



**PLANNING BOARD**  
**Monday, June 2, 2014**  
**DRAFT MINUTES**

*You couldn't pick a better place.*

**OPENING:** The meeting was called to order by Chairperson Brian Bauerle at 7:30pm

**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; Kevin McCormack; Brian Bauerle; Carolyn Jacobs Hugh Dougherty; Larry Terry; Sam Kates; Gina LaPlaca; and Moly Hung.
- **Professionals in attendance:** Paul Stridick, AIA, Director; Allen Zeller, Esq., Solicitor (filling in for Jim Burns, Esq.); and Jacob Richman, Planning Technician.

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

**ADMINISTRATIVE ITEMS**

*Adoption of Meeting Minutes from May 19, 2014:* Hugh Dougherty made a motion, which was seconded by Kevin McCormack, to adopt the Meeting Minutes from May 19, 2014. Affirmative votes by Bauerle, McCormack, Roskoph, Jacobs, Dougherty, Kates, LaPlaca, and Hung. Minutes are approved.

**AGENDA ITEMS**

**Agenda Item 1:**

**14-P-0008**

Block(s) 342.07 Lot(s) 8

Zone: Highway Business (B2) Zone

*Relief Requested: A site plan waiver with bulk (C) sign variances to install one (1) façade sign, two (2) façade poster signs and add an additional sign case to the existing freestanding sign along Route 70.*

**Republic First Bank**

355 Route 70 East

Cherry Hill, NJ

**Exhibits Submitted:**

A-1: Elevations and Sign Renderings

A-2: Sign Dimensions

**Discussion:** Applicant Republic First Bank, applied for a site plan waiver with bulk (C) sign variances to install one (1) façade sign, two (2) additional façade poster signs and add an additional sign case to the existing freestanding sign along Route 70; located at 355 Route 70 East, Cherry Hill, New Jersey (Block 342.07 Lot 8). The property is owned by Republic First Bank.

Application was represented by:

- Damien Del Duca, Esq. – Attorney for the Applicant
- Daniel Thomas – InterArc/Architect for Republic Bank

Mr. Del Duca introduced the application for a site plan waiver with bulk (C) sign variances. After describing the location of the site, Exhibit A-1 was introduced to the Planning Board showing renderings of the existing elevations of the bank and the proposed sign renderings. Mr. Del Duca then went through each proposed sign as part of the application. As testified to, proposed is a sign case to be located beneath the existing freestanding Republic Bank sign that says "Open 7 Days". The proposed façade will be located on the south elevation beneath the drive-thru canopy and say "Love Your Bank Again" with the Republic Bank logo. Of the two proposed poster signs, one will be located on the west elevation and one will be located on the south elevation and will be used to

advertise various bank products and promotions. The façade signs require variances because they do not front along a street and because they include text that is something other than for identification or directional purposes (the addition to the freestanding sign needs this as well). The final variance is to permit seven (7) total signs on site (2 freestanding signs and 5 façade sign) where only four is permitted. In addition to the 3 proposed façade sign and 1 proposed freestanding are the 2 existing Republic Bank façade signs and the 1 existing freestanding sign. Mr. Del Duca made note that the poster signs are really supposed to be an extension of the drive-thru and only meant to be viewed if patronizing the drive-thru.

Mr. Thomas approached the Board and stated his credential as the architect for Republic First Bank and has knowledge of their marketing strategies. Mr. Thomas detailed the existing signage on site and then went into detail on the specifics of the proposed signage. The "Open 7 Days" sign is to be 8" tall and 5' wide and will be located in a sign case beneath the existing freestanding sign and contends this type of sign is consistent with other bank signs in the area, being that many banks are now operating 7 days a week. In regard to the "Love Your Bank Again" sign, it is not trademarked but it is part of their branding. He also noted that the distance between this façade sign and the residential properties adjacent to the rear are approximately 150' away and will not be adversely affected by the sign. The proposed poster signs, which will be internally illuminated and shut off at 10:00pm, are 3' wide and about 4' tall. These signs will contain marketing materials specifically targeting drive-thru customers and will be different from the marketing inside the lobby. Mr. Thomas estimated 40-50% of Republic Bank's business uses the drive-thru. The existing poster signs located on the inside of the front of the building (but are visible since the front façade is mostly glass) are marketed to provide more services for existing customers. All poster signs will be changed every 3-6 months depending on the campaign.

Mr. Del Duca then went into detail regarding the positive and negative criteria needed to justify the variances, including but not limited to statements about the need to identify the bank and its operations, differentiating the drive-thru component of the bank with the lobby component, that the nearby residential areas won't be affected by the new signage, and that no impairment will befall the zone plan if these variances are granted.

Exhibit A-2 was then presented to the Board that showed the specific dimensions of the proposed signs. The existing freestanding sign is 24.75 SF and the proposed addition to it will add another 3 SF, approximately. Testimony was provided showing that a size variance for the freestanding sign is not needed as the size will comply with the Zoning Ordinance. Mr. Thomas then explained that the poster signs (which will be static) are plastic but will be protected by glass cases. Each poster sign will display different messages.

**Public Discussion:** None.

During Board discussion, Mr. Del Duca stated that he will submit revised sign drawings showing a box around the proposed sign text with their dimensions. Additionally, it was stated that the "Power of Red is Back" sign was removed from the building. Lastly, Mr. Del Duca agreed to the condition that if future tenants take over the building, the poster signs will have to remain static messages and will not be permitted as changeable copy signs.

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

**Meeting Adjourned:** at 8:28 PM.