February 18, 2020

Daniel Dominguez, Acting Director
New Brunswick Technical Advisory Committee
25 Kirkpatrick Street
New Brunswick, NJ 08903-0269

Re: Collegiate Development Group
(The Residences at Easton and Hamilton)
Sign Variances
Block 56, Lots: 1.01, 1.03, & 14
78 Easton Avenue
Current Application # PB-2020-01
Original Application # ZB-2017-04
Technical Review

This office has received a signage location plan, dated: January 2, 2020, and a sign sketch (9 sheets), dated: December 3, 2019 relative to the above application and offers the following planning comments for your consideration.

1. **Property Description**
   The subject property contains three (3) abutting lots forming a 38,865-sf tract. The tract is located on the corner of Hamilton Street and Easton Avenue and also has frontage on Guilden Street. The property contains a 9-story mixed-use building (under construction) at this location including 2 levels of underground parking and entrance driveways on Easton Avenue and on Guilden Street. The ground floor contains ±4,500 sf of retail space and ±4,500 sf of restaurant space along Easton Avenue. An entrance lobby exists along Hamilton Street. A total of 181 apartment units are located inside the building.

2. **Proposed Development**
   The applicant proposes to install two (2) blade signs which will be mounted perpendicularly to the building façade. Both signs are identical and will contain a sign area of 35.34 sf. The signs will be 2-sided, internally illuminated, and will be 3’ wide by 11.75’ tall. The plans show the signs will be mounted on building façade near approximately near the 2nd floor of the building. The signs are located to identify the Hamilton Street and Easton Avenue entrances to the building.

3. **Master Plan Review**
   The 2004 Master Plan map recommends all lots fronting on Easton Avenue for community commercial use. The existing mixed-use building is consistent with this land use recommendation.

4. **Plan Revisions**
   A. No plan revisions at this time.
5. **Zoning Compliance:**
   A. **Use:** C-3B (Community Commercial Office)
      The Zoning Map shows all lots fronting on Easton Avenue in the C-3B Zone. Mixed-use retail buildings (mid-rise) are permitted in this zone.

   B. **Bulk:**
      No changes proposed.

6. **Parking Review**
   No changes proposed to the approved site plan.

7. **Landscaping and Buffering**
   No changes proposed to the approved landscaping on the site.

8. **Signs**
   Signs are permitted in the C-3B Zone with the following bulk requirements:

   Permitted: maximum sign area of 6sf
   Proposed: 2 signs shown: 35.34 sf each
   **Violation.**

   Permitted: projecting signs maximum thickness of 8"
   Proposed: sign body is 14.25" thick
   **Violation.**

   Permitted: projecting signs distance from another sign of 15’
   Proposed: >15’ shown
   **Complies.**

   Permitted: projecting signs minimum clearance of 8’
   Proposed: not dimensioned
   More information required.

   Permitted: projecting signs no more than 3.5’ into right-of-way
   Proposed: not dimensioned
   More information required.

9. **Land Use Inventory**
   The following land uses are found in the neighborhood:
   North: retail, single, two and multi-family dwellings
   East: university, office, residential
   South: single, two and multi-family residential above
   West: single, two and multi-family dwellings

10. **Plan Review Comments**
    A. Applicant must document approvals or exemption from all outside agencies having jurisdiction.
    B. The sign setback to the front property line should be provided.
    C. The clearance dimension under the sign should be shown on the plan.
    D. The TAC should verify this application will be heard by the Zoning Board. (Listed as PB-2020-01)
11. **Recommendations**

   From a physical planning perspective, this office recommends that any action taken on this application be subsequent to the applicant submitting the following:
   
   A. Revised plans addressing the above planning comments to the satisfaction of the Board.
   
   B. Submission of documentation of approval from the Middlesex County Planning Board, Freehold Soil Conservation District and all outside agencies having jurisdiction.
   
   C. Payment of any outstanding taxes, application and/or escrow fees.

Very truly yours,

Henry Bignell, PP

For the Firm

HB/TB

All Board & Staff Members

Collegiate Development Group, Applicant

T. Kelso, Esq., Applicant's Attorney

File 1008/20-1 (see #1008/17-3)