

**RESOLUTION NO. 721**

**BOROUGH OF MALVERN  
CHESTER COUNTY, PENNSYLVANIA**

A Resolution of the Borough Council of the Borough of Malvern, Chester County, Commonwealth of Pennsylvania, authorizing participation in the Delaware Valley Regional Planning Commission's Classic Towns Program.

**WHEREAS**, the Delaware Valley Regional Planning Commission (DVRPC) has created a regional community marketing and assistance program known as the Classic Towns of Greater Philadelphia Cooperative Marketing Program; and

**WHEREAS**, the Classic Towns Program works toward determining communities' marketing and community development needs, promoting social, economic, institutional, and aesthetic amenities; defining the target markets for residential and commercial investment; creating a marketing strategy that promotes a positive image of the region's classic communities; and encouraging municipal participation; and

**WHEREAS**, DVRPC may designate a Classic Town after the community has achieved the Classic Town criteria established by DVRPC; and

**WHEREAS**, the Classic Town criteria include: (1) a medium-high or high transit score; (2) population loss between 2000-2015; (2) forecasted to lost population between 2005 and 2040; (3) a designated Main Street; (4) Philadelphia core city or regional center; and

**WHEREAS**, once a municipality has been identified as a Classic Town, DVRPC will provide that municipality with (1) access to the regional campaign website; (2) Marketing Design toolkits; (3) participation in workshops; (4) DVRPC staff assistance; (5) access to special information meetings, educational programs, and research information; and

**WHEREAS**, the governing body of the Borough of Malvern desires to apply to become a Classic Town of the Greater Philadelphia region and make the required two-year participation commitment at the cost of \$2,500 per year;

**NOW THEREFORE IT BE RESOLVED** by the governing body of Borough of Malvern, in the county of Chester, Commonwealth of Pennsylvania, that the Borough of Malvern requests participation in the Classic Town program; and

**BE IT FURTHER RESOLVED** that the governing body of the Borough of Malvern is committed to marketing and is willing to promote our community's social, economic, institutional, and aesthetic amenities; and

**BE IT FURTHER RESOLVED** that the governing body of the Borough of Malvern hereby commits to the implementation of the marketing campaign and the vision presented by the DVRPC; and

**BE IT FURTHER RESOLVED** that the governing body of the Borough of Malvern has identified Christopher Bashore, Borough Manager, and Neil Lovekin, Assistant Borough Manager, who are knowledgeable in planning, development, and the community, to be the primary contact people to DVRPC throughout the duration of the two-year commitment; and

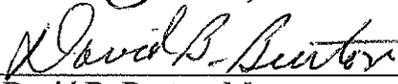
**BE IT FURTHER RESOLVED** that if designated, the governing body of the Borough of Malvern will strive to (1) retain and attract new downtown businesses; (2) build new relationships with local media outlets; (3) improve connectivity to transit; (4) preserve historic and architectural integrity of the community; (5) offer a diversity of housing choices; and (6) provide opportunities for community members to participate and attract new visitors; and

**BE IT FUTURE RESOLVED** that in the event that DVRPC determines that a designated Classic Town no longer complies with the program requirements and criteria, the Classic Town may suspend or withhold program benefits.

Passed by Borough Council,  
this 1 day of November, 2016.

  
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David G. Bramwell, President

Approved by the Mayor,  
this 1 day of November, 2016.

  
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David B. Burton, Mayor

Enacted,  
this 1 day of November, 2016.

  
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Christopher Bashore, Secretary