

March 22, 2021

To: Monroe Township Planning Commission Members

Re: Proposed LiDL Store

A group of residents from the Herbert Boulevard, Crystal Lake, Brookdale, Lake Avenue and Florence Boulevard communities would like to express our significant concerns with the proposed LiDL development at the corner of Lake Avenue and the Black Horse Pike. As members of the residential communities this development would directly affect, we request that these concerns be heard and addressed prior to any approvals granted for this development.

1. **Proposed Herbert Boulevard entrance/exit:** An entrance and exit on Herbert Boulevard will degrade the residential nature of the immediately surrounding area. It is excessive for a store this size, that is already requesting a variance for less parking than would be typically required, to need three entrance/exits on three sides of the property. The location cannot both need less parking and also need excessive entrances. If the store is to be located on the Black Horse Pike, it should be situated towards the BHP.
2. **Through-Traffic:** The amount of through-traffic that this store would create on residential streets is unacceptable and all efforts must be made to discourage use of Herbert Boulevard, Brookdale Boulevard, Holiday City and Florence/Kelly/Lake Avenue as a means of travel to and from the store, including:
  - a. No entrance/exit on Herbert Boulevard
  - b. Adjusting the existing entrance on Lake Avenue to an exit and right turn-only, so the only option to exit on Lake Avenue is to the traffic light.
  - c. Speed bumps to discourage speeding on residential streets with no sidewalks or pedestrian protections
3. **Traffic Study Flaws:** A layman's review of the traffic study revealed some incorrect assumptions and flaws in the overall evaluation, some of which are noted below. We ask that the traffic report be revisited and its conclusions be reevaluated.
  - a. The report acknowledges a "large concentration of residents" in Sicklerville on both Williamstown Road and Cross Keys Road (Page 14), and concludes that residents are likely use side streets like Kelly Street (coming from Williamstown Road area) or travel Berlin-Cross Keys Road to the BHP and make a left. This assumption completely ignores the through-traffic that already occurs in Holiday City and down Herbert Boulevard from these directions. It is not only local knowledge that sends vehicles this direction, GPS systems direct drivers onto these roads.
  - b. Figure 4 shows the percentage trips anticipated to be generated from each direction. This figure shows an anticipated amount of trips to the store using Herbert Boulevard (which would include both Herbert and Holiday City through-traffic) at 0%, as the entirety of anticipated trips are allocated to other directions. The inaccuracy of this assumption is self-evident and certainly if zero

traffic is anticipated to use Herbert Boulevard to the store, then an entrance would not be needed on Herbert Boulevard.

4. **Lack of any pedestrian/bicycle infrastructure:** The immediately surrounding residential communities on Herbert Boulevard, Lake Avenue, and Florence Boulevard have been requesting sidewalks, curbs and pedestrian safety measures for many years. To propose commercial development in residential neighborhoods where the traffic was \*already\* dangerous courts disaster.
5. **Historical Communities** - Some of the immediately surrounding residential communities are among the township's older/historical communities, including Crystal Lake. They are also on the lower end of the scale of property values in the township and were hit hard by the last economic recession. Everyone understands the economic positives that a new commercial development will bring. To ask hard-hit residential communities to accept the negatives that this commercial development would bring, including potential impacts to their property values, while not providing any positives to their communities, such as sidewalks and increased buffers, is a fundamentally unfair proposition. It shouldn't be the responsibility of these communities to bear the negatives of a new commercial development for the entire township.

Additionally, we collectively agree with the concerns raised by Holiday City @ Monroe in their written submission. Review of aerial photographs reveals that no other LiDL store in South Jersey has as much impact on their surrounding residential neighborhoods as what is proposed for this store. We appreciate your consideration of these concerns.

Sincerely,

Concerned Residents of Crystal Lake, Herbert Boulevard, Brookdale Townhome Community, Lake Avenue and Florence Boulevard.