

COMMUNITY PLANNING  
LAND DEVELOPMENT AND DESIGN  
LANDSCAPE ARCHITECTURE

B U R G I S  
A S S O C I A T E S , I N C .

Principals:  
*Joseph H. Burgis PP, AICP*  
*Edward Snieckus, Jr. PP, LLA, ASLA*  
*David Novak PP, AICP*

## MEMORANDUM

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

From: David Novak PP, AICP

Subject: 19 Roszel Road, LLC  
Sign Waiver Request  
Block 9 Lot 62  
19 Roszel Road

Date: April 28, 2020

BA#: 3688.05

WWT#: PB 20-02SW

### Introduction

The applicant, 19 Roszel Road, LLC, has submitted an application seeking sign waiver relief to construct a seventy-five (75) square foot wall-mounted sign on an office building which was approved but has not yet been constructed. The site, which is identified by municipal tax records as Block 9 Lot 62, is located at 19 Roszel Road in the ROM-2 District.

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

1. Architectural plan prepared by Cerminara Architect, consisting of one (1) sheet, undated.
2. Detail of letter prepared by Rex Sign Systems, consisting of one (1) sheet.
3. Amended Preliminary and Final Site Plan prepared by Hammer Land Engineering, dated June 7, 2013 (last revised July 8, 2014), consisting of one (1) sheet.
4. Site photographs of existing conditions.
5. Site rendering of approved building with proposed sign.

## Property Description

The subject site is located in the northerly portion of the Township, within the Carnegie Center office development. The site has an area of approximately 7.75 acres and is mostly rectangular in shape. It fronts along Roszel Road for approximately 400 feet, and has a depth that ranges from approximately 817 feet to 913 feet.

The site is presently developed with a three-story brick office building which has a length of approximately 125 feet, a width of approximately 166 feet, and a footprint of approximately 20,750 square feet. An additional three-story office building has also been approved but has not yet been constructed. This building is to be located to the northwest of the existing building, towards its rear. It is to have a length of approximately 101 feet, a width of approximately 125 feet, and a footprint of approximately 12,626 square feet. Other notable improvements include a plaza area, parking spaces and associated drive aisles, and a thirty-two (32) square foot freestanding sign.

Surrounding land uses largely consist of other office uses. 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 proposes to construct an approximately seventy-five (75) square foot wall-mounted sign on the aforementioned three-story office building which has been approved but not yet constructed. The architectural plan indicates that the sign footprint will have a maximum height of 3'-2¼" and a maximum length of 23'-4". In addition, the drawing from Rex Sign Systems indicates that the letter height will be 38.25".

## Master Plan

As per the 2020 Land Use Plan, the subject site is located in the ROM-2 land use category and corresponding zoning district which generally permits research, office, and limited manufacturing parks. The plan notes that a significant portion of the ROM-2 District is presently developed with the Carnegie Center office development. Therefore, it is the primary intent of this land use category to recognize the existing development pattern of this district. Where additional development and redevelopment is proposed, it should be done so in a manner which promotes the attractive unified design of the area while also promoting a high quality level of investment.

## Design Standards

The following standards are established for wall-mounted signage in nonresidential districts.

Table 1: Design Standards for Wall-Mounted Signage

Area & Bulk Regulations	Nonresidential Dev.	Proposed	Code
Number of Signs per business (#)	1	1	200-32.A.2.(a)[1]
Maximum Sign Area	90% of the linear business frontage, with a maximum area of 50 sf	<b>(W) 75</b>	200-32.A.2.(a)[3]
Letter Height (in)	18	<b>(W) 38.25</b>	200-32.A.2.(a)[4]
Letter Projection (in)	6	4.5	200-32.A.2.(a)[5]
Wall signs above roofline	Not Permitted	Not proposed	200-32.A.2.(a)[6]

## Waiver Relief

The applicant requires waiver relief from the following items:

1. Maximum Sign Area. Waiver relief is required from Section 200-32.A.2(a)[3] which establishes a maximum sign area of ninety percent (90%) of the linear business frontage with a maximum area of fifty (50) square feet. The applicant has proposed a sign area of seventy-five (75) square feet. For reference, the length of the building to which the sign is to be attached is 125 feet.
2. Maximum Letter Height. Waiver relief is also required from Section 200-32.A.2.(a)[4] which establishes a maximum letter height of eighteen (18) inches, whereas the applicant has proposed a letter height of 38.25 inches.

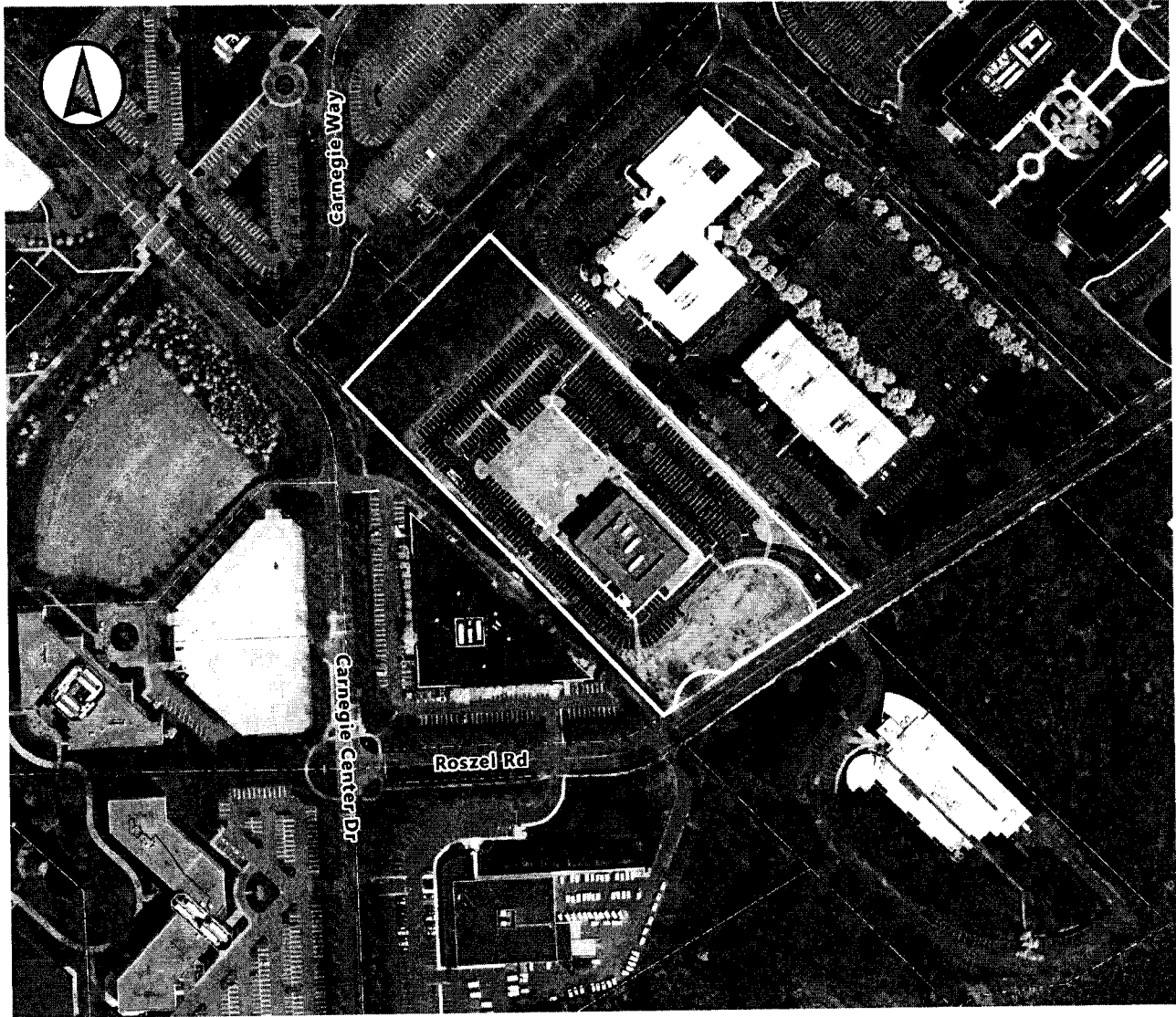
## Planning Review

We offer the following comments on the proposed development:

1. Rendering. The applicant has prepared a photo-rendering of the proposed building sign. The applicant should compare this rendering to the wall-mounted sign on the existing building, and should specify whether these signs are proposed to be relatively the same in both size and design.
2. Comparison Exhibit. We recommend the applicant provide an exhibit offering comparisons of the proposed signage to the signage which would otherwise be permitted by the development regulations.
3. Relationship of Sign to Façade. The applicant and the Board should discuss the relationship of the proposed sign to the façade of the building to which it is to be attached. We note that this façade has an area of approximately 5,650 square feet. As such, the proposed sign will comprise approximately 1.3% of the total façade area.

4. Location of Approved Building. The applicant and the Board should discuss the location of the approved but not yet constructed office building and how it relates to both the existing building and the street right-of-way. We note that the approved but not yet constructed building is approximately four hundred and sixty (460) feet away from the property line. For reference, the ROM-2 District requires a front yard setback of one hundred and twenty-five (125) feet. It is also partially obscured by the existing building located in front of it.
5. Monument Sign. Testimony should be provided as to whether the second additional building will also be advertised on the monument sign.

Map 1: Subject Site (scale: 1" = 300')



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Cc: S. Surtees, WWT CD  
Lisa Komjati, WWT CD  
Frank Guzik, Municipal Engineer  
Ian Hill, Consultant Engineer  
Dan Dobromilsky, Landscape Architect  
Jim Kochenour, Consultant Traffic Engineer  
Gerald Muller, Esq., Board Attorney



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**MEMORANDUM**

**DATE:** May 8, 2020

**TO:** West Windsor Township Planning Board

**FROM:** James L. Kochenour, P.E., P.P. /JLK  
Traffic Consultant

**SUBJECT:** 19 Roszel Road  
Sign Waiver Request  
Comment Review Memo #1  
PB 20-02SW  
Block: 9, Lot: 62  
West Windsor Township, Mercer County, New Jersey

I am in receipt of the following information for review pertaining to the submission of an application for a Sign Waiver Request for a still-to-be-constructed three story office building along Roszel Road:

- One copy of a revised Amended Preliminary and Final Major Site Plan prepared by Hammer Land Engineering bearing a latest revision date of July 8, 2014
- One set of color photographs (six photos) of the existing site and building (it is noted that one photo shows a photo-shopped second building with the façade sign at the top of the building).
- One copy of a building elevation showing an outline of the proposed building sign, prepared by Cerminara Architect, bearing a Progress Print date of January 10, 2020
- One copy of a Lighting Cut Sheet prepared by Rex Sign Systems (undated)
- One copy of a Development Application

The proposed building is located along Roszel Road within the overall Carnegie Center office park. The proposed building has previously received site plan approval but was never constructed.

19 Roszel Road  
Sign Waiver Request  
West Windsor Township,  
Mercer County, New Jersey  
May 8, 2020  
Page 2 of 2

**ARORA and ASSOCIATES, P.C.**  
Consulting Engineers

The office park is located within the Township's ROM-2 (research, office, and limited manufacturing) Zone district and thus the subject building is a permitted use.

The sign waiver request arises from the proposed sign's deviation from two provisions of Code Section 200-32A.2(a)[3] specifically its size (50 ft<sup>2</sup> permitted versus 75 ft<sup>2</sup> proposed) and its letter height (18 inches permitted versus 38.25 inches proposed).

The Board's Planner has discussed this sign waiver request from the perspective of planning issues and principles.

It is recommended that this waiver request also be discussed and supported from the perspective of traffic engineering principles dealing with sign detection, legibility and comprehension.

I have no other comments to make at this time. However, I do reserve the right to provide further comments as additional information becomes available.

Sam Surtees

Gerald Muller, Esq.

Lisa Komjati

Dan Dobromilsky, PP, AICP

Francis Guzik, P.E.

Chris Jepson, P.E.

David Novak, PP, AICP

Joseph Burgis, PP, AICP

Tim Lynch