



March 6, 2026

VIA EMAIL ONLY

Members of the River Edge Land Use Board
Borough of River Edge
705 Kinderkamack Road
River Edge, New Jersey 07661

RE: Proposed Static Billboard
14 Route 4 West
Block 1402, Lot 4
Borough of River Edge
Bergen County, New Jersey

Dear Board Members:

Our office has reviewed the application and plans for the proposed static billboard sign at above-referenced property. The subject site is located in the C-1: Commercial Neighborhood Business Zoning District and is characterized by an undersized, irregular shaped lot that does not conform to the minimum lot area and lot depth requirements of the C-2 Zone. The property is bounded by State Highway Route No. 4 marginal road to the south and west, Lakeview Street to the east and residential properties to the north. Existing site improvements include a one-and-a-half-story frame building, wood deck, macadam driveway and parking lot, concrete walkways, lighting and landscaping with multiple existing non-conformities detailed below.

The Applicant proposes to construct a 60-foot-tall, double-faced static billboard along the southerly portion of the property. The proposed billboard will require variance relief from the C-2 Zone standards for maximum building height, as well as minimum front and rear yard setback requirements. An analysis of the applicable C-2 District zoning requirements, the associated variances, and our comments based on the submitted application materials are provided below.

Aerial Photograph



Materials Reviewed

1. Site Plan, entitled “Proposed Outdoor Advertising Sign, 14 NJSH Route 4 West, Borough of River Edge, Bergen County, New Jersey, Block: 1402, Lot: 4, Tax Map 14”, consisting of three (3) sheets, signed and sealed by William R. Vogt, P.E. of L2A Land Design, LLC, dated December 11, 2025 and last revised December 23, 2025.
2. Survey entitled, “Topographic Survey of Property, Tax Lot 4 – Block 1402, 14 Route 4 West, Borough of River Edge, Bergen County, New Jersey”, consisting of one (1) sheet signed by William C. Buchok, P.L.S. of Lakeland Surveying, dated September 2, 2025.
3. Letter of Noncompliance from Stephen Depken River Edge Construction Official / Zoning Officer dated December 22, 2025.
4. The Borough of River Edge Land Use Board Zoning Application.
5. Notice of Appeal to the River Edge Land Use Board.
6. Borough of River Edge Land Use Board Site Plan Checklist.
7. NJDOT Outdoor Advertising Permit, dated August 7, 2025.
8. Title Excerpt.
9. Rider to Application - Planner’s Variance Justification.
10. Rider to Application – Property Owner’s Affidavit re: Title Restrictions, etc.

Completeness Review

Site Plan Check List:

- Number and type of proposed uses to occupy the building.
Comment: The Applicant shall confirm the present use of the existing building.
- Number of units and the number of tenants, employees or occupants of each unit.
Comment: The Applicant shall confirm the number of employees for the existing use.
- Name, location and width of “right-of-way”, pavements, curbs, and sidewalks or all abutting streets.
Comment: The Applicant shall confirm the New Jersey State Highway Route 4 right-of-way limits and provide justification for the limits shown on the survey.

§350-19 Site Plan Application – General Information Requirements

- 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.
Comment: The Applicant has indicated this item as not applicable. However, a soil permit will be required for this application. The same must be applied for if the application is approved.

Y. FOR SIGN APPLICATION ONLY

- 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 square feet.

Comment: Two (2) signs are proposed on the billboard, each with an area of 672 square feet.

- The proposed area of all signs is 378 square feet.

Comment: Two (2) signs are proposed on the billboard. The total area of all signs is 756 square feet.

- The proposed total number of signs on the property 3.

Comment: The total number of signs is four (4), two (2) existing and two (2) proposed.

Zoning Analysis

Zoning Requirements				
Commercial: Office (C-1) Zoning District				
Description	Required	Existing	Proposed	Variance
Permitted Uses	§416 Attachment 2	Astrology Office	Astrology Office Billboard ⁽¹⁾	d(1) Use Variance ⁽²⁾
Minimum Lot Area	15,000 S.F.	7,032.30 S.F. (EN)	No Change	None
Minimum Lot Width	150 Ft.	166.37 Ft.	No Change	None
Minimum Lot Depth	100 Ft.	6.23 Ft. (EN)	No Change	None
Minimum Front Yard Setback (Marginal Road)	30 Ft.	2.44 Ft. (EN) ⁽³⁾	No Change	None
Minimum Front Yard Setback (Lakeview Street)	30 Ft.	11.40 Ft. (EN)	No Change	None
Minimum Side Yard Setback	15 Ft.	N/A	N/A	None
Minimum Combined Side Yard Setback	35 Ft.	N/A	N/A	None
Minimum Rear Yard Setback	20 Ft.	12.59 Ft. (EN)	No Change	None
Maximum Building Height	35 Ft.	26.80 Ft.	No Change	None
Maximum Number of Stories	2.5 Stories	1.5 Stories	No Change	None
Maximum Building Coverage	40% (2,812.92 SF)	15.53% (1,092.11 SF)	15.81% (1,111.80 SF)	None
Maximum Lot Coverage	80% (5,625.84 SF)	68.07% (4,786.89 SF)	68.35% (4,806.58 SF)	None
Buffer Zone (between parking areas and streets)	5 Ft.	0.00 Ft. (EN)	0.00 Ft.	Required
Billboard				
Description	Required	Existing	Proposed	Variance
Minimum Front Yard Setback	30 Ft.	N/A	5.00 Ft.	Required
Minimum Side Yard Setback	15 Ft.	N/A	N/A	None
Minimum Combined Side Yard Setback	35 Ft.	N/A	N/A	None

Billboard Cont'd				
Description	Required	Existing	Proposed	Variance
Minimum Rear Yard Setback	20 Ft.	N/A	9.37 Ft.	Required
Maximum Building Height	35 Ft.	N/A	60.00 Ft.	d(6) Height Variance

(EN) - Existing Non-Conformity; N/A – Not Applicable

Note(s):

- (1) Billboards are not listed as a permitted use within the C-2 Zone, as outlined in §416 Attachment 2.
- (2) See General Comment #4 below.
- (3) Front yard setback from the Marginal Road is taken from the deck.

Signs and Signage				
Description	Required	Existing	Proposed	Variance
Sign Type	Various	N/A	Billboards ⁽¹⁾	Required ⁽¹⁾
Locations Prohibited	§416-45	N/A	Project into a required yard or behind the lot or street line	Required
Lighting	§416-48	N/A	Permitted lighting for illuminated signs shall be limited to that concentrated upon the face of the sign. If any such sign is situated within 20 feet of a street, the direct source of light shall not be visible from the street or any neighboring lots or uses	Required

(EN) - Existing Non-Conformity; N/A – Not Applicable

Note(s):

- (1) Billboard signs are prohibited according to Borough Code §416-44A(1). See General Comment #4 below.

Outdoor Lighting				
Description	Required	Existing	Proposed	Waiver
Maximum Footcandles at Property Lines	1.0	N/A	> 1.0 footcandles	Required

(EN) - Existing Non-Conformity; N/A – Not Applicable

General & Engineering Comments

1. The Applicant shall provide testimony supporting all requested variances from the bulk requirements of the C-1 Zone.
2. The Applicant has provided a property owners affidavit confirming that the property is not subject to any covenants or deed restrictions. The same shall be confirmed via testimony.
3. We recommend color renderings are submitted showing the proposed billboard from multiple angles and locations.

4. Billboards are not a permitted use within the C-1 Zone; therefore, a d(1) use variance is required. However, the current prohibition of billboard signs is unenforceable. Accordingly, the Board should disregard the explicit prohibition and evaluate the application as a standard d(1) use variance request.
5. The site plan indicates that the property is not located within a fluvial flood hazard area, Zone AE (100-year flood zone), as shown on FEMA Flood Insurance Rate Map No. 34003C0191H, revised effective August 28, 2019, and FEMA Bergen County Flood Profile 35P for Coles Brook and Flood Profile 331P for Van Saun Mill Brook. Our review of the FEMA FIRM panel confirms that this information is accurate.
6. The Applicant has submitted a copy of the Outdoor Advertising Permit approval from the New Jersey Department of Transportation issued on August 7, 2025 and expiration on May 15, 2026.
7. The site plan shows four (4) 5000K LED lights on each side of the proposed billboard sign, with luminous output ranging from 3.8 lumens to 1.4 lumens at roughly 10-15 feet from the billboard. The Billboard is offset 5.00 feet from the front yard and 9.73 feet from the rear yards, meaning the footcandles over the property line exceed 1.0. As such a design waiver will be required. A note is included on the site plan indicating that the lights are capable of dimming. Additional testimony shall be provided regarding the light dimming.
8. The Applicant shall describe the existing parking conditions on the site and confirm the current use within the building. A parking analysis shall be provided identifying the required number of spaces for the existing use and demonstrating that adequate parking will remain available for service vehicles. The analysis shall also confirm that service vehicles can operate on site without adversely affecting internal traffic circulation.
9. The Applicant shall clarify whether a traffic study was conducted to evaluate the potential impacts of the proposed signs on vehicular safety.
10. The proposed billboard foundation encroaches into the existing parking area. The Applicant's Engineer shall delineate the existing parking spaces and illustrate the proposed parking reconfiguration necessary to accommodate the foundation. All resulting parking spaces shall comply with the applicable off-street parking standards of §350-25.
11. The Applicant shall provide a structural collapse analysis identifying the potential fall radius in the event of failure. The analysis shall demonstrate that the collapse zone does not extend into the residential dwellings to the north or any other occupied structures.
12. The Applicant shall provide testimony describing any protective measures that will be implemented to prevent ice, snow, or debris from falling into pedestrian areas or onto adjacent residential properties.
13. Per §416-51 *Every sign shall have its top designed to prevent the roosting, nesting or standing of any bird or animal. The use of spikes, screens or any other such device will not be accepted. This design requirement must be satisfied within the framework of the sign, as constructed.* The Applicant shall confirm compliance with this provision.
14. The proposed billboard is located less than 10 feet from the residential properties to the north. The Applicant shall provide testimony addressing the impacts to these properties, including visual impacts, etc.

15. The Applicant shall confirm whether a shadow study has been prepared to evaluate shadow impacts on the residential properties to the north.
16. The Applicant shall confirm that the proposed billboard is located a minimum of 300 feet from any billboard on the eastbound side of Route 4, in accordance with NJDOT spacing requirements.
17. The Applicant shall provide screening at the billboard foundation and for the existing parking area.
18. The Applicant shall indicate whether any protective measures are required to be installed at the base of the billboard to prevent vehicle impact in the event of a collision.
19. The Applicant shall provide testimony regarding the proposed construction methodology for the billboard sign. Specifically, the Applicant shall clarify whether all construction activities are anticipated to occur from within the subject property or if any portion of the installation will require access to, or operations within, the adjacent public right-of-way. If work within the right-of-way is required, the Applicant shall identify the anticipated extent and duration of such activities.

Approvals Required

It is the Applicant's responsibility to determine what, if any, permits are required from outside agencies in order to construct the proposed development. Including, but not limited to, the following:

- **Bergen County Soil Conservation District**
- **New Jersey Department of Transportation**
- **New Jersey Department of Environmental Protection**

Copies of all permits shall be forwarded to this office.

General Requirements

1. Construction activities may only be conducted during hours stipulated by Borough Ordinance.
2. Any adjacent structure, retaining wall, landscaping, curb, piping, pavement, fencing, etc. damaged during construction must be repaired or replaced.
3. The Applicant's plans should indicate an appropriate notation and reference that all construction work for the project must be performed in accordance with all applicable rules and regulations of the Occupational Safety and Health Administration (OSHA), the New Jersey Uniform Code, and good construction and engineering practice as it pertains to safety.

The above comments are based on our review of the submitted application and plans. At this time, we recommend that the application be deemed **complete**. We have made every effort to provide a thorough review; however, any future submissions, depending on the nature of revisions, may require additional review and comments.

Should you require additional information or have any further questions please do not hesitate to contact our office at (201) 487-0015.

Very truly yours,

COSTA ENGINEERING CORPORATION



Robert L. Costa, P.E., P.P. & C.M.E.
Borough of River Edge Land Use Board Engineer

cc: Thomas Behrens – Board Planner (Email only)
Mark Leibman, Esq. – Board’s Conflict Attorney (Email only)
Pacific Outdoor Advertising, LLC (Applicant)
Stephen P. Sinisi, Esq. (Applicant’s Attorney)
William R. Vogt, P.E. (Applicant’s Engineer)