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AUG 05 2025

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WATCHES OF SWITZERLAND LLC
500 ROUTE 73 SOUTH, STE D-1 A/K/A BLOCK 33.11, LOT 1
SITE PLAN WAIVER WITH BULK VARIANCES

Watches of Switzerland LLC (the "Applicant") is an existing tenant at the Promenade at Sagamore shopping plaza which is located at 500 Route 73 South (the "Site"). The Applicant buys and sells new, pre-owned, and vintage luxury watches, from high-end brands such as Rolex and Cartier. The Applicant seeks to expand their existing store at the Site to include a brand partner within the Watches of Switzerland Group, known as Mayors, which is a premiere retailer offering a range of diamond and fine jewelry including engagement rings, anniversary bands and classic pieces like bracelets. The expansion will not alter the footprint of the existing structure but will entail exterior improvements, including the removal of an entryway, new signage, replacement of windows and entryways, and installation of stone and steel façade materials to replace the existing brick exterior (the "Application").

In expanding the Watches of Switzerland store with the addition of Mayors to an adjoining retail space, the Applicant through the Application seeks to create a transformative visual aesthetic along the exterior of this corner location in the center with a design that is representative of the distinctive Watches of Switzerland and Mayor's motifs consistent with other high end retail centers where these stores are located. The proposed improvements will reflect the luxe offerings of each store and create a distinctive look for the entrance of each branded location while also signaling the connectivity between these retailers.

The proposed façade improvements are also consistent with the design aesthetic of the Site, which includes numerous retailers that have created a unique but visually appealing exterior that evokes the branding of each retailer, such as the Apple store with its distinctive metal façade; Altr'd State with its stone façade and unique lighting design; Anthropologie with its weathered limestone entrance; and L.L. Bean, with its familiar and welcoming pergola.

However, in order to effectuate the proposed exterior renovation design for Watches of Switzerland and Mayors, certain variance relief is needed from the design standards set forth at Section 160-68(F) of the Commercial-1 (C-1) zoning district regulations, as follows:

1. From §160-68F.(1)(b) which states that retail stores of less than 25,000 square feet shall have glass facades between the height of three and eight feet, no less than 60% of the horizontal length of the building. The Application proposes glass facades taller than 8 feet, but does propose window treatments, entry treatments and upgraded building materials.
2. From §160-68F.(1)(e) which states exterior building materials shall be composed of one dominant-facing material and not more than two additional materials. The dominant material shall comprise of 60% or more of each building. The Application proposes a mix

of light stone, black stone, and a vertical near black “Band” detail adjacent to the primary entry door, with no one material to be utilized comprising more than 60% of the total building façade.

3. From §160-68F.(1)(f) which states dominant façade colors must be low reflectance, subtle, neutral or earth toned. High-intensity, metallic, and black colors are prohibited. Building trim and accents may feature brighter colors. The Applicant proposes a light stone façade for the Watches of Switzerland portion of the building and proposes the use of a black façade material at the proposed new entrance of the Mayor’s store, as this is a distinctive branded appearance consistent with other Mayor’s locations.
4. From §160-75O.(7) to permit three (3) façade signs, where only one (1) façade sign is permitted per business. Two (2) of the signs will say “Watches of Switzerland” and be 22 square feet each. One (1) of the signs will say “Mayors” and be 26 square feet.

In addition to the relief noted above, the Applicant further seeks a site plan waiver as the Application does not propose any alterations to the building square footage, nor any changes to traffic circulation, drainage, landscaping or other considerations generally reviewed in connection with site plan review. The Applicant seeks requests waivers from submitting utilities information, bulk requirements, and application checklists as they are not applicable to this application.

No further variances have been identified for the Application at this time. However, the Applicant hereby reserves the right to seek such other such variances, waivers, exceptions and other forms of relief as may be required as a result of the review and recommendations of the Township of Evesham Planning Board and/or its professional review staff.

Prepared by:

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August 5, 2025