

Jewish Federation Plaza
750 Northfield Ave.
West Orange NJ

Property Street Sign Replacement

The proposal is to replace the existing small street sign at the existing location. The proposed design will be to install a larger more durable sign placed at the same distance from the public walkway as the existing sign. The proposed sign and support base will be more substantial, visible and with an improved architectural aesthetic to indicate the entrance and exit driveway to the Senior living buildings on site. Some of the site access conditions have guided the design proposals for the enlarged sign. The site observations and conditions noted have been taken into account for the proposed sign replacement.

1. The speed of traffic along Northfield Ave. proceeding both east and west is substantial to indicate replacement of the current sign with a larger and more visible structure.
2. The view of the sign traveling from east to west is impeded by a bus stop waiting enclosure as well as several utility poles and trees. A larger and better lite sign would allow for earlier view of the sign indicating the driveway access to allow for safer and easier access into the site. Higher illumination level of the sign would allow for site of the sign through the bus waiting enclosure.
3. Also suggested is that the sign be internally lit as it would make the sign visible at greater approach distances at night, and also be lower maintenance and allow for planting at the base of the sign.
4. The sign size will comply with size requirements of residential zone section 25-15.3 (7) of 50 s.f. each size and 6 ft high. The requirement for a 40 ft. setback from the street is not practical and would not be visible, and also inconsistent with the signs existing on the adjacent properties in the area.
5. The tree to the street sign should be removed as it is in questionable conditions and also impedes the visibility of the sign an the roots will be affected. Also the vegetation around the existing sign will be removed and reduced to very low planting to not obscure the new sign.

The new larger sign and its placement in the current setback to the street will improve safe ingress to the site and provide more definitive notification to traffic approaching the site.

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