

Franklin Township

Somerset County, New Jersey

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Township Technical Review Committee (TRC)

MEMORANDUM

To: Zoning Board of Adjustment

From: Technical Review Committee (TRC)

Date: June 7, 2021

Re: Trinity Rehab (ZBA-21-00012) – 1165 Route 27 (Block 88.01, Lot 43) – Sign Variance

SITE & PROJECT DESCRIPTION

The applicant (Trinity Rehab) seeks sign variances to place a 28.75 square foot sign for an existing tenant (Trinity Rehab) within a shopping center located on the northwest corner of the Veronica Avenue/ Route 27 intersection. The site is located within the Township's G-B (General Business) zone which permits retail, office and other commercial uses.



The following sign variances are required:

- *Sign placement:* The proposed sign would not be placed in the same location as Trinity Rehab's tenant space in the building (but would be faced on the side of the building facing Route 27)
- *Vertical dimension* – 3 feet (36") permitted – 42" indicated on the sign detail.

The applicant describes the nature of the application and the need for a sign variance as follows (from application form):

Explain, in detail sufficient for the Board to understand the nature of the proposal, the exact nature of the proposed application and proposed physical modifications to be made to the site, building(s) and/or signage including the proposed use of the premises.

The Applicant is an existing tenant at the subject shopping center. For some time, the Applicant has had significant visibility/exposure issues given the orientation of their sign/storefront as it relates to Veronica Avenue. The Applicant is proposing a second sign on the elevation facing Veronica Avenue. However, this portion of the elevation is not dedicated to the Applicant's tenant space. The sign will be 28.75 sq. ft. with a maximum height of 3 ft. in accordance with the Township's Zoning Ordinances. The sign will be identical to the existing Trinity Rehab sign already at the Property.

List in detail wherein this case conforms to this requirement, including, if applicable, reference to exceptional narrowness, shallowness or shape of the property, or exceptional topographic conditions or physical features uniquely affecting the property, or extraordinary and exceptional situation uniquely affecting the property or the structures lawfully existing thereon.

The Applicant behaves a hardship exists for its tenant space given its orientation as it relates to Veronica Avenue. Visibility is compromised and approving a second sign that faces Veronica Avenue will improve the situation.

The purposes of the Municipal Land Use Law would be advanced by a deviation from the zoning ordinance requirements and the benefits of the deviation would substantially outweigh any detriment under N.J.S.A. 40:55D-70.C(2).

List in detail wherein this case conforms to this requirement:

The Applicant believes there are several special reasons why this application advances the purposes of zoning. Specifically N.J.S.A. 40:55D-2(a)(g) and (i). The Applicant has had a difficult time with visibility due to the orientation of the facade as it relates to Veronica Avenue. By approving this second sign which faces Veronica Avenue, patients will have an easier time, which means safer, locating the Applicant from the street and within the center. Further, given the current sign layout for the subject facade the proposed sign will balance the facade signage and improve the facade's aesthetics.

Supply a statement of facts why relief can be granted without substantial detriment to the public good.

This sign will not be a substantial detriment because it is not creating a situation where aesthetically this center will not look to be overrun with wall signage. Aesthetically, the additional signage works well with the facade. In addition, the second sign is a benefit in that it is improving the tenant's visibility which in turn improves safety.

Supply a statement of facts why relief can be granted without substantial detriment to the intent and purpose of the zone plan and zoning ordinance.

It will not be a substantial detriment to the intent and purpose of the zone plan and zoning ordinances because the size and colors of the sign will conform with the ordinances. Furthermore, in certain circumstances tenants are permitted to have two signs. Therefore, the proposal is not introducing a sign layout that doesn't already exist in the Township.

The site and surrounding area:



TRC REVIEW COMMENTS

None.