

**ORDINANCE OF THE CITY OF GLOUCESTER CITY**  
**County of Camden, State of New Jersey**  
**#O 06 - 2023**

**ORDINANCE AUTHORIZING THE EXECUTION OF AN OPERATION AND EASEMENT AGREEMENT**

**WHEREAS**, City previously issued Request for Proposals dated October 30, 2007, to develop certain City properties adjacent to the Walt Whitman Bridge with commercial advertising billboards; and

**WHEREAS**, the response submitted by Interstate Outdoor Advertising, L.P. was selected as the successful proposal. Interstate and Bridgegate Properties, LLC, a New Jersey limited liability company, thereafter formed GCP to implement, in part, the project contemplated by the RFP.

**WHEREAS**, GCP desires to develop and operate up to four Displays certain real property located along and adjacent to the north and south sides of the Walt Whitman Bridge, subject to obtaining all necessary approvals; and

**WHEREAS**, the project involves obtaining approvals for, developing, and thereafter operating four free-standing double-sided 14' x 48' outdoor advertising Displays for the display of off-premises commercial advertising. Each Display is proposed to have one static face and one digital, electronic changeable message face. Two of the Displays are proposed to be located on the north side of the Bridge and two will be located on the south side of the Bridge, with commercial advertising thereon showing to motorists on and crossing over the Bridge; and

**WHEREAS**, the proposed locations for the Displays are shown conceptually on the plan attached to the Operation and Easement Agreement; and

**WHEREAS**, the Concept Plan designates and depicts four locations, designated as #1 through #4; and


**WHEREAS**, location #4 is legally owned in fee simple by City; and

**WHEREAS**, GCP and City intend and desire to obtain any and all necessary approvals for development and operation of the Displays in conjunction with each other, as a common project for the mutual benefit of GCP and the City. In order to effectuate the common development, use and operation

thereof, the Parties desire to enter into certain covenants and agreements, as to the Location, desires to create, give, grant, bargain, sell and convey to GCP as Grantee, permanent easements, such easements being more fully described and defined in the attached Operations and Easement Agreement.

**NOW THEREFORE, BE IT ORDAINED** by the Mayor and Common Council of the City of Gloucester City, County of Camden and State of New Jersey as follows:

- Section 1:** The Mayor of the City of Gloucester City is hereby authorized to execute the Operation and Easement Agreement attached hereto and made a part hereof.
- Section 2:** All other Ordinances or parts of Ordinances inconsistent with the provisions of this Ordinance are hereby repealed to the extent of such inconsistency.
- Section 3:** If any section, paragraph, subdivision, clause or provision of this Ordinance shall be adjudged invalid, such subdivision, clause or provision and the remainder of this Ordinance shall be deemed valid and effective.
- Section 4:** This Ordinance shall take effect immediately upon final passage and publication as required by law.

  
Dayle R. Baile, Mayor

Passed on First Reading: February 23, 2023

Adopted by the Mayor and Common Council of Gloucester City this 27<sup>th</sup> day of March, 2023.

  
Vanessa L. Little, RMC, CMR