



PLANNING BOARD
Monday, April 7, 2014
DRAFT MINUTES

You couldn't pick a better place.

OPENING: The meeting was called to order by Chairperson Brian Bauerle at 8:12 PM. (Late start attributed to a Township Council Meeting prior to the scheduled Planning Board meeting.)

PLEDGE OF ALLEGIANCE: Led by Chairperson Bauerle.

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

ROLL CALL

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

Prior to taking comments from the public, Chairperson Bauerle announced that no Planning Board caucus was held tonight due to the application on the agenda was discussed at a prior meeting.

Comments from the Public not related to tonight's agenda: None.

ADMINISTRATIVE ITEMS

None.

AGENDA ITEMS

Prior to the first agenda item, Chairperson Bauerle announced that the previously scheduled application for Holly Ravine Equities, LLC would be carried over the May 19, 2014 meeting of the Planning Board and that this announcement serves as due notice.

Agenda Item 1:

13-P-0042

Block(s) 285.25 Lot(s) 2.03 & 3
Zone: General Office (O2) Zone

TLC Management (DeVal), LLC

1800 Chapel Avenue West
Cherry Hill, NJ

Relief Requested: A site plan waiver with bulk (C) sign variances to permit the installation of a 16 SF freestanding monument sign.

Exhibits Submitted:

- Exhibit A-1: Photo Packet (12 pictures) of nearby signs
- Exhibit A-2: Handout identifying locations and details of nearby signs

Discussion: Applicant TLC Management (DeVal), LLC applied for a site plan waiver with bulk (C) sign variances to permit the installation of a 12 SF freestanding monument sign.; located at 1800 Chapel Avenue West, Cherry Hill, New Jersey (Block 285.25 Lot 2.03 & 3). The property is owned by Cherry Hill Commerce Center Associates, LP.

Application was represented by:

- Frank Wisniewski, Esq. – Attorney for the Applicant
- Donna Kuzma – Property Manager, Cherry Hill Commerce Center Associates, LP
- Stephanie Cioci – Office Manager, Kremer Eye Center
- John Pettit – Professional Planner & Engineer, Pettit Associates

Mr. Wisniewski introduced the application for Kremer Eye Center who is proposing to erect a 12 SF freestanding sign on a twelve (12) inch pedestal, totaling four (4) feet in height, along Haddonfield Road side of Cherry Hill Commerce Center's property. Kremer Eye Center is a tenant of Cherry Hill Commerce Center. Mr. Wisniewski stated that the applicant is requesting two bulk variances, one to permit a an office as part of an office complex to allow a freestanding identification sign where only one freestanding sign identifying the office complex is permitted (a sign identifying Cherry Hill Commerce Center exists), and a variance to permit text on the sign to be below the requirement of three (3) feet above grade. The text will be 19.11 inches above grade. Mr. Wisniewski elaborated that the visibility of the site is an issue and there is no formal entrance to the site off of Haddonfield Road (a customer would have to enter the nearby Loews movie theatre and cut through). The only formal entrance is on Chapel Avenue and the site itself is on the Haddonfield Road side of the office complex. Furthermore, the applicant believes that including the address "1800 Chapel Avenue West" on the sign even though it is located on Haddonfield Road won't be confusing as it will help identify the site. When questioned by the Board about the confusing nature of the address not being on the road it claims to be on, Mr. Wisniewski stated that the applicant would be agreeable to replace the address with a phrase along the lines of, "Entrance on Chapel Avenue" but was not agreeable to including "Commerce Center" on the sign. Mr. Stridick said that the Department of Community Development would confer with their traffic engineer to determine if this type of language on the sign would be acceptable.

Ms. Kuzma then approached the Board and gave some background on the office complex. There are approximately 10 tenants in the complex and while Kremer Eye Center is not considered a major tenant, they have given owner's consent to Kremer Eye Center to erect a sign. The applicant then agreed to a condition posed by the Board to not allow any other tenant to have a freestanding sign.

Ms. Cioci next appeared before the Board and discussed the type of operation that Kremer Eye Center runs. Ms. Cioci also delved into the fact that they used to be located across the street at Liberty View but moved to the Commerce Center almost two years ago. At the prior location, Ms. Cioci testified that they had a similar sign as to what is proposed tonight but that the zoning of the other location permitted the sign by right. Furthermore, Ms. Cioci stated in detail the amount that they constantly get phone calls from clients exclaiming that they cannot locate the office and patients tend to show up late to their appointments due to this. Part of this, stated Ms. Cioci, is that the site is setback from the road a bit and clients can't visually locate the office. Ms. Cioci believes the proposed sign would help patrons locate their office.

Mr. Wisniewski then presented to the Board Exhibit A-1 and A-2 and had Ms. Cioci identify the pictures from A-1 as similar signs located in the area around their location. Mr. Wisniewski elaborated later that the intent of the exhibits is not to prove their case by saying if someone else has a sign like the one the applicant is proposing than we should get one, but rather to illustrate that other signs nearby have text below three (3) feet above grade and are perfectly visible. When the Board asked Ms. Cioci about any outreach the office does in regard to proactively helping clients find the site, she stated that she has her staff call clients prior to appointments to see if they know how to access the site and if they do not, then they give out detailed directions. They also list on their website in regard to how to find their location.

Mr. Pettit stepped before the board, first to reiterate the two variances requested with the applicant and to give the positive and negative criteria. Mr. Pettit argued that Kremer Eye Center is more of a retail use than an office use and needs more exposure since the receive lots of new customers. He also argued that the sign is consistent with other signs in the area and believes that the text on the bottom of the sign will be visible to people traveling along Haddonfield Road. Also, there will be no obstruction to site triangles. Mr. Wisniewski elaborated further in that the landscaping proposed around the base of the sign won't obscure the text.

After Mr. Pettit stated that the proposed sign would be located in about the same area as the existing "For Lease" sign, the Board then asked the applicant if the that "For Lease" would be removed. After some discussion, Ms. Kuzma stated that the sign can be relocated and would defer to the review of the Department of Community Development in terms of where an appropriate spot is to relocate the sign.

It was then posed by the Board as to what would happen with the sign, if approved, if the tenant, Kremer Eye Center, were to vacate the site. After brief discussion, the applicant agreed as a condition of approval that should Kremer Eye Center vacate the site, unless a use dissimilar to what is there now takes over the space, then any new tenant would have to come before the Board for variances in order to keep the sign.

Public Discussion: None.

Motion: Following the reiteration of the details and conditions imposed upon the application by Solicitor Burns, Carolyn Jacobs made a motion, which was seconded by Carole Roskoph, to approve the application with the stated conditions. Affirmative votes by Roskoph, Osorio, Jacobs, Bauerle, Dougherty, McCormack, LaPlaca, Terry, Kates, and Hung. The application is approved.

Resolution 1:

8752.100 (Phase 1B2)

Block(s) 54.01 Lot(s) 8
Zone: Regional Business (B4) Zone

Relief Requested: An Amended Final Major Site Plan for 608 age-restricted condos at Garden State Park (The Mansions at Plaza Grande).

Tony Gerard Associates, LLC.

Haddonfield Road & Chapel Avenue
Cherry Hill, NJ

Motion to Ratify: Following the review of the resolution and all of its conditions by the Planning Board, John Osorio made a motion which was seconded by Sam Kates, to memorialize the resolution for Tony Gerard Associates, LLC. Affirmative votes by Bauerle, Osorio, Roskoph, Dougherty, Kates, Hung, LaPlaca and Terry. The resolution is memorialized.

Resolution 2:

13-P-0031

Block(s) 468.03 Lot(s) 5
Zone: Industrial Restricted (IR) Zone

Relief Requested: A site plan waiver to install ground-mounted solar canopies (726 total panels) over existing parking stalls and accompanying electrical equipment.

Cenergy Power

1 Carnegie Plaza
Cherry Hill, NJ

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

Resolution 3:

13-P-0040

Block(s) 470.01 Lot(s) 8 & 9
Zone: Limited Office (O1) Zone

Relief Requested: A site plan waiver with bulk (C) sign variances to replace the two (2) existing identification monument signs with two (2) new multi-occupancy/tenant signs, and to install one (1) identification monument sign with associated landscaping improvements.

Executive Mews

1930 Route 70 East
Cherry Hill, NJ

Motion to Ratify: Following the review of the resolution and all of its conditions by the Planning Board, Larry Terry made a motion which was seconded by Carole Roskoph, to memorialize the resolution for Executive Mews. Affirmative votes by Bauerle, McCormack, Roskoph, Osorio, Dougherty, Kates, Hung, LaPlaca and Terry. The resolution is memorialized.

Meeting Adjourned: at 9:15 PM.