



TOWNSHIP OF WEST ORANGE

66 MAIN STREET, WEST ORANGE, N.J. 07052

Department of Planning and Development

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TO: Zoning Board Members

FROM: Paul Grygiel, AICP, PP, Township Planner

DATE: June 2, 2023

RE: **ZB-23-06/Daughters of Israel Geriatric Services Urban Renewal, Inc.**
Block: 165; Lot: 16; Zone: R-2
748-750 Northfield Avenue
Seeking “c” variances for new freestanding sign

INTRODUCTION

The applicant is requesting approval for “c” or bulk variance approval to replace an existing freestanding sign with a new freestanding sign. No changes are proposed to the overall layout of the subject property or the buildings on it.

LAND USE

The subject property is developed with a senior citizen housing project, which is a permitted principal use in the R-2 Residential zone in which it is located. The project opened in 1980 and provides 134 affordable housing units for low-income senior citizens and one unit for a live-in superintendent. It consists of four connected buildings, which are set back over 300 feet from Northfield Avenue. Access to the buildings and parking areas is provided via a driveway adjacent to the existing sign, as well as through the adjacent JCC MetroWest property.

The site is located in the southwestern portion of West Orange in an area developed with a mix of land uses. These include commercial, office, institutional, residential and open space uses. The property is bounded by the JCC on the west, a bank to the northeast and residential uses to the east and south. The portion of the site that is the location of the proposed changes is at the site driveway on Northfield Avenue. Photographs of this portion of the site and the driveway are included at the end of this memorandum.

SUBMISSIONS**ITEM****SIGNED BY****DATE/REVISION**

Survey (1 sheet)
Signage plans (1 sheets)

Dennis P. Burkhard, PLS
Stephen Majewski, AIA

4/29/19
9/10/21

VARIANCES REQUIRED

SECTION/REQUIREMENT	PERMITTED /REQUIRED	EXISTING	PROPOSED
25-15.3.b.7. Project identification sign setback to street or property line	40 feet	Less than 40 feet to east and west property lines and Northfield Ave.	Less than 40 feet to east and west property lines and Northfield Ave.
25-15.4.c. Minimum height above grade or setback of sign over six square feet in size	8 feet above grade, or setback 20 feet from edge of improved cartway, 50 feet from the side of any street or driveway intersection	2 ft., 3 in.; less than 20 feet from Northfield Ave. cartway, less than 50 feet from two driveway intersections	1 ft., 8 in.; less than 20 feet from Northfield Ave. cartway, less than 50 feet from two driveway intersections

DISCUSSION/RECOMMENDATIONS

The applicant proposes to replace an existing project identification ground pedestal sign located to the east of the site driveway with a new internally illuminated monument sign in the same location. The submitted plans indicate the existing and proposed sign setback to the sidewalk along Northfield Avenue is approximately 10 feet, and the plans indicate a setback of 30 feet, 5 inches to the east property line. The applicant should provide the setbacks to the west property line and the right-of-way line of Northfield Avenue.

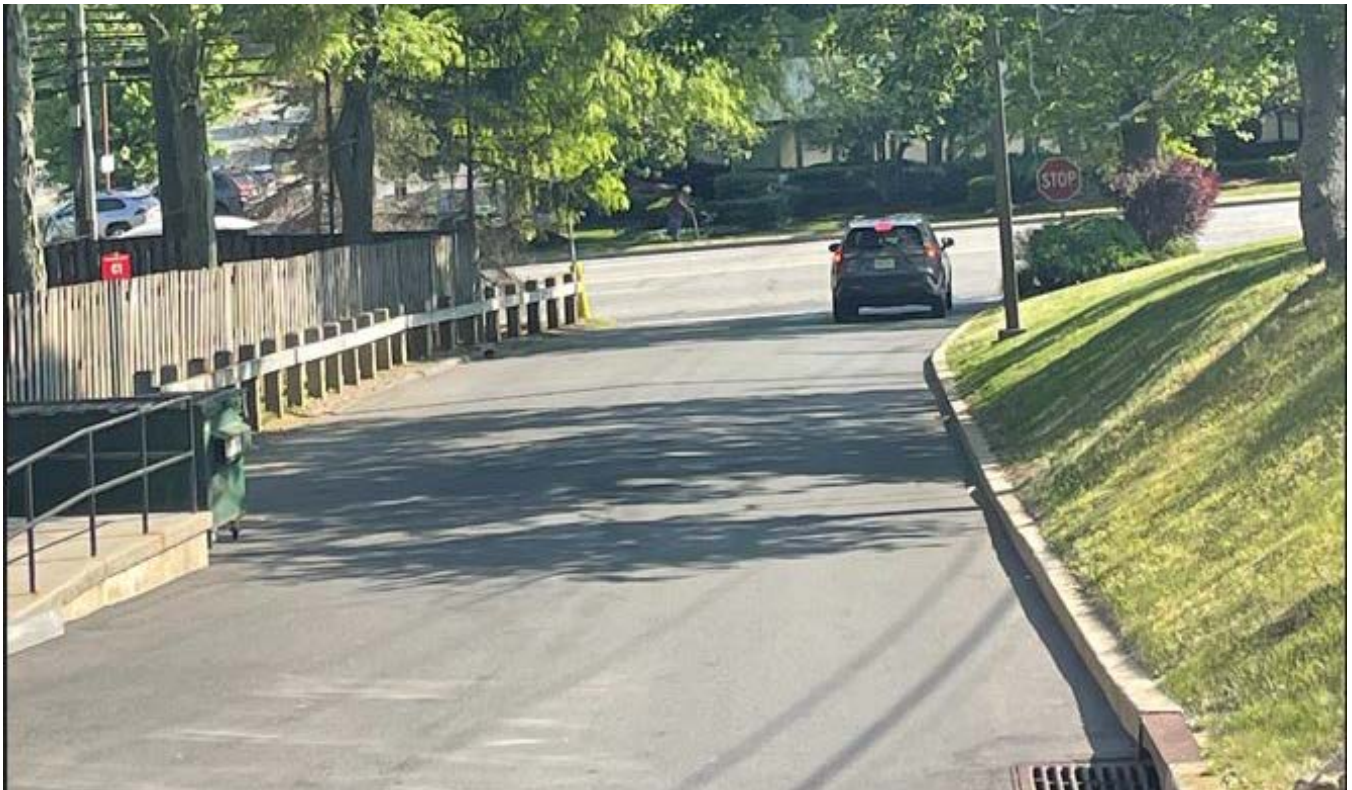
The new sign is proposed to be 4 feet, 7 inches wide, while the existing sign is three feet wide. The base of the monument sign is proposed to be six feet wide, with an overall sign height of just over five feet.

One existing tree in the vicinity of the sign is proposed to be removed.

The Municipal Land Use Law at N.J.S.A 40:55D-70c permits a board of adjustment to grant variances from the bulk regulations of a zoning ordinance and other zoning deviations that do not require a “d” variance. A “c(1)” variance is for cases of hardship due to factors such as shape or topography, or due to “an extraordinary and exceptional situation uniquely affecting a specific piece of property or the structures lawfully existing thereon.” A “c(2)” variance may be granted where the purposes of zoning are advanced and the benefits of deviating from the ordinance requirements outweigh any detriments. The benefits derived from granting a “c(2)” variance must include benefits to the community as a whole, not just the applicant or property owner. The applicant must also address the “negative criteria,” and affirmatively demonstrate that each variance can be granted “without substantial detriment to the public good” and “without substantial impairment to the intent and purpose of the zone plan and zoning ordinance” of the municipality.



Looking west and southwest to driveway and existing sign



View of driveway looking north from interior of site



View of driveway looking south from Northfield Avenue sidewalk