

**TOWNSHIP OF VERONA  
COUNTY OF ESSEX, STATE OF NEW JERSEY**

**RESOLUTION No. 2019-164**

A motion was made by \_\_\_\_\_; seconded by \_\_\_\_\_ that the following resolution be adopted:

**AUTHORIZING AN AGREEMENT WITH OUTFRONT MEDIA, LLC WITH  
REGARD TO THE MODERNIZATION OF EXISTING BILLBOARDS  
LOCATED AT 57 BLOOMFIELD AVENUE, VERONA, NJ**

**WHEREAS**, The effective control and regulation of outdoor advertising is established pursuant to *N.J.S.A. 27:5-5 "Roadside Sign Control and Outdoor Advertising Act"* ("Act") and Title 16, Transportation, Chapter 41C "*Roadside Sign Control and Outdoor Advertising*" as set forth in *N.J.A.C. 16:41C-1.1 et seq.*, ("*Regulations*"); and

**WHEREAS**, the stated purpose of the Regulations is to "balance the need to control and regulate roadside signs and outdoor advertising, promote the scenic beauty of the State, provide for the safety and convenience of the public, address the technological advancements of the outdoor advertising industry, and the need to stimulate economic and commercial activity within the State of New Jersey." *N.J.A.C. 16:41C-1.1*; and

**WHEREAS**, the Regulations provide for the "issuing of licenses and permits for roadside signs and outdoor advertising and the establishment, use, maintenance, and removal of such signs." *Id.*; and

**WHEREAS**, in addition to the Regulations, recent case law acknowledges the constitutional protections afforded to outdoor advertising as a means of communication; and

**WHEREAS**, after review of the controlling regulations, balancing the rights of Outfront and the Township's need and desire to control, limit and regulate roadside signs for safety, aesthetic and other reasons, the Township approved the reconfiguration and modernization of an existing billboard owned by Outfront Media, LLC located at 57 Bloomfield Avenue, Verona, New Jersey by reconfiguring and modernizing the existing billboard with multi-message digital technology conditioned upon the permanent removal of two additional billboards owned by Outfront Media that are at that location; and

**WHEREAS**, Outfront has also voluntarily offered and shall install a multi-message digital announcement sign to be located at the Verona Community Center, 880 Bloomfield Avenue, Verona, New Jersey at no cost to the Township; and

**WHEREAS**, the Parties wish to memorialize their agreement.

**NOW THEREFORE BE IT RESOLVED** by the Township Council of the Township of Verona, in the County of Essex, New Jersey that the Township Manager is hereby authorized to execute an Agreement with Outfront Media, LLC for the modernization of the existing billboards located at 57 Bloomfield Avenue Verona which shall also include the permanent removal of two existing signs and the installation of an on premise municipal announcement sign to be located at the Verona Community Center.

**ROLL CALL:**

**AYES:**

**NAYS:**

**ABSENT:**

**ABSTAIN:**

**THIS IS TO CERTIFY THAT THE FOREGOING IS A TRUE AND EXACT COPY OF A RESOLUTION ADOPTED BY THE TOWNSHIP COUNCIL OF THE TOWNSHIP OF VERONA AT A REGULAR MEETING HELD ON OCTOBER 7, 2019.**

**JENNIFER KIERNAN  
MUNICIPAL CLERK**