



*You couldn't pick a better place.*

**PLANNING BOARD**  
**Monday, October 1, 2018**  
**APPROVED MINUTES**

**OPENING:** The meeting was called to order by Chairman John Osorio at 7:39 PM.

**PLEDGE OF ALLEGIANCE:** Led by John Osorio.

**OPMA STATEMENT:** Read by John Osorio in compliance with the Sunshine Law.

**ROLL CALL**

- **Members in attendance:** Betty Adler; Kevin McCormack; Carolyn Jacobs, John Osorio; Samuel Kates; Moly Hung; William Carter; Marlyn Kalitan; and Sheila Griffith.
- **Professionals in attendance:** Lorissa Luciani, PP, AICP, Director of Community Development; James Burns, Esq., Solicitor; Jacob Richman, PP, AICP, Planner; and Natalie Barney, Community Development Supervisor.

**ADMINISTRATIVE ITEMS**

*Adoption Meeting Minutes from September 17, 2018.* Marlyn Kalitan made a motion, which was seconded by Kevin McCormack, to adopt the Meeting Minutes from September 17, 2018. Affirmative votes by McCormack, Osorio, Carter, Kates, Kalitan, and Griffith. Minutes are approved.

**Agenda Items:**

**2018 Cherry Hill Township Master Plan**

*Nature of Matters to Be Heard: The Planning Board will consider for adoption the following elements: a comprehensive reexamination report of the existing master plan and development regulations (N.J.S.A. 40:55D-89(a) through (e)); 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 (N.J.S.A. 40:55D-28(b)(1)); a Land Use Element and its required components (N.J.S.A. 40:55D-28(b)(2)(a) through (f)); an Economic Development Element and its required components (N.J.S.A. 40:55D-28(b)(2)(a) through (b)); Plans For Place Subplan Elements (N.J.S.A. 40:55D-28(c)); 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 (N.J.S.A. 40:55D-28(d)); and several appendices.*

*Presentations by the Planning Board's planning consultant (Group Melvin Design), economic development consultant (Urban Partners) and the Department of Community Development will be made on the following sections of the plan and the process by which it was created:*

1. Executive Summary
2. Chapter 1: Introduction;
3. Chapter 2: Demographics;
4. Chapter 3: Public Outreach;
5. Chapter 4: Vision & Goals;
6. Chapter 5: Land Use Plan Element;
7. Chapter 6: Economic Development Plan Element;
8. Chapter 7: Plans For Place Subplan Element;
9. Appendix A: Existing Conditions Report;
10. Appendix B: Public Outreach Report; and
11. Appendix C: 2007 Master Plan Reexamination Report.

**Presenters:** Lorissa Luciani, PP, AICP, Director of Community Development; Natalie Barney, Community Development Supervisor; Robert Melvin, PP, AICP, Group Melvin Design; Adam Tecza, PP, AICP, Group Melvin Design; Christopher Lankenau, AICP, Urban Partners.

Ms. Luciani welcomed everyone to the Cherry Hill Township Master Plan 2018-2028 meeting/presentation. Ms. Luciani stated what a Master Plan (including the elements it is made up of) and explained that it is a guideline to help address community issues and not just a way to justify zoning changes. Ms. Luciani noted that there are short-term and long-term strategies contained within the document and that it does not mean that all of the strategies will be implemented. Ms. Luciani explained that the Planning Board has jurisdiction over the adoption of the Master Plan and that any ordinance changes would have to go through Township Council. Ms. Luciani added that this Master Plan is the first comprehensive change since the 2003 Master Plan (and 2007 Reexamination Report) and includes brand new Land Use and Economic Development elements as well as adding a new element entitled "Plans for Place." Ms. Luciani stated that the Housing Element was recently updated and adopted in 2016.

Mr. Melvin reiterated the Master Plan preparation and adoption process and noted the statutory requirement to update the Master Plan. Mr. Melvin explained that any proposed ordinance changes would have to come back to the Planning Board for review. Mr. Melvin noted that the Master Plan requires consistency with local, county, and State plans.

Ms. Barney went through the Township's research into the existing demographic and physical conditions of Cherry Hill. Ms. Barney stated that the population of Cherry Hill has plateaued around 71,000 people; however, the population has become more diverse and well educated. Ms. Barney noted that the median age of the Township's residents has increased from 29 in 1970 to 42 presently. Ms. Barney also noted that median household income has increase but household size has been shrinking due to aging in place. Ms. Barney stated that Cherry Hill is the 3<sup>rd</sup> largest economy in the region (behind Philadelphia and King of Prussia) and that the Township imports many jobs. Ms. Barney detailed the sectors of the economy where Cherry Hill is strong and where growth is either stagnant or behind the State average. Ms. Barney stated that the majority of Cherry Hill's land area is devoted to single-family residential lots which are typical of a post-World War II suburb. Ms. Barney affirmed that the Township's Zoning Ordinance is in need of an update in order to address administrative and regulatory issues as well as to adjust to present/future needs. Ms. Barney stated that the future of retail is unknown and transportation costs are rising and that the younger generations are creating market shifts due to different life style priorities. Ms. Barney added that Cherry Hill needs to be primed to adapt to the changing consumer needs of not only millennials but also for retirees/seniors.

Mr. Tecza noted that the public outreach that was held during the two (2) year Master Plan process involved survey, open houses, stakeholder interviews and community events. Mr. Tecza touched upon top level visioning, land use, and economic development goals that were fostered through the public outreach process. Mr. Tecza stated that he believes that Cherry Hill is posed to do well in the 21<sup>st</sup> century but that it is important to maintain a diversity of uses in order to keep up economically speaking. Mr. Tecza outlined the seven (7) policies and three (3) objectives as part of the toolkit to help start the discussion. The objectives were related to having an integrated multi-modal transportation network, to maintain and promote a diverse array of housing choices, and to make sure everything is inviting and attractive. The policies were: 1) More attractive commercial centers; 2) Make major corridors more attractive; 3) Implement a comprehensive housing strategy; 4) Unify land use and transportation policy; 5) Make Cherry Hill a sustainable suburb; 6) Provide equal access to municipal services; and 7) Educate residents on key land use topics.

Ms. Luciani addressed the recommended changes to the land use map with the primary purpose of the proposed changes being to clean-up and correct split zoned properties, reconcile existing uses with appropriate uses, add recently approved redevelopment zones, and eliminate outdated zoning districts. Ms. Luciani stated that this process was conducted by assessing existing zoning districts and neighborhood characteristics as well as looking at how zoning changes have affected properties since the last Master Plan in 2003. Ms. Luciani gave an overview of the existing zoning districts and overlay zones and explained that the most notable changes to the Zoning Ordinance are in Articles III and IV pertaining to the Zoning Map and Land Use Regulations, respectively. These recommended changes involve zones to be eliminated/changed and recommended changes to the permitted principal and accessory uses in each zone. Ms. Luciani clarified what were the more immediate concerns and what were the more long-term considerations and policy issues that need to be addressed (such as clustering/non-contiguous cluster development, medical marijuana, off-site car storage, short-term rentals, backyard chickens, and a streamlined permitting process). Ms. Luciani stressed that the Place for Place element was a visioning exercise that looked at certain areas within the Township in terms of what they look like and what they could look like in the future.

Mr. Lankenau addressed the economic development goals from the economic development element of the Master Plan. Mr. Lankenau stated that they researched the Township's business centers, vacant and underutilized commercial sites, transportation services, employment, and housing. The basis of the economic development element is to attract growing industries, accommodate multi-modal transportation options, grow the economic and civic sectors, repurpose gaining retail centers, and promote and create a more diverse housing stock. The element also looks at ways to create and define a true "downtown" in Cherry Hill.

Mr. Melvin explored the demographic shifts from the Baby Boomer generation down to the millennial generation in terms of housing, economic wants/needs, and what kinds of "spaces" are attractive. As such, a "Plans for Place" Element was created to explore areas around the Township that could benefit from improved spatial design and use. Mr. Melvin stressed that the intent of this element is to provide recommendations for further investigation and analysis and that these were not concrete plans nor will they ever necessarily be needed or warranted. Mr. Melvin went into detail regarding potential visions for the Erlton Village, Batesville, The Golden Triangle, Cherry Hill Mall, Kings Highway Office Park, Route 70 East corridor, and the Springdale Industrial area. Mr. Melvin then went over the "Next Steps" in terms of the potential adoption of the proposed Master Plan and how future legislative changes and actions would need to be addressed.

Mr. Osorio called for a brief recess at 9:30pm and the meeting resumed at 9:35pm. After brief Board discussion ensued, Ms. Jacobs thanked all of the effort the Township and their professionals provided in creating the Master Plan and stressed that the "Plans for Place" element were visioning exercises and not physical site plans. Mr. Osorio then opened the meeting to the public.

**Public Discussion:** Karen Iannetta of 11 Georgia Avenue inquired as to the timeline to implement the visions noted in the Plans for Place Element, particularly for Erlton Village. Mr. Osorio stated that the Plans for Place are aspirational and there is no specific timeline as these visions would warrant further study if and when it was decided to consider them further. Ms. Luciani clarified that if something did proceed in the Erlton Village, there would be future outreach and it would have to go through the public planning process. Ms. Luciani noted that this is a ten (10) year Master Plan and future public notice would be provided through a variety of methods.

Mary Beth Neiman of 19 Daytona Avenue East questioned the public notice requirements and Solicitor Burns stated that the statutory requirements were followed. Ms. Neiman inquired as to what the immediate changes would be if the Master Plan is adopted. Mr. Melvin stated that the contemplated zoning changes are the more short-term goals and that the Plans for Place Element (as an example) are part of the longer range goals. Action strategies for neighborhoods and the economic development considerations are also longer term goals. Ms. Luciani noted that many Master Plans make recommendations and then sit on shelves while the Cherry Hill Master Plan (2018-2028) attempt to come up with action strategies should a recommendation warrant further consideration. Mr. Tecza discussed the neighborhood specific strategies and outreach process. Ms. Neiman requested that the process slow down to allow more time for residents to digest the Master Plan.

Greg Bruno of 107 West Miami Avenue believes the plan is beautiful, however, he would like more time for each neighborhood to look at and analyze the Master Plan so they can more thoroughly digest the information contained within as well as being able to advise neighborhood constituents. Mr. Bruno also mentioned that he would love to see a light rail down Route 70. Solicitor Burns reiterated the extensive public outreach that took place and how the public was noticed per the statutory requirements and then followed up with a thorough public presentation. Mr. Bruno stated that he does not reject what Solicitor Burns had to say but would still like the Planning Board to table the vote for another month.

Dawn Higgins of 207 Rhode Island Avenue reiterated the previous comments pertaining to the request for additional time to review the Master Plan. Ms. Higgins also discussed her work in a local civic association.

Anne Einhorn of 1017 Edgemoor Road reiterated the previous comments pertaining to the request for additional time to review the Master Plan. Ms. Einhorn stated she is concerned about the zoning changes that would take place in the short term. Ms. Luciani noted from her presentation that the zoning changes are primarily for clean-up purposes and noted in the Master Plan where to find all of the parcels in the Master Plan where zoning changes are recommended.

Andrew Behrend of 112 Ashbrook Road reiterated the previous comments pertaining to the request for additional time to review the Master Plan. Mr. Behrend questioned the cost of revitalization efforts. Mr. Tecza explained the economies of scale regarding revitalization efforts and this was a recommendation to work through revitalization obstacles and would be a publicly bid contract. Ms. Luciani provided further clarification. Mr. Behrend stated he is concerned about the zoning changes affecting smaller parcels and the impacts of traffic related to development.

Brian Everett of 15 East Miami Avenue stated that he supports bringing in more diverse economic industries into the Township including medical marijuana. Mr. Everett stated he wants more emphases, however, on school buildings and less on the municipal building (but understands it is governed by a separate body). Mr. Everett also stated that he supports more access to rail lines but believes the Master Plan's goals and visions need a better outreach strategy to millennials to help attract them to the Township. Mr. Everett reiterated the previous comments pertaining to the request for additional time to review the Master Plan.

Rena Margulis of 28 School Lane stated that she appreciated the wide noticing for the public outreach events pertaining to the Master Plan but lamented the outreach for the Master Plan hearing. Ms. Luciani and Solicitor Burns reiterated that

proper public notice was provided. Ms. Margulis disagreed with the characterization the Master Plan made of her particular neighborhood and Ms. Barney stated that there was an error on her part regarding the details about the how the neighborhood was formed and that there was no intent to deceive. Ms. Margulis stated that she is concerned about multi-family housing in the single-family zones. Ms. Luciani that any recommendations in the Master Plan are things that could or could not be acted upon and that they are not specific rezoning changes (i.e. possibly allowing duplexes and in-law suites). Ms. Margulis noted that there are other areas in the Master Plan that need corrections and there are other areas where the recommendations and visions surprised her. Ms. Margulis reiterated the previous comments pertaining to the request for additional time to review the Master Plan. Ms. Margulis inquired as to whether the Township has looked into the cost of moving the municipal building to Kings Highway (as conceptually illustrated in the Plans for Place Element). Mr. Osorio stressed that these visions are only things to consider and that no concrete plans or analyses have been made. Mr. Melvin echoed Mr. Osorio's comments and stated that these visions are only at the discussion level and are not close to any kinds of cost estimates. Mr. Melvin added that should the Plans for Place warrant further study, public notice will be provided during the planning stages.

Judy Amorosa of 152 Sheridan Avenue reiterated the previous comments pertaining to the request for additional time to review the Master Plan.

Mr. Osorio closed the public comment portion of the meeting and Board discussion ensued about how to go about correcting non-substantive errors in the Master Plan. Ms. Luciani and Solicitor Burns stated that non-substantive changes can be corrected through the Resolution process (if the Master Plan is approved) but that more substantive changes would need to be addressed in a revised plan and hearing, if warranted. Discussion ensued on ways to correct potential errors and possibly continuing the hearing to allow for further public comments. The Board also discussed what would be accomplished should they vote to continue the hearing and how that meeting would operate. The Board discussed providing further clarification of the intent of the policy guidelines and action items.

**Motion:** Ms. Jacobs made a motion, which was seconded by Ms. Adler to continue the Master Plan hearing to a special meeting of the Planning Board to be held on Monday, October 8, 2018 (or to Monday, October 15, 2018 if the prior date is not available). Affirmative votes were cast by Adler, McCormack, Jacobs, Hung, Carter, Kates, and Griffith. "No" votes were cast by Osorio and Kalitan. Motion passes 7-2.

Ms. Luciani stated that the meeting will be continued on Monday, October 8, 2018 and the required special meeting notice would be provided. Ms. Barney and Mr. Tecza gave the public and the Board members instructions for providing comments/corrections to the Master Plan.

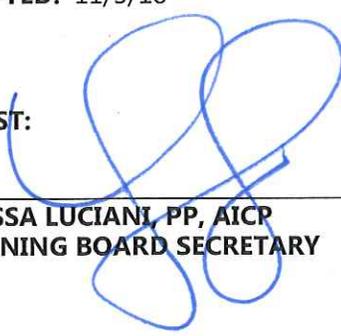
**Resolutions:**

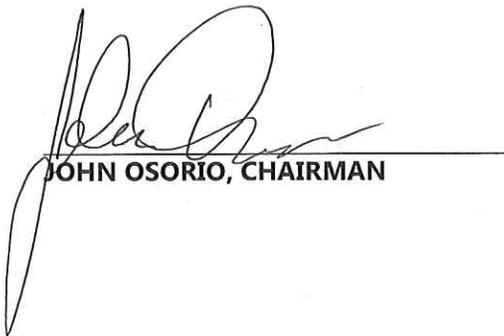
None.

**Meeting Adjourned:** at 11:48 PM.

**ADOPTED:** 11/5/18

**ATTEST:**

  
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**LORISSA LUCIANI, PP, AICP  
PLANNING BOARD SECRETARY**

  
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**JOHN OSORIO, CHAIRMAN**