



COMMUNITY PLANNING  
LAND DEVELOPMENT AND DESIGN  
LANDSCAPE ARCHITECTURE

PRINCIPALS:  
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**B U R G I S**  
A S S O C I A T E S , I N C .

## MEMORANDUM

To: River Edge Land Use Board  
From: Thomas Behrens, Jr., P.P., AICP  
Subject: Pacific Outdoor Advertising, LLC – Proposed Billboard  
Preliminary/Final Site Plan Approval w/ 'd'(1) Use, 'd'(6) Height & 'c' Variance Requests  
Block 1402 Lot 4  
14 Route 4 West  
Date: March 19, 2026  
BA#: 4401.02

This memorandum identifies the outstanding application checklist requirements discussed at the Land Use Board's March 11, 2026 application completeness review for the above-referenced application. While the application may now technically be deemed complete, as indicated below, some of the outstanding application checklist requirements are directly associated with the variance relief being requested, or required and not currently requested, and therefore should be provided for the Board's consideration. All other comments contained in our March 6, 2026 review memorandum remain relevant to be addressed by the applicant.

1. Number and type of proposed uses to occupy the building.

Comment: Several application materials and commentary provided at the March 11, 2026 Board meeting indicate the proposed property uses include office and astrology use of the existing building and a proposed freestanding billboard. However, the Affidavit of Ownership submitted with the application indicates the property owner resides at the subject site while casual observation of the site appears indicates the site may be occupied for residential use. The property owner subsequently requested one week's notice prior to any site inspection of the Zoning Officer. The applicant shall provide information sufficient to confirm the existing and proposed uses of the property which is necessary to confirm the extent of required 'd'(1) use variance relief.

2. Number of units and the number of tenants, employees or occupants of each use.

Comment: Similar to the above, the existing and proposed property uses shall be confirmed by the applicant.

3. Location, size and nature of all existing and proposed right-of-way and easements and land dedicated to the Borough or County.

Comment: The applicant shall provide all easements, deed restrictions and similar documentation to the extent that such information exists. Alternatively, the applicant shall provide a Schedule B demonstrating a title search has been conducted.

4. Location (including setbacks from property lines) and use of all proposed buildings and structures and the existing ones to remain.

Comment: As previously indicated, information shall be provided to demonstrate existing and proposed site uses.

5. Location and scaled design of any off-street parking.

Comment: Existing parking is not striped or otherwise identified on the site plan which appears to extend onto adjacent property owned by NJDOT for which no authorization has been provided. While it is understood that billboards typically do not generate additional parking demand, the base of the proposed billboard encroaches into the parking area which may impact the quantity of available parking spaces to serve the uses in the existing building. In addition, this information is pertinent to identify the extent of any existing nonconforming conditions related to the quantity of parking spaces as required and the design of same.

6. Size, location and number of parking bays; size and location of aisles, planting areas and directional traffic flow.

Comment: See #5 above. Existing planting areas are shown on the plans and no new landscaping is proposed.

7. Location and direction of all illumination and time or proposed outdoor lighting; including all standards and utility poles on abutting streets.

Comment: The lighting trespass study provided on sheet 3 of the site plans does not include property lines or any reference points to make such information useful in evaluating the potential impact of the proposed billboard lighting to adjacent residential uses.

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

Comment: See use comments above.

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

Comment: See use comments above.

10. 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.

Comment: See #3 above.

11. Reference to required variances necessary to use the site as proposed.

Comment: Extent of required variance relief to be confirmed based on professional reports, assessment of existing/proposed parking area conditions and nature of existing/proposed uses.

12. 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.

Comment: To be confirmed.

13. Number of parking spaces required by ordinance -number of parking spaces provided on subject property.

Comment: To be confirmed including impact of proposed billboard base on parking area.

14. 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.

Comment: To be confirmed.

15. Existing and proposed contours, as described in section E (l), for a distance of 30 feet around the perimeter of the subject property.

Comment: Information not provided for a distance of 30 feet around the perimeter. The applicant shall discuss the topography of the surrounding area with respect to the visibility of the proposed billboard from adjacent and surrounding residential uses.

16. 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.

Comment: Information not provided. To be confirmed as determined to be relevant.

17. 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.

Comment: The information submitted with the application is not sufficient to determine the extent of light trespass on adjacent properties which may require additional variance relief not currently requested in the application materials. Again, the light trespass analysis does not include property lines, scale or other reference points to determine the extent of light trespass or impacts on adjacent properties.