



Executive Summary

Cherry Hill Redevelopment Initiative – New Era Development Site

2700 Seamon Avenue, Baltimore, Maryland

October 2025

The Cherry Hill Redevelopment Initiative is a bold, community-driven effort to transform the New Era Development Site into a vibrant, inclusive, and sustainable neighborhood. This project directly aligns with **Governor Wes Moore’s Executive Order 01.01.2025.19, “Addressing Maryland’s Affordable Housing Crisis,”** which prioritizes rapid production of affordable housing, strategic use of land, regulatory streamlining, and equitable community engagement.

Mission & Alignment with the Executive Order:

The project’s mission is to revitalize Cherry Hill by providing mixed-income housing, cradle-to-career educational and workforce programs, health and wellness infrastructure, and improved food access, while centering resident governance and equity. In doing so, the initiative fulfills key objectives of the Executive Order:

- Increasing housing supply and affordability: Constructing and renovating affordable units for low- and moderate-income residents.
- Leveraging public-private partnerships: Coordinating with Baltimore City and state agencies to optimize land use and access resources.
- Streamlining development and permitting processes: Adopting best practices in project management and inter-agency coordination to accelerate construction.

- Enhancing community equity and participation: Establishing a Community Advisory Board (CAB) to ensure residents drive programming, governance, and decision-making.

Project Components & Strategic Impact:

1. Affordable Housing: Affordable-income units with supportive services, directly contributing to Maryland's housing production targets.
2. Education & Workforce Development: K–12, adult education, GED prep, vocational training, and job placement programs, increasing resident economic mobility.
3. Health & Wellness: Fitness, mental health, and preventive health programs to strengthen community well-being.
4. Grocery / Marketplace: Community-owned food hub creating jobs and improving food access.
5. Community Engagement: Resident-driven decision-making ensures all programs meet local needs and long-term sustainability.

Phased Implementation:

The initiative will be executed in four phases — Planning & Community Engagement, Construction & Program Pilots, Full Program Rollout, and Evaluation & Sustainability — providing clear timelines, measurable KPIs, and a pathway to long-term success.

Financial and Operational Sustainability:

The project employs a diversified funding strategy, including grants, social impact investment, philanthropic contributions, and earned revenue from program operations. CHDC serves as a fiscal sponsor with rigorous reporting, while WTPUFC leads community engagement, program management, and sustainability planning.

Outcome and Alignment with Policy Goals:

By aligning with Governor Wes Moore's Executive Order, the Cherry Hill Redevelopment Initiative not only increases affordable housing supply in Baltimore but also enhances education, workforce development, health, and economic opportunity, serving as a replicable model for equitable, community-led urban revitalization.

Conclusion:

This initiative represents a strategic investment in Cherry Hill's future, delivering tangible, measurable outcomes in housing, education, employment, wellness, and community

engagement — fully supporting the state’s mission to address Maryland’s housing shortage, increase affordability, and promote inclusive growth.