

**BOROUGH OF WOODCLIFF LAKE
PLANNING BOARD
AUGUST 11, 2021
MINUTES**

CALL TO ORDER:

This virtual meeting was called to order at 5:00 p.m. at Borough Hall by Chairman Friedberg.

ADEQUATE NOTICE STATEMENT:

Chairman Friedberg announced that the Meeting was in accordance with the Open Public Meetings Law, P.L. 1975, Chapter 231. Notice of this meeting was posted in two newspapers, The Record and The Ridgewood News. Subsequent notice was published in The Record and the Ridgewood News to meet guidelines established for a virtual meeting. The public was advised of the Planning Board's rule that the meetings will be concluded by 11:00 p.m.

FLAG SALUTE

ROLL CALL:

Corrado Belgiovine	Present
Jane Ann Whitchurch-Carluccio	Absent
Michael Casale	Present
Nilufer DeScherer	Present
Stephen Falanga, Councilman	Absent
Robert Friedberg	Present
Josephine Higgins	Present
Jennifer Howard	Present
Brian LaRose	Absent
Thomas Panso	Present
Heidi Pollack	Present
Carlos Rendo, Mayor	Absent
Brian Eyerman, Attorney	Present
John Dunlea, Engineer	Present
Elizabeth Leheny, Planner	Present
Meg Smith, Secretary	Present

APPLICATION (New)

Brighton Norse Realty, LLC
520 Chestnut Ridge Road
Request for Signage Approval

Block: 202 Lot: 4
B-3 Zone

Ms. Knarich, attorney for the Applicant, CAD Signs, verified that proof of notice and publication was in order.

Ms. Knarich stated that CAD signs was requesting final Site Plan approval for signage at 500

Chestnut Ridge Road which is located in the B-3 Zone and previously occupied by A&P and Acme, and has several other tenants. Ms. Knarich also stated that this property was approved for modifications to become a Whole Foods and tenants at the May 2020 Planning Board meeting. Ms. Knarich explained that proposed signage would include one sign at each entrance and two free standing signs.

Mr. Streker, Engineer for the applicants, testified on the previous application and had been qualified as an expert. Mr. Streker was sworn in and detailed the site location. Mr. Streker stated that 1 existing "V" shaped monument would count as 2 signs and is proposed to remain with the existing brick base. Two additional signs are being proposed above each of the two entrances. These signs would have illuminated white lettering. Mr. Streker explained that 10% of the façade is allowable for signage or approximately 40 sq. ft. and that both signs would exceed this limit.

Mr. Friedberg questioned the coloring of the lettering stating that it is usually green.

Ms. Knarich and Mr. Bohler confirmed that newer Whole Foods stores have white lettering with a dark green edge.

Ms. Pollack questioned specific signage designations for "Pharmacy" or "Health & Beauty" over some entrances.

Mr. Streker stated that no signage designations like those are proposed on the exterior.

Mr. Friedberg stated that white lighting can be very bright.

Mr. Streker stated that the monument sign would be externally illuminated like the existing and that the building setback was 287 feet from the curb.

Mr. Eyerman questioned if the building signs would be lit all the time or if they would be turned off at night.

Ms. Knarich stated that the lighted building signage would be on a timer.

Mr. Eyerman stated that if the lights were too bright they could be toned down.

Ms. Knarich agreed to adjusting the lighting on the signage, if necessary.

Mr. Belgiovine asked if only the single tenant would be on the signs and not the other tenants.

Ms. Knarich stated that the signs have only noted the anchor tenant.

Mr. Casale verified that there would be no soil disturbance.

Mr. Streker confirmed that this was a mistake in naming the plan.

Mr. Williams, planner for the applicant, provided his background and license information and was sworn in and accepted as an expert. Mr. Williams stated that he had reviewed the Site Plan, Zoning and 2019 Master Plan Re-examination reports as well as the Professionals reports from Neglia and Phillips, Preiss for this application.

Mr. Williams stated that the applicant is replacing the same signage as existing from Acme with one additional wall sign due to the additional entrance. Mr. Williams stated that the applicant needs variances for the maximum number of signs and for sin are. Mr. Williams explained that the signs will name the applicant only and not the other tenants. Mr. Williams stated that residences would not be impacted because of the setback. Mr. Williams stated that the larger more legible lettering was safer than the previous signage and that there was no detriment to the public good.

Mr. Williams stated that positive criteria for this signage would include promoting health and safety and promoting an improved aesthetically pleasing visual design. Mr. Williams stated that there would be no detriment to the neighborhood as this is a replacement of existing signage from a previous store and there would be no detriment to the Zoning Plan.

Ms. Knarich stated that this proposed signage is consistent with signage in the area.

Mr. Friedberg stated that he agrees that this signage is not an undo hardship to the town and imposes no substantial detriment or impairment to Zoning. Mr. Friedberg stated that he thinks it is necessary to have signage above each entrance. Mr. Friedberg believes that the monument sign should be counted as one sign not two and that this is a technicality.

Mr. Belgiovine agrees that this is one sign not two.

Mr. Eyerman asked if the applicant would comply with the review letters provided by the Board professionals.

Ms. Knarich stated that the applicant would comply with the review letters.

A motion was made by Mr. Belgiovine and seconded by Mr. Panso to approve the variances requested for the signage at Whole Foods. On a roll call vote the motion was approved by Chairman Friedberg, Councilwoman Higgins, Mr. Belgiovine, Ms. Pollack, Ms. DeScherer, Mr. Panso, Ms. Howard and Mr. Casale.

BOARD DISCUSSION

Ms. Leheny, Board Planner, updated the Board on the Master Plan Development Committee.

Ms. Leheny explained that the results of the survey are being summarized and when completed will be posted on the Borough website. Ms. Leheny and planning staff are writing draft recommendations based on results of the public meeting and the surveys. Draft Recommendations will be reviewed by the Master Plan Development Committee in early to mid-September and Ms. Leheny expects that they will be presented at the Planning Board meeting in October which is a public meeting. Ms. Leheny believes that the timeline for the Master Plan to

be completed by the end of the year is still on track unless the Committee or Planning Board need more time.

Mr. Belgiovine stated that this is a long process.

Ms. Leheny stated that the WCL Master Plan is scheduled to take about 8 months from start to finish. Ms. Leheny stated that many towns usually take about 16 months to complete.

Mr. Friedberg stated that the draft Master Plan is expected to be presented at the Planning Board meeting on October 14th and Ms. Leheny confirmed.

PUBLIC SESSION

The meeting was opened to the public on a motion from Councilwoman Higgins, seconded by Mr. Belgiovine, and carried by all.

The phone number was provided to the public to call in with any questions or concerns. The public was also advised that if they were participating via Zoom that they could raise their hand to ask a question or make a comment.

With no members of the public wishing to address the Board, the meeting was closed to the public on a motion from Mr. Belgiovine, and seconded by Councilwoman Higgins, and carried by all.

APPROVAL OF MINUTES

A motion to approve the minutes of the June 14th meeting was made by Councilwoman Higgins and seconded by Ms. DeScherer. All Board members voted in favor of the motion.

The meeting was adjourned on a motion from Mr. Belgiovine, and seconded by Councilwoman Higgins, and carried by all.

Respectfully Submitted,

Meg Smith
Board Secretary