

**LOPATCONG TOWNSHIP ZONING BOARD OF ADJUSTMENT
REGULAR MEETING
APRIL 8, 2015**

CALL TO ORDER BY VICE-CHAIRMAN GARY

PLEDGE OF ALLEGIANCE

OPEN PUBLIC MEETINGS STATEMENT: “adequate notice of this meeting has been provided indicating the time and place of the meeting in accordance with Chapter 231 of the Public Laws of 1975 by advertising a Notice in The Star Gazette and The Express-Times and by posting a copy on the bulletin board in the Municipal Building”.

ROLL CALL:

Present: Members DeGroff, Marchie, Horun (7:03), Unangst, Rutledge (7:20), Bittone and Vice-Chairman Gary

Absent: Members Larsen and Chairman Barcik

OLD BUSINESS:

- Approve the Regular Meeting Minutes from February 11, 2015

Motion by: Member Rutledge

Seconded by: Member Marchie

ROLL CALL:

AYES: Members DeGroff, Marchie, Rutledge

ABSTAIN: Members Horun, Unangst, Bittone, Vice-Chairman Gary

NEW BUSINESS:

- St. Luke’s Warren Hospital, 755 Memorial Parkway, Block 58, Lot 24.05 for an Identification Sign Affixed to Roof Frontage, Denial # 243-53F

Vice-Chairman Gary: Will you come forward please? Good Evening.

Attorney Schlegel: Good, good evening, my name is, uh, Thomas Schlegel; I’m counsel for St. Luke’s Warren Hospital. Um, this is my first time at Lopatcong, so I’m kind of wondering, where’s the best place for testimony if I’m asking questions to

Vice-Chairman Gary: Um, I’m not following. Uh, just, if, uh, just folks can come right to the, the podium there.

Attorney Schlegel: Okay, that’s, that’s fine.

Attorney Sposaro: I think the question may be if his questions want to get picked up, his answers want to get picked up as well, so.

Secretary Coleman: They can either come here or they can stand by the podium over there.

Attorney Sposaro: Either way, that's fine.

Attorney Schlegel: Okay, that's fine. We'll, we'll, we'll make it work. Um, also too is, um, prior to today's hearing, I, I received, like, a few more receipt cards.

Secretary Coleman: Okay, I'll take them. Thank you.

Attorney Schlegel: And then also, um, we, we, we prepared an exhibit packet which was, uh, sent with the application, but I have a few more that I'd like to just pass out if I could approach.

Vice-Chairman Gary: Sure. I like pictures.

Member Bittone: Thank you.

Member Marchie: Thank you.

Attorney Schlegel: Okay, and, and I pre-marked those four exhibits; Exhibits, uh, A, B, C & D. There'll be some testimony on all of them as we proceed here. Um, this initially, uh, I, I'd like to bring up, uh, Ted Ruhf from St. Luke's, uh, to discuss some of the, uh, property, some of the property information.

Attorney Sposaro: Is the Bible there?

Vice-Chairman Gary: Yes.

Attorney Sposaro: Place your left hand of the Bible, raise your right hand. Do you swear and affirm this testimony you will give in this matter will be the truth, the whole truth and nothing but the truth so help you God?

Mr. Ruhf: Certainly.

Attorney Sposaro: Just state your name for the record and spell your last name please.

Mr. Ruhf: It's Theodore Ruhf, R-u-h-f, is the last name.

Attorney Sposaro: Thank you Mr. Ruhf.

Attorney Schlegel: Okay. Uh, Mr., Mr. Ruhf, what is your, uh, position at St. Luke's Warren Hospital?

Mr. Ruhf: I'm the Administrative Director of Facility Management Services and I oversee all construction.

Attorney Schlegel: Okay, and, are, are, are you in charge of the Bone and Joint Institute Sign Project for St. Luke's?

Mr. Ruhf: Yes, I am.

Attorney Schlegel: And where is the property located, um, you know, where, where the Bone and Joint Center is going to be?

Mr. Ruhf: It's in, uh, it's on 755 Memorial Parkway, Hillcrest Plaza; and it's basically, we call it C9, except now, the actual facility is up and running as of last Friday.

Attorney Schlegel: Okay. Do you, do you know what zoning district the property's in?

Mr. Ruhf: Uh, Highway Business.

Attorney Schlegel: Um, and, and in front of you I have a, uh, uh, plan I marked as Exhibit A, um, it's entitled, um, Condo C4 floor, floor plan, dated November 14, 2004. Uh, does that accurately depict the eastern most building at the Hillcrest Medical Plaza?

Mr. Ruhf: Yes, the only, the only correction I would make here, is where it says Quest Tenant, that is actually part of the Bone and Joint Institute.

Attorney Schlegel: And I, I think you, you mentioned this earlier, but is, is St. Luke's operating the Bone and Joint Institute, um, or, I'm, I'm sorry, is St. Luke's operating the unit shown as C9?

Mr. Ruhf? Yes.

Attorney Schlegel: Um, well I guess just for some further reference, I have an exhibit that's marked Exhibit B, which is a, uh, an, an aerial that was provided to me by, by the Township Assessor; is, um, is the building we're referring to the building in Exhibit B with the, uh, the orange roof?

Mr. Ruhf: Yes.

Attorney Schlegel: And, is, is, is this facility a, a new facility for St. Luke's?

Mr. Ruhf: It is. We've, we've leased it for, really, the last ten years. We were looking to put quite a few different services in there. And over the last year and a half they decided to put the Bone Joint Center, which is a combination of this; half the buildings an orthopedic services with Dr. Avalon and a couple of other doc, orthopedic doctors in there and the other side, what we've just recently did as far as, I actually moved it in two Friday's ago. We relocated all the inventory services out of the hospital, the Outpatient PT, OT, Pediatric OT, PT, Speech, we have an X-Ray unit in there and we also put the lab back into the, the, the services there, so that's all in that 22,000 square foot area.

Attorney Schlegel: Um, and does, does St. Luke's lease other space in the Hillcrest Plaza?

Mr. Ruhf: Uh, currently we're, we're up to around 80,000 square feet that we have in the Plaza.

Attorney Schlegel: Uh, in your opinion, will patients coming into the Bone and Joint Institute, need to be able to distinguish between different St. Luke's facilities in the Hillcrest Plaza?

Mr. Ruhf: Yes, because we are already having a problem. They don't know how to get in to that part of the facility.

Attorney Schlegel: Um, do you know how wide the, um, I'm sorry, is, is the entrance to the Bone and Joint Institute located on the, uh, southern façade of Unit C9?

Mr. Ruhf: Yes.

Attorney Schlegel: And, and do you know how wide that façade is?

Mr. Ruhf: It's roughly 161 feet.

Attorney Schlegel: Okay. Uh, I also have in front of you, uh, two, two plans prepared by Reed Sign Company. Uh, the, the one on the top was submitted with our initial application and the, uh, the one behind that has some additional information that was requested by the Township during its review. Um, do these plans, um, accurately depict the proposed sign?

Mr. Ruhf: Yes.

Attorney Schlegel: Um, I've also passed out two photographs of Unit C9, uh, taken from the east bound and west bound sides of Memorial Parkway. I would just mark this as Exhibit B. Uh, could you just describe in your own words what each of these shows?

Mr. Ruhf: What this shows, this is going east bound on 22 or Parkway. Uh, what it is, it's actually taken from the parking lot of, uh, Sherwin Williams Paint, that shopping center across from the highway, showing the entrance side of the Bone and Joint Institute; that's Exhibit D. And, uh, that's a close up of the same site as, uh, the other picture.

Attorney Schlegel: And do you have a, uh, an opinion on whether a wall sign would be sufficiently visible to patients looking for the Bone and Joint Institute from Memorial Parkway?

Mr. Ruhf: No, there, there's an issue with, with a couple issues there. There's not enough wall space to put a sign, is the first issue. And, uh, it's because of all the windows that are there and it, you wouldn't really see anything from the highway really and that's what they're looking for. So that it could, it could be seen from the highway.

Attorney Schlegel: And, and just, um, so everybody's clear, um, can you explain what the, you know, I guess the issues are with the sign that's proposed from township's prospective?

Mr. Ruhf: Uh, they just had, uh, no roof signs, basically.

Attorney Schlegel: Right, and also the size.

Mr. Ruhf: Yes.

Attorney Schlegel: Um, and I guess, you know, Mr. Reed from Reed Sign Company is going to discuss this in, in, in more detail, but, um, just do you have a, you know, a position, kind of your own words as to why you think this sign is appropriate to the property?

Mr. Ruhf: Of course, because we just spent, we spent about five million dollars on the space and we want to make sure people can find the space that it's been designed for, really. And, uh, and that's it's recognizable from the road, that you can see it. It's, it's actually going to be, it probably will be one of the biggest anchors on the, on the site once everybody starts to actually utilize it. A lot of the business that, in fact all the business for the PT part of it, that's all business that's going to the hospital, that's actually going to be back down into the shopping center and it's also going, you know, the other services down into the shopping center (inaudible) on it; most people using the same space.

Attorney Schlegel: Okay. Thank, thanks. That's, that's all of my questions for Mr. Ruhf. Does anyone on the Board have, uh, any questions for him?

Planner Ritter: Just, just one. Uh, on the, on the main pylon for this, for this current shopping center, is, is the hospital noted on that?

Mr. Ruhf: Yes, in, uh, two or three spots.

Planner Ritter: On, on, okay.

Mr. Ruhf: Yeah.

Attorney Schlegel: Um, our second witness if you'd like to swear him in too.

Attorney Sposaro: Sure. Do you swear and affirm the testimony you will give in this matter will be the truth, the whole truth and nothing but the truth?

Mr. Reed: Yes.

Attorney Sposaro: State your name please and spell, spell your last name.

Mr. Reed: Edward T. Reed; last name's R-e-e-d.

Attorney Schlegel: Mr. Reed can you tell the Board, um, you know, who, who you're employed by?

Mr. Reed: Uh, Reed Sign Company.

Attorney Schlegel: And how long has Reed Sign Company been in the sign business?

Mr. Reed: About 44 years.

Attorney Schlegel: And what, what services do you provide for your clients?

Mr. Reed: Um, we, we, do, uh, signs for mostly for medical, but some retail; illuminated signage, also interior signage, wayfinding signage.

Attorney Schlegel: Um, did your office submit the permit application for the proposed sign in this case?

Mr. Reed: Yes it did.

Attorney Schlegel: And, um, if you could just describe this proposed sign for the Board, um, maybe focusing on dimensions, the type of manufacturer, um, how the signs affixed to the roof; a lot of which I think you can find on Exhibit C for detail.

Mr. Reed: Yes, this is an, an internally illuminated, um, channel letters where they're individual dimensional letters, um, mounted on a rail. Because they're on the roof, they are mounted on a narrow rail that supports them. Um, the, there, there's a, a structure that bolts to the roof; it's been engineered and everything to, to, um, to be able to support the sign. Um, the dimensions, um, I would, I would indicate that when I talk about the dimensions, I'm kind of not talking about the top and the bottom of the star, so, um, the essential mass of the sign, the St. Luke's letters are 3 foot high. I would admit there is 5 foot star, but, it, it just pokes up and down a little bit; um, so, 3 foot high, um, St. Luke's letters and the Bone and Joint are two foot high. Um, the overall length of the sign is 47'6 as noted.

Attorney Schlegel: Um, can you also talk a little about how the sign will be affixed to, to the roof? (Inaudible).

Mr. Reed: Um, there'll just be, there'll just be, um, about eight, um, aluminum brackets that will support the sign, um, bolted through the, the roof and the bracing of the roof.

Attorney Schlegel: And, and, and just so we're clear, there's no, there's no back-wrap

Mr. Reed: No, no back-wrap.

Attorney Schlegel: they're all individual letters.

Mr. Reed: Not, not just, just a narrow rail to support the letters and the background behind the letters.

Member Bittone: The rails continuous, from one end to the other?

Mr. Reed: Yes.

Attorney Schlegel: Okay. And, and, and you're familiar with the type of zoning relief that we're looking for tonight?

Mr. Reed: Yes.

Attorney Schlegel: Okay. Um, do you know, and, and can you tell the Board, what, what, what the maximum building height is in the HB Zoning District?

Mr. Reed: Uh, I believe its 45 feet.

Attorney Schlegel: And do you also know what the, uh, accessory structure height limitation is in, in the Township?

Mr. Reed: Uh, its 20 feet.

Attorney Schlegel: Um, as proposed, what's the height point of the sign?

Mr. Reed: Well, to the top of the "L" in St. Luke's, which is essentially the top of the sign, um, it's 19'9" I believe, roughly.

Attorney Schlegel: Is the, uh, is the highest point of the proposed sign above or below the apex of the roof?

Mr. Reed: Yeah, well that's one thing that's a little bit misleading from the photo, um, that I'm looking at here. Um, we actually surveyed the roof and we found that the, the apex of the roof is 6 foot above the top sign.

Attorney Sposaro: You're referring to Exhibit C?

Mr. Reed: Yes. When, when you look at that, because of the perspective of the picture, you don't realize that the roof actually is 6 foot above the sign. It's an 11'9", um, roof from top to bottom, but, from the bottom to the peak. And I do show that on that exhi; well,

Attorney Schlegel: And, yeah, this is the second, um, plan in Exhibit C, which is the updated plan; second page shows it on the upper right.

Mr. Reed: In the upper right, it shows the roof, the, uh, sign bolted to the roof, um, in the, um, right side here and I projected a line from the apex of the roof that shows the height of the sign compared to where the apex of the roof is. Does everybody understand what I'm trying (inaudible).

Member Bittone: Yes.

Mr. Reed: Okay.

Attorney Schlegel: I guess, um, sim, similar question, but if, if you look at the, the façade of the building, you see the right-left parapets,

Mr. Reed: Right.

Attorney Schlegel: Um, does, does the highest point of the sign go, uh, go above or stay below those parapets?

Mr. Reed: The parapet walls that are at the left and the right side of the building, the sign is actually below the level, the top of that parapet as well.

Attorney Schlegel: Um, and in your opinion, is it more structurally sound to install the sign as proposed on the front of the roof or to attach as, uh, an under-hang?

Mr. Reed: Well it definitely will be more structural sound, uh, to do it on top of the roof.

Attorney Schlegel: Um, would, you know, in, in your opinion, would a wall sign, if anywhere on the suites façade, uh, have enough visibility from motorists coming off of Memorial Parkway?

Mr. Reed: No, we evaluated a, a, a number of different options and we found that this is the one that was, um, best suited, um, for an effective sign. We want an effective sign.

Attorney Schlegel: And, and, you know, in your opinion, does increasing this visibility provide a, a public safety benefit?

Mr. Reed: It absolutely does. Um, you may get into this, your testimony is going to be your questioning later, but we're roughly 540 feet from, uh, Route 22. Um, so that's a pretty good distance, and, and the parking lot itself is paved with a, with a ring-road that kind of goes around, if you guys are familiar with that center. Um, it's very important to, to mark this building; uh, because there's a number of services in here. A lot of people we've heard that go to Bone and Joint for various things and it's, we found, very important, um, and because of the, the setback, um, it's appropriately sized and located.

Attorney Schlegel: Okay. Can, can, can you conceive of any, um, you know adverse impact from installing the sign as proposed?

Mr. Reed: I can't.

Attorney Schlegel: And can you think of any reason why, uh, the, the, this relief we're requesting if it was granted would cause some sort of detriment to the public good?

Mr. Reed: I don't.

Attorney Schlegel: Um, then I guess, similarly, would this requested relief if granted impair the intent and purpose of the Lopatcong Zoning Plan or zoning ordinance?

Attorney Sposaro: I'm going to stop you there. Um, I don't think Mr. Reeds' been qualified as planner. I think he's entitled to offer an opinion because he's got sign expertise about, uh, it being a public benefit and I think he's got the right to offer testimony about it being, uh, question of whether it's safer or not, but I don't think he's qualified to offer an opinion as to whether it, uh, substantially impairs the intent

Attorney Sposaro (Con't): and purposes of the Zone Plan or the zoning ordinance. I don't, I don't think, yeah, he's qualified to offer that opinion. I think he needs to be a licensed planner to do so.

Attorney Schlegel: Um, can you discuss, I guess, just generally the aesthetics of the sign and, and why it would be appropriate on this particular building in this part of the township?

Mr. Reed: Well, again, they're individually, um, I'm not sure what you mean by (inaudible). Just, to describe the construction again or?

Attorney Schlegel: Uh, no, more, more, more just the, the fit for where, um, you know, these buildings are located and if they were district.

Mr. Reed: Right, yeah, and, and this is also a typical St. Luke's sign that you can see many places. We either have them white letters or blue letters, but this pretty much the standard sign that you would see at a St. Luke's location. Um, and the typical type of sign that you see throughout this entire center, the individual channel letters with keeping in, in, uh, in line with the other signs in the center.

Attorney Schlegel: Um, I'm just coming back to the, the other issue, not just the, the, the issue of the roof attachment, but size. Um, what is the, uh, you know, the limitation on signage, uh, square footage in the township?

Mr. Reed: 100 square feet.

Attorney Schlegel: Okay. And in, in your opinion is that unusually small for a building of this size?

Mr. Reed: Well, I mean, certainly is probably doesn't take, it, it, it's a maximum, so yes, it's, it's unusually small for a building this size, but not unheard of.

Attorney Schlegel: And if, if, if there wasn't the cap, there, there's a formula in the zoning ordinance, um, how, how many square feet of signage would be permitted if, if it was uncapped?

Mr. Reed: Uh, I believe it was in excess of 200. I have it jotted down somewhere here. No actually 300, 323 square feet. It could be if it didn't have a cap on it based on the building size.

Attorney Schlegel: And, you know, why is, why in your opinion, is a sign, uh, large in area, that of 100 square feet, appropriate in this instance?

Mr. Reed: Well, because of the set back that I talked about, the 540 feet, that is off of, uh, Route 22 and then also, I would just be guessing, but 2 to 300 feet off of the ring-road that you can drive around the center on.

Attorney Schlegel: And, you know, earlier, you, you spoke a little bit about how to appropriately calculate the square footage of the sign. Um, in the Township's review, I think it was listed at 142 square feet; are there other ways to maybe look at that based on the dimensions of the sign, the fact that there's no background?

Mr. Reed: We, yeah, I mean often times we'll find with the township they'll either say you can encompass the sign with one rectangle, two rectangles, some type of geometric figure. Um, I don't think Lopatcong, from what I understand, has the, um, that detail if they may, but one of the things I did do is, um, encompassed it with two rectangles. Another-words, one rectangle around St. Luke's, one around Bone and Joint and the signs a little over a hundred, well, it's 109 square feet that way, so, if we,

Mr. Reed (Con't): if we would encompass the sign with two rectangles, it's, it's 9 square feet over, over the 100 square feet.

Attorney Schlegel: And, um, what, there's also a, uh, an address identifier on, on

Mr. Reed: Yes.

Attorney Schlegel: the side as well. Um, what, what's the square footage of that?

Mr. Reed: That's 3.6 square feet.

Attorney Schlegel: And, and in, in your opinion is it appropriate to include, include the address number, uh, when seeking this relief as well on the identification sign?

Mr. Reed: Yes. I mean, the address numbers are, are throughout the center delineating different, um, spaces. Of course, being a medical practice, you definitely want the address prominently displayed and it's definitely, um, you know, not overwhelming in size; the address.

Attorney Schlegel: Okay. Any questions from the Board or?

Member Bittone: The, the current address number that's on the?

Mr. Reed: It's 201.

Member Bittone: You want to replace it just with a different

Mr. Reed: No, we're not replacing it, but when the planner reviewed it, he mentioned that there was an address on the building we calculate that's what's in the square footage (inaudible).

Attorney Sposaro: Is there any signage on this building now?

Mr. Reed: Um, well the building is kind of continuous, but, but the space that, that your intent is, like, 23,000 square feet, but there is no signs on that building at this point, other than the address number. Well, there was some temporary signs.

Attorney Sposaro: Where, where is this temporary sign located? Do you have a photograph of it? Does anyone, I'd like to

Mr. Reed: We do, but it would be kind of hard to see it.

Member Bittone: (Inaudible) Exhibit B.

Attorney Schlegel: You, you, could, yeah the, the, the photographs I, yeah, the photographs I, uh, circulated as Exhibit B, you can, you can see the temporary sign over on the side.

Attorney Sposaro: Can you just put that up and tell me where it would be.

Mr. Ruhf: Exhibit C says we're relocating the 201 address numbers.

Attorney Sposaro: If it had (inaudible)

Mr. Ruhf: It has been.

Mr. Reed: Yeah, it's on the building where you see it.

Mr. Ruhf: So what we see in page 2 of Exhibit D,

Attorney Sposaro: I'm sorry, I don't know what

Mr. Ruhf: It's just a blowup. That's the numbers now, where they're going to stay, also

Mr. Reed: Right.

Attorney Sposaro: Okay.

Planner Ritter: I have one question, uh, obviously the other tenants in the shopping center, obviously you are one of the larger ones, uh, but do they, any of them have roof signs that are actually mounted on the roof of the shopping center?

Mr. Reed: No, those are mou, the other; most of the other signs are mounted on the gable end. It's like a 19", well, where the, where the address number is. Most of the tenants

Planner Ritter: Yeah.

Mr. Reed: are in there or somewhere like that. But this is a much more substantial tenant than, I mean this, for, for, for one thing, there's, uh; how many practices would you say are in there? There's three?

Mr. Ruhf: There's going to end up being six orthopedic offices in there down the road.

Mr. Reed: There's three, (inaudible – several talking at once).

Attorney Sposaro: Why don't you come up and put it on the record, okay?

Mr. Ruhf: Oh sure. There's now, there's currently in here, three full-time orthopedic surgeons, one part-time; the other side, like I said, we have all the Outpatient PT, OT, everything that was at the hospital is now down at this site. We have all the Pediatric PT-OT, and again, all that from the hospital is down at this site. None of those patients go to the hospital anymore. We also added an X-Ray unit in there; they can go get X-ray's and go right from orthopedics in there or you can actually go off the street. You can go in there ask, you know, as long as you have the script you can get an X-Ray. Also the lab has moved back into there. So all those services that were at the hospital, all that stuff has been moved down to this, this location.

Mr. Reed: I guess my point there was, there's technically a number of tenants in this space. It's a, it's a space that, that houses a significant, you know, volume of people and, and magnitude of service,

Mr. Ruhf: Yes.

Mr. Reed: as compared to, you know, the, the restaurant or the Eckerd Drug or whatever.

Attorney Schlegel: It, it may be, this is a follow up question for Mr. Ruhf, is, is, is Suite C9 the only building in the Hillcrest Medical Plaza that has a sloped roof like this?

Mr. Ruhf: That's the only building that has it, that's the reason why. And what we did is, in, in, in designing this when, and this all came through the building here for review, we took the main entrance where it was when it was an Acme. When this was still shelved, we finished off all the existing buildings

Mr. Ruhf (Con't): for the doctors; we as Warren Hospital owned the shopping center as a partner. This was a shelled space and the actual entrance that we were hoping to do is put on your corner. The only way to make this work, because we're governed by the doctors or the physician's practices at this local review, everything on the other side is the other 12,000 square feet. It falls under the hospital licenses, so it's all done through the Department of Health and, and through DCA, your local review. And because of that, we had to relocate these entrances the way we did, and that was part of the reason why, unfortunately, the entrance is on the side. We want the sign right above the entrance.

Planner Ritter: Is, is there more than one entrance to the practice? Another words, you have a lot of facilities in the building, but is there, is this the only entrance to the practice?

Mr. Ruhf: No, there's two entrances, there's two entrances; there's one entrance, this side is the main entrance for the orthopedic side and then when you go in the back there, down from Nicolosi's Pizza in that little alcove there, is, uh, is a canopy there, that's the entrance for the PT-OT.

Planner Ritter: I just want to request, since I have, is if, if you are located on the main (inaudible), uh, people obviously know then that St. Luke's is in the shopping center. Once they come in the shopping center then it becomes an issue of finding you in the shopping center.

Mr. Ruhf: That's one of the biggest problems.

Planner Ritter: But does that then require a sign mounted on the roof, when in actual fact, what you need is probably signs directing people to various entrances and locations of the practice.

Mr. Ruhf: I'm going to be honest with you, we have temporary signs up now, people still can't; you, you wouldn't believe. People, first of all, they don't read signs. I mean, you (inaudible).

Planner Ritter: We don't need this (inaudible).

Mr. Ruhf: Really it's hard to narrow it back to Avalon's Practice, physician's side of this, this project here. Actually we relocated from the 100 building, the two story building; he was in the ground floor there. It was a much smaller suite, I mean; he went from a 2,000-2,500 square foot suite to, almost, an 11,000 square foot suite. And we, just the first two or three months getting the people that were used to going in that building, bringing them over to here, just and just because they couldn't even see the doorway here and that you had to come around the corner, what we went through just to get people into the building. We had to put two temporary signs up just to get them to even look to the direction that the (inaudible).

Planner Ritter: Look, I, I'm just wondering if whether lower, smaller signs located critically there on your building or in the parking lot would be a better way to get people to find where your different practices are, than putting one big sign on the roof. That's my question.

Mr. Reed: I mean, from the layout of that parking lot, that's a massive parking lot. I don't even know if that that's really all that practical to put little peanuts along the way to, to pick up that. I mean, we, there are some signs there, but I don't, I don't see it being effective here. But we find, you put a sign over an entrance and it's, boom, "I know where I'm going". I mean, you don't need to litter the property with a bunch of little signs, when you can put a sign right there. They're not going to have a question, that's, that's where they are going to go. If you don't need a number of little signs, in my opinion, you're a planner, so you can

Planner Ritter: No, I'm just, I'm just asking. The, the question, I guess, that I'm debating here, is really whether or not you need a sign mounted on a roof that's, that's over 100 square feet in size. If someone gets in the parking lot and comes there, whether or not something mounted on the façade would accomplish the same goal. I'm not, I'm not talking about whether you scatter them through the parking lot, I'm just sort of reacting to your tactic, just saying that people can't find the various practices.

Mr. Ruhf: They, they really can't. And I'll tell you one of the issues we have there, is we've even put up smaller directional signs over the years, just to get them to certain different parts of the building because they're coming to see the doctor for the first time is the real issue. It starts there. They're going in, they look in one building, they have the wrong address, they can't even see the right address order of what they're looking for. They, they can't comprehend that. You know 102 is in the 100 building, 205 is in the 200 complex, 302 is in the 300 complex. We've put over the years; small directional signs throughout the campus there and even with that, people have a hard time finding what they're looking for. And this is such a prominent service that we're going to have there, that, it's just, it's, it's there so they, they know where to find that it's there.

Mr. Reed: Can I, uh, speak to this a little bit more? When, when folks are directed to this center, there's a number, you know, it's a large center, and when they're, when they get there, um, there phone call or whatever, come to the Bone and Joint Institute, that's kind of where wayfinding starts. So they could go there; there's St. Luke's signs in different spots but that's not the Bone and Joint Institute. So when they're told by the receptionist or whoever gives, you know, gives their appointment, say, "Come to the Bone and Joint Institute", to me this is a, is a clear wayfinding component that, "Oh, there it is. I was told to come to the Bone and Joint". Because, like you mentioned, there's many St. Luke's practices in that center, they need to find the Bone and Joint, not the other St. Luke's practices. You have, in the, uh, in that large building you have several St. Luke's practices.

Mr. Ruhf: Yeah. With Cardiology and OB/GYN, and we have, there's, there's quite a few things in, in, uh, these buildings.

Mr. Reed: So, yeah, people will understand it's a St. Luke's center like you said, it's on the monuments, on St. Luke's. But they don't understand where the Bone and Joint is in that particular cluster of buildings.

Vice-Chairman Gary: What, what, if, if, uh, the phone call, uh, is made, uh, what if they were to say, "We're the ones under the orange roof"? It's the only; it's the only building with the orange roof.

Mr. Reed: Yes.

Attorney Sposaro: It's also right behind the Dunkin Donuts. On, on the side of the building, would there be sufficient room for a, a façade mounted sign above that entrance? And it's not shown very clearly in any of the photographs, the emphasis in Exhibits C is the front façade, but what about the side?

Mr. Reed: But that's the entrance. The side doesn't have the entrance.

Attorney Sposaro: Isn't there a, another entrance on the side over here?

Mr. Reed: No.

Mr. Ruhf: No.

Mr. Reed: No. As of matter of fact, we don't want people going there; we were actually putting signs on the door saying "THIS IS NOT AN ENTRANCE," because they don't understand where the entrance is.

Mr. Ruhf: You gotta leave, you gotta leave those glass doors in there for exit; egress. But that's actually a gym there; the whole width of that building there.

Mr. Reed: So that would actually, it would actually hurt the practice if we put a sign over there, because then people would look for that to be the entrance.

Member Bittone: Even if, even if you were allowed to construct this sign, how would the, uh, OT-PT patients get to where they need to be if they're going to a different entrance around the back of the building?

Mr. Ruhf: We'd guide them through this building by the Bone and Joint and tell them how to get around the building. There's also another way into the, the PT-OT area from this entrance. And there's vice-versa, there's ways in between, you know, both, both practices that are between the OT services and PT services and you have pediatric services.

Mr. Reed: So, if they come in this entrance they could still get to

Mr. Ruhf: The other thing then to, is the St. Luke's Bone and Joint is a brand name. They have these throughout the Whole Greater Lehigh Valley. Uh, they're just not at every; everywhere there is a major hospital, Quakertown, Miners, uh, Allentown, Bethlehem. And it's another thing that distinguishes them, that is they're going to a St. Luke's Bone and Joint, they're going to, it's more than just a little community thing, it's, it's a big service (inaudible).

Planner Ritter: I, I, I guess I keep looking, if you put it on the left hand side there and you, and as, as our attorney indicated, if you put one on one corner of the building and one on the other corner of the building, wouldn't that accomplish a lot of your goal? People in the parking lot would see the sign and know that that's the corner of the building and once they come down there they'll see the entrance? I mean, what I mean is, to the left, you know, to the left you have an actual corner condition if I'm remembering. In fact, I think you have two temporary signs up there now, you know, one facing the highway and one facing the parking lot. And I guess my question is why wouldn't that work there to get people to tell you where this is?

Mr. Ruhf: I think issue was it wasn't big enough for a sign.

Mr. Reed: But it also doesn't address the entrance as well as this does. You know, we, we tried to put the sign, the right sign, to be most practical, we put a sign on both sides, we're still not saying that this is the entrance, which is very helpful to people.

Planner Ritter: Well I understand your position, I

Attorney Sposaro: The ordinance specifically prohibits roof mounted signs; how do you overcome the, the negative criteria to demonstrate relief with the variance? How does this, how, what is your argument that this does not substantially impair the intent and purpose of the zoning plans-zoning ordinance? I'm going to say it respectfully, you haven't brought in a planner to offer testimony, uh, I respect that you gentlemen that have testified, you've been very helpful, but I don't know how you establish that absence of planning testimony.

Attorney Schlegel: I think, I, I think to me it comes back to can we, you know, can we as a bunch of reasonable people try to glean with the intent of this ordinance is when it refers to roof signs. Is it talking about flat roof signs and slapping something up on top of the flat roof that doesn't look aesthetically proper? I would say, probably, yes. Um, is it intended to prohibit someone from putting a sign on to the front of the roof that's well below the apex of that roof and below side parapets? I would argue, no. Um, you know, could we retain a planner to come in and give further testimony to that point? Possibly, yes, but I think a reasonable interpretation of the ordinance can get you there. Um, and I think to that end, you're not harming the intent of the ordinance and the purpose of the planning, um, construct in the township by granting this relief.

Mr. Ruhf: Can I just say something? You know, if this roof wasn't designed like this, and I mean, we had to work with what's there. If you look everywhere else in, in the facility, in the mall itself, there is no other roof like this. They all have a parapet wall that you can put the sign on. If this would have been designed a different way, and, I mean, we're working with a group that was, that's the way it was built, that's the way the buildings built. Uh, the parapet where you're saying to put the sign, which isn't big enough, if that would have went right across, that would have been the same as it was anywhere else and could have mounted the sign on the building like we did everywhere else, except here.

Attorney Sposaro: How far out does this roof extend, um, just looking at this, over, over the building?

Mr. Ruhf: I'd say less than a foot. We have anywhere from 12 to 16 inches, something like that.

Member Horun: How are the signs made up, uh, for, like, weather extremes? Wind, (inaudible).

Attorney Schlegel: We can (inaudible) because it's not a, let me explain this, how the signs made and how the weight of it and what have you.

Mr. Reed: Yeah, I mean, it's been engineered already, it, it is a sealed drawing, um, so, I, I don't know what the concerns would be, but, um, you know, that's part of the hoops that we jump through to get this approved. So that's already sealed on the structure, but there's, there's eight of these brackets that bolt through the roof (inaudible), um, there's no issue really.

Member Horun: And if there was any snow there that is on the roof or a lot of snow, uh, melt and re-freeze, is all the water running off along the

Mr. Reed: That's a great, that's a great question. We're aware of that. Out of all theses of doing this, this, uh, work, the sign is at least a foot off of the roof

Member Horun: Okay.

Mr. Reed (Con't): so that, exactly, that's a good point, that happens a lot where if you mount it to close to the roof, you get, you'll get ice damming and you got a problem. But this is 9, at least 9 inches off of the roof level.

Attorney Sposaro: From an elevation of this building is higher, I'm sorry are you done?

Mr. Reed: Yes.

Attorney Sposaro: the elevation of this building is higher than the elevation out at the highway; given the fact that the, the roof extends out just about one foot, what prevents you from putting this sign right under the roofline, um, on either side of the entrance? Is there anything there that prevents that?

Mr. Reed: I, I guess not, um, it wouldn't be as, possibly, structural sound, structurally sound and to build it there. But the other thing is St. Luke's Bone and Joint is one thought. So, put St. Luke's on one side and Bone and Joint on the other, um, if it had to be done, I, I, I don't know. I'm assuming the network could be agreeable to that, but St. Luke's Bone and Joint is, is the brand. So to split it up, I don't know.

Attorney Sposaro: Well, it could, if, you know, facing this, you could fit all of that looking at it to the right hand side and it certainly would be tied into the entrance if you didn't want to split up St. Luke's Bone and Joint Institute. I know the look can be deceiving here, I don't know what the distance is from the bottom edge of the roof to the top line of these windows, but it seems as though you've got a substantial amount of space there. And I'm just, I'm, I'm asking the question.

Mr. Ruhf: The, the problem you have there is that the dryvit; there is different elevations of the dryvit which would affect the sign there.

Mr. Reed: Yeah, I mean to me it's, it would, you could do that to me it looks forced. But you could do that. It looks like, you know, aesthetically, yeah we forced it in this area cause we had to do that, now, but you're right, you could, you could do that. Obviously it's not as effective, but.

Member Bittone: (Inaudible). Is there something that can be blocked if you don't want it?

Attorney Sposaro: The ordinance, uh, doesn't state why, but the ordinance is unambiguous that its roof mounted signs that are expressly prohibited. I

Member Bittone: Aesthetically (inaudible)?

Planner Ritter: Well all of it comes down to aesthetics. There is the, uh, you know I can't speak for why, why it was drafted in the ordinance, uh, I had nothing to do with that. Uh, but clearly, the council, whenever they adopted that, really didn't want to see roof signs. Uh, they made it very clear in there that, uh, that was not something they, they thought was appropriate in town. Most of it is, I suspect, is aesthetic or, uh, that type of thing and also getting the signs higher and higher in the air, uh, is, is probably the primary reason, but I'm, I'm speculating. I have, I wasn't there when they considered this or how it got there.

(Inaudible).

Attorney Sposaro: Don't know, uh, the language is pretty interesting though; it says "Under no circumstances shall any sign be located on the roof of any building and no exceptions within this Chapter shall be interpreted in supplying to your two, or creating such permission". I don't think they could state it anymore plainly, you know. You're a Board of Adjustment, and you've got the power to deviate, uh, from the ordinance. Uh, by the same token, the applicant has the burden of satisfying the statutory criteria to, uh; grant that variance relief, so. And respectfully, is to get, what council said, it says, uh, "No sign shall be located on the roof of any building". I don't, it doesn't superimpose a requirement that the letters extend above the roofline. It says it shouldn't be on the roof, it shouldn't be on the roof. I think the intent of the ordinance is straight forward, it's not to be put, it's not to be on the roof, but again, the applicant is entitled to make an application for variance (inaudible).

Member Rutledge: The, uh, parapet that continues all the way across the roof, and if the sign was put on a parapet would it then be within the ordinance?

Member Bittone: It wouldn't be on the roof.

Vice-Chairman Gary: It wouldn't be on the roof.

Member Bittone: If the parapet was higher than the extended, the level of the roof, it's still

Member Rutledge: If the parapet was in both corners extended all the way across,

Member Bittone: Then the letters would be on the façade.

(Inaudible – several speaking at one time)

Member Rutledge: Then would it be in compliance?

Member Bittone: Sure.

Mr. Ruhf: Let me ask you this. If we take this sign here the way it is, but instead of mounting it on the roof and somehow we come up with a way to mount it with brackets coming right from underneath the roof, 12', 16" eave, even though it's sticking above the roof, it's not on the roof.

Mr. Reed: Not mounted to the roof.

Mr. Ruhf: No, it's not mounted to the roof.

Attorney Sposaro: You're saying it would be mounted underneath?

Mr. Ruhf: No.

Mr. Reed: Yeah. The sign would be above the roof, but the mount, the mounting to, to be in compliance, is not mounted on the roof.

Member Bittone: You mount it to the façade. The brackets would be mounted to the façade.

Mr. Reed: It would be mounted to the façade, but it's above, above the gutter.

Member Bittone: (Inaudible).

Planner Ritter: Well, I, I'll throw my two cents in, for the, uh, the intent appeared to, to me, to try to keep signage below the roof, below the roofline. Uh, that seems to be the intent. But they want the signs mounted on the facades, uh, and that they really didn't want to see, the council when they adopted this, really didn't want to see anything standing up above the roofline. To me, whether you mount it on the side wall and then run it ten feet above the roof, uh, is, is really doing the same things that if you mounted it on the roof and it may even require more structure and look stranger than putting it on the roof. The question I guess I have is there appears to be alternative places to put the signage on this façade that allows them to identify the location. And I think that's what you're sort of weighing and their temporary blue sign, if you, in the, in the numbering sign that they already have up on the building, if you believe their photographs, can be read from the road. Uh, you know, do you need a five foot high sign when you can see the one and a half foot high sign? I, that's a question for the Board, not for me, but, you can actually see it from this one example they gave us. You can see the address and actually read their blue, blue sign. So the question is how much do they need and then whether or not there's a logical place to put it on the façade that can accomplish their same goal without having the same, what I would call, negative impact, on the towns ordinance, and that's putting it on a roof. And that's where you get to make the hard decisions. I, uh, I personally think there's room, but that's, uh, you know, and do they have to do it as large as they have to do it? That's a question that

Planner Ritter (Con't): you can weigh. Uh, does it have to be as big to acom, acom, accomplish their same goal? Uh, and from the standpoint of knowing that the facility's there, the applicant has indicated to you, they are on the sign pylon pop. So, it isn't, it isn't solely an issue of driving down the road and not realizing their facility is there. Uh, so, anyhow, that's, that's, I guess I've said it enough times, but that's sort of my sense of this thing.

Attorney Schlegel: It, it, I'm sorry, can I (inaudible) a quick question? And, and I, I don't know this, and maybe Mr. Ritter does or maybe Mr. Sposaro does, uh, does the zoning ordinance define roofline?

Planner Ritter: Well, just, no, this ordinance in terms of that definition is not there. It just says it shouldn't be mounted on the roof, I think is what it; I think you read it exactly.

Attorney Schlegel: And, and, and

Attorney Sposaro: It does say mounted.

Attorney Schlegel: Okay. So, I, I, I guess that kind of comes back to, to, to what we're thinking here now, maybe this is, you know, if, if, if what you're proposing is workable, where you're affixing the sign to the façade yet it's still, you know, goes above that front eave, is it really, is it really above a roofline? Does it even matter? You know, it, it, going that route, might not require any relief at all.

Vice-Chairman Gary: Well, I'd have to; I'd have to go back to what Mr. Ritter said about it being above the roofline. Um, you know

Mr. Ruhf: The way that's written, that, that, that's not it and the thing of the truth of the matter is, even say if we can do it that way, you're not going to put, it's not going to be above the rooflines. It's not above the roofline located where it is on this drawing.

Vice-Chairman Gary: Well it's above the eave, it's on the roof.

Attorney Schlegel: Well, actually, but, you know, yeah but right now, is the sign itself is not above the

Attorney Sposaro: The peak.

Attorney Schlegel: top of the roof, the peak of the roof.

Attorney Sposaro: That isn't the issue.

Vice-Chairman Gary: The ridge of the roof, yeah, that's, that's really not the issue.

Attorney Sposaro: The ordinance says "Under no circumstances shall any sign be located on the roof of any building".

Attorney Schlegel: That's not what we're proposing. If, if

Attorney Sposaro: Yes you are. (Inaudible) proposal.

Attorney Schlegel: If, if, if there was a way to affix the sign to the façade, yet the sign itself exceeded that front eave of the roof, we wouldn't be on the roof, it would be above that front eave, however. So, if that's the case, then you wouldn't even need relief from the section we're talking about.

Attorney Sposaro: I think we've heard what our planner has said about what he believes the intent of the ordinance says. I want to open it to, do you have anything else to present and I don't mean to cut you off.

Attorney Schlegel: No, no,

Mr. Ruhf: One other question is saying, because he's saying to put a sign on either side of this entrance, if you put the sign on this side of the entrance here, when you're coming around the corner you're not going to see any, because this sticks out almost six feet. It blocks everything that way. The same thing if you're coming around this way and stick the sign here on the wall, you're not going to see anything coming around the corner there either.

Mr. Reed: You know, we're trying to put a sign in a, in a place that's most effective for the property and that's what St., St. Luke's wants. So, yeah, you could put those signs there, but like he says, then the signs blocked by the canopy when your, when your, when your vehicular traffic. It doesn't seem like (inaudible).

Planner Ritter: I don't, I don't think the purpose is, just between you and me, that you're doing a signs in the round. Uh, you know, uh, at the shopping center there's multiple places in here that don't wrap their building in every entrance in a sign. The sign is one side, the other side.

Mr. Reed: This is one, this is one

Mr. Ruhf: Yeah, but every other building, every other building that's here has a continuous parapet wall above the roof. Every, every building on the property on the property, except this building here, has that parapet wall.

Planner Ritter: Well it has, it's a flat roof. The rest of the (inaudible) roof.

Mr. Ruhf: No, they're all flat roofs.

Planner Ritter: That's right.

Mr. Ruhf: But they pickup that parapet, this one doesn't, and this really is no different than what we're looking to do here than was done anywhere else in the facility.

Planner Ritter: Except it's on the roof.

Mr. Reed: We basically just want the public to be able to identify the building and find the entrance, and this, this is the best solution.

Vice-Chairman Gary: They, I, I believe this is a-typical though, this, this roof, again, is an orange roof. It's, it's not similar to any other structures, uh, you know.

Mr. Reed: It's because

Mr. Ruhf: It was existing built.

Vice-Chairman Gary: Well, okay, that's fine, but, but it is orange.

Planner Ritter: Actually, but it also helps to identify this

Vice-Chairman Gary: Correct.

Planner Ritter: I mean, I mean the bottom line is the orange roof alone sets it apart from any place in the shopping center.

(Inaudible – several speaking at once).

Vice-Chairman Gary: Are, are we talking about foot traffic or are we talking about someone driving?

Mr. Ruhf: We're talking driving.

Attorney Sposaro: You, you would think a motorist, though, is going to know what shopping center or facility complex, let's say complex this building is to be located in.

Mr. Ruhf: I don't necessarily agree with that.

Attorney Sposaro: Maybe not the first time, uh, but if they're zooming past and you're counting on this sign to reel them in off the highway, uh,

Mr. Reed: I don't think that's the intent of this sign.

Attorney Sposaro: Well, if that isn't the in

Mr. Reed: We mentioned it.

Attorney Sposaro: Okay, but if that isn't the intent of the sign, once they're in the complex, why do you need a roof sign with visibility from Route 22? And answer that (inaudible).

Mr. Reed: Shopping Ce, well, we mentioned that you'd be able to see it from 22.

Attorney Sposaro: But if you don't need visibility, per se', from Route 22, once they're in the facility, why do you need a roof mounted sign with visibility from Route 22?

Mr. Ruhf: Because if you come down 22, if you're going west bound, right before Dunkin Donut, we had to put a directory there and that directory is useless, even though it's there, because people coming in can't even, it's to see who's where in the, in the complex. It's not a small shopping center. Especially the way we designed it to be set up as used as a professional plaza; there's suites all over the place. And one of the problems that we had over the years from when we, we initially designed it, and put the ring road in and what have you there, to change how this whole building was built, one of the things we found out after we did it is people couldn't find where they needed to go. And we changed from small signage on windows, to we put some of the signs, that we put them on these entrance ways that they could actually see what's going on; they still have some problems where there's doctors that don't have canopy's over their entrances. It's small signs on glass or what have you, and people don't have a hard, they have a hard time finding it.

Mr. Reed: What if we brought the sign down to within, you know, the 100 square foot (inaudible) and still, I mean, would you

Vice-Chairman Gary: I don't think it's a matter of size though. It's still on the roof.

Mr. Reed: Well, but that would be, right, but it's just the best place for it. I think we can all see that, that it's the best place to put the sign. Yes we can force it somewhere else, but it is the best place and, and patients

Vice-Chairman Gary: That's a matter of opinion.

Mr. Reed: to Bone, to Bone, well, okay,

Attorney Sposaro: It's the best place for you to put the sign.

Mr. Reed: No.

Attorney Sposaro: It may not

Mr. Reed: It's the best place (inaudible).

Attorney Sposaro: It may not be the best place for the community for the sign that you (inaudible).

Mr. Reed: The community needs to find the entrance and this is

Attorney Sposaro: The community also needs to be bound by zoning ordinances and I don't want to get into a debate anymore. Do you have anything more to present? If you do, great, if not let's open it to the public.

Vice-Chairman Gary: Is there anyone from the, uh, do you have any, anything?

Attorney Schlegel: No, no.

Vice-Chairman Gary: Is anyone from the public who would like to comment or ask any questions? Yes? Could you come up here please? Who are you, uh, state your, state your

Mr. Weeks: Uh, Brian, Brian Weeks, 208 S. 7th.

Vice-Chairman Gary: Do you have (inaudible) or is it just, just

Mr. Weeks: No, I just gotta comment. Okay, alright, I just noticed in our town we don't have of lot of the signs in that fashion, all right. I know, uh, Coventry Drive area off Red School Lane; they don't really have a hard time finding a lot of these places. They know where to go, they know where the building, building is, and, and as they go in the (inaudible), it then branches that give you, they give you arrows or whatever to tell you which direction to go, you know what I mean? And that's, I think that's what, kind of what, uh, Mr. Ritter is looking at, all right. But that is kind of the issue of the town; you know what I mean, instead of big signs and everything else, so, just something to think about.

Vice-Chairman Gary: Thank you.

Mr. Weeks: Thank you.

Vice-Chairman Gary: Is there anyone else? I guess we, are we ready to vote? Is there any discussion, any discussion among the Board?

Member DeGroff: If, if you cut the sign down to 100 square feet, how high would the letters be at that point?

Mr. Reed: Uh, it would be 2'8, the "L" in Luke's and the Bone and Joint, maybe like a 20" letter.

Member DeGroff: Less than three foot?

Member Rutledge: I asked a question before; I don't think it was answered. The question was, if that parapet that exists above going to the building, continued all the way across the building, and the sign was put on the parapet, would it then be within the ordinance?

Vice-Chairman Gary: I, I don't know the answer to that, but it would no longer be a roof then.

Member Rutledge: It would no longer be a roof then.

Member Bittone: Yeah, a parapet wall.

Member Rutledge: That's right.

Member Bittone: So it would be on the façade, it wouldn't be on the roof at that point. I think, so the parapet would be considered the façade.

Member Rutledge: That's right, that's right. Yeah.

Vice-Chairman Gary: Right.

Member Rutledge: So

Member Bittone: That would be my interpretation.

Member Rutledge: The way I look at it, it's visually, uh, the sign almost improves the appearance of the building itself, with the roof the way it is.

Member Bittone: I don't think that's the discussion though. They are asking for relief of an ordinance

Member Rutledge: To put it on a roof.

Member Bittone: that prohibits signage (inaudible – several speaking at same time).

Member Rutledge: And the ordinance says you shouldn't put it on a roof. What I'm saying is, is if, if the sign was on a parapet then it would be okay.

Vice-Chairman Gary: Yeah, but, we're, we're just, so what's your point

Member Bittone: To be a part of this Board?

Member Rutledge: My, my point is that, uh, the sign looks (inaudible) enough to me, uh, the way it is. And it improves the look of the roof. And, uh, we're, we're, we're beating up something that some guy decided forty years ago, as far as I'm concerned, this application, uh, is, uh, it makes no sense.

Member Horun: Yeah, I would agree with the sign, it looks good the way it is. Um, I think we want to be accommodating to businesses, but we, the statute says what it says.

Member Rutledge: Well, they're asking for permission to do otherwise.

Member Horun: I understand, I understand.

Member Rutledge: So, grant the permission and get underway.

Vice-Chairman Gary: I, I think just by, um, just by what was stated, uh, the, again, um, the roof in and of itself being the only structure like that in the complex, sort of lends itself to being, um, uh, a little easier to find. And going back to the, uh, visibility, or the, at, at least the attraction that being able to see it from 22 doesn't seem to be really that much of a factor in my mind, uh, and once in the complex, it would seem to me that other signage could accommodate, or could accomplish the same thing.

Member Rutledge: Well, I think the roof itself is kind of ugly and the sign is,

Vice-Chairman Gary: There's a whole lot of other roofs there

Member Rutledge: the sign improves the look, and, uh, if you grant a variance with the, uh, (inaudible).

Member DeGroff: I have to agree with Gus on that, uh, I think you're right, it does improve the look. It's cosmetic and as one gentleman said, people don't read signs anyhow, so, I don't know how effective it's going to be, even though it's there.

Member Rutledge: It takes up the same space visually that it would take if it was on the parapet, and if it was on the parapet then it would be okay.

Member DeGroff: Yeah.

Member Rutledge: And it, it, it, you know, I've never liked the looks of that roof driving by it. If you can do something that visually would kind of almost look like a parapet, uh, and if you look at it, it doesn't really go above the ridgeline of the roof, uh, I think its fine the way it is.

Vice-Chairman Gary: All right, any other discussion, any other questions?

Member Bittone: I guess I have a concern that if it were granted, um, does, does this Board open itself up to every other business in the Township of Lopatcong

Member DeGroff: The answer to that is no.

Member Bittone: that wants to put a roof sign now that St. Luke's has a roof sign?

Attorney Sposaro: The answer to that is no. Every application is considered on its own merits. They're all factually different, so to answer your direct question, no.

Vice-Chairman Gary: I don't think the intent though of this sign is to improve the looks of the roof, you know, to, to aesthetically, or to help the aesthetics of the actual roof itself. So, um, looking at it, um, look, looking at it from that prospective, uh, it's, it's a sign that want, that the folk, that these folks want to put on a roof and it's not within the, uh, within the ordinance,

Member Bittone: And there are other alternatives.

Vice-Chairman Gary: uh, and there are, there are other ways to do it.

Attorney Schlegel: Can I make just real, a real quick proposal before you guys go into a vote, because I think this might, might be helpful. Um, you know, obviously we're you to vote on the relief that we're requesting across the board, but maybe a separate item for this Board to consider tonight, this is more of an interpretation question, is there is this discussion before about if you could affix the sign to the

Attorney Schlegel (Con't): façade, you'd still have the sign exceeding the frontage of the roof, if that would actually require relief from the section of the ordinance that prohibits signs attached to a roof. Um, I, you know, I, I'd like to see this Board vote on an interpretation of that as well tonight. Because if that's, if you don't need a relief if you affix the sign to the side of the building, then I think we can get a permit by right.

Member Bittone: Well, it's still over a hundred square feet.

Attorney Schlegel: I understand that.

Member Bittone: That was, that was (inaudible).

Vice-Chairman Gary: And, and I still go back to what Mr. Ritter, uh, said about the, whether or not it's actually mounted to the roof, I don't think is the intent.

Attorney Schlegel: But that's exactly what it says.

Attorney Sposaro: It doesn't say mounted. It says "located on the roof". Located.

Attorney Schlegel: Can, can you read it one more time?

Attorney Sposaro: "Under no circumstances shall any sign be located on the roof of any building".

Attorney Schlegel: Okay, so it becomes a question that of whether a sign that's affixed to a wall, that exceeds the front of a roof is located on the roof. And that, and that's a different question than what we've been talking about, and, and, and I think it's, uh, I think it's a fair give and take from the applicant to try to find a way to, you know, best, best, best get the aesthetic result they're shooting for and minimize the relief from the township and not open up the township to any have requests for other roof signs in the future because this would be interpreted not to be a roof sign at all.

(Inaudible – several speaking at once)

Attorney Sposaro: Procedurally we are at point where we are deliberating on your application,

Attorney Schlegel: Okay. If, if

Attorney Sposaro: Let me, you haven't made an application for an interpretation, you raised a fair question, uh, and perhaps the Board wants to consider this, just consider the ramifications of what's being asked here. Uh, if your decision is that, uh, it, it only matters where the sign is affixed, it doesn't matter where it extends to, that could have some significant ramifications, that anyone could come to us and say, "We want a façade sign and we're going to attach it to the façade, but we're going to extend it up above the roofline". Uh, is that, is that counter to the intent of the zoning ordinance? You have to decide the answer to that question. I, I don't think this application should turn on where it's physically affixed, I think it should turn, this is just my opinion, on what the disability of that sign is and, and where it is in relation to the building. That's my opinion, but everyone's entitled to their own opinion. Does anyone else want to weigh in on that?

Member Bittone: It's not an interpretation of the (inaudible) and then we can discuss that at another meeting?

Attorney Sposaro: It would, this Board is statutorily empowered to interpret, upon request, to interpret the zoning ordinance. So, it would be your vote as to what the intent was of the ordinance when it was

Attorney Sposaro (Con't): adopted. Let, let, let me state my, my opinion in, in another way. There's other, there are other buildings in this complex. If letters were through brackets affixed to the façade that extended up above the roofline, so they could be visible from Route 22, do you think that runs afoul of the zoning ordinance? That is really, I think, I think that's the question you have to ask yourself.

Mr. Ruhf: Let me ask you a question. What are you considering the roofline, the peak of the roof?

Vice-Chairman Gary: It would be where the eave starts.

Member Bittone: We're not talking about rooflines. I think we're talking about roofs.

Mr. Ruhf: Well, well he just did. He's talking rooflines. And that's the question. I need to know what is the roofline because this, doing what we're saying we, what, what we're asking is

Attorney Sposaro: The ordinance says, "Located on the roof". It doesn't mention the roofline. Now, so you could have a building with a flat roof and then the only way you'd see a roof mounted sign, perhaps, if the letters extended up. Is, is there, let me put it another way. Is there any real difference if the letters extend up above the roofline or not, if what they're showing within the area above the, um, the lowest part of the roof? I think it's a distinction without a difference. I think the question before you is whether this sign is an appropriate use for this building, all things considered. That's really what you have to decide. And we can,

Member Bittone: So the mounting is

Attorney Sposaro: we can split hairs all day, uh, and I appreciate the ingenuity of the, of the applicant, but I think the intent of the ordinance, and again, this is just my opinion, I think the intent of the ordinance was to have these signs located in such a way that they were, uh, on the façade of, visually on the façade of the building.

Member Bittone: Right.

Attorney Sposaro: And I don't know how else to put it.

Member Bittone: And not, not even appear to be on the

Attorney Sposaro: That's my opinion. George, what

Planner Ritter: No, I, I, I agree. If you, I mean if you carry it that way, you could put two brackets on a façade of a building or a sign twelve feet up in the air and mount it and say, "I'm on my façade". That isn't the intent of the ordinance. I think the intent of this ordinance was to try and keep things architecturally tied to the building, to the façade of the building. It was, it was an attempt, uh, to not have clutter on the roof of buildings or have signs that extend above the height of the buildings on a flat roof, if you mounted them and just stuck them on. Uh, and I think that was the goal, that's my sense of what the goal is on this, is to remove that clutter not mounted on the roofs and keep the signs more in scale with the buildings and, and have them match better with the architect. Another words, be tied to the facades themselves. Uh, I think that's what the intent is, uh, and it seems very strong in the ordinance that the frame words of the ordinance really were adverse of putting them on the roof. I mean, I, I've never see, my first reaction in this when I read it; I thought it was an outright prohibition against it and we would have been sitting here asking for a "D" Variance. After discussing it, we came to the conclusion that it was a "C" Variance. But it seems that they were very adamant about that. So I think, obviously you can make a decision as a Board to allow this sign, but you should weight it against,

Planner Ritter (Con't): in my opinion, uh, do they have an, an alternative that would less violate the intent of our ordinance and still accomplish identifying the entrance to their building and the types of activities that take place in it? And can they do that on the façade of the building? If, if there was no other place to put this sign, there might be just, (inaudible), there might be a reason why it should be on the roof, if there was absolutely no place to put it. I happen to think there is. Obviously the applicant thinks that's not adequate where we think you ought to put it, but that, that's really the question.

Vice-Chairman Gary: Any other questions, discussion? How, do I actually

Attorney Sposaro: Ask someone to make a motion.

Vice-Chairman Gary: Okay. Is, is there a motion to, uh, um, approve this, uh, variance?

Member Rutledge: Excuse me, that's, It's out of order for you to make a motion.

Vice-Chairman Gary: No, I didn't say, I said is there a motion?

Member Rutledge: Oh.

Attorney Sposaro: And remember, there's two variances here, one is for the roof mounted sign and the other is for the size of the sign.

Vice-Chairman Gary: All right.

Attorney Sposaro: And maybe you want to consider those separately, maybe you want to consider them together.

Member Bittone: We should consider them separately.

Vice-Chairman Gary: Uh, is there a motion to allow the, the, uh, roof sign?

Motion to approve the variance to allow the roof sign.

Motion by: Member Rutledge

Seconded by: Member Marchie

ROLL CALL

AYES: Members DeGross, Marchie, Rutledge and Unangst

NAYS: Members Bittone, Horun and Vice-Chairman Gary

Member Bittone: So what was the No's then I didn't keep track.

Vice-Chairman Gary: I think the Yes's have it.

Secretary Coleman: Yeah, I think

Vice-Chairman Gary: What was it 4-2, 4-3?

Attorney Sposaro: And the second.

Vice-Chairman Gary: Is there a motion to, uh, allow the extra square footage beyond, beyond required?

Motion to allow the extra square footage beyond what is required.

Motion by: Member Rutledge

Seconded by: Member Unangst

ROLL CALL

AYES: Members DeGross, Marchie, Horun, Unangst, Rutledge

NAYS: Members Bittone and Vice-Chairman Gary

Attorney Schlegel: Thank you very much.

Vice-Chairman Gary: Next order of business, Macada Properties/Coordinated Health Care, 222 Red School Lane, Variance Application, Block 85, Lot 5, Denial # 243-52 – 55, signage. Boy that was a lot.

Attorney Peck: It is, it is, and we're going to be re-plowing a lot of the same ground, but hopefully not as, uh, we won't belaboring the point. Uh, good evening, thank you Mr. Chairman, members of the Board, professionals, my name is Mark Peck. I'm an attorney with Florio, Perrucci, Steinhardt and Fader Law Firm. I'm here representing Macada Properties Management, uh, on their variance application tonight. For the record, notice was timely served and published, uh, the necessary affidavit, uh, and cards were provided to the Board, so the Board does have jurisdiction to hear this application tonight. And also for the record, this is property; you're all probably familiar with, that it's at the corner, uh, the intersection of Red School Lane and Baltimore Street. It's 222 Red School Lane; it's also known as Block 85, Lot 5. This property is a 10.46 acre parcel. It's primarily located in your P O, which is your Professional Office Zone District, although there's a small portion, about .36 of an acre that's located in the R75 Zone District. Uh, that said, that's because this property was previously two lots and as a consequence, uh, the prior site plan approval, which was granted by the Planning Board on June 25th of last year, uh, the lots merged. Uh, and is noted this is sign night tonight, because this, uh, application seeks several variance for a sign package for this previously approved medical center. And that's what's going in, uh, the currently vacant commercial building right now. It's going to be a medical, uh, medical center with, with various medical practices contained within. Uh, we did have an initial sign package that we were considering and that we would have hoped to present to the Board, but we asked Paul Sterbenz to take a look, uh, at our initial plans and he was courteous enough to take a look at them and provided us with some comments and said, "Well, you know, you're probably biting off a little too much here and maybe you should scale that back". So, we appreciated his comments and we revised our sign package accordingly and that's what's before you, uh, now for your consideration. We're seeking a number of, uh, of variances tonight. The first is we're looking for a Use Variance to permit a non-residential use sign on a residential lot. And again, this is, there's currently a house at the intersection of Baltimore and Red School Lane; that house is going to come down. Uh, we're proposing to have a, uh, monument sign there, uh, which will also have a digital display. Uh, we're seeking a number of Bulk Variances as well. One is to permit two freestanding signs on this, almost, 10 ½ acre property; where only one is allowed by your ordinance. We're also seeking Bulk Variance relief to permit that residential zone freestanding sign to be 36.7 square feet; where only 25 square feet is permitted. We're also seeking a Bulk Variance for that same sign again, to be 8 feet in height, where only 5 feet is permitted by your ordinance. We're also looking for a Bulk Variance to permit aggregate façade sign area of 209.3 square feet, where a maximum of, as you heard before, 100 square feet, uh, is the maximum permitted. Finally we're seeking a Bulk Variance to waive the need to seek permits each time light pole banners, that are proposed, uh will be changed. And then of course there may be other variances that are identified by you members of the Board or your professionals and we'll seek them, uh, as is necessary. And although this may seem like a lot of variances that we're seeking, uh, giving the size of the property and the existing building, as well as the context of, of the use that's already been approved by the Planning Board, I believe that once you hear the evidence, and once you view the evidence tonight and hear the

testimony, you'll agree that all these requests are reasonable and appropriate. We have several people here tonight that will testify on behalf of the applicant. We have Miss Catherine Park; she's, uh, with Macada. She's the project manager for this sign application and she'll explain the various signs. Why they're, why we want them to be at a certain location, what purpose they'll serve. You have Chuck Longacre of City Signs. He can explain the technical aspects of the signs, you know, the dimensions and what they're made of and how they're going to be affixed to the facade, etc. And then finally, we do have a planner to provide the proofs, uh, for these variance requests; Charles Heygt of Langan Engineering. Uh, so without any further ado, I'd like to present my first witness, Cathy.

Vice-Chairman Gary: Uh, let, let me apologize; I think I said Macada, it's Macada, okay? I apologize.

Ms. Park: And it Coordinated Health.

Vice-Chairman Gary: Yes.

Ms. Park: Coordinated Health Care.

Vice-Chairman Gary: Right.

Ms. Park: Yep.

Attorney Sposaro: Do you swear and affirm the testimony you will give in this matter will be the truth, the whole truth and nothing but the truth?

Ms. Park: Yes.

Attorney Sposaro: State your name and spell your last name please.

Ms. Park: It's Catherine Park, P-a-r-k, no s.

Attorney Sposaro: K or C?

Ms. Park: C-a-t-h-e-r-i-n-e.

Attorney Sposaro: Thank you.

Ms. Park: Yes.

Attorney Peck: Catherine, who do you work for and what is it that you do?

Ms. Park: Um, Macada Properties Management and we handle all of the real estate, construction management and development for Coordinated Health and I'm the Assistant Project Manager. Um, for signage, I handle all, all of their facilities, new and existing.

Attorney Peck: And you're familiar with the, uh, the signs that we're proposing tonight?

Ms. Park: Yes, (inaudible).

Attorney Peck: You're involved with putting the plans together?

Ms. Park: Yes.

Attorney Peck: Okay. I've, uh, we previously marked some of these exhibits, which, uh, I neglected to bring an easel, so I'll be the easel tonight. Uh, the first Exhibit is A-1, and it's dated, uh, today's date, April 8th and it's also in the plans that we're provided to you; it's, uh, SP-1. Uh, Cathy, can you explain what, what SP-1 or A-1 is?

Ms. Park: Um, this entire plot plan is what we submitted as our approved site plan. So, if the existing building, our new parking lot (inaudible) keeping changes is the background. Um, any of the orange bullets are all the new signs that are being proposed and just the numbers listed on them kind of coordinate with the drawing numbers that we submitted with our application.

Attorney Peck: Right. So this sign here would be the, the one that's marked as 3.1?

Ms. Park: Uh huh.

Attorney Peck: That would be the freestanding monument sign

Ms. Park: Yes.

Attorney Peck: that's in the residential area?

Ms. Park: Yes, we've been referring to that 3.1 sign as the Community Monument Sign, um, that will contain the digital monument screen as well as a marking of our company logo, being Coordinated Health, the name, the address.

Attorney Peck: And that was depicted on what I've marked as A-2

Ms. Park: Yes.

Attorney Peck: and today's date. Now why, why does, uh, Coordinated Health and Macada believe that the digital display is necessary?

Ms. Park: Um, the point of the digital display, I think is, anyone identifies with the time and temperature marquee that you see on any billboard, so that's the association with the company name. It's something that you kind of reference on a daily basis and a public, on a heavily traffic corner. Um, we also would like to open that up to a lot of the community events. And it's something that we can program on the spot. They can email or call us, and right on line, we can change anything. So any community events that are going on, we could post on there; um, amber alerts, any emergencies, um, free flu vaccines, breast mammograms, anything like that we could post on there.

Attorney Peck: And what's the, uh, the quickest, say, turnaround time that the message would change?

Ms. Park: Um, it would be no quicker than a minute. So you'd have a static image for one minute and then switch to the next one, hold it for a minute. But we could extend that; we could keep the same image up for 3, whatever would be allowed, we could change that.

Attorney Peck: And why did you choose this particular location, which, uh, it appears it's going to be sort of diagonal on the property at the Baltimore and Red School intersection? Why did you choose that location for this sign?

Ms. Park: So, from this corner, the Baltimore and Red School Lane corner, our building is a little over 600 feet on a diagonal setback. So that's the first impact that you'll have to know to make that turn and

turn onto Red School Lane. So it's kind of point of identity, cause you can't really see much of our building from that corner.

Attorney Peck: Okay. Now let's move to the next sign that's going to go on as marked 4.1

Ms. Park: Uh huh.

Attorney Peck: on A-1. Can you tell us what that sign will be?

Ms. Park: Sure. So, down below on this site plan, this would be Red School Lane and the sign would actually be placed perpendicular and it would be double sided with our name and the address, just for easy marking as you're driving, you know to turn on to our drive. Again, because from the lot line to the building its 320 feet setback. So, if you don't necessarily see that building as you're coming from further back on Red School Lane, you will see this sign perpendicular to the road and know to turn onto our, our driveway.

Attorney Peck: And that is the sign that's depicted on A-3?

Ms. Park: Yes.

Attorney Peck: And that will be perpendicular to Red School Lane?

Ms. Park: Yes.

Attorney Peck: So people traveling in either direction will then see Coordinated Health; here's where we have to turn in.

Ms. Park: Yes.

Attorney Peck: And it's a long frontage on (inaudible). Now, can you tell me what, uh, tell me what sign 1.1 is.

Ms. Park: Um, 1.1 is the corner of the building that I was referring to that is the first bit of the building you will see from that corner of Red School and Baltimore. Um, so that would be a huge logo. Um, you will only actually be able to see a portion of the top of it from the corner. If you chose to put the name, Coordinated Health on the corner, from 600 feet away, if you see CH, you're not going to really know what that building is, but we can kind of get that logo out there and the idea of the C and H, it will become more familiar for patients if you see it.

Attorney Peck: And, I'm, I'm holding the Exhibit marked A-4, which, uh, it, it shows the elevation of the building,

Ms. Park: Uh huh.

Attorney Peck: can you show, uh, the Board where that particular sign, uh, is?

Ms. Park: Yes. So, here's the original options that we submitted with our application, the top and the bottom; both are the same sign. It has not been changed.

Attorney Peck: Okay. And then why don't you, uh, discuss sign 1.2.

Ms. Park: So, 1.2 originally, called the township engineer, we had submitted to him, a roof sign, which after further discussion, we took out of the package and we no longer have a roof sign. We have a façade township sign of the same type of deal as the back panel logo channel letters. But instead of being mounted to the roof, it's on the façade.

Attorney Peck: But if the ordinance specifically says that "signs shall not be located on the roof", but it the council intended to prohibit signs rising above the roofline, they would have said "signs shall not rise above the roofline".

Ms. Park: Yes.

Attorney Peck: Correct?

Ms. Park: I think I heard that too.

Attorney Peck: So it's a façade mounted sign?

Attorney Sposaro: But it does, it does rise above the roofline?

Ms. Park: It does.

Attorney Peck: It does rise above the roofline.

Ms. Park: We can play with that though.

Member Rutledge: How, how many feet above the building?

Attorney Peck: Well, we'll have, uh, Mr. Longacre will give the technical testimony and also why, uh, we think that this is necessary and appropriate to have it mounted this way.

Attorney Sposaro: And which sign was that again? 1.?

Attorney Peck: That's 1.2. And then next is, uh, let's go to 1.3.

Ms. Park: So that's the address, 222. Um, it's not illuminated, so it's just the numbers identifying the marker on the building, so, for GPS purposes, if you miss the address somewhere else and you're not sure of our name yet, at least you know you're looking for the numeric building. Deliveries,

Attorney Peck: So that helps with deliveries

Ms. Park: Yep.

Attorney Peck: and (inaudible).

Ms. Park: And any vehicular traffic, deliveries and vendors.

Attorney Peck: Okay. And then, finally, uh, the 2.1 sign, which is the one located

Ms. Park: Uh huh.

Attorney Peck: here.

Ms. Park: So, although it may look like it's on the façade, it's actually at the edge of our canopy. (Inaudible) you can see how, you know, it extends from the canopy edge, the edge of that. Um, currently marked, we have the Tech's Care on Demand, which is our walk-in, no appointment necessary service line. Um, so that's pretty (inaudible) because it right above the entrance and we want anyone in a state of emergency; they get a cut, they need stitches really quick, they know exactly what part of this 217 foot wide building to go to, to get that care.

Attorney Peck: So, it's like when you drive to a hospital

Ms. Park: Yep.

Attorney Peck: and, you know, there might be, the hospital name might be on the façade, but then it will also be, you know, a separate sign that says, like, Emergency Room?

Ms. Park: Yes, it does, yes.

Attorney Peck: Okay. And for the record, that's depicted on A-5. And then, finally there's a number of banner signs

Ms. Park: Uh huh.

Attorney Peck: that are shown, uh, some proposed locations. They're 6.1, uh, shown on the A-1 Exhibit or your SP-1. Can you explain the purpose of those banner signs?

Ms. Park: Yes. So, we have several parking lot lights being installed as well as retrofitting existing light poles with new LED heads. Um, what we would like to do is only address those that are put in for patient parking with banners so that they know that "this is where I park and where the banners end I don't go any further". So, once you are identified to come through our drive, we would like to take the street light or the parking light bulbs and put banners on them, saying, "Now, this is where I need to go".

Attorney Peck: And what would those banners say?

Ms. Park: Um, it can have the logo, "Welcome to", you know, "our New Jersey Campus", it could have text below the logo, but we would also like the option to be able to switch them out seasonally, like "Cancer Awareness Month", you know, something that's related to a holiday.

Attorney Peck: And unfortunately we don't have a blowup of that, but that's in your, uh, plans that we submitted, uh, its page 6.1, you'll see the rendering of

Member Bittone: Does it have the size there?

Attorney Peck: Excuse me?

Member Bittone: Does it have the size of it?

Ms. Park: 2 x 4.

Attorney Peck: Yes, they're, they're 2 x 4.

Member Bittone: 2 x 4, okay. Thank you.

Attorney Peck: And are there any other signs that are, uh, that are proposed?

Ms. Park: There are, um, there are directional, we call them tombstones, just because of the given nature of the shape and size. Um, so currently in the ordinance, as long as you're within 4 square feet for a wayfinder or directional sign, you do not need to apply for a permit. Um, we have increased the height of the post that would carry that 2 x 2, which is the 4 square feet that is allowed, um, to a 5' height, which is allowable. Um, so overall, if you would measure it from bottom to top, it exceeds the 4, but the text is confined within a 4 square feet, which is allowable. So that's kind of

Attorney Peck: The banner itself would be 4 square feet?

Ms. Park: Well, the tombstone I'm, I'm talking about.

Attorney Sposaro: You're in the health care business and you're calling these tombstones?

Ms. Park: Yes, yes, but it's the signage, but it's the signage term, you know. Um, so yeah, we included those in our packs, because although the text meets the square footage, um, I think they were being calculated with the base that they're on. We could skinny that up; that will lessen it. Um, so those are just, obviously, to assist with where you would go if you were a patient to park, to (inaudible) of your staff, um, patient drop-off to curb ability, the canopy, so those are the only additional (inaudible) signs.

Attorney Peck: Okay.

Ms. Park: Yep.

Attorney Peck: Thank you very much. I believe that,

Ms. Park: Thank you, thank you.

Attorney Peck: that concludes, uh, our testimony with Ms. Park. Board, do you have any questions?

Attorney Sposaro: I have questions about, go ahead George.

Planner Ritter: No, go ahead.

Attorney Sposaro: About the one sign that extends above the roofline and the banner signs that, um, seem to do something more than tell people where they've parked their cars. And, tell me why you think you need those signs in those particular locations?

Ms. Park: Um, given the setback of this building from the road and our lot line, this text of Coordinated Health, to know that that's the building you're supposed to be at, has to be of a certain height. Um, just to visibly be able to read what the words are as you're driving down the road. Um, so if you take that height of the letter and put in on a (inaudible) so that we can affix it to the façade, it kind of increases the height and that's why you see it going above the roofline. Um, the other factor is that we do have windows that we are not changing from the existing building. So we have to kind of sit right above those windows or else we would be blocking any natural light coming in the building.

Member DeGross: Wouldn't the monument signs achieve the same purpose?

Ms. Park: The one that's on the corner?

Member DeGross: The corner and your main entrance there.

Ms. Park: Um, I think it, it can, it can let you know that you're getting close to the building. I think it's nice to actually label the building and let you know that this is where you are supposed to be.

Attorney Sposaro: Do you know how, uh, visually, well not even visually, but what the height is of the, the top, top roofline compared to where that, the top of that sign is located?

Attorney Peck: I think, uh, Mr. Longacre when he, uh, testifies, he will be able to answer the more technical and dimensional type questions.

Attorney Sposaro: And, and the banner signs, you've indicated that there might be some announcements on, on them, uh, why do you think that you need those?

Ms. Park: To have them at all or, or to be able to switch them out to something else, or both?

Attorney Sposaro: Both.

Ms. Park: Both? Um, I think that it, it creates a campus feel. We're doing it in a couple of our other campuses. I think it indicates, kind of like, this is where I should be. I think after you turn onto the road, there's a lot of land before you hit the building, um, you know, you can see it in our overall site plan. Um, the swap outs, we wouldn't be changing the physicality of the sign if you consider the banner a sign, so the 2 x 4 size would remain the same. Um, it's digitally printed, you know, high qualities, so every town would be of that same quality. Um, nothings illuminated on the banners, nothing is, you know, sticking out from the banner, it would just be text and we could change our imagery.

Attorney Sposaro: Mark, so I'm clear, how, do they comply with the ordinance and if not, how do they not comply? How are they not

Attorney Peck: So I think your ordinance, uh, limits, uh, the signs to 4 square feet, it needs to be 8 square feet.

Ms. Park: (Inaudible).

Planner Ritter: Well, just to clarify things, the 4 square feet applies to directional signs without any advertising on them. Both these and your, uh, monument signs.

Ms. Park: Yes.

Planner Ritter: Cemetery signs, uh, essentially have advertising on them, so they wouldn't comply with, they would require permits in any case because they have advertising on them. Uh, so it goes beyond just creating, here's where the visitors should park. Uh, the ordinance makes it clear that, that they are signs that wouldn't be exempt from the sign ordinance unless they were 4 square feet or less and did not contain advertising.

Attorney Peck: Right, but again, I'm sorry to interrupt, but, you know, and I understand advertising cause the company logo would be on them, but it's not like they're advertising the dollar menu or, you know, we got, you know, Christmas trees for sale or anything like that. It's going to be, you know, Coordinated Health (inaudible).

Ms. Park: Coordinated Health Patient POP, yeah, drop-off, parking.

Planner Ritter: I, I understand

Attorney Peck: Right.

Planner Ritter: I'm just saying that at a certain point people will get an idea that they actually are at the Coordinated Health Building.

Ms. Park: And

(Inaudible – several speaking at same time).

Planner Ritter: Uh, that's all I'll say.

Attorney Peck: People have short attention spans.

Planner Ritter: Uh, yeah, I know. The, uh, the other question I have is that, uh, the, the sign is located in the Residential District. Uh, it has a, it, it basically has a reader board on it and we specifically prohibit those types of boards in the township; the electronic boards, and I just wondered why we had to have the, necessarily; well there's two, two questions. Why do we have to have, uh, the board, uh, located, two boards, two freestanding boards on that frontage, when you think one would be enough to identify your entrance and 2) why would you have to have a, a reader board mounted, uh, on that one, particularly since it does provide an entrance, not only onto your site, uh, but it's also into a residential neighborhood now.

Ms. Park: The Community Monument Sign, which has the digital display screen on the corner I think, intercepts any patient traffic that would miss that turn onto Red School. And you are correct, once you're onto Red School Lane, you will have that smaller monument perpendicular to the road to let you know to turn onto our drive. So I think you're intercepting people at that 4-way cross to turn onto Red School and then you're intercepting people to be able to turn onto our drive, cause they're just going to see, you know, curbs, landscaping, before they hit our drive. So I think we're capturing audiences at different pools, so, to let them know to turn onto the road and then to let them know to turn into the drive.

Planner Ritter: Okay. Uh, but I, I guess the second question is, why must we have a digital reader board?

Ms. Park: I think it's beneficial to the, what the, okay, the good answer would be, we don't need it, we don't need it to have that, that function as a sign for our purpose. We do need the identifying marks of a monument sign at that corner. I think the digital display is almost like giving a gift back. Um, you know, could we get the same out of a monument without a digital screen? Yes. I think we're just allowing for opportunities to display more than just our name on a board.

Attorney Peck: Yeah, the way, you know, you go past, uh, a high school, you know, or school and they have, you know

Planner Ritter: Most, most high schools have; the qu, the questions why two signs? Uh, I understand you say you gotta get people to turn at the intersection (inaudible), and my sense is, is that people can find your facility and, and it will have a sign and I guess my question is, why would we want to put that second sign, where it also acts as an entrance into the residential neighborhood of the town to stick, basically a commercial sign when you are proposing one at your driveway?

Attorney Peck: Well I would say that that's a small conforming sign. This is a big lot, this is 10 ½ acres, and it is a long frontage as you're well aware, on Red School. When you turn from Baltimore, you're coming off 57, it's a long frontage and you need something at the, at the entryway.

(Inaudible – several speaking at same time).

Attorney Peck: So you know, you have that. And then as Catherine testified before, the building is set so far back, from both Baltimore Street and Red School Lane and you're at that intersection, that's the way you let people know. Especially first time visitors and this is expected to attract a lot of patients. Uh, when you have first time visitors, that lets them know that they're in the area, and then they proceed up Red School Lane and then they see the other sign, "Okay, well here's where I turn". So they're not driving, you know, all the way to Belvidere, uh, Road.

Vice-Chairman Gary: Would, would that not also mean that they may, perhaps, turn onto Baltimore, because it's on a diagonal? What would, what would, why would that sign make them, you know, assuming that they maybe don't know they're on Red School Lane? So what

Attorney Peck: Right, look, if you're, if you're coming up, if you're coming up Baltimore from say Warren Heights, you see that sign and it's going to be angled, the way it's angled, so naturally you look, "Oh yeah, there's, there's the building". You know, you're coming from, from Route 57, you come to that intersection, you're at the light, again, you see it's angled, look up the slope, "There's, there's the building up there, now I know where I am". So no matter where you are, if you're coming from, uh, Belvidere Road, you're not going to see the sign cause you're going to see, you're going to see the other monument sign that says, here's the driveway, turn into Coordinated Health. And I doubt too many people will be coming from Baltimore Street from, uh, Hillcrest, you know, and if they are, again, they'll see it at the intersection and they'll, they'll look. So again, given, given the size of the property and the context of the use, it's a perfectly appropriate sign. You know, you might, you might have, uh, some questions about whether the digital part of it is, is necessary, and again we think that that's just a nice thing for the community. Uh, hey, the little league, you know, tryouts are here, the Halloween parades this day, uh, flu shots, you know, don't forget them. Um, not, not an essential part of the application; but this monument sign though, in this location, is very necessary, uh, for the success (inaudible).

Planner Ritter: Could, could we, well, maybe you're not, maybe this isn't the right time to ask, but why must the sign exceed the square footage that's required for this? We have two, but now they're both larger than what's required.

Attorney Peck: Right, we'll let, let Mr. Longacre address the, uh, (inaudible).

Ms. Park: Well, I can, I can probably answer just a small portion of that. With the digital screen you would exceed, um, if we would present an option without that digital screen, we could bring that total square footage of that sign down.

Planner Ritter: Well, I'm just asking

Ms. Park: Yeah.

Planner Ritter: why, why we're much larger and higher, okay.

Attorney Peck: Yeah, it's a digital screen, that, that's (inaudible).

Ms. Park: Yeah, location, yep.

Attorney Sposaro: Would the digital screen and what's on it be limited to public service information or is there going to be any advertising for the (inaudible).

Ms. Park: I, I think that would be up to Coordinated Marketing Department, what they would choose to, but I, we would open it up to the community. We can filter it through the township for approval as well if you would want; only certain things on there. You know, you don't want everyone's yard sale listed on there, but maybe it could be coordination between marketing and the township what we would want to display there or not displayed.

Attorney Sposaro: Thank you.

Member Bittone: Would the digital screen be limited to, uh, daylight hours, as to not disturb any residents

Ms. Park: Yeah.

Member Bittone: in that surrounding area at nighttime?

Ms. Park: So what happens with the digital screens, then the vendor that we would be working with, is that they measured it in MIT values, which is how much light it's giving off and daytime values are higher than nighttime, just so it's not blinding or distracting the traffic. So, and Chuck probably knows a little bit of this, um, the light that's given off at nighttime would be dimmed intentionally in an attempt to not distract anyone. Um, also, we would be avoiding the red, yellow and green colors in anything that's to be displayed, cause it is on a cross street with traffic lights.

Member Horun: The signs that change out, what are they made of (inaudible) parking lot?

Ms. Park: The banners? Um, it's a heavy duty vinyl.

Member Horun: How are they affixed on

Ms. Park: Um, they have brackets that are affixed to the light poles with just pole arms; like how you would hang a flag at your house and it's double armed so it won't be blown away by the wind during.

Vice-Chairman Gary: Thank you.

Ms. Park: Thank you.

Attorney Peck: Good, is that it for, uh, Ms. Park?

Vice-Chairman Gary: I don't know if anyone from the public has any questions, but

Attorney Sposaro: They want questions. Do you have questions for Ms. Park?

Mr. Weeks: Yes. Um, I'm wondering if your signs on the corner, okay, and, and, exactly what they said, I worry about that a little bit.

Ms. Park: Uh huh.

Mr. Weeks: I looked at the plans today, um, having given another direction to go in, all right, are you going to channel people down Baltimore, up 7th?

Ms. Park: No.

Mr. Weeks: Okay, because there is no room there.

Ms. Park: Correct. Patient traffic is only going to be Red School Lane through (inaudible).

Mr. Weeks: What are you doing to stop it?

Ms. Park: At 7th?

Mr. Weeks: What are you doing, what, what is your directional sign saying to stop it? Just say that on Red School Lane is the main entrance, not off Baltimore.

Ms. Park: Well we aren't going to, we aren't going to sign 7th with anything.

Attorney Peck: There's, there's no directional, that's not a directional sign.

Mr. Weeks: That's what I was trying to get at

Ms. Park: Yes.

Mr. Weeks: was why if it was on a corner, people don't know which way to go, but if it was up further, they would know to keep going straight through that light. That's what I was trying to get at.

Ms. Park: Right.

Mr. Weeks: You know what I mean?

Ms. Park: Yeah, we will not sign

Mr. Weeks: I just want to be able to walk my dog and pay my bill.

Ms. Park: Right, we're not going to sign anything that would be due to watching you use the 7th Street entrance.

Mr. Weeks: Okay.

Ms. Park: Yeah, any (inaudible).

Mr. Weeks: That's not,

Ms. Park: Yeah.

Mr. Weeks: I, I just want to make, yeah I just, we all have families

Ms. Park: Yeah.

Mr. Weeks: on that road,

Ms. Park: Right.

Mr. Weeks: you know what I mean? We're dealing with, we're all dealing with the construction, you know all that.

Ms. Park: Right.

Mr. Weeks: And, and then were happy with it, but, you know, there's, there's, you know, balance as neighbors, that's all.

Ms. Park: Right.

Attorney Peck: And we don't want people going down Baltimore Street.

Ms. Park: Yeah.

Mr. Weeks: Right. I know, that you know, the road and different things in there.

Ms. Park: Right.

Mr. Weeks: I just wanted to make sure that the patients do park out front,

Ms. Park: Right.

Mr. Weeks: not the back parking lot. And my other question was, do you have a sign when they come in that says, you know, off the, the new road that's being built,

Ms. Park: Uh huh.

Mr. Weeks: okay, that says employees only in the back?

Ms. Park: Yeah, so one of our wayfinder signs has just a straight arrow for staff parking in the back.

Mr. Weeks: Okay.

Ms. Park: Um

Attorney Peck: Yeah, it will be known as patients, you know, go that way.

Ms. Park: Yeah.

Mr. Weeks: Yeah, that's what I'm looking for.

Ms. Park: And the other thing to, is that the sign on the corner is only one sided. So no illumination will be given off through the back which would face residential. Um

Member Bittone: So you won't be beating the guy up across the street?

Ms. Park: Correct. And then anything on it and you can probably tell by that site plan where all of those orange bullets are, there's nothing on the back of the sign. We're trying to stay away from having any signs hit, you know, the residential.

Vice-Chairman Gary: Yeah, I mean, I saw (inaudible).

Member Bittone: Excellent (inaudible).

Ms. Park: Oh, okay. Yeah.

Member Bittone: I understand (inaudible).

Ms. Park: Okay.

Member Bittone: Um, the one sign that's above a little bit, that won't have any illumination at all? (Inaudible).

Ms. Park: The one that's right by the roofline?

Member Bittone: Yeah, (inaudible).

Ms. Park: It only gives off light to the front. Correct, yep.

Member Bittone: Okay. Thank you.

Attorney Peck: Anyone else?

Vice-Chairman Gary: Anyone here (inaudible)?

Mr. Lusardi: I have a question for the Board. Uh, my name is Joe Lusardi, L-u-s-a-r-d-i. I'm on uh, S 7th and Baltimore. Um, will all these variances be voted on as a package or are they going to be individual?

Attorney Peck: We would ask for them to be voted on individually.

Attorney Sposaro: That probably is the way it will go.

Mr. Lusardi: Okay.

Attorney Sposaro: Next witness.

Attorney Peck: Yeah, I'd like to, uh, call Mr. Chuck Longacre.

Attorney Sposaro: Do you swear and affirm the testimony you will give in this matter will be the truth, the whole truth and nothing but the truth?

Mr. Longacre: Yes I do.

Attorney Sposaro: State your name and spell your last name please.

Mr. Longacre: Uh, Chuck, Charles Longacre, last name, L-o-n-g-a-c-r-e.

Attorney Sposaro: Thank you.

Attorney Peck: Mr. Longacre, are you, uh, are you employed and what do you do?

Mr. Longacre: Yes. I work for City Sign Company in Horsham, Pennsylvania. And, uh, I, my position is, uh, Sales and Project Manager.

Attorney Peck: Okay, and were you involved with, uh, designing the signs that is the subject of this application?

Mr. Longacre: Yes.

Attorney Peck: Okay, very good. I'm gonna ask you to, uh, you know, just walk through the signs that are the subject of the variance requests.

Mr. Longacre: Uh huh.

Attorney Peck: So we'll just take them one at a time. If you could explain to the Board, you know, the dimensions of the sign, what they're made of, are they illuminated, how are they illuminated, things like that.

Mr. Longacre: Sure.

Attorney Peck: So first we'll take a look at A-2. Uh, and what does this depict?

Mr. Longacre: A-2 is the monument sign out at the corner, with the, uh, LED displays group. Uh, this section here is the only part that shows an LED display. It's approximately 45 x 72, a little bit less actual visual; the top part of the sign, only the letters of the sign, actually light. The, the background is opaque and these letters are actually a push through acrylic that are pushed through.

Attorney Peck: Are there any internally, uh, illuminated?

Mr. Longacre: They're internally illuminated with LED's, everything's LED. Uh, this sign draws very little electric, um,

Attorney Peck: How, uh, can you explain the dimensions overall

Mr. Longacre: Sure.

Attorney Peck: of the sign?

Mr. Longacre: The overall dimensions are, uh, 74" tall and, uh, this space, it's constructed, uh, the skeleton of the sign is constructed by aluminum, uh, structural aluminum. It's, uh, minimum 1/8" wall. The outside is, is also skinned in aluminum, which is 1/8 "or, or 0.90. This base is, is aluminum and, and that is; you know, the only thing that's actually acrylic is up the top, and the, uh, letters. And then of course your ID screen.

Attorney Peck: And I would note that the sign does say, uh, we'll say, 222 Red School Lane at the top so anybody who's at that intersection will know they have to stay on Red School Land and not turn on Baltimore Street.

Mr. Longacre: Correct.

Attorney Peck: And does the topography, uh, of where the signs intended to be placed, does that have anything to do with the, the height or the dimensions of the sign?

Mr. Longacre: Well sure, because of the, from where the sign is, it's up hill to the building and to the rest of the property. So to have, we need to have some, something there that's going to stand out and catch your eye a little bit without, and still be able to know where you're going.

Attorney Peck: Okay. Thank you. I'd next like to, uh, turn to the sign depicted on A-3, and this is, uh, I believe the monument sign that's located at the, uh, entry and exit (inaudible).

Mr. Longacre: Uh huh.

Attorney Peck: Okay, can you explain to the Board the dimensions and how it's constructed and

Mr. Longacre: Sure. The dimensions are, its 5 foot tall, 74" wide, 79" wide, I'm sorry. And, again, this is all aluminum structure. Uh, the service line panels are illuminated; the top is, is only the word

Coordinated Health and the logos illuminated. It's an acrylic, it, it, it's rounded and pushed through. It, it appears dark during the day, but the vinyl that's on these letters, if you see, even on the other one, you wonder how it lights up cause it's, it's black. But it's actually a perforated vinyl that's on the face, so when it lights up, it actually lights up white.

Attorney Peck: And with the service lines, do you know what, what those are about?

Mr. Longacre: That, that's the different service lines that the hospital provides. I'm not the expert on exactly what the service lines are.

Ms. Park: Yeah, so the office building will have appear on demands (inaudible) previous discussed, um, orthopedics, podiatry, physical therapy, primary care,

Attorney Peck: MRI's.

Ms. Park: MRI's, X-Ray.

Attorney Peck: So you'll have the, uh, logo or facility name and then you'll have like the various specialties that are, that are contained within the building.

Member Bittone: There static, I mean they, they don't change?

Mr. Longacre: No, they don't change.

Member Bittone: Just the, this is not digital?

Mr. Longacre: No, not digital at all. Nope. All the signs are totally static.

Attorney Peck: And otherwise, if the materials, other than the, the lack of the, uh, a digital, uh, display board is all of the materials essentially the same as the other sign?

Mr. Longacre: Yes, they're all aluminum and, uh, uh, acrylic faces. The, uh, the footings for the sign would be, I believe they're, uh, engineered to be 3 foot. Um, this is, all these signs are, are designed and engineered to withstand New Jersey's, uh, ordinances for wind loads, which are actually more than Pennsylvania, and, uh, uh, increased quite a bit since Sandy, actually. And, uh, they would all be, all these drawings would be sealed by a New Jersey Licensed Engineer.

Attorney Peck: Thank you. Now let's look at, uh, so the façade mounted sign, can you discuss the one that's, uh, which we don't have these individually blown up, but the sign, the logo sign,

Mr. Longacre: Mmm hmm.

Attorney Peck: uh, at 1.1.

Mr. Longacre: The logo is a 100 square feet in total. It's 101 square, 101" across and 104 feet, and 141" tall. And that was to build this space and to be able to be visible from the corner. Uh, this is the first view of the building you actually get, uh, you would actually be able to see that either right over the sign or to, next to the sign that you would see out at the corner.

Attorney Peck: Well, let's talk about the numeric sign at 1.3.

Mr. Longacre: Uh huh.

Attorney Peck: What are, what are the dimensions of that and what's it made out of?

Mr. Longacre: The dimensions of that, that is, I don't have a dimension there with me, the, uh, as a matter of fact I do. Those are, are just a, a PVC stud mounted (inaudible) with nothing, uh, get the height on that. Do you have that handy? They don't light up; it's just what we call a FCO or a dimensional letter;

Attorney Peck: What about the

Mr. Longacre: There are 24" tall, sorry.

Attorney Peck: I'm sorry, 24" tall?

Mr. Longacre: Yep.

Attorney Peck: Okay and what about the, uh, that doesn't light up. What about the logo sign?

Mr. Longacre: That does light up.

(Inaudible – several speaking at same time)

Mr. Longacre: Yes, with LED's.

(Inaudible)

Mr. Longacre: Yep. An acrylic face, an aluminum body, the body of the sign would be painted the same color as the face. So the C would be, appear to be orange on the sides as well, not just white and orange on the face.

Attorney Peck: And how would they, uh, mounted to the façade?

Mr. Longacre: They would be mounted with, with building anchors that would be, uh, approved by an engineer.

Attorney Peck: And then finally, the, uh, the main event here, sign 1.2. Uh, can you explain, uh, the dimensions, materials and

Mr. Longacre: Sure.

Attorney Peck: why that particular location is necessary?

Mr. Longacre: Uh, that lo, location became necessary to try and get that above these windows. They needed to have a viewable site. These let, these letters are approximately 30" tall, uh, for the word Coordinated Health, so that they could be viewed from the road, which is, it's 320 feet, the closet point to the property line; a little bit more to the, to its car which is over a football field. So in order to be able to view those letters and get their logo there, there isn't much room, unfortunately, between the tops of the windows and the top of the wall. We don't really have much of a parapet on this building. So that's why it's on the pan which is actually mounted to the face, um, and your drawings, I think, you were provided, it should give some detail as to how it is mounted. I can pass this around if anyone wants to see it, if you don't have that. But it's not mounted on the roof, its mou, mounted only to the top of the wall into the face of the building.

Attorney Sposaro: Is this a newly constructed building?

Mr. Longacre: It is not.

Attorney Peck: No, it's been long existing and it's currently vacant, being, uh, adapt, adaptive for use.

Attorney Sposaro: Thank you.

Attorney Peck: And then finally the, uh, the final sign I would ask you to testify about is the 2.1 sign, Care on Demand,

Mr. Longacre: Care on Demand.

Attorney Peck: which is, uh, A-5.

Mr. Longacre: Those are channel letters that hang from the rail; they are just above the rail. The letters are just under 16" tall.

Attorney Peck: Now when you say channel letters, what do you mean by that?

Mr. Longacre: The channel letters, the letter is formed out of, the background letters cut out on a router, the sides are actually, they're actually made by hand and, uh, to give the letter a dimension, the inside is filled with, uh, LED's. Its 3 1/2" deep and the face of the letter is an acrylic that mounts like a shoebox lid on top. Everything's LED, uh, actually when, if you added up the draws of all these signs combined, you could virtually run them all together off of one 20 amp circuit, with exception of the LED display.

Attorney Peck: And that concludes, uh, our testimony with Mr. Longacre, so if the Board has any questions or comments.

Planner Ritter: I have, I have one question on the two, uh, freestanding signs.

Mr. Longacre: Uh huh.

Planner Ritter: There appears to be something on the ends of the sign as well as the two sides, is that an address or something?

Mr. Longacre: Yes. They have the address

Planner Ritter: and the logo?

Mr. Longacre: Yes, logo and then 222 Red School

Planner Ritter: Is that, is that also going to be lit?

Mr. Longacre: Yes, I believe those are lit. They, they wouldn't have to be, but they are designed that way to be now.

Planner Ritter: Okay. Wanted to know.

Member Bittone: That's only going to be on the elevation that faces Red School Lane?

Planner Ritter: It's on both, both, both freestanding where it

Mr. Longacre: Yes.

Mr. Ritter: both on the ends

Mr. Longacre: Right.

Planner Ritter: of the freestanding signs.

Mr. Longacre: That's correct Mr. Ritter.

Member Horun: Similar to that 1. sign, 1.2, I guess of the earlier applicant

Mr. Longacre: Uh huh.

Member Horun: If there's snow behind that sign (inaudible).

Mr. Longacre: The one that mounts on the façade?

Member Horun: Yeah.

Attorney Peck: Yeah, the one that, it (inaudible).

Mr. Longacre: No, not at all. The actual background on that is actually, um, it's, it's a mesh; it's not a solid panel. So you can actually see daylight through that. It's, I believe it's 57% open.

Member Horun: And the, um, the lettering that you'd install for that one

Mr. Longacre: Uh huh.

Member Horun: it's on the (inaudible)?

Mr. Longacre: Yes.

Member Horun: Is there any chance of ice forming on that, potentially melting, is there something that prevents that from (inaudible) to the wall?

Mr. Longacre: I, no, not really. You don't normally get any issue with ice forming on those, uh, and the way that this canopy, the canopy actually runs uphill to the outside. I doubt that you would get much of any, uh; I think things would tend to, to run in a different direction (inaudible).

Vice-Chairman Gary: I, uh, I just, I just, um, have to, uh, you know, the main thing you pointed, uh, because this is freestanding, this building is, this, this is the only, um, this is the only thing in the building, is Coord, Coordinated Health? So I'm, I'm a little bit at a loss as to why once you enter, that you need to see the sign Coordinated Health. You know, and may, maybe you're not the right person to ask, maybe Ms. Parks is, but, or Park, I'm sorry.

Ms. Park: Yeah.

Vice-Chairman Gary: I, I just, it, it seemed redundant

Ms. Park: Okay.

Vice-Chairman Gary: is, is all I'm saying.

Ms. Park: Um, I don't think it's that out of the normal to take you into, you know the (inaudible) and the building. I think a lot of companies and businesses, different services have a building signage as well as what labels their land. And I know, not to overly emphasize it, but also just that distance to let you know you're at the right spot, once you get past all these parking stalls, that is the building that you want to get into.

Vice-Chairman Gary: All right, thanks.

Mr. Longacre: If I could add that, um, because of the distance from the corner to the actual entrance, that it being so long, once you past that sign out on the corner, the signage on the buildings the only thing you'll see. So you're not going to see more than one sign, really at a time, until you get up to the actual entrance. Then you'll know that that's the entrance. So when you're traveling up Red School, once you pass the monument out at the corner, without something on the building, you're not, you don't really know you're going in the right direction, till you, till you can spot the, the entrance which is

Vice-Chairman Gary: I thought the sign on the corner sent you in the right direction.

Mr. Longacre: Well it does, but that identifies the building. You're not looking

Vice-Chairman Gary: It would, it seems to me that once you're in the, I mean there's not going to be a Mc Donald's along with it or something like that, right? That once you're inside? All right, that's fine.

Mr. Longacre: Okay. Thanks.

Vice-Chairman Gary: Uh, anyone from the, uh, audience? Again, Joe Lusardi.

Mr. Lusardi: My question was, I counted at least three (inaudible) signs, now will that elevation be viewed from the road? Granted from Baltimore progressing up Red School Lane, the elevation changes so, you're going to be down low as you go up. Why then would the (inaudible) sign need to be lit, if you're already announcing who you are, where you are, and as you progress up?

Ms. Park: I, I think they're, they're just capturing, there is a, well, a freestanding one.

Attorney Peck: There is only going to be two monument signs, um, they will be, like, directional signs within the, uh, property itself, uh, but we're only here talking about the two mon, two monument signs. So I just want to clarify that point, but, then to get to your lighting question,

Mr. Lusardi: Yeah.

Ms. Park: Well, I think it once again; I think, you know, the corner monument sign is to capture an audience to turn. Um, you may see the building behind the letters, Coordinated Health, before our (inaudible). You're capturing a second audience. In the other direction you won't see that building sign, so you're going to depend on that driveway monument sign. We've been trying to just capture the audience at, at different points.

Mr. Lusardi: So as I'm coming, looking down Red School and I going by the Care Center, there's that hedge line there that, or certain trees, stuff like that. Is that going to come down or is that going to stay in (inaudible).

Ms. Park: We're leaving as much of

Mr. Lusardi: Okay.

Ms. Park: Yeah.

Mr. Lusardi: So, then, when that's in full bloom you're not going to see anything until you're right on your entrance.

Ms. Park: Which is our, our drive monument.

Mr. Lusardi: Right. So you're going to have a sign there?

Ms. Park: Right.

Mr. Lusardi: And that's going to be lit. So, again, why the façade?

Ms. Park: For when, I mean right now you can see the whole front of the building.

Mr. Lusardi: Mmm hmm.

Ms. Park: You know, winter months, fall months, whatever time of year you will be able to see that coming up to our property, before the monument sign.

Mr. Lusardi: The façade sign itself, is that LED, uh, lit?

Mr. Longacre: That's all LED.

Mr. Lusardi: Everything's LED?

Attorney Peck: Yeah, no fluorescent. (Inaudible).

Ms. Park: Yeah.

Mr. Longacre: Okay.

Vice-Chairman Gary: Anyone else?

Attorney Peck: Okay, let's call our Planner, Mr. Charles Heydt.

Attorney Sposaro: Do you swear and affirm the testimony you will give in this matter will be the truth, the whole truth and nothing but the truth so help you God?

Mr. Heydt: I do.

Attorney Sposaro: Uh, state your name and spell your last name for the record.

Mr. Heydt: Charles Heydt, its spelled H-e-y-d-t.

Attorney Sposaro: Thank you.

Mr. Heydt: with Langan Engineering.

Attorney Peck: Charles, can you give the Board the benefit of your, uh, educational background?

Mr. Heydt: Certainly. I have a Masters in City and Regional Planning from Rutgers University; Bloustein School of Planning Public Policy. I also have my Prof, Professional Planning License No. 6211 and I'm also certified by the National, uh, Certified Planners, my AICP verification.

Attorney Peck: And you're licensed is current in the State of New Jersey?

Mr. Heydt: Current dues are paid.

Attorney Peck: Okay, and, uh, you've been accepted as an expert in the field of planning in the State of New Jersey?

Mr. Heydt: I have been accepted in the field of planning before numerous boards throughout the state and I've also sat on several boards, uh, in Saddle Brook, Paramus, in different, in different municipalities as well.

Attorney Peck: I'd like to move Mr. Heydt as an expert in the field of, uh, Professional Planner.

Attorney Sposaro: Sounds like he's qualified to me.

Attorney Peck: Good. Charles, I won't belabor the point, and, uh, you know the variances that we're seeking tonight. If you could, just walk the Board through each variance and put on the proofs, positive/negative criteria.

Mr. Heydt: Certainly. So I'll start with the, uh, Community Monument Sign that's being proposed at the intersection of Baltimore and Red School Lane. That requires a Use Variance. The proofs justifications for that variance are different that the other Bulk Variances. You might be aware, uh, the, the justifications, uh, for D-1 Use Variance have, are, the Board can grant for particular, uh, for particular cases for special reasons. And usually what the test is that's applied is the, uh, suitability test; uh, particular suitability. Is this, uh, proposal particularly suited for the location of the premises? Uh, in this instance, we have a unique existing building, uh, an oversized lot, a long street frontage; uh, the lot does have a small portion that's at the intersection located in the Residential Zone. Uh, but it's still a part of the larger parcel and the professional office, so, so given all that, the proposal for a monument sign that helps in identification that you're at the right in, intersection, you're near the facility but you can't see it from that intersection, as we went over earlier. And also that we are proposing a display, uh, LED lit display that provides community information, uh, (inaudible) we're, we're aware, uh, that that would be needed to be located at an intersection. You wouldn't want to locate that, uh, off into the distance, you'd want to make that aware to passerby's, it's, uh, an area that's more frequently visible by drivers. Uh, it will be a static image so it won't, uh, create too drastic of a, a, of a distraction to drivers, it will be a static image. Uh, and it does maintain the setbacks of 20' that's required for, uh, any, any, uh, signage at, at that, as a front yard setback.

Attorney Peck: So you have that, uh, does it negatively impact the surrounding neighborhood?

Mr. Heydt: Sure.

Attorney Peck: Any

Mr. Heydt: That's the positive criteria I went over. The negative criteria, uh, that it does impact the intent of, of the, or the public benefit, public welfare. And this actually, what we're proposing, we feel that it doesn't. A positive, it provides a positive benefit. Uh, so, being that it's at an intersection, we're not coloring it with any green, red or amber lighting that could be confused for signals at the intersection. It will also be a static image so it won't reduce, it will reduce any distraction, uh, and it won't create any negative to, to the public welfare. Uh, there's also a criteria that you have to meet for negative, uh, that you don't impair, impair the intent of the zone plans. So, for this instance, um, the property is adjacent to the P O Zone, the larger property is, the main facility located in the P O Zone so

it's an adjacent parcel or well it is the same parcel in the, works in the, in the Residential Zone. So, uh, it, uh, it, it is oriented to not display any visual lights to the residential neighbor directly behind it. There's nothing on the rear side, uh, and it, it, uh, it is designed in a way to reduce that overall impact, uh, considering the zone.

Attorney Peck: Okay, thanks. Uh, why don't you, uh, move into some of the Bulk Variances?

Mr. Heydt: Certainly. So there's a number of Bulk Variances as we had discussed originally and went through them. Uh, I will try and do them in a certain flow that, that makes sense. If you have any questions or if it's, if you want clarification on anything, please let me know. Uh, the first Bulk Variance I'll go over is the number of monument signs. We did, we did mention that there is a freestanding monument sign, the community sign located at the intersection. There was some discussion as to why you need two signs if, uh, there's that, that one community sign. The distance between that intersection and the driveway is over, over 550 feet. This total feet frontage is 5 to 600 feet. So just that distance alone creates a tremendous amount of, uh, time when you're driving from the intersection to where the driveway's located and providing the additional monument sign, uh, would be, would be beneficial to know the location of the driveway entrance, specifically. It also provided the types of services, uh, that are provided at the health care facility, so when you're going there you know, yes, this is the, the Coordinated Health Facility and yes, I, I can, they, they do have the, the type of, uh, health care services that I'm looking for, uh, and yeah, the, the, the, just the overall purpose of these signs are different. Uh, again, with the, the neg, some of the neg, neg, negative criteria at the ends to capture all the. Uh, the area of the monument signs as proposed, the freestanding sign, is larger, greater than the maximum, uh, maximum area of monument signs permitted. Uh, that is the freestanding sign that's providing the LE, the display, uh, the, yes this sign. So with considering this as part of the sign, the height of it, uh, is 45" of the screen and the overall square footage, I don't have that, but, uh, just that, that sets us over, uh, the maximum area. So if the proposal for the display sign is, is approved, that would be, um, the reason why it's over. Uh, the, that's also the reason for the height that exceeds of the height for this, for this sign as well. Uh, the other monument sign does provide the types of use; the types of services provided which is permitted by the zoning ordinance. So in order to provide the number of, of different meters on this facility, uh, that sets us over on area for, for that sign.

Member Bittone: It's a different number of users, but correct me if I'm wrong, it's all Coordinated Health? There the only, they're the sole tenant?

Attorney Peck: They're like, yeah, they're like different practice groups within Coordinated Health and maybe that's not even the right word, the practice group, but the different services that are offered. You know, it's imaging to physical therapy to, you know, they're all Coordinated Health operations; but it's different activities that are occurring.

Mr. Heydt: So we can get into the aggregate sign area, the façade sign area. Uh, now, there are three different façade mounted signs. You have the logo sign in the corner, the, yes this logo kind, sign in the corner, the Coordinated Health sign attached to the façade and then the address number 222. Uh, they all serve different purposes. Uh, the zoning ordinance is written in a way that permits a certain square footage per building length. So if you had a 50 foot build, 50 foot wide building, you would be permitted a 100 foot square of, of aggregate signage; in this case, this building is 273 feet long. So if you were to do the doubling, essentially, to get the square, permitted square footage based on that portion of the ordinance, you would be permitted to almost 434 square feet. There is a caveat that says a maximum of a 100 feet and that's what the variance we're requesting. The overall aggregate area for these three signs, which all serve a different purpose, is 209 square feet. The last Bulk Variance that I can cover is

the changing of the banner signs. There's a portion of the ordinance that requires all approvals to, all, all change in signs to be approved by the Board. Uh, this, the applicant is requesting that the signs that are proposed, the, the standard sign as proposed, is also the same dimensions, material, lettering and general theme will be consistent for any other, uh, proposed banner signs that are located; they are going to be for seasonal banner signs and other, uh, medical related, uh, months; Breast Cancer Awareness, and, and, and the like. So, they're proposing that that condition be waived so that they can change out the signs without having to come back to the Board.

Attorney Peck: And how, uh, you know with all these various Bulk Variances you, you described from the, uh, aggregate façade square footage to the banners, etc. How is the negative criteria implicated?

Mr. Heydt: So, again, the negative criteria is similar. You can't, you, you have to identify how the, uh, that the public welfare isn't, uh, that there's no impact, no negative impact to the public welfare and also that there's no negative impact to the zone plan. Uh, this is a permitted use in, in the P O Zone, so all the banners, all the signs, uh, are, are for a commercial health care facility. They're all designed; it's an overall signs package, uh, signage plan has been carefully detailed to provide, uh, awareness on the parking lots, where the buildings located, where the driveway is, what services are provided and all that information, in strategic ways to benefit the public, the public welfare and also maintain the intent of the zone plan.

Attorney Peck: That leaves, the standards actually that there can't be any significant negative impact.

Mr. Heydt: Significant. That's correct.

Attorney Peck: A opposed to just any (inaudible).

Mr. Heydt: Correct.

Attorney Peck: Okay, thank you.

Member DeGross: Question on the Coordinated Health sign. This total of 82" high, that can be cut in half and still be below the, the roofline. Uh, what's wrong with cutting it down to 41"?

Attorney Peck: Well, I think that's more for Mr. Longacre.

Mr. Longacre: Yeah.

Attorney Peck: Want to testify?

Mr. Longacre: Sure. Reducing the letters, by reducing the size of the letters, you're saying?

Member DeGross: It's 82" x 37', uh, if you bring it down 41", that would be cutting in half and that would be even with the roofline then.

Mr. Longacre: Yes it, but you would not be able to see the letters from the road. The letters would have to be too small.

Member DeGross: That's what the monument signs are for, to see, to see what the building is from the road.

Mr. Longacre: Well, I, I can't argue that. But that sign in particular, uh, the size of those letters were designed so that they could be viewed from the 300 foot distance, over 300 foot. If you, if you reduce

Mr. Longacre (Con't): the size of the background, um, the background, you're not, you're not really going to notice that much. Like I said, you're going to see daylight through it. The, uh, the letters themselves; the background stands, someone asked this question before, I forget who it was, the background stands 41" above the roofline. The whole sign is 82 but it's only 41" above the roofline.

Member DeGross: Right.

Mr. Longacre: The letters themselves are about 30" tall. So in order to maintain the logo and they're brand with the logo size to the text the way it is, um, I, there isn't enough room to bring it down lower because of the windows.

Member DeGross: Well, I, I understand that, I was just thinking more of a smaller sign.

Mr. Longacre: Right. I understand. That wouldn't serve their purpose of being able to see it,

Member DeGross: Okay.

Mr. Longacre: being able to see it from the road; you would only see it from the parking lot.

Member Marchie: You said you can see through this, now you said the sign

Mr. Longacre: It's a mesh.

Member Marchie: And, and, and it's lit up?

Mr. Longacre: No, no, no. The only thing that's lit is the letters.

Member Marchie: Is the letters?

Mr. Longacre: Yes, the background is not lit at all.

Member Marchie: Okay, so it doesn't, none of that lighting

Mr. Longacre: It's actually

Member Marchie: And you did say none of that lighting reflects to the back?

Mr. Longacre: No, none at all. Nothing, nothing

Member Marchie: You know the people that are sitting in the back, they're concerned about that, so.

Mr. Longacre: Oh, certainly. No, there is no signage that faces the back of the building whatsoever.

Attorney Peck: Red School is going to be the only one that's gonna see

Mr. Longacre: Yes.

Member Marchie: I got a little confused when he said it was mesh and then the lighting, so, okay.

Mr. Longacre: Yeah. And it's, it's in the, it's in my description here. It's a 16 gauge, it's a 3/8" square on 1/2" centers, and it's 56% open. So it's not a solid panel, it doesn't catch a lot of wind

Member Marchie: I understand.

Mr. Longacre: and you actually will be able to see some daylight. You're going to see it but it's not gonna be colored, it's not going to look like an ugly panel.

Member Marchie: Uh huh.

Mr. Longacre: It will have, it will

Attorney Peck: Chuck, the letters themselves, how high will they rise above the, uh,

Mr. Longacre: The letters themselves? Um, if they're a 30" letter, that's approximately 15".

?: Past the roofline?

Mr. Longacre: Uh huh. The letter itself, yeah.

Vice-Chairman Gary: Okay, let, let's take a short recess. About 5 minutes. We've been sitting here for a couple of hours.

Attorney Peck: Done with the, uh, questioning of all my witnesses? Are you done with all the questioning of the witnesses?

Vice-Chairman Gary: Uh,

Attorney Peck: You might think of something?

Vice-Chairman Gary: Yeah, yeah, let's go with, in 5 minutes you never know.

Recess

Continue

Vice-Chairman Gary: All right, we're back in session. Uh, were there any questions, uh, from the audience?

Mr. Lusardi: General questions?

Vice-Chairman Gary: Well, for, um, Mr. Heydt.

Mr. Lusardi: Any more questions?

Vice-Chairman Gary: I was going to ask that. Any, anyone from the Board?

Mr. Lusardi: I know there was a question raised about the adding of light, so tell me if I'm out of line here, but this actually for the project, um, (inaudible). So right now the building has most of its parking lot lights throttled down. Uh, based on my experience, I live on 7th, S. 7th and Baltimore, so when the previous, uh, people were there, the parking lot lights were throttled up, it's pretty bright. Taken into effect, the perimeter security lights, now the new signage and the lighting, I'm pretty familiar with LED lighting, so I know it can be dimmed down. But my question is, is once this project is completed and the building opens, we're going to start to glow again. So, what is there or can there be a study on the ambient lighting on how it's going to be affected, not so much in the evening hours, but in the night.

?: But this, isn't this a question that with what we're dealing with now?

Vice-Chairman Gary: Are you saying the lighting from the signs?

Mr. Lusardi: Well, I'm not; I guess I'm saying the lighting that could run

Vice-Chairman Gary: Well, with all due respect, we're not here talking about the lighting.

Member Rutledge: Yeah.

Attorney Sposaro: That's, that's site plan approval and I'm assuming that

Ms. Park: Yeah.

Attorney Sposaro: the other site lighting was part of that approval.

Attorney Peck: We have, actually we have somebody, if the Board just wants to, you know, in the interest of answering the question, we have, uh, Ms. Erin Kintzer from, uh, Macada who can testify to that.

Ms.Kintzer: Actually, um,

Attorney Sposaro: Why don't you come up here, if you're going to testify, we'll get you sworn in.

(Inaudible – Several speaking at same time).

Attorney Sposaro: Do you swear upon the testimony that you give in this matter is the truth, the whole truth and nothing but the truth?

Ms. Kintzer: I do.

Attorney Sposaro: State your name for the record and spell your last name please.

Ms. Kintzer: Erin Kintzer, K-i-n-t-z-e-r.

Attorney Sposaro: Mr. Peck, go right ahead.

Attorney Peck: Yeah, uh, Ms. Kintzer, just what's your role, uh, in this?

Ms. Kintzer: Uh, sure, uh, I'm the Director of Development and Construction for Macada Properties. Uh, I'm also the li, the licensed architect in the State of Pennsylvania.

Attorney Peck: Okay,

Ms. Kintzer: But I'm not the licensed architect on this project.

Attorney Peck: (Inaudible).

Ms. Kintzer: Sure, sure, so.

Attorney Peck: But there is some questions raised about the lighting.

Ms. Kintzer: Sure. We have, there are existing light poles in the back parking lot, which I think, is the most concern, and the new light poles having to do with the new parking lot out front. The light poles in the back are being replaced, several of them, cause they are on, um, basically the telephone poles. So they would be on new metal poles and all of the lights will have new heads so that they're LED. Um,

they also have shields on them so, um, the light is directional as possible. So the new lighting plans actually; a revised one was sent to Paul Sterbenz, the Township Engineer, um, it may have been Monday of this week, because, um, they did, um, make some minor adjustments. And basically with this new lighting plan, we're showing that the foot candles that are calculated, um, in the area has zero spill over to anywhere outside of our property line.

Attorney Peck: Okay.

Member DeGross: Are there security lights on the building?

Ms. Kintzer: Um, there are lights, some of, the back parking lot is lit by both poles on, uh, closer to those properties which face our building and then there will be, uh, wall packs on the building itself to go the other way. But they're not strong enough to have any footprint candle effect past the property line. So it's lit that way.

Attorney Peck: Okay. Thanks, hope that that clarifies some of the (inaudible).

Vice-Chairman Gary: Okay. Any other questions for any of the, uh, experts?

Member DeGross: The, the lights on the, uh, the banner sign, not the banner signs, the, uh, monument signs, will they, uh, go off at a certain time when the building is closed?

Ms. Park: Um, so, right now the hours of this clinic are Monday through Friday, 7 am to 8 pm, and then Saturday, Sunday, 8 am to 4 pm. Um, any of the timers that we set for any illuminated signs will work with the seasonal changes. So, given today, our lights may kick on at 7:30 at night and then shut off at 6:30 in the morning. So they will be illuminated during off hours, um, but it will be go daylight savings, so every day will be a little bit different. So during the day, they're not lit because you can see the sign without the illumination, that's based on the time change they'll kick on and shut off.

Vice-Chairman Gary: So it's a photo cell?

Ms. Park: Yes.

Attorney Peck: But right now they're designed to handle the (inaudible).

Ms. Park: Yes.

Attorney Sposaro: Maybe this is a stupid question, but, if the facility is closed, why do you need the signage illuminated?

Ms. Park: For identification purposes. We are requiring a lot of identification. Actually, we're about to merge with the clinic that has a home, currently in Phillipsburg, New Jersey. Um, those resident patients are now going to be coming to a new location with a new name. They're not used to being a Coordinated Health patient, but their physician is merging, so they have this new identifying word, that we kind of move them until they're familiar with. Um, in the same sense, Coordinated Health has an office where we lease space in Phillipsburg, on Stryker's Road, but now we are in our own space. So again, that emphasis of we are no longer on Stryker's Road, get used to us being on Red School, you know, even through off hours.

Member Bittone: Do you have the, uh, your Care on Demand Center, does that have the, uh, approval to run 24 hours a day if they wanted to, seven days a week?

Ms. Park: No, we are not; we are not licensed as an urgent care, so they work with the hours of the facility.

Member Bittone: So you don't your business hours changing much in the future?

Ms. Park: That would be a, a Coordinated Health

Member Bittone: Right.

Ms. Park: representative would be able to answer that. But all service lines vs. orthopedic, any of those service lines we went through would be within those confines of the Monday through Sunday hours (inaudible).

Member DeGross: Would you consider removing the banner signs from your request? It seems like an over-kill, gaudiness, commercialism.

Ms. Park: Um, I think if you were approving things on, in, in the same piece by piece, you would kind of vote

Member Bittone: Uh huh.

Ms. Park: on, I think we would take what was approved and submit for permits, you know, for what was approved and go back to Coordinated Health with whatever's denied and see if they want to go for a second tryout. I don't know how typical that is that you come back around and tweak things. But I think we would take what was approved and not hold up the process and make sure we get things on the lot for opening this summer and then have them as a (inaudible) to rethink their plans after that.

Attorney Sposaro: I think in fairness to the applicant, uh, and, and I don't mean to preclude anything that we've finished with your presentation, we move to discuss in open session, what you like and don't like and give the applicants some feedback and maybe they want to revise their plans and maybe you're happy with them and there's no plan revisions necessary. But, I think, we're at that point, and I, and I

Attorney Peck: We, we concluded our presentation.

Attorney Sposaro: Thank you.

Vice-Chairman Gary: Yeah, (inaudible) our vote, our vote for each, uh.

Attorney Sposaro: Let me do this, why don't we open it to the public and see if they have any comments before we, uh.

Member Rutledge: So be it.

Vice-Chairman Gary: Any, any further comments from the public?

Ms. Kintzer: I'd like to add something. I'd like to add that this is a very heavily landscaped site and, so, from our experience from some of our other sites, that patients need constant reaffirmation that they are at the correct location. Um, so, once you're in the parking lot, that's why you need to see the whole sign. Um, the trees that are along Red School Lane are staying along Red School Lane as well, as well as the large oak that's there. Um, once the site work's done in the parking lot, there will be trees there as well. So, while every site is, every sign is not, it's not seen from every angle, and so that's another

reason why; you know, it seems like excessive signs, but at 10 ½ acres, a very large site, probably our largest and, um, and there's a lot of places, people directions that people can come up.

Attorney Sposaro: Thank you.

Vice-Chairman Gary: Any other questions; any other discussions?

Attorney Sposaro: I think what you need do is to, uh, address this in as a logical way as we can, uh, George I may need some, a little help from you on this one. The corner lot and sign, if you, if you could, just again, identify the variances that are needed and you can discuss that sign and then move on to the other ones.

Planner Ritter: Uh, the corner monument sign is, uh, first of all, it needs a variance, uh, this is sign 3.1. Uh, if I have this correct is proposed to be 70 square feet; 25 square feet is permitted. Uh, that would be one of the variances to be considered. Also, it contains, obviously a reader board, which is something that you have to decide whether you want to have there or not. The township ordinance clearly discourages that and prohibits it. Uh, also the height of the sign exceeds 5 feet, uh, and it, it's actually proposed at 8 feet in height. Uh, and that is the variance, oh, and then of course, the Use Variance itself to allow it to be constructed in a residential area. Uh, and that is linked to the fact that they also have another sign at the entrance, in a way, uh, because the ordinance al, uh, allows only one freestanding sign per site. Uh, so, that's, that's the variances associated with, uh, the sign on the corner. Uh, (inaudible).

Attorney Sposaro: Based upon the testimony, if I understand it correctly, the reader board drives the size and the height.

Attorney Peck: That's, that's correct.

Attorney Sposaro: Okay.

Attorney Peck: It still, it still might be a little larger than, because of the topography and the base that it has to sit on, it still might be larger than what's allowed by ordinance. But clearly, the reader board, you know, is what, what gives the sizes, its, uh, the sign its size.

Attorney Sposaro: So perhaps as a threshold question, the Board needs to discuss whether it is comfortable or uncomfortable with the, the reader board and I, I'll just throw out this idea; it doesn't necessarily have to be an all or nothing proposition. You may not like it and the discussion stops there, but if you're willing to consider it, you may want to consider, uh, and impose some conditions or restrictions on what types of, uh, information can be displayed and when it can be displayed. There, there may be some community information that's displayed but, and this company is in the business to make, to make money and they're going to advertise and market using that to some degree. I don't think it's limited to, uh, to public service announcements. And that's not necessarily bad, but, it's a reality. So, you've gotta decide, A) if you like the read, reader board, B) if you are okay with it, are you going to limit types of things that are placed on that reader board, the hours, uh, so. I've already talked too much tonight, so, I'll let you all talk.

Vice-Chairman Gary: Any thoughts?

Member Bittone: I don't necessarily disagree with the reader board, but, I would like to monitor the content. But Tony's right, it should be used for advertising, then if it's truly a give-back, then it should be used for all community service.

Mr. Longacre: I think she acknowledged that it's not for advertisement earlier.

Mr. Park: It's more of, like, uh, a posting of flu vaccines, free mammograms, you know.

Mr. Longacre: Yeah, I'm pretty sure that's what you said, there'd be no advertisements.

Vice-Chairman Gary: But that is advertising.

Member Bittone: It is advertising, right?

Ms. Park: Now at the same time, we don't have the content prepared, because Coordinated Health's Marketing Department would follow that type of imagery. Um,

(Inaudible- several speaking at once).

Attorney Sposaro: I could envision, "The best area facility, three years in a row". Now, so, is that advertising or is that a public service announcement?

Ms. Park: Right.

Member Marchie: But you said you would run it past the township

Ms. Park: I think it's, I think

Member Marchie: also.

Ms. Park: because it is something that could change within the day and also maybe a new one comes in next month, I think it, you would, I mean, I don't know necessarily I want to go down the permitting route for every time we change that static image,

Attorney Sposaro: Yeah, and that's

Ms. Park: but that is (inaudible) something that we would want to coordinate with the township. We would now probably be going plugging these things if it's approved.

Attorney Sposaro: I, I just don't know how, um, I'm going to draft the resolution. When I look around I'm gonna be drafting the resolution, how I, uh, how I limit it if you want it limited. Uh, coming to the municipality on a regular basis to re, review content, this, uh, is going to be difficult for the, for the operator, it's going to be difficult for us; it's going to be difficult to enforce. I think we're just creating a headache there, so, uh, if you're comfortable with what you think they're going to do, fine. If not, now is the time to say it.

Vice-Chairman Gary: Well, let me, let me ask; let me ask, yeah, if I may, let me ask this. Uh, is there any opposition to the reader board itself?

Member Bittone: Yeah, I don't, I don't think it's necessary, I think it's just making a bigger, bigger sign out of it.

Vice-Chairman Gary: Any other thoughts?

Member Horun: I, I just think it's good to see what's going on with them, (inaudible) or something, some kind of services I think that is helpful. Uh, so we're just extending the fact that it is a physical benefit.

Attorney Sposaro: So why don't we do this, why don't, uh, uh, someone make a motion on the issue of whether they want the reader board, yes or no.

Motion to accept the reader board.

Motion by: Member Rutledge

Seconded by: Member Horun

ROLL CALL:

AYES: Members DeGroff, Marchie, Horun, Rutledge

NAYS: Members Unangst, Bittone, Vice-Chairman Gary

Attorney Sposaro: So that passes?

Secretary Coleman: Yes, 4 yes', 3 no's.

Attorney Sposaro: The next question is do you want to limit the content in any way on the reader board?

Attorney Sposaro: Limited or not limited?

Member Rutledge: Not limited.

Secretary Coleman: Not limited?

Attorney Sposaro: The motion is to not limit the content on the reader board. Meaning it would be left to the discretion of the operators.

Vice-Chairman Gary: Based on what we heard tonight?

Member Bittone: No, just in general, overall.

Attorney Peck: Yeah, if, if, if I can add, I mean, it's not going to be, like, "Hey it's a two for one physical therapy special today". I mean, it, you know, I think it's certainly possible that it could be, like, "Best health care facility", you know, "in the Lehigh Valley". You know, you might get something like that. But I think for the most part it would be, you know, get your flu shot, uh, you know, Halloween Parade, uh, you know, mammogram clinic, you know, pet vaccinations, you know, rabies shots.

Ms. Park: Um, Coordinated Health also awards athlete of the month to a local athlete (inaudible), so things like that.

Member DeGroff: They could limit it to, uh, medical notices and community affairs?

Ms. Park: Yes. You state it and you vote and then I'll take that back with me. If that's how you exact a limit, then I know that's all they can plug in.

Attorney Peck: That, that's, we, we have no objection with, with that terminology. Community events and medical related VSA's.

Attorney Sposaro: Someone making that motion?

Motion by: Member Rutledge

Seconded by: Member Unangst

ROLL CALL:

AYES: Members DeGroff, Marchie, Horun, Unangst, Rutledge, Bittone and Vice-Chairman Gary

NAYS: None

Attorney Sposaro: Okay, the next is, uh, hours that that reader board would be in use. Is there a certain point in time when you want to shut down the board, or limit what's being posted on the board or do you want leave it to the discretion of the operator?

Motion to limit the hours to the discretion of the operator to control what's on the board.

Motion by: Member Rutledge

Seconded by: Member Unangst

Member Rutledge: They already said that they would, uh, in the town, that (inaudible).

Vice-Chairman Gary: Well, that's kind of two different things you're saying Gus, I think. We're not talking about what's on it; we're talking about hours of operation. So what are we (inaudible).

Member Rutledge: I would move that we don't limit the hours of operation.

Attorney Sposaro: Is there a second?

Member Unangst: I'll second.

ROLL CALL:

AYES: Members DeGroff, Marchie, Unangst, Rutledge

NAYS: Members Horun, Bittone and Vice-Chairman Gary

Secretary Coleman: Vote is 4-3, yes.

Attorney Sposaro: Okay, uh, size of, the size and height, why don't we just do those together because I think they're, they're linked together. Is everyone, uh, comfortable with the size of the sign and the height? If so, uh, the motion would be to, uh, grant variance relief of the size and height of the sign.

Motion to grant variance relief of the size and height of the sign.

Motion by: Member Rutledge

Seconded by: Member Horun

ROLL CALL:

AYES: Members DeGroff, Marchie, Horun, Unangst, Rutledge, Bittone and Vice-Chairman Gary

NAYS: None

Attorney Sposaro: Okay, moving on, uh, I think that's all the variances really address to that, that particular sign.

Attorney Peck: That, that monument sign has now been approved.

Attorney Sposaro: All right, the, uh, façade signs; we've got (inaudible)

Attorney Peck: If, if, if I may actually, uh, if I could suggest, there's the two monument signs.

Attorney Sposaro: Okay, if you want, we can go to the next

Attorney Peck: Knock, knock them off.

Attorney Sposaro: That's fine, the, the entrance.

Attorney Peck: Yeah, this would be then for the, the one at the, uh, entrance and

Attorney Sposaro: Second, second monument sign at the entrance.

Member Rutledge: I move to pass this.

Attorney Sposaro: Well before you do, let's just identify for the record, variances that are necessary. You need, uh, variance for

Planner Ritter: It's, it's a variance for size, 37.9 square feet vs. 25. And for the second sign, second monument sign.

Attorney Sposaro: Right.

Motion to approve the second monument sign for size.

Member Rutledge: I vote to approve the, uh, variance on the second sign.

Attorney Sposaro: I, I understand there's a motion now on the floor to grant variance relief for this sign.

Member Bittone: I'll second the motion.

Motion by: Member Rutledge

Seconded by: Member Bittone

ROLL CALL:

AYES: Members DeGroff, Marchie (I'm debating what they're discussing here, to be honest with you),

Attorney Peck: We're, we're, we're actually thinking that the square footage is, is within the 25' perimeter, so I was just trying to do quick math.

Vice-Chairman Gary: We talked about setback of the sign, right?

Attorney Peck: Hmmm?

Vice-Chairman Gary: We talked about the sign; I mean this is, we talked about the setback and everything.

Attorney Peck: Yeah, it, it meets all the setbacks.

Vice-Chairman Gary: Okay.

Planner Ritter: Yeah, it's (inaudible) the setback.

Attorney Peck: We have it as 24.5, uh, square feet, which would mean that the size is within your (inaudible).

Planner Ritter: That, that's true. If that, if that's all it is.

Member Marchie: Yeah, that's why I wanted the questions answered.

Ms. Park: Yeah, they were.

Attorney Peck: Right, well it was stated that is was 37.9 square feet, so that's why we kind of all (Inaudible – several speaking at once).

Member Marchie: Before I vote, I gotta know what I'm voting on.

Attorney Peck: Yeah,

Member Rutledge: Vote to approve the variance, uh, for the second sign.

Motion to approve the variance for the 2nd monument sign the way it's depicted on the plans.

Attorney Sposaro: The way it's been depicted on the plans?

Member Rutledge: That's correct.

Member Bittone: The entrance signs then, not for the sign, the sign fits in the

Attorney Sposaro: Whether that signage on the side of the sign gets added to the front, you could have a real interesting debate there. So that's why I suggest the motion to be to approve the sign as depicted on the plans.

Vice-Chairman Gary: You said there was a motion? Is there a second?

Member Bittone: Yes.

Motion by: Member Rutledge

Seconded by: Member Bittone

ROLL CALL:

AYES: Members DeGroff, Marchie, Horun, Unangst, Rutledge, Bittone and Vice-Chairman Gary

NAYS: None

Vice-Chairman Gary: Thank you.

Planner Ritter: The, by the way, just, just, the sign itself is 37.9 square feet and they have the signage is what we're calculating at 25, 25 square feet. Another words, the dimension of the sign

Member Bittone: Right.

Planner Ritter: it's fine, you approved it as drawn, but I'm just, I'm just saying that this pylon itself exceeds the 25 square footage.

Attorney Sposaro: All right, we're now looking at the façade signs. You've got, uh, the logo, the C logo and then the sign that is, it, it extends partially above the roofline. I had far too much to say tonight about the roof mounted signs or what the intent of the ordinance was, so, the, I don't know if you want to deal with those subsets separate. And then we've got the size of the sign as well.

(Inaudible – several speaking at once).

Attorney Sposaro: an aggregate façade.

Attorney Peck: Yeah, the aggregate façade square footage.

Member Rutledge: I move that we, uh, all approve the variance to accept the signs as drawn, all of them.

Vice-Chairman Gary: Well, we didn't, I don't think we included in that one, is that the, the actual address, what is it, 20?

Attorney Peck: 222

Vice-Chairman Gary: 222. Okay. So, we're saying all the of the signs,

Member Rutledge: All signs as drawn.

Vice-Chairman Gary: three in question.

Member Bittone: Four.

Ms. Park: Yeah, so, this one I would count the logo as the address, and then the canopy

Vice-Chairman Gary: Oh, I'm sorry, that's right. I'm sorry, there

Ms. Park: (Inaudible – several speaking at once).

Attorney Sposaro: That's, that's included.

Ms. Park: On that one sign, okay.

Member Horun: And the logo is, is (inaudible).

Attorney Peck: That's internally illuminated there, correct.

Member Unangst: I'll second that as a new section.

Attorney Peck: No, that doesn't

Ms. Park: Not during the day.

Attorney Peck: It's not on during the day.

Motion to approve variance all signs as drawn.

Motion by:

ROLL CALL: Member Rutledge

Seconded by: Member Unangst

AYES: Members DeGross, Marchie, Horun, Unangst, Rutledge, Bittone and Vice-Chairman Gary
NAYS: None

Attorney Sposaro: What's left? The flags, uh,

Attorney Peck: The banners with

Attorney Sposaro: the banners and flags (inaudible) directional (inaudible).

Attorney Peck: The Tombstones.

Ms. Park: Sorry. (Inaudible).

Attorney Sposaro: For those signs, George, we need variances for the size and

Planner Ritter: Yeah, the banner signs, we need it for the height, in the amount of 20 feet in the air, when we allow five and the area of the, of the banners only because they contain (inaudible – very loud background noise), uh, do I have the size over here?

Attorney Peck: I believe there, uh, 2 x 4.

Planner Ritter: Yeah, they're 8 square feet, where, where the exempted signs are for. But these wouldn't be exempted because they have the Coordinated Health

Member Bittone: The draw in the parking lot, it'll, won't be seen really from the street.

Member DeGross: I'd like to make a motion that we do not approve the banner signs.

Vice-Chairman Gary: Is there a second?

Attorney Sposaro: Before you say yes or no, is, is it the height, is it the size, is it the advertising, is it the number?

Planner Ritter: I guess, I guess I should all, all of the above are considered to be freestanding signs.

Vice-Chairman Gary: Right.

Planner Ritter: So that, that

Vice-Chairman Gary: All of the above? Yeah, okay. Is there a second? There's a motion to approve banners.

Motion to approve the banner signs.

Member Bittone: I'll make the motion to approve.

Member Unangst: I second it.

Motion by: Member Bittone

Seconded by: Member Unangst

Member DeGross: The motion is to approve the ban, banner signs?

Vice-Chairman Gary: Yes.

Attorney Sposaro: And it's been seconded it, so will you do your roll call please?

ROLL CALL:

AYES: Members Marchie, Horun, Unangst, Rutledge, Bittone and Vice-Chairman Gary

NAYS: Member DeGroff

Attorney Sposaro: That's it?

Attorney Peck: I think that's it. Thank you very much, we appreciate your, uh,

Planner Ritter: You're gonna have to approve the tombstone, (inaudible), the directional signs.

Vice-Chairman Gary: The tombstones?

Planner Ritter: The tombstones.

Attorney Peck: Oh, that's right.

Planner Ritter: Because, again, they're considered to be advertising because you have the name on it and your 10 square feet, not 4.

Ms. Park: But, the, the base is what brings up the height up, because it (inaudible – very loud background noise). And this is just, and the reason why it looks that way, that (inaudible).

Attorney Peck: And there just showing 5.1 on the plans that we submitted. Unfortunately we don't have a blow up of those.

Ms. Park: Do you want us

Motion to approve the tombstone signs as drawn.

Member Rutledge: Then we'll accept them as drawn.

Member Unangst: I'll second it.

Motion by: Member Rutledge

Seconded by: Member Unangst

ROLL CALL:

AYES: Members DeGroff, Marchie, Horun, Unangst, Rutledge, Bittone and Vice-Chairman Gary

NAYS: None

Attorney Peck: Now I think that's it. All right, thank you very, we appreciate, really appreciate your time and your consideration on this application.

Attorney Sposaro: I don't know if you want to pay your lawyer, you got nothing that you were looking for tonight.

Attorney Peck: Thanks Tony.

Ms. Park: Thank you.

Attorney Peck: Appreciate it.

Ms. Park: Thank you.

Vice-Chairman Gary: Yeah, uh, we're not done yet guys, we're not done. Um, I make a motion that we, uh, we're now at the payment of bills. I make a motion that we pay the bills as described on the agenda.

Motion to pay bills as described on the agenda.

Motion by: Member Rutledge

Seconded by: Member Marchie

ROLL CALL:

AYES: Members DeGroff, Marchie, Horun, Unangst, Rutledge, Bittone and Vice-Chairman Gary

NAYS: None

Vice-Chairman Gary: Is there a motion to adjourn?

Motion by: Member Bittone

ALL IN FAVOR: AYE

NAYS: NONE

Vice-Chairman Gary: We're adjourned.

Respectfully submitted,

Phyllis D. Coleman
Secretary, Board of Adjustment

Fred Gary
Vice-Chairman