



TOWNSHIP of HOPEWELL
MERCER COUNTY

201 WASHINGTON CROSSING – PENNINGTON ROAD
TITUSVILLE, NEW JERSEY 08560-1410

PROJECT / APPLICATION

BLOCK:

LOT:

ADDRESS:

PROJECT NAME:

REVIEW REPORTS

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TOWNSHIP OF HOPEWELL

201 Washington Crossing-Pennington Road
Titusville, New Jersey 08560-1410
Phone 609.737.0605 Ext. 6280

MEMORANDUM

TO: Hopewell Township Planning Board

CC: Applicant

FROM: James Hutzemann PE, PP - Board Engineer 

DATE: November 21, 2022

RE: **Amended Site Plan - Engineering Review #1**
Proposed Sign Modification; IC Industrial Commercial Zone
Block 37, Lot 22.03; 101 Route 31 North

A. Application Submission Items

The following documents were received by the Township:

- A. Planning Board Application Form, with required fees, escrow and authorization forms.
- B. Sign Plan, prepared by Effective Sign Works, dated 5/12/2022, consisting of 2 sheets.

B. Description

The property in question is tax Block 37, Lot 22.03 and is located at 101 Route 31 North. The property is commonly known as Rosedale Mills. It is located in the IC Industrial Commercial zoning district. The applicant seeks an amended site plan approval to modify the existing free-standing pylon sign. The site is fully developed and the proposed construction will not impact any environmentally sensitive areas and will have a negligible impact on stormwater runoff from the site.

Planning Board Resolution 98-043 granted site plan approval for the existing free-standing sign with conditions related to design, size, and content. The applicant is proposing to modify the free-standing sign, which is a pylon constructed of two posts supporting an integrated sign board and architectural peak displaying graphics. The pylon will be modified with a full color electronic message center (EMC) replacing the sign board. The pylon peak will have illuminated graphics cabinet replacing the Purina logo.

The free-standing sign also contains signs advertising weekly farmers markets and a former tenant. The tenant sign will be removed.

C. Completeness

The applicant is requesting submission waiver on virtually all items, with the exception of items related to signage. Due to the nature of this application, I offer no objection to granting these submission waivers. The application is complete and a Planning Board hearing may be scheduled at this time.

D. Comments

1. Land Use Development Ordinance section (LUDO) 17-106 provides standards regarding signs. The original site plan approval under Planning Board Resolution 98-043 granted waivers to allow a 32 square foot (SF) sign to include advertising of special promotions. The applicant shall provide testimony to support the amendment for this type of signage.
2. Based upon the submitted cut sheets, the area of the existing signage (calculated from dimensions provided on the sheets) is approximately 56.2 SF. The proposed sign nominally maintains the overall outside pylon dimensions and location but with a reduced height from 13.5' to 12.5'. The total area of signage of the proposed upper graphics cabinet, EMC, and market sign will be 54.1 SF. The LED-based message center itself will be 20.8 SF. Both the existing and proposed free-standing sign exceed the 32 SF that was approved as a waiver in the 98-043 resolution.
3. The current configuration also includes a propane filling sign at the base of the pylon. The sign area is not included in the above calculations. The applicant shall provide testimony whether a waiver is being sought for this additional sign.
4. LUDO section 17-106(c).1a lists prohibited signs that include exterior signs that have moving, flashing or fluttering parts. It appears this full color LED electronic message center meets the criteria for this sign type.

The applicant shall provide testimony to support the construction of an LED sign board. The applicant shall also provide testimony regarding message content, form of content (e.g., wording vs. graphics or symbols), method and frequency of message changes, hours of operation, and brightness.

5. Testimony shall be provided regarding the location of the sign and specifically if the setback to any property lines will be altered.

E. Recommended Conditions of Approval

- A. Should this application be approved, we recommend, at a minimum, the following conditions of approval:
 1. Continued payment of any required application and escrow fees.
 2. The applicant must obtain all zoning and building permits prior to the start of any construction.

Memorandum

To: Hopewell Township Planning Board

From: Frank Banisch III, PP/AICP

Date: December 2, 2022

Re: Rosedale Mills
101 Route 31 North
Block 37, Lot 22.03
Amended Site Plan – Sign Variance
IC Zone

1.0 Documents Reviewed

We have reviewed the following information in preparation of this report:

- Land Use Application and Preliminary and Final Site Plan Checklist dated October 31, 2022
- Plans entitled *Rosedale Mills Pennington – Pylon* consisting of 2 sheets, prepared by Effective Sign Works, dated May 12, 2022, revised through June 23, 2022
- Planning Board Site plan approval Resolution 98-048

2.0 Nature of Application

- 2.1 The applicant proposes to replace the existing free-standing sign display area with an LED lightboard sign display. The sign location and overall dimensions will remain relatively unchanged.
- 2.2 The existing sign, located on the Route 31 frontage, was previously approved (resolution 98-048) to permit the freestanding sign in the current location and configuration, which is a wood pylon sign with 32 square feet of display area.
- 2.3 The proposed sign maintains the overall character of the existing sign. The new sign will reduce the overall height from 162 inches (13' 6") to 150 inches (12' 5"). The width of the proposed sign is 1 inch wider than the existing sign. Other alterations include the removal of the tenant (Agway) sign area.
- 2.4 The proposed sign depicts an interior-lit cabinet for the top (Rosedale Mills) display, an LED electronic message center for the main body, and a non-illuminated base sign (Farmers Market).

3.0 Zone District

- 3.1 The property is located in the IC district.

4.0 Comments

- 4.1 The proposed sign includes an LED message board which will alternate the sign display text/graphics, which requires a waiver from the design standards, §17-106.c1 (i), which does not permit an exterior sign to have moving, flashing, or fluttering parts or that gives such an illusion.
- 4.2 The applicant shall provide testimony regarding the proposed sign, in particular the light produced by the LED display, the overall sign dimensions and scale, and the message content for the sign.
- 4.3 The existing sign received approvals to permit the display of sales, promotions, and special events, which is not permitted in the design standards §17-106.d.3.
- 4.4 The applicant should provide information on the LED messaging board, including the type of displays anticipated, for example, text-based or graphic-based, the rate of refresh for the display, color and intensity ranges, and if the board will adjust for daytime vs. nighttime light intensity. Will the sign be lit 24 hours a day, or will there be a “dark” theme available at night after the store closes?
- 4.5 The board may wish to consider that messaging be disabled or limited after business hours to reduce any negative impacts at night.
- 4.6 Any approval by the Planning Board should be conditioned on approval by any other agency having jurisdiction.

cc via email: Linda Barbieri, for distribution to Planning Board members, Professionals and applicant