



PLANNING BOARD
Monday, December 2, 2013
DRAFT MINUTES

You couldn't pick a better place.

Note: Prior to the regular meeting, a brief caucus was held to discuss the tenants of the Brandywine signage application, specifically discussion surrounding the usage and need of the multi-tenant directory signs being proposed.

OPENING: The meeting was called to order by Chairperson Carole Roskoph at 7:30pm.

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; Carolyn Jacobs; Brian Bauerle; Sara Lipsett; Hugh Dougherty; Kevin McCormack; John Osorio; Larry Terry, Sr.; and Raymond Benitez.
- Professionals in Attendance: Paul Stridick, Secretary; and Jim Burns, Esq, Planning Board Solicitor.

COMMENTS FROM THE PUBLIC:

There were no comments from the public.

ADMINISTRATIVE ITEMS:

Approval of Meeting Minutes from November 18, 2013: Carole Roskoph made a motion, seconded by Carolyn Jacobs to approve the meeting minutes from November 18, 2013. Affirmative votes by Roskoph, Lipsett, Jacobs, Terry, and Benitez. Minutes are approved.

Agenda Items 1:

13-P-0036

Block(s) 331.01/284.02 Lot(s) 1&2/13
Zone: Limited Office (O1) Zone

Brandywine Operating Partnership

200, 210, and 220 Lake Drive East
Cherry Hill, NJ

Relief Requested: A site plan wavier with bulk (C) sign variances to replace and upgrade six (6) existing monument signs and to erect a multi-tenant monument sign. This application also includes a tree removal application to remove eleven (11) trees and plant nine (9) new trees and various other landscaping at the Woodland Falls Corporate Park.

Exhibits Submitted:

- Exhibit A-1: Aerial Site Photo
- Exhibit A-2: Sign Exhibit
- Exhibit A-3: Mt. Laurel Brandywine Sign nighttime
- Exhibit A-4: Mt. Laurel Brandywine Sign daytime

Discussion: Applicant Brandywine Operating Partnership (Woodland Falls Corporate Center) applied for a site plan wavier with bulk (C) sign variances to replace and upgrade six (6) existing monument signs and to erect a multi-tenant monument sign along with tree removal; located at 200, 210, and 220 Lake Drive East, Cherry Hill, New Jersey (Block 521.17 Lot 38). The property is owned by Brandywine Operating Partnership.

Application was represented by:

- Frank Tedesco, Esq. – Attorney for the Applicant
- Larry Maister – Director of Leasing for Brandywine Realty Trust
- Philip Doerle – President of Compass Sign Company
- Cecilia Schmidt – Certified Landscape Architect in NJ
- Joseph Mancini – Professional Engineer and Planner for Taylor Wisemen Taylor

Mr. Tedesco introduced the application, the approvals and variances being requested, as well as a brief site description. Also given was a background on prior approvals from 1986-1987 for six signs and that the current signs are tough to completely verify that they meet the prior approvals for size.

Mr. Maister gave a background on the company and on the signs, mentioning that they are aesthetically out of date. Mr. Maister testified that Brandywine is before the board in order to have a more comprehensive sign package so as to become more competitive in leasing their office space (30% of the space is currently vacant). Mr. Maister then gave descriptions of the six existing signs: Sign 1 (monument) which is along Route 38 and Lake Drive; Sign 2 (monument) along Lake Drive near Route 38; Sign 3 (monument) at the corner of Church Road and Lake Drive; Sign 4 (directory – Building 200) along Lake Drive, Sign 5 (directory – Building 210) along Lake Drive; and Sign 6 (directory sign – Building 220) along Lake Drive. Proposed Sign 7 (directory – entire center) is to be located along Route 38 near the existing bus shelter. As for the tree removal, eleven (11) trees are proposed to be removed, replaced with nine (9) new trees in order to open up the view from Route 38 to the Woodland Falls Corporate Center in order to create more visual exposure. All signs will use internally lit LED lighting. Mr. Maister then went into more detail regarding the landscaped island of new trees.

Ms. Schmidt first mentioned that they can always switch out trees to one more accommodating of the site. The trees along Route 38 are being removed as they block a major view of the Corporate Center. All of the trees beside one tree will be removed behind the bus shelter. The tree not being removed is to support the light pole behind the bus shelter. A few other trees along the parking lot will be removed due to its obstruction of a view into the site. The new trees will be a lot lower in order to provide better visibility into the site. Essentially, the trees being removed will be replaced with newer trees in the same spot. Ms. Roskoph mentioned that the applicant is being asked to replace all eleven trees instead of just replacing nine. Mr. Burns proposed that the applicant could be conditioned to replace at least eleven trees and that they could be spread out across the campus. Ms. Schmidt agreed to that condition. Ms. Schmidt testified that the majority of trees to be planted will be crabapple. Mr. Burns asked if the applicant will be removing the floodlights in the front of the property to which Ms. Schmidt agreed to do so.

Ms. Roskoph asked Mr. Maister to consider that the new monument directory sign along Route 38 to have less text on it because of the speeds in which people drive down that road could create a distraction. Mr. Maister said they did an analysis of the readability of the sign and that at 50mph; people will have 3.5 to 4 seconds to read everything on the sign. Mr. Maister continued and said that the amount of lettering on the sign can be up for discussion. After brief deliberation, Mr. Maister agreed to eight panels on the sign as opposed to twelve panels. The sign will remain the same size, but each panels' text size will increase.

Mr. Doerle approach the Board and mentioned with the revised sign design, the letters could be up to 7.5" in height. The max readable distance with the revised letter height would be around 280' to 300' as opposed to 200' that the old design provides. The internal lighting will not be overpowering and will provide an adequate amount of light to read at night. Overall the sign is meant to be legible.

Mr. Mancini testified before the Board in regard to the two variances being requested by the applicant, to permit a multi-tenant sign where one is not permitted and to permit a 7th freestanding sign. He then proceeded to give testimony in support of obtaining the variance through the c2 clause for a flexible variance. He believes that the signs will not impair the public good (satisfying the negative criteria) and that the signs will be aesthetically pleasing while providing better identification of the site. The applicant then added that the proposed signs are designed to be similar to the ones already existing and that this design is meant to not add any more than what was originally approved in an attempt to stay within their prior approvals while creating something more aesthetically pleasing.

Public Discussion: Seeing none, Chairperson Roskoph closed that portion of the meeting.

Motion: Following Solicitor Burns' reading the conditions imposed upon the application, and the variances needed, Carolyn Jacobs made a motion which was seconded by Raymond Benitez, to approve the application for a site plan wavier with bulk (C) sign variances and associated tree removal with the

noted conditions. Affirmative votes by Roskoph, Bauerle, Lipsett, Jacobs, McCormack, Dougherty, Terry, and Benitez. The motion is approved unanimously.

Resolution 1:

13-P-0030

Block(s) 521.17 Lot(s) 38

Zone: Neighborhood Business (B1) Zone and Residential Inclusionary Planned Development (RIPD) Overlay Zone.

Relief Requested: Site plan waiver with bulk (C) sign variances for a blade-shaped sign.

Classic Cake

480 Evesham Road, Cherry Hill, NJ

Motion to Ratify: The Board reviewed the stipulations of the Resolution to deny a site plan waiver with bulk (C) sign variances for a blade-shaped sign. Hugh Dougherty made a motion, seconded by Carolyn Jacobs to ratify the Resolution. Affirmative votes by Bauerle, Jacobs, McCormack, Dougherty, and Terry. The resolution is memorialized.

Resolution 2:

13-P-0023

Block(s) 595.02 Lot(s) 1

Zone: Shopping Center (B3) Zone.

Relief Requested: A preliminary and final major site plan with bulk (C) variances for a 4,691 SF Super Wawa Food Market (convenience store) with associated site amenities and a fueling station with eight (8) fueling pumps (six (6) gasoline and two (2) diesel) and a canopy.

Wawa, Inc.

500 Route 38 West

Cherry Hill, NJ

Motion to Ratify: The Board considered the conditions set forth within the Resolution to approve a preliminary and final major site plan with bulk (C) variances for a 4,691 SF Super Wawa Food Market (convenience store) with associated site amenities and a fueling station with eight (8) fueling pumps (six (6) gasoline and two (2) diesel) and a canopy. Brian Bauerle made a motion, seconded by Carolyn Jacobs to ratify the Resolution. Affirmative votes by Bauerle, Jacobs, McCormack, Dougherty, and Terry. The resolution is memorialized.

Meeting adjourned at 8:25pm.