

CHAPTER 06

Land Use Element

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

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Introduction

L A N D U S E



INTRODUCTION

The Land Use Element is a critical piece of the Cherry Hill Master Plan. It is intended to guide development, redevelopment, and land use policies in Cherry Hill Township. It is also required by the New Jersey Municipal Land Use Law (MLUL) for communities that wish to engage in zoning.

As identified in the Goals and Objectives section, the recommendations in the Land Use Element will help the Township achieve the following goal and objectives:

Goal: Create a 21st century suburb where a diverse community of residents enjoy high-quality neighborhoods, vibrant commercial areas, and multi-modal access to land uses Township-wide.

Objective 1: Land uses in Cherry Hill will support and be supported by an integrated multi-modal transportation network.

Objective 2: Provide adequate housing choice to maintain Cherry Hill's residential base as demographics in the region continue to change.

Objective 3: Cherry Hill will work to preserve and create streets, neighborhoods, and commercial centers that are inviting and attractive.

This Land Use element is divided into five sections as described below.

Existing Conditions Summary

This Land Use Element begins with a summary of the key findings found in the Existing Conditions Report (see [Appendix A](#)). The existing conditions report states clearly, and in detail, the demographic, land use, and economic changes that have occurred in the Township over time, and how they are affecting the lived experiences of residents. The summary can be viewed as a primer for understanding the policies and zoning recommendations that have been proposed within this element.

Statement of Strategy

The New Jersey Municipal Land Use Law (MLUL), administered by the New Jersey Zoning and Land Use Administration, was amended in 2017 to require that the land use element of a municipal master plan includes a statement of strategy. The statement of strategy must consist of: smart growth, including consideration of potential locations for the installation of electric vehicle charging stations; storm resiliency with respect to energy supply, flood-prone areas, and environmental infrastructure; and environmental sustainability. The required Strategy of Statement follows the Executive Summary of the Existing Conditions Report.


Policy Toolkit

The Land Use Element next contains a “Policy Toolkit,” which describes the strategies, policies, and actions that are recommended for the Township. It is organized around policy statements. Each policy statement defines a course toward an ideal future condition. Within each policy are actions that should be taken by the Township to progress toward its ideal future condition. The emphasis for the Township should be the implementation of actions while tracking progress to ensure that actions are progressing toward the vision appropriately.

Zoning Memorandum

The Zoning Memorandum section of the Land Use Element was prepared by the Community Development Department, Division of Planning of Cherry Hill Township. The memorandum addresses zones and provides recommendations on:

- Revisions to zoning district standards
- Modification of zone boundaries or rezoning of portions of land
- Text amendments to the zoning ordinance where the intent is muddled by improper language or lack of definition



Adjustment of the zoning ordinance is most likely to occur where regulations found within the zone standards are no longer resulting in the types of development that the zone intends for, or the zoning will no longer implement the recommendations of the Cherry Hill Master Plan and subsequent Re-examination Reports. The recommendations made within the Zoning Memorandum should ultimately be implemented through a Zoning Ordinance update.

All other recommendations made in this element are intended to be the starting point for further investigation which shall include working with affected communities to identify which, if any, of the strategies should be implemented.

Future Land Use Map

The Future Land Use Map is a visual representation of the changes to zone boundaries or zoning of parcels in the Township made by the recommendations within the Land Use Element, including the Zoning Memorandum, and the Policy Toolkit. The recommendations made within the Future Land Use Map should ultimately be implemented through a Zoning Ordinance update.

IMPLEMENTATION

The master plan is a community-wide high-level planning document. The Zoning Memorandum identifies a limited number of actions which are appropriate for immediate implementation. These include efforts to

- clean up split-zone parcels;
- reconcile parcels with current use;
- rezone parcels for appropriate development; and
- eliminate the RAPC, IRB, and AR-HC Overlay Zones.

In addition, the plan recommends immediate implementation of minor changes to Section IV of the zoning ordinance which regulates permitted uses in several zones. More details regarding these changes can be found on pages 132 - 139 in **Zoning Memorandum** section of this Element.



CHERRY HILL MASTER PLAN

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Existing Conditions

L A N D U S E

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.



QUESTIONS FOR CONSIDERATION

Light yellow boxes titled “Key Questions for Consideration:” Highlights questions the reader should consider for discussion based on key trends.

EXISTING CONDITIONS REPORT

The Existing Conditions Report was the first major task completed in association with the Master Plan update. The document established a baseline for discussion surrounding future goals. **It presented the “on-the-ground” lived experience of residents, and supports those experiences through highly accurate and most recently available data.** The Existing Conditions Report further illustrated 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
- Trends and Considerations

Each section is briefly discussed next. **The key takeaways from these sections are highlighted (see “Questions for Consideration” above).** 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.

Figure 1. Cherry Hill, New Jersey





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 the development of the Cherry Hill Mall. This section also **includes a meaningful analysis of several 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.

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 whom are 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 increased from 29 in 1970 to 42 today. 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 decreased.

MARKET ANALYSIS

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 (see *Figure 2*).

- **The Golden Triangle/Cherry Hill Mall Area** has the greatest number of total jobs among the nodes. The Golden Triangle is the area containing Garden State Park and Executive Campus. It is roughly bounded by Route 70, Chapel Avenue, Cuthbert Boulevard, and Cooper Landing Road. The employment area also includes the Cherry Hill Mall as well as the key corridors of Route 38, Route 70, and Haddonfield Road
- **The I-295 Industrial Area** has the second highest concentration of employment. The I-295 Industrial Area encompasses the industrial properties flanking the New Jersey Turnpike, centered on an area between Interstate 295 and Springdale Road north of Route 70.
- **The Kings Highway/Chapel Avenue Area** most strongly reflects the changing character of employment in the Township, as many buildings within this area house the management offices

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*).

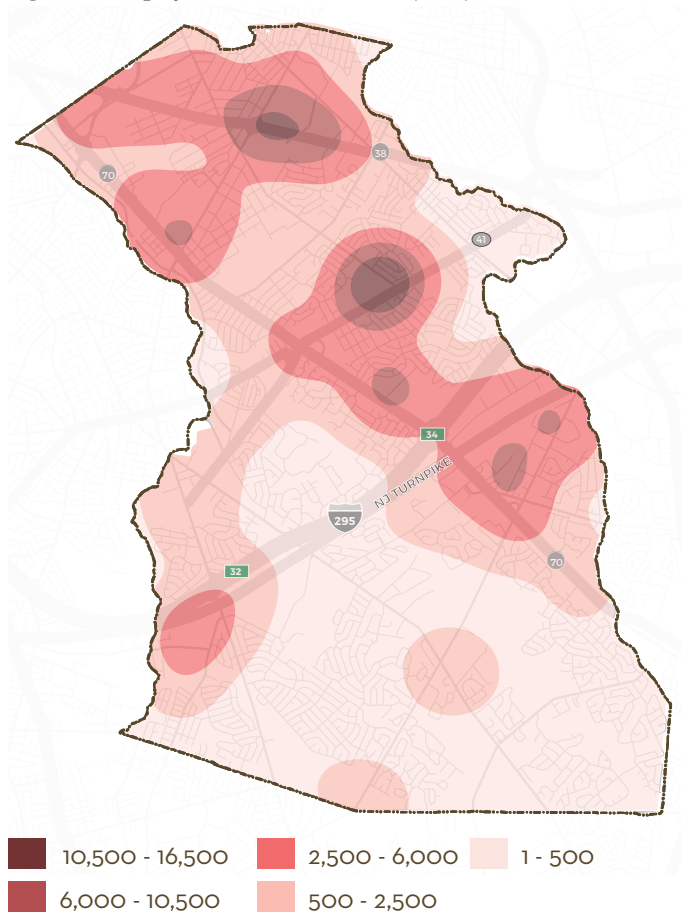
Jobs in the Township are concentrated in five sectors

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

of contract and temporary employment staffing companies. The Kings Highway/Chapel Avenue Area node encompasses the intersection of Kings Highway and Chapel Avenue, as well as the office buildings along Kings Highway south of the intersection including Cherry Hill Tower.

• **The Ashland/Woodcrest Area** employment node encompasses the Woodcrest PATCO station as well as the Woodcrest Corporate Center. It also extends to the north and west along Haddonfield-Berlin Road. The largest jobs sector in this node is Professional, Scientific, & Technical Services (28.8% of employment).

Figure 2. Employment Concentrations (2014)



Source: US Census

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 municipal 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 and entertainment uses, 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 in terms of 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 benefited 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. This exacerbates circulation issues as residents, workers, and visitors rely heavily on personal vehicles to reach their destinations. The zoning 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.

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 affect the perception of the Township, as they attract large numbers of persons to retail/commercial offerings and jobs (see [Figure 3](#)).

- **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 has outgrown 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 major transformations, including the addition of a “restaurant row” along Route 38. Several commercial businesses that vary in degree of quality and size surround the mall.
- **Route 70 East Corridor:** Between Old Marlton Pike and Springdale Road, this area is a hodgepodge of commercial, commercial office, and multi-family residential.
- **Batesville Triangle:** A combination of retail commercial and office surrounding a residential neighborhood. The area also contains a large auto-centric shopping center.

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.

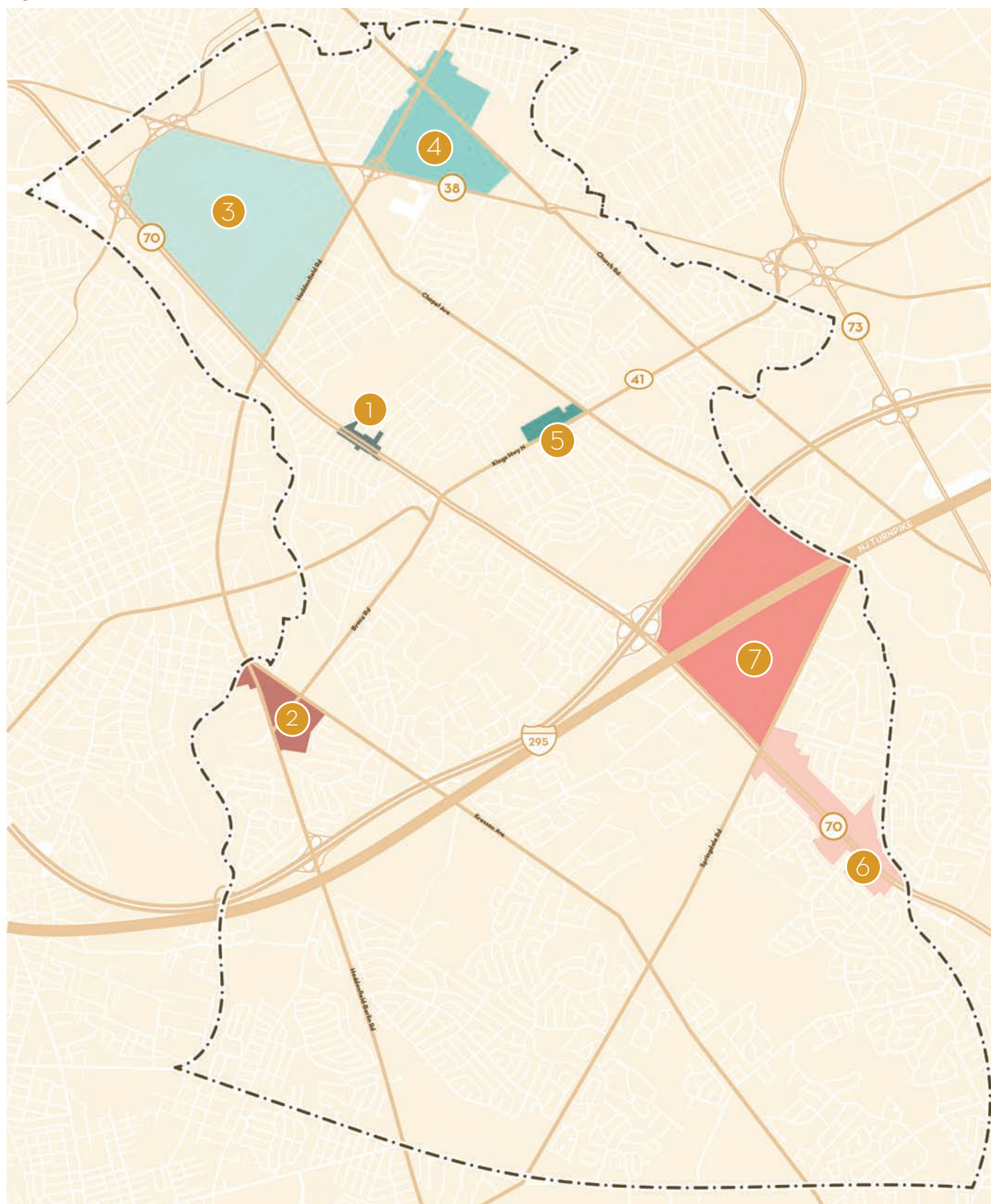
Post-WWII suburban principles define the built environment in the Township

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

Traffic congestion is a bi-product of the growing region

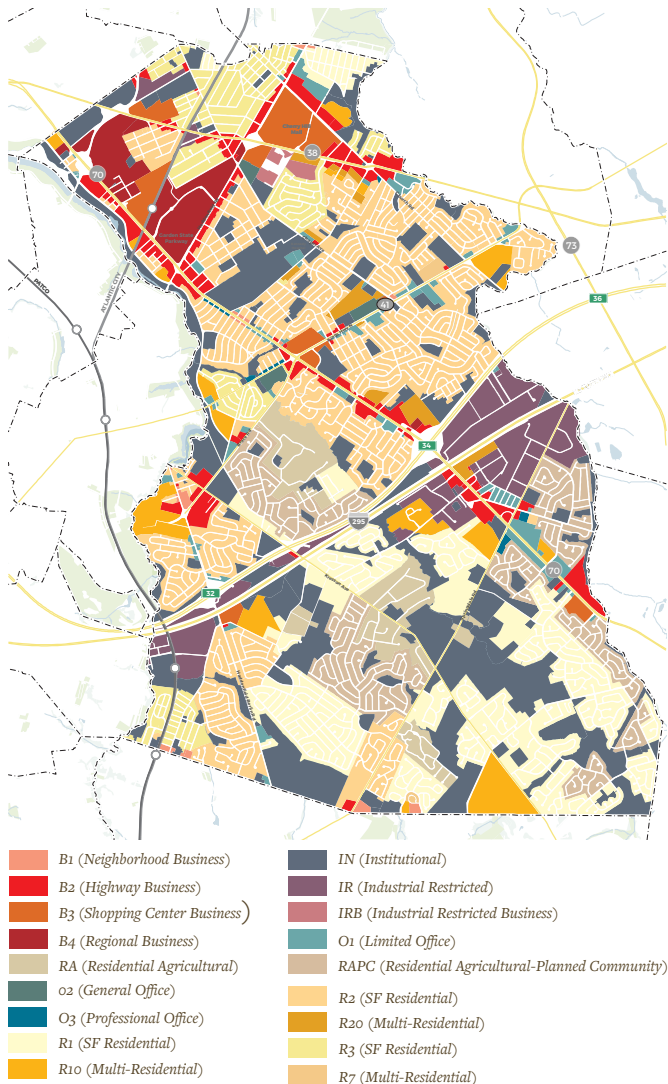
A growing job market in Philadelphia and Camden, growing commercial and retail opportunities in Cherry Hill, and increased residential development in suburbs surrounding Cherry Hill, has increased congestion on major throughways, leading to neighborhoods being used as cut throughs by vehicles looking to avoid traffic.

Figure 3. Land Use Nodes



- | | | |
|-----------------------|-----------------------------|--------------------------|
| 1 Erlton Village | 4 Cherry Hill Mall | 6 Route 70 East Corridor |
| 2 Batesville Triangle | 5 Kings Highway Office Park | 7 Springdale Industrial |
| 3 The Golden Triangle | | |

Figure 4. Zoning Map of Cherry Hill



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 and planning staff

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 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.



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 toward 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 Philadelphia and Camden, may pull residents out of the Township. Or, conversely, how access to these areas could be strengthened via transportation initiatives to increase the attractiveness and accessibility of the Township.

TRENDS & CONSIDERATIONS Key Takeaways

The future of retail is unknown

Cherry Hill's retail market is solid, and growing stronger by the day. On a national scale, the retail market is shifting to adapt to the growth in online sales, and retail within Cherry Hill may need to adapt in the future. Economists do not predict the total replacement of brick-and-mortar retail, but some retail may be converted to alternate uses. This may result in a loss of retail development in the Township, or the Township may prevail as one of only a few remaining retail centers, due to its strength as a regional retail destination.

Transportation costs are rising

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. However, increased public transit options, last-mile services, and transit-oriented development could off-set the reliance on personal vehicles and reduce the impact on rising gas costs for residents.

Catalytic development is underway in Philadelphia, increasing the desirability of the city and region

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. Overall, this is positive for Cherry Hill. As the region continues to grow in popularity and economic strength, some of that growth will directly benefit Cherry Hill. New residents to the region may also be attracted to the Township.

State economic investment in the City of Camden is at an all-time high

Private investment and public economic investment is at a record 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 due to its housing stock for those whose jobs are being relocated to Camden, especially if public transit options improve.

TRENDS & CONSIDERATIONS

Key Takeaways (Continued)

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, but zoning changes could help change this.

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 benefited 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. However, the Township could attract a post-secondary institution in the future. This would provide not only an economic benefit, but would provide an additional amenity and educational opportunity for residents.

FRAMING THE CONVERSATION

Introduction

“Framing the Conversation” presented key findings, challenges and global trends for Cherry Hill residents to consider. By understanding possible future challenges, a productive discussion about the values, desires, and concerns of residents was accomplished during the public outreach process.

Context

Cherry Hill Township was once known as 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, along 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 and how can Cherry Hill once again be a leader for the Country?** 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 their efforts.

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



THE FUTURE CHERRY HILL

Key Questions for Consideration

- 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?

SUSTAINABILITY

Key Questions for Consideration

- 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 Township's 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, once extremely desirable, do not necessarily match the lifestyle desired by younger generations. National trends are toward

- smaller households;
- rental housing rather than homeownership, available to a variety of income levels;
- flexibility in employment arrangements, including freelance employment and 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 toward “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.

HOUSING AND SMART GROWTH 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 have restricted the variety of housing and commercial development that the Township can attract, and auto-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 affect 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 affect 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**

MOBILITY/TRANSPORTATION Key Questions for Consideration

- How can Cherry Hill make existing land uses accessible by a larger variety of transportation modes?
- 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 (e.g., 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?

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 toward increasing transportation options, and promoting modes of transportation that are environmentally friendly, cost-effective, and less taxing on road infrastructure.

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, which offers a potential advantage in attracting transportation investments that recognize the evolving technology of travel and the changes likely to occur through ride sourcing, micro transit, and driverless technology in particular.

ECONOMICS & EMPLOYMENT 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?

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.



Strategy

L A N D U S E



STATEMENT OF STRATEGY

Per N.J.S.A. 40:55D-28 of the Municipal Land Use Law (MLUL), as amended by PL 2017, c.275, it is required that the land use element of a master plan include a statement of strategy concerning smart growth, including consideration of potential locations for the installation of electric vehicle charging stations; storm resiliency with respect to energy supply, flood-prone areas, and environmental infrastructure; and environmental sustainability.

In 2010, Cherry Hill Township adopted a Sustainability Element as part of its Master Plan, which included an analysis of the Township's baseline inventory of the four (4) major components of municipal sustainability (land use, transportation, energy, and waste); an overview of existing "green" programs the Township had already begun implementing; target emission reduction goals specifically pertaining to Cherry Hill; and a proposed action plan with steps for implementation.

Subsequently, in May of 2016, the Township Council approved the Cherry Hill "Roadmap to Our Future," a blueprint for building a sustainable future and maintaining the vitality of the Cherry Hill community for future generations. The purpose of this document was to lay out a series of goals and objectives in regard to health and wellness; homes, buildings, and transportation; leadership, education, and training; and community vitality and ecology. This document, along with the Sustainability Element of the Master Plan, have provided the foundation on which Cherry Hill has developed its sustainability programs and initiatives, which have led to two (2) Silver Certifications through the Sustainable Jersey program and recognition as a Sustainability Champion in 2014.

Smart Growth

The 2018 Land Use and Economic Development Elements of the Master Plan continue to support the Township's ongoing smart growth initiatives with multiple policy recommendations including:


- Allowing for reduced parking allocation approvals

and developing more sustainable parking lot design to decrease unnecessary pavement and improve stormwater management at commercial sites. (See [Land Use Policy 1-Action 3](#); and [Land Use Policy 5 - Actions 3 and 5](#)).

- Encouraging the use of shared parking lots and constructing improved pedestrian, bicycle and public transit amenities along major commercial corridors to reduce increased construction of impervious surfaces and encourage commercial users to walk, bike, or use public transit to access commercial locations. (See [Land Use Policy 2 - Actions 2, 4, and 5](#)).
- Encouraging transit-oriented development and unifying land use and transportation policies. (See [Land Use Policy 4 - Actions 1 through 7](#); [Land Use Policy 5 - Action 2](#); and [Economic Development Policy 5 - Action 1](#)).
- Improving and supporting 'last-mile' transit services from rail facilities and working with NJ Transit to improve rail service at the NJ Transit Atlantic City Line station. (See [Economic Development Policy 2](#)).
- Continuing implementation of the Roadmap to Our Future, especially as it applies to the policies and strategies regarding land use supported in the master plan including the ongoing acquisition of open space for preservation purposes. (See [Land Use Policy 5 - Action 1](#)).
- Connecting civic and recreational opportunities with multi-modal transportation opportunities to encourage walking, biking, and public transit usage. (See [Land Use Policy 6-Action 2](#))

Electric Vehicle (EV) Charging Stations

The Township has been supportive of applications for EV charging stations, permitting these uses through Zoning Permit Applications, as a customarily incidental use. There are approximately a dozen EV charging stations existing and planned within



Cherry Hill's borders, including but not limited to: the Commerce Center Office Park; the Volkswagen Dealership; the Crown Plaza Hotel; Cherry Hill Nissan; the Kings Highway Office Complex; Camden County College; the Jewish Community Center; the Tesla Dealership; and the Cherry Hill Mall (to be installed by Tesla), with other locations planned for installation.

While none are currently located on public facilities, the Township is anticipating receipt of State funding in order to install EV charging stations at the Cherry Hill Township Municipal Building and at the Cherry Hill Library. Future consideration for EV charging stations at other public facility locations should be examined for future inclusion (e.g., Woodcrest PATCO Station).

Storm Resiliency

Rising sea levels inundate wetlands and other low-lying areas, erode beaches, intensify flooding, and increase the salinity of rivers, bays, and groundwater tables. While shore communities will likely see severe impacts, the Township recognizes that this will have secondary effects on Cherry Hill, in the form of direct and indirect environmental damage and ecological degradation, employment loss, secondary property damage, and similar disruptions. We also recognize that repair and protection techniques against these events will be occurring more often, leading to additional building and insurance costs for municipalities, residents, and business owners.

The affects of rising sea levels will be made evident in Cherry Hill by the rise of water in the Cooper and the Pennsauken Rivers, as well as their associated tributaries, due to overflow from elevated water levels in the Delaware River. Essentially, areas that currently flood will flood more often. These are the areas that will be most impacted by any increase in severe weather events.

The Township's Police Department has an Office of Emergency Management that has a Disaster Preparedness Plan that was most recently updated in March 2016. In November 2016, Cherry Hill completed

a Hazard Mitigation Plan that was incorporated into the Mitigation Plan for Four (4) New Jersey Counties (NJ4 HMP) with input from approximately ninety (90) participating municipalities in Camden, Cumberland, Gloucester, and Salem Counties. The NJ4 HMP is an update and expansion of the South Delaware Valley Region Multi-Jurisdictional Hazard Mitigation Plans, which were adopted by all four (4) counties and approved by the Federal Emergency Management Agency (FEMA) in 2010 and 2011. This Plan established four goals in regard to hazard mitigation and storm resiliency:

- **Goal 1:** Improve education and outreach efforts regarding potential risk of natural hazards and appropriate mitigation measures that can be used to reduce risk (including programs, activities, and projects).
- **Goal 2:** Improve data collection, use, and sharing to reduce the risk of natural hazards.
- **Goal 3:** Improve capabilities and coordination at municipal, county, and state levels to plan and implement hazard mitigation measures.
- **Goal 4:** Plan and implement projects to mitigate identified natural hazards, known problems, and areas of concern.

Based on the goals above, the results of the NJ4 HMP Regional Hazard Mitigation Plan hazard identification and risk assessment, and the experience of participants in the plan update process, the Municipal Working Group identified an overarching strategy for mitigation:

- Focus on projects to address known problems or areas of concern for critical facilities and vulnerable populations as initial risk reduction efforts.
- Identify additional areas of concern for critical facilities and vulnerable populations for future plan updates.
- Provide opportunities for residents and property owners to access available information about risk reduction and mitigation measures.

- Institutionalize hazard mitigation into municipal activities and programs through regular interactions with the Municipal Working Group and better integration of related regulatory programs and planning initiatives
- Stay informed regarding changing conditions and related improvements in hazard and risk data due to future natural hazard events and increasing understanding of the effects of climate change, and use the information as part of periodic evaluations of and refinements or additions to the municipality's mitigation program

All of these actions and the specific policies laid out in the Hazard Mitigation Plan, particularly in regard to outreach and education to residents and local businesses, help the Township prepare in advance for rebounding from short-term storm events. Plans for the installation of backup generators at municipal facilities address short term energy supply concerns after storm events, and ongoing efforts by PSE&G to keep trees healthy around power lines can shorten power restoration times after storm events. The Township's Floodplain Administrator is also responsible for identifying flood-prone properties, flood insurance implications, and mitigation options including eligible activities per FEMA HMA programs.

The Township's current Zoning Ordinance is also designed to help prevent and reduce storm damage through stormwater management techniques that implement the State's Best Management Practices (BMPs), including low-impact development (non-structural) strategies, such as bioswales, rain gardens, and permeable pavers. Additional restrictions on lot coverage that reduce runoff and minimum open space requirements have also contributed to enhanced stormwater collection into designated systems. However, this alone does not account for the increased frequency of 100-year storms. Increased education on alternative stormwater collection methods for residents (e.g., residential rain barrel programs) can contribute to a wide range of environmental policy initiatives, including reduction of flooding, if done collectively. Working together to mitigate the impacts

from storms with appropriate development standards and community effort reduces impact and recovery time for residents and businesses.

One of the most important regulations in the Township Zoning Ordinance, as it relates to special flood hazard areas and flood damage, is the Flood Plain (FP) Overlay Zone, which was designed to reflect FEMA's revision to the countywide Flood Insurance Study (FIS) report and Flood Insurance Rate Map (FIRM) for Camden County. This necessary amendment reflected the new FIRM effective date of August 17, 2016, which is a condition of continued eligibility in the National Flood Insurance Program (NFIP). Promulgated to promote the public health, safety, and general welfare, this regulation helps to minimize public and private losses due to flood conditions by minimizing disturbance and development within these regulated areas.

Similarly, the Zoning Ordinance has a Stream Buffer (SB) Overlay Zone, which was "enacted to provide reasonable controls governing the restoration, conservation, disturbance, and management of existing stream buffers for all perennial and intermittent streams and all lakes and ponds in Cherry Hill with many established purposes, such as reducing the amount of nutrients, sediment, organic matter pesticides, and other harmful substances that reach watercourses, wetlands, subsurface, and surface water bodies by using scientifically proven processes including filtration, deposition, absorption, adsorption, plant uptake, biodegradation, denitrification and by improving infiltration, encouraging sheet flow, and stabilizing concentrated flows." These buffers are established along all designated stream corridors and waterbodies/courses to prohibit development and disturbance in order to ensure the maintenance and stability of flood prone areas and stream banks to protect from increased storm damage and residual environmental degradation.



Environmental Sustainability

As noted above, the Township has implemented a number of programs identified in the 2010 Sustainability Element of the Master Plan and the 2016 Roadmap to Our Future Action Plan and has received Sustainable Jersey Certification in 2009, 2011, and 2014. As such, the Township has been the recipient of the 2009 Sustainable Jersey Creativity and Innovation Award and 2014 Sustainable Jersey Sustainability Champion Award. In 2013, the Township was designated as a Healthy Town by the New Jersey Health Care Quality Institute's Mayors Wellness Campaign (MWC). The Township has continued to implement programs and policies established in the two (2) plans that form the foundation of our sustainability programs which include:

Health and Wellness

- Promote and increase access to healthy local food and nutritional information.
- Increase engagement in physical activity, fitness, and recreation.
- Improve air quality, indoor and outdoor.
- Identify and reduce environmental toxins, pesticides and other hazards.
- Promote use of environmentally friendly products.

Homes, Buildings, and Transportation

- Encourage energy efficiency and clean energy use.
- Reduce waste and increase recycling.
- Educate about stormwater and wastewater management and reducing water use.
- Promote sustainable practices in land use, building, and renovations.
- Encourage safe streets and multi-modal transportation.

Leadership, Education, and Training


- Provide and promote sustainability education and literacy.
- Develop innovation, leadership and management capabilities in business, government, and neighborhoods.
- Link resources to encourage action.
- Market the Township's assets and special competencies.
- Develop strategies and promote sustainable business practices.

Community Vitality and Ecology

- Designate and encourage creative, smart and sustainable uses for underutilized land and buildings.
- Strengthen use, access to, and programming of community amenities, public spaces, and streets.
- Support and increase the Township's greenscape, including its existing park system.
- Promote and conserve local natural resources and encourage use of native species.
- Preserve the Township's historically and architecturally significant sites.
- Incorporate alternative transportation trails/paths into corridors to connect neighborhoods and businesses.

Empowerment through Arts and Culture

- Embrace the value of diversity, and attract and retain a diverse population and culture.
- Encourage Township-wide civic engagement, leadership, and transparency across government and agency departments.
- Develop, promote, and increase access to arts, cultural and innovation facilities, resources, and events.

- 
- Promote youth and senior civic involvement, empowerment, and intergenerational engagement.
 - Ensure access to amenities, business opportunities, transportation, and safe, healthy neighborhoods.

The Township is dedicated to maintaining its current sustainability initiatives and continuing to build a community with respect for the environment and future generations.

Policy Toolkit

LAND USE

The master plan is a high-level community-wide planning document. As a result of this scope, **it does not proposit to provide immediately actionable policy recommendations**. Instead, the document utilizes the best information currently available to identify critical issues and opportunities and provide credible options for addressing them. **These policies are not intended to be implemented without further analysis and community input.**

After adoption, it will be the responsibility of the Township officials to work with residents to prioritize which policies should be further developed. This process may include, among other actions,

- the funding of studies that provide more detailed information that can better inform the process;
- more detailed “case study” analysis of communities that have confronted similar issues;
- public outreach events with the specific communities affected; and
- the contracting of consultants with specific expertise in the area of concern.

Based on this work, the policies should be amended, discarded, or new policies should be added. This is the reason why the policies are presented as a “toolkit.” Each “tool” (policy and action) is designed to serve a specific purpose. Like any good craftsman, however, the Township should not be rigid in the use of its tools. **The intention is not to use the tool, but instead to produce a good result**, as expressed in the Plan’s policies, goals, and objectives. Should, over the course of implementation, the Township find better tools or need to modify them to meet unexpected needs, then they should do so with gusto. The emphasis must remain balanced between focusing on implementation and keeping a steady eye on the relevant vision, goals, and objectives.



POLICY FRAMEWORK

The land use element recommendations are organized into policies and actions. A **policy** is designed to effectuate one or more of the goals identified in the master plan (see **Goals and Objectives Section**). **The relevant goals are listed at the beginning of each policy section. Actions** are concrete steps that can be taken to implement a policy. Actions directly follow the policy that they apply to within the document.

The toolkit proposes six land use policies that the Township should implement to make Cherry Hill **a model for how inner-ring suburbs can respond to changes wrought by the 21st century.**

The first two policies focus on Cherry Hill's commercial areas. Retail is changing, and it is becoming increasingly important that retailers provide high-quality experiences to their customers so that they can compete with online sellers. At the same time, many of Cherry Hill's commercial areas lack the high-quality built environments that residents have come to expect in other areas of the Township. These two conditions are linked, and contribute to an external perception of Cherry Hill as "just another suburb." The first two policies are a response to those issues:

- Make Cherry Hill's commercial centers as attractive as its residential neighborhoods.
- Make major corridors more attractive and habitable.


The actions within these policies go beyond improving the physical appearance of commercial areas. **The goal is to imbue them with more vibrancy and to help business owners, residents, and visitors create a more genuinely enjoyable place to work, shop, and dine.** The actions will also improve how the areas function while making retailers more competitive in the region.

Equally important to providing high-quality commercial experiences, a 21st century suburb

will need to be a place that **accommodates a diverse population.** In addition to the traditional, nuclear-family household that has been a staple of Cherry Hill for generations, 21st century suburbs include people from many different countries, old and young residents, those living in non-familial housing, and people who are looking to work in emerging industries. To that end, the Township needs to "Implement a comprehensive housing strategy that preserves strong neighborhoods, guides transformation of changing neighborhoods, and identifies locations for new residential development." This policy focuses on a strategy of **protecting existing assets, recognizing the value of Cherry Hill's mid-century origins in today's market, and identifying new development types and locations** to allow change to occur in a manner that supports the unique character of neighborhoods that residents love.

The "Unify Land Use and Transportation Policy" section of the Plan recognizes that a 21st century **suburb cannot have land use policy that is developed in isolation of transportation policy.** The actions direct Township officials to continue to leverage smart growth planning principles to target growth in areas where it is likely to have less impact on the region's road network and instead support multi-modal transportation. This includes incentivizing transit-oriented development across the Township, but must also focus on reconnecting neighborhoods and their local commercial centers to make it easier for residents to walk and bike to meet their everyday needs. This policy also addresses growing changes in transportation technology, including driverless cars. The goal is to keep abreast of these changes and to leverage them to better connect residents to existing public transportation assets while unlocking underutilized land uses.

A 21st century suburb must also be **fully integrated with its natural environment.** It will become increasingly intolerable for land uses to change without consideration of how they support the land, water, air, and open space resources in the Township. Fortunately, Cherry Hill owes much of its early development to residents' desire to escape



the once-inhospitable urban environment and seek refuge in bucolic suburban communities. The actions in the policy “Embrace ‘garden’ suburb history as a foundation for making Cherry Hill a sustainable suburb” provide guidance on how the Township can embrace that history as a foundation for **creating a more environmentally balanced and sustainable home** for its residents.

As with any great place, residents should expect that they can continue to have access to municipal services. However, the large land area of Cherry Hill makes this particularly difficult. The policy “Continue to Ensure Equal Access to Municipal Services” elaborates on the actions that should be taken in response. The Township should undertake work **to connect civic and recreational facilities to their multi-modal transportation network** while ensuring equitable distribution of civic and recreational facilities and consider consolidating services in centralized areas.

These six strategies work together to promote improved housing that is accessible to a diverse population, promote more attractive and competitive commercial development, provide residents with a variety of transportation alternatives, and ensure that land use development protects and promotes the natural environment.



POLICY 01: MAKE CHERRY HILL'S COMMERCIAL CENTERS AS ATTRACTIVE AS ITS RESIDENTIAL NEIGHBORHOODS

RELATIONSHIP TO MASTER PLAN GOALS AND OBJECTIVES

Land Use, Objective 3: Cherry Hill will work to preserve and create streets, neighborhoods, and commercial centers that are inviting and attractive.

Economic Development, Objective 1: Continue to nurture Cherry Hill as a strong, growing business center in the region.

Economic Development, Objective 2: Ensure that Cherry Hill remains a regional retail center.

QUICK REFERENCE GUIDE

- **Action 1: Create a Commercial Center Improvement Program (31)**
- **Action 2: Create and Distribute a Commercial Center Improvement Handbook (31)**
- **Action 3: Allow for “Reduced Parking Allocation Approval” (31)**
- **Action 4: Support “Tactical Placemaking” through Education and Quick Approvals (31)**
- **Action 5: Create a Commercial Centers Public Art Program (33)**
- **Action 6: Create a Commercial Center Improvement Design Guidelines (34)**
- **Action 7: Designate Some Commercial Centers as Areas in Need of Rehabilitation (36)**
- **Action 8: Provide Support Incentives (36)**
- **Action 9: Continue Redeveloping Failing Commercial Centers (36)**
- **Action 10: Create a Commercial Center Redevelopment Guidebook (38)**



BACKGROUND

Cherry Hill is a quintessential American suburb. Its residential developments grew rapidly in the years between 1950 and 1970 and have since become established and cherished neighborhoods with their own unique characters. They are places that residents clearly love and have a deep connection to.

Cherry Hill also flourished, and continues to flourish, as a premier regional commercial destination. However, residents note that many commercial areas of the Township **lack unique identities** and have not updated to keep pace with modern development. Residents have little affinity for these spaces, despite being important venues where they regularly interact and socialize. **This phenomenon is typical throughout suburban America and is often called “placelessness.”**

The lack of place can be attributed, in part, to the economics that has driven suburban commercial development since the middle of the last century. It is much cheaper to reproduce the same box repeatedly and make minor changes to the face of it. It is safer to accept a steady flow of national chain restaurants and retailers as occupants than it is to go in search of unique retailers that may only serve smaller niche markets. The costs of not adding unique details, public art, and places for socialization often cannot be accounted for when projects are initially realized. This creates a sense of “sameness,” or lack of identity.

At the same time, some commercial centers are characterized by an aesthetically chaotic environment. Some of this is due to lack of upkeep and maintenance and has resulted in dated and dilapidated storefronts. This can be expected, to some extent, in commercial centers that have redeveloped piecemeal over time. However, as new businesses have entered these centers, **the same set of quality and design standards have not been applied to all facades and buildings.** This confuses visitors and adversely impacts the area’s place qualities.

In the past, the diversity and concentration of commercial offerings in Cherry Hill and the presence of the Cherry Hill Mall have allowed it to overcome these barriers and maintain its status as a major regional commercial hub. However, changing consumer habits could begin to slowly erode Cherry Hill’s commercial dominance unless it upgrades and diversifies some of its declining retail centers. Online shopping is increasingly allowing consumers to get many of their basics at low prices. As a result, people are going to physical stores because it provides an improved experience; they want to touch, see, taste, or feel the product before they buy it. In response, **retailers are increasingly focusing on how they can give shoppers a unique experience.** A specialty cheese store might allow customers to sample before they buy, and a microbrewery allows a visitor to immerse themselves in the brewing process before purchasing their six-pack. To be competitive in the region, retailers will have to provide these enhanced experiences. Shopping centers that have a greater sense of place will be more effective at targeting this market than traditional shopping centers.

The following actions provide a comprehensive set of tools that the Township can leverage to make Cherry Hill’s commercial areas **more meaningful and attractive** places. The early actions are designed to help transform existing commercial centers, while later actions will help ensure that future development supports the creation of high-quality commercial centers. The actions are also designed to work on different timelines. Some of the regulatory tools will produce slow changes as properties evolve, while some of the programs and policies may lead to more immediate results.

UNDERSTANDING PLACE AND PLACELESSNESS

To combat placelessness, it is first important to define place. Places are more than just physical spaces. A place is created when we feel a personal attachment to it: when it changes, we have emotional reactions. If it goes away, we may feel a sense of loss. When it improves, we might have a feeling of pride. Alternatively, we are generally indifferent to or even antagonistic toward placeless spaces.

The reasons we develop an affinity for a particular place are complex. We become attached to a space by interacting with it. Buying, playing, socializing, eating, and working (among many other activities) all create opportunities for us to develop a relationship with a space. The more complex and rich the opportunities are to act in a space, the more complex and rich the space is. For example, a coffee shop where you can only go in, grab a coffee, and leave is a very different place than one where you drink coffee and talk, flirt, commiserate, and socialize. You feel differently about the two spaces. The latter is much more likely to be a meaningful space for you. However, complexity is only one dimension. The occurrence of special events can help drive our attachment to place. For example, many people will always remember, and have a fondness for, the place where they had their first kiss.

We also develop connections to places that do a good job of physically supporting our activity in a manner that is aesthetically pleasing. We like spaces where the architecture, building and landscaping materials, color choices, public space amenities (such as benches and trees), and signs help us do what we want to do. It also helps if we like the style of those elements. It is unlikely you will fall in love with a place with a giant “don’t walk on the grass” sign in front of the place you want to set up your picnic. Conversely, the ornament on a bench can be enough for some people to develop an affinity for a space.

Spaces that support multiple experiences, especially social experiences, also help create attachment. For example, a large mural on the side of a grocery store

Figure 7. Example Placemaking in Philadelphia



Source: <http://theovalphl.org/>

provides an opportunity to appreciate art and reflect on the message it sends while you fulfill your need to grocery shop. Cafe tables outside of restaurants allow people to eat, interact with passersby, observe others, and enjoy the outdoors. These physical elements enrich our experience, which in turn produces more affinity.

Finally, we feel a special attachment to places that are unique, or which fulfill our needs in a particularly good way. It is human nature to find more value in things that cannot easily be substituted or replaced. Thus, little value is often attached to generic places that can be found anywhere. However, a chain restaurant might transform from being a space to a place because of the particularly funny or kind attitude of its staff. A rather normal park may become a place because of its rich diversity of trees, or because it is a particularly good place to view wildlife.

Placemaking in commercial centers is often a “win-win” effort. Residents and visitors are happier because they get to live in more textured and attractive places. These places, in turn, attract customers and tenants, which increases property values and sales. This provides a valuable incentive for property owners to work with the Township on these issues and produces tangible benefits to residents in the form of increased tax revenue.



ACTIONS

The following actions are meant to be executed in coordination with the actions recommended in the “*Repurpose (and redesign) Declining Retail, Office, and Industrial Centers*” Action of the Economic Development Element.

Action 1: Create a Commercial Center Improvement Program

The Policy 01 Actions are designed so that **implementation can occur on a fluid basis**. This allows them to be useful to the Township, even if the Township cannot immediately begin comprehensive implementation. The Township should consider the creation of a Commercial Center Improvement Program to **encourage re-investment, promote a greater sense of cohesion within commercial centers, and promote placemaking**. This program would be an umbrella program designed to coordinate and promote all the actions identified in Policy 01. It would allow the Township to require that those property owners who receive incentives under one program also meet the standards set in another. Moreover, it creates the opportunity for a “one-stop shop” where all property owners interested in investing in their property have a single point of contact. This will make the programs more efficient and reduce confusion. It will also allow the Township to track progress on these programs better.

Action 2: Create and Distribute a Commercial Center Improvement Handbook

Property owners are often juggling many demands and may not be aware of opportunities to improve their commercial centers. This is especially true for smaller and mid-sized commercial centers. The Township should package a short summary of each action into a short handbook. The handbook will not only help advertise the programs but ensure that property owners are well informed about each program’s benefits.

Action 3: Allow for “Reduced Parking Allocation Approval”

Projecting parking is not an exact science, and the needs of users evolve. As a result, some properties have more supply of parking than there is demand for. These spaces **unnecessarily add to the impervious surface** in the Township and increase the amount of surface parking. This makes commercial centers less attractive and detracts from the “garden” character of the Township. Nonetheless, the property owner must continue to keep that space as parking.

Cherry Hill should allow property owners to submit parking studies to the zoning officer or planning board that demonstrate that they do not need a portion of their parking. This “Reduced Parking Allocation Approval” would release the property owner from the obligation to provide the number of parking spaces originally required during site plan approval. The property owner would then have the ability to **propose alternative uses for that space** through the normal site-plan approvals process. This strategy would allow property owners “free up” land for development before they undertake the expensive process of planning for new development and going through the approvals process.


Action 4: Support “Tactical Placemaking” through Education and Quick Approvals

Tactical placemaking, sometimes referred to as “tactical urbanism,” describes interventions in the built environment that focuses **on low-cost, temporary change that transform the use of the space**. This term is associated with “pop-up” parks in which an underutilized space is converted into a park, or an underutilized park gets a temporary upgrade or improved programming.

The terms are sometimes connected to efforts that are undertaken by residents without municipal improvements. However, as the value of tactical solutions has become evident, they are gaining the

Figure 8. Illustration of Shopping Center Improvements





support of municipalities. Governments have been the initiator of tactical placemaking strategies and have partnered with local property owners or community organizations who undertake the work themselves.

Tactical placemaking has demonstrated value in two arenas. First, it has been an effective way of demonstrating proof of concept. Tactical placemaking **allows municipalities to test their ideas** and make modifications before investing thousands, if not millions, of dollars in infrastructure. By painting roadways and setting out planters, municipalities can identify any issues and help show residents the impact investment could have. Second, it allows residents an opportunity to modify urban spaces for short periods **to meet temporary needs**. Moreover, it gives residents an opportunity to express a vision for how they believe spaces should be used. This **improves dialogue and enhances a feeling of ownership over space**.

Getting permits is often one of the biggest obstacles to engaging in tactical urbanism. Municipal staff is often unfamiliar with the concept and reticent to take the risk on an unknown project. Streamlining this process and educating Township staff about this effort can substantially improve the chances that a property owner or citizen group will act. Equally important, educating staff will smooth the process if the Township ever decides to use tactical methods to test or illustrate a concept.

A sample of potential tactical interventions:

- Parking day at the Garden State Park
- Sidewalk Parklets on Erlton
- Pop-up retail or food carts in Batesville
- Pop-up park at the old racetrack gateway

Action 5: Create a Commercial Centers Public Art Program


The Township should support and encourage existing commercial centers to re-imagine their spaces with artistic elements. Public art, in this instance, could include everything from murals and sculptures to creative sign packages and distinctive building decorations.

One of the major issues faced by artists and property owners as they start undertaking public art projects are questions about the types of approvals that are needed. When municipalities attempt to deal with this on an ad-hoc basis, it often leads to confusion and delays. This becomes especially tricky if the artist is seeking to blend art and advertisement.

Instead, Cherry Hill should create a pamphlet outlining the approvals needed. The task of creating this document will help identify potential issues and give the Township an opportunity to amend any ordinances before they become a problem.

In addition to this first step, there are a number of efforts which could incentivize **more public art in commercial centers**. The Township should consider:

- Working with the Cherry Hill Arts Board to advertise the benefits of public art and to connect local artists with property owners interested in the program
- Holding a competition that asks the artist to envision how they would intervene in a shopping center. This competition could include notable residents as jurors, including the mayor
- Create an Artist Registry to notify interested artists of public art opportunities
- Hold art tours that take participants to key local art assets, including public art

- 
- Pass an ordinance requiring that a percentage of construction costs of any new development be dedicated to public art (often referred to as “One Percent for Art” programs)

Other municipalities in New Jersey, such as Morristown, have enacted laws such as the “One Percent for Art” program that have successfully incentivized public art through redevelopment.

Action 6: Create Commercial Center Improvement Design Guidelines

A set of design guidelines should be created for permanent site improvements to small- and medium-sized commercial centers that wish to participate in the local Commercial Center Improvement Program (see *Create a Local Commercial Center Improvement Program*). Design standards will guide property owners and leaseholders toward improvements that will complement the “garden suburban” or “mid-century modern” aesthetic of residential areas in the Township. The goal of the design standards should not be to prescribe a specific style for all commercial centers. Instead, the standards should guide property owners as to what to pay attention to when undertaking renovations, while setting a minimum set of quality standards for important place elements.

The Township should establish design guidelines for the following elements.

Landscaping improvements:

Site design standards should be established that increase the percentage of well-maintained lawn areas and landscaping throughout a commercial site to create a more lush, garden-style atmosphere. This can be accomplished through:

- The addition of planters at entrances, plaza spaces, and along sidewalks
- The addition of street trees and shrubs along sidewalks and buffering parking areas
- An increase in planted areas to add color, texture, and other forms of visual interest

These elements are not only visually appealing, but they are also **attractive to potential shoppers and can even encourage patrons to stay and shop longer** because they are enjoying being inside the space.

Landscaping treatments may also be used to advance sustainable practices, and these practices should be encouraged wherever possible. Examples include:

- Increasing tree cover to provide shade and decrease building heating and cooling costs
- Utilizing landscape design to reduce or eliminate the need for irrigation
- Reducing stormwater runoff through rain gardens or bioswales
- Allowing and encouraging green roofs on commercial buildings
- Encouraging the use of porous pavers for sidewalks, plazas, and other paved areas


Lighting:

Areas that are lighted well are not only safer but more welcoming. They improve the appearance of both interior and exterior spaces. The type of fixture is also critical: lighting designed for automotive traffic is not suitable for residential walkways, and visa-versa.

Commercial areas should be encouraged to improve exterior lighting conditions and upgrade fixtures. As a cost-saving and sustainability measure, the Township should continue to promote the use of LED bulbs for exterior lighting. Fixtures should also be carefully chosen to reflect the overall aesthetic of the commercial area and to contribute to the Township’s multi-modal goals.

Signage:

Signage is one of the first elements of a commercial area that people encounter, sometimes even before they see the building itself. Signage should be encouraged to **be unique, colorful, easy to read, well-lit, and highlighted by landscape elements**. Special attention should be paid to the scale of



signage. For example, a sign meant to be seen by a passenger in an automobile driving by on a divided highway has much different size, height, and design requirements than a pedestrian-scale sign next to a sidewalk.

Although signs may differ in scale, they should remain **consistent in design throughout a commercial area** and serve as a unique element that distinguishes the property from other commercial areas. Types of signage that should be incorporated into a singular design package for commercial areas include:

- Interior wayfinding and directional signs
- Storefront and window signs
- Building signs including fascia signs, awning signs, marquee signs, and projecting signs
- Freestanding, monument signs (multiple-tenant and single tenant)
- Freestanding signage such as a-frame signs
- Banner signs

Parking Lot Design:

Parking lot designs should soften the appearance of parking areas and make them appear less dominant in a site. Techniques to incorporate may include:

- Dividing large parking areas into smaller parking areas separated by landscaping and pedestrian pathways
- Requiring a percentage of parking areas to be landscaped. Landscaping should include a mixture of trees, shrubs, grasses, groundcover, and annual plantings where appropriate.
- Using berms or sunken parking areas to shield the view of parking from roadways
- Requiring hanging planters or similar elements to be installed at a pedestrian scale on parking lot lighting

- Incorporating a combination of plantings and fencing to shield cars from sight and block noise and light from vehicles. Fencing should be encouraged that is consistent with architectural standards in the Township, such as brick, masonry, or decorative aluminum or wrought-iron. Fence designs that reference ‘garden suburban’ or mid-century modern design patterns are also encouraged. Chain link fencing should not be permitted.


Resurfacing or repaving and repainting parking lines can also make an immense difference in the look and feel of a property. This type of general site maintenance and improvement should be required when major site improvements are being made.

Facades:

Facade improvement not only visually enhances commercial areas but has been shown to reduce commercial vacancies and encourage additional private investment. Property owners should be required to, at a minimum, repair, clean, and re-paint the exteriors of buildings. This may include masonry/brick pointing. For large-scale facade improvement—whether it is for replacement, restoration, or re-design efforts—guidelines should detail, at minimum

- acceptable facade materials, treatments, and colors;
- minimum percentage of facade devoted to storefront windows;
- exterior Facade Lighting standards;
- signage regulations; and
- exterior door and doorway guidelines.

It is critical that all storefronts within a commercial area be addressed at the same point in time, and that any awnings or signs present on primary building facades be improved in conjunction with other facade work.



Action 7: Designate Some Commercial Centers as Areas in Need of Rehabilitation

The Township should consider area in need of rehabilitation designation for local commercial areas, especially if it launches the proposed Commercial Center Improvement Program. The Township could then incorporate the Commercial Center Improvement Guidelines as part of the required Rehabilitation Plan. This gives the Township the ability to enforce the guidelines when any substantial modification is undertaken. Thus the standards could serve two purposes: provide guidance to those who voluntarily wish to improve their commercial areas while requiring them to be updated if other improvements are being made to the designated area.

Area in Need of Rehabilitation designation gives Cherry Hill the opportunity to **provide a major incentive to property owners:** a five-year abatement of property taxes on all improvements. This is a powerful tool that can be a strong incentive to property owners who need to make improvements. For more information about rehabilitation designation, see “*Understanding Area in Need of Redevelopment and Rehabilitation Designation.*”

The Township should consider designating some shopping areas as Areas in Need of Rehabilitation, such as Batesville and Erlton.

Action 8: Provide Support Incentives

Tax incentives are only one way to reduce costs and encourage commercial center owners to invest in their properties. The Township should consider developing these incentives to encourage placemaking in commercial centers.

Architectural Support Services:

Many towns have leaned on in-house architects and landscape architects to provide free or low-cost architectural and cost estimation services to property owners who want to improve their building facades and sites. If there is no capacity to provide

such specialized services, some towns have hired an architect to provide some generic architectural designs and cost estimation. These typologies can be cheaply modified by individual property owners at a lower expense than it costs to create them anew.

Preferred Contractors and Economies of Scale:

The Township may wish to consider identifying preferred contractors to undertake the work who can guarantee quality construction. If improvements are coordinated and scheduled—for example, if there is a once-a-year intake, processing, design, and building period—there is a potential for economy-of-scale savings as materials can be bought in bulk. A contractor who knows that they can have multiple projects in one area may be able to reduce costs which can be passed along to the property owners. This strategy is dependent on the creation of a *Commercial Center Improvement Program*.

Reduce or Eliminate Fees:

The Township should consider reducing or eliminating permit fees associated with improvements that go through the program. Along with an expedited process and a commitment to working with applicants, these efforts can significantly reduce the cost and, equally important, the hassle of making these kinds of improvements.

Action 9: Continue Redeveloping Failing Commercial Centers

As **the future of brick-and-mortar retail remains unknown**, it is likely that some commercial centers will fall into such a state of disrepair that they merit being designated an Area in Need of Redevelopment. This tool gives the Township the power to adopt redevelopment plans and provide up to 30-year tax abatements. For more information about rehabilitation designation, see “*Understanding Area in Need of Redevelopment and Rehabilitation Designation.*”

The Township of Cherry Hill has **successfully used redevelopment area designation in the past** as a tool for revitalization. It should continue its efforts to strategically designate properties in need of redevelopment as a means for achieving land use goals and providing residents with quality housing, commercial, and job opportunities. Going forward, the Township should consider repurposing retail centers for non-commercial use (see [*Repurpose Declining Retail Centers*](#)).

Alternatively, redevelopment may help support the demolition of dilapidated or inadequately designed buildings, construction of new infrastructure, or the retrofitting of existing buildings to meet modern commercial needs, among other strategies. In all instances, the Township should **continue to use active public participation** as a foundation for the creation of strong, clear redevelopment plans.

The Township should consider designating the following shopping centers as Areas in Need of Redevelopment: Golden Triangle, Oskar Huber, and Woodcrest.

UNDERSTANDING AREA IN NEED OF REDEVELOPMENT AND REHABILITATION DESIGNATION

The NJ Local Redevelopment and Housing Law (LRHL) gives Cherry Hill Township the ability to designate Areas in Need of Redevelopment. This tool can be used to improve the commercial areas that have deteriorated beyond the point of needing simple rehabilitation.

In order to designate an area in need of redevelopment, a municipality must demonstrate that a property meets one or more of the eight designation criteria. Generally speaking, the criteria require a municipality to prove that properties are in serious disrepair, no longer usable in their current form, or a danger to public health and safety. Therefore, the threshold for designation is higher than it is for rehabilitation.

Upon designating properties an Area in Need of Redevelopment, the municipality must identify whether it will preserve its right to use eminent domain. The municipality may choose to restrict its ability to use that tool, which often reduces the controversy around redevelopment designation. With redevelopment designation, the municipality is able to provide property owners up to a 30-year tax abatement for improvements made to the property.

Upon designating an Area in Need of Rehabilitation or Redevelopment, the town must then adopt a “Redevelopment Plan.” The wording here is confusing, as a Redevelopment Plan can cover both rehabilitation and redevelopment areas. The document, adopted by the governing body, defines the municipal objectives for the area in terms of appropriate land uses, public transportation and utilities, recreational and municipal facilities, and other public improvements. Such plans are required by the State for any public acquisition of land for redevelopment purposes to occur.



Action 10: Create a Commercial Center Redevelopment Guidebook

Much of Cherry Hill Township is already developed, and many **commercial centers are starting to reach the end of their design life expectancy**. Repurposing or redeveloping these parcels often comes at great expense, which results in them sitting in a state of disrepair, dilapidated, semi-occupied, or even vacant. It is exactly these conditions for which the State gave municipalities the power to use Area in Need of Redevelopment designation.

Residents should expect there to be a continuing need for redevelopment plans for large commercial areas. In the past, this has been done on a site-by-site basis. Often the property owners will approach the Township with a concept or idea. Residents are consulted, and a negotiation process will begin, with both sides working to maximize their benefit.

The Township is at a disadvantage in this process because it does not have an opportunity to declare, up front, what it expects of all redevelopments. This opens the door for property owners to try and push solutions that the Township will not accept.

Moreover, many property owners get confused and frustrated because they are unaware at the outset about how the redevelopment process operates in Cherry Hill. They may be familiar with the minimum requirements set out by the law or have done redevelopment in other municipalities. However, since the redevelopment plan is an official regulatory document, they can move through the creation of the planning process in whatever way they deem necessary. Thus, there is nothing preventing the Township from adding additional steps (like public meetings) before a plan moves through the state-regulated adoption process.

Finally, **residents experience planning fatigue**. Few people want to spend their afternoons and weekend discussing redevelopment, but they do so because they know it will have an impact on their communities. If

more than one or two redevelopment efforts happen in a year, participation naturally dwindles.

In response, the Township should consider creating a Redevelopment Guidebook. The book should:

- State the **legal requirements** that are necessary to designate an area in need of redevelopment as well as what procedures are required to adopt a plan.
- Outline a **generic process** for adopting a redevelopment plan, including the need for public meetings. It must be emphasized that this is a generic model and that things may change based on the specific circumstances of the redevelopment project.

Most importantly, the Guidebook should include a set of form-based guidelines that illustrate key design principles that the Township expects to be included in all redevelopment projects. The recommended form-based design guidelines would illustrate **best practices in site design, building locations, streets and circulation, and architectural standards**, among other topics. (For a discussion of how these standards impact redevelopment, see “*What should you regulate in a Redevelopment Plan*”).

Cherry Hill should engage residents across the Township when they develop these guidelines. This should allow residents to have confidence that the Township will “get the basics right” and then only have to focus on the specifics of each site as new plans are needed.

It is recommended that these guidelines include typologies or best practices to illustrate how the various standards work together in different contexts. The Township should consider including typologies for the following: strip malls, mid-sized shopping centers, and regional scale shopping centers, both indoor and outdoor.

WHAT SHOULD YOU REGULATE IN A REDEVELOPMENT PLAN

Site Design

Site design is key for redevelopment that is in keeping with surrounding context, and with the character of the Township as a whole. To redevelop commercial areas in a manner in keeping with garden suburban typologies, site design regulations should focus primarily on the location of buildings, parking areas, streets, pedestrian circulation routes, and open space. Site design should also recommend minimum percentages of open space and landscaped areas. Commercial areas should be greened appropriately to give them a lush, verdant feel. Common spaces such as plazas or wide sidewalks should also be heavily encouraged to provide opportunities for outdoor dining and socializing.

Edge or buffer standards are also appropriate to include as part of site design regulations. For commercial centers, the porosity of edges and buffers is critical. Commercial centers should be easily accessible for vehicles and pedestrians, and sight-lines into the commercial area should be plentiful. This must also be appropriately balanced with the need to shield adjacent non-commercial uses from nuisances such as lights from vehicles and sound.

Building Location

Where a building is placed on a property affects the overall look and feel of development. For example, buildings set up against streets give developments an urbane character, while a building surrounded by green space may feel bucolic. Design guidelines for building locations also facilitate the balance between building footprint, parking location, the pedestrian realm, and natural environment. Form-based guidelines typically recommend the location of build-to lines, or a line parallel to the property line where a primary facade should rest. Regulations can dictate what percentage of the facade is required to be at the build-to line, and if and when build-to line regulations are affected by adjacent buildings.

Building Orientation

Building orientation generally refers to the direction that a building faces. For the purposes of commercial center site design, building orientation is crucial for visibility. Design guidelines should recommend that important features such as primary facades, entrances, and storefronts should be oriented toward roadways. Buildings should also be designed to orient storefronts toward open spaces, plazas, and pedestrian passageways, where appropriate. Buildings may also orient themselves toward parking areas. However, this should not be the primary orientation.

Building orientation is also important as a ‘green’ building technique. Buildings can be oriented to take advantage of the sun, wind, and topography in order to utilize techniques such as passive solar heating and cooling.

Streets and Circulation

In form-based code, streets are typically regulated through typologies. A street typology may dictate overall street width, the number of vehicle travel and parking lanes, bike lanes, the width of sidewalks and distance of sidewalks from the street edge, street trees, and pedestrian amenities such as street lights and benches. The width of a street is not only important for assuring the steady movement of vehicles, it also plays a vital role in creating the character of the public realm and promoting walkability.

Architectural Standards

The importance of the overall look and feel of commercial buildings cannot be discounted when redevelopment of commercial areas occurs. Architectural design guidelines can help the Township convey to developers the Townships preferences

SPOTLIGHT

for architectural styles and quality. At a minimum, the Township should convey the importance of considering the following architectural elements in a comprehensive manner:

- **Building Form:** the configuration of a building to relate to its surroundings.
- **Massing:** the overall shape and size of a building.
- **Articulation:** elements to give interest to a building facade. Can be vertical or horizontal. Should be directly related to building scale.
- **Windows:** the minimum percentage of facades that are glass. Can include specific recommendations for percentage of display window, typical windows, and transoms.

- **Materials:** the materials preferred to be used for commercial construction. May also include a list of preferred colors palettes or materials that should not be used.
- **Decoration:** architectural elements such as pediments, fascia, and cornices, or added secondary elements such as awnings.

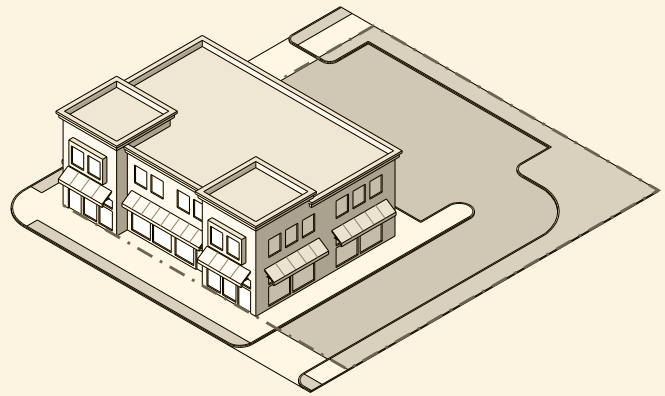


Figure 9. Example of these principles Illustrations in a Form Based Code





POLICY 02: MAKE MAJOR CORRIDORS MORE ATTRACTIVE AND HABITABLE

RELATIONSHIP TO MASTER PLAN GOALS AND OBJECTIVES

Transportation Objective 1: Maintain and improve the existing roadway network to ease traffic congestion for all road users.

Land Use Objective 3: Cherry Hill will work to preserve and create streets, neighborhoods, and commercial centers that are inviting and attractive.

Economic Development Objective 2: Cherry Hill will remain a regional retail center.

QUICK REFERENCE GUIDE

- **Action 1: Create Corridor Plans (44)**
- **Action 2: Adopt frontage standards within the zoning ordinance as an overlay along major commercial corridors (46)**
- **Action 3: Create a Sidewalk and Bicycle Infrastructure Improvement Program (50)**
- **Action 4: Add corridors to the prioritized pedestrian improvement list identified in the Cherry Hill Bicycle and Pedestrian Master Plan (50)**
- **Action 5: Implement a Payment-in-lieu of sidewalk construction program (50)**
- **Action 6: Install Gateway Elements at major gateways into the Township (51)**
- **Action 7: Create a Pattern Book/Guidelines for Signage (51)**
- **Action 8: Write New Sign Standards (52)**
- **Action 9: Establish A Signs Technical Advisory Committee (52)**

BACKGROUND

The major commercial corridors of Cherry Hill (Route 70, Route 38, and Haddonfield Road) are the first, and often only, impression that non-residents have of the Township. While these corridors provide the Township **great benefits in terms of ratable income**, in many locations they **detract from the perception of the Township as a lush garden suburb**. The following conditions can be found along all three corridors:

- Sites have inconsistent “front yards” that include everything from completely paved parking lots, underutilized space, narrow lawns, wide lawns, sidewalks, no sidewalks, and occasional well-landscaped areas.
- Buildings are set back a variety of distances from the curb. This disrupts the rhythm of buildings along the street and creates inconsistent yard conditions.
- Building form varies considerably, with no consistency in quality of front facades, roof types, materials, or other architectural characteristics.
- Signs are different in type, form, quantity, quality, condition, and location on the site.
- Sites are disconnected with few if any links such as sidewalks, shared driveways, or shared parking between sites.

These conditions have several negative impacts on the Township:

- The corridors are difficult to understand and feel cluttered and sometimes unwelcoming to users. For those unfamiliar with the Township, this gives the false impression that this condition is ubiquitous in Cherry Hill.
- Individual property owners naturally feel less responsibility to undertake the types of improvements necessary to support an improved public realm and a multi-modal transportation

Figure 10. Existing Corridor Conditions



Route 70 (top), Route 38 (middle), Haddonfield Road (bottom)



network because inconsistent standards have been applied to the corridor.

- The lack of uniform high-quality front yards stands in contrast to the residential areas. This creates a disconnect between the residential and commercial areas of the Township, exacerbating feelings that commercial development is starting to dominate and detract from the Township.
- It **makes the corridor less safe**, as drivers are forced to spend energy trying to decipher the complex set of messages they are getting from the built environment.
- It makes the corridors less attractive and unsafe places to walk, bike, or wait for public transportation. This makes it less likely that people will choose these modes of transportation, which adds to traffic congestion.
- The disjointed quality of private development gives the impression that this could be anywhere in suburban America, contributing to the placelessness that is discussed in *Policy 1*. There is nothing about these corridors that says, “I am in Cherry Hill.”

The character of these corridors is shaped both by what happens within the right-of-way and the land uses along it. Routes 38 and 70 are State roads and are thus governed by the rules and regulations of the Department of Transportation. Haddonfield Road is a county road. Thus, forming strong extra-jurisdictional partnerships will be critical to the transformation of these corridors. At the same time, there are hundreds of individual property owners along these corridors who have an important stake in how the corridor looks and functions. These owners must also be involved in the transformation of the areas.

ACTIONS

Action 1: Create Corridor Plans

The Township of Cherry Hill should undertake corridor plans for Routes 38 and 70 and implement the previously completed corridor plan for Haddonfield Rd. Corridor plans are similar to neighborhood or commercial area plans, except they follow the length of a major corridor. Typically, they include all properties within the right of way. Through corridor plans, the Township can

- coordinate with state and local agencies to identify potential opportunities and constraints for road improvements;
- identify major public improvements and investments; and
- identify and coordinate changes in land uses.

For more information, see “*The Corridor Planning Guide*” authored by the Delaware Valley Regional Planning Commission.¹

A key opportunity when writing these corridor plans will be the opportunity **to develop visions for these corridors in concert with residents, business owners, and stakeholders**. This visioning process should include input on how the corridors should look, how they should function, and how they could better reflect the character of Cherry Hill.

Initial steps have already been taken in this regard. During this master planning process, visioning exercises for Route 38 and Route 70 supported major beautification and greening efforts. For Haddonfield Road, also known as “the Golden Mile,” residents wanted to see **better pedestrian infrastructure and streetscaping**. *Figure 11* provides a graphic illustration of the types of improvements that residents wanted to see along these corridors.

Figure 11. Illustration of Desired Corridor Outcome



The plans can also work to address traffic and safety concerns, future land use and development patterns, and gauge support for multi-modal transportation efforts such as biking and public transit improvements. The *Circulation Element* of the Master Plan makes a number of recommendations for both Route 38 and Route 70. The corridor plans are an opportunity to update the recommendations made in that element and to reconcile them with any changes to residents’ vision for the corridors.

The corridor planning process will also be helpful in building key relationships with the state transportation authority. As Route 38 and Route 70

¹ *Corridor Planning Guide: Towards a More Meaningful Integration of Transportation and Land Use*. Philadelphia, PA: Delaware Valley Regional Planning Commission, 2007.



are state highways, the Township must work with the New Jersey Department of Transportation (NJDOT) to implement changes on these roadways.

These corridor plans should apply the principle of context-sensitive design, which is an approach to transportation decision-making and design that takes into consideration the communities and lands through which streets, roads, and highways pass (the “context”). Within this framework, the corridor plans could address:

- Traffic and safety
- Future land use and development patterns, including signage
- Multi-modal and pedestrian infrastructure improvements
- Beautification
- Integration of public art

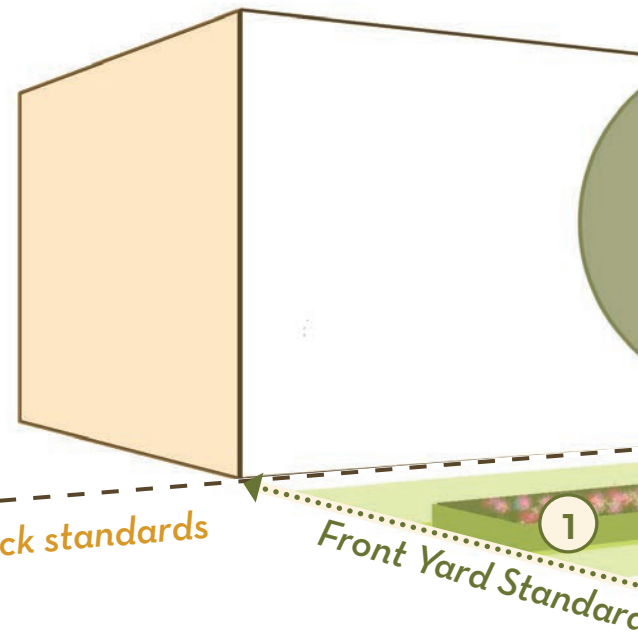
Action 2: Adopt frontage standards within the zoning ordinance as an overlay along major commercial corridors

The corridors of the Township have a sense of placelessness and lack an identity. They are overwhelmingly composed of concrete and are visually unattractive, with inconsistent edges. They are not seen as pedestrian or bike friendly, and their designs encourage vehicles to speed, making them dangerous to cross. They also contribute to poor microclimates, they are hot and loud, and the air quality around them is poor. The Township should seek **to improve major corridors**, and **visually link them** to areas of the Township with a strong sense of identity through the use of frontage standards enforced through an overlay zone within the zoning ordinance.

The Township currently regulates these areas in disparate parts of the zoning ordinance including the landscaping, buffer, signage, and lighting sections of the code. The Township should adopt a “frontage standards” section that provides a vision for how these corridors should look as well as clear standards for enforcing that vision. Frontage standards are a relatively new tool developed in land use planning and are meant to create **a cohesive look and feel along corridors**, particularly within the space between the roadway and buildings. Most commonly, frontage standards are divided into private realm standards and public realm standards.

Private Realm Standards

Private realm standards should focus on balancing the need to create an attractive corridor that encourages people to walk, bike, and take transit with the need to meet the logistical demands of private property owners. Standards should be set in place that dictate cohesive design standards along the entire length of the corridor.



5 Sidewalk Standards



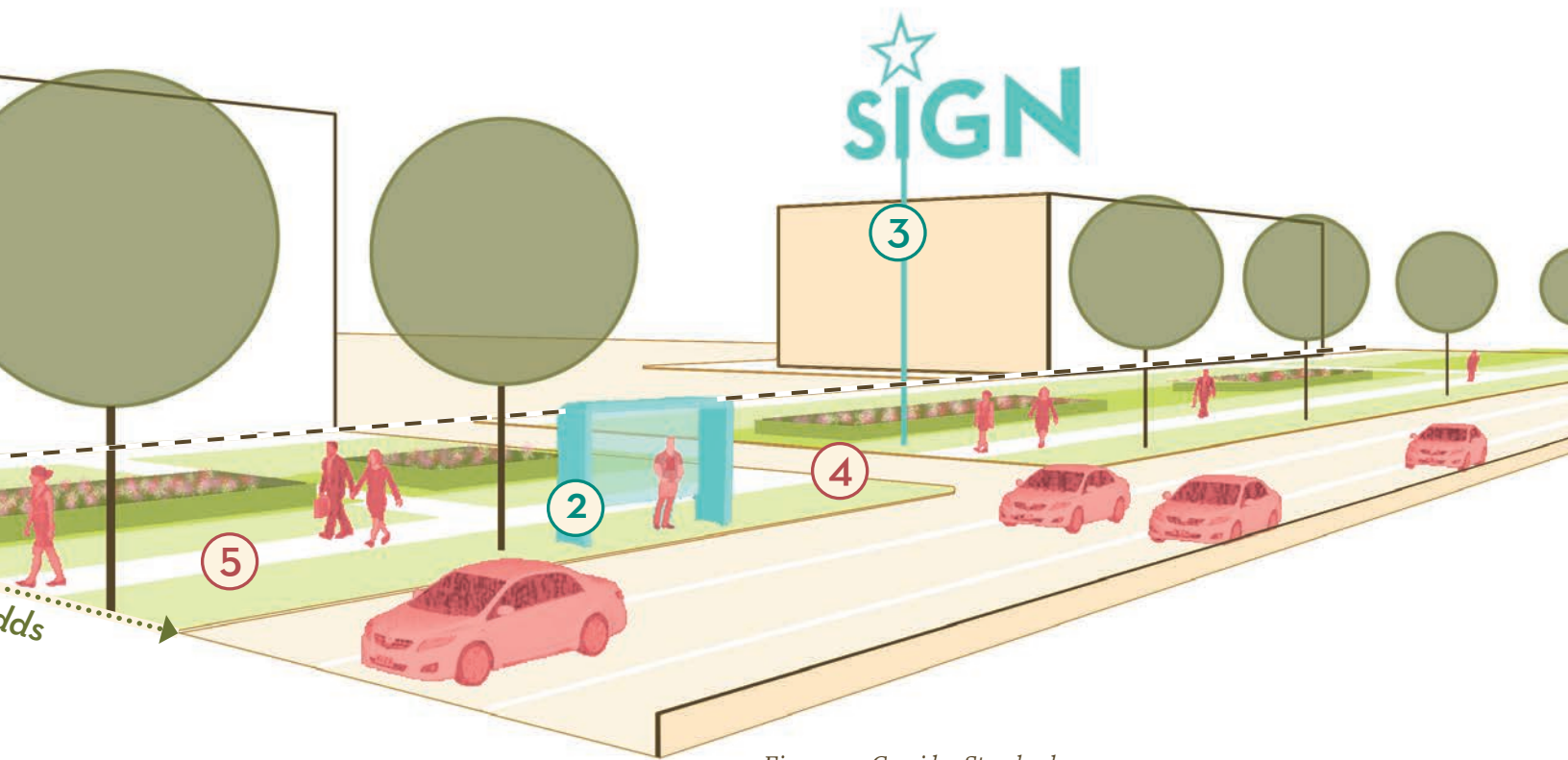


Figure 12. Corridor Standards





Building setback standards

Setback standards traditionally dictate the distance required between the lot-line and a building. For commercial corridors, setback standards are important for their ability to create a consistent edge, which provides a more visually pleasing appearance. As an example, part of the visual appeal of “Main Streets” are their consistent building setbacks. All of the buildings sit on the same line, creating an edge that pedestrians stroll along.

The same design principle can also be applied to stand-alone commercial buildings. Even if there is open space or parking between buildings parallel to the roadway, the consistent setback creates a visual pattern that is pleasing to the eye. This consistent setback also helps to establish a consistent depth to the front yard.

Front-yard standards

A lot can happen within the setback between a roadway and buildings. Along these corridors, this area is too often wasted space. Yard standards ensure that this area makes valuable contributions to the community. This can include more attractive landscaping, reduced front-yard parking and blacktop, and vegetation to make the area more attractive to walk and bike along, among many other opportunities. As some properties in Cherry Hill demonstrate, modest investments in landscaping can substantially improve the condition of these spaces. Landscape standards should address the:

- Minimum number of trees within the “front lawn”
- Minimum percentage of front lawn dedicated to landscaped areas such as mulched planting beds
- The composition of landscaped areas, including flowering annuals, shrubs, grasses, and ornamental trees
- Maintenance of landscaped areas and lawn areas

This area is also critical because it may be the **only location where trees can be planted along certain**

areas of the corridors. Because Route 38 and Route 70 are state roads, the process for getting street trees planted can be more complex and cumbersome. However, their inclusion on private property is less problematic. The inclusion of trees along these streets will create visual unity between commercial and residential areas, improve the micro-climate for pedestrians, and reinforce the garden suburb quality of the Township.

Curb Cuts

The number of curb cuts along a corridor is an important indicator of how safe it is to walk along. To the greatest extent possible, property owners should be encouraged or required to reduce the number of curb cuts by having shared driveways, shared parking lots, and/or making connections between properties that allow people to access multiple businesses from a single parking space.

Signage Standards

Signage standards serve two purposes, they dictate best-practices for signage that is easily visible to both pedestrians and motorists, and they reduce visual clutter. The goal of signage standards along major corridors is not to force property owners to all use the same signs. In fact, **unique signage should be encouraged.** Rather, the goal should be to set standards that define the location and scale of signage to create visual synchronicity along the corridor. This will not only help make the corridor more visually attractive but also help travelers find the information they need, a key goal of property owners.

Public Realm Standards

The private realm standards must work in conjunction with public realm standards that focus on creating a safe, convenient pedestrian network and a visually-appealing, safe, edge to the road. Standards should be set in place that dictate cohesive design standards along the entire length of the corridor.

Sidewalks

- A contiguous sidewalk should be built along

the entire length of all corridors and connect to adjacent sidewalk systems at terminus points.

- The sidewalk should be set back an appropriate distance from the right-of-way, and intermittent shrubs or small trees placed between the cartway and the sidewalk so pedestrians feel they are a safe distance from fast-moving vehicles.
- The width of the sidewalk should be designed to serve two-way pedestrian traffic and provide for handicap accessibility. The width should be consistent along the entire corridor. The sidewalk should be a minimum of six (6) feet.
- The material of the sidewalk should remain consistent along the corridor, and from parcel to parcel.
- At the time of approval, any necessary sidewalk easements should be granted by the property owner to the Township.

Pedestrian Amenities

- Benches should be provided at appropriate intervals along sidewalks and at bus stops and other points of interest.
- Street trees should line the corridor. To the greatest extent possible given the jurisdictional constraints, trees should be included both within the planting strip buffering the sidewalk and roadway, and within the “front yards” of commercial areas to provide shade and improve air quality.
- Street lights should be placed along the entire length of the corridor and provide adequate illumination for sidewalks after dusk. Lighting should be for both pedestrians and drivers.
- Bus shelters should be provided at all stops and include trash receptacles, benches, and lighting.

Landscape Standards

While the front lawn can be unique to each parcel, a cohesive landscape treatment should be given to the landscape buffer which separates the curb from the property line.

Figure 13. Examples of high-quality pedestrian amenities





Action 3: Create a Sidewalk and Bicycle Infrastructure Improvement Program

The Township should create a program that is dedicated to ensuring the implementation of the Bicycle and Pedestrian Master Plan. This program should include the following actions:

- Appoint a Township official to the position of “Bicycle and Pedestrian Improvements Coordinator” who will be responsible for tracking progress on the Bicycle and Pedestrian Master Plan, coordinating with state and county agencies, and ensuring the implementation of the Township’s complete streets policy.
- Include the construction of new sidewalk infrastructure in its Road Maintenance Program, not just the repair of existing sidewalks.
- Make sidewalk and bicycle infrastructure improvements a line item in the Capital Improvement Budget.
- Publish a yearly report that identifies what the Township has completed as part of the Bicycle and Pedestrian Master Plan.
- Consider using Community Development Block Grant (CDBG) funding for sidewalk improvements.
- Manage a payment-in-lieu of sidewalk construction program.

This program would be a critical step that would help ensure that the Township’s transportation network was expanding in appropriate places to address the changes in land use recommended throughout this element.

Action 4: Add corridors to the prioritized pedestrian improvement list identified in the Cherry Hill Bicycle and Pedestrian Master Plan

The Cherry Hill Bicycle and Pedestrian Master Plan

identifies ten sites for pedestrian improvements across the Township. **Notably absent from these recommendations are improvements on Rt 38, Rt 70, and Haddonfield Road.** The corridors included in this overlay, while not included in the Bike and Pedestrian Master Plan should be considered priority areas for improvement to pedestrian and bicycle infrastructure. The changes recommended here will make the corridors more attractive to pedestrians and elevate their priority for improvements. This should be coordinated within the Sidewalk and Bicycle Infrastructure Improvement Program.

Action 5: Implement a Payment-in-lieu of sidewalk construction program

The Township should consider creating a payment-in-lieu of construction program that would help generate funds for the high-priority locations identified in the Bicycle and Pedestrian Master Plan. Under this program, the Township would identify low-priority areas where new sidewalks would not substantially improve safety or connectivity. This may include neighborhoods where there are no sidewalks or industrial areas with limited pedestrian traffic. When new construction in low priority areas would require sidewalks, the developer could make payments in lieu of this requirement that would be directed into a fund that could be used in the **high-priority areas** identified in the Bicycle and Pedestrian Master Plan.

A similar program was developed in the Township of Middletown, NJ. According to *Constructing, Maintaining and Financing Sidewalks* in New Jersey published by Rutgers, developers in Middletown are permitted to make contributions to the fund in lieu of constructing sidewalks along new residential access streets, especially cul-de-sacs. The Township focuses the expenditure of these funds on sidewalks serving school routes and in other high-priority areas in the Township.²

² Carmalt, Charles R. *Constructing, Maintaining and Financing Sidewalks in New Jersey*. Alan M. Voorhees Transportation Center: New Jersey Bicycle and Pedestrian Resource Center Edward J. Bloustein School of Planning and Public Policy. August 2006

Corridor plans are the appropriate place where the Township can explore how more substantial changes to the roadway could impact the surrounding land use. Thus, they would be excellent opportunities for exploring the impact of bus-rapid transit, protected bike lanes, lanes reserved for shuttles, and driverless vehicles.

Action 6: Install Gateway Elements at major gateways into the Township

The Township should invest in gateway elements at key entrances into the Township. These elements would **signal to people that they have entered Cherry Hill** and help to establish a stronger Township identity along major corridors. The design of these gateways creates an excellent opportunity to engage artists and to highlight the Township's mid-century modern history. As such, the Township should encourage designers to utilize materials and style elements that highlight its mid-century roots. An example is the “Googie” style signs which are

characterized by their

- modern sans-serif fonts,
- large scale,
- bold colors,
- geometric shapes, and
- fluorescent or marquee-bulb lighting.


Action 7: Create a Pattern Book/ Guidelines for Signage

The corridors of Cherry Hill used to be defined, in part, by the **high-quality mid-century signage that was iconic in that era**. These signs not only promoted businesses but also helped to define Cherry Hill as a regional designation and preeminent suburban community. These signs, in many cases, served as important landmarks signaling to visitors that they

Figure 14. Example of Gateway Signage in San Diego (El Cajon Boulevard)



Source: <https://www.sandiego.gov/digital-archives-photos/boulevard-gateway-sign-university-heights>



had arrived in Cherry Hill. Today, signage along these corridors currently lacks the same attention to design.

The Township should create a pattern book that:

- Provides examples of high-quality signage that is reasonably affordable to all property owners, will reduce visual clutter, and improve the aesthetics of the corridor.
- Highlights the positive impact that additional investment in signage can have on development and the character of surrounding areas. This should include graphics that illustrate the form, architectural characteristics, and other design features that will promote stronger place character along each corridor. Emphasis should be placed on identifying typologies that allow individual entities to incorporate their brands into the sign framework easily.

The public and property owners should be involved in the creation of the pattern book. They should be encouraged to find and submit examples of signs that they believe would improve the corridor. Signs should be evaluated based on their

- material quality;
- appropriateness of scale;
- relevance to a building, historical point in time, or culture;
- relationship to a site or community;
- illumination, including types found within mid-century signage such as bulbs and neon, and
- visibility and legibility.

Action 8: Write New Sign Standards

The above pattern book should form the foundation for the signage standards section within established corridor overlay zones. The Township should consider taking a form-based approach to these regulations which should include standards for, among other elements, the location of signage within the private

realm, frontage, the size of signs, the number of signs, the illumination of signs, and the type of signs. A benefit to taking a form-based approach is the opportunity to illustrate signage type standards graphically. The Township should consider standards for the following types, among others:

- **Grand Projecting Signs:** tall, large, vertically oriented signs which project from the building perpendicular to the facade and which are structurally integrated into the building.
- **Marquee Signs:** large, canopy-like structures mounted over the entrance to a theater.
- **Projecting Signs:** cantilevered signs which are structurally affixed to the building and oriented perpendicularly to the building facade.
- **Blade Signs:** signs which are oriented perpendicularly to the building facade and which are suspended under a bracket, armature or another mounting device.
- **Grand Wall Signs:** large signs located on, and parallel to, large unfenestrated building wall areas.
- **Landmark Signs:** large signs with significant design impact, historic importance, or other characteristics that cause them to be recognized as a focal point.

Signs in the Township are currently regulated under Section 517 of the zoning code. This overlay should supersede that section of the ordinance for properties within the overlay zone.

Action 9: Establish A Signs Technical Advisory Committee

To obtain a sign, business owners must follow several application and procedural requirements. First, every time a new sign is constructed and/or the copy on the sign is changed, a sign permit must be obtained, unless exempt in accordance with several requirements. These requirements include a sketch of the proposed sign drawn to scale, the wording or message, where the sign will be located on the building for façade signs,

and a plot plan showing the location of the proposed sign with dimensions to the nearest building and lot lines for freestanding signs. The existing procedure is for completed sign applications to be submitted to the Zoning Officer for review for compliance with the Zoning Ordinance and all other laws and ordinances of the Township of Cherry Hill.

It is recommended that the Township create a Technical Advisory Committee that is a subcommittee of the Planning and Zoning Boards. The procedure for new sign applications in overlay corridors should be altered to include an additional step where signage

applications are reviewed by this committee. This process is similar to the process for homeowners requesting to make exterior changes in historic districts. The committee should be tasked with recommending changes to signage or sign off on the approval. The recommendation should be based on the new form-based sign standards as well as the precedent set with the pattern book. This will provide both the committee and applicants with a guide for how signage should be reviewed, and what qualities and standards signage is being reviewed against. For a discussion of criteria, see [Create a Pattern Book/ Guidelines for Signage](#).

Figure 15. Example of Cherry Hill's Historic Signage





POLICY 03: IMPLEMENT A COMPREHENSIVE HOUSING STRATEGY THAT PRESERVES STRONG NEIGHBORHOODS, GUIDES TRANSFORMATION OF CHANGING NEIGHBORHOODS, AND IDENTIFIES LOCATIONS FOR NEW RESIDENTIAL DEVELOPMENT

RELATIONSHIP TO MASTER PLAN GOALS AND OBJECTIVES

Population and Housing, Goal: Provide a variety of safe and sanitary housing types and residential development to accommodate the different needs and desires of the population.

Population and Housing, Objective 1: Preserve and enhance the existing housing stock.

Land Use, Goal: Create a 21st century suburb where a diversity of residents enjoy high-quality neighborhoods, vibrant commercial areas, and multi-modal access to land uses Township-wide.

Land Use, Objective 2: Changing Demographics: Provide adequate housing choice to maintain Cherry Hill's residential base as demographics in the region continue to change.

Land Use, Objective 3: Cherry Hill will work to preserve and create streets, neighborhoods, and commercial centers that are inviting and attractive.

Economic Development, Objective 5: New residents will be attracted to Cherry Hill and provided with diverse homeownership options.

QUICK REFERENCE GUIDE

- **Action 1: Develop A Cherry Hill Neighborhood Pattern Book (61)**
- **Action 2: Highlight the mid-century neighborhood character of Cherry Hill (61)**
- **Action 3: Advertise the 5-year Residential Abatement Program (62)**
- **Action 4: Consider Area in Need of Rehabilitation Designation (63)**
- **Action 5: Discourage commercial encroachment (63)**
- **Action 6: Provide transportation alternatives that reduce traffic impacts on local streets (64)**
- **Action 7: Continue to enforce current restrictions on the subdivision of homes and boarding houses (64)**
- **Action 8: Examine the Possibility of Alternative Multi-Unit Development Types for Some Neighborhoods (64)**
- **Action 9: Evaluate the need for a Multi-Unit Development Guidebook (67)**
- **Action 10: Use form-based codes (71)**



BACKGROUND

Cherry Hill's neighborhoods are plentiful and diverse. Generally speaking, many of them can be organized into three categories as illustrated in [Figure 17](#) and explained below. These categories are not meant to suggest that these neighborhoods are exactly alike, only that they share some common features:

- **Pre-War Neighborhoods:** Houses typically sit on smaller lots, although there is substantial variation in lot size. Homes in these neighborhoods come from many different eras. There is less architectural consistency due to a long history of infill development. The result is a rich and diverse housing stock. Homes tend to be smaller, and improvements have been sporadic. These neighborhoods tend to be concentrated in the far west side of Cherry Hill.
- **Mid-Century Neighborhoods:** Lot sizes tend to be more consistent within neighborhoods as they are part of larger scale subdivisions (with some exceptions). Housing size varies by neighborhood, but most neighborhoods have similar home styles with minor variations.
- **Late-Century Neighborhoods:** These neighborhoods tend to be internally consistent but there is greater variation in the building types within each neighborhood, including single-family homes, apartment complexes, and/or townhomes. Rarely are building types mixed within a development.

These neighborhoods, constructed to meet the needs of residents of their era, have **evolved in response to changes in demographics** (see [Demographic Impact on Housing](#) for more details). Most of the late-century neighborhoods continue to be stable communities. Changes in the pre-war and mid-century neighborhoods include:

- Increase in renter population
- Increase in multi-generational housing
- Increase in the number of non-family members occupying the same house

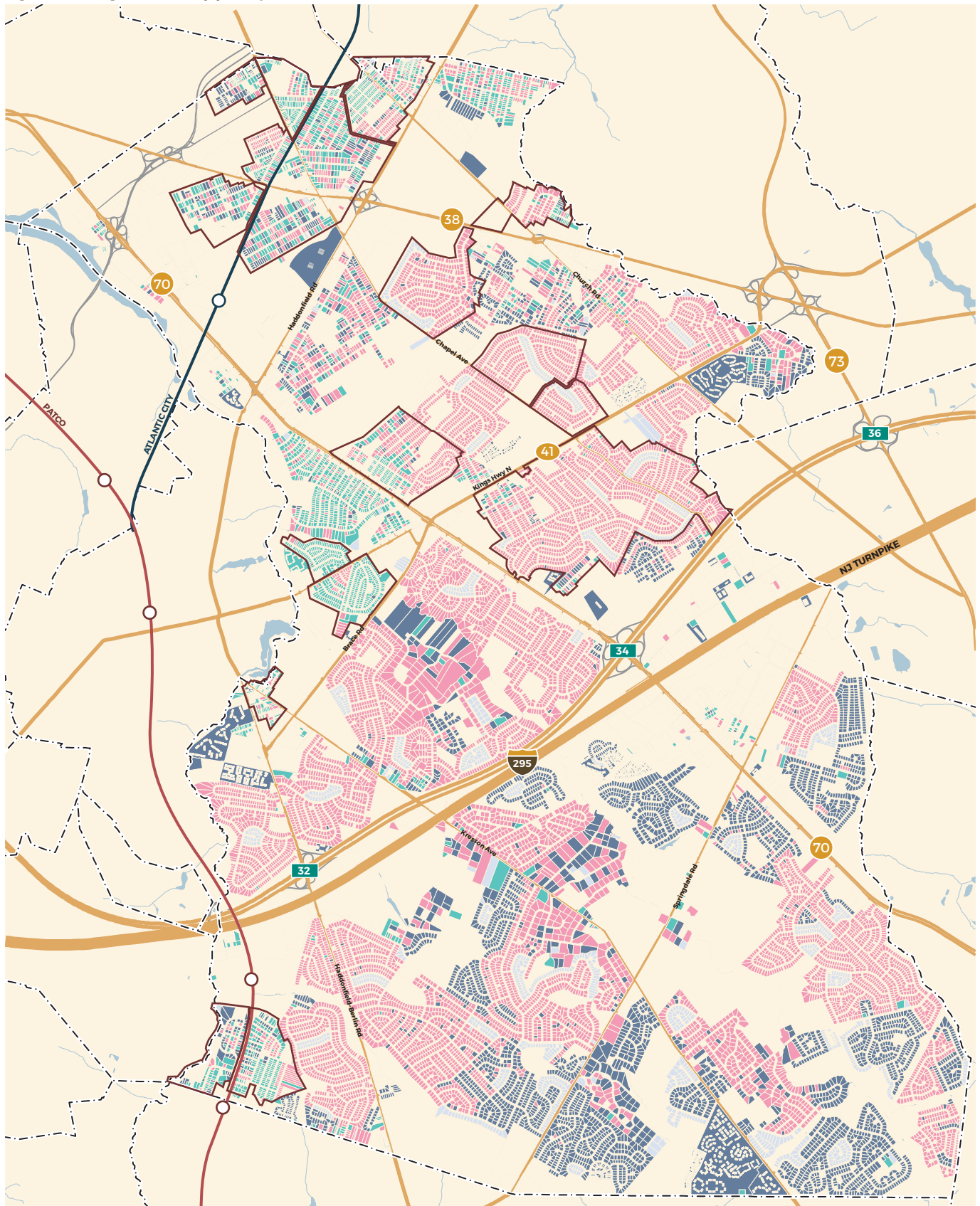
- Limited investment in repairs and modernization
- Encroachment of commercial areas into neighborhoods
- Subdivision of residential lots
- Subdivision of homes
- New construction

[Figure 17](#) identifies sixteen neighborhoods that are experiencing one or more of these characteristics. They have been grouped into two categories:

- **Heterogeneous pre-war:** These neighborhoods, which were often designed before World War II, have seen increases in the amount of rentals in these neighborhoods but still have high degrees of home ownership. These neighborhoods may have more transient residents but also strong multi-generational home ownership. These neighborhoods have seen children moving back to the neighborhood, buying homes, or living in parents' homes and raising their kids there.
- **Homogeneous post-war:** These neighborhoods have similar home styles with minor variations. They were built mostly after World War II. There are high levels of home ownership though there are increasing number of rentals and may be experiencing a decrease in neighborhood stability.

The sample implementation chart at the end of this policy ([Figure 21](#)) provides a template, which neighborhood residents and professionals can use to examine which proposed actions, if any, may be appropriate for each neighborhood. This is only to be used if and when the Township engages in public outreach and further assessment of these strategies with those neighborhoods.

Figure 16. Neighborhoods by year of construction



Source: NJ MOD-IV Data. New Jersey Division of Taxation and Cherry Hill Township



Figure 17. Neighborhoods by type



Heterogeneous pre-war



Homogeneous post-war

DEMOGRAPHIC IMPACT ON HOUSING

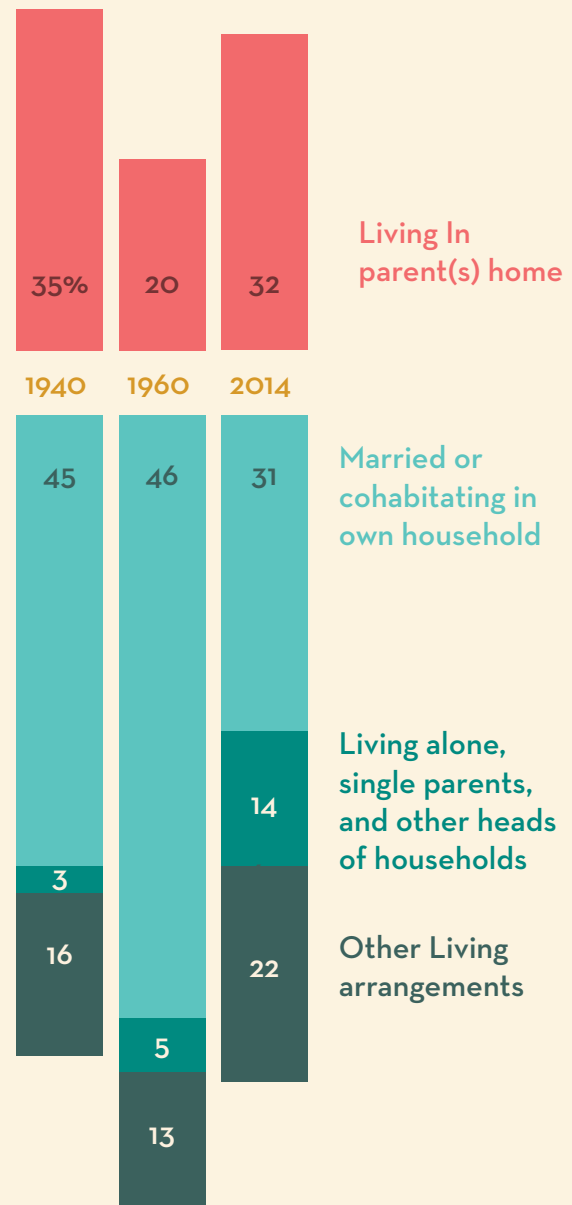
Fewer Married Couples: On a national level, there is a dramatic drop in the share of young Americans who are choosing to settle down romantically before age 35. As a result, fewer people are living together in a relationship and forming the traditional households that were a staple of Cherry Hill in the middle of the 21st century. For example, in 2014 only 32% of adults ages 18 to 34 were married or cohabiting in their own household. In 1960, when much of the Township was built, that number was 62%. Similarly, 32% of adults ages 18 to 34 live in their parents' homes, compared to 20% in 1960. These national trends are also evident in Cherry Hill.³

Fewer households with Children: According to the US Census, the number of households with children has undergone steady decline in recent decades. In 1970, 56% of all households had children in them (including single-parent households). By 2017, that number decreased to 41%, with an 18% decline in the number of married couples who had children. Jonathan Vespa, a researcher in the Census Bureau's Fertility and Family Statistics Branch at the US Census noted: "Over the last half-century, the trend in the U.S. has been toward smaller households, fewer family and married-couple households with children, and more people living alone."⁴

Households composed of young homeowners are also delaying starting a family. Nationally, this has resulted in longer median housing tenure, as there are fewer growing families looking for larger households or better school districts.

More multi-generational housing: Twenty percent of the U.S. population also now lives in multi-

Figure 18. Percent of 18- to 34-year-olds by living arrangement



Source: Pew Research Center tabulations of the 1940 and 1960 U.S. decennial censuses and 2014 American Community Survey (IPUMS)

³ Fry, Richard. *For First Time in Modern Era, Living With Parents Edges Out Other Living Arrangements for 18- to 34-Year-Olds*. Washington, D.C.: Pew Research Center. May 2016.

⁴ Heavey, Susan. "U.S. families shift as fewer households include children: Census." *reuters.com*. August 27, 2013

generational homes, defined as including two or more adult generations, including grandparents and grandchildren younger than 25. The number and share of Americans living in these households increased sharply during and immediately after the Great Recession of 2007-2009. Since then, growth has slowed a little but has remained much more rapid than the growth before the recession.⁵ Some of this growth is attributed to racial and ethnic diversity in the U.S. Population. For example, about 26% of Asians live in multigenerational households, a higher share than the U.S. overall (19%).⁶ As illustrated in the existing conditions report, the percentage of Cherry Hill residents who identified as Asian or Pacific Islander grew from 3% in 1980 to 14% in 2014.

Millennials are renting: Two-thirds of adults between 20 and 34 are renters, and they represent more than 50% of all renters nationwide.⁷ However, only 60% of renters are in apartments or condominiums. As a result, almost 40% of renters are in a single-family unit. This has driven new demand for apartments. From 2007 to 2016, the apartment market has expanded by 12%.⁸

Suburbs will still be attractive to families: Although urban centers have seen a resurgence in the past decade, demographics suggest that suburban areas like Cherry Hill will continue to be attractive. Urban and suburban areas have a similar proportion of young children (between 0- and 4-years-old). However, the proportion of the population that is between ages 5 and 14 is substantially higher in the suburbs than in the City in virtually every major metropolitan area.

So as Joel Kotkin writes in *Forbes*, “while the popular perception that many downtowns are now overrun by baby strollers is not necessarily an urban myth, it ignores what happens to families as children get older and ambulatory, requiring more space, needing to go to school and more susceptible to getting into trouble.”⁹

⁹ Joel Kotkin, “Future Cities: Where The U.S. Youth Population Is Booming” *Forbes Online*. Feb 6, 2014

⁵ Cohn, D’Vera and Jeffrey S. Passel. *A record 64 million Americans live in multigenerational households*. Washington, D.C.: Pew Research Center Online. Fact Tank - Our Lives in Numbers. April 5, 2018

⁶ Gustavo López, Neil G. Ruiz and Eileen Patten. *Key facts about Asian Americans, a diverse and growing population*. Washington, D.C.: Pew Research Center Online. Fact Tank - Our Lives in Numbers September 8, 2017

⁷ U.S. Census Bureau, NMHC tabulations of 2014 Current Population Survey, Annual Social and Economic Supplement, Updated 11/2015.

⁸ Denham, Barbara Byrne and Victor Calanog. *How Demographic Changes Have Impacted the Apartment Market and How They Have Not*. National Real Estate Investor Online. Jan 09, 2017

IS HOUSING IN CHERRY HILL THE RIGHT SIZE FOR TODAY AND TOMORROWS POPULATION?

As illustrated in the existing conditions report, between 1950 and 1970, the population of Chery Hill increased by more than 600%. After 1970 however, the population has not grown significantly.

1970 was also an important year for Americans. According to the Pew Research Center, between 1940 and 1970, approximately 30% of Americans felt that four children was the ideal family size and an additional 25% said that three was the ideal size. However, by 1971, there had been a shift in attitudes: **Americans’ “ideal” family switched from four kids (19%) to two kids (38%)** with a mean saying 2.9 kids was ideal.¹⁰

According to Pew this was likely due to several factors including “the wide availability of the birth control pill in the 1960s; the growth of women’s participation in the workforce, which surged in the 1970s; and, of course, the increasing cost of raising a kid.”

The effect of this in Cherry Hill is striking. The residential fabric of the Township was constructed in an era in which large families were expected. Over 70% of Cherry Hill’s housing units were constructed in the boom between 1940 and 1980. However, as the “ideal” family size shrunk, there was little opportunity to “right

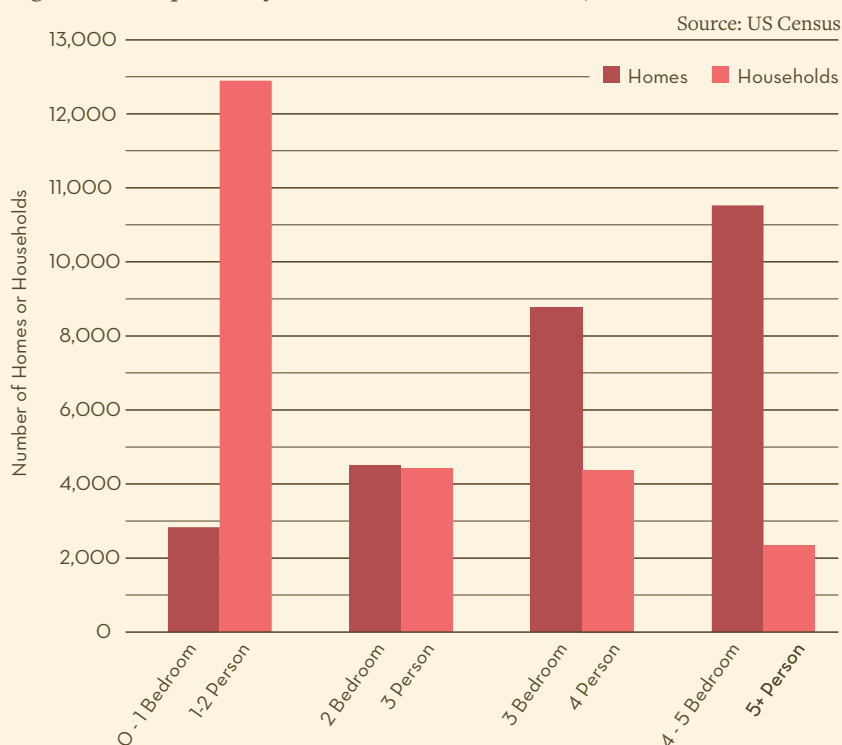
size” the housing stock.

A comparison of household size and the number of bedrooms in Cherry Hill is presented in **Figure 19**. There is no direct relationship between number of people in a household and their need for a certain number of bedrooms. A couple may only need one bedroom whereas a single parent and child may desire two. Equally, some families may use a second (or third) bedroom for an office. Nonetheless, figure 15 clearly illustrates that Cherry Hill has substantially more 3- and 4-bedroom homes than it has 3- and 4-person households to fill them. Conversely, there are many more 1- and 2-person households than there are studio, 1-, or even 2-bedroom units.

The median age of Cherry Hill residents has increased from 29 to 42 since 1970 and that one quarter of the population has been living in their home for 25 years or longer. This indicates that many of these large homes are likely occupied by retirees and seniors whose children have left home and are now living on fixed incomes.

This analysis suggests there is a significant housing and household mismatch. In this instance, it is likely that smaller households have “too much home” and therefore excessive costs associated with homeownership.

Figure 19. Comparison of Household Size and Bedrooms/Home



¹⁰ George Gao, “Americans’ ideal family size is smaller than it used to be” May 8, 2015. pewresearch.org/



ACTIONS

The following actions are designed to work in concert with the “Guide Housing Markets to Create Diverse Products that Appeal to New Home Buyers” Policy in the Economic Development Element.

Action 1: Develop A Cherry Hill Neighborhood Pattern Book

A pattern book is a collection of images and descriptions that highlight architectural and public realm elements of a neighborhood. The goal is to identify the elements that give a neighborhood or district its “character” or “look and feel.” In places like Philadelphia, the architectural elements that reinforce historic neighborhoods have been well established for many decades: dense red-brick row-homes that often use federalist architectural elements. However, only recently has there been **a wider appreciation for mid-century architecture and urban planning**, especially in suburban contexts.

A pattern book would serve to educate residents, both current and future, about some of Cherry Hill’s great mid-century neighborhoods. Some municipalities have gone a step further and turned pattern books into regulatory documents. However, at this time, simply educating residents and the development community is sufficient to encourage preservation.

This approach is most appropriate for Mid-Century Neighborhoods where there is strong architectural consistency since many of the homes were developed by a single developer.

PATTERN BOOKS DEFINED

A pattern book includes pictures, drawings, and descriptions of the architectural elements, building forms, public space elements, yard characteristics, and site features that give a particular place its own unique character. They often are developed before form-based codes because they are highly graphic and generally accessible to non-professionals. In this capacity, they can be effective tools for educating residents about the architectural and historic significance of their homes and neighborhoods.

Action 2: Highlight the mid-century neighborhood character of Cherry Hill

The Township should encourage the promotion of mid-century modern neighborhoods. This may include working with realtors’ associations to identify the characteristics of mid-century neighborhoods that continue to be attractive and promoting those characteristics as key elements of living in Cherry Hill. The development of the pattern book will help create a foundation for this action. An effort could include the establishment of a “Doors Open Cherry Hill,” event that would provide the public with access to privately owned homes. This tour should include a substantial number of mid-century homes that have been preserved or renovated in a manner that preserves appropriate period characteristics.

JACK'S HOUSE: A CASE STUDY IN MID-CENTURY REHABILITATION



Source: jrarchitecture.co

“Jack’s House” was originally constructed in the 50’s as a mid-century modern with a flat roof. When Architect Jack Williamson purchased the property for his residence and office, it began to morph as Jack added to it and explored architectural ideas. When Jack passed, a friend and client of his decided to purchase the property in order to complete the transformation. It constitutes an excellent example of the re-imagination of mid-century architecture.

Action 3: Advertise the 5-year Residential Abatement Program

Some of Cherry Hill’s mid-century neighborhoods are performing well in the market, and there is **strong incentive for property owners to invest in their homes**. In these areas, it will be more important to steer, rather than incentivize, rehabilitation and new construction to preserve the neighborhood character.

In other neighborhoods, there is less market incentive to invest in home improvements. Homes in these neighborhoods are at risk of degrading, either through lack of maintenance or low-quality repairs. In such areas, the Township should consider a targeted effort to market its 5-year Residential Abatement Program.

The program allows for an abatement of up to \$25,000 in increased property value that may come from improvements that increase the value of the property. Properties must be at least 20 years old. A property owner that takes advantage of the full abatement can save approximately \$5,000 dollars over the course of the program. Currently, the program has just **over 900 enrolled properties**, and more properties are becoming eligible as they come of age.

These abatements not only reduce the impact of improvements to homes but make it more likely that homeowners can afford quality, period appropriate improvements to their home. Better advertising this program in select neighborhoods would not require that the Township develop a new program, only that it better reach those who are most in need of its use.



This approach is most appropriate for Pre-War Neighborhoods and Mid-Century Neighborhoods.

Action 4: Consider Area in Need of Rehabilitation Designation

The Township may also wish to target specific neighborhoods for Area in Need of Rehabilitation designation. This designation would allow the Township to:

- Provide tax abatements for improvements that increase value more than \$25,000.
- Adopt a plan that would provide specific standards for rehabilitation that would be required to be met to be eligible for the abatements.

This more intensive strategy would be most appropriate in Pre-War Neighborhoods where there is most likely to be a need for more substantial improvements to homes. Moreover, the heterogeneous nature of the housing stock in these neighborhoods will require a more nuanced approach to regulation.

More information is provided on [page 39](#) about Rehabilitation designation and how it is different than the Redevelopment designation.

Action 5: Discourage commercial encroachment

As commercial activity continues to thrive along major commercial corridors in Cherry Hill, there has been increased pressure placed on adjacent residential areas. In some areas, residential-zoned lots adjacent to commercial areas are increasingly being purchased with the hopes that the owner will be granted a use variance to operate a commercial operation, typically office uses and sometimes mixed-use office and residential. The Township has granted some of these variances over the years but reviews the requests carefully on a site-by-site basis. Neighborhoods directly adjacent to commercial areas have also noted parking overflow as a primary concern. There is a lack of sufficient parking on-site for some commercial uses, and to avoid the risk of vehicle towing, drivers will

park on side streets and in neighborhoods. In order to **protect residential neighborhoods from further encroachment**, the Township should consider the following strategies:

Address Parking Issues in Commercial Areas


A re-examination of the ordinance requirements for parking should be undertaken to assure that parking is sufficient for higher-intensity uses such as restaurants. As a first step, this will ensure that uses are not severely under-parked. However, in some commercial areas, particularly strip malls, the Township should **consider best practices for encouraging cross-access easements and shared parking** agreements. The encouragement of private agreements between property owners can open up existing parking to businesses with a shortage of on-site parking, and overflow can be accommodated through under-utilized lots, rather than overflow spilling into residential areas.

Deny variances for commercial use in residential areas adjacent to commercial corridors

Commercial or office uses **change the look and feel of residential areas** since they typically require parking areas and bring additional vehicle traffic to neighborhood streets. Except in the circumstances deemed particularly appropriate by the Zoning Board of Adjustment, granting variances for commercial or office uses in residential areas adjacent to commercial corridors is not encouraged. Thus, the Planning and Zoning boards should heed the recommendation of the master plan that variances in residential areas for commercial and office uses, particularly those that change the fundamental character of the structure or property, be denied in areas particularly threatened by commercial encroachment.

Maintain High Buffer Standards

The Township should maintain its requirement for high-quality buffer standards, as defined in Section 508.F. of the Township ordinance. For example, in the Highway Business Zone (B2), required buffer strips between highway commercial and residential uses and



other zones should continue to be a minimum of 30' wide, and be planted with a continuous landscaping screen with a variety of evergreen and deciduous trees. For commercial uses with particularly high intensity, such as gas stations or restaurants, **buffers are particularly important to prevent the disturbance of residential areas**, and these standards should be examined carefully for their efficacy and increased if necessary.

Action 6: Provide transportation alternatives that reduce traffic impacts on local streets

Maintaining residential streets as quiet and safe is an important part of preserving neighborhoods. There are several actions identified in the “*Unify Land Use and Transportation*” Policy of this Land Use Plan that will help maintain the residential quality of the streets. Moreover, the Circulation Element of the Master Plan identifies the following objective: “Require that traffic-calming techniques be implemented where necessary to create a pedestrian-friendly street environment and reduce the number of vehicles cutting through residential neighborhoods” (page 85). This is supported by specific actions that the Township should undertake, compiled under the section heading “*Livable Neighborhood Streets*” (page 85). That plan identifies actions that combine education, engineering, and enforcement strategies to combat the problem. The Township should continue to work on implementing these recommendations.

Action 7: Continue to enforce current restrictions on the subdivision of homes and boarding houses

The Township currently does not allow residents to subdivide single-family homes nor does it permit boarding houses in single-family neighborhoods. The Township should continue to enforce its code requiring use variances for multi-family housing in single-family neighborhoods and strengthen the enforcement against boarding homes and other illegal rentals.

Action 8: Examine the Possibility of Alternative Multi-Unit Development Types for Some Neighborhoods

What constitutes a “household” in Cherry Hill, and across the nation, has changed (see *Demographic Impact on Housing* and *Demographic Changes to Census Tract 6033.2*). There are more one- and two-person households, fewer households with children, more non-family households (multiple people living together who are not related), and more inter-generational households.

These **demographics are causing mismatches between household size and housing size**. For example, in Census Tract 6033.02, almost 40% of the housing units have 4 or more bedrooms while 40% of the population has a household size of 2 or fewer people. (For an in-depth examination of this trend across Cherry Hill see *Is Housing in Cherry Hill The Right Size For Today And Tomorrow's Population?* in the Demographics section of this Master Plan).

This mismatch in housing stock has had an impact on residential neighborhoods throughout Cherry Hill, such as there being:

- More rental units in neighborhoods that used to be primarily home-owner occupied
- An increase in the number of cars on the street because of more adults living in the home than it was designed for
- Increased wear on the home as a result of the increased intensity of use
- Illegal subdivision of homes, for use as mother-in-law suites or apartment rentals
- Modifications to homes that are inconsistent with the architecture of the neighborhood

It is likely that these **demographic trends will continue into the foreseeable future, placing increased strain on the housing stock**. In response, it is recommended that Cherry Hill take a proactive approach. As illustrated in the following action,

NEIGHBORHOOD PROFILE: CENSUS TRACT 6033.02

Census Tract 6033.02 is home to neighborhoods such as Knollwood, Forrest Park, Columbia Lakes, Surrey Place, Greensword, Windsor Park West, and Cherry Valley. The following demographic analysis combines information on all of these neighborhoods. Changes in the census tract may reflect changes occurring in only a few neighborhoods.

Between 1980 and 2016, the number of residents living in the Census tract has remained relatively stable: only 260 more people live there today than more than 30 years ago (a 4% increase). However, these changes mask substantial transformations. As illustrated in [Figure 20](#), there are fewer people under the age of 18, mirroring national trends regarding smaller family

sizes. However, the most substantial change is a decrease in young adults (18 to 24 years old). This is consistent with national trends showing that younger generations are delaying marriage and moving to urban areas during this time.

The age cohort showing the most growth is those people of retirement age (65 and older), whose numbers more than doubled. This is consistent with aging suburban communities built in the latter half of the 20th-century. A homeowner who moved to Cherry Hill in 1980 when they were 30 would be just over the retirement age of 65 today. Overall, this analysis illustrates a larger trend seen across the Township: the makeup of the population is significantly older.

Figure 20. Census Tract 6033.02
Demographic Review (1980 to 2016)

	1980		2016		Change	
	Count	Percent	Count	Percent	Count	Percent
Population Total	6,323		6,583		260	4.1%
Age	6,323		6,583		260	4%
Under 18	1,706	27.0%	1,661	25.2%	-45	-3%
18 to 24 Years	679	10.7%	500	7.6%	-179	-26%
24 to 64 Years	3,568	56.4%	3,594	54.6%	26	1%
65 and older	370	5.9%	828	12.6%	458	123%
Households						
Married-Couple Family	1,573	76.8%	1,432	64.4%	-141	-9%
Non-married Couple Family	211	10.3%	238	10.7%	27	13%
Nonfamily Households	264	12.9%	552	24.8%	288	109%
Tenure	2,048		2,222		174	9%
Owner Occupied	1,825	89.1%	1,815	81.7%	-10	-1%
Renter Occupied	223	10.9%	407	18.3%	184	83%
Race	6,323		6,583			
White Alone	5,949	94.1%	4,679	71.1%	-1,270	-21%
Black or African American Alone	164	2.6%	470	7.1%	306	187%
American Indian and Alaska Native Alone	1	0.0%	0	0.0%	-1	-100%
Asian Alone	195	3.1%	821	12.5%	626	321%
Other	14	0.2%	613	9.3%	599	4,278%

Source: US Census Bureau. 1980 Decennial Census and 2016 5-year American Community Survey

There were also shifts in the composition of household as well as housing tenure. The number of non-family households more than doubled, married families decreased, as did the number of family households. This mirrors national trends: Nonfamily households showed double the growth of family households in the decade ending in 2010, which also saw increases in those of multiple generations living under one roof and of interracial couples.¹¹ These changes in household type may help to explain the rise in the number of renter-occupied units in the census tract.

The most substantial change in these neighborhoods, however, is the decrease in the number of people who identify as white (alone). This has corresponded with major increases in the number of people who identify as Black, Asian, or as Other¹². This reflects the same findings as the Township-wide demographic analysis which showed that Cherry Hill is becoming substantially more diverse with large increases in the number of residents who identify

¹¹ Winslow, Olivia. "Nonfamily Households Surge." Newsday. April 26, 2012. Accessed November 02, 2018. <https://www.newsday.com/news/nation/census-nonfamily-households-surge-1.3682787>.

¹² The 1980 Census did not include an option for respondents to identify as "Some Other Race Alone" or "Two or More Races." The 2016 ACS found that 553 people identified as some other race alone, while 60 people identified as two or more races.

the Township needs to *Identify locations for new development and create a multi-unit development guidebook* to ensure that new projects are of the highest quality. This must include identification of multi-unit opportunities, particularly near transit nodes.

At the same time, the Township should begin to explore alternative multi-unit development types that could be appropriate in some neighborhoods that would reduce the pressure on the single-family housing stock to house a changing demographic. Often these discussions stall immediately when the topic of density arises. Too often, people confuse density with character. As illustrated in the "*What is Density?*" Spotlight, **density is a poor predictor of the type of development that is permitted.**

Instead, it is recommended that the Township explore context-sensitive design solutions to identify multi-unit development that fits within the character of otherwise single-unit neighborhoods. **This master plan does not recommend that apartment complexes be constructed in these neighborhoods.** As illustrated in "*Context-Sensitive Multi-Unit Development*" there are many multi-unit forms that look and feel very similar to single-family homes. Conditionally permitting these housing types has the opportunity to preserve key neighborhood characteristics while allowing areas to adapt to changing demographics.

This strategy is likely to raise several questions from residents, and a deliberate approach to engaging them in the development of the permitted types is critical. It is recommended that the Township hire a consultant to:

- Undertake an analysis of housing in neighborhoods undergoing substantial changes. This should include an examination of the lots, setbacks, bulk, and yard qualities, among others, of existing structures. The analysis should also engage residents of the neighborhoods to understand in more detail the current issues.
- Review previous plans and examples of context-sensitive multi-unit development across the country, with a specific focus on any projects undertaken in New Jersey.

- Based on this information, the consultant should develop 3 to 5 alternative multi-unit development prototypes that may be appropriate in Cherry Hill. Detailed drawings should be constructed that show how these structures would fit within a neighborhood, allowing for a realistic understanding of their impact on adjacent properties. The prototypes should be designed to match the existing context with regards to: scale, parking, rhythms of solids (buildings) and voids (space between buildings), facade orientation, and single-family architecture.
- Actively engage residents and developers in examining the prototypes. Residents should have ample opportunity to review the prototypes, recommend changes, and suggest alternative development types.

Only once these development types have been properly vetted and reviewed should the Township adopt them as part of the zoning ordinance as conditionally permitted. Any proposed conditions should include specific bulk standards that apply to each development type. Projects that do not meet this standard would have to request a use variance, which would be the same standard they would have to request today if they were to be built.

that they were located on appropriately sized lots, that there was sufficient room for off-street parking, and that the bulk of the building fit with the character of the neighborhood.

Action 9: Evaluate the need for a Multi-Unit Development Guidebook

One of the best ways to relieve pressure on existing neighborhoods is to find opportunities where new development can take place. It is anticipated that there will continue to be demand for multi-family housing in Cherry Hill. Locating this housing near transit and within walking distance to commercial centers is critical. See *Encourage Transit-Oriented Development* in the Unify Land Use and Transportation Policy for a detailed discussion of how best to achieve this.

In addition, the Township should also identify **new development typologies which may enhance the character of the Township**. Recent multi-dwelling development in Cherry Hill has occurred on large sites (often exceeding 10 acres), along major corridors, and adjacent to single-family residential neighborhoods. These apartment complexes often include multiple residential buildings, a clubhouse, a small open space amenity, and a large amount of land dedicated to surface parking. The main entrance is typically on the major corridor, which is also home to large lot commercial buildings.

To control the impact that these larger developments have on their surrounding communities, the Township has favored strategies that further isolate the developments, including the use of robust buffer standards.

These conditions have combined to make these multi-unit developments feel disconnected from the rest of Cherry Hill. Their isolated nature also eliminates one of the benefits of bringing multi-unit developments to Cherry Hill: the ability to locate residential development in close proximity to commercial amenities and job centers as a means of attracting millennials and empty nesters as well as reducing the traffic impact of new residential construction.

In response, the Township should consider creating a multi-unit development guidebook that clearly signals to the development community how to improve the overall design quality of these projects. The guidebook should emphasize the need to:

- **Create real internal streets:** buildings should not be located in a sea of parking. Internal streets should work to establish a strong street wall, and buildings should have a primary entrance that face these streets.
- **Connect to adjacent developments:** connections between new development, existing neighborhoods, and adjacent commercial development will help these new areas feel integrated into the Township. However, the connection does not always have to be automotive. The inclusion of pedestrian

WHAT IS DENSITY?

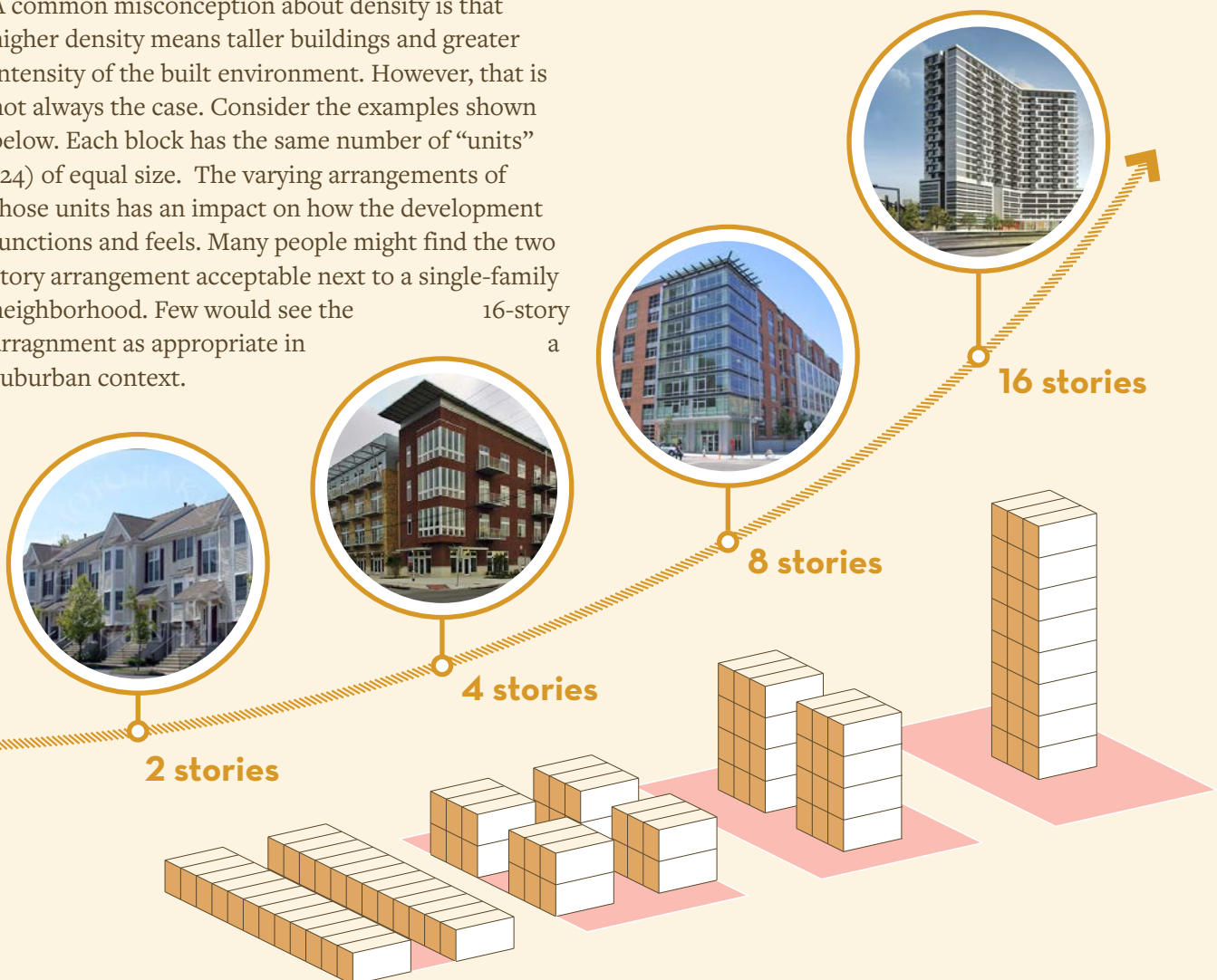
Density measures the concentration of people or buildings in a defined area. In a regulatory sense, most discussions about density are about residential density, or the number of dwelling units allowed in a given area. For growing municipalities where developable land is limited, increasing permitted density is one of the best tools planners have for accommodating population growth. However, it is usually met with pushback because both the public and decision makers have different ideas about what density is and what it looks like.

What does density look like?

A common misconception about density is that higher density means taller buildings and greater intensity of the built environment. However, that is not always the case. Consider the examples shown below. Each block has the same number of “units” (24) of equal size. The varying arrangements of those units has an impact on how the development functions and feels. Many people might find the two story arrangement acceptable next to a single-family neighborhood. Few would see the arrangement as appropriate in suburban context.

These examples illustrate that **density is not a reliable indicator of how a particular place feels** or what types of homes will be built on the site.

It also does not necessarily reflect the number of people living in an area, or the amount of activity it sees. Density is just one of many factors that affect the character of a neighborhood. Other factors include: land use mix, building size, lot coverage, street layout, and streetscaping. Thus, it is possible to increase density in a variety of ways in tandem with other design tools to fit the context and character of a particular community.



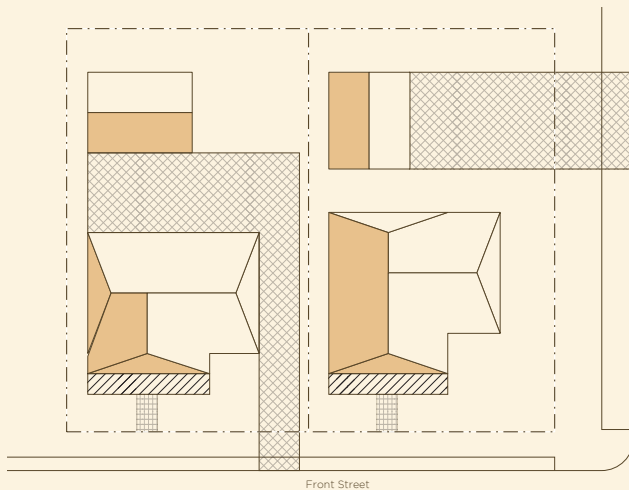
their race as Asian.

MORRISTOWN: CONTEXT SENSITIVE DESIGN CASE STUDY

In 2018, Morristown, New Jersey adopted a new zoning ordinance that included the opportunity for property owners in some traditionally single-family residential neighborhoods to build context-sensitive multi-unit developments. The housing typologies below were designed with specific lot and building standards to ensure

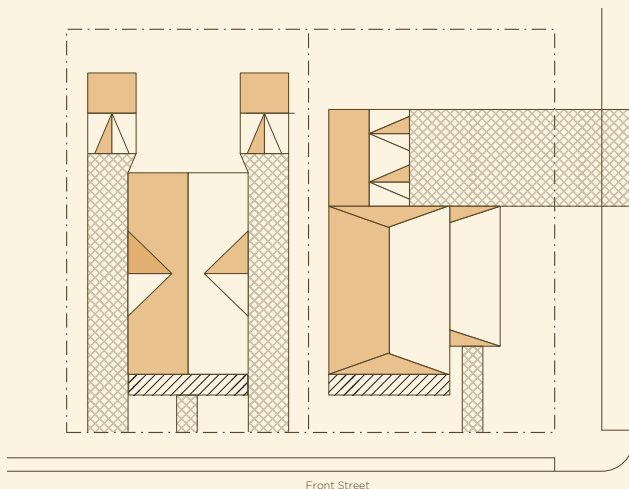
Accessory Dwelling Unit (ADU)

A secondary building that is clearly subordinate to a primary building. The ADU may be part of the same structure, detached dwelling, or located above a private garage on the same lot.



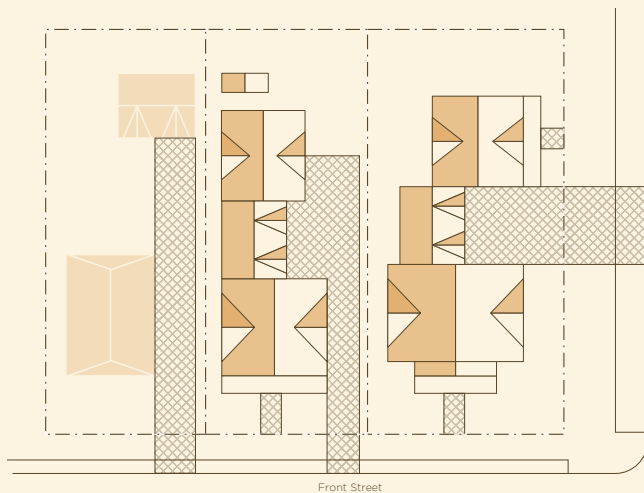
Two Unit Semi-Attached

A residential building originally designed to be separate residences for two separate and distinct families, each of which has direct access to the outside. Such structures shall have the exterior appearance of a single family dwelling house. Subdivision of a single-family home into two units does not qualify a building as a two-unit semi-attached building.



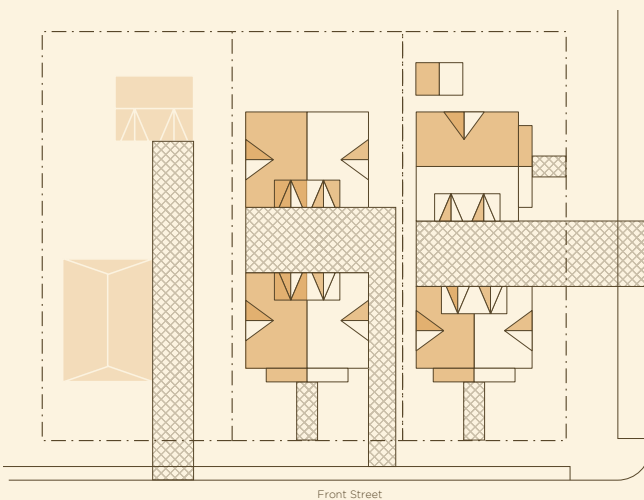
Two- or Three-Unit Houseplex


Two separate structures occupying the same lot. Together the two buildings are designed to be occupied by two or three families. The street frontage is designed to reflect the scale of a single-dwelling house to blend with neighborhood context. The rear unit is designed to be the smaller of two structures and shall only be occupied by one family.



Four-Unit Townhouse Cluster

Two separate structures occupying the same lot. Together the two structures are designed to be occupied by four families. The street frontage is designed to reflect the scale of a single-dwelling house to blend with neighborhood context. The rear shall not exceed the size and scale of the street-facing structure.





and bike connections are just as important as car connections, allowing people to treat these areas like neighborhoods.

- **Have a relationship with its context:** the edge of a multi-unit development is often the part of the development that most people see. Unfortunately, these edges are often very different than the edges of its surrounding context. Often, setbacks are much larger; there may even be densely wooded buffers and even fencing. The buildings that front onto these edges rarely have any relationship to the street. Improving these conditions will help further integrate these developments into the community.
- **Consider alternative building types:** recent multi-unit developments in Cherry Hill have mostly focused on 3- to 5-story apartment/condominium buildings. However, there is likely demand for alternative building types, including townhomes and stacked townhomes. These alternative types have the potential to be built in similar densities to the larger structures and could be better integrated into surrounding neighborhoods.
- On larger developments, use **multiple building types:** Many multi-unit developments include only one building type. This is often done to meet financial demands. However, in larger developments, the inclusion of more than one development type create better opportunities to line streets and connect these developments to their context.
- **Create usable open space:** some recent multi-unit developments have included open space that

is either too small to be used or serves another function, such as a retention pond. When open space is created, it should be usable.

Action 10: Use form-based codes

Form-based codes are a new regulatory tool that has arisen in the past 20 years to respond to many of the issues that Cherry Hill currently faces. Traditional “Euclidean” zoning only controls for a limited number of use and bulk issues. When lots are non-traditional or zoning is too permissive, **new construction or renovation can lead to homes that feel out of character with the neighborhood.**

Form-based codes, on the other hand, address the massing of buildings, the relationship between buildings and the public realm, and the scale and types of streets and blocks. As a result, they often **produce a more predictable result** that is more in-line with the existing character of the neighborhood.

In New Jersey, typically full form-based codes are adopted in areas in need of redevelopment and rehabilitation. However, elements of form-codes can be integrated into the zoning ordinance. Moreover, form standards can serve as design guidelines that can help shape neighborhoods.

HOUSING POLICY NEIGHBORHOOD SAMPLE IMPLEMENTATION CHART

This chart provides an overview of the aforementioned housing actions that could be considered for implementation in the neighborhoods identified at the beginning of this policy, which can only be initiated and/or completed through additional public outreach with those identified neighborhoods. This process would require the Township to work with residents and experts in land use and housing to identify which, if any, of the actions identified in this policy are appropriate for each of the neighborhoods.

Figure 21. Housing Policy Neighborhood Sample Implementation Chart

	Pattern Book	Mid-Century Highlight	Advertise Abatements	Rehab Designation	Commercial Enroch.	Enforce Restrictions	Alternative Multit-Unit	Form-Basd Codes
heterogeneous pre-war	Still Park							
	Hinchman							
	Woodland							
	Kenilworth							
	Barlow							
	Delwood							
	Ashland							
	Ashland Village							
	Batesville							
homogenous post-war	Kingston Estates							
	North Erlton							
	Windsor Park							
	Knollwood							
	Cherry Hill Estates							
	Cooper Park Village							
	Kingsway Village							



POLICY 04: UNIFY LAND USE AND TRANSPORTATION POLICY

RELATIONSHIP TO MASTER PLAN GOALS AND OBJECTIVES

Transportation Objective 3: Promote transportation management strategies to balance land use and the capacity of existing roadways, encouraging intra-township travel.

Land Use Objective 1: Land uses in Cherry Hill will support and be supported by an integrated multi-modal transportation network.

Economic Development Objective 4: Improved transportation service and technology will be leveraged to provide Cherry Hill's residents and workers better access to employment and regional services.

QUICK REFERENCE GUIDE

- **Action 1: Encourage Transit Oriented Development (74)**
- **Action 2: Continue Implementing Bicycle and Pedestrian Master Plan (77)**
- **Action 3: Connect Commercial Areas and Residential Neighborhoods (77)**
- **Action 4: Connect commercial areas to multi-modal transportation (78)**
- **Action 5: Improve multi-modal connections between large commercial areas and the region (78)**
- **Action 6: Improve coordination between land uses and transportation infrastructure along major corridors (78)**
- **Action 7: Undertake a Township Wide Traffic Study (79)**



BACKGROUND

Transportation connects us to our destinations such as our homes, workplaces, entertainment, dining, retail, and medical services. **Unified land use and transportation policies are crucial for creating high-quality places** because one cannot function without the other. We cannot reach our destinations without the use of transportation networks, and we cannot construct easily accessible places if we do not first identify the transportation repercussions.

A unified land use and transportation policy should focus on how **the location of land uses can create maximum functionality and accessibility using existing and planned transportation systems.** TOD, or transit-oriented development, will be one tool. Using TOD principles, the Township of Cherry Hill can lessen the burden on existing transportation systems by providing better options for alternatives to personal vehicles by locating housing, shopping, and offices near other transportation networks such as bus lines or the PATCO high-speed rail.

Connecting land uses and transportation will also have the largest impact on creating a sustainable future for Cherry Hill. The transportation systems that the Township relies upon are necessary because uses are spread apart. Homes are far from businesses, and workplaces are far from shopping, dining, and entertainment. By adopting land use patterns that support walking, biking, bus, and other alternative modes of transportation, the Township can lessen residents' reliance on vehicles, creating a safer and cleaner environment.

ACTIONS

Action 1: Encourage Transit Oriented Development

Transit-Oriented Development (TOD) provides residents, workers, and visitors access to major mass-transportation nodes. Typically, it manifests as **compact, mixed-use development** within an easy walk of a transit station, although there are examples of transit-oriented development that include a single land use, like residential or office.

The Township has **two major opportunities for TOD**: PATCO's Woodcrest Station on PATCO and NJ Transit's Cherry Hill Station on the Atlantic City line. In July of 2018, the Township published a study on how to improve transit-oriented development at the Woodcrest Station. That plan makes several recommendations centered around improving multi-modal access to the station. It is the recommendation of this report that the Township follows through with those recommendations and apply for grant funding to implement these major changes.

The area in and around the Cherry Hill stop along the Atlantic City Line is another opportunity. Currently, it is buried behind a big-box strip-mall development anchored by a large grocery store. However, the station has incredible potential. The City of Philadelphia is planning substantial investments around 30th Street Station that will make the area a major job hub along the northeast corridor. (For more information, see "**30th Street Station District Plan: A Major Opportunity for Cherry Hill?**"). With direct train access to 30th street, Cherry Hill has the unique opportunity of providing workers with quick access to employment opportunities in the area while still allowing them to enjoy a premier suburban lifestyle. Moreover, the station is located adjacent to the Garden State Park. Specific recommendations for how to leverage these and other opportunities, such as a major redevelopment in the area with a residential component, are made in the "**Golden Triangle**" section of the "**Plans for Places**" element of this Master Plan.

30TH STREET STATION DISTRICT PLAN: A MAJOR OPPORTUNITY FOR CHERRY HILL?

The Philadelphia 30th Street Station District Plan is a collaborative two-year joint planning effort to produce a single, integrated long-term vision for growth and development in the area surrounding 30th Street Station along the western bank of the Schuylkill River.

The location of development at a regional mass transportation hub provides a significant probable future for the Cherry Hill New Jersey Transit Station (CRH), which directly connects to 30th Street Station via Amtrak. Should the 30th Street Station district become an employment hub, the attractiveness of reaching the new district via alternative means of transportation could make The Cherry Hill New Jersey Transit Station the premiere transit station for Southern New Jerseyans traveling to Philadelphia.

The appeal of the Transit Station is further magnified by the probability that motor vehicle transportation costs will continue to rise, along with traffic congestion as the region continues to grow. The average American family now spends 50% of its income on housing and transportation costs, and oil prices will likely continue to prove volatile. Furthermore, a lack of reliable federal, state, or county funding sources will continue to exacerbate traffic congestion and deteriorating road infrastructure. It is crucial to understand what modes of transportation will be the most cost-effective to meet the Township's transportation needs into the future. The Township will need to focus on providing transit options, to not only accommodate more travelers, but to foster economic vitality for local businesses, which largely rely on easy consumer access.

Figure 22. 30th Street Station District



Source: philly.curbed.com

WHAT IS DRIVING TRANSIT ORIENTED DEVELOPMENT IN THE REGION?

More people in the millennial and baby boomer generation are demanding walkable urban places with easy access to regional employment.

The Delaware Valley Regional Planning Commission (DVRPC) reports that “50 percent of millennials prefer living where there are lots of places to walk nearby, such as shops, cafes, and restaurants. Furthermore, millennials reported using public transportation more than any other generation.”¹³

They provide housing options for those who cannot or do not want to live in single-family homes.

Single-family homes require constant maintenance and are often too big for smaller households, such as “empty nesters.” The rise in transit-oriented development coincides with an increased demand for multi-family housing, especially rental housing, that allows people to dedicate fewer resources to living.

They generate more municipal revenue and place less demand on municipal budgets than single-family development.

According to New Jersey Future’s analysis of development in Brunswick and Morristown, “denser development requires a lower investment from the government in infrastructure (assuming that it is provided by the public sector) and ongoing maintenance and services. Furthermore, after completion, denser development projects in downtown areas typically pay more property taxes per acre. When lower costs and higher revenues combine, as they often do for denser development projects, local governments enjoy a fiscal advantage.”¹⁴ Typically, the largest expense to municipalities are the school children generated by new residential development. A highly regarded and widely cited study in 2006 published by the Bloustein School of Planning & Public Policy at Rutgers University noted that TOD

development only produced .02 public school children for each unit and that multi-family only produced .13 children per unit. According to this research, a transit-oriented development that has 100 units would only produce 2 children while a multi-family development would only produce 13. The same number of single-family homes would produce between 58 and 108 children, depending on the size of the home.¹⁵ This further reinforces the fiscal benefit of adding new residential units in multi-family buildings, especially when they are located near transportation assets.

Transit Oriented Developments reduce traffic. As one would expect, when development is designed to take advantage of transit it reduces the number of trips that people have to make by car. Of particular concern to many residents is the number of trips that get generated during peak traffic times (morning and evening commuting times). A survey of TODs by Robert Cervero that included projects in New Jersey as well as other parts of the nation found that “transit-oriented apartments average around one half the norm of vehicle trips per dwelling unit. The rates varied, however, from 70-90 percent lower for projects near downtown to 15-25 percent lower for complexes in low-density suburbs.”¹⁶ Thus, context impacts the number of reduced trips, but trips were always reduced.

They are being supported by transit agencies.

When municipalities increase the concentration of development around a transit resource, they start to generate more riders which helps provide revenues to the transit agency. This helps transit agencies justify increased investment in local transit. The result is a positive cycle of improved investment and improved service.

¹³ *Building on Our Strengths: Evaluating Transit-Oriented Development (TOD) Opportunities in Greater Philadelphia.* Delaware Valley Regional Planning Commission. March 2017.

¹⁴ New Jersey Future. *Financial Benefits of Density in Two New Jersey Downtowns.* www.njfuture.org/wp-content/uploads/2011/11/Financial-Benefits-of-Density-in-Two-New-Jersey-Downtowns-7-11-Intern-report.pdf. July 2011.

¹⁵ Listokein, David and Ioan Voicu, William Dolphin and Matthew Camp. *New Jersey Demographic Multipliers: The profile of the Occupants of Residential and Nonresidential Development.* Center For Urban Policy Research; Edward J. Bloustein School Of Planning & Public Policy; Rutgers, The State University Of New Jersey. August 2006.

¹⁶ Cervero, Robert. *Vehicle Trip Reduction Impacts of Transit-Oriented Housing.* Journal of Public Transportation. September 2008.

Action 2: Continue Implementing Bicycle and Pedestrian Master Plan

The Township should continue to implement the Bicycle and Pedestrian Master Plan. The implementation of that plan is critical for the fulfillment of many of the land use recommendations made in this report, especially those in the following policies:

- Make major corridors more attractive and habitable
- Make Cherry Hill's commercial centers as attractive as its residential areas
- Implement a comprehensive housing strategy that preserves strong neighborhoods, guides transformation of changing neighborhoods, and identifies locations for new residential development

Action 3: Connect Commercial Areas and Residential Neighborhoods

When there are pedestrian, bicycle, and transit connections between commercial areas and residential neighborhoods, **they can be transformed into vibrant, dynamic places that greatly improve the day-to-day lives of residents.**


Bicycle and pedestrian infrastructure improvements between neighborhoods and commercial areas will effectively stretch the garden-suburban character from neighborhoods along improved pathways into commercial areas and make commercial areas more habitable and enjoyable.

The key for linking commercial and residential areas will be for the Township to build **a comprehensive pedestrian and bike network that creates safe and enjoyable pathways** between neighborhoods and local-serving commercial centers. These networks should be designed with pedestrian safety and comfort in mind. Amenities that should be included along

Figure 23. Commercial Areas with high-quality bike access



Source: bike.foreverbluegear.com



pedestrian and bicycle pathways where appropriate include:

- Street trees and shrubs to provide shade for pedestrians and to create a buffer between the sidewalk/pathway and roadway
- Pedestrian-scale lighting to increase safety and ease of travel in the evening
- Benches to provide a place for rest and relaxation
- Water fountains to provide drinking water and reduce the need to travel with personal drinking bottles
- Trash receptacles to reduce waste and litter

For a detailed description of the physical improvements that should be undertaken to connect commercial and residential areas see “**Build a comprehensive pedestrian network**” and “**Build a comprehensive bike network**” as well as the Bicycle and Pedestrian Improvement Master Plan.

Action 4: Connect commercial areas to multi-modal transportation

Improved access to transit services such as trains, bus lines, and ride-sharing has long been seen as a key tool for successful commercial revitalization because greater ease of access results in more patrons. From a placemaking perspective, commercial centers that are connected to multi-modal transportation access points such as bus stops, bus depots, or train stations should be encouraged to provide amenities for patrons utilizing transportation services such as benches and tables, publicly accessible restrooms, bike racks, and trash receptacles. Landscaping and hardscaping should also be heavily encouraged to tie the transit stop to surrounding development cohesively. For a discussion on the economic benefits of providing multi-modal transportation access, see “**Combine Current & Improved Transit Service with Driverless Transportation Technology.**”

Action 5: Improve multi-modal connections between large commercial areas and the region


Cherry Hill is a regional commercial center, providing important services to large portions of South Jersey. This is one of the reasons why traffic is so disproportionate in Cherry Hill: the Township sees more people coming into the Township than people who actually live there. **Currently, driving is the only high-quality transportation option for accessing these centers.** Should this condition continue, it will only exacerbate traffic issues throughout the Township.

The Township can address this issue by providing improved bus stops at areas near the centers, working with NJ TRANSIT to identify “last mile” solutions (like shuttles) that connect rail stops to these centers, and providing bicycle infrastructure along roads that connect these centers to regional transit. There may also be opportunities to “**Leverage Driverless Transportation Technology to improve internal and regional connectivity.**”

Improving these connections is in line with changes to the way that people are shopping. Increasingly, retailers are looking at opportunities to provide shopping experiences where customers shop in their stores and have things delivered to their home or businesses. Equally important, **major commercial centers are more than just places to shop.** They are also major employment centers in the region. Ensuring these workers have stable options to access work will help ensure Cherry Hill maintains its stature as a premier regional commercial center.

Action 6: Improve coordination between land uses and transportation infrastructure along major corridors

This Land Use Element includes a **Make Major Corridors More Attractive and Habitable** policy. That policy is based on a fundamental need to improve the relationship between land use policy and



transportation policy. In addition, the Circulation Element of the Master Plan makes a number of recommendations for both Route 38 and Route 70. The corridor plans recommended in the **Create Corridor Plans** policy of this element would be excellent opportunities to update the recommendations made in the Circulation Element and to reconcile them with the recommendations made in this element and any State-level plans.

Action 7: Undertake a Township Wide Traffic Study

Traffic is seen as one of the largest detractors from the quality of life in Cherry Hill, with congestion impacting roadways on a daily basis. Residents often attribute this to increased land development within the Township. However, Cherry Hill's roads are traversed by many commuters who will not stop in the Township, but simply pass through. Routes 38 and 70 are major East-West corridors that connect municipalities to the East with Camden and Philadelphia. North-west corridors—including Cuthbert Boulevard, Haddonfield Road, Kings Highway, and Springdale Road—are heavily traversed and provide connections to popular destinations in neighboring Collingswood, Haddonfield, Voorhees, Maple Shade, and Moorestown, among others. Thus, **much of the traffic that residents see in the Township is outside of the control of the municipality** and not necessarily triggered by new development in Cherry Hill.

Traffic Study

To better understand the origination of vehicles, and the causes of roadway congestion in Cherry Hill, a comprehensive traffic study should be conducted. This study should focus on understanding what traffic is local (residents traveling between destinations within the Township, people traveling into the Township to shop or work, or residents commuting out of the Township) and what is regional (non-

residents driving through the Township to reach other destinations). The study should focus on major corridors and intersections, as well as those local roadways that feed key destinations such as parks and local commercial areas. A similar study was conducted in Morristown, NJ (see **Morristown Traffic Study**). The study resulted in a better understanding of traffic origins and destinations, the impact of traffic, and where roadways could be improved to have the largest impact on traffic flow. The study also improved pedestrian and bicycle transportation networks.

Development Impact Model

This understanding of traffic patterns and causes of congestion should be used to inform future land use decisions. A traffic model based on accurate traffic study data will be able to predict system-wide traffic impacts on roadways more accurately. This will allow the Township to calculate the true impact on roadways that a particular development will have, which will help reduce controversies surrounding new development. For example, the model would predict how many vehicles will be added to a particular roadway if a school is constructed. This model will allow the Township to better gauge if development will ultimately harm service levels on a roadway beyond an acceptable level.

County and Local Support

Data collected from the traffic analysis will also be useful for partnerships with the county and the NJDOT. The Township can provide data to county and state level transportation organizations showing the true impact on Cherry Hill of traffic traveling on county and state roadways that originates outside of the Township. This places the Township in a position of strength to advocate for greater levels of planning and construction assistance on roadway projects. The Township may also want to advocate for partnerships with surrounding municipalities to reduce traffic impacts that developments can have across municipal boundaries.

MORRISTOWN TRAFFIC STUDY

Cherry Hill would not be the first municipality in New Jersey to conduct a detailed study of traffic patterns in order to better connect land use and transportation policy. The Morristown *Moving Forward* zoning master plan update, completed in 2014, recommended a comprehensive review of traffic and congestion issues in the town. In 2016, the Township Council approved \$300,000 to conduct a traffic analysis. The Township-wide analysis was made possible by monitoring vehicles navigating intersections as well as the use of anonymized tracking of motorists' phones from a company called StreetLight. This allowed for a robust picture of the causes of traffic throughout the municipality and gave the consultants the information they needed to understand how much of traffic was driven by local land uses, which was estimated to be less than 10%.

To collect data for the project, traffic was counted at 30 locations and included the number of vehicles,

pedestrians and bicyclists, turning movements, and origins and destinations of travelers. Beyond a better understanding of traffic, the plan provided recommendations that included: 41 improvements to intersections, 33 new crosswalks at intersections, the creation of two bicycle corridors, and other improvements intended to improve traffic flow for all modalities. Computerizing all this information will also allow the town to predict the traffic impact of new development projects, a major advance in future land use planning.

This study resulted in an understanding of where the traffic is going, where it is coming from, how roadways can be improved, and what impacts new development would have on traffic patterns. The study also improved pedestrian and bicycle transportation networks.

POLICY 05: EMBRACE “GARDEN” SUBURB HISTORY AS A FOUNDATION FOR MAKING CHERRY HILL A SUSTAINABLE SUBURB

RELATIONSHIP TO MASTER PLAN GOALS AND OBJECTIVES

Population and Housing, Objective 1: Preserve and enhance the existing housing stock.

Community Facilities and Utilities, Objective 2: Support growth and redevelopment with adequate infrastructure, without creating an adverse impact on the natural environment.

Historic Preservation, Goal: Preserve & enhance the cultural, historical, and archeological resources that reflect the significant elements of the Township.

Land Use, Goal: Create a 21st century suburb where a diversity of residents enjoy high-quality neighborhoods, vibrant commercial areas, and multi-modal access to land uses Township-wide.

QUICK REFERENCE GUIDE

- **Action 1: Continue to implement the “Roadmap to our Future” (82)**
- **Action 2: Encourage Compact Development Near Transit (82)**
- **Action 3: Create a Blacktop to Landscaping Program (82)**
- **Action 4: Require a Green Design Checklist to be Submitted as Part of the Development Application (83)**
- **Action 5: Develop More Sustainable Parking Lot Design Standards (83)**



BACKGROUND

Cherry Hill is filled with quintessential residential communities that embody many of the principles of the romantic suburb, neighborhood planning, and garden city planning that came to define suburban communities of the Pre-war era. One of the key provisions of each of these planning movements is the **integration of landscaping into the fabric of the community**. In fact, the design of many of the neighborhoods in Cherry Hill is rooted in the work of Frederick Law Olmsted who designed the first “model suburban neighborhood” in Riverside, Illinois.

In Cherry Hill, high-quality lush green spaces were integrated throughout the fabric of the Township: streets were lined with trees, front and back yards were ample, and neighborhoods were often anchored by schools, parks, or other municipal amenities. This ample provision of vegetation and green space was one the Township’s major attractions.

The planning principles that Cherry Hill was founded upon were all attempting to **establish a better relationship between the city and nature**. Cherry Hill should embrace this history, and work to reinterpret what it means in the 21st century to have a suburb that supports and is supported by its natural environment.

Action 1: Continue to Implement the “Roadmap to our Future”

In 2016, the Township published “*Roadmap to Our Future*” a blueprint for building a more sustainable Township. The Report identified themes, along with strategies for each. The following strategies are particularly relevant to the Land Use Element and should continue to be supported by the Township:

- Achieve the master plan expectations for open space acquisition and incorporate alternative transportation trails/paths into those corridors that can connect neighbors and businesses without the need for vehicles.

- Implement improvements to support safe streets and encourage multi-modal transportation based on the Township’s Complete Streets Plan and Bicycle and Pedestrian Master Plan.
- Make multi-modal transportation options more available and safer for use by all forms of transportation. Develop a program of bike and pedestrian safety instruction to be delivered in multiple venues and to multiple audiences on a regular basis (including automobile users). Work with the county, schools, and local groups such as cyclists and trail users to expand delivery.


Many of these issues are addressed in the **Unify Land Use and Transportation** Policy of this element.

Action 2: Encourage Compact Development Near Transit

One of the biggest contributors to greenhouse gas emissions are privately owned vehicles. One of the best strategies that Cherry Hill can implement to reduce these emissions is to encourage new development to occur in compact, mixed-use, and walkable communities that are near transit. More information about how Cherry Hill should encourage this kind of development can be found in “**Encourage Transit Oriented Development**” action in the “**Unify Land Use and Transportation**” policy of this element.

Action 3: Create a Blacktop to Landscaping Program

The Township should consider developing a program that would allow properties to convert underutilized surface parking into landscaped areas. This program should be coordinated with the “**Reduced Parking Allocation Approval**” recommendations found in the “**Make Cherry Hill’s commercial centers as attractive as its residential neighborhoods.**” Increased landscaping has the potential to increase property values, which the Township could abate for a short time to reduce the impact on property owners.



Action 4: Require a Green Design Checklist to be Submitted as Part of the Development Application

In New Jersey, Municipalities cannot place restrictions that would exceed the Uniform Construction Code. This prevents municipalities from requiring many of the regulations stipulated in LEED for New Construction as a requirement of site plan approval. Municipalities can require that applicants complete a LEED checklist as part of their application packet. This requirement encourages developers and architects to think about sustainability issues early in the process and allows for such issues to be highlighted throughout the application process.

Action 5: Develop More Sustainable Parking Lot Design Standards

Surface parking is one of the land uses that can have one of the strongest negative impacts on a community.

Long-term community sustainability is dependent upon human, environmental, and economic health.

Surface lots break up the pedestrian experience and can isolate buildings in a sea of asphalt, creating an unpleasant environment for visitors, which can harm human and economic health and vitality. Parking lots are often designed with only cars in mind, making the user experience for other modes, such as bikes and pedestrians, unfavorable and even dangerous. Additionally, they can contribute to the urban heat island effect and increase flooding and stormwater management problems due to their dark, impervious surfaces, negatively impacting a community's environmental health.

The Township should consider adopting a **flexible but aggressive set of parking standards** for large development parking lots that will diminish their negative impact on the environment. Standards can be modeled on Leadership in Energy and Environmental Design (LEED) and other environmental standards which recognize that all sites are not the same, and thus a uniform set of standards is impractical. Instead, these programs use a point system. Applicants can

score points in a variety of ways, which allows them to find the right solution for their site. Nonetheless, they must score a minimum number of points to be approved, which helps ensure that their overall design is sustainable. A sample of this type of ordinance is presented in the “Best Practices in Promoting Sustainability at the Municipal Level,” developed by the North Jersey Transportation Planning Authority as part of their Emerging Centers Program.



POLICY 06: CONTINUE TO ENSURE EQUAL ACCESS TO MUNICIPAL SERVICES

RELATIONSHIP TO MASTER PLAN GOALS AND OBJECTIVES

Community Facilities and Utilities, Goal: Provide excellent community facilities and utilities to meet the need of all Township residents and businesses, as well as enhance the overall community.

Land Use, Goal: Create a 21st century suburb where a diversity of residents enjoy high-quality neighborhoods, vibrant commercial areas, and multi-modal access to land uses Township-wide.

QUICK REFERENCE GUIDE

- **Action 1: Ensure equitable distribution of civic and recreational facilities (85)**
- **Action 2: Connect civic and recreational facilities with multi-modal transportation opportunities (85)**



BACKGROUND

Cherry Hill covers almost 24 square miles of Camden County, and during peak traffic times it can take thirty to forty-five minutes to drive across the municipality. This requires that careful planning of community facilities be done to ensure that residents have access to the services they need. As noted in the Community Facilities Element of the Master Plan, the Township's overall goal is to "provide community facilities and services for all areas of the community."

While ensuring facilities are provided throughout the community is an important task, the Township should also consider consolidating civic and recreational facilities in a centralized location. This can reduce maintenance and upkeep costs as older facilities deteriorate. Thus, a *Plan for Place* has been dedicated to the design of a new municipal center on Kings Highway. This municipal center meets a currently unfulfilled need for more space and upgraded facilities for municipal offices, court functions, and police. The Kings Highway Office Park provides the space for constructing new facilities for various departments such as public works and police, a separate building for municipal court, and a community center or other recreational opportunity. The centralized location on Kings Highway will be more easily accessible to residents and should be reachable by many different types of transportation options. The municipal complex would also directly connect to the existing public library. For the full proposal, see the "*Kings Highway Office Park Plan*" within the *Plans for Place Element*.

ACTIONS

Action 1: Ensure equitable distribution of civic and recreational facilities

The Community Facilities Element of the Master Plan states that the Township's overall goal is to "provide community facilities and services for all areas of the community." To that end, civic and recreational

facilities should be located throughout the Township so that they are close to employment clusters and residential neighborhoods. **A variety of facilities are also important to appeal to different demographics and age groups and provide opportunities for exercise, lifelong learning, and socialization.**

One measure for distribution of facilities can be taken from the US Green Building Council, the organization that administers the LEED program. As part of this program, a neighborhood design can be LEED certified. In order to receive a credit toward LEED certification, a neighborhood can provide "access to recreation facilities" which they define with the following requirement: "locate or design the project so that a publicly accessible outdoor recreation facility of at least 1 acre (0.4 hectares) in area, or a publicly accessible indoor recreational facility of at least 25,000 square feet (2325 square meters), lies within a ½-mile (800-meter) walking distance of 90% of new and existing dwelling units and nonresidential use entrances."¹⁷

Action 2: Connect civic and recreational facilities with multi-modal transportation opportunities

Multi-modal transportation opportunities ensure that all residents have the ability to access civic and recreational facilities. **Residents should be provided with the choice, and ability, to drive, walk, bicycle, or take a bus to civic and recreational destinations throughout Cherry Hill.** The Township "*Complete Streets Plan*" and "*Bicycle and Pedestrian Master Plan*" are documents that should be leveraged to encourage and support multi-modal transportation access to parks, ball fields, libraries, theaters, and all other civic and recreational facilities.

POLICY 07: EDUCATE

¹⁷ LEED ND: "Access to Recreation Facilities." Accessed July 27, 2018. <https://www.usgbc.org/credits/neighborhood-development-plan-neighborhood-development/v4-draft/npdc10>.



RESIDENTS ABOUT KEY LAND USE TOPICS

RELATIONSHIP TO MASTER PLAN GOALS AND OBJECTIVES

Land Use, Goal: Create a 21st century suburb where a diversity of residents enjoy high-

quality neighborhoods, vibrant commercial areas, and multi-modal access to land uses Township-wide.

QUICK REFERENCE GUIDE

- **Action 1: Hold Workshops to Educate Residents on Key Land Use Topics (87)**



BACKGROUND

Less than 10% of respondents to a master planning survey were confident that they could explain any of the following:

- How New Jersey Affordable Housing requirements impact Cherry Hill
- The role of the State and County in managing roads within Cherry Hill
- How zoning is used to shape the look and feel of Cherry Hill
- The benefits and drawbacks of using Redevelopment to further Township goals

Between 20% and 35% were somewhat confident, depending on the topic. This was reflected in the project teams' experiences during public meetings. Residents were very well informed about what was happening in the Township. This "local knowledge" infused this master plan with a deep understanding of the lived experiences of residents. However, **many residents lacked a detailed understanding of key issues** related to legal requirements, state and county roles in shaping Township conditions, redevelopment, and the like.

This low level of familiarity with important topics is likely adding to confusion and exacerbating the amount of misinformation in the public discourse.

ACTION

Action 1: Hold Workshops to Educate Residents on Key Land Use Topics

The Township should hold workshops that are designed to educate residents on key issues related to housing, mobility, placemaking, and redevelopment, among other issues. This master plan provides a wealth of information regarding the current conditions in Cherry Hill, and the Township has already made presentations on the existing conditions. Much of this work could be repurposed as part of these workshops.

However, the recommendations in this master plan will likely raise additional questions. In response, the plan includes several "spotlights" which are intended to provide additional background information to help residents understand the recommendations. By creating topic-specific workshops, the Township can delve deeper into the issues and help residents understand the policies and actions in this report. Without this education, it is likely that the Township will encounter resistance during implementation and/or will have to undertake this education each time a new action is implemented.



CHERRY HILL MASTER PLAN

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Future Land Use

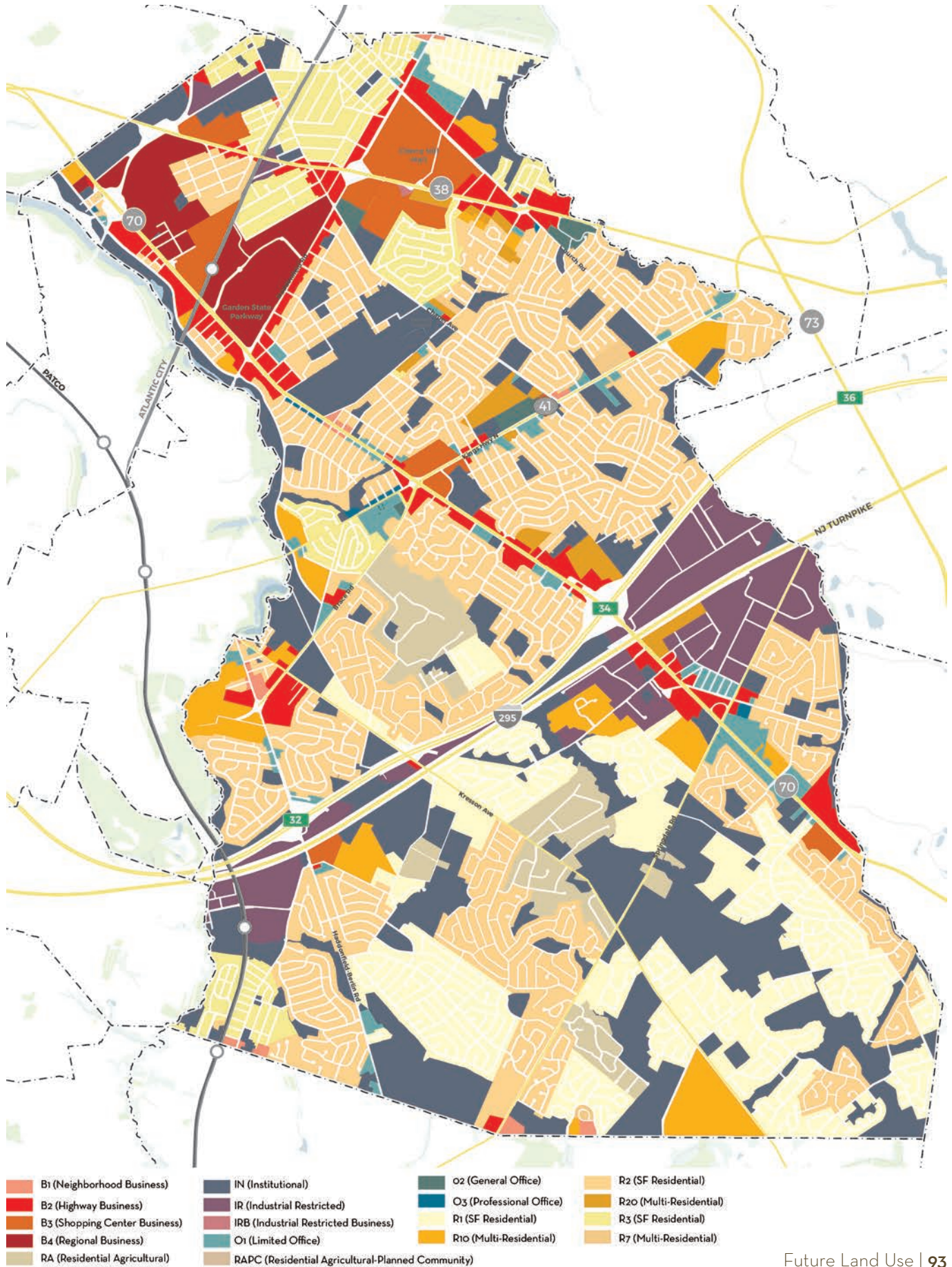
L A N D U S E



FUTURE LAND USE MAP

The Future Land Use Map (*Figure 24*) is a visual representation of the changes to zone boundaries or zoning of parcels in the Township made by the recommendations within the *Land Use Element, Zoning Memorandum*. The recommendations made within the Future Land Use Map should ultimately be implemented through a Zoning Ordinance update.

Figure 24. Future Land Use Map





CHERRY HILL MASTER PLAN

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Zoning Memorandum

L A N D U S E



EXISTING LAND USE AND ZONING

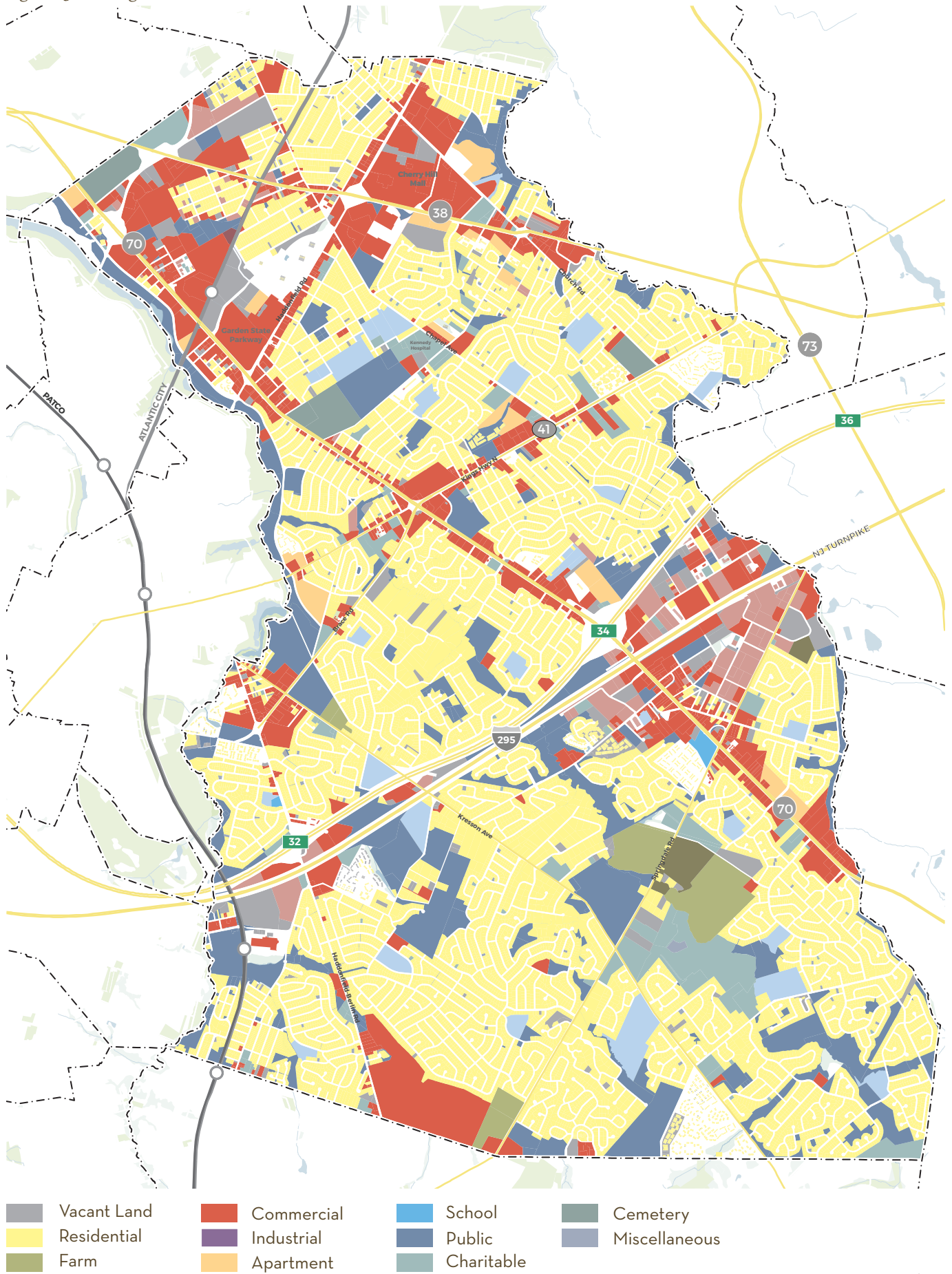
The following subsections provide an overview of the Township's existing land use and zoning.

Existing Land Use

There is a total of approximately 27,242 (this is from the MODIV parcel layer) parcels within Cherr Hill Township. Of these parcels, 87.9 percent of all parcels (or 23,908 parcels) are Class 2 (Residential) parcels. Other land use classes within the Township include: Class 1 (Vacant); Class 3A (Farm – Regular); Class 3B (Farm – Qualified); Class 4A (Commercial); Class 4B (Industrial); Class 4C (Apartments); Class 5A (Class I Railroad); Class 6A (Class II Railroad); Class 15A (Public School Property); Class 15B (Other School Property); Class 15C (Public Property); Class 15D (Church & Charitable Property); Class 15E (Cemeteries & Graveyards); and Class 15F (Other Tax Exempt).

The extent of these property classes are summarized in *Figure 25*.

Figure 25. Existing Land Use



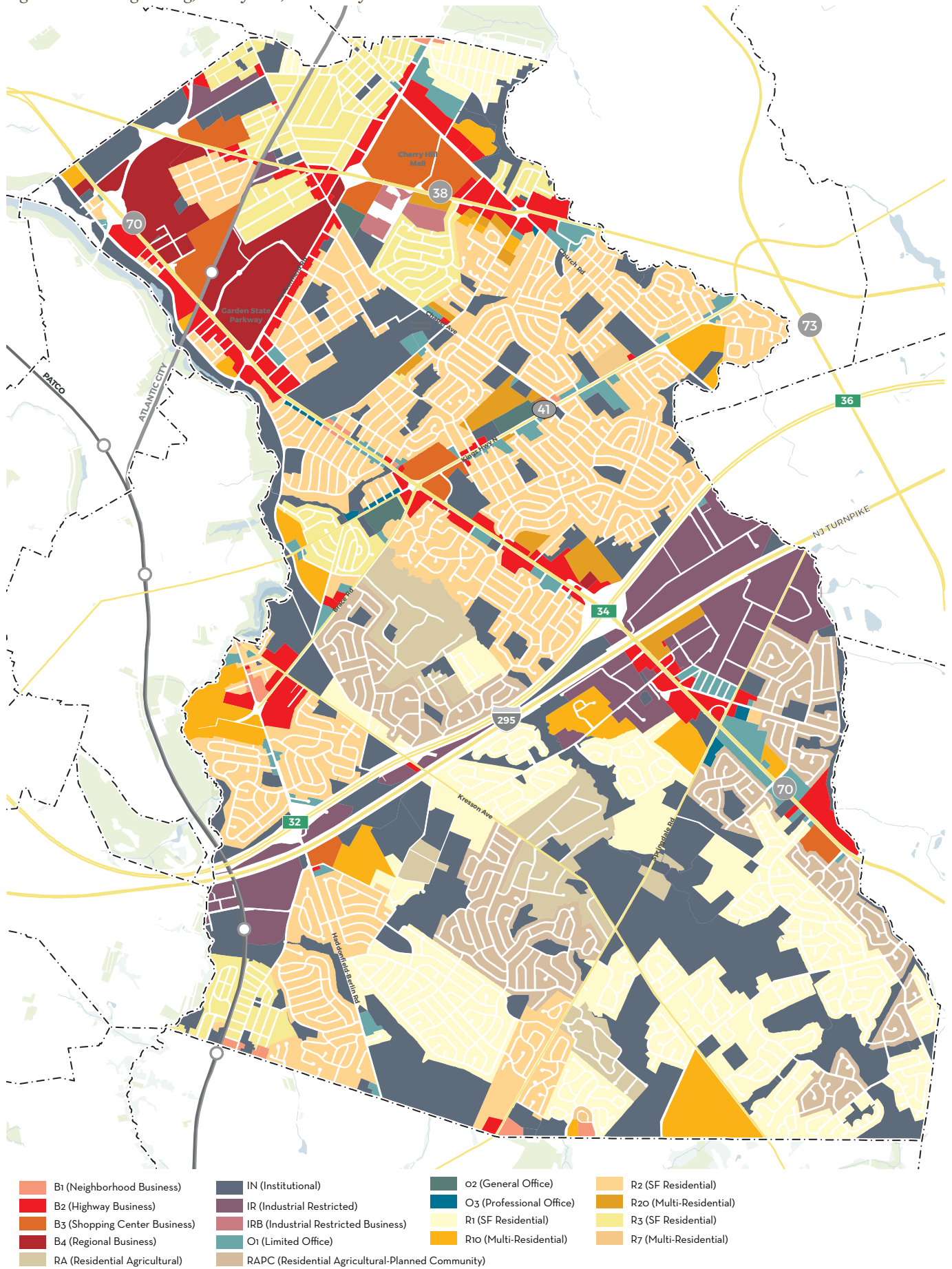


Existing Zoning

Cherry Hill Township currently contains eighteen (18) distinct zoning districts, including eight (8) residential zones, three (3) office zones, four (4) business zones, two (2) industrial zones, and one (1) institutional zone. There are six (6) overlay zones and eleven (11) designated areas in need of rehabilitation and redevelopment.

The extent of these zones are summarized in *Figure 26*.

Figure 26. Existing Zoning, Cherry Hill, New Jersey





DESCRIPTION OF EXISTING ZONING DISTRICTS

Descriptions of individual zone districts are provided in the following subsections. These descriptions are derived from the Township's current land use ordinance.

Residential Zones

Of all the parcels in the Township, residential zones apply to ninety (90%) percent and occupy a total land area of 7,542.7 acres, 58.1% of all land area in the Township.

RA - Residential Agricultural Zone

Overview & Intent: The RA Zone is approximately 1.6% of all residentially-zoned parcels within the Township and accounts for 7.1% of the total land area of residentially-zoned properties. It makes up 1.4% of all zones within Cherry Hill and 4.1% of all land area within the Township.

The intent of the RA Zone is "...to provide areas for low-intensity agricultural operations and single-family dwellings on large lots that create a rural residential environment wherein natural constraints minimize the effect of developing lands, which protect and preserve valuable agricultural and rural areas. The clustering of residential lots and buildings is encouraged in order to concentrate development on land best able to support it, while creating community focused open space and connectivity to adjacent land uses."

Notable Characteristics/Neighborhoods: The Residential Agricultural zone is the lowest density residential development in the Township with an average lot size of 1.4 acres. The majority of lots are less than two (2) acres with few outliers over 3.5 acres. The following neighborhoods are located in the RA zone: Hunt Tract, Voken Tract, Willowdale (partial), Ravenwood, and Wilderness Acres.

Changes Affecting Zone Since Last Master Plan/Re-examination: These neighborhoods have remained

relatively stable since the last Master Plan (2004) and Master Plan Re-examination (2007). However, in recent years, smaller, older homes in these neighborhoods have been demolished and replaced with newly constructed homes substantially larger in size.

RAPC - Residential Agricultural Planned Community Zone

Overview & Intent: The RAPC Zone is approximately 13.3% of all residentially-zoned parcels within the Township and accounts for 13.2% of the total land area of residentially-zoned properties. It makes up 11.9% of all zones within Cherry Hill and 7.6% of all land area within the Township.

The current Township Zoning Ordinance does not provide the intent for the RAPC and only references that the RAPC shall be dictated by the standards of the R2 - Single Family Residential Zone. The 1976-71 Zoning Ordinance states that the intent of the RAPC zone is "...to help effectuate the Master Plan of the Township, and by so doing prevent the scattered, partial development of the Township which would make economically unfeasible the establishment and maintenance of adequate community facilities and services. To permit the orderly planned development of residential R-A, planned communities have been deemed a permitted use in the zone provided certain requirements listed herein are met."

Notable Characteristics/Neighborhoods: These neighborhoods were required to meet the density standards of the R1 zone on 80% of the residentially developed parcels and the R2 zone on the remaining 20% of the residential parcels (as part of a planned community). This zone was also developed to permit the development of a shopping center adjacent to the development if such a shopping center was deemed necessary by the planning board. The following neighborhoods are located in the RAPC zone: Barclay Farms South, Point of Woods, Lakeview, Wexford Leas, Cherry Downs, Candlewyck, Surrey Place East (partial), Rams Gate (partial), Willowdale (partial), Bunker Hill (partial), Timber Cove, and Eagle Hill.

Changes Affecting Zone Since Last Master Plan/ Re-examination: The last amendment to the Zoning Ordinance concerning the RAPC Zone included provisions that applied the R2 - Single Family Residential Zone requirements to all of the parcels currently zoned RAPC. While there have been no specific changes that impact the RAPC zone, it is recommended that all RAPC zoned parcels are rezoned as R2 - Single Family Residential and that the RAPC designation be removed from the Zoning Ordinance.

R1 - Single Family Residential Zone

Overview & Intent: The Residential (R1) Zone is approximately 18.7% of all residentially-zoned parcels within the Township and accounts for 25.0% of the total land area of residentially-zoned properties. It makes up 16.8% of all zones within Cherry Hill and 14.5% of all land area within the Township.

The intent of the R1 Zone is to provide “...for single-family detached dwellings in a low-density setting. Clustering of dwellings to promote the retention of open space is encouraged.”

Notable Characteristics/Neighborhoods: The R1 zone is the lowest density residential zone that does not permit agricultural uses, permitting a density of 3.3 units per acre. Of the 4,614 parcels zoned R1, 4,522 (98%) are less than one acre in size with an average lot size of .33 acres (14,375 sf). With the exception of the Colwick neighborhood and a portion of the Hinchman neighborhood, all of the R1 zoned parcels are in neighborhoods located near or east of the I-295/I-95 corridors. The following neighborhoods are located in the R1 zone: Colwick; Hinchman (partial); Hunt Tract (partial); Barclay Farm South (partial); Old Charleston Woods; Ridings of Fox Run; Charleston Riding; Lucerne; Woodcrest; Short Hills Farm; Wilderness Glen; Country Walk; Wexford East; Frenchman’s Point; Fox Hollow Woods; Signal Hill; Fox Hollow; Ramsgate; Staffordshire (partial); Cherry Run; Surry Place East (partial); Old Orchard; and Siena.


Changes Affecting Zone Since Last Master Plan/ Re-examination: These neighborhoods have remained relatively stable since the last Master Plan (2004) and Master Plan Re-examination (2007). Since 2004, there have been 49 applications submitted to both land use boards for parcels in the R1 zone—of which approximately 29 of them have been for bulk (c) variances for setbacks from new additions, accessory uses, or for fence locations. Many of these variances are due to smaller lot sizes within these neighborhoods and are not necessarily indicative of any changes since the last Master Plan, Master Plan Re-examination, or Zoning Ordinance amendments. There have been five (5) applications for minor subdivisions and two (2) for major subdivisions. There have been two (2) use (d) variance applications both for commercial uses, one (1) of which was an expansion of a pre-existing use and one (1) of which was a home occupation that was denied. There are no major trends to suggest that any specific changes made since the last Master Plan, Master Plan Re-examination, or Zoning Ordinance amendments have had a significant effect on this zone, nor are there any trends that would require amendments to the Master Plan and/or Zoning Ordinance. The greatest impact on these communities continues to be the major demographic shifts that have been outlined in this Master Plan update.

R2 - Single Family Residential Zone

Overview & Intent: The R2 Zone is approximately 37.9% of all residentially-zoned parcels within the Township and accounts for 36.1% of the total land area of residentially-zoned properties. It makes up 34.1% of all zones within Cherry Hill and 20.9% of all land area within the Township.

The intent of the R2 Zone is to provide “...for single-family detached dwellings on lots of moderate size that stabilize and protect the surrounding neighborhood. Clustering of dwellings to promote the retention of open space is encouraged.”

Notable Characteristics/Neighborhoods: The R2 zone is a mid-density residential zone permitting



approximately 4.7 units per acre. Of the 9,364 parcels that are zoned R2, 9,276 (99%) are less than 1 acre in size with an average lot size of .27 acres (11,760 SF). The following neighborhoods are located in the R2 zone: Kenilworth, Locustwood, Kingston Estates, Erlton North, Erlton South, Brookmeade, Brookdale, Green Haven, Cherry Valley, Knollwood, Brookfield, Old Woodcrest, Haddon Towne, Forrest Park, Windsor Park, Kresson Woods, Downs Farm, Sleepy Hollow, Apple Hill, and Eagle Oak.

Changes Affecting Zone Since Last Master Plan/ Re-examination: These neighborhoods have remained relatively stable since the last Master Plan (2004) and Master Plan Re-examination (2007). Since 2004 there have been 200 applications submitted to both land use boards for parcels in the R2 zone. Approximately 82 of them have been for bulk (c) variances for setbacks from new additions, accessory uses, or for fence locations. Many of these variances are due to smaller lot sizes within these neighborhoods and are not necessarily indicative of any changes since the last Master Plan, Master Plan Re-examination or Zoning Ordinance amendments. There have been 22 applications for minor subdivisions and two (2) applications for major subdivisions. However, there have been 20 use (d) variance applications submitted—most of which were to permit conversions of single family homes to offices or to permit home occupations that are not expressly permitted by the Zoning Ordinance. A small number of those use (d) variances were for residential uses for sober living homes or multi-family (specifically age-restricted) housing. There are no major trends to suggest that any specific changes made since the last Master Plan, Master Plan Re-examination or Zoning Ordinance amendments have had a significant effect on this zone, nor are there any trends that would require amendments to the Master Plan and/or Zoning Ordinance. The greatest impact on these communities continues to be the major demographic shifts that have been outlined in this Master Plan update.


R3 – Single Family Residential Zone

Overview & Intent: The Residential (R3) Zone is approximately 10.7% of all residentially-zoned parcels within the Township and accounts for 9.6% of the total land area of residentially-zoned properties. It makes up 9.7% of all zones within Cherry Hill and 5.5% of all land area within the Township.

The intent of the R3 Zone is to provide “...for single-family detached dwellings on modest-sized lots that stabilize and protect the surrounding neighborhood.”

Notable Characteristics/Neighborhoods: The R3 zone is the highest density single family residential zone permitting approximately 5.5 units per acre. Of the 2,661 parcels that are zoned R2, 2,633 (99%) are less than 1 acre in size with an average lot size of .25 acres (10,890 sf). The following neighborhoods are located in the R3 zone: Still Park, Hinchman (partial), Woodland, Barlow, Cherry Hill Estates, Delwood, Cooper Park Village, Kingsway Village, and Ashland.

Changes Affecting Zone Since Last Master Plan/ Re-examination: These neighborhoods have remained relatively stable since the last Master Plan (2004) and Master Plan Re-examination (2007). Since 2004 there have been 73 applications submitted to both land use boards for parcels within the R3 zone. Approximately 32 of them have been for bulk (c) variances for setbacks from new additions, accessory uses or for fence locations. Many of these variances are due to the smaller lot sizes in these neighborhoods and are not specifically indicative of any changes since the last Master Plan, Master Plan Re-examination, or Zoning Ordinance amendments. Within the R3 zone, there have been 17 applications for minor subdivisions since 2004. Likewise, there have been five (5) applications for use (d) variance, of which two (2) were to permit the use of the R3 parcels for commercial enterprises and three (3) were for residential development of multi-family units. There are no major trends to suggest that any specific changes made since the last Master Plan, Master Plan Re-examination, or Zoning Ordinance amendments have had a significant effect on this zone, nor are there any trends that would require amendments to the Master Plan and/or Zoning



Ordinance. The greatest impact on these communities continues to be the major demographic shifts that have been outlined in this Master Plan update.

R7 - Multi-Residential Zone

Overview & Intent: The Residential (R7) Zone is approximately 0.7% of all residentially-zoned parcels within the Township and accounts for 0.3% of the total land area of residentially-zoned properties. It makes up 0.6% of all zones within Cherry Hill and 0.2% of all land area within the Township.

The intent of the R7 Zone is to provide “...for semi-detached and attached single-family dwellings, such as townhouses and garden apartments. The zone usually functions as an intermediate zone between single-family attached dwelling units and other uses.”

Notable Characteristics/Neighborhoods: The R7 Zone permits up to seven residential units per acre in the form of townhouses or garden apartments with a maximum height of 35’ (the same as single family residential) and accessory uses common to all residents. There are two (2) developments in Cherry Hill that are currently zoned R7, Greensward Townhouses on Kings Highway just south of Church Road and the Townhouses at Short Hills.

Changes Affecting Zone Since Last Master Plan/

Re-examination: Since the last Master Plan there has been one (1) new townhouse development, known as Regency Court, located on Cooper Landing Road, which is currently located within an R2 zone. It is recommended that this parcel be rezoned to the R7 zone to reflect the current use of the site. Demographic shifts since the last Master Plan may indicate a need for more compact housing development, such as townhouses; however, it is not currently recommended that any parcels be rezoned to this designation at this time. There are policy recommendations, such as clustering, once utilized by the Township to organize housing development in compact forms and preserve larger amounts of usable open space that should be considered in other residential zones. It has been observed that there are currently no bulk regulations in place

regulating accessory uses within these developments, only regulations regarding the entire development. Consideration should be given to developing standards for accessory uses such as patios, decks, pergolas, and fences to limit impervious surface without regard for stormwater management across the entire site and avoid unnecessary applications for relief.

R10 - Multi-Residential Zone


Overview & Intent: The Residential (R10) Zone is approximately 13.4% of all residentially-zoned parcels within the Township and accounts for 6.9% of the total land area of residentially-zoned properties. It makes up 12.1% of all zones within Cherry Hill and 4.0% of all land area within the Township.

The intent of the R10 Zone is to provide “...for medium-density housing in an attached multi-residential configuration, such as townhouses and garden apartments.”

Notable Characteristics/Neighborhoods: The R10 Zone permits up to ten residential units per acre in the form of townhouses and garden apartments with a maximum height of 6 stories and with accessory uses common to all residents. Additional required uses in this zone include provision for inclusionary affordable housing. The R10 zone includes the following neighborhoods: Bishops View Apartments, Burroughs Mill Apartments, Habitat Apartments, Park Place Condominiums, Brian Bank Condominiums, Mara Court Condominiums, Jen Vue, Kings Croft, Crofton Commons, Cherry Parke, Wallworth Apartments, Waterford Apartments, Tavistock Condominiums, Uxbridge Condominiums, Tuvira, Europa, Versailles, Sergi Farms, Society Hill, The Highlands, Chanticleer, and Eagle Hill.

Changes Affecting Zone Since Last Master Plan/

Re-examination: Two (2) new apartment complexes have been constructed after use variance approval that should be rezoned to an R10 zone to reflect the current use of the site. These developments include Dwell at Cherry Hill, located on Route 70, and Evans Mill Apartments located at the intersection of Brace



and Kresson Roads. Similarly, as noted in the R7 zone, consideration should be given to developing standards for accessory uses such as patios, decks, pergolas, and fences to limit impervious surface without regard for stormwater management across the entire site and avoid unnecessary applications for relief.

R2O - Multi-Residential High Rise Zone

Overview & Intent: The Residential (R2O) Zone is approximately 3.3% of all residentially-zoned parcels within the Township and accounts for 1.7% of the total land area of residentially-zoned properties. It makes up 3.1% of all zones within Cherry Hill and 0.9% of all land area within the Township.

The intent of the R2O Zone is to provide “...for high-density housing in an attached multi-residential configuration, such as mid and high-rise structures.”

Notable Characteristics/Neighborhoods: The R2O zone is the highest density zone in Cherry Hill and permits for the construction of high rise apartment buildings with a minimum height of 6 stories and a maximum height of 20 stories. Additional required uses in this zone include provision for inclusionary affordable housing. The R2O zone includes the following neighborhoods: Cherry Hill Towers, Lexington House Apartments, Chestnut Place Condominiums, Colonial Apartments, Blossom Tower Apartments, Hampshire House Apartments, Playa Del Sol Condominiums, Windsor Tower Apartments, Windsor Mews Townhomes, Sussex House Condominiums, Barclay Tower Condominiums, Barclay Walk Townhomes, The Grand Apartments, and Mark 70 Condominiums.

Changes Affecting Zone Since Last Master Plan/Re-examination: There have been a several requests over the years for construction of outbuildings at these high rise developments that are not expressly permitted in the Zoning Ordinance, such as maintenance sheds. Regulations for these types of accessory uses should be established to provide appropriate locations for these facilities within these developments.

Many of these developments, which were developed in the 1960s as part of larger Planned Unit Developments (PUDs) associated with surrounding single family neighborhoods, contain ground-level retail, which is permitted by the Zoning Ordinance (e.g., Playa Del Sol, Sussex House). Recently, there have been requests for conversion of this space to residential (e.g., The Grand Apartments). These conversions, for the most part, are and will be subject to use (d) variance relief. While de minimis, this is due in part to an increase in density of dwelling units per gross usable acres. The Township must ensure that these conversions, if and when granted, are meeting all applicable building codes and that they are inclusive of the required affordable housing set-asides.


Due to the life span and vintage of these enormous structures, there have been a number of issues with many of them in the R2O zones, as many of these buildings have not received appropriate long term maintenance of their mechanical systems. Repair of aging infrastructure in these buildings is costly as is replacement of facilities; however, residents in these buildings are often without air conditioning and heating for extended periods of time due to the age of the mechanical equipment, the difficulty of repair, and the high costs of replacement. The Township should consider long term strategies and incentives to ensure the proper maintenance of these buildings and ensure proper reinvestment. Alternatively, the State of New Jersey needs to consider better legislation and coordination of Departments and Divisions to ensure the public welfare, safety, and rights of owners and tenants throughout the State.

Office Zones

Overall, office zones are applied to just under 1.5% of all parcels in the township and occupy 355.8 acres (2.7%) of all land area in the Township.

O1 - Limited Office Zone

Overview & Intent: The Limited Office (O1) Zone is approximately 80.4% of all office-zoned parcels within the Township and accounts for 78.4% of the total land



area of office-zoned properties. It makes up 1.1% of all zones within Cherry Hill and 2.5% of all land area within the Township.

The intent of the O1 Zone is to provide “...for the use or occupancy of both professional and general business offices and services in areas not suited for retail development. The purpose of the zone is also to provide support services to other commercial uses within the Township and region.”

Notable Characteristics/Neighborhoods: Most of the O1 zones are located along major and minor arterials, such as Route 38, Route 70, Haddonfield Road, Kings Highway, and Haddonfield-Berlin Road. These parcels are occupied by both single-user office buildings, multi-tenant office buildings, and office parks. The O1 zone includes the following office parks: Colwick Office Park, Woodland Office Park, Executive Mews, and Bancroft Office Headquarters.

Changes Affecting Zone Since Last Master Plan/Re-examination: The reconstruction of Kennedy Hospital (now Jefferson Health) included the use of an O1 parcel for the construction of a parking garage. This parcel is suggested to be rezoned to Institutional (IN), as well as the adjacent Cherry Hill Senior Living facility—consistent with the uses permitted within that zone. Only one (1) board application was made for a parcel within the O1 zone since the last Master Plan update in 2004. The application was for the construction of a parking lot for an office in the O1 zone. There are no major trends to suggest that any specific changes made since the last Master Plan, Master Plan Re-examination or Zoning Ordinance amendments have had a significant effect on this zone, nor are there any trends that would require amendments to the Master Plan and/or Zoning Ordinance.

O2 - General Office Zone

Overview & Intent: The General Office (O2) Zone is approximately 8.2% of all office-zoned parcels within the Township and accounts for 15.3% of the total land area of office-zoned properties. It makes up 0.1% of all zones within Cherry Hill and 0.4% of all land area

within the Township.

The intent of the O2 Zone is to provide “...for comprehensively planned office and service uses of multi-tenant buildings in areas not necessarily suited for retail development, commonly referred to as Class A Corporate Office Parks.”

Notable Characteristics/Neighborhoods: The O2 Zone is scattered sporadically throughout the Township but primarily west of Brace Road and Kings Highway North. The O2 Zone is the only office zone that permits office buildings to be constructed over 35’, provided that all setbacks from adjacent parcels increase by one foot (1’) for every one foot (1’) of building height above the maximum height of 35’. The O2 Zone includes the following areas: Kings Highway North Office Complex, several parcels on Kings Highway South, and the Commerce Center Office Park.

Changes Affecting Zone Since Last Master Plan/Re-examination: There have been no board applications submitted for this zone since the last Master Plan update. However, to maintain consistency with current uses on a number of parcels we are recommending that the parcels currently zoned O2 on Kings Highway South be rezoned to O1 with the exception of the parcel on the corner of Brace Road and the Kings Highway South access road (as indicated in the proposed zoning classification changes noted in this Master Plan update). Conversely, it is recommended to rezone the Woodland Falls Corporate Center, located between Route 38 and Church Road, from Limited Office (O1) to General Office (O2). The parcels zoned O2 on Kings Highway North are examined in the Plan for Place section of this Master Plan update. Due to the age of these structures it has been suggested that consideration should be given to investigating the likeliness that these parcels could be suitable as areas in need of rehabilitation and/or redevelopment. It is also recommended that the intent of the O2 zone be changed to remove the statement “...commonly referred to as Class A Corporate Office Parks,” as the Township’s Class A office space is dispersed throughout several non-residential or



mixed-use zones within the Township.

O3 - Professional Office Zone

Overview & Intent: The Professional Office (O3) Zone is approximately 11.3% of all office-zoned parcels within the Township and accounts for 6.2% of the total land area of office-zoned properties. It makes up 0.2% of all zones within Cherry Hill and 0.2% of all land area within the Township.

The intent of the O3 Zone is to “...permit the development of low intensity, professional office uses in previously residential structures with minor additions. These areas tend to originally be residential in nature, but because of their location abutting major State or County right-of-ways, a mix of single-family detached residential uses interspersed with professional offices is now appropriate. It is intended that professional office development mimic the size and scale of residential buildings and in its design use architectural elements common to adjacent and nearby residences. It is also the intention of this zone to preserve wooded and natural areas as much as possible.”

Notable Characteristics/Neighborhoods: The O3 Zone is scattered sporadically throughout the Township and is generally reflective of areas that had formerly been utilized as residential parcels and have converted to office uses due to their proximity to commercial zones and their location along commercial corridors. As such, the zone still permits single family residential uses within this zone but it does not allow for the mixture of office with residential. The O3 Zone includes the following areas: Erlton South Business District, Kings Highway South Business District, a number of parcels on Springdale Road just south of Route 70, three (3) parcels on Greentree Road, and a single parcel on Church Road located behind the Crossroads Shopping Center at the Church Road circle.

Changes Affecting Zone Since Last Master Plan/ Re-examination: The nature of these lots as former residential uses often makes re-use only possible with the consolidation of lots in order to provide

for sufficient parking. Shared parking should be encouraged by allowing for Administrative Review of shared parking submissions within this zone, rather than necessarily requiring board approval, where appropriate. Additionally, consideration should be given to allowing for mixed-uses of office and residential in these zones, as opposed to siloing out these uses into single-user structures. With the recommendation to allow for mixed-use office/residential in this zone the parcels zoned O3 on Springdale Road, immediately south of Route 70, should be rezoned to O1 to eliminate residential uses within this zone and encourage redevelopment of existing residential uses to an office use, which should also include the consolidation or aggregation of these lots into more viable spaces—at least for office uses. This may require re-examination of the minimum lot sizes for non-residential for the consideration of parking and other facilities. Another consideration, as it specifically relates to Erlton South, is to expand the Erlton Business District Plan for Place section of this Master Plan update to accommodate these lots to incorporate those properties to utilize a form based overlay to improve the overall look and feel of the Erlton Business District and to integrate a more pedestrian-friendly arrangement and create a true sense of place.


Business Zones

Business zones are applied to 1,660 parcels (6.0%) and occupy 1,391.5 acres, 10.7% of all land area in the Township.

B1 - Neighborhood Business Zone

Overview & Intent: The Neighborhood Business (B1) Zone is approximately 5.1% of all business-zoned parcels within the Township and accounts for 3.2% of the total land area of business-zoned properties. It makes up 0.3% of all zones within Cherry Hill and 0.34% of all land area within the Township.

The intent of the B1 Zone is to provide “...for the mixture of shopping, individual retail uses, and office facilities that provide for personal services and needs on a neighborhood scale.”



Notable Characteristics/Neighborhoods: The B1 zone is the most restrictive business zone, intending to provide local services to the neighborhoods immediately adjacent to or within close proximity to their location. While many of the shopping centers in Cherry Hill were constructed as part of planned communities with the intention of providing local services, there are only a handful of shopping areas that still maintain this role. Examples of B1 shopping areas include the Erlton Business District, the Short Hills Business District, and the Batesville Business District.

Changes Affecting Zone Since Last Master Plan/Re-examination: Since the last Master Plan update there have been 22 board applications submitted for parcels in the B1 zone. Nine (9) use (d) variance applications were submitted to the Zoning Board. A large number of those applications were to permit fitness facilities such as gyms and karate studios. In response to this, the Zoning Ordinance was updated to permit these uses in 2011. The remaining applications were for various site plan approvals, sign variances, and use (d) variances for different types of businesses. There are no specific trends that necessitate further revisions to this zone. The Erlton Business District and the Batesville Business District have been reviewed in the Plans for Place section of the Master Plan. Form based overlays have been recommended for these areas to improve the overall look and feel of these areas and to integrate a more pedestrian-friendly arrangement and create a true sense of place.

B2 - Highway Business Zone

Overview & Intent: The Highway Business (B2) Zone is approximately 28.3% of all business-zoned parcels within the Township and accounts for 41.9% of the total land area of business-zoned properties. It makes up 1.7% of all zones within Cherry Hill and 4.5% of all land area within the Township.


The intent of the B2 Zone is to provide “...the development of commercial activities that are oriented for automotive use and traffic, which constitute the main shopping and service areas within

the municipality.”

Notable Characteristics/Neighborhoods: The B2 zone is the most use-inclusive and common business zone located along major commercial corridors within Cherry Hill’s borders. It permits a wide variety of business and office uses and most parcels are either single user structures or small strip centers. B2 zoned areas include Haddonfield Road (excluding the Garden State Park and the Cherry Hill Mall), Route 70 (South Jersey’s Health Care Highway), Route 38, Church Road, small pockets of Kings Highway North, the Holly Ravine Shopping Center, and portions of Brace Road adjacent to the Batesville neighborhood.

Changes Affecting Zone Since Last Master Plan/Re-examination: Since the last Master Plan there have been 196 applications made to the land use boards affecting parcels in the B2 zone. The Zoning Board heard 42 applications for use variances since 2003. Just under 25% of those applications were for telecommunication facilities, many of which were collocations on existing towers or buildings that were applied for prior to the adoption of standards for collocations in the 2011 Zoning Ordinance update. Of all board applications (planning and zoning) at least 24% or 47 applications included some sort of variance request for signage, including multiple façade signs and multi-tenant free-standing signs. Some consideration should be given to permitting multi-tenant signs in the B2 but not before developing stricter design standards and guidelines and implementing the recommendations in this plan regarding signage approvals (see [Policy 01](#) and [Policy 02 in the Policy Toolbox](#)).

The B2 zone has conditional use standards for automobile related services, motels and hotels, and fast food establishments with or without drive-throughs. While most of these conditional uses are still appropriate for this zone, trends in hotel development have been towards micro-hotels with room sizes ranging from as small as 50 SF to 200 SF. Current standards in the Zoning Ordinance only permitted hotels rooms to be a minimum of 350 SF or larger. Some consideration should be given to



removing this restriction for hotel/motel rooms that do not include kitchenettes.

Similarly, there are other conditional use standards that include conditions that presumably do not meet certain legal standards, as the applicable criteria fails to enact clear and ascertainable standards to guide planning professionals, which could result in the improper delegation of an application to the incorrect board and/or jurisdiction. For instance, drive-throughs have conditional uses that require that “On and off site circulation, traffic safety, curbside parking, number or proximity of driveways, speed bumps, and other site development factors shall be considered during review.” This condition can be subjective and does not provide sufficient certainty and definiteness to enable board professionals and/or developers to know their limitations for an application. These conditions shall be considered for amendment to meet the legal standards of law and create definitive and objective conditions for these conditional uses.

B3 – Shopping Center Business Zone

Overview & Intent: The Shopping Center Business (B3) Zone is approximately 2.8% of all business-zoned parcels within the Township and accounts for 25.5% of the total land area of business-zoned properties. It makes up 0.17% of all zones within Cherry Hill and 2.73% of all land area within the Township.

The intent of the B3 Zone is to provide “...orderly commercial facility development for retail commercial and business service uses planned under a unified site design, which serve a large threshold, while minimizing vehicular traffic within the shopping complex by permitting various retailers at one location.”

Notable Characteristics/Neighborhoods: The B3 zone is typically applied to larger shopping centers located along major arterial highways (Route 38, Route 70, Kings Highway North and Haddonfield-Berlin Road). They serve a larger regional catchment area than the smaller strip centers, which are predominantly located within the B1 and B2 zones. Notable shopping centers include the Cherry Hill Mall,

Ellisburg Shopping Center, Garden State Pavilions, the Woodcrest Shopping Center, the former Clover Shopping Center, and the Walmart Shopping Center.


Changes Affecting Zone Since Last Master Plan/Re-examination: There have been approximately 60 land use board applications made since the last Master Plan update in 2004. Only seven (7) of those applications have been to the Zoning Board, four (4) of which were for telecommunications infrastructure. Over a third of the applications included variance relief requests from the Township’s signage requirements. As noted in the B2 zone, consideration should be given to updating the sign ordinance requirements but not without the implementation of design guidelines and standards and other recommendations set forth in this Master Plan update. There have been numerous site plan submissions over the past several years to construct pad sites within many of the parking areas in these shopping centers. As this form of infill development occurs, the Township should improve site design standards to develop better internal circulation, pedestrian connectivity, and landscaping requirements that help to develop a better sense of place and enhance the visual environment through proper design techniques and possible additional conditional use standards.

Similar to the B2 zone above, the standards for the Conditional Uses within the B3 shall be considered for amendment to meet current industry standards, as well as meet the legal standards of law and create definitive and objective conditions for these conditional uses.

B4 – Regional Business Zone

Overview & Intent: The Regional Business (B4) Zone is approximately 63.8% of all business-zoned parcels within the Township and accounts for 29.3% of the total land area of business-zoned properties. It makes up 3.9% of all zones within Cherry Hill and 3.1% of all land area within the Township.

The intent of the B4 Zone is to provide “a broad mix of comparison retail, service, office, residential, and recreation/cultural uses, serving regional market areas



and offering significant employment, residential, and recreational opportunities. These purposes are accomplished by applying a comprehensive approach that encourages compact and mixed-use development that is supportive of transit and pedestrian travel, creating a regional business zone.”

Notable Characteristics/Neighborhoods: The B4 Zone is located mostly west of Haddonfield Road with the exception of a small parcel located along Frontage Road near the I-295 Interstate interchange currently occupied by CubeSmart Self Storage. Notable areas located within the B4 zoning district include the area known as the Route 70 Western Gateway Phase I (Area No. 4) Redevelopment Area, the Route 70 Western Gateway Phase II (Area No. 5) Redevelopment Area, Executive Campus including adjoining properties located along Cuthbert Boulevard from Route 70 north to Route 38, the Liberty View Office Building, and Garden State Park.


Changes Affecting Zone Since Last Master Plan/ Re-examination: As noted in the 2007 Master Plan Re-examination, the application of the B4 zone and its respective bulk and density standards have been decidedly unclear. This has resulted in arduous interpretations of these provisions by planning staff, the Township’s board consultants, developers/land owners, and by both the Zoning Board and Planning Board. This is most difficult for isolated sites within the B4 zone that don’t have sufficient land to meet the minimum lot sizes in order to redevelop into more viable uses. Hence, the application of redevelopment zones such as the Route 70 Western Gateways. However, these redevelopment zones unfortunately default to the use of the B4 zone, which fails to provide adequate regulations for these isolated sites to spur redevelopment. While this does not preclude the aggregation or land assemblage of those properties for future planned development, the application of these standards ultimately results in the need for applicants and/or land owners to obtain use (d) variances, which dissuades developers from investing in some of Cherry Hill’s most blighted parcels. Likewise, the application of the B4 standards for the development at Garden State Park has been equally challenging despite the

existence of an approved General Development Plan (GDP), as originally approved in 2002 and amended several times since.

It is recommended to comprehensively restructure the standards for the B4 zone, while maintaining the intent noted above by minimizing the complex standards of the zone. Adopting clearer regulations should create more desirable visual environments, transition compatible uses with adjoining business zones, integrate mixed-use developments, provide substantial and adequate buffers to existing neighborhoods, and capitalize on a mixture of multi-modal transportation options.

Due to the B4 Zone’s proximity to the Cherry Hill Mall area and its location along major arterials, such as Route 70 and Route 38, this area of Cherry Hill has an extremely large trade area spanning from northeastern Philadelphia and northern Burlington County to the far reaches of southern Gloucester and Camden counties (approximately 10-mile radius), which serves nearly a 2.3 million regional daytime population. While most of Cherry Hill’s residents are outbound commuters, the Township is one of the top 25 municipalities for daytime population in the state of New Jersey according to the 2006-2010 5-Year American Community Survey (ACS) for Commuter-Adjusted Population. As the 10th highest daytime population (86,559 persons) in the State of New Jersey, with the majority of that population accessing the area via automobile, an amendment to the Zoning Ordinance to permit Conditional Accessory Uses—more specifically, gas service stations—was adopted by Township Council on August 16, 2016 via Ordinance 2016-13.

Unlike the B2 and B3 Zones, which are for the most part immediately and primarily adjacent to the existing B4 Zone and its affected parcels, the uses specified in the B4 zoning district are rather broad and not necessarily specific. Keeping in mind the intent of the B4 zone, which permits a broad mix of regional uses and seeks to capitalize, where feasible, on the use of public transit, the Township sought to carefully integrate and control the inclusion of gas



service stations in the B4 as a Conditional Accessory Use. As noted above, gas service stations are permitted as Conditional Principal Uses in the B2 and B3 zones. In order to balance the need of the region's primary mode of access, the automobile, with the desire to encourage a mixed-use, multi-modal, pedestrian friendly regional redevelopment and as not to predominate the B4 landscape with auto-dominant uses, particularly in the areas from Hampton Road to Haddonfield Road north of Route 70 and south of Route 38, the Township integrated the use of gas stations into the B4 zone only as an accessory use to a permitted principal use. Additionally, this accessory use was specifically integrated as part of the Zoning Ordinance due to the fact that there is no clarity in this section of the ordinance about what is specifically permitted in this zone. This use was adopted by Township Council as a consistent use and the consistency of this use is further reiterated in this Master Plan Update.

Industrial Zones

IR – Industrial Restricted Zone

Overview & Intent: The Industrial Restricted (IR) Zone is approximately 1.4% of all zones within Cherry Hill and 6.2% of all land area within the Township.

The intent of the IR Zone is to provide “...for individual manufacturing, assembly, and contracting uses for a wide variety of industries, but excluding nuisance and heavy industries, as well as general service and offices.”

Notable Characteristics/Neighborhoods: Almost all of the IR zoned parcels within the Township are located adjacent to the I-295 and I-95 Interstate (New Jersey Turnpike) corridors. Most of the parcels house single user developments; however, the Springdale Road Industrial Park and the Keystone Industries campus, located at Route 38 East and Hollywood Avenue, are more organized industrial parks within Cherry Hill. Notable users in the IR Zone include: Melitta Coffee, National Freight Industries (NFI), AirGas, Puratos, West-Ward Pharmaceuticals, Fox Rehabilitation, and Aramark.

Changes Affecting Zone Since Last Master Plan/

Re-examination: While many users have remained unchanged in the Township's industrial areas there has also been a steady trend toward reuse of industrial space for a wider array of uses, particularly entertainment, recreation, and personal services. Space in industrial zones tends to be lower rent and more flexible for users with unique businesses such as breweries with tasting rooms, wine making businesses and winery tasting rooms, activity uses such as indoor miniature golf and escape rooms, dance and theater schools, and health clubs and personal fitness services. While we have added many of these uses to the list of permitted uses in the zone, there are still challenges to using these spaces for these uses such as signage and parking. We have looked specifically at the Springdale Industrial Park in the Plans for Place section of this plan and it is recommended that an overlay zone be adopted to encourage the reuse of this area for arts and entertainment.

For those areas zoned IR not specified in the Plans for Place section, it is critical to update the permitted uses within this zone to reflect dynamic market changes and serve existing and prospective light industrial manufacturers. An emphasis on zoning to be inclusive of artisan, craft, and fabrication uses should be considered to function as an activation strategy for these areas, enhancing their viability as production facilities. Standards or conditional uses for outdoor storage, enhanced performance and design standards, and zoning incentives for sustainable development should be future considerations to attract innovative businesses and encourage a range of creative industries without disrupting retail activities within the Township's commercial corridors.

IRB – Industrial Restricted Business Zone

Overview & Intent: The Industrial Restricted Business (IRB) Zone consists of only five (5) parcels that make up the Hillview Shopping Center.

The intent of the IRB Zone is “...to encourage the redevelopment of vacant or underutilized industrial properties in a shopping center use, while protecting

any abutting residential land uses.”

Notable Characteristics/Neighborhoods: This zone was established specifically with the redevelopment of these parcels in mind in order to protect the adjacent residential uses from the redevelopment of the site. It dictated very specific buffer requirements that are not required in either the Shopping Center (B3) Zone or the Industrial Restricted (IR) zone.

Changes Affecting Zone Since Last Master Plan/Re-examination: The Industrial Restricted Business Zone was created in 1996 as the I-R/B Shopping Center Overlay Zone and applied to the parcels that are now known as the Hillview Shopping Center. The zone still permits all uses in the Industrial Restricted Zone, which are no longer appropriate considering the surrounding uses. These are currently the only parcels with this zoning designation so it is recommended that the parcels be rezoned to a Shopping Center Business (B3) zone and the Industrial Restricted Business (IRB) Zone be removed from this section of the Zoning Ordinance.

Institutional Zones

IN – Institutional Zone

Overview & Intent: The Institutional (IN) Zone is approximately 1.2% of all zones within Cherry Hill and 21.5% of all land area within the Township.

The intent of the IN Zone is to provide “...for governmental, educational, charitable, health care, and religious uses presently existing within the municipality. Buildings within the IN zone are often in a complex or campus form integrating residential, office, recreational, health care, houses of worship, and other ancillary uses with its primary function.”

Notable Characteristics/Neighborhoods: The Institutional Zone is comprised of all Township owned properties, property owned by other governmental agencies and properties that serve a public purpose. Many of the parcels are large campuses for religious institutions such as St. Mary’s, the Jewish Community Center, and the Bethel Baptist Church. However,

almost all of Cherry Hill’s religious uses are located within zone. Similarly, the Township’s three (3) cemeteries (Calvary Cemetery, Colestown Cemetery and Locustwood Cemetery) are all zoned IN, as are the Township’s two (2) privately operated golf courses (Merchantville Country Club and Woodcrest Country Club). The zone also reflect many smaller parcels throughout the Township including active and passive parks, preserved open space, public and private schools, athletic facilities, and civic uses, such as the Township Municipal Building.

Changes Affecting Zone Since Last Master Plan/Re-examination: Many of the religious institutions in the IN zone have used their property to develop alternative uses consistent with their respective missions, such as housing for seniors and/or the disabled. In many instances these housing uses are not permitted, but have been granted via use (d) variances over the years, as they represent inherently beneficial uses. Conversely, the IN zone permits “homes for the aged,” an archaic term no longer utilized or defined by the State of New Jersey, as well as long term care facilities, assisted living facilities, and residential health care facilities. In response to the increased intensification and massing of some of these uses, it is recommended to eliminate “homes for the aged,” as it is no longer definable, and to eliminate residential health care facilities from the IN zone and limit this use to the B2 zone, as the B2 zone is along commercial corridors served by transit for many of the employees that serve these populations. As many of the IN zones are integrated within and/or adjacent to existing neighborhoods, continuing to permit uses such as short and long term rehabilitation facilities may no longer be appropriate for this zone.

As discussed in this Master Plan Update, the Township has also recently benefited from the redevelopment of Kennedy Hospital, now Jefferson Health, and some adjacent parcels should be rezoned to IN as they are now a part of that hospital facility, which are permitted uses in the IN Zone.



Overlay Zones

IR-RB - Industrial Restricted - Restricted Business Overlay Zone

Overview & Intent: The IR-RB Overlay Zone covers approximately 35.3% of all industrially-zoned parcels within the Township.

The intent of the IR-RB Zone is to provide, “...areas for the use of sexually oriented businesses, understanding that the Township has an obligation to protect its residents against the established secondary effects of sexually-oriented businesses as stated in N.J.S.A. 2C:34-7 while creating an area for the expression of such uses as required by the First Amendment of the United States Constitution.”

Notable Characteristics/Neighborhoods: This overlay zone is applied largely to the Springdale Industrial Park and the industrially zoned parcels on Old Cuthbert Road nestled between I-295 and I-95.

Changes Affecting Zone Since Last Master Plan/ Re-examination: Changes have been recommended in this Master Plan to permit for a wider variety of uses in industrial zones, specifically the Springdale Industrial Park. An overlay has been proposed for this area that will promote the area as an arts and entertainment district with a form based code that will help create a more attractive look to signage and future redevelopment in the area. This code could be added to this existing overlay zone or adopted as a separate overlay, but the underlying uses of the IR zone would remain, and the IR-RB uses would still be consistent with the proposed arts and entertainment overlay. The IR-RB will remain unchanged to protect that expression of such uses required by the First Amendment of the United States Constitution.

RIPD - Residential Inclusionary Planned Development Overlay Zone

Overview & Intent: The RIPD Overlay Zone is a 127.95 acre overlay zone covering the Short Hills Subdivision and Shopping Center.

The intent of the Residential-Inclusionary Planned Development (RIPD) zone is “...to comply with the Court Order of Judge L. Anthony Gibson dated May 22, 1991, requiring the rezoning of Block(s) 521.01 Lot(s) 2, 8 & 9, commonly known as Short Hills Farm, as an inclusionary development in order:


1. To provide a reasonable opportunity for the construction of housing affordable to households of low and moderate incomes.
2. To encourage the most efficient use of this size tract by providing a variety of housing types and mix of uses that will enable and support the provision of low and moderate-income housing.
3. To assure that the planning and design of the circulation, stormwater management, sewer, water and other infrastructure systems, and open space service the entire development, mitigate any off-site impacts, and allow for timely, cost effective phased construction.”

Notable Characteristics/Neighborhoods: As noted above this overlay covers the Short Hills residential development, which currently consists of 220 Single Family homes zoned R1, 50 Townhouses zoned R7, a six (6) acre shopping center zoned B1, and two (2) open space lots owned by the Township totaling 15 acres. There is a 4.2 acre lot (Block 521.17, Lot 40) that is to be developed as 54 low- and moderate-income housing units as per the Court Order noted above, as subject to the RIPD Overlay Zone.

Changes Affecting Zone Since Last Master Plan/ Re-examination: There are no changes since the last Master Plan, Master Plan Re-examination, or Zoning Ordinance amendments that affect this zone other than changes to the requirements for accessory uses and structures that are permitted within residential zones, as noted within this Master Plan update that will affect the parcels in this overlay zone.

SHO—Senior Housing Overlay Zone

Overview & Intent: The SH Overlay Zone only applies to Block 523.13, Lot 2, which is approximately 19.5 acres.



The intent of the SH Overlay Zone is “...to encourage the development of senior housing that is compatible and complementary to its neighborhood context, is located near essential services and amenities required by seniors, and allows for or encourages neighborhood walkability; and to facilitate the development of senior housing projects which are superior in functional design, quality of construction, appearance, and operational standards.”

Notable Characteristics/Neighborhoods: The lot is comprised of the Katz Jewish Community Center, the Jewish Federation of Southern New Jersey offices, and the Saltzman House, a 104 unit senior affordable housing apartment complex operated by the Jewish Senior Housing and Healthcare Service.

Changes Affecting Zone Since Last Master Plan/Re-examination: There are no changes since the last Master Plan, Master Plan Re-examination or Zoning Ordinance amendments that affect this overlay zone.

SSH - Senior & Supportive Housing Overlay Zone

Overview & Intent: The SSH Overlay Zone only applies to Block 510.01, Lot 1, also known as 1721 Springdale Road, which is approximately 17.75 acres.

The intent of the SSH Zone is to “...encourage the development of senior and supportive housing that is compatible and complementary to its community context, is located near essential services and amenities required by individuals aged 55 and older, and individuals with disabilities, and allows for and encourages pedestrian walkability; and to facilitate the development of senior and supportive housing projects, which are superior in functional design, quality of construction, appearance, and operational standards.”

Notable Characteristics/Neighborhoods: The lot, formerly occupied and owned by Bethel Baptist Church, is now known as The Annex, a multi-tenant building owned and operated by the Jewish Federation of Southern New Jersey. In 2016, the lot was approved for 160 affordable senior and supportive needs

housing units, known as The Commons. The area is south of the Wexford Leas neighborhood, west of Apostolic Church, north of Springhouse Farms (Township-owner Green Acres property currently farmed by Springdale Farms), and east of Springdale Farms and Bethel Baptist campus.


Changes Affecting Zone Since Last Master Plan/Re-examination: The SSH Overlay Zone was established as part of the Housing Element & Fair Share Plan (2016) to create 160 affordable senior and supportive needs housing units as noted above. There are no changes since the last Master Plan, Master Plan Re-examination, or Zoning Ordinance amendments that affect this overlay zone.

PATCO TOD—Patco Transit Oriented Development Overlay Zone

Overview & Intent: The PATCO Transit Oriented Development (TOD) Overlay Zone applies to the parcel where the Woodcrest PATCO Station is located.

The intent of the PATCO TOD Overlay Zone is to “...create a compact, mixed-use of residential, office, retail, institutional, and civic uses to promote and support transit use. Pedestrian activity, passenger support, affordable housing and transit access are key goals in the TOD zone. The development standards are designed to require compact redevelopment, opportunities for increased choice of transportation modes, and a safe and pleasant pedestrian environment by ensuring an attractive streetscape, a functional mix of complementary uses, and the provision of facilities that support transit use, bicycling, and walking. The PATCO TOD overlay zone is meant to create dense, transit supportive development at the PATCO Speedline Woodcrest Station, the area within this site will provide a convenient walking distance to and from the transit station.”

Notable Characteristics/Neighborhoods: The Woodcrest PATCO Station is located on Woodcrest Road adjacent to parcels zoned IR and along the border with the Borough of Lawnside. The parcel immediately to the east of the PATCO line is known as



the Woodcrest Corporate Center and was redeveloped as part of the Langston Steel Redevelopment Plan. The area north east of the PATCO station, formerly occupied by the Victory Refrigeration Company, is now slated for mixed-use TOD development per the Victory Refrigeration Redevelopment Plan. Most notably, the entire area has been assessed for pedestrian upgrades as part of the Woodcrest Station Transit Oriented Development (TOD) Plan. The most immediate adjacent neighborhoods include: Ashland, Downs Farm, and Old Woodcrest.

Changes Affecting Zone Since Last Master Plan/ Re-examination: The plans noted above have outlined several recommendations that will impact development on parcels surrounding the Woodcrest PATCO Station, which focus to integrate a more pedestrian-friendly arrangement, create better regional access through the use of mass transit, and create a true sense of place.

GTTOD—Golden Triangle Transit Oriented Development Overlay Zone

Overview & Intent: The Golden Triangle Transit Oriented Development (TOD) Overlay Zone is comprised of all of the parcels that make up the Garden State Pavilions Shopping Center, known as Block 55.02, Lots 1, 1.01 and 1.02, which is approximately 55 acres.

The intent of the Golden Triangle TOD Overlay Zone is to “...create a compact, mixed-use of residential, office, retail, institutional, and civic uses to promote and support transit use. Pedestrian activity, passenger support, affordable housing, and transit access are key goals in the GTTOD zone. The development standards are designed to require compact redevelopment, opportunities for increased choice of transportation modes, and a safe and pleasant pedestrian environment by ensuring an attractive streetscape, a functional mix of complementary uses, and the provision of facilities that support transit use, bicycling, and walking. The GTTOD overlay zone is meant to create dense, transit supportive development around the Cherry Hill Atlantic City Rail Line transit

station, typically the area within one-half (1/2) mile walking distance from the transit station, which represents a 10-minute walk.”

Notable Characteristics/Neighborhoods: The Garden State Pavilions Shopping Center sits directly adjacent to the New Jersey Transit Cherry Hill Station on the Atlantic City Rail Line. This rail line provides direct access to both Atlantic City and Philadelphia’s 30th Street Station where riders can access Amtrak trains to other major cities, including connections in the Pennsauken Transit Center, which provides access to New Jersey Transit’s Riverline, thus providing further access to the Northeast Corridor with connections to New York City. The Pavilions is located between the Garden State Park Redevelopment and the Executive Campus office park along Route 70 westbound.

Changes Affecting Zone Since Last Master Plan/ Re-examination: The redevelopment of the adjacent Garden State Park Racetrack into a multi-use site with residential, office, and retail uses has spurred significant redevelopment along Haddonfield Road. The eventual construction of an at-grade crossing over the railroad tracks from the Garden State Park to the Garden State Pavilions site is likely to spur redevelopment of this area, as well as the Executive Campus. This overlay zone and the designation of the Route 70 Western Gateway Phase II Redevelopment Area (Area No. 5), which is immediately to the west of Garden State Pavilions are intended to guide redevelopment of this area toward a more compact, mixed-use area that is pedestrian and bicycle friendly and transit focused. The Plan for Place for this area also supports this goal and provides strategies for expanding the mixed-use zoning designation to parcels to the west of the Pavilions that provides for a better arrangement of uses, elimination of blight, integration of a more pedestrian-friendly arrangement, better regional access, and the creation a true sense of

place.

FP—Flood Plain Overlay Zone

Overview & Intent: The Flood Plain (FP) Overlay Zone applies to areas of special flood hazards within the jurisdiction of the Township of Cherry Hill.

The intent of the Flood Plain (FP) Overlay Zone is to “...promote the public health, safety, and general welfare, and to minimize public and private losses due to flood conditions in specific areas by provisions designed to do the following: protect human life and health; minimize expenditure of public money for costly flood control projects; minimize the need for rescue and relief efforts associated with flooding and generally undertaken at the expense of the general public; minimize prolonged business interruptions; minimize damage to public facilities and utilities such as water and gas mains, electric, telephone and sewer lines, streets, bridges located in areas of special flood hazard; help maintain a stable tax base by providing for the sound use and development of areas of special flood hazard so as to minimize future flood blight areas; ensure that potential buyers are notified that property is in an area of special flood hazard; and ensure that those who occupy the areas of special flood hazard assume responsibility for their actions.”

Notable Characteristics/Neighborhoods: Basis for the Establishment of Special Flood Hazard Areas for the Township of Cherry Hill (Community No. 340129) are identified and defined by FEMA, the Camden County Flood Insurance Study, and the Flood Insurance Rate Map (FIRM) for Camden County, as shown on Index and panel numbers 34007C0033E, 34007C0034F, 34007C0037F, 34007C0041E, 34007C0042E, 34007C0044E, 34007C0053E, 34007C0061E, 34007C0062E, 34007C0063E, 34007C0064E, 34007C0068E, 34007C0107E, 34007C0126E, 34007C0127E, 34007C0131E, whose effective date is August 17, 2016.

Changes Affecting Zone Since Last Master Plan/Re-examination: The FP Overlay Zone was established to reflect the Department of Homeland Security’s Federal Emergency Management Agency (FEMA)


revision to the countywide Flood Insurance Study (FIS) report and Flood Insurance Rate Map (FIRM) for Camden County, New Jersey, All Jurisdictions. While the Township of Cherry Hill is unaffected by the updated flood hazard information presented in the FIS report and FIRM, the Township does lie on one or more of the revised panels. The 2016 amendment reflects the new FIRM effective date of August 17, 2016, which is a condition of continued eligibility in the National Flood Insurance Program (NFIP). In addition, the Flood Plain (FP) Overlay ordinance incorporates updated language to meet the recent changes to Federal and State requirements. There are no changes since the last Master Plan, Master Plan Re-examination, or Zoning Ordinance amendments that affect this overlay zone.

SB—Stream Buffer Overlay Zone

Overview & Intent: The Stream Buffer (SB) Overlay Zone is defined as, “areas surrounding municipally designated surface water bodies, including creeks, lakes and intermittent watercourses that intercept surface water runoff, wastewater, subsurface flow, and/or deep groundwater flows from upland sources and function to remove or buffer the effects of associated nutrients, sediment, organic matter, pesticides, or other pollutants prior to entry into surface waters. This area may also provide wildlife habitat, control water temperature, attenuate flood flow, and provide opportunities for passive recreation. This buffer area may or may not contain trees and other native vegetation at the time of ordinance enactment.”

The intent of the Stream Buffer (SB) Overlay Zone is to recognize “...the fact that natural features contribute to the welfare of residents, the following regulations have been enacted to provide reasonable controls governing the restoration, conservation, disturbance, and management of existing stream buffers for all perennial and intermittent streams and all lakes and ponds in Cherry Hill.”

Notable Characteristics/Neighborhoods: The establishment of the SB Overlay Zone applies to the following areas, which are identified on the



municipal Stream Buffer Map, which include lands adjacent to municipally designated streams within the municipality, lands adjacent to municipally designated intermittent water courses within the municipality, and lands at the margins of municipally designated lakes.

Changes Affecting Zone Since Last Master Plan/

Re-examination: There are no changes since the last Master Plan, Master Plan Re-examination, or Zoning Ordinance amendments that affect this overlay zone.

Rehabilitation & Redevelopment Zones

Per state regulations municipalities have the ability to qualify areas within their borders as areas in need of rehabilitation and/or redevelopment in order to promote public/private partnerships and investment of blighted sites or larger areas.

A study area qualifies as being an “Area in Need of Redevelopment” if it meets at least one of the eight statutory criteria (A through H) listed in Section 40A:12A-5 of the Local Redevelopment and Housing Law (see [Area in Need of Redevelopment Criteria](#)).

The Township has designated the following areas as areas in need of rehabilitation and/or areas in need of redevelopment, in addition to enacting Redevelopment Plans for the arrangement of uses and revitalization for these areas. Many of these initiatives have been complete, while others are in their infancy stages. Some have yet to be initiated, which may warrant possible changes to those Redevelopment Plans that have failed to stimulate reinvestment into these areas.

Cherry Hill Apartments Redevelopment Area

Overview: The Cherry Hill Apartments Redevelopment Area Plan was adopted in 1998 and includes the parcels identified as Block 285.25, Lots 6 & 7, which are located on Route 38 between Haddonfield Road and Cooperlanding Road (also

known as Cherry Hill Towers). The Cherry Hill Apartments were declared as an area in need of redevelopment, as they met Statutory Criteria A, D, and E due to the imminent hazard and unsafe conditions that existed on the site, as identified by the Township’s Building Code Official, the County Health Department, and the Township Fire Department.

Recommendation: The Cherry Hill Apartments Redevelopment Plan strongly encouraged the reuse of the apartments due to the high demand for affordable housing alternatives needed at that time within the Township.

Current Conditions: The buildings were redeveloped and upgraded to mitigate the hazardous conditions and successfully operate today as the Cherry Hill Towers.

Rickshaw Inn Redevelopment Area

Overview: The Rickshaw Inn Redevelopment Area Plan was adopted in 1998 and includes the parcels identified as Block 31.01, Lots 1, 8 & 9, and Block 40.01, Lots 1 & 6, which is located on Route 70 between Penn Avenue and Beideman Avenue. The redevelopment area met Statutory Criteria A, B, and D due to the long vacancy of the building, unsafe structural conditions, and the general dilapidated and deteriorated conditions at the site.

Recommendation: The redevelopment plan recommended that the proposed land uses include an assisted living facility, hotel, specialized medical care facility, and/or office complex. The plan recommended the demolition of the existing structure in order to assure that future development of the site met applicable setback requirements for the zone particularly along the property line with abutting residential uses.

Current Conditions: This parcel was redeveloped into the Mercedes Benz Dealership. The dealership, which has been wildly successful, has purchased additional adjacent parcels over the years to expand. While these expansion areas are outside of the Redevelopment Plan, they will serve to support the existing dealership

AREA IN NEED OF REDEVELOPMENT CRITERIA

AREA IN NEED OF REDEVELOPMENT

A study area qualifies as being an “Area in Need of Redevelopment” if it meets *at least one of the eight statutory criteria* (A through H) listed in Section 40A:12A-5 of the Local Redevelopment and Housing Law:

- The generality of buildings are substandard, unsafe, unsanitary, dilapidated, or obsolescent, or possess any of such characteristics, or are so lacking in light, air, or space, as to be conducive to unwholesome living or working conditions.
- The discontinuance of the use of buildings previously used for commercial, manufacturing, or industrial purposes; the abandonment of such buildings; or the same being allowed to fall into so great a state of disrepair as to be untenable.
- Land that is owned by the municipality, the county, a local housing authority, redevelopment agency or redevelopment entity, or unimproved vacant land that has remained so for a period of ten years prior to adoption of the resolution, and that by reason of its location, remoteness, lack of means of access to developed sections or portions of the municipality, or topography, or nature of the soil, is not likely to be developed through the instrumentality of private capital.
- Areas with buildings or improvements which, by reason of dilapidation, obsolescence, overcrowding, faulty arrangement or design, lack of ventilation, light and sanitary facilities, excessive land coverage, deleterious land use or obsolete layout, or any combination of these or other factors, are detrimental to the safety, health, morals, or welfare of the community.
- A growing lack or total lack of proper utilization of areas caused by the condition of the title, diverse ownership of the real properties therein or other similar conditions which impede land assemblage or discourage the undertaking of improvements, resulting in a stagnant and unproductive condition of land potentially useful and valuable for contributing to and serving the public health, safety, and welfare, which condition is presumed to be having a negative social or economic impact or otherwise being detrimental to the safety, health, morals, or welfare of the surrounding area or the community in general.
- Areas, in excess of five contiguous acres, whereon buildings or improvements have been destroyed, consumed by fire, demolished or altered by the action of storm, fire, cyclone, tornado, earthquake, or other casualty in such a way that the aggregate assessed value of the area has been materially depreciated.
- In any municipality in which an enterprise zone has been designated pursuant to the “New Jersey Urban Enterprise Zones Act,” P.L.1983, c.303 (C.52:27H-60 et seq.) the execution of the actions prescribed in that act for the adoption by the municipality and approval by the New Jersey Urban Enterprise Zone Authority of the zone development plan for the area of the enterprise zone shall be considered sufficient for the determination that the area is in need of redevelopment pursuant to sections 5 and 6 of P.L.1992, c.79 (C.40A:12A-5 and 40A:12A-6) for the purpose of granting tax exemptions within the enterprise zone district pursuant to the provisions of P.L.1991, c.431 (C.40A:20-1 et seq.) or the adoption of a tax abatement and exemption ordinance pursuant to the provisions of P.L.1991, c.441 (C.40A:21-1 et seq.). The municipality shall not utilize any other redevelopment powers within the urban enterprise zone unless the municipal governing body and planning board have also taken the actions and fulfilled the requirements prescribed in P.L.1992, c.79 (C.40A:12A-1 et al.) for determining that the area is in need of redevelopment or an area in need of rehabilitation and the municipal governing body has adopted a

redevelopment plan ordinance including the area of the enterprise zone.

- The designation of the delineated area is consistent with smart growth planning principles adopted pursuant to law or regulation.

N.J.S.A. 40A:12A-3 further states that “A redevelopment area may include lands, buildings, or improvements *which of themselves are not detrimental to the public health, safety or welfare, but the inclusion of which is found necessary*, with or without change in their condition, for the effective development of the area of which they are a part.” This is commonly referred to as the “Section 3 Criteria.”

AREA IN NEED OF REHABILITATION

A municipality may also determine an “Area in Need of Rehabilitation” if the governing body of the municipality determines that a program of rehabilitation, as defined in Section 3 of P.L.1992, c.79 (C.40A:12A-3), may be expected to prevent further deterioration and promote the overall development of the community, and that there exist in that area any of the following conditions:

- A significant portion of structures therein are in a deteriorated or substandard condition.
- More than half of the housing stock in the delineated area is at least 50 years old.
- There is a pattern of vacancy, abandonment or underutilization of properties in the area.
- There is a persistent arrearage of property tax payments on properties in the area.
- Environmental contamination is discouraging improvements and investment in properties in the area.
- A majority of the water and sewer infrastructure in the delineated area is at least 50 years old and is in need of repair or substantial maintenance.

While a formal investigation is not required for this designation, it is advisable that a report or other documentation be prepared that supports the findings of the governing body and provides a technical foundation for the designation.

as it operates today.

Route 38 (Area No. 2) Redevelopment Area

Overview: The Route 38 (Area No. 2) Redevelopment Area was designated in 2004 along with several other redevelopment areas, as noted below. The primary lots studied included Block 595.02, Lots 1 & 3. A secondary group of parcels were included that was comprised of Block 119.01, Lots 21, 22, and 24 through 30. The primary lots include the current Wal-Mart and large currently undeveloped lot that has recently received planning board approval to construct a 35,000 SF grocery store. The secondary lots included a number of residential parcels adjacent to the Wal-Mart site on Longwood Ave., a portion of which serve as a NJDOT Route 38 jug handle. The site met Statutory Criteria A, D and H due to deteriorating conditions of the buildings and parking areas, the obsolete layout and design of the site that did not provide adequate circulation for trucks or pedestrians, the site's location within State Planning Area 1 that called for redevelopment of obsolete properties with a focus on smart growth.

* It should be noted that The New Town Center (Area No. 1), which was investigated for redevelopment designation simultaneously to Areas 2 through 5 (known as the Garden State Park), was denied by Township Council as an area in need of redevelopment, hence why there is no designation for redevelopment on that site.

Recommendation: The recommendations for these areas were to maintain the current use of the site while encouraging investment in order to mitigate the deteriorating site conditions, encourage infill at the site that was pedestrian oriented, improve drainage at the Route 38/Cuthbert Road intersection, and other recommendations that would improve the overall look of the site.

Current Conditions: Since the adoption of this redevelopment plan a new WaWa gas station was constructed, a new pad site is under construction for a Panda Express, and approvals have been granted for a 35,000 SF Lidle grocery store as noted above. The

secondary lots, particularly Block 119.01, Lots 29 and 30 have been redeveloped and include two (2) pad sites, which were developed separately and apart from the Redevelopment Plan, and are currently occupied by a Starbucks Coffee drive-through restaurant and Burger King drive-through restaurant.

I-295 (Area No. 3) Redevelopment Area

Overview: The I-295 (Area No. 3) Redevelopment Area was designated in 2004 along with several other areas in need of redevelopment and includes Block 433.20, Lot 2, also known as the Woodcrest Shopping Center. At the time of designation the Woodcrest Shopping Center consisted of a large strip center with several vacancies and two (2) outbuildings. At the time of designation, one (1) of the outbuildings was vacant (former Eckerd Pharmacy) and the other outbuilding was occupied by the Comcast Service Center. The site was noted as having poor circulation, little to no pedestrian facilities for bypassing the parking lot, and extensive building deterioration along the rear of the strip center, which abuts residential and institutional uses. The site was determined to meet Statutory Criteria D and H.

Recommendation: The proposed uses for the site remained those permitted in the Shopping Center Business (B3) Zone and the designation was intended to help spur redevelopment and improvements at the site that were pedestrian oriented and improved the buffer between the site and adjacent residential uses.

Current Conditions: Some investment has been made into this property with regard to the shopping center facades and most of the units in the strip center appear to be occupied, anchored by an Indian grocery store. However, no changes have been made to pedestrian circulation and the center is largely over-parked for the tenants that occupy the center. The Comcast service center has since been closed, though the Eckerd Pharmacy is now occupied by a tire center



and recently received permits for The Great Escape Room Challenge.

Route 70 Western Gateway Phase I (Area No. 4) Redevelopment Area

Overview: The Route 70 Western Gateway Phase I (Area No. 4) Redevelopment Area was designated in 2004 along with several other areas in need of redevelopment and includes Block 65.01, Lots 1 through 6 and Block 595.03, Lot 1. The parcels are located between Cuthbert Blvd and Hampton Road along Route 70. The parcels were once occupied by the former ‘Club Matrix’ nightclub, vacant at the time of designation, though the parking lot was being utilized for auto sales parking. There was also a PSE&G facility warehousing/equipment facility, a former trucking company office and fleet garage. The site conditions included underutilized or vacant buildings, a general lack of landscaping and buffering, solid waste and debris strewn over the property, cracked and deteriorating pavement, outdated buildings, and poor circulation. It was determined that the site met Statutory Criteria A, B, D, and H.

Recommendation: The Redevelopment Plan recommended retaining the Regional Business (B4) zoning of this area and anticipated that the area in need of redevelopment designation would lead to improvements to parking lots and driveways that would result in better circulation and improve the amenities for this area. Any redevelopment would also require that sidewalks and bus shelters would be inspected, repaired, replaced, and/or upgraded where necessary.

Current Conditions: Since the designation one parcel received a use variance for the off-site storage of vehicles for a car dealership (Cherry Hill Triplex), as located on off-site parcels on the east- and west-bound approaches of Route 70 in Cherry Hill, which included some improvement of the fencing and increased landscaping on that parcel. The former Bell Atlantic storage lot is currently occupied by Winner Ford’s fleet management garage. The former Gibson Tarquini Architecture building was recently occupied by

Kelsch Homes, a service provider for developmentally disabled adults who provide life skills training. The former Lily Trucking Company, the most visible site from Route 70, is currently owned by the Winner Ford dealership. Plans from 2015 included a wholesale relocation of the Winner Ford dealership from their Haddonfield-Berlin Road location to this site. Those plans have since been withdrawn. However, Winner Ford continues to examine potential uses for the site, including utilization as a factory-authorized dealership for Polaris vehicles. Unfortunately, the underlying zoning and the Redevelopment Plan have failed to stimulate this redevelopment area, as it still displays a series of incompatible and unattractive users that have little to no incentive to create a more desirable visual environment, enhance circulation, aggregate these parcels, or attract higher and better uses. As such, the conditions of this redevelopment area remain largely unchanged since the adoption of the designation in 2004. Amendments to this Redevelopment Plan and/or reimagined visions for this area should be reconsidered.

Route 70 Western Gateway Phase II (Area No. 5) Redevelopment Area

Overview: The Route 70 Western Gateway Phase II (Area No. 5) Redevelopment Area was designated in 2004 along with several other areas in need of redevelopment and includes Block 12.01, Lots 2 & 3; Block 14.01, Lots 2 through 16; Block 15.01, Lots 1 through 7; Block 21.01, Lots 1 through 3; and Block 71.01, Lots 1 through 10. The parcels are located along Route 70 from South Cornell Avenue to the Executive Campus entrance, as well as other commercial sites located along King Avenue and Union Avenue. The largest lot is known as the Lee Stone site which has been largely vacant since the designation as an area in need of redevelopment. Many other buildings in this area were underutilized and in deteriorating condition at the time of designation. The area has an unnamed tributary of the Cooper River that bisects the site and is often filled with solid waste and debris, which unfortunately often finds itself along roadways in the immediate area. It was determined that the site met

Statutory Criteria A, B, D, F, and H.

Recommendation: The Redevelopment Plan recommended retaining the Regional Business (B4) zoning of this area and anticipated that the area in need of redevelopment designation would lead to improvements to parking lots and driveways that would result in better circulation and improve the amenities for this area. Any redevelopment would also require that sidewalks and bus shelters would be inspected, repaired, replaced, and/or upgraded where necessary. The recommendations also noted that improvements will be required within the adjacent waterway and wetlands to clean the area, eliminate erosion and pollution, and protect the area for present and future Township residents.

Current Conditions: For the most part, the sites primarily include land formerly known as the Lee Stone site, with adjacent uses such as The Body Shop by Dieva, the former Gelmarc Restaurant Supply, Mikado Japanese Restaurant, Vera Nightclub, King of Pizza, Harnish Industrial Park (which is occupied by a church, a gym, and other small commercial operators), and various commercial site along King Avenue. With the exception of piecemeal reinvestment made by individual operators within the redevelopment area, for the most part, the site has remained unimproved, unsightly, blighted, and a poor example of the quality commercial corridors that the Township is known for. The circulation through the sites is confusing and the relationship of these sites to surrounding uses such as the Garden State Pavilions and the Executive Campus is disjointed, at best. This area is included in the Master Plan Update's *Plan for Place - Golden Triangle* and the Township is still actively encouraging redevelopment of the Lee Stone site, which is often hindered by the condition of surrounding properties, numerous land owners and constrained environmental conditions. Amendments to this Redevelopment Plan and/or reimagined visions for this area should be reconsidered with an emphasis to utilize the tools and powers of redevelopment to adequately restore a higher quality and character to this area.

Victory Refrigeration Redevelopment Area


Overview: The Victory Refrigeration site is located at Block 431.18, Lot 8 and is situated at a prime transportation node within the region. The site is located within walking distance of PATCO's Woodcrest Station, which provides direct access to Center City Philadelphia within a 20 minute commute. The site is also proximate to the I-295 on-ramp via Essex Road and Berlin Road, a highway system which runs parallel, and with access to, the New Jersey Turnpike. The site sits at the southeast corner of Cherry Hill Township, near the municipalities of Haddonfield, Tavistock, Lawnsdale, Somerdale, and Voorhees Township. The site met Statutory Criteria D and H due to its failing stormwater management facilities, undefined or poorly defined parking and circulation, loading and storage areas that do meet dimensional requirements, poor building placement and vegetated areas, improper material of outdoor storage, an obsolete building design, and a lack of sidewalks and pedestrian amenities. The site was also found to be consistent with State and local smart growth goals.

Recommendation: The redevelopment plan, adopted by Council in June 2018, developed a plan for this site including 370 apartment units on the western portion of the site and a walkable and attractive commercial area on the eastern portion of the site. The plan provides a prescriptive form based overlay for the design of the sites and permitted uses (subject to future amendment) on the eastern portion of the site that include office, small-scale retail, commercial, hotel, continuing care or assisted living facilities, places of amusement, and parks/public space.

Current Conditions: A preliminary and final major site plan application has been submitted for the construction of the 370 multi-family housing development. The eastern portion of the site does not have a current plan for development. However, redevelopment of the site is anticipated in the near future.

Park Boulevard Gateway Redevelopment Area

Overview: The Park Boulevard Gateway Redevelopment Area includes Block 1.01, Lots 3 and



4, and Block 3.01, Lot 1 located near the intersection of Park Boulevard and Cuthbert Boulevard. The five (5) lots are comprised of a motel, a vacant religious building, and a vacant parking lot. This area serves as a gateway to Cherry Hill Township from the west, and has close proximity to the Cooper River Park waterfront, regional transportation networks, and regional shopping destinations including the Cherry Hill Mall and the Garden State Park. Statutory criteria of Section 40A:12A-5 was met under criteria A (substandard, unsafe, unsanitary, dilapidated, or obsolescent buildings) and criteria D (dilapidation, obsolescence, overcrowding, faulty arrangement or design, lack of ventilation, light and sanitary facilities, excessive land coverage, deleterious land use, or obsolete layout of the area) for Block 1.01, Lot 3 and 4 and Block 3.01, Lot 1.

Recommendation: The vision for the Park Boulevard Gateway Redevelopment Area is to permit 192 total residential units, and courtyard areas designed for passive and active uses. The site plan and architecture in the plan were developed to take advantage of views and access to Cooper River Park through a number of specified design techniques. It is expected that redevelopment will substantially conform to illustrative plans and photographic examples that were highlighted throughout the plan in regard to land use and major features and improvements including streets, buffers, open space, building locations, parking areas, pathways, and a variety of site amenities. The Redevelopment Plan included the demolition and removal of all existing on-site buildings and improvements.

Current Conditions: A preliminary and final major site plan application was approved for the construction of the 192 multi-family housing development and, as of Summer of 2018, demolition of the existing structures has commenced.

Hampton Road Gateway Redevelopment Area

Overview: Bounded by Cuthbert Boulevard to the west, Pennsauken Township and the Still Park neighborhood to the north and west, and Hampton Road to the southeast, the Hampton Road Gateway


Redevelopment Area is comprised of four (4) tax parcels: a large industrial property located along Hampton Road—formerly known as the WB Saunders publishing company (Block 112.01, Lot 11)—an undeveloped, wooded parcel located at the rear of several Lawrence Street residential lots (Block 111.01, Lot 21)—and two (2) former Bell Atlantic office buildings located along Cuthbert Boulevard (Block 596.04, Lots 4 and 5).

Recommendation: The vision for this redevelopment area was for the construction of a 252 unit multi-family residential apartment complex composed of quality buildings and public spaces. The highest standards are to be used to evaluate both the design and construction phases. The use of energy efficient design and materials, water saving techniques, best-practices in stormwater management, and other sustainable design and construction techniques are highly encouraged. The site will incorporate two-story, three-story, and four-story apartment buildings with a mix of on-site surface, garage, and driveway parking spaces. It is expected that redevelopment will substantially conform to illustrative plans adopted by Ordinance by the Township Council in December of 2017. The plan includes a land use plan and identifies major features and improvements associated with streets, buffers, stormwater management areas, open space, building locations, parking lots, and pathways. The Redevelopment Plan proposes the demolition and removal of all on-site buildings and improvements.

Current Conditions: As of August of 2018, buildings on the site have been demolished, but the developer has not yet submitted for preliminary and final major site plan approvals. It is anticipated that those plans will be submitted to the Planning Board for consideration of approval in the near future.

Baker Lanes Redevelopment Area

Overview: The Baker Lanes Redevelopment Area, located north of the intersection of Cuthbert Boulevard and Route 70, is comprised of one property, the former Baker Lanes bowling alley (Block 66.01, Lot 1). Cuthbert Boulevard serves as a major north/south thoroughfare for Cherry Hill, connecting



the Township to surrounding communities such as Pennsauken and Merchantville to the north and Collingswood and Haddon Township to the south, as well as nearby attractions, such as the Merchantville Country Club and the Cherry Hill Mall and other commercial establishments and restaurants, as well as link-connections to Routes 38 and 70, and the Cooper River Park system. The parcel was found to be blighted, and having deleterious effects on the community, and meeting the Statutory Criteria for A, B, and D.

Recommendation: The vision for this redevelopment area was to redevelop the Baker Lanes site into a 90-bed residential behavioral health treatment facility that will provide rehabilitative health services to individuals addicted to drugs and/or alcohol. The primary mission of this facility is to provide patient-centered care in an environment that empowers individuals in their path to recovery. The development of the site was dictated by the Redevelopment Plan, which included a land use plan and illustrative site design plans to which the developer of the site was to largely conform. The plan was adopted by Ordinance by Township Council in February of 2017.

Current Conditions: The developer of the site (Advanced Recovery Systems) received preliminary and final major site plan approval in January of 2018 and site development began in August of 2018.


Kennedy University Hospital Rehabilitation Area

Overview: The Kennedy University Hospital Rehabilitation area is comprised of Block 343.01, Lots 6, 7, 8, 9, and 10. Based on an investigation of these parcels it was determined that they met the statutory criteria for an area in need of rehabilitation due to the substandard/obsolete conditions of the buildings, pattern of underutilization, and the fact that the water and sewer infrastructure was more than 50 years old and in need of repair, upgrades, and substantial maintenance. It was found that rehabilitation could be expected to prevent further deterioration and promote the overall development of the community.

Recommendation: The Vision for this site was to provide for a modern acute care hospital campus with associated accessory uses to meet the future needs of the Cherry Hill community and region. Hospital design standards have evolved significantly from the multi-patient occupancy room currently existing at Kennedy University Hospital to a single patient room standard. Redevelopment would allow renovation of existing structures to a current appropriate design and use.

Current Conditions: Kennedy University Hospital has completed the first phase of the redevelopment of the site and has been merged with the Jefferson Health System. Phase I was incredibly successful and included a new 102,000-square-foot Medical Office Building that included additional ambulatory services to the Jefferson Cherry Hill Hospital campus, along with private specialty doctors' offices. This handicapped-accessible "medical mall" includes physician practices, including Kennedy Health Alliance Primary & Specialty Care locations, an Ambulatory Surgical Center, Rehabilitation Services (Physical, Occupational and Speech Therapy), a Sleep & Balance Center, Pre-Admission Testing, Laboratory Services, and a Hyperbaric Wound Center. Phase I also included a 22,000-square-foot, 5-story atrium lobby that will serve both the hospital and the new Medical Office Building, and features a gift shop, café, and community rooms, as well as an enclosed, free parking facility that will consolidate existing ground parking, add an additional 600 covered parking spaces, increase "green space" on the campus, and improve traffic flow.

The hospital, now known as Jefferson Cherry Hill Hospital Campus, has moved on to obtain approvals for Phase II of the Redevelopment Plan, which includes the demolition of the existing East Administration Wing Demolition and the hexagon Medical Office Building. Phase II also includes a new Patient Tower (seven (7) stories with 90 private beds), integrating a new Critical Care & Intensive Care Unit (60 private beds), medical surgical beds, all private patient rooms, new surgical suites and a new cafeteria, which connects to the Hospital Atrium Lobby. A helipad, provided for more efficient services to nearby



Level 1 Trauma Centers was recently approved by the New Jersey Department of Transportation (NJDOT). The project is anticipated to be completed by 2020. The improvements here have significantly improved the overall look of the site and have brought a first class hospital facility to Cherry Hill.

PROPOSED LAND USE PLAN

In 2003, the Township adopted the Open Space Conservation and Natural Resources Element which catalogues the open space in the Township as well as streams & lakes, geology, soils, flood plains, freshwater wetlands, water table depth, and topography. The land use recommendation made in this Element included the findings from that analysis. The Land Use recommendations support all goals of that Open Space Conservation and Natural Resources Element, but particularly support efforts to

- preserve environmentally sensitive lands;
- preserve and protect contiguous open space and riparian corridors;
- create linkages between open space areas and residential neighborhoods;
- provide a continuous network of open spaces along stream corridors, and scenic and environmental areas wherever possible;
- discourage development in critical environmental areas such as flood plains, and wooded areas;
- preserve and protect open space areas with scenic views and/or important historical or cultural significance;
- preserve valuable visual amenities, with special emphasis on river and stream views, wetland marshes, and woodland vistas;
- preserve and enhance the tree-lined character of residential streets;
- develop a series of preservation strategies to meet the demands of individual landowners, developers,

and maximize alternatives for funding.

The proposed land use plan is provided in the *Future Land Use Map*. It has been prepared to: correct parcels that lie within two (2) or more zoning districts—known as split lot zones; reconcile, where feasible, existing uses of parcels that are not in conformance with the permitted uses of the zones for which they are located; reconcile areas recently designated as an area in need of redevelopment or area in need of rehabilitation since the last Master Plan and/or Master Plan Re-examination; ensure consistency of the zoning map with all elements of the master plan including but not limited to the new Economic Development Element and the current Open Space Conservation and Natural Resources Element; and rezone parcels so future development is more appropriate and compatible to the surrounding environs. Specific details of the proposed Land Use Plan are provided in the following subsections, as provided below.


Additionally, it is recommended to subsequently update the following Master Plan Elements in response to the public outreach efforts and responses to the questions posed by N.J.S.A. 40:55D-89 as to the problems and challenges experienced by the last Master Plan and Re-examination. It is recommended that the following Master Plan Elements be updated subsequent to the efforts provided herein:

- **2003 Circulation Master Plan Element:** While many of the recommendations of the 2003 Master Plan and the 2007 Master Plan have been executed, there have been many changes in State and County policy that affects many of the roadways within Cherry Hill's boundaries. Evaluations of these changes, anticipated capital improvement projects (including the Township's Roadway Improvement Program), reconciliation with the existing and proposed land use strategy, inclusion of the Cherry Hill Township Bicycle and Pedestrian Master Plan (2013) and Complete Streets Policy (2014), greenway linkages and other traffic calming measures and/or suggestions initiated by public and stakeholder input should be included to amend the 2003 Circulation Master Plan Element.

- **2003 Community Facilities Plan Element:** The 2003 Community Facilities Plan Element should be updated to reflect changes to and needs in facilities associated with Township government (Municipal Building and Department of Public Works/Engineering Complex), the Cherry Hill Library, places of worship and public meeting spaces, historic community sites, educational facilities, fire protection facilities, and telecommunications and other communication facilities.
- **2003 Utilities Plan Element:** The 2003 Utilities Plan Element should be updated to reflect changes to water supply by the Township's two (2) purveyors (Merchantville-Pennsauken Water Company and New Jersey American Water), sanitary sewer (including the changes made to the Water Quality Management Planning rules), stormwater management and drainage, and solid waste management.
- **2003 Recycling Plan Element:** It is noted that local municipalities, via the New Jersey Statewide Mandatory Source Separation & Recycling Act, requires that master plan and development regulations shall reflect changes in Federal, State, county and municipal laws, policies and objectives concerning the collection, disposition and recycling of designated recyclable materials. There are several amendments to the 2003 Recycling Plan Element that need to be made to reflect changes from 2007 to 2017, which provides an overview of policies adopted by the Township's Department of Public Works (e.g., e-waste recycling, Recycle Bank program, free biodegradable yard waste paper bags, automated solid waste cart program, etc.). It is recommended that the Recycling Plan Element be updated immediately after this effort.
- **2003 Historic Preservation Plan Element:** While much has not changed as it relates to the 2003 Historic Preservation Plan Element, other than demolition of structures that, while on the 1998 Historic Resource Survey, were not preserved by means of recommendation of inclusion into the State or National Register of Historic Places.

However, there have been inclusions, such as the Cooper River Park Historic District, which was placed on the State and National Register of Historic Places on July 19, 2016. These changes, as well as the updated Historic Resources Inventory, and identifying priority areas for preservation should be included in a subsequent update to this Plan Element.

- **2005 Stormwater Management Plan Element:** The Stormwater Management Plan Element should be evaluated to determine if any recent changes to law (e.g., annual municipal inspection of all stormwater management facilities) need to be included in this Plan Element. As noted herein, the Stormwater Management Ordinance within the Zoning Ordinance mirrors models provided by the State and advocates, which most likely will not require any, or little, modification.
- **2010 Open Space & Recreation Plan Element:** The 2010 Open Space & Recreation Plan Element was a comprehensive overhaul of the 2001 Cherry Hill Township Open Space & Recreation Plan in response to the 2007 Re-examination Report to consider acquisition of parcels identified in "River to Greenway." Many of the priority parcels identified for acquisition are still open space, as they are primarily comprised of wetlands and have no development value; it is "preserved" by constraint. It seems more relevant to reassess this Plan Element to re-prioritize or create tiered priorities for open space acquisition where uplands and development is more likely to occur. Additional updates to reflect amendments to the Needs Analysis as it relates to the National Recreation & Park Association (NRPA) standards should be included, as well as updates to the existing conditions of existing facilities and future need. Subsequently, in accordance with the New Jersey Department of Environmental Protection (NJDEP), the Township's Recreation & Open Space Inventory (ROSI) needs to be updated to reflect parcels preserved since 2007, if not already completed.
- **2010 Sustainability Plan Element:** The 2010



Sustainability Plan Element was prepared in response to an amendment in the MLUL to permit an additional optional element of the master plan known as a sustainability plan, which shall provide for, encourage, and promote the efficient use of natural resources and the installation and usage of renewable energy systems, consider the impact of buildings on local, regional, and global environments, allow ecosystems to function naturally, conserve and reuse water, treat stormwater onsite, and optimize climatic conditions through site orientation and design. It is recommended to prepare an assessment of quantitative and qualitative data regarding the Township’s performance metrics of the implementation of this Plan Element and subsequently amend this Plan Element in conjunction with the recommendations of the other plan elements, as they are updated.

It is not recommended to amend the Housing Element & Fair Share Plan, as this was substantively amended and adopted in 2016, which received a Judgment of Repose for the cumulative rounds ordered and approved by the Superior Court of New Jersey - Camden County.

Description of Proposed Land Use and Zoning Ordinance Changes

Changes to land use districts and specific parcels are provided in the following review of the Township’s Zoning Ordinance, which dictates the permitted land uses throughout Cherry Hill’s borders. The review of the Zoning Ordinance is comprehensive. As it relates to changes recommended to the classification and/or boundaries of land use/zoning districts, these changes are specific. However, for those sections that do not reclassify zoning districts, their uses, their bulk standards and/or their boundaries, those recommendations are provided as examples. Specific recommendations for amendments to definitions, permitted uses in zones, accessory uses, performance and design standards, and other sections of the Zoning Ordinance shall be developed and proposed for adoption in full accordance with N.J.S.A. 40:55D-1 et. seq. after adoption of this Master Plan Update and Re-examination but inclusive of and informed by this effort.

The Cherry Hill Township Zoning Ordinance, referenced as Ordinance 2018-13, as amended, is organized into twelve (12) comprehensive Articles. Those Articles include: Article I: Title & Purpose; Article II: Definitions; Article III: Zones & Zoning Map; Article IV: Zoning Regulations; Article V: Performance & Design Standards; Article VI: Agency Establishment & Rules; Article VII: Development Application Review Procedures; Article VIII: Application Submission Requirements; Article IX: Fees, Guarantees, Inspections, & Off-Tract Improvements; Article X: Affordable Housing Procedural & Eligibility Requirements; Article XI: Enforcement, Permits, Violations & Penalties; and Article XII: Amendment, Severability, Interpretation, Repealer, & Enactment. The following provides an overview of the intended amendments to those Articles, as recommend per this Master Plan Update.



ARTICLE I: TITLE & PURPOSE

While no specific changes are recommended to Article 1: Title and Purpose, Section 103 should be amended to reflect the Goals, Objectives and Policies reflected in this Master Plan Update and/or reflect the purposes of the Municipal Land Use Law (MLUL) by reference as promulgated in N.J.S.A. 40:55D-2.

ARTICLE II: DEFINITIONS

There are several amendments and additions that are necessary in order to clarify intent, reconcile discrepancies, and provide definitions of uses or structures that are currently not defined or that are being recommended for addition to the later sections in the ordinance. Examples of these amendments include but are not limited to:

- **Awnings and Canopies:** currently, there are no definitions provided even though these uses are regulated within Article IV—Section 432. Awnings and canopies, while similar in nature, are not the same and must be defined and clarified.
- **Building Height:** the definition did not make clear that building height is measured from the lowest elevation of the structure to the highest elevation.
- **Cabana, Gazebo, Pavilion, and Pergola:** many homeowners and business owners submit applications for these structures as accessory uses, which are not defined.
- **Family Child Care Home:** the current definition reference the New Jersey Municipal Land Use Law (MLUL) which references the New Jersey State Statute definition. The definition in C.30:5B-16 should just be incorporated in its entirety.
- **Modular Homes and Mobile Homes/Manufactured Homes:** the Zoning Ordinance defines these two (2) structures as synonymous; however, this is not the case. Mobile Homes are the predecessor to Manufactured Homes and this distinction must be clarified within this Article, in accordance with Congressional action and New Jersey statutes. Similarly, a new definition should be added for Modular Homes.

ARTICLE III: ZONES AND ZONING MAP

A number of Zoning Map amendments are being proposed. The purpose of rezoning certain parcels is to ensure that single parcels fall into a single zone, to ensure consistency of parcels with its current use and/or surrounding uses, to promote sound redevelopment of a parcel that is appropriate to area for which it is located,; and to protect parcels from inappropriate development in the future.

These recommendations have been informed by public input during the Master Plan process, by analysis of historically granted use variances and permit applications as submitted to the Department of Community Development and requests brought by residents, business owners, and other community stakeholders.

Split-zone Parcels

For most of the parcels listed in the chart (*Figure 27: Split Zone Parcels*) the appropriate zoning designation was chosen by the current use of the parcel or the location of the building on the parcel. In some cases a new zoning designation was applied to either reflect the current use of the parcel, make it more consistent with surrounding uses, or to provide a higher likelihood for sound redevelopment in the future.

Figure 27. Split-Zone Parcels

Block	Lot	Current Zone	Proposed Zone	Description
176.01	1	B2/B4	B2	This site is currently occupied by the Liberty View Office Building and Republic Bank; these uses and lot size are better represented by the B2 zoning designation.
193.01	20	IN/R1	R1	This represents a zone line adjustment to match edge of parcel.
285.06	14	R3/R2	R3	The portion of the lot that is constructed on is located within the R3 zone.
289.01	4	R2O/R2	R2O	This area is occupied by the pool and parking for Blossom Towers, which is also zoned R2O.
338.30	12	O1/IN	IN	This site is currently occupied by the Kings Community Baptist Church.
338.30	13	O1/IN	IN	This site is currently occupied by the Unitarian Universalist Church.
338.30	14	O1/IN	IN	This site is currently occupied by the Unitarian Universalist Church.
339.11	14	R2O/R2	R2O	This site is currently occupied by Sussex House Condominiums.
340.01	25	O1/R2	O1	This site is currently occupied by parking for offices at 501 Cooper Landing Road.
340.01	26	R2O/O1/R2	O1	This site is currently occupied by parking for offices at 499 Cooper Landing Road.
341.17	2	B2/IN	B2	This site is currently occupied by the Barclay Rehab Center; this represents a zone line adjustment to match the parcel line.
341.17	20	IN/R2	IN	This site is currently occupied by the Marlberg School Administration Building; this represents a zone line adjustment to match the parcel line.
342.20	6	O1/O2	O1	This site is currently owned by the Girl Scouts of America, which has access from Brace Road that wraps around seven (7) R2 parcels, one of which is an office use.
344.01	1	O1/R2	B1	This site is currently owned by PSE&G; B1 is more consistent with the surrounding zoning.
356.01	1	B1/O2	B2	This site is currently occupied by the Route 70 Rite Aid; B2 is more consistent with surrounding uses.
465.01	9	IR/O1	IR	This site is currently occupied by the Ignarri-Lumis Architects office building; the building is constructed on the IR portion of the lot and surrounding uses are IR.
471.01	7	B2/R1	IN	This site is currently occupied by a vacant single family home with institutional uses abutting on each side, and residential abutting the rear of the lot.
471.01	8 & 9	O1/R1	IN	These sites are currently occupied by the First Korean United Methodist Church.
476.01	1	B2/O1	B2	This site is currently occupied by Chad's Auto Repair.
476.01	3	B2/O1	B2	This site is currently occupied by law offices; B2 is more consistent with surrounding uses along Route 70 and offices are a permitted use.
500.01	3	B2/IR	B2	This site is currently occupied by Chick Fil-A.
500.01	8	IR/IN	IN	This site is currently occupied by the Cherry Hill Fire Department - Markkress Fire Command Center.
502.01	15	B2/IR	IR	This site is currently occupied by Lahn Property. A majority of building is in IR zone and surrounding uses are consistent with IR zone.
526.06	4	IN/RA	RA	This site is currently occupied by a house located on a majority of the parcel; this represents a zone line adjustment to match the parcel line.
526.07	1	IN/RA	IN	These zone lines were drawn incorrectly and need to be corrected.
526.07	2	IN/RA	RA	
526.07	3	IN/RA	RA	
526.07	4	IN/RA	RA	
526.07	5	IN/RA	IN	This site is currently owned by the Township.

Reconcile with Current Use

The following Zoning amendment recommendations ([Figure 28: Reconciliation Zoning Amendments](#)) are based upon the desire to better reflect the existing conditions on the property and make the uses more compatible with adjacent parcels.

Figure 28. Reconciliation Zoning Amendments

Block	Lot	Current Zone	Proposed Zone	Description
4.01	1	O1	R2	This site is currently occupied by a duplex at Donahue Avenue and Route 70.
4.01	1.01	O2	R2	This site is currently occupied by a duplex at Hoffman Avenue and Route 70.
4.01	1.02	O3	R2	This site is currently occupied by a duplex at Hoffman Avenue and Route 70.
5.01	9	R2	O3	This site is currently occupied by an office created by a use variance; proposed amendment to O3 zone to permit use as single family residence, as well as office.
223.01	2.01	IN	R3	This site is currently occupied by a former church. The land was subdivided and approved for residential via a use variance.
223.01	2.02	IN	R3	This site is currently occupied by a former church. The land was subdivided, and approved for residential via use variance.
284.02	13	O1	O2	This site is currently occupied by the Woodland Falls Office Park. The height of office buildings is more consistent with the O2 zone.
285.23	5	R2	R7	This site is currently occupied by Regency Court, a 36-unit townhouse development, which has density of 7.2 units per acre.
286.18	13	O1	B1	This site is currently occupied by the Walgreens on Kings Highway.
286.18	14	O1	B1	This site is currently occupied by the Walgreens on Kings Highway.
319.02	1	O2	IN	This site is currently owned by the New Jersey Department of Transportation, located at Mill Road and Route 38.
331.01	1	O1	O2	This site is currently occupied by the Woodland Falls Office Park. The height of office buildings is more consistent with the O2 zone.
333.01	1	O1	O2	This site is currently occupied by the Woodland Falls Office Park. The height of office buildings is more consistent with the O2 zone.
333.01	2	O1	O2	This site is currently occupied by the Woodland Falls Office Park. The height of office buildings is more consistent with the O2 zone.
333.01	3	O1	O2	This site is currently occupied by the Woodland Falls Office Park. The height of office buildings is more consistent with the O2 zone.
338.04	2	IN	R2	This site is currently occupied by a single family residence owned by St. Michaels Church.
338.04	3	IN	R2	This site is currently occupied by a single family residence owned by St. Michaels Church.
338.04	4	IN	R2	This site is currently occupied by a single family residence owned by St. Michaels Church.
338.30	7	O1	R2	This site is currently occupied by a single family home designed by Frank Lloyd Wright located on Kings Highway directly behind an office building. Use as residential and a change to R2 zoning will help protect the site from potential development.
338.30	8	O1	IN	This site is currently vacant land owned by the Unitarian Universalist Church.
342.20	5	R2	O1	This site is currently occupied by an office adjacent to the Girl Scouts of America property, part of Kings Highway/Brace Road office rezone (O2 to O1).
343.01	5.01	O1	IN	This site is currently occupied by the Cherry Hill Senior Living Assisted Living & Memory Care facility.

Reconciliation Zoning Amendments Cont.

Block	Lot	Current Zone	Proposed Zone	Description
343.01	9	O1	IN	This site is currently occupied by the Jefferson Health parking garage.
346.01	4	R2	B1	This site is currently occupied by a parking lot behind former PNC in Erlton – North.
346.01	17	R2	B1	This site is currently occupied by a parking lot behind former PNC in Erlton – North.
384.01	2	IN	R2	This site is currently occupied by a single family residence.
384.01	11	IN	R2	This site is currently occupied by a single family residence.
384.01	12	IN	R2	This site is currently occupied by a single family residence.
407.01	9	B2	R10	This site is currently occupied by the Evan's Mill Apartments, a 152-unit apartment development, which has a density of 16.7 units per acre.
424.01	18	B2	B1	This site is currently occupied by Cherry Hill Liquors; B1 is consistent with surrounding zones.
429.02	8	R2	O1	This site is currently occupied by a commercial use permitted by a use variance in 1995; O1 is consistent with adjacent use.
429.02	9	R2	O1	This site is currently occupied by an office use permitted by a use variance in 2008; O1 is consistent with adjacent use.
429.02	10	R2	O1	This site is currently occupied by an office use permitted by a use variance in 2008; O1 is consistent with adjacent use.
470.01	3	O1	R10	This site is currently occupied by the Dwell at Cherry Hill Apartments, a 152-unit apartment development, which has a density of 20.8 units per acre.
526.07	6	RA	IN	This site is currently owned by the Township.
529.25	4	R2	IN	This site is currently owned by the Church of Jesus Christ of Latter Day Saints.
529.25	5.01	R2	IN	This site is currently owned by the Church of Jesus Christ of Latter Day Saints.

Zoning Changes to Promote Appropriate Development

The following Zoning amendment recommendations are to encourage the appropriate redevelopment and/or use of the property, as consistent with their

surrounding uses and/or location along a roadway or within a neighborhood. (*Figure 29: Development Zoning Recommendations.*)

Figure 29. Development Zoning Recommendations

Block	Lot	Current Zone	Proposed Zone	Description
1.01	5	B4	B2	This lot is too small for the B4 designation; the B2 zone is more appropriate given its location and size.
1.01	6	B4	B2	This lot is too small for the B4 designation; the B2 zone is more appropriate given its location and size.
285.25	4.01	IRB	B3	This site is currently occupied by the Hillview Shopping Center and is the only set of parcels with this zoning designation. Current and future uses, as permitted in the IRB, are consistent with the B3 zone.
285.25	4.02	IRB	B3	
285.25	4.03	IRB	B3	
285.25	8	IRB	B3	
342.20	1	O2	O1	The Kings Highway/Brace Road office area is more reflective of office uses within the O1 zone and better reflects the type of development that is more appropriate considering the residential character that it transitions to from Route 70.
342.20	3	O2	O1	
342.20	7	O2	O1	
342.20	8	O2	O1	
342.20	9	O2	O1	
342.20	11	O2	O1	
342.20	12	O2	O1	
342.20	13	O2	O1	
344.01	4	O1	B1	The B1 zone is more consistent with surrounding uses.
355.01	1	B2	B1	This site is currently occupied by the Schetter Funeral Home. The B1 zone is better suited to create a transition from Erlton-North to the Ellisburg Shopping Center, and is a permitted use within the B1 zone.
355.01	18	B2	B1	This site is currently occupied by Y2 Academy. The B1 zone is better suited to create a transition from Erlton-North to the Ellisburg Shopping Center, and is a permitted use within the B1 zone.
463.09	7	B4	B2	The B2 zone is more consistent with surrounding uses.
465.01	10	O1	IR	The IR zone is more consistent with surrounding uses.
472.01	2	O3	O1	This lot includes all qualifiers (C0001 through C0006). A majority of the current uses are offices and as such, the O1 zone more appropriate for this area.
472.01	3	O3	O1	
472.01	4	O3	O1	A majority of the current uses are offices with two (2) residual residential lots, which will continue as pre-existing non-conforming uses. The O1 zone more appropriate for this area.
472.01	5	O3	O1	
472.01	6	O3	O1	
472.01	7	O3	O1	
472.01	8	O3	O1	These lots are located along Haddonfield-Berlin Road near the "Five Points Intersection." A majority of the current uses are offices permitted via a use variance with some residual residential, which will continue as pre-existing non-conforming uses.
529.25	5	R2	O1	
529.25	6	R2	O1	
529.25	8	R2	O1	
529.25	10	R2	O1	
529.25	11	R2	O1	
529.25	12	R2	O1	
529.25	13	R2	O1	



Zones to be Eliminated

Residential Agricultural Planned Community

(RAPC) Zone: This zone was developed in order to create a zoning designation that allowed for planned development, which included a mix of residential lot sizes, neighborhood shopping centers, and schools. The intent of this zone was to prevent scattered development that would make maintenance of adequate community facilities and services difficult. Over the years most of the shopping centers and schools that were constructed within these zones have been changed to more appropriate designations such as Neighborhood Business (B1), Highway Business (B2) zones, or Institutional Zones (IN). The current Zoning Ordinance only references the Residential (R2) zone for regulating the remaining residential uses. Rather than maintain the separate zoning designation, the RAPC zone should be eliminated and all parcels with that designation should be zoned Residential (R2), which would be more consistent with how it is regulated currently.

Industrial Restricted Business (IRB) Zone: This zone was created in 1996 as the I-R/B Shopping Center Overlay Zone and applied to the parcels that are now known as the Hillview Shopping Center. The zone still permits all uses in the Industrial Restricted (IR) Zone, which are no longer appropriate considering the surrounding uses. These are currently the only parcels with this zoning designation. As such, it is recommended that these parcels be rezoned to a Shopping Center Business (B3) Zone and that the IRB Zone be eliminated from the Zoning Ordinance.

Agricultural-Horticultural Commercial (AR-HC)

Overlay Zone: This overlay was proposed to Township Council in 2011 and was not approved at that time, though Section 422 was reserved for future adoption of this overlay. The intention of the zone was to help preserve the remaining farmland in the Township and support those facilities by permitting commercial activities related to agricultural production, such as farmers markets. New Jersey's current Right to Farm Act and the Agriculture Retention and Development Act provides the same protections to agricultural

producers. As such, the Department does not find it necessary to include an amendment in the Zoning Ordinance, as these protections are provided by State and Federal statutes. Nonetheless, Section 422 shall be reserved for a future overlay, where necessary.

ARTICLE IV: ZONING REGULATIONS

There are a number of changes to be made in Article IV, in addition to the modifications and/or eliminations of the established zones noted above. The amendments noted below are inclusive of clarifications necessary to effectively implement and execute the Zoning Ordinance, modify the classifications and/or permitted uses within certain districts, enhance the Township's performance and design standards, and clarify the procedural standards as they relate to the development process.

Section 401. General Regulations

It is recommended that **Section 401.G - Exceptions to Height Limitations** be clarified as to ensure appropriate application of this exception.

It is recommended that **Section 401.J - Specifically Prohibited Uses** be updated to remove the prohibition of mobile home dwelling units, as this is in violation of State statute.

It is recommended that **Section 401.J - Specifically Prohibited Uses** be updated to define what makes used automobile sales accessory to a new automobile dealership. The lack of clarity is whether accessory is in regard to total sales value versus total number of vehicles on the site. It is the opinion of the Department that the intent of the prohibition was to limit the number of used cars on the site, not the value of what is being sold. This lack of clarity has resulted in conflicts in interpretations with local dealerships.

It is recommended that **Section 401.J - Specifically Prohibited Uses** be updated to clarify that outdoor storage of any type is prohibited unless expressly authorized and approved by the Planning Board, Zoning Board, or Zoning Officer. This includes vehicles parked on a site that are not related to the principal use of a lot. In addition, it should be noted

that no outdoor storage is permitted on a site unless there is an active principal use in existence and that the two (2) are related.

It is recommended that **Section 401.K - Open Space** be updated to clarify the calculations for open space as they relates to non-residential development.

Section 411. Limited Office (O1)

It is recommended that **Section 411.B.6 (Homes for the Aged, Long Term Care Facility and Assisted Living Facility)** be removed as permitted uses.

It is recommended that **Section 411.B.8(a) (Professional Offices - Finance)** shall be clarified to be administrative offices for those finance users and are not meant to be interpreted as banks.

It is recommended that **Section 411.B.8(b) (Therapeutic Massage, By Licensed Massage Therapists)** be amended in order to maintain the intent of the Township's Office Zones, specifically the Limited Office (O1) and General Office (O2) and avoid confusion amongst the business community. It is recommended that the terminology "Therapeutic Massage, By Licensed Massage Therapists" be modified in the aforementioned office zones to clarify that "Massage and Bodywork Establishments," which exclude the work of cosmetologists, beauticians, and manicurists, are permitted within O1 and O2 zones, whereas "Spas," which include the work of cosmetologists, beauticians, and manicurists would not be permitted. These uses would further be defined and distinguished in Article II of the Cherry Hill Township Zoning Ordinance.

It is recommended that **Section 411** include co-working and office incubator space to permitted uses and establish any additional requirements.

Section 412. General Office (O2)

It is recommended that **Section 412.B.4(a) (Professional Offices—Finance)** shall be clarified to be administrative offices for those finance users and are not meant to be interpreted as banks.

It is recommended that **Section 416.B.7(b)(i) (Therapeutic Massage, By Licensed Massage Therapists)** be amended in order to distinguish between uses within the Township's Business Zones, specifically the Neighborhood Business (B1), the Highway Business (B2) and Shopping Center Business (B3) and avoid confusion amongst the business community. It is recommended that the terminology "Therapeutic Massage, By Licensed Massage Therapists" be modified in the aforementioned business zones to clarify that "Massage and Bodywork Establishments," which exclude the work of cosmetologists, beauticians, and manicurists, between that of "Spas," which include the work of cosmetologists, beauticians, and manicurists. These uses would further be defined and distinguished in Article II of the Cherry Hill Township Zoning Ordinance. Both uses would continue to be permitted within these zones.

It is recommended that **Section 412** include co-working and office incubator space to permitted uses and establish any additional requirements.

Section 413. Professional Office (O3)

It is recommended that **Section 413** permit mixed-use office and second floor residential.

It is recommended that **Section 413** include co-working and office incubator space to permitted uses and establish any additional requirements.

It is recommended that **Section 413.B.4(a) (Professional Offices - Finance)** shall be clarified to be administrative offices for those finance users and are not meant to be interpreted as banks.

Section 414. Neighborhood Business (B1)

It is recommended that **Section 414.B.5(a) (Therapeutic Massage, By Licensed Massage Therapists)** be amended in order to maintain the intent of the Township's Office Zones, specifically the Limited Office (O1) and General Office (O2) and avoid confusion amongst the business community, it is recommended that the terminology "Therapeutic Massage, By Licensed Massage Therapists" be

modified in the aforementioned office zones to clarify that “Massage and Bodywork Establishments,” which exclude the work of cosmetologists, beauticians, and manicurists, are permitted within O1 and O2 zones, whereas “Spas,” which include the work of cosmetologists, beauticians, and manicurists would not be permitted. These uses would further be defined and distinguished in Article II of the Cherry Hill Township Zoning Ordinance.

Section 415. Highway Business (B2)

It is recommended that **Section 415.B.5 (Home for the Aged, Long Term Care Facility, Assisted Living Facility or Residential Health Care Facility)** eliminate “homes for the aged” as it is an archaic term no longer utilized or defined by the State of New Jersey. It shall also be considered to eliminate residential health care facilities from the Institutional (IN) zone and limit this use specifically to the B2 zone, as a conditional principal use, as the B2 zone is along commercial corridors served by bus transit for many of the employees that serve these populations.

It is recommended that **Section 415.C (Conditional Principal Uses)** be amended to update the conditional use standards for automobile related services, motels and hotels, and fast food establishments with or without drive-throughs. There are other conditional use standards that include conditions that presumably do not meet certain legal standards, as the applicable criteria fails to enact clear and ascertainable standards to guide planning professionals, which could result in the improper delegation of an application to the incorrect board and/or jurisdiction. Clarifying and/or removing subjective conditions that do not provide sufficient certainty shall be considered for amendment to meet the legal standards of law and create definitive conditions for these conditional uses.

Section 416. Shopping Center Business (B3)


It is recommended that **Section 412.B.4(b) (Therapeutic Massage, By Licensed Massage Therapists)** be amended in order to distinguish between uses within the Township’s Business Zones, specifically the Neighborhood Business (B1), the

Highway Business (B2) and Shopping Center Business (B3) and avoid confusion amongst the business community. It is recommended that the terminology “Therapeutic Massage, By Licensed Massage Therapists” be modified in the aforementioned business zones to clarify that “Massage and Bodywork Establishments,” which exclude the work of cosmetologists, beauticians, and manicurists, between that of “Spas,” which include the work of cosmetologists, beauticians, and manicurists. These uses would further be defined and distinguished in Article II of the Cherry Hill Township Zoning Ordinance. Both uses would continue to be permitted within these zones.

It is recommended that **Section 416.C (Conditional Principal Uses)** be amended to update the conditional use standards for automobile related services, motels and hotels, and fast food establishments with or without drive-throughs. There are other conditional use standards that include conditions that presumably do not meet certain legal standards, as the applicable criteria fails to enact clear and ascertainable standards to guide planning professionals, which could result in the improper delegation of an application to the incorrect board and/or jurisdiction. Clarifying and/or removing subjective conditions that do not provide

Figure 30. B-4 Zone





sufficient certainty shall be considered for amendment to meet the legal standards of law and create definitive conditions for these conditional uses.

Section 417. Regional Business (B4)

It is recommended to comprehensively restructure **Section 417**, while maintaining the intent of zone but also minimizing the complex standards promulgated by the B4 zone. Adopting clearer regulations should create more desirable visual environments, transition compatible uses with adjoining business zones, integrate mixed-use developments, provide substantial and adequate buffers to existing neighborhoods, and capitalize on a mixture of multi-modal transportation options.

Unlike the other business zones, the uses outlined in the B4 zoning district are not necessarily specific as to use but rather as to density. It is important to remember that the B4 zone was adopted at a time when there was significantly more land available for the development of large scale projects intended to “compliment the retail uses in the adjoining B-3 Shopping Center Business Zones by providing areas for the concentration of office centers and related uses (Zoning Ordinance 76-71).” When initially adopted in 1977, the B4 zone included a much larger land area including almost all of the parcels fronting on Route 70 from Cuthbert Boulevard to Haddonfield Road, as well as all of Executive Campus, the Garden State Pavilions, the Garden State Park, and the Commerce Center Office Park. At that time, those uses were slightly more specific than what is provided today (e.g., offices, hotels, gasoline filling stations, new stands) and there were no density standards. Over the years, modifications to permitted uses, which generalized those uses by size, and modifications to bulk requirements and inclusion of density standards have limited the potential of redevelopment and investment in the B4 zone. As a result, development in the B4 zone has not conformed, in its majority, to the original intent of the zone, which was to create an “... area for business district uses that serve the Southern New Jersey region (Zoning Ordinance 76-71).” With the exception of Garden State Park, smaller parcels

within the B4 Zone, which have not been aggregated for planned development, are now blighted properties, as many of them in their current configuration cannot meet the density requirements set forth in the zone. In order to encourage redevelopment of these parcels it will be necessary to reconsider the density standards in place and potentially reduce them to permit smaller parcels in the B4 zone to be redeveloped without requesting relief in the form of a use (d) variance from the Zoning Board of Adjustment.

It will also be necessary to better define uses permitted in the B4 Zone to make clear what types of uses are specifically permitted, as the Zoning Ordinance, like many, have a general provision in Article I, Section 105 - Prohibited Uses that states “All uses not expressly permitted in this Ordinance are hereby prohibited.” As a number of parcels in the B4 zone still front on Route 70, a major arterial highway, uses that meet the need of the regional nature of this roadway should be integrated into the B4 zone. Many of these will be uses similar to those found in the B2 and B3 zones but refined to meet the current intent of the B4 zone, which is to “provide a broad mix of comparison retail, service, office, residential, and recreation/cultural uses, serving regional market areas and offering significant employment, residential, and recreational opportunities. These purposes are accomplished by applying a comprehensive approach that encourages compact and mixed-use development that is supportive of transit and pedestrian travel, creating a regional business zone.” Therefore, some uses may be proposed to only be permitted as accessory and/or conditional uses, while principal uses will likely integrate B2 and B3 permitted non-residential uses to allow for a compact and vertical mix uses of retail, office and residential. It is also likely that parts of the B4 zone will be included in a comprehensive form-based overlay zone and/or standards that will ensure that any development creates an enhanced design aesthetic and seeks to support more opportunities for transit availability and pedestrian connectivity, integrating all multi-modal transportation needs (e.g., automobile, mass and bus transit, biking, and walking) to service this zone.



Section 418. Institutional (IN)

It is recommended that **Section 418.B.6 (Home for the Aged, Long Term Care Facility, Assisted Living Facility, or Residential Health Care Facility)** eliminate “homes for the aged” as it is an archaic term no longer utilized or defined by the State of New Jersey. It shall also be considered to eliminate residential health care facilities from the Institutional (IN) zone and limit this use to the B2 zone, as the B2 zone is along commercial corridors served by bus transit for many of the employees that serve these populations. As many of the IN zones are integrated within and/or adjacent to existing neighborhoods, continuing to permit uses such as short and long term rehabilitation facilities may no longer be appropriate for this zone. Similarly, the appropriateness of long term care facilities and assisted living facilities should be examined for the IN zone in response to the increased intensification and massing of some of these uses. Further clarification is needed in the Zoning Ordinance regarding the specific inclusion of Continuing Care Retirement Communities (CCRCs), where appropriate, as they are in higher demand with growing populations.

Section 419. Industrial Restricted (IR)

The nature of the Township’s industrial areas are changing as large scale manufacturing is not the typical user of industrial zones these days. Breweries, recreational activities, and other uses that require large open spaces are attracted to these areas for both their size and generally lower rents. Supporting these uses and adding other complimentary uses in the industrial zone can help reinvigorate these areas and create spaces that are attractive to the millennial generation, population cohorts that the Township wants to retain and attract to the area. Industrial areas should include tattoo and body piercing shops, wine and beer tasting rooms with associated manufacturing, arcades, outdoor recreation including go-karts, and music and theater schools and venues.

While many users have remained unchanged in the Township’s industrial areas there has also been a steady trend toward reuse of industrial space for

a wider array of uses, particularly entertainment, recreation, and personal services. Space in industrial zones tends to be lower rent and more flexible for users with unique businesses such as breweries with tasting rooms, wine making businesses and winery tasting rooms, activity uses such as indoor miniature golf and escape rooms, dance and theater schools, and health clubs and personal fitness services. While many of these uses have been added to the list of permitted uses in the zone, there are still challenges to using these spaces for these uses such as signage and parking. We have looked specifically at the Springdale Industrial Park in the Plans for Place section of this plan and it is recommended that an overlay zone be adopted to encourage the reuse of this area for arts and entertainment.

For those areas zoned IR not specified in the Plans for Place section, it is critical to update the permitted uses within this zone to reflect dynamic market changes and serve existing and prospective light industrial manufacturers. An emphasis on zoning to be inclusive of artisan, craft, and fabrication uses should be considered to function as an activation strategy for these areas—enhancing their viability as production facilities. Standards or conditional uses for outdoor storage, enhanced performance and design standards, and zoning incentives for sustainable development should be future considerations to attract innovative businesses and encourage a range of creative industries without disrupting retail activities within the Township’s commercial corridors.

Section 420. Industrial Restricted Business (IRB)

As noted above, it is recommended that **Section 420: Industrial Restricted Business (IRB) Zone** be eliminated. Section 420 shall be reserved for future use and all references shall be eliminated or updated to reflect the Shopping Center Business (B3) Zone.

Section 422: Agricultural-Horticultural Commercial Overlay (AR-HC)

As it was never adopted as part of the last Master Plan, it is recommended to remove the reservation of **Section 422: Agricultural-Horticultural Commercial**



Overlay (AR-HC).

Section 431. Residential Zones: Additional Uses and Structures

There are several changes, additions, and clarifications that need to be made to this section of the ordinance to make sure that accessory uses in our residential zones maintain the character of these neighborhoods and make the requirements for these uses and structures clear and easy to follow. The following examples are recommended for amendment but do not necessarily represent an exhaustive list of potential changes:

- **Section 431.A. Horse Keeping Regulations:** While the frequency of these applications are limited, as these uses are only permitted in the RA Zone, the standards with which horse keeping must comply are confusing and don't account for the needs associated with this use. It is recommended that clarification of these standards, such as limitations and/or permissions for areas of pasture, separate provisions for fencing, and limitations on the number of horses, as well as clarifications of definitions (e.g., barns) shall be included in the Zoning Ordinance amendments.
- **Section 431.B. Home Occupations:** There has been an increasing use of residential homes as places to store vehicles associated with landscaping and other off-site service businesses. While the use of these sites as offices for these types of businesses may be appropriate, the parking of vehicles typically associated with these types of businesses is often not. Off-site service businesses that involve the use of large commercial vehicles that are prohibited in residential zones as per Section 431.D shall either be prohibited completely or additional criteria should be added to the list that specifically prohibits commercial trucks associated with the home occupation to be parked at the site. Consideration for separate Zoning Permit Applications for clarification of these standards should be developed.
- **Section 431.C. Private Garages:** There has been an increasing need for variances associated with the standards as they relate to detached or attached garages, as they are unclear. It is recommended that separate and distinct standards are created to distinguish between the two (2) as to avoid unnecessary interpretations by the Zoning Board of Adjustment and/or onerous applications by Cherry Hill residents.
- **Section 431.D. Commercial Trucks & Buses in Residential Zones:** It is recommended to clarify the terminology that defines those vehicles specifically prohibited in residential zones, as these interpretations exhaust a significant amount of time for Township planning and zoning staff.
- **Section 431.E. Recreational Vehicles in Residential Zones:** It is recommended to clarify the terminology that defines those vehicles specifically prohibited in residential zones, as these interpretations exhaust a significant amount of time for Township planning and zoning staff.
- **Section 431.G. Swimming Pools & Cabanas:** It is recommended that the Zoning Ordinance amendment define **Cabana**. Similarly, clarifications on the pool setbacks to the side and rear yard setback shall be clarified to define the edge of the water line, as opposed to the pool apron or deck, as there are conflicting standards set forth in the current Zoning Ordinance. However, this should not usurp the deck standards set forth in Section 431.H. Alternatively, the Zoning Ordinance amendment can further classify the pool apron or decking as having separate standards when specifically associated with swimming pools.
- **Section 431.H. Decks and Patios:** It is recommended that the setbacks for patios should be increased to 10', which is similar to that of decks, as all other standards are the same for decks in this Section of the current Zoning Ordinance.
- **Section 431.I. Protruding Features:** It is recommended that some these structures (cantilevered balconies, chimneys, eaves, and

awnings) be clarified by definitions, as to whether they are considered an accessory structure or are defined as part of a principal structure with those conditions set forth in the current Zoning Ordinance (see *recommendations for Section 432.B Awnings & Canopies*).

· **Section 431.J. Residential Storage Sheds:** The Township has received many requests for sheds with a size that exceeds the intent of those structures, which is defined as “a small structure, either freestanding or attached to a larger structure, serving for storage or shelter” (Zoning Ordinance 2013-18, as amended). The Township recommends limiting the size of a shed to a maximum of 200 SF and its height to a maximum of 10’, which is consistent with the amendments recently made to the New Jersey Uniform Construction Code (UCC) (N.J.A.C. 5:23-2.17A – Minor Work). It is further recommended that all sheds permitted under the recommendations set forth herein have one (1) consistent setback of 5’ from the side and rear yard property lines. There has also been an increase in the use of temporary/pop-up sheds, and standards and/or prohibitions for these structures should be included in this Section. All other provisions within the existing Zoning Ordinance shall remain as is.

· **Section 431.K. Playground and Recreation Equipment:** It is recommended that a comprehensive list of what constitutes playground and/or recreational equipment be established and defined. Requirements for Basketball Courts and Tennis Courts in rear yards must also be amended to remove the onerous landscape buffer requirements applied to these uses, as they are the same requirements applied to commercial developments. Rather than applying burdensome landscape buffer requirements, it is recommended that distinct standards for appropriate landscape buffers and screening be established, where permitted setbacks for these uses should be increased to mirror the side and rear yard requirements of other accessory structures.

Additional uses and structures to be added (not exclusive):

- Generators
- Gazebos
- Pergolas
- Pool Equipment and Pads
- Service Walkways

Section 432. Additional Uses and Structures Permitted

It is recommended that a number of additional uses and structures in any zone or non-residential zones, as the case may be, be specifically identified within their respective zoning district and that appropriate bulk requirements and criteria be added to clarify the standards for these uses. Such uses include, but are not limited to, maintenance sheds, employee break areas, electric vehicle charging stations, outdoor dining and seating, and food trucks. While some of these uses may be seen as customarily incidental (e.g., maintenance sheds), the lack of established bulk standards requires those uses to conform to principal use setbacks, which in many cases are difficult to adhere to given certain lot constraints. The following examples are recommended for amendment but do not necessarily represent an exhaustive list of potential changes:

- **Section 432.A. Child Care Centers:** Child care centers, as authorized by State statute, are permitted in all non-residential zones as licensed facilities. This section should also reflect State regulations that permit certain family child care homes (also known as family day care homes) that are permitted in residential zones, which have very specific limitations and are not necessarily required to register with the New Jersey Department of Human Services (NJ DHS). Additionally, standards for the design of drop-off/pick-up and outdoor play space should be included as part of this section, as to clarify safety standards for these areas.

- **Section 432.B. Awning & Canopies:** It is recommend to update the standards for awnings and canopies to require enhanced design features, materials, and other requirements to increase the aesthetic quality of these structures, which may eliminate the need for onerous setback limitations and/or limitations on façade location.
- **Section 432.C. Solar Energy:** It is recommend to comprehensively review the standards for ground-mounted and roof-mounted solar systems to ensure that they meet the needs of industry providers. Additional alternative energy systems (e.g., small wind energy, electric vehicle charging stations) should also be considered for inclusion in the Zoning Ordinance, where appropriate.
- **Section 432.D. Telecommunication Towers or Antennae:** It is recommend to comprehensively review the standards for telecommunication systems to ensure that they meet the needs of industry providers and ensure compliance with all Federal statutes, as it relates to the Federal Communications Commission (FCC), particularly the timeframes for site plan application review per the FCC’s “Shot Clock” Order. Additionally, the Township should review and examine new “Micro” system technology. These systems, commonly referred to as small cells and distributed antenna systems (DAS), transmit wireless signals to and from a small defined area, use less power than traditional towers, but provide coverage to a significantly smaller areas. They can be installed on or in buildings or on existing monopoles, lattice towers or utility poles. These micro systems are not defined and conditions for their approval are not included in the existing Zoning Ordinance. Lastly, the Zoning Ordinance defines a public utility as “any public utility regulated by the Board of Regulatory Commissioners (now known as the Board of Public Utilities (BPU)) and defined pursuant to N.J.S.A. 48:2-13.” Recently, concern has been raised since BPU has designated some telecommunications facility developers as Competitive Local Exchange Carriers (CLECs) and Interexchange Carriers (IXC). Carriers might

provide a claim that the telecommunications towers are public utilities. The Township should consider whether there should be a distinction to provide further clarity.


ARTICLE V: PERFORMANCE AND DESIGN STANDARDS

This section of the Zoning Ordinance controls all site design standards for residential and non-residential development. There are a number of amendments required to assure that the Township’s site design standards are in line with current best management practices, are easily implemented and understood by residents and developers, and reduce conflict between this Article and other articles within the Zoning Ordinance as well as the Township’s General Revised Ordinances. Again, the following list of examples is not exhaustive and there may be additional changes proposed to the Planning Board and Township Council. Examples include, but are not limited to, the following:

Section 502. Performance Standards: All Uses

It is recommended that all subsections of these performance standards be examined to ensure that these provisions meet all applicable Federal, State and other jurisdictional laws, as amended since the last amendment to the Zoning Ordinance.

- **Section 502.I. Storage & Waste Disposal:** It is recommended that design standards for outdoor storage of materials be placed in a separate section of the Zoning Ordinance and not intermingled with Waste Disposal. A new section of the Zoning Ordinance should be considered for development that develops better standards for the outdoor storage of materials, where permitted, and stabled within Article V. In addition, and noted herein, there should be specific requirements made for the outdoor storage of vehicle inventory, vehicle fleets and/or outdoor storage of any motor vehicles not located on the same parcel as a new car dealership, whether on a permanent or temporary basis.

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- **Section 502.M. Visibility:** It is recommended that this section be clarified, as it currently restricts the construction of anything that obstructs views at any corner lot or at any point of entry on a public road. This definition has been applied to driveways onto local roads where the 30' restriction is excessive and burdensome. This section should be updated to create a different setback restriction for driveways versus roadway intersections. Further clarification should also be provided to distinguish that this applies to municipal roadways, as County and State roadways have different and varying standards for sight triangle distances along their corridors.

Section 505. Driveways, Residential

- **Section 505.A. Material:** It is recommended to examine what materials are considered impervious or pervious (e.g., gravel), as defined by the New Jersey Department of Environmental Protection (NJDEP), as this comes up often in Zoning Permit application review.
- **Section 505.B. Aprons:** It is recommended to clarify a referenced citation that is incorrect in this section and also clarify the number of curb cuts and aprons permitted on any given municipal roadway, as well as to reference by citation the right-of-way permit requirements for County and State arterials.
- **Section 505.C. Location:** As per above, It is recommended to clarify the number of curb cuts and aprons permitted on any given municipal roadway, as well as to reference by citation the right-of-way permit requirements for County and State arterials.

Section 506. Fences, Hedges & Walls

It is recommended that clarification of the setback requirements for corner lots be established, particularly on lots where the structure is not parallel to the roadway. Clarification on the location of fences as to their proximity to property lines should

be assessed. Historically, issues have arisen with the maximum front yard height limitation for fences in residential areas, where a maximum of 3' is permitted. Considerations for an alternative fence height limitation in front yards that don't affect or obstruct sight distance should be assessed (e.g., 4' fences where at least 50% is non-solid/open). Similarly, distinctions must be made between fences and decorative walls within front yards, to ensure compliance with sight distances. To the issue of secondary front yard height limitations, there may be consideration to allow 6' fences in secondary front yards extending to the buildable lot line of that zone if it does not interfere with sight distances. Additionally, the requirement that fences be installed 3" above grade must be changed to reconcile with current UCC requirements and to make it clear that this is only in regard to the placement of such fence when it is permitted to be located within a drainage easement. Finally, consideration of limiting certain fence materials should be considered by zone and/or use (e.g., chain link fences in non-residential zones).

Section 507. Grading

It is recommended to reconcile the Zoning Ordinance requirements with the Grading Plan Checklist, as well as Property Maintenance and Building & Housing regulations, as established by the Township's Revised General Ordinances. It is also recommended to clarify that Grading Review is required when there is new grading or earthwork operations that result in land disturbance of 500 SF or more (≥ 500 SF).

Further considerations shall be made to require separate permits for Grading Plan reviews, where as a fee is already established by the Zoning Ordinance, but where much confusion still lies about the in-line process for processing these permits in conjunction with Zoning Permits, Right-Of-Way Permits, Tree Removal Permits, and Building Permits.

Section 508. Landscaping & Buffering

It is recommended to comprehensively review this section to clarify its applicability within the Township's boundaries; reconcile the Zoning Ordinance requirements with the Tree Removal

and Replacement process with the Revised General Ordinances; assess all permitted species to ensure adequacy with native, available and ecologically sound landscape plantings; ensure realistic and adequate provisions for placement and density of plantings for street trees, buffers, off-street parking and loading areas and site development; provide templates for formulas and calculations based on the above; and reconcile the enforcement of overgrowth and invasive species with applicable Federal, State, and local statutes (e.g., Property Maintenance Regulations). It is also recommended to clarify that Grading Review is required when there is new grading or earthwork operations that result in land disturbance of 500 SF or more (≥ 500 SF).

Section 511. Off-Street Parking

- **Section 511.B. Requirement:** It is recommended that the overall parking requirements be updated to include all uses established within the Zoning Ordinance and reviewed to determine if the parking requirements are sufficient for those uses and consistent with the most applicable standards set forth in the publication entitled “Parking Generation” authored by the Institute for Transportation Engineers (ITE). For example, it is not clear if physical therapy offices are meant to comply with the requirements for medical offices or if some combination of the requirements of a fitness center and a medical office would be more appropriate. Parking requirements also need to be substantially amended for car dealerships to ensure sufficient on-site parking for vehicle inventory, customers, and employees with clear regulations for enforcement and violations when vehicle inventory exceeds anticipated parking demand.
- **Section 511.C. Shared Parking Facilities:** It is recommended that language be included to clarify that these shared parking arrangements and the standards for review shall be required to be approved by either the Planning or Zoning Board, and their respective professional planning, engineering, and legal staff.

- **Section 511.H.1. Off-Site Parking.** It is recommended that the option to allow off-site parking within 200’ of a site when deed restricted can be utilized without a use (d) variance be removed from the Zoning Ordinance, as the length and terms of such a deed restriction are unclear. Off-site parking, where no associated principal use is in existence, should proceed under the guise of the legal standards applied under the MLUL and should only be permitted through a use (d) variance unless there is an established shared parking agreement approved by the Planning Board or Zoning Board, as authorized in Section 511.C.
- **Section 511.M. Refuse & Recyclable Storage Areas:** It is recommended that applicants be required to adequately design enclosures to meet the needs of the prospective build-out of all tenants and that this shall be calculated by the applicant and approved/endorsed by the Cherry Hill Township Department of Public Works and/or his or her designee, as a condition of board approval and/or the Zoning Ordinance.
- **Section 511.N. Bicycle Parking Facilities:** It is recommended that the Township enhance its minimum standards for bicycle parking design, in conjunction with recommended styles by the Association of Pedestrian and Bicycle Professionals. It is further recommended to incorporate more realistic requirements for the inclusion of parking facilities based on use and location, and in conjunction with the Township’s Bicycle & Pedestrian Master Plan Element and Complete Streets Policy.
- **Section 511.O. Bus Stop:** It is recommended that this section include language for inclusion of bus shelters where a bus stop is existing and/or planned to assist in providing these critical facilities along bus transit routes.

Section 514. Utilities & Infrastructure

It is recommended the Township conduct a review of the existing 2003 Utilities Element. As such, an examination of the standards for utility and



infrastructure development provided in the Zoning Ordinance, as well as in the Revised General Ordinances, shall be assessed to ensure compliance with all applicable regulations.

Section 516. Stormwater Management

It appears that the Township's Stormwater Management Ordinance mirrors model ordinances utilized by the State and other advocacy programs (e.g., Sustainable Jersey). Nonetheless, it is recommended the Township conduct a review of the existing Stormwater Management Ordinance, as well as the 2005 Stormwater Management Plan, to determine whether any updates are needed to reconcile recent updates and requirements established by the New Jersey Department of Environmental Protection (NJDEP).

Section 517. Signs

It is recommended that a comprehensive overhaul of the Sign Ordinance be completed. Reconciliation with Federal case law and constitutional law and the increased need for aesthetics need to be weighed to create a more cohesive visual environment based on use, corridor, and/or neighborhood. It is recommended to focus on these regulations using a form-based approach coupled with safety standards for clear, legible copy requirements based on speed and traffic volumes of roadways. There have been increasing requests to consider LED changeable copy signs based on new technologies, which warrants an assessment as to whether there is any consideration to these sign types for certain users and/or certain locations, which must take into consideration safety concerns, frequency of change of copy, and movement.

It is recommended that clarifications and reconciliations on what types of signs are prohibited are separated from minimum requirements for building permits, standards for changeable copy, and provisions for exemptions.

It is further recommended to clarify the permitted sign types in the IN Zone. Signs referencing the AR-HC Overlay zone shall be removed. Standards for smaller, ancillary signs, which serve as customarily

incidental uses to their principal structures (e.g., menu signs), should be examined to determine if standards are necessary, or be simplified.

In addition to the comprehensive overhaul necessary to update the Zoning Ordinance to reflect current laws and design standards, it is recommended that within the office zones there is clarification as to what constitutes a directory sign and clarify those requirements so they are not confused for the permissions for multi-tenant signs, which are otherwise prohibited by the Zoning Ordinance. Similarly, the IR zone should be updated to provide for flexibility based on uses, paired with a higher aesthetic to provide cohesiveness within those areas. Other considerations, such as design standards for Township and regional wayfinding and internal site functional and directional signs should also be considered.

Specific sign overlay areas should be created to develop a more consistent look for signage in certain commercial areas, such as the Erlton Business District and Batesville, as discussed in the Plans for Place section of the Master Plan.

ARTICLE VII: DEVELOPMENT APPLICATION REVIEW PROCEDURES

It is recommended to comprehensively examine the procedures promulgated by this Article to ensure compliance with all applicable State enabling laws and recent case decisions regarding jurisdictional powers, procedures for public hearings, notice procedures and requirements, standards for review of applications, notice of decision language, and expirations of approval standards.

ARTICLE VIII: APPLICATION SUBMISSION REQUIREMENTS

It is recommended to comprehensively examine all submission requirements promulgated by this Article to ensure compliance with all applicable State enabling laws and recent case decisions regarding impact fees (e.g., off-tract improvements), modifications to environmental standards, if any, and reconciliation with the Site & Subdivision Checklist. It is also recommended to reconcile a typo regarding

the language in Section 816. Grading Plan Approval to be consistent with Section 507 - Grading to state “a disturbance of 500 SF or greater.” Additionally, applications for Zoning Verification Letters shall be considered for inclusion within this Article and the standards for application and fees that would apply.

ARTICLE IX: FEES, GUARANTEES, INSPECTION, & OFF-TRACT IMPROVEMENTS

Section 901. Application & Escrow Fees

A fee shall be included to reflect the applications received for Zoning Verification Letters, which take a substantial amount of staff time by the Cherry Hill Township Department of Community Development. A fee structure to reflect the proposed changes to the Zoning Verification Letters process shall be assessed. Additionally, all fees shall be assessed to ensure adequacy of staff time needed for review, processing, and enforcement of these permits.

ARTICLE X: AFFORDABLE HOUSING PROCEDURAL & ELIGIBILITY REQUIREMENTS

It is recommended to update the regional employers list, as it relates to the distribution list for the affirmative marketing process. There are no other anticipated amendments; however, this Article will be comprehensively reviewed to ensure compliance with all applicable State enable laws and recent case decisions.

ARTICLE XI: ENFORCEMENT, PERMITS, VIOLATIONS & PENALTIES

Section 1103.A. Permit Required

It is recommended that the Department of Community Development research a process by which a certificate of occupancy permit is not required for a change of owner prior to the sale of a property. This has caused confusion and conflict with Township records if and when a transaction for sale is not executed. It appears that this conflict is required by the Township General Revised Ordinances per Chapter XIII Building & Housing and not the

New Jersey UCC. An alternative process should be examined to satisfy underwriters and title agencies as part of those purchase and sales transactions.

Section 1103.C. Application for Zoning Permit

It is recommended that the Department of Community Development further clarify the minimum submission requirements to issue certain zoning permits. Confusion as to what constitutes a satisfactory plot plan and what types of applications require signed and sealed surveys or plot plans has created unnecessary delays for permit issuance. For example, it may be more appropriate for someone submitting for a fence application to be able to submit a plot plan, while someone submitting for a single family house addition may necessitate the submission of a signed and sealed survey, as one has more impacts than the other. Nonetheless, permits should use specific language to ensure property owners are diligently complying with the terms of their approvals as to avoid encroachments and/or violations of their approvals. It is recommended that consideration for the development of separate permit applications be created to separate structures that are non-UCC versus those structures that would require UCC approval. Similarly, considerations for separating residential zoning permit from commercial permits should also be evaluated.

Section 1103.D. Issuance of Zoning Permits

It is recommended that consideration be given to requiring the Zoning Permit Fee be paid upon submission rather than upon approval so the Department of Community Development can recoup costs associated with the time invested into denials of applications, as oftentimes denials are an outcome of research into a site’s history regarding prior approvals, limitations of the zone, and/or interpretations made in conjunction with the advising counsel. Clarification of the process of when a grading plan is required and the sequence of that review shall also be clarified. Clarifications for outside agency approvals should

also be considered for inclusion, as to provide the best service to constituent residents and businesses.

Section 1103.F. Exemptions

It is recommended to comprehensively examine whether additional exemptions should be made for the issuance of zoning permits in order to advance the purposes of the MLUL and to promote the public health, safety, morals, and general welfare of the public.

Section 1104. Temporary Use Permits

It is recommended to comprehensively examine the standards, provisions, and procedures for review of temporary use permits in order to ensure their adequacy and compliance with the intent of these intermittent uses.

ARTICLE XII: AMENDMENT, SEVERABILITY, INTERPRETATION, REPEALER, & ENACTMENT

It is recommended to update this Article in the event that any amendments are legislated per Township Council, as recommended by the Planning Board via this Master Plan Update and Re-examination and/or by any other means.

PROPOSED LAND USE AMENDMENTS & POLICIES FOR FURTHER STUDY & FUTURE CONSIDERATION

PLANS FOR PLACE

The visions, strategies and actions within the Plans For Place element can only be initiated after substantial assessment by professionals, extensive public outreach, and input from residents of the neighborhoods. These processes shall occur separate and apart from any formal action on this Master Plan from the Planning Board, Zoning Board, or the Township Council.

If the Township Council does not support the enactment of these strategies, then it shall not forward any directive to conduct further study, nor shall the Township Council forward any ordinance to the Planning Board for review and recommendation of approval.

Should the Township Council decide to pursue the Plans for Place, the following recommendations could be considered for future amendments. Some visions might be more easily realized and others may warrant longer planning analyses to determine their appropriateness.

- **Erlton Business District:** strategies include future consideration for signage and façade standards, reduced and shared parking requirements, and public realm improvements (benches, landscaping) among other strategies.
- **Batesville Business District:** strategies include future consideration for a mixed-use “Main Street” style and form-based code overlay with public realm improvements to create an enhanced sense of place in the area immediately east of Haddonfield Borough.
- **Golden Triangle:** strategies include future consideration for a mixed-use “Main Street” style and form-based code overlay with public realm improvements, circulation enhancements, defining street edges, integrating a green spine, highlight the NJ Transit Train Station, and using transit-oriented development principals.
- **Cherry Hill Mall:** strategies include future consideration for a mixed-use “Main Street” style and form-based code overlay to create an enhanced sense of place along the Church Road corridor north of the Cherry Hill Mall.
- **Kings Highway Office Park:** strategies include future consideration for aggregating municipal and civic services, incorporation of green spaces, integration of new institutional uses, and improving existing perimeter commercial areas.
- **Route 70 East Corridor:** strategies include future

consideration for a form-based overlay to improve the consistency of signage, landscaping, buffer requirements, and setbacks along Route 70 from Springdale Road to the Evesham Township border.

- **Springdale Industrial Area:** strategies include future consideration for a form based overlay to allow for improved signage, additional uses, and public realm improvements to foster and nurture an arts and entertainment sub-district within this area.

ADDITIONAL POLICIES FOR FUTURE CONSIDERATION

The following uses, policies, structures, and laws are outlined below for reference and should be considered for further review and discussion between the Township, its professionals, stakeholders, and the public.

Clustering, Non-Contiguous Cluster, & Lot Averaging


In 2014, the MLUL was amended to expand the authorization for the use of cluster developments to include the use of non-contiguous lands, provide additional options for subdividing and developing land through clustering, and authorizing municipalities to use lot-size averaging. All three (3) techniques use strategies that promotes concentration of development onsite and/or off-tract in order to preserve more viable and contiguous open spaces and conservation areas, and utilizes varied lot area and bulk requirements depending upon existing environmental constraints onsite in order to avoid adverse impacts to those systems as a residual consequence of development that is otherwise permitted. The Township Zoning Ordinance once permitted contiguous cluster developments and it is unclear why these standards were removed. Consideration of the unique planning approaches should be considered to preserve the Township's remaining open space, farmland, and/or historic parcels.

Medical Marijuana

In 2009, the New Jersey State Legislature enacted the "New Jersey Compassionate Use Marijuana Act" (N.J.S.A. 24:6I-1 et seq.) per PL 2009, c.24, as amended, which provided for legal protection for the cultivation, processing, dispensing, and use of marijuana for medical purposes. Recently, the State of New Jersey has determined pursuant to this Act that it is necessary to expand New Jersey's Medical Marijuana Program in order to meet the needs of qualified patients by announcing its acceptance of applications for the issuance of six (6) additional Alternative Treatment Centers (ATCs). Simultaneously, the State expanded the law to permit the original six (6) ATCs to open two (2) additional dispensaries within their respective region. Cherry Hill Township is located within the Southern Region, for which there are currently two (2) original permit holders. There have been a significant amount of inquiries by providers throughout the country and within New Jersey looking to establish a location within Cherry Hill Township. While the Township has not taken a position at this time, Cherry Hill should assess if this use would be supported by residents to provide alternative treatment in order to fulfill the needs of patients who use marijuana to alleviate suffering and pain from certain medical conditions.

New Automobile Dealership Off-Site Storage Needs

As noted in the Economic Development Plan Element, and as experienced by the Department of Community Development via applications to both the Planning Board and Zoning Board of Adjustment, there has been an increasing need for vehicle inventory storage for the Township's fifteen (15) new car dealerships, which has resulted in illegal occupancy of many sites throughout Cherry Hill and requires significant enforcement by the Township's Zoning Officer. This has been an issue for nearly two (2) decades, if not longer. Integral to the Township's business community and tax base, it is important to assess a viable solution that provides possible solutions (whether short-term or long-term) that may be in the form of a special use permit or other standard as necessary. No matter what the assessment, considerations for performance



standards such as parking analyses, minimum screening and buffering, proximity to residential zones and minimum setbacks, provisions for storage only, legal agreements, etc. shall be weighed in those considerations, if studied.

Short Term Rental Regulations

Recently, there have been many complaints and conflicts associated with the presence of short-term rentals (e.g., AirBNB) within Cherry Hill's neighborhoods. Many of these short-term rentals are without Rental Housing Certificates of Occupancy (CO) and/or are operating as boarding homes (e.g., renting out individual rooms) in addition to being a short-term rental. As such, those individual room short-term rentals violate local Rental Housing regulations, Zoning regulations, and State licensing regulations and requirements. While short-term vacation rentals have been a popular trend in New Jersey for decades, a majority of these properties have been located along the coast, enticing summer beachgoers to come and stay for a defined period of time. However, platforms such as AirBNB have pushed the definition of short-term rental away from a typical vacation rental. These platforms allow a person to rent out his or her home, apartment, or just a single bedroom to a visitor for a day, week, or longer period of time. These facilitators tapped into Millennials' desire to partake in unique travel experiences and its popular practices have resulted in a high demand for its services. As such, many municipalities and State Legislatures around the world are struggling to adjust to this new form of short-term rental and are beginning to adopt regulations that put limits on what a person can do with their individual properties. Evaluation of these impacts on the intent of single family neighborhoods and other residential complexes should be weighed to permit or ban these short-term rentals from operating within Township boundaries.

Backyard Chickens

Currently, the keeping of chickens and other fowl and livestock is currently prohibited by the Cherry Hill Township Zoning Ordinance (2013-18 as amended)

and General Ordinances. Local advocates have approached the Township in recent years to advocate for the inclusion of a Backyard Chicken Pilot Program. The suggested Pilot proposes the keeping of backyard chickens in single-family zones subject to certain conditions, minimum bulk standards, and required accessory structures, as well as maintenance and training. Evaluation of such uses should be conducted to determine if such uses are supported by the residents of Cherry Hill.

Streamline Development Review & Permitting Process

The Township has made significant efforts to streamline permitting and website functions related to the Zoning Permit and Construction Permit process through the use of a single source platform permit system which all Departments use and which is a centralized source for permitting and licensing data. All of this data is spatially-based, in that it utilizes parcel-based information and geographic information systems (GIS) to link data to an individual site. This paired with the inclusion of an in-house GIS professional, as well as the creation of CHIP (Cherry Hill Information Portal), has reduced costs and improved operations. However, there are modifications to the Revised General Ordinances that require clarification to coordinate the efforts of land development with rental housing inspection, business licensing, property maintenance, tree removal and preservation, right-of-way and grading permits (engineering), and construction. Clarification of these regulations, cross-referenced among these statutes, and clear delineation of enforcement responsibilities needs to be corrected to ensure adequate implementation of all Township regulations. Additionally, it is suggested to comprehensively update all permits for all relevant Departments, provide them as fillable on-line forms, permit on-line payments, and create a permit book for ease of use by residents and business owners.



CHERRY HILL MASTER PLAN

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