

suburban life

Best OF THE
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The Plaza Grande at Garden State Park, a vibrant 55-plus community in Cherry Hill, offers residents country club-style amenities, proximity to shops and restaurants, and the opportunity to build lasting friendships.

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Live Life to the Fullest

In past generations, becoming an empty nester or getting close to retirement age came with the assumption that one was ready to “slow down.” Much to the delight of today’s seniors, however, that idea has been flipped upside down, as people are living longer than ever before and desiring the full and vibrant lives to which they have been accustomed.

Those who fit that description and are seeking the ideal place to call home need look no further than The Plaza Grande at Garden State Park in Cherry Hill, New Jersey. A 55-and-older community that was originally founded in 2004, the property was purchased in 2023 by renowned developer Billy Procida, whose company, Procida Funding & Advisors, has steered the phased project to the finish line with the construction of 507 brand-new apartments now available for rent.

“We’re coming up to completion at the end of the year, so we’re super excited to see what next year holds for us,” says Derek Weissman, head of asset management at Procida. “This beautiful community is located

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within walking distance of the Garden State Plaza Shopping District, which features Trader Joe’s, Wegmans, The Cheesecake Factory, and much more. It’s 10 minutes from Philadelphia and 20 minutes from the airport in the heart of South Jersey. As our slogan says, ‘If you’re not 55, you’ll wish you were.’”

With the onset of the “silver tsunami”—a phrase used to describe the large population of aging baby boomers—55-plus communities have grown in popularity. Not only do they offer residents a chance to downsize and have fewer maintenance responsibilities,

but they also bring them together with like-minded people who are close in age, thereby increasing the opportunities to make connections and socialize. They are often walkable to shops and restaurants, which happens to be a major draw of Plaza Grande.

Procida Funding & Advisors has spearheaded a long list of successful properties in Pennsylvania, New Jersey, New York, and Connecticut thanks to its team’s sharp eye for design and understanding for what today’s consumers want. They saw the vast potential at Plaza Grande.

“This is our second 55-plus community in the last five years, and it’s an asset class that we absolutely love because we love the sense of community that is created within this asset class,” Weissman says. “We think that given the longer life expectancy and people wanting to live within the neighborhoods and areas they grew up in, that we have the perfect product. You are able to live near where you raised your family, potentially near where your kids live, not far from Philadelphia. We give you all

Photos courtesy of Procida Funding & Advisors



The apartment units come in various models, all single-story. Each includes a modern kitchen, a spacious living room, a washer and dryer, and an outdoor space.

the amenities that you would want and make your life easier as you continue into this new chapter of your life as an empty nester.”

Speaking of amenities, Plaza Grande’s 18,500-square-foot clubhouse is reminiscent of a country club. It truly has it all: a luxurious lounge with seating around a fireplace; a sports lounge with a bar, shuffleboard, and a pool table; golf simulators; a yoga room; a gym with free weights and exercise machines; a sauna and massage room; an indoor pool; a movie theater; a conference room for events and entertaining; and a free coffee bar for residents. The facility was built in 2005 and has undergone extensive renovations over the past two years.

Residents have plenty to do beyond the immaculately maintained grounds, including another pool, a grill, pickleball and tennis courts, a scenic trail, and a pet park. The social calendar changes every month, and often includes events such as movie nights, a poker club, and water aerobics.

“Unless you’re going grocery shopping, you don’t have any reason to leave the complex,” Weissman says. “All of your friends are there, everyone plays a ton of cards, we have a bunch of activities on campus. It’s a really marvelous place to live.”

The apartment units come in various models, either with one or two bedrooms. All are single-story and include a modern kitchen, a spacious living room, a washer and dryer, and an outdoor space. There is an on-site maintenance team always willing and able to answer calls within minutes to make any repairs or address residents’ concerns.

Plaza Grande’s newest apartments are already filling up quickly, so prospective residents are encouraged to contact the leasing office between 10 a.m. and 6 p.m. Monday through Saturday, or between 10 a.m. and 4 p.m. on Sunday. They can also inquire about a contest now running in which the winner will receive one year of free rent.

“The McCann Team at Keller Williams is our exclusive leasing team,” Weissman

adds. “They operate the onsite leasing team, and they handle the client from first tour all the way through lease execution. In addition, KW has thoughtfully designed a seamless downsizing experience for seniors, removing the stress from every step of the process. Their expertly crafted systems take care of everything—from preparing your home for listing to packing and settling into your new space. With trusted local and national partners, they ensure your move is smooth and worry-free. They’ve been amazing to work with.”

Weissman remains confident that anyone who pays Plaza Grande a visit and opts to call it home will be more than satisfied in their decision. Furthermore, he says they will learn firsthand why the Procida name has become synonymous with excellence.

“We’ll continue to bring the hands-on management and the country-club experience that our clientele demands and deserves,” he says. “If our track record speaks to our future success, then what we set out to do will typically be completed within the timeline we’ve outlined. We’ll continue to keep this an A-plus community that will be a nice place for people to live and enjoy for many years to come.” ■



Plaza Grande’s 18,500-square-foot clubhouse is reminiscent of a country club, with abundant amenities.

The Plaza Grande: Where If You’re Not 55+, You’ll Wish You Were.

With an array of resort-style amenities and so many other benefits, The Plaza Grande at Garden State Park makes luxury living more affordable. Each spacious apartment features upscale finishes, modern kitchens with stainless-steel appliances, in-unit laundry, and private balconies or patios for residents’ comfort. Plaza Grande welcomes prospective residents to schedule a tour today and take the first step toward finding their dream home.

The Plaza Grande at Garden State Park

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