

## **Community Action – Proposed Shoppes at Concord Outreach**

### **Instructions for Neighbors:**

1. Copy the email template on the page 2.
2. Personalize your name and add one sentence about why this matters to you.
3. Send the email to the recipient and keep all individuals on the CC line (copy and paste them simultaneously).
4. Send from your personal email account for credibility.
5. Update the signature line
6. Encourage neighbors to send their own individual emails (volume matters).
7. Remain respectful and factual—this increases effectiveness and credibility.

**Date:** [Date]

**To:** [John.Ruane@giantmartins.com](mailto:John.Ruane@giantmartins.com)

**CC:** [Rebecca.Lupfer@giantmartins.com](mailto:Rebecca.Lupfer@giantmartins.com); [Alex.Holt@ahold.com](mailto:Alex.Holt@ahold.com); [jj.fleeman@adusa.com](mailto:jj.fleeman@adusa.com) ;  
[frans.muller@ahold.com](mailto:frans.muller@ahold.com); [louis.pinto@lafitness.com](mailto:louis.pinto@lafitness.com); [dean.muglia@discounttire.com](mailto:dean.muglia@discounttire.com); [kruoff@tpbbl.com](mailto:kruoff@tpbbl.com);  
[mdevlin@wsfsbank.com](mailto:mdevlin@wsfsbank.com); [pfisher@wsfsbank.com](mailto:pfisher@wsfsbank.com); [hmoore@wsfsbank.com](mailto:hmoore@wsfsbank.com); [harbuthnot@wsfsbank.com](mailto:harbuthnot@wsfsbank.com);  
[dmonahan@mtb.com](mailto:dmonahan@mtb.com); [jglover@fultonbank.com](mailto:jglover@fultonbank.com)

**Subject:** Proposed Shoppes at Concord Development – Community Opposition and Customer Impact

Dear Mr. Ruane,

I am a resident living near the proposed Shoppes at Concord (Concord Township, PA), and I am writing to express my opposition to this development.

I have copied prospective tenants and lenders to ensure they are aware of the level of organized community opposition and its potential impact on customer demand and project viability.

This reflects a broader and growing sentiment among residents in the immediate trade area.

This communication reflects my personal views based on publicly available information and community discussions.

Key concerns:

- A gasoline station proposed within a few hundred feet of homes that rely on well water
- Concerns regarding consistency with Concord Township zoning ordinances (fuel use and large strip-style development)
- Traffic, safety, and environmental impacts at an already constrained intersection
- A project design many residents view as inconsistent with the character of the community
- Unneeded commercial development of a neighborhood already demonstrably served by other grocery stores and businesses targeted by this development

Community sentiment is already shifting. **Many households, including mine, will avoid patronizing this development if it proceeds.**

From a business and financing perspective, this creates clear risk:

- Loss of core local customers
- Reduced traffic for tenants
- Potential for continued regulatory challenge and permitting delays

Taken together, these factors raise serious concerns regarding the long-term viability of this project.

I strongly encourage Giant, prospective tenants, and financing partners to reassess participation.

Sincerely,

[Your Name]

[Address]

[Email]