



PLANNING BOARD
Monday, June 17, 2013
DRAFT MINUTES

You couldn't pick a better place.

OPENING: The meeting was called to order by Chairperson Carole Roskoph at 7:32 PM.

PLEDGE OF ALLEGIANCE: Led by Chairperson Roskoph.

OPMA Statement: Read by Chairperson Roskoph in compliance with the Sunshine Law.

ROLL CALL

- Members in Attendance: Carole Roskoph, Chairperson; Kevin McCormack; Carolyn Jacobs; John Osorio; Larry Terry, Sr.; Sangeeta Doshi; Brian Bauerle; Raymond Benitez.
- Professionals in Attendance: Paul Stridick, Secretary; James Burns, Esq, Planning Board Solicitor; Jacob Richman, Planning Technician.

COMMENTS FROM THE PUBLIC:

No comments from the public were received.

ADMINISTRATIVE ITEMS:

Assignment for Preliminary Investigation of Sites:

On June 11th, 2013, Cherry Hill Township Council passed two (2) resolutions directing the Township's Planning Board to undertake preliminary investigations to determine if each of the following areas qualify as an Area in Need of Redevelopment in accordance with Local Redevelopment and Housing Law. Each investigation will require a public hearing.

The two (2) specific areas are:

- **OTB Site area:** Block 55.01/Lot 1 (res 2013-6-13)
- **Victory Refrigeration area:** Block 431.18/Lot 8 (res 2013-6-14)

The specific resolutions and maps of each property are provided and on file with the Township Clerk and the Department of Community Development.

Also, the Township has engaged the professional services of Group Melvin Design (redevelopment planner) and DeCottis, Fitz, Patrick, and Cole (redevelopment counsel) to provide services to assist the Board in fulfillment of these tasks.

Secretary Stridick clarified that no action by the Planning Board would be taken during the current meeting and that this was mainly for procedural purposes before the matter can actually be deliberated upon.

Meeting Minutes:

Minutes for the Planning Board meeting on May 20, 2013 were motioned for adoption by Carolyn Jacobs and seconded by Kevin McCormack. Affirmative votes by McCormack, Jacobs, Roskoph, Terry, Doshi, Bauerle, and Benitez with an abstention by Osorio. The minutes are adopted.

Agenda Items:

13-P-0020

Block(s) 340.02 Lot(s) 7

Zone: Shopping Center (B3) Zone

Relief Requested: A site plan waiver for façade enhancements to the storefront areas in the Ellisburg Circle Shopping Center, excluding the proposed Whole Foods store.

Federal Realty Investment Trust

22 Route 70 West

Cherry Hill, NJ

Exhibits Submitted:

A-1: Dollar Tree façade with green sign

A-2: Stein Mart façade with existing sign
A-3: Buy Buy Baby façade with existing red and blue sign
A-4: Bargain Book Warehouse façade

Discussion: Applicant Federal Realty Investment Trust, applied for a site plan waiver for façade enhancements to the storefront areas in the Ellisburg Circle Shopping Center, excluding the proposed Whole Foods store.; located at 22 Route 70 West, Cherry Hill, New Jersey (Block 340.02 Lot 7). The property is owned by Federal Realty Investment Trust.

Application was represented by:

- Richard Goldstein, Esq. – Attorney for the applicant
- David Joss – Development Manager for Federal Realty Investment Trust
- Richard Katafa – Design Manager for Federal Realty Investment Trust

Mr. Goldstein introduced the application and the prior site approvals granted to the Whole Foods site at the Ellisburg Circle Shopping Center for façade and sidewalk enhancements. The intention of the application before the Board is revitalize the shopping center and that circulation, parking, crosswalks, lighting, signs, drainage, or any major construction is not proposed as part of this application. Mr. Goldstein stated that its intent is merely to complement the approvals given to whole foods and to give a facelift to the Shopping Center through façade improvements to the rest of the site as well as through landscaping. It was also noted that the applicant was presenting slight variations to their original plans, mainly changes to the parapets (which will not exceed the height of the existing parapets) in order to keep costs down and to facilitate easier construction.

Mr. Joss detailed to the Board the various façade improvements being made (and roof improvements) and the color variations (which may change because anchor tenants are less likely to want to change their sign colors as well as that the sign colors may conflict with the proposed backsplash colors). Mr. Joss stressed that he wants to finish the façade improvements to the rest of the shopping center before Whole Foods opens so that there is no construction going on during its grand opening. Mr. Joss testified that all the small shops in the shopping center will be given a new paint job but that they will not receive any façade work.

Mr. Joss also presented the variations on their plans presented at the hearing as opposed to what was given to the Board prior to the hearing. In exhibit A-1, the "Five Below" sign will stay an earth-tone color. On exhibit A-2, the pointed roof of "Stein Mart" will be squared off and will display a more 3-dimensional rectangular-shaped roof instead. "Buy Buy Baby" as shown in exhibit A-3 will also have similar parapet work done to the façade as what is proposed for "Stein Mart." Mr. Katafa spoke up in regard to exhibit A-4 regarding the façade work to "Bargain Book Warehouse." Also, Mr. Katafa spoke regarding color scheme/palette with the entire shopping center in that it will not just be using a two-tone color scheme but will use slight contrasts of the main colors. Mr. Joss then agreed to work with the Department of Community Development's staff to design the color scheme of the façade so that when signage is proposed, the colors won't clash. Furthermore, Mr. Joss agreed to paint both the Post Office and the Sleepy's store in the shopping center.

Secretary Stridick inquired as to what materials would be used on the facades for which Mr. Katafa described a mixture of metals, composites, and brickwork among others. It was also stated that landscaping would be done to the entrance points of the shopping center with such improvements as annually replacing the perennials, planting new trees in a row-lined pattern, and removing and replacing other plants as they see fit.

Public Discussion: No comments were given by members of the public.

Motion: After Solicitor Burns noted the agreement to paint the Post Office and Sleepy's, and after brief board discussion, John Osorio made a motion which was seconded by Raymond Benitez, to approve the application with the noted conditions. Affirmatives votes by McCormack, Jacobs, Osorio, Roskoph, Terry, Doshi, Bauerle, and Benitez. Motion passes unanimously.

Following the motion, at 8:25pm, Chairperson Roskoph announced a brief recess and the meeting was called back to order at 8:28pm.

13-P-0015

Block(s) 342.07 Lot(s) 6

Zone: Business Highway (B2) Zone

Relief Requested: A site plan waiver with bulk (c) sign variances for the installation of two (2) façade signs along a principal street frontage, the installation of a multi-tenant monument sign, and various improvements.

Cherry Hill Motorsports (Twisted Throttle)

315 Route 70 East

Cherry Hill, NJ

Exhibits Submitted:

A-1: Photographs of Dealership Signs in Cherry Hill

A-2: Rendering of the originally proposed Triumph free-standing sign

A-3: Photograph of the Famous Dave's and Citi Bank monument sign

A-4: Photograph of the Keswick Cycle freestanding sign.

Discussion: Applicant Sherwood Forest Homes, LLC, applied for a site plan waiver with bulk (c) sign variances for the installation of two (2) façade signs along a principal street frontage, the installation of a multi-tenant monument sign, and various improvements; located at 315 Route 70 East, Cherry Hill, New Jersey (Block 342.07 Lot 6). The property is owned by 315 Route 70 East, Ltd.

Application was represented by:

- Donald Cofsky, Esq. – Attorney for the applicant
- Dr. Kam Momi – One of the owning members of Cherry Hill Motorsports
- Wayne Ingram – JTS Engineering

Mr. Cofsky introduced the application with approval needed to permit various signs, a security gate, and an off-street parking display for motorcycles. Also detailed were the existing conditions of the site and specifics about the façade signs and monument sign proposed. For the façade signs, two were requested with one reading "Ducati" and the other "Triumph" and that both would be internally lit. Mr. Cofsky also argued in favor of their proposed monument sign, specifically that it needs its height variance due to the site on which the property in question sits happens to be below grade as compared to Route 70 which fronts the property.

In regard to the proposed patio display area in the front of the property, the Board clarified, as per the Department of Community Development Review Letter dated 6-16-2013, that this patio would actually be treated as an off-street parking display and would need a variance. Mr. Cofsky deemed this acceptable and since his notice to the papers had a catch-all variances statement in, the application was allowed to proceed with this new variance as part of the proposal.

Dr. Momi then approached the Board and discussed his role as a partner of Cherry Hill Motorsports. He also explained to the Board that both the "Ducati" sign and the "Triumph" sign are needed due to licensing agreement with those respective companies. Without those signs, Dr. Momi testified, they wouldn't be able to sell their motorcycles, thus his business would fail. Dr. Momi also mentioned he took down the window signs on the store and agreed to not put any up. As for the monument sign, Dr. Momi explained the reasoning there are blank slots for future tenants on the sign (in addition to the proposed Triumph, Ducati, and EBR spaces) is that his store could hold up to two more brands and want to have them displayed if they acquire those brands. He stated that any future brand acquired would not need a corresponding façade sign. If they can't acquire more brands, the blank slots on the monument sign would remain empty. Dr. Momi also agreed to abide by Township Ordinance in complying with regulations to have all internally lit signs to turn off no later than one (1) hour after close of business.

Secretary Stridick clarified that the proposed sign is a monument sign and not a freestanding sign, and thus would need the variance to permit a 17' high sign where only 10' is permitted.

The applicant also agreed that only two bikes would be displayed on the proposed "patio" area and those they would remain on the grass and would not be raised off of the ground. The bikes would be no closer to Route 70 than the parked cars next to it. Additionally, the security gate proposed for the site is to prevent thefts and a "knox box" would be installed so that emergency vehicles have access to the site during off-hours.

Mr. Ingram stepped up to testify in regard to the site design and specific sign considerations. He testified that even with the addition of the display area, impervious coverage and open space requirements would not be exacerbated to the point where it would require a variance. Mr. Ingram also testified in regard to site line triangles in that the proposed monument sign would not obstruct site lines and that its current proposed placement is the best area on the site for the sign. Specifically, the proposed monument sign is 25' from Route 70 and approximately 8.3' from the right-of-way. Furthermore, Mr. Ingram feels the size of the monument size is comparable to and complements the size of the buildings frontage façade area. Lastly, Mr. Ingram went into detail about why the variances are needed for setbacks, the off-street parking display, the four signs on the site, the text on the bottom of the sign being less than 3' from grade, having a multi-tenant sign, the two façade signs, the height variances, and having the sign 50' from the driveway. Solicitor Burns felt satisfied with Mr. Ingram's basis for needing those variances. Additionally, the applicant agreed that landscaping at the base of the monument sign would be subject to approval by the Department of Community Development and that no banner signs would be displayed. Lastly, Dr. Momi said that no bike demonstrations would take place on site and that test drives would be limited with specific deterrence of test drives through residential neighborhoods.

Some board discussion took place regarding the variance requested to have text below 3' of grade, specifically at 10 inches in this proposal. The applicant is aware that the lower slots on the sign as well as the guardrail in front of the sign may hinder someone's ability to read the sign. The applicant mentioned that they didn't want to ask for 19' in height for the sign, which would be needed in order to comply with the regulation that text can't be below 3' on a sign. The applicant felt that the rest of the sign would make mark the property sufficiently.

Public Discussion: No comments were given by members of the public.

Motion: After some brief deliberation, Carolyn Jacobs made a motion, seconded by John Osorio, to approve the application with the conditions previously mentioned. Affirmative votes by McCormack, Jacobs, Osorio, Roskoph, Terry, Bauerle, and Benitez. Doshi recused herself prior to the application being heard. Motion passes unanimously.

Chairperson Roskoph announced that the following resolutions for BR70 East, LLC and CFBP, LLC were tabled to following Planning Board Meeting on July 1, 2013:

RESOLUTION 1:

13-P-0007

Block(s) 342.01 Lot(s) 1, 2, & 3

Zone: Business Highway (B2) Zone

Relief Requested: A preliminary and final major site plan with bulk (C) variances, and minor subdivision, to develop a +/-4,370 square foot medical office.

TABLED TO THE NEXT MEETING – JULY 1, 2013

BR70 East, LLC

Brace Road & Route 70

Cherry Hill, NJ

RESOLUTION 2:

12-P-0005

Block(s) 342.01 Lot(s) 4

Zone: Business Highway (B2) Zone

Relief Requested: An amended preliminary and final major site plan with bulk (C) variances, and minor subdivision.

TABLED TO THE NEXT MEETING – JULY 1, 2013

CFBP, LLC

1 Brace Road

Cherry Hill, NJ

Meeting adjourned at 9:17 PM.