

# BOROUGH OF TOTOWA P L A N N I N G   B O A R D

PASSAIC COUNTY  
NEW JERSEY



MINUTES – JULY 11, 2024

Chairman Hanrahan called the Planning Board meeting of Thursday, July 11, 2024, to order at 7:30 p.m. for the Borough of Totowa.

**PRESENT:**

Chairman Hanrahan	Commissioner Coyle	Vice Chairman Coiro	Commissioner Murphy
Mayor Coiro	Commissioner Niland	Commissioner Zarek	Mike Cristaldi, PE
Danny Sagan, ESQ	Tom Czerniecki, Planner		

The clerk read the statement of the meeting as follows: The meeting of the Planning Board to be held on the 11th day of July 2024 is in accordance with the Schedule of Annual Notice, which is posted, and in accordance with Chapter 231 P.L. 1975 of the State of New Jersey. The agenda for this meeting has been prepared and distributed to the members of the Planning Board, posted on the Borough's website and a copy has been on file in the Construction Official's Office. The Planning Board Agenda has also been posted on the entrance doors to the Municipal Building including the entranceway for handicapped individuals.

***Flag Salute***

***ITEM #1***

Totowa Investment Group 515 Union Blvd.	Block 100 – Lot 1.01	Amended Site Plan Approval Signs - Variance
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Mr. Brian J. Aloia, Esq. of Aloia Law Firm LLC appeared requesting amended site plan approval regarding design waivers for signs at 515 Union Center, Unit 1 Condominium Association Inc. Mr. Aloia provided an overview from our previous meeting:

The first two signs would go on the façade, one facing Union Boulevard and the other facing the parking lot. Both of these signs would be 3 x 32 feet. The Applicant later represented it is willing to reduce the signs to 2.5 x 21 feet. The third sign would be a sign on the canopy which would be 11.5 in. x. 4 feet. The two signs would be turned off by 10pm.

Mr. Aloia then offered alternative testimony for revisions to proposed signage. As per the Applicant's amended proposal, the two façade signs would be reduced from 96 square feet each to 52.95 square feet each. This constituted a 45% reduction in size from the original proposal. Mr. Aloia further confirmed that the signs would be turned on at dusk and turned off at 10 p.m.. Mr. Aloia explained that the façade signs would be similar to the signs located at the adjacent Wells Fargo Building. Therefore, the proposed signs would be aligned with the character and look of the businesses in the area.

Mr. Aloia advised that the location(s) of the signs were slightly different from the original proposal. The Applicant no longer sought to place an illuminated façade sign facing Union Boulevard. Instead, that façade sign would be placed on the side of the building facing the Wells Fargo Bank and the other toward the parking lot on the property, as originally proposed by the Applicant.

As per Mr. Aloia, these sign locations would allow traffic to see the signs on either side. There were no proposed changes to the original canopy “Office” sign, although it was clarified that it would be backlit, operated at the same hours as the façade signs, and 3.44 square feet. The Applicant further submitted that a fourth sign, identifying the property address, would be in non-illuminated black lettering and placed on the canopy structure on the side of the building facing Union Boulevard. This sign is proposed at 15” x 171.75”. Regarding any potential signage from future tenants the Applicant testified that the Applicant would work with the Borough to create a sign that is of complimentary size

A motion was offered by Commissioner Murphy and seconded by Vice Chairman Coiro to open the public portion of the meeting.

All agreed to a roll call vote... 7-0

No Public to be heard

A motion was offered by Commissioner Murphy and seconded by Vice Chairman Coiro to close the public portion of the meeting.

All agreed to a roll call vote... 7-0

A motion was offered by Commissioner Murphy and seconded by Commissioner Coyle to approve the application for signage as presented granting design waiver. This approval is subject to and contingent upon the following conditions and will be memorialized in a Resolution at a future date:

1. Applicant shall comply with any terms and conditions set forth in either the Borough Board Engineer, Michael Cristaldi’s report, from Alaimo Engineering.
2. Regarding any future signs from tenants, Applicant will work with the Borough to create sign(s) that is/are of complimentary size and light.
3. Approval is granted for two channel letter upper façade signs that will each be no more than 52.95 square feet, respectively.
4. Approval is granted for signage to be placed on the upper façade on the side(s) of the building facing (a) the parking lot and (b) the adjacent Wells Fargo bank.
5. Approval is granted for a third wayfinding sign with the word “Office” to be placed on the canopy structure on the side of the building adjacent to the parking lot consistent with the size proposed to the Planning Board.
6. Approval is granted for the three illuminated signs to use the color “green”.
7. Approval is granted for a non-illuminated sign to be placed on the canopy structure facing Union Boulevard identifying the address of the property.
8. Approval for the illuminated signs is granted on the condition that the two upper façade signs and “Office” sign will only be illuminated starting at dusk and will be turned off at 10 p.m..

Seven agreed to a roll call vote... 7-0

**ITEM #2**

Plush Studio  
15 Furler Street

Block 174 – Lot 14

Minor Site Plan Approval  
Certificate of Occupancy

Applicant did not appear.

A motion was offered by Commissioner Murphy and seconded by Commissioner Coyle to carry this matter to the Planning Board Meeting on August 8, 2024

All agreed to a roll call vote... 7-0

**MINUTES:**

A motion was offered by Commissioner Murphy and seconded by Commissioner Coyle to approve the Planning Board Minutes of June 27, 2024 as presented.

Six agreed to a roll call vote... 6-0  
Mayor Coiro abstained

**RESOLUTIONS:**

A motion was offered by Commissioner Murphy and seconded by Commissioner Coyle to approve the resolution for Playa Bowls Block 11 – Lot 6.01 as prepared.

Five agreed to a roll call vote... 5-0

A motion was offered by Commissioner Murphy and seconded by Commissioner Coyle to approve the resolution for Tracy Esthetic Block 174 – Lot 14 as prepared.

Five agreed to a roll call vote... 5-0

A motion was offered by Commissioner Murphy and seconded by Commissioner Coyle to approve the resolution for Brooklyn Bagels Block 93 – Lot 7 as prepared.

Five agreed to a roll call vote... 5-0

There being no other business, a motion was offered by Commissioner Murphy and seconded by Commissioner Coyle to adjourn the meeting.

All in favor.....7-0

Respectfully submitted,

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Anthony Murphy, Secretary

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Patricia Paulson  
Board Clerk

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Date Approved