

## Jill A. Hartmann, PP, AICP

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**TO:** Pequannock Planning Board  
**FROM:** Jill A. Hartmann, PP, AICP  
**RE:** SIGN APPLICATION; 500 ROUTE 23; BLOCK 2007, LOT 1; APPLICANT: EPOC SIX WW, LLC D/B/A/JUST SALAD.  
**DATE:** April 7, 2022

This is a Sign Application to install three (3) attached signs to a commercial business use. The subject site is located in the C-3 Highway Commercial District of the Township. Attached signs are permitted in the C-3 District. Ancillary "c" variances are required. The Planning Board has jurisdiction to hear this application. The following submitted documents were utilized in the preparation of this planning report:

- Completed Sign Application, signed and dated February 24, 2022.
- Sign Detail, consisting of 1 sheet, prepared by Butler Sign Company, dated October 19, 2021.

### ZONING ANALYSIS AND COMMENTS

The application proposes to install three attached, 2' x 9'-5/4" = 18.8 square foot signs, to the front side and rear of the commercial business space located in the newly constructed free standing commercial building at the 500 Route 23 Shopping Center. The installation will comply with the Township Sign Ordinance as follows:

§360-82(B)(2) C-2 Highway Commercial District and C-3 and C-4 Regional Commercial Districts.

- (a) The following kinds of signs are permitted in the C-2 Highway Commercial District and C-3 and C-4 Regional Commercial Districts:

freestanding signs, attached or awning signs, electronic message centers/boards, and window signs and banners. Electronic message boards are regulated by § 360-78 360-83 of this article. All other signs not listed herein are prohibited.

**The proposed attached signs are permitted.**

- (b) One freestanding sign is permitted for each commercial property, and where there are many uses on said property the freestanding signage for each use must be accommodated on one sign. One attached sign or one awning sign is permitted for each use. (Temporary signs and window signs up to 50% of the window are not included in this count.)

**The application proposes 3 attached signs. The signs will be located on the front, side and rear facades. A variance is required for the 3 attached signs where only 1 attached sign is permitted.**

- © Sign area.

[1] Freestanding signs. Freestanding signs in shopping centers shall be permitted as follows:

Number of Uses Sign Area in Square Feet 1 to 4 50 sf  
5 or more 12 for each use provided that no sign exceeds 144 sf

- [1] One freestanding sign per main driveway entrance to identify the shopping center and the occupants therein, not to exceed 100 square feet. The total area of such signs shall not exceed 200 square feet and shall not be closer to one another than 1,500 feet.
- [2] No such sign shall exceed 24 feet in height.
- [3] Such signs shall be located so that the plane of the largest surface area of such sign is perpendicular to the road and set back at least ½ the distance of the required front yard depth of the zoning district in which the sign is located, and no sign shall encroach upon the side yard setbacks.
- [4] The freestanding signs herein provided for shall be in lieu of all other freestanding signs in this section.

**This section is not applicable to this application**

[2] Attached or awning signs.

<u>Area of Storefront (square feet)</u>	<u>Sign Area in Square Feet</u>
0 to 600	40
601 to 1,000	50
1,001 to 2,000	50 or 5% of facade whichever is larger
2,001 to 4,000	100 or 4% of facade whichever is larger
4,001 to 6,000	160 or 3.5% of facade whichever is larger
8,000 up	210

**Each attached sign will be 2'-0" x 9'-5/4" = 18.8 sf. Each individual sign meets the Township Ordinance requirement. It should be noted that the submitted Sign Application indicates that the sign area is 37.5 sf. This should be corrected.**

- [3] Electronic message centers/boards are permitted in conjunction with an attached or freestanding sign but must be accommodated so that the area of all signage does not exceed the total area permitted. Electronic message boards are regulated by § 360-78 360-83 of this article and the following:
  - (a) An electronic message center/board shall not exceed three feet in height and nine feet in width.

- (b) The area of the electronic message center/board shall not exceed the permitted sign area or 18 square feet, whichever is less.
- © The message center/board background shall be black with light-colored text, typically white, yellow or red.
- (d) If lighting is proposed, all freestanding signs shall be internally illuminated. The minimum amount of light required to allow the sign to be readable shall be used and it shall be appropriate for the character of the site and the surrounding land uses. The use of LED lighting shall be in compliance with § 360-78 360-83.

**No electronic message board is proposed. This section is not application to this application.**

- (d) The height of a freestanding sign shall not exceed 24 feet and the horizontal edge of the display area shall be a minimum of seven feet from the ground. A freestanding sign shall be set back 10 feet from the public right-of-way.

**This section is not application to this application.**

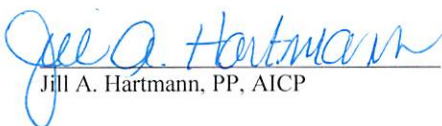
- (e) The upper horizontal edge at an attached or awning sign shall not be installed higher than the extent of the vertical wall to which it is attached or 24 feet, whichever is less.

**The proposed signs comply with is requirement.**

- (f) Both internal and external sign lighting is permitted; however, lighting shall not produce glare.

**The attached signs will be internally illuminated. The applicant must confirm that the lighting will not produce any glare.**

It is certified that all copies of this document are in conformance with the original prepared by Jill A. Hartmann, PP, AICP, License No. 4088

  
Jill A. Hartmann, PP, AICP