

A decorative graphic on the left side of the page consisting of six vertical bars of equal height and width, each a different color: dark grey, coral, lime green, teal, light grey, and maroon.

EXECUTIVE SUMMARY

TOWNSHIP OF
CHERRY HILL, NJ

DRAFT: 02/06/18



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EXECUTIVE SUMMARY

INTRODUCTION

The master plan as a document represents the long-range goals of the township, and is **intended to guide growth, development, and policy**. It is also the foundation for the Zoning Ordinance. This master plan effort specifically identifies and examines a range of topics surrounding the physical environment within the township, specifically demographic, land use and zoning trends, and economic market conditions. In conjunction with a public outreach process, the implications of each of these topics are then translated into a series of goals and policies for the township.

EXISTING CONDITIONS REPORT

The Existing Conditions Report is the first major task completed in association with the Master Plan update. The document establishes a baseline for discussion surrounding future goals. **It presents the “on-the-ground” lived experience of residents, and supports those experiences through highly accurate and up-to-date data.** The Existing Conditions Report further illustrates findings from data collection and analysis completed by the project team by way of four sections:

- Historical and Demographic Analysis;
- Market Analysis;
- Land Use and Zoning; and
- Trends and Considerations

Each section is briefly discussed below. **The key takeaways from these sections are highlighted (see example).** Readers should use key takeaways as a basis for thinking about where the township is currently, how it got there, and what could change in the future.

Bold, pink text highlights key information.

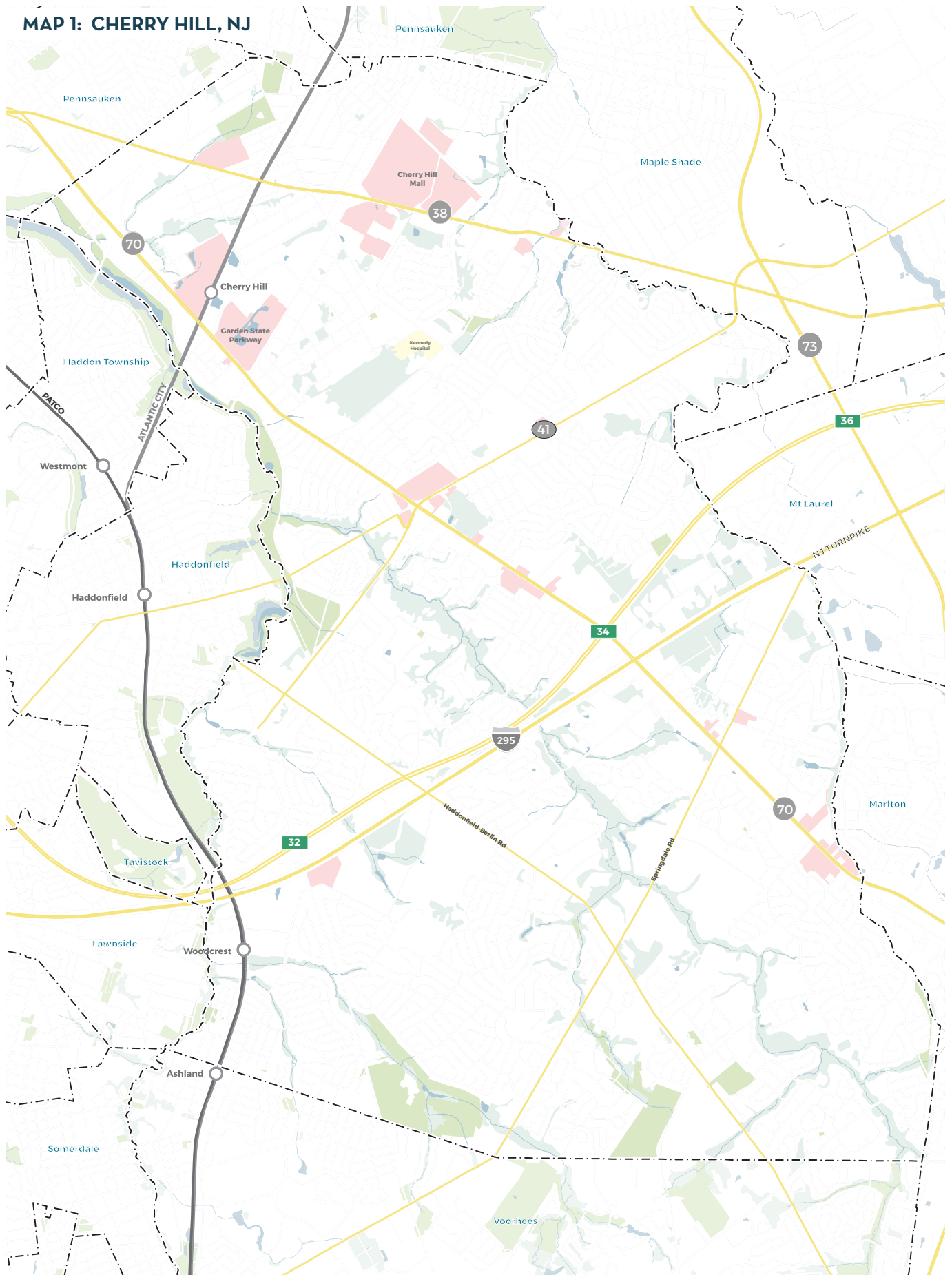
EXAMPLE KEY TAKEAWAYS

Light yellow boxes titled “key takeaways” highlight important information that the reader should consider going forward.

KEY QUESTIONS FOR CONSIDERATION

- Highlights questions the reader should consider for discussion based on key trends.

MAP 1: CHERRY HILL, NJ



HISTORICAL AND DEMOGRAPHICS ANALYSIS

The Historical and Demographics Analysis within the Existing Conditions Report **provides an explanation of how demographic patterns and building trends have shaped Cherry Hill Township over time.** These patterns are key for understanding current land use and circulation conditions, which have been largely influenced by regional suburbanization and development of the Cherry Hill Mall. This section also **includes a meaningful analysis on a number of significant changes occurring in the township specifically related to population trends.** These facts are principal to understanding the shifting needs and desires of both current and future residents, particularly relating to housing, education, and employment opportunity.

HISTORICAL LAND USE

KEY TAKEAWAYS

● FARMS DEVELOPED INTO SUBURBAN NEIGHBORHOODS OVER TIME

Expansive tracts of farmland that composed Cherry Hill provided the ideal canvas for suburban development.

● HOUSING WAS CONSTRUCTED DURING BOOM PERIODS

Over 70% of Cherry Hill's housing units were constructed between 1940 and 1980 to accommodate a typical family size of 4-6 related persons.

● THE MALL WAS THE HEART OF THE TOWNSHIP

The Cherry Hill Mall, which opened in 1961, functioned as the heart of Cherry Hill, rather than a "downtown" or "Main Street."

● CHERRY HILL IS A REGIONAL FOCAL POINT FOR SMART GROWTH

The DVRPC Long-Range Plan has identified Cherry Hill as a Metropolitan Subcenter, a focal point for Smart Growth planning in the region.

DEMOGRAPHICS

KEY TAKEAWAYS

● POPULATION GROWTH HAS PLATEAUED

Cherry Hill has likely reached peak population growth. The population size is projected to remain roughly the same in the future as it is today.

● A DIVERSE POPULATION RESIDES IN THE TOWNSHIP

The township is diversifying. Growth in the township since 1980 has largely been sustained by an influx of foreign-born residents, many of them from Asia.

● CHERRY HILL HAS WELL-EDUCATED RESIDENTS AND STRONG HOUSEHOLD INCOMES.

Cherry Hill continues to attract and retain educated residents and family and household median incomes have been higher than that of the region since at least 1980.

● THE TOWNSHIP IS AGING YET REMAINS ATTRACTIVE TO LATE CAREER ADULTS

The median age of Cherry Hill residents has increased from 29 to 42 since 1970. One quarter of the population has been living in their home for 25 years or longer.

● HOUSEHOLD SIZES ARE SHRINKING

Family and household sizes have decreased over time. The number of single-person households grew by 36% between 1990 and 2014, and households with 3+ people have decreased.

MARKET ANALYSIS

The Market Analysis is a powerful tool for understanding the role that several high-performing industries play in the economy of Cherry Hill Township. For the Master Plan process, **the market analysis is key for providing an understanding of current employment conditions and job growth patterns.** The analysis identifies distinct nodes with concentrations of specific employment types, allowing connections to be drawn between land use and employment. Furthermore, it draws out the relationships between major economic players, such as large commercial development, and the built environment. **Thus the market analysis allows for a deeper understanding of the role that economic conditions play in how the township looks, feels, and functions day-to-day.**

KEY EMPLOYMENT NODES

The market analysis provides a detailed description of how four nodes of concentrated employment in the township contribute to the overall economic structure.

- The GoldenTriangle/Cherry Hill Mall area has the greatest number of total jobs among the nodes.
- The I-295 Industrial Area had the second highest concentration of employment.
- The Kings Highway/Chapel Avenue Area most strongly reflects the changing character of employment, as many buildings within this area house the management offices of contract and temporary employment staffing companies.
- The Ashland/Woodcrest area employment node encompasses the Woodcrest PATCO station as well as the Woodcrest Corporate Center. The largest jobs sector in this node is Professional, Scientific & Technical Services (28.8% of employment).

EMPLOYMENT KEY TAKEAWAYS

● CHERRY HILL IS THE 3RD LARGEST EMPLOYMENT CENTER IN THE REGION

Cherry Hill is a major employment center, however, 91% of approximately 54,000 jobs are filled by people living outside of the township, who commute into the Township to work.

● MANY RESIDENTS ARE EMPLOYED OUTSIDE OF THE TOWNSHIP

85% of employed residents work outside of Cherry Hill and commute to surrounding areas for employment, thus the population “flips” daily between workers and residents.

● JOBS IN THE TOWNSHIP ARE CONCENTRATED INTO FOUR GEOGRAPHICAL NODES

Cherry Hill’s employment is largely concentrated in four nodes, with 80% of jobs located in the following areas: Kings Highway/Chapel Avenue area, the Interstate 295 industrial area, the Golden Triangle/Cherry Hill Mall area, and the Ashland/Woodcrest area (see “Key Employment Nodes” for further information).

● JOBS IN THE TOWNSHIP ARE FURTHER CONCENTRATED INTO FIVE SECTORS

Two thirds of Cherry Hill employment in 2014 was in five sectors: Administration and Support (17.3%), Health Care and Social Assistance (16.6%), Retail Trade (14.4%), Professional, Scientific and Technical Services (10.5%), and Accommodations and Food Services (7.9%).

COMMERCIAL AND INDUSTRIAL DEVELOPMENT

KEY TAKEAWAYS

● RATABLE DEVELOPMENT PROVIDES REVENUE FOR THE TOWNSHIP

Cherry Hill continues to attract ratable development, such as shopping, that provides a revenue stream for the Township. These “ratable” properties help keep residential taxes lower than in surrounding municipalities and help ensure that the Township has the resources it needs to provide its residents with the high-quality municipal services that they have come to expect.

● COMMERCIAL CORRIDORS COMPETE WITH THE RESIDENTIAL PERCEPTION OF THE TOWNSHIP

Cherry Hill’s commercial properties are overwhelmingly located along three commercial corridors: Route 38, Route 70, and Haddonfield Road. They are designed with an emphasis on visibility and access over quality materials and construction. As regional transportation corridors, they effectively hide the Township’s neighborhoods and contribute to the perception that Cherry Hill lacks the quality residential character often associated with its neighboring municipalities.

● COMMERCIAL DEVELOPMENTS FACE A CONTINUED NEED TO ADAPT

Commercial development brings a sense of modern prosperity but requires constant upkeep, reinvestment and/or redevelopment to maintain this look and feel. Commercial and retail development will also be tasked with transformation as the retail market rapidly changes.

● INDUSTRIAL AREAS ARE TRANSITIONING AWAY FROM INDUSTRIAL USES

Industrial Areas throughout the Township are becoming obsolete for modern industrial uses, and are transitioning to non-industrial uses such as offices, with affordable rents attracting users who require larger spaces and do not need high visibility.

ECONOMIC TRENDS

KEY TAKEAWAYS

● MANUFACTURING CONTINUES TO FIND A HOME IN CHERRY HILL

Cherry Hill has not been as heavily impacted by a declining traditional manufacturing sector as other New Jersey communities. In fact, the township gained 300 jobs between 2002 and 2014 - rare for a suburban municipality. However, manufacturing facilities throughout the township are struggling due to obsolescence.

● EDUCATIONAL SERVICES DID NOT GROW AT THE SAME RATE AS OTHER NEW JERSEY COMMUNITIES

Cherry Hill has not participated in the growth of educational services that happened elsewhere in New Jersey, particularly for post-secondary educational services.

● CHERRY HILL HAS BECOME A HUB FOR “FREELANCE” EMPLOYMENT STRUCTURES

“Freelance” employment, such as contract employment, has become a more substantial player in the job market. Cherry Hill has benefitted from this shift due to its large stock of office space. These offices function as administrative hubs for a variety of temporary and contract employment organizations.

LAND USE AND ZONING ANALYSIS

The Land Use and Zoning Analysis provides **an in-depth review of land allocation in Cherry Hill, illustrating clearly the stark separation of land uses found in the township.** The analysis lays out the facts: low-density, horizontal and sprawling development is the result of, and continues the reliance upon, the automobile by township residents, which exacerbates circulation issues as residents, workers, and visitors rely heavily on personal vehicles to reach their destinations. The Zoning piece of the analysis **ties regulatory issues to current land use problems.** The discussion highlights specific pieces of the zoning code that stakeholders have identified as problematic, and ties these to land uses and developments in the township that are not functioning as intended.

LAND USE KEY TAKEAWAYS

- **ALMOST HALF OF THE LAND IN CHERRY HILL TOWNSHIP IS DEDICATED TO SINGLE-FAMILY RESIDENTIAL USES**

Residential uses of 4-units or less per acre comprise almost half of all land in the township (49% of all land). However, only 1.5% of all land in the township is dedicated to multi-family housing.

- **POST-WWII SUBURBAN PRINCIPLES DEFINE THE BUILT ENVIRONMENT IN THE TOWNSHIP**

The residential and commercial characteristics of Cherry Hill are typical of post-World War II developed communities, with large lot residential hidden behind commercial uses clustered along main roads.

- **TRAFFIC CONGESTION IS A BI-PRODUCT OF GROWING RETAIL AND COMMERCIAL DEVELOPMENT**

A growing retail/commercial market has increased congestion on major thoroughways, leading to neighborhoods being used as cut throughs by vehicles looking to avoid traffic.

ZONING KEY TAKEAWAYS

- **THE ZONING ORDINANCE IS IN NEED OF UPDATES**

The existing zoning ordinance for the Township of Cherry Hill has been periodically updated. However, many of the zones have not been significantly modified since the 1950s.

- **THE CHARACTER OF ZONES HAS CHANGED OVER TIME**

Multiple zones have substantially changed since the adoption of the last Master Plan. As the zoning regulations continue to be enforced, these areas are beginning to less closely resemble the original intent of the zone.

- **UNRESOLVED REGULATORY ISSUES RESULT IN AN ADDITIONAL BURDEN ON THE ZONING BOARD OF ADJUSTMENTS**

Smaller issues, such as parking standards in certain zones, or the lack of appropriate definitions for certain types of uses or structures remain unresolved, and result in additional work load for the zoning board of adjustment

- **COMMONLY CITED ADMINISTRATIVE ISSUES BURDEN PLANNING STAFF**

Administrative problems cited by stakeholders and township officials has placed a large burden on planning staff, which slows the ability of streamlined development to occur throughout the township.

KEY LAND USE NODES

Several land use nodes in the Township have required special attention due to their location, condition, tenure of buildings, or land use configuration. These areas largely effect the perception of the Township, as they attract large numbers of persons to retail/commercial offerings and jobs.

- **The Golden Triangle:** A variety of commercial, office, retail, residential, and light industrial land uses. Also contains a significant amount of open space including the county-owned Cooper River Park. This area was the focus of a vision plan funded by DVRPC in 2010.
- **Springdale Industrial Area:** A traditional light industrial area that has increasingly accommodated a number of non-industrial commercial and civic uses as demand for industrial space has diminished, and the spatial requirements for modern manufacturing outgrow existing structures.
- **Erlton Village:** A small commercial center located on Route 70. It is the only commercial center in Cherry Hill that follows “traditional” main street land use patterns.
- **Kings Highway Office Park:** A typical 1970s- and 1980s-style suburban office park.
- **Cherry Hill Mall and Surrounding Commercial Areas:** A regional icon that has undergone some major transformations, including a “restaurant row” along Route 38. A number of commercial businesses that vary in degree of quality and size surround the mall.
- **Route 70 East:** Between Old Marlton Pike and Springdale Road, this area is a hodgepodge of commercial, commercial office and multi-family residential.
- **Batesville Triangle:** Predominantly retail commercial with a smattering of residential properties. The area also contains a large auto-centric shopping center.

TRENDS AND CONSIDERATIONS

The final piece of the Existing Conditions Report, **Trends and Considerations, emphasizes the big picture considerations that will need to be examined in relation to current realities and future goals.** It underlines the role of commerce in a retail market that is drastically shifting towards online sales, within a township whose infrastructure is struggling to support the quantity of cars accessing retail options and employment within office parks. It also highlights future unknowns for Cherry Hill, such as how rising transportation costs, and the renaissance of neighboring Philadelphia and Camden cities may pull residents out of the township. Or conversely, how access to these areas could be strengthened via transportation initiatives to increase the attractiveness of the township.

TRENDS & CONSIDERATIONS KEY TAKEAWAYS

● THE FUTURE OF RETAIL IS UNKNOWN

Although economists do not predict the total replacement of brick-and-mortar retail, the retail market is shifting to adapt to the growth in online sales, and retail within Cherry Hill will need to adapt. Some retail may also be converted to alternate uses in the future. This loss of retail development could have a significant effect on the income stream of the township.

● TRANSPORTATION COSTS ARE RISING, AND DECREASING THE SPENDING POWER OF HOUSEHOLDS.

The average Cherry Hill household spends \$12,900 on transportation each year, higher than the national average. Even small increases in gas costs would have a significant impact on annual transportation costs. This would constitute a decrease in the spending power of residents. Furthermore, it could detract from the attractiveness of regional retail, as potential consumers decide to shop closer to home to save money.

TRENDS & CONSIDERATIONS CONTINUED

- **CATALYTIC DEVELOPMENT IS UNDERWAY IN PHILADELPHIA, INCREASING THE DESIRABILITY OF THE CITY**

The population of Center City Philadelphia and surrounding neighborhoods has been steadily increasing. This population growth is attributed to walkability to entertainment, restaurants and job hubs. Furthermore, significant investment in open space is bringing suburban style amenities to the city, and attracting more and more people to urban living.

- **STATE ECONOMIC INVESTMENT IN THE CITY OF CAMDEN POSES CHALLENGES FOR CHERRY HILL**

Private investment and public economic investment is at all all-time high in Camden. This is both a challenge and an opportunity for Cherry Hill. Companies such as Subaru International have left Cherry Hill for Camden, and Cherry Hill is in competition with Camden for tenants for office space. However, Cherry Hill may also prove appealing for its housing stock for those whose jobs are being relocated to Camden.

- **THE MILLENNIAL GENERATION IS CAUSING SIGNIFICANT MARKET SHIFTS WITH DIFFERENT LIFE-STYLE PRIORITIES THAN PRIOR GENERATIONS.**

Millennial life-style preferences may have implications for suburban communities as they compete with urban areas. Millennials tend to prefer smaller households with more opportunity to rent, flexible employment arrangements, easily-accessible retail and exercise facilities, and life-style support through a variety of services. Cherry Hill is not currently designed to provide these types of residential and retail options.

TRENDS & CONSIDERATIONS CONTINUED

- **EDUCATION AND MEDICAL SERVICES INDUSTRIES (EDS AND MEDS) HAVE HAD A STRONG ECONOMIC IMPACT FOR CHERRY HILL, AND THE NATION.**

The growth in medical services has benefitted Cherry Hill in the past several years as health care providers are redeveloping older facilities and constructing new facilities in order to provide consumers with state-of-the-art services.

However, as compared to the nation and the State of New Jersey, Cherry Hill did not participate in the employment expansion experienced in educational services, particularly post-secondary services.

- **DRIVERLESS TRANSPORTATION TECHNOLOGIES MAY INCREASE THE ATTRACTIVENESS OF SUBURBS.**

Driverless transportation technologies are expected to gain popularity within the next decade. If this occurs, this may increase the attractiveness of Cherry Hill and other suburban communities as employment hubs. This type of transportation service is beneficial to communities who would otherwise have to undertake massive infrastructure investment in rail or other mass transportation technologies to increase accessibility to, and within, their borders.

FRAMING THE CONVERSATION

INTRODUCTION

As part of master plan efforts, a shared vision and set of goals for the township will be established. The objective for the project team is to explicitly connect the Existing Conditions Report and the lived experiences of residents to final recommendations. This will be accomplished via goals and objectives developed during the public outreach process.

The following section is intended to guide the creation of goals and objectives. It presents key findings, challenges and global trends for Cherry Hill residents to consider. By understanding possible future challenges, a productive discussion surrounding values, desires, and concerns of residents can be accomplished during the public outreach process.

CONTEXT

At one point in time, Cherry Hill Township was the premier destination to experience modernity and innovative thinking. It has been on the forefront of urban policy since the late 1950s when it grew to become a quintessential post-war suburb. The Cherry Hill Mall was the archetype for modern retail, and entertainment venues such as the racetrack and Latin Casino were trend-setting. In the intervening years, it has grown to become one of three major employment and commercial centers in the region, competing with Center City Philadelphia and King of Prussia.

Going forward, Cherry Hill has the opportunity to be a trend-setter again. As Master Plan recommendations are shaped, **residents of Cherry Hill should consider: what will the suburb of the future look like to them and how can Cherry Hill once again be a leader for the Country?**

KEY QUESTIONS FOR CONSIDERATION

When pondering this global question, residents should ask themselves:

- How can the township create a path forward that protects and builds off its most valuable assets without unnecessarily restricting its ability to respond to changing demands of current and future residents, business owners, and stakeholders?
- What areas should be considered for significant enhancements and transformation to respond to changing conditions so that Cherry Hill stays competitive in the region?
- What areas of the township need to be protected at all costs?
- Are there areas that, with a little proverbial elbow grease, could be transformed into great places?
- What do the facts presented in the Existing Conditions Report suggest to you about the future of Cherry Hill Township and its relationship to the larger region?

Going forward, the township also has the opportunity to position itself so that it stays on the cutting edge of urban policy. In doing so, residents of the township must consider the sustainability and resiliency of its efforts.

The following sections will help residents, business owners, and stakeholders think about these questions within the context of issues and opportunities identified in the Existing Conditions Report.

KEY QUESTIONS FOR CONSIDERATION

To guide sustainability efforts, the following questions may be helpful:

- Can the township maintain the status quo indefinitely? What is sustainable? What is not?
- What are likely to be the biggest national and regional opportunities the township can capitalize on to continue to be a good place to live, work, and shop? What threats exist to maintaining the townships long-term success?
- What responsibility do current residents have to create a livable environment for future residents? What impact will changes to the environment, transportation technologies, and consumer needs and interests (among other factors) have on Cherry Hill?
- Are there models in surrounding areas or other parts of the nation that Cherry Hill can learn from? What do these models tell us about the future of what it will mean to live in a suburban community?

NATIONAL HOUSING MARKETS ARE ADAPTING TO CHANGING CONSUMER NEEDS, PARTICULARLY THAT OF MILLENNIALS.

The role of the suburbs is undergoing massive change, and the desirability of these areas is under question. In Cherry Hill, the median age of residents has increased from 29 to 42 since 1970. **Many of the homes in the township are occupied by retirees and seniors whose children have left.** The township is also grappling with the growing popularity of Philadelphia and other urban centers, and the ever-increasing property tax burden in New Jersey. While family size decreases, and the population ages, the housing stock, which is primarily 3-or-4-bedroom single family homes, has remained unchanged. These types of homes were once extremely desirable, however they do not necessarily match the lifestyle desired by younger generations. National trends are towards:

- smaller households;
- rental housing rather than homeownership, available to a variety of income levels;
- flexibility in employment arrangements, including freelance employment and even occasional participation in co-working spaces;
- built environments that provide easy access to social networks; and
- Lifestyle support through a variety of service-oriented businesses.

Steps have already been taken in the township towards “smart growth,” a set of principles which advocate for creating places with a mix of building types and uses, diverse housing and transportation options, development within existing neighborhoods, and community engagement. These types of developments better suit consumer preferences, increase the desirability of suburban living, and support sustainable development practices.

KEY QUESTIONS FOR CONSIDERATION

- How can the township balance efforts to attract new residents, while continuing to support those who are choosing to stay?
- Should the township proactively seek to accommodate changing consumer housing preferences, such as mixed-use or multi-family housing? Where would this best be accommodated?
- Should the township seek to accommodate shifting desires for workplaces and office space, such as co-working spaces? Where would this best be accommodated?
- Should Cherry Hill consider implementing further smart growth principles within the zoning ordinance, or through policy measures?
- Are there other models of sustainable development that should be considered?

CHANGING MOBILITY/TRANSPORTATION PREFERENCES AND TECHNOLOGIES ARE DRIVING INNOVATIONS IN LAND USE

How people get to and from where they live, work, and shop has an effect on the form and character of their communities. Over the past several decades, consumer expectations about access to mobility options has also shifted. **Access to, and within, communities that have adjusted to meet consumer housing and workplace needs is profoundly important.**

At this point in time, limited transportation options has restricted the variety of housing and commercial development that the township can attract; vehicle-centric development limits the attractability of these areas to current and future residents.

Cost-effective transportation networks, such as public transportation, are a key piece of this puzzle. As personal vehicle transportation costs and traffic congestion continue to increase, this mode of transportation may become an unsustainable option for residents, both in terms affordability and convenience. This would greatly effect accessibility and the ease with which residents and job-holders are able to travel within, and outside of, the borders of Cherry Hill Township. **Cherry Hill's current access to Philadelphia and Camden is unmatched in the region, but transportation to and from these places will continue to be the crux of that success, particularly as younger generations are choosing to be car-free or single-vehicle households.**

New transportation technologies may also have an impact on land use for Cherry Hill Township. For example, driverless transportation technologies could significantly effect personal mobility options in the future. Driverless cars may bolster the attractiveness of suburban communities as employment nodes for car-free commuters.

Other underutilized transportation technologies may be an option for increasing mobility options in the township as well. **The Cherry Hill New Jersey Transit Station (CRH), which directly connects to 30th Street Station via Amtrak, has the potential to be a game-changer for the township should the 30th Street Station district develop as proposed.** In addition, improvements to bus service, potentially including bus-rapid transit, could also go a long way in increasing transportation options, and promoting modes of transportation that are environmentally friendly, cost-effective, and less taxing on road infrastructure.

KEY QUESTIONS FOR CONSIDERATION

- How can Cherry Hill make existing land uses accessible by a larger variety of transportation models?
- How should Cherry Hill alter land use patterns in the future to adjust to changing mobility expectations?
- Should Cherry Hill seek to connect people to jobs and services by investing in the development of places (i.e. compact, walkable development, accessible via transit)?
- In what ways does the township's reliance on automobiles limit residential and commercial opportunities?
- What changes to transportation infrastructure would "unlock" new areas for development in Cherry Hill?
- Can universal design principles be incorporated into land use policy to make mobility accessible to a broader portion of the population?

ECONOMIC & EMPLOYMENT TRENDS ARE EVOLVING

Cherry Hill's economic position has been and remains strong. While it was negatively impacted more dramatically than most New Jersey communities by the economic recession, it has recovered in recent years. **The township has seen growth in health care, accommodations & food services, and professional, scientific & technical services. However, growth in educational services that occurred elsewhere in New Jersey has not appeared in Cherry Hill.**

Post-secondary educational services through a local university can be a significant opportunity for economic growth in the township--both to expand the technical workforce and to provide an innovation hub to support new business development.

The next wave of job growth in New Jersey is likely to focus on smaller companies, many in advanced manufacturing and business services. Opportunities exist to support entrepreneurial business development in Cherry Hill through co-working spaces, sensitive regulation, and incubator facilities. As a focus on advanced manufacturing returns to the U. S., Cherry Hill could participate in that evolution, providing another opportunity for business development in the township.

Another key economic factor impacting Cherry Hill is the millennial workforce and the township's access to it, especially the growing technical workforce living in Center City Philadelphia. Easing the commute to Cherry Hill and creating housing environments attractive to the millennial workforce will help the township exploit its position as a Metropolitan Subcenter. With this Metropolitan Subcenter status, Cherry Hill has been regionally prioritized for reinvestment, growth, and infrastructure investment, potentially offering an advantage in attracting transportation investments that recognize the evolving technology of travel; in particular, the changes likely to occur through ride sourcing, micro transit, and driverless technology.

Cherry Hill also faces the challenge of upgrading/ updating aging retail concentrations. **Potential state investment in walkable communities and transit-oriented development could provide Cherry Hill with the tools to effectively connect adjacent single-family neighborhoods with retail concentrations and transit facilities via new mixed-use residential/ business development.** This retail repositioning also provides an opportunity for Cherry Hill to incorporate its visible, gateway retail corridors—Routes 38 and

70 and Haddonfield Road. Recent investments along Haddonfield Road exemplify how key segments of these corridors can be re-imagined.

KEY QUESTIONS FOR CONSIDERATION

- How can Cherry Hill continue and accelerate the economic expansion of such key existing industries as health care and professional, scientific & technical services?
- Should Cherry Hill seek to attract a new or expanded educational institution to the township to support this growth? Which institution(s), and where should it (they) be located?
- Should Cherry Hill embrace the growth of evolving industries such as advanced manufacturing? How can the township best capture them?
- How can Cherry Hill support and accommodate an evolving workforce through new-technology transportation improvements?
- Should the township seek to diversify its transitioning retail concentrations by supporting mixed-use redevelopment?

SHAPING A VISION

Should Cherry Hill seek to become the model suburb of the future, it will need to focus on answering some of the key questions outlined above, as well as other questions that will arise during the public outreach process. An understanding of these key challenges, and the questions that these challenges present for the township, will aid in shaping recommendations that will result in implementable goals and objectives. The township should frame these goals for the future towards becoming as environmentally friendly, healthy, welcoming and inclusive as possible, in the pursuit of a better future for the planet, and for the betterment of the lives of all residents.

CHERRY HILL

Executive Summary

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EXECUTIVE SUMMARY REPORT

TOWNSHIP OF CHERRY HILL, NJ

