



December 8, 2022

Borough of Stratford Joint Land Use Board
307 Union Avenue
Stratford, NJ 08084

Attn: Joint Land Use Board Members

Re: Bulk Variance Request
Stratford Diner & Café, LLC
19 S White Horse Pike
Block 52, Lot 4
Review No. 1
Bach Project No. STRATLUB2022-5

Dear Joint Land Use Board Members:

We have received the following items submitted for the referenced project:

- Borough of Stratford Joint Land Use Board Application Form.
- Valley Wide Signs & Graphics Proposed Sign Detail.
- Sign Sketch by Applicant.

SITE INFORMATION:

Applicant: Stratford Diner & Café, LLC
19 S White Horse Pike
Stratford, NJ 08084
856-435-4300

Owner: Syed Hassan
704 Marlowe Road
Cherry Hill, NJ 08003
917-971-6221

PROJECT SUMMARY:

The application is for the addition of a commercial sign at an existing restaurant (Stratford Diner & Café) located on the northerly side of White Horse Pike between Glendale Road and Arlington Avenue and having a secondary access onto Berlin Avenue (Lindenwold Road). The property is a 0.98 acre parcel located in the Borough's C Commercial zoning district.

The property is surrounded to the North, West, and South by similar commercial properties in Stratford Borough's C Commercial zoning district and to the East by the Lindenwold PATCO Speedline parking lot located in the Borough of Lindenwold. The applicant is requesting a bulk variance to allow for an additional LED sign to be added to an existing site sign along White Horse Pike which will exceed the permitted sign area.

REVIEW COMMENTS:

1. Per §17.60.050-C., the maximum area permitted for freestanding signs shall not be larger than one-half square foot of sign area per linear front foot of building. The following sign calculation is for the existing sign fronting on White Horse Pike:

Permitted:

$$\begin{aligned} \text{Linear Front Foot of Building} \times 0.5 &= \text{Maximum Permitted Sign Area} \\ 80 \times 0.5 &= 40 \text{ square feet} \end{aligned}$$

Existing:

$$\text{Existing Sign (White Horse Pike)} = 40 \text{ square feet (Per municipal records)}$$

Proposed:

$$\begin{aligned} \text{Proposed Addition to Sign} &= 18 \text{ square feet} \\ \text{Total Proposed Sign Area} &= 58 \text{ square feet} \end{aligned}$$

2. Sign Area – §17.60.050-C., The applicant is proposing a total freestanding sign area of 58 square feet for the White Horse Pike freestanding sign where 40 square feet is the maximum sign area permitted. **A variance is required.**
3. The applicant is proposing a sign height of 18.5 feet for the sign along White Horse Pike where per §17.60.050-C, 17 feet is the maximum sign height permitted. *It shall be noted that this is an existing nonconformance.*
4. Per §17.60.050-C, One (1) freestanding sign is permitted for each business, except that the planning Board may authorize an additional freestanding sign if the property has access from more than one (1) street. There currently exists two (2) freestanding signs at the site. As our office has no documentation that the Board has previously approved the second sign at the site, our office recommends the existing condition be recognized by the Board.

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5. Per §17.60.100.B "All signs over six (6) square feet in size, other than those permitted within the street right-of-way, shall be erected with the bottom of the sign at least eight (8) feet above the level of the road centerline or shall be set back from the edge of the improved cartway for a distance of not less than twenty (20) feet". The applicant shall provide testimony that this standard will be met for the proposed sign addition along White Horse Pike.
6. Per §17.60.100-C.1., A flashing, blinking, twinkling, animated, moving or projected sign of any type is prohibited in all zones. The applicant shall provide testimony that the proposed sign will not have these features.
7. The applicant shall provide testimony that the form, character, or shape of the proposed LED sign will not confuse or dangerously distract the attention of those operating motor vehicles per §17.60.100-C.3.
8. The applicant must provide testimony to justify the requested variance.

For a C(1) variance, the applicant must demonstrate that the strict application of the zoning regulations to the property create a hardship or result in exceptional practical difficulties by reason of the exceptional shape of the property or the exceptional topographic conditions uniquely affecting the property, or the structures lawfully existing upon the property.

For a C(2) variance the applicant must show that the proposed variance advances the purposes of municipal land use law and that the benefits of the deviation would substantially outweigh any detriments. The applicant should address whether the proposed variance will substantially impair the intent of the Master Plan or zoning plan and whether there are any potential impacts to the public good.

If there are any questions or if any additional information is required please contact this office.

Very truly yours,
BACH ASSOCIATES, PC



Steven M. Bach, PE, RA, PP, CME
President

Cc: Anthony P. Costa, Esq., JLUB Solicitor
Sharon McCart, JLUB Secretary
Stratford Diner & Café, LLC, Applicant
Syed Hassan, Owner

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