

**Borough of Florham Park
Planning Board
Work Session Meeting Minutes
March 8, 2021**

The Regular Work Session of the Borough of Florham Park Planning Board was called to order on Monday evening, March 8, 2021 at 6:30p.m. The meeting was conducted by virtual means utilizing the Zoom service in accordance with the "Senator Byron M. Baer Open Public Meetings Act" of 2020, which explicitly permits a public body to conduct a meeting electronically during a state of emergency.

Members Present:

Mr. Michael DeAngelis – Chairman
Mrs. Jane Margulies – Vice Chairman
Mayor Mark Taylor
Mr. Gary Feith
Mr. John Buchholz
Mr. David Roberts
Mr. Jeffrey Noss
Mr. Sid Dvorkin
Mr. Joseph Guerin (1st Alt)
Mr. Jeffrey Hegan (2nd Alt)

Members Absent:

Mrs. Carmen Cefolo-Pane

Also Present:

Mr. Michael Sgaramella, Borough Engineer
Ms. Katherine Sarmad, Board Planner
Mr. John Wyciskala 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:

None

On a motion duly made and seconded the meeting was adjourned at 6:35pm.

March 8, 2021

Marlene Rawson
Board Secretary

Dr. Herriri, John McDonough, Planner, and Carmine Palummo, Vice President of Facilities for Celularity, were all sworn in.

Dr. Herriri said that it is an honor for him to be here. Florham Park is a special place for him. He said that Celularity began in Florham Park in his garage while he was living here. He was performing stem cell research. He is very happy for his company to be in Florham Park since he has such happy memories from living here and raising his family here for several years.

He gave a description of his credentials. He is a trained neurosurgeon and on the faculty of Cornell. He said the value of placenta stem cells from full term pregnancies is the most important discovery in the treatment of cancer and COVID. The company is involved with treating patients with the therapies. The stem cells are left over from full term pregnancies. This is all happening in the Florham Park location.

Dr. Herriri said that it was important to him to start his company here in Florham Park and he is honored to be here. They have an intern program that many Florham Park residents participate in. The proximity to Morristown Municipal Airport and Newark Liberty Airport gives them the ability to ship the product within hours to seriously ill patients. His objective is to build the company into a leader in cellular technology. He is proud to be here.

There were no questions for Dr. Herriri.

The next witness was Carmine Palummo. He is the Facilities Manager for Celularity. Mr. Azzolini stated that they have site plan waiver approval and he reviewed a portion of the former testimony. Mr. Palummo noted that it is still valid today. He said at the time of the original site plan waiver, they indicated that they would seek a sign variance in the future.

The proposed sign is a non-illuminated channel letter sign to be placed on the west side of the building. There is no external illumination. It will not be visible to any residents to the south west. He stated the building is 310 feet long and the purpose of the sign is for building identification for deliveries, first responders, and also for the safety of the employees. He also said that it is for recognition.

There were no questions for Mr. Palummo.

John McDonough, Planner, was the final witness. He explained a variance is needed because wall signs are not permitted in the C-1 zone.

A-1 Series of photo views of the site and other building signage in the area.

Mr. McDonough said the building is part of a massive campus and remote from Park Avenue. The size of the sign is 4.27ft high, 31.5ft. in length and amounts to 132 square feet. It is proposed to be placed in the upper right side of the building. It has a good wayfinding benefit because visibility is challenged in the area. It has community branding, and has a tasteful appearance.

A pictorial view of the sign as depicted in Board Planner Katherine Sarmad's report was displayed. It clearly identifies the location and scale as it relates the building. It is a simple, but tasteful sign, and nothing different from signage already in the area on other buildings.

The benefit is that it is tasteful and blends well with the surroundings. There is no substantial detriment to the surrounding area and it will not face any residential property in the area. The building location is internal to the campus. There is no detriment to the zone plan. The company is an anchor land user that the community should want to promote. The benefits substantially outweigh any detriment, the statutory test for relief is met, and approval is warranted.

Mike DeAngelis confirmed that the sign is 31ft long and the building is 300 feet. It is unclear from the exhibit. Mr. McDonough noted that only a section of the building frontage is shown on the exhibit.

A:2: Full building image with a simulation of the sign

The exhibit accurately depicts the entire scale and size of the building with the signage simulated on it for proportion. The signage will be located on the right center of the building near the building entrance.

There were no further questions or comments. Mr. DeAngelis called for a motion.

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

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 7:15pm.

Marlene Rawson
Board Secretary

March 8, 2021