

# **Stakeholder Meeting Summary and Individual Stakeholder Meeting Minutes**

## **Golden Triangle Visioning Study**

### **Township of Cherry Hill Camden County, New Jersey**

March 25, 2009

*Prepared by:*



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## Summary

On February 23, 2009 and February 24, 2009, T&M Associates, in conjunction with Markheim-Chalmers and the Township of Cherry Hill, conducted a series of stakeholder meetings in order to gather preliminary information regarding the Golden Triangle to provide a basis for a series of two community visioning meetings that are scheduled to take place in April and May of 2009. The parties invited to participate in the stakeholder meeting process were identified by the Township of Cherry Hill, and included public officials, neighborhood organizations, and business owners.

Approximately fifty-seven (57) strengths, weaknesses, opportunities, and threats were identified by the eleven (11) stakeholder groups that were involved in the process. A matrix describing these issues and the stakeholder groups who identified them can be found at the end of this summary. Of these fifty-three issues, twelve (12) were identified by three stakeholder groups or more. The most commonly identified issues can be found below. The number of stakeholder groups that identified these issues is noted in **bold**.

1. Concerns with vacancy rate of the Pavilions Shopping Center. **(5)**
2. Redevelopment of the west-bound side of Route 70. **(5)**
3. Construction of a railroad crossing to connect the Pavilions Shopping Center and Garden State Park development. **(5)**
4. Enhancement of the connections from the north side of Route 70 to Cooper River Park. **(4)**
5. Concerns related to the current state of the economy and future development. **(4)**
6. Redevelop the Pavilions Shopping Center. **(4)**
7. Beautify the Route 70 corridor that runs through the Golden Triangle. **(4)**
8. Improve on the lack of pedestrian facilities along the Route 70 corridor that runs through the Golden Triangle **(3)**
9. Enhance wayfinding and signage within the Pavilions Shopping Center and the Executive Campus. **(3)**
10. Improve the traffic flow on the Route 70 corridor. **(3)**
11. Explore the potential for shared parking between the Executive Campus and Cooper River Park on high-activity weekends. **(3)**
12. Complete the planned residential component of the Garden State Park and construct additional residential uses within the Golden Triangle. **(3)**

The twelve most common issues, as identified above, can be placed under four (4) overarching goals related to the vision for the future of the Golden Triangle. These goals are:

- 1. Improve and enhance the aesthetics and function of the Route 70 corridor.**
- 2. Improve the connectivity, wayfinding, and the synergy of uses within the Golden Triangle.**
- 3. Enhance the economic viability of the Golden Triangle with a focus on the following objectives:**
  - A. Improve or redevelop the Pavilions Shopping Center into a more viable retail or mixed-use center**
  - B. Expand and increase the diversity of retail uses within the Golden Triangle, building on cross-marketing opportunities within the Triangle and with other power centers in the area.**
- 4. Improve and enhance the Cherry Hill Train Station into a focal point for development and redevelopment with a focus on the following objectives:**
  - A. Increase ridership through increased visibility, marketing and physical improvements.**
  - B. Use the existing train station as a resource to attract potential users for retail uses.**

Many of the issues contained within the matrix on the following page can be placed under the aforementioned goals for the future of the Golden Triangle.

The preliminary stakeholder meetings have provided a foundation for moving forward with the Golden Triangle Visioning Study. The variety of strengths, weaknesses, opportunities and threats identified by the different stakeholder groups, some of which can be found in Table 1 below, will provide a basis for the upcoming visioning meetings, during which the general public will provide the input necessary to produce a comprehensive visioning plan by which to guide the future development of the Golden Triangle.

**SWOT Analysis: Golden Triangle Stakeholder Meetings**

<b>Strengths</b>	<b>Weaknesses</b>	<b>Opportunities</b>	<b>Threats</b>
The Golden Triangle is the "Gateway" to Cherry Hill	Lack of pedestrian facilities along Route 70	Enhance the connections to Cooper River Park	Vacancy rate of Pavilions Shopping Center
Proximity of Golden Triangle to Major Highways and Philadelphia	Existing circulation patterns within Pavilions Shopping Center and Executive Campus	Shared parking for Cooper River Park during high activity weekends	Concerns about economy and future development
Location of Cherry Hill Train Station within the Golden Triangle	Traffic flow along Route 70	Proposed connection of NJ Transit River Line and Atlantic City Line	Location of Camden County probation office and concerns related to public safety
Garden State Park as a new development	Aesthetic image	Build on successes and new development at Garden State Park	
	Lack of visibility/awareness of Cherry Hill Station	Redevelopment of designated redevelopment areas	
	Physical layout of Pavilions Shopping Center		

**Table 2: Number of Stakeholder Issues Relating to Individual Visioning Goals**

<b>Goal</b>	<b>Number of Issues Related to Goal</b>
1. Improve and enhance the aesthetics and function of the Route 70 corridor	6
2. Improve the connectivity, wayfinding, and the synergy of uses within the Golden Triangle	28
3. Enhance the economic viability of the Golden Triangle	20
4. Improve and enhance the Cherry Hill Train Station into a focal point for development and redevelopment	10

# Stakeholders Meeting

## MINUTES

FEBRUARY 23, 2009 10:30 AM

TOWNSHIP OF CHERRY HILL MUNICIPAL BUILDING

<b>MEETING CALLED BY</b>	Township of Cherry Hill & T&M Associates
<b>TYPE OF MEETING</b>	Stakeholder Meeting involving Golden Triangle
<b>FACILITATOR</b>	Stan Slachetka, T&M; Natalie Shafiroff, Planner for Township of Cherry Hill; Matt Neisser, Markheim-Chalmers; Anthony Rodriguez, T&M
<b>NOTE TAKER</b>	Anthony Rodriguez, T&M, Stan Slachetka, T&M
<b>TIMEKEEPER</b>	N/A
<b>ATTENDEES</b>	Robert Kelly, County Engineer, Camden County; Caren Fishman, Director, Camden County Department of Parks; Andrew Levecchia, Senior Planner, Camden County Improvement Authority; Ronda Urkowitz, Program Director, Cross County Connection Transportation Management Association

Meeting started at around 10:40 AM and ended at 11:30 AM

There were four stakeholders present during this session, all of whom represented an agency of Camden County or an entity with a regional perspective. The purpose of this stakeholder meeting was to obtain a general overview of issues of concern to the County, what types of projects the County is undertaking in and around this area, and what the County would like to see improved within the area.

Several of the County officials saw the Golden Triangle as a “gateway” to Cherry Hill and recognize the area’s importance to luring business, visitors, and residents to the area.

Ronda Urkowitz state her desire to see enhanced pedestrian and bicycle connections to the Golden Triangle, namely from North Park Boulevard near the dog park across the railroad right of way, to allow for pedestrian and bicycle access to the park from Park Boulevard and the other side of the railroad tracks. In addition, Ms. Urkowitz described a bicycle and walking path that runs along Admiral Wilson Boulevard from Camden to Cherry Hill, but stops short of the Golden Triangle. She mentioned that she would like to see this path continued in order to allow access to the Golden Triangle from the west. Ms. Urkowitz mentioned that she would also like to see improved transit and pedestrian/bicycle linkages to Pennsauken, Haddon Township, and other parts of Cherry Hill. In addition, a potential pedestrian/bicycle linkage from Challenge Grove Park to the Golden Triangle was discussed. The possibility of putting a north/south bicycle route along Mercer Avenue was explored due to lack of right of way space to put a bicycle route along Haddonfield Road. In addition, enhancing the linkage between the Kenilworth and Woodland

Neighborhoods and the commercial areas of the site was viewed as a potentially important element of the visioning plan.

A few of the stakeholders were concerned with the high vacancy rate within the Garden State Pavilions shopping center, and the viability of the shopping center in light of recent economic trends. Shop Rite and Staples remain as anchors in the shopping center. However, aside from a few smaller stores, much of the shopping center has been vacated.

The possibility of creating a shuttle route that runs from the Golden Triangle to the Cherry Hill Mall was discussed. However, the financial feasibility of this amenity was not discussed.

Wetlands are present on the site, namely in the Executive Campus portion of the Golden Triangle, and the constraints they present, as well as passive recreation opportunities were discussed.

Concerns related to parking within Cooper River Park, especially during high activity weekends (e.g. rowing events) were discussed. There appears to be potential for shared parking within the Executive Campus Office Park. However, permission from the property owners will be required, as will enhanced pedestrian linkages and/or a shuttle service to shuttle visitors to the park.

Concerns along Cuthbert Boulevard related to backup at the signal of Cuthbert Boulevard and North Park Boulevard were expressed by several stakeholders. In addition, the stakeholders indicated that there is a conflict between cyclists and motorists near and on the Cuthbert Boulevard Bridge that crosses the Cooper River. Several stakeholders found this to be a critical problem that needs to be addressed immediately.

Several stakeholders were also concerned with the lack of pedestrian facilities around the bus stop on Route 70 near the Crowne Plaza Hotel. Specifically, they are concerned with bus users crossing Route 70 and the possibility of these users being struck by cars trying to cross the highway.

Finally, some of the stakeholders expressed concerns related to the public safety of pedestrian facilities near the probation office located adjacent to the Executive Campus. Stakeholders mentioned they would also like to see improvements to alleviate the bottlenecks that occurs along Chapel Avenue.

# Stakeholders Meeting

## MINUTES

FEBRUARY 23, 2009 11:30 AM

TOWNSHIP OF CHERRY HILL MUNICIPAL BUILDING

MEETING CALLED BY	Township of Cherry Hill & T&M Associates
TYPE OF MEETING	Stakeholder Meeting discussing future of Golden Triangle
FACILITATOR	Stan Slachetka, T&M; Natalie Shafiroff, Planner for Township of Cherry Hill; Matt Neisser, Markheim-Chalmers; Anthony Rodriguez, T&M
NOTE TAKER	Anthony Rodriguez, T&M, Stan Slachetka, T&M
TIMEKEEPER	N/A
ATTENDEES	Henry Glover, Senior Vice President, Kevin F. Donahoe Company, Inc.

Meeting started at 11:35 and ended at 12:35.

There was one stakeholder present during this meeting session. Henry Glover is a Senior Vice President at the Kevin F. Donahoe Company, Inc., a real estate development, acquisition, and services firm located in Philadelphia, Pennsylvania. Mr. Glover is also a resident of Cherry Hill, and therefore was able to offer his perspective as businessman and a resident.

The Kevin F. Donahoe Company currently owns 2 Executive Campus, a 4-story, 100,000-square-foot office building located within the Golden Triangle's Executive Campus Office Park. Mr. Glover mentioned that his building has an approximate occupancy rate of 80 percent and contains mostly professional offices, including law firms, engineering firms, as well as some of the Campbell Soup Company offices.

Mr. Glover said that his company purchased the building in 2006 because of its proximity to surrounding amenities and the City of Philadelphia. When asked what he would like to see with regards to future development in the Golden Triangle, he mentioned he would like to see an improvement in signage provided within the Executive Campus Office Park, infill development of small cafes along the roadways within the office park, continued commercial growth within the area, improved access to commercial uses from the office park, and the cleaning up around King Street, surrounding redevelopment areas, and the subsequent addition of land uses that would be complementary to the office park.

Mr. Glover stated that he saw the Golden Triangle's proximity to highways, hotels, and Philadelphia all as positives for the future of the area. He also thought that a shuttle service operated during the work week to give employees access to the surrounding commercial uses was a good idea, though he was unsure of how many of his tenants would utilize the shuttle.

Mr. Glover also said that his company would not have a problem with the parking area of 2 Executive Campus being used as auxiliary parking for Cooper River Park during busy weekends at the park, as long as the use of the parking area did not interfere with the normal work week.

# Stakeholders Meeting

## MINUTES

FEBRUARY 24, 2009 10:00 AM

TOWNSHIP OF CHERRY HILL MUNICIPAL BUILDING

MEETING CALLED BY	Township of Cherry Hill & T&M Associates
TYPE OF MEETING	Stakeholder Meeting discussing future of Golden Triangle
FACILITATOR	Stan Slachetka, T&M; Natalie Shafiroff, Planner for Township of Cherry Hill; Anthony Rodriguez, T&M
NOTE TAKER	Anthony Rodriguez, T&M, Stan Slachetka, T&M
TIMEKEEPER	N/A
ATTENDEES	Scot Tomaszewski – Owner, S.T. Electric, Inc., Woodland Neighborhood resident; Andrea Malamut – Business owner in Woodland Neighborhood

Meeting started at 10:00 AM and ended at 11:00 AM.

There were two stakeholders present at this meeting. Scot Tomaszewski is the owner of S.T. Electric, Inc., a business that operates within the Woodland Neighborhood of the Golden Triangle. Mr. Tomaszewski is also a resident of the Woodland Neighborhood. Andrea Malamut owns a marketing, advertising and public relations business in the Woodland Neighborhood and is a former resident of the Neighborhood.

Ms. Malamut stated that the train station is not well known and lacks accessibility. She stated that there is an overall lack of information for citizens, including signage in and around the station. Mr. Tomaszewski agreed with Ms. Malamut. He also added that he would like to see signage in the neighborhood to alert residents and visitors to businesses that exist within the neighborhood, but do not seem to be well-known.

Ms. Malamut was also concerned with the re-zoning of specific properties within the Woodland Neighborhood from light industrial to residential uses. She would like to see existing businesses in the area be considered with respect to any future changes in zoning, etc. In addition, she expressed her desire to allow non-conforming businesses to continue to operate after the sale of the property. She believes that the businesses are a unique part of the social fabric of the neighborhood.

When the idea of a potential roadway connecting the Woodland Neighborhood to the Garden State Park was discussed, both stakeholders were vehemently opposed to the idea. However, Mr. Tomaszewski thought that a pedestrian path connecting the two districts would garner some use by local residents. Ms. Malamut suggested connecting South Cornell Avenue to

Olive Street would be a better alternative, and might add some visibility to the train station and the Pavilions shopping center.

Mr. Tomaszewski and Ms. Malamut each expressed that the use of properties within the neighborhood as non-residential uses and the ability to sell and subsequently continue non-residential use on these properties was their primary concern.

Both stakeholders voiced their concerns regarding the current state of the Pavilions Shopping Center. When asked what type of future development they would like to see on the site of the Pavilions Shopping Center, Ms. Malamut mentioned that she would like to see the Pavilions Shopping Center develop as an entertainment destination that would potentially include parks, museums, performing arts centers, convention centers, and a family entertainment venue such as miniature golf or Dave and Buster's. She also stated that she would like to see better aesthetics around the train station and orient all future development towards the train station to create a distinct sense of place in the area. However, she did mention that enhancing the area around the train station might not increase ridership because of the current state of the economy, and a lack of disposable income to spend in Atlantic City for many residents. Ms. Malamut also stated that the current flow of traffic into, within, and out of the shopping center is maze-like, and she would like to see circulation patterns on the site improve.

Mr. Tomaszewski suggested an at-grade crossing across the railroad tracks south of the Cherry Hill train station to link the Pavilions site to the Garden State Park. Ms. Malamut suggested parks or some other sort of open space and pedestrian facilities should be developed between the Woodland Neighborhood and the existing shopping centers. She also suggested a bicycle path that ran in a loop around the Golden Triangle, which she felt would add value to the area, while also enhancing safety and connectivity. Ms. Malamut suggested that local bicyclists who use the area should be invited to add input during the visioning process.

Mr. Tomaszewski stated that he would like to see Route 70 beautified and enhanced with adequate signage to aid in wayfinding for visitors. He mentioned that the intersection of South Cornell Avenue and Route 70 is the safest area to cross Route 70 and gain access to Cooper River Park.

Finally, Ms. Malamut emphasized the possibility of a public/private partnership. She believes that creating a public/private partnership to enhance the area will lead to local residents and the people of Cherry Hill as a whole taking ownership in the project, which she believes will lead to a more positive outcome.

# Stakeholders Meeting

## MINUTES

FEBRUARY 24, 2009 11:00 AM

TOWNSHIP OF CHERRY HILL MUNICIPAL BUILDING

<b>MEETING CALLED BY</b>	Township of Cherry Hill & T&M Associates
<b>TYPE OF MEETING</b>	Stakeholder Meeting discussing future of Golden Triangle
<b>FACILITATOR</b>	Stan Slachetka, T&M; Natalie Shafiroff, Planner for Township of Cherry Hill; Anthony Rodriguez, T&M
<b>NOTE TAKER</b>	Anthony Rodriguez, T&M, Stan Slachetka, T&M
<b>TIMEKEEPER</b>	N/A
<b>ATTENDEES</b>	Alan Miller, Cherry Hill Planning Board; Sarah Lipsett, Cherry Hill Planning Board; Aimee Hansen, Cherry Hill Planning Board, Dave Benedetti; Community Development Director, Township of Cherry Hill

Meeting started at 11:10 AM and ended at 12:40 PM.

Four stakeholders, three of whom are members of the Cherry Hill Planning Board were present at this meeting. In addition, Mr. Benedetti is the Community Development Direct for Cherry Hill Township.

To open the meeting, Ms. Hansen described the segment of Route 70 that runs through the Golden Triangle as an “ugly mishmash” of uses that lack consistency and cohesiveness. In addition, she described the current state of the Pavilions Shopping Center as a difficult problem because of the lack of frontage the site has along Route 70. She stated that she would like to see more cohesiveness and redevelopment along the north side of Route 70. Ms. Hansen, who works in an office building located within the Golden Triangle, mentioned that a number of people who work in her office building use the Cooper River Park during their lunch hours, weather permitting. However, she did voice her concern that there is nowhere to walk for lunch near her office building.

Mr. Miller stated that he sees an opportunity to redevelop the north side of Route 70 because of the recent relocation of a Japanese restaurant and the current status of the Lee Stone site as a designated area in need of redevelopment. He stated that he would like to see a “bistro row” of small restaurants along the redevelopment site. He also believes that a pedestrian bridge across Route 70 to all for pedestrian access from the north side of Route 70 to Cooper River Park might be necessary. Mr. Miller also mentioned that during rowing events along the Cooper River, the hotels within the Golden Triangle are over capacity.

Mr. Benedetti stated that the hotels in the area generally have substantial occupancy year around, and that another hotel may be constructed in the Garden State Park Town Center.

When discussing the possibility of enhancing the pedestrian crossing at Route 70 and South Cornell Avenue, Ms. Hansen mentioned that there are no sidewalks on South Cornell Avenue South of Route 70, and that this would need to be addressed as part of any enhancement of the intersection.

Mr. Miller also stated that he would like to see the buffering that exists between the residential neighborhoods and other uses kept in place.

When discussing potential enhancement of the area around Cherry Hill Train Station, Ms. Lipsett mentioned that she had never been to the train station. She also stated that it is likely that many residents do not know what is in the area of the Pavilions Shopping Center (including the train station), and that wayfinding and signage is important to the area.

While on the subject of the train station and the surrounding area, Mr. Miller stated that New Jersey Transit is a big stakeholder in this project, and should be involved in the process. He also mentioned the need to find out what future plans for enhancing and expanding service, if any, NJ Transit has, and, more importantly, whether they will “buy in” to enhancing the Cherry Hill Train Station. Mr. Miller also stated the frequency of train service is not known by most residents, nor is the connection with PATA trains into Philadelphia. However, he stated that he would like to see reuse of the Pavilion Shopping Center Space for amenities related to the train station. He believes the train station is a destination line to Philadelphia and Atlantic City and that a festive experience should be provided.

With regards to enhancing the train station, Mr. Benedetti stated that the physical constraints of the rail line are enormous. New Jersey Transit leases the rail line from Conrail, and Conrail freight trains take precedence over New Jersey Transit trains, which may cause delays, and leaves little capacity to increase the frequency of trains into the station. In addition, the rail line consists of only one track and is not direct into Philadelphia.

While discussing ideas on how to enhance the area around the train station and create a destination, Ms. Hansen stated that outlet shopping along the train tracks may be a viable option. She stated that she would like to see the outlets oriented in an “L” shape toward Route 70 along the tracks. She believes that by creating a destination around the train station, residents of Philadelphia may be enticed to take the train for a day of shopping and entertainment.

When discussing a potential residential component to the area around the train station, Mr. Benedetti stated that there are serious concerns related to an increase in school age population

within the Township. Mr. Benedetti stated that the school system in Cherry Hill is at capacity, which led to Mr. Miller's suggestion of constructing a new school within the Golden Triangle. Finally, Mr. Miller suggested constructing an independent to assisted living facility within the Golden Triangle.

# Stakeholders Meeting

## MINUTES

FEBRUARY 24, 2009 2:30 PM

TOWNSHIP OF CHERRY HILL MUNICIPAL  
BUILDING

MEETING CALLED BY	Township of Cherry Hill & T&M Associates
TYPE OF MEETING	Stakeholder Meeting discussing future of Golden Triangle
FACILITATOR	Stan Slachetka, T&M; Natalie Shafiroff, Planner for Township of Cherry Hill; Anthony Rodriguez, T&M; Matt Neiser, Markheim-Chalmers
NOTE TAKER	Anthony Rodriguez, T&M, Stan Slachetka, T&M
TIMEKEEPER	N/A
ATTENDEES	Steve Gale, Director of Corporate Facilities and Services, Subaru of America, Inc. ; Art Campbell, Cherry Hill Chamber of Commerce

Meeting started at 2:30 PM and ended at 3:35 PM.

There were two stakeholders present at this meeting. Steve Gale is the Director of Corporate Facilities and Services at Subaru of America, Inc. Art Campbell is the president of the Cherry Hill Chamber of Commerce.

Mr. Gale opened the meeting by giving a background of the Subaru office located within the Golden Triangle. He stated that there are approximately 400 employees that currently work at the Subaru building located on the south side of Route 70. Mr. Gale estimated that many of the employees working in this building live within five miles of the building. He also estimated that the facilities within the Golden Triangle are heavily utilized by a number of employees during the week.

When asked about his concerns within the area, Mr. Gale mentioned that the traffic on Route 70, especially going eastbound, is a concern. He is concerned about the safety of his employees entering Route 70 and attempting to get to the retail and commercial uses located within the Garden State Park and the Pavilions Shopping Center. In order to reach the shopping centers, employees from Subaru must cross three lanes of traffic in approximately 300 yards of distance. Mr. Gale mentioned that Subaru has sent internal memos to its employees urging them to be cautious when attempting to reach the shopping centers. He also stated that when there are traffic accidents around the Subaru building, they are more often than not cleared off of Route 70 and into the Subaru building's parking areas.

When asked about long term concerns and long term plans for Subaru, Mr. Gale stated that there are no immediate pressures to expand or relocate at the present time. However, he

stated that Subaru purchased the parcel directly to the west of the building, and, if and when the company needs to expand its office space, it is a possibility that Subaru will construct a new wing on this lot. Mr. Gale voiced his concerns about the vacancy rate in the Pavilions Shopping Center, which is located directly across Route 70 from the Subaru Building. In addition, Mr. Gale also voiced his concern about unauthorized visitors on the company's property.

Mr. Gale stated that he would like to see infrastructure improvements within the Golden Triangle, especially along Route 70. He believes that the heavy flow of traffic on Route 70 creates a disconnect within the Golden Triangle because of how difficult and dangerous it is to cross the highway. Mr. Gale also stated that the area of Cooper River Park adjacent to the railroad tracks is very desolate, and that the plan should promote activity in this area to create a safer environment for park users. He mentioned that the use of the park is much heavier west of Cuthbert Boulevard, but that several Subaru employees use the park during the week for walks or runs, weather permitting.

When asked about his concerns for the future of the Golden Triangle, Mr. Campbell stated that the residential portion of the Garden State Park and the lack of tenants within the Pavilions Shopping Center are immediate concerns. Mr. Campbell stated that the residential project within the Garden State Park was poorly designed and implemented. He also mentioned the Golden Triangle's transition from an entertainment mecca to a retail center. With regard to the Pavilions Shopping Center, Mr. Campbell described how population demographics within Cherry Hill are relatively flat, and that the retail market is currently saturated with an excess of space. Mr. Campbell believes that a different use must be developed on the Pavilions site. Ideally, he believes the Pavilions should be developed as office space, but recognizes that the development of office space is not a feasible short term goal. Mr. Campbell also believes that in five to ten years, the Pavilions may become problematic. Finally, Mr. Campbell stated his concerns related to ingress and egress to the retail centers on the north side of Route 70.

When asked what he would like to see in the Golden Triangle in the future, Mr. Campbell stated that he would like to see enhanced connections between the Garden State Park and the Pavilions Shopping Center. Mr. Campbell stated that he also sees an opportunity for several "brick and mortar" projects that may result from the distribution of money related to the Federal economic stimulus package. Mr. Campbell also mentioned the possibility of a public/private partnership to develop an office project within the Golden Triangle.

# Stakeholders Meeting

## MINUTES

FEBRUARY 24, 2009 3:30 PM

TOWNSHIP OF CHERRY HILL MUNICIPAL  
BUILDING

<b>MEETING CALLED BY</b>	Township of Cherry Hill & T&M Associates
<b>TYPE OF MEETING</b>	Stakeholder Meeting discussing future of Golden Triangle
<b>FACILITATOR</b>	Stan Slachetka, T&M; Natalie Shafiroff, Planner for Township of Cherry Hill; Anthony Rodriguez, T&M
<b>NOTE TAKER</b>	Anthony Rodriguez, T&M, Stan Slachetka, T&M
<b>TIMEKEEPER</b>	N/A
<b>ATTENDEES</b>	Margie Tenerovich, Park Place Condominium Association; Sajheet Khalsa, Woodland Civic Association; John Moffitt, Woodland Civic Association

Meeting started at 3:30 PM and ended at 5:10 PM.

There were three stakeholders present at this meeting. Margie Tenerovich is a representative of the Park Place Condominium Association. Sajheet Khalsa and John Moffitt are representatives of the Woodland Civic Association.

Mr. Khalsa opened the meeting by stating that he frequently uses the open space located between the Executive Campus, the Kenilworth Neighborhood, and the Pavilions Shopping Center. He mentioned that the Woodland Civic Association would like to preserve this area as a park and would like to create a network of paths through this area. Mr. Khalsa stated that informal paths through this area already exist, but he would like to see them enhanced. In addition, Mr. Khalsa stated that he would like to see an enhanced connection from this area to Cooper River Park.

Mr. Khalsa's concerns about the Golden Triangle were primarily environmental. He voiced his concern about the stormwater runoff from the parking areas within the Executive Campus, and how this runoff runs directly into a stream that wraps around the area. He suggested that he would like to see a drainage swale to provide some sort of filtration of stormwater runoff. Mr. Khalsa also stated his concern related to the landscaping and litter problems around the Pavilion Shopping Center. Specifically, he stated that the landscaping around the Pavilions is dying and should be replaced utilizing the principles of permaculture. In addition, he stated that there is a substantial amount of garbage on the Pavilions site, as well as around the probation office, and he believes that the businesses within the Pavilions Shopping Center and the probation office should be responsible for removing litter and keeping the area clean. Finally, Mr. Khalsa

described that the Lee Stone Property, which has been designated as an area in need of redevelopment, backs up to a stream, and that the stream corridor should be restored as part of any potential redevelopment.

Ms. Tenerovich, who lives in the Park Place Condominiums, which are located on the south side of Route 70, mentioned that she frequently uses the shops located in the Garden State Park because of the concentration of a variety of different stores in that area. When asked how she travels to the Garden State Park, she stated that she drives more often than not, but walks occasionally. She stated that she would like to see improved safety standards along Route 70 to allow for her and her neighbors to walk to the Garden State Park, but it is currently too dangerous to walk.

Mr. Moffitt stated that the Woodland Civic Association is currently seeking to have the open space adjacent to the Executive Campus conserved as a park for neighborhood residents. He stated that the baseball field and small playground on the eastern edge of this area is frequently used by neighborhood residents, as well as baseball teams. He estimates that the baseball field is used daily by some sort of team, whether local or from another area of Cherry Hill. Mr. Moffitt also voiced his concern about the poor circulation pattern within the Pavilions. He stated that the circulation patterns are “maze like” and should be improved as part of any future development.

# Stakeholders Meeting

## MINUTES

MARCH 9, 2009

9:00 AM

TELECONFERENCE

<b>MEETING CALLED BY</b>	Township of Cherry Hill & T&M Associates
<b>TYPE OF MEETING</b>	Stakeholder Meeting involving Golden Triangle
<b>FACILITATOR</b>	Stan Slachetka, T&M; Natalie Shafiroff, Planner for Township of Cherry Hill; Anthony Rodriguez, T&M
<b>NOTE TAKER</b>	Anthony Rodriguez, T&M, Stan Slachetka, T&M
<b>TIMEKEEPER</b>	N/A
<b>ATTENDEES</b>	Rae Hutton, Public Relations and Community Outreach, NJ Transit; Jack Kanarek, Planner, NJ Transit

Meeting started at around 9:15 AM and ended at 10:00 AM

There were two stakeholders present during this teleconference. Rae Hutton is a public relations and community outreach liaison for New Jersey Transit, and Jack Kanarek is a Planner for NJ Transit. The purpose of this teleconference was to discuss the role of the Cherry Hill Train Station within the Golden Triangle, and any capital improvements that have been planned along the Atlantic City Line.

When asked what, if any, capital improvements were planned for NJ Transit's Atlantic City Line, Mr. Kanarek stated that NJ Transit is currently undertaking technical work related to constructing a station in Pennsauken to connect the Atlantic City Line to the River Line. This project is slated to be completed in the near term, and is being constructed using Federal stimulus money. NJ Transit has already identified the station site, and construction is slated to begin in late 2009 or early 2010.

Mr. Kanarek was then asked about whether any increase in service was planned for the Atlantic City Line. Mr. Kanarek stated that an improvement in the frequency of trains on the Atlantic City Line is a possibility, but that there are currently financial constraints network-wide related to increasing the frequency of trains. He said that ideally, New Jersey Transit would like to provide hourly service on the Atlantic City line, but that increasing the frequency of service on this line is difficult because it is an annual expense and because the demand on this line is spread out. Ms. Hutton also added that the Pennsauken Station that will connect the River Line to the Atlantic City Line will not necessarily mean an increase in service.

When asked if NJ Transit ever considered enhancements to Cherry Hill Station, Mr. Kanarek stated that NJ Transit conducted discussions with Cherry Hill several years ago related to coordinating station improvements with the development of the Garden State Park development. However, presently there are no plans to enhance Cherry Hill Station due to a lack of funding.

Ms. Hutton and Mr. Kanarek were then asked how they view the relationship between the Golden Triangle and Cherry Hill Station. Mr. Kanarek stated that the area should attempt to implement land uses that generate transit riders in order to take advantage of the location of Cherry Hill Station. Mr. Kanarek also mentioned that New Jersey Transit owns a 350-space parking area adjacent to the Station. However, he stated that the parking lot is not fully utilized, and therefore, there are concerns related to security.

When exploring the idea of relocating the station platform, Mr. Kanarek mentioned that it would be a high cost expense to do so. In addition, Mr. Kanarek was asked to provide insight to a potential at-grade crossing of the railroad tracks. He stated that NJ Transit tries to avoid utilizing at-grade crossings due to pedestrian and vehicular safety issues, and that at below-grade crossing would be NJ Transit's preferred method of providing a crossing.

# Stakeholders Meeting

## MINUTES

MARCH 9, 2009

3:00 PM

TELECONFERENCE

MEETING CALLED BY	Township of Cherry Hill & T&M Associates
TYPE OF MEETING	Stakeholder Meeting involving Golden Triangle
FACILITATOR	Stan Slachetka, T&M; Natalie Shafiroff, Planner for Township of Cherry Hill; Matt Neisser, Markheim-Chalmers; Anthony Rodriguez, T&M
NOTE TAKER	Anthony Rodriguez, T&M, Stan Slachetka, T&M
TIMEKEEPER	N/A
ATTENDEES	Rich Fernicola, JMP Holdings

Meeting started at around 3:00pm and ended at 4:00pm.

There was one stakeholder who attended this teleconference. Rich Fernicola represents JMP Holdings, the developer of the Garden State Park development. Mr. Fernicola was identified as a stakeholder because of JMP Holdings' substantial stake within the Golden Triangle.

The teleconference opened with a brief explanation of the Golden Triangle visioning process for Mr. Fernicola. Mr. Fernicola was then asked about the current status of the Garden State Park development. He stated that JMP Holdings will continue to implement the approved plan, and that no changes are anticipated to be made to the approved plan. He also mentioned that the retail component of the project is essentially complete.

Mr. Fernicola was then asked about the challenges facing JMP Holdings related to the Garden State Park. Mr. Fernicola stated that the challenges facing his company are mostly economic, with the difficulties in the current residential housing market a particular challenge. However, Mr. Fernicola mentioned that the development's location within Cherry Hill as positive, because of its close proximity to highways (Route 70 and Route 38), Philadelphia, and the Cherry Hill Train Station. When asked about the absorption of the buildout of the residential component of the project, Mr. Fernicola stated that he was unsure of a timeframe.

Mr. Fernicola was then asked about other components of the Garden State Park slated to be constructed. He stated that there are plans to construct approximately 1,000,000 square feet of office space adjacent to the Cherry Hill Train Station. He also stated that he was unsure of what

will be constructed on the site where the off-track betting (OTB) facility was to be constructed, because it is not owned by JMP Holdings.

When asked about the opportunities and challenges of the Golden Triangle as a whole, Mr. Fericola stated that the Pavilions are well-suited for redevelopment. Mr. Fericola said that creating a draw to the area by creating more options for potential visitors is also an opportunity. He stated that he was concerned with the underutilized properties on the west-bound side of Route 70. However, he viewed the underutilized properties as potential to add additional commercial and restaurant uses, and said that more shopping choices in the area will lead to more visitors to the area. Mr. Fericola said that he believed that the area could sustain more retail, but was not able to give a time frame as to when more retail uses could be added to the area. He believes that aesthetic improvements to Route 70 and Route 38 could bring more traffic to the area.

Mr. Fericola was then asked about the Cherry Hill Train Station, and how he saw the Train Station's role within the Golden Triangle. He stated that the PATCO high speed line is more efficient than the NJ Transit line, and therefore local residents are more inclined to take the PATCO train into Philadelphia. Mr. Fericola also mentioned that JMP Holdings held conversations with New Jersey Transit related to the provision of a bus line to the area, but that those conversations never amounted to the rerouting or provision of additional bus lines. Mr. Fericola said that he believes that New Jersey Transit will have to put a lot of money into the Philadelphia/Atlantic City Line to improve efficiency and increase ridership, and that the Golden Triangle may be better off utilizing enhanced bus service rather than focusing on rail service.

When asked about how the Pavilions could be improved, Mr. Fericola stated that the lack of visibility of the shopping center from Route 70 is a difficult obstacle, and that he would add pad sites for restaurant uses to enhance the visibility of the site, and increase traffic. He stated he would also improve signage and aesthetics in and around the site.

Mr. Fericola was then asked for his thoughts regarding an at-grade crossing of the railway somewhere within the Golden Triangle. He stated that an at-grade crossing is planned to be constructed during Phase 3-B of the Garden State Park development, but that no new information has been provided as to when the crossing will be constructed.

When asked about potential opportunities to provide additional vehicular, bicycle and pedestrian linkages within the Golden Triangle, Mr. Fericola said that he believes the at-grade railroad crossing will greatly improve circulation within the area. He stated that it would also be

beneficial to connect the Garden State Park to the Pavilions, which would allow motorists to avoid entering Route 70 to move between the two shopping centers.

Finally, Mr. Fernicola was asked about the relationship of the areas of the Golden Triangle located to the north of Route 70 to Cooper River Park. He stated that the amenities offered by Cooper River Park are important to what the Garden State Park intends to be. However, he also stated that it is difficult to provide the connection from the Garden State Park to Cooper River Park.

# Stakeholders Meeting

## MINUTES

MARCH 12, 2009

3:30 PM

TELECONFERENCE

MEETING CALLED BY	Township of Cherry Hill & T&M Associates
TYPE OF MEETING	Stakeholder Meeting discussing future of Golden Triangle
FACILITATOR	Stan Slachetka, T&M; Natalie Shafiroff, Planner for Township of Cherry Hill; Matt Neisser, Markheim-Chalmers; Anthony Rodriguez, T&M
NOTE TAKER	Anthony Rodriguez, T&M, Stan Slachetka, T&M
TIMEKEEPER	N/A
ATTENDEES	Jason Ravitz, Owner, Shop Rite

Meeting started at 3:35 and ended at 4:30.

There was one stakeholder present during this teleconference. Jason Ravitz and his family are the owners and operators of the Shop Rite grocery store located within the Pavilions Shopping Center. In addition, the Ravitz family owns and operates two retail stores, as well as a shopping center. The Ravitz's have been residents of Cherry Hill since 1968, and therefore offer a unique perspective on the Golden Triangle as both business owners and residents.

To begin the teleconference, Mr. Ravitz was asked how Shop Rite has been performing in this economic climate. He stated that competition within the area, especially from Wegman's, has become more substantial, but that Shop Rite has many long-time customers, the brand equity of Shop Rite is strong, and that the store has been doing well, considering the current economic conditions. He also mentioned that shoppers come from as far away as Philadelphia to shop at his store, but that a substantial portion of his business comes from Cherry Hill. Mr. Ravitz then stated that his store leases space from the Pavilions. He mentioned that the high vacancy rate at the Pavilions is not market driven, but rather due to ownership patterns within the Golden Triangle. However, he did recognize that the situation at the Pavilions has been exacerbated by the economy.

When asked for his long ranger perspective, Mr. Ravitz stated that he believes the economy will improve, and that his store will continue to operate within the area. He mentioned that Shop Rite has the ability to cater to both high-end and budget shoppers, which has given his business the opportunity to succeed in all types of markets. However, he believes that the collapse of the residential component of the Garden State Park has substantially cost Shop Rite.

Mr. Ravitz was then asked what he would like to see within the Golden Triangle. He stated that there are a lot of eyesores along the west-bound side Route 70, and that the area would be better served if these sites were cleaned up. He believes that the Township is “over-retailed” and “over-officed”. He stated that the Township cannot support any additional retail uses because there are shopping centers all over the Township that were distressed prior to the economic downturn. He also mentioned that there is a lot of vacant office space around the Township, and that what the Township needs is ratables. Mr. Ravitz stated that he would like to see more residential uses within the Township, but given the current state of the economy, he does not think it is feasible. He believes that the Pavilions shopping center also needs to be physically improved and modernized, and he stated that he has tried to facilitate the reuse of the Pavilions, but has made little progress. Mr. Ravitz mentioned that a connector linking the Pavilions to the Garden State Park was supposed to be constructed as part of the Garden State Park project. He believes the two areas (the Pavilions and the Garden State Park) need to be connected in order for the site to become more synergistic. He stated that a connection between the two projects would give options to visitors, and improve connectivity and safety.

When asked what could be done to improve the Pavilions Shopping Center, Mr. Ravitz stated that pad sites could be added along the frontage of Route 70 to increase visibility, and that an addition could potentially be constructed towards the rear of the center to create an “L”-shaped shopping center. He also believes that because the area is a destination center and not a neighborhood center, the shopping center should be limited to big box retail uses. He stated that he is not inclined to take the risk of moving his store to the front of the shopping center because he is unsure about the return on his investment. He said that the move would be expensive, and would be similar in cost to building a new store.

Mr. Ravitz was then asked for his thoughts about turning the Golden Triangle into a destination center that focuses around the Cherry Hill Train Station. He stated that he doesn't think that a retail center is compelling enough to have people taking the train into Atlantic City or Philadelphia stop in Cherry Hill, and he is not sure how to draw passengers off the train to spend time and money in Cherry Hill. He mentioned that lighting and safety around the train station is a big concern. He stated that the area is underlit and that his store has video surveillance that is oriented towards the back of the shopping center towards the train station.

Finally, Mr. Ravitz suggested that the owners of the Pavilions Shopping Center be invited to participate in the visioning process.

**CHERRY HILL STAKEHOLDER MEETINGS RESULTS**

Ref #	Comment	Camden County Staff	Cherry Hill Planning Board and Staff	Neighborhood Civic Associations	Kevin F. Donahoe Company	JMP Holdings	Lamberti Restaurants	NJ Transit	Subaru	Cherry Hill Chamber of Commerce	Neighborhood Business Owners	Shop Rite	Total Number of Stakeholder Groups Identifying Issue	Applicable Goal
1	Identified Golden Triangle as a "gateway to Cherry Hill"	X											1	N/A
2	Enhanced bike/ped connections within Golden Triangle	X									X		2	2
3	Enhanced bike/ped connections to Golden Triangle	X											1	2
4	Improve public transit to area	X				X							2	2
5	Enhance linkage between neighborhoods and commercial uses	X											1	2
6	Concern with vacancy rate in Pavilions	X	X						X		X	X	5	3
7	Shuttle Route from Golden Triangle to Mall	X			X								2	2
8	Enhance connections to Cooper River Park	X	X	X		X							4	2
9	Shared parking for Cooper River Park during high activity weekends	X	X		X								3	2
10	Wetlands/Open Space and opportunity for recreation	X		X									2	2
11	Backup on Cuthbert Boulevard	X											1	2
12	Cyclist/Motorist conflict along Cuthbert Boulevard	X											1	2
13	Improve on lack of pedestrian facilities around Route 70	X		X					X				3	2
14	Probation office and public safety	X											1	2
15	Improve traffic flow on Chapel Avenue	X											1	2
16	Redevelop west-bound side of Route 70 (Lee Stone and other uses)		X	X	X	X						X	5	3
17	Use of Cooper River Park by office workers		X						X				2	2
18	Enhance mix of uses within Executive Campus		X		X								2	2
19	Potential for additional hotel within Golden Triangle		X										1	3
20	Construct sidewalks on South Cornell Avenue		X										1	2

21	Keep buffering between residential neighborhoods and commercial uses		X								X		2	2
22	Enhance area around Cherry Hill Train Station		X										1	4
23	Enhance wayfinding and signage within Pavilions and Executive Campus		X		X						X		3	2
24	Reuse Pavilions for train station amenities		X								X		2	3, 4
25	Provide entertainment center around train station		X								X		2	3, 4
26	Increase frequency of rail service into Cherry Hill		X					X					2	4
27	Create outlet shopping around Cherry Hill Station		X										1	3
28	Concern of addition of school-age children to Township resulting from residential projects		X										1	N/A
29	Segregate stormwater runoff facilities from water bodies				X								1	1
30	Clean up litter around Pavilions and Executive Campus				X	X							2	3
31	Enhance landscaping around Pavilions				X								1	3
32	Improve circulation patterns within Pavilions				X						X		2	2
33	Improve access to commercial uses from Executive Campus					X							1	3
34	Concerns about economy and future development					X	X				X	X	4	3
35	Location of Golden Triangle as an opportunity					X							1	1, 3
36	Redevelop Pavilions					X				X	X	X	4	3
37	Beautify Route 70					X	X				X	X	4	1
38	Enhance bus service to Golden Triangle					X							1	2
39	Add pad sites to increase visibility of Pavilions					X						X	2	3
40	Provide crossing of railroad tracks to connect Pavilions with Garden State Park					X		X		X	X	X	5	2
41	Improve traffic flow on Route 70						X	X	X				3	1, 2
42	Concerns with increased competition for business						X						1	3
43	Complete planned residential component of Garden State Park and add more residential uses to Golden Triangle						X		X			X	3	3
44	Enhance aesthetics in and around Cooper River Park						X						1	1,2

45	Connect NJ Transit River Line to Atlantic City Line							X					1	4
46	Add land uses that generate transit riders							X					1	3, 4
47	Increase safety of Cherry Hill Station parking lot							X				X	2	4
48	Reorient Cherry Hill Station platform							X					1	4
49	Increase safety of rail underpass at Cooper River Park								X				1	2
50	Concerns with rezoning of light industrial neighborhood sites to residential uses										X		1	2
51	Prevent vehicular access to residential neighborhoods from commercial uses										X		1	2
52	Construct pedestrian path from neighborhoods to commercial uses										X		1	2
53	Allow non-conforming uses to continue after sale of property										X		1	3
54	Enhance aesthetics around Cherry Hill Station										X		1	4
55	Form Public/Private partnership to enhance the area										X		1	1, 2, 3, 4
56	Concerns with saturation of retail market											X	1	3
57	Concerns with saturation of office market											X	1	3