



**PLANNING BOARD**  
**Monday, August 3, 2015**  
**APPROVED MINUTES**

*You couldn't pick a better place.*

**OPENING:** The meeting was called to order by Chairperson John Osorio at 7:40pm.

**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; Carolyn Jacobs; John Osorio; Hugh Dougherty; Sam Kates; Gina LaPlaca; 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**

*Adoption Meeting Minutes from July 20, 2015.* John Osorio made a motion, which was seconded by Sam Kates, to adopt the Meeting Minutes from July 20, 2015. Affirmative votes by Jacobs, McCormack, Hung, Osorio, Kates, LaPlaca, and Kalitan. Minutes are approved.

Chairman Osorio announced that the application for Bob's Discount Furniture would be carried to the September 8, 2015 meeting of the Planning Board.

**Agenda Items:**

**14-P-0043**

Block(s) 158.01 Lot(s) 1, 7 & 8

Zone: Highway Business (B2) Zone

*Relief Requested: A preliminary and final major site plan with bulk (C) variances and minor subdivision to demolish and redevelop the properties into strip retail/commercial with various site improvements and modified access.*

**Bryn Mawr Cherry Hill II, LLC**

706-710 Haddonfield Road

Cherry Hill, NJ

**Exhibits Submitted:**

A-1: Aerial Photograph

**Discussion:** Applicant Bryn Mawr Cherry Hill II, LLC, applied for a preliminary and final major site plan with bulk (C) variances and minor subdivision to demolish and redevelop the properties into strip retail/commercial with various site improvements and modified access; located at 706-710 Haddonfield Road, Cherry Hill, New Jersey (Block 158.01 Lots 1, 7 & 8). The property is owned by Hollis Plaza, LLC.

Application was represented by:

- Richard Goldstein, Esq. – Attorney for the Applicant
- Steve Bach, PE, RA, PP – Professional Engineer & Planner
- David Shropshire – Traffic Engineer
- Harvey Sternberg – Applicant

Mr. Goldstein gave an overview of the application for a preliminary and final major site plan with bulk variances and detailed the site characteristics. Exhibit A-1 was submitted to give context of the site location and surrounding uses. By way of history, the site and existing two-story building was most recently used as offices for the Multiple Sclerosis Association of America and a travel agency office. The applicant is proposing to eliminate the interior lot (Lot 8) and adjust the lot lines so the site is split between Lots 1 and 7. Development will be split into two phases known as Phase I and

Phase II. The proposal is to develop a combination of retail and restaurant uses on the site. Both lots will have shared parking and cross-access easements. Mr. Goldstein stated that this proposal continues the needed redevelopment of Haddonfield Road. In addition to a variety of site improvements proposed as part of the application, the applicant is also proposing monument signs for each phase of development.

Mr. Sternberg gave a background of his development experience as explained why he picked this particular property. An overview of the site operations were provided for the future retail and restaurant tenants. Mr. Sternberg confirmed that he is aware this site abuts residential properties and will be cognizant of site operations and deliveries in and out of the property. Mr. Sternberg affirmed there would be no deliveries between 10pm and 7am. The site will be rebuilt with brand new buildings with contrasting materials and colors. The applicant will work with the Department of Community Development on final building design and aesthetics. The applicant is also proposing stone base internally illuminated multi-tenant monument signs to identify the future tenants. While the applicant is not necessarily trying to attract more restaurants to the site, it is understood they help generate other types of businesses. The applicant understood that restaurants have different parking requirements than other retail businesses.

Mr. Bach presented the plan for the Phase I portion of the development and that it consists of approximately 17,000 SF of flex commercial space (mix of retail and restaurant). The site plan has been designed using the maximum build out proofs which takes into account the maximum amount of parking spaces that each restaurant may generate. The applicant is proposing various landscaping, lighting, ADA/parking, and stormwater improvements. The applicant will work with ERI to iron out the drainage calculations and implement more stormwater mitigation techniques. The applicant will also install fencing along the side property lines and will review the specific sizing and location of the fence administratively with the Department of Community Development. A total of 142 parking spaces are proposed for Phase I, where 151 are required. For Phase II, approximately 7,000 SF of retail is proposed. A total of 153 parking spaces are required where only 137 spaces are being proposed (alternatively, the applicant may propose 134 parking spaces). Deliveries will be handled via box trucks but the site can also accommodate tractor trailers. A discussion of driveways, curb cuts, asphalt repair, restriping and bumpers versus bollards ensued. The applicant agreed to all Department of Community Development and ERI except as expressly stated. Mr. Bach went over the all variances required including lot coverage, open space, buffering, parking, and signage. A discussion then ensued regarding lighting, landscaping, and design waivers. The applicant agreed to conduct a Night Light Function Test as a condition of approval. After supporting the positive and negative criteria for the variances, the applicant noted that they will work with Code Enforcement to implement proper ADA pathways.

Mr. Shropshire noted that the intersection of Garden Park Blvd and the entrance to the shopping plaza will be redesigned to align the roadways and create turning and movement options. Improvements will also be made to the driveways themselves. Mr. Shropshire noted that there won't be a substantial increase in traffic compared to the current site if it was utilized; however, there will be higher driveway activity. Mr. Shropshire clarified that there are actually 150 spaces (providing 142) needed for Phase I and 152 parking spaces (providing 134 to 137) for Phase II. Mr. Shropshire supported the positive and negative criteria related to the parking variances and potential traffic impacts. A discussion ensued regarding outdoor seating and truck turning as well as Mr. Shropshire providing the Board qualitative information regarding his site observations.

**Public Discussion:** Theresa Bellon of 1010 Hollis Avenue objected to the variance being requested and believes the proposed improvements will be a detriment to the neighborhood's property values. Ms. Bellon also expressed concern regarding impacts related to traffic, crime, operations, buffering, lighting, and safety that the proposed development would potentially create. Ms. Bellon stated she would notify the Cherry Hill Police Department's Traffic Safety Unit in regard to her traffic and parking concerns along the adjacent streets. Mr. Sternberg responded that he would work with Ms. Bellon to try to improve the buffer conditions and the fence barrier.

Mr. Goldstein gave his closing comments and Solicitor Burns went through the variances and conditions of the application. It was noted that the Department of Community Development will look at the traffic/parking impacts on Hollis Avenue and Martin Avenue and report their findings to Township Council.

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

## **RESOLUTIONS:**

### **15-P-0013**

Block(s) 163.01 Lot(s) 5

Zone: Highway Business (B2) Zone

*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.*

**Jay Several (PDQ)**

614 Haddonfield Road

Cherry Hill, NJ

**Motion to Ratify:** Following the review of the resolution, John Osorio made a motion which was seconded by Gina LaPlaca, to memorialize the correcting resolution for Jay Seval (PDQ). Affirmative votes by Jacobs, McCormack, Osorio Kates, LaPlaca, Hung, and Kalitan. The resolution is memorialized.

**Meeting Adjourned:** 10:00 PM.

**ADOPTED: SEPTEMBER 8, 2015**

  
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**HUGH DOUGHERTY, VICE CHAIRMAN**

**ATTEST:**

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