

## Chris Austin

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**From:** Anderson, Lee <landerson@ci.morganton.nc.us>  
**Sent:** Monday, October 05, 2015 11:43 AM  
**To:** Chris Austin  
**Subject:** FW: Grocery Store Consideration

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**From:** Anderson, Lee  
**Sent:** Monday, October 05, 2015 11:42 AM  
**To:** 'bsfarmer@nchfa.com'; 'claustin@nchaf.com'  
**Cc:** City Manager  
**Subject:** Grocery Store Consideration

Dear Scott and Chris,

Good morning. I am the Director of Development & Design Services for the City of Morganton. My responsibilities include community and economic development planning for the municipality. One of my responsibilities is to attract new affordable residential housing to the community especially in close proximity to the downtown. For several years the City has optioned various properties near its downtown to developers seeking new senior living NCHFA projects. Unfortunately these projects have not been chosen for funding to the disappointment of many within our community. One of the primary point reductions has been proximity to grocery stores in our downtown; therefore in an effort to solve this dilemma the City has now attracted a new grocery back to the heart of its downtown, well within walking distance of many communities, shops, parks, entertainment, drug stores, convenience stores, a local farmers market and numerous governmental services. The City was recently discussing this new grocer with Affordable Housing Developers seeking to once again develop Affordable Sr. Housing Projects near our downtown on City owned properties. We have now learned that the NCHFA has a list of approved Grocery Stores that meet the 1 mile requirement for points attainment in the program. Unfortunately, our new Grocery is not on NCHFA's list; therefore our efforts to attract this grocer, may still leave us in a position of disadvantage when it comes to serving the housing needs within our community.

The Food Matters Market, based in Brevard, NC, is a Natural and Organic Market with approx.. 12, 500 s.f of retail space. It's offerings are similar to those found in Whole Foods and Earthfare which we understand is on NCHFA's approved grocery list. Morganton's store is the company's third grocery store in NC and their business plan indicates opening 12-15 stores over the next 5 years within small to medium sized markets similar to Morganton in North and South Carolina where Whole Foods and Earthfare have chosen not to locate. Morganton's new grocery store is scheduled for opening by the end of this year. The City respectfully requests NCHFA's consideration to add Food Matters Market to its list of approved grocery's for the upcoming funding cycle. We believe the demand for walkability and proximity to many other community services, and the savings it generates to the consumer, offers advantages to low income individuals. The opportunity to obtain essential services without the need for personal transportation goes hand in hand with the goals of NCHFA. Healthy Food offerings may cost slightly more than traditional grocery stores; but the benefits far outweigh the added costs, through health and transportation savings to the consumer not to mention the savings of transportation to the many other services in demand by a low income individual or family.

Please accept this email as an official request by the City of Morganton to add Food Matters Market to your approved list of scoring candidates in the upcoming funding cycle. I've attached a video which better describes the Food Matters Market.

<https://www.youtube.com/watch?v=ETkQLn5iIT8>

Lee

Best Regards,

*Lee E. Anderson, AICP*

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