

September 9, 2026

Combined Land Use Board, as Zoning Board
Borough of Raritan
9 W. Somerset Street
Raritan, NJ 08869

Attention: Mr. Lou Gara, Interim Board Secretary, Zoning & Construction Official

**Re: IAAT Services, LLC
Proposed Multimessage Billboard
1137 U.S. Highway Route 202
Borough of Raritan, Somerset County, NJ
Block 31, Lot 1**

Dear Mr. Gara:

On behalf of the applicant, enclosed please find the following revised documents for the proposed multimessage billboard located along U.S. Highway Route 202 in the Borough of Raritan, New Jersey.

- Civil Site Plans (C-01 through C-03), revision #2, dated 09/09/2026
- Environmental Impact Statement, dated 09/09/2026

The site plans have been updated based on the Zoning Board of Adjustment hearing on 07/22/2026 as follows:

C-01 Cover Sheet

1. The location of the proposed billboard along with the 500' offset to adjacent properties has been added to the Key Map and Zoning & Tax Map. Within the Borough of Raritan, there are three (3) properties within the 500' requirement. Within Bridgewater Township, there are seventeen (17) properties within the 500' requirement.

C-02 Site Plan

1. The amended ordinance table for "billboards as conditional use" has been added.
2. A variance has been indicated for the 500' distance to residential for Raritan and "if applicable" for Bridgewater.
3. The minimum static display time has been indicated as 15 seconds per ad.
4. Eight (8) evergreen trees have been added around the sign foundation for screening.

C-03 Sign Elevation Plan

1. The evergreen trees have been added to the elevation.
2. A tree planting detail has been added.
3. A tree planting schedule has been added.

Environmental Impact Statement

1. An Environmental Impact Statement has been prepared in accordance with the Borough Ordinance 207-69 for review.

During your review, should you have any questions or comments, please do not hesitate to call.

Very truly yours,

L2A Land Design, LLC

A handwritten signature in black ink, appearing to be 'W. Vogt', written over a horizontal line.

William Vogt, PE
Principal

J:\26 Project Files\2601.011 - IAAT 1137 Rt. 202 Raritan\DOCUMENTS\MUNICIPALITY\RESPONSE LETTERS\Ltr.Raritan ZBA-2026.09.09.doc

SITE PLAN

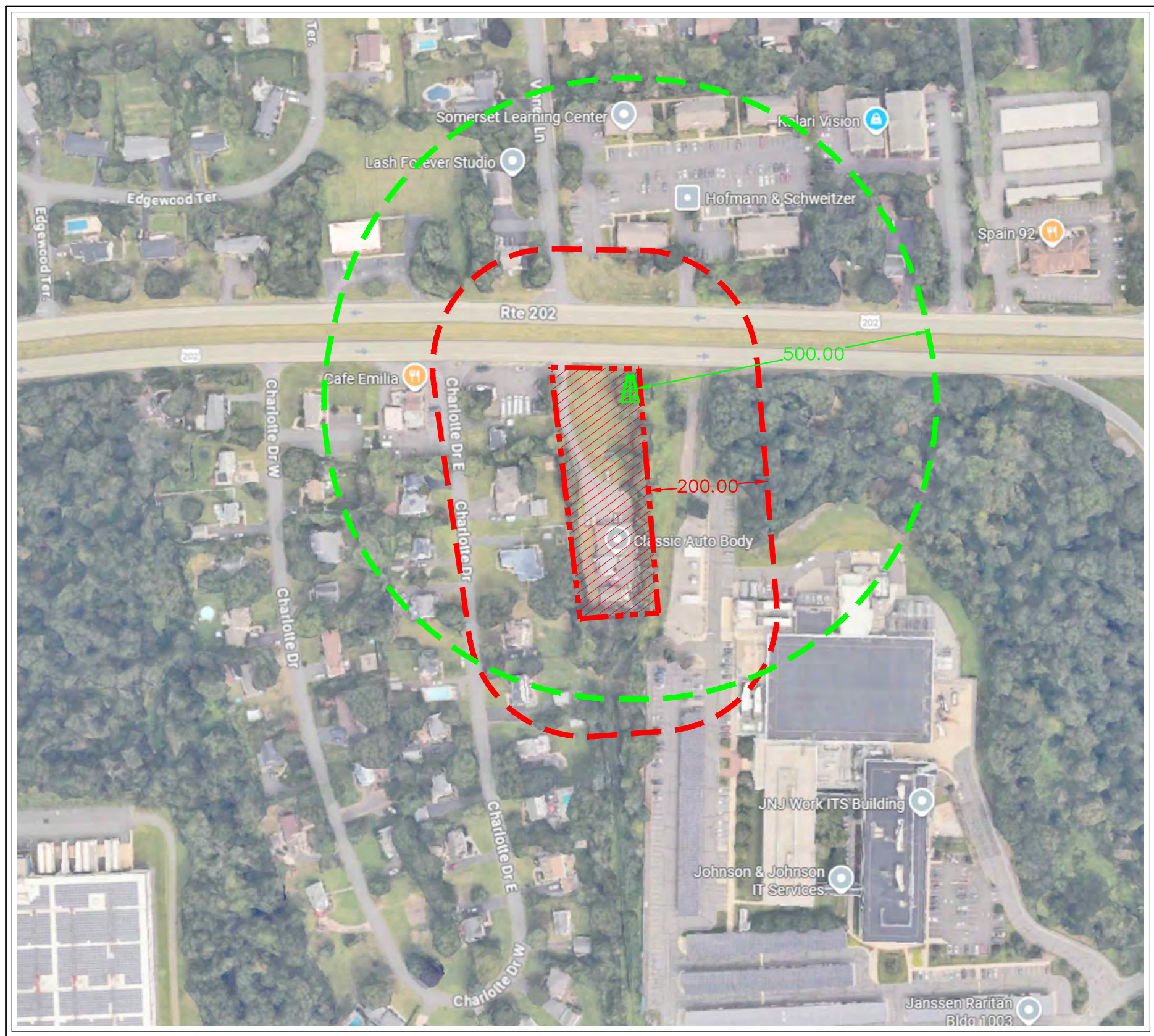
PROPOSED MULTIMESSAGE BILLBOARD

1137 U.S. HIGHWAY ROUTE 202

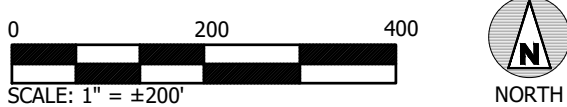
BOROUGH OF RARITAN, SOMERSET COUNTY, NEW JERSEY

BLOCK: 31; LOT: 1; TAX MAP: 6

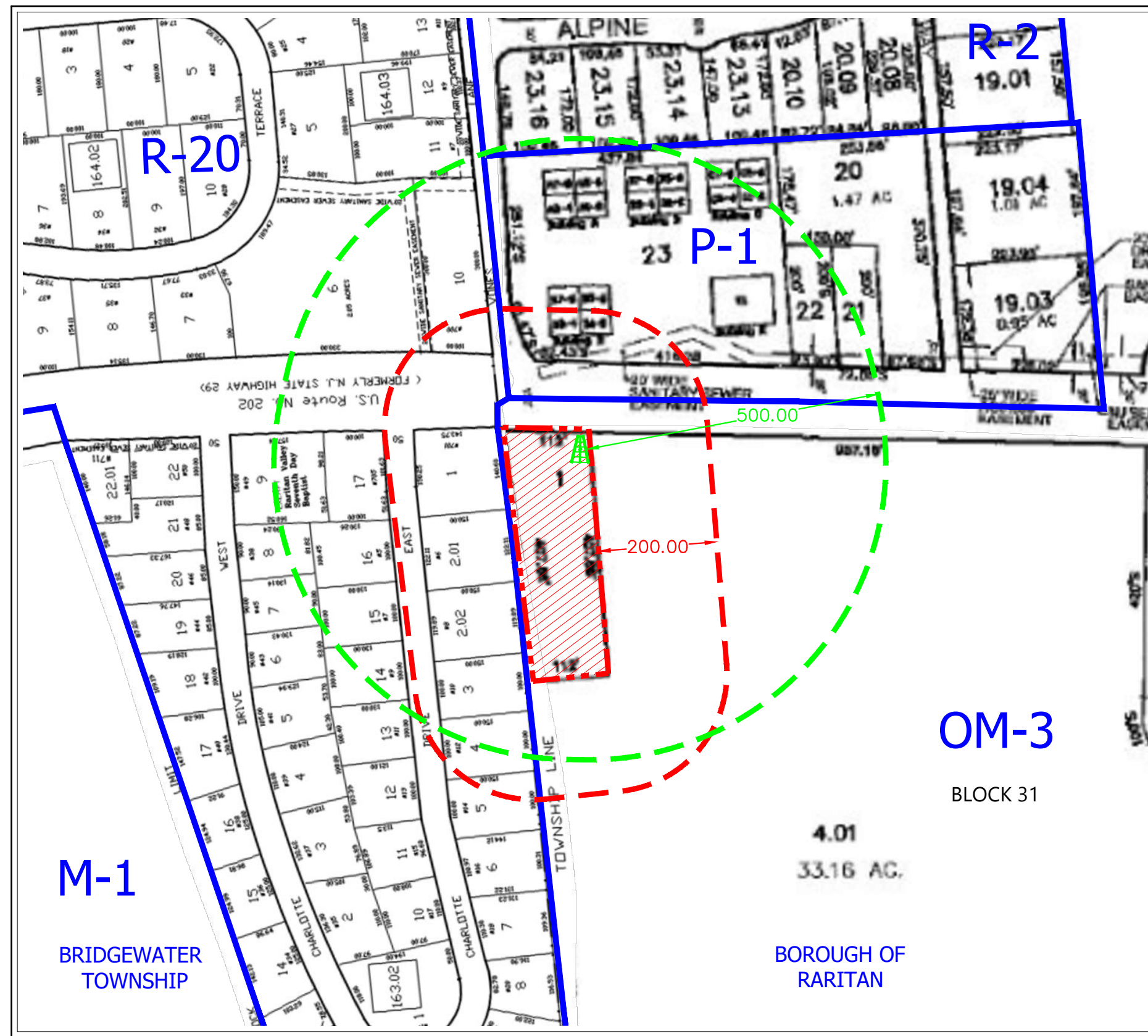
ZONE: OM-3 (LIMITED INDUSTRY DISTRICT)



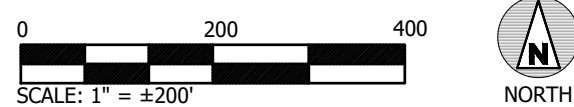
KEY MAP



KEY MAP OVERALL



ZONING & TAX MAP



SURROUNDING ZONING DISTRICTS	
BOROUGH OF RARITAN	
OM-3	LIMITED INDUSTRY DISTRICT
P-1	OFFICE BUILDING DISTRICT
R-2	MEDIUM LOW DENSITY RESIDENTIAL
BRIDGEWATER TOWNSHIP	
R-20	SINGLE-FAMILY RESIDENTIAL ZONE
M-1	LIMITED MANUFACTURING ZONE

PROPERTY OWNERS WITHIN 200 FEET OF SUBJECT PROPERTY:

BRIDGEWATER TOWNSHIP

BLOCK 163.01, LOT 1
701 ROUTE 202 4A
NATALE CHILDREN LLC
216 NORTH AVE E,
CRANFORD, NJ 07016-2473

BLOCK 163.01, LOT 2.01
14 CHARLOTTE DRIVE 2
FERRANTE, CRAIG
6 CHARLOTTE DR
BRIDGEWATER, NJ 08807-2501

BLOCK 163.01, LOT 2.02
8 CHARLOTTE DRIVE 2
FERRANTE, MARY ANN
8 CHARLOTTE DR
BRIDGEWATER, NJ 08807-2501

BLOCK 163.01, LOT 3
10 CHARLOTTE DRIVE 2
TERRI C BLACK REVOCABLE TRT
2/18/14
10 CHARLOTTE DR
BRIDGEWATER, NJ 08807-2501

BLOCK 163.01, LOT 4
12 CHARLOTTE DRIVE 2
STEIN, JEFF P. & DOMENICA
12 CHARLOTTE DR
BRIDGEWATER, NJ 08807-2501

BLOCK 163.01, LOT 5
14 CHARLOTTE DRIVE 2
PSAK, ADAM
14 CHARLOTTE DR
BRIDGEWATER, NJ 08807

BLOCK 163.02, LOT 13
11 CHARLOTTE DR
KINSEY, ANDREW & NANCY
11 CHARLOTTE DR
BRIDGEWATER, NJ 08807-2558

BLOCK 163.02, LOT 14
9 CHARLOTTE DRIVE 2
GERLACH, DANIEL H & TAMMY J
9 CHARLOTTE DR
BRIDGEWATER, NJ 08807-2558

BLOCK 163.02, LOT 15
7 CHARLOTTE DRIVE 2
RIVERA, RAYMUNDO
& LOURDES ET AL
7 CHARLOTTE DR
BRIDGEWATER, NJ 08807-2558

BLOCK 163.02, LOT 16
5 CHARLOTTE DRIVE 2
DARJI, ATULKUMAR & SEEMA
5 CHARLOTTE DR
BRIDGEWATER, NJ 08807-2558

BLOCK 163.02, LOT 17
705 ROUTE 202 4A
NATALE CHILDREN LLC
216 NORTH AVE E
CRANFORD, NJ 07016-2473

BLOCK 9990, LOT 1
COUNTY ROAD 15C
PUBLIC SERVICE ELECTRIC & GAS
PO BOX 3000
SOMERVILLE, NJ 08876-1262

BLOCK 9990, LOT 2
STATE HIGHWAY 15C
STATE OF NJ DOT
1035 PARKWAY AVE
EWING, NJ 08618-2309

BLOCK 9990, LOT 3
TOWNSHIP 1
CABLEVISION % CRAIG MCLEOD
275 CENTENNIAL AVE
PISCATAWAY, NJ 08854-3909

BLOCK 9990, LOT 4
RECORD ONLY 1
NJ-AMERICAN WTR CO%GIS
SPVS-D SHORT
1025 LAUREL OAK RD
VOORHEES, NJ 08043-3506

BLOCK 9990, LOT 5
RECORD ONLY 1
PUBLIC SERVICE ELECTRIC & GAS
80 PARK PLZ # T6B
NEWARK, NJ 07102-4109

BLOCK 9990, LOT 6
RECORD ONLY 1
SUNOCO PIPELINE LP/RIGHT OFWAY DEPT
525 FRUITTOWN RD
SINKING SPRING, PA 19608-1509

BOROUGH OF RARITAN
BLOCK 31, LOT 4.01
JOHNSON & JOHNSON, JH4 NEIGH A
501 GEORGE ST
NEW BRUNSWICK, NJ 08901

BLOCK 2, LOT 23
RARITAN OFFICE CAMPUS CONDO ASSOC.
51 GIBRALTAR DR STE 3F
MORRIS PLAINS, NJ 07950

UTILITIES
SOMERSET COUNTY PLANNING BOARD
P.O. BOX 3000
SOMERVILLE, NJ 08876

N.J. DEPT. OF TRANSPORTATION
1035 PARKWAY AVE.
P.O. BOX 600
TRENTON, NJ 08625-0600

PUBLIC SERVICE ELECTRIC & GAS CO.
MANAGER - CORPORATE PROPERTIES
80 PARK PLAZA, T6B
NEWARK, NJ 07102

BELL ATLANTIC
540 BROAD ST.
NEWARK, NJ 07102

SHEWIN ULEP, P.E./FACILITY ENGINEER
THE SOMERSET RARITAN VALLEY SEWAGE
AUTHORITY
P.O. BOX 6400
BRIDGEWATER, NJ 08807

NEW JERSEY AMERICAN WATER CO.
1025 LAUREL OAK RD.
VOORHEES, NJ 08043

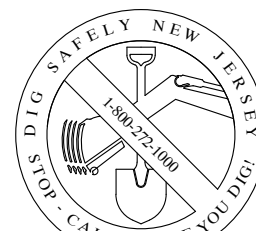
BOROUGH OF RARITAN
BOROUGH CLERK
9 W SOMERSET STREET
RARITAN, N.J. 08869

CABLE VISION
275 CENTENNIAL AVE.
PISCATAWAY, N.J. 08855-6805
CN 6805

SOMMERVILLE BOROUGH CLERK
25 WEST END AVENUE
SOMMERVILLE, N.J. 08876

BRIDGEWATER TOWNSHIP CLERK
100 COMMONS WAY
BRIDGEWATER, NJ 08807

DIG SAFELY NEW JERSEY
1-800-272-1000



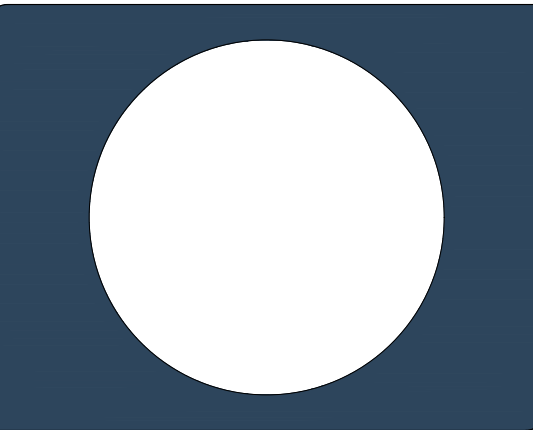
BEFORE YOU DIG ANYWHERE IN NEW JERSEY:
CALL 1-800-272-1000
THE STATE OF NEW JERSEY REQUIRES THREE (3) DAYS
NOTICE TO UTILITIES BEFORE YOU LOCATE, DRILL,
BLAST OR DEMOLISH.

DRAWING INDEX

DRAWING No.:	DRAWING TITLE:
C-01	COVER SHEET
C-02	SITE PLAN
C-03	SIGN ELEVATION PLAN

ZONING BOARD OF ADJUSTMENT APPROVAL

APPROVED BY THE ZONING BOARD OF ADJUSTMENT OF THE BOROUGH OF RARITAN, SOMERSET COUNTY, STATE OF NEW JERSEY ON _____ BY RESOLUTION _____ FOR 1137 NJSH ROUTE 202, RARITAN, NJ, BLOCK 31, LOT 1	
BOARD CHAIRPERSON	DATE
BOARD SECRETARY	DATE
BOROUGH CLERK	DATE
BOARD ENGINEER	DATE
BOARD PLANNER	DATE



09/09/2026
Date
William R. Vogt Jr., P.E.
New Jersey Professional Engineer #24GE04690600

WARNING: IF THIS PLAN DOES NOT CONTAIN A REPRODUCIBLE PROFESSIONAL SEAL, OVER THE PROFESSIONAL SIGNATURE IT IS NOT AN AUTHORIZED OFFICIAL COPY.

APPLICANT:
IAAT SERVICES, LLC
104A VANCE AVENUE
LAVALLETT, NJ 08735
201.227.1061

OWNER:
BELLEW, JEFFREY A.
1137 RT. 202
RARITAN, NJ 08869

SURVEYOR:
LAKELAND SURVEYING, INC.
4 WEST MAIN STREET
ROCKAWAY, NJ 07866
973.625.5670 (Office)

DATE	REVISION
05/04/2026	1. REVISED PER COMPLETENESS REVIEW #1, DATED 04/21/2026
09/09/2026	2. REVISED PER ZONING BOARD OF ADJUSTMENT HEARING, DATED 07/27/2026

PROJECT LOCATION:

PROPOSED MULTIMESSAGE BILLBOARD

1137 U.S. HIGHWAY ROUTE 202
BOROUGH OF RARITAN,
SOMERSET COUNTY, NJ 08869

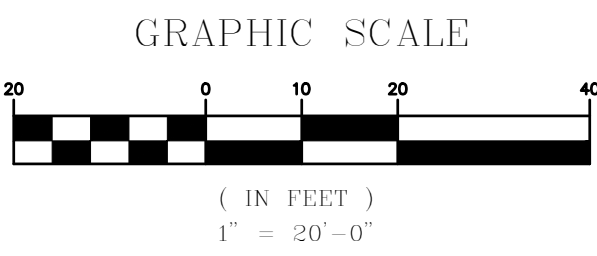
BLOCK: 31; LOT: 1
TAX MAP: 6

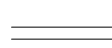
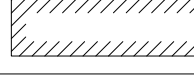
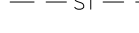
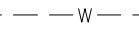
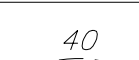
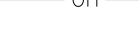
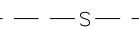
DRAWING TITLE:

COVER SHEET

SCALE:	REFER TO DRAWING
DATE	03/04/2026
DESIGNED:	HR
APPROVED:	WRV
L2A PROJ. No.:	2601.011
DRAWING No.:	

C-01



	EXISTING CURB
	EXISTING BUILDING
	EXISTING STORM LINE
	EXISTING WATER LINE
	EXISTING GAS LINE
	EXISTING CONTOUR LINE
	EXISTING SPOT ELEVATION
	EXISTING TREE
	PROPOSED TREE
	EXISTING UTILITY MANHOLE
	NJDOT R.O.W. DEDICATION
	EXISTING ELECTRIC LINE
	EXISTING OVERHEAD WIRE
	EXISTING SANITARY LINE
	PROPERTY LINE
	PROPOSED LIMIT OF DISTURBANCE

1. THIS PROJECT REFERENCES A "TOPOGRAPHIC SURVEY OF PROPERTY" PREPARED BY:
LAKELAND SURVEYING 4 WEST MAIN STREET, ROCKAWAY NJ, 07866
SURVEYED BY JEFFREY S. GRANT, NJ, NO. 24G504339900
PROJECT NO. 260196; DATE 02/05/2026; REVISED 04/30/2026
2. PROPERTY LOCATION: BLOCK: 31, LOT: 1
3. PROPERTY ADDRESS: 1137 U.S. HIGHWAY ROUTE 202, BOROUGH OF RARITAN,
SOMERSET COUNTY, NEW JERSEY, 08869
4. ZONE: OH-3 (LIMITED INDUSTRY DISTRICT)
5. EXISTING USE: COMMERCIAL (AUTO BODY)
6. PROPOSED USE: COMMERCIAL (AUTO BODY) AND MULTIMESSASGE BILLBOARD
7. LOT AREA: 43,615.40 SF (±1.00 ACRES) [SURVEY]
8. LOT AREA: 41,423.70 SF (±0.95 ACRES) [PROPOSED AFTER DEDICATION]

PER CHAPTER 207 ATTACHMENT 1, SCHEDULE OF BULK REQUIREMENTS : OM-3 (LIMITED INDUSTRIAL DISTRICT)	REQUIRED	EXISTING	PROPOSED	VARIANCE REQUIRED
MINIMUM LOT SIZE (ACRES)	20 ACRES	1.00 ACRES	0.95 ACRES	YES (EN)
MINIMUM LOT WIDTH (FT)	500 FT	100.30 FT	NO CHANGE	EN
MINIMUM FRONT YARD SETBACK (FT)	200 FT	281.30 FT	NO CHANGE	NO
MINIMUM FRONT YARD SETBACK BILLBOARD (FT)	200 FT	N/A	10.00 FT	YES
MINIMUM REAR YARD SETBACK (FT)	100 FT	70.00 FT	NO CHANGE	EN
MINIMUM REAR YARD SETBACK BILLBOARD (FT)	100 FT	N/A	350.78 FT	NO
MINIMUM ONE SIDE YARD SETBACK (FT)	150 FT	21.90 FT	NO CHANGE	EN
MINIMUM ONE SIDE YARD SETBACK BILLBOARD (FT)	150 FT	N/A	5.00 FT	YES
MINIMUM BOTH SIDES YARD SETBACK (FT)	300 FT	43.85 FT	NO CHANGE	EN
MINIMUM BOTH SIDES YARD SETBACK BILLBOARD (FT)	300 FT	N/A	67.92 FT	YES
MINIMUM FRONT ACCESSORY BUILDING SETBACK (FT)	200 FT	280.90 FT	NO CHANGE	NO
MINIMUM REAR ACCESSORY BUILDING SETBACK (FT)	100 FT	1.00 FT	NO CHANGE	EN
MINIMUM SIDE ACCESSORY BUILDING SETBACK (FT)	100 FT	0 FT	NO CHANGE	EN
MAXIMUM BUILDING HEIGHT PRINCIPAL BUILDING (STORIES/FT)	8 STORY/100 FT	1 STORY/19.16 FT	NO CHANGE	NO
MAXIMUM BUILDING HEIGHT PRINCIPAL BUILDING BILLBOARD (STORIES/FT)	8 STORY/100 FT	N/A	50.00 FT	NO
MAXIMUM IMPERVIOUS LOT COVERAGE (%)	40%	35.88%	35.23%	NO
MINIMUM LANDSCAPING LOT COVERAGE ^(1.1) (%)	30%	64.12%	64.77%	NO
MINIMUM LOT FRONTAGE ON ROUTE 202 ^(1.2) (FT)	500 FT	100.26 FT	100.80 FT	YES (EN)

	TOTAL LOT AREA	BUILDING COVERAGE	ASPHALT & CONCRETE AREAS	OPEN SPACE & LANDSCAPING
EXISTING CONDITIONS	43,615.40 SF	4,530.00 SF	11,118.00 SF	27,967.40 SF
PROPOSED CONDITIONS	41,423.70 SF	4,530.00 SF	10,065.00 SF	26,828.70 SF
NET CHANGE	2,191.70 SF	0 SF	-1,053.00 SF	-1,138.70 SF

ART 207-123(F): LOT AREA AND YARD REQUIREMENTS. LOT AREA AND YARD REQUIREMENTS SHALL BE IN ACCORDANCE WITH ARTICLE 207, EXCEPT AS FOLLOWS:

- 1.1. NOT LESS THAN 30% OF THE AREA OF THE LOT SHALL BE DEVOTED EXCLUSIVELY TO SEEDING AND LANDSCAPING.
- 1.2. ALL MAIN AND ACCESSORY BUILDINGS SHALL BE CONSTRUCTED OR LOCATED UPON A LOT ABUTTING AND HAVING A MINIMUM FRONTAGE OF 50 FEET ON ROUTE 202.
2. PER §207-96(H): SIGN OFF-PRIME MANUFACTURING ZONE. TO THE GREATEST EXTEND POSSIBLE, THE NATURAL VEGETATION SHALL BE PRESERVED WITHIN THE REQUIRED SETBACK AREAS. THE EXISTING LANDSCAPING SHALL BE SUPPLEMENTED WITH ADDITIONAL LANDSCAPING TO CREATE A PLEASING VISUAL EFFECT AND TO SCREEN PARKING AREAS, LOADING AND DELIVERY AREAS, MAINTENANCE AND STORAGE AREAS AND SIGN, IN ACCORDANCE WITH A LANDSCAPING PLAN REVIEWED AND APPROVED BY THE BOARD AS PART OF ANY DEVELOPMENT APPLICATION.
3. PER §207-96(H): SIGN ILLUMINATION. ILLUMINATED SIGNS MAY BE FLOODLIGHTED, SPOTLIGHTED, OR INTERNALLY ILLUMINATED WITH A DIFFUSED LIGHT SOURCE, UNLESS SUCH ILLUMINATION IS SPECIFICALLY PROHIBITED ELSEWHERE IN THIS CHAPTER. FOR EXAMPLE, AWNING SIGNS AND CANOPY SIGNS MAY NOT BE BACKLIT. ALL ILLUMINATION SHALL BE SUBJECT TO THE FOLLOWING:
 - 3.1. ALL LIGHTING SOURCES SHALL BE COMPLETELY SHIELDED FROM THE VIEW OF VEHICULAR TRAFFIC. **(COMPLIES)**
 - 3.2. SUCH ILLUMINATION SHALL NOT PROJECT LIGHT ABOVE THE HIGHEST ELEVATION OF THE FRONT WALL OF THE BUILDING FOR WALL-MOUNTED SIGNS OR MORE THAN FIVE FEET ABOVE GROUND LEVEL FOR FREESTANDING SIGNS. **(COMPLIES)**
 - 3.3. BACKLIT/INTERNALLY LIT SIGNS SHALL NOT HAVE A WHITE OR LIGHT-COLORED BACKGROUND OR SIGNBOARD. **(VARIANCE)**
- 3.4. WHERE A SIGN IS LOCATED ON A LOT WITH RESIDENTIAL USES OR ON A LOT ADJACENT TO A LOT USED PRIMARILY FOR RESIDENTIAL PURPOSES, SUCH SIGN SHALL BE ILLUMINATED IN A MANNER THAT PERMITS ANY LIGHT TO SHINE OR CAUSE A NUISANCE TO THE ADJACENT RESIDENTIAL USE. **(COMPLIES)**
- 3.5. NO ILLUMINATED SIGN LOCATED ON A LOT ADJACENT TO OR ACROSS THE STREET FROM ANY SINGLE-FAMILY RESIDENTIAL DISTRICT AND VISIBLE FROM SUCH RESIDENTIAL DISTRICT SHALL BE ILLUMINATED BETWEEN THE HOURS OF 11:00 P.M. AND 7:00 A.M. **(N/A)**
- 3.6. NO SIGN SHALL CONTAIN BLINKING, FLASHING, FLICKERING, TRACER, OR SEQUENTIAL LIGHTING. ALL SIGNS SHALL REMAIN STATIONARY AND CONSTANT IN INTENSITY AND COLOR AT ALL TIMES. **(COMPLIES)**
- 3.7. ALL WIRING FOR PERMANENT ILLUMINATED SIGNS SHALL BE INSTALLED AND MAINTAINED SO THAT IT IS NOT WITHIN PUBLIC VIEW. THE RUNNING OF WIRING OR CONDUIT ALONG THE EXTERIOR WALL OF A BUILDING TO ACCESS A SIGN IS SPECIFICALLY PROHIBITED UNLESS, IN THE JUDGMENT OF THE CONSTRUCTION OFFICIAL, THERE IS NO PRACTICAL WAY TO RUN THE CONDUIT SO THAT IT IS NOT WITHIN PUBLIC VIEW. **(COMPLIES)**
- 3.8. NO ILLUMINATED SIGN SHALL BE SUCH A COLOR OR LOCATED IN SUCH A MANNER AS TO BE CONFUSED WITH, OR TO DIMINISH OR DETRACT IN ANY WAY FROM, THE EFFECTIVENESS OF ANY TRAFFIC SIGNAL OR SIMILAR OFFICIAL SAFETY WARNING OR DEVICE. **(COMPLIES)**
4. PER §207-96(I): SIGN CONTENT. THE CONTENT OR ADVERTISING WHICH MAY BE DISPLAYED ON SIGNS SHALL BE LIMITED TO THE IDENTIFICATION AND LOCATION OF THE PREMISES, IDENTIFICATION OF ITS OWNERS OR OCCUPANTS, AND INFORMATION CONCERNING THE ACTIVITIES CONDUCTED ON THE PREMISES OR THE GOODS AND SERVICES OFFERED IN CONNECTION THEREWITH. **(VARIANCE FOR OFF-PRIME SIGNAGE)** ALL SIGN GRAPHICS SHALL BE MADE BY A QUALIFIED PROFESSIONAL. **(COMPLIES)**
5. PER §207-96(L): SIGN APPURTENANCES. SIGN APPURTENANCES SHALL BE PERMITTED ONLY WHEN DESIGNED AS AN INTEGRAL PART OF THE SIGN, CONSTRUCTED OF SIMILAR MATERIALS, AND GRAPHICALLY COMPATIBLE IN COLOR, SHAPE, POSITION, AND SCALE WITH THE PERMITTED SIGN FACE. SIGN APPURTENANCES, SUCH AS THE SUPPORTING STRUCTURE, BRACKETS, AND DECORATIVE ELEMENTS, CANNOT INCREASE THE PROPOSED SIGN AREA BY GREATER THAN 15%. APPURTENANCES CANNOT EXTEND ABOVE OR BELOW THE SIGN FACE BY A DISTANCE GREATER THAN 25% OF THE SIGN FACE HEIGHT. SIGN APPURTENANCES CANNOT PROJECT OUTWARD BEYOND THE FACE OF THE PROPOSED SIGN. **(COMPLIES)**
6. PER §207-96(M): SIGN PLACEMENT. NO SIGNS, ILLUSTRATIONS, OR SYMBOLS SHALL BE PLACED SO AS TO INTERFERE WITH THE OPENING OF AN EXISTING DOOR OF ANY BUILDING OR TO OBSTRUCT ANY WINDOW OPENING, EXCEPT FOR WINDOW SIGNS AS REGISTERS HEREIN. NO SIGN SHALL BE PLACED TO INTERFERE WITH THE USE OF ANY FIRE ESCAPE OR TO CREATE A HAZARD TO PEDESTRIANS, AND NO PORTION OF ANY SIGN SHALL BE LOCATED WITHIN OR SUSPENDED OVER A PEDESTRIAN WALK WITHIN A TEN-FOOT CLEARANCE. **(COMPLIES)**
7. PER §207-96(N): SETBACK TO RESIDENTIAL DISTRICT. WHEN SIGNS ARE LOCATED ALONG THE DISTRICT BOUNDARY OF ANY RESIDENTIAL DISTRICT, THEY SHALL BE SET BACK NOT LESS THAN 10 FEET FROM SUCH RESIDENTIAL DISTRICT BOUNDARY LINE, AND THEY SHALL BE SCREENED FROM THE ADJOINING RESIDENTIAL DISTRICT BY SHRUBBERY, A WALL OR OTHER SUITABLE DEVICE. **(N/A)**
8. PER §207-96(O): LIGHTING PLAN AND OFF-PRIME EFFECTS.
 - 8.1. ANY OUTDOOR LIGHTING, SUCH AS BUILDING AND SIDEWALK ILLUMINATION, DRIVEWAYS WITH NO ADJACENT PARKING, THE LIGHTING OF SIGNS AND ORNAMENTAL LIGHTING, SHALL BE SHOWN ON A LIGHTING PLAN IN SUFFICIENT DETAIL TO ALLOW A DETERMINATION OF THE EFFECTS UPON ADJACENT PROPERTIES, TRAFFIC SAFETY, AND OVERHEAD SKY GLOW. THE OBJECTIVE OF THESE ITEMS IS TO MINIMIZE UNDESIRABLE OFF-PRIME EFFECTS. **(COMPLIES WITH OUT OF HOME ADVERTISING ASSOCIATION OF AMERICA - OAAA)**
 - 8.2. NO LIGHT SHALL SHINE INTO BUILDING WINDOWS NOR OUT TO STREETS AND DRIVEWAYS SO AS TO INTERFERE WITH OR DISTRACT DRIVER OR VISION. TO ACHIEVE THE REQUIREMENTS, THE INTENSITY OF SUCH LIGHT SOURCES, THE LIGHT SHIELDING AND SIMILAR CHARACTERISTICS SHALL BE SUBJECT TO APPROVAL BY THE ZONING OFFICER OR APPROPRIATE BOARD OF JURISDICTION WHEN APPLICABLE. WALL-MOUNTED FIGURES ARE ONLY PERMITTED IF DIRECTED INTO A SITE AND NOT POSITIONED TOWARDS NEIGHBORING PROPERTIES OR PUBLIC STREETS. **(COMPLIES WITH OAAA)**
9. PER §207-96(T)(16): PROHIBITED SIGNS. SIGNS THAT ARE NOT ACCESSORY TO A PRINCIPAL USE ON A PROPERTY. **(VARIANCE FOR OFF-PRIME SIGN)**

PER CHAPTER 207-100 BILLBOARDS AS CONDITIONAL USE	REQUIRED	PROPOSED	VARIANCE REQUIRED
LOCATED ON LOTS WITH FRONTAGE ALONG STATE ROUTE 28, STATE ROUTE 202, OR STATE ROUTE 206	YES	YES	NO
MINIMUM FRONT YARD SETBACK (FT)	10 FT	10 FT	NO
MAXIMUM FRONT YARD SETBACK (FT)	100 FT	10 FT	NO
MINIMUM SETBACK TO RESIDENTIAL ZONE (FT)	500 FT	465.92 FT (RARITAN) 62.92 FT (BRIDGEWATER)	YES (IF APPLICABLE)
MAXIMUM HEIGHT FROM FINISHED GRADE (FT)	50 FT	50 FT	NO
MAXIMUM SIGN AREA DIMENSIONS (FT)	14 FT X 48 FT	14 FT X 48 FT	NO
MAXIMUM NUMBER OF SIDES	2 SIDES	2 SIDES	NO
MINIMUM SUPPORT SETBACK (FT)	15 FT	> 15 FT	NO
MINIMUM BILLBOARD TO BUILDING SETBACK (FT)	25 FT	198.65 FT	NO
MINIMUM DISTANCE BETWEEN BILLBOARDS (FT)	1,000 FT	≥ 1,000 FT	NO
MINIMUM STATIC DISPLAY TIME (SECONDS)	15 SECONDS	15 SECONDS	NO

- per §207-100(A) BILLBOARDS SHALL BE CONDITIONALLY PERMITTED IN THE COMMERCIAL AND INDUSTRIAL ZONES OF THE BOROUGH PROVIDED THAT THEY COMPLY WITH ALL OF THE FOLLOWING CONDITIONS:
- 1.1. BILLBOARDS MUST BE LOCATED ON LOTS WITH FRONTAGE ALONG STATE ROUTE 28, STATE ROUTE 202, OR STATE ROUTE 206. **(COMPLIES)**
- 1.2. NO PART OF A BILLBOARD SHALL BE LESS THAN 10 FEET NOR MORE THAN 100 FEET FROM THE RIGHT-OF-WAY LINE OF STATE ROUTE 28, STATE ROUTE 202, OR STATE ROUTE 206. **(COMPLIES)**
- 1.3. NO PART OF ANY BILLBOARD MAY BE LOCATED WITHIN 500 FEET OF THE LOT LINE OF ANY RESIDENTIAL ZONE. **(VARIANCE TO THE R-2 ZONE ALONG ALPINE WAY)**
- 1.4. THE OVERALL HEIGHT, INCLUDING SIGN AREA AND SUPPORTS, SHALL NOT EXCEED 50 FEET FROM FINISHED GRADE. **(COMPLIES)**
- 1.5. MAXIMUM PERMITTED BILLBOARD SIGN AREA DIMENSIONS SHALL BE 14 FEET BY 48 FEET PER SIDE, WITH A MAXIMUM OF TWO SIDES. **(COMPLIES)**
- 1.6. THE BILLBOARD SUPPORT SHALL NOT BE LOCATED CLOSER THAN 15 FEET FROM A PARKING LOT, DRIVEWAY, SIDEWALK, PATIO, PEDESTRIAN PLAZA, PEDESTRIAN-WAY, BIKEWAY AND THE LIKE. **(COMPLIES)**
- 1.7. NO PART OF A BILLBOARD SHALL BE LOCATED CLOSER THAN 25 FEET FROM ANY BUILDING. BILLBOARDS SHALL NOT BE ATTACHED TO, WRAPPED AROUND, PAINTED, OR PROJECTED ON ANY BUILDING FACE OR ROOF. **(COMPLIES)**
- 1.8. BILLBOARDS SHALL BE LOCATED SO AS NOT TO OBSCURE EXISTING SIGNS OR BUILDING FACADES OR INTERFERE WITH OR OBSCURE DRIVER SIGHT DISTANCES. **(COMPLIES)**
- 1.9. BILLBOARDS SHALL NOT BE LOCATED CLOSER THAN 1,000 FEET FROM ANOTHER BILLBOARD TO MINIMIZE HIGHWAY SIGN CLUTTER AND ALLOW TIME FOR DRIVER RECOGNITION WITH MINIMUM DISTRACTION. **(COMPLIES)**
- 1.10. THE LOCATION OF ANY BILLBOARD SHALL COMPLY WITH THE APPLICABLE PROVISIONS OF "ROADSIDE SIGN CONTROL AND OUTDOOR ADVERTISING ACT" N.J.S.A. 27:5-5 ET SEQ. AND N.J.A.C. 16:41C-1.1 ET SEQ. AND ANY OTHER REGULATIONS ADOPTED THERE UNDER. **(COMPLIES)**
- 1.11. ELECTRONIC, LED AND/OR DIGITAL BILLBOARDS MAY BE PERMITTED SUBJECT TO THE FOLLOWING LIMITATIONS:
 - 1.11.1. BILLBOARDS WHICH FLASH, BLINK, MOVE, SIMULATE OR CREATE THE ILLUSION OF MOTION, OR CONTAIN AN ANIMATED DISPLAY OR FULL MOTION VIDEO SHALL BE PROHIBITED. **(COMPLIES)**
 - 1.11.2. EACH STATIC MESSAGE ON A BILLBOARD SIGN SHALL BE DISPLAYED FOR A MINIMUM OF FIFTEEN SECONDS. ALL STATIC MESSAGE CHANGES SHALL BE COMPLETED WITHIN ONE SECOND. **(COMPLIES)**
 - 1.11.3. EACH BILLBOARD DISPLAY SHALL BE EQUIPPED WITH AUTOMATIC DIMMING PHOTOCCELL TECHNOLOGY THAT AUTOMATICALLY ADJUSTS THE SIGN'S BRIGHTNESS BASED ON AMBIENT LIGHT CONDITIONS. **(COMPLIES)**
- 1.12. A REPORT PREPARED BY A NEW JERSEY-LICENSED PROFESSIONAL ENGINEER SHALL BE SUBMITTED TO THE PLANNING BOARD ALONG WITH ANY APPLICATION FOR CONDITIONAL USE APPROVAL UNDER THIS SECTION AND SHALL INCLUDE AN ANALYSIS OF THE SAFETY, ENVIRONMENTAL, AND VISUAL IMPACTS OF THE PROPOSED BILLBOARD. **(COMPLIES)**

APPLICANT:
IAAT SERVICES, LLC
104A VANCE AVENUE
LAVALLETTE, NJ 08735
201.227.1061

SURVEYOR:
LAKELAND SURVEYING, INC.
4 WEST MAIN STREET
ROCKAWAY, NJ 07866
973.625.5670 (Office)

[illegible]

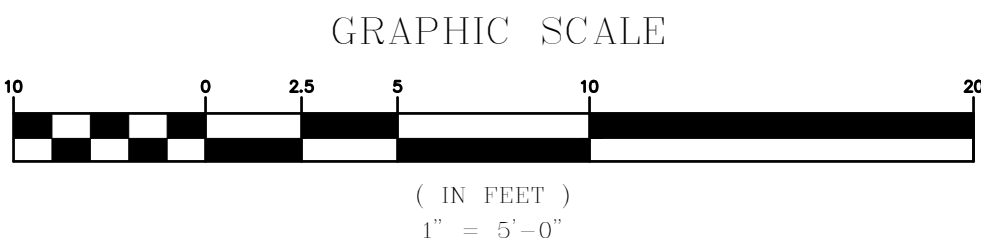
1137 U.S. HIGHWAY ROUTE 202
BOROUGH OF RARITAN,
SOMERSET COUNTY, NJ 08869

BLOCK: 31; LOT: 1
TAX MAP: 6

SITE PLAN

SCALE:	REFER TO DRAWING
DATE	03/04/2026
DESIGNED:	HR
APPROVED:	WRV
L2A PROJ. No.:	2601.011
DRAWING No.:	

C-02



September 9, 2026

Borough of Raritan Planning Board
22 First Street
Raritan, NJ 08869

Attention: Mr. Lou Gara, Interim Board Secretary, Zoning & Construction Official

**Re: Environmental Impact Statement
IAAT Services, LLC
Proposed Multi-Message Billboard
1137 U.S. Highway Route 202
Borough of Raritan, Somerset County, NJ
Block 31, Lot 1**

Dear Mr. Gara:

As per the Borough's Regulations, we are pleased to provide the following information to address the Environmental Impacts for the proposed multi-message billboard located at 1137 U.S. Highway Route 202 in the Borough of Brielle, New Jersey.

207-69 Environmental Impact Statement

C. (2) The EIS shall consider, where pertinent to the proposed project, the following items:

- a) The proposed project. Describe, with suitable sketches and plans, the proposed project. This section shall summarize, rather than duplicate, the site plan and building plan.***

The Applicant is seeking approval to construct an electronic billboard intended to advertise to users traveling along U.S. Highway Route 202 (please refer to the site plans included with the application). The New Jersey Department of Transportation (NJDOT) has issued an Outdoor Advertising Permit for the proposed sign at the property. The permit was issued in accordance with the N.J.A.C. 16:41C Roadside Sign Control and Outdoor Advertising regulations. The site is fully developed as a commercial auto repair facility with a 1-story masonry structure located to the south, two (2) metal accessory structures, two (2) frame sheds, a paved parking area and driveway access to U.S. Highway Route 202. All of the existing structures will remain and will not require any modifications due to the construction of the billboard. The proposed billboard will be located at the northern side of the property fronting U.S. Highway Route 202. The billboard will be a 2-sided, multimessage sign with dimensions of 14' high and 48' wide with a 3' apron below the sign and a catwalk. The billboard will be supported by a monopole foundation with an overall height of 50'.

- b) Existing conditions of the site and affected off-site areas. The applicant shall survey and describe the environmental features of the subject property recommended as the location of the proposed project. The applicant may utilize resource information available from the Borough. Generally, an inventory shall consider the surrounding land use/zoning, air quality, noise, topography, surface water and groundwater, vegetation, wildlife,***

archaeological and historical features, hazardous materials/toxic waste and traffic and parking. Forest vegetation is to be classified by type and age class. The distribution of types and classes shall be indicated on a map, the scale of which shall be one inch equals 100 feet or such other scale as may be required by the Board. Current land use of the project property and adjacent properties within 500 feet and its relation to the Master Plan shall be indicated on a separate map. If the proposal is for residential or institutional use, background levels of noise throughout the anticipated area affected must be determined.

The property is located within the OM-3 Limited Industry District (please refer to the site plans included with the application). Due to the size and configuration of the lot, the property has various existing non-conforming bulk requirements for lot size, lot width, lot frontage and side yard setbacks. The adjacent property to the east is also within the OM-3 District and the properties directly north across U.S. Highway Route 202 are within the P-1 Office Building District. All the properties to the west and northwest, which are within the Township of Bridgewater, are located within the R-20 Single-Family Residential Zone including the immediate properties fronting Route 202 that are operated as non-residential uses (i.e. livery and coach services, restaurant, church, professional offices, and medical offices). Per Article XII Signs, Section 207-96.T.16, Prohibited signs include signs that are not accessory to a principal use on the property, rendering the proposed billboard as a prohibited sign requiring a use variance. However, the Borough of Raritan has recently amended the ordinance for Chapter 207 (No. 2026-11) for the regulations on outdoor advertising signs, where the proposed billboard is now conditionally permitted within commercial and industrial zones.

In addition, the subject property is not impacted by surface waters or protected waterways, ground waters, freshwater wetlands, floodplains, environmentally protected wildlife or vegetation, archeological or historical features, nor hazardous materials or toxic waste. There are no air quality or noise impacts generated by the operation of the billboard. There is no increase in traffic or trip generations to the property due to billboard use nor does the billboard require any additional parking for its operation.

- c) Wastewater management. An estimate the expected flow of sewage, process water and/or other wastewater expected from the proposed development.***

No sewage disposal is required for this project.

- d) Water supply.***

No water supply is required for this project.

- e) Surface drainage. Estimate the average rate and quality of stormwater runoff and identify the receiving body or bodies of such runoff from the site under original natural conditions and from the site during and after construction if the proposed project were implemented. Discuss the reasons for any increase or decrease in the anticipated velocity of runoff if the project were implemented and any plans for on-site retention or other techniques that are proposed for use to minimize peak storm flows and resultant downstream flooding. The boundaries of the floodplain shall be shown on one map which illustrates the existing condition of the site where the proposed project is to be implemented.***

No stormwater management measures are needed as the project does not produce an acre of total land disturbance. Additionally, the project's proposed impervious surface is less than one-quarter acre.

- f) *Stream encroachments. Any applicant shall avoid the placement of fill in, or the diversion of, any water channel or any other alteration to a stream channel or floodway area. Consultation with the Technical Coordinating Committee in early planning stages is recommended if such actions are contemplated. A certified copy of the stream encroachment permit from the Division of Coastal Resources, New Jersey Department of Environmental Protection, shall accompany the EIS for any plan for which such permit is required by state law. The applicant shall supply copies of all resource information provided to the Division of Coastal Resources in support of this application for a stream encroachment permit.***

The site is located within Zone X on the FEMA flood map. No flooding or disruption to any existing floodplains is anticipated upon project completion.

- g) *Solid waste, recycling and disposal. Estimate the volume of solid wastes, by type, expected to be generated from the proposed project during construction and operation and describe plans for recycling, collection, transportation and disposal of these materials. Discuss the recycling plan for the proposed project and its implementation. Identify the location(s), type(s) and owner(s) of the facility (facilities) which will receive such solid wastes. If the facility is a landfill, submit proof that it is registered with the Division of Environmental Protection and is operated in compliance with the New Jersey Sanitation Code.***

The project does not require any sewage disposal services. During construction, solid waste material will be generated. Dumpsters will be employed and will be emptied on an as-needed basis. Once construction is completed, all solid waste and recyclables generated will be collected and temporarily stored on-site before being disposed of by a private hauler. The solid waste disposal methods will comply with the Statewide Mandatory Source Separation and Recycling Act. There are no radioactive materials associated with the proposed sign or operation of the sign.

- h) *Air quality. Describe each source, its location, the quality and nature of materials to be emitted from any furnace or other device in which coal, fuel, oil, gasoline, diesel fuel, kerosene, wood or other combustible material will be burned or if any other source of air pollutants, including automobiles attracted by the facility, will be present on the site during or after construction. If a state or federal emission permit is required, a copy of the permit and all resource data submitted with the application for the permit shall accompany the EIS.***

Construction of the proposed project will cause minimal and temporary effects on the surrounding environment in fumes, dust, and odors from machinery. These air contaminants are typical of billboard construction and will not result in significant air quality degradation in the project site or surrounding properties. No air quality impacts are anticipated after completion of the billboard construction.

- i) *Traffic/parking. Describe the number of cars to be expected and the traffic pattern, including peak traffic, and how it relates to the existing traffic level and traffic patterns on adjacent and other affected roadways. Describe the number of parking spaces to be***

required by the proposed project and the effect this will have on existing and planned parking facilities. Identify potential existing traffic hazards and whether the project may generate additional hazards for motor vehicles, bicyclists or pedestrians.

The proposed billboard does not generate any new traffic to the site other than routine quarterly maintenance. It does not affect traffic patterns on adjacent and other affected roadways. There is no parking spaces required, nor does the sign present any traffic hazards for motor vehicles, bicyclists or pedestrians.

Please refer to the Safety, Environmental & Visual Impacts of Proposed Outdoor Advertising Sign report, dated 05/26/2026, prepared by Simoff Engineering Associates, Inc.

- j) Freshwater wetlands. An applicant shall provide a statement specifying the total area of the freshwater wetlands to be affected and detailing any potential adverse environmental effects of the proposed site plan or subdivision and what measures may be necessary to mitigate those effects. A certified copy of the freshwater wetlands permit from the Division of Coastal Resources, New Jersey Department of Environmental Protection, must accompany the EIS for any plan for which such permit is required by state law. A letter of interpretation should be provided if a wetland permit is not required.***

There are no freshwater wetlands present on the site. Please refer to the Freshwater Wetland Investigation and Development Review, dated 03/04/2026, prepared by Trident Environmental.

- k) Any applicant of industrial and commercial enterprises shall show that after construction and during normal operation the enterprise must not exceed the State of New Jersey regulations controlling industrial and commercial stationary sources (N.J.A.C. 7:29-1.1 et seq.).***

The proposed billboard will operate 24 hours a day, 7 days a week advertising a static, digital image to the users traveling along U.S. Highway Route 202. The proposed sign will operate at normal levels typical of this type of construction and will not increase noise or vibration levels in the surrounding area once completed. Therefore, the sign will meet the requirements outlined in N.J.A.C. 7:29-1.1 et seq.

C. (3) Adverse impacts which cannot be avoided. The EIS shall contain a summary list, with discussion of the potential adverse environmental impacts which cannot be avoided should the proposed project be implemented. Short-term impacts should be distinguished from long-term impacts. Reversible impacts should be distinguished from irreversible impacts. Any impacts on critical areas, which include but are not limited to streams, floodway, wetlands, slopes of 20% or greater, highly acid or highly erodible soils, areas of high-water table, aquifer recharge areas and mature stands of native vegetation, wildlife, water quality, air quality, noise and increased traffic, should specify the type of criteria involved and the extent of similar areas which will not be affected.

Billboards are a functionally innocuous land use in that there is no noise, traffic or waste involved, nor is there any need for gas, water or sewer. There will be no impact to vegetation, tree and wildlife systems, natural resources, displacement of people or businesses, increased sedimentation and siltation, municipal services or municipal tax structure. The billboard will be equipped with light mitigation technology to protect and shield the adjacent residential uses from viewing the message.

C. (4) Environmentally protective measures. The EIS shall contain a listing of all environmentally protective measures which will be used should the proposed project be implemented. These are measures which will avoid or minimize adverse effects on the natural and man-made environment of the site and region during the construction and operation of the facility.

The proposed billboard does not require any commitment of resources other than electric service from the utility provider. Digital billboards are energy efficient drawing around 11 to 14 kw, which over the course of a year is the equivalent of approximately 1.5 U.S. residential homes. No other municipal, county or state resources are required for the operation of the proposed billboard.

The installation of the billboard structure typically is completed within one (1) month with minimal ground disturbance. All the work will be completed within the subject property with no impact on neighboring properties. The project will have a minor impact on native soil by introducing a diminimus amount of impervious surface in the form of the billboard foundation. No degradation of surface water quality, groundwater or groundwater recharge is anticipated upon completion of the project. Impacts from the soil disturbance are not anticipated due to the minimal land disturbance. No erosion or sedimentation is anticipated. In addition, there is no anticipated impact to surface water quality or groundwater upon completion of the project.

The proposed sign will operate at the required light levels to avoid impacts to glare. The LED sign will be in full compliance with the NJDOT Outdoor Advertising Permit and N.J.A.C. 16:41C Roadside Sign Control and Outdoor Advertising regulations. The billboard will display an image for a minimum of fifteen (15) seconds and will change advertisement copy within one (1) second. The sign will be equipped with automatic dimming photocell technology and programming that automatically adjusts the sign's brightness based on ambient light conditions. The sign will operate at a brightness level of not more than 0.3-foot candles above ambient light as measured at a distance of two hundred and fifty (250) feet for a sign area of six hundred seventy-two (672) square feet. The sign is in the Limited Industrial District (OM-3) Zone and is surrounded by other commercial zones and uses along the U.S. Highway Route 202 corridor. There are residential sites and zones located adjacent to and across from the property predominantly within Bridgewater Township. These locations are not part of the intended viewing audience of the billboard. To protect and shield these properties, the sign will be equipped with light mitigation technology to limit the viewing angle to 30-degrees horizontal, 30-degrees vertical towards the ground, and 10-degrees vertical towards the sky. This technology is used to narrow down the viewing cone to target the intended viewing audience along U.S. Highway Route 202.

C. (5) The EIS shall discuss and evaluate alternative solutions to the development proposal, including the no-build alternative.

The site is fully developed as an auto repair facility. There are currently no proposals to modify, enlarge or redevelop the current use of the property. The proposed billboard will utilize a minimal area of undeveloped space for its foundation, which has no impact on the parking or circulation within the property. As stated above, the proposed billboard has no adverse environmental effects other than minor land disturbance. The proposed billboard was located on the site so as to maximize visibility from U.S. Highway Route 202 while simultaneously avoiding, to the greatest extent possible, impacts to neighboring properties. Messaging space will be allotted for emergency services including but not limited to local emergencies, amber and silver alerts, evacuation notices, homeland security and similar highly emergent public safety messages. In addition, messaging

space will be allotted to the municipality for non-emergency services such as community events and the like.

In consideration of development alternatives, this can be contrasted with the many permitted and conditional uses in the Limited Industrial District OM-3 zone. Permitted uses include large-scale research or engineering development, general office and light manufacturing uses which provide attractive, large-lot, low-coverage, campus-style development in designated areas adjacent to U.S. Highway Route 202.

Permitted uses shall include scientific research laboratory or other experimental, testing or research establishments, such as product development, provided that no processing of raw materials shall be permitted except as such processing is incidental to the basic research purpose, and there is no commercial production of goods, products or materials except as would otherwise be permitted.

Central or general office buildings or computer facilities occupied solely by a single company or affiliated members of a corporate entity which do not include separate offices for rent or lease.

Any use of a light manufacturing nature which involves only the processing, assembly or packaging of previously prepared or refined materials. The following light manufacturing uses are indicative of those which are intended to be permitted: Manufacture, assembly or packaging of products from previously prepared materials such as cloth, plastic, paper, leather, precious or semiprecious stones or metals, but not including such operations as saw and planing mills, or any manufacturing uses involving primary production of wood, metal or chemical products from raw materials.

Manufacture of electric and electronic instruments and devices.

Manufacturing and processing of pharmaceutical products, biological, diagnostic and medicinal products and cosmetic products, food products and the like, but not including the production of fish or meat products, sauerkraut, vinegar or other noxious foodstuffs or the rendering or refining of fats and oils.

Public or private parks, playgrounds, recreation buildings and facilities.

Permitted conditional uses shall be all conditional uses permitted in the OMR District such as public utility facilities and nonprofit chartered membership organizations.

All these uses would pose a greater environmental impact and use of resources than the construction of a billboard.

During your review, should you have any questions or comments, please do not hesitate to call.

Very truly yours,

L2A Land Design, LLC

A handwritten signature in black ink, appearing to read 'W. Vogt', with a stylized, cursive script.

William Vogt, PE
Principal

J:\26 Project Files\2601.011 - IAAT 1137 Rt. 202 Raritan\DOCUMENTS\REPORTS\EIS\Ltr.EIS 1137 RT.202 RARITAN-2026.09.09.doc