

RIDER TO VR PHILLY INC. APPLICATION FOR SITE PLAN WAIVER AND BULK
VARIANCES FOR SIGNS
CHERRY HILL TOWNSHIP
BLOCK 41.01 LOT 2

8. Existing Land Use

The property was previously used as a computer repair business before it was vacated and is currently under construction.

8. Proposed Land Use/12. Previous Applications.

Use variance and site plan approval was granted by Cherry Hill Township to convert the vacant building into an e-sports gaming and indoor amusement venue under Application No. 18-Z-0038 (PBC 9967), along with limited first floor retail use for sale of high-end e-sports gaming components. VR Philly Inc. (the "Applicant") is seeking approval to permit the installation of an 88.2 square foot LED changeable copy façade sign.

Background/Approvals and Variances Requested.

The Applicant is the owner of property located 2101 Route 70 West, a/k/a Block 41.01, Lot 2 on the tax maps of Cherry Hill Township (the "Property"). The Property is located in the B2 Highway Business Zone. The Property was previously utilized as a computer repair business until the building was vacated. It is currently under construction to be utilized as a high-tech, e-sports/indoor amusement center venue with limited first floor retail as noted above. The Applicant previously received approval from the Cherry Hill Zoning Board under Application No. 18-Z-0038 (PBC 9967) to convert the vacant building into the e-sports venue, to construct an addition to the building and site improvements, and to utilize additional lots as parking for the Property.

Applicant requests a waiver of site plan review as this is an application for a sign only.

Applicant is seeking approval to install an LED façade sign. The proposed sign will measure approximately 8.4 feet by 10.4 feet and have a total sign area of 88.2 feet and display the logos of each business sharing the space, as depicted in the attached sign plans. The sign will be illuminated in accordance with Township requirements and is equipped with a photosensor to mitigate illumination accordingly. Applicant is proposing to change the copy on the sign no more than two (2) times in a 24-hour period to coincide with the operating hours of the e-sports and limited retail businesses, respectively. Outside of this change, the text and imagery on the sign shall remain static, and will not confuse or dangerously distract the attention of a driver. The Applicant is also requesting the following bulk variances pursuant to N.J.S.A. 40:55D-70c:

- A variance from Section 517.D.23 to permit a changeable copy sign for an e-sports gaming and indoor amusement venue where currently changeable copy signs are not permitted for this type of business.

- A variance from Section 517.D.23.b. to permit the changeable copy portion of the sign to be approximately 88.2 square feet where currently a maximum area of 24 square feet is permitted.

Applicant will further request all other variances as the Board or its professionals identify and determine to be necessitated.