



We Bring the World to New Jersey

PUBLIC NOTICE

***ML Plaza Owner/2 Meadowlands Plaza - Outdoor Events - FIFA (Variances)
File No. 25-444***

Please take notice that applications for three (3) bulk variances have been filed with the New Jersey Sports and Exposition Authority (NJSEA) by Harvey Rosenblatt on behalf of World of Blue, LLC, for the premises identified as 1 Meadowlands Plaza and 2 Meadowlands Plaza, Block 108.03, Lots 1.01 and 1.02, in the Borough of East Rutherford, New Jersey. The subject premises is located within the Hackensack Meadowlands District's Commercial Park zone. The variances are sought in connection with the applicant's proposal to hold multiple outdoor events and retail sale events on the subject property during the timeframe of the FIFA World Cup from June 5 through July 26, 2026.

The applicant is requesting bulk variance relief from the following:

1. N.J.A.C. 19:4-6.3(c)5i, which states that retail sale events for warehouse sales and temporary or seasonal outdoor sales shall follow the following regulations:
 - (1) A maximum of 21 sale days per tenant shall be permitted per year, inclusive of both warehouse sales and temporary or seasonal outdoor sales.
 - (2) No single sale event shall occur for more than seven consecutive days. Retail sale events are proposed over the proposed outdoor event timeframe, from June 5 through July 26, 2026, in excess of seven consecutive days and 21 sale days.
2. N.J.A.C. 19:4-6.4(a)2, which states that outdoor events shall not exceed a total of 14 days per property per year; whereas, the proposed outdoor event timeframe is from June 5 through July 26, 2026, which is in excess of 14 total days.
3. N.J.A.C. 19:4-6.4(f), which states that outdoor events shall not be permitted on any lot conducting concurrent retail sale events; whereas, concurrent outdoor events and retail sale events are proposed to be held on the same lot.

A public hearing regarding the requested variances will be held on Tuesday, March 10, 2026, at 10:00 A.M., in the Board Meeting Room of the NJSEA, One DeKorte Park Plaza, Lyndhurst, New Jersey.

Any party in interest may appear in person, by agent, or by attorney and present any comments or objections to the relief sought. Written comments must be received by Sharon Mascaro of the NJSEA no later than March 9, 2026, by email at smascaro@njsea.com, or by mail to One DeKorte Park Plaza, P.O. Box 640, Lyndhurst, NJ 07071. Plans filed by the applicant are available for public inspection by contacting Sharon Mascaro at smascaro@njsea.com during regular business hours.

Please email the NJSEA Offices at info@njsea.com prior to the hearing if special requirements are needed under the Americans with Disabilities Act (ADA). If there are any questions, please email Sharon Mascaro at smascaro@njsea.com.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Sara J. Sundell', with a long horizontal flourish extending to the right.

Sara J. Sundell, P.E., P.P.
Senior Director of Land Use Management
Chief Engineer