

# Park Boulevard Gateway Redevelopment Plan

Block 1.01, Lots 3 & 4;

Block 3.01, Lot 1

Cherry Hill Township, NJ

APPROVED BY THE CHERRY HILL TOWNSHIP PLANNING  
BOARD ON FEBRUARY 01, 2016



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# 1.0 Introduction

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Cherry Hill Township has designated Block 1.01, Lots 3 & 4; and Block 3.01, Lot 1 as an “Area in Need of Redevelopment” and as a “Condemnation Redevelopment Area” in accordance with the provisions of the New Jersey Local Redevelopment and Housing Law or LRHL (N.J.S.A. 40A-12A.1 et seq.). For the purposes of this Redevelopment Plan, Block 1.01, Lots 3 & 4; and Block 3.01, Lot 1 shall be referred to as the “Park Boulevard Gateway Redevelopment Area” or the “Redevelopment Area”.

On November 12, 2014, via Resolution #2014-11-6, the Township authorized an investigation to determine the need for redevelopment of Block 1.01, Lots 3 & 4; and Block 3.01, Lot 1 pursuant to N.J.S.A. 40A-12A-6. A Preliminary Investigation for Determination of an Area in Need of Redevelopment was prepared by Robert F. Melvin, PP/AICP, of Group Melvin Design. That report concluded that Block 1.01, Lots 3 & 4 and Block 3.01, Lot 1 qualified to be declared an “Area in Need of Redevelopment” and as a “Condemnation Redevelopment Area” in accordance with the LRHL. As a result, on April 27, 2015, the Planning Board adopted a resolution that recommended to the Governing Body of the Township of Cherry Hill that Block 1.01, Lots 3 & 4; and Block 3.01, Lot 1 be designated as an “Area in Need of Redevelopment.” Subsequently, Township Council designated Block 1.01, Lots 3 & 4; and Block 3.01, Lot 1 as an “Area in Need of Redevelopment” on April 27, 2015, as memorialized by Resolution #2015-4-20, which also directed the Planning Board to prepare a Redevelopment Plan. As such, this Redevelopment Plan has been prepared to articulate the Township’s vision for this Redevelopment Area and describes the standards and procedures for the development and redevelopment of Block 1.01, Lots 3 & 4; and Block 3.01, Lot 1 in accordance with the LRHL.

## 1.1. Relationship to Local Master Plan

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Per the 2004 Master Plan, Cherry Hill encourages the redevelopment of areas exhibiting decline (i.e. – disproportionate number of vacant, dilapidated and/or substandard structures). This plan serves to capitalize on strategic redevelopment of these areas that are exhibiting such decline in an effort to ensure that future development will be compatible with the Township’s planning vision and goals. As such, it also serves to fulfill the strategic goals and objectives outlined in the 2004 Master Plan and the 2007 Master Plan Reexamination Report as outlined below:

### 1.1.a. Land Use:

Establish Redevelopment Districts where necessary to promote redevelopment and business incentives (2004 Master Plan).

- The Redevelopment Area contains buildings and uses that are obsolescent, dilapidated and/or in blighted condition. These stagnant sites require the tools and processes that a designation as an “Area in Need of Redevelopment” provides to promote proper redevelopment and future economic activity.

Coordinate land use to balance economic growth with community and conservation needs (2007 Master Plan Reexamination).

- The Redevelopment Area currently occupies approximately 7.3 acres, an area of land that could otherwise be developed to accommodate the Township’s needs such as residential development. Because it has large vacant, dilapidated, and/or under-performing buildings in disrepair, there is additional development pressure in other areas of the Township. Redevelopment of this area will relieve some development pressure and help reinforce community conservation efforts.

### **1.1.b. Natural Resources and Conservation**

New development should adhere and contribute to the conservation of natural resources within the Township (2007 Master Plan Reexamination).

- The Redevelopment Area could be a catalyst for additional development opportunities adjacent to Camden County's Cooper River Park, which would benefit new users and stakeholders with a vested interest in using, maintaining and participating in the variety of activities hosted in the park. This will be a significant contribution in ensuring the long-term viability and attractiveness of this park.

### **1.2. Adjacent Municipalities**

Cherry Hill is surrounded by nine (9) municipalities in two (2) counties. Those in Burlington County include Evesham Township, Maple Shade Township and Mount Laurel Township. Those in Camden County include Haddon Township, Haddonfield Borough, Lawnside Borough, Merchantville Borough, Pennsauken Township and Voorhees Township. The Park Boulevard Gateway Redevelopment Area, located near the southwest border of Cherry Hill, is not directly adjacent to any surrounding municipality; however, the Redevelopment Area is within 1,000 feet of Haddon Township and Pennsauken Township municipal boundaries.

Like Cherry Hill, the border with Haddon Township consists of the Cooper River and Cooper River Park. The County park exists on both sides of the river and is designated as such in both Master Plans. Therefore, the existing land uses, master plans, and land use regulations are compatible and consistent.

### **1.3. Camden County Master Plan**

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The 2014 Camden County Master Plan identifies the Redevelopment Area's location as an Inner Ring of Camden County, which includes the County's densest and oldest communities and where a greater share of commercial and industrial development in the County resides. While the County recognizes that there are tracts of land that remain undeveloped, the County encourages that future growth be accommodated through the reuse of previously developed land and reimagine key, underperforming sites to lessen development pressure on the County's rural and undeveloped land.

Furthermore, the Master Plan divides the County into four (4) planning areas, consistent with the State Strategic Plan, and identifies this portion of Cherry Hill as a "Priority Growth Investment Area". Priority Growth Investment Areas are "areas best suited for future investment in growth, development, and redevelopment". Additionally, the County's Community Vision Overlay Map, which provides a framework for a future land use pattern consistent with the vision, principles, and goals for the County, identifies this portion of Cherry Hill as a "Suburban Center" and along an "Active Waterfront" (Cooper River Park). This Redevelopment Plan serves to fulfill the policy goals outlined in the 2014 Camden County Master Plan as provided below:

#### **1.3.a. POLICY GOAL #1**

Promote population and employment growth, development, and redevelopment activities in existing communities that contain existing or planned infrastructure, existing population and employment clusters, and dense settlement patterns.

- The Redevelopment Area is consistent with the County's planning principles as the program for the Redevelopment Plan focuses future growth, development, and investment in the form of revitalization and redevelopment of an underutilized site.

### **1.3.b. POLICY GOAL #6**

Evolve suburban centers to become not just hubs of commerce, but also walkable, mixed-use focal points of the community.

- The Redevelopment Area is consistent with the County's planning principles as the program for the Redevelopment Plan to promote more efficient use of land through more compact forms of housing development; provides for high levels of accommodation for pedestrians and encourages pedestrian-friendly streetscapes; and fosters connectivity to civic and recreational uses at Cooper River Park.

### **1.3.c. POLICY GOAL #9**

Harness the economic and cultural potential of the County's signature destination parks, riverfronts, and open spaces.

- The Redevelopment Area is consistent with the County's planning principles as the program for the Redevelopment Plan to create a unique, vibrant residential community, which will enhance the economic potential and value of Cooper River Park and enhance the access and usability of this great amenity.

## **1.4. State Development & Redevelopment Plan & State Strategic Plan**

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In addition to fulfilling local long-term planning goals, the Redevelopment Area would ensure consistency with the 2001 New Jersey Development and Redevelopment Plan, which identifies Cherry Hill as a Metropolitan Planning Area<sup>1</sup>, and the 2012 Draft State Strategic Plan<sup>2</sup>, which identifies this area as Priority Growth

<sup>1</sup> 2001 New Jersey Development and Redevelopment Plan.

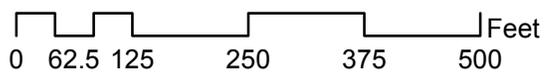
<http://www.nj.gov/state/planning/docs/stateplan030101d.pdf>. Accessed February 2015.

<sup>2</sup> Draft State Strategic Plan. <http://www.nj.gov/state/planning/spc-state-plan-draft-final.html>. Accessed February 2015.

Investment Area (PGIA). According to the State Strategic Plan, a PGIA is "an area where more significant development and redevelopment is preferred and where public and private investment to support such development and redevelopment will be prioritized."

In summary, the redevelopment of the parcels identified as the Park Boulevard Gateway Redevelopment Area is clearly consistent with the Cherry Hill Master Plan and would reinforce key local, County and State smart growth objectives.

Figure 1: Parcels in Redevelopment Site



LEGEND

 Parcels in Redevelopment Area

## 2.0 Vision

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It is the vision of the Township to redevelop the Park Boulevard Gateway Redevelopment Area into a multi-family residential complex composed of high-quality buildings and public spaces. The Township envisions the use of high standards, which shall be used to evaluate the design, and construction of this new, vibrant community. The use of energy efficient design and quality materials, water conservation techniques, best-practices in stormwater management, and other sustainable design and construction techniques are highly encouraged.

### 2.1. Vision Plan

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The vision for the Park Gateway Redevelopment Area is to permit 192 total residential units, and courtyard areas designed for passive and active uses, including an outdoor pool area. The site will incorporate a three- and four-story apartment building and three-story stacked “townhouses” with a mix of on-site surface, and garage parking spaces.

The site plan and architecture shall take major advantage of views and access to Cooper River Park through the use of building orientation, large window openings, balconies and decks, and courtyards. The project shall be lifestyle oriented, focused on young professionals and empty nesters. Site amenities, architectural design and materials shall respond to this vision.

It is expected that redevelopment will substantially conform to illustrative plans and photographic examples that are highlighted throughout this Plan. Figure 2 reflects and represents the vision for the Park Boulevard Gateway Area. The exhibit shows a land use plan and identifies major features and improvements associated with each of the land uses described above; e.g. streets, buffers, open space, building locations, parking areas, pathways, and a variety of site amenities.

The Redevelopment Plan proposes the

demolition and removal of all existing on-site buildings and improvements.

## 3.0 Program

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The Park Boulevard Gateway Redevelopment Area shall have the following program:

1. **Residential:** 192 Dwelling Units
  - i. 15% inclusionary affordable housing units for rental developments.
  - ii. 20% inclusionary affordable housing units for for-sale developments.
2. **Parking Spaces:** Shall comply with RSIS standards and with ADA standards.

The Redevelopment Plan intends to allow the development of:

1. **Multi-family Residential Structure**
  - i. One three and four story multi-family residential structure shall be included in the development.
  - ii. The structure shall include up to 176 units.
2. **Townhouses**
  - i. Two (2) three story stacked apartment structures shall be included in the development for a total of sixteen (16) units.
  - ii. Stacked apartments shall include rear accessed garages.
3. **Pool Area**
  - i. A pool area shall be provided with a minimum area of 800 sf for the pool and 2800 sf for the pool surround (including pool surface area).
4. **Courtyard Area**
  - i. Two courtyard areas shall be provided with a minimum area of 8000 sf for active uses in one courtyard and 6000 sf for passive uses in the other courtyard.
  - ii. Uses shall include fire elements, bar-b-que facilities, and dining areas.

Figure 2: Land Use Plan

**Edges**

- Commercial Edge
- Residential Edge
- NJ Route 70 Edge
- Park Boulevard Edge
- Interior Edge

**Building Type**

- Garage
- 3 & 4 Story Multi-Family
- 3 Story Stacked Townhouse

\*Quality and design of all improvements to be subject to the review and approval by the Redevelopment Entity.

\*Edge Requirements are as noted in Section 4.4 and are exempt from buffer requirements in Township Zoning Ordinance Sec. 508.F.



## 4.0 Land Use

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Land Use Regulations assure that building massing and design work in tandem with the street and parking network to achieve the goals of this Redevelopment Plan. The design and location of all elements shall be subject to review and approval of the Redevelopment Entity for consistency of the goal that elements shall be complimentary to the context of the site.

### 4.1. Applicability

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The following regulations shall apply to the Park Boulevard Gateway Redevelopment Area, known as Block 1.01, Lots 3 & 4; and Block 3.01, Lot 1, and shall supersede regulations within Article IV: Zoning Regulations, Section 405, Section 417, and Section 418, except where the regulations herein are silent, in which case the regulations within Article IV: Zoning Regulations shall govern.

### 4.2. Zoning Map

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Park Boulevard Gateway Redevelopment Area, known as Block 1.01, Lots 3 & 4; and Block 3.01, Lot 1, which are currently designated as Regional Business (B4), Institutional (IN) and Residential (R2), respectively, shall be designated as the Park Boulevard Gateway Redevelopment Area on the Cherry Hill Township Zoning Map. The B4, IN and R2 designations are hereby removed, such that the provisions of the Park Boulevard Gateway Redevelopment Plan represent the only applicable zone and shall not be construed to serve as an “overlay” zone.

### 4.3. Comprehensive Planning

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Redevelopment of the Park Boulevard Gateway Redevelopment Area shall be undertaken as a single, comprehensive plan that incorporates the entirety of the redevelopment area. Subdivision of land within the Redevelopment Area is not permitted but a reduction of land due to required dedication for public purposes (i.e. - street right-of-way) or the addition of

land (i.e. - right-of-way vacation) is permitted. This requirement does not foreclose the consideration of phasing of site development by the Planning Board during the site plan review process.

### 4.4. Edge Requirements

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#### **A** Commercial Edge

1. *Edge Condition:* The Commercial Edge will provide a visual screen between the Redevelopment Site and surrounding areas using dense landscaping. This edge contains no vehicular or pedestrian access.
2. *Building Setback* - N/A
3. *Accessory Structure Setback* - 5'
4. *Parking Setback* - 10'

#### **B** Residential Edge

1. *Edge Condition:* The Residential Edge will provide a visual screen between the Redevelopment Site and surrounding areas using landscaping.
2. *Building Setback* - 20'
3. *Accessory Structure Setback* - 5'
4. *Parking Setback* - 10'
5. Minimum pedestrian circulation - per circulation & parking requirements in 4.5.

#### **C** NJ Route 70 Edge

1. *Edge Condition:* The NJ Route 70 (Marlton Pike) edge aims to create a transition & primary entrance/access area between NJ Route 70 and the Redevelopment Area .
2. Typical crosswalks shall connect sidewalks on either side of the entrance drives per NJDOT requirements.
3. *Building Setback* - N/A
4. *Accessory Structure Setback* - N/A

**D**

**Park Boulevard Edge**

1. **Edge Condition:** The Park Boulevard Edge aims to provide frontage between the Redevelopment Area and Park Boulevard. Buildings will front Park Boulevard, with transparent landscaping and moderate setbacks, and entrances facing the street.
2. A 4' (min) high decorative fence shall define the front yard of the courtyards.
3. The edge shall be defined with clustered street trees, and landscaped planting strip.
4. **Building Setback - 15'**
5. **Accessory Structure Setback - 25'**
6. **Parking Setback - 15'**

**E**

**Interior Edge**

1. **Edge Condition:** The interior edge will provide a visual screen between the Redevelopment Site and Donahue and Hoffman Avenues using transparent landscaping and sidewalk as illustrated to connect the parking area to Park Boulevard along Donahue Avenue.
2. The edge shall be defined with street trees, and a 10' wide street tree planting strip.
3. ***Building Setback - 15'***
4. ***Accessory Structure Setback - 20'***
5. ***Parking Setback - 10'***

***( intentionally blank )***

Figure 3: Circulation Plan

**Circulation**

-  Primary Vehicular
-  Secondary Vehicular
-  Pedestrian
-  Crosswalks

*\*Quality and design of all improvements to be subject to the review and approval by the Redevelopment Entity.*



Park Boulevard

Cooper River Park

## 4.5. Circulation & Parking

The Circulation types and their approximate locations are identified in the Circulation Plan (Figure 3).

### 4.5.a. Path of Circulation - Vehicle

1. Primary Vehicular Circulation: shall allow two-way traffic flow within the Redevelopment Area, connecting NJ Route 70, Park Boulevard and Donahue Avenue.
2. Secondary Vehicular Circulation: shall allow access to surface parking and garage areas, and allow for two-way traffic flow within the Redevelopment Area, connecting to Primary Vehicular Circulation routes.
3. On-street parking is permitted.
  - i. Parking shall comply with RSIS standards and Article V of the Cherry Hill Township Zoning Ordinance and ADA requirements.
4. Curb Cuts
  - i. Curb cuts shall be allowed to provide vehicular access within the Redevelopment Area to parking areas.
  - ii. Curb cuts should be minimized to provide a pedestrian-friendly environment.
5. Traffic Calming Features
  - i. Traffic calming features shall be used with approval from the Redevelopment Entity.
  - ii. Alternative features shall include; as deemed necessary, stop signs, stop bars, textured raised crosswalks, stamped asphalt, roundabouts, and chicanes.

- iii. Specialty paving or stamped asphalt shall be applied at driving surfaces abutting the primary entrance.

### 4.5.b. Path of Circulation - Pedestrian

1. Pedestrian Circulation: shall include public pedestrian walkways consisting of a sidewalk and planting strip with street lights and street trees.

Figure 4: Example of specialty paving that could be used in crosswalks



Figure 5: Parking and Open Space Plan

**Location**

- Garage Parking
- Surface Parking - 90 degree
- Street Furniture Element
- Active Courtyard Area
- Passive Courtyard Area
- Pool

*\*Quality and design of all improvements to be subject to Redevelopment Entity approval.*

**NJ Route 70 (Marlton Pike)**



#### 4.5.c. Parking

1. The location of garage and surface parking shall conform substantially to Figure 5: Parking Plan.
2. Landscape
  - i. Landscaping must conform with Landscaping Requirements outline in §508.G (Off-Street Parking & Loading Areas) of the Cherry Hill Land Use Regulations.
  - ii. All lots must include a minimum of one-hundred fifty (150) square feet of planted area in the parking lot per ten (10) parking spaces.
    - a. These planting areas are in addition to the planting along the edge of the lot.
    - b. For planting islands that are parallel to spaces, islands shall be a minimum of 150 sq ft. Pedestrian walks within planting islands shall be in addition to the landscape area requirements.
    - c. No more than eighteen (18) parking spaces shall be placed in one row of parking without an intervening landscape island parallel to the spaces.
    - d. Ends of all parking rows shall be terminated with isolated landscape planter islands.
    - e. Isolated Landscape Planter Islands, abutting parking aisles, are to measure a minimum of 5 feet wide at the midpoint of each island, measured from the location of island where parking striping abuts Landscape Island, exterior curb face to exterior curb face.
    - f. Street lights shall be incorporated throughout surface parking lots.
    - g. Requirements for planted median for every three rows shall be exempted from 508.G. 5 & 6.
3. Quantity:
  - i. Parking spaces within the Redevelopment Area shall conform to RSIS standards.
  - ii. Garage parking spaces are permitted.

## 4.6. Community Spaces & Site Amenities

### 4.6.a. Site Amenities

The Redeveloper shall provide for the development of the following site amenities:

1. Active and passive courtyards shall be provided.
2. The pool shall be located within the active courtyard space.
3. Street furniture such as benches and trash/recycling receptacles shall be provided at the primary and secondary entrances.
4. Bike racks shall be located within the Redevelopment Area.
5. Site amenities shall be substantially representative of the following aesthetic preferences as shown in illustrations below.

Figure 6: Examples of Community Spaces with applicable site amenities



## Seating



### characteristics:

1. Seating for at least 50 people must be provided throughout the courtyards and pool area.
2. Tables and chairs must be functional and well-maintained.
3. The use of movable tables is encouraged. Tables may be any shape.
4. Seating illustrated in the images represent examples of acceptable tables and chairs.
5. The inclusion of fireplace elements, pergolas, bar-b-que facilities and dining areas, etc., are encouraged.

Courtyard Amenities

## Community Space



### characteristics:

1. The area must be substantially designed as a high quality, well maintained outdoor gathering space that is separated into multiple spaces, divided through landscaping and design elements.
2. A variety of seating options and tables should be provided so that the space may adapt to a variety of passive uses such as reading, eating, or enjoying the company of others.
3. Vibrant seasonal plantings shall be used in landscaping.
4. Outdoor fire pits and/or fireplaces shall be incorporated into the design of one or both of the courtyards.
5. Acceptable hardscape materials include: marble, granite, man-made brick pavers, floated aggregate or patterned concrete and/or stamped and/or dyed concrete or concrete pavers, and wood.
6. Outdoor lighting shall be incorporated as design elements so that courtyard spaces may be utilized after sundown.

Resident Public Space

Private unit space

Pool



characteristics:

1. The pool shall be substantially located as illustrated in Figure 5.
2. The pool area shall be located at the finished floor level +/- of the lobby and shall be fenced in accordance with IBC standards.
3. The design of the pool area shall evoke a spa like atmosphere. Design features and details should be visually interesting.
4. Acceptable hardscape materials include: marble, granite, man-made brick pavers, concrete and floated aggregate concrete.
5. The redeveloper shall endeavor to make the pool a 12-month visual amenity (i.e. without off-season pool cover).

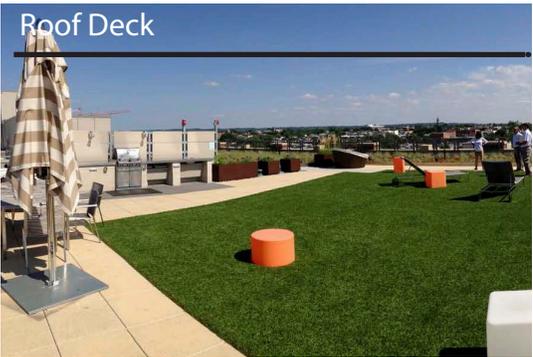
Water Feature



characteristics:

1. The pool shall endeavor to be designed to function in all seasons, as a water feature continuing to function through the winter.
2. The pool, including any water features, shall endeavor to be a 12-month visual amenity.

Roof Deck



characteristics:

1. A roof deck shall be permitted for development residents' access and shall, if provided, include passive seating areas with fixed and movable furniture and planters.



# 5.0 Architectural Regulations

Architectural Regulations assure that design of all structures within the Redevelopment site are to high standards. The design and location of all elements shall be subject to review and approval of the Redevelopment Entity.

The location of all structure types shall substantially conform to Figure 8.

Figure 7: Building Massing



## NJ Route 70 (Marlton Pike)



Figure 8: Building Type Plan

**Building Types**

- 3 & 4 Story Elevator
- Three Story Stacked Townhouse
- Garage

*\*Quality and design of all improvements to be subject to the review and approval by the Redevelopment Entity.*



Park Boulevard

Cooper River Park

## 5.1. Signage

1. Rt. 70 (at Primary building site entrance): shall be a monument sign complying with the Township Zoning Ordinance, Section 517 with a masonry base and materials to match the primary building. The area of the sign message shall not exceed 48 sq. ft. in area and 10 feet in height.
2. Park Blvd (at Primary building site entrance to parking area (west entrance) and at corner of Donahue Ave): each sign shall be a monument sign complying with the Township Zoning Ordinance, Section 517 with a masonry base and materials to match the primary building. The area of each sign message shall not exceed 24 sq. ft. in area and 7 feet in height.
3. Donahue Avenue sign (at Primary building site entrance): shall be a monument sign complying with the Township Zoning Ordinance, Section 517 with a masonry base and materials to match the primary building. The area of the sign message shall not exceed 10 sq. ft. in area and 6 feet in height.
4. The Townhouse area of the project shall not have any signage other than directional and functional signs.
5. A façade sign shall be permitted on the canopies at the primary lobby entrance to the 3 & 4 story building and at the Park Blvd entrance to the lobby of the building. The area of each sign shall not exceed 20 sq. ft and shall consist of channelized, individual letters or such other signage that is consistent with the architectural style of the building.
6. A façade sign shall be permitted on the canopy at the secondary entrance on the north elevation of the 3 & 4 story building at the surface parking area. The area of this sign shall not exceed 15 sq. ft.



## 5.2. Three & Four Story Elevator Building

### 5.2.a. Intent:

The intent of this plan is to develop a residential elevator service loft style building with generous use of windows that respond to the interior floor plan of the building. The building shall use traditional materials found in loft districts throughout the United States, such as brick, masonry, metal, steel, cementitious panel, etc.

### 5.2.b. Location:

The location of the three & four story elevator building is identified in the Building Type Plan (Figure 8). The location of the structure should substantially conform to the Building Type Plan.

### 5.2.c. Architectural Regulations:

The following architectural regulations shall be substantially adhered to for all 3 & 4 story elevator structures. The quality and design of all structures is subject to Redevelopment Entity review and approval.



Architectural Style

Stepbacks



Contemporary Loft Style

### Building massing:

1. Facades longer than 100 feet shall be articulated so as to divide the facade into smaller elements.
2. All facades shall be designed with great attention to detail and quality of material.
3. Facades shall use material variety and changes in massing. All facades shall provide windows, facade offsets, and breaks.
4. No blank or un-articulated facades are permitted.
5. The volumetric configuration of the building shall respond to the context of the site. North, east, and westerly facades shall have offsets in the horizontal plan to address scale; however, the building shall not have any significant offsets in the vertical plane. Recessed window planes, balconies and balconettes shall provide shadow lines. Balconies and balconettes shall further be used to provide units with indoor/outdoor opportunities.
6. The southerly facade, facing Cooper River Park, shall be defined not only with large windows, recessed window planes and balconettes, but also, large building stepbacks on upper floors. The intent is not only to provide architectural interest but also large terraces facing the river for resident use.

Figure 9: Examples of Building Massing and Facade Articulation



**Entrances:**

1. One primary entrance and one secondary entrance to the building shall face the interior surface parking lot and one secondary entrance shall face Park Boulevard.
2. Each of the three major entrances shall be architecturally special, reflecting a message of welcome to visitors and residents. Generous use of glass, architectural treatment around the door surround, and projecting canopies shall be incorporated into the design.

Figure 10: Example of an Entrance Canopy



3. Plazas, sidewalks, and forecourts leading to each of the entrances shall receive special design treatment in the form of pavement materials, landscaping and lighting.
4. Primary entrance shall be accessible and at grade.
5. Interior lobbies shall be visible from the exterior.
6. All service and emergency doors shall be integrated into the architectural design.

**Roofs:**

1. Roofs shall be compatible with the structures to which they visually relate and shall be consistent with and be a defining aspect of its architectural style.
2. Building roofs visible to the public are to be uncluttered. Vertical roof projections such as vents or roof mounted equipment shall be screened from public view other otherwise integrated into the architecture.
3. All penetrations through the roof shall be organized in a manner that is compatible with the architectural form of the building and/or screened from view by parapet walls or an approved enclosure or screen.
4. Roof decks may be permitted at the 4th level of the structure in addition to a community-accessible roof level deck at the 4th level.
5. Green roofs are permitted and encouraged.

**HVAC:**

1. All HVAC systems shall be screened or minimized from public view and from adjacent properties. Screening shall be designed to blend with the architecture of the building.
2. All utility and related appurtenances shall be located underground, inside the principal building or structure, or screened from public view by appropriate architectural and landscape materials (subject to utility company regulations and standards).
3. Building related equipment, such as generators, shall be screened and landscaped from view and located within the building setback.

## Materials:

1. Exterior building facades shall be composed of two dominant materials and not more than two additional materials.
2. The use of high intensity colors are not permitted. All building trim shall be a uniform color.
3. Permitted building facade materials:
  - i. Brick, Stone, Cast Stone or other forms of masonry.
  - ii. Clear Glass (frosted, etched or opaque glass are limited to 10%)
  - iii. Metal Panel
  - iv. Steel
  - v. Cementitious Siding Material
  - vi. Finished woods
  - vii. Composite-based materials (such as Azek)

Figure 11: Examples of Materials



material change to break scale

4. Permitted roofing materials:
  - i. Standing metal seam
  - ii. Copper
  - iii. Natural or artificial slate
  - iv. Rubber sheet roofing
  - v. Asphalt or fiberglass “architectural” shingles
  - vi. TPO
  - vii. EPDM or other layered roof system
5. Permitted patio materials:
  - i. stone
  - ii. slate
  - iii. brick
  - iv. concrete, poured with floated aggregate or patterned
  - v. decorative paver
  - vi. wood or Dura Deck

- vii. fiberglass

## Fenestration:

1. Windows shall comprise of at least 20% of each facade.
2. Windows casings and mullions shall match windowframe color.

## Patios/Balconies/Terraces:

1. Patios and balconies shall generally be located on the front and back facade, as well as with the interior Park Boulevard courtyards, but may occasionally be located on the side of a structure.
2. The size of patios and balconies shall be a minimum of 4 feet deep from the front wall of the dwelling to the enclosed patio rail.
3. Balconettes shall protrude a range of 6 to 24 inches from the front wall of the dwelling to the enclosed patio rail.
4. Balconies are permitted to have roofs, but are required to be open, un-airconditioned spaces.
5. Balconies shall match the architectural language of the building, using complimentary details and materials.
6. Vertical underside clearance of all balconies shall be at least 9 feet.
7. Patios at ground level are excluded from required setbacks.
8. Balconies must meet all required setbacks.
9. Railings shall be a contemporary style of aluminum, steel, or vinyl clad aluminum. Pressure-treated railings are prohibited.

Figure 12: Example of Balcony and Balconette Style



### 5.3. Three Story “Townhouses”; Stacked Apartments

#### 5.3.a. Intent:

The intent of this plan is to develop contemporary urban three story stacked apartments to create a “Townhouse” appearance, reflecting a contemporary walkable urban configuration where units front on Park Boulevard with vehicle parking and vehicle access from the rear using private garages.

#### 5.3.b. Location:

The location of the Townhouse structures are identified in the Building Type Plan (Figure 8). The location of the structures should substantially conform to the Building Type Plan.

#### 5.3.c. Architectural Regulations:

Architecture shall be contemporary with windows reflecting interior floor plan usage, and shall have a strong design relationship to the main 3 & 4 story building.

The following architectural regulations shall be adhered to for all three story stacked townhouse structures. The quality and design of all structures is subject to Redevelopment Entity approval.



#### Building Variation:

1. Building design shall incorporate both horizontal and vertical elements such as: material change, offsets, window placement, balconies, bays, and banding to break the scale of large structures.
2. All facades shall be designed with great attention to detail and quality of material.
3. There shall be no blank or un-articulated facades. All facades fronting streets shall have windows.
4. The size and location of windows within the facade shall reflect interior floorplans.
5. Entryways shall be prominent features in the facade.

#### Size:

1. Maximum building width - 110 feet +/-
2. Maximum building length - 65 feet +/-
3. Maximum building height - 3 stories and 45 feet

### Offsets:

1. Minimum front yard setback – 15 feet
2. Minimum side yard setback – 15 feet
3. Minimum rear yard setback – 15 feet

### Entrances:

1. Primary entrances to each unit shall be located facing a street, and shall be clearly identifiable and appropriately articulated.
2. Entry porches shall be permitted.
3. All front steps shall be masonry. Wood front steps are not permitted.
4. Front doors shall be wood, steel, fiberglass, or framed glass.

### Roof Shape:

1. Roofs shall be compatible with the 3 & 4 story building and shall be consistent with and be a defining aspect of its architectural style.

### HVAC:

1. All HVAC systems shall be screened or minimized from public view and from adjacent properties. Screening shall be designed to blend with the architecture of the building.
2. All utility and related appurtenances shall be located underground, inside the principal building or structure, or screened from public view by appropriate architectural and landscape materials (subject to utility company regulations and standards).
3. Building related equipment, such as generators, shall be screened and landscaped from view and shall be located within the building setback.

### Materials:

1. Exterior building facades shall be composed of two dominant material and not more than two additional materials.
2. The use of high intensity colors are not permitted.
3. Permitted building facade materials:
  - i. Brick, Stone, Cast Stone or other forms of masonry.
  - ii. Clear Glass (frosted, etched or opaque glass are limited to 10%)
  - iii. Metal Panel
  - iv. Steel
  - v. Cementitious Siding Material
  - vi. Finished woods
  - vii. Composite-based materials (such as Azek)

### 4. Permitted roofing materials:

- i. Standing metal seam
- ii. Copper
- iii. Natural or artificial slate
- iv. Rubber sheet roofing
- v. Asphalt or fiberglass “architectural” shingles
- vi. TPO
- vii. EPDM or other layered roof system

### 5. Permitted patio materials:

- i. stone
- ii. slate
- iii. brick
- iv. concrete, poured with floated aggregate or patterned
- v. decorative paver
- vi. wood or Dura Deck
- vii. fiberglass

### Fenestration:

1. All glass shall be clear and not have a mirrored finish.
2. Windows shall comprise of at least 20% of the Park Boulevard facade.
3. Windows casings and mullions shall relate to the 3 & 4 story building.

### Decks/Balconies/Terraces:

1. Decks and balconies shall generally be located on the primary facade, but may occasionally be located on the side of the structures.
2. The size of decks and balconies shall be a minimum of 4 feet deep from the front wall of the dwelling to the enclosed rail.
3. Balconies are permitted to have roofs, but are required to be open, un-conditioned spaces of a building.
4. Balconies shall match the architectural language of the building, using complimentary details and materials.
5. Vertical underside clearance of all balconies shall be at least 9 feet.
6. Porches and balconies must meet all required setbacks.
7. Porch railings shall be a contemporary style of wood, wrought iron, composite, vinyl clad aluminum or steel, and shall be painted or stained. Pressure-treated railings are prohibited.

## Garages & Driveways:

1. All garage doors must be in keeping with the contemporary architectural style of the structure.
2. Landscaped planting strips shall be placed between all adjacent driveways.
3. Driveways are permitted to front on and access the unnamed street.

## 5.4. Garages

### 5.4.a. Location:

The location of garage parking structures are identified in the Building Type Plan (Figure 8). The location of structures should substantially conform to the Building Type Plan.

### 5.4.b. Architectural Regulations:

The following architectural regulations shall be adhered to for all garage parking structures. It is expected that all garage parking structures are built to the same standard as dwelling structures within the Redevelopment Area. The quality and design of all garage parking structures is subject to Redevelopment Entity approval.



#### Size:

1. Maximum building width - 100 feet
2. Maximum building depth - 25 feet
3. Maximum building height - 1 story and 35 feet

#### Offsets:

1. Minimum front yard setback - 0 feet
2. Minimum side yard setback - 5 feet
3. Minimum rear yard setback - 5 feet

#### Architecture:

1. All garage parking structures shall be architecturally compatible to the style of the primary structures within the redevelopment area.

#### Roof Shape:

1. Roofs shall be compatible with the structures to which they visually relate and shall be consistent with and be a defining aspect of its architectural style.
2. Roofs shall be compatible with the main 3 & 4 story building.

#### Utilities:

1. All utility and related appurtenances shall be located underground, inside the garage structure, or screened from public view by appropriate architectural and landscaping materials (subject to utility company regulations and standards).

#### Materials:

1. All materials shall be substantially similar to materials used on primary structures within the Redevelopment Area.
2. All materials shall be of high quality and easy to maintain.

## **6.0 General Provisions**

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### **6.1. Redevelopment Entity**

The Township Council shall act as the “Redevelopment Entity” pursuant to N.J.S.A. 40A-12A-4.c for purposes of implementing this Redevelopment Plan and carrying out redevelopment projects. In doing so, the Township Council shall have the powers set forth in N.J.S.A. 40A-12A-8 to effectuate all of its duties and responsibilities in the execution and implementation of this Redevelopment Plan.

### **6.2. Planning Board Review**

Development review shall be conducted by the Cherry Hill Township Planning Board pursuant to N.J.S.A. 40:55D-1, et seq. Any deviation from “Section 3 – Program: Units & Amenities”, “Section 4 – Land Use Regulations” and “Section 5 – Architectural Regulations” shall constitute a variance. The Cherry Hill Township Planning Board may grant deviations from the strict application of the regulations contained within this Redevelopment Plan in accordance with the provisions of N.J.S.A. 40:55D-60 and -70c, with the exception that the Planning Board shall not grant deviations pursuant to N.J.S.A. 40:55D-70d.

### **6.3. Acquisition of Property**

It is anticipated that any property to be acquired within the Redevelopment Area will be purchased and assembled by private development interests and/or by the Redeveloper. However, if acquisition in this manner proves unsuccessful, municipal acquisition by eminent domain will be pursued in order to create properly planned and developable parcels of land. The Township reserves all rights to seek reimbursement for the costs of acquisition from any and all available public or private funds including pursuant to an arrangement with any redeveloper.

### **6.4. Relocation Provisions**

The designated Redeveloper shall, at its sole cost and expense, be responsible for providing Relocation Assistance to any and all aspects of the business being displaced. Redeveloper shall comply with the requirements of the Relocation Assistance Act, N.J.S.A. 20:4-1, and the Relocation Assistance Law, N.J.S.A. 52:31B-1 et seq., if applicable.

### **6.5. Affordable Housing**

Article X: Affordable Housing Procedural & Eligibility Requirements of the Cherry Hill Zoning Ordinance was adopted to ensure the efficient use of land through compact forms of development and to create realistic opportunities for the construction of affordable housing and to mandate inclusionary zoning that fosters minimum presumptive densities and presumptive maximum affordable housing set-asides. As such, the Ordinance requires that every multi-family development in the Township and any use (d) variance application for multi-family residential development provide a minimum of set-aside 20% for for-sale housing and a 15% set-aside for rental housing. Development within the Redevelopment Area shall be subject to all of the provisions of Article X of the Cherry Hill Township Zoning Ordinance.

### **6.6. Procedure for Amending the Redevelopment Plan**

This Plan may be amended from time to time upon compliance with the requirements of law. If there is a designated Redeveloper, as provided under N.J.S.A. 40A:12A-1 et seq., said Redeveloper shall pay for the costs to amend the Redevelopment Plan in accordance with Article IV of the Cherry Hill Township Zoning Ordinance. If no Redeveloper has been designated, the appropriate agency and/or entity shall be responsible for any and all costs. No amendment of this Plan shall be approved without the review and recommendation of the Cherry Hill Township Planning Board.

## 7.0 Appendices

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1. Resolution 2014-11-6
2. Resolution 2015-4-20

# Appendix 1

RESOLUTION 2014-11-6

**RESOLUTION AUTHORIZING THE CHERRY HILL TOWNSHIP PLANNING BOARD TO UNDERTAKE A PRELIMINARY INVESTIGATION TO DETERMINE IF THE AREA KNOWN AS THE PARK BOULEVARD GATEWAY STUDY AREA, ALSO KNOWN AS BLOCK 1.01, LOTS 3, 4, 5 & 6 AND BLOCK 3.01, LOT 1 QUALIFIES AS AN AREA IN NEED OF REDEVELOPMENT AND AS A "CONDEMNATION REDEVELOPMENT AREA" IN ACCORDANCE WITH LOCAL REDEVELOPMENT AND HOUSING LAW AND TO PROVIDE RECOMMENDATIONS TO TOWNSHIP COUNCIL**

**WHEREAS**, in accordance with the procedures set forth in the Local Redevelopment and Housing Law ("LRHL"), N.J.S.A. 40A:12A-1, et. seq., the Township of Cherry Hill (the "Township") seeks to identify an area in need of redevelopment, potentially develop a plan for the redevelopment of such an area, and to undertake or oversee the redevelopment of such area; and

**WHEREAS**, pursuant to N.J.S.A. 40A:12A-6, no area of a municipality shall be determined a redevelopment area unless the governing body of the municipality, by resolution, authorizes the Planning Board to undertake a preliminary investigation to determine whether the proposed area is an area in need of redevelopment according to the criteria set forth in N.J.S.A. 40A:12A-5 and in accordance with the procedures set forth in N.J.S.A. 40A:12A-6 (the "Preliminary Investigation"); and

**WHEREAS**, pursuant to N.J.S.A. 40A:12A-6, a Preliminary Investigation is to be undertaken upon public notice and public hearing as provided in the LRHL; and

**WHEREAS**, the Township hereby designates property known as the Park Boulevard Gateway Site, also known as Block 1.01, Lots 3, 4, 5 & 6 and Block 3.01, Lot 1, on the Township's Tax Map, as the "Park Boulevard Gateway Study Area" for purposes of a Preliminary Investigation; and

**WHEREAS**, the Township hereby authorizes and directs the Planning Board to undertake a Preliminary Investigation and conduct a public hearing to determine whether the "Park Boulevard Gateway Study Area," qualifies as an area in need of redevelopment pursuant to the criteria set forth in N.J.S.A. 40A:12A-5 and to prepare a Preliminary Investigation Report and to include any and all recommendations respecting designation of the "Park Boulevard Gateway Study Area" as an area in need of redevelopment therein; and

**WHEREAS**, a determination that the "Park Boulevard Gateway Study Area" qualifies as an area in need of redevelopment shall authorize the Township to use all those powers provided by the New Jersey Legislature for use in a redevelopment area, including the power of the power of eminent domain (a "Condemnation Redevelopment Area"), as provided under N.J.S.A. 40A:12A-6; and

**WHEREAS**, the Township hereby further directs that the Planning Board shall provide that the notice of public hearing specifically state that a redevelopment area determination shall authorize the Township to exercise the power of eminent domain to acquire any property in the delineated area; and

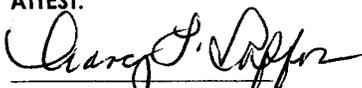
**NOW, THEREFORE, BE IT RESOLVED** by the Township Council of the Township of Cherry Hill, County of Camden and State of New Jersey that:

1. The Cherry Hill Township Planning Board is hereby directed to undertake a preliminary investigation and conduct a public hearing to determine whether the Park Boulevard Gateway Study Area, also known as Block 1.01, Lots 3, 4, 5 & 6 and Block 3.01, Lot, qualifies as an area in need of redevelopment and as a "Condemnation Redevelopment Area," such that the municipality may use all those powers provided in the Legislature for the use in a in a designated area in need of redevelopment, including the use of eminent domain, pursuant to N.J.S.A. 40A:12A-1 et seq.; and
2. The Department of Community Development and its consultants are hereby directed to assist the Planning Board in conducting the preliminary investigation for the Park Boulevard Gateway Study Area, known as Block 1.01, Lots 3, 4, 5 & 6 and Block 3.01, Lot 1; and
3. The Planning Board shall submit its recommendations to Township Council, in accordance with N.J.S.A. 40A:12A-6, once the preliminary investigation and public hearing process is completed.

**BE IT FURTHER RESOLVED**, that this resolution shall take effect immediately.

ADOPTED: NOVEMBER 12, 2014

ATTEST:

  
NANCY L. SAFFOS, RMC  
TOWNSHIP CLERK

  
COUNCIL PRESIDENT

RESOLUTION 2015-4-20

**RESOLUTION DESIGNATING THE "PARK BOULEVARD GATEWAY STUDY AREA," KNOWN AS BLOCK 1.01, LOTS 3 AND 4, AND BLOCK 3.01, LOT 1, AS AN AREA IN NEED OF REDEVELOPMENT AND DIRECTING THE CHERRY HILL TOWNSHIP PLANNING BOARD TO PREPARE A REDEVELOPMENT PLAN IN ACCORDANCE WITH THE LOCAL REDEVELOPMENT AND HOUSING LAW**

**WHEREAS**, the Cherry Hill Township Council directed the Planning Board by resolution, dated November 12, 2014, to undertake a preliminary investigation to determine if the area known as the "Park Boulevard Gateway Study Area," known as Block 1.01, Lots 3 and 4, and Block 3.01, Lot 1, on the Township's Tax Map ("the Property"), satisfies the criteria for designation as an area in need of redevelopment pursuant to the Local Redevelopment and Housing Law ("LRHL"), N.J.S.A. 40A:12A-1, et. Seq., as amended, and as a "Condemnation Redevelopment Area," such that the municipality may use all those powers provided in the Legislature for the use in a in a designated area in need of redevelopment, including the use of eminent domain, pursuant to NJSA 40A:12A-1 et seq.; and

**WHEREAS**, the Planning Board prepared a map of the study area and undertook a preliminary investigation in accordance with the requirements of N.J.S.A. 40A:12A-6 to determine whether the Property qualifies as an area in need of redevelopment as provided under the LRHL, N.J.S.A. 40A:12A-5; and

**WHEREAS**, the Planning Board conducted a public hearing on April 6, 2015 and April 20, 2015, where the Planning Board, among other things, provided an opportunity to hear all persons who were interested in or would be affected by the determination that the delineated area is a redevelopment area; and

**WHEREAS**, at the public hearing the Planning Board reviewed the findings of the Preliminary Investigation Study for the Property ("the Study") prepared by Robert Melvin, PP, AICP of GroupMelvinDesign, dated March 26, 2015, heard expert testimony from Mr. Melvin and received public comment; and

**WHEREAS**, the Planning Board by a unanimous vote of its members concluded that the Property is characterized by those conditions set forth at "criteria a" and "criteria d" of the LRHL, N.J.S.A. 40A:12A-5a and N.J.S.A. 40A:12A-5d, and pursuant to the authority of Article VIII, Section III, paragraph 1 of the Constitution, whereas a redevelopment area may include lands, buildings, or improvements which of themselves are not detrimental to the public health, safety or welfare, but the inclusion of which is found necessary, with or without change in their condition, for the effective redevelopment of the area of which they are a part, as set forth in the Study, and recommended that the Township Council designate the Property as an area in need of redevelopment; and

**WHEREAS**, the Township Council has received and considered the recommendation from the Planning Board that the Property be deemed an area in need of redevelopment; and

**WHEREAS**, the Township Council accepts the findings and recommendations of the Planning Board, and the Study, that the condition of the Property satisfies "criteria a" and "criteria d" of the LRHL, N.J.S.A. 40A:12A-6a and N.J.S.A. 40A:12A-5d, and pursuant to the authority of Article VIII, Section III, paragraph 1 of the Constitution, whereas a redevelopment

area may include lands, buildings, or improvements which of themselves are not detrimental to the public health, safety or welfare, but the inclusion of which is found necessary, with or without change in their condition, for the effective redevelopment of the area of which they are a part, and endorses and incorporates those findings by reference, meets one or more of the criteria set forth in Section 5 of the LRHL, and concludes that the Property may be and should be declared an area in need of redevelopment as provided under the LRHL;

**WHEREAS**, the Township Council hereby also authorizes and directs the Planning Board to prepare a Redevelopment Plan, pursuant to N.J.S.A. 40A:12A-7(f) and transmit the proposed plan to the Governing Body for its adoption.

**NOW, THEREFORE, BE IT RESOLVED**, by the Township Council of the Township of Cherry Hill in the County of Camden, New Jersey, that the findings, conclusions and recommendations of the Planning Board are accepted, and the Study endorsed, and that the area known as the "Park Boulevard Gateway Study Area," known as Block 1.01, Lots 3 and 4, and Block 3.01, Lot 1, on the Township's Tax Map, is hereby determined to be and is designated as an area in need of redevelopment pursuant to the LRHL and designates the Property area in need of redevelopment.

**BE IT FURTHER RESOLVED**, that the Township Clerk shall cause notice of this determination to be served, within ten (10) days hereof, upon all record owners of property located within the delineated area, those whose names are listed on the tax assessor's records, and upon each person who filed a written objection thereto and stated, in or upon the written submission, an address to which notice of determination may be sent, as provided by N.J.S.A. 40A:12A-6b(5)(d).

**BE IT FURTHER RESOLVED**, that the Township Clerk shall deliver a copy of this Resolution, signed and sealed, to the Commissioner of the New Jersey Department of Community Affairs pursuant to the requirements of N.J.S.A. 40A:12A-6b(5)(c).

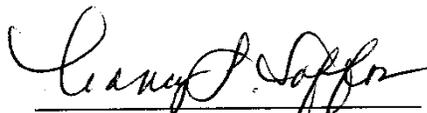
**BE IT FURTHER RESOLVED**, that the Township Council hereby authorizes and directs the Planning Board to prepare a Redevelopment Plan, pursuant to N.J.S.A. 40A:12A-7(f) and transmit the proposed plan to the Governing Body for its adoption.

**BE IT FURTHER RESOLVED**, that this resolution shall take effect immediately.

**ADOPTED: APRIL 27, 2015**

  
\_\_\_\_\_  
**COUNCIL PRESIDENT**

**ATTEST:**

  
\_\_\_\_\_  
**NANCY L. SAFFOS, RMC  
TOWNSHIP CLERK**