

Township of Hillsborough – Sign Review Committee
APPROVED Meeting Minutes

May 19, 2025 - Regular meeting

CALL TO ORDER

Vice Chairman Wilke, called the May 19, 2025 Sign Review Committee meeting to order at **6:30 pm.** and led the flag salute.

SALUTE TO THE FLAG

All stood for the Pledge of Allegiance.

ANNOUNCEMENT OF MEETING NOTICE

Vice Chairman Wilke announced the meeting has been duly advertised according to Section 5 of the Open Public Meetings Act, Chapter 231, Public Law 1975 (“Sunshine Law”). Notice of the 2025 Annual Meeting Schedule and additional meeting dates have been provided to the officially designated newspapers, the Township Clerk, posted on the Township’s website and available at the Hillsborough Township Municipal Complex. Application documents have been made available on the Township’s website: <https://hillsboroughnj.civicclerk.com/>. Complete applications files are available in the Planning and Zoning Department for inspection, in accordance with the public meeting notice.

ROLL CALL

P Anthony Ferrera
P Tom Shearer
P Gregg Wilke, **Vice Chairman**
A Matthew **Gizzi. Chairman**
P Nathan Santaromita, **Secretary**

Also in attendance: Committeeman Shawn Lipani and Marcella McLaughlin- Assistant Planning Director/Zoning Official.

CONSIDERATION OF MEETING MINUTES

- **February 24, 2025** – Reorganization Meeting Minutes

Mr. Ferrera made a motion to approve the “Reorganization” meeting minutes as presented, **seconded by Mr. Shearer**. All members present were in favor; motion carries.

- **February 24, 2025** – Regular Meeting Minutes

Mr. Ferrera made a motion to approve the “Regular” meeting minutes as presented, **seconded by Mr. Shearer**. All members present were in favor; motion carries.

COMMITTEE BUSINESS

- **Oath of Office** – Nathan Santaromita, administered by Committeeman Shawn Lipani

BUSINESS FROM THE FLOOR

- None

APPLICATIONS

- **Hillsborough Crossings, LLC – File # SRC-25-02** - (TOD 5/30/25 EXT) – Block 178, Lot 18.01 – 692 Route 206. Applicant seeking approval of a proposed Hillsborough Crossings Property Sign Manual to establish signage standards for the building and site at the shopping center known as “Hillsborough Crossings” pursuant to the requirements of sections 188-83(3), on property located in the Hillsborough Township GA/Gateway A District/Zone.

Participant: *Felix Borodaty, Manager – Hillsborough Crossings, LLC.*

1. Mr. Borodaty explained his reasons for changing his approvals and submitting for a property sign manual
2. Ms. McLaughlin summarized the changes for the committee.
3. Ms. McLaughlin added the existing monument sign will need to be added for the manual to be complete. The information is on the approved site plan.
4. Mr. Shearer asked how long the process had taken.
5. He had submitted in March and a meeting was cancelled due to no quorum.
6. No further questions .

Mr. Ferrera made a motion to approve the application as presented, **seconded by Vice Chairman Wilke**. All members present were in favor; motion carries.

- **Bottle & Barrel (Loumarc Signs) – File# SRC-24-03** (TOD 5/30/25 EXT) – Block 177 Lot 24.02 – 856 Route 206. Applicant seeking sign waiver from permitted Mountain View Plaza Sign Manual to install two signs, where only one is permitted – 12 sf. (1 ft. x 12ft.) illuminated cabinet sign to install 1) a 24-sf. sign facing Route 206 and 2) a second 15-sf. sign facing the main entrance of the retail complex– both illuminated, with channel letters on a raceway on property located in the C1/Neighborhood Shopping Center District/Zone.

Participants: *Peggy Ferron and Eddie Palardy - Loumarc Signs; Navdeep Ghotra - Bottle & Barrell.*

1. Ms. Ferron introduced the application and explained the need for the waivers.
2. Mr. Santaromita noted the that the SRC could only approved a sign increase of 50% and the 24 sf was too large.
3. Ms. McLaughlin agreed it should be 18 sf.
4. There was some discussion from the applicant and Ms. Ferron on how to proceed.
5. The applicant asked the board for the larger sign.
6. Mr. Ferrera explained that would be a variance and that the SRC could approve up to 50 % increase in size.
7. Ms. McLaughlin explained that the property owner as mentioned could come in to do the property sign manual
8. Ms. McLaughlin suggested they go with both approvals with the revised size of the 206-frontage sign to 18 sf and that in the meantime he could request the property owner to apply for the sign manual.

9. Ms. McLaughlin explained they did not need to get the permit for the 206 sign at this time until they heard if the property owner was going to apply for a property sign manual.
10. They agreed this was the best course of action.

Mr. Ferrera made a motion to approve the application with the 18-sf. revised 206 frontage sign, **seconded by Mr. Shearer**. All members present were in favor; motion carries.

- **Block Advisors (Loumarc Signs) - File # SRC-25-04 (TOD 6/5/25)** – Block 200.01, Lot 1 – Nelson’s Corner, 601 Route 206. The applicant, Loumarc Signs, on behalf of Block Advisors, is seeking sign waivers to install a 20 sf. LED internally illuminated Green and White sign and logo, with channel letters mounted on a raceway wall sign, above the store front, which differs from the approved “Nelson’s Corner Sign Manual’s” “red and yellow” signage color, size, and logos on property located in the Hillsborough Township TC/Town Center District/Zone.

Participants: *Peggy Feron and Eddie Palardy - Loumarc Signs.*

1. Ms. Ferron introduced the application and the need for the Green and White national branding.
2. Ms. McLaughlin mentioned the denial from 2015 for a larger sign in the same colors.
3. Mr. Ferrera asked if there was mention of why it was denied.
4. Ms. McLaughlin found the letter that noted it was due to the coloring.

Vice Chairman Wilke made a motion to approved the application as presented, **seconded by Mr. Ferrera**. All members present were in favor; motion carries.

ADJOURNMENT

Vice Chairman Wilke made a motion to adjourn the meeting, **seconded by Mr. Shearer**. All were in favor; motion carries.

Meeting Adjourned **6:53 p.m.**

Submitted by:

*Marcella McLaughlin,
Assistant Planning Director/Zoning Official*