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Dynamic Engineering Consultants, PC
www.dynamiccc.com
1904 Main Street
Lake Como, NJ 07719
T. 732-974-0198

September 2, 2020
Via Overnight Delivery

Village of Ridgewood
Village Hall – 131 N. Maple Ave.
Ridgewood, NJ 07450

Attn: Jane Wondergem
Zoning Board Secretary

**RE: 657 Ridgewood, LLC
Proposed Freestanding Sign
Block 4703, Lot 14
657 Franklin Turnpike (CR 62)
Village of Ridgewood
Bergen County, New Jersey
DEC # 0141-11-066
Application No. ZBA-19-42**

Dear Ms. Wondergem,

On behalf of the Applicant, 657 Ridgewood, LLC, enclosed please find the following documents to be presented at the Zoning Board of Adjustment Hearing on Tuesday, September 22nd for the above referenced project:

- Five (5) signed and sealed copies of the Technical Memorandum, prepared by Dynamic Traffic, LLC, dated 09/02/2020;
- Five (5) signed and sealed copies of the Amended Sign Variance Plan, prepared by our office, dated 07/08/2019, last revised 08/18/2020; and
- Five (5) copies of the Amended Sign Plan Exhibit, prepared by our office, dated 09/22/2020.

Below please find itemized responses to the comments set forth in the Planning Review Letter #2, prepared by Maryann Bucci-Carter, PP, AICP, dated May 12, 2020.

1904 Main Street, Lake Como, NJ 07719 T. 732-974-0198

245 Main Street, Suite 110, Chester, NJ 07930 T. 908-879-9229
8 Robbins Street, Suite 102, Toms River, NJ 08753 T. 732-974-0198
826 Newtown Yardley Rd., Suite 201, Newtown, PA 18940 T. 267-685-0276
50 Park Place, Mezzanine Level, Newark, NJ 07102 T. 973-755-7200

100 NE 5th Avenue, Suite B2, Delray Beach, FL 33483 T. 561-921-8570
6925 Portwest Drive, Suite 100, Houston, TX 77024 T. 281-789-6400
714 S. Greenville Avenue, Suite 100, Allen, TX 75002 T. 972-534-2100
100 North 18th Street, Suite 300, Philadelphia, PA 19103 T. 215-253-4888

1. Summary of Application

Information. No response required.

2. Variances Required

§190-122H(3)(f): Variance relief from the maximum number of signs requirement is requested for the second proposed freestanding sign.

§190-122H(3)(f): The proposed freestanding sign area has been revised to nine (9) square feet. Therefore, variance relief from the maximum surface area requirement is no longer required or requested.

§190-122H(3)(f): The proposed freestanding sign setback has been revised to 4.2 feet, an increase from the previously proposed 3.2 feet. Therefore, variance relief from the minimum sign setback requirement is requested.

3. Variance Types

Testimony regarding the variance types was provided at the Zoning Board of Adjustment Hearing on Tuesday, July 28th. Additional testimony will be provided as required at the Zoning Board of Adjustment Hearing on Tuesday, September 22nd.

4. Master Plan Compliance

Information. No response required.

5. Comments

- a) The above referenced application proposed to amend the previously approved site plan for the proposed second freestanding sign. In addition, an as-built survey has not been completed at this time. The Applicant will provide an as-built survey upon completion of the construction associated with this application.
- b) The Amended Sign Variance Plan has been revised to correct the label for the Route 17 Shell sign dimension and relabel the variance as an existing non-conformance.
- c) Testimony regarding the amount of signage on-site was provided at the Zoning Board of Adjustment Hearing on Tuesday, July 28th. Additional testimony will be provided as required at the Zoning Board of Adjustment Hearing on Tuesday, September 22nd.
- d) Please note that the proposed sign is freestanding and not a monument sign per the County requested since a monument sign would conflict with the sight triangle. In addition, the proposed freestanding sign has an eight (8) foot clearance above grade.
- e) The Applicant will comply as required.

- f) Testimony regarding the surface area and setback of the sign was provided at the Zoning Board of Adjustment Hearing on Tuesday, July 28th. Additional testimony will be provided as required at the Zoning Board of Adjustment Hearing on Tuesday, September 22nd.
- g) Information. No response required.
- h) The Amended Sign Variance Plan has been revised to propose additional landscaping along the drive-thru lane and around the proposed sign to shield the drive-thru aisle, order message board, and utilities on the building.

A traffic count study has been completed to detail the percentage of traffic that comes on-site from Franklin Turnpike. In addition, the enclosed Amended Sign Variance Plan has been revised to address the comments at the Zoning Board of Adjustment Hearing on Tuesday, July 28th. The revisions include the following:

- Reducing the proposed sign area from fifteen (15) square feet to nine (9) square feet.
- Reducing the proposed sign width from five (5) feet to three (3) feet.
- Increasing the proposed sign setback from 3.2 feet to 4.2 feet.
- Reducing the Dunkin' portion of the sign area from 7.5 square feet to two (2) square feet.
- Adding a Shell logo portion to the sign area, with a total area of one (1) square foot.
- Removing the green LED price points and portion of the sign area for diesel fueling.
- Adding proposed landscaping along the drive-thru lane and Franklin Turnpike frontage to buffer the on-site improvements as well as under and around the proposed freestanding sign.

Should you have any questions, comments, or require additional information, please do not hesitate to contact the undersigned.

Sincerely,

DYNAMIC ENGINEERING CONSULTANTS, PC



James E. Henry, PE, PP



Lizaine M. Saranglao, PE

Enclosures

cc: Waseem Chaudhary (via email)
John Marmora, Esq. (via email)
Eileen Welsh (via email)
John McDonough, LA, PP, AICP (via email)
Nick Verderese, PE (via email)