



PLANNING BOARD
Monday, September 21, 2015
APPROVED MINUTES

You couldn't pick a better place.

OPENING: The meeting was called to order by Chairperson John Osorio at 7:30pm.

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; 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

None.

Agenda Items:

14-P-0045

Block(s) 342.07 Lot(s) 1, 5 & 6

Zone: Highway Business (B2) Zone

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.

Virtua Health, Inc.

1 Brookmead Drive; 305 & 315 Route 70

Cherry Hill, NJ

Exhibits Submitted:

A-1: Color rendering of site plan

A-2: Elevation renderings

Discussion: Applicant Virtua Health, Inc. applied for 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; located at 1 Brookmead Drive and 305 & 315 Route 70, Cherry Hill, New Jersey (Block 342.07 Lots 1, 5 & 6. The property is owned by VRI 305 Route 70 East, LLC.

Application was represented by:

- William Hyland, Esq. – Attorney for the Applicant
- Tim Kernan, PE, PP – Professional Engineer & Planner
- John Angelucci – Virtua VP
- Rebecca Lynch – Virtua VP
- Dr. William Muhr – South Jersey Radiology Associates
- Keith Falco, RA – Architect
- Dennis O'Hara – Sign Company

Mr. Hyland introduced the application for Virtua and noted that the existing house on the site has been demolished. The former Keswick Cycle building will be converted to a Virtua Family Medicine practice while the former Cherry Hill Motorsports building will be converted into a Virtua Urgent Care and new location for South Jersey Radiology Associates (SJRA). Mr. Hyland stated that a number of building renovations and site improvements are proposed as part of the application. A number of existing nonconformities and sign variances are requested, along with some design waivers. Exhibit A-1 was then submitted to the Board.

Mr. Angelucci stated that Virtua is leasing lots 1, 5 & 6 for their facilities. He described some of the proposed site improvements including circulation and landscaping. There will also be a number of interior and exterior building renovations. An air conditioning unit will be moved to the top of the roof and properly screened. Mr. Angelucci noted that the two sites will have cross-access and cross-parking easements making it easy for customers to travel freely between each Virtua site.

Ms. Lynch described the types of services offered at each building. Hour of operation for the Family Practice will be from 8am to 530pm, Monday through Friday, except for Wednesday where late hours will be offered until 8pm. Limited waste will be generated at this site with box deliveries once a week. The urgent care will be open 7 days a week from 9am to 830pm, Monday through Friday, and 9am to 430pm on weekends. Deliveries and trash generation will be the same as with the Family Practice. The Urgent Care will primarily deal with minor injuries and illnesses. It is the intention to have both sites developed as a singular campus.

Dr. Muhr explained that the SJRA offices will move from their existing Route 70 location to this site (at the back of the proposed Urgent Care). This office will have similar operations to that of their existing location but now they can coordinate with Virtua to provide quicker radiology services for people who need x-rays.

Mr. Kernan noted the elimination of 1 curb cut on Route 70 as well as the removal of some impervious surfaces which will be replaced with landscaping (for buffering purposes). Stormwater runoff will be reduced and the addition of an inlet will help prevent water from flowing to neighboring residences. LED lights are proposed (no lighting design waivers requested) and the lights will turn off at the close of business. No light will spill over onto neighboring properties. More lighting will be added to pedestrian walkways to provide for a safer environment. The applicant agreed to do a Night Light Function Test. The applicant will work with Community Development traffic calming stamping measures at the entrances to the site from Route 70 so cars will slow down and appropriate NJDOT permits will be obtained for the access improvements. The applicant will be consolidating lots 1 & 5 and agreed to all ERI comments related to stormwater management and drainage improvements. In regard to landscaping, along with shrubs, deciduous and evergreen trees will be added to buffer the site from the adjacent residential properties. The residential buffering will increase from 10' to 25' to conform to current ordinance standards plus a board on board fence will be added for additional screening. The new fence will tie in with the existing fence. ADA access is provided throughout the entirety of each site with accessible routes from Route 70 to Brookmead Drive. A new sidewalk is proposed along Brookmead Drive and other portions of the sidewalk surrounding the site will be replaced/repaired if deemed necessary (to be inspected by Township Engineering).

Mr. Falco submitted exhibit A-2 and described how the curb appeal of the existing building will be improved and architectural modifications will be made to tie the two buildings together (usage of similar colors and materials). Panels will be installed inside the buildings that face out of the windows which will display static images. A discussion ensued about what kind of images would be displayed without creating sign variances. The applicant will work with Community Development to choose what kind of graphics will be displayed. Mr. Stridick said that the Township is looking for unifying features between the two sites.

Mr. O'Hara described the proposed freestanding and façade signage for each building and where they will be located. Signs will use blue and gold tones on each site (except for the red used for SJRA) in order to unify the sites. Variances are being requested for a multi-tenant sign, for an LED changeable, and for façade signs without street frontage (facing the interior of the lot). Mr. Harris stated that the LED sign will keep with the sequencing style as permitted with other nearby urgent cares that have LED changeable copy functions. The LED sign will not be used for advertising and will only display services offered at the site. The sign will remain static and instantaneously change at pre-determined intervals. The applicant agreed to work with Community Development on that interval. The design/coloring of the façade signs will be reviewed by Community Development administratively.

Mr. Kernan noted that many of the existing nonconformities are due to the location of the existing buildings and subsequent buffer zones but that these existing nonconformities are not being exacerbated. The existing nonconforming buffers will be mitigated via additional landscaping and fencing. All parking requirements are being met on each lot. Mr. Kernan then went through the positive and negative criteria for the variances. As a side note, the neighbors would like security night lighting near the back of the parking lot which the applicant will oblige.

Public Discussion:

- 1) Patty Waisar of 3 Brookmead Drive was curious as to the start and length of construction and the expected opening date of Virtua. Mr. Angelucci said he will provide her with his contact information and a construction schedule once it is available.
- 2) Tom Janney of 5 Brookmead Drive noted that the back of the site is wet and wanted to know what kind of drainage systems are in place. Mr. Kernan stated that a number of drainage inlets are being installed in addition to other stormwater measures in order to mitigate potential stormwater issues. Mr. Janney asked about employee/staff parking to which Mr. Kernan pointed out on the site plan. Lastly, Mr. Janney pointed out that there are frequent power outages in the neighborhood and wanted to know if the applicant would have generators installed. Mr. Angelucci stated that they will have utility representatives out on the site to assess the situation.

Following public comment, Mr. Kernan and Ms. Arcari stated they were satisfied with the usage of parking bumpers instead of bollards. Mr. Kernan agreed to all other conditions as stated in the ERI and Community Development review letters. Community Development and ERI will review all cross access easement descriptions administratively.

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

RESOLUTIONS:

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.

Motion to Ratify: Following the review of the resolution, Carolyn Jacobs made a motion which was seconded by Gina LaPlaca, to memorialize the correcting resolution for Chabad Lubavitch. Affirmative votes by Jacobs, Terry, Kates, LaPlaca, and Hung. The resolution is memorialized.

Meeting Adjourned: 9:08 PM.

ADOPTED:



JOHN OSORIO, CHAIRMAN

ATTEST:



PAUL G. STRIDICK, AIA
PLANNING BOARD SECRETARY

