

III. Implementation

A. Statement of Regional Policy Consistency

The intent of the Municipal Land Use Law (MLUL) is to require a statement of consistency with other land development policies and to minimize the creation of adverse impacts in adjacent Municipalities and on the region itself. The MLUL also requires consistency with the State Development and Redevelopment Plan. Lastly, a statement of the consistency of the Master Plan with the district solid waste plan is necessary. The Governor has recently proposed legislation that would allow counties to work with cities and towns to coordinate development on a regional basis. The proposed mandate for regional planning underscores the importance of looking beyond community boundaries to consider the ripple effects of local land use decisions. The land development policies of Cherry Hill affect and are in turn affected by the plans and policies of adjacent municipalities, the county, the metropolitan region, and the state. Due to this integration, consistency in land use becomes an important concern.

Developed Communities

Most of the municipalities that surround Cherry Hill have been developed to the same extent as the Township. Land development in those municipalities is largely static. These municipalities include Merchantville Borough, Pennsauken Township, Haddon Township, Haddonfield Borough, Maple Shade Township, and Tavistock Borough.

MERCHANTVILLE BOROUGH

Merchantville has a short border with Cherry Hill at the extreme northern end of the Township. This area extends between Chapel Avenue and Church Road. Merchantville's land development policies indicate that residential uses make up most of the border, but that Parkland abuts the Merchantville Country Club. Both land uses are consistent with the low density residential, parks, and recreation designations of the Land Use Plan.

PENNSAUKEN TOWNSHIP

Pennsauken has a discontinuous border with Cherry Hill, interrupted by Merchantville. On the northwestern border with Pennsauken, Cherry Hill's border includes the Cooper River Park, the Bishop's View Apartments, Calvary Cemetery, Camden Catholic High School, and the residential areas of East Merchantville. Pennsauken is largely residential along the border and includes mostly low-density uses. Pennsauken's land development policies include flex type uses where Cuthbert Boulevard crosses into Pennsauken from Cherry Hill.

On the northeast side, there is greater potential for incompatibility because of the highway commercial uses that line Maple Avenue in Pennsauken. The rear lots back up to residential uses in Cherry Hill on the west side of the intersection of Maple Avenue with Haddonfield Road. The lack of buffers from these commercial uses has the potential to create adverse impacts in Cherry Hill. This juxtaposition of land uses and policies reflects the status quo. On the east side of the intersection, compatible land development policies for low density single family residential uses are in effect in both municipalities.

HADDON TOWNSHIP

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

HADDONFIELD BOROUGH

The boundary between Haddonfield and Cherry Hill also consists of the Cooper River. The county park extends from Grove Street to Old Bortons Mill Road. The existing land uses and development policies of both municipalities reflect consistency. Further south, the Haddonfield Master Plan designates all of the Cooper River area, with the exception of the 1- 295 Exit 30 interchange, as parkland. The interchange area is designated as low-density residential housing. Due to the separation by the Cooper River and its floodplain, the existing and proposed land uses in Cherry Hill are compatible.

MAPLE SHADE TOWNSHIP

Maple Shade's land use designations consist of a mixture of low and medium density opportunities. The border with Cherry Hill runs along the South Branch of the Pennsauken Creek from Maple Avenue to Church Road on the south. Single-family detached house zoning characteristics are designated for the area from Maple Avenue to the Cherry Valley Playground. From this point, medium density garden apartments and townhouses are designated. Neither land use policy is incompatible with development in Cherry Hill.

Developing Communities

The remaining adjacent municipalities are beginning to reach their maturity from agricultural or vacant lands to suburban uses. These municipalities include Lawnside Borough, Voorhees Township, Evesham Township, and Mount Laurel Township.

LAWNSIDE BOROUGH

Lawnside is adjacent to Cherry Hill from Melrose Avenue to Evesham Road, with the Cooper River as a common border. Though Lawnside is completely developed along the White Horse Pike, a substantial amount of underutilized

and vacant land exists in its east end. Lawnside's land development policy for the border with Cherry Hill is for single family and multi-residential housing. The multi-residential housing is found across the border from Ashland. Further west, however, is the area encompassing the UPS terminal. Lawnside also has office zoning adjacent to Woodcrest Station. There may be some potential incompatibilities between residential uses in Lawnside, the heavily trafficked Woodcrest PATCO station in Cherry Hill, and the UPS terminal in Lawnside. Though the intensity of use differs substantially and may lead to adverse impacts on a residential neighborhood, techniques for minimizing conflicts through spatial segregation and visual buffering should be able to mitigate the concerns. There may be opportunities for Lawnside and Cherry Hill to collaborate on some pedestrian access improvements between residential areas, the UPS terminal and the Woodcrest PATCO station, which would create a healthy interaction between the uses and discourage additional traffic.

VOORHEES TOWNSHIP

Cherry Hill has the longest common border of any of the adjacent municipalities with Voorhees with Evesham Road being the dividing line. On the western end is the older development of Ashland that exists on both sides of the border. Older, detached dwellings characterize it, and small retail uses. Farther east, single-family detached housing predominates on both sides of the road. At the intersection of Evesham Road and Haddonfield-Berlin Road is a cluster of retail uses on both sides of the road. All of the land development policies of both Voorhees and Cherry Hill reflect the existing land uses in this area.

Between Springdale and Cropwell Roads, the land uses in both municipalities are and will be compatible. On the Cherry Hill side, the development of the Short Hills Farm through the planned unit development process has yielded a mixture of single family, garden apartments, neighborhood retail and professional office uses. Adjacent to Short Hills Farm is DeCou Park, a major recreational facility for the Township. In Voorhees, the West Jersey Hospital occupies the majority of the frontage along Evesham Road. The Virtua Health and Fitness Center is across from DeCou Park in Voorhees. Traveling further south beyond the hospital is the Stafford Farm. Mixed use residential and commercial. Is the proposed use designation for this parcel, conversely Voorhees Township and Camden County have expressed a desire to purchase the Stafford Farm for preservation. Either use will be compatible with the adjacent land uses in Cherry Hill.

Land uses along the remaining portion of Evesham Road are low-rise multi-residential dwellings in Cherry Hill, single family detached, and institutional uses. The multi-family dwellings face the Main Street development in Voorhees, a large urban-scale planned unit development of offices, shops, and dwelling units. The development has the potential to create adverse traffic impacts, especially if more office uses develop on the site. Since the multi-residential units in Cherry Hill are already built, there is little scope to reduce these impacts by larger separation of the land uses. However, Main Street has changed substantially since construction began in the early 1980s.

A regional impact beyond the potential conflicts at its border with Cherry Hill may or may not come to fruition.

The single-family uses in Rams Gate and Inskip Farms are compatible with other single-family uses in Voorhees as well as the nursing home facility at Evesham Road and Kresson Road. The institutional use at the boundary with Evesham Township is compatible with the designated institutional use of another nursing facility. A small shopping area for neighborhood needs is also located in Voorhees in a commercially designated area, but its small scale does not represent an incompatible use or land development policy.

EVESHAM TOWNSHIP

Most of the adjacent land uses in Evesham Township are on the other side of the south Branch of the Pennsauken Creek, except for a survey line boundary in the southeast corner of Cherry Hill. Evesham's land development policies are mainly for single-family detached housing, the same as in Cherry Hill. One section between Cropwell Road and Old Marlton Pike is designated for multi-residential housing. However, its density is low enough that no incompatibility is present. An area of incompatibility exists at the intersection of Rt. 73, Old Marlton Pike, and Brick Road. Marlton Crossing is a large mixed use development that was constructed in the mid 1990's. However, the focus of the development is towards Rt. 73. Appropriate conservation areas at the border with Cherry Hill have reduced the adverse impacts.

MOUNT LAUREL TOWNSHIP

Mount Laurel Township abuts Cherry Hill from Point of Woods to the former Kingston Sewage Treatment Plant along the south Branch of the Pennsauken Creek. This area is largely designated for large-scale office complexes and industrial uses in Mt. Laurel. This corresponds well with Cherry Hill's designation of the same area for Business Park development.

Relationship of Master Plan to Surrounding Municipalities

The Cherry Hill Master Plan seeks to continue the existing land development policies for nearly all of its land area. This is appropriate given the developed nature of the municipality and the regional context of which it is an apart. Cherry Hill is expected to retain its position as an employment center for the South Jersey area. As such, regional traffic flows will continue to concentrate on Cherry Hill, which is the main impact on other municipalities from the Township's land development policies. This is a two-way street, however, as employment grows in the developing municipalities and commuters from Cherry Hill travel to work there.

CAMDEN COUNTY

Camden County has never produced a full master plan that integrated various elements of planning into one comprehensive document. A number of individual plans were produced on transportation, open space, waterfront

redevelopment and waste management. The most recent review of planning goals was accomplished as part of the development of the State Development and Redevelopment Plan through the Cross-Acceptance process.

The report focuses on the cyclical nature of land use, from development to stability to deterioration to renewal or redevelopment. The report classifies this conceptual paradigm into five categories, of which Cherry Hill encompasses four. The linear corridors of the Cooper River and Pennsauken Creek are shown as Open and Low Density. Sustained Renewal from private efforts to reinvigorate older suburban areas is shown for the Hinchman, Barlow, and Woodland neighborhoods. Intensive Economic Activity is highlighted in the Cherry Hill Mall and Garden State Racetrack areas, as well as the Interstate 295/New Jersey Turnpike corridor. Lastly, the remaining portion is shown as Stable and Infill areas. All of these classifications conceptually mirror the land development policies of this Master Plan.

STATE DEVELOPMENT AND REDEVELOPMENT PLAN

The State Development and Redevelopment Plan is a growth management plan intended to more efficiently spend public money in the provision of governmental services and infrastructure. Towards this end, the State Plan has classified land in the state in to one of five planning areas. Cherry Hill has been placed in PA 1, the Metropolitan Planning Area, as part of the greater urban agglomeration characterized by a close-knit and compact settlement pattern.

State policy objectives for Metropolitan Planning Areas are:

1. **Land Use:** Promote redevelopment and development in Cores and neighborhoods of Centers and in Nodes that have been identified through cooperative regional planning efforts. Promote diversification of land uses, including housing where appropriate, single use developments and enhance their linkages to the rest of the community. Ensure efficient and beneficial utilization of scarce land resources throughout the Planning Area to strengthen its existing diversified and compact nature.
2. **Housing:** Provide a full range of housing choices through redevelopment, new construction, rehabilitation, adaptive reuse of nonresidential buildings, and the introduction of new housing into appropriate nonresidential settings. Preserve the existing housing stock through maintenance, rehabilitation and flexible regulation.
3. **Economic Development:** Promote economic development by encouraging strategic land assembly, site preparation and infill development, public/private partnerships and infrastructure improvements that support an identified role for the community within the regional marketplace. Encourage job training and other incentives to retain and attract businesses. Encourage private sector investment through supportive government regulations, policies and

programs, including tax policies and expedited review of proposals that support appropriate redevelopment.

4. **Transportation:** Maintain and enhance a transportation system that capitalizes on high density settlement patterns by encouraging the use of public transit systems, walking and alternative modes of transportation to reduce automobile dependency, link Centers and Nodes, and create opportunities for transit oriented redevelopment. Facilitate efficient goods movement through strategic investments and intermodal linkages. Preserve and stabilize general aviation airports and, where appropriate, encourage community economic development and promote complementary uses for airport property such as business centers.
5. **Natural Resource Conservation:** Reclaim environmentally damaged sites and mitigate future negative impacts, particularly to waterfronts, scenic vistas, wildlife habitats and to Critical Environmental Sites, and Historic and Cultural Sites. Give special emphasis to improving air quality. Use open space to reinforce neighborhood and community identity, and protect natural linear systems, including regional systems that link to other Planning Areas.
6. **Agriculture:** Use development and redevelopment opportunities wherever appropriate and economically feasible, to meet the needs of the agricultural industry for intensive agricultural production, packaging and processing, value-added operations, marketing, exporting and other shipping. Provide opportunities for farms, greenhouses, farmers markets, and community gardens.
7. **Recreation:** Provide maximum active and passive recreational opportunities and facilities at the neighborhood, local, and regional levels by concentrating on the maintenance and rehabilitation of existing parks and open space while expanding and linking the system through redevelopment and reclamation projects.
8. **Redevelopment:** Encourage redevelopment at intensities sufficient to support transit, a broad range of uses and efficient use of infrastructure. Promote design that enhances public safety, encourages pedestrian activity and reduces dependency on the automobile.
9. **Historic Preservation:** Encourage the preservation and adaptive reuse of historic or significant buildings, Historic and Cultural Sites, neighborhoods and districts in ways that will not compromise either the historic resource or the area's ability to redevelop.
10. **Public Facilities and Services:** Complete, repair, or replace existing infrastructure systems to eliminate deficiencies and provide capacity for sustainable development and redevelopment in the

region. Encourage the concentration of public facilities and services in Centers and Cores.

11. Intergovernmental Coordination: Regionalize as many public services as feasible and economical to enhance the cost-effective delivery of those services. Establish multi-jurisdictional policy and planning entities to guide the efforts of state, county, and municipal governments to ensure compatible and coordinated redevelopment.

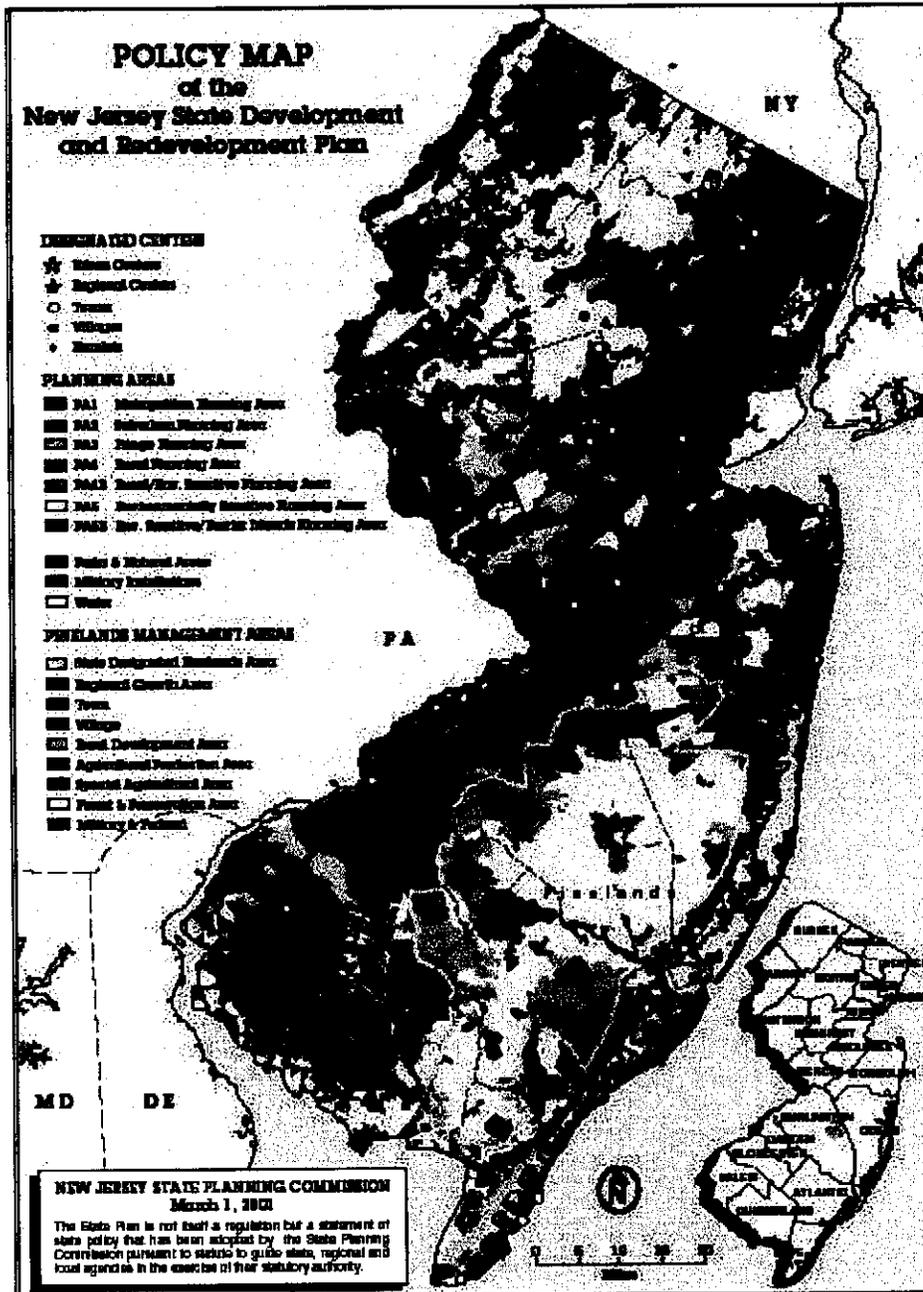
The Master Plan's goals and objectives are compatible with the State Development and Redevelopment Plan. The land use element focuses on concentrating the expected growth of Cherry Hill in those areas best able to service the development and redevelopment. Land is a scarce resource and subject to increasing demands for housing, open space, and non-residential development. The land use plan attempts to balance all of these uses in an environmentally sensitive way.

It is the intent, in the implementation of the Master Plan, to encourage redevelopment and land assembly through land regulation. These both tie into the transportation system goals of placing development and redevelopment where there is the actual or potential service from mass transit. The Circulation Element proposes a number of techniques to better manage traffic. The conservation of natural resources is a key priority of the Master Plan by proposing conservation corridors that link open spaces and the conservation of environmentally sensitive lands. The Master Plan also proposes obtaining additional land for recreation and open space.

In historic preservation, Cherry Hill's relatively few historic sites are largely in private hands, but through the identification program, development that is more sensitive or redevelopment of historic properties can be accomplished.

The Community Facilities Element reviews the need for rehabilitated or new facilities for the provision of governmental services. It makes recommendations for improving the facilities that have been identified as in need of improvement. In addition, the Township Administration has a continuing capital improvement program to identify and respond to noted deficiencies in infrastructure.

Exhibit SP 1



The State Plan Policy Map, 2001
Cherry Hill is located in PA1, the Metropolitan Planning Area

B. Conclusions and Implications

Cherry Hill is a diversified community with a wide variety of businesses, people and interests. The town is the size of a small city with a rich local history and an assortment of on-going cultural, recreational and open space activities. The implementation of this Master Plan, through zoning amendments, preservation of natural and human resources, redevelopment activities and limited new commercial and office expansion will allow Cherry Hill to maintain its position as a leading, vibrant community in South Jersey.

Since there is not much vacant land available for development in Cherry Hill, residents with a wide range of interests have all expressed a strong desire to protect and preserve remaining open spaces wherever it is possible to do so.

In view of the fact that Cherry Hill has become a desirable place to do business and to live, there is enormous opportunity for the community to continually reinvent itself. The Township can take the necessary steps now to invite and attract redevelopment that will revitalize and enhance the community, while preventing activities and developments that have the potential to negatively impact the community. New homes are being constructed in existing neighborhoods, new restaurants are improving the choices for residents and new stores take the place of older centers. The community seizes new opportunities every day.