



To: Bloomfield Zoning Board of Adjustment & Applicant

From: George Wheatle Williams, PP, AICP Principal
Steven Martini, PP, AICP Associate

Date: October 24, 2025

Re: **D-1 Use Variance Approval**
"C" Variance Approval
Preliminary and Final Major Site Plan Approval
110-118 John F Kennedy Park Drive North (Block #130, Lot #1)

Planning Review Memo

INTRODUCTION

This office has reviewed the application submitted by BFH 18 JFK Realty LLC ("Applicant"). The applicant has filed an application with the Bloomfield Zoning Board of Adjustment to legalize the second existing principal use onsite. The property in question ("subject site") consists of one tax lot: 110-118 John F Kennedy Drive North (Block #130, Lot# 1) in the in the M-1 General Industrial Zone. Two principal uses cannot stand on a lot in the M-1 District as per Section 315-34 E. To that end, a "D-1" variance is required for the existing second principal use on the subject site. In preparation of this report, this office reviewed the following documents:

- Standard Development Application prepared by Alan G. Trembulak, Esq. dated April 8, 2025.
- Variance Application Checklist prepared by Alan G. Trembulak, Esq. undated.
- Boundary and Topographic Survey of Property prepared by Svyaroslav Hrytsy, PLS. dated July 30, 2025.



- Civil engineering site plans (titled as ‘Variance Plan’) containing five (5) sheets prepared by Harrison Barany, P.E. of E2 Program Management LLC, dated August 26, 2025.
- Architectural drawings containing three (3) sheets prepared by Serdar Kayman, AIA NCARB of SK2 Architects dated June 13, 2025
- Property List Request, List of Property Owners within 200 feet of the subject site and Map showing properties within 200 feet of the subject site.
- Tax Details of subject site provided by Louise Conditto, Township Tax Collector, dated March 11, 2025.
- List of Township Public Utilities.
- Township of Bloomfield Land Development Ordinance (**Chapter 315**).
- 2025 Township of Bloomfield Master Plan.
- Township of Bloomfield Zoning Map.



PROPERTY AND AREA DESCRIPTION

The subject site is located along the eastern side of John F. Kennedy ('JFK') Drive North. The site contains one Township tax lot: Block 130, Lot 1. The site contains an irregular shape and an area of approximately 1.94 acres. A 2-story masonry industrial building currently stands on the subject site. This building was constructed in 1985 per MOD-IV Tax Records. The most recently occupied by Exacta, a company that conducted garden and apartment cutting and production services. The subject site is located within the Township's General Industrial Zone (M-1).

Other existing site improvements consist of a striped parking area at the eastern side of the site accessed from its Willow Street frontage. There are four loading docks within the existing building, located on the eastern side of the building.

Surrounding land uses consist of an array of uses. There is an industrial building immediately north of the site, which is situated along the same side of JFK Drive North. The Garden State Parkway right-of-way runs west of the site. East of the site is NJ Transit's Montclair-Boonton Rail line right-of-way. South of the site, along the southern side of Willow Street, there are residential dwellings on the eastern side and on the western side, there is a 1-story industrial building utilized by a contractor.



Photo 1: View of subject site from its street frontages along JFK Drive North (western frontage) and Willow Street (southern frontage).



Photos 2: View of parking area at the rear of the site.



Photo 3: View of residential dwellings on the southern side of Willow Street.



Photos 4: View of the site's existing JFK Drive North frontage, looking southeast .



Photos 5: A 1-story industrial building is south of the site, along the southern of Willow Street, which is utilized by a contracting company.



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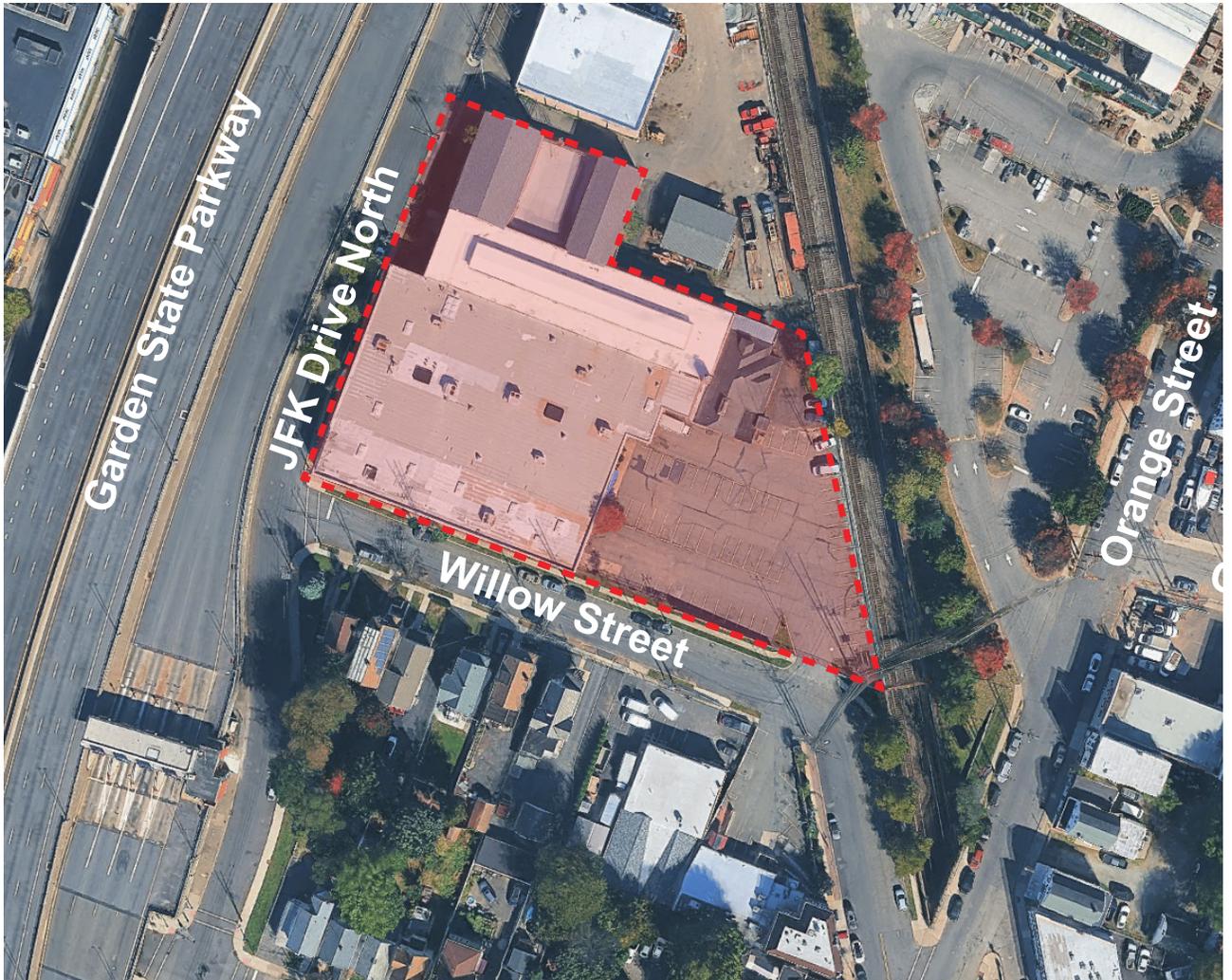


Exhibit 1. Aerial showing subject site location (Source: Google Maps, Accessed October 2025).

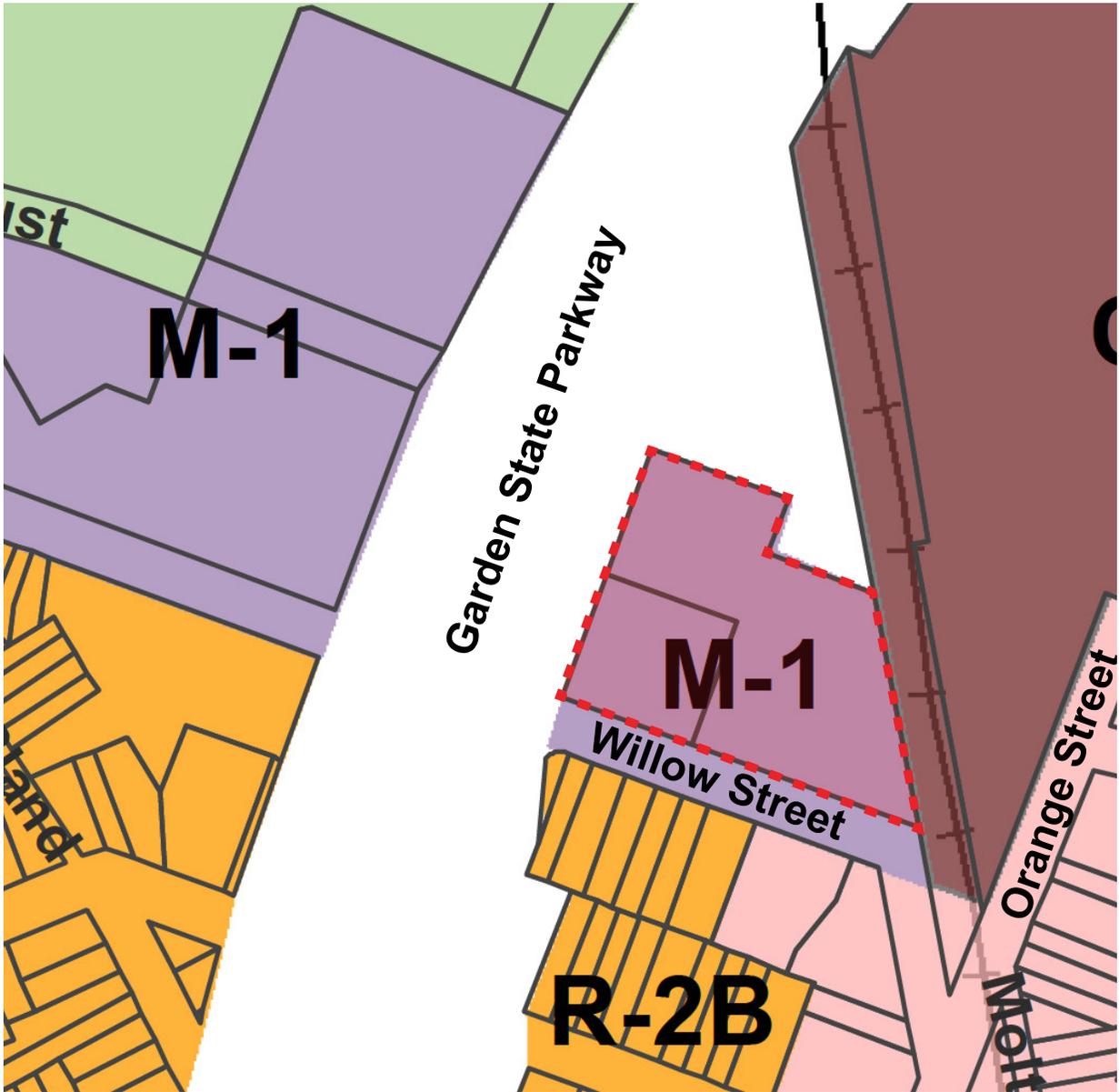


Exhibit 2. Zoning Map section depicting the subject site in the M-1 District



APPLICATION DESCRIPTION

The Applicant is requesting to occupy two uses within an existing building. One of the tenants ("Tenant 1") is a moving company which will store furniture and other personal property. The other tenant proposed ("Tenant 2") is a beauty manufacturing company.

According to the proposed architect drawings, the first floor will be split between Tenant 1 and Tenant 2. The building components of Tenant 1 will consist of storage areas, office, utility room, and a loading deck. Tenant 2's components will consist of a manufacturing area, loading dock, lobby, break room, restrooms, and other ancillary rooms.

The second floor of Tenant 1's area will consist of storage areas, restrooms and stairwell access to the lower floor. For Tenant 2, the second floor will consist of offices, a conference room, restrooms, receipt/waiting area, IT room and stairwell access to the floor below.

Site improvements will consist of a restriped parking lot containing a total of 35 spaces. These spaces will all contain wheel stops. One of the parking lot's rows will be situated along the property line and accessed from a two-way drive aisle with a width varying from 23.1 to 22.8'. This drive aisle will provide access to two of the building's loading docks. Opposite this drive aisle, there will be two additional rows of parking spaces with a 24' two-way drive aisle in between the rows. Another 26.7' two-way drive aisle will be immediately north of these parking rows and provide access to two of the loading docks. A stop sign will be installed at the vehicular curb cut along Willow Street.

The existing lighting onsite will remain as is according to the application.



RELIEF SOUGHT ACCORDING TO THE APPLICATION

The relief that the Applicant is requesting is summarized below:

- **Use Variance (“D-1”)** to for the second use on the subject site, whereas only one use is permitted as per Section 315-34.E. of the Township Land Use Ordinance.

- **“C” Variances:**
 - **Minimum front yard setback**
 - 20 feet is the minimum required, whereas 0 feet is proposed along Willow Street
 - NOTE: This is a pre-existing condition, and as per the civil engineering site plans, there will be no change involved regarding this condition.
 - **Minimum rear yard setback**
 - 20 feet is the minimum required, whereas 15 feet is provided
 - NOTE: This is a pre-existing condition, and as per the civil engineering site plans, there will be no change involved regarding this condition.
 - **Minimum side yard setback**
 - 10 feet is the minimum required, where 15 feet is proposed
 - NOTE: This is a pre-existing condition, and as per the civil engineering site plans, there will be no change involved regarding this condition.
 - **Maximum lot coverage**
 - 85% is the maximum permitted, whereas 95.6% is proposed
 - NOTE: This is a pre-existing condition, and as per the civil engineering site plans, there will be no change involved regarding this condition.
 - **Minimum parking spaces**
 - 119 spaces are the minimum required, whereas 35 spaces are proposed.



- These parking requirements are itemed as the following per the proposed uses:
 - *Office*: 1 space per 300 square feet or 2 spaces for every 3 employees on the largest shift
 - *Industrial manufacturing*: 1 space 1,000 square feet or 2 spaces for every 3 employees on the largest shift
 - *Industrial storage*: 1 space 1,000 square feet or 2 spaces for every 3 employees on the largest shift
- **Minimum aisle width**
 - 24 feet is the minim required for 90-degree parking, whereas 21.9 feet is proposed
- **Lighting standards**
 - Only shielded light fixtures shall be utilized, whereas all existing lighting consists of non-shielded lighting fixtures
 - Floodlight-type fixtures attached to the building are prohibited, whereas 16 existing flood-type fixtures are attached to the building
- **Off-street parking landscaping**
 - 10% of any surface parking lot shall be landscaped and provide 1 shade tree for every 20 parking spaces, whereas 3.8% of the parking lot will be landscaped



LAND USE AND ZONING ANALYSIS

The subject site is located within the Township of Bloomfield's General Industrial (M-1). According to *Section 315-38(K)* of the Land Development Ordinance, the intent of the M-1 zone is to establish areas within which industrial uses may be established and expanded under suitable controls. Such uses shall not be construed to include any use that, by reason of noise, odor, air and water pollution, glare or other nuisance factor, shall have an adverse effect upon adjacent property.

The following are principal, accessory and conditionally permitted uses in the M-1 District:

Principal Permitted Uses

- a) Offices.
- b) Manufacturing.
- c) Automobile sales.
- d) Research laboratories.
- e) Public buildings.
- f) Public utilities.
- g) Educational institutions.
- h) Public parks.
- i) Warehousing and self storage
- j) Parking facilities.
- k) Outdoor storage.

Accessory Uses

- a) Uses that are customarily incidental and accessory to the principal use as permitted herein.

Conditional Uses

- a) Adult uses.
- b) Gasoline service stations.
- c) Automotive repair services.
- d) Wireless communications facilities



BLOOMFIELD MASTER PLAN

The Township's Planning Board adopted the most recent Township Master Plan on April 10, 2025. The following goals, objectives recommendations, and excerpts from the Master Plan are relevant to this application:

2025 Bloomfield Master Plan

- **M-1 Zone:** This zone is scattered throughout the southern portion of the Township. The M1 Zone is the only industrial district in the Township, the purpose of which is to allow expansion of general industrial uses while controlling for adverse effects. Permitted uses include manufacturing, warehousing and self-storage, outdoor storage, automobile sales, research laboratories, offices, educational institutions, public buildings, public utilities, parks, and parking facilities. Conditional uses permitted in the M-1 Zone consist of adult uses, gasoline service stations, automotive repair stations, and wireless communication facilities. A lot area of one acre and lot width of 150 feet are required for property within the M-1 Zone. Building height is limited to 60 feet in the M-1 Zone. (Land Use Element, pg. 79)
- **Willow Street East & West of Parkway:** The 2008 Reexamination report recommended that this area east of the Parkway be designated on the Land Use Plan Map as a new classification called "Industrial-Mixed-Use Transition." The M-1 Zone would be retained, but consideration would be given to either incorporating a B-2 Zone overlay or adding a Mixed-Use Planned Development option within the M-1 Zone regulations. The use regulations for the M-1 Zone would be amended to specifically permit "Backup Sites" as a permitted use to enable larger industrial buildings such as Peerless Tube to be retrofitted into Cold Sites, Warm Sites or Hot Sites for electronic data or emergency service operations in the event of a disaster or major power outage.
- The 2014 Reexamination report noted that both areas mentioned were included in the Watsessing Center Transit-Oriented Design Plan. The Watsessing Plan recommended that the east side remain M-1 Zone and the west side be rezoned to Multi-Family Medium Density Residential. The Zoning Ordinance was not amended to permit "backup sites" as a principal use. At that time, the aforementioned areas are being used as industrial,



therefore no zoning changes were proposed with the recommendation that the issue be revisited during the next reexamination of the Master Plan. (pg. 141)

STANDARDS FOR GRANTING VARIANCE RELIEF

The New Jersey Municipal Land Use Law (MLUL) at N.J.S.A. 40:55D-70 sets forth the statutory requirements for variance relief.

D Variances

The Municipal Land Use Law (MLUL) at **N.J.S.A. 40:55D-70(d)(1)** permits the Board of Adjustment in particular cases for special reasons, grant a variance to allow departure from regulations to permit “a use or principal structure in a district restricted against such use or principal structure”. This represents the Positive Criteria of the statute. A “d” variance also requires a showing of the Negative Criteria. An applicant must demonstrate that the proposed variances can be granted “without substantial detriment to the public good and will be substantially impair the intent and purpose of the Zone Plan and Zoning Ordinance.”

C Variances

The Municipal Land Use Law (MLUL) at N.J.S.A. 40:55D-70c sets forth the standards for variances from the bulk regulations of a zoning ordinance. A c(1) variance is for cases of hardship due to a) exceptional narrowness, shallowness or shape of a specific property, or b) by reason of exceptional topographic conditions or physical features uniquely affecting a specific piece of property or c) by reason of an extraordinary and exceptional situation uniquely affecting a specific piece of property or the structures lawfully existing thereon.

A c(2) variance may be granted where the purposes of the Municipal Land Use Law would be advanced by deviation from the zoning ordinance requirements, that the variance can be granted without substantial detriment to the public good, that the benefits of the deviation would substantially outweigh any detriment and that the variance will not substantially impair the intent an purpose of the zone plan and zoning ordinance. The benefits identified in granting a c(2) variance



must include benefits to the community as a whole, not only the applicant of the property owner. A c-variance applicant must address the “negative criteria,” and affirmatively demonstrate that the variance can be granted “without substantial detriment to the public good” and “without substantial impairment to the intent and purpose of the zone plan and zoning ordinance”.

PLANNING COMMENTS

1. As required of “D-1” use variances, the Applicant should provide the Positive and Negative Criteria of the use variance for the second principal use on the subject site. As outlined in *Medici v. BPR*, the Applicant must demonstrate the special reasons promote the general welfare of the community and that the site is particularly suited for the development (*positive criteria*). Also stated in *Medici*, the Applicant must show that the project will not be substantially detrimental to the public good and will not substantially impair the intent and purpose of the zone plan and zoning ordinance (*negative criteria*).
2. The Applicant shall provide further details regarding of the proposed business establishments to occupy the building.
 - a. For the moving company, can this be considered a commercial storage enterprise?
 - b. Will the beauty manufacturing company be utilizing any hazardous materials in manufacturing these products?
3. The Applicant shall discuss the relationship between the uses on the site, and if any conflicts are anticipated, and if so, how these conflicts will be mitigated.
4. The Applicant shall confirm the hours of operation for both uses onsite. Further, the Applicant shall confirm anticipated times for deliveries for both uses.
5. The Applicant shall confirm the number of employees anticipated for each use.



6. The Applicant shall indicate if any of the existing lighting will spillover onto adjacent properties.
7. The Applicant shall provide testimony regarding safety, parking and vehicular/pedestrian circulation onsite.
 - a. The Applicant shall confirm the existing number of parking spaces and loading spaces onsite.
 - b. Any potential conflicts with these existing conditions shall be addressed.
 - c. We defer any further comments to the Board Traffic Engineer.
8. The Applicant shall confirm if there will be any screening and buffering proposed along the northerly frontage along Willow Street where there are residential properties that line the southern side the street.
9. The Applicant shall confirm if any new signage is proposed as part of the application in identifying the second use on the site.
10. 936 Broad Street cover letter appears to be accidentally included as part of this application.
11. On the Boundary and Topographic Survey, the first issue date appears to be in error as it is stated as July 30, 2028.

CONCLUSION

The above comments are based on the review of the materials submitted to date. Nishuane Group reserves the right to provide new or updated comments as additional information becomes available. This Report should be cross-referenced with the Board Engineer's Review Letter.