



February 22, 2017

Mr. Chris Leswing  
Assistant Director of Building & Planning  
Lower Merion Township  
75 E. Lancaster Ave.  
Ardmore, PA 19003-2323

Dear Chris:

Thank you for your recent presentation to the annual meeting of the Wynnewood Civic Association (WCA) regarding commercial zoning and land development in the Wynnewood area.

The WCA is particularly concerned with the redevelopment of the vacant gas station/bank lot located at the intersection of Lancaster Avenue and East Wynnewood Road. Thanks to your presentation we now understand developers have already expressed interest in redeveloping this lot by placing undesirable, high traffic commercial uses on the site similar to what existed there previously and which, unfortunately, are permitted by Lower Merion's current zoning.

After considering your presentation and after giving the matter further consideration, the WCA Board of Directors has concluded this lot is too visually and functionally important to the community to be redeveloped with high traffic, auto-oriented uses.

The WCA would strongly prefer that a low rise, mixed use building with an attractive façade, streetscape and some safe green space to accommodate pedestrians coming from the new Whole Foods, after crossing that very difficult intersection, be constructed at this location. Such a redevelopment of the property would be consistent with the commercial land use recommendations of the 2016 Lower Merion Comprehensive Plan.

An example of what could be appropriate at this site in our view is the recently constructed Qdoba Building in Bryn Mawr. While that building complied with the Sasaki-based recently enacted Bryn Mawr zoning, if it could be replicated in Wynnewood it would provide the kind of development the WCA believes appropriate for this important gateway into our community. The WCA would also strongly prefer that future automobile access to the site be directed from Morris Avenue and that curb cuts be limited on Lancaster Avenue and Wynnewood Road to enhance walkability.

The WCA understands the Township will soon begin the Township-wide rezoning process and this process may result in new commercial zoning for the Wynnewood area. For this reason, we would encourage any prospective developer of this lot to engage with the WCA – and Lower Merion Township -- in developing the site to the future vision rather than under existing zoning.

As you know, the WCA has worked closely and well with developers to achieve the best possible outcome of projects in our community. The Audi dealership, the new Whole Foods and the Maybrook project are recent examples of how cooperation between our civic and a developer ends up with a win-win for both. On the other hand, we are fiercely protective of the quality of life in our community and will take whatever steps we feel necessary to oppose projects we feel would be harmful.

The WCA would appreciate if you would please forward this expression of the feelings of the WCA Board of Directors to the current property owner and to any prospective developers of the site. Thank you for your assistance in working to make Wynnewood's commercial areas vibrant, attractive and safe.

Very truly yours,

A handwritten signature in black ink, appearing to read "Tony Lame".

Tony Lame  
President