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March 9, 2023

**VIA HAND DELIVERY**

Frances Boardman, Board Secretary  
Planning Board, Borough of Madison  
50 Kings Road, Room 206  
Madison, NJ 07940

Re: **Iannarone - Madison Pharmac - Madison Site Plan**  
Premises: 3 Central Avenue, Madison, NJ 07940 & 66 Main Street, Madison, NJ 07940  
Application No. P-21-006  
Our File No. 2020-5816

Dear Ms. Boardman:

In connection with our upcoming hearing on March 21, 2023, enclosed please find seventeen (17) copies of full size revised plans as follows: (Please note that I have had a complete set overnighted to Susan Blickstein, AICP/PP, PhD for her review per her request and sent an electronic copy as well.)

1. Master Signage Plan prepared by Casey & Keller updated to March 6, 2023;
3. Updated Zoning Sheet - Dwg No. 2 - prepared by Casey and Keller, Inc revised to March 6, 2023;
3. Written Analysis prepared by Jeff Gertler, Architect.

Please note that the Master Signage Plan attached hereto supercedes and replaces the previously submitted signage plan by our architect.

Thank you.

Very truly yours,

AZZOLINI & BENEDETTI, LLC

Steven Azzolini, Esq.

SA:mmc  
Enc.



## How 3 Central Avenue Design conforms to Section 195-24.2 Design and Building Layout

**Section E (4)(a) Context, Community, Massing, and Scale:** The driving force behind the design of 3 Central Avenue is its desire to be compatible with surrounding architectural styles and massing. Per section 195-24.2 E(4)(a)(3): "In those cases where there is no consistent pattern of streetscape or buildings abutting a development application or where that pattern is inconsistent with these guidelines, the applicant is encouraged to view its application as an opportunity to establish the future context for the area." Because the remaining buildings on the east side of Central Avenue -the painted brick Pharmacy Building on the corner (66 Main), the brick Firehouse Pizza building, and the wood Celtic Golf building do not suggest a consistent pattern, we chose to look to the remainder of the downtown for inspiration. After in-depth research of the height and width of nearby buildings, and studying window sizes, proportions, rhythms, storefronts, and other considerations, we designed the building to reflect many of the prevalent and most satisfying elements of downtown Madison. The physical, visual, and spatial characteristics were considered to be compatible with traditional form and scale. The design relates to other individual buildings downtown and forms an overall coherent development with a new cohesive pattern of forms and shapes.

The overall height and mass of the building are in conformance with buildings downtown. Also, because of the many indentations for entrances, storefront windows, projections including retail and residential canopies, eaves, mansards, parapets, brick coursing, etc., along with the street landscape plan, we were able to develop a streetscape with a very human scale that invites window shopping, walking, bicycling, and sitting on the numerous benches enjoying a new street activity and shade trees.

**Section E (4)(b)(1) Orientation:** The buildings are oriented towards and relate to the public street with the elements stated above. With no clear and apparent pattern of buildings on either side of Central Avenue, we created a rhythm more like Main Street, as explained above.

**Section E (4)(b)(2) Architectural Style:** we created a diversity of architectural styles that adds interest to the streetscape while adding hints of contemporary contributions and reinterpretations of traditional architectural design and detailing.

**Section E (4)(b)(3) Multiple Uses, ground floor retail emphasis:** we designed storefronts that are clear and obvious while tying them with the upper floor architectural components. We have large panes of display glass accentuated through architectural treatment of recesses and material and canopies, and all are oriented to the street.

**Section Per E (4)(b)(4) Massing and scale:** we avoided long uninterrupted walls and roof planes by studying other buildings and streetscapes downtown and divided up the massing into building widths that are established in the downtown. Vertical and horizontal design components were considered in articulating the overall massing and within each building.

**Section E (4)(b)(5) Facades:** we considered all facades of the building and have designed them appropriately taking into account where the public will be viewing them. The front façade and the north façade are the most visible facades and have been emphasized with regard to materials, scale, lighting, shadows, and detailing. The streetscape massing and detailing is designed to and in balance with the human scale.

**Section E (4)(b)(6) Fenestration:** We thought it was important to not have too many architectural styles and inconsistencies between the buildings. We felt too many differences would make it look like a circus and too few might be too boring. Therefore, we chose the windows to be largely the same throughout the different buildings and chose specific locations to vary the size and location to provide the most effect.

**Section E (4)(b)(7) Materials, Color, and Detail:** Materials have been chosen to be compatible and harmonious with each other and materials found most prominently in other downtown buildings. The primary material used is a reddish-tone brick, conveying a sense of permanence.

**Section E (4)(b)(8) Roofs:** We've incorporated three different primary roof types on the buildings including flat roofs, gable roofs and mansard roofs, which provide variety and richness to the street wall of the development. Colors and detailing vary with recessed windows, projected windows, and bay windows.

**Section Per E (4)(b)(9) Awnings and Canopies:** We elected to provide more permanent metal canopy structures rather than fabric awning structures which can sag, lose color, and get damaged easily, etc. the structures are all similar in height and depth and provide a unified look to the façade.