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June 29, 2023

VIA-CERTIFIED MAIL, RETURN RECEIPT REQUESTED

RE: West Orange Plaza
235 Prospect Avenue
West Orange, NJ

Dear Property Owner:

Please take notice that West Orange Plaza, the owner of property known as the West Orange Plaza Shopping Center, having a street address of 235 Prospect Avenue, West Orange, New Jersey and known on the West Orange Tax Assessment Map as Block 152.01, Lots 1445 & 1445.05, has made application to the West Orange Planning Board for preliminary and final site plan approval to make improvements to the shopping center. The applicant proposes a Target store, with a fulfillment center in the former Kmart space, as expanded, and to add four new buildings with a combined new square footage of approximately 38,682 square feet which will include new retail, restaurant, medical, and other potential uses, and to make improvements to the site which generally include modifications to the site access, parking areas, grading, landscaping, signage and lighting.

The applicant has requested the following specific variance relief from the requirements of the West Orange Zoning Ordinance in order to undertake the proposed improvements: to permit front yard setbacks of 268.3 feet (to proposed Building A), 135.9 feet (to proposed Building B), 65.4 feet (to proposed Building C), and 72 feet (to proposed Building D), where a front yard setback of 300 feet is required; to permit a side front yard-corner setback of 68.6 feet (to proposed Building D) where a setback of 100 feet is required; to permit a side yard setback of 50.7 feet (to proposed Building A) and 60 feet (to proposed Building B) where a side yard setback of 100 feet is required; to permit a rear yard setback of 52.5 feet to a residential zone where 100 feet is required and a rear yard setback of 39.6 feet for future loading docks, rather than 75 feet; to permit spacing between the existing Main Building and Building A of 90.3 feet, spacing between Building A and Building B of 38 feet and spacing between Building B and the Mavis Building of 54.2 feet, where a minimum spacing between buildings of 150 feet is required; to permit a parking area setback of 2 feet, rather than 5 feet; to permit 1202 parking spaces where 1476 parking spaces are required; to permit 12 loading docks where 34 loading docks are required; to permit some loading docks outside of the structure; and to permit certain portions of the parking area to have 0.0 footcandles of lighting where a minimum of 1.5 footcandles are required; to allow certain light poles to be 25 feet in height, rather than 18 feet high; to permit a retaining wall height of 13.5 feet, rather than 4 feet; to permit a drive-thru in the front yard and a drive-up window within a yard setback where same is not permitted; to allow parking in the front yard and side yard setbacks, and while extensive additional landscaping is proposed, the proposal deviates from the Code requirement of a landscaped island for every twenty

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parking spaces. If required, the applicant also requests a variance to maintain the nonconforming height of the existing main building (Building A) of 46.3 feet, rather than 35 feet; and the existing nonconforming front yard setbacks for the Verizon Building (Building D) of 113.8 feet, rather than 300 feet; and the existing nonconforming front yard setback of the Mavis Building (Building B) of 31.3 feet, rather than 300 feet.

The applicant also requests variances related to the proposed shopping center identification signs and individual business unit signs, as follows: to permit multiple wall signs at the following locations: Space A-1 on the west side elevation; Space A-6 on the east side elevation; Space B-1 on the west side elevation; Space B-3 on the east side elevation; Space B5-A on the south and east side elevations; Space B5-B on the north and east side elevations; Space C-1 on the north, east and west side elevations; Space C-2 on the east side elevation; Space C-3 on the east side elevation; Space D-4 on the east side elevation; and Space 1M-A on the east and north side elevations. Variances are requested for sign area for Space D-2 to allow a sign area of 81 square feet, rather than 79.2 square feet, and to permit a Target logo sign having a diameter of 100 feet and additional façade signs on the east façade of the Target space having areas of 47 square feet, 43 square feet and 45 square feet where such signs are not permitted.

Variances are also requested to permit three pylon signs and a monument sign where only one freestanding sign is permitted; to permit two freestanding signs having an area of 260 square feet, a height of 28 feet and width of 16 feet eight inches, where an area of 150 square feet, a height of 20 feet and a width of 15 feet is permitted; to permit a freestanding sign having an area of 338 square feet, a height of 36 feet and a width of 16 feet where an area of 150 square feet, a height of 20 feet and a width of 15 feet is permitted; to permit the pylon signs to be set at the property line, rather than having a setback of 50 feet; and to permit a monument sign with a width of 15 feet where a width of 6 feet is permitted. The applicant will request any additional variances, waivers or other relief required by the Board in connection with its review of this application.

The Planning Board has scheduled a public hearing to review this application for July 19, 2023 at 7:30 PM. The hearing will be held virtually via Zoom. Interested parties may attend the hearing and provide comments and/or testimony and evidence by utilizing the following link:

<https://us06web.zoom.us/j/86430063263?pwd=c3BhQmUxajJIUStVWVpselM3V2xyQT09>

Webinar ID: 864 3006 3263

Password: 938806

Dial in: 1-646-931-3860

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The application forms, documents and plans supporting this application are available for inspection on the Township website and by arrangement with the Board Secretary, Jamilet Baquerizo Vite at (973)325-4111 or via email at jvite@westorange.org.

Very truly yours,
Price Meese Shulman & D'Arminio, P.C.
Attorneys for West Orange Plaza
By: Gregory D. Meese
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