

Present: Hartmann, Peterson, Canonico, DeNofa, Walsh, Stambaugh
Baxter (Attorney)
Cranmer (Engineer)
Absent: Connors, Betesh, Dodge

All saluted the flag, and the presiding officer's statement was read.

Mr. Baxter gave the oath of offices for 2008:

Ms. Stambaugh

Mr. Hartmann

Mr. Hartmann announced that the original date of reorganization was rescheduled due to the reorganization of Mayor & Council not being held until 1/7/08.

REORGANIZATION FOR 2008:

ELECTION OF CHAIRMAN:

A motion was made by, Mr. DeNofa, seconded by Mr. Walsh, nominating Mr. Hartmann as Chairman for 2008, with no other nominations:

Roll Call:

Affirmative: Peterson, Walsh, DeNofa, Stambaugh

Negative: None

ELECTION OF VICE CHAIR:

A motion was made by, Mr. Walsh, seconded by, Mr. DeNofa nominating Ms. Peterson as Vice Chairman for 2008 with no other nominations:

Roll Call:

Affirmative: Hartmann, Walsh, DeNofa, Stambaugh

Negative: None

APPOINTMENT OF BOARD ATTORNEY:

A motion was made by, Mr. DeNofa, seconded by, Mr. Walsh nominating Mr. Forrester as Board Attorney for 2008, with no other nominations:

Roll Call:

Affirmative: Hartmann, Peterson, Walsh, DeNofa, Stambaugh

Negative: None

APPOINTMENT OF BOARD ENGINEER:

A motion was made by, Mr. Walsh, seconded by, Ms. Stambaugh to appoint Mr. David Cranmer of Cranmer Engineering as the engineer for 2008, without any further nomination;

Roll Call:

Affirmative: Hartmann, Peterson, Walsh, DeNofa, Stambaugh

Negative: None

APPOINTMENT OF BOARD CLERK:

A motion was made by, Mr. DeNofa, seconded by, Mr. Walsh nominating Mrs. Kelleher as Board Clerk for 2008, with no other nominations:

Roll Call:

Affirmative: Hartmann, Peterson, Walsh, DeNofa, Stambaugh

Negative: None

**FIXING TIME & PLACE, NEWSPAPER, & POSTING OF AGENDAS:
FOR MEETING FOR 2008**

A motion was made by, Mr. Walsh, seconded by, Mr. DeNofa

- that the meetings be set on the 1st Wednesday of the month, @ 7:30 p.m
- meetings to take place in Municipal Building
- Asbury Park Press & Two River Times are the official newspapers for publications
- posting the agendas will be in the bulleting board in the lobby of the Municipal building.

All approved.

A motion was made by, Ms. Peterson, seconded by, Mr. DeNofa to adjourn the reorganization meeting, and to open the regular meeting of the Shrewsbury Zoning Board of Adjustment.

Mr. Hartman Announcement the opening of the regular meeting of the Zoning Board of Adjustment @ 7:30pm.

All saluted the flag, and the presiding officer's statement was read.

Present: Hartmann, Peterson, Canonico, Walsh, DeNofa, Stambaugh
Baxter (Attorney)

Absent: Connors, Betesh, Dodge

Minutes:

A motion was made by, Mr. DeNofa, seconded by, Mr. Walsh to adopt the minutes of the December 5, 2007 meeting. All approved.

Planning Board Representative: none

Correspondence: none

Unfinished Business: none

New Business:

Ann Taylor Loft:

Grove West
Bl: 21, Lot: 1

2nd façade sign, blade sign &
4 logo sign

Mr. Baxter announced that Mr. Forrester did review the service and finds it to be adequate and the board has jurisdiction to hear this matter.

Mr. Ronald J. Troppoli, Esq represented the applicant New Dawn Inc, t/a Ann Taylor Loft, located in the Grove West and is seeking additional signs where only 1 façade is allowed.

Mr. Don Janocha, 1742 Old Mill Rd, Wall NJ, New Dawn Rex Sign, and described the proposed signs.

- a transom corporate i.d. sign above the door
- 1 blade sign
- 4 pedestrian vinyl logo signs
- 1 rear door sign

Mr. Janocha referred to sheet 1 of 7 submitted with the application, which indicates all of the signs that are being requested.

Mr. Baxter marked the following into evidence:

A-1: Application consisting of 5 pages

A-2 North American Signs – 7 pages of architectural renderings

Mr. Janocha testified that **sign A** shown in sheet 1 is illuminated which will be the only illuminated sign. Mr. Janocha described **sign B** as an individual ½” raised letter sign which will be mounted to a glass transom of 8 sq. ft. as shown on page 4. **Sign C** will be 4 vinyl letters of less than 2 sq. ft each attached to the lower portion of the glass windows (as shown on page 2 & 5). **Sign D** represents the blade sign (2 sq. ft) attached to the front of the sign with the Ann Taylor logo as shown on page 6. Page 7 shows the rear door sign, which would be for emergency identification.

Mr. Janocha testified that the total square footage that is being requested is 6% where 10% is allowed.

Mr. Troppoli asked Mr. Janocha if there will be any impact on the surrounding property owners either visually or will they draw attention? Mr. Janocha said no, they will enhance the shopping center. He explained that the color schemes will be black and white for all the signs. The signs will not prevent anyone from looking into or out of the store. He feels that these signs are necessary to direct both the pedestrian and motoring public into the store. The signs will help to take away any confusion to the location of the store.

Mr. Baxter asked what the width of the front of the store is? Mr. Janocha said 42' x 25'.

Mr. Walsh asked where the blade sign will be located? Mr. Janocha said within the pedestrian walkway 2' to left of the last glass panel and 8' from the sidewalk. He feels since you cannot see the sign in exhibit A2 it is behind a column in front of the store and cannot be seen from the parking lot.

Mrs. Peterson asked if there were any other blade signs in the Grove West? Mr. Janocha said that he is not aware of any.

Mr. Hartmann feels that the signs that are being requested (7) are redundant and any of the signs can be see from one point or another, and there are too many signs. Mr. Janocha said this is the way Ann Taylor Loft advertises its store, and is corporate standards.

Mrs. Peterson feels that 4 logo signs in the 4 windows is too much signage, since the windows are only approximately 4' wide each. The back door should be labeled for emergency issues and a variance should not be necessary.

Mr. Walsh feels that the board is setting a precedent by issuing all of these for all of the stores that will be moving into the center.

Mr. Troppoli stated that the board does retain control on all of the sign applications and stand on their own case. He reminded the board that the application is under the 10% that is allowed by Ordinance and the signs are tasteful and used to direct traffic. If this application is approved he doesn't feel that the board would be setting a precedent.

Mr. Baxter explained that **sign A**= 40 sq. ft., **sign B**= 8 sq ft, **signs C**= 4 logos = 8 sq. ft, **sign D** = 6 sq. ft. for a total of 62 sq. ft. The frontage of the building is 42' x 25' = 1,050 sq. ft and 10% would allow 105 sq. ft. where 62 sq. ft. is being requested.

Mr. Janocha explained that the landlord for the Grove West would never all anything that is not appropriate for this center. Mr. Hartmann agreed.

A motion was made by Mrs. Peterson, seconded by Ms. Canonico to open the meeting to the public. All approved.

Ms. Margaret Borden, 912 Broad St., stated that this area is very congested with more stores on the way and she asked if the proposed signs will add to the confusion of the traffic in this center with more stores to come? Mr. Janocha explained that the opposite will happen it will alleviate any confusion.

A motion was made by Ms. Canonico, seconded by Mr. Walsh to close the meeting to the public. All approved.

Board discussion:

Ms. Canonico stated that she doesn't have any concern with the back door sign. This center is small and a blade sign is not necessary with only 4 stores in the center. There isn't a lot of pedestrian walking which would call for a blade sign. Sign B is redundant the sign that is already up is visible and already directs traffic to the store. The pedestrian logo signs D could do the job of both pedestrian identification and the blade sign. She would like to see only 2 where 4 are being proposed. There are no concerns with the emergency rear door sign, but cannot approval the blade sign and the transom sign.

Mr. DeNofa also has concerns with the blade sign, especially if the pedestrian logo signs are used. He would like to see 4 logo signs with no transom sign or 2 logo sign with the transom sign. He feels there are too many signs being requested. He feels the space is too small for the amount of signage proposed.

Mrs. Peterson stated that there has been many stores coming in for signs and the board has taken into consideration the branding & logos. Some of the requests have been approved, some have been changed. She feels that the blade signs at The Grove do serve a purpose since people are out walking. She feels that the Grove West doesn't have the walkers, people who are at the Grove West are there for a destination stop, and the blade signs are not needed. It is a congested center and almost dangerous to drive or even walk. She could approve the transom sign with 2 pedestrian logo signs. The emergency rear door should have identification and she doesn't feel that it should be part of the variance application.

Ms. Stambaugh agrees with all the comments made and she doesn't feel that the blade sign is necessary, and there are too many signs for the site.

Mr. Troppolli stated that if the board is have difficulty with the blade sign he will withdraw the requests and amend the application, but he feels that the remaining signs are needed for the branding of the store.

Ms. Canonico feels that no one walking will be looking up to see the 2nd Ann Taylor Loft sign, and she agrees that this center is a destination stop, and even though the board is in agreement that the blade sign is not necessary the board still has concerns with other signs that are being proposed.

Mr. Hartmann feels that the two façade signs are on the same plain and will not be seen from pedestrians who are walking. Mr. Janocha disagreed.

Mr. Troppolli stated that the transom sign is an important part of the application more so than the blade sign. He explained that the transom sign is a raised lettering, which is adhered to the glass, non illuminated sign.

Mrs. Peterson feels that the transom sign does direct shoppers to the door, due to the fact that the sign above the door is not visible when you are in the shopping center.

Mr. Walsh asked the applicant if the 4 logo signs could be reduced to 2?

Mr. Troppoli stated that the applicant will amend the applicant as follows:

- withdraw Sign D blade sign from application
- Sign B: transom signs
- Sign C: Reduction of the 4 logo signs to 2 only
- Emergency door sign – no variance needed

A motion was made by Mrs. Peterson, seconded by Mr. DeNofa to approve the amended application to Ann Taylor Loft for a total of 52 sq ft.:

- Sign B: transom sign – to be non illuminated
- Sign C: 2 only not 4 logo sign – size to remain as indicated in application, placement to be at the discretion of the application
- Emergency back door sign – no variance needed
- Removal of blade sign from the application

Roll Call:

Affirmative: Hartmann, Peterson, Walsh, DeNofa, Stambaugh

Negative: Canonico

Resolution 2/6/08.....

A motion was made by Mr. Walsh, seconded by Mr. DeNofa to adjourn the meeting at 8:20 pm. All approved.