



SPIEZLE ARCHITECTURAL GROUP, INC.

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100% employee-owned

June 3, 2021

Office of Community Development
Township of Bordentown
1 Municipal Drive
Bordentown, New Jersey 08505-9193
Attn: Mike Theokas, Administrator
Director of Community Development

Re: Pioneer Technology, Inc.
201 Old York Road
Block 130, Lot 2
Twp File – PB-2021-04
Spiezle File – 21A005 – Phase 41
Preliminary & Final Site Plan Review

Dear Board Members:

This office has received a Preliminary & Final Site Plan application from Pioneer Technology, Inc. located at 201 Old York Road on March 25, 2021. This is the site of the Matrix Warehouse development. The warehouse/office use, as indicated on the application, is to be occupied by Costway, Inc., an affiliate of Pioneer Technology, Inc. The applicant is requesting design waivers for the installation of a 400 square foot façade sign on the rear (west) of the warehouse building.

The Sign Variance Plan has been prepared by Raymond C. Liotta, PP, Maser Consulting, Inc., Red Bank, NJ, dated 2-18-21.

I. Completeness Review

The application has been reviewed for completeness, as per Ordinance Section 25:804. The Preliminary and Final Site Plan application has been deemed complete at the April 22, 2021 Planning Board meeting and memorialized at the May 13, 2021 meeting.

II. Zoning Review

Principal Permitted Use: The principal use, wholesale distribution centers and warehouses, is a permitted principal use in the Research, Engineering and Office (REO) Zone, as per Section 25:410.A.5.



III. Sign Plan Review

The Matrix Warehouse application was approved as per Planning Board Resolution PB-2017-14. The only sign that was approved, as part of the application, was a monument sign. Façade signs were not a part of the application, at that time.

VI. Façade Signs

1. No sign shall be placed or attached to a building or erected independently for any purposes other than to advertise a permitted business or use conducted on the same premises (25:514.E.1). The application indicates Pioneer Technology, Inc. However, the proposed sign indicates “Costway.com”. The applicant should be prepared to clarify as to the use and business operations.
2. No attached sign shall be higher than twenty-five (25) feet (25:514.E.3). The plan indicates that the façade sign is 33.3 feet high. A design waiver is required.
3. Each principal building may have one façade sign (25:514.J.1.g). The Sign Plan indicates one (1) façade sign.
4. The Ordinance defines a façade sign as a sign that is on “the front wall of any building or the sides of a building that faces a public street, which shall be distinguished by the architecture of the building as the front.” The proposed sign is not located on the front or the sides of the building. The plans indicate that the sign is on the rear side of the building. A variance is required.
5. When a principal building occupying 750 square feet of segregated area has direct access from the outside, a sign not exceeding fifteen (15) percent of the ‘front’ façade or twenty four (24) square feet in area, whichever is less, identifying the name of the company, and a company logo no larger than four (4) square feet, shall be permitted (25:514.H.2.e). The 136-inch-high by 749.2-inch-wide 400 s.f. “Costway.com” sign faces the New Jersey Turnpike (a non-access highway) side of the building. The façade sign should be relocated to the front (Old York Road or Georgetown Road) side of the building. A design waiver is required for the size of the proposed façade sign.
6. The proposed “Costway.com” façade sign does not appear to be used for wayfinding. It appears that the sign is intended as a large 400 s.f. banner display. The addition of ‘.com’ in the sign indicates a web site. The applicant should be prepared to testify.
7. The plan indicates that the sign is to be illuminated and lighted with internal LED lighting.
8. The façade signs shall be attached flat against the building and shall not be higher than the roof line (25:514.H.2.f). The sign conforms.
9. Wall fascia or attached signs shall be firmly attached to the exterior wall of a building and shall not project more than twelve (12) inches from the building. The detail indicates that the sign is eight (8) inches thick. The sign conforms.



Please contact our office should you have any questions and/or comments regarding this application.

Very truly yours,

A handwritten signature in cursive script that reads "Jack Carman". The signature is contained within a thin black rectangular border.

Jack Carman, PP, LLA
NJ PP- #33L100527300
NJ LLA - #21AS00065800

Cc: Pioneer Technology, Inc. Matrix Bordentown; Raymond Liotta, PP; Melanie M. Levins, Esq.; Brian Carlin, Esq., Fred Turek, PE, CME; (sent via electronic transmission)