

38 square feet and proposed to be 28.25 square feet. The existing building mounted Jeep sign is 21 square feet and proposed to be 28.73 square feet. The existing building mounted Dodge sign is 29 square feet and proposed to be 15 square feet. The proposed building mounted Ram sign is 38 square feet. The total existing signage is 146.25 (pole mounted sign and the four signs on the front of the building) and is proposed to be 202.78 square feet. The prior approval allowed 146.5 square feet. If the wording and symbols were measured separately and added together, the sign size would be less.

Mr. Schmidt referenced the site plan. The floodplain encompasses a majority of the property. The freestanding sign location is within and will remain within the floodplain. Moving the sign outside of the floodplain to the north will locate the sign too close to the entrance and may cause confusion for customers. The sign in the proposed location will not create a flood hazard. The proposed monument sign is more aesthetically pleasing than what is currently there. Baker sells four different types of cars which is why the additional signage is needed. The proposed monument sign will be 12' in height. There is a 3' drop from Route 206 into the site. The monument sign is setback 20' due to the pedestrian access easement that was granted as part of the prior application.

Mr. Schmidt referenced the Brand Book page showing the monument sign. The applicant will agree as a condition of approval that no additional signage will be allowed on the open panel area. The old signs will be removed, the building facade will be repainted and the new signs will be installed. The sign letters are to be lit and turned off by close of business or 11:00 p.m. As a condition of approval, a night light test will be conducted by the Zoning Officer. Temporary signs are permitted and require Zoning Officer approval. Both entrances to the site are full moving entrances per New Jersey Department of Transportation.

Chairman Conforti opened the meeting to the public.

Sarah Roberts, 48 Harlingen Road, represented the Shade Tree Committee was sworn in. The Shade Tree Committee is concerned with the topping of the trees in front of the site. The trees missing in the middle should be replaced.

Chairman Conforti thought the trees were being topped to keep them from growing into the power lines.

Brandon Baker, 196 Reservoir Road, was sworn in. Mr. Baker confirmed the trees are close to the power lines and they grow so big they block the view of the business. They are the only dealership with trees of this nature.

Ms. Roberts said the tree should be allowed to grow and then should be limbed up so the business can be seen under the tree.

There being no further public comment, a motion to close the public hearing was made by Mr. DeRochi, which was seconded by Mr. Sarle. This was carried on the following voice call vote: Ayes (8) Nays (0) Abstentions (0)

Ms. Coppola noted that the proposed freestanding sign conforms to the maximum square footage permitted. It only requires a height variance. The building mounted signage needs a variance from the number of signs and the total square footage. Ms. Coppola wondered if the freestanding sign would be more visible if it was lowered and installed under the trees.

The Board requested information on the height of the Honda new car monument sign.

Vice Chairman Matthews asked if the panel the applicant agreed to restrict from signage could be removed to reduce the height. Mr. Schatzman noted that they are pre-made signs. It is more economical to use the pre-made sign.

In response to Vice Chairman Matthews' concern about the sign in the floodplain, Ms. Coppola noted that the proposed location is not an issue. The site is over developed in the floodplain and has not created a problem.

Mayor Smith said he thought the signs on the building were attractive but he has an issue with the height of the monument sign and setting a precedent.

Mr. Schatzman said there would not be a precedent there is a 3' drop on this site that is not on the other auto dealer properties. This property is unique. Given the drop the sign would be 9' above the right-of-way.

Mr. DeRochi said he was okay with the monument sign but did not like the building mounted signs. He felt they were too large.

Vice Chairman Matthews agreed that the monument sign is an improvement but the building mounted signs should be reduced.

The applicant took a few minutes to discuss the Board's comments.

Mr. Schatzman advised the Board that the applicant will look at eliminating the RAM and Chrysler symbols on the building. They will also look at the Honda sign. He requested the application be continued to the next meeting.

The application was continued to the November 3, 2014 Planning Board meeting with no further notice requirements.

V. CLOSED SESSION

Mr. Linnus read the resolution to go into closed session so the Board could discuss pending litigation (Kosinski vs. Planning Board, 601 Corridor, LLC and Lanwin Development Corp.).

The Board unanimously voted to go into closed session.

The Board unanimously voted to come out of closed session.

VI. MINUTES

September 15, 2014 – Regular Meeting

A motion to approve the minutes was made by Mr. Wilson, which was seconded by Ms. Davis. This was carried on the following roll call vote:

Ayes: Conforti, Matthews, Davis, DeRochi, Sarle, Smith, Wilson and Glockler

Nays: None

September 15, 2014 – Closed Session

A motion to approve the minutes was made by Mr. Wilson, which was seconded by Mr. Sarle. This was carried on the following roll call vote:

Ayes: Conforti, Matthews, Davis, DeRochi, Sarle, Smith, Wilson and Glockler

Nays: None

There being no further business to come before the Board, the meeting was adjourned at 9:00 p.m.