



4A) PROPOSAL

We are proposing a lighted wall sign for the purpose of advertising, safety and visibility along with modernization of the shopping center.

4B) REASONS FOR RELIEF

4C-1) The strict application of the provisions of the Zoning Ordinance would result in the peculiar and exceptional practical difficulties or exceptional undue hardship under N.J.S.A. 40:D-70c(1). List in detail wherein this case conforms to this requirement, including, if applicable, reference to the exceptional narrowness, shallowness, or shape of the property, or the exceptional topographical conditions affecting the property which applicant contends warrants the granting of the variance.

We are proposing an illuminated sign for the location listed on the application. All other aspects of the sign conform with the code required by the Township. Non-illumination of this sign will result in undue hardship as it will make it harder for advertising, safety and visibility of the store.

4C-2) State how the purposes of the Municipal Land Use Law would be advanced by a deviation from the zoning ordinance requirements and the benefits of the deviation would substantially outweigh the detriment according to N.J.S.A. 40:55D-70c(2). Please list all benefits of the deviation to the Township and any adverse effects. State how the benefits of the deviation would substantially outweigh any detriment to the Township.

The Municipal Land Use law would be advanced by the deviation of illumination of the sign within the shopping center as it will bring the land up to modern times, this deviation will also outweigh any detriment as it will allow for better visibility and safety of the area. The benefits of the deviation listed above are as follows: better advertising, safety and visibility of the store and sign. None of these benefits would outweigh any detriment to the Township.



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