



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 – *revised July 20, 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

The applicant has made some modifications to the proposed plans. This memorandum supplements my original review memorandum dated April 25, 2022. New information is denoted in **bold**, deletions are shown in ~~striketrough~~.

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. **The applicant has revised the sign structure from the original submittal, so that it is now proposed to have a masonry base with brick veneer, but its location has not changed. The sign has also been widened and reduced in height, and its information has changed.**



SUBMISSIONS

ITEM

SIGNED BY

DATE/REVISION

Exterior Sign Planning Submittal

(3 sheets)

not signed or sealed

3/12/21

Sign Plan (2 sheets)

Jere Murdoch, PE

7/15/22

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"
25-15.3c.2.(d) Maximum monument sign width	6 feet	Not applicable	11.42 feet	"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~~**11.42** feet in width and ~~6-5.83~~ feet in height and be located between the lower level of the former Macy's building and a site driveway. It ~~is~~**was** **previously** 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, **but is currently proposed to only indicate Burlington on the sign.** 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.





