF Investors, LLC

Lease or Tenant Tenant

Address 14 Rt. 4 W., River, Edge, NJ 07661

Use district C-1 Commercial (Neighborhood Business) Block. 1402 Lot. 4

Occupancy of each floor n/a; current existing use: office use

Size of Lot 7,032.30 SF Comer or Interior _____ Corner _____

On how many streets does lot have frontage 3

Size of Building (at street level) 1,092 SF (ex.)

Feet Front 280.48' Feet Deep 6.23'

Height of building 26.80' (ex.) / 60.00' (prop.) Stories 1.5-stories (ex.) / N/A (prop.)

Set back from front property line 11.39' (ex.) feet 5.00' (prop.)

From side line, if comer lot N/A only front and rear yards

Other details not provided for in foregoing _____

Has there been any previous appeal involving these premises

No

If so, date n/a character of appeal. n/a

Disposition _____

The grounds of appeal or variation desired and reasons for same are as follows

See planner's rider attached

I hereby depose and say that all the above statements and statements made in any papers submitted herewith are true.

Sworn to before me, this January, 2nd

Day of 2026

MR
Melissa Rosinbaum
Attorney at Law
Attorney ID #27041997

Applicant's Signature

[Signature]

Applicant's Address

23 Wendy Drive
Linwood, NJ 08221

Joseph Jacobs, Managing Member
Pacific Outdoor Advertising, LLC

AFFIDAVIT OF OWNERSHIP

(Must Be Notarized)

If the applicant is not the owner, the applicant's interest in land must be indicated, e.g., tenant, contract/purchaser, lien holder, etc., and permission of the property owner to file the application must be submitted.

STATE OF New Jersey :

COUNTY OF Bergen :

BCF Investors, LLC, of full age, being duly sworn according to law, on
14 Rt. 4 W.

oath deposes and says that he/she resides at River Edge, NJ 07661 in the Municipality of
River Edge, County of Bergen and State of New Jersey and that, he/she is the owner in fee of all
that certain lot, piece or parcel of land situated, lying and being in the Borough of River Edge
aforesaid, and known and

Designated as Lot(s) 4, Block 1402

And that he/she authorizes Pacific Outdoor Advertising, LLC to make
the within application in his/her behalf and that his/her statements contained in said application
are true.

Sworn to me and Subscribed

before me this 9th day
of Jan, 2025.

Signature of Affiant

Joseph Donato, Managing Member
BCF Investors, LLC

Notary Public Signature

LIANE M. DESCALZI
NOTARY PUBLIC
STATE OF NEW JERSEY
MY COMMISSION EXPIRES JUNE 1, 2030

**PUBLIC NOTICE OF HEARING
RIVER EDGE MUNICIPAL LAND USE BOARD
BOROUGH OF RIVER EDGE**

PLEASE TAKE NOTICE that a public hearing of the River Edge Municipal Land Use Board will be held both live in the Conference Chambers of Town Hall and electronically via Zoom, on **Wednesday, _____, 2026 at 7:30 p.m.** by the Borough of River Edge, 705 Kinderkamack Road, River Edge, New Jersey. The undersigned, attorneys for **Pacific Outdoor Advertising, LLC** ("Applicant"), shall appear at that time to present a proposed development application seeking preliminary and final site plan approval, together with use, height, and bulk relief to construct and operate a double-faced "static" billboard sign on a single monopole, as shown on the plans filed with the application materials.

Members of the public may attend meetings in-person or via ZOOM. To join the Hearing via smart phone, computer or tablet use the following link: <https://us02web.zoom.us/j/82428856962>. Webinar ID: 824 2885 6962. This log in information and a link to the meeting will also be posted on the Borough web site at <https://www.riveredgenj.org/landuse>. To join the hearing via telephone, dial in using one of the numbers below, if you receive a busy signal, you may try any number on the list: +1 929 436 2866; +1 301 715 8592; +1 312 626 6799; +1 669 900 6833; +1 253 215 8782; +1 346 248 7799.

The premises/project location is known as 14 Route 4 West, River Edge, New Jersey, also known as Block 1402 Lot 4 on the Tax Assessment Map of the Borough of River Edge. The property is presently developed with a multistory office building and parking, which are to remain. The property is located in the C-1 Zone (Commercial: Neighborhood Business District). Each sign face of the proposed billboard will measure approximately 10.5 feet high by 36 feet wide (approximately 378 square feet in area, per face). The top of the billboard will be 60 feet above ground level.

The Applicant is seeking preliminary and final minor site plan approval, as well as the following specific variance(s), waiver(s), exception(s), and/or interpretation(s) from the River Edge Zoning and Site Plan Ordinances, respectively as follows:

1. Section 416-44.A.1: Prohibited Signs and Lighting: billboards are a prohibited sign type; a double-sided "static" billboard is proposed on a single monopole; therefore, a 'D-1' variance pursuant to N.J.S.A. 40:55D-70.d.(1) is required for a use not permitted in the zone;
2. Section Attachment 2: Number of Principal Uses: the schedule of permitted uses does not indicate more than one principal use is permitted per lot; the application is for two principal uses (office and billboard) on one lot; therefore, a 'D-1' variance pursuant to N.J.S.A. 40:55D-70.d.(1) is required for two principal uses (office and billboard) on one lot;
3. Section 416 Attachment 3:1: Maximum Height: 30 ft. max. height is permitted; 60 ft. is proposed for the billboard height; therefore, a 'D-6' variance pursuant to N.J.S.A. 40:55D-70.d.(6) is required for the billboard;
4. Section 416 Attachment 3:1: Minimum Front Yard Setback, Billboard: 30 ft. is required; 5 ft. is proposed; therefore, a 'C' variance pursuant to N.J.S.A. 40:55D-70.c. is required for the billboard;

5. Section 416 Attachment 3:1: Minimum Rear Yard Setback, Billboard: 20 ft. is required; 9.37 ft. proposed; therefore, a 'C' variance pursuant to N.J.S.A. 40:55D-70.c. is required for the billboard.

If required, the Applicant seeks relief and/or confirmation for continuation of pre-existing non-conformities from the River Edge Zoning and Site Plan Ordinances, respectively as follows:

1. Section 416 Attachment 3:1: Minimum Lot Area: 15,000 SF is permitted; 7,032.30 SF is existing and proposed; therefore, a 'C' variance pursuant to N.J.S.A. 40:55D-70.c. is required for the existing nonconformity;
2. Section 416 Attachment 3:1: Minimum Lot Depth: 100 ft. is permitted; 6.23 ft. is existing and proposed; therefore, a 'C' variance pursuant to N.J.S.A. 40:55D-70.c. is required for the existing nonconformity;
3. Section 416 Attachment 3:1: Minimum Front Yard Setback: 30 ft. is required; 11.39 ft. is existing and proposed; therefore, a 'C' variance pursuant to N.J.S.A. 40:55D-70.c. is required for the existing nonconformity;
4. Section 416 Attachment 3:1: Minimum Rear Yard Setback: 20 ft. is required; 12.59 ft. is existing and proposed; therefore, a 'C' variance pursuant to N.J.S.A. 40:55D-70.c. is required for the existing nonconformity;
5. Section 416 Attachment 3:1: Minimum Landscape Buffer between Parking and Street: 5 ft. is required; 0.0 ft. is existing and proposed; therefore, a 'C' variance pursuant to N.J.S.A. 40:55D-70.c. is required for the existing nonconformity;

The Applicant also seeks approval for any and all variances, waivers, exceptions, interpretations, and any other incidental relief that may be required or deemed necessary during the review and consideration of this application by the Municipal Land Use Board and its professionals or by the Applicant during the application and hearing process, including but not limited to that which may be generated by way of revised plans and submission of same and/or, if required, continuation/confirmation of any pre-existing non-conforming conditions.

The Applicant by order of the Land Use Board of the Borough of River Edge, New Jersey, is sending this notice. This notice is sent to you as an owner of property within 200 feet of the subject premises. At the virtual public hearing, you may appear, or you may be represented by an attorney, and present any testimony which you may have concerning the application. When the case is called, you may participate by pressing the "raise hand" button on Zoom or by dialing *9 on your phone to "raise your hand" in the virtual meeting. The meeting host will either call your name or the last 4 digits of your phone number when it is your turn to participate. To participate, you may unmute yourself on Zoom or by pressing *6 on the telephone keypad.

If you wish to review the application, including the plans and maps submitted, all documents can be inspected in the Municipal Land Use Office at Borough Hall, 705 Kinderkamack Road, River Edge, New Jersey between 9:00 am and 2:00 pm, Monday through Friday, and can be obtained on the Borough website at www.riveredgenj.org.

This Notice is also being provided to owners of property within 200 feet of the Applicant's Property and utilities servicing both the Borough of River Edge, as shown on the list provided by the Borough of River Edge.

You are being notified of the Application in order that you may attend the hearing in person or through your attorney or agent, to be heard either as favoring, opposing or commenting upon this application.

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

Dated: February __, 2026

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

Stephen P. Sinisi, Esq.
*Attorney for Applicant, Pacific
Outdoor Advertising, LLC*

**BOROUGH OF RIVER EDGE, NEW JERSEY
LAND USE BOARD**

Affidavit of Service

STATE OF NEW JERSEY)
 : SS.:
COUNTY OF BERGEN)

I, Liane Descalzi, of full age, being duly sworn according to law, deposes and says that I am a Paralegal at The Law Offices of Stephen P. Sinisi, Esq., LLC, Attorneys for Applicant, Pacific Outdoor Advertising, LLC, with respect to the development application before the Borough of River Edge, County of Bergen and State of New Jersey, which relates to premises located at 14 Route 4 West, River Edge, NJ; Block 1402, Lot 4. On _____, 2026, at least 10 days prior to the time appointed for the hearing, the required notice, a true copy of which is attached hereto, was served by certified mail, to all owners of property within 200 feet affected by this application as set forth on the list provided by the Borough of River Edge and Borough of Paramus, respectively, and applicable utilities and which list together with proofs of service, in the form of return receipts and while slips or signature page(s), are also attached.

There is also attached a copy of the proof of publication for the public notice. The notice was published in The Record.

Liane Descalzi

Sworn to and subscribed before me this
_____ day of _____, 2026

Notary Public

Borough of River Edge Land Use Board

Check List - Site Plan

Applicant's name and address: Pacific Outdoor Advertising, LLC

23 Wendy Drive, Linwood, NJ 08221

Phone: 609-335-5550 Project: Proposed Static Billboard

Location: 14 Rte 4 West, River Edge, NJ 07661

Date received: _____ who prepared plans: William R. Vogt, JR., PE

Registration#: #24GE04690600 Address: L2A Land Design, LLC
66 Grand Avenue, 2nd Fl, Englewood, NJ 07631

Site plans which comply with all requirements of the check list shall be submitted no later than seventeen (17) days before the next monthly meeting of the Planning Board. Applicant should review the Zoning Code, Chapter 2, Site Plan Review. At least eighteen (16) prints shall be submitted at the time of the application. Please check County Planning Board regulations where site is situated on a County Road.

The following check list is designed to assist applicants in preparing site plans for the Planning Board review. Applicant should check off each item to ensure that it is included on the plan. Items omitted may delay consideration by the Board. Utility plans, landscaping plans, architectural elevations, etc., may be shown on separate sheets.

Yes No

- X Proper size sheet under NJ Map Filing Act: 8 ½ x13, 15x21, 24x36 or 30x42inches
- X Scale one inch equals 20', except for sites of 40 acres or more.
- X Date, referenced meridian (North arrow), graphic scale
- X Entire tract shown
- X Name of owner or name of applicant and interest in property

Yes No

- X Names of adjoining owners
- X Name of Licensed Professional Engineer, Surveyor, Architect or Planner who prepared pJans
- X Zone and Zone boundaries, if applicable
- X Tax Map Identification (sheet number, block and lot)
- X Boundaries of the property and dimensions
- X Place for the signatures of the Chairman and of the Secretary of the Planning Board
- X Place for the Borough Engineer
- X Number and type of proposed uses to occupy the building
- X Number of units and the number of tenants, employees or occupants of each unit
- X Location of existing buildings and structures, including fences and retaining walls
- X (N/A) Structures to be removed shall be indicated by dashed lines
- X Location, size and nature of all existing and proposed right-of-way and easements and land dedicated to the Borough or County
- X Existing topography and proposed grading (2' or 5' intervals depending on grade), first floor elevation of all buildings

Yes No

- | | |
|---------|---|
| X | Location, name and width of "right of way", pavements, curbs, and sidewalks of all abutting streets |
| X | Location of all existing sanitary sewers |
| X | Location of all existing storm sewers |
| X | Wooded areas, plus location of single trees not in wooded area with diameter of 6" or more as measured three feet above the base of the trunk |
| X | Location (including setbacks from property lines) and use of all proposed buildings and structures and the existing ones to remain |
| X | Land coverage by buildings in square feet and percentage of total site Size and location of driveways and curb cuts. Existing |
| X | Location and scaled design of any off-street parking areas |
| X | Size, location, and number of parking bays; size and location of aisles, planting areas and directional traffic flow |
| X | Location of water mains and hydrants |
| X | Location and direction of all illumination and time of proposed outdoor lighting; including all standards and utility poles on abutting streets |
| X (N/A) | Proposed fencing, screening, retaining walls, and landscaping including a planting plan; premises presently screened by fencing |

Yes No

X (N/A) Proposed sanitary sewer lines

X (N/A) Proposed drainage, including catch basins and where applicable storm sewer systems

- X Sign locations and size of each
- X Existing paving and proposed surface paving and cross section
- X Indicate electronic service from pole underground or above ground
- X Locate transformer
- X Locate all existing trees 6' or more in diameter
- X Locate transformer

Article V
Site Plan Details

§350-18 Required Documentation

The applicant shall submit the following documents to the Construction Official of the Borough of River Edge in order to apply for site plan approval, together with such other documents as may thereafter be required by the Planning Board.

Yes No

- ✓ **A.** An application for preliminary site plan approval shall include the documents required in sections 16-18, 16-19 & 16-20 herein.
- ✓ **B.** An application for final site plan approval, if filed separately, shall include the documents previously submitted for preliminary site plan approval, fully modified to reflect the decisions and requirements of the Land Use Board. The application for final site plan approval, whether separate or combined, shall include all additional documents and requirements as described in sections 16-21 and 16-22.
- ✓ **C.** All applications for site plan approval shall be prepared, signed and sealed by a professional engineer or architect.

§350-19 Site Plan Application- General Information Requirements

The applicant shall submit Sixteen (16) copies of an application for site plan approval which shall include the information and data required below.

- ✓ **A.** Site plans shall be drawn at a scale not smaller than one (1) inch equals 50 feet and not larger than one (1) inch equals 10 feet. The scale used shall be shown on each page of the drawing.

Yes No

✓

B. Each lot and block number of the property as shown on the current tax assessment map of the Borough of River Edge.

✓

C. Name, address and phone number of the applicant.

✓

D. Name, address and phone number of any authorized representatives of the applicant in connection with the application.

✓

E. Name, address and phone number of current owner of the property if the applicant is not the owner. If the owner is a corporation, the name and address of the president and secretary shall be included.

✓

F. Description of the current use (s) of the property.

✓

G. Complete and full details of the use (s) of the site.

✓

H. Statement as to whether owner or applicant owns contiguous property and if Applicant & Owner do not so, the lots and blocks of the property.

✓

I. General description of buildings to be erected or altered, including dimensions of building and total number of square feet of gross floor area, by use, for each floor and the total.

✓

none or
n/a

J. Reference to any existing covenants, deed restrictions, easements or exceptions that are in effect or are intended to cover all or any of the site. A copy of such covenants, deed restriction, easements or exceptions shall be submitted with the application. If there are no known covenants, deed restrictions, easements or exceptions affecting the site, a notation to that effect shall be indicated in the application.

Yes No

☒ ☐
n/a **K.** Reference to soil permits, including statement as to requirement or waiver. If soil permit is required, a copy of the granting of the permit shall accompany the application.

☒ ☐
n/a **L.** Reference to demolition of existing on-site buildings or structures. If existing buildings or structures are to be demolished, the structures to be removed shall be so indicated on the site plan.

☒ ☐ **M.** Reference to required variances necessary to use the site as proposed.

☒ ☐ **N.** Reference to the zoning district in which the site is located.

☐ ☐ **O.** The distance between the nearest part of the lot to the nearest residential zoning district.

☐ ☐ **P.** The proposed maximum height of any structure or building proposed on the site as measured according to borough ordinances.

☐ ☐ **Q.** The total number of square feet of the building coverage of the lot, and the percentage of the building coverage of the total lot area.

☒ (N/A) ☐ **R.** If the proposed use of the property requires a conditional use, a copy of the application shall accompany the site plan application.

☒ (N/A) ☐ **S.** Reference to the number of parking spaces required for the proposed use(s) by ordinance and the number of parking spaces proposed as part of the site plan application.

☐ ☐ **T.** The total number of square feet of planted areas shown on the plan and the percentage of the site devoted to planted areas. These calculations should be done with and without buffer areas.

Yes No

X (N/A) **U.** Reference to Bergen County site plan approval. If county site plan approval is required, a copy of the documents and communication so stating shall accompany the application.

X **V.** Reference to abutting and contiguous streams. If the site abuts or is contiguous to a stream and such stream is to be altered or modified, all plans relating to such alteration or modification shall accompany the site plan. If such alteration or modification requires approval from the State of New Jersey a copy of the application and approval shall accompany the site plan application.

X
See rider attached **W.** Certification from Tax Collector's office as to whether all real estate taxes on the property have been paid up to date.

X **X.** Such other information and data as may be required by the Planning Board in order to determine that the details of the site plan are in accordance with the borough ordinances.

Y. FOR SIGN APPLICATIONS ONLY

How many signs are located on the property presently? 1 wall mounted & 1 ground/freestanding (ex.)

1. Sign #1 is setback 5.00' (prop.) feet from the front property line, N/A (prop.) feet from the left/ right side yard line and 60.00' (prop.) feet above grade.

The proposed size of sign #1 is 378 SF square feet. (prop.)

2. Sign #2 is setback _____ feet from the front property line, _____ feet from the left/ right side yard line and _____ feet above grade.

The proposed size of sign #2 is _____ square feet.

3. The proposed area of all signs is 378 SF square feet. (prop.) Area of existing wall & ground mounted signs are unknown

4. The proposed total number of signs on the property: 3

§ 350-20 Application - Date and Completeness

The application and site plan shall be dated, signed by the applicant and the filing data shall be stamped on the applications and site plan on the day that they are received by the Construction Official, together with the required site plan and site plan fee. Until all of these have been received, the submission shall not be considered to be complete.

Yes No

§350-21 Site Plan Application - Detailed Information Requirements

- | | |
|---|---|
| X | A. Key Map: A key map showing the location of the site with reference to the surrounding areas and existing street intersections within one thousand five hundred (1,500) feet of the boundaries of the proposed development site. |
| X | B. Zoning Compliance: A table showing the zone in which the property is located, and the zoning requirements identified by section compared to the proposed plan for the following: |
| X | (1) Required maximum height allowed by ordinance - maximum height of proposed buildings and structures. |
| X | (2) Required width of lot by ordinance - width of lot of subject property. |
| X | (3) Required frontage of lot by ordinance - frontage of lot of subject property. |
| X | (4) Required minimum lot area by ordinance - area of lot of subject property. |
| X | (5) Allowed maximum percentage of lot covered by building and improved areas by ordinance - total percentage of lot covered by proposed buildings and improved areas of subject property. |
| X | (6) Maximum coverage of lot by building in square feet by ordinance - coverage of lot by proposed building in square feet on subject property. |
| X | (7) Minimum front yard required by ordinance - proposed front yard area on subject property. |

Yes No

- X (8) Minimum width of any side yard in feet required by ordinance - width of side yards proposed on subject property.
- X (9) Planted areas, inclusive and exclusive of buffer areas, in percentage and square feet required by ordinance - proposed total area of planted areas, inclusive and exclusive of buffer area, in square feet and percentage on subject property.
- X (10) Total buffer area in percentage and square feet as required by ordinance - proposed total area of buffer area in square feet and percentage on subject property.
- X (11) Minimum rear yard required by ordinance - rear yard proposed on subject property.
- X (12) Number of parking spaces required by ordinance -number of parking spaces provided on subject property.

C. Revision Notations: A complete and accurate description of any and all revisions of the site plan as required by the Planning Board or made by the applicant including the following information:

- X (1) The date of preparation of the original filed site plan.
- X (2) The date of each subsequent revision of the plan or any page thereof, with a summary of all the changes made in connection with each revision. Such summary shall also indicate whether the revision or revisions made change the information in the zoning compliance requirements in section 16-20.2.

D. Lot Layout: A complete and accurate description and illustrations of the proposed lot layout including but not limited to the following:

Yes No

- X (1) The location, direction and dimensions of existing and proposed property lines, building setback lines, set back lines, buildings, structures, parking areas, aisles, driveways, fire lanes, planted areas and buffer areas.
- X (2) All existing and proposed streets or roads within or abutting the proposed site with the right-of-way widths clearly indicated, together with a statement indicating whether any additional road width is offered.
- X (3) The location, size and type of all existing and proposed rights-of- way easements and other encumbrances which may affect the site, and the location and graphic illustration of any lands to be dedicated to the municipality, county or state.
- X (N/A) (4) The location of any other underground utility and the easements to accommodate such utility requirements shall be presents and illustrated on the site plan.

X
see survey

E. Topography: a complete and accurate description and presentation of the existing and proposed site topography including the following information:

- X (1) Existing and proposed contours, referred to in the United States Coast and Geodetic Survey data or the New Jersey Geodetic Control Survey Datum, with a contour interval of one foot for slopes of three percent or less, an interval of two feet for slopes of more than three percent but less than ten percent and an interval of five feet for slopes of ten percent or more. Existing contours are to be indicated by dashed lines, and proposed contours are indicated by solid lines.
- X (2) Existing and proposed contours, as described in section E (1), for a distance of 30 feet around the perimeter of the subject property.

Yes No

F. Drainage and Utilities: A complete and accurate description and presentation of the storm drainage and public utility plans of the site including but not limited to the following:

- X (N/A) (1) Calculation of the sanitary flow for each point of connection to the municipal sewerage system including discharge rates and velocities.
- X (N/A) (2) Runoff calculations for the storm water discharge to the municipal storm sewerage system, drainage ditch or stream shall be submitted along with the rate and velocity at the point of discharge and the reservoir and routing calculations.
- X (3) The location, distance from nearest manhole, size, slope, inverts and nature of all storm water facilities including construction details of manholes, catch basins, inlets, storage areas, ditch drains, dry wells, recharge basins or any other method of storm water control approved by the municipal engineer. If recharge basins or dry well, etc., are utilized, percolation tests of the site are to be performed by the applicant and certification of test is to accompany the site plan along with the results and locations of the test and any other information essential to the test such as depth to bedrock, soil characteristics, etc.
- X (4) The location, size and type of utilities within adjacent streets, including water mains, sewer, electric power lines, street lighting, fire hydrants, gas lines, valves and water meters, catch basins, conduits, etc.
- X (5) The boundaries of all areas that flood on or within 50 feet of the site during or after a 50-year design storm.

Yes No

G. Landscaping: A comprehensive and accurate landscape plan, prepared by a landscape architect, architect or professional engineer presenting and illustrating all planted areas and buffer areas including but not limited to the following:

- X (1) The name of the preparer of the plan, their address, telephone number and license number. The scale of the plan shall be indicated as well as the name of the applicant and authorized agent.
- X (2) The position of any proposed building, driveway, parking areas, planted area and planted buffer area so that an evaluation can be made for a proper layout of the site consistent with the criteria set forth.
- X (3) Existing and proposed topography at two feet contour intervals.
- X (4) The location, dimensions and configuration of all required planted areas and all required buffer areas, and the locations, size, and species of plant and trees and ground covers to be installed.
- X (5) The location of any existing trees or groups of trees on the lot that are in excess of six inches in diameter, one foot above the base and the species or type of tree. A statement of what trees, if any, are proposed to be removed, or will have to be removed by reason of changes of grade, or for any other reason, in order to construct the proposed project.
- X (6) The total number of square feet of any planted area and the total number of square feet of any required buffer area.
- X (7) The width of each planted buffer area.
- X (8) The number of square feet on the lot and the percentage of square feet devoted to requires planted areas and required buffer areas.

Yes No

X (9) A certification (sealed and signed) by the preparer of the plan that the dimensions of the area of the lot, the planted areas and the planted buffer area, if required, are correct.

X **H. Lighting:** A comprehensive and accurate lighting plan including the proposed location, direction of illumination, power and times of proposed outdoor lighting in conformation with applicable standards of the borough including type of standards to be employed, radius of light and intensity in footcandles.

X **I. Floor Plans and Elevations:** Including but not limited to the following:
n/a

(1) Floor plans and elevation drawings with overall dimensions.

(2) Description of exterior building materials.

J. Cross Sections and Specifications: a comprehensive and accurate description and illustration shall be submitted and shall contain cross sections of the following proposed construction on and off the site, together with dimensions and specifications for such work.

X (N/A) (1) Curbs

X (N/A) (2) Paving of parking areas and aisles

X (N/A) (3) Sidewalks

X (N/A) (4) Any and all sanitary sewer work

X (N/A) (5) Storm drains, catch basins, detention basins and any and all other drainage facilities.

X (N/A) (6) Retaining walls and fences

Yes No

(7) Street specifications for street paving, or a statement that specifications maintained by the borough engineer are to be followed.

§ 350-22 Soil Erosion and Sediment Control Plan

X (N/A) A soil erosion and sediment control plan prepared by a licensed New Jersey professional engineer in accordance with specifications of the Bergen County Soil Conservation District shall be submitted for sites where over 5,000 square feet of ground will be disturbed. The Planning Board shall not give unconditional approval to the site plan until receipt of Soil Conservation District shall be the applicant's responsibility. Upon receipt of a report from the Bergen County Soil Conservation District, the Planning Board shall require incorporation of soil erosion and sediment control measures as it deems appropriate as a condition of approval of the site plan.

§ 350-23 Cost Estimates, Performance and Maintenance Bonds and Construction Timetables:

X The developer shall submit prior to final approval of the site plan by the Planning Board, the cost estimates, construction time schedules and performance and maintenance bonds for any improvements, both on and off site, as required under Articles VI, VII and VIII herein.

The Municipal Land Use Law requires that certain circumstances be shown before a variance can be granted. The following questions must be answered completely.

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?

See rider attached

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?

See rider attached

3. What are the benefits of the proposed application and how would the benefits substantially outweigh and detriments?

See rider attached

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.

n/a; also, see rider attached

Rider to Application – Planner’s Variance Justifications

14 Route 4 West – River Edge, NJ

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 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. A good “real world” example of why additional height is necessary can be found right across Route 4, where there is an existing, much lower billboard that has limited visibility due to obstacles along the roadway and in the surrounding landscape (trucks, trees, buildings, utility lines, DOT signs, etc.). Contrast that to the newer sign approximately ¼ mile to the west (Wendy’s site) which is much more effective in meeting the intent of the use. As for the setbacks, the practical difficulty is visually evident in the L2A plan, which shows a “pencil thin” permitted building envelope applying all setback requirements. This practical difficulty is clearly related to the undersized nature of the lot and its highly irregular shape, in effect making setback relief unavoidable for any use of this lot. Thus, strict application of the regulations would create unnecessary hardship, given the size and shape of the property and the physical characteristics of the area.
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 distinct 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 – all surrounding properties are fully developed.

Rider to Application

Certification of Paid Taxes

RIVER EDGE LAND USE BOARD
BOROUGH OF RIVER EDGE
705 Kinderkarnack Road
River Edge, NJ 07661

CERTIFICATION OF TAX PAYMENT

BCF INVESTORS LLC
Name of Applicant

14 ROUTE 4 WEST
Street Address

1402
Block

4
Lot

I, being the Tax Collector of the Borough of River Edge, New Jersey, do hereby certify that tax charges on the above captioned premise are paid through the current tax period

4Q (NOV 1) 2025 and are not in arrears.

12/12/2025
Date

Debra Mati
Tax Collector
Borough of River Edge
705 Kinderkarnack Rd

Rider to Application

Letter of Denial dated 12/22/25

Borough of River Edge

705 KINDERKAMACK ROAD, RIVER EDGE, NEW JERSEY 07661 • 201-599-6300

FAX: 201-599-0997



ZONING REVIEW

BLOCK:1402/ LOT:4/ ZONE:C-1

LETTER OF NONCOMPLIANCE

December 22, 2025

14 Route 4 West (Property Address)
River Edge, NJ 07661

BCF Investors, LLC (Property Owner)
14 Rt. 4 W., (Attn: Joseph Donato – 201-341-0725 - jmdarch1@gmail.com)
River Edge, NJ 07661

Pacific Outdoor Advertising, LLC (Applicant)
Attn: Joseph Jacobs
23 Wendy Dr.
Linwood, N.J. 08221 609-335-5550

Stephen P. Sinisi, ESQ., LLC (Attorney)
Two Sears Dr. 2nd Fl.
P.O. Box 1458
Paramus, NJ 07653-1458 201-599-1600 firm@sinisilaw.com

Re: Proposed Installation of a 'Static' Billboard

Dear Property owner,

In doing a zoning permit review for the above referenced property we found the following with the information provided:

1. As per §416-44, §416-46, §416-53
 - Prohibited signs and lighting of the Borough Codes of River Edge, proposed Static Billboard would not be permitted. A variance would be required.
 - Height
 - Front Yard Setback
 - Rear Yard Setback
2. Any other variances that may be required.

Therefore, your application is Denied due to noncompliance of the Borough Codes.

Should you believe that your proposal is in compliance with the Borough Ordinance, you may appeal this decision to the River Edge Land Use Board. Alternatively, if you wish to seek variance relief from the Ordinance requirements, you may submit an application to the River Edge Land Use Board. You have the right to appeal this decision and ask for alternative relief in the form of a variance at the same time. If you wish to appeal and/or apply for a variance, please contact the Borough Land Use Clerk at 201-599-6307.

Sincerely yours,

Stephen A. Depken

Construction Official / Zoning Officer
Borough of River Edge, 201-599-6322

Rider to Application

NJDOT Permit dated 8/7/25



State of New Jersey
DEPARTMENT OF TRANSPORTATION
P.O. Box 600
Trenton, New Jersey 08625-0600

PHILIP D. MURPHY
Governor

FRANCIS K. O'CONNOR
Commissioner

TAHESHA L. WAY
Lt. Governor

OUTDOOR ADVERTISING PERMIT

Pacific Outdoor Advertising, LLC
Joseph Jacobs,
23 Wendy Drive
Linwood, NJ 08221

Permit No.: 78009

Pursuant to the provisions of Chapter 413, P.L.1991, as amended, this permit has been issued to the named permittee, indicating approval by the New Jersey Department of Transportation to erect, maintain, or use an outdoor advertising structure or other object for the display of outdoor advertising matter within public view at the location described in his / her original application, which location, type, number of spaces and square foot area are also described below in accordance with the New Jersey statutes and regulations for the Roadside Sign Control and Outdoor Advertising.

This permit does not grant permission to erect or maintain an advertising sign on State highway right-of-way. This permit is conditional, unless a public hearing has been held in accordance with the provisions of section 6 of P.L.1975, c.291 (C.40:55D-10) and, where the permit applicant is a private entity, all relevant local approvals required by the municipality have been received by the private entity seeking the permit.

This permit shall be in effect from the date of issue and will expire on May 15, 2026. It may be renewed under the same terms and conditions as the original application, unless canceled or revoked. This permit is not transferable unless ownership is changed in accordance with regulations.

Description of Permitted Location: **Route N.J. 4**
N/S, 91 Feet West of Lakeview Street
River Edge Borough

Milepost 5.10 W.R.D.

Bergen County

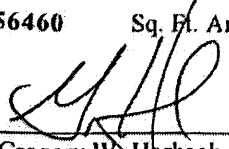
Dealer #: **256460**

Sq. Ft. Area: **1,920**

No. of Spaces: **2**

Type: **Ground Conditional**

Issued by: _____


Gregory W. Harbach
Applications Supervisor
Office of Outdoor Advertising Services

Permit Fee: \$635.00

Date of Issue: 08/07/2025

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Rider to Application

Property Owner's Affidavit re: Title restrictions, etc.

Property Owner's Affidavit

This affidavit is to confirm that I am the property owner of property located at 14 Rte 4 West, River Edge, NJ 07661 and to provide notification that there are no protective covenants or deed restrictions affecting this property.

I hereby depose and say that all of the above statements and statements made in any documents submitted herewith are true.

BCF Investors, LLC

Joseph Donato, Managing Member

Sworn to and subscribed before me this

9th day of Jan., 2025

Notary Public

LIANE M. DESCALZI
NOTARY PUBLIC
STATE OF NEW JERSEY
MY COMMISSION EXPIRES JUNE 1, 2030

Rider to Application

Owner & Applicant's Certification of Ownership

CERTIFICATE OF OWNERSHIP OF PROPERTY APPLICANT
Pacific Outdoor Advertising, LLC
AS REQUIRED BY THE NEW JERSEY MUNICIPAL LAND USE LAW
(N.J.S.A. 40:55d-48.1)

Listed below are names and addresses of all owners of 10% or more of the stock/interest* in the undersigned applicant corporation/partnership:

| | Name | Address | % Interest |
|-----|---------------|-----------------------------------|------------|
| 1. | Joseph Jacobs | 23 Wendy Drive, Linwood, NJ 08221 | 100% |
| 2. | | | |
| 3. | | | |
| 4. | | | |
| 5. | | | |
| 6. | | | |
| 7. | | | |
| 8. | | | |
| 9. | | | |
| 10. | | | |

* Where corporations/partnerships own 10% or more of the stock/interest in the undersigned or in another corporation/partnership so reported, this requirement shall be followed until the names and addresses of the noncorporate stockholders/individual partners exceeding the 10% ownership criterion have been listed.

Pacific Outdoor Advertising, LLC

By: 

Printed name: Joseph Jacobs

Title: Managing Member

DATED: 1/9, 2024

CERTIFICATE OF OWNERSHIP OF PROPERTY OWNER
BCF Investors, LLC
AS REQUIRED BY THE NEW JERSEY MUNICIPAL LAND USE LAW
(N.J.S.A. 40:55d-48.1)

Listed below are names and addresses of all owners of 10% or more of the stock/interest* in the undersigned applicant corporation/partnership:

| Name | Address | % Interest |
|---------------|-------------------------------------|------------|
| Joseph Donato | 14 Rt. 4 W. River Edge, NJ 07661 | 100% |

* Where corporations/partnerships own 10% or more of the stock/interest in the undersigned or in another corporation/partnership so reported, this requirement shall be followed until the names and addresses of the noncorporate stockholders/individual partners exceeding the 10% ownership criterion have been listed.

BCF Investors, LLC

By: 

Printed name: Joseph Donato

Title: Managing Member

DATED: January 9, 2026