



COMMUNITY PLANNING
LAND DEVELOPMENT AND DESIGN
LANDSCAPE ARCHITECTURE

B U R G I S
ASSOCIATES, INC.

Principals:
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MEMORANDUM

To: West Windsor Zoning Board of Adjustment
West Windsor Division of Land Use

From: David Novak PP, AICP

Subject: Windsor 1 Developers, LLC
Preliminary and Final Site Plan & Minor Subdivision
"d" and "c" Variance Relief
Block 7 Lot 59
3499 US Route 1

Date: October 16, 2020

BA#: 3688.02

WWT#: ZB19-06

Introduction

The following memorandum is in regard to the revised plans identified below. These plans were submitted by the applicant subsequent to the prior September 24, 2020 hearing. For a full planning review, please see our prior memorandum dated September 16, 2020.

The applicant, Windsor 1 Developers, LLC, has submitted an application seeking minor subdivision approval and preliminary/final site plan approval as well as "d(4)" floor area ratio variance relief, "d(6)" height variance relief, "c" variance relief, and waiver relief for the development of a Wawa convenience store with fueling stations and a four-story Hyatt House Hotel. The site, which is identified by municipal tax records as Block 7 Lot 59, is located at 3499 US Route 1 in the B-2 Business District.

Since the last hearing, the following has been submitted for review:

1. Site plan exhibit prepared by Dynamic Engineering, dated October 6, 2020, consisting of one (1) sheet.
2. Landscape plan exhibit prepared by Dynamic Engineering, dated October 6, 2020, consisting of one (1) sheet.
3. Emmons Drive Wawa monument sign prepared by Dynamic Engineering, dated October 6, 2020.
4. Revised ID sign prepared by Dynamic Engineering, dated October 6, 2020.
5. Hyatt Monument ID sign prepared by Dynamic Engineering, dated October 6, 2020.
6. Wawa Architectural Plan, prepared by Cuhaci & Peterson, undated, consisting of one (1) sheet.
7. Wawa Canopy Architectural Plan, prepared by Cuhaci & Peterson, undated, consisting of one (1) sheet.
8. Memo from Dynamic Engineering, dated October 13, 2020.

Planning Review

The following is noted in regard to the revised plans:

1. Setbacks

The applicant has increased the buffers along both US Route 1 and Emmons Drive. Specifically:

- a. The buffer along US Route 1 was increased from approximately 15 feet to 24.5 feet, and;
- b. The buffer along Emmons Drive was increased from 9.5 feet to 14 feet near the Wawa parking area, and from 9.5 feet to 11 feet near the Hyatt House parking area.

Due to the increase of these buffers, the impervious coverages on both lots have likely decreased. The applicant should provide this information.

2. Architectural Design

Previously, the façade of the proposed Wawa building and its accessory structures consisted of a stone veneer base, tan and grey EIFS, white trim, and metal canopies and roofing. Meanwhile, the façade of the proposed Hyatt House consisted of brick, EIFS, stone/cast stone trims, and metal coping.

Our prior memorandum requested that the applicant explore ways to increase the unified design of the site through the utilization of similar façade materials or other similar elements.

Subsequently, the applicant has replaced the stone veneer base of the proposed Wawa with a brick base. Similarly, the stone veneer base previously proposed for the canopy and the trash enclosure have also been replaced with brick. Finally, the applicant has proposed brick bases on the proposed Wawa monument sign, the proposed Wawa/Hyatt House pylon sign, and the proposed Hyatt House monument sign.

Overall, we find the substitution of the stone veneer with brick to be beneficial in visually linking the two buildings and the signage together, which in turn helps promote a more attractive and unified design as encouraged by the 2020 Land Use Plan. However, testimony and/or exhibits should be provided demonstrating how the brick and the EIFS on the proposed Wawa and its accessory structures as well as the brick on the proposed signage will match and/or complement those to be used on the Hyatt House.

3. Proposed Signage

The following is noted regarding the proposed signage.

- a. Brick Bases. As noted above, the applicant has revised the proposed signs to include brick bases. We find this to be beneficial in promoting a more attractive and unified design for the site.
- b. Wawa Monument Sign. The applicant has reduced the size of the proposed Wawa monument sign. Specifically, its height has been reduced from 7.83 feet to 7.33 feet, while its area has been reduced from 49.87 square feet to 35 square feet. Due to this reduction, waiver relief will no longer be required from Section 200-32.A.(2)(d)[2] which establishes a maximum area of forty-eight (48) square feet for monument signs. However, waiver relief will still be required from Section 200-32.A.(2)(d)[3] which establishes a maximum sign height of four (4) feet for monument signs.
- c. Pylon Sign. Pursuant to the request of the Board, the applicant has moved the proposed pylon sign closer to the intersection.
- d. Directional Signs. The applicant has proposed two (2) directional signs near the US Route 1 driveway. Both of these signs will have areas of 6.25 square feet. Thus, waiver relief will be required Section 200-32A.(2)(h) which establishes a permitted sign area of two (2) square feet for instructional signs. The applicant and the Board should consider the size of these proposed signs in relation to their ability to safely direct the traveling public along US Route 1.
- e. Surrounding Signs. As discussed at the prior hearing, testimony should be provided as to how the freestanding signs compare with other such signs in the surrounding area. For reference, other developments in the surrounding area include the Windsor Green Shopping Center, the Princeton Service Center, the Square at West Windsor, the Princetonian Diner, the Lukoil, and MarketFair.

4. Hotel Trash Enclosure

The applicant has proposed to place a trash enclosure at the rear of the hotel, near the terminus of the northerly parking area. As a result, the location of the outdoor seating area has been moved to the westerly side of the proposed hotel. Testimony should be provided as to how and when garbage trucks will access this area.

5. Banked Parking Spaces

As noted in our prior memorandum, the site plan as originally proposed featured a large swath of uninterrupted pavement between the Hyatt House and the Wawa. The applicant has subsequently banked eight (8) parking spaces which are located between the two (2) driveways along Emmons Drive. Landscaping has also been placed in this area. We find that the banking and landscaping of these spaces helps to visually break up the expanse of the proposed parking area.

6. Southerly Sidewalk

The sidewalk along the southerly property line has been converted from an impervious material to a pervious material, and a crosswalk has also been added in this area. While we find this satisfactory, impervious sidewalks are still proposed elsewhere on site. Thus, waiver relief will still be required from Section 200-36.1 which establishes that impervious surfaces shall be used for all drives and parking areas, and pervious surfaces shall be used for all other paved areas.

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



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