



We Bring the World to New Jersey

PUBLIC NOTICE

*ML Plaza Owner/2 Meadowlands Plaza - Signage - FIFA (Variances)
File No. 25-493*

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 install two (2) temporary vinyl wrap signs on both sides of the existing hotel building on Lot 1.02, each measuring 20,871.5 square feet, for a total area of 41,743 square feet, 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. 19:4-8.14, Table 8-5 (Commercial Park zone), which requires that the maximum area of any single sign is 300 square feet; whereas, the proposed maximum area of each of the two (2) signs is 20,871.5 square feet.
2. N.J.A.C. 19:4-8.14(h)4, which requires that the maximum gross sign area permitted shall not exceed five percent of the main façade of the building; whereas, the total area of the proposed signage is 41,743 square feet, which, when added to the existing signage on the site, exceeds five percent of the main façades of the two structures on the premises. The total area of the proposed signage is 41,743 square feet, which, when added to the existing 734 square feet of existing signage on the site, proposes a maximum sign area of 72 percent of the main façades of the two structures.
3. N.J.A.C. 19:4-8.14(b)99, which states that a "temporary sign" means any sign displayed for a limited period of time, not to exceed 30 days in a consecutive 90-day period; whereas, the applicant proposes that the temporary signage will be in place over a two-month timeframe in June and July 2026, which exceeds 30 days.

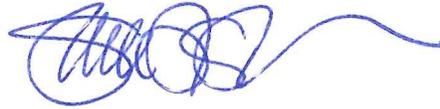
A public hearing regarding the requested variances will be held on Tuesday, March 10, 2026, at 10:00 A.M., in the Board Meeting Room of the NJSEA, One DeKorte Park Plaza, Lyndhurst, New Jersey.

Any party of 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,



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