

November 11, 2025

Ms. Beth Magnani, Board Secretary  
Borough of Sayreville Planning Board  
167 Main Street  
Sayreville, NJ 08872

Re: Borough of Sayreville Planning Board Application No. **PB-24-04**  
Applicant: Sayreville Seaport Associates Urban Renewal, L.P.  
Application: Amended Major Site Plan  
Zone: RA-W: Waterfront Redevelopment Area  
Block/Lots: 257.02/7 & 7.02  
Site Address: 1000 Chevalier Avenue  
Borough of Sayreville, Middlesex County, New Jersey  
*Completeness & Technical Review Letter #1*  
Morgan Municipal, LLC - Project No SAYRPB25-07

Dear Ms. Magnani:

Enclosed please find a completeness & technical review for the above referenced application.

**A. COMPLETENESS**

The following documents were reviewed in support of this report:

1. Checks Submitted
  - a. Application Fee: \$1,000.00 (Check No. 000143)
  - b. Escrow Fee: \$2,977.40 (Check No. 000141)
2. Cover Letter, prepared by Gibbons, P.C., signed by Jennifer Phillips Smith, dated 10/27/2025;
3. Standard Development Application, consisting of (3) pages, signed by applicant, dated 10/23/2025;
4. Project Description, consisting of (2) pages, unsigned, undated;
5. Email Chain detailing proof of no outstanding fines or penalties owed, consisting of (6) pages, signed by the Director of Code Enforcement, last dated 10/24/2025;
6. Corporate Ownership Disclosure Form, consisting of (2) pages, signed by Matthew Karpa, undated;
7. 200 FT Property & Utility Owner's List, certified by Township Tax Assessor, dated 10/24/2025;
8. Prior Planning Board Resolution for Preliminary & Final Major Site Plan and Major Subdivision Approval, signed by Planning Board Secretary, memorialized 01/08/2020;
9. Prior Planning Board Resolution for Amended Preliminary & Final Major Site Plan Approval, signed by Planning Board Secretary, memorialized 05/17/2023;
10. Prior Planning Board Resolution for Second Amended Preliminary & Final Major Site Plan Approval, signed by Planning Board Secretary, memorialized 08/02/2023;
11. Summary/Copies of Covenants & Deed Restrictions, consisting of (92) pages of various exhibits;
12. Proof of Taxes Paid through 08/22/2025, unsigned, dated 10/22/2025;
13. Fee & Escrow Calculations, unsigned, dated October 2025;
14. List of Development Team & Professionals, unsigned, undated;

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15. Final Major Subdivision and Site Plan Checklist, consisting of (2) pages, unsigned, undated;
16. Checklist Waiver Justifications, unsigned, undated;
17. **Sign Location Plan**, entitled, “Bass Pro Shops Pylon Sign Location Plan for Sayreville Seaport Associates, Block 257.02, Lot 7, Borough of Sayreville, Middlesex County, New Jersey” consisting of (1) sheet, prepared by Colliers Engineering & Design, Inc., signed by Daniel W. Busch, P.E., dated 10/17/2025;
18. **Architectural Plans** entitled, “Exterior Signage Elevations” consisting of (2) sheet, prepared by Insight Design Architects, LLC, signed by Nathan Paul Rapp, R.A., dated 09/09/2025;
19. **Architectural Plans** entitled, “Pylon Sign Elevations” consisting of (1) sheet, prepared by Insight Design Architects, LLC, signed by Nathan Paul Rapp, R.A., last revised 08/27/2025;
20. **Survey** entitled, “Topographic Survey for Sayreville Seaport Associates, L.P., Various Blocks and Lots, Borough of Sayreville, Middlesex County, State of New Jersey” consisting of (6) sheets, prepared by Colliers Engineering & Design, Inc., signed by Eric V. Wilde, P.L.S., dated 02/09/2009, last revised 04/17/2024;

Based upon our review, we recommend that this application be deemed **COMPLETE** subject to the applicant paying all applicable fees and complying with all applicable notification requirements as set forth in the Borough of Sayreville Land Use Ordinance and the Municipal Land Use Law. Applicant to contact Planning Board Secretary to be placed on the next available meeting.

## **B. SUMMARY**

On January 6, 2020, the Planning Board granted preliminary and final major site plan approval for the first phase of the Riverton redevelopment. This included the siting of the Bass Pro Shops retail store on the Property. Subsequently, on May 17, 2023, the Board approved an amended preliminary and final major site plan application, which modified the approved Bass Pro Shops building footprint. Changes within that first amended preliminary and final major site plan approval also included relocating the loading area, shifting the main entrance, and reducing the building size from 205,000 sf to 198,500 sf. On August 2, 2023, the Board approved a second amended preliminary and final major site plan application for revisions to the site plan’s parking lot layout and landscaping resulting from the previously approved Bass Pro Shops building footprint changes.

The applicant is currently seeking amended final major site plan approval for the installation of new signage for the Bass Pro retail store. The proposed signage includes the following:

- Installation of a new freestanding pylon sign at the entrance to the Bass Pro Shops lease area, located adjacent to Riverton Boulevard. The freestanding pylon sign is intended to complement the architectural style of the main building and will feature timber and chink siding, natural stone veneer, fiberglass log wraps, and decorative plates, with a total height of approximately 75 feet, will incorporate multiple illuminated and non-illuminated branded elements such as the Bass Pro Shops logo, Outdoor World, Tracker Boats, and other affiliated signage to enhance visibility, and will include multiple identification panels and decorative features such as fiberglass log wraps, natural stone veneer, and standing seam roofing. The total area of the pylon sign will be approximately 480.8 square feet;
- Installation of remodeled Building-Mounted Signage: A comprehensive package of building-mounted signage distributed across all elevations of the Bass Pro Shops building, including the following elements: *Front (North) Elevation*: Ten (10) wall signs totaling 1,398.5 sf, which is less than the previously approved wall signage that measured 1,437.3 sf previously. *West Elevation*: Three (3) wall signs totaling 591.6 sf. *Rear (South) Elevation*: Six (6) wall signs totaling 1,412.7 sf, which is less than the previously approved wall signage that measured

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1,441.3 sf. *East Elevation*: Three (3) wall signs totaling 523.8 sf. *Roof Painted Signage*: The previously approved roof painted signage has increased in size from 1,544.4 sf to 1,638.9 sf. The total proposed signage area under this amended application is approximately 6,046.3 sf. This represents an increase in the area of the wall signage by 284.6 sf, a 94.5 sf increase in the roof painted signage, and the 480.8 sf pylon sign. The pylon sign was not previously included in the approved sign package.

Applicant has indicated that all proposed signage remains consistent with the Waterfront Redevelopment Plan and is designed to support visibility, wayfinding, and the retail character of the site.

### **C. PLANNING & ZONING**

1. The subject property is located entirely within the RA-W (Waterfront Redevelopment Area) Zone.
2. **RA-W “Waterfront Redevelopment Area” Zone (Per Zoning Schedule)**
  - a. We note that the proposed use of “Bass Pro Shop/Retail Store” is a permitted use within the zone.

### **RELIEF REQUIRED**

#### **Variance(s)**

1. (none).

*Any and all other variances required at the board hearing.*

#### **Waiver(s)**

Submission Waiver(s) Requested:

1. Final Major Subdivision & Site Plan Checklist:

- a. #4 – Map Size

**Applicant has submitted architectural plans at 30” x 42”. We take no exception to this waiver being granted for the purposes of completeness.**

- b. #5 – Title Block and Basic Information

**Applicant has provided all required title block information except for zoning. We take no exception to this waiver being granted for the purposes of completeness seeing as though the site is a part of a redevelopment area and has not changed zones from the previous amended approval.**

- c. #6 – Tract boundary lines, right-of-way lines of streets, street names, easements and other rights-of-way, land to be reserved or dedicated to public use, all lots lines and other site lines, with accurate dimensions, bearings or deflection angles, radii arcs and central angles of all curves, or as required by the Map Filing Act.

**Applicant has not provided the tract boundaries or lot configurations, as they were previously approved by the board and remain unchanged for the purposes of this application. We take no exception to this waiver being granted for the purposes of completeness.**

- d. #7 – The purpose of any easement or land reserved or dedicated to public use such as, but not limited to, sight triangle easements, and the proposed use of the sites other than residential.

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**Applicant states no new easements or dedications are proposed with this application & has provided copies of covenants and restrictions on the site. We take no exception to this waiver being granted for the purposes of completeness.**

- e. #8 – The front, side and rear building setback lines.

**Applicant has not provided setback lines since the building footprint remains unchanged. We take no exception to this waiver being granted for the purposes of completeness.**

- f. #9 – Improvement Plans in accordance with the Borough Standards for roads and utilities.

**As the overall site plan had already received preliminary and final approval from the board, this submission requirement is not applicable to this application. We take no exception to this waiver being granted for the purposes of completeness.**

- g. #11 – All additional information, changes or modifications required by the Board at the time of preliminary approval.

**As the overall site plan had already received preliminary and final approval from the board, this submission requirement is not applicable to this application. We take no exception to this waiver being granted for the purposes of completeness.**

- h. #12 – A statement from the Borough Engineer that all improvements required by the Board for preliminary approval have been installed in compliance with all applicable laws.

**Applicant states that the site is subject to ongoing construction. We take no exception to this waiver being granted for the purposes of completeness.**

- i. #13 – If improvements have not been installed, then a statement from the Borough Clerk shall accompany the application for final approval stating that:

- i. A recordable developer's agreement with the Borough has been executed.
- ii. A satisfactory performance guarantee has been posted.
- iii. That the Borough has received all escrow and inspection fees.

**Applicant states that the site is subject to ongoing construction. We take no exception to this waiver being granted for the purposes of completeness, but defer to the borough Clerk for any concerns they may have regarding any developer's agreement, performance guarantee, or escrow.**

- j. #15 – If required improvements have been installed, the application for final approval shall be accompanied by a statement from the Borough Clerk that a satisfactory maintenance bond has been posted.

**Applicant states that the site is subject to ongoing construction. We take no exception to this waiver being granted for the purposes of completeness.**

Design Waiver(s):

1. (none).

*Any and all other waivers required at the board hearing.*

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## **D ENGINEERING COMMENTS**

Upon review of the submitted materials, we offer the following comments requiring testimony from the Applicant:

### 1. General Comments

- a. Applicant to provide testimony on all previous approvals/uses of the subject lots.
- b. Applicant to provide testimony on all existing and proposed easements.
- c. Applicant to provide testimony on the status of approvals from outside agencies, if any.
- d. The aesthetics of the proposed freestanding pylon sign to be constructed should be reviewed by the Board. Testimony shall be provided as to whether the aesthetic of the proposed building will be match that of the surrounding area within the RA-W: "Waterfront Redevelopment Area" Zone.

### **General Township Ordinances Comments**

#### 1. Signs #26-89

- a. We note the applicant proposes (22) wall mounted signs, (10) on the front, (3) on the western side, (6) on the rear, and (3) on the eastern side. The site was previously approved with (23) wall mounted signs. So, this will result in a reduction of (1) wall mounted sign. The overall change in area of the signs is an **increase of 284.6 sf** from what was previously approved.
  - b. The applicant also proposes (1) roof mounted sign. The site was previously approved with (1) roof mounted sign, so the number of roof mounted signs will be the same as previously approved. Although, the new roof mounted sign area will **increase by 94.5 sf** from what was previously approved.
  - c. The applicant is also proposing a new freestanding pylon sign that was not part of the previously approved signage for the site. The proposed freestanding sign will be **75 ft in height** and will be **480.8 sf in area**.
  - d. The total number of signs for the site will remain at 24, as was previously approved, but will result in an **overall increase in area of 859.9 sf** for all proposed signage within the site.
  - e. A number of the various wall signs, roof signs, and the freestanding pylon sign are proposed to be illuminated.
    1. Applicant to provide testimony on how these signs will be illuminated, whether externally or internally for each proposed sign.
    2. Applicant to provide testimony detailing the hours of illumination for each sign proposed.
    3. Testimony should be provided that the proposed signs and their method of illumination will not create light pollution onto the Garden State Parkway, adjacent Main Street, parking area, drive aisle, or any other rights-of-way.
2. **Installation of Improvements or Guarantees #26-112** – Applicant shall post the required performance guarantees necessary for the improvements proposed. Performance guarantees and inspection fees will be required per NJ MLUL.

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3. **Stormwater Management** – Applicant to confirm that the proposed pylon sign will not impact drainage patterns.
4. **Architectural Plan Comments**
  - a. Applicant to provide testimony of the overall aesthetic of the proposed architectural plans provided.
5. **Survey Comments:**
  - a. (none).
6. **Sign Location Plan Comments:**
  - a. Applicant to provide testimony regarding the proposed placement and orientation of the freestanding pylon sign.

**E. CONDITIONS OF APPROVAL**

In the event the Board approves the subject application any approval should be conditioned upon the following:

1. Compliance with any all items noted within this report unless specifically noted in the resolution of approval.
2. Compliance with any/all representations made by the Applicant during the course of the board hearing.
3. Any and all conditions specifically desired by the board.
4. Payment of any/all escrow fees.
5. Prior to a building permit being issued, proof of the following outside agency approvals, as applicable:
  - i. Borough of Sayreville Planning Board
  - ii. Borough of Sayreville Sewer and Water Department
  - iii. Borough of Sayreville Fire Department
  - iv. Borough of Sayreville Construction Official
  - v. Borough of Sayreville Board of Health
  - vi. Middlesex County Planning Board
  - vii. Freehold Soil Conservation District
6. Posting of performance guarantees, restoration guarantees, and inspection escrow as required by Municipal Ordinance and MLUL.

We reserve the right to request additional information, and/or plans should additional variances or concerns be indicated during the public hearing. Should you have any questions or require anything additional, please do not hesitate to contact my office.

Respectfully submitted,



By: **MATHEW R. WILDER, P.E., P.P., C.M.E., C.F.M.**  
**MORGAN MUNICIPAL, LLC**  
**PLANNING BOARD ENGINEER**

MRW:CJA

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CC: Peter Van den Kooy, P.P., Board Planner  
Jennifer Phillips Smith, Esq., Applicant's Attorney  
141 West Front Street, Red Bank, NJ 07701  
Daniel W. Busch, P.E., Applicant's Engineer  
101 Crawfords Corner Road, Suite 3400, Holmdel, New Jersey, NJ 07733  
Nathan Paul Rapp, R.A., Applicant's Architect  
112 S. Main Street, Nixa, MO 65714  
Sayreville Seaport Associates Urban Renewal, L.P., Applicant  
1000 Chevalier Avenue, Sayreville, NJ 08872

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