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Florence, New Jersey 08518-2323
January 8, 2024

The Reorganization meeting of the Florence Township Board of Adjustment was held on the above date at the Municipal Complex, 711 Broad Street, Florence, NJ. Solicitor Frank called the meeting to order at 7:30 p.m. followed by a salute to the flag.

Solicitor Frank read the following statement: "I would like to announce that this meeting is being held in accordance with the provisions of the Open Public Meetings Act. Adequate notice has been provided to the official newspapers and posted in the main hall of the Municipal Complex."

Upon roll call the following members were found to be present:

Brett Buddenbaum	James Fevola
Dennis Puccio	Lou Sovak
Daniel Studzinski	Gina Sullivan
Charles Wible	

Absent: Kevin Minton, Anant Patel

Also Present: Solicitor David Frank
Engineer Hugh Dougherty
Planner David Benedetti

SWEARING IN OF NEW MEMBERS

Solicitor Frank administered the Oath of Office to James Fevola (Alternate #2, Term Expiring 12/31/25) and Charles Wible & Gina Sullivan terms both expiring 12/31/2027.

ELECTION OF OFFICERS FOR 2023

Solicitor Frank called for nominations for Chairman of the Board for 2024.

It was the Motion of Mr. Buddenbaum, seconded by Ms. Sullivan to nominate Dennis Puccio as Chairman. Hearing no further nominations, it was the Motion by Ms. Sullivan, seconded by Mr. Sovak to close nominations. The Motion for Mr. Puccio as Chairman was unanimously approved by all members present.

Chairman Puccio called for nominations for Vice Chairman of the Board. It was the Motion of Ms Sullivan, seconded by Mr. Sovak to nominate Brett Buddenbaum as Vice Chairman. The Motion for Mr. Buddenbaum as Vice Chairman was unanimously approved by all members present. Mr. Buddenbaum accepted the nomination and thanked the Board.

Chairman Puccio called for nominations for Board Secretary. It was the Motion of Vice Chair Buddenbaum, seconded by Chairman Puccio to nominate Gina Sullivan as Board Secretary. The Motion for Mr. Puccio as Secretary was unanimously approved by all members present. Ms. Sullivan accepted the nomination.

Chairman Puccio called for nominations for Board Clerk. It was the Motion of Chairman Puccio, seconded by Ms. Sullivan to nominate Anne-Marie Hellmann as Board Clerk. The Motion for Ms. Hellman as Board Clerk was unanimously approved by all members present.

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APPOINTMENT OF PROFESSIONAL STAFF

It was the motion of Vice Chairman Buddenbaum seconded by Mr. Sovak to enter into a Closed Session for the purposes of discussing personnel matters with the new Zoning Board members.

RESOLUTIONS

- A. Resolution ZB-2024-01 - Authorizing the appointment of Zoning Board of Adjustment Solicitor, Engineer and Planner
- B. Resolution ZB-2024-02 – Establishing the Annual Schedule of regular meetings and other policies relating to the New Jersey Open Public Meetings Act
- C. Resolution ZB-2024-03 – Adopting rules and regulations for submission and review of applications before the Florence Township Zoning Board of Adjustment

It was the Motion of Vice Chairman Buddenbaum, seconded by Mr. Wible to appoint David Frank as Board Solicitor, Hugh Dougherty of Pennoni as Board Engineer, and of Environmental Resolutions Inc. (ERI) as Board Planner and to approve Resolution ZB-2024-01; 2024-02 and 2024-03. Motion unanimously approved by all members present.

- D. Resolution ZB-2023-20: Approving Application of Ernest & Lori Perino for Bulk Variance for Impervious Coverage to construct a shed on property located at 302 Wilbur Henry Dr, Block 68.01, Lot 1.01

It was the Motion of Vice Chairman Buddenbaum, seconded by Ms. Sullivan to approve Resolution ZB-2023-20.

Upon roll call, the Board voted as follows:

YEAS: Buddenbaum, Sullivan, Puccio, Sovak, Studzinski
NOES: None
ABSENT: Patel, Minton
ABSTAIN: Fevola, Wible

- E. Resolution ZB-2023-21: Approving Application of Frank Pallante for Bulk Variance for Impervious Coverage on property located at 3185 East Third St, Block 72, Lot 3

It was the Motion of Mr. Sovak, seconded by Ms. Studzinski to approve Resolution ZB-2023-21.

Upon roll call, the Board voted as follows:

YEAS: Sovak, Studzinski, Buddenbaum, Puccio, Sullivan
NOES: None
ABSENT: Patel, Minton
ABSTAIN: Fevola, Wible

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- F. Resolution ZB-2023-22: Approving Application of Katherine Wittkamp for Bulk Variance for Size of Accessory Structure on property located at 681 Oak St, Block 88, Lot 7

It was the Motion of Mr. Studzinski, seconded by Vice Chairman Buddenbaum to approve Resolution ZB-2023-22.

Upon roll call, the Board voted as follows:

YEAS: Studzinski, Buddenbaum
NOES: None
ABSENT: Patel, Minton
ABSTAIN: Fevola, Puccio, Sovak, Sullivan, Wible

- G. Resolution ZB-2024-04: Approving Application of Maipu Duran for Bulk Variance for Impervious Coverage for driveway & patio on property located at 400 Oak St, Block 89, Lot 5

It was the Motion of Vice Chairman Buddenbaum, seconded by Ms. Sullivan to approve Resolution ZB-2024-04.

Upon roll call, the Board voted as follows:

YEAS: Buddenbaum, Sullivan, Puccio, Sovak, Studzinski
NOES: None
ABSENT: Patel, Minton
ABSTAIN: Fevola, Wible

- H. Resolution ZB-2024-05: Approving Application of Todd & Debbie Kliment for Bulk Variance for Impervious Coverage for a patio in property located at 469 Station Rd, Block 146.05, Lot 22

It was the Motion of Mr. Studzinski, seconded by Vice Chairman Buddenbaum to approve Resolution ZB-2024-05.

Upon roll call, the Board voted as follows:

YEAS: Studzinski, Buddenbaum, Puccio, Sovak, Sullivan
NOES: None
ABSENT: Patel, Minton
ABSTAIN: Fevola, Wible

MINUTES

It was the Motion of Vice Chairman Buddenbaum, seconded by Mr. Studzinski to adopt the minutes from the Regular Meeting held on December 4, 2023. Motion unanimously approved by all members present.

It was the Motion of Mr. Sovak, seconded by Mr. Studzinski to adopt the minutes from the Closed Session Meeting of December 4, 2023. Motion unanimously approved by all members present.

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CORRESPONDENCE

There was no correspondence.

APPLICATIONS

- A. Application ZB#2023-13: Application for CCP Outdoor Media, Premier Outdoor Media 307 Fellowship Rd, Mt. Laurel, NJ 08054 to install a billboard on 2033 Route 130 South. Block 159 Lot 3.

Jeffrey Hall stated he is representing the applicant for this application. The applicant is proposing a new billboard that would be located at 2033 Route 130 South on the property of Obnoxious Antiques, which is owned by J&B Amusements. The lot is approximately $\frac{3}{4}$ of an acre. They are seeking a D1 variance as billboards are not permitted in the highway commercial zone. The applicant has applied for and obtained a signed permit from the NJ Dept of Transportation which regulates billboards. The proposed billboard would be 30' high, digital 10'x30' double faced, multi message and built in a 'V' formation for better visibility. It will be constructed and operated by Premiere Outdoor Media. Along with the D1 variance, the applicant is seeking bulk and height variance relief as required. In this zone, a freestanding is allowed at 150sf, and the applicant is seeking a 300sf sign. The height that is allowed is 25' and the applicant is proposing a 30' tall sign. The lot minimum in the HC zone is 60,000 sf, and the lot in the case is 32,898 sf. The minimum lot depth is 250' and the existing is 72'. There are rear yard and front yard variances needed-The front yard has a 75' minimum and the applicant is proposing a 24.6' to the pole that will support the billboard. The rear yard is 50' minimum and the applicant is proposing 45.6'. The sign is permitted to be within 10' of the right of way.

Solicitor Frank swore in three witnesses for the applicant: Tiffany Morrissey, Professional Planner; Robert Stout, Professional Engineer/Land Surveyor, and Chris Bartoli, Director of Real Estate and Development for CCP Premiere Outdoor Media.

At this time, Engineer Dougherty wanted to point out that even though he was not required to submit a review letter on a Use Variance, he does deem the application complete.

Mr. Hall asked Mr. Bartoli to give some information regarding his background. Mr. Bartoli stated he has been with Premiere Outdoor for over 10 years in the development of new billboard locations and the last 2 years has been the Director of Real Estate and Development. Mr. Bartoli has been responsible for this application and has been in contact with the property owner. Mr. Bartoli prepared Exhibit A-1 and it is being shown which is some photos with and without the billboard on the property. Along with the photos is a permit from the NJ DOT stating that CCP Premiere meets the criteria for a state permit at this location. It is approved for a 10'x30' multi message digital billboard, the proposed height is 30' instead of the permitted 25' for best visibility for travelers; and it helps so that travelers can still see the building that is located on the property.

Mr. Bartoli stated that Premiere Outdoor Media has approximately 500 faces of advertising throughout NJ, DE, MD, PA & NY; about 230 faces of advertising in NJ with about 160 of those being digital. Digital advertising is more efficient for the advertiser, more responsive

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and easier to change content quickly. There is also less waste than a standard billboard that has a vinyl production and needs to be installed every time.

Mr. Bartoli went on to state how the state regulates digital advertising by limiting the advertising to 8 ads when it is fully sold and each ad displays for 8 seconds each. There is no flashing or movement, it is an instant change from one static image to the next. With digital, it is very quick to make any changes necessary for the advertiser. There are many options for an advertiser to take advantage of, as opposed to a non-digital billboard.

Regarding the location of the property, it is .6 miles south of the NJ Turnpike entrance, on the west side of Route 130. Mr. Bartoli went on to explain this location was chosen because it is a great location for a billboard. Mr. Polito, the owner, reached out to see about the suitability of his property for a billboard like this being in a commercial/industrial area of Rt 130. The uses surrounding the area are mostly warehouses and commercial. The sign will be constructed according to the DOT standards such as inspecting the traffic safety and it has to be 3000 feet away from other digital signs on the same side of the highway.

There is minimal maintenance with the billboard once it is constructed. All changes to the billboard are done remotely. If there is a malfunction, there is an internal alert sent to the company and there are cameras mounted to the billboard, facing the screen to make sure the billboard is functioning properly. All the creative changes would go through a manager internally and need to be approved. If there was a malfunction, the billboard can be turned off right away.

The billboards on the interstates are 14'x48', but this one is much smaller as it suits the property and won't overpower the location. If the board is approved, the applicant plans to make 1,000 spots on each side available every month to the town for community messaging as well as Public Service Announcements. If there is ever an emergency it is possible to override the content.

Chairman Puccio took a moment to point out that it would have been helpful if the permit letter from NJDOT was sent to the board and professionals prior to the hearing for a reference.

Mr. Bartoli answered the board's questions as follows:

- There are photo cells in the billboard which automatically adjust the brightness depending on the time of day
- CPP Outdoor Media has an inside operations manager who approves/monitors and schedules each ad on the sign.
- The closest sign that is identical to the proposed sign is located in Delran.
- CCP operates a sign on Rt 295 in Westampton as well, those signs are taller and larger.
- The sign will be above the powerlines and wires.

Solicitor Frank asked Mr. Bartoli if he was the one who prepared the photos of the proposed billboard. Mr. Bartoli explained that the photos are a rough mock-up and not to scale to give an idea of what it would look like.

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Mr. Hall called up the CEO of CCP Outdoor Media, Dominick Vastino. Solicitor Frank swore Mr. Vastino in. Mr. Vastino explained that in the leases for the billboard there are rules for what is not allowed to be shown on the billboards such as graphic material. Each monitor is independent of each other with their own photo cells. The state does not have any regulations regarding content shown on a billboard. The billboard is connected using a 5G connection and is web-based technology.

Mr. Hall called up Robert Stout, engineer. Mr. Stout stated that the larger utility companies have proximity indexes which means the sign would have to be 10ft away from the wires. Mr. Stout is seeking a site plan waiver because there aren't any changes being made to the site.

Exhibit A2 which is an overview of the whole area where the proposed billboard will be. The site is highlighted in yellow, the site is 72' deep and 144' long, and it is an odd shape lot. The nearest residential is down off Cedar Ln, the closest proximity of the sign is 100% commercial.

Exhibit A3 is a blown-up photo of the site of the proposed billboard. There are 2 variances needed for front yard and rear yard setbacks. The setbacks overlap, so anything proposed on this property would require variances for the setbacks. The pole itself is setback in the exact same setback as the building. There is 7.5 degree angle on the sign so they are not square, and directed better toward the roadway. The LED is self-contained, which is noted in the study provided by Watchfire. Watchfire analyzes the billboard and tells what the foot candles are from specific distances. The footcandle at the property line 50' away from the billboard is .5 which is a very dark light and is very similar to watching TV.

Solicitor Frank asked for more information regarding Watchfire. There is no information regarding who they are, or what their qualifications are to produce a study. (Exhibit A4) He asked if there any reason why the board should take this as evidence. Mr. Stout explained that it is a study that has been done on various billboards. Solicitor Frank stated that there is no foundation for this report in evidence and he does not feel like the board should be talking about this report without more information about this company, Watchfire. Mr. Hall stated that Watchfire is a company that the billboard industry uses for these reports. If it is needed, they can request an adjournment and invite someone back from Watchfire to speak to this. Mr. Frank stated that if the applicant wants to use this report as evidence, the Board has to have something more that substantiates who prepared the report, who the company is and what their methodology was in preparing this report.

Mr. Stout stated that this report was used for a previous application for a billboard in another town. There was also question about if this proposed billboard is in a flood hazard area because of the presence of the stream. Everyone is in agreement that we are outside of any flood areas.

Chairman Puccio requested to go over Planner Benedetti's review letter dated January 4. Starting on page 4 of the Review Letter under Site Questions & Concerns, Number 1 states that the applicant requires a site plan and the applicant is asking for a waiver for the site plan because the applicant is not doing any kind of improvements. Number 2- The application may be subject to Affordable Housing Development fees. Mr. Stout stated that the applicant will do what they are required to do for that.

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Number 3- The applicant needs to specify if this is an electronic display or a static billboard which we already went over.

Number 4- If electric, the sign should comply with the recommendations of the Outdoor Advertising Association of America (OAAA) for brightness, frequency of message change, and in the event of failure. That is part of the permit that is required.

Number 5- The applicant should provide a sign detail. We have shown the sign in our use variance plan, and have the structural detail that shows the size.

Number 6- The applicant should provide a lighting plan to determine the lighting levels on and off property in footcandles. We talked about the light levels and how there is minimal light levels outside the property line.

Number 7- The applicant should testify to the frequency & how the sign will be accessed and maintained. We talked about a new ad every 8 seconds.

Number 8- The application should be conditioned upon minor site plan approval and we are asking for a waiver for this.

Number 9- The proposed billboard sign is in 100-year Flood Hazard area and must comply with Chapter 79 Provisions for Flood Hazard Reduction. We are outside of the flood plain area which the engineer has confirmed.

Number 10- A use variance is required because billboards are not permitted in the HC zone, which our planner will go over next.

Number 11- In addition, Ord. 1-125.A (Unlawful signs; signs requiring permits) No billboards shall be erected, therefore a d(1) Use Variance is required which the planner will go over.

Number 12- The applicant has specified that they are seeking a Waiver of all Site Plan requirements for the construction of this billboard. A waiver of the site plan requirements is not recommended. The initial concern was the lighting levels and needed to have that reviewed. With the Watchfire study that we will come back to, we can let Planner Benedetti touch on that.

Number 13- It is noted that the applicant has measured setbacks from the billboard pole rather than the sign itself. The setbacks are noted on the plans for the sign and the pole.

Mr. Sovak has some questions regarding submitted plans No. UV-1. Mr. Stout explained that there are notations on the plans that are for construction and part of the building permit process.

Chairman Puccio asked about the measurements on the property in regards to the right of way and the property lines. The property line sits about 8 feet off the road. The front of this sign is 10 feet off the property line, so it is 18 feet from the edge of the roadway. This is a common distance for other signs in the area. The one in Delran is 25 feet from the pole to the roadway, this sign is proposed 24.6 feet from the pole to the roadway. Chairman Puccio wanted to know if the shorter distance from the sign to the road means it would be very bright for drivers at night.

Vice Chair Buddenbaum mentioned that there is an analog billboard across the street from the proposed sign and wants some more information on the size of that sign. Mr. Stout isn't sure how large it is, Mr. Bartoli thinks it's about 12'x24' and lower to the ground than the proposed sign, and will look into it.

Mr. Hall called Tiffany Morrissey, Planner. She is a member of the American Institute of Certified Planners and a licensed professional planner in the state of NJ. She has 20 years of experience testifying for boards and working with various towns in the area.

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Ms. Morrissey stated that this is a developed piece of land on Route 130 which contains a warehouse that is called Obnoxious Antiques which is an existing business that is “by appointment” not a retail business. From the aerial, there is not a lot of area for parking, so there is limited use of this property. The property is located in the HC zone. We are requesting the use variance since the ordinance does not permit any off premise or billboard signs. The location of the sign is on a property with an existing use. If this was a freestanding sign for the business, it would be required to have a 10’ setback, also it can also be up to 25’ tall and this is proposed to be 30’ tall. The 30’ height is to be sure that the building is still visible. Because of the type of traffic traveling on Rt 130, such as tractor trailers, we want to ensure that the sign is visible. The proposed sign area is 300sf, and that is larger than is permitted in the ordinance; this sign is actually much smaller than other signs that are considered off-premise signs which is scaled to the location of the sign.

Ms. Morrissey explained they are using the building setbacks requirements even though it is for a sign. The rear yard setback is required at 50’ and there is a distance of 45.6’ to the pole and 32’ to the sign. There are no setback requirements for signs other than the street frontage. When it comes to Use Variance, we have to talk about special reasons such as what makes the site and the use suitable to one another, therefore promoting the general welfare. In this case, we have testimony to say the site and the use are suited to one another. Also, there is testimony to provide promotion of a state policy is advanced based on the NJDOT roadside control act and regulations which also promotes the general welfare. There are additional purposes of zoning included in this application which is to ensure that the development of individual municipalities does not conflict with the development of the general welfare of neighboring municipalities and the county and state as a whole. Also we will show that the site provides sufficient space and an appropriate location for a variety of uses.

Ms. Morrissey explained that this property is an undersized and narrow parcel compared to the ordinance requirements. The property is .76 acres and the ordinance requires 1.38 acres minimum lot size. The lot depth is about 72’, the front yard setback requirement is 75’, so the lot is not as deep as the front yard setback requires. The lot also has existing improvements, such as the existing warehouse. This property was designated as an area in need of redevelopment back in 2009. When that designation was done, it was found that regarding Block 159, Lot 3 formerly used by Spacecraft for material storage, the site has been vacant for over 5 years (back in 2009), and is in disrepair. Other than the building, the site is unimproved. The traffic circulation is compromised and lacks defining infrastructure. While the site has been reoccupied with a new use, the improvements on the site are still not what you would see for a typical retail store. There was also a finding of obsolescence which states that obsolete layout is manifested at the site of the now vacant former Spacecraft storage building, and that this structure is situated on an undersized parcel having a depth of 72’ leaving no building envelope. This circumstance makes it impossible for a new use requiring a new building and precludes the potential for site intensification in the event an appropriate use can be found for the existing structure. Even though this information is from 2009, those conditions remain today. There is limited additional use of this property to expand or add to the Highway Commercial location.

This property has a soil remediation action plan so there is a good percentage of the property that falls under deed restriction or deed notification regarding future use of the property. What the applicant proposed, meets all the requirements but to do any additional work in this area in addition to the location of the stream on this property precludes the fully functioning use of

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this property. It is also unable to be combined with another property because of those restrictions.

Solicitor Frank asked if there is a copy of the Deed restriction in evidence, we do not have a copy of it. Ms. Morrisey stated it is referenced in the Master Plan.

Ms. Morrisey went on to explain that the proximity of the property to 130 and the Turnpike provides opportunities for business uses it is the main road through the town. This site is particularly suited for the addition use of the off-premise sign. The off-premise sign is also consistent with the purposes of the NJDOT Roadside Control Act. The purpose of this act is to balance the need to regulate and control roadside signs and outdoor advertising; promote the scenic beauty of the state, provide for the safety and convenience of the public, address the technological advancements of the outdoor advertising industry and the need the stimulate the economic and commercial activity within the state of NJ. This chapter requires the provisions of issuing licenses and permits for roadside signs and outdoor advertising and the establishment of use, maintenance and removal of such signs. This type of sign in the off-premise location is designed to help the local area. About 85% of the ads will be related to local businesses, not regional businesses. The digital medium sign provides a lower cost of entry which is a benefit to smaller, local businesses. Advertising has changed a lot in the last few decades so it becomes difficult for local businesses to advertise and reach their customers. This opportunity with the digital sign provides an effective medium. There have been studies done for digital advertisements and it has been found that 85% of consumers look at the billboard; 26% watch a show that was advertised; 25% visit the restaurant that was advertised; 19% visited a store that was advertised. On average consumers travel about 25 hours a week. This also allows the township and local community organizations to advertise.

The intent of the Highway Commercial district is to provide economic activity. In the goals & objectives of the Master Plan relating to economic development, this site provides a unique opportunity to enhance the commercial businesses in the community and provide advertising that doesn't currently exist.

The addition of the off-premise sign to the property adds value to the property and helps the property owner in terms of being able to maintain their business in the town.

We also have to demonstrate the negative criteria: is there a substantial impairment of the zoning ordinance or Master Plan? And is there a substantial detriment to the public good? This property being in the Highway Commercial zone where many of the commercial businesses are permitted. In earlier Master Plans discusses Route 130 and the lack of development in the area. In the Master Plan from 2022, there was an update to the objectives, principles, assumptions, policies and standards. The first item listed under this "managed and balanced economic development and residential growth is encouraged in the township to achieve land development that is both aesthetically pleasing and economically valuable. Township policy such as zoning and upgrading municipal services should encourage the development of environmentally conscious commercial, retail and service development providing needed service jobs and a strengthened tax base. And to develop Route 130 in a manner generally consistent with the other goals of the Master Plan." There was an economic plan element that was adopted by the board in 2022. The economic development committee has listed goals and objectives:

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1. To retain and encourage expansion of existing businesses and industries and attract new economic activities including retail, office buildings and small scale light industries to provide desired levels of commerce and employment for the township's existing and projected population.
 - This billboard helps retain a business on the property and it helps encourage expansion by having local businesses advertise.
2. Establish and improve networking to support local businesses and their employees. Provide changes and enhancements through zoning to establish adequate and appropriate spaces for the establishment of commercial businesses in the downtown area and Route 130. To promote the enhancement of current and future commercial properties within the township, to promote development of a planned revitalization of the Route 130 Corridor, and to encourage economic development through planned promotion, marketing of those areas that are compatible with and accessible to existing services and transportation.
 - These same objectives were reiterated through the 2022 Vision Statement that formed the basis of the Master Plan and a lot of it encourages the commercial development. It becomes difficult to encourage commercial development in a time when there is limited opportunities and space. This site provides that appropriate location and it advances that part in the Master Plan and the economic plan element.

We also need to address the Medici Standard-or the enhanced burden of proof. Many municipalities list them as a not-permitted use but that doesn't mean that they are not able to apply for variances. All off-premise signs have unique regulations, different than many other Uses in the state; specifically, where they can be located is governed by the NJ Roadside Control Act. The sign has to be on a property that is in a commercial zone, there has to be a certain distance between signs. The Roadside Control Act really pinpoints where a sign can go. The municipality cannot approve signs without following the guidelines of the NJ Roadside Control Act; so dealing with this issue as a case-by-case basis through a Use Variance provides an appropriate way to control the location and to understand the impact of each location.

In terms of the substantial detriment to the public good, there are things to talk about such as lighting and flips between ads. The State requires the following:

- Multiple message signs shall contain a default design that will freeze the sign in one position if a malfunction occurs. It is not allowed to flicker or have static.

Vice Chair Buddenbaum asked if this specific manufacturer requires that because he has seen other signs fail. Ms. Morrisey explained that there are differences between the signs that are controlled by the NJDOT and businesses that have their own signs. Any digital billboard has to meet the state requirement.

Mr. Vastino explained that the billboard is individual tiles. If the tile fails, the tile goes black while the other tiles stay on.

Ms. Morrisey spoke about additional requirements from the state:

- The change from one display to the next shall be completely accomplished in 1 second or less to make the change. All displays should remain fixed for an interval of at least 8 seconds. Multiple message signs shall not display an image that is flashing, animated, moves or appears to move. No multiple message sign shall be

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illuminated by intermittent or moving light. The change of one multiple message display to the next display shall not be a violation of this requirement.

- The minimum spacing between signs is 3,000ft on the same side of the highway.
- No multiple message sign should be operated so that the meaning of one display is continued on the next display.

There are considerable regulations that are imposed by the NJDOT in terms of roadside control signs to ensure that they are safe. The size of the sign is scaled for the area at 300sf and is less than half the size of the sign in Delran that is 672sf. We do propose the sign at 30' tall where the permitted height is 25'. There are buildings in this zone are permitted up to 75' high. The height of the sign is not out of character compared to what is allowed in the zone.

In terms of lighting, the requirements are that the lighting does not create glare and includes automatic dimming, and that we will not exceed the requirements at the property line.

There does not seem to be a substantial detriment to the public good regarding this application.

Ms. Morrisey believes that the positive criteria are advanced and it provides a unique opportunity for advertising. The location is an appropriate location given the size of the property. It allows for the property to have more income producing activity. The positives would outweigh the negatives.

A board member asked what the sign does for the future use of the property, Ms. Morrisey stated that there is not much you can do for future use of this property, short of taking down the building, making a smaller building and adding more parking.

Planner Benedetti asked if that use is no longer operable, what happens to the sign. Ms. Morrisey answered that if the building were to come down, it would not impact the usability.

Vice Chair Buddenbaum asked more about the panels on the billboard.

- Mr. Vastino explained that the panels are about 2ft panels. Each panel has its own RGB LED.
- The panels have louvers on each panel so they are calibrated to the angle of the sign, so it's not brighter directly on the road.

Engineer Dougherty stated that in the Ordinance, 91-6 seeking a site plan waiver and the board can grant a site plan waiver as long as it doesn't affect existing circulation, drainage, relationship of buildings to each other, landscaping, buffering, lighting and other considerations that would otherwise be under a site plan review. Mr. Stout had talked a little about circulation and drainage, but we need some clarification about the drainage. Engineer Dougherty referred to an email he has sent that afternoon regarding the flood plain. In Planner Bendetti's review letter, he mentioned the flood plain being on this property which is called a special flood hazard area. But the sign is located outside of this area and the flood elevation is 29' and the size base is at 31', so the drainage would be satisfied. The circulation is a concern because of the trucks coming in and out.

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Mr. Stout stated that the circulation would not be affected by the trucks since the sign would have the same setbacks as the existing building. The location of the proposed sign is out of the circulation area.

Engineer Dougherty asked if there is any landscaping requirement around the base of the existing sign in Delran. Mr. Stout stated that the site in Delran was part of a shopping center which was in disrepair, so the Planner required the applicant to add landscaping on the frontage. If the board wanted to add some landscaping to hide the pole, that could be a consideration. Lighting is also a consideration and Engineer Dougherty asked Mr. Stout if he can talk about anything regarding the report that was submitted by Watchfire. Mr. Stout explained that the report was done by Watchfire who does the reviews for billboards. They also outline the standards for the state and they are showing that the applicant has met those standards. This is the same testimony that was used in Delran.

Chairman Puccio asked if there is an existing sign from this manufacturer that the board can go and see what it would look like. We don't have the information from the manufacturer with the specifications of the sign will be. The report from Watchfire doesn't really explain what the sign will look like.

Mr. Vastino explained that Watchfire is the manufacturer of the sign that would be installed. They manufacture over 60,000 digital signs across the country. Mr. Vastino said they have installed 20 signs in the state from Watchfire. Chairman Puccio asked if Watchfire is able to come and testify, would they bring some examples?

Mr. Vastino stated they got an approval to install a sign in Berlin, NJ that is the exact same size and height and the sign has been built and is completed. Mr. Vastino can provide photos and/or videos of this sign if the board would like.

Mr. Hall suggested to come back to the next meeting with some of this information that the board is requesting. Vice Chair Buddenbaum agrees that it would be helpful to see the actual image if what the sign would look like.

Engineer Dougherty mentioned that it would be good to compare the proposed sign to the existing billboard that is located on the Northbound side to show how that is closer to the ground than the proposed sign. And it would also be helpful to see what the billboard in Berlin Twp looks like in comparison to the proposed sign.

Mr. Hall stated that the sign on the Northbound side is a static sign and would not be a good comparison to the proposed sign, but the one in Berlin would be a more appropriate comparison.

Engineer Dougherty said that the board had raised a question about how the proposed billboard relates to the billboard across the street. The current sign across the street is closer to the ground, probably obstructs more. Whereas the proposed sign is higher elevated, and the current sign is lower to the ground, it would be helpful to show the difference between those two signs.

It was the motion of Ms. Sullivan and seconded by Vice Chairman Buddenbaum to open the application to public comment.

13.

Mr. Joseph Csik, part-owner of the property & building approached the microphone and stated that he has been to a lot of board meetings and he appreciates the questions being asked by the board. He loves the building, loves being in town. They are comfortable and happy and everyone is on the same page regarding the billboard, he does not want an eyesore on the building because he worked very hard on it. Mr. Csik also likes the size of the billboard, compared to the Delran billboard which is too large in his opinion.

Seeing no one else approaching the microphone, and no one raising their hand on Zoom, it was the motion of Vice Chairman Buddenbaum, seconded by Mr. Studzinski to close public comment on this application. All members present in favor.

Vice Chairman Buddenbaum wanted to know more about the Watchfire report and their qualifications and if this is something we need to be looking into. Mr. Hall was told that Watchfire doesn't normally testify so they have to look into that situation. Solicitor Frank also needs to confirm what Watchfire's authority is to present a report for evidence for the board.

It was the motion of Mr. Studzinski, seconded by Ms. Sullivan to adjourn this application to the next regular Zoning Board meeting on February 5, 2024 at 7:30pm without further public notice and consent by the applicant. Motion unanimously approved by all members present.

OTHER BUSINESS

A. 2023 Annual Report

There were no questions or comments. A resolution to approve this report will be on the next month's agenda.

It was the motion of Mr. Wible, seconded by Mr. Studzinski to submit the Annual report to Council. All board members present were in favor.

PUBLIC COMMENT

The meeting was opened for public comment on any general matter.

Hearing no one else wishing to speak, it was the Motion of Vice Chairman Buddenbaum, seconded by Ms. Sullivan to close public comment. Motion unanimously approved by all members present.

ADJOURNMENT

It was the Motion of Vice Chairman Buddenbaum, seconded by Mr. Wible to adjourn the meeting at 9:56 p.m. Motion unanimously approved by all members present.

Gina Sullivan, Secretary

GS/ah