

TOWNSHIP OF OCEAN REDEVELOPMENT COMMITTEE

JULY 9, 2009
6:00 PM

1. CALL TO ORDER

- ROLL CALL

Joseph Lachawiec X Dick Reilly X Robert Kraft X

FLAG SALUTE

OPEN PUBLIC MEETING ACT – PURSUANT TO THE PROVISIONS OF THE NEW JERSEY OPEN PUBLIC MEETING ACT, ADEQUATE NOTICE OF THIS MEETING WAS PROPERLY PROVIDED BY SENDING COPIES OF THE NOTICE OF MEETING TO TWO NEWSPAPERS, THE ASBURY PARK PRESS AND THE PRESS OF ATLANTIC CITY. THE NOTICE WAS POSTED AT THE OFFICE OF THE TOWNSHIP CLERK AND ON THE BULLETIN BOARD OF THE ADMINISTRATION BUILDING.

MEETING MINUTES:

Approval of the Meeting Minutes of January 8th and January 22nd, 2009

Motion to table moved by Deputy Mayor Reilly, seconded by Mayor Kraft.

Roll Call: Lachawiec: Abstain, Reilly: Yes, Kraft: Yes.

REGULAR MEETING

NEW BUSINESS

- Town Center – (Informal)
 - o Nathans & Bruster's Ice Cream (PAD Site)

Dave Ragone, Coastal Redevelopment, presented the prospective tenant for the Shop Rite shopping center in the Township of Ocean.

Brian Leff, Engineer for Coastal Redevelopment is sworn in by Township Attorney McGuckin.

Mr. Ragone stated the site is on the Northeast corner of the property. This corner of the property was originally approved with this application with a 4,500 square foot, full-service restaurant in mind. The stormwater runoff from that area cannot be accommodated. The engineering was designed appropriately. It was landscaped, graded, etc.

Mr. Leff stated the tenant is interested in occupying a combo-restaurant, which will include a Nathan's hot dog franchise, as well as Bruster's Ice Cream, a homemade ice cream franchise. This building will have two tenants. Nathan's and Brewster's will be one tenant occupying the front, with visibility from Route 9 as well as Volunteer Way. A drive-thru is located on the North side of the building. The building has additional retail space for future tenancy. It will be one continuous building with a fire separation wall in between.

Nathan's tenancy requirements include a drive-thru operation. The drive-thru pick up window would be on the Northern side and the ordering station would be on the Eastern part of the building adjacent to the outdoor seating area. Customers utilizing the drive-thru area would exit back out into the parking lot. From there they can travel in any direction.

The building was originally 4,500 square feet. Now it is slightly less. The outdoor seating area will be part of Nathan's. The parking was reduced by two spaces to accommodate the drive-thru. No variances are required. The only change to the original plan is the drive-thru lane and window. Everything will be landscaped appropriately, with less impervious area. The drainage system was designed to accommodate that kind of stormwater runoff.

Deputy Mayor Reilly requested a description of the traffic flow for the drive-thru.

Mr. Leff stated customers would access from the main shopping center through any of the drive isles. The ordering station and queuing lanes will be on the Eastern side of the building, where they would enter into that lane adjacent to the bike path on the Route 9 side of the property. The customer would order the menu items at the menu board and continue in a counter clockwise direction, where the food will be picked up and exit on the Western side of the building and back out into the parking lot. The entrance lines up with the Northbound travel direction of the outside drive isle, where there is no parking adjacent to that. A customer would come across the bank, up a drive isle and enter into the drive-thru lane.

A discussion took place regarding handicap parkers at the bank, backing out into traffic.

Mr. Leff stated it is a standard 24 foot wide drive isle.

Dave Roberts, CMX, Township Planner, stated based on the orientation and layout of the building, the difference between this design and the original concept plan was deflative of the site plan that was approved for the larger shopping center. The original restaurant did not include a drive-thru. The original Route 9 Phase I Redevelopment Plan and the Economic Redevelopment Plan amendment did not permit drive-thru businesses. That had been modified through the concept plan and the site plan approvals. The township requested additional testimony and clarification, as to whether this elevation is typical, would the signage be on one or multiple facades and the size of the signs. The landscaping and appearance of the site will be affected by the drive-thru.

Jim Oris, CMX stated in the current configuration the drive-thru lane does not have a bypass area. On the older plans, there was pedestrian access from the path. That has been eliminated from the current layout. The illumination of the site is directly pointing at cars stacked up on Volunteer Way. At night, when cars turn the corner from an opposite direction, headlights are going to be pointing at the cars coming down Volunteer Way. The height of this facility above the intersection of Route 9 and Volunteer Way is elevated significantly. The drive-thru lane and hardscape improvements are being pushed closer to Volunteer Way. Mr. Oris requested the applicant discuss how they are going to address the grade issue – guide rails, retaining walls, etc. The township is concerned with the noise element connected with the menu board. There should be advance-warning signs for cars exiting the drive-thru lane, heading into the parking area.

Mayor Kraft discussed whether this is a use that the town wants on the site.

Scott Taylor, Township Landscape Architect stated when Volunteer Way gets realigned, this will be the center point of the downtown. The reason the Redevelopment Committee didn't want drive-thru restaurants is because of the pedestrian phase. There are two drive-thru buildings on the site. One is the bank and the other is a potential fast food. Those drive-thru buildings are shown on the inside on the parking lot side, which is vehicle dominated. None of them are on the outside perimeter. The menu board's noise and lights are going to be presented to the most critical intersection in town. The architecture has not met with some of the design objectives in terms of detailing and masonry, as well as the maritime, nautical themed architectural vernacular.

Deputy Mayor Reilly inquired how deliveries are going to be handled.

Jim Oris, CMX stated the tenant will be able to answer that based on the tenant's use and policy and procedure. This will describe the type of vehicles used for delivery and how would they off load.

Deputy Mayor Reilly inquired where trash will be stored.

Mr. Oris stated the dumpster pad is in the vicinity. The town will want to know how the dumpster will function and work with the tenant's use.

Mr. Ragone stated these important issues will be addressed in the site plan review period, along with the architectural details. Mr. Ragone inquired if this project makes sense, conceptually, they will move forward to the next meeting where the details can be addressed. The tenant needs to know if a drive-thru can be secured.

Mayor Kraft inquired why the project is not going on the fast food pad site.

Mr. Ragone stated that configuration does not work for the tenant. The tenant only needs 2,400 square feet. That pad is 3,140 square feet. The tenant wants to be on the corner in the smaller building.

Committeeman Lachawiec inquired what the proposed retail will be next to Nathan's/Brewsters.

Mr. Ragone stated in an ideal scenario, a wireless phone company or a card store. There would be sufficient parking with the three uses together. The stacking issue can be solved at a later date or in the site plan review.

Mr. Roberts, CMX inquired about the operations and demographics.

Deputy Mayor Reilly inquired how deliveries are going to be made with this type of layout. There is no space for trash either. There needs to be some landscaping to cut down on the impact of the cars.

Mr. Taylor stated there should be a section drawn through Volunteer, through the sidewalk that shows the walls and the drive-thru with the menu boards and the architecture. There could perhaps be a sidewall that says Welcome To Ocean Township, to take this prominent feature and use it as a screen wall and create an outside amenity.

Mr. Ragone stated the town's comments will be taken under advisement. The site is limited in a lot of areas, with regard on how it can be laid out.

Mr. Taylor stated it would be helpful for the developer to provide what percentage of business volume does a Nathan's/Brewster's generate through drive-thru as opposed to a typical hamburger restaurant drive-thru.

Mr. Thomas Park, Nathan's/Brewster's, is sworn in by Township Attorney McGuckin.

Mr. Parks stated 15% of the business is done through the drive-thru. Most of that is sporadic through the afternoon. There are no rush hours. Nathan's is not a typical fast food restaurant. There is always a low wait and the drive-thru window is not always utilized. Nathan's has quick-serve. If you are ordering a hot dog, the hot dog is not precooked. You have to wait 3 minutes for it to be cooked and customers do not want to wait in the drive-thru. The ice cream customers are not going to use the drive-thru either. Everything is made-to-order.

Committeeman Lachawiec inquired about the seating capacity.

Mr. Park stated the seating capacity is 68, which will generate 40 vehicles.

Committeeman Lachawiec inquired what type of neighboring tenant Mr. Parks would like.

Mr. Parks stated anything can go in there, another type of restaurant, craft stores do very well next to Nathan's/Brewster. Businesses do well off each other. 95% of the clientele eat the ice cream inside the shop. Nathan's/Brewster's is a dual franchise. Deliveries occur once a week. There are walk-in refrigerator/freezers to handle one load a week. Deliver would probably be on a Wednesday via tractor-trailer. It is off-loaded via a ramp and brought in with a hand truck. The driver has a key to the facility and delivers between 2:00am and 6:00am.

Deputy Mayor Reilly inquired where the tractor-trailer would be able to enter in.

Mr. Park stated the tractor-trailer can pull in any entrance that is wide enough. Everything is off-loaded by hand trucks. Nothing is heavy.

Mr. Leff stated the tractor-trailer will exit the same way it came in. The parking lot will be empty. The turning template will be checked and the radius can be adjusted. The parking lot will be empty at 2:00am. It is a wide, expensive asphalt. The tractor-trailer can maneuver to get in and out.

Mr. Park stated the menu board will have a speaker and customers will order from there. The hours of operation for the Summer are 11:00a-11:00p and off season is 11:00a-10:00pm.

PUBLIC COMMENT

Motion to open to the public was moved by Deputy Mayor Reilly, seconded by Committeeman Lachawiec.

Roll Call: Lachawiec: Yes, Reilly: Yes, Kraft: Yes.

No comment from the public.

Motion to close to the public was moved by Committeeman Lachawiec, seconded by Deputy Mayor Reilly.

Roll Call: Lachawiec: Yes, Reilly: Yes, Kraft: Yes

BOARD COMMENTS

Mayor Kraft stated he does not have an issue with the applicant going forward, provided the applicant make amendments to the site plan, to accommodate some of the issues that have been raised. The building might have to be turned or the drive-thru relocated.

Deputy Mayor Reilly stated the issues regarding trash and deliveries may or may not be addressable. There is a possibility that greenery may have to be planted to cut down the impact of headlights and traffic onto Route 9 and Volunteer Way. The flow of traffic through the parking lanes is also a concern. The applicant should adjust the site plan and come up with something that is workable.

Committeeman Lachawiec stated he is not convinced of the location and is concerned about the 1,680 square foot retail establishment. The town will end up with three establishments instead of just two. The 3,140 square foot building should be smaller to accommodate this applicant. The dumpster should be as close to the building as possible. Cars traveling South on Route 9 would be able to see the other pad site and have two opportunities to get in. Cars traveling North on

Route 9 would see the restaurant and have three entrances, on Memorial, the Main Entrance and Volunteer Way.
Mr. Taylor offered to meet with the applicant on circulation issues before it comes back to Redevelopment.

CLOSE

Motion to adjourn the meeting was moved by Committeeman Lachawiec, seconded by Deputy Mayor Kraft.

Roll Call: Lachawiec: Yes, Reilly: Yes, Kraft: Yes.

Signed and Submitted:

Diane B. Ambrosio, RMC
Township Clerk

Date