

Amended Redevelopment Plan for the Kennedy Hospital Area in Need of Rehabilitation

Block 343.01, Lots 6, 7, 8, 9, & 10
Cherry Hill Township, NJ

Prepared by Group Melvin Design on August 1, 2014

Amended by Group Melvin Design on June 14, 2017

Recommended by Planning Board on June 19, 2017

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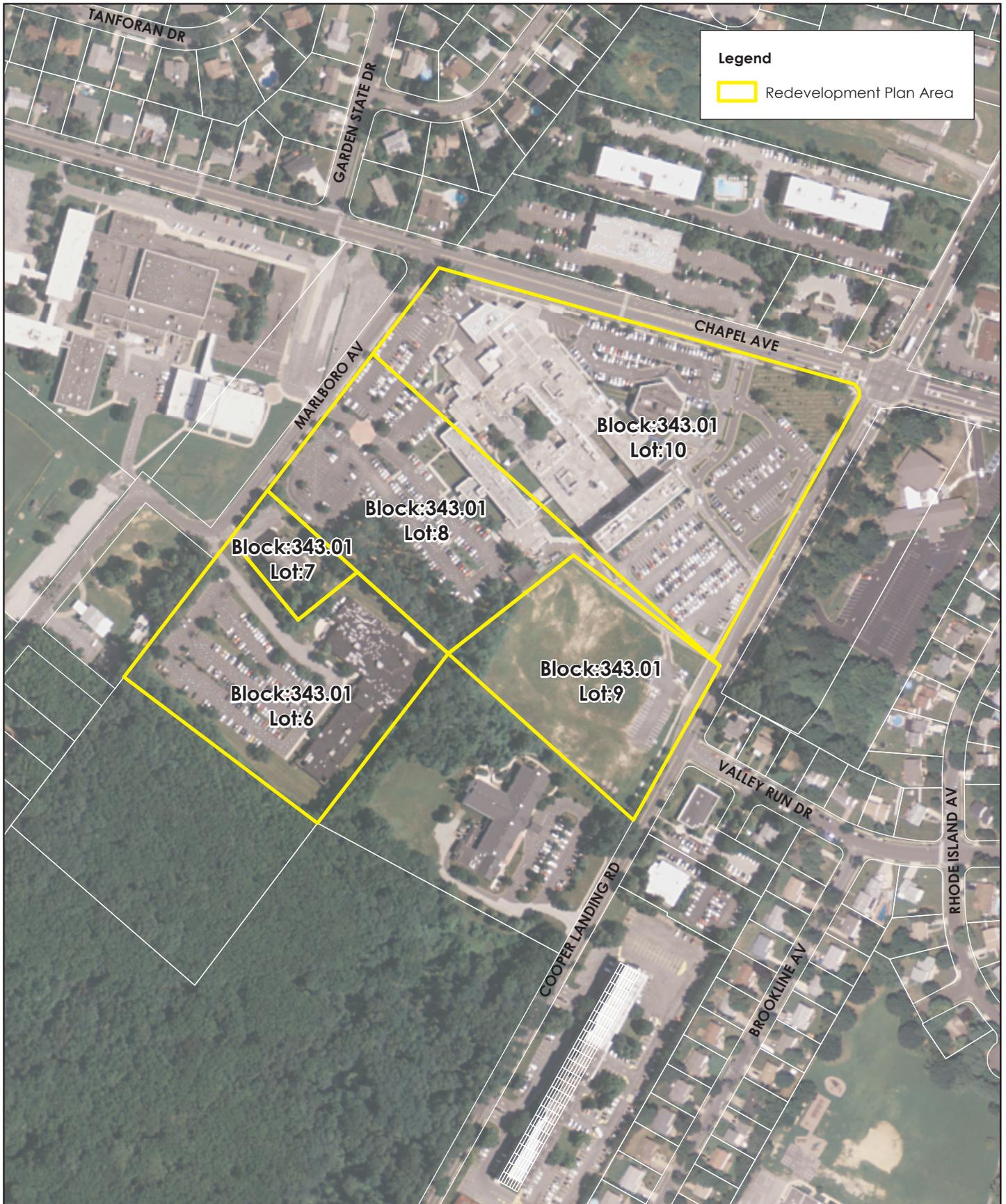
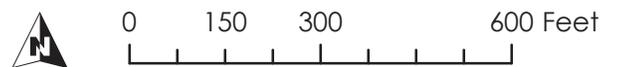


Figure 1: Site Map



I. Introduction

Cherry Hill Township has identified Block 343.01, Lots 6, 7, 8, 9, and 10 as an opportunity for redevelopment in accordance with the provisions of the New Jersey Local Redevelopment and Housing Law or LRHL (N.J.S.A. 40A-12A.1 et seq.).

The site was the subject of a Rehabilitation Investigation for Determination of an Area in Need of Rehabilitation. Robert F. Melvin, PP/AICP, of Group Melvin Design, prepared that Rehabilitation Investigation Report. That report concluded that Block 343.01, Lots 6, 7, 8, 9, and 10, as shown in [Figure 1: Site Map](#), qualified to be declared an “Area in Need of Rehabilitation” because it met the following criteria outlined in Section 14 of the Local Redevelopment and Housing Law.

- Criterion 1: Substandard Condition
- Criterion 3: Pattern of Underutilization
- Criterion 6: Water and Sewer Infrastructure

On August 4, 2014 the Planning Board adopted a resolution that recommended to the Governing Body of the Township of Cherry Hill that Block 343.01, Lots 6, 7, 8, 9, and 10 be designated as an “Area in Need of Rehabilitation” based upon the aforementioned assessment.

This Redevelopment Plan describes the standards and procedures for the redevelopment of Block 343.01, Lots 6, 7, 8, 9, and 10 in accordance with the LRHL. The proposed plan recommends improvements to Block 343.01, Lots 8, 9, and 10. The plan does not recommend any action on Lots 6 and 7 at this time. However, future improvements to these lots may require an amendment to this Redevelopment Plan.

In January of 2017, the Department of Community Development received a request from Kennedy Hospital requesting amendments to the Kennedy Hospital Redevelopment Plan, in order to facilitate the future development of Phase II of Kennedy Hospital’s Campus Master Plan. As a matter of reference, Kennedy University Hospital, Inc. was designated on April 27, 2015 by Township Council via Resolution 2015-4-24 (Appendix A) as the Redeveloper for the Rehabilitation Area in accordance with the Local Redevelopment & Housing Law (LRHL) (N.J.S.A. 40A:12-1 et seq.). As the Redeveloper, the LRHL provides flexibility to permit Kennedy Hospital to request amendments to the Redevelopment Plan to the Redevelopment Entity - in this case, Cherry Hill Township Council - in order to effectively continue with the successful implementation of Phase II and overall redevelopment of Kennedy University Hospital.

In response to the January 2017 request, Township Council memorialized a directive on February 13, 2017 via Resolution #2017-2-10 (Appendix B) to the Cherry Hill Township Planning Board to review, consider, and make recommendation as to whether the proposed amendments by Kennedy Hospital should be adopted.

As such, the following sections constitute the proposed amendments, as recommended by the Cherry Hill Township Planning Board:

- I.A.1. On-Site Structure: to include an update on what has been built since the original version of the Plan was adopted.
- IV.B.1. Permitted Uses: to permit a Helistop on the roof of a proposed patient pavilion.
- IV.B.2.d Minimum Building Setback to Chapel Avenue: to permit the new patient pavilion to have a minimum 40’ front yard setback, where previously a minimum 80’ front yard setback was required. This requires that the existing surface parking along Chapel Avenue be converted to open space with the exception of circulation necessary for the Emergency Room and any ancillary ambulance parking, as approved and deemed necessary by the Redevelopment Entity or otherwise permitted by the Cherry Hill Township Zoning Ordinance.
- IV.B.2.i Maximum Building Height: to permit the new patient pavilion to have a maximum height of 88’, where previously a maximum height of 75’ was permitted.
- IV.B.5: To permit one (1) additional facade sign along Chapel Avenue above the three (3) façade signs

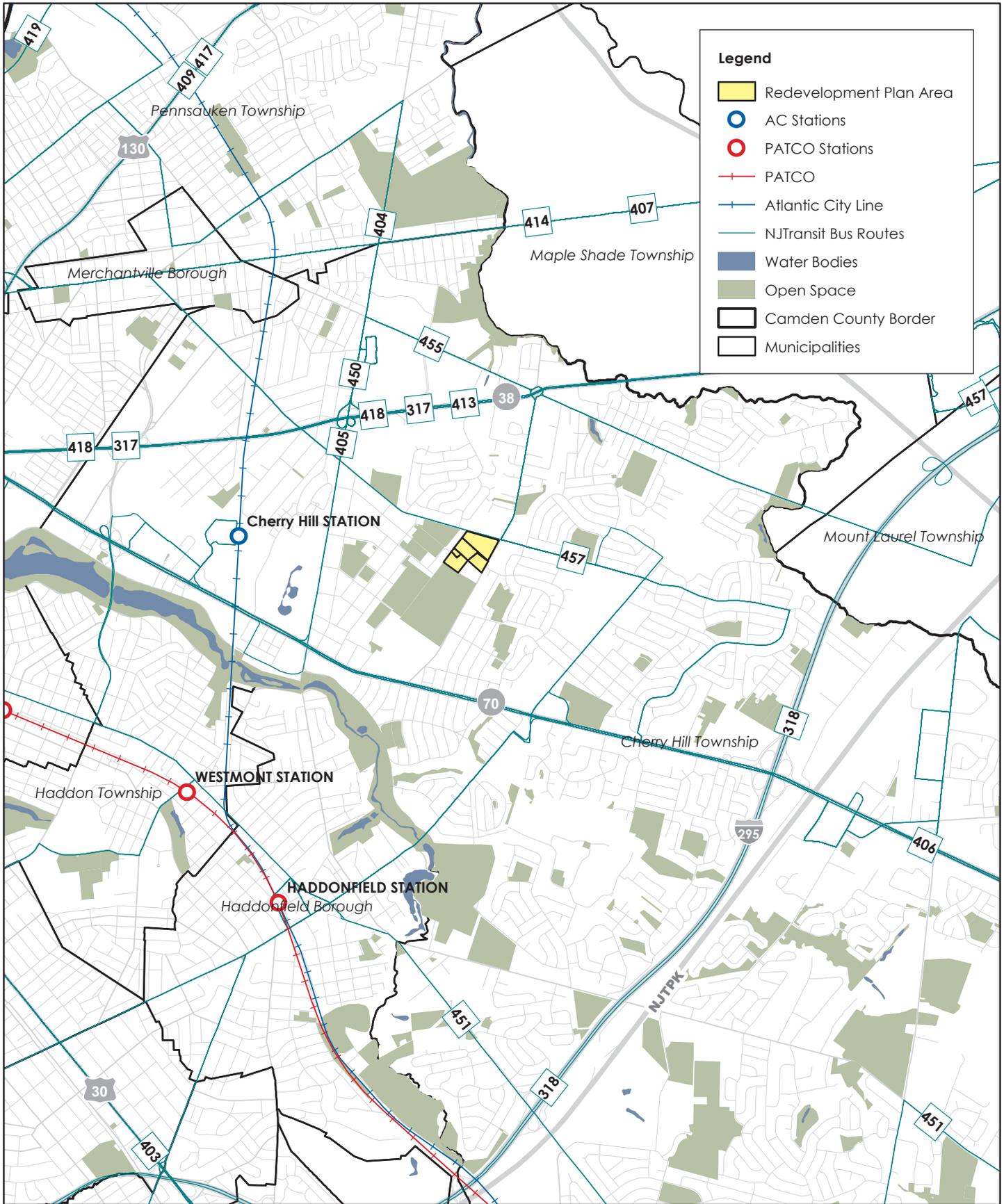
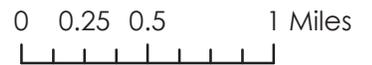
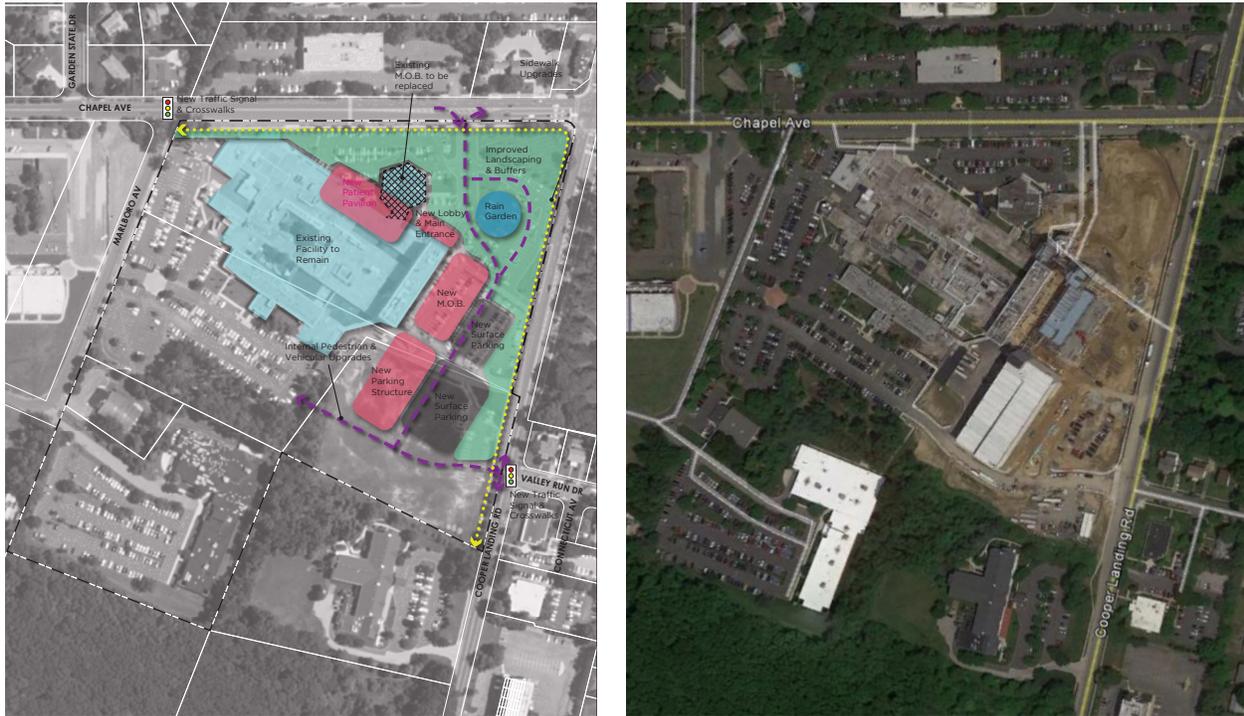


Figure 2: Context Map



permitted by this Redevelopment Plan, which shall not exceed the roof line and/or stairwell. Said sign shall not be inclusive of the permitted maximum size limitation required by this Redevelopment Plan but where said façade sign shall not exceed whichever is the smaller of the following: (a) an area equal to or less than fifteen (15%) percent of the principal façade area (including window and door area) on which, they are displayed, or (b) a maximum of one hundred and fifty (150) square feet.

Figure 3: New Construction



A. Description of Redevelopment Area

The proposed Redevelopment Plan for the Kennedy University Hospital Area in Need of Rehabilitation (herein referred to as “The Redevelopment Plan”) measures approximately 27 acres in size and is located at the intersection of Chapel Avenue (County Road 626) and Cooper-Landing Road (County Road 627). The site’s ownership is comprised of Kennedy University Hospital, Inc. and associated support entities and includes the hospital and accessory buildings, the medical office structure, and the administrative buildings on Marlboro Avenue.

As shown in [Figure 2: Context Map](#), the site is proximate to the I-295 interchange via Route 70 (Exit 34) and Route 38 (Exit 36), a highway system which runs parallel, and with access to, the New Jersey Turnpike. The site is served by three NJ Transit bus lines, which include the 405, 455, and 457 routes. It is centrally located within Cherry Hill Township, and is proximate to several commercial centers within the Township, including the Cherry Hill Mall and the Garden State Park Racetrack development area.

Since the Redevelopment Plan was adopted in August of 2014, construction has begun and/or substantially/entirely completed on the new medical office building (MOB), new parking structure, atrium lobby and main entrance, new surface parking lots, and the overall modified, onsite circulation system. [Figure 3: New Construction](#) provides both the proposed Conceptual Site Plan as illustrated in 2014, as well as a Google Earth Image showing the progress of construction as of March 2017.

1. On-site structures and uses

While the administrative buildings are relatively new, a majority of the area of the hospital was constructed

56 years ago (1958). The original Hospital, interconnecting structure and first three (3) stories of the tower were constructed 51 years ago (1963), with two (2) additional floors, and other infill space built 47 years ago (1967). An additional medical office building was constructed 42 years ago (1972) internal to the land and along Chapel Avenue. Lot 9 is vacant and is in the Office Zone.

2. Neighboring Land uses

The site is proximate to residential neighborhoods to the north and west along Chapel Avenue and Cooper Landing Road. Small-scale commercial office uses are located immediately north of the site along Chapel Avenue. Two institutional uses border the site. Cherry Hill High School West is located west of the site on the west side of Marlboro Avenue. Kingsway Church is located east of the site at the intersection of Chapel Avenue and Cooper-Landing Road. Cherry Hill Senior Living (assisted living) is immediately adjacent to the hospital in the area south of the site.

B. The Redevelopment Act

New Jersey's Local Redevelopment and Housing Law authorizes municipalities to initiate a process that transforms underutilized or poorly designed properties into healthier, more vibrant, and/or economically productive land uses. The process has been used successfully throughout New Jersey to creatively improve properties meeting specific redevelopment criteria. Projects approved for redevelopment or rehabilitation are often eligible for certain types of technical and financial assistance from the State.

II. Provisions of the Redevelopment Plan

A. Structure and Powers of Redevelopment Entity

The Township's Governing Body shall serve as the Redevelopment Entity. The Redevelopment Entity shall review proposals, may request supplemental information and, at its discretion, determine whether to proceed with redeveloper designation and negotiation of a redevelopment agreement.

By acting as the Redevelopment Entity, the process can be streamlined from resolution to construction and ensure that development remains true to the intentions of the Township's Master Plan and this Redevelopment Plan.

The Redevelopment Entity has the right to designate developers and/or redevelopers who may negotiate with property owners in the Redevelopment Area to execute the Plan.

B. Relationship to Township Land Use Ordinance

Redevelopment of the site is subject to all requirements found in the Township of Cherry Hill's subdivision and site plan ordinance and all relevant performance and design standards except as specified and/or modified herein and as received and approved by the Redevelopment Entity. In the event of any inconsistencies or contradictions, the standards outlined in this Plan shall be deemed as controlling over those lands located in the Rehabilitation Area.

C. Phasing Schedule

Any applicant seeking to develop properties located within the Rehabilitation Area shall be required to provide a phasing schedule, which shall be subject to the review and approval of the Redevelopment Entity. The intent of the phasing schedule shall be to establish parameters within which permitted land uses shall be allowed to construct. The Redevelopment Entity shall have the discretion to develop a suitable mechanism to ensure a balanced development of the Rehabilitation Area so as to minimize fiscal impacts on the Township which may otherwise be created by the proposed construction. A methodology may be established by the Redevelopment Entity based upon calculations which the Redevelopment Entity deems appropriate in light of the intended goal of minimizing and modulating fiscal impacts

D. Other Approvals

This Redevelopment Plan shall not be construed to alleviate the necessity of any applicant or property owner from obtaining any and all other approvals which may be required from outside agencies, be it municipal, county or state, which otherwise may have jurisdiction over the development or redevelopment of a site and/or its uses.

III. Relationship to Local Objectives

The following section outlines how this Redevelopment Plan relates with the Cherry Hill Township Master Plan.

A. Relationship to 2007 Cherry Hill Master Plan

The Redevelopment Plan Vision is consistent with the goals of Cherry Hill Township. This Redevelopment Plan furthers the following list of goals and objectives that were identified in the Township Master Plan Re-Examination Report (2007).

1. Continue to nurture Cherry Hill as a strong, growing business center in the region. (Economic Development Goal, Objective 2)
 - a. Enhance quality of life issues (such as transportation, environment, schools, etc.) to attract and maintain new industry.
2. Encourage the use of “alternative” forms of transportation to improve the air quality and health of residents (Transportation Goal, Objective 2)
 - a. Provide pedestrian and bicycle infrastructure in all new developments to contribute to the pedestrian network throughout the Township.
 - b. Coordinate with NJ Transit and PATCO for specific improvements that increase mass transit ridership, particularly providing for transit-dependent populations.
 - c. Make improvements to increase pedestrian and bicycle safety along all roadways in the Township.
3. Support growth and redevelopment with adequate infrastructure, without creating adverse impact upon the natural environment. (Community Facilities & Utilities Goal, Objective 2)
 - a. Require new development to enhance public areas with quality design and architecture, as well as recreational amenities.
 - b. Require new development to provide utility improvements in order to meet the increased capacity, specifically using energy efficient material and locating all utilities underground.
4. Encourage the connection of living and working in land use development within the Township. (Land Use Goal, Objective 3)
 - a. Encourage redevelopment of brownfields or grayfields, rather than greenfields, whenever possible.
 - b. Implement new urbanist principles to ensure “walkability” in each new development within the Township, creating a comprehensive network for pedestrians and cyclists.
5. Retain and promote existing businesses. (Economic Development Goal, Objective 1)
 - a. Investigate and establish “Redevelopment Areas” where appropriate.

This Redevelopment Plan will create a modern acute hospital center that will contribute to making Cherry Hill a strong and growing community. Its proximity to three (3) NJ Transit bus lines (405, 455, and 457) will encourage alternative forms of transportation and lead to improved air quality. As a Rehabilitation Area, it will capitalize on existing infrastructure and upgrades to existing structures and systems that will help preserve the natural environment and reduce the cost of new infrastructure to the Township. Through building jobs near transit it will encourage a stronger connection between living and working. Finally, the redevelopment of this site allows Cherry Hill to support a valuable employer and critical service provider in its community.

IV. Performance & Design Standards

A. Redevelopment Vision

The Vision for this site is to provide for a modern acute care hospital campus with associated accessory uses to meet the future needs of the Cherry Hill community and region. Hospital design standards have evolved significantly from the multi-patient occupancy room currently existing at Kennedy University Hospital to a single patient room standard. Redevelopment would allow renovation of existing structures to a current appropriate design and use.

To foster a modern acute care hospital and campus, the vision for the site calls for a new, state-of-the-art facility to enhance the environment of care for patients, providers, and the community. To accomplish this, redevelopment will incorporate an expansion of medical office uses and related services, including a new medical office building, new parking structure, new medical patient tower, and enhanced pedestrian and vehicular main entrance that are incorporated into the design of the existing structure. This transformation will also include an expansion and upgrade of the existing facilities and associated uses, connectivity and parking.

In conjunction with facility upgrades and new structures, the hospital environment and surrounding community will benefit from an improved and expanded, campus-style redevelopment of the site. This new plan will incorporate an internal pedestrian, bicycle, and vehicular network with limited traffic-controlled access to Marlboro Avenue, Chapel Avenue, and Cooper Landing Road. High-quality open spaces and landscaping will promote a patient and visitor-friendly environment, along with technological equipment and service advancements, and improved landscape features will enhance both the aesthetic qualities and environmental stewardship of the site.

All landscaping, buffers, and architectural elements shall be designed and implemented to the satisfaction of the redevelopment entity.

The overall intended conceptual site design and improvements of the Redevelopment Plan Area are shown in [Figure 4: Conceptual Site Diagram](#). The intended architecture is illustrated in [Figure 5: Visual Renderings of Proposed Buildings](#).

B. Schedule of Bulk Regulations

1. **Permitted Uses:** An acute care hospital and directly/indirectly related activities, when such activity is integrated with or collateral to the acute care hospital located within the Kennedy Hospital Rehabilitation Area, within the underlying Institutional Zone and/or Office Zone, such as but not limited to, parking structures and medical office building structures, within which the acute care hospital maintains some occupancy, but need not have ownership interest.
 - a. Any parking facility/structure may be a principal, primary, and even sole use on an independent lot, or comprise an accessory function on the hospital lot.
 - b. A use such as a medical office building may include functions such as, but not limited to, medical offices, clinics, outpatient centers including surgical, ambulatory outpatient services and other medically-related functions more expansive than a mere physician's office.
 - c. **A helistop is permitted as an accessory use on the new patient pavilion structure as illustrated in [Figure 4: Conceptual Site Diagram](#).**
 - d. **Accessory Structures/Functions:** Those structures and functions as permitted in the Institutional (IN) Zone District, Section 418 of the Township Zoning Ordinance.

2. Lot & Performance Requirements:

The Redevelopment Plan Area shall be developed in a campus format. There shall be a coordinated internal network of all infrastructure, including but not limited to vehicular and pedestrian circulation, electric, information technology, water, sanitary sewer, and storm water management. From time to time,



Figure 4: Conceptual Site Diagram



Figure 5: Visual Renderings of Proposed Buildings



to facilitate the implementation of the plan, internal subdivisions may be necessary. These subdivisions are not required to have frontage on public streets, but shall be required to have access to all necessary infrastructure via a network of cross easements. Except as otherwise approved in the plan, newly created perimeter lots shall not have direct access to the perimeter public streets, but shall rather be accessed from the internal campus roadway circulation network. For those proposed lots that do not have public road frontage, Lot Frontage and Lot Depth presented below shall be measured along designated internal campus roadways.

- a. **Minimum Lot area:** One (1) acre. However, if the proposed structure utilizes an integrated drainage and/or circulation pattern, the minimum lot size shall, upon the request of the owner and concurrence by the Department of Community Development, be reduced to one-half (1/2) acre.
- b. **Minimum Lot Frontage:** 150'
- c. **Minimum Lot Depth:** 150'
- d. **Minimum Building Setback to Chapel Avenue:** All buildings not currently built or under construction shall have a minimum 80' front yard setback to Chapel Avenue with the exception that the new patient pavilion shown in Figure 4 shall be permitted to have a minimum 40' front yard setback, where previously a minimum 80' front yard setback was required. This requires that the existing surface parking along Chapel Avenue be converted to open space with the exception of circulation necessary for the Emergency Room and any ancillary ambulance parking, as approved and deemed necessary by the Redevelopment Entity or otherwise permitted by the Cherry Hill Township Zoning Ordinance.
- e. **Minimum Building Setback to Cooper Landing Road:** 80'. A parking field or circulation roadway is permitted within the yard setback.
- f. **Minimum Building Setback to Marlboro Road for existing building:** To remain as existing.
- g. **Minimum Rear Yard Setback:** 25' with right of parking and circulation within same.
- h. **Minimum Side Yard Setback:** 20' for each side, with an aggregate total of 40'. However, where structures are interconnected, the owner of each lot may waive side yard and permit a zero setback side yard. By way of example, but without limitation, the utilization of a common foyer structure for access to multiple buildings is permitted to cross the lot line, i.e., maintain a zero yard. To the extent that the interconnection is not located at a side yard, but at a rear yard, such zero setback is also permitted.

Party walls are permitted, subject that the architectural design not create a solid design wall but requires design breaks. Buildings shall have architectural breaks and massing that visually breakup and reduce the building scale and create variety along the length of the facade. Massing and rhythm are organizing principles and are established on a macro-scale by designing and analyzing the volumetric facades and building strings as compositions. Architectural compositions shall address the principles of massing and rhythm through changes in planes, materials, horizontal and vertical bands, and varied window openings.

- i. **Maximum Building Height:**
 - i. All buildings, with the exception of the building labeled "New Patient Pavilion" in Figure 4, shall have a maximum height of 75'.
 - ii. The "New Patient Pavilion" in Figure 4, shall have a maximum height of 88'.
 - iii. Building heights shall exclude any screened equipment upon such roof top, such as, but not limited to, heating, ventilation and air-conditioning systems, elevator enclosures, architectural designs, and antenna/satellite dishes or similar roof top facilities, all being excluded from calculation of the building height.
 - iv. To determine heights, the zero datum (0'.0") is taken from the main 1st finish floor of the existing patient tower.

- j. **Maximum Building Height of Parking Structure:** 60', excluding permitted solar canopy.
- k. An applicant shall have the right to phase construction of multi-story structures, over time, with commencement of construction of the first phase constituting a vesting of the entire approval. If, however, any phase after the first phase, is not commenced within eight (8) years of the approval, such approval shall lapse one (1) year after notice by the Township to the property owner of the failure to proceed under the future phase approval, unless some activity toward construction is undertaken by the owner within the said one (1) year, or unless extended by appropriate jurisdictional authorities of the Township.
- l. **Maximum Lot Coverage:** Maximum lot coverage is 70% except where sustainable design credits apply. Where the building or lot are integrated with uses on adjoining lots to form a campus, the owners of a majority of those lots may agree to a calculation of building and lot coverage based upon the totality of all of the lots within the Redevelopment Plan Area for the building coverage/lot coverage ratio as appropriately designated, in order that the percentage of coverage is satisfied within the totality of the lots, even if not satisfied upon one of the individual lots. Temporary surface parking lots shall not be counted towards Maximum Impervious Lot Coverage, as it is intended that they shall be of a limited time frame.
- m. **Maximum Building Coverage:** Maximum building coverage is 35% except where sustainable design credits apply. (see provisions of maximum lot coverage).
- n. **Minimum Open Space Coverage:** 25%, with right of the owners to include the calculation of open space to the entirety of the lots as well, and similar to the calculation comprising the maximum building coverage and maximum lot coverage.
- o. **Buffer Requirements:**
 - i. Where a residential use or zone abuts the lot, a residential buffer shall be required per the Township Zoning Ordinance.
 - ii. Minimum buffer along Chapel Avenue shall be 20'.
 - iii. Minimum buffer along Cooper Landing Road shall be 20'.
 - iv. Minimum buffer along Marlboro Road shall remain as currently configured unless future development is proposed. However, in the event that future development does occur, compliance with the Township's Ordinance shall be required.
- p. **Distance Between Buildings:** Common/party walls are permitted, subject to Fire Marshal review. Where buildings are separate (although they may be subject to a common inter-connector) the structures shall have a minimum separation of 15' where a common party wall is not utilized (interconnecting walkways shall be permitted) when the structures are on a single lot.
- q. **Drainage:** While the storm water standards of the Township are set forth under the Ordinance, the owners of a lot(s) may agree to utilize a common drainage system and common basin pursuant to cross-easements, where such storm water control is required. Storm water facilities may be remote from the site and may be contained on or upon lands within or outside of the subject zone, and are permitted as primary or accessory use thereon; however, such facilities must be contained within the same water shed, unless otherwise authorized by all governmental agencies having jurisdiction over the issue.
- r. **Sustainable Design is encouraged within the Rehabilitation Area with credits as follows:**
 - i. One half (1/2) of one percent (1%) of parking spaces shall be reserved for electric vehicles and provided with electric charging stations in priority locations.
 - ii. Green roofs are encouraged through a credit towards open space requirements. 50% of the surface area of a green roof shall be credited toward the 25% open space obligation of the site.
 - iii. LEED certification is encouraged. Discrete buildings that obtain LEED Silver certification shall receive a 25% credit toward calculation of building and lot coverage. Buildings that

obtain LEED Gold certification shall receive a 50% credit toward calculation of building and lot coverage.

- iv. Rain gardens shall be permitted and encouraged through a credit toward open space requirements. 75% of the acreage devoted toward rain gardens shall be credited toward the 25% open space obligation of the site.
 - v. Solar car ports on the top floor of any parking structure are encouraged through a credit toward open space requirements. 10% of the surface area of the parking structure that is developed with solar panels as a canopy over parking stalls shall be credited toward the 25% open space obligation of the site.
- s. **Circulation:** Notwithstanding any other provision of the Township Ordinances with respect to circulation, an integrated circulation system is required with respect to the multiple lots contained within this zone. In addition, the Redevelopment Plan shall comply with Cherry Hill Township's Complete Streets and Bicycle & Pedestrian Master Plan. New traffic signals shall be under the ownership of the Hospital System, including all associated maintenance costs.
- t. **Loading:** Notwithstanding any other provision of the Ordinance to the contrary, multiple structures upon one or more of the lots in this zone may utilize a common loading facility by consent of the lot owners. Uses, such as general medical offices which do not require defined loading spaces, need not provide a loading facility on the lot. The reviewing authority as it pertains to the site plan may determine by waiver that such loading facilities are not required. However, all loading zones shall be designed in compliance with Section 510 of the Township Zoning Ordinance.
- u. **Lighting:** Shall be consistent with Section 509 of the Township Zoning Ordinance.
- v. **Trash and Recycling:** Shall be provided consistent with the Township Zoning Ordinance.
- w. **Bicycle Facilities:** Shall be provided consistent with the Township Zoning Ordinance.
- x. **Antennas and Satellites:** Antenna/satellite transmission and reception facilities are permitted within the Zone and may be placed upon the roof top of any building or be ground-mounted subject to review and approval by the Department of Community Development.
3. **Parking:** Except as provided herein, the provisions of Section 511 of the Township Zoning Ordinance shall apply with respect to off-street parking.
- a. The provisions of the Parking Schedule set forth in Section 511, Table 5.6 of the Township Ordinance are incorporated, subject to a recognition that the integration of uses within the medical profession/hospital function will allow an overlap of the parking mandate and, to that end, it is recognized that medical/professional offices and clinics now include functions such as rehabilitation and research labs, which do not require the general defined number of parking spaces. The review Board respecting site plan is therefore authorized to recognize a reduction in the parking mandate, based upon the type of floor area utilization, to include identifying a portion of medical offices and clinics which would otherwise require one (1) space for each 200 square feet of gross floor area, to be calculated at one (1) space for each 250 square feet of gross floor area. As it pertains to the hospital use, one (1) for three (3) beds, ratio of employee spaces is here reduced from one (1) space per 1.5 employees; outpatient - one (1) space per six (6) outpatient.
 - b. Parking spaces shall be 9' x 18'. Compact spaces of 8' x 16' are permitted but not to exceed 20% of the total number of required spaces. Such compact spaces shall be identified.
 - c. For the utilization and construction of a comprehensive project such as that proposed in this Redevelopment Plan, temporary parking may be necessary subject to the review and approval of the Department of Community Development.
 - d. Where structures are used in an integrated circulation pattern, and the owners of respective lots agree, parking is permitted to be off-site of the lot; however, same is required to be on the campus property and within the Rehabilitation Area.

- e. Parking structures shall be compatible with the overall design of the integrated Campus.
 - f. **Parking Field and Parking Structure Landscaping:**
 - i. **ADA:** Provision of parking facilities for handicapped persons shall be in accordance with Section 511.F.5 of the Township Zoning Ordinance.
 - ii. **Aisle Width:** Shall be in accordance with Section 511.G of the Township Zoning Ordinance.
 - iii. **Landscaping and Buffering:** Shall be consistent with Section 508 of the Township Zoning Ordinance.
 - g. **Performance Standards:**
 - i. Plan shall comply with Performance Standards per Section 502 of the Township Zoning Ordinance.
4. **Utilities:** All required utilities shall be upgraded as necessary.
5. **Signage:** As part of this Redevelopment Plan, the Redeveloper shall submit a comprehensive sign package detailing the location, copy, size, and design of all existing signage and proposed new signage. Signage shall be compatible and complimentary to the architecture and design of the new improvements to the hospital campus. All pre-existing signage is permitted and upon Planning Board approval of a campus or section thereof sign program, the Ordinance standards for signage may be deemed waived. Further, the total square footage of permitted on-campus signs, without need for variance, including identification, directional, etc., shall not exceed 1.15 times the square footage of signage that currently exists, and may be implemented in phases if the entire sign package is not provided in one submission.
- a. **Freestanding:** Freestanding signs shall be provided as monument signs. Pylon signs are not permitted. For freestanding signs, the following regulations apply:
 - i. One (1) monument sign shall be permitted at each main driveway entrance for the hospital campus, and at the intersection of Chapel Avenue and Cooper Landing Road.
 - ii. All monument signs shall be a maximum of ten (10') feet in height, with the bottom of any text being eighteen (18") inches above grade or higher. Where conflicts with landscaping occur, waivers for location of bottom of text may be provided by the Planning Board.
 - iii. Each freestanding sign size shall not exceed fifty (50) square feet.
 - iv. Only the one (1) monument sign at the main entrance along Chapel Avenue shall integrate changeable/LED electronic copy area, where the changeable/LED electronic face shall not exceed 20 square feet of the sign area.
 - v. Directory and functional signs shall be permitted throughout the campus and shall count towards the aggregate square footage, where all signage shall not exceed 1.15 times the square footage of signage that currently exists.
 - vi. Directory signage may include a map or floor plan diagram, as the case may be, indicating the location of the buildings or offices listed on the directory. These maps and/or diagrams shall not count towards the aggregate square footage permitted.
 - vii. The base of the freestanding sign shall be surrounded with a combination of shrubs, ground cover, flowers or other plant material, a minimum size of the area of copy.
 - b. **Façade:** Façade signs shall be permitted on all buildings except the parking structure. For façade signs, the following regulations apply:
 - i. No more than three (3) façade signs shall be permitted along each street frontage and shall be located on or attached to the principal façade of said building. **One (1) additional façade sign along Chapel Avenue above the three (3) façade signs permitted by this Redevelopment Plan, which shall not exceed the roof line and/or stairwell, shall be permitted.**
 - ii. **The one (1) additional permitted façade sign per IV.B.5.b.i above shall not be inclusive of the permitted maximum size limitation required by this Redevelopment Plan but where**

said façade sign shall not exceed whichever is the smaller of the following:

- (1) an area equal to or less than fifteen (15%) percent of the principal façade area (including window and door area) on which, they are displayed, or
 - (2) (b) a maximum of one hundred and fifty (150) square feet.
- iii. Each façade sign size shall not exceed whichever is the smaller of the following:
 - (1) an area equal to or less than ten (10%) percent of the principal façade area (including window and door area) on which, they are displayed, or
 - (2) a maximum of one hundred and fifty (150) square feet.
 - iv. Façade signs may be placed anywhere on the fascia.
 - v. Awning Signs and Canopy Signs are permitted as a façade sign. No more than thirty-three (33%) percent of an awning or canopy may be utilized as a sign.
 - vi. Identification façade signs located on the parking structure are prohibited.
- c. The location, computation of size, illumination, and other standards not outlined in this Redevelopment Plan shall default to the requirements outlined in Section 517 of the Township Zoning Ordinance.
6. Pre-existing, non-conforming conditions continue and are extant.
 7. **Phasing:** Shall be determined by the Redeveloper and Redevelopment Entity and codified in the Redevelopment Agreement per law.
 8. **Lot Line Adjustments:** The existing subdivision lines shall be recognized, and shall not be deemed merged, irrespective of an individual lot not conforming to the Ordinance standard and, even if owned by the same entity, as it is recognized that there may be purpose, including financing, for the maintenance of lot lines. Any future request for subdivision/lot line adjustment to accommodate a desired separate ownership where a lot line adjustment aids development, borrowing, security or other purposes shall be recognized and implemented where it shall benefit the overall concept of the Campus and its financing. Under such circumstances, waiver/variance of bulk standards violated by such subdivision/lot line adjustment shall be supported in recognition that the implementation of the Campus program does not necessitate the same compliance with bulk standards as would development of multiple independent lots and, thus, the purpose of the Ordinance is satisfied by the implementation of the Campus program.
 9. **Cross Easements:** The Redevelopment Plan Area shall be developed in a campus format. There shall be a coordinated internal network of all infrastructure, including but not limited to vehicular and pedestrian circulation, electric, information technology, water, sanitary sewer, and storm water management. From time to time, to facilitate the implementation of the plan, internal subdivisions may be necessary. These subdivisions are not required to have frontage on public streets, but shall be required to have access to all necessary infrastructure via a network of cross easements. Except as otherwise approved in the plan, newly created perimeter lots shall not have direct access to the perimeter public streets, but shall rather be accessed from the internal campus roadway network.
 10. Where bulk standards, and/or performance and design standards in this plan are not clearly defined or provided, the standards for compliance shall default to the requirements provided in the Township's Zoning Ordinance.

V. Plan for Relocation

The Redevelopment Plan does not propose any need for relocation of residents or businesses.

VI. Property to be Acquired

No property will be acquired as part of this Redevelopment Plan.

VII. Affordable Housing

There is no requirement to build affordable housing on the subject site. The redeveloper shall be required to pay a non-residential development fee per Township Ordinance where applicable.

VIII. Relationship to Other Plans

The following section outlines how this Redevelopment Plan relates to the County Master Plan and the State Development and Redevelopment Plan.

A. Relationship to Camden County Land Use Plan

The following goals from the Camden County Land Use Plan are relevant to this Redevelopment Plan.

1. Provide adequate employment for the existing and prospective labor force.
2. Reverse the present one-direction commuting pattern characterized by home to work trips.
3. Reduce automobile and industrial pollution through efforts to disperse employment centers throughout the County.
4. Encourage innovative zoning concepts which are based upon performance standards
5. Program new development to coincide with public water and sewage facilities.

The Redevelopment Plan achieves these goals by expanding the opportunity for an upgrade and expansion of a medical facility and employment node near existing mass transit and highway infrastructure.

B. Relationship to State Development and Redevelopment Plan

The Redevelopment Plan is consistent with the policies associated with the State Plan Policy Map. Planning Area 1 (PA 1), the Metropolitan Planning Area, encompasses the site in question. PA 1 is intended to:

- Provide for much of the state's future redevelopment;
- Revitalize cities and towns; promote growth in compact forms;
- Stabilize older suburbs;
- Redesign areas of sprawl; and
- Protect the character of existing stable communities.

According to the State Plan, the following are relevant policy objectives for the Metropolitan Planning Area (p. 191-192):

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, in 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. **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.

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. **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.

The Redevelopment Plan will result in efficient and beneficial utilization of scarce land resources; provide a range of office/retail types within the City; use open space to reinforce neighborhood and community identity; promote economic development; and maximize active and passive recreational opportunities. As such, the Redevelopment Plan as detailed herein is in accordance with the State Development and Redevelopment Plan (2001).

IX. Appendix

A. Resolution 2015-4-24

B. Resolution 2017-2-10

A. Resolution 2015-4-24

RESOLUTION 2015-4-24

RESOLUTION OF THE TOWNSHIP COUNCIL OF THE TOWNSHIP OF CHERRY HILL DESIGNATING A REDEVELOPER FOR THE KENNEDY HOSPITAL AREA AND AUTHORIZING THE EXECUTION OF A REDEVELOPER'S AGREEMENT

WHEREAS, the Township of Cherry Hill ("the Township") is empowered, pursuant to the provisions of the Local Redevelopment and Housing Law, as amended and supplemented, N.J.S.A. 40A:12A 1 et seq. ("the LRHL"), to declare certain properties located within the Township as areas in need of rehabilitation, and to adopt and implement redevelopment plans and carry out redevelopment projects; and

WHEREAS, pursuant to N.J.S.A. 40A:12A-4, a municipality may designate a redevelopment entity for purposes of undertaking municipal redevelopment efforts, as prescribed in the LRHL, or may execute those responsibilities directly as a redevelopment entity; and

WHEREAS, the Township has elected to directly act as the redevelopment entity, through the Township Council ("the Council"), for purposes of redevelopment matters; and

WHEREAS, by Resolution No. 2014-6-16, adopted on June 23, 2014, the Township authorized the Planning Board of the Township of Cherry Hill to conduct an investigation as to whether an area within its boundaries known as the Kennedy Hospital Study Area ("Kennedy Hospital"), 2201 Chapel Avenue West, Cherry Hill, New Jersey, also known as Block 343.01, Lot (s) 6,7,8, 9 and 10 on the Township's Tax Map, constitutes an area in need of rehabilitation in accordance with the criteria set forth at N.J.S.A. 40A:12A-14; and

WHEREAS, the Planning Board conducted a preliminary investigation and hearing respecting Kennedy Hospital and, by Resolution No. 2014-8-1 adopted on August 4, 2014, determined that Kennedy Hospital is an area in need of rehabilitation, and recommended that the Council designate Kennedy Hospital as such; and

WHEREAS, the Council, by Resolution No. 2014-8-3 adopted on August 11, 2014, accepted the recommendation of the Planning Board and determined that Kennedy Hospital constitutes an area in need of rehabilitation in accordance with the criteria set forth at N.J.S.A. 40A:12A-14, and further directed the Planning Board to prepare for its consideration a redevelopment plan for the Kennedy Hospital; and

WHEREAS, Ordinance 2014-11 was adopted by Council after a public hearing on September 8, 2014, accepting the Redevelopment Plan for the Kennedy Hospital Area in Need of Rehabilitation; and

WHEREAS, the Township seeks for Kennedy Hospital to be redeveloped by a redeveloper selected and designated by Council in accordance with N.J.S.A. 40A: 12A-8; and

WHEREAS, the Township has determined that the public interests of the Township would be served by conditionally designating a redeveloper; and

WHEREAS, Kennedy University Hospital, Inc. (the "Redeveloper") is a recognized redeveloper, experienced in projects for the construction of commercial, office and mixed use types of development; and

WHEREAS, Redeveloper has provided conceptual proposals to redevelop Kennedy Hospital, together with related improvements and facilities; and

WHEREAS, pursuant to N.J.S.A. 40A:12A-8, et seq., a redevelopment entity is authorized to enter into contracts for the planning, construction or undertaking of any redevelopment project or redevelopment work in an area designated as an area in need of rehabilitation, including, but not limited to, contracts designating a private entity to serve as a redeveloper for a specific redevelopment project; and

WHEREAS, the Township, having reviewed the proposed project, has determined that it is in the Township's best interests to designate a redeveloper for rehabilitation of Kennedy Hospital subject to the negotiation and execution of a mutually acceptable redevelopment agreement ("Agreement").

NOW, THEREFORE, BE IT RESOLVED by the Township Council of the Township of Cherry Hill, in the County of Camden, State of New Jersey, that pursuant to this Resolution, the Council designates Kennedy University Hospital, Inc. as Redeveloper for Kennedy Hospital, subject to the successful negotiation and execution of a Redeveloper's Agreement between the Redeveloper and the Township.

BE IT FURTHER RESOLVED by the Township Council of the Township of Cherry Hill, in the County of Camden, State of New Jersey, that the Mayor or his designee is authorized to execute such documents consistent with this Resolution and to take such other action on behalf of the Township in furtherance of this Resolution.

BE IT FURTHER RESOLVED by the Township Council of the Township of Cherry Hill, in the County of Camden, State of New Jersey, that a notice of this action shall be published in the official newspaper authorized to publish legal notices for the Township as required by law.

BE IT FURTHER RESOLVED a copy of this Resolution shall be filed in the Office of the Township Clerk.

BE IT FURTHER RESOLVED that this Resolution shall take effect immediately.

ADOPTED: APRIL 27, 2015



COUNCIL PRESIDENT

ATTEST



NANCY L. SAFFOS, RMC
TOWNSHIP CLERK

B. Resolution 2017-2-10

RESOLUTION 2017-2-10

**RESOLUTION DIRECTING THE CHERRY HILL TOWNSHIP PLANNING BOARD TO
REVIEW PROPOSED AMENDMENTS TO KENNEDY HOSPITAL REDEVELOPMENT PLAN AND
TO PROVIDE RECOMMENDATIONS TO TOWNSHIP COUNCIL**

WHEREAS, the Local Redevelopment and Housing Law, N.J.S.A. 40A:12A-1 *et seq.*, provides a mechanism to empower and assist local governments in efforts to promote programs of rehabilitation; and

WHEREAS, the Local Redevelopment and Housing Law sets forth a specific procedure for establishing an area in need of rehabilitation, and for development of a plan for the orderly redevelopment of any such area; and

WHEREAS, Township Council, by Resolution 2014-8-3, adopted on August 11, 2014, accepted the recommendation of the Planning Board and determined that Kennedy Hospital Campus constitutes an area in need of rehabilitation in accordance with the criteria set forth in N.J.S.A. 40A:12A-14; and

WHEREAS, Township Planning Board recommended the adoption of the Kennedy Hospital Redevelopment Plan which Council, by Ordinance 2014-11, adopted on September 8, 2014; and

WHEREAS, the designated redeveloper Kennedy University Hospital, Inc. ("Redeveloper") has submitted an application for an amendment to the adopted Kennedy Hospital Redevelopment Plan; and

WHEREAS, Township Council desires for the Cherry Hill Township Planning Board to review the proposed amendments to the Kennedy Hospital Redevelopment Plan and report back to Council on whether the Kennedy Hospital Redevelopment Plan should be amended and if so, the nature of the amendments to be made.

NOW, THEREFORE, BE IT RESOLVED, Township Council hereby authorizes and directs the Planning Board to review, consider and make recommendations as to whether the proposed amendments to the Kennedy Hospital Redevelopment Plan should be adopted.

BE IT FURTHER RESOLVED, that the Redeveloper shall comply with all requirements of the Cherry Hill Township Zoning Regulations, including but not limited to providing the Planning Board with all necessary documentation, information and escrows, prior to the Planning Board's review, consideration and recommendation of any proposed amendments to the Kennedy Hospital Redevelopment Plan.

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

ADOPTED: FEBRUARY 13, 2017



COUNCIL PRESIDENT

ATTEST:



NANCY L. SAFFOS, RMC
TOWNSHIP CLERK