

TOWNSHIP OF LOWER MERION
Grants & Community Development Committee
Issue Briefing

Topic: Resolution to Submit an Application to the PA DCED Main Street Matters Grant for Schuffele Plaza Improvements

Prepared By: Charlie Doyle, Assistant Director, Department of Building & Planning

Date: July 25, 2025

I. Action To Be Considered By The Board:

Adoption of a resolution authorizing the Township to submit a grant application to the Pennsylvania Department of Community and Economic Development (PADCED)'s Main Street Matters (MSM) program for Schuffele Plaza improvements.

II. Why This Issue Requires Board Consideration:

The Main Street Matters program requires a resolution passed by the applicant's government body authorizing submission to the grant program.

III. Current Policy Or Practice (If Applicable): N/A

IV. Other Relevant Background Information:

The Pennsylvania Department of Community and Economic Development (PA DCED) is committed to creating and maintaining healthy, vibrant main streets and communities. The Main Street Matters (MSM) program is designed to support Pennsylvania's downtown cores and surrounding neighborhoods by providing tools to foster economic vitality, aesthetic improvements, and increased safety and security. Funding is available to support revitalization efforts in planning, business development, infrastructure, and public safety enhancements.

Ardmore is a designated Main Street, recognized by PA DCED for its commitment to downtown revitalization through the Main Street Program. This designation makes Ardmore eligible for funding through the MSM Program to support economic development, infrastructure upgrades, and community revitalization efforts. As a municipality, Lower Merion is an eligible applicant for a District Development Grant of up to \$1,000,000, which requires a 50% match, under the MSM program.

The Schuffele Plaza redesign, identified as a priority in the 2023 Ardmore Master Plan, provided an opportunity for design consultants to explore improvements to the plaza and adjacent public parking lot. These improvements focus on enhancing and improving connectivity in downtown Ardmore and nearby residential neighborhoods as well as creating a vibrant public space in the heart of Ardmore.

While the design has yet to be finalized, improving the plaza is a priority. The improvements associated with Schaufele Plaza are estimated by the Township Engineer to cost \$5,333,751, of which \$1,000,000 will be covered by the requested grant funds.

V. Impact On Township Finances:

The total estimated cost of this project is approximately \$5,333,751. Additional grant funding opportunities are being pursued to address any funding gaps. Any funds awarded to this project would result in potential savings to the Township by avoided CIP costs.

VI. Staff Recommendation:

Staff recommends approving the resolution authorizing the Township to submit an application to the PADCED MSM grant program for Schaufele Plaza improvements.