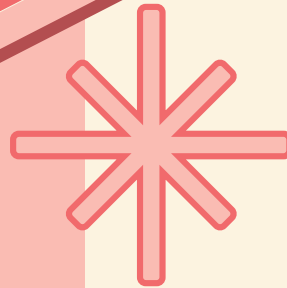


*Plans for Place*

CHAPTER 08



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

September, 2018



# PLANS FOR PLACE OVERVIEW

*The following visions, strategies and actions can only be initiated after substantial assessment by professionals, extensive public outreach, and input from neighborhoods. These processes shall occur, if they are ever initiated, separate and apart from any formal action of the Planning Board, Zoning Board, or 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.*

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## INTRODUCTION

Seven places within Cherry Hill have been selected as focus areas to illustrate the implementation of the policies and action recommendations within the Land Use and Economic Development Elements as well as how to realize all of the goals of the Master Plan. The places were selected for several reasons: the areas are facing pressure to change; they demonstrate policies applied to a variety of land uses; they represent major thoroughfares, commercial areas, and destinations; and they were recommended by residents during the public outreach process.

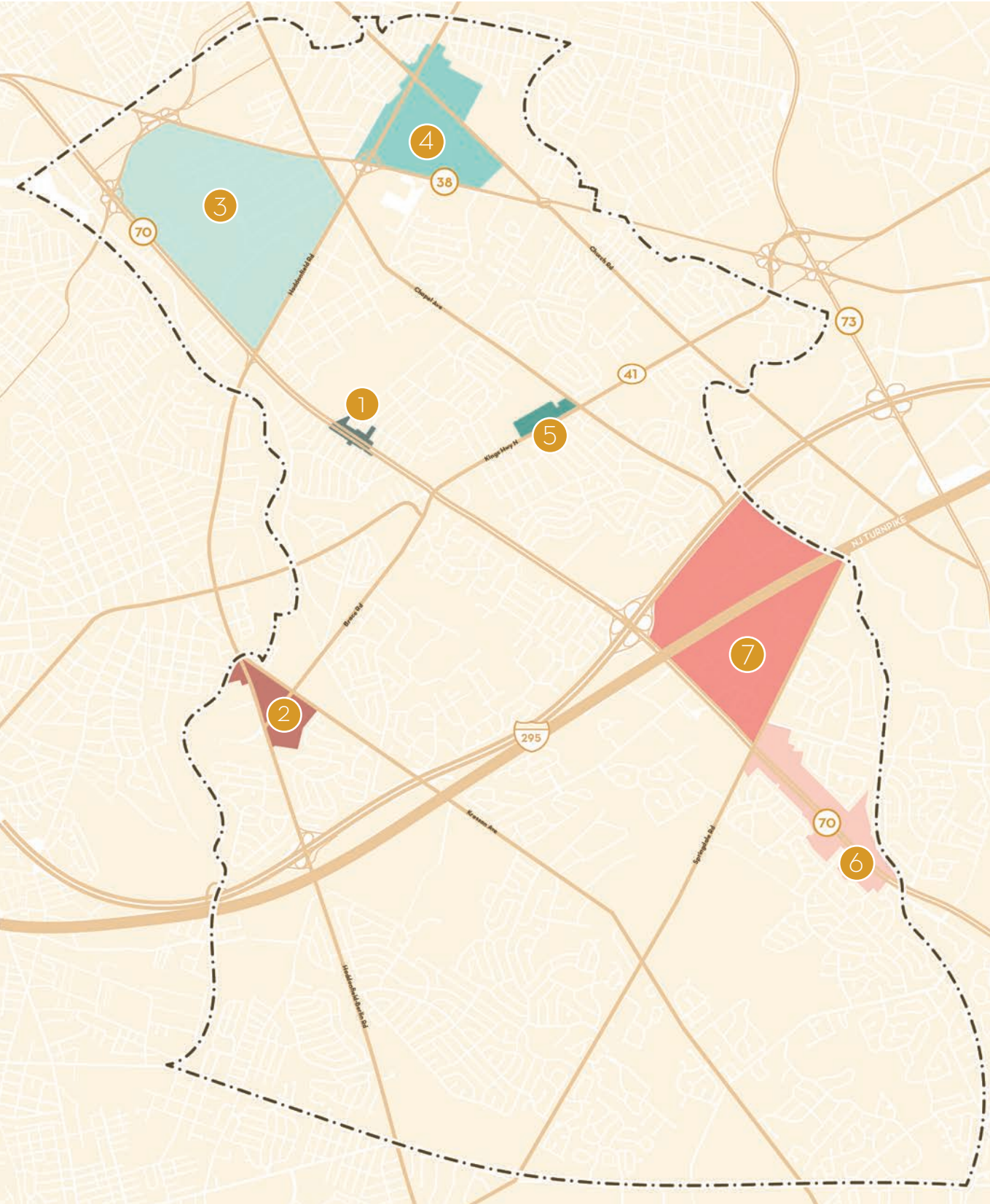
The seven places are identified in the quick reference guide to the right. Each area has its own “plan for place,” comprised of an existing conditions analysis, a vision statement, strategies, and actions for implementing the vision. Some visions are more easily realized in the near-term, while others are 10-15-year visions for the future.

## QUICK REFERENCE GUIDE

The following is a quick reference guide of the contents of this Plans for Place section.

- **Erlton Village (page 3)**
- **Batesville (page 9)**
- **The Golden Triangle (page 15)**
- **Cherry Hill Mall (page 19)**
- **Kings Highway Office Park (page 25)**
- **Route 70 East Corridor (page 31)**
- **Springdale Industrial Area (page 35)**

Figure 1. Plans for Place Focus Areas



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



# ERLTON VILLAGE



## EXISTING CONDITIONS

Erlton Village is a small commercial center located on Route 70 between Sheridan Avenue and Harrison Avenue on the eastbound side of Route 70 and Massachusetts Avenue and Cooper Landing Road on the westbound side of Route 70. The area is the only commercial center in Cherry Hill that follows “traditional” land use patterns, as small attached buildings (some only 25 feet wide) line the street creating an unbroken chain of facades. This has endeared the area to many residents.

Otherwise, the area lacks strong defining characteristics. The buildings’ architectural character is diverse and inconsistent. There is no defining architectural feature unifying the area: building facades use many materials and color palettes; signs are of various sizes, material, and character; and some

buildings have awnings while others do not.

The area struggles in part because the traditional building forms front onto a high-volume high-speed arterial. Typically, these types of buildings are successful on “main streets” and in neighborhood commercial corridors where traffic speeds are slower and on-street parking is permitted, which makes them more enjoyable to walk along. Parking is also a challenge for the area. On the north side of Route 70, parking occurs in the front yard and cars have very little room to back out before entering the busy roadway. On the south side, parking is provided in side and rear lots as well as on the street. Overall, the district is perceived as being under-parked, and patrons cite this is an issue that discourages them from frequenting the area.

## VISION

Erlton will be a main street that will be both walkable and offer accessible and plentiful parking. Shops and restaurants will be oriented toward Route 70 and toward the buildings' back and sides, which will be home to cafés, benches, and other amenities. Restaurants and retail opportunities in the village will continue to expand as the area is marketed to local businesses and restaurateurs. Parking opportunities will be expanded through construction of a municipal parking lot. Traffic calming and crosswalk improvements will make Route 70 safer for pedestrians to cross and the generous sidewalks along Route 70 will be improved with landscaping and planters to buffer pedestrians from fast-moving traffic.

Figure 2. Conceptual Street Section: Ertlon Village

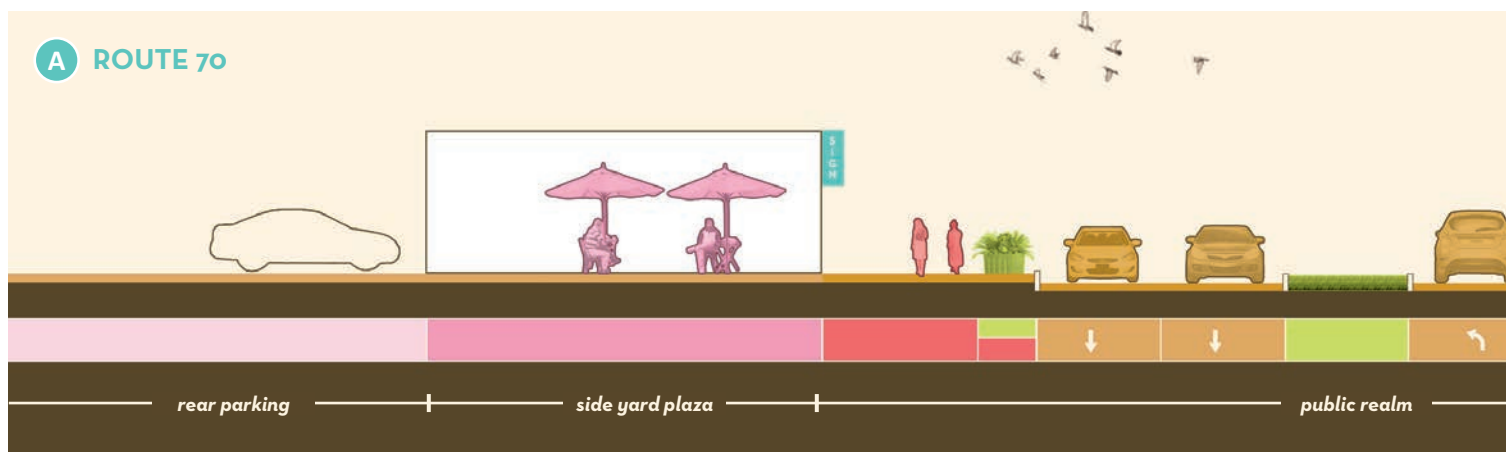
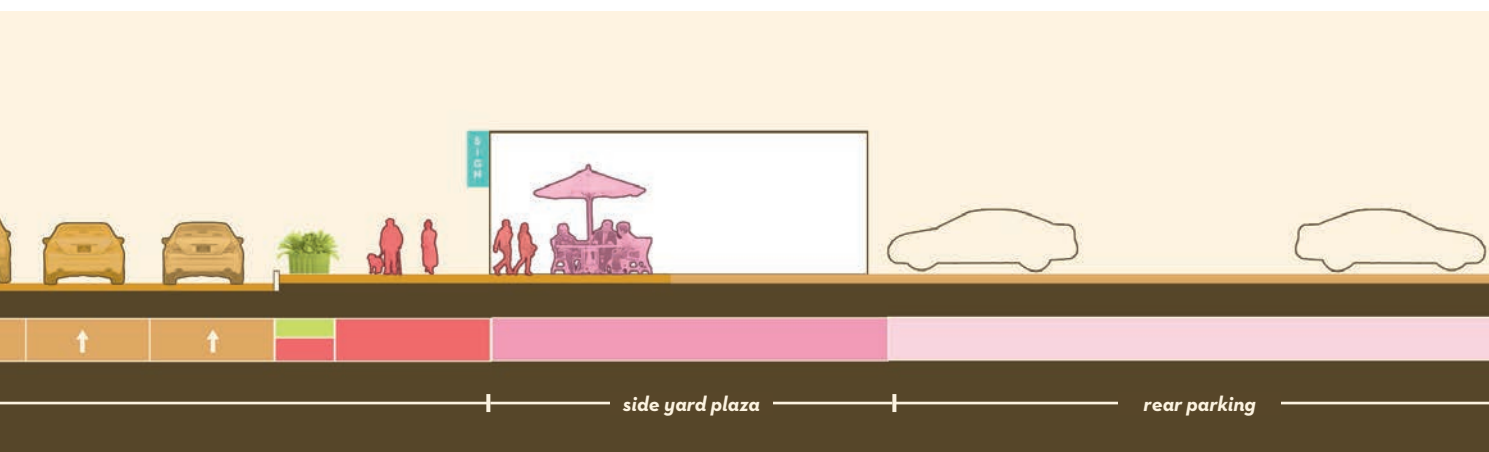


Figure 3. Erlton Village Area Conceptual Plan





## AREA STRATEGIES

### Strategy 1: **Create a unified design aesthetic and unique sense of place, emphasizing the small business character**

#### **Actions:**

- 1.1. Create a business association to improve coordination between business owners
- 1.2. Create a façade improvement grant program to include funds for unique permanent signage
- 1.3. Create a branding identity for Erlton that includes both signage and a logo
- 1.4. Market the district to the business community to attract new restaurants
- 1.5. Promote existing restaurants and shops, and the business district as a whole
- 1.6. Host pop-up festivals or events to bring activity to the district and create exposure

### Strategy 2: **Maximize efficient use of parking resources**

#### **Actions:**

- 2.1. Identify points of connection to rear parking from Route 70
- 2.2. Conduct a parking analysis to identify the quantity of parking that is needed in this area
- 2.3. Identify parcels which are best suited for shared parking
- 2.4. Work with property owners to create cross-easement agreements in parking areas
- 2.5. Create incentives for business owners that participate in shared parking
- 2.6. Identify and purchase land appropriate for municipal parking lots

- 2.7. Identify parking enforcement strategies for the municipal parking lot

### Strategy 3: **Facilitate cohesive improvement of the built environment**

#### **Actions:**

- 3.1. Identify specific parcels in need of redevelopment, particularly those that are vacant and/or dilapidated
- 3.2. Designate the district as an area in need of redevelopment/rehabilitation to facilitate the redevelopment process
- 3.3. Create a redevelopment plan with design and signage standards to bring a unified appearance to Erlton
- 3.4. Continue to permit the B-1 to allow for apartments to be located above ground-floor retail uses as permitted accessory uses.

### Strategy 4: **Emphasize the pedestrian scale of the district**

#### **Actions:**

- 4.1. Develop a pedestrian circulation plan to identify:
  - » Pedestrian access points to rear parking areas
  - » Opportunities for side yard sidewalk cafes with wide sidewalks and improved landscaping
  - » Pedestrian connections between key parcels and off-street parking
  - » Locations on side streets and rear alleys to direct economic activity
  - » Improvements for pedestrian crossings at Route 70 such as bump-outs and crosswalk treatments to improve pedestrian safety



## Strategies: Example Images



- 1 Side Yard Seating
- 2 Facade Improvement Before and After
- 3 Planters Create Buffer to Separate Pedestrians and Vehicles

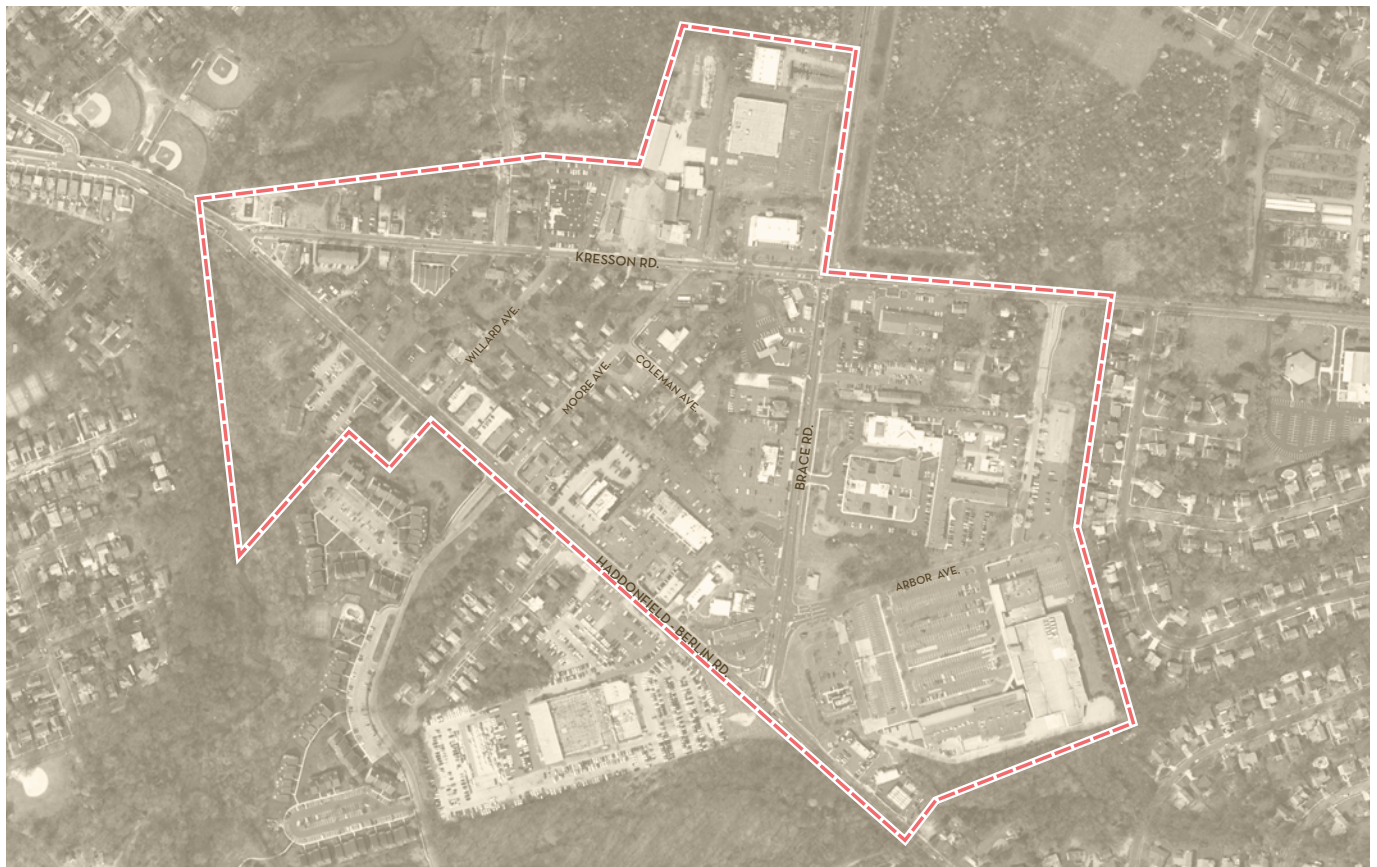


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# BATESVILLE



## EXISTING CONDITIONS

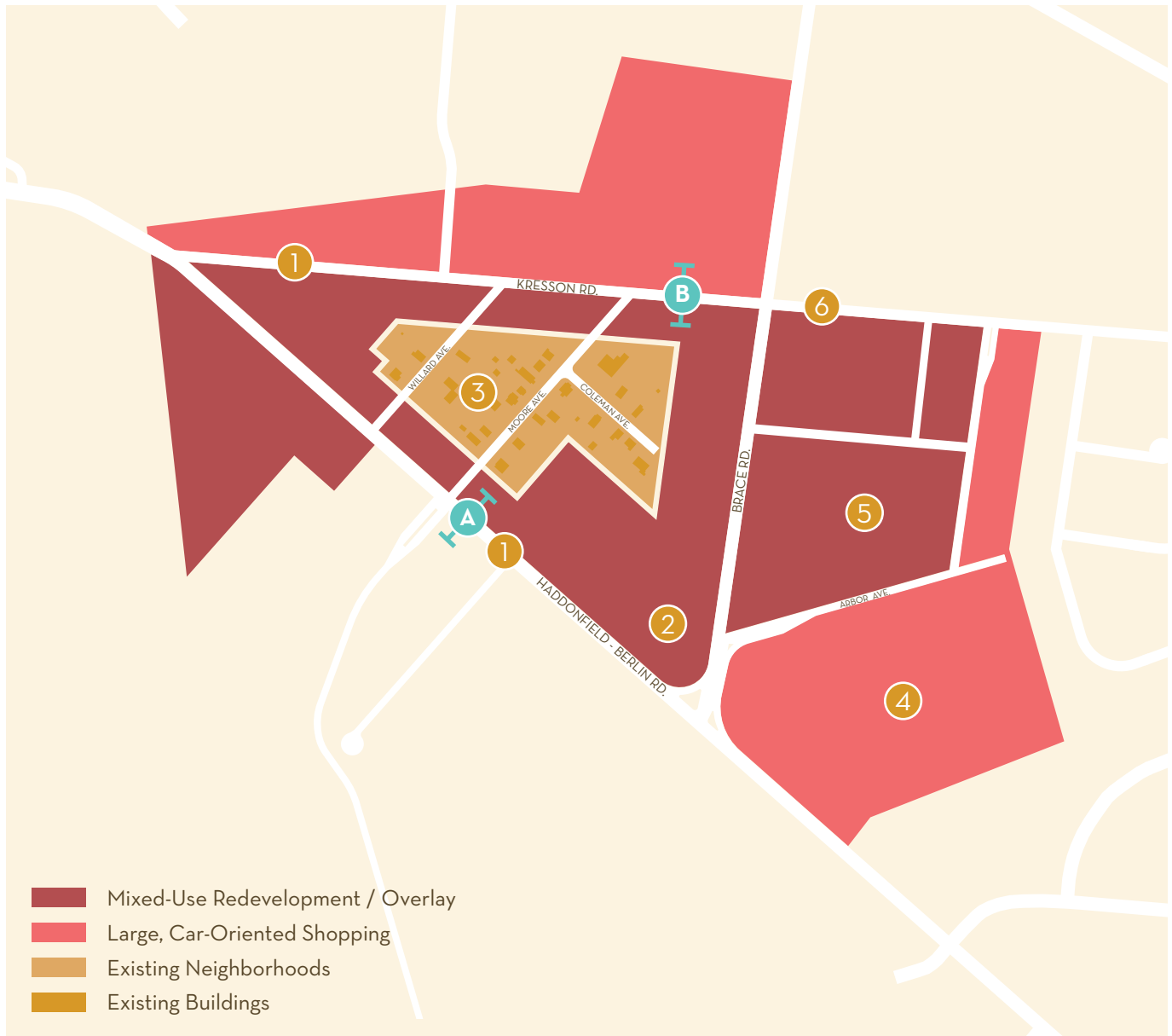
The Batesville Triangle is roughly defined by Brace Road, Kresson Road, and Haddonfield-Berlin Road and includes all parcels abutting the roads. The area is predominantly office and commercial, although there is a small residential neighborhood at the core of the study area. The area functions more as a business zone than the office zone it was intended to be under current zoning. The historic Batesville neighborhood is also located within the Batesville Triangle area, although the health of the neighborhood is affected by commercial and office development pressures.

A large shopping center sits at the eastern side of the intersection of Brace Road and Haddonfield-Berlin Road. This shopping center is auto-centric with a large parking lot separating the road from the buildings. A mix of smaller single-use commercial properties,

smaller strip malls, and a nursing home make up the remainder of the commercial properties, which again are auto-oriented and typically have parking in their front yards. Shopping centers adjacent or within the Batesville Triangle have suffered from a high level of vacancy and turnover. However, new residential development in the vicinity is spurring renewed interest in retail opportunities in the area.

On the western end of Haddonfield-Berlin Road, front yards gradually become more landscaped with higher quality plantings, and the area starts to have a more residential character. Kresson Road too becomes more residential in character as one moves west toward the intersection with Haddonfield-Berlin Road, and toward Haddonfield Township.

Figure 4. Batesville Area Conceptual Plan



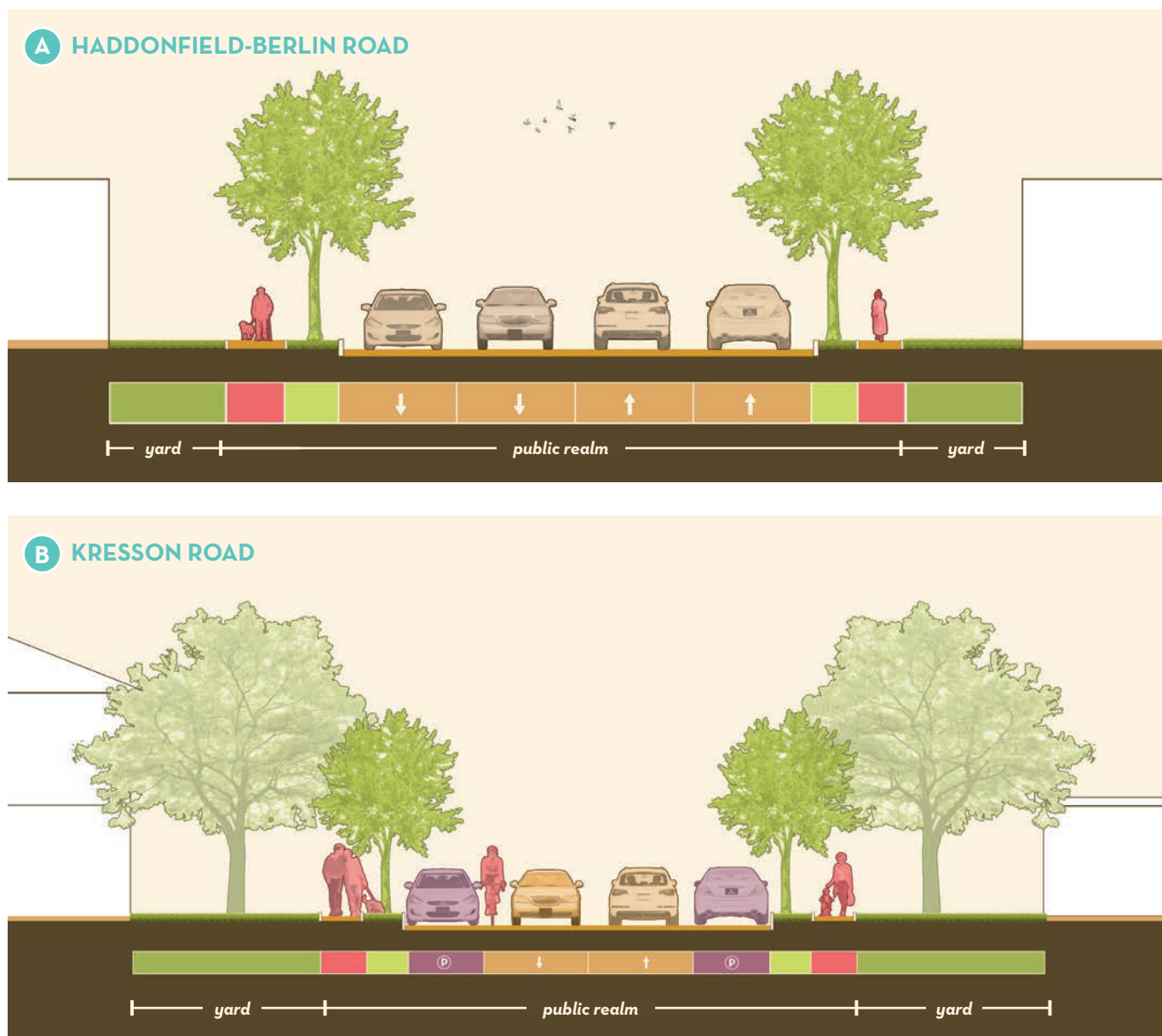
## VISION

Batesville will be an extension of Haddonfield that supports walkable, human-scale development and local businesses. The commercial and office areas in Batesville will form a strong, local small business district that is accessible to and supported by the adjacent large commercial areas and surrounding neighborhoods and residential uses. The Batesville neighborhood will also be conserved and supported as an important historic asset. Connections to the underground railroad will be highlighted through public arts efforts.

- 1 New Street Section and Traffic Calming
- 2 Walkable Neighborhood Retail
- 3 Conserve and Enhance Historic Neighborhood
- 4 Improved Commercial Center
- 5 Re-connect Grid Street System
- 6 Connect to Park



Figure 5. Conceptual Street Sections: Batesville





## AREA STRATEGIES

### Strategy 1: **Preserve historic neighborhoods, Moore Avenue, and Willard Avenue**

#### Actions:

- 1.1. Encourage residential rehabilitation through financial incentives such as low-interest loans geared toward affordable homeownership, and use of the 5-year residential tax abatement program
- 1.2. Encourage rental housing rehabilitation tied to rent supports to assure affordability
- 1.3. Utilize code enforcement to improve appearance and property values
- 1.4. Seek participation of a seasoned developer with workforce housing experience
- 1.5. Implement permit parking strategies to help maintain the neighborhood experience

### Strategy 2: **Preserve historic assets of the Batesville area**

#### Actions:

- 2.1. Install historic markers at places of importance, such as gateways into the Batesville neighborhood, or locations connected to the underground railroad
- 2.2. Install traffic calming elements at gateways into the neighborhood to discourage vehicles cutting through residential areas
- 2.3. Ensure the pedestrian network connects to commercial activity

### Strategy 3: **Facilitate the evolution of a local-serving business/office district**

#### Actions:

- 3.1. Rezone the Batesville triangle as mixed-use along Brace Road, Kresson Road, and Haddonfield-Berlin

Road to allow for continued evolution into a business district

- 3.2. Implement a form-based overlay to achieve a “main street” style development pattern. The code should require rear parking for new commercial
- 3.3. Utilize the Commercial Center Improvement Program to provide rehabilitation or redevelopment support for the commercial centers on either side of Brace Road. This should support site plan modifications that reconnect commercial areas to the traditional grid

### Strategy 4: **Improve walkability and bikeability**

#### Actions:

- 4.1. Design and implement high-quality pedestrian realm improvements along Kresson Avenue and Haddonfield-Berlin Road to link to Haddonfield Township. This should include:
  - » Sidewalks
  - » Bicycle lanes
  - » Street lights
  - » Landscaping such as street trees
  - » Various traffic calming measures where appropriate
  - » On-street parking where appropriate on Kresson Avenue
- 4.2. Install a complete system of sidewalks to link residential and commercial areas
- 4.3. Install formal pedestrian/bike connections to Croft Farm Park



## Strategies: Example Images



- 1 Walkable Small Business District
- 2 New Road Cross Section with Sharrows
- 3 Historic Marker



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# THE GOLDEN TRIANGLE

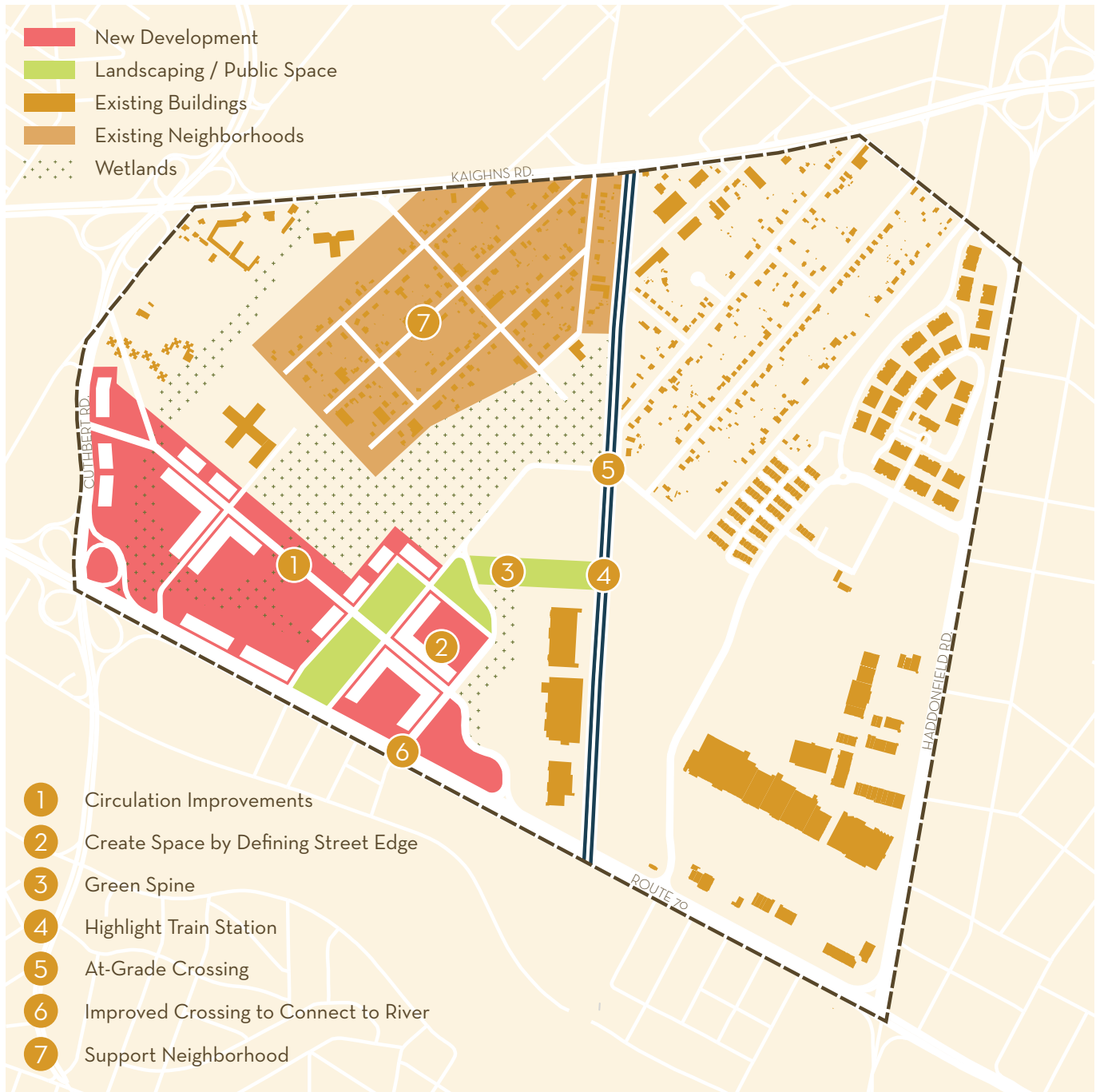


## EXISTING CONDITIONS

The Golden Triangle is located in the western portion of Cherry Hill Township near the eastern border of Pennsauken Township. The Golden Triangle contains approximately 700 tax parcels, and contains a variety of commercial, office, retail, residential, and light industrial land uses. Additionally, the area contains a significant amount of open space and recreation areas, including several Township-owned neighborhood parks and freshwater wetland areas that contain informal passive recreation trails, that are within walking distance of the county-owned Cooper River Park.

A large portion of the Golden Triangle is home to Executive Campus, an aging office park, and adjacent office buildings. These portions of the area lack defined circulation patterns and are disconnected to adjacent commercial development. The Cherry Hill station of the NJ Transit Atlantic City line is also located in the area but is underutilized due to infrequent service. The stop is also barely visible to motorists or pedestrians. Circulation and access to and within the area as a whole is poor.

Figure 6. Golden Triangle Area Conceptual Plan



## VISION

15 years in the future, the Golden Triangle will be a mixed-use office/tech/multi-family housing development designed using transit-oriented development principles. This area will connect directly to surrounding amenities, such as the Cooper River Park, and to Philadelphia via upgraded train service at the Cherry Hill Station. Interior connectedness will also improve with a new and upgraded roadway system. Living at the Golden Triangle will not require car-ownership, and will appeal to a variety of homeowners and renters. A greenway will provide residents and workers with a high-quality open space amenity, while also providing visibility to the area from Route 70 as well as the train station.



## AREA STRATEGIES

### Strategy 1: **Improve transportation and transit access**

#### Actions:

- 1.1. Work with NJ Transit to increase service to provide better access to 30th Street/Philadelphia via train
- 1.2. Combine transit with rideshare services and driverless vehicles to complete “last mile” service to commercial and residential areas
- 1.3. Build an access loop road between Cuthbert Road and Route 70
- 1.4. Connect multiple sites within the Golden Triangle with better vehicle circulation networks to improve site access and visibility
- 1.5. Reduce parking requirements under zoning to account for future transit-oriented-development

### Strategy 2: **Re-imagine the area using transit-oriented development principles**

#### Actions:

- 2.1. Consider removing B-4 zoning west of the train tracks and replace with a mixed-use zoning district, or expand the existing GTTOD overlay
- 2.2. Identify and designate parcels in need of redevelopment
- 2.3. Create a mixed-use redevelopment plan using form-based and transit-oriented development principles. The plan should accommodate the following uses:
  - » Office/tech
  - » College/university branch
  - » Multi-family housing
  - » Hotel

- 2.4. Use the siting of buildings on a lot to create well-defined public spaces and strong street edges
- 2.5. Define space through building siting that creates a street edge
- 2.6. Engage a developer to redevelop the area in phases to capture various market segments as opportunities and demand arise
- 2.7. Create sight-lines into the development from Route 70

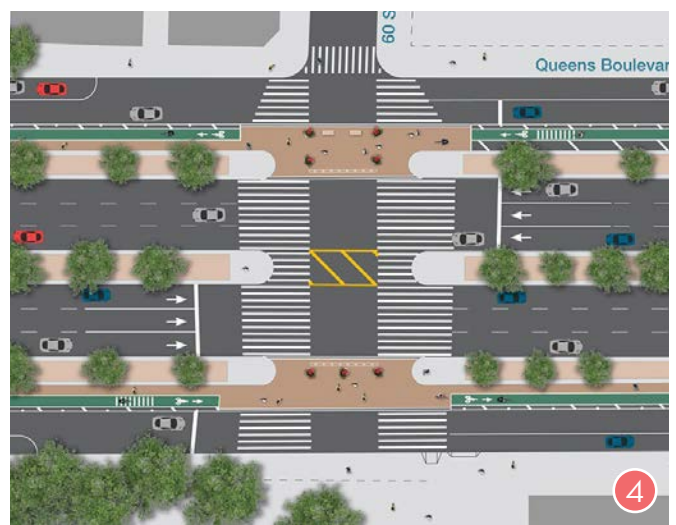
### Strategy 3: **Connect to natural and recreational amenities**

#### Actions:

- 3.1. Daylight the watercourse where feasible to provide a natural amenity
- 3.2. Implement an open space spine through the development to create a direct link to the Cooper River
- 3.3. Install pedestrian safety improvements to make crossing Route 70 safer and easier and to provide pedestrian and bicycle connections to Cooper River Park



## Strategies: Example Images

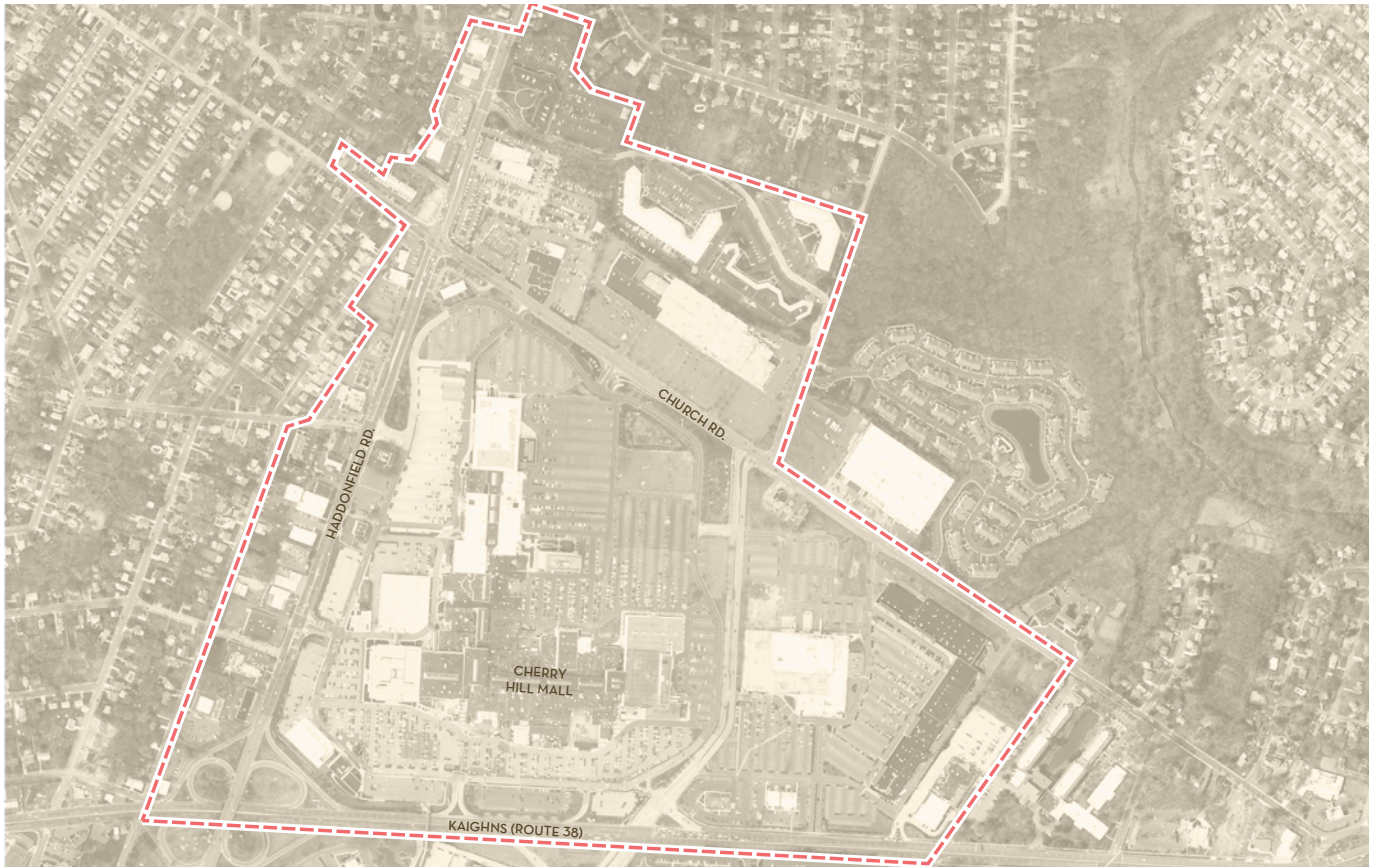


- 1 Transit Oriented Development at Rail
- 2 Asset at Train Station
- 3 Green Spine Using Daylighting

- 4 Pedestrian Crossing Improvements
- 5 Defined Street Edge
- 6 Defined Circulation Network



# CHERRY HILL MALL



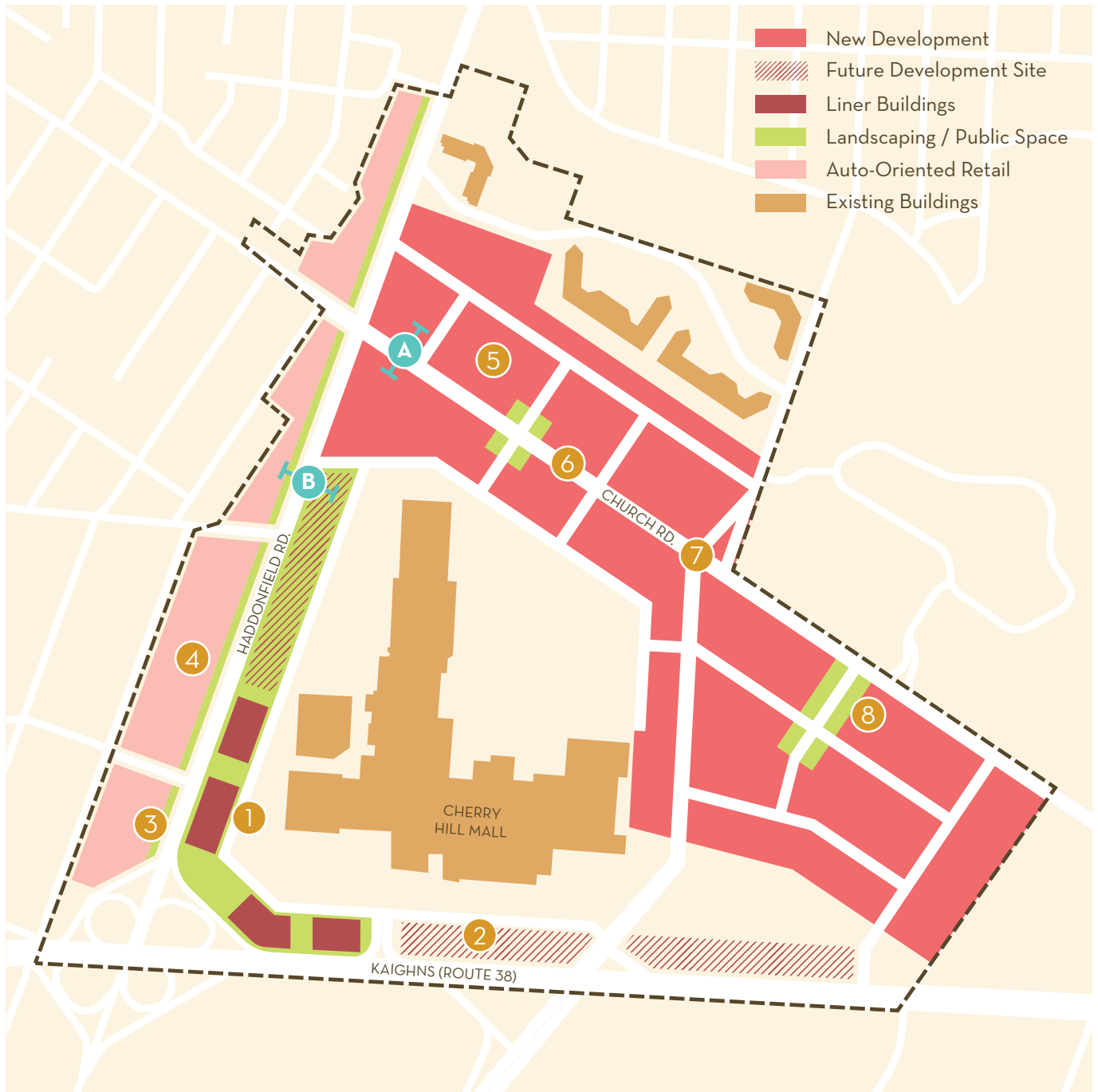
## EXISTING CONDITIONS

The opening of the Cherry Hill Mall in 1961 was a seminal moment in the Township's history. As the largest and most luxurious mall east of the Mississippi, and the first indoor mall in the Delaware Valley, the Cherry Hill Mall attracted shoppers and visitors from across the East Coast. Ever since, it has been an icon in the region and continues to serve as a major economic driver in Cherry Hill. Recently, the mall has undergone some major transformations, including the addition of a "restaurant row" along Route 38.

Surrounding the mall are several commercial businesses that vary in their degree of quality. Along Haddonfield Road, mid-sized commercial properties are highway-oriented with large parking lots. Facades are of moderate quality; there is inconsistent signage,

and a variety of materials are used. Front yards vary considerably. Newer retail has landscaped front yards while older retail tends towards parking in the front yard. Larger footprint buildings line Church Road and are located in the shopping center east of Mall Drive. These commercial shopping centers front onto large parking lots and have tenants typical of their location and size. The entire area is neither pedestrian friendly nor bike friendly. There is an oversupply of curb cuts, few sidewalks, poor internal pedestrian circulations, and no bike infrastructure. Each area around the mall also has a distinct feel. This makes the area as a whole feel disjointed and lacking a cohesive vision. This visual discord detracts from the commercial success of the entire area.

Figure 7. Cherry Hill Mall Area Conceptual Plan

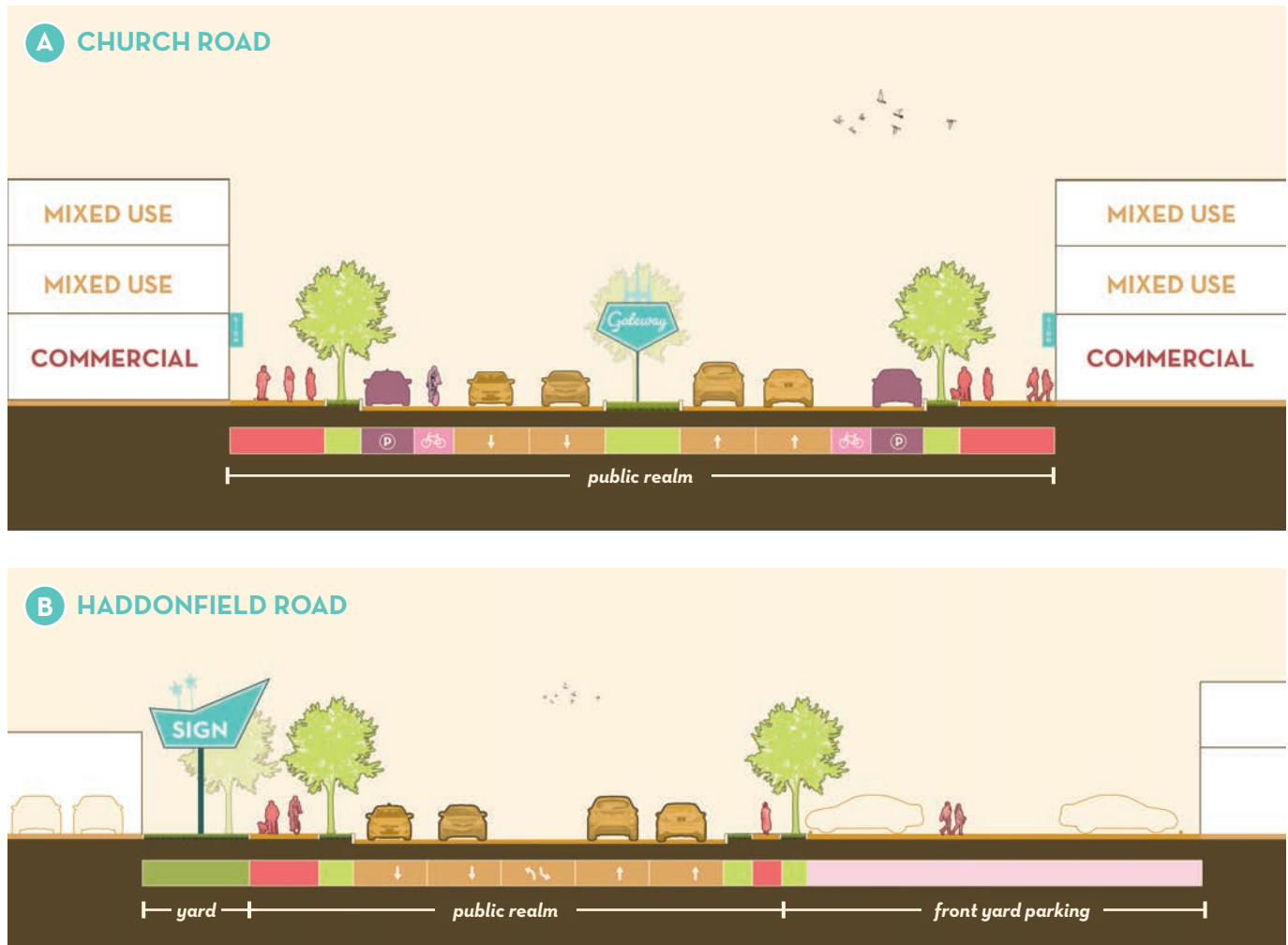


- ① Liner Buildings/Green Space
- ② Future Development Site
- ③ Improved Pedestrian Crossing
- ④ Improved Auto-Oriented Retail

- ⑤ New Grid Street System
- ⑥ "Main Street" Development
- ⑦ Gateway Element
- ⑧ Plaza/Park Connection



Figure 8. Conceptual Street Sections: Cherry Hill Mall



## VISION

The Cherry Hill Mall will continue to be a hotspot for development and a major attraction in Cherry Hill. The mall area will support many potential forms of future development: a traditional mall with retail as it stands today, a town center with a residential component, or even a “new neighborhood.” A main street created along Church Road will transform the “back of the mall” into a jewel in its own right, and plazas and park spaces will connect residential and commercial areas, giving the mall a renewed sense of place and connection to the Township.

In the future, should the Township consider any of the following strategies, a further assessment and detailed analysis shall be required. As such, the Township Council would need to first consider the idea that redevelopment and reinvestment at the Cherry Hill Mall and along Church Road is something that needs further consideration, which would require the Township Council to issue a directive to the Planning Board to conduct an extensive analysis of the appropriate uses in context to its location, traffic impact analyses, and community engagement and feedback



## AREA STRATEGIES

### Strategy 1: Support commercial areas in transition

#### Actions:

- 1.1. Utilize the Commercial Center Improvement Program to provide rehabilitation or redevelopment support for auto-oriented retail development along the west side of Haddonfield Road across from the mall.
- 1.2. Improve the street edge along Haddonfield Road over time with frontage standard regulations to create a green buffer.
- 1.3. Identify parcels in need of redevelopment, particularly at the north end of the mall and various pad sites on Haddonfield and Church Roads. Designate parcels as areas in need of redevelopment.
- 1.4. Consider the demolition of the least successful portions of mall (the “back of the mall”) to create greater opportunity for large-scale redevelopment.
- 1.5. Consider redevelopment plans that may accommodate a mixture of uses.
- 1.6. Complete case studies of similar redevelopments as prototypes, such as the Granite Run Mall and Brookhaven Town Center.
- 1.7. Redevelop in phases to capture various market segments as opportunities and demand arise.

### Strategy 2: Define distinct edges

- 2.1. Improve street frontages along Route 38 and the eastern side of Haddonfield Road by creating open space areas for screening or constructing liner buildings.
- 2.2. Improve the street edge along the western side of Haddonfield Road over time with frontage standard regulations to create a green buffer.
- 2.3. Define the importance of Church Road as a “Main

Street” corridor through adjacent development patterns and streetscape design.

- 2.4. Implement a block structure to provide development flexibility and create a visual “order.”

### Strategy 3: Create a sense of place

- 3.1. Use greenways to create connections within the mall area and define public spaces.
- 3.2. Implement a block structure to provide development flexibility and create a visual “order.”
- 3.3. Construct a “Main Street” development along Church Road.
- 3.4. Study the feasibility of residential development and the creation of a “new neighborhood” with amenities within the area.

### Strategy 4: Increase multi-modal connectivity

- 4.1. Support redevelopment at a scale that creates feasibility for a shuttle to the Cherry Hill Station or PATCO stations, and require shuttle as part of any redevelopment plan for the area.
- 4.2. Conduct traffic and parking analyses to understand possible traffic impacts of additional uses such as entertainment and residential.
- 4.3. Conduct a feasibility study for creating a bus depot.
- 4.4. Relocate inter-state bus service pick-up and drop-off from Route 38 to within the mall area to improve user safety and ease of access. Examples of inter-state bus service include BoltBus and MegaBus.

## Strategies: Example Images



- 1 Gateway Sign Element
- 2 Town Center Redevelopment
- 3 Public Plaza Connecting Development



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# KINGS HIGHWAY OFFICE PARK

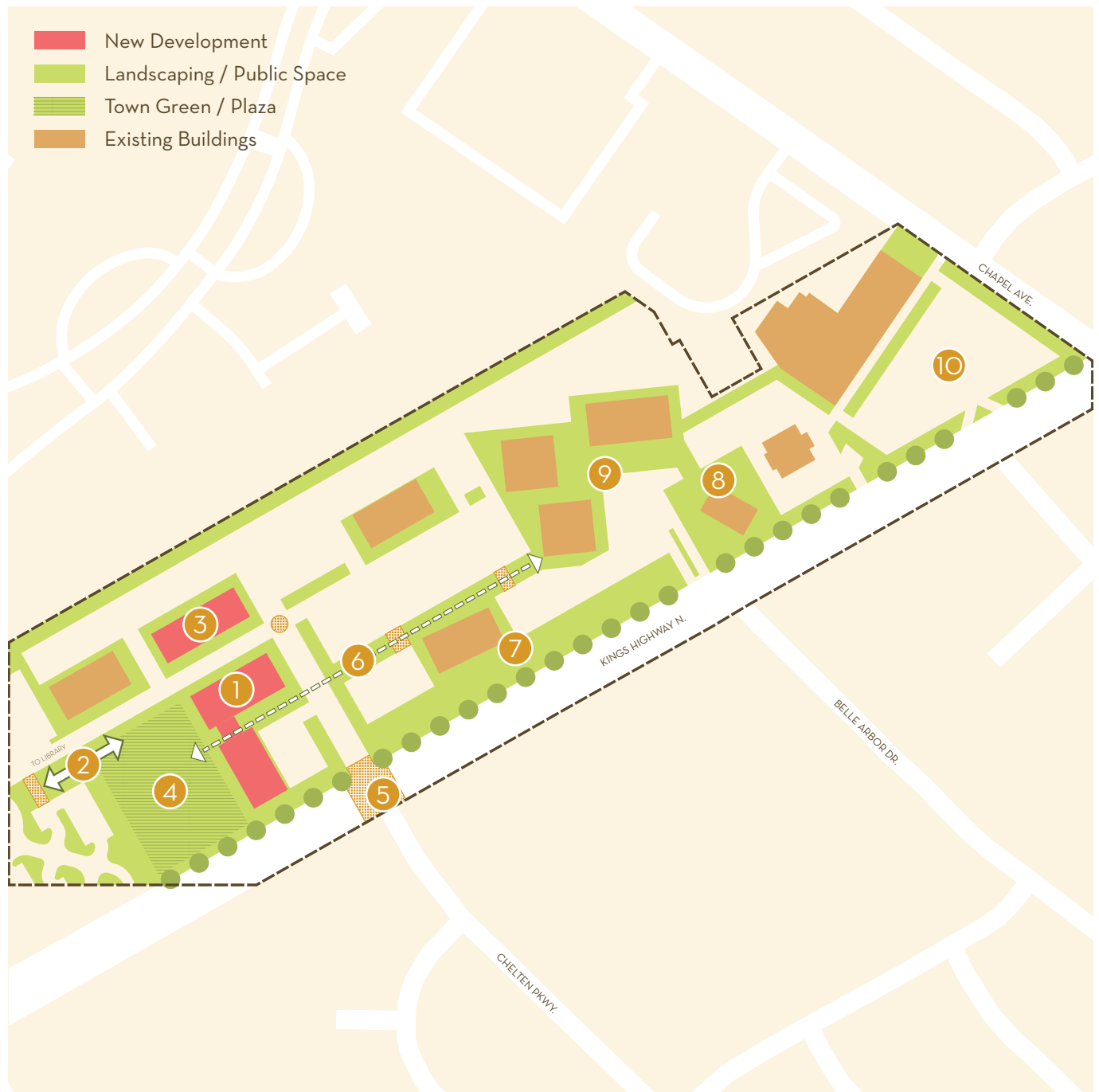


## EXISTING CONDITIONS

The Kings Highway Office Park is comprised of two- to seven-story office buildings surrounded by parking. The buildings are set back from the street and are not configured in a traditional “grid” as they would be in an urban center. Instead, large parking lots make up the interstitial space between sporadically placed buildings. Architecture is consistent with 1970s and 1980s suburban office buildings: many buildings use a large proportion of tinted colored glass with little ornament and relatively nondescript building identification. Despite the presence of sidewalks along Kings Highway, the area is not pedestrian friendly there is no internal pedestrian circulation.

As the demand for office space has decreased in the Township, the office park has taken on a variety of non-office uses by businesses seeking low rents. This particularly affects first floor rentals and has resulted in the area now functioning closer to a business zone with several service industry uses such as schools and physical fitness facilities, rather than strictly office use.

Figure 9. Kings Highway Area Conceptual Plan



- |                           |                         |                             |
|---------------------------|-------------------------|-----------------------------|
| 1 New Municipal Buildings | 5 Improved Intersection | 8 Asset to Remain           |
| 2 Connection to Library   | 6 Green Space System    | 9 New "Campus"              |
| 3 Future Development Site | 7 Greenbelt Path System | 10 Improved Commercial Area |
| 4 Town Green/Plaza        |                         |                             |





## VISION

The need for more space and upgraded facilities for municipal offices, police, and court functions has spurred discussions to relocate the municipal building from 820 Mercer Street to a more centralized location in the Township. The Kings Highway Office Park will provide an ideal location for a municipal campus, or “civic center” for Cherry Hill Township, with facilities for various departments such as public works and police, a separate building for municipal court, and a community center or other recreational opportunity. This centralized location will be more easily accessible to residents and will be reachable by many different types of transportation options. Entrances into the complex will be highlighted with gateway elements, and pedestrian improvements will make crossing Kings Highway to reach the complex safe for pedestrians and bicyclists.

In the future, should the Township consider a new municipal facility, a further assessment and detailed analysis shall be required, both of the Township’s existing facilities and any new proposed facility. As such, the Township Council would need to entertain and endorse the idea of a new facility, which would require an extensive analysis of the

appropriate location for any new facility, an analysis of the Township’s existing facilities and program/capital needs, the availability of land, a detailed financial analysis, and community engagement and feedback. This Master Plan Subplan Element is only recommending that the Kings Highway Office Park be considered as a potential site should there be a desire to explore the idea of a new municipal facility, as it is centrally located within the Township, is adjacent to the Cherry Hill Public Library, and is an area that may need to be revitalized in the future should the current office uses not be sustainable and/or continue to decline.

The municipal complex will also directly connect to the existing public library and other buildings in the area via a greenway network. The entire complex will have a lush and “park-like” feel. Parking will be nestled within a sea of green, rather than solely being the sea of parking that exists currently. The improved class B office space that will remain within the area will provide additional opportunities for retail/office/commercial and institutional uses, such as higher education.



## AREA STRATEGIES

### Strategy 1: Centralize municipal services in the Township

#### Actions:

- 1.1. Identify funding sources to support capital improvements
- 1.2. Acquire land
- 1.3. Construct facilities, including at minimum a Township municipal building, a municipal court building, and a police building
- 1.4. Construct a public park with a stage or amphitheater

### Strategy 2: Facilitate a new institutional district with non-office uses

#### Actions:

- 2.1. Rezone the area to accommodate institutional and other uses that will result in a reduction in office space.
- 2.2. If rezoning is insufficient to spur new investment, designate the area in Need of Rehabilitation or Redevelopment. This should include:
  - » Creating a redevelopment plan that supports a mix of retail, recreational, office, commercial, and institutional uses
  - » Identifying parcels to redevelop for institutional and commercial uses
  - » Negotiating with existing property owners to assemble needed parcels
  - » Identifying other areas of the Township where existing office space can be relocated to accommodate redevelopment
  - » Utilizing Area in Need of Rehabilitation designation to improve buildings that remain as office

- 2.3. Promoting the area as a new institutional district to attract retail, commercial and institutional uses, such as higher education
- 2.4. Marketing existing office towers as a future college complex

### Strategy 3: Improve transportation and pedestrian access

#### Actions:

- 3.1. Construct pedestrian and vehicular connections to the library building
- 3.2. Construct a “greenway” system for pedestrians throughout the focus area
- 3.3. Construct a “green edge” along Kings Highway with pedestrian infrastructure, such as a multi-use path
- 3.4. Improve the roadway at the entrance to the municipal complex with crosswalks, material treatments, and gateway elements
- 3.5. Create design guidelines to reduce the “sea of parking,” such as buffering and landscaping requirements

## Strategies: Example Images



- 1 Modern Office Building
- 2 Campus with Pedestrian System
- 3 Public Green/Plaza
- 4 Municipal Building
- 5 Greenbelt Path System

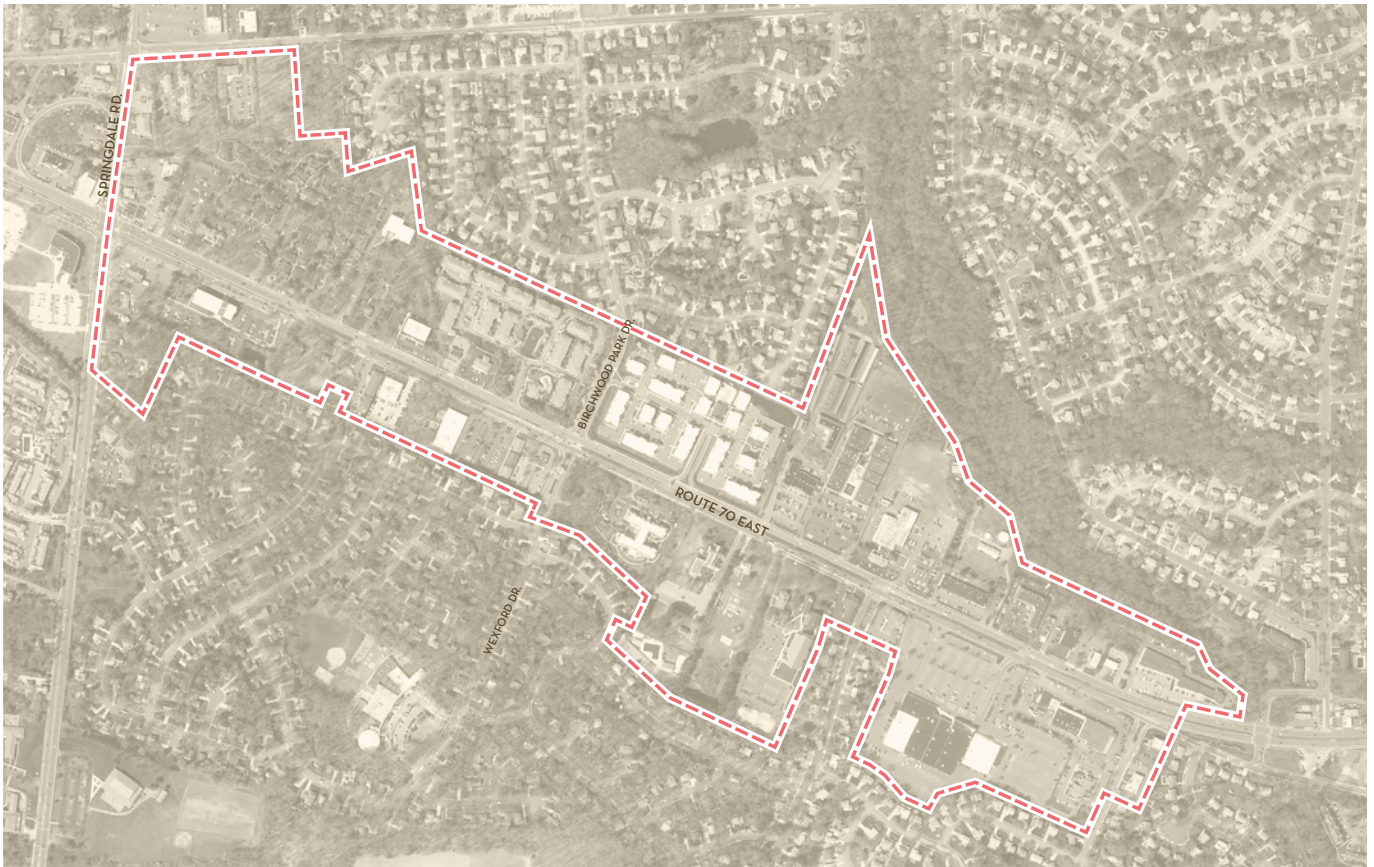


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# ROUTE 70 EAST CORRIDOR



## EXISTING CONDITIONS

The section of Route 70 between Old Marlton Pike and Springdale Road is a hodgepodge of commercial, office, and multi-family residential. Large lot multi-family properties have a single entrance, are self-contained, and offer no connection to adjacent lots. Retail properties vary in size and quality. Larger lot single-use commercial properties, such as the Jaguar dealership, are interspersed with strip mall commercial centers that are home to a variety of retail uses. Without exception, the commercial uses have large parking lots that front onto Route 70, and the buildings themselves are set back anywhere from 60 to 300 feet. This stretch of Route 70 is also home to several two and three story suburban-style office buildings. These buildings typically have side and rear yard parking, with front yards that are landscaped.

Overall, the corridor has little cohesiveness or identity. The construction median is grass panel with no trees or identifying features. The large setbacks give the street an open, undefined quality. The more than one mile of completely straight street contributes to this lack of interest, creating the sensation of passing through a placeless landscape.

The Township border with Marlton also occurs on Route 70 past Conestoga Road. There are few clues that you are entering or exiting the Township. There is a sign that states that you are entering the Township, as well as the Cherry Hill Township neighborhood signs seen throughout the Township at neighborhood entrances, but these signs are easy to miss because they are of small scale.

Figure 10. Route 70 Area Conceptual Plan



## VISION

The Route 70 eastern gateway will be a commercial corridor improved through placemaking efforts such as art, landscaping, high-quality “front yard space,” and consistent signage, allowing it to function as a premier gateway into the Township. There will be no ambiguity - you will know when you have arrived within Cherry Hill. Gateway signs will welcome residents and visitors, and landscaping and lighting will complement the signage. A consistent public realm on both edges of Route 70 will allow for safe multi-modal travel down the corridor and access to commercial amenities. The commercial areas themselves will be improved to be more visually appealing, and have appropriate buffers from the residential uses they abut.



## AREA STRATEGIES

### Strategy 1: **Create a unified appearance along the corridor**

#### Actions:

- 1.1. Write and adopt frontage standards within the zoning ordinance as an overlay along Route 70 in coordination with Evesham Township's Route 70 overlay. Private realm standards should include:
  - » Building setback standards
  - » Front-yard standards
  - » Signage standards to define a single vocabulary for signage
  - » Curb cut regulations
- 1.2. Public realm standards should include:
  - » 30' buffer requirements
  - » Multi-purpose path installation requirements
  - » Pedestrian amenity requirements
  - » Landscape standards
- 1.3. Plant decorative trees or soft shrubbery within the median on Route 70
- 1.4. Offer façade improvement grants and encourage use of the commercial center improvement program to facilitate investment and improvement in commercial properties
- 1.5. Work with interested commercial centers toward Area in Need of Rehabilitation designation
- 1.6. Create a Commercial Center Redevelopment Guidebook to guide redevelopment of commercial areas with appropriate signage, buffer, and site plan standards.
  - » Continue to disallow drive-throughs

- 1.7. Rezone the area as B-1
- 1.8. Define a buffer between commercial areas along the corridor and the residential areas that sit behind it
- 1.9. Install gateway elements

### Strategy 2: **Highlight entrances and exits to the Township**

#### Actions:

- 2.1. Design gateway elements such as signs and public art to be used near key Township boundaries
- 2.2. Undertake a public outreach process to vet gateway signage design
- 2.3. Install gateway signs at the entrance/exit to Township near Conestoga Road
- 2.4. Install landscaping and lighting to highlight gateway signage

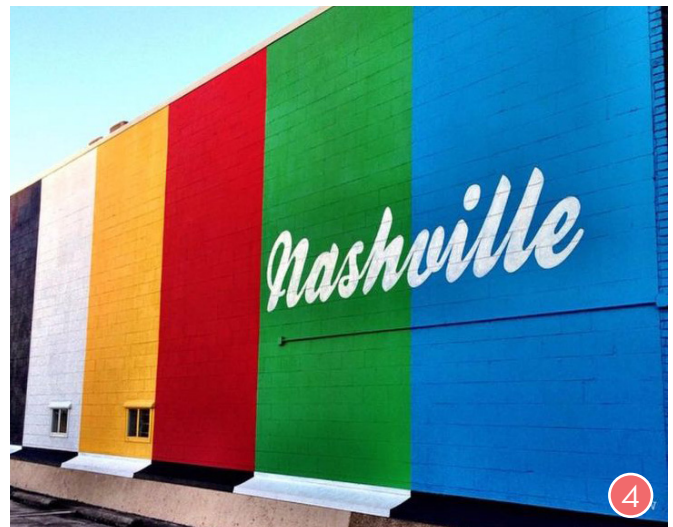
### Strategy 3: **Construct public art**

#### Actions:

- 3.1. Undertake a public art master plan effort to determine appropriate public art opportunities along major corridors
- 3.2. Empower the Cherry Hill Arts Advisory Board to participate in public art master plan efforts and other arts-related public outreach efforts



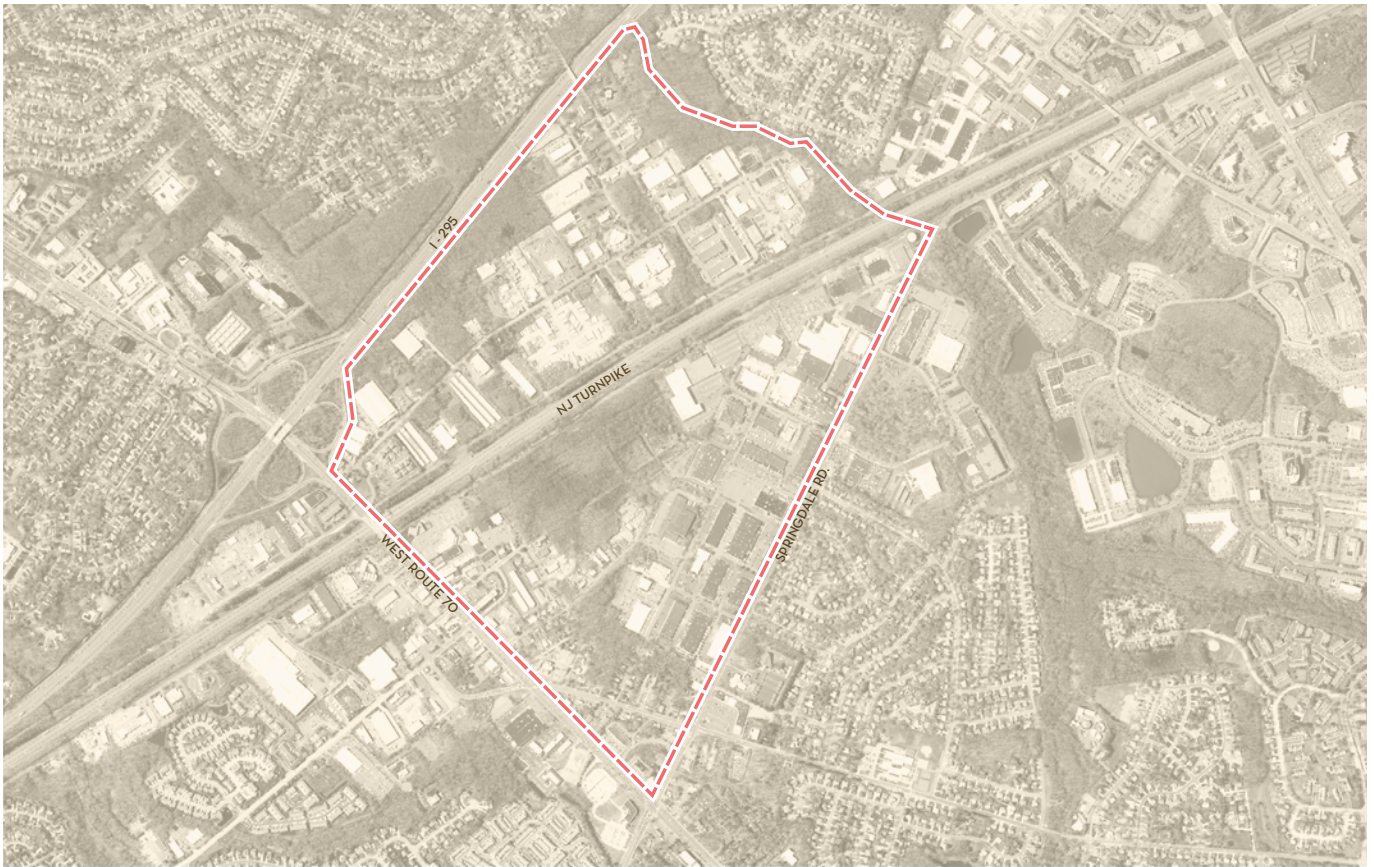
## Strategies: Example Images



- 1 Gateway Signage
- 2 Art along Roadway
- 3 Multi-purpose Path
- 4 Artistic Placemaking
- 5 Consistent Landscape Buffer



# SPRINGDALE INDUSTRIAL AREA



## EXISTING CONDITIONS

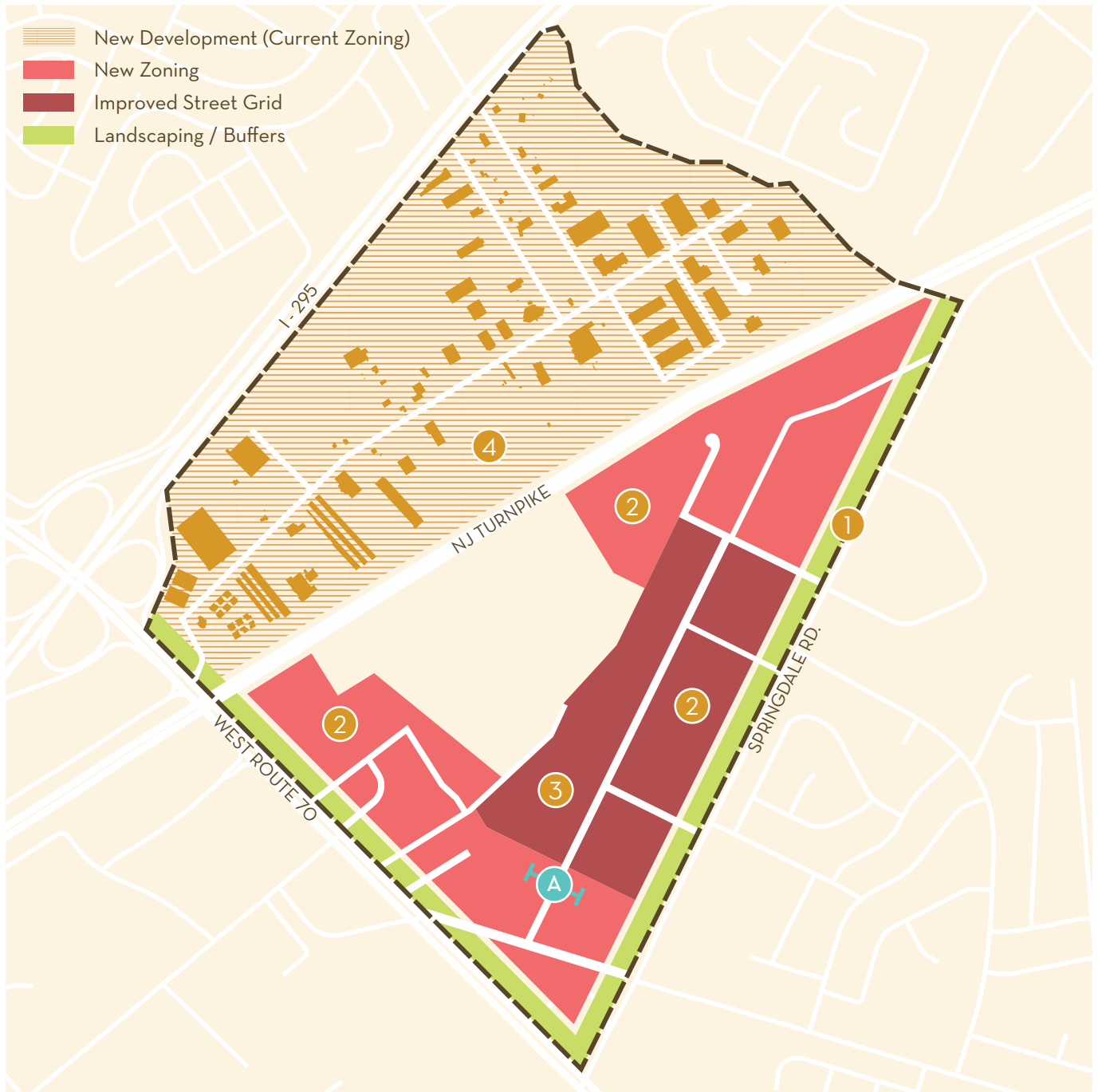
The Springdale Industrial Area is a traditional light industrial area that consists primarily of large floorplate (typically between 50,000 and 100,000 SF) one-story industrial buildings. Employee parking is typically accommodated in the front of the building with room for loading in the rear, side, and sometimes front of the building.

The area has increasingly accommodated several non-industrial commercial and civic uses as demand for industrial spaces has diminished in Cherry Hill. Often this has resulted in property owners sub-dividing larger floorplate buildings and accommodating uses that have higher traffic volumes. For example, the Wine Room allows visitors to make their own wine, holds private events, and has food and wine seminars.

The Garden State Discovery Museum is also located in the industrial areas, as is an “escape room” business where visitors solve puzzles in order to “escape” themed rooms. The industrial area is attractive to these types of users because of the flexible floorplate, few residential neighbors, and low rents. Nonetheless, the area was not originally designed for commercial purposes, let alone these types of hybrid uses that do not fit into traditional land use categories.

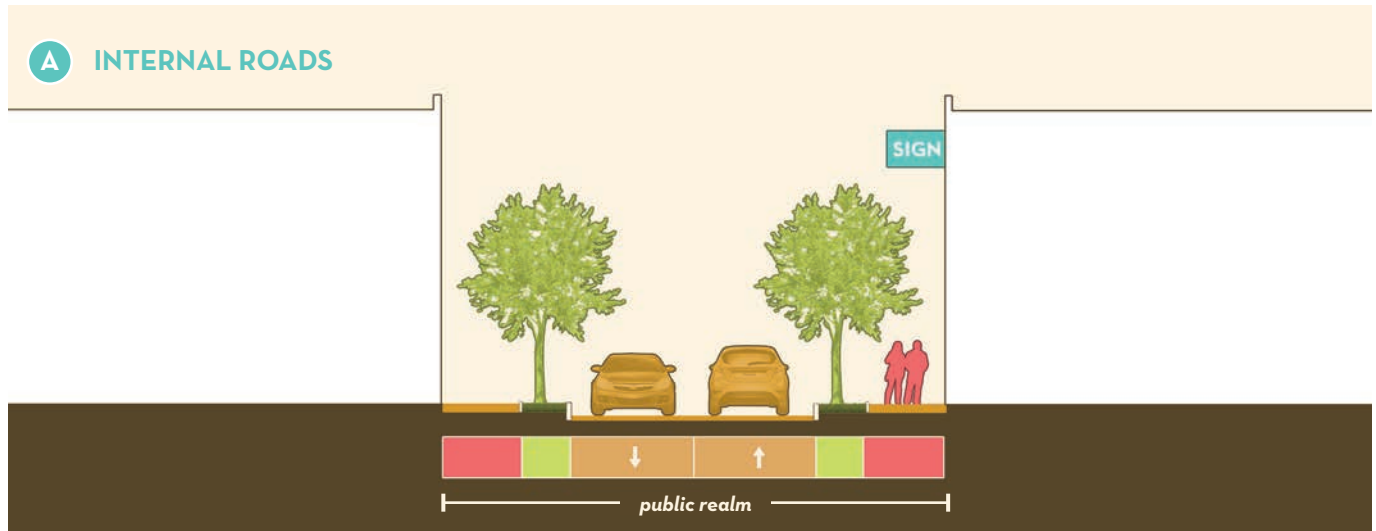
The change in uses has exacerbated several conditions present within the area, such as lack of visibility into the area, poor interior circulation due to parking lots that were designed to accommodate industrial uses and not patrons, and lack of appropriate signage standards.

Figure 11. Springdale Industrial Area Conceptual Plan



- 1 Create Consistent Edge
- 2 Modify Zoning to Allow Flex Uses
- 3 Create Street Grid and Define Streets
- 4 Support Remaining Industrial Uses

Figure 12. Conceptual Street Section: Internal Roads



## VISION

The Springdale Industrial Area will become an Arts and Entertainment District that caters to a variety of niche entertainment uses, such as breweries and recreation/sports facilities. The district will also support new models of office and retail such as flex spaces and business incubators. Pedestrian routes and defined roadways will make the area easy to navigate and pedestrian-friendly. The area will be appropriately buffered from adjacent manufacturing uses that continue operate.



## Strategy 1: **Grow arts and entertainment uses**

### **Actions:**

- 1.1. Rezone the area to accommodate the following uses:
  - » Retail in ground-floor spaces larger than 5,000 SF
  - » Live-work space for artists
  - » Flex-spaces
  - » Incubator space
- 1.2. Market the area to attract additional arts and entertainment uses
- 1.3. Establish a locational hierarchy for customer-based businesses to promote maximum visibility and economic activity

## Strategy 2: **Emphasize the uniqueness of the area**

### **Actions:**

- 2.1. Remove the current zoning overlay and re-designate it with a new overlay zone
- 2.2. Create a consistent edge along Route 70 and Springdale Road with multi-use paths or sidewalks, landscaping, and consistent signage
- 2.3. Allow adult uses to remain allowable, including setback requirements from major roadways
- 2.4. Encourage additional retail uses

- 2.5. Author design and signage standards for a unified appearance as part of the overlay zone. The standards should include:

- » A new signage package with updated design standards to allow for signage with a sense of character that is visually appealing and unique
- » Landscaping and buffering standards, including street trees within planting strips along interior roadways

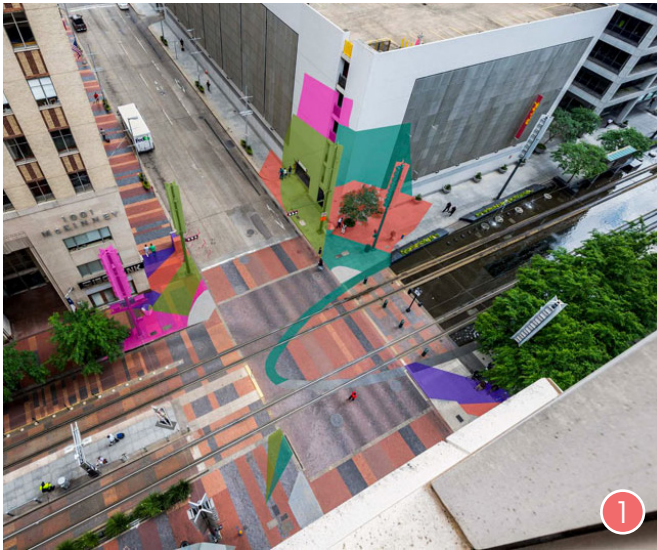
## Strategy 3: **Better establish pedestrian and vehicular networks**

### **Actions:**

- 3.1. Write parking and circulation standards to include within the overlay zone
- 3.2. Define existing streets with curbs
- 3.3. Maintain grid-like street patterns and create a roadway hierarchy to assist with circulation
- 3.4. Examine parking needs for the types of uses that the area hopes to attract, and modify overlay zone requirements as necessary
- 3.5. Examine the need for a pedestrian circulation system, such as sidewalks



## Strategies: Example Images



- 1 Defined Streets
- 2 Arts/Entertainment District Buildings
- 3 Creative Signage

# IMAGE CITATIONS

## Erlton Village

Side Yard Seating	<a href="http://justupthepike.com">justupthepike.com</a>
Facade Improvement Before and After	<a href="http://newurbanroswell.com">newurbanroswell.com</a>
Planters Create Buffer to Separate Pedestrians and Vehicles	<a href="http://concentricsecurity.com">concentricsecurity.com</a>

## Batesville

Walkable Small Business District	<a href="http://visitgreenvillesc.com">visitgreenvillesc.com</a>
New Road Cross Section with Sharrows	<a href="http://justupthepike.com">justupthepike.com</a>
Historic Marker	<a href="http://cincinnatiaward.com">cincinnatiaward.com</a>

## The Golden Triangle

Transit Oriented Development at Rail	<a href="http://railway-technology.com">railway-technology.com</a>
Asset at Train Station	<a href="http://grouphome.me">grouphome.me</a>
Green Spine Using Daylighting	<a href="http://iparkhudsonny.com">iparkhudsonny.com</a>
Pedestrian Crossing Improvements	<a href="http://visionzerostreets.org">visionzerostreets.org</a>
Defined Street Edge	<a href="http://properties.federalrealty.com">properties.federalrealty.com</a>
Defined Circulation Network	<a href="http://sammamishparkplace.com">sammamishparkplace.com</a>

## Cherry Hill Mall

Gateway Sign Element	<a href="http://northparkpres.com">northparkpres.com</a>
Town Center Redevelopment	<a href="http://beckgroup.com">beckgroup.com</a>
Public Plaza Connecting Development	<a href="http://bricoleurbanism.org">bricoleurbanism.org</a>
Public Plaza Connecting Development	<a href="http://bricoleurbanism.org">bricoleurbanism.org</a>

## Kings Highway Office Park

Modern Office Building	<a href="http://construction21.org">construction21.org</a>
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Campus with Pedestrian System	<a href="http://jakubcigler.archi">jakubcigler.archi</a>
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Public Green/Plaza	<a href="http://meetmeinmilford.com">meetmeinmilford.com</a>
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Municipal Building	<a href="http://wm.edu">wm.edu</a>
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Greenbelt Path System	<a href="http://afar.com">afar.com</a>
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## Route 70 East

Gateway Signage	<a href="http://www.sandiego.gov">www.sandiego.gov</a>
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Art along Roadway	<a href="http://shive-hattery.com/">shive-hattery.com/</a>
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Multi-purpose Path	<a href="http://jadore-detroit.com/">jadore-detroit.com/</a>
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Artistic Placemaking	<a href="http://bestof615.com">bestof615.com</a>
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Consistent Landscape Buffer	<a href="http://cnu.org">cnu.org</a>
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## Springdale Industrial Area

Defined Streets	<a href="http://swamplot.com">swamplot.com</a>
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Arts/Entertainment District Buildings	<a href="http://stclairart.com">stclairart.com</a>
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Creative Signage	<a href="http://juhllv.com">juhllv.com</a>
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