

**BOROUGH OF WOODBINE  
COUNTY OF CAPE MAY  
PLANNING / ZONING BOARD  
SUMMARY MINUTES  
March 14, 2018**

**REGULAR MONTHLY MEETING** was called to order by Chairperson Fisher at 7:04 P.M.

**MEMBERS PRESENT:** Councilman Benson, Councilman Bennett (Mayor's Designee), Chairperson Fisher, Mr. Doran, Mr. Hudgins, Mr. Keenan, Ms. Marra, and Vice-Chair Sherby.

Also, in attendance were Solicitor Brock Russell, Board Professional, Lewis H. Conley, and Board Secretary Monserrate Gallardo-Rodriguez.

**MEMBERS ABSENT:** Mr. Gaines notified the Secretary via email that he would be unable to attend this meeting as he is still recuperating from knee surgery. Mr. Watson also notified the Secretary via email that he was stuck in traffic and would be unable to attend this meeting.

Adequate notice of this meeting was provided in compliance with the Open Public Meeting Act by notifying the Atlantic City Press on December 6, 2017, and by posting a copy of said notice on the Lobby Bulletin Board, of the Borough Hall.

An audio recording of this Open Public Meeting is filed with the Secretary of the Board.

Chairperson Fisher led the Board to the Pledge of Allegiance.

**UNFINISHED BUSINESS:**

**Members:**

<b>Reappointments:</b>	Jeff Doran	<b>Class II</b>
	Michael Gaines	<b>Class IV</b>
	Lee Watson	<b>Alternate I</b>

<b>New Appointments:</b>	Barbara Prettyman	<b>Alternate II</b>
--------------------------	-------------------	---------------------

Solicitor Russell proceeded to swear in the above listed Members except for Mr. Gaines and Mr. Watson who were not present.

**Selection of Officers**

At this time, a discussion was initiated before the Board regarding the Selection of Officers. A motion was made and seconded to nominate Lisa Fisher as Planning / Zoning Chairman for the Year 2018.

**MOTION TO NOMINATE LISA FISHER AS THE CHAIRPERSON FOR THE PLANNING / ZONING BOARD OF ADJUSTMENTS FOR THE YEAR 2018 was:**

OFFERED BY: Mr. Hudgins	SECONDED BY: Vice-Chair Sherby
-------------------------	--------------------------------

ROLL CALL: 9 Present Voted In Favor  
0 Abstained 0 Opposed

Chairperson Fisher continued the meeting by discussing the need for a Vice-Chairman. A motion was made and seconded to nominate Mr. Sherby as Vice-Chairman for the Year 2018.

**MOTION TO NOMINATE MR. SHERBY AS THE VICE-CHAIRMAN FOR THE PLANNING /  
ZONING BOARD OF ADJUSTMENTS FOR THE YEAR 2018 was:**

OFFERED BY: Councilman Bennett

SECONDED BY: Mr. Hudgins

ROLL CALL: 9 Present Voted In Favor  
0 Abstained 0 Opposed

**NEW BUSINESS:**

**New Application:** Quality Electric Service/  
**James Rowland**

**Application No. 1-2-18**  
Block 28 Lots 9, 10 & 14  
412-416 Washington Avenue  
Major Sign Application/Variance

At this time, Solicitor Russell began the hearing by swearing in Mike Sonlin, Sign Consultant/Contractor for EFFECTIVE sign works. Attorney Bryan George addressed a letter received from the Board Professional Lewis H. Conley regarding the application listed above. Mr. Conley asked for a statement of what the application was about. Attorney George addressed his question. Mr. Conley then gave a brief summary of what the applicant was requesting. He also commented on what was and was not permitted according to the sign ordinance. Attorney George had some pictures that he requested be distributed to the Board Members. Solicitor Russell recommended that they be identified as Exhibits A1- A8.

Attorney George questioned Mr. Sonlin regarding the specifications of the proposed signs on the exhibits submitted. Mr. Sonlin addressed his questions. He asked Mr. Sonlin to describe the difference between a moving sign and an animated one. Mr. Sonlin mentioned some studies done regarding moving signs and the seconds in which messages come up on the signs. Attorney George questioned Mr. Sonlin on how signs were controlled. Mr. Sonlin addressed his questions. Attorney George informed the Board Members that he had prepared a list showing all the positives aspects of the proposed signs. He proceeded to questioned Mr. Sonlin on each item on said list. Mr. Sonlin affirmed all items on the list as positive points regarding the proposed signs. At this time, the Board Members began to question Mr. Sonlin on possible advertisings displayed on the signs. The Board Members wanted to know if Quality Electric Service would be the only one advertising on the proposed signs or if there would be other companies advertising as well.

Mr. Russell continued the hearing by swearing in Board Professional Lewis H. Conley, Vice President of Planning for Van Note Harvey Associates. Mr. Conley proceeded to clarified what would be permitted according to the sign ordinance but how what was permitted would become a hardship for Quality Electric Service. Councilman Benson questioned regarding the variances involved in this application. Solicitor Russell addressed his questions. The amount of time for the messages and who could advertise on the signs was again discussed. Mr. Sonlin commented that the lights from the LED were measured at 9000 nits or 1500 nits at night. There were several more questions from Board Members which Mr. Sonlin addressed.

Attorney George stated and agreed that politics should not show up on the signs. However, other items regarding possible free speech were discussed. Mr. Conley mentioned some more regulations according to the sign ordinance. More discussion took place. Solicitor Russell commented on what could and should not be allowed. These concerns were discussed at length. Solicitor Russell discussed the condition of a possible C-1 Variance in putting up two (2) signs instead of one (1) due to hardship. He summarized the negative criteria for the Board Members.



**UNFINISHED BUSINESS (CON'T):**

**Zoning Map and Related Ordinances:** Nothing to report.

**Committees:** Selection of Sub-Committees:

Master Plan  
Site Plan Review & Sign  
Subdivision  
Zoning

Vice-Chair Fisher proceeded to review the 2018 Subcommittees as listed above. At this time, no changes were made. New Board Member Barbara Prettyman was asked to review the list and let the Chairperson know what committee she wanted to be on. All other members stayed the same as in 2017.

**Recommendations from the Engineer:** Nothing to report.

**Recommendations from the Solicitor:** Nothing to report.

The Secretary reported that the Pinelands Short Course was scheduled for Saturday, March 10, 2018.

There being no other official business to come before the Board, Chairperson Fisher called for a motion for adjournment at 8:10 P.M.

**MOTION FOR ADJOURNMENT:**

OFFERED BY: Councilman Benson

SECONDED BY: Ms. Marra

ROLL CALL: All Present Voted In Favor

Respectfully submitted by:

*Monserate Gallardo-*

*Rodriguez*

Monserate Gallardo-Rodriguez  
Board Secretary