



PLANNING BOARD
Monday, October 15, 2018
APPROVED MINUTES

You couldn't pick a better place.

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; John Osorio; Hugh Dougherty; Moly Hung; Sam Kates; William Carter; Marlyn Kalitan; and Alise Panitch.
- **Professionals in attendance:** Lorissa Luciani, PP, AICP, Director of Community Development; James Burns, Esq., Solicitor; and Jacob Richman, PP, AICP, Planner.

ADMINISTRATIVE ITEMS

None.

Agenda Items:

17-P-0039

Block(s) 429.01 Lot(s) 1

Zone: Highway Business (B2)

Relief Requested: A site plan waiver with bulk (C) variances to permit the installation of two (2) additional façade signs (a "Ford" logo sign and a "Service" sign) to the existing Winner Ford dealership.

Thomas Hatzis (Winner Ford)

250 Haddonfield-Berlin Road

Cherry Hill, NJ

Applicant's Representatives: Patrick McAndrew, Esq. – Applicant's Attorney; Dr. Michelle Hatzis – Winner Ford; Diane Quigley – Custom Finishers (Sign Installer); and James Miller, PP, AICP – Applicant's Planner.

Exhibits Submitted: A-1: Sign Details; and A-2: Photo Simulations.

Mr. McAndrew gave a brief introduction regarding the proposed application and introduced Ms. Quigley to provide testimony pertaining to the proposed signage. Ms. Quigley, referring to exhibit A-1, noted that Winner Ford already has sign permit approvals for two (2) façade signs consisting of a 77 SF "Winner" sign and a 31 SF oval (40 SF boxed) "Ford" logo sign on the main façade with the logo sign specifically next to a secondary entrance. Ms. Quigley stated that the applicant is proposing a third façade sign which is a 21 SF oval (28 SF boxed) "Ford" logo to be located on the main entrance tower to the Winner Ford dealership. Ms. Quigley stated that purposes of the "Ford" logo signs are to identify the entrances to the building. Several Board members asked why the larger, previously approved, "Ford" logo sign is located next to a secondary entrance as opposed to putting that sign above the main entrance and asking for the smaller sign at the secondary entrance. Ms. Quigley posited that it may have something to do with the way the tower structure is built but Ms. Quigley stated that she could not confirm the accuracy of her comment.

Mr. Miller stated that the primary benefit of the 20.85 SF "service" sign is for directional purposes due to the size of the site. Mr. Miller added that the sign cannot be seen from the nearby residential properties as there is a tree buffer between the residential properties and the façade on which the "service" sign is to be located upon. Mr. Miller submitted exhibit A-2 and noted that when you are at the intersection of Brace Road and Haddonfield-Berlin Road, you cannot see the existing freestanding sign due to its orientation; however, you would be able to see the "Ford" logo signs. Mr. Miller stated that the primary façade is over 200' long and it can handle the three (3) signs without seeming cluttered all the while providing an aesthetic quality. After going through the positive and negative criteria for the requested variances, Mr. Miller noted that the two entrances to the building lead to different areas and while the logo signs won't tell you specifically what area you will be walking into, it does adequately identify the entrances. Dr. Hatzis responded to questions pertaining to the interior layout of the dealership and noted that there are barrier on the inside between the two (2) entrances to which the "Ford" logo signs will direct you towards.

Ms. Luciani clarified that the variance request for the third façade sign is due to its size as Winner Ford was previously granted approvals for three (3) signs under a prior Zoning Ordinance; however, the newly proposed "Ford" logo sign is larger than what was originally permitted; thus a new variance is required.

Dr. Hatzis answered questions regarding corporate branding and stated that they are trying to comply with corporate recommendations pertaining to signage. Mr. McAndrew added that having two (2) flanking "Ford" logo signs provides an aesthetic balance. Mr. Miller stated, with regarding to the reason for the number of proposed signs, is due to the unique shape of the property and the sight lines that brings. Ms. Kalitan noted in exhibit A-2 that it shows a number of "Ford" flag signs to which Ms. Luciani stated are illegal and must be removed immediately. Mr. McAndrew stated they will comply with all comments in the Department of Community Development's review letter dated September 25, 2018 including all lighting and landscaping comments and that they will remove all illegal signs.

Public Discussion: None.

Motion: Following the reiteration of the conditions by Solicitor Burns, John Osorio made a motion, which was seconded by Hugh Dougherty, to approve the application. Affirmative votes by Adler, Jacobs, Osorio, Dougherty, Hung, Kates, Carter, Kalitan, and Panitch. The application is approved.

18-P-0011

Block(s) 134.01 Lot(s) 1
Zone: Highway Business (B2)

Escape Room Mystery, LLC

1200 Haddonfield Road
Cherry Hill, NJ

Relief Requested: A site plan waiver with bulk (C) variances to permit a second floor establishment to install a 30 SF projection facade sign on the second floor principal façade of a structure, where façade signs on the principal façade of a structure are only permitted for ground floor establishments.

Applicant's Representatives: Nicholas Talvacchia, Esq. – Applicant's Attorney; Brian Keen. – Escape Room Mystery; and James Miller, PP, AICP – Applicant's Planner.

Exhibits Submitted: None.

Mr. Talvacchia gave an overview of the site location and noted that the applicant is requesting a variance to allow a second floor establishment to be permitted to install a façade sign. Mr. Talvacchia stated that they are proposing a 30 SF projecting sign and that the purpose of the sign is to identify the entrance to their second floor location which is located along Wynwood Avenue. Mr. Talvacchia noted that the business has been open for about two (2) months and they receive calls from people who are in the parking lot but cannot find the entrance to the Escape Room.

Mr. Keen noted that customers have been frustrated that they cannot find the store entrance. Mr. Keen gave an overview of the business and noted that the hours are 1pm to 11pm; however, they close at 10pm on weekdays. Mr. Talvacchia added that while the Escape Room has a freestanding sign panel in the front parking lot, the customers still can't see the side entrance from the front parking lot area.

Mr. Miller gave an overview of the site and its location and explained that due to the configuration of the site and the location of the entrance to the Escape Room, it is tough to find especially when you will be having a lot of a first time customers. Mr. Miller stated that the proposed façade sign provides needed identification as the side entrance cannot be seen from the front parking area. Mr. Miller stated that he believes the projecting/blade sign is a better alternative to a flat façade sign as the flat sign would not be as easily seen whereas the projecting/blade can be seen from multiple angles. Mr. Talvacchia noted that the applicant will work the Department of Community Development to ensure the color of the sign complements the existing shade of red on the building. The applicant agreed to comply with all comments in the Department of Community Development's review letter dated September 6, 2018.

Public Discussion:

Motion: Following the reiteration of the conditions by Solicitor Burns, Hugh Dougherty made a motion, which was seconded by Sam Kates, to approve the application. Affirmative votes by Adler, Jacobs, Osorio, Dougherty, Hung, Kates, Carter, Kalitan, and Panitch. The application is approved.

Resolutions:

None.

Meeting Adjourned: at 8:25 PM.

ADOPTED: 11/5/18



JOHN OSORIO, CHAIRMAN

ATTEST:



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