



ZONING BOARD OF ADJUSTMENT
Thursday, September 17, 2015
APPROVED MINUTES

You couldn't pick a better place.

OPENING: The meeting was called to order by Chairperson Jonathan Rardin at 7:30 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:** Wyatt Sklar; Dan DiRenzo, Jr.; Steven Sweeney; William Carter; Farhat Bivji, Vice-Chairperson; and Jonathan Rardin, Chairperson.
- **Professionals in attendance:** Paul Stridick, AIA, Director of Community Development; Lorissa Luciani, PP, AICP, Deputy Director; and Sandy Zeller, Esq., Zoning Board Solicitor.

COMMENTS FROM THE PUBLIC: None.

ADMINISTRATIVE ITEMS

Oath for Bruce Schwartz, Regular Member of the Zoning Board of Adjustment. Mr. Bruce Schwartz took the oath, administered by Solicitor Zeller to become a regular member of the Zoning Board of Adjustment.

Approval of Meeting Minutes from August 6, 2015. Mr. Sklar made a Motion to Approve the Minutes from August 6, 2015, which was seconded by Mr. DiRenzo, with affirmative votes by Rardin, DiRenzo, Carter, Sweeney, and Sklar. Motion carried.

AGENDA ITEMS

14-Z-0019

Block(s) 463.09 Lot(s) 6

Zone: Highway Business (B2) Zone

Relief Requested: Preliminary and final major site plan with bulk (C) variances to develop a 12,072 SF extended stay hotel, known as Value Place, which includes various site improvements and signage.

DC Hospitality Group, LLC

1830 Frontage Road

Cherry Hill, NJ

Applicant's Representatives: Damien Del Duca, Esq. – Attorney for the Applicant; John Pettit, PE, PP – Professional Planner & Engineer; and Evan Carzis – DC Hospitality Group.

Exhibits Submitted: S-1: Sign Package; S-2: Review Letter of September 17, 2015; and S-3: Photographs

Mr. Carzis discussed the prior approvals for DC Hospitality Group, LLC, specifically mentioning the Use D(3) variance granted by the Zoning Board for hotel room size from November of 2014 and the preliminary and final major site plan approval from July of 2015. The applicant stated that they are before the Board again to request sign variances. Originally, the extended stay hotel was going to be called Value Place Inn, but the company has changed their branding to Woodspring Suites. The applicant presented exhibit S-1 which contained the sign package proposal. The applicant is requesting a variance for a façade sign on the south façade which does not have street frontage and a variance to permit a freestanding sign with a height of 30' where a maximum of 17' is permitted. The applicant is also requesting a façade sign with street frontage along Frontage Road (no variance required).

The applicant presented exhibits S-2 and S-3 in order to provide context to their proposal. The applicant indicated that the site was once occupied by Steak & Ale and that their sign was approximately 15' to 17' in height; however, the sign was over 300' from Route 70 and was not visible. The applicant stated that their 30' tall sign would be visible from Route 70 which will make it easier for customers to locate the site.

Mr. Pettit provided additional details regarding the signage proposal. Mr. Pettit noted that the total area of the facade signs is equal to 65% of what would actually be permitted if the maximum allotments were used. It was reiterated that the proposed 30' tall freestanding sign is located 300' from Route 70 and will help improve the visibility of the site as well as provide for safer access. Mr. Pettit went through the positive and negative criteria of the proposal and indicated that the benefits outweigh the detriments and that the sign would not change the character of the neighborhood. Mr. Pettit explained that without the visibility of the sign from Route 70, a potential customer could easily miss Frontage Road and then it would be very difficult to get to the hotel due to the configuration of the roadways. In regard to the façade sign variance, Mr. Pettit stated that the sign helps to identify the site as the hotel is oriented in such a way that the main entrance/façade (east elevation) is not the first thing that you would see.

The Board questioned some of the characteristics of the hotel regarding the extended stay character versus walk-in business. The Board stated that they had no issue with the additional façade sign and that the 30' tall sign is unique to the site based upon the setback of the site from Route 70. The Board felt that the aesthetics of the signs were a positive.

Public Discussion: None.

Motion to approve:

Motion made by Mr. DiRenzo and seconded by Mr. Carter, with affirmative votes for approval by Carter, DiRenzo, Sklar, Sweeney and Rardin for the façade sign variance. Motion carried.

Motion made by Mr. Sweeney and seconded by Mr. Sklar, with affirmative votes for approval by Carter, DiRenzo, Sklar, Sweeney and Rardin for the freestanding sign variance. Motion carried.

RESOLUTIONS:

None.

Meeting Adjourned: at 8:30 pm.

ADOPTED:

ATTEST:



PAUL G. STRIDICK, AIA
ZONING BOARD SECRETARY



JONATHAN RARDIN, CHAIRMAN