

RECOMMENDATION ON THE VARIANCE APPLICATION OF
Vineland/Retail Development – Sign Variance
FILE # 14-071

I. INTRODUCTION

An application for one bulk variance has been filed with the New Jersey Meadowlands Commission (NJMC) by Vineland Construction Company for the premises identified as 220 Harrison Avenue, Block 284, Lots 2.02, 3.02 & 4.02 in the Town of Kearny, Hudson County, New Jersey. The subject properties are the subject of an NJMC Zoning Lot of Record. The applicant is proposing to install a total sign area of 2,107 square feet on the subject premises. The existing signage on the premises totals 913 square feet and includes identification wall signage on the existing Walmart and Wawa facilities, as well as freestanding signage located along Harrison Avenue. The proposed signage on the premises includes wall signage on Retail Building A, wall and ground signage associated with a proposed Taco Bell, additional signage associated with Walmart, and signage for two future developable out-parcels located on Lot 2.02. The subject properties are located in the Harrison Avenue Retail Center zone within the Commission's Kearny Area Redevelopment Area.

Specifically, the applicant is requesting variance relief from the following:

1. N.J.A.C. 19:4-8.14(i)4, states that, for signs in multi-tenanted developments, the total sign area permitted shall be five percent of the building's main façade. The applicant is proposing a total of 2,107 square feet of signage, or 9.95 percent of the total area of the buildings' main facades, on the properties included within the Zoning Lot of Record.

Notice was given to the public and all interested parties as required by law. The public notice was published in the Jersey Journal. No written comments were submitted to the Division of Land Use Management. A public hearing was held in the Office of the Commission on Tuesday, September 16, 2014. All information submitted to the Division of Land Use Management relative to this application is made part of the record of this recommendation.

II. GENERAL INFORMATION

A. Existing and Proposed Use

The property in question contains approximately 27.13 acres within the Harrison Avenue Retail Center zone of the Commission's Kearny Area Redevelopment Area. The subject property is irregularly-shaped and is the subject of a Declaration of Zoning Restriction tying Block 284, Lots 2.02, 3.02 and 4.02 together for zoning purposes. Harrison Avenue fronts the site to the north. The property is bordered by the Campbell Foundry Company to the east, a United States Post Office distribution facility to the north, and heavy industrial uses/contractor's yards to the south and west. Frank's Creek meanders along the western and southern property lines of Block 284, Lot 2.02.

Block 284, Lot 2.02 is currently developed with a 178,287-square-foot Walmart with associated parking. Block 284, Lot 3.02 is currently developed with a 5,583-square foot Wawa convenience retail store and Wawa fuel service station with associated parking. Block 284, Lot 4.02 is currently developed with a 14,400 square-foot retail building on the southern portion of the lot, identified as "Retail Building A." A zoning certificate application is currently under review for a proposed Taco Bell restaurant with associated parking on the northern portion of Block 284, Lot 4.02, adjacent to Harrison Avenue. Additionally, there are two vacant development pads identified as Out Parcel 1 and Out Parcel 2, located on Block 284, Lot 3.02 within the Zoning Lot of Record. The property in question is accessed by one shared driveway at the intersection of Harrison and Bergen

Avenues, as well as an unsignalized right-turn-in/right-turn-out only driveway at the westerly portion of the site along its Harrison Avenue frontage.

The existing signage on the premises previously approved by the NJMC totals 913 square feet and includes identification wall signage on the existing Walmart and Wawa facilities, as well as a freestanding Walmart pylon sign. A freestanding Wawa gas station reader board sign located along Harrison Avenue is not included in this analysis as fuel service stations are regulated separately as per NJMC design requirements. The proposed signage on the premises includes wall signage to identify the individual retail tenants in Retail Building A, wall and ground signage associated with the proposed Taco Bell restaurant, one future sign associated with the Walmart retail building, and signage for two future developable out-parcels located on Lot 2.02.

A breakdown of the total proposed sign area of 2,115.24 square feet is detailed in Figure 1, below. During testimony by the applicant's engineer at the public hearing, the total proposed sign area was modified from 2,107 square feet to 2,115.24 square feet to address discrepancies in the plan. Specifically, the Taco Bell menu board is not considered a sign and was removed from the calculation, and the Out Parcel's pylon sign area was modified to account for both sign faces of the double-sided sign.

Additionally, the applicant incorrectly calculated the permitted sign area as 10 percent of each development's façade area. The applicant does not provide an integrated sign plan pursuant to N.J.A.C. 19:4-8.14(i), and, therefore, is limited to a maximum five percent of the building's façade areas for the property's signage needs. The calculation of the total permitted sign area of 1,058.04 square feet, based on five percent of the main façade area, is provided in the analysis in Figure 2, below.

FIGURE 1. PROPOSED SIGNAGE

(Italics denotes existing signage approved by NJMC)

Name	Type	Area	
Directory Signage			
<i>Free-Standing Pylon Sign</i>	<i>Ground</i>	260	SF
Wal-Mart Block 284, Lot 2.02			
"Wal-Mart" & "Spark"	Wall	298	SF
"Home & Pharmacy"	Wall	102.74	SF
"Market"	Wall	72.6	SF
"Outdoor Living Sign"	Wall	77.17	SF
Additional Signage	Wall	55	SF
Lot 2.02 Total Sign Area		605.51	SF
Lot 2.02 Sign Percent of Façade		5.29%	
Wawa Block 284, Lot 3.02			
"Wawa"	Wall	66.69	SF
"Wawa"	Wall	35.33	SF
Total Sign Area		102.02	SF
Sign Percent of Façade		5.04%	
Out Parcel 1 Block 284, Lot 3.02			
Proposed Signage (TBD)	Wall	250	SF
Total Sign Area		250	SF
Sign Percent of Façade		20.83%	
Out Parcel 2 Block 284, Lot 3.02			
Channel Letters Sign (TBD)	Wall	28	SF
Pylon (TBD)	Ground	99.2	SF
Total Sign Area		281.6	SF
Sign Percent of Façade		22.00%	
Retail Building A Block 284, Lot 4.02			
Tenant 1 (Verizon Wireless)	Wall	33.34	SF
Tenant 2 (Game Stop)	Wall	26.63	SF
Tenant 3 (Sally's Beauty)	Wall	19.98	SF

Tenant 4 (Buy Rite Liquor)	Wall	79.63	SF
Tenant 5 (TBD)	Wall	15.42	SF
Tenant 6 (GNC)	Wall	25.08	SF
Future Window Signage (TBD)	Window	120	SF
Total Sign Area		320.08	SF
Sign Percent of Façade		8.00%	
Taco Bell			
Block 284, Lot 4.02			
Taco Bell Sign	Wall	12.17	SF
Taco Bell Sign	Wall	12.17	SF
Taco Bell Sign	Wall	12.17	SF
Accent Sign	Wall	62.67	SF
Swing Bell	Wall	22.24	SF
Swing Bell	Wall	22.24	SF
Swing Bell	Wall	22.24	SF
Free-Standing Sign	Ground	105.14	SF
Additional Signage	Wall	24.99	SF
Total Sign Area		296.03	SF
Sign Percent of Façade		24.51%	
Total Cumulative Sign Area		2,115.24	SF
Cumulative Sign Area as Percentage of Façade		10.00%	

FIGURE 2 - TOTAL PERMITTED SIGN AREA

PROPERTY	FAÇADE AREA
Block 284, Lot 2.02 (Wal-Mart)	11,445.25 SF
Block 284, Lot 3.02 (Wawa)	2,025.88 SF
Block 284, Lot 3.02 (Out Parcel 1)	1,200.00 SF
Block 284, Lot 3.02 (Out Parcel 2)	1,280.00 SF
Block 284, Lot 4.02 (Retail Building "A")	4,001.60 SF
Block 284, Lot 4.02 (Taco Bell)	1,208.00 SF
Total Façade Area	21,160.73 SF
Total Permitted Sign Area @ 5%	1,058.04 SF

B. Response to the Public Notice

No written or verbal comments were submitted to this Office regarding this application prior to the public hearing.

III. PUBLIC HEARING (September 16, 2014)

A public hearing was held on Tuesday, September 16, 2014. NJMC staff in attendance were Sara J. Sundell, P.E., P.P., Director of Land Use Management and Chief Engineer; Sharon Mascaró, P.E., Deputy Director of Land Use Management and Deputy Chief Engineer; Mia Petrou, P.P., AICP, Senior Planner; and Elizabeth Kenyon, P.E., Senior Engineer.

A. Exhibits

The following is a list of the exhibits submitted by the applicant at the public hearing and marked for identification as follows:

<u>Number</u>	<u>Description</u>
A-1	"Overall Signage Plan," Sheet 1 of 3, "Taco Bell Signage Exhibit," Sheet 2 of 3 and "Signage Details," Sheet 3 of 3, prepared by Bohler Engineering, dated 04/07/2014, last revised 09/02/2014.
A-2	Color rendering of Taco Bell looking southeasterly.
A-3	Color rendering of Taco Bell looking southwesterly.
A-4	Taco Bell Sign Details, 6 Sheets, prepared by Everbrite Identity Systems Division.
A-5	Retail Center Façade Elevation entitled "Design Exhibit - 10/18/2013," Drawing SK-1, prepared by J.W. Pedersen Architect P.C.
A-6	Planning report entitled "Sign Variance Application," prepared by Mianecki Consulting Engineers, dated 09/16/2014.

B. Testimony

William C. Sullivan, Jr., Esq. of Scarinci Hollenbeck, represented Vineland Construction Company at the hearing. The following three witnesses testified in support of the application:

1. John Krauser, President of Vineland Construction;
2. Timothy P. France, Project Manager, Vineland Construction;
3. Lauren Monaghan, P.E., Langan Engineering and Environmental Services; and
4. Monica Miannecki, P.E., P.P., Miannecki Consulting Engineers.

Staff findings and recommendations are based on the entire record. A transcript of the public hearing was prepared and transcribed by Beth Calderone, Certified Shorthand Reporter and Notary Public.

C. Public Comment

No members of the public were present at the public hearing.

IV. RECOMMENDATION(S)

- A. Standards for the Granting of a Bulk Variance from the Provisions of N.J.A.C. 19: 4-8.14(i)4, which states that for signs in multi-tenanted developments, the maximum sign area permitted shall be five percent of the building's main façade. The applicant is proposing a total of 2,107 square feet of signage, or 9.95 percent of the total area of the buildings' main facades, on the properties included within the Zoning Lot of Record.**

The NJMC Zoning Regulations at N.J.A.C. 19:4-4.14(e) state in part that, *a variance shall not be granted unless specific written findings of fact directly based upon the particular evidence presented are made that support conclusions that...*

1. *Concerning bulk variances:*

- i. *The variance requested arises from such condition that is unique to the property in question, is not ordinarily found in the same zone, and is not created by any action of the property owner or the applicant.*

The requested variance arises from such conditions that are unique to the property in question. The subject property is located on Harrison Avenue in the vicinity of the New Jersey Turnpike and Route 280. The applicant is redeveloping the property with a variety of commercial uses, including retail development and restaurant uses.

The subject property is unique in that it is the largest development parcel within the Harrison Avenue Retail Center zone of the Kearny Area Redevelopment Plan, and contains the largest lot depth at more than 1,350 feet. The property's lot area is nine times larger than the minimum three-acre lot area requirement of the zone.

The lot area and dimensions result in a site configuration where smaller retail uses are oriented toward Harrison Avenue, and larger buildings are located within the site's interior. Whereas retail development generally favors direct visibility onto arterial roadways, four development pads (Taco Bell, Wawa, Out Parcel 1, and Out Parcel 2) contain frontage and visibility on Harrison Avenue. The existing Walmart and Retail Building "A" structures, which are larger than the existing and proposed buildings on the development pads along the Harrison Avenue frontage, are oriented so that their front entrances face internally to the site, not

to Harrison Avenue. This is not typical of retail properties in the District, which generally contain direct frontage on and visibility from adjoining roadways, particularly when they are occupied by national and regional commercial tenants.

The applicant's signage needs at the subject premises are diverse, due to the development of the center with six separate retail buildings, which results in unique signage requirements. Retail centers require adequate signage to identify the various tenants located within the development in order to safely and efficiently direct motorists to their intended destination. The variance request arises from the particular characteristics of the lot, including its large size, the number of structures on the site, and the need to adequately identify the various uses and tenants within the retail center.

- ii. The granting of the variance will not adversely affect the rights of neighboring property owners or residents.*

The granting of the requested variance will not adversely affect the rights of neighboring property owners or residents. The subject property is surrounded by industrial uses, including the Campbell Foundry Company to the east, a United States Post Office distribution facility to the north, and heavy industrial uses/contractor's yards to the south and west, and their associated signage. The proposed signage area will not compromise the ability of adjacent property owners to operate as intended, and will comply with required setbacks. An effective signage plan that safely and efficiently directs motorists to their intended destination

will promote appropriate circulation patterns on area roadways and avoid misdirection that may result in motorists making U-turns on neighboring properties. There are no residential properties in the immediate vicinity of the subject property that would be affected by the granting of the requested variance to provide an additional signage.

iii. The strict application of the regulations will result in peculiar and exceptional practical difficulties to, or exceptional and undue hardship upon, the property owner.

The strict application of the regulations will result in peculiar and exceptional practical difficulties and exceptional and undue hardship upon the property owner. The subject property is constrained from adequately providing for its signage needs due to its large lot size and excessive lot depth, which accommodates the development of multiple structures and uses on the premises. The unique signage needs resulting from the lot configuration requires additional sign area be installed to support the adequate identification of the site. An effective signage plan for retail center development requires sufficient visibility of both comprehensive directory signage and individual tenant identification signage, from both area roadways and within the internal circulation areas of the site.

The existing retail sign area at the premises is 912.53 square feet, representing 4.3 percent of the cumulative permitted sign area. The remaining allowable sign area of 148.13 square feet is insufficient to satisfy the signage needs for four additional structures, one of which will contain a multi-tenanted retail facility for national tenants.

With insufficient signage area available to identify the tenants and uses on the property, the property owner will be constrained in their ability to attract tenancies to a property. This is an exceptional difficulty, particularly in a location within a redevelopment area that may merit additional incentives to attract new development.

Due to the aforementioned constraints, additional sign area is needed in order to adequately identify the uses and tenants on the property and safely and efficiently direct the public to the site.

iv. The variance will not result in substantial detriment to the public good and will not adversely affect the public health, safety, morals, order, convenience, prosperity or general welfare.

The subject property contains frontage on Harrison Avenue, a heavily-traveled roadway with minimal shoulder area provided. There are few opportunities for vehicles to safely turn around if they pass by the site. Additional sign area at the subject property is necessary to provide adequate identification of the various uses on the site in advance of its approach.

The amount of additional signage, however, must bear a proportional relationship to the size of the buildings on the site. Therefore, with the conditions specified in Criterion vi. below, the granting of the variance to permit additional signage on the subject premises will not adversely affect the public health, safety, morals, order, convenience, prosperity or general welfare. Passing motorists will be able to safely identify and access the site from Harrison Avenue. Public safety, order and convenience will be enhanced because the additional sign area will safely and efficiently direct the public to the site.

v. The variance will not have a substantial adverse environmental impact.

There will be no adverse environmental impact resulting from the granting of this variance. The additional sign area will not disturb any environmentally sensitive areas. There will not be any noise, vibrations, glare, airborne emissions or hazardous materials generated by the proposed signage, nor will there be any flashing or rotating signs.

vi. The variance represents the minimum deviation from the regulations that will afford relief.

The existing signage on the premises represents 4.3 percent of the total façade area. An additional 5.7 percent of the total façade area is proposed, for a total of 10 percent of the total cumulative main façade area of the buildings on the premises. This criterion evaluates whether the amount of additional signage proposed

represents the minimum amount required to implement an effective sign plan, without excessive signage and visual clutter that could result in a detriment to the public good and the intent of the zone plan.

As stated previously, the property, at build-out, must account for the signage needs of six development parcels. Therefore, each must be evaluated individually, as well as within the greater context of the retail center development.

1. Retail Center Directory Sign

The retail center is currently identified from Harrison Avenue by a 260-square-foot directory sign located near the site's entrance driveway at the signalized Bergen Avenue intersection, anchored by the Walmart logo, and a series of smaller tenant identification sign panels to accommodate future tenants of Retail Building "A." This sign represents the principal method of identification of uses located within the interior of the site, and represents 1.2 percent of the cumulative façade area. In other retail center developments in the Meadowlands District, such as Harmon Meadow, signage in excess of five percent of the façade area utilized as directory signage for multiple tenants and/or structures has been permitted. The existing sign is reasonable in area and serves multiple uses within the retail center. Therefore, the subject sign represents the minimum deviation from the regulations.

2. Walmart

The existing Walmart building dedicates approximately 4.8 percent of its façade area to existing wall signs. The applicant proposes an additional “future” sign of 55 square feet, which would account for an additional half of a percent of sign area based on the main (single largest) building façade area of 11,445 square feet. The total proposed wall signage at the Walmart building represents 5.3 percent of the façade area utilized for signage. In addition to the Walmart logo, existing signs on the building identify various departments, such as the pharmacy, market, and outdoor living areas. These signs range in area from 72 to 102 square feet. The proposed sign area of 55 square feet to be reserved by Walmart for its future signage needs is consistent with the existing signage on the building. Based on the expansive length of the building façade and the large parking field from which visibility is required, the Walmart signage represents the minimum deviation from the regulations.

3. Retail Building “A”

Retail Building “A” has recently been constructed and is currently being fitted out for use by six commercial tenants. The applicant proposes wall signs totaling 200.08 square feet, with an additional 120 square feet to be available to tenants for individual window signage.

The proposed wall signage is five percent of the building's main (single largest) façade area, and therefore, represents a reasonable proportion of sign area to building façade. Additional window signage, which may be intended to account for special promotions, is also proposed, increasing the total proposed sign area to eight percent of the façade area. In order to ensure that the proposed signage area is proportional to the building façade, this report recommends as a condition that each tenant shall be limited to a sign area not exceeding five percent of its individual façade area, with individual window signage not exceeding 20 square feet per tenant. With this condition, the proposed sign area would satisfy the minimum deviation of the regulations.

4. Wawa

There are no changes proposed to the existing Wawa signage, and, therefore, the minimum deviation requirement does not apply to this property on an individual basis. Existing retail signage at the premises consists of one 66.69-square-foot wall sign and one 35.33-square-foot wall sign. The retail signage represents 5.04 percent of the main (single largest) façade area.

There is also an 120-square-foot, two-sided, identification pole sign with an associated 72-square-foot, two-sided, reader board sign associated with the fuel service facility. However, the pole and reader board signs are subject to the NJMC sign regulations governing fuel service stations and are, therefore, not included in this analysis.

5. Taco Bell

The proposed Taco Bell signage consists of seven wall signs and one freestanding sign for a total requested sign area of 295.89 square feet. The applicant proposes wall-mounted lettering of "Taco Bell" of 12.17 square feet and one "swing bell" logo of 22.24 square feet on the building's northerly, easterly, and westerly building façades. Additionally, the applicant proposes one 62.67-square-foot "swoosh" sign mounted on the wall above the Taco Bell lettering on the westerly elevation facing the driveway entrance. A double-sided pole sign dimensioned at approximately 8.9 feet by 5.8 feet is also proposed at the retail center's easterly driveway. Finally, the applicant requests an additional signage allowance of 24.99 square feet. The total proposed wall signage represents 24.5 percent of the main (single largest) façade area calculation.

The proposed Taco Bell lettering and logos represent essential sign elements that are integral to identifying the tenant on the premises, and the proposed location of these signs on three elevations is needed to provide adequate identification of the use from the site approaches along both Harrison and Bergen Avenues. However, the "swoosh" sign is not an integral element of identification and, therefore, would not represent the minimum amount of signage necessary to identify the use. Furthermore, the proposed pole sign along the Harrison Avenue frontage is proximate to the existing retail center directory pylon sign and the Wawa fuel service station pole and reader board signs, which could potentially result in visual conflict.

Due to the need to identify the use from multiple vantage points on area roadways and within the site, additional sign area is warranted in excess of the allocation of five percent of the main (single largest) façade. However, the proposed “swoosh” sign and pole sign would exceed the minimum area required to identify the use. If limited to the wall-mounted “Taco Bell” lettering and “swing bell” logo signs, a total sign area of 103.22 square feet would result, representing 8.5 percent of the main (single largest) façade area calculation. Therefore, with a condition that modifies the proposed application to approve only the “Taco Bell” lettering and “swing bell” logo on the building’s northerly, easterly, and westerly building façades, the proposed signage represents the minimum deviation from the regulations.

6. Out Parcels 1 & 2

There have been no specific development plans submitted for the sites identified as Out Parcel 1 and Out Parcel 2. Therefore, the proposed signage is based on the following assumptions:

Site	Façade Area	5% Façade Allocation	Proposed Wall Sign Area	Percentage of Façade
Out Parcel 1	1,200 SF	60 SF	250.0 SF	20.83%
Out Parcel 2	1,280 SF	64 SF	182.4 SF	14.25%

The applicant also proposes a pylon sign for Out Parcel 2 of 99.2 square feet, thereby increasing the proposed percentage from 14.25 percent to 22 percent of the main (single largest) façade area.

The proposed development pads have no specifically identified use, but based on testimony provided by Mr. John Krauser, President of Vineland Construction, the prospective signage plan for the out parcels was developed based on anticipating the signage needs of national retailers and restaurant uses.

Similar to Taco Bell, the prospective buildings on Out Parcels 1 and 2 would require identification on multiple façades in order to efficiently identify the uses on these parcels from multiple vantage points on area roadways and within the site. The speculative development plans for the out parcels appear to be largely consistent with the configuration of the Taco Bell site. The proposed Taco Bell signage is recommended to be modified in this report to a total of approximately 8.5 percent of the main (single largest) façade area calculation. Therefore, in order to uniformly and equitably assign signage area to future, unspecified development on these out parcels, this report recommends allocating a maximum wall sign area of 8.5 percent of the main (single largest) façade area of each building per out parcel, where no single sign may exceed five percent of the area of the façade on which it is placed.

The applicant also proposes a pylon sign of 99.2 square feet on Out Parcel 2. The existing retail center directory sign, located at the driveway opposite Bergen Avenue, is at least 400 feet away for the closest potential location for a new pylon sign on Out Parcel 2. This distance between pole signs is sufficient to minimize the potential for visual clutter that could result from the installation of multiple signs along the Harrison Avenue roadway frontage. Therefore, this report further recommends that the pylon sign be approved subject to the condition that it serves as a directory sign identifying, at minimum, the tenants on Out Parcels 1 and 2. The sign may be located on either Out Parcel 1 or Out Parcel 2. The proposed area of 99.2 square feet would provide for the total sign area of a double-sided sign. With these conditions, the proposed sign plan for Out Parcels 1 and 2 would represent the minimum deviation from the regulations.

vii. Granting the variance will not substantially impair the intent and purpose of these regulations.

The granting of the variance with the specific conditions and modifications listed herein will not substantially impair the intent and purpose of these regulations. The purpose of the NJMC sign regulations is to provide for adequate identification of a site while avoiding visual clutter and the attendant public safety concerns, as well as minimizing negative aesthetic impacts.

NJMC sign regulations at N.J.A.C. 19:4-8.14(i) contain provisions for an integrated sign plan that would allow up to 10 percent of façade area(s) for signage for multi-tenanted structures and multi-

structure developments where consistent sign types, including lettering type, size, and colors, are utilized. Although the applicant does not provide an integrated sign plan in accordance with this regulation, the NJMC regulations recognize that multi-tenanted and multi-structure developments may be subject to increased signage needs to adequately identify the various uses on a site.

With the proposed conditions and modifications in this report, the proposed additional sign area will promote a more cohesive and equitably-allocated sign plan for the premises. Therefore, the additional sign area will promote the intent and purpose of the NJMC sign regulations and will relate to the particular site and surrounding environs.

V. SUMMARY OF CONCLUSIONS

- A. Standards for the Granting of a Bulk Variance from the Provisions of N.J.A.C. 19:4-8.14(i)4, which states that for signs in multi-tenanted developments, the maximum sign area permitted shall be five percent of the building's main façade. The applicant is proposing a total of 2,107 square feet of signage, or 9.95 percent of the total area of the buildings' main facades, on the properties included within the Zoning Lot of Record.

Based on the record in this matter, the bulk variance application to permit a total of 9.95 percent of the total area of the buildings' main facades, whereas the maximum permitted sign area is five percent of the total area of the buildings' main facades, is hereby recommended for CONDITIONAL APPROVAL subject to the following modifications and conditions:

1. Retail Building "A" is permitted a maximum wall signage area of 200.08 square feet, which represents five percent of the main (single largest) façade of 4,001.60 square feet. The permitted sign area shall be evenly distributed to each tenant based on five percent of the main façade area that the individual tenant space occupies. Each tenant shall also be permitted window signage not exceeding 20 square feet per tenant.
2. The proposed Taco Bell "swoosh" sign, pylon sign, and "additional" sign shall be eliminated from the sign plan. Due to this modification, Taco Bell shall be permitted a maximum wall signage area of 103.23 square feet, which is 8.55 percent of its main (single largest) façade area of 1,208.00 square feet. No single sign may exceed five percent of the façade on which it is placed.

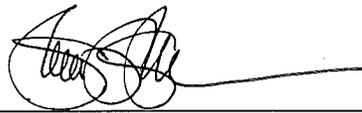
3. Out Parcel 1 is permitted a maximum wall signage area of 8.5 percent of the actual dimension of the main (single largest) façade, and no single sign may exceed five percent of the façade on which it is placed.
4. Out Parcel 2 is permitted a maximum wall signage area of 8.5 percent of the actual dimension of the main (single largest) façade, and no single sign may exceed five percent of the façade on which it is placed.
5. The pylon sign proposed on Out Parcel 2 shall not exceed 99.2 square feet in area, inclusive of all sides, and shall serve as a directory sign identifying the tenants on Out Parcels 1 and 2, at a minimum. The sign may be located on either Out Parcel 1 or Out Parcel 2.
6. The modified sign chart incorporating the above conditions and modifications is provided as Attachment A and details the signage area allowed on the subject properties pursuant to this recommendation.

CONDITIONAL APPROVAL

Recommendation on
Variance Request

11-5-14

Date



Sara J. Sundell, P.E., P.P.
Director of Land Use Management and
Chief Engineer



Recommendation on
Variance Request

11/6/14

Date



Marcia A. Karrow
Executive Director

ATTACHMENT A - MODIFIED SIGN AREA

Name	Type	Area	
Directory Signage			
Free-Standing Pylon Sign	Ground	260	SF
Wal-Mart Block 284, Lot 2.02			
Lot 2.02 Total Sign Area		605.51	SF
Lot 2.02 Sign Percent of Façade		5.29%	
Wawa -Retail Signage Only Block 284, Lot 3.02			
Total Sign Area		102.02	SF
Sign Percent of Façade		5.04%	
Out Parcel 1 Block 284, Lot 3.02			
Proposed Signage (TBD) @ 8.5% main façade area	Wall	102*	SF
Total Sign Area		102*	SF
Sign Percent of Façade		8.5%	
Out Parcel 2 Block 284, Lot 3.02			
Proposed Signage (TBD) @ 8.5% main façade area	Wall	108.8*	SF
Total Sign Area		108.8*	SF
Sign Percent of Façade		8.5%	
Out Parcels 1 and 2 Block 284, Lot 3.02			
Pylon (TBD)	Ground	99.2	SF
Retail Building A Block 284, Lot 4.02			
Tenant 1 (Verizon Wireless)	Wall	33.34	SF
Tenant 2 (Game Stop)	Wall	26.63	SF
Tenant 3 (Sally's Beauty)	Wall	19.98	SF
Tenant 4 (Buy Rite Liquor)	Wall	79.63	SF
Tenant 5 (TBD)	Wall	15.42	SF
Tenant 6 (GNC)	Wall	25.08	SF
Total Sign Area - Wall Signs		200.08	SF
Sign Percent of Façade		5.00%	
Future Window Signage (TBD) @ 20 SF max per tenant	Window	120	SF

Total Sign Area		320.08	SF
Sign Percent of Façade		8.00%	
Taco Bell			
Block 284, Lot 4.02			
Taco Bell Sign	Wall	12.17	SF
Taco Bell Sign	Wall	12.17	SF
Taco Bell Sign	Wall	12.17	SF
Swing Bell	Wall	22.24	SF
Swing Bell	Wall	22.24	SF
Swing Bell	Wall	22.24	SF
Total Sign Area		103.23	SF
Sign Percent of Façade		8.55%	
Total Cumulative Sign Area		1,700.84*	SF
Cumulative Sign Area as Percentage of Façade		8.0%*	

* Subject to slight change based on actual calculation of future main façades for Out Parcel 1 and Out Parcel 2.