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PLANNING BOARD
Tuesday, September 6, 2016
APPROVED MINUTES

OPENING: The meeting was called to order by Chairperson John Osorio at 7:30 PM.

PLEDGE OF ALLEGIANCE: Led by Mr. Osorio.

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

ROLL CALL

- **Members in attendance:** John Osorio; Carolyn Jacobs; Steven Sweeney; Moly Hung; Sam Kates; Marlyn Kalitan; Betty Adler; and Sheila Griffith.
- **Professionals in attendance:** Paul Stridick, AIA, Director; Lorissa Luciani, PP, AICP, Deputy Director; and James Burns, Esq., Solicitor.

Comments from the Public Not Related to Items on Tonight's Agenda: Rena Margulis of 28 School Lane stated that she is here with residents of the Brookfield neighborhood and that they received a "Letter of default approval" from Jeffrey Baron, Esq. for a behavioral health treatment facility to be located at 1205 Berlin Road and wanted to know if the Board was aware of it. Solicitor Burns stated that the Board is not aware of it but that he is. Solicitor Burns explained that a copy of that letter was received and that not only does he disagree with the content of the letter but that it was sent in error and has no merit. Solicitor Burns added that that Township will not certify an automatic approval and that they will provide the applicant an opportunity for hearing before the Board. Solicitor Burns stated that the applicant was received many months ago and that the applicant consented to extending the timeline for review of the application. Ms. Luciani explained that the application is on file for review in the Community Development office and any copies of any information in the file will require an OPRA request. Ms. Luciani briefly answered Ms. Margulis' questions concerning the Architecturals and noted that the Institutional (IN) zone permits residential treatment facilities that are licensed by the Department of Health of Human Services. In regard to the ownership of 1205 Berlin Road, it was stated that it is owned by

Erin Breck of 214 N. Brookfield Road stated that she spoke with the Mayor's office about 1205 Berlin Road and noted that there has been talk about putting in money for open space on the land. Solicitor Burns and Mr. Stridick explained that this wouldn't be a Planning Board action, but rather a Camden County matter. In regard to the timeline of the residential treatment facility application, Solicitor Burns stated that it may be heard within the next couple months and notice will be required to be provided to all property owners within 200' of the meeting with notice being postmarked ten (10) days prior to the meeting as well as publishing the meeting in the newspaper (Courier Post) ten (10) days prior to the scheduled date.

Andrew Baron of 112 Ashbrook Road questioned whether residential treatment facilities need to be a certain distance from schools, bus stops, and recreation fields. Solicitor Burns stated that the application has not been fully reviewed and the statutes concerning these facilities have not been fully reviewed. Mr. Baron asked if notice should be given to the community when these types of applications come in and Solicitor Burns explained the statutory requirements for noticing as previously mentioned. Solicitor Burns reiterated that the stance that the application will not receive automatic approval and that they will have to come before the Board to argue their case.

Regina Butler of 114 Ashbrook Road asked what the process is for reviewing applications in regard to environmental and traffic related impact studies. Ms. Luciani stated that these aspects are reviewed if they are applicable per a sixty (60) plus item checklist. While applicants may request submission waivers, their requests are reviewed by Community Development and the Board Engineer.

Donald Lee Federline of 5 Jonathan Road, speaking on behalf of Cherry Hill American, asked how all 400 families involved with their Little League can be an integral part of the application process. Solicitor Burns stated that since many of those families live outside of the 200' list that he should keep checking the Township website.

ADMINISTRATIVE ITEMS

None.

Agenda Items:

15-P-0009

Block(s) 502.01 Lot(s) 1 & 2
Zone: Highway Business (B2)

South Jersey Aquatic Center at Cherry Hill

1720 Route 70 East
Cherry Hill, NJ

Relief Requested: A preliminary major site plan with bulk (C) variances to construct a three-story 45,900 SF (footprint) aquatic center, expanded parking areas, stormwater management facilities and various site improvements.

Mr. Osorio announced the South Jersey Aquatic Center at Cherry Hill application has been postponed as the applicant has requested a sixty (60) day extension of the hearing and the applicant has agreed to waive the tolling period. New notice will be required as no hearing date has been set.

16-P-0028

Block(s) 55.02 Lot(s) 1.01
Zone: Shopping Center Business (B3)

Modell's NJ II, Inc.

2232 Route 70 West
Cherry Hill, NJ

Relief Requested: A site plan waiver with bulk (C) sign variances to erect freestanding and façade signage for Modell's Sporting Goods at the Garden State Pavilions.

Exhibits Submitted:

- A-1: Aerial View
- A-2: West Bound View – Route 70
- A-3: North Bound view – Parking Lot
- A-4: East Bound View – Parking Lot
- A-5: South East View – South Cornell Avenue

Discussion: Applicant Modell's NJ II, Inc., applied for a site plan waiver with bulk (C) sign variances to erect freestanding and façade signage for Modell's Sporting Goods at the Garden State Pavilions.; located at 2232 Route 70 West, Cherry Hill, New Jersey (Block 55.01, Lot 1.01). The property is owned by Garden State Park Pavilions Center, LLC.

Application was represented by:

- Howard Geneslaw, Esq. – Attorney for the Applicant
- James Malin – Urban Neon Electric Sign Company
- Cary Deleo – Senior VP of Construction and Facilities for Modell's
- James Miller, PP, AICP – Planner for the Applicant

Mr. Geneslaw introduced the application for a site plan waiver with a bulk variance to permit Modell's to have a second façade sign along a non-principal facade. Mr. Geneslaw noted that the Modell's is currently under construction and that one façade sign was permitted by right via sign permit application. Mr. Geneslaw noted that if this was a single tax lot, the second façade sign would be permitted by right as the property would have frontage along Route 70 in addition to South Cornell Avenue. Mr. Geneslaw stated that justification for the second façade sign will be provided as Modell's is new to the site and it will help with wayfinding. Mr. Geneslaw added that the size of the second façade sign is compliant.

Mr. Malin submitted exhibits A-1 through A-5 and described the sign package for Modell's. The second façade sign will be identical to the front facing façade sign. The sign will be 134 SF where 150 SF is permitted with white LED illuminated letters. Mr. Malin described the access road that leads into the subject site from Route 70 and stated that the store front is 535' from Route 70 and the size of the sign is based upon that setback distance. When entering the site on the access road, the side wall of Modell's, not the front entrance, will be visible but without a sign, it won't be clear what's there. Mr. Malin reiterated that there are clear site lines to the footprint of the proposed second façade sign when coming from the access road and that a portion of said sign would be visible if you were standing in front of the Ichiban Buffet (due to the fact that Ichiban Buffet and the other tenants in its building block are setback farther than building block with Modell's).

Mr. Deleo supervises the construction of Modell's stores. Mr. Deleo explained that the second façade sign is set in a little bit from the corner as it was a stipulation by the landlord in order to keep the buildings consistent and so that the architecture wouldn't look "funny". In regard to having the parapet, the landlord requested that they keep the parapet and Ms. Luciani confirmed that the parapet was part of the shell design.

Mr. Miller noted that the applicant is requesting a bulk (C) variance and that the application promotes the public health, safety and welfare by providing a visible sign which promotes site safety, and by promoting an aesthetically pleasing environment. Mr. Miller gave a brief overview of the site layout and its context with the surrounding roadways and described how the sign will integrate with the overall site. Mr. Miller does not believe the sign poses any detriment as

there are other buildings with similar dual signage such as the Ichiban Buffet. Overall, Mr. Miller believes the benefits outweigh the detriments and that approval would not cause impairment to the Zone Plan.

Public Discussion: None.

Motion: Following the reiteration of the conditions by Solicitor Burns, Sam Kates made a motion, which was seconded by Moly Hung, to approve the application with the conditions as stated. Affirmative votes by Osorio, Jacobs, Sweeney, Kates, Hung, Adler, Griffith and Kalitan. The application is approved unanimously.

RESOLUTIONS

None.

Meeting Adjourned: at 8:24 PM.

ADOPTED:



JOHN OSORIO, CHAIRMAN

ATTEST:



PAUL G. STRIDICK, AIA
PLANNING BOARD SECRETARY

