



CHERRY HILL
Master Plan
2018 - 2028



CHERRY HILL TOWNSHIP, NJ

Cherry Hill Master Plan prepared by
Group Melvin Design in partnership with
Urban Partners

September, 2018



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MASTER PLAN ORGANIZATION

The Master Plan includes three sections that provide the foundation for understanding the “elements.” These sections include:

- Demographics
- Public Outreach (Executive Summary)
- Vision and Goals Statement

The recommendations in this Master Plan are included in the following “Elements:”

- Land Use (2018)
- Economic Development (2018)
- Plans for Place (2018)
- Circulation (2003)
- Open Space and Recreation (2010)
- Housing Element and Fair Share Plan (2016)
- Community Facilities (2003)
- Utilities and Recycling (2003)
- Historic Preservation (2003)
- Implementation (2003)

As Elements are added, amended, or re-written, they should be replaced within this master plan document. The following appendices are also included:

- Appendix A: Existing Conditions Report (2018)
- Appendix B: Public Outreach Report (2018)



PREFACE

The 2018 Cherry Hill Township Master Plan is a policy document that updates and outlines the Township’s goals, policies, and objectives and presents a vision for the future. It has been prepared to the specifications of the New Jersey Municipal Land Use Law (N.J.S.A. 40:55D-1 et seq.) for municipal master plans, and includes a variety of required and optional content including:

- 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;
- a Land Use Element and its required components;
- an Economic Development Element and its required components;
- plans For Place Subplan Elements;
- a specific policy statement indicating the relationship of the proposed development of the Township, as developed in these Master Plan Elements, to the master plans of contiguous municipalities, the Camden County Master Plan, the State Development and Redevelopment Plan, and the Camden County District Solid Waste Management Plan; and
- several appendices.

This document provides all statutorily required background information concerning population characteristics, housing characteristics, employment characteristics, and growth. This data collection, paired with the public outreach process, has informed many of the planning assessments and recommendations outlined herein.

The 2018 Cherry Hill Township Master Plan supersedes all previous municipal master plan documents, with the following exceptions:

- 2003 Circulation Plan Element
- 2003 Community Facilities Plan Element

- 2003 Utilities Plan Element
- 2003 Recycling Plan Element
- 2003 Historic Preservation Plan Element
- 2010 Open Space & Recreation Plan Element
- 2010 Sustainability Plan Element
- 2016 Housing Element & Fair Share Plan Element

These Master Plan Elements continue to be relevant and are incorporated into the 2018 Cherry Hill Township Master Plan by reference. This Master Plan does not change or otherwise modify the Plan Elements noted above. The 2018 Master Plan wholly replaces the 2003 Land Use Element and the 2003 Economic Development Element along with any changes to those elements that occurred during the 2007 Re-examination. The vision and goals of the 2018 Master Plan are those that should guide the Township moving forward.

The 2018 Cherry Hill Township Master Plan has been prepared to provide the municipality with an up-to-date master plan document that reflects the Township’s current conditions and values, and responds to current challenges. Key among these challenges is the need to address the significant shifts in population and household composition, major growth in commercial markets balanced with neighborhood preservation, decrease in availability of significant transit access and services, protection and conservation of remaining open space and natural resources, and shifts in housing market trends. The municipality has experienced and will continue to experience these shifts and more into the future. In response to these issues, the policies that guide this document inform appropriate and consistent municipal zoning and development regulations. *Both this Master Plan update and re-examination establish the planning foundation for the adoption of amendments to the Cherry Hill Township Zoning Ordinance.* They also outline recommendations for future updates to those Master Plan Elements noted

above (e.g., Circulation Plan Element, Community Facilities Plan Element, Recycling Plan Element, etc.).

As noted above and herein, the 2018 Cherry Hill Township Master Plan is a complete review of the problems and changes relating to land development within the Township since the 2003 Master Plan and the 2007 Master Plan Re-examination. It is also a comprehensive re-examination and update of the Township’s Master Plan, and includes recommendations for updates and revisions to the Township’s Master Plan Elements, Zoning Ordinance, and Zoning Map. To this end *this document is also intended to serve as a comprehensive re-examination report of existing master plan documents and development regulations per N.J.S.A. 40:55D-89(a) through (e).*

The statements in response to the statutory questions provided in N.J.S.A. 40:55D-89(a) through (e) are incorporated as part of the Master Plan update but are also cross-referenced below for ease of access:

a. The major problems and objectives relating to land development in the municipality at the time of the adoption of the last re-examination report.

- Chapter 06: Land Use Element - Existing Conditions (page 5)
- Appendix A: Existing Conditions Report - Section III Land Use & Zoning (page 45)

b. The extent to which such problems and objectives have been reduced or have increased subsequent to such date.

- Chapter 03: Public Outreach Executive Summary
- Appendix B: Public Outreach Public Outreach Report
- Chapter 05: Vision & Goals
- Chapter 06: Land Use Element (Especially Zoning Memorandum (page 95))
- Chapter 07: Economic Development Element

c. The extent to which there have been significant changes in the assumptions, policies, and objectives forming the basis for the master plan or development regulations as last revised, with particular regard to the density and distribution of population and land uses, housing conditions, circulation, conservation of natural resources, energy conservation, collection, disposition, and recycling of designated recyclable materials, and changes in State, county, and municipal policies and objectives.

Chapter 02: Demographics

Appendix A: Existing Conditions Report (Especially Demographics (page 1), Market Analysis (page 15), and Trends and Considerations (page 65))

Chapter 03: Public Outreach

Chapter 05: Vision & Goals

d. The specific changes recommended for the master plan or development regulations, if any, including underlying objectives, policies and standards, or whether a new plan or regulations should be prepared.

- Chapter 05: Vision & Goals
- Chapter 06: Land Use Element
- Chapter 07: Economic Development Element

e. The recommendations of the planning board concerning the incorporation of redevelopment plans adopted pursuant to the “Local Redevelopment and Housing Law,” P.L.1992, c.79 (C.40A:12A-1 et al.) into the land use plan element of the municipal master plan, and recommended changes, if any, in the local development regulations necessary to effectuate the redevelopment plans of the municipality.

Chapter 06: Land Use Element (Especially Policy Toolkit (page 27) and Zoning Memorandum (page 95))

Chapter 08: Plans for Place

C H A P T E R 01

Introduction

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CHERRY HILL MASTER PLAN

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INTRODUCTION

The 2018 re-adoption of the Cherry Hill Master Plan was a two-year process undertaken by the master plan consultant, Group Melvin Design, sub-consultant, Urban Partners, and the Department of Community Development, with assistance from other Township departments, City Council members, Planning Board members, and the public. Three elements were written as part of the re-adoption process: the Land Use, Economic Development, and Plans for Place Elements. All master plan components and elements are organized to bring structure to the document and show how policies and strategies work together to support the vision and goals of the plan.

This effort frames the Land Use Element as the central, guiding element of the entire master plan. Land use is the building block for defining a place, and therefore the building blocks for the Township. Thus, the recommendations made within the 2018 Land Use Element should be reflected in subsequent examinations of master plan elements. This is crucial, because of the interrelation between elements (e.g., how land is used will have an effect on all other elements). For example, land use patterns could have major repercussions for where future parks may be located (Recreation Element) or where new bus stops should be located (Circulation).

What is a Master Plan?

A Master Plan is a comprehensive long-range plan intended to guide the growth and development of a community or region. The Master Plan identifies and examines a wide range of physical issues including population, housing, land use, transportation, neighborhoods, community facilities, and natural resources. The implications of each are analyzed and translated into a series of goals and policies for the Township, setting forth a foundation for the Township's regulatory framework. The Master Plan outlines goals and strategies for:

- Land use, including suitable locations for commercial, housing, and mixed-use development.

- Community appearance & design, such as identifying areas for compact growth, or redevelopment.
- Open space & recreational areas, and how to extend and/or improve them.
- Strategies for increasing economic development opportunities.
- Resource protection, both environmental as well as historical & cultural.
- Transportation, including strategies for managing congestion and improving transit services.

Why do we need a Master Plan?

The Master Plan establishes a shared vision and set of goals for the Township. Furthermore, all municipalities are required to have a Master Plan as a foundation of their Zoning Ordinance. By law, it must be updated at least every 10 years. The Master Plan provides a policy foundation for the Township's land use laws and regulations. The courts require that the Township's zoning ordinance, planning decisions, and regulations have a rational connection to the Master Plan, including its vision and goals. Master Plans are officially adopted by the Planning Board, and they use it to guide development decisions made by the Township. The master plan for Cherry Hill Township contains the following elements: land use, housing and population, circulation, community facilities, recycling, utility service, recreation, conservation, economic development, and historic preservation.

History of Master Planning in Cherry Hill

Master planning has been accomplished in Cherry Hill Township for over fifty years. In 1966, the first Master Plan was written. Then, in 1973, it was revised for the first time.

Until 1975, the New Jersey Municipal Land Use Law ("MLUL") did not mandate consistency between



a municipal master plan and a municipal zoning ordinance. After 1975 the MLUL, at N.J.S.A. 40:55D-62 a., directed that a municipal zoning ordinance, or any amendments to such an ordinance, be consistent with the municipal Master Plan, and the master plan became a requirement for all municipalities in the State of New Jersey that wished to use the power of zoning.

In 1984, a second master plan was adopted for Cherry Hill. This master plan addressed the growth of large-scale housing development in further areas of the Township. It also sought to improve circulation patterns and provide the basis for infill development.

In 1987, a Housing Element was adopted into the Master Plan document in accordance with the 1985 Fair Housing Act. The plan went to the (now-defunct) Council on Affordable Housing for certification. The Township completed a mediation process, but several issues remained unresolved. As a result of the inability to resolve all issues during mediation, the Township went before the New Jersey Supreme Court for resolution. These issues were resolved in 1995 via a vacant land settlement.

In 1990, the first Master Plan Re-examination took place. Re-examination of the Master Plan by the Planning Board is required every ten (10) years, under N.J.S.A. 40:55D-89. The Re-examination was adopted and primarily addressed short-term development concerns. The report recommended that a new master plan be prepared to address increased development pressure on residential neighborhoods via numerous attempts to infill bypassed parcels with intense land uses.

In 1993, a new housing element was prepared. This document was part of a Judgment of Repose signed by Camden County Superior Court Judge Theodore Z. Davis, J.S.C., in 2001. A Judgment of Repose is the judicial equivalent of COAH's grant of substantive certification, which provides a municipality's zoning ordinance with a presumption of validity against any lawsuits challenging it. In 1996, an additional

Master Plan Re-examination was adopted. Both the 1990 and 1996 Master Plan Re-examination reports identified major problems and objectives relating to land development in the municipality and both re-examination reports recommended that a new master plan be prepared.

In 2003, a brief re-examination report was prepared and adopted in order to address immediate concerns and remain in compliance with MLUL while a new master plan was being written. Later in the year, a third master plan was adopted. This master plan included the following elements: Land Use, Circulation, Recreation, Open Space Conservation and Natural Resources, Housing and Population, Community Facilities, Utilities and Recycling, Economic Development, Historic Preservation, and Implementation. In 2006, the master plan was amended. A re-examination report was prepared in 2007.

In 2010, an Open Space and Recreation Plan was adopted by the Township.

In 2011, a new Housing Element and Fair Share Plan was written and adopted. This element was amended in 2014. A Bicycle and Pedestrian Master Plan was adopted in 2013, and a Complete Streets Policy Plan was adopted in 2014. A new Housing Element and Fair Share Plan was adopted in 2015, followed closely by an Amended Third Round Housing Element and Fair Share Plan that was adopted in 2016.

In 2016, the creation of two new Master Plan elements got underway: the Land Use Element and the Economic Development Element. These elements are on schedule to be adopted in 2018.



CHERRY HILL MASTER PLAN

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