

Proposed Land Use

One purpose of the proposed Land Use Element is to outline future land use patterns as identified in the goals, objectives, and policies of the Township's comprehensive plan elements. Another purpose is to determine the potential land development and redevelopment within the Township. Lastly, this Land Use Element advances a series of performance standards.

Viable neighborhoods are the foundation for providing a superior quality of life in Cherry Hill Township. The Township is committed to establishing land uses, policies, and infrastructure that will protect the vitality of its neighborhoods. This can be achieved by establishing design standards that are people-oriented and creating an environment rich in housing and transportation choices, adequate public parks, and protected natural areas.

Proposed land use recommendations are focused on maintaining Cherry Hill's neighborhood centers. The recommendations are intended to complement the Circulation Element by promoting land use patterns that support transportation choice such as public transit and the bicycle. Current transportation options are nearly non-existent in many parts of town because they are either too inconvenient or unpleasant. The predominant single-family land use results in high levels of car dependence for nearly all trips. The negative social, environmental, and economic consequences of this land use pattern is well documented; congested streets, air pollution, and commuting delays. In light of these negative consequences, proposed land use recommendations encourage livable residential densities, neighborhood centers, transportation choices, stabilization of existing neighborhoods and mixed use developments.

Cherry Hill encourages redevelopment of areas that are exhibiting decline (i.e., disproportionate number of vacant, dilapidated and/or substandard structures). Redevelopment should be encouraged through redevelopment incentive programs, and through land development regulations that contain standards and procedures to encourage redevelopment in zoning districts where such redevelopment is desirable.

The Master Plan provides a unique opportunity to create a Town Center on the site of the former Garden State Race Track. Redevelopment of the Park has been proposed using smart growth principals. A mixed use Town Center would include shopping, entertainment uses, offices, and housing created around a transit center. The design of the new buildings should be pedestrian-oriented and streetscape improvements should be considered to create enjoyable public spaces. The development of the Garden State Park will be an important component of community life in Cherry Hill Township. Achieving this dream will require careful planning. The photos below show the park prior to its redevelopment.

The Land Use Element is the culmination of other elements to formulate the policies for the next six to ten years. The proposed land use map is the basis for the zoning. This plan identifies land uses in current zones and further makes recommendations for changes where the existing land use is inconsistent with the zoning. The Land Use Element is responsive to changes in land uses

that have occurred over the past years, thus creating the basis for a zoning update.

The residential areas of the Township have remained consistent with the existing land use patterns. With the development of the Short Hills Farms, the majority of residentially zoned land is complete. However, one use that currently is not addressed is senior citizen housing. A significant number of senior housing units are currently proposed at Garden State Park. The senior housing component is the one deficient housing type in Cherry Hill, which this plan suggests can be accommodated in an overlay zone within redevelopment areas and specific zones within the community.

The commercial sectors of land use include Highway Business uses B-1 through B-4. The major commercial area recommended for an update is the B-4, mixed use district. This district requires modification to qualify more succinctly the mixed uses permitted and the design criteria to implement the variety of uses permitted.

The office categories O-1, O-2 and O-3 are consistent with current uses. Many offices are concentrated on highly traveled state roads such as Route 70, Route 38 and Kings Highway. Smaller offices are scattered throughout the Township on county roads and municipal streets. In some single-family residential zones, small professional offices can be combined with primary residences as a way to allow limited office activity as an accessory to a residential use.

The Restricted Industrial district (IR) represents the town's major manufacturing areas. Offices are permitted in the industrial zone. Recreation facilities should also be included as permitted uses in these districts.

Institutional district includes government, educational, religious uses or similar civic/social organizations. Religious uses may include housing and or educational facilities associated with the use.

Following are specific zoning recommendations for each of the eight planning areas. These recommendations are being advanced to provide consistency between the existing land use and zoning. As part of this process, zoning appeals (use variances) have been researched to assure that conditions that have been granted as part of a variance will remain in effect. Based on these trends the plan proposes the following re-zonings: **(shown on Map A12)**



Former Garden State Park

District 1 (Map A13)

1. Short Hills Farms - Evesham Road. This property has been rezoned from Residential R-1 to Residential Inclusionary Planned Development RIPD with the neighborhood commercial area zoned B-1. The zoning map needs to be amended to reflect the change in zoning.
2. Block 521.01, Lot 8 - Evesham Road. This property is zoned Residential R-1. This property will be dedicated to the Township as open space. It is recommended that this property be rezoned IN Institutional consistent with other Township owned properties.
3. Super "G" Super Market. Evesham and Springdale Roads. Zoned Residential R-1 and Residential R-2. It is recommended that this lot be rezoned Neighborhood Business B-1 consistent with the existing land use.
4. Springdale Park - Springdale Road. This property is zoned Residential R-2. It is recommended that this Township Park be rezoned IN Institutional consistent with other Township owned properties.
5. Fire Station - 1309 Springdale Road. This property is zoned Residential R-1. It is recommended that this property be rezoned Institutional IN consistent with similar uses within the Township.
6. Temple Emanuel Synagogue - Springdale and Kresson Roads. This property is zoned Residential R-1. It is recommended that this property be rezoned Institutional IN consistent with similar uses within the Township.
7. Haddonfield-Berlin Road and Evesham Road. This area is zoned Residential R-2. Existing land uses include a funeral home and a church. It is recommended that the church be rezoned Institutional IN and that the funeral home be zoned limited office O-1.
8. Haddonfield-Berlin Road across from Walt Whitman Boulevard. This area is zoned Residential R-1. Existing land uses include a dentist office, a doctor's office and an optometrist's office. It is recommended that this area be rezoned Limited Office O-1 consistent with the existing land uses.



Super G Supermarket

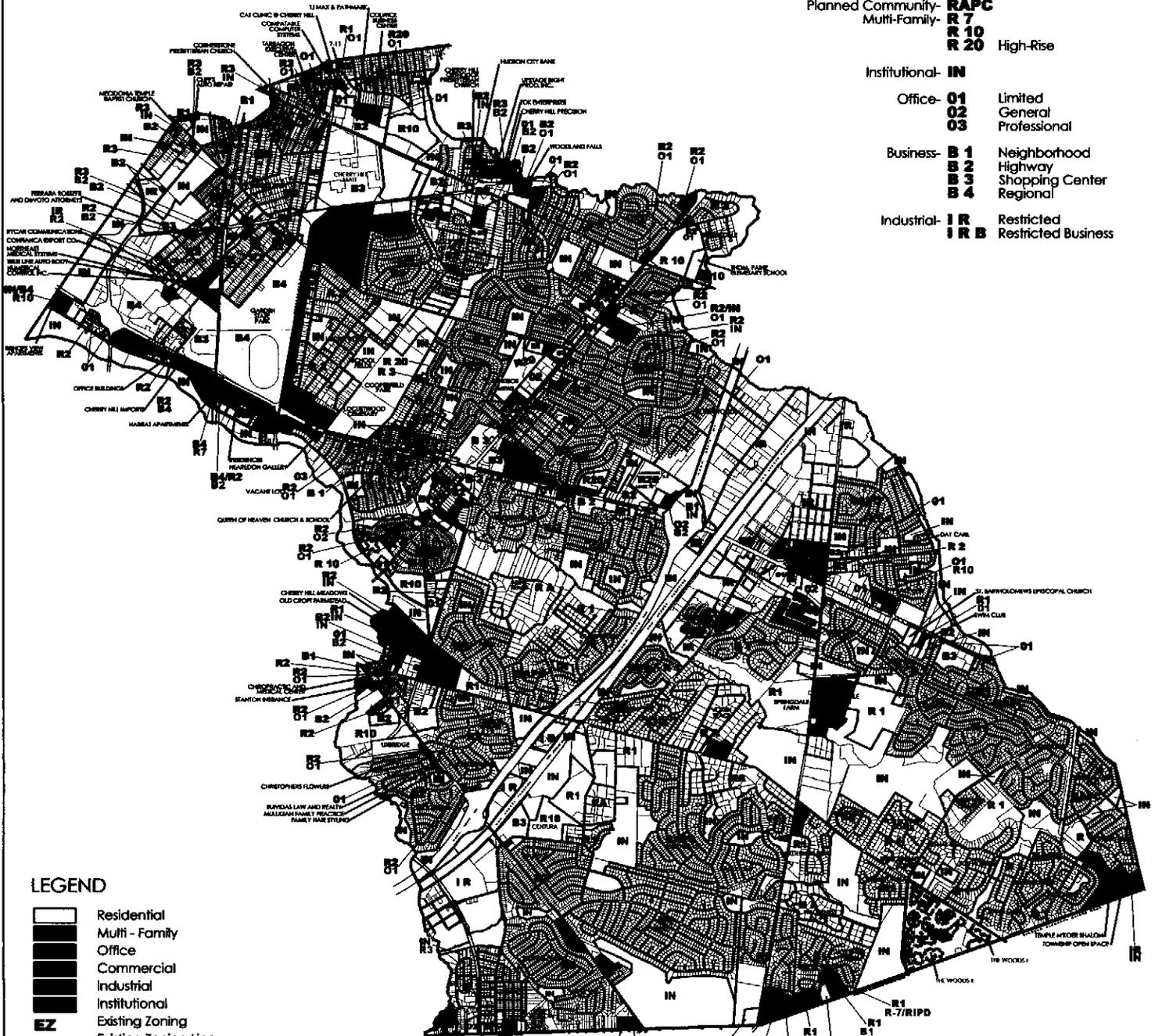
CHERRY HILL TOWNSHIP

PROPOSED ZONING MAP MAP A12



Zoning Legend

Single Family-	RA	
	R1	
	R2	
	R3	
Planned Community-	RAPC	
Multi-Family-	R7	
	R10	
	R20	High-Rise
Institutional-	IN	
Office-	01	Limited
	02	General
	03	Professional
Business-	B1	Neighborhood
	B2	Highway
	B3	Shopping Center
	B4	Regional
Industrial-	IR	Restricted
	IRB	Restricted Business



LEGEND

	Residential
	Multi - Family
	Office
	Commercial
	Industrial
	Institutional
	Existing Zoning
	Existing Zoning Line
	Proposed Zoning
	Proposed Zoning Line
	Former Zoning Line

Scale : 1" = 1200'

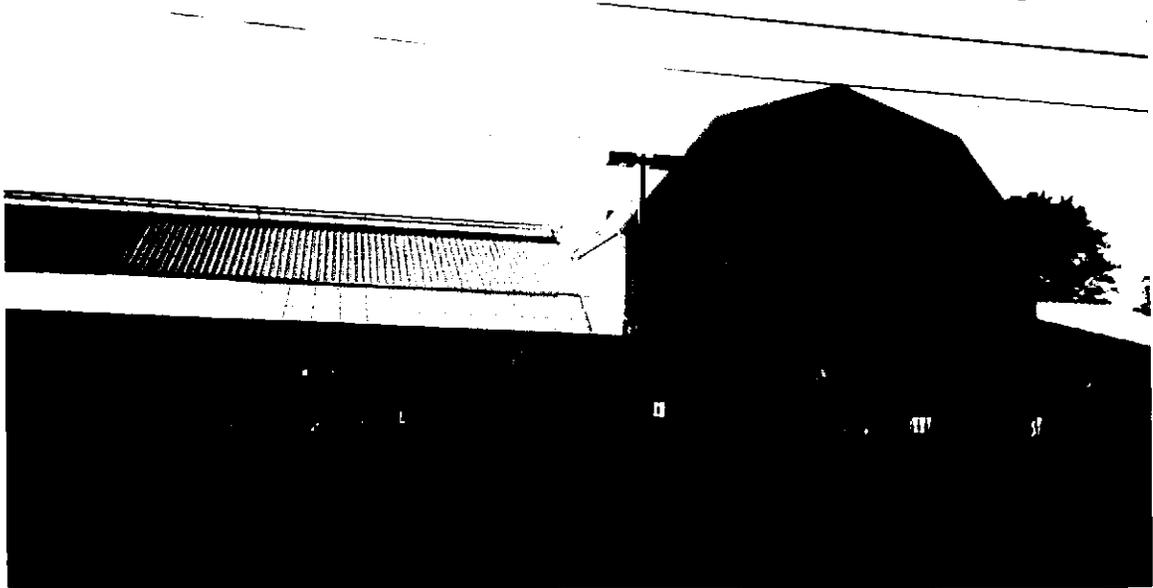
Map Source : JCA Associates, Inc.
1748 North Church St., Suite 2
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Source : NJOSP GIS Resource Data
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9. Haddonfield-Berlin Road between Walt Whitman Boulevard and Morris Drive. This area is zoned Residential R-2. Existing land uses include the Down Farms Swim Club and a synagogue that was converted from a former dwelling. It is recommended that the swim club be rezoned Institutional IN consistent with similar land uses in the Township. It is further recommended that the synagogue be rezoned Institutional IN.
10. Holy Rosary Catholic Church - Evesham and Burnt Mill Roads. This area is zoned Institutional IN and Neighborhood Business B-1. It is recommended that the entire church property be rezoned Institutional IN consistent with similar land uses in the Township.
11. Evesham Road between Burnt Mill Road and the high-speed line. This area is zoned Neighborhood Business B-1, Institutional IN and Residential R-3. This area consists of a parking area for the Ashland high-speed line, businesses and three residential properties. It is recommended that the area be rezoned Neighborhood Business B-1.
12. Evesham Road at the boundary with Lawnside. This property is zoned Institutional IN and Residential R-3. A private school exists on the property. It is recommended that the entire area be rezoned Institutional IN consistent with similar land uses in the Township.
13. Morrill Terrace and Dobson Lane. This area is zoned Institutional IN. The zoning area consists of two residential properties. It is recommended that this area be rezoned Residential R-3 consistent with the existing land use.
14. Ashland '8' Park - Dobson and New Henszey Lanes. This property is zoned Residential R-3. It is recommended that this property be rezoned Institutional IN consistent with other Township owned properties.
15. Vito's Pizzeria - Browning Lane. This property is zoned Limited Office O-1. It is recommended that this property be rezoned Highway Business B-2 consistent with the existing land use.

District 2 (Map A14)

1. Temple M'Koer Shalom - Evesham Road. This property is zoned Industrial Restricted IR. It is recommended that this area be rezoned Institutional IN consistent with the existing land use.
2. Block 519.11, Lot 1 - Brick Road and East Partridge Lane. This property is zoned Residential R-1. It is recommended that this property be rezoned Institutional IN consistent with other Township owned properties.
3. Springdale Farm - Springdale Road. This property is zoned Residential R-1. It is recommended that the portion of the farm that is owned by the Township be rezoned Institutional IN.
4. Franciscan Sisters of the Infant Jesus. This property is zoned Single-Family Residential RA. It is recommended that this property be rezoned Institutional IN, consistent with similar uses within the Township.



District 2- Springdale Farm Market

5. Route 70 and Old Orchard Road. A property to the west that has frontage on Route 70 is zoned Residential R-1. The existing land use is residential, however the owner is operating a truck repair facility. It is recommended that the property be rezoned Limited Office O-1, consistent with the surrounding land uses. The business would continue to operate as a pre-existing non-conforming use, but would not be permitted to expand.
6. Birchwood Drive north of Route 70. This area is zoned Office O-1. The property has recently been developed as a multi-residential housing community (The Highlands). It is recommended that the property be rezoned Residential R-10. The development will remain non-conforming due to the 15 dwelling unit per acre density, but the use will

be consistent with what is permitted. Also any future expansions or accessory structures will comply with R-10 standards.

7. Greentree Road / Springdale Road / Garden Avenue. This area is zoned Residential R-2. The area is a mixture of land uses that include commercial, office, and some residential. It is recommended that this area be rezoned Highway Business B-2 and Limited Office O-1.
8. Route 70 / Springdale Road / Greentree Road. This area is a mixture of several zoning districts including Limited Office O-1, Residential R-2, Professional Office O-3, and Highway Business B-2. It is recommended that this area be rezoned Highway Business B-2.
9. Agricultural areas along Springdale Road. The areas along Springdale Road known as block 438.01, lots 2 and 3 and block 437.02, lot 17 (Springdale Farm west of Springdale Road) and block 510.02, lot 3 and block 510.01, lot 4 (east of Township owned Springhouse Farm) are currently zoned Residential R-1. It is recommended that these two areas be re-zoned Residential Agricultural RA consistent with current usage and adjacent land uses.



District 2- Saint Mary's Residence

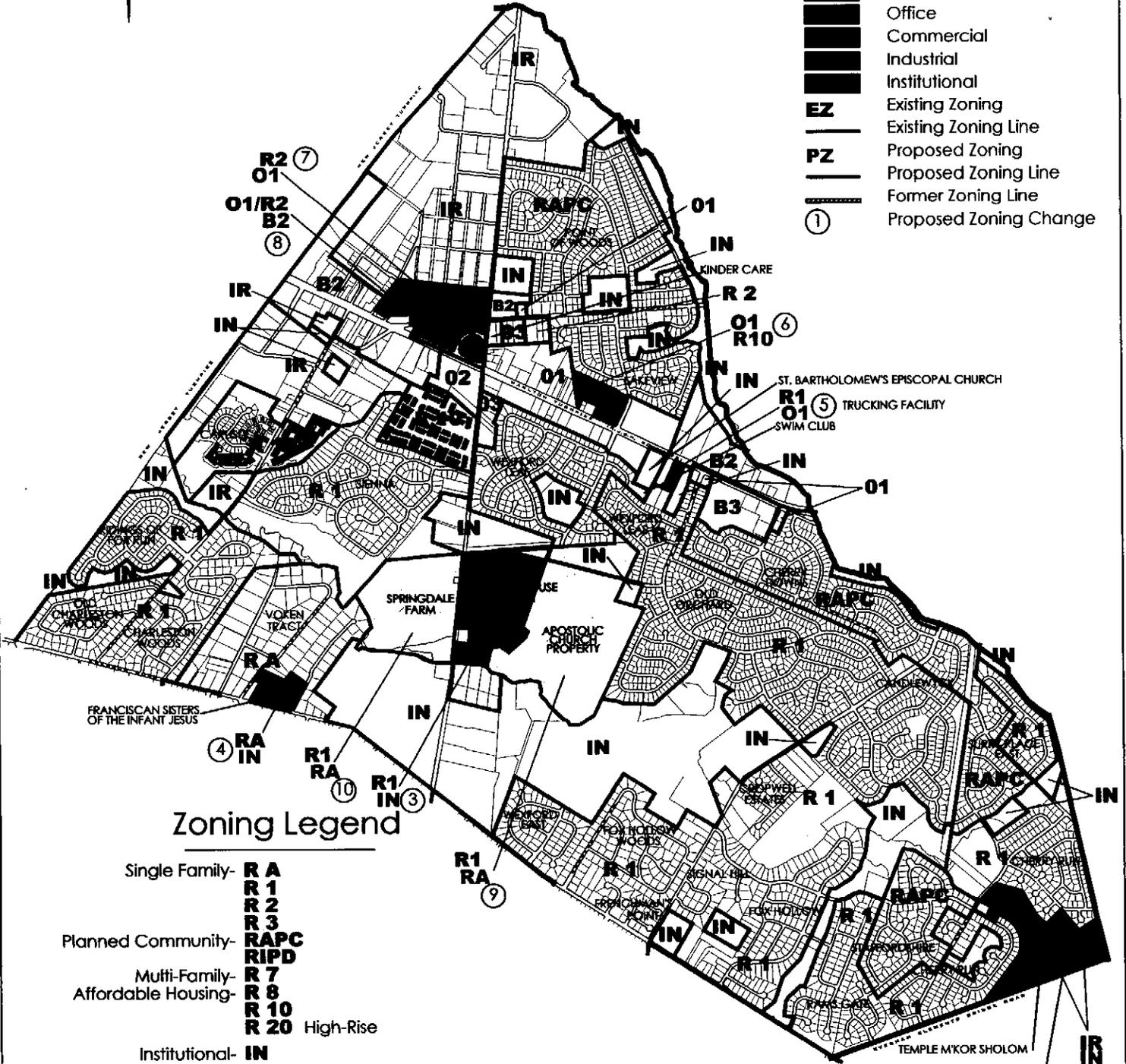
CHERRY HILL TOWNSHIP

PROPOSED ZONING MAP DISTRICT 2 MAP A14



LEGEND

- Residential
- Multi - Family
- Office
- Commercial
- Industrial
- Institutional
- EZ** Existing Zoning
- Existing Zoning Line
- Proposed Zoning
- Proposed Zoning Line
- Former Zoning Line
- Proposed Zoning Change



Zoning Legend

- Single Family- **RA**
R1
R2
R3
- Planned Community- **RAPC**
RIPD
- Multi-Family- **R7**
Affordable Housing- **R8**
R10
R20 High-Rise
- Institutional- **IN**
- Office- **01** Limited
02 General
03 Professional
- Business- **B1** Neighborhood
B2 Highway
B3 Shopping Center
B4 Regional
- Industrial- **IR** Restricted
IRB Restricted Business

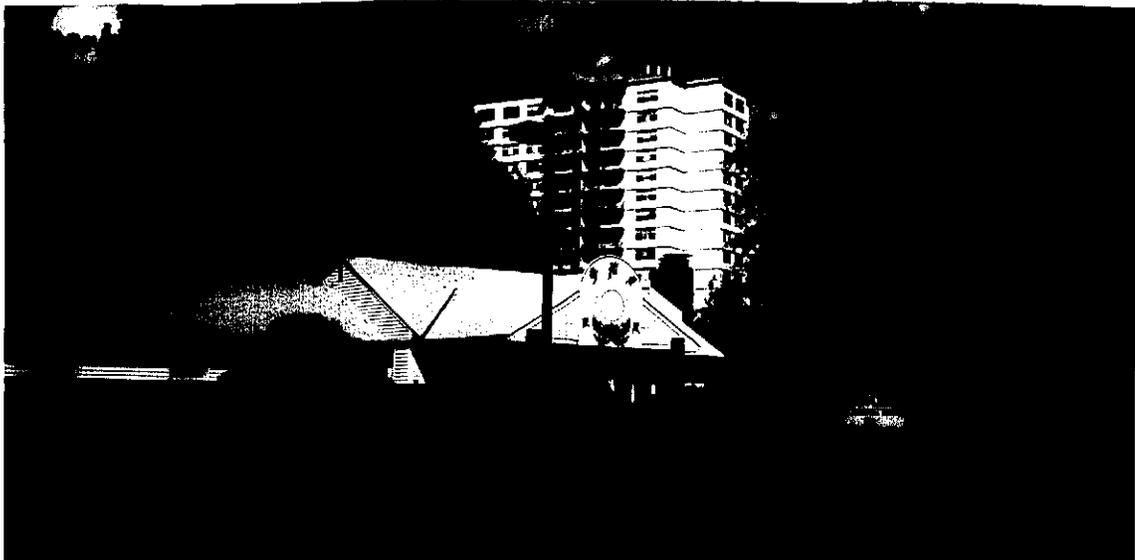
Scale : 1" = 600'

Scanning Source : JCA Associates, INC.
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Source : NJDEP GIS Resource Data
File : Bay Public Engineering Associates, INC.
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District 3 (Map A15)

1. Frontage Road at Route 295 and Route 70. This area is zoned Neighborhood Business B-1 and General Office O-2. A portion of the Steak and Ale Restaurant is located within the B-1 zone. It is recommended that the corner be rezoned B-2 Highway Commercial and that the Kwan Chao Buddhist Temple be rezoned Institutional-IN.
2. BMW Motorcycle and Wills Eye Center - Route 70. This property was rezoned B-2 from the previous Limited Office O-1 zoning, but the zone map was not changed. Since the existing land uses in this area are commercial and office is permitted in the Highway Business B-2 zone, it is recommended that this area be confirmed as Highway Business B-2 consistent with the surrounding land uses.
3. Block 341.01, Lot 14 - Route 70. This property is zoned Shopping Center B-3. The Township has acquired this parcel as open space. It is recommended that this lot be rezoned Institutional IN consistent with other Township owned properties.



Kwan Cho Buddhist Temple

4. Cooper Physicians and 1101 Offices - Kings Highway and Daytona Ave. This property is zoned Limited Office O-1 and Residential R-2. It is recommended that the entire property be zoned O-1 consistent with the existing land use.
5. 911 Office and Ellis House - Kings Highway and Belle Arbor Drive. This property is zoned Office O-1 and Residential R-2. It is recommended that the entire property be zoned O-1 consistent with the existing land use.
6. Unitarian Universal Church and Baptist Church (Kings Highway). The front portion is zoned Limited Office O-1 and the remainder is zoned Institutional-IN. It is recommended that the entire property be zoned Institutional-IN consistent with similar uses within the township.

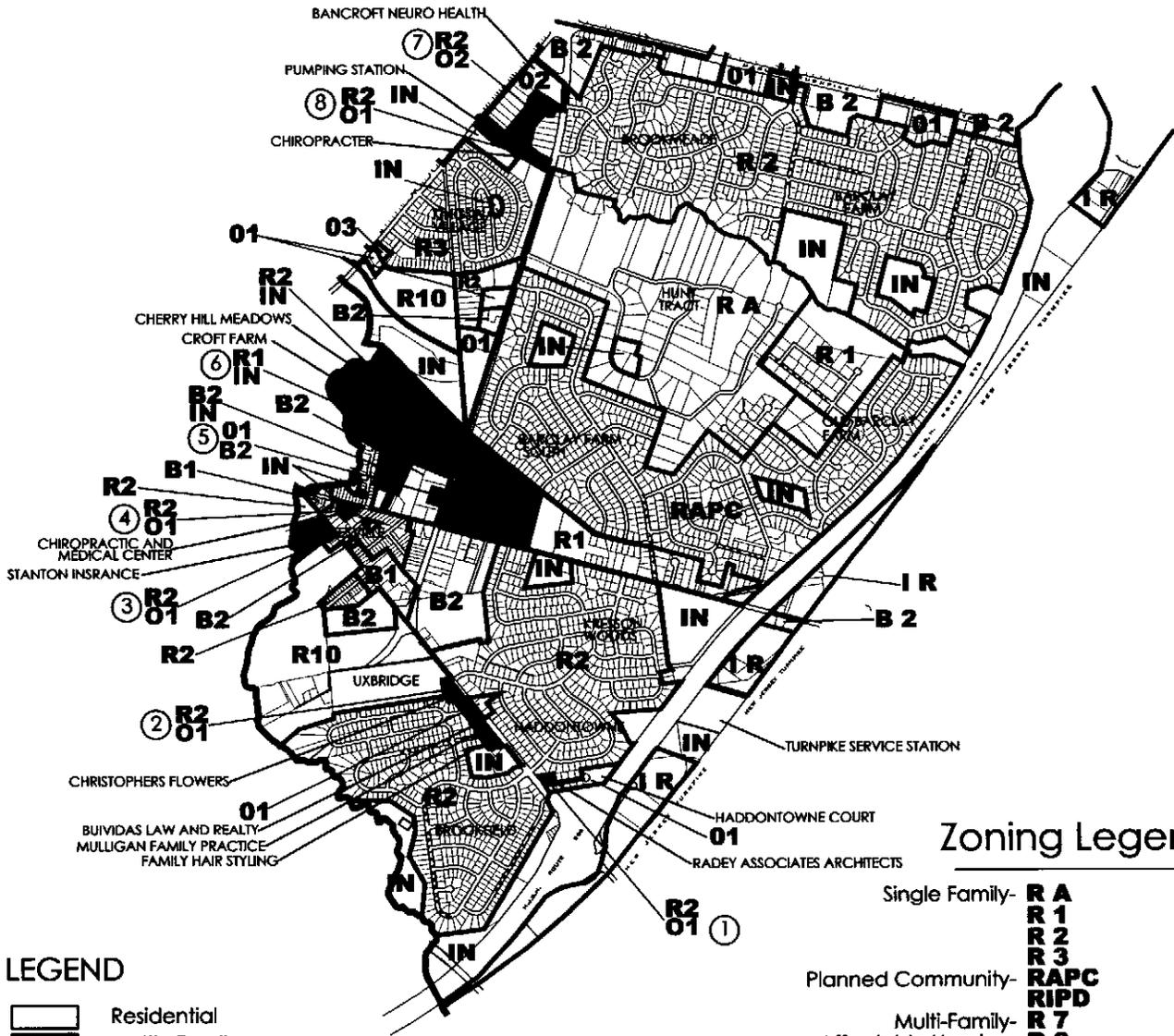
7. Cherry Hill Professional Building - Kings Highway. The front portion is zoned Limited Office O-1 and the remainder is zoned Residential R-2. It is recommended that the entire property be zoned O-1 consistent with the existing land use.
8. Princeton House - Kings Highway. The front portion is zoned Limited Office O-1 and the remainder is zoned Institution-IN and Residential R-2. It is recommended that the entire property be zoned Office O-1 consistent with the existing land use.
9. Kings Highway between Chapel Ave and Ramble Road. This area is zoned Residential R-2. The existing land use includes six lots, three residential and three offices. Given the frontage along Kings Highway, it is recommended that the entire area be zoned Limited Office O-1.
10. Block 336.05, Lots 1, 2, & 3 - Kings Highway. This area is zoned Residential R-2. There exists two office uses immediately adjacent to this property and the area is fronted on two sides by roads. It is recommended that this area be rezoned Limited Office O-1.

District 4 (Map A16)

1. Radey & Fuller's Architectural Office on Haddonfield-Berlin Road is located within a Residential R-2 zone. It is recommended that this property be rezoned Limited Office O-1 consistent with the existing land use.
2. Haddonfield - Berlin Road between Uxbridge and the Brookfield Academy School. This area is zoned Residential R-2. Homes along the road frontage have been converted to non-residential uses such as doctor's offices and personal service shops. It is recommended that this area be rezoned Limited Office O-1 consistent with the existing land uses.
3. Stanton Insurance - Haddonfield-Berlin Road. This property is located within a Residential R-2 zone. It is recommended that this property be rezoned Limited Office O-1 consistent with the existing land use.
4. Medical and Chiropractic Center - Kresson Road. This property is zoned Residential R-2. It is recommended that this property be rezoned Limited Office O-1 consistent with the existing land use.
5. Haddonfield Lumber - Brace Road. A portion of the Haddonfield Lumber site on Brace Road is zoned Limited Office O-1. It is recommended that this property be rezoned Highway Business B-2 consistent with the existing land use and the surrounding lots.
6. Croft Farm - Brace Road. It is recommended that areas of the Croft Farm be rezoned from Residential R-1/R-2 to I Institutional consistent with other public lands within the Township.
7. It is recommended that the area adjacent to the intersection of Brace Road and Route 70 be rezoned from Residential R-2 to Office O-2 consistent with the existing land uses. Uses include a 5-story office building and the Girl Scouts of America office building.
8. Block 404.53, Lot 2. This property is zoned Residential R-2. A chiropractic office exists on the property. It is recommended that this property be rezoned Limited Office O-1 consistent with the existing land use.

CHERRY HILL TOWNSHIP

PROPOSED ZONING MAP DISTRICT 4 MAP A16



LEGEND

- Residential
- Multi - Family
- Office
- Commercial
- Industrial
- Institutional
- EZ** Existing Zoning
- Existing Zoning Line
- PZ** Proposed Zoning
- Proposed Zoning Line
- Former Zoning Line
- Proposed Zoning Change

Zoning Legend

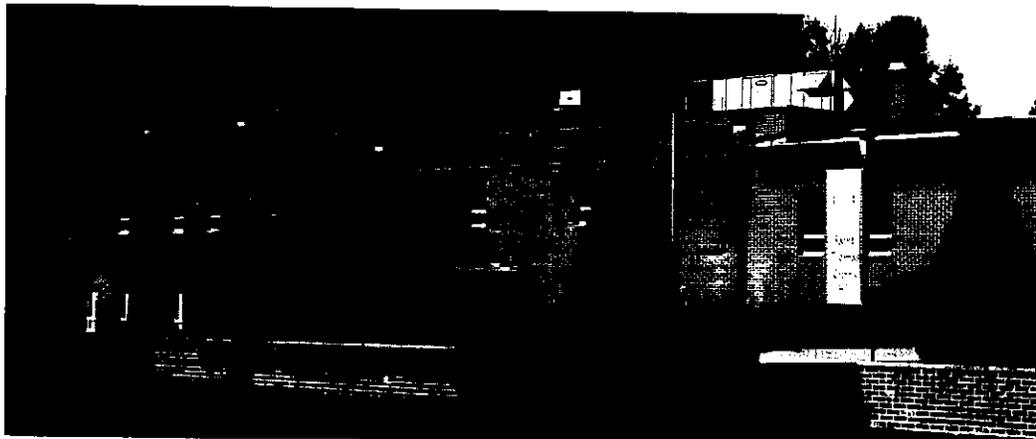
- Single Family- **RA**
R1
R2
R3
- Planned Community- **RAPC**
RIPD
- Multi-Family- **R7**
Affordable Housing- **R8**
R10
R20 High-Rise
- Institutional- **IN**
- Office- **01** Limited
02 General
03 Professional
- Business- **B1** Neighborhood
B2 Highway
B3 Shopping Center
B4 Regional
- Industrial- **IR** Restricted
IRB Restricted Business

Source: JCA Associates, Inc.
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Source: NJDP GIS Database Data
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District 5 (Map A17)

1. Bernard Dubin House and the Jewish Federation Apartments - Chapel Ave. This area is zoned O-1, Limited Office. It is recommended that this area be rezoned R-20, Multi-Residential consistent with the existing land uses. Due to the existing density (above 20 units per acre), the structure will remain non-conforming, but change in zoning will confirm the mutual intent for the property.
2. The Cherry Hill Water Tower - Chapel Avenue. This property is currently zoned Shopping Center B-3. It is recommended that this property be rezoned IN Institutional consistent with similar public uses within the Township.
3. PNC Bank - Kings Highway. This property is zoned B-3 Shopping Center. It is recommended that the Office O-2 line be extended to include this use.
4. Block 340.30, Lot 21 - The former Richman's Ice Cream/Restaurant property. This property is currently zoned Highway Business B-2. The Township has purchased this property for the construction of a new library. It is recommended that this property be rezoned IN Institutional consistent with other Township owned properties.
5. Block 355.01, Lots 2 & 3 - Vermont Ave. This area is zoned R-2 Residential. Use variances have been granted to permit two offices in this residential zone. It is recommended that the Office O-1 line be extended to include these uses.



District 5- St. Thomas Greek Orthodox Church

6. Queen of Heaven Church and School - Route 70 between Massachusetts and Connecticut. This area is zoned Institutional-IN. The Church owns portions of land outside the area zoned Institutional-IN. It is recommended that the IN line be extended to include these lands.
7. Queen of Heaven Church and School - Route 70 and Massachusetts Ave. This property is zoned Limited Office O-1. Since the Church owns the property, it is recommended that the property be rezoned Institutional, consistent with similar uses within the Township.

8. Route 70 between Cooper Landing Road and Georgia Ave. This area is zoned Residential R-2. It is recommended that this area be rezoned Neighborhood Business B-1 so that it is consistent with the adjacent zoning along Route 70.
9. Route 70 between Warren, Fulton and Wynwood Avenues. This area is zoned Highway Business B-2 and Residential R-2. Given the existing land uses, it is recommended that the entire area be rezoned Highway Business B-2.
10. Mercer Street, Wynwood, Fulton and Sherwood Avenues. Of the 12 lots, that make up this block, all but four are zoned Limited Office O-1. A use variance was granted in 1996 to permit the construction of four homes on lots 1.01, 1.02, 1.03, 2.01, 2.02, and 2.03 in the O-1 zone, it is recommended that these lots be returned to the R-2 zone. The properties that front on Wynwood Avenue (lots, 8, 9, 10) will remain in the O-1 zone.
11. Haddonfield Road and Severn Ave. This area is zoned Highway Business B-2 and Residential R-2. It is recommended that the B-2 line be extended to include the business uses that exist in the R-2 zone.
12. Haddonfield Road between Chapel Avenue and Hollis Avenue. This area is zoned Limited Office O-1 and Regional Business B-4. Existing land uses include a mix of office and businesses such as restaurants, doctors, and a gas station. Since offices are a permitted use within the Highway Business B-2 zone, and the existing lots located within the Regional Business B-4 zone are non-conforming, it is recommended that this area be rezoned Highway Business B-2.
13. St. Thomas Greek Orthodox Church - Mercer Street between Martin Ave and Bedford Ave. This area is zoned Institutional-IN. The Church owns portions of land outside the area zoned Institutional-IN. It is recommended that the Institutional-IN line be extended to include these lands. In addition, it is recommended that the Limited Office O-1 line be extended to include the existing business located within the R-2 zone.



Municipal Ball Fields

14. Lutz, Levow & Costello Esq. - Kings Highway adjacent to the Covenant Presbyterian Church. Zoned Institutional-IN. It is recommended that the adjacent Professional Office (O-3) line be extended to include this Law Office.

District 6 (Map A18)

1. Park Place Condominiums - Park Ave and Haddonfield Road. This property is zoned Regional Business B-4. It is recommended that the zoning be consistent with existing land use, which is Multi-residential (R-10). The development will remain non-conforming because of the existing density (19.7 dwelling units per acre), but the use will be consistent with the intent of the zone.
2. Route 70 (south side) between Cuthbert Boulevard and Haddonfield Road. These properties are zoned Residential R-2 and Regional Business B-4. The existing land uses in the immediate area are commercial and office. It is recommended that these properties be rezoned B-2 consistent with existing land uses.
3. Habitat Apartments - Park Ave at the Railroad. This property is zoned Regional Business B-4. It is recommended that the zoning be consistent with existing land use, which is Multi-residential (R-7).
4. Bishops View Apartments - Pennsauken line between Route 70 and Park Ave. This area is zoned Institutional IN and Business B-4. It is recommended that the apartment site be located all within one district-Residential R-10. This garden style apartment and townhouse community will also remain non-conforming due to the 22.5 dwelling unit per acre density, but the split zone will be removed and the intent will be consistent.



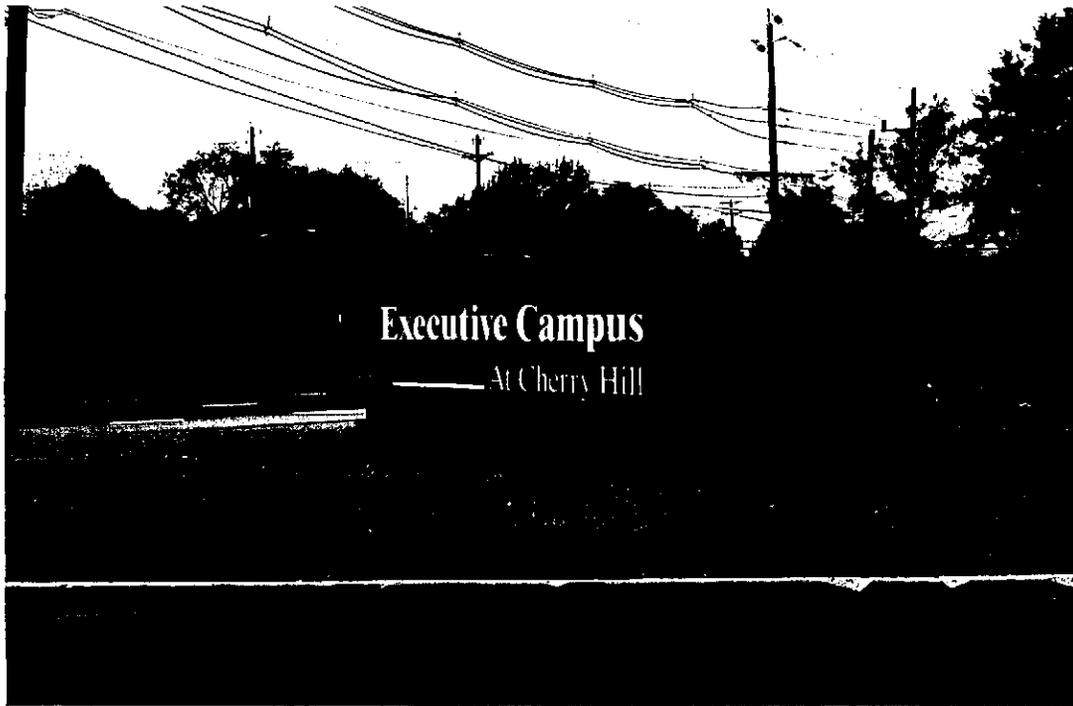
District6- Hilton Hotel

5. Longwood Ave to Beechwood Ave. This area is zoned Restricted Industrial IR. Of the 35 lots in this area, 27 are residential, five are open space lots, two are commercial and one lot is a medical office. It appears that there were several machine shops in the area, but that are no longer operational. It is recommended that the area be rezoned Residential R-2 consistent with the existing land use.
6. Route 38 and Longwood Ave. This area south of Route 38 is zoned Business B-2 and Residential R-2. An office building exists in the

Residential R-3 zone immediately adjacent to the B-2 zone. It is recommended that the B-2 be extended to include the existing office building.

7. Macedonia Temple Baptist Church - Chapel Ave at the Merchantville Line. This property is zoned Residential R-3. It is recommended that this property be rezoned Institutional-IN consistent with the other churches in the Township.
8. Cioffi's Auto Repair - Chapel Ave and Main Street. This property is zoned Business B-2 and Residential R-3. It is recommended that the entire Cioffi's parcel be zoned B-2.
9. AT&T Wireless, former Rib-bit Restaurant (vacant) & Scotto's Pizza, Haddonfield and Church Roads. This area is currently zoned Business B-2 and Residential R-3. It is recommended that the B-2 zone be extended to Third Ave consistent with the existing land uses.
10. Crestwood Auto Sales - Chapel and Woodland Avenues. This area is zoned Business B-2 and Residential R-3. This business is located within the R-3 zone directly adjacent to the B-2 zone. It is recommended that the Highway Business B-2 zone be extended to include this existing use.
11. Red Eagle Tavern - Chapel Ave between Woodland Ave and Highland Ave. This business is located within both the Business B-2 zone and the Residential R-3 zone. It is recommended that the B-2 zone be extended to include this existing use.
12. Route 38 and Hollywood Ave. A portion of this area between an Industrial IR zone and a Business B-2 zoned is zoned Residential R-3. It is recommended that the R-3 area be rezoned B-2.
13. Kenilworth Ave - adjacent to the rail line south of Route 38. This area is zoned Restricted Industrial IR. However, it is immediately adjacent to a Residential R-2 zone and nine of the existing 13 lots are occupied by homes. It is recommended that the area be rezoned Residential R-2 consistent with the existing land use.
14. Garden State Pavilions Shopping Center. The majority of the center is zoned Shopping Center B-3. However, a portion is zoned Regional Business B-4. It is recommended that the entire Garden State Pavilions property be rezoned Shopping Center B-3.
15. Kenilworth Park. This area is zoned Residential R-2 and Regional Business B-4. The Township owns these lands as open space and a park. It is recommended that the area be rezoned IN Institutional consistent with other Township owned properties.
16. Law Office, Longwood Avenue. Block 119.01, lot 28 is zoned R-3. It has been used as a professional office for many years. It is recommended that the zoning be changed to B-2 consistent with adjacent uses.

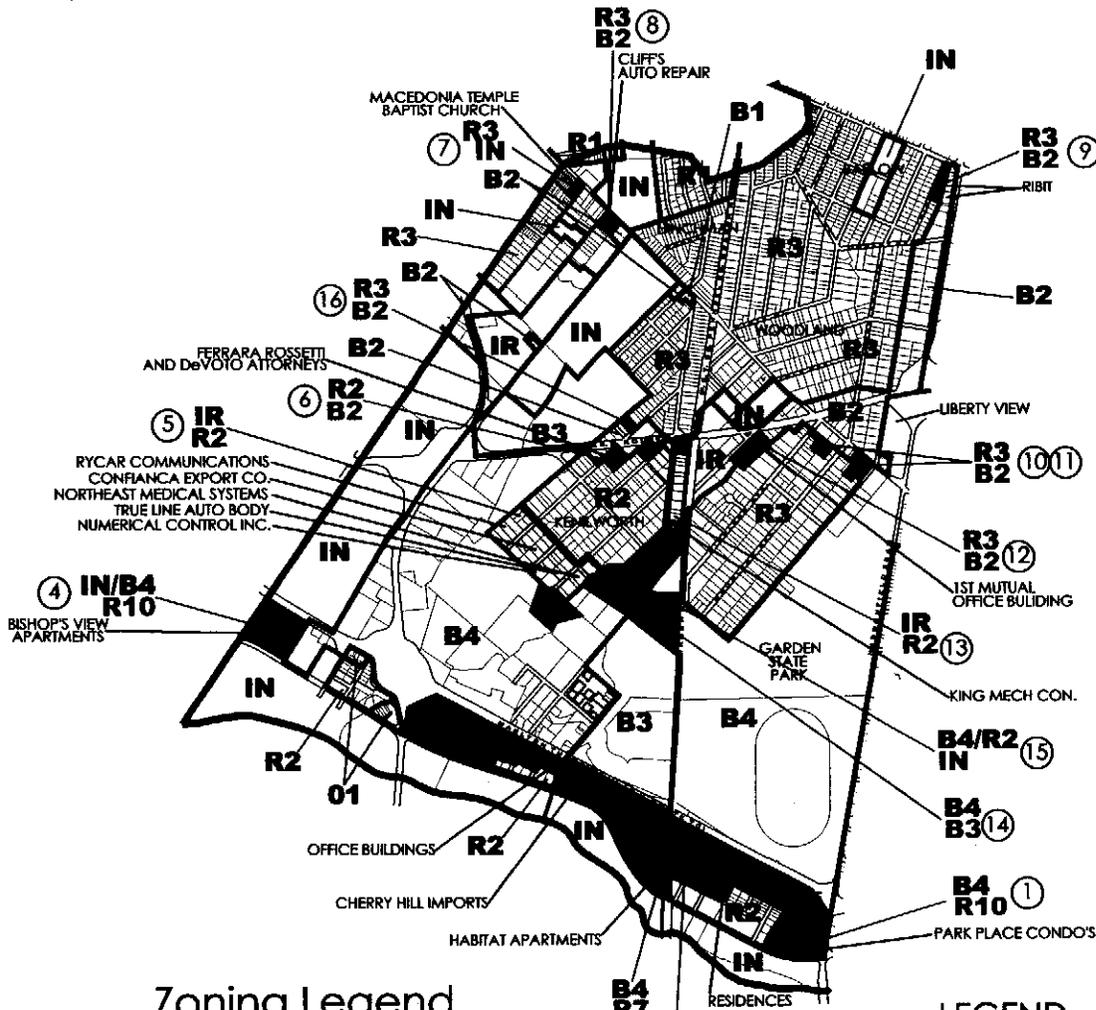
17. All lands currently south of Route 70 are zoned B-4. It is recommended that the area be rezoned B-2.



District 6- Executive Campus

CHERRY HILL TOWNSHIP

PROPOSED ZONING MAP DISTRICT 6 MAP A18



Zoning Legend

Single Family-	R A	
	R 1	
	R 2	
	R 3	
Planned Community-	RAPC	
	RIPD	
Multi-Family-	R 7	
Affordable Housing-	R 8	
	R 10	
	R 20	High-Rise
Institutional-	IN	
Office-	01	Limited
	02	General
	03	Professional
Business-	B 1	Neighborhood
	B 2	Highway
	B 3	Shopping Center
	B 4	Regional
Industrial-	IR	Restricted
	IRB	Restricted Business

LEGEND

	Residential
	Multi-Family
	Office
	Commercial
	Industrial
	Institutional
	Existing Zoning
	Existing Zoning Line
	Proposed Zoning
	Proposed Zoning Line
	Former Zoning Line
	Proposed Zoning Change

Scale: 1" = 600'

Source: JCA Associates, Inc.
1264 North Church St., Suite 3
Arlingdale, NY 11731
Source: NADP-08 Insurance Data
Also: 300 Public Engineering Associates, Inc.
301 Hawthorne Avenue
PO Box 1731
Point Pleasant Beach, NJ 08076

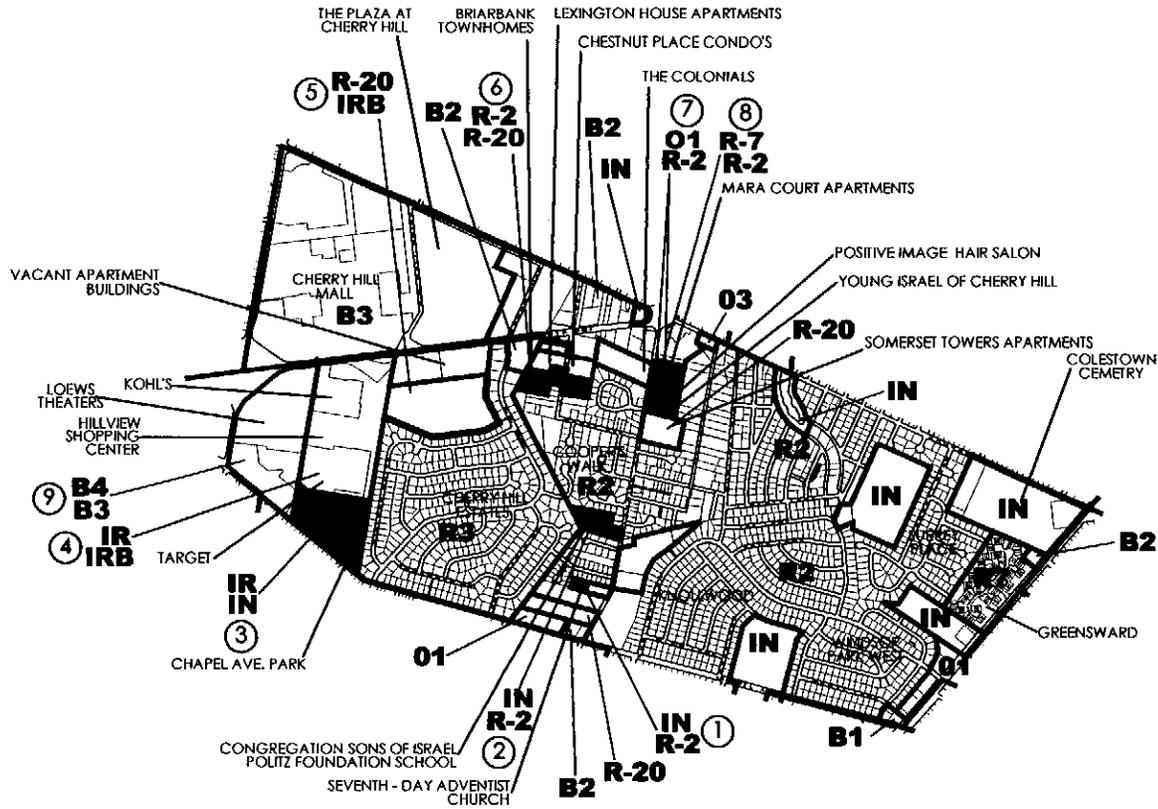
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District 7 (Map A19)

1. First Seventh Day Adventist Church - Cooper Landing Road. This property is zoned Residential R-2 and Institutional IN. It is recommended that the entire property be zoned Institutional IN consistent with similar uses within the Township.
2. Congregation Son's of Israel - Cooper Landing Road. This property is zoned Residential R-2. It is recommended that this property be rezoned Institutional IN consistent with similar uses within the Township.
3. Chapel Avenue Park - Chapel Ave. This property is zoned Restricted Industrial-IR. It is recommended that this property be rezoned Institutional-IN consistent with similar land uses in the Township.
4. Block 285.25, Lot 8. This property is located between the Cherry Hill Towers and the Cherry Hill Estates neighborhood. This property was rezoned Industrial Restricted/ Business overlay, and is the open space associated with Hillview Shopping Center. The zoning map needs to be revised to reflect the change in zoning.
5. Jenvue Town homes and Briarbank Town homes - Chestnut Street. This area is zoned Residential R-2. These multi-residential developments are adjacent to a Residential R-20 zone. It is recommended that this area be rezoned Residential R-20 consistent with the existing land uses.
6. Cooper Landing Road between Somerset Towers and Crossroads Plaza. This area is zoned Residential R-2. Three office uses and one multi-residential development exist in this area along with three residential properties. It is recommended that this area be rezoned Limited Office O-1.
7. Mara Court Apartments - Cooper Landing Road. This property is zoned Residential R-2. It is recommended that this property be rezoned Residential R-7 consistent with the existing land use.
8. Lowe's Theatre. This area is zoned Regional Business B-4. It is recommended that this area be rezoned Shopping Center B-3 consistent with the existing land use.

CHERRY HILL TOWNSHIP

PROPOSED ZONING MAP DISTRICT 7 MAP A19



Zoning Legend

Single Family-	R A	
	R 1	
	R 2	
	R 3	
Planned Community-	RAPC	
	RIPD	
Multi-Family-	R 7	
Affordable Housing-	R 8	
	R 10	
	R 20	High-Rise
Institutional-	IN	
Office-	O 1	Limited
	O 2	General
	O 3	Professional
Business-	B 1	Neighborhood
	B 2	Highway
	B 3	Shopping Center
	B 4	Regional
Industrial-	IR	Restricted
	IRB	Restricted Business

LEGEND

	Residential
	Multi - Family
	Office
	Commercial
	Industrial
	Institutional
EZ	Existing Zoning
	Existing Zoning Line
PZ	Proposed Zoning
	Proposed Zoning Line
	Former Zoning Line
	Proposed Zoning Change

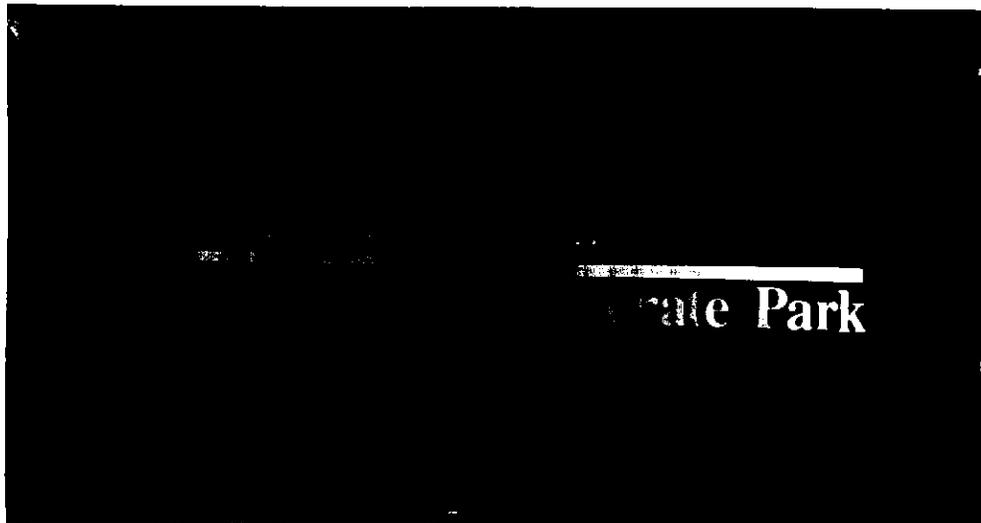
Scale : 1" = 600'

Base Map Source : JCA Associates, Inc.
1264 North Church St., Suite 3
Morristown, NJ 07960
Source : NADIP GIS Resource Data
AIR : Topographic Engineering Associates, Inc.
304 Four Seasons Avenue
PO Box 1791
Parsippany Branch, NJ 07054

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District 8 (Map A20)

1. Kings Highway and Church Road. This area is zoned Residential R-2. Three businesses are located at this intersection. It is recommended that these lots be rezoned Limited Office O-1 consistent with the existing land use.
2. Woodland Falls - Route 38 & Lake Drive. This area is zoned Highway Business B-2. It is recommended that the entire Woodland Falls complex be rezoned Office O-1 consistent with existing land use.
3. Cherry Hill Orthodox Presbyterian Church - Coles Ave. This property is zoned Highway Business B-2. It is recommended that the church property be zoned Institutional IN consistent with similar land uses in the Township.
4. Colwick Business Center - Lenape Road and Overbrook Drive. This area is zoned Multi-Residential R-20. The entire area has been developed as an office park. It is recommended that the entire area be rezoned Professional Office O-3 consistent with the existing land use.



District 8- Woodland Falls Corporate Park

5. Church Road and Oakview Ave. This area is zoned Residential R-3. Two office uses exist immediately adjacent to a Limited Office O-1 zoned. It is recommended that the Limited Office O-1 zone be extended along Church Road to incorporate the two existing office uses.
6. Faith Baptist Church - Church Road and California Ave. This property is zoned Residential R-3. It is recommended that the church property be rezoned Institutional IN consistent with similar land uses in the Township.
7. Haddonfield Road and Overbrook Drive. This area is zoned Limited Office O-1 and Residential R-1. A portion of the office use encroaches into the residential zone. It is recommended that the office zone be expanded to incorporate these existing uses.
8. Route 38 & Coles Avenue. This area is zoned Residential R-3. There is a mixing of office, warehousing, commercial and residential in this area. It is

recommended that the Business B-2 and Residential R-2 zoning line be adjusted to more accurately reflect the existing land uses in this area.

9. Route 38 at the Pennsauken Creek. Two commercial businesses situated between a Highway Business B-2 zone are zoned Limited Office O-1. It is recommended that this entire area be rezoned Highway Business B-2 consistent with existing land uses.
10. Kings Highway between Peppermill Drive and the Maple Shade Township boundary. This area is zoned Residential R-2. Three (3) office uses exist in this area. It is recommended that this area be rezoned Limited Office O-1.

It is anticipated that these zoning changes will provide continuity between existing land uses and zoning throughout the Township. The zoning in the remaining portions of Cherry Hill will remain unchanged. However, the zoning criteria in each zone will be evaluated to determine continuity with existing growth patterns and environmental regulations.

PERFORMANCE STANDARDS

The recommendations of this Master Plan entail changes in the way development is planned and built in Cherry Hill. Design guidelines can encourage a positive relationship between new buildings and their surroundings and thereby work to enhance the overall aesthetic quality of Cherry Hill Township. This Land Use Element contains goals and policies to guide site development and design approaches for private projects on private property. The Element also identifies public improvements such as landscaped roadway medians, street trees, and directional and district signage that will help define the Township.

Performance standards are planning amenities that can be incorporated into a community by establishing criteria for design. They address the relationships between varying districts and lands uses and mitigate potential adverse conditions that may result. Buffers, parking setbacks, open space networks; view corridors and solar orientation are examples of planning amenities. The following standards are suggested criteria to be followed within the designated districts in Cherry Hill Township:

Commercial Guidelines and Standards

Standards for non-residential development encompass four distinct land use categories as designated on the Master Plan maps. Lands designated for Commercial, Office, and Industrial uses are more automotive in scale and will follow traditional planning design criteria. The fourth category encompasses the lands of the Garden State Park. It is recommended that this land incorporate pedestrian-oriented and mixed-use standards to ensure that it is easy and enjoyable to walk within various areas consisting of shops and offices. To realize the character envisioned for the Garden State Park, it is essential that no single building or user dominate the others. Within the designated Town or Neighborhood Center, there should be a variety of types and sizes of retail and other commercial establishments. The uses should be joined by pedestrian connections and parking lots should be configured and designed in such a manner that they do not visually overwhelm the landscape.

a. Climate Response.

Building exteriors should provide shelter from the summer sun and winter winds and snow. Porticos, arcades, and overhanging eaves are particularly appropriate at pedestrian pathways. Entryways should be designed to encourage solar access or alternative methods to melt snow and ice, especially on north facing entrances. The orientation of entryways should also consider localized wind conditions. Building locations should consider the safety concerns raised by shadows on parking, streets, sidewalks, and other pedestrian areas.

b. Principal Orientation.

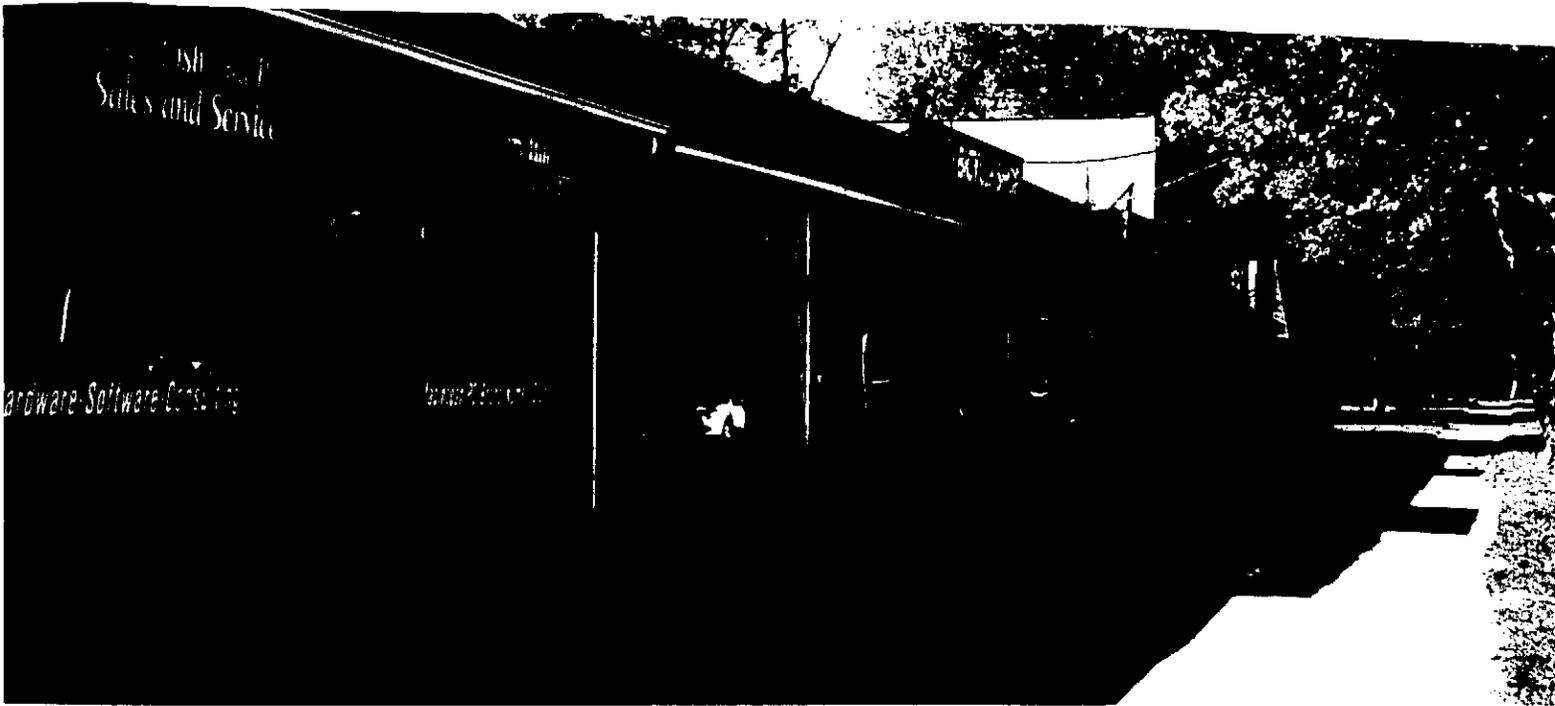
The primary facade of all buildings in commercial, office or transit-oriented development areas should face a public street, except where parking lots may be placed at the street edge. In these cases, the primary facade must front onto a publicly accessible walkway that leads directly from the street to the establishment's front door.

c. *Street Hierarchy.*

All streets should be sized to accommodate projected traffic flow, parking requirements, and should be pedestrian friendly. At a minimum, all streets should conform to the New Jersey Residential Site Improvement Standards.

d. *Street-Facing Facades.*

It is encouraged that street facing facades be lined with windows or other architecturally interesting and varied treatments. The primary entry(s) of uses in commercial, office or transit-oriented development areas should be encouraged, wherever possible to be visible and accessible directly from a public street.



Erlton Streetscape

e. *Walkway-Facing Facades.*

The main entrance of all buildings without street edge facades should open directly onto a publicly accessible walkway. This walkway must directly connect to an adjacent street's sidewalk.

f. *Parking.*

Parking should be located and designed in such a manner that it provides a positive street edge and a desirable pedestrian environment. It should be designed such that the street edge is composed of building walls, landscaping, berming, knee walls or other edging techniques and materials. The following features are encouraged:

- Landscaping. Parking areas should contain landscaping and pedestrian features that visually break up the parking lots.

- Screening. The perimeter of parking areas adjacent to streets and sidewalks should be screened with a low berm, wall, fence or similar feature a minimum of 30" in height.
- Lighting. Sufficient and safe lighting should be provided using cut-off luminaries. Lighting poles should have a maximum height of 20 feet, and preferably 12 feet high.

g. Front Setbacks.

In neo-traditional settings, buildings may be permitted at reduced setbacks to encourage pedestrian activity for retail and office uses with appropriate architectural design especially as it concerns entryways, materials, and massing, as a means to provide a positive pedestrian environment. Shading and other safety issues should be considered in the building location.

h. Height.

Variation in building height is encouraged. Commercial, Mixed-use and civic buildings should not exceed the height limitation of the zone. Apartments and Age Qualified Residences should not exceed a height of 65 feet measured to the mean roof height. Manor Homes should not exceed a height of 45 feet measured to the mean roof height. Townhouses and Townhouses over Flats should not exceed a height of 35 feet measured to the mean roof height. Shading and other safety issues should be considered in building height.

i. Facades and Roof Form.

1. Articulation. No wall should have a blank, uninterrupted length exceeding 30 feet without including one of the following: a revealed pilaster, change in texture, color or material, change in plane, window, lattice, or equivalent element.
2. Base and Top Architectural Treatments. It is encouraged that all facades be organized into two sections having the following features:
 - A recognizable "base" consisting of (but not limited to): (a) thicker walls, (b) richly textured materials (e.g. tile or masonry treatments), (c) special materials such as ceramic tile, or similar materials, (d) darker colored materials, mullion, and/or panels and/or (e) enriched landscaping.
 - A recognizable "top" consisting of (but not limited to): (a) cornice treatments, (b) roof overhangs with brackets, (c) stepped parapets, (d) richly textured materials (e.g. tile or masonry treatments), and/or (e) differently colored materials.
3. Storefronts. It is encouraged that primary facades be lined with windows or other architecturally interesting and varied treatments.
4. Entries. Primary pedestrian entries should be clearly expressed with architectural and site planning features. Where possible, entryways should be sheltered from the elements.

5. **Roof Form.** Mechanical equipment should be integrated into the overall mass of a building by screening it on all sides behind parapets or by recessing equipment into hips, gables, parapets or similar features.



Subaru Headquarters Roof Form

6. **Service Areas.** Architectural or landscaping features shall be used to screen service areas from adjacent properties and streets. Screening features should be integrated into the overall design of the development.
- j. **Materials.**

Buildings in commercial, office or transit-oriented development areas should include compatible and locally prominent building materials used in a manner to create quality detailing and architectural interest.

 1. **Windows.** Windows should be architecturally compatible with design, materials, colors and details of the building. Facades facing a street or common open space should receive special emphasis with regard to placement and the number of windows provided. Mirror glass may be used only in limited applications.
 2. **Simulated Materials.** Materials that are poorly simulated should be discouraged. Material changes should not occur at external corners, but may occur at “reverse” or interior corners or as a “return” at least two feet from external corners. Scored plywood (such as “T-111”) should not be used.
 3. **Proper Application and Detailing.** Materials should be properly applied and correctly detailed, especially at the base of buildings, along cornices, eaves, parapets or ridge tops, and around entries and windows.
 4. **Durability.** Materials should be demonstrated to be of a high quality and durability.
 - k. **Connecting Walkways.**

Walkways should link street sidewalks with building entries through the parking lots. They should meet the following minimum requirements:

- Grading and width. Connecting walkways should be either grade separated from the parking lot, or delineated by a change in materials with a minimum width of five feet.
- Landscaping. Connecting walkways should be landscaped.
- Lighting. Connecting walkways should be equipped with lighting. Standards spaced a maximum of 30 feet apart, and a maximum of 12 feet high are recommended. Bollard style lighting is also acceptable. Lighting design should provide sufficient lighting to assure the safety of pedestrian walks and vehicular crosswalks.
- Screening. Any service areas (loading docks/storage areas) adjacent to connecting walkways or residential areas should be fully screened from view.

l. Landscaping, Screening and Street Furnishings.

1. Parking Lot Frontage. Where parking lots occur along streets, a landscaped area should be provided to minimize views of parked cars from the street.
2. Broadleaf trees should predominate in parking areas and public plazas to provide shade in the summer and sun in the winter.
3. Screening Devices. Shrubs and conifers should be used with architectural features to screen mechanical equipment, loading areas, etc.
4. Screening Loading Areas and Ground-Mounted Equipment. Loading areas, transformers, heating units and other ground-mounted equipment should be adequately screened with walls, fences or landscaping.
5. Accents. Flowering annuals, perennials, shrubs and trees are encouraged to accent entrances, walkways, plazas and parks.
6. Fountains and Artwork. Fountains and artwork are encouraged in courtyards, parks and plazas.
7. Benches, Trash Receptacles and Transit Shelters. These items should be made of durable, high quality materials that complement nearby buildings.

m. Fences and Walls.

1. Pedestrian Access. Openings should be provided in fences, walls for walkways connecting directly to the street, and avoid circuitous routes for pedestrians.
2. Materials and Detailing. Walls visible from public streets, residential areas and walkways should be constructed of durable materials that complement nearby buildings.

Residential Guidelines and Standards

a. Orientation.

Primary facades should contain the primary entry and should be street facing. All primary facades should have windows covering at least 25% of

the facade area except garages. Rear yards should be avoided along all collector roads.

b. *Front Door.*

With the exception of apartments, and accessory dwelling units, every home should have an entry facing a public street. Side entries may be allowed if an entry statement (i.e. patios, arbor, fence, gate, etc.) is provided on the building side facing the street.

c. *Garages.*

Garages should not dominate residential streetscape. In locating garages, strategies should include:

- Varying the building and garage setbacks from the street and the public right-of-way.
- Minimizing the extent to which garages protrude from the main plane of the house, including recessing garages on a portion of the house, including recessing garages on a portion of the homes along the street behind the main plane of the house.
- Varying the style of garage door and panel design.

d. *Front Porch.*

Dwelling units should provide a variety of functional entry features. Front porches should have a minimum depth of twelve feet.

e. *Facade Articulation.*

All residential buildings should be articulated with varied architectural features such as bays, balconies, decks or porches that face the adjacent street, park or open space area.

f. *Street Facing Fences.*

Fences adjacent to streets and within the front yard setback should have a maximum height of 36 inches. Side yard fencing behind the front setback may have a maximum height of six feet.

g. *Trash and Service Equipment.*

Trash and service equipment, including satellite-receiving dishes, should be located in the rear or side yard areas and enclosed or screened from view by landscaping or fencing.



Front porches add dimension and character

Detention Basins

Detention basins in residential subdivisions should be designed in such a manner that they become visual amenities to the project. In order to accomplish this, the plan recommends the following:

- The maximum side slope of any basin shall be five to one, and shall have adequate slope protection.
- The minimum depth from the bottom of any basin to the seasonal high water table (SHWT) shall not be less than two (2) feet.
- The maximum overall depth of any basin should not exceed six (6) feet from the top of the berm to the bottom of the basin (i.e.: Invert elevation of the outfall structure).
- Any developer proposing to dedicate storm water basins or other similar facilities to the Township should fund the required maintenance. The township engineer or staff will provide the Township Council with an estimate of the maintenance costs.
- If a homeowners' association is formed, the developer should fund the maintenance of the basin with a capital contribution to a trust fund, the interest of which will be available for the maintenance of the basin. In the event, the homeowners' association ceases to exist or defaults on the maintenance obligation, the trust fund will accrue to the Township, which will use the interest of such funds to maintain the basin.

General Standards

Buffer Strips

- A buffer is an area of land that serves as a vegetated shield between uses that is separate and distinct from any other required setbacks.
- Buffering shall be provided between residential uses of different intensity and between residential and nonresidential uses.
- Buffers shall be created to minimize noise; to provide relief from views of loading areas, trash enclosures, parking areas and the like, and to provide a horizontal and vertical separation between different land uses.
- Existing vegetation, particularly hedgerows, should be incorporated into buffers wherever possible.
- Existing woods within the required buffer area should not be cleared.
- All buffers shall be a mixture of trees and shrubs which are predominantly evergreen, as approved by the reviewing agency and shall provide the equivalent of two staggered rows of evergreen trees, each tree planted 15

feet apart. Evergreen trees shall be six to eight feet tall, balled and burlapped, and sheared. Shrubs shall be a minimum of three feet tall.

- Detention basins shall not be included within buffer areas.
- Where multi-residential or townhouse structures adjoin a single-family area, a buffer 25 feet in width shall be provided within the multi-residential or townhouse area unless specified at a greater dimension by use. Where single-family residential is adjacent to a non-residential use or zone, a buffer 50 feet in width shall be provided.
- If a road should separate two districts, a minimum buffer of 15 feet in width shall be provided within both districts, except for single-family residential development.
- Buffers shall be provided to all districts as defined in Article 25 of the Cherry Hill Township Ordinance.

Energy Conservation

Site plans and subdivision layouts, which use natural factors to their advantage, can reduce energy demand by approximately 20 percent. These benefits accrue both to the homeowner by reducing operating expenses and to all regional energy users by reducing aggregate energy demand. The following techniques are recommended for all new land development.

- Structures should be oriented towards the southern exposure where possible.
- Window openings on northern exposures should be limited in size and number.
- Windbreaks of evergreen material are recommended both on northern exposures of residential structures and on the northern property exposure.
- Deciduous trees are recommended on western exposures to intercept summer's setting sun and to allow the energy of the winter sun to pass through.



Native vegetation

Open Space

- Lands that are dedicated to the Township, as open space should not be accepted unless they are of a size suitable for a needed public purpose and have adequate provisions for their protection and maintenance.
- The establishment of a legal entity should provide for the preservation and maintenance of private open space. The operating monies for this entity should be derived from a principal amount sufficiently large to generate interest revenues to adequately maintain the land.

Vegetation Management and Tree Removal

- Development should be designed to encourage the retention of existing vegetation within the development.
- Trees greater than or equal to 8" diameter at breast height should be maintained and incorporated into the final design of all subdivisions and site plans. Unique native evergreens, including American Holly and Mountain Laurel, greater than or equal to "1" dbh and "30" height respectively, should also be maintained or transplanted and incorporated into the final design of all subdivisions and site plans.
- Trees greater than or equal to "4" dbh shall not be cut without a site plan approval. Every effort should be made to transplant existing vegetation.
- All clearing should be centered around structures and driveways.
- Hedgerows should be preserved by incorporation into buffers and street plantings where possible.
- The requirement for street trees may be waived if, after construction, existing woods remain along a majority of the road frontage.

Lighting

All exterior lighting fixtures shall be equipped with cut-off luminaires. In addition, light fixtures adjacent to residential districts shall be shielded to prevent glare. The mounting height of exterior lighting shall conform to the following schedule:

<u>Building Height</u>	<u>Fixture Mounting Height</u>
up to 24 feet	16 feet
25 to 34 feet	18 feet
35 feet or greater	25 feet

The lighting intensity shall not exceed 60-foot candles. The lighting intensity at a property line adjacent to a residential zone shall not exceed 0.25-foot candles.

Contiguous Lots

When two or more contiguous lots are under the same ownership and one or more of those lots are undersized in area or dimension, the land holdings shall be considered as one lot.

Change of Use, Zoning Approval for Occupancy

Any change of use or occupancy within Cherry Hill Township will void the previously issued Zoning Approval for Occupancy and require the issuance of a new one. In addition, board approval must be obtained before the conversion of any use to any other use even though no new construction is planned when the conversion of use occurs. The purpose of board review is to determine whether the new use will conform to all appropriate township regulations and to ensure that the existing facilities will be adequate for the proposed use.

Roof-mounted Equipment

Mechanical equipment located on the roof shall be shielded from view.

Noise Control

Noise levels shall be designated and operated in accordance with the following criteria and those rules as established by the New Jersey Department of Environmental Protection, as they may be adopted and amended.

Table A6 Acceptable Noise Levels			
Octave Bank (cycles/sec.)	Along Residence District Boundaries		Along Business District Boundaries (dBA)
	7 a.m. -10 p.m. (dBA)	10 p.m. -7 a.m. (dBA)	
0 - 124	65	50	65
125 - 249	58	44	62
250 - 499	53	39	52
500 - 999	46	35	53
1,000 - 2,400	40	30	47
2,400 - 4,800	34	26	41
Above 4,800	32	24	39



Garden State Pavilions Shopping Center