



PLANNING BOARD
Tuesday, February 17, 2015
DRAFT MINUTES

You couldn't pick a better place.

OPENING: The meeting was called to order by Vice-Chairperson Hugh Dougherty at 7:30pm

PLEDGE OF ALLEGIANCE: Led by Vice-Chairperson Dougherty.

OPMA STATEMENT: Read by Vice-Chairperson Dougherty in compliance with the Sunshine Law.

ROLL CALL

- **Members in attendance:** Hugh Dougherty; Carolyn Jacobs; Larry Terry; Gina LaPlaca; Sam Kates; Moly Hung; and Marlyn Kalitan.
- **Professionals in attendance:** Paul Stridick, Director of Community Development; Jim Burns, Esq., Solicitor; and Jacob Richman, Planning Technician.

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

ADMINISTRATIVE ITEMS

Adoption Meeting Minutes from January 20, 2015. Larry Terry made a motion, which was seconded by Sam Kates, to adopt the Meeting Minutes from January 20, 2015. Affirmative votes by Dougherty, Terry, Kates, Kalitan and Hung. Minutes are approved.

Vice-Chairperson Dougherty then announced that the application for KBE&B, LLC (14-P-0040) has been continued to the April 6, 2015 meeting of the Planning Board and that no new notice is required.

AGENDA ITEMS

14-P-0042

Block(s) 468.04 Lot(s) 4
Zone: Industrial Restricted (IR) Zone.

NBN Group

2 Pin Oak Lane
Cherry Hill, NJ

Relief Requested: A site plan waiver with bulk (C) sign variances to construct a 33.75 SF freestanding monument sign for a single user.

Exhibits Submitted:

A-1: Photos of existing freestanding signs located nearby the subject property

Discussion: Applicant NBN Group, applied for a site plan waiver with bulk (C) sign variances to construct a 33.75 SF freestanding monument sign for a single user.; located at 2 Pin Oak Lane, Cherry Hill, New Jersey (Block 468.04 Lot 4). The property is owned by Endurance Real Estate Group.

Application was represented by:

- Bill Begley, Esq. – Attorney for the Applicant
- Kelly Rogers – COO of the NBN Group
- Matt Guers – Endurance Real Estate Group
- John Nolan – Aztec Sign Company

Mr. Begley briefly introduced the application for bulk (C) sign variances to permit a freestanding monument sign for the NBN Group. The variances are to permit a second freestanding sign where only one is permitted, to permit a "turn here" text as opposed to an address, and to permit a different color scheme than what is permitted in the Industrial Park area. Mr. Begley then called upon, Kelly Rogers, COO of the NBN Group to give testimony. Ms. Rogers first described the operations at the NBN Group in that they provide a multitude of things ranging from selling medical supplies to providing medical treatments for patients to sending nurses out in the field to meet with their clients. Ms. Rogers said that the NBN Group needs a sign along their frontage on Springdale Road as

opposed to Pin Oak Lane because there is a lack of visibility of their office from Springdale Road (set very far back) and the actual street sign for Pin Oak Lane is quite small. She stated that many customers have trouble finding their office as well as prospective vendors. Ms. Rogers stated that their receptionist fields about ten (10) calls per day of people asking for directions to their offices because they cannot locate it. Ms. Rogers testified that the building (which houses the company General Floors and one other vacant space) in which they are located in does have one multi-tenant sign mid-way along Pin Oak Lane but that it is positioned in such a spot that it is generally blocked by parked cars on either side and has very small lettering (possibly 2 inch tall lettering). Ms. Rogers also agreed as a condition of approval to landscape the base of the sign and will coordinate this action with Community Development. Mr. Begley then submitted exhibit A-1 and showed how many of the signs in the area do not follow a strict color scheme and have no uniformity. Ms. Rogers thinks that the NBN Group logo on the proposed sign would be a great identifier for the site as it is recognizable and they use this particular logo in all of their branding. Furthermore, Ms. Rogers believes the new sign will be immensely helpful to people trying to find the site.

Mr. Stridick clarified that the Department requested a "turn here" portion of the sign with a directional arrow as opposed to the Pin Oak address as to prevent confusion for people traveling along Springdale Road thinking they might be on Pin Oak Lane. Furthermore, Mr. Stridick could not determine if the signs shown in exhibit A-1 are legal or a legal non-conforming sign without further review of their records. Bill Begley later added that the proposed sign is to only identify the NBN Group and there is no intention to add other tenants to the sign, but notes that the applicant understands they would have to come back to the Board to request any changes.

Mr. Nolan was the next witness to testify. Mr. Nolan stated that he designed the sign and continued to describe the signs dimensions. The sign is to be 81" tall by 60" wide and that is a double-side, non-illuminated monument sign. The text size of the NBN Group lettering is 8.25" tall and the logo is 28.5" tall. Mr. Nolan stated, in his professional opinion, that in a 40 MPH zone, the logo and lettering will be visible from 230 feet away which is the industry standard. No site triangle issues would result from the sign if it is erected as Mr. Nolan stated that the sign would comply to the zoning ordinance standards for setbacks (side note: the sign will be 10 feet from Springdale Road and 10 feet from Pin Oak Lane). A Board discussion then ensued about the proposed sign in comparison to the ordinance requirements. Following the discussion, the applicant agreed to reduce the height of the sign by 6" and they will work with Community Development on this issue. The applicant said they would be sure to landscape the base of the sign as per the ordinance.

Mr. Guers was the last witness called by Mr. Begley. Mr. Guers stated that Endurance Real Estate Group consents to the NBN Group's sign application and that they will remove the existing leasing sign as this is the location of the proposed NBN Group sign. Mr. Guers noted that the last vacant space has an incoming tenant who should have permits ready within the next ten (10) days. Mr. Stridick noted that the existing leasing sign appears to be taller than 6 feet which is what the ordinance allows for. Mr. Stridick directed Mr. Guers to make sure that if and when the sign is relocated, that it should comply with the height standards in the zoning ordinance.

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

Motion: Following the reiteration of the conditions and variances needed by Solicitor Burns, Gina LaPlaca made a motion, which was seconded by Moly Hung, to approve the application with the conditions as stated. Affirmative votes by Dougherty, Jacobs, Terry, Kates, LaPlaca, Hung, and Kalitan. The application is approved unanimously.

Resolution 1:

None.

Meeting Adjourned: 8:21 PM.