

CHAPTER 04

*Policy
Consistency*

Cherry Hill Master Plan
Prepared for Cherry Hill Township by
Group Melvin Design in partnership with
Urban Partners

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STATEMENT OF REGIONAL POLICY CONSISTENCY

As part of any master plan, Municipal Land Use Law 40:55D-28d requires a statement of consistency with the master plans of contiguous municipalities, the master plan of the county, and the NJ State Development and Redevelopment Plan. The intent of this statement is to ensure that policies put forth in the Cherry Hill master plan are consistent with those of the county and state and do not have adverse impacts on neighboring municipalities and the broader region.

Surrounding Municipalities

Cherry Hill is abutted by nine municipalities including Pennsauken Township, the Borough of Merchantville, Maple Shade Township, Mount Laurel Township, Evesham Township, Voorhees Township, the Borough of Lawnside, the Borough of Haddonfield, and Haddon Township. Many of these surrounding municipalities are developed to a similar extent as Cherry Hill with relatively static land uses. However, redevelopment and new developments are still occurring in several of these communities.

Pennsauken Township

Pennsauken Township borders Cherry Hill to the north with a small portion of that border separated by the Borough of Merchantville. A majority of that border consists of low-density residential development except along major commercial corridors where land uses are consistent with commercial development along those corridors in Cherry Hill. No major land use changes are proposed in the master plan that would be inconsistent with current or future land uses along this shared border.

Borough of Merchantville

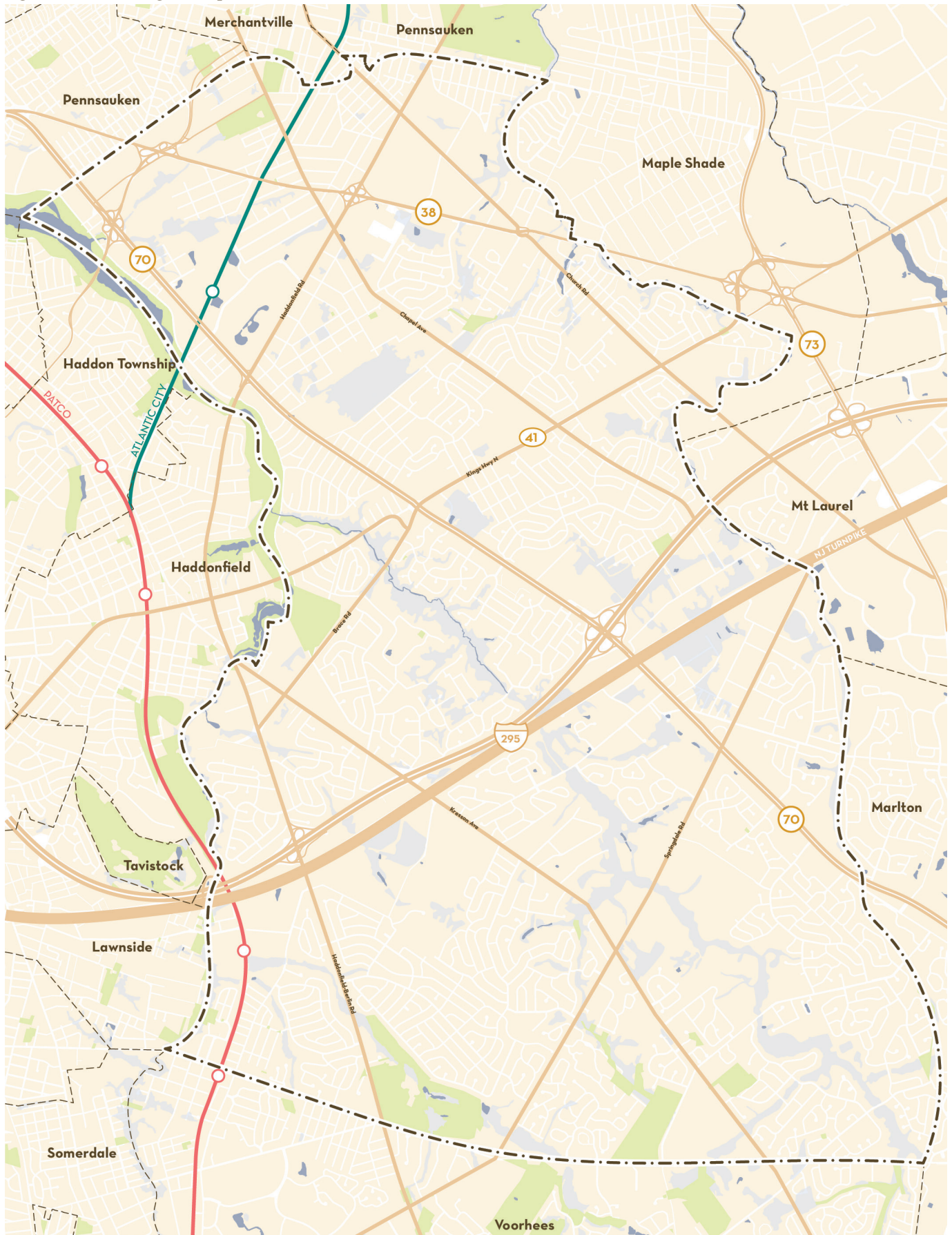
Merchantville has a short border with Cherry Hill that is predominantly residential, with some institutional and commercial uses at the area known as the Merchantville Circle. Merchantville has been seeing increased development in their central business

district over the last several years. This district has a walkable downtown with many small local businesses that have been in operation for many years—if not generations—mixed with newer businesses such as a local market, a microbrewery, and small cafes. The continued development of the downtown benefits the adjacent Hinchman neighborhood in Cherry Hill as it provides a walkable retail destination with many community activities that an increasing number of buyers are looking for, particularly millennials that will be driving home sales now and into the future. Cherry Hill's master plan identifies communities such as Hinchman as targets for promoting the Township's 5 year home improvement tax abatement program and the development of a neighborhood pattern book, both of which will help current property owners improve homes in this area and add to the overall attractiveness of the neighborhood. Merchantville's last Master Plan, adopted in 2007, and Cherry Hill's current plans to work to improve investment into the neighborhoods along Chapel Avenue just south of Merchantville are consistent with the Borough's ongoing efforts toward beautification of the Chapel Avenue and Centre Street Gateway area and the housing rehabilitation programs implemented in adjacent neighborhoods.

Maple Shade Township

The border with Maple Shade Township, in Burlington County, runs along the south branch of the Pennsauken Creek in the northeast portion of the Township. Land uses on the opposite side of the creek are predominantly residential and institutional (Maple Shade High School). NJ State Highway 38 continues into Maple Shade from Cherry Hill with similar commercial uses to those found in Cherry Hill. Maple Shade's 2016 Re-examination Report (of its 2006 Master Plan) supports similar initiatives identified in this Master Plan in regard to commercial development along Route 38 and in the protection of the natural resources long the border between Maple Shade and Cherry Hill.

Figure 1. Surrounding Municipalities





Mount Laurel Township

Mount Laurel abuts Cherry Hill to the east from the neighborhood of Kingston Estates to Point of Woods. Springdale Road and Church Road are the major arterial roadways that provide access to Mount Laurel from Cherry Hill Township, though Church Road enters briefly into Maple Shade prior to entering Mount Laurel. Most of the border consists of commercial, industrial and office uses on both sides except for a few small residential developments. The Horizon Corporate Center which borders Cherry Hill to the east of the Pennsauken Creek has been and remains an active office and industrial complex consistent with the uses at the Springdale Industrial Park in Cherry Hill. There has been increased development of hotels in this area and commercial redevelopment along Route 73. Increased development in this area has led to an increased demand on local roadways in the area and in Cherry Hill specifically along Springdale Road, Greentree Road, and Church Road. Policies and development plans in the Cherry Hill master plan, specifically in regard to the Springdale Industrial Park, appear to be consistent with Mount Laurel's master plan adopted in 2006.

Evesham Township

Similar to Maple Shade and Mount Laurel Township, Evesham Township abuts Cherry Hill to the east in the southern portion of the Township with the South Branch of the Pennsauken Creek as the border between them. The majority of this border is made up of residential development that varies in typology from single family residential to townhome developments and apartment complexes. Route 70 is the major commercial corridor used to access Evesham Township from Cherry Hill. Evesham adopted its last master plan in 2006, with re-examinations in 2010, 2011, and 2012. Since that time the large roundabout located at the intersection of Route 70 and Route 73 was removed and replaced with a ramp exchange between the two roads, with a bridge on Route 73 constructed over Route 70. This major reconstruction has spurred economic growth

in the area since it has allowed for improved traffic flow and improved highway access for properties located in this area. As part of a visioning plan for this area, Evesham Township adopted an overlay zone for development that is directly connected to this Plan's "Plan for Place - Route 70 East Corridor," which includes similar recommendations for improvements to signage, landscaping, building massing, pedestrian connectivity, and other site design elements. The Cherry Hill master plan is also consistent in regard to maintaining the stability of existing communities and in providing diverse housing options for current and future residents of the region.

Voorhees Township

Cherry Hill's longest common border is with Voorhees Township to the south with Evesham Road running the entire length of that border. The far ends of this border are defined by predominantly residential uses adjacent to neighborhood-scale commercial development or civic and institutional uses. This is well represented by the intersections of Evesham Road at Burnt Mill Road and the Five Points intersection with Haddonfield-Berlin Road and Somerdale Road on the west end of the border, and just past Brick Road toward the eastern end of the border. The center of the border, from Kresson Road to Springdale/White Horse Road, has a more varied number of uses ranging from recreational sites and preserved open spaces, to larger scale commercial development, to medical office complexes, to single family and townhouse residential development. Voorhees last updated its master plan in 2005, with re-examinations in 2007, 2010, and 2012. The last Re-examination in 2012 recommended a rezoning of the former Virtua hospital site located across from DeCou Park in Cherry Hill to permit for mixed-use redevelopment which would also permit for the construction of a new hotel and retail uses. While these recommendations may impact traffic in the area there is nothing in the Cherry Hill master plan affecting this area that would be inconsistent with this recommendation or any other policies or goals set forth in the Voorhees Master Plan of 2005.



Borough of Lawnside

Lawnside shares a short border with Cherry Hill Township along its southwest corner, and the Cooper River runs along its length. Most of the border is closest to Evesham Road in the southwest corner of the Township, and is characterized by single family residential neighborhoods. As one moves north along this border the Woodcrest PATCO station is located on the Cherry Hill side and there are small neighborhoods immediately abutting it. Just beyond these uses Lawnside has several undeveloped parcels and several industrial uses including a large UPS distribution center. These residential neighborhoods, the UPS center and a large swath of undeveloped land on the south side of E. Oak Ave (which turns into Melrose Ave in Cherry Hill) were included in a Redevelopment Plan completed by Lawnside in 2005. Plans for denser mixed-used multi-modal development in this area are consistent with a study recently completed for Cherry Hill Township for Transit Oriented Development around the Woodcrest PATCO Station. Although this area is not addressed specifically in the Cherry Hill master plan, overall goals in the master plan for increasing access to diverse housing options and creating vibrant and attractive places with multi-modal access to housing, retail, and work opportunities for residents is consistent with the goals of the Lawnside redevelopment plan for this area adjacent to Cherry Hill.

Borough of Haddonfield

Haddonfield also lies to the south of Cherry Hill sharing the Cooper River as a border from just east of the NJ Turnpike to a point just east of Jefferson Street in the South Erlton neighborhood. The majority of this border is occupied on both sides by residential development of varying densities and recreational uses including Croft Farm and the Maria Barnaby Greenwald Memorial Park in Cherry Hill, and Evans Pond and Pennypacker Park in Haddonfield. The only potential direct impact on Haddonfield in the Cherry Hill Master Plan is the “Plan for Place - Batesville” section which seeks to continue the more traditional

urban form found in Haddonfield that respects the historic nature of the area and is pedestrian friendly. This plan is not inconsistent with Haddonfield’s goals to preserve its historic character and maintain the visual attractiveness of the borough.

Haddon Township

The Cooper River also forms the border between Cherry Hill and Haddon Township. Other than a small section of Cherry Hill from the corner of Grove Street to the NJ Transit Rail Line all of the land that abuts this border is owned by Camden County and is occupied by the Cooper River Park and uses accessory to the operation of the park, such as the Cooper River Yacht Club and Camden County Cultural Center building in Haddon Township, and the Camden County Boathouse and Rohrer Children’s Playground in Cherry Hill. There are no proposed changes in the Cherry Hill master plan that are inconsistent with the current or proposed uses along this border.

Camden County Master Plan

Camden County adopted its most recent master plan in 2014. The land use element of this plan identified 10 major policy goals for the County, a majority of which are shared goals identified in the Cherry Hill Master Plan. These goals include:

- Promoting infill development and redevelopment around existing population and employment areas as opposed to development of vacant, previously undeveloped land. (See *Plan for Place - Golden Triangle, Springdale Industrial Park*).
- Encouraging development of a vibrant mix of uses within walking distance of transit stations (See *Plan for Place - Golden Triangle*).
- Evolving suburban centers to become walkable, mixed-use focal points of the community (See *Plan for Place - Batesville, Erlton, Cherry Hill Mall*).
- Support the vitality of neighborhood main streets as community anchors (See *Plan for Place - Batesville, Erlton*).

- Improve multi-modal conditions and land use quality along aging strip arterial corridors. (See *Plan for Place - Route 70 East Corridor, Kings Highway Office Park*).

In addition to the Plans for Place identified above, this plan's land use element policies and economic development policies are all geared toward creating a more connected, diverse, economically successful, and sustainable Cherry Hill, all of which are common goals of the Camden County Master Plan.

Camden County Solid Waste District Management Plan

The New Jersey Solid Waste Management Act (N.J.S.A. 13:1E-1 et seq.) established a comprehensive system for the management of solid waste in New Jersey. The Act required that all counties in the state and special districts develop comprehensive plans for waste management in their respective districts. Camden County adopted its Solid Waste Management Plan in 1979 with subsequent amendments made per regulatory reviews conducted by the State. As such, this Plan was readopted in 1980. Subsequent amendments to the plan have been made since, with a substantive update completed in 2007. Since 2007, additional amendments were made and currently constitute the Camden County Solid Waste Management Plan. The Plan is a strategy for the safe, efficient and lawful collection and disposal of solid waste in conformance with those aforementioned State requirements.


In 1987, the State adopted the New Jersey Statewide Mandatory Source Separation and Recycling Act (N.J.S.A. 13:1E-99.11 et seq.). Concurrently, the Municipal Land Use Law (MLUL) was amended to require that municipalities adopt a Recycling Plan Element as part of their community's master plan. Initially, the Recycling Act called for the recycling of 15% of the municipal solid waste stream in the first year of the program followed by the recycling of 25% of the municipal solid waste stream thereafter. That goal was more than doubled through legislation enacted in 1992 (P.L. 1992, c.167) amending the 1987

Recycling Act with a new challenge to recycle 50% of the municipal solid waste stream and 60% of the overall waste stream by the end of 1995. The Recycling Act also included other notable provisions that the Township has continued to comply with including

- the requirement that all municipalities designate a recycling coordinator (N.J.S.A. 13:1E-99.16);
- the requirement that municipal master plans be revised to require that provisions for recycling be incorporated into new residential, commercial, and industrial development (N.J.S.A. 13:1E-99.16);
- the requirement that municipalities submit a tonnage grant report every year (N.J.S.A. 13:1E-99.16); and
- the requirement that municipalities publicize the provisions of the local recycling program at least once every six months (N.J.S.A. 13:1E-99.16).

Notably, Camden County was the first New Jersey County to mandate county-wide recycling. All 37 municipalities in the County have residential curbside recycling programs with enforcement of such programs designated to the municipalities. Under the mandatory recycling program, municipalities are required to provide residents with recycling services. Since 2008, the Township has provided its residents with single stream recycling services. Prior to that time residents were provided recycling containers that required sorting of recyclable materials. Requirements for the collection and disposal of solid waste are identified in Chapter XIX: Solid Waste and Recycling Management, as provided within the Township's Revised General Ordinances.

Additional services are offered to Cherry Hill residents at the Township's recycling facility located at the Department of Public Works facility located at 1 Perina Boulevard. Automotive items such as tires, motor oil and car batteries can be dropped off seven days a week. In 2008, an "e-waste" depot was installed at the facility for electronics like TVs, computers, and other electronics, which can be disposed of at the facility in order to divert hazardous materials from having



adverse impacts to the environment. The Department of Public Works also operates a leaf composting facility at the Kresson Road Ecology Site.

The Camden County Solid Waste Plan amendment in 1993 (Amendment 72-8-93) mandated commercial and institutional sector recycling. A list of required materials to be recycled is included in the plan.

However, municipalities are not required to provide this service to non-residential entities. The Cherry Hill Township Zoning Ordinance (2013-18, as amended) does require that non-residential development include provisions for the storage of waste materials on site and that a waste and recycling report be prepared that outlines the materials to be collected, location of storage, method for collection, the service provider, the frequency of collection, the quantity of material, and the amount of necessary storage.

Other notable events include: the elimination of plastic bags for disposal of organic yard waste disposal (2010); the addition of plastics #3, #5 and #7 to the single stream collectables (2011); the sponsoring of annual paper shredding events (2014); and the installation of trash and recycling kiosks at Township parks and playgrounds (2017). As with residential trash and recycling, the collection is automated. The kiosks and automated trucks were funded in part by State Recycling Grant dollars.

State Development and Redevelopment Plan

New Jersey's State Plan and Plan Policy Map are used to guide planning and infrastructure investment decisions at the municipal, county, and regional level. The last State Development and Redevelopment Plan was adopted in 2001.

The 2001 Plan developed 8 statewide goals for the future of New Jersey:

Goal 1: Revitalize the State's Cities and Towns

Goal 2: Conserve the State's Natural Resources and Systems

Goal 3: Promote Beneficial Economic Growth,

Development, and Renewal for All Residents of New Jersey

Goal 4: Protect the Environment, Prevent, and Clean Up Pollution

Goal 5: Provide Adequate Public Facilities and Services at a Reasonable Cost

Goal 6: Provide Adequate Housing at a Reasonable Cost


Goal 7: Preserve and Enhance Areas with Historic, Cultural, Scenic, Open Space, and Recreational Value

Goal 8: Ensure Sound and Integrated Planning and Implementation Statewide

The State Plan Policy Map identifies the types of development and redevelopment that are necessary to assure that efficient infrastructure is in place to support such development and that the state's natural resources are protected. It also identifies major regions of the state where there are critical natural or built environments that should be protected or enhanced to ensure that the goals of the state plan are achieved.

Planning areas are developed based on large land mass areas that share a common set of conditions such as population density, infrastructure, level of development, and natural systems. Cherry Hill falls within a Metropolitan Planning Area (PA 1). These areas are defined by their proximity to and the development influence of major metropolitan centers. Many of the communities in these areas are fully developed with scarce vacant land available for new development, so the majority of future land use changes will be in the form of redevelopment. The state plan asserts the intent of these areas is to:

- Provide for much of the state's future redevelopment
- Revitalize cities and towns
- Promote growth in compact forms
- Stabilize older suburbs

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- Redesign areas of sprawl
 - Protect the character of existing stable communities

Strategies in the state plan to meet this intent include upgrading or replacing infrastructure, retaining and expanding employment opportunities, upgrading and expanding housing to attract a balanced residential population, restore and stabilize the threatened environmental base through brownfields redevelopment and metropolitan park and greenway enhancement, and manage traffic effectively and create greater opportunities for public transportation connections within the Metropolitan Planning Area and between the Metropolitan Planning Area, suburban employment centers, and the Philadelphia and New York areas.

The Cherry Hill Master Plan Land Use Element and Economic Development Element identify goals—and strategies to achieve those goals—that are greatly aligned with those identified in the state’s plan and have the same intent identified for Metropolitan Planning Areas in the state. This section of the plan’s policies and tools aim to maintain the quality of residential life in Cherry Hill, while still investing in the redevelopment of core commercial centers and retail corridors. A main focus of that redevelopment is on promoting mixed-use projects in close proximity to existing transit infrastructure, promoting multi-modal infrastructure investment to access commercial areas and transit facilities, and encouraging small scale transit options, such as ride-share services, driverless vehicles, and other ‘last-mile’ solutions.

