



**PLANNING BOARD**  
**Monday, October 19, 2015**  
**ADOPTED MINUTES**

*You couldn't pick a better place.*

**OPENING:** The meeting was called to order by Chairperson John Osorio at 7:33pm.

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

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

**ROLL CALL**

- **Members in attendance:** Carole Roskoph; Carolyn Jacobs; John Osorio; Hugh Dougherty; Larry Terry, Sam Kates; Gina LaPlaca; and Moly Hung.
- **Professionals in attendance:** Paul Stridick, AIA, Director of Community Development; 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**

*Adoption Meeting Minutes from October 5, 2015.* Carole Roskoph made a motion, which was seconded by Sam Kates, to adopt the Meeting Minutes from October 5, 2015. Affirmative votes by Osorio, Roskoph, Dougherty, Hung, Kates, and Minutes are approved.

**Agenda Items:**

**15-P-0024**

Block(s) 285.03 Lot(s) 2 & 3

Zone: Shopping Center Business (B3) Zone

*Relief Requested: A Site Plan Waiver with Bulk (C) Sign Variances to install additional façade signage for Aldi's Food Market.*

**Aldi, Inc. (Pennsylvania)**

2110 Route 38

Cherry Hill, NJ

**Exhibits Submitted:**

A-1: Lease Exhibit Plan

A-2: Existing Sign Photos

**Discussion:** Applicant Aldi, Inc. (Pennsylvania) applied for a Site Plan Waiver with Bulk (C) Sign Variances to install additional façade signage for Aldi's Food Market; located at 2110 Route 38, Cherry Hill, New Jersey (Block 285.03 Lots 2 & 3). The property is owned by Ackrick Associates.

Application was represented by:

- Richard Goldstein, Esq. – Attorney for the Applicant
- Rachel Graceman – Aldi's District Manager

Mr. Goldstein introduced the application for Aldi's and gave an overview of the site location. The applicant is proposing two (2) additional façade signs (one facing Route 38 and the other facing Cherry Hill Mall Drive) that say "Food Market". These signs are in addition to the existing Aldi's logo sign on each frontage. Aldi's also has an existing freestanding sign that is part of an existing multi-tenant sign along Route 38. Each "Food Market" sign is proposed to be 38 SF and will be internally illuminated (and will turn off at the night at the close of business). Mr. Goldstein stated that the purpose of the sign is provide for better visibility and identification of the site as the building is oriented and setback from the frontages in such a way that it makes Aldi's difficult to locate. Exhibit A-1 and A-2 were presented to the Board in order to illustrate this particular point. Per the provided photographs, existing landscaping also partially shields the store from people traveling along Route 38.

Ms. Graceman confirmed that Mr. Goldstein's testimony regarding the site and the proposed signs was accurate. Ms. Graceman explained that Aldi's is not a household name in the area and having the "Food Market" sign added to the building makes it easier for potential customers to know what services Aldi's offers. Ms. Graceman noted that the "Food Market" signage is part of the prototypical sign package that Aldi's uses in its other locations.

Mr. Stridick confirmed to the Board that Aldi's has frontage along Route 38 and Cherry Hill Mall Drive. Mr. Stridick explained that the variances are due to the fact that only one (1) façade sign is permitted per frontage and the application would have two (2) signs on each frontage if the application were to be approved. The other variance is due to the fact that the Zoning Ordinance permits no more than four (4) signs per business establishment and that the proposal before the Board tonight would bring the total number of signs for Aldi's up to five (5) signs. Mr. Osorio stated that the sight lines to Aldi's are obstructed, with Mr. Dougherty noting that the site is irregularly shaped and the building is oriented in a strange manner to the roadway. Mr. Goldstein added that the applicant agrees to all conditions as stated in Community Development's review letter.

**Public Discussion:** None.

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

**15-P-0021**

Block(s) 562.01 Lot(s) 1  
Zone: Institutional (IN) Zone

**SMVS Cherry Hill, LLC**

35 Burnt Mill Road  
Cherry Hill, NJ

*Relief Requested: A Preliminary and Final Major Site Plan with Bulk (C) Variances to construct a two-story 2,112 SF addition and various site improvements to the existing SMVS Hindu Temple. The proposal does not expand the prayer hall; however, the proposed addition provides additional toilet rooms, office space, storage space, shoe rooms, a chair lift, and a new lobby accessory to the prayer hall.*

**Exhibits Submitted:**

- A-1: Existing Conditions Plan
- A-2: Site Plan
- A-3: Front Elevation
- A-4: Side Elevation
- A-5: Proposed front elevation
- A-6: Proposed side elevation
- A-7: Photograph of proposed sign

**Discussion:** Applicant SMVS Cherry Hill, LLC applied for a Preliminary and Final Major Site Plan with Bulk (C) Variances to construct a two-story 2,112 SF addition and various site improvements to the existing SMVS Hindu Temple; located at 35 Burnt Mill Road, Cherry Hill, New Jersey (Block 562.01 Lot 1. The property is owned by SMVS Cherry Hill, LLC.

Application was represented by:

- Damien Del Duca, Esq. – Attorney for the Applicant
- Mehul Patel – SMVS Cherry Hill, LLC
- Josh Hanrahan, PE – Engineer
- Sashi Patel – Architect
- Aavart Patel – Architect

Mr. Del Duca introduced the application for SMVS Cherry Hill, LLC and that the owner of the site proposes to construct a two-story 2,112 SF addition to the existing church building for the purposes of expanding the facilities offered at the church. SMVS will be utilizing the site as a Hindu Temple and that the existing church building (to be converted into a Temple) is part of one lot while the site they own comprises of 4 total lots (5 acres total). The application also proposed a number of site improvements including a reconfiguration of the parking lot (utilizing cross parking and cross access easements) that will have a total of 95 parking spaces. Services at the temple will be held on Saturday afternoons and while the adults are in the temple, the children will be in the gymnasium which is located on SMVS's land. Mr. Del Duca noted that while the temple population will grow over time, many of the congregants will walk to services. As part of the application, two variances are required. One variance is to permit an existing non-conforming residential buffer and the other variance is to lessen a nonconformity for the Right-Of-Way (ROW) parking setback (0' to 5'). In order to mitigate the non-conforming residential buffer setback, the applicant will be installing vinyl fencing along the perimeter of Hurff and Philmar Avenue as well as installing shade trees. Mr. Del Duca stated that the applicant has no objections to any of the comments in Community Development's or ERI's review letters except to provide the appropriate planting density along the residential buffers (this was explained later on that the exception was related to a design waiver and not a variances as

well as that landscaping will be installed but not too the specific density requirements). The applicant explained that the everything but the fencing will be completed as part of Phase 1 of the project (it was agreed upon later in the meeting that the applicant would at least install the vinyl fencing along a portion of Philmar Avenue as part of Phase 1). Lastly, Mr. Del Duca stated that the cross access and cross parking easements would be recorded as a condition of approval.

Mr. Patel stated he is overseeing the project and prepared the project narrative/operations statements that were provided to the Board. Mr. Patel noted that the long term plans are to utilize all of the buildings throughout the entire site and understands that any expansion requires Board approval and that the easements would need to be revised if any expansion or sale took place. Mr. Mehul affirmed that their services are held on Saturday afternoon and their operation would not interfere with weekday rush hour traffic.

Mr. Hanrahan gave a brief overview of the site plan including the parking reconfiguration, landscaping, lighting, fencing, and various other improvements. The applicant agreed to work with Community Development on the landscaping plan and agreed to perform a night light function test.

Mr. Sashi and Aavart Patel provided testimony regarding the design of the façade improvements and the addition, and confirmed that the height of the roofline and dome fall within the bulk requirements for the zone. A discussion ensued about the discrepancy of the total square footage of the addition and that a specific number would be provided during conformance review.

Mr. Patel explained that the reason for the addition is provide additional facilities for its members, not to expand the prayer hall. The addition will provide a new lobby, office space, storage space, bathrooms, shoe rooms, a chair lift, and ADA improvements. Mr. Patel added that the existing basketball court will be repaired and used for recreational activities.

Mr. Hanrahan described the proposed monument sign to be located at the corner of Burnt Mill Road and Hurff Avenue and will be built during Phase 1. The sign is not internally illuminated (will have down lighting) and will complement the materials of the temple. The applicant understood that the sign must conform to the sign ordinance or they would have to come back to the Board for variances and that the applicant must maintain compliant signage at all times.

**Public Discussion:** None.

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

**RESOLUTIONS:**

**15-P-0017**

Block(s) 404.43 Lot(s) 3

Zone: Highway Business (B2) Zone

*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).*

**Orens Development, Inc.**

1240 Brace Road

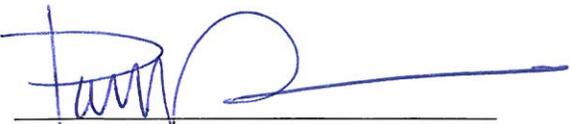
Cherry Hill, NJ

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

**Meeting Adjourned:** 8:55 PM.

**ADOPTED:**

**ATTEST:**



**PAUL G. STRIDICK, AIA  
PLANNING BOARD SECRETARY**



**JOHN OSORIO, CHAIRMAN**

