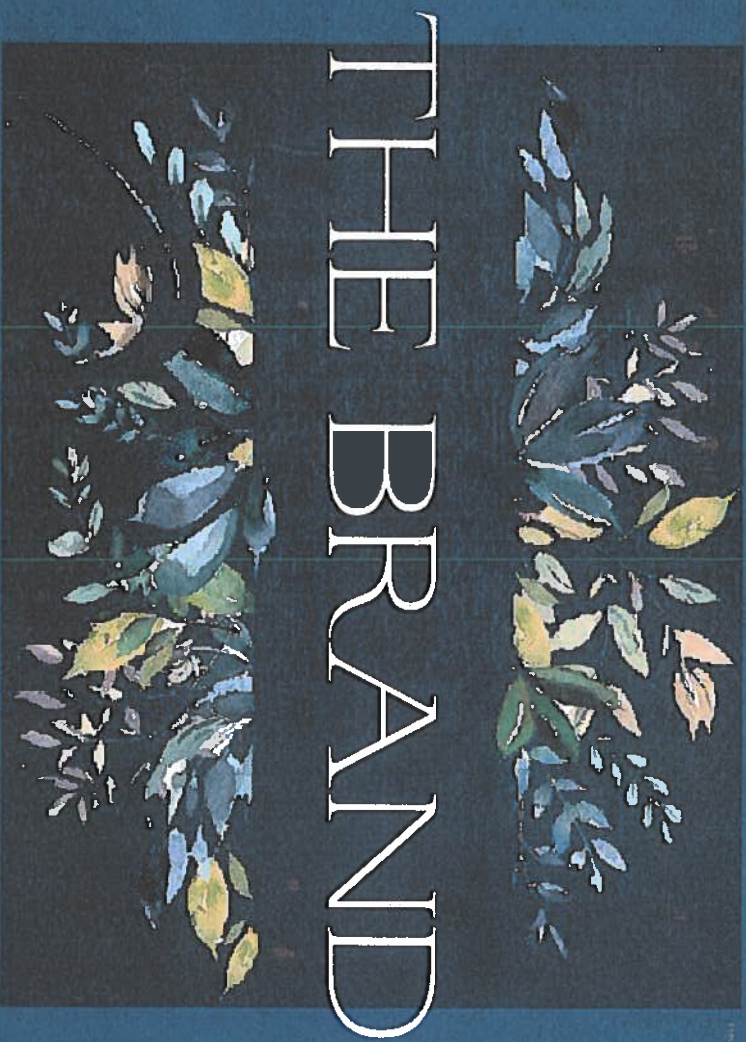


CLERMONT LODGE CONCEPTUAL **DESIGN PRESENTATION**

THE CLERMONT LODGE



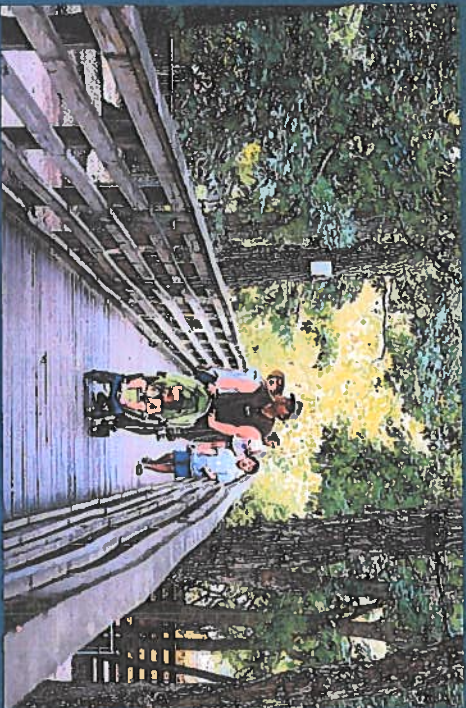
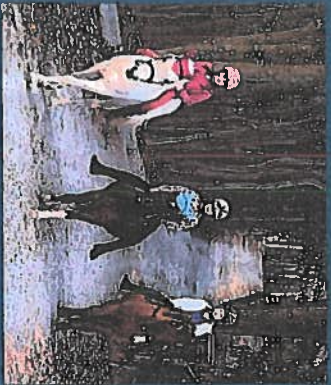
CONCEPTUAL DESIGN PRESENTATION
10.27.2022



THE BRAND

THE CLERMONT LODGE : CONCEPTUAL DESIGN : 2022.10.27

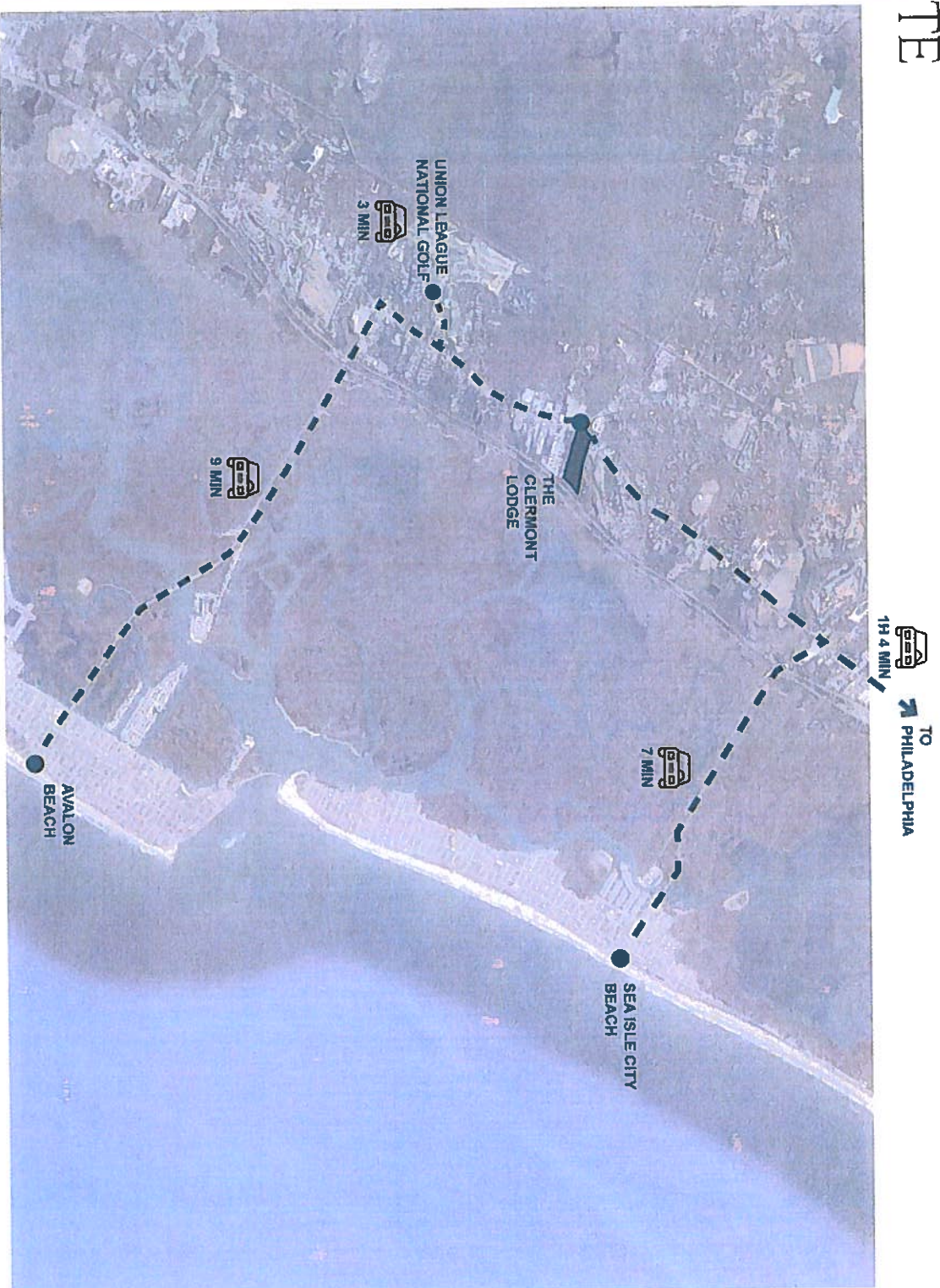
THE LOCATION



Clermont | CAPE MAY COUNTY

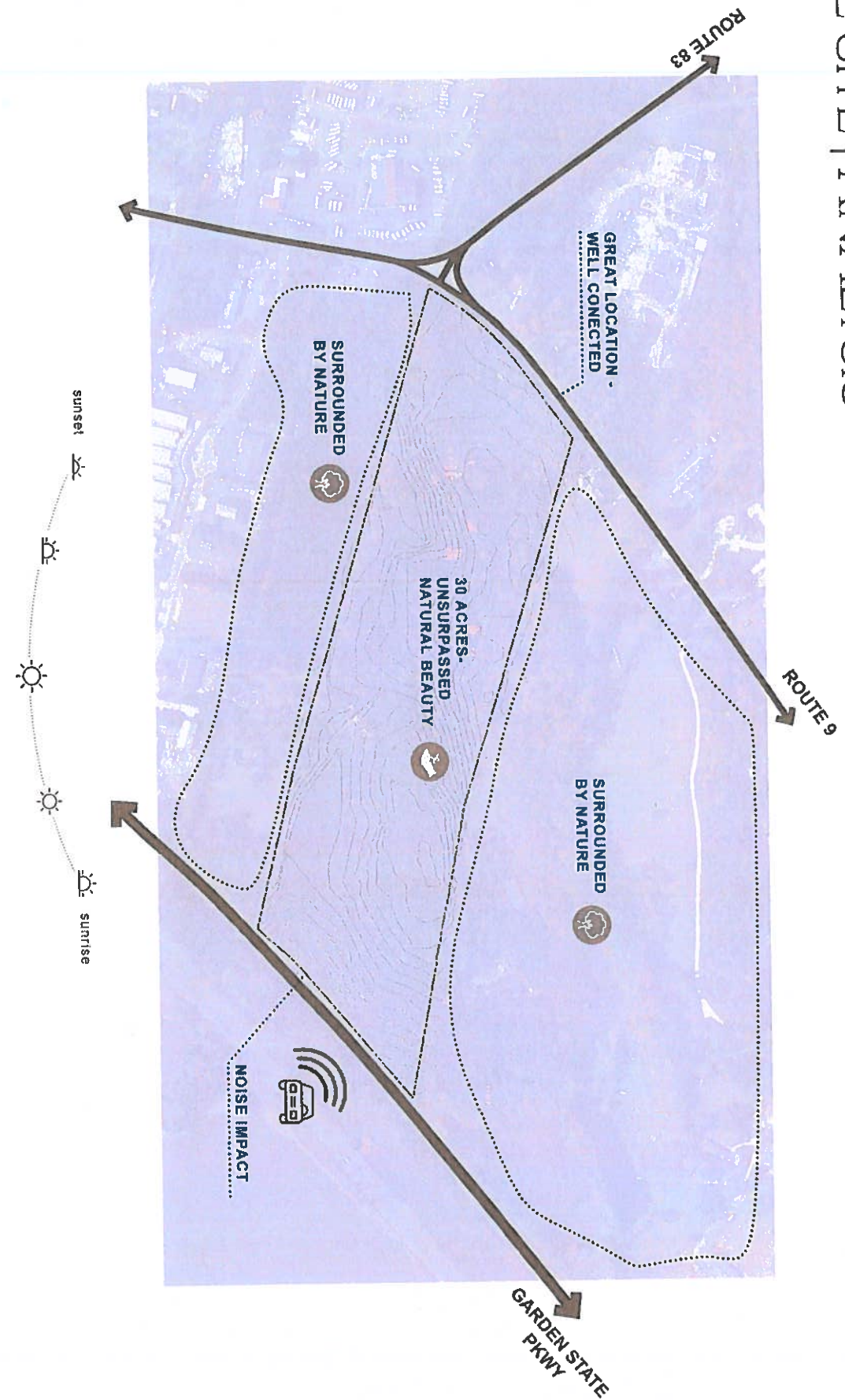
THE CLERMONT LODGE : BRANDING + CONCEPTS : 2022.05.31

THE SITE



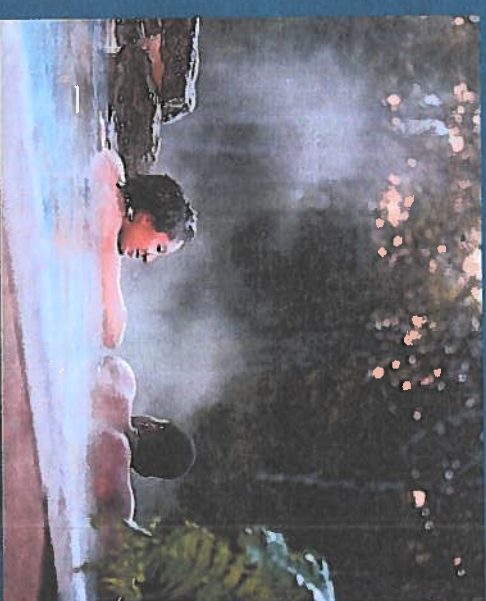
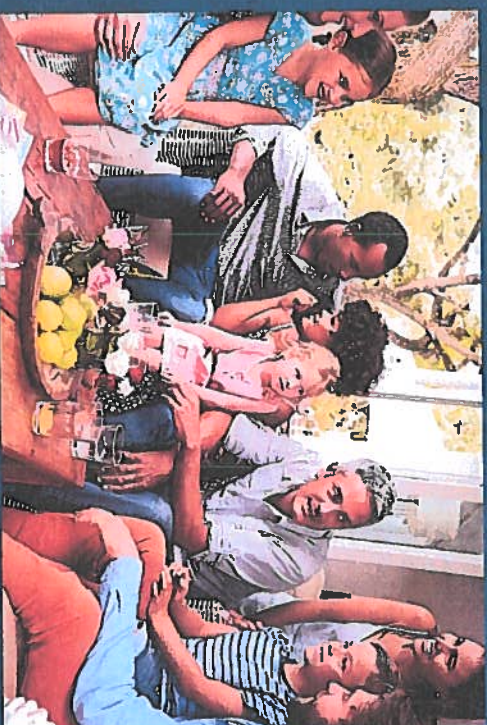
THE CLERMONT LODGE : BRANDING + CONCEPTS : 2022.05.31

THE SITE | ANALYSIS



THE CLERMONT LODGE : BRANDING + CONCEPTS : 2022.05.31

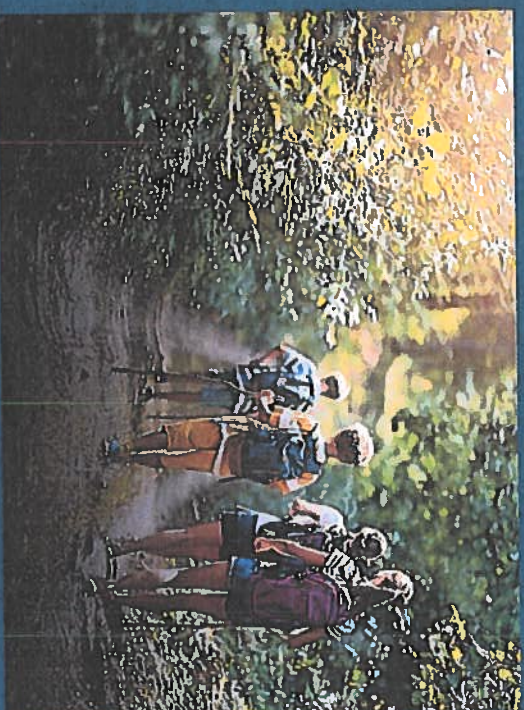
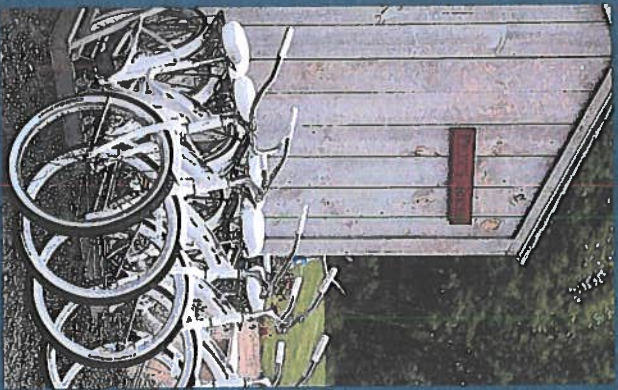
THE GUESTS



Seeking a **HIDEAWAY** from the comings + goings of every day life

THE CLERMONT LODGE : BRANDING + CONCEPTS : 2022.05.31

THE ACTIVITIES

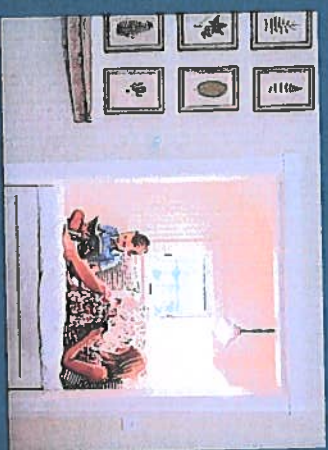
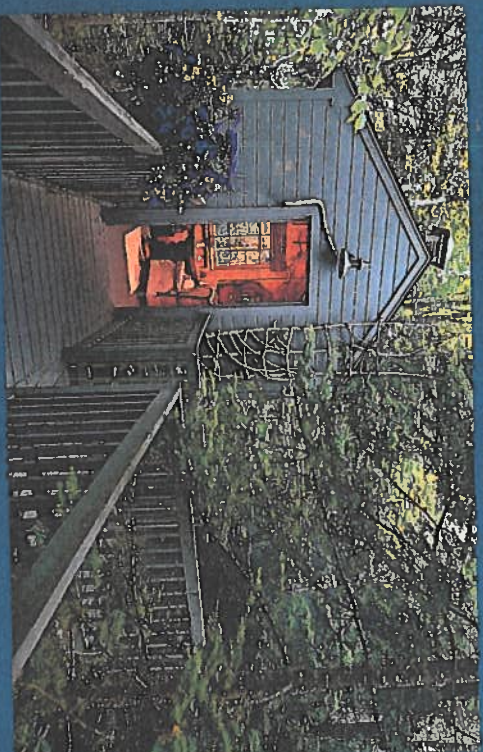
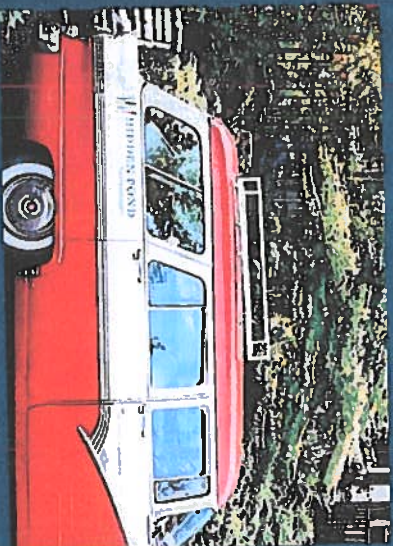
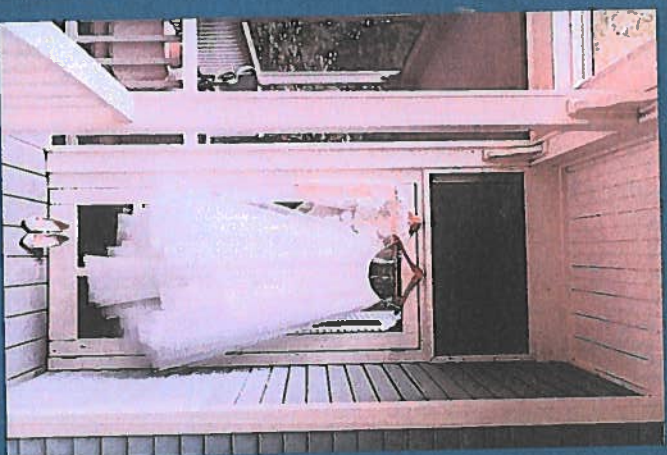
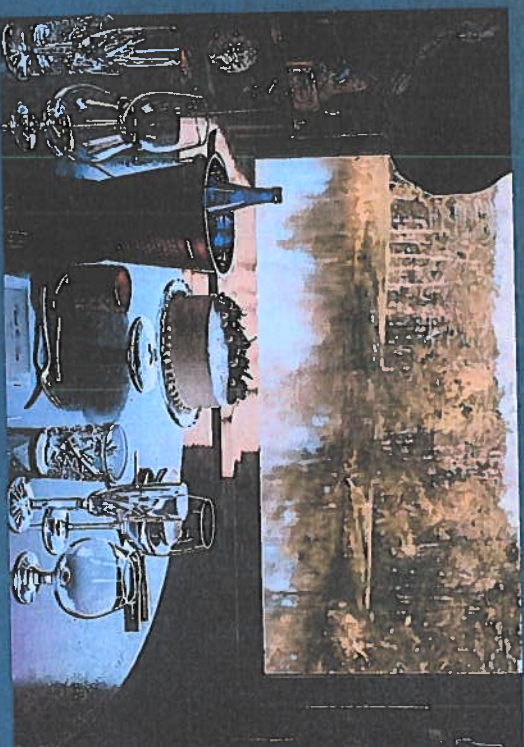


A place of **WELLNESS**, SERENITY + **EXPLORATION**

THE CLERMONT LODGE : BRANDING + CONCEPTS : 2022.05.31



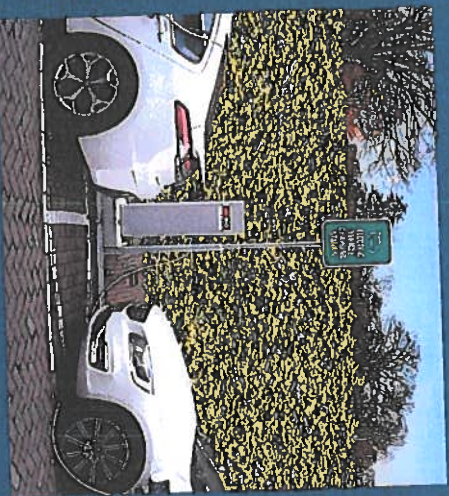
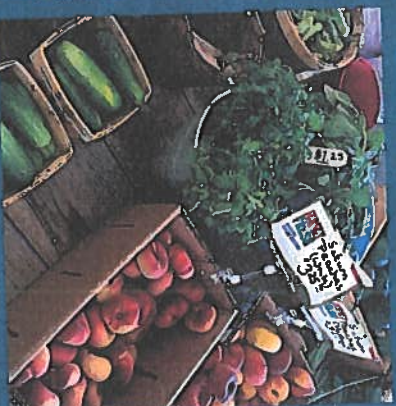
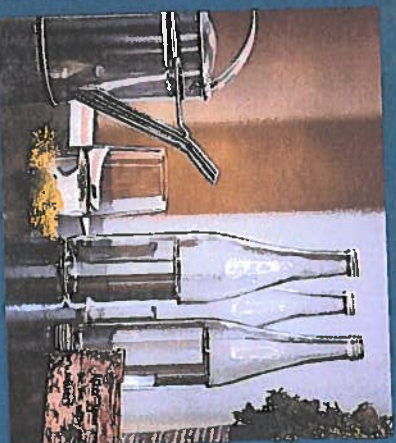
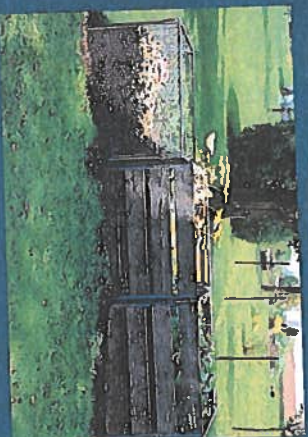
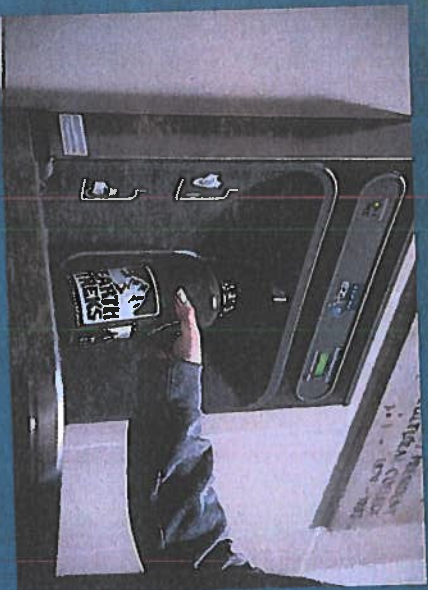
THE ATMOSPHERE



NATURE meets NOSTALGIA + COMFORTABLE LUXURY

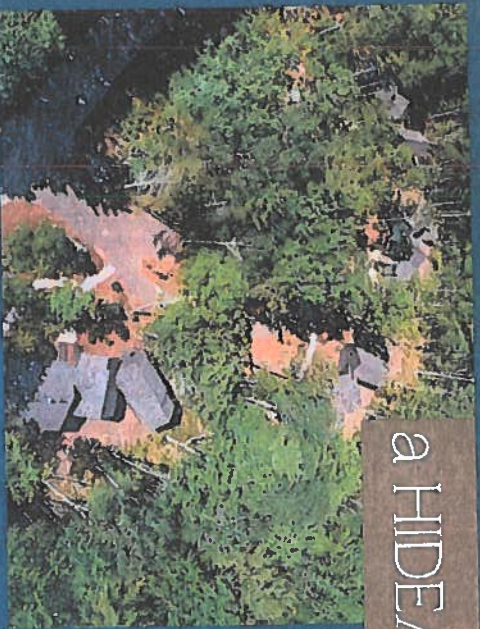
THE CLERMONT LODGE : BRANDING + CONCEPTS : 2022.05.31

THE IMPACT



An ECO-RESORT striving to PRESERVE our Environment

THE CLERMONT LODGE : BRANDING + CONCEPTS : 2022/05/31



a HIDEAWAY

THE CLERMONT LODGE is...



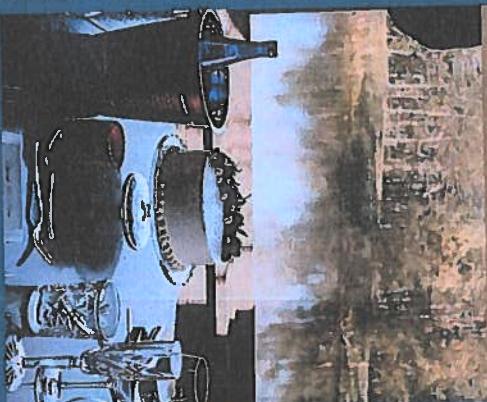
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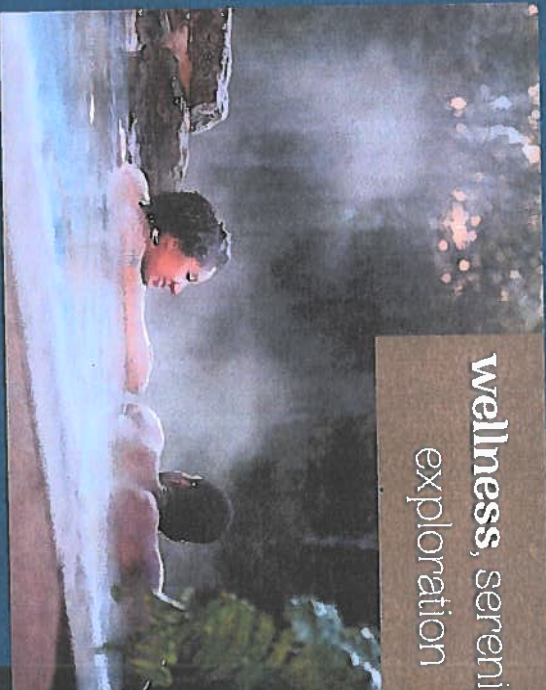
Nostalgic



a Sustainable
reconnection to nature

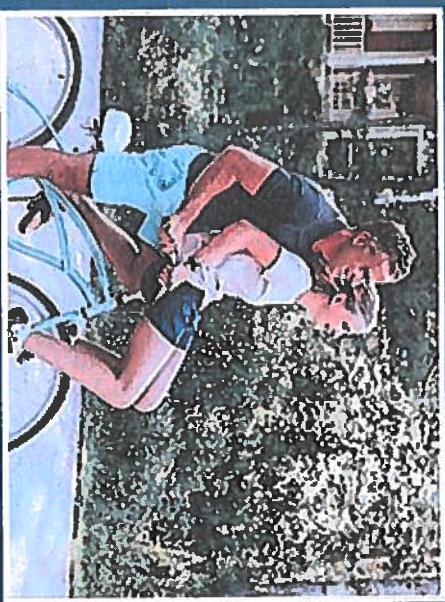
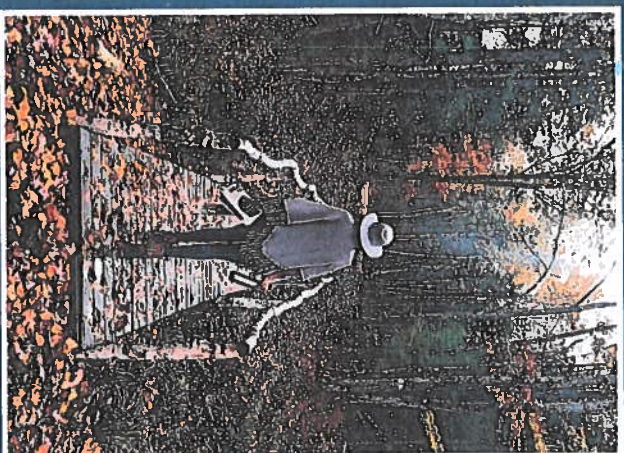


comfortable luxury



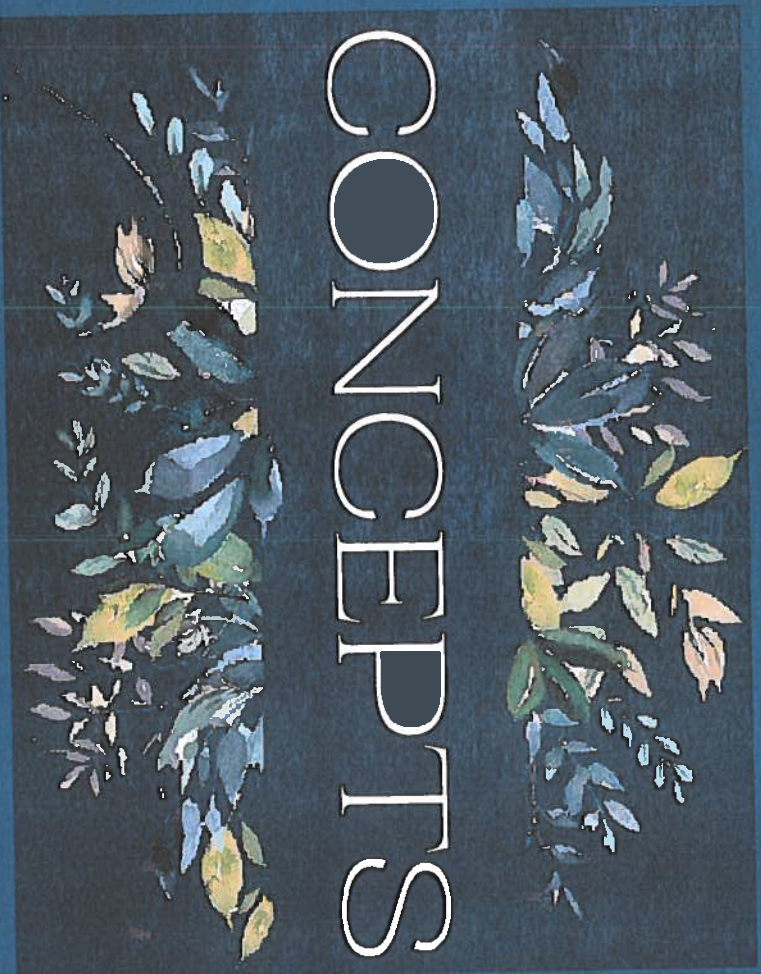
wellness, serenity +
exploration

THE BRAND



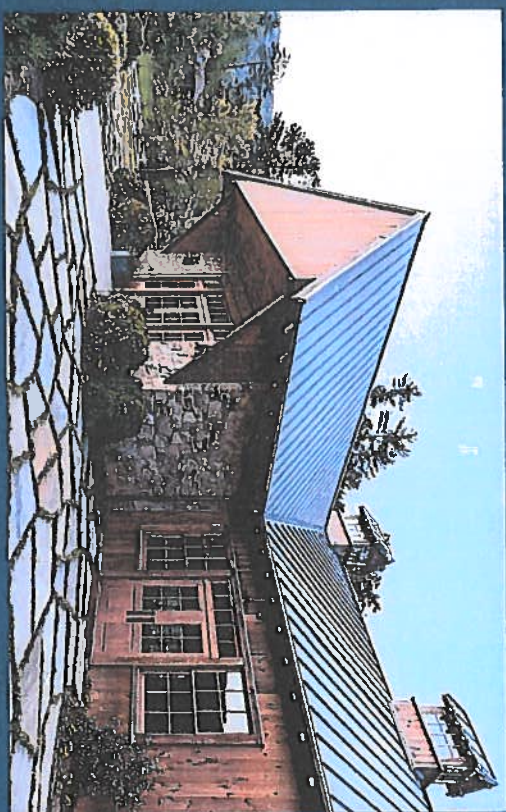
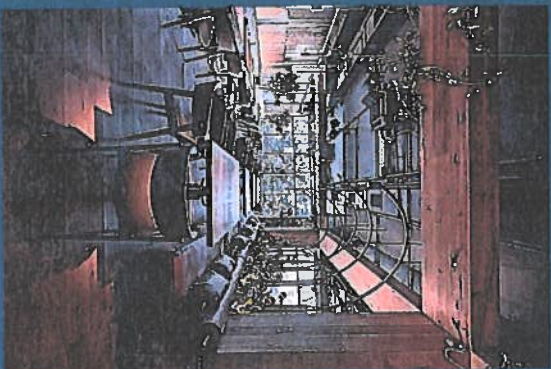
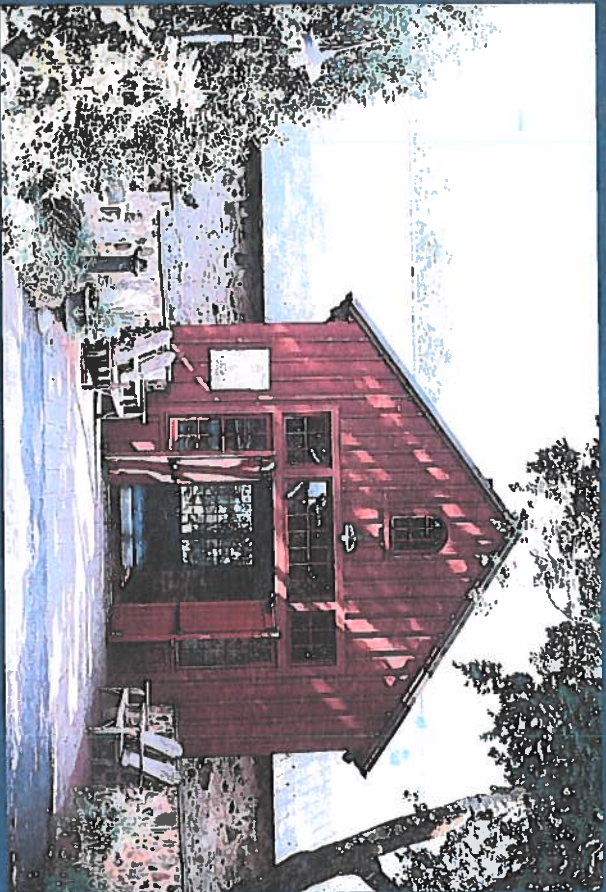
A Woodland ESCAPE FOR Mind, Body + Spirit a Sustainable reconnection to Nature





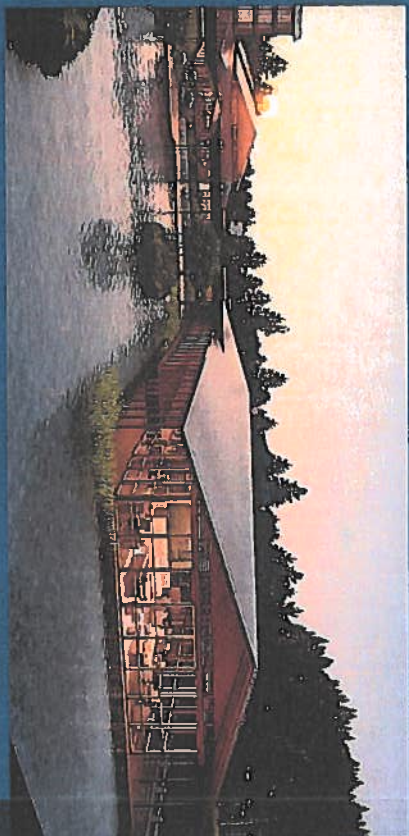
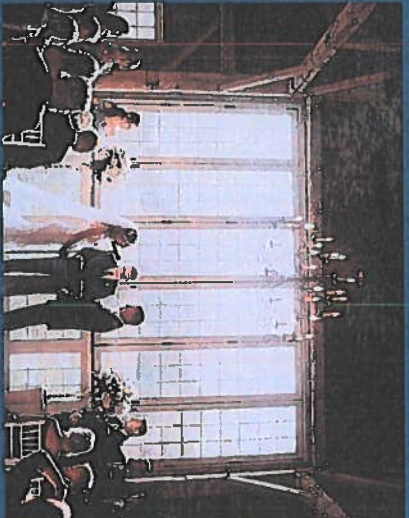
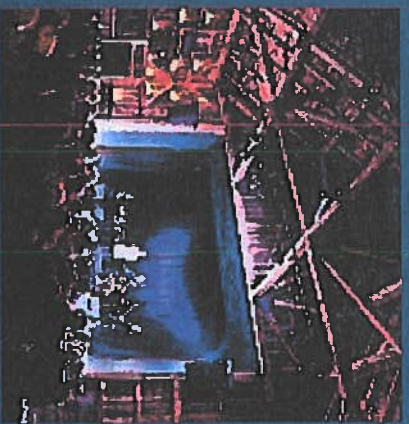
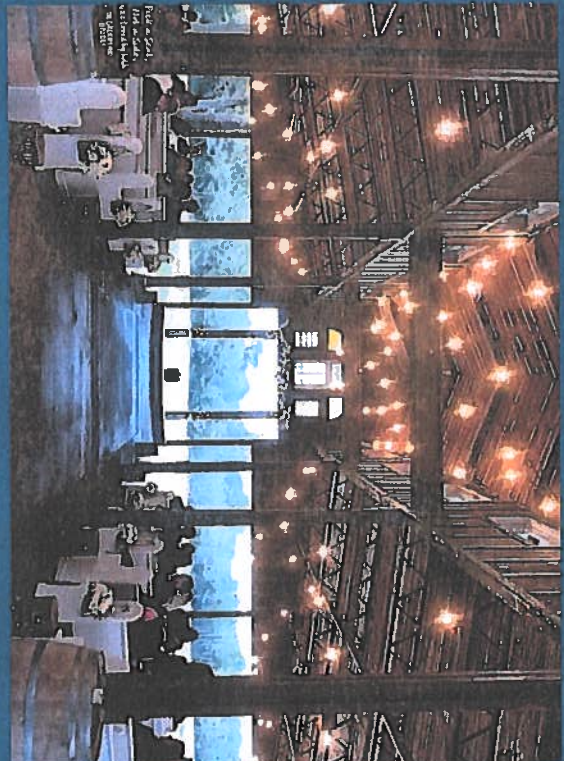
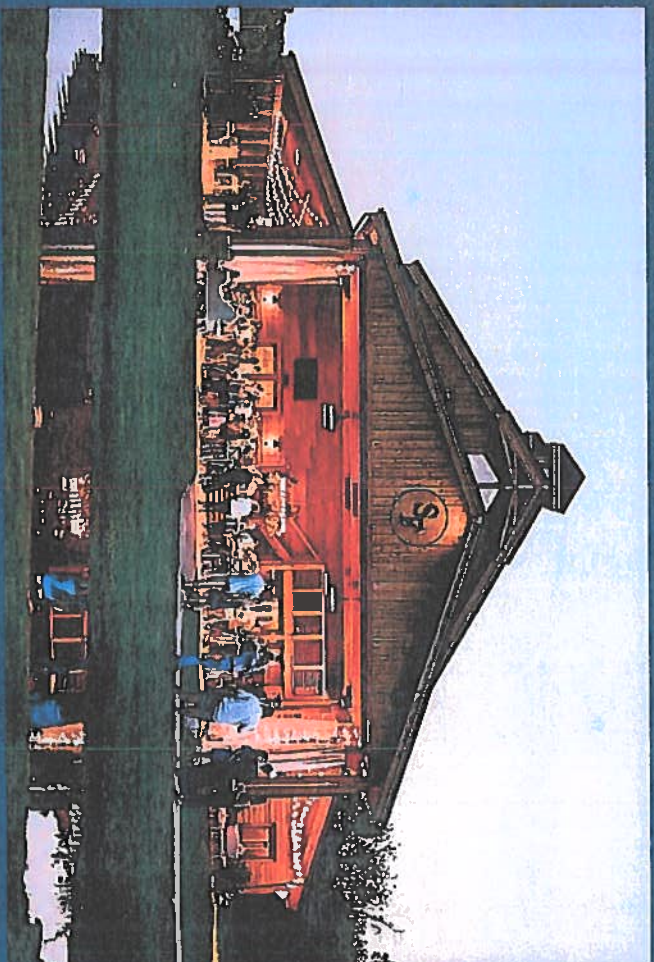
THE CLERMONT LODGE : CONCEPTUAL DESIGN : 2022.10.27

CONCEPTS | TAVERN



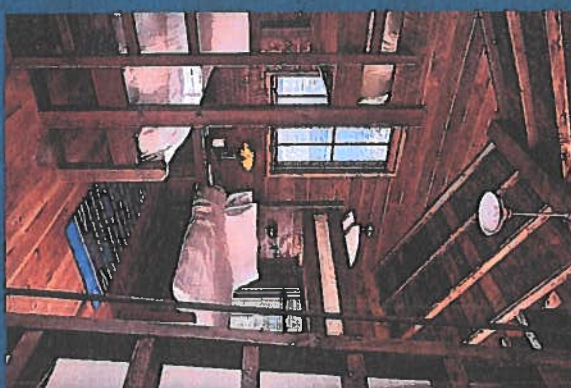
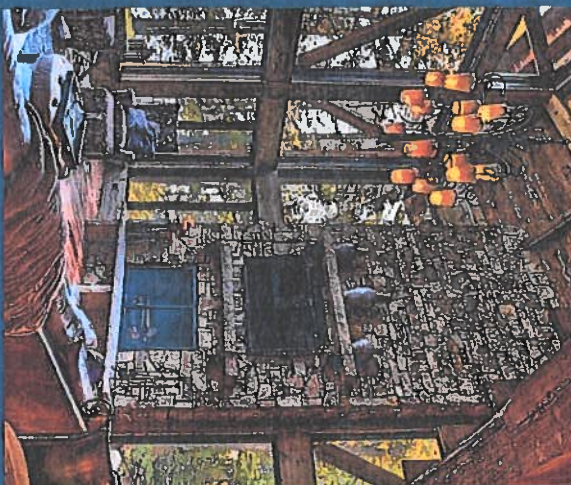
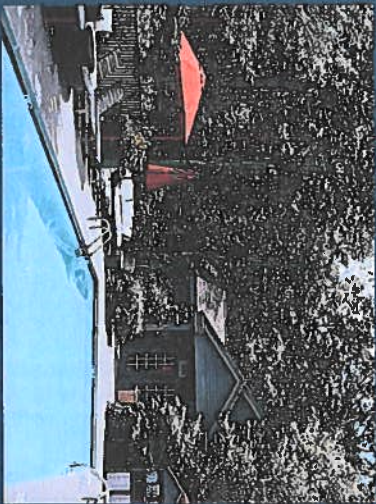
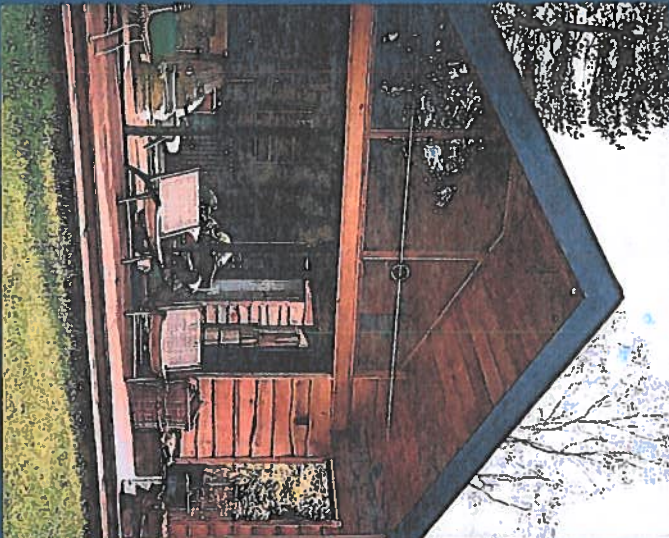
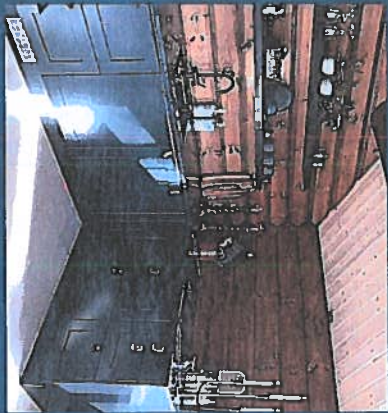
THE CLERMONT LODGE : CONCEPTUAL DESIGN : 2022.10.27

CONCEPTS | PLAYHOUSE + EVENT BARNS



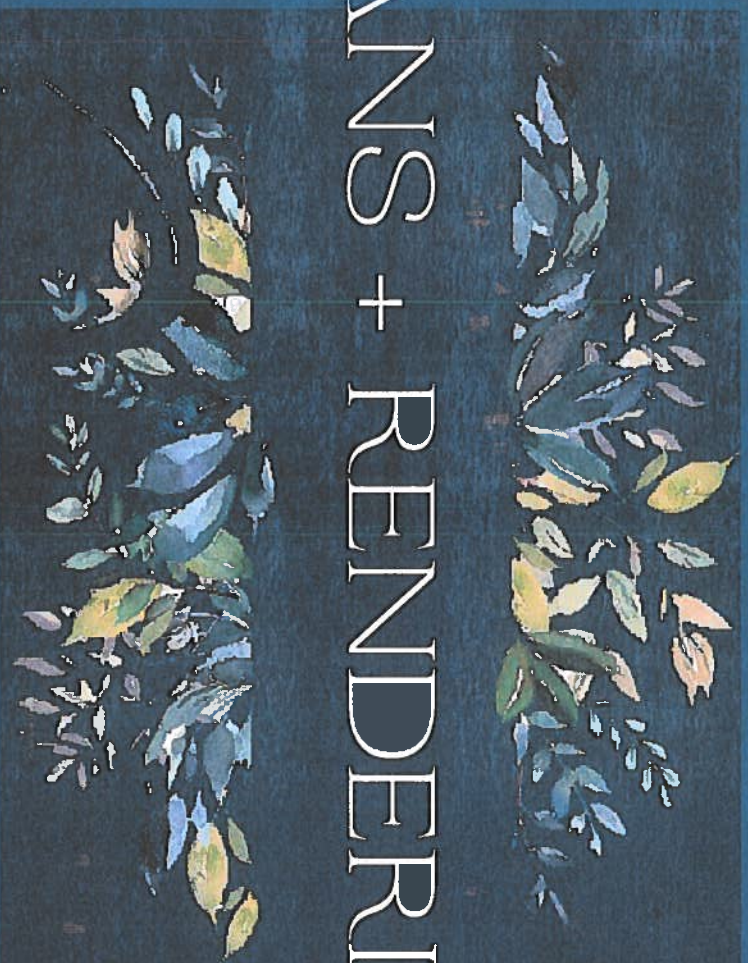
THE CLERMONT LODGE : CONCEPTUAL DESIGN : 2022.10.27

CONCEPTS | GUEST CABINS + BUNGALOWS



THE CLERMONT LODGE : CONCEPTUAL DESIGN : 2022.10.27

PLANS + RENDERINGS



THE CLERMONT LODGE : CONCEPTUAL DESIGN : 2022.10.27

SITE | MASTER PLAN

Key Count			
Lodge Option A			
Cottages	48 Keys		
Bungalows	24 Keys		
	40 Keys		
Total Option A			
	112 Keys		
Lodge Option B			
Cottages	56 Keys		
Bungalows	24 Keys		
	40 Keys		
Total Option B			
	120 Keys		
Lodge Option A			
2nd Floor	Standard Rooms	Suites	
3rd Floor	28	4	
Subtotal	0	16	
	28	20	
Total Keys:			
	48		
Lodge Option B			
2nd Floor	Standard Rooms	Suites	
3rd Floor	28	4	
Subtotal	20	4	
	48	8	
Total Keys:			
	56		

THE CLERMONT LODGE : CONCEPTUAL DESIGN : 2022.10.27

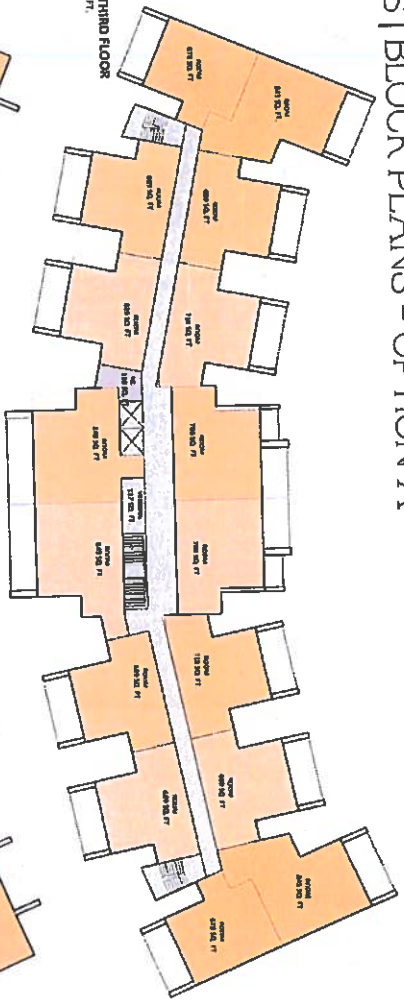


[illegible]

① 0 40 60

CONCEPTS | BLOCK PLANS - OPTION A

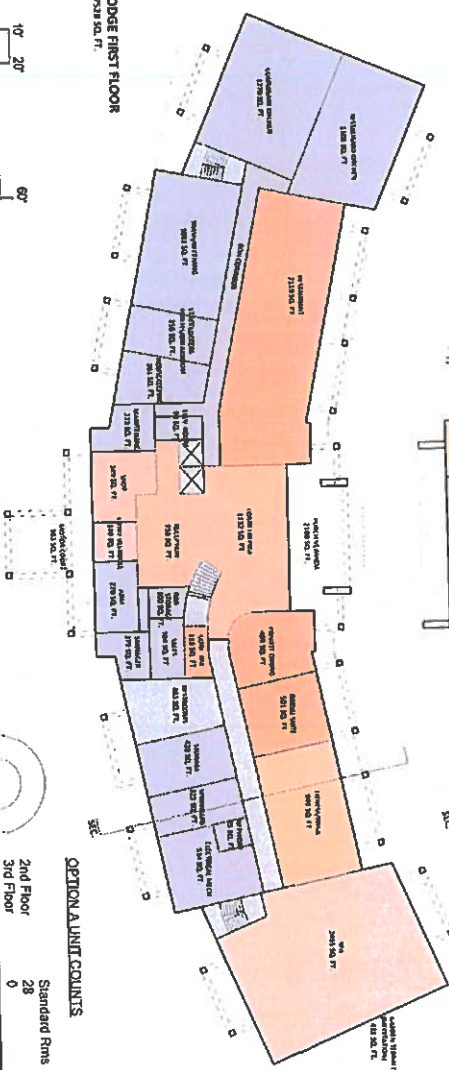
LODGE THIRD FLOOR
15449 SQ. FT.



LODGE SECOND FLOOR
18941 SQ. FT.



LODGE FIRST FLOOR
17348 SQ. FT.



THE CLERMONT LODGE : CONCEPTUAL DESIGN : 2022.10.27

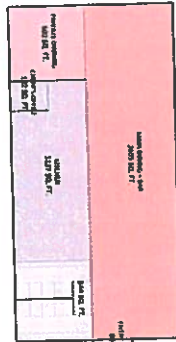
OPTION A UNIT COUNTS

	Standard Rms	Suites
2nd Floor	28	4
3rd Floor	0	16
Suitebdt	28	20
TOTAL KEYS:	48	

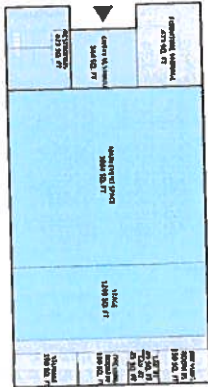
LODGE SECTION



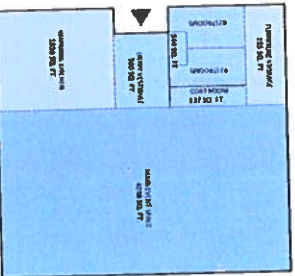
TAVERN
4978 SQ. FT.



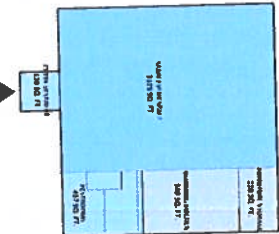
PLAYHOUSE
6415 SQ. FT.



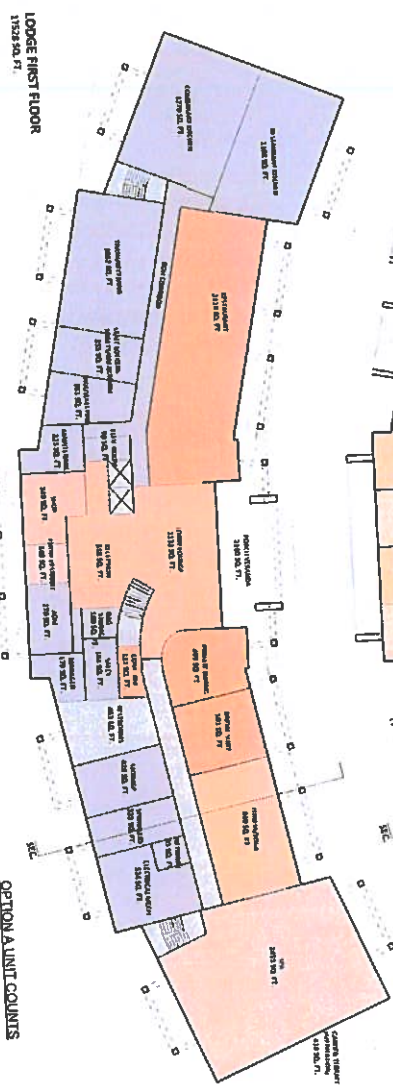
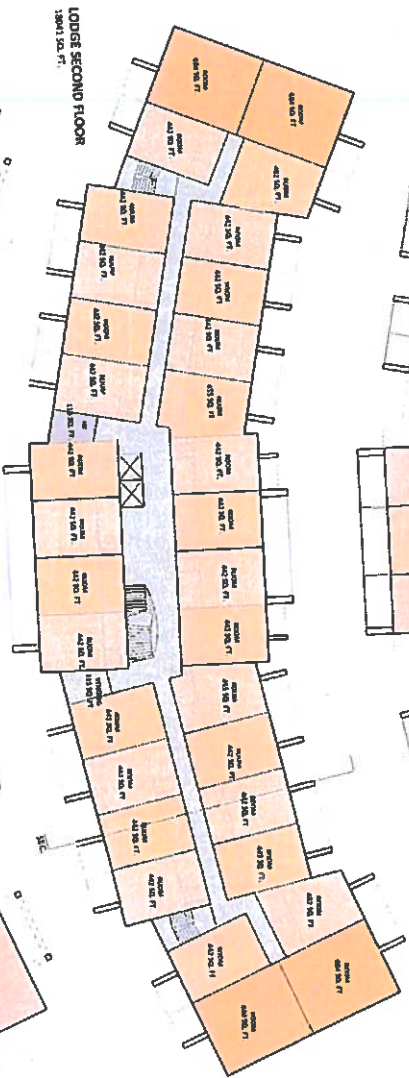
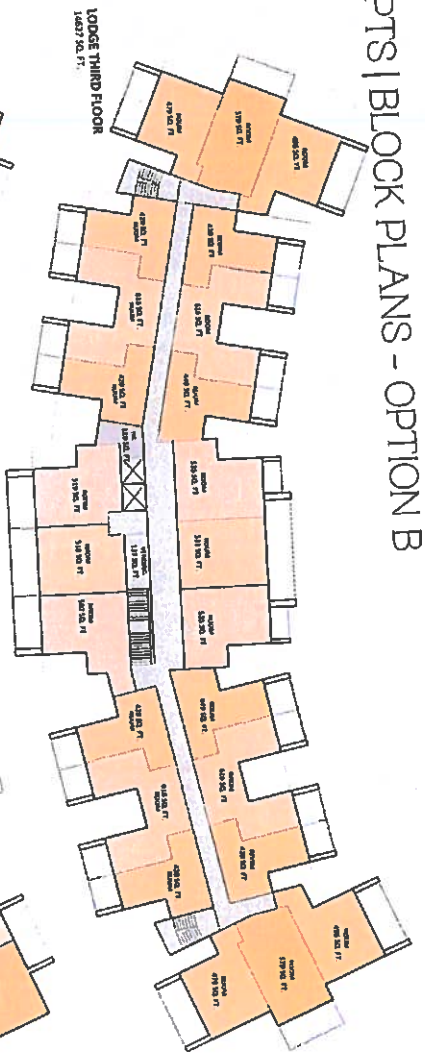
PRIMARY
EVENT BALL
6468 SQ. FT.



SECONDARY
EVENT BALL
4468 SQ. FT.



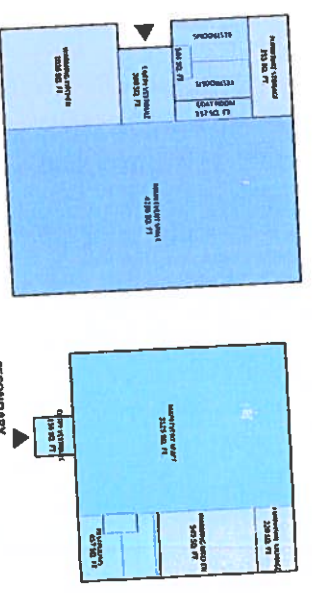
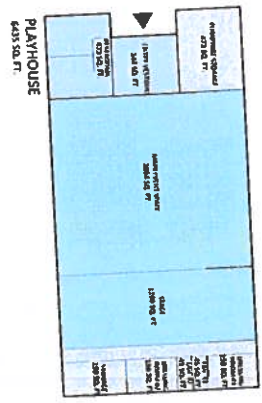
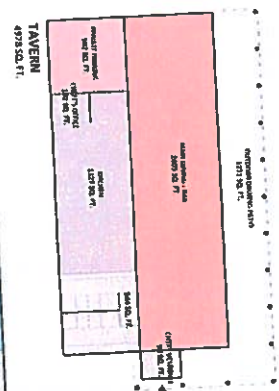
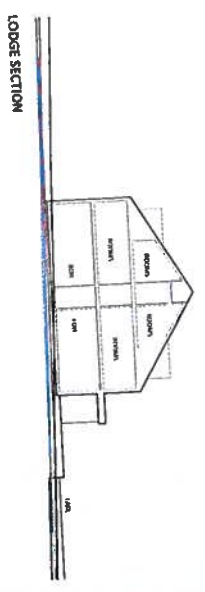
CONCEPTS | BLOCK PLANS - OPTION B



THE CLERMONT LODGE : CONCEPTUAL DESIGN : 2022.10.27

OPTION A UNIT COUNTS

	Standard Rms	Suites
2nd Floor	28	4
3rd Floor	20	4
Subtotal:	48	8
TOTAL KEYS:	56	



CONCEPTS | 3D VIEWS



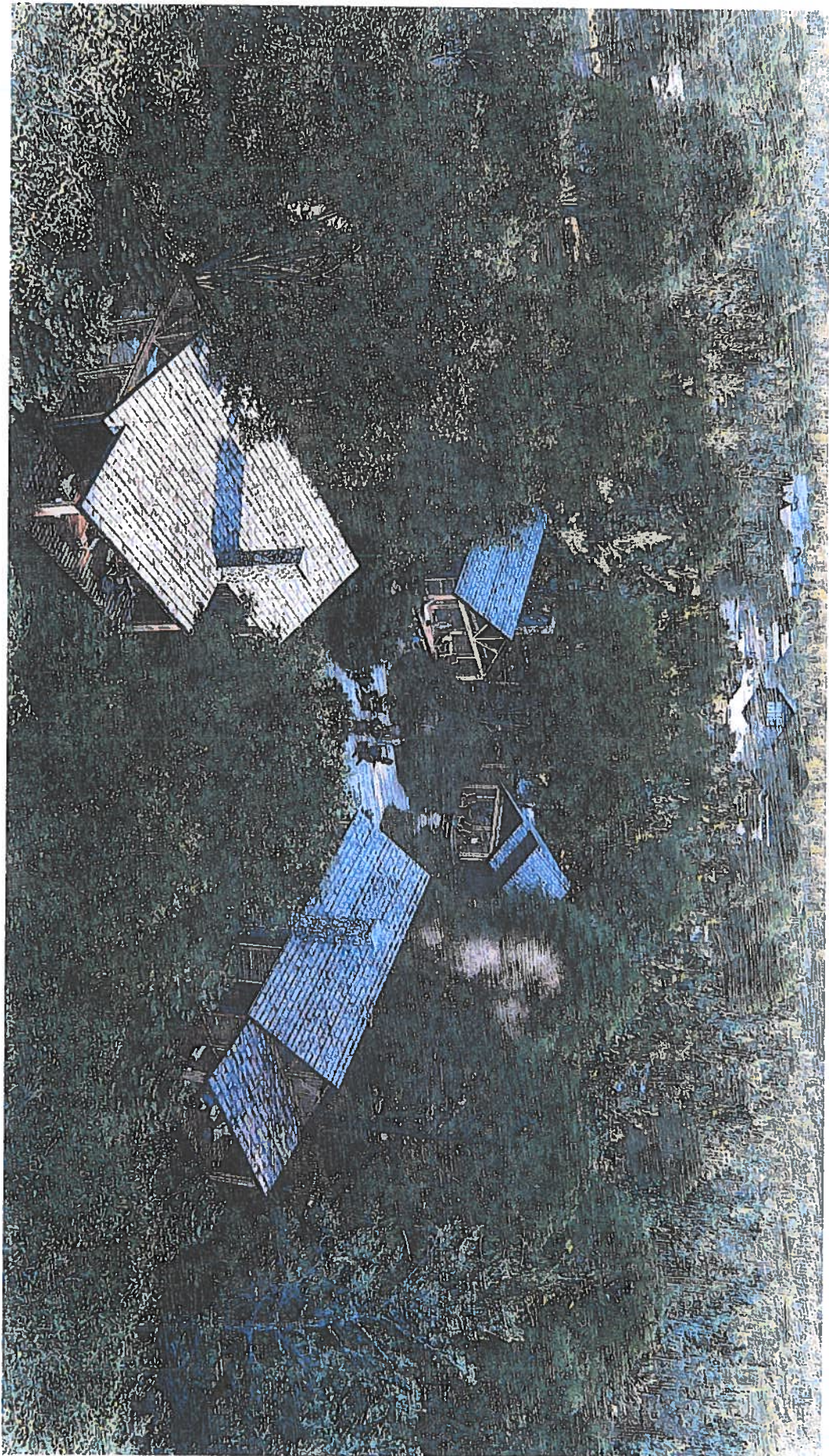
THE CLERMONT LODGE : CONCEPTUAL DESIGN : 2022.10.27

CONCEPTS | 3D VIEWS



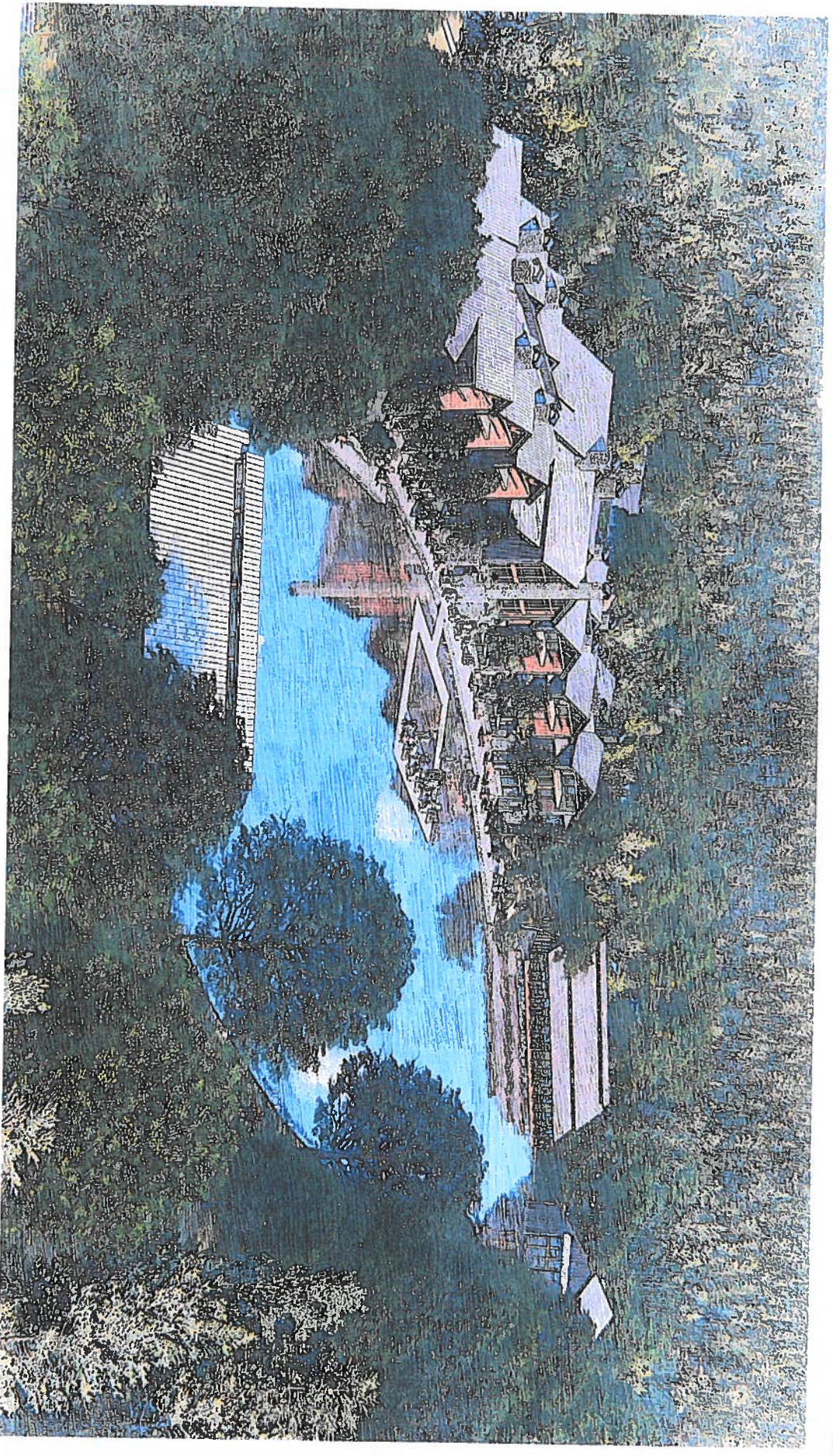
THE CLERMONT LODGE : CONCEPTUAL DESIGN : 2022.10.27

CONCEPTS | 3D VIEWS



THE CLERMONT LODGE : CONCEPTUAL DESIGN : 2022.10.27

CONCEPTS | 3D VIEWS



THE CLERMONT LODGE : CONCEPTUAL DESIGN : 2022.10.27

CONCEPTS | 3D VIEWS



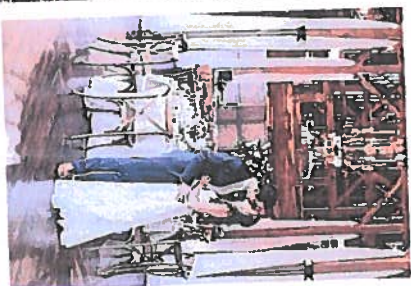
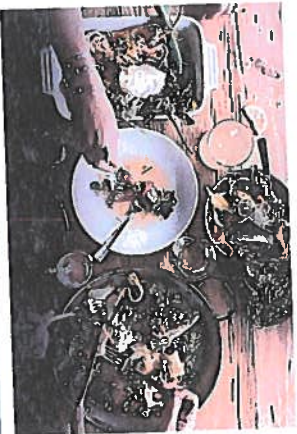
THE CLERMONT LODGE : CONCEPTUAL DESIGN : 2022.10.27



THE CLERMONT LODGE



A Woodland ESCAPE FOR Mind, Body + Spirit
a Sustainable reconnection to Nature





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www.dasarchitects.com

LEGAL MEMORANDUM IN SUPPORT OF
VARIANCE RELIEF

Applicant: John J. Connors

Subject Property: 1994 US-9 and 2010 US-9, a/k/a Block: 262, Lots: 15 & 16

Relief Sought: D(1) Use variance, D(6) Maximum Building Height variance, and 'C' variance for required minimum off-street parking

Justification for Variances Sought

The Applicant, John J. Connors, is the contract-purchaser of certain real property located at 1994 US-9 and 2010 US-9, also known as Block 262, Lots 15 & 16 (hereinafter the "subject property"). The subject property is located along northbound Route 9 in Dennis Township slightly to the north of the Route 83 intersection. The subject property is partially located in the CVC (Clermont Village Center) zone and in the CVR (Clermont Village Residential) zone. More specifically, the front portion of the site is located in the CVC zone and the rear portion of the site in the CVR zone. The site consists of approximately 30.8 acres and same is currently wooded and undeveloped.

The Applicant is proposing to develop the subject property with a first-class resort known as the Clermont Lodge consisting of a main lodge, individual bungalows and cabins, a tavern, various event spaces, and recreational uses for patrons of the resort and general public while striving to maintain the site's natural rustic environment and feel. A total of 120 units are proposed in connection with the resort. The Applicant is proposing 56 units within the main lodge, 40 units within proposed one- and two-bedroom bungalows, and 24 units within proposed individual cabins. The proposed lodge and event spaces will be constructed at the edge of a lake to be developed by the Applicant. Walking trails are proposed throughout the site in an effort to connect patrons and guests to the site's natural features.

In connection with this proposal the Applicant is requesting a D(1) use variance as more than one principal use is proposed on site. While more than one principal use is proposed on site, the proposed resort will be operated cohesively by one entity. The proposed bungalows and cabins will be located in the rear of the site in the CVR zone where same is not a permitted use. It should be noted that several of the uses that are proposed on site within the CVC zone, such as the tavern, lodge, meeting centers, alcohol service, and entertainment-based uses, are permitted as conditional uses in the CVC zone. Notwithstanding the foregoing, the Applicant recognizes that a use variance is required in connection with the proposed development.

In addition, the Applicant is requesting a D(6) maximum building height variance as the proposed main lodge will measure approximately 45ft. tall whereas a maximum building height of 30ft. is permitted. All other buildings proposed to be located on site will comply with the maximum building height of 30ft.

Finally, the Applicant is requesting 'C' variance relief in relation to required minimum off-street parking as a total of 293 parking spaces are required whereas 229 parking spaces are proposed.

It should be noted that the Applicant is not requesting preliminary and final site plan approval at this time. The Applicant is seeking to determine if the proposed use is acceptable to the Township before proceeding with a complete site plan application; however, it is acknowledged that should the Board see fit to grant the relief requested in connection with this Application, a site plan application will be required. Prior to filing said application, the Applicant will require outside agency approvals, including but not limited to NJDOT approval, CAFRA approval, a sewer service amendment, treatment works approval, Cape

Atlantic Soils approval, and Cape May County Planning Board approval. Given the extensive amount of outside agency approval required, it is necessary to obtain a use variance prior to pursuing same.

The Board has the ability to grant use variance relief pursuant to N.J.S.A. 40:55D-70(d)(1) when the Board finds that the proposed use, while not permitted in the zone, carries out purposes of zoning, or positive criteria, outlined within N.J.S.A. 40:55D-2. The Board must also determine that there would be no substantial detriments to the public good, the zone plan, and the zoning ordinance. The Applicant is also required to show that the subject property is particularly suited to accommodate the proposed use. There are sixteen purposes of zoning identified within N.J.S.A. 40:55D-2, identified as letters a through q. This application advances the purposes listed in letters A, C, G, I, and M. The rationale associated with these purposes is set forth below:

The first purpose advanced in connection with this Application is "A," "To encourage municipal action to guide the appropriate use or development of all lands in this State, in a manner which will promote the public health, safety, morals, and general welfare." The Applicant is proposing to develop a site that is currently undeveloped within the Township with a use that has been recognized by the Township within its Master Plan as vital to the success of the Township and the County of Cape May. This proposal will promote the general welfare of the community as it will bolster the economy of the Township, create new jobs, and bring visitors to Township who will take advantage of all of it's commercial and recreational offerings.

The Township's most recent Master Plan recognized that one of the Township's primary goals was to "guide development into compact Centers along the Route 9 corridor." This development proposes to do precisely that as the site is located along Route 9 within one of the Township's existing centers. In addition, the Township's Master Plan recognized a need "to maintain and expand existing Village Centers." The subject property is located in the Township's Village Center and the proposed development not only expands same, but it will facilitate economic development and job growth within the Township and bring thousands of additional visitors to the area. Finally, the Township has recognized that one its goals has been to "promote resort-related development as a major local component of the resort economy of the County." The Applicant's proposal not only meets this goal, but it will bring a use to the Township which has been identified as desired and needed for over a decade.

The second purpose advanced in connection with this Application is "C," "to provide adequate light, air, and open space." The Applicant is proposing to develop the subject property with a number of uses associated with a destination-based resort. The Applicant intends to develop an approximate 2acre lake on site and intends to maintain as much of the existing woods as possible in order to minimize the impact on the environment and to maintain the sites natural features. Significant areas of open space are proposed along with walking trails in an effort to allow guests and patrons to enjoy the open-air areas maintained on site.

The third purpose advanced in connection with this Application is "G," "to provide sufficient space in appropriate locations for a variety of agricultural, residential, recreational, commercial and industrial uses and open space, both public and private, according to their respective environmental requirements in order to meet the needs of all New Jersey citizens." The proposed development will provide a variety of uses which are currently lacking within the Township. In addition, as indicated above, the proposed use has been identified by the Township within it's Master Plan as a development goal which to date has not been accomplished.

The fourth purpose advanced in connection with this Application is "I," "promote a desirable visual environment through creative development techniques and good civic design and arrangement." While architectural plans have not been submitted at this time, the concept plan prepared by DAS Architects depicts a first class, aesthetically-pleasing, rustic resort which is unlike any developed hotel/motel located within Cape May County. The proposed improvements will enhance the visual environment for the immediate surrounding neighborhood as the site is currently undeveloped. The unique architectural style of this development will blend well with the fabric of the community and the rustic and rural development that exists throughout Dennis Township.

Finally, the fifth purpose advanced in connection with this Application is "M," to "encourage coordination of the various public and private procedures and activities shaping land development with a view of lessening the cost of such development and to the more efficient use of land." The Applicant is proposing to bring a first-class resort to the Township while striving to maintain the development goals and trends that have been recognized by the Township as vital to the growth and success of same. The proposed development is an efficient use of the land available as it provides the type of development sought within the Township while striving to maintain the sites natural features which sets Dennis Township apart from the other municipalities here in Cape May County.

The aforementioned purposes of zoning that are advanced in connection with this application further establish that there are no substantial detriments to the public good, the zoning ordinance, or the zone plan. On balance, the positive criteria outweigh any potential negative impact that granting the requested variance relief might have.

With respect to the requested D(6) maximum building height variance, pursuant to N.J.S.A. 40:55D-70(D)(6), the Board has the ability to grant variance relief concerning the height of a structure that exceeds maximum permitted building height by either ten feet or 10%. In the instant case a maximum building height of 30ft. is permitted whereas the proposed main lodge will measure 45ft. tall. The same rationale and purposes of zoning which support granting the D(1) use variance are applicable and would support granting the requested D(6) variance.

Likewise, the proposed main lodge is set back several hundred feet from the Route 9 and will not negatively impact vehicle traffic or the general public as the increase in height will not be readily apparent given the distance from the roadway. The proposed main lodge will be buffered to the north and south by woods and the main lodge will not be visible to the neighbor to the north or the neighbor to the south. Stated otherwise, there is no negative impact to the public good or neighboring property owners in connection with the proposed increase in building height.

With respect to the requested minimum off-street parking variance, the proposed development requires a total of 293 off-street parking spaces whereas a total of 229 off-street parking spaces are proposed. Pursuant to N.J.S.A. 40:55D-70(c)(2), the flexible or broad 'c' variance, the Board has the ability to grant 'C' variance relief when an Applicant establishes that the purposes of zoning, outlined under N.J.S.A. 40:55D-2, are advanced in connection with the relief sought by the Applicant. The Applicant must also establish that the benefits associated with the requested relief substantially outweighs any detriment to the public good, the zoning ordinance, or the specific zone plan. The rationale supporting the D(1) variance set forth above would also apply to the requested off-street parking variance.

While this appears to be a significant parking deficiency, given the synergy of the uses proposed on site and the fact that the overall proposed use consists of a destination type resort, it is anticipated that the majority of the patrons to the site will also be guests who are already staying at the resort. In addition, while three event spaces are proposed on site, the Applicant indicates that no more than two events would occur at any given time and that the proposed playhouse/chapel would be offered as an amenity to the primary event barn. There are additional areas on site that could be utilized for overflow parking; however, the Applicant would prefer to maintain as many of the site's natural features as possible while limiting the amount of trees that need to be removed to facilitate development.

The Applicant has also retained the services of David R. Shropshire, P.E., P.P. who has prepared a Trip Generation Evaluation which is enclosed herein for Board's review. Based upon Mr. Shropshire's preliminary findings, the proposed Clermont Lodge would generate significantly less traffic to the site than permitted uses that could be developed. Accordingly, Mr. Shropshire has opined that the use variance for the proposed Clermont Lodge presents no detriments to the public good, the zone plan, or the zoning ordinance from a traffic perspective.

The Applicant reserves the right to amend and/or supplement this memorandum in advance of the scheduled Board meeting.