



New Jersey Highway Authority

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Garden State Parkway

TOWNSHIP OF ABERDEEN
RECEIVED

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AUG 2 2002

DEPT. OF PLANNING
& DEVELOPMENT

July 23, 2002

Ms. Susan Ferrara, Legal Assistant
Pepper Hamilton LLP, Attorneys at Law
300 Alexandra Park
CN 5276
Princeton, New Jersey 08543-5276

Re: Jefferson at Aberdeen Urban Renewal Entity, LP (Applicant)
Block: 262; Lot: 8.01 (Monmouth County, Borough of Aberdeen, Interchange 117A
Southbound; MP 119.0 Southbound)
(Amended Preliminary and Final Major Site Plan Approval – Advertising Signs)

Dear Ms. Ferrara:

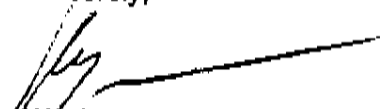
I am in receipt of your notice for a variance to install signs (banners) on the Jefferson at Aberdeen Urban Renewal Facilities. This letter shall serve to inform you that the Authority is against these signs which have been proposed for installation for the following reasons:

- ◆ They were installed prior to receipt of notice in this office.
- ◆ They are unsightly and a distraction.
- ◆ Title 19, Subtitle D; Chapter 8 for regulations governing use of the Garden State Parkway under authority of NJSA 27:12B-5 (j) and (s) and 27:12B-20A indicates under Subchapter 9, 19:8-9.1 (a).1 that "No off premise, outdoor advertising signs may be used along the route of the Garden State Parkway which will unduly slow traffic".

We therefore are opposed to the installation of the signs as requested in the variance.

If you have any questions with regard to this matter, please feel free to contact me at (732) 442-8600 extension 6482.

Sincerely,


Wesley P. Whalen, P.E., P.P.
Project Development Manager

WPW/ds

C: C. McManus
P. Markens
J. Withers
R. Fischer
J. Depko
J. Medina

TO: Aberdeen Township Planning Board

FROM: Coppola & Coppola Associates

SUBJECT: Amended Site Plan And Variance (SP99-108 Amended)
JPI at Aberdeen Urban Renewal Entity, LP
Block 262, Lots 1-5

Pursuant to the Township's request, we have reviewed the application for the above captioned site. We offer the following comments and observations for the Planning Board's consideration:

1. The applicant is seeking to amend its site plan approval and request a variance to allow temporary signage on the side of one of the residential buildings on the site. The subject property was previously approved for "Luxury Apartments" in the "LI" District.
2. The proposed temporary signs are to be located on the end of the first apartment building upon entering the site so that the signs will face Central Avenue and the Garden State Parkway.
 - a. Three (3) separate sign banners are proposed on white laminated vinyl with black letters stating: "Walk To Train", "Luxury Rentals" and the phone number.
 - b. The size of each banner is not specifically provided; however, the length of the banner ranges from 20 to 24 feet long with letters 3.5 feet high. We therefore calculate that the smallest of the banners will be at least 80 square feet in size.
3. When the major site plan was approved, signage was approved as part of that application which was to conform to the Ordinance requirements. The applicant should briefly indicate to the Planning Board what signs has been constructed on the site, including any permanent and temporary signs, and any temporary signs which have been erected off-site, such as along Lower Main Street.
4. The Ordinance governing "Luxury Apartments" allows "one (1) ground mounted monument-type sign identifying the name of the development at each public street access to the development". The sign is limited to a maximum 10 foot height and a maximum 50 square foot size, set back at least 15 feet from all lot lines. Information and directional signs no larger than 10 square feet in size and no higher than 3 feet also are permitted, if approved by the Planning Board.

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5. The Land Development Ordinance permits only temporary real estate signs advertising the sale, rental or lease of property where such signs do not exceed 9 square feet. Otherwise, no other signs are permitted.
 6. The amount of temporary signage is excessive, especially compared with that permitted for real estate signs and for signs under the "Luxury Apartments" provisions which were written for the subject development. A maximum 50 square foot permanent sign is permitted where well over 250 square feet of temporary signage is proposed.

Moreover, the need to advertise "Walk To Train" is superfluous; this information can be relayed in other ways to interested customers. Flyers or posters at the train station(s) would be more appropriate. Moreover, it contributes one-third of square footage of the proposed signage.

7. The applicant should offer testimony to support the positive and negative criteria for the granting of the variance, addressing the following:
 - a. The reasons associated with the shape, topography, physical conditions or exceptional circumstances affecting the specific site;
 - b. The visual impact that such large and excessive signage will have on the surrounding area and the redevelopment area;
 - c. Reconciliation with the specific ordinance provisions written for the subject development and with the ordinance provisions that govern all properties in Aberdeen Township relative to temporary real estate signs.
8. If the size of the signs is predicated on visibility for drivers along the Garden State Parkway, then the Planning Board may wish to consider the appropriateness of such signs directed at high speed traffic traveling on a road with no direct or nearby access to the subject site.

Since the subject site is part of a "Redevelopment Area" established by the Township, the Planning Board may wish to recommend that the applicant seek permission from the Township Council to allow a small, conforming real estate sign off site at the entrance way within Central Avenue.

cc: Maxine Rescorl, Secretary
Timothy Gillen, P.E. (by fax only)
Mark A. Solomon, Esq. (by fax only)