

**DEVELOPMENT REVIEW COMMITTEE  
TOWNSHIP OF CRANBURY  
23-A NORTH MAIN STREET  
CRANBURY, NEW JERSEY 08512**

(609) 395-0900, Ext. 221  
FAX (609) 395-3560

**DEVELOPMENT REVIEW COMMITTEE**

**Summary of Meeting**

**Meeting Date: January 5, 2017**

**Meeting Commenced: 5:00 p.m.**

**The Development Review Committee conducted the following informal meetings as required pursuant to Township Land Development Section 150-76.**

**DRC MEMBERS:**

- Paul Mullen (EC Representative)
- Thomas Harvey (PB Member)
- Arthur Hasselbach (PB Member)
- Sean Deverin (ZBA Member)

**PROFESSIONALS/ CONSULTANT/STAFF ATTENDANCE:**

- Andrew Feranda, Board Traffic Consultant – Shropshire Assoc.
- Trishka Waterbury Cecil, Esquire – Mason, Griffin & Pierson, P.C.
- Josette C. Kratz, PB/ZBA Secretary/Land Use Administrator
- David Hoder, P.E., Board Engineer – Maser Consulting
- Richard Preiss, PP, AICP, Conflict Planner

**ADDITIONAL PUBLIC:**

Glenn Johnson, Township Committee  
Allan Kehrt, Planning Board Chairman  
Michael Dulin, Zoning Board Vice-Chairperson  
Robert Dillion, Resident of Cranbury

**DISCUSSIONS:**

PB291-16                      Elray Outdoor Corp.  
Block 15, Lot 1.01, Zone I-LI-S  
29 Brickyard Road  
Minor Site Plan

**Applicant’s Representatives Attending:**

Joseph Laniado, Manager – Elray Outdoor Advertising  
Alex J. Zeponi, Entec Engineering & Technical Resources, Inc.

**Date Application Submitted:**

December 2, 2016

**Board Professional Review Letter Dated (Attached):**

Letter dated December 30, 2016 by David Hoder

**Brief description of proposed development:**

Public Present for application – Bob Dillion, Cranbury Resident – inquired about distance between two signs and how the sign is counted; one single pole with two signs or one single pole with one two-faced sign. He asked about plantings also.

Applicant proposes on V-Shaped two-sided digital LED billboard. The applicant explained LED Billboard technology to those present. Digital sign face would change every eight seconds, per NJDOT regulations. Applicant indicated studies have shown no difference between distracted drivers and digital vs. static billboard signage. Static billboards produce more light shedding/spillage than digital. Digital sign would not produce any video and have seven to eight advertisements shown through each cycle, changes made remotely.

**Application Deemed Complete:**  YES    NO    N/A

**DISCUSSIONS:**

PB292-16                    A & M Industrial, Inc.  
Block 8, Lot 1.02, Zone LI  
326 Cranbury Half-Acre Road  
Minor Site Plan

**Applicant's Representatives Attending:**

Francis Brennan, Esquire  
David Young, A & M, Inc. – President  
Ben Horton, Architect

**Date Application Submitted:**

December 22, 2016

**Board Professional Review Letter Dated (Attached):**

Letter dated December 30, 2016

**Brief description of proposed development:**

Property formally owned by Church & Dwight (C&D). Presently office and staff is in Rahway, intention to relocate headquarters to Cranbury. C&D still finishing up their punch list from ten-year-old approval. Variance would be required for signage. Mr. Preiss asked if there was a letter of compliance from Ms. Marcelli, previous engineer for Township and Board. Property must comply with all previous approvals. Board professional requested the applicant clean up the plans, there were some details which were wrong. The applicant was asked to reconfigure the sign in front so that it wasn't protruding; also, not consistent logo vs. parapet. Applicant suggested they would "wall-up" behind the sign. Everyone seemed to think internally lighted sign would be fine, perhaps review sign ordinance in the future.

**Application Deemed Complete:**  YES     NO     N/A (With changes per review letter could be deemed complete)

December 30, 2016

Ms. Josette Kratz, Land Use Administrator  
Township of Cranbury  
Planning and Zoning Department  
23-A North Main Street  
Cranbury, NJ 08512

Re: **PB 291-16 Elray Outdoor Corporation**  
**Completeness Review Memo #01**  
Minor Site Plan  
26 Brickyard Road  
Block 15; Lot 1.01  
HACE # CBP-048

Dear Ms. Kratz:

Our office is in receipt of a Minor Site Plan application for completeness review for the subject property. The submission information is as follows:

Application Name: Elray Outdoor Corporation	
Application No.: PB 291-16	
Applicant/Owner: Elray Outdoor Corporation / Leaf Industries	
Design Engineer: Alex Zeponi, P.E.	Firm: Entec Engineering & Technical Resource, Inc.
Original Date: 11/16/16	Revision Date: none
Design Architect: none	Firm:
Original Date:	Revision Date:

Additional documentation submitted:

- Application package including application, checklist.
- Site Plan for Elray Outdoor Advertising, Lot 1.01 Block 15, Tax Map Sheet # 4, Cranbury Township, Middlesex County, NJ dated 1/16/16 prepared by Entec Engineering and Technical Resources, signed by Alex J Zeponi, PE.

**A) Project Description**

The subject property is located at the corner of Brickyard Road and Hightstown/Cranbury Station Road in the Southeast quarter of the Township in the I-LI ( Industrial Light Impact Zone).. The property is the site of previous site plan approved by the Zoning Board of Adjustment known as Leaf Industries.

The applicant is proposing two double sided 14 ft.by 48 ft. billboards (one static and one digital), both with a height of forty feet. The two billboards are to be located at the East side of the property, both 10 feet off the Turnpike right of way. The billboards are both a V type (two sided) about 771 feet and 1771 feet from Brickyard Road.

**B) Variations and Exceptions**

There appear to be no variations and two exceptions from the checklist. See item D below.

**C) Fees**

The fees required under the Cranbury ordinances are as follows:

	Application fees:	Escrow fees:
Minor Site Plan	\$200.00	\$2,000.00
Exceptions from the checklist (two)	\$250.00	\$ 1,100.00
Publication	\$ 100.00	
Totals:	<b>\$550.00</b>	<b>\$3,100.00</b>

**D) Completeness**

We have reviewed the application for completeness in accordance with the Cranbury Township Application Checklist. The applicant has asked for exceptions from items 22 and 46. Also the applicant has marked items 12, 13, 18, 20, 24, 28, 32, 35, 36, 40, 41, 43, 44, 45, 49 and 50. We concur with the checklist waiver and not applicable item determinations.

The following items have not been fully provided:

ITEM #	ITEM DESCRIPTION	COMMENT
14.	Payment of application fees and escrow fees	See Table above.

**We would recommend that the Site Plan be considered conditionally complete from an engineering standpoint until the above is furnished.**

**E) Technical Review**

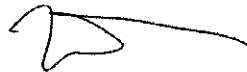
- 1) Applications for billboards shall be subject to the review and approval procedures set forth in § **150-85** of the Cranbury Township Code. The items to be reviewed as part of such application shall include traffic safety, lighting, landscaping, visual impact, drainage and other similar elements of site plan reviews. As part of its review, the approving agency shall consider the impact of the proposed billboard on surrounding properties and the Turnpike itself. Lighting shall be designed to restrict any glare and spillover to the immediate area of the sign. Landscaping shall be required to achieve a positive aesthetic impression of the general sign area. Visual impact, particularly on surrounding properties, shall be minimized and addressed through the use of landscaping, screening, berming, grading and fencing. *(from the ordinance)*. **The applicant should be prepared to discuss these items in testimony.**
  
- 2) The applicant should show the closest billboards within two miles to check conformance with the ordinances.

- 3) The applicant should move one of the billboards to ensure that no part of the billboard will be within 1000 feet of the other.
- 4) Details of the non-climbing ladder should be provided.
- 5) The planting details should be revised to show the plants sitting on a pedestal of existing soil.
- 6) In the signature block, Municipal Engineer should be changed to Planning Board Engineer.

If you have any questions regarding the matter please do not hesitate to contact our office.

Very truly yours,

HODER ASSOCIATES



David J. Hoder, P.E., P.P., C.M.E.  
Planning and Zoning Board Engineer

DJH

cc: Trishka Waterbury Cecil, Esq. Board Attorney, via Email  
Richard Preiss, P.P., Board Planner, via Email  
Andrew Feranda, Board Traffic Engineer, via Email  
Alex J. Zeponi, P.E., Applicants Engineer, via Email  
Steven Firkeer, Esq, Applicants Attorney, via Email  
Joseph Laniado, Applicant via Email

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December 30, 2016

Ms. Josette Kratz, Land Use Administrator  
Township of Cranbury  
Planning and Zoning Department  
23-A North Main Street  
Cranbury, NJ 08512

Re: **PB 292-16 A & M Industrial. Inc.**  
**Completeness Review Memo #01**  
Site Plan  
326 Cranbury Half Acre Road  
Block 8; Lot 1.02  
HACE # CBP-049

Dear Ms. Kratz:

Our office is in receipt of a Site Plan application for completeness review for the subject property. The submission information is as follows:

Application Name: A & M Industrial. Inc.	
Application No.: PB 292-16	
Applicant/Owner: A & M Industrial. Inc. / Camco Development LLC.	
Design Engineer: none	Firm: n/a
Original Date: n/a	Revision Date: n/a
Design Architect: Benjamin J. Horten	Firm: B Horten Architecture & Design
Original Date: n/a	Revision Date: 12/21/16

Additional documentation submitted:

- Application package including application, checklist, with cover letter by Francis J Brennan, Esq. dated December 22, 2016.
- Site Plan for A & M Industrial. Lot 1.02 Block 8, 326 Cranbury Half Acre Road, Cranbury Township, Middlesex County, NJ dated 12/21/16 prepared by B Horten Architecture and Design, signed by Benjamin J. Horten, AIA.

**A) Project Description**

The subject property is located at the on Cranbury Half Acre Road adjacent and just west of the New Jersey Turnpike in the LI (Light Industrial Zone). The property is the site of the previous Church and Dwight Company according to the sign on sheet A7.02.

The applicant is proposing to construct a new entrance on the Northwest side of the building consisting of a new vestibule and a handicapped ramp. They are also asking for sign changes as listed below

The applicant has submitted this application as a Minor Site Plan, but the definition of a Minor Site Plan is as follows:

*A development plan for less than 5,000 square feet of new or additional gross floor area or*

*less than 20% increase in impervious surface coverage, provided the site plan: (1) conforms to the zoning requirements; (2) involves neither a planned development, a new street, or extension of any off-tract improvements which is prorated pursuant to N.J.S.A. 40:55D-52; and (3) contains the information reasonably required to make an informed decision for approval of a minor site plan.*

**We believe this submission is a major site plan due to the Variance requests. We also feel that many of the check list items can be waived due to the minor nature of the application.**

**B) Variances and Exceptions**

- 1) The applicant is asking for relief from ordinance 150-37 (H) (1) where in a multi-tenant building, only one wall sign shall be permitted. The applicant is proposing one 97 square foot internally lit wall sign attached to the top middle of the building for A & M Industrial and two 32 square foot internally lit wall sign for a future tenant. (3 variances)
  
- 2) The applicant is asking for relief from ordinance No. 150-37 (H) (2), for wall signs in multi-tenant buildings where the sign area shall not exceed an area of 12 square feet; the height shall not exceed 3 feet, and the width shall not exceed 4 feet. The applicant is proposing a 7 feet high by 13 feet 10 inches wide internally lit, 97 square foot wall sign for A&M Industries and two 3 feet 6 inches high by 9 feet wide internally lit signs 32 square foot each, for the future tenant. (3 variances)
  
- 3) The applicant is asking for relief from ordinance No. 150-37 (H) (5) specifies that wall signs shall not be internally lit. All three signs are internally lit. (3 variances)

Our office will defer to Richard Preiss PP the Board Planner for comments on the sign Variances.

**C) Fees**

The fees required under the Cranbury ordinances are as follows:

	Application fees:	Escrow fees:
Preliminary Site Plan (\$750 + \$25)	\$775.00	\$3,050.00
Final Site Plan	\$ 500.00	\$1,050.00
Variances (\$500 + 8 x \$100)	\$1,300.00	(\$2,000+8x\$200) or \$3,600.00
Exceptions from the checklist (\$150 + 4 x \$100)	\$550.00	(\$1,000+4 x \$100) or \$ 1,400.00
Publication	\$ 100.00	
Totals:	<b>\$3,225.00</b>	<b>\$9,100.00</b>

The applicant should remit the difference from what was previously submitted. (\$3,025.00 and \$7,100.00).



**D) Completeness**

We have reviewed the application for completeness in accordance with the Cranbury Township Application Checklist. The applicant has asked for exceptions from items 21, 23, 40, 44, and 50 and we concur with these items except for item 21 (see below). In that this application is a Major Site Plan, the check list items for Major site Plan must be used on what should be submitted. However items 11, 16, 18, 20, 22, 24, 31, 35, 36, 38, 40, 41, 42, 43, 44, 45, 46, 52, 53, 56, 57, 58, 59, and 60 can be marked not applicable in the next submission, due to the small nature of the application. Item 30 has been complied to. Items 47, 48 and 55 should be partially provided (see below) and comments on item 54 should be provided in testimony to the satisfaction of the Boards Traffic Engineer, Andrew Fernanda, PE.

The following items have not been fully provided:

ITEM #	ITEM DESCRIPTION	COMMENT
14.	Payment of application fees and escrow fees	See Table above.

**We would recommend that the Site Plan be considered conditionally complete from an engineering standpoint until the additional fees and a revised checklist be furnished.**

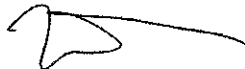
**E) Technical Review**

- 1) The applicant should provide a true grading plan for the entrance area to ensure conformance with the American with Disabilities Regulations.
- 2) Any landscape and lighting changes should be shown (checklist items 47 and 38).
- 3) The nature of both A & M Industrial's business as well as any future tenant should be discussed in testimony (item 54).
- 4) The applicant should provide details of the dumpster enclosure and the other site items to be placed or constructed on site.
- 5) In the signature block, Town Engineer should be changed to Planning Board Engineer.

If you have any questions regarding the matter please do not hesitate to contact our office.

Very truly yours,

HODER ASSOCIATES



David J. Hoder, P.E., P.P., C.M.E.  
 Planning and Zoning Board Engineer

DJH

cc: Trishka Waterbury Cecil, Esq. Board Attorney, via Email  
 Richard Preiss, P.P., Board Planner, via Email  
 Andrew Feranda, Board Traffic Engineer, via Email  
 Benjamin Horten, P.E., Applicants Architect, via Email  
 Francis J Brennan, Esq, Applicants Attorney, via Email  
 David Young, Applicant via Email

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