

BRIDGEWATER TOWNSHIP  
**ZONING BOARD OF ADJUSTMENT**

Regular Meeting  
Tuesday, April 3, 2018  
—MINUTES—

**CALL MEETING TO ORDER:**

Chairman Sweeney called the meeting to order at 7:30 pm in the Bridgewater Municipal Courtroom, 100 Commons Way, Bridgewater, New Jersey.

**OPEN PUBLIC MEETING ANNOUNCEMENT:**

Adequate notice of this meeting has been given in accordance with the Open Public Meetings Act N.J.S.A.10:4-6. On January 17, 2018 proper notice was sent to the Courier News and the Star-Ledger and filed with the Clerk at the Township of Bridgewater and posted on the bulletin board in the Municipal Building. Please be aware of the Zoning Board of Adjustment policy for public hearings: No new applications will be heard after 10:15 pm and no new testimony will be taken after 10:30 pm. Hearing assistance is available upon request. Accommodation will be made for individuals with a disability, pursuant to the Americans With Disabilities Act (ADA), provided the individual with the disability provides 48 hours advance notice to the Planning Board Secretary before the public meeting. However, if the individual should require special equipment or services, such as a CART transcriber, seven days advance notice, excluding weekends and holidays, may be necessary.

**ROLL CALL:**

Don Sweeney – present	Beth Powers – present
Pushpavati Amin – present	James Weideli, Alternate #1- present
Paul Riga – absent	Dawn Guttschall Alternate #2 – present
Michael Kirsh – present	John Fallone Alternate #3 - absent
Evans Humenick – present	Jeff Foose Alternate #4 - present
Alan Fross – present	

Others present: Board Attorney Steven K. Warner, Board Planner Scarlett Doyle, Board Engineer Tom Forsythe, Planning Division Secretary, Ann Marie Lehberger and Municipal Services Secretary Jacqueline Pino.

**MEMORIALIZING RESOLUTIONS:**

**ANTHONY GIRALDI**-117 Miller Lane  
Block 718 Lot 152

#17-028-ZB- Variance-demolish existing home and build new single family home

Decision: Approved with conditions 3/20/18

Motion by Mrs. Amin, second by Mr. Kirsh the foregoing resolution memorializing the approval on 3/20/18 was adopted as amended on the following roll call vote:

AFFIRMATIVE: Mrs. Amin, Mr. Kirsh, Mr. Humenick, Mrs. Powers, Mr. Fross, Chairman Sweeney

ABSENT: Mr. Riga, Mr. Fallone

NOT ELIGIBLE: Mr. Weideli, Ms. Guttschall, Mr. Foose

**MINUTES FOR APPROVAL:**

**February 6, 2018, Regular Meeting**-Motion by Mr. Weideli; Second by Mrs. Amin the foregoing minutes were adopted as written on the following roll call vote:

AFFIRMATIVE: Mrs. Amin, Mr. Kirsh, Mrs. Powers, Mr. Foss, Chairman Sweeney, Mr. Weideli,  
Mr. Foose

ABSENT: Mr. Riga, Mr. Fallone

NOT ELIGIBLE: Ms. Guttschall

**March 6, 2018, Regular Meeting-**Motion by Mrs. Amin; Second by Mr. Weideli the foregoing minutes were adopted as written on the following roll call vote:

**AFFIRMATIVE:** Mrs. Amin, Mr. Kirsh, Mr. Humenick, Mrs. Powers, Chairman Sweeney, Mr. Weideli, Ms. Guttschall

**ABSENT:** Mr. Riga, Mr. Fallone

**NOT ELIGIBLE:** Mr. Fross, Mr. Foose

**HEARING AND DELIBERATIONS:**

**SOMERSET LAND EQUITIES, LLC-Newmans Lane**

Block 706 Lot 9

#18-007-ZB- Variances for New Home on a Vacant Lot

Chairman Sweeney stated that applicant will not be heard this evening as scheduled due to an issue with the notice. The Board recommended that the next available date would be Tuesday May1 and will confirm with the applicant if they are available. New notice is required.

**PATTISON SIGN GROUP-1550 Route 22 East (Lexus)**

Block 356 Lot 2

#17-027-ZB- Minor Site Plan- Replacement of Pylon Sign

Attorney Chris Chiacchio was present on behalf of the applicant. All witnesses were sworn in for testimony. Board Planner Scarlett Doyle and Board Engineer Thomas Forsythe were also sworn.

Mr. Chiacchio explained that the application is to replace an existing pylon sign located on Route 22 for Lexus of Bridgewater. The existing sign was built in 1988 and stands 23feet high. The proposed new sign stands 25feet high.

Justin Wainwright, general manager of Lexus of Bridgewater provided testimony as follows: They are proposing to replace the existing sign as required by the manufacturer Lexus USA. The manufacture requires each dealership to comply with their branding color schemes and logos for updating. Since the recent relocation of Route 22, the dealership is now located on the service road as opposed to being directly on Route 22. This has created a negative impact on the business. Customers are having difficulty finding the driveway due to the navigation systems not being updated.

The Board asked if their relationship with the manufacturer would be impacted if the sign is not approved by the Township. Mr. Wainwright stated that their business relationship with the manufacture could be impacted. He explained that they may lose inventory or benefits if they don't comply with their requests.

The Board asked what the changes to the logo will be. Mr. Wainwright stated that the logo is the same, but the color scheme has changed. Lexus colors used to be black and gold but are now black and silver.

The Board questioned how the manufacture determines the size of the sign. Mr. Chiacchio explained that there are two factors used in determining the sizes, the location of traffic and the size of the existing sign..

Mr. Wainwright explained that the exiting sign is on pillars but the proposed sign is solid.

Chairman Sweeney opened the public portion of the meeting for questions for Mr. Wainwright. There were no questions or comments.

Eliseo DiPrinzio, RA & PP, the applicant's planner was accepted by the Board as an expert witness. Mr DiPrinzio explained that the existing sign was measured to include the posts, base and sign area and that is how 175 square feet of sign areas was determined.

Mr. DiPrinzio submitted exhibits that were marked into evidence as follows:

<b>A-1</b>	<b>4/3/18</b>	<b>Resume for witness</b>
<b>A-2</b>	<b>2/12/18</b>	<b>Silhouette plan showing proposed sign over existing</b>
<b>A-3</b>	<b>4/3/18</b>	<b>Composite materials board</b>

Timothy Olsen, Forman Sign Company was present and stated that he had 27 years of experience in the signs industry. He explained that in the past the top portion of the sign was calculated for the sign area noting that the bases structures and poles were not included. Mr. Olsen described the size, materials, and illumination of the proposed new sign.

The Board questioned about the illumination of the sign. Mr. Olsen explained that the logo and the text will be illuminated and noted that it would be a halo effect.

The Board questioned if other dealerships were changing to similar types of signs. Mr. Olsen confirmed that about 99% of dealerships have changed to these newer types of signs.

The Board questioned what the next smaller size would be in the Lexus sign package. Mr. Olsen stated that he would need to confirm but he believed that it would be approximately 18 feet noting that they determine the size of the sign based on what currently exists at the dealership.

The Board questioned if the sign could be moved closer to the roadway and made smaller.

The Board discussed and compared the proposed sign to the currently existing signs on the neighboring dealerships such as Chevrolet and Nissan.

Mr. DiPrinzio provided testimony as follows. Lexus would like to stay with the existing sign location and keep it back 30 ft. The increase in square footage is due to the base. Visibility is important to dealership for the success of their business as well as safety of entering and exiting.

Mr. Chiacchio reviewed the reports of the Township professionals and noted that they will work with the Township planner regarding the height and the placement of the 157 shrubs required.

Mr. Chiacchio submitted exhibit that was marked into evidence as follows:

<b>A-4</b>	<b>4/2/18</b>	<b>Letter from Somerset County Planning Board</b>
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Mr. Chiacchio provided closing comments.

Chairman Sweeney opened the public portion of the meeting for questions or comments for Mr. DiPrinzio or Mr. Olsen. There were no questions or comments.

Chairman Sweeney suggested that applicant consider looking at some alternate options such as a 10 ft setback instead of a 30ft setback and also provide the Board with some photo simulations of the proposed sign from Chimney Rock Road and Route 22.

Mr. Chiacchio stated that the applicant will agree to come back at a future meeting and provide the Board with some additional information.

The application will be carried to May 15, at 7:30 pm. No New notice is required.

**MEETING OPEN TO THE PUBLIC:**

There were no members of the public wishing to address the Board on any matter not listed on the agenda.

**OTHER BOARD BUSINESS:**

The Board reviewed the 2017 Annual Report prepared by Board Attorney Steven Warner. Mr. Warner noted that all Board members could vote.

Motion by Mr. Weideli; second by Mr. Fross the 2017 Annual Report was adopted as amended on the following roll call vote:

AFFIRMATIVE: Mrs. Amin, Mr. Kirsh, Mr. Humenick, Mrs. Powers, Mr. Foss, Chairman Sweeney,  
Mr. Weideli, Ms. Guttschall, Mr. Foose

ABSENT: Mr. Riga, Mr. Fallone

**ADJOURNMENT:**

It was the consensus of the Board to adjourn the meeting at approximately 9:30 pm.

Respectfully submitted,  
Jacqueline Pino  
Secretary to Municipal Services