



ZONING BOARD OF ADJUSTMENT
Thursday, May 15, 2014
DRAFT MINUTES

You couldn't pick a better place.

OPENING: The meeting was called to order by Chairperson Rardin at 7:32 pm.

PLEDGE OF ALLEGIANCE: Led by Chairperson Rardin.

OPMA STATEMENT: Read by Chairperson Rardin in compliance with the Sunshine Law.

ROLL CALL

- **Members in Attendance:** Michael Maitland; Daniel DiRenzo, Jr.; Ivy Rovner; William Carter; Scott Marcus; Farhat Biviji, Vice-Chairperson; and Jonathan Rardin, Chairperson.
- **Professionals in Attendance:** Paul Stridick, AIA, Director of Community Development; Anthony Zappasodi, Esq., Planning Administrator; Jacob Richman, Planning Technician; and Solicitor Deena Greble, Esq.
- **Oath:** Solicitor Greble administered oaths to Msrs. Stridick, Zappasodi, and Richman.

BOARD POLICY STATEMENT: Read by Chairperson Rardin.

COMMENTS FROM THE PUBLIC: None received.

ADMINISTRATIVE ITEMS

Regular Meeting Minutes from May 1, 2014: Mr. Carter made a Motion to Approve the Minutes from May 1, 2014, which was seconded by Mrs. Rovner, with affirmative votes by Maitland, DiRenzo, Rovner, Carter, Biviji, and Rardin. Abstention by Marcus. Motion carried.

AGENDA ITEMS

14-Z-0007

Block(s) 425.01 Lot(s) 5
Zone: Residential (R2) Zone

3P Holdings, LLC
2 Coleman Avenue
Cherry Hill, NJ

Relief Requested: A bulk (C) variance to permit the installation of a free-standing sign that is approximately six (6') feet by six (6') feet with approximately twenty-four (24) square feet of text within the R2 Residential Zone, where the maximum size permitted on a sign within a Residential Zone is three (3) square feet in area.

The Applicant was represented by Attorney James Mitchell, Esq. from the Hambro & Mitchell law firm, and offered the following professional and witness in support of the bulk variance requests: James Kyle, PP, AICP, and Robert Santiago, who is a principal with property owner 3P Holdings and an officer within tenant Para-Plus Translations, Inc. Solicitor Greble administered the oath to Msrs. Kyle and Santiago. Mr. Mitchell provided some introductory remarks and background regarding the requests for a variance for an oversized freestanding sign and a variance due to potential placement of the sign within 10 feet of the property line.

Mr. Santiago described the nature of the business as one that specializes in interpretation and translation services. Para-Plus Translations, Inc. originated in Barrington, NJ and was very excited to expand and move into an office building within Cherry Hill Township within the last year. The business has both public and private clients, including the Cherry Hill Township Municipal Court and School Board. The business has a core group of staff in house at the office concentrating upon project management and coordination; linguists are brought in as independent contractors. Mr. Santiago testified that the proposed sign is necessary for marketing and identification so that his global clients can easily find the site. He stated that he holds meetings with clients in the office, but that there are no recurrent daily invitees; they sometimes get walk-in clients. Mr. Santiago believes that a freestanding sign looks nicer than the preexisting façade sign, which received a variance in 1993. He favored the increased visibility.

Mr. Kyle was accepted as an expert and provided some background information about the site and the proposed sign. A large aerial photograph and tax parcel plan dated 2012 was marked as Exhibit "A-1". A large board with four color photographs of the site and building was marked as Exhibit "A-2". Mr. Kyle highlighted the details of

the proposed sign regarding: the oval shape, that it is 6 feet in height from grade level, and the text and logo contained therein. Mr. Kyle stated that the Applicant was limited in the location of the proposed freestanding sign due to existing landscaping and a large tree. He stated that the sign was oriented towards the traffic coming from Route 295 and Berlin Road. He verified that variances were necessary due to exceeding three square feet in size and only being setback eight feet from the property line. Mr. Kyle offered testimony regarding the positive and negative criteria in accordance with the enumerated purposes contained in the Township Ordinances and MLUL. He confirmed that the sign would not be lighted and that the proposed sign would not obstruct any sight lines or a sight line triangle at the intersection of Moore and Coleman Avenues. He compared the proposed sign to existing church signage across the street from this location. He confirmed that the site has a sidewalk and that the proposed sign would be twelve feet from the road. He also stated that the owner did not want to remove the tree.

Mr. Stridick asked if the Applicant considered the traffic from Kresson Road and questioned the proposed location and size of the sign; he asked the Applicant if he considered safety in his proposal. Board members also commented upon the possible reorientation of the sign. The Applicant expressed a willingness to consider an alternate location. The Applicant also expressed a willingness to decrease the height of the sign and utilize a masonry base as opposed to wooden pole supports. Board members expressed concerns about the size of the proposed sign within a Residential zone; it was calculated that the actual text of the sign is approximately 19.68 square feet.

The Applicant requested a continuance of the hearing in order to have more time to consider the suggestions of the Board members and professionals.

Motion to Adjourn the Hearing until July 10, 2014: Motion was made by Mr. Marcus, which was seconded by Mr. Carter, with affirmative votes by Maitland, DiRenzo, Rovner, Carter, Marcus, Biviji, and Rardin. None opposed. Motion carried.

Solicitor Greble made an announcement that the Application under 14-Z-0007 will be postponed until July 10, 2014 at 7:30 pm and that this statement serves as the legal notice under the MLUL. No additional notice by the Applicant would be necessary.

RESOLUTIONS: None.

Meeting Adjourned: 8:29 pm.