

Minutes of the Park Ridge Planning Board  
Meeting of December 1, 2010 – 8:20pm

\*\*These minutes have not been approved and are subject to change by the public body at its next meeting.\*\*

The regular meeting of the Park Ridge Planning Board was called to order by the Chairman, Raymond Mital, on the above date, time and place.

Chairman called for the Pledge of Allegiance to the Flag.

**ROLL CALL:** Present: Messrs. Browne, Brouwer, Mital, O'Donoghue, Oppelt, Schwamb, Von Bradsky, Councilman Maguire, Ms. Eisen  
Absent: Messrs. Saluzzi, Mesiano  
Also Present: John Ten Hoeve, Jr., Esq., Board Attorney  
Eve Mancuso, PE, Board Engineer  
Brigette Bogart, PP, Planning Consultant

**COMPLIANCE STATEMENT:**

The Notice for this meeting required by Section 3(d) of the Open Public Meetings Act has been provided by the adoption of a resolution by the Park Ridge Planning Board on January 15, 2010, setting forth a schedule of regular meetings, by mailing of said schedule to the Record and The Review on January 15, 2010 and by posting of said schedule on the Municipal Bulletin Board and the continuous maintenance thereof and by filing the said schedule in the office of the Borough Clerk.

**ANYONE PRESENT WISHING TO BE HEARD:** (non-agenda items)

There was no one

**MAJOR SUBDIVISION:**

**MARK PRUSHA** – 82 Rivervale Road  
Lot: 1 Block: 2007

MITAL: Before we begin the public hearing, just one more thing...we are going to do a little clean-up first. We want to just have a discussion on an application we wrapped up.

TEN HOEVE: Before we do that, I would like to mark into evidence, for the record, certifications that have been signed by board members with regard to having read the transcript of meetings held on various dates.

The first being a Certification from David Mesiano of having read the transcript of the October 13, 2010 meeting.

Secondly, a Certification from John O'Donoghue of having read the transcript of the October 27, 2010 meeting.

Thirdly, a Certification from Councilman Maguire of having read the transcript of the October 27, 2010 meeting.

And finally, a Certification from Councilman Maguire of having read the transcript of the November 17, 2010 meeting.

MITAL: Ok, to start the discussion I would certainly like to say that the last set of modified plans that came in showing a three-lot subdivision I found very appealing and a job well done.

Various board members then spoke of their feelings regarding the revised plan showing a three-lot subdivision rather than the original four. Members also spoke in favor of the road extension on Local for the accumulation of snow during plowing. Members also referred to conditions

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agreed to during the hearing by the applicant.

TEN HOEVE: I will include all of those in the resolution being prepared if the board instructs me to prepare a resolution for their review. If there are any specific conditions members can let me know, if not, they will have the resolution prior to the December 15<sup>th</sup> meeting.

MITAL: Board is requesting a resolution in the positive to be prepared.

**PUBLIC HEARING:**

**CHASE BANK** (Ridgemoor Shopping Center) – 169 Kinderkamack Rd  
Lots: 1,2,3, Block: 1406

Joseph Basralian, Esq. from the firm of Winne Banta came forward representing the applicant.

BASRALIAN: This is a continuation of our last hearing on November 3<sup>rd</sup> and I would like to recall Mr. Missey since he did submit revised plans in accordance with our discussion at the last meeting and I would like to go through those.

I've upgraded our exhibit list so let me just give you copies of that with the exhibits already marked.

Mr. Missey, you are still under Oath from the last hearing.

TEN HOEVE: Just a quick procedural question. Is this the revised plan that was submitted to the board previously for its review...so the board has a copy of this?

BASRALIAN: Yes, it does and it has been reviewed by both of your consultants.

TEN HOEVE: And the date of the last revision on that?

MISSEY: November 12, 2010.

BASRALIAN: Mr. Missey, referring to what has been marked as Exhibit A-9, would you please review for the board the changes that were made based upon the discussions at the November 3<sup>rd</sup> hearing?

MISSEY: Since November we have reviewed the consultant's reports as well as your department heads' suggestions and as a consequence, along the southerly side of the site, we shifted the parking away from the southerly property line, so that now we conform to the 5' setback along that southerly boundary. In other words, we have eliminated that variance.

We have angled those 11 parking spaces and that has resulted in a one-way drive aisle to the east so we have introduced the counter-clockwise traffic pattern on that southerly side of the site.

We have eliminated the guide rail, fence and retaining wall along that southerly property line as a consequence of moving that parking away from that property line, so that is another benefit. We can landscape that area now, before we were not able to plant anything between this property and the adjoining property because the adjoining property's drive aisle and curb line come all the way up to the property line. Now, we have 5' and can plant that area effectively and we were able to eliminate the retaining wall and the guide rail and fence that went along with that wall.

At the rear of the property or the easterly side, we have revised that retaining wall there to be a tiered wall that was strongly suggested by both

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the board and the consultant. By tiering that we have eliminated another variance requested at that location and can now conform to your maximum 8' tier requirement. In fact, our maximum tier will be 7'.

We've placed a curb at this same location between the wall face and the drive aisle so we now are able to have some sort of a physical barrier between where you drive as you go through the drive aisle, whether you are going to the drive-thru or going to the by-pass and that retaining wall so that eliminated a requirement for a guide rail at that location and again, gives us an opportunity to plant a little bit of greenery to soften that retaining wall.

BASRALIAN: Going back to that retaining wall. Those suggestions in the Burgis report by Ms. Bogart, that in fact, a color-line block be inserted in that retaining wall and that will be done...

MISSEY: Yes, we can accommodate that request. We will add that color band to break up the 7' plain appearance with a band of color.

We've also adjusted the utility pole and overhead power line relocation in accordance with the suggestion of the Park Ridge Electric Department. The relocation is still in the general area of where we indicated before but no longer will that relocated feeder line pass over parked vehicles, which was one of the points in the Supervisor's report.

We've amended the plan with certain dimensions and information as requested by your engineer, such as the width of that barrier-free parking along the frontage. We've added the cross-walk striping between the parking and the front of the branch bank. We've added handicapped grade information on the grading and drainage sheet. The walkway widths are now noted on the plan and the lighting has been adjusted to conform with both the New Jersey ATM legislation, which requires a certain foot candle power within a 50 to 60' radius of an ATM and we've also minimized the spill over onto the adjoining Mariner Bank branch; in fact, we have virtually eliminated any spillover.

As a consequence of some of these grading changes, we've recomputed the soil moving quantities. The cut quantity is now 453 cu yds and the fill quantity is 759 cu yd, so we require a net import of 306 cu yds...that figure before was 297 cu yds of import, so this number has not significantly increased but has changed a little.

We've also amended the plan further at your planner's suggestion and in many cases the planner and your engineer had similar suggestions but again we have tiered the wall at the rear, eliminated the wall to the south and we will have the color band.

The shade trees along Kinderkamack we are proposing to be Sycamores because the Sycamores are a more open branching shade tree and are very effective for street trees and we feel they will be an appropriate plant at this location.

We've done the lighting adjustments as suggested by the planner and we have, thus far, implemented certain landscape provisions. There are other landscape revisions that your planner has requested in the most recent report and we can accommodate those suggestions also and I wanted to let you know that we have listened to you.

BASRALIAN: Very recently, based upon discussions with the owner and the suggestions of the board or the tenor of the board's comments at the last meeting, did you also revise, and the board has not seen this plan, but did you also revise the access point, which was proposed to be two-way to take it back to a one-way entrance as it currently exists and have you prepared the plan, which I have marked as Exhibit A-10...and which Mr. Missey is passing out.

The only change on this is to modify the plan that was submitted on November 17<sup>th</sup> and now reflects a one-way in versus a two-way in and out.

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MISSEY: That's correct. We've read all the reports and considered all the suggestions and we will concede now on the proposal to have a two-way driveway at Kinderkamack. We will retain the in-only movements from Kinderkamack Road. It's best for the center and site to retain a circulation pattern that exists now and there are a number of plusses...

BASRALIAN: Why don't you first just review what I've marked as A-10 on my list? Just review the revision with respect to parking changes from perpendicular to angle.

MISSEY: Yes, we have. When we retained that one-way in only movement from Kinderkamack it becomes quite desirable to continue the angle parking that is there now. So we have angled six spaces immediately to the north of this branch bank building. We lost one spot there so have shifted that spot to the east where previously we had three head-in spaces, we now have four spaces at that location. Overall we retained the ten spaces on that side of the building path site and more importantly, I think, is that we've retained the circulation pattern that people that use the center are familiar with.

As I was about to say, there are a number of plusses by retaining the circulation pattern that's there. Without an exit there, there will be significantly less confusion. There's more conformity with the Code overall with adopting the plan that we have developed within the past few days but more significantly, I think there's more much simplified movements for patrons of the center, whether they are going to the bank or whether they are going to the other stores in the center.

Hand in hand with that, there is significantly less potential for conflicts here by eliminating the potential for exiting from the southerly access point.

I guess the last thing to do is to bring you up to speed with where we are with Bergen County because they do control Kinderkamack Road. As you know, and as we told you last month we've requested the left turn in and we've indicated on the plan that we presented to you and to the County striping revisions to Kinderkamack Road. We do not have a County decision at this time but we have had discussions with the planner responsible for this area and he has advised me, when I spoke to him, that he intended to come up with one of the engineers from the planning department and that they are considering allowing the left in but one of the things that maybe they did not like so much about our plan, was our proposed restriping on Kinderkamack and that perhaps allowing the left into this location but without the striping would be a more reasonable solution as it would not impact the neighboring properties, particular those on the opposite side of Kinderkamack.

BASRALIAN: Thank you. Mr. Chairman, I have no further questions of this witness.

MITAL: Ok, shall we go to the professionals?

MANCUSO: I did prepare a letter on the revision that was dated 11/12/10 and Mr. Missey has gone over, essentially, all the items that I had pointed out.

Item 1, which was of major importance has now been addressed in the latest handout that we received this evening and I do believe that by maintaining that existing aisle as a one-way aisle so that traffic is traveling east is a much better layout for this particular property.

I do like the angle parking but I would suggest that the angle be consistent with all of the other parking in the lot and I believe the angle in the rest of the parking lot is 60 degree...you've chosen 75 degree...was that

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for the purpose of the available aisle width? Why did you determine a 75 degree rather than the 60, which is more common for angle parking?

MISSEY: Frequently we propose the 75 as a compromise between the head-in and the 60 degree parking. It is just as easy to make the movement in to a 75 degree spot and when you make the movement out of a 75 degree spot, our feeling is that movement occurs with a little more caution than with what sometimes occurs with 60 degree parking.

In this instance, because we have eliminated the out movement here, we could accommodate the 60 degree angle.

MANCUSO: I believe when you have the 60 degree, when you back up you are a little bit tighter, so you don't need as much aisle width.

MISSEY: I would agree.

MANCUSO: Potentially you could even pick up a little more landscaping, which would be beneficial.

Was there any consideration to just having a full counterclockwise circulation around the full building being able to perhaps limit the driveway width in front of the building and again picking up landscaping adjacent to Kinderkamack?

MISSEY: There was some consideration however, we would prefer to be able to allow some people to go back to the north and west side of this path side to make the movement back to the east to the front of the center without having to go through the drive-thru by-pass lane. We didn't want to require each and every patron to make that movement through the drive-thru area.

MANCUSO: Wouldn't you say that is a typical move for a bank? In all the banks that I frequent that is the way you would typically exit and you do have sufficient width and it is going to be landscaped very nicely back there. There doesn't seem to be any down side and I think there could be a benefit...it would eliminate the movement coming northward and minimize any conflict with the traffic entering from Kinderkamack...you'd be pushing your exiting traffic that much further away from your entry point.

MISSEY: We would lose parking as one consequence of that full counterclockwise movement because when we angle those space across the front we would have only eight spaces...we would start to...I think one of the advantages to having the front aisle be two way is that the person that parks in front of the site has a very simple decision to make. They can either go through the drive-thru, if they are a frequent customer of the bank or they can make the movement back to where they came into this lot if they are not a frequent visitor to the site and then see the signage, which directs them in an unambiguous manner in a movement to the east and back to the front of the center and then exit the site. So it works well for those who have been here a number of times and works well for those who are here for one visit.

MANCUSO: That was the only comment I had.

BOGART: I just wanted to follow-up on the engineer's comment because it appears that if you provide a one-way circulation aisle in front of the building you may actually be able to conform with the parking setback and that is also a benefit of modifying it to one-way.

MISSEY: I think our parking setback is required to be 20' in this zone.

BOGART: And you are at 7'...you would be much closer than you are now.

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MISSEY: I think we would be equally close.

BOGART: Is someone going to address the building height issue just to confirm...

BASRALIAN: Yes, the architect will do that.

BOGART: With regard to the retaining wall...you mentioned you would provide the color bands but you didn't address the chain link fence on top of the highest tier, which was raised in both my report and the engineer's report. It is not indicated on the plans. I was just curious as to where it was located...is it before or in between or after the landscaping. My recommendation is that it is actually in between the landscaping.

MISSEY: We would defer to your recommendation.

BOGART: With regard to that landscaping. Our recommendation was to intermingle the Virbernum that you proposed with different species to make it a little more natural.

MISSEY: We will do that.

BOGART: The lighting you addressed by putting a shield on it.

Have you provided testimony with regard to the Sycamore that is on the eastern side of the drive-thru aisle? My concern is the sight distance.

MISSEY: This exhibit that we introduced will require that that tree be removed. We would probably propose that a tree be located somewhere in the vicinity of the south/westerly corner of the site.

BOGART: Ok, that would be more appropriate.

With regard to the exhibit that you have introduced. Two concerns with vehicles exiting the larger portion of the shopping center by Staples...one, that they won't know that they are now coming to a one-way aisle...is there a way that we can put a "do not enter" sign at the top of that drive aisle?

MISSEY: Yes.

BOGART: And secondly, there's now proposed four spaces at a 75 degree angle at the terminus of that drive aisle. I think it would be most appropriate to reserve those as "future spaces", allow them to be landscaped and if need be they can be constructed later on. I don't see any potential tenants of the bank parking there and I don't think they are going to be beneficial to either the shopping center or the bank, just for pure convenience purposes. If we could landscape them, allow the applicant to count them for parking spaces and if need be, to construct them at a later point. I think that would be most appropriate.

BASRALIAN: I have an objection to that because if we lose the parking spaces as suggested, we would fall below the required number and we don't want to do that.

BOGART: I think you should keep them as a count, because they can be constructed, they can be constructed according to the ordinance...I just don't...

BASRALIAN: We agree to it as long as it is in our count, it is fine.

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TEN HOEVE: Which spaces are you talking about?

BASRALIAN: The four spaces to the east of the site.

TEN HOEVE: Ok.

BOGART: Immediately southwest of Staples.

TEN HOEVE: And is that going to be landscaped in some manner?

BOGART: Right now that area is just landscaped with grass.

MISSEY: Actually that area right now is paved.

BOGART: But I mean the adjacent area is just grass.

MISSEY: Just landscaped with grass, yes.

BOGART: Maybe the applicant can come up with some sort of landscaping for that area.

MISSEY: We would integrate that into the balance of the landscaping plan.

TEN HOEVE: What would you recommend would be the triggering mechanism, if any, for the replacement of those?

BOGART: I think what we've typically done, is if the Borough has determined if they are appropriate given the site's constraint or that the applicant has determined that, either one can request that they be constructed.

VON BRADSKY: Could you explain a little more what that option is because would you still have the same curb cut?

BOGART: No. Basically what would happen is the curb would run as if those parking spaces didn't exist and the area where the parking spaces are located on the plan would be landscaping. And if in any point in time, the Borough or the applicant came in to suggest we need those four spaces, the bank is overwhelmed with the need for parking, then they would just file for a building permit because they would be showing the site plan. And then they could put them exactly as shown on the site plan.

VON BRADSKY: I agree, I can't imagine anyone actually parking there to use the bank being so far away.

TEN HOEVE: Just so I understand. That would mean that if the applicant decided they would need it they wouldn't have to return to the board, they could simply apply for a building permit and do it?

BOGART: Yes, that's typically how it is done.

VON BRADSKY: It seems like even the way they are drawn with that fourth spot, there may be some cutting into the slope and that would have to happen there to, so I'm all in favor of eliminating them.

BOOGART: The rest of my comments pertain to signage.

MITAL: Anyone from the board?

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BROUWER: Just a quick question... across the street from the proposed curb cut, Citi Bank...right now out of the Citi Bank lot you can make a right and a left turn, right?

MISSEY: Yes.

BROUWER: How does the proposed left turn only lane affect that?

MISSEY: I think that is one of the reasons that the County wanted us to not stripe it as we had suggested initially because that would interfere with the adjacent properties.

MAGUIRE: Today there is no left turn allowed into your property, right?

MISSEY: At that location, yes. It is solid double yellow but also because the configuration of the curb cut suggests that you shouldn't turn in that way. It is designed for ingress for northbound off Kinderkamack.

MAGUIRE: So one of the things you talked about with the County is actually removing that double yellow?

MASSEY: No, the County has a double yellow across the Citi Bank drive lane and you can make a left in there also. The double yellow doesn't necessarily mean you can't make the left, it means that is the limit of where you should be driving.

BROUWER: So all those cars coming out of Citi bank and then going into Burger King are crossing the double yellow line and there is no prohibition.

MITAL: I thought you couldn't pass on a double yellow line.  
Anyone else from the board?

OPPELT: When you are exiting in front of the building to go into the roadway that narrows into one-way, can that path be forced to make a right hand? It seems like you could come out of there and accidentally make a left and come out on Kinderkamack. What I am saying is making it a forced right hand turn coming out in front....

MASSEY: We can stripe it differently but frequently when we want to impose the right-turn only and we put an island in, that island interferes with emergency services access because those vehicles need a wider turning radius. We do have signage; we have a "no left turn" and a "one way – go right" immediately across when you would even think about making a left.

MAGUIRE: I think the one-way simplifies your plan a lot. That was a big change.

MITAL: Definitely.

BASRALIAN: I would like to call my next witness.

Glenn Philips, 379 Campus Drive, Somerset, New Jersey came forward and was sworn.

BASRALIAN: Are you a licensed engineer of New Jersey?

PHILIPS: Yes, I am licensed in 12 states including the State of New Jersey.

BASRALIAN: You mentioned that you were associated with...

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TEN HOEVE: Did he say engineer?

BASRALIAN: That is correct.

PHILIPS: I am the Chief Operating Officer of Corps State Group, which is an engineering and architectural firm. The engineers and architects in the firm all report to me in our offices. My license is as an engineer. I also have direction over both groups.

BASRALIAN: And you are testifying with respect to the architectural plans this evening that the board was given as part of this application.

PHILIPS: That is correct.

BASRALIAN: And have you testified before Planning Boards and Boards of Adjustment in the State of New Jersey before?

PHILIPS: Yes, numerous boards in New Jersey, over 50 boards and over 100 hearings.

BASRALIAN: I offer him as a qualified expert.

TEN HOEVE: Qualified as a professional engineer, not as an architect.

BASRALIAN: Well, under the law he is permitted to testify...

TEN HOEVE: I didn't say he couldn't testify...

BASRALIAN: He is testifying as an engineer relative to the architectural plans, which he can do but he is not testifying as an architect.

TEN HOEVE: As I said before, not qualified as a professional architect, qualified as a professional engineer.

BASRALIAN: Correct.

Did Corps State Group prepare the architectural plans and elevations for the proposed Chase Bank and did those plans consist of the elevations, the floor plans and the sign package, which was part of the application?

PHILIPS: Yes, we did prepare the architectural elevations, the floor plan and worked with the sign company and Chase to come up with the sign package.

BASRALIAN: And has Corps group designed other branches for Chase and as a result is familiar with their design criteria and needs for a branch bank?

PHILIPS: Yes, we handle the engineering and architectural criteria for Chase Banks throughout the northeast, southeast and California regions.

BASRALIAN: What factors go in to influence the architectural sign package for this proposed Chase Bank?

PHILIPS: For this application and in most applications, the factors that we look at are the municipal ordinance, the surrounding buildings, the market conditions and the need of the bank to service the clientele in the area and the unique characteristics of the site.

BASRALIAN: And did you make an inspection of the site and are you familiar with its location, the topography and the general load structure throughout the area?

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PHILIPS: Yes, I'm familiar with the site, I have been there throughout the design process and obviously most recently tonight. At least four or five times.

BASRALIAN: Would you please describe the elevations that are located on Exhibit 7A, which is located on the board? Please describe to the board what the building is to be constructed of.

PHILIPS: Sure. Referencing Exhibit A-7, which is the external elevations, we have the building materials of a face block of dark red brick, glass and dimensional shingles. We also have some stone caps and aluminum coping throughout the building. The design itself is has a cupola and the roof dimensions vary from 14' to the top of the canopy, which is the lowest part of the dimensional line up to 26'9" at the peak of the building.

As you can see from the front, rear and side elevations...

BASRALIAN: Why don't you just make it easy and point out what each elevation is that we are looking at.

PHILIPS: The front elevation, the westerly side, is primarily glass and the front of the tower and then we have the south elevation, which would face out neighboring bank and the north elevation, which faces the A&P and the wall and the east elevation, which is primarily the driveway.

BASRALIAN: While you were talking about the height, does the height as measured, fall within the criteria of the Ordinances of Park Ridge with respect to height?

PHILIPS: Yes, the top of the building is 26'9" from the finished floor and 27'6", from six feet out where we measured the grade elevations. All of the elevations and heights of the building conform with all of the ordinances which we found in our Zoning Book.

BASRALIAN: In conjunction with the site, did you also take into consideration the drive-thru lanes and the by-pass lanes and did that have an effect on the design and location of the building?

PHILIPS: Yes, it sure did. Obviously we heard the testimony on the site plan and we made the changes on the back wall and the grading issues. Normally Chase would have between two and four drive-thru lanes and a pass-through, here because of the size of the lot and the grading issues to the rear we were only able to get two drive-thru lanes but still maintain the pass-by lane.

BASRALIAN: Are you also familiar as the architects with Chase's operations and the floor plan layout and did you, in fact, prepare a floor plan layout which has been marked as Exhibit A-8?

PHILIPS: Yes, I am familiar and worked with Chase to come up with the corporate end, which is shown on Exhibit A-8.

I will walk through it for the benefit of the board. The front elevation, west elevation, contains a vestibule and in the vestibule there is an opportunity to use an ATM, when you first come in, which is 24 hrs accessible to ATM customers.

As you come into the building you have the comfort zone, a place where you can sit down, there's a few comfortable chairs and a small coffee pot where you can get a cup of coffee and sit before you meet with your banker.

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We have a check desk, an area where you can get all of your paperwork done prior to going into the cube, where we have five tellers that will face the lobby of the building. We have office space throughout and a conference room.

There are different office spaces for different kinds of banking uses and they are located throughout the perimeter of the building.

We have three restrooms, men's room, ladies' room and a handicap accessible rest room.

Then as you go through the back the rear area, there is obviously a support area for the tellers, including a break room, a data room and a (?) chest, a place for a small vault.

At the rear of the floor plan there is also an area for the drive-up teller towards the back of the building.

So what we have is a layout...and there is also an area for safety deposit boxes in the front of the building as well. Safety deposit boxes, vaults and those types of things are in an area that we fit in...

BASRALIAN: This makes it a full service branch bank with the safety deposit boxes?

PHILIPS: Yes, it is full service. You can have a safety deposit box and do your private banking there, walk up to a teller or drive-thru and there is also the opportunity to drive-thru an ATM.

BASRALIAN: At the last hearing there was a question again raised in Ms. Bogart's report regarding no garbage dumpster shown on the site and while Mr. Missey did talk about it, perhaps you could tell the board again why there is no garbage dumpster on the site.

PHILIPS: Primarily because it is not needed. Most of the refuse or garbage that comes in a bank is paper and all of the paper is shredded and picked up by a company and taken off-site on a regular basis. It is not typical papers that would be thrown away into the trash; it is taken away in a shredded capacity.

The other refuse would be some things from the break room and the coffee cart. We have janitorial services that come after hours, clean the facility and take the garbage bags with them on a daily basis so there is not a collection and storage of garbage on -site.

BASRALIAN: On Exhibit A7, you set forth the Sign Package that is being proposed and I think it would be appropriate now to review the signs that are on the plans and what they all mean and why it was deemed necessary to have this type of sign arrangement. Perhaps you might talk to the façade signs first.

PHILIPS: Sure. What we have are our façade signs, 2'6" letters and a small Chase logo after the lettering. Typically on a bank you will have the identification of the bank on all four sides; here there was no need to put one on the rear so we have the Chase logo on the west, the south and the north elevations to the sides and front of the building.

We also have a pylon sign...

BASRALIAN: Before you do that, you also have as part of Chase; you have the Chase logo...why does the name Chase and the logo go together?

PHILIPS: All the clients that come to Chase know it as a national bank and they recognize the logo and the lettering together as identification of the bank and the retail image of that bank.

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I believe it is a clean look and proportional to the building size and it's not an overpowering logo, it just compliments the letters ... at the end of the letters you have a nice blue logo.

BASRALIAN: Have the façade signs been designed to coordinate to the façade size itself so it is compatible in size, not too big or look like a postage stamp, so it is aesthetically pleasing. Is that the purpose of the design?

PHILIPS: Certainly it is the purpose and in my opinion, we achieved that purpose by using this size letter, which fits in well with the façade size. We used the same size signs on all three sides and you note that the side elevation of the building is larger but we have used the same size because dimensionally it would look incorrect to have small signs and a larger sign.

BASRALIAN: The façade on the north side is the one that faces the parking lot and does that face a rather large expanse or a small expanse of parking area?

PHILIPS: It faces the entire Staples and A&P portion of the lot, so it is visible not only to the motoring public but also to the other customers throughout the retail facility adjacent to it.

BASRALIAN: You also started to mention a pylon sign. You know that the Borough allows only one pylon sign per property. Why are you proposing this and would you describe what it is and how you dimensioned it.

PHILIPS: The banking customer needs to know that there is a Chase there and I know we have identification on the building but it would be typical to have an identification point at the entrance, which we do have here. If we didn't have that the motorist would just drive right by the bank without knowing that was the entrance and then it would be inconvenient and they would have to make a U turn ...

BASRALIAN: You're talking about the southbound traffic.

PHILIPS: The southbound side, correct. Going northbound, the same thing. You see the bank ... it is very typical for someone coming into the bank to see the sign there at the entrance and very unusual and I have not personally done any other banks or Chase banks that did not have an identification point at the entrance.

What we have tried to do and we did read the ordinance and respect it...the sign is a 17' high structure but the actual sign is 9' and it is only a 1' 4" a letter, a vertical look and we think it looks clean and neat and serves the purpose of identifying the Chase Bank facility and entrance point without being at all intrusive to the motoring public or any other person.

BASRALIAN: It is a two-sided sign, visible to cars traveling north on Kinderkamack and cars traveling south on Kinderkamack giving both access to the curb cut that is adjacent to the bank, correct?

PHILIPS: That is correct.

BASRALIAN: And it is a rather narrow sign in terms of its overall width, would you just tell the board what it is.

PHILIPS: The width is 3' and then it has a 4" band, for a total of 3'4" but the actual Chase letters, which comprise the signage portion of the structure, are 1'4" in width.

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BASRALIAN: You mentioned the Chase letters and the logo in blue, is that the national identification used for the thousands of Chase branches throughout the country?

PHILIPS: Yes, throughout the country, it is the same lettering, the same color and logo.

BASRALIAN: Would you explain to us about the directional signs?

PHILIPS: When we work with sign engineers and the planners one of the most important things is once the customers come on site is to have sufficient decision points within the site for safety...you have to get to the drive-thru for the ATM, for the tellers and customer parking and we have simply nicely detailed signs to indicate the direction to go to for drive-up banking, drive-up ATM and customer parking.

We think they are correctly positioned, they are visible once you are on the site but not very visible from off-site and they do provide for efficient travel throughout the site without confusion.

BASRALIAN: And you believe that those directional signs are really necessary for proper circulation of traffic through the site and to direct people to the various functions of the two drive-ins...

PHILIPS: They are very necessary to have for the people coming to the site and they don't know where to go, especially for the first few times they come in...they don't necessarily know where the drive-thru is, where the ATM is...do I have to park to go to the ATM or can I drive around and go through a drive-thru ATM...these aren't consistent from bank to bank even within Chase. So therefore, these directional signs are actually changed based on the site and the lettering is actually custom made for the site, so each individual Chase bank has different lettering telling people where to go...

It's for safety and informational purposes.

BASRALIAN: There are also, mislabeled on the original plans as a roof sign, but, in fact, are signs on the drive-up and the ATM...would you please indicate where those signs would be and where they are on the plan.

PHILIPS: Ok. In the rear of the site we have a canopy and that canopy houses the two drive-thrus, one lane is for the ATM and one lane is for drive-up banking. You may be able to see on the south elevation, I don't think you can see it from them and I know you won't be able to see it from the street, where these are showing...you've got the drive-up and the ATM signs. You would only see them if you were behind the bank driving your car and wanted to know which lane to go to for ATM or which lane to go to for drive-up...they are necessary and they are not visible to anybody except the people that are going up to use the retail services.

We also have a clearance sign, which is very important to anybody especially, for instance, I carry a bicycle on my roof and sometimes you forget and you want to know what the clearances are...if you have a truck, you want to know how much clearance you have and how much clearance there is under a canopy. Any canopy of proper design is required to show the actual clearance.

BASRALIAN: Also on the sign, I noted there is a little triangle; would you tell the board what that is?

PHILIPS: Again, the drive-up lane and the ATM lane properly identified we show a green arrow...only the green arrow in the drive-up would illuminate the rest is non-illuminated. When that lane is closed, it would be illuminated red and when it is open it would be illuminated green. It is just

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a stop and go so people will know where to go when they drive up and whether it is open or closed. Where to go for their ATM and whether it is open or closed and what the clearance is so they don't know their bicycle off the rack.

There is also a *Do Not Enter* sign necessary to identify for the motorists not to drive through the canopy the wrong way. So we have a *Do Not Enter* sign.

BASRALIAN: And the signs with the colors are in conformance with the Code utilizing two colors plus the white, correct?

PHILIP: They are. We have blue and grey and white...there are two shades of grey and these are standard although the lettering and the directional arrows are different on each site. Every Chase site are different but every one of them will have the same two-tone grey. It is grey but there are two tones of that plus blue and white.

BASRALIAN: So do you believe that the proper combination of signs, gives a proper identification to the motoring public and that the signs within the property itself are appropriate to give direction and instruction to people where to go, whether it is for continuing customers or new ones that always come into the bank?

PHILIPS: I do, I think that it is efficiently designed to show people where to go on site and where not to go on site and that it works well.

BASRALIAN: I have no further questions at this point.

MITAL: Shall we begin with the professionals?

BOGART: I have a couple of questions regarding the architecture and a couple of questions regarding the signage.

Is there any opportunity to provide for some natural material as opposed to ecosystem? Our Master Plan as well as our Zoning Ordinance for a number of zoning districts suggests that you provide natural materials such as stone or brick and we basically discourage the ecosystem.

PHILIPS: Well, you'll notice that we do have brick, we have natural brick and we do have other materials.

BOGART: The brick is the red band?

PHILIPS: Yes, that's only the beige area that is ecosystem.

BOGART: And how do the colors that are being proposed and the materials that are being proposed compare to the remainder of the shopping center?

PHILIPS: I think that it compliments it well because the rest of the shopping center does have eco types of materials and does have natural brick as does the bank next door to us, which does have ecos material and across the street does have brick and ecos.

BOGART: So you have looked at the adjacent properties and compared them.

PHILIPS: I have and I think that this building actually compliments the other buildings and from an architectural standpoint is a favorable building to much of the building in the area but is also consistent with those designs.

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BOGART: Could the applicant provide samples of those materials so we can confirm that they are consistent with the adjacent properties or complimentary to them?

PHILIPS: We can, I don't know if we have any material with us but ....

BOGART: Maybe as a condition of approval we can work out the tones and colors.

PHILIPS: I think as a condition of approval we will be able to provide those and I think if we look together at the other buildings we will be able to conclude that the materials that we are using are consistent and complimentary and we will do that as a condition of approval.

BASRALIAN: Excuse me, were you suggesting alternate colors or that you wanted approval of colors or that you wanted to see what is exactly proposed?

BOGART: I just want to make sure that the colors and materials are consistent with the surrounding neighborhood.

TEN HOEVE: My recommendation would be that the board review that rather than making it a condition that was left to the discretion of an engineer or planner. The courts have created some difficulty when conditional approval is granted and a significant decision is left to be made to a board's professional as opposed to the entire board.

PHILIPS: I will represent that it will be consistent...

TEN HOEVE: No, I am just saying if the board wants them submitted then they should be submitted to the entire board so they can take a look at it and make the determination.

BOGART: That is up to the board. My only concern was that it was complimentary to the adjacent main shopping center but also the adjacent buildings.

TEN HOEVE: I understand that. My only comment is that if the board wants to see it, the board should review it rather than having, subsequent to a denial or an approval, some individual making that determination. It has been challenged a couple of times successfully in some of the other towns that I am involved with.

MITAL: Would it be possible to see a sample of that before...

BASRALIAN: Yes, it certainly would. I just caution notwithstanding Ms. Bogart's comments, that if the board is going to make the decision as to what is consistent with everything else, there are a lot of inconsistencies and different designs as I recall up and down Kinderkamack Road. So what the architect here has stated is he has tried to make this consistent with the design of the shopping center...engineer....the design consistent with the engineer's testimony as to the shopping center.

I don't think you can make everything complimentary to everything else. I will give you the materials but I would ask the board to take that into consideration with the design criteria since the design has been fully worked on this building.

MITAL: Absolutely.

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MAGUIRE: We appreciate that and this board has been through this before, the Post Office across the street is an example of that where we actually changed the color of the roof. So we would appreciate seeing the materials.

BOGART: And that is actually my next line of questioning. The roofline and whether you took into consideration the same type of details as far as the adjacent rooflines. I know that the shopping center was modified, the roofline on the main building provides a parapet and I'm surprised you came in with a flat roof. Is there any opportunity to modify the roofline a little bit to give it a little more detail?

PHILIPS: In my opinion, it is a well designed building the rooflines are appealing and I think it will be one of the nicest buildings in that area and again complimentary. I don't know that I want to redesign the roofline or agree to do that but we could look at it.

BOGART: The tower that you are proposing...what's the material on that?

PHILIPS: It's an asphalted shingle.

BOGART: There is no opportunity to provide for some additional architectural features above the projection where the Chase sign is on the northern façade? Can we something similar there to break up that ....

PHILIPS: I think that maybe we could get together and meet and talk about some of these ideas, I don't know what we could resolve here this evening but maybe when I submit the other materials you could expand upon your ideas and I could see whether we could take some of them into consideration and fit them into the design.

This is the look of Chase...

BOGART: I understand that.

PHILIPS: And it is consistent and I think that it works well in the area and...

BOGART: I am just trying to make it consistent with the Borough.

BASRALIAN: Again, this is not a redesign type and there is an expert whose firm has designed this and come up with a design that is consistent with Chase and what Chase desires and which he has testified to that it is consistent with what's around and certainly with the shopping center. So those are subjective opinions as to whether it is his or the head of the firm that designed this or anybody else, I think we have to defer to what the design people feel is appropriate for the project and there are a lot of subjective opinions.

While we will agree to look at it, and I expect that will be done very rapidly, that is the scheme of what the applicant has submitted for this particular branch.

BOGART: Understood. Just trying to make sure it fits in with this municipality.

MAGUIRE: Maybe we could cut to the chase here and have the planner meet with your engineer and go through any ideas she may have and in particular, I think I am interested in making sure the building ties in with Staples, the mall building itself and the rooflines of those.

BASRALIAN: And I was saying those are subjective opinions. I would ask him to get together with Ms. Bogart immediately so we don't have an on-

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going debate as to what the applicant thinks is appropriate versus what someone else does. So they will do that immediately, tomorrow.

BOGART: Obviously we will do it in the field so it doesn't have to be subjective because we can look at the adjacent buildings to see if the design is consistent.

BASRALIAN: Perhaps before we adjourn tonight we can set up a meeting so you can meet in the field.

BOGART: With regard to the signage, I'm a little confused because what I have as far as signage material is not consistent with what it being presented. Can you just clarify certain things?

There's one pylon sign being proposed?

PHILIPS: That is correct.

BOGART: And it is the tall 17'?

PHILIPS: 17' x 3'4" wide...for the entire structure. The illuminated letters are 1'4" wide.

BOGART: And there are how many directional signs being proposed?

PHILIPS: Two. Two, we will call them directional; they are in the landscaped area.

BOGART: Towards the interior. And then you have three wall signs.

PHILIPS: Yes, there are actually four including the *Do No Enter* sign. The four would be the drive-up, ATM, clearance sign and *Do Not Enter* sign.

BOGART: I am just talking about the Chase sign.

BASRALIAN: She is talking about the façade signs.

PHILIPS: Well, the façade signs would be three.

BOGART: Obviously our ordinance only permits two and if you look at the site, in my perspective, it looks like the northern façade and the western façade are the most obvious to have signs and then you also have one on the southern façade. I'm just curious. When you look at the adjacent building to the south, are you ever going to see the sign that you have on the southern façade?

PHILIPS: You would see it, yes but I would agree with you that it is primarily the west elevation and the north elevation are the signs most visible and most essential to my client.

BOGART: Would you ever see the southern façade sign other than being on the adjacent property?

PHILIPS: No, only as you come up close to it when you are driving up and passing the bank to the south of us, you would just start to see it.

BOGART: It doesn't seem to make sense to request a variance for a sign that you are not typically going to see from a public right-of-way. Would they consider just providing two signs, the northern and western facades?

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PHILIPS: I think if they looked at it as a condition of approval they would consider removing it. My clients are here tonight and I would be happy to talk to them about it tonight and come to some resolution.

BOGART: That way they would comply with the ordinance which would be most appropriate for them.

TEN HOEVE: Did you have a comment on the size...I guess the sign area of the wall signs would change if they would comply?

BOGART: I would have to look at that. I am not sure.

TEN HOEVE: It might eliminate a variance.

BOGART: It may but just looking at it, the wall signs proposed fit in with the architecture that is proposed. I don't have a problem with the lettering even though the lettering may require a variance. I think it is to scale with the building proposed.

TEN HOEVE: I think in one of your reports, there was a comment that there were three colors as opposed to two.

BOGART: That was actually clarified at the last hearing because one of them was actually a light for the drive-thru.

TEN HOEVE: So, no variances required for them.

BOGART: No, but there are some logos proposed on the directional signs and variances would be required.

BASRALIAN: Yes, I indicted logo and Chase go together, they are not independent of each other and that is pretty typical of national tenants. If you go up and down the road, even the bank next door has a big logo on top of the building on two sides.

I know what your ordinance says but it is very, very typical for identification to have them.

BOGART: I personally have an opinion or objection to having logos on directional signs but my report had said they removed them because I thought they had been removed them but they were removed from the handicapped signs.

BASRALIAN: Yes, well the handicapped signs were on the engineer's plan and they conformed with the requirements of the law in terms of size and dimensions and they have all been eliminated on the handicapped signs.

BOGART: So the variance is still required for the directional signs.

TEN HOEVE: Is there a variance for the size of the directional signs?

BOGART: The ordinance requires two square feet and the proposal is for two and a half...

TEN HOEVE: Did you have any comment on that?

BOGART: I think the size is appropriate.

MANCUSO: I was just wondering...would you describe the colors that you are presenting because you mentioned a tan and from here it looks green...could you go through the colors of the building.

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PHILIPS: The building or the signs.

MANCUSO: The building itself...

PHILIPS: We have grey cast stone and a natural brick, which is dark red and ecos materials is beige. We have an asphalted shingle. I don't think it has any green in it, it's more of a charcoal type color.

MANCUSO: It actually looks like khaki to me from here. That's fine.

MITAL: It looks pretty green from here.

MANCUSO: The red looks brown and the beige looks green, that's why I was asking. It could be the lighting.

PHILIPS: An excellent suggestion was made earlier that we bring these materials to a meeting for the board to see.

MANCUSO: And what is the asphalt shingled roof...grey also?

PHILIPS: It's a charcoal.

MANCUSO: So you have beige, red, grey.

MITAL: Color plotters are sometime temperamental too.

MANCUSO: Exactly, you don't get your real colors.

MITAL: Anyone from the board?

VON BRADSKY: Could you show us on the site plan where the pylon sign goes?

PHILIPS: Sure. As you are heading north on Kinderkamack Road, there's an entrance to the facility and it's in that landscaped area. Over here are the directional signs, as you come in you have the opportunity to go straight or make a right and at the end of the building, you have the ATM and the drive-thru and there are directional signs to show you where to park and where to go to the ATM and drive-up.

MAGUIRE: That pylon sign is 17' tall and the first five feet is non-illuminated material and the top 12' is Chase.

BASRALIAN: Why don't you pull it up on the exhibit?

VON BRADSKY: Before you do that, we couldn't see where you were pointing. Where does that go?

BASRALIAN: Referring to Exhibit A9..

PHILIPS: The pylon sign is in the landscaped island.

BROUWER: How far from the road?

PHILIPS: Give me a moment.

MAGUIRE: The ordinance allows 24' sq ft and this sign is going to be 58 sq ft?

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PHILIPS: The signage itself is under 20 sq ft., the Chase letters and the logo is 9' by 1'4" but if you measure the entire grey area, the structure itself, that's where you get that measurement.

MAGUIRE: So the first 5' are just blank but it is all one structure.

PHILIPS: Correct, and again, we go over to Exhibit A7, this is an entire grey block and then you see the letters...that's the only illuminated portion of the sign, the white and the blue, which is less than half of the sign.

MAGUIRE: Ms. Bogart, what is the height restriction on free-standing signs? Do we have a height restriction?

BOGART: I will have to look but the issue is that this is sort of a new type of sign that you have begun to see in the past five years or so and our Code does not contemplate this type of design, so you have to take into consideration the entire sign area, when it is actually going to be a lot smaller than what is identified here. I'll look but it's a completely different type of design.

MAGUIRE: Are there any other Chase banks in the area that have this sign?

PHILIPS: I am going to refer to the Chase representative... (He asked)...Tenaflly, there is a new facility in Tenaflly that has a similar sign.

BROUWER: Are there pictures that the board could have?

PHILIPS: We could provide one, be happy to do it. In my opinion, it gives the information but in a cleaner look than the two-pole signs you sometimes see.

BASRALIAN: The answer is we will submit the pictures with the building materials. You will have that shortly.

MITAL: Any other questions from the board? No? Ok, Mr. Basralian?

BASRALIAN: I have one further witness.

William Hamilton, 203 Elmwood Avenue, Hohokus, New Jersey came forward and was sworn in.

BASRALIAN: Mr. Hamilton would you state your profession and with whom you are associated?

HAMILTON: Principal in (?) Engineering, Associates. I am a licensed Professional Planner in New Jersey and also a member of the American Institute of Certified Planners and also a licensed Landscape Architect.

BASRALIAN: And have you testified before planning boards and boards of adjustment in a planning capacity in New Jersey?

HAMILTON: Yes, I have. For the past 25 years I have testified throughout New Jersey at various boards of adjustment and planning boards and, in fact, I have testified before this board although it was quite a few years ago.

TEN HOEVE: Was that as a planner or engineer?

HAMILTON: It was actually as a planner and landscape architect on the Nursing Home and Assisted Living Facility by Mill Pond.

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BASRALIAN: He is accepted?

MITAL: Yes.

BASRALIAN: Mr. Hamilton, you have reviewed the application and reviewed the plans and are you familiar also with the site and have visited it?

HAMILTON: Yes, I have.

BASRALIAN: Do you have an opinion with respect to the variances that are being requested and if so, would you so state it.

HAMILTON: I would be happy to. I'd like to start by going through the various variances that have been discussed this evening and I am going to start with the parking setback variance.

As you heard there is a 20' front yard setback in the B1 zone where parking is required to be set back 20' from the street r-o-w line. Our proposal is for a setback of 7'. As you may note the existing setback for the access drives that serve the existing parking lot for the medical office building is approximately 6', so we are somewhat consistent with the existing condition. As a matter of fact, what we're proposing here is a total landscape or open area within that 20' required front setback of approximately 1,800 sq ft, which is 30% more or 400 sq ft greater than what exists in the current condition. So, we are actually providing more landscaping within that front setback area.

We did think as we looked at designing this site of flipping the parking and putting the parking adjacent to the bank and using the existing access aisle and that would eliminate this parking variance. The problem with that is that by putting the parking out by Kinderkamack Road it allowed us to move the access driveway for the bank 20' further away from the entrance to the site from Kinderkamack and from a traffic safety perspective, that seemed like the proper thing to do.

In addition, we looked at moving the entire bank back but what we found there is we were then encroaching further into the slope and wooded area to the rear of the site and the offset did not seem to make sense.

BASRALIAN: So your position is that the constraints of the lot with respect to the slope to the east has an impact on why the parking is located the way it is.

HAMILTON: Yes, it does.

BASRALIAN: Please continue.

HAMILTON: With regard to the positive criteria, I think there are certain purposes of planning as outlined in the Municipal Land Use Law will be advanced by the granting of this particular variance and specifically they relate to promoting the general welfare, to promote the free flow of traffic and also with respect to the additional landscaping area that's provided in the front of the site for improvement to the visual quality of the environment.

With respect to negative criteria, we don't believe there is any negative impact to the zone plan and zoning ordinance. It's a fairly minor deviation and there is going to be no impact to the neighborhood, front yard parking or parking within the required front yard is not an unusual condition, it is an existing condition at the Burger King, Dunkin' Donuts across the street and other sites as well. Again, the impact is going to be minimized through the landscaping.

We also have a variance request for impervious coverage. The coverage requirement in the zone is 80%, the existing coverage on the

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property is 84.1%. With this application, we are actually reducing that non-conformity to 83.8% and with the removal of the parking spaces, at least on a temporary basis, that percentage will even be, from a practical standpoint, further reduced.

We also have a variance for the number of principal buildings. Only one principal building is allowed in the B-1 zone and two are proposed. Two are existing but the existing outdated building will be removed and that building had an existing non-conformity with respect to the side yard setback. The new building that's proposed will be a modern facility and will comply with all the building setback requirements so we are eliminating that existing non-conformity.

It's important to keep in mind, I think, as you look at this site is that this property is in the B1 zone, which has a minimum lot area of 10,000 sq ft. This site is ten times the size of that minimum lot area, so, in my opinion, a second building on this site is appropriate and will not in any way impact, in terms of the neighborhood character.

It's also important to note that the bank, with the shopping center, also complies with the building coverage requirements of the zone.

We also have a number of variances with regard to signs, which were discussed earlier. And just as introduction in the architecture and the engineer touched on this, all the signs in this project, the façade signs, the free standing signs and the directional signs are all part of Chase's national branding and standardization of the marketing themes. The signs carry a unified theme throughout the site, which includes the use of their logo. The logo is an integral part of their identity and their branding and is evident in all of their marketing materials, their stationery, their web site and other products.

Along with that there is a color palette that that goes and is utilized for the banking facilities to create and maintain a recognition of the bank and is used throughout the country as well.

BASRALIAN: I just want to interject something. You said this property has ten times the size of the minimum and I did a quick calculation and it is about 34 to 35 times the minimum.

HAMILTON: Did I say 10, I apologize.

The first variance relating to the directional signs and it is purely a question of whether this is a variance or not. It relates to the colors and it was discussed earlier the fact that there are two shades of grey could be interpreted that that was three colors on the sign because there is blue on that sign as well and that would require a variance. So we have noticed for that variance to be conservative in our approach.

We also, as your planner noted, have a name and logo, which is not permitted on directional signs.

There are three variances associated with the free-standing sign. The first relates to the clearance. There is a requirement that three foot of clearance be required between the ground and the bottom of a free-standing sign. This is a unique sign and it does not have that three foot of clearance. Again, one sign is permitted for the property, two signs are proposed. One is existing, one is proposed. And the maximum size of the sign which is 24 sq ft and 58 sq ft is proposed and you have heard testimony with regard to the unique nature of the sign and the fact that the Chase lettering and logo take up a very small portion of that 58 sq ft. In fact, if you look at that particular area it would actually be less than 20 sq ft.

The proposed free-standing sign is needed to identify the proper driveway access to the bank as you have also heard in testimony and to provide an appropriate marker for traffic to identify the site as visitors and customers are traveling both north and south on Kinderkamack Road.

There will be no negative impact. The size is consistent with adjacent uses. The strip center sign directly across the street is much larger and is

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the Burger King sign and the Gulf sign as well as, perhaps, the Dunkin' Donut sign.

BASRALIAN: Would you say this is almost a free-standing building apart from the center in many respects and the sign is helping for identification?

HAMILTON: It really is. It is isolated from the building. In fact, the setback of this building, because it is set back further than the 20' minimum requirement, the visibility is not as great as it would be, if it was up at that 20' level so this sign does provide very good visibility for the property.

There is also a row of existing street trees that are on both sides of Kinderkamack Road on both sides of the property and this sign will enable the property to be properly identified.

Now, with respect to the wall signs. As you have heard three signs are proposed, there was some discussion on eliminating one sign on the south and there is a variance relating to the size of the letters, two feet is required, we're at two and a half feet. The total wall sign area is 132' for the three signs which exceeds the 96 sq ft requirement. In the event that the one sign is taken off the application, the south side sign, we then would comply with that 96 sq ft because each sign would be 44 sq ft.

The façade signs again are part of the architectural treatment to break up the mass and the view of the building. This bank is uniquely positioned as I mentioned with regard to the setback from the street and signage is critical to identify the property.

Overall the signs on the building are really going to take up a small percentage of each of the facades of the building. In the front of the building the sign is going to take up 4% and on the sides they are going to take up 3.2% on each side. I believe your ordinance has a 10% maximum in the zone. Overall I believe the purposes of planning again will be advanced in the granting of these sign variances. Again, we are looking at the promotion of general welfare, promotion of the free flow of traffic and of course, the promotion to provide a desirable visual environment for the site. The signs will be aesthetically pleasing and will complement the architecture as you heard in the previous testimony.

BASRALIAN: It is your opinion that these variance could be granted without substantial detriment to the public good, zone plan and zoning ordinance.

HAMILTON: That is right.

BASRALIAN: I have no further questions of this witness.

MITAL: Any questions from the professionals or board? No?

BASRALIAN: I have no further witnesses at this point. We've explained what the application is and everybody, obviously, on the board is very familiar with the property. I do have some obligations, one of which is to provide the materials for the board's review, also the photograph of the sign in Tenafly that is very similar to this and to set up a meeting on-site between Ms. Bogart and Mr. Philips to review the material on site and the compatibility of the design.

Aside from that, I believe that complete the application except for public comments.

TEN HOEVE: What I am suggesting though is you will have to return at our next meeting on the 15<sup>th</sup> and present the material, show the pictures and any discussion with what happened with our planner and your representative.

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BASRALIAN: You will have the materials well before that time and we will have to amend the plan because of the exhibit we gave you tonight which shows the angle parking and the one-way in. That will all be done well in advance of the next meeting.

TEN HOEVE: What I am suggesting is that I don't think you will need to have all of your witnesses here at the next meeting. The only people I suspect you will have is whoever met with the planner to deal with any question she has or raises and I am sure that person can comment on the materials and picture of the sign.

BASRALIAN: The reason I was laying it out is I wanted to make sure that the planner and Mr. Philips meet sooner rather than later and not on the 15<sup>th</sup>.

BOGART: I am available all day tomorrow.

BASRALIAN: Perhaps after we adjourn you can schedule it but we will get the materials to you by Monday.

You will adjourn this to the 15<sup>th</sup> at 8:00pm? And if you announce it I don't have to send out any Notices.

TEN HOEVE: There is no further Notice that will be provided to anyone who is here in connection with this application; it will be carried to December 15<sup>th</sup> at 8:00pm.

BASRALIAN: Thank you and have a good evening.

**APPROVAL OF MINUTES:**

Motion made by Mr. Oppelt to approve the minutes of October 27, 2010 as written.

Second by Mr. Browne.

AYES: Messrs. Browne, Von Bradsky, Schwamb, Oppelt, Mital, Ms. Eisen, Councilman Maguire

ABSTAIN: Messrs. Brouwer, O'Donoghue

Motion made by Mr. O'Donoghue to approve the minutes of November 17, 2010 as written.

Second by Ms. Eisen

AYES: Messrs. Von Bradsky, Browne, O'Donoghue, Oppelt, Brouwer, Mital, Ms. Eisen

ABSTAIN: Councilman Maguire, Mr. Schwamb

**MINOR SUBDIVISION:**

**MITCHELL/PASCACK REFORM CHURCH** - 18 Wampum Road &  
65 Pascack Road

Motion made by Mr. Brouwer to authorize the signing of the Deed on the Mitchell/Pascack Reform Church subdivision.

Second by Mr. Browne

Minutes of the Park Ridge Planning Board  
Meeting of December 1, 2010 – 8:20pm

Carried unanimously.

**CLOSED SESSION:**

Motion made by Mr. Oppelt and seconded by Mr. Browne that the board go into closed session at 9:55pm.

Board came out of closed session at 10:16pm.

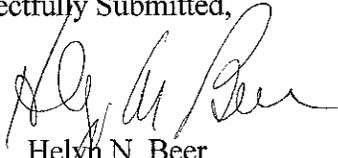
**ADJOURN:**

There being no further business to come before the board a motion was made by Mr. Oppelt that the meeting be adjourned.

Second by Councilman Maguire.

Carried unanimously.

Respectfully Submitted,



Helyn N. Beer  
Secretary

(10:18pm)