

August 12, 2026

Borough of Sayreville
Sayreville Planning Board
167 Main Street
Sayreville, NJ 08872

Re: Sayreville Seaport Associates Urban Renewal LP
Amended Final Major Site Plan
Block 257.02, Lots 1.05, 7, 7.02
Bass Pro Shops Portico and Relocation of Boat Storage Area
Planning Review #1

Dear Board Members:

In accordance with your authorization, our office has reviewed materials for the above-referenced development application, including the following:

- Borough of Sayreville Standard Development Application, and Site Plan Checklist;
- Draft Fill Placement Permit Application for Bass Prop Shops Boat Storage, including calculations;
- Draft Soil Removal Permit Application for Bass Pro Shops Boat Storage, including calculations;
- Redline of the approved Riverton Village Phase I Tree Preservation Plan identifying the Bass Pro Shops Boat Storage Area;
- Architectural Plans, prepared by Insight Design Architects, LLC, dated 02/02/2024, revised through 06/02/2026;
- Phase 1A Bass Pro Shops Boat Storage Area Site Plans, prepared by Colliers Engineering & Design, dated 06/15/2026;
- Stormwater Management Statement, prepared by Colliers Engineering & Design, dated 06/15/2026;
- Topographic Survey, prepared by Colliers Engineering & Design, dated 02/09/2009, revised through 03/17/2025.

We offer the following comments for the Board's consideration:

1. Project Description

The proposed project site, located at the corner of Riverton Boulevard and Main Street in Sayreville, New Jersey, includes lots 7 and 7.02 of Block 257 ("Subject Property"). The subject property is located within the RA-W, Waterfront Redevelopment Area. The proposed project includes an approximate 1,400 SF addition of an open-air front portico to the main entrance to the Bass Pro Shops and the relocation of the Bass Pro Shops boat storage area to the northern portion of the Property.

The Sayreville Planning Board has approved several phases of the Bass Pro Shops development at the subject Riverton redevelopment site:

- Jan. 6, 2020: Approved the preliminary and final major site plan for Phase 1, including the Bass Pro Shops store.

- May 17, 2023: Approved the first amendment, which revised the building footprint, relocated the loading area and main entrance, and reduced the building size from 205,000 to 198,500 sq. ft.
- Aug. 2, 2023: Approved a second amendment addressing changes to the parking layout and landscaping resulting from the revised building footprint.
- Dec. 3, 2025: Approved signage changes, including a new freestanding pylon sign, updated building signage, and larger roof-painted signage.

2. Site Description and Surrounding Uses

The property fronts Riverton Boulevard to the south, Riverton Crossing to the west, and the Garden State Parkway's southbound Exit 125 off-ramp/Main Street to the north and east. The property is part of the ongoing Riverton project within the Waterfront Redevelopment Area and is being developed as approximately 198,500 square foot single-level Bass Pro Shop and 1,112 parking spaces. It will eventually be bounded to the west by entertainment and retail and to the south by residential and hotel uses. It is also bounded to the south by an existing house of worship that is not part of the redevelopment project. There are no uses, besides the Garden State Parkway, directly adjacent to the north and east. On the opposite side of the Garden State Parkway, there are industrial and vehicle-oriented uses.

3. Master Plan

The Borough's 2013 Master Plan identifies the Subject Property as Marine Waterfront Redevelopment. This designation is consistent with current zoning.

4. Zoning Compliance

The proposed project is located within the RA-W, Waterfront Redevelopment Area. The proposed changes appear consistent with the requirements of the Borough of Sayreville Waterfront Redevelopment Plan as adopted and amended.

Per Item #4 of the Storage, Service, and Loading Areas within the Redevelopment Plan, "No materials, supplies, or equipment, including trucks or other motor vehicles, shall be stored upon a site except inside a closed building or behind a durable material wall not less than six (6) feet in height screening such materials, supplies, or vehicles from adjacent sites so as not to be visible from neighboring properties and streets. Any outdoor storage areas shall be located within the rear portions of a site. No storage areas may extend into a setback area."

The Applicant proposes a 6 FT fence around the proposed Boat Storage Area. The Applicant shall provide testimony confirming the setbacks of the proposed Boat Storage Area.

5. Planning Comments

A. General

1. The Applicant shall provide testimony describing the setbacks and buffering measures of the proposed Boat Storage Area.
2. The applicant should explain prior approvals for the subject property and all proposed amendments.

3. The applicant should explain how proposed plan amendments remain compatible with the goals and objectives of the Waterfront Redevelopment Plan and demonstrate consistency with specific goals and objectives of the Plan.
4. The Applicant shall provide testimony regarding the maximum size and dimensions of boats proposed to be stored on-site, including any limitations on boat length, height, or beam. The Applicant shall also clarify whether boat storage racks or other elevated storage systems are proposed, and, if so, provide details regarding their maximum height and whether any portion of the racks or stored boats would be visible above the proposed perimeter fence.

B. Parking, Loading, and Circulation

1. Access to the proposed relocation of the Boat Storage Area will be limited to Bass Pro Shops personnel via a driveway connection through Lots 7 and 7.02. Public access will be restricted with a controlled access gate. The proposed number of parking and loading remains the same as what was previously approved by the Sayreville Planning Board.
2. The Applicant shall provide testimony regarding the proposed on-site operations associated with boat deliveries, customer pick-up and drop-off activities, and other boat-related vehicular movements. The testimony should identify the anticipated type and size of delivery vehicles, frequency and duration of deliveries, customer vehicle activity, loading/unloading procedures, circulation patterns, and how such activities will be accommodated on-site without creating conflicts with parking, pedestrian circulation, or adjacent properties.

C. Signs

1. The Applicant proposes the installation of a new open-air portico at the main public entrance to the Bass Pro Shops experiential retail store. The previously approved design included 170 square feet of signage, which will be retained as part of the proposed design. In addition, the Applicant proposes a new freestanding portico structure approximately 14 feet in height and 36 feet in width. The portico will incorporate an additional 260-square-foot ribbon-style banner featuring Bass Pro Shops branding and the phrase, “WELCOME TO THE GREATEST AMERICAN OUTDOOR STORE.” The applicant should confirm that the proposed signage complies with the sign regulations under the Waterfront Redevelopment Plan.

D. Landscaping

1. The proposed fencing surround the boat storage area is a 6 FT high black chain link fence, which is consistent with the prior approvals. The Applicant should confirm that the project complies with the Open Space Design and Landscaping requirements under the RA-W Waterfront Redevelopment Plan.

E. Waivers

1. § 26-96-8.h(2) of the Borough’s Municipal Code requires commercial parking lots to maintain a minimum of 0.5 footcandles throughout with an established depreciation factor calculated into the lighting levels at a maximum to minimum illumination ratio not to exceed

2. 15:1. SSA proposes to provide 0.1 footcandles and a ratio of 61:1. The Applicant shall provide testimony addressing this waiver relief.
3. § 26-96-8.h(4) of the Borough's Municipal Code requires that a maximum of 0.5 footcandles be maintained at property lines. SSA proposes 4.3 footcandles at the property line adjacent to the Garden State Parkway. The Applicant shall provide testimony addressing this waiver relief.
4. Item 12 of the Open Space Design and Landscaping Standards of the Sayreville Waterfront Redevelopment Plan prohibits conspicuous chain link fencing without screening and/or landscaping. The chain link fencing, which will surround the boat storage area, will be partially exposed and not entirely screened and/or landscaped. The Applicant shall provide testimony addressing this waiver relief.

F. Miscellaneous

1. We defer to the Construction Official on whether the application is subject to Ordinance Section 26-111 Affordable Housing Development Fees.
2. Applicant is subject to all applicable outside agency approvals.
3. We defer to the Board Engineer regarding lighting, grading, drainage, utilities, traffic, and conditions of approval.

We reserve the right to present additional comments, variances, and/or design waivers pending the receipt of revised plans and/or the testimony of the applicant before the Board. Should you have any questions or require additional information, please do not hesitate to contact us.

Very truly yours,

Acuity Consulting Services



Peter Van den Kooy, PP, AICP

Planning Board Planner