



Memorandum

MEMO TO: Village of Ridgewood Zoning Board

FROM: Maryann Bucci-Carter, PP, AICP

DATE: September 10, 2019

**Re: 657 Ridgewood, LLC
Preliminary & Final Major Site Plan Approval
Planning Review Letter # 1
Block 4703, Lot 14
657 Franklin Turnpike
Ridgewood Village, New Jersey
Zone OB-2 – Office Building District
Our File: HVRZ4703.01
Application No.: ZBA-19-42**

As per your request, our office has reviewed the above referenced application. The following documents were reviewed for this application:

- Application form;
- Flood zone exemption certification;
- Historic district/site exemption certification;
- Application for Waiver Request;
- Receipt of payment of the required escrow fee and application fee;
- Tax certification; and
- One (1) sheet entitled "Amended Sign Variance Plan" prepared by Dynamic Engineering, dated July 8, 2019.

1. Summary of Application

The applicant, 657 Ridgewood, LLC, is currently seeking preliminary and final major site plan approval to permit a second monument sign to identify the Shell Gas Station, gas pricing, and Dunkin Donuts. Bulk variances are requested and necessary for the new sign in order to comply with the zoning regulations.

The Shell Gas Station and Dunkin Donuts on the site have recently received approval and they are currently operational. The Subject Site is within the Office Building (OB-2) District. It is surrounded by Residential Districts to the east, south, and west with the Office Building District continuing northwest along Route 17 and Franklin Turnpike. To the northeast across Route 17 there is a large parcel of vacant land. Northwest along Route 17 and Franklin Turnpike, the uses



Village of Ridgewood Zoning Board of Adjustment
Re: 657 Ridgewood, LLC
Preliminary and Final Site Plan Approval

September 10, 2019
Our File No.: HVRZ4703.01
Page 2

are primarily professional offices and commercial. The Valleau Cemetery is located to the south and west of the Site.

2. Variances Required

§190-122H(3)(f): A maximum of one (1) freestanding sign is permitted. The proposed sign would be the second freestanding sign on the site. ***A variance is required.***

§190-122H(3)(f): A maximum surface area of 10 square feet is permitted. An 18 square foot sign is proposed. ***A variance is required.***

§190-122H(3)(f): A minimum 10 foot setback is permitted. Only 0.3 feet is proposed. ***A variance is required.***

3. Variance Types

“c” variances are being requested for this application. The proposed variances would fall into the category of a “c”(2) Bulk Variance.

The applicant should be prepared to provide testimony regarding the following requests:

“c”(1) Bulk Variance:

- i. Exceptional narrowness, shallowness or shape of property;
- ii. Exceptional topographic conditions or physical features uniquely affecting the property;
or
- iii. Extraordinary and exceptional situation uniquely affecting the property or the structures lawfully existing thereon.

“c” (2) Bulk Variance:

- iv. Positive Criteria
 - a. Purpose of Municipal Land Use Law will be promoted by the proposed deviation; and
 - b. The benefits of the deviation substantially outweigh the detriments.
- v. Negative Criteria
 - a. The proposed deviation will not result in a substantial detriment to the public welfare; and
 - b. The proposed deviation will not substantially impair the intent and purpose of the master plan and the zoning ordinance

3. Master Plan Compliance

The February 2, 2016 Master Plan Reexamination report recommend that ordinances governing motor vehicle service stations be updated to reflect current trends in the industry including signage and aesthetic consideration relating to same.



Village of Ridgewood Zoning Board of Adjustment
Re: 657 Ridgewood, LLC
Preliminary and Final Site Plan Approval

September 10, 2019
Our File No.: HVRZ4703.01
Page 3

The use is characteristic of a highway oriented use, with its primary frontage on Route 17. It shares dual frontage on Franklin Turnpike integrating and connecting it to the fabric of the neighborhood.

4. Comments

- a. The Site Plan should be updated to reflect what has been built on the property. The Site Plan still shows "proposed" for many items which have been built. Changing the site plans will clarify the identification and location of the new proposed sign.
- b. Provide testimony regarding the amount of signage on the site and establish justification for the additional monument sign adjacent to the Franklin Turnpike frontage of the property.
- c. Provide testimony regarding the surface area of the signage and establish justification for a greater surface area being proposed than what is permitted.
- d. Provide testimony regarding the setback of the sign as it does not comply with the zone's standards.
- e. We will defer to the board engineer in regards to sight triangles associated with the proposed sign.
- f. The proposed placement is almost adjacent to the "Welcome to the Village of Ridgewood" sign on the property at the Route 17 entrance ramp. Having these two signs in view at almost the same plane is not a desirable feature of the design. Other potential locations should be discussed with the Board.
- g. Instead of a sign at the proposed location, an increase in landscaping to shield the drive-thru aisle, order message board, and utilities on the building would be recommended.

Please do not hesitate to contact me at mbcarter@RidegewoodNJ.net if you have any questions.

Sincerely,
CME Associates

Maryann Bucci-Carter, PP, AICP
Project Leader