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February 10, 2021

VIA UPS OVERNIGHT

Ms. Patty Craven
Land Use Board
Borough of Wharton
Municipal Building
10 Robert Street
Wharton, NJ 07885

**Re: Klein Outdoor Advertising, LLC ("Applicant")
Application for Site Plan and Use Variance Approval
Block 801, Lot 7.01
320 Route 15, Borough of Wharton, New Jersey**

Dear Ms. Craven:

This firm represents the Applicant regarding their request for site plan and use variance approval to permit the installation and use of a billboard sign on the Property. In response to the completeness review letter dated January 18, 2021 prepared by Jessica Caldwell of J Caldwell & Associates, LLC, we offer the following:

1. #13. Information regarding the proposed use of the billboard needs to be provided including types of advertisements, time for each advertisement, movement of display, video, sound, hours of operation, etc.
 - a. **Types of Advertisements: Commercial Messages / Off-Site Business Advertisements**
 - b. **Dwell Time: Each Advertisement will have a minimum "Dwell Time" of eight (8) seconds as per New Jersey Department of Transportation regulations.**
 - c. **Movement & Video: There will be no movement or video as per New Jersey Department of Transportation regulations.**
 - d. **Sound: No sound is proposed.**
 - e. **Hours of Operation: 24 hours per day, 7 days per week, 365 days per year**
2. #22. Lighting of the sign and brightness needs to be provided to the Board.

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- a. Enclosed please find six (6) copies of a “Lighting Study” prepared by Watchfire Signs, the digital sign manufacturer.**
3. #30. The Applicant should provide a traffic study regarding the proposed billboard, readability of the sign, potential to distract drivers, information on the NJDOT permit requirements, etc. for the Board’s review.
 - a. Enclosed please find six (6) copies of a “Traffic Study” prepared by Dynamic Traffic.**

Thank you in advance for your assistance. Please advise when this matter is deemed complete and will be scheduled for a public hearing. Please contact me if you have any questions.

Very truly yours,



Nicole M. Magdziak

Enclosures

cc: David Klein (via e-mail)
Craig Brinster (via e-mail)