



*You couldn't pick a better place.*

**PLANNING BOARD**  
**Monday, September 18, 2017**  
**APPROVED MINUTES**

**OPENING:** The meeting was called to order by Chairman John Osorio at 7:30 PM.

**PLEDGE OF ALLEGIANCE:** Led by John Osorio.

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

**ROLL CALL**

- **Members in attendance:** Betty Adler; Carolyn Jacobs; Kevin McCormack; John Osorio; Moly Hung; Sam Kates; William Carter; Alise Panitch; and Sheila Griffith.
- **Professionals in attendance:** Lorissa Luciani, PP, AICP, Director of Planning; James Burns, Esq., Solicitor; and Jacob Richman, PP, AICP, Planner.

**ADMINISTRATIVE ITEMS**

None.

**Agenda Item 1:**

**17-P-0015**

Block(s) 281.01 Lot(s) 27

Zone: Highway Business (B2) Zone

*Relief Requested: A site plan waiver with bulk (C) variances to install new façade and freestanding signs for At Home: The Home Décor Super Store and other tenant panels (i.e. – Big Lots).*

**Callaway Marketing Group, LLC**

949 Church Road

Cherry Hill, NJ

**Applicant's Representatives:** Richard Goldstein, Esq. – Applicant's Attorney; Clifton Quay, PE, PP – Applicant's Engineer & Planner; Bradley Brown – Senior Director of Construction Design for At-Home; and Francis Hofheines, RA – Applicant's Architect.

**Exhibits Submitted:** A-1: At-Home's Registered Trademark dated 6/21/16; A-2: Exterior Elevations; and A-3: Freestanding Sign Rendering.

Mr. Goldstein introduced the application for the requested sign variances and gave an overview of the site as well as the surrounding roadways. Mr. Goldstein noted the various commercial tenants that have been located at the shopping center, including Pathmark, which was the most recent occupant of the tenant space where At-Home proposes to open their store. This space has been vacant for four (4) years. Mr. Goldstein explained that the storefront has 1100' of frontage along Chapel Avenue and that At-Home will occupy 92,600 SF of space and that the Big Lots store will be moved to the western side of the shopping center.

Mr. Goldstein submitted exhibit A-1 to affirm At-Home's branding image. Mr. Goldstein stated that the site is currently undergoing significant site improvements so that the site is brought up to code. Mr. Goldstein went through At-Home's requested sign variances. Variances requested include their requested permission for a 2<sup>nd</sup> façade sign that is 106 SF where a maximum of 60 SF is permitted, to permit two (2) freestanding signs, and to permit a multi-tenant sign. Mr. Goldstein submitted exhibits A-2 and A-3 to illustrate the proposed location and look of the freestanding and façade signs. Mr. Goldstein noted that there are two (2) existing freestanding signs on that site but that they are requesting variances to permit their two (2) proposed freestanding signs as no approvals could be found for the existing signs. It was explained that the proposed freestanding signs will generally be positioned in the same location; however, the signs will be smaller and be more compatible with the building. Mr. Goldstein stated that the applicant will provide appropriate landscaping around the base of each freestanding sign and affirmed that the applicant agrees to work with the Department of Community Development on the landscaping plan.

Mr. Brown stated that At-Home is the largest home décor superstore in terms of store size (ranging from 75,000 SF stores to 100,000 SF stores). Mr. Brown explained that their stores contain home décor items for all seasons. Mr. Brown added

that the subject store will be the first one in New Jersey and that he believes this location will do well as it is in a strong retail area with great visibility. Mr. Brown explained that signage is an important factor for their branding, particularly that they used to be called Garden Ridge up until 2014. Mr. Brown stated that they are different from a Lowe's or Home Depot (or even a Big Lots) and that the branding, "The Home Décor Superstore," helps make that clear, especially when they are entering a new market area. Mr. Brown affirmed that the signage proposed for this store is consistent with the signage at their other locations. Mr. Brown stated that the hours of operations are Monday through Saturday from 9am to 10pm and Sunday from 9am to 8pm. There will be approximately thirty (30) employees and they expect to open in November of 2017.

Mr. Quay discussed the on-going site improvements which include ADA improvements, paving, landscaping, lighting, and landscaping. Mr. Quay affirmed that dimensions concerning frontage and façade area and provided an analysis that shows that the proposed façade sign sizes are contextual and proportionate with the size of the building's façade area. Mr. Quay discussed the details of the proposed freestanding signs, their anticipated locations, and their expected visibility from adjacent roadways (Church Road and Lenape Road). Mr. Quay affirmed that landscaping around the proposed freestanding signs will be provided. Mr. Quay stated that the applicant agrees to all comments noted in the Department of Community Development's review letter and then went through the positive and negative criteria for the requested variances. Mr. Quay clarified that the existing freestanding signs are to be removed in favor of the proposed more decorative signage. Mr. Quay stated that he would the proposed freestanding signage to maintain the setbacks that the existing signs have. Lastly, Mr. Quay stated that he believes that the tag line for At-Home is very important in identifying the nature of the business.

Mr. Hofheines detailed the materials and colors of the building and proposed signs. Ms. Luciani stated that the proposed material and color scheme is aesthetically pleasing. Mr. Hofheines affirmed that the applicant will work with the Department of Community Development to make revisions to the proposed colors and materials of the building and signage, if necessary.

**Public Discussion:** None.

**Motion:** Following the reiteration of the conditions by Solicitor Burns, Moly Hung made a motion, which was seconded by John Osorio, to approve the application with the conditions as stated. Affirmative votes by Adler, McCormack, Jacobs, Osorio, Hung, Carter, Kates, Panitch, and Griffith. The application is approved.

**Resolution:**

**16-P-0033**

Block(s) 287.05 Lot(s) 1  
Zone: Institutional (IN) Zone

**Politz Day School of Cherry Hill**

720 Cooper Landing Road  
Cherry Hill, NJ

*Relief Requested: A preliminary and final major site plan with bulk (C) variances to expand the Politz Day School of Cherry Hill via a 7,263 SF (footprint), 2-story classroom and multi-purpose room/gymnasium addition along with various site improvements.*

**Motion to Ratify:** Following the review of the resolution, Sam Kates made a motion which was seconded by Moly Hung, to memorialize the resolution for Politz Day School of Cherry Hill. Affirmative votes by Jacobs, Hung, Kates, and Griffith. The resolution is memorialized.

**17-P-0016**

Block(s) 149.01 Lot(s) 13  
Zone: Highway Business (B2) Zone

**Delta Interiors Construction, Inc.**

828 Haddonfield Road  
Cherry Hill, NJ

*Relief Requested: A minor site plan with bulk (C) variances to convert a vacant personal service use into a pediatric urgent care medical office building (PM Pediatrics) along with various site improvements.*

**Motion to Ratify:** Following the review of the resolution, Sam Kates made a motion which was seconded by Carolyn Jacobs, to memorialize the resolution for Delta Interiors Construction, Inc. Affirmative votes by Jacobs, Hung, Kates, Panitch and Griffith. The resolution is memorialized.

**Meeting Adjourned:** at 8:17 PM.

**ADOPTED:** 10/16/17

  
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**JOHN OSORIO, CHAIRMAN**

**ATTEST:**

  
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**LORISSA LUCIANI, PP, AICP  
PLANNING BOARD SECRETARY**

