

**BOROUGH OF WOODCLIFF LAKE
PLANNING BOARD
June 13, 2022
MINUTES**

Call to Order:

This virtual meeting was called to order at 8:00 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. 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	Absent
Nilufer DeScherer	Present
Stephen Falanga, Councilman	Present
Robert Friedberg	Present
Josephine Higgins	Absent
Jennifer Howard	Absent
Brian LaRose	Present
Thomas Panso	Present
Carlos Rendo, Mayor	Absent
Brian Eyerman, Attorney	Present
Anthony Kurus, Engineer	Present
Elizabeth Leheny, Planner	Present
Meg Smith, Secretary	Present

APPLICATIONS(New)

Jones Sign

Block: 202 Lot: 4

Sephora Signage at Whole Foods Plaza

B-3

Request for 68 square foot front wall sign where a total of 40 square feet is permitted. A variance of 28 feet is required. A second 3.42 square foot blade type sign is also being proposed for the front of the building. Only one sign per side is permitted. The proposed blade sign would project 29 inches from the building where the permitted projection from any exterior wall is 1 foot. A variance of 17 inches is required for the blade sign.

Trinity Rehab

Block: 202 Lot: 4

Tenant Signage at Whole Foods Plaza

B-3

Requesting to install a 57.67 square foot front wall sign where a total of 40 square feet is permitted. A variance of 17.67 square feet is required.

Luxury Nail & Spa

Block: 202 Lot: 4

Tenant Signage at Whole Foods Plaza

B-3

Requesting to install a 82.47 square foot front wall sign where a total of 40 square feet is permitted. A variance of 42.47 square feet is required.

Ms. Knarich, attorney for the applicants for signage at Sephora, Trinity Rehab and Luxury Nails, stated that these applicants will be tenants at the shopping plaza anchored by Whole Foods. Ms. Knarich stated that there will be a total of 7 tenant spaces and that the owner has worked with the borough in order to ensure consistency of signage which will be cohesive and uniform.

Ms. Leheny, Board Planner, stated that in May of 2021 the Board approved signage for the Whole Foods anchor store. This approval included a freestanding sign and two wall signs which were placed on the bays on each side of the building. These signs were channel cut and lit from behind and set an aesthetic for the shopping center. Ms. Leheny stated that the shopping center is approximately 300 feet back from the street but is visible from Chestnut Ridge Road. Ms. Leheny stated that it was critical to see wall signs and recommended that other signage in the shopping plaza be the same type of sign. Ms. Leheny stated that although these signs did not have to be identical, she recommended that the signs have some uniformity. These signs would still need variances but would adhere to design guidelines and match the precedent set by Whole Foods signage.

Councilman Falanga asked if these sign applications matched the design guidelines.

Ms. Leheny stated that they did comply. Each sign had channel cut lettering and 3 or fewer colors.

Sephora Signage

Ms. Zarbo from Jones Signs was sworn in by Mr. Eyeran. Ms. Zarbo stated that maximum signage area is 40 feet and the proposed sign for Sephora was 68 feet. Sephora is also requesting a variance for a second sign which would be a blade sign and a variance for projection of the blade sign proposed at 29 inches where 12 inches was allowed. Ms. Zarbo stated that the wall signage would have black channel letters. The blade sign would be visible in the walkway under the overhang and would direct pedestrian traffic. Vinyl lettering is proposed on the door and black and white striping on the windows to limit viewing from outside the store. Ms. Zarbo stated that there would also be a rolling grill inside the store.

Chairman Friedberg asked when the rolling grill would be used.

Ms. Zarbo stated that the rolling grills would be a few feet back from the window and would not be visible. The grills would be used every night before closing to secure the product.

Vice Chairman Belgiovine stated that these grills are similar to gates used at the mall.

Councilman Falanga questioned if these grills are common to all Sephora stores.

Ms. Zarbo stated that they were in all Sephora stores.

Ms. Leheny questioned the height of the wall sign.

Ms. Zarbo stated that the wall sign would be 36 inches tall.

Trinity Rehab Signage

Don Rex from Rex Signs was sworn in by Mr. Eyerman.

Ms. Knarich stated that signage for Trinity Rehab was proposed at 57.67 square feet where a maximum of 40 square feet is allowed. Ms. Knarich stated that only one variance is requested.

Mr. Rex stated that the sign would have the logo for Trinity Rehab and would be four feet high. It would have halo style lighting which would be 6000 kelvin.

Chairman Friedberg asked if Trinity Rehab was a multi- location facility.

Ms. Knarich stated that there were Trinity Rehab facilities located all over NJ.

Chairman Friedberg asked if there was a blade sign proposed.

Ms. Knarich stated that a blade sign was not proposed at this time.

Chairman Friedberg asked if the 6000 kelvin lighting would match other signs. Chairman Friedberg stated that he did not want this sign to be too bright or with a different shade of white.

Mr. Rex stated that the sign would have a dimmer attached to adjust if necessary.

Chairman Friedberg stated his concern that the sign might be too bright but was glad that it had a dimmer and could be adjusted.

Vice Chairman Belgiovine stated that he believed that the lighting was only for the outline of the lettering.

Ms. Knarich confirmed the lighting was for the outline of the lettering only.

Luxury Nails

Mr. Min from Sign Mart was sworn in by Mr. Eyerman.

Mr. Min stated that the signage for Luxury Nails was 82.47 square feet where a maximum of 40 square feet is allowed. Mr. Min stated that the sign would be backlit channel letters with a height

of 27 inches and 246 ½ inches long. Mr. Min stated that the lettering for “Luxury” would be red and the lettering for “Nail & Spa” would be black.

Ms. Leheny corrected the measurements of the sign to be 48 inches or 4 feet high not 27 inches and 20 ½ feet long.

Mr. Min stated that the proposed signage of 82.47 would be 10% of the total façade.

Chairman Friedberg stated that the signage seemed appropriate and would match other signs in the plaza.

Vice Chairman Belgiovine asked if all signs could be consistent for night lighting.

Ms. Knarich stated that background lighting can be adjusted if necessary.

Chairman Friedberg questioned if this sign had a dimmer.

Mr. Min confirmed that the sign had a dimmer.

Mr. Friedberg questioned the proposed Sephora blade sign and asked if it was 29 inches from the building.

Ms. Zarbo confirmed that it would be a 29 inch horizontal projection.

Ms. Leheny stated that this blade sign would not be visible unless someone was under the canopy.

Ms. Zarbo agreed.

Mr. Kauker, Planner for these applicants, was sworn in.

Mr. Kauker stated that this property was located in the B-3 Zone in the Chestnut Ridge Road business district in the shopping plaza anchored by Whole Foods. Mr. Kauker identified the tenants and there locations in the plaza and stated that signage guidelines had been prepared for the whole project.

Mr. Kauker detailed the proposed signage sizes and stated that the proposed sizes were consistent with the guidelines and with each other and were aesthetically pleasing.

Mr. Kauker stated that the benefits outweigh the detriment in regard to this signage because the signs were cohesive. Mr. Kauker stated that the signs met the positive criteria because they were consistent with the design guidelines and matched the architectural design of the building. Mr. Kauker stated that these signs were consistent with other signage in the area and provided identification and safety. Mr. Kauker also noted that the building is setback approximately 300 feet from the street and was obscured by hedges in the front of the property.

Mr. Kauker stated that there was no negative impact to the surrounding area due to the setback and the buffering. He stated that this area was primarily commercial and office space.

Ms. Knarich summarized the sign applications stating that the signs were appropriate for identification and safety. Ms. Knarich stated that the signs were aesthetically pleasing and that the positive benefits outweigh the negative.

The meeting was opened to the public on a motion from Vice Chairman Belgiovine, seconded by Mr. LaRose, 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 speak, **the meeting was closed to the public** on a motion from Mr. LaRose, and seconded by Vice Chairman Belgiovine, and carried by all.

Chairman Friedberg stated that all three of these signs have dimmers but asked who was responsible for controlling the lighting.

Vice Chairman Belgiovine stated that he believed it was the responsibility of the Property Maintenance Official.

A motion to approve the signage applications for Sephora, Trinity Rehab and Luxury Nail & Spa was made by Vice Chairman Belgiovine, seconded by Mr. LaRose. On a roll call vote, Councilman Falanga, Vice Chairman Belgiovine, Ms. DeScherer, Mr. LaRose, Mr. Panso and Chairman Friedberg voted in favor of the motion.

BRR Architecture, Inc.

Block: 202 Lot: 4

Outdoor Seating at Whole Foods

B-3

Request to amend Preliminary and Final Site Plan to include Outdoor Seating in front of the Whole Foods Store.

Mr. Eyerman stated that when Whole Foods was approved, the patio area was not discussed.

Ms. Yoder from BRR Architecture was sworn in.

Ms. Yoder stated that the outdoor pation was ancillary to Whole Foods and only seating was proposed and that there would be no food prep area.

Mr. Eyerman questioned lighting.

Ms. Yoder stated that no additional lighting was proposed. Ms. Yoder stated that 36 outdoor seats were requested under the canopy for employees and customers to use.

Ms. Leheny questioned if the seating would be permanent.

Ms. Yoder stated that it would be up to the Whole Foods facility but that these were not mounted. The tables would be light composite wood and the chairs would be black.

Ms. Leheny stated that teenagers can come and use the tables.

Mr. Eyerman suggested that the seating area be secured at closing.

Ms. Leheny questioned the notation on the plan which stated "used for merchandising".

Ms. Yoder stated that this area would not be used for merchandising to the best of her knowledge.

Mr. Eyerman summarized the restrictions to include no heating element, secured at closing and only seating and no food service or merchandising.

Ms. Leheny stated the notation regarding Merchandising on the Site Plan should be corrected as a condition of approval.

Mr. Panso questioned how many seats were approved inside the Whole Foods.

Ms. Yoder stated that there would be 55 inside seats.

Mr. Panso questioned if there was an opening between the seating.

Ms. Yoder stated that the glass did not open up only the doors on both sides of the seating space.

Ms. Leheny questioned if there would be music or a sound system.

Ms. Yoder stated that she was not aware of a sound system.

Mr. Eyerman stated that the Board would not be approving the patio with a sound system.

Chairman Friedberg questioned garbage collection.

Ms. Yoder stated that there would be two areas for garbage. Ms. Yoder stated that it is quite common for Whole Foods to have this type of seating.

Vice Chairman Belgiovine stated that the garbages are always full and requested that the garbages be cleared more frequently.

Ms. DeScherer questioned if the tables and chairs would be left out all year.

Vice Chairman Belgiovine stated that the tables and chairs are left out all year.

Chairman Friedberg questioned if the tables and chairs could be brought in December thru March.

Ms. DeScherer stated that the tables and chairs should be left out all year.

Mr. Eyerman stated a concern for this seating area to become a hang out spot and thought that the area should be secured at night.

Vice Chairman Belgiovine stated that he was not concerned with the seating area becoming a hang out spot and stated that it would be monitored by police when they patrol the area. Vice Chairman Belgiovine stated that the tables and chairs are an asset of Whole Foods and securing them should be their issue.

Vice Chairman Friedberg stated that a chain to secure the seating area is unsightly.

Mr. Panso stated a concern that if seating is allowed in the winter that heaters could be added to the outdoor area.

The meeting was opened to the public on a motion from Vice Chairman Belgiovine, seconded by Mr. Panso, 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.

Ms. Appelle stated that she was impressed by the signage review and thought that it was well done.

With no other members of the public wishing to speak, **the meeting was closed to the public** on a motion from Vice Chairman Belgiovine, and seconded by Mr. Panso, and carried by all.

A motion to approve the outdoor seating at Whole Foods was made by Councilman Falanga, seconded by Mr. Panso. On a roll call vote, Councilman Falanga, Vice Chairman Belgiovine, Ms. DeScherer, Mr. LaRose, Mr. Panso and Chairman Friedberg voted in favor of the motion.

Public Session

The meeting was opened to the public on a motion from Mr. Panso, seconded by Vice Chairman 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.

Ms. Appelle questioned the guidelines for views of the reservoir.

Ms. Leheny stated that protecting the views of the reservoir was an extension of the design guidelines.

Mr. LaRose stated that residents, including himself, of the Clairmont neighborhood had received notice regarding the Sony site. Mr. LaRose stated that 448 townhomes and some significant changes to the landscape are being proposed including changes to setback and height. Mr. LaRose noted that a swale is proposed between Park Ridge and Woodcliff Lake.

Mr. LaRose asked what the Planning Board could do to review the plans.

Mr. Eyerman reserved comment and stated that the Mayor and Council and professionals need to be asked this question.

With no other members of the public wishing to speak, **the meeting was closed to the public** on a motion from Mr. Panso, and seconded by Councilman Falanga, and carried by all.

Minutes

The minutes for May 25, 2022 were approved on a motion from Mr. Panso, seconded by Vice Chairman Belgiovine. All members present at the meeting voted in favor of the minutes with the exception of Ms. DeScherer and Mr. LaRose who abstained due to absence.

The meeting was adjourned on a motion from Vice Chairman Belgiovine, and seconded by Mr. Panso, and carried by all.

Respectfully Submitted,

Meg Smith
Board Secretary