

CITY PLANNING DEPARTMENT



Memorandum – FINAL

To: City Plan Commission
From: Jonas U. Bruggemann, MSCRP | Senior Planner
Date: December 30, 2024
RE: 379 Atwood Avenue – Assessors Plat 12, Lot 2853
Application for Dimensional Variance

Owner / Applicant: Jackys at 379 LLC
Location: 379 Atwood Avenue
Zoning: C-3: General Business
FLUM Designation: Highway Commercial/Services

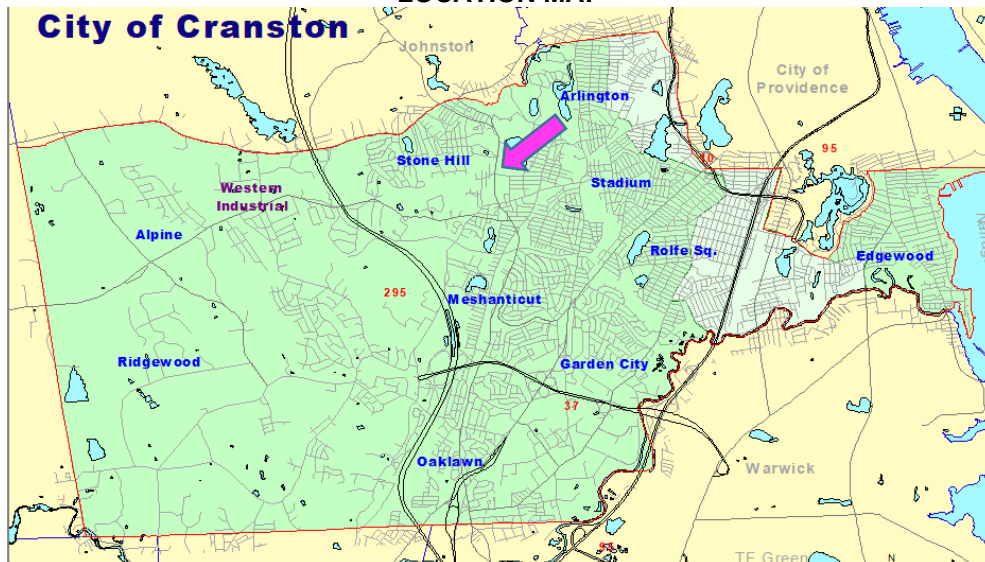
Subject Property:

The subject property is located at 379 Atwood Avenue, identified as Plat 12, Lot 2853, and has a land area of 0.7990± acres, (34,804± sq. ft.) with frontage on Atwells Avenue and Randall Street.

Request:

To allow relief from the sign requirements to install a 170.4 sq. ft. (47' x 3.6') wall sign above the entrance of a commercial building fronting Atwells Avenue. (17.72.010(4) – Maximum Area, and 17.92.010 – Variances).

LOCATION MAP



AERIAL PHOTO



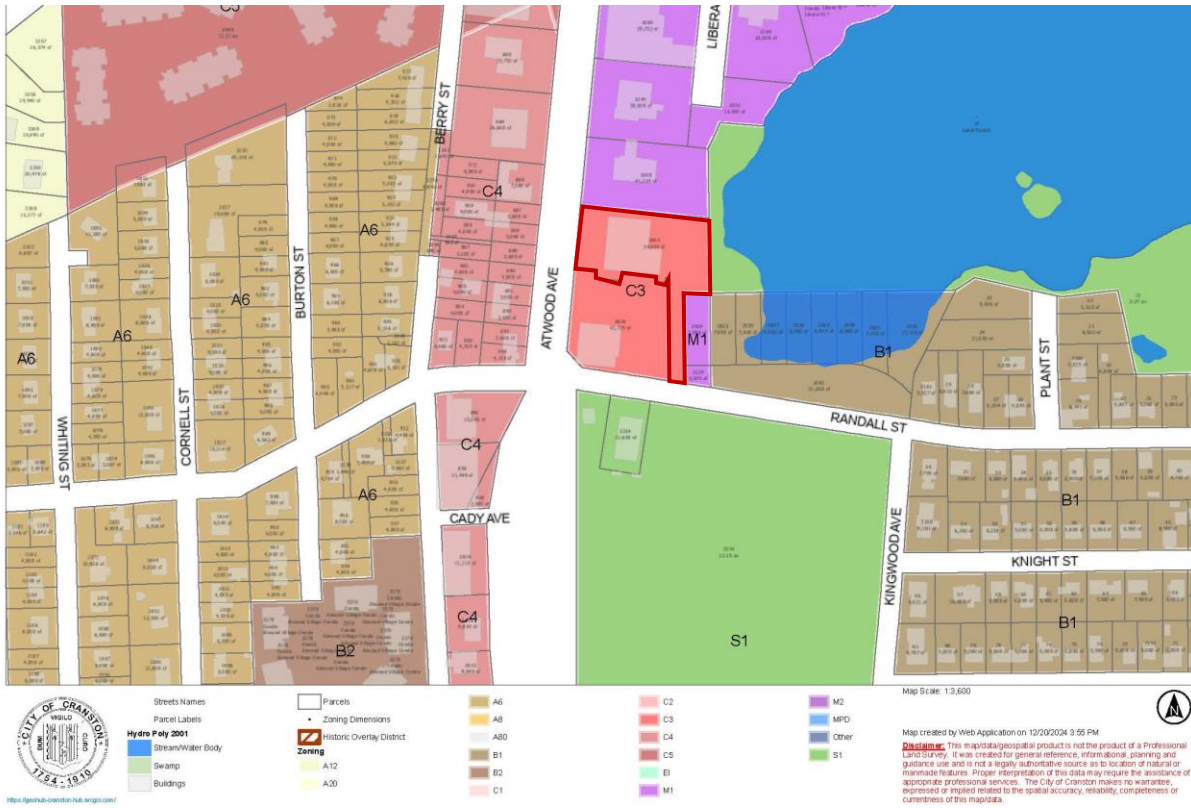
(RIDOT, March 2024)

STREET VIEW

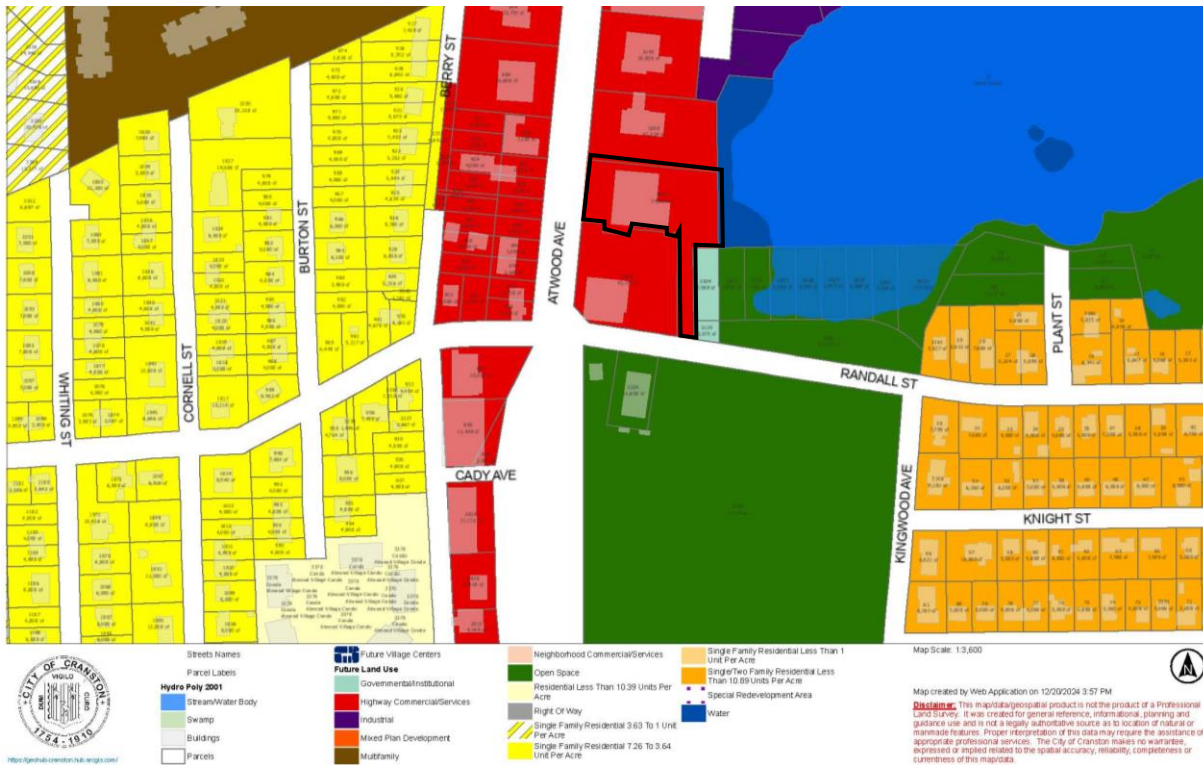


View from Atwood Avenue (Google Street View, Oct 2023)

ZONING MAP



FUTURE LAND USE MAP



SIGN PLAN

42 1/2" **32 3/4"**
Little Learners

E1 Elevation: #13743.1 (Qty: 1) Dimensional Graphics
Scale: 1/4" = 1'

Description:
(Qty: 1) Dimensional Graphics
- Dimensional graphics are 3/4" painted acrylic
- Flooded free face graphics are digitally printed on vinyl
- Dimensional graphics are stud mounted flush to exterior building wall.

Typeface:
Lucida Casual - Italic
Quicksand - Sansbold

Colors:
Dimensional Graphics - painted Black
Flooded free faces - digitally printed at 720 dpi on 3M 11 80C Combustion vinyl with 3M 851 8 Clear Glass overlaminate

Labels:
Supplied by Customer
Etched/Cleaned by ViewPoint (Remove Barely Antenna)
Standard Copy to the available stock

Installation:
By ViewPoint

Materials:
■ painted Black
■ PHS 532C
■ PHS 576TC
■ Supplied CMVX color

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Job: Little Learners	Account Manager: Dawn Bland	Date: 02/25/24	Version: 1.5
Location: 379 Atwood Avenue, Atwood, NJ	File: #13743.1 (Qty: 1) Dimensional Graphics	Project: Final	Issues: 03/13/24, 08/12/24
			Revisions: J5

ViewPoint 1.508.393.8200
SIGN AND AWNING FAX 1.508.393.4244

Customer Approval: _____
Arch Manager Approval: _____
Production Approval: _____

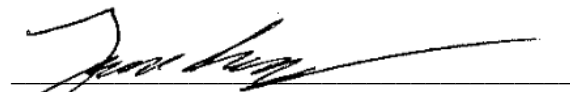
Findings of Fact:

- The Applicant has requested specific relief in their Application, namely:
 - 17.72 - Signs
 - 17.72.010(4) – Maximum Area
 - Signage maximum area per Ordinance: 30 sq. ft.
 - Proposed signage area: 170.4 sq. ft.
 - Relief needed: 140.4 sq. ft.
- Staff has reviewed this Application in consideration of the compatibility with the general character of the surrounding neighborhood and the request does not impose undue nuisances and is not out of character beyond any other uses on this site or within the surrounding area.
 - The property and the surrounding area are commercial in nature and the request does not propose or encourage incompatible uses that would be disruptive to the surrounding area, as the signage is appropriately scaled for this highway commercial area and would be of comparable size to the signage on neighboring properties.
 - The area of the signage is largely determined by the lengthy name of the location, not by excessive tag lines, oversized logos, or other items that may unnecessarily increase the area of the signage.
- Staff finds that the Application is consistent with the Zoning and Future Land Use Map designation, but determine that this proposal has addressed the issue of inconsistency in the following ways:
 - The Future Land Use Map (FLUM) designates the subject property as “*Highway Commercial/Services.*”
 - Per the Comprehensive Plan, the C-3 zoning district is an appropriate zoning classification for a commercial land designation and development.
 - Staff finds that the proposed signage for a commercial business conforms to the FLUM designation.
- Staff find that the following goals, policies, and action items outlined in the Comprehensive Plan pertaining to residential (re)development support the approval of this Application:
 - Policy ED-15: Work with regulatory staff to proactively inform and assist developers in regulatory and approval processes and otherwise improve relations with developers, businesses, and property owners.
 - Policy ED-22: Add to the City’s taxable property base by constructing industrial and commercial structures which are properly designed and sited in keeping with environmental, planning and design considerations.
 - Policy ED-24: Ensure that new and expanded commercial development along major arterials exhibits a high standard of design quality and is compatible with existing roadway functions and adjacent residential neighborhoods.

Recommendation:

In accordance with RIGL § 45-24-41(b) and Section 17.92.010(A) of the Zoning Ordinance, Staff finds this Application consistent with the goals and purposes of the Comprehensive Plan and is compatible with the general character of the surrounding neighborhood. Staff therefore recommends that the City Plan Commission adopt the Findings of Fact documented above and forward a **POSITIVE RECOMMENDATION** on the Application to the Zoning Board of Review.

Respectfully Submitted,



Jonas U. Bruggemann, MSCRP
Senior Planner/Administrative Officer

Cc: City Planning Director
File