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May 26, 2021  
35059 34

Re: Garden State Park Phase 3A (Towne Centre)  
**Amended Preliminary and Final Major Site Plan (Phase 1)**  
**Amended Preliminary Site Plan (Phase 2)**  
**Amended General Development Plan**  
Garden Park Boulevard  
Block 54.02, Lot 3  
Cherry Hill Township  
P.B.C. #8752.004 (Phase 3A5)

Ms. Natalie Shafiroff, PP, AICP  
Department of Community Development  
Cherry Hill Planning Board  
820 Mercer Street  
Cherry Hill, NJ 08034-0358

Dear Board Members:

An application has been received for an Amended Preliminary and Final Major Site Plan and Amended General Development Plan for the above referenced 22.396 acre site. The applicant is proposing two (2) phases in this application.

- Phase 1 includes the amendment to the previously received approval to construct a 14,770 square foot retail space expansion on the northern end of the Building 'D', which includes DSW Shoes, Ulta and Barnes & Noble Booksellers. The expansion was proposed to include Retail Space 'A' of 11,000 square feet and Retail Space 'B' of 3,770 square feet. The amended plan indicates a 16,555 square foot expansion now proposed in this location. The expansion is proposed in the area of the fifty (50) space parking field on the northern end of the building, which will eliminate these spaces. An additional four (4) parallel parking spaces along the front of the building area proposed. A loading area and trash enclosure at the rear of the building is also proposed.
- Phase 2 includes two (2) second floor expansions of Buildings B2 and B3, each of 1,736 square feet and the construction of a 140-room, 5 story hotel with a 5,600 square foot rooftop bar.

A revised General Development Plan for the changes is also proposed. The site is located within the Regional Business (B-4) Zone. The site has several access points in the immediate area of the expansion from Haddonfield Road and Chapel Avenue.

The following information has been submitted in support of this application, as prepared by EP Design Services, LLC, unless otherwise noted:

1. Land Use Development Application.
2. Amended Preliminary and Final Site Plan, 23 Sheets, revised to January 5, 2021.
3. Amended General Development Plan, Phase 3B, 7 Sheets, revised to January 5, 2021.
4. General Development Plan and Uses, dated April 23, 2021.
5. Architectural Plans – Hotel, undated.
6. Colored Elevations – Old Navy, dated April 15, 2020.
7. Stormwater Management Report Addendum, dated February 20, 2020.
8. Traffic Impact Study, prepared by Langan Engineering, revised to December 12, 2019.
9. Waiver Justification Letter, dated April 23, 2021.

## 10. Project Summary and Operations Statement.

This information has been reviewed for completeness and conformance with the Land Subdivision and Zoning Ordinances of Cherry Hill Township and based on a site visit the following comments are offered. Our review is intended to be used in combination with the reviews of the other Township's Professionals.

**Amended General Development Plan**

1. The applicant should provide testimony as to how this amendment to the General Development Plan (GDP) meets the goals and objectives set forth in the original GDP.

**Preliminary & Final Major Site Plan Checklist**

We defer to the Department of Community Development's most current letter for any outstanding checklist items or submission waivers.

**Design Waivers**

1. A mounting height of 25 feet appears to be proposed for the lighting at the hotel. A waiver is required to permit a 25-foot height where a maximum of 20-feet is permitted. The mounting height should be lowered.

**Zoning Requirements**

1. Per Ordinance Section 417, Shopping Centers are permitted principal uses within a Regional Business (B-4) Zone.
2. Bulk Requirements: Regional Business (B-4) Zone. We defer to the Department of Community Development letter for the bulk requirements and Zoning chart.
3. Parking Calculations.
  - Shopping Center: 4 spaces per 1,000 square foot of Gross Floor Area. The total proposed Retail GFA are is 319,533 square feet. Total required parking = 1,279 spaces.
  - Restaurant: 8 spaces per 1,000 square foot of dining area. The total proposed Restaurant area is 39,810 square feet. Total required parking = 319 spaces.
  - Hotel: 1 parking space per room (140 rooms) and 1 space/2 employees (30 employees). Total parking required is  $140 + 15 = 155$  spaces

**Total spaces required: 1,753 parking spaces**

**Total spaces proposed: 817 surface parking spaces and 675 parking deck spaces = 1,492 parking spaces**

- Previously, this section had an office component which was called out in the parking calculations. The applicant should discuss whether this is still in use as it is not provided for in the parking calculations. The Land Use Plan indicates a proposal of 229,000 square foot of retail, 40,000 square feet of Restaurant, 131,000 square feet of office and fitness, and a 140 room hotel. The parking calculations do not match this. In addition, we defer to the Board Planner and the Department of Community Development for clarification as to whether the rooftop hotel bar is considered part of the overall restaurant calculation.
- The Project Summary/Operations Statement, Plans, the General Development Plan and Land Uses Statement and Traffic Assessment all contain differing information as to square footage and uses. These should all be coordinated in order to determine the appropriate parking space calculations.
- **A variance is required to provide 1,492 parking spaces where 1,753 parking spaces are required.** This part of the overall Garden State development is extremely busy and available parking is sometimes difficult to find. A parking study for the area on a Friday evening and Saturday should be provided to better identify any potential parking issues. This should be provided prior to the Board hearing.

**General Comments**

1. Testimony should be provided for the following:
  - a. the proposed operations of the uses. The applicant should discuss if the rooftop bar is open for public use, whether food will be served, whether special functions will be proposed.
  - b. days and hours of operation.
  - c. number of employees.
  - d. time, type and frequency of trash pickup
  - e. time, type, frequency and path of deliveries and trucks for each proposed use.
  - f. proposed architecture of each proposed building
  - g. screening and buffering of mechanical equipment of each proposed building.
2. We defer to the Department of Community Development for review of all signage.
3. We defer to the Department of Code Enforcement for additional review of the ADA facilities.
4. The Stormwater Management Addendum should be signed.

**Site Plan**

1. The sight triangle at the northwest corner of the hotel is blocked by the hotel. We recommend that this intersection be a full-way stop controlled intersection.
2. The intersection at the northwest corner, the southwest and the southeast corners of the hotel should have decorative asphalt pavement.
3. The two (2) parking spaces at the southeast corner of the hotel should be eliminated. These spaces are within a new intersection, which is not ideal for circulation.
4. We recommend some additional signage to direct motorists, uber and lyft drivers, etc. to the drop off area. In addition, we recommend that some of the parking spaces across from the drop off area be designated for hotel check-in, uber and lyft parking.
5. We recommend that the drop off area be more controlled so that motorist entering from the appropriate directions, discourage parking and stopping/standing, and encroachment into the drive aisle.

**Stormwater Management Report and Drainage Calculations**

1. The stormwater management addendum notes that the impervious coverage has increased by 9,935 square feet (0.23 acres). It is not clear if this is for Phase 3A or for the entire site. Additionally, the report should not what the area of disturbance is for the work in question.
2. The Stormwater Report should be expanded to provide a comprehensive discussion as to how the proposed improvements compare to both the existing conditions of the overall site and whether, under proposed conditions, the stormwater design will continue to be within allowable design parameters for the existing stormwater system design and the basins for both the area in question and for the overall site. If the thresholds are exceeded, then additional stormwater measures will be required.

**Landscaping and Lighting**

1. A 2-year maintenance guarantee should be noted.

**Details**

1. The concrete class (minimum of NJDOT Class 'B') should be indicated for the concrete details.
2. A cross section of the proposed roadway should be provided, showing the appropriate elevations and features, and details.

**Traffic Impact Study Comments**

1. A traffic report has been provided. It should be updated to the current proposal of uses as the retail square footage does not appear correct. It also does not note whether the 5,600 square foot rooftop bar is included.

**Administrative**

1. An estimate for all on/off site improvements (excluding structures) should be prepared and submitted to the Department of Community Development upon final approval of the plans.
2. Prior to construction start, Ordinance requirements regarding review escrows, inspection escrows, impact fees, etc. must be met.

**Permits and Approvals**

The following permits and approvals should be provided, if updated approvals are required or provided:

1. New Jersey Department of Environmental Protection
2. Camden County Soil Conservation District
3. Camden County Planning Board
4. Cherry Hill Township Fire Marshal
5. Cherry Hill Township Code Enforcement
6. Cherry Hill Township Engineering
7. Any others as required.

Should you have any questions or require additional information, please do not hesitate to contact me.

Sincerely Yours,



Stacey Arcari, PE, PP, CME, PTOE  
Planning Board Engineer

SEA/sea

cc: Ron Aulenbach (via email)  
Doug Wolfson, Esquire (via email - [dwolfson@weingartenlaw.com](mailto:dwolfson@weingartenlaw.com))  
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