



*You couldn't pick a better place.*

**PLANNING BOARD**  
**Monday, October 5, 2015**  
**APPROVED MINUTES**

**OPENING:** The meeting was called to order by Chairperson John Osorio at 7:34pm.

**PLEDGE OF ALLEGIANCE:** Led by Chairperson Osorio.

**OPMA STATEMENT:** Read by Chairperson Osorio in compliance with the Sunshine Law.

**ROLL CALL**

- **Members in attendance:** Kevin McCormack; Carole Roskoph; John Osorio; Hugh Dougherty; Sam Kates; Moly Hung; and Marlyn Kalitan.
- **Professionals in attendance:** Paul Stridick, AIA, Director of Community Development; Lorissa Luciani, PP, AICP, Deputy Director; Jacob Richman, PP, AICP, Planning Technician; Stacey Arcari, PE, Planning Board Engineer; and Jim Burns, Esq., Planning Board Solicitor.

**Comments from the Public not related to tonight's agenda:** None.

**ADMINISTRATIVE ITEMS**

Marlyn Kalitan was administered the Oath by Solicitor Burns to move from an Alternate #2 to an Alternate #1 member of the Planning Board.

*Adoption Meeting Minutes from September 8, 2015.* Hugh Dougherty made a motion, which was seconded by Sam Kates, to adopt the Meeting Minutes from September 8, 2015. Affirmative votes by Dougherty, Roskoph, Hung, Kates, and Kalitan. Minutes are approved.

*Adoption Meeting Minutes from September 21, 2015.* John Osorio made a motion, which was seconded by Kevin McCormack, to adopt the Meeting Minutes from September 21, 2015. Affirmative votes by Osorio, Hung, Kates, and McCormack. Minutes are approved.

**Agenda Items:**

**15-P-0017**

Block(s) 404.43 Lot(s) 3  
Zone: Highway Business (B2) Zone

**Orens Development, Inc.**

1240 Brace Road  
Cherry Hill, NJ

*Relief Requested: A preliminary and final major site plan with bulk (C) variances to demolish the existing Coastline Bar & Grill and construct a one-story 48,184 SF assisted living facility with 64 beds (56 rooms).*

**Exhibits Submitted:**

- A-1: Color Aerial
- A-2: Landscape Plan
- A-3: Floor Plan
- A-4: Elevations
- A-5: Elevations

**Discussion:** Applicant Orens Development, Inc. applied for a preliminary and final major site plan with bulk (C) variances to demolish the existing Coastline Bar & Grill and construct a one-story 48,184 SF assisted living facility with 64 beds (56 rooms); located at 1240 Brace Road, Cherry Hill, New Jersey (Block 404.43 Lot 3. The property is owned by JCBG, Inc.

Application was represented by:

- Richard Hoff, Esq. – Attorney for the Applicant
- Robert Stout, PE, PLS – Professional Engineer & Planner
- Scott Orens – Applicant

- Nathan Mosley – Traffic Engineer
- David Schmauk, RA – Architect

Mr. Hoff introduced the application for an assisted living facility and stated that the facility is for memory care only (i.e. people with dementia and Alzheimer's). Specifically, the facility is a 48,000 SF one-story building on a 3.2 acre piece of property, currently occupied by the Coastline Bar & Grill, consisting of 56 rooms and 64 beds. The proposal would demolish the Coastline Bar & Grill.

Mr. Stout began his presentation by clarifying that the applicant is removing two variances, previously noted by Community Development, related to the 25' residential buffer setback. Mr. Stout submitted Exhibits A-1 and A-2 to show that the site plan has been revised to eliminate those variances. Mr. Stout then gave an overview of the site and neighboring uses and pointed out that the existing site is 95% paved. The applicant will be reducing the impervious coverage by  $\frac{3}{4}$  of an acre (adding greenspace). While the building will stretch from Brace Road to Caldwell Road, there will be plenty of open space provided including the implementation of two internal courtyards in the building. There will be 30 total employees working at the assisted living facility with 27 working on a maximum shift. There will be 37 parking spaces as well as a drop-off area, its access limited to one-way traffic. Family members of residents can visit during normal visiting hours which are between 9am and 9pm every day of the week. All other visitors must make an appointment. Additionally, the site will be upgraded to provide for ADA facilities. The site has a rear access drive which is restricted to trash haulers and delivery trucks (the trash enclosure and loading zone are in the back of the building). Mr. Stout stated that the applicant is requesting a design waiver for the width of the drive aisle as having an 18' wide drive aisle as opposed to the required 22' helps to eliminate the residential buffer variance. Furthermore, trash pickup and deliveries will be infrequent, thus the rear access drive will not be utilized often. Additional landscaping, including a board-on-board fence, will be added between the building and the residence to the rear. Mr. Stout stated that since the applicant is reducing impervious coverage with this application, they will not be subject to providing a stormwater plan. In regard to lighting, LED lights will be installed throughout the site and will comply with Township lighting requirements.

Mr. Stout stated that the applicant is requesting a number of related to the number of driveways, the width of the rear access drive aisle, the number of loading areas (proposing 1 where 2 is required) and related striping, from providing sidewalks, and from providing bike racks. Mr. Stout provided reasoning for the requesting of each design waiver. The applicant is requesting one variance related to building coverage. Mr. Stout explained that the applicant is proposing 34% building coverage where a maximum of 30% is permitted. Mr. Stout elaborated that due to the type of patients the facility will house and due to the 64 bed need, a one-story building was the only option, thus the building is more expansive than what is permitted. The applicant stated that the 64 bed, 56 room building is necessary from an operational standpoint. Mr. Stout added that the internal courtyards have been provided to improve the quality of life for the residents and that it will provide them a safe outdoor environment. Mr. Stout justified the adequacy of the 37 parking spaces but could squeeze in a few more spots if need be. It was made clear that peak visitor time at this facility would not correspond with peak employee times and thus enough parking spaces would be available to potential visitors. The applicant did note that unfortunately, visitor numbers are generally low at assisted living facilities. Mr. Stout closed his presentation by affirming that the applicant agrees to all comments included in Community Development's and ERI's review letters.

Mr. Mosley gave an overview of the traffic study and trip generation analyses conducted for the proposed development. Per the analyses, the site could expect to generate 11 total morning peak hour trips and 19 total evening peak hour trips. Compared to 128 total evening peak hour trips that the Coastline Bar & Grill generates, this development would significantly reduce traffic related impacts. It was noted that residents at the facility won't drive, so only employees and visitors will be coming to the site. Mr. Mosley noted that assisted living facilities are very low intensity uses. Lastly, the applicant will be obtaining appropriate DOT approvals for the access drive onto Brace Road.

Ms. Luciani clarified that the applicant is not proposing signage at this time but that the signage could be done by right. If not, the applicant would have to come back to the Board for approval. Ms. Luciani asked that the applicant install signage to make it clear that the drop-off area is for one-way traffic only.

Mr. Schmauk provided testimony on the design and proposed materials of the assisted living facility. Exhibits A-3, A-4, and A-5 were submitted to help highlight the architectural design. The building will have residential character and each resident will have a window in their room facing the outside. Lighter contrasting colors will be used for the exterior.

Prior to the applicant's closing statement, Mr. Hoff confirmed with the Board that the applicant will provide 10% of their beds to Medicaid patients per State law.

## **Public Discussion:**

- 1) Robin Ernst of 2 Massachusetts Avenue was curious as to the timeframe to begin construction on the project. Mr. Hoff stated that the Coastline Bar & Grill is currently in bankruptcy court so it depends upon how smoothly that goes and whether the sale is approved. Ms. Ernst stated she was concerned about losing her job at the Coastline Bar & Grill as well as the jobs of her fellow co-workers. Mr. Hoff stated that his client is not involved with the Coastline Bar & Grill but that the sale is contingent upon the ruling in bankruptcy court. Several Board members expressed their empathy towards Ms. Ernst.

**Motion:** Following the reiteration of the conditions and variances needed by Solicitor Burns, Hugh Dougherty made a motion, which was seconded by Moly Hung, to approve the application with the conditions as stated. Affirmative votes by McCormack, Osorio, Dougherty, Roskoph, Kates, Hung, and Kalitan. The application is approved.

**RESOLUTIONS:**

**14-P-0045**

Block(s) 342.07 Lot(s) 1, 5 & 6  
Zone: Highway Business (B2) Zone

**Virtua Health, Inc.**

1 Brookmead Drive; 305 & 315 Route 70  
Cherry Hill, NJ

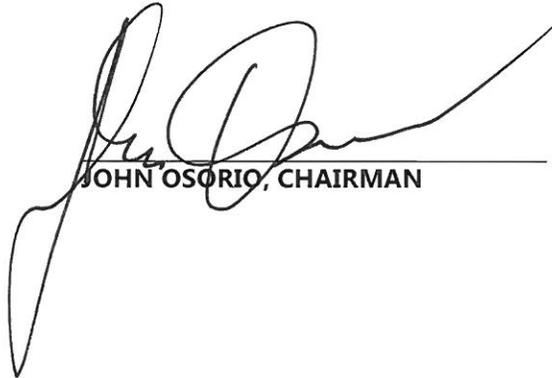
*Relief Requested: A preliminary and final major site plan with bulk (C) variances for the demolition of the existing residential building (located at 1 Brookmead Drive) and redevelop the existing (former) Keswick Cycle building into a Virtua family medicine practice, which includes tenant fit up, façade improvements, lot consolidation, signage upgrades and a various site improvements. The former Cherry Hill Motorsports (Lot 6) at 315 Route 70 East will be utilized as a Virtua Express Urgent Care and radiology practice (South Jersey Radiology), which will include site improvements and signage upgrades.*

**Motion to Ratify:** Following the review of the resolution, John Osorio made a motion which was seconded by Sam Kates, to memorialize the correcting resolution for Virtua Health, Inc. Affirmative votes by McCormack, Osorio, Kates, and Hung. The resolution is memorialized.

**Meeting Adjourned:** 8:23 PM.

**ADOPTED:**

**ATTEST:**



JOHN OSORIO, CHAIRMAN



PAUL G. STRIDICK, AIA  
PLANNING BOARD SECRETARY

