

**Borough of Florham Park  
Planning Board  
Work Session Meeting Minutes  
April 24, 2017**

The Work Session Meeting of the Borough of Florham Park Planning Board was called to order on Monday evening, April 24, 2017 at 6:30p.m. in the Municipal Building located at 111 Ridgedale Avenue, Florham Park, New Jersey.

**Members Present:**

Mr. Michael DeAngelis – Chairman  
Mrs. Jane Margulies – Vice Chairman  
Mayor Mark Taylor  
Mrs. Carmen Cefolo-Pane  
Mr. Gary Feith  
Mr. Joseph Guerin  
Mr. John Buchholz

**Members Absent:**

Mr. Michael Cannilla  
Mrs. Anne Maravic  
Mr. Martin Valenti 1<sup>st</sup> Alt)

**Also Present:**

Mr. Michael Sgaramella, Borough Engineer  
Mr. Robert Michaels, Borough Planner  
Mr. John Inglesino, Esq. Board Attorney

**Statement of Adequate Notice:**

Mr. DeAngelis issued the following statement:

“I hereby announce and state that adequate notice of this meeting was provided by the Secretary of this Board by preparing a notice, specifying the time, date and place of this meeting; posting such notice on the bulletin board in the Municipal Building; filing said notice with the Clerk of the Borough forwarding the notice to the Florham Park Eagle, and forwarding, by mail and fax, the said notice to all persons on the request list, and that said notice will be included in the minutes of this meeting. This action is in accordance with N.J.S.A. 10:4-6, et seq., “Open Public Meeting Act.”

**Site Plan Waivers:**

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|-----------|-------------------------------------|------------------------------------|
| <b>1.</b> | <b><u>23 Vreeland Road, LLC</u></b> | <b><u>Application #17SPW-2</u></b> |
|           | 23 Vreeland Road                    | sign variance                      |
|           | Block 301, Lot 13                   |                                    |

Applicant is seeking approval for a ground sign exceeding the permitted square footage  
*Carried from the March 27, 2017 meeting without further notice.*

Steve Schaffer, Esq. represented the applicant. He confirmed that proper public notice was served. This is a request for a larger sign that will replace an existing small sign. He is asking for a C-2 variance.

The property is a large parcel in a commercial zone and is surrounded by commercial properties. The building is a two story office building. Many buildings in the area already have oversized signs. Most recently, 15 Vreeland Road received approval for a 67sf sign and 10 feet from the road.

Peter Schofel, property owner and Bruce Fish designer of the proposed sign and of Signal Sign, were sworn in.

Mr. Schofel is the owner and partner of the property since 2005. The building is 72,000 square feet and two stories. It previously functioned as an industrial use, but now is an office use. There are 19 tenants currently in the building.

Mr. Schofel continued that they need a new monument sign to satisfy tenant demands. Tenants in the marketplace are now requesting that their name be on the ground sign. Large tenants are able to get this elsewhere and he wants to stay competitive in a diminishing market of office tenants. He added that many office buildings are coming off the rolls to be repurposed to other uses such as residential but he wants the property to stay healthy for office use and avoid vacancies.

A larger sign will increase identification by providing a business name as well as an address. The current sign only is a street number sign. He wants to add the business names to the sign.

Mayor Taylor stated that there could be a domino effect and more buildings will want the same type of signage. How many names are you requesting?

Mr. Schofel noted that other commercial areas such as the buildings and businesses along Park Avenue and Campus Drive already have this type of signage. It is not the intent to place all tenants on the sign but he stated that he is looking to be able to include 5-6 names of the larger tenants on this sign.

John Buchholz asked how it would be determined who would get the business name on the sign. He asked if it would be for tenants using a certain amount of square footage. Would there be a limit on the number of names?

Mr. Schofel stated that there would be criteria but it would be negotiated. He still wants the street number (23) to be included on the sign as well so that would not be removed to allow more tenant names.

Steve Schaffer stated that a variance would be needed to exceed the number of names that the Board would possibly approve.

Mike DeAngelis asked if there would be planning testimony for this request. It is a substantial variance. Steve Schaffer stated that he did not bring a planner because the purpose is for the safety of the motoring public as well as the street number identification.

Mike DeAngelis felt that a planner is needed to establish positive and negative criteria. He asked why they should not just use a smaller sign that is permitted (24sf) to put the names on.

John Inglesino added that they need the proofs for the request or everyone will want the same thing. They should have a planner. You must make the proofs. The sign designer can't provide this.

Mr. Schaffer did not feel that he needed a planner because it would improve travel along the road which is criteria for a C-2 variance. He said that he has a sign survey of the existing signs in the area. There is no negative criteria associated with the request.

Mr. Inglesino said that the Board wants a planner. They do not want to set a precedent.

Mr. Schaffer stated that he will return with a planner but asked that his sign design professional be permitted to testify.

Bruce Fish, of Signal Sign stated that he personally designed the sign. He reiterated that other communities are experiencing the same issues with tenant space. He stated that the sign is esthetically pleasing and includes the tenant names. The character of the sign is the same as what currently exists but will have space for up to 6 tenant names. They do not want to have sign pollution.

Mr. Fish said that the letters are large enough to be readable but not look like a book. They intend to move the sign closer to the road to 10 feet from the road, which comports with the ordinance. They agree to limit the number of names to 6 as a condition of approval. The property owner's name is on the bottom of the sign and is not included as one of the 6 names.

Mr. Schafer stated that he submitted an OPRA request for the area properties with oversized signs and he found two that received variance approval.

A-1: depiction of existing sign and proposed sign.

The proposed sign is the same height as the existing sign but wider, and will be located closer to the road. The new sign will be the same color as what is existing and only the street number will be illuminated through inside lighting.

A-2: colorized sign survey of area signs taken in 2015.

The photos are of monument signs along Vreeland, Hanover and Fernwood Roads. He personally took the measurements of all signs. They are all oversized signs that greatly exceed the size allowed by ordinance.

Mr. Fish said that all these signs as well as his proposed sign are not overly large. He added that these are large buildings on large properties. He believes that the Borough sign ordinance was designed for smaller properties.

Mike DeAngelis felt that six names on a sign may be a hazard. He said a planner should address this. The signs on the exhibit are corporate signs with only one name on them.

Mayor Taylor stated that anyone can use their cell phone to get directions to an address.

Mr. Fish continued that they would use no smaller than 4 inch letter for safe stopping distance. This would limit the number of names that would be on the sign.

John Inglesino responded that Mr. Fish has not been qualified as an expert, and this is just his opinion. This testimony is not appropriate in this regard.

Mr. Fish replied that he is a graduate of MIT with a background in mathematics. He has been in the sign business for 37 years and this is his own company. They are a national sign company and they deliver good, sensible signage. He has appeared before 100 boards in New Jersey municipalities. He stated that safety factors are always considered, along with speed of travel when designing signage.

Mr. DeAngelis said that he would consider Mr. Fish an expert in the manufacturer of signs and sign design. The Board certainly has the leeway to take testimony from him. But he still wanted justification of why that size of a sign should be allowed.

John Inglesino told Steve Schaffer that a study or standard is needed to support these statements. Otherwise, it is just a net opinion.

Mr. Fish stated that there is a formula to calculate safe stopping distances.

Steve Schaffer stated that he will bring a planner to the Board. He asked the Board to carry the application to the May 5<sup>th</sup> meeting without further notice.

Mr. DeAngelis called for a motion.

Mr. Guerin made a motion to carry the application to May 8, 2017, second Mr. Feith.  
Roll: On a roll call vote all members present and eligible voted to carry the application.

2. **23 Vreeland Road, LLC**  
23 Vreeland Road

**Application #17SPW-4**  
change in tenancy - *BenefEx*

Block 301, Lot 13

Applicant is seeking approval for a change in tenancy.

Steve Schaffer, Esq. represented the applicant. Peter Schofel, of Eastman Company who are the property owners, was sworn in.

The new tenant is Benefex. They will be occupying 785 square feet of space and will have 4 employees. Days of operation will be Monday to Friday with an occasional Saturday. Benefex is a small consulting company that advises industry and businesses on health insurance and benefit plans. There are no client visits, and the staff frequently travels to client site and are not onsite much of the time. Mr. Schofel stated that there is excess parking at the property.

There were no questions from the Board or Professionals or the Public. Mr. DeAngelis called for a motion.

Mr. Feith made a motion to approve the application, second Mrs. Margulies

Roll: On a roll call vote all members present and eligible voted to approve the application.

3. **Hanover Associates**  
83 Hanover Road  
Block 201, Lot 6

**Application #17SPW-5**  
change in tenancy – IGEA

Applicant is seeking approval for a change in tenancy.

Steve Schaffer, Esq. represented the applicant. Kathleen Davis, CEO of IGEA who is the new tenant, was sworn in. This is a medical office use. IGEA is a neurosurgery and neurology practice that focuses on the brain and spine.

The building received use variance approval for medical offices in 2006/2007. Since then a medical office use has become a permitted use in the C-1 zone.

The employees on staff include one doctor, one physician assistant, a nurse and receptionist. It is possible that there could be an additional 1-2 employees present at certain times. Patient visits will be no more than 4 per hour.

The nature of the patient visits are consultative and post operative care. There will be no procedures performed in the office. The days of operation are Monday to Friday, from 8am-6pm. There are no deliveries other than US Mail, FEDEX or UPS. There is no medical waste.

Mike Sgaramella felt that nine parking spaces is adequate for the business operation. Ms. Davis stated that the office is larger than what they need, but the location is ideal for them.

There were no questions from the Board or Professionals or the Public. Mr. DeAngelis called for a motion.

Mr. Guerin made a motion to approve the application, second Mrs. Margulies

Roll: On a roll call vote all members present and eligible voted to approve the application.

On a motion duly made and seconded the meeting was adjourned at 7:50p.m.

April 24, 2017

Marlene Rawson  
Board Secretary

**Borough of Florham Park  
Planning Board  
Regular Meeting Minutes  
April 24, 2017**

A Regular Meeting of the Borough of Florham Park Planning Board was called to order on Monday evening, April 24, 2017 at 7:50 p.m. in the Municipal Building, located at 111 Ridgedale Avenue, Florham Park, New Jersey

1. Call to Order.
2. Adequate notice has been given in accordance with the Sunshine Law.
3. Announcement – There will be no new testimony after 9:30 p.m.

**Members Present:**

Mr. Michael DeAngelis – Chairman  
Mrs. Jane Margulies – Vice Chairman  
Mayor Mark Taylor  
Mrs. Carmen Cefolo-Pane  
Mr. Gary Feith  
Mr. Joseph Guerin  
Mr. John Buchholz

**Members Absent:**

Mr. Michael Cannilla  
Mrs. Anne Maravic  
Mr. Martin Valenti 1<sup>st</sup> Alt)

**Also Present:**

Mr. Michael Sgaramella, Borough Engineer  
Mr. Robert Michaels, Borough Planner  
Mr. John Inglesino, Esq. Board Attorney

**Approval of Minutes:**

**4. Approval of minutes from the April 10, 2017 meeting.**

Mr. Feith made a motion to approve the minutes, second Mrs. Cefolo-Pane  
Roll: On a roll call vote all members present and eligible voted to approve the minutes.

**Resolution of Approval:**

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| <b>5. <u>KBS II 100-200 Campus Drive, LLC</u></b><br>200 Campus Drive<br>Block 1201, Lot 5 | <b><u>Application # 17SPW-3</u></b><br>change of tenancy – <i>Robert W. Baird Co., LLC</i> |
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Applicant is seeking approval for a change in tenancy.

Mr. Feith made a motion to approve the resolution, second Mrs. Cefolo-Pane  
Roll: On a roll call vote all members present and eligible voted to approve the resolution.

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| <b>6. <u>Rock GW, LLC</u></b><br>86 Park Avenue<br>Block 1401, Lot 1.06 | <b><u>Application # 17SP-4</u></b><br>preliminary and final site plan |
|---|---|

Applicant is seeking approval for the construction of supportive and special needs housing.

