

A Comprehensive Demographic Profile of the Cherry Hill Community in Baltimore City

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Submitted to:

Mr. David Bowers
Enterprise Community Partners, Inc.
70 Corporate Center
11000 Broken Land Parkway, Suite 700
Columbia, MD 21044
Phone: (202) 649-3925
e-mail: dbowers@enterprisecommunity.org

Baltimore City Dept. of Housing &
Community Development
417 E. Fayette Street
Baltimore, MD 21201

Submitted by:

The Institute for Urban Research
Morgan State University
216-D Montebello Complex
1700 E. Cold Spring Lane
Baltimore, MD 21251
Phone: (443) 885-3004
email: Raymond.Winbush@morgan.edu

Research Staff:

Raymond Winbush, Director
Ashraf Ahmed
Clement Anyadike
Jeanetta Churchill
Jeff Menzise
Glenn Robinson
Tracy Rone

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EXECUTIVE SUMMARY

A Comprehensive Demographic Profile of the Cherry Hill Community in Baltimore City

In late 2013, the Cherry Hill Development Corporation (CHDC) approached the Institute for Urban Research at Morgan State University (IUR) with a request to prepare a comprehensive demographic profile of the Cherry Hill Community in Baltimore City. The staff of the IUR agreed to do this and funds were secured from the U.S. Department of Housing and Urban Development via Enterprise Community Partners, Inc. of Washington D.C. and the Baltimore City Department of Housing and Community Development.

A series of meetings were held involving over 200 members of the Cherry Hill Community during the period between September 2014 to May, 2015. Data sources included town hall meetings, in-person and online surveys, demographic analyses, mapping, focus groups and existing documents regarding the Cherry Hill Community. Staff members of the IUR also attended several meetings of the Middle Branch Planning Committee and other institutions thought to be relevant to understand the demographics and future of the community.

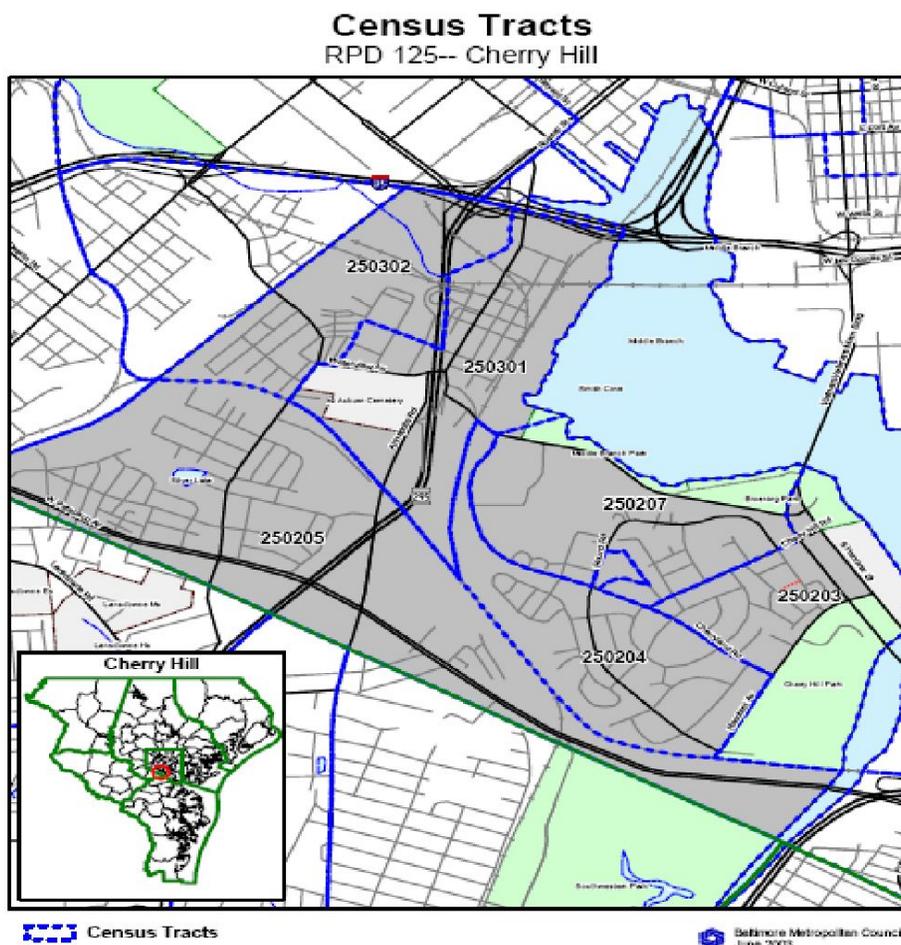
In addition to this, a short but updated history of the first planned American African suburb in the nation was also written since many of the existing histories of Cherry Hill are outdated.

Analyses of these data show a deep community pride by residents of one of the most historic American African communities in the United States. The data also show that residents are rightfully concerned about gentrification and existing and future plans made by Baltimore City that have been developed with little input from the residents and leaders of the community. There has been a long-history of public neglect in specific areas of Cherry Hill and the residents articulated this in several of the data sources. Issues involving transportation, recreation, public housing maintenance and food deserts were all discussed during focus groups and reflected in the surveys.

The IUR closely examined the 2008 Cherry Hill Community Master Plan developed by the Baltimore City Department of Planning and concluded that it is the best plan to date of the community, but remains “shelved” and ignored, even though a five-year goal was set for the plan to be fully implemented by Baltimore City. This 2013 goal was missed by city planners and the IUR strongly urges that it 1) should be revisited, 2) those accountable for implementation provide an update and 3) that any future development in the community adhere to the recommendations contained in the plan.

A BRIEF HISTORY OF THE CHERRY HILL COMMUNITY

The Cherry Hill community is geographically located in the southern section of Baltimore City. Cherry Hill covers more than 300 acres south of the Middle Branch of the Patapsco River and west of Hanover Street. It is located just over the Hanover Street Bridge, which is really at the foot of the city. The Cherry Hill community is bounded by the Middle Branch, north of the Patapsco River, Hanover Street, Waterview Avenue and the west and south ends of the Baltimore Light Rail system. The area is comprised of Census Tracts 2502.03, 2502.04 and 2502.07. The community is located south of the Inner Harbor/Central Business District of Baltimore City.



A brief history of Cherry Hill quoted from the Cherry Hill Master Plan:

“In the 17th century, the land now known as Cherry Hill belonged to several Maryland pioneer families such as the Yates, Kinsey, Roper, and Cromwell families. These families

never pursued development; they only manipulated their land on paper. In the 18th century, there were two failed attempts to develop the area. John Moale, who emigrated from England to this area in 1719, thwarted the first effort to develop the Middle Branch shoreline. He owned the land which is now South Baltimore and “Moale’s Point”, the current site of the southern end of the Hanover Street Bridge. Asked to subdivide part of his landholdings for a new town, Moale refused. He preferred to mine the land for iron and harvest the forest for fuel to stoke the iron furnaces. In Colonial Maryland, African Americans, both slave and free, made up a large percentage of iron-workers. These African Americans, despite the nefarious institution of slavery, became highly skilled workers that demanded and many times received their freedom. Their effort and skill contributed to Baltimore’s African American community. The second effort to develop the Cherry Hill area occurred right after the American Revolution but the development never materialized. By 1785, Baltimore Town built a hospital to quarantine smallpox patients and laid out a potter’s field to bury its poor.

The area remained isolated from Baltimore throughout most of the 19th century. In 1852, the Long Bridge connected South Baltimore to Brooklyn, located on the east shore of the Patapsco. The southern shoreline of the Middle Branch and the area of Cherry Hill still remained isolated from Baltimore. By the mid-1800s, however, the rural characteristics of Cherry Hill and its close proximity to Baltimore attracted many amusement parks with names such as Kirby Park, Klein’s Park, Meeter Park, and Starr’s Park. Lincoln Park and Fish House exclusively served African Americans. All the parks offered music, eating, drinking, swimming, and fishing. By the 1890s, an electric railway ran from Westport to the amusement parks on Waterview Avenue. In addition, the shoreline provided African American Baptist churches a place for total immersion baptisms. Inland from the shoreline, several truck farms thrived, and several industries located along the Curtis Bay Branch line of the B&O Railroad. By 1915, a small subdivision was laid out for the building of suburban cottages. In 1918, Baltimore City annexed this area, and the Middle Branch shoreline gave way to industry. Other events occurred: the Maryland Yacht Club was built in 1920 on the current site of Harbor Hospital, the Hanover Street Bridge was erected in c.1920, and the City zoned the area for industrial activity in 1923. During the 1930s, the area became quiet as the depression lingered from 1929 to around 1939 when Baltimore began to build up for WW-II.”

With the industrial buildup to World War II, Baltimore increasingly struggled with a housing shortage problem. Thousands of southerners, both American Africans and Whites, migrated to Baltimore, attracted by its high-paying industrial jobs. The Cherry Hill community was established in the late 1940s when the Housing Authority of Baltimore City (HABC) chose it as

the site of a federal project for American African war workers migrating from the South. This location was selected because it was a relatively isolated “peninsula” and after several other options were opposed by whites who did not want American Africans moving too close to their neighborhoods. Some of the greatest opposition stemmed from whites in Lakeland, Morrell Park, and English Consul who all threatened to take their complaints to the federal government in Washington, DC to prevent American Africans from living in Mt. Winans. The opposition was clearly fueled by racism as evidenced by statements like:

“Traditionally, people in Maryland have known their places.”

“This is not the time to try to break down barriers at home.”

-- *Stated by a pastor in opposition to American Africans moving to Herring Run.*

The Cherry Hill location was actually proposed by the Herring Run opponents along with a site at Turner’s Station. The NAACP, Urban League, CPHA and the *Afro-American* all appealed to Mayor McKeldin in an attempt to avoid placing American Africans in Cherry Hill due to unsuitable environmental conditions including: the presence of industrial plants, polluted water, environmental hazards, and the presence of the city incinerator. Cherry Hill was also a less than ideal location due to its isolation from other communities and the limited land for future expansion based on the waterfront boundaries.

As a result of the white protests, Cherry Hill was selected to become the first planned “Negro Suburb” in the nation. The *Baltimore Sun* called it a “model Negro village.” Cherry Hill’s close proximity to industry first attracted private development in the early 1940s. Three private developers had pushed ahead with plans of their own to construct a total of more than 670 units. These developers, the Myerberg Company, Jerome Kahn, and the Welsh construction company, built mostly rowhouse development for African Americans. In October of 1943, the HABC, along with the United States War Housing Administration, announced they would build 600 housing units for African American War workers. Before the federal housing was ready, however, the war had ended. The project was launched in 1944 and was officially opened for occupancy in December 1945, amidst a scene of mud and snow. War veterans had preference among applicants. Settlers there included a number of servicemen who were studying under the GI Bill and who would go on to productive careers.

Shortly after the war, the Cherry Hill Homes were converted to low-income housing. According to a September 1945 report by the HABC entitled, “Effects of the Post-War Program on Negro Housing”, there was a need to prevent the continued expansion of “Negro” communities by making their current locations more densely populated. This was to avoid “very violent neighborhood resistance to any in-migration of Negroes.” In 1950, the Baltimore City Council

approved the urban renewal project. The Federal Racial Relations Office warned the Baltimore Housing Authority that such a plan would present a “triple threat”:

1. Negro clearance;
2. Conversion of a racially flexible area to one of racial exclusion;
3. Reduction of land areas available for Negro residence.

The following year, the HABC once again found reasons to continue building in the Cherry Hill area, rejecting 39 alternate locations seeing Cherry Hill as the “only politically acceptable vacant land site for Negro housing.” They continued, “Any other site would either be highly undesirable from a planning point of view or would precipitate a major political controversy.” Mostly populated by displaced families from the Broadway/Hopkins urban renewal project and the Russell Street expressway project, Extension II or Cherry Hill 17, became the latest addition to the Cherry Hill community and a reiteration of white supremacy’s ability to dictate the life experiences of American African Baltimoreans. HABC added another 632 units in 1952 and 360 units in 1956.

The situation was not an isolated event, in fact, it was just one in a series of unfair housing practices forced upon American Africans throughout Baltimore and the United States. For example, the Fairfield housing project (then occupied mostly by white Baltimoreans) was under consideration for becoming public housing for “Negroes.” Fairfield was viewed as a viable option because it was in close proximity to other Black communities and also because white residents saw it as unfit for their own continued occupation.

As a result of the Brown decision, HABC relinquished its segregation policies and began to integrate many housing projects throughout the city, including: Fairfield, Latrobe, Perkins, and Westport (all white projects located close to Black communities.) As a result of this call for integration, these same, previously all white projects, became all Black. Cherry Hill, like the many other historically “Negro” projects, has never been subject to integration, and remains predominantly Black to this day.

Fast forward to the early 1980s, we find the HABC purchasing the Patapsco Park Apartments from the FHA. Another 121 units were added to Cherry Hill, making it one of the largest housing projects east of Chicago. The acquisition of this distressed property, renamed the Charles K. Anderson Village, brought the number of public housing units in Cherry Hill above 1,700; making it one of the largest concentrations of public housing on the east coast. Later in this same decade, 1987, families from the Fairfield projects were being relocated to the Charles K. Anderson Village due to “environmental hazards” found at their previous residence.

Ten years later, the residents experienced yet another disruption, under protest of the Cherry Hill Homes Tenant Council, when demolition began on Cherry Hill Extensions I and II, as well as the Charles K. Anderson Village. The 432 units destroyed in Cherry Hill were an attempt to decrease the concentration of public housing units in the area.

The pressures from the inner city, including the need to relocate families dispossessed by urban renewal, brought about far-reaching changes in the population makeup. A large percentage of new residents were fatherless households of people who were not going anywhere but were doing well to survive.

CURRENT DEMOGRAPHICS

Cherry Hill is a community located in the southern section of Baltimore, Maryland. The area is generally bounded to the North by Waterview Avenue/Hanover Street, Southeast by the Patapsco River, Southwest by the City boundary and West by Baltimore and Ohio Railroad. The area is composed of census tracts 2502.03, 2502.04 and 2502.07. The community is located south of the Inner Harbor/central business district of Baltimore City. Cherry Hill is historically known for being home to one of the city's largest public housing project (Cherry Hill Homes). Before undergoing some recent demolition, Cherry Hill homes had over 1,000 housing units along with other low to moderate income apartment housing within the community. This demolition did create a pool of vacant lots and made the community prime for redevelopment.

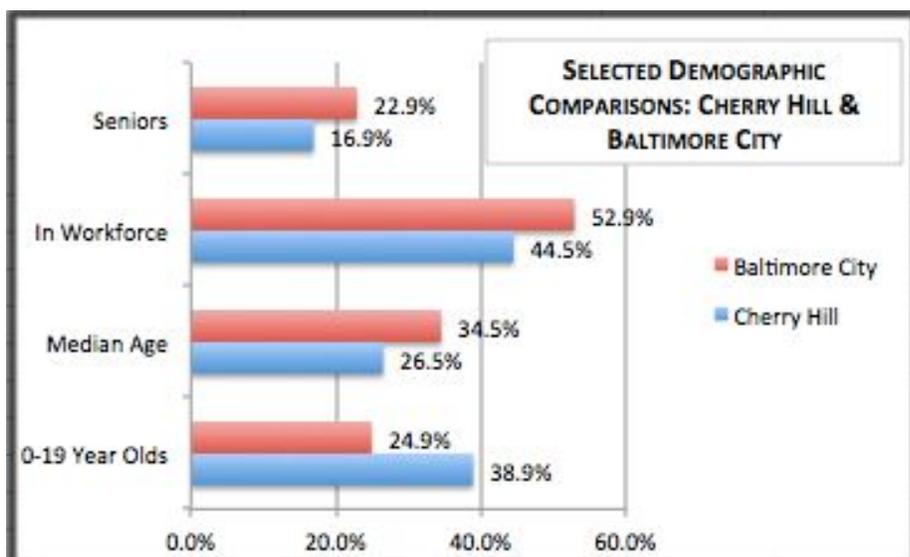
According to the 2010 Census, the Cherry Hill Community had a population of 8,367. This represents a 4% increase from its 2000 population of 8,023. This population is projected to increase by 2.3% to 8,561 by the year 2019. It is worthy to note that while Baltimore City continues to lose population, the Cherry Hill community has gained population over the last ten years.

In 2010, the community was predominantly American African (94.7%). While the Black population has remained constant over the last ten years, it is projected to decrease slightly over the next five years to 93% by 2019. It is to be taken into consideration that having diverse communities is very pertinent to growth and quality life experiences. America continues to grow in racially and culturally diverse traditions. Diversity helps citizens better understand each other and become more accepting and tolerant of each other.

Age Breakdown

Cherry Hill has a young population relative to the rest of Baltimore City. In 2010, the population subgroup that grew the most was the age group 0 to 9 year olds; that age group accounted for

more than 22% of the total population of Cherry Hill, while in Baltimore City, that age group accounted for only 12.3% of the total population. This trend can also be seen when we look at the combined children and youth aged 0-19 years (Cherry Hill = 38.9% versus Baltimore City = 24.9%). As a result, the median age in Cherry Hill was 26.5 years as compared to Baltimore City's median age of 34.5 years. On the other hand, the percentage of the age group in the workforce category in Cherry Hill (44.5%) is lower than the same rate for Baltimore City (52.9%). The Cherry Hill senior population was 16.9% of the total population; Baltimore City had a senior population of 22.9%. The large children and youth population in Cherry Hill suggests the need for daycare services, educational/after school programs, as well as, an

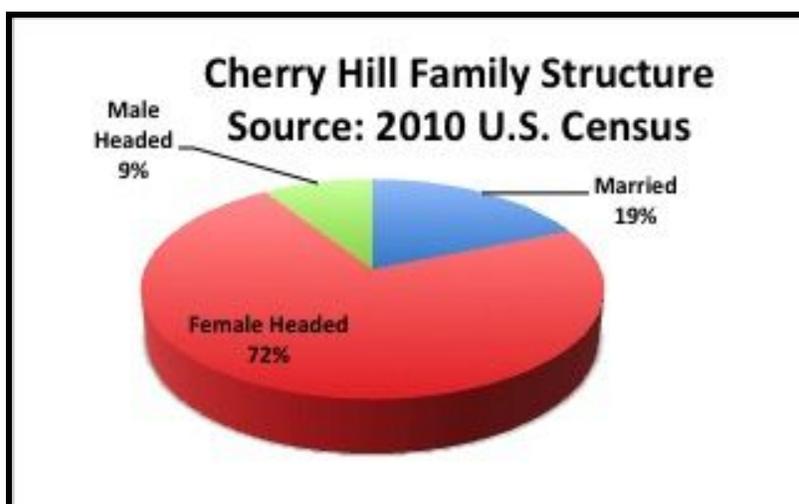


enhanced recreational program. In addition, the characteristics of the Cherry Hill community suggest the need for local employment opportunities and job training programs.

Family Structure

The 2010 census reflects a total of 3,199 households in the Cherry Hill Community. This shows an increase of 188 households over the ten year period from 2000 to 2010. A breakdown of this reveals that 65.5% of the total households in the Cherry Hill Community were regarded as family households, while 34.5% were regarded as non-family households. The family household is broken down as follows: 9% were male-headed, 72% female-headed and 19% were married couples. In Baltimore City, 53.6% of the households were family household while 46.4% were non-family household. The family households in Baltimore City are broken down as follows: 11% male headed, 44% female headed and 45% married couples. It is important to note that the rate of female-headed households in Cherry Hill is much higher than that of Baltimore City. It

has been established that female-headed households are more likely to live in poverty, as compared to married couple families: In 2012, nearly 31% of households headed by a single woman were living below the poverty line, a rate almost five times the 6.3% poverty rate for families headed by a married couple (*Poverty in the United States: A Snapshot*, National Center for Law and Economic Justice, 2013). Given that the rate of female-headed household is so high in Cherry Hill, there is a higher risk among these women for living in poverty.



Education

Education plays an important role in attaining and maintaining employment that pays a living wage. According to Census 2010, only 7.1% of the Cherry Hill community residents had a bachelor's degree or higher, a number dramatically lower than the Baltimore City rate of 26.1%. In Cherry Hill, about 17.9% of the population attended some high school but did not graduate. The percentage of Cherry Hill residents 25 years and over who attained a high school diploma (36%), is much higher than the same rate for Baltimore City (24.4%). This low percentage of residents with less than college degree is a major cause for concern in the community since several studies have shown a strong relationship between educational attainment and employment/earnings. In their study of educational attainment and estimate of work-life earning, Day & Newburger (2002) found that earning increases with educational level.

Income and Employment

There are major differences in income and poverty levels between Cherry Hill and Baltimore City as a whole. According to the 2008-2012 American Community Survey, the median household income for Cherry Hill was \$22,716. During the same time period, Baltimore City's median household income was \$40,803, nearly double the level for Cherry Hill. Further analysis reveals that 40.7% of the households in Cherry Hill had incomes below the poverty level as compared to Baltimore City's poverty rate of 21.6%. This high poverty rate resulted in 47.6% of Cherry Hill households participating in the Supplementary Nutrition Assistance Program (SNAP), as compared to only 20.0% of Baltimore City households. Similarly, 18.9% of households in Cherry Hill received public assistance income versus 6.0% of Baltimore City households.

The 2014 ESRI data estimates that 78% of the civilian population who were 16 years and older were employed in 2014 while 22% were unemployed. During the year in Baltimore City, 87% of civilian population 16 years of age and older were employed and 13% were unemployed. Further analysis of employment by industry shows that majority of those employed were in the service industry (55%), transportation and utilities (13%) and retail trade (10%). This trend is similar to that of Baltimore City, where more than half (58%) of the employed civilian population worked in the service sector.

Housing

According to the census data, the total number of housing units in Cherry Hill increased from 3260 in 2000 to 3453 in 2010. This shows a 5.9% increase over the ten year period. Housing units are projected to increase to 3507 in 2019. It is notable that in Cherry Hill, there are low levels of home ownership: rates decreased from 23% in 2000 to only 16% in 2010. During the same period, home ownership in Baltimore City decreased from 50 in 2000 to 40 in 2010. A housing estimate data for 2014 assessed the median home value in Cherry Hill at \$163,506 while in Baltimore City, the median home value during the same period was assessed at \$198,658.

The continued low levels of home ownership in Cherry Hill continue to threaten the stability of the community. Since a large percentage of the residents in Cherry Hill are renters, it is important to look at rent value in the area. According to the 2008-2012 American Community Survey, the median contract rent in Cherry Hill was \$541 while in Baltimore City, the median contract rent was \$725 for the same time period. With such a low median rent, it becomes attractive to rent in Cherry Hill than in other parts of the City. However, because much of the rental housing stock is public housing and of low quality, renting in Cherry Hill may not be the best solution for persons of low income who are searching for quality housing. It is true that

there needs to be investment made in development of new housing in Cherry Hill, there must be a commitment made to assuring that the housing is affordable for the current residents of the community.

Crime

Crime or the perception of it is a significant problem throughout Baltimore City. The Baltimore City Police Department data reveals that between 2005 and 2009, there were 35.4 homicides committed in Cherry Hill for every 10,000 residents as compared to 20.9 homicides committed in Baltimore City. For non-fatal shootings between 2005 and 2009, the rate of 96.3 shootings for every 10,000 residents in Cherry Hill was twice as high as the rate of 46.5 for Baltimore City. There is a perception among Cherry Hill residents that crime among youth in their community is higher than in the rest of the city. However, between 2005 and 2009, it was shown that in Cherry Hill, the arrest rate was 149.0 arrests per 1,000 youths aged 10-17, as compared to a rate of 145.1 arrests in Baltimore City. The high rate of crime in Cherry Hill calls for concerted effort between the Community, City and business owners to forge a united front to curtail this trend.

On June 2, 2015, Cherry Hill celebrated its 400th day without a homicide. The robust implementation of Baltimore's Safe Streets Program and groups like the Disciple Street Team are directly responsible for this encouraging statistic. What is even more impressive is that the 400 days without a homicide occurred during a dramatic increase in homicides throughout the rest of Baltimore City.

SUMMARY OF CHERRY HILL LISTENING SESSIONS

Between October 2014 and March 2015, researchers from the Institute for Urban Research (IUR) conducted a series of five public "listening sessions" in the Cherry Hill community. Focus groups are often used to document community perspectives. However, focus groups are limited as a methodological tool because they privilege the researcher's perspective since a set of questions the researcher wants answered drive the conversation. At the beginning of the study, the research team made a decision to use a listening session model, which affords for greater voicing of community concerns and issues.

Listening sessions were held in community halls and churches, and were scheduled across a range of times throughout the week in order to accommodate community members' schedules. Community members were recruited through distribution of recruitment flyers advertising the sessions, word-of-mouth, and announcements made by various Cherry Hill community associations. The number of participants attending each session ranged from a high of 135 community members to a low of 5, for a total number of 194 participants across all sessions.

Efforts were made to recruit residents from a variety of housing situations, ranging from rental properties (including Cherry Hill Homes), and homeowners occupying single-family homes.

With the exception of the initial informational session, each listening session followed the same format. The IUR staff and student research assistants, when present, welcomed community members, thanked them for coming, and asked how they heard about the meeting. In addition, for sessions where food was served, participants were invited to help themselves to refreshments. After a brief introduction of the purpose of the listening session by one of two community leaders (Michael Middleton & Anne Chapman), the IUR staff members were introduced. At that point, the consent form process was reviewed, and participants were invited to complete a brief paper-and pencil-survey. Researchers proceeded to ask study participants about their perceptions on local community assets, challenges, and needs. Participants were also asked to discuss their vision for the future of Cherry Hill.

After allowing community residents to voice concerns about Cherry Hill and the future of Cherry Hill, researchers probed more deeply in the areas of education, employment and economic development, housing, crime and public safety, and daily living. Community members raised several concerns about equal and fair access to transportation, healthy food and housing. A summary of the reported community input is as follows.

Transportation

- Several residents reported a limited Metropolitan Transit Authority (MTA) bus schedule.
- The #27 bus is the only bus which travels outside of Cherry Hill.
- The #52 bus only runs during the week and stops service at 8:00 p.m., which is too early.
- The #29 bus goes in a circular route, never leaving the Cherry Hill community, and merely serves as a feeder bus to the light rail trolley system.



- There is a methadone clinic located next to the light rail station. Residents expressed concern about the people who use the clinic, most of whom are not Cherry Hill residents, because they hang out by the light rail and make local residents feel unsafe.
- Older women who must rely on public transportation to obtain food from the grocery store reported being disrespected by MTA bus

drivers who often pass them by. These residents are not allowed to ride the bus with their grocery bags strapped in their carts and have been threatened with being denied future bus service unless they are able to remove all of their bags of groceries from their cart and break down the cart before boarding the bus.

- The Charm City Circulator bus (operated by Veolia) provides free transportation throughout Baltimore's downtown region. The bus yard is located at 1400 Cherry Hill Road, which is two blocks from the Cherry Hill light rail stop and connected to MTA bus routes 27, 29, and 51. While the bus terminal is located in Cherry Hill, none of the passenger routes come to Cherry Hill throughout the day. Ironically, Cherry Hill residents are unable to board the Charm City Circulator bus to ride into the downtown area at no cost even though the terminal is located in the community.

Education and Youth Development

Most residents expressed favorable perceptions about Cherry Hill Schools. One resident who was critical of the schools reported that students were very far behind academically; a few others described the need for the schools to take better care of their grounds and to clean up the trash that littered school property.

- Most residents were unaware of the relocation of the Maritime Industries Academy High School from Northeast Baltimore to Cherry Hill in 2015.



- Residents reported favorable perceptions of the recently implemented early childhood program in Cherry Hill.
- While several residents reported a greater need for after-school programming and parental support activities, many people

described successful programs already in existence. This gap suggests a communication and information gap, as many residents were unaware of existing resources and regularly scheduled activities for children and families.

- There is a need to adopt safe school program in Cherry Hill schools.
- Cherry Hill needs to invest in the future of the youth.
- Cherry Hill's schools need teachers who can relate to American African children.

Employment and Economic Development

- Residents reported low skills, poor quality education and criminal records as barriers to employment. Many residents described how friends and relatives applied for jobs at the newly opened Horseshoe Casino, yet most were turned down for a position.
- Residents want help with criminal record expungement but are skeptical, describing a broken promise by an individual who had worked with community members to help residents clear their criminal records.
- Residents requested that they be granted an opportunity to work in the new recreational center which is slated to be built in the community.
- Residents indicated that they need an active workforce development center.
- Residents indicated that they would like Cherry Hill to petition to be approved as a community benefits district that would allow them some leverage for negotiation on future development.

Environment

- Mold, flooding, and rats were repeatedly reported as concerns, particularly by residents of Cherry Hill Homes public housing.

Housing

- Many residents described how the construction of segregated public housing in Cherry Hill during the 1940s and 1950s continues to impact the community today, because there is limited single family housing available in Cherry Hill for residents who want to stop renting, yet remain in the community.
- Residents were frustrated that while they are asked to pay up to \$600 per month in rent payments to live in the subsidized housing, they cannot control their own utilities and are expected to pay outrageous heating and cooling bills. Residents are allowed only 200 kilowatts per month, and anything above that, the residents will be charged, although they did not have the ability to cut on or cut off their air conditioners or heat.

- There were several concerns about mistreatment reported by public housing tenants. Several residents shared about being relocated to other units throughout the public housing homes. They said that the residents had not been given an option about relocation; rather, they were instructed by the Housing Authority that the Cherry Hill residents HAD to move immediately for up to several months, with little explanation other than there were repairs to be done on the existing homes. They were moved to different units, but many of the relocation units did not have functional kitchen appliances or air conditioning during the summer. One woman shared that when she finally moved back to her old residence after several months of displacement, her old residence was infested with rats. There had been large holes left in the walls which were not there when she had lived there, and water/sewage pipes were left disconnected. She repeatedly asked for repairs to be done, but her requests went unanswered by the Housing Authority.
- Multiple residents complained about the time that they were displaced from their public housing units, they were barred from returning to their homes, under threat of arrest. One woman shared a story of returning to her home to retrieve medications. On the trip back to the old residence, a housing inspector told her that she could not go into her home, or he would have her arrested by the police. She argued that it was her home, and that most of her belongings were there. He argued back that the unit was now under the control of the Housing Authority and they would have her arrested for trespassing. She said that she felt powerless.
- Reports of a shaky relationship between Housing Authority management and the residents. There is a poor rapport between the housing management and tenants of public housing.
- Many of the residents indicated that they are unaware of the plan for the development of a private housing complex named Fishers Cove around the 800 block of Cherry Hill Road. They expressed interest in having the developer include several mixed income units that will be targeted to families in the low to moderate income category.
- Residents need homeownership counselling programs which aim to get renters into their own homes in Cherry Hill.

Crime and Public Safety

- Residents described low light and overgrown shrubbery and trees and providing conditions conducive to inviting criminal activity.
- Residents complained about increased police harassment, as well as lack of police presence where they are actually needed, e.g., bus stops, shopping center, etc.

- There needs to be more involvement of youth in recreational activities in order to deter crime.
- Residents want to see a change in the overall negative stigma of Cherry Hill.

Daily Living

Community residents report great dissatisfaction with accessing basic needs such as food and health care.

- Access to quality, affordable food was a consistent concern voiced by community members. Many residents without access to transportation were limited to shopping at the local Family Dollar store where the only food available is highly processed and packaged.
- A representative from the Virtual Supermarket, attended many meetings and described the services for fresh food available through the Virtual Supermarket. Many residents reported being unfamiliar with this service. Those that state that they were familiar with the service said that they didn't want to use the Virtual Supermarket because they wanted to be able to select their own produce in person.
- While Cherry Hill has a family health care center, some residents described experiences of misdiagnosis, or felt disrespected by healthcare professionals working at the center.
- Many residents, expressing concerns about “riff raff” hanging out at the Cherry Hill shopping center, felt discouraged about shopping there.
- Community residents expressed a desire for a café or other casual restaurant where people can sit down and have a meal.
- Residents expressed the need for a full service bank.
- Residents complained that the library is too small and does not have enough learning resources.
- There was a suggestion that Cherry Hill Development Corporation should enter into a partnership with Harbor Hospital to assist in health screening programs with residents of Cherry Hill senior housing.
- Department of Social Service case workers should be more involved in motivating parents since many of them have some connection with their families.

Desired Services

When asked what they envisioned for the future of Cherry Hill, many long-time residents described the past days when Cherry Hill had movie theaters, clothing and shoe stores and a bowling alley. Many residents described wanting these kinds of amenities, as well as a full-service bank, supermarket (which they suggested built on Waterview Avenue in order to attract more traffic and shoppers), a dry cleaners, a hardware store, and café or restaurant space where people can sit down to eat without having to rely on carrying food out or having it delivered. Residents also stressed the need for improved public transportation, including access to the Charm City Circulator.

FOOD ACCESSIBILITY AND MARKET SPENDING POTENTIAL

Cherry Hill is designated as a “food desert”. The United States Department of Agriculture (USDA) defines food deserts as:

“urban neighborhoods and rural towns without ready access to fresh, healthy, and affordable food. Instead of supermarkets and grocery stores, these communities may have no food access or are served only by fast food restaurants and convenience stores that offer few healthy, affordable food options. The lack of access contributes to a poor diet and can lead to higher levels of obesity and other diet-related diseases, such as diabetes and heart disease.” (United States Department of Agriculture)

Using the USDA geographic classification for food deserts, urban census tracts qualify as food deserts if they meet low-income and low-access thresholds:

1. They qualify as "**low-income communities**", based on having: a) a poverty rate of 20 percent or greater, OR b) a median family income at or below 80 percent of the area median family income; AND
2. They qualify as "**low-access communities**", based on the determination that at least 500 persons and/or at least 33% of the census tract's population live more than one mile from a supermarket or large grocery store.

The percent of households living below the poverty line in the years 2008-2012 is 41%. There are currently no supermarkets or grocery stores within one mile of Cherry Hill’s census tracts. Despite this area being designated a food desert, it does not mean that the residents do not desire to purchase quality food, nor would be willing to spend money on it. An analysis of market research data will examine shopping trends and market potential for the Cherry Hill community.

2014 Grocery Shopping Trends

Market potential data were analyzed to assess the grocery shopping trends of Cherry Hill residents. ESRI's U.S. Market Potential data tell about the products and services consumers want and the civic attitudes they have. The database provides the expected number of consumers. Market Potential identifies thousands of items in 35 categories. The information originates from consumer surveys compiled by GfK MRI.

TABLE: Percent of population expected to shop at specific grocery stores during a 6 month period, by location; 2014.

| Grocery Store | Cherry Hill | Baltimore City |
|-------------------------|-------------|----------------|
| Aldi (%) | 13.2 | 9.2 |
| Food Lion (%) | 14.4 | 8.8 |
| Giant (%) | 5.9 | 5.4 |
| Safeway (%) | 4.5 | 9.9 |
| Save-A-Lot (%) | 32.0 | 14.2 |
| Stop & Shop (%) | 5.7 | 7.4 |
| Trader Joe`s (%) | 5.6 | 11.3 |
| Walmart Supercenter (%) | 61.8 | 48.0 |
| Wegmans (%) | 5.9 | 3.6 |
| Whole Foods Market (%) | 5.7 | 9.3 |

The expected number of adult consumers for a service in an area was generated based on applying the service consumption rate across 67 types of market segments. (Esri, 2014) Expected percentages of adult shoppers for various grocery stores were computed for the Cherry Hill community, and for Baltimore City as a comparison.

The greatest percentage of Cherry Hill residents (62%) were expected to shop at Walmart for their groceries during a 6 month period in 2014. This level is nearly 12% higher than Baltimore City as a whole. While Walmart can be justified as an affordable grocery option, it is the most accessible option to Cherry Hill residents via the Maryland Transit Authority bus system. Two miles away, this store is a 7 minute car drive from Cherry Hill, or a 17 minute bus ride.

Thirty-two percent of Cherry Hill residents were expected to shop for groceries at Save-A-Lot, a rate nearly 18% higher than Baltimore City. The nearest store is at 5007 Ritchie Highway, which is around 3.3 miles from Cherry Hill. By car, this trip is about a 10 minute drive, but takes 30 minutes on the bus.

Aldi and Food Lion were each expected to be used by 13%-14% of the Cherry Hill residents during 2014, which are higher rates than Baltimore City as a whole. Aldi is located at 3140 Washington Blvd, about 3.5 miles from Cherry Hill, or a 12 minute car drive. Food Lion is located 5.5 miles from Cherry Hill at 7069 Baltimore-Annapolis Blvd in Glen Burnie; a 12-18 minute car drive.

Other full-service grocery stores were expected to be used less often by Cherry Hill residents. A lower-cost grocery, Stop and Shop, was projected to be visited slightly less often by Cherry Hill residents than the rest of Baltimore



City (6% vs 7%). This store is a 20 minute car drive from Cherry Hill in the Dundalk community and requires a toll payment. Mid-level stores such as Giant and Safeway were expected to be visited by only 5%-6% of Cherry Hill residents. Giant is 20-30 minutes away by car in Glen Burnie or 35 minutes via light rail. Safeway requires a 20-30 drive into Baltimore City or to Arundel Mills Mall. Grocers which are considered more upscale or boutique, such as Trader Joe's, Wegmans, or Whole Foods, were projected to be visited by about 6% of Cherry Hill residents. Trader Joe's and Wegmans each require a 25 minute car drive, and Whole Foods requires a 16-20 minute drive. It is notable that a higher percentage of Cherry Hill residents shop were projected to shop at Wegmans than Baltimore City residents overall.

Market Sale Potential

Market potential data were used to estimate the number of dollars actually spent in food stores, as well as the sales potential that exists, given the spending patterns of Cherry Hill and Baltimore City. The category of "grocery stores" includes store types of supermarkets and convenience

stores. Currently, Cherry Hill only has 3 grocery stores, none of which are supermarkets. It was projected that for 2014, actual retail sales for these stores in Cherry Hill was approximately \$1.25M. However, given the spending power of Cherry Hill's residents, there is the retail spending potential of nearly \$5.7M for grocery stores, which could surely support at least one full-service supermarket.

TABLE: Estimated retail sales and retail sales potential for food stores, by location; 2014.

| TYPE OF STORE | Cherry Hill | Baltimore City |
|--|-------------|-----------------|
| Grocery Stores (NAICS 4451) | | |
| Number of Businesses: Grocery Stores | 3 | 584 |
| Amount of Retail Sales: Grocery Stores | \$1,250,592 | \$769,835,553 |
| Amount of Retail Sales Potential: Grocery Stores | \$5,663,677 | \$876,636,908 |
| Food and Beverage Stores (NAICS 445) | | |
| Number of Businesses: Food and Beverage Stores | 5 | 878 |
| Amount of Retail Sales: Food and Beverage Stores | \$3,098,056 | \$945,262,658 |
| Amount of Retail Sales Potential: Food and Beverage Stores | \$6,438,101 | \$1,005,067,835 |

In the category of "food and beverage stores", this encompasses grocery stores, specialty food markets, and beer, wine, and liquor stores. In 2014, there were 5 of these stores, which include the aforementioned grocery stores. It was projected that Cherry Hill residents spent \$3.1M on purchases from food and beverage stores in 2014, with a spending potential of \$6.4M.

It is clear that while the residents of Cherry Hill live in a food desert, they desire access to full service grocery supermarkets. It has been questioned whether the poverty levels present in Cherry Hill would be able to financially support such a market in close proximity to the community. These market analyses show that finance may not be as much of a barrier as is transportation. When a supermarket is accessible via public transportation, many residents of Cherry Hill are likely to shop there, such as the WalMart Supercenter. A major challenge presented with that particular store is that the Under Armour corporation has recently purchased the parcel of land which houses the WalMart. While the store currently remains open, it is not clear what will happen to that store in the future. If Cherry Hill residents cannot reach WalMart via public transportation for their shopping needs, where will they shop?

It is difficult to conclude definitively whether Cherry Hill residents are less likely to shop at some of the more expensive grocers because of food cost, or because these grocers are not easily accessible to the community without use of a car. The market potential data show that there are

many disposable dollars available for spending in the Cherry Hill community. If a supermarket retailer would be willing to make an investment in this community, they may be surprised to find that the residents of Cherry Hill are just as willing as other Baltimore City residents to invest in healthy food options, if just given the chance.

THE CHERRY HILL NEEDS ASSESSMENT SURVEY

The Cherry Hill Needs Assessment Survey was designed to identify the needs of the community in order to help leaders and policy makers to develop an effective and efficient plan for improving the community. The responses gathered are valuable for understanding the critical areas of socioeconomic development in Cherry Hill. After receiving individual informed consent from participants, the responses were collected and analyzed. Strict confidentiality was maintained for all surveys which contained no information that could identify individual respondents. They were administered during meetings with residents and were also available online. Forty-six Cherry Hill residents responded.

Demographics

Tables 1 presents demographic background of the respondents—age, gender, education, marital status, employment status and household size.

Age: Slightly over 60% of the respondents were over 50 years old only 4.3 percent were in age group 20-29.

Gender: 75% of the respondents were female.

Marital status: Slightly more than 25% of the respondents are married, 40% are either divorced or widowed, and 33% are unmarried.

Education: 51% of the respondents had education beyond high school, with nearly 25% of the respondents having either a Bachelor's or Master's degree.

Employment: 40% of the respondents are currently employed and about the same percent are either retired or not looking for a job, and about 25% unemployed.

Household size: 25% of the respondents live alone, and 50% of them live with one or two people in the household.

TABLE 1: Demographic background of respondents, Cherry Hill Needs Assessment Survey, 2015.

| CHARACTERISTIC | NUMBER | PERCENT |
|------------------------------------|---------------|----------------|
| Age | | |
| 20-29 years | 2 | 4.3 |
| 30-39 years | 8 | 17.4 |
| 40-49 years | 8 | 17.4 |
| 50-59 years | 15 | 32.6 |
| 60 + years | 13 | 28.3 |
| Gender | | |
| Male | 11 | 25.0 |
| Female | 33 | 75.0 |
| Marital status | | |
| Married | 10 | 27.8 |
| Unmarried | 12 | 33.3 |
| Divorced/widowed | 14 | 38.9 |
| Highest Education Completed | | |
| Some high school | 10 | 22.2 |
| High school/GED completed | 12 | 26.7 |
| Some college | 12 | 26.7 |
| Bachelor's degree | 5 | 11.1 |
| Master's degree | 6 | 13.3 |
| Employment status | | |
| Employed | 16 | 38.9 |
| Unemployed | 10 | 23.8 |
| Not looking for job | 5 | 11.9 |
| Retired | 11 | 26.2 |
| Household size | | |
| One person | 11 | 25.0 |
| Two persons | 11 | 25.0 |
| Three persons | 11 | 25.0 |
| Four or more persons | 11 | 25.0 |

Transportation

About 25% of the respondents travel everyday to some other part of Baltimore City, and 75% travel “when they need to.” Most of them travel by bus, and 43.5 percent reported traveling by car. Only 4.3% use a taxi regularly .

Although about 31% riding public transportation reported that buses run every hour, a vast majority reported that the community has highly unreliable bus service. About half of the respondents travel to other parts of the city for shopping, grocery, health services, and other businesses, and small percent for work on a regular basis.

TABLE 2: Transportation trends among respondents, Cherry Hill Needs Assessment Survey, 2015.

| CHARACTERISTIC | NUMBER | PERCENT |
|---|--------|---------|
| How often do you travel to other parts of Baltimore City? | | |
| Daily | 10 | 24.4 |
| Every other day | 6 | 14.6 |
| As and when needed | 25 | 61.0 |
| Type of transportation used most often | | |
| Drive car | 20 | 43.5 |
| Take bus | 24 | 52.2 |
| Take taxi | 2 | 4.3 |
| What is the frequency of the bus? (among those using public transportation) | | |
| Every hour | 8 | 30.8 |
| Irregular | 2 | 7.7 |
| Other | 16 | 61.5 |
| Purpose of travel (multiple selections allowed) | | |
| For work | 5 | 8.5 |
| For shopping | 6 | 10.2 |
| For health services | 4 | 6.8 |
| For other business | 5 | 8.5 |
| To buy groceries | 7 | 11.9 |
| To visiting friends or to attend church | 1 | 1.7 |
| All of the above | 31 | 52.4 |

The respondents were asked to describe major problems associated with public transportation. Respondents have a large number of complaints about the buses that run in Cherry Hill, i.e., Routes 27, 29, and 51. The following is a summarized list of the problems (data not shown):

- Irregularity of service
- Not enough buses in service
- Buses do not stop at the light rail station
- Buses on weekends are *very* infrequent
- Buses are old and dirty and do not have a lift for plus size seniors
- Not enough bus routes
- Disrespectful manner of bus drivers with young people and seniors
- Not enough bus stop shelters

Policymakers and planners can address these issues with the simple allocation of resources and courses in courtesy for the drivers.

Schools and Education

Respondents were asked whether the schools in Cherry Hill provide good education for their children. More than fifty percent disagreed that they did. They were then asked to state the problems associated with providing good education for the children. The following is a summarized list of the problems (data not shown):

- Class sizes are too large
- Not enough teachers with cultural competency teaching in the schools
- Teachers are not well-trained
- Children are disrespectful to teachers
- Inadequate involvement of parents who discipline their children
- Not enough resources for afterschool programs
- Gangs

Stores and Services in Demand

The respondents were asked what type of stores and services Cherry Hill does not currently have and they would like to see come to the community. The following is a summarized list of these stores and services.

- Grocery store
- Drug store/ Pharmacy
- Super market

- Clothing store
- Shoe store
- Hardware store
- Bank
- YMCA
- Post Office
- Legal services
- Day care center for children and adult

Owners of businesses usually consider the demand of commodities and potential earnings for the company. The Cherry Hill neighborhood has about five thousand households. This number is adequate for opening some of the businesses listed above, but may not be adequate for other businesses because of higher fixed cost.

Community Activities and Further Expectations

The respondents were asked about community activities which typically occur in Cherry Hill throughout the year. Below is the summarized list of the activities:

- Boat races, waterfront festivals
- Football
- Block parties
- Cookouts
- Picnics
- Reunion
- Dances
- Church events
- Jazz night
- Carnivals, Festivals
- Back to school
- Fireworks
- Parent Café
- Health fair

Respondents were subsequently asked whether they participate in these activities. Over two-thirds of them reported participation, while the rest reported that they did not participate for personal reasons. They were also asked what additional activities they would like to have in the community. The summarized responses are as follows:

- Community picnic

- Educational activities
- Fishing classes
- Girls scout, Boys scout
- Tennis and Basketball courts
- Recreation center for children and adults
- Parent enrichment activities
- After school program for children
- Job training program for young adults

The listed desired additional activities for the community have great potential to improve quality of life for children and adults. These activities can be achieved for the community with some support from both the public and private sector.

Crime and Safety

The respondents were asked how they view crime and safety issues in Cherry Hill. Forty percent of interviewed residents viewed crime and safety as a “very big problem”, while another 49 percent viewed it as “somewhat of a problem” in the community. Twelve percent of the interviewed residents did not see crime and safety issues as a problem at all.

Resident were asked to list the crimes that they consider as serious for the community. Their responses are summarized as follows:

- Drugs and drugs related violence
- Vandalism, e.g., breaking in houses and cars
- Robbery
- Gang violence
- Killing or murder
- Assault and battery
- Theft

The most frequently mentioned crime was drug and drug related violence. Such violence is also related to gang and gun violence. Breaking and entering and car theft were also concerns of the respondents.

Issues on Public and Private Housing

The respondents were asked about housing problems in Cherry Hill. Their open responses are summarized here:

- Houses built before 1950 lack modern facilities
- Heating system noisy and often does not work
- Gas and electricity included in the rent price
- Too many men living with women in public housing
- Multiple families living in one housing unit
- Too many non-community members
- Need new affordable private housing for middle class
- Provide ownership opportunities
- Trash is thrown on the street
- Sewage system often does not operate properly
- Complaints in public housing are not addressed in time

Some of the residential housing units require complete rehabilitation.. The community needs more public and private housing units. The city planners and community leaders should jointly address these issues to improve the living conditions in the neighborhood.

Private housing: Respondents living in private housing were asked about the problems they face in living there. Only four people responded to these questions. They are concerned about the property values, and taxes. They are also concerned about the vacant and abandoned houses in the neighborhood. Respondents said that voucher recipients do not take pride in living in the neighborhood; they carry a preconceived negative notion about the community.

Cherry Hill and Middle Branch Development Plan

Questions were asked related to future development plans in Cherry Hill. These questions were related to participation in community planning, community organizing, and understanding of proposed development plans for the Middle Branch area. Very few respondents (n = 6) answered these questions.

The respondents showed a lack of knowledge of Baltimore City's plan on Middle Branch development that includes Cherry Hill. They stated that they needed to be involved in the decision-making process and that residents of the community should organize in order to protect their interests. As Cherry Hill residents, they look forward for more affordable housing in the community so as to have more homeowners in the community.

Survey Conclusions

The Cherry Hill Needs Assessment Survey provides insight of the issues to be addressed in development plans to enhance quality of life of the residents in the Cherry Hill community. To address some of these issues will require allocation of resources by Baltimore City or the State of

Maryland. Some of the reported issues should would require a large allocation of resources; others a joint effort of community leaders, city planners and law enforcing agency. The following are the highlights of the issues needed to address the quality of life and standard of Cherry Hill.

Transportation: It is evident from the responses of the respondents that only three buses, Routes 27, 29, and 51, run in the neighborhood of Cherry Hill on a fairly reliable basis. Irregular schedules were a major complaint by the respondents. These buses, as reported, do not stop at the light rail station, which reduces the flexibility and extension of mobility. These buses do not have operational plus size lifts for the disabled and elderly, and the drivers often show disrespectful manner to these people. Buses run even more infrequently on Saturday and Sunday. The respondents expressed a need of additional bus routes and stops with shelters. According to the residents, a better transportation system would make the residents more accessible to the job market, and thus impacting unemployment.

Schools and education: Residents feel that Cherry Hill schools suffer from large class size, an inadequate number of teachers who are often culturally illiterate when it comes to educating American African children with both contributing negatively to a quality education environment. Students need more after school programs to keep them engaged in activities and away from gangs. More parental involvement is required in order to discipline children who are often disrespectful to teachers, parents and the elderly.

Demand for essential stores and services: The neighborhood does not have many essential stores and services for which they have to travel to other parts of the city. These are: grocery stores, drug and pharmacy, super market, hardware store, bank, post office, and day care centers for children and elderly.

Community activities: Cherry Hill residents are involved with several community activities throughout the year. However, they also listed additional activities they think would be beneficial for the community such as a recreation center for children and adults, parent enrichment program, job training programs, boys and girl scouts, fishing classes, tennis and basketball courts.

Crime and safety: Most of the respondents consider crime as a serious problem in the Cherry Hill community. Drugs and drug related crimes were frequently mentioned in the survey. Other mentioned crimes were gang violence, assault and battery, vandalism, robbery and theft.

Housing: The Cherry Hill neighborhood is suffering from serious problem in public and private housing. Many of the houses in the community were built before 1950, without modern amenities. Heating system is often not operating and cannot be controlled by residents.

CONCLUSION: THE FUTURE OF CHERRY HILL

This report, requested by the Cherry Hill Development Corporation, revealed three basic themes among the community residents: 1) residents are very aware that their community is being targeted for gentrification; 2) residents are frustrated with the level of public service delivery to their community; and 3) residents take an immense pride in the history and culture of their community.

Gentrification

It is clear from both the quantitative and qualitative data gathered by the IUR during the research that the “Root Shock” described by Mindy Fullilove in her book of the same title, is present among the residents involved in this study. Anxiety on the possibility of “development” that would displace the residents was palpable during the focus groups and peppered discussions during the research. The research team was surprised that very few of the residents knew of the Middle Branch Master Plan that is being honed by city planners and policy makers at City Hall. Developed in 2007, during the Sheila Dixon administration, several iterations of the document have emerged and so it remains a “living document” with several moving parts. Members of the IUR staff attended meetings of the Middle Branch Planning Committee and were quite surprised that only a few members of the Cherry Hill community were present. This lack of attendance at these critical meetings that discuss the future of Cherry Hill, in no way should be construed as apathy on the part of the community. Instead, it represents Baltimore City government’s historic, 3-stage “process” of 1) planning 2) implementing and 3) explaining *ex post facto* what it has done and will do to poor Black communities in the city.

In 2004, the city of Baltimore approved plans for a townhome and condominium project called Waterview Overlook, but construction never started (*The Baltimore Sun*, 2011). The 8.8 acre parcel on Waterview Avenue between Westport and Cherry Hill with a view of Baltimore's harbor and skyline was sold at a foreclosure auction in February 2011 for \$715,000 to an unnamed buyer for development into residential use.

Beginning in 2004, a developer named Patrick Turner began assembling parcels along the Westport waterfront (adjacent to Cherry Hill), eventually paying more than \$10 million for

land on which he hoped to build 2,000 residences, a 65-story skyscraper, offices, a stadium, a beach, a kayak launch area and running paths connecting to nearby Middle Branch Park. The city agreed in 2008 to borrow \$160 million in bonds to help finance the development (The Baltimore Sun, 2015). Turner's plan was going to include the razing of public housing in the Westport community. However, due to the real estate market downturn of the late 2000's, Turner had to sell his investment. In early 2015, these parcels were sold to an unnamed buyer for development.

In nearby Port Covington, Under Armour CEO Kevin Plank announced in March 2015 that the company will build its new operations campus in Port Covington. While there are current plans for a distillery, mixed use residences for Under Armour employees, and upscale shopping, there is a high likelihood that the WalMart which currently resides on the purchased plot will have to relocate from its current location (SouthBMore.com, 2015). This will have a major impact on the residents of Cherry Hill, as a high percentage of the residents shop at this store, particularly due to its close location and accessibility via public transportation. Since the acquisition of this 128-acre parcel of land, there have been reports of real estate speculators attempting to purchase homes in Port Covington and Westport neighborhoods (Baltimore Business Journal, 2015). Residential speculation intensified in Westport after the purchase of the aforementioned waterfront land by an unnamed buyer. The question remains whether such real estate speculation and development will spread to Cherry Hill.

Neglect of Routine Public Services Delivery

The community survey, focus groups and community revealed an appalling indifference by Baltimore City in terms of public service delivery to the Cherry Hill community. Complaints concerning flooding, rodents, and public transportation are routinely ignored by respective city officials, despite Cherry Hill residents following protocol in lodging their grievances. One resident complained for several months about a hole in her kitchen where rats freely entered and exited. She called housing as well as the health departments to no avail and brought pictures to the meeting as proof of her complaints.

Another complaint was the rudeness of bus drivers who tell elderly citizens that they cannot bring bags of groceries on the bus. This poses an economic hardship on the seniors since they are forced to take taxis from far off grocery stores to their homes. The rudeness on the part of bus drivers extends to even bypassing residents who have a minimal amount of groceries to carry on the bus.

There was also a consensus that bus routes are dysfunctional in Cherry Hill since certain bus routes merely run in a large circle around the community, rarely on Sunday and

inconsistently throughout. The researchers and residents mused among themselves would such attitudes and work ethic be tolerated in predominantly white neighborhood and all of us agreed that they would not. It is impossible to separate this lack of proper public services for this community from the institutionalized racism that has plagued Cherry Hill from the very beginning.

History and Culture of the Community

Cherry Hill has a rich history dating back to the nineteenth century. As development and potential gentrification encroach on the community, it will be important to recognize and celebrate the rich history of Cherry Hill. In the 2008 Master Plan document for Cherry Hill, there were a set of recommendations established around preserving the history of the community. At one of the Middle Branch Master Plan meetings, residents had a chance to express their ideas about cultural preservation. The facilitator said that “the focus of cultural preservation had been natural resources and architecture.” When residents discussed the importance of preserving the community’s American African culture history and culture, the facilitator admitted that “he had never thought about this.” Cherry Hill’s Black history holds an important place not only in the history of Baltimore City, but nationally as well. Despite its racist beginnings, it was the first planned “Black suburb” in the United States.. Notable American Africans such as DeWayne Wickham, national columnist for *USA Today* was raised in Cherry Hill as was TV talk show host Montel Williams. This rich history of people places and events is important to the current residents and memorializing them should be a top priority in future development.

The Commission for Historical and Architectural Preservation (CHAP) has recommended to initiate the process of designating Cherry Hill as an historic district and studying the possibilities for additional landmark sites. A thorough study should be done to determine if Cherry Hill as a whole meets the criteria for historic district designation. In addition to consideration as an historic district, certain buildings could be considered for Landmark Designation. Local residents should make suggestions about sites that might have significant history. CHAP staff will then evaluate them to see if they meet local landmark criteria. Some sites which have been recommended for possible landmark designation:

1. **Cherry Hill Homes, 1001-1003 Cherry Hill Road** (among other addresses). Built c. 1944 by the Housing Authority of Baltimore City, in coordination with United States War Housing Association, and designed by local architect Lucius White, these structures represent the earliest public housing development in Cherry Hill and the first suburban-type garden apartment public housing for American Africans in Baltimore.

Today, there are significant changes to the structure that may impact the historic integrity of the buildings. While these public housing structures may be torn down for redevelopment, it could be argued that they should be preserved as historic landmarks.

2. **1000 block of Cherry Hill Road.** These are some of the oldest privately developed houses in Cherry Hill. Further research to see who lived in them will help determine their significance to Cherry Hill and Baltimore.
3. **The family home of the Murphy family,** a preeminent American African family producing two judges.
4. **DeWayne Wickham's childhood home.** Wickham is a celebrated American African journalist and author of many books, including *Woodholme: A Black Man's Story of Growing Up Alone*.
5. **Community Baptist Church,** 827 Cherry Hill Road.
6. **Hemingway Temple AME Church,** 2701 Woodview Road.
7. **St. Veronica's Catholic Church,** 806 Cherry Hill Road.

There have been several efforts to chronicle the history of Cherry Hill, including an extensive oral history project and history, *Cherry Hill: A Community History*, published by Loyola College professor John R. Breihan in 2003. The Master Plan recommends that the community celebrate their history with interpretive signage, displays, and brochures. Exhibits can be displayed in churches, community centers, schools, and the Cherry Hill shopping center (Cherry Hill Community Master Plan, 2008).

RECOMMENDATIONS

The results of large community surveys usually end with a set of recommendations based on the findings of the research. These recommendations usually receive considerable attention by policy makers at the time of their release, a flurry of public comment afterwards and then the final report is shelved. Policy makers, the surveyed, the researchers and ultimately the community itself all return to the status quo.

The Institute for Urban Research is departing from this tradition by recommending that the original Cherry Hill Master Plan developed by Baltimore City in 2008, should be revisited and implemented in 2016. The plan's recommendations were never fully implemented and the IUR staff feels strongly that they should. It should be viewed as a document not of a particular executive administration in Baltimore City, but one that is a living document of the city and therefore, should be, along with this study, used as guidelines for any marketing and development plans for the Cherry Hill Community. We have enclosed the entire 2008 plan as [Appendix A](#).

[The Cherry Hill Master Plan](#) addresses ten themes around which implementation should be made. Across all of these themes, approximately 185 actionable recommendations were developed in 2008 to be carried out within 1 to 5+ years from the time of the Master Plan's publication. While some of these recommendations may have been completed since 2008, many still have yet to be implemented. The IUR believes that it is of paramount importance that each of these recommendations be revisited in order to decide which are still salient today for the improvement of the Cherry Hill community. The recommendations are summarized as follows:

Economic Development

- Keep dollars in the community.
- Eliminate loitering in the Town Center.
- Study the economic feasibility of offering healthier foods in local stores.
- Increase access to jobs for Cherry Hill residents.

Physical Development

- Analyze zoning of all areas that are currently used for anything other than housing.
- Inventory and develop a plan for upgrading community infrastructure.
- Upgrade, enhance, maintain, and promote parks, recreation, and public open space.
- Create an ongoing sanitation, beautification, and maintenance program for all of Cherry Hill.
- Create mechanisms to protect the interests of the Cherry Hill community related to future development. One such tool could be a community benefits agreement created by the community and a developer and recognized by the Planning Commission.

Transportation

- Improve transportation in and through Cherry Hill.
- Improve safety and security at all transportation facilities.

Historic Preservation

- Recognize and celebrate the rich history of Cherry Hill.

Housing

- Create affordable homeownership and rental opportunities.
- Upgrade existing housing units.

- Promote the value of living in Cherry Hill.

Health

- Coordinate, integrate and enhance health resources to take advantage of economies of scale.
- Promote the use of the community health center – Family Health Centers of Baltimore.
- Obtain comprehensive community hospital services.
- Create better marketing of services/educational opportunities available through various sources.
- Develop programs that will help to prevent chronic conditions (e.g., diabetes, obesity, hypertension), prevent cardiovascular diseases and dental problems, and encourage good health practices.
- Promote health and fitness for area residents.
- Encourage parents to have their children prepared for school by having immunizations and physicals.
- Treat youth violence as a public health issue.

Public Safety

- Provide better overall organization of crime prevention activities. Increase Block Watchers/Citizens on Patrol.
- Provide better lighting in the community.
- Decrease speeding in certain areas.
- Continue to address the increasing number of automobiles in the community without tags or with for-sale information printed on the windshields.
- Continue to eliminate auto repairs on the street.
- Establish a Community Justice Center in Cherry Hill.
- Develop an emergency response and evacuation plan.

Education

- Involve parents more actively in the educational process.
- Ensure that students have a solid high school education so they can make the appropriate educational decisions or career decisions if continuing education is not a viable goal.
- Ensure that representatives from the educational system actively participate in the community where they work.

Youth

- Advocate for children and youth in Cherry Hill.
- Create apprenticeships and job opportunities for youth.
- Keep Recreation Centers open.
- Investigate developing a comprehensive youth center with longer hours.

Civic Engagement

- Attain 100% voter participation.
- Get younger voters to the polls.

APPENDIX A: Cherry Hill Master Plan Report

http://archive.baltimorecity.gov/Portals/0/agencies/planning/public%20downloads/071008_Cherry_Hill_Master_Plan.pdf



Baltimore City
Department of
Planning

Douglas
McCoach, III,
Director



Cherry Hill Community Master Plan

Sheila Dixon,
Mayor



Adopted by the Baltimore City Planning Commission on July 10, 2008

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All Committee Chairs and Members

Baltimore City Police Department

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Baltimore City Department of Housing

Baltimore City Department of Planning

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Cheraton, Hillview, Terra Firma Community Assoc. (CHAT)

Cherry Hill Trust, Inc.

Cherry Hill Development Corporation, Inc.

Cherry Hill Development Corporation Youth Workers

Cherry Hill Homes Tenants Council

Cherry Hill Ministerial Alliance

Cherry Hill Senior Manor Tenant Association

Cherry Hill Town Center, Inc.

Cherrydale Tenants Association

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Department of Parole and
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Family Health Centers of
Baltimore

Future Leaders in Training
(FLIT)

Larue Square Assoc.

Learning Zone

Legal Aid Bureau, Inc.

Morgan State University

Nehemiah Homeowners Assoc.

Southern Community Action
Agency

Towson State University

University of Maryland School
of Law

Douglas B. McCoach, III Director,
Department of Planning



Mayor Sheila Dixon



DEPARTMENT OF PLANNING MISSION STATEMENT

To provide the highest level services and leadership in urban and strategic planning, historical, and architectural preservation, zoning, design, development, and capitol budgeting to promote the sustained economic, social, and community development of the City of Baltimore.

Cherry Hill Master Plan

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Cherry Hill Master Plan

I. Introduction

In 1996, stakeholders in Cherry Hill conducted a series of forums to develop a plan for the area. They created a vision for 2000. The Baltimore City Department of Planning provided technical expertise and assisted members of a coalition of community groups and residents of Cherry Hill in formulating a plan for the community.

In 2003 and 2004, another series of meetings resulted in a list of updated recommendations that form the basis of this present plan. The coalition has active committees that brought forth specific recommendations based on ongoing community input. The recommendations are grouped by the following categories: Economic Development, Physical Development, Transportation, Historic Preservation, Housing, Health, Public Safety, Education, Youth, and Civic Engagement.

In 2006 The City of Baltimore created and adopted the first Comprehensive Master Plan in several decades. At the same time, interest in the Middle Branch area of the City has grown in recent years. A planning process was established to complete a plan for this large waterfront area of the City in 2007. This plan was adopted by the Planning Commission on September 20, 2007. Recommendations from the Cherry Hill Master Plan fit into the overall strategies of the Comprehensive Master Plan and also inform the recommendations in the Middle Branch Plan.

The Department of Planning provided demographic information and assisted the Cherry Hill community in turning the recommendations into specific implementation strategies. The Cherry Hill community has formed the Cherry Hill Community Coalition (CHCC) to monitor

the plan and ensure that Cherry Hill is represented on any committees or commissions (such as the Middle Branch Advisory Group) that affect life in Cherry Hill. The CHCC has active committees in each of the areas covered by the plan and is committed to seeking ongoing community input and working closely with the City on plan implementation. While the City of Baltimore continues to be an active partner in development and implementation of the plan, this is truly the community's plan for the future.

Relationship to Existing Plans

The Comprehensive Master Plan

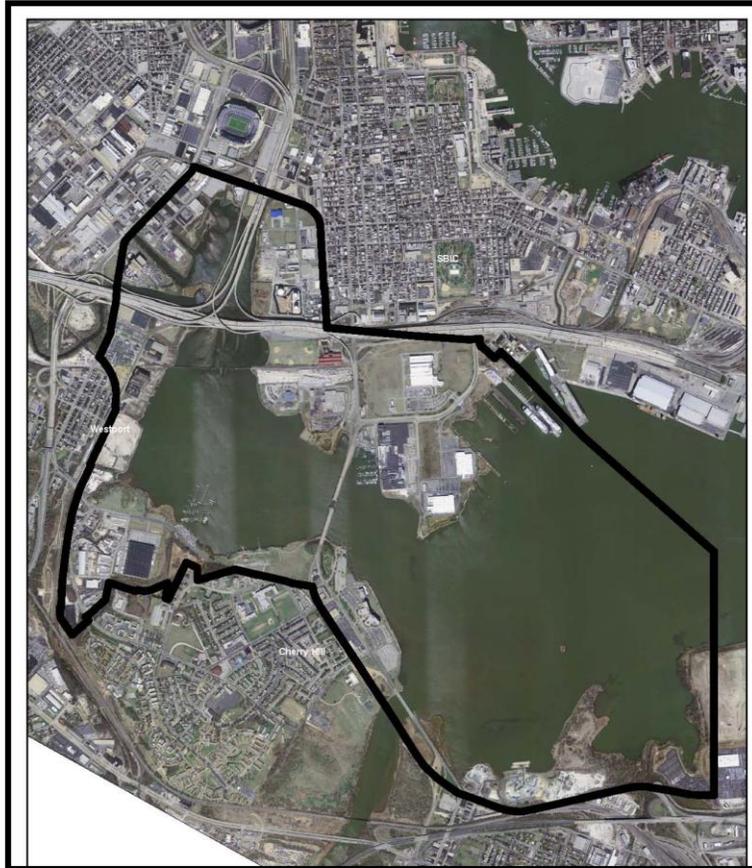
In June of 2006, Baltimore City adopted *LIVE EARN PLAY LEARN: City of Baltimore Comprehensive Master Plan*. The Comprehensive Master Plan (CMP) is not a traditional, physical development plan, but is instead a set of guidelines and strategies to target city resources towards the achievement of a range of social, economic, and land use goals. The CMP is divided into four sections: *Live*, *Earn*, *Play*, and *Learn*. LIVE creates the plan that will guide Baltimore as it readjusts its residential land use to account for changing population, regional growth and demographic changes, the need for affordable housing, and the aging housing stock.

Cherry Hill Master Plan

EARN sets forth strategies to encourage economic development in growth sectors of the economy. The chart in Appendix A explains how the goals of the CMP align with the recommendations of the Cherry Hill Master Plan.

The Middle Branch Plan

The stated vision of the Middle Branch Plan is to “Redevelop and revitalize the Middle Branch estuary and waterfront as a mixed-use community through economic and community redevelopment, ecosystem restoration and protection, and recreation and education programs coordinated within a sustainable framework.” The Middle Branch Master Plan is an appendix to Baltimore’s Comprehensive Master Plan of 2007, and incorporates goals from each of the major chapters, *Live, Earn, Play, and Learn*. The “Sustainable Communities” chapter in the Middle Branch Plan



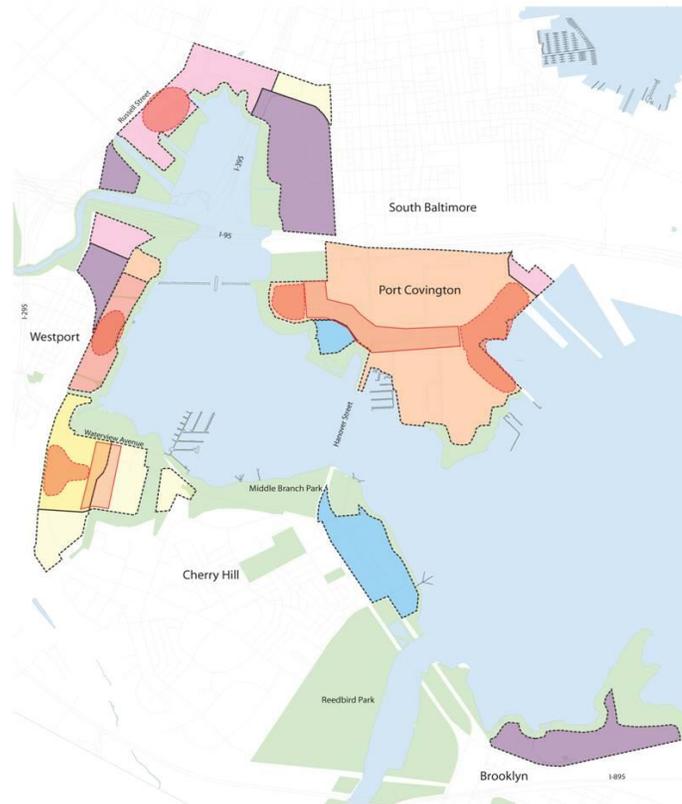
specifically incorporates goals and recommendations of the Cherry Hill plan, as well as those of the planning effort in Westport.

The guiding principles of the Sustainable Communities chapter in the Middle Branch Plan are:

1. Reduce poverty.
2. Reduce crime.
3. Prevent displacement and support affordable housing choices.
4. Increase employment.
5. Plan for human-scale development.
6. Provide for a well-balanced, well-designed transportation system.
7. Improve educational attainment.
8. Create job opportunities and job training programs for existing residents.
9. Provide for open space and recreation along the waterfront and connect existing parks to the waterfront and the surrounding communities.
10. Protect the character of existing communities and limit displacement of current residents as changes occur. Preserve community affordability, character and sense of place by initiating special programs.

The Cherry Hill Plan supports the general principles noted above. Since the time the initial recommendations were first crafted, Cherry Hill stakeholders have modified and refined these recommendations to best serve the Cherry Hill community, as listed on the following page.

Cherry Hill Master Plan



Cherry Hill Master Plan

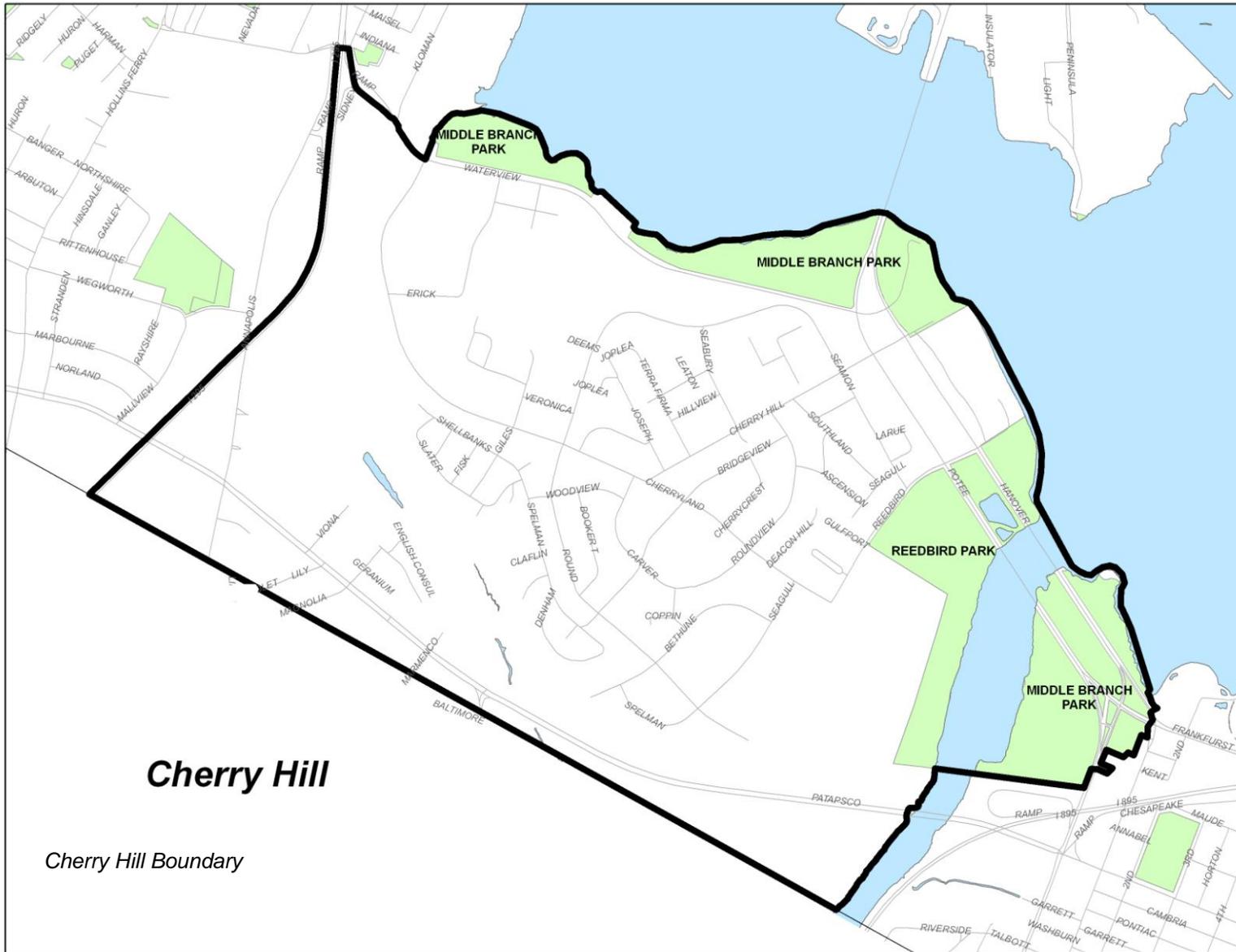
Middle Branch Plan Recommendations for Cherry Hill

- Study the desirability of reconfiguring Cherry Hill Road to connect to the new “main street” in the Westport waterfront project.
- Develop a public relations campaign to promote Cherry Hill as a place to live and work.
- Conduct a comprehensive assessment of all infrastructure—roads, storm drains, lights, etc.—and create a plan for upgrading deficient infrastructure components.
- Provide a shuttle bus system that connects the local streets in Cherry Hill, Westport, and Brooklyn to the Hamburg Street, Westport, Cherry Hill, and Patapsco light rail stations.
- Ensure that new development adjacent to the light rail stop contains significant employment opportunities for existing Cherry Hill residents.
- Promote shopping in the Town Center, partly by bringing additional traffic to the neighborhood.
- Consider developing a comprehensive youth center with longer hours.
- Keep recreation centers open and fully staffed.
- Create youth apprenticeships and job opportunities.
- Create an active list of available properties that could be purchased by existing residents.
- Educate residents regarding how to purchase homes, improve homes and reduce impacts on property tax increases through a series of housing workshops.
- Study ways that new, unique housing assistance programs can be initiated within surrounding communities to ensure residents can remain. The Baltimore City Department of Housing and Community Development, and the Housing Authority of Baltimore

City should work with surrounding communities to create specific plans with timelines for City-controlled properties.

- Enforce the new Baltimore City Inclusionary Housing regulations in new development projects with the goal to provide additional, affordable housing in new developments.
- Use the recommendations contained in community Master Plans as the foundation for establishing Urban Renewal Ordinances, Planned Unit Developments and capital improvements.
- Provide job training, including programs for ex-offenders.
- Work with the State of Maryland and the Baltimore Development Corporation to offer tax incentives to new developments for employment of district residents.
- Provide ‘first source’ employee recruitment for new developments in surrounding communities.
- Study creating a historic designation for the Community of Cherry Hill as one of Baltimore’s ‘Planned Communities for the Colored’. Conduct a historic resources survey for Cherry Hill, a nationally significant planned African American community. Pursue local historic district designation for those properties that meet CHAP standards for designation. Celebrate Historic Cherry Hill by creating interpretive programs and publications presenting Cherry Hill as one of the first suburban-style planned African American communities in the U.S.
- Create a new comprehensive recreational path system that links existing and new communities, the waterfront, Downtown, Masonville Cove, and the Gwynns Falls Trail.
- Link all new Middle Branch development sites through a waterfront green system that integrates parks, habitat areas and connections to the surrounding communities such as Cherry Hill.
- Create a Friends Group to begin programming and volunteer opportunities for Middle Branch Park and Reedbird Park.

Cherry Hill Master Plan



II. History of Cherry Hill

In the 17th century, the land now known as Cherry Hill belonged to several Maryland pioneer families such as the Yates, Kinsey, Roper, and Cromwell families. These families never pursued development; they only manipulated their land on paper. In the 18th century, there were two failed attempts to develop the area. John Moale, who emigrated from England to this area in 1719, thwarted the first effort to develop the Middle Branch shoreline. He owned the land which is now South Baltimore and "Moale's Point", the current site of the southern end of the Hanover Street Bridge. Asked to subdivide part of his landholdings for a new town, Moale refused. He preferred to mine the land for iron and harvest the forest for fuel to stoke the iron furnaces. In Colonial Maryland, African Americans, both slave and free, made up a large percentage of iron-workers. These African Americans, despite the nefarious institution of slavery, became highly skilled workers that demanded and many times received their freedom. Their effort and skill contributed to Baltimore's African American community. The second effort to develop the Cherry Hill area occurred right after the American Revolution but the development never materialized. By 1785 Baltimore Town built a hospital to quarantine smallpox patients and laid out a potters' field to bury its poor.

The area remained isolated from Baltimore throughout most of the 19th century. In 1852, the Long Bridge connected South Baltimore to Brooklyn, located on the east shore of the Patapsco. The southern shoreline of the Middle Branch and the area of Cherry Hill still remained isolated from Baltimore. By the mid-1800s, however, the rural characteristics of Cherry Hill and its close proximity to Baltimore attracted many amusement parks with names such as Kirby Park, Klein's Park, Meeter Park and Starr's Park. Lincoln Park and Fish

House exclusively served African Americans. All the parks offered music, eating, drinking, swimming, and fishing. By the 1890s an electric railway ran from Westport to the amusement parks on Waterview Avenue. In addition, the shoreline provided African American Baptist churches a place for total immersion baptisms

Inland from the shoreline, several truck farms thrived, and several industries located along the Curtis Bay Branch line of the B&O Railroad. By 1915 a small subdivision was laid out for the building of suburban cottages.

In 1918, Baltimore City annexed this area, and the Middle Branch shoreline gave way to industry. Other events occurred: the Maryland Yacht Club was built in 1920 on the current site of Harbor Hospital, the Hanover Street Bridge was erected in c.1920, and the City zoned the area for industrial activity in 1923. During the 1930s, the area became quiet as the depression lingered from 1929 to around 1939 when Baltimore began to build up for WW-II.

With the industrial build-up to World War II, Baltimore increasingly struggled with a housing shortage problem. Thousands of southerners, African Americans and Whites, migrated to Baltimore, attracted by its high-paying industrial jobs. Cherry Hill's close proximity to industry first attracted private development in the early 1940s. These developers, the Myerberg Company, Jerome Kahn, and the Welsh construction company, built mostly rowhouse development for African Americans. In October of 1943, the Housing Authority of Baltimore City (HABC), along with the United States War Housing Administration, announced they would build 600 housing units for African American War workers. In 1945, these units were opened. Shortly after the war, the Cherry Hill Homes were converted to low-income housing. HABC added another 632 units in 1952 and 360 units in 1956. In 1980 another 121 units were added to Cherry Hill, making it one of the largest housing projects east of Chicago.

Cherry Hill Master Plan

Cherry Hill became the first African American housing project designed as a suburban community. Since the mid-1940s, Cherry Hill has been one of Baltimore's significant African American neighborhoods, contributing its share of political leaders,

professionals, doctors, lawyers, ministers, judges, educators, writers, musicians and others in prominent positions.

Middle Branch, Baltimore 1936



Cherry Hill Master Plan

III. Community Assets

The Cherry Hill neighborhood has access to a variety of community assets. Some examples of these services and facilities include:

Baltimore City Department of Recreation and Parks

Cherry Hill Aquatic Center

2600 Giles Road

Cherry Hill Splash Park

201 W. Reedbird Avenue

Baltimore Rowing Club

Waterview Avenue

Carter G. Woodson Recreation Center

2400 Seabury Avenue

Middle Branch Park

Waterview Avenue

Patapsco Recreation Center

844 Round Road

Reedbird Park

201 W. Reedbird Avenue

Baltimore City Police Department (Southern District Headquarters)

10 Cherry Hill Road

Baltimore City Public School System (BCPSS)

Cherry Hill Elementary/ Middle (PK-8) - (#159)

801 Bridgeview Road

Dr. Carter G. Woodson Elementary/ Middle (PK-8) - (#160)

2501 Seabury Road

Patapsco Elementary/Middle (PK-8) - (#163)

844 Roundview Road

Arundel Elementary/Middle (PK-8) - (#164)

2400 Round Road

Southside Academy (9-12) - (#181)

2700 Seamon Avenue

New Era Academy (9-12) - (#180)

2700 Seamon Avenue

Chemical People Task Force of Cherry Hill, Inc

Children and Adolescent Health Advocacy Project (CAHAP)

Chearton, Hillview & Terra Firma Community Association

Cherrydale Tenants' Association

Cherrydale Apartments

Cherry Hill Childrens' Club

2627 Carver Road

Cherry Hill Day Care Center

Cherry Hill Development Corporation

631 Cherry Hill Road

Cherry Hill Homes Tenant Council

2700 Spelman Road

Future Leaders in Training (FLIT)

Cherry Hill Master Plan

| | |
|---|------------------------|
| Cherry Hill Senior Life Center | 606 Cherry Hill Road |
| Cherry Hill Senior Manor | 901 Cherry Hill Road |
| Cherry Hill Town Center | Cherry Hill Road |
| Cherry Hill Trust | 804A Cherry Hill Road |
| Cherry Hill Youth Development Center (HABC) | 2700 Spelman Road |
| Choice Program | 971 Seagull Avenue |
| Faith Based Organizations and Services | |
| Cherry Hill 7th Day Adventist Church | 2800 Joplea Avenue |
| Cherry Hill Community Baptist Church | 827 Cherry Hill Road |
| Cherry Hill Community Presbyterian Church | 819 Cherry Hill Road |
| Cherry Hill United Methodist Church | 3225 Round Road |
| Cherry Hill Ministerial Alliance | |
| Created For So Much More Worship Center | 701 Cherry Hill Road |
| First Baptist Church of Cherry Hill | 823 Cherry Hill Road |
| Hemingway Temple AME Church | 2701 Woodview Road |
| Kingdom Hall of Jehovah's Witnesses | 2400 Giles Road |
| Mt. Sinai Holiness Church | 2901 Joseph Avenue |
| New Beginning Bible Church | 710 Cherry Hill Road |
| New Creations Community Development Corp. | 806 Cherry Hill Road |
| St. Veronica Catholic Church | 806 Cherry Hill Road |
| St. Veronica Headstart | |
| St. Vincent de Paul Outreach | |
| Enoch Pratt Free Library (Cherry Hill Branch) | Town Center |
| Family Health Centers of Baltimore | 631 Cherry Hill Road |
| Hanover Street Bridge Shopping Center | Hanover Street |
| Harbor Hospital Center | 3001 S. Hanover Street |
| Life Resources Center | 2990 S. Hanover Street |
| Harbor Church Adult Day Care | 111 Cherry Hill Road |
| LaRue Square, Ascension and Roundview Improvement Association | |

Cherry Hill Master Plan

Legal Aid Bureau Inc.

Nehemiah Homeowners Improvement Association

Nurturing After School Programs (Mini HUD #6)

Our House Family Support Center

Riverfront Town Homes (Neighborhood Association)

South Baltimore Child Development Center

Southern Community Action Center (Baltimore City)

Southern District Police Community Relations Council

Reedbird Family Investment Center (Dept. of Social Services)

606 Cherry Hill Road

Spelman Road

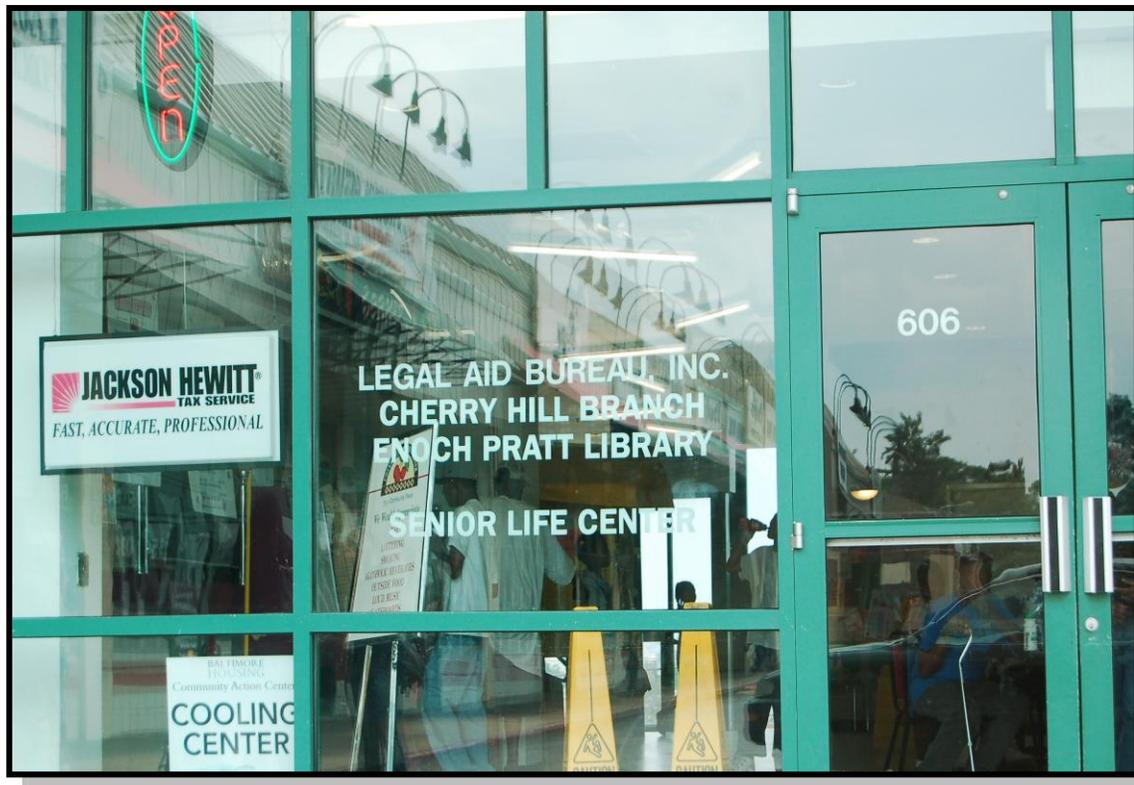
2700 Seamon Avenue (Mini HUD # 6)

2707 Sethlow Road

2707 Sethlow Road

606 Cherry Hill Road

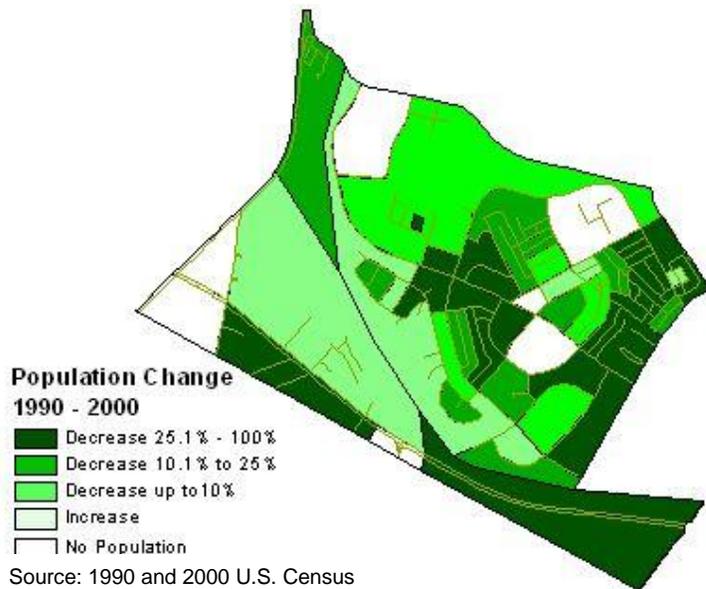
18 Reedbird Avenue



IV. Neighborhood Profile

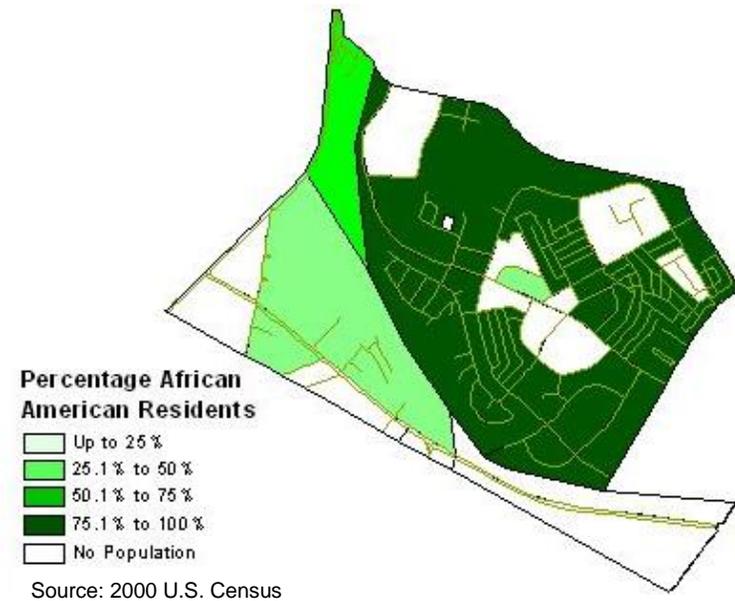
Population, 1990 to 2000

Between 1990 and 2000, Cherry Hill's population fell by nearly 30% from 11,081 to 7,772. Population loss was concentrated in specific census blocks, as shown below, with the rest of the neighborhood experiencing a moderate decline in population. The demolition of hundreds of public housing units has been a major contributing factor to the large population loss since the 1990 Census.



Racial Composition

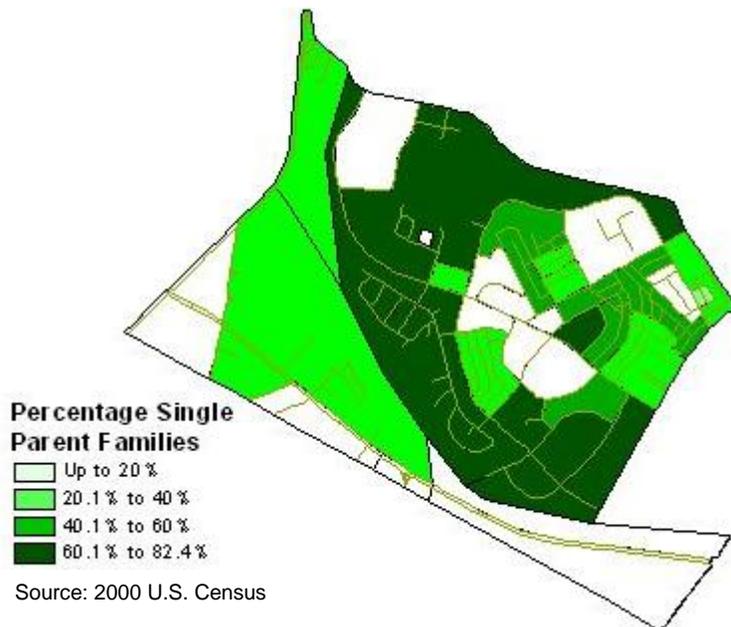
In 2000, 96.0% of Cherry Hill residents were African-Americans, as the map below indicates. Approximately 2.7% were white and 1.3% were from other races, making the neighborhood more homogenous than Baltimore as a whole, which had 64.3% percent African-American residents in 2000.



Cherry Hill Master Plan

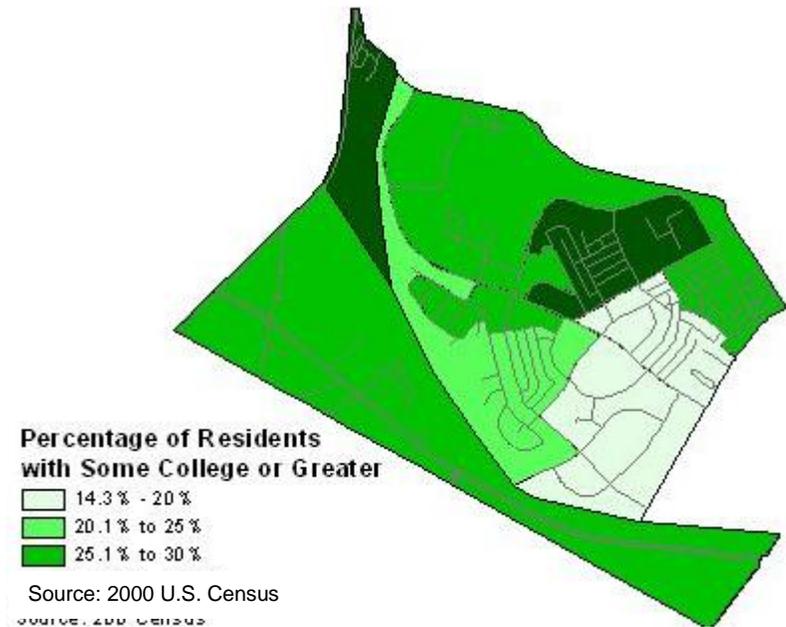
Family Composition

In 2000, approximately 70% of Cherry Hill households were families, compared to 57% citywide. However, single parents headed 58% of Cherry Hill families including children, which is a higher proportion than the 23.3% of single-parent families citywide. Specifically, female-headed families with children account for 54% of neighborhood families.



Educational Attainment

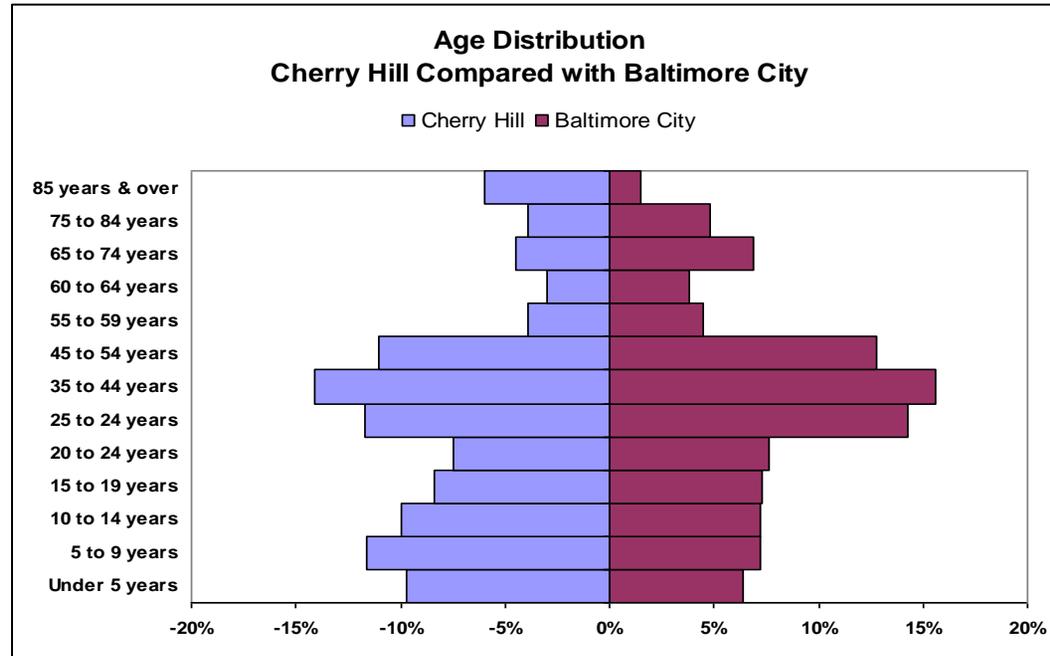
In 2000, about 24% of Cherry Hill residents had some college education, while approximately 35% of residents ages 25 to 64 did not have a high school education. The following map reflects the distribution of residents with some college education within the neighborhood.



Cherry Hill Master Plan

Age Distribution

The Cherry Hill neighborhood has a higher percentage of residents under the age of 20 than Baltimore as a whole, as the following comparison indicates. Conversely, the neighborhood has a smaller proportion of middle aged and older residents than the rest of the City, with the exception of residents at least 85 years old who make up a much greater proportion of the neighborhood population than does that age group citywide.



Source: 2000 U.S. Census

Income and Poverty

The median household income for the Cherry Hill neighborhood in 2000 (\$17,464) was well below the median for the City (\$30,078) and among the lowest neighborhood median income levels in Baltimore. More than 90% of families in the neighborhood, excluding married-couple families, earn below the Maryland Self Sufficiency wage standard.

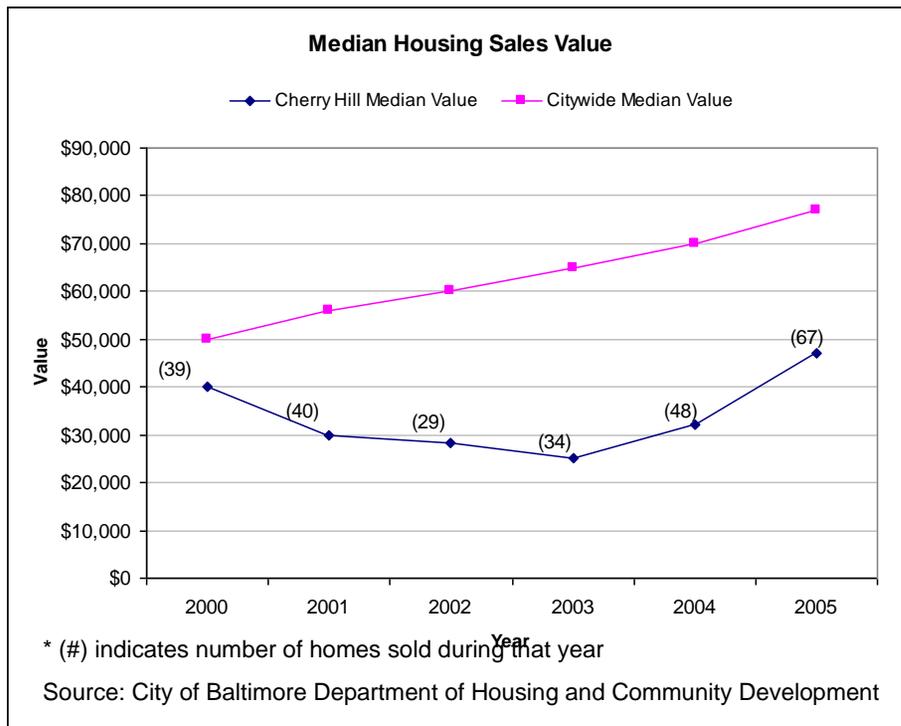
Cherry Hill Master Plan

Housing Violations

Vacant house notices are clustered in particular blocks in the northeastern portion of the neighborhood, whereas vacant parcels are scattered throughout the neighborhood.

Housing Sales

The median value of homes sold in the Cherry Hill neighborhood decreased moderately between 2000 and 2003 and increased more sharply through 2005, following the citywide trend of rapid appreciation of home values. However, Cherry Hill sales prices were consistently lower than the citywide median value and increased at a slower rate; a median of \$47,150 in 2005 compared to the \$77,000 citywide median price. The following chart indicates these trends.



V. Summary of Recommendations

Each section of the Master Plan contains a detailed implementation strategy chart. This section gives a summary of the recommendations in the plan.

Economic Development

Keep dollars in the community.

Eliminate loitering in the Town Center.

Study the economic feasibility of offering healthier foods in local stores.

Increase access to jobs for Cherry Hill residents.

Physical Development

Analyze zoning of all areas that are currently used for anything other than housing.

Inventory and develop a plan for upgrading community infrastructure.

Upgrade, enhance, maintain, and promote parks, recreation, and public open space

Create an ongoing sanitation, beautification, and maintenance program for all of Cherry Hill.

Create mechanisms to protect the interests of the Cherry Hill community related to future development. One such tool could be a community benefits agreement created by the community and a developer and recognized by the Planning Commission.

Transportation

Improve transportation in and through Cherry Hill.

Improve safety and security at all transportation facilities.

Historic Preservation

Recognize and celebrate the rich history of Cherry Hill.

Housing

Create affordable homeownership and rental opportunities.

Upgrade existing housing units.

Promote the value of living in Cherry Hill.

Cherry Hill Master Plan

Health

Coordinate, integrate and enhance health resources to take advantage of economies of scale.

Promote the use of the community health center – Family Health Centers of Baltimore.

Obtain comprehensive community hospital services.

Create better marketing of services/educational opportunities available through various sources.

Develop programs that will help to prevent chronic conditions (e.g., diabetes, obesity, hypertension), prevent cardiovascular diseases and dental problems, and encourage good health practices.

Promote health and fitness for area residents.

Encourage parents to have their children prepared for school by having immunizations and physicals.

Treat youth violence as a public health issue.

Public Safety

Provide better overall organization of crime prevention activities.

Increase Block Watchers/Citizens on Patrol.

Provide better lighting in the community.

Decrease speeding in certain areas.

Continue to address the increasing number of automobiles in the community without tags or with for-sale information printed on the windshields.

Continue to eliminate auto repairs on the street.

Establish a Community Justice Center in Cherry Hill.

Develop an emergency response and evacuation plan.

Education

Involve parents more actively in the educational process.

Ensure that students have a solid high school education so they can make the appropriate educational decisions or career decisions if continuing education is not a viable goal.

Ensure that representatives from the educational system actively participate in the community where they work.

Cherry Hill Master Plan

Youth

Advocate for children and youth in Cherry Hill.

Create apprenticeships and job opportunities for youth.

Keep Recreation Centers open.

Investigate developing a comprehensive youth center with longer hours.

Civic Engagement

Attain 100% voter participation.

Get younger voters to the polls.

VI. Economic Development

Background

Cherry Hill is a vibrant community that has produced bishops, chiefs of police, doctors, educators, lawyers, engineers, judges and hard-working citizens in blue collar jobs. Currently, however, there is a clear need for employment assistance for Cherry Hill residents. According to the Census Bureau, the unemployment rate in the neighborhood was 18.15% in 2000, which was among the highest rates in Baltimore City and higher than the city average of 10.86%. As land is redeveloped in Cherry Hill, employment opportunities should be made available to local residents.

Educational attainment in Cherry Hill is low and there are also a large number of prisoners returning to the neighborhood--between 50 and 100 individuals in 2001--who face challenges in finding employment and would benefit from targeted job-readiness initiatives. According to the Mayor's Office of Employment Development, the typical Baltimore returnee lacks requisite job skills and resources, and faces employment discrimination.

One sector of the economy that seems ripe for job training is the field of "green development." "Green collar" jobs are an expanding sector that might be appropriate for Cherry Hill residents seeking careers.

The redeveloped Cherry Hill Town Center is the hub of retail activity in the neighborhood, as well as the core of cultural and community life, offering community resources such as a branch of the Enoch Pratt Free Library and the Cherry Hill Senior Center. However, there have been consistently 14 commercial properties in the neighborhood between 2001 and 2004, with little rehabilitation investment made. The limited presence of retail in the neighborhood as a whole suggests the need for initiatives that attract additional businesses in order to capture a greater proportion of residents' disposable income.

Source: Vital Signs IV, Baltimore Neighborhood Indicators Alliance, University of Baltimore, and the Jacob France Institute



Commercial activity in Town Center, Cherry Hill

Cherry Hill Master Plan

Economic Development Work Plan

Goal #1: Keep dollars in the community

| Action | 1-2 yrs | 2-5 yrs | 5+ yrs | Lead | Resources needed | Partners |
|--|-------------|---------|--------|----------------------|---|-----------------------------------|
| 1 Create an educational campaign about the benefits of keeping our dollars in the community. | ← Ongoing → | | | Econ. Dev. Committee | | SBA, Town Center Management |
| 2 Promote shopping in the Town Center in partnership with the business association. | ← Ongoing → | | | Town Center | | Baltimore Development Corp. (BDC) |
| 3 Move more community activities to the Town Center common areas (e.g., health fairs, back-to-school festival, voter registration, etc). | ← Ongoing → | | | Town Center | Job fair; Event Survey | |
| 4 Develop and conduct a survey to determine spending patterns and buying power of local residents. | X | | | Econ. Dev. Committee | "Drill Down" Consulting Company; might need funding | BDC |

BDC—Baltimore Development Corporation

Cherry Hill Master Plan

Goal #2: Eliminate loitering in the Town Center

| Action | 1-2 yrs | 2-5 yrs | 5+ yrs | Lead | Resources needed | Partners |
|---|---------------------|---------|--------|-------------------------|------------------------|--------------------------------|
| 1 Write criminal citations (BCPD) for loitering. Assist individuals who are wrongly cited with the expungement process. | X | | | Public Safety Committee | Education of merchants | Merchants, Town Center, Police |
| 2 Assign foot patrol and establish a substation/community relations station within the Town Center. | <i>Action Done!</i> | | | Public Safety Committee | | Southern District Police |
| 3 Investigate grant funds to support off duty police officer walking foot patrol in the Town Center. | | X | | Public Safety Committee | | Town Center |

BCPD—Baltimore City Police Department

Goal #3: Study the economic feasibility of offering healthier foods in local stores.

| Action | 1-2 yrs | 2-5 yrs | 5+ yrs | Lead | Resources needed | Partners |
|--|---------|---------|--------|--------------------------------|------------------|-------------------|
| 1 Work with the Health Department on developing a healthy foods program. | | X | | Economic Development Committee | | Health Department |
| 2 Meet with the food store owners to discuss the economics of a healthy foods program. | | X | | Economic Development Committee | | Local merchants |

Cherry Hill Master Plan

Goal #4: Increase access to jobs for Cherry Hill residents

| Action | 1-2 yrs | 2-5 yrs | 5+ yrs | Lead | Resources needed | Partners |
|---|-------------|---------|--------|---|---|---|
| 1 Disseminate information on resources already available to the community. | ← Ongoing → | | | Econ. Dev. Comm. | Website; job information for ex-offenders | OED; Southern Community Action Committee |
| 2 Advertise available resources through church bulletins, newsletters, e-mail, etc. | ← Ongoing → | | | Econ. Dev. Comm. | | CHHTC; CHAT; Ministerial Alliance; Town Center |
| 3 Meet with all new businesses and development projects to facilitate increasing job opportunities for Cherry Hill residents. | ← Ongoing → | | | Cherry Hill Community Coalition (CHCC) | | Cherry Hill Development Corp.; BDC & City agencies |
| 4 Develop a “First Source Hiring” strategy that facilitates priority hiring in local job opportunities for residents. | ← Ongoing → | | | Economic Development Committee | | BDC |
| 5 Work with human services agencies to provide services for ex-offenders and disabled job seekers, including regular job readiness workshops and job fairs. | ← Ongoing → | | | Public Safety Committee, Econ. Dev. Comm., (CHCC) | | Town Center; MOED; Southern Community Action Center |
| 6 Meet with Harbor Hospital to increase employment opportunities. | ← Ongoing → | | | Cherry Hill Community Coalition (CHCC) | | Southern Community Action Center |
| 7 Develop one or more business enterprises offering training and employment for chronically unemployed and disabled, including ex-offenders returning to the community. | | | X | Cherry Hill Community Coalition (CHCC) | State Employment Office | MOED |
| 8 Consider training programs for “green collar” jobs in this emerging sector of the economy. | | X | | Economic Development Committee | State Employment Office | MOED |

MOED—Mayor’s Office of Employment Development

CHAT--Cheraton-Hillview-Terra Firma Community Association

CHHTC—Cherry Hill Homes Tenant Council

VII. Physical Development

Land use and zoning are important tools for determining the physical layout and uses that will exist in the future. As the eastside of the city waterfront has filled up with development, people are looking to the Middle Branch waterfront as the next frontier for new houses, businesses, jobs, and recreational opportunities. Providing adequate infrastructure and transportation to and from the community are important steps to help with the redevelopment of the neighborhood. Cherry Hill has an opportunity to help shape how this new development will both strengthen and change the character of the neighborhood.

Because of the importance of community involvement in any physical development that comes to Cherry Hill, the community has formed the Cherry Hill Community Coalition (CHCC) to monitor this plan, negotiate with developers and agencies with one voice, and ensure that Cherry Hill is well represented on any City committees or commissions whose work directly affects Cherry Hill.

Land Use

Cherry Hill is a mostly residential area with apartment complexes, detached houses, rowhouses, and public housing projects. Some of the public housing has been demolished leaving large tracts of land in the middle of the community that could be redeveloped in the future. In the midst of Cherry Hill is a shopping center and on the fringes are industry and the Middle Branch Park. Buses serve the neighborhood as does a Light Rail stop. Cherry Hill Road leads to Waterview Avenue and could eventually connect with the new development proposed for Westport. Access to Interstate highways and downtown Baltimore is facilitated by the Light Rail system and Hanover Street.

Reedbird Park is a large recreational amenity for the residents, as is the Middle Branch Park. As Middle Branch is developed it should provide convenient access to Cherry Hill and the desires of Cherry Hill residents should be incorporated into any plans for the Middle Branch area.

The neighborhood is also served by four schools, fourteen churches, the Family Health Center, and numerous social services programs. Access to the Middle Branch and to the Light Rail stop is important for those who live and work in Cherry Hill. The Middle Branch Plan lays out a framework and guidelines for any development along the Middle Branch, which includes Cherry Hill. These principles are shared with those in the Cherry Hill Master Plan.

Zoning

Currently, most of Cherry Hill is zoned residential. The Cherry Hill Shopping Center has a mixed-use zoning that allows for businesses and residences. Along Potee and Hanover Streets, across from Harbor Hospital, the zoning remains industrial, as it does along Cherry Hill Road near the Light Rail stop. Because industry is not as viable as it once was in this part of the City, consideration should be given to rezoning some or all of these properties to better serve the community. A property should only be supported for rezoning once a plan for its redevelopment has been supported by the community.

Cherry Hill Master Plan

The Middle Branch and Waterview Urban Renewal Ordinances, legal documents that can change or modify existing zoning and land use, will call for some zoning changes on the periphery of Cherry Hill, particularly along Hanover Street and Cherry Hill Road near the intersection of Waterview Avenue. The Cherry Hill Master Plan recommendations lay the groundwork for any changes to these two plans.

The Waterview Urban Renewal Ordinance was designed years ago to encourage industrial development and jobs in Cherry Hill. Changes to this plan should address the changing character of Cherry Hill and should be guided by the recommendations in the Cherry Hill Master Plan.

The maps following this introduction show the existing land uses and zoning, as well as the boundaries of the Middle Branch plan.

Community Benefits Agreements

The Cherry Hill Community Coalition may pursue the use of agreements between a developer and the community referred to in other jurisdictions as “Community Benefits Agreements” (CBAs) whereby a developer agrees to improvements beneficial to the neighborhood. While such private agreements are beyond the scope of the Planning Commission’s formal approval process, the Commission recognizes that CBAs can be an important tool for implementing the recommendations of the Cherry Hill Master Plan, subject to all City development policies, laws, and regulations. Further information about CBAs is found in Appendix B.

Infrastructure

Reedbird Park was constructed on a former landfill and is subject to flooding. Some of the lower-lying areas of the community have experienced sinking of the roadways and impacts on storm drains. A complete analysis of the conditions of the current infrastructure should be undertaken with a plan for upgrading roads, storm drains, lights, and other infrastructure components. This will benefit the existing residents and also provide a solid foundation for any new development.

Parks and Open Space

Reedbird Park is a major facility that serves Cherry Hill, as are the grounds of the local schools and the Gwynns Falls Trail. Reedbird Park has not lived up to its potential. Though the Aquatic Center is an important amenity in the park, the ballfields and other areas need to be upgraded to better serve Cherry Hill and the surrounding area. While some new facilities would be desirable, enhancing existing facilities and programs is the first priority.

The Rowing Club is a major facility on the waterfront. It could better serve the residents of Cherry Hill. Any expansion of the Rowing Club must not infringe on community use and access to the Middle Branch and must enhance recreational activities and access to the water.

Cherry Hill Master Plan

Environmental Quality, Beautification and Sanitation

Preserving and improving the environmental quality of the water and the green spaces, as well as ensuring that development projects include significant amounts of landscaping, are important for a good quality of life. Strategies for sanitation and beautification, including supporting the “Tree Baltimore” program, are important components of the physical environment in Cherry Hill.



*Baltimore Rowing Club and
Cherry Hill Splash Park*



Cherry Hill Master Plan

Physical Development Work Plan

#1 Goal: Analyze zoning of all areas that are currently used for anything other than housing

| Action | 1-2 yrs | 2-5 yrs | 5+ yrs | Lead | Resources needed | Partners |
|--|---------|---------|--------|---------------------------------|------------------|--|
| 1 Create a Physical Development Committee (PDC) of the Cherry Hill Community Coalition (CHCC). | X | | | Cherry Hill Community Coalition | | |
| 2 Develop a Transit-Oriented Development (TOD) plan for the industrially zoned land adjacent to the Light Rail stop. Recommend rezoning for mixed uses (business, housing, office) that are compatible with the existing community. Appropriate height limits should be put in place. Ensure significant employment opportunities for current Cherry Hill residents. | X | | | Physical Development Committee | | Planning; HCD; BDC; Cherry Hill Development Corporation; Cherry Hill Trust |
| 3 Study current zoning and consider rezoning the industrially zoned area along Hanover Street for uses that will serve the Cherry Hill community. | | X | | Physical Development Committee | | Cherry Hill Community Coalition (CHCC); Planning |
| 4 Conduct workshops on zoning and land use. | X | | | Physical Development Committee | | Planning |
| 5 Advocate for establishing a retail window at the Post Office facility on Cherry Hill Road. | | X | | Cherry Hill Community Coalition | | Cherry Hill Trust; PDC |

BDC—Baltimore Development Corporation HCD—Housing & Community Development

Cherry Hill Master Plan

Goal #2: Inventory and develop a plan for upgrading community infrastructure

| Action | 1-2 yrs | 2-5 yrs | 5+ yrs | Lead | Resources needed | Partners |
|--|---------|---------|--------|--------------------------------|----------------------------------|---|
| 1 Conduct a comprehensive analysis of the existing infrastructure—roads, storm drains, lighting, etc. | X | | | Physical Development Committee | DPW; DOT; Rec. & Parks | Cherry Hill Community Coalition |
| 2 Budget funding for infrastructure improvements based on the infrastructure study. | | X | X | Physical Development Committee | DPW; DOT; Rec. & Parks; Planning | Cherry Hill Community Coalition; Planning |
| 3 Meet with Harbor Hospital to talk about road conditions and the upkeep of the strip of the Gwynns Falls Trail that is adjoining their property. Meet with Rec. and Parks about trail upkeep. | X | | | Physical Development Committee | | DOT; Planning; Rec. & Parks |

DPW—Dept. of Public Works DOT—Dept. of Transportation



Cherry Hill Master Plan

Goal #3: Upgrade, enhance, maintain, and promote parks, recreation, and public open space.

| Action | 1-2 yrs | 2-5 yrs | 5+ yrs | Lead | Resources needed | Partners |
|--|-----------|---------|--------|--------------------------------------|------------------|--|
| 1 Do an immediate assessment of possible toxins in Reedbird Park and other local parks. | X | | | Health Committee | | Dept. of Health ; Rec & Parks; MD. Dept. of the Environment |
| 2 Clean up the former landfill and relocate DPW trucks out of the area. | | X | | Physical Development Committee (PDC) | | DPW |
| 3 Renovate Reedbird Park to correct drainage problems, reduce flooding. Renovate playing fields for soccer, baseball, football. Improve signage and add or maintain drinking fountains during the first 1-2 years. | X | | X | PDC | Rec. & Parks | Physical Development Committee; Parks and People |
| 4 Install adequate and attractive signage to identify park areas. | X | | | PDC | | Rec. and Parks |
| 5 Inventory all of the recreation facilities at the local schools. | X | | | PDC | | Youth Committee; Local sports programs; Balto. City Public School System |
| 6 Upgrade the athletic facilities at Southside Academy (School 180) to include adding an oval running track. Consider adding bleachers for sporting events. | | X | X | PDC | | BCPSS; Youth Committee; Local sports programs; Planning |
| 7 Improve handicap accessibility to the swimming pools. | X | | | PDC | | Rec. & Parks |
| 8 Educate community members about functions, programs, and requirements for membership in the Rowing Club. | ←Ongoing→ | | | PDC | | Rec. & Parks; Rowing Club |

Cherry Hill Master Plan

| Action | 1-2 yrs | 2-5 yrs | 5+ yrs | Lead | Resources needed | Partners |
|---|-------------|---------|--------|--|------------------------|---|
| 9 Promote the use of the Rowing Club & provide special programs for youth. | X | | | PDC | | Rowing Club; Rec. & Parks; Youth Comm. |
| 10 Ensure that any expansion of the Rowing Club must not infringe on community use and access to Middle Branch and must enhance recreational activities and access to the water (Note: Representation on the Middle Branch Advisory Comm. should address this.) | X | | | PDC | | Rowing Club; Rec. & Parks |
| 11 Study potential uses for vacant open spaces in the Cherry Hill community. | | X | | PDC | | Rec. & Parks; Planning |
| 12 Evaluate recreation facilities in Cherry Hill Park and explore potential for consolidation into a single recreation complex. | | X | | PDC | | Rec. & Parks, Planning, HABC, Police |
| 13 Encourage small greening projects along main streets and provide maintenance from the sponsoring organization. | ← Ongoing → | | | PDC | | Private greening projects, not park expansion |
| 14 Maintain existing and new facilities, including tennis courts. | ← Ongoing → | | | PDC | | Rec. & Parks |
| 15 Improve access to and information about existing programs. | ← Ongoing → | | | PDC | Funding and volunteers | Rec. & Parks; Recreation Council |
| 16 Establish a “Friends of Cherry Hill Parks” group or participate in the “Friends of the Middle Branch” to ensure adequate park upkeep. | X | | | Baltimore Education and Cultural Institution | | Rec. & Parks |

Cherry Hill Master Plan

Goal #4: Create an ongoing sanitation, beautification, and maintenance program for all of Cherry Hill

| Action | 1-2 yrs | 2-5 yrs | 5+ yrs | Lead | Resources needed | Partners |
|--|---------|---------|--------|--------------------------------|----------------------|--|
| 1 Create a plan for the public and private sectors to cooperate in community and property maintenance. | X | | | Physical Development Committee | | |
| 2 Create a publicity campaign to keep the community clean. | | X | | PDC | Marketing assistance | MTA; BGE: Harbor Hospital; Catholic Charities; large property owners; businesses; schools; DPW |
| 3 Provide additional bus shelters, trash receptacles, and cleaning equipment and vehicles. | | X | | PDC | | DPW; MTA |
| 4 Investigate the progress for grant awarded for improvement of the Light Rail area lighting and landscaping (Gateway project in 2400 block of Terra Firma). | X | | | PDC | Grant dollars | Funders; Planning; Cheraton, Hillview, Terra Firma Association |

Goal #5: Create mechanisms to protect the interests of the Cherry Hill community related to future development. One such tool could be a community benefits agreement created by the community and a developer and recognized by the Planning Commission.

| Action | 1-2 yrs | 2-5 yrs | 5+ yrs | Lead | Resources needed | Partners |
|---|-------------|---------|--------|---------------------------------|------------------|----------|
| 1 Maximize public participation with regard to the review of development proposals that come before the Planning Commission by encouraging developers to meet with and discuss their plans with the community prior to Commission review. | ← Ongoing → | | | Cherry Hill Community Coalition | | |

Cherry Hill Master Plan

| Action | 1-2 yrs | 2-5 yrs | 5+ yrs | Lead | Resources needed | Partners |
|---|-------------|---------|--------|---------------------------------|---|----------------------------------|
| 2 Maximize the benefits to the surrounding neighborhood of a development proposal and minimize any adverse impacts by encouraging developers to consider community requests/input with regard to their projects prior to Commission review. | ← Ongoing → | | | Cherry Hill Community Coalition | | |
| 3 Maximize the benefits to the surrounding neighborhood of a development proposal and minimize any adverse impacts by encouraging developers to assess the environmental and economic impact of their projects on the community and delineate solutions to mitigate any potentially negative effects. | ← Ongoing → | | | Cherry Hill Community Coalition | | |
| 4 Conduct a community preference survey to determine the desires of the residents of the community. | X | | | Cherry Hill Community Coalition | Baltimore Regional Env. Justice Project (BREJP) | Economic Development Committee |
| 5 Build an effective coalition representative of all community organizations, churches, businesses and agencies in Cherry Hill that will negotiate all future agreements with developers for the community of Cherry Hill. | X | | | Cherry Hill Community Coalition | Baltimore Regional Env. Justice Project (BREJP) | All organizations in Cherry Hill |
| 6 Research all regulatory agency requirements for Baltimore City as they would apply to all future development in Cherry Hill. | X | | | Cherry Hill Community Coalition | (BREJP); Univ. of MD School of Law—Community Justice Clinic | Planning |
| 7 Elect representatives to serve on all committees and advisory boards created to implement and manage the Middle Branch plan. | ← Ongoing → | | | Cherry Hill Community Coalition | | |

VIII. Transportation

The major streets running through the community are Cherry Hill and Round Roads. Vehicular access is from Hanover Street and Waterview Avenue. Cherry Hill is served by buses and a Light Rail stop, as well as the Gwynns Falls Trail, which runs along the periphery adjacent to Harbor Hospital. Residents would like to see better connections and service for the train, the buses, and bicycles.



Because of its geographic shape, Cherry Hill is somewhat isolated physically from other parts of the City. Cherry Hill and Round Roads are the main access roads that traverse the neighborhood. Residents would like to be better connected to adjacent areas and to downtown. Any improvements to the two main corridors through the community will be welcome.

Problems with transit scheduling and the bus routes through Cherry Hill must be addressed. One structural issue is poor coordination between the Light Rail, bus, and shuttle services. One example is that buses begin running at 5:00 a.m. but the Light Rail system does not start operating until 6:00 a.m. Handicap access to buses is limited and should be evaluated to provide consistent, reliable and workable accessible service for those who have special needs.

A thorough review of transit service to Cherry Hill is an important priority for community residents, especially those who depend on transit to get to and from their jobs. A large percentage of Cherry Hill residents depend on public transportation to facilitate their livelihood and a more reliable 24-hour public transportation system is critical.

One of the major priorities for residents of Cherry Hill is safety and security at the Light Rail stop and at bus stops.

Cherry Hill Master Plan

Goal #1: Improve transportation in and through Cherry Hill

| Action | 1-2 yrs | 2-5 yrs | 5+ yrs | Lead | Resources needed | Partners |
|--|---------|---------|--------|--|------------------|-----------------------------------|
| 1 Consider establishing a separate Transportation Subcommittee, which includes Cherry Hill and Westport residents. | X | | | Cherry Hill Community Coalition (CHCC) | | Westport Community Leaders |
| 2 Evaluate the routes, accessibility, frequency, and reliability of MTA buses. Provide 24-hour bus service. | | X | | Cherry Hill Community Coalition (CHCC) | | MTA; organizations in Cherry Hill |
| 3 Consider instituting a shuttle bus service that links the Hamburg Street, Westport, Cherry Hill, and Patapsco Light Rail stops. | X | | | Cherry Hill Community Coalition (CHCC) | | MTA; DOT; Planning |
| 4 Study the feasibility of relocating or adding another Light Rail stop closer to the heart of Cherry Hill. | | X | | Cherry Hill Community Coalition (CHCC) | | MTA; DOT; Planning |
| 4 Study the feasibility of adding another MARC train station near Cherry Hill or Westport. | | | X | Cherry Hill Community Coalition (CHCC) | | MTA; DOT; Planning |
| 6 Study the desirability of rerouting Cherry Hill Road to connect with a new "main street" through the waterfront project in Westport. | X | | | Cherry Hill Community Coalition (CHCC) | | Planning; DOT |

Cherry Hill Master Plan

Goal #2: Improve safety and security at all public transportation facilities

| Action | 1-2 yrs | 2-5 yrs | 5+ yrs | Lead | Resources needed | Partners |
|---|---------|---------|--------|--|------------------|----------|
| 1 Identify all sites where additional services are needed, such as: <ul style="list-style-type: none"> • Lighting • Enclosed shelters • Cameras • Emergency call buttons • Benches [See PD, Goal 2 (2.6)]. | X | | | Cherry Hill Community Coalition (CHCC) | | DOT |
| 2 Initiate a plan to redesign the Light Rail stop to Improve accessibility and safety. | | X | | Cherry Hill Community Coalition (CHCC) | | MTA |
| 3 Improve lighting and maintenance of equipment on the buses and at the Light Rail stop. | | X | | Cherry Hill Community Coalition (CHCC) | | MTA |



*Light Rail Stop,
Cherry Hill*

IX. Historic Preservation

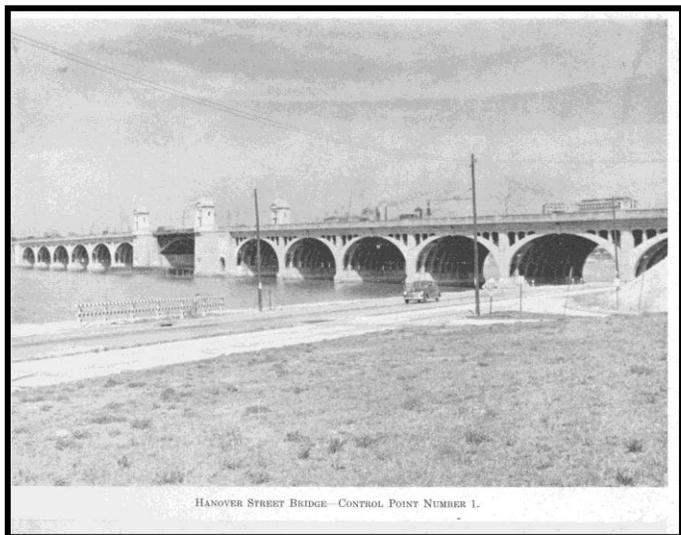
Potential Historic Designation:

Cherry Hill has rich history. A thorough study should be done to determine if Cherry Hill as a whole meets the criteria for historic district designation. The criteria for Baltimore City local historic district designation are listed in Appendix C of this plan.

In addition to consideration as an historic district, certain buildings could be considered for Landmark Designation. These include churches and residences. CHAP staff will recommend some eligible sites and discuss these and other suggestions with the community as part of the study of historic designation.

Other Historic Preservation Recommendations:

Cherry Hill's history has had an important role in Baltimore's development. There have been several efforts to chronicle the history of Cherry Hill, including an extensive oral history project and history conducted by Loyola College professor John R. Breihan. The Master Plan recommends that the community celebrate their history with interpretive signage, displays, and brochures. Exhibits can be displayed in churches, community centers, schools, and the Cherry Hill shopping center.



The Murphy Family Home

Cherry Hill Master Plan

Goal #1: Recognize and celebrate the rich history of Cherry Hill

| Action | 1-2 yrs | 2-5 yrs | 5+ yrs | Lead | Resources needed | Partners |
|--|---------|---------|--------|--|------------------|--|
| 1 Initiate the process of designating Cherry Hill as an historic district and studying the possibilities for additional landmark sites. | X | | | Cherry Hill Development Corp. | | CHAP; All organizations in CH |
| 2 Conduct information sessions on historic designation— definitions, rules and regulations. | X | | | Cherry Hill Development Corp. | | CHAP; All organizations in CH |
| 3 Local residents should make suggestions about sites that might have significant history. CHAP staff will then evaluate them to see if they meet local landmark criteria. | X | | | Cherry Hill Development Corp. | | CHAP; All organizations in CH |
| 4 The community should celebrate its history with interpretive signage, displays, and brochures. Exhibits could be displayed in churches, community centers, schools, and the Cherry Hill Shopping Center. | | X | | Cherry Hill Trust/CH Development Corp. | | CHAP; Town Center; CH Homes Tenant Council |

CHAP—Commission for Historical and Architectural Preservation

IX. Housing

Background

The number of housing units in Cherry Hill has been dramatically reduced by the demolition of hundreds of public housing units in recent years. Large sites remain vacant as hundreds of residents were relocated.

The percentage of non-public vacant housing units increased from .89% in 2001 to 2.71% in 2004. This was below the City average of 7.08% and accounted for approximately 27 vacant or abandoned properties out of a total of 996 non-public-housing units in the neighborhood.

Housing investment in Cherry Hill has been low in recent years. While the percentage of rehabilitated residential properties (over \$5,000 in investment) in Baltimore has steadily increased (2.56% in 2005 compared to 1.25% in 2001), investment activity in Cherry Hill decreased from .6% in 2001 to .2% in 2004.

Home ownership rates have steadily decreased across Baltimore, including in Cherry Hill, in recent years. While Cherry Hill has had a higher rate of ownership than the City average of 61.72%, the area declined from a 74.49% rate in 2000 to 66.55% in 2005, representing a 7.94% decrease in five years. Clearly there are opportunities for increased home ownership in the neighborhood.

Home prices in the neighborhood have remained consistently low in recent years (\$62,000 in 2005) in the midst of significant appreciation of the City's housing stock. In spite of relatively low housing prices, affordability remains a problem in the neighborhood. In 2004,

46.24% of owner-occupied households spent more than 30% of their income for mortgage costs. Similarly, 42.24% of renters spent 30% or more of household income in housing costs. At the same time, rental evictions have been on the rise in Cherry Hill (21.92 per 1,000 people in 2004) compared to a fairly steady city average rate of 12.73 per 1,000 people.

Low household incomes and the resulting decrease in affordable housing in the neighborhood reveal issues that must be addressed to achieve neighborhood stabilization. (See Appendix D for a discussion of Cherry Hill's place in the City's Housing Typology.) In order to provide benefits to existing residents as development interest in the Middle Branch increases, Cherry Hill needs to seize opportunities to create added stability within the neighborhood's housing market with targeted housing programs that encourage ownership, investment, and increased affordability. Low levels of both rehabilitation investment and housing affordability, accompanied by a consistent presence of vacant housing units, require both community and City housing initiatives that anticipate the changing market in the Middle Branch area.

Source: Vital Signs IV, Baltimore Neighborhood Indicators Alliance, University of Baltimore, and the Jacob France Institute.

Cherry Hill Master Plan

Housing Work Plan

Goal # 1: Create affordable homeownership and rental opportunities

| Action | 1-2 yrs | 2-5 yrs | 5+ yrs | Lead | Resources Needed | Partners |
|---|---------|---------|--------|----------------------------------|---|-------------------------------------|
| 1 Study the feasibility of redevelopment of Fisher's Cove, including the possibility of mixed-income housing. Ensure that new development has a significant percentage of affordable housing for low-income residents. | X | | | Cherry Hill Homes Tenant Council | Housing Consultant; funding; technical support; design contractor; HABC | CHDC; Cherry Hill Housing Committee |
| 2 Study the feasibility of redevelopment of C. K. Anderson and other former public housing property. Get community buy-in for redevelopment plan. Ensure that new development has a significant percentage of affordable housing for low-income residents. | X | | | Cherry Hill Homes Tenant Council | Housing Consultant; funding; technical support; design contractor; HABC | CHDC; Housing Committee |
| 3 Continue dialogue with MD Management and the State of Maryland about future of the properties MD Management owns to ensure they remain affordable to very low-income residents, including those who were displaced by HABC's demolition and modernization activities. | X | | | Housing Committee | Housing Consultant; funding; technical support; HCD; MD State DHCD | CHDC; Cherry Hill Trust |
| 4 Explore other ways to create affordable homeownership and rental opportunities via HABC, HCD, CHDC, CHTC, other CDC's, etc. | X | | | Housing Committee | Housing Consultant; funding; technical support; design contractor; HABC | CHDC; CHCC |
| 5 Replace public housing units lost as a result of demolition activity by HABC to the maximum extent feasible. | | | X | Housing Committee | Housing Consultant; funding; technical support; | HABC |

Cherry Hill Master Plan

| Action | 1 -2 yrs | 2-5 yrs | 5+ yrs | Lead | Resources Needed | Partners |
|---|-------------|---------|--------|-------------------|--|--|
| 6 Develop relationships with other developers and CDC's to get the best deal for community residents who want to become homeowners. | | | X | CHDC | Housing Consultant; funding; technical support; HABC | CHCC |
| 7 Investigate land banking/land trust. | | | X | Housing Committee | HCD | First time homebuyers; CHCC |
| 8 Develop homeownership counseling programs and credit repair clinics. | | | X | Housing Committee | HCD | First time homebuyers; Cherry Hill Trust |
| 9 Investigate two sites for construction of additional senior housing. | X | | | Housing Committee | | |
| 10 Include internet wiring in new housing financed by the public. | ← Ongoing → | | | Housing Committee | | |

CHDC—Cherry Hill Development Corporation CHCC—Cherry Hill Community Coalition



Housing, Cherry Hill



Cherry Hill Master Plan

Goal# 2: Upgrade existing housing units

| Action | 1-2 yrs | 2-5 yrs | 5+ yrs | Lead | Resources Needed | Partners |
|---|-----------|---------|--------|-------------------|--|--|
| 1 Inventory and locate owners of all vacant properties for the purpose of addressing code enforcement issues. Update the list annually. | ←Ongoing→ | | | Housing Committee | Acquisition rights; contractors; weatherization grants | CHDC; Public Safety Comm; UM Law School; CHHTC; Habitat for Humanity; Loading Dock; City of Baltimore; Echo; St. Ambrose |
| 2 Develop a strategy and implementation plan for nuisance abatement/general upkeep. | ←Ongoing→ | | | Housing Committee | Acquisition rights; contractor; weatherization grants; | CHDC; UM Law School; CH Homes; Habitat for Humanity; Loading Dock; City of Baltimore; Echo; St. Ambrose |
| 3 Study the feasibility of installing playgrounds in existing and new rental housing. | ←Ongoing→ | | | Housing Committee | | Rec. & Parks; Housing developers; HABC |
| 4 If permitted by funding sources, HABC should open up programs for non-Housing Authority residents. | ←Ongoing→ | | | Housing Committee | Funding | HABC; Social Services providers |

CHHTC—Cherry Hill Homes Tenant Council



Housing, Cherry Hill

Cherry Hill Master Plan

Goal #3: Promote the value of living in Cherry Hill

| Action | 1-2 yrs | 2-5 yrs | 5+ yrs | Lead | Resources Needed | Partners |
|---|---------|---------|--------|---|--|---|
| 1 Develop a public relations campaign to promote Cherry Hill. | | X | | Cherry Hill Community Coalition | PR plan; community newsletter; website; marketing plan | Cherry Hill Trust; CH Homes Tenants Council; CHDC; CH Town Center; SDCAC; Cherrydale Tenants Assoc. |
| 2 Create an active list of private home re-sales. | X | | | Housing Committee | Community Newsletter; website; bulletin board | HCD |
| 3 Install and maintain a bulletin board in Town Center. | X | | | Housing Committee | | Town Center Management |
| 4 Create, maintain, and publicize a community website. | X | | | Cherry Hill Trust; Public Relations Committee | Funds; domain | All groups in Cherry Hill |
| 5 Create, maintain, and publicize a community newsletter. | | X | | Public Relations Committee | Funds; printing capability | Local HS; local businesses |

IX. Health

Background

Cherry Hill is a federally designated medically underserved area (MUA), based upon the ratio of primary health care providers per 1,000 residents, the high infant mortality rate, the percentage of people living under the federal poverty level, and the percentage of people over the age of 65 years. Cherry Hill is also a federally designated health professional shortage area (HPSA), based on excessive use of the emergency room as a source of routine care, the high percentage of people living below the federal poverty level, and the ratio of primary care doctors to population.

In 2004, 66.5% of children were born to neighborhood mothers who received early prenatal care in contrast to the City average of 74.3%. Similarly, the percentage of babies delivered at term (82.7%) to Cherry Hill mothers in 2000 was among the lowest of Baltimore neighborhoods (BNIA consolidated statistical areas) and below the City average of 85.7%. Cherry Hill's Infant Mortality Rate (23.4 per 1,000 live births from 2000-04) was almost twice as high as the City's (12), and almost three times as high as the State's (8). (Data source: Vital Statistics Administration).

Health information available at the zip code level (21225) reflects the need for greater use of health prevention and health education resources. Health disparities in the areas of infant mortality, HIV/AIDS, obesity, asthma, diabetes, teen age pregnancy, dental caries, violence, tobacco, and substance abuse persist. The number of people diagnosed with vaccine-preventable diseases (including the flu) increased substantially over the past five years to 15.12 per 10,000 people in 2004 from 12.97 in 2000. Similarly, the number of children 17 years old or younger hospitalized with asthma increased substantially during that time period to 75 incidents in 2004, up from 41 in 2000. Statistics on mortality rates from 2000-04 show that 65% of deaths among those within the 15-24 age group were from homicide. In the 25-44 year group, the leading cause of death was HIV/AIDS; this was the third leading cause of death in the 45-64 age group. The percentage of non-emergency-related visits to the emergency room increased to 15.12 per 10,000 people in 2004 from 12.97 in 2000. Substance abuse is also a major community problem. Two treatment programs currently operate in Cherry Hill. Flu shots, nutrition, dental care, oral hygiene, family planning, regular check ups, and exercise are among the preventive measures that will improve health indices in Cherry Hill.

At a time when health care costs are escalating, 91.8% of Cherry Hill families have earnings below the Maryland Self Sufficiency Wage Standard and the unemployment rate in 2000 was 18.15%, among the highest in Baltimore City. Although a statistical projection of the number of uninsured people living in Cherry Hill and surrounding communities is unavailable, there is a direct correlation between income and the uninsured. There is also an inverse correlation between access to health care and high poverty, highlighting the need for uninsured adults to have access to deep discounts that make health care services affordable.

Cherry Hill Master Plan

Due to its designations as both an MUA and a HPSA, Cherry Hill is home to a federally qualified health center (Family Health Centers of Baltimore). Cherry Hill also has within its geographic boundaries a community hospital that is within walking distance of residential areas; Harbor Hospital is a full-service community hospital affiliated with MedStar. While the Health Department does not have permanent facilities in Cherry Hill, major BCHD programs operate city-wide and various mobile services are employed in response to need. For examples, the Needle Exchange Program operates from a mobile facility in Cherry Hill; the Sexually Transmitted Disease program comes into any area where an STD outbreak occurs; the Maternal and Infant Nursing program is, in its essence, a home-visiting program; the juvenile violence diversion program, Operation Safe Kids, operates city-wide in response to referrals by the Department of Juvenile Services (DJS). The program director notes that referrals from DJS counselors for Cherry Hill youths are rare, owing to DJS resource limitations and Cherry Hill's relative remoteness in the city. The Lead Poisoning Prevention and Lead Abatement Programs serve Cherry Hill. Services for the elderly include a Personal Care program and Adult Evaluation and Review Services (AERS helps determine independent-living needs of elderly persons). Other health-related neighborhood-based programs include a methadone treatment center, the South Baltimore Pharmacy, and programs implemented through local religious organizations. For people who do use the hospital and federally qualified health center resources, health outcomes are good. For example, high risk women who get their prenatal care from the Family Health Centers experience excellent birth outcomes, despite the high infant mortality rate that is pervasive in Cherry Hill.

Although the community has a hospital, a federally qualified health center, and other direct health services, residents are not aware of the multiplicity of services that are available. This is one reason that so many people inappropriately seek care at the hospital emergency room. Just as health promotion in past decades educated the public about high blood pressure being a silent killer, 21st century health-promotion messages are needed within Cherry Hill. The pitfalls of excessive use of the emergency room as a source of routine health care, the direct association between broken and missed appointments with the financial demise of community based health services, and the dangers of failure to comply with doctor's instructions or proper administration of pharmaceuticals are 21st century messages that need to be targeted specifically at medically needy people in Cherry Hill. Because Federally Qualified Health Center (FQHC) reimbursement rates disallow marketing as an expense, there are very limited resources to promote community services or the efficacy of available services. All of these trends underscore the need for increased funding to offer and promote health care services, offer free and discounted services based on family size and income, increase resident use of available health care resources, and provide additional medical services in Cherry Hill. Land use planning should consider expanding the number of neighborhood health facilities to provide direct health care services, including physicians, dentists, and mental health resources.

Under-utilization of existing community-based services is a problem that can be approached through service coordination between the Baltimore City Health Department and Cherry Hill's health resources. A community health needs assessment should be conducted to analyze the gaps in services and to identify how those service gaps can best be filled as well as sustained. Emphasis should be placed on assuring the full continuum

Cherry Hill Master Plan

of health care delivery within Cherry Hill and its contiguous neighborhoods. Special attention should be devoted to sustain the financial stability and maximize use of health services that are currently available. Unfortunately, residents are not taking optimal advantage of all that is available. Thus, Cherry Hill will not have a real system of care until existing services are better coordinated and better promoted.

Source: Vital Signs IV, Baltimore Neighborhood Indicators Alliance, University of Baltimore, and the Jacob France Institute



Cherry Hill Master Plan

Health Work Plan

Goal #1: Coordinate, integrate and enhance health resources to take advantage of economies of scale.

| Action | 1-2 yrs | 2-5 yrs | 5+ yrs | Lead | Resources needed | Partners |
|--|-------------|---------|--------|------------------|--|--|
| 1 Strengthen and expand health services and collaboration between the Health Department, Harbor Hospital, and the Family Health Centers. | ← Ongoing → | | | Health Committee | Health promotion, financial, and marketing resources | Family Health Center; Health Dept.; Harbor Hospital |
| 2 Conduct a needs assessment of Cherry Hill and contiguous communities. | X | | | Health Committee | Funding and research expertise | City Health Dept.; Family Health Center; Harbor Hospital |

Goal #2: Promote the use of the community health center – Family Health Centers of Baltimore (FHCB)

| Action | 1-2 yrs | 2-5 yrs | 5+ yrs | Lead | Resources needed | Partners |
|---|-------------|---------|--------|------------------------------|----------------------------|---|
| 1 Understand and promote all services offered at the Family Health Centers of Baltimore. | ← Ongoing → | | | Family Health Centers (FHCB) | Health promotion resources | BCPSS; Head Start; all community organizations |
| 2 Connect the ex-offender population with affordable healthcare. | ← Ongoing → | | | FHCB | | C-SAFE agents |
| 4 Identify and obtain transportation resources. | X | X | | FHCB | Private and public funding | Harbor Hospital; City Health Dept. |
| 5 Provide incentives (e.g., giveaways and sliding fees) to promote the use of preventative health services. | ← Ongoing → | | | Family Health Center | | Harbor Hospital; BCHD; foundations; Community-based organizations |

Cherry Hill Master Plan

Goal #3: Obtain comprehensive community hospital services

| Action | 1-2 yrs | 2-5 yrs | 5+ yrs | Lead | Resources needed | Partners |
|--|-------------|---------|--------|------------------|---|---|
| 1 Work with Harbor Hospital and FHCB to identify services that are optimally used by the Cherry Hill community. Identify service gaps and develop action steps to close the gaps. | X | | | Health Committee | Needs assessment | FHCB; Harbor Hospital; BCHD; foundations; community-based organizations |
| 2 Maintain on-going dialogue with Harbor Hospital regarding health trends and preventive maintenance. | ← Ongoing → | | | Health Committee | Coordinating council of community-based resources (e.g., Dept. of Health & Mental Hygiene, BCHD, Cherry Hill Trust) | FHCB; Harbor Hospital; BCHD; foundations; community-based organizations |
| 3 The FHCB and HHC should work together to coordinate a wide range of preventative services (e.g., dental, mental health, weight management, smoking cessation, and prenatal care services). | ← Ongoing → | | | Health Committee | Coordinating council of community-based resources (e.g., Dept. of Health & Mental Hygiene, BCHD, Cherry Hill Trust) | FHCB; Harbor Hospital; BCHD; foundations; community-based organizations |

FHCB—Family Health Centers of Baltimore

BCHD—Baltimore City Health Department

Cherry Hill Master Plan

Goal #4: Create better marketing of services/educational opportunities available through various sources

| Action | 1-2 | 2-5 | 5+ | Lead | Resources needed | Partners |
|--|-----------|-----|-----|------------------------------------|--|---|
| | yrs | yrs | yrs | | | |
| 1 Share information about health education/screenings/fairs at every meeting. | ←Ongoing→ | | | Health Committee | Needs assessment | Harbor Hospital; South Baltimore Pharmacy; Family Health Centers; Senior Center |
| 2 Educate residents about the consequences of missing medical appointments. | ←Ongoing→ | | | Health Committee | Program prevention services; health promotion campaign | |
| 3 Forge a relationship with the Cherry Hill Ministerial Alliance to get health information out through community churches. | ←Ongoing→ | | | Cherry Hill Ministerial Alliance | Needs assessment | CHCC; FHCB; BCHD; Harbor Hospital; foundations; community organizations; Ministerial Alliance |
| 4 Meet with Town Center management to explore the possibility of using the marquee to publicize health events. | X | | | Town Center Management | Program prevention services; health promotion campaign | CHCC; FHCB; BCHD; Harbor Hospital; foundations; community organizations; Ministerial Alliance |
| 5 Investigate funding sources for the development of a community health newsletter. | | | X | Family Health Centers of Baltimore | Money to print the newsletter | Health Committee; CHCC |



Ethel Ellison Behavioral Health Center, Cherry Hill

Cherry Hill Master Plan

Goal #5: Develop programs that will help to prevent chronic conditions (e.g., diabetes, obesity, hypertension), prevent cardiovascular diseases and dental problems, and encourage good health practices

| Action | 1-2 yrs | 2-5 yrs | 5+ yrs | Lead | Resources needed | Partners |
|--|-------------|---------|--------|---|---|---|
| 1 Develop a partnership with the Baltimore City Health Department to address health disparities in Cherry Hill. | ← Ongoing → | | | Health Committee | Health indices; special health grants. | Baltimore City Health Dept (BCHD); HANDLS |
| 2 Develop partnerships with health care professionals that will provide discounted services and free screenings routinely. | X | | | Health Committee | FHCB; BCHD; Harbor Hospital; foundations; community organizations; Ministerial Alliance | Parish Nurses; Harbor Hospital; Ministerial Alliance; UMB Medical School; Red Cross; American Diabetes Association; Heart Association; BCHD |
| 3 Expand school-based clinics to make sure preventive health services are also available to young people who frequent the clinics. | ← Ongoing → | | | Children's Adolescent Health Advocacy Project (CAHAP) | School principals | CHCC; BCPSS; BCHD; community schools. |
| 4 Institute preventative programs for smoking cessation, weight management, substance abuse, HIV/AIDS. | | X | | Health Committee | | Harbor Hospital; Ministerial Alliance; UMB Medical School; Red Cross; American Diabetes Association; Heart Association; BCHD |

BCHD—Baltimore City Health Department

BCPSS—Baltimore City Public School System

Cherry Hill Master Plan

Goal #6: Promote health and fitness for area residents

| Action | 1-2 yrs | 2-5 yrs | 5+ yrs | Lead | Resources needed | Partners |
|--|-------------|---------|--------|------------------|---------------------------|---|
| 1 Promote walking clubs and use of the Gwynns Falls Trail. | ← Ongoing → | | | Health Committee | | FHCB; BCHD; Harbor Hospital; foundations; community organizations; Ministerial Alliance |
| 2 Promote elderly exercise. | ← Ongoing → | | | Health Committee | Cherry Hill Senior Center | FHCB; BCHD; Harbor Hospital; foundations; community organizations; Ministerial Alliance |



*Gwynns Falls Trail
near Harbor Hospital,*

Cherry Hill Master Plan

Goal #7: Encourage parents to have their children prepared for school by having immunizations and physicals

| Action | 1-2 yrs | 2-5 yrs | 5+ yrs | Lead | Resources needed | Partners |
|--|-------------|-------------|--------|------------------|---|--|
| 1 Work with PTAs/PTOs to set up mentoring/health advocacy relationships over the summer to ensure they are prepared for the beginning of school. | X | ← Ongoing → | | Health Committee | Ministerial Alliance | Head Start & Daycare providers; BCPS; Town Center Manager; PTAs & PTOs; Cherry Hill Learning Zone; BCHD |
| 2 Publicize all free clinics for immunizations and physicals through PTAs/PTOs. | ← Ongoing → | | | Health Committee | FHCB; BCHD; Harbor Hospital; foundations; community organizations; Ministerial Alliance | Head Start & Daycare providers; BCPSS; Town Center Manager; PTAs & PTOs; Cherry Hill Learning Zone; BCHD |
| 3 If feasible, use bulletin boards at Town Center to publicize the children who are in compliance. | ← Ongoing → | | | Health Committee | | Head Start & Daycare providers; BCPS; Town Center Manager; PTAs & PTOs; Cherry Hill Learning Zone; BCHD |

Cherry Hill Master Plan

Goal #8: Treat youth violence as a public health issue

| Action | 1-2 yrs | 2-5 yrs | 5+ yrs | Lead | Resources needed | Partners |
|---|--------------------|---------|--------|----------------------------------|------------------|--|
| 1 Treat violence among youth as a health issue as well as a public safety issue. Work with the Public Safety Committee to develop strategies to reduce violence among youth ages 14-24. | <i>← Ongoing →</i> | | | Health Committee | | Police; Public Safety Comm. |
| 2 Conduct a needs assessment for Cherry Hill Youth. | X | | | Health Committee | | Public Safety Comm.; Youth Comm. |
| 3 Involve the churches in youth violence prevention. | X | | | Cherry Hill Ministerial Alliance | | CHCC; Public Safety Comm.; Health Comm.; Youth Comm. |
| 4 Institute programs that promote mentoring (e.g., Boy Scouts, Girl Scouts, grandparents, business leaders, young parent skills training). (See Youth, Goal 2.1.) | | X | | Health Committee | | Police; Public Safety Comm.; Ministerial Alliance; Youth Comm.; community schools; business owners |
| 5 Provide and promote mental health services for young people. | <i>← Ongoing →</i> | | | Health Committee | | Baltimore Mental Health Systems, Inc. |

X. Public Safety

Background

Cherry Hill is a vibrant and diverse community and maintaining a safe environment is crucial to preserving and improving the neighborhood’s character. Youth are the future of the neighborhood; however, crime continues to threaten their safety and sense of well being. Consistent with citywide trends, crime rates in the neighborhood peaked in 2001 and steadily decreased through 2004, as the following table indicates. While overall crime rates in the area have consistently been below the city average and in the middle range for all neighborhood groups, Cherry Hill’s violent crime rate is relatively high compared to the rest of Baltimore: 27.4 offenses per 1,000 people in 2004 compared to 18.82 citywide, which is also reflected in the following table. A holistic approach to crime prevention, including efforts to eliminate an environment conducive to crime, must address juvenile crime in the neighborhood. The percentage of juvenile arrests where the juvenile has at least one prior offense increased from 61.41% to 67.2% between 2000 and 2004, which was higher than the city average of 65.6%.

| Cherry Hill Crime Rates 2000 – 2004 | | | | | | | | | | |
|--|---|-------------|-------------|-------------|-------------|---|-------------|-------------|-------------|-------------|
| | Crime Rate Part I Criminal Offenses per 1,000 People | | | | | Violent Crime Rate Part I Criminal Offenses Classified as Violent per 1,000 People | | | | |
| Year | 2000 | 2001 | 2002 | 2003 | 2004 | 2000 | 2001 | 2002 | 2003 | 2004 |
| Cherry Hill | 81.16 | 94.99 | 80.90 | 79.33 | 67.46 | 28.31 | 33.66 | 29.49 | 28.58 | 27.4 |
| Baltimore Average | 105.97 | 100.07 | 88.12 | 79.42 | 74.79 | 26.19 | 23.74 | 22.06 | 19.83 | 18.82 |

Source: Vital Signs IV, Baltimore Neighborhood Indicators Alliance, University of Baltimore, and the Jacob France Institute

Cherry Hill Master Plan

Public Safety Work Plan

Goal #1: Provide better overall organization of crime prevention activities

| Action | 1-2 yrs | 2-5 yrs | 5+yrs | Lead | Resources Needed | Partners |
|--|--------------------|---------|-------|-------------------------|--|---|
| 1 Expand the Public Safety Committee to include all who are involved in crime prevention activities. | <i>← Ongoing →</i> | | | Public Safety Committee | Grant Money for activities | Cherry Hill Trust; Entertainment Industry; BCPD; Community Leaders; Ministerial Alliance; Health Dept.; Recreation & Parks; Guardian Angels |
| 2 Coordinate activities with Southern District Community Relations Council (SDCRC). | <i>← Ongoing →</i> | | | Chair of SDCRC | Communication with SDCRC | Cherry Hill Trust; Entertainment Industry; BCPD; Community Leaders; Ministerial Alliance; Health Dept.; Recreation & Parks; Guardian Angels |
| 3 Make and distribute fliers for community safety initiatives. | <i>← Ongoing →</i> | | | Public Safety Committee | Computer, printer, copier, office supplies | CHCC |

SDCRD—Southern District Community Relations Council

BCPD—Baltimore City Police Department

CHCC—CH Community Coalition

Goal #2: Increase number of Block Watchers/Citizens on Patrol

| Action | 1-2 yrs | 2-5 yrs | 5+ yrs | Lead | Resources Needed | Partners |
|---|--------------------|---------|--------|----------------------------------|---|-------------------|
| 1 Coordinate the recruitment of block watchers. | <i>← Ongoing →</i> | | | Public Safety Comm.; BCPD | Leads from community and others | BCPD; SDCR; CHCC |
| 2 Have current COP leaders do presentations at community meetings to give COP a human touch and to recruit other interested parties for training. | <i>← Ongoing →</i> | | | Public Safety Comm.; SDCRC | Invitations from community associations | BCPD; CHCC |
| 3 Prepare a calendar of quarterly trainings for COP. | <i>← Ongoing →</i> | | | Public Safety Comm.; SDCRC; BCPD | Volunteers | BCPD; SDCRC; CHCC |

Cherry Hill Master Plan

| Action | 1-2 yrs | 2-5 yrs | 5+ yrs | Lead | Resources Needed | Partners |
|---|-------------|---------|--------|-------------------------|---------------------|--|
| 4 Investigate funding for support equipment – radios, flashlights, whistles, uniforms, etc. | ← Ongoing → | | | Public Safety Committee | Money for equipment | SDCRC; BCPD; Landlords; Ministerial Alliance; CHCC |
| 5 Increase the number of people and a crime-prevention presence on COP walks. | ← Ongoing → | | | Public Safety Committee | | BCPD; SDCR; CHCC |

SDCRD—Southern District Community Relations Council

BCPD—Baltimore City Police Department

Goal #3: Provide better lighting in the community

| Action | 1-2 yrs | 2-5 yrs | 5+ yrs | Lead | Resources Needed | Partners |
|--|-------------|---------|--------|--|-----------------------------------|--|
| 1 Investigate funding to purchase halogen lighting for common space areas. | | X | | Cherry Hill Trust | Capital Improvement Program (CIP) | Planning; DPW; Mayor's Office of Neighborhoods; CHCC |
| 2 Increase lighting in darker areas of the community, as a result of the inventory of infrastructure (see Physical Development Goal #2.1). | X | | | Public Safety Committee/ Mayor's Office of Neighborhoods | | DPW; BCPD; CHCC |
| 3 Meet with landlords to make sure all rental property is properly lit. | ← Ongoing → | | | Cherry Hill Trust | | Landlords; Planning; BCPD; Mayor's Office of Neighborhoods; CHCC |
| 4 Meet with Town Center and Family Health Center management to make sure properties are sufficiently lit. | ← Ongoing → | | | Cherry Hill Trust | Sufficient lighting | Catholic Charities; Family Health Centers of Baltimore; CHCC |

Cherry Hill Master Plan

Goal #4: Decrease speeding in certain areas

| Action | 1-2 yrs | 2-5 yrs | 5+ yrs | Lead | Resources Needed | Partners |
|---|-------------|---------|--------|---------------------|------------------|-------------------------------------|
| 1 Coordinate high traffic complaint areas with the traffic control unit at Southern District. | ← Ongoing → | | | CHCC; BCPD | | Public Safety Committee |
| 2 Do community survey on Round Road and Spelman Road to get full community support for the possible traffic calming measures. | | X | | Nehemiah Homeowners | Funding | Dept. of Transportation; BCPD; CHCC |

Goal #5: Continue to address the increasing number of automobiles in the community without tags or with for-sale information printed on the windshields

| Action | 1-2 yrs | 2-5 yrs | 5+ yrs | Lead | Resources needed | Partners |
|--|-------------|---------|--------|---------------------|-------------------------|---------------------------|
| 1 Coordinate block watchers and traffic enforcement at Southern District to collect information about cars with no tags. | ← Ongoing → | | | BCPD | | Public Safety Comm.; CHCC |
| 2 Meet with Commander or designees with proposed list of vehicles for removal. | ← Ongoing → | | | Public Safety Comm. | | BCPD; CHCC |
| 3 Send letters to the owners of record about the community not wanting untagged vehicles to remain on community streets. | ← Ongoing → | | | Public Safety Comm. | Information on vehicles | BCPD; CHCC |

Cherry Hill Master Plan

| Action | 1-2 yrs | 2-5 yrs | 5+ yrs | Lead | Resources Needed | Partners |
|---|---------|---------|--------|---------------------|------------------|-------------------------------|
| 4 Pursue legal remedies for keeping vehicles off the streets. | | X | | Public Safety Comm. | Legal advice | U of M Law Clinic; BCPD; CHCC |

Goal #6: Continue to eliminate auto repairs on the streets

| Action | 1-2 yrs | 2-5 yrs | 5+ yrs | Lead | Resources Needed | Partners |
|---|-------------|---------|--------|---------------------------|--|------------|
| 1 Survey area to determine types of auto repairs being done on streets. | ← Ongoing → | | | Public Safety Comm.; CHAT | Logs | BCPD |
| 2 Conduct information campaign publicize that street repair of vehicles for profit is unacceptable. | | X | | Public Safety Comm. | Stationary, postage, other media materials | BCPD; CHCC |

Cherry Hill Master Plan

Goal #7: Establish a Community Justice Center in Cherry Hill

| Action | 1-2 yrs | 2-5 yrs | 5+ yrs. | Lead | Resources needed | Partners |
|--|------------------|---------|---------|-------------------------------|--|--|
| 1 Collect and analyze data on Community Justice practices in Baltimore | X | | | Public Safety Committee | | U of M Law School Clinic; State's Attorney's Office;; BCPD; CHCC |
| 2 Conduct educational sessions on Community Justice for Cherry Hill residents. | <i>←Ongoing→</i> | | | Public Safety Committee; CHCC | Training materials | Univ. of MD Law Clinic;; States Attorneys Office; BCPD; Courts |
| 3 Research community justice models in other jurisdictions. | | X | | Public Safety Committee | | Univ. of MD Law Clinic;; States Attorneys Office; BCPD; Courts |
| 4 Identify and implement a Community Justice model that is appropriate for the needs of the Cherry Hill Community. | | | X | Public Safety Committee; CHCC | Building for the center, grant money for staffing; MOU with court system | Univ. of MD Law Clinic, States Attorneys Office; BCPD; Courts |

SAO—State's Attorney's Office

Cherry Hill Master Plan

Goal #8: Develop an emergency response and evacuation plan

| Action | 1-2 yrs | 2-5 yrs | 5+ yrs | Lead | Resources Needed | Partners |
|---|-------------|---------|--------|----------------------------|---|---|
| 1 Identify a safe location for residents displaced by a natural disaster or other emergency. | X | | | Public Safety Comm.; CHCC | Facility for evacuation | Baltimore City Police Dept; HCD; Schools |
| 2 Work with BCPD and other government/health organizations to develop a system for safe evacuation by priority. | X | | | Public Safety Comm.; CHCC | | Health Dept; BCPD; HCD; Schools |
| 3 Develop a plan to educate residents about the emergency evacuation plan and to alert residents in the event of an emergency. | ← Ongoing → | | | Public Safety Comm.; CHCC | Funding for signs and evacuation plan cards/manuals | BCPD; HCD; Schools; Health Dept. |
| 4 Develop training for community residents who could then act as peer counselors to restore order. | ← Ongoing → | | | Public Safety Comm.; CHCC. | Training materials and funding for trainers | Nat'l Org. for Victim Assistance (NOVA) |
| 5 Provide on-going training for interested community leaders to help them assess a situation for potential danger. | ← Ongoing → | | | Public Safety Comm.; CHCC | Training materials | BCPD; NOVA |
| 6 Provide refresher training for community leaders to ensure that technology and skills of community volunteers are as current as possible. | ← Ongoing → | | | Public Safety Comm.; CHCC | Training materials; classroom space | Health Dept; Schools; Cherry Hill Learning Zone |

XI. Education

Background

The profile of public schools serving the Cherry Hill neighborhood is found in Appendix D. The profile identifies issues such as relatively high rates of mobility and absenteeism that could be addressed by new and expanded youth interventions. Test scores at most grade levels within two of the neighborhood public schools, Cherry Hill Elementary/Middle School and Arundel Elementary/Middle School, vary significantly from year to year, but have been consistently low. Also, more than 80% of all elementary and middle school students enrolled in Cherry Hill public schools are eligible for a free or reduced-cost lunch.

To address many of the issues facing the public schools in Cherry Hill, the community has been partnering with Towson University as the CAO-PS program. The program's mission is:

Working closely with the Cherry Hill community, the CAO Partnership Schools (CAO-PS) will create a network of high-performing neighborhood schools, supported by an experienced group of urban school reform partners, that consistently provide students and adults the programs and services they need to improve and sustain student achievement across all grade levels.



All five of the PK-8 schools are in close proximity: the four PK-8 schools that currently make up the Cherry Hill Learning Zone – Cherry Hill Elementary/Middle #159, Dr. Carter G. Woodson Elementary/Middle #160, Patapsco Elementary/Middle #163, and Arundel Elementary/Middle #164 – as well as Morrell Park Elementary/Middle #220. Their geographic proximity presents an opportunity to turn the entire CAO-PS into a larger professional learning community; to bring the school staffs together for joint professional development sessions; to introduce intra-school visitations for teachers to view model classrooms within the CAO-PS; and to implement themed schools and a choice program, while still maintaining students' ability to walk to school. Many of the CAO-PS partners are already working in the five PK-8 schools, providing professional development, introducing the concept of a professional learning community, and building the foundation for autonomy.

Strong emphasis must be placed on the education of youngsters in pre-K through third grades as these years are their fundamental learning years. The Towson University Learning Zone project focuses on grades 3 – 5, as these grades are key testing benchmarks. A key concern is that the students should be given access to tutoring support to excel in all academic areas and not simply tutored to pass these tests. Additionally, science and technology must be emphasized with strong math, science, and technology curricula.

Cherry Hill Master Plan

The residents consider their local schools to be the backbone of the community and believe that all community members must work together to have the schools upgraded, decrease absenteeism and tardiness, and eliminate the climate of low expectations. Further attention must be paid to improving educational attainment and resources in Cherry Hill as delineated in the following goals.

Goal #1: Involve parents more actively in the educational process

| Action | 1-2 yrs | 2-5 yrs | 5+ yrs | Lead | Resources Needed | Partners |
|---|------------------|---------|--------|----------------------------------|------------------|---|
| 1 Investigate requiring parents to volunteer for a set number of hours each month. | X | | | Education Comm. | | School Principals |
| 2 Create opportunities for parents to network with each other to encourage sharing of problems and solutions. | <i>←Ongoing→</i> | | | Cherry Hill Ministerial Alliance | | School Principals |
| 3 Investigate a “healing room” where parents can vent about the problems they face. | X | | | Education Comm. | | School Principals |
| 4 Provide counseling for parents who feel as if they need assistance in controlling their children. | <i>←Ongoing→</i> | | | Education Comm. | | School Principals; School counselors |
| 5 Educate parents about the process and the importance of education. | <i>←Ongoing→</i> | | | Education Comm. | | School Principals; PTAs |
| 6 Incorporate conflict resolution training for both staff and parents. | X | | | Education Comm. | | School Principals; School counselors |
| 7 Increase the role of PTA organizations and encourage parents to join them. | <i>←Ongoing→</i> | | | Education Comm. | | School Principals; PTAs |

Cherry Hill Master Plan

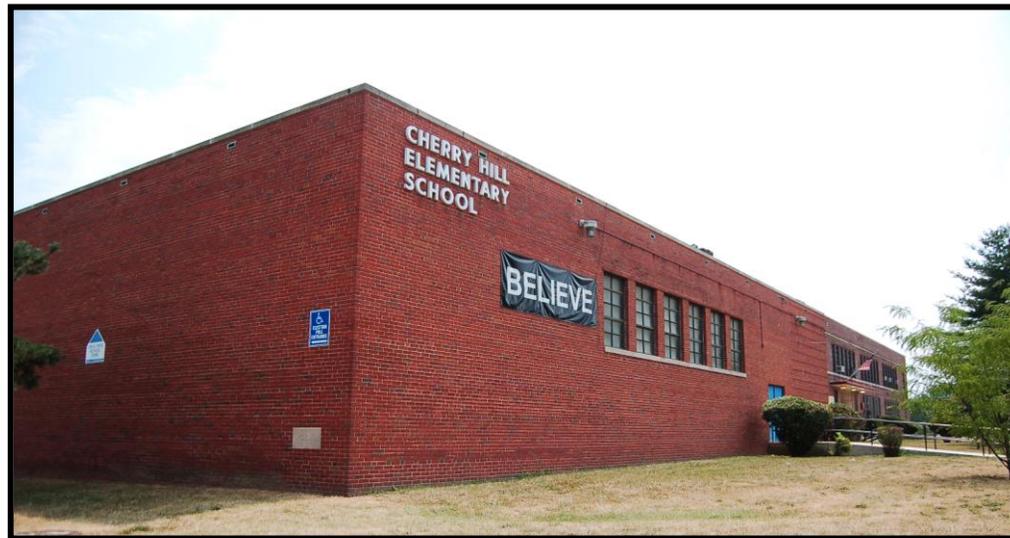
Goal #2: Ensure that students have a solid high school education so they can make the appropriate educational decisions or career decisions if continuing education is not a viable goal

| Action | 1-2 yrs | 2-5 yrs | 5+ yrs | Lead | Resources Needed | Partners |
|---|------------------|---------|--------|---------------------|--|--|
| 1 Continue to increase standardized testing scores, achieve a smaller ratio of students to teachers, and bring back art in the schools. | <i>←Ongoing→</i> | | | Education Committee | | Cherry Hill Community Coalition (CHCC); Towson University; BCPSS |
| 2 Develop economic development education in cooperation with Towson University. | X | | | Education Committee | | Cherry Hill Community Coalition (CHCC); Towson University; MD Bankers Association; Baltimore City Government; neighborhood and business organizations; BCPSS |
| 3 Tie in education programs with viable career paths, such as health careers, biotechnology, and the BRAC base realignment strategy. | <i>←Ongoing→</i> | | | Education Committee | | Cherry Hill Community Coalition (CHCC); Towson University; MD Bankers Association; Baltimore City Government; neighborhood and business organizations; BCPSS |
| 4 Focus on having students graduate from 9 th grade competitive for the best high schools. | <i>←Ongoing→</i> | | | Education Committee | | Cherry Hill Community Coalition (CHCC); Towson University; BCPSS |
| 5 Develop mentoring programs with local businesses for students who have an interest in economic development. | | X | | Education Committee | List of local businesses; mentoring program objectives | Cherry Hill Community Coalition (CHCC); Towson University; MD Bankers Association; Baltimore City Government; neighborhood and business organizations; BCPSS |

Cherry Hill Master Plan

Goal #3: Ensure that representatives from the educational system actively participate in the community where they work

| Action | 1-2 yrs | 2-5 yrs | 5+ yrs | Lead | Resources Needed | Partners |
|---|-----------|---------|--------|---------------------|------------------|--|
| 1 Invite principals to become more active with the community, in order to share information and improve relationships with the community. | ←Ongoing→ | | | Education Committee | | Cherry Hill Community Coalition (CHCC); Towson University; BCPSS; Principals; School Improvement Teams |
| 2 Have quarterly meetings that are accessible to parents and to community leaders. | ←Ongoing→ | | | Education Committee | | Cherry Hill Community Coalition (CHCC); Towson University; BCPSS; Principals; School Improvement Teams |
| 3 Encourage a more active role for the Cherry Hill Ministerial Alliance in public education in the Cherry Hill school system. | ←Ongoing→ | | | Education Committee | | Cherry Hill Community Coalition (CHCC); Cherry Hill Ministerial Alliance; Towson University; BCPSS |



XII. Youth

Background

Young people are a source of strength and hope and an important community asset in the Cherry Hill neighborhood. One priority of ongoing community efforts is to create promising opportunities for their future. Cherry Hill youth are confronted with challenges presented by low academic achievement, poverty, and crime in the community. Youth programs aimed at improving school performance and eliminating juvenile crime are considered high-priority needs to address these social dilemmas.

Many youth-related initiatives have been established in the area by community groups, religious organizations, and City government. Expanding the services available to Cherry Hill youth, such as exciting and enriching after-school activities and mentoring and tutoring resources, is essential for increasing their potential for future successes.

Teenagers make up a larger proportion of the Cherry Hill population than does this age group citywide. Existing community-based services aimed at this age group are inadequate to meet the demand.

Currently municipal recreational services for youth include four City-owned facilities that include basketball courts and a few other amenities like table games and exercise equipment, an indoor aquatic center, an outdoor splash park, a ball field, and a few open park areas. Upgrading these municipal recreational services is a key component of a successful youth development plan.

A limited number of private sector service providers of youth development programs operate in Cherry Hill. These programs are often limited by a lack of sustained funding and qualified staff and/or volunteers to coordinate delivery of the needed youth services and programs.

Overall this plan calls for upgrading and enhancing both private and municipal services provided to young people to include:

- Create a state-of-the-art comprehensive youth center that includes
 - state-of-the-art exercise equipment
 - a staff of highly qualified youth service coordinators, including both paid and volunteer staff
- Identify and establish reliable revenue sources to sustain public and private youth services and programs
- Identify and establish supportive partnerships with organizations, foundations, and agencies who are committed to providing positive youth development programs
- Identify, create and implement academic and vocational scholarship opportunities for our youth
- Promote and implement positive youth and adult partnerships that facilitate tutoring and mentoring opportunities for our youth
- Identify, create and implement employment opportunities for our youth that include sustaining an annual summer youth employment program
- Promote and publicize available positive youth development opportunities within the community.

Cherry Hill Master Plan

Youth Work Plan

Goal #1: Advocate for children and youth in Cherry Hill

| Action | 1-2 yrs | 2-5 yrs | 5+ yrs | Lead | Resources Needed | Partners |
|--|-------------|---------|--------|-------------|--|---|
| 1 Put the safety of the community's children first. | ← Ongoing → | | | Youth Comm. | Services available from Public Safety Committee and BCPD | Public Safety Committee; Health Committee; Cherry Hill Community Coalition (CHCC) |
| 2 Develop a working committee that includes young people with an equal vote. | ← Ongoing → | | | Youth Comm. | | CHCC |
| 3 Mentor young people to become leaders of community organizations. | ← Ongoing → | | | Youth Comm. | Mentorship Program objectives | Future Leaders in Training (FLIT) |
| 4 Encourage the development of plans that are designed by young people for young people. | | | X | Youth Comm. | Develop project planning curriculum; dance | CHCC |
| 5 Develop and promote leadership training for all interested young people. | X | | | Youth Comm. | Community website; community newsletter | Regional leadership programs |
| 6 Develop and promote basic job training to prepare youth for summer jobs. | X | | | Youth Comm. | Community website; community newsletter | Economic Development Comm. |
| 7 Establish a parenting/child-rearing course for young parents. | X | | | Youth Comm. | | BCPSS; Cherry Hill Learning Zone |

Cherry Hill Master Plan

Goal #2: Create apprenticeships and job opportunities for youth

| Action | 1-2 yrs | 2-5 yrs | 5+ yrs | Lead | Resources Needed | Partners |
|---|-----------|---------|--------|-----------------|--|------------------------------|
| 1 Develop partnerships with local businesses to support apprenticeships and a mentoring program (See Health, Goal 8.4). | ←Ongoing→ | | | Youth Committee | Include faith-based organizations | Town Center Management; CHCC |
| 2 Support the work of local training programs like YouthWorks and Step Up. | ←Ongoing→ | | | Youth Committee | Youth Works description; Step Up description | YouthWorks; Step Up; CHCC |
| 3 Host a yearly youth work fair. | ←Ongoing→ | | | Youth Committee | List of existing job fair hosts in Baltimore | MOED; CHCC |

MOED—Mayor’s Office of Employment Development



Cherry Hill youth with the Commander of the Baltimore Guardian Angels, Marcus “Strider” Dent.

Cherry Hill Master Plan

Goal #3: Keep recreation centers open

| Action | 1-2 yrs | 2-5 yrs | 5+ yrs | Lead | Resources Needed | Partners |
|--|---------|---------|--------|-----------------|---|--|
| 1 Strengthen the Cherry Hill Recreation Council to support recreation center programs. Develop dialog with Rec & Parks regarding current center operations in Cherry Hill. | X | | | Youth Committee | Community needs assessment | Cherry Hill Recreation Council; Dept. Rec. & Parks; CHCC |
| 2 Develop a roster of qualified volunteer support staff. | X | | | Youth Committee | | Cherry Hill Recreation Council; CHCC |
| 3 Get representative group of young people involved in the dialog. | X | | | Youth Committee | Youth nomination from Cherry Hill Community Coalition (primary & alternate) | CHCC; Cherry Hill Recreation Council |
| 4 Get professional players and teams to help. | X | | | Youth Committee | | Cherry Hill Recreation Council; CHCC |
| 5 Get more volunteers with broad skill sets to help. | X | | | Youth Committee | | Cherry Hill Recreation Council; CHCC |
| 6 Bring more technology into the recreation centers such as internet access. | | X | | Youth Committee | | Cherry Hill Recreation Council; CHCC |

Cherry Hill Master Plan

Goal #4: Investigate developing a comprehensive youth center with longer hours

| Action | 1-2 yrs | 2-5 yrs | 5+ yrs | Lead | Resources Needed | Partners |
|---|-----------|---------|--------|-----------------|---|---|
| 1 Work with other committees to develop a comprehensive youth center with enriching recreational, educational, and vocational services and programs within Cherry Hill. | | X | | Youth Committee | Evaluate the purposes and functioning of existing facilities and/or available land use options | Rec. & Parks; Planning Department; CHCC |
| 2 Publicize and support all programs and services that provide positive youth development opportunities for youth in Cherry Hill. | ←Ongoing→ | | | Youth Committee | Community web site; community newsletter; list of organizations and program descriptions; funding | CHCC |
| 3 Identify resources and funding to implement and sustain positive youth development services and programs within Cherry Hill. | ←Ongoing→ | | | Youth Committee | Sustained funding | Giving organizations, foundations, and agencies; CHCC |



XIII. Civic Engagement

Background

The percentage of the Cherry Hill population 18 years old and over who are registered to vote increased by 11.23% between 2000 and 2004 and was consistently above the city average. The percentage of registered voters who voted in a general election was also above the city average and increased by over 11% during that time, all of which is indicated in the following table. However, only 45.23% of registered voters in the neighborhood voted in the 2004 general election, which reflects the need for new voting initiatives to increase voter turnout.

| | Voter Participation | | | | | |
|-------------------|--|-------|-------|---|-------|-------|
| | % Population (18 & over) Registered to Vote | | | % Population (18 & over) Voted in General Election | | |
| | 2000 | 2002 | 2004 | 2000 | 2002 | 2004 |
| Cherry Hill | 64.20 | 66.97 | 75.43 | 34.20 | 31.65 | 45.23 |
| Baltimore Average | 58.10 | 58.98 | 63.60 | 35.70 | 32.60 | 43.67 |

Cherry Hill Master Plan

Civic Engagement Work Plan

A civic engagement and a voter mobilization campaign will be initiated in the neighborhood to meet the following goals.

Goal #1: Attain 100% voter participation

| Action | 1-2 yrs | 2-5 yrs | 5+ yrs | Lead | Resources Needed | Partners |
|--|-----------|---------|--------|------|------------------|----------|
| 1 Go to the Board of Elections and get the most up-to-date numbers on registered voters for the community. | ←Ongoing→ | | | CHCC | | |
| 2 Get education resources from the NAACP and League of Women Voters to increase the numbers of registered voters. Use an established plan rather than creating a new one. | X | | | CHCC | | |
| 3 Include voter registration at all public events no matter the size or the sponsors. | ←Ongoing→ | | | CHCC | | |
| 4 Meet with all service providers to develop a partnership that will allow them to give out information about voter registration to all of their clients. | ←Ongoing→ | | | CHCC | | |
| 5 Contact B.U.I.L.D., The Greater Baltimore Urban League, the NAACP, and the League of Women Voters to seek manpower support for voter registration drives in the community. | X | | | CHCC | | |

Cherry Hill Master Plan

Goal #2: Attract younger voters to the polls

| Action | 1-2 yrs | 2-5 yrs | 5+ yrs | Lead | Resources Needed | Partners |
|--|---------|---------|--------|------|------------------|-------------------------------|
| 1 Meet with the staff at Southside Academy and other area high schools that serve Cherry Hill to advocate for the education of high school seniors about the voting process. | X | | | CHCC | | School principals |
| 2 Hold mock elections in the schools to get the younger voters accustomed to the process and excited about the privilege that will be afforded them when they reach 18 years of age. | X | | | CHCC | | School principals |
| 3 Develop literature to promote voter responsibility as it directly relates to the Cherry Hill community. | X | | | CHCC | | NAACP; League of Woman Voters |

XVI. Appendices

Appendix A: Comprehensive Master Plan Goals and Actions

| | LIVE | | | EARN | | |
|---|---|--|---|--------------------------------------|---|---|
| | Build human and social capital by strengthening neighborhoods | Elevate the design and quality of the city's built environment | Improve transportation access and choice for city residents | Strengthen identified growth sectors | Improve labor force participation rate among city residents | Improve access to jobs and transportation |
| Keep dollars in Cherry Hill | X | | | X | X | |
| Eliminate loitering in the Town Center | | | | | | |
| Study the economic feasibility of offering healthier foods in local stores | X | | | | | |
| Increase access to jobs for Cherry Hill residents | | | | | | X |
| Analyze zoning of all areas currently used for anything other than housing | | X | | | | |
| Inventory and develop plan for upgrading community infrastructure | | X | | | | |
| Upgrade, enhance, maintain, and promote parks, recreation and public open space | | X | | | | |
| Create ongoing sanitation, beautification, and maintenance program for all of Cherry Hill | | X | | | | |

Cherry Hill Master Plan

| | LIVE | | | EARN | | |
|--|---|--|---|--------------------------------------|---|---|
| | Build human and social capital by strengthening neighborhoods | Elevate the design and quality of the city's built environment | Improve transportation access and choice for city residents | Strengthen identified growth sectors | Improve labor force participation rate among city residents | Improve access to jobs and transportation |
| Create mechanisms to protect the interests of the Cherry Hill community related to future development. One such tool could be a community benefits agreement created by the community and a developer and recognized by the Planning Commission. | X | X | | X | | |
| Improve transportation in and through Cherry Hill | | X | X | | | X |
| Improve safety and security at all transportation facilities | | X | X | | | X |
| Recognize and celebrate the rich history of Cherry Hill | X | X | | | | |
| Create affordable homeownership and rental opportunities | X | | | | | |
| Upgrade existing housing units | X | X | | | | |
| Promote the value of living in Cherry Hill | X | X | | X | | |
| Coordinate, integrate and enhance health resources to take advantage of economies of scale | X | | | | | |
| Promote the use of the community health center | X | | | | X | |
| Obtain comprehensive community hospital services | X | | | X | | |

Cherry Hill Master Plan

| | LIVE | | | EARN | | |
|---|---|--|---|--------------------------------------|---|---|
| | Build human and social capital by strengthening neighborhoods | Elevate the design and quality of the city's built environment | Improve transportation access and choice for city residents | Strengthen identified growth sectors | Improve labor force participation rate among city residents | Improve access to jobs and transportation |
| Create better marketing of services/educational opportunities available through various sources | X | | | | X | |
| Develop programs that will help to prevent chronic conditions, cardiovascular diseases, and dental problems, and encourage good health practices | X | | | | X | |
| Promote health and fitness for area residents | X | | | | | |
| Encourage parents to have children prepared for school by having immunizations and physicals | X | | | | | |
| Treat youth violence as a public health issue | X | | | | | |
| Provide better overall organization of crime prevention activities | X | | | | | |
| Increase the number of Block Watch/Citizens on Patrol | X | | | | | |
| Provide better lighting in the community | | X | | | | |
| Decrease speeding in certain areas | | | X | | | |
| Continue to address the increasing number of automobiles in community without tags or with for-sale information printed on the windshields | | X | | | | |
| Continue to eliminate auto repairs on the street | | X | | | | |
| Establish a Community Justice Center in Cherry Hill | X | | | | | |

Cherry Hill Master Plan

| | LIVE | | | EARN | | |
|--|---|--|---|--------------------------------------|---|---|
| | Build human and social capital by strengthening neighborhoods | Elevate the design and quality of the city's built environment | Improve transportation access and choice for city residents | Strengthen identified growth sectors | Improve labor force participation rate among city residents | Improve access to jobs and transportation |
| Develop an emergency response and evacuation plan | X | | | | | |
| Involve parents more actively in the educational process | X | | | | | |
| Ensure that students have a solid high school education so they can make the appropriate educational decisions or career decisions if continuing education is not a viable goal. | X | | | X | X | |
| Ensure that representatives from the educational system actively participate in the community where they work | X | | | | | |
| Advocate for children and youth in Cherry Hill | X | | | | | |
| Create apprenticeships and youth job opportunities | X | | | | X | |
| Keep recreation centers open | X | | | | | |
| Investigate developing a comprehensive youth center with longer hours | X | | | | | |
| Encourage 100% voter participation | X | | | | | |
| Get younger voters to the polls | X | | | | | |

Cherry Hill Master Plan

| | PLAY | | | LEARN | | | |
|---|---|--|---|--------------------------------------|---|--|--|
| | Enhance the enjoyment, appreciation, and stewardship of Baltimore's historical and cultural resources | Improve night life, entertainment, and recreation experiences for residents and visitors | Increase the attractiveness of Baltimore's natural resources and open spaces for recreation | Improve public schools and libraries | Capitalize on untapped potential of higher education institutions | Encourage a culture of learning by enhancing educational and vocational opportunities for all Baltimoreans | Ensure safe and convenient transportation to and from educational facilities |
| Keep dollars in Cherry Hill | | X | | X | | | |
| Eliminate loitering in the Town Center | X | | X | | | | |
| Study the economic feasibility of offering healthier foods in local stores | | | | | | | |
| Increase access to jobs for Cherry Hill residents | | | | | | X | |
| Analyze zoning of all areas currently used for anything other than housing | | | X | | | | |
| Inventory and develop plan for upgrading community infrastructure | X | | X | X | | | |
| Upgrade, enhance, maintain, and promote parks, recreation and public open space | | | X | | | | |

Cherry Hill Master Plan

| | PLAY | | | LEARN | | | |
|--|---|--|---|--------------------------------------|---|--|--|
| | Enhance the enjoyment, appreciation, and stewardship of Baltimore's historical and cultural resources | Improve night life, entertainment, and recreation experiences for residents and visitors | Increase the attractiveness of Baltimore's natural resources and open spaces for recreation | Improve public schools and libraries | Capitalize on untapped potential of higher education institutions | Encourage a culture of learning by enhancing educational and vocational opportunities for all Baltimoreans | Ensure safe and convenient transportation to and from educational facilities |
| Create ongoing sanitation, beautification, and maintenance program for all of Cherry Hill | | | X | | | | |
| Create mechanisms to protect the interests of the Cherry Hill community related to future development. One such tool could be a community benefits agreement created by the community and a developer and recognized by the Planning Commission. | X | | X | X | | X | X |
| Improve transportation in and through Cherry Hill | | | | | | | X |
| Improve safety and security at all transportation facilities | | | | | | | X |

Cherry Hill Master Plan

| | PLAY | | | LEARN | | | |
|---|---|--|---|--------------------------------------|---|--|--|
| | Enhance the enjoyment, appreciation, and stewardship of Baltimore's historical and cultural resources | Improve night life, entertainment, and recreation experiences for residents and visitors | Increase the attractiveness of Baltimore's natural resources and open spaces for recreation | Improve public schools and libraries | Capitalize on untapped potential of higher education institutions | Encourage a culture of learning by enhancing educational and vocational opportunities for all Baltimoreans | Ensure safe and convenient transportation to and from educational facilities |
| Recognize and celebrate the rich history of Cherry Hill | X | | | | | | |
| Create affordable homeownership and rental opportunities | | | | | | | |
| Upgrade existing housing units | | | | | | | |
| Promote the value of living in Cherry Hill | X | | X | | | | X |
| Coordinate, integrate and enhance health resources to take advantage of economies of scale | | | | | | X | |
| Promote the use of the community health center | | | | | | | |
| Obtain comprehensive community hospital services | | | | | | | |
| Create better marketing of services/educational opportunities available through various sources | | | | | | X | |

Cherry Hill Master Plan

| | PLAY | | | LEARN | | | |
|--|---|--|---|--------------------------------------|---|--|--|
| | Enhance the enjoyment, appreciation, and stewardship of Baltimore's historical and cultural resources | Improve night life, entertainment, and recreation experiences for residents and visitors | Increase the attractiveness of Baltimore's natural resources and open spaces for recreation | Improve public schools and libraries | Capitalize on untapped potential of higher education institutions | Encourage a culture of learning by enhancing educational and vocational opportunities for all Baltimoreans | Ensure safe and convenient transportation to and from educational facilities |
| Develop programs that will help to prevent chronic conditions, cardiovascular diseases, and dental problems, and encourage good health practices | | X | | | | | |
| Promote health and fitness for area residents | | X | | | | | |
| Encourage parents to have children prepared for school by having immunizations and physicals | | X | | | | | |
| Treat youth violence as a public health issue | | | | | | X | X |
| Provide better overall organization of crime prevention activities | X | | X | | | | X |
| Increase the number of Block Watch/Citizens on Patrol | X | | X | | | | X |

Cherry Hill Master Plan

| | PLAY | | | LEARN | | | |
|--|---|--|---|--------------------------------------|---|--|--|
| | Enhance the enjoyment, appreciation, and stewardship of Baltimore's historical and cultural resources | Improve night life, entertainment, and recreation experiences for residents and visitors | Increase the attractiveness of Baltimore's natural resources and open spaces for recreation | Improve public schools and libraries | Capitalize on untapped potential of higher education institutions | Encourage a culture of learning by enhancing educational and vocational opportunities for all Baltimoreans | Ensure safe and convenient transportation to and from educational facilities |
| Provide better lighting in the community | X | X | X | X | | X | X |
| Decrease speeding in certain areas | | | | | | | X |
| Continue to address the increasing number of automobiles in community without tags or with for-sale information printed on the windshields | X | X | X | | | | |
| Continue to eliminate auto repairs on the street | X | | X | | | | |
| Establish a Community Justice Center in Cherry Hill | | X | | X | | | |
| Develop an emergency response and evacuation plan | | X | | | | | X |
| Involve parents more actively in the educational process | | | | X | X | X | |
| Advocate for Cherry Hill children and youth | | X | | X | X | X | |

Cherry Hill Master Plan

| | PLAY | | | LEARN | | | |
|---|---|--|---|--------------------------------------|---|--|--|
| | Enhance the enjoyment, appreciation, and stewardship of Baltimore's historical and cultural resources | Improve night life, entertainment, and recreation experiences for residents and visitors | Increase the attractiveness of Baltimore's natural resources and open spaces for recreation | Improve public schools and libraries | Capitalize on untapped potential of higher education institutions | Encourage a culture of learning by enhancing educational and vocational opportunities for all Baltimoreans | Ensure safe and convenient transportation to and from educational facilities |
| Create apprenticeships and youth job opportunities | | X | | X | X | X | |
| Keep recreation centers open | | X | | | X | X | |
| Investigate developing a comprehensive youth center with longer hours | | X | | | X | X | |
| Encourage 100% voter participation | | | | | | X | |
| Get young voters to the polls | | | | | X | X | |

Appendix B: Community Benefits Agreements

Definition

A Community Benefits Agreement, or a CBA, is a legally enforceable contract, signed by community groups and by a developer, setting forth a range of community benefits that the developer agrees to provide as part of a development project. In exchange, community groups agree to support the developer when the project goes to the City for approvals and subsidies. The CBA is both a process to work towards these mutually beneficial objectives, and a mechanism to enforce promises made by both the developer and the community representatives.

CBAs ensure that projects receiving public benefits - including public land, subsidies, zoning changes, tax relief and deferrals, easements, even priority approval processing - create tangible benefits for local communities and give residents the power to shape projects to their needs. These benefits may include living-wage jobs, affordable housing, first-source hiring programs for local residents, funding for parks, space for community services, and monies for local investment.

Sample CBA Language

INTRODUCTION FROM COMMUNITY BENEFITS AGREEMENT - (LAX Master Plan Program—Expansion of Los Angeles Airport)

“This Community Benefits Agreement sets forth (1) a range of community benefits and impact mitigations that will be provided by the Los Angeles World Airports as part of the LAX Master Plan Program, and (2) an ongoing role for the LAX Coalition in implementation and oversight of these benefits and mitigations. This Community Benefits Agreement is agreed to by the LAX Coalition and LAWA”

CHILD CARE PROGRAM AND FACILITY (NoHo Commons CBA)

“Developer agrees to plan an on-site location for a child care center and to enter into a lease arrangement with a child care provider . . . [that] shall offer affordable, accessible and quality child care for both on-site employees and the surrounding community. Developer...shall require that a minimum of 50 spaces shall be made available to very low, low and moderate-income families. . . .The Valley Jobs Coalition will assist the provider in fundraising and other efforts to maintain the quality and affordability of the child care center.”

JOB TRAINING - (LAX)

“Job Training Program. Beginning in fiscal year 2005-06, LAWA shall provide \$3 million per year for five years, not to exceed \$15 million over five years, to fund job training for Airport Jobs and Aviation-related jobs, and for Pre-apprenticeship Programs. Any funds unspent in a particular year shall”

Cherry Hill Master Plan

MINORITY BUSINESS ENTERPRISE, WOMEN BUSINESS ENTERPRISE AND SMALL BUSINESS UTILIZATION AND RETENTION PROGRAM - (LAX)

"LAWA shall coordinate with the Mayor's Office, CDD, and other relevant business advocacy and assistance organizations to initiate a program to increase participation in the planning, construction, operation and maintenance of LAX by Project Impact Area small businesses and minority-owned business enterprises and women-owned"

ONE DC EQUITABLE DEVELOPMENT INITIATIVE

Summary Representation of Community Benefits Agreement:

- 10% of the condos on Parcel 33 will be affordable; 50% of the rental units on Parcel 42 will be affordable.
- The developers for Parcel 33 will hire a community-based agency to screen and recruit local residents for construction and permanent job opportunities on the site.
- 3000 square feet of retail space at Parcel 33 will be set aside at reduced rent for locally owned businesses.
- Over \$750,000 of development proceeds will be donated to a community fund controlled by EDI members.

Additional Resources

Brooklyn Atlantic Yards www.Atlanticyardsreport.blogspot

Denver: The Gates Cherokee Redevelopment Project www.MakingConnectionsDenver.org

Front Range Economic Strategy Center www.fresc.org

Good Jobs First www.goodjobsfirst.org

Los Angeles Alliance for a New Economy (LAANE) www.laane.org

Milwaukee Park East Redevelopment Compact www.wisconsinsfuture.org/workingfamilies

Partnership for Working Families www.communitybenefits.org

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Prepared by Samuel Jordan, Ward 7 Development Advisory Committee, Washington, D.C.
March 2008

Appendix C: Criteria for Historic Designation in Baltimore City

The Commission for Historical and Architectural Preservation has the responsibility of recommending to the Mayor and City Council of Baltimore the adoption of ordinances designating districts and landmarks within the limits of the City of Baltimore, having special historical, architectural, educational, cultural, social or community significance, interest, or value as Baltimore City Historic Districts or Landmarks, thereby necessitating their preservation and protection. In making its recommendation, the Commission shall give appropriate consideration to the following standards. In reaching its decision, the Commission shall clearly state which standards have been applied.

- A. An historic district should include historic sites, buildings, structures, or landmarks in their original setting which:
 - 1. contribute to the heritage of the community;
 - 2. represent one or more periods or styles of architecture, landscape architecture, building, or construction which has significant character, interest, or value as part of the development, heritage, or culture of the City of Baltimore;
 - 3. contain a sufficient number of structures or related or similar characteristics to make a recognizable entity within logical geographical boundaries, including but not limited to parks or squares;
 - 4. provide certain historic or scenic value significant to the area.

- B. A Baltimore City Landmark may be a site, structure, landscape, building (or portion thereof), place, work of art, or other object which:
 - 1. dates from a particular period having a significant character, interest, or value, as part of the development, heritage, or culture of the City of Baltimore; or
 - 2. is associated with the life of an outstanding historical person or persons; or
 - 3. is the site of an historic event with a significant effect upon the cultural, political, economic, social, or historic heritage of the City of Baltimore; or
 - 4. is significant of the architectural period in which it was built and has distinguishing characteristics of an architectural style, method of construction, or engineering, or is the notable work of a master builder, designer, engineer, artist, or architect whose individual genius influenced his age; or
 - 5. contributes information of historical, cultural, or social importance relating to the heritage of the community; or
 - 6. has yielded, or may be likely to yield, archeological information important in history or prehistory.

Cherry Hill Master Plan

Some sites to consider for possible landmark designation: **Cherry Hill Homes, 1001-1003 Cherry Hill Road (among other addresses).** Built ca. 1944 by the Housing Authority of Baltimore City, in coordination with United States War Housing Association, and designed by local architect Lucius White, these structures represent the earliest public housing development in Cherry Hill and the first suburban-type garden apartment public housing for African Americans in Baltimore. Today, there are significant changes to the structure that may impact the historic integrity of the buildings. This issue must be studied more closely.

1000 block of Cherry Hill Road. These are some of the oldest privately developed houses in Cherry Hill. Further research to see who lived in them will help determine their significance to Cherry Hill and Baltimore.

Landmark the family home of the Murphy family.

Landmark DeWayne Wickham's childhood home. Wickham is a celebrated journalist and author of many books including Woodholme: A Black Man's Story of Growing Up Alone.

Community Baptist Church, 827 Cherry Hill Road.

Hemingway Temple AME Church, 2701 Woodview Road.

St. Veronica's Catholic Church, 806 Cherry Hill Road.

Appendix C: Housing Typology

Baltimore's Housing Market Typology

Purpose and Methodology:

The typology was developed to assist the City in developing neighborhood strategies that better match available public resources to neighborhood housing market conditions. In addition, the typology can inform neighborhood planning efforts by helping neighborhood residents understand the housing market forces impacting their communities. The financial and resource tools the City uses to intervene in the housing market are to be applied appropriately to the conditions in the neighborhoods. Some tools, such as demolition, may be unnecessary in competitive markets and applied selectively in stable markets. In distressed markets, demolition could be applied to bring about change in whole blocks.

Process

The typology is a classification scheme based on quantitative data using a statistical process called "Cluster Analysis." Cluster analysis is a class of statistical techniques that can be applied to data that exhibits "natural" groupings. Cluster analysis sorts through the raw data and groups them into clusters. A cluster is a group of relatively homogeneous cases or observations. Objects in a cluster are similar to each other. They are also dissimilar to objects outside the cluster, particularly objects in other clusters. The eight data about the city's housing market (listed below) was aggregated to the census block group level, allowing for a detailed analysis within the traditional City neighborhoods.

Variables

Variables were selected to best represent housing market conditions at the individual property level:

Median sale price (square root) Percent foreclosure
Percent owner occupied Percent code violations
Percent of rental housing with subsidy Percent commercial properties
Percent vacant structures Percent vacant lots

Cluster Descriptions:

Competitive

Neighborhoods in this category, like Federal Hill, Hunting Ridge and Mt. Washington, have robust housing markets with high owner-occupancy rates and high property values. The housing stock is well maintained and vacancy and abandonment rates are very low. While densities do vary single family

detached homes predominate and these areas typically don't have a mix of housing types. This cluster has the highest percent of households headed by seniors and only about 1/3 of school age children attend public schools.

Emerging

Neighborhoods in the "Emerging" category, such as Hunting Ridge, Locust Point and Original Northwood, have homeownership rates slightly above the citywide average. Median sales price is above \$150,000. The foreclosure rate is half the City rate of 8% and there are very few vacant houses. Close to 70% of school age children attend public schools. There is more variety in housing types and more commercial areas than in the competitive cluster.

Stable

This cluster includes neighborhoods such as Howard Park, Lauraville and Violetville and is mostly located in the outer edge of the city. Median sale price is around \$100,000 and the rate of foreclosure is just above the city average of 8%. Households are 60% family households and 80% of children in this category attend public schools. Homeownership is still significant at 65%. The housing stock is relatively newer with 35% being built prior to 1939.

Transitional

Neighborhoods in the "reinvestment" category, such as Allendale, Belair Edison and Kenilworth Park, are found typically at the inner edge of the stable neighborhoods. These neighborhoods have moderate real estate values with median sale prices around \$60,000. Homeownership rates are over 60% but there are very high foreclosure rates. Code violations are significant here averaging 7%. Vacant houses are not always addressed by the market.

Distressed

These neighborhoods, which include Middle East, Penn North and Westport, have very high levels of vacant homes, high rates of code violations and lower homeownership rates. Sale prices typically range from \$25,000 - \$35,000. This cluster also has the highest rate of rental subsidy. The typical households here are the largest in the city while few are headed by seniors. This category has the lowest participation in the labor force at 50%. The housing type here is predominately rowhouse.

Cherry Hill Master Plan

