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25

I N D E X

APPLICANT'S WITNESS:

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JON ANTAL

11

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1                   CHAIRPERSON BROWN: Outfront Media, LLC:  
2     It is an application for preliminary -- preliminary and  
3     final major site plan approval for the construction and  
4     operation of a single pole, double-faced, digital  
5     multi-message advertising sign which is a prohibited  
6     use and will result in a second principal use,  
7     expansion of an existing nonconforming use and bulk  
8     variance relief at 500 Route 17 South, Block 4703, Lot  
9     10, in the OB-2 zone. This has been carried from  
10    February 8, 2022.

11                   I'm going to go ahead and turn it over to  
12    our Board attorney, Mr. Whitaker.

13                   MR. WHITAKER: Thank you.

14                   I just want to go over proceedings this  
15    evening.

16                   The applicant will be presenting an  
17    application and will do that by way of having sworn  
18    testimony from their witnesses. After the applicant's  
19    witnesses testify, any member of the Board will have  
20    the ability to ask questions and then, after that, any  
21    member of the public will have the ability to ask  
22    questions. The questions have to be directed based  
23    upon the testimony that was given by that particular  
24    witness so it has to be on the subject matter that that  
25    witness testified to. I know, for members of the

1 public, many times, this is not something you do very  
2 often and you want to confuse questions with making  
3 statements. Statements have to be withheld and done at  
4 a later time.

5           When the applicant has concluded their  
6 presentation, then any member of the public has the  
7 ability to come up and give a statement in connection  
8 with their position regarding the application.

9           Any member of the public also has the  
10 right to bring forth any witnesses they wish to bring  
11 forth in connection with their position. All  
12 statements by members of the public as well as all the  
13 witnesses that the applicant brings forward must be  
14 under sworn testimony. You have to speak into a  
15 microphone because the entire proceeding is being  
16 recorded in case -- or it can be used for an appeal.  
17 If the -- any members of the public or the applicant  
18 wishes to appeal a decision rendered by the Board, then  
19 any appeal is based upon the record below. The "record  
20 below" is the recorded testimony of these meetings so  
21 it's very important that you speak clearly, speak into  
22 the microphone and no one speaks over each other.

23           It is anticipated, based upon the number  
24 of witnesses that the applicant has, that this is going  
25 to be carried to another meeting. It will not conclude

1 tonight so, in all likelihood, people that want to make  
2 statements tonight will not be doing that because I  
3 don't believe the applicant's direct testimony and all  
4 their witnesses will be concluded by the end of the  
5 evening.

6 Also important to understand that, if  
7 this matter is carried, as I anticipate, that there  
8 will be no further public notice of the next meeting.  
9 It will be announced here as to when the next meeting  
10 will be and you can always check with our Board  
11 secretary, Jane Wondergem, if the meeting is carried  
12 again and doesn't go on; otherwise, an announcement  
13 will be made tonight as to when the meeting is carried  
14 to.

15 So that's an overview of the way the  
16 procedure is. The procedure is governed under the  
17 rules of the Municipal Land Use Law so it's not  
18 something that is a Ridgewood rule. It's the way that  
19 it's done all throughout the state.

20 So with that said, Mr. Chairman, I'll  
21 turn it back to you to conduct the opening.

22 CHAIRPERSON BROWN: Thank you.

23 The applicant, if you want to go ahead  
24 and start, you can.

25 MR. D'ARMINIO: Lou D'Arminio, Price,

1 Meese, Shulman & D'Arminio, for the applicant,  
2 Outfront.

3 I understand there are other attorneys  
4 here that wish to make an appearance?

5 MR. WHITAKER: Yes.

6 MR. STANDRIFF: Thank you, Mr. D'Arminio.

7 Douglas Standriff, S-T-A-N-D-R-I-F-F, I  
8 represent AJ Realty, LLC, who owns the building  
9 immediately to the north of the subject property.

10 MR. INGLIMA: I'm not used to sitting in  
11 the audience.

12 Robert Inglima, Jr., I represent Bergen  
13 Convenience Flagship, Inc., which is the property  
14 located at 490 Route 17 South. It's Block 4703, Lot  
15 11. This would be the property that is developed as an  
16 Exxon service station just to the south of the  
17 applicant's site.

18 Thank you.

19 MR. D'ARMINIO: Mr. Chairman, I  
20 understand that -- Mr. Inglima and I agreed and have  
21 spoken to Mr. Whitaker -- is deferring his cross-  
22 examination of the -- of our witnesses. We're close to  
23 an agreement with Mr. Inglima's client so -- but, if he  
24 wants --

25 You can speak for yourself, Mr. Inglima.

1                   But there is -- there was an  
2 understanding that the witnesses would be able -- will  
3 come back and be subject to cross-examination by Mr.  
4 Inqlima should we not be able to conclude our  
5 negotiations.

6                   CHAIRPERSON BROWN: Thank you.

7                   Mr. Inqlima, and you agree?

8                   MR. INGLIMA: Yes. That's consistent  
9 with our arrangement. Thank you.

10                  CHAIRPERSON BROWN: Okay. Thank you.

11                  MR. D'ARMINIO: Thank you very much.

12                  MR. WHITAKER: Just so the record is  
13 clear, any record that is being made between the  
14 applicant and someone in opposition has no bearing on  
15 what this Board has to consider. This Board is not  
16 part of any such agreements -- so the record is clear  
17 on that -- and is not participating in any part of  
18 that.

19                  MR. D'ARMINIO: Absolutely.

20                  Good evening.

21                  CHAIRPERSON BROWN: Good evening.

22                  MR. D'ARMINIO: I think the Chairman  
23 accurately set forth what this matter is about and it's  
24 -- Outfront proposes to construct a double-faced  
25 digital billboard --

1                   MR. WHITAKER: Mr. D'Arminio, could you  
2 just speak up a little bit?

3                   MR. D'ARMINIO: Sure.

4                   MR. WHITAKER: There you go.

5                   MR. D'ARMINIO: -- at the tire and the  
6 old performance center on Route 17 South. Outfront is  
7 -- we're excited to, you know, hopefully, be a part of  
8 the Ridgewood community here. We believe this sign  
9 would be a gateway project for the Village. As the  
10 Board is aware, this site is strategically located in  
11 several major access points to the Village's downtown.  
12 As you will hear through the testimony this evening,  
13 the new digital technology is an innovative means to  
14 attract patrons to Ridgewood's wonderful downtown area.

15                   The description of the -- of the location  
16 and the proposal, the sign itself is double-faced.  
17 It's 10 and a half feet by 35 feet 8 inches or so.  
18 It's located at 500 Route 17 South, Block 4703, Lot 10.  
19 The height proposed is 40 feet. This sign will be back  
20 to back and it's V-shaped. It has a New Jersey  
21 Department of Transportation state permit for this  
22 multi-message technology. It will be constructed and  
23 operated by us.

24                   The nature of relief that is indicated is  
25 use variance relief and several and related D variances

1 for a second use, potentially, an expansion of a  
2 nonconforming use. We've eliminated part of the  
3 setback requirements. There's a side yard setback.  
4 There's some other bulk requirements. They're related  
5 to the fact that those requirements had been  
6 established for an on-premises sign. We'll have  
7 testimony to prove those variances but our position is  
8 a matter of the ones that, if a use variance is granted  
9 for the digital sign, those bulk variance requirements  
10 for that use will not -- not be applicable or be  
11 subsumed within those conditions within the granting.

12 The witnesses tonight are Jon Antal for  
13 Outfront Media. He's the general manager. He'll  
14 provide a general background of the company, the  
15 digital billboards, its operations and its benefits.

16 Then, Tiago Duarte, who's a professional  
17 engineer with Dynamic Engineering, and he will supply  
18 some of his supportive engineering testimony and we  
19 have other witnesses with us.

20 The exhibits, we'll mark as we go along.

21 And, unless there's any questions of me  
22 from the Board, I'd like to call Mr. Antal.

23 MR. WHITAKER: Any questions by the Board  
24 members?

25 (No response)

1 MR. WHITAKER: Then let's proceed.

2 Would you raise your right hand?

3 J O N A N T A L, first having been duly sworn,  
4 testified as follows:

5 MR. WHITAKER: Please state, very  
6 clearly, your full name and your business address.

7 MR. ANTAL: It is Jon Antal, J-O-N, A-N-  
8 T-A-L, business address, 185 US Highway 46, Fairfield,  
9 New Jersey.

10 DIRECT EXAMINATION BY MR. D'ARMINIO:

11 Q. Okay. Mr. Antal, would you please give  
12 the Board the benefit of your background and  
13 experience?

14 A. Yes.

15 I'm the general manager of the New Jersey  
16 operation for Outfront Media. I have education from  
17 the University of South Florida in marketing. I've  
18 been with Outfront and in the industry for 19 years and  
19 I've been the general manager of the New Jersey market  
20 since 2012. My responsibilities is my role include  
21 overseeing the various aspects of the daily operation  
22 of the market which, in relationship to this  
23 application, involves directing the market's  
24 development efforts for new locations.

25 Outfront Media, if you're not familiar

1 with us, we are a national outdoor advertising company.  
2 We're publicly traded on the New York Stock Exchange  
3 under the symbol "OUT." We operate in more than  
4 400,000 displays, in both digital and static, across  
5 markets in the US and Canada and, here, in the State of  
6 New Jersey, ourselves and our predecessor companies  
7 have been doing business in the state since the 1940s  
8 and I oversee -- my territory oversees over 3500  
9 displays in the State of New Jersey, 85 of which are  
10 digital similar to the application in front of you  
11 tonight. We have been operating billboards of this  
12 nature similar to our application tonight since 2009.

13 Q. Let's get into the site first, I guess?

14 MR. D'ARMINIO: We're going to mark the  
15 aerial that's a part of your package as A-1.

16 (Exhibit A-1, aerial map, was marked for  
17 Identification.)

18 MR. D'ARMINIO: This is marked A-1,  
19 Outfront. It's Sheet 2 prepared by Dynamic Engineering  
20 by an engineer who will testify subject to his  
21 connection of the exhibit. It says "Aerial Map" and  
22 the date is 2/20/2020 and the last revision is 2/10/22.

23 Q. Mr. Antal, would you please just locate  
24 the property on the aerial?

25 A. As stated earlier, the property that

1 we're talking about tonight is 500 Route 17. On the  
2 aerial, you can see it located here in the white  
3 triangle area. It is between Racetrack Road and  
4 Franklin Turnpike and we -- our, you know, relationship  
5 to that site is we are a contract lessee of the  
6 property.

7 Q. Why did Outfront select this location on  
8 Route 17?

9 A. We selected this location on Route 17 for  
10 its lot suitability, its nearness to Route 17, the ease  
11 of the access to both constructing and maintaining the  
12 sign and the area and property are commercial in  
13 nature. As you know, the property is currently an auto  
14 repair type setup. There's no -- we can construct the  
15 sign with no interference with the landlord's  
16 operations as well as no interference with the  
17 property's circulation or access and the sign can be  
18 located and constructed to meet all of New Jersey  
19 Department of Transportation and building code  
20 requirements including those of safety.

21 (Exhibit A-2, site plan, was marked for  
22 Identification.)

23 MR. D'ARMINIO: The next exhibit is A-2  
24 and that's the site plan.

25 For the record, this is the site plan.

1 It's Sheet 3 of the set. It's dated 2/20/20 originally

2 --

3 MR. PAPIETRO: Excuse me, please.

4 MR. WHITAKER: You got to speak into a  
5 microphone.

6 MR. D'ARMINIO: Oh. Sorry. I thought I  
7 was speaking loud enough.

8 MR. PAPIETRO: We have a recording, sir.

9 MR. D'ARMINIO: It's dated June 20, 2020  
10 and it also was last revised 2/10/2022.

11 Q. Mr. Antal, could you just describe the --  
12 the sign and its location on the site?

13 A. Yes.

14 The proposed sign is going to be back to  
15 back. It's going to consist of two displays, one for  
16 northbound traffic, one for southbound traffic. The  
17 proposed is a 40-foot height to the top of the  
18 structure. The dimensions of each display measure 10  
19 feet 6 inches by 35 feet 8 and one-quarter inch on each  
20 side. That is 374.7 square feet per display for a  
21 total of 729.4 square feet.

22 The configuration of this structure will  
23 have space between the back of the sign and the side of  
24 the signs furthest away from 17 in what we call a "V  
25 configuration" so the nose of the sign is toward Route

1 17 and the V of the sign is towards the western side of  
2 the property.

3 The structure will be constructed on a  
4 steel monopole, a single-pole supporting the structure  
5 and the signs and the nature of the displays will be  
6 that of multi-message technology.

7 Q. Using your schematic, show where it is  
8 generally located on the site?

9 A. Here, on the schematic here, you can see  
10 that the -- the billboard location, approximately, 30  
11 feet from the right of way of Route 17 close to the  
12 tire center.

13 Q. And the nature of the sign is a multi-  
14 message sign?

15 A. That is correct, yes.

16 Q. Now, our engineer will verify this in his  
17 testimony but we've also prepared some simulations?

18 A. That is correct. We prepared some  
19 simulations for the Board and the public to view.

20 MR. D'ARMINIO: Let's do -- the first set  
21 of simulations are the northbound set.

22 (Exhibit A-3, northbound simulation set, was  
23 marked for Identification.)

24 MR. WHITAKER: You're marking this A-3,  
25 Mr. D'Arminio?

1 MR. D'ARMINIO: A-3. It consists -- the  
2 set consists of one labeled 750 feet traveling  
3 northbound. This is for northbound Route 17 and, the  
4 other one, 500 feet traveling northbound.

5 Just give us a minute so we can give some  
6 to the public.

7 Q. Mr. Antal, can you please describe how  
8 the submission was put together and what was the  
9 process?

10 A. So in order to create the simulations in  
11 A-3, what we do is we go to the location with the  
12 crane. On that crane, on the end of the arm, we attach  
13 a wooden panel that is painted a high-visibility color.  
14 That panel is the size of the height of the sign that  
15 is proposed so, in this case, that orange panel that  
16 you see with that orange and yellow striping is 10 feet  
17 and 6 inches from top to bottom. We put the crane in a  
18 position where that panel will represent the edge of  
19 the sign and, from there, we can use the scale to  
20 create the simulations that you see before you.

21 One of the things I would like to point  
22 out in the simulation before you is that, when this  
23 photo was taken, our application was assuming a 10-foot  
24 setback but, since then, we have amended our plan to a  
25 30-foot setback from Route 17 which is why you can see

1 the panel closer to the roadway than the actual  
2 simulation of the billboard and that was to accommodate  
3 our neighbor at the Exxon station.

4 The first picture is the view of the  
5 billboard as you would see it traveling northbound from  
6 750 feet away. You can see it there above the canopy  
7 of the Exxon station and then the second is as you've  
8 gotten closer. It's 500 feet traveling northbound  
9 where you can see the "Exxon" on the canopy.

10 MR. WHITAKER: So is the permit that you  
11 applied for from NJDOT for a 10-foot setback or a 30-  
12 foot setback?

13 MR. D'ARMINIO: I'm sorry, Mr. Whitaker.  
14 I didn't hear what you said. Something about the  
15 NJDOT?

16 MR. WHITAKER: I said that you just said  
17 that you modified your plan from 10 feet to 30 feet?

18 MR. D'ARMINIO: Yes.

19 MR. WHITAKER: The NJDOT permit that you  
20 referenced earlier in your presentation, is that based  
21 on a 10-foot or 30-foot setback?

22 MR. D'ARMINIO: The permit is not based  
23 on the setback. Under the regulations, the permits are  
24 not based on the setback to the highway. There's an  
25 area of control that is several hundred feet and you

1 could put the billboard any -- anyplace within that  
2 area. That's up to the --

3 MR. WHITAKER: So this modification  
4 doesn't matter to the NJDOT?

5 MR. D'ARMINIO: What matters is where the  
6 nose of the sign is because that's how they deal with  
7 the spacing so they do the spacing from that, from the  
8 nose of the signage.

9 MR. WHITAKER: Okay. Thank you.

10 MR. D'ARMINIO: Now, we're going to take  
11 the southbound view.

12 (Exhibit A-4, southbound simulation set, was  
13 marked for Identification.)

14 MR. D'ARMINIO: For the record, we are  
15 marking this as A-4. It consists of two sheets, one  
16 indicating 750 feet traveling southbound and the other  
17 one indicating 500 feet traveling southbound.

18 Q. Mr. Antal, as you did before, can you  
19 describe it?

20 A. Yes.

21 Again, the same methodology was used for  
22 traveling southbound toward the location. Again, the  
23 crane with the painted panel of the arm and the  
24 simulation was created based on that location and the  
25 scale of the painted panel.

1           The first picture being 750 feet  
2 traveling southbound and the second photo in 500 feet  
3 traveling southbound on Route 17.

4           Q.     And similarly, you see the bucket truck  
5 in the photo?

6           A.     Yes. You can see the arm of the crane  
7 extended.

8           Q.     And similarly, you can see the panel?

9           A.     Correct. As I described, it -- it was  
10 placed at 10 feet from the setback from Route 17 and,  
11 as, you know, our simulation indicates, that has  
12 substantially moved back an additional 20 feet so that  
13 the 30-foot setback which is...

14           MS. RUHL: If I was looking at these  
15 pictures, where would 30 feet -- could you give us just  
16 an idea where 30 feet would be? Because this is not  
17 helpful if this is 10.

18           MR. ANTAL: Yes. The 30 -- the 30 feet,  
19 the billboard itself, the simulation of the billboard  
20 you see in the background, that is at 30 feet from  
21 Route 17.

22           MS. RUHL: Both of them are 30 feet?

23           MR. ANTAL: That is correct. The panel  
24 itself is 10 feet and, if you go back another 20 feet  
25 and that would be the edge of the nose of the sign,

1 would be 30 feet from the roadway.

2 CHAIRPERSON BROWN: So just to be clear,  
3 you're stating that the bucket, the sort of crane we  
4 see, is at the 10-foot top of that?

5 MR. ANTAL: Yes. That orange-and-red  
6 panel is 10 feet from the right of way. The simulation  
7 of the billboard is 30 feet.

8 CHAIRPERSON BROWN: Sort of blocked by  
9 the utility pole.

10 MR. D'ARMINIO: You can see it better on  
11 the 500 feet. You can see the man in the bucket truck.

12 Q. Now, as was previously mentioned, we have  
13 a state permit?

14 A. That is correct.

15 MR. WHITAKER: Has the state permit been  
16 renewed? Because the paperwork shows it expiring.

17 MR. D'ARMINIO: Yes. It gets annually  
18 renewed and we will discuss that.

19 Q. So go ahead. Discuss the original  
20 outdoor advertising permit and the state permit.

21 A. Yes.

22 MR. D'ARMINIO: I'll mark this as A-4 --  
23 A-5.

24 (Exhibit A-5, permits, was marked for  
25 Identification.)

1           Q.     Mr. Antal, would you discuss the state  
2 process for the issuance of the outdoor advertising  
3 permit and then?

4           A.     Yes.

5                     In order to obtain a permit for a  
6 location from the New Jersey Department of  
7 Transportation, we fill out an application indicating  
8 the sign location, the size and the type of messaging  
9 that is needed, a static, vinyl billboard or a digital  
10 message sign such as the one that's here tonight before  
11 the Board.

12                    The DOT reviews that application and  
13 performs a site review and field inspection to ensure  
14 that all the information is accurate and conforms to  
15 the state regulations as well as the state regulations  
16 for safety of a billboard.

17                    The significance of having this permit is  
18 that it meets all of those state criteria including  
19 those of safety from the New Jersey Department of  
20 Transportation.

21                    MR. D'ARMINIO: Now, Exhibit A-5, that  
22 consists of two sheets. One is an outdoor advertising  
23 permit, date of issue 7/07/2014, and the other one is  
24 an outdoor advertising permits by the county and the  
25 municipality and that's dated 3/8/2022 at 5:03 p.m.

1           A.       Correct.  The initial permit issuance and  
2 then subsequent renewals are indicated on Page 2  
3 beneath the current outdoor advertising permit.

4           Q.       So the first page sets forth the square  
5 footage?

6           A.       Yes.

7           Q.       The square footage says 1,000 feet but  
8 that's not what we're doing here, right?

9           A.       Correct.  Our application with the --  
10 with the state was for maximum square footage allowable  
11 and it did fit the criteria for the state to issue that  
12 so the DOT permit that we have for this location is for  
13 a 20-by-50 sign, 20-feet-tall-by-50-feet-wide display  
14 face in both directions of the multi-message sign;  
15 however, our application here tonight is approximately  
16 30 percent of that allowance from the New Jersey  
17 Department of Transportation at the sizes that we  
18 previously mentioned which, in sum, equate to 749.4  
19 square feet rather than the 2,000 square feet the  
20 Department of New Jersey Transportation permit.

21          Q.       And each face is about, what?  375?  370?

22          A.       Yeah, each -- each face is about 374  
23 square feet.

24          Q.       And part of the process is the distances  
25 between signs correct?

1           A.     That is correct.

2           Q.     And with regard to digital, does -- what  
3 is the requirement for digital signs?

4           A.     The requirement for off-premises digital  
5 signs permitted by the New Jersey Department of  
6 Transportation is 3,000 linear feet in either direction  
7 from the location.

8           Q.     All right.

9                     Now, just get into the technology a  
10 little bit. The technology is the most recent in  
11 process, correct, in terms of the change of the copy?

12           A.     Correct. The history of billboards is an  
13 evolving process as we make our way through, you know,  
14 kind of modern technology here. It all started with,  
15 you know, wooden painted panels that were screwed onto  
16 a structure and moved to painted paper with, you know,  
17 glue. From there, the majority of what you see today  
18 is images printed on vinyl and wrapped around a display  
19 and somewhere, in between, there was the original  
20 multi-message technology, what were called "tri-  
21 visions." Very similar to a Venetian blind, there  
22 would be panels that would turn in unison to display  
23 three different images at different intervals depending  
24 on what was being conveyed and what we have here today  
25 and the latest incarnation of our business is the

1 multi-message digital sign that is being applied for.

2 MR. D'ARMINIO: We'd like to now show you  
3 a panel rather than -- show you how the billboard will  
4 operate but, rather than mark the panel, we do have  
5 pictures taken of the panel so we'll mark that exhibit.  
6 That is a photo and It consists of two pages. One is a  
7 picture of the panel flat and the other one is a  
8 picture of the side of the panel.

9 (Exhibit A-6, panel photographs, was marked  
10 for Identification.)

11 Q. Mr. Antal, can you just describe what we  
12 just marked and how it functions?

13 A. So what's being passed around is a sample  
14 panel of a digital screen. Obviously, more than those  
15 would be combined to create a digital display face.  
16 There are separate panels with numerous sets of three  
17 lights in the basic colors. The lights make billions  
18 of color combinations when combined. The copy is  
19 designed on a computer and then sent to the display  
20 where it is recreated by those lights and the interior  
21 louvers that you feel as you're -- as you're touching  
22 the panel as they are going around are above and below  
23 those sets of lights to help direct the light in the  
24 message toward the traveling public on the road, in  
25 this case, Route 17.

1 Q. You indicated that these changes are  
2 remotely accomplished in terms of change in the copy,  
3 correct?

4 A. That is correct. They are done remotely.

5 Q. I mean, how often would someone actually  
6 have to come to this?

7 A. Someone would come to this site,  
8 approximately, four times a year for routine  
9 maintenance and inspection.

10 Q. Just going into that, can you discuss the  
11 operation and the maintenance of a digital LED sign?

12 A. Sure.

13 So the -- the state regulations and what  
14 we're -- we're doing for this location is the frequency  
15 of the changing of the ad per every 8 seconds as  
16 permitted by the New -- New Jersey Department of  
17 Transportation.

18 Our advertisers run in what is called a  
19 "64-second ad loop" so there are eight advertising  
20 spots in each ad; 8 times 8 is 64. It would operate 24  
21 hours a day, seven days a week.

22 As I mentioned, the messages are changed  
23 remotely. That is through a secure, wireless Internet  
24 connection. In accordance with DOT regulations and our  
25 permits specifically, the messages are not allowed to

1 wave in and out, have any motion, any blinking, any  
2 flashing. The sign message must be changed  
3 instantaneously. There's no video, no scrolling, no  
4 animation of any kind allowed and the light itself it  
5 emits from the billboard is automatically adjusted to  
6 the ambient light in its natural surroundings.

7 The sign is monitored by both camera and  
8 computer 24 hours a day, seven days a week and, you  
9 know, as -- as mentioned, you know, there's minimal  
10 contact having to go to the sign since all of the  
11 routine things such as the changing in advertising is  
12 done remotely through a computer.

13 In the case of any critical malfunction  
14 to the sign, it can remotely be turned, what we say,  
15 "blank" so its screen gets tuned off remotely so we  
16 wouldn't even have to turn it off on site. We can do  
17 it remotely by shutting it down.

18 Q. What are some of the benefits of this new  
19 technology? First, what does it do for employees?

20 A. Yeah. I mean, obviously, the biggest  
21 things is, you know, with our employees, they don't  
22 have to access the site as often as they would if we  
23 had a standard billboard where the copy had to be  
24 changed physically by a crew of people going up there  
25 to take things down and things back up. You know, the

1 flexibility is really the key for this type of  
2 technology advancement.

3           You know, as an operator, it just gives  
4 us that ability to change the messaging remotely and  
5 easily. For our advertisers, it creates the ability to  
6 have timely and relevant messaging based on the time of  
7 day, based on weather conditions, other factors like  
8 sports scores or just about anything you can accomplish  
9 can be done through the digital display.

10           A good example would be a restaurant  
11 running one type of ad for breakfast to promote  
12 something and just -- and then, around lunchtime,  
13 running something for lunch and, again, something  
14 around dinnertime. Kind of promoting things throughout  
15 the day that really help support their business.

16           Another key for us is, really, our  
17 ability to assist the general public as well as our  
18 municipal partners. We provide responsive emergency  
19 and Public Service advertising through this type of  
20 sign where it couldn't be accomplished in a more  
21 traditional, static, vinyl billboard.

22           Q.     Okay.

23           MR. D'ARMINIO: Our next exhibit, we have  
24 some samples of some of the local, municipal and other  
25 benefits of -- of billboards. It's a package. We'll

1 mark it A-7. It's paginated. It consists of 24 pages  
2 and it has several photos.

3 (Exhibit A-7, samples package, was marked for  
4 Identification.)

5 Q. All right. Mr. Antal, if you could, just  
6 walk the Board through the package?

7 A. Yeah. So this is three sections. The  
8 first section being emergency messages first. Pages 2,  
9 3 and 4, you'll see our examples of emergency message  
10 use here -- here -- here in the state of New Jersey.

11 The first photograph is a missing persons  
12 from the FBI, the second is an Amber Alert and the  
13 third is a most wanted poster from the FBI. The second  
14 portion of the packet --

15 Q. Mr. Antal, what happens when you do that?  
16 The sign -- it's put up on the sign and rotates  
17 through? Can you just explain that?

18 A. Correct. Correct. The -- the -- the  
19 agreements of -- with these agencies is that we  
20 broadcast this messaging in -- in addition to our  
21 advertising to get the exposure and get the word out of  
22 -- of these emergency needs.

23 The second portion of the packet is  
24 labeled "Public Service Announcements." Going through  
25 each of these, you'll see that there are different

1 types of Public Service announcements that are used,  
2 anything from evacuation zones used for our shoreline  
3 communities. Some of our Public Service partners such,  
4 as the Dowery Fund and Make-a-Wish Foundation, that can  
5 use the exposure for their fundraising needs. We can  
6 help further the cause of their organizations.

7 We also have a partnership and use our  
8 signs to help promote Community Food Banks of New  
9 Jersey where they have various needs throughout the  
10 year and are displayed throughout those different  
11 points in the year to help them with distributing food  
12 to people in need. Another example is the Boys & Girls  
13 Clubs in New Jersey. We've partnered with their clubs  
14 as well as the different programs they have available  
15 to the public and their members.

16 And then, of course, the last photo in  
17 that section is one of the messages that we have with  
18 one of our municipal partners down in Salem Township  
19 for the Slow-down-and-move-over program that they ran  
20 in correlation with their police department.

21 The third and final section --

22 Q. Also, there are letters in this --

23 A. Yes, there are also letter from some of  
24 our partners. We do are some letters of endorsement  
25 from them just kind of stating that we've been a

1 partner with them and some of them have very kind  
2 things to say about us and the service we provide to  
3 their organization, the exposure for their fundraising  
4 as well as other items.

5 Q. And then, on Page 16, we have "Municipal  
6 Announcements," correct?

7 A. Yes. The municipal announcements are  
8 part of our program with our community partners. These  
9 announcements range. They vary. Some of the examples  
10 we've included are things that both the -- the town  
11 itself could also certainly use in the town or try and  
12 promote. The first one was Stafford Township, letting  
13 people know about services available to them using the  
14 digital display and then there is a letter from them as  
15 well and the second picture is from the Township of  
16 Denville, Downtown Denville, where they ran a campaign  
17 on the digital billboard near their downtown to help  
18 promote shopping, dining and exploring the downtown  
19 area of Downtown Denville and, again, another letter  
20 from Denville.

21 Toward the end of the packet, you'll  
22 notice some mockups that we've provided for Ridgewood.

23 MR. D'ARMINIO: What we'd like to do is,  
24 these are from 02 -- 21 to 24. We have some handouts  
25 that bring this a little bit more up to the size

1 that -- I would like to give out that as well. This  
2 would be specifically to Ridgewood. This has already  
3 been marked. This is part of the existing A-7.

4 Q. Now, maybe you could talk, before we get  
5 into that, talk a little bit more about Denville.  
6 Denville was a downtown location, was on a highway  
7 where it accesses the downtown location?

8 A. Correct. It was -- it was what we would  
9 refer to as like a gateway location so people who are  
10 passing by the billboard at that location would take an  
11 exit, then head into downtown and explore the downtown  
12 area and explore the restaurants or shops locally in  
13 Downtown Denville.

14 Q. That was 46?

15 A. Yes, US Highway 46.

16 Q. And taking some message from that, what  
17 -- have you -- what is Outfront -- the possibilities?

18 A. Yeah. Just briefly, put together kind of  
19 a sample campaign of how the multi-message sign could  
20 be utilized by the township. In this case, it's kind  
21 of looking at it from a seasonal perspective.  
22 Obviously, each message kind of correlates to a  
23 different time of year. Again, the nice thing about  
24 digital messaging is that it can be changed on an  
25 hourly basis, on a weekly basis or what have you.

1           You know, obviously, the first visual  
2 theme, that springtime, and talking about different  
3 events in this town in downtown reminding people of  
4 things that are happening in the Village of Ridgewood.

5           The second message is kind of, you know,  
6 reminding people that passes are available for the  
7 pool, the date that it reopens, just kind of giving  
8 people that messaging of what's going on in the town  
9 and what to expect in the coming months and weeks.

10           The third example is just something that  
11 could be used during fall. Obviously, there's a lot of  
12 sports throughout the year. One of the benefits of  
13 using the digital billboard is that you can do live  
14 scoring updates. You can do interactive type messaging  
15 where, you know, as things change, you can change them  
16 on a billboard in, nearly, realtime. Obviously, you  
17 know, these types of things are items that, you know,  
18 the town can see fit to use for other items besides  
19 sports but it's something that is a good example of how  
20 to use some of the abilities of the digital versus the  
21 static billboard and then the fourth one is, simply,  
22 something that can be done for the wintertime, you  
23 know, kind of promoting people to come to downtown  
24 perhaps this time of year where you're not necessarily  
25 thinking about going to outdoor activities but giving

1       them an idea of what's going on in downtown.

2               Q.       Now, you've had various partnerships with  
3 municipalities and we function with those in terms of  
4 certain protocols that we provide with them, correct?

5               A.       That is correct. We have two protocols  
6 which I believe are going to be marked.

7                       MR. D'ARMINIO: I'm marking A-8.

8                       (Exhibit A-8, Protocols A and B, was marked  
9 for Identification.)

10                      MR. D'ARMINIO: It's Outfront Media.  
11 There's a Protocol A which consists of two pages. This  
12 is local emergency services LED multi-message sign,  
13 Protocol A, and then there's a Protocol B which  
14 consists of one page. This is local municipal use LED  
15 multi-message sign Protocol B.

16               Q.       Mr. Antal, going through these protocols,  
17 can you indicate to the Board how they -- how they  
18 accomplish this?

19               A.       Yes. So protocol A is used in highly-  
20 emergent public safety messages from the town, things  
21 like evacuation notices, homeland security notices and  
22 similar items of that nature. You know this isn't  
23 something that's for a routine traffic alert or a  
24 municipal announcement. You'd establish a town  
25 designee and backup and assign the town a unique

1 verification code specifically for the Village of  
2 Ridgewood. Typically, it's someone from the police  
3 department or the office of emergency management,  
4 ultimately, that the town would decide who the designee  
5 would be. When the use of the emergent messaging is  
6 needed, the person from the town reaches out to our  
7 digital operation's 24-hour hotline and uses their  
8 unique ID code and requests the specific message to be  
9 shown on the display depending on the need. Our team  
10 then creates that message and sends it to be displayed.

11 Q. This is all 24 hours a day, anytime?

12 A. Any time of day or night, 24 hours a day,  
13 seven days a week.

14 The emergency message overrides any  
15 advertisement that is on the sign and is displayed  
16 exclusively for one hour and it then going into  
17 rotation with the existing advertising until the  
18 emergency has passed.

19 Protocol B, the initial steps are,  
20 essentially, the same. You know, there's a town  
21 designee. The town designates someone to be the person  
22 to work with us for Protocol B which is about municipal  
23 use and non-emergency messaging so Protocol A is for  
24 the emergency messaging and Protocol B is for the, you  
25 know, town announcements, Town Hall service, things of

1 that nature. We would connect with a person who's  
2 designated by the town. We would provide them with a  
3 spec sheet, a way to design the files that the town  
4 wants to display and then, when it's ready to be  
5 displayed, they would simply e-mail it to our contacts  
6 who would then, in turn, put it on the billboard at  
7 their direction. They could say "Please put this up  
8 tomorrow and have it run for the next two weeks" and  
9 then, the next day, send us another ad saying, "Hey.  
10 Put this one in rotation too and run that for the next  
11 three weeks." We can continuously add and work with  
12 the town to make sure that the proper message is being  
13 displayed for the proper amount of time.

14 One of the things that you'll notice at  
15 the bottom of Protocol B before you is that we are  
16 providing the town with a guaranteed amount of time on  
17 these signs. This is not something that is just going  
18 to be, you know, we'll put up it when it's available.  
19 This is something we're going to guarantee the town a  
20 set amount of time and more if the time is available.

21 In this case, that is designated here in  
22 Protocol B. That amount would be one 8-second ad spot  
23 every other ad loop. What that equates to is 90  
24 minutes of advertising per day per display and, if you  
25 just kind of do the math, kind of rough that all out,

1 it's, approximately, 546 hours per year for advertising  
2 on these signs and that is the minimum that the town  
3 would receive on these locations.

4 Q. So for example, the winter, spring,  
5 summer, fall, that would be on for the entire seasons?

6 A. Correct. Correct. The town -- the town  
7 would have the use of that space 24 hours a day, seven  
8 days a week. These -- this time would not be given to  
9 the town, like, in off hours. This is in rotation with  
10 other advertisers 24 hours a day, seven days a week so  
11 this is something that, you know, is going to have  
12 value for the town to, you know, be displayed  
13 throughout the entire day.

14 Q. And with regard to A-7, that's how it  
15 works in those towns where we had this messaging,  
16 correct?

17 A. Correct. Protocol B is -- is implemented  
18 throughout numerous towns throughout New Jersey and the  
19 towns are allowed to post their displays, you know,  
20 depending on the agreement with the town and then we  
21 put them up at their direction for the time they  
22 requested.

23 Q. Mr. Antal, any other -- any other  
24 comments at this -- at this point?

25 A. I think the only thing I'd like to just

1 kind of leave with this, Outfront is a very large  
2 national corporation but, that being said, we are  
3 local. You know, we have two offices hear in New  
4 Jersey, one in Fairfield, one in Lakewood. We're  
5 readily available to the town. We have multiple  
6 partnerships with municipalities across the Metro area.  
7 You know, this is something that we really look forward  
8 to and we want to -- you know, look forward to a  
9 partnership with the Village of Ridgewood.

10 MR. D'ARMINIO: Any questions for Mr.  
11 Antal?

12 CHAIRPERSON BROWN: Yeah.  
13 Any Board members have any questions of  
14 Mr. Antal?

15 MR. PAPIETRO: Yes.

16 Young man, can you hear me? I have my  
17 microphone on. Can you hear me?

18 MR. ANTAL: I can hear you know, yes.

19 MR. PAPIETRO: Okay. Good.

20 That electrical panel that you gave us,  
21 is this proposed sign made up of multiples of that size  
22 or is the panel one big piece and it's just going to  
23 look like this?

24 MR. ANTAL: They are multiple panels that  
25 are assembled to create one screen.

1 MR. PAPIETRO: So that one that you gave  
2 us, that's the basic size and as many as you want of  
3 that size?

4 MR. ANTAL: Correct. They are placed  
5 together to create the size which we are applying for  
6 today.

7 MR. PAPIETRO: Okay. Good. Okay.

8 Now, on -- when we go to the pictures  
9 that you gave us of the north and southbound images,  
10 let's go with the northbound --

11 MR. WHITAKER: That would be A-3.

12 MR. PAPIETRO: Okay. A-3. Thank you,  
13 Mr. Whitaker. I'll mark mine as such.

14 So now, looking at that picture, you  
15 qualified that the bucket in the air is -- was a 10-  
16 foot setback and the picture of the sign is now a 30-  
17 foot setback.

18 A. Correct. the red -- the red-and-orange  
19 panel is 10 feet from the right of way of Route 17.  
20 The -- the simulation of the Billboard the edge closest  
21 to Route 17 is 30 feet from the edge of the roadway.

22 MR. PAPIETRO: Okay. I'm looking also  
23 now at what is in front of that sign. You have a PSE&G  
24 utility pole. Then, to the left, blocking part of that  
25 sign are trees and then there's the issue of the shadow

1 of the trees that the sun rises and falls. This sign  
2 is facing, basically, due south and then, on the  
3 500-foot picture, then the right side of the sign is  
4 blocked by the utility pole and the transformer and the  
5 left side is blocked not only by the tree but there's  
6 also the shadow. How is this going to effect  
7 visibility?

8 MR. ANTAL: So the utility pole is a  
9 visual object; however, what we've done with the  
10 simulation is it's seen as more of a watermark than a  
11 solid image because we wanted to keep the surroundings,  
12 understand the context in which this billboard is being  
13 composed so the trees that you see are actually behind  
14 the property. Those are not located in front of the  
15 billboard. The billboard itself in the simulation is  
16 see-through, translucent. I'm going to say  
17 "translucent" because transparent would be --

18 MR. PAPIETRO: So your shadow -- your  
19 picture is a shadow really with the trees behind?

20 MR. ANTAL: Yes.

21 MR. PAPIETRO: But the utility pole is --

22 MR. ANTAL: Is in front.

23 MR. PAPIETRO: That is not a shadow?

24 MR. ANTAL: That is not a shadow,  
25 correct.

1 MR. PAPIETRO: Okay. And in that same  
2 vein, going to the southbound, you have not one but two  
3 utility poles dividing that panel into, apparently,  
4 thirds and that's after 750 and, same thing, clearly  
5 blocking some of that picture or some of that sign at  
6 500. How -- how is it -- how -- how do you read the  
7 sign if you have to read in between the telephone  
8 poles?

9 MR. ANTAL: Absolutely. And I think one  
10 of the things that we have to think about when we're  
11 talking about this is that the act of driving involves  
12 different focal points and we're not expecting someone  
13 to be staring at the billboard as they are driving.  
14 They are focused on the road. They're looking at their  
15 rearview mirror. They're checking the speedometer.  
16 They notice the billboard. They keep going so those  
17 objects are stationary. The car is moving so those  
18 will move through the field of vision as somebody is  
19 progressing either northbound or southbound.

20 MR. PAPIETRO: Well, they changed  
21 position. I don't know that they moved and so these  
22 items that are somehow blocking your sign while driving  
23 by and by the way the speed limit on that road, I  
24 believe, is posted at 55, so that's nearly a mile a  
25 minute, you're suggesting that traffic is going to be

1 able to read your sign with these items blocking it.  
2 When you evaluated this site, did you take into account  
3 various fixed structures like telephone poles?

4 MR. ANTAL: Yes.

5 MR. PAPIETRO: Or trees?

6 MR. ANTAL: Yes.

7 MR. PAPIETRO: And shadows of both --

8 MR. ANTAL: Yes.

9 MR. PAPIETRO: -- that would reflect on  
10 your -- you did?

11 MR. ANTAL: Yes.

12 MR. PAPIETRO: So these existing  
13 conditions I mentioned are not an issue for you?

14 MR. ANTAL: They are not.

15 MR. PAPIETRO: Okay. Thank you.

16 MR. BANDELL: I have a few questions.  
17 So first of all, who, like, created the  
18 simulations? What firm? Your firm?

19 MR. ANTAL: We employ the firm who  
20 created the simulations.

21 MR. BANDELL: Okay.

22 MR. D'ARMINIO: We'll have our  
23 engineer verify --

24 MR. BANDELL: Thank you.

25 MR. D'ARMINIO: -- and he was at the

1 location as well and he'll testify as to all of it.

2 MR. BANDELL: Got it. That was my  
3 question.

4 Do you have any simulations with actual  
5 advertisements to scale? So -- so all the ones that  
6 you showed on Route 17 are these translucent ones. You  
7 know, it's not representative of what it would actually  
8 look like. Do you have any with that?

9 MR. ANTAL: We don't have it with us but  
10 I believe we could bring that with us for our next  
11 hearing since we are coming back.

12 MR. D'ARMINIO: We're coming back. We'll  
13 do that.

14 MR. BANDELL: Maybe some night ones.

15 MR. ANTAL: We'll look into it.

16 MR. BANDELL: Thank you.

17 Who -- what is the selection or approval  
18 process for an ad? So in the Village, there's lots of  
19 rules about signage for local businesses, for running  
20 an event or something like that, in terms of lettering  
21 size, all those things, what -- what content could be  
22 on it so, you know, if I take out a political ad, can I  
23 -- you know, so what can be on here on the billboard?

24 MR. ANTAL: So the Department of  
25 Transportation has rules regarding content for

1 advertising signs. We abide by those rules. They  
2 address explicit and lude content, things of that  
3 nature, so we abide by the state regulations. You  
4 know, it goes through an approval process. When --  
5 when we receive ads from advertisers, they have to be  
6 not just approved locally but they have to be approved  
7 by our corporate office which includes the legal team  
8 so those -- those types of things are reviewed for  
9 content and for, I guess, clarity of the ad.

10 MR. D'ARMINIO: I guess it's kind of a  
11 legal question too. There's certain things that you  
12 can't have in New Jersey that you see in other states.  
13 You can't have fireworks, for example. You can't show  
14 arms, guns. There's -- there's various rules and  
15 regulations that the state has a problem with with  
16 regard to copy.

17 MR. BANDELL: One question: Exhibit A-5,  
18 I assume it's just a former names so it's looks like  
19 the permit is issued to CBS Outdoor. Is that your  
20 former --

21 MR. ANTAL: Correct. That was our  
22 predecessor company, yes.

23 MR. BANDELL: Those are the questions I  
24 have.

25 MR. NEGRYCZ: Can I go back to the panels

1 just for a minute? Can you explain to me how the panel  
2 is affixed to the sign?

3 MR. ANTAL: Yes. So the panel itself is  
4 the sign. They are connected to metal stringers, for  
5 lack of a better term, the framework behind it, using a  
6 -- similar to like a flat bolt so they're actually  
7 inserted into that framework and attached to it and  
8 connected together through the wiring in the back and  
9 of course, you know, put flush with each other so that  
10 they line up correctly.

11 MR. NEGRYCZ: Do you have instances where  
12 one panel came loose.

13 MR. ANTAL: I have not experienced that,  
14 no.

15 MR. LEBOW: I have questions that go back  
16 to the previous question regarding ads. I don't know  
17 what the rules are with New Jersey. Do they allow  
18 religious content on billboards today?

19 MR. ANTAL: Do they allow religious  
20 content on billboards? As long as it doesn't violate  
21 their rules on their explicit content.

22 MR. LEBOW: Religious points of view  
23 might not be offensive in general.

24 MR. ANTAL: It depends on the content and  
25 it does go through a local approval process as well to

1 make sure that it's not something that would be  
2 considered, you know, offensive.

3 MR. LEBOW: What about political ads? Do  
4 you accept that.

5 MR. ANTAL: We do accept political ads.  
6 We do not accept attack ads.

7 MR. WHITAKER: I would just say, with  
8 this type of question, the Board does not have the  
9 jurisdiction to limit the content so, basically, the  
10 Board would stipulate that they would be abiding by  
11 what the state regulations are so, on that basis,  
12 they'd sign an application without a permit recognizing  
13 that they have to conform to the regulations.

14 Is that right, Mr. D'Arminio?

15 MR. D'ARMINIO: That's true. There's is  
16 a caveat. The municipal turn is not allowed to have  
17 political messages.

18 MR. ANTAL: Correct.

19 MR. D'ARMINIO: It's just to be --

20 MR. ANTAL: The time that we're giving  
21 the town, it's stated in Protocol B that those messages  
22 have to be not any type of political messaging.  
23 They're public service messaging for the township and  
24 municipal announcements, not political in nature.

25 MR. LEBOW: Question about the location

1 of the sign. I know you mentioned why there but, you  
2 know, Ridgewood's jurisdiction is pretty limited on  
3 Route 17. I'm just curious why you didn't go down the  
4 road to Paramus or any other locations that maybe does  
5 allow -- I don't know if they allow the billboards or  
6 not or if they...

7 MR. D'ARMINIO: They don't.

8 MR. LEBOW: And let me see.

9 You mentioned, I guess, 8 seconds per ad  
10 so an ad gets 8 seconds and then it rotates to another  
11 ad?

12 MR. ANTAL: Yes. It changes  
13 instantaneously to the next ad -- advertisement.

14 MR. LEBOW: And it's 24/7 so how many  
15 different ads a day? I'm assuming you get people  
16 repeat.

17 MR. ANTAL: It depends on the -- on the  
18 advertiser. Some advertisers will run the same message  
19 every day for their whole campaign. Others will change  
20 it, you know, daily, hourly and, in all, like,  
21 legitimacy, it could be infinite, right? Because we  
22 could -- we could change an ad every time it comes up  
23 if that's what our advertiser wanted to do.

24 MR. LEBOW: All right. So you could  
25 have, 8 seconds, a different ad the entire day, never

1 the same ad?

2 MR. ANTAL: You could if you wanted to do  
3 that. I would advise against it if you were an  
4 advertiser because it isn't great consistency in the  
5 branding but it is possible.

6 MR. LEBOW: And it is seven days a week,  
7 right, not six? For some reason I had six days a week.  
8 It's seven?

9 MR. ANTAL: If I said that, I misspoke.  
10 24 hours a day, seven days a week.

11 MR. LEBOW: Oh. The other thing, so you  
12 mentioned on the emergency services, I mean, I  
13 currently get that all on my phone and there's also  
14 lots of signage down the road that the state provides  
15 so, I'm just, you know, understanding what you're  
16 saying is, to me, it doesn't seem like much more of a  
17 benefit than anything else that's already provided  
18 so...

19 MR. ANTAL: I understand. I think it's  
20 another resource for the town. I think we all agree;  
21 we wouldn't -- we don't necessarily want to look at our  
22 phone while we're driving. To receive that message,  
23 obviously, it's going to, you know, alarm you but  
24 having another option for the town to use this type of  
25 sign and it is substantially more prominent than the

1 DOT messaging signs that are out there now. I'm not  
2 familiar enough with that process and understanding how  
3 the town would get use of that sign but we do offer  
4 this as another avenue for the town to use should they  
5 need it for an emergency message.

6 CHAIRPERSON BROWN: Additional Board  
7 members have any questions?

8 MR. PAPIETRO: Yes.

9 About that 8 seconds, why 8 seconds? How  
10 did you determine that each advertisement message is  
11 going to be on for 8 seconds? How did you establish  
12 that?

13 MR. ANTAL: The State of New Jersey  
14 established those 8 seconds.

15 MR. PAPIETRO: And is that a maximum or a  
16 minimum?

17 MR. ANTAL: That is the minimum from the  
18 State of New Jersey.

19 MR. PAPIETRO: So that's the minimum that  
20 any message can be displayed before it changes?

21 MR. ANTAL: On a digital billboard, yes.

22 MR. PAPIETRO: Yeah. On a billboard.

23 MR. ANTAL: Yes.

24 MR. PAPIETRO: Very good. Thank you.

25 MS. RUHL: You mentioned that you were at

1 10 feet and you moved it to 30 in consideration of your  
2 neighbor. What was your rationale for moving it?

3 MR. ANTAL: The neighbor wanted the sign  
4 to be further away from their freestanding sign with  
5 the prices for the gasoline at the Exxon station.

6 MS. RUHL: Why did you guys select 40  
7 feet high?

8 MR. ANTAL: 40 feet high, it allows for  
9 the sign to be visible and really effectuate the use of  
10 the digital billboard clearly.

11 MS. RUHL: In the pictures that you  
12 showed --

13 MS. WONDERGEM: Can you use the  
14 microphone, please?

15 MS. RUHL: Sorry.

16 The pictures that you've presented, it  
17 doesn't appear that most of those are 40 feet high so  
18 why this location, 40 feet, not -- did you consider a  
19 lower...

20 MR. ANTAL: Which location are you  
21 referring to? I'm sorry.

22 MS. RUHL: I'm also looking at your  
23 pictures. Some of them are not 40 feet. Why this  
24 location? You said 40. Why not 50? Why not 10?  
25 What's the rationale? Why did you pick 40 exactly?

1 MR. ANTAL: I don't know if you're on  
2 A-7. Are you referring to A-7?

3 MS. RUHL: It doesn't matter. Why did  
4 you pick 40 versus 50 or 10 or 20? There had to be a  
5 rationale for 40 because that's the number you picked.  
6 It's pretty high.

7 MR. ANTAL: So what -- I think you're  
8 referring to is A-7.

9 MS. RUHL: I'm not recovering to  
10 necessarily a picture. I'm just asking you: How did  
11 you guys come up -- how did you guys come up to the  
12 number 40 versus 20 or 10 or 80?

13 MR. ANTAL: Right. So -- so one of the  
14 parts of the process with the crane on the location is  
15 to test those heights to find the one that creates the  
16 best viewshed for the advertising and --

17 MS. RUHL: Is there a number of people  
18 who see -- there has to be a formula of viewership; at  
19 a certain height, you get for viewers down the road or  
20 is there an engineer who does that discussion?

21 MR. ANTAL: I think it's something our  
22 engineer can speak to a little bit clearer but, from my  
23 perspective of on-site selection and going through that  
24 process of heights, as -- as was pointed out by the  
25 gentleman, you know, there are other things along the

1 roadway and we need to take those into account when  
2 we're establishing the visibility of the signs and the  
3 height for which it should be located as, for an  
4 example, the Exxon canopy adjacent to the property; if  
5 it was lower, that canopy would be a more visual  
6 impediment and, because of the size and the angle of  
7 that canopy, it would be more in the line of sight for  
8 a longer period of time unlike the telephone poles  
9 which, as you're traveling, move out of your field of  
10 vision so the height is dictated by the surrounding  
11 area to the effectuated use.

12 MS. RUHL: The permit was issued in 2014.  
13 When you -- and maybe this is for the lawyer as well.  
14 When you renew it every year, do you have to comply  
15 with the new regulations every year? Say regulations  
16 were to change during that timeframe, do you have to  
17 comply to the new regs each time or are you  
18 grandfathered in 2014?

19 MR. ANTAL: The state can revoke the  
20 permit prior to the sign being built so, if -- if it  
21 doesn't conform to the regulations during the permit  
22 renewal process, the state has the right to revoke the  
23 permit. It's not until the sign is physically built  
24 that it becomes grandfathered based on any changes that  
25 occurred in regulations.

1 MS. RUHL: Also, in the permit required,  
2 it says "The sign must be in the highway right of way."  
3 When you moved it from 10 feet to 30, were you still in  
4 the right of way?

5 MR. D'ARMINIO: We were never in the  
6 right of way.

7 MS. RUHL: Well, it says -- oh. Excuse  
8 me. "On the right of way," I misread that so you're  
9 not in the right of way. My mistake.

10 MR. D'ARMINIO: We would have to pay rent  
11 to the NJDOT.

12 MS. RUHL: Excuse me?

13 MR. D'ARMINIO: You'd have to pay rent to  
14 the NJDOT.

15 MS. RUHL: I misread it. I apologize.

16 You do these public announcements. I  
17 mean, I guess, when -- the people driving south on 17  
18 and they see your sign, don't -- aren't necessarily  
19 Ridgewood residences. You can exit -- you're either  
20 exiting north beforehand or if you're coming from the  
21 north, coming north on 17, most of the time, you're  
22 getting off; the majority of the people get off at  
23 Linwood going north so I'm just trying to find the  
24 benefit of those Public Service announcements are not  
25 necessarily -- or who are you advertising to? Because

1 the majority of the people -- like, what's the benefit  
2 to Ridgewood, I guess, is the question I'm getting to.  
3 Most of the residents -- and I don't even know the  
4 percentage -- get off before or after and don't pass  
5 the sign. Who is the target audience?

6 MR. ANTAL: And I understand your point  
7 and that's, you know, something you would know more  
8 about than myself being a local resident but one of the  
9 things, I think, to take into consideration is that the  
10 town can use this to help the town grow, right? You  
11 can advertise downtown. You can bring people who maybe  
12 don't know Ridgewood has a downtown into Ridgewood to  
13 spend their money and to grow the economy and to help  
14 the business district and all of those things so the  
15 benefit to the town can be beyond just the municipal  
16 announcements for the residents. I can be to bring  
17 people into the town to help them spend their money.

18 MS. RUHL: So I guess, on that line of  
19 questioning, are the advertisers, in your experience,  
20 the advertisers on this Outpost Media [sic], is it  
21 national brands or are they all local?

22 MR. ANTAL: That's a good question.

23 MS. RUHL: I mean, what's the percentage  
24 of your time in a similar community as us? This is  
25 maybe a question you could even answer on another day.

1 What's the percentage of those advertisements that are  
2 national brands versus in town?

3 MR. ANTAL: We are 75 percent local.

4 MS. RUHL: But "local" meaning...

5 MR. ANTAL: Locally-based New -- New  
6 Jersey-based advertisers.

7 MS. RUHL: Okay. I want more specific.  
8 I want an answer.

9 Like, Denville, you showed a sign of  
10 Denville in your packet.

11 MR. ANTAL: Yes.

12 MS. RUHL: I mean, is -- IKEA is in the  
13 State of New Jersey. Is IKEA going to be advertising  
14 there or is it going to be the little mom-and-pop shops  
15 in town? You could provide that answer at a later -- I  
16 don't think you're going to know off the top of your  
17 head.

18 MR. ANTAL: I can come up with a pretty  
19 good number at a later date.

20 MS. RUHL: Yes. Like I said...

21 MR. ANTAL: No problem. We'll get you  
22 that absolutely.

23 MR. BANDELL: I have a follow-up question  
24 about the signage and the height and I don't -- you may  
25 not -- there may be another witness down the road to

1 answer this correctly. Based on the brightness of the  
2 sign, how far away can you see it? A thousand feet?  
3 2,000 feet?

4 MR. ANTAL: Well, there's a difference  
5 between, you know, identifying something and seeing it  
6 and being able to like comprehend the message. You can  
7 see that Exxon sign as you're traveling down but you  
8 might not be able to necessarily read the price of the  
9 gas until you're closer so I think that's something  
10 that we could probably come back and address but, you  
11 know, it's something to take into consideration.

12 MR. BANDELL: Because yours is on 24/7,  
13 right?

14 MR. ANTAL: Yes.

15 MR. BANDELL: Where some surrounding  
16 lights may turn off.

17 MR. ANTAL: And -- and again, the benefit  
18 of digital is that it adjusts to that ambient light so  
19 it's not going to be something that's going to be out  
20 of place with the ambient surroundings.

21 MR. NEGRYCZ: How does that work at  
22 night? I don't understand. Like -- so there is the  
23 low light that's provided where it's required by those  
24 businesses to shut off most of the lights, how does  
25 that work? I don't understand.

1                   MR. ANTAL: The sign maintains 0.3 foot-  
2 candles above the ambient light so, if there is zero  
3 ambient light, the sign would be displayed at 0.3 foot-  
4 candles of illumination.

5                   CHAIRPERSON BROWN: Board members, any  
6 additional...

7                   MR. PAPIETRO: Yes.

8                   Getting back to the 8 seconds-window, you  
9 mentioned the State of New Jersey specifies that is a  
10 minimum time --

11                   MR. ANTAL: Yes.

12                   MR. PAPIETRO: -- and then any amount  
13 longer than that is okay. Do you -- are you familiar  
14 with the term "well time"? Are you familiar with that  
15 term "well time" --

16                   MR. ANTAL: Yes.

17                   MR. PAPIETRO: -- as a function of  
18 reading signs and -- okay.

19                   MR. ANTAL: Yes.

20                   MR. PAPIETRO: And in that frame of  
21 reference, what is or can you state whether the State  
22 of New Jersey has a time, a dwell time, beyond which it  
23 becomes a hazard for the driver to be staring at a sign  
24 rather than looking at road, weather and traffic  
25 conditions?

1 MR. ANTAL: I -- I think that's Ken.

2 MR. D'ARMINIO: Yeah. That -- that's my  
3 -- that's probably --

4 MR. ANTAL: Next time.

5 MR. D'ARMINIO: -- but we could have a  
6 witness talk about dwell times and like. We have an  
7 engineer for that.

8 MR. PAPIETRO: Well, I was looking for a  
9 number but you don't have that now?

10 MR. ANTAL: I don't believe the State of  
11 New Jersey has -- has defined a dwell time that would  
12 be considered -- I believe you said unsafe.

13 MR. PAPIETRO: Okay.

14 MR. ANTAL: I don't know if that's what  
15 you said but I know there are -- there are federal  
16 studies.

17 MR. D'ARMINIO: The State of New Jersey  
18 outdoor advertising regulations don't deal with dwell  
19 times. They have -- their -- their timing is 8  
20 seconds.

21 MR. PAPIETRO: Okay.

22 In those pictures you gave us, north and  
23 southbound pictures, you have 750 and 500. Is that an  
24 approximate distance at which that sign, pictures, font  
25 size, all could begin to be readable? So from 750 feet

1 to 500, is that your suggested optimum window for that  
2 sign to be readable?

3 MR. ANTAL: From my perspective from --

4 MR. PAPIETRO: Well, not from you. From  
5 either the state or your design function.

6 MR. D'ARMINIO: I think he means from  
7 your --

8 MR. ANTAL: Right. From -- in my  
9 experience, from my -- from my background. The 750-  
10 foot distance is typically where a driver will identify  
11 that there is a billboard there. The 500 foot is  
12 where -- as somebody who looks for new locations, 500  
13 feet is where I want to make sure that somebody has an  
14 optimum -- a chance to see and identify the message  
15 that is being displayed on the sign, not just know the  
16 billboard is there but to see, you know, for -- for  
17 that split second, that there's an ad up there for  
18 Downtown Ridgewood.

19 MR. PAPIETRO: Okay. So the operative  
20 word there is that there is the "chance" for the driver  
21 to read it --

22 MR. ANTAL: Correct.

23 MR. PAPIETRO: -- or not.

24 Now, you also mentioned a little earlier  
25 about the intensity of the sign being a percentage over

1 ambient so does this sign vary? Sunny day, it's going  
2 to be brighter and, a darker day, it is going to be  
3 lighter, a rainy day, a snowy day? I mean -- or is  
4 that sign going to be sunshine, bright and clear, and  
5 only peripheral changes for some extreme like black  
6 night, no moon, bright sun. Sunny day, a little bit  
7 less but still sticking out like a sore thumb so how --  
8 what varies that? Is that sign self-contained and so  
9 it senses what's going on in the atmosphere and adjusts  
10 itself or does it have to be preprogrammed?

11 MR. ANTAL: It adjusts itself based on  
12 the ambient light similar to your cell phone, how your  
13 cell phone can adjust light to view the screen.

14 MR. PAPIETRO: Okay. Very well. Thank  
15 you.

16 MR. D'ARMINIO: Mr. Antal, there's photo  
17 sensors within?

18 MR. ANTAL: Correct. The photocells  
19 measure the ambient light and adjust it to maintain 0.3  
20 foot-candles above the ambient.

21 MR. PAPIETRO: Above whatever the  
22 ambient --

23 MR. ANTAL: -- whatever that ambient  
24 light is.

25 MR. PAPIETRO: Thank you.

1           MR. CURRERI: I have some questions about  
2 A-7. I just wanted to note, the majority of the  
3 letters aren't dated. The only two that are are 2020  
4 so were any of those letters in relation to this  
5 present application?

6           MR. ANTAL: No. These -- all of these  
7 letters were done in December of 2020. You're right.  
8 There are -- there are some that don't have the dates  
9 but they all -- they were all provided around that same  
10 time.

11           MR. CURRERI: Okay.

12           The Denville letter mentioned that was an  
13 existing sign?

14           MR. ANTAL: Correct.

15           MR. CURRERI: The sign that was -- that  
16 Denville was supporting there, was that a non-digital  
17 sign that was being replaced there?

18           MR. ANTAL: That is correct. It was a  
19 traditional, vinyl-wrapped sign. It was converted to a  
20 digital sign.

21           MR. CURRERI: And the letter also says  
22 there that you worked with them to blend the sign onto  
23 the environment. What did you do to blend the sign  
24 into the environment?

25           MR. ANTAL: If you go to the picture

1 that's on Page 19, you'll actually see that the pole  
2 itself has an ornate decoration around it. That ornate  
3 decoration mirrors the light posts that are in downtown  
4 that they spent a lot of time designing to kind of, I  
5 guess, reinvigorate the downtown area. They put up all  
6 new light posts with gold, ornate trim and we created  
7 our billboard pole to resemble that to kind of tie  
8 together that gateway kind of atmosphere to the  
9 Downtown of Denville.

10 MR. CURRERI: Does your current proposal  
11 for Ridgewood have any such concessions?

12 MR. ANTAL: No. The current proposal for  
13 Ridgewood does not but it is absolutely something we  
14 would consider if the Board would like to make that a  
15 condition of approval for this application. We would  
16 work with the town on a design that they felt best fit  
17 the town.

18 MR. PAPIETRO: One more question and if  
19 I'm out of bounds say so. Can you estimate, for the  
20 Board, the approximate cost that an advertiser would  
21 pay for an 8-second ad and then the --

22 MR. WHITAKER: It's an irrelevant  
23 question.

24 MR. PAPIETRO: Irrelevant. Very good.

25 Thank you.

1                   CHAIRPERSON BROWN: One quick question:  
2 Which would be brighter during nighttime? The digital  
3 billboard or a tradition with lights on it?

4                   MR. ANTAL: A traditional with lights on  
5 it. The light from a traditional billboard reflects  
6 off the sign and bounces back and out; whereas, the  
7 light from a digital billboard is directed specifically  
8 at the roadway and adjusts with the ambient light  
9 around it. The light on a traditional billboard is a  
10 set wattage, a set illumination, no matter if it's a  
11 cloudy day, a snowy day or tons of lights along the  
12 road, that illumination is going to be the same bright.

13                   CHAIRPERSON BROWN: Thank you.

14                   Any other Board members have any other  
15 questions?

16                   MS. RUHL: There are homes across 17. Do  
17 you -- in your experience, can you see it from the  
18 homes across the street?

19                   MR. D'ARMINIO: We actually have a  
20 witness who's taken pictures --

21                   MS. RUHL: All right.

22                   MR. D'ARMINIO: -- who will testify to  
23 that and I'm sorry if I interrupted you.

24                   MS. RUHL: No, no -- yes but thank you  
25 but I didn't know, from a brightness perspective, how

1 far you can see these signs.

2 MR. ANTAL: I think -- I'm not sure I  
3 understand.

4 MR. D'ARMINIO: Maybe we should just --

5 MS. RUHL: We'll wait.

6 MR. D'ARMINIO: We'll have another  
7 witness to talk about it.

8 CHAIRPERSON BROWN: Board members, any  
9 other questions?

10 MR. CURRERI: I just have one there. On  
11 the Protocol B, that was Exhibit A-8 --

12 MR. ANTAL: I'm sorry?

13 MR. CURRERI: For Exhibit A-8, protocol,  
14 specific to Protocol B, you mentioned that there would  
15 be 540 minutes as a minimum per year. Is that the  
16 correct timing on that?

17 MR. ANTAL: Yeah. I did my -- I did the  
18 math. Let's see. 90 minutes per day per display so  
19 that's 3 hours per day, 546 hours per year which is 52  
20 weeks.

21 MR. CURRERI: Okay. And that would be  
22 equally distributed between, like, daytime and  
23 nighttime hours?

24 MR. ANTAL: Yeah. It's in rotation with  
25 the other advertising, yes.

1 MR. CURRERI: Thank you.

2 CHAIRPERSON BROWN: Ms. Bucci-Carter, do  
3 you have any questions for the witness?

4 MS. BUCCI-CARTER: I do. Most of my  
5 questions have been asked. I -- I -- I just want to  
6 reiterate one of the questions that was asked. I did  
7 not hear the answer clearly on: Why did you chose this  
8 site?

9 MR. ANTAL: I discussed, in my testimony,  
10 the lot suitability --

11 MS. BUCCI-CARTER: I'm sorry?

12 MR. ANTAL: The lot suitability, the ease  
13 of access to the site, the ability to construct the  
14 sign without interference to the current site's  
15 operations and it meeting all of the code and safety  
16 requirements for the New Jersey Department of  
17 Transportation.

18 MS. BUCCI-CARTER: And are there others  
19 that you are looking at as well?

20 MR. ANTAL: Not at the moment.

21 MS. BUCCI-CARTER: Not in Ridgewood?

22 MR. ANTAL: Not at the moment, no.

23 MS. BUCCI-CARTER: On the application the  
24 -- the size associated with the permit was 2,000 square  
25 feet. Is that correct?

1 MR. ANTAL: 2,000 total square feet so  
2 that's 1,000 square feet per side.

3 MS. BUCCI-CARTER: And why is this  
4 application less than that?

5 MR. ANTAL: The application is less than  
6 that because, through the site selection process, we  
7 took in consideration visibility to the surroundings of  
8 the lot itself, the way that the sign could be oriented  
9 to the roadway and we determined that the size being  
10 proposed which, again, is, approximately, 38 percent of  
11 the approved size from the DOT was more suitable for  
12 this location.

13 MS. BUCCI-CARTER: So this seems as  
14 though there's a calculation that has to do with, like,  
15 maybe another one of your witnesses may be speaking  
16 about and it's the visibility and appropriateness for  
17 the size for the location. Is that what you are  
18 saying?

19 MR. D'ARMINIO: I guess we can. I mean,  
20 we could have made the sign 100 feet in the air and a  
21 thousand square feet. We're not going to make more  
22 money on it but, I mean, we tried to be within, as much  
23 as we can, with the code and, given the situation, we  
24 tried to have a sign that would perhaps be more  
25 amenable to the Board to approve it. You know, we

1 don't try to be bigger than we have to be.

2 MS. BUCCI-CARTER: And during your  
3 testimony, you mentioned something about 3,000 linear  
4 feet. Was that to do with the permit? So the permit  
5 allows you to be within 3,000 feet of this location?  
6 Is that --

7 MR. ANTAL: No. The state digital  
8 permits for digital billboards, you have to be 3,000  
9 linear feet from another digital billboard permit from  
10 the state.

11 MS. BUCCI-CARTER: Okay.

12 MR. D'ARMINIO: So 6,000 square feet, you  
13 couldn't have another digital billboard.

14 MS. BUCCI-CARTER: Okay.

15 And you mentioned monitoring as being  
16 24/7 by a computer.

17 MR. ANTAL: Yes.

18 MS. BUCCI-CARTER: Now, if -- if this is  
19 computer and Internet connected, obviously, it may be  
20 possibly open to hacks. My question is: What is the  
21 frequency of that and what do you do when that happens?

22 MR. ANTAL: So I understand the question  
23 with the concern for hacking but it's -- I think it's  
24 important for me to kind of address the best practices  
25 for digital billboards and what Outfront actually

1 follows in that nature.

2           So the best practice for operating a  
3 digital billboard is remotely, right? You don't want  
4 somebody to be able to operate it on site and Outfront  
5 does that. We utilize high-network secure connections  
6 that disable any ability to post content globally.  
7 Both the server where the content is sent to the sign  
8 and the player that is located at the sign are  
9 protected by firewalls. We utilize modern enterprise  
10 signage software that has been cleared to play only  
11 images that originate from a specific management  
12 network center location.

13           We also have the ability to remotely  
14 darken the sign and remove critical parts of the  
15 display should the need arise so we've kind of taken  
16 out a lot of the risk and I can say, with the utmost  
17 confidence, in all the years that I have been the  
18 general manager for the market and since 2012 being  
19 here in New Jersey, I have not had a digital billboard  
20 get hacked.

21           MS. BUCCI-CARTER: But essentially, if it  
22 does, you shut it down? That's what you're saying?

23           MR. ANTAL: We have the ability to shut  
24 it down remotely, yes.

25           MS. BUCCI-CARTER: I think, for now,

1 that's it.

2 MR. ANTAL: Okay.

3 MS. RUHL: When you were deciding on this  
4 specific site, I'm sure your company has done data  
5 collection as to why here. Like, not only because,  
6 yes, you can see it but way this location versus  
7 another location? Do you collect that data as to new  
8 advertising need?

9 MR. ANTAL: It's -- honestly, it's more  
10 conjecture than, like, physical data collection through  
11 cell phones and things like that. It's really a matter  
12 of looking at the footprint that we have in the  
13 marketplace and areas of demand from both our clients  
14 --

15 MS. RUHL: Okay. So right. That's what  
16 -- the area of demand for your clients.

17 MR. ANTAL: Yes.

18 MS. RUHL: So you have collected -- you  
19 have data on that information?

20 MR. ANTAL: It -- it's nothing finite.  
21 It's kind of, like, you kind of know that people like  
22 to advertise in certain areas. They're looking for  
23 things in certain areas but it's not like we send out a  
24 survey or have a questionnaire that gets filled out.

25 MS. RUHL: In this day and age, you have

1 had to collect some sort of data from your clients or  
2 people --

3 MR. ANTAL: No.

4 MS. RUHL: Nobody said, "Well, this area  
5 of New Jersey has nothing. Let's put it there"?

6 MR. ANTAL: The only --

7 MS. RUHL: You have to have some sort of  
8 discussions internally as to why here versus going 50  
9 feet down the road or a mile down the road or 2 miles  
10 up the road.

11 MR. ANTAL: The -- the discussion is,  
12 typically, if -- if we found something here, could you  
13 sell it? I mean, that's -- it's not -- I mean, it's  
14 not data collection. The only data that we have at our  
15 disposal for an item of this nature is through a  
16 company called "Geopath" which is the traffic audience  
17 auditing for our industry so we could get an idea of  
18 how many people could potentially see a sign in an  
19 area. It's not the number of people who do see any  
20 signs but it's the potential use for a sign. That's  
21 all pretty much we can narrow it down but we don't do  
22 surveys and it's more conjecture in finding if there's,  
23 you know, a need from advertisers by talking to  
24 salespeople and seeing could you sell something in this  
25 area, does it make sense.

1 MS. RUHL: So you have spoken to  
2 advertisers and this is where I'm trying to get to.

3 MR. ANTAL: I haven't spoken to  
4 advertisers. I have spoken to salespeople.

5 MS. RUHL: I mean, you didn't, all the  
6 sudden, say, "Ridgewood, that's a nice town. Let's put  
7 a sign there." What kind of backup data did you  
8 collect as a company to figure out why here versus --  
9 well, are you going to be advertising Home Depot which  
10 is Paramus and let's get up upstream or downstream?  
11 I'm trying to understand why here and what the need is  
12 here versus one town or another for us to understand  
13 way this location and what it's going to offer  
14 Ridgewood versus another town? So can you please provide  
15 some data?

16 MR. WHITAKER: Let me review those kind  
17 of questions with you before the next hearing.

18 MS. RUHL: Okay. Thank you.

19 MR. D'ARMINIO: You know, I'm not even  
20 sure. You know, I want to understand the question. I  
21 want to try to answer it. I'm not objecting to the  
22 question. Maybe --

23 MR. WHITAKER: We're going to talk about  
24 relevancy of questions.

25 MR. D'ARMINIO: Let's leave that and

1 Price vs. that says that we have a right to select a  
2 location. That's a case. It's apart from, you know,  
3 someone saying, "Well, isn't there a better location  
4 here?" I don't know if you're saying that.

5 MS. RUHL: No, no, no. I'm just trying  
6 to figure out --

7 MR. D'ARMINIO: All right. Well, let's  
8 --

9 MS. RUHL: I mean, a company makes  
10 decisions based on data.

11 MR. D'ARMINIO: We'll work on that.

12 MS. RUHL: I listen to my boss.

13 MR. NEGRYCZ: One more. Sorry.

14 Where is the nearest digital billboard?

15 MR. ANTAL: I'm sorry. I'm having  
16 trouble hearing you.

17 MR. NEGRYCZ: Where is the nearest  
18 digital billboard, the next one?

19 MR. WHITAKER: Off Route 17 North in  
20 Mahwah.

21 MR. NEGRYCZ: Okay. So Mahwah is the  
22 next one?

23 MR. ANTAL: It's in Ramsey, not Mahwah,  
24 so the closest digital billboard I have on Route 17 is  
25 in Maywood so it's, approximately -- I think that's

1 what? 9 miles south of here give or take? It's at the  
2 corner of Route 17 and Essex Street and it is the size  
3 of the one we're proposing here tonight so, if you want  
4 to see something comparable, I would direct you to  
5 Maywood on Route 17 at Essex Street.

6 CHAIRPERSON BROWN: Okay. Given that  
7 it's 8 to 11:00, I don't think we're going to have time  
8 to get into the objector's questions now or the  
9 public's so I think we're just going to have to come  
10 back and we can sort of start with opening it up to,  
11 first, the objector's attorney and then the public  
12 after that for questions.

13 MR. WHITAKER: Mr. Chairman, my  
14 recommendation would be to determine a calendar night  
15 that we could use exclusively for this.

16 MR. STANDRIFF: I would like to ask a  
17 question: I believe the Chairman asked from how far  
18 away can you see it and I believe we are expecting a  
19 distance or a --

20 MR. WHITAKER: I believe the engineer  
21 said they are going to give us that information.

22 MR. D'ARMINIO: We will get that answer.

23 CHAIRPERSON BROWN: Jane, do we have a  
24 date that we can...

25 MS. WONDERGEM: May 10th.

1 MR. D'ARMINIO: Can I just check?

2 MR. WHITAKER: Make sure you have your  
3 witnesses available.

4 MR. D'ARMINIO: Yeah. We had checked  
5 every other Tuesday for the next three Tuesdays but I'm  
6 not sure if we checked May 10th. It has to be May  
7 10th?

8 MR. WHITAKER: Yeah. The calendar full  
9 until then.

10 MR. D'ARMINIO: Okay.

11 CHAIRPERSON BROWN: So it will be carried  
12 until May 10th at 7:00 p.m. no further notice and we  
13 also want to just thank members of the public who have  
14 sat here and heard everything to date and you're  
15 certainly welcome to come back on May 10th.

16 MR. WHITAKER: Mr. D'Arminio, the record  
17 is clear that we have an extension of time.

18 MR. D'ARMINIO: Do you need it in  
19 writing?

20 MR. WHITAKER: Just send a letter.

21 MR. D'ARMINIO: I'll send a letter.

22 (The hearing concluded at 10:54 p.m.)  
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C E R T I F I C A T E

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6 I, ALISON GULINO, a Certified Court Reporter,  
7 Registered Professional Reporter and Notary Public of  
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