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Self-storage new use for ex-supermarket on Delsea Drive, planners approve plan

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VINELAND – A New Jersey self-storage business has final city approval to convert a former ShopRite supermarket at 215 N. Delsea Drive, wrapping up a process begun almost eight months ago.

Storage Box Central, which will be the operating name for the site, intends to divide the 75,000 square feet of space into as many as 600 units. Storage Box Central is one of several brands used by American Self Storage, a corporation based in Tinton Falls.

The Planning Board on Wednesday night unanimously approved the conversion plan, which completed an unusual two-step process. The City Council last year revised a redevelopment plan covering that area to allow self-storage.

The council was adopting a recommendation that the board made after a special hearing last October to review the idea. Richard P. Monteforte, a principal and officer in the company, and attorney Brian Lozuke testified at that hearing as well as on Wednesday night.



Richard P. Monteforte, principal and chief financial officer for a self-storage firm taking over a former ShopRite in Vineland, testifies before the Planning Board Wednesday night about the plan. The board approved the plan. Attorney Brian Losuke (left) also testified. (Photo: Joseph P. Smith/The Daily Journal)

The proposal includes alterations to the building as well as repairs to its parking area. Other proposed uses for the property have failed to materialize. The last use was as a Bottino's ShopRite, but the family owned market moved to a new store on West Landis Avenue.

Calling it a "major concession," Lozuke said two existing loading docks along Delsea Drive will be removed. The area will be partially filled in, parking spaces installed, and the rest landscaped.

Monteforte said loading will be done at the rear of the building and through what was the market's front entrance.

A driveway off Delsea Drive will be reconfigured to accept only incoming traffic. Traffic will exit from another, similarly restricted driveway. The approval also includes a requirement that the parking area be repaired within five years, or removed to become a landscaped area.

The business has an option to build another 75,000 square feet of storage facility.

Besides the market, a dance studio exists on the property.

Voting to approve the plan were Chairman David Manders, Vice Chairman Michael Pantalione and members John Casadia, Sam Fiocchi, David Catalana, Stephen Plevins, David Acosta, Sandy Velez, and Robert Odorizzi.

Acosta is a city councilman representing the governing body on the board.

Joe Smith is a Philly native transplanted to South Jersey more than 30 years ago. He is a former editor and current senior staff writer at The Daily Journal in Vineland. Have a news tip? Reach out at (856) 563-5252 or jsmith@thedailyjournal.com or follow me on Twitter, @jpsmith-dj. Help support local journalism with [subscription to The Daily Journal](#).