



PLANNING BOARD
Monday, July 7, 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:** Brian Bauerle; Carole Roskoph; Carolyn Jacobs; John Osorio; Hugh Dougherty; Larry Terry; Gina LaPlaca; Moly Hung; and Marlyn Kalitan.
- **Professionals in attendance:** Paul Stridick, AIA, Director; Jim Burns, Esq., Solicitor; and Jacob Richman, Planning Technician.

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

ADMINISTRATIVE ITEMS

Marlyn Kalitan takes the Oath and is sworn in as an Alternate #2 member of the Planning Board in Cherry Hill Township by Solicitor Burns.

Adoption of Meeting Minutes from June 16, 2014: Carolyn Jacobs made a motion, which was seconded by John Osorio, to adopt the Meeting Minutes from June 16, 2014. Affirmative votes by Bauerle, Jacobs, Dougherty, Terry, LaPlaca, and Hung. Minutes are approved.

AGENDA ITEMS

Agenda Item 1:

14-P-0003

Block(s) 342.15 Lot(s) 42
Zone: Limited Office (O1) Zone

South Jersey Medical Center

1401 Route 70 East
Cherry Hill, NJ

Relief Requested: A site plan waiver with bulk (C) sign variances to install a 60 SF multi-tenant monument sign and a 4.5 SF façade (awning) sign.

Exhibits Submitted:

None

Discussion: Applicant South Jersey Medical Center, applied for site plan waiver with bulk (C) sign variances to install a 60 SF multi-tenant monument sign and a 4.5 SF façade (awning) sign; located at 1401 Route 70 East, Cherry Hill, New Jersey (Block 342.15 Lot 42). The property is owned by Dr. Gary Siemons, M.D.

Application was represented by:

- David Hasner, Esq. – Attorney for the Applicant
- Dr. Gary Siemons, M.D. – President of South Jersey Medical Center
- Jim Miller, PP, AICP – Professional Planner
- Art MacCauley – Signs By Tomorrow

Mr. Hasner started by introducing the application for a site plan waiver with bulk (C) sign variances to install a multi-tenant monument sign and a façade sign on the South Jersey Medical Center site. As Mr. Hasner explained, variances are requested to permit a 60 SF multi-tenant monument sign (to be located along Route 70) where a maximum of 30 SF is permitted, a 5' right-of-way setback for the monument sign where a minimum of 10' is required, and lastly, to permit a 2nd façade sign on a principle street frontage (facing Route 70) where only one (1) is permitted.

Dr. Siemons then appeared before the Board and described how the building (which was originally built in the 1950's) developed, how it is currently owned by a group of physicians (shareholders), and that it grew to not only house medical professionals, but also law offices and real estate offices. Dr. Siemons continued by describing the various businesses in the complex. In regard to the multi-tenant sign, one of the reasons it was proposed, as described by Dr. Siemons, was that an incoming tenant, Aria 3B Orthopedic Group, demanded that as part of their agreement to be located in the South Jersey Medical Center building, that there be a sign identifying their presence. Dr. Siemons saw this as an opportunity to attract more businesses by proposing a multi-tenant sign. Dr. Siemons continued by describing the design and review process that it took to get to this point and expressed gratitude for the help Township professionals and staff have provided. Further testimony was provided regarding the necessity for the anchor tenants to have larger spots on the proposed sign and that in addition to the 4 larger panels, 8 smaller panels are requested for other tenants, for a total of 12 panels. Dr. Siemons then described how they have removed illegal signage from the site and have made various aesthetic improvements to enhance the site. When asked about if the applicant thought about putting "South Jersey Medical Center" on the sign as a way of identifying the site, but Dr. Siemons says that the address "1401" on the proposed sign will be sufficient enough. Additionally, since the building does not just house medical professionals, putting the name of the building on the sign may be misleading, especially for people who are not there to see medical professionals. Lastly, Dr. Siemons thinks that the proposed sign provides enough spaces for potential tenants.

Mr. MacCauley stepped before the Board and provided expert testimony on the design of the multi-tenant sign and its relationship with the building. The sign is proposed to be internally illuminated with a brick base and have 12 tenant panels. Mr. MacCauley did confirm that people traveling westbound on Route 70 would have a partially obstructed view of the sign due to the distance between them and the trees that line the edge of the property. Those traveling eastbound would have no issue seeing the sign. The sign will display the same message on each side. Mr. MacCauley stated that the smaller tenant panels could be read from 28' to 30' away but that at the Board's pleasure he could theoretically rearrange the amount of panels and the size of the lettering. Many Board members stressed that there was too many panels proposed on the sign (seems too cluttered and too small to read) and that the applicant should consider reducing it from 12 panels down to 8 or 10 panels. Dr. Siemons chimed in and stated that he is willing to work with the Board to come up with a solution as that is the way he has approached this design process from the start. Mr. MacCauley also mentioned that he could use darker panels as a way to make each panel more distinguishable. Dr. Siemons followed up by agreeing to work with the Department of Community Development to come up with a solution so that each tenant panel is visible. Following discussion on the materials the sign would use, Dr. Siemons mentioned that he could combine 4 smaller tenant panels into 2 panels as those smaller suites could be combined for a potential tenant. Dr. Siemons also stated that he has no obligation to guarantee a sign panel to future tenants.

Mr. Miller was then called as the next witness to provide professional planning testimony. Mr. Miller began by talking about the location of the proposed multi-tenant sign and used the provided survey/landscaping plan as his reference. From a planning standpoint, Mr. Miller wanted to provide as many tenant panels as permitted in a way that they are visible. Mr. Miller described that the purpose of the sign is to confirm to the customer that they are in the right location when they enter the site, especially considering the site circulation is quite confusing (Mr. Miller mentioned that parking layout and the circulation restrictions). Mr. Miller then began to provide the positive and negative criteria for each requested variance. For the setback relief, it was argued that the placement of the multi-tenant sign is restricted due to the limited green space along Route 70 to locate it. The applicant also wants to keep the sign as close to the entrance as possible and provide adequate site lines. For the size relief, Mr. Miller stated that there is a need to identify the multi-purpose uses in the building in addition to adequately identifying the anchor tenants (which gives the site its identity). Mr. Miller argued that the size of their propose sign is consistent with the size of signs in the zones surrounding their property. While this site is zoned Limited Office (O1), most sites around their property are zoned Highway Business (B2). For the canopy sign, which will say "Berkshire Hathaway Home Services Entrance", the sign will properly identify this separate entrance into the building for this tenant and that it is not for the medical offices on-site. The sign is more for people who are already on-site and are walking to their final destination. Mr. Miller continued by testifying that the proposed improvements will not have negative impacts upon the surrounding area if the variances are granted (it will actually keep with the character of the area). Additionally, the large frontage of the site will essentially absorb those variances in that the sign won't look out of place along Route 70.

Ms. Roskoph noted that complicated site layout and that the only place for the multi-tenant sign is where it is proposed and that the sign is not really there to help with site flow. Mr. Miller agreed that the primary purpose for the sign is identification and confirming that the customer is in the right location. Ms. Jacobs suggested swapping out some of the tenant panels for directional signage but also stated that the real issue is with the amount of tenant panels and the need to remove some of the clutter. Chairperson Bauerle posed to Dr. Siemons if he is amenable to eliminating some of the panels. Dr. Siemons agreed to eliminate the bottom 2 panels, thus to increase the size of the remaining smaller panels. Dr. Siemons confirmed this agreement would still maintain the 4 large panels but now only have 6 smaller panels for a total of 10 panels. Mr. Osorio added that the applicant should consider adding smaller way finding signs on-site in order to appropriately direct traffic. Mr. Miller agreed

that way finding signs could be placed at the northwest corner of the building. Mr. Stridick confirmed that these signs would be considered functional signs and if the Board makes it a condition of approval, the Department of Community Development will review those functional signs administratively. Mr. Stridick said the functional signs should be thematic with the overall building. The Board and the applicant agreed to the abovementioned condition. The applicant also agreed to the condition that the smaller tenant panel signs will use the same text size which will be reviewed by the Department of Community Development administratively. Landscaping around the base of the multi-tenant sign will also be reviewed administratively by the Department of Community Development as agreed to by the applicant.

Mr. Hasner concluded the testimony by agreeing to all other comments outlined in Community Development's review letter in addition to working with UPS to have them remove their mailbox that was illegally placed on their property along Route 70.

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

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

Resolution 1:

14-P-0008

Block(s) 342.07 Lot(s) 8

Zone: Highway Business (B2) Zone

Republic First Bank

355 Route 70 East

Cherry Hill, NJ

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.

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 Carolyn Jacobs, to memorialize the resolution for Republic First Bank. Affirmative votes by Bauerle, Roskoph, Jacobs, Dougherty, Terry, Hung, and LaPlaca. The resolution is memorialized.

14-P-0011

Block(s) 337.03 Lot(s) 29

Zone: Residential (R2) Zone

Michael Young

28 Crooked Lane

Cherry Hill, NJ

Relief Requested: A minor subdivision with bulk (C) variances to subdivide one (1) lot to create two (2) lots total. In addition to the existing single family home on Lot 29, a second single family home is proposed on Lot 29.01. As a result of the subdivision, a bulk (C) variance from section 405.D to permit a 9.46' side yard setback, where a minimum of side yard setback of 10' for Lot 29 is required.

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 John Osorio, to memorialize the resolution for Michael Young. Affirmative votes by Bauerle, Osorio, Jacobs, Dougherty, Terry, Hung, and LaPlaca. The resolution is memorialized.

14-P-0014

Block(s) 351.01 Lot(s) 1

Zone: Institutional (IN) Zone

Lovez, LLC

700-750 Route 70 West

Cherry Hill, NJ

Relief Requested: A minor site plan with bulk (C) variances to convert a church, school, and rectory into a private elementary and secondary school for students with multiple non-physical disabilities.

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 John Osorio, to memorialize the resolution for Lovez, LLC. Affirmative votes by Bauerle, Osorio, Jacobs, Dougherty, Terry, Hung, and LaPlaca. The resolution is memorialized.

Meeting Adjourned: at 9:05 PM.