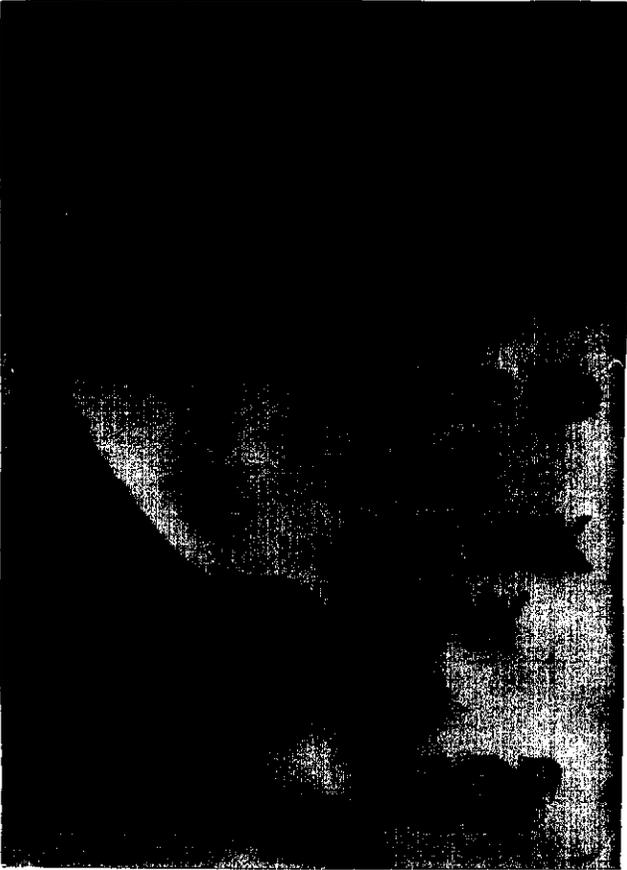


I. Overview

A. Community Vision Statement



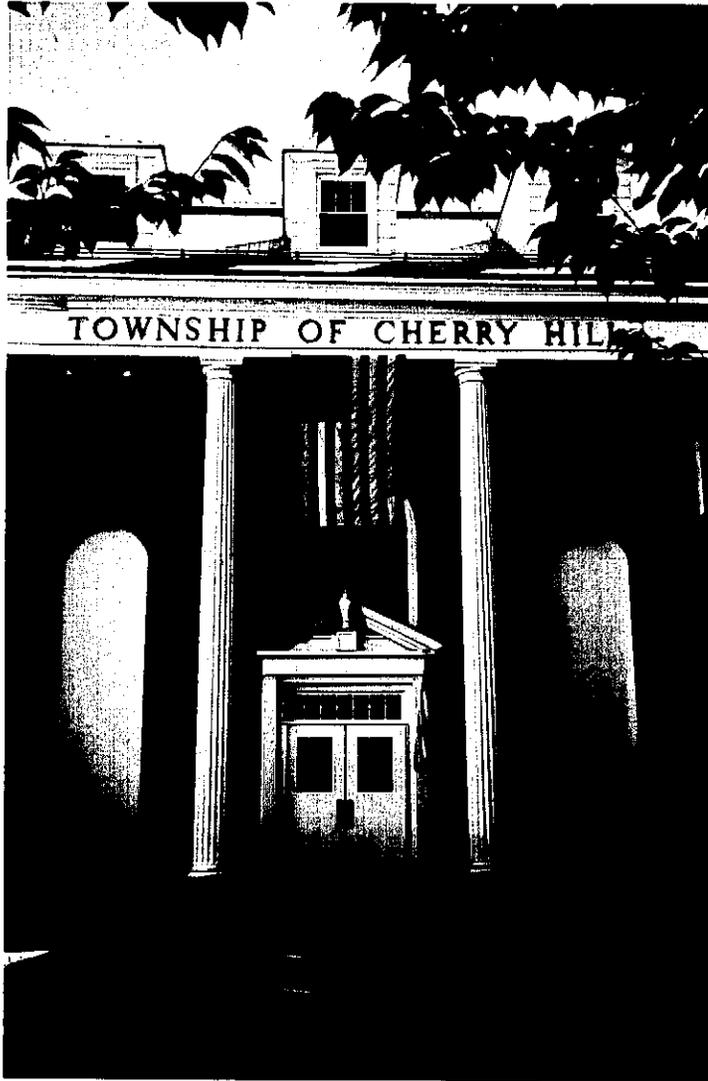
Envision a community that provides a desirable place to live, work and play yet continues to attract businesses of national and international importance. Big city firms are clamoring to stake a claim to office space in the community because of the economic growth and development in the outlying suburbs. Imagine a place with neighborhoods offering such cultural and economic diversity that housing is available for all socio-economic groups; housing opportunities abound ranging from single family on all sizes of lots to duplexes, townhouses, apartments, independent senior housing and assisted living units. Seniors will not have to leave town in order to scale down and live independently. Children and senior citizens in neighboring age appropriate day care facilities will interact on a daily basis. Lives will be enriched by this "adoptive" relationship. Imagine Cherry Hill.

Imagine these neighborhoods linked to a network of business centers serving local, regional, and state needs. This proximity to business centers creates a balance between housing and employment that provides choices for people who want to work near home and shorten commuting times. Imagine a town where half of the vehicles use electric or hydrogen based energy, where information is dispersed from one high tech company to another and to the community with lightening speed. Imagine a commuting system where workers can walk, bike or ride their powered "scooters" to work along tree lined pathways without conflict with automobile traffic. Imagine Cherry Hill.

Imagine modern infrastructure and services in the form of roads, schools, recreation areas and public utilities available to serve all the needs of the population. Year after year, the Cherry Hill School system produces students of exceptional academic, athletic and cultural awareness. An improved Township web site allows the School District and Library patrons to share and learn from on-line services. The youth sports programs perennially perform at the top level in the state.

Imagine park officials and school administrators working together to provide performing and visual arts opportunities for young and old alike. Imagine Cherry Hill.

Cherry Hill has long been considered a town of neighborhoods. Soon, the former Garden State Race Track will blossom into Cherry's Hill's newest neighborhood in the form of a downtown. A sense of place - near the mall, near Town Hall, shall enhance Cherry Hill's identity. Imagine a downtown in Cherry Hill.

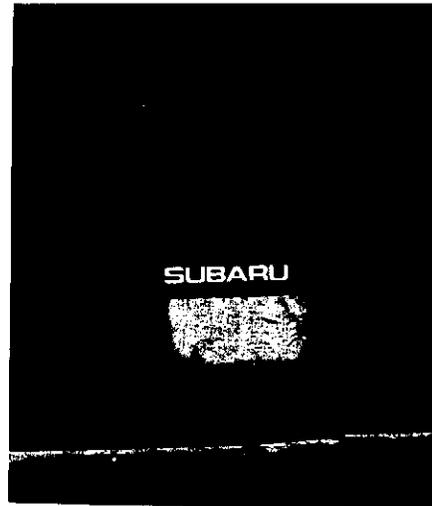


Cherry Hill Township Municipal Building

B. Introduction

The qualities that make a community a desirable place to live, work and play are as varied as the individuals who choose to inhabit it. Some individuals are in search of good schools, safe neighborhoods and abundant shopping. Others look for proximity to work, public transport opportunities, cultural variety and affordable housing. It is a unique and rare environment that offers all of these attributes. Cherry Hill Township is such a place!

A source of strength of Cherry Hill is in the business community. Several companies have positioned their world or regional headquarters within its borders. Cherry Hill is the fourth largest township in Camden County with a land area of 24.3 square miles. Strategically located around major arterials leading to Philadelphia, Cherry Hill's location makes it a community with exceptional economic opportunities. Cherry Hill is currently an important part of a regional marketplace, and continues to expand.



Lockheed Martin and Subaru have offices in Cherry Hill

There are approximately 4.5 million square feet of office space in the Township (including close to a million square feet of Class A office space) as well as 3.5 million square feet of retail space, and 3.3 million square feet of industrial/warehouse space. The successful business climate in Cherry Hill is the positive result of communication and cooperation amongst local businesses, the Township, staff, volunteers and frequent input from its residents.

Cherry Hill Township has a system of convenient, cost-effective, and integrated transportation options that provide mobility, support economic growth, promote safety, minimize environmental impact, and ensure a high quality of life. A combination of public transportation options such as the NJ Transit bus and rail service and the PATCO rail system provide transportation service for commuters wishing to access businesses. New opportunities at Garden State Park may expand opportunities to utilize public transit.

Cherry Hill's redevelopment and renaissance is the result of specific focus on making the Township a better place, day by day. This master plan is an important step in the continued process of revitalization that Cherry Hill enjoys.

C. Planning Board Mission Statement

The Cherry Hill Township Planning Board seeks to enhance the quality of life in Cherry Hill Township, to help implement the goals and recommendations of the master plan, and to promote citizen, business and Township cooperation in the development and planning process. As Cherry Hill works on planning its communities, complex development issues emerge. They range from concerns over balancing development with environmental integrity, smart growth management, and affordable housing opportunities, encouraging uses that will allow Cherry Hill to stay competitive in the job market and maintaining the unique physical attributes that contribute to the quality of life in the Township.

In order to achieve this mission, the Cherry Hill Planning Board identifies the following responsibilities:

- ◆ Judge land use applications in accordance with state and local regulations and strive to ensure that all permitted development is designed to enhance surrounding land uses in conformance with the zone plan.
- ◆ Make recommendations to the Township Council regarding revisions to land use ordinances in response to new demands for housing, commercial, and industrial uses while adhering to the goals and objectives of the Master Plan.
- ◆ Promote discussion with the citizens regarding the needs and concerns of individual neighborhoods and the community at large.
- ◆ Engage in ongoing dialogue with the Zoning Board of Adjustment to monitor the number of zoning requests that may indicate a need for a change in zoning or a land use regulation.
- ◆ Engage in ongoing dialogue with adjacent municipalities, the county, and state government on issues that affect the well being of Cherry Hill Township.

D. The Master Plan Process

The development of the Plan was a collaborative process involving the master plan consultant, the Department of Community Development, other Township departments, Planning Board members, and the public. In order to address all issues within the community equitably, the Township was divided into eight (8) sub areas or districts. Public meetings were held within each area to identify assets, issues, and opportunities, and to formulate a vision for the future of the district. These visions and ideas were considered individually and as components of the whole Township. Participants worked together to identify necessary pedestrian and roadway improvements, appropriate types and locations of land uses, and how residential and commercial areas can be designed to improve the overall function and appearance of these communities. In addition, meetings were held with the Cherry Hill Economic Development Council, the Township Council, the Planning Board and they Zoning Board to solicit input.

The Master Plan outlines a strategy that responds to the challenging issues now facing the Township. It is a guide that re-establish and refines planning and developmental policies set in motion by previous plans.

This plan relates to the development and interrelationship of future uses of land, housing, circulation, recreation and open space, and the expansion of community facilities and services. It consists of a document and a series of photographs, tables and maps. The document addresses the history and character of the community as it pertains to land use, zoning, circulation, open space and recreation, utilities, community facilities and community design.

The plan must be periodically reexamined to address changes in the conditions affecting the basic assumptions upon which the plan is based. Its strength, however, is predicated on the interaction of all components. The acceptance of each element must include the consideration of its impact on the other elements. Only in this manner can modifications be made without undermining the integrity of the plan as a whole.

The plan is a guide for the future development and redevelopment of Cherry Hill Township. This plan can serve as a reference document to which regional, state; county and other public or private agencies can relate their respective planning and development discussions. The master plan reflects the Planning Board's forethought regarding each of the master plan elements.

E. The Master Plan Defined

The Municipal Land Use Law (Chapter 291, Laws of N.J. 1975, amended; N.J.S.A. 40:55D-1 et. seq.) provides for the adoption of a master plan by the Planning Board. The master plan is comprised of a statement of land use, maps and various elements. The Cherry Hill Master Plan is a comprehensive plan that includes all the elements as defined in the Land Use Law. The plan presents Cherry Hill's planning principles, objectives, and policies for the physical, social, and economic development of the community. The master plan contains the following elements; land use, housing and population, circulation, community facilities, recycling, utility service, recreation, conservation, economic development, and historic preservation.

The first master plan for Cherry Hill Township was prepared in 1966, with a re-examination report completed in 1973. Those plans provided a basis for planning the tremendous amount of growth that occurred during that time period which was mainly large scale residential and retail developments. Following a re-examination of the master plan in 1976, new development regulations were adopted. In 1984, Cherry Hill adopted its second comprehensive master plan. That document responded to the pressures of preserving existing neighborhoods, improving circulation patterns, and providing the basis for infill development.



Locustwood Cemetery

In 1987, the Planning Board prepared a Housing Element in accordance with the Fair Housing Act of 1985 and submitted this plan element to the Council on Affordable Housing for certification. The Township completed the mediation process and several issues remained unresolved. As a result of the inability to resolve all issues during mediation, the Township went before the New Jersey Supreme Court for resolution. These issues were resolved in 1995 via a vacant land settlement.

In 1990 and 1996, the Township again re-examined its inventory and general master plan document. Those documents stated the major problems and objectives relating to land development in the municipality. Both re-examination reports recommended that a new master plan be prepared to address increased development pressure on residential neighborhoods via numerous attempts to infill bypassed parcels with intense land uses.



Columbia Lake

F. Goals, Objectives, Principles, Policies and Standards

The Municipal Land Use Law requires that the master plan provide a statement of goals, objectives, assumptions, policies and standards upon which the constituent proposals for the physical, economic, and social development of the municipality are based. (NJSA 40:55D-28). The goal-setting phase of the master plan process is the foundation upon which the remainder of the master plan is based. In establishing goals and objectives, we are seeking a vision for the future of Cherry Hill Township. This vision is reflected in all of the elements of the master plan. As part of this process, eight public meetings were held in various locations throughout Cherry Hill to solicit input from the community. In addition to these meetings, interviews were conducted with directors and staff of all departments within the Township. The goals are general and are intended to provide a framework for directing development and preservation, while the objectives provide a more specific way to implement the stated goals.

In order to guide the development strategy for Cherry Hill Township, specific goals have been recommended by the Planning Board. They are based upon the various master plan proposals for the physical, economic and social development of the Township. These goals have been organized into broad categories that correspond to the major elements of the master plan.

Goals and Objectives

The primary goal of Cherry Hill Township is to maintain a well-balanced community in which to live, work and recreate in a clean and safe environment. This includes housing, business, industrial, recreation, and open space opportunities to meet the diverse needs of the citizenry's dissimilar ages, ethnic groups, and income levels. In addition, the Planning Board and the governing body seek to enhance the historical, environmental, and cultural resources of the community. Preservation of these resources is integral to maintaining the character and quality of life that is identified with Cherry Hill Township.

Objectives provide specific means to ensure that future development will be compatible with the Township's planning goals. In order to achieve the stated goals, objectives need to address several conditions including community highways, facilities and services, natural features, existing development characteristics and available land. By organizing these objectives into the various plan elements, a clear understanding of the many considerations addressed within the master plan is presented.

Listed below is a summary of the objectives found in each of the elements that comprise the master plan. This broad goal underlies a series of specific objectives and recommendations.

General Master Plan Goals

The Cherry Hill Planning Board embraces the following primary goals:

- Maintain a balance of land uses within the Township that encourage living, working, and recreation within the community.
- Preserve and expand open space systems.
- Preserve and protect the character of established residential neighborhoods.
- Preserve and protect the natural heritage, both environmental and cultural.
- Balance new development and ratables with the needs of the community.
- Encourage economic and employment growth.
- Rezone land to promote the goals outlined in this document.
- Encourage the use of current technologies for businesses and for energy conservation.
- Maintain, enhance and further develop a strong “sense of place” distinctive to the Cherry Hill community.
- Protect and preserve established residential neighborhoods.
- Protect and preserve established senior citizen developments and continue to encourage senior citizen housing developments.
- Revise the land use ordinances to insure compatibility with new growth demands for housing, commercial and industrial uses within the community.
- Continue the dialogue among the citizens and businesses regarding the needs and concerns of neighborhoods and the business community.

Land Use

Specific Objectives

- Oversee the redevelopment of Garden State Park to insure that it creates a lasting positive contribution to the Township.
 - a. Encourage the design of open and public spaces that are meaningful to the future residents of the development and to the community.
 - b. Encourage the development of various housing types.
 - c. Encourage a plan that is pedestrian oriented.
 - d. Encourage a plan that provides a link to the train station.
 - e. Encourage a living/working area within the community. A gathering place identified by the phrase “Meet me at the horses!”

- Develop a comprehensive bicycle and integrated jogging trail and sidewalk system throughout the community.
- Establish a renewed consistency between land use and zoning districts.
- Encourage redevelopment of existing land uses along Haddonfield Road between Route 70 and Chapel Avenue.
- For all commercial and industrial properties, establish design criteria that minimize the impact of parking, traffic, noise, illumination, signage, and smoke odors, etc.
- Continue to improve buffers for new development or redevelopment adjacent to established residential areas.
- Rezone areas of the community where appropriate, to reflect current uses.
- Analyze improvements in commercial areas such as Haddonfield Road, Route 38, Springdale Road, and Route 70 for renewed viability.
- Encourage redevelopment wherever needed.
- Preserve and enlarge current open space within the Township.

Circulation

Goals

The circulation goals facilitate the movement of people, goods, and services throughout the Township and the region with minimal conflict.

- Work with Camden County and the State of New Jersey to establish priority areas for improvements to resolve conflicts with Township goals.
- Coordinate with NJ Transit for improved service to the community.
- Balance land uses with the capacity of the circulation system to ensure that new and redeveloped land uses do not create an over capacity of the transportation system.
- Promote a pedestrian and bike friendly environment that provides for ease of movement from place to place.
- Promote the use of energy efficient technologies for transportation.
- Encourage the growth and expansion of specialized transit services to meet the needs of the elderly, disabled, schoolchildren, and other transportation dependent groups.
- Encourage less use of the automobile for intra-township travel.
- Encourage the development of shared parking facilities or “ghosted” parking in appropriate areas.