



REDEVELOPMENT PLANNING PROCESS FOR THE BANCROFT SITE BOROUGH OF HADDONFIELD

This document presents a summary of the Stakeholder meeting on March 3, 2011 with representatives of Bancroft Neurohealth. The following were present:

Bill Schramm, KDA Architects
Richard Roy, Comego Law
David Danton, KDA Architects
Robert Hill, Retail Sites, LLC
Joe Flamini, Bancroft

Tom Burke, Bancroft
Kathy Ross, Bancroft
Philip Caton, Clarke Caton Hintz
Beth McManus, Clarke Caton Hintz

The Bancroft representatives traced the history of Bancroft's long presence in Haddonfield. Bancroft has nearly 2,000 employees, with nearly 500 employees attributed to the Haddonfield site. No more than 400 employees are typically on site in Haddonfield at any time.

The Haddonfield campus offers two schools: elementary school in Cooley Hall and secondary school in Bancroft Hall for students from 5 to 21 years of age. Additionally, the Haddonfield Campus is the base of operation for Bancroft and also serves as the primary location for education-related matters. The Bancroft organization has two other schools, one in Cherry Hill and one in Haddon Township.

The Bancroft officials acknowledged that their facilities needs have evolved over the years and that the buildings at the Haddonfield campus are in need of substantial investment if they are to continue to effectively fulfill their mission for the long term. Some years ago Bancroft commissioned KDA Associates to explore, among other options, whether the buildings in Haddonfield could be renovated in stages while the site continued to be operated as a school. While this approach could be taken, it was costly and cumbersome. Consequently, Bancroft has decided instead to focus its efforts on finding a new site to which the school would relocate. Bancroft is working with Robert Hill of Retail Sites, to find a suitable site of 30-35 acres. The new facilities would be in single story structure(s) and would serve approximately 230 students. If Bancroft is able to develop replacement facilities in another municipality the relocation would work best for Bancroft if it were done all at one time (a "turnkey" relocation) rather than gradually over a period of years.

The Bancroft representatives confirmed that the Haddonfield property is for sale but declined to give an "asking price", stating instead that they recognized the value is a function of the ongoing redevelopment planning process. They expressed an obligation to their stakeholders to seek the highest value for the property since it is the organization's largest asset and the sale of the property will be important in financing the relocation.



Clarke Caton Hintz

The Bancroft officials urged that the market feasibility of any proposed use be considered during the redevelopment process along with the fiscal impact to the Borough. As an example, they stated that if the Redevelopment Plan called for a Continuing Care Retirement Community (“CCRC”) limited in size to 100 units it would be too small to be profitable for a CCRC developer.

A member of the public expressed the concern that the memory of Margaret Bancroft not be lost from the property once the school has relocated and suggested that her statue remain on site by Lullworth Hall. The Bancroft officials offered to work with the community to find a suitable way of commemorating Margaret Bancroft on site.

Following the meeting Mr. Hill gave Mr. Caton and Ms. McManus a tour of the Bancroft property.