



CHAPTER 05



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

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## INTRODUCTION

The Township undertook a robust public outreach effort to review the master plan’s vision, goals, and objectives (see *Public Outreach*). The vision statement for the Township has been updated to reflect feedback from that process. It continues to express a commitment to

- balancing commercial and residential development;
- maintaining and improving the character and quality of commercial and housing development;
- embracing modern land use planning techniques such as smart growth and transit-oriented development; and
- Fortifying Cherry Hill’s position as a regional economic center.

The Land Use Element and Economic Development Element goals and objectives for the Township were also updated. Some minor changes were made to the goals and objectives from existing elements to improve clarity.

## VISION

The Cherry Hill of the 21st century will be a model inner-ring suburb. An increasingly diverse residential population will enjoy high-quality neighborhoods, vibrant commercial areas, attractive streets, and access to high-quality recreational and cultural amenities. Residents will live in the Township because they love its neighborhoods and because they have access to local and regional jobs, shopping, and restaurants on a multi-modal transportation network. At the same time, the Township will continue to be attractive to businesses of regional, national, and international importance, including employers in growing industries such as education and medicine.

New housing choices will help the Township maintain its residential base, as demographics in the region continue to change. Housing opportunities will range from single-family homes on all sizes of lots to duplexes, townhouses, apartments, independent

senior housing, and assisted living units. Empty-nesters will not have to leave the Township to downsize. Millennials looking for their own slice of the American dream will find their ideal starter homes. Parents will be welcomed to live with their adult children in multi-generational housing.

A network of commercial centers serving local, regional, and state needs will provide residents and visitors ample opportunities for shopping, dining, and entertainment. This will ensure that Cherry Hill continues to serve its role as a regional commercial destination. Hubs such as the Garden State Park, the Golden Triangle, the Cherry Hill Mall, Erlton, and Batesville will be a focus of planning efforts. They will be home to new retail, residential, and commercial development which will make these areas more pedestrian, bike, and transit-friendly.

The Township will have a robust multi-modal circulation system that provides convenient access to local and regional amenities. Residents will benefit from a life where they are no longer shackled to personal vehicles, have better access to amenities, and can walk or bike to many destinations. The Township will utilize smart growth principles, including transit-oriented development, to construct businesses, shops, offices, and homes in locations that are well-served by multi-modal transportation to lessen traffic congestion. These transportation successes will come from long-term cooperation with the appropriate county, state, and regional agencies.

Residents will take pride in Township efforts to ensure that new development supports, and is supported by, the natural environment. The result will be a place where people are connected to natural lands, parks, and open space and where the Township’s land, water, and resources are of the highest quality.

As the Township grows and evolves, its cultural, historical, and archeological resources will continue to be preserved. As time passes, the Township will continue to add important elements from its mid-century suburban history to its list of outstanding cultural resources to be protected.



## GOALS AND OBJECTIVES

The New Jersey Municipal Land Use Law requires, in Section 40:55D-28.b.(1), that all municipal Master Plans contain a statement of objectives, principles, assumptions, policies, and standards upon which the constituent proposals for the physical, economic, and social development of the municipality are based. The individual Master Plan Elements provide the means of implementing the established goals. These goals guide the evolution of the community in terms of physical development (land use) as well as housing, natural resources & conservation, transportation, community facilities and utilities, historic preservation, and economic development.

During the 2018 master planning process, the project team presented all the goals from the 2003 Master Plan and 2006 Master Plan Update for public review and comment. The Land Use and Economic Development goals have been amended. The public overwhelmingly stated that the goals for housing, natural resources & conservation, transportation, community facilities and utilities, and historic preservation accurately reflected their vision for the Township.



### Population and Housing

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

**Objective 1:** Preserve and enhance the existing housing stock.

**Objective 2:** Continue to provide a regional fair share of affordable housing for all income levels.

### Natural Resources and Conservation

**Goal:** Preserve the natural land, water, and air resources required to maintain the unique characteristics of the community.

**Objective 1:** New development should adhere to and contribute to the conservation of natural resources within the Township.

**Objective 2:** Retain quality preservation areas and public land parcels to create a comprehensive open space network.

**Objective 3:** Recognize the importance and effectiveness of addressing environmental preservation from a regional standpoint.

## Transportation

**Goal: Facilitate the safe and efficient movement of people, goods, and services throughout the Township and region with minimal conflict.**

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

**Objective 2:** Encourage the use of “alternative” forms of transportation to improve the air quality and health of residents and ease traffic congestion.

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

## Community Facilities and Utilities

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

**Objective 1:** Maintain and improve existing facilities and utilities to meet growth and change in the community.

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

**Objective 3:** Aggressively promote the improvement of existing recreational facilities, as well as further development and expansion of new parks.

**Objective 4:** Excel to provide the most comprehensive and utilized solid waste recycling program in the State.

## Historic Preservation

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

**Objective 1:** Preserve historic resources identified in the Cherry Hill Township Historic Resource Survey while continuing to identify and promote historic sites and structures.

**Objective 2:** Promote the understanding and appreciation of the historic value of the Township through programming, public art, and interpretive signage.

## Land Use

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

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

High-quality and safe pedestrian, bicycle, public transportation, and motorized vehicle infrastructure will link neighborhoods to commercial, civic and recreational centers, both inside and outside the Township. As alternative transportation technologies evolve, the Township will work aggressively to leverage such techniques to reduce traffic and dependency on private vehicle transportation. The design and location of new development will alleviate pressure on the transportation network.

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

Cherry Hill will be a model community, demonstrating how a mid-century suburb can adapt to 21st century demographic demands. Cherry Hill will be a suburb that is flexible and adaptive, accommodating a



diversity of households and visitors. The Township will balance the needs of all generations, and carefully accommodate new land uses that are needed to support a thriving regional suburban center.

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

Placemaking will work to ensure that people feel intimately connected to the places in which they live and work while promoting Cherry Hill’s postwar suburban history, its unique natural features, its plethora of neighborhoods, and its diverse population. Placemaking will tell the stories of the Township and its residents. A greater sense of community will be built through the visual narrative of a shared history and vision for the future.

## Economic Development

**Goal: Expand and diversify the economic growth of the Township within the region in a way that is consistent with the natural capacity of the land and infrastructure and supports the evolving needs of its employers and residents.**

**Objective 1:** Cherry Hill will continue to be a strong, growing business center in the region.

Cherry Hill is a premier employment center in the greater Philadelphia region with its diverse mix of both locally-owned businesses and large national companies, particularly with an emphasis on the medical industry. The Township will strive to accommodate the needs of these businesses to encourage continued modernization and investment, ensuring that they remain and thrive in Cherry Hill. The Township will also seek growth in new industries with economic opportunity, particularly education.

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

Recognizing the importance of the retail industry to the local economy, the Township will work to support retailers as they respond to unpredictable changes in the industry, driven by evolutions in technology

(online shopping) and consumer preferences, in balance with the needs of the larger business community and existing residential communities

**Objective 3:** Key vacant and underutilized commercial sites in Cherry Hill will be repurposed for new uses.

Cherry Hill faces an evolution of its commercial economy: a shift away from brick-and-mortar retailing, telecommuting, and co-working spaces replacing traditional office centers, and a declining manufacturing industry. The Township will adapt to these changes by facilitating redevelopment opportunities that support a modern economy.

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

The Township will continue to support initiatives that enhance transit services and last-mile transportation services that significantly improve access to employment centers.

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

A strong tax base also depends on a healthy residential foundation. Cherry Hill will continue to support a variety of housing options and opportunities that appeal to the lifestyles of the Millennial generation and support a growing senior community looking to age in place while working to maintain the stability and value of existing single-family residential neighborhoods.

