

TOWNSHIP OF FREEHOLD



"Preserving and Enhancing the Quality of Life"

Timothy White, PE, PLS, CME
Township Engineer

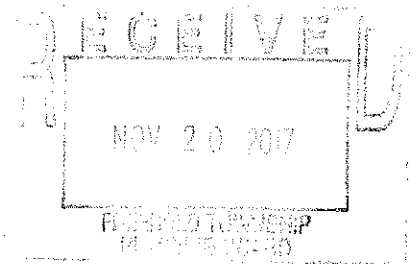
MEMORANDUM

TO: Planning Board, c/o Danielle Sims, Administrative Officer

FROM: Timothy P. White, Township Engineer

DATE: November 20, 2017

RE: Walmart – Grocery Pickup and Parking Spaces
Block 70, Lot 20.05 – 326 West Main Street
Amended Minor Site Plan #699-6-17 and "C" Variance #029-17



This review refers to the following:

- Amended Site Plan for Walmart, Proposed Online Grocery Pickup Parking Stalls, Block 70, Lot 20.05, 326 West Main Street, Township of Freehold, Monmouth County, New Jersey, five (5) sheets, dated July 31, 2017, prepared by Bohler Engineering, signed and sealed by G.B. Murray, P.E.
- Architectural Building Elevations, Signage and Details, Walmart, Freehold, NJ, Store No. 3236-228, one (1) sheet, dated November 28, 2016, revised October 26, 2017, prepared by HFA Architects, Engineers, Interiors, unsigned.

Executive Summary

The applicant is seeking amended minor site plan approval to restripe eight parking spaces and install six (6) directional post signs within the existing parking lot to create a designated area for online grocery ordering pickup. The pickup area is located on the eastern side of Walmart. The applicant is also proposing to install one (1) wall mounted "Pickup" sign on the façade of the building in the area of the proposed pickup entrance. Additional site improvements related to the designated pickup area include the installation of 125 s.f. of concrete sidewalk, a new ADA access ramp with flush curb, and crosswalk striping. The site is located within the Village Center (VC) Zone. Variances related to the propose signage (sign quantity and logos) are also being requested.

In conjunction with the amended site plan application, the applicant is also proposing to utilize this application to satisfy the conditions of the resolution of approval (SP #699-4-14) related to the prior application for outdoor storage at the front of Walmart. To date, the applicant had not completed the resolution compliance requirements related to the said approval. Associated site improvements as presented on the plans include the installation of mountable curbing to the northeast of Sam's club to prevent delivery trucks from deviating from the approved circulation plan and blocking truck access to the front of Walmart. Brick pavers and associated signage will be installed within the limits of the mountable curb to allow for emergency vehicle access only. A portion of the existing pedestrian striping fronting the store in the area of the outdoor storage will be "blacked



To: Planning Board
Re.: Walmart – Grocery Pickup and Parking Spaces
Block 70, Lot 20.05 – 326 West Main Street
Minor Site Plan #699-6-17 and “C” Variance #029-17

November 20, 2017

out” and crosswalk signage will be reconfigured to direct pedestrians to the main store vestibules. Finally, removable bollards are described in front of the outdoor garden display area.

The following comments are provided:

1. The applicant is requesting various site plan submission waivers for the omission of certain requirements not associated with or required as a part of this application. This office has no objection to these waivers unless otherwise mentioned in this report or other Township professional or consultant reviews.
2. Revise signature lines to include additional signature lines as outlined in T.O. 190-38B(2)(n). Correct lot number within the owner’s certification.
3. As the proposed pick-up area is in the vicinity of the truck loading area the applicant shall provide additional measures to ensure that delivery trucks do not attempt to access the parking lot drive aisles to exit the site. Additional signage directing trucks to the drive behind the building may be warranted.
4. The proposed bollards fronting the storage area shall be described as color coordinated to match the existing building. Additionally, the number of removable bollards described on sheet C-04 does not agree with sheet C-05. Revise sheet C-04 accordingly.
5. All proposed striping shall be described as thermoplastic.
6. All site concrete shall be described as NJDOT Class B Concrete. Remove notation of compressive strength.
7. The applicant shall review the prior approved truck circulation plan related to the signage currently installed at the site (number of signs, locations, text of signs, etc.). Any signage not installed or not in accordance with the prior approved plan shall be corrected and described on the plans. For example, the proposed “Truck Exit” sign south of Shopping Center Drive was not installed, the “No Trucks” sign at the drive aisle between Sam’s club and Walmart parking lots was not installed, etc.

A handwritten signature in black ink, appearing to read "Timothy P. White".

TIMOTHY P. WHITE
Township Engineer

TPW/mb



PHILLIPS PREISS GRYGIEL LLC

Planning & Real Estate Consultants

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Third Floor, Suite D

Hoboken, NJ 07030

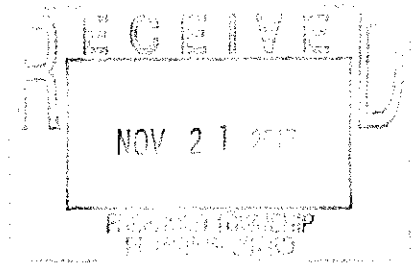
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November 13, 2017

Freehold Township Planning Board
% Danielle B. Sims, Administrative Officer
Freehold Township
1 Municipal Plaza
Freehold, New Jersey 07728



RE: Minor Site Plan #699-6-17 and "c" Variance #029-17
Planner's Review Letter
Walmart Stores, Inc. – Grocery Pickup and Parking Spaces
326 West Main Street
Block 70, Lot 20.05
VC Village Center Zone

Dear Chairman and Members of the Board:

We have reviewed the above-referenced development application, including the following document:

- Amended Site Plan, Walmart, Proposed Online Grocery Pickup Parking Stalls, 326 West Main Street, Township of Freehold, Monmouth County, New Jersey, Block 70, Lot 20.05, consisting of 5 sheets, prepared by G.B. Murray, P.E., of Bohler Engineering, dated 7/31/2017
- Building Elevations, Signage and Details, Walmart, Freehold, NJ, Store No. 3236-228, consisting of 1 sheet, prepared by Harrison French & Associates, LTD, dated 11/28/2016 and revised through 10/26/2017

Project Description

The applicant is seeking site plan approval in order to establish an online grocery pickup area at an existing Walmart store located in the Freehold Marketplace shopping center, as well as to install an associated wall sign. No changes are proposed to the hours of operation, number of employees or shifts or the number of parking spaces on the subject property.

An existing door on the side of the building would be used for online grocery pickup services, to be painted orange. A total of eight parking spaces would be reserved for grocery pickup. The reserved parking spaces would be located to the side (southeast) of the building, proximate to the designated pickup door. There would be a sign at the front of each parking space stating "Pickup" with the Walmart "spark" logo, as well as the space number and a phone number to call for delivery. Pavement markings would be provided in each space, to state "Pickup" in white lettering, measuring 2 feet by 7 feet. An existing sidewalk to the southeast of the building would be extended to provide access to the pickup door (125 square feet). Crosswalk striping would be provided along the foot of each reserved parking space and would extend



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across the driveway aisle to meet the sidewalk. An existing permeable sidewalk leading to the pickup door would be replaced with concrete.

Six directional signs would be added within the parking area directing customers to the pickup area; these signs would state "Pickup" with a directional arrow and would be black and white in color. Directional signs would be pole-mounted at ± 7 feet in height and would measure 3 square feet. Pickup signs in each parking space would measure a total of 6 feet-2 inches in height; signage would measure 5 feet-2 inches in height by 18 inches in width (± 7.75 square feet).

A new wall sign stating "Pickup" with the Walmart "spark" logo would be added to the front elevation of the building, to measure 15 feet-4 inches by 4 feet-4 $\frac{1}{4}$ inches (66.76 square feet). The total existing front façade signage measures 473.33 square feet. The total proposed front façade signage would measure 540.09 square feet. The lettering would be white and the "spark" logo would be Gusto Gold (SW #6904) in color; both would be internally illuminated with LEDs.

The applicant is also seeking to achieve resolution compliance for a prior approval from the Board relating to outdoor sales and storage:

- To preclude trucks from deviating from the approved truck access route, two areas of mountable curbing would be installed. The area between the mountable curbs would have brick pavers to allow for emergency vehicle access. Four "Do Not Enter Emergency Vehicles Only" signs would be erected, two for each area of mountable curbing. Some existing curbing would be removed.
- A new truck access sign would be added to direct trucks to the approved access route.
- In front of the store entrance, a portion of the existing pedestrian striping would be blacked out so that the remaining striping would only be in front of the vestibules. An existing yield pavement marking would also be removed, as would an existing sign.
- Removable bollards would be placed in front of the outdoor display area, which is for garden supplies only.

Planning Comments & Zoning Compliance

We offer the following for your consideration.

1. The applicant should provide testimony as to the impacts of the proposed online grocery pickup area on traffic, circulation and parking on the subject property, if any.



2. The New Signage Schedule on the Architectural Plans indicates that the proposed “spark” logo would be white, where the Building Pickup Signage Detail indicates that the logo would be Gusto Gold (SW #6904); the applicant should clarify the proposed logo color and plans should be revised accordingly. Note that “Gusto Gold” is not specifically permitted per the Township’s approved color palette for signs. However, Section 190-176O(2) indicates that permitted colors for background and lettering include gold. We defer to the Township Architect and/or Township Signage Committee for any comment relating to proposed sign colors.
3. Per Section 190-174A, directional signs for the convenience of the general public to identify parking areas, entrances and exits and similar type signs, which shall not exceed 8 square feet in area, are allowed without a permit. Note that the proposed directional signs would measure less than 8 square feet in area.
4. Signage is subject to the general requirements set forth in Section 190-176 of the zoning ordinance. The zoning ordinance does not contain sign regulations pertaining specifically to the VC zone. As per previous discussions with the Township Zoning Officer, our review of the proposed signage in the VC zone is based on the sign regulations set forth in Section 190-179 of the zoning ordinance (i.e., CMX zones), which reflects the surrounding zoning.

Per Section 190-179C(1), each business may have one or more illuminated flat signs displayed on the face of the building which it occupies. The permitted size shall be based on a percentage of the wall areas computed by the length times the height which determine the actual area; the height of the wall for computing purposes shall not exceed 15 feet for one-story buildings. While the wall area cannot be computed based on the information provided, Section 190-179C(1)(b) indicates that the maximum allowable size of a wall sign shall not exceed 495 square feet, where the overall sign area would measure 540 square feet. As such, “c” variance relief is required. We defer to the Township Architect and/or Township Sign Committee for any additional comment relating to the proposed signage.

5. As per the Township Zoning Officer, logos are not specifically permitted in the ordinance and, as such, they are prohibited. The applicant is proposing signage with the Walmart “spark” logo. As such, “c” variance relief is required. Note that existing signage on the building and associated freestanding sign contains the Walmart “spark” logo.
6. The proposed parking stall graphic shown on the Pickup Parking Plan (Sheet 4) includes the Walmart “spark” logo, where the Pickup Pavement Marking Detail (Sheet 5) does not include the “spark” logo. The applicant should provide clarification and plans should be revised for consistency.



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7. The Zone Table included on the plans is difficult to read. The applicant should confirm that the Zone Table reflects the proposed minimum increase in impervious coverage resulting from the new sidewalk areas associated with the online grocery pickup area and that no variance is necessary.
8. We defer to the Township Engineer for any comment relating to proposed parking area improvements, including truck access signage, curbing, etc.
9. As "c" bulk variance(s) are required in connection with the application, the Board must find that there is either undue hardship or practical difficulty associated with the strict application of the requirements of the zoning ordinance in connection with this specific piece of property; or that one or more purposes of zoning would be advanced by the deviation and the benefits of granting the variance(s) for this specific piece of property would substantially outweigh any detriment. In addition, the Board must be satisfied that the granting of the variance(s) would not cause substantial detriment to the public good or substantially impair the intent and purpose of the zone plan and zoning ordinance.

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

Respectfully submitted,

Paul A. Phillips, P.P., AICP

cc: Frank Accisano, Board Attorney
Timothy P. White, P.E., Township Engineer

J17349

Shropshire Associates LLC

Traffic Engineering, Transportation Planning & Design

277 White Horse Pike, Suite 203, Atco, NJ 08004
P: 609-714-0400 F: 609-714-9944 www.sallc.org

ESBE / SBE Certified

David R. Shropshire, PE, PP
A Andrew Feranda, PE, PTOE, CME
Randal C. Barranger, PE
Nathan B. Mosley, PE, CME

November 14, 2017

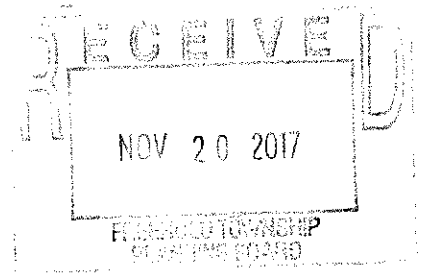
Mr. Timothy P. White, P.E.
Freehold Township Engineer
1 Municipal Plaza
Freehold, NJ 07728-3099

(via email: TWhite@twp.freehold.nj.us)

Attn: Danielle Sims, Administrative Officer

(via email: DSims@twp.freehold.nj.us)

Re: **Minor Site Plan**
Walmart Online Grocery Pickup & Parking
SP # 699-6-17 & V # 029-17
326 West Main Street; Block 70, Lot 20.05
Freehold Township, Monmouth County
SA Project No. 17540



Dear Mr. White:

At the request of Freehold Township, a traffic review was performed for the above referenced site plan application. The materials submitted for review include:

1. Amended Site Plan for Walmart Online Grocery Pickup and Parking Stalls; Block 70, Lot 20.05; prepared by Bohler Engineering, dated July 31, 2017.
2. Completeness Letter with Application Forms and Process Narrative for the proposed Walmart Grocery Pickup Parking Spaces; Block 70, Lot 20.05, dated October 31, 2017.
3. Walmart Freehold Building Elevations, Signage and Details Plan; prepared by Harrison French & Associates, dated November 28, 2016 and revised to October 26, 2017.
4. Walmart Freehold Building Elevations, Signage Submittal Plan; prepared by Harrison French & Associates, dated May 22, 2017

The Minor Site Plan set and corresponding application documents were reviewed with respect to the Applicant's request for Site Plan approval with variance for a Grocery Pickup Service with dedicated parking, corresponding signage and other minor site improvements. The proposed grocery pickup is located on the south side of the existing Walmart building. Eight (8) parking spaces will be restriped and signed for grocery pickup only. Other signage will be provided on site to direct grocery pickup customers to the designated pickup area. Other improvements are proposed to address compliance issues such as improved truck and emergency circulation, signage and improvements near the main entrance. Access to the site, a majority of onsite circulation and parking will remain unchanged.

Based on review of the site plan set and corresponding documents the following traffic comments are offered:



Access:

Access to the existing Walmart Shopping Center will remain as currently configured.

No comments regarding access.

Circulation:

Circulation generally will remain as currently configured. A few minor adjustments are made to internal shopping center circulation, the most significant of which is the reconfiguration of internal circulation at an intersection north of the Sam's Club building near the Loading Area. Other minor circulation related changes include directional signage and pedestrian accommodations.

1. An internal intersection north of the Sam's Club (near the Loading Area) will be reconfigured to limit through traffic. The Modified Access Drive Plan detail on the Site Modifications Plan (sheet C-04) includes brick pavers and signage to allow emergency access, but other vehicular traffic will be prohibited. The following are recommended:

A. Two (2) existing Stop Signs (R1-1) at the intersection facing southbound and westbound will not be needed and shall be removed.

B. The existing Pedestrian Crossing (W11-2) sign and corresponding plaque located on the curbed parking island facing northbound traffic shall be removed. (There is also a similar Pedestrian Crossing sign north of the modified intersection encased in a bollard facing southbound traffic. This sign can remain).

C. The sign detail for Emergency Vehicles Only shown on the Detail Sheet (sheet C-05) shall be labeled R8-29, 12" x 18".

2. The plans shall show the existing Stop (R1-1) sign and corresponding stop bar with "STOP" text, just east of the proposed crosswalk between the 8 pickup parking spaces and the sidewalk leading to the grocery pickup access door.

3. The existing permeable sidewalk between the grocery pickup access door and the parking area will be replaced with concrete sidewalk. This sidewalk is shown to be 12 foot wide. It is recommended that bollards be provided at the ramp to prevent vehicle use of the 12 foot wide sidewalk.

4. Signs S and L directing customers to the Pickup area are shown on the Directional Signage and Improvements Location Plan (sheet C-04). Details are provided on the Detail Sheet (sheet C-05). The following are recommended:

A. It is suggested the "Pickup" sign be revised to "Grocery Pickup" to avoid confusion with delivery trucks to loading areas.

B. The Pickup signs shown in the "Pickup" Signage Detail on the Detail Sheet (sheet C-05) shall be labeled Sign "S" for the Pickup sign with



straight-ahead arrow and Sign "L" for the Pickup sign with left arrow to correspond with signs shown on the Site Modifications Plan (sheet C-04).

C. The Pickup sign with right arrow (not used on the plans) shall be removed from the "Pickup" Signage Detail on Detail Sheet (sheet C-05).

Parking and Loading:

There will be no change in the number of parking spaces, loading docks or loading spaces with the proposed improvements. Eight (8) existing parking spaces to the south of the Walmart building will be reconfigured to be designated for Pickup.

- 1. The Pickup Parking Stall Detail on the Detail Sheet (sheet C-05) includes a typical layout for parking spaces designated for pickup. This detail refers to curb and building with dimensions. The proposed parking spaces are head-to-head type spaces. The detail shall be revised to reflect the proposed typical parking space.***
- 2. The parking space Pickup signs shall be installed with steel encasing pipe at its base per The Pickup Mounting and Base Detail (Where Sign is Not Within Curbed Island or Raised Sidewalk) as shown on the Details Sheet (C-05).***
- 3. Parking along the curbed sidewalk while waiting for grocery delivery is undesirable and may be a violation of fire zone requirements. It is recommended that "No Parking" pavement markings be provided along the sidewalk or the Freehold Fire Department may require "Fire Zone" pavement markings to keep the circulation aisle clear.***

Traffic and Parking:

The Applicant indicates there will be no increase in employees to process the groceries. Additionally, traffic and parking are not expected to increase.

- 1. The Applicant shall provide operational information regarding expected peak hour demand, such as when the peak hour occurs and how many orders processed during a typical peak hour. Additionally, an estimate of the number of daily pickups shall be provided based on experience at other Walmart locations that already provide pickup service.***
- 2. Information shall be provided regarding typical duration of grocery pickup.***
- 3. The Applicant shall discuss plans for additional parking should the 8 proposed spaces be inadequate to accommodate demand.***



Additionally, the Applicant shall obtain all required approvals including, Monmouth County, Freehold Fire Department and any other outside agency approvals.

Sincerely,
Shropshire Associates LLC

A handwritten signature in black ink, reading 'A. Andrew Feranda'. The signature is written in a cursive, flowing style.

A. Andrew Feranda, PE, PTOE, CME
Traffic Consultant
AAF/als

TOWNSHIP OF FREEHOLD



MAYOR
Lester A. Preston, Jr.

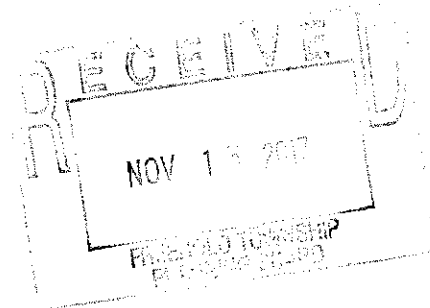
TOWNSHIP COMMITTEE
David M. Salkin, Deputy Mayor
Anthony J. Ammlano
Thomas L. Cook
Barbara J. McMorrow

"Preserving and Enhancing the Quality of Life"

To: Danielle Sims
Township of Freehold
Planning Board Administration Officer

November 13, 2017

From: Pasquale Popolizio
Township of Freehold
Director of Zoning/Housing



RE: Sign Review – Grocery Pickup and Parking Spaces
Walmart
Block-70/Lot-20.05, 326 West Main St. (Zone: VC)
Minor Site Plan# 669-6-17 and "C" Variance# 029-17

Ms. Sims,

Pursuant to your November 1st distribution of plans, a sign review for the above referenced site plan application has revealed the following:

Signs Proposed:

1. One internally illuminated 66.76 Sf building mounted façade sign, on the front elevation, advertising "* Pick Up" and consisting of colors; Orange (Identified as: SW6904 Gusto Gold) and white. The proposed signage does complement the existing Walmart Signage.
2. Eight (8) non-illuminated black and white 7.75 Sf single-faced parking space ground signs mounted by way of a galvanized square tube secured within a 4 Ft high steel pipe filled with concrete and painted traffic yellow. The signs are proposed at a height of 6'2". The signs will advertise; "Reserved", "For Pickup Please Call (Phone #)" and "Pickup" by way of three separate signs all mounted on the same structure.
3. Six (6) non-illuminated black and white 3 Sf single-faced parking lot directional signs mounted by way of a galvanized square tube secured within a 4 Ft high steel pipe filled with concrete and painted traffic yellow. The sign are proposed at a height of 8'6". The signs will advertise; "Pick up" with a straight directional arrow, and "Pickup" with a left directional arrow.

P-5

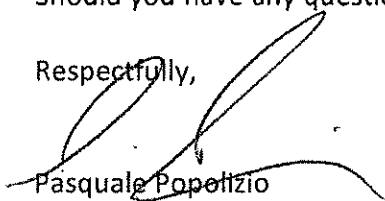


The following must be considered by the Board:

1. The sign color proposed; SW6904 Gusto Gold is not from the Township's color palette. Sign colors must either be from the Township's approved color palette or be very similar; Referencing T.O. 190-176.O(2).

Should you have any questions or concerns please feel free to contact this office.

Respectfully,



Pasquale Popolizio
Township of Freehold
Director of Zoning

699-6-17

MAYOR
Lester A. Preston, Jr.

TOWNSHIP COMMITTEE
David M. Salkin, Deputy Mayor
Anthony J. Ammiano
Thomas L. Cook
Barbara J. McMorrow

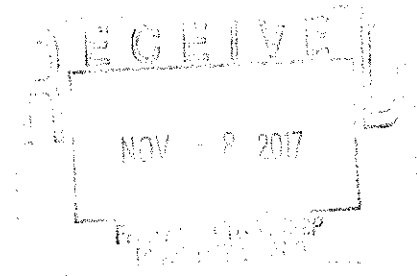


TOWNSHIP OF FREEHOLD

"Preserving and Enhancing the Quality of Life"

November 7, 2017

Freehold Township Planning Board
1 Municipal Plaza
Freehold, NJ 07728
ATT: Mrs. Danielle Sims



RE: Minor Site Plan #699-6-17 and "C" Variance #029-17
Walmart – Grocery Pickup and Parking Spaces
Block 70, Lot 20.05 – 326 West Main Street

Dear Mrs. Sims

The fire bureau met and has reviewed the submitted plans. The plans have been approved as submitted .

Sincerely,

Shaun M. Reilly
Fire Official / Chief of the Board

P6