

A P P E N D I X B

Public Outreach Report

Plan Prepared by

GROUPmelvinDESIGN

In consultation with,

URBAN
PARTNERS

INTRODUCTION

The public outreach process for the Cherry Hill Master Plan update consisted of stakeholder interviews, an online survey for both residents and visitors, outreach at two community events, and two public open houses. Through the surveys, meetings and events, participants shared their thoughts on current conditions as well as their vision for the future. The purpose of this report is to summarize the public outreach efforts conducted to date and the key findings that emerged from the process.

The key takeaways from the public outreach process will be carefully considered as recommendations are developed.

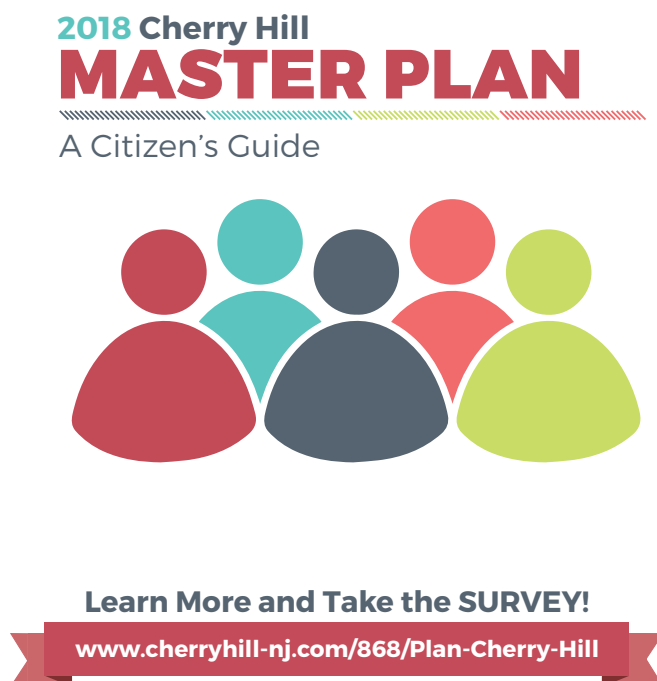
PUBLIC OUTREACH PROCESS

The Cherry Hill Master Plan included a variety of ways for residents and stakeholders to provide input and feedback throughout various steps of the Master Plan process.

CITIZENS GUIDE

The first outreach material created for the master plan process was “A Citizen’s Guide” (Figure 1).

Figure 1. Citizen’s Guide Cover



SUMMARY OF FINDINGS KEY TAKEAWAYS

It is evident from the public outreach process that Cherry Hill is a place where residents care deeply about their community. Those who participated in outreach - whether by attending events, taking surveys, or otherwise - all held a desire to see their community improve and thrive.

A number of topics were broached continuously by participants throughout the outreach process:

- **housing:** Residents love the uniqueness and sense of community present within the neighborhoods of Cherry Hill. However, they are concerned with the many challenges facing housing in Cherry Hill. Hot button topics include aging in place, declining property values, vacancy, and a mismatch between family size and household size. While residents understand the desire by younger generations for housing options such as apartments, there is very little support for this type of development.
- **transportation:** Traffic and congestion throughout the Township is of paramount concern to many residents. Residents want to see better options for transportation, such as bus service, bike and pedestrian improvements. Residents are excited about the potential for a path and trail system that will link them to amenities in the Township.
- **community character:** Participants enjoy the suburban character of Cherry Hill, with its unparalleled access to Philadelphia and the region. However, some participants felt that development occurring in the Township was out of line with this existing suburban character. Furthermore, residents want to see existing infrastructure and buildings maintained and hope for better open space amenities.

This informational pamphlet explained what a master plan is, why they are needed in a community, how they are used, and why public input is important. The guide also outlined the master planning process. The guide was handed out at outreach events and posted on the Cherry Hill Township website.

OUTREACH AT COMMUNITY EVENTS

Project team members attended two community events held in Cherry Hill Township to get the word out about the master plan effort, the **Earth Day Festival** held on April 29, 2017, and the **Harvest Festival** held at Croft Farm on October 15, 2017. At these events, project team members and township staff solicited feedback from event participants and provided educational materials, including the citizens guide. At the Earth Day Festival, project team members presented two exercise boards, one geared towards identifying places of interest, and one geared towards identifying priorities in the Township. At the harvest festival, only the “mark your spot” exercise was presented.

EXERCISE BOARD: MARK YOUR SPOT

Participants were asked to place a numbered dot marking where they thought some of the best, worst, or mixed spots are in Cherry Hill, and then to fill out a comment card to elaborate on what is, or is not working, in the Township (Figure 2).

EXERCISE BOARD: PREVIOUS MASTER PLAN GOALS AND OBJECTIVES

Participants voted on whether or not they felt that the seven goals outlined in the 2007 Master Plan Reexamination were still accurate in 2017, and to identify which goal was the most important to them (Figure 3). Participants analyzed and suggested changes for the seven focus areas, such as land use, housing, natural resources, transportation, community facilities, economic development, and historic preservation.

Figure 2. Mark Your Spot Comment Cards and Map

Mark your SPOT!
 Location: Springdale road
 What do you like/dislike about this place? How could it be improved?
I like that there is a bike lane but it is still
loud and busy and the bike lane is not protected

Mark your SPOT!
 Location: Sawmill Plaza
 What do you like/dislike about this place? How could it be improved?
The restaurants here are great!

Mark your SPOT!
 Location: Croft Farm
 What do you like/dislike about this place? How could it be improved?
Croft Farm
CC Environmental Center
Croft Farm

Mark your SPOT!
 Place a numbered dot marking where you think some of the **best**, **worst**, or **mixed** spots are in Cherry Hill. Be sure to fill out a comment card to tell us what's working (or isn't).

- Best spot in Cherry Hill
- Mixed spot in Cherry Hill
- Worst spot in Cherry Hill

The map shows the township boundaries and various landmarks, including the Cherry Hill River, the Cherry Hill Road, and the Cherry Hill Station. The map is color-coded to show different types of land use and infrastructure.

Figure 3. Master Plan Goals Poster

Cherry Hill MASTER PLAN GOALS

Cherry Hill's 2007 Master Plan Re-Examination outlined **seven goals** to guide the Township's future. We want to know: **are these still your goals?**

**Share
your goals
here!**

LAND USE	HOUSING	NATURAL RESOURCES																																																																																																																	
<p>Preserve and protect distinct neighborhoods as attractive places to live and work, ensuring that future growth complements and enhances the character of the existing neighborhoods and overall community.</p>	<p>Provide a safe and sanitary variety of housing types and residential development to accommodate the different needs and desires of the population.</p>	<p>Preserve natural land, water, and air resources to maintain the unique characteristics of the community.</p>																																																																																																																	
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STAKEHOLDER MEETINGS

On June 7th, 9th and 13th, 2017, Group Melvin Design interviewed stakeholders representing the following interests in Cherry Hill:

- Police
- Fire Protection
- Engineering
- Public Works / Utilities
- Planning Division
- Tax Assessor
- Licensing Department
- Open Space and Recreation
- Historic Preservation

Interviews focused on the stakeholder's understanding of the existing conditions within the Township as they relate to Master Plan efforts. Interviews were conducted with Township staff from a variety of departments to obtain a diversity of viewpoints about issues and opportunities.

SUMMARY OF COMMENTS FROM STAKEHOLDER MEETING

The comments and concerns collected in the stakeholder interviews were summarized into the following topics:

Neighborhood Conditions

Neighborhoods are seen as a strong asset for the Township. They are viewed as walkable, tight-knit communities, and considered "high-value." They are affordable to buy-into, and offer access to schools, swim clubs, and other amenities. However, many of the neighborhoods are disconnected from one-another.

Housing Stock

The housing stock in Cherry Hill, with over 30,000 residences, is primarily established. The lack of large amounts of vacant land make it unlikely that new tract housing will develop, however, some infill development is beginning to occur.

Within the Township, the housing market has, for the most part, recovered from the housing market crash. Renovations in homes are increasing, both for owner-occupied housing and "fix and flip" properties. The rental market is also strong, and vacancy is down. However, the highest priced homes are still sitting on the market for extended periods of time and losing value, pointing to the popularity of the Township for first time home-buyers with smaller budgets.

Historic Preservation

Most historic preservation efforts in Cherry Hill are focused on pre-1900 historic preservation efforts. However, there is increased awareness that Cherry Hill has many high-quality quintessential mid-20th Century assets that may become increasingly attractive in the marketplace. These include the Cherry Hill Mall – the first covered Mall in America – as well as many homes and neighborhoods.

Walking/Biking

There is a desire for more walking and biking opportunities throughout the Township, both for recreation and transportation needs, as more people are walking and biking in their daily lives. There was a shared sentiment that some major roadways are dangerous to walk across, and more/better crosswalks would benefit the Township.

Transit

Public transportation options are viewed as plentiful in the Township. However, the mixture of state and local roadways is seen as a roadblock to making needed changes to routes or bus stops. Further, ridership for busses and PATCO seem to be increasing, so it is worthwhile to invest in improvements to public transportation, such as more bus shelters along busy routes adjacent to state routes, the construction of a NJ Transit bus depot, expansion of senior ride services, and greater visibility of the Cherry Hill train station.

Commercial, and Shopping Center Development and Office Developments

Stakeholders emphasized a strong tension between prioritizing residential and commercial properties in the Township. There is a perception that large-sale commercial development and highway-commercial development is encroaching on established neighborhoods and pushing cars hoping to avoid congestion into the neighborhoods. New commercial development in the Township is also increasing, but consists primarily of national chains, and is seen as serving a regional need, rather than a local need. This has also had the effect of raising commercial rental rates, resulting in fewer affordable commercial spaces available for “mom and pop” shops in many parts of the Township. The Cherry Hill Mall remains in a powerful position as a regional destination and Haddonfield Road between Routes 70 and 38 is seeing a large uptick in commercial development. This development is positive for the township in terms of ratables, but results in increased traffic congestion, which frustrates residents.

Office Developments

Office development in the Township is seen as an unknown. Office buildings that struggled with vacancy during the recession are being retrofitted and re-rented, and heavy vacancies are diminishing. However, there is a concern that typical office buildings will become less popular as more jobs are internet based, and do not require office space. State tax incentive programs are also drawing businesses to nearby Camden City, where Class A office space is becoming available. One office development sector countering this concern is medical office space: the medical office market has exploded recently in the Township. This market is seen as a major industry

that will continue to push Cherry Hill forward economically.

Industrial Areas

Industrial parks in Cherry Hill are beginning to struggle as modern manufacturing practices are evolving, leaving industrial buildings obsolete. Because of this, many of these structures are being re-purposed for office space and other uses such as warehousing, houses of worship, museums, offices, exercise, and niche industrial (e.g. wine making, brewing). Because these sites were not designed for these types of uses, traffic circulation and ingress/egress is an issue. Furthermore, the sites were not designed for multiple tenants with separate entrances, so visibility and wayfinding is a challenge.

Recreation and Parks

There is a strong push in the Township towards providing more recreational opportunities, including sports fields, and walking/biking trails. However, the existing recreational facilities and playgrounds are aging and require consistent maintenance and upkeep. Expansion of facilities may make it difficult for the Township to maintain and/or improve existing facilities, which are now 20-30 years old. There is also a sentiment in the Township that existing facilities are split between east and west. Some residents felt that the de-centralization of recreation facilities is a negative and that any new facilities built need to be centrally located.

Another consideration for recreational opportunities in the Township is the proliferation of clubs, many of which are member only, and costly. The clubs, particularly swim clubs, are a major part of civic life in Cherry Hill. Swim clubs are located in the center of many neighborhoods and serve as a common civic space. However, since the clubs are private these are restricted to those who can afford membership in these clubs.

Additional Topics

A number of additional concerns and comments were discussed during the stakeholder interviews:

A variety of new uses are gaining popularity and not currently addressed through zoning, such as co-working space and offices, food trucks, AirBNBs, and mother-in-law suites.

There is a concern for elderly residents with mailbox

incomes, where taxes can equal the entire income of an elderly person or couple.

The capacity of schools is a question mark for stakeholders. If there is new development, will schools have the capacity to accomodate the additional influx of children?

There are a number of aging commercial corridors and strip malls that are in need of revitalization.

Stormwater infrastructure is slowly addressing flooding in some areas, but it remains a concern for affected residents.

ONLINE SURVEYS

Two online surveys were developed to obtain community feedback on current perceptions of the Township. One suvery was designed to be taken by residents of the Township, and one survey was designed to be taken by visitors, including business owners and those employed in the Township who do not live there. All survey questions were text-based only. The surveys were available online from April 2017 through March 2018. **In total, 461 survey responses were submitted.**

- The Resident Survey focused on obtaining feedback on access to amenities and services, strengths and weaknesses in the Township, and future opportunities and threats. **450 respondents completed the resident survey.**
- The Visitor Survey asked respondents their reasons for visiting Cherry Hill, their perceptions of available amenities and services, and the factors that would influence them to move to Cherry Hill. **11 respondents completed the visitor survey.**

SUMMARY SURVEY RESULTS

The following provides a summary of the key results of the two public online surveys.

THE RESIDENT SURVEY

- 92% of respondents currently lived in homes owned by themselves or by someone in their household;
- 53% of respondents have children that currently live with them, 42% did not, and 4.6% of respondents left the question blank;
- Respondents were asked how confidently they could explain terms to a friend to gauge understanding of several topics (see Figure 4). Less than 10% of respondents were confident that they could explain any of the terms (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 indicates that the Township may want to engage in educational outreach to teach residents about these tools and processes.

Figure 4. Respondents Confidence in Ability to Explain Topics

Confidence	Affordable Housing	Redevelopment	Zoning	Managing Roads
Not at All Confident	25.12%	21.75%	26.54%	18.53%
Somewhat Unconfident	20.62%	20.57%	23.22%	22.09%
Neither Confident nor Unconfident	25.59%	24.82%	20.14%	20.19%
Somewhat Confident	22.75%	24.82%	23.46%	31.59%
Very Confident	5.92%	8.04%	6.64%	7.60%
(blank)	-	-	-	-

- Residents were asked how easy is it to **access a number of amenities and services from Cherry Hill**. Several key findings are presented below.
 - Over 50% of respondents responded that it was either very easy or easy to access outdoor recreation, shopping and retail options, passive parks and gardens, recreation facilities, cultural and civic facilities, fresh food, healthcare and groceries.
 - Approximately 33% of respondents felt that it was either very difficult or difficult to access public transportation.
 - Opinions on access to quality affordable housing were mixed. 45% of residents felt it was neither easy nor difficult to access quality affordable housing. 19% found it either easy or very easy, and 25% found it either difficult or very difficult.
 - 46% of respondents found access to employment opportunities either easy or very easy. 34% found it neither easy nor difficult.
- Residents were also asked to rate **the quality of amenities and services within Cherry Hill**. Several key findings are presented below. Cumulative findings can be found in Appendix A.
 - 60% of respondents ranked the quality of Passive Parks and Gardens (Green Space) within Cherry Hill as either excellent or good, with a further 24% ranking green space as fair. 66% of respondents ranked recreation facilities within Cherry Hill as excellent or good.
 - 84% of respondents ranked groceries as excellent or good and 75% of respondents ranked fresh food within Cherry Hill as either excellent or good.
 - Over 70% of respondents ranked the employment opportunities as either excellent (7%), good (31%), or fair (37%). In contrast, 15% ranked employment opportunities as poor (13%) or very poor (2%).
 - Shopping and Retail within Cherry Hill was ranked highly, unsurprisingly. 83% of respondents ranked shopping and retail as either Excellent or Good.

- Survey participants were asked to rate **their overall satisfaction with living in Cherry Hill**. The most popular responses were somewhat satisfied (44%) and very satisfied (28%). Figure 5 presents the breakdown of responses graphically.
- Respondents were asked on a scale from Big Negative Impact to Big Positive Impact, what impact a number of services, amenities and conditions would have on Cherry Hill Township (Figure 6). Questions focused on housing, jobs, education, diversity, and various other qualities. Cumulative findings can be found in Appendix B; key findings are presented following Figure 6.

Figure 5. Respondents Overall Satisfaction with living in Cherry Hill

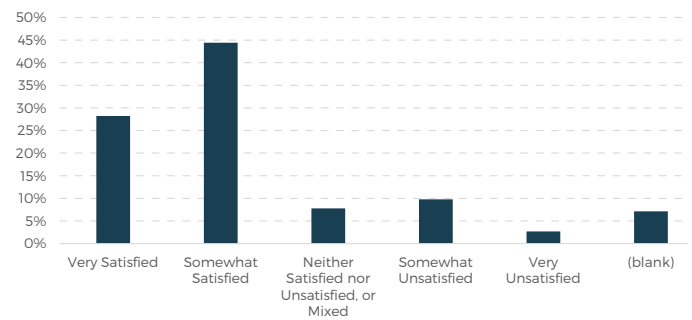
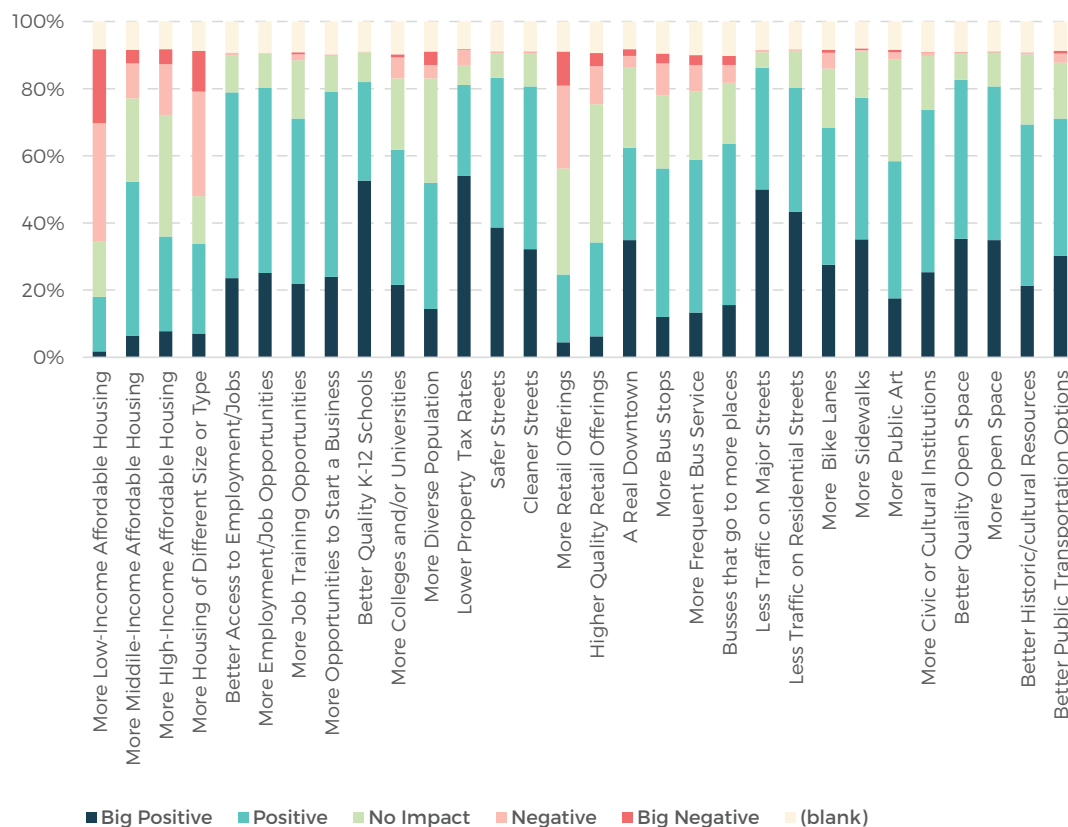


Figure 6. Impact of Various Amenities/Services on Cherry Hill



- Amenities and services that were rated highest for a big positive impact included less traffic on major streets, safer streets, better quality K-12 schools, and lower property tax rates.
- Amenities and services that were rated highest for a big negative impact included more affordable housing for low-income residents, more housing that is different size or type and more retail offerings.

Figure 7 is a word cloud, a tool used to graphically present responses. The size of the word corresponds to the frequency of mentions, with larger words representing ideas mentioned the most frequently.

- Similarly, respondents were asked what **the worst part of living in Cherry Hill is**. The most common answers included high tax rates, traffic, deterioration of schools, roads/ road maintenance, a lack of a downtown, lack of green spaces, and the east v. west divide.

Figure 8 is a word cloud graphically representing the responses given.

- The next set of questions asked respondents what they saw as the **biggest opportunities and threats to making Cherry Hill a better place to live, work, and/or visit**. Responses closely echoed answers for the existing best and worst parts of living in Cherry Hill.

- Opportunities included: lowering taxes, building a sense of community, assuring schools aren't overcrowded, a more transparent government, investing in infrastructure and public transportation, reducing traffic, and balancing amenities between east and west.
- Threats included: traffic, crime, increased development (residential, particularly low-income and apartments, and commercial) and over-development, declining schools, a loss of suburban character, the tax burden on residents, and loss of open space.
- Finally, respondents were asked to share any **specific neighborhood or geographical areas of the Township that he or she likes, dislikes, or has a general concern about**. Responses highlighted concerns that neighborhoods bordering major routes such as Rt 70 were suffering from increased vehicle traffic and speeding. They also highlighted

Figure 7. Best Part of Living in Cherry Hill (Resident Survey)



Figure 8. Worst Part of Living in Cherry Hill (Resident Survey)



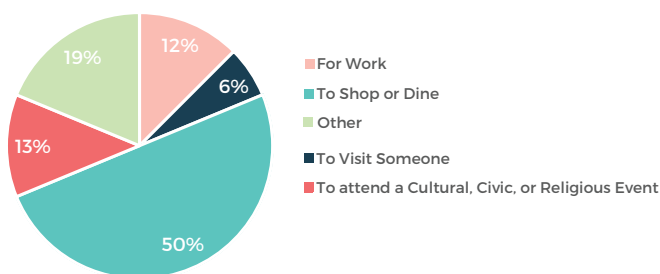
the aesthetic and congestion concerns along major thoroughfares and general property maintenance in neighborhoods. Areas specifically mentioned included: Erlton, the Rt 70 corridor, Sprindale Rd, Chapel Ave, the Garden State Park, Brace Rd, Kresson Rd, Kingston, Ashland, and the Cherry Hill Mall.

Respondents also complimented the existing trail network but asked that trails and sidewalks be expanded to reduce reliance on vehicular travel.

THE VISITOR SURVEY

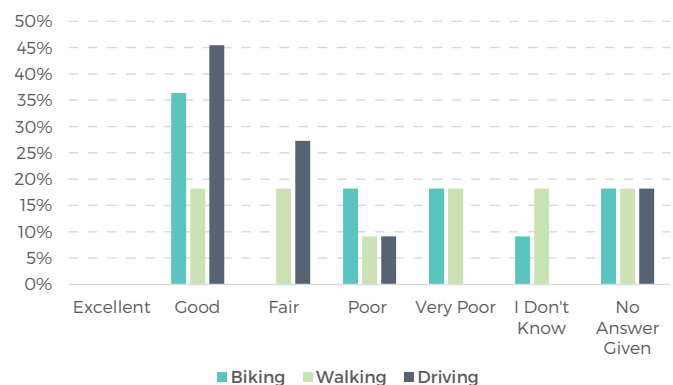
- The online survey for visitors was not successful in attracting respondents. Only eleven respondents completed the visitor survey;
- Shopping and Dining was the reason most cited by respondents to describe **why they visit Cherry Hill**, at 50% of respondents. Only 12% of respondents cited work as their primary reason for visiting Cherry Hill (see Figure 9);
- Five respondents had **previously considered living in Cherry Hill** and five respondents had not. One respondent did not answer this survey question;
- Respondents were asked, to the best of their knowledge, how would they **rate the quality amenities and services in Cherry Hill**. Several key findings are presented below. Cumulative findings can be found in Appendix C.
 - Over 50% of respondents ranked shopping and retail options, healthcare, cultural and civic facilities, public transportation, open spaces and recreation places, and public/civic spaces as either Excellent, Good, or Fair.
 - All but one respondent ranked access to fresh food as either Excellent, Good or Fair.

Figure 9. Respondents Reasons for Visiting Cherry Hill



- Over 50% of respondents ranked access to employment as Excellent or Good.
- For the quality of roads, responses were mixed by mode of travel. Figure 10 illustrates responses. There was no majority opinion, but most said that roads were good for Biking and Driving (36% and 45% respectively). However, no respondent ranked the quality of roads as excellent for any mode of transportation.
- Respondents noted that their **visits to Cherry Hill would be improved by**:
 - Better transportation and less congestion/traffic
 - Better bikeability and walkability including more trails
 - Less sprawl
 - Re-use of parking lots
 - Wayfinding
- When asked **if they would consider living in Cherry Hill**, respondents were most likely to consider living in Cherry Hill if there were more/ better parks, and better housing options at a reasonable price. A “real” downtown”, reduction in traffic on major streets, and better public transportation were also popular answers. Three respondents stated they would not consider living in Cherry Hill.
- Respondents identified different opportunities as the one they felt would have the biggest impact on making Cherry Hill a better place to work and/or visit, including:
 - 21st century civic planning
 - Cherry Hill Mall
 - Additional civic spaces

Figure 10. Respondents Rating of Roads by Transportation Mode



- More manufacturing opportunity
- More trails, walking- and bike-paths and better marked trailheads
- Jobs
- A downtown
- Five out of eleven respondents identified traffic as **the biggest threat to Cherry Hill being a good place to work and/or visit**. Other responses included suburbanization and retail.

PUBLIC MEETING: NOTIFICATION

Two open-house style public meetings were held in February of 2018. To advertise these events to the public, a one page event flyer and a half-page event flyer were designed (Figure 11). The flyers provided a brief summary of the goals of the public meeting, as well as advertised the time and location of the meetings.

The flyer was disseminated throughout the community by Township staff. The public meetings were also advertised in the Mayors Message of the Township newsletter, which is mailed to all homes in Cherry Hill.

PUBLIC MEETING: STRUCTURE/ORGANIZATION

The open-house style public meetings were held to:

- Educate on what a master plan is and what the purpose of the master plan is;
- Educate attendees on the findings from the existing conditions report; and
- Obtain feedback on three topic areas that will guide recommendation themes.

The public meetings were designed with a multi-station structure; attendees participated in sequential exercises designed to be completed in approximately 2 hours. Each meeting had three pre-determined times when the set of exercises began. **Overall between the two dates, approximately 89 participants attended the public meetings.**

When participants entered the public meeting space they were asked to place dots on a map to show where they lived, worked, and played (Figure 12). Next, participants viewed a presentation. In this presentation, Township staff laid out the foundational information needed to complete the exercises in the following steps. This information built the base knowledge of “What and Why” - what is occurring in the Township, and why has it

Figure 11. Public Meeting Poster

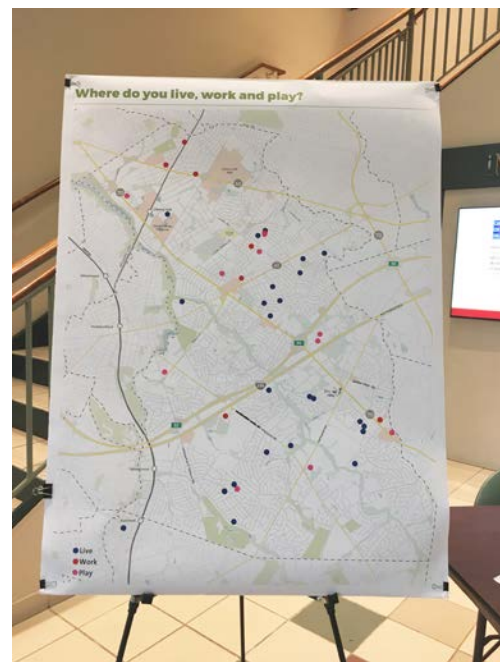


Figure 12. Live, Work, Play Poster

happened this way.

Participants next entered the open-house portion of the public meeting. Presentation boards were set up around the room. A portion of the boards presented information, while others were interactive and presented exercises, such as preference voting. Types of boards included maps, likes/dislikes tables, and alternate solutions.

Boards were organized into three focus topic areas; each topic had their own area and table. Township staff and project team members stationed at boards lead participants through exercises and facilitated one-on-one and group discussions. The following are the broad trends that were presented:

HOUSING

Members of the public spoke to project team members and Township staff about changing national housing markets, and how housing markets are adapting to changing consumer needs, particularly that of millennials.

Six boards were presented to the public:

- Informational board on re-imagined suburban communities
- Informational board on sustainable development models
- Exercise boards presenting housing types and asking participants to comment on whether or not housing types match their vision for the Township in the future (Figure 14)
- Aerial Map exercise board asking participants to identify where they believe new residential development could work
- Neighborhood Map exercise board asking participants to identify where they believe new residential development could work

FINDINGS: HOUSING

- Cherry Hill residents, stakeholders, and visitors were generally concerned about housing issues in the Township. Participants noted the aging housing stock and the typical large sizes of homes, as well as a concern over stagnant home values. There was a concern that the market is shifting towards cities and there won't be anyone to buy homes when it's time to sell, i.e. when residents retire and downsize, or move







Figure 13. Images from Public Meetings



Figure 14. Examples of Public Meeting Posters, Housing

Housing Types

Do the housing types below match your vision Cherry Hill Township in the future?

Single Family Homes Typically one single dwelling unit surrounded by a yard, also called a stand-alone house. 49% of land in Cherry Hill is devoted to residences of this nature, with 4 units or less per acre.		YOUR COMMENT HERE
Duplexes A house divided into two units, with a separate entrance for each unit. May or may not include garages. Could also include semi-detached homes, which share the same structure, but each unit is located on it's own property.		YOUR COMMENT HERE
Townhomes Typically multi-storied, townhomes are individual homes that are attached to other homes by one or more shared walls. Townhomes can vary in size and typically include 2+ bedrooms.		YOUR COMMENT HERE
Apartments An apartment building is a large building that contains many individual residential suites. Most commonly these suites are accessed via a common access corridor. Apartments can range in size from studio (0 bedrooms) to 3+ bedrooms.		YOUR COMMENT HERE
Mixed-Use Building A mixed-use building is a building that contains a mixture of uses, such as commercial, office, and residential. These buildings typically include active uses such as shops on lower floors, with residential apartments located on the floors above.		YOUR COMMENT HERE
Senior Housing Can range from detached homes that are restricted to occupants who are 55+, to independent living and assisted living style housing which typically takes the form of an apartment building, but contains more shared amenities such as a dining hall or recreation spaces.		YOUR COMMENT HERE

away. Many participants also expressed a desire to have more compact housing and rentals which would appeal to millennials. Residents and business owners want Cherry Hill to offer the types of housing that will entice their adult children to return to the area. Further, it was expressed that these adults do in fact want to “move home” but there is a mismatch between the types of housing they desire and what the Township has to offer. However, residents were also concerned that new housing development would mean more traffic.

ECONOMIC DEVELOPMENT

Members of the public spoke to economic planning consultants on the evolving economic and employment trends within Cherry Hill Township and the State of New Jersey.

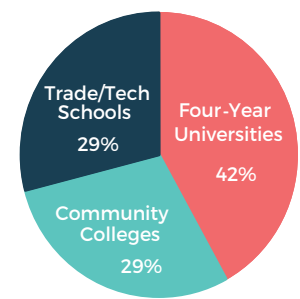
Five boards were presented to the public:

- Exercise board asking participants to vote - from Strongly Disagree to Strongly Agree - on their feelings towards characteristics of auto-oriented and pedestrian oriented development along state routes (Figure 15).
- Exercise board asking participants to vote - from Strongly Disagree to Strongly Agree - on their feelings towards characteristics of auto-oriented and pedestrian-oriented development along major arterial routes.
- An educational/exercise board explaining the existing conditions of the Springdale/I-295 light industrial area and asking Township participants what types of uses would be most appropriate in this area if it were redeveloped.
- An exercise board asking participants to vote - from Strongly Disagree to Strongly Agree - on several land use scenarios for the Springdale/I-295 Industrial Area. They were: promoting existing eclectic uses, attract new manufacturing, or re-purpose area into mixed-uses.
- An educational/exercise board providing examples of types of secondary educational instutions and asking participants to vote on which type of educational institutions - four year universities, community colleges, or trade/technical schools - would benefit the economy and citizens of Cherry Hill. Analysis of responses can be found in Figure 16.

Figure 15. Examples of Public Meeting Posters, commercial development



Figure 16. Which type of educational institution would most benefit the economy - and citizens - of Cherry Hill?



FINDINGS: ECONOMIC DEVELOPMENT

Residents responded positively to new development and redevelopment that has taken place in the Township thus far. There was an understanding of Cherry Hill Mall's evolution, with comments about how the mall has reinvented itself with restaurants and by turning itself outward. A number of residents stated they are in support of neighborhood style businesses and that these should be incentivized. Areas where residents would like to see more neighborhood style business encouraged included:

- Batesville
- Erlton
- South Kings Highway

Residents were also supportive of development types such as Transit Oriented Development (TOD). They heavily supported TOD in the Golden Triangle.

However, residents struggled with the dichotomy between redevelopment and traffic. While many residents were excited about the idea of some level of reinvention within the township, for commercial, retail, and residential properties, there is a greater concern that any new development will only further exacerbate traffic congestion issues.

Residents were supportive of the Township working to attract post-secondary institutions.

TRANSPORTATION AND LAND USE

Members of the public spoke to project team members and township planning staff on changing mobility/transportation preferences and how technology is driving innovations in land use.

Four boards were presented to the public:

- An educational board that showed different land uses and rated them on their accessibility for different transportation types (Figure 17).
- A map showing the transportation networks present in the Township.
- An educational board for defining community vision and PEET, or Preserve, Enhance, Evolve or Transform and identifying focus areas within Cherry Hill Township (Figure 18).
- An exercise board asking residents to vote on what level of change is appropriate in each focus area within the Township.

Land Use and Mobility Matrix

ACCESSIBILITY RANKING: GOOD		NEUTRAL				
		WALKING	BIKING	DRIVING/ PARKING	TAKING THE BUS	RIDING THE TRAIN
DENSE DOWNTOWN (PHILADELPHIA)		✓	✓		✓	✓
NEIGHBORHOOD TRANSPORTATION NODE (SEATTLE BUS RAPID TRANSIT)		✓	⊖	✓	✓	
TRANSIT ORIENTED DEVELOPMENT (TOD) (HOBOKEN YARDS PROPOSAL)		⊖	⊖	⊖	✓	✓
TRANSIT VILLAGE/TOD LIGHT (COLLINGSWOOD, NJ)		✓	✓	✓	✓	✓
TOD PARK AND RIDE (WOODCREST STATION)		⊖		✓	⊖	
REGIONAL AUTO- ORIENTED SHOPPING CENTER (CHERRY HILL MALL)				✓	⊖	
REGIONAL COMMERCIAL HIGHWAY CENTER (SINGLE USE COMMERCIAL)				✓	⊖	
WALKABLE COMMERCIAL NEAR NEIGHBORHOODS (MAIN STREET)		✓	⊖	⊖		

Figure 17. Examples of Public Meeting Poster, land use and mobility

What's your vision?

What level of change is appropriate for land use in Cherry Hill?

PRESERVE

Minor improvements result in little change to the existing physical characteristics of the area.

Land use regulations—of building heights and forms, location of parking, front yard depth, uses, and others—encourage infill or redevelopment that is physically similar to what currently exists. Building heights and forms; location of parking; front yard depth; and uses will remain substantially the same.

ENHANCE

Encourage moderate changes to exteriors/facades so they better contribute to the general character of the area.

Land use regulations encourage small to moderate changes to the character of the area. Most properties remain substantially the same. Change occurs because individual property owners see an opportunity to improve their sites. Change occurs one property at a time.

EVOLVE

New developments/uses result in moderate to significant changes to the character of the area.

Land use regulations encourage a substantially different form of development than what currently exists. Change occurs because individual property owners see an opportunity to (re)develop their sites. Minimal to moderate investments are made to improve the public realm. Change occurs one property at a time.

TRANSFORM

New development substantially changes the character of the area.

Land use regulations encourage a significantly different form of development than what currently exists. Property owners are given incentives to accelerate the process of (re)development. Moderate to significant investments are made to improve the public realm. Change may occur more rapidly, and multiple properties may be included in a single redevelopment.

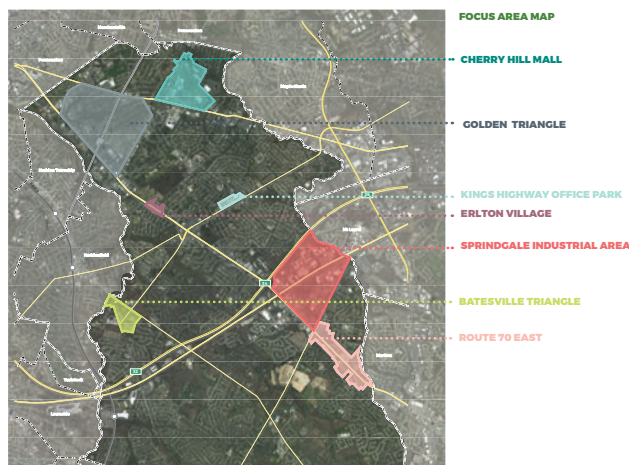


Figure 18. Examples of Public Meeting Poster, visions of change

FINDINGS: TRANSPORTATION AND LAND USE

The majority of participants viewed transportation and vehicular traffic as one of the largest issues facing Cherry Hill. Pedestrian safety was also repeatedly raised by participants, who felt that walking and bicycling was inhibited by current conditions. A number of residents expressed concerns regarding traffic along Route 70 and within the Erlton neighborhood as vehicles sped through neighborhoods used as cut-throughs. Residents were open to the idea of reconfiguring existing major arterials in order to accommodate bicycle and pedestrian facilities. Additionally, residents emphasized that some areas within the Township have disconnects within the sidewalk network, and they would like to see these gaps filled in. Residents proposed a number of recommendations to make walking and biking safer within the Township, including:

- A pedestrian bridge over Route 70 to link up with the Ellisburg Shopping Center
- Additional bike paths added to support alternative forms of travel.

Residents also identified that the evolution of transportation technology (i.e. driverless cars) could bring great change to Cherry Hill.

There was also a lack of consensus on the level of change desired in particular areas of the Township (Figure 19). Residents recognize that pockets of the Township are struggling and may require change, but do not have a clear vision of what format that change should take.

For example, participants liked the idea of the Springdale/I-295 industrial area continuing to diversify, however, there wasn't a clear sense of what it should be in terms of primary uses (Figure 20). Housing was mentioned as an acceptable or desirable use by several people.

GOALS AND OBJECTIVES

After working through open house boards, public meeting participants were asked to address the goals and objectives outlined in the Master Plan document. Participants were given the opportunity to suggest goals and objectives, to vote on favorites suggested by others, and to suggest revisions to the existing goals and objectives (Figure 21). Some of the goals suggested included:

- Use commercial/business development to help reduce residential real estate taxes

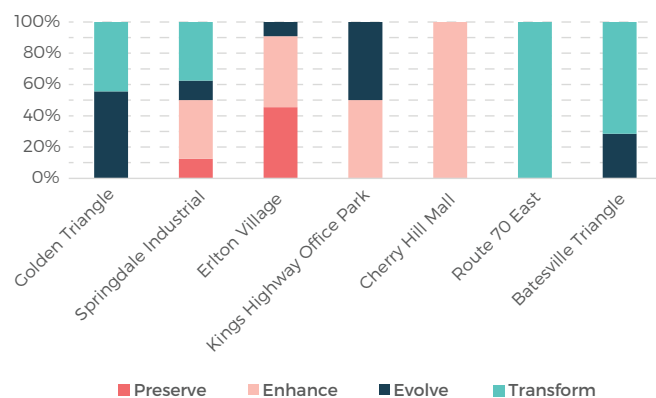


Figure 19. How much change is appropriate in each focus area?

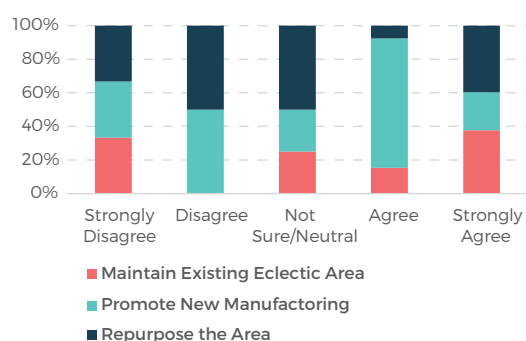


Figure 20. Do you feel these types of uses are appropriate for the Springdale Industrial Area?

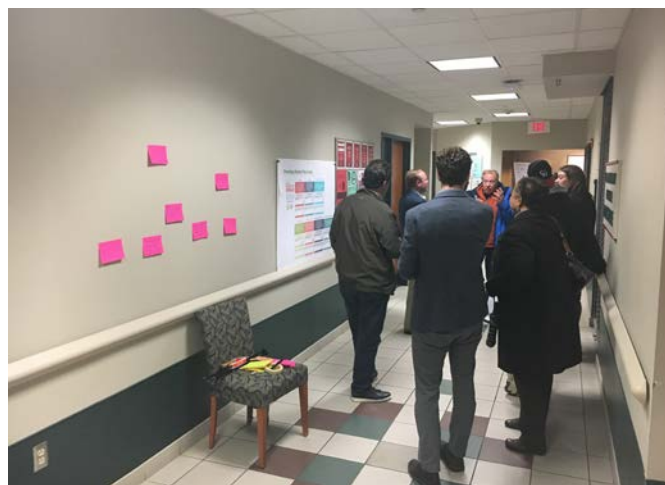


Figure 21. Goals and Objectives exercise at Public Meeting

- Prevent commercial encroachment into residential areas
- Make housing choice easy and attractive
- Address large home abandonment

Participants were asked to identify if the current master plan goals should guide Township policy. For every goal, participants either agreed or strongly agreed that the goal should guide policy. This suggests that residents feel that the goals defined in the 2007 Re-examination continue to be in line with residents' visions for the Township.

Participants were also asked to identify which goal was the most important to them. The majority of participants strongly agreed that the land use goal and the transportation goal were the most important to them. Many participants also felt that the historic preservation goal was important.

MAPPING FEEDBACK

Mapping stations were provided for each topic area so that members of the public could draw or provide written comments directly onto large maps of Cherry Hill. Aerial maps were also placed on tables separate from topic areas for any general comments that participants wished to make.

PUBLIC MEETING COMMENTS

A detailed summary of the comments received at each public meeting is provided in **Appendix D**.

SUMMARY FINDINGS

The Cherry Hill Master Plan Update included a variety of ways for residents and other stakeholders to provide input and feedback on existing conditions and future visions for Cherry Hill. **The Consultant team was able to obtain feedback from over 500 persons through stakeholder interviews, online surveys, and outreach events and open houses.**

The public outreach effort found that there is broad support for strengthening and protecting existing neighborhoods and civic amenities in the Township. Opinions were mixed on whether or not the Township should allow new or different types of housing to be built to support housing choice.

Traffic continued to be the largest point of contention throughout the master plan process. Residents and stakeholders struggled the most with how to overcome congestion and traffic concerns, and how to better support alternative means of transportation such as biking and walking.

Participants generally felt that there was a lack of sense of community/identity in Cherry Hill. They felt that although individual neighborhoods had a strong sense of community, the Township lacked a central location where the local community goes to engage with one another. They also felt that the Township lacked a “Main Street” and expressed a sense of disappointment about the Garden State Park development, which was advertised to the community as a true mixed-use community. Participants felt that the development skewed more towards accommodating big box development. Several participants suggested that Main Street style development would be appropriate in the Kings Highway/Chapel Ave. area, as well as the Kresson Ave./Brace Rd. area.

Residents commented on how much they enjoy outdoor amenities in the Township, such as access to the Cooper River and Barclay Farms. They wanted to see the development of more trails, particularly along the Cooper River, for both recreation and transportation. Furthermore, residents were interested in additional amenities throughout the Township such as another dog park. A few residents wanted to see more public park space and indoor recreational spaces that provides activities for adults and children. Additional amenities requested included a designated location for street fairs.

APPENDICES

APPENDIX A: RATINGS OF AMENITIES AND SERVICES WITHIN CHERRY HILL (RESIDENT SURVEY)

Response - Quality within Cherry Hill	Excellent	Good	Fair	Poor	Very Poor	No Answer Given
Employment Opportunities	7%	31%	37%	13%	2%	11%
Shopping and retail options	44%	39%	7%	1%	0.2%	8%
Passive Parks and Gardens (Green Space)	16%	44%	24%	7%	2%	8%
Opportunities for Outdoor Recreation	18%	43%	22%	6%	2%	9%
Recreation Facilities	20%	46%	18%	6%	1%	8%
Cultural and Civic Facilities	10%	34%	34%	11%	2%	9%
Quality Affordable Housing Options	4%	21%	40%	18%	5%	11%
Public Transportation	5%	25%	30%	19%	10%	12%
Healthcare	32%	47%	11%	1%	-	8%
Groceries	43	41%	6%	1%	0.2%	8%
Fresh Food	35	40%	12%	4%	0.2%	8%

APPENDIX B: IMPACT ON CHERRY HILL (RESIDENT SURVEY)

Response - Impact on Cherry Hill	Big Positive	Positive	No Impact	Negative	Big Negative	(blank)
More Housing that is Affordable to Low-Income Residents	2%	16%	16%	35%	22%	8%
More Housing that is Affordable to Moderate-Income Residents	6%	46%	25%	10%	4%	8%
More Housing that is Affordable to High-Income Residents	8%	28%	36%	15%	4%	8%
More Housing of Different Size or Type	7%	27%	14%	31%	12%	9%
Better Access to Employment/Jobs	24%	55%	11%	1%	-	9%
More Employment/Job Opportunities	25%	55%	10%	0.2%	-	9%
More Job Training Opportunities	22%	49%	17%	2%	0.7%	9%
More Opportunities to Start a Business	24%	55%	11%	0.4%	-	10%
Better Quality K-12 Schools	53%	29%	9%	0.2%	-	9%
More Colleges and/or Universities	22%	40%	21%	6%	0.9%	10%
More Diverse Population	14%	38%	31%	4%	4%	9%
Lower Property Tax Rates	54%	27%	6%	4%	0.2%	8%
Safer Streets	39%	45%	7%	0.2%	0.2%	9%
Cleaner Streets	32%	48%	10%	0.2%	0.2%	9%
More Retail Offerings	4%	20%	32%	25%	10.2%	9%
Higher Quality Retail Offerings	6%	28%	41%	11.3%	4%	9%
A Real Downtown	35%	28%	24%	3%	2.0%	8%
More Bus Stops	12%	44%	22%	10%	3%	10%
More Frequent Bus Service	13%	46%	20%	8%	3%	10%
Busses that go to more places	16%	48%	18%	5%	3%	10%
Less Traffic on Major Streets	50%	36%	5%	0.7%	-	8%
Less Traffic on Residential Streets	43%	37%	11%	0.4%	-	8%
More Bike Lanes	28%	41%	18%	5%	0.9%	8%
More Sidewalks	35%	42%	14%	0.4%	0.4%	8%
More Public Art	18%	41%	30%	2%	0.7%	8%
More Civic or Cultural Institutions	25%	48%	16%	0.9%	0.2%	9%
Better Quality Open Space	35%	47%	8%	-	0.2%	9%
More Open Space	35%	46%	10%	-	0.2%	9%
Better Historic/Cultural Resources	21%	48%	21%	1%	-	9%
Better Public Transportation Options	30%	41%	17%	3%	0.9%	9%

APPENDIX C: RATINGS OF AMENITIES AND SERVICES (VISITOR SURVEY)

Response - Quality in Cherry Hill	Excellent	Good	Fair	Poor	Very Poor	I Don't Know	No Answer Given
Employment Opportunities	27%	27%	9%	9%	-	27%	-
Shopping and retail options	55%	18%	18%	-	-	-	9%
Open spaces and recreation places	18%	36%	18%	9%	9%	-	9%
Cultural and civic facilities (e.g. museums, libraries, historic sites)	9%	45%	18%	-	9%	9%	9%
Public / civic spaces	9%	45%	18%	9%	9%	-	9%
Housing options	9%	27%	27%	-	-	27%	9%
Public transportation	9%	36%	9%	-	18%	18%	9%
Healthcare	27%	27%	18%	-	-	18%	9%
Fresh food	36%	36%	18%	-	-	-	9%
Roads and streets (for driving)	-	45%	27%	9%	-	-	18%
Roads and streets (for biking)	-	36%	-	18%	18%	9%	18%
Roads and streets (for walking)	-	18%	18%	9%	18%	18%	18%
Appearance of neighborhood streets and adjacent buildings	18%	45%	9%	9%	-	-	18%
Appearance of major thoroughfares and adjacent buildings	9%	27%	27%	18%	-	-	18%
Historic and cultural resources	9%	36%	-	9%	9%	18%	18%

Public Open House Comments : February 24, 2018

Commercial Development

Commercial Development

Characteristics of Auto-Oriented Commercial Development



Characteristics of Commercial Development Oriented Toward Other Transportation Modes (Bike, Walking, Transit)



Comments:

- two votes next to Characteristics of Commercial Development Oriented toward other transportation modes (bike, walk, transit)

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PUBLIC OUTREACH REPORT

TOWNSHIP OF CHERRY HILL, NJ

