



# NEWS

## The Intelligencer

### DEVELOPER SETS HIS SIGHT ON HORSHAM

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By: **PAUL RUPPEL** (Wed, Dec/14/2005)

Bruce Goodman aspires to expand his Route 63 presence with yet another shopping center.

The developer has already turned the former Allegro site in neighboring Upper Moreland into the Willow Grove Pointe Shopping Center, and he plans a 200,000-square-foot shopping center at the site of Kulick & Soffa's headquarters after the technology company departs for Upper Dublin next year.

His next retail expansion would be westward into Horsham, from the abandoned gas station at Blair Mill Road over to the former Frank's Nursery.

Goodman's Jenkintown-based Goodman Properties is buying up 12 acres there, but will need to rezone the stretch from industrial to commercial.

The developer expects to submit formal plans to the township within six to 10 weeks.

Goodman also owns the nearby Upper Dublin Shopping Center, anchored by SuperFresh, at Route 63 and Twining roads, and another strip mall that's home to a CVS Pharmacy farther down at Fitzwatertown Road.

So far, Goodman has bought Frank's Nursery, the gas station and a house next door. He is settling this week on an office building last occupied by AMX Corp.

He also has an agreement of sale to buy 3 acres from AmeriHealth on Blair Mill Road, behind the other properties, so that a driveway for the new center will line up with the Lowe's driveway at Willow Grove Pointe.

The project Goodman has in mind isn't as big as that one: Goodman describes it as "a nice little neighborhood center."

There are plenty of restaurants interested in the area, he said. Getting the property rezoned will be the major hurdle.

To explain the reason his 20-year-old company owns several shopping centers so close together, Goodman said: "We're just stretching that Willow Grove retail area out where everything in the middle benefits. It's really not a competition. It's really helping one play off the other. The traffic is already there."

Goodman says he has heard "nothing but good things" about intersection improvements made near Willow Grove Pointe.

Necessary future work will eliminate the bottleneck that occurs where Route 63 crosses the Pennsylvania Turnpike and a railroad line. Widening that bridge could cost \$6 million.

Private enterprises, with the support of municipalities, may need to come up with 20 percent of the project costs, Goodman said, noting that his company has already set aside funding from other projects.

Once that road widening occurs, Goodman predicted, "Things will really get flowing through there." His forthcoming proposal was briefly discussed by Horsham Council last week after Goodman pitched the idea of building a temporary structure for a bank in the Frank's parking lot. That plan has since been dropped.

Horsham Councilman Mark McCouch said he thinks council could be open to a rezoning along Route 63.

"It just depends on what his plans say and how it's going to benefit the township in general," McCouch said. "It's going to have to address traffic. In my mind, that's a very congested area. We're going to have to look at the big picture and see what's best for everybody."

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