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**PLANNING BOARD**  
**Monday, February 10, 2014**  
**DRAFT MINUTES**

**OPENING:** The meeting was called to order by Solicitor James Burns at 7:39 PM.

**PLEDGE OF ALLEGIANCE:** Led by Solicitor Burns.

**OPMA STATEMENT:** Read by Solicitor Burns in compliance with the Sunshine Law.

**ROLL CALL**

- **Members in attendance:** Carole Roskoph (late); Carolyn Jacobs; Kevin McCormack; Brian Bauerle; Larry Terry, Sr.; John Osorio; Hugh Dougherty; Sam Kates; Gina LaPlaca; and Moly Hung.
- **Professionals in attendance:** Paul Stridick, AIA, Director; Lorissa Luciani, PP, AICP, Deputy Director.; Robert Hunter, Engineer; James Burns, Esq., Solicitor; and Jacob Richman, Planning Technician.

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

Solicitor Burns swore in the new regular members, Sam Kates and Gina LaPlaca, the new Alternate #1, Moly Hung, and Class II member Kevin McCormack.

**ADMINISTRATIVE ITEMS - Reorganization**

**Appointment of Chair.** John Osorio nominated Brian Bauerle for Chairperson. The motion was seconded by Carolyn Jacobs. The motion passes unanimously albeit with the abstention by Brian Bauerle.

Brian Bauerle then took over the meeting's proceedings from Solicitor Burns.

**Appointment of Vice-Chair.** Larry Terry nominated John Osorio for Vice-Chair. The motion was seconded by Carolyn Jacobs. The motion passes unanimously albeit with the abstention by John Osorio.

**Adoption of Agenda Procedures.** Carolyn Jacobs made a motion to approve the standardized Agenda Procedures of the Planning Board for 2014, which was seconded John Osorio. A unanimous all in favor was cast by the Board.

**Appointment of Secretary.** Brian Bauerle nominated Paul Stridick for Secretary for the year 2014. The motion was seconded by John Osorio. A unanimous all in favor was cast by the Board.

**Appointment of Alternate Secretary.** Brian Bauerle nominated Lorissa Luciani for Alternate Secretary for the year 2014. The motion was seconded by Larry Terry. A unanimous all in favor was cast by the Board.

**Adoption of Planning Board Bylaws.** Brian Bauerle made a motion to approve the 2014 Planning Board Bylaws, which was seconded by John Osorio. A unanimous all in favor was cast by the Board.

**Establishment of Meeting Dates and Adoption of Official Newspaper.** Brian Bauerle nominated the Philadelphia Inquirer and the Courier Post as the Planning Board's Official Newspapers as well establishing the meeting dates for 2014. The motion was seconded by John Osorio. A unanimous all in favor was cast by the Board.

**Appointment of Class I Member.** Carolyn Jacobs was appointed Class I Member with a unanimous vote by the Board.

**Appointment of Class II Member.** Brian Bauerle made a motion which was seconded by Carolyn Jacobs to nominate Kevin McCormack as Class II member on the Planning Board. A unanimous all in favor was cast by the Board.

**Appointment of Class III Member.** Brian Bauerle made a motion which was seconded by John Osorio to nominate Carole Roskoph as Class III member on the Planning Board. A unanimous all in favor was cast by the Board.

**Appointment of Solicitor.** John Osorio nominated Dembo & Saldutti for Planning Board Solicitor for the year 2014. The motion was seconded by Hugh Dougherty. The motion passed unanimously. A unanimous all in favor was cast by the Board.

**Appointment of Engineer.** John Osorio nominated the engineering firm of Environmental Resolutions Inc. as the Planning Board Engineer for 2014. The motion was seconded by Hugh Dougherty. A unanimous all in favor was cast by the Board.

**Appointment of Traffic Consultant.** John Osorio nominated the engineering firm of Environmental Resolutions Inc. as the Planning Board Traffic Consultant for 2014. The motion was seconded by Hugh Dougherty. A unanimous all in favor was cast by the Board.

**Appointment of Housing Consultant.** John Osorio nominated Art Bernard & Associates as the Planning Board Housing Consultant for 2014. The motion was seconded by Hugh Dougherty. A unanimous all in favor was cast by the Board.

**Appointment of Urban Designer.** John Osorio nominated the urban designer firm of Wallace Roberts & Todd as the Planning Board urban designer for 2014. The motion was seconded by Hugh Dougherty. A unanimous all in favor was cast by the Board.

It was then announced that all Reorganization Items for 2014 have been completed.

*Adoption Meeting Minutes from December 2, 2013.* Larry Terry made a motion, which was seconded by Carolyn Jacobs, to adopt the Meeting Minutes from December 2, 2013. Affirmative votes by Bauerle, Jacobs, McCormack, Dougherty, and Terry. Abstention by Osorio, LaPlaca, Kates, and Hung. Minutes are approved.

## **AGENDA ITEMS**

Chairperson Bauerle made an announcement that the scheduled agenda items for Our Lady of Lourdes and Executive Mews will be carried over to the Planning Board Meeting on February 18, 2014.

### **Agenda Item 1:**

#### **13-P-0017**

Block(s) 134.01 & 133.01 Lot(s) 1, 2 & 5  
Zone: Highway Business (B2) Zone

#### **1200 Haddonfield Road Associates, LLC**

1200 Haddonfield Road  
Cherry Hill, NJ

*Relief Requested: A minor site plan with bulk (C) variances for retail and office uses, façade and building enhancements & various site improvements. Additionally, a lot consolidation of Block 134.01, Lots 1 and 2 is proposed as part of the overall application.*

### **Exhibits Submitted:**

None.

**Discussion:** Applicant 1200 Haddonfield Road Associates applied for a minor site plan with bulk (C) variances for retail and office uses, façade and building enhancements & various site improvements.; located at 1200 Haddonfield Road, Cherry Hill, New Jersey (Block 134.01 & 133.01 Lots 1, 2, & 5). The property is owned by 1200 Haddonfield Road Associates, LLC.

Application was represented by:

- Angel Kutcha, Esq. – Attorney for the Applicant
- Raymond Rola – Architect, Raymond Rola & Associates
- John Pettit – Professional Engineer, Pettit Associates
- Avi Nechemia – Property Owner

Note that Carole Roskoph has arrived at the meeting.

Ms. Kutcha introduced the application and called Avi Nechemia to the podium. Mr. Nechemia is the property owner of the site and indicated that two of the tenants are confirmed, one being Zoe's Kitchen and the other being a mattress store. The third tenant is undetermined at the time but it will be a retail establishment. The second floor of the proposed building will be office space. Mr. Nechemia described the operations of the two

establishment and said deliveries will take place in the morning using box trucks. Mr. Nechemia agreed to only allow deliveries prior to the stores opening in the morning.

Mr. Pettit approached the Board and testified in regard to the site characteristics and the proposed improvements. Additionally, Mr. Pettit touched upon site demolition, the required NJDOT access permit, parking, landscaping, lighting, reduction of impervious surface, signage, and submission waivers. In regard to the environmental condition of the site, Mr. Pettit said that they will submit to Community Development documentation that shows that there is no environmental impact on the site. Mr. Pettit also took time to list the number of variances that are being requested with the application and that many are existing non-conformities. The variances include minimum lot depth, minimum front yard setback, minimum rear yard setback, minimum open space, maximum lot coverage, a number of parking setbacks, and sign variances. It was noted that lot 5 is deed restricted for parking only. In regard to parking, there are 95 spaces proposed with 31 in front of the building, 22 in the back, and 42 in deed restricted lot 5.

The Board asked if the applicant would consider putting in direction signage on site that indicates to patrons about the additional parking on lot 5 (across Wynwood Avenue). The applicant was agreeable to these terms. The applicant also agreed to condition that all employees of the site park in lot 5 but that remaining spaces can be used by the general public. A crosswalk between the site and lot 5 is being reviewed by NJDOT. The applicant agreed to put auxiliary lighting in lot 5 as a safety feature. When questioned about the need for the multi-tenant sign, Mr. Pettit stated that due to the geometry of the building in relation to Haddonfield Road, without the sign, potential patrons would be past the building by the time they saw the façade signs. The multi-tenant sign will help with identification and safe access onto the site.

Mr. Rola appeared before the Board and presented renderings of the elevations in addition to giving a description of the materials, colorings, and various other architectural interests of the building. Also described was the entranceway to the second floor office space. Mr. Rola also presented the renderings for the proposed outdoor seating area in front of Zoe's Kitchen. The Board asked the applicant to have a buffer between the outdoor seating and Wynwood Avenue. The applicant and the Board agreed that the best thing to do was to put a decorative wall/barrier along the property line that would be ADA accessible.

**Public Discussion:** Seeing none, Chairperson Bauerle closed that portion of the meeting.

In Board discussion, it was stated that the applicant should come back to the Board for parking variances if the eventual third tenant of the shopping plaza ends up pushing their parking requirement above what is permitted. It was reiterated that lot 5 shall be deed restricted for parking only.

Note that Carole Roskoph took her oath as Class III member prior to a vote on the application.

**Motion:** Following the reiteration of the details, conditions, and variances needed for the application by Solicitor Burns, Carolyn Jacobs made a motion, which was seconded by Hugh Dougherty, to approve the application. It was noted that the approval also contains a lot consolidation. Affirmative votes by Bauerle, Osorio, Jacobs, McCormack, Roskoph, Dougherty, LaPlaca, Terry, Kates. The application is approved unanimously.

Following the vote, Chairperson Bauerle called a brief recess at 8:57pm. The meeting was called back to order at 9:01pm.

**Agenda Item 2:**

**14-P-0002**

Block(s) 340.02 Lot(s) 7

Zone: Shopping Center (B3) Zone

*Relief Requested: A Site Plan Waiver with Bulk (C) sign variances to make comprehensive signage updates to the Ellisburg Circle Shopping Center.*

**Federal Realty Investment Trust (Ellisburg)**

22 Route 70 West

Cherry Hill, NJ

**Exhibits Submitted:**

None.

**Discussion:** Applicant Federal Realty Investment Trust applied for a Site Plan Waiver with Bulk (C) sign variances to make comprehensive signage updates to the Ellisburg Circle Shopping Center; located at 22 Route 70 West, Cherry Hill, New Jersey (Block 340.02 Lots 7). The property is owned Federal Realty Investment Trust.

Application was represented by:

- Richard Goldstein, Esq. – Attorney for the Applicant
- Richard Katafa – Design Manger for FRIT

Mr. Goldstein started off the application by giving an overview of the site, its history, and the issues with visibility and access to the site and its tenants (due to building along the edge of the shopping center and due to the wide county roads). Mr. Goldstein, after listing the recent approvals this shopping center has received (for façade and sidewalk improvements), indicated that this application was for signage for Whole Foods and the rest of the shopping center. The idea, Mr. Goldstein stated, is to rebrand the shopping center (to be called: Ellisburg Shopping Center) and do it through a comprehensive sign package. Proposed are multi-tenant and blade signs. Mr. Goldstein elaborated on the various ways people can try to access the site and that the new sign package, which will provide better way-finding, will only increase the total square footage of signage by 9 square foot as compared to what currently exists.

Mr. Goldstein then went through all of the requested variance such as the need for multi-tenant signage, setbacks, permitting 'welcome' and 'thank you' signs, permitting additional text on way-finding signs, and permitting text below 3' above grade. Other variances needed include permitting a welcome sign over 3 SF, permitting 30 blade signs (for each tenant space), and variances for the total amount of Whole Foods signs and façade signs.

Mr. Katafa, who was responsible the oversight of the sign designs (except for Whole Foods which was done by the company), gave an overview of the design goals for this application. Mr. Katafa elaborated on branding, materials, color, blending, and architectural interests. In discussion with the Board regarding the proposed floodlights, Mr. Katafa assured the Board that they will be secured in footings so as to prevent them from being knocked over and spilling glare onto oncoming traffic. It was testified that all landscaping will conform to the zoning code and all such signs will be internally illuminated. The Board conditioned the approval of the sign package in that all illegal signage in and around the site not be permitted unless variance approval is received.

**Public Discussion:** Seeing none, Chairperson Bauerle closed that portion of the meeting.

**Motion:** Following the reiteration of the details, conditions, and variances needed for the application by Solicitor Burns, John Osorio made a motion, which was seconded by Carole Roskoph, to approve the application. Affirmative votes by Bauerle, Osorio, Jacobs, McCormack, Roskoph, Dougherty, LaPlaca, Terry, Kates. The application is approved unanimously.

**Agenda Item 3:**

**13-P-0043**

Block(s) 503.02 Lot(s) 1

Zone: Highway Business (B2) Zone

*Relief Requested: A minor site plan with bulk (C) variances for the major renovation of a 4,200 SF restaurant building with a 400 SF patio and various site improvements.*

**KS Ventures, LLC**

1800 Route 70 West

Cherry Hill, NJ

**Exhibits Submitted:**

None.

**Discussion:** Applicant KS Ventures, LLC applied for a minor site plan with bulk (C) variances for the major renovation of a 4,200 SF restaurant building with a 400 SF patio and various site improvements; located at 1800 Route 70 West, Cherry Hill, New Jersey (Block 503.02 Lots 1). The property is owned Joseph W. Ranieri.

Application was represented by:

- Richard Goldstein, Esq. – Attorney for the Applicant
- Andrew Welder – Owner & Operator of Rockhill
- John Kornick – Professional Engineer, K2 Engineering Consultants
- Barry Barnett – Architect, Bennett Group
- Brad Barker – Architect, Bennett Group

Mr. Goldstein introduced the application by giving an overview of the former Big John's Steakhouse site (who moved out a year ago) and briefly described the proposed renovations to the building and site. The 4600 SF site will house a 94-seat family friendly restaurant that is described as a combination pizzeria and delicatessen. Most of the variances requested are existing non-conformities in addition to signage variances. There are 3 proposed façade signs (on Route 70, Rockhill Drive, and the rear of the property where the main entrance will be) and one freestanding sign along Route 70. The applicant has already agreed to work with the Department of Community Development administratively on the signage and that they will eliminate their request for a sign setback variance. Variances still needed are for front and side yard setbacks, lot coverage, open space, and parking setbacks.

Mr. Welder then appeared before the Board and described his background as a restaurateur with a restaurant similar to this proposal located in East Goshen, PA. Mr. Welder described the restaurant as a family friendly with hours ranging from 10:30am to 9pm with slightly later closer times on weekends in addition to brunch times. He estimates approximately 20 employees with deliveries coming from box trucks and tractor trailers in the morning

before opening time. Trash and recycling will be collected by a private company. Ms. Luciani asked about the status of the Phase I environmental report, to which the applicant responded that an LSRP is currently reviewing the documents and will send over documentation to Community Development once complete.

Mr. Barker was called to the podium to give testimony in regard to the site, the floor plan, elevations, and materials, which will consist of metal, cedar, glass, and stone veneer. While the building is undergoing major interior renovations, the footprint of the building will remain the same. It was testified that the site is being upgraded to be ADA compliant. Mr. Bannett then appeared before the Board to corroborate Mr. Barker's testimony as true and accurate to the best of his knowledge.

Mr. Kornick testified in regard to the ADA upgrades, grading (though there is no need for a stormwater management plan), parking, the trash enclosure, signage, lighting, reduction of impervious surface, and landscaping, for which the applicant will work with Community Development to make sure it conforms to the zoning code. Mr. Kornick also touched upon circulation and access, curbing, and that the parking lot will be milled over overlaid in addition to making base repairs where necessary. Mr. Hunter requested that the applicant provide a truck turning template on the plans and that all trash pickup and deliveries be done during off-peak hours. The applicant agreed to these conditions.

**Public Discussion:** Seeing none, Chairperson Bauerle closed that portion of the meeting.

**Motion:** Following the reiteration of the details, conditions, and variances needed for the application by Solicitor Burns, Carolyn Jacobs made a motion, which was seconded by Gina LaPlaca, to approve the application. Affirmative votes by Bauerle, Osorio, Jacobs, McCormack, Roskoph, Dougherty, LaPlaca, Terry, Kates. The application is approved unanimously.

**Resolution 1:**

**13-P-0036**

Block(s) 331.01/284.02 Lot(s) 1&2/13

Zone: Limited Office (O1) Zone

**Brandywine Operating Partnership**

200, 210, and 220 Lake Drive East

Cherry Hill, NJ

*Relief Requested: A site plan wavier with bulk (C) sign variances to replace and upgrade six (6) existing monument signs and to erect a multi-tenant monument sign. This application also includes a tree removal application to remove eleven (11) trees and plant nine (9) new trees and various other landscaping at the Woodland Falls Corporate Park.*

**Motion to Ratify:** Following the review of the resolution and all of its conditions by the Planning Board, Hugh Dougherty made a motion which was seconded by Brian Bauerle, to memorialize the resolution for Brandywine Operating Partnership. Affirmative votes by Bauerle, Jacobs, McCormack, Roskoph, Dougherty, and Terry. Abstention by Osorio, LaPlaca, Kates, and Hung. The resolution is memorialized.

Following the last agenda item, Lorissa Luciani gave an overview of the next week's agenda items including the Housing Plan Amendment.

**Meeting Adjourned:** at 10:30 PM.