

**BOROUGH OF MAGNOLIA
PLANNING BOARD MINUTES
April 25th, 2018**

The meeting was called to order by Chairman Lawrence Barrar at 7:30 PM. The public statement was read by the Chairman, followed by the flag salute.

ROLL CALL - CH-Chairman, VC-Vice Chairwoman, C-Council, MD-Mayors Designee, A-Alternate

Lawrence Barrar	CH	Present	Mary Martz	C	Present
Joyce Albrecht		Present	William Kennedy	MD	Late 7:40
Robert Brown		Absent	Christopher Gellien	A1	Absent
Brian Carson		Present	James Jarrett	A2	Present
Dan Radcliff		Absent	Ron Ammen	A3	Present
Joseph Dymond		Present		A4	
Michael Moore	VC	Present			

ALSO

Jeff Hanson	Engineer	Present	Michael Ward Solicitor		Present
Debbie Simone	Zoning Off.	Present	Debbie Simone	Secretary	Present

APPROVAL OF MINUTES

Motions were made to approve the March 28th, minutes. AIF-motion approved.

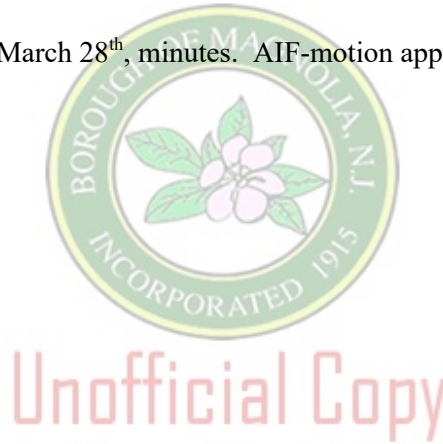
OLD BUSINESS

None

NEW BUSINESS

VAR 17-1

**Two Farms, Inc.
340 Evesham Ave.
Block: 3.01 Lot: 1
Bulk C Variance for Signage**



Official copies should be requested through the Borough Clerks Office

At this time Chairman Larry Barrar recused himself from this application. Vice Chairman Michael Moore will chair the meeting. Due to the absence of regular members, Mr. Jarrett will be voting.

Mr. Damien DelDuca Esq. appeared on behalf of the applicant Two Farms, Inc. Providing testimony is Jack Whisted and Matthew Julio. Mr. DelDuca mentioned the applicant received final site plan approval on March 23rd, 2016, which brought the first Royal Farms in New Jersey. 2 of the signs installed were not the same as what was approved. Sheet A1 is the site plan showing the freestanding signs, sheet A2 is the approved sign plan with 2 gas panels and 2 small product signs. A variance was granted at the time of site plan approval for 144 sq. ft. sign. Sheet A3 is the sign that was installed with 2 additional gas panels, plus the product signs. The Royal Farms panel is 1/2 of what is permitted by ordinance. The reason for the larger signage, it promotes traffic safety since it is easier to see and read when driving. Mr. Carson asked about the other Free Standing sign with hiring signs, and tobacco products. Mr. DelDuca stated the signs are the same. Mr. Moore asked if the 2 additional gas signs includes the 2 product signs as well. Mr. DelDuca stated yes. Mr. Ward mentioned that the product signs were misleading to the board as they were under the impression the product signs would be Royal Farms specialty product signs. Mr. Hanson commented on the computation of the sign area.

Mr. Jack Whisted, Senior Corporate Engineer of 3611 Roland Ave. Baltimore, MD. Stated that he is taking responsibility for the change in signage. He apologized to the board, and stated that Royal Farms does not misrepresent themselves. The #1 revenue for Royal Farms is fuel. They buy from the pipeline direct, so they can offer cheaper prices on gasoline. The signs were designed under state and federal laws. The size of the gasoline signs are designed by state and federal guidelines, and the height and width are determined by traffic safety. Mr. Whisted stated that all products of gasoline are offered for different uses. The super 93 is

1 grade higher than most. The size of the sign is determined by the speed limit. A driver needs 8 seconds to see and decide if they want to pull in which is the current federal standard. Mr. Whisted addressed the product signs that are changeable based on what product Royal Farms is trying to sell. The cigarette signs are for the current sale, however if it is offensive to the board and to the Town, we will remove them. Mr. Whisted stated he is willing to remove the product signs all together if that is what the board prefers. Mr. Whisted agreed to apply for a zoning permit for the temporary sign for hiring. Mr. Whisted stated by listing more grades of gasoline and the pricing, it avoids “ sticker shock” at the pump. Currently Royal Farms has 5 stores in New Jersey. Mr. Kennedy asked if there were other mistakes. Mr. Whisted stated no, in 2015 the design on the plan changed the specs of the signage. Belmawr, Gloucester City, and Voorhees all have 4 panels. Mt. Laurel there is an application pending for 4 panels. Mr. Moore asked if the 4 panels on the White Horse Pike sign impede the line of site for traffic exiting the site? Mr. Whisted stated no. At this time Councilwoman Mary Martz made a motion to open the meeting to the public, and Mr. Carson seconded the motion.

From the public is Tom Hannigan of 211 E. Monroe Ave. Mr. Hannigan asked what the date of the current permit is. Mr. Hannigan questioned the variance request, and Mr. Ward explained the process to Mr. Hannigan and the sign was part of the original board approval. Mr. Hannigan mentioned the storm water run off is above normal, the road from Evesham to Washington is being fixed, and the detention basin is not working properly, as well as trash everywhere. Mr. Hanson commented the basin works as it was designed. Mr. Hannigan has a concern with the run off to the neighboring properties, and Mr. Hanson agreed to meet with Mr. Hannigan at his property.

Next to appear is Mayor Betty Ann Cowling Carson of 201 Charles Road, Magnolia. Mrs. Carson commented on her concern for the amount of accidents that occur at the corner of White Horse Pike and Evesham Road, at least 1-3 times per week. The White Horse Pike is under repair and drivers take caution and cannot read the sign in 8 seconds. 2 panels are easier to read. Code enforcement gave notice to Royal Farms for temporary signs as there is a safety concern.

Next to appear is Larry Barrar of 227 Phillips Ave. of Magnolia. Mr. Barrar asked if by adding to panels will that increase the overall size of the sign? Mr. Whisted stated no wider and no taller, and the 6ft site triangle still exists with an approximate 9ft. 4inch clearance. The product panels are 44 inches. Mr. Whisted stated the Federal Law is to clearly advertise the price of gasoline. Mr. Whisted added that the size of the numbers are determined by speed by ordinance, and it is Royal Farms policy to advertise. Mr. Barrar commented that if it is not legally required, then we should keep what was approved. With nothing further from the public, Mr. Carson made a motion to close the public portion, and Mr. Jarrett seconded the motion.

Also testifying for Royal Farms is Matthew DiGiulio, of 1306 Wilmington Pike Suite A2 of Wilmington PA 19382. He handles the site selection for the tri state area. Mr. DiGiulio commented that all signs are being updated so the public can clearly see the prices. Royal Farms employs local people, and compete against WaWa. The signs are consistent with the number sizing. Mr. Whisted mentioned that he is willing to remove the product signs if need be. He stated they have to advertise their products such as fuel, chicken, and cigarettes. They are in need of support of the community and the local government. Mr. Moore mentioned he is a consumer of gas. Ms. Albrecht mentioned that she appreciates all 4 prices. Mr. Carson made a motion to re-open to the public, and Mr. Jarrett seconded the motion.

Appearing again from the public is Mayor Betty Ann Cowling Carson. Mrs. Carson asked about making the panels smaller. Mr. Whisted commented there is an electronic film within the sign that is updated within the store. Mr. Carson made a motion to close the public portion, Mr. Dymond seconded.

Mr. DelDuca discussed the hardship, practical detail, and the positive and negative criteria. This could be a C1 or C2 Variance, this is a very busy intersection. Advertising here is important if you miss the driveway, the additional panels and size helps to identify the product. Due to the location the larger sizes are justified. The additional signs help promote traffic safety, and outweighs the detriment. Mr. Kennedy made a motion to take a 5 minute break, and Mr. Carson seconded the motion.

As the meeting reconvened, Mr. Hanson addressed his letter. Mr. DelDuca mentioned that the applicant would also like to put up a monument type sign stating “ Welcome to Magnolia” with the Magnolia flower symbol, being consistent with Somerdale and the WaWa sign. The product signs will be removed. Royal Farms also agreed to promote local history by adding or mounting items inside the store so the general public

can be reminded. There was discussion on the monument/ground sign being 2ft. tall and about 10ft. wide, and Mr. Hanson agreed to assist the applicant with a safe design. With nothing further from the board, Mr. Carson made a motion to approve the application with conditions, Ms. Albrecht seconded the motion. On Roll Call Vote:

Mrs. Albrecht	Yes	Mr. Carson	Yes
Mr. Dymond	No	Mr. Kennedy	Yes
Ms. Martz	Yes	Mr. Moore	Yes
Mr. Jarrett	No	Mr. Ammen	Yes

Majority voted yes, motion passes, application is approved.

Chairman Barrar resumed the Chair for the remainder of the meeting.

OPEN PUBLIC

Ms. Martz made a motion to open the meeting to the public, and Mr. Carson seconded the motion. There are no comments from the public, Mr. Carson made a motion to close the public portion, Mr. Dymond seconded the motion, all in favor.

CORRESPONDENCE

None

ORDINANCE ISSUES

Councilwoman Mary Martz informed the board that Council is updating various ordinances, and she will keep the board informed.

COMMENTS/DISCUSSION

There is a Dollar General going where the Family Dollar was, also Pizza Hut has closed. Mary also reminded everyone to complete their financial disclosures.

ADJOURNMENT

Being no further discussion, motions were made to adjourn the meeting at 9:40pm. AIF-motion approved.

*AIF – All in Favor



Unofficial Copy

Official copies should be requested through the Borough Clerks Office
by completing an Open Public Records Act Request form. Contact us
at (856)783-1520 for additional information.