

**CITY OF NORTHFIELD WORK SESSION
MARCH 9, 2016**

At 6:01pm this meeting was called to order by Deputy Municipal Clerk Shannon Campbell. This meeting was properly advertised in the Press of Atlantic City in accordance with Public Law 75, Chapter 231.

FLAG SALUTE

The flag salute was led by Mayor Chau.

ROLL CALL

Present: Lischin, Murray, O'Neill, Perri, Dewees

Absent: Piergiovanni, Travagline

Mayor Chau, Solicitor Kris Facenda, Engineer Kwapinski, Acting Chief Newman and Municipal Clerk Canesi were also in attendance.

Council President Dewees welcomed everyone and introduced Solicitor Facenda to go over the final recommendations to the Sign Ordinance from the Planning Board.

Councilman O'Neill asked Mayor Chau for his opinion on the recommendation.

Mayor Chau stated that LED was the latest technology, our current Ordinance needed to include them to benefit businesses.

Councilman Perri noted this would bring us up to date in the LED area. The sandwich board portion of the Ordinance was new. He stressed his disappointment that Shore Road businesses were not included, was biased due to his business, but the businesses have been there for 100 years.

Councilman O'Neill asked if there were any other areas not included.

Councilman Perri replied they are by zone, no Shore Road properties were included, and they would need a variance.

Councilman O'Neill would like to send it back to the Planning Board.

Councilman Lischin suggested possibly grandfathering in the Shore Road businesses.

Solicitor Facenda stated he would redline the Ordinance and insert Council changes so Council could see the Planning Board changes vs. the Council changes. Council is legislature; they have an obligation to send it back to the planning board.

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Mayor Chau expressed his opinion and was not in favor of expanding the signs on Shore Road. He believed over the course of the years City fathers have examined the type of neighborhood and esthetics on Shore Road, he felt it was doing harm to the residents allowing these types of signs. In regards to the Country Club sign, it was closer to Roosevelt Avenue than to the entrance. He would not be happy with neon signs in his neighborhood. If zoning changes along Shore Road, 15 years down the road we may have an overload of signs in a residential area.

Councilman Lischin noted that during the Country Club presentation he learned a lot about how LED works. The proposed changes are at the opinion of the City, LED are not as bright as flood lights and are less obtrusive since they can be dimmed.

Mayor Chau felt they could be obtrusive. There were other factors he wished not to discuss regarding the Country Club. He was not against helping the businesses but signs do not necessarily promote business.

Councilman Lischin felt each business should be an individual case.

Solicitor Facenda told Council he would make the changes they suggested and asked Council to forward him any suggested revisions. Council would revisit the Ordinance again at the next work session.

Council President Dewees asked if there were any further comments.

Councilman Perri noted that the sandwich boards were a new aspect of the sign ordinance, he felt the ordinance was ok the way it was. The Ordinance should be uniform and all should have an equal playing field. Signs were another avenue for small businesses to promote specials.

Mayor Chau agreed with Councilman Perri that the sign ordinance was good. Noted that signage was difficult to manage. Before you know businesses have several signs.

Councilman O'Neill spoke in regards to the BF Mazzeo sign and stated it blends in with the neighborhood. He did not want to see bright lights around Shore Road.

Mayor Chau stated that enforcement of signage can be difficult, lumens are set by the Ordinance; didn't want the town to look like a circus.

Solicitor Facenda replied that enforcement of offsite signs is a matter of code enforcement.

Councilman Lischin felt that we needed an electronic dimming Ordinance so we have consistency.

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Solicitor Facenda reiterated that Council needed to pay close attention to this ordinance and its changes.

Council President Dewees stated Council needed get the process started and bring changes back to the next meeting. He appreciated all comments and asked everyone to send their changes to the Solicitor.

AGENDA REVIEW

Council President Dewees reviewed the regular meeting agenda. He announced that Resolution 79-2016 for an executive session was not necessary tonight as all of the information has not been obtained; he removed it from the agenda.

PUBLIC SESSION

Council President Dewees opened the meeting to the public.

Seeing no one wishing to speak Council President Dewees closed the public session.

At 6:28pm, on motions properly made and seconded, this meeting was adjourned.

Respectfully submitted,

Shannon Campbell, Deputy Municipal Clerk