

**APPLICATION ADDENDUM  
OUTFRONT MEDIA LLC**

**500 N.J.S.H. Route 17, Village of Ridgewood, New Jersey  
Block 4703 Lot 10  
Office Building (OB-2) District**

**I. Introduction**

The Applicant, Outfront Media LLC (“Outfront” or “Applicant”), seeks approval to construct and operate a 10’6” x 35’8 1/4” back to back, multimessage outdoor advertising sign (“Proposed Sign”) at property located at 500 N.J.S.H. Route 17, Village of Ridgewood, New Jersey and shown on the Village of Ridgewood Tax Map as Block 4703, Lot 10, within the Office Business (“OB-2”) District (the “Property”). Outfront is a lessee of a portion of the Property which is owned by Simpson, (Trust) % Sunoco KE Andrews and presently operated as a tire/auto repair center.

The Proposed Sign is intended to be visible to New Jersey State Route 17 and will consist of the following:

Number of panels	2
Height	40’
Dimensions of Digital Face	10’6” x 35’8 1/4”
Square Footage	374.7 sq. ft. per sign face
Total Square Footage	749.4 sq. ft.

The New Jersey Department of Transportation (“NJDOT”) has issued to Outfront a state permit for the Proposed Sign which specifically allows for digital multi-message technology. The Proposed Sign will change sign copy every eight seconds in conformance with NJDOT regulations, N.J.A.C. 16:41C-11.1. Thus, the number of ad-

turns that a passing motorist would see on a multmessage digital sign would be essentially the same as he or she would see on a static sign, i.e. one turn. Further, as per State requirements, the Proposed Sign will instantly change copy and not be animated, blink or flash. Id.

The LED technology represents a newer, more efficient manner to change sign face advertising copy. Now, rather than requiring a truck and crew to visit a location and either paint, post or physically remove and install new advertising copy, the same can be instantaneously changed from a central office computer. As a result, LED off-premise signs are increasingly becoming the mode of choice for outdoor advertising installations. In addition to convenience, and providing flexibility to the advertiser, the ability to immediately and remotely change sign copy makes LED signs ideal for posting emergency alerts such as Amber Alerts, police notices, and weather warnings.

## **II. Relief requested**

Pursuant to Section 190-122(B)(a) of the Zoning Regulation of the Village of Ridgewood ("Code"), off-premise advertising signs are not permitted within the OB-2 Zone. Therefore, Outfront requests d(1) use variance relief to construct and operate an outdoor advertising sign at the Property.

The Applicant is also seeking Preliminary and Final Site Plan Approval. To the extent Outfront does not comply with some of the items specifically identified in the Application Checklist, Outfront submits that the installation and operation of the Proposed Sign will have a *de minimis*, if any, affect upon traditional site plan concerns (e.g. sewer, vehicular circulation, storm water management, etc.). As a result, many of the checklist items are not applicable. Finally, in the event it is required, Outfront

reserves the right to seek variances, waivers or other relief from any other condition or requirement of its application at the time of the hearing not expressly heretofore identified.

**A. Outfront is entitled to Use Variance Relief Pursuant to N.J.S.A. 40:55D-70(d)(1)**

Generally, an applicant for a use-related variance must show a) that special reasons exist for the variance and b) that the variance can be granted without substantial detriment to the public good and will not substantially impair the intent and purpose of the zone plan and the zoning ordinance. Alpine Tower v. Mayor & Council Borough of Alpine, 231 N.J. Super. 239, 248 (App. Div. 1989). Outfront respectfully submits that it qualifies for a use variance relief to erect the Proposed Sign. With respect to the Property, and as Outfront's testimony will support, the Proposed Sign is well suited to this particular location because it is adjacent to a major highway and readily visible to motorists.

In addition to the suitability of the site, multi-message technology offers numerous advantages over static illumination. Specifically, the adaptive lighting regulates itself based upon the light at the current moment, such that the message will always appear at no more than 0.3 foot candles above ambient no matter the time of day or surrounding weather conditions. In addition, the lighting is directed through interior louvers towards the traveling public, preventing spill to adjacent areas or sky reflection.

Multi-message technology offers further benefits by (1) providing real time messaging, (2) being more readily accessible to local and national advertisers, (3) allowing advertisers the flexibility to update sign copy images instantaneously, and (4)

providing public service and emergency announcements to the municipality and the region. Importantly, in recent years, multi-message signage has been used by the FBI to capture suspects, during major storms to alert the public as to road and bridge conditions and evacuation routes and for Amber Alerts to locate missing children. Thus, this state of the art technology offers a wide range of benefits to the municipality, the region and the advertisers.

As for the negative criteria, testimony will show that there will be no substantial detriment to any neighboring property. The Proposed Sign is oriented towards the highway and visible primarily to traffic on Route 17. In addition, the Proposed Sign is well buffered by the highway and other commercial uses in the area.

### **III. Conclusion**

At the time of the hearing, Outfront shall, by competent factual and expert engineering and planning testimony and exhibits, establish that the Applicant is entitled to preliminary and final site plan approval with use and any other necessary relief for a double-sided multimessage off-premise sign.

The Applicant reserves the right to provide additional factual and legal arguments at its hearing.