



Michelle M. Taylor, AICP, PP  
Scott D. Taylor, AICP, PP, LLA, LEED AP

Steven F. Lennon, LLA, PP  
Holly M. Pasqua, Business Manager

Karen Ingram, LLA  
Elaine A. Mills, LLA, ISA Cert. Arborist  
Brandon Guy, LLA

- Community Planning
- Landscape Architecture
- Municipal Consulting
- Streetscape Design
- Economic Development
- Parks and Recreation

August 18, 2025

Planning Board  
Township of Evesham  
984 Tuckerton Road  
Marlton, NJ 08053

**Re: Watches of Switzerland – Marlton; P25-12  
Block 33.11, Lot 1  
500 Route 73 South, Suite D-1  
Township of Evesham, Burlington County, New Jersey  
Site Plan Waiver & Variances  
Planning Letter #1  
TDG Project No. 2019-109.65P**

Dear Chair and Board Members:

Our office has received and reviewed the following submission items:

- **Land Development Application**, submitted by Robert S. Baranowski, on behalf of Watches of Switzerland LLC., dated July 1, 2025; and as amended August 5, 2025.
- **Architecture Plans**, prepared by Arcadis Inc., consisting of 9 sheets, dated July 2025.
- **Attorney Letter of Representation**, prepared Robert S. Baranowski, Esq., consisting of 1 sheet, dated July 1, 2025.
- **Denial of Application**, prepared by Jennifer A. Newton, Administrative Officer, consisting of 1 sheet, dated May 7, 2025.

**A. Site & Proposal**

1. The subject property is located along the northbound frontage of NJSH Route 73 north between Brick Road to the north and Marlton Parkway to the south, within the Commercial-1 (C-1) Zoning District. The tract contains the Promenade at Sagemore shopping center, which is a multi-building retail and restaurant commercial center. The site shares access, parking, lighting, landscaping, stormwater controls, other improvements, and maintenance.
2. The subject portion of the tract are two tenant spaces, one occupied that contains approximately 2800 SF and one unoccupied that contains approximately 1450 SF. The units are located on the right side of the main entry aisle from Route 73. The existing façade treatments are red brick with a masonry cornice, awnings, and glazed entry and window systems.
3. The site, which contains a variety of commercial retail and restaurants, is consistent with the surrounding area and contains the following:
  - a. North across Brick Road are medical office/ facility and commercial retail uses within the C-1 District and EVCO Evesham Crossroads Overlay.
  - b. East across Sagemore Drive are multi-family residential uses within the MF, Multi-family district.
  - c. South across Marlton Parkway are commercial office uses within the C-1 District.

Taylor Design Group, Inc.  
131 Hartford Road  
Mount Laurel, NJ 08054

T. 856.810.3443

W. TDGplanning.com

**WBE•SBE**

Woman Business  
Enterprise  
Small Business  
Enterprise

- d. West across Route 73 are retail commercial uses within the C-1 District.
- 4. See image below courtesy of Google Earth Pro, 2025.



- 5. The Applicant seeks a site plan waiver, as no site changes are proposed, and bulk variances to reconstruct the facades of the tenant spaces, as follows:
  - a. Reface the Watches of Switzerland facade with light engineered stone, stainless steel in a black finish, and black ceramic mosaics surrounding the door frame;
  - b. Reface the Mayors facade with black engineered stone and satin stainless steel; and
  - c. Replace wall and window signs, and add a projecting sign.

**B. Bulk Variance and Design Waiver Discussion**

- 1. Variances are required from §160-68.F entitled “Design Standards”, as follows:
  - a. Retail stores less than 25,000 SF are required to have glass facades between three (3) feet and eight (8) feet for not less than 60% of the horizontal length of the façade, but facades in excess of eight (8) feet are proposed.
  - b. 60% of the façade should contain a dominant material, but facades are not composed of 60% of any one material.
  - c. High intensity colors, metallic colors, and black are prohibited, and steel trim, black ceramic tile, and black engineered stone are proposed.
- 2. Variances are required from 160-75.0(7)(a), as follows:
  - a. 15% of the Mayor’s façade is approximately 24.7 SF, 26 SF ‘Mayors’ sign provided. The area of the façade should be provided by the Applicant, so that the permitted area of the sign can be confirmed.
- 3. A variance is required from 160-75.0(8), which permits one (1), four (4) SF sign [for pedestrians] under a canopy or roof; and one “Rolex” sign of *unspecified area* is provided *not* under a canopy or roof. The size of the sign should be provided, and a variance should be requested.
- 4. Permanent window signs that do not exceed 10% of the available [window area] do not require permits. The area of individual windows and any proposed window signs within

each window should be provided. If deviations are anticipated, then variances should be requested.

## C. General Comments

1. The testimony should relate the “c(2)” variances for the signs to this specific property and demonstrate that the purposes of the Municipal Land Use Law are advanced by the deviation(s) from the ordinance requirements. It must be shown that the benefits of the deviation(s) outweigh any detriments. The granting of the variance may not substantially impair the intent and purpose of the zone plan and zoning ordinance.
2. A “c(2)” variance is an exception where the board might determine that a specific rule may not apply to a specific property because the positive criteria demonstrated by the applicant overwhelm the negative criteria primarily relating to nuisance issues related to light, air, open space, water supply, traffic, and sewer capacity. As with all variances, it is the Board’s discretion to impose conditions upon the variance that mitigate any identified negative impacts.
3. The Applicant should provide testimony regarding building use and operation and any impacts to the site plan that may impact the waiver request.
4. The Board and the Applicant should discuss the visual impacts of the bright white and black refacing that is not consistent with the design standards upon the remainder of the center. The center’s facades are primarily brick, limited gray and warm, off-white facades, with awnings and pergolas.
5. The cornice treatments are not prominent or consistent with the remainder of the commercial center. More substantial cornices should be provided. Testimony should be provided.

If you have any questions or require additional information regarding this application, please do not hesitate to contact our office.

Very truly yours,  
**Taylor Design Group, Inc.**

  
Michelle Taylor, PP, AICP  
President

Ec: Kevin Rijs, PP, AICP, Director of Community Development  
Jennifer Newton, Administrative Officer/ Board Secretary  
Ronald Cucchiaro, Esq., Board Attorney  
Rakesh Darji, PE, PP, CME, Board Engineer  
Stacey Arcari, PE, PP, PTOE, Board Traffic Engineer  
Behram Turan, P.E., LSRP, Board Environmental Engineer  
Watches of Switzerland LLC/AI Rahm, Applicant, [arahm@thewosgroup.com](mailto:arahm@thewosgroup.com)  
Robert S. Baranowski, Jr., Esq., Applicant’s Attorney, [baranowski@hylandlevin.com](mailto:baranowski@hylandlevin.com)  
Ian Tornquist, Applicant’s Architect, [ian.tornquist@arcadis.com](mailto:ian.tornquist@arcadis.com)

