

Jill A. Hartmann, PP, AICP

21 Sparrowbush Road

Mahwah, New Jersey

Tele. 201.818.9090

Email: jillhartpp@aol.com

TO: Pequannock Planning Board
FROM: Jill A. Hartmann, PP, AICP
RE: SIGN APPLICATION; 500 ROUTE 23; BLOCK 2007, LOT 1; APPLICANT: PPPOPEYES, LLC.
DATE: April 7, 2022

This is a Sign Application for a comprehensive sign plan associated with a new fast food restaurant commonly known as Popeyes. The subject site is located in the C-3 Highway Commercial District of the Township. 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 by Lawrence A. Cali, Esq., dated January 4, 2022.
- Sign Detail, consisting of 1 sheet, prepared by Butler Sign Company, dated October 19, 2021.

ZONING ANALYSIS AND COMMENTS

The application proposes a comprehensive sign plan for the new fast food Popeyes restaurant. The plan includes the following:

- 1 New Additional Free Standing Sign to include 1 Graphic Sign.
- 4 Attached Signs.
- 1 Electronic Menu Board.

The proposed comprehensive sign plan 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 and free standing sign are permitted.

The proposed graphic sign and 2 electronic menu boards are not permitted. Variance relief from this requirement is needed.

- (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 shopping center, at the northern side of the main shopping center entrance, has an established large free standing sign that provides identification for all businesses in the shopping center.

The application proposes to install an additional free standing sign, located at the far southwestern corner, adjacent to Route 23, for the sole purpose of identifying Popeyes. A graphic sign, showing a fried chicken sandwich is included as part of this free standing sign. This combined sign will have an area of 40 sf. Variance relief from the permitted number of free standing signs is required. While part of the freestanding sign, the graphic sign is not permitted and requires variance relief.

© 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.

The proposed additional free standing sign, to be located on the southwestern corner of the site adjacent to Route 23, will identify only Popeyes. The sign will have an area of 40 sf where 50 sf is permitted. Variance relief from the from the maximum permitted free standing signs, is required.

[2] Attached or awning signs.

| <u>Area of Storefront</u> <u>(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 |

Attached signs are permitted to have a maximum area of 50 square feet.

The following area is proposed for each attached sign:

| | |
|---|-----------------|
| • Front Facade (Popeyes/Louisiana Kitchen) | 50 sf |
| • South Facade (Popeyes/Louisiana Kitchen) | 50 sf |
| • North Elevation (Love That Chicken) | 88 sf |
| • North Elevation (Identity Sign) | 19.64 sf |

Variance relief for the area of the north elevation (Love That Chicken) sign is required where 50 sf is permitted and 88 sf is proposed.

[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 applicable to this application.

Two electronic menu boards are proposed along the front of the fast food restaurant, as part of its pick-up food service. The Township Sign Ordinance does not address this type of sign. Variance relief, to permit these menu Boards, is required.

- (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 proposed free standing sign will have a height of 10'. This complies with the Township sign Ordinance.

- (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 this 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


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