



Integration with the Cherry Hill Transformation Plan

Community-Driven Vision

The Cherry Hill Transformation Plan, developed by the Cherry Hill Development Corporation (CHDC), emphasizes a comprehensive approach to neighborhood revitalization. It builds upon previous planning efforts, including the 2008 Cherry Hill Master Plan, and focuses on areas such as:

- Economic Development: Addressing challenges like limited access to healthy food and promoting local entrepreneurship.
- Education: Enhancing educational opportunities for residents of all ages.
- Housing: Developing affordable and mixed-income housing options.
- Public Safety: Improving community safety and engagement.
- Health and Wellness: Promoting access to healthcare and wellness services.

By incorporating a community-owned grocery store and marketplace, the New Era Development Site directly contributes to these goals, particularly in economic development and health and wellness.

Alignment with Purpose Built Communities Model

Cherry Hill's inclusion in the Purpose Built Communities network underscores a commitment to a holistic, resident-driven transformation. This model focuses on four pillars:

1. Education: Cradle-to-college education pathways.
2. Housing: Mixed-income housing developments.
3. Health and Wellness: Access to healthcare and wellness services.
4. Economic Vitality: Promoting economic development and job creation.

The grocery store/marketplace serves as a catalyst for economic vitality by:

- Providing Job Opportunities: Offering employment in retail, logistics, and food services.
 - Supporting Local Entrepreneurs: Creating space for local food vendors and small businesses.
 - Enhancing Food Access: Addressing the food desert issue in Cherry Hill by providing affordable, fresh produce and goods.
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Strategic Benefits of the Grocery Store/Marketplace

Economic Empowerment

- Job Creation: The establishment of the grocery store will create numerous jobs for local residents, ranging from entry-level positions to managerial roles.
- Entrepreneurship Opportunities: By offering space for local vendors, the marketplace fosters entrepreneurship and supports small businesses.
- Revenue Generation: The store's operations will generate revenue that can be reinvested into community programs and services.

Health and Wellness

- Improved Access to Healthy Foods: Residents will have access to fresh produce and healthy food options, addressing the current food insecurity in the area.
- Nutrition Education: The marketplace can host workshops and programs to educate the community about healthy eating habits.

Community Engagement

- Cultural Hub: The marketplace can serve as a gathering place for community events, fostering a sense of community and belonging.
 - Resident Involvement: Engaging residents in the planning and operation of the marketplace ensures that it meets the community's needs and preferences.
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Implementation Strategy

To ensure the successful integration of the grocery store/marketplace into the Cherry Hill Transformation Plan, the following steps will be undertaken:

1. Community Consultation: Engage with residents through surveys, focus groups, and meetings to understand their needs and preferences regarding the grocery store.
 2. Partnerships: Collaborate with local organizations to align efforts and resources.
 3. Funding and Resources: Seek funding through grants, loans, and private investments to support the development of the marketplace.
 4. Design and Construction: Plan and construct the marketplace to be accessible, sustainable, and reflective of the community's culture.
 5. Operations and Management: Establish a management structure that includes community representation and ensures the marketplace's sustainability.
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Conclusion

Integrating a community-owned grocery store and marketplace into the New Era Development Site not only addresses immediate needs for food access but also aligns with the broader goals of the Cherry Hill Transformation Plan. By focusing on economic empowerment, health and wellness, and community engagement, this initiative will contribute to the holistic revitalization of Cherry Hill, creating a model for sustainable and inclusive neighborhood development.