

Planning & Real Estate Consultants

August 4, 2021

Planning Board  
Township of Berkeley Heights  
29 Park Avenue  
Berkeley Heights, NJ 07922

**Re: Planning Review #1  
Application SP-2-21  
Minor Site Plan  
Block 701, Lot 3  
404-410 Springfield Avenue  
Berkeley Development Co., LP  
DD Downtown Development Zone**

Dear Chairman Johnson and Members of the Board:

Our office is in receipt of the above referenced application, including the following documents submitted by the applicant:

- Application for Site Plan Approval including Site Plan, no date indicated.
- Site Plans entitled "Stop & Shop Delivery & Pickup," prepared by VHB, dated May 13, 2021.
- Written Use Plan for "Stop & Shop Online Pick-up," dated May 13, 2021.

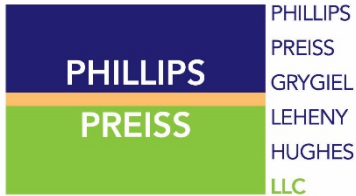
The applicant is seeking minor site plan approval to permanently install 9 signs in the Stop & Shop parking lot to facilitate its "Delivery & Pickup" services.

#### **Site and Location**

The subject property is an approximately 9.534 acre parcel that is part of the Berkeley Heights Shopping Center. The parcel is currently developed with three main commercial buildings, including a multi-tenant building containing the Stop & Shop supermarket and other retail, a Bank of America adjacent to this building, and a portion of the CVS Pharmacy (which is also partially located on Lot 2). Surface parking is provided around the commercial buildings. The property is located in the Downtown Development zone, and is one of the key commercial uses in the downtown.

#### **Proposed Development**

According to the submitted Written Use Plan, Stop & Shop offers a "Delivery & Pickup" service, which allows customers to place an order online and pickup the order at a designated parking space at a selected pickup time. Payment is tendered online in



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advance, and orders are prepared by in-store associates, who bring orders out to the customers' cars once they arrive at the designated parking area.

To facilitate this service, the applicant proposes 9 signs, including 8 signs designating 8 parking spaces reserved for customer pickup and 1 wayfinding sign to direct customers to the designated parking area. The 8 parking signs will each measure 3 square feet in sign area and be mounted at a height of 7 feet from grade; the wayfinding sign will measure less than 3 square feet in size (precise size not provided), and mounted at a height of 5 feet from grade.

The Board should note that these signs have already been installed pursuant to a temporary zoning permit, but the applicant has come before the Board to seek approval for making the signs permanent.

**Compliance**

A. Zoning

The proposed 9 signs comply with the definition and requirements for directional signs, and are permitted within the DD zone. No changes are proposed to the use or buildings.

B. Minor Site Plan Designation

Pursuant to Section 10.1.3.B of the Municipal Land Use Procedures Ordinance, an application may qualify as a "Minor Site Plan" if it meets the following criteria:

1. There are no variances required from any provision of this Ordinance;
2. There is no change in the nature of the use of the site;
3. There is no change to the exterior elevations of any buildings, other than changes in signage;
4. Any increase in impervious surface coverage does not exceed 1,000 square feet or 5% of the existing impervious surface coverage, whichever the lesser;
5. Any increase in the required number of parking spaces does not exceed five.

The proposed application satisfies all criteria, and we recommend that this application be deemed a minor site plan.

**Planning Comments**

1. We recommend that the Board formally designate the application as a minor site plan and waive the requirements of notice and public hearing for the application. After these waivers are granted, the Board may proceed with considering the merits of the site plan.



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- 2. The applicant should provide testimony on the on-site operations and circulation involving the pick-up service. We defer to the Board Engineer on additional comments regarding this topic.
  
- 3. We additionally defer to the Township engineer for any additional comments regarding site design or construction details.

We trust that the above information is responsive to your needs.

Respectfully submitted,

Keenan Hughes, AICP, PP