

HADDONFIELD ROAD STUDY PHASE II

CHERRY HILL TOWNSHIP

CAMDEN COUNTY

NEW JERSEY



REMINGTON & VERNICK ENGINEERS
MARCH 2010



HADDONFIELD ROAD STUDY – PHASE II

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TABLE OF CONTENTS

1.0	PURPOSE.....	4
2.0	EXISTING CONDITIONS.....	4
3.0	GOALS.....	30
4.0	FUTURE LAND USE PLAN.....	30
5.0	HADDONFIELD ROAD.....	33
6.0	CHURCH ROAD.....	38
7.0	RECOMMENDATIONS & CONCLUSIONS.....	36

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1.0 PURPOSE

The completion of the initial Haddonfield Road Study (Phase I) in April 2008 furthered Cherry Hill Township's goals to comprehensively implement design and mobility improvements in conjunction with larger redevelopment projects. Phase I established design guidelines to help create an aesthetically pleasing and truly walkable environment as well as made recommendations to improve access management.

The success of Phase I propelled the Township to extend their examination of Haddonfield Road to include the area north of the Route 38 and Haddonfield Road interchange. The study area for Phase II focuses on Haddonfield Road north of Route 38 to Church Road and east along Church Road to Wood Road. The Cherry Hill Mall complex is included.

The goals of Phase II include:

- Establish mobility improvements to provide safe ingress and egress to study area properties and to ensure the safety of vehicles, pedestrians, and bicyclists.
- Provide design standards for landscaping, signage, pedestrian circulation, and parking that will enhance the study area but also are feasible for the business owners.
- Continue to capitalize on the redevelopment of the former Garden State Park and the new development at the Cherry Hill Mall by improving site aesthetics.

Through extensive analysis and recommendations, a vision for future improvement of the study area will be developed. This study is funded through a grant from the Pennsylvania Real Estate Investment Trust (PREIT).

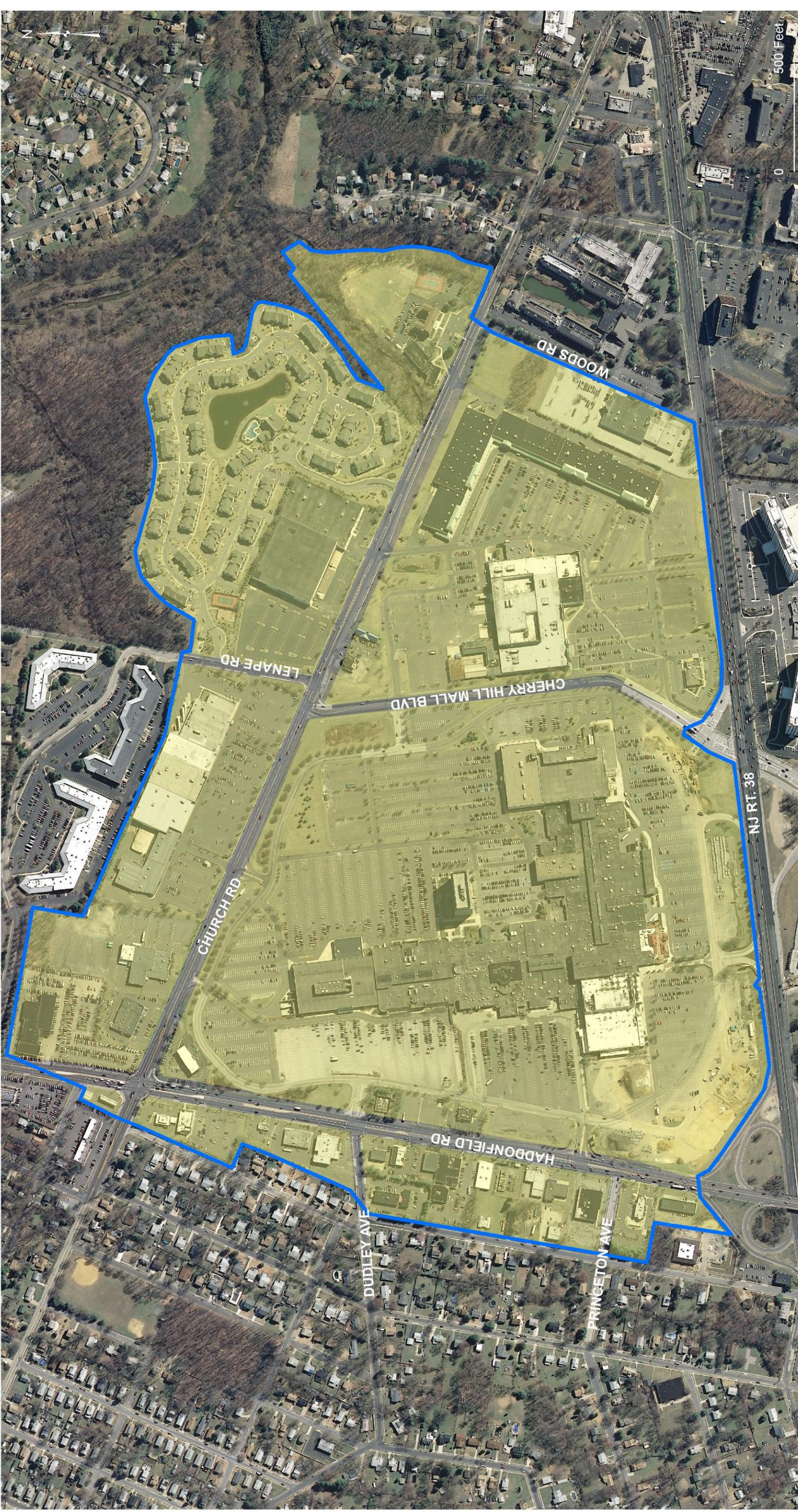
2.0 EXISTING CONDITIONS

2.1 STUDY AREA LOCATION

As shown on Figure 1, the study area is located in the northwest section of Cherry Hill Township. The relationships among the Haddonfield Road corridor, the Church Road corridor, and the Cherry Hill Mall are the focus of this study.

Cherry Hill Township is the regional center of southern New Jersey and is located in northwestern Camden County, approximately seven miles east of the City of Philadelphia. The Township is comprised of approximately 24 square miles of land area. It is bordered on the northeast by the municipalities of Maple Shade, Mt. Laurel and Evesham Townships of Burlington County; on the southeast by Voorhees Township; on the southwest by Haddon Township, Collingswood, and Haddonfield and Lawnside Boroughs; and on the northwest by Pennsauken Township and Merchantville Borough, all in Camden County. Cherry Hill is largely a metropolitan community. It is situated in the Metropolitan Planning Area (PA1) per the New Jersey State Development and Redevelopment Plan (SDRP).

FIGURE 1: STUDY AREA



HADDONFIELD ROAD STUDY II

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The Cherry Hill Mall, which dominates the interior of the study area, is a retail center for the region. The mall opened in 1961 and was recently remodeled. The mall consists of 1,203,973 square feet of commercial space and is anchored by three national retailers. The mall faces Route 38 and Haddonfield Road; traffic along these roadways boosts 68,000 cars a day and 24,900, respectively¹.

Haddonfield Road (County Route 644), which is classified as Principal Arterial in the Township's 2007 Reexamination Report, is a major thoroughfare that channels traffic north and south between the Borough of Haddonfield and Pennsauken Township. Church Road (County Route 616), which is classified as a Minor Arterial, connects the residential areas on the western side of the Township to regional roadways as well as the shopping areas located on Haddonfield Road.

Church Road is approximately three (3) miles long and is bisected by the Church Road circle. Generally, land uses adjacent to Church Road on the western side of the circle are residential whereas on the eastern side of the circle there are more commercial and institutional uses. Although not included in the study area boundaries, three residential neighborhoods, Colwick, Woodland, and Barlow, are adjacent to Haddonfield and Church Roads.

Continuing the connections, pedestrian and vehicular, to and from the commercial and residential uses along Haddonfield Road, which were established in Phase I of this study is an essential component of Phase II. Establishing links among the existing residential neighborhoods, the Cherry Hill Mall and the commercial uses on Haddonfield and Church Roads is fundamental.

2.2 STUDY AREA DEMOGRAPHICS

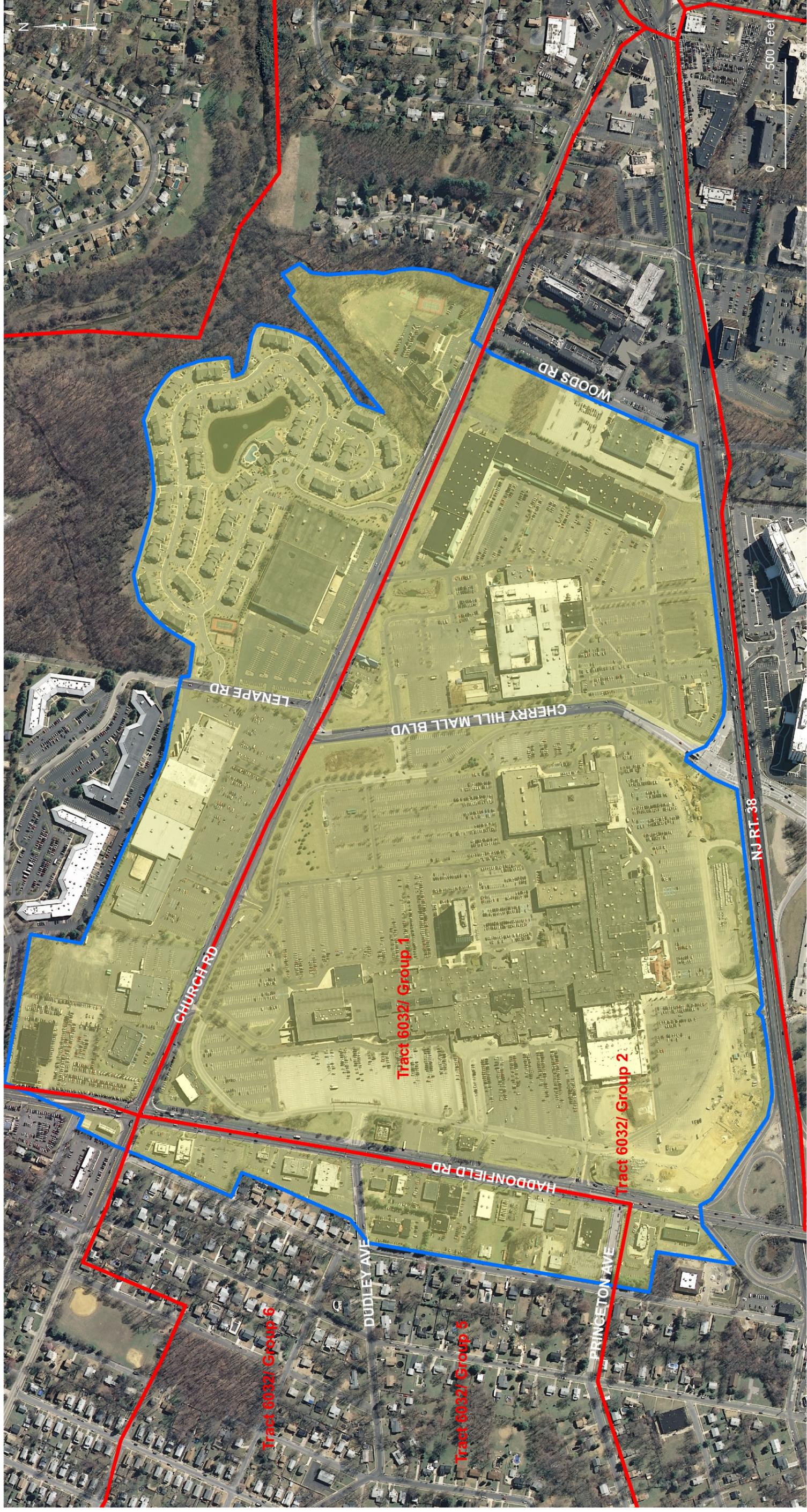
The study area is situated within four census block groups. A block group is the smallest geographical unit that provides 100% data that is not statistically derived. The 2000 Census was utilized for this study, however, it should be noted that the data is approximately ten years old and may not accurately reflect existing conditions. The four block groups are:

- Census Tract 6032, Block Group 1
- Census Tract 6032, Block Group 2
- Census Tract 6032, Block Group 5
- Census Tract 6032, Block Group 6

Illustrated on Figure 2, the Cherry Hill Mall is located entirely within Block Group 2. It should be noted that Block Group 2 extends across Route 38 and continues south to include the former Garden State Park. Block Group 5 includes the Woodland and Barlow neighborhoods and Block Group 1 includes the Colwick neighborhood. The only residential use in the study area, Burroughs Mill apartment complex, is also located in Block Group 1. It can be assumed that the majority of the demographic data shown on Table 1 is reflective of the populations outside of the study area boundaries. There are approximately 4,356 persons living within or adjacent to the study area. The redevelopment of the Cherry Hill Mall does not include a residential component.

¹ Pennsylvania Real Estate Investment Trust, www.preit.com.

FIGURE 2: STUDY AREA - CENSUS BLOCK GROUPS



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As shown in Table 1, there are approximately 1,620 households in the study area and 1,706 housing units indicating a vacancy rate of 5% in the study area and the adjacent neighborhoods. The distribution between owner occupied units and renter occupied units within the study area and the adjacent residential neighborhoods is significantly different than the distribution township-wide. The higher percentage of renter-occupied units could be partially attributed to the Burroughs Mill Complex. The racial composition within the study area is generally similar to the Township; however, the study area has significantly less Asian residents than the overall Township and slightly higher percentage of Hispanic residents.

An analysis of commuting patterns, as shown on Table 2, reveals that most residents living within and adjacent to the study area do not use public transportation, as 90% of the residents commute via a private automobile. It appears that the majority of residents living within or adjacent to the study area work in the immediate area; approximately 65% of the residents travel less than thirty (30) minutes to and from their places of employment.

Table 1

	Haddonfield Road Study Area II					Cherry Hill		
	Tract 6032, BG1	Tract 6032, BG2	Tract 6032, BG5	Tract 6032, BG6	Total #	Total %	Total #	Total %
Population, Race, & Ethnicity								
Population	976	1,541	1,216	623	4,356	100.0%	69,965	100%
White	924	1,372	1,046	521	3,863	88.7%	59,240	85%
African-American	18	68	70	32	188	4.3%	3,121	4%
Native American	-	3	-	1	4	0.1%	71	0%
Asian	19	37	79	39	174	4.0%	6,205	9%
Other	6	39	12	19	76	1.7%	515	1%
2 or more races	9	22	9	9	49	1.1%	813	1%
Hispanic	21	96	47	39	203	4.7%	1,778	3%
Housing Patterns								
Households	361	607	430	222	1,620	-	26,277	100%
Average HH size	2.66	1.91	2.83	2.76	2.54	-	2.61	-
Housing Units	368	668	440	230	1,706	100%	27,074	100%
Occupied	361	607	430	222	1,620	6%	26,227	100%
Owner-Occupied	350	347	404	195	1,296	62%	21,761	83%
Renter-Occupied	7	284	27	23	341	38%	4,466	17%
Vacant	7	61	10	8	86	5%	847	3%
Median HH Income	\$71,250	\$39,853	\$53,219	\$41,875	\$51,549	74%	\$69,421	100%

Data Set: Census 2000 Summary File 1 (SF 1) 100-Percent Data

P1. TOTAL POPULATION [1] - Universe: Total population

P3. RACE [71] - Universe: Total population

P8. HISPANIC OR LATINO BY RACE [17] - Universe: Total population

P15. HOUSEHOLDS [1] - Universe: Households

P17. AVERAGE HOUSEHOLD SIZE [1] - Universe: Households

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Table 2

	Haddonfield Road Study Area						Cherry Hill	
	Tract 6032, BG1	Tract 6032, BG2	Tract 6032, BG5	Tract 6032, BG6	Total #	% of Cherry Hill	Total #	Total %
WORKERS: Means of Transportation to Work								
Workers 16 and over	383	559	543	250	1,735	100%	33,758	100%
Car; truck; or van	369	486	484	229	1,568	90%	29,567	88%
Drove alone	338	474	432	183	1,427	82%	26,931	80%
Carpooled	31	12	52	46	141	8%	2,636	8%
Public transportation	0	36	30	0	66	4%	2,316	7%
Bus or trolley bus	0	0	10	0	10	1%	384	1%
Subway or elevated	0	36	20	0	56	3%	1,112	3%
Railroad	0	0	0	0	0	0%	812	2%
Bicycle	0	0	0	6	6	0.35%	25	0%
Walked	0	0	15	0	15	1%	425	1%
Other means	0	0	14	0	14	1%	97	0%
Worked at home	14	29	0	15	58	3%	1,308	4%
WORKERS: Travel Time to Work								
Workers (outside the home)	369	486	543	250	1,648	100%	32,450	100%
Less than 10 minutes	56	20	66	39	181	11%	644	2%
10 to 14 minutes	29	112	96	58	295	18%	8,047	25%
15 to 29 minutes	121	217	192	79	609	37%	11,439	35%
30 to 44 minutes	95	77	82	30	284	17%	6,208	19%
45 to 59 minutes	24	37	29	0	90	5%	2,846	9%
60 to 89 minutes	29	57	38	13	137	8%	2,283	7%
90 or more minutes	15	10	40	16	81	4.9%	983	3%
Average Travel Time	30.5	27.7	27.3	23.1	27.15	-	27.4	-

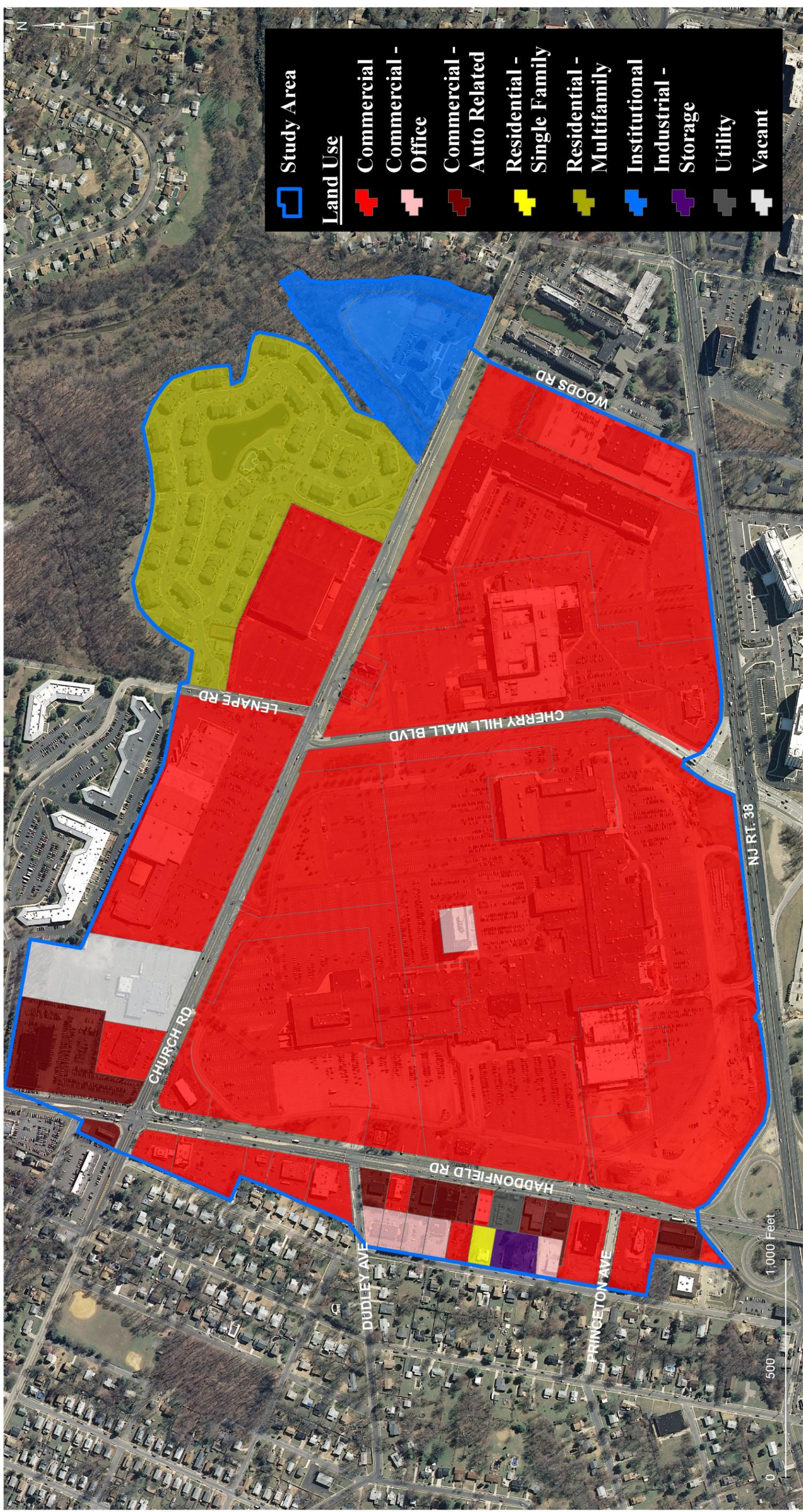
Data Set: Census 2000 Summary File 3 (SF 3) - Sample Data
 QT-P23. Journey to Work: 2000

2.3 STUDY AREA LAND USE

In the past five years, several properties along Haddonfield Road have undergone significant rehabilitation or complete redevelopment. It is anticipated that the development activity at the Cherry Hill Mall will, over time, spur more redevelopment resulting in a gradual shift in the types of land uses within the study area.

In order to obtain detailed information on the existing land uses, a land use survey was completed in July 2009. The findings of that survey are discussed below.

FIGURE 3: STUDY AREA - LAND USE



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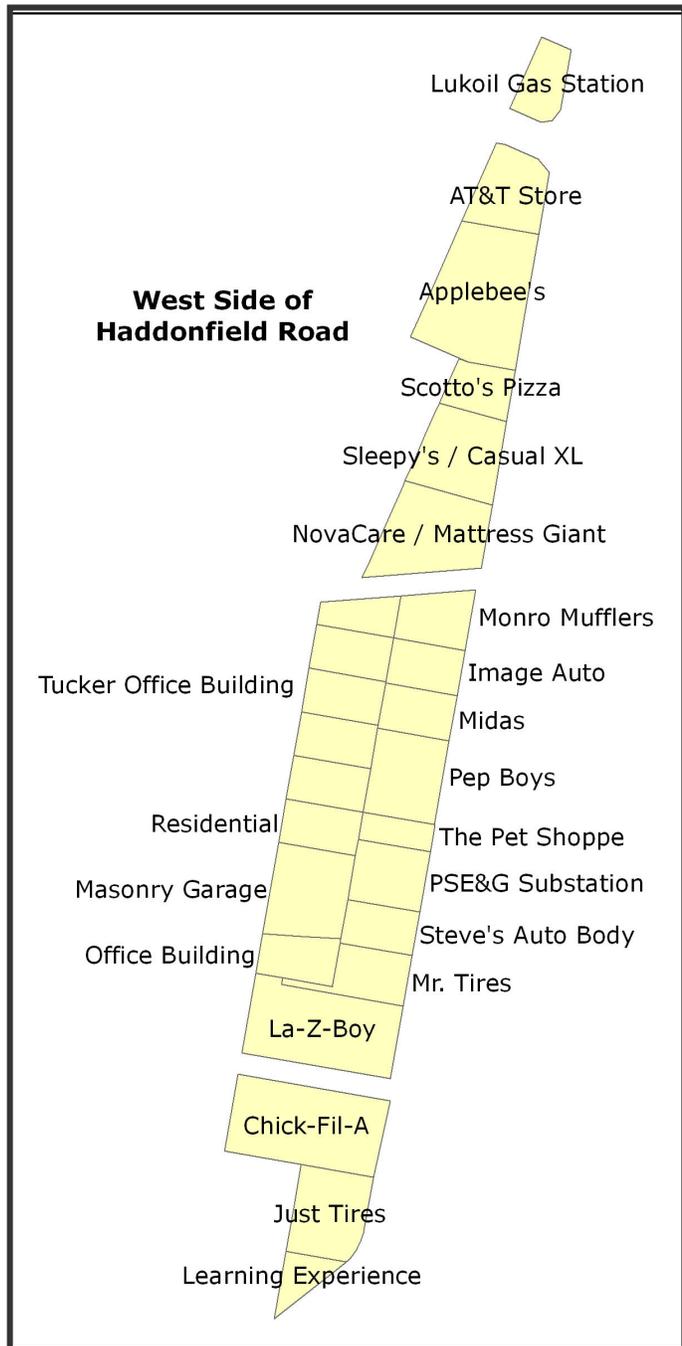
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Western Side of Haddonfield Road

As shown on the Land Use Map (Figure 3), the western side of Haddonfield Road is lined with a range of commercial uses. As discussed in Phase I, automobile-oriented businesses dominated the eastern side of Haddonfield Road south of Route 38. This land use trend continues on the western side of Haddonfield Road as well. Although automobile-related uses are the majority on the block between Princeton and Dudley Avenues, a variety of retail uses are located on the block between Dudley Avenue and Church Road.

Located on the block of Haddonfield Road between Chapel Avenue and Princeton Avenue is a doctor's office, a childcare center, an automobile-related use, and a fast-food restaurant. The childcare center was approved in 2005 and does not have direct egress or ingress onto Haddonfield Road but is accessible via Third Avenue. The automobile-related use has excessive access onto Haddonfield Road.

Continuing north along Haddonfield Road, situated on the northeast corner of Princeton Avenue, is a furniture store, which is one of the recently redeveloped sites. As discussed above, the majority of the rest of this block is lined with automobile-related uses, with the exception of a pet store and a utility substation. A karate center was located on this block; however, it has since vacated the site. As shown below on the photos, there are unnecessary curb cuts along this block as well as instances of disconnected sidewalks. Additionally, as illustrated on the photos below, each use has an individual free standing sign which creates a cluttered visual environment.

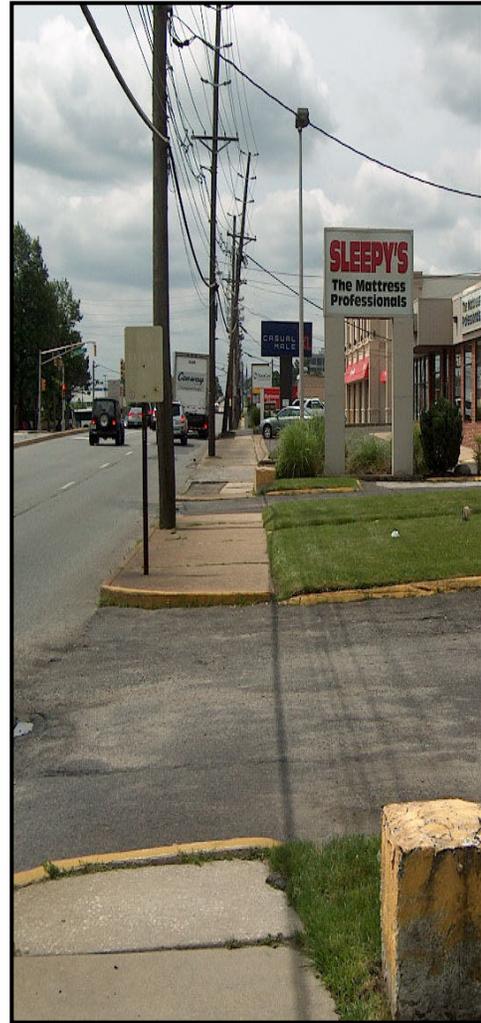


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CLUTTERED SIGNAGE



FREQUENT CURB CUTS

The block of Haddonfield Road between Dudley Avenue and Church Road consists of two restaurants, three retail uses, and a physical therapy office. The restaurants share parking, although the parking provided appears to be excessive. A mixed-use commercial building (retail use and physical therapy use) on the corner of Dudley building is aesthetically pleasing, it is lacking landscaping which would help to control the ingress and egress from the site. Similar to the environment on the previous block, there are numerous free standing signs and the street wall is separated by frequent curb cuts.

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New Mixed Use Building Lacking Landscaping & Site Aesthetics

Eastern Side of Haddonfield Road

The Cherry Hill Mall complex extends along the eastern side of Haddonfield Road from the intersection with Route 38 to the intersection with Church Road. The majority of the frontage along the eastern side is surface parking areas. There are two large retail stores situated in the southeastern corner of the mall parking area, adjacent to the Route 38 intersection.

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VACANT RETAIL USE

Located in the middle of this corridor is a vacant retail use. The use, which is located opposite the automobile related uses on the western side of the roadway, has frontage and direct access onto Haddonfield Road. A New Jersey Department of Transportation (NJDOT) bus storage lot is situated within the parking area. The "bus pull-out" is located just south of the intersection of Haddonfield Road with Dudley Avenue. A bank is situated in the northeast corner of the mall parking area, adjacent to the intersection with Church Road.



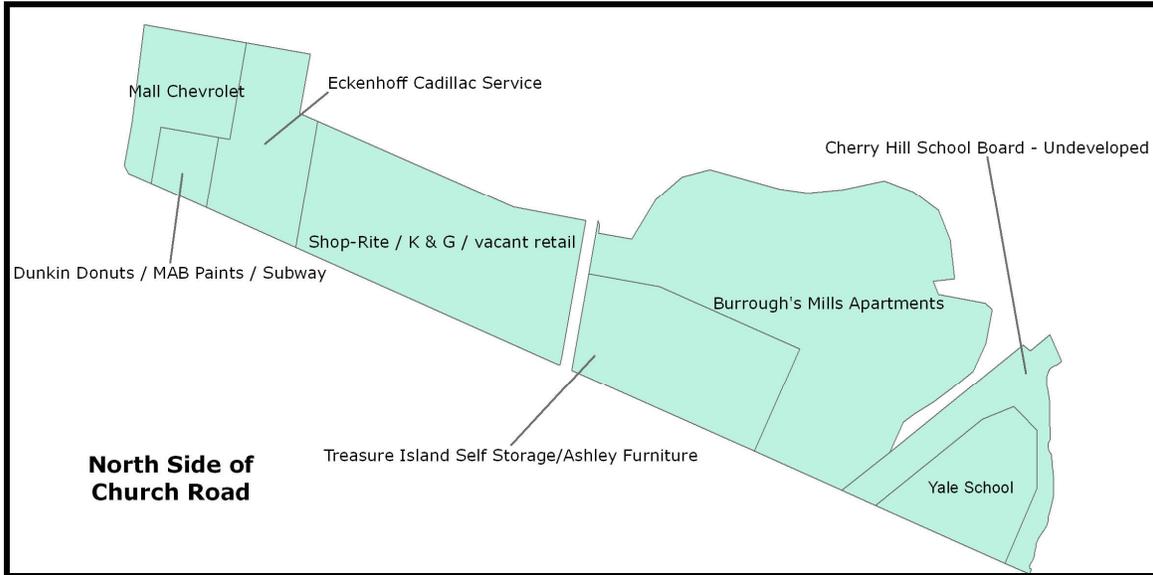
BUS STORAGE LOT

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Northern Side of Church Road

Unlike Haddonfield Road, the northern side of Church Road is comprised of larger scale strip-style commercial developments. The parcels along Church Road tend to be considerably larger and the buildings are setback from the roadway.



Located on the northeast corner of the Haddonfield and Church Roads intersection is a car dealership. The car dealership extends north along Haddonfield Road and only has corner frontage on Church Road. Immediately adjacent to the car dealership on Church Road is a small commercial strip-center. The retail uses include fast-food restaurants and a paint store.



SMALL STRIP CENTER

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East of the strip-center, is a vacant car dealership. The site has considerable frontage on Church Road and is approximately 5.73 acres. Continuing east along Church Road, a large commercial strip-center extends to Lenape Road. The strip-center contains a variety of retail uses and is anchored by a grocery store. There are vacancies at this center, including the site of a former anchor of the center, a large discount clothing store. The center has a significant setback from the road and some of



VACANT CAR DEALERSHIP

of the smaller tenants lack clear visibility. Partially due to the number of vacancies in the center, the parking area is often empty. Behind this strip-center is a large office park, which is accessible by Lenape and Haddonfield Roads. There is no connection between the office park and the strip center.



SIGNIFICANT SETBACK FROM CHURCH ROAD

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VACANT ANCHOR TENANT

Continuing along Church Road, east of the intersection with Lenape Road is a self-storage facility and furniture store. There is excessive parking for the building's uses. Located at the eastern edge of the study area is a school for children with special needs and a residential apartment complex.



SELF STORAGE FACILITY WITH EXCESSIVE SURFACE PARKING

Southern Side of Church Road

Similar to the eastern side of Haddonfield Road, the majority of the southern side of Church Road is dominated by the Cherry Hill Mall complex. There are two commercial uses, a bakery and a restaurant, located just east of the intersection with Cherry Hill Mall Drive. Both uses have direct frontage and access on Church Road. The ingress to the properties is somewhat undefined and there is no striping or signage to direct traffic movements.

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EXCESSIVE ACCESS TO USE ALONG CHURCH ROAD



DISCONNECTED SIDEWALK

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To the rear of the bakery is a vacant commercial use. The building was occupied by a nursery so there is a significant amount of outdoor retail space. Adjacent to the nursery is a former movie theater that has been retrofitted into a shopping center with a variety of uses, including a fitness center, a furniture store, a children's entertainment complex, and a for-profit instructional center. A large shopping complex is located between Cherry Hill Mall Drive and Wood Road. The complex is accessible from either Route 38 or Cherry Hill Mall Drive. The rear frontage is situated on Church Road. There is a landscaped berm between the shopping center and Church Road. The shopping center is partially vacant.



VACANT RETAIL USE



PARTIALLY VACANT RETAIL CENTER

2.4 STUDY AREA ZONING

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The Township is in the process of revising its zoning ordinance. Unless noted, the information contained below references the current 1976 ordinance.

Western Side of Haddonfield Road

As shown on Figure 4, all of the properties along the western side of Haddonfield Road are within the Highway Business (B2) zone. The B2 zone is considered one of the most flexible zones in the Township. Various types of commercial uses are permitted including retail establishments, offices, banks, restaurants, and strip commercial centers. The proposed revisions to the B2 zone provide increased specificity on the types of commercial and retail uses permitted. The uses tend to be more neighborhood service oriented. The revisions also recommend automobile related uses, such as gas stations and automotive repair shops, as a conditional use instead of a permitted use.

The bulk and area regulations in the B2 zone are as follows:

LOT & YARD REQUIREMENTS	PRINCIPAL STRUCTURE	ACCESSORY STRUCTURE
Lot Size	20,000 square feet	Not applicable
Lot Frontage	100 feet (inside lot), 120 feet (corner lot)	Not applicable
Lot Depth	150 feet	Not applicable
Minimum Depths, Setbacks, & Height Limitations		
Front Yard Setback	30 feet	Not permitted
Side Yard Setback	One 10 feet, Both 20 feet	5 feet
Rear Yard Setback	20 feet	10 feet
Max. Height	35 feet	10 feet

Special design requirements for uses within the B2 zone include providing access barriers through use of curb, planting strip or similar barrier. Additionally, the use of common access-ways by two or more permitted highway uses shall be provided to reduce the number and proximity of access points along the highway.

Eastern Side of Haddonfield Road and Southern Side of Church Road

The Cherry Hill Mall complex and the adjacent shopping center are located within the Shopping Center (B3) zone. The B3 zone permits shopping centers, neighborhood convenience uses, office buildings, gas stations, restaurants, child care centers, and for-profit instructional centers.

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The bulk and area regulations in the B3 zone are as follows:

LOT & YARD REQUIREMENTS	PRINCIPAL STRUCTURE
Lot Size	1 acre
Lot Frontage	200 ft
Lot Depth	200 ft
Minimum Depths, Setbacks, & Height Limitations	
Front Yard Setback	40 feet
Side Yard Setback	One 20 feet, Both 50 feet
Rear Yard Setback	25 feet
Max. Height	35 feet

Additionally, the B3 zone requires 25% of the gross usable site be provided a common open space.

Northern Side of Church Road

The majority of the properties along the northern side are within the Highway Business (B2) zone. A residential apartment complex, which is zoned R10, is situated at the eastern end of the study area. The Multi-Residential (R10) zone allows for town home or garden apartment complexes. The maximum gross residential density shall be ten (10) units per usable acre. There is a small portion of the study area within the IN or Institutional zone. This zone allows for public uses, such as schools, libraries, parks, municipal property, etc.

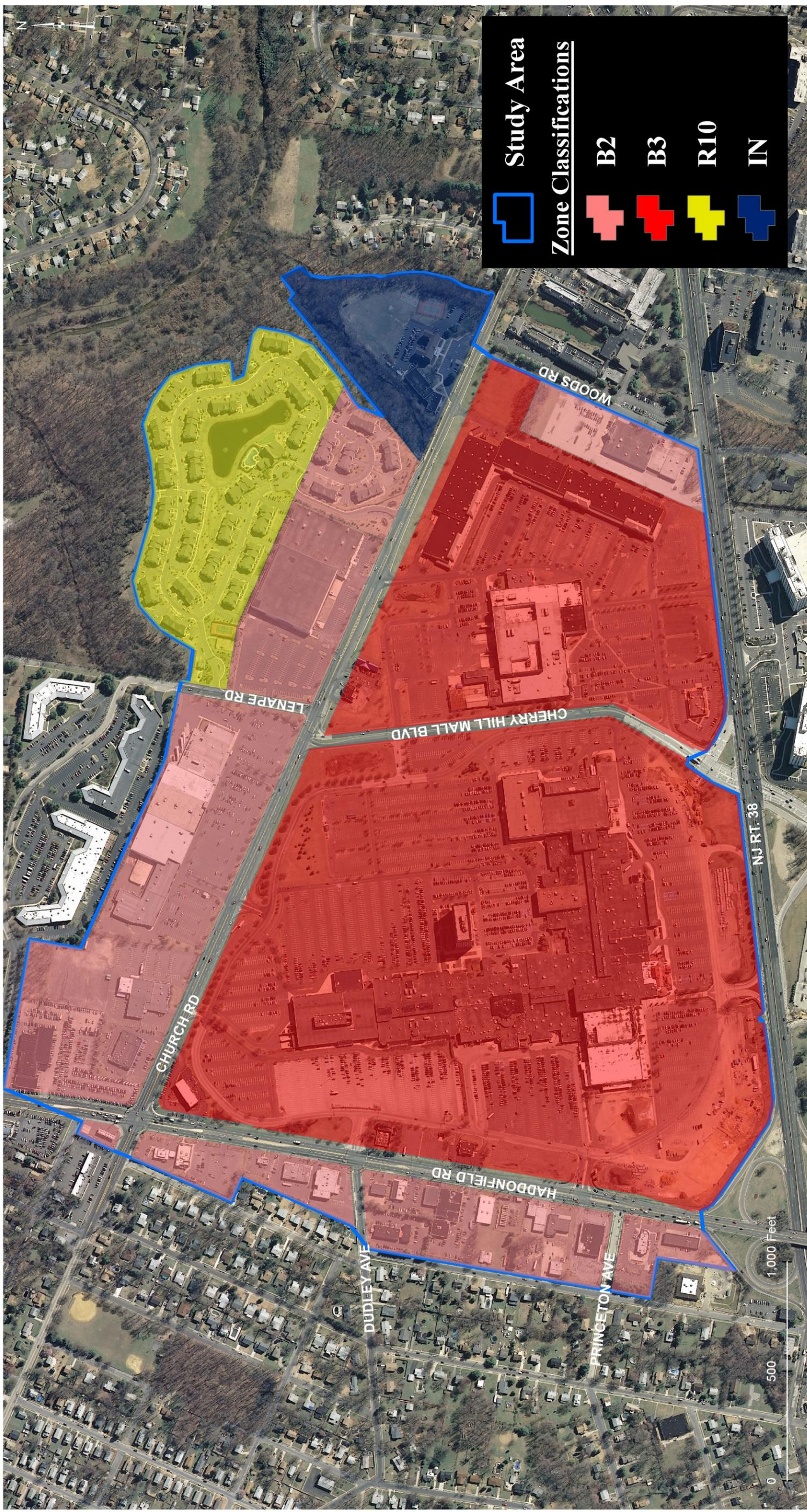
The bulk and area regulations in the R10 zone are as follows:

LOT & YARD REQUIREMENTS	PRINCIPAL STRUCTURE
Lot Size	10 acres
Minimum Depths, Setbacks, & Height Limitations	
Front Yard Setback	75 ft ²
Side Yard Setback	50 ft ³
Rear Yard Setback	50 ft ³
Max. Height	6 stories

² Where the perimeter property abuts a public county or arterial road.

³ No townhouse, garden apartment, or accessory building shall be closer than 50 feet to any perimeter property line or 75 feet to an existing structure on an adjacent lot.

FIGURE 4: STUDY AREA - ZONING



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2.5 STUDY AREA CIRCULATION

Haddonfield Road (C.R. 644) is classified as a Principal Arterial in the 2007 Reexamination Report. The road consists of four lanes (two lanes in each direction with a center turning lane) and is approximately 6.48 miles long. Church Road (C.R. 626) is classified as a Minor Arterial in the 2007 Reexamination Report. The road consists of two lanes (one lane in each direction) and is approximately three (3) miles long⁴.

Haddonfield Road is under the jurisdiction of Camden County. The posted speed limit is 45 miles per hour. Within the study area, four signalized intersections are provided. There are signals located at the intersection with Chapel Avenue, the Cherry Hill Mall entrance near Princeton Avenue, the mall entrance adjacent to Dudley Avenue, and Church Road. Along Haddonfield Road, between Rt. 38 and Church Road, there are approximately eighteen curb cuts. The frequent driveways impede traffic and causes safety problems for vehicles and pedestrians. Illustrated in the photo are four of the six driveways on Haddonfield Road between Church Road and Dudley Avenue.



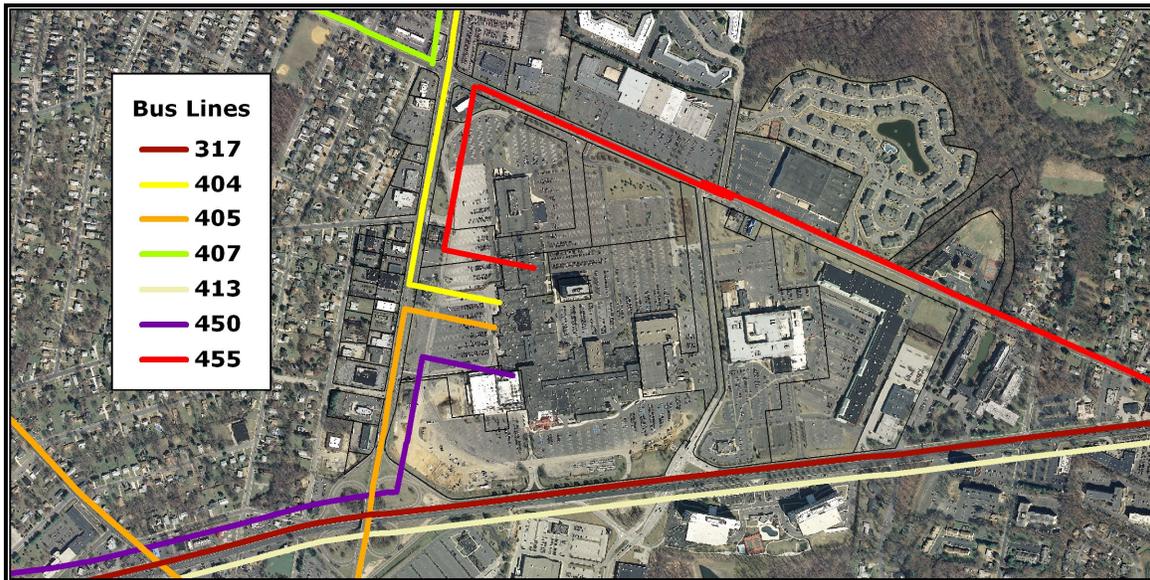
Church Road is also under the jurisdiction of Camden County. The posted speed limit is 35mph to the west and 40mph to the east of the intersection with the western mall access driveway. Signalized intersections are provided with Haddonfield Road and Cherry Hill Mall Drive/Lenape Drive.

New Jersey Transit provides bus service along Haddonfield and Church Roads. The Cherry Hill Mall is a bus hub for NJ Transit bus routes. Approximately seven bus lines transverse either Haddonfield Road or Church Roads. Furthermore, four bus lines have bus stops on the Cherry Hill Mall property. Additionally, NJ Transit has a bus storage location along Haddonfield Road at the edge of the mall parking area.

⁴ Schoor DePalma, *Traffic Impact Study for Cherry Hill Mall Expansion*, December 2006, pp 5 – 7.

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BUS LINES SERVING STUDY AREA

Pedestrian movement along Haddonfield and Church Roads is limited. There are significant gaps in the sidewalk (refer to Figure 5) along both roadways and there are limited crosswalks. Additionally, the design of the properties on the eastern side of Church Road resulted in a disconnected street wall and no interconnections among the properties.

Improving the accessibility to cross Haddonfield and Church Roads will enhance the appeal to walk to the assorted stores and restaurants as well as decrease the need to drive between the parking lots, which will lessen the traffic movements in the area. The Township has incrementally tried to improve the pedestrian amenities along the western side of Haddonfield Road. As illustrated below, if a development application is submitted, the Township works with the applicant to share ingress and egress as well as to improve the pedestrian connectivity of the site to surrounding sites.



FIGURE 5: STUDY AREA - SIDEWALK GAPS



HADDONFIELD ROAD STUDY II

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Improving the accessibility to cross Haddonfield and Church Roads will enhance the appeal to walk to the assorted stores and restaurants as well as decrease the need to drive between the parking lots, which will lessen the traffic movements in the area. The Township has incrementally tried to improve the pedestrian amenities along the western side of Haddonfield Road. As illustrated below, if a development application is submitted, the Township works with the applicant to share ingress and egress as well as to improve the pedestrian connectivity of the site to surrounding sites.



There are limited accommodations for bicycles within the study area. Very few of the buildings provide bicycle racks and there are no designated bicycle lanes. As discussed in Phase I, the Township is working towards a bikeway system and a regional off-road trail system that connects Center City Philadelphia to the Cherry Hill Mall via Cooper River and the Camden Greenway.

2.6 STUDY AREA PLANNING AND DEVELOPMENT ACTIVITY

Similar to the study area for Phase I, this study area is in a period of rapid transition. The new development at the Cherry Hill Mall has reestablished the study area as a local and regional destination. The Township has the opportunity to redefine the study area and truly establish an entertainment district for Cherry Hill Township.

As discussed above, the Township has been working towards improving properties within the study area. Over the past year, there have been numerous developments or conceptual applications for parcels. The improvements described in Table 3 correspond to Figure 6, Study Area: Development Activity.

FIGURE 6: STUDY AREA - DEVELOPMENT ACTIVITY



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Table 3

Key/Map Number	Type of Improvement
1	New fence, additional buffer and landscaping
2	Addition to existing building, new parking area, and new signage
3	Façade improvements, new signage ⁵
4	Building renovation and improvements to parking area
5	Building addition and improvements to parking area
6	New signage
7	New signage, sidewalks, design
8	New structures, signage, landscaping; renovations to parking area

The most significant improvement has been the development and redevelopment of the Cherry Hill Mall property. A considerable amount of money has been invested into de-malling the Cherry Hill Mall. Following a national trend, the Cherry Hill Mall has brought the inside out and the outside in, opening up internal stores with external entrances, bringing a more natural environment to the interior of the mall and increasing the number of pad stores around the principal mall structure. The new look of the mall, increased dining amenities, and the improved internal environment are attracting residents and visitors to Cherry Hill even during this economic downturn.

It is fair to assume that the improvements to the mall have directly impacted the number of visitors to the mall and the study area. It can be further assumed that the improvements to the mall will continue to spark major improvements to the properties along Haddonfield and Church Roads. Figure 7 illustrates the likelihood that properties within the study area will change or redevelop at some point in the future.

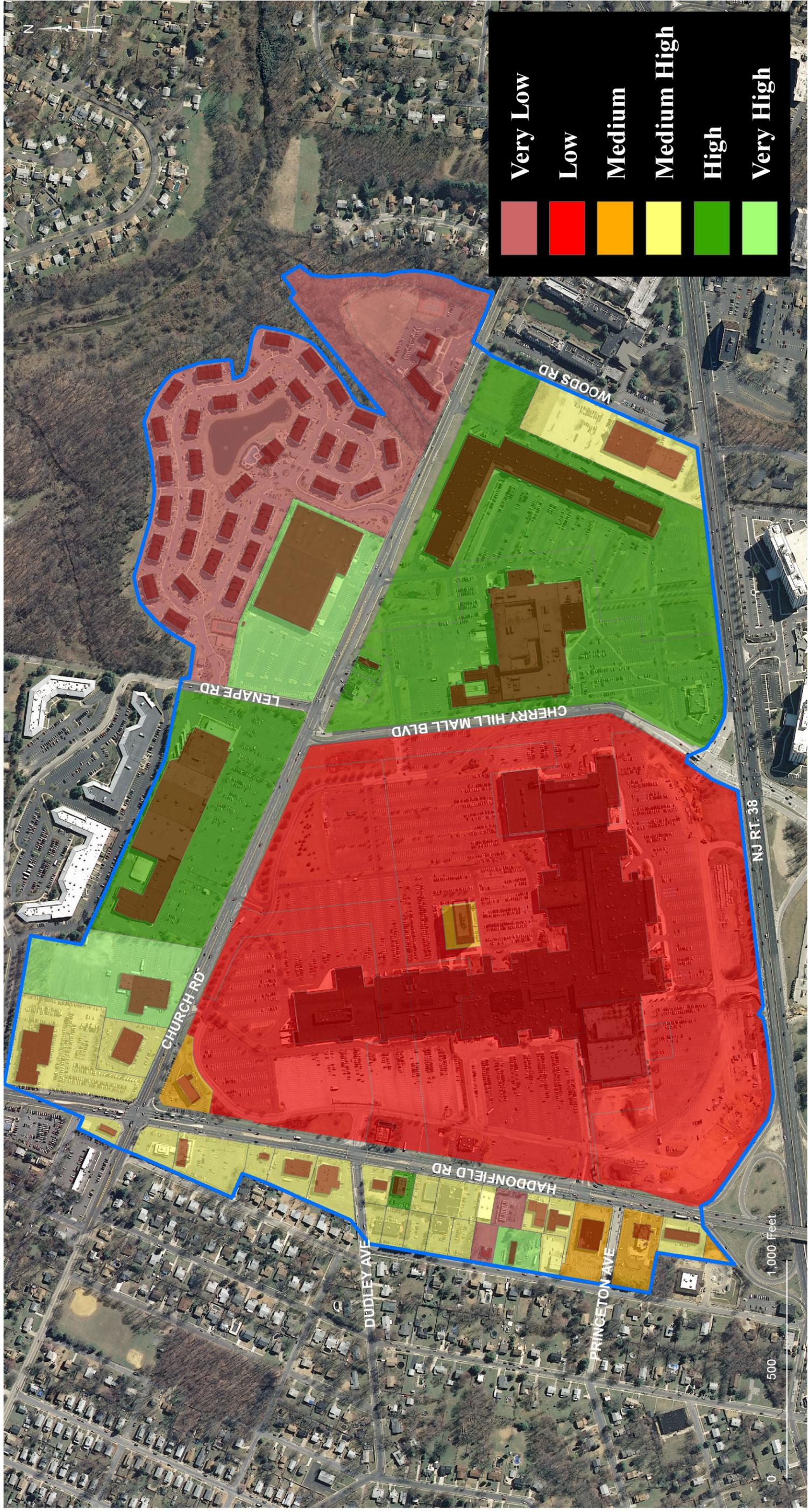
The properties with the highest expectation, “very high”, for change are the vacant properties. The declining strip commercial centers, which are located on Church Road, are also very likely to change in the future. If the centers are left untouched, they represent not only an enormous loss of potential tax revenue, but they may also signal the disinvestment and decline of the surrounding community. Recycling these valuable sites helps the study area capitalize on its advantages: access to a ready market; working water; sewer and road infrastructure; and proximity to public transit and existing transportation networks⁶.

The single-use commercial sites along Haddonfield Road are also expected to change. These types of stand alone commercial uses represent an opportunity to retrofit the single-use structure into a walkable, commercially diverse corridor. The blocks along this section of Haddonfield Road are generally short, which if buffers to shield pedestrians, and crosswalks, were provided, would enable safe pedestrian activity within the study area.

⁵ Application withdrawn

⁶ Smart Growth Network, *Getting to Smart Growth: 100 Policies for Implementation*, 2002, pp 26-29.

FIGURE 7: STUDY AREA - SUSCEPTIBILITY TO CHANGE



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3.0 GOALS

To help establish goals for this study an aggressive public outreach campaign was initiated by the Township. A Steering Committee, which consists of study area business owners and County and Township officials, was created. Discussion items at the meetings included the zoning, traffic signalization, and branding of Haddonfield Road.

Township staff set up a comment table at the Cherry Hill Mall to solicit opinions on the study area. Upon reviewing the public comments, two themes were present. First, the traffic on and signalization of Haddonfield Road is a problem. Second, the study area needs a wider variety of activities.

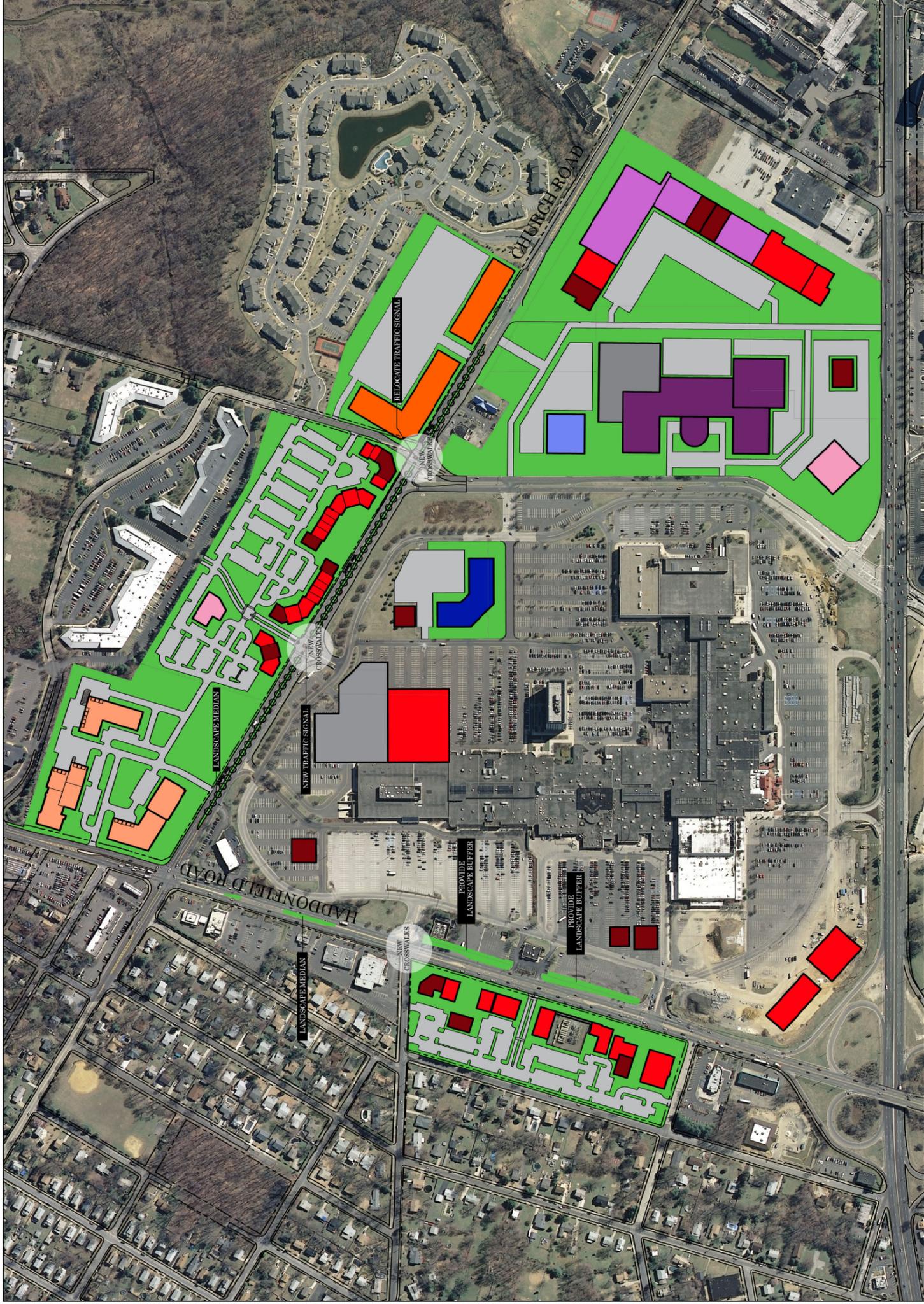
The responses provided from the Steering Committee and the general public along with information obtained from Township officials created the foundation for the Phase II goals. Some of the goals established in Phase I are applicable and are therefore included:

- Establish mobility improvements to provide safe ingress and egress to study area properties and to ensure the safety of vehicles, pedestrians, and bicyclists.
- Evaluate the amount, schedule and location of traffic signals. Provide recommendations for signal improvements along Haddonfield and Church Roads.
- Provide design standards for landscaping, signage, pedestrian circulation and parking that will enhance the study area but also are feasible for business owners.
- Capitalize on the redevelopment of Garden State Park and the new development at the Cherry Hill Mall by improving site aesthetics.
- Launch efforts to establish the study area as an entertainment district in Cherry Hill. Develop a branding campaign for entertainment district.
- Encourage new types of land uses in the study area.

4.0 FUTURE LAND USE PLAN

A Future Land Use Plan was developed to inform the planning process for the entire study area. The plan can serve as a guide for the Township as the study area continues to redevelop and reinvent itself as an entertainment district for Cherry Hill Township and the surrounding region. The primary purpose of the Land Use Plan (Figure 8) is to achieve a balanced mix of uses. The development of this plan was informed by the public outreach effort and meetings with Township officials. The specific circulation improvements as well as the proposed concepts for blocks along Haddonfield and Church Road will be discussed in Sections 5.0, 6.0 and 7.0.

FIGURE 8



SCALE 1" = 200 FT.

FUTURE LAND USE PLAN

LEGEND

- RETAIL
- OFFICE
- HOTEL / CONFERENCE CENTER
- RESTAURANT / FOOD SERVICE
- AUTO RELATED
- MIXED USE (COMMERCIAL / RESIDENTIAL)
- EDUCATIONAL
- ENTERTAINMENT
- CULTURAL
- OPEN SPACE / LANDSCAPE AREA
- PARKING
- PARKING DECK

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To even out the economic ups and downs of various property sectors, a carefully programmed balance of space and uses to create the broadest possible market for the study area is recommended. The selection of uses has been designed to complement and support one another. Office uses, for example, feed retail operations by supplying customers for stores and restaurants both during the day and after work. At the same time, retail uses within a ten-minute walk of work locations reinforce the desirability of office development by providing amenities – such as, restaurants, clothing stores, gift shops, coffee bars – that permit and even encourage employees to run errands without getting into their car.⁷

The following uses are 'new' uses for the study area and their inclusion will create a vibrant mixed-use district for the Township.

- Hotel and conference center

A hotel is a destination in itself. However, it also generates an important spillover effect that puts people, particularly business travelers, on the street, especially in the evening⁸. In addition, for local and regional companies that need to host out-of-town clients and employees, a hotel with a conference center will make the study area more attractive as an office location.

- Mixed Use (Commercial/Residential) – Church Road

A mixed use building with commercial uses on the ground floor and residential uses on the higher floors provides an opportunity for residents to live in a more urban, pedestrian oriented environment. Adding residential uses to Church Road will help make the study area more secure and create a sense of community.

- Cultural facilities

Cultural facilities, such as live theaters, museum, and art galleries could put people on the streets both day and night and will increase overall activity in the study area. Obviously, the study area is unable to support a large facility, but it can benefit from smaller performance spaces or a branch of a major museum.

- Educational facilities

Schools, particularly community colleges, colleges or university branches, and vocational institutes serve resident and worker needs. They are used both day and night, often seven days a week, bringing life and energy to a place. Currently, the B3 zone permits for profit-instructional centers. Site visits to the study area revealed students who attend the existing instructional center lingering outside the center between courses.

⁷ Urban Land Institute, *Transforming Suburban Business Districts*, 2001, pp 139-140.

⁸ Urban Land Institute, *Transforming Suburban Business Districts*, 2001. pp 139-140

HADDONFIELD ROAD STUDY – PHASE II

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- Entertainment uses

Venues such as bowling alleys, interactive game centers, and indoor children’s play areas can help transform the study area solely from a working or shopping destination into a balanced “place” that attracts new residents to the adjacent neighborhoods who in turn attract new employers.

- Open space

Open spaces, whether built or natural, active or passive, help create distinctive areas. Pocket parks, plazas, social gathering spaces, and other publicly accessible open spaces contribute to the aesthetic quality of the surrounding area and contribute to the feeling of community. The Land Use Plan proposes landscaped plazas and social gathering spaces throughout the study area.

The following aesthetic improvements are recommended for the study area and are illustrated on the Future Land Use Plan (Figure 8).

- Boulevard along Church Road

A ten (10’) foot wide landscaped median is proposed along the center of Church Road. The median will contain street trees and ground cover to create a boulevard effect.

- Haddonfield Road Median

The existing concrete medians will be replaced with landscaped areas to include shrubs and ground cover plants.

- New Jersey Transit Bus Pull-Out

The existing bus storage lot will be screened with five (5’) foot earth berms that are landscaped with large evergreen trees, shade trees, ornamental trees, and large evergreen/deciduous shrubs. The berm combined with the existing landscape buffer will provide an effective screen.

5.0 HADDONFIELD ROAD

The Susceptibility to Change Map (Figure 7), predicts a natural shift in the types of commercial uses along Haddonfield Road. This prediction is grounded in the assumption that as the Cherry Hill Mall continues to grow and expand, the properties along Haddonfield Road will become more desirable for national retailers and the properties suitability for automobile-related uses will decrease. It is very likely that this shift will occur within the next five years.

A sample block along Haddonfield Road was identified and studied to determine what types of realistic improvements are needed to create an aesthetically pleasing and pedestrian friendly environment (see Figure 9).

HADDONFIELD ROAD STUDY – PHASE II

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The block between Dudley Avenue and Princeton Avenue was selected because it represents typical development patterns of highway commercial development. The uses are mostly automobile-related, which are disconnected from one another and do not relate to the uses at the Cherry Hill Mall. Parking is primarily located in the front and side yards of the building reducing opportunities for pedestrian amenities and landscaping.

A Concept Plan, as shown on Figure 8, was developed for this block. It is anticipated that the majority of the existing buildings will be retrofitted to accommodate new commercial uses, which complement the Cherry Hill Mall and accommodate the surrounding residential neighborhoods. The existing automobile related uses will be relocated to the intersection of Church and Haddonfield Road.

A total of 72,100 square feet of commercial space is provided. Using a ratio of 4 parking spaces are provided per 1,000 square feet (1 space per 250 square feet), 288 parking spaces are required. 294 parking spaces are proposed.

Rear parking is provided with a centrally located access boulevard at mid-block to reduce the amount of existing ingress and egress onto Haddonfield Road. Pedestrian corridors connect the parking areas to the building entrances. Relocating parking to the rear of the buildings increases the landscaped area and sidewalks along the fronts of the buildings. Plazas and open spaces are situated throughout the corridor to allow for outdoor cafes and seating.

A combination of neighborhood retail uses, such as convenience stores, personal services, restaurants, dry cleaners, coffee shops is ideal. These types of uses provide a vital service to the adjacent residential neighborhoods. Loading for the buildings will be provided through smaller vans and trucks and they will utilize the parking stalls adjacent to the buildings when unloading materials. To ensure customer safety and a pleasurable shopping experience, each tenant will establish a loading schedule that will not interfere with peak customer periods.

A 14.5 foot sidewalk and decorative brick strip is provided along Haddonfield Road. The existing building front setback ranges from 25 feet to 65 feet, this area is maintained as a landscaped buffer with foundation plantings. The proposed buffer allows for street trees to be planted a sufficient distance from the overhead utility wires along Haddonfield Road. The buffer along Third Avenue is increased to 20 foot with a 6 foot high vinyl privacy fence and extensive landscaping to protect existing residential neighborhood adjacent to the site. Pedestrian connections are located throughout the parking areas along with landscaped islands and parking lot trees.

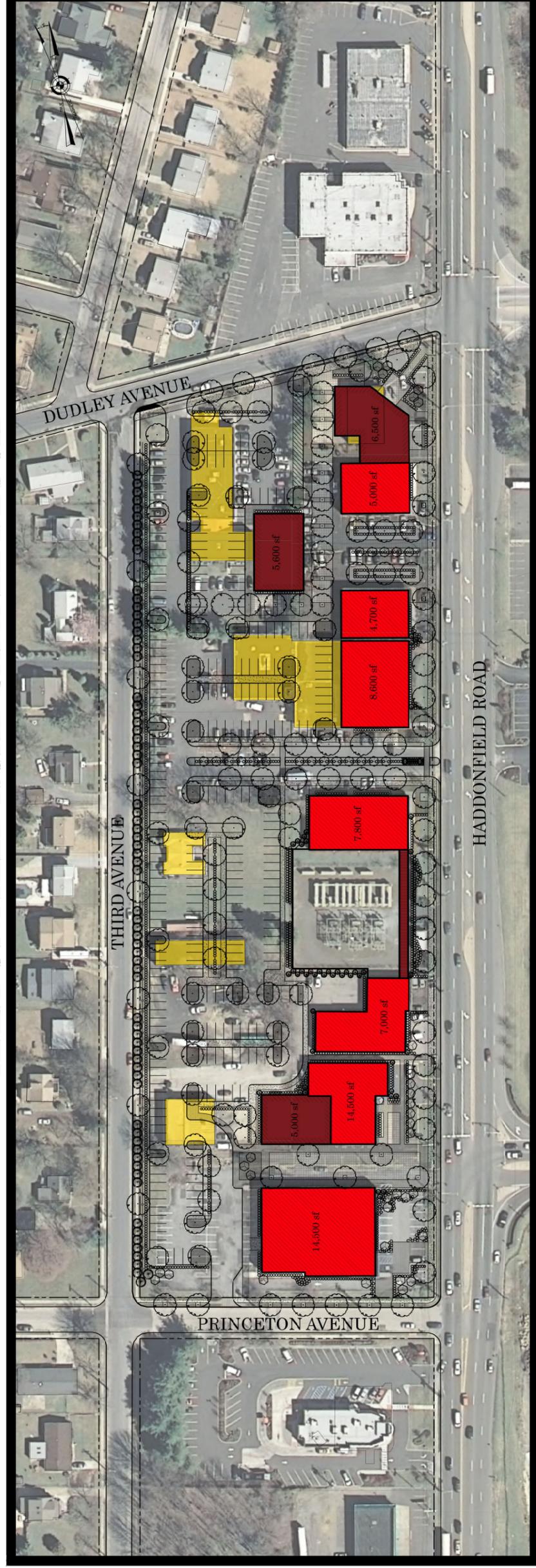
A constraint of the sample block is the existing mid-block energy substation, which will remain in its present location indefinitely. In order to create a continuous streetscape, faux building facades are proposed for the substation and an 8 foot brick ornamental wall with plantings is provided along the parking lot.

EXISTING CONDITIONS



PROPOSED SAMPLE BLOCK

HADDONFIELD ROAD SAMPLE BLOCK



SCALE 1" = 60 FT.

LEGEND

- EXISTING BUILDINGS TO BE DEMOLISHED
- EXISTING BUILDINGS TO BE RE-USED
- NEW COMMERCIAL BUILDINGS

CONCEPT PLAN

HADDONFIELD ROAD STUDY II

CHERRY HILL TOWNSHIP CAMDEN COUNTY NEW JERSEY



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6.0 CHURCH ROAD

As illustrated on the Susceptibility to Change Map (Figure 7), the Church Road corridor has a “high” or “very high” expectation to change. The current development pattern is outdated and is not reflective of the Township’s smart growth goals and objectives as set forth in the 2007 Reexamination Report. However, due to the magnitude of change expected for Church Road, specifically the block between Haddonfield and Lenape Roads, changes will not be immediate. Therefore, unlike our concept plan for Haddonfield Road, a concept plan that contemplates an overhaul of the existing development is proposed

As shown on Figure 10, two of the existing buildings are utilized: the automobile dealership on Haddonfield Road; and the existing small strip commercial center on Church Road. The buildings are retrofitted into automobile related service uses. Two new buildings are constructed to create an enclosed automobile service complex. The existing automobile related uses from Haddonfield Road may be relocated to this complex. Parking is internally located within the complex and service garages are concealed from the roadways. The service bays are concealed from view along both roadways. The buildings for the auto complex are accessed from the parking lot with the rears of the building fronting along the roadways. However, the façade treatment for buildings along Haddonfield and Church Roadways will be designed to mimic storefronts.

This scenario shows the existing vacant automobile dealership on Church Road demolished and a passive open space area provided in its location. The open space serves as a buffer between the auto complex and the adjacent commercial uses as well as a place for public gatherings and passive recreation.

As discussed above, the existing shopping center reflects older development patterns, substantial setback from the roadway, excessive parking, and limited pedestrian amenities. Newer development patterns are incorporated into this concept, which essentially promote building designs that make a commercial area more walkable. Buildings are located closer to the roadway and providing parking in rear of the building with pedestrian alleyways to connect parking to the storefronts.

Approximately 70,000 square feet of commercial space is proposed with a mix of restaurant and neighborhood oriented services. A two-story office building, approximately 21,000 square feet, is situated to the rear of the property. An access boulevard, with sidewalks, is provided connecting the existing office park to Church Road and the entrance of the Cherry Hill Mall. A proposed traffic signal and crosswalks are proposed for this intersection.

A total of 91,000 square feet of commercial space is provided. Using a ratio of 4 parking spaces are provided per 1,000 square feet (1 space per 250 square feet), 378 parking spaces are required. Proposed are 369 parking spaces with shared parking among the various uses. Within the parking areas, ten (10’) foot median islands with walkways are provided. Extensive landscaping within parking lot islands includes shade trees and ground cover plants.

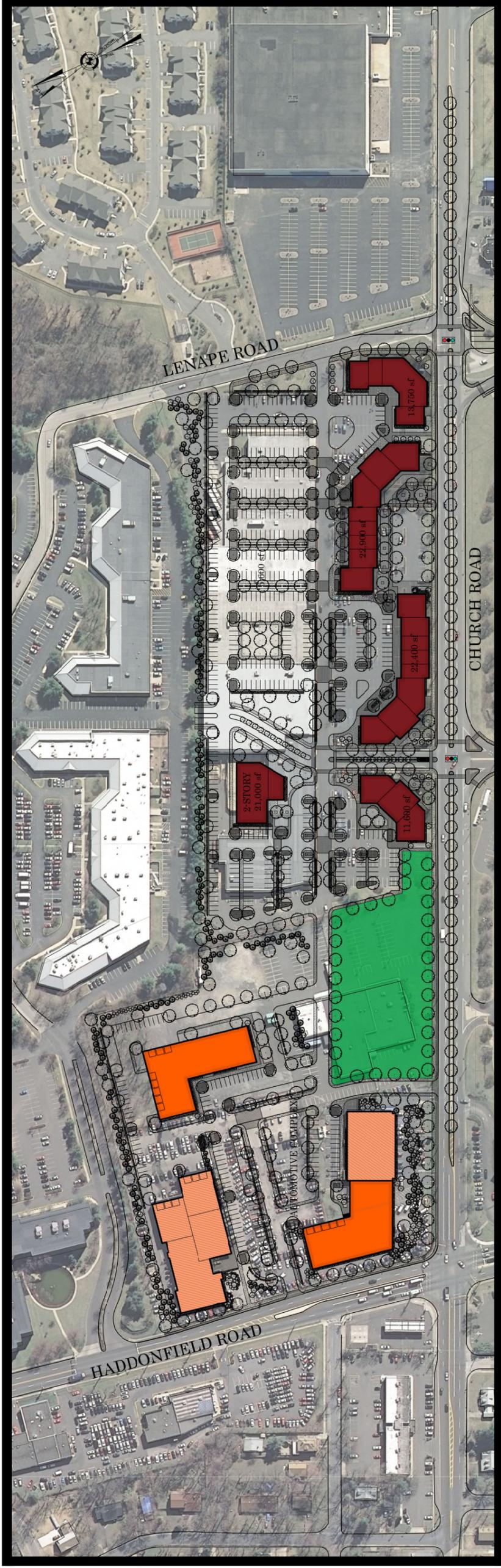
FIGURE 10

EXISTING CONDITIONS



CHURCH ROAD SAMPLE BLOCK

PROPOSED SAMPLE BLOCK



SCALE 1" = 50 FT.

LEGEND

- NEW AUTO RELATED USES
- EXISTING BUILDINGS TO BE RE-USED AS AUTO RELATED USES
- NEW AUTO RELATED USES
- NEW COMMERCIAL BUILDINGS

CONCEPT PLAN

HADDONFIELD ROAD STUDY II

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The minimum building setback is 16.5 feet. Some of the buildings are setback further to create a open plaza/courtyard area. An eight (8') foot sidewalk is provided along Church Road with a four (4') brick strip. Street trees are provided in select locations behind the sidewalk and within the open plaza areas. A thirty (30') foot landscaped buffer is provided along the rear yard with extensive landscaping and a six (6') foot high vinyl privacy fence.

7.0 RECOMMENDATIONS & CONCLUSIONS

An objective of the 2007 Master Plan Reexamination is to encourage the connection of living and working in land use development within the Township. This study, Phase I and Phase II, sets forth recommendations to help meet this objective. Additionally, the recommendations support many of the underlying goals of the Reexamination, such as implementing new urbanist principles to ensure “walkability” in each new development within the Township; and encouraging redevelopment of brownfields or grayfields rather than greenfields, whenever possible⁹.

Throughout Sections 4.0, 5.0, and 6.0, a vision was developed for the future of the study area. The implementation of this vision is dependent upon property owner involvement, developer coordination, and the promotion of the principles and overall implementation of the action items. A summary of the principles set forth above as well as additional action items are described below.

7.1 HADDONFIELD ROAD

The Phase II study area has many of the necessary features to create a diverse pedestrian friendly commercial district. Haddonfield Road should be reinvented as an attractive streetscape, connecting Towne Center at Garden State, the Cherry Hill Mall, and the residential neighborhoods. Due to the success of the Cherry Hill Mall, the uses will shift from automobile-related to a mix of retail and neighborhood-oriented uses. To help achieve this vision, a realistic concept plan, which included reusing a majority of the existing structures as well as infill development, was developed for a block along Haddonfield Road. The entire corridor can be easily transformed by relocating the parking to the rear and providing improved sidewalks, landscaping, and signage. To remedy the existing cluttered signage along the corridor, all signs shall be monument signs and shall not exceed fifteen (15') feet in height.

To achieve the concepts presented for Haddonfield Road, the extension of the Haddonfield Road Overlay (HRO) zone, which was defined and outlined in Phase I of this study is suggested. Slight modifications might be needed due to the different existing streetscape elements, however, the majority of the regulations set forth in the HRO zone are applicable and complement the concepts presented in this phase.

⁹ Cherry Hill Township, *2007 Master Plan Reexamination*, 2007, pp 19.

7.2 CHURCH ROAD

A goal of the 2007 Master Plan Reexamination is to investigate and establish “Redevelopment Areas”, where appropriate. The Township should consider investigating the properties on Church Road between Haddonfield Road and the parcel immediately east of Lenape Road (Block 263.01, Lot 2). Utilizing the redevelopment process will allow the Township to maintain control as well as provide the redeveloper(s) access to different funding mechanisms. The Concept Plan provided in this report illustrates redevelopment scenarios for this area.

7.3 BUSINESS COMMUNITY

The success of this area is greatly dependent on the strength of the business community. The Township should work closely with businesses in this area as well as the Cherry Hill Chamber of Commerce to coordinate efforts between local businesses to improve the study area. Implementation of landscaping design ideas, shared parking areas, and consistent signage will require open conversation and strong leadership to see the ideas expressed in this study come to fruition, even if the transfer of property ownership or large-scale redevelopment does not occur. Wholly relying on the redevelopment of the Cherry Hill Mall to act as an impetus for change is not enough. A strong vision of the future along with a strong, business lead program for improvement will be necessary for fully realizing the goals of this study.

7.4 CIRCULATION

Two of the six goals set forth for this study focused exclusively on traffic circulation and mobility improvements. The following list outlines the circulation recommendations illustrated on Figures 8, 9, and 10 and discussed in Sections 4.0, 5.0 and 6.0.

- Improve the traffic signal timing along Haddonfield Road.
- Align Lenape and Church Roads to create a four-way intersection and relocate existing traffic signal.
- Install crosswalks as shown on the Land Use Plan (refer to Figure 8).
- Install sidewalks and walkways throughout the study area.
- Encourage shared parking. Evaluate Township’s parking requirements.
- Install new traffic signals along Church Road at the mall entrance, as shown on the Land Use Plan (refer to Figure 8).
- Improve traffic circulation by reducing curb cuts and providing centralized access (refer to Figure 9).

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