

RESOLUTION 2018 - 24

**A RESOLUTION OF THE WASHINGTON TOWNSHIP PLANNING BOARD
GRANTING SIGNAGE APPROVAL TO THE APPLICANT,
ROTHMAN INSTITUTE, BLOCK 115.05, LOT 20
4257-269 HURFFVILLE-CROSS KEYS ROAD
APPLICATION #3838**

WHEREAS, the Applicant, Rothman Institute, whose mailing address is 925 Chestnut Street, 5th Floor, Philadelphia, Pennsylvania 19107, has submitted an Application requesting signage approval for property owned by WS Medical Urban Renewal, LLC whose mailing address is 101 Old Short Hills Road, Suite PH-1, West Orange, New Jersey 07052 and located at 257-269 Hurffville-Cross Keys Road, Sewell, New Jersey 08080; and

WHEREAS, the subject property is located in the Area III of the Washington Square Redevelopment Zone (underlying zones = HC – Highway Commercial); and

WHEREAS, the Applicant had previously received site plan approval under Resolution #2016-13 for Phase I and Resolution #2016-15 for Phase II; and

WHEREAS, the Applicant had previously received signage plan approval under Resolution #2017-10 for a monument sign; and

WHEREAS, the Applicant now seeks approval to construct an attached façade sign that exceeds the permitted dimensions regarding square footage, letter/logo height, multi-line and logo for the Rothman Building; and

WHEREAS, public notice of the hearing was provided in accordance with the requirements of Municipal Land Use Law, N.J.S.A. 40:55D-12; and

WHEREAS, the Applicant is requesting the following variance(s), which variances were properly noticed in accordance with the requirements of the Municipal Land Use Law, N.J.S.A. 40:55D-12; and

- Section 285-230.A-1 – Channel letter height
- Section 285-230.A.2- Number of façade signs, sign area; and

WHEREAS, the Applicant is not requesting any waiver(s); and

WHEREAS, in support of the application, the Applicant submitted a signage submission received on June 28, 2018 consisting of the following:

Sheet	Title	Date	Latest Revision Date
1 of 8	South Elevation	04-24-18	---
2 of 8	System 2 Stem Anchor	01-29-18	---
3 of 8	Drill Markings to make with Strut &	05-21-18	---

	Channel		
4 of 8	Raceway	05-21-18	---
5 of 8	Medallion Mounting Detail	05-21-18	---
6 of 8	Raceway and Lower Seam	05-21-18	---
7 of 8	Raceway Mounted Channel Letters	04-24-18	---
8 of 8	Location of Struts	04-24-18	---
A4.0	South & East Elevation	---	---
4	Phasing Plan	---	---
---	Rendering	---	---

Sheets 1 of 8 through 8 of 8 were prepared and signed by Complete Imaging Corporation and Jene Murdoch, P.E., Murdoch Engineering, 2 Hummingbird Court, Howell, New Jersey 07731, (973) 576-8215.

Sheet A4.0 and Rendering was prepared by Rotwein and Blake, 16 Microlab Road, Suite B, Livingston, New Jersey 07039, (973) 740-9755.

Sheet 4 was prepared by Ronald N. Curcio, Adams, Rehmann, 215 Bellevue Avenue, Hammonton, New Jersey 08037, (609) 561-0482; and

WHEREAS, the Planning Board made its decision in this matter based on the documentation set forth above, the testimony of the Applicant and the Applicant's Professionals and the Board's Professionals made at the time of the hearing on the application and on each of the following:

1. Joseph M. Petrongolo, L.L.A., R.L.A., P.P., Board Planner, submitted a report dated July 6, 2018; and

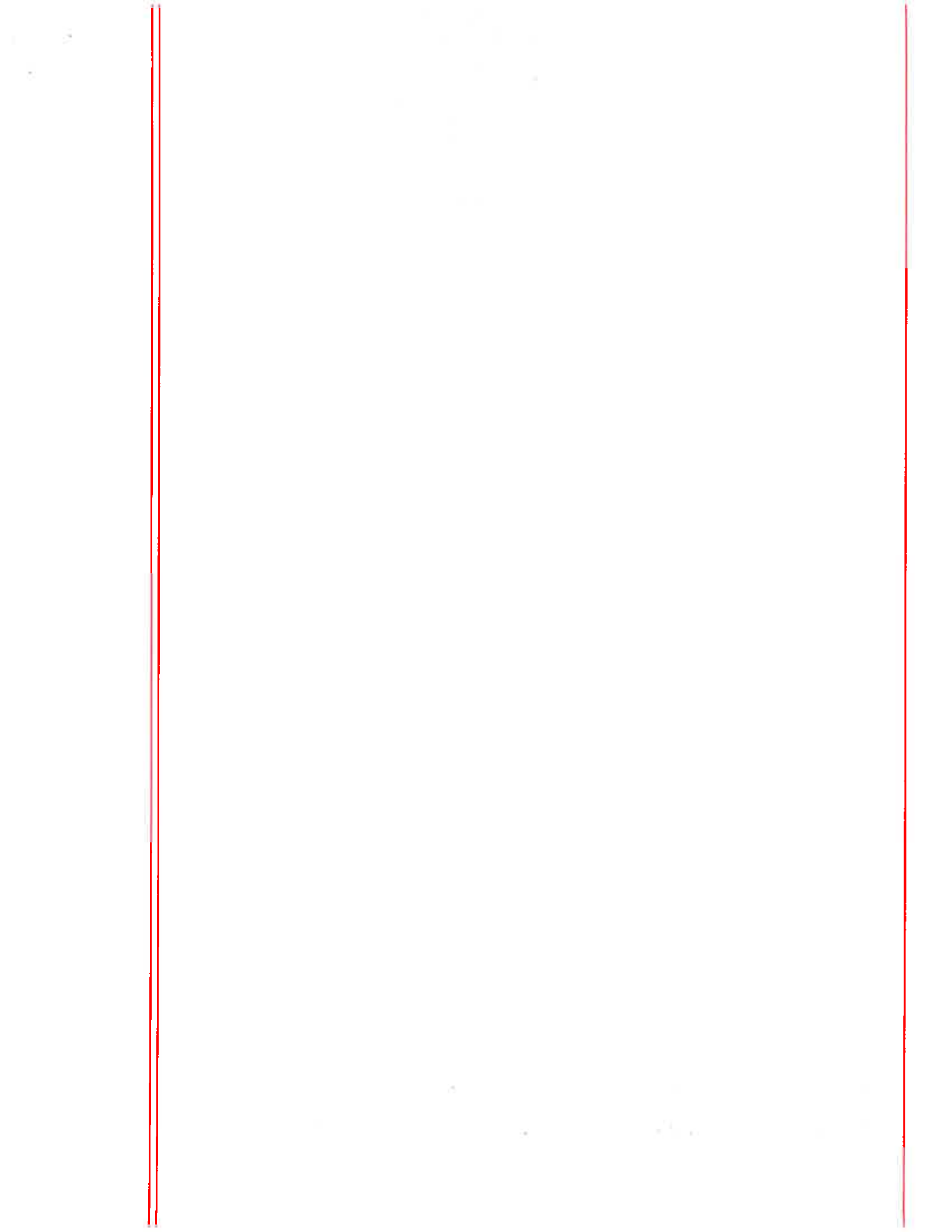
WHEREAS, the Applicant was represented by Robert Mintz, Esquire, at the July 10, 2018 hearing on this matter; and

WHEREAS, based upon the above, the Board, at the July 10, 2018 hearing date, finds as follows:

1. Joseph M. Petrongolo, L.L.A., R.L.A., P.P., Board Planner, stated the Applicant is before the Board for a sign variance. Since the Applicant had previously received Planning Board approval for this project, the Application is deemed complete and therefore, okay to proceed at this time.
2. Robert Mintz, Esquire stated that he is representing the Applicant tonight for the sign variances.

3. Mr. Mintz stated the Applicant is here tonight for a façade sign only. In the package submitted to the Board, the Applicant has provided the elevation and the breakout of the channel letters and dimensions.
4. Mr. Mintz stated there is no definition for signage in the Area III Redevelopment Zone but the Applicant has instead, looked to the underlying zoning which is Highway Commercial (“HC”).
5. Mr. Mintz stated the Rothman Institute is a regional and national orthopedic facility. The Applicant has decided to move their present practice in Washington Township into a much larger space and become a part of the medical hub in Washington Township and Kennedy Hospital. Rothman Institute looks forward to being a part of the Township’s medical hub and have a presence in same.
6. Mr. Mintz stated the Applicant is requesting a 189 square foot façade sign. The actual percentage of the façade sign coverage would be 2.5% of signage of the total square footage of the building. The sign would have the Rothman Institute name and logo displayed on the sign.
7. Mr. Mintz stated the Applicant only needs a façade sign and there will be no other tenant names on the façade sign on the building.
8. Mr. Mintz stated the Applicant will address the comments in Mr. Petrongolo’s report. Mr. Mintz stated the building where the Rothman Institute will be a tenant is 40,000 square feet and built for three to five tenants.
9. Mr. Mintz reviewed with the Board some of the Township’s current zoning districts and sign requirements as they relate to this project.

10. Mr. Mintz stated Township Section 285-283(C) & (D), generally allows for more signage for office buildings then compared to the Highway Commercial zone, of if you look at the Neighborhood Commercial zone for signage size.
11. Andrew Taylor, Applicant's sign company representative, testified the proposed façade sign has channel letters.
12. Joseph M. Petrongolo, L.L.A., R.L.A., P.P., Board Planner, stated the sign application before the Board tonight is a simple one. The Applicant is proposing a 189 square foot façade sign where Township Ordinance permits a 50 square foot façade sign and the Applicant is also proposing a façade sign height of 5.66 feet where Township Ordinance permits a 3 foot high façade sign. As such, the Applicant requires two (2) variances for the proposed façade sign.
13. Andrew Taylor stated the sign package submitted to the Board was prepared by his company and is an accurate depiction of the façade sign proposed for this building. There are no other façade signs proposed for this building. The multiple lines are needed for this façade sign. The façade sign for the Rothman Institute will be lighted but the lighting of the sign will not be past 10:00 p.m.
14. Tiffany A. Morrissey, PP, AICP, Applicant's Professional Planner, testified the Applicant is before the Board tonight for sign variances. Specifically, the Applicant is requesting a variance for a single wall façade sign at 189 square feet with a height to exceed 3 feet.
15. Ms. Morrissey stated the subject building is located in a Highway Commercial ("HC") zone. The façade sign is larger than what is permitted by Township Ordinance. The Applicant does require a C-2 variance and as such, the Board



must be satisfied with regard to the purposes advanced for the type of signage and that the benefits outweigh any detriment to the surrounding area.

16. Ms. Morrissey stated as to the C-2 variance, the Board must look at the entirety of the proposal and the development. Also, one must look at the health, safety and welfare regarding the identification of the building for users of the facility and whether the signage has a desirable visual impact.
17. Ms. Morrissey stated you have to be careful as to how the signage fits the building itself. In this instance, we are talking about a total of 2.5% of façade coverage of the entire building. Other sections of the Township Ordinances allow up to 10% of façade coverage of a building. In the current sign package before the Board, the signage is not oversized and, more importantly, on this building, there will only be the one Rothman Institute façade sign and no other façade signs for the building.
18. Ms. Morrissey stated there are other buildings within this development with other identification signage for deliveries and patients.
19. Ms. Morrissey stated with regard to a desirable visual environment, the proposed signage design and colors match the building.
20. Ms. Morrissey stated with regard to the C-2 positive criteria, the signage does meet the criteria and fits the building well. As to any negative impact, the signage is consistent with other zones in the Township. The building is also located in the Township Redevelopment Zone which permits mixed use, including health facilities. The sign is appropriate for this area and consistent with the Master Plan. The wall signage is appropriate. As to the lighting of the sign, the Applicant agrees that the lighting for the sign will be shut off by 10:00 p.m.

21. Ms. Morrissey stated as to the substantial detriment standard, there is none and, in this instance, the Board is also controlling any type of detriment by the recommendations made tonight on the application. Therefore, the sign is a benefit to the community, enhances the building and, the benefits substantially outweigh any negatives.

22. Joseph M. Petrongolo, L.L.A., R.L.A., P.P., Board Planner, submitted a report dated June 6, 2018. Mr. Petrongolo testified the Applicant requires a variance under Section 285-230 for both the size and height of the sign. Mr. Petrongolo stated there has been discussion tonight about the 2.5% façade signage cover of the entire structure. The Applicant's signage is not excessively large and, other Township Ordinances do permit up to 10% façade coverage in some zoning districts. Furthermore, this property is located in a redevelopment zone, which suggests more flexibility and trying to maximize the impact of the signage. Mr. Petrongolo stated the sign is consistent with the size and façade of the building.

23. Mr. Petrongolo stated the sign is consistent with the Master Plan and the purpose of the medical hub area where the building is located.

24. Mr. Petrongolo stated he had no objection to the sign with certain caveats. Those caveats being that the sign would be turned off at 10:00 p.m. and the sign would be no larger than what is proposed tonight. Finally, there will be only one façade sign on this building structure; and

WHEREAS, none of the other professionals submitted any reports nor had any comments; and

WHEREAS, the meeting was open to the public and no one commented on the application; and

WHEREAS, based upon the above factual findings, the Planning Board has come to the following conclusions:

1. The subject property is located in the Area III of the Washington Square Redevelopment Zone (underlying zone = HC – Highway Commercial).
2. The Applicant is requesting signage approval with variances.
3. It was the finding of the Planning Board and Planning Board Professionals that the Applicant had demonstrated both the positive and negative criteria necessary for granting the requested variances. It was the finding of the Planning Board that the variances could be granted without substantial detriment to the public good and the intent and purposes of the zone plan and zoning ordinances and that said variances were required given the existing site conditions and similar signage in the immediate area and based upon the property being located in a Redevelopment Area.

NOW, THEREFORE, BE IT RESOLVED by the Washington Township Planning Board that the application for Signage Approval, with variances filed by the Applicant, Rothman Institute, is hereby **GRANTED** by the Planning Board, subject to the following terms and conditions:

1. All of the Agreements and/or representations made by the Applicant as set forth at the hearing in this matter or as contained in this Resolution must be fully satisfied by the Applicant.
2. All of the initial findings of fact, conclusions and conditions as set forth in the “Whereas” recital paragraphs of this Resolution and as set forth above are hereby incorporated by reference herein as further findings of fact and conditions as applicable.

3. The Applicant testified that it will comply with all the terms and conditions of the Planning Board Professional review letters except as noted on the record.
4. The Applicant is hereby granted the following variance(s):
 - a. Section 285-230(A)(1) - Channel letter height at 5.66 feet.
 - b. Section 285 - Number of façade signs, sign area for one façade sign at 189 square feet.
5. This approval is granted conditioned upon only one (1) façade sign to be permitted on this building.
6. This approval is granted conditioned upon the façade sign lighting being turned off by 10:00 p.m. every day.
7. This approval is granted conditioned upon no flashing of the façade sign.
8. The Applicant is required to obtain any and all necessary Township permits for the installation of the façade sign.
9. The Applicant is required to comply with all other prior approvals for this project.
10. If an inspection escrow, performance bond and/or maintenance bond are required with this application, an estimate of all on/off site improvements (excluding structures) must be reviewed and approved by the Washington Township Engineer. Any required performance Bond and/or inspection escrow and/or maintenance bond must be posted prior to the signing of any plans or deeds.
11. The Applicant shall contact the Planning Board Office to settle any outstanding review and escrow accounts prior to the issuance of any building permits.

12. The Applicant must submit a certification that all taxes on the property have been paid to date.

13. The Plan is subject to review and approval of the following authorized review agencies, if applicable, with evidence of these approvals to be submitted to the Planning Board office prior to final signature:

- a. Gloucester County Planning Board;
- b. Any other agency approvals that may be deemed as a necessary approval of and/or required for this project

BE IT FINALLY RESOLVED that the Applicant shall cause a brief notice of this resolution to be published in the South Jersey Times at the Applicant's expense and forward a copy thereto to the Applicant within ten (10) days of the date hereof.

This is a Resolution memorializing the vote taken by the Washington Township Planning Board at the aforesaid meeting held on July 10, 2018 and is hereby adopted at the meeting held on September 18, 2018.

WASHINGTON TOWNSHIP
PLANNING BOARD


ALBERT FRATTALI, Chairperson

ATTEST:


Christine Ciallella, Secretary

ROLL CALL VOTE

J. Gattinelli, Mayor	YES	<input checked="" type="checkbox"/>	NO	<input type="checkbox"/>	ABSENT	<input checked="" type="checkbox"/>	ABSTAIN	<input type="checkbox"/>
A. Frattali, Chair	YES	<input checked="" type="checkbox"/>	NO	<input type="checkbox"/>	ABSENT	<input type="checkbox"/>	ABSTAIN	<input type="checkbox"/>
T. McPoyle, V. Chair	YES	<input checked="" type="checkbox"/>	NO	<input type="checkbox"/>	ABSENT	<input type="checkbox"/>	ABSTAIN	<input type="checkbox"/>
E. D'Orazio, II	YES	<input type="checkbox"/>	NO	<input type="checkbox"/>	ABSENT	<input checked="" type="checkbox"/>	ABSTAIN	<input type="checkbox"/>
J. Perry, III	YES	<input type="checkbox"/>	NO	<input type="checkbox"/>	ABSENT	<input checked="" type="checkbox"/>	ABSTAIN	<input type="checkbox"/>
M. D'Ariano, IV	YES	<input checked="" type="checkbox"/>	NO	<input type="checkbox"/>	ABSENT	<input type="checkbox"/>	ABSTAIN	<input type="checkbox"/>
E. Metz, Jr., IV	YES	<input checked="" type="checkbox"/>	NO	<input checked="" type="checkbox"/>	ABSENT	<input type="checkbox"/>	ABSTAIN	<input type="checkbox"/>
T. Sparacio, IV	YES	<input type="checkbox"/>	NO	<input checked="" type="checkbox"/>	ABSENT	<input type="checkbox"/>	ABSTAIN	<input type="checkbox"/>
J. Bidinger, IV	YES	<input checked="" type="checkbox"/>	NO	<input type="checkbox"/>	ABSENT	<input type="checkbox"/>	ABSTAIN	<input type="checkbox"/>
B. Dennis (Alt #1)	YES	<input checked="" type="checkbox"/>	NO	<input type="checkbox"/>	ABSENT	<input type="checkbox"/>	ABSTAIN	<input type="checkbox"/>
R. Centrone (Alt #2)	YES	<input checked="" type="checkbox"/>	NO	<input type="checkbox"/>	ABSENT	<input type="checkbox"/>	ABSTAIN	<input type="checkbox"/>

I certify the above to be a true copy of a resolution adopted by the Washington Township Planning Board at a regular meeting held on September 18, 2018, memorializing the action taken by the Board on July 10, 2018.

Dated:

September 18, 2018



Christine Ciallella, Secretary

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