



## **NEW JERSEY TURNPIKE AUTHORITY BILLBOARD PROGRAM POLICY**

The New Jersey Turnpike Authority (the "Authority") establishes this Billboard Program Policy (the "Policy") in accordance with the New Jersey State Legislature's directive outlined in Chapter 264, P.L. 2015 that the Authority explore methods to increase non-toll revenues.

After due consideration, the Authority has determined that billboards may be constructed and maintained on the Authority's right-of-way from the northern terminus of the New Jersey Turnpike (the "Turnpike"), including the Hudson County Newark Bay Extension, to Interchange 6. Billboards may not be constructed and maintained on any portion of the right-of-way of the Garden State Parkway.

It is the Authority's continued intention to promote outdoor advertising that is reasonable and appropriate for a public transportation agency, not disruptive to the environs or the environment, does not impede the safe flow of traffic, and encourages an increase in billboard revenues. Outdoor advertising shall be constructed in a manner that is consistent with the 1965 Federal Highway Beautification Act's policy to protect the investment in the interstate and Federal-aid primary highways and to preserve areas of national beauty as well as any applicable Federal Highway Administration regulation. All billboards shall be located, designed, constructed, and maintained in accordance with applicable statutes and regulations, including, but not limited to, those promulgated by the New Jersey Department of Transportation under the Roadside Sign Control and Outdoor Advertising Regulations, N.J.A.C. 16:41C-1 *et seq.* In addition, the lateral, longitudinal, and vertical placement of all billboards within the Turnpike's right-of-way shall ensure that the billboards do not interfere with any existing Turnpike signage, ramps, interchanges, speed warning or other traffic control devices.

The Authority may, in its discretion, retain a billboard manager and consultant. As determined by the Authority, the Authority, its billboard manager and consultant, or the billboard operator, shall be responsible for the regular inspection, repair and maintenance of all billboards, including, but not limited to, foundations, structural elements, sign face and lighting. When performed by the billboard manager and consultant or billboard operator, documentation of such inspection, repair and maintenance shall be provided to the Authority at the times and in the manner determined by the Authority.

All plans for the construction of billboards shall be reviewed by the Authority's Engineering Department, and must comply with all of the Authority's rules, regulations and specifications, including acceptable windload and foundation design.