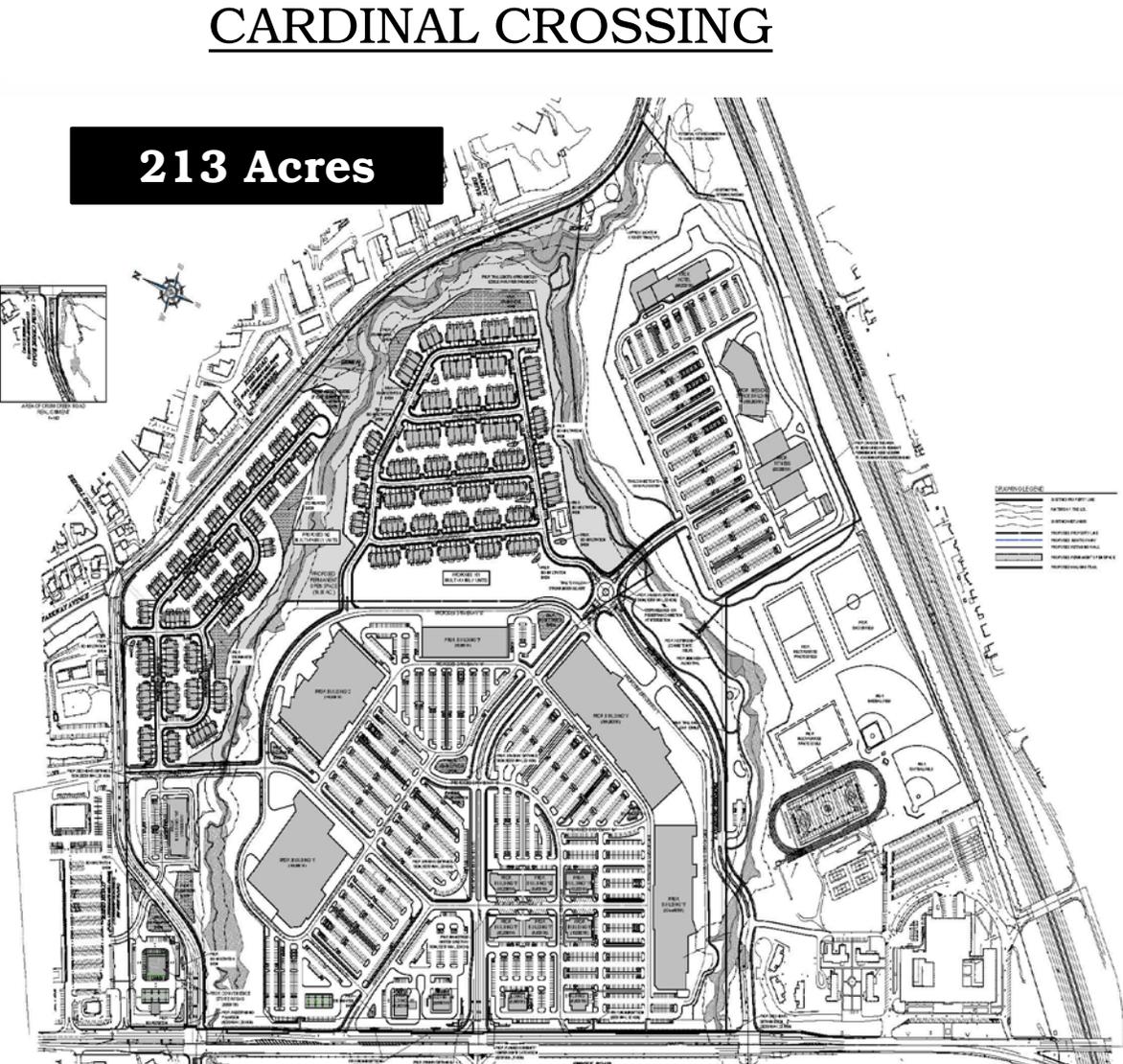




**TOWN CENTER**  
at Marple Preserve



# DEVELOPED AREA COMPARISON



**SITE DETAILS**

	<b>TODAY</b>	<b>PROPOSED</b>
<b>Developed Acreage</b>	<b>38</b>	<b>47</b>
<b>Undeveloped Acreage</b>	<b>175</b>	<b>166</b>

**RESIDENTIAL INSTITUTIONAL**

<b>Zoning Acreage</b>	<b>139</b>	<b>74</b>
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- Development Goals:**
1. Preserve open space for active and passive recreation as called for in August 12, 2015 Comprehensive plan Addendum.
  2. Re-Develop the Don Guanella site into a 21<sup>st</sup> Century mixed use development.
  3. Keep property taxes low; fund land preservation without a tax increase.
  4. Bring new to market tenants, uses and amenities.
  5. Clean-up site and make it accessible to entire community.

















### ***WHAT ARE THE TRAFFIC REQUIREMENTS?***

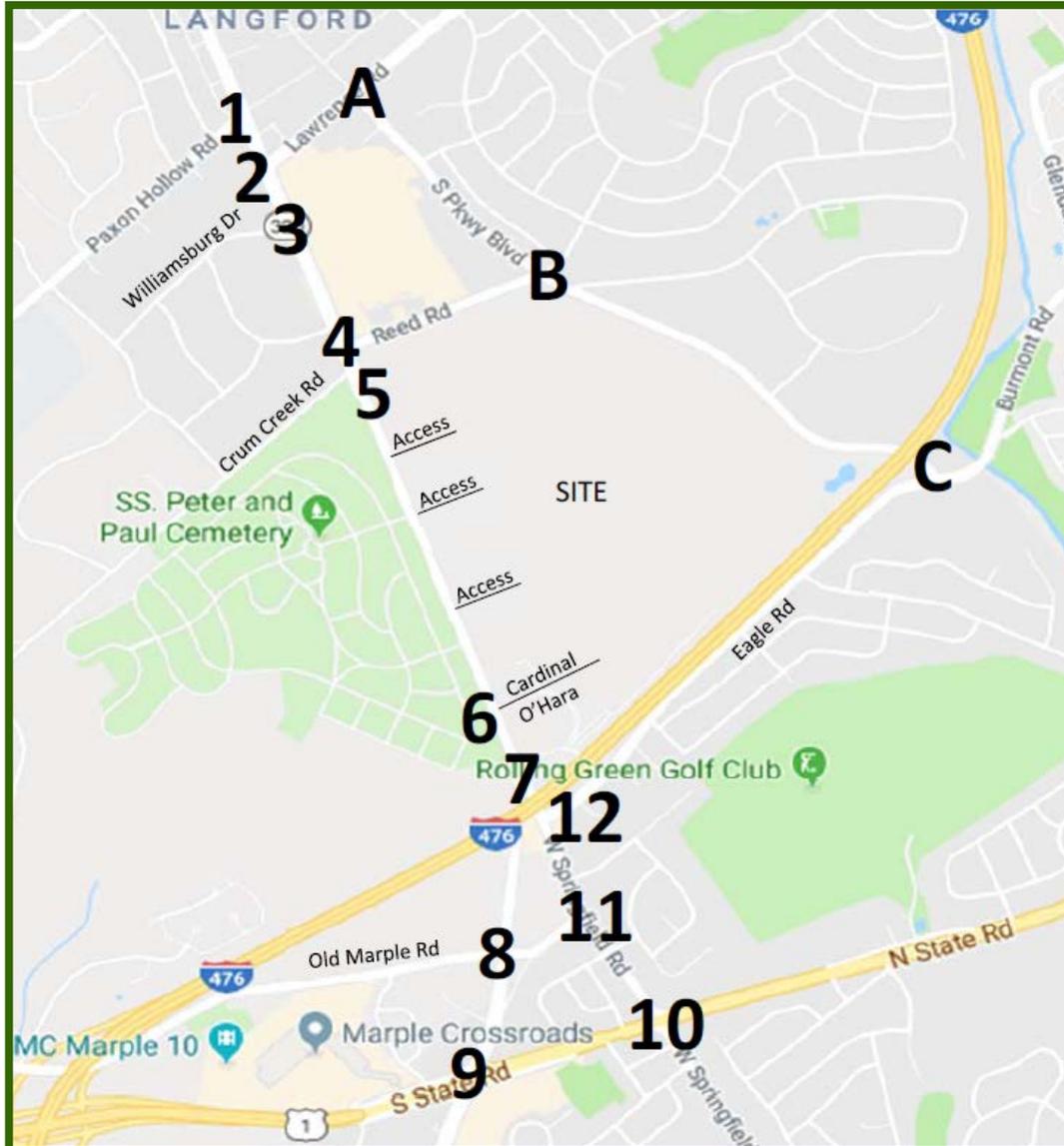
Pennsylvania law requires roadway improvements so additional development traffic does not cause increased driver delay compared to delays without development.

### **PROCESS FOR TRAFFIC APPROVALS**

- STEP 1:** Applicant must complete a traffic study per PennDOT and Township requirements.
- STEP 2:** Applicant must address traffic impacts caused by the development.
- STEP 3:** Township & PennDOT traffic experts must review and approve traffic improvement plan.
- STEP 4:** Applicant must construct approved traffic improvement plan prior to development opening.
- STEP 5:** Applicant must complete post-construction analysis for release of bonds required by PennDOT & Township.

**WITH THE PROPOSED IMPROVEMENTS, WE ARE EXCEEDING THE TRAFFIC REQUIREMENTS**

REQUIRED STUDY AREA INCLUDES 15 INTERSECTIONS



1. Sproul Road & Paxon Hollow Road
2. Sproul Road & Lawrence Road
3. Sproul Road & Williamsburg Drive
4. Sproul Road & Reed Road
5. Sproul Road & Crum Creek Road
6. Sproul Road & Cardinal O'Hara Driveway
7. Sproul Road & Springfield Road
8. Sproul Road & Old Marple Road / Old Sproul Road
9. Sproul Road & State Road
10. Springfield Road & State Road
11. Springfield Road & Old Sproul Road
12. Springfield Road & Eagle Road
- A. Lawrence Road & Parkway Avenue
- B. Reed Road & Parkway Boulevard
- C. Eagle Road & Reed Road

<b>Development Scenario</b>	<b>Comparison of New Traffic Volumes</b>			
	<b>Weekday Daily (24 hours)</b>	<b>Weekday Morning Commuter Peak Hour (two-way)</b>	<b>Weekday Afternoon Commuter Peak Hour (two-way)</b>	<b>Saturday Midday Peak Hour (two-way)</b>
Preservation Plan	20,750 trips per day or 10,375 vehicles per day	883 trips	1,442 trips	1,730 trips
<b>COMPARED TO:</b>				
Current Zoning	20,300 trips per day or 10,150 vehicles per day	1,998 trips	1,842 trips	1,040 trips

Map Reference	Intersection	Weekday Morning		Weekday Afternoon		Saturday Midday	
		Existing	Preservation Plan with Improvements	Existing	Preservation Plan with Improvements	Existing	Preservation Plan with Improvements
<b>1</b>	Sproul Road and Paxon Hollow Road	A	A (-0.3 seconds)	A	A	A	A (-0.1 seconds)
<b>2</b>	Sproul Road and Lawrence Road	B	B (-8.9 seconds)	C	B (-17.3 seconds)	B	A (-9.5 seconds)
<b>3</b>	Sproul Road and Williamsburg Road	A	A (-4.2 seconds)	B	B	C	C
<b>4</b>	Sproul Road and Reed Road	C	B (-10.5 seconds)	B	B	B	B (-2.1 seconds)
<b>5</b>	Sproul Road and Crum Creek	A	A	A	A	A	A
<b>6</b>	Sproul Road and Cardinal O'Hara High School Access	A	A (-0.7 seconds)	A	A	A	A (-1.2 seconds)
<b>7</b>	Sproul Road and Springfield Road	C	C (-0.3 seconds)	C	C	B	B (-1.3 seconds)
<b>8</b>	Sproul Road and Old Marple Road	E	B (-44.3 seconds)	C	B (-0.8 seconds)	B	B (-1.8 seconds)
<b>9</b>	Sproul Road and State Road	D	D (-0.4 seconds)	F	E (-18.2 seconds)	D	C (-5.0 seconds)
<b>10</b>	Springfield Road and State Road	E	E (-16.6 seconds)	F	F	E	E
<b>11</b>	Springfield Road and Old Sproul Road	A	A (-0.2 seconds)	B	A (-3.1 seconds)	A	A
<b>12</b>	Springfield Road and Eagle Road	E	C (-32.4 seconds)	C	A (-14.4 seconds)	B	A (-4.2 seconds)
<b>A</b>	Lawrence Road and Parkway Boulevard	C	C	B	B	B	B
<b>B</b>	Reed Road and Parkway Boulevard	B	B	B	B	B	B
<b>C</b>	Eagle Road and Reed Road	D	D	C	C	D	D

<b>LEGEND</b>
IMPROVED LOS OR DELAY
NO CHANGE IN LOS
DEGRADED LOS

**ZONING  
CHANGE**

Amend The Marple Township Zoning Ordinance to provide for an Open Space Preservation Development classification.

**KEY  
PROVISIONS**

To qualify for Open Space Preservation Development, the minimum tract size must be 25 acres and at least 70% of the tract area must be preserved for open space and/or recreational use.

**PURPOSE  
&  
PROTECTION**

The Amendment provides for a development which concentrates the location of buildings and improvements in order to preserve at least 70% of the total tract area for open space.

# THE LEGAL PROCESS TO SAVE 166 ACRES IN PERPETUITY.

## ZONING CHANGE

Township authorities provide critical analysis and conduct hearings regarding the zoning amendment allowing for the Preservation Plan.

## LAND DEVELOPMENT PLAN

Contemporaneously the Land Development Plan is reviewed to insure its compliance with the Open Space Preservation Zoning with input from:

1. Marple Township Planning Commission
2. Delaware County Planning Commission
3. Township Engineer
4. Township Solicitor
5. Township Land Planner

## NEXT STEPS

If the Marple Board of Commissioners elects to proceed, the Open Space Preservation Development Zoning and Land Development Plan will be documented through a variety of Township, State Agency and County Agreements with Sproul Road Developers.

***Based on July 18, 2018 Econsult Fiscal Impact Study***

Annual Property Tax Revenue Projection:	\$2,185,000
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Tax Revenue to Marple Township*	\$503,391
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Tax Revenue Delaware County**	\$435,241
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Tax Revenue to Marple Newtown School District***	\$1,402,278
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New Jobs:	650
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No additional strain on Marple-Newtown Schools

*\* Includes property tax, local services tax, mercantile tax and business privilege tax but excludes transfer tax. Econsult projects \$218,000 in Marple Township expenses associated with the project.*

*\*\* Includes only property taxes.*

*\*\*\* Includes property tax but excludes transfer tax.*

## **FUNDING THE PERMANENT OPEN SPACE TAX INCREMENT FINANCING PLAN [TIF]**



Marple Township, Marple Newtown School District and Delaware County can elect to allocate up to 100% of the incremental property taxes generated post-construction to fund principal and interest payments on a Bond used to purchase the rear 166 acres.



The principal amount of the Bond, the interest rate, and the amortization period will determine the annual cash required to service the Bond payments.



The three taxing authorities will receive all of the tax revenue after the Bond is amortized.

## **THE TOWNSHIP/COUNTY'S PURCHASE FROM THE ARCHDIOCESE**



At closing the Township/County will purchase directly from the Archdiocese the land designated for active and passive recreation. Cardinal O'Hara will be given the softball field-subject to a conservation easement.



Sproul Road Developers will purchase from the Archdiocese the land designated for re-development.



Sproul Road Developers will furnish a “bridge loan” to the Township/County in order to fund their closing with the Archdiocese. The “bridge loan” will be re-financed when Delaware County issues a bond underwritten by the property tax known as the TIF.

**Scale to  
Create  
Something  
Special**

## DESIGN REQUIREMENTS OF 21<sup>ST</sup> CENTURY MIXED-USE

- Walkable, multiple uses on one site composed of: senior housing, medical office, restaurants, grocery, retail and self-storage each with unique parking and loading requirements. This is not an old-fashioned shopping center.
- Placemaking elements: central plaza, outdoor dining, wide sidewalks, recreation, and linear park to connect to adjacent uses.
- Important landscaping elements: setback from Sproul Road 30 feet to 60 feet, within central plaza and throughout parking lots.

**Scale to  
Finance  
Preservation**

## FINANCIAL

- Scale enables the development to subsidize the open space acquisition. Without the 9 acres of additional development, the TIF financing does not pencil.
- Scale creates adequate tax revenue to fund the TIF payments and still generate revenue for essential services.
- Scale enables the developer to provide the open space “bridge loan” prior to TIF funding.

**Scale to  
Fund  
Extraordinary  
Investment**

## INVESTMENT REDUCING DISTURBED AREA:

***WITHOUT OUR DESIGN AND INVESTMENT, THE DISTURBED LAND AREA WOULD BE MUCH LARGER***

- Underground stormwater rather than land-hungry basins.
- Use of retaining walls rather than grading.

*A POWERFUL SOURCE OF COMMUNITY GOOD  
PROVIDING THESE SUBSTANTIAL BENEFITS.*

**Green Space  
Permanent  
Preservation**

95% of the site's undeveloped land remains preserved for passive and active recreation.

**21<sup>st</sup> Century  
Mixed Use  
Walkable  
Community**

A walkable mixed-use community hub. A gathering place allowing residents to stay in the community.

**Environmental  
Stewardship**

Improved long-term environmental stewardship.

**Fiscal Impact**

The re-development funds taxes, jobs, and infrastructure: roadway improvements and recreational space without a residential tax increase.

*TOWNSHIP MEETINGS ON THE CURRENT ZONING PLAN AND THE PRESERVATION PLAN WILL TAKE PLACE SUMMER AND FALL OF 2018.*

**CONTACT  
US**

Reach out to the developer by phone (484-202-3734) or website [www.marpletowncenter.com](http://www.marpletowncenter.com) to ask questions and provide comments.

**COMMUNITY  
PARTICIPATION**

Attend a meeting to ask questions, provide comments and support The Town Center at Marple Preserve to make sure it is built.

**CONTACT  
THE  
TOWNSHIP**

Reach out to the Township Commissioners.