



PLANNING BOARD
Tuesday, September 8, 2015
APPROVED MINUTES

You couldn't pick a better place.

OPENING: The meeting was called to order by Vice-Chairperson Hugh Dougherty at 7:32pm.

PLEDGE OF ALLEGIANCE: Led by Vice-Chairperson Dougherty.

OPMA STATEMENT: Read by Vice-Chairperson Dougherty in compliance with the Sunshine Law.

ROLL CALL

- **Members in attendance:** Carolyn Jacobs; Hugh Dougherty; Carole Roskoph; Sam Kates; Larry Terry, Sr.; Gina LaPlaca; Moly Hung; and Marlyn Kalitan.
- **Professionals in attendance:** Paul Stridick, AIA, Director of Community Development; Lorissa Luciani, PP, AICP, Deputy Director; Chris Noll, 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 August 3, 2015. Sam Kates made a motion, which was seconded by Moly Hung, to adopt the Meeting Minutes from August 3, 2015. Affirmative votes by Jacobs, Dougherty, Roskoph, Terry, Hung, Kates, LaPlaca, and Kalitan. Minutes are approved.

RESOLUTIONS:

14-P-0043

Block(s) 158.01 Lot(s) 1, 7 & 8
Zone: Highway Business (B2) Zone

Bryn Mawr Cherry Hill II, LLC

706-710 Haddonfield Road
Cherry Hill, NJ

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.

Motion to Ratify: Following the review of the resolution, Moly Hung made a motion which was seconded by Carole Roskoph, to memorialize the resolution for Bryn Mawr Cherry Hill II, LLC. Affirmative votes by Jacobs, Dougherty, Roskoph, Terry, Hung, Kates, LaPlaca, and Kalitan. The resolution is memorialized.

Agenda Items:

15-P-0012

Block(s) 55.02 Lot(s) 1 & 1.02
Zone: Shopping Center Business (B3) Zone

Bob's Discount Furniture

2234 Route 70 West
Cherry Hill, NJ

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).

Continued from the July 20, 2015 Planning Board Meeting

Exhibits Submitted:

A-2: 57 Exhibit Photo & Schematic (#27-29: 265 SF Sign; #39-41: 150 SF Sign; and #2-10: Rear of Shopping Center)
A-3: Visibility Chart

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

Prior to the continuance of the application, Mr. Dougherty and Ms. Roskoph acknowledged that while they weren’t at the original hearing, that they listened to the recordings and have both signed their certifications.

Mr. Fox introduced exhibit A-2 and began by showing the difference between a 265 SF and a 150 SF sign when mounted on the rear parapet of the existing Bob’s Discount Furniture Store building. Also shown were color photographs of the proposed sign from the perspective of people standing on the train platform. Mr. Fox showed examples of obstructed sight lines if the sign was erected on the rear façade of the building as opposed to the rear parapet. Mr. Dougherty noted that the proposed sign wouldn’t be visible from the loading dock to which Mr. Fox stated that they would put a small sign on the rear door. Mr. Fox said the purpose of the proposed sign is to attract customers from people riding the nearby train line.

Mr. Tate stated that they have studied the train ridership numbers and believe the ridership numbers are significant enough to be able to attract new customers. Mr. Tate explained that a customer riding the train could stop at their store, pick out furniture, and pick up the furniture at a later time or at another location, or have the furniture delivered. Mr. Tate explained that having a sign on the back of the parapet will add additional visibility to people riding the train as the store is set back far from Route 70. Ms. Jacobs noted that the Board would discount the train ridership numbers specifically related to people who use Cherry Hill Station as their point of origin as they would have to go right past the front of Bob’s to get to the station. Mr. Kates believes the visibility from the train will be de minimus and that the applicant has not seen what the store would look like from the perspective of someone actually inside of the train. The applicant stated that they believe the name recognition of Bob’s is not quite as strong in this area and that the additional signage would make their brand more visible and recognizable. Mr. Tate stated that he is not aware of other Bob’s stores with a sign on the back of the building.

Mr. Gioffre presented a visibility chart (A-3) in order to show how people traveling along the train line will see the proposed sign and the various characteristics associated with it. Mr. Gioffre also confirmed that he took the photos presented in A-2. Per the discussion regarding visibility, the proposed sign would have 60 inch high letters but the corresponding visibility chart says that a minimum of 22 inch high letters would be visible for people on the train tracks looking at the proposed 265 SF sign. Ms. Luciani followed up by stating that it is unclear why the applicant is asking for a larger sign than what is needed to actually be visible. Additionally, Ms. Luciani noted that the Board does not have information regarding speed of travel as people on the train would not be seeing the sign from a stand still. Mr. Kates stated that he does not see a hardship in order to grant this variance. Mr. Fox stated that there have been a lot of changes in tenancy at this particular lease space and that the additional signage would make the business more visible. Solicitor Burns stated that economic reasons are not a justification to grant a variance and Ms. Luciani stated that she believes the majority of business comes from Route 70 as opposed to the train line, regardless of the ridership numbers. Ms. Jacobs stated that she did not see any positive criteria being met by this sign application.

Following no public comment and subsequent to the recent testimony, the applicant requested to withdraw the application which was granted without prejudice.

14-P-0041

Block(s) 522.01 Lot(s) 2
 Zone: Residential (R1) Zone

Chabad Lubavitch

1925 Kresson Road
 Cherry Hill, NJ

Relief Requested: A preliminary and final major site plan with bulk (C) variances to construct a two-story, 6,200 SF per story, seating area (for services), and classroom and community room addition to the existing Synagogue and various site improvements.

Exhibits Submitted:

- A-1: Color rendering of the submitted site plan
- A-2: Color Rendering
- A-3: Floor Plans
- A-4: Roof Plan
- A-5: Color Rendering of Elevation

Discussion: Applicant Chabad preliminary and final major site plan with bulk (C) variances to construct a two-story, 6,200 SF per story, seating area (for services), and classroom and community room addition to the existing Synagogue and various site improvements; located at 1925 Kresson Road, Cherry Hill, New Jersey (Block 522.01 Lot 2). The property is owned by Chabad Lubavitch of Camden County NJ.

Application was represented by:

- Frank Tedesco, Esq. – Attorney for the Applicant
- Rabbi Mendel Mangel – Chabad Lubavitch
- Henry Haley, PE – Engineer
- Albert Taus, RA – Architect

Mr. Tedesco began the application by giving an overview of the site location and development history. Mr. Tedesco noted that the application is looking to expand the existing building to accommodate additional seating areas, classrooms, and a community room. Variances being requested related to a preexisting nonconforming right-of-way parking setback (not being changed) and a variance for parking spaces (proposing 103 where a minimum 110 is required).

Mr. Haley presented A-1 to the Board and pointed out the various uses on the subject site and the surrounding uses. The applicant is proposing a two-story 6,200 SF (per story) addition (though part of the addition is sub-grade). The proposal doubles the sizes of the overall building. The upper level will be a meeting area with a sanctuary expansion while the lower level will be used for classrooms and storage. The sidewalk will be modified to accommodate the addition and to upgrade the site's ADA accessibility. Lighting and landscaping on the site will also be upgraded. The applicant is requesting a few design waivers including from providing a loading area, from providing curbing (as no major modifications are proposed to the parking lot), and for having a 21' wide driveway as opposed to a 22' wide driveway. In regard to parking, the site currently has 105 parking spaces, though two (2) spaces will be removed as part of the application. Mr. Haley stated that many of the members (30 to 40%) of Chabad Lubavitch walk to synagogue, so not as many parking spaces are needed. A total of 301 seats will be provided in the sanctuary. Mr. Haley stated that the single family home (for the Rabbi) in the back of the site could accommodate ten (10) additional vehicles. Per Mr. Haley's testimony, only 103 spaces will be needed to accommodate the use and the applicant is providing 103 spaces. Mr. Haley gave an overview of the lighting plan and clarified that they have eliminated the design waiver of exceeding 0.25 footcandles at the property line. Mr. Haley said the applicant is providing ADA accessibility even though religious uses are technically exempt from meeting this requirement.

Rabbi Mangel explained that the synagogue has about 80 to 100 people come on a normal Saturday service. During the high holy days, the numbers increases too about 200 to 250 total people. The Rabbi stated that only he and his wife are employees at the synagogue. The Rabbi states that 40 to 60% of their congregation walks to synagogue. The Rabbi stated that the existing facilities are too small to accommodate the services they try to provide at the synagogue (i.e. Kiddush). The Rabbi does not see any detriment to the public good or surrounding properties if the proposed addition is approved. Chabad Lubavitch also provided Sunday school for about 75 children. The Rabbi explained that many of the services offered on the site are not offered at the same time, thus the amount of people at the site does not compound. The Rabbi does not expect overflow parking issues. The Rabbi explained that he does not expect any growth in the congregation. The Rabbi clarified that the lower level will really only be used for storage.

Mr. Taus presented a few renderings of the proposed addition. Mr. Taus explained how the space was designed and that it helped maximize the space available to the congregants. In regard to materials, stucco and Jerusalem stone will be used and the addition will have the shape of a menorah. The entrance has also been updated in order to be more welcoming. As a side note, the applicant stated they will work with Community Development to develop an appropriate landscaping plan and that storm gutters will be directed underground. The applicant agrees to all DCD & ERI review letter comments.

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 Carole Roskoph, to approve the application with the conditions as stated. Affirmative votes by Jacobs, Dougherty, Roskoph, Terry, Hung, Kates, LaPlaca, and Kalitan. The application is approved.

Meeting Adjourned: 9:34 PM.

ADOPTED:



JOHN OSORIO, CHAIRMAN

ATTEST:



PAUL G. STRIDICK, AIA
PLANNING BOARD SECRETARY

