

DEPARTMENT OF PLANNING AND ENGINEERING
EAST BRUNSWICK DEVELOPMENT APPLICATION



Sheet 3

ORIGINAL

TYPE OF APPLICATION Minor Site Plan & Bulk Variance Relief
(If additional space is required, attach a rider)

DEPARTMENT OF PLANNING AND ENGINEERING
FEES \$200 Application Fee
\$375 Variance Fee
\$2,000 Escrow

1. Applicant's Full Name Philadelphia Sign Company Phone # (856) 829-1460

2. Applicant's Mailing Address 707 West Spring Garden Street, Palmyra, NJ 08065

2a. Email Address robmehmet@philadelphiasign.com

3. Is Applicant a Corporation Partnership Individual

3a. If Applicant is a Corporation or a Partnership, set forth the names and addresses of all stockholders having a 10% interest or more:

(name) Robert Mehmet

(address) 707 West Spring Garden Street, Palmyra, NJ 08065

4. Does Applicant own all this property? Yes No (Consent attached)

5. If not, set forth names and addresses of owners of any property covered by this Application which are not owned by Applicant: Tower Two Center, LLC, 3611 14th Ave #420, Brooklyn, NY 11218

6. As to all property described in answer to question #5, set forth, in detail, the nature and source of the local or beneficial right by which you claim right to prosecute this application.

The Applicant was retained to design and install illuminated channel letters (wordmark only) at the property.

7. Location(street address) Tower Center Blvd. (Tower II)

Block(s) 2.02 Lot(s) 2.21 Zone(s) H1 Size 4.58 acres

8. Present Use of Property Multi-Tenant Commercial Office Space

9. Proposed Use of Property Same - no change

10. Description of proposed structures or changes in existing structures

Installation of illuminated channel letters (wordmark only) against building facade of Tower II at a height greater than 50' per drawings included in this application.

11. Was this tract formerly subdivided? No Yes When N/A

12. Area of entire tract 4.58 acres, or 199,504.80 square feet

13. Applicant plans to develop property by:
 Selling Lots Only
 Constructing Houses to Sell At \$ _____
 Other See response to Question 10 above.
14. Does site adjoin any county road _____ state highway Route 18
15. Location of nearest sanitary sewer N/A
(Sewerage system must be approved by the East Brunswick Sewerage Authority and/or Director of Health before Planning Board will review application.)
16. Location of nearest water utility line N/A
17. Are exterior utility systems to be installed on this site? N/A
No Propane Tanks No Transformers No Air Conditioning Units
18. Are there new streets, extension of municipal facilities or utilities involved in this development?
Yes _____ No X
19. If any variances are required, circle those sections of municipal land use law the variance comes under -
N.J.S.A. 40:55D-70(c)
20. Describe variance requested Bulk variance relief to install and maintain an illuminated sign consisting of channel letters (wordmark only) on the building facade of Tower II at a height greater than 50', and at reduced (adjustable) brightness between the hours of 10:00 p.m. and 7:00 a.m. See attached Rider for Illumination and Lighting Schedule.
21. Section(s) of Zoning Ordinance from which variance(s) is requested
Section 228-246(E) - Sign Illumination Hours and Maximum Height of Illuminated Signs
22. Reasons for requesting variance(s) The requested variances will advance the purposes of the MLUL and Zoning Ordinance, and the benefits will substantially outweigh any detriment caused by such deviation.
23. Have there been any previous Board of Adjustment or Planning Board hearings involving this property?
Yes X No _____
24. If the answer to #23 is the affirmative, state the date of the hearing, nature and disposition.
See attached Rider.
25. Applicant's Attorney (All business entities other than a sole proprietorship must be represented by a licensed New Jersey attorney).
Name Robert B. McBriar, Esq. Phone# (973) 295-3670
Address 351 Sparta Ave., Sparta, New Jersey Zip 07871
Firm Schenck Price Smith & King, LLP Email Address rbm@spsk.com

26. A Tax and Assessment Payment Report indicating all taxes and/or assessments required to be paid attached to this application X
27. Are any easements or special covenants by deed involved in this site? N/A
 Yes _____ No _____ (If yes, attach copy)
28. I certify that the foregoing statements made by me are true. I am aware that if any of the foregoing statements made by me are willfully false, I am subject to Punishment.

Sworn to and subscribed before me on this 10th day of March 20 23

Rob E. Melmet
 Signature of Applicant

Lisa C Anderson
 NOTARY PUBLIC
 State of New Jersey
 ID # 0002189275
 My Commission Expires 09/09/2023

Lisa C Anderson
 Notary Public

 Signature of Owner

AUTHORIZATION OF SIGNATURE (if Applicant is a Limited Liability Company (LLC) or Corporation)

This will certify that Rob Melmet Title NATIONAL SALES EXECUTIVE
 of (Corporation of LLC name and address) Philadelphia Signs Company

who subscribed to the above application for development in the Township of East Brunswick has been authorized by this business entity to do so.

ATTEST Jennifer Stoughton
 VP, Program Management

Jennifer Stoughton
 March 10th, 20 23

Lisa C Anderson
 NOTARY PUBLIC
 State of New Jersey
 ID # 0002189275
 My Commission Expires 09/09/2023

29. Address all correspondence concerning this Application to:

() Applicant () Owner (X) Attorney

Name Robert B. McBriar, Esq.

Address 351 Sparta Ave., Sparta, NJ 07871

Firm Schenck Price Smith & King, LLP

Telephone # (973) 295-3670

Email Address rbm@spsk.com

RIDER TO APPLICATION



Application Section 20:

Illumination and Lighting Schedule

Philadelphia Sign proposes to use the same commercial wireless lighting control system currently being utilized in Tower I for the approved Withum sign. This cellular wireless lighting control uses an astronomical time clock that automatically adjusts the sign powering on and off with the everchanging sunset and sunrise, as well as automatically updates the time in response to time changes for Daylight Saving Time. This lighting control also has automatic illumination dimming capabilities. Below is the proposed dimming schedule which is identical to that being used for the Withum sign:

- 100% illumination until 10 PM
- 60% illumination from 10 PM to 12 AM
- 30% illumination from 12 AM until Dawn

Application Section 23:

The property has been the subject of prior Planning and Zoning Board applications and approvals.

- Application #84-96 was approved by the Planning Board on January 9, 1985 for preliminary approval of Sections 1, 2 and 3 and final approval for Section 1 of the Tower Center project.
- Application #84-96 (R-1) was approved by the Planning Board on January 22, 1986 granting relief from previously imposed conditions and to allow a temporary modification of site plan approval for Tower I.
- Application #86-34 was approved by the Planning Board on August 20, 1986 for final approval of Sections 2 and 3 of the Tower Center project.
- Application #86-34 (R-2) was approved by the Planning Board on April 13, 1988 for the phasing of Tower II and the Hotel portion of the Tower Center project.
- Application #88-73 was approved by the Planning Board on October 5, 1988 to allow a cafeteria addition, relocation of two handicapped stalls, the installation of two rooftop satellite antennas, freestanding and facade signage.
- Application #86-34 (R-3) was approved by the Planning Board on April 7, 1988 for modification of Tower B phasing plan and a temporary certificate of occupancy of Stage One for Tower II.

- Application #86-34 (R-4) was approved by the Planning Board on May 17, 1989 to allow the relocation and placement of a satellite antenna on Tower II.
- Application #89-59 was approved by the Planning Board on September 20, 1989 to allow the location and placement of a satellite antenna on the Tower I parking facility.
- Application #91-11 was approved by the Planning Board on September 25, 1991 to allow the as-built landscaping to be accepted as the approved landscape plan.
- Application #96-32 was approved by the Planning Board on June 19, 1996 to allow for the installation of three illuminated facade signs identifying the PNC Bank on Tower II.
- Application #99-39V was denied by the Planning Board on November 3, 1999 to allow two banner type facade signs at the top of the north and south sides of Tower I.
- Application #00-14V was approved by the Planning Board on April 5, 2000 to allow for the installation of leasing banners on the north and south sides of Tower I.
- Application #00-63 was approved by the Planning Board on January 17, 2001 for the installation on an antenna array on the roof top of Tower Center II.
- Application #00-74V was approved by the Planning Board on January 17, 2001 to allow for a 10 month extension of the approval to hang a banner on the facade of Tower I at the Tower Center complex.
- Application #03-48 was approved by the Planning Board on September 10, 2003 to permit the installation of a Doppler Radar Unit for use by the Metro Traffic and Weather Channel at the top of Tower Center II at the Tower Center Office complex in the H-1, Hotel Zone.
- Application #18-04V was approved by the Planning Board on April 18, 2018 to permit the installation of one (1) illuminated sign at the top of the southwest facing façade of Tower I for “Withum” at the Tower Center Complex. Bulk variances were granted for Maximum Height of Illuminated Sign, Façade Sign Size and Sign Illumination Hours. Pursuant to Paragraph 1(B) of the memorializing resolution, and following a site inspection, Township Professionals permitted an extension of the hours of reduced illumination beyond 10:00 p.m. The approved illumination and lighting schedule provides for 100% illumination until 10:00 p.m., 60% illumination from 10:00 p.m. to 12:00 a.m., and 30% illumination from 12:00 a.m. until dawn.