



# Upper Dublin Township Police Department

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Terrence P. Thompson  
*Chief of Police*

## MEMORANDUM

<b>To:</b>	Lee Benson, Deputy Chief of Police	<b>Date:</b>	10/18/2016
<b>From:</b>	David E. Madrak, Professional Standards Officer, #81	<b>Case:</b>	N/A
<b>Subject:</b>	BT Dreshertown Mixed Use Proposal – The Promenade	<b>Page:</b>	1 of 8
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On Monday, October 10, 2016, I was tasked with researching and reviewing information as it relates to the potential for development on the property located in the area of Dreshertown and Welsh Roads, Upper Dublin Township. This property is commonly referred to as the “Prudential Tract” and the owner, BET Investments, LLC. has submitted a preliminary subdivision and land development plan for the property.

According to information contained on the Upper Dublin Township website and other documents that pertain to this proposed development (as a whole), BT Dreshertown, LP has proposed an amendment to the Upper Dublin Township’s Office Center zoning district to allow for the construction of a mixed use development on a 25-acre site at the corner of Dreshertown and Welsh Roads. The new mixed use development would consist of 433 apartment units; a 6,500 sq. ft. sit-down restaurant with outdoor seating; a 2,000 sq. ft. coffee shop with drive-thru; a two-acre park and approximately 122,300 sq. ft. of non-residential/commercial space. The proposed mixed use development would be linked by internal roads to an adjacent 50-acre site on Dreshertown Road that is to be developed with 115 age-restricted single homes.

The purpose of reviewing this information was to respond to the following three questions posed by the Upper Dublin Township Manager, Mr. Paul Leonard:

1. Does a mixed use development have a significant effect on a community’s crime rate?
2. What are the demographics and socio-economic status of the potential residents who may reside within the proposed mixed use development?
3. What recommendations does the police department have with regards to security concerns, traffic safety matters, and any other police related issues that may arise from this proposed development (as a whole)?

With regards to the question concerning mixed use development and its potential effect on a community's crime rate, I reviewed two professionally authored research publications that pertained to this matter:

- *Danger Zone: The Causal Effects of High-Density and Mixed-Use Development on Neighborhood Crime*, by Twinam (2014)
- *Reducing Crime by Shaping the Built Environment with Zoning: An Empirical Study of Los Angeles*, by Anderson, MacDonald, Bluthenthal & Ashwood (2013)

Both research publications concluded that crime rates do not increase as a result of mixed use developments; rather crime rates are reduced when compared to areas that are specifically zoned for commercial development.

In order to prevent and deter crime, the above referenced research publications advised of security concerns that should be considered for mixed use development and would be applicable to this proposed mixed use development. The research publications stressed the importance of Crime Prevention through Environmental Design (CPTED). According to the International Crime Prevention through Environmental Design Association (ICA), CPTED is defined as a multi-disciplinary approach to deterring criminal behavior through environmental design. CPTED strategies rely upon the ability to influence offender decisions that precede criminal acts by affecting the built, social, and administrative environment.

For the purposes of this research and review, attention was focused on the built or "physical" environment. With regards to the physical environment, the North Carolina Department of Public Safety contends that the perceived safety in a community can be created by designing a physical environment that influences positive human behavior. There are three key concepts to CPTED:

1. **Natural Surveillance:** Increase visibility; a design concept directed at keeping intruders easily observable through lighting, landscaping, and the placement of windows to increase visibility
2. **Natural Access Control:** Control Access; a design concept directed at controlling access to potential targets through physical and mechanical means of access control
3. **Territorial Reinforcement:** Promote a sense of ownership by embodying all the principals of Natural Surveillance and Access Control which can be achieved through the use of fencing, landscaping, lighting, roadway and sidewalk design, vestibules, windows, etc. to assist with lessening crime within a community.

Contact was made with representatives from the following three police departments, all of which are in the vicinity of Upper Dublin Township, in order to ascertain crime rates within any mixed use developments in each municipality:

1. Plymouth Township Police Department, Montgomery County
2. Upper Merion Township Police Department, Montgomery County
3. Warrington Township Police Department, Bucks County

None of the police departments listed above were able to provide any specific statistical data regarding crime rates within the mixed use developments that are in their respective jurisdictions.

In reference to the question that pertained to a review of the demographics and socio-economic status of the potential residents of the proposed mixed use development, one professionally authored research publication, multiple media publications, and other documents that specifically relate to the proposed development itself were reviewed.

On behalf of the developer, David C. Babbitt & Associates, LLC. completed a document entitled: "Fiscal Impact Analysis: Proposed Promenade at Upper Dublin Development, Upper Dublin Township, Montgomery County" in March of 2016. According to this document the price point of the apartments will be on the "high end" and due to their limited size be occupied by "fewer persons and fewer school age children." The document anticipates that approximately 690 people will reside within the apartments. Based upon the information contained within this document, it was surmised that the individuals who will reside in the apartments would be "Millennials." According to the Pew Research Center "Millennials" are commonly referred to as individuals who are between 18-36 years of age (as of 2016).

According to the research publication entitled "15 Economic Facts about Millennials" which was published in October 2014 by the Council of Economic Advisors on behalf of the Executive Office of the President of the United States, research allows for the following statements about Millennials to be made:

- Millennials value their role within the community that they live
- Millennials are less likely to be homeowners than young adults in previous generations
- Millennials who are college-educated have moved into urban areas faster than their less educated peers
- Millennials (in time) will earn more than those individuals without a post-secondary degree

As a result of this research publication and the multiple media publications that were reviewed, the individuals who will presumably reside within the apartments will most likely have a positive impact on the Upper Dublin Township community and it is unlikely that there will be a significant influx of criminal activity within or around the proposed mixed use development as a result of these residents.

In reference to traffic safety matters, Ofc. Ciuffetelli (a member of the Upper Dublin Township Police Department's Highway Patrol Unit) and I reviewed the following correspondences, documents, and other sources of information:

- Email correspondence with Rick Barton, Director of Community Zoning & Planning for Upper Dublin Township
- "Transportation Impact Study for the Promenade at Upper Dublin," by McMahon Transportation Engineers & Planners (March of 2016)
- United States Census Bureau – Population of Upper Dublin Township

- Upper Dublin Township Police Department's Records Management System

It was subsequently determined that the proposed development (as a whole) will most likely result in a number of traffic safety matters (long and short term) that will need to be appropriately addressed. It should be noted that it appears as if the developer of the property is aware of the foreseeable traffic safety matters and as a result is addressing them. As with any development though, there are unforeseen traffic safety matters that will need to be addressed at a later time and by the most appropriate entity.

According to Ofc. Ciuffetelli, the first issue to consider would simply be the increase in vehicular traffic. As stated previously, the proposed development (as a whole) contains 115 age-restricted single homes and 433 apartment units which will result in a projected 903 new residents. In 2009, the United States Census Bureau reported that the average number of vehicles per household was 1.9 (all households within the United States). Using this data, it was determined that there would be approximately 1,041 additional vehicles traveling on the roadways within Upper Dublin Township.

In addition to the proposed residential space, there is approximately 130,000 sq. ft. of non-residential/commercial space proposed as well. Within the 130,000 sq. ft. of non-residential/commercial space, approximately 8,500 sq. ft. of it would consist of a high turnover restaurant that may potentially be authorized to sell alcohol to its customers and a coffee shop that would have a drive-thru. The potential exists for 4,548 to 6,828 trips per day to the non-residential/commercial space within the proposed mixed use development. These numbers reflect the total number of trips that would visit the non-residential/commercial space during normal retail hours which were estimated to be between 9:00AM and 9:00PM.

Since 2012, data within the Upper Dublin Township Police Department's Records Management System indicates that Upper Dublin Police Officers have made an average of 4,246 vehicle stops, 80 arrests for Driving While under the Influence of (DUI) Alcohol/Drugs, and responded to an average of 958 vehicle crashes per year. Due to the scope and size of this proposed development (as a whole), there is a high likelihood that there will be an increase in the total number of traffic safety related incidents that Upper Dublin Police Officers will have to conduct, respond to and investigate.

- a. Traffic Safety
  - i. Complaints
    - 1. Speeding
    - 2. Signage
    - 3. Timing of Traffic Lights
  - ii. Enforcement of the Vehicle Code
    - 1. Warnings
    - 2. Citations
    - 3. Arrests
  - iii. Crashes
    - 1. Reportable
      - a. Injury
      - b. Vehicle Towed
    - 2. Non-Reportable

Although the research indicates that crime rates within mixed use developments are reduced when compared to areas that are specifically zoned for commercial development, this does not mean that crime is non-existent. Criminal activity is likely to take place and there will be a variety of "Calls for

Service” that Upper Dublin Police Officers *must* respond to. As a result of reviewing the various documents that pertain to this development (as a whole), it is believed that the Upper Dublin Township Police Department will receive the following types of “Calls for Service”:

- a. Calls for Service”
  - i. 911 Hang-Ups
    - 1. Accidental
    - 2. In-Progress Events
  - ii. Alarms
    - 1. Accidental
    - 2. In-Progress Events
  - iii. Criminal Activity
    - 1. Disturbances
      - a. Alcohol Related
      - b. Domestic Issues
    - 2. Suspicious Conditions
      - a. Persons
      - b. Vehicles
    - 3. Thefts
      - a. Identity
      - b. Retail
    - 4. Unwanted Persons
  - iv. Medical Issues

Each “Call for Service” will typically result in at least two Upper Dublin Police Officers responding and the response time as well as the time spent investigating each incident will depend upon the type of “Call for Service.”

Since 2010, data within the Upper Dublin Township Police Department’s Records Management System indicates that Upper Dublin Police Officers have been involved in an average of 22,537 incidents per year. According to the United States Census Bureau (2010) there were 25,569 residents within Upper Dublin Township. When the number of incidents that Upper Dublin Police Officers have been involved in during a year is compared to the number of residents, the result is that for almost every resident, there is a corresponding need for police services (0.88). Further, when the 22,537 incidents per year are divided against the 30 Upper Dublin Police Officers assigned to the Patrol Division, each Upper Dublin Police Officer is involved in approximately 751 incidents per year. Subsequently, if the “Promenade at Upper Dublin” is approved and 903 projected new residents are found to be living within the proposed development (as a whole) at its completion, the data indicates that the resulting impact would be a net increase of approximately 794 “Calls for Service” strictly for the residents of the proposed development (as a whole) per year to the police. It is unknown how many “Calls for Service” the police department may receive per year for the non-residential/commercial space.

**Table 1. Total Incidents**

2010	2011	2012	2013	2014	2015	Total	Average
23,548	22,602	21,238	23,565	22,825	21,448	135,226	22,537

- The table above displays the number of reported incidents in which there was Upper Dublin Township Police Department involvement

**Table 2. Population**

2010	2015 (Estimate as of July 1 <sup>st</sup> )	Numerical Change (Increase)	Percentage Change (Increase)
25,569	26,211	642	2.5%

- The table above displays the population of Upper Dublin Township according to the United States Census Bureau

**Table 3. Patrol Division Personnel**

Patrol Officers	19
Highway Patrol Officers	2
Corporals	5
Sergeants	4
<b>Total</b>	<b>30</b>

- The table above displays the number of Upper Dublin Police Officers who are assigned to the Patrol Division

In conclusion, it is recommended that the following considerations be given to the Upper Dublin Township Police Department as a result of this proposed development (as a whole):

2. Due to the increase in population and the subsequent projected demand for police services, at least one additional police officer should be hired.
3. Select Upper Dublin Police Officers should be provided with the opportunity to discuss with the developer of the property possible Crime Prevention through Environmental Design (CPTED) techniques that could be put in place on the exterior and interior of the proposed development (with an emphasis on the mixed use portion of the development and park area) to help ensure that crime is deterred and prevented.
4. Select Upper Dublin Police Officers (i.e. Highway Patrol Unit) should be provided with the opportunity to discuss with the developer's traffic engineers the proposed property's internal roadway network and any improvements that are planned for the external roadways as well as signage, and timing for the traffic lights. This would be beneficial to the Upper Dublin Township Police Department since the Upper Dublin Police Officers who are assigned to the Highway Patrol Unit are responsible for addressing all traffic safety matters that arise within Upper Dublin Township.

*Note:* Upper Dublin Township's population will continue to increase as a result of this proposed development and many others, as well as any in-progress or recently completed developments, and a revitalized Fort Washington Office Park. As a result, a more in-depth analysis of the effects of Upper Dublin Township's population growth should take place in order to determine its long-term impact on and the needs of the Upper Dublin Township Police Department.

- a. Proposed Developments
  - i. The Luxor
  - ii. The Mattison Estate

- iii. The Promenade
  
- b. In-Progress or Recently Complete Developments
  - i. Dresher Commons
  - ii. Dresher Court
  - iii. Dublin Terrace
  - iv. Maple Glen Court
  - v. The Piszek Estate
  - vi. The Regency at Upper Dublin
  
- c. Fort Washington Office Park (Revitalization Project)
  - i. Allstate Insurance Company
  - ii. Lifetime Fitness
  - iii. Lincoln Investment Planning Inc.
  - iv. NutriSystem Inc.
  - v. TruMark Financial Credit Union

Attachment: Conceptual Site Plan of the “Promenade at Upper Dublin” (May 2016)