



TOWNSHIP OF WEST ORANGE

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

Department of Planning and Development

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Mayor

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TO: Planning Board Members

FROM: Paul Grygiel, AICP, PP, Planning Director

DATE: July 22, 2021

RE: **PB-21-08 – Sign Pros**
Block: 116.02; Lot: 1.01; Zone: E-C (Downtown Redevelopment Plan)
217 Main Street
Seeking “c” variances for signage on a commercial property

INTRODUCTION

The applicant is requesting approvals for new signage for an existing multi-tenant retail building on a property located in the Edison Commercial zone of the Downtown Redevelopment Area. The proposed signage does not comply with certain applicable standards. As noted on page 12 of the Downtown Redevelopment Plan, “‘C’ variance relief pursuant to Section N.J.S.A. 40:55d-70.c may be addressed by the Planning Board through the development application process.”

LAND USE

The subject property consists of a single tax lot with an area of 93,716 square feet (2.15 acres). The site has 336 feet of frontage on Main Street, 380 feet of frontage on Alden Street and 125 feet of frontage on Babcock Place. The subject property is developed with a one-story multitenant commercial building with floor area of approximately 24,300 square feet. Approximately half the building is occupied by a CVS/Pharmacy store and the remainder is currently vacant. Site photographs taken on July 20, 2021 are included at the end of this memorandum.



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The property is located on the east side of Main Street between Alden Street and Babcock Place. There is a mix of land uses in the surrounding area, including residential, commercial and government. The property wraps around residential properties on Babcock Place and abuts a large former industrial property to the rear. There are sidewalks along the site's frontages.

SUBMISSIONS

<u>ITEM</u>	<u>SIGNED BY</u>	<u>DATE/REVISION</u>
Façade sign plans (1 sheet)	(not signed)	2/17/21
Monument sign plans (1 sheet)	(not signed)	2/9/21
ALTA/NSPS Land Title Survey	Nickolas R. Fusco, PLS	11/8/17

VARIANCES REQUIRED

<i>"c" Variances</i>			
SECTION/REQUIREMENT	PERMITTED /REQUIRED	EXISTING	PROPOSED
Downtown Redevelopment Plan signage requirements – internal illumination	Not permitted	None	Proposed
Downtown Redevelopment Plan signage requirements – comply with Township standards:			
25-15.3.c.1.(b)(1) Maximum sign height	2 feet	None	4 feet, 3.25 feet for letters

PROPOSED DEVELOPMENT

The applicant is seeking amended site plan approval and variances for limited site modifications related to signage for new tenants on the property.

Building mounted signage is proposed on one storefront that will be occupied by a Family Dollar store. The sign would be located above the store entrance and will be 108.4 square feet in area. Its width will be just over 27 feet and it will be four feet in height at its highest point, with letter height of 3.25 feet. The sign is proposed to be internally illuminated.

The existing two-sided monument sign along Main Street is proposed to be refaced to include signage for the existing CVS, the proposed Family Dollar and a third tenant, indicated as a Sherwin Williams store on the sign plans. The rendering on the sign plans indicated the signage area starts 6.5 feet above the ground, and is 7.83 feet in height and five feet in width, for an area of 39.15 square feet. The existing monument sign exceeds the maximum permitted height of eight feet but as it not being changed, a variance is not required. The sign is proposed to be internally illuminated, while it is currently externally illuminated.



No other changes are proposed to the exterior of the building, to the layout of the parking lot or to site circulation.

DISCUSSION/RECOMMENDATIONS

The Municipal Land Use Law (MLUL) 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. A “c” variance applicant also must address the “negative criteria,” and affirmatively demonstrate that the 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. The applicant’s planner should provide testimony as to how the above variance proofs are addressed.





Views of portion of building where façade sign proposed



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Existing monument sign

