



# TOWNSHIP OF ABINGTON

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## AGENDA

### SPECIAL MEETING CONDITIONAL USE HEARING PREIT

Wednesday, January 24, 2018, 7:00 pm

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1. CALL TO ORDER: PRESIDENT LUKER
2. ROLL CALL
3. PLEDGE OF ALLEGIANCE
4. CONDITIONAL USE HEARING - PENNSYLVANIA REAL ESTATE INVESTMENT TRUST
5. ADJOURNMENT



**BOARD OF COMMISSIONERS**

**AGENDA ITEM**

January 24, 2018

DATE

BOC-01-012418

AGENDA ITEM NUMBER

Planning and Zoning

DEPARTMENT

**FISCAL IMPACT**

Cost > \$10,000.

Yes

No

**PUBLIC BID REQUIRED**

Cost > \$19,700.

Yes

No

**AGENDA ITEM:**

Pennsylvania Real Estate Investment Trust - Conditional Use Approval Hearing

**EXECUTIVE SUMMARY:**

The proposed use {Use G-7B} is permitted as a conditional use as per the requirements of Use Matrix found within the Zoning Ordinance. The property is zoned within the Willow Grove Park Business Center District and is within Ward #5 of the Township of Abington.

A traffic study has been submitted and reviewed by the Traffic Safety Officer of the Township of Abington. There are no external alterations to the building that will increase the footprint of the building or the impervious coverage on the site. A neighborhood meeting was held last month with residents of both Ward #5 & Ward #8.

**PREVIOUS BOARD ACTIONS:**

The Board of Commissioners approved a hearing date of Wednesday, January 24, 2018 for the hearing on the Conditional Use Application filed by PREIT. Planning Commission of the Township of Abington reviewed the presentation on this request on Tuesday, January 23, 2018. Their recommendation will be submitted at the Board of Commissioner's Meeting.

**RECOMMENDED BOARD ACTION:**

PREIT, the owners of the Willow Grove Park Mall have submitted a Conditional Use Application and seek approval to operate a Use G-7B {Movie Theater/Multiplex} within the first two level of what was the J. C. Penny's space located at 2500 Moreland Road, Willow Grove, Pa. 19090. It is recommended that the Board of Commissioners conduct the scheduled hearing and take final action on the request.

December 4, 2017

Mr. Mark Penecale  
Planning and Zoning Officer  
1176 Old York Road  
Abington, PA 19001

**Re: Conditional Use Application -Studio Movie Grill/Willow Grove Mall**

Dear Mark:

Enclosed herein please find the following documents for the conditional use application for the proposed Studio Movie Grill located at Willow Grove Mall:

1. One (1) Conditional Use Application Form;
2. One (1) copy of Special Warranty Deed dated May 10, 2006, recorded July 14, 2006, evidencing ownership of the property in question;
3. One (1) full copy of the Traffic Report from McMahon.
4. Ten (10) copies of Community Impact Statement, together with exhibits (including Site Plan and other documents);
5. Five (5) additional copies of the Community Impact Statement for the Township Economic Development Committee; and
6. Check for conditional use application fee in the amount of Two Thousand and 00/100 Dollars (\$2,000.00).

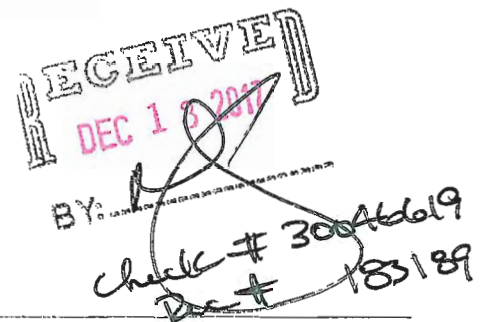
Should you have any questions, please do not hesitate to contact me at 215-875-0472, or our attorney Tyler Mullen at 215-564-8589. Thank you for your attention to this matter.

Sincerely,

  
Mark Gambill

Enclosure

cc:  
Christopher E. Cummings, Esq.  
Tyler W. Mullen, Esq.  
Danial Herman, SVP, Development, PREIT





**Township of Abington  
1176 Old York Road  
Abington, Pa. 19001**

Section 1806 of The Zoning Ordinance of the Township of Abington contains the requirements for the submission, review procedures and the criteria for approval of a Conditional Use application within the Township of Abington. This form has been provided for your use. Please complete the entire form and submit the completed application with the required plan(s), reports(s) and application fee.

**Name of Applicant:** WG Park – Anchor B LP

**Address of Applicant:** c/o: PREIT Services, 200 South Broad Street, Third Floor, Philadelphia, PA 19102

**Telephone Number:** Mark Gambill, 215-875-0472

**E-Mail Address:** mark.gambill@preit.com

**Name of Land Owner:** Same

**Address of Land Owner:** Same

**Telephone Number:** Same

Submit proof of standing for the property involved in this application. A copy of the deed, agreement of sale or lease can be submitted. Please feel free to delete the financial terms of the sales agreement or lease.

**Name of Attorney:** Stradley, Ronon, Stevens and Young, LLP – Tyler Mullen and Christopher Cummings

**Address of Attorney:** 2005 Market Street, Suite 2600, Philadelphia, PA 19103

**Attorney's Phone Number:** 215-564-8000

**Attorney's E-Mail Address:** tmullen@stradley.com

A written narrative may be submitted with this application that addresses the need for this application, an assessment of the property involved, the community character, safety related issues, traffic impact, storm water management and the effect on public utilities.

The undersigned herewith declares this submission to be true and correct as to the facts known as of the date of this application.

Signature of Applicant: Mark Gambill  
Mark Gambill, VP, Development

Signature of Land Owner: Bruce Goldman  
Bruce Goldman, EVP

Section #3 of Ordinance #1951 of the Township of Abington contains the fee schedule for matters heard by the Board of Commissioners and include zoning change applications, map amendments, conditional use application, petitions and curative amendments.

A fee of \$2,000.00 is required to be submitted as the time the application is received. Checks are to be made payable to the Township of Abington and submitted to the Zoning Officer.

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Date Received: \_\_\_\_\_ Receipt Number: \_\_\_\_\_

Signature of Zoning Officer: \_\_\_\_\_

If there are any questions that you may have, please feel free to contact Mark Penecale @ 267-536-1017 or by e-mail at mpenecale@abington.org.

## COMMUNITY IMPACT STATEMENT

### Studio Movie Grill at Willow Grove Park Mall

#### **Contact Information:**

Mark Gambill  
Vice President, Development  
Pennsylvania Real Estate Investment Trust  
200 South Broad Street, Third Floor  
Philadelphia, PA 19102  
[mark.gambill@preit.com](mailto:mark.gambill@preit.com)  
215-875-0492

#### **Brief Summary of Project and Application:**

WG Park – Anchor B LP (“Owner”) proposes to locate a Studio Movie Grill (“SMG”) theater (the “Theater”) in the former JC Penney space located in Willow Grove Park Mall (“WGPM”). Owner has applied to the Township of Abington (the “Township”) for conditional use approval (the “Approval”) to permit a Movie Theater (Multiplex) use on the first and second floors of the former JC Penney space.

Pursuant to Sections 1806 and 2103 (G-7B) of the Township’s Zoning Ordinance, conditional use applications must be accompanied by, among other things, a Community Impact Statement (this “CIS”). This CIS, including the attached Exhibits, addresses various aspects of the Theater’s impact on the Township, including the Theater’s prospective impact on traffic, employment, safety and community character, among other things.

#### **Theater Attendees:**

Movie theater attendance is affected by many factors, not the least of which is the concept of “film zones”. A film zone is a geographic area determined by theater operators that is unserved or underserved by the requisite number of screens. Exhibit A, attached hereto, shows a map of the area surrounding the location of the proposed Theater, and the other movie theaters. As shown on the map, there are no theaters within close proximity to WGPM.

SMG has determined that the WGPM trade area is an underserved film zone and that a theater in the subject location would be economically viable. Additionally, upon discussions with Township representatives, Owner was informed that the Theater would be a welcome addition to the Township’s entertainment offerings and would fit nicely with the current character of WGPM.

Research on WGPM shoppers reveals the following:

- 207,973 mall shoppers in the WGPM trade area say they have attended a movie at a theater at least once in the last three months.
- 43,000 mall shoppers in the trade area say they have attended a movie at a theater four or more times in the last three months.

- WGPM shoppers are 87% more likely to attend a movie four or more times over a three month period than others in the Philadelphia area.

Based on this data, WGPM shoppers appear to prefer movies even more than other Philadelphia-area natives, which supports the assertion that a movie theater would be a welcome addition to the Township.

### **Brief Summary of the Theater:**

SMG, the leader in in-theater dining exhibition and named to *Inc. Magazine's* 35th Annual List of Fastest Growing Private Companies, has modernized the traditional movie-going experience by combining first-run movies with full-service, in-theater dining. Since 2000, SMG has swiftly grown to 30 locations in 9 states. Attached hereto as Exhibit B is a brochure containing additional information concerning SMG.

The SMG motto is: Opening Hearts and Minds, One Story at a Time.

SMG combines first-run movies, alternate and family programming, with in-theater dining from an extensive made-to-order American Grill menu and full-service bar. At the push of a button, patrons can place an order with an SMG team member directly from their seats and have food and beverages delivered before and during the show. A typical SMG menu is attached hereto as Exhibit C.

SMG has created an immersive movie-going experience with custom luxury recliners paired with laser projection, studio extreme large format auditoriums, and Q-SYS sound systems to enjoy this season's biggest blockbuster, take in a family feature, or host a private event. Service buttons are placed at every seat, so the server instantly knows when the patron needs to place an order or need assistance, and they deliver the order directly to the patron's seat anytime during the show.

The Theater will have 11 screens and around 1,100 seats. The Theater will also include in-theater food and drink service as well as a full bar and table seating in the lobby. Movies will also have reserved seating.

### **Positive Aspects of Proposed Use:**

- Add an entertainment component, as well as another full service restaurant, to the community.
- Further stimulate mall traffic.
- Stabilize mall occupancy and enhance sales.
- Replace an underperforming JC Penney with a SMG projected to produce at least 3 times JC Penney's revenue.
- Create additional jobs for surrounding community members. Additionally, there have been discussions regarding the use of Minority Owned Businesses for contracting and operating purposes.

**Negative Aspects of Proposed Use:**

- Lightwash.
- Increased traffic to mall.
- Later hours of operation relative to normal mall operating hours.

**Hours of operation:**

9:00 A.M. – 2:00 A.M. (varies based on school schedule and corporate events). However, peak hours will likely occur between the hours of 7:00 P.M. and 11:00 P.M. on Fridays and Saturdays.

**Average Daily Census (Projected):**

	Morning	Afternoon	Evening	Night
Monday	100-200	100-200	600-800	200-300
Tuesday	100-200	100-200	600-800	200-300
Wednesday	100-200	100-200	600-800	200-300
Thursday	100-200	200-400	800-1000	300-500
Friday	100-200	200-400	900-1100	800-1000
Saturday	200-300	700-900	900-1000	800-1000
Sunday	100-200	700-900	800-1000	300-500

**Security:**

To ensure the safety of all SMG patrons, SMG and Owner will take safety measures above and beyond what would be typical at a normal mall. SMG has a full time corporate risk manager (retired secret service) and engages armed security personnel at each location as needed. WGPM also has a security team through Allied Universal. There have also been initial discussions with the Abington Police Department regarding security.

**Key Issues:**

1. Pick up and drop off, particularly teenagers without parents.
2. Loitering in front of the theater main entrance and parking areas.
3. Potential problem customers exiting the theater.
4. Sharing the main theater parking lot with other tenants.
5. Vehicular and pedestrian traffic flow.

**Security Officer Deployment:**

> Peak hours - Friday and Saturday – 7:00 P.M.- 12:00 P.M.

7:00 P.M. – 3:00 A.M. - ABINGTON POLICE DEPARTMENT- 1 Police Officer – Special Duty (in addition to the APD officer already serving the mall).



- Dedicated to patrolling the main Theater entrance and main parking field.
- Can call for fast back-up officers if needed.
- His or her presence will be a visual deterrent and can address loitering and potential problem patrons.

> Normal hours of operation – Including Friday and Saturday.

ALLIED UNIVERSAL SECURITY OFFICERS - 2 Security Officers assigned to patrol high traffic theater areas.

- One Security Officer dedicated to the theater with vehicle access.
  - o Security Officer in vehicle will circulate and control vehicular traffic flow (no cars blocking parking aisles while waiting for theater patrons).
  - o Monitoring ring road traffic to keep vehicles moving, keeping main vehicular entrances and exits open and drive lanes flowing and maintaining theater exterior entrance traffic (no blocking the Fire Lane in front of theater).
  - o Will be able to call for additional security personnel to direct traffic, etc. if the need arises.
- One Security Officer on foot patrol inside the mall and exterior plaza at the main theater entrance with vehicle access if needed.

**Theater Alcohol Policy:**

SMG adheres strictly to all local liquor laws and regulations. Staff is trained and certified and perform ID checks on all customers both inside the auditoriums and in the lobby restaurant/lounge.

**Parking:**

With the addition of SMG, the total gross leasable area of WGPM will be 1,120,519 square feet. The Township Zoning Ordinance requires 4 parking spaces for every 1,000 square feet of gross leasable area or 4,482 spaces. The mall contains 5,605 parking spaces.

The primary Theater parking field has 748 spaces in it after reconfiguring the drive aisle as shown on the attached plan. SMG and the other retail/entertainment which would use the primary Theater parking field would be approximately 94,000 square feet and would require 376 parking spaces per the Township Zoning Ordinance.

Both WGPM and the Theater primary parking field provide parking well in excess of that required by the Zoning Ordinance.

SMG also provides valet parking depending on the location and clientele and as special events warrant. Valet parking is being considered at the WGPM location.

**Traffic Impact**

Attached hereto as Exhibit D is a traffic study prepared by McMahon Transportation Engineers and Planners (without exhibits), which indicates that the mall will continue to operate at similar conditions

as under existing conditions with the addition of SMG and the current parking supply will continue to be adequate to accommodate the theater.

The full Traffic Study Report can be reviewed at the Township Zoning Office or can be obtained by contacting Mark Gambill listed in the Contact Information section above.

Primary drop-off/pick-up area is directly in front of the main entrance to the Theater, which is over 500 feet away from the nearest residences. The residences are buffered from the mall parking field by privacy fencing and landscaping. Sufficient stacking/queueing of vehicles in front of the theater will be more than adequate to handle the heaviest census times.

With the Theater being located at WGPM, detrimental traffic impacts for both vehicular and pedestrian traffic to the surrounding neighborhood are minimized.

**Projected Employment:**

Management - 9

Staff - 250

Note: JC Penney operating in approximately 150,000 square feet had approximately 100 employees in non-peak seasons and 125 employees during the holidays. SMG will operate in approximately 49,000 square feet.

Minority Hiring – SMG is a conscious capitalism company that believes that its teams should reflect the communities in which it operates.

**Revenue Breakdown by Category by Percentage:**

Movies: 30%

Food: 40%

Beverage: 20%

**Community involvement:**

See SMG Outreach One information attached hereto as Exhibit E.

**Site Plan:**

Attached hereto as Exhibit F is a Site Plan prepared by PREIT dated November 20, 2017. The Site Plan conforms with all applicable requirements of Section 1806(E)(2) of the Zoning Ordinance.

**Conclusion:**

The Theater will have an overwhelmingly positive impact on the Township and the neighborhood directly surrounding WGPM. As demonstrated by this CIS, Owner and SMG are committed to taking all necessary precautions with respect to traffic, safety, and other potential issues, while at the same time delivering a highly desired, well-run amenity to the Township's residents.

**EXHIBIT A**

Map of Movie Theaters

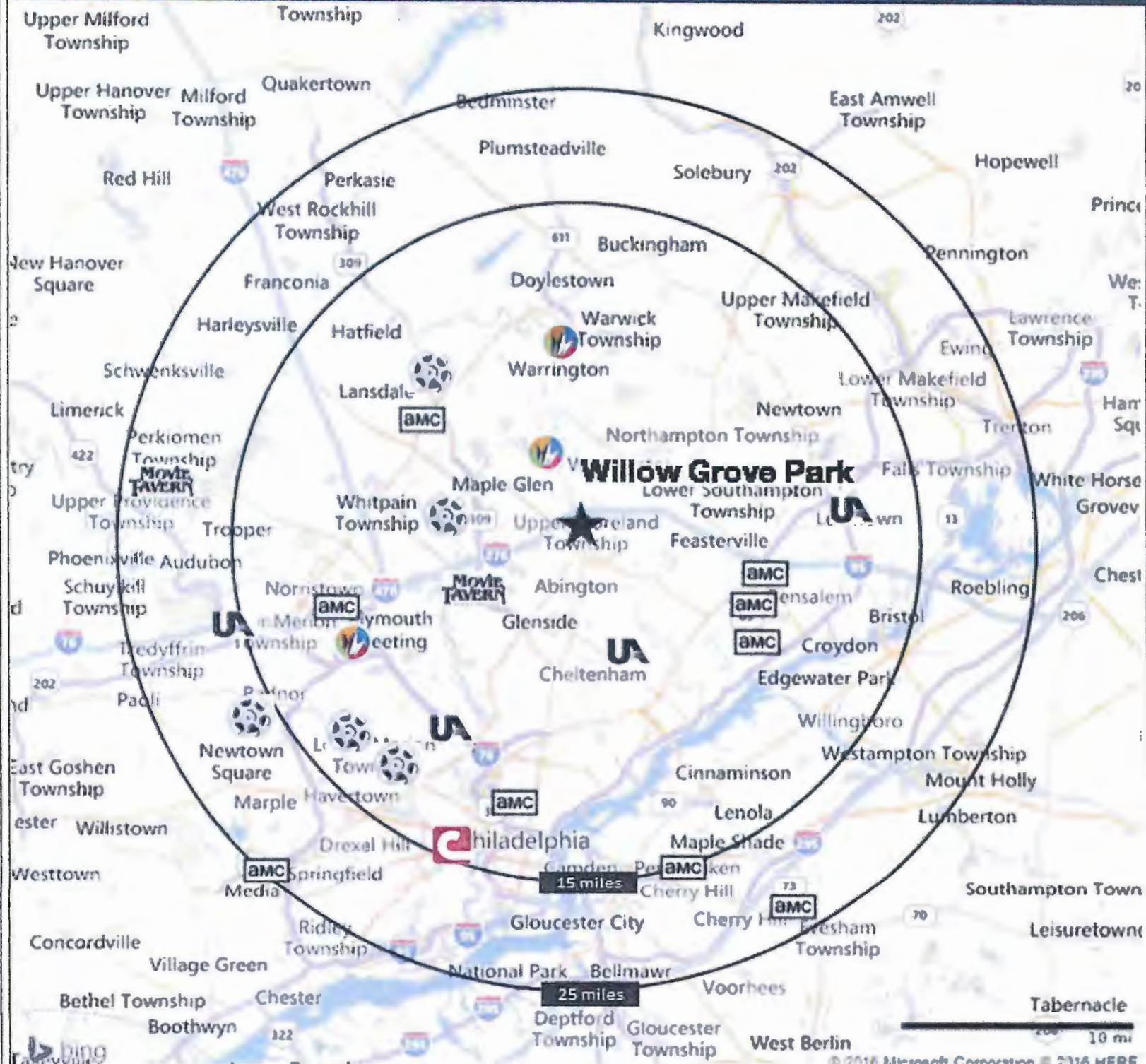
(See attached)

**Legend**

- Study Area
- 15.00 mi
- 20.00 mi

- AMC Theatres
- Cinemark Theatres
- Movie Tavern
- Regal Cinemas
- United Artists
- Other

**Map**



Tabernacle

10 mi

**EXHIBIT B**

SMG Brochure

(See attached)







## Welcome to Studio Movie Grill.

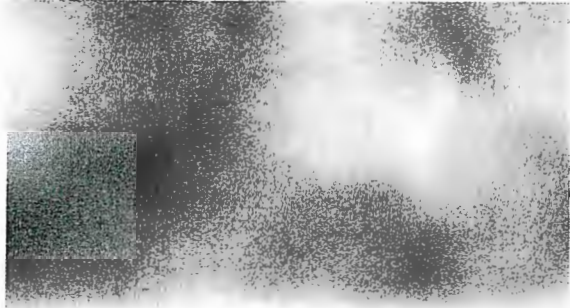
We're leading the industry by delivering the biggest blockbuster movies and alternate programming, an American Grill menu and full service bar, with friendly service at the push of a button. Whether you're visiting us for latest movie, taking in a family feature, or hosting a private event, SMG has something for everyone.

I am 100% sure  
these theaters  
are the future of  
movie-going.

Jeffrey Katzenberg, CEO  
Dreamworks Animation



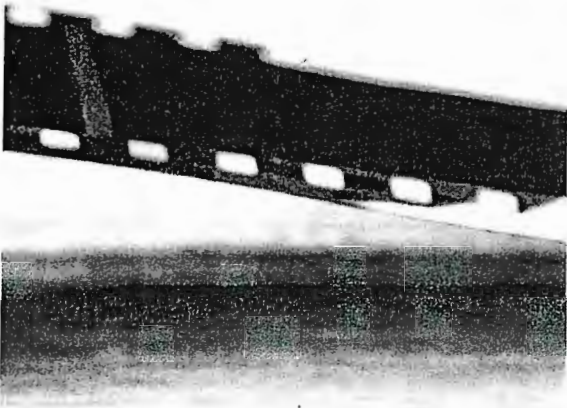




**Studio Movie Grill  
Exists to Open Hearts  
and Minds, One  
Story at a Time.™**

Movies are one of the most powerful storytelling mediums in today's society. They trigger a memory or an emotion, take us on a transformative journey that shapes our worldview, or introduce us to the complexities and highlights of the human condition. Perhaps as important as the movies we watch are the memories we create while sharing a meal together.

We believe that what a brand does matters more than what it says. Our commitment to quality, value, and a memorable movie grill experience is for all of our stakeholders and we honor this commitment during every showtime for movie-goers of all ages.



This is the only theater I go to. If I'm already going out for dinner, why not do it at the same time?

SMG Guest Review, Yelp.com





Since 2000, Dallas-based SMG has grown to 24 locations and 245 movie screens in nine states and ranks in the top 20 of largest exhibitors in North America. As the leading in-theater dining exhibition, we're excited to commence on a major expansion initiative, with plans for additional sites throughout the country.



## **Arizona**

Scottsdale, 2011

## **California**

Rocklin, 2014

Simi Valley, 2015

\*Bakersfield, Opening 2017

## **Florida**

Tampa, 2014

\*Seminole, Opening 2017

## **Georgia**

Holcomb Bridge, Alpharetta, 2010

Duluth, 2012

\*Marietta, Opening 2017

## **Illinois**

Chatham, Chicago, 2014

Wheaton, 2012

## **Indiana**

College Park, Indianapolis, 2013

## **North Carolina**

Epicentre, Charlotte, 2013

## **Pennsylvania**

Upper Darby, Philadelphia, 2015

## **Texas**

Highlands, Arlington, 2007

Lincoln Square, Arlington, 2017

Colleyville, 2014

Royal Lane, Dallas, 2008

Spring Valley, Dallas, 2013

Northwest Highway, Dallas, 2013

Citycentre, Houston, 2009

Copperfield, Houston, 2006

Lewisville, 2007

Pearland, 2016

Plano, 2000

The Colony, 2015

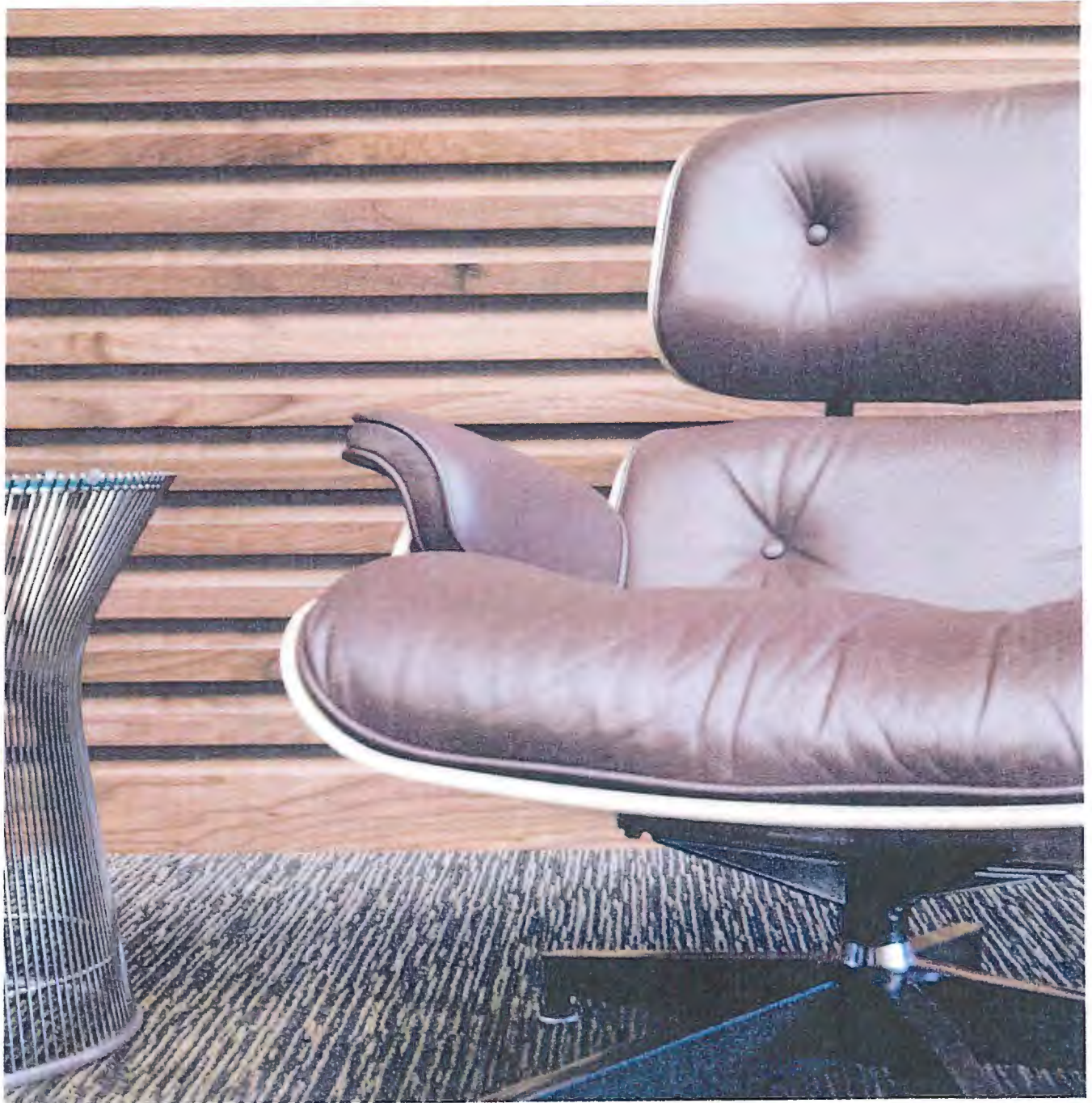
Tyler, 2015

\*Currently under construction



We unify our brand voice through theater architecture and design, on-screen offerings and facility capabilities, operational excellence, and a little southern hospitality. The experience begins online and is communicated through every guest touch point in-theater and on-screen.

Guests can enjoy dining from our freshly-prepared American Grill menu in the lounge, at the bar, or in-theater anytime. The menu includes house favorites like our coconut chicken tenders, blackened chicken salad, hand-crafted cocktails and local microbrews, daily specials, and a weekend brunch.



SMG's new prototype is a marriage of 25 years of in-theater dining expertise and execution. While the design vocabulary has changed, what remains is our trademark schedule of materials combined with the very best viewing experience, an open-air bar and lounge area, and a little southern hospitality.

### **Exterior Design**

The appearance of a Studio Movie Grill consists of the trademark SMG signage along with a signature blue entry. The storefront is anchored with our tagline: Eat, Drink, Movies. Finish materials include stucco, aluminum, glazing, and masonry that can complement the center in which the theater is located.

### **Interior Design**

The interiors are modern in design with a selective mix of textiles, stone surfaces, warm woods, and modern furniture classics. SMG's environments are designed to be intimate but social, with the right mix of public energy and pockets for conversation. Custom luxury recliners, exclusive SMG-designed EOMAC panels, and studio extreme large format auditoriums create an immersive experience for laser projection and Q-SYS sound systems to transform your movie experience.

### **Kitchen Design**

The Heart of the House is a state of mind that informs the kitchen design and provides the means for our American Grill menu to be freshly prepared and made to order. The kitchen is capable of serving over 1,000 meals an hour during peak times. All equipment is NSF approved and provides a safe and efficiently laid out for our Team and a great environment to work.



## Expansion Real Estate Requirements

SMG is seeking locations with a population of 300,000 within a 20-minute drive of the site and with an average annual household income of at least \$100,000.

Our ideal positioning is anchoring a shopping, restaurant or entertainment center.

A prototypical freestanding Studio Movie Grill consists of 12 movie screens, 1,100 luxury stadium recliner seats and full service bar / lounge / patio seating for 85 guests, within a 40,000 square footprint.

We can also convert existing structures of a similar size. Ideally this would consist of a building that is approximately 260 feet wide by 175 feet deep, with a clear floor-to-structure height of 27 feet.

## Preferred Requirements

Ground Level Footprint / 40,521 SF

Parking / 412 Spaces / 1 Parking Space per 3.0 Seats

Ideal Lease Space Width / 265 Ft.

Ideal Lease Space Depth / 175 Ft.

Clear Space to Underside of Joist / 27 Ft.

Electric / 1200 AMP / 277/480, 3P, 4W / with Step Down Transformer

Domestic Water / 3 Inch / Dedicated Water Line

Fire Dept Connection / 4 Inch / Dedicated Water Line

Fire Sprinkler / 8 Inch / Dedicated Water Line (Or as Requested by Local Code, FDC & Sprinkler)

Sewer / 6 Inch / Domestic Sanitary

Sewer / 6 Inch / Grease Trap

Grease Trap / 4,000 Gal / or per Local Code Requirements

Gas / 4 Inch / 6000 CFH @ 5PSI

HVAC / 145 Tons / Avg. 1 Ton per 275 SF

Liquor License Required







**Brian Schultz**  
President + CEO  
972/388.7888 x223  
bschultz@studiomoviegrill.com

**Ted Croft**  
CFO  
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Master National Real Estate Representative  
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214/494.0011  
joe@hwgag.com

[studiomoviegrill.com](http://studiomoviegrill.com) | [buildingsmg.com](http://buildingsmg.com)

SMG

**EXHIBIT C**

Sample SMG Menu

(See attached)



*share an appetizer*

- EDAMAME
- PRETZEL BITES
- SPINACH DIP
- CHIPS + SALSA
- THEATER POPCORN
- HALF-ORDER OF CHEESE FRIES OR CHICKEN NACHOS

&

*pick two entrées*

- CLASSIC AMERICAN BURGER
- ANY ENTRÉE SALAD
- ANY PASTA
- ANY CHICKEN TENDERS
- ANY FLATBREAD OR PIZZA

+

*add a dessert for \$5*

- CHOCOLATE CHIP COOKIES
- FROZEN HOT CHOCOLATE
- ICE CREAM MILKSHAKE
- BROWNIE SUNDAE
- NEW YORK CHEESECAKE
- NUTELLA BEIGNETS
- ICE CREAM SUNDAE

**EVERYDAY IS SPECIAL.**

**MONDAY**

- \$5 HOUSE MARGARITAS
- \$5 REGULAR POPCORN

**THURSDAY**

- \$5 DEEP EDDY HANDMADE VODKA YOU-CALL-ITS
- \$5 DESSERTS

**TUESDAY**

*ask your Server about our \$5 food + beverage specials!*

**FRIDAY + SATURDAY**

- \$5 OFF MARGARITA PITCHERS
- \$5 BETTY'S BLEND & SMG CELLARS (GLASS)

**WEDNESDAY**

- \$5 BIG BEER CANS
- ENDLESS PIZZA (ONE TOPPING, NO SHARING)

**SUNDAY**

- \$5 BETTY'S BLEND & SMG CELLARS (GLASS)
- \$5 ICE CREAM SUNDAE

# Studio

EAT / DRINK / MOVIES

IN-THEATER  
DINING MENU

16  
17



## *hand-crafted* **COCKTAILS**

### **DOUBLE GINGER MULE 10**

*Deep Eddy Vodka, Ginger Beer, Fresh Ginger Purée, Lime Juice*

### **FIERY APPLE 9**

*Angry Orchard, Fireball*

### **ROYAL APPLE 9**

*Crown Royal Regal Apple, Di Amore Amaretto, Cranberry Juice*

### **PINEAPPLE CRUSH 9**

*Citrus Vodka, Lemon-lime Soda, Pineapple Juice, Orange Juice*

### **CRUZAN MANGO-BERRY MOJITO 9**

*Cruzan Mango Rum, Fresh Strawberries, Mint, Lime Juice, Club Soda*

### **BAILEY'S COOKIE BUTTER 9**

*Kahlúa, Monin Cookie Butter, Bailey's, Pepsi*

### **BLOODY MARY 9**

*Tito's Vodka, Bloody Mary Mix, Lime Juice, Hot Sauce*

### **PAMA POMEGRANATE MIMOSA 10**

*PAMA Pomegranate Liqueur, Maschio Prosecco, Orange Juice*

### **\$ XL LONG ISLAND ICED TEA 12**

*Seagram's Sweet Tea Vodka, New Amsterdam Gin, DeKuyper Triple Sec*

### **XL CARIBBEAN HURRICANE 12**

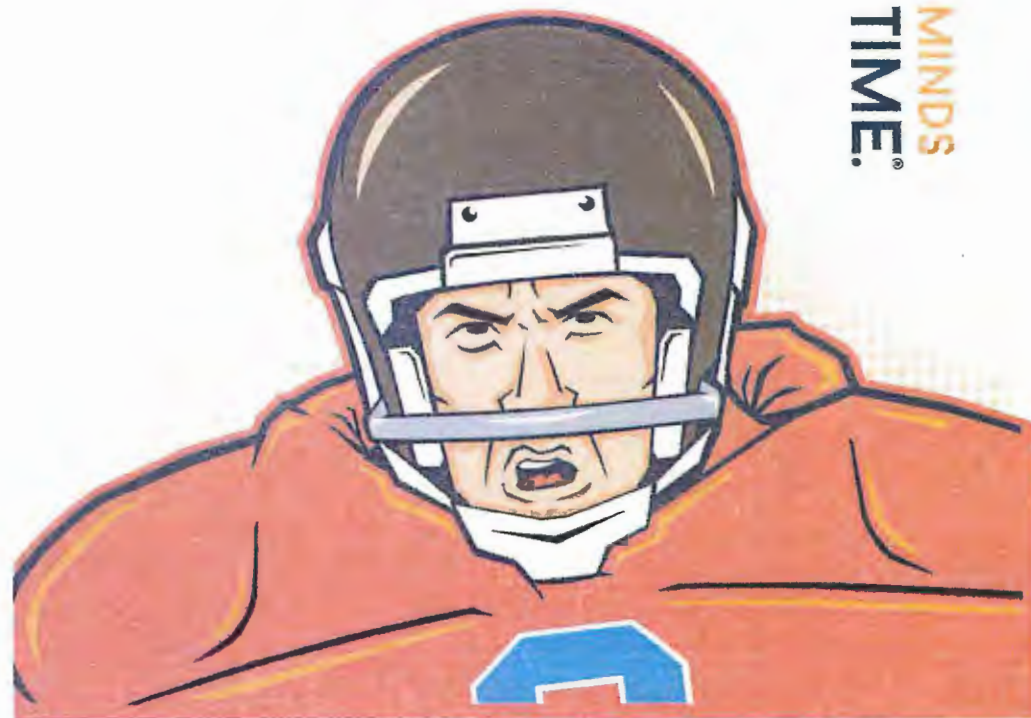
*Cruzan Silver Rum, Captain Morgan Spiced Rum, Tropical Fruit Juices*

### **OUR STORY**

We began the cinema-eatery concept in 1993 at a one screen historical theater in Dallas. In 1998, Studio Movie Grill became the first in-theater dining concept to feature a first-run print of *The Waterboy*, starring Adam Sandler, and has never looked back as the leader of the in-theater dining movement.

Since 1998, SMG's pillars have been Film, Food and Fun with a focus on serving our Team Members, Guests, Communities, Vendors, and Investors.

FOR MORE INFORMATION ON SMG OUTREACH & THE ONE STORY MOVEMENT™ PLEASE VISIT [STUDIOMOVIEGRILL.COM/OUTREACH](http://STUDIOMOVIEGRILL.COM/OUTREACH)



OPENING HEARTS AND MINDS  
**ONE STORY AT A TIME.®**



# STUDIO BRUNCH

WEEKENDS + HOLIDAYS ONLY

AVAILABILITY OF ALCOHOLIC BEVERAGES SUBJECT TO APPLICABLE LAWS. NO REFILLS.

DARTH MAUL BLOODY MARY 9  
TATOOINE MIMOSA 6  
ORANGE JUICE, MILK, OR CHOCOLATE MILK 2.50

TUSCAN RAIDER QUESADILLAS 12.50  
SCRAMBLED EGGS, GRILLED STEAK, ONIONS,  
BELL PEPPERS, SEASONAL FRUIT CUP,  
CINNAMON CHIPS

C3PO-MELETTE PIZZA 11.95  
SCRAMBLED EGGS, HAM, BELL PEPPERS,  
GREEN ONIONS, COLBY CHEESE

BANTHA BREAKFAST FRIES 8.95  
FRENCH FRIES TOPPED WITH COUNTRY  
SAUSAGE GRAVY, BACON PIECES, CHEDDAR  
CHEESE, CHIVES

SOLO SABER 6  
SAUSAGE LINK DIPPED IN PANCAKE BATTER,  
SEASONAL FRUIT CUP, SYRUP

STARKILLER BASE BUNS 6.95  
CINNAMON ROLL BITES, CARAMEL, CINNAMON  
SUGAR, CRÈME ANGLAISE SAUCE



## 'RITAS

**\$ HOUSE 'RITA 9 | PITCHER 27**  
*Frozen or On the Rocks*

**SWIRLED 'RITA 10**  
*Sangria, Strawberry, Watermelon  
or Blackberry*

**SKINNY 'RITA 10**  
*Sauza Silver Tequila, 100% Agave Nectar,  
Lime Juice*

**XL STUDIO BLUE GRANDE 'RITA 11**  
*Gold Tequila, DeKuyper Triple Sec,  
Blue Curaçao*

**XL CORONA 'RITA 13**  
*Gold Tequila, Corona Sidecar*

**XL PROSECCO 'RITA 13**  
*Gold Tequila, Maschio Prosecco Sidecar*

*add a float to your margarita!*

Choose 1800, Midori,  
Amaretto \$2/\$5 Pitcher

Choose Grand Marnier, Patrón, PAMA  
Pomegranate Liqueur \$4/\$10 Pitcher

WE PROUDLY POUR PEPSI AND DR. PEPPER PRODUCTS \$4/FREE REFILL



plus China Mist Iced Tea, Strawberry Lemonade, Coffee, Rockstar Energy Drink, Fiji Natural Artesian Water,  
S. Pellegrino Sparkling Water | Aquafina \$3.50 NO REFILL ON CAN BEVERAGES OR BOTTLED WATERS

## ADULT -spiked- SHAKES

MADE WITH  
VANILLA ICE CREAM

**MUDSLIDE 9**  
*Kahlúa, Baileys Irish Cream, Sobieski Vodka*

**ORANGE DREAMSICLE 9**  
*Pinnacle Whipped Cream Vodka, DeKuyper O3 Liqueur, Orange Juice*

**CREAMY CARAMEL MACCHIATO 9**  
*Three Olives Espresso Vodka, Pinnacle Whipped Cream Vodka, Coffee, Caramel*



**DRAFTS  
BOTTLES  
& CANS**

ASK ABOUT OUR SELECTION  
OF LOCAL CRAFT BEERS  
- ON TAP & BOTTLED -

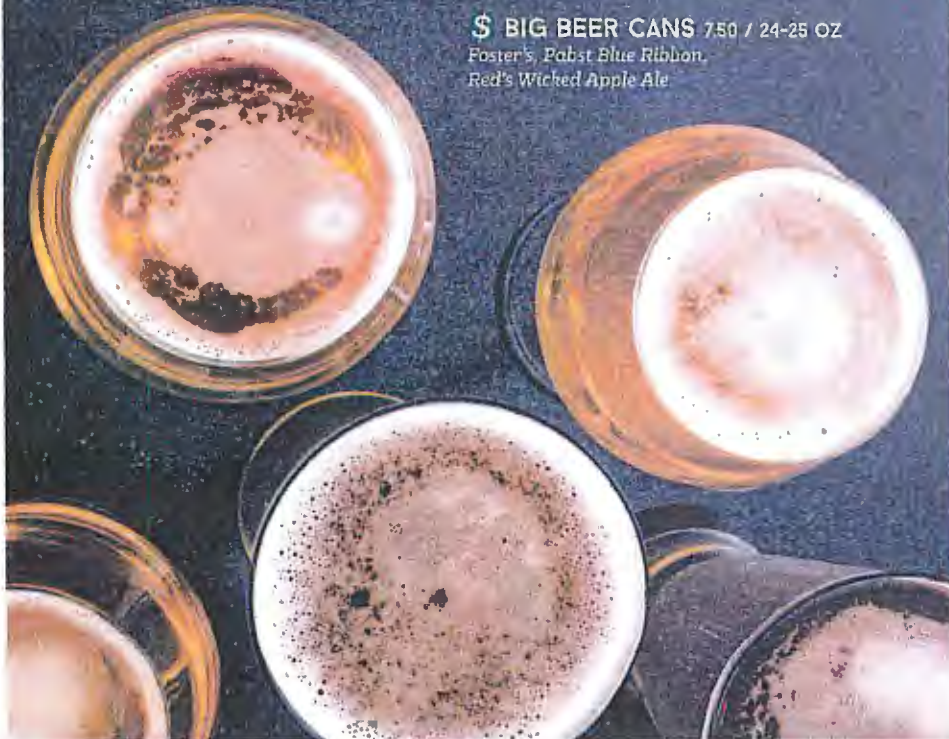
**DOMESTIC DRAFTS 4.75 / 18 PITCHER**  
*Bud Light, Miller Lite*

**BOTTLES 5 / 20 BUCKET (5)**  
*Budweiser, Coors Light,  
Michelob Ultra, Shiner Bock*

**PREMIUM DRAFTS 5.75 / 20 PITCHER**  
*Angry Orchard, Blue Moon, Dos Equis,  
Lagunitas IPA, Stella Artois*

**BOTTLES 6 / 24 BUCKET (5)**  
*Corona, Corona Light, Guinness, Heineken,  
Negra Modelo, Not Your Father's Root Beer,  
Samuel Adams, Sierra Nevada Pale Ale*

**\$ BIG BEER CANS 7.50 / 24-25 OZ**  
*Foster's, Pabst Blue Ribbon,  
Red's Wicked Apple Ale*



CHILDREN AGES TWELVE AND UNDER

## KID'S MENU

**CRISPY CHICKEN BITES 6**  
*with French Fries or Seasonal Fruit*

**CHEESE OR CHICKEN QUESADILLA 6**  
*with French Fries or Seasonal Fruit*

**CHEESE OR PEPPERONI PIZZA 6**

**MINI-CHEESEBURGER 6**  
*with French Fries or Seasonal Fruit*

**LILLY'S MAC + CHEESE 6**

*add to your meal*

**KID'S SODA, JUICE, OR MILK 3**  
**MILKSHAKE OR SUNDAE 3.50**

*make it a combo!*

**ADD A KID'S DRINK AND A  
CHOCOLATE CHIP COOKIE 3.50**



Order one of our chef-inspired menu items marked with the SMG Chefs for Children badge and SMG will donate 5% of the proceeds to non-profits in your community serving Specials Needs Children.



### CHOCOLATE CHIP COOKIES 5

Four Cookies Served Warm

### FROZEN HOT CHOCOLATE 6

Blended Hot Chocolate, Vanilla Ice Cream, Whipped Cream, Chocolate Shavings

### ICE CREAM MILKSHAKES 5

Choose Chocolate, Vanilla or Strawberry  
Add Oreo Cookie Crumbles for \$1

### NUTELLA BEIGNETS 6

New Orleans-style Pastry Filled with Nutella,  
Dusted with Powdered Sugar



### BROWNIE SUNDAE 7

Brownies with Ghirardelli Chocolate, Vanilla and Triple Chocolate Ice Cream, Cinnamon Chips

### ICE CREAM SUNDAE 6

Three Scoops of Ice Cream, Chocolate Sauce, Whipped Cream, Nut Topping, Cherry

### NEW YORK CHEESECAKE 7

with Fresh Strawberries

## THEATER TREATS

### ORVILLE REDENBACHER POPCORN

SMALL 3 | REGULAR 6 | LARGE 7

Gourmet Popping Corn, Warm Butter on Request

### OUR FAVORITE CANDY 5

Peanut M&Ms, Twizzlers, Milk Duds, Sour Patch Kids, or Nestle's Buncha Crunch



## REDS

House Red	7	10	27
Canyon Road Merlot	7	10	27
Cupcake Pinot Noir	8	11	31
Trivento Malbec	9	13	35
SMG Cellars Cabernet*	7	10	27
Meiomi Pinot Noir	12	17	47
Chloe Red Blend No. 249	8	11	31
Louis Martini Cabernet	9	13	35
Freakshow Cabernet	13	18	49
Orin Swift The Prisoner Red Blend			70
Silver Oak Alexander Valley Cabernet			100

## WHITES

House White	7	10	27
Beringer Moscato	6	9	23
Kung Fu Girl Riesling	9	13	35
Beringer White Zinfandel	7	9	23
Placido Pinot Grigio	7	10	27
Cupcake Sauvignon Blanc	8	11	31
Betty's Blend*	6	9	23
SMG Cellars Chardonnay*	7	10	27
K-J Avant Chardonnay	9	13	35
Sonoma Cutrer Chardonnay	12	17	46
Cakebread Chardonnay			80

## ROSÉ

Charles & Charles Rosé	9	13	35
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## SPARKLING

	SINGLE SERVE BOTTLES	
Maschio Prosecco		8
Cook's Brut		8

# WINE

\$85 GLASS SUNDAYS





## PREVIEWS + SHAREABLES

### CEVICHE LETTUCE WRAPS 11

Jumbo Shrimp and Mahi-Mahi in Lettuce Cups with Jicama Slaw, Mango Salsa

### ♥ EDAMAME 6

Seasoned Edamame, Kosher Sea Salt

### STACKED NACHOS 10.25

Fresh Corn Tortilla Strips, Blackened Chicken, Creamy Queso with Diced Roasted Tomatoes, Fresh Cilantro, Jalapenos, topped with Lettuce, Roma Tomatoes, Crema Mexicana

### LOADED POTATO SKINS 9.25

Potato Shells, Mixed Cheeses, Garlic Sauce, Bacon, Green Onions, Sour Cream

### TEX-MEX TRIO 9.25

Fresh Tortilla Strips and Fire-roasted Salsa, (choose 2) Creamy Queso, Fresh Guacamole, or Spinach Dip

Chips + Salsa only 4.95

### CHEESE FRIES 9.25

Seasoned French Fries, Queso, Green Onions, Bacon, Buttermilk Ranch Dressing

### SOFT PRETZEL BITES 6.50

with Honey Mustard or Creamy Queso

### ♥ SEARED AHI TUNA 12

Mixed Ruby Greens, Edamame, Roasted Peppers, Avocados with Wasabi Lime Drizzle

### 🌿 BUFFALO CHICKEN 12

Tender Red Hot Chicken, Bacon, Creamy Colby Cheese Sauce, Scallions, Blue Cheese Drizzle

### ROASTED VEGETABLE 11.50

Fresh Mozzarella Cheese, Spinach, Portabella Mushrooms, Zucchini, Red Onions, Bell Peppers, Roasted Garlic

### PEPPERONI 10.50

Pepperoni, Mozzarella Cheese

# PIZZAS

HONEY-BUTTER BRUSHED DOUGH

OVEN-BAKED to PERFECTION

SUBSTITUTE GLUTEN FREE FOR \$1

### MEAT-EATER 11.50

Italian Sausage, Pepperoni, Hamburger, Roasted Green Onions, Blended Cheeses

### BBQ CHICKEN 11

Chicken, Red Onions, Cilantro, BBQ Sauce, Monterey Jack Cheese

### Build your Own! 10 | TOPPINGS \$1 EA

Pepperoni, Hamburger, Italian Sausage, Chicken, Bacon, Roasted Onions, Bell Peppers, Portabella Mushrooms, Garlic, Sautéed Spinach, Jalapenos, Black Olives



# Quesadillas

## CHICKEN FAJITA 11.50

Blackened Chicken, Spinach, Onions, Colby Cheese, Poblano Peppers, Jalapenos

## STEAK FAJITA 12.50

Grilled Steak, Peppers, Onions, Colby Cheese, Poblano Peppers, Jalapenos

## SPICY SHRIMP 12.50

Jumbo Shrimp, Bacon, Chipotle Mango Sauce, Colby Cheese, Peppers, Onions, Jalapenos

SERVED WITH SIDES OF SOUR CREAM, FIRE ROASTED SALSA AND TORTILLA CHIPS  
SUBSTITUTE FRENCH FRIES, SWEET POTATO FRIES OR SEASONAL FRUIT FOR \$1



# FLAT BREADS

OVEN-BAKED to PERFECTION  
SUBSTITUTE GLUTEN FREE FOR \$1

## BLACKENED CHICKEN 11.50

Southwestern Cheeses, Roasted Chiles, Onions, Cilantro

## SRIRACHA CHICKEN 11.75

Sriracha Chicken, Creamy Coconut-garlic Béchamel, Colby Jack Cheese, Roasted Leeks, Fresh Cilantro

## MARGHERITA 10.50

Fresh Mozzarella Cheese, Roasted Tomatoes, Parmesan Cheese, Fresh Basil

## STEAK + BALSAMIC 12

Peppered and Grilled Steak, Fresh Mozzarella Cheese, Roasted Onions and Tomatoes, Blue Cheese, Balsamic Glaze

## FEATURE FOUR 14.95

Spicy Buffalo Chicken Wings, Tuscan Cheese Bread, Chicken Quesadillas, Fresh Tortilla Chips and Fire-roasted Salsa, with Icebox Carrots, Celery Sticks, and Buttermilk Ranch Dressing (no substitutions)

## ONION RINGS 6.95

Scratch Tempura Onion Rings, Creole Dipping Sauce

## CRISPY WINGS 1 LB 10.25

Wings Tossed with Red Hot, Sweet Thai Chili or Honey Barbeque with Chilled Veggies, Buttermilk Ranch Dipping Sauce

## HUMMUS 8.25

Roasted Pepper and Garlic Hummus, Fresh Cucumbers, Carrots, Bell Peppers, Toasted Flatbread

## CHEFS FOR CHILDREN ITEM

## DAILY SPECIAL

## HEALTHIER OPTION

SNO offers Gluten Freeby request including Burger Buns and Pizza Dough PLEASE INFORM US IF A PERSON IN YOUR PARTY HAS A FOOD ALLERGY. All products may contain wheat, egg, dairy, soy, or fish allergens. Protein may also come in contact with tree nuts and peanuts. Consuming raw, cooked or undercooked meat, poultry, seafood, shellfish or eggs may increase your risk of food borne illness, especially if you have certain medical conditions. ©2019 SNO

GREEN SCREENS  
**Salads**

ENTRÉE-SIZED SALADS PILED HIGH  
WITH FRESH GREENS + VEGETABLES



▶ **PROTEINS** *choose*  
BEEF / CHICKEN / TURKEY / BLACK BEAN



▶ **STYLE**

**CLASSIC AMERICAN** 10.95

*American Cheese, Lettuce, Tomatoes, Sweet Red Onions*

**THE CALIFORNIA** 11.95

*Guacamole, Pepper Jack Cheese, Pico de Gallo, Lettuce, Chipotle Mayo*

**BBQ CHEDDAR BACON** 11.50

*Applewood Bacon, Cheddar Cheese, Sweet BBQ Sauce, Lettuce, Tomatoes, Sweet Red Onions*

**THE MEGAPLEX** 12.50

*Applewood Bacon, Mushrooms, Cheddar and Pepper Jack Cheeses, Lettuce, Tomatoes, Sweet Red Onions*

▶ **SIDES**

Served with French Fries or Tortilla Chips • Substitute Sweet Potato Fries or Seasonal Fruit for \$1



**Sliders**

THREE HANDMADE SANDWICHES  
ADD FRENCH FRIES FOR \$3

**SRIRACHA CHICKEN** 9.25

*Breaded Chicken with Sriracha Sauce, Pepper Jack Cheese, Greens, Red Onions, Pickled Cucumbers, Sriracha Lemon Aioli*

**THREE CHEESE-BURGER** 9.50

*Melted American, Swiss and Cheddar Cheeses, Sweet Red Onions, Shredded Lettuce, Roma Tomatoes*

**BLACKENED CHICKEN** 9.75

*Melted White Queso, Blackened Chicken, Pickled Red Onions, Chipotle Mayo, Spinach, Roma Tomatoes*

# BURGERS + CHICKEN

▶ CHOOSE  
-your-  
PROTEIN

▶ SELECT  
-your-  
STYLE

▶ PICK  
-your-  
SIDE

SERVED ON A SPECIALTY BUN • SUBSTITUTE A GLUTEN-FREE BUN FOR \$1



ADD GRILLED CHICKEN, BLACKENED CHICKEN, OR CRISPY CHICKEN TENDERS TO ANY SALAD FOR \$2

ADD SIRLOIN STEAK OR COCONUT SIRIMP FOR \$3

## CLASSIC CHICKEN CAESAR 12 50

Grilled Chicken, Romaine, Shaved Parmesan Cheese, Croutons. Served with Caesar Dressing.

## ♥ BLACKENED CHICKEN SALAD 12 50

Mixed Greens, Blackened Chicken, Roasted Corn, Black Beans, Red Onions, Bell Peppers, Tomatoes, Cilantro, Tortilla Straws. Served with Chipotle Ranch Dressing.

## CHIMICHURRI STEAK SALAD 13 95

Sirloin Steak, Mixed Ruby and Green Lettuces, Scratch Chimichurri Sauce, Heirloom Tomatoes, Pickled Red Onions, Cucumbers, Kalamata Olives, Green Onions, Cofita Cheese. Served with Parmesan Ranch Dressing.

## ♥ ARCADIA CHICKEN SALAD 13 50

Citrus Chicken, Mixed Ruby and Green Lettuces, Cucumbers, Red Bell Peppers, Kalamata Olives, Heirloom Tomatoes, Fresh Mint, Crumbled Feta. Served with Pesto Pistachio Dressing.

START A TAB + SIMPLIFY YOUR EXPERIENCE.  
WE'LL DROP YOUR PAID CHECK TOWARDS  
THE END OF THE MOVIE.

When you're ready, please leave gratuity and sign anytime before exiting the auditorium. SMG kindly suggests a 17.5% gratuity for your In-theater service team.



Served with French Fries or Tortilla Chips Unless Noted  
Substitute Sweet Potato Fries or Seasonal Fruit for \$1 Add a Side Salad for \$3

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**COCONUT CHICKEN TENDERS** 11.75

House-breaded Coconut Tenders, Honey Mustard Dipping Sauce  
Shrimp Combo 12.75 All Shrimp 13.75

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**CHICKEN TENDERS** 10.50

Breaded Tenders, Honey Mustard Dipping Sauce. Add Red Hot, Honey BBQ, Thai Chili Sauce 11

---

**MACARONI + CHEESE** 11 (ENTRÉE)

Three-cheese Cream Sauce, Cavatappi Pasta, Bacon, Green Onions. Served with Toasted Sourdough Bread. Add Blackened Chicken 13 Sirloin Steak 14

---

**SIRLOIN STEAK SANDWICH** 13.50

Sirloin Steak, Green Bell Peppers, Yellow Onions, Mushrooms, Melted Queso, Chimichurri Aioli

---

**MAHI-MAHI FISH + CHIPS** 12

Tempura-battered Mahi-Mahi, Coleslaw, Jalapeno Tartar Sauce

---

**GRILLED CHICKEN** 12.50

Baked Chicken Breast with Pomegranate Glaze. Served with Tabbouleh Salad, Sliced Avocado and Vegetables

---

**ST. LOUIS SMOKED RIBS** 14.50

Half-rack Pork Ribs with Honey Barbeque. Served with Baked Beans, Sweet-n-Spicy Pickles, Southern Coleslaw, Texas Toast

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**BLACKENED CHICKEN PASTA** 13

Blackened Chicken, Cavatappi Pasta, Bacon, Green and Red Onions. Tossed in a Southwestern Cream Sauce. Served with Toasted Sourdough Bread



IN-THEATER DINING + SERVICE AT SMG / PRESS YOUR SERVICE BUTTON TO ORDER

**EXHIBIT D**

Traffic Impact Study

(See attached)



McMAHON ASSOCIATES, INC.  
425 Commerce Drive, Suite 200  
Fort Washington, PA 19034  
p 215-283-9444 | f 215-283-9445

PRINCIPALS

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ASSOCIATES

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Matthew M. Kozsuch, P.E.  
Maureen Chlebek, P.E., PTOE  
Dean A. Carr, P.E.

December 1, 2017

Mr. Mark Gambill  
Vice President, Development  
Preit  
200 South Broad Street, Third Floor  
Philadelphia, PA 19102

RE: **Traffic Evaluation**  
Willow Grove Park Mall Remerchandising  
Abington Township, Montgomery County, PA  
McMahon Project No. 817798.11

Dear Mark:

As requested, McMahon Associates, Inc. has completed this Traffic Impact Evaluation for the proposed remerchandising of a portion of the existing Willow Grove Park Mall. This proposal will not result in an increase to the size of the existing mall, but will simply reconfigure existing retail space for other uses.

The Willow Grove Park Mall is located between Moreland Road (S.R. 0063) and Old Welsh Road (S.R. 2029), west of Easton Road in Abington Township, Montgomery County, PA (see **Figure 1A**). A total of approximately 94,358 square feet of space within the mall is proposed to be remerchandised to provide a 48,693 square-foot movie tavern theater with up to 1,100 seats for patrons, a 35,585 square-foot sport and health center, and retain 10,080 square feet of retail space. This area of the mall is illustrated in **Figure 1B**. It is anticipated that with this proposal, overall access to the mall will continue to be provided via the multiple existing driveway intersections with Moreland Road (S.R. 0063), Easton Road, and Old Welsh Road (S.R. 2029).

The purpose of this transportation impact study is to evaluate the potential traffic impacts associated with the proposed remerchandising of the site. The scope of this study includes an evaluation of the 2017 existing weekday afternoon, Saturday midday, and Saturday evening peak hours, as well as the 2017 future conditions with completion of the remerchandising of the mall at two of the mall's most affected site accesses and at the adjacent off-site intersection at Old Welsh Road and Fitzwatertown Road. An evaluation of the required parking supply for the overall mall was also performed.

Based on the results of this evaluation, no off-site or on-site access modifications are required due to the proposed remerchandising of the mall, as the existing on-site accesses in this area of the mall are adequate to meet the changing needs of the mall. While minor delays may be experienced with the

traffic exiting to the left to travel east along Old Welsh Road (S.R. 2029) from the stop-controlled mall access opposite Cummings Avenue, our evaluation found that there is ample capacity for these movements if they are potentially transferred to the adjacent signalized mall access along Old Welsh Road (S.R. 2029) located opposite Reservoir Avenue. The specific details of our traffic evaluation are as follows:

### *Existing Transportation Settings and Conditions*

The following key intersections in the vicinity of the site comprise the study area, which were confirmed with the Township for inclusion in this study:

- Old Welsh Road (S.R. 2029) and Fitzwatertown Road (S.R. 2038);
- Old Welsh Road (S.R. 2029) and Cummings Avenue/Mall Access; and
- Old Welsh Road (S.R. 2029) and Reservoir Avenue/Mall Access; and

The existing characteristics of the study intersections, including photographs, field sketches, and signal permit plans are provided in **Attachment A**.

To the west of Cummings Avenue, Old Welsh Road (S.R. 2029) provides a single travel lane in each direction; provides one travel lane in the eastbound direction and two travel lanes in the westbound direction between Cummings Avenue and Reservoir Road; and two lanes in each direction of travel between Reservoir Road and Easton Road (S.R. 0611). Old Welsh Road (S.R. 2029) is classified as community collector with a posted speed limit of 35 miles per hour. According to the daily traffic count data from PennDOT's internet Traffic Monitoring System (iTMS), Old Welsh Road (S.R. 2029) carries approximately 11,750 vehicles per day (total both directions) on a typical weekday.

Fitzwatertown Road (S.R. 2038) provides a single travel lane in each direction of travel with a posted speed limit of 35 miles per hour and is classified as a community collector. According to the daily traffic count data from PennDOT's internet Traffic Monitoring System (iTMS), Fitzwatertown Road (S.R. 2038) carries 10,300 to 11,600 vehicles per day (total both directions) on a typical weekday.

Under current conditions, SEPTA Bus Routes 22, 55, 95, 310, and 311 provide access to the mall. The Willow Grove Station of SEPTA's Warminster Line Regional Rail is located within half a mile of the mall and Bus Routes 22, 55, 95, 310, and 311 provide connections to this station. The Crestmont Station of SEPTA's Warminster Line Regional Rail is also located within half a mile of the mall, but no direct bus connections are provided between it and the mall. Under current conditions, sidewalk is provided along all of the mall frontages including Old Welsh Road (S.R. 2029).

Manual turning movement traffic counts were conducted in October 2017 during the weekday afternoon (4:00 PM to 7:00 PM), Saturday midday (1:00 PM to 4:00 PM), and Saturday evening (6:00 PM to 9:00 PM) peak periods. The results of these traffic counts are tabulated by 15-minute intervals in **Attachment B**. The four highest consecutive 15-minute peak intervals during these traffic count



periods constitute the peak hours that are the basis of this traffic analysis. The resultant 2017 existing weekday morning and weekday afternoon peak hours that are the basis of this analysis are depicted in **Figure 2A**.

***Trip Generation Characteristics***

Traffic volumes generated by the proposed remerchandising of the site were prepared based on trip generation data compiled from numerous studies contained in the Institute of Transportation Engineers' (ITE) publication entitled, *Trip Generation Manual, 10<sup>th</sup> Edition*. For trip generation comparison purposes, the remerchandised part of the mall was evaluated using two methods, first, if the existing space remained as retail space within the overall mall's retail property and second, as a separate multi-use site within the mall. The two trip generation alternatives are presented in **Attachment C**. As shown in Attachment C, based on ITE data, the site would generate similar traffic volumes if the existing space were re-occupied as retail space compared to the proposed individual remerchandising plan during all peak hours except the Saturday evening peak hour. The Saturday evening peak hour is typically the peak for any type of movie theater use, and as a result, the proposed remerchandising would result in higher volumes during the Saturday evening.

For purpose of this analysis, the separate multi-use trip generation alternative was utilized. **Table 1** provides a summary of the additional trips anticipated to be generated during the three peak hours that will be utilized in the analyses. As can be seen, the site is anticipated to generate approximately 3,303 additional total trips (inbound and outbound) during a typical weekday, of which 255 additional total trips (inbound and outbound) are anticipated during the weekday afternoon peak hour. During the Saturday peak hours, the remerchandising will result in an additional 244 and 475 total trips (inbound and outbound) during the midday and evening peak hours, respectively.

**Table 1- Vehicular Trip Generation**

Description	Size (s.f.)	Weekday Daily	Weekday Afternoon			Saturday Midday			Saturday Evening		
			In	Out	Total	In	Out	Total	In	Out	Total
Proposed	1,120,519	32,588	1,608	1,691	3,299	2,169	1,970	4,139	2,270	2,100	4,370
<u>Less Existing</u>	<u>-1,026,161</u>	<u>-29,285</u>	<u>-1,461</u>	<u>-1,583</u>	<u>-3,044</u>	<u>-2,025</u>	<u>-1,870</u>	<u>-3,895</u>	<u>-2,025</u>	<u>-1,870</u>	<u>-3,895</u>
<b>Additional Trips</b>	<b>94,358</b>	<b>3,303</b>	<b>147</b>	<b>108</b>	<b>255</b>	<b>144</b>	<b>100</b>	<b>244</b>	<b>245</b>	<b>230</b>	<b>475</b>

***Parking Requirements***

Similar to the trip generation calculations, for the parking requirement evaluation, the remerchandising of the mall was evaluated as a part of the overall mall's retail property and as a separate multi-use site. **Table 2** summarizes the two different alternatives utilized to calculate the number of required parking spaces based upon the Township's *Zoning Ordinance*. The required number of parking spaces was then compared to the overall parking supply within the mall for each option. For both options, the required parking based upon the Township's *Zoning Ordinance* is less than the actual parking supply. Therefore,

it can be concluded that there will continue to be adequate parking within the mall with the planned remerchandising.

**Table 2 - Parking Requirement for Willow Grove Park Mall Remerchandising <sup>(1)</sup>**

Description	Size	Parking Requirements	Required Parking Spaces	Parking Supply
<u>Option A</u>				
All Retail <sup>(2)</sup>	1,120,519 s.f.	1 parking per 220 s.f.	5,094	5,605
<u>Option B</u>				
Fitness Club <sup>(3)</sup>	35,585 s.f.	1 parking per 200 s.f.	178	5,605
Retail <sup>(2)</sup>	1,036,241 s.f.	1 parking per 220 s.f.	4,711	
<u>Movie Tavern</u> <sup>(4)</sup>	<u>1,100 seats</u>	<u>1 parking per 3 seats</u>	<u>367</u>	
Total	1,120,519 s.f.		5,256	

- (1) Based on *Abington Township Zoning Ordinance, Article XXIII: Parking and Transportation.*
- (2) Based on Use C-34: Shopping Mall or Shopping Center, Regional.
- (3) Based on Use G-4: Athletic/Health Club.
- (4) Based on Use G-7B: Movie Theater, Multiplex.

***Site Access Configuration and Traffic Control***

It is anticipated that with the remerchandising, overall access to the mall will continue to be provided via the multiple existing driveway intersections with Moreland Road (S.R. 0063), Easton Road, and Old Welsh Road (S.R. 2029). This study focused on the accesses along Old Welsh Road (S.R. 2029) located across from Cummings Avenue and Reservoir Avenue, and to be conservative all of the anticipated traffic for the remerchandised area was only assigned to these two access of the mall. Given that there are other accesses to/from the mall and that there is bus service provided, the analyses should be considered conservative.

A review of the auxiliary turn lanes warrants based on the current PennDOT guidelines in accordance with *Publication 46, Chapter 11 – Traffic Studies* was completed for the eastbound Old Welsh Road (S.R. 2029) left-turn lane at the western mall access (opposite Cummings Avenue) and the westbound right-turn lane at the eastern mall access (opposite Reservoir Road). Copies of the warrants are provided in **Attachment D**. Given that the westbound right-turn lane at the western mall access is a full travel lane the entire distance between Cummings Avenue and Reservoir Road, it was not included in this evaluation. Also, since the eastbound left-turn movement at the eastern mall access (opposite Reservoir Road) is not anticipated to increase with the remerchandising, it was not included in this evaluation.

According to the warrants, the eastbound left-turn lane along Old Welsh Road (S.R. 2029) at its intersection with Cummings Avenue/Mall Access should be extended from 90 feet to 175 feet with a 75-foot taper along with the appropriate transition area. However, a review of this area indicates that

there are multiple residential homes to the west of this intersection with short driveways that would be adversely impacted as a result of the need to widen Old Welsh Road (S.R. 2029) to provide the additional storage area. A review of the anticipated 95<sup>th</sup> percentile queues associated with this left-turn movement indicates that storage for a single vehicle is needed, as there are ample gaps in the Old Welsh Road (S.R. 2029) traffic stream to accommodate this turning movement.

The warrants also indicate that the westbound right-turn lane along Old Welsh Road (S.R. 2029) at its intersection with Reservoir Avenue/Mall Access should also be extended from 200 feet to 275 feet and the bay taper should be increased from 35 to 75 feet. Given that the remerchandised area is located on the far western section of the mall, more traffic than shown in the evaluation from the east may actually bypass this lane and instead utilize the eastern mall access instead, which would then not require any modifications to this access. Also, this movement is yield-controlled into the mall and a review of the anticipated 95<sup>th</sup> percentile queues with this movement indicate a maximum queue of 40 feet, indicating there is already ample storage for this movement.

#### *Existing and Future Traffic Capacity/Level-of-Service Conditions*

The 2017 existing and future peak hour traffic volumes were analyzed to determine the traffic operating conditions, in accordance with the standard techniques contained in the current *Highway Capacity Manual (2010)* for signalized and unsignalized intersections. These standard capacity/level-of-service analysis techniques, which calculate total control delay, are described in **Attachment E** for signalized and unsignalized intersections, as well as the correlation between average total control delay and the respective level-of-service (LOS) criteria. Many local municipalities consider LOS A through D as acceptable operating conditions, while LOS E represents conditions approaching capacity, and LOS F indicates that traffic volumes have exceeded available capacity.

According to PennDOT's *Policies and Procedures for Transportation Impact Studies Related to Highway Occupancy Permit Plans*, for unsignalized intersections, the base critical headways at TWSC intersections (Exhibit 10-11) and base follow-up headways at TWSC intersections (Exhibit 10-12) outlined in PennDOT's *Publication 46, Traffic Engineering Manual*, were used. For signalized intersections, the Pennsylvania base saturation flow rate (Exhibit 10-9) and Pennsylvania traffic signal control calibration parameters (Exhibit 10-10) outlined in PennDOT's *Publication 46, Traffic Engineering Manual*, were used.

The 2017 existing peak hour traffic volumes and results of the capacity/level-of-service analyses for the existing conditions are illustrated in **Figure 2B**. Detailed capacity/level-of-service analysis worksheets for the existing conditions are contained in **Attachment F**.

Site-generated traffic will approach and depart the site via different routes depending on factors such as the existing traffic patterns, location of major roadways, and the location of the development's site access. The anticipated trip distribution is based on a review of the overall distribution of traffic at the existing Old Welsh Road (S.R. 2029) accesses only and are illustrated in **Figure 3A**. The application of these percentages to the additional trips contained in Table 1 is also illustrated in **Figures 3B**. This

study focused on the accesses along Old Welsh Road (S.R. 2029) only and to be conservative all of the anticipated traffic for the remerchandised area was assigned to these two access of the mall. Given that there are other accesses to/from the mall and that there is bus service provided, the analyses should be considered conservative.

The site generated traffic volumes, as shown in Figure 3B were then added to the 2017 existing traffic volumes resulting in the 2017 future with development traffic volumes. The 2017 future peak hour traffic volumes were then analyzed to determine the future with development conditions. The 2017 future with development peak hour traffic volumes are illustrated in **Figure 4A** and the results of the capacity/level-of-service analyses for the 2017 future with development conditions are illustrated in **Figure 4B**. Detailed capacity/level-of-service analysis worksheets for the 2017 future conditions are contained in **Attachment G**.

#### **Old Welsh Road (S.R. 2029) and Fitzwatertown Road (S.R. 2038)**

Under existing and future with development conditions, the signalized intersection of Old Welsh Road (S.R. 2029) and Fitzwatertown Road (S.R. 2038) operates at acceptable conditions overall (LOS C or better) during all three peak hours with all approaches also operating acceptably (LOS D or better). As a result, no mitigation measures are recommended at this intersection as a result of the proposed remerchandising, since traffic operations will remain similar to existing conditions.

#### **Old Welsh Road (S.R. 2029) and Cummings Avenue/Mall Access**

Under existing (2017) conditions, the unsignalized intersection of Old Welsh Road (S.R. 2029) and Cummings Avenue/Mall Access operates acceptably overall (LOS A) during all three peak hours. The stop-controlled approaches also operate acceptably (LOS D or better), with the exception of the southbound shared left-turn/through lane along the Mall Access, which operates at capacity (LOS E) during the Saturday midday peak hour only.

Under future (2017) with development conditions, the intersection will continue to operate acceptably overall (LOS A) during all three peak hours. The stop-controlled approaches will also continue to operate acceptably (LOS D or better), with the exception of the southbound shared left-turn/through lane along the Mall Access. During the weekday evening and Saturday evening peak hours, the stop-controlled left/through lane from the mall access will operate at capacity (LOS E) and with delay (LOS F) during the Saturday midday peak hour.

Since the stop-controlled movement at the mall access opposite Cummings Avenue may operate with delay and there is an adjacent signalized intersection for the mall opposite Reservoir Avenue, it is anticipated that left-turn traffic would likely divert to the signalized mall access to the east, which has ample capacity. A supplemental volume figure along with the corresponding analyses for this potential scenario are provided in **Attachment H**. With minimal volume transfers (i.e., less than 24 vehicles per hour), the stop-controlled left-through egress movement would continue to operate at the same operating conditions as observed under existing conditions during the peak hours.

Alternatively, if traffic is not self-regulating to avoid delays associated with this stop-controlled movement, signage could be provided restricting this left-turn movement. Given that there is minimal traffic entering/exiting the mall from Cummings Avenue, the through movement could also be removed if channelization is needed to further enforce the change in exiting traffic patterns at the mall. Attachment H also includes a figure illustrating the volumes associated with this modification and the corresponding analyses, which indicates the signalized intersection of Old Welsh Road (S.R. 2029) and Reservoir Road/ Mall Access will continue to operate acceptably with the increased traffic volumes.

**Old Welsh Road (S.R. 2029) and Reservoir Avenue/Mall Access**

Under existing and future with development conditions, the signalized intersection of Old Welsh Road (S.R. 2029) and Reservoir Avenue/Mall Access operates at acceptable conditions overall (LOS B or better) during all three peak hours with all approaches also operating acceptably (LOS B or better). As a result, no mitigation measures are recommended at the intersection as a result of the remerchandising. It should also be noted based upon the supplemental analysis, which added traffic to the left-turn egress movement from the mall access to this intersection, that the existing signal timings should be adequate. However, if the left-turn restriction is implemented at the western mall access (opposite Cummings Avenue), then minor signal timing modifications may be needed to maintain the queue in the area provided for egress traffic from the mall at this intersection.

***Summary and Conclusions***

Based on the results of this evaluation, it can be concluded that the mall will continue to operate at similar conditions as under existing conditions given the conservative analyses presented herein, which assigned all traffic associated to/from the remerchandised area to the Old Welsh Road (S.R. 2029) accesses only. As discussed, if there are delays associated with the shared left/through lane at the western access (opposite Cummings Avenue), then the traffic may self-regulate and transfer to the adjacent signaled eastern access (opposite Reservoir Road). However, if there are operational issues and traffic is not self-regulating to avoid these delays, then signage and/or channelization to restrict the left and through movement from the western access could be necessary. This would then require the review and approval of PennDOT. As such, it is our recommendation that the operations of these two accesses be monitored upon completion of the remerchandised area of the mall.

The review of the parking requirements indicates that the current parking supply for the mall will continue to be adequate to accommodate the potential change from retail to health and fitness center and movie tavern uses as proposed with the remerchandising.

We trust that the above adequately addresses any concerns that the Township may have associated with the proposed remerchandising of the mall. If you should have any questions or require further information, please feel free to contact me.

Sincerely,



Sandy A. Koza, P.E., PTOE  
Project Manager

cc: Richard Manfredi, Abington Township Manager  
Mark Penecale, Planning & Zoning Officer



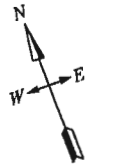
**FIGURE 1**

Site Location Map

**WILLOW GROVE PARK MALL REMERCHANDISING  
ABINGTON TOWNSHIP, MONTGOMERY COUNTY, PA**

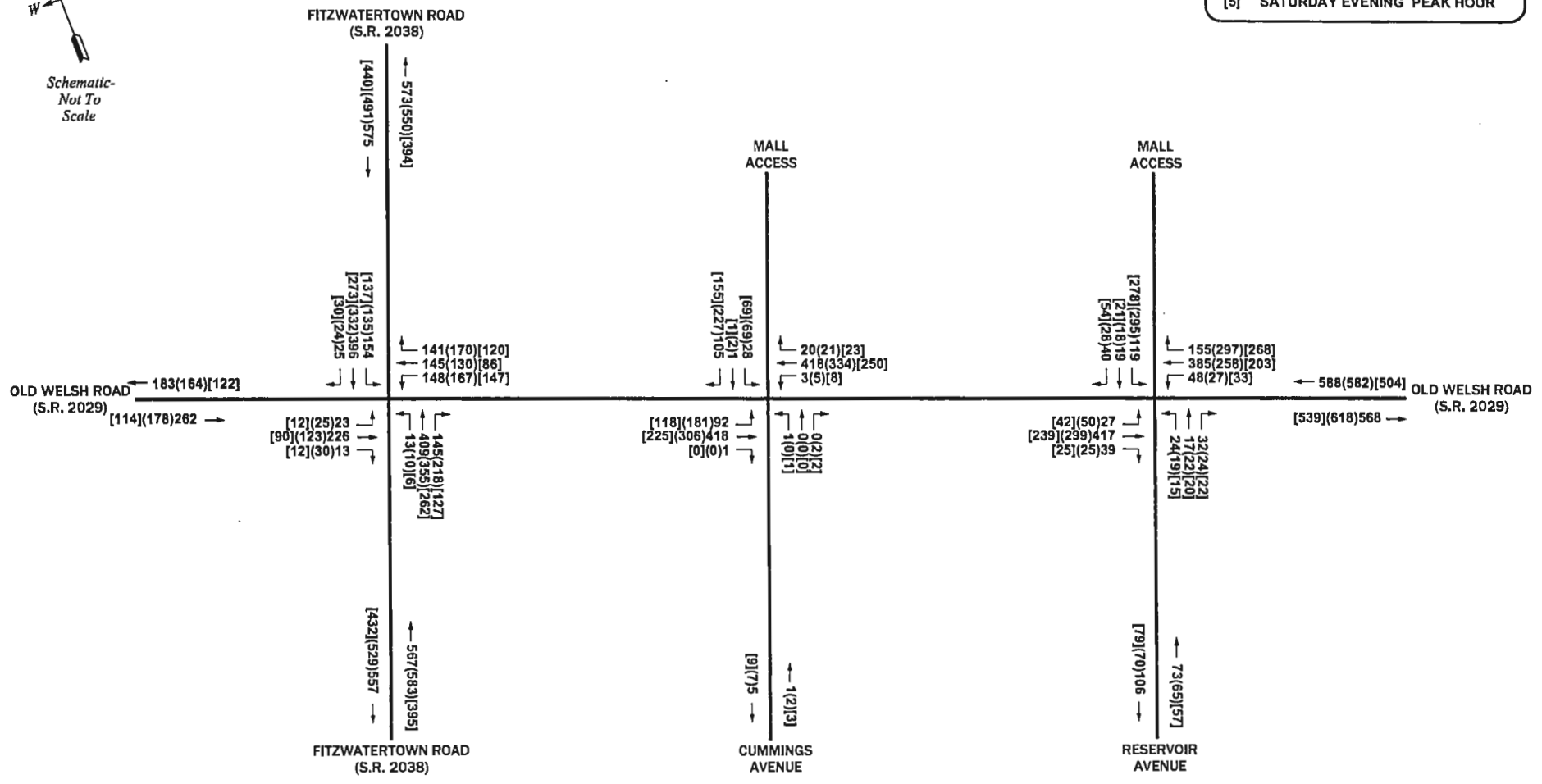


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Schematic  
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Scale

**LEGEND:**  
 5 WEEKDAY AFTERNOON PEAK HOUR  
 (5) SATURDAY MIDDAY PEAK HOUR  
 [5] SATURDAY EVENING PEAK HOUR

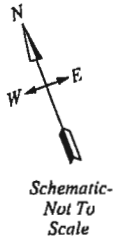


**FIGURE 2A**  
 2017 Existing Peak Hour Traffic Volumes  
**WILLOW GROVE PARK MALL REMERCHANDISING**  
**ABINGTON TOWNSHIP, MONTGOMERY COUNTY, PA**

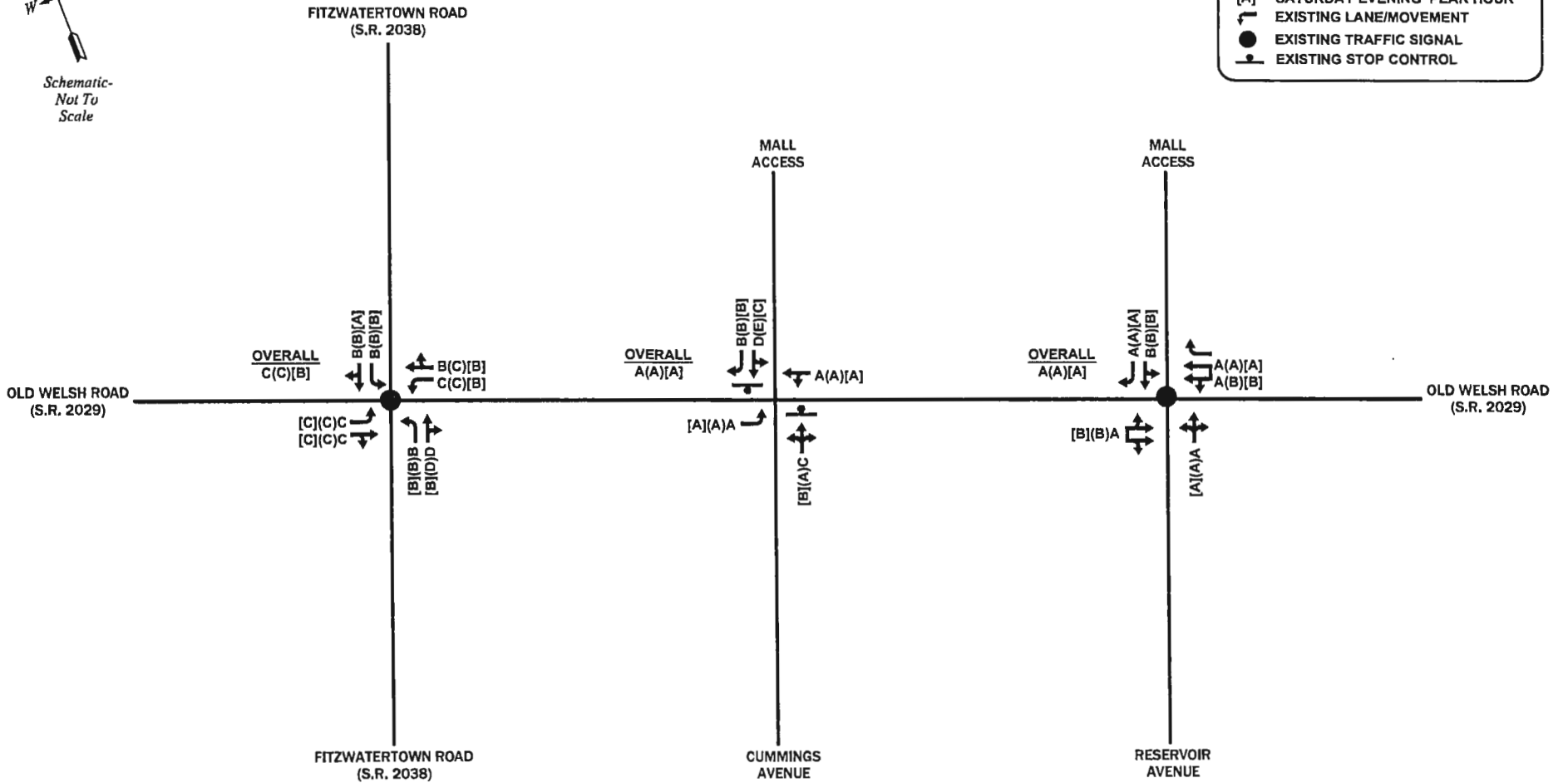


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LEGEND:	
A	WEEKDAY AFTERNOON PEAK HOUR
(A)	SATURDAY MIDDAY PEAK HOUR
[A]	SATURDAY EVENING PEAK HOUR
↔	EXISTING LANE/MOVEMENT
●	EXISTING TRAFFIC SIGNAL
⊥	EXISTING STOP CONTROL

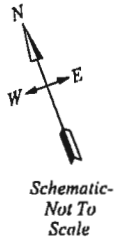


**FIGURE 2B**

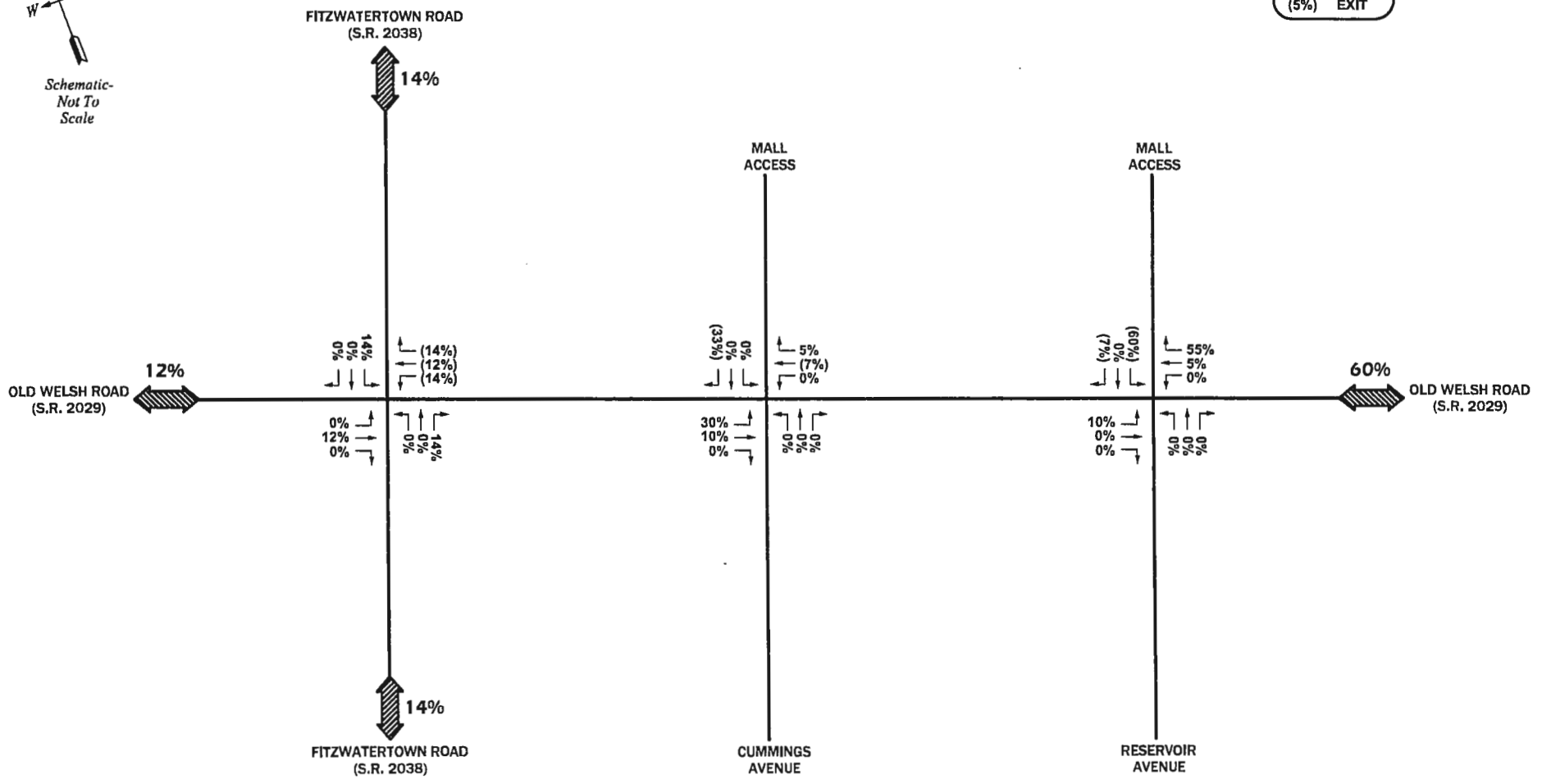
2017 Existing Peak Hour Levels of Service

**WILLOW GROVE PARK MALL REMERCHANDISING  
ABINGTON TOWNSHIP, MONTGOMERY COUNTY, PA**





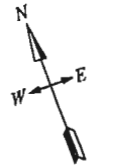
**LEGEND:**  
 5% ENTER  
 (5%) EXIT



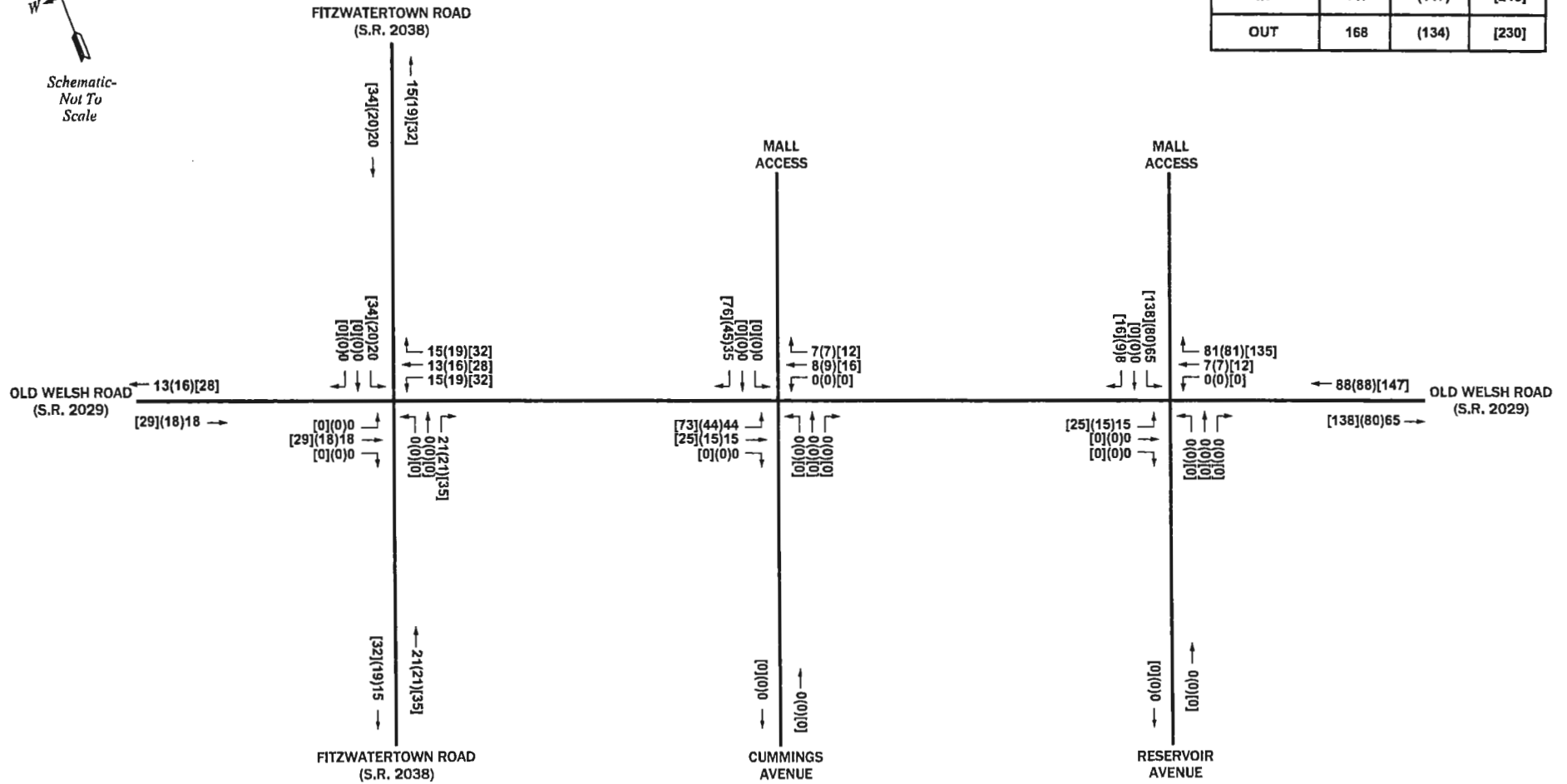
**FIGURE 3A**  
 "New" Trip Distribution  
 WILLOW GROVE PARK MALL REMERCHANDISING  
 ABINGTON TOWNSHIP, MONTGOMERY COUNTY, PA



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	PM	(SAT MID)	(SAT EVE)
IN	147	(147)	[245]
OUT	168	(134)	[230]

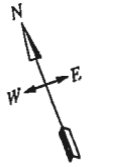
**FIGURE 3B**

"New" Trip Assignment

**WILLOW GROVE PARK MALL REMERCHANDISING  
ABINGTON TOWNSHIP, MONTGOMERY COUNTY, PA**

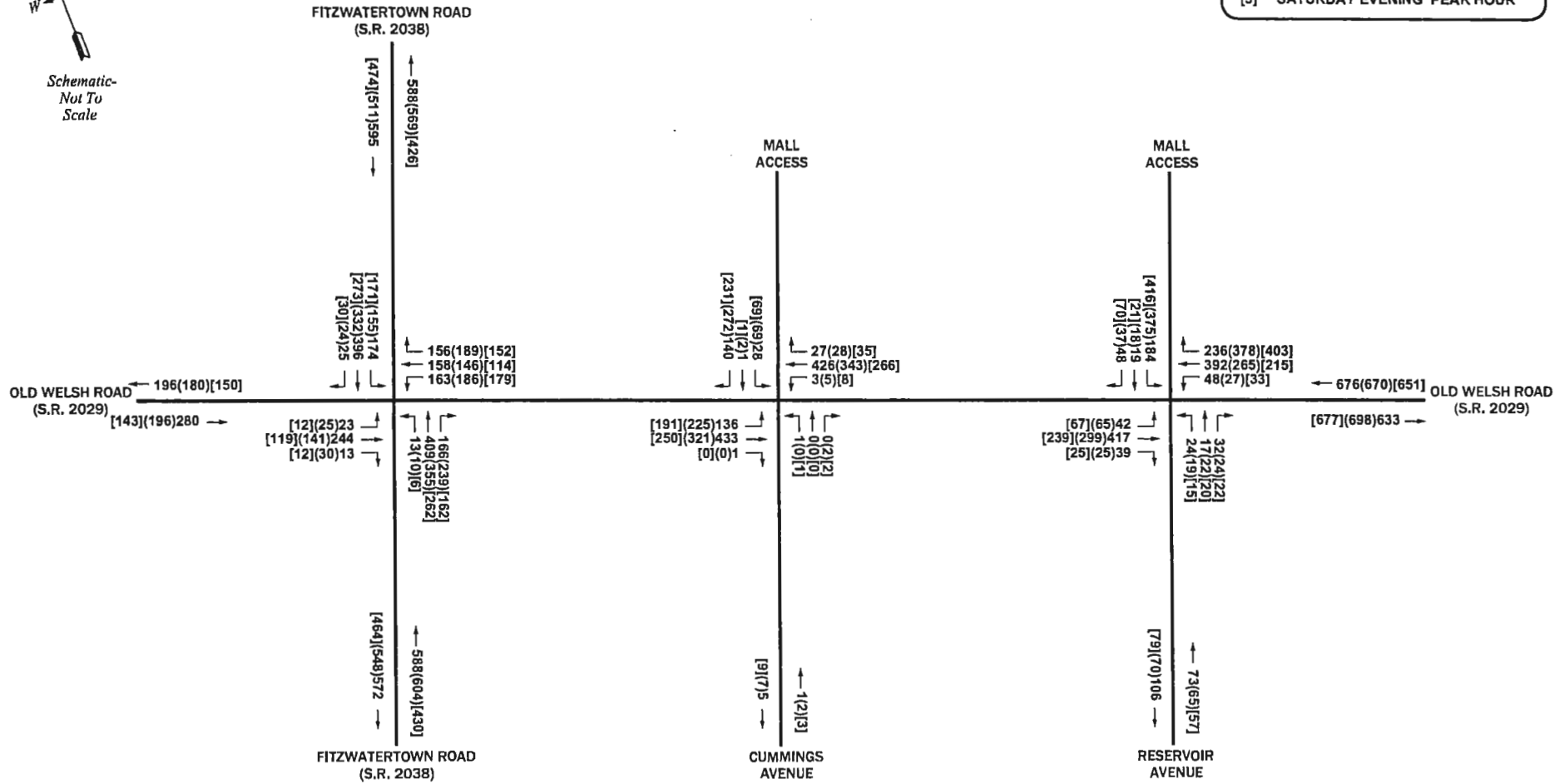


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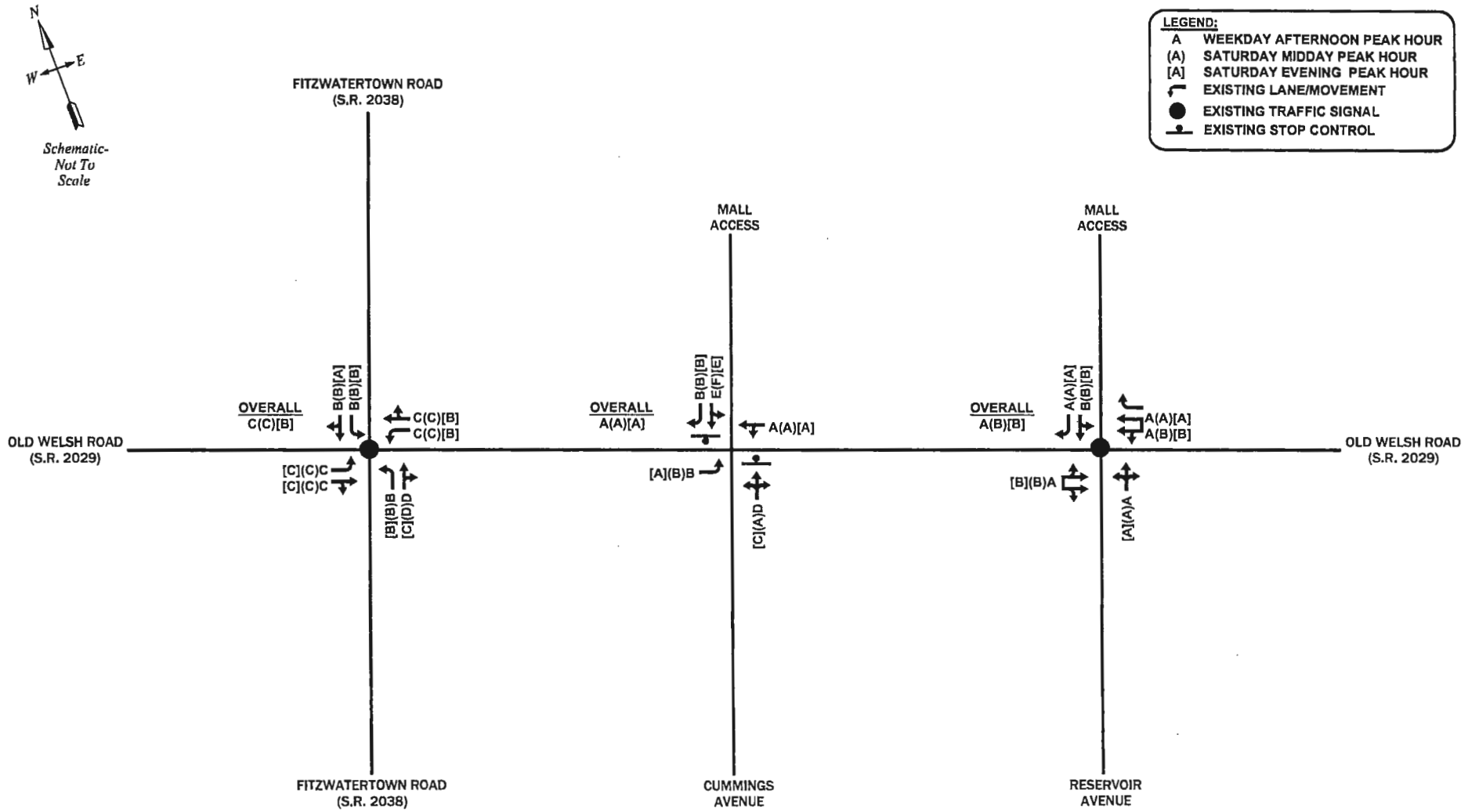
**LEGEND:**  
 5 WEEKDAY AFTERNOON PEAK HOUR  
 (5) SATURDAY MIDDAY PEAK HOUR  
 [5] SATURDAY EVENING PEAK HOUR



**FIGURE 4A**  
 2017 Future Peak Hour Traffic Volumes with Development  
**WILLOW GROVE PARK MALL REMERCHANDISING**  
**ABINGTON TOWNSHIP, MONTGOMERY COUNTY, PA**



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**FIGURE 4B**  
 2017 Future Existing Peak Hour Levels of Service with Development  
**WILLOW GROVE PARK MALL REMERCHANDISING**  
**ABINGTON TOWNSHIP, MONTGOMERY COUNTY, PA**



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**EXHIBIT E**

SMG Outreach One Information

(See attached)

# STUDIO MOVIE GRILL

EAT · DRINK · MOVIES

SMG Outreach tirelessly contributes to issues impacting our teams, their loved ones, and our communities. Our involvement extends past the walls of our theaters to make the world a better place by opening hearts and minds, one story at a time.

## **SPECIAL NEEDS SCREENINGS**

A pillar of SMG's Outreach for the past fifteen years is our regular Special Needs Screenings, designed for families raising children with special needs, and scheduled following the release of a new family movie. These family-friendly movies are free for children with special needs and their siblings, with adult tickets available for before-noon price, making it more affordable and to encourage families to attend together. Special Needs Screenings are shown with the lights up and the volume lowered and children are free to move around, talk, or even dance in the aisles during the movie. Special Needs Screenings are shown at 11:00am at all SMG locations except EpiCentre.

## **SMG CHEFS FOR CHILDREN**

Order one of our chef-inspired menu items marked with the SMG Chefs for Children badge and SMG will donate 5% of the proceeds to non-profits in your community serving Special Needs Children. It also allows us to purchase adaptive bikes for new locations.

## **STUDIO EVENTS – FUNDRAISING**

Combining entertainment and fundraising is a great way to raise awareness and funds for local organizations.

### **Fundraising Tickets**

Guests purchase tickets at a discounted rate and resell them for up to the highest retail value. Tickets may be used at any SMG location for any movie. 3D movies require an additional surcharge. A minimum purchase of 30 tickets and copy of the 501c3 certification is required.

### **Fundraising Screening**

Guests can watch a film or presentation that speaks to the heart of their cause. SMG donates the theater rental. Screenings require a minimum of 60 guests to book, and food and beverage minimums apply.

## **ONE STORY MOVEMENT**

Movies are one of the most powerful storytelling mediums in today's society. Perhaps as important as the movies we watch are the memories we create while sharing a meal together. We believe that what a brand does matters more than what it says. So we created the One Story Movement™ as an invitation to all five of our stakeholders to leverage SMG as a platform for doing good.

## **DONATION DRIVES**

Throughout the year, SMG locations hold a donation drive. Collection is done at the box office and guests who donate receive a movie pass to be used that day. We have done food drives, prom dress drives and back to school supply drives with great success.

## **MOVIE PASS DONATIONS**

SMG donates movie passes and gift certificates to fundraising events and appreciation gift bags. All donations are processed through <https://studiomoviegrill.requestitem.com/> and distributed from home office.

## **ADOPT A STORE**

Adopt A Store is an ongoing inreach program that is part of home office culture club activations to support our teams in the field during busy summers.

## **OPENING HEARTS AND MINDS AWARD**

Great leaders and contributors on our teams and in our communities deserve to be acknowledged. And that is why we created the Opening Hearts and Minds Award for those who make an impact. In 2017, the Opening Hearts and Minds Award aligned with the *Wonder Woman* movie and was awarded to 12 women, one in each of our markets. These women were nominated for being super heroes in their communities. Check with our website for the Award Winner in your neighborhood.

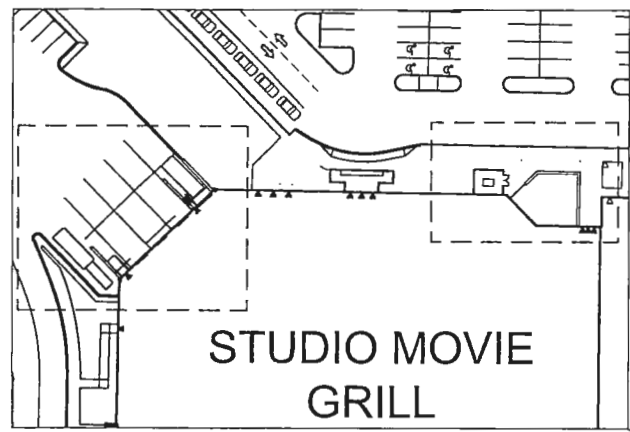
At SMG, being a good neighbor is just good business.

**EXHIBIT F**

Site Plan

(See attached)



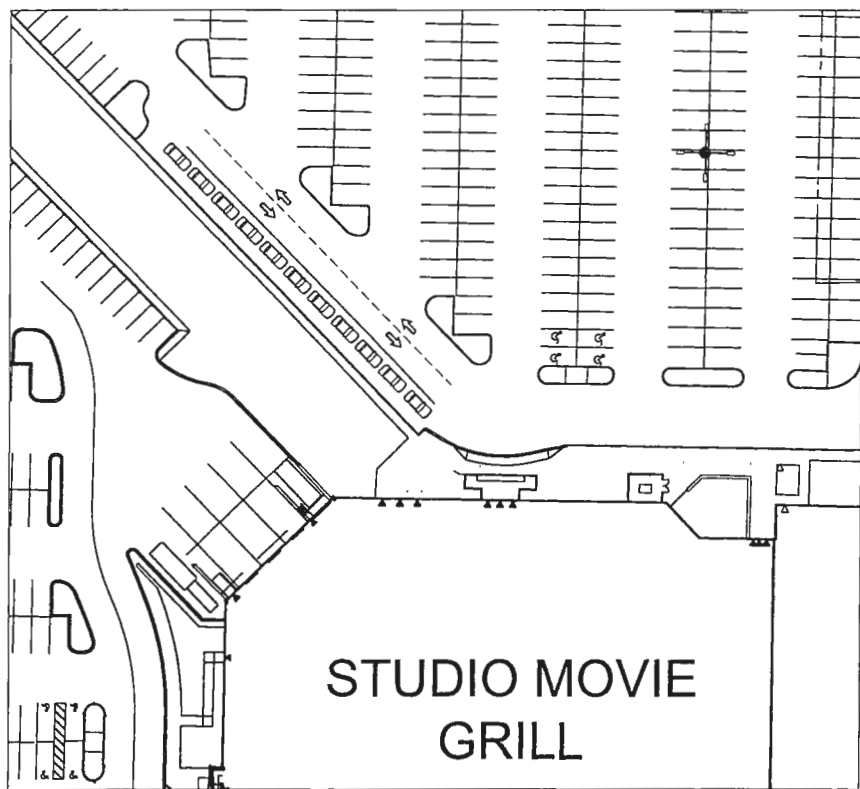


STUDIO MOVIE GRILL

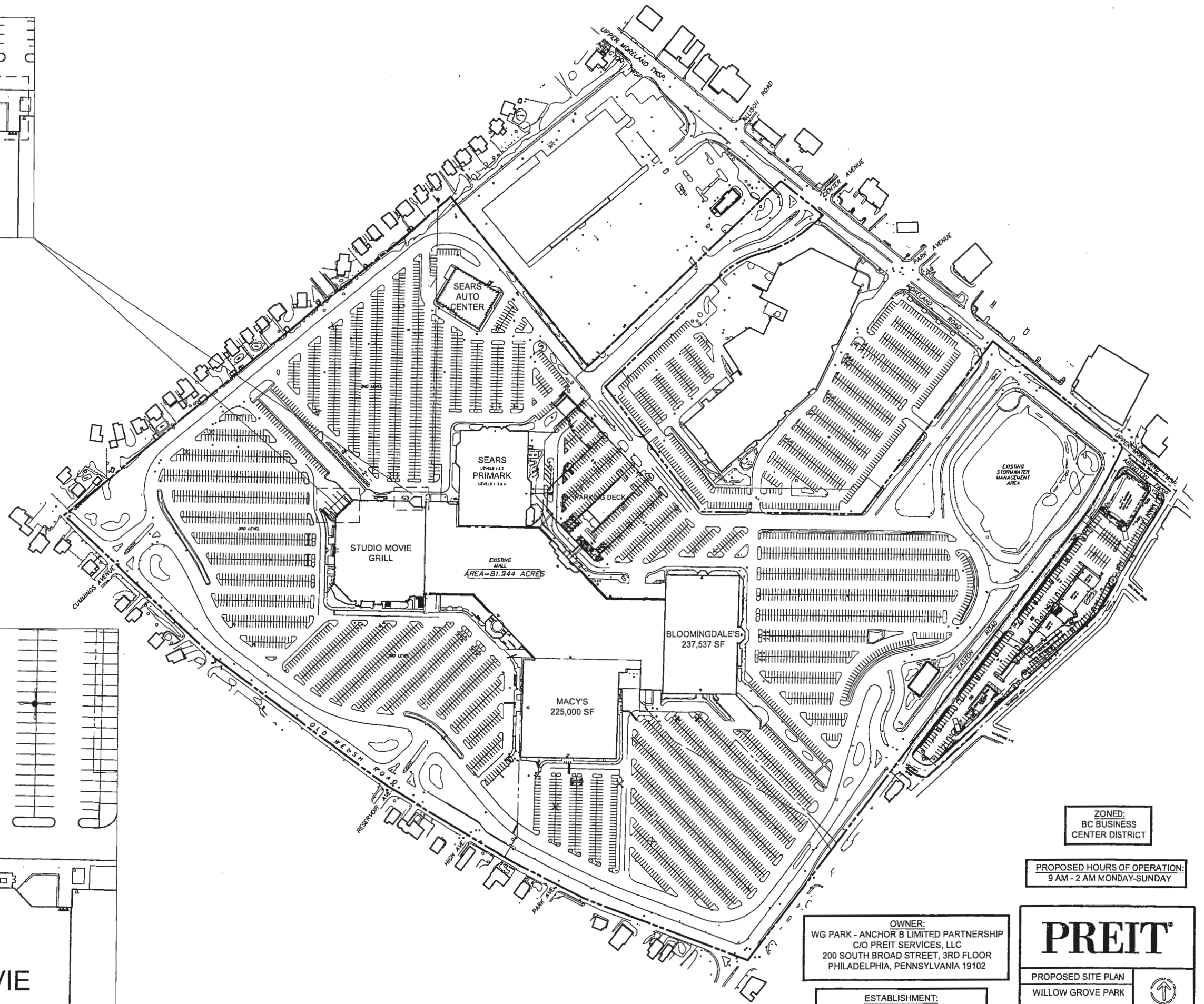
SERVICE COURTS



LIGHT POLE



STUDIO MOVIE GRILL



SEARS AUTO CENTER

SEARS LEVEL 1 & 2 PRIMARK LEVELS 3 & 4

STUDIO MOVIE GRILL

EXISTING MALL AREA = 81.944 ACRES

BLOOMINGDALE'S 237,537 SF

MACY'S 225,000 SF

EXISTING STORMWATER MANAGEMENT AREA

ZONED:  
BC BUSINESS CENTER DISTRICT

PROPOSED HOURS OF OPERATION:  
9 AM - 2 AM MONDAY-SUNDAY

OWNER:  
WG PARK - ANCHOR B LIMITED PARTNERSHIP  
C/O PREIT SERVICES, LLC  
200 SOUTH BROAD STREET, 3RD FLOOR  
PHILADELPHIA, PENNSYLVANIA 19102

ESTABLISHMENT:  
WILLOW GROVE PARK MALL  
2500 WEST MORELAND ROAD  
WILLOW GROVE, PENNSYLVANIA 19090

**PREIT**

PROPOSED SITE PLAN  
WILLOW GROVE PARK

WILLOW GROVE, PENNSYLVANIA NOVEMBER 20, 2017

NORTH