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PLANNING BOARD
Monday, March 7, 2016
ADOPTED MINUTES

OPENING: The meeting was called to order by Acting Chairperson John Osorio at 7:45 PM.

PLEDGE OF ALLEGIANCE: Led by Mr. Osorio.

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

ROLL CALL

- **Members in attendance:** John Osorio; Hugh Dougherty, Kevin McCormack, Carolyn Jacobs, Steven Sweeney, Sam Kates; Moly Hung; William Carter; Marlyn Kalitan; and Sheila Griffith.
- **Professionals in attendance:** Paul Stridick, AIA, Director; Lorissa Luciani, PP, AICP, Deputy Director; James Burns, Esq., Solicitor; Matthew Wieliczko, Esq.; Stacey Arcari, PE, Planning Board Engineer; and Jacob Richman, PP, AICP Planner.

Comments from the Public Not Related to Items on Tonight's Agenda: None.

ADMINISTRATIVE ITEMS

Chairperson Osorio announced the application 15-P-0002, Zawa Cherry Hill, LLC, has been carried to the March 21, 2016 meeting of the Planning Board and that no new notice is required.

Marlyn Kalitan was administered the oath of office as a Class IV member of the Planning Board by Solicitor Burns.

Adoption Meeting Minutes from February 16, 2016. William Carter made a motion, which was seconded by Marlyn Kalitan, to adopt the Meeting Minutes from February 16, 2016. Affirmative votes by Carter, Kates, Hung, Kalitan, and Griffith. Minutes are approved.

Agenda Items:

Preliminary Investigation for an Area in Need of Redevelopment

Block(s) 108.01; 596.04 Lot(s) 23 & 24; 4 Various Addresses
Zone: R3/B2 Cherry Hill, NJ

Exhibits Submitted:

A-1: Aerial Photographs of subject sites

Discussion: Mr. Robert Melvin, PP, AICP, gave an overview of the prior designated Areas in Need of Redevelopment (ANR) along Hampton Road and Cuthbert Boulevard. Mr. Melvin explained that the presentation before the Board tonight is to consider the addition of two (2) more properties adjacent to the prior designated ANR along Cuthbert Boulevard and Merchant Street. Mr. Melvin submitted exhibit A-1 to show the location of the properties under the Board's consideration. It was explained that when designating a property as an ANR, the site has to meet at least one (1) of eight (8) criteria.

In regard to Block 108.01, Lots 23 & 24 along Merchant Street, the site visit conducted by Mr. Melvin and staff from the Department of Community Development, found that the site met criteria 'C' which meant that the subject site has remained unimproved for a period over ten (10) years and that the site lacks proper access due to a paper street that was never developed. In regard to Block 596.04, Lot 4 located at 215 Cuthbert Boulevard, the site inspections found that the subject site meets the conditions found in criteria 'A' and 'D' which meant that the site was substandard, unsafe, dilapidated, hazardous, has failing HVAC systems, and has a faulty building and site arrangement, among other negative attributes.

Mr. Paul Stridick, AIA, of the Department of Community Development, confirmed the accuracy of Mr. Melvin's findings as he was also present on these site visits. Mr. Melvin added that based upon these findings, he is confident that the subject

sites can be designated as an ANR and that these sites may be subject to condemnation depending upon the redevelopment plan that is put into place.

Public Discussion: None.

Motion: Following the reiteration of the findings of fact regarding the subject sites by Solicitor Burns, John Osorio made a motion, which was seconded by Hugh Dougherty, to recommend the endorsement of the subject sites as an Area in Need of Redevelopment to Township Council. Affirmative votes by Osorio, Dougherty, Jacobs, McCormack, Sweeney, Carter, Kates, Hung, Kalitan, and Griffith. The endorsement of the Preliminary Investigation is approved unanimously.

2015 Amended Housing Element & Fair Share Plan (HEFSP)

Consideration of Adoption of the 2015 Amended Housing Element & Fair Share Plan

Exhibits Submitted:

A-1: Cumulative Round Prospective Need Compliant Chart

Discussion: Ms. Lorissa Luciani, PP, AICP, of the Department of Community Development, began her presentation by addressing the need to make amendments to the prior approved 3rd Round Housing Plan also known as the 2015 Housing Element of the Cherry Hill Master Plan. Ms. Luciani detailed the Township's required affordable housing needs and realistic development potential (RDP). Ms. Luciani submitted exhibit A-1 in order to show the breakdown of the amount of affordable units currently being provided, the amount of affordable units that are designated for development, and the amount of affordable units still needed in order to comply with the Fair Share Housing laws.

The amendment to the Plan is to designate the "Victory Site" located on Woodcrest Road, into the RDP calculation. It was noted that the "Victory Site" was included as part of the Cherry Hill Land Associates (CHLA) settlement agreement, in lieu of the Subaru site on Route 70. The "Victory Site" would accommodate fifty-six (56) affordable rental units. Additionally, Ms. Luciani presented the Jewish Federation of South Jersey site on Springdale Road as another area designated for affordable housing development in the amount of one hundred and sixty (160) senior housing units.

Ms. Luciani believes in her professional opinion that the proposed Housing Plan is very strong and that Cherry Hill should be proud of their work on providing affordable housing. It was noted that Cherry Hill is in the top 8 in the State in providing affordable housing and is likely the top municipality in south Jersey in this regard. Ms. Kalitan asked what would happen if another development wants to put their business on the "Victory Site" instead of housing to which Ms. Luciani stated that those potential affordable units would have to be provided elsewhere.

Public Discussion: None.

Motion: Following the reiteration of the findings of fact regarding the Amendment to the Housing Plan by Solicitor Burns, John Osorio made a motion, which was seconded by Carolyn Jacobs, to approve the Amended Third Round Housing Element & Fair Share Plan of the Cherry Hill Township Master Plan. Affirmative votes by Osorio, Dougherty, Jacobs, McCormack, Sweeney, Carter, Kates, Hung, Kalitan, and Griffith. The Amendment to the Housing Plan is approved unanimously.

Following the vote, Mr. William Carter, Mr. Hugh Dougherty, and Solicitor Burns announced that they are recusing themselves from the remainder of the meeting. Solicitor Burns was replaced by Solicitor Wieliczko.

16-P-0001

Block(s) 7.01 Lot(s) 3
Zone: Highway Business (B2) Zone

L-N RTE 70, LLC

2339 Route 70 West
Cherry Hill, NJ

Relief Requested: A preliminary and final major site plan with bulk (C) variances for an 8,200 SF addition to an existing 88,000 SF building to permit a medical office for Cooper Health Systems, which includes new signage and various site improvements.

Exhibits Submitted:

- a. A-1 – first floor plan for the site;
- b. A-2 – second floor plan for the site;
- c. A-3 – three (3) images of site plan/rendering of existing Route 70 elevation;
- d. A-4 – Park Boulevard elevation;
- e. A-5 – Ewing Cole spreadsheet summary of major components in the building (patient areas, waiting/registration, offices, staff support, clinical support, circulation, building circulation/MEP);
- f. A-6 – A rendered site plan;

- g. A-7 – site layout dated March 2, 2016;
- h. A-8 – building elevation from Route 70, including signage;
- i. A-9 – two (2) monument signs;
- j. A-10 – façade sign;
- k. A-11 – Cooper brand signage;
- l. A-12 – pictures of site from Crown Plaza;
- m. A-13 – aerial photo and tax parcel base map.

Discussion: Applicant L-N RTE 70, LLC, applied for a preliminary and final major site plan with bulk (C) variances for an 8,200 SF addition to an existing 88,000 SF building to permit a medical office for Cooper Health Systems, which includes new signage and various site improvements; located at 2339 Route 70 West, Cherry Hill, New Jersey (Block 7.01 Lot 3). The property is owned by Cooper Health System.

Application was represented by:

- Kevin Sheehan, Esq. – Attorney for the Applicant
- Kyle Humphries, PE – Engineer for the Applicant
- John Capelli – Architect for the Applicant
- David Shropshire – Traffic Engineer for the Applicant
- Jim Kyle, PP, AICP – Planner for the Applicant
- Michael Stein – President of Compass Signs
- Susan Bass Levin – President of the Cooper Foundation
- Jennifer O’Shea – Project Manager of Facilities for Cooper
- Phyllis Liberi – Director of Outpatient Properties for Cooper

Mr. Sheehan began the application by giving an overview of the site location and some of the proposed site and building improvements for the proposed medical office building to be occupied by Cooper Specialty Care at Cherry Hill. The applicant is also requesting a number of design waivers, and site design and sign variances.

Ms. Levin explained that the plan for the facility is to combine twelve (12) existing Cooper specialty practices into one at this vacant building (once occupied by Lockheed Martin). Some of those existing offices will close. The applicant plans to make improvements to the façade, the entrance, the interior, and the site. The services that Cooper will offer will be slowly added over a period of about five (5) years and that the amount of people that will visit the site will fluctuate because of this. The interior will have a centralized registration, checkout, and waiting area. Staff will be cross-trained to handle all sorts of visitors and their needs. The plan is to start with about forty (40) staff members and physicians (who will rotate their time at this facility). While patients can arrive to the site by ambulance (i.e. from an assisted living facility), the facility is not designed to handle these ambulance related emergencies. Ms. Levin explained that the site has two entrances, on Park Boulevard and Route 70, and the hours of operation will be Monday through Friday from 7am to 6pm with some Saturday hours. It is expected that the facility will generate two hundred (200) patients per day at least at the start of the operation. Ms. Levin closed by stating that based on their business model, they will need less parking than what is required.

Mr. Sheehan presented exhibits A-1 and A-2 to the Board and had Ms. O’Shea give an overview of the conceptual floor plans for the facility. Ms. O’Shea explained how everything will be connected and patients will be assisted in finding their way throughout the facility.

Mr. Capelli presented exhibits A-3 through A-5 to the Board and explained the various elements being added to the existing building such as a metal canopy to provide cover for dropped-off patients, a metal façade up the building of the building in order to modernize it, and an exterior lobby made of metal and glass. Mr. Capelli also went through a provisional parking calculation sheet and explained the breakdown of the occupied space was used to project their actual parking need of 329.31 spaces. Ms. Luciani explained she asked for this calculation as standard medical uses and their parking requirements are much different from the type of medical use being proposed. A discussion then ensued regarding the rooftop elements of the façade and if it constitutes a height increase and whether it screens rooftop equipment.

Mr. Humphries gave an overview of the site, its access points, the 343 proposed parking spaces, the infill development, landscaping, lighting, drop-off areas, deliveries, trash/recycling, ADA parking spaces, design waivers, and variances. Mr. Humphries presented Exhibits A-6 and A-7 in order to provide context to the proposed site improvements. Ms. Liberi detailed the flow of deliveries and loading spaces and how they will be similar to Cooper’s facility in Voorhees, New Jersey. Mr. Humphries added that the applicant will re-seal and re-stripe the areas of the site that are proposed to be reconstructed.

Mr. Shropshire noted that the parking requirements for this facility do not reflect the parking requirements prescribed by the Township’s Zoning Ordinance for the applicant’s type of medical use. Based on ITE calculate, the amount of parking

spaces (343) proposed by the applicant will be more than sufficient for their type of use. The applicant will review their parking needs on a yearly basis since the applicant will be slowly adding services over the course of five (5) years. The applicant will also obtain major access permit approvals from the NJDOT because NJDOT's projection for trip generation differs from the applicant's projections. It may take upwards of four (4) months to obtain this approval. The applicant agreed to obtain the major access permit prior to receiving a Certificate of Occupancy.

Mr. Stein presented exhibits A-8 through A-12 in order to provide visual renderings of the proposed freestanding and façade signage for Cooper. Mr. Stein described the materials and locations of each sign and mentioned how the orientation, shape, and location of the building creates unusual sight lines for prospective patients. A discussion then ensued between the applicant, the Board members, and the Board professionals regarding the location and the amount of proposed signs. Mr. Capelli noted the wayfinding significance of the façade signs and that the center façade sign will screen some of the rooftop equipment. Ms. Levin discussed the LED changeable copy wall sign near the entrance as a means to notify patients of the services being offered and where they can find their doctor. The purpose of this wall sign is to help pedestrians as opposed to attracting people from Route 70. It was noted that the copy would only change a few times per day. The applicant agreed to work with the Department of Community Development to comply with the intent of the sign in just being for pedestrians on-site as opposed to people passing by on the roadway.

Mr. Kyle gave his evaluation of the requested variances and the existing non-conformities. Exhibit A-13 was presented in order to provide context to the justification of the requested variances. Mr. Kyle believes that the signage is important to visibility and will help patients safely identify and access the site. Mr. Kyle noted that the increase in impervious surface is to the need to add additional ADA parking spaces and to accommodate the proposed canopy. Such an increase in impervious surface, it was argued, will be a benefit to public health and safety because of the additional ADA spaces being provided and the safety that the canopy will provide dropped-off patients. In regard to requesting less parking than what is minimally required, Mr. Kyle stated that it has been shown that the intended use is different from the prescribed standards for typical medical uses; thus, this site does not need as much parking in order to accommodate their prospective patients. Mr. Kyle does not see this application as a nuisance to neighboring properties and that the dense landscaping buffers being proposed will help beautify the site. Mr. Kyle stated that the design waivers can be granted as they are reasonable under the facts that were presented in regard to the proposed application. Additionally the applicant is removing a design waiver request for the height of the pole-mounted light fixtures as the height will now comply with the Zoning Ordinance.

The applicant agreed to all comments in the most recent review letters by the Department of Community Development and Environmental Resolutions, Inc. The applicant agreed to work with the Department of Community Development on the LED changeable copy sign and its frequency of display of information. The applicant agreed to reach out to the nearby residential properties owners to notify them of their development plans. Ms. Levin stated that employees will be instructed to park on the outskirts of the parking lot so as to allow patients easier access into the building.

Public Discussion: None.

Motion: Following the reiteration of the conditions and variances needed by Solicitor Wieliczko, John Osorio made a motion, which was seconded by Sam Kates, to approve the application with the conditions as stated. Affirmative votes by Osorio, Jacobs, McCormack, Sweeney, Kates, Hung, Kalitan, and Griffith. The application is approved unanimously.

Resolution 1:

Preliminary Investigation for an Area in Need of Redevelopment

Block(s) 108.01; 596.04 Lot(s) 23 & 24; 4 Various Addresses
Zone: R3/B2 Cherry Hill, NJ

Motion to Ratify: Sam Kates made a motion which was seconded by John Osorio, to memorialize the resolution for the endorsement of the Preliminary Investigation for an Area in Need of Redevelopment to Township Council. Affirmative votes by Osorio, Jacobs, McCormack, Sweeney, Kates, Hung, Kalitan, and Griffith. The resolution is memorialized.

Resolution 2:

2015 Amended Housing Element & Fair Share Plan (HEFSP)

Consideration of Adoption of the 2015 Amended Housing Element & Fair Share Plan

Motion to Ratify: John Osorio made a motion which was seconded by Carolyn Jacobs, to memorialize for the Amended Third Round Housing Element & Fair Share Plan of the Cherry Hill Township Master Plan. Affirmative votes by Osorio, Jacobs, McCormack, Sweeney, Kates, Hung, Kalitan, and Griffith. The resolution is memorialized.

Meeting Adjourned: at 10:35 PM.

ADOPTED:



JOHN OSORIO, CHAIRMAN

ATTEST:



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

