

## NEW JERSEY TURNPIKE AUTHORITY BILLBOARD POLICY

### Summary of Policy

The New Jersey Turnpike Authority proposes to implement a Billboard Program in accordance with the Authority's Commission directive to explore and enact non-toll revenue programs.

The Authority proposes to have others construct and maintain a maximum of 12, 20' x 50' billboards on its right-of-way between Interchange # 10 and the northern terminus of the Turnpike.

It is the Authority's intent to promote, in its right-of-way, outdoor advertising that is reasonable and appropriate for a public transportation agency, which is not disruptive to the environment or environs and which does not impede the safe flow of traffic.

### Locations

It is the Authority's intention to have billboards constructed in areas only zoned for business, industry, commerce, or trade based on local zoning ordinances or regulations. Locations will be selected from municipalities whose zoning ordinances permit the erection of billboards, or who have granted variances for such purpose or have expressed no objection to the proposed site. If the municipality is within the jurisdiction of the Hackensack Meadowlands Development Commission then the Authority will comply with guidelines of the Commission.

### Safety/Regulations

It is the Authority's intent to remain consistent with the national policy to protect the public investment in the Interstate and Federal-aid-primary highways, to promote the safety and recreational value of public travel and to preserve areas of national beauty.

All billboards will comply with NJDOT outdoor advertising regulations. The Authority's Operations Department will review all proposed billboards within the Turnpike's right-of-way lateral, longitudinal, and vertical placement to assure that no billboard interferes with any existing Turnpike signing, ramps, interchanges, speed warning or other traffic control devices, taking into consideration accident history.

Traffic permits will be required for all surveys, construction, inspection and maintenance of each billboard.

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**Maintenance**

The Billboard company shall be responsible for regular inspection, repair and maintenance of all aspects of the billboard locations, including but not limited to foundations, structural elements, sign face and lighting and shall be responsible for all costs associated with same. Documentation of inspection, repair and maintenance shall be forwarded to the NJTA.

**Engineering**

The Authority's Engineering Department will review all plans for design and construction of each sign. The billboards must meet all of the Authority's rules, regulations and specifications as they relate to construction on Turnpike property, as well as compliance of all standard billboard specifications, including acceptable windload and foundation design.

**Program Administration**

The Authority's Patron Services Division will control and administer the billboard program. Patron Services will be responsible for all liaison between the billboard companies and all departments within the Authority, as well as NJDOT and the public.

The Authority wants and is actively soliciting comments from the public. In order to receive public comment, the Authority will conduct an appropriate number of public hearings, prior to construction of the proposed billboards.

N.J.S.A. 27:23-9 authorizes the Authority to contract with others in the use of its right-of-way. Procurement of billboard advertising services will comply with applicable statutes and existing Authority policy.

**Community Outreach**

The Authority will engage in an outreach program to inform each municipality of its intention to construct billboards in their respective localities and will address to the best of its ability any concerns expressed by municipalities or the Hackensack Meadowlands Development Commission.