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TO: Pequannock Township Planning Board
FROM: Jill A. Hartmann, PP, AICP
RE: SIGN APPLICATION; 142 ROUTE 23; BLOCK 2704, LOT 4; APPLICANTS: PATRICIA WOJTYZYN AND DONNA PERILLO.
DATE: December 2, 2020

This is a Sign Application to reconstruct and add a reader board to an existing freestanding sign. The subject site is located in the C-3 Regional Commercial District of the Township. The existing/proposed freestanding sign and proposed reader board are both permitted in the C-3 district. The Planning Board has jurisdiction to hear this application. The following submitted documents were used in the preparation of th is planning report:

- Completed Township of Pequannock Application for Sign Approvals and Sign Variance, signed by Patricia Wojtyzyn, dated November 18, 2020.
- Existing Sign and Location photo.
- Proposed Sign Elevation.

ZONING ANALYSIS AND COMMENTS

Section 289.13.060(B)(2) provides the sign requirements for the C-3 District as follows:

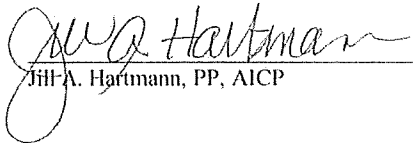
- Section 289.13.060(B)(2)(a) The following kinds of signs are permitted in the Highway Business Districts and the Regional Commercial Districts: freestanding signs, attached or awning signs, electronic message centers/board, and window signs and banners. Electronic message boards are regulated by § 189.013.07 of this Ordinance. **The application proposes to renovate the existing freestanding sign with new tenant signage and add a reader board.**
- Section 289.13.060(B)(2)(b) One freestanding sign is permitted for each commercial property and where there are many uses on said property, the free-standing 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.)
- Section 289.13.060(B)(2)© Sign Area.
 - Freestanding signs. Sign area for freestanding signs with 5 or more tenants is 12 square feet/use not to exceed 144 square feet. **The proposed renovated sign has 7 tenant spaces permitting a total of 84 square feet. In addition it has the address, at the top of the sign and a phone number located above the lower 4 tenant designated spots. No information is provided for the tenant using the reader board and no information is provided regarding the existing telephone number (973-872-2133). The submitted proposed elevations show a sign that is 20'-10" x 9' (108") = ±180 square feet.**
 - Electronic message centers/boards are permitted in conjunction with an attached or free standing 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 § 189.013.07 of this Ordinance and the following:

- The height of an electronic message center/board shall not exceed three feet in height, nine feet in width and
- 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.

The proposed reader board is 24" in height meeting the Ordinance requirement. It is 9' x 2' = 18 square feet and meets the Ordinance area requirement. The letter colors have not been provided but must meet the Ordinance requirement.

- 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 Section 189.13.070. **The applicant must address this requirement.**
- The height of a free standing 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 free standing sign shall be set back 10 feet from the public right-of-way. **The existing/proposed sign is 24' in height. The applicant should address the height clearance of the sign from the ground to confirm that it is a minimum of 7'. The sign is located less than 10' from the Route 23 right-of-way. This is an existing condition that will not be changed by this application.**

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


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