

Brighton Township Mixed-Use Development Site

3801 Dutch Ridge Road / Brighton Road Intersection | Beaver County, Pennsylvania

PREPARED BY ED MCCLORY | LAND & DEVELOPMENT SPECIALIST | COLDWELL BANKER COMMERCIAL REALTY

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www.LandAdvisor.land



PREPARED BY

Ed McClory

LAND & DEVELOPMENT SPECIALIST

CB Commercial NRT Pennsylvania LLC | 390 Waterloo Blvd, Suite 100, Exton, PA 19341

(412) 651-6394 | (610) 342-5693

ed.mcclory@cbrealty.com

www.LandAdvisor.land

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Google Earth aerial — 3801 Dutch Ridge Road / Brighton Road Intersection, Brighton Township, Beaver County, PA

INTRODUCTION

What Residual Land Value Analysis Tells Us

This residual land value analysis evaluates the likely present-day financeable market value of the subject property under multiple development scenarios — after consideration of Brighton Township SALDO requirements, sanitary sewer limitations, grading and retaining wall requirements, stormwater obligations, infrastructure burden, roadway and circulation standards, entitlement complexity, development efficiency, probable market absorption, and developer risk and financing realities.

Although the property possesses excellent strategic characteristics due to its interchange proximity, visibility, flexible zoning, and location near the Shell Cracker Plant corridor, the practical development economics are materially affected by infrastructure and site-development complexity. One important real-world consideration: nearby competing land has experienced difficulty achieving successful disposition at higher pricing levels — strongly suggesting developers are heavily discounting infrastructure, grading, and entitlement risk in this submarket.

✓ **SITE STRENGTHS**

- Proximity to I-376 interchange
- Visibility from Beaver Valley Expressway
- One exit north of Shell Cracker Plant corridor
- Flexible C-2 Mixed Use zoning
- Strong Brighton Township demographics
- Gateway positioning within the Township

△ **DEVELOPMENT BURDENS**

- Steep topography & significant grading
- Retaining wall requirements
- Likely sanitary sewer infrastructure costs
- Access / easement restructuring needed
- Stormwater complexity
- PennDOT coordination risk

METHODOLOGY

Key Assumptions Used Across All Scenarios

Item	Assumption
Site Size	Approx. 19.65 Acres
Gross Buildable Efficiency	35% – 55% depending on scenario
Developer Profit Requirement	18% – 22%
Soft Costs	18% – 25% of hard costs
Construction Financing	Included in assumptions
Major Site Work	Significant across all scenarios
Retaining Walls	Likely required
Sewer Infrastructure	Potentially major cost driver
Easement Resolution	Assumed necessary

SCENARIO 1

Mixed-Use Village Center

CONCEPT

- Retail & restaurants (12,000–25,000 SF)
- Medical office & professional office (10,000–20,000 SF)
- 18–40 upper-floor residential units
- Infrastructure burden: Very Significant
- Development complexity: High

MAJOR COST DRIVERS

- Large-scale grading & retaining walls
- Internal roadway systems
- Sewer extension or force main system
- Major stormwater & gateway improvements
- PennDOT access improvements

VALUE DRIVERS

- Premium mixed-use rents
- Medical office stability
- Hospitality exposure to Shell corridor traffic
- Upper-floor residential demand
- Regional gateway positioning

CONSERVATIVE

**\$450K–
\$750K**

BASE CASE

**\$750K–
\$1.3M**

OPTIMISTIC

**\$1.3M–
\$2.2M**

Although this scenario likely maximizes long-term strategic upside, it also carries the **greatest infrastructure burden, grading complexity, entitlement exposure, and sewer uncertainty**. A phased mixed-use execution strategy would likely be necessary.

SCENARIO 2

Medical Office / Wellness Campus

CONCEPT & ASSUMPTIONS

- Medical office (20,000–40,000 SF)
- Outpatient clinics & physical therapy
- Senior housing (40–90 units)
- Wellness facilities & healthcare support uses
- Truck traffic: Minimal | Development complexity: Moderate

SEWER CONSIDERATIONS

- Still likely requires sewer extension or grinder system
- Medical / senior uses produce more manageable loading than restaurant or industrial uses

ADVANTAGES

- Stable tenant demand & strong demographic trends
- Lower truck traffic & neighborhood conflict
- Reduced industrial stigma
- Highly financeable vs. speculative mixed-use

CONSERVATIVE

**\$550K–
\$850K**

BASE CASE

**\$850K–
\$1.5M**

OPTIMISTIC

**\$1.5M–
\$2.5M**

This scenario represents one of the **strongest balances between feasibility, financing stability, entitlement compatibility, and long-term value creation**. Medical and wellness-oriented uses may tolerate premium site-development costs better than many other uses.

SCENARIO 3

Flex Commercial / Innovation Campus

CONCEPT & ASSUMPTIONS

- Flex space (35,000–80,000 SF)
- Showroom warehouse & innovation-oriented uses
- Site efficiency: Reduced
- Truck circulation: Moderate | Loading: Limited
- Grading burden: Significant

COMPETITIVE ADVANTAGE

- Higher-end flex users & Shell corridor suppliers
- Technology, R&D & regional service contractors
- Smaller-scale premium flex may still perform well

MAJOR CONSTRAINTS

- Flex buildings require larger flat pads
- Truck circulation needs substantial maneuvering area
- Retaining walls become expensive
- Loading dock geometry becomes difficult
- Site likely too constrained for large-scale warehouse

CONSERVATIVE

**\$700K–
\$1.25M**

BASE CASE

**\$1.25M–
\$2.25M**

OPTIMISTIC

**\$2.25M–
\$3.5M**

The property appears **too topographically constrained for conventional large-scale warehouse development**; however, smaller-scale higher-end flex-commercial or innovation-oriented uses remain plausible.

SCENARIO 4

Hospitality / Destination Commercial

CONCEPT & ASSUMPTIONS

- Boutique hotel — 40–70 keys
- Conference / event facility (optional)
- Restaurant / brewery — 6,000–12,000 SF
- Entertainment & destination commercial
- Architectural investment: Significant | Complexity: Moderate–High

WHY THIS SITE IS INTERESTING

- Interstate visibility & hillside views
- Gateway positioning & regional traffic exposure
- Strong Shell-related travel demand
- A terraced hospitality project could become architecturally significant

MAJOR RISKS

- Hospitality market volatility
- Financing complexity
- Grading costs & sewer burden
- Restaurant utility loading
- Event traffic management

CONSERVATIVE

**\$850K–
\$1.5M**

BASE CASE

**\$1.5M–
\$2.75M**

OPTIMISTIC

**\$2.75M–
\$4.25M**

COMPARATIVE ANALYSIS

Residual Land Value Summary — All Scenarios

Scenario	Conservative	Base Case	Optimistic
Mixed-Use Village Center	\$450K – \$750K	\$750K – \$1.3M	\$1.3M – \$2.2M
Medical / Wellness Campus	\$550K – \$850K	\$850K – \$1.5M	\$1.5M – \$2.5M
Flex Commercial Campus	\$350K – \$600K	\$600K – \$1.0M	\$1.0M – \$1.8M
Hospitality / Destination Commercial	\$400K – \$700K	\$700K – \$1.2M	\$1.2M – \$2.0M

The Mixed-Use Village Center (shaded above) represents the **highest potential land value across all ranges**. The Medical / Wellness Campus scenario represents the strongest balance of feasibility, financing, and long-term value.

OVERALL CONCLUSION

Strategic Positioning for Maximum Value

The property continues to possess unusually strong strategic long-term development characteristics due to interchange proximity, gateway visibility, flexible mixed-use zoning, Brighton Township demographics, Shell corridor influence, and regional accessibility.

However, after consideration of the Township SALDO, infrastructure realities, grading complexity, and probable developer underwriting behavior, the property appears to support **more moderate present-day financeable land values** than purely theoretical development potential may initially suggest.

The strongest likely development outcomes appear to involve **phased development, infrastructure-conscious site planning, premium gateway-oriented architecture, carefully managed grading strategies, lower-density mixed-use integration**, and strategic long-term positioning rather than aggressive near-term density maximization.

To discuss this analysis further, contact Ed McClory at (412) 651-6394 or visit www.LandAdvisor.land