

# TOWNSHIP OF MIDDLETOWN

Planning Board  
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## TECHNICAL MEMORANDUM

**A review the Architectural and Design standards is on the Agenda for the April 17<sup>th</sup> Planning Board meeting, a site plan review for the Village 35 commercial application.**

**BOARD:                    Planning Board  
                                  Wednesday, April 17, 2019  
                                  6:30 PM, Town Hall**

**APPLICATION:**        Village 35, L.P.

**The following is an excerpt from the Technical Memorandum of the Architectural and Design standards. You need this document -- which we had to file an Open Public Records Act request to receive -- to know what is going on and being discussed at the meeting.**

### **1. Architectural and Design Standards**

- a. Purpose: In accordance with the Redevelopment Plan, the applicant shall provide in testimony how the proposed design of the Commercial Tract furthers the purpose of the Redevelopment Plan Architectural and Design Standards, specifically how is the design “pedestrian oriented,” “walkable,” “bikeable” and “designed in the spirit of sustainable design.”
- b. Architectural Character: Testimony shall be provided describing the proposed Theater façade and its consistency with the architectural character envisioned by the Redevelopment Plan.
- c. Theme: Testimony shall be provided how the proposed building materials promote a “recognizable village style character” throughout the Commercial Tract.
- d. Pedestrian Circulation:
  - i. Sidewalk shall be incorporated to connect the proposed sidewalk to Retail 1 consistent with the redevelopment plan requirements to provide a pedestrian walkway from the parking area to primary building entrance.
  - ii. An additional crosswalk shall be provided connecting the 10’ sidewalk along the northern side of Retail 5 to Theater 4.

- iii. Clearly defined pedestrian pathways between the parking stalls shall be provided for the stacks of handicap parking stalls located in front of Retail 5 and 6 so that the handicap person does not have to use the drive aisle to access the crosswalk. Specifically, the handicap stalls in front of Retail 5 and 6. In front of Retail 6, crosswalks shall be added, potentially cutting through the landscape islands, to provide accessible pathway links from the handicap stalls to the building entrance. Additional pedestrian connections must be provided to link the parking lots to the northwest of Retail 4 (theater), the large parking expanse to the south of Retail 5 and northwest of Retail 6.
- iv. Where there are gaps in sidewalk due to outparcels, specifically along the southern boundary of Stormwater Basin 3, sidewalk should wrap around the basin and connect to the decorative walk in front of Retail 5. Additionally, along Kanen Lane, a crosswalk shall be incorporated to connect sidewalks and provide a safe pedestrian route.
- v. Retail 7 shall be designed with a loading zone that does not conflict with site circulation.
- e. Cyclist Circulation: Bike racks are proposed at Retail 5 and 6 only (2/building). Consistent with the redevelopment plan and to ensure bicyclists have a safe reliable place to park, bike racks should be proposed at the very minimum one at each building.
- f. Street Furniture and Amenities: Benches should be provided near drop off areas and entry ways, and identified on the site plan.
- g. Form and Scale: Pages 21-23 set forth the standards for building articulation
  1. The redevelopment plan identifies primary facades which are considered to be front facades facing inward to the shopping center; secondary facades relate to the sides of the building which may be clearly visible; and the rear of the building as the complete opposite side of the front and or the primary facing side of the building. Based upon this we have the following comments:
    - a. For Retail 5, please provide the elevation from the eastern side and southeastern side of the portion of the building whose southwestern primary façade is identified as “F” in the architectural plans. This should be in compliance with Section on Page 23, “rears of buildings shall be designed to minimize the visual impact of long expanses of wall at a single height or in one plane...on the backs of the building in lieu of changing material consider changes in color.”
    - b. Section 6 sets forth the various techniques to be implemented to provide human scale interest and variety. One of the techniques is varying building from such as recessed or projecting bays. This is emphasized in Section 5 as well, where building mass should be broken into distinct components with architectural treatments. The primary façade of Retail 5, based upon the submitted floor plan, appears to be a long continuous façade and does not include recesses or projecting bays. Testimony should be provided regarding compliance with this requirement of the redevelopment plan.

- h. Elevations, Entries and Roof Form: Pages 23-24 set forth the standards for elevations, entries and roof form. Testimony should be provided regarding compliance with the same:
  - 1. Retail uses are encouraged to have windows, door display windows or arcades that make up at least 25% to 40% of the building facades that abut the primary pedestrian sidewalks, streets, or internal roadway systems.
  - 2. Fenestration and Articulation:
    - a. Vertical architectural features such as columns, piers and windows are required at a minimum of every 80 feet.
- i. Materials: Pages 25-26 set forth the materials required.
  - i. Testimony should be provide regarding the compliance with this requirement.
  - ii. Material samples must be provided for the Board's review.
- j. Sustainable Site and Building Design: The Redevelopment Plan requires the following plan components – Testimony shall be provided to review compliance or relief in accordance with 6.0 General Provisions.4 Deviation Request of the Redevelopment Plan shall be sought:
  - i. Grass species and drought tolerant plants proposed?
  - ii. Rain garden proposed?
  - iii. Full cut off lighting in primary parking areas?
  - iv. Energy efficient HVAC units proposed?
  - v. LED lighting proposed for site signage and parking lot lighting?
  - vi. Provide one (1) Electric Car Charging Station per 300 spaces?

The applicant shall provide in testimony whether sustainable best practices listed as encouraged in Section 2, Sustainable Site and Building Design of the Redevelopment Plan will be used.

- k. Pad Site Buildings: Typical franchise façade architecture is generally discouraged throughout the Commercial Tract. At the time when a tenant occupies a pad site building, the building design shall be reviewed in compliance with the redevelopment plan standards for pad site building design.
  - i. Architectural floor plans and elevations for the pad sites must be provided. These must comply with the architectural character of the rest of the shopping center. This shall be a condition of approval.
  - ii. The proposed loading areas for the pad site buildings shall be screened with a minimum 4' fence or wall with building materials consistent with the primary building material. The applicant shall comply with this standards or justify the reasons to seek relief in accordance with 6.0 General Provisions.4 Deviation Request of the Redevelopment Plan.

1. Signage for Commercial Tract: For the Board’s review, the table below compares the proposed sign package to the Redevelopment Plan Standards.

<b>Sign Type</b>	<b>Redevelopment Plan Standards/PD Zone</b>	<b>Proposed by Applicant</b>	<b>Code Compliance</b>
<b>Knee Wall Monument (at base of Clock Tower)</b>			
No. of Signs	1	1	Complies
Sign Height (feet)	3’8	3’8”	Complies
Maximum Sign Face (Square Feet)	77 sf	77 sf	Complies
<b>Freestanding Pylon Sign</b>			
No. of Signs	2	2	Complies
Sign Height (feet)	20’	20’	Complies
Maximum Sign Face (Square Feet)	250 sf	241 sf	Complies
<b>Monument Sign (Kanes Lane)</b>			
No. of Signs	1 on the third and any additional streets	1	Complies
Sign Height (feet)	8’	8’	Complies
Maximum Sign Face (Square Feet)	100 sf	78 sf	Complies
<b>Monument Sign (Community Appliance/Walt’s Sleep Shop)</b>			
No. of Signs	2	2	The applicant shall revise the zoning table (Sheet 3 of 9 of
Sign Height (feet)	6’	Plan discrepancy	
			the Building Site Signage Package)
Maximum Sign Face (Square Feet)	60 sf	17 sf	Complies
Private Internal Road Setback (feet)	10’	Applicant shall provide	TBD
<b>Façade Signs-Multiple Tenant Retail Buildings or Single Tenant Retail Building &lt;125,000 GFA</b>			
No. of Signs	1/façade + 1/street frontage	1/façade + 1/street frontage	Complies
Maximum Sign Face	10% of the principal façade area	10% of the principal façade area	Complies
<b>Façade Signs-Single Tenant Retail Buildings &gt;125,000 GFA</b>			

No. of Signs	Up to 4/facades >400' with public entrances; Up to 2/facades <400' with public entrances; 1/façade with no public entrance	Up to 4/facades >400' with public entrances; Up to 2/facades <400' with public entrances; 1/façade with no public entrance	Complies
Maximum Sign Face	10% of the principal façade area	10% of the principal façade area	Complies
<b>Wayfinding Signs</b>			
No. of Signs	No maximum	8	Complies
Sign Height (feet)	12	12	Complies
Maximum Sign Face (Square Feet)	10	10	Complies
<b>Calico Clown Sign is proposed to remain in existing location - Complies</b>			

The “Calico the Food Circus Clown” Sign received a Certificate of Eligibility (COE) from the New Jersey State Historic Preservation Office on July 17, 2015. The applicant proposes to maintain the Calico Sign in its existing location. Final approval or letter of no jurisdiction will be required from NJSHPO.

2. Landscape Requirements for Gross Tract Area

- a. Landscape Requirements for Gross Tract Area.2 requires no more than 65% of slopes greater than 10% may be used for construction purposes. Additionally, the Redevelopment plan stipulates that man-made slopes greater than 15% shall not be considered steep slopes and shall not be subject to any maximum disturbance requirements. The Table on Sheet CS8060101 shows about 90% is proposed to be disturbed and majority of which appears to be to the rear, undeveloped portion of the property. We are not clear what percentage is manmade and what is naturally occurring. Testimony and calculations should be provided or in the alternative relief is required in accordance with 6.0 General Provisions.4 Deviation Request of the Redevelopment Plan. Additionally, as per the redevelopment plan 65% is the maximum permitted while the table on Sheet CS8060101 indicates a maximum of 30%; the plans shall be revised to address this discrepancy.
- b. Landscape Requirements for Gross Tract Area.3 requires shade trees to be planted on both sides of the Inter-connect Road at intervals no more than 30' apart. Shade trees are proposed on only one side of the Inter-connect Road, and at some locations, more than 30' apart - relief is required in accordance with 6.0 General Provisions.4 Deviation Request of the Redevelopment Plan. Additionally, a phasing plan, if applicable, shall be submitted for the shade tree installation along the Inter-connect Road.
- c. Landscape Requirements for Gross Tract Area.5 requires a 6' landscape area along both sides of the Interconnect Road. Plans shall be revised or relief requested in accordance with 6.0 General Provisions.4 Deviation Request of the Redevelopment Plan for provision of a landscape area along the northern boundary of the Interconnect Road.
- d. The Landscape Details shall be revised consistent with tree base requirements in Landscape Requirements for Gross Tract Area.7.
- e. As per Landscape Requirements for Gross Tract Area.8 Landscape Plan shall be revised to indicate all deciduous trees shall be planted at a minimum 4" caliper.

3. Kings Highway East Scenic and Historic Road Requirements – The Landscape Plan shall include a compliance table for proposed landscaping for the Kings Highway East Scenic and Historic Corridor, between the Twin Brooks Extension and the Interconnect Road to ensure compliance with the landscape standards. Specifically Kings Highway East Scenic and Historic Road Requirements.1 requires at least 30 shade trees, 30 evergreen trees and 50 evergreen shrubs along the corridor. If the applicant intends to use existing vegetation to fulfill this requirement, the table shall indicate as such with existing tree condition noted.
  4. Lighting
    - a. The applicant shall indicate in testimony that the minimum lighting location at any level within a parking area is in accordance with IESNA recommendations for parking lot lighting.
    - b. All lighting within the commercial tract shall consist of full cutoff LED fixtures that are Dark Sky Compliant. The applicant shall indicate in testimony conformance with this requirement for all proposed light fixture types or seek relief in accordance with 6.0 General Provisions.4 Deviation Request of the Redevelopment Plan, specifically for Light Fixture B.
    - c. Pedestrian lights not greater than 18’ in height shall be placed along the Interconnect Road. Relief is required for the light fixture along the Interconnect Road as the proposed fixture is 21’ in height. Plans should be revised to be in compliance or in the alternative, relief is required to allow deviation from the Redevelopment Plan in accordance with 6.0 General Provisions.4 Deviation Request.
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**Click to view the Technical Memorandum in full:**

[https://www.stopvillage35.com/uploads/9/1/3/5/91351486/village\\_35\\_review\\_031119\\_final.pdf](https://www.stopvillage35.com/uploads/9/1/3/5/91351486/village_35_review_031119_final.pdf)

**Report Prepared by:**



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