

TOWNSHIP OF VERONA
COUNTY OF ESSEX, NEW JERSEY

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VERONA, NEW JERSEY 07044

MUNICIPAL BUILDING
600 BLOOMFIELD AVENUE
VERONA, NEW JERSEY 07044

DEPARTMENT OF PUBLIC WORKS
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VERONA, NEW JERSEY 07044

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Zoning Office

880 Bloomfield Avenue, Verona, NJ 07044

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Zoning Department Review

October 19, 2026

Board of Adjustment Application #2026-026 – Use Variance Request

Applicant: Bella Princess LLC
Karissa Teixeira & Martha Peralta
43 Maple Street
Bloomfield NJ 07003

Attorney: William J. Rush, Esq.
435 Ridgedale Avenue, Suite 1
East Hanover, NJ 07936

Property Owner: 555 Bloomfield Avenue LLC
Mr. Joseph Valente
P.O. Box 5026
Caldwell, NJ 07006

Property: 553-555 Bloomfield Avenue, Block 1806, Lot 19

Zone: TC (Town Center) Zone District § 150-17.14

Submittals:

This office is in receipt of the following:

- Variance Application;
- Application Overview inclusive of Exhibits;
- Architectural Plans by Danial Dressel, RA dated June 5, 2023;
- Copy of Survey by JMH Associates, signed by James M. Helb, PE, PLS, PP dated February 25, 2020;

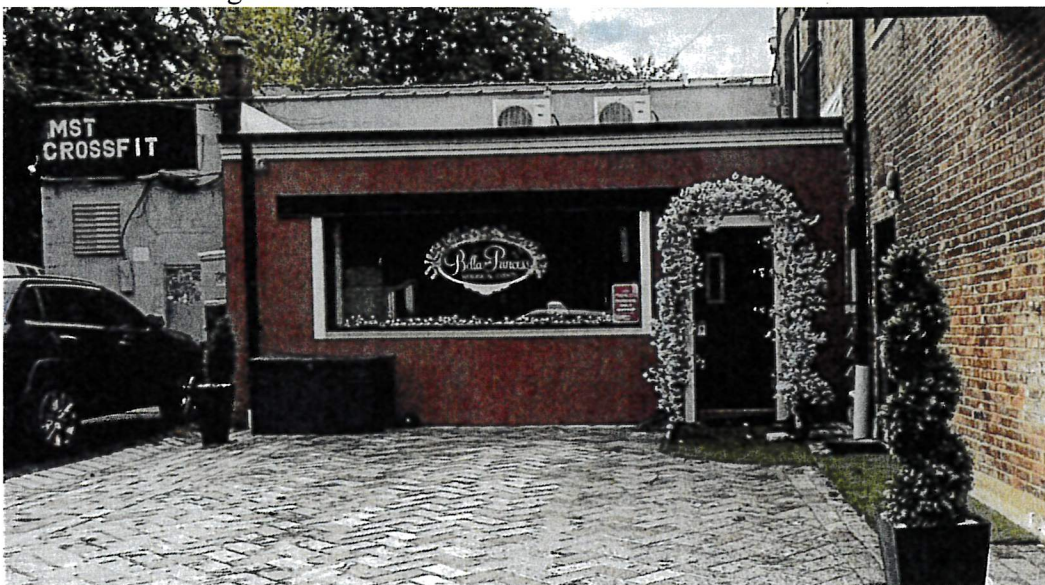
Based upon the application, the applicant is seeking approval to operate a themed party event space as a primary use with an ancillary café within the first floor commercial tenant space at 553-555 Bloomfield Avenue; Block 1806, Lot 19. An event space is a prohibited use within the TC Zone and per the Verona Township Zoning Board of Adjustment Resolution memorialized

on September 10, 2020, three specific uses are permissible: retail use, a personal service use or a retail service use.

ZONING REVIEW:

- The property is located in the TC (Town Center) Zone District;
- As per § 150-17.14 B. The principal permitted uses.
- 1. No building or premises shall be erected, altered or used except for uses designated for each district as follows:
 - a. Personal services.
 - b. Retail stores sales, and retail services establishments, including stores or shops or retail where the business is conducted entirely within the confines of a building.
 - c. Full-service restaurants, cafes, bakeries, and similar food service establishments, snack and non-alcoholic beverage bars, and confectionary and nut stores.
 - d. Banks and other financial institutions, but not including drive-in uses.
 - e. Day-care facilities.
 - f. Coworking space.
 - g. Brewpub and microbreweries in compliance with state licensing requirements.
 - h. Artisanal workshop.
 - i. Shared kitchen, shared workshops, and shared textile spaces subject to applicable square-footage and operational limits.
 - j. Art galleries, studios, and instructional spaces with incidental assembly only.
 - k. Med spa.
 - l. Commercial recreation facility.
- The applicant is proposing an event space with a café. An event space is a prohibited use within the TC Zone and neither a café nor an event space is permitted per the Verona Township Zoning Board of Adjustment Resolution memorialized on September 10, 2020, three specific uses are permissible: retail use, a personal service use or a retail service use. **A Variance is required;**
- As per § 150-17.14 B. F. **Prohibited uses.** The following uses are expressly prohibited in the TC Zone District:
 - (1) **Event venues**, banquet halls, **party halls**, or similar assembly uses;
 - (2) Houses of worship, prayer halls, or religious assembly uses;
 - (3) Nightclubs and dance halls;
 - (4) Any use primarily characterized by assembly-based or episodic gatherings;
 - (5) Warehousing, storage, or distribution facilities;
 - (6) Drive-through facilities;
 - (7) Ghost or virtual kitchens;
 - (8) **Any use requiring regular reliance on municipal or public parking lots to meet minimum parking requirements.**

- As per § 150-17.14 B. (2) Nothing contained herein shall prohibit two or more principal uses on a singular site in the TC Zone, provided the principal uses have their own distinct space and are separated from the other principal use(s) by interior walls and have separate entrances either to a common area or to the exterior. Applicant is proposing both an event space and a café.
- The Board of Adjustment of the Township of Verona memorialized a resolution on September 10, 2020 for the address of 553-555 Bloomfield Avenue granting the Applicant's proposal to convert the second story of an existing building to three 1-bedroom residential dwellings units and to use the existing commercial tenant space on the first floor for either a **retail use, a personal service use or a retail service use**, and for the approval of a preliminary and final major site plan in addition to a use variance pursuant to N.J.S.A. 40:55D-70(d)(1) in order to permit the conversion of the second floor of the building to a residential use, namely three 1-bedroom apartments over either a retail service or a personal service use which is not permitted in the TC Zone pursuant to Verona Ordinance Section 150-17.14.A as well as a use variance pursuant to N.J.S.A. 40:55D-70(d)(3) in order to permit the conversion of the second floor of the building to a residential use, namely three 1-bedroom apartments over retail use which is conditional use in the TC Zone pursuant to Verona Ordinance Section 150-17.14.D.1. **An event space does not fall under a retail service or personal service in the Verona Township code. While a café is a permitted use within the TC Zone, it is not one of the permitted uses agreed to in the Resolution for the property from September 2020.**
- Photo submitted shows an accessory structure, arch, bordering the entrance, as well as turf on the ground level. Applicant should testify and provide detail including if structure blocks egress door.

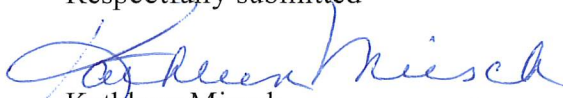


- Per § 150-12.1 B. (3) In the Town Center zoning district, parking requirements shall not apply except in the case of additions and/or new construction of greater than 1,000 square feet gross floor area or for cafeterias, full-service restaurants, snack and nonalcoholic beverage bars, and limited-service restaurants with a seating capacity of greater than 50 patrons. The Event Space use is a prohibited use within the TC Zone therefore the use is not exempt from parking requirements.
- Applicant did not supply as of the date of this review the Category or the occupancy load from the licensed Architect as requested.

Signage:

- The applicant's Zoning letter from February 22, 2023 states that no business signage was submitted at that time. No Zoning approval for the signage can be located within the Zoning files. Applicant should testify to signage approval for both the signage (wall and window) on Bloomfield Avenue and Lakeside Avenue. All signage should be in compliance with § 150-7.9 Signs.
- The applicant does not identify any operational details of either the event space or café use. The applicant should testify including but not limited to the following:
 - Hours of operation for both the event space and the café;
 - All operational details;
 - Food service details;
 - Lower level/basement use;
 - Parking;
 - Drop Off/Pick-up Details;
 - Rear entry (Lakeside Avenue entrance) in current active parking area;

Respectfully submitted


Kathleen Miesch
Zoning Official - Township of Verona