



PLANNING BOARD
Monday, November 17, 2014
DRAFT MINUTES

You couldn't pick a better place.

OPENING: The meeting was called to order by Chairperson John Osorio at 7:32pm

PLEDGE OF ALLEGIANCE: Led by Chairperson Osorio.

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

ROLL CALL

- **Members in attendance:** John Osorio; Hugh Dougherty; Carole Roskoph; Carolyn Jacobs; Kevin McCormack; Gina LaPlaca; Moly Hung; and Marlyn Kalitan.
- **Professionals in attendance:** Paul Stridick, Director of Community Development; Jim Burns, Esq., Solicitor; Stacey Arcari, Board Engineer; and Jacob Richman, Planning Technician.

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

ADMINISTRATIVE ITEMS

Appointment of Moly Hung from Alternate #1 to a Class IV Regular Member of the Planning Board.

Solicitor Burns administered the oath to Moly Hung.

Adoption Meeting Minutes from November 3, 2014. Carolyn Jacobs made a motion, which was seconded by Gina LaPlaca, to adopt the Meeting Minutes November 3, 2014. Affirmative votes by Osorio, Dougherty, Roskoph, Jacobs, McCormack, LaPlaca, Hung, and Kalitan. Minutes are approved.

Resolution 1:

14-P-0021

Block(s) 463.04 Lot(s) 3 & 4
Zone: Residential (R2) Zone

Relief Requested: A minor subdivision with bulk (C) variances to adjust a lot line to remove an encroachment caused by an illegal subdivision.

Hee Bang

6 & 8 Carlton Road
Cherry Hill, NJ

Motion to Ratify: Following the review of the resolution, Carolyn Jacobs made a motion which was seconded by Kevin McCormack, to memorialize the resolution and recommend the zoning text amendments to Township Council. Affirmative votes by Osorio, Dougherty, Jacobs, McCormack, LaPlaca, Hung, and Kalitan. The resolution is memorialized.

Resolution 2:

13-P-0018

Block(s) 325.01 Lot(s) 4-7
Zone: Residential (R2) Zone

Relief Requested: A minor subdivision with bulk (C) variances to subdivide four (4) lots into three (3) lots.

Tony Gerard Associates, LLC (Anthony Palma)

215 Columbia Boulevard
Cherry Hill, NJ

Motion to Ratify: Following the review of the resolution, John Osorio made a motion which was seconded by Gina LaPlaca, to memorialize the resolution and recommend the zoning text amendments to Township Council. Affirmative votes by Osorio, Dougherty, Jacobs, McCormack, LaPlaca, Hung, and Kalitan. The resolution is memorialized.

Resolution 3:

14-P-0026

Block(s) 525.38 Lot(s) 9
Zone: Residential Agricultural (RA) Zone

Luis Martinez

28 Robin Lake Drive
Cherry Hill, NJ

Relief Requested: A tree removal application for the removal of at least fourteen (14) trees (only two of which are still existing) that meet the ordinance criteria (removal of four (4) or more healthy trees in excess of fifteen inches (15") in circumference measured on the tree at a height of twelve inches (12") above the level of the ground).

Motion to Ratify: Following the review of the resolution, John Osorio made a motion which was seconded by Carole Roskoph, to memorialize the resolution and recommend the zoning text amendments to Township Council. Affirmative votes by Osorio, Dougherty, Roskoph, Jacobs, McCormack, LaPlaca, Hung, and Kalitan. The resolution is memorialized.

Resolution 4:

14-P-0028

Block(s) 207.01 Lot(s) 3

Zone: Highway Business (B2) Zone

Cherry Hill Haddonfield, LLC

226 Haddonfield Road

Cherry Hill, NJ

Relief Requested: A site plan waiver with bulk (C) sign variances to remove the existing freestanding signage and install a 50.10 SF multi-tenant monument sign with four (4) tenant panels.

Motion to Ratify: Following the review of the resolution, John Osorio made a motion which was seconded by Moly Hung, to memorialize the resolution and recommend the zoning text amendments to Township Council. Affirmative votes Osorio, Dougherty, Roskoph, Jacobs, McCormack, LaPlaca, Hung, and Kalitan. The resolution is memorialized.

AGENDA ITEMS

Agenda Item 1:

14-P-0009

Block(s) 27.01 Lot(s) 4

Zone: Highway Business (B2) Zone

MBJ Associates, LLC (Cherry Hill Imports)

2261 Route 70 West

Cherry Hill, NJ

Relief Requested: A preliminary and final major site plan with bulk (C) variances for a new 39,938 SF Audi Dealership building, including showroom, sales and parts/service.

Exhibits Submitted:

None.

Discussion: Applicant MBJ Associates, LLC, applied for a preliminary and final major site plan with bulk (C) variances for a new 39,938 SF Audi Dealership building, including showroom, sales and parts/service; located at 2261 Route 70 West, Cherry Hill, New Jersey (Block 27.01 Lot 4). The property is owned by MBJ Associates, LLC.

Application was represented by:

- Bob Newman, Esq. – Attorney for the Applicant
- Amanda Hartung – General Manager of Audi
- Tim Kernan – Professional Engineer
- Pam Pellegrini – Professional Engineer
- Deanna Drumm – Professional Traffic Engineer
- Joe Catelli – Professional Architect

Mr. Newman began the application by giving an overview of the site as well as for the request for preliminary and final major site plan with bulk variances. The applicant wants to bring the current Audi showroom closer to Route 70 as it currently sits far back from Route 70 without much visibility. Other proposed improvements include a more accessible customer service drive through area and a parts/service area.

Mr. Kernan then presented the proposed site plan and noted the surrounding adjacent properties. He described the site as having two access points each off of Route 70, S. Cornell Road, and Park Boulevard. As for the showroom, it is currently 8,500 SF and the proposed plan would increase the size to 40,000 SF. Other improvements to the site include improved on-site circulation and Mr. Kernan described in detail how customers will be able to better maneuver throughout the site. An accessible trash pick-up area will also be provided. Mr. Kernan noted that the current layout is tight and restricts circulation. Improvements will also be made to S. Cornell as the applicant will be widening the road and paving the road. Ten (10) feet of S. Cornell will be dedicated to the Township. Lighting improvements will include the replacement of the existing floodlights with shoebox style lights along S. Cornell while the overall site will see an even distribution of lighting. In regard to landscaping, additional shrubs and trees will be planted along S. Cornell and Park Blvd as well as low level landscaping along Route 70 and the proposed showroom. The applicant agreed to have Community Development review the landscaping plan administratively. Mr. Kernan testified that the applicant will be coordinating the phases of construction and demolition in order to keep site operations running smoothly while keeping employees and customers safe while construction is ongoing. Mr. Kernan then described how customers will enter and exit the site if they come to the dealership to have their vehicle serviced. Ms. Hartung chimed in to explain how customers will be able to utilize the site. In regard to parking, Mr. Kernan explained how that only 20 parking spaces are being lost stemming from the proposed showroom expansion, and this limited parking loss is due to the proposed stacked parking and how

the showroom won't take up significantly more site area. It was also noted that only eight (8) new employees would be added with this proposed expansion and that there should be sufficient employee parking. Mr. Newman made it clear that the amount of cars on-site constantly fluctuates based upon the flow of the day and when cars are being moved on and off the site. Ms. Hartung clarified that employees will continue to park off-site through a prior agreed arrangement that Audi has and will continue to operate in that manner. Ms. Hartung agreed to notify Community Development if parking agreements/arrangements change at all. Ms. Hartung also agreed that no one would park along S. Cornell and also agreed to a night light function test as a condition of approval.

Mr. Catelli next appears before the Board and noted that the proposed showroom building concept is something that Audi Corporate is starting to roll out (Terminal Building design). Mr. Catelli noted how service vehicles will access and circulate through the site. Further details were then explained regarding the layout and structure of the proposed showroom and described the materials in which it would be constructed out of. Mr. Catelli also noted that the Audi "4-ring" logo would be located on the north, east, and west facades of the proposed showroom. There will be seven (7) signs in total.

Mr. Kernan reappeared before the Board to discuss the proposed signage which includes a total of seven (7) proposed signs (where no more than four is permitted). Ten variances were noted overall, four of which pertain to signage. The variances include variances for exceeding the maximum number of permitted signs, exceeding the maximum size for directional signage, to permit three façade signs on a non-principal street frontage, to permit two façade signs along a principal street frontage, to encroach within the side and front yard setbacks, to permit more than the maximum allowed impervious coverage, to permit less than the minimum required open space coverage, to permit 181 parking spaces where a minimum of 307 is required, to permit a 19.11 right-of-way setback where a minimum of 20 feet is required, and a variance to permit a 20 foot residential parking setback where 25 feet is required. Mr. Kernan then went through the positive and negative criteria in order to justify the variances.

Ms. Drumm was the next witness called in order to provide expert testimony on traffic engineering. Ms. Drumm first described the access permit process with NJDOT in regard to relocating the driveways onto the site. Ms. Drumm noted that she did a site assessment of the property in order to study traffic patterns and tendencies. Based on her assessment, 90 additional daily trips will occur but that this increase is de minimus. Ms. Drumm also noted that the six driveways into the site would be reduced to a total of four as a driveway would be eliminated from Park Blvd and S. Cornell in order to consolidate the access points. The relocation of the access points will reduce conflicting vehicular movements. Ms. Hartung noted that car delivery is between 9am and 630pm and won't impact neighboring properties. She also noted that the main lights will go out at the close of business but that some security lighting will remain on. Mr. Kernan then went through the design waivers. Ms. Hartung stated that no cars will be parked on any grass on the site and that the applicant agrees to all comments in the Community Development and ERI letter with the exception of providing sidewalks along Park Blvd.

Public Discussion: Seeing none, this portion of the meeting was closed.

Motion: Following the reiteration of the conditions and variances needed 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 Osorio, Dougherty, Roskoph, Jacobs, McCormack, LaPlaca, Hung, and Kalitan. The application is approved unanimously.

Following the conclusion of the first agenda item, John Osorio recused himself from the remainder of the meeting. Stacey Arcari also left the meeting.

Agenda Item 2:

14-P-0032

Block(s) 284.02 Lot(s) 17-20 & 22

Zone: Highway Business (B2) Zone

Relief Requested: A site plan waiver with bulk (C) sign variances to erect freestanding and façade signage for McDonald's, as well as a multi-tenant retail building and an office building.

Lazgor, LLC

2428 Route 38 & Coles Avenue

Cherry Hill, NJ

Exhibits Submitted:

A-1: Depiction of 4 separate sign drawings

Discussion: Applicant Cherry Hill Haddonfield, LLC, applied for a site plan waiver with bulk (C) sign variances to erect freestanding and façade signage for McDonald's, as well as a multi-tenant retail building and an office building; located at 2428 Route 38 & Coles Avenue, Cherry Hill, New Jersey (Block 284.02 Lots 17-20 & 22). The property is owned by Lazgor, LLC.

Application was represented by:

- Richard Goldstein, Esq. – Attorney for the Applicant

- Peter Lazaropoulos – Project Engineer and Principal of Lazgor, LLC
- Scott Logan – Area Construction Manager for McDonald's
- Jim Miller – Professional Planner

Mr. Goldstein began the application by giving an overview of the prior approved site plan and stating that the applicant is now before the Board for signage approval for the site. Several variances are requested as part of the application. Mr. Goldstein went through the variances briefly and stated that the applicant is proposing two multi-tenant monument signs (one along Route 38 and the other along Coles Avenue) as well as a McDonald's freestanding sign along Route 38. Multiple façade signs are also proposed in order to identify the various tenants.

Mr. Lazaropoulos appeared before the Board and stated that the proposal was to go with smaller signs but more of them in strategically placed areas as opposed to bigger signs that would exceed the maximum allowed square footage of signs. By not subdividing the site, less signs are permitted but it also has the effect of not having too many signs cluttering the premises. So, having smaller signs would accurately identify all tenants and entrances into the site. Mr. Lazaropoulos then showed on the submitted Exhibit A-1 and on the sign location plan what each freestanding sign will look like and where it will be located. Signs will be legible and identify all tenants on the property. As a point of clarification, Mr. Lazaropoulos noted that the proposed McDonald's freestanding sign is to be 30 SF. In regard to the multi-tenant signs, minimum letter height identifying the tenants will be 6 inches on the Coles Avenue sign and 8 inches on the Route 38 sign. Mr. Lazaropoulos then went through some of the comments in the Community Development review letter.

Mr. Logan was next to testify, specifically in regard to the various McDonald's signs. Mr. Logan went through the proposed signage and logo standards and stated that through close coordination with Community Development, he was able to present an acceptable sign package. Mr. Logan talked about the necessity of the functional signs as well the why there is a need for three (3) menu boards and the need for the height clearance sign. All signs would be practical and functional.

Mr. Miller was the last witness to testify. As the applicant's professional planner, Mr. Miller gave testimony in regard to the need for each of the nine (9) sign variances and stated how they each meet the positive and negative criteria in order to grant the variances.

Public Discussion: Vice-Chairperson Dougherty opened up this portion of the meeting.

1) Bruce Sperling of 40 Hassemer Drive asked for clarification on whether there is just one (1) sign proposed along Coles Avenue. Members of the Board and the applicant confirmed that there is only one (1) sign proposed along Coles Avenue.

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

Meeting Adjourned: at 10:16 PM.