



June 9, 2026

VIA EMAIL ONLY

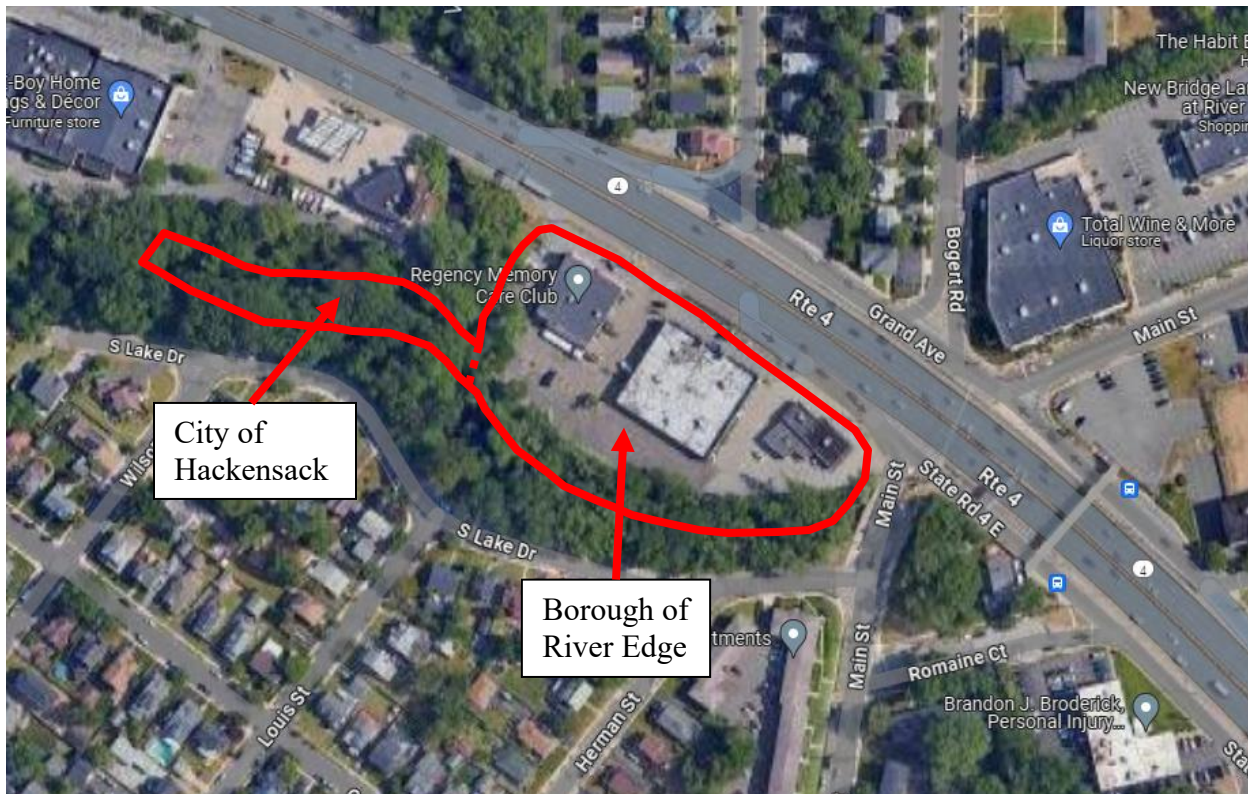
Members of the River Edge Land Use Board
Borough of River Edge
705 Kinderkamack Road
River Edge, New Jersey 07661

**RE: Proposed Signage
75 Route 4 East
Block 1415, Lot 1.01
Borough of River Edge
Block 580, Lot 1
City of Hackensack
Bergen County, New Jersey**

Dear Board Members:

Our office has reviewed the application and plans for the proposed signage at the Class V retail cannabis dispensary, also known as Sweetspot, at the above referenced address. The site is located within the Commercial Office (C-2) Zoning District and the Cannabis Overlay Zone (COZ). The Applicant is proposing to increase the square footage of the existing wall signs, add secondary signs for improved visibility from Route 4 and a new freestanding wayfinding sign. The subject property is an irregular shaped parcel bound by New Jersey State Highway 4 to the north, Main Street to the east, South Lake Drive (Hackensack Municipal Boundary) to the south and a gas station/Dunkin Donuts in the Borough of Paramus to the west. The property is currently improved with a 8,500 square foot one-story masonry & frame building (The Regency), a 18,990 square foot one-story masonry & frame building (Ethan Allen), a 4,420 square foot one-story masonry & frame building (Vacant & Office Space), macadam parking lot, concrete curbing, signage, lighting, utility infrastructure and landscaping. The property is located in both the Borough of River Edge and the City of Hackensack, with the lot in River Edge containing the existing buildings and other improvements and the lot in Hackensack being unimproved. Additionally, the Coles Brook runs along the southerly portion of the site. The Applicant is proposing one (1) 50 square foot wall sign, two (2) 25 square foot wall signs and one (1) 70 square foot freestanding sign. The Applicant is seeking variances for all of the proposed signage. We offer a breakdown of the signage requirements in the COZ and bulk requirements of the underlying zone below, along with comments based on our review of the material submitted.

Aerial Photograph



Materials Reviewed

1. Signage Plan consisting of three (3) sheets prepared by Signarama, dated April 16, 2026.
2. Lighting Specification Sheet from Alcon Lighting.
3. Updated Signage Approval Sweetspot River Edge LLC letter prepared by Benjamin Herbst, dated April 22, 2026.
4. Site Plan entitled, 75 Route 4 East, Borough of River Edge, Bergen County, New Jersey consisting of two (8) sheets signed and sealed by John J. Dunlea, P.E. of Neglia Engineering Associates, dated April 3, 2024, last revised October 1, 2024;
5. Zoning Review Letter of Noncompliance from Stephen Depken River Edge Construction Official / Zoning Officer dated March 30, 2026.
6. The Borough of River Edge Land Use Board Planning Application;
7. River Edge Land Use Board Site Plan Checklist;

Zoning Analysis

Signs & Signage		
Description	Required	Proposed
Main sign: other retail and commercial uses	No larger than 20 square feet: A sign composed of individual letters applied to the building itself, measured by the smallest rectangle which encloses the letters, figures and symbols (logo, design, etc.).	North façade: Sign #1: 50 SF (V) Sign #2: 16 SF (Exist) West façade: Sign #3: 24.75 SF East façade: Sign #4: 24.75 SF (V)
	No larger than 18 square feet: Illuminated box signs. The area shall be measured by the exterior dimensions of the box	Freestanding Box Sign: 70 SF (V)
	A total exterior design treatment must be presented showing a complementary and harmonious relationship between the signage of the building frontage and the architecture of the building itself.	Complies
	Each retail or other permitted establishment may have one sign and a second sign on the building if located on a corner lot. The main sign shall be located on the wall surface of the building's principal frontage or façade. The second sign shall be located on the wall facing the other street.	Five (5) signs proposed (V)
	All signs shall be uniform in style and design, except that no second sign, if allowed, shall exceed 50% of the size of the main sign	Complies
Location and placement of signs on building	The top of each sign shall be no higher than whichever is the lowest: 18 feet above the average grade of the façade; six inches below the lowest point of the roofline; six inches below the sill of a second-story window	Complies
	No sign shall extend more than eight inches beyond the face of the building or fascia to which it is attached, and it shall have a minimum ground clearance or eight feet.	Projection: Not provided ⁽²⁾ Ground Clearance: > 8 Ft.
	No part of any business sign shall project above the top of beyond the end of the wall surface upon which is placed.	Complies
	No sign, logograms or pictures, temporary or otherwise, on or inside a window, shall be greater than two feet in height or cover more than 20% of the square-foot area of the window.	N/A
Lighting	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	The Applicant shall confirm compliance with this regulation

Signs & Signage Cont'd		
Description	Required	Proposed
Lighting	All business signs and all spotlights and floodlights used to illuminate any sign shall be extinguished by 11:00 p.m. or upon the close of business serviced by the signs or lighting, whichever last occurs.	The Applicant shall confirm compliance with this regulation
Colors	Maximum number of colors permitted in the sign shall be four; black and white colors are included.	Complies
Message	A sign message may include lettering to indicate only the street number, name and kind of business, service or facility conducted on the premises, the year the business was established, a slogan, hours or operation and lettering that is part of a trademark or logo.	Complies
Construction	Every sign shall have its top designed to prevent the roosting, nesting or standing of any bird or animal. The use of spike, 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 regulation

(EN) - Existing Non-Conformity; (V) – Variance

Note(s):

Cannabis Overlay Zone: Signs & Signage		
Description	Required	Proposed
Location	No sign shall be placed on the roof of a building nor placed on its wall so as to exceed the height of the roof of the building	Complies
Illumination	No internally illuminated signs shall be permitted	Complies
Permitted Signs	No freestanding signs shall be permitted	Freestanding sign (V)
Maximum number of signs	No more than two building-mounted signs per cannabis establishment are permitted on the site	Five (5) building mounted signs (V)
Logos	The cannabis establishment signage may not include a cannabis leaf or other image of cannabis paraphernalia or cannabis product and may not contain images that market to an underage demographic	Complies

(EN) - Existing Non-Conformity; (V) – Variance

Note(s):

General Comments

1. The Applicant shall stipulate that all lighting for business signs will be extinguished by 11:00pm in accordance with Borough Code §416-48B.
2. It is noted in the specification sheet that the light fixtures are dimmable. The Applicant shall agree to a six (6) month lookback to evaluate the intensity of the light fixtures and assess if dimming is necessary.

3. The Applicant proposed modifications to the existing freestanding sign for The Regency to accommodate a sign for Sweetspot. Freestanding signs are prohibited per Borough Code §416-44A(6). Variance relief will be required for the same.
4. The Applicant shall address if the previous wayfinding signs approved will remain if approval of the new larger wayfinding sign is granted.

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:

➤ **New Jersey Department of Transportation**

General Requirements

1. Escrow fees must be posted to cover engineering review and inspection, legal expenses and DPW review and inspection. **This requirement remains applicable.**
2. Construction activities may only be conducted during hours stipulated by Borough Ordinance. **This requirement remains applicable.**
3. Any adjacent structure, retaining wall, landscaping, curb, piping, pavement, fencing, etc. damaged during construction must be required or replaced. **This requirement remains applicable.**
4. 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. **This requirement remains applicable.**

At this time, we recommend this application be deemed **complete**. The foregoing comments are based on the review of the application and plans submitted. We have attempted to make this review as complete as possible. However, any new submission depending upon the nature of any revision may require additional review and comment.

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: Jessica Hall – Municipal Land Use Clerk
Thomas Behrens – Zoning Officer

Marina Brown, Esq., Board Attorney
Sweetspot River Edge LLC (Applicant)
Ivan Tukhtin, Esq. (Applicant's Attorney)