



COMMUNITY PLANNING
LAND DEVELOPMENT AND DESIGN
LANDSCAPE ARCHITECTURE

B U R G I S
ASSOCIATES, INC.

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MEMORANDUM

To: West Windsor Planning Board
West Windsor Division of Land Use

From: David Novak PP, AICP

Subject: Teachers Insurance and Annuity Association, for the Benefit of its Separate Real Estate Agent Account
Comprehensive Signage Plan with Waivers
Block 7.15 Lot 14.04
3535 US Route 1

Date: March 9, 2021

BA#: 3688.19

WWT#: PB 20-10

Introduction

The applicant, Teachers Insurance and Annuity Association, for the Benefit of its Separate Real Estate Agent Account, has submitted a comprehensive signage plan with waiver relief for the MarketFair shopping center. The site, which is identified by municipal tax records as Block 7.15 Lot 14.04, is located at 3535 US Route 1 in the B-2 Neighborhood Center Business District.

In addition to the application form and application checklists, the following has been submitted for review:

1. Graphics and signage plan (10 sheets), prepared by Caruso + Drye Design Group, Inc., dated February 16, 2021.
2. Letter from Troutman Pepper Hamilton Sanders LLP, dated October 16, 2020.
3. Letter from Troutman Pepper Hamilton Sanders LLP, dated February 23, 2021.
4. MarketFair Sign Application Summary, revised February 2021.

Property Description

The subject site is located within the northwesterly portion of the Township, near the intersection of US Route 1 and Meadow Road. The site has an area of approximately 27.54 acres and is irregularly shaped. It fronts along: US Route 1 and its off-ramp for approximately 1,700 feet; Meadow Road for approximately 430 feet; and Canal Pointe Boulevard for approximately 360 feet.

The site is presently developed with the MarketFair shopping center, as well as a freestanding P.F. Chang's restaurant. The main MarketFair building is setback approximately: 270.4 feet from US Route 1; 145.8 feet from the US Route 1 off-ramp; 324.2 feet from Meadow Road; and 190.3 feet from Canal Pointe Boulevard. The freestanding P.F. Chang's restaurant is located in the easterly corner of the site, approximately 122.0 feet from US Route 1.

Access to the site is provided by a number of driveways, including: a right-in and right-out driveway along US Route 1; a full movement driveway along Meadow Road; a full movement driveway along Canal Pointe Boulevard; and shared driveway and parking lots with adjoining Lots 12.07 and 14.03. Parking spaces are generally located to the north, south, east, and west of the main MarketFair building.

Surrounding land uses consist of: the Colonnade Point multifamily development to the northwest; an office, two (2) hotels, and a Brick House Tavern restaurant to the northeast; the Carnegie Center office development and the recently approved Princeton Executive multifamily development to the southeast; and the approved Woodstone multifamily development to the west. Please see the aerial at the end of this memorandum for an overview of the subject site and its surrounding environs.

Proposed Improvements

The applicant has proposed the following signage updates:

Property Entry Identification Signage

The applicant proposes to replace the existing pylon and monument signs along US Route 1, Meadow Road, and Canal Pointe Boulevard. These changes include the following:

1. Pylon Signs. Presently, there is one (1) pylon sign located at the US Route 1 entrance and one (1) pylon sign located at the Meadow Road entrance. Both of these existing signs have heights of twenty (20) feet, widths of ten (10) feet, and overall areas of two hundred (200) square feet. The signs are "U" shaped, and identify the names of tenants as well as the name of the shopping center. The colors of the signs are generally red and white.

The new pylon signs (Proposed Signs #1 and #2) are also proposed to have heights of twenty (20) feet, widths of ten (10) feet, and areas of two hundred (200) square feet (or 156.67 square feet when excluding the base). The base of the signs will consist of a masonry veneer which will match

the entrances to the MarketFair building. The signs will also identify the names of tenants as well as the name of the shopping center. Colors will generally be white, black, and blue.

2. Monument Signs. Presently, there is one (1) monument sign located at the Canal Pointe Boulevard entrance and one (1) monument sign at an entrance located on Lot 12.04 to the north. Both monument signs presently have heights of four and one-half (4.5) feet, widths of seventeen (17) feet, and areas of seventy-six and one-half (76.5) square feet. The signs identify the name of the shopping center. The colors of the signs are generally red and white.

The new monument signs (Proposed Signs #3 and #4) are proposed to have heights of five (5) feet, widths of seventeen (17) feet, and areas of eighty-five (85) feet (or 59.5 square feet when excluding the base). The base of the signs will have a height of 1'4" and will include a landscape buffer. The signs will identify the name of the shopping center. Colors will generally be white, black, and blue.

Tenant Identification Signage

The applicant has proposed the following changes for its tenant identification signage.

1. AMC Sign. There is presently a tenant monument sign located near the US Route off-ramp. This existing sign has a height of four and one-half (4.5) feet, a length of fifteen (15) feet, and an area of sixty-seven and one-half (67.5) square feet (or 45 square feet when excluding the base). The sign presently identifies the AMC movie theater. Its colors are generally tan and red.

The applicant proposes to replace this sign with a new tenant monument sign (Proposed Sign #5). This sign is proposed to have a height of six and one-half (6.5) feet, a length of fifteen (15) feet, and an area of ninety-seven and one-half (97.5) square feet. The base of the sign will have a height of 3'4". The sign is proposed to identify the AMC as well as an additional tenant. Colors will generally be white and blue.

2. Tenant Identification Signs. Either one (1) of two (2) new wall-mounted identification signs are proposed along the easterly façade of the MarketFair building, facing US Route 1.
 - a. Option A proposes one (1) sign (Proposed Sign #5.1) above an existing entrance with an existing "MarketFair" sign. This proposed sign is to have a maximum area of sixty (60) square feet.
 - b. Option B proposes one (1) sign (Proposed Sign #5.2) on a proposed screen wall, which would only be constructed should Option B be approved. The proposed sign would have a maximum area of one hundred (100) square feet.

While the applicant seeks approval for both signs, they have noted that only one (1) sign will be installed.

Inner Campus Directional Signage

The applicant has proposed the following changes for its inner campus directional signage.

1. Replacement of Existing Inner Campus Directional Signage. Five (5) inner campus directional signs presently exist on site. These signs have heights of fifty-nine (59) inches, widths of thirty-two (32) inches, and areas of approximately 13.3 square feet. The signs are red in color, and provide directions to certain tenants.

The applicant proposes to replace these signs with new signs (Proposed Signs #6, #7, #8, #10, and #12) which appear to have similar dimensions. The proposed signs will continue to provide directions to certain tenants. Colors will generally be dark grey and blue.

2. New Inner Campus Directional Signage. In addition to the above, the applicant also proposes three (3) new inner campus directional signs (Proposed Signs #9, #11, and #13). These signs will be located to the northeast of the MarketFair building, near the US Route 1 offramp, and on adjoining Lot 14.03.

Entry Identification Signage

The applicant has proposed the following changes for its entry identification signage.

1. Easterly Entrance. The easterly entrance presently features an attached sign which reads "MARKETFAIR," as well as two (2) smaller "M" logos along either side of the entrance doors. The applicant proposes a new "MARKETFAIR" sign (Proposed Sign #14) which will have an area of approximately 16.7 square feet. The smaller "M" signs are also proposed to be replaced. Finally, the applicant proposes a new "M" logo sign above the main entrance doors, which will have a diameter of forty-eight (48) inches.
2. Southeasterly Entrance. The southeasterly entrance presently features an attached sign which reads "MARKETFAIR" above the glass entrance doors, as well as two (2) smaller "M" logos. The applicant proposes to remove this sign and replace it with a new "MARKETFAIR" sign (Proposed Sign #15) on an existing crossbeam. This sign will have an area of approximately 18.8 square feet. The smaller "M" logo signs are also proposed to be replaced. Finally, the applicant proposes a new "M" logo sign above the glass entrance doors, which will have a diameter of forty-eight (48) inches.
3. Southwesterly Entrance. The southwesterly entrance presently features an attached sign which reads "MARKETFAIR" above the main entrance, as well as two (2) smaller "M" logos. The applicant proposes to remove this sign and replace it with a new "MARKETFAIR" sign (Proposed Sign #16) which will be slightly lower. This sign will have an area of 10.45 square feet. The smaller "M" logo

signs are also proposed to be replaced. Finally, the applicant proposes a new “M” logo sign above the main entrance doors, which will have a diameter of forty-eight (48) inches.

4. Northwesterly Entrance. The northwesterly entrance presently features an attached sign which reads “MARKETFAIR” above the main entrance, as well as two (2) smaller “M” logo signs. The applicant proposes to remove this sign and replace it with a new “MARKETFAIR” sign (Proposed Sign #17) which will be slightly lower. This sign will have an area of 10.45 square feet. The smaller “M” logo signs are also proposed to be replaced. Finally, the applicant proposes a new “M” logo sign above the main entrance doors, which will have a diameter of forty-eight (48) inches.

Recessed Entry Identification Markers

The applicant has also proposed three (3) recessed entrance identification markers (Proposed Signs #18, #19, and #20) to be located at the easterly, southwesterly, and northwesterly entrances. These signs are proposed to have heights of nine (9) feet, widths of one and one-half (1.5) feet, and areas of thirteen and one-half (13.5) square feet per side. The signs will advertise the name of the shopping center as well as list individual tenants. Colors will generally be white, black, and blue.

Service Court Identification and Fire Department Signage

Finally, the applicant has proposed to replace the existing service court and fire department signage along the easterly and westerly façades of the building. The existing easterly and westerly signs (Proposed Signs # 22 and #24) are proposed to be replaced with freestanding signs which will have a height of six (6) feet and a width of one (1) foot, while the southwesterly and northwesterly signs (Proposed Signs #21 and #23) will be replaced with attached signs which will have a height of forty-eight (48) inches and a width of sixteen (16) inches.

Master Plan

As per the 2020 Land Use Plan, the site is located in the Neighborhood Center Business (B-2) land use category, which corresponds to the B-2 District. This district generally permits retail stores and shops, personal service establishments, offices, eating and drinking establishments, and planned commercial developments. The areas which are currently located in this district are generally developed with larger commercial centers that include locally oriented goods and services, as well as goods and services which attract a more regional clientele.

The 2020 Plan notes that it is the intent of this land use category is to recognize and preserve the existing development pattern of the district. Where future development is proposed, it should be done so in a manner which promotes an attractive and unified design, meets the needs of both local residents and a regional clientele, and avoids negative impacts to the existing traffic patterns in the surrounding area.

Planning Review

The following comments are offered. These comments have been organized by sign type.

Ground-Mounted Project/Tenant Identification Signage

The following is noted regarding the proposed ground-mounted project/tenant identification signage.

Table 1: Ground-Mounted Project/Tenant Identification Signage

Regulations	Required	Sign #1	Sign #2	Code
Max. Signs for Each Street Frontage (#)	1	1 along US Route 1	1 along Meadow Road	Section 200-32B.(4)(a)
Max. Sign Area (sf)	165	156.67	156.67	Section 200-32B.(4)(b)
Max. Height (ft)	20	20	20	Section 200-32B.(4)(c)
Min. Height of Base	17% of total height	20%	20%	Section 200-32B.(4)(d)
Base of Signs	Constructed of materials similar to building architecture, w/landscaping	Complies	Complies	Section 200-32B.(4)(e)
Max. Letter Height (in)	18	8.25	8.25	Section 200-32B.(4)(f)
Max. Number of Tenants (#)	6	(W) 7	(W) 7	Section 200-32B.(4)(g)
Colors and Materials	Consistent with others	Complies	Complies	Section 200-32B.(4)(h)
Lighting	Direct, external light sources; internally illuminated letters/logos; back-lit raised letters/logos	Complies	Complies	Section 200-32B.(4)(i)
Mounting Hardware	Hidden from view	Complies	Complies	Section 200-32B.(4)(j)

1. Size of Sign. The applicant previously indicated that the areas of the existing identification signage were previously approved. This should be discussed. Furthermore, we note that when removing the base area, the area of these ground-mounted project/tenant identification signs are below the maximum allotted area of one hundred and sixty-five (165) square feet.
2. Number of Tenants. The applicant has requested waiver relief from Section 200-32B.(4)(g) which establishes a maximum number of six (6) tenant spaces, whereas seven (7) tenant spaces are proposed. We note that the existing signs presently have space for ten (10) tenants.

Monument Signage

The following is noted regarding the proposed monument signage.

Table 2: Monument Signage

Regulations	Required	Sign #3	Sign #4	Sign #5	Code
# of Monument Signs	1 per each nonretail building	(W) 3 total signs			Section 200-32B.(3)(a)
Max. Sign Area (sf)	48	(W) 59.5	(W) 59.5	45	Section 200-32B.(3)(b)
Max. Height (ft)	4	(W) 5	(W) 5	(W) 6.5	Section 200-32B.(3)(c)
Base of Signs	Constructed of materials similar to building architecture, w/landscaping	Complies	Complies	Complies	Section 200-32B.(3)(d)

Wall Signage – Tenants

The following is noted regarding the above tenant wall signage table.

Table 3: Tenant Wall Signage

Regulations	Required	Sign #5.1	Sign #5.2	Code
Max. Signs	1 per business for each front business façade or each rear or side business façade	TBD	TBD	Section 200-32B.(2)(a)
Type of Sign Proposed	Internally lit raised letters with concealed ballast; back-lit raised letters w/ concealed ballast; signage board w/gooseneck lighting; individual cut letters with gooseneck lighting	TBD	TBD	Section 200-32B.(2)(b)
Max. Sign Area	120% of the linear building frontage, with a max. area of 100 sf	60	80	Section 200-32B.(2)(d)
Max. Letter Height	2 sf	(W) > 2	(W) > 2	Section 200-32B.(2)(d)
Location	Not permitted above roofline	Complies	Complies	Section 200-32B.(2)(f)

1. Waiver Requests for Frontage and Number of Signs. The applicant has identified that waivers are required from Section 200-32B.(2)(a) for Proposed Signs #5.1 and #5.2, as the “tenant space will not have Route 1 frontage” and that it will be a “second wall sign for tenant – 1 sign allowed.” The applicant should specify whether the business which will benefit from this proposed sign has any other existing façade signage.
2. Letter Height. The applicant has requested waiver relief for the letter height to exceed two (2) feet, and has noted that the letter height and area are to be determined by the tenant name/logo. The

applicant should provide testimony as to whether any potential tenants have been identified for this sign, and what the anticipated maximum letter height and signage area will be.

3. Comparable Signs. The applicant has requested waiver relief for the proposed letter height. Testimony should be provided as to what the typical letter heights are of existing signs.
4. Sign to be Implemented. While the applicant seeks waiver relief for both signs, only one is to be installed. This should be discussed.

Wall Signage – MarketFair

The following is noted regarding the above MarketFair wall signage.

Table 4: MarketFair Wall Signage

Regulations	Required	Sign #14	Sign #15	Sign #16	Sign #17	Code
Max. Signs	1 per business for each front business façade or each rear or side business façade	(W) 4	(W) 4	(W) 4	(W) 4	Section 200-32B.(2)(a)
Type of Sign Proposed	Internally lit raised letters with concealed ballast; back-lit raised letters w/ concealed ballast; signage board w/gooseneck lighting; individual cut letters with gooseneck lighting	Complies	Complies	Complies	Complies	Section 200-32B.(2)(b)
Max. Sign Area	120% of the linear building frontage, with a max. area of 100 sf	16.7	18.8	10.45	10.45	Section 200-32B.(2)(d)
Max. Letter Height	2 sf	< 2	< 2	< 2	< 2	Section 200-32B.(2)(d)
Location	Not permitted above roofline	Complies	Complies	Complies	Complies	Section 200-32B.(2)(f)

Instructional Signage – Tenant Signs

The following is noted regarding the above instructional signage.

Table 5: Instructional Signage

Regulations	Required	Sign #6	Sign #7	Sign #8	Sign #9	Sign #10	Sign #11	Sign #12	Sign #13	Code
Wall and ground signs	Permitted	Complies								Section 200-32B.(8)(a)
Number of signs	TBD by safety considerations	To be discussed								Section 200-32B.(8)(b)
Max. Sign Area (sf)	2	(W) 13.3	(W) 13.3	(W) 13.3	(W) 13.3	(W) 13.3	(W) 13.3	(W) 13.3	(W) 13.3	Section 200-32B.(8)(c)

1. Number of Permitted Signs. Section 200-32B.(8)(b) establishes that the number of permitted signs is to be determined by safety considerations. Thus, the applicant should discuss the rationale behind the placement of the proposed signs.
2. Sight Triangles. The applicant has indicated that the three (3) new proposed instructional signs shall be located outside of sight triangles. This should be discussed with the Board. Should the application be approved, we recommend that the placement of these signs be reviewed by the Township Engineer.

Recessed Entrance Marker Signs

The following is noted regarding the proposed recessed entrance marker signs.

Table 6: Directory Signage

Regulations	Required	Sign #18	Sign #19	Sign #20	Code
Number of Signs	1 per street frontage	Complies	Complies	Complies	Section 200-32B.(7)(a)
Maximum Sign Area (sf)	2	(W) 10.5	(W) 10.5	(W) 10.5	Section 200-32B.(7)(b)
Wall Sign	Required	(W) Freestanding	(W) Freestanding	(W) Freestanding	Section 200-32B.(7)(c)
Letter height	4	(W) 4 7/8	(W) 4 7/8	(W) 4 7/8	Section 200-32B.(7)(d)

1. Purpose. Testimony should be provided as to the proposed purpose of these signs. The applicant has indicated in its signage table that these signs are intended to help identify mall entrances which are not easily seen from the parking field. We note that these signs also provide the names of interior tenants, which appears to go beyond the purpose stated by the applicant.

Instructional Signage – Service Court Identification and Fire Department Access Signage

Table 7: Instructional Signage

Regulations	Required	Sign #21	Sign #22	Sign #23	Sign #24	Code
Wall and ground signs	Permitted	Complies				Section 200-32B.(8)(a)
Number of signs	TBD by safety considerations	To be discussed				Section 200-32B.(8)(b)
Max. Sign Area (sf)	2	(W) 5.3	(W) 6	(W) 5.3	(W) 6	Section 200-32B.(8)(c)

1. Number of Permitted Signs. Section 200-32B.(8)(b) establishes that the number of permitted signs is to be determined by safety considerations. Thus, the applicant should discuss the rationale behind the placement of the proposed signs.

Map 1: Subject Site (scale: 1" = 350')



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