

**TOWNSHIP OF WASHINGTON  
BERGEN COUNTY, NEW JERSEY  
Zoning Board of Adjustment  
Minutes  
February 19, 2013**

**Call to Order:** In compliance with the Open Public Meetings Act of the State of New Jersey, notification of this meeting has been published in the Ridgewood News, our official newspaper in the Township of Washington, notice has been advertised on the official Township of Washington website, and posted on the bulletin board at Town Hall.

**First Order of Business:** Salutation to the Flag

**Roll Call:**

Present: Asfar, Gerhard, Merkle, Miras, O'Connell, Sonntag, Ullman, Werfel

Absent: Johnson

Please note: Mr. Asfar and Mr. O'Connell arrived after roll call was taken but before the CVS application was presented

**New Business:**

**Mr. O'Connell** sworn in by Ms. Donna Baboulis as a member of the Zoning Board of Adjustment

**Ongoing:**

**Dobres 184 Howard Street, Block 4423, Lot 19 Resolution:** approving a variance to construct a two car garage, and two one story additions to residence in a B Zone. Resolution read aloud by Board Secretary.

**Introduced by:** Mr. O'Connell

**Seconded by:** Ms. Merkle

**Ayes:** Merkle, Miras, O'Connell, Ullman, Werfel, Gerhard

**Abstain:** Asfar, Sonntag

**Absent:** Johnson

**First Hartford Realty Corp. – 660-680 Pascack Road, Block 2110, Lots 6, 7, 8, 9, 10:** applicant seeks sight plan approval, use variances, sign approval and major soil movement permit for the construction of a CVS Pharmacy.

**Mr. Carmine Alampi, Attorney for First Hartford Realty,** provided a summary and his plans to discuss signs on the CVS proposed property.

**Mr. Chris Statile, Board Engineer,** discussed traffic issues and three major changes that need to be made to the site plan. Clarified that his role is as an advocate of the Board, and his goal is to get the

best site plan developed. In addition, Mr. Statile referenced his meeting with the County Planning Board.

**Mr. Alampi:** discussed questions raised by public regarding emergency vehicles in the area of the proposed CVS. Mr. Alampi submitted these questions to the engineer who prepared an emergency vehicle maneuvering plan. (**Exhibit A-32:** Emergency Vehicle Maneuvering Plan.)

**Mr. Ullman** instructed Board Secretary to provide a copy of Exhibit A-32 to head of Fire Department for his input.

**Mr. Statile** discussed the clearance of emergency vehicles as they approach the stop sign to the left

**Mr. Lee :** discussed loading dock concern

**Mr. Ullman:** discussed the entry onto the property. The front end of the vehicle would clear, but would the rest of the vehicle hang itself on its carriage?

**Mr. Statile:** replied there is not much of a grade change for concern

**Mr. O'Connell:** spoke regarding the anticipation of traffic going west on McKinley Avenue gaining entrance to CVS

**Mr. Statile:** suggests that entrance be eliminated and push all traffic to the north exit

**Mr. Alampi:** County will address issue.

**Mr. Robert Oelenschlager, National Sign Services, Eastern Regional Sign Consultant for CVS,** sworn in by Ms. Donna Baboulis.

**Mr. Statile:** regarding signage in his report dated June 20, 2011. In this report he counted 18 signs in total.

**Mr. Alampi:** proposed CVS site is in residential zone, therefore, variances will be needed for signs. December 5, 2011, report showing this application with reduced lettering

**Exhibit B-3:** Mr. Statile December 5, 2011, letter (labeled as exhibit on February 19, 2013)

**Exhibit A-33:** signage and color drawings

**Mr. Oelenschlager:** gave report on signs, which included size of letters, internal illumination, drive-thru sign and LED scrolling sign.

**Mr. Statile:** spoke regarding banding around signs

**Mr. Oelenschlager:** responded there is no banding around signs.

**Mr. Oelenschlager:** spoke regarding left side elevation, which faces a residential area, there are no signs proposed. Delivery will not be in front of store, but in the back at the loading dock. At this location, there are five very small signs. All signs on rear side elevation facing north are all non-illuminated.

**Mr. Alampi:** total of 13 signs, both illuminated and non-illuminated

**Exhibit A-34** board depicting ground signage for proposed CVS site

**Mr. Oelenschlager:** discussed temporary, non-illuminated sign, depicting CVS coming soon to the site, which will be removed three weeks before the opening of the store

**Mr. Ullman:** posed a question regarding location of sign

**Mr. Oelenschlager:** responded the sign would be located at the corner of Pascack Road and Washington Ave.

**Mr. Oelenschlager:** discussed 2 drive-thru pharmacy signs

**Exhibit A-35:** Site plan created by VHB depicting position of the proposed building, location of the driveway, parking and ground signage. Signage added to original exhibit.

**Mr. Oelenschlager:** 2 drive-thru signs will be located on property. One on Jefferson Avenue, the other on Washington Avenue.

**Mr. Oelenschlager and Mr. Alampi:** discussed free standing, double sided monument signs (2)

**Mr. Statile:** asked for explanation of message board

**Mr. Ullman:** questioned what would be posted on the message board

**Mr. Oelenschlager:** stated the following would/could be posted on message board: product advertisement, updates to insurance programs. CVS offers to the town for emergency purposes, Amber and Silver alert postings

**Mr. Alampi:** questioned if the sign would be blinking

**Mr. Oelenschlager:** responded that the sign would not be blinking or have any animations; the sign would state the same message for as long as the Board decides

**Mr. Statile:** questioned if there was a self-dimming feature

**Mr. Oelenschlager:** responded the sign adjusts to ambient light; even during the day time; entire panel is illuminated; the sign is 2 colors; LED will be on both sides of the sign.

**Mr. Ullman:** posed a question regarding advertisements in CVS' windows

**Mr. Alampi:** no lettering, but applications are used that depict scenery

**Mr. Oelenschlager:** to the best of his knowledge, the windows will remain free and clear of advertising

**Mr. Alampi:** will have a letter sent from CVS to the Board stating that no advertisements will be placed in the windows

**Mr. Statile:** stated that what is approved will be all that is allowed by CVS

**Mr. Statile:** questioned the size of the sign (15 feet)

**Mr. Oelenschlager:** responded that aesthetically, 15 feet is not that big of a sign

**Mr. Ullman:** responded to a comment by Mr. Oelenschlager that CVS employees do not always comply with "no signs in the window" rule

**Mr. Alampi:** stated that LED signs eliminate this occurrence from happening

**Mr. Statile:** questioned that since the proposed site of the LED sign is at a low speed intersection, could a 5 ft. sign be placed there instead of the 15ft. sign.

**Mr. Oelenschlager:** responded that for aesthetics and architecture purposes, 15 foot sign is more suitable

**Mr. Satile:** discussed type of signs, number of signs and variance

**Mr. Ullman:** stated that it is his opinion that the baseline should be the town's commercial ordinances; in a residential neighborhood there are no signs.

**Mr. Statile:** discussed variances vs. what is permissible

**Mr. Ullman:** stated that our baseline for comparison should be our commercial district ordinances

**Mr. Rick Sonntag:** concurred that this would be the only possible way to view the sign issue. The residential code would not be practical.

**Mr. Alampi:** stated that Mr. Oelenschlager's boards were drawn for the meeting the night before. Will look at plans again and re-submit to the Board

**Ms. Baboulis:** stated that Mr. Oelenschlager can come back and present to Board

**Mr. Alampi:** reviewed the following: no signs on east side of building that faces west. 3 signs on building's roofline, 4 signs on building facing Pascack, no plaques on lower level; 5 signs at loading dock

**Mr. Oelenschlager:** stated that revisions would be done and presented again to the Board

**Mr. Statile:** will look at other commercial sites to examine their signage.

**Mr. Michael Werfel:** posed a question regarding how signs are illuminated

**Mr. Oelenschlager:** responded they are LED signs which makes the sign thinner

**Mr. Ullman:** posed a question regarding the proposed hours of the illumination

**Mr. Oelenschlager:** responded the signs will be illuminated during normal store hours. The lights are run on an automatic energy management system.

**Mr. Werfel:** posed a question regarding the monument signs being fluorescent

**Mr. Oelenschlager:** responded all building signs are all LED. The monument signs are fluorescent.

**Mr. Lee Klein:** posed a question regarding three signs proposed by loading dock

**Mr. Oelenschlager:** responded only two signs are proposed

**Mr. Ullman:** gave his personal opinion that he is not a fan of the 15 foot high sign. He expressed he feels it is too high at that particular corner.

**Mr. Richard Miras:** questioned bus stop location and possible multi-purpose signage.

**Mr. Alampi:** stated that Mr. Oelenschlager was not part of the bus stop conversation.

**Mr. Tendai Richards, Winne, Banta, Attorney representing Northgate, Objectors:** topics discussed were regarding the monument sign. Specifically, the LED part, the power of the illumination and the possibility of making it 10ft tall. Also questioned if the “beauty” sign is internally illuminated.

**Mr. Oelenschlager:** responded the “beauty” sign is internally illuminated

**Mr. Richards:** questioned the need for a 2<sup>nd</sup> monument sign

**Mr. Oelenschlager:** responded because that is the only two way entrance on the site.

**Mr. Werfel:** would like a clarification from CVS regarding the signs that would be placed in/at the drive-thru window

**Mr. Alampi:** stated he will clarify

**Mr. Richards:** posed questions regarding automatic system for signage

**Mr. Oelenschlager:** replied that CVS would be able to override the signage in the case of an Amber/Silver Alert

**Mr. Richards:** stated he will have more questions after reviewing information

**(5 minute recess taken)**

**Mr. Joseph Bruno, AIA, Architect and Planner:** questioned the need for a monument at the proposed height of 15 ft., had questions regarding exterior illumination

**Mr. Stanley Slachetka:** asked if you would find any of the proposed signs on residential property

**Mr. Oelenschlager:** responded he would not believe they would be found on residential property

**Mr. Klein:** looking at topography, how is the monument in relation (scale) to the street, and surrounding area. Suggested cutting the base back or taking the triangular section from the top to decrease height of sign

**Mr. Oelenschlager:** appreciates the feedback which will help him when revising plan

#### **PUBLIC PORTION**

**Ms. Linda Murphy, 605 McKinley Avenue:** posed questions regarding the delivery trucks and any lights that would be lit for their purpose

**Mr. Oelenschlager:** stated there will be lights in the loading dock area for drivers

**Mrs. Grace Hogan, 898 Washington Avenue:** questioned if any of the signs that are proposed for the CVS site in the Town, have been designed for another CVS planned in a residential area.

**Mr. Oelenschlager:** believed there was, would research and present that information to the Board

**Ms. Rosa D’Ambra, 423 Colonial Boulevard:** inquired if the idea of putting the main sign on Pascack and Washington came from Mr. Alampi or the building planner. She feels the location is a poor choice

because it is currently a very busy corner and people will slow down to read the sign which in turn, she believes, will cause more accidents.

**Mr. Oelenschlager:** the location was not suggested by anyone person. He deals directly with CVS Corporate

**Ms. D'Ambra:** questioned how close to bus stop the sign would be

**Mr. Oelenschlager:** responded that the way the bus stop is depicted, the sign would be approximately 45ft. from it., but that he would have to check with the engineer

**Alampi:** stated this is a traffic issue, not a signage issue

**Mr. Ullman:** responded that is can be made a signage issue by asking if Mr. Oelenschlager has any experience with the placement of these signs being a distraction to drivers.

**Mr. Oelenschlager:** responded these signs are not a distraction. They are no different from a standard sign. DOT has published a report that LED signs are not a hazard nor are they a distraction to drivers.

**Mr. Statile:** stated that anything that takes the driver's eyes off the road would be a hazard

**Mr. Werfel:** stated that there is an LED sign outside of the Town's Municipal building and it may make sense to compare the signs.

**Ms. Lorraine Dexter, 51 White Beeches Drive:** asked what is the time of change for the proposed LED sign, and what is the reasoning for that amount of time?

**Mr. Oelenschlager:** responded that it will be up to the Board to determine the length of time a message is shown before switching to the next message

**Ms. Dexter:** Commented that she believes the sign would be a distraction to drivers in an intersection that is already busy

**Mr. Klein:** asked for the difference in the distraction level between the new LED sign and a sign from 15-20 years ago, which was manually changed

**Mr. Oelenschlager:** responded there are only three lines of message; old board had 5-6 lines of message and where brighter than an LED board. In his opinion, the older sign would have been more of a distraction than a LED sign.

**Mr. Ullman:** commented that he finds the sign aesthetically unappealing, its mass is tremendous and there is no need for that large a sign for a building 100 feet away.

**Mr. Klein:** stated that the sign would not be seen because the bus stop shelter would block its view. Does this information factor in the need for that particular sign?

**Mr. Oelenschlager:** responded that it does affect the placement of the sign

**Mr. Klein:** suggested removing the LED part of the sign

**Mr. Oelenschlager:** responded that there is a place on the building for it. From all the feedback he realizes no one likes the sign.

**Mr. Richards:** asked how tall the letters would be on the LED message board?

**Mr. Oelenschlager:** stated there would be 3 lines, with 10 inch letter

**Mr. Richards:** asked how far away from a driver would a ten inch letter be for him to read it clearly

**Mr. Oelenschlager:** responded that it would depend on the sign chosen; installer will give feedback from the field to see how tall the letter size should be. Traffic engineer would have final determination on size of letters.

**Mr. Ullman:** asked if the word “pharmacy” could be removed from the building mounted signs and any of the secondary

**Mr. Oelenschlager:** responded that State Pharmacy law states whatever the registered name of the business is, must be on the building. The fact that there is a pharmacy active in the facility constitutes having the complete registered name on the building

**Mr. Ullman:** asked if he could legally put that layout on the side of the building suggesting it would be less distracting

**Mr. Oelenschlager:** replied that the letters would be so small and stacked they would not be visible from the road frontage.

**Mr. Rick Sonntage:** in regards to the current commentary, the ordinance states you can have only one sign, in a commercial zone, not exceeding 90% of the frontage on a building. Therefore, no matter how large the letters are that say “pharmacy”, as long as it does not exceed 90% of the building frontage, it will comply with the ordinance. Wanted to express, for the record, that asking a signage expert to quantify the technical ability of a driver is inappropriate.

**Mr. Richards:** questioned where on the building could the sign be placed

**Mr. Oelenschlager:** responded they could be put where the secondary signs are on the front elevation and right side elevation. Other CVS stores have the message boards on the buildings themselves. They are of different sizes.

**Mr. Ullman:** thanked Mr. Oelenschlager for his presentation

**Mr. Alamp:** stated he will resubmit new sign plans; will give duplicate copies to Board Secretary to have in case record, Mr. Oelenschlager will be back at next meeting and his Planning Consultant, Mr. Priess, will also be at the next meeting

**Ms. Baboulis:** instructed Mr. Alamp that all exhibits are to remain in Board office

**Mr. Ullman:** asked if Mr. Priess would have any exhibits he plans to discuss at the next meeting that the Board has not seen

**Mr. Alamp:** replied “no”

**Motion to Adjourn:** Miras, Gerhard

Respectfully submitted by:

JoAnn Carroll

Secretary, Zoning Board of Adjustment

February 26, 2013