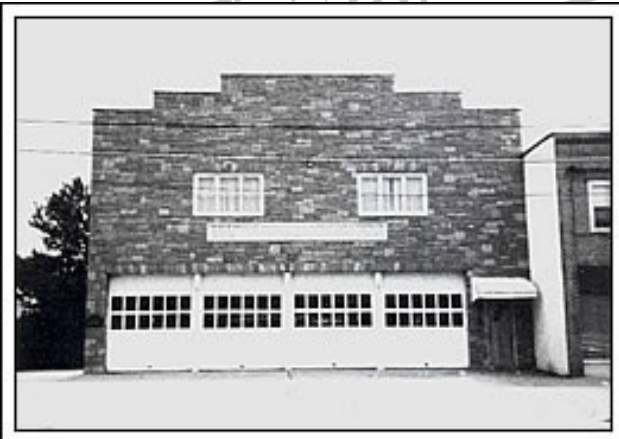


PLEASE SIGN IN

Address

- 1019 W RT. 70
- 31 BOOLEMUEBL AVE D
- mi 1101 Park Dr C
- no) 1021 Rt 70 W
- 1230 PK Blvd
- 56 Grant Ave
- 999 West Rt 70
- 127 Grant Ave 08002
- Cooper Ave
- 150 W AVE 08002
- 127 W AVE 08002



Erlton Streetscape Plan



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David J. Benedetti, PP, AICP – Director
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Carissa Koll – Planner

Cover Photo: Old Erlton Fire Company, Streetscape example





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**NOVEMBER
2005**



Democracy, in any active sense, begins and ends
in **communities small enough**
for their members to meet face to face.
LEWIS MUMFORD



CHAPTER ONE INTRODUCTION





INTRODUCTION

The *Erlton Streetscape Plan* is a vision for the historic Erlton Business District of Cherry Hill, located along New Jersey Route 70 between Cooper Landing Road and Rhode Island Avenue.

The area predominately consists of retail/commercial and office uses with street-side parking and shared parking lots. The structures generally consist of smaller buildings with zero lot line setbacks obviously pre-dating current zoning regulations. Uses include a fire station, a hobby shop, a bicycle shop, coffee shop, dance studio, etc. These buildings front the eclectic and strong neighborhoods of North Erlton and South Erlton, laid out in an older, garden suburb fashion typical of the 1920's when each lot was developed individually. As seen on a national level, these smaller storefronts have been chosen over by consumers for the enclosed mall or big box walk-up. They are in need of revitalization.

The intent of this plan is to create an attractive pedestrian-scaled shopping district by encouraging high-quality development that frames the street and provides active ground-floor retail uses. The *Erlton Streetscape Plan* seeks to implement this concept by providing the following elements:

- A comprehensive design vision for a pedestrian-oriented streetscape to complement a high-quality shopping district.



This aerial photograph shows Route 70, Park Boulevard, and Cooper Landing Road as the area appeared on February 20, 1946. (Cherry Hill Historical Commission.)

- Development Standards and Guidelines for public and private projects.
- A coordinated framework for capital projects in the Erlton area.

The *Plan* is consistent with the goals and development allocations in the Cherry Hill Master Plan. It draws upon the guiding principles of the General Plan that include walkability, mixed-use, enlivened streetscape, and improving the jobs/housing balance by increasing residential opportunities in Cherry Hill.

The *Erlton Streetscape Plan* is consistent with the goals and objectives of the Master Plan, which support mixed use, an attractive streetscape, and high-quality architecture. To create an active, walkable shopping district, the *Erlton Streetscape Plan* alters the requirements for streetscape, setbacks and building forms.



PLANNING AREA

The *Erlton Streetscape Plan* consists of approximately five blocks of specialty businesses along New Jersey State Route 70, between Cooper Landing Road and Rhode Island Avenue. The primary focus of physical streetscape enhancements will be focused on interior key blocks in the initial phases.





Improve the existing pedestrian-scaled shopping district by utilizing attractive streetscape enhancements that draw shoppers, residents, and the public to the 'Main Street' setting, which will revitalize the ground-floor retail and create a sense of place that centers the community of Erlton.

LAND USE: Encourage a diverse mix of compatible uses including active ground floor retail uses and walkable, liveable neighborhoods to create a vibrant shopping and dining atmosphere.

URBAN DESIGN: Create design guidelines that compliment the downtown atmosphere, improve walkability and pedestrian interest, and create a unique shopping district.

CIRCULATION: Provide an efficient thoroughfare that facilitates a safe environment for pedestrians, bicyclists, & automobiles, balanced with enhanced opportunities for public transit.

STREETScape: Encourage investment, identity and an entertainment atmosphere that establishes a sense of place by implementing pedestrian-friendly infrastructure improvements.



CHAPTER TWO **EXISTING CONDITIONS**





HISTORY

The name of the Erlton neighborhood is derived from the first name of Mr. Earl R. Lippincot, who was the prime developer of the housing in this area, thus becoming 'Erlton'. Originally known as Cooperstown, this area began to build up during the 1920's land speculation boom, and continued during the post-WWII housing boom. The neighborhood has several community landmarks, including the Erlton Swim Club, Erlton Fire Company #1, the former Erlton School, Erlton Park, Lion's Den Park, as well as several churches.

These institutions date back to the 1920's. The former Erlton School opened in 1928, closed in 1978, and was demolished in 1995, while the Erlton Fire Company was formed in March of 1927 with 18 charter members. It underwent a major expansion and renovation in 1972. Today, this station is staffed 24 hours a day by Cherry Hill Firefighters. The area is surrounded by the regionally significant landmarks of the Cooper River Park and the Locustwood Cemetery. The chronology of the Erlton Business District is representative of a nationwide trend.

THE DECLINE OF DOWNTOWN

Before World War II, most communities had a downtown, Main Street area, which served as the commercial, government, and entertainment hub. These downtown buildings usually had a ground-floor retailer and upper-floor offices or apartments; together these tenants provided enough rent for property owners to keep their buildings in good condition. The presence of the post office, library, banks, and local government offices added to the steady flow of people downtown. The mass construction of a nationwide highway system and growth of outlying areas made it easier to travel longer distances to work and shop. Roads that once connected neighborhoods to downtown now carried residents to outlying shopping strips and regional malls. The suburbanization of American metropolitan areas has changed the way consumers shop by luring them away from traditional business districts. With sprawl taking development beyond our suburbs and big-box stores filling the void between housing developments, strip malls and superstores are outnumbering commercial districts.



The Erlton Baptist Church is one of the township's oldest congregations, beginning its first ministry in 1833 under the auspices of the First Baptist Church of Haddonfield. Sunday school gatherings met in various farmhouses until the first chapel was built in the area of the Ellsburg Circle in 1885. The church moved to Connecticut and Pennsylvania Avenues in 1949. (Haddonfield Historical Society.)



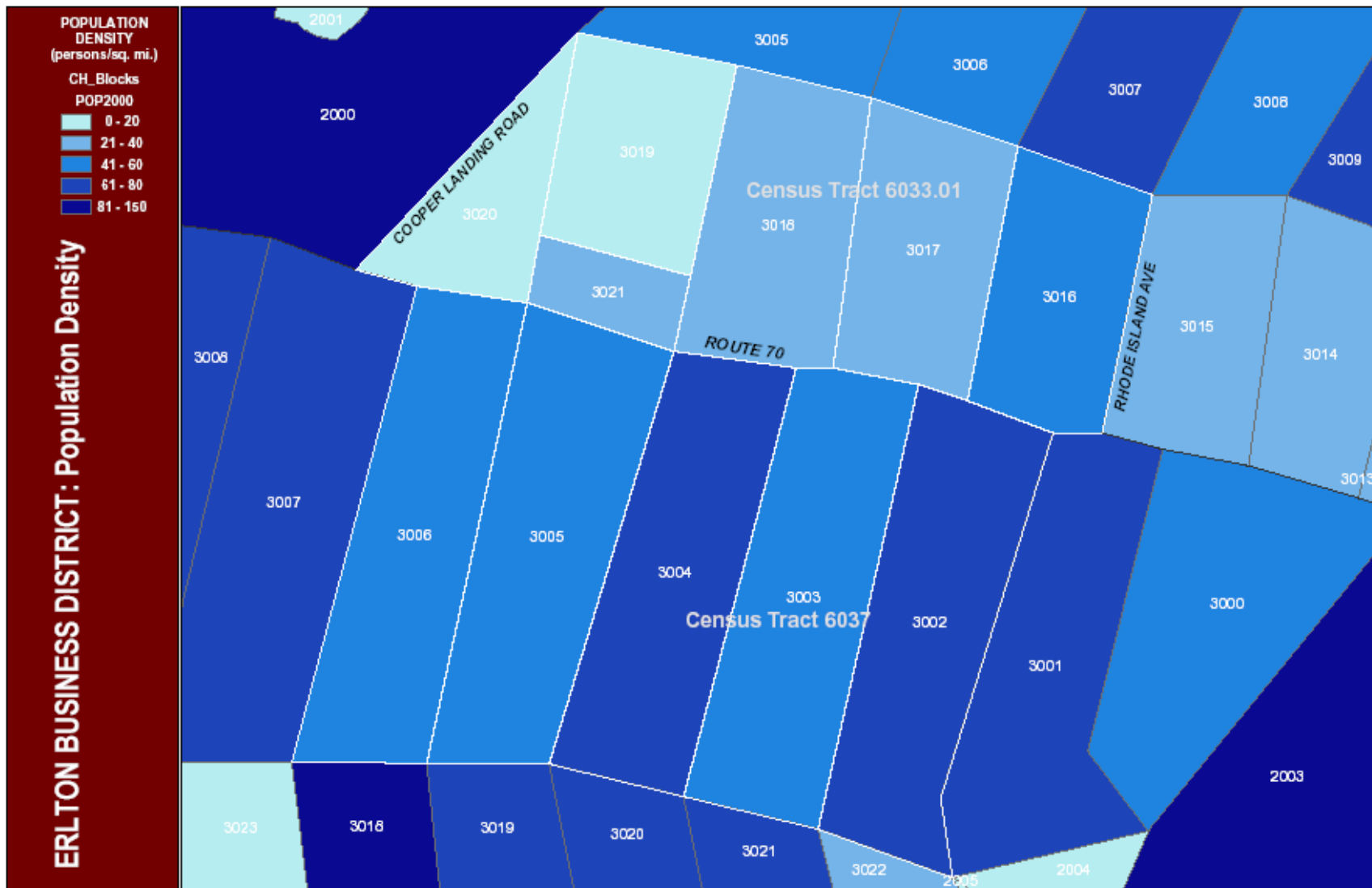
DEMOGRAPHICS

The Erlton Business District and immediate environs are composed of eleven census blocks, the smallest geographic unit to analyze data by the U.S. Census (2000). Census Tract 6037 encompasses the South Erlton neighborhood, and above Route 70 is North Erlton (Census Tract 6033.01). As the block groups of South Erlton are larger, a higher population density appears which may be misleading. The Erlton Business District is a small area, composed of less than 1% of the overall Township's population. Erlton is racially more homogenous compared with other areas of the Township, as it is 93% white while the rest of the Township is 85% white. When looking at age cohorts, the numbers confirm that the residences are composed of young starter families, with nearly double the children under age 5 (10%, compared to a Township average of 5.6%).

GENERAL CHARACTERISTICS																
Census Tracts	6033.01						6037					TOTAL		CHERRY HILL TWP.		U.S.
Blocks	3016	3017	3018	3019	3020	3021	3002	3003	3004	3005	3006	#	%	#	%	%
Population	52	34	26	5	0	38	63	60	75	56	59	468	100.0%	69,965	100.0%	-
White	52	23	26	5	0	33	54	60	69	53	59	434	92.7%	59,240	84.7%	75.1%
Black	0	1	0	0	0	0	0	0	1	0	0	2	0.4%	3,121	4.5%	12.3%
Asian	0	4	0	0	0	5	1	0	5	3	0	18	3.8%	6,205	8.9%	3.6%
other	0	6	0	0	0	0	8	0	0	0	0	14	3.0%	-	-	-
Hispanic	0	6	2	0	0	0	3	1	0	0	2	14	3.0%	1,778	2.5%	12.5%
Female	31	17	12	3	0	21	33	30	37	32	31	247	52.8%	33,450	47.8%	49.1%
Male	21	17	14	2	0	17	30	30	38	24	28	221	42.7%	36,515	52.2%	50.9%
Under 5 years	5	19	16	2	0	20	35	43	48	29	31	243	51.9%	3,928	5.6%	6.8%
18 & over	32	31	21	5	0	30	45	44	54	47	48	357	76.3%	53,495	76.5%	74.3%
65 & over	7	10	6	3	0	4	11	9	7	12	8	77	16.5%	12,570	18.0%	12.4%
Female - median age	32	56	57	82	0	40	37	38	35	36	41	-	-	-	-	-
Male - median age	31	41	30	68	0	39	42	36	35	35	32	-	-	-	-	-
Households	17	8	11	2	0	11	24	24	27	26	27	177	100.0%	-	-	-
Average HH size	3.06	3	2.36	2.5	0	3.45	2.63	2.5	2.78	2.15	2.19	-	-	2.61		2.59
1-person	4	1	2	0	0	0	6	7	3	7	10	40	22.6%	-	-	-
2 or more person	13	7	9	2	0	11	18	17	24	19	17	137	77.4%	-	-	-

U.S. Census

Summary File 1 (SF 1)





HOUSING

The density of a neighborhood is crucial to determine a consumer threshold. The land use and type of residential dwellings determines the proximity of a customer to a business district. The overall Erlton neighborhood that surrounds the Business District is composed of mainly single-family detached units. Specifically, 97% of structures are single-family detached units. Most of the residential dwellings in Erlton are owner-occupied – 90%, which has a higher home ownership rate than the Township average (83%). As examined earlier, most of Erlton households consist of young married families with children. This is reflected in the median household income and home values of the neighborhood, which affects the amount of disposable income the nearby customer base has to spend. The average household income in 1999 for Erlton is \$56,536, which is higher than national median household income of \$41,994, but lower than the Township income of \$69,421. The average home value in Erlton was \$133,900. Again, lower than the Township average of \$154,900, but higher than the U.S. average of \$119,600.

HOUSING CHARACTERISTICS								
		CENSUS TRACTS		TOTAL		CHERRY HILL TWP.		U.S.
		6033.01	6037	#	%	#	%	%
Housing Units		436	479	915	100.0%	24,074	100.0%	-
TENUR E¹	Owner-occupied	-	-	-	90.0%	21,761	83.0%	66.2%
	Renter-occupied	-	-	-	8.0%	4,466	17.0%	33.8%
	Vacant units	-	-	-	2.0%	847	3.1%	9.0%
TYPE OF DWELLING²	1 detached unit in structure	420	468	888	97.0%	-	-	-
	1 attached unit in structure	10	0	10	1.1%	-	-	-
	2 units in structure	6	11	17	1.9%	-	-	-
	3 or 4 units in structure	0	0	0	0.0%	-	-	-
	5 to 9 units in structure	0	0	0	0.0%	-	-	-
COST²	Median rent asked	\$0	\$1,125	-	-	-	-	-
	Median value	\$128,600	\$139,200	-	-	\$154,900	-	\$119,600
	Median price asked	\$125,000	\$0	-	-	-	-	-
	Med HH Inc	\$52,049	\$61,023	-	-	\$69,421	-	\$41,994

U.S. Census

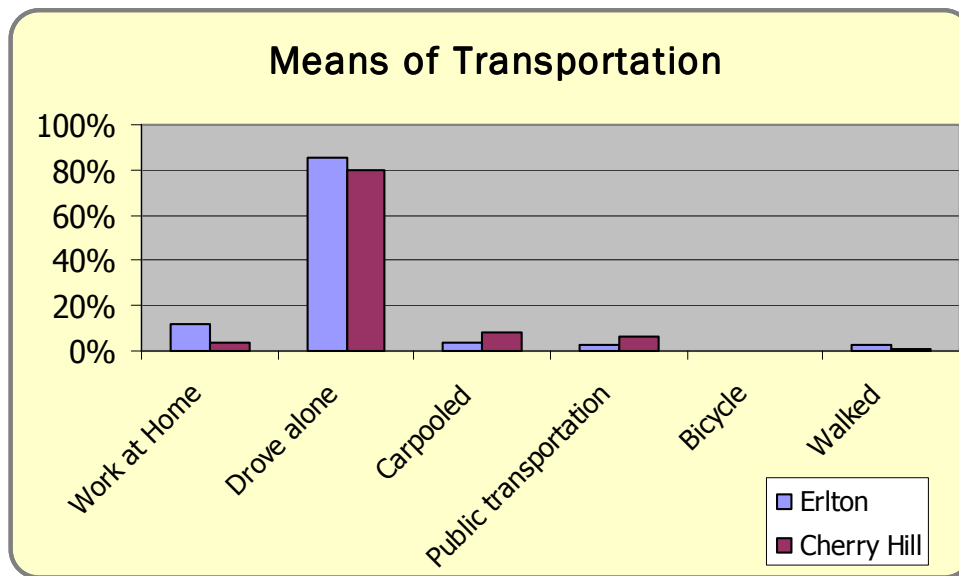
¹Summary File 1 (SF 1)

²Summary File 3 (SF 3)



TRANSPORTATION

Erlton residents' commuter patterns are similar to Township residents overall. Most Erlton and Township residents drive alone to work. Approximately 12% of Erlton residents work at home, which is significantly more than the overall Township average of 4%. This may include shop owners in the Business District utilizing mixed use buildings living above their stores. Though commuters that took public transportation (2.7%) to work were less common in Erlton than the Township (7%), more Erlton residents (3%) walk to work than other Cherry Hill residents (1.3%) approximately -Journey to Work, 12% work at home, 4% carpool, 3% carpool, 3% walk. This reinforces the fact that Erlton is has a higher land use density than the overall community, though public transportation is limited to bus service only while other neighborhoods of the Township have direct rail access to Center City Philadelphia. One trend that stands out is that Erlton residents have shorter commutes to their workplace, with a median time of 18.2 minutes. This is significantly less than the Cherry Hill median time of 27.4 minutes and the national median of 25.5 minutes.



The Erlton Business District is approximately five blocks of eclectic businesses along Route 70, between Cooper Landing Road (County Road #627)/Grant Avenue and Rhode Island/Harrison Avenue. New Jersey State Route 70 is under the domain of the New Jersey Department of Transportation (NJ DOT), formally known as John Davison Rockefeller Memorial Highway. It is classified as an urban principal arterial, with four lanes (two in each direction) and shoulders with a 45-m.p.h. speed limit. The Average Annual Daily Traffic (AADT) along this portion of Route 70 is 1,317 vehicles moving eastbound and 2,506 vehicles moving westbound during the morning peak hour. The evening peak hour traffic has been monitored at 2,059 vehicles eastbound and 2,042 vehicles westbound¹. The NJ DOT has assigned a Level of Service (LOS) grade to the intersection of Edison/Georgia and Route 70, which is based generally on the time it takes to move through an intersection and the ratio of demand. This intersection was given a low grade of 'E' and 'F', which means that speeds are reduced substantially and stoppages may occur for short or long periods of time because of the downstream congestion. In 2003, approximately 23 accidents happened on the westbound section of Route 70, near the above-referenced intersection. The pavement condition has been described as between poor and fair along the Erlton section.



NJ Transit operates two bus routes along Route 70 in the Erlton Business District. The NJ Transit 406 bus operates between Center City Philadelphia and Medford. The NJ Transit 457 bus is a suburban cross-county route that operates between Mount Laurel and Gloucester City, directly connecting Erlton to the Haddonfield PATCO station. Both bus routes have short headways during peak hours, operating every 15-20 minutes. Two bus shelters, which are operated by a private vendor, are stationed on Route 70. A westbound shelter is located in front of WaWa food store, on the northeast corner of Cooper Landing Road and Route 70, and an eastbound shelter is located in front of the CompuPro computer store located on the southwest corner of Edison Avenue and Route 70.

ZONING

This stretch of businesses along Route 70 is zoned Limited Office (O1) and Neighborhood Business (B1). These zones are intended to provide for office, retail, and service uses primarily to nearby neighborhoods. The Neighborhood Business (B1) zone encompasses the western portion of the business district, while the Limited Office (O1) zone lies generally east of Connecticut and Cooper Avenue. The only exception to these two predominant zones is the Queen of Heaven property, located north of Route 70 between Connecticut and Massachusetts Avenue, is zoned Institutional (IN). This district is surrounded by the Erlton North neighborhood and the Erlton South neighborhood, which is zoned Residential (R2). However, because the lots were developed before a Township zoning ordinance was in effect, many structures do not conform to the existing land development code.

The intent of each zone present in the Erlton Business District is as follows:

- **RESIDENTIAL (R2):** A single-family residential zone with minimum lot area requirements of 9,200 sq. ft. for inside lots and 10,350 sq. ft. for corner lots. Permitted uses include residential, accessory uses, public utility installations, sample houses for sale, churches and similar places of worship under certain conditions, and schools and institutions of higher education including parks.
- **INSTITUTIONAL (IN):** A variety of institutional uses are permitted including: Hospitals and other health facilities; churches or similar religious institutions; educational uses; cemeteries; governmental and community uses; outdoor recreational uses; passive or active open space; and elderly and handicap housing.
- **LIMITED OFFICE (O1):** A strictly defined list of professional and business office uses are permitted.
- **NEIGHBORHOOD BUSINESS (B1):** A business district adjacent to residential districts in which such uses are permitted as are normally required for the daily business needs of the locality only. These include: retail activity of low intensity; service activity of certain types; offices and banks; and accessory uses.



ERLTON BUSINESS DISTRICT: Zoning

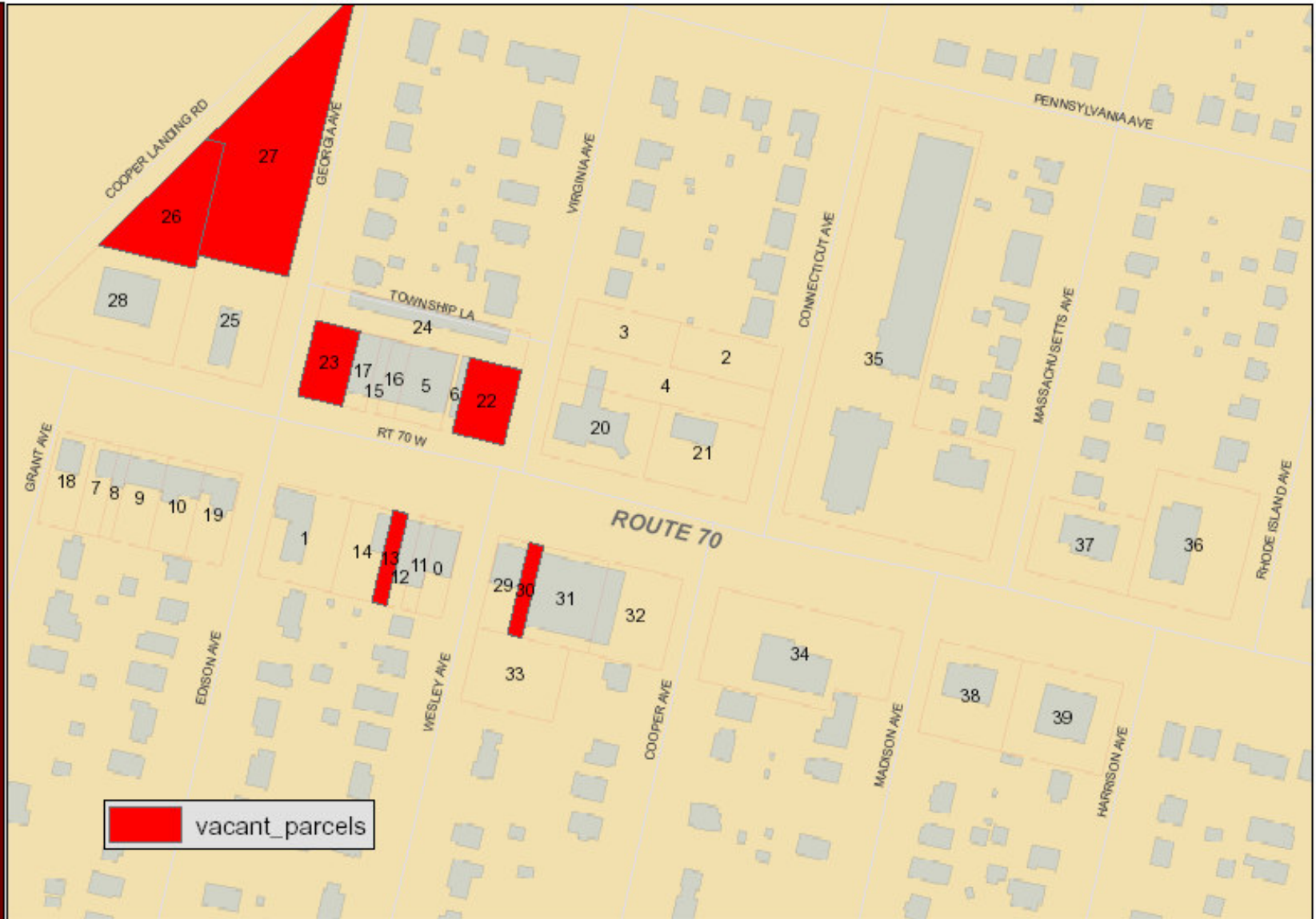
Erlton

NJ DEP 2002
Dept. of Comm. Dec 2005





ERLTON BUSINESS DISTRICT: Land Use



Erfton
NJ DEP 2002
Dept. of Comm. Dec 2005



Erlton Business District			
ID	BUSINESS	ID	BUSINESS
0	Framer's Workshop	20	PNC Bank
1	Aimee Michelle Bridal	21	All Tune & Lube auto repair
2	Parking (PNC Bank)	22	vacant (Brewer's Web Café)
3	Parking (PNC Bank)	23	vacant (Monarch dry cleaners)
4	Parking (PNC Bank)	24	Township Lane (karate, Falcone's Catering, Chick's Deli, dance studio)
5	Philly Pretzel Store, Divorce Center, & Hollywood Interiors (vacant)	25	LukOil gas station
6	Cingular Wireless	26	vacant (former hair salon)
7	Family Dentistry	27	vacant (PSE&G Triangle)
8	Dunkin's Collectables	28	WaWa food store
9	Ross Factory Store	29	Croce Italian Specialty store
10	Erlton Bike Shop	30	vacant (Comet Camera)
11	Nicely Done Wig Boutique / Joseph Minnetti Hair Replacement	31	Erlton Ballroom
12	Cherry Hill Kosher Market	32	Erlton Fire Company
13	vacant (Cherry Hill Exotic Birds)	33	parking
14	Jennifer Designs Florist	34	Regional Eye Associates
15	Hank's News Shop	35	Queen of Heaven church & school
16	90 West Floral	36	Dentistry
17	ALL Ceramic, Marble, & Tile	37	private residence
18	Gleason Medical Offices	38	Murray-Paradee Funeral Home
19	CompuPro computer service	39	Professional offices: Attorney & CPA

STRENGTHS, WEAKNESSES, OPPORTUNITIES, & THREATS (S.W.O.T. Analysis)

Strengths

- Strong institutional anchors (Erlton Fire Company #1, Queen of Heaven School)
- Limited presence of specialty shops and retail (i.e. Philly Soft Pretzel, Erlton Bike Shop, Dunkin's Collectables, Croce Italian Market, etc.)
- Adjacent residential neighborhoods as a consumer base
- Classic 'main street' environment with apartments above
- Area has local historical significance, as a civic hub of the Township.
- Close proximity to regionally significant Cooper River Park recreational users



Weaknesses

- The 45 MPH speed limit and high volume presents a barrier for pedestrians and for a pleasant walkable commercial street.
- Shortage of parking has been identified by the business owners as a deterrent for customers.
- Business Owners identified non-conforming signs that deteriorate the aesthetics of the streetscape.
- Lack of retail diversity
- Township Lane property is zoned Residential, and requires a use variance
- Auto-related uses at key locations detract from the streetscape (Luk Oil and ALL Tune & Lube)
- The vacant storefronts detract from the overall continuity of the shopping district
- Rent dilemma. A challenge in any neighborhood business district in a weak market is maintaining the quality of the retail buildings. Sales volume is often not enough to fix up and maintain older structures. Often, public intervention is necessary to fix up facades or adaptively reuse buildings, as the owner does not make enough income to undertake large-scale renovations. Given the age and historic structures, this is a challenge in many neighborhoods.
- Lack of street life after daytime business hours
- Low transit ridership

Opportunities

- PSE&G Triangle for parking
- State and Municipal support of dense, mixed-use centers of activity.
- High gas costs = more residents walking and commuters using available transportation
- Buildings and infrastructure that have historic and physical characteristics of a 'special place'
- Township of Cherry Hill received a Smart Growth Grant from the New Jersey Department of Community Affairs (DCA) in 2003 for the creation of streetscape plans and necessary construction documents. The plans were completed in 2005.
- Under-retailed, especially for specialty shops and retail that creates destination (clothes, book stores, coffee shops, etc.)
- Township is in the process of drafting new ordinance, TND zone, design guidelines
- Recent vacancies
- National trend of urban regeneration, drawing people to live near centers of activities

Threats

- Concept plan of New Jersey Route 70 was completed in 2004 by the New Jersey Department of Transportation, discussing improvements and expansion of the roadway in Erlton.
- Competition from redeveloped Garden State Park and Cherry Hill Mall is high.



CHAPTER THREE **STREETSCAPE**





PLAN IMPETUS

The New Jersey Department of Community Affairs (DCA) awarded Cherry Hill a \$53,000 Smart Future grant in 2004 to draft a plan for streetscape improvements along New Jersey Route 70 in the Erlton Business District. DCA awards Smart Future Grants as part of Governor McGreevey's Smart Growth Initiative. The grants are funded through DCA's Office of Smart Growth, providing county and municipal planners access to state experts from DCA, the Department of Environmental Protection and the Department of Transportation, as well as funds to work with outside consultants with specialized expertise. The Township retained a consultant to facilitate public outreach, thereby creating site plans and needed construction documents to complete the design and planning phase of this project. A copy of this plan and proposed cost estimate are included in this study.

The Streetscape Plan primarily addresses the public right of way and related improvements. The goal is to establish the street as a public place and an integral part of the community urban space and identity, in addition to being part of a transportation system that services vehicles, bicycles, and people. The traditional grid system of the residential neighborhoods of Erlton North and South facilitate a walking environment.

STREETSCAPE PRINCIPLES

Intersections

Intersections are highly visible locations and are important in setting the "tone" for the Erlton Area. Following are key ingredients to highlight intersections and make them safe and usable for pedestrians, bicyclists, transit and vehicular traffic:

- Provide pedestrian connections to buildings across intersections.
- Highlight corner entries into buildings and developments (even if existing buildings are set back from the street).
- Minimize crossing distances across intersections to slow down turning vehicles and improve pedestrian/bike safety and comfort by using bulb-outs.
- Provide well-designated pedestrian crosswalks (with special paving treatment or striping) pedestrian refuge areas (a minimum 6' width) in the median.
- Reduce curb radii to a maximum of 10' to discourage fast turning vehicles (curb radii for bus routes may be increased to 25' maximum to allow turning for buses).
- Eliminate median cut-throughs, channelized right-turn lanes, pork chop islands, which significantly increase speeds of turning vehicles.



ERLTON BUSINESS DISTRICT: Urban Form

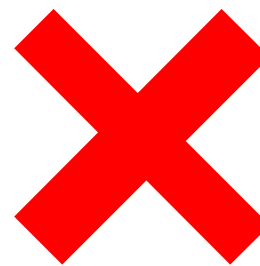
Erilton
NJ DEP 2008
Dept. of Comm. Dev. 2009







Though providing a clear walkway with a generous tree line protecting from traffic, the large front setback detracts from the street life and takes away from the downtown atmosphere.



Auto-oriented uses with multiple curb cuts create an uncomfortable environment for pedestrians. These types of uses should be discouraged from the Erlton District.



Streets

The *Streetscape Plan* consists of the following components to be implemented as new development or redevelopment occurs:

- Provide street furniture including benches, trash receptacles, bollards, bike racks, tree guards and tree grates per the Streetscape Plan.
- Plant street trees that continue existing tree line.
- Utilize parallel on-street parking.
- New commercial buildings and building entrances shall be oriented to the street.
- Residential development should incorporate front entries and stoops oriented to the street.

Streetscape Tools

- Decorative pavement sidewalks.
- Pedestrian-scaled, ornamental streetlights.
- Benches.
- Trash receptacles.
- Bicycle racks.
- Install public art, water features, etc.
- Street trees.
- Replace bus shelters.
- Improve existing parking layout.
- Plant trees in the median (per recommended tree list).
- Crosswalks with textured paving.
- Improved driveway entrances.

PUBLIC OUTREACH

An extensive public outreach process was performed to ensure involvement by all stakeholders. A steering committee was formed composed of Township Council, neighborhood leaders, key business owners, and state agencies. This committee met twice to review the streetscape plans drafted by the consultant. The first meeting convened in April at the Community Center to review initial plans, and again in September to review revised plans. Furthermore, two public meetings were held with notification being sent to each building owner along Route 70 within the Erlton Study Area. Meetings took place in June and September, both with large turnout.



CHAPTER FOUR **RECOMMENDATIONS**





MARKETING STRATEGIES

1. Create and support a **Erlton Business Owners Association**.
2. Strengthen the Erlton Business District **identity**.
3. **Attract and diversify the retail mix** by providing technical and financial assistance to new start-up businesses. To accomplish this, franchises or chains should be considered, while maintaining balance of independent stores. A diversity of business types is critical to the success of a neighborhood business district, and successful areas contain branches, some chain stores, some mom-n-pop establishments.
4. **Create a 24-hour street**, by encouraging retail, entertainment venues, and residential. The area should appeal to daytime and nighttime users. The existing retail mix only serves daytime users, and offers little draw for a larger regional market.
5. **Develop a market niche**, a positive and distinctive image and identity for the Erlton Business District. This could include retail stores, gourmet foods, unique gift stores, restaurants and bars, while maintaining daily service uses. This could be similar to 'main street' areas of surrounding municipalities (i.e. Haddonfield, Collingswood, etc.), but in closer proximity to Cherry Hill Residents. Furthermore, these would differ from 'big box' retail provided at the new Garden State Park racetrack and Cherry Hill Mall.
6. **Encourage residential units above retail uses**. Provide assistance or low-interest loans for conversion process. Discourage storage and auto-oriented uses that detract from the streetscape.
7. **Host neighborhood events** for Erlton Business District exposure (i.e. farmer's market, sidewalk sales, parades, etc.).
8. **Provide 'late night' shopping hours** once a week, by encouraging businesses to stay open later in the evening to serve evening commuters and area residents.
9. **Utilize local arts programs** to encourage public art throughout the district.
10. **Produce marketing tools**, such as a district map and/or brochure of the Erlton Business District.



REGULATORY MODIFICATIONS

11. **Adopt a historic district** and/or Traditional Neighborhood Development (T.N.D.) ordinance zone that provides for special design guidelines for facades, signage, lighting, etc.
12. **Improve the site design** of any new infill development so that it is appropriate for the area. Building design and design materials should fit the context neighborhood (i.e. maintain shallow front setbacks, restrict garages and curb cuts, mitigate blank walls, etc.)
13. **Provide a fast-track approval process** for businesses within the district to encourage building improvements.
14. **Rezone Township Lane businesses.** When a new zoning map was introduced in 2004, this parcel was zoned from Neighborhood Business (B1) to Residential (R2). Therefore, this requires a use (d) variance from the Zoning Board whenever a new tenant would like to open a business. This small and unique corridor of shops should be rezoned to commercial, as was originally zoned.
15. **Work with NJ Transit to increase headways** and improve ridership. Express peak hour, bus service to Center City Philadelphia should be explored as a feasible option for commuters.

PHYSICAL ENHANCEMENTS

16. **Implement the streetscape plan** drafted by Remington & Vernick.
17. **Provide Parking.** During the public involvement process, several stakeholders and business owners expressed the crucial need for parking. The Township should work with Erlton Business Owners and residents to obtain nearby land for a Municipal Parking Lot. As parking is not sufficient for the study area, create a highly visible 'park once' lot, so customers can park once for area stores and walk to various destinations. One area that has been identified in the process is the 'PSE&G Triangle' located at the confluence of Cooper Landing Road and Georgia Avenue.
18. Work with local community lenders to provide **low-interest loans for improvements** of façade, signage, etc. of small businesses in the Erlton District.
19. **Install uniform signage** throughout the District to have consumers readily identify parking, wayfinding, and other services. Particularly, an identifying sign in the median of Route 70 would act as a gateway treatment.
20. **Utilize a variety of traffic calming measures** to ease vehicular speed and provide a safer pedestrian environment.



PSE&G Triangle

The 'PSE&G' Triangle is currently vacant and for sale. The Township is investigating purchasing it for a reasonable price to provide parking as a municipal lot for use of Erlton Business customers.

- The environmental quality of the site has yet to be determined, as it has been historically used for below in-ground infrastructure.
- The site is adjacent to residential uses and should design the site to have no adverse impact to residences. By providing generous landscaping and an aesthetically-pleasing barrier, as well as vehicular access from Cooper Landing Road, will facilitate this.
- All measures should be taken to retain the mature pine trees on the site.
- A strong and direct pedestrian link should be provided to encourage use of the lot.
- A long-term maintenance plan should be determined and implemented by the Erlton Business Owners Association, to upkeep the parking lot.





CHAPTER FIVE IMPLEMENTATION





The Erlton Streetscape Plan is a policy plan that guides future development in the planning area and establishes community expectations of a high-quality, pedestrian-oriented shopping district. It should be utilized to provide direction for land use, development standards, permitting process, and comprehensive planning policy.

FUNDING

The first step toward implementing the earlier recommendations is to fund the construction of the streetscape improvements. In that effort, potential funding sources are listed below.

- **Transportation Enhancements (TE):** Transportation Enhancement (TE) projects are designed to foster more livable communities, preserve and protect environmental and cultural resources and to promote alternative modes of transportation. *New Jersey Department of Transportation (NJDOT)*
- **Centers of Place:** The Centers of Place program is designed to assist municipalities who have formally participated in implementation of the New Jersey State Development and Redevelopment Plan (SDRP). The program provides an opportunity to apply for funds to support non-traditional transportation improvements that advance municipal growth management objectives. *New Jersey Department of Transportation (NJDOT)*
- **Congestion Management & Air Quality Mitigation (CMAQ):** The purpose of the CMAQ program is to fund transportation projects or programs that will contribute to attainment or maintenance of the national ambient air quality standards (NAAQS) for ozone and carbon monoxide (CO). The TEA-21 also allows CMAQ funding to be expended in particulate matter (PM) non-attainment and maintenance areas. *Delaware Valley Regional Planning Commission (DVRPC)*
- **HUD Hope VI Main Street Program:** The purpose of the HOPE VI Main Street program is to provide grants to small communities to assist in the rehabilitation and new construction of affordable housing in conjunction with an existing program to revitalize an historic or traditional central business district or "Main Street Area." *United States Department of Housing and Urban Development (HUD)*
- **Main Street New Jersey:** Provides business communities with the skills and knowledge to manage their own business districts. Improves the local economy, as well as appearance and image of traditional downtown, through the organization of business people, local citizens and resources. *New Jersey Department of Community Affairs (NJCA)*
- **New Jersey Neighborhood Preservation:** Provides direct financial and technical assistance to municipalities over a three to five year period to conduct activities associated with the preservation of designated neighborhoods based on strategic revitalization's plans within those municipalities. *New Jersey Department of Community Affairs (NJCA)*



- At Home Downtown: Provides below market-rate mortgage funds to acquire and rehabilitate, refinance and rehabilitate, or construct and finance residential structures with a storefront commercial component. The program objective is to help small business owners revive the mercantile and housing potential of main street and neighborhood commercial areas. By taking advantage of reduced-rate loans, business owners, non-profit organizations and investors can construct or acquire, refinance, and renovate buildings that offer ground floor storefront commercial opportunities with up to four units of rental housing overhead. *New Jersey Housing Mortgage and Finance Agency (NJHMFA)*
- City Living: Assists in the production of market-rate rental housing in certain designated areas, thereby enhancing the economic and social growth of existing neighborhoods. This program will create or rehabilitate market-rate housing in designated urban neighborhoods that offer the benefits of urban living, such as close proximity to employment, shopping and public transportation. *New Jersey Housing Mortgage and Finance Agency (NJHMFA)*
- New Jersey Business Growth Fund: To support established small and mid-sized businesses, PNC Business Banking has committed to working with the New Jersey Economic Development Authority (EDA) to create a below-market interest rate loan program for businesses which are willing to create or maintain jobs in New Jersey. *New Jersey Economic Development Authority (NJEDA)*
- Neighborhood Development Grants support comprehensive community development projects that target specific neighborhoods. To qualify for this grant, a neighborhood plan must be in place that is resident-driven. Grants vary in size from \$100,000 to \$750,000 and are disbursed over three to five years. *Wachovia Bank*



SCHEDULE

ERLTON BUSINESS DISTRICT ENHANCEMENT PROJECT												
TASKS	1	2	3	4	5	6	7	8	9	10	11	12
	Orange											
	Orange											
		Orange										
		Orange	Orange									
			Orange	Orange								
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								Orange	Orange	Orange	Orange	Orange
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100% BEDEFINED



APPENDIX

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A. STREETScape IMPROVEMENTS PLANS





B. STREETScape IMPROVEMENTS COST ESTIMATE





C. STREETScape IMPROVEMENTS PUBLIC OUTREACH





D. CHERRY HILL PUBLIC TRANSPORTATION MAP





E. PHILADELPHIA COMMERCIAL DESIGN GUIDELINES





ⁱ *Route 70 Concept Development Study, NJ DOT, Existing Year 2003 Traffic Volumes, Georgia/Edison & Route 70 intersection.*

Black and white photos from Mike Mathis, Images of America, Cherry Hill, New Jersey, 1999.
Color site photos taken by Planning Staff on Friday, August 26, 2005.