

April 4 2015

**PEMBERTON TOWNSHIP PLANNING BOARD**

Pemberton Township Municipal Building  
500 Pemberton-Browns Mills Road  
Pemberton, New Jersey  
January 8, 2015 Meeting  
7:25 PM

**PLANNING BOARD MEMBERS:**

David A. Patriarca, Mayor  
Steven E. Borders, Chairperson  
David P. Cooper Vice-Chairperson  
Norma Trueblood, Councilperson  
Donna Lefebvre, Board Member Secretary  
Dan Hullings, Environmental Commission Member  
Antoine Hicks  
Dr. Thomas J. Cathers, Sr.  
Alfred Korndoerfer, Jr. Alt. 1

**CONSULTANTS:**

William Sitzler, Attorney  
Michael Wisnosky, Planner  
Ted Wilkinson, Engineer

**STAFF**

Donna DiPalma, Business Secretary

1. **Meeting called to order**
2. **Pledge of Allegiance**
3. **Open Public Meetings Act Statement** The notice requirements provided for in the "Open Public Meetings Act" have been satisfied. Notice of this meeting was properly given in the annual notice which was approved by the Planning Board for the Township of Pemberton on January 2, 2014. Said resolution was transmitted to the Burlington County Times and the Trenton Times, filed with the Clerk of the Township of Pemberton and posted on the official bulletin board at the Municipal Complex, filed with the members of this body and mailed to each person who has requested copies of the regular meeting schedule and who have prepaid any charge fixed for such service. All the mailing, posting and filing having been accomplished on January 3, 2014.
4. **Roll Call:** Patriarca, Borders, Cooper, Trueblood, Hullings, Hicks, Cathers, Korndoerfer and Borders were present.
5. **Public Comment**  
(No public comments)
6. **Minutes**  
a.) December 4, 2014 minutes

Motion to approve by Cooper; seconded by Hullings  
Roll call: Cooper, Hullings, Hicks, Cathers, Korndoerfer and Borders voted yes.

7. **Applications / New Business**

- a.) Danitom/Nova Properties, Bobolink Subdivision, Blocks 4-28 Lots (varying), application for final major subdivision approval

Sitzler confirmed with the Board that they had read the letter from the applicants attorney; he advised that the applicant had asked for an adjournment of the meeting on December 29, 2014 and asked for a continuance into the future without date; they waived their right to any statutory limitation in terms of the Boards actions; they also indicated that they are obligated to re-notice the next meeting whenever it occurs; he spoke with DiPalma and if they go for many months without doing anything should he would do a resolution; he would contact or DiPalma would contact them; he didn't think that would occur after speaking with their attorney; they are very anxious to meet with the Mayor and Township Council and try to resolve what they perceive to be some issues they have

with the Developers Agreement before they come back to the Planning Board; if it is a problem he would be prepared to do a resolution about their status at that time.

Cooper made a motion to hear it after it was advertised properly.

Motion made by Cooper; seconded by Korndoerfer

On the question:

Patriarca disagreed because it has been a lengthy process in excess of 9 years; since the applicant has been to the Board last was in excess of a month ago; they have not reached out and talked to the Mayor to move forward with the process; he would recommend that the Board set a date and timeline and not be open end.

Cooper amended motion to include the March regular meeting.

Patriarca agreed that would be acceptable.

Hicks asked for clarification.

Patriarca stated that the application that's before the Board should not be continued with an opened ended date; he should be given a date so that he can either come back to the Board or he should come back to the Board and give a reason why; he reach out to the Mayor to work on the application to correct the matter.

Hicks commented that his understanding was that no date was set because there were no dates to set because the Board had not agreed to the 2015 schedule yet.

Sitzler agreed with Patriarca; the Board set the dates so there is no reason not to give him a date.

Amended motion made by Cooper; seconded by Hicks

Roll call: Cooper, Hicks, Hullings, Cathers, Korndoerfer, Trueblood, Patriarca, Lefebvre and Borders voted yes.

#### 8. Comments from Board Members and Consultants

Cooper stated that he and Mr. Borders has attended the League of Municipalities, the Township is not making a lot of progress and something more needs to be done; asked about forming a redevelopment authority or committee to help focus on moving these projects forward to help the Mayor and Administration.

Patriarca did not disagree but from personal experience development is a buzzword; referred to Wrightstown where they own the property and can't get someone to build; other towns have a highway and established business districts where they have of 250,000 cars going past store fronts; Pemberton also has a challenge called the Pinelands; as the Mayor, he is the only authority to negotiate; Council had a redevelopment committee.

Cooper felt they did need a mechanism to assist the administration in moving forward.

Patriarca discussed the Township having to pay for it; giving away tax credits like Florence did giving away tax credits for years; what's the Township willing to spend out of their pocket; they do have UEZ money; they've been using that as a bargaining chip, offered it as a no interest loan to get started; they are putting it out there but not willing to take something at any cost; loves talking about the town and how to improve it; didn't profess to know all the ideas and answers but has been through a lot of it to understand it is not an easy process.

Korndoerfer commented regarding Florence and that if they gave such a large tax break they may find themselves in a situation where when it was gone they closed the doors and walk away; it's happened before in other situations.

Patriarca stated they are looking at other ideas; they have a Director of Community Development Dave Benedetti who has a lot of good ideas, brings a lot to the table; has

brought a lot of developers to the table; they are looking at other ideas and how to change things up; instead of developers coming to them with their packets; the Township is putting a packet together and get a developer; possibly looking at different properties; maybe residential is where they need to look.

Borders commented that it was were they were looking to strike a balance; they are all there to assist the Township; they want to do everything possible going forward; they are there to help and if the Township has ideas they want to explore, they can have another meeting; if they need some research done; target surveys; maybe they do need to explore residential areas and how to improve those to attract other people to their community.

Patriarca wanted to pursue a series of meetings with Board members, members of Administration that include the Community Development Director, they could even bring in the Board Planner at times; he's open to that and could give some ideas of what they are working on; maybe they can divvy up some of the work to try to be more productive.

Borders commented that there were different ideas throughout the country; things that worked in rural areas where military bases are located; find out what other areas have done; they have a balance of challenges; they have the Pinelands; a tri-service community around them; there are people that live in the town that don't work in this town; maybe they can come up with some ideas as a Board and really try to help out.

Cooper stated the he really felt he could help; he's been here for 27 years; been doing this in one facet or another for 40 years and could be of some assistance.

Patriarca responded that he would welcome the assistance; it's not a one person job; it does take a team; wanted to be able to present developers with the potential growth.

Hicks commented sometimes its not a matter of begging that they want some businesses in town; it was really apparent that constituents are not aware of the process and how long it takes to for actions like this move forward; they aren't aware of the good work that the Township has been doing; suggested making sure that they look at getting the kind of housing that is not present in the Township currently; the Township has ranchers and split levels but do not have any townhouse or condominium style homes; the kind of development that will attract young families; maybe the two dollar stores and the Super Wawa will open developers eyes to the area; there's a lot of traffic in the area and a lot of money to be made; discussed the corridor around 206 and the corridor toward Helen Fort what are the options there; felt that the Early Childhood Learning Center was a good draw; but maybe they need to look at loosening up some standards in the Master Plan to get the ball rolling.

Patriarca cautioned any changes because they went through a lot of effort to establish the standards; they did a lot of hard work on it; if there are flaws in some area they should review it; but didn't agree with loosening the reins up for a developer to come in make a profit and run and then the Township would be stuck with that product.

Cathers commented that if an alteration is made to the plans and the developer does have less responsibility each ensuing developer will expect that same favor and would deteriorate the quality that they are trying to build in Pemberton Township.

Hullings cautioned not to create something for the sake of creating something; they have created what they want.

Borders suggested looking at what is missing and why are they not coming; there are people who live and work here but shop outside the Township; we have an opportunity to gain a foothold; whether they go down the residential route and go for some type of small industrial business some commercial industrial; something has to be attractive; people who live here like the lifestyle, like the distance and like the people so there is something attractive about Pemberton Township; until you live hear they don't know the quality of people that live here and they need to project that better; there are misconceptions unfortunately; they need to promote that.

Cathers commented that it would be a statewide marketing strategy to advertise the quality of living in Pemberton Township.

Hullings didn't think it was just Pemberton Township; get on 38 and count the empty strip malls, shopping malls; there are all kinds of towns that have the same problem.

Lefebvre commented that one of the biggest problems is the misconception of the people; there are awesome people in the community; she lived in North Jersey; people here open the

door for you; the people here have good hearts but the one or two bad apples in the bushel get the publicity on the front page of the newspaper; they need to do something to promote the community; when opening the newspaper even under education every school is in there; don't see Pemberton students; we need to promote the Township; the community, the lakes, the people; it's a beautiful community; their kids go to the best colleges; so many go into the military; we have to promote our community; look at the different centers they have like the BMIA building she couldn't believe it was the same building and that it was in her community; their own residents don't know they are there; the Country Lakes building is gorgeous; she rented the Dominique Johnson Center it was so well kept and maintained; but every time she sees an empty house she's heartbroken.

Patriarca stated that there were 50 sheriff sale houses at that time; but its not a lot in comparison to other towns.

Hicks said he's been to the sheriff's sale office; places like Willingboro and Mt. Holly are worse; they have a clip Board for every town and Willingboro has two clipboards pretty thick. Patriarca stated that they are closer to the other side of the scale; other towns have more because they were higher end homes and people had to walk away from them.

Cooper commented that the banks are sitting on the homes.

Lefebvre said that they had to open up four new kindergartens January 5<sup>th</sup> because there were over 25 children in each kindergarten class; they are coming from somewhere; they just need to spotlight the Township.

Patriarca stated that they are looking for a new rooftop approach to make it enticing for the developer; they had gotten so focused on the one property; they have been doing other things but no one has paid attention to them; the Virtua went in, Dollar General, Family Dollar, Super Wawa there have been housing developments; they want to look at other opportunities right in the Down Town Browns Mills Area.

Borders stated that they are there to assist the Township.

#### 9. Adjournment

Motion to adjourn by Hicks; seconded by Korndoerfer

All in favor: Aye

None: Opposed

Meeting adjourned at 8:10 PM

Respectfully submitted by,



Donna DiPalma, Business Secretary  
Planning Board and Zoning Board of Adjustment

**Disclaimer:** the above minutes are neither a verbatim nor a detailed version of the events of the meeting. Such detail is available on the legal recording of the meeting at the Township office during business hours.