



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 Planning Director

DATE: April 25, 2022

RE: **ZB-22-05/Trademark Sign, LLC**
Block: 155.21; Lot: 40; Zone: P-C
495 Prospect Avenue
Seeking "c" variance for new monument sign

INTRODUCTION/LAND USE

The applicant is requesting approval to construct a monument sign within the Essex Green Shopping Center, which is related to a new tenant occupying a portion of the former Macy's space. The sign is proposed to be located adjacent to an existing site driveway and the lower level of an existing two-story building. Photographs taken on April 22, 2022 of the portion of the subject property where the sign is proposed are attached.

The proposed sign location is in the northeast corner of the subject property, across from the Shop Rite supermarket. It is not located proximate to any property lines or land uses off the subject property.

SUBMISSIONS

<u>ITEM</u>	<u>SIGNED BY</u>	<u>DATE/REVISION</u>
Exterior Sign Planning Submittal (3 sheets)	not signed or sealed	3/12/21



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VARIANCE REQUIRED

<u>SECTION</u>	<u>REQUIRED</u>	<u>EXISTING</u>	<u>PROPOSED</u>	<u>VARIANCE</u>
25-15.3c.2.(d) Monument sign location	Front yard only	Not applicable	Interior of site	"c"

DISCUSSION/RECOMMENDATIONS

The applicant is requesting approval to construct a monument sign in the interior of the subject property. The proposed sign would be 4.33 feet in width and 6 feet in height and be located between the lower level of the former Macy's building and a site driveway. It is proposed to include directional arrows for Macy's and Burlington (a new tenant occupying a portion of the former Macy's space), as well as Essex Green identification. Additional signage is proposed on the building façade of the space to be occupied by Burlington, as well as the shopping center pylon signs along Prospect Avenue. Variances are not required for those other signs.





