



Complete Streets Case Study

Cherry Hill, New Jersey



About

This report was written by Charles Brown, MPA, James Sinclair, and Lisa Cintron, of the Alan M. Voorhees Transportation Center (VTC) at Rutgers, The State University of New Jersey.

The Alan M. Voorhees Transportation Center (VTC) is a national leader in the research and development of innovative transportation policy. Located within the Edward J. Bloustein School of Planning and Public Policy at Rutgers University, VTC has the full array of resources from a major research university on transportation issues of regional and national significance.

The New Jersey Bicycle and Pedestrian Resource Center (BPRC) assists public officials, transportation and health professionals, and the public in creating a safer and more accessible walking and bicycling environment through primary research, education and dissemination of information about best practices in policy and design. The Center is supported by the New Jersey Department of Transportation through funds provided by the Federal Highway Administration.

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Figure 1. Cherry Hill, New Jersey

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Figure 2. Municipal offices for the Township of Cherry Hill

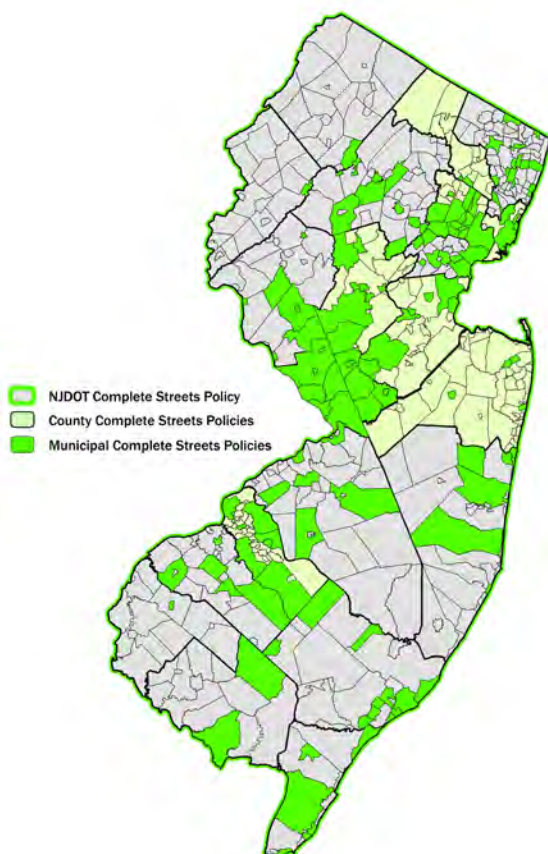
Introduction

In 2009, the New Jersey Department of Transportation adopted a Complete Streets policy which defined a Complete Street as one designed to provide safe access for all users by implementing a comprehensive integrated multi-modal network of transportation options. The benefits include increased safety for all users, connections between origins and destinations, and the promotion of healthier and more livable communities. Since the policy's adoption, Complete Streets has built momentum throughout the state. As of December 2016, 8 counties and 135 municipalities have followed the lead and adopted their own local Complete Streets policy.

Cherry Hill was the 17th municipality in New Jersey to pass a Complete Streets policy and did so in March of 2014. Since then, the township has worked closely with county, state and federal partners to implement upgrades to their suburban infrastructure. The Complete Streets policy in Cherry Hill allowed the municipality to systematically incorporate Complete Streets goals into each of their projects, which is ensured by the Technical Advisory Committee and Complete Streets Checklist. Traffic calming initiatives combined with installation of pedestrian and bicyclist infrastructure have been successful in making Cherry Hill's streets safer and more accessible for all users.

The Bicycle and Pedestrian Resource Center, part of the Alan M. Voorhees Transportation Center at Rutgers University, has developed a series of case studies intended to highlight Complete Streets leaders in New Jersey. The purpose of this report, funded by the New Jersey Department of Transportation, is to highlight Cherry Hill Township's Complete Streets policy and accomplishments. The report is based on findings provided in interviews with Lorissa Luciani, Cherry Hill's Deputy Director of Community Development and Planning and Jacklyn Bradley, Planner.

The report begins with a summary of key findings followed by background information on historical, demographic and land use data collected from county and Census documents. This information is essential in understanding the context of Complete Streets in Cherry Hill. The report then explores the history of the Cherry Hill Complete Streets policy, including how the policy was developed, promoted and implemented. Successes and challenges are then highlighted for the benefit of other communities looking to implement Complete Streets and a number of next steps provide readers with insight into the policy's future. This report will serve as a valuable tool for engineers, planners, elected officials, and advocates who want to move forward with Complete Streets in their communities.



Complete Streets in New Jersey

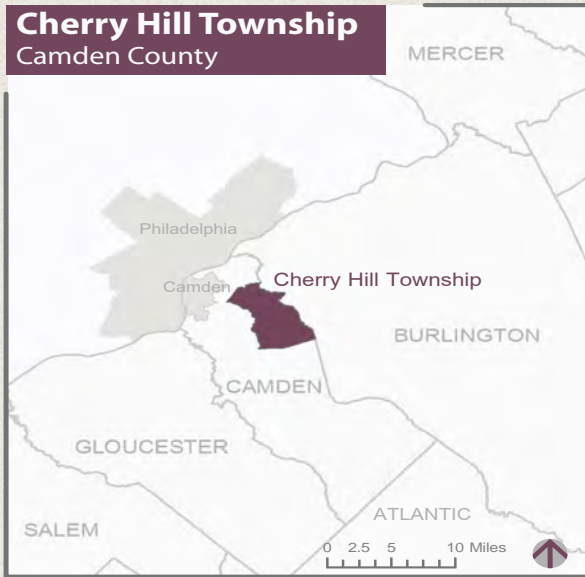
New Jersey is a national leader in the campaign to complete the streets. According to the National Complete Streets Coalition, New Jersey ranked 1st nationally in terms of local policy adoption in addition to NJDOT's award-winning internal policy.

- 1 statewide award-winning policy
- 8 out of 21 counties have a policy
- 135 out of 565 municipalities have a policy
- 40% of New Jersey residents are covered by a municipal Complete Streets policy
- 52% of New Jersey residents are covered by a county Complete Streets policy

As of February 15, 2017

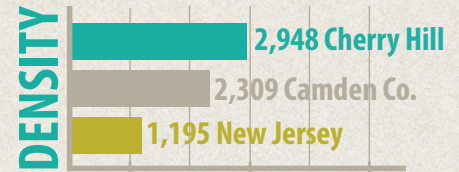
Figure 3. Map of New Jersey showing location of Complete Streets policies

Background Data, 2016



Population

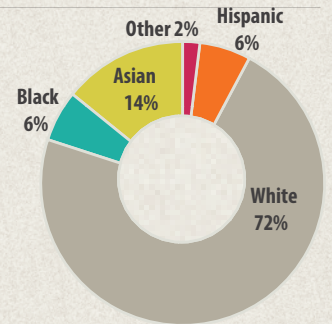
71,340
RESIDENTS



MEDIAN AGE
42.8 Yrs

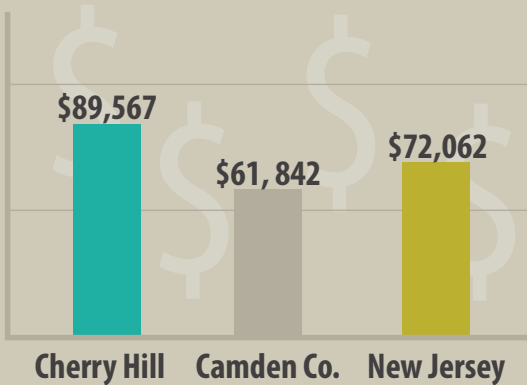
That is 4 years older than the county and 3 years above the state average.

RACE/ETHNICITY



Economics

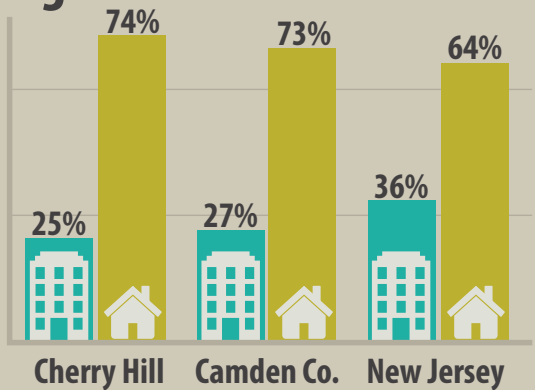
MEDIAN HOUSEHOLD INCOME



\$36,382 **RETAIL SALES PER PERSON**
which is more than twice the state average.

Housing

SINGLE & MULTI-FAMILY HOUSING



8 out of 10 Cherry Hill residents own their homes.



Recreational Space

Cherry Hill has more than

60 PARKS



& 16 OFF-ROAD TRAILS.

Key Findings

Retrofitting suburban roadways

Cherry Hill is an iconic suburban town with oversized roadways designed for auto-dependent lifestyles. Complete Streets implementation in Cherry Hill takes into account this suburban identity and heavily incorporates retrofitting of these road networks to accommodate all users.

Support from all levels

Cherry Hill's Complete Streets initiative found champions and support from all levels, from the grassroots community group, Sustainable Cherry Hill, to the mayor inaugurated in 2012, all the way up to the NJDOT.

Nationwide research

Cherry Hill's Planning Department sought guidance and researched templates from around the country to ensure the township's Complete Streets initiative would translate to real and positive changes in the long-term without sacrificing the community's character.

Technical Advisory Committee and Checklist

Cherry Hill ensured consistent implementation of Complete Streets designs by developing a Technical Advisory Committee and Complete Streets Checklist.

Successes

- The Springdale road diet incorporates a number of Complete Streets designs including traffic calming, pedestrian and bicycle safety enhancements, and ADA accommodations at all crosswalks and bus stops.
- Throughout the township, both shared bicycle lanes and dedicated mixed-use trails have been installed to accommodate the safe movement of pedestrians and bicyclists.
- Addressing the township's lack of sidewalks has been a main priority, despite the maintenance challenges it presents.

Challenges

- Maintenance of sidewalks has been a point of contention for the township and the township has worked to keep the lines of communication open with residents to ensure their concerns are heard.
- Cherry Hill has struggled with managing projects that require balancing the needs of multiple jurisdictions.
- Sustainable Cherry Hill was a champion of Complete Streets; however, other groups in town have actively voiced dissent towards Complete Streets projects. The township has worked diligently to address their concerns and their public outreach efforts were successful in mitigating some of these complaints.

Next steps

Cherry Hill has a number of initiatives planned to keep Complete Streets moving forward in the township, including an annual assessment to measure performance outcomes, improving connections to the township's train stations, addressing safety along Route 70, educating residents on safely sharing the roads, and updating the township master plan with further promotion of Complete Streets ideals.

Background

Cherry Hill Township, New Jersey, is a large suburban town located in Camden County, just outside of Philadelphia, Pennsylvania. It is the seventh most populous township in the state and is home to just over 26,000 households spread across 24 square miles (see Table 1). Though Cherry Hill has about 71,000 residents, the township welcomes approximately 250,000 visitors every day for shopping, work, and transportation into Philadelphia and Atlantic City. These daily visitors contribute to Cherry Hill's high per capita retail sales, which are more than twice that of the state and nearly triple that of Camden County (Table 1). In addition to Cherry Hill's resident population and visitors, the township witnesses the pass through of thousands of commuters on the New Jersey Turnpike, Interstate 295 and New Jersey Route 70.

The township, having witnessed its largest population growth between 1950 and 1980, is an iconic suburban municipality designed for the auto-dependent residents of post-World War II America. As is characteristic of suburban New Jersey, a significant portion of Cherry Hill's housing stock is made up of owner-occupied, single-family detached units (Table 1). Cherry Hill's sprawling neighborhoods are supported by a road network that was designed for cars with a number of roads still lacking sidewalks. Retrofitting these roads for pedestrians and bicyclists has been one of Cherry Hill's biggest Complete Streets challenges. In fact, Cherry Hill's downtown is described by Walk Score as car-dependent because even in this more densely populated section of township by the train station, "most errands require a car." While car ownership is nearly a necessity in Cherry Hill, home prices are also higher than surrounding municipalities, possibly making the township prohibitively expensive for some.

Average home value, though lower than the state average, are comparably higher than the rest of Camden County (Table 1). In addition, a majority of residents, nearly eight out of ten, own their homes rather than rent. In Cherry Hill, the areas where median household incomes are lowest are also the areas where car ownership is most limited. The one exception to this is an area in southeast Cherry Hill where median incomes are high yet car ownership is low. One important goal for Cherry Hill will be to ensure those populations who rely on alternative modes of transportation in the northern areas of the township are well-served by Complete Streets.

In addressing Cherry Hill's context and character, it is important to look at the makeup of the township's population for which Complete Streets will serve. One striking data point in Cherry Hill's population is that nearly three out of four residents are White (Table 2). In fact, the percentage of White residents in Cherry Hill is larger than both the county and state proportions. Meanwhile, the proportion of Black or African American residents is half the state average and the proportion of Hispanic residents is about one-third that of the state. Additionally, one in five residents speak a language other than English at home. One in seven residents are Asian, which is higher than the state proportion and almost triple the county numbers. In addition, Cherry Hill witnesses a poverty rate half that of Camden County and is home to an aging population whose median age is more than three years older than the state median of 39.6 years (Table 1).

Table 1. Comparison of population and housing

Metric	Cherry Hill	Camden County	New Jersey
Land area	24 mi ²	221 mi ²	7,355 mi ²
Population	71,340	510,923	8,958,013
Population per square mile	2,948.3	2,309.1	1,195.5
Retail Sales per Capita	\$36,382	\$12,552	\$15,079
Median Household Income	\$89,567	\$61,842	\$72,062
Median Home Value	\$270,000	\$202,900	\$319,900
Median Rent	\$2,343	\$1,949	\$972
Housing Type: Single-family	74%	73%	64%
Housing Type: Multi-family	25%	27%	36%
Persons below poverty line	6.5%	13.2%	10.8%
Median Age	42.8	38.7	39.6
Persons with Bachelor's Degree or higher	57.2%	32%	37.6%

Table 2. Comparison of race and ethnicity of residents

Metric	Cherry Hill	Camden County	New Jersey
White	72%	65.3%	68.6%
Black	6%	19.4%	13.5%
Native American	0.1%	0.2%	0.2%
Asian	14%	5.6%	9.0%
Hawaiian/Pacific Islander	>.5%	0.1%	0.1%
Two or More races	1.5%	3.0%	2.57%
Hispanic or Latino	6%	15.4%	19%

Cherry Hill is facing an aging population, but the township is also home to a highly educated population. More than half of residents over the age of 25 hold a bachelor's degree which is reflected in a high median household income of \$89,567 (Table 1). This is markedly higher than the county median household income of \$61,842 where less than one in three residents over the age of 25 hold a bachelor's degree. Cherry Hill's transportation infrastructure provides its residents access to a variety of key locations throughout New Jersey and Pennsylvania. The town offers commuters a variety of key transportation infrastructure, as well.

Transportation

Most residents in Cherry Hill commute to work in surrounding cities such as Philadelphia, Camden, Trenton or Princeton, and average 27 minutes per commute—just below the state average of 30 minutes (Table 3). Transit, bicycle and pedestrian commutes all fall below both state and county proportions. Meanwhile, 8 out of 10 commutes are completed by car with an additional 7% of residents carpooling.

Table 3. Commute time and mode of transportation to work

	Cherry Hill	Camden County	New Jersey
Drove alone	79.4%	77.5%	71.9%
Carpooled	7%	8.7%	8.3%
Public Transit	6.8%	7.8%	10.9%
Bicycle	0.2%	0.2%	0.4%
Walked	1.2%	1.9%	3%
Work From Home	5%	3.2%	3.9%
Avg. Commute to Work	27.1 min.	27.4 min.	31.3 min.

Cherry Hill is dissected by a number of key transportation lines that carry mass transit, automobiles and alternative modes of transportation through the township. The township also represents a key connection between north and south Jersey as both Interstate 295 and the New Jersey Turnpike run nearly parallel through the center of the township. In addition, State Highway 70 connects the Jersey shore to Camden and Philadelphia. The Cherry Hill Train Station, located in the mixed-use Golden Triangle section of Cherry Hill, provides a mass transit connection to Philadelphia and Atlantic City along NJ Transit's Atlantic City Rail Line. PATCO's Woodcrest Station is also located in Cherry Hill and provides riders with a connection to Camden and Philadelphia as well as connections to the River Line where riders can access Trenton and the Northeast Corridor into New York City (Figure 5). Part of Cherry Hill's Complete Streets Policy includes connecting these stations to pedestrian and bicycle networks, particularly those that can be considered as part of a Safe Routes to Transit program.

Cherry Hill has 16 off-road trails and more than 60 parks which provide additional connectivity beyond the sidewalks and bicycle lanes already installed throughout town. The township is working along with the county to enhance the connectivity of these trails with key locations in and around Cherry Hill. For example, the Cooper River Park Trail—a recently designated National Historic Site—connects with a number of off-road multi-purpose trails and bicycle lanes in Cherry Hill and surrounding towns. These key locations throughout town have helped support a Complete Streets Policy that focuses on connecting residents from across Cherry Hill and surrounding towns to these places.



Figure 4. An off-road trail in Cherry Hill

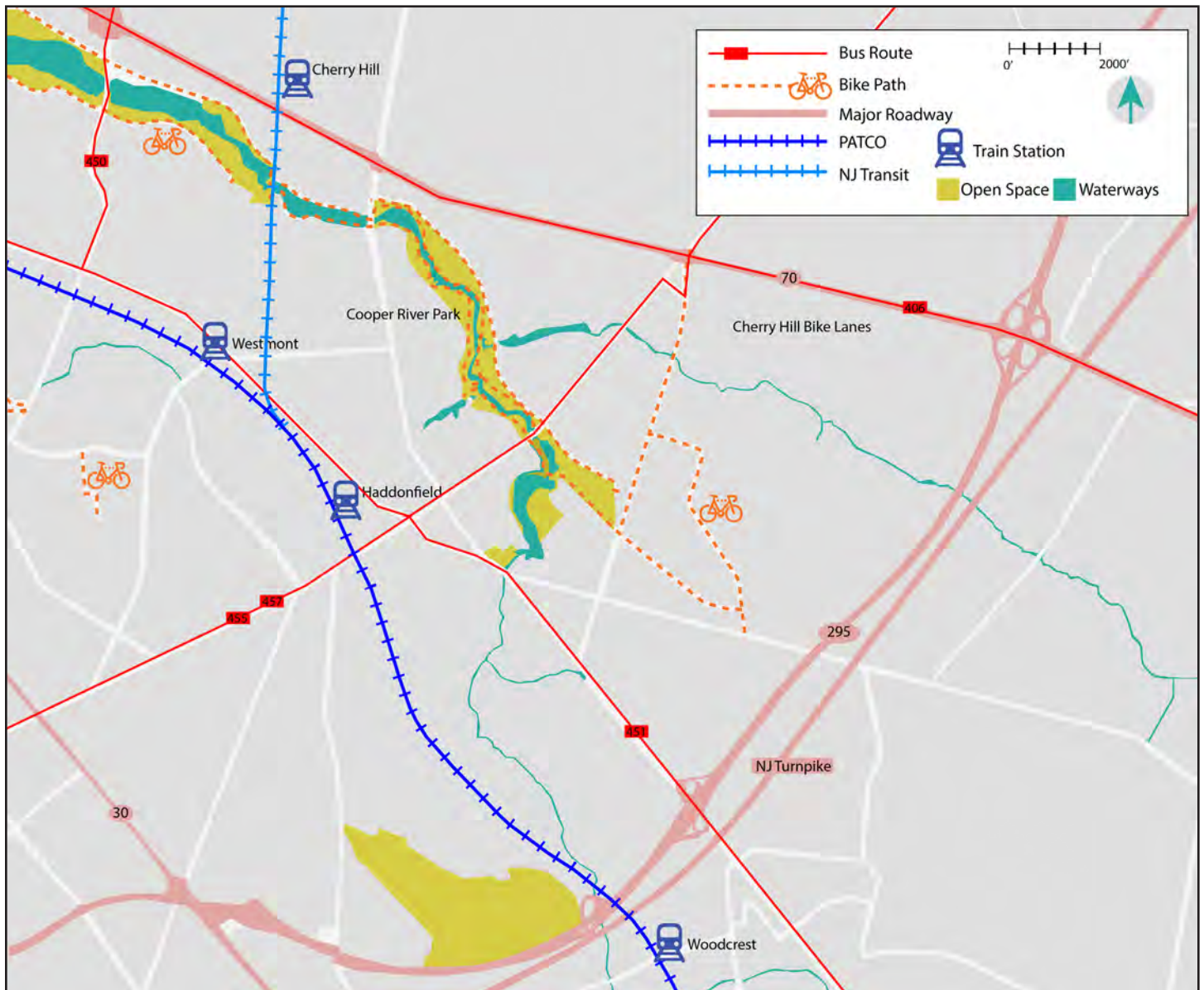


Figure 5. Map showing major transportation links in Cherry Hill



Figure 6. The Cherry Hill NJ Transit Station on the Atlantic City line

Complete Streets Policy in Cherry Hill

The Policy

Support from all levels: State, Mayor, Community

In 2012, a number of events occurred in Cherry Hill Township which laid the foundation for Cherry Hill's Complete Streets Policy. These events highlighted interest in Complete Streets from the local government, state government and a coalition of community members. While support for the ideals of Complete Streets was not unanimous, the various proponents provided a situation wherein Complete Streets could successfully move forward.

Mayor Chuck Cahn was sworn into office in January 2012 with several important priorities, including public safety, sustainability and promoting healthy lifestyles. While Mayor Cahn ran on the platform of balancing the budget and reducing costs, he understood and championed the connection between a thriving healthy community and investing in infrastructure that makes streets safe for all users. These policies directly aligned with the calls from a local non-profit, Sustainable Cherry Hill (SCH), to make the town more walkable and bikable.

SCH is a volunteer-run grassroots non-profit whose mission is to educate residents and promote policies that ensure environmental sustainability and quality of life in and around Cherry Hill. The organization has formed a number of task forces across a broad range of topics related to sustainability including health, arts and transportation. The "Way to Go Task Force" was formed in 2011 and focuses on developing alternative transportation and promoting Cherry Hill as "a safe and accessible town" for pedestrians and bicyclists (SCH website). The Deputy Director of Community Development in Cherry Hill, Lorissa Luciani, noted that the Way to Go Task Force "was critical in pushing bicycle and pedestrian priorities in the town" and played a key role in championing the Bicycle and Pedestrian Master Plan.

Complete Streets in Cherry Hill has the support of the current administration and the local community, so the next step for the Community Development Department was to obtain technical assistance. This assistance was awarded by the New Jersey Department of Transportation which allowed the will of the mayor and community members to take shape. The township was selected as part of the NJDOT's Office of Bicycle and Pedestrian Programs Local Technical Assistance Program. Applicants interested in the program can learn more about the program, which provides planning assistance and consultants to communities working towards Complete Streets goals, by visiting the NJDOT website. Through this program, Cherry Hill was provided with technical expertise and assistance in developing the Bicycle and Pedestrian Master Plan, which was published in the fall of 2012 after a significant public outreach process.

Public Outreach Process

While a number of residents were represented in SCH as strong advocates for improvements to pedestrian and bicycle infrastructure, this group did not represent a majority of residents. To correct that, development of the Master Plan included extensive public outreach. Residents were invited to participate in the Steering Committee and were able to provide feedback through an online survey and interactive map. In addition, two information sessions were held at local events and information was gathered from key stakeholder representatives. Through the public outreach it was determined that a number of residents were deterred from biking and walking by speeding cars and would "increase their levels of biking and walking if more sidewalks and bicycle lanes were provided and if more were done to make the streets safer to accommodate biking and walking" (CHT Bike/Ped Master Plan)

Cherry Hill's Bicycle and Pedestrian Master Plan included a number of assessments; the League of American Bicyclist's Bicycle Friendly Community Scorecard, bicycle compatibility, sidewalk and intersection assessments, pedestrian demand, and bicycle and pedestrian crash analyses (Figure 7). Through the public outreach process and the findings from the analyses, a series of recommendations were formed. One recommendation was the creation of a Complete Streets Policy, coupled with complimentary ordinances. The Complete Streets Policy was directly linked to the support for diversifying transportation options and improving community health that was received from the local administration, community groups, and technical support from NJDOT.

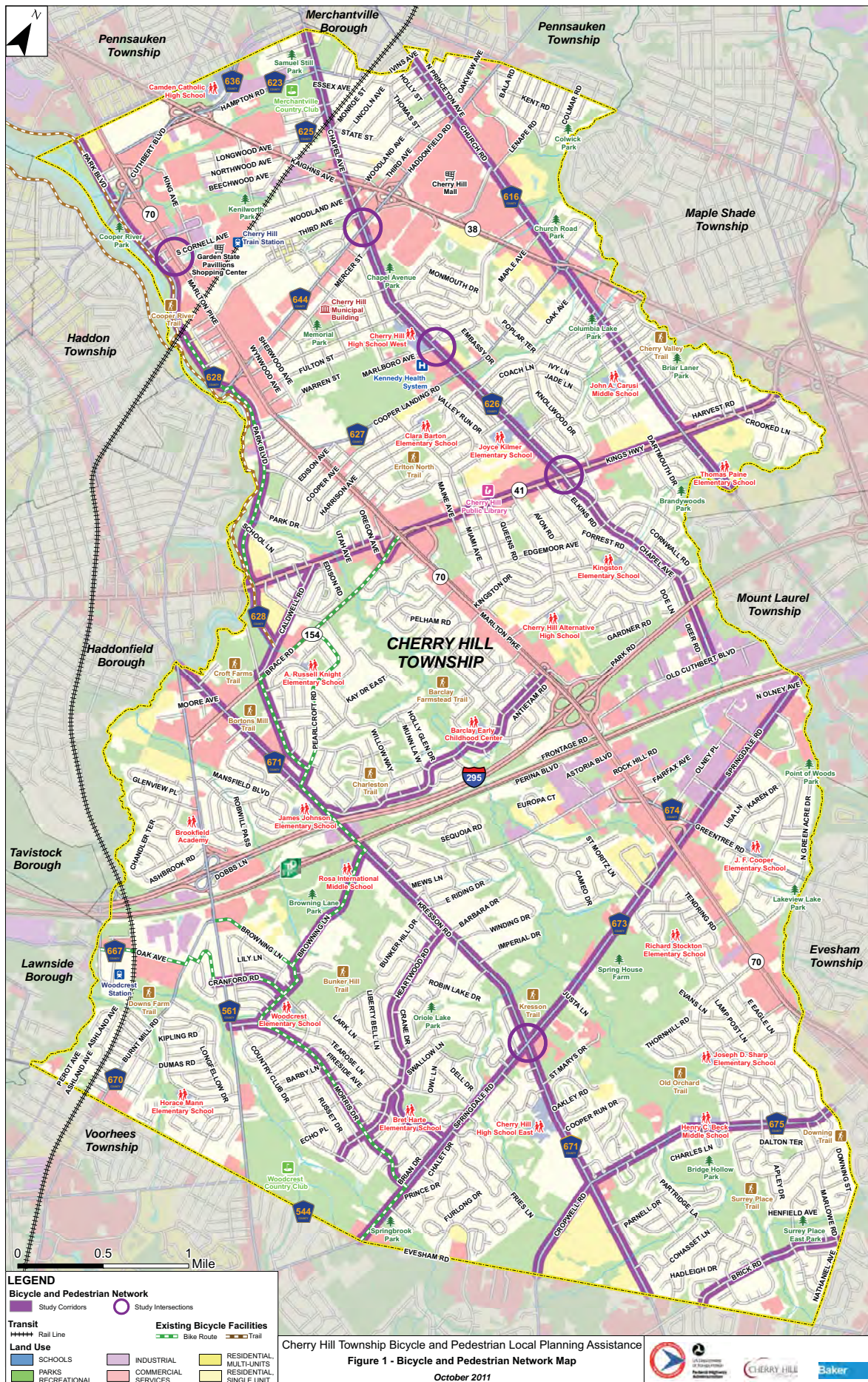


Figure 7. Bicycle and pedestrian network map from the 2012 Cherry Hill Bicycle and Pedestrian Master Plan

In search of guidance

While the Bicycle and Pedestrian Master Plan highlighted Cherry Hill's intentions to promote walkability and bikability, a framework was needed to ensure that projects throughout town consistently addressed pedestrian and bicyclist access and infrastructure. However, the town struggled to find guidance and resources that could provide insight into developing the policy. As staff searched for policy templates and sample resolutions and ordinances from around the country it became clear that many states implement Complete Streets through more stringent ordinances rather than resolutions or policies. Without specific guidance, staff felt it was most appropriate to continue forward simply with the policy though there was a two-year lag between the Master Plan recommendation for a policy and the final approval in 2014. This delay may be attributed to uncertainty regarding the policy, however, its passing was considered a great success among town officials. Deputy Director Luciani noted that the Complete Streets Policy made the town "more cognizant of integrating bicycle and pedestrian needs into the site planning process through planning and zoning boards." The policy's creation of a Technical Advisory Committee and inclusion of a Complete Streets Checklist helped ensure the town's focus on Complete Streets.

Technical Advisory Committee and Complete Streets Checklist

Deputy Director Luciani attributes some of the consistency in the Complete Streets integration to the town's use of a Technical Advisory Committee and the Complete Streets Checklist. The Technical Advisory Committee is a diverse group of officials from various departments who come together to review applications through their particular set of expertise. The group also addresses the cost-benefit analyses of incorporating pedestrian and bicycle infrastructure in applicable projects. The committee is comprised of representatives from Community Development, Public Works, Engineering, the Mayor's Office, the Traffic Division of the Cherry Hill Police Department, and the Fire Department, as needed. In bringing together this group of expertise, Cherry Hill ensures that plans are efficiently and effectively reviewed to incorporate Complete Streets infrastructure that meets the traffic, first responder, financial and planning needs of the town.

In addition to the Technical Advisory Committee, the Complete Streets Checklist is described by Deputy Director Luciani as a tool that "keeps the municipality on track." Luciani further describes the Checklist as a way to "ensure that the important talking points—and proof of public benefit—are not only considered in each project, but also well-documented." Between the diverse expertise of the Technical Advisory Committee and the organizational tool provided by the Complete Streets Checklist, Cherry Hill is able to consistently and effectively promote and achieve its Complete Streets goals.



Figure 8. A typical residential street in Cherry Hill



Figure 9. The original four-lane configuration, looking north at Springdale Road and Kresson Road



Figure 10. The new sidewalk, bicycle lane, and road diet, looking south on Springdale Road

Successes

Just two years into the passing of Cherry Hill's Complete Streets Policy, a number of successes have been achieved.

Springdale Road Diet

Project Duration: 6-7 months

Cost Estimate: \$2.8 Million

Source of Funding: Largely funded by the Federal Highway Administration's Surface Transportation Program

Springdale Road is a north-south roadway which primarily consists of two lanes in each direction. It terminates adjacent to the New Jersey Turnpike at the northern end and extends 4.5 miles south to East Evesham Road where it becomes White Horse Road. The roadway fronts large commercial properties at the northern end and becomes almost exclusively residential at the southern end. Cherry Hill has begun the process to make Springdale Road a complete street by adding bicycle lanes and sidewalks.

The township worked in conjunction with Camden County to alleviate problem areas on Springdale Road. Though currently under construction, the traffic calming measures being implemented on Springdale Road are considered by the township as one of the policy's greatest successes. Springdale Road is described by Freeholder Susan Shin Angulo as "one of the most heavily traveled roads in the county," and as such, is one of the first in the town to receive traffic calming and road dieting. Phase I of the \$2.8 million roadway improvement includes a number of safety enhancements for pedestrians, bicyclists, and motorists. The plan includes adding sidewalks and bicycle lanes for the full length of the corridor, improving crosswalk infrastructure and taking measures to ensure handicap accessibility. Phase II includes a road diet that will eliminate two lanes and provide a center median with trees and a center turning lane.

The project faced backlash on two fronts. First, residents whose homes backed up to Springdale Road were being faced with the maintenance costs for the newly installed sidewalks, as these costs are not covered through taxes. In addition, travelers along Springdale Road were frustrated to hear that the road would lose two of its four lanes. Through the Complete Streets Checklist and Technical Advisory Committee, the township was able to provide simple and sound reasoning for undertaking the project, particularly with regards to public health and safety. While this did not please all residents, the project was able to move forward and is scheduled to be completed by early 2017.



Figure 11. New ADA compliant sidewalks in the neighborhood fronting Springdale Road

Bicycle Lanes and Sharrows: Kings Highway & Kresson Road

Project Duration: 2-3 months
Cost Estimates: \$927,592
Source of Funding: Camden County Department of Public Works

Kresson Road is a key East-West connector which links Cherry Hill to Voorhees Township, Haddonfield and Evesham Township. Sharrows, or shared-lane markings which remind motorists to expect the presence of bicyclists, were installed along the route which provides bicyclists from surrounding areas access to Challenge Grove Park and the broader Cooper River multi-use trail system as well as a series of off-road trails located near the intersection of Kresson and Springdale Road. Bicycle lanes were also installed on Kings Highway, a north-south connector which links Cherry Hill with Maple Shade and Haddonfield. Additional on-road bicycle lanes have been installed on Brace Road, Pearl Croft Road and Bortons Mill Road, which form a loop that connects the larger Cherry Hill community with Challenge Grove and Cooper River Parks. The township and county have utilized limited resource strategically by focusing their initial Complete Streets designs in areas where connectivity to broader trail networks in the township and county could be ensured. (Insert Map of roads with bike lanes to show connection with Challenge Grove Park/ Cooper River Trails and Kresson/Springdale trails) (Insert images of Kresson, Kings Highway and Bortons Mill)

Sidewalk Installations & Improvements

Project Duration: Varies across projects
Cost Estimates: Varies across projects
Source of Funding: Various places including township and county capital improvement programs

Cherry Hill has made a commitment to expanding access to sidewalks throughout town. As with the Springdale Road improvements, for some residents, this has been a point of contention. Through public outreach and keeping an open line of communication with community members, the planning staff in Cherry Hill have been able to move forward with sidewalk installation projects. Luciani also noted that just because a voice is loudest, it is not always speaking for the majority of residents. So, while some residents may oppose the sidewalks, the township continues to improve pedestrian safety by installing and connecting sidewalk networks. Though the number of linear feet of sidewalks installed since passing the Complete Streets Policy has not yet been measured, the planning staff hope to include these metrics in an annual assessment of Complete Streets implementation. In the meantime, the township's sidewalk installations can be seen throughout town with particular attention paid to improving crosswalks and ensuring ADA guidelines are met.



Figure 12. New sidewalks and curb ramps

Challenges

While Cherry Hill has witnessed a number of successes, understanding some of their greatest challenges could help other communities prepare for and overcome possible obstacles.

Maintenance

In some instances, sidewalks, bus stops and bicycle lanes need additional consideration with regard to maintenance, which can sometimes create barriers for Complete Streets implementation. However, in Cherry Hill, this type of maintenance was not seen as an issue as the township maintains large capital improvement and road improvement programs. Rather it was the maintenance costs placed on homeowners that became a point of contention for Complete Streets implementation. Specifically, adding sidewalks, whose long-term maintenance costs are placed on property owners, has remained an issue. Despite these frustrations, though, sidewalk improvements and installations have continued throughout the town.

Jurisdiction and Communication

As with any municipality, Cherry Hill has struggled with juggling the jurisdictional issues related to a number of projects. Managing the needs and interests of the county, NJ Transit, NJDOT, and NJDEP is a struggle, but again, it has not stalled Complete Streets programs in Cherry Hill. Some of these issues have included easements to connect trails to train stations, involving the state in installing crosswalks, and finding ways to better partner with the county in Complete Streets implementation. In particular, Cherry Hill has struggled to communicate with NJDOT which has translated to confusion surrounding NJDOT requirements and initiatives. For instance, Cherry Hill was perplexed by ADA ramps installed at bus stops around town (see image above), but without open lines of communication, the township was unable to clarify the requirements.



Figure 13. A new residential development can be seen from the platform of the NJ Transit Station, but the transit agency has prohibited pedestrian access across the tracks, limiting the potential of the station

Community Groups

Some community groups have advocated for Cherry Hill to embrace New Urbanist principals, such as increasing Cherry Hill's walkability and developing more mixed-use communities. However, Luciani noted that when road diets such as the previously mentioned Springdale Road diet were proposed, a number of community members were against it. In fact, loud proponents against the road diet believed it was actually a road widening. As with any changes in a community, Cherry Hill has worked hard to educate the community and include their voice in the process. This is an ongoing challenge that Cherry Hill faces with each new project, but one at a time, the challenge is addressed to the best of their abilities and with a sense of determination. In the end, the changes to Cherry Hill's road network, including road diets, sidewalk installations, crosswalks and improved bus stops, are all part of the township's main goal is to redesign roads for all users to improve public health and safety.

Retrofitting Suburban Communities

Not only does the township have to address the suburban mindset that lacks a focus on transit, pedestrians, and bicyclists, they are faced with retrofitting roads that were originally designed only for moving cars. As mentioned in the introduction, Cherry Hill is a typical post-WWII suburban community where roads are winding, lack sidewalks and do not follow a grid system. In addition, Cherry Hill is faced with working around a number of major highways and regional shopping centers that make it difficult to implement Complete Streets principles. Though the township will never have the walkability of an urban center, Cherry Hill's wide roads allow for much simpler installation of bicycle lanes and sidewalk improvements. Cherry Hill's suburban identity has not deterred the township from embracing Complete Streets policies and provides an excellent example of balancing the two ideals for municipalities around the state.



Figure 14. It can be difficult to retrofit the arterials which cross Cherry Hill

Next Steps

A number of projects have been identified by Cherry Hill's planning staff that will continue to promote the township's vision for Complete Streets. Most importantly, the township would like to take a closer look at the effects of the Complete Streets policy through an annual assessment of measurable outcomes. This assessment will include revisiting the list of roadways prioritized for Complete Streets implementation to ensure the township is working towards a well-integrated network of transportation options throughout town. Additionally, the assessment will gather key performance metrics, such as linear feet of added sidewalks and bicycle lanes, number of additional ADA ramps, accessibility improvements, and sidewalk gap analyses. The assessment will also provide an opportunity to highlight and address obstacles while also revisiting the town's evolving Complete Streets goals.

A number of additional Complete Streets improvements are also in the works for the near future. Cherry Hill is working to improve accessibility to the township's two train stations and would also like to turn its attention to Route 70, a particularly dangerous road, where safety measures for cars, pedestrians, bicyclists and transit riders are in great need. Education has also been highlighted as an essential next step as it is increasingly important to promote safe sharing of roadways from all perspectives. Lastly, the town is planning an update to their Master Plan for 2017 which will incorporate updated Complete Streets themes and goals.

Conclusion

Cherry Hill's Complete Streets Policy was developed through the support of the mayor, residents and the NJDOT. The suburban town is working to retrofit large roads to allow safer mobility for pedestrians, bicyclists and mass transit users. The Bicycle and Pedestrian Master Plan was a key first step to developing the policy and helped shape Cherry Hill's Complete Streets goals. The policy, which included the Technical Advisory Committee and Checklist, have helped to consistently prioritize pedestrian and bicyclist needs throughout the site plan review process. Complete Streets in Cherry Hill is still evolving, with a number of next steps, including measuring performance outcomes, improving connections to transit, and addressing safety along key roadways. Cherry Hill Township's passing of the Complete Streets policy helped to propel public health and safety in active transportation to the forefront of Cherry Hill's planning process.



Figure 15. Complete Streets designs in a new residential community in Cherry Hill

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