



**PLANNING BOARD**  
**Monday, July 20, 2015**  
**APPROVED 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:** Kevin McCormack; Carolyn Jacobs; John Osorio; Sam Kates; Larry Terry, Sr.; Gina LaPlaca; Moly Hung; and Marlyn Kalitan.
- **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 July 6, 2015.* John Osorio made a motion, which was seconded by Kevin McCormack, to adopt the Meeting Minutes from July 6, 2015. Affirmative votes by Jacobs, McCormack, Hung, Osorio, Kates, LaPlaca, and Kalitan. Minutes are approved.

**Agenda Items:**

**15-P-0012**

Block(s) 55.02 Lot(s) 1 & 1.02

Zone: Shopping Center Business (B3) Zone

*Relief Requested: A site plan waiver with bulk (C) sign variances to erect freestanding and façade signage for Bob's Discount Furniture at the Garden State Pavilions (Building E).*

**Bob's Discount Furniture**

2234 Route 70 West

Cherry Hill, NJ

**Exhibits Submitted:**

A-1: Color Renderings of the Sign Package

A-2: Site Plan of Garden State Pavilions

**Discussion:** Applicant Bob's Discount Furniture, applied for a site plan waiver with bulk (C) sign variances to erect freestanding and façade signage for Bob's Discount Furniture at the Garden State Pavilions (Building E); located at 2234 Route 70 West, Cherry Hill, New Jersey (Block 55.02 Lots 1 & 1.02). The property is owned by Garden State Pavilions Center, LLC.

Application was represented by:

- Nathan Fox, Esq. – Attorney for the Applicant
- Tiffany Kubiello, PP, AICP – Professional Planner
- Andrew Tate – Construction Manager for Bob's Discount Furniture
- Ken Gioffre – TriStar Sign Management

Mr. Fox introduced the application for the requested signage and gave a brief over of the site. Mr. Fox explained that the sign they are proposing is on the back of the front parapet wall and will be similar to the sign approved for Burlington Coat Factory (albeit that sign was approved on the rear of the building as opposed to the back of a parapet wall).

Mr. Gioffre presented Exhibit A-1 and talked about the prior approved signs (two freestanding signs on existing multi-tenant signs and the front façade sign). A rendering of the proposed Bob's Discount Furniture sign was also shown showing the location on the rear of the parapet wall. Mr. Gioffre noted that he has been on the roof to view the location of the sign. It will be constructed out of plastic and metal materials as well as being internally illuminated with LED lights. The

sign lights can be shut off after hours. Mr. Gioffre testified that the sign would be visible from the train tracks and from Route 70. Mr. Gioffre does not believe a smaller sized sign would be visible from the train tracks and Route 70. The proposed sign size of 265 SF was picked in order to maximize the utilization of the rear of the parapet wall and so that the sign would be as visible as possible. Mr. Gioffre noted that the sign is not three-dimensional. Mr. Gioffre admitted that he did not take measurements from the sign to the train tracks. Mr. Gioffre explained that reducing the size of the sign to 150 SF would not make the sign effective for people driving along Route 70. A discussion then ensued regarding the proposed sign's visibility from various locations.

Ms. Kubiello presented Exhibit A-2 in order to give the location of the proposed sign some context. She noted that the sign is about 300 to 400 feet away from the Burlington Coat Factory sign, thus set back much farther from Route 70 and does not have as clear visibility from Route 70 (approximately 2000 feet away). Having a larger sign and having it higher up improves the sign's visibility to people traveling along Route 70. Due to the store's far setback from Route 70, it meets the hardship criteria. Ms. Kubiello testified that the sign would be visible from the rail line and in effect, the rail line is like a street since people are transported along it. Ms. Kubiello believes that the sign will not be a detriment to the public good and believes the sign is proportional to the overall size of the parapet. Ms. Kubiello noted that installing the sign lower down on the building (like the Burlington Coat Factory sign) would make the sign not visible due to vegetation located along the train tracks. Ms. Kubiello stated that she wasn't sure if a 150 SF sign would be visible from the train tracks.

Ms. Jacobs stated that she does not see the necessity of the sign and does not view the train line as a street frontage. A discussion ensued about visibility from the sign to the train platform and rail line. Many Board members expressed that they want to see pictures of the site lines in order to make a more reasoned decision on the sign application.

**Public Discussion:** None.

After the Board requested the applicant to provide pictures showing the site lines from the train station to the sign, Mr. Fox requested that the application be continued to the next Planning Board meeting.

**Motion:** Following the applicant's request to continue the application, John Osorio made a motion, which was seconded by Carolyn Jacobs, to continue the application to the August 3<sup>rd</sup>, 2015 Planning Board meeting. Affirmative votes by Affirmative votes by McCormack, Jacobs, Osorio, Kates, Terry, LaPlaca, Hung, and Kalitan. The application is continued to the August 3<sup>rd</sup>, 2015 Planning Board meeting.

**15-P-0013**

Block(s) 163.01 Lot(s) 5  
Zone: Highway Business (B2) Zone

**Jay Several (PDQ)**  
614 Haddonfield Road  
Cherry Hill, NJ

*Relief Requested: A preliminary and final major site plan with bulk (C) variances to demolish an existing office building and build a 3,309 SF casual dining restaurant with a drive-thru.*

**Exhibits Submitted:**

- A-1: Site Conditions Plan
- A-2: Colored Site Plan
- A-3: Elevations
- A-4: Elevations
- A-5: Elevations

**Discussion:** Applicant Jay Several (PDQ), applied for a preliminary and final major site plan with bulk (C) variances to demolish an existing office building and build a 3,309 SF casual dining restaurant with a drive-thru; located at 614 Haddonfield Road, Cherry Hill, New Jersey (Block 163.01 Lot 5). The property is owned by 614 HF, LLC.

Application was represented by:

- Peter Thorndike, Esq. – Attorney for the Applicant
- Jay Several – Principal/Developer
- John Pettit, PP, PE – Engineer/Planner
- Andrew Lee – Architect
- Andrew Miranda – Traffic Engineer

Mr. Thorndike introduced the site plan application for a new drive-through restaurant called PDQ and gave an overview of the site location and characteristics.

Mr. Several gave an overview of the site history and prior uses (offices). The proposal is for a 3,309 SF PDQ restaurant with a drive-through. The existing building on the site is proposed to be demolished and then build the site anew. An overview of PDQ's operations was presented and it was explained that a PDQ with similar operations is being built in Sicklerville, NJ.

Mr. Several noted that PDQ is an up and coming restaurant chain. It was explained that PDQ does not use frozen food nor do they deep-fry their food (they use soybean oil). Food prep starts in the morning and then the food is assembled to order. The drive-through will not use an intercom as employees at the drive-through windows will be taking orders in person. When the drive-through is busy, an employee will come out to the cars individually and take their orders using an iPad. The only speakers that will be used will be for music playing out on the outdoor patio area. The speakers may also be used for emergency announcements (no advertising). Deliveries will occur overnight 2 to 3 times per week (after hours). Produce and linens will come 2 to 3 times per week in the morning around 9am. The store will be open 10am to 11pm (with employees arriving prior to opening in order to start food prep). Mr. Several explained how trash, recycling, and grease trap pickups will occur.

Mr. Pettit introduced Exhibits A-2 through A-5 in order to provide more context on what the overall site plan and building will look like. Mr. Pettit discussed the site characteristics, traffic flow, lighting, and landscaping. The applicant proposed inlets in order to manage stormwater and roof gutters will be piped underground. Mr. Pettit then went through Community Development's and ERI's review letters.

Mr. Several gave more details about deliveries in that they will come via box truck and tractor trailer. After hour deliveries will be between 11pm and 2:30am. The driver will have a key to the restaurant and will be able to drop the goods off inside. While this location does not have residences in the immediate vicinity, other PDQ locations are around residences and they have had no complaints regarding deliveries after hours.

Mr. Pettit discussed with the Board how the drive-through will be designed and also went through the open space and lot coverage variances being requested. Mr. Pettit noted that all variances are being improved over the existing conditions. Mr. Pettit also discussed the requested sign variances for freestanding sign area, total number of signs, façade signs without street frontage, and menu sign size and location related variances. Community Development noted that a variance is not necessary for "Fresh Tenders [etc.]". The applicant agreed to perform a night light function test and supported the positive and negative criteria. The Board did express concern over the rear façade sign facing the St. Thomas Greek Orthodox Church to which Mr. Several explained that the sign is more of a logo (for branding purposes). It was also noted that the revised plan will show the patio area barrier and traffic calming measures to the site and drive-through.

Mr. Miranda gave an overview of the traffic analysis conducted for the site. He noted that there are 50 trips in the PM and 100 trips on Saturday into the site. The delays when exiting the site would be eased to the traffic lights to the north and south of the site creating gaps in traffic. Mr. Miranda believes the stacking lane for the drive-through is sufficient. A discussion then ensued on queuing and average wait times for orders and contingencies if the drive-through backs up. Mr. Several noted that PDQ has a parking agreement lease with St. Thomas to alleviate parking issues.

Mr. Thorndike quickly showed the architectural plans and said that the Architect could elaborate on the plan if there are any questions (none were asked).

**Public Discussion:** None.

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

#### **RESOLUTIONS:**

##### **14-P-0037**

Block(s) 437.01 Lot(s) 3-9, 14, & 21

Zone: Hwy Business (B2) & Indus. Restricted (IR) Cherry Hill, NJ

*Relief Requested: A preliminary and final major site plan with bulk (C) variances to redevelop an existing 150,000 SF building (formerly known as Syms) and to provide a 1,600 SF addition for a medical office building (Lots 3-9; 21), including various site improvements. Parking and access reconfiguration is proposed for Lot 14.*

**FC Cherry Hill, LLC/NM Cherry Hill, LLC & D&D Hay Associates, LLC**

Cardone Avenue

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 Starbucks Coffee Company. Affirmative votes by Jacobs, McCormack, Osorio Kates, LaPlaca, Hung, and Kalitan. The resolution is memorialized.

##### **15-P-0008**

Block(s) 286.01 Lot(s) 4

Zone: Institutional (IN) Zone

*Relief Requested: A preliminary and final major site plan with bulk (C) variances to develop a multi-purpose gymnasium and auditorium addition to an existing school, installation of a new monument sign, and various site improvements.*

**Catholic Community of Christ Our Light**

402 North Kings Highway

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 Starbucks Coffee Company. Affirmative votes by Jacobs, McCormack, Osorio Kates, LaPlaca, Hung, and Kalitan. The resolution is memorialized.

**Meeting Adjourned:** 10:03 PM.

**ADOPTED:**



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**JOHN OSORIO, CHAIRMAN**

**ATTEST:**



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