



**RUTGERS**

Edward J. Bloustein School  
of Planning and Public Policy

# Can 15-Minute Neighborhoods Reshape New Jersey's Landscape?

**970:511:01 | Spring 2023**

**Cherry Hill Working Group**

Final Presentation

April 26, 2023

# Presentation Outline

- I. About the Team
- II. Introduction
- III. Focus Area Selection
- IV. Recommendations
  - I. Residential Bike and Ped Connections
  - II. Kings Highway
  - III. Garden State Park
- V. Contact Info & Questions



Image Source: [Camden County](#)

# Team Members

Jonathan Bonilla



*Community Development &  
Housing*

Wyatt Grant



*Urban Design  
& Urban Redevelopment*

Max Holperin



*Transportation*

Anuka Reddy



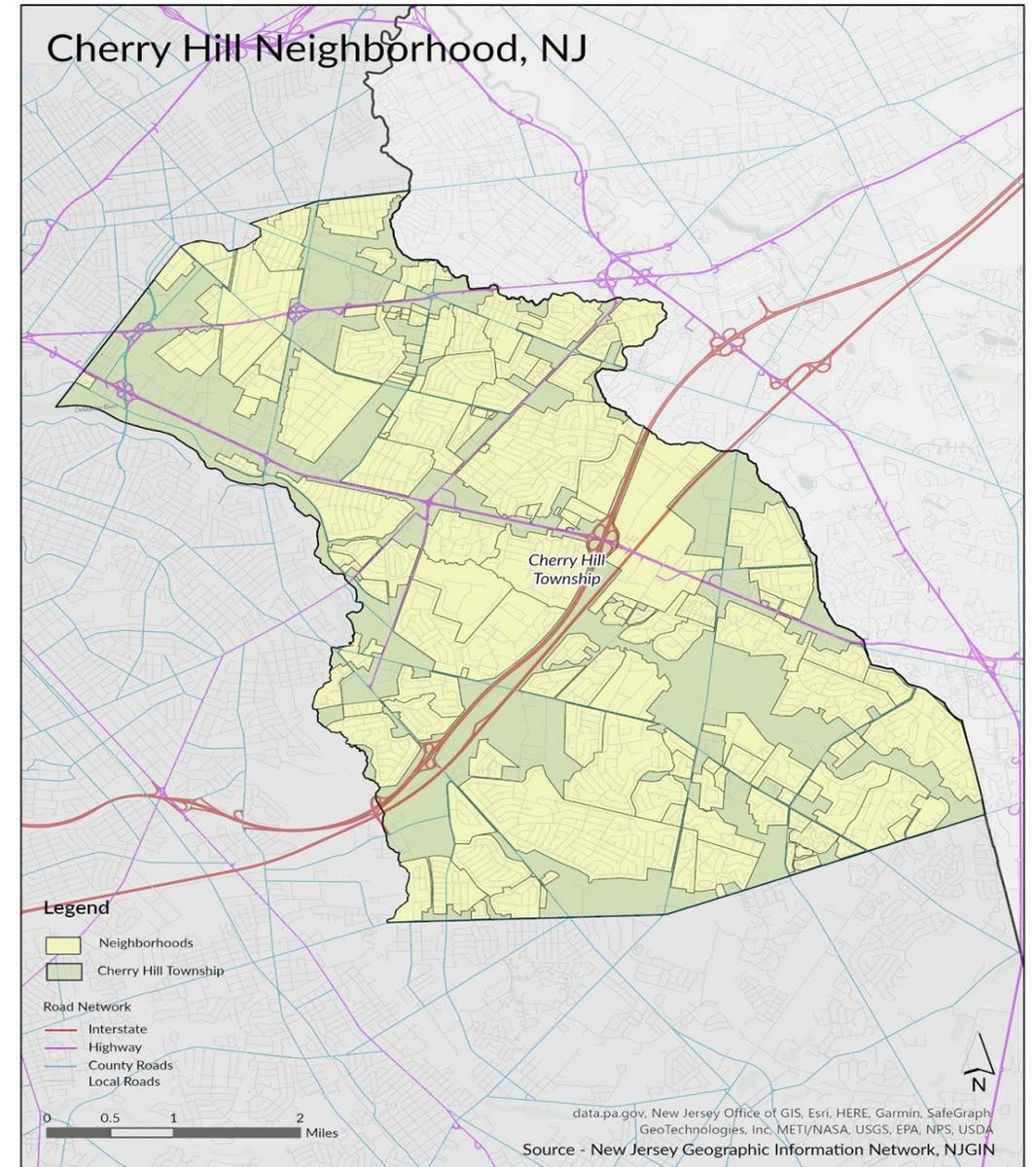
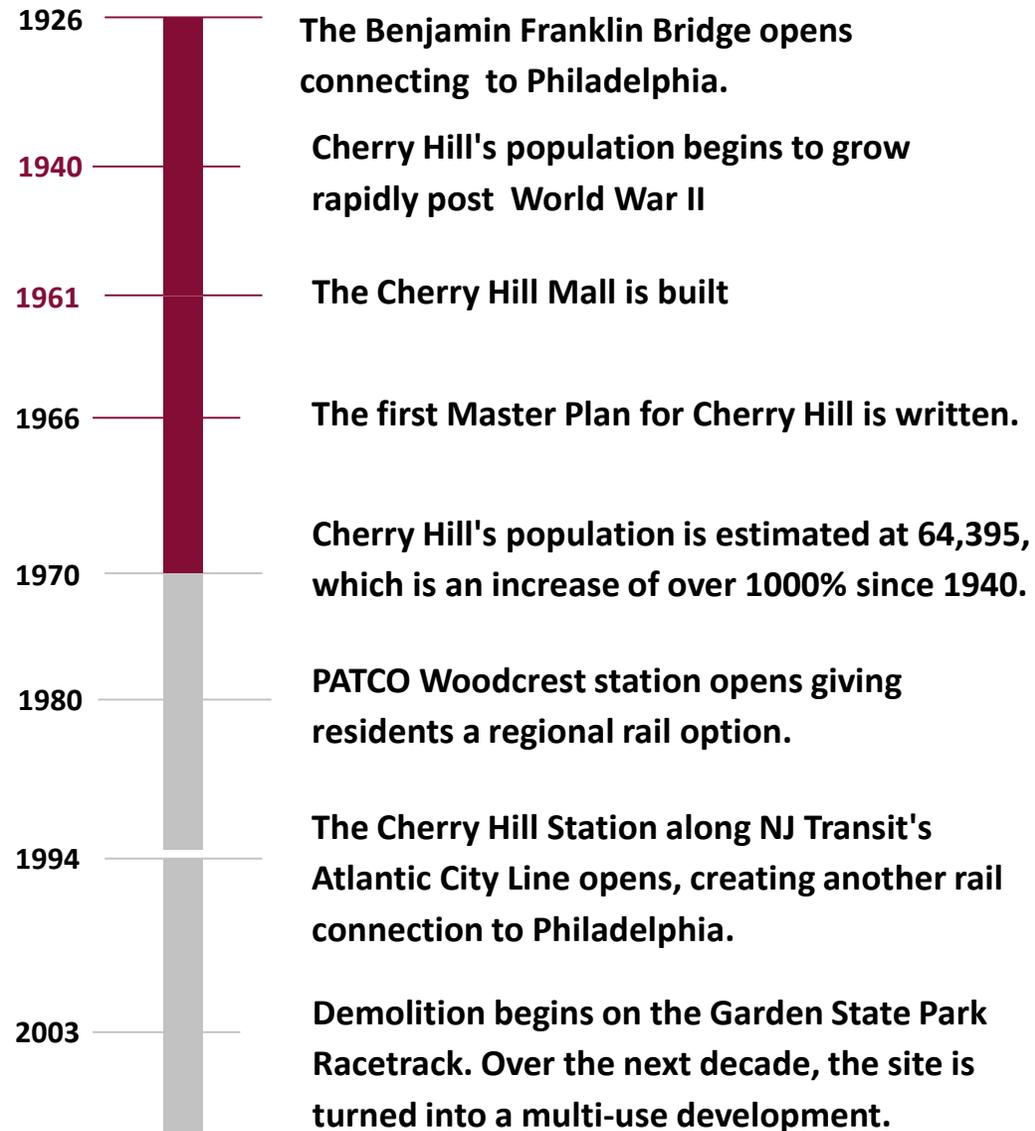
*Transportation*

Sam Waldorf

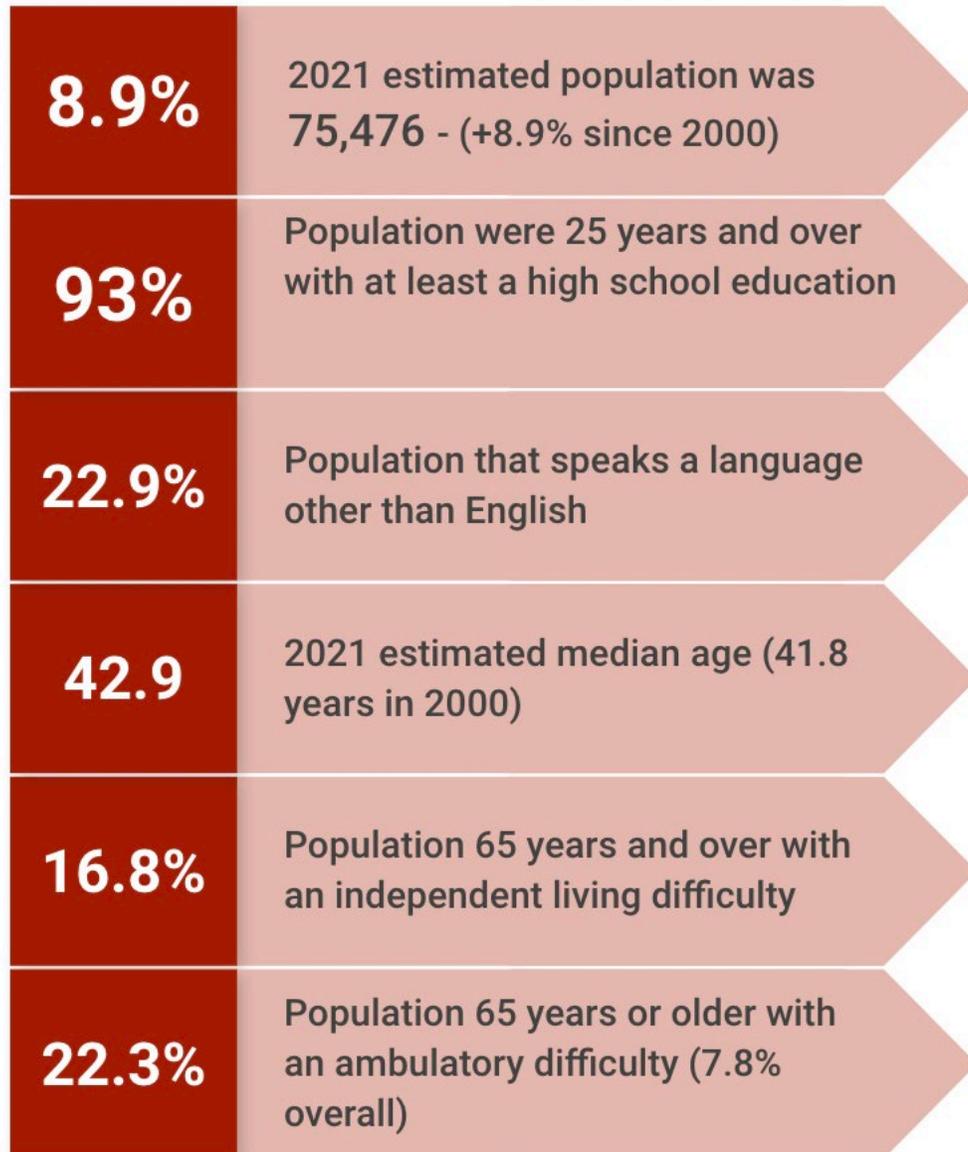


*Community Development  
& Urban Redevelopment*

# History and Evolution of Cherry Hill

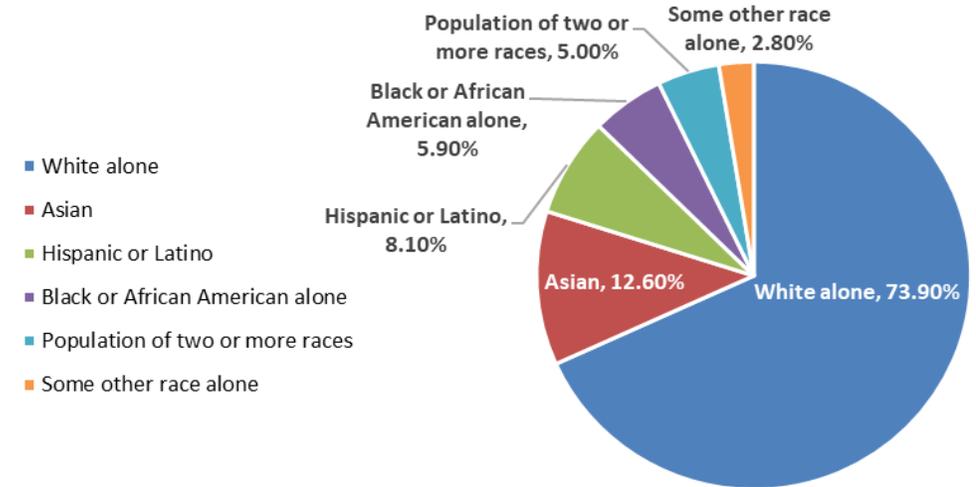


# Population Characteristics



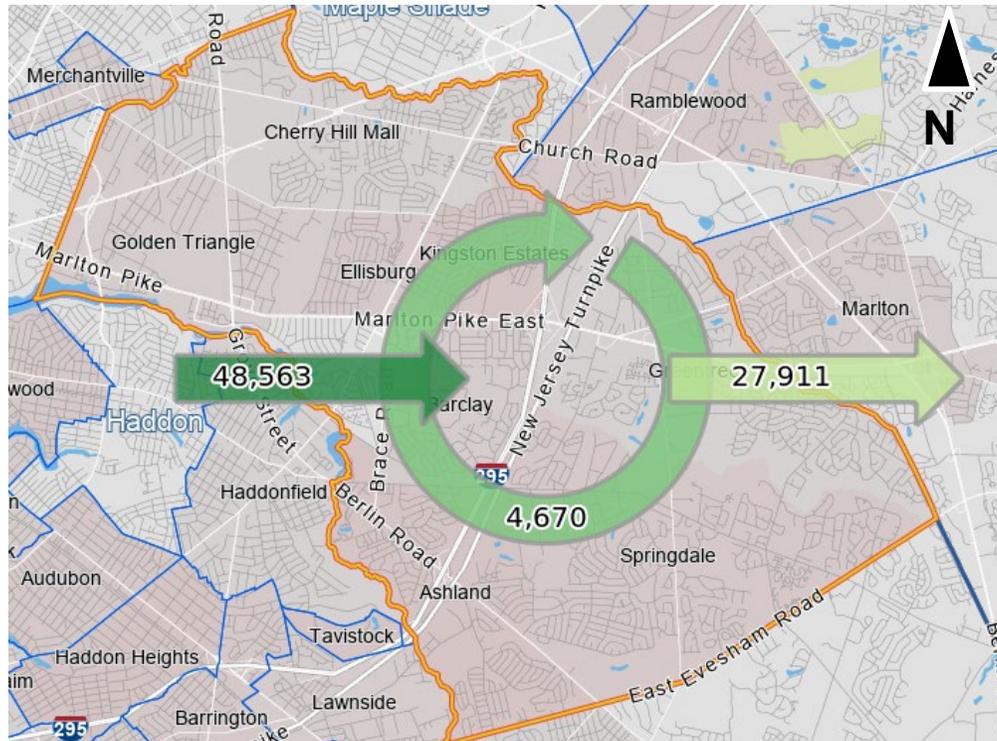
Sources: 2021 ACS 1-Year Estimates Subject Tables, Cherry Hill Master Plan 2018-2028

### Population by Race & Ethnicity in Cherry Hill



# Commuting and Jobs

## Commuting Patterns in Cherry Hill



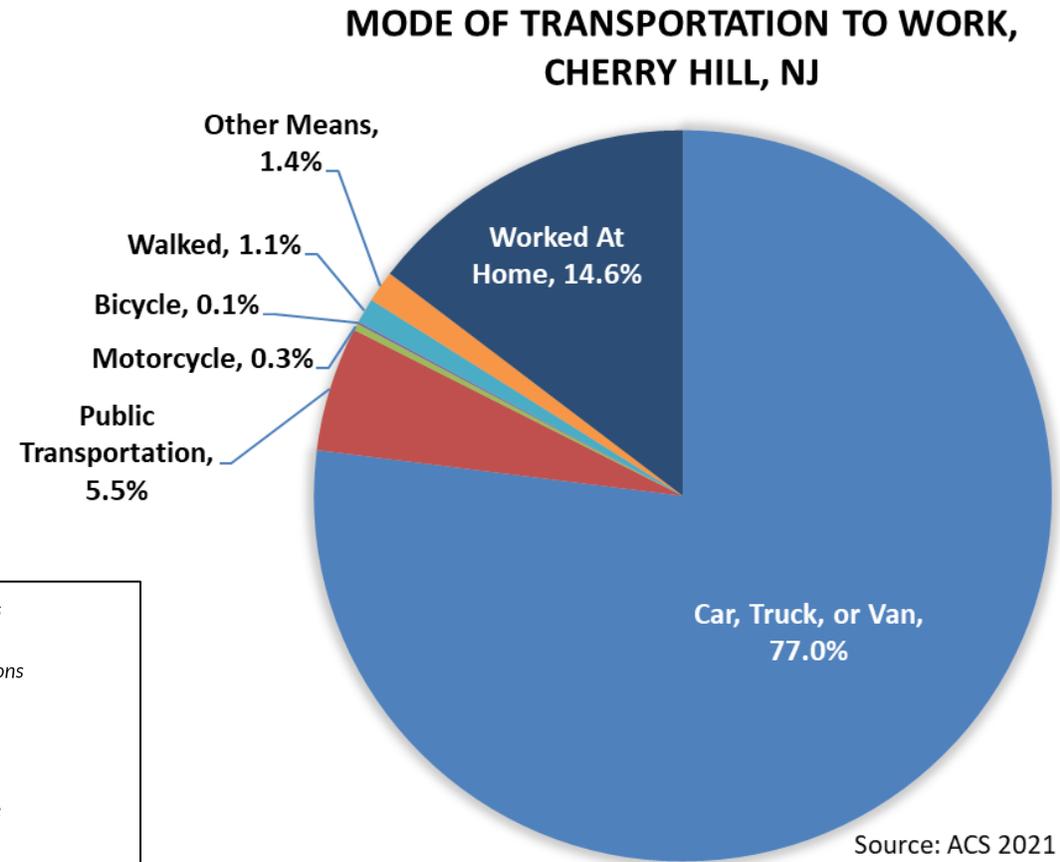
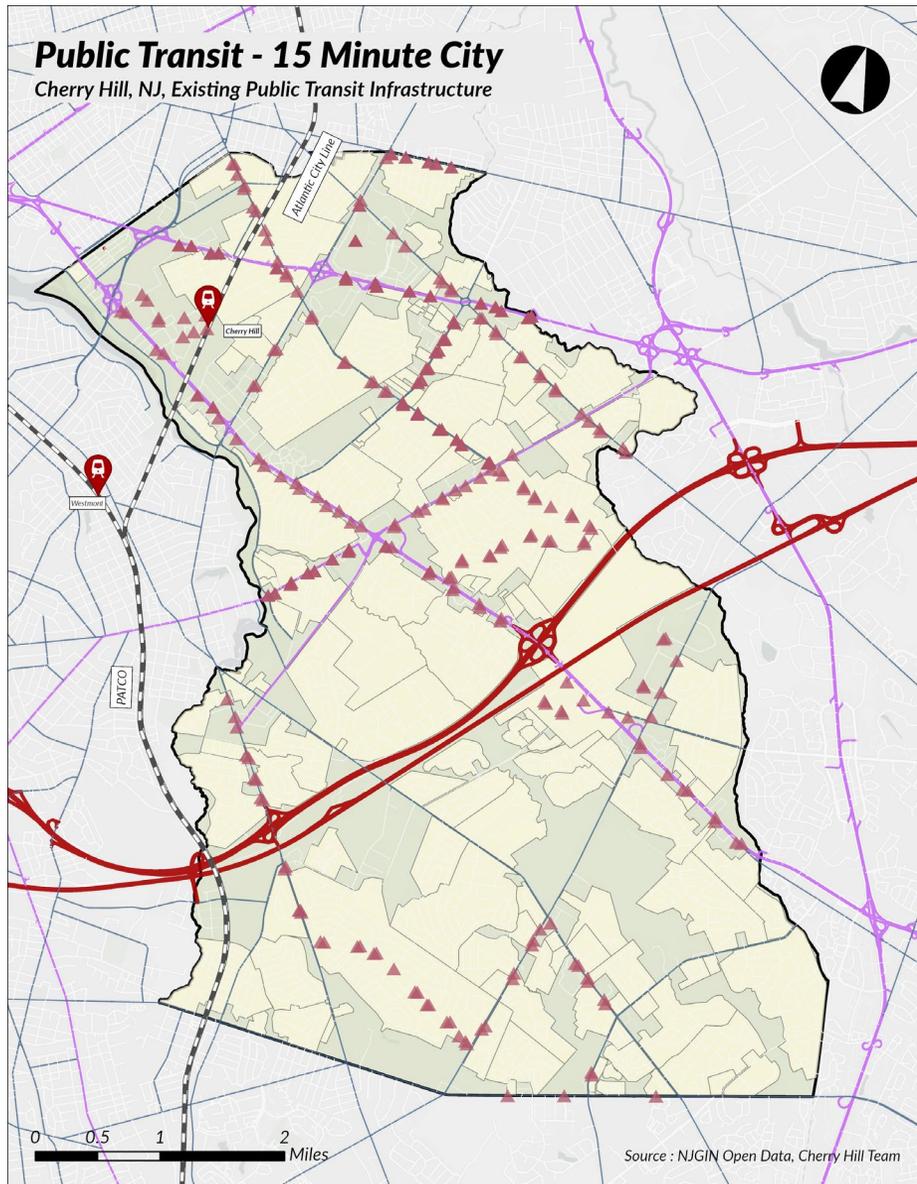
Source: U.S. Census 2019

## Employment Hubs



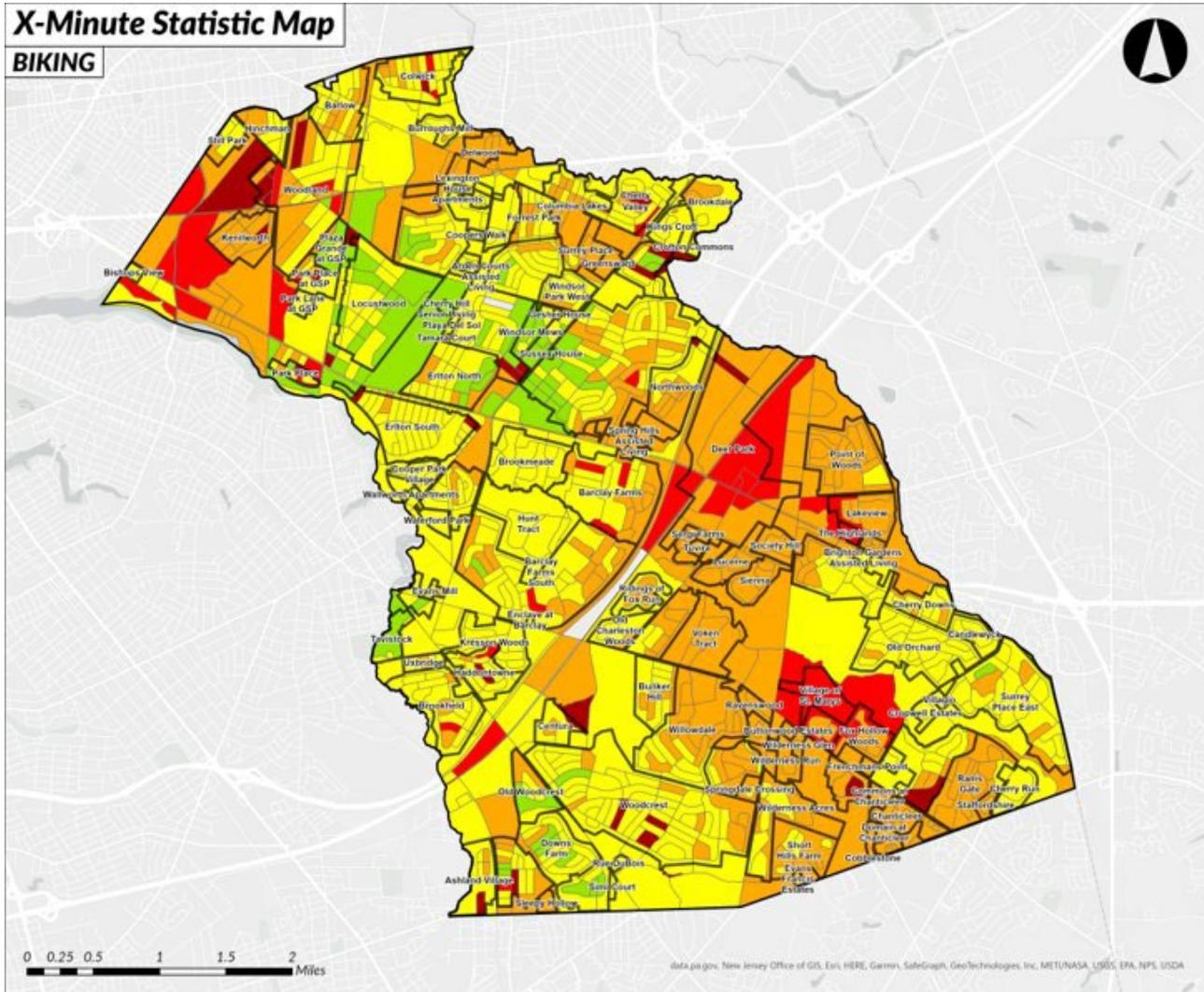
Source: On the Map: U.S. Census, Center for Economic Studies

# Transportation & Circulation



Source: ACS 2021 (5-Year Estimate)

# Summary Statistics



**60%**

People within a 10-minute walk to a park

**6.4 min**

Or less median time to bike to highlighted amenities

**>96.6%**

People within a 20 minute e-bike ride to highlighted amenities

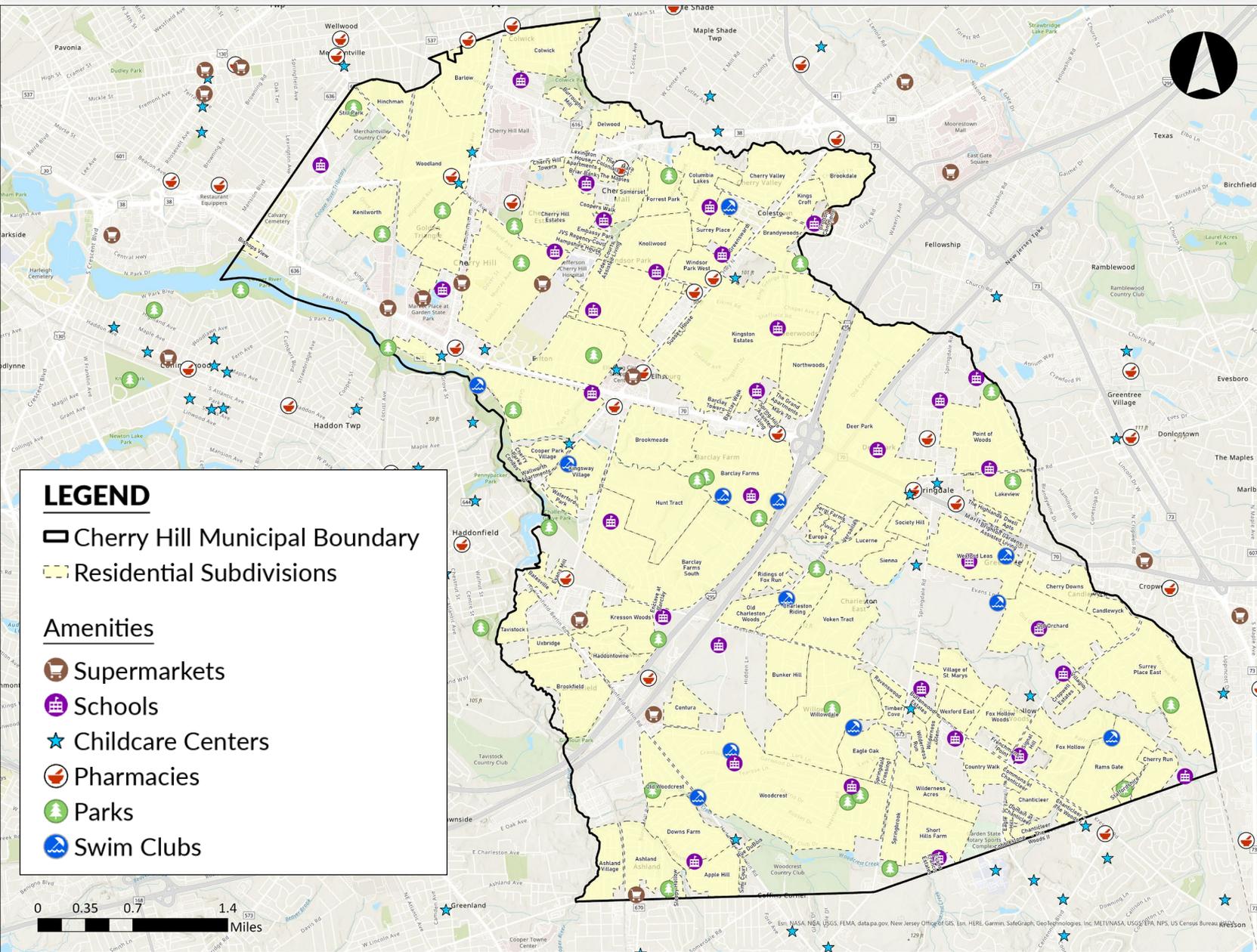
## LEGEND

 Residential Subdivisions

## X-Minute Statistic (Bike)

-  < 5 min.
-  5 min. - 10 min.
-  10 min. - 15 min.
-  15 min. - 20 min.
-  > 20 min.

# Selecting a Focus Area: Township Amenities



## Amenities

*(including 1 mi. radius)*

**23 Supermarkets**

**34 Schools**

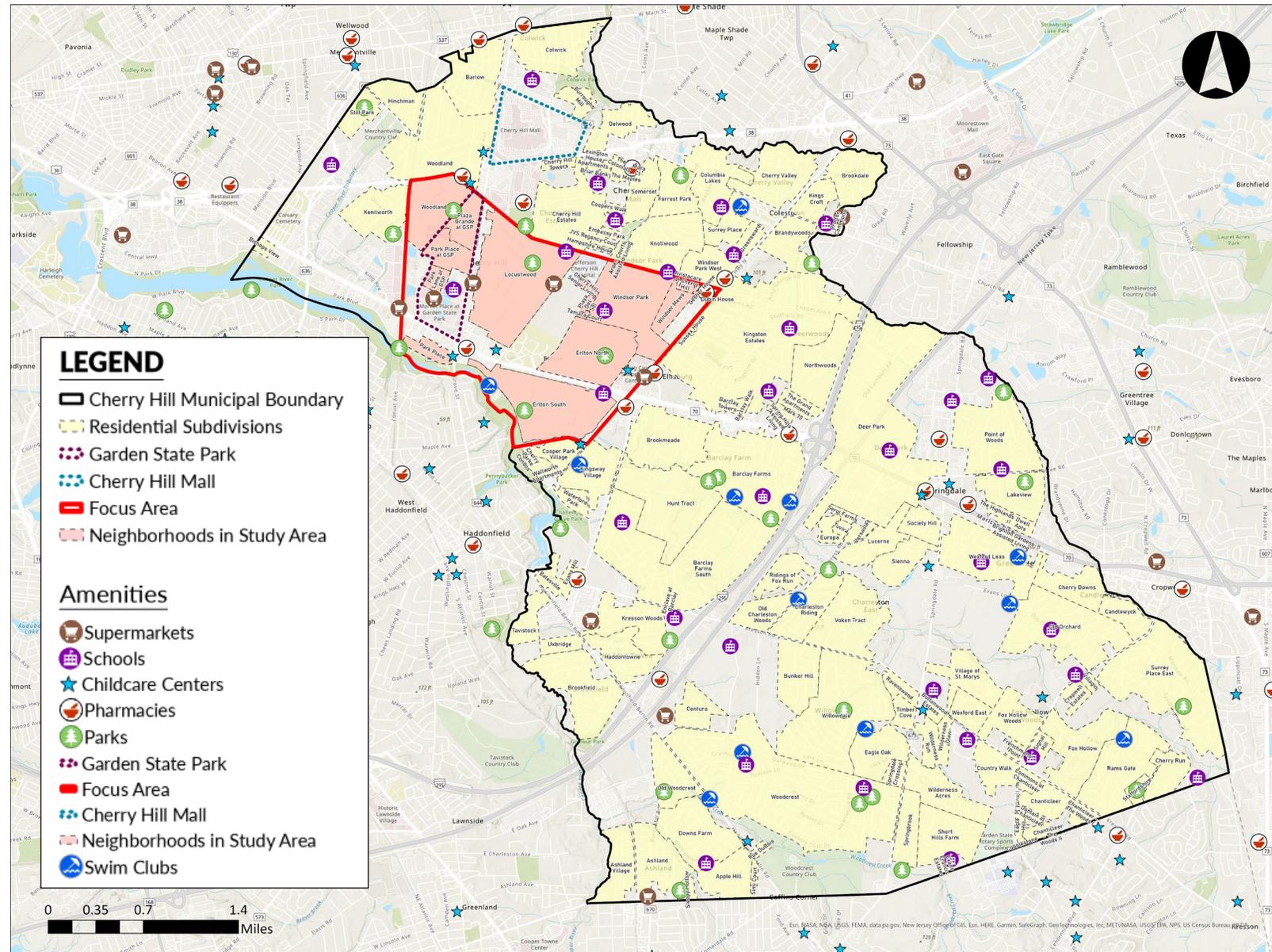
**65 Childcare Centers**

**39 Pharmacies**

**30 Parks**

**12 Swim Clubs**

# Selecting a Focus Area: Neighborhood Boundaries



## Subdevelopments in Focus Area

Avistacare Healthcare  
 Cherry Hill Senior Living  
 Dubin House  
 Erlton North  
 Erlton South  
 Gesher House  
 Locustwood  
 Park Grande at GSP

Park Lane at GSP  
 Park Place at GSP  
 Playa Del Sol  
 Windsor Mews  
 Windsor Park  
 Woodland



Image Source: [Garden State Park](https://www.gardenstatepark.com/)

# Focus Area Detail

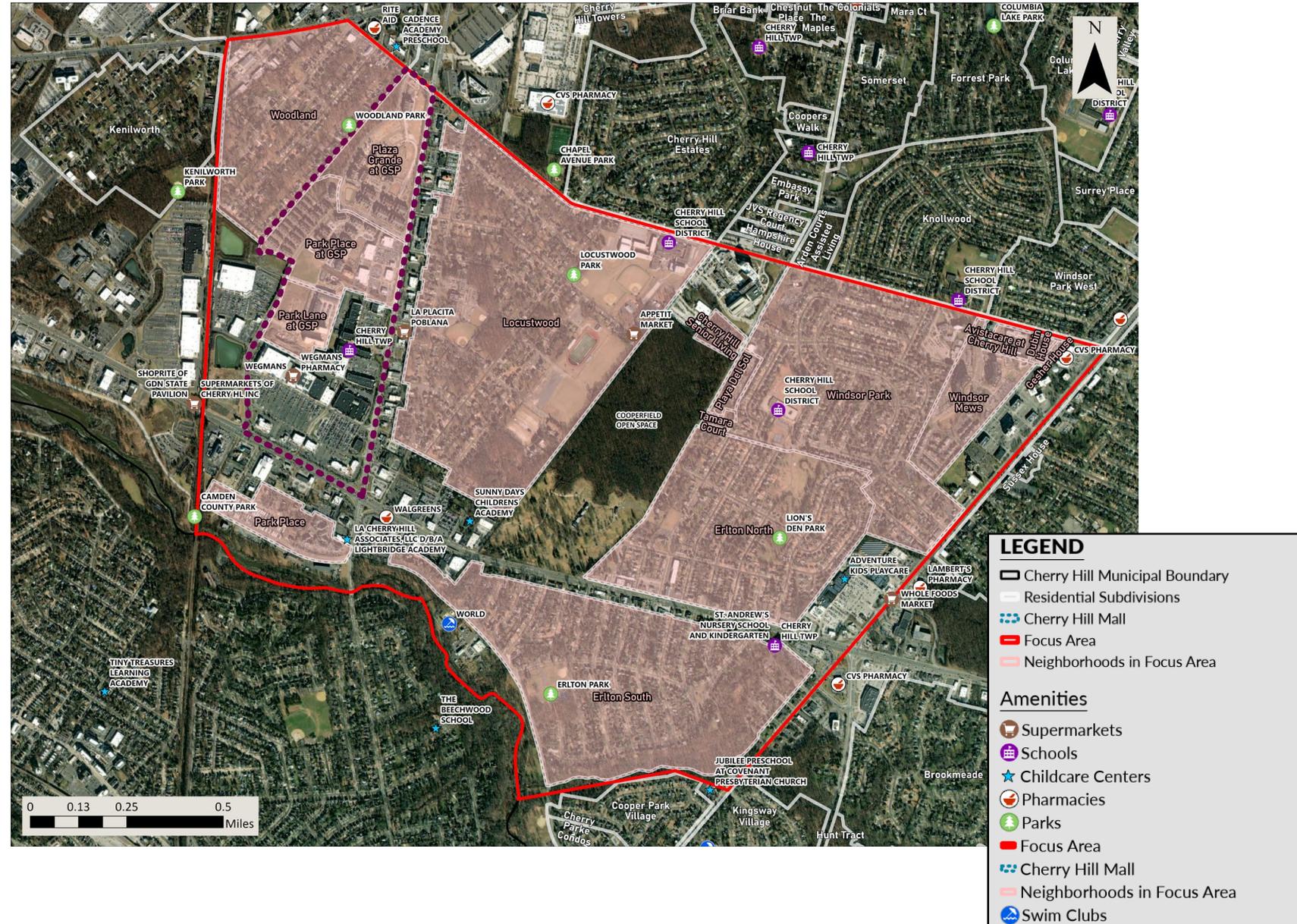
## Defining Characteristics

Close physical proximity of middle-class residential neighborhoods to amenities

Garden State Park is primary commercial hub

Even distribution of parks but interconnectivity is limited

Anchored by schools



# Cherry Hill SWOT Analysis

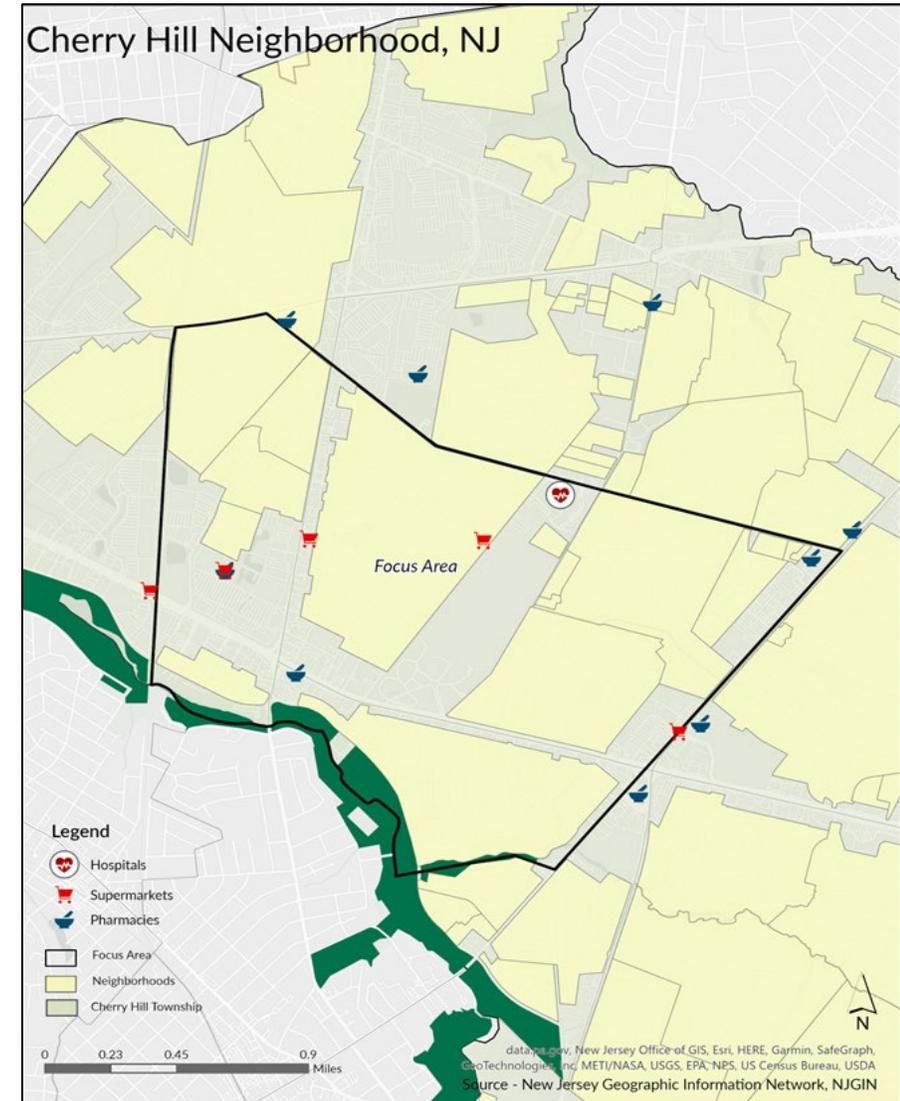
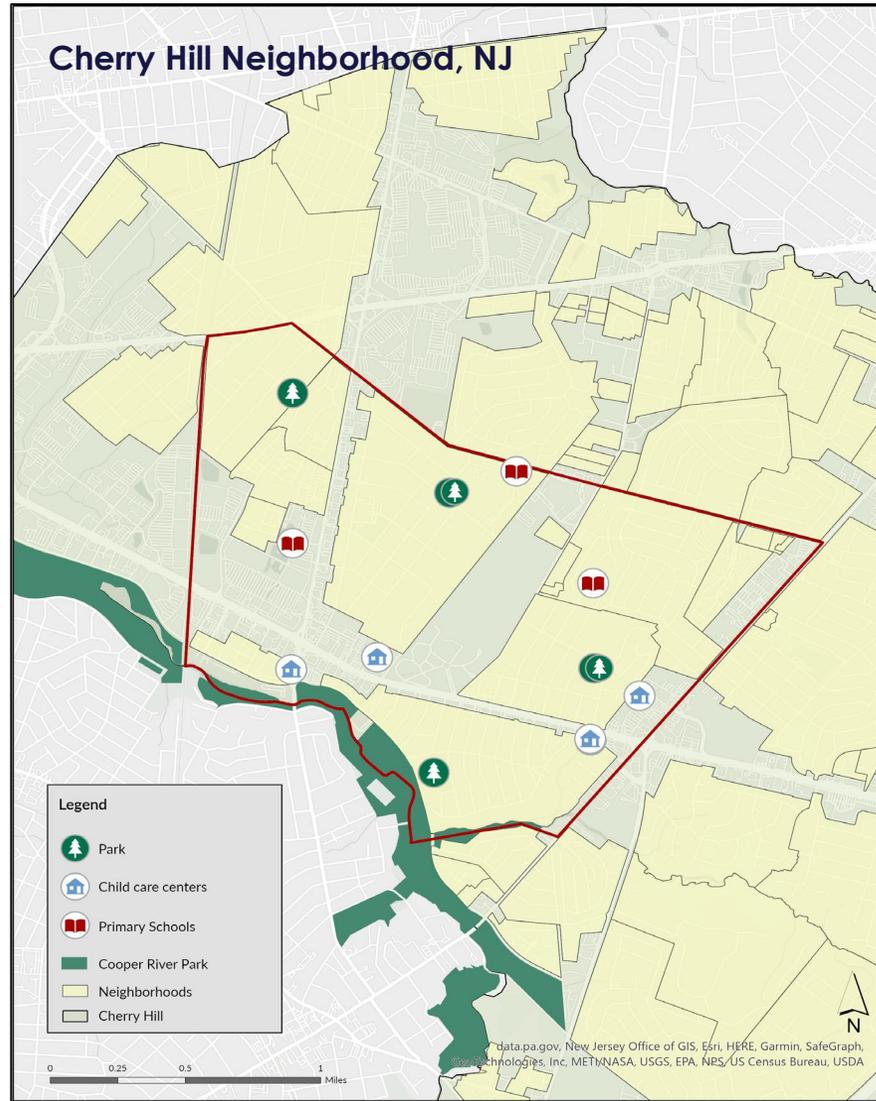
## Strengths

Education system

Open space

Regional shopping and jobs center

Proximity to amenities



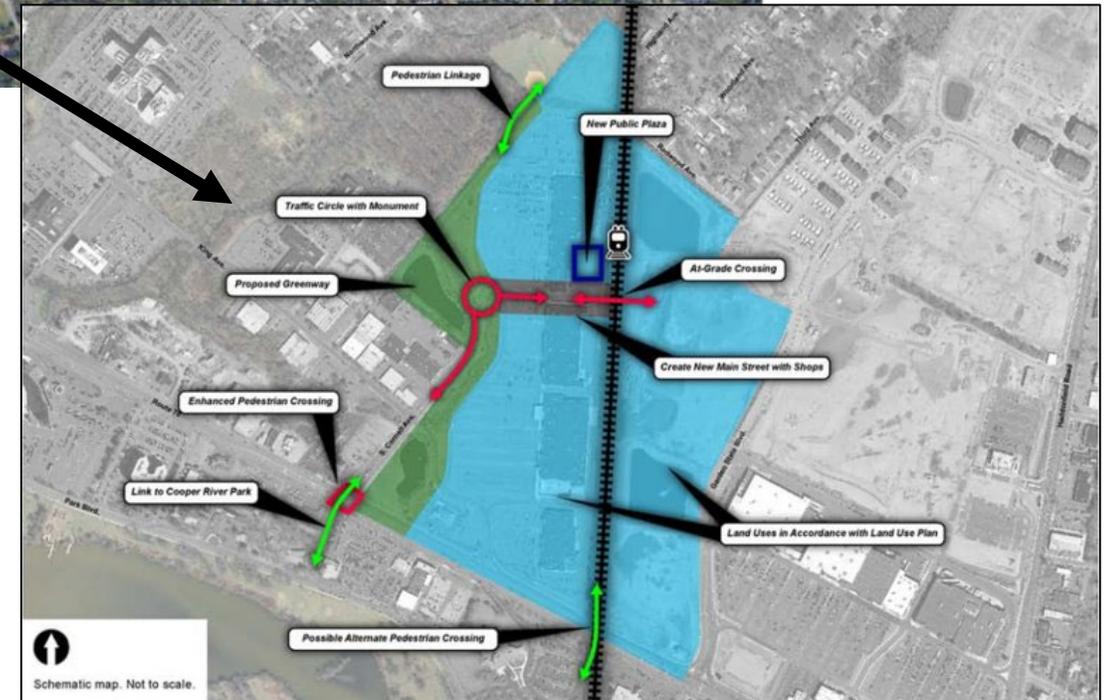
# Cherry Hill SWOT Analysis

## Weaknesses

Mostly single-use,  
low-density development  
pattern

Car-centric

Constrained environment for  
transit oriented development



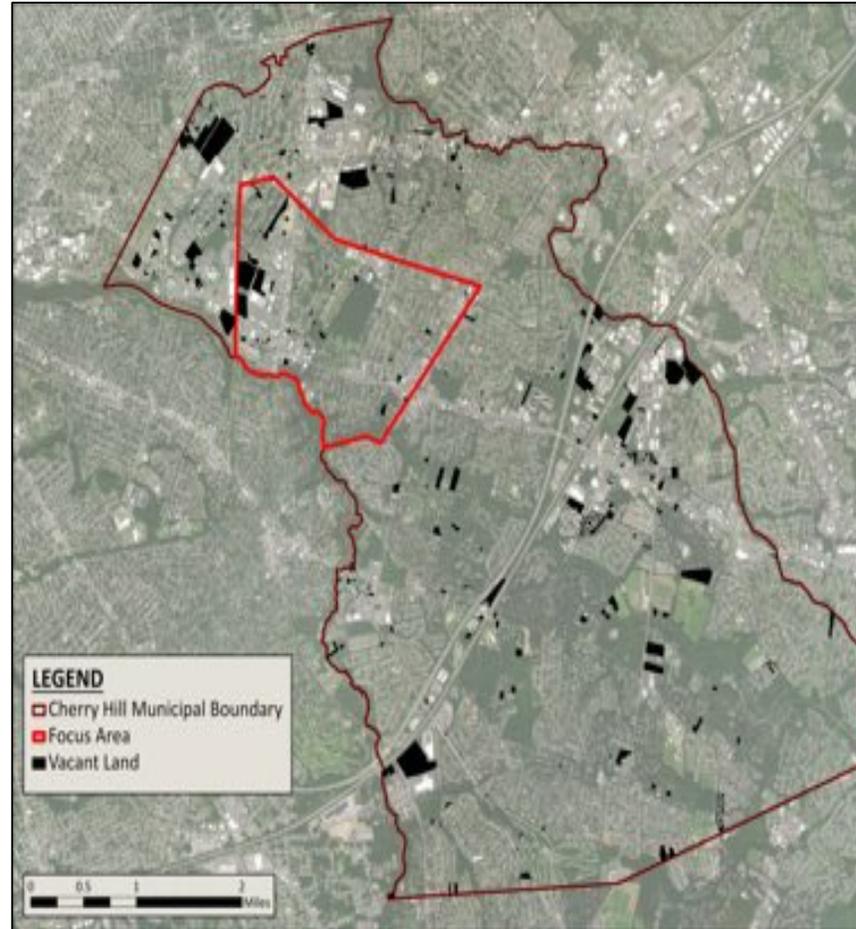
# Cherry Hill SWOT Analysis

## Threats

Lack of community desire and political will to change status quo

Decreasing amount of undevelopable land

Lifestyle preferences of future homebuyers



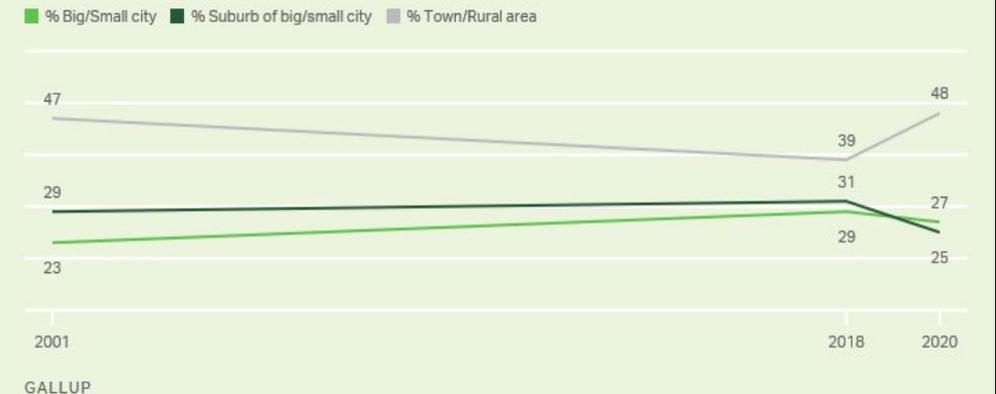
*CHERRY HILL, N.J. (KYW Newsradio)* — A controversial plan to build a Super Wawa in Cherry Hill is off the table, following sustained backlash from neighbors.

For two years, residents of the Barclay Farm section of Cherry Hill have battled against the proposed Wawa, which would sell gasoline at the Barclay Farms Shopping Center on Route 70.

Source: KYW Newsradio

### Americans' Preferred Type of Place to Live

If you could live anywhere you wished, where would you prefer to live -- in a big city, small city, suburb of a big city, suburb of a small city, town or rural area?



Source: Gallop

# Cherry Hill SWOT Analysis

## Opportunities

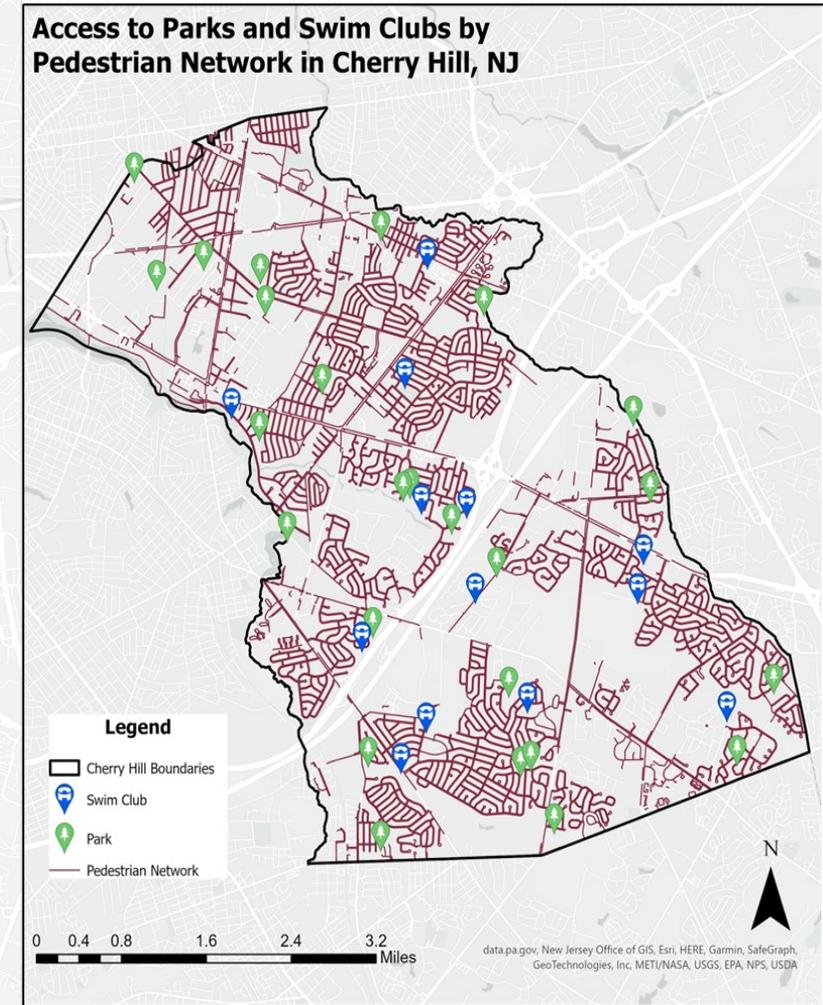
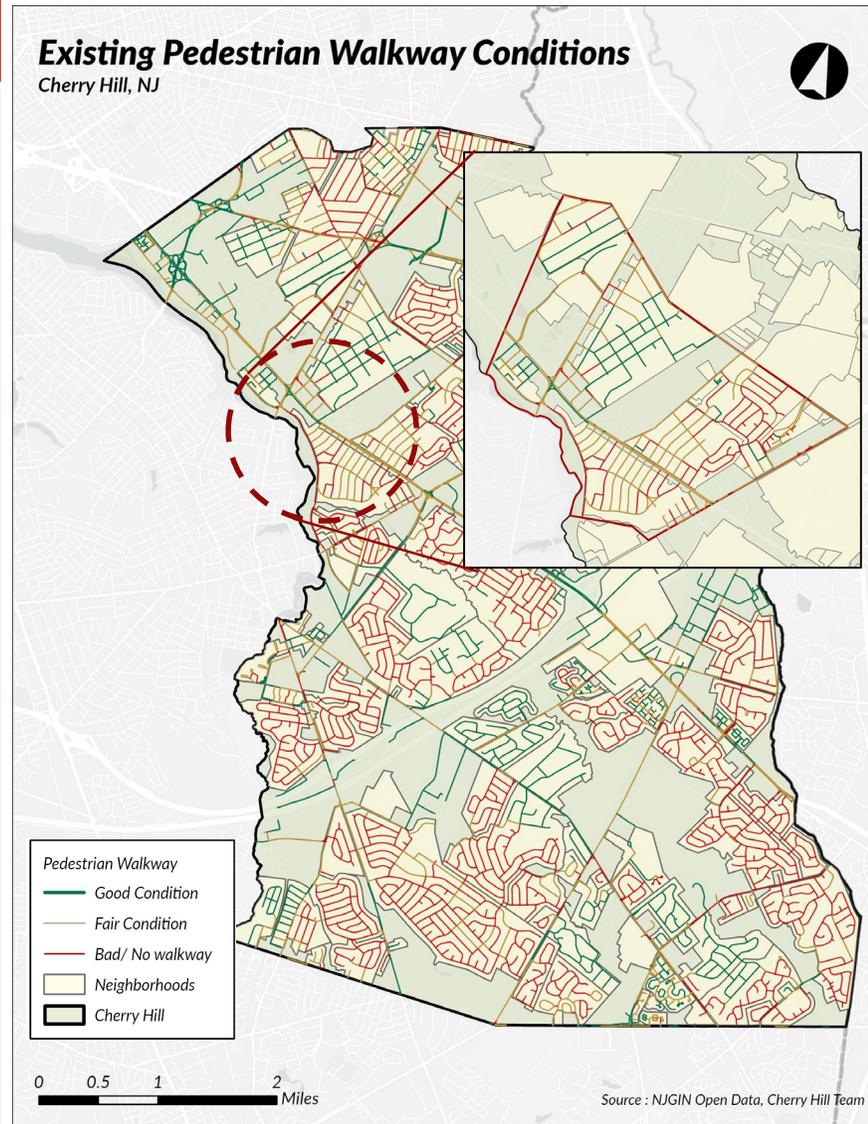
### Transforming Garden State Park

- Create conventional main street/downtown
- Improve mobility connections

Incorporate green infrastructure and reduce impervious cover

Focus design and development on alternative modes of transit

Connecting recreational spaces across the township



# Lessons from Community Engagement

What Amenities would like to have access to within a short walk or bike ride?

Parks/Green Space	Place of Worship	Grocery Stores	Other	
			Swim clubs	Main Street
			Shopping	Museum
				Local coffee shop (not a chain)

**Cherry Hill**  
THE RUTGERS RESEARCHERS WANT TO HEAR FROM YOU!

**VIRTUAL EVENT**

COME SHARE YOUR THOUGHTS, IDEAS AND INSIGHTS ON HOW TO MAKE NEW JERSEY COMMUNITIES HEALTHIER, MORE JUST, AND RESILIENT WHILE REDUCING GREENHOUSE GAS EMISSIONS FROM TRANSPORTATION.

REGISTER AT: [HTTPS://TINYURL.COM/233VVESN](https://tinyurl.com/233vvesn)

IMAGE CREDIT: OPI CODESIGN



# Recommendation Goals



## *Increase Connectivity*

### **Recommendation Focus:**

Enhancing the efficiency of the network between residences and amenities



## *Diversify Travel Modes*

### **Recommendation Focus:**

Street design focused on users of all ages, ability, and transit option



## *Promote Equity*

### **Recommendation Focus:**

Ensuring resources are accessible and affordable for the residents who need them most



## *Improve Safety*

### **Recommendation Focus:**

Reducing the harm to be outside by constructing crosswalks and traffic calming measures



## *Central Vibrant Places*

### **Recommendation Focus:**

Integrating public open space into areas of high economic concentration



## *Prioritize Sustainability & Resiliency*

### **Recommendation Focus:**

Incorporating green infrastructure and reducing impervious surfaces



Residential Neighborhoods

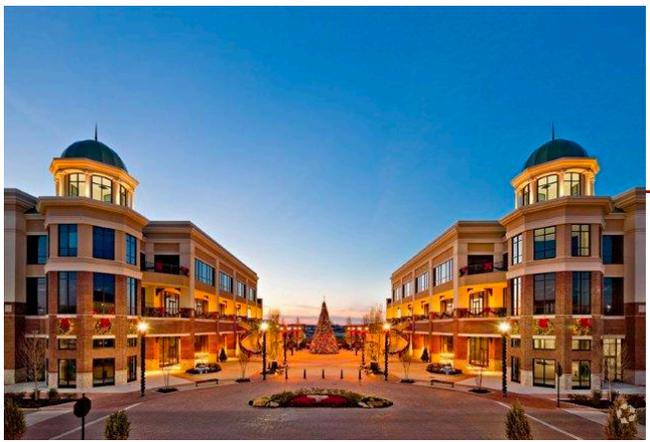
# **MAKING CONNECTIONS BETWEEN NODES**



# Nodes - Existing Commercial Districts and Amenities



**Garden State Park**

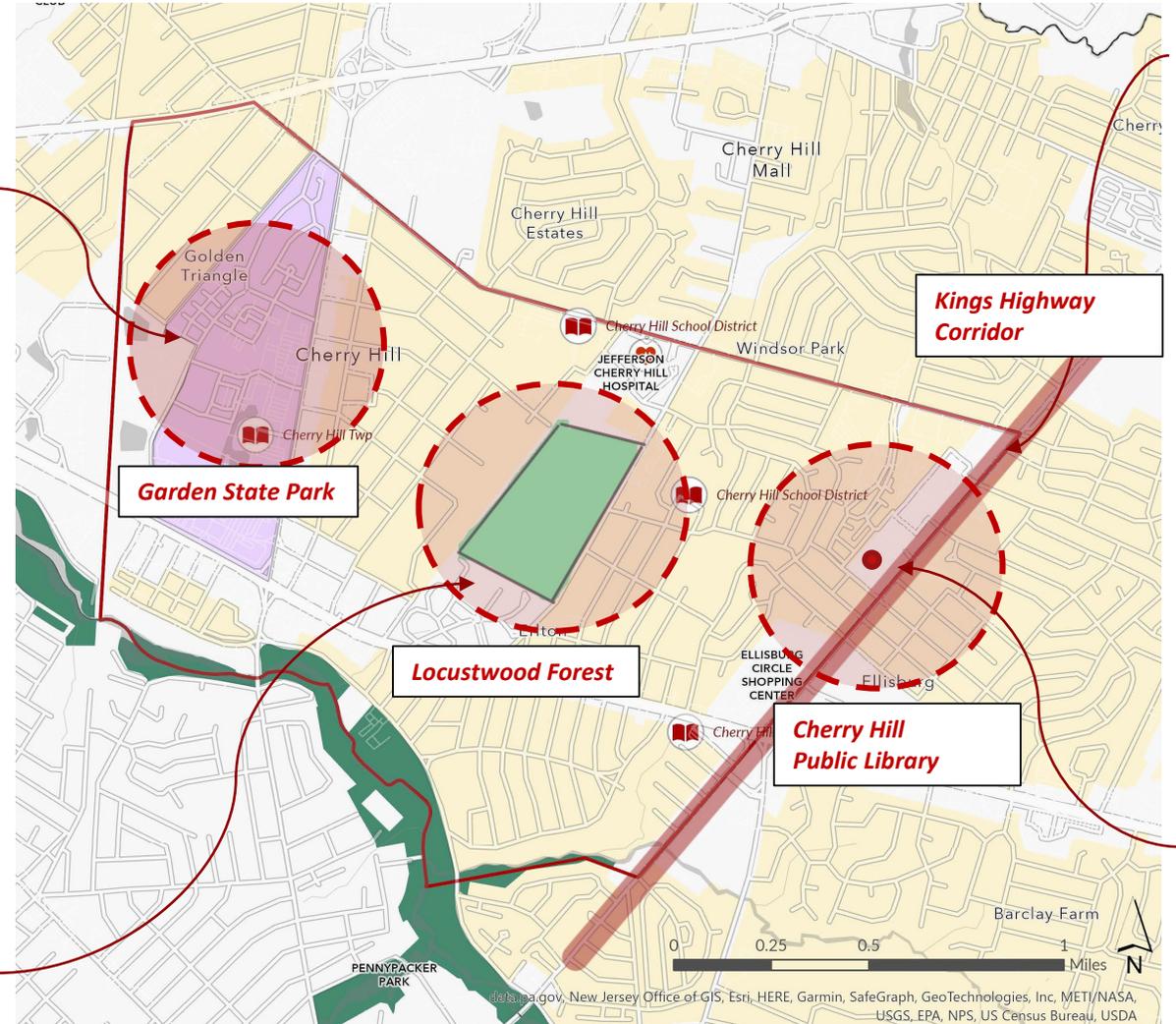


Source - [Wolf Commercial Real Estate](#)

**Garden State Park**



Source - [Alltrails](#)



**Kings Highway Corridor**



Source - [Crex](#)

**Cherry Hill Public Library**



Source - [BHC Architects](#)

# Making Connections Between Nodes



## Designing Local Streets for Pedestrians and Cyclists

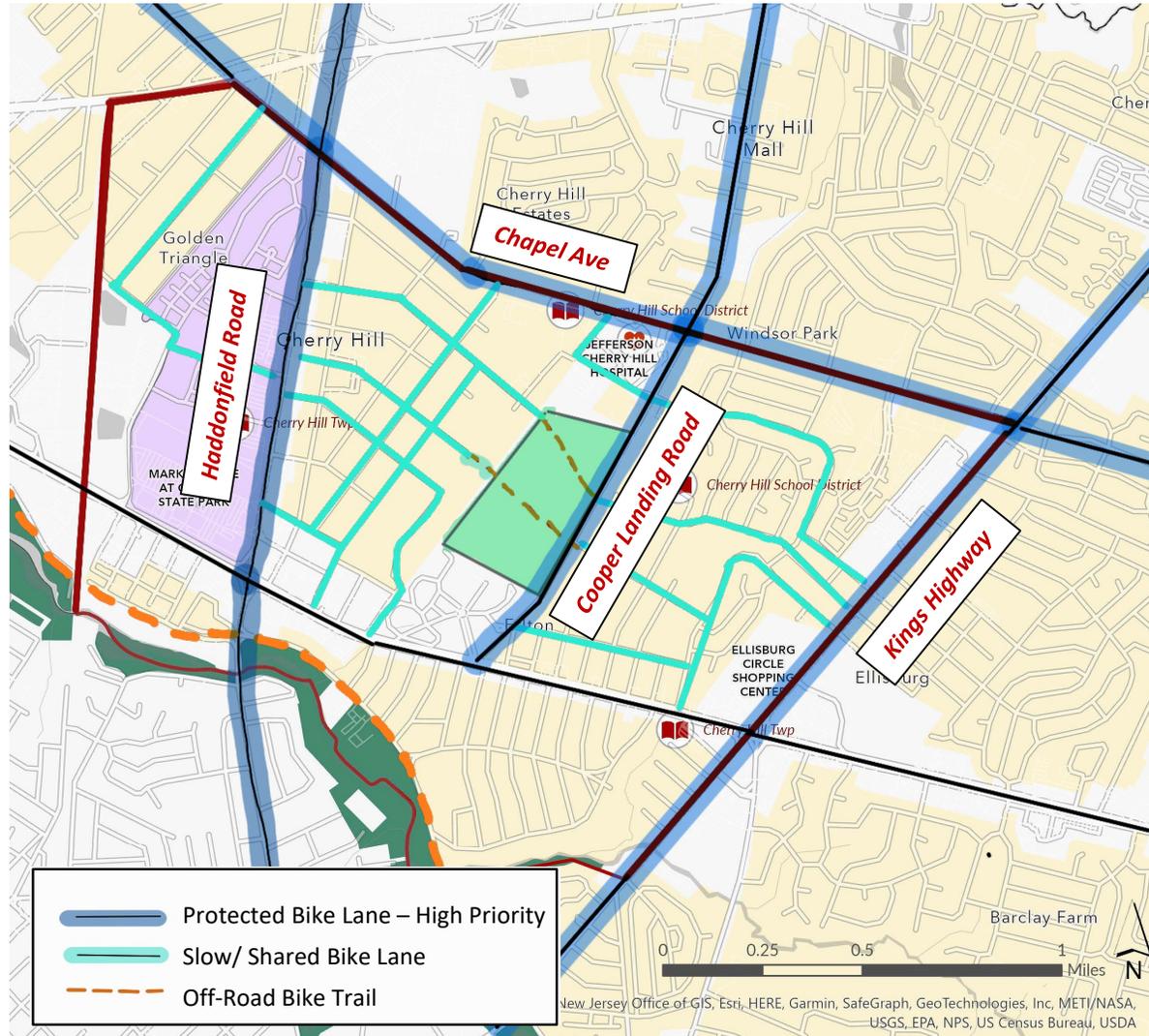
### Protected Bike Lanes – Priority Roads



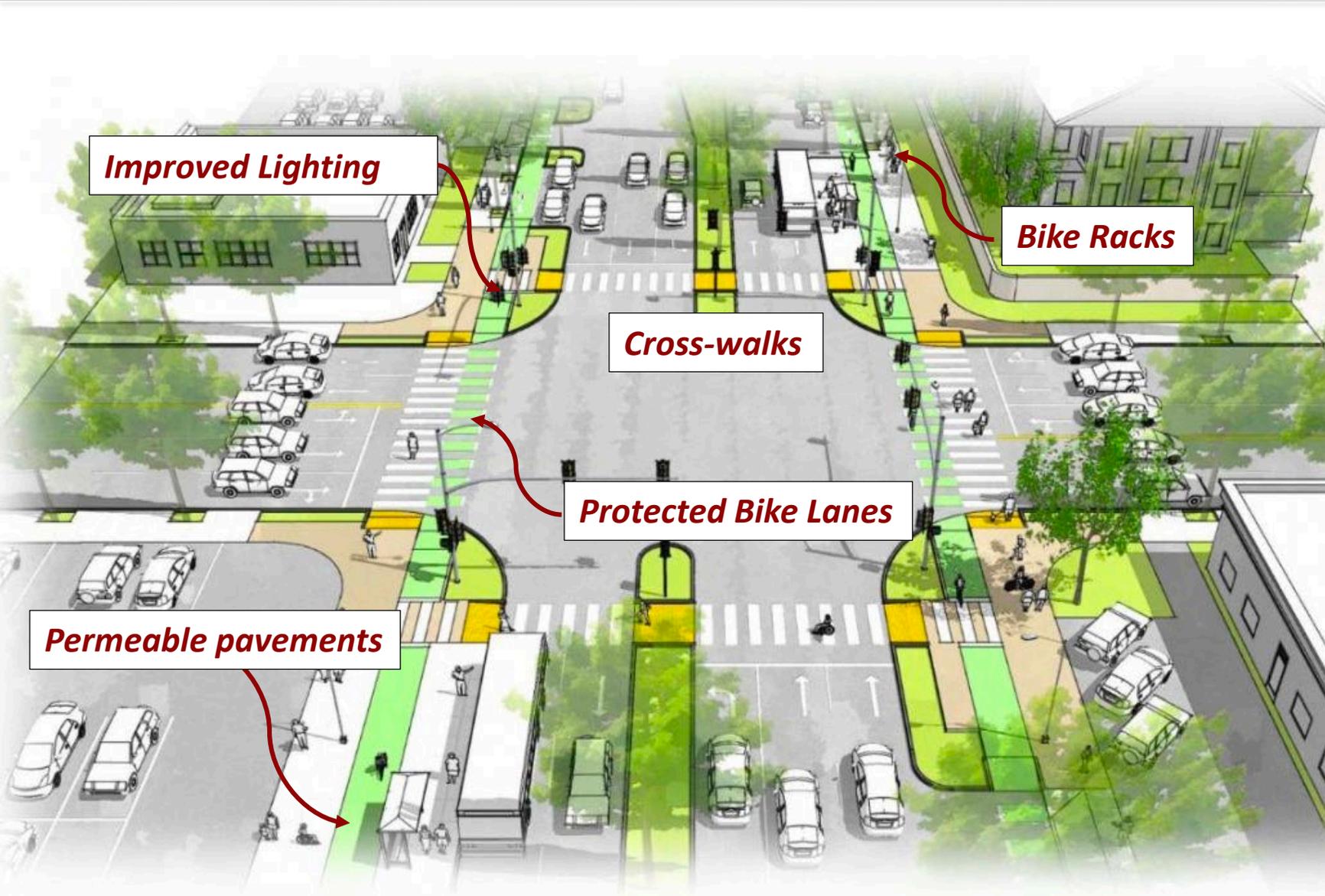
### Off-Road Bike Path – Connecting parks and trails



### Slow/Shared Streets – Local Traffic Only



# Implementations



Source – VTA Complete Streets

## Permeable pavements



## Bike racks and charging stations



# Safe to School Routes and Wayfinding



- Provide Safe Infrastructure
- Involve the Community
- Walk or Bike Club

## Community Involvement



Source – Boulder, Colorado

## Wayfinding Signage



Source – City Way Finding

## Improved Safe Routes for Kids



Source – Mass Gov

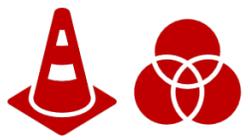


Source – Times Magazine



Source – Westcolfaxbid

# Slow Street Network Implementations



## Action Plans

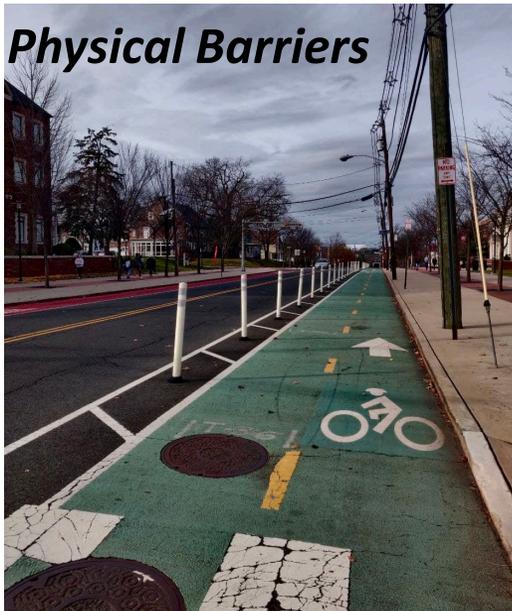
### Traffic-calming measures

- Reduced speed limits
- Roundabouts
- Speed bumps

On-street parking converted for alternative street space

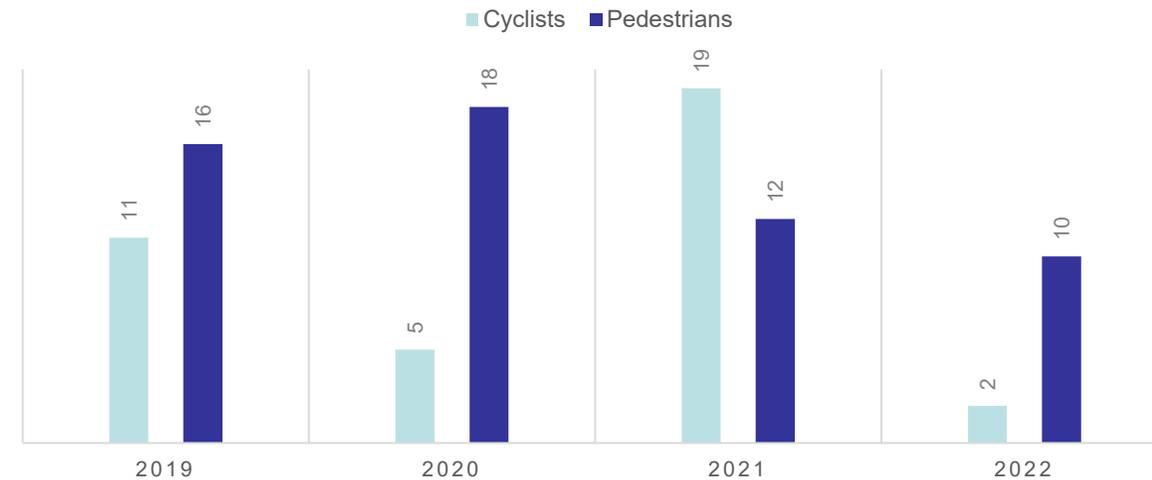
Vision ZERO policies

Wayfinding



### Vision – Zero

#### CRASH ANALYSIS





# Bike Sharing and E-Bike Programs

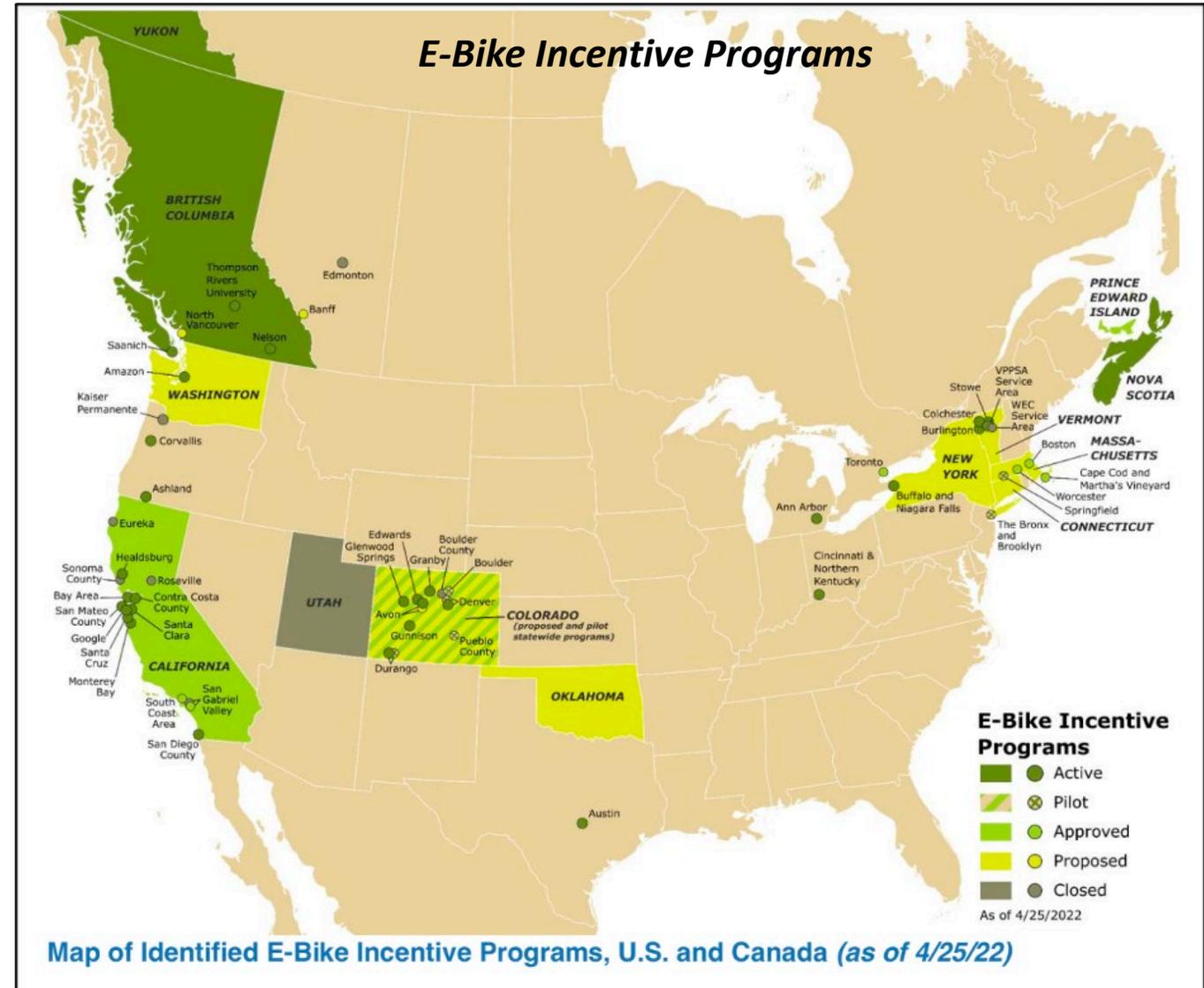


## Action Plans

- Diverse travel modes
- Tax credits
- Integrate mobility network into a Mobility-as-a-Service (MaaS)
- Establish mobility innovation funds



Source- Dongho Chang





**IMAGINING A COMPLETE CORRIDOR  
FOR LIVING, WORKING, AND ENTERTAINMENT**

# Case Study – Lyndale Avenue, Bloomington MN

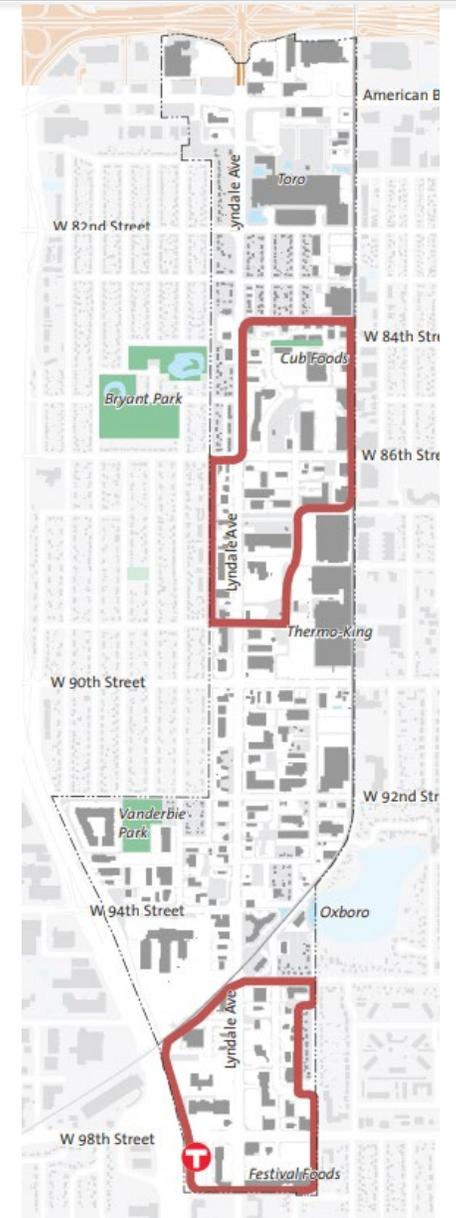
## Mobility Connections



## + Public Space



## + Key Nodes



# Improve Mobility



Photo: Carlos Felipe Pardo/Flickr



Photo: Johnny Sanphillippo/StrongTowns

On an average weekday, Kings Highway has a **peak traffic volume of 1,300 vehicles/hr** in each direction. With 6 travel/turn lanes, the road is **extremely overbuilt.**

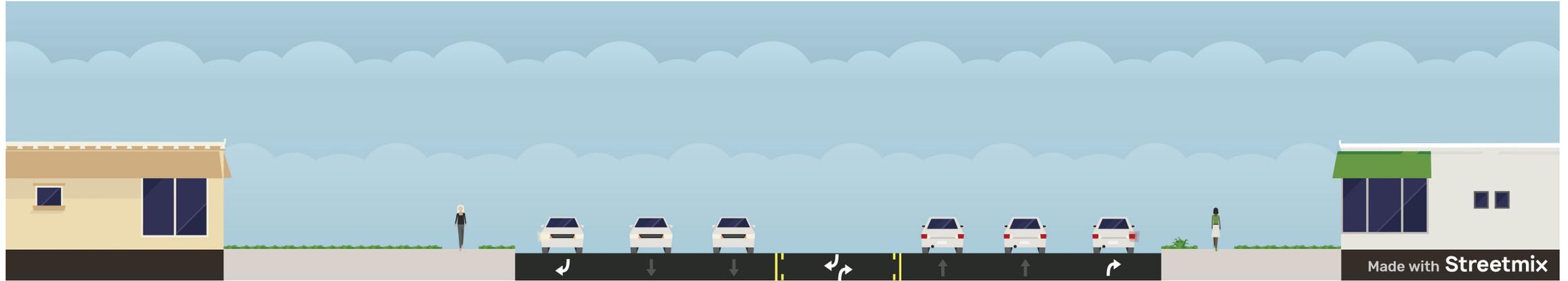


Source: NJ DOT, NACTO

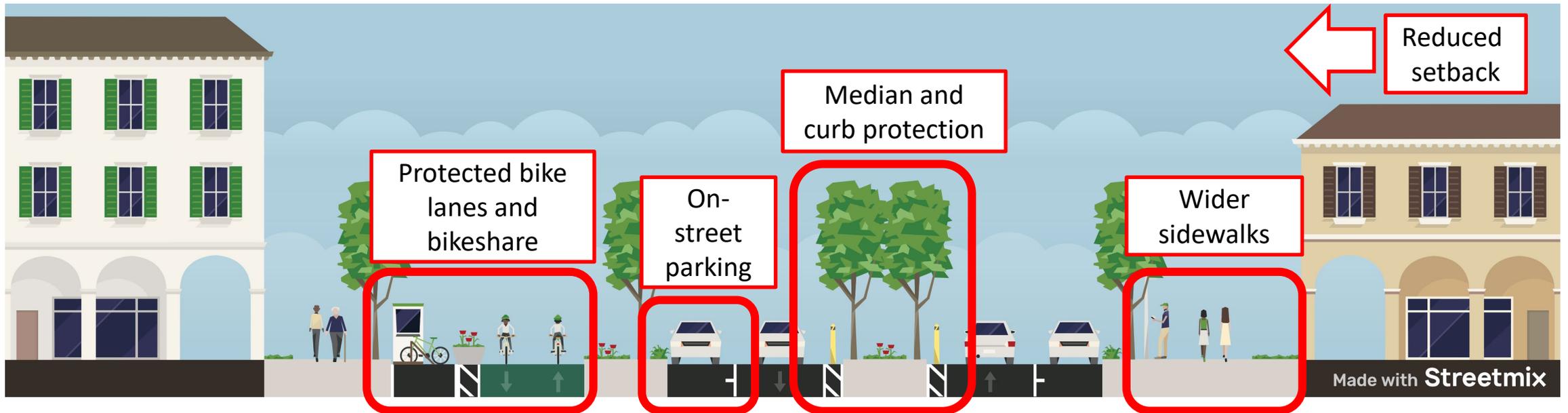
# Improve Mobility



## Present



## Future Vision





## Safely Cross Street Kings Highway with Pedestrian Islands



**Road Median and Pedestrian Island**

Source: [City of Charlotte, NC](#)



**Tree-lined Road Median**

Liberty Street, Savannah, GA

Source: [Nicolle / Life on the Road Less Travelled](#)

# Public Space and Amenities



## Partner with Cherry Hill Library



**Front & Interior of Cherry Hill Library**

Sources: Sun Newspapers, LibraryThing



**Community Garden in Madison, NJ**

Source: Stephen McAuliffe

A logo for 'BIKE BETHLEHEM!' featuring a gear and a banner. Below it is a silhouette of a person riding a bicycle. To the right of the bicycle are three green checkmarks, each followed by the words 'BORROW', 'RIDE', and 'RETURN' respectively.

**BIKE BETHLEHEM!**

✓ **BORROW**  
✓ **RIDE**  
✓ **RETURN**

A FREE program operated by the Bethlehem Health Bureau & partners.  
Bring ID to borrow a bike and lock.  
Explore the city, run errands, and enjoy the outdoors!

**LOCATIONS**

Comfort Suites (3rd Street)  Bethlehem Area Public Library Main Branch

This project/program was funded (or funded in part) by the PA Department of Health's Preventative Health and Health Services Block Grant.

**Flyer for Bethlehem Library Bike Rental**

Source: Bethlehem Health Bureau

# Public Space and Amenities



## Create linkages using street furniture



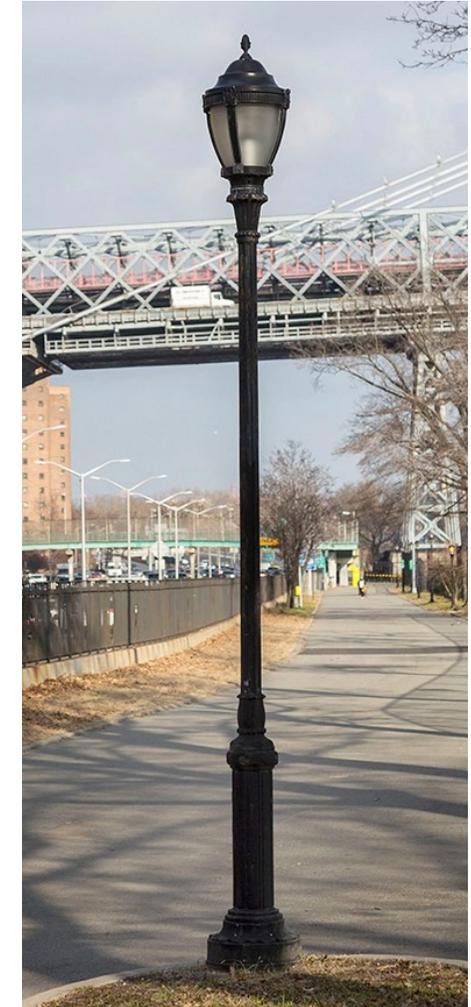
**Examples of Outdoor Placemaking Activities for All Ages**

Sources: Myles Buchanan/ Independent; Bill Lendeke/ MinnPost; Runningwhitehorse/ Trending City



**Outdoor Seating and Green Space at Copenhagen Business School**

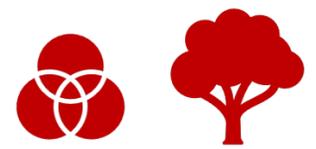
Source: CEMS



**Pedestrian-Scale Lighting**

Source: NYC DOT

# Public Space and Amenities



## Replace surface parking with structured and on-street parking



**Structured Parking & On-street Parking in Somerville, NJ**

Source: Max Holperin

## Use space for:



**Pocket Parks**

Source: Iwan Baan/Bjarke Ingels



**Public Plaza & Walkway**

Source: Max Holperin



**Stormwater Retention**

Source: The Watershed Institute

# Redevelop Around Activity Nodes



Human-scale design by reducing setbacks and aligning storefronts to street



**Retail and Offices along McKinney Ave, Dallas TX**

Source: Loopnet



**Retail along Main Street, Bethlehem, PA**

Source: Max Holperin

# Redevelop Around Activity Nodes



## Add housing density with affordable smaller-scale townhouses



**New Urbanist Development, Walden  
Crossroads, PA**

Source: Diane McCormick/ Susquehanna Style



**Hearthstone Cohousing, Denver, CO**

Source: Randall Pratt



**Pocket Neighborhood, Columbus, OH**

Source: The Columbia Dispatch

# Redevelop Around Activity Nodes



## Designate node for senior living



### Dubin House Apartments

Source: Dubin House's Facebook



### Incorporate options for downsizing or dorm-style living

Sources: All Seniors Care, Eskaton Village Placerville



### Avista Health Center

Source: Senioradvice.com



### Develop programming for nearby age-in-place seniors

Sources: Philadelphia Parks & Rec, Cherry Hill Township

# King's Highway- Present



# King's Highway-Future



# King's Highway-Future



Ground-floor retail and parking structure

Expanded housing options

Pedestrian connections to nearby communities

On-street parking

Separated bike lanes

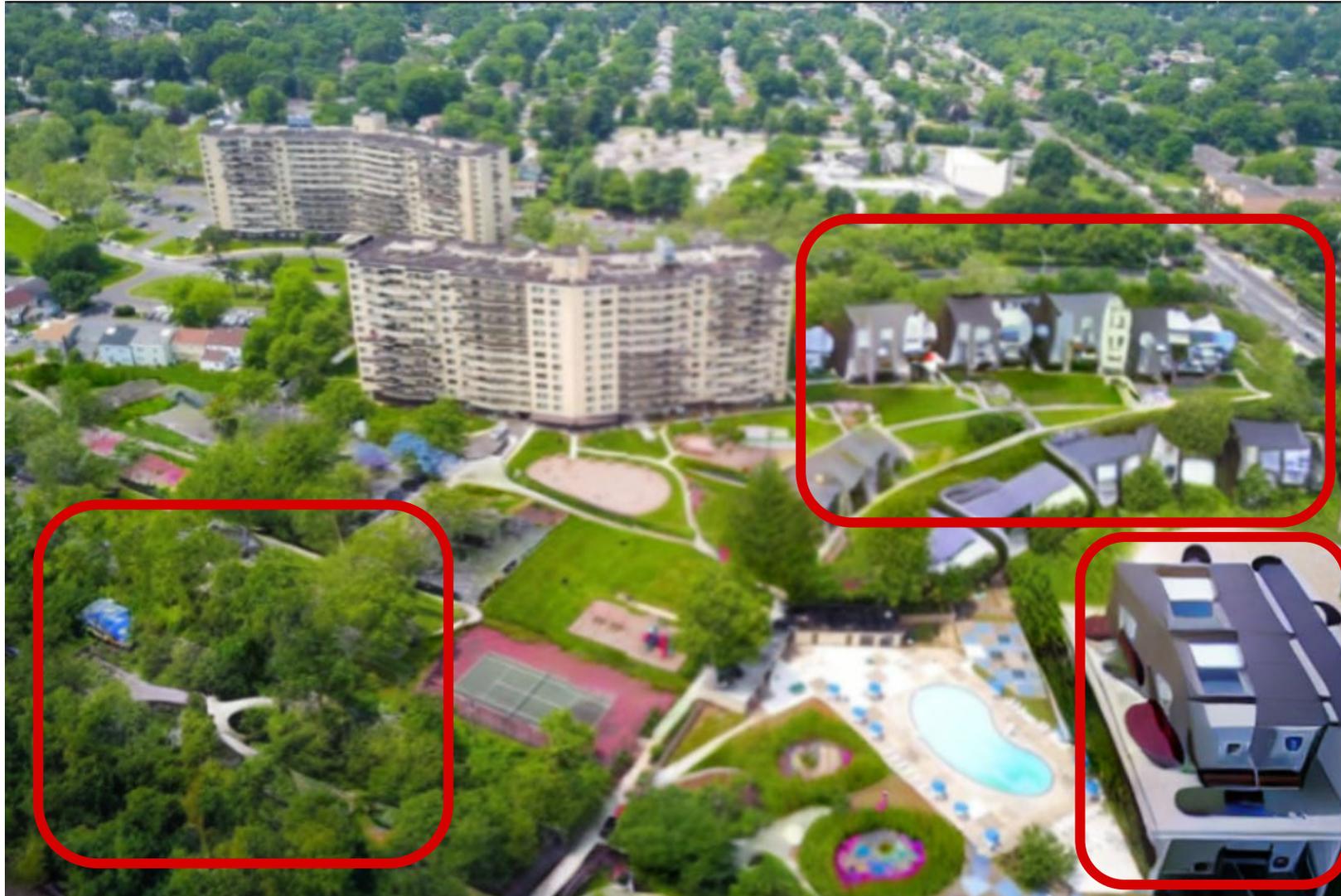
# King's Highway- Present



# King's Highway- Future



# King's Highway- Future



Convert parking to parks and trails

Pocket neighborhood surrounding open space

Mixed-use senior center, apartments, and retail along King's Highway



**RETROFITTING A SUBURBAN MALL  
AROUND SUSTAINABILITY AND RESILIENCY**

# Case Study 1: Suburban Mall Retrofit

## Tysons, Virginia – Tysons Corner Center

### Reimagined auto-oriented regional mall

Redeveloped with a mix of uses, including housing

Converted surface parking to a multi-story parking podium

Included important amenities such as:

- Public gathering space
- Green infrastructure
- Bicycle and pedestrian features



Source: r/nova

Tysons Corner Center (1968).



Source: ICSC

Tysons Corner Center Plaza has activated the mall as a vital community center.

# Case Study 2: Suburban Mall Retrofit

## Raleigh, North Carolina – North Hills

### Redeveloped a suburban mall into an amenity-rich hub

Enclosed environment was redesigned to create a village feel through:

- Narrower streets
- Street parking and embedded parking structure
- Retail lining a public plaza

Prioritized marketing for community events

Created vibrancy by densifying and mixing uses (retail, office, residential)



Source: Triangle Business Journal

North Hills Mall (1970).



Source: North Hills

North Hills hosts events such as the Midtown Beach Music Series.

# Case Study 3: Suburban Mall Retrofit

## Williamsville, New York – Eastern Hills Mall

Transforms existing mall into an "18 hour" destination

Creates mixed-use core consisting of retail, residential, office & medical, and flexible spaces

Orients buildings around main street and green spaces

Combination of structured parking and landscaped surface parking



Photo: BCT Design Group  
**Human-scaled design facilitates community gathering.**



Graphic: BCT Design Group

**Development of Eastern Hills Mall will provide Williamsville with a regional mixed-use hub.**

# Create a Vibrant Gathering Place



## Encourage human-scaled mixed-used development

Minimum Requirements	Principal Structures	
	Inside Lot	Corner Lot
Lot Size	See Table 4.1	See Table 4.1
Lot Frontage	150'	200'
Lot Depth	125'	125'
Front Yard	30'	30'
Secondary Front Yard	n/a	30'
Side Yard	20'	20'
Aggregate Side Yard	50'	n/a
Rear Yard	20'	20'
Maximum Height	150'	150'
Maximum Building Cover	30%	30%
Maximum Lot Cover	70%	70%
Open Space	25%	25%

Source: Cherry Hill Zoning Ordinance



Source: Clarksville Leaf Chronicle

# Create a Vibrant Gathering Place



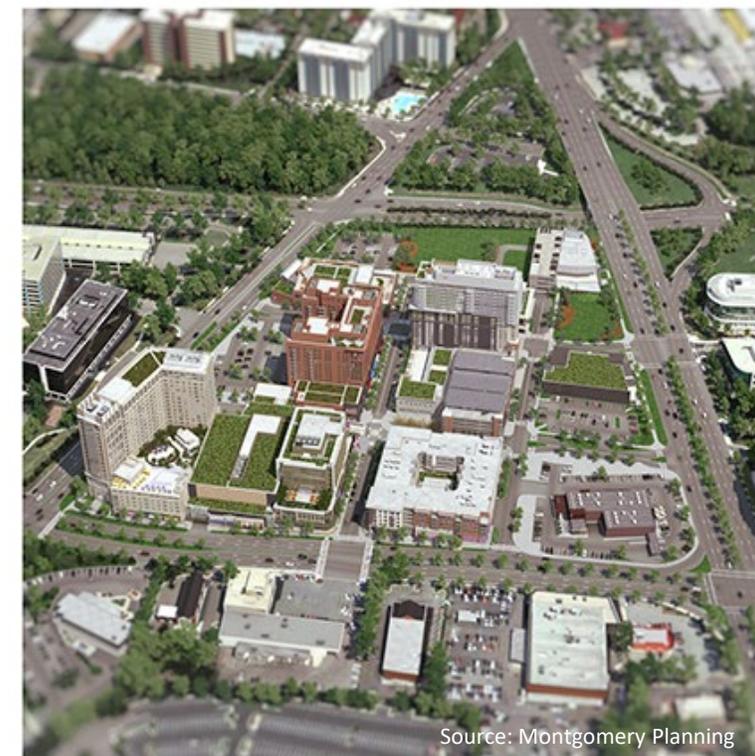
## Prioritize redevelopment of surface parking lots



Source: CNU Legacy Project



BEFORE REDEVELOPMENT



Source: Montgomery Planning

AFTER REDEVELOPMENT

# Create a Vibrant Gathering Place



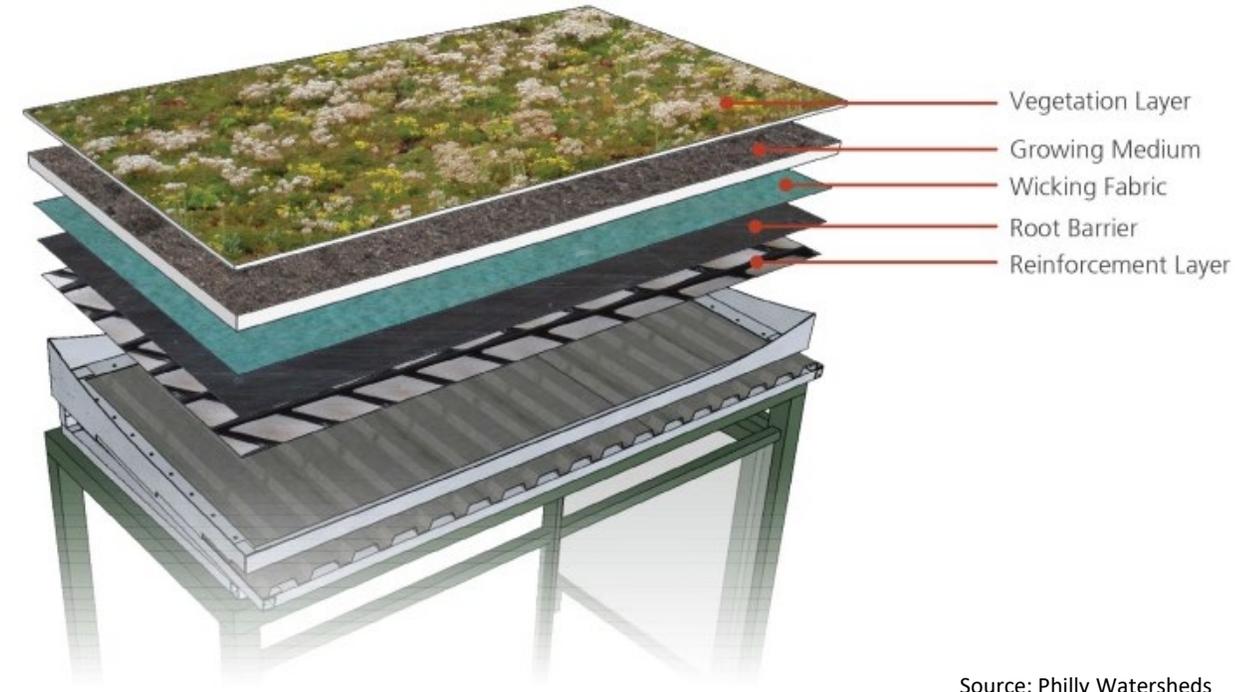
## Develop event programming within Garden State Park



# Improve Pedestrian, Cyclist & Transit Connectivity



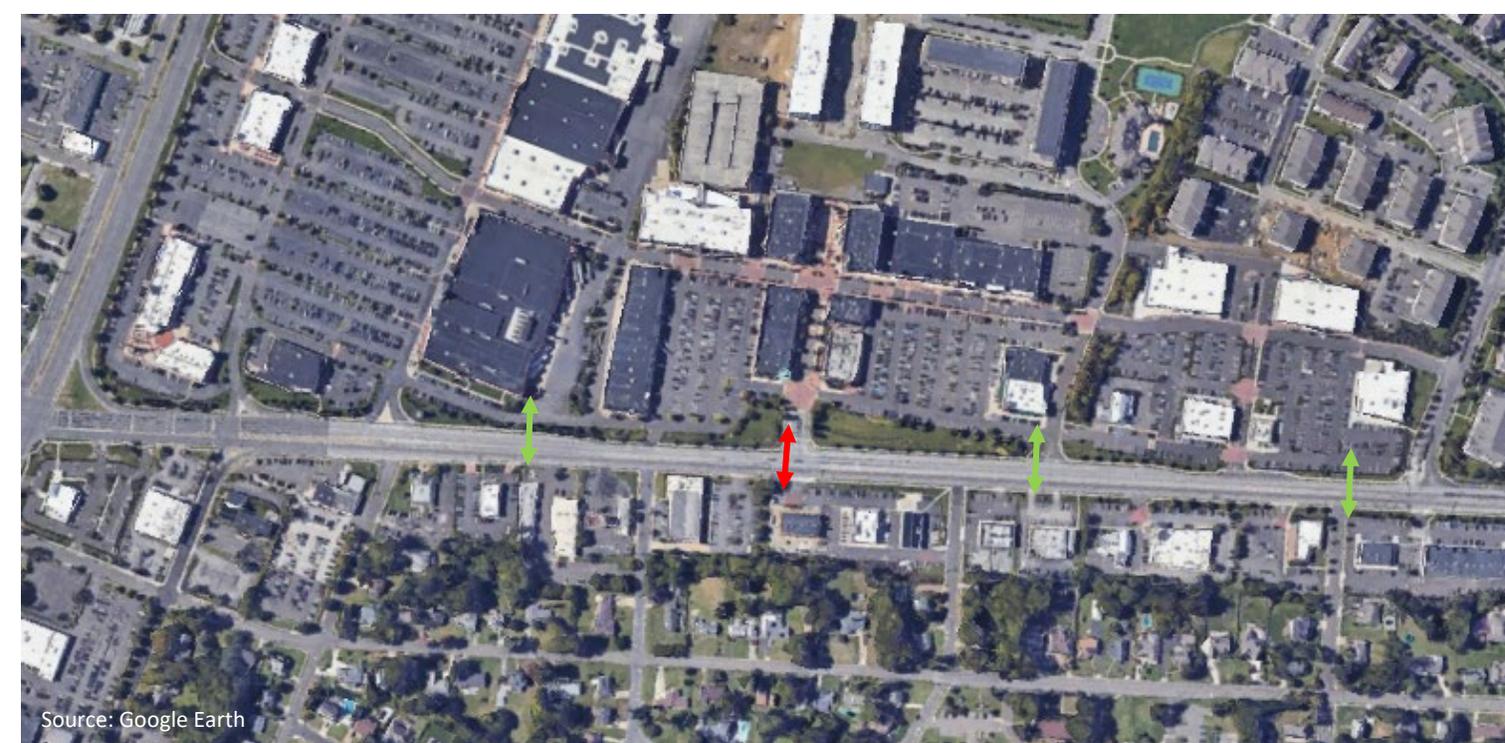
## Strengthen safety and access of bus stop



# Improve Pedestrian, Cyclist & Transit Connectivity



## Redesign existing crosswalks & construct new pedestrian crossings



Source: Google Earth



Source: NACTO

Portland, OR

↔ Existing Crosswalk   ↔ Proposed Crosswalk

# Improve Pedestrian, Cyclist & Transit Connectivity



## Invest in bike infrastructure

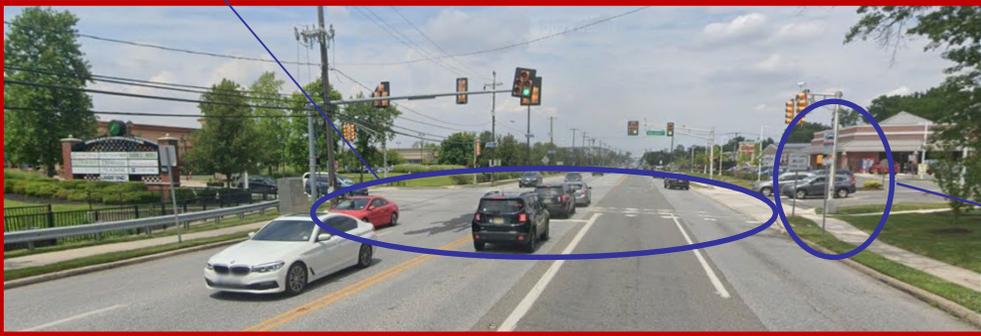


# Garden State Park: Present



Major extent of land area occupied by surface parking

Pedestrians must cross 5 lanes of traffic



Poorly-designed and underserved NJ Transit bus stop on Haddonfield Road

# Garden State Park: Future



# Garden State Park: Future

Create a pedestrian main street



Redevelop impervious surface parking with landscaped green spaces/public plazas

Prioritize denser, human-scaled mixed-use development on site

Improve connectivity of alternative modes of transportation

# Pedestrian Mainstreet



Source: KINDO Studios

**Crocker Park (Westlake, OH)**



Source: Streitwise

**Monon Boulevard (Carmel, IN)**

# Infill Development, Green Spaces & Public Plazas



Source: Rios

**Center Plaza (Tysons Corner, VA)**



Source: Congress for the New Urbanism

**Storrs Center (Mansfield, CT)**



Source: Futurist Architecture

**Bioswale in Gubei District (Shanghai, China)**



Source: Montgomery Planning

**Pike & Rose (North Bethesda, MD)**



Source: Mahan Rykiel

**Suburban Square (Ardmore, PA)**



Source: Chesapeake Quarterly

**Rain Garden First Street, N.E. (Washington, DC)**

# Integration of Alternative Modes of Transportation



Source: PBOT

**Curb Extension and Protected Bike Lane NE Halsey Street (Portland, OR)**



Source: TransitCenter

**Metro A Line Stop (Minneapolis, MN)**



Source: Fox 42

**ORBT and Heartland Bike Share (Omaha, NE)**

# Recommendation Summary



## Connecting Nodes

Traffic-calming measures

On-street parking converted for alternative street space

Vision ZERO policies

Wayfinding

Diverse Travel Modes

Tax Credits

Integrate mobility network into a MaaS platform

Mobility Innovation Funds



## Kings Highway

Partner with Cherry Hill Library

Create linkages with street furniture and activities

Replace surface parking with structured and on-street parking

Human-scale design by reducing setbacks

Align storefronts to streets

Add housing density with affordable smaller scale townhouses

Designate node for senior living



## Garden State Park

Encourage human-scaled mixed-used development

Prioritize redevelopment of surface parking lots

Develop event programming within Garden State Park

Strengthen safety and access of bus stops

Redesign existing crosswalks and construct new pedestrian crossings

Invest in bike infrastructure



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**Thank You**

# Questions?

Jonathan Bonilla



**Email:** [jfb157@scarletmail.rutgers.edu](mailto:jfb157@scarletmail.rutgers.edu)

Wyatt Grant



**Email:** [wsg35@scarletmail.rutgers.edu](mailto:wsg35@scarletmail.rutgers.edu)

Max Holperin



**Email:** [max.holperin@rutgers.edu](mailto:max.holperin@rutgers.edu)

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