

2016

Comprehensive Plan Update East Whiteland Township



Adopted:

July 13, 2016

**RESOLUTION NO. 20-2016
EAST WHITELAND TOWNSHIP**

**A RESOLUTION OF THE BOARD OF SUPERVISORS OF EAST
WHITELAND TOWNSHIP ADOPTING A COMPREHENSIVE PLAN
UPDATE FOR EAST WHITELAND TOWNSHIP**

WHEREAS, the East Whiteland Township Board of Supervisors desires to update the East Whiteland Township Comprehensive Plan and has engaged in a review and update of its Comprehensive Plan pursuant to Article III of Pennsylvania's Municipalities Planning Code (the "MPC");

WHEREAS, East Whiteland Township has provided the attached 2016 East Whiteland Township Comprehensive Plan Update to the Chester County Planning Commission, the Great Valley School District, and all contiguous municipalities for their review and comment in compliance with the MPC;

WHEREAS, in accordance with MPC, the Planning Commission held a public meeting on April 27, 2016, at which it recommended that the Board of Supervisors adopt the revised Comprehensive Plan;

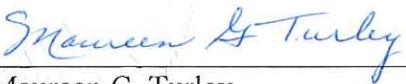
WHEREAS, the Board of Supervisors has met the procedural requirements of the MPC for the amendments to a municipality's comprehensive plan, including holding a public hearing;

WHEREAS, the revised Comprehensive Plan is attached in its entirety to this resolution as Exhibit "A" and is made a part hereof.

NOW, THEREFORE, BE IT RESOLVED, by the East Whiteland Township Board of Supervisors, this 13th day of July, 2016 that the 2016 East Whiteland Township Comprehensive Plan Update, attached hereto as Exhibit "A", is hereby **APPROVED** and amends in its entirety the East Whiteland Township Comprehensive Plan.

RESOLVED and **APPROVED** this 13th day of July, 2016.

ATTEST:



Maureen G. Turley
Township Secretary

**EAST WHITELAND TOWNSHIP
BOARD OF SUPERVISORS**



William Holmes, Chairman



Richard Orlow, Vice Chairman



Susan Drummond, Member

Exhibit "A"
2016 East Whiteland Township Comprehensive Plan Update



East Whiteland Township 2016 Comprehensive Plan Update

Acknowledgements

East Whiteland Township Board of Supervisors

William Holmes, Chair * Susan Drummond * Richard Orlow

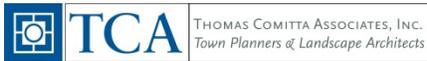
East Whiteland Township Planning Commission

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With Special Thanks for the Assistance of:

Chester County Planning Commission Staff

Funding Provided by:

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Glossary

ACCESS MANAGEMENT – A set of transportation planning techniques used to control access to high volume roadways, increase the capacity of these roads, manage congestion, and reduce crashes.

ACCESSORY DWELLING UNIT (ADU) - A small, secondary dwelling unit located on the same lot as a single family home, providing additional, affordable housing options.

ADAPTIVE REUSE – The repurposing of an existing building for a new use that it was not originally intended for in order to maintain the building’s viability.

AREA MEDIAN INCOME – The amount that describes how much a family makes compared to other families in the area.

CONSERVATION EASEMENT- Conservation easements are voluntary legal agreements between a landowner and a land trust (or other party) in which the land owner places restrictions on the use of the property, in order to protect the natural values of the land. Easements are typically donated, but can also be sold.

FORM-BASED CODE – An alternative to conventional zoning that incorporates prescriptive measures for design elements such as block and lot widths; building alignment; building height, width, and orientation; streetscape elements; and parking location.

GREEN INFRASTRUCTURE – A planning concept that advocates for a continuous network of natural areas, waterways, woodlands, recreational areas, and like type areas that provide habitat for native flora and fauna, improve water and air quality, protects biodiversity, and provides passive recreation. The term is intended to raise awareness for the vital functions that environmental resources perform in a community.

HERITAGE TOURISM- Tourism based on the desire to “experience the places, artifacts and activities that authentically represent the stories and people of the past” (National Trust for Historic Preservation), including cultural, historic and natural resources.

HOUSING COST BURDENED – Term describing a household that pays more than 30 percent of monthly income on housing costs.

INFILL- New development that occurs on vacant or underutilized lot(s) located among lots that are already predominantly developed.

OFFICIAL MAP- A map that depicts a municipality’s interest in acquiring lands for public purposes, such as street connections, parkland, trails, sidewalks, and open space, and notifies developers and property owners of this interest. Use of the Official Map is regulated by Section 107(b) of the Municipalities Planning Code (MPC), and is similar to a Zoning Map in that it is officially adopted by a municipality’s elected board.

RIPARIAN BUFFER - An area located adjacent to a waterbody or waterway that is kept in a natural state in order to promote and protect water quality by slowing down storm water runoff, promoting infiltration, and filtering pollutants.

STREETSCAPE- The space bounded by building face to building face across a street, and typically consisting of sidewalk, curb cut, on-street parking, travel cartway (the “street”), and any amenities including street trees, street lighting, benches, bus shelters, and the like.

TRANSFER OF DEVELOPMENT RIGHTS- A transfer of development rights program permits a landowner with an undeveloped parcel to transfer his or her development rights to another parcel, in which the land will be developed at a somewhat higher density than would otherwise be permitted. This permits landowners in a designated “sending zone” to retain their open space while selling their development rights to a developer building on a parcel in a “receiving zone”.

List of Abbreviations

ADU	Accessory Dwelling Unit
CCPC	Chester County Planning Commission
CMX	Community Mixed Use Zoning District
CVT	Chester Valley Trail
DVRPC	Delaware Valley Regional Planning Commission
EV	Electronic Vehicles
EWT	East Whiteland Township
MPC	Pennsylvania Municipalities Planning Code
TDR	Transfer of Development Rights
TND	Traditional Neighborhood Development
VMX	Village Mixed Use Zoning District

Part I. Introduction

East Whiteland Township is a desirable place to live, work, and play. Its population of nearly 11,000 people enjoy a high quality of life created by:

- The highly regarded Great Valley School District;
- Convenient access to major highways, (aided by a new PA turnpike slip ramp), regional rail, and public transit;
- Low taxes supported by a strong employment base of both corporate offices along Route 29 and smaller businesses along Route 30;
- Educational institutions such as Immaculata University, and Penn State Great Valley; and
- Attractions including the Chester Valley Trail, Chester Valley Golf Course, and Peoples Light and Theater.

Mindful of changing times and demographics, the Township is strategically planning for a future in which residents continue to enjoy a high quality of life, supported by key services and facilities, while a competitive and vibrant economic sector is nurtured. This Comprehensive Plan summarizes critical ideas in pursuit of this future.

A Comprehensive Plan process creates a VISION for the future; defines Township PRIORITIES, produces an ACTION PLAN, and directs Township RESOURCES for the next ten years. The Township's last comprehensive plan was adopted in 2001. This update fulfills the Pennsylvania Municipalities Planning Code's requirement for review and update every ten years, while providing the Township an opportunity to assess its role in the region and create a meaningful path forward.

A. Plan Organization

This Plan is divided into six parts:

Part I - Introduction

Part II - Guiding Principles for Planning, Development, and Growth

Part III- Priority Focus Areas

Part IV- Growth Management

Part V- Energy Conservation

Part VI - Action Plan

Part II, Guiding Principles, provides the overarching guidelines for development, redevelopment, and planning in the Township. In general, this Comprehensive Plan reinforces the policies set forth in the 2001 Comprehensive Plan in these areas. Consequently, the focus of this plan is to emphasize key topics that, strategically, are of greater importance to the Township in the coming years.

What is a Comprehensive Plan?

A Comprehensive Plan

process creates a

VISION for the future;

defines Township

PRIORITIES, produces

an ACTION PLAN, and

directs Township

RESOURCES for the

next ten years.

These “Priority Focus Areas” form Part III of the Plan and include:

1. The Route 30 Corridor;
2. Bicycle and Pedestrian Circulation and Connectivity; and
3. Community Resource Preservation.

Each section describes existing conditions and issues, provides an overarching goal for the future, and recommends strategies, or actions, that should be taken to achieve the goals. Parts IV, Growth Management, address areas of general interest to the Township, such as housing, community facilities, and administration. Part V, Energy Conservation, is a new section of the East Whiteland Township Comprehensive Plan. Finally, Part VI, Action Plan, is intended to be the most useful aspect of the Plan and the key to its implementation. This approach is intended to focus on results and implementation. In lieu of a large number of general recommendations, the Action Plan drills down to a limited number of key projects, described in detail, that will provide specific guidance on next steps.

B. Planning Process

This Comprehensive Plan was developed over a one year through a multifaceted planning process intended to maximize stakeholder input. A summary of this process is shown in Figure 1.

Task Force: East Whiteland Township appointed a 14 member Task Force to assist in formulating the Comprehensive Plan. This Task Force is comprised of municipal elected and appointed officials representing a variety of committees including the Historic Commission, Environmental Advisory Committee, and Planning Commission, as well as representatives from private and nonprofit organizations. Members attended monthly meetings from May 2015 through March 2016 to discuss the Township’s vision and provide direction on the major elements of the Plan. At the outset, Task Force members were asked to depict the “places they loved” and “places that needed to be improved” within the Township. Depicted in Figure 2, this exercise helped build consensus among Task Force members on community priorities.

Public Participation: The public was invited to participate in several stages of the Plan’s development. Early in the process, the Township hosted *online surveys* geared toward the community and small business owners to gauge their opinions on various aspects of Township life. Highlights of the Community Survey are found in Figure 3. Complete summaries are included in the Technical Appendices.

Figure 1. Overview of planning process



A series of *listening meetings* were held with institutional and corporate stakeholders to ask these important community members what their future plans were and what barriers they foresaw in achieving them. Meetings representatives included Penn State Great Valley, Immaculata University, Great Valley School District, Vanguard, and Enro.

In November, 2015, a *Community Open House* was held at McKenzie’s Brew Pub on Route 30 to display the developing priorities of the plan and suggested recommendations. Attendees were asked to sticker vote on their priorities and provide general comments on the overall direction.



A Community Open House at McKenzie’s Brew Pub

Figure 2. Hearts and Circles Exercise Summary: Task Force members shared their favorite and least favorite places in the Township

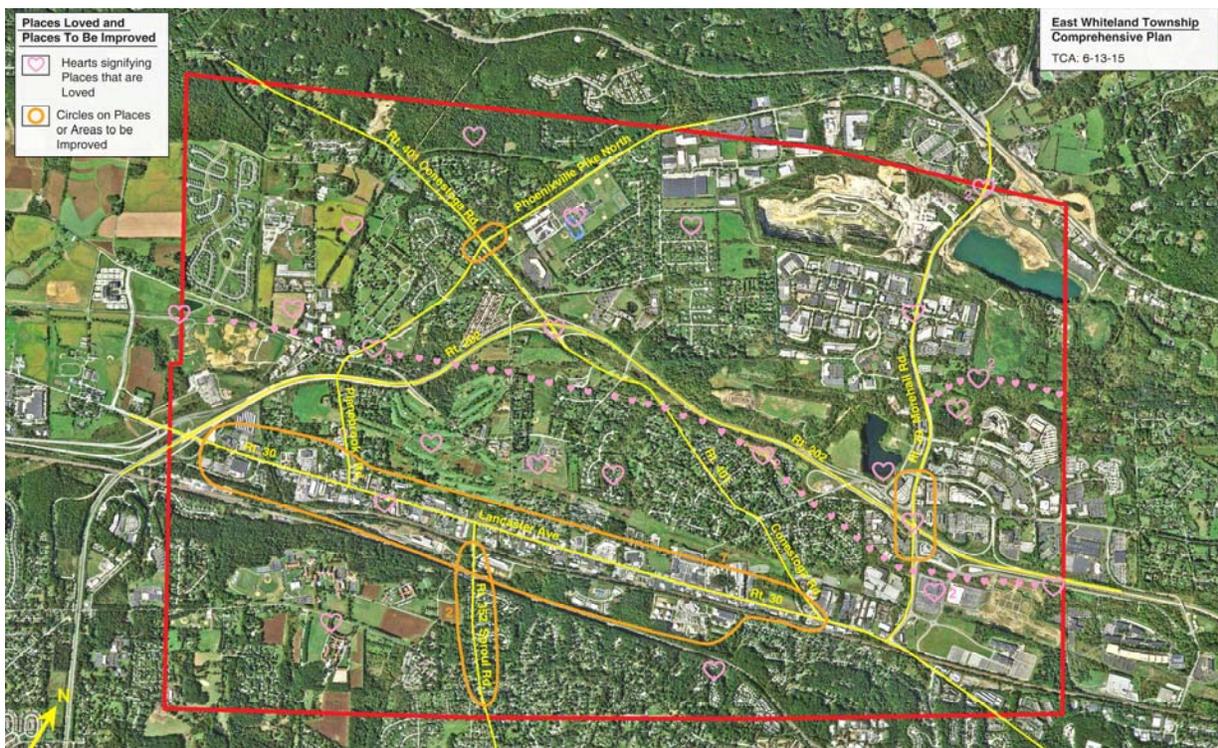


Figure 3. Community Survey Highlights

Online Community Survey Highlights



In an online community survey, residents provided feedback on:

Would you change or improve anything about East Whiteland Township?

Improve Route 30

Parks & Open Space

Add Sidewalks

Reduce Traffic Congestion

How satisfied are you with the following:	Satisfied	Not Satisfied
Police/Fire/EMS	X	
Code Enforcement		X
Recreation Programs		X
Value of Taxes relative to services	X	
Snow removal/road maintenance	X	
Traffic Congestion		X

A full copy of the survey and results are included in the Technical Appendix 1.

C. Planning Influences

1. National trends

Across the region and nation, demographics are evolving and resulting in new patterns and demands for housing, recreation, circulation, and municipal planning. *Each of these trends signifies a change in the preferred land use pattern as seen over the last fifty years, an increased demand for mixed-use development, more walkable areas, and more diverse housing options.* Many of these trends have already made an impact on Chester County and the East Whiteland community and therefore, need to be understood as part of the strategic planning process. They include:

- *Rise of Millennials (20-37 years old):* Studies focusing on this age group show a preference for walkable communities and smaller homes, delayed/decreased home ownership rates, and high likelihood of moving in the next 5 years¹. Focus on this group is not only important because their views and preferences largely differ from those of previous generations, but also because they are the largest age cohort in the county's history.
- *Continued influence of the Baby Boomers (50 to 69 years):* The aging and retirement of the second largest age cohort in history brings an increased demand for services and other options to "age in place", a concept defined by Center for Disease Control as "the ability to live in one's own home (home of choice) and community safely, independently, and comfortably, regardless of age, income, or ability level."
- *Decline in homeownership:* Nationally, the homeownership rate has fallen from a high of 69.1% in the first quarter of 2005 to a low of 63.7% in the second quarter of 2015 (US Census Bureau). This is attributed to many factors following the Great Recession, but is in large part due to the slow and delayed participation of Millennials as first time homebuyers.
- *Decline in families with children:* As a percentage of the national population, the proportion of households comprised of married couples with children has decreased by half from 40% in 1970 to 20% in 2012.² As discussed later in this Plan, the majority of proposed housing units in the Township are multifamily houses, a unit type that is expected to be in demand because of the rising ratio of households without children.
- *Changing demands for employment environments.* In terms of economic influences, growth in office employment is predicted to take place in more urban-like settings that offer a live-work and play environment rather than in conventional office campuses. This reflects the shifting lifestyle preferences of Millennials. This trend is already making its impact on the landscape of East Whiteland Township, particularly along Route 29 which is the home of the Great Valley Corporate Center.
- *Housing market is recovering at a steady, but below average rate.* According to a Senior Fellow at Drexel University, this recovery is boosted by investors and speculation, and not, as traditionally was the case, by first time home buyers entering the market.³

¹ Gen Y and Housing: What They Want and Where They Want It, Urban Land Institute

² America's Families and Living Arrangements: 2012; U.S. Census Bureau

³ Kevin Gillen, Ph.D., Senior Research Fellow, Indy Institute of Urban Renovation, Drexel University

3. Demographic Snapshot

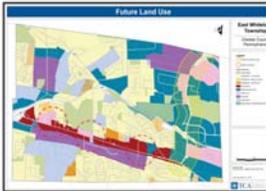
Who lives in East Whiteland?

- East Whiteland Township has an estimated 10,977 people living in 3,644 housing units in 2010.
- 52.9% of households are **families with children** under 18 years of age;
- The two largest segments of East Whiteland's population are the 15 -19 years olds (8.1%) and the 45-49 year olds (8%). The median age declined from 38.2 years in 2000 to 36.6 years in 2010, including on-campus students of Immaculata University. However, the number of people in the Township who are 55 years and above increased by 12% between 2000 and 2010.
- East Whiteland residents are **well educated**, with more than 50% of the population holding a bachelor's degrees or higher.
- Residents have a slightly **higher median income** (approximately \$91,000) than that of Chester County as a whole (\$86,050).
- At 5.2%, East Whiteland has a lower poverty rate overall than the county as a whole, however, a greater percentage of those in poverty in the Township are seniors (as compared to Chester County).
- Nearly 73% of East Whiteland's population is in the workforce, slightly higher than the County's 69.6%. Conversely, the Township had a low unemployment rate of 3.2% in November 2015.
- Nearly 80% of workers drive alone to their place of business.
- Nearly 45% of workers are employed in management, business, arts and science jobs. This is more than the next two occupation categories combined (Service Jobs and Sales and Office jobs).

Part II. GUIDING PRINCIPLES FOR PLANNING, DEVELOPMENT AND GROWTH

These guiding principles for the 2016 Comprehensive Plan Update are intended to summarize the approach and to supplement Section 202-2., "Purpose" of the East Whiteland Township Zoning Ordinance.

East Whiteland Township is envisioned to be a community that:



1. Balances the Pace of Growth with Infrastructure Capacity and Improvements.

Coordinate development and redevelopment with available sewer, transportation, and other infrastructure systems in order to maintain a high quality of life for residents and businesses, and manage Township financial resources.



2. Conserves Open Space for enjoyment of future generations and enhancement of Community Character

Proactively expand the Township's open space network to protect the function and beauty of Great Valley stream corridors and ridges, providing vital greenway and recreational opportunities, and enhancing the scenic qualities that make the Township distinctive.



3. Promotes Route 30 as a vibrant and attractive thoroughfare that reflects the diversity and vitality of the Township.

Reenvision Route 30 as an attractive, vibrant, and well functioning multi-modal corridor with well defined gateway areas, mixed-use villages, open spaces, and a range of small and large scale commercial activity.



4. Values and protects Historic, Natural and Scenic Resources for their vital roles in Township identity, health and recreation, and green infrastructure.

Incorporate strong resource protections and enhancements as part of new development/redevelopment, so that their essential functions and contributions are maintained and enhanced for the future.



5. Invests in a growing network of trails, bike paths, sidewalks, and pathways that facilitates safe and convenient walking and biking around the Township for work, school, and recreation.

Develop interconnected networks of trails, sidewalks, pathways, and crosswalks, that accented with shade trees and street lights, to provide functional, safe, and attractive thoroughfares.



6. Strives for a diverse housing supply, in enhanced older neighborhoods and new mixed-use neighborhoods, provides opportunities for families, the young and old and persons of any ability or income to reside in the Township.

Encourage a diverse range of housing and neighborhoods types that will better meet the needs of existing and future residents of any age, ability, and income.



7. Enables redevelopment and flexible development patterns that continue to attract residents and businesses, and encourages efficient use of land and infrastructure.

Use redevelopment to increase the variety of neighborhood and business settings available in the Township, while more effectively using existing infrastructure, and maintaining the Township's attractiveness to future residents and businesses.



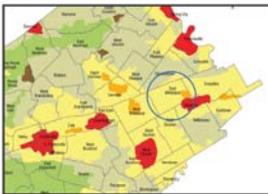
8. Includes Energy Conservation as an integral component of policy decisions effecting land use and transportation, municipal operations, and community services.

Consider energy efficiency, and any related long-term cost savings and/or environmental benefits, as a key factor in municipal policy decisions, particularly in regards to development, land use, and municipal operations.



9. Provides local governance and services in an open, efficient and fiscally sound manner that supports the Township's high quality of life.

Maintain community facilities, utilities, and police protection, to enhance livability, manage growth, and enhance fiscal . Maintain & enhance safety to better serve & protect diverse communities & neighborhoods.



10. Seeks to increase opportunities for Regional Cooperation and Collaboration that will result in more innovative and efficient provision of services, effective protection of regional resources, and maintain capacity for growth and redevelopment.

** Principles are listed in no particular order; numbering is not intended to denote prioritization.

Part III. PRIORITY FOCUS AREAS

East Whiteland Township's land use patterns have been established over decades of settlement and suburban expansion. Since the 2001 Comprehensive Plan, development has continued and vacant parcels have disappeared. Meanwhile, the corporate campuses that drive much of the economic engine of the Township face new challenges that call for redevelopment and change. As the Township approaches build-out, this Comprehensive Plan Update presents the opportunity to assess the most pressing issues facing the Township and address them in a way that builds on strengths, considers emerging trends, and ultimately provides a series of implementable steps.

While this Comprehensive Plan addresses all elements as required by the Municipalities Planning Code (MPC), it approaches these elements through the lens of what is most important to the Township and its residents. These Priority Focus Areas are presented in this section.

The three Priority Focus Areas chosen for this Plan are:

- A. The Route 30 Corridor;
- B. Bicycle and Pedestrian Circulation and Connectivity; and
- C. Community Resource Preservation.

Each Priority Focus Area section describes existing conditions and issues, goal(s) for the future, and recommended strategies.

As many of the topics areas are interrelated, recommendations between them tend to overlap. In an effort to distill the longer list of recommendations down to a limited number of achievable steps, the Action Plan in Part VI contains a list of implementation projects. These projects are categorized as **Priority Projects or Secondary Projects**. Cost estimates for applicable projects are listed in the Technical Appendices.

A. Route 30 Corridor



Frazer section of Route 30, in 1937 and in 2015; Sources: PennPilot; Bing.com

Route 30, the historic Lincoln Highway, traverses the southern half of East Whiteland Township for nearly 4 miles. Part of the historic Main Line of Philadelphia, the corridor has evolved from a series of villages anchored by train stations to a heavily used commercial corridor lined with businesses, office parks, and suburban strip centers. In East Whiteland Township, the Frazer train station was located at the intersection of Route 352/Sproul Road. Though the station is no longer in operation, Route 30 continues to act as East Whiteland’s “Main Street”, the primary location for small businesses, and the “face” that the Township presents to the more than 20,000 commuters who pass that way daily.

However, this busy and important roadway struggles to present an attractive and positive image of the Township and its residents. Developed over a long period of time, the landscape is dominated by a mix of older strip commercial centers, converted residences, mobile home parks, vacant land, and professional office campuses. When the community was asked about the most pressing issues for the Township in the online survey, issues along Route 30 associated with traffic congestion, connectivity, and overall appearance rated among the top 3. Here’s why:

Traffic congestion

Route 30 or Lancaster Avenue is a state-owned principal arterial that runs east-west through East Whiteland Township carrying over 20,000 vehicles per day. It is parallel and between US 202 and two separate railroad lines. Due to the limited number of crossings of the Norfolk Southern and Amtrak/SEPTA railroad lines to the south, there is significant congestion at the key intersections along Route 30. Additionally, west of Malin Road, the cross-section narrows from two-lanes to one-lane in each direction (with a continuous center-turn lane). In this segment, traffic congestion is exacerbated given the limited roadway capacity and high number of closely spaced driveways for adjacent businesses.

Lack of bike/pedestrian facilities

Route 30 in East Whiteland Township has many destinations that are attractive and in close proximity to nearby neighborhoods, employees, and students. It is also on the itinerary of several bus routes, and thus has many bus stops as shown on Map 8, Public Transit, in East Whiteland Township. However, an almost

complete lack of consistent sidewalks, numerous access points, lack of or insufficient bus shelters, and lack of road shoulder result in Route 30 being challenging to walk, bike, or access bus service.

While the 2001 Plan called for sidewalks along both sides of Route 30, creating a pedestrian network retroactively is a complex undertaking that could take years to tackle. The multitude of property owners, including PennDOT and Norfolk Southern, varying right-of-way widths, topography, small lots (especially on the south side), and wide curb cuts, are just some of the issues that need to be addressed in order to provide appropriate facilities.

A particularly daunting barrier to connectivity is the combined corridor created by Route 30 and the SEPTA/AMTRAK rail lines to the south. The parallel corridors of rail and Route 30 bisect the Township and leave limited opportunity for connections between the north and southern portions of the Township for vehicle, cyclist or pedestrian. Ravine Road, Route 352/Sproul Road, and Phoenixville Pike run through narrow rail overpasses where shoulders are lacking, and even vehicular traffic is reduced to one lane.

In addition, connectivity and being bike or pedestrian “friendly” goes beyond providing sidewalks and crosswalks. It also means that origins and destinations are designed to be within close proximity, typically considered to be ¼ mile, and that appropriate design elements, including but not limited to pedestrian oriented lighting, signage, benches, crosswalks, buffers between the sidewalk and curb/drive lanes contribute to an overall feeling of security.

Overall appearance and impact on community identity

Despite being a highly visible corridor, the overall impression created by Route 30 is one that most Township stakeholders wish to improve. In direct contrast to the unified and manicured corporate campus character along much of Route 29, Route 30 is the result of incremental development over time by a multitude of owners with no unified vision. Disparate uses, varying setbacks and architectural styles, lack of street trees and landscaping, seas of parking, an abundance of signage, and at least one notably abandoned building all contribute to a lackluster appearance that is of great concern to residents and business owners.

In addition, there are no identifying community spaces along the corridor. There are no open spaces, public trails, or public buildings. Gateway signage and areas that lets drivers know that they have entered the Township and are welcomed do not exist.

However unkempt the corridor is perceived to be, business locations along Route 30 do have many advantages that were touched upon in the small business survey (See the Technical Appendix for a summary of results). The high volume of vehicles, close proximity to neighborhoods, multiple crossroads (on the northern side), connectivity on the regional scale, relatively low rents, and the presence of significant institutions such as Immaculata University, are all viewed as competitive advantages.

Existing Policies for Route 30

The 2001 Comprehensive Plan laid out a series of land use recommendations for Route 30 that included:

- Mixed-use villages at the intersection of Church Road/Route 352 and Planebrook Road/Frame Avenue;
- Larger scale “community” mixed-use area between Malin Road and Conestoga Road;
- Upgraded “frontage commercial” in other areas, but more specifically:
 - Regionally oriented office/business park development on the eastern one-third of the corridor, and
 - Regionally oriented retail, commercial services, and mixed-use development to the western end of Route 30.

Some of these recommendations were implemented through the Township Zoning Ordinance, but have not yielded the desired results. Others fell by the wayside. Overall, the issues of Route 30 remain a challenge.

GOAL FOR THE ROUTE 30 CORRIDOR

Promote the redevelopment of Route 30 into an attractive and high functioning thoroughfare that sets a positive impression of the Township as a whole while facilitating the safe movement of vehicles, cyclists, and pedestrians. The character along Route 30 is envisioned to be a vibrant yet cohesive mix of small and large businesses, mixed-use “villages” at key intersections, diverse housing opportunities, and a physical community center for the Township.

RECOMMENDED STRATEGIES- ROUTE 30 CORRIDOR

A re-envisioned Route 30 will be the result of long-term redevelopment and infill opportunities. The following strategies have been identified as opportunities to foster the enhancement of Route 30:

1. Continue to promote the creation of mixed use villages and centers at key intersections along Route 30.

The 2001 Future Land Use Plan recommended two scales of mixed-use development along Route 30: a village mixed-use and community mixed use. Both of these areas were envisioned as compact, walkable “villages” that offered an integrated mix of uses, including retail, office, institutional, residential, and open space in a cohesive and pedestrian friendly environment. The village mixed use area is envisioned to be a more neighborhood scale, while the community mixed use is of a slightly grander scale with a Township wide draw and higher density housing either incorporated or in the immediate vicinity. However, neither vision has come to bear. Reasons for this include: loopholes in the current ordinance structure, lack of redevelopment incentives, the overall economy, and vague design guidance.

This Plan actively promotes and expands upon the mixed use concept for key areas along the Route 30 corridor. These areas are located at key intersections and are denoted on the Future Land Use Map (See Map5) as ¼ mile “pedestrian sheds”. This pedestrian shed concept is critical to the overall vision as it represents the accepted standard for how far the typical individual can walk in 10 to 15 minutes. The exact boundaries, and thus parcels, of the mixed use areas, are intentionally a bit ambiguous. It is more important that development on each parcel contribute to the overall walkability, cohesiveness, and vibrancy of the mixed-use center.

In order to address current insufficiencies and loopholes in the Township’s ordinances, the Township could consider the following items, summarized in Figure 5:

- a. Provide for two different scales of mixed-use along Route 30 in the areas shown on the Future Land Use Map. Continue to provide for the village type mixed use, while also permitting a larger scale, community mixed-use.
- b. Provide a minimum required amount of commercial development. The current lack of this minimum has resulted in development that is more residential in nature than what is desired. Commercial uses should comprise a minimum of 25% to 50% of the use in areas suitable for neighborhood scale mixed use and could increase to 50% to 75% in areas geared towards accommodating community mixed-uses.
- c. Commercial uses should be encouraged to occupy multi-story buildings by occupying the first floor and office or residential above. Commercial uses other than retail or restaurant should be required to have attractive storefront in order to maintain a continuous draw for pedestrian traffic. A limit on the ground floor square footage of retail-only buildings could be provided, with a maximum “building footprint” to

limit large format, “big box” retail stores which are more appropriately located outside of the mixed-use centers.

- d. Minimum height: A minimum height of 20 feet and two stories should be provided in the village centers in order to define the streetscape and help to create “outdoor rooms”.
- e. The maximum height currently permitted along the corridor is 35 feet, typically representing three stories. The village centers may be appropriate places to permit heights of up to four stories in order to: provide additional incentive for redevelopment, allow greater opportunity for vertical mixed use, and give some overall stature to these mixed use areas along the corridor. Additional increases in height could be permitted as a result of increased design standards, creation of mixed-use buildings, or as conditional use approval.

Figure 5. Suggested metrics for mixed use areas along Route 30

<u>FLU Category</u>	<u>Min Height</u>	<u>Typical Height</u>	<u>Baseline Density</u>	<u>Minimum Commercial Mix</u>
Village mixed-use	20 feet	42-45 feet	5-12 du/acre	25-50%
Community mixed-use	20 feet	42-56 feet	12+ du/acre	50-75%
Corridor commercial	none	35- 42 feet	<3 du/acre (apartments over commercial)	N/A

While these metrics are provided as guidelines to future ordinance amendments, good design that emphasizes context, curb appeal, walkability, redevelopment objectives, and other elements as discussed below and throughout this Plan should be emphasized over density. The baseline densities provided are intended as minimum ranges for the mixed use areas and not intended to be limitations.

Design guidelines that are integral to the Ordinance provisions and facilitate the Township’s desired vision are a necessary part of the ordinance amendment process. Design guidelines are one tool that can tie these design standards to the development, yet provide some flexibility for site specific standards. These Design Guidelines should include graphics and photographs that demonstrate the spirit of the ordinance. Some of the items such guidelines should consider:

- a. Building location: buildings should be oriented toward and be located close to the sidewalks;
- b. Building entrances: main entrances should be oriented toward the street and pedestrians connections, with potential secondary entrances oriented toward parking;
- c. Parking location: parking should be located to the rear or side of buildings, so as to not interfere with the pedestrian experience and circulation and screened from view; on-street parking should be considered;
- d. Pedestrian gathering areas: internal gathering areas and green space should be provided;
- e. Pedestrian circulation: pedestrian pathways should be provided internally (where pedestrian connectivity should be emphasized over vehicular circulation) and with adequate connections made to adjacent parcels offsite;
- f. Streetscape: street trees and pedestrian scaled street lights should line the sidewalk;

- g. Signage: pedestrian oriented signage should be provided; and
- h. Accessory buildings and utilities should be screened from view.

2. Explore opportunities for open space and a community center along the corridor.

- a. Consider designating community open space and a community center along the corridor. Along the nearly four miles of Route 30 in East Whiteland Township there are no open spaces or community facilities that identify the corridor with the Township. Aside from Route 30, another key focus area of this Plan is to better protect remaining open spaces. The southern portion of the Township is noted for particularly lacking open spaces with few opportunities to remedy the situation, especially on the eastern side. A location along Route 30 could serve these neighborhoods as long as appropriate access is provided.

Further discussion of strategies and recommendations for open space preservation are considered in the next section. Once the Township has prioritized a list of desired open spaces along Route 30, these parcels should be designated on a Township Official Map.

- b. Promote open space by amending Township regulations to require new developments and redevelopment to provide public spaces. Many municipalities require new developments and redevelopment to set aside a specified amount of open space and recreation, whether passive or active, as part of the development. This best practice is intended to increase open space in close proximity to homes and businesses and contribute to the overall network of open space within the Township. East Whiteland Township's existing Ordinances requires open space as part of the Residential Cluster Development Option only. However, the Township is currently exploring this requirement for all residential and nonresidential developments. In the case where an applicant cannot provide sufficient open space or open space for appropriate uses, a "recreation fee-in-lieu" can be paid to the Township to be used to support such recreation and open space in other Township spaces.

The Township should continue to advocate for open space in all residential subdivisions proposing more than 10 dwelling units and all nonresidential land developments proposing more than 1,500 square feet of building area. The amount of open space should be based upon types of dwelling units and density proposed, whereby a single family detached unit will be required to provide a larger amount of open space (i.e., 10,000 square feet) than an apartment unit.

Additionally, the Township has recently updated its Recreation fee-in-lieu Ordinance based on a 2015 Parks and Recreation Plan Addendum. However, the Township does not currently have a recreation fee-in-lieu for non-residential development. Commercial development and redevelopment, especially along Routes 30 and 29 in the Township, could account for a vital source of revenue to support future open space and recreational activities.

3. Broaden uses permitted in the "frontage commercial" and professional office zoning districts, while maintaining requirements for a unified streetscape and pedestrian amenities.

The frontage commercial district along Route 30 is solely a commercial use district that imposes unified standards, outside of the village mixed-use and professional office areas. Additional flexibility in this district could provide incentives to developers to consolidate and redevelop parcels, and respond to the market. Such uses could include apartments over retail or office space or medium to high density housing in close proximity to the recommended mixed-use areas. Both of these housing types could help to bolster the supply of affordable housing to meet current and future demand.



Streetscape with street trees, grass strip, screened parking areas, and bus shelter

The character of development along these areas of the corridor would not be drastically altered. Buildings are anticipated to be set back from the street with parking to the front and side. However, landscaping and screening would play a larger role in defining and greening the streetscape. Street trees would shade sidewalks, while hedges screen parking lots. Additionally, parking areas themselves would be required to be designed to facilitate pedestrian access from the street, as well as enhanced landscaping, with more islands at greater intervals.

4. Promote redevelopment.

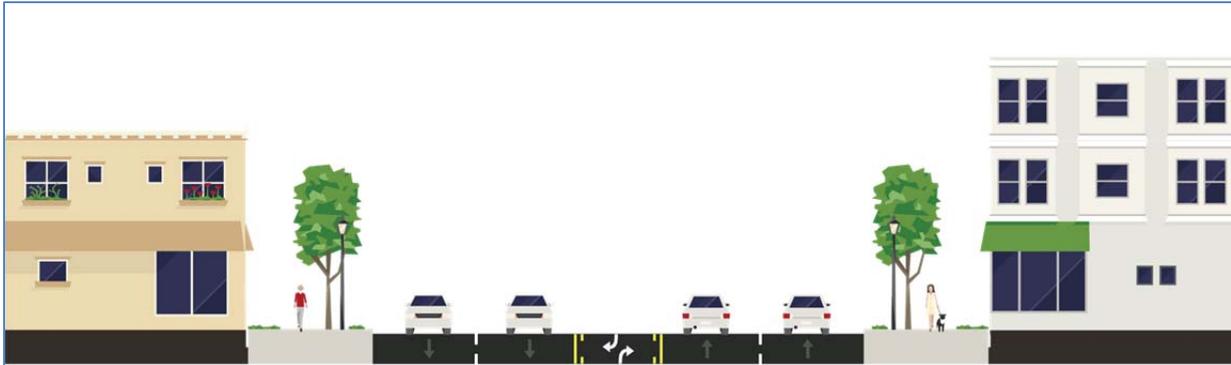
Redevelopment is needed to give new life to the Route 30 corridor, but positive change is an incremental, long term proposition. Redevelopment along the corridor will be especially challenging with the number of small lots and multiple owners, especially along the south side where shallow lots backing up to the rail lines. In many cases, **the consolidation of multiple parcels into one tract will be necessary to provide viable redevelopment opportunities.** The Township can help this process in a number of ways, such as the zoning ordinance amendments discussed above, but other organizational strategies would also be beneficial.

- a. Additional options for promoting redevelopment could include financial incentives, such as the **Local Economic Revitalization Tax Assistance program (LERTA)**. This state enabling legislation allows local municipalities to designate revitalization areas, where improvements are taxed at a lower rate for a period of up to ten years. The feasibility of such of program in East Whiteland would need to be assessed, especially with the already low tax rates being attractive to potential investors.
- b. A second option for promoting positive change and redevelopment along the corridor would be the formation of a **Business Improvement District (BID)**. A BID is an independent, nonprofit organization specifically set up to oversee improvement activities within a designated commercial area. Funds are typically raised by collecting an assessment on each property owner within or benefiting from the district and the organization is overseen by a Board comprised entirely of taxpayers, business owners or residents of the municipality. Activities commonly initiated by BIDs include: street cleaning and beautification, marketing and promotion, security patrols, and feasibility studies and preliminary design of capital projects. In addition, BIDs may acquire and own property and issue bonds to support needed improvements. In the case of East Whiteland, a Route 30 oriented BID could be particularly helpful in enabling the consolidation of lots into larger tracts ready for development, gathering business owners together and creating networking and cooperative engagements. Currently there is a Frazer Business Owners Association that could be a stepping stone to a larger more active improvement district.
- c. Conduct an **economic development study** to identify gaps and opportunities. This study could identify the types of commercial, entertainment venues that have a better chance of succeeding along Route 30. Such a study would help the Township and/or BID to understand what types of businesses and

entertainment venues could be attracted to the corridor, as well as what types of services and goods are lacking.

5. Improve traffic flow and reduce congestion through operational and capacity improvements.

Figure 6. Idealized section of Route 30 in a village mixed use area.



Widening Route 30 to provide a consistent five-lane cross section with two travel lanes in each direction and center-turn lane will address an existing bottleneck (particularly west of Malin Road) and alleviate current and future traffic congestion along the corridor. The need for the continuous five-lane cross section for Route 30 was identified in the Township-wide Traffic Study (2004) based on forecasted growth and development for a 10-year planning horizon. The cross section depicted in Figure 6 or other operational and capacity improvements can be evaluated as part of the recommended Corridor Plan, based on updated traffic counts and analysis. Route 30 widening should be planned in coordination with intersection improvements, shared lane on-road bicycle facilities, new sidewalk connections, and bus stop and streetscape enhancements along the corridor. These improvements, combined with access management strategies, can transform Route 30 into a “Complete Street.” Planning and design of the multimodal transportation improvements must be closely coordinated with property owners, business owners, developers, and the community.

- a. Monitor and evaluate traffic volumes and congestion along Route 30 after the completion of US Route 202 widening in 2016. Traffic counts and analysis along the Route 30 can be done as part of the Township’s Traffic Study update (See Growth Management – Transportation).
- b. Identify operational improvements for signalized intersections that can be implemented prior to or in conjunction with roadway widening.
- c. Coordinate with the Chester County Planning Commission to add widening of Route 30 between Malin Road and US Route 202 and associated sidewalk connections and streetscape improvements to the County’s Transportation Improvements Inventory.

6. Improve traffic flow through access management.

Implementing access management strategies will also help to reduce congestion and improve safety along Route 30. Potential access management strategies that can be considered in the planning and design of improvements for the Route 30 corridor include joint and cross access, driveway spacing standards, and non-traversable medians.

- a. Update Township ordinances to include access management standards for Route 30, as well as other key commercial corridors in the Township. The ordinance can provide requirements for the number of driveways permitted, driveway channelization, driveway location and spacing, joint and cross access, and frontage/service roads.

7. Promote multimodal connectivity through sidewalk connections, bus stop enhancements, and an attractive, cohesive streetscape.

Increasing multimodal connectivity in the Township is a primary goal of this plan. Connectivity along Route 30 in particular is an important aspect of revitalizing the corridor, providing access from and to nearby neighborhoods, Immaculata University, the Chester Valley Trail, and other attractions in the Township will make the Township more attractive to businesses and residents alike, as well as help to cut down on some daily trips that must be made by car today.

This plan envisions sidewalks along the entire length of the corridor, connecting to side streets and with crosswalks at key intersections. These should be required as part of redevelopment, but will need to take into account the concept of the newly envisioned five lane cross section for the roadway. Such improvements should be shown on a Township Official Map.

Any connections which serve the identified village areas of the Future Land Use Plan should be considered priority, particularly as redevelopment occurs. Additional priorities along the corridor include the Patriots Path connection at the eastern end, discussed in the next priority focus area.

8. Advance new roadway connections to relieve congestion, improve access, and reduce cut-through traffic in residential neighborhoods along the Route 30 Corridor.

New roadway connections, and particularly new or improved crossings of the SEPTA/Amtrak rail lines to the south, will alleviate congestion along Route 30 and other roadway corridors, such as Phoenixville Pike, Route 352, and Old Lincoln Highway. New roadway can also reconnect the community and improve access to existing and future residential, industrial, and institutional land uses south of the corridor. Any new roadway connections must be fully evaluated to understand the potential benefits, as well as impacts. Bicycle and pedestrian accommodations should also be considered as part of the planning and evaluation process for any new roadway connections. New roadway connections related to the Route 30 corridor include:

- a. New crossing of the SEPTA/AMTRAK rail line, connecting the Route 30 and King Road Corridors, which requires further planning to identify potential alignments.
- b. Extension of Three Tun Road to Malin Road, as identified in the Malin Road Extension Feasibility Study and listed on Chester County's 2015 Transportation Improvements Inventory.

B. Bicycle and Pedestrian Circulation and Connectivity

Since its first inclusion in the 2001 Comprehensive Plan update, the Township’s vision for a community-wide network of trails, sidewalks, crosswalks, and pathways has gained increasingly visible support. The popularity and success of the Chester Valley Trail has increased requests for connections to nearby neighborhoods and demonstrates the growing demand for bike and pedestrian options for recreation and transportation. Results of the online survey also illustrated strong support for expanding the bike/pedestrian network for all users.



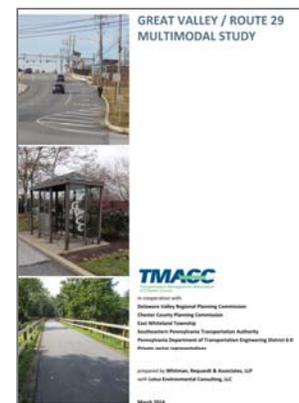
Existing sidewalks along Route 30

The Chester Valley Trail is the spine of the Township’s existing trail network. This Chester County owned and maintained trail will eventually connect with Montgomery County to the east and Downingtown to the west. Aside from the Chester Valley Trail, the pedestrian network in East Whiteland Township consists of some park trails, pathways within the corporate campuses, and a scattering of disconnected sidewalks.

Expanding the bike/pedestrian network in a largely developed Township is especially challenging and will require long term vision and investment. Installing sidewalks along Swedesford Road or Conestoga Roads, for example, would be nearly impossible due to issues regarding rights of way and shoulder width, multiple property owners, and natural resource constraints. It is further complicated by existing structures, (bridges, underpasses, etc.) that are inhospitable to pedestrian accommodations. The smarter approach is to planning the network is to view the Township as a series of origins and destinations, and create alternatives routes that can be evaluated and planned over time, particularly as redevelopment occurs.

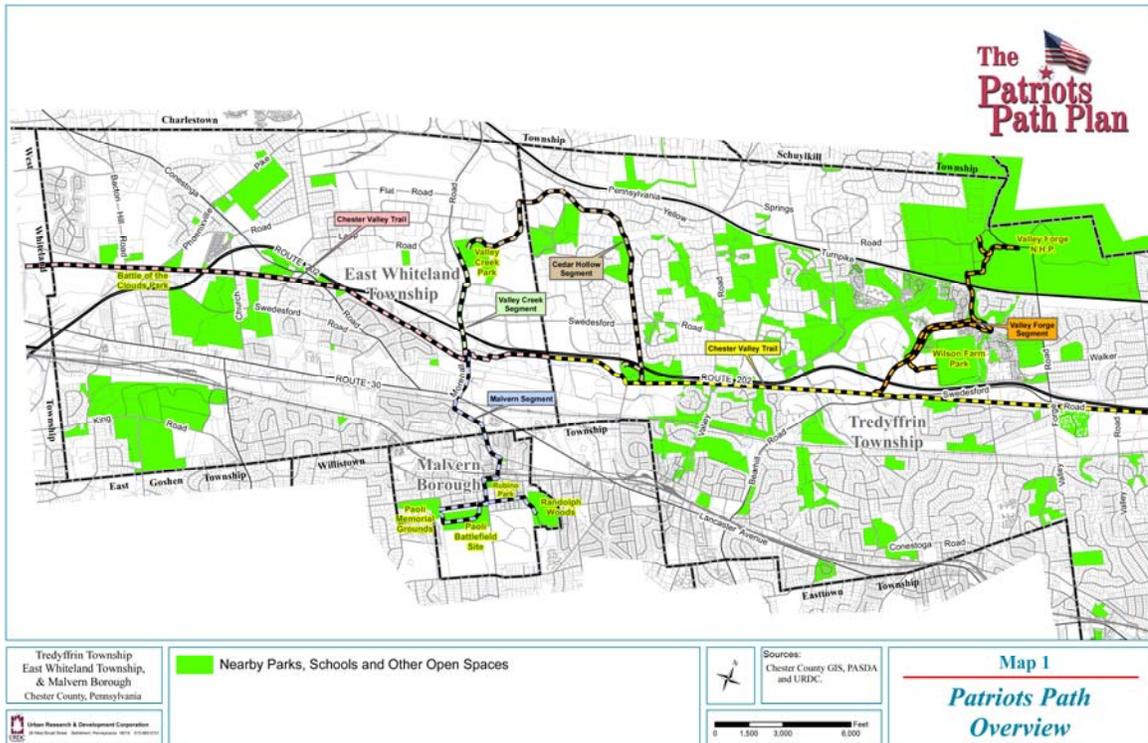
There are several notable regional plans that can help to form the Township’s Bike/Pedestrian framework and developing network:

Route 29/Great Valley Multimodal Study (2014) - In response to the tremendous growth planned for the Route 29 corridor, the Transportation Management Association of Chester County (TMACC) initiated a study. Partnering with East Whiteland Township, Chester County, and other public and private partners, the study develop a vision for Route 29 as a multimodal corridor that will encourage and facilitate walking, biking and public transportation usage for recreation and employment trips.



Patriots Path Plan (2014) - The Patriots Path Plan focuses on the design and development of a trail network intended to connect three important sites of the American Revolutionary War: Battle of the Clouds Park in East Whiteland Township, the Paoli Battlefield Grounds in Malvern and Valley Forge National Historic Park in Tredyffrin Township.

Aside from the Chester Valley Trail, which forms the spine of the Patriots Path, East Whiteland Township is important to three segments of the Plan. The Valley Creek Segment utilizes the Route 29 Corridor from Route 30 to Valley Creek Park. The Cedar Hollow segment, originating in Tredyffrin Township also terminates in Valley Creek Park. Finally, the Malvern segment connects Route 30 at Route 29 and into Malvern Borough along Old Lincoln Highway.



Overview of the Patriots Path Plan

Devault Rail-Trail Feasibility Study (2014) - This Feasibility Study is intended to identify the alignment of a multi-use path between Devault in Charlestown Township, Phoenixville Borough, and the Schuylkill River Trail. Ideally the trail would continue south into East Whiteland Township along the proposed Route 29 corridor share-use facilities and connect the Chester Valley Trail.

GOAL FOR BIKE AND PEDESTRIAN CIRCULATION AND CONNECTIVITY

Create a Township-wide network of trails, sidewalks, and pathways that will increase safe and convenient bike and pedestrian options for recreation and transportation on a local and regional scale.

RECOMMENDED STRATEGIES – BIKE/PEDESTRIAN CIRCULATION AND CONNECTIVITY

The complete Trail Plan with a list of connections and priority connections can be found on Map 1, and Figures 9 and 10 at the end of this section. The following strategies are recommended to enhance bicycle and pedestrian connections in the Township:

1. Advance regional bike/pedestrian connections.

Multimodal connections on a regional scale benefit everyone, improving economic competitiveness and attractiveness of the region as a place to live and/or work. There are three regional connections of high value to East Whiteland businesses and residents that the Township should actively support:

- a. access to the SEPTA Regional Rail at Malvern Station via Route 29 to Route 30 to Old Lincoln Highway (also part of the Patriots Path Plan: Malvern segment);
- b. the Paoli Chester Valley Trail Connector (currently in the feasibility phase) which will extend the Chester Valley Trail into Tredyffrin Township; and
- c. the newly studied Devault Rail Trail. The recently completed Feasibility Study opens a door to municipal cooperation and coordination with regional partners to extend the proposed Devault Line Trail into East Whiteland Township and the Chester Valley Trail. The Township should investigate potential alignments for the trail, as well as initiate contact with potential partners, including Charlestown Township and Chester County.

2. Enhance access and use of the Chester Valley Trail.

The County owned and maintained Chester Valley Trail has enjoyed immense popularity and support in the East Whiteland community. With nearly 30,000 users per month in the spring, summer and fall month, the CVT has become a source of community pride, daily recreation, and social connection. Continuing to improve on its usability, safety, and convenience are shared goals of the County and Township. The County is currently studying future extensions of the CVT into Downingtown Borough with connections to the nearby Struble Trail and East Branch Brandywine Trail. This extension is one more step towards the DVRPC's envisioned "Circuit" in the Philadelphia region. Locally, the Township's objectives focus more on increasing neighborhood access so that residents and guests do not have to drive to trailheads, and enhancing other aspects of its usage such as providing a comprehensive trailhead facility, exploring bike share opportunities, and enhancing road crossings, potentially with signalization, and stormwater management.

A priority in this area for the Township is the provision of a trailhead facility with bathrooms, lockers, showers, and water for users. This facility is envisioned to be a separate building located at the Township municipal complex.



3. Plan for and implement trail connections between existing neighborhoods and key destinations.

The proposed Trail Plan (Map 1) is based on previous Township Plans, planned regional connections and discussions with the Township Task Force. The Plan is not intended to exclude sidewalks and other multimodal amenities from other areas of the Township, but focuses on connections that are considered to be of higher priority. Criteria for priority connections include:

- a. Connections to regional trails, with particular focus on the Chester Valley Trail connections and an extension to the Devault Trail in Charlestown Township;
- b. Connections to the educational institutions, including Great Valley School District facilities, Penn State Great Valley, and Immaculata University;
- c. Connections to parks and recreational opportunities;
- d. Connections to transit/bus stops;
- e. Connections along corridors with existing pedestrian activity;
- f. Connections to commercial corridors and employment centers that could decrease traffic congestion and provide multimodal alternatives for commuters.
- g. Connections in areas of the Township otherwise underserved by recreational amenities.
- h. Connections that are feasible in the near term, meaning that right-of-way impacts and private property impact, particularly for residential properties, can be minimized.

4. Promote bike/pedestrian connections along the Township's main corridors and provide a safe and comfortable environment for users.

- a. *Route 30:* As discussed in the previous Section, the Route 30 corridor is an appropriate location for multimodal accommodations. These accommodations are needed both along the length of the corridor, and across the corridor, connecting the northern and southern neighborhoods of the Township along a redeveloped, welcoming, and cohesive main street. The recommended improvements along Route 30 should focus on connections between existing and planned destinations, including a connection to the Chester Valley Trail, bus stops, planned village hubs, Immaculata University, and community open space or centers.
- b. *Route 29-* The Route 29 corridor is undoubtedly the area where the most change, redevelopment, and concentrated growth in the Township will occur over the next twenty years. The 2012 opening of the Pennsylvania Turnpike electronic interchange, the ongoing development of Uptown Worthington and Atwater Village, and the newly proposed redevelopment /revitalization of the Great Valley Corporate Center will bring a new concentration of both residential and employment populations to the area. Preparing for the impacts of this growth on transportation infrastructure, led East Whiteland Township to partner with the Transportation Management Association of Chester County (TMACC), Chester County, and others (including private corporations), to develop the Great Valley/Route 29 Multimodal Study of 2014. The purpose of the Study is to develop a vision for Route 29 as a multimodal corridor that will encourage and facilitate walking, biking and public transportation usage for recreation and employment trips.
 - i. Support the vision of the Great Valley/Route 29 Multimodal Study *Aerial view of Route 29* (depicted in Figure 7) which include:

- A shared, multi-use path from the Turnpike to Swedesford Road along the western side of Route 29;
 - A crossing on the north side of Swedesford Road to the eastern side of Route 29 and continuation of the path south to Route 30.
 - A sidewalk on opposite side of the road from the multi-use path.
- ii. Work with landowners and land development applicants to ensure redevelopment provides well connected bicycle and pedestrian facilities along or parallel to the Route 29 Corridor, including facilities to support access to public transit or shuttles.

Figure 7. Idealized Cross Sections for Route 29 depicting planned multimodal improvements

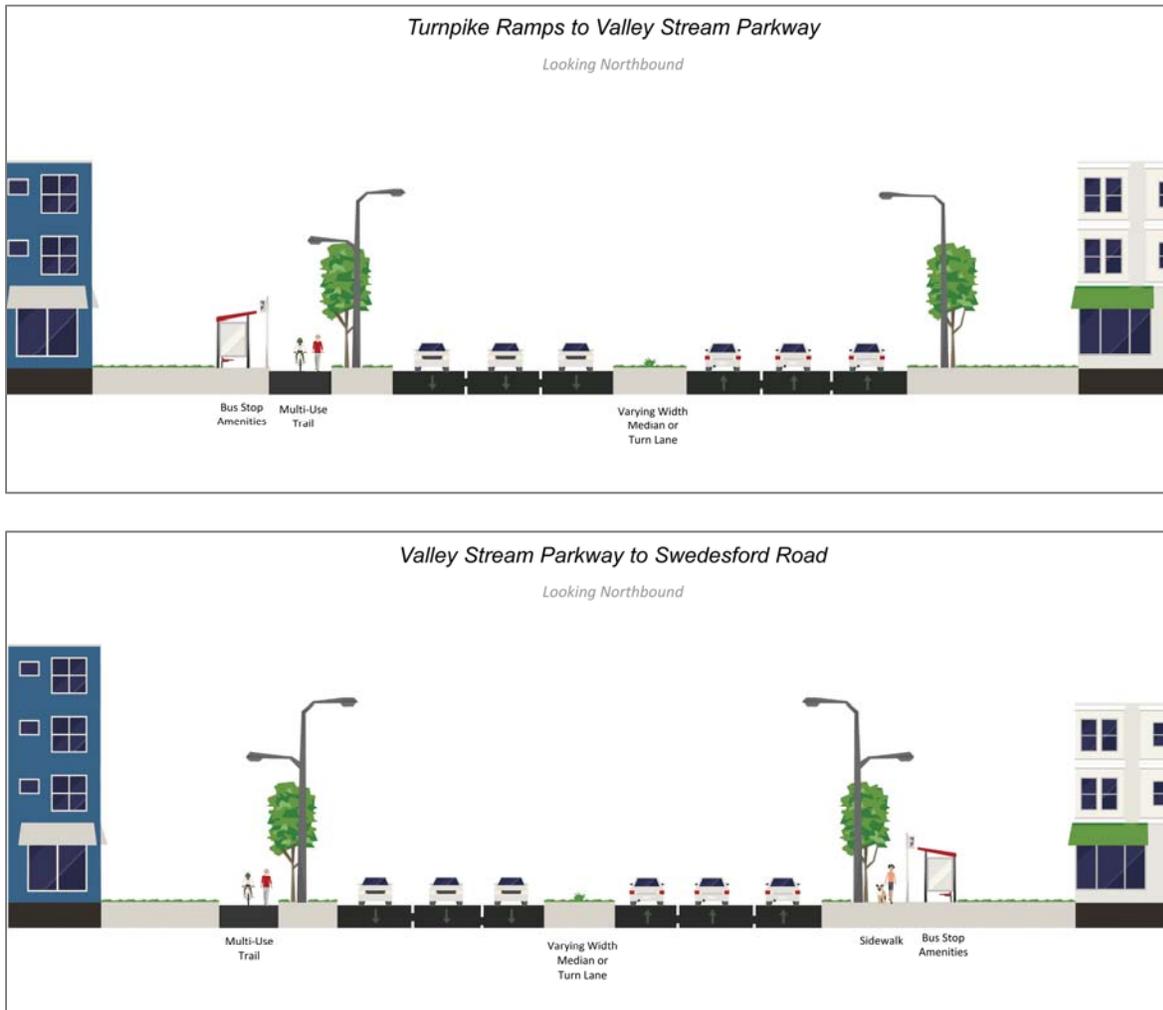
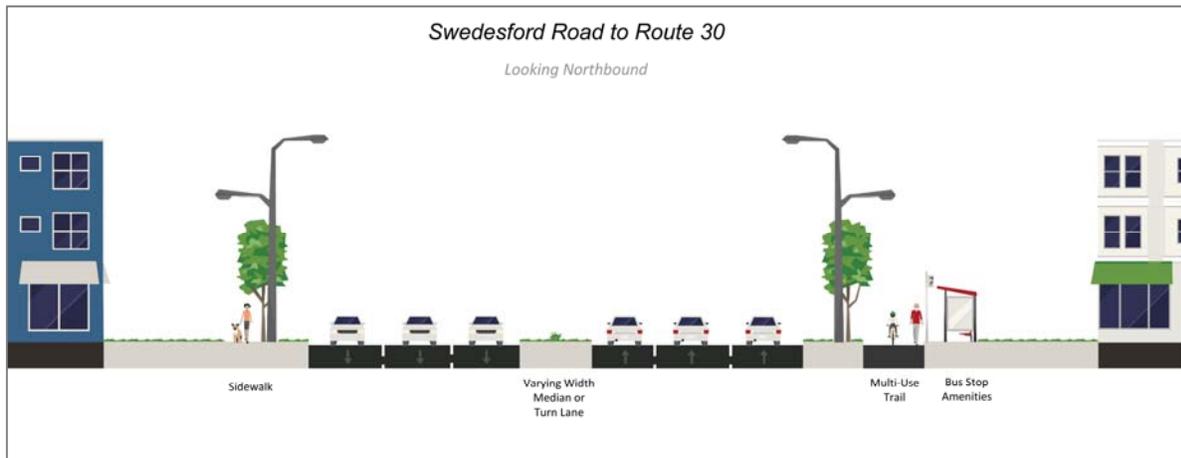


Figure 7. (Continued)



5. Plan for on-road bicycle facilities.

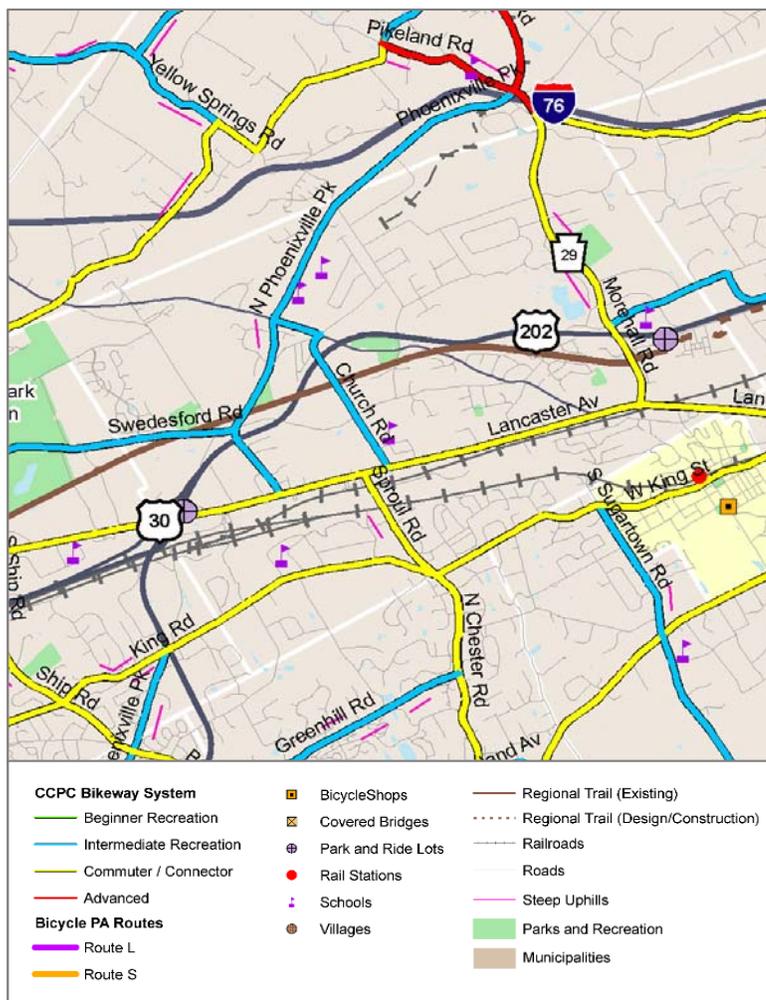
On-road bicycle facilities can provide important connections between the Township’s off-road trail network and key destinations, including residential communities, employment centers, and retail establishments. The Chester County Planning Commission’s Recommended Bikeway Network - Bicycle Functional Classification, depicted in Figure 8, shows how existing roadways support a range of cycling ability levels, based on a variety of criteria, such as traffic volumes and speeds, travel lane widths, and topography. In East Whiteland Township, many of the roadways within the Recommended Bikeway Network are relatively narrow with minimal shoulders and higher traffic volumes and speeds. As a result, there are no roadways identified as serving “Beginner Recreation” cyclists in the Township. The strategies identified below will help to improve on-road cycling conditions and expand the overall network of bicycle and pedestrian facilities in the Township.



- a. Prioritize safety improvements and connections to key multimodal corridors, including Route 29, Route 30, Phoenixville Pike, and Chester Valley Trail.
 - i. Route 29: Implement on-road bicycle facilities identified in the Great Valley/Route 29 Multimodal Study, including bicycle lanes on Liberty Boulevard and Valley Stream Parkway.
 - ii. Route 30: Evaluate implementation of 14’ wide shared travel lanes (adjacent to the curb) in both direction as part of the Route 30 Corridor Study.
 - iii. Phoenixville Pike: Evaluate on-road cycling alternatives and connections as part of a feasibility study of Devault/Candy Line Multi-use Trail Corridor.
 - iv. The Chester Valley Trail: Since the Chester Valley Trail serves as the east-west spine of Township’s bikeway network, prioritize north-south on-road connections to the trail. In particular, the Church Road corridor is a priority for improved access to the trail for both bicyclists and pedestrians.
 - v. New Roadway Connections: Consider bicycle facilities when planning for new roadway connections, particularly crossings of the SEPTA/AMTRAK rail lines south of Route 30.

- b. Coordinate with PennDOT and the Chester County Planning Commission to improve on-road cycling conditions on state owned roadway as part of roadway maintenance and resurfacing projects. Improvements to be considered include shoulder widening, clearing roadside vegetation, signage, and narrowing travel lanes to stripe dedicated on-road bicycle lanes.
- c. Incorporate improvements for on-road cycling on Township-owned roadways as part of roadway maintenance, resurfacing, or intersection/traffic signal upgrade projects. Improvements to be considered include shoulder widening, clearing roadside vegetation, signage, and narrowing travel lanes to stripe dedicated on-road bicycle lanes.
- d. Update Township ordinances to consider on-road bicycle facilities and amenities as part of land development projects, including the provision of bicycle parking for non-residential land uses.

Figure 8. Chester County Recommended Bicycle Network- Functional Classifications Map



Township Trails Plan

The Township Trails Plan is depicted on Map 1 on the following page. Figure 9 lists the Trail Connections found on the Plan, while Figure 10 lists the Priority connections. with the rationale for prioritization. These priorities were developed by the Comprehensive Plan Task Force who evaluated proposed connections based on a number of criteria, including degree of difficulty to implement, community support (as demonstrated via the community survey/ public open house), and funding eligibility. The Viability Analysis can be found in the Appendix. Implementation of this Plan is not intended to exclude the implementation of other connections not shown, if opportunities arise through development applications or other external factors. This Plan and priorities listing is intended to provide guidance to Township led efforts to expand the trail network through grants, partnerships, and other avenues.

Figure 9. Trail Plan Connections

Trail connection	Description	Notes
1. Route 30 Corridor	Sidewalks along both sides	Bus Stops, employment, trails, etc.
2. Planebrook Road	Connection between Route 30 and CVT, possibly along the western side of GVGC	Connection to CVT, Route 30 commercial centers, bus stops
3. Church Road	Connection between Route 30 and CVT	CVT, Route 30 commercial centers, bus stops
4. PECO transmission line trail	Connection between KD Markley and Malin Road	CVT, Route 30 commercial centers, bus stops
5. Malin Road N	Connection between Route 30 and PECO transmission line	CVT, commercial centers, Route 30
6. Malin Road S	Connection between Route 30 and Malvern Borough	Route 30 commercial centers, bus stops, Malvern Borough
7. Phoenixville Pike	Connection between northern Township boundary to Conestoga Road and CVT	GVSD complex, regional trails,
8. Sidley Road Connector	Connection between Phoenixville Pike and Ecology Park	Ecology Park, Municipal complex, Candy Line,
9. Moores Road Connection	Connection between Sidley Road and Conestoga Road	GVSD, CVT
10. Devault Rail-trail	Multi-use connection along former rail line from Phoenixville Pike to Bacton Hill Rd	GVSD, CVT, Devault Trail
11. Connection south of Route 30	The Township’s goal is to increase connections south of Route 30, as the opportunity arises.	Connections between neighborhoods, to Route 30 commercial centers, CVT, Immaculata University
12. CVT Connectors	Several neighborhood connections to the CVT	
13. Route 29 Corridor	Shared use path along entirety with sidewalk from Route 30 to Valley Creek Parkway	

Notes:

Trail connections listed in no particular order. Numbers used correlate to Map 1, Trail Plan Map.

CVT = Chester Valley Trail

Map 1: East Whiteland Township Trails Plan

East Whiteland Township

Chester County
Pennsylvania

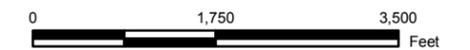
Legend

Bus Stops

- Active
- Inactive

- Chester Valley Trail (Multi-Use)
- Multi-Use Facilities - Proposed
- Ped Facilities - Existing
- Proposed Ped Facilities - Priority
- Proposed Ped Facilities - Other
- Parks & Community Facilities

- ↔ Conceptual connection to be further examined



Data Sources:
All Base Data - East Whiteland Township, 2014;
Sidewalks and Trails- Chester County, 2014;
Consultant Analysis, 2015

July 13, 2016

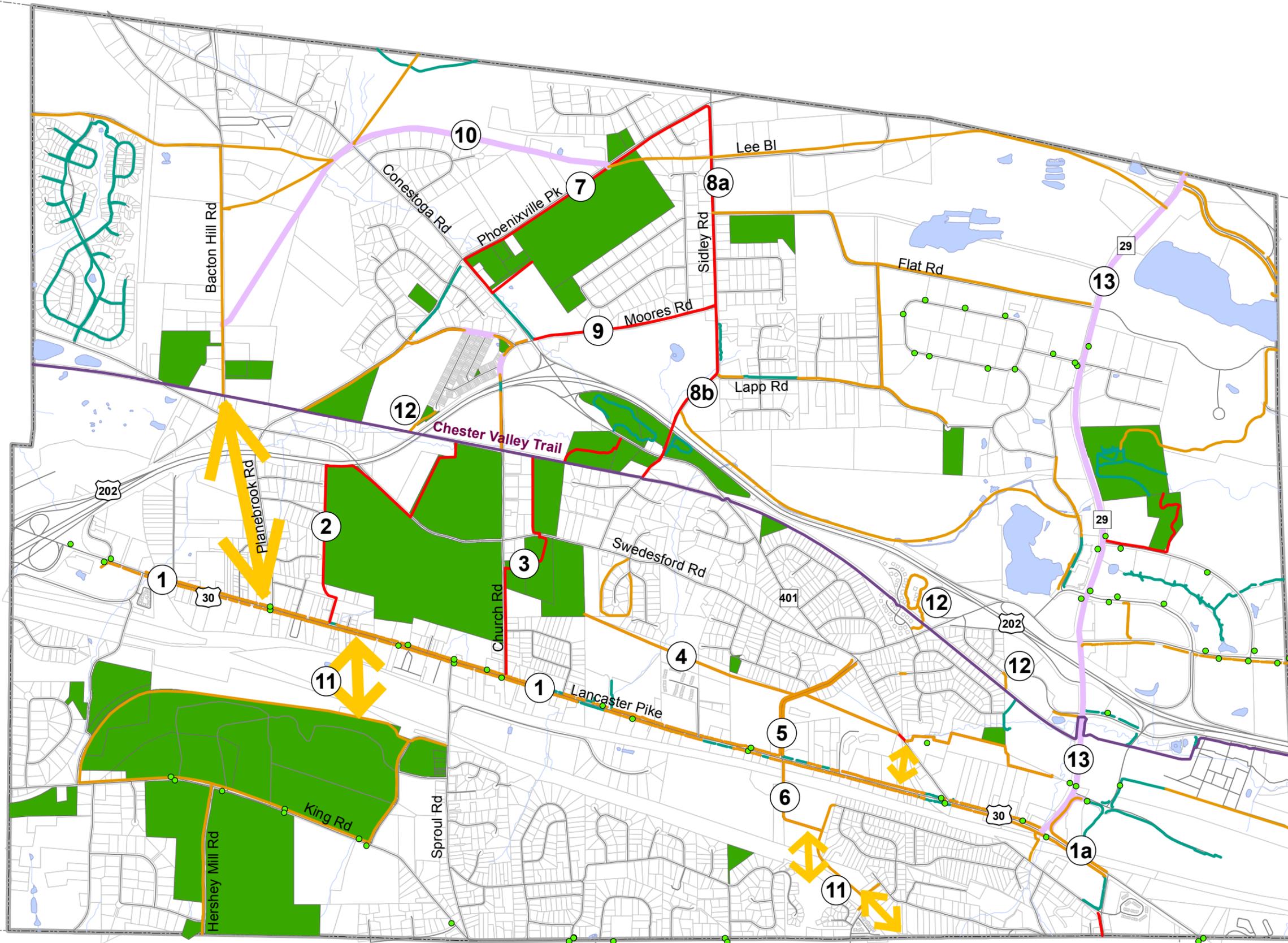


Figure 10. Priority Trail Connections

Trail Connection	Importance
Patriots Path connector: Old Lincoln Hwy to Rt. 29	Regional connectivity; connectivity to Malvern SEPTA station
Sidley Road Connector, from Lapp Road to the Chester Valley Trail	Local connectivity to Chester Valley Trail, Township complex, Ecology Park
Devault Rail Trail	Regional connectivity; active planning by County and municipal neighbors
Chester Valley Trail Neighborhood Connectors	Local connectivity with Chester Valley Trail; Route 29
Route 29 Corridor Improvements	Regional and local connectivity, can take advantage of ongoing construction and redevelopment
Connection with areas south of Route 30	Represents a highly populated, yet underserved area of the Township; High degree of difficulty that needs to be evaluated with a long term outcomes and potential partners

C. Community Resource Preservation

Community resources, including natural features, historic sites and structures, scenic roadways, and open spaces are at risk in East Whiteland Township. According to the DVRPC, less than 5% of the Township's 7,500 acres remains vacant. Between 1990 and 2010, the Township lost 1,000 acres each of vacant and wooded lands. In 2010, 20% of the Township was wooded, down from 28% in 1990. (Source: DVRPC, See Technical Appendix for a full land use breakdown). Map 2 depicts currently vacant lands in the Township along with the natural resources.

The contribution that these natural and historic features make to the health, character, and identity of a place are often underestimated until they are gone. After the Great Recession of the late 2000s, the rate of growth and development in the region has once again rapidly picked up. This has spurred a renewed sense of urgency to preserve dwindling resources and open spaces that help define the Township and contribute to its character, environmental health, and recreational opportunities.

Historic Resources

Oftentimes, advocates for historic resources face an uphill battle as resource preservation is perceived to be financial prohibitive and barrier to progress. However, there are many different tools and levels of preservation and protection. In fact, in most cases, the best approach to preserving historic resources is not designation on the National Register of Historic Places, but in sensitively and viably incorporating them into the fabric of the Township through adaptive reuse. Buildings that remain in use have a better chance of being maintained and thus require less work than those allowed to deteriorate to the point of needing substantial rehabilitation.

East Whiteland is fortunate enough to have recently partnered with Chester County Office of Heritage Preservation to inventory its existing historic resources. These Historic Resources can be found on Map 3, which categorizes resources into the following three classes:

Class I: The resource is listed on, contributes to, or is determined eligible for inclusion in the National Register of Historic Places.

Class II: The resource is considered by the municipality to meet the standards to be considered for the National Register of Historic Places and/or is identified as highly significant at a local level.

Class III: All remaining resources that are 50 years and older.

Community Input

Responding to the Township's online survey:

- 71.2% of respondents supported using Township resources for preserving open space;
- 45.6% of respondents were willing to support preserving open space through increased taxes.



Class I and II resources are considered to be of critical importance to the quality of life in Chester County by the County and East Whiteland, but it is important to note that not even designation on the National Register of Historic Places guarantees that a structure will be protected or even maintained, though it does provide some benefits.

The Township currently has a historic preservation ordinance that helps to protect historic resources listed on the inventory. In addition, the use of the residential open space option is intended to provide an alternative to conventional development and preserves open space and historic structures. The Township also has a Historic Commission charged with oversight of the historic resource inventory, reviewing and providing recommendations to the Township Board of Supervisors on development applications that impact historic resources based on the historic preservation ordinance, and leading efforts to educate and increase awareness of the Township's history. The Township's Historic Commission is currently working with the Township Supervisors to reenact the demolition by neglect ordinance.

GOALS FOR COMMUNITY RESOURCE PRESERVATION

Protect and conserve the natural, historic, and scenic resources that serve vital roles in the health and enrichment of the East Whiteland environment and make East Whiteland a distinctive community.

RECOMMENDED STRATEGIES- COMMUNITY RESOURCE PRESERVATION

Existing Township policy (as laid out in the 2001 Comprehensive Plan) centered on the creation of a continuous network of green spaces comprised of natural resources, recreational sites, private open spaces that would incorporate a range of natural, historic and cultural resources. This recommendation still makes good policy and provides the framework for future action. However, as time passes, the sense of urgency and importance has increased and proactive steps are necessary.

1. Actively acquire open space through conservation easements, and where needed, fee simple acquisition.

Conservation easements are voluntary legal agreements between a landowner and a land trust (or other party) in which the land owner places restrictions on the use of the property, in order to protect the natural values of the land. Easements are typically donated, but can also be sold. Donation of a conservation easement protects your land permanently while keeping it in private ownership. The land owner retains ownership of the property and all rights and privileges for its use, except for the uses restricted under the easement.

In East Whiteland Township, seeking conservation easements has not been a current practice. The Township could acquire the easements, but more often it is a land trust or conservancy whose mission matches the type of land to be donated. The Township should be sure to examine easement language to ensure it allows any trail connections or recreational uses that are desired and agreed upon by the land owner.

If the Township seeks to purchase easements, then an important first step is to build and leverage sources of funding to support these purchases. One way to fund such purchases is through an Open Space Fund. Many municipalities in Chester County have used voter referendums to ask whether residents would approve a percentage (or portion thereof) increase in their earned income tax for the purpose of purchasing land or interest in land, including easements and transferable development rights. This land would then be preserved in perpetuity.

In addition, there are grants available for such open space funding, including the Chester County Municipal Grant Fund. These grants are opportunities to leverage funding that the municipality has budgeted.

The Township should develop an open space wish list that assists in determining which properties should be the focus on conservation efforts. In order to decide which open space parcels should be considered for inclusion on an Official Map, the Township should complete an inventory of vacant lands, open spaces, and resources for preservation. A vacant lands map with natural resources overlaid is shown on Map 3. Criteria for prioritization could include:

- a. The number and types of resources on the site, giving sites with a concentration of natural resources, such as wooded riparian buffers a higher priority.
- b. Sites in underserved areas of the Township south of Route 30.
- c. Sites that are contiguous to other preserved open space and/or cultural resources and thus lend themselves to the creation of a continuous corridor/greenway.
- d. Sites offering Potential Trail Connections.

2. Adopt a Township Official Map.

Once properties for open space acquisition have been determined, such parcels should be depicted on an Official Map for East Whiteland Township. An official map shows the locations of planned future public lands and facilities such as streets, sidewalks, trails, parks and open space. The official map depicts a municipality's interest in acquiring lands for public purposes and notifies developers and property owners of this interest. The Official Map is similar to a Zoning Map in that it is officially adopted by a municipality's elected board. Use of the Official Map is regulated by Section 107(b) of the Municipalities Planning Code (MPC). If a landowner seeks to build on or subdivide land noted on the official map, the municipality has up to a year to acquire the land from the owner before the owner may freely build or subdivide.

3. Consider a Municipal Open Space Fund.

A municipal open space fund provides a dedicated source of funding for the acquisition of open space that preserves and protects the natural, cultural, scenic, and historic resources in the Township. The program is funded through an open space preservation tax. According to the Chester County website (www.chesco.org) "As of 2013, 61% of the County's townships have set aside significant funds for open space preservation through ballot initiative and increased taxes or by leveraging general fund revenue."

4. Be active in regional initiatives and form partnerships with local land trusts and other organizations whose missions compliment the Townships efforts to conserve resources.

Land preservation and conservation is not a task to be taken on alone. The most successful programs in the County have a variety of partners that can adapt to different conditions on the ground, funding mechanisms, and missions. East Whiteland Township already has such a partnership with the Trout Unlimited Valley Forge Chapter, whose mission is to protect waterways that are trout habitat, such as Valley Creek.

5. Continue to improve and enforce regulatory standards that protect steep slopes, floodplains, wetlands, riparian buffers, and woodlands, and historic resources.

The Township currently has ordinance protections for steep slopes, riparian buffers, and floodplains. In order to better protect all natural resources, the Township should consider enhanced protections for both riparian buffers and tree protections, and new protections for wetlands.

Best practices in riparian buffer standards include a wide buffer (100 to 150 feet) that is divided into two zones: that closest to the waterway, and the outer zone. Protections levels differ in each zone to permit less disturbance to the zone closest to the waterway, while still allowing for trails where appropriate. Additionally, wooded riparian buffers are vital to the health of waterways and ordinance requirements should protect these plantings, as well as encourage restoration. Current ordinance provisions require a 35 foot riparian buffer.

Tree cover in the Township could dwindle in the future, if proper protections are not put into place. Current tree protection standards could be greatly strengthened to specify maximum disturbance limitations on any property, require replacement of trees that are removed for purposes other than threats to safety and welfare, require or encourage native species, provide additional protections for trees over a certain size, and provide details that increase chances of tree survival.

Additional recommended amendments include:

a. Natural Resources

- i. Add regulations to define and preserve existing hedgerows.
- ii. Revise Cluster Development Overlay District to increase open space percentages on a sliding scale based upon base zoning district.
- iii. Offer development incentives for developments that preserve open space and/or historic resources preservation.

b. Historic Resources

- i. Encourage protective easements of historic resources, scenic views, etc.
- ii. Encourage continued use and viability of historic buildings and properties by encouraging more flexible adaptive reuse, including where appropriate, multifamily residential options.
- iii. Improve standards and regulations regarding demolition by neglect.
- iv. Mitigate negative impacts of development on historic sites through design guidelines.
- v. Improve design standards for historic resources located within or in closer proximity to proposed village settings along Route 30.
- vi. Proactively create contingency plans for historic sites deemed most threatened by development.
- vii. Proactively and cooperatively seek determination of eligibility designations for priority historic properties in the Township.

- viii. Require preservation of historic resources of Class 1 and 2 resources for applicants requesting a rezoning of their property.
- c. Scenic resources
 - i. Consider a Scenic Road overlay district that will protect tree lined streets, protect historic sites and vistas along corridors by considering similar setbacks, limiting frequency of driveways, and the like.
- d. Recreation
 - i. Review land set asides for recreation for nonresidential land development.

6. Encourages private landowners to participate in resources protection and best management practices.

Not all resources can be permanently protected. Education of private landowners can assist in encouraging them to use best practices and protect and enhance the resources on their property. Whether this is a guideline resource for historic property owners or website resources for properties with waterbodies and riparian buffers, making private landowners a partner in the protection of these resources is an important option to explore.

7. Consider a transfer of development rights (TDR) program whereas the development rights from an open space area could be bought and used within the growth areas of the Township.

A transfer of development rights program permits a landowner with an undeveloped parcel to transfer his or her development rights to another parcel, in which the land will be developed at a somewhat higher density than would otherwise be permitted. This permits rural landowners in a designated sending zone to retain their open space while selling their development rights to a developer building on a parcel in a receiving zone. Within the Township, sending areas could be located in the northwestern corner of the Township, with receiving areas along Route 30 or Route 29.

8. Continue existing policies that promote residential clustering.

Residential clustering allows developers to develop the same number of units as in conventional development, but use smaller lots so that the remaining area of the tract may be kept in open space in perpetuity. This option is currently provided for the low density residential districts. There are ways to improve the outcomes of this type of development by ensuring that the open space provided protects natural, historic resources, while still providing some type of recreational opportunities to the homeowners. In addition, the open space should be contiguous to adjoining existing or planned open space and/or trail connections.

9. Maintain the historic and cultural resources inventory.

As compared to natural resources, which remain fairly stable over time, a historic resource inventory requires ongoing maintenance.

10. Encourage rehabilitation of existing buildings.

Rehabilitation not only allows for the continued viability of older buildings, which tend to be outdated in terms of the modern amenities, but also prevents blight and can provide creative and diverse alternatives.

In order to encourage rehabilitation and renovation, some municipalities partner with local banks or other partners to offer low or no interest loans to residents. The Township may consider permitting the conversion of older single-family detached dwellings into multifamily dwellings as a conditional use or special exception in order to encourage their continued viability and add to the variety of housing available.

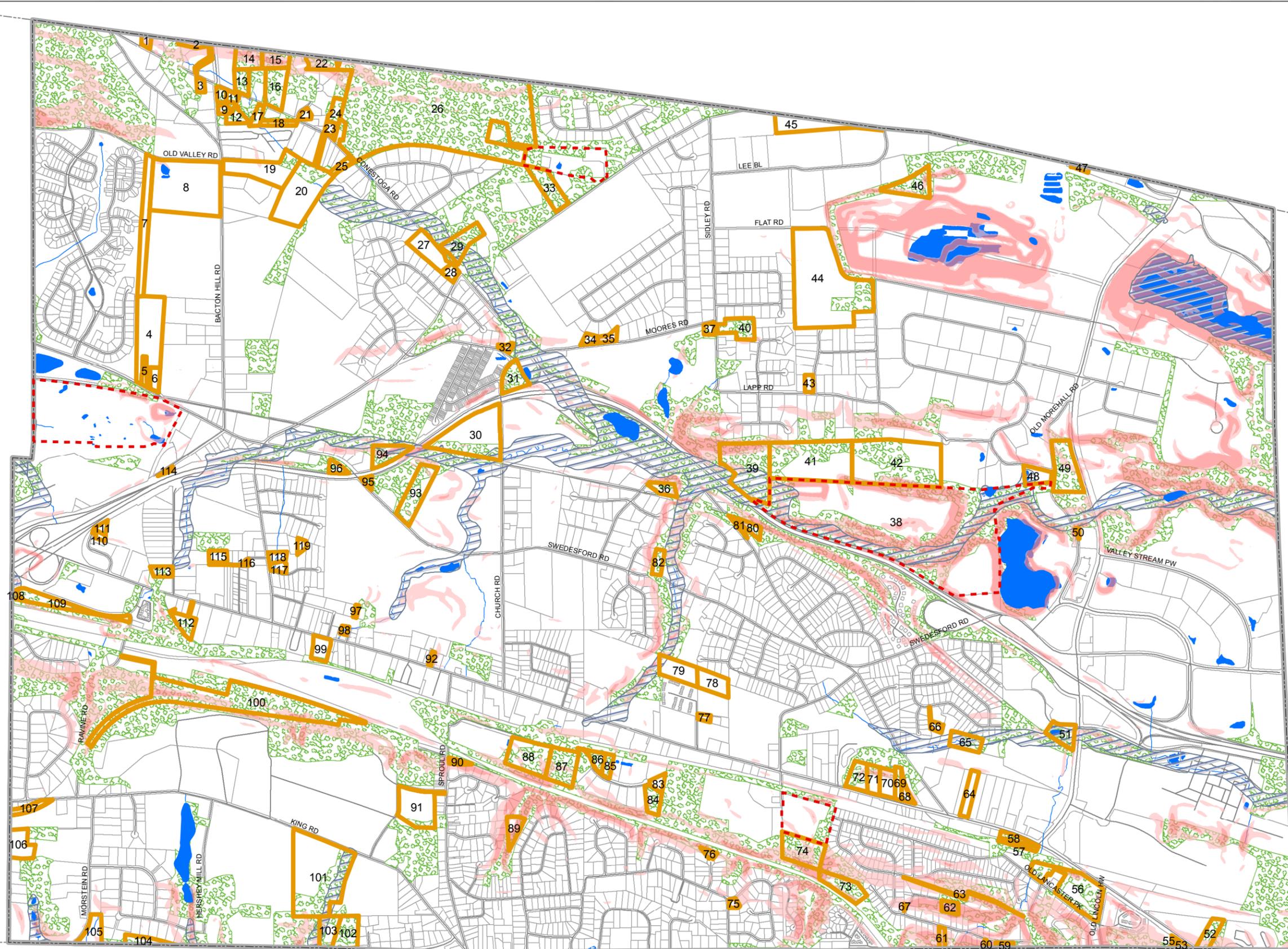
11. Continue to encourage adaptive reuse of historic structures.

One of the greatest challenges to historic preservation is maintaining the viability of older structures. A proven technique is to permit a greater range of uses in historic buildings, especially if located in otherwise single-use districts. With this approach, a barn can be converted to a bed and breakfast, office, or antique shop, as long as other provisions for parking and compatibility with surrounding neighborhood are adhered to. Other examples of reuse that are often seen today is the reuse of a farmhouse as a community center or clubhouse in new residential subdivisions. Other features, such as walls and fences, can also be incorporated alongside new development. Adaptive reuse should be strongly encouraged in the ordinance and the feasibility of adaptive reuse examined by the landowner prior to demolition.

Map 2: Vacant Land with Natural Resources

East Whiteland Township

Chester County
Pennsylvania



Legend

- Sensitive Sites
- Vacant Land
- Natural Features**
- Wetlands
- 100 Year Floodplain
- Woodlands
- Slope**
- 0 - 15%
- 15 - 25%
- Greater than 25%



Data Sources: All Base Data, 100 Year Floodplain, Wetlands, Woodlands - Chester County GIS, 2015; Vacant Land - Delaware Valley Regional Planning Commission, 2010, Chester County GIS, 2015

July 13, 2016

Map 4: Natural Resources

East Whiteland Township

Chester County
Pennsylvania

Legend

-  100 Year Floodplain
 -  Wetlands
 -  Woodlands
- Slope**
-  0 - 15%
 -  15 - 25%
 -  Greater than 25%



0 1,600 3,200
Feet

Data Sources: All Base Data, 100 Year Floodplain, Wetlands, Woodlands - Chester County GIS, 2015; Vacant Land - Delaware Valley Regional Planning Commission, 2010, Chester County GIS, 2015

July 13, 2016

PART IV

GROWTH MANAGEMENT

Growth Management is the process whereby the Township plans for and coordinates land use and infrastructure to ensure that development occurs in appropriate locations, with adequate infrastructure in place, specifically the capacity of transportation, sewer and water systems. Ideally, growth occurs in an incremental manner that allows for these systems to absorb new growth through planned capital expenditures and system upgrades.

In a nearly built-out Township such as East Whiteland, growth management turns from a focus on the development of vacant land to redevelopment opportunities as seen in the Future Land Use Plan and as already discussed for the Route 30 Corridor. This Chapter will focus on three main topics: future land use, transportation, and sewer, describing in turn existing conditions, and policy recommendations for the future.

Since the 2001 Plan, many aspects and policies in these areas will remain the same, but with key exceptions and redirection. The discussion will focus on these new or refined policy considerations.

Anticipated Growth in EWT

Regionally, the DVRPC forecasts that Chester County will be the fastest growing county in the region over the next 20 plus years in both population and employment. A sizable portion of this growth is anticipated to occur along the Route 202 corridor. In East Whiteland, the DVRPC projects an additional 2,745 people by 2040, for a growth rate of 25%. The County as a whole is anticipated to grow by 29% during this same time period.

As of June 2015, the Township had an estimated 1,688 new housing units approved on currently vacant land. See Figure 11 for list of approved developments. This growth could be expected to result in an estimated 3,353 new residents, *a number which exceeds the DVRPC projections by 30%*. This however does not reflect the numerous active applications for residential development that are currently under review by the Township. While emphasizing that fact that *plans under review may be vastly different than those plans that are ultimately approved and built*, these proposed units could potentially account for an additional 120 single family detached dwellings, 400 townhouses, and 300 apartment units - nearly 1,900 residents. (See Demographic Profile in the Technical Appendix for list of pending plans.)

Figure 11. Estimated Population of Approved Land Development Applications as of June 30, 2015

Project ¹	Single-family detached Dwellings	Two-family Dwellings	Single-family Attached	Apartment Units
Atwater Village	68	80	401	
Cockerham Tract			51	
Haven at Atwater				326
Linden Hall			60	
Uptown Worthington				753
Total Units	68	80	511	1079
Persons/HH (typ.) ²	3.51	2.22	2.22	1.67
Projected population by unit type	239	178	1,134	1,802
Total Projected Population	3,353			

Source: 1. East Whiteland Township; 2. Montgomery County Planning Commission, *Characteristics of the Population in New and Existing Housing Units, January 2012; East Whiteland Township*

In light of this rapid growth, this Comprehensive Plan represents an opportunity to proactively prepare for growth impacts and ensure that policies that protect the Township and its citizens' quality of life are in place.

A. Future Land Use Plan

This Comprehensive Plan upholds standing Township policies in regards to Land Use, Housing, Transportation, and Utilities that are summarized in the 2001 Plan. These policies were based on a balanced approach to economic development, housing, and open space needs in the Township. Since the Comprehensive Plan was adopted over a decade ago, the Township has moved forward on several of the pivotal recommendations, including the adoption of zoning ordinance amendments for Route 30 (discussed below). Moving ahead, the Township plans to address many of its challenges and guide future growth through a new emphasis on mixed use redevelopment, and renewed focus on the preservation of open space, including natural and historic resources. The 2016 Future Land Use Map, Map 5, provides an overall framework for these principles. The key areas shown on the Future Land Use Map are as follows:

1. [The redevelopment of Route 30](#)
2. [Route 29](#)
3. [Open Space](#)

Route 30

As discussed in depth in Part IIIA of this document, Route 30 is the focus of redevelopment and revitalization efforts in the coming years. Land use policies and zoning along the corridor currently focus on village hubs, located between Planebrook and Church Roads- the Village mixed use- and general commercial, multifamily, and office uses in between, the frontage commercial district.

Mixed-use village type development will remain the focus on the Planebrook and Church Road area, which would ideally be expanded to the south side of Route 30 allowing for an eventual connection to neighborhoods to the south, as well as Immaculata University. Several key parcels that are currently for sale on the south side of Route 30 represent a new opportunity to redevelop, particularly as there are several smaller side by side lots permitted consolidation and redevelopment.

Not all mixed-use development is created equally. Scale and consideration of site context is an important determinant in how new development will complement and enhance or dominate surrounding landscape. The mixed-use intended for the Route 29 Corridor is of a much larger scale than that intended for along the Route 30 corridor. This reflects the divergent histories and context of these two primary corridors in the Township. While the character of mixed-use along Route 29 has primarily been determined through the Uptown Worthington , Atwater and Great Valley Center redevelopments, the mixed use to be located along Route 30 is envisioned as a smaller scale that better fits into the surrounding neighborhoods.

Route 29

Along with the Glasgow Quarry, the business parks of the Great Valley Corporate Center have defined the Route 29 corridor since the 1970s. Since the decision to install an all-electronic interchange for the Pennsylvania Turnpike at the northern end of the Township, the character along the corridor has become increasingly diverse. The corridor is now anchored by Atwater Village, currently under construction, to the north and Uptown Worthington to the south, both mixed use projects that plan to bring an estimated 1,500 dwelling units to the corridor. Additionally, redevelopment plans for the heart of Great Valley Corporate Center at Great Valley Parkway will bring new life to

areas in between. The growth and evolution of this corridor over the next ten years will have great impact on the region.

In an effort to reflect this growth, the Future Land Use Plan introduces a second mixed-use category for Atwater Village, Uptown Worthington, and Great Valley Corporate Center, as well as designates the entire corridor as a focal point of growth and redevelopment.

Mixed-use development along Route 29 is of a different, more intense character than that envisioned for Route 30. This is partly due to the large contiguous tracts under single ownership, immediate highway access, and the continued presence of national and international corporations and their needs. While design elements such as the compact arrangement of buildings, building orientation, walkability, parking location, landscape design and screening will be just as important as along the Route 30 corridor, the development along Route 29 will be more intense, having larger building footprints and greater heights.

This mix of uses, which introduces more residential, retail, recreational, and entertainment uses will complement the existing employment centers and is intended to enable greater walkability for both employees and residents. Complementing the land use plans for Route 29 are the goals of the Route 29 Multimodal Corridor Study. The aim of this study is to develop and redevelop Route 29 into a corridor that is safe and convenient for pedestrians and cyclists whether for direct commuting along the corridor or for recreational pursuits.

Open Space

Open space remains a considerable component of the future land use plan, as discussed in Part III of the priority focus areas. While no additional parcels have been designated open space, the intent of the future land use plan is to allow and encourage open and green space to be provided in all districts and connected to an overall continuous and contiguous network. See further discussion in Part III.

Sensitive Sites

East Whiteland’s industrial lives on in continued operations of the Glasgow Quarry and other sites, but also in the environmental contamination of companies long gone. Shown on Map 6, four sites remain of great concern to the Township: the two Superfund sites at the Foote Mineral property and the Malvern TCE site, and the former Knickerbocker landfill. In addition, the former Bishop Tube manufacturing site on the south side of Route 30 is the site of an active development application for remediation and future use as a residential site.

Figure 12. Future Land Use Category Descriptions

Future Land Use Category	Description
Open Space	Functional recreational areas, such as public parks and trails, natural open space for conservation, preservation, or recreational use
Low Density Residential	Housing development of generally less than 3 ½ dwellings units per acre
Medium Density Residential	Housing development of from 3 ½ dwelling units per acre to less than 7 dwelling units per acre
High Density Residential	Housing development of greater than 7 dwelling units per acre.
Village Mixed Use Residential	A mixture of medium-residential residential integrated with commercial, office, cultural, or institutional uses in a walkable, village type setting

Figure 12. Future Land Use Category Descriptions (continued)

Corridor Commercial	A variety of commercial establishments that offer goods and services on a local as well as a regional basis
Regional Commercial	Commercial establishments offering goods and services for the regional market
High Density Mixed Use	The integration of regional employment or retail centers with high density residential and open spaces
Institutional	Public/private uses related to governmental functions, education, elder care, cultural facilities, hospitals facilities
Industrial	Areas for industrial or manufacturing uses, including wholesaling, warehousing and office, with limited retail sales or services
Office/Business Park	Areas for traditional office parks with some ancillary uses

Recommended Future Land Use Strategies

1. Ensure that growth is directed into areas with existing infrastructure and capacity to handle new development in accordance with the Future Land Use Map.
2. Coordinate and time future growth with transportation and other infrastructure improvements to minimize impact on existing residents and businesses.
3. Ensure that adequate community services and facilities are developed concurrently with development.
4. Maintain existing undeveloped sites outside of sewer service areas as low density residential or consider for open space conservation.
5. Promote redevelopment as an efficient and cost-effective way to utilize land, infrastructure, and resources, while preserving open space.
6. Promote remediation and cleanup of environmentally degraded sites through appropriate redevelopment.
7. Promote the development and redevelopment of Route 29 and Route 30 into mixed-use corridors that support multi-modal options, including transit.
8. Maintain Routes 29 and 30 as the primary location for commercial development, limiting the amount and intensity of such uses outside of these corridors.
9. Allow for a greater variety of uses along the Route 30 corridor, in accordance with the discussion in Part III, section A.
10. Preserve and enhance existing neighborhoods through the addition of walking trails and open space, and managing transportation impacts.
11. Continue to form and expand a permanent open space and trail network consisting of natural resources, scenic viewsheds, historic and cultural sites, and recreational areas.
12. Continue to promote residential clustering on remaining undeveloped tracts as the most efficient use of land, best use of existing infrastructure, maximize preservation of natural resources, and the creation of usable open space and trails.

Map 5: Future Land Use

East Whiteland Township

Chester County
Pennsylvania

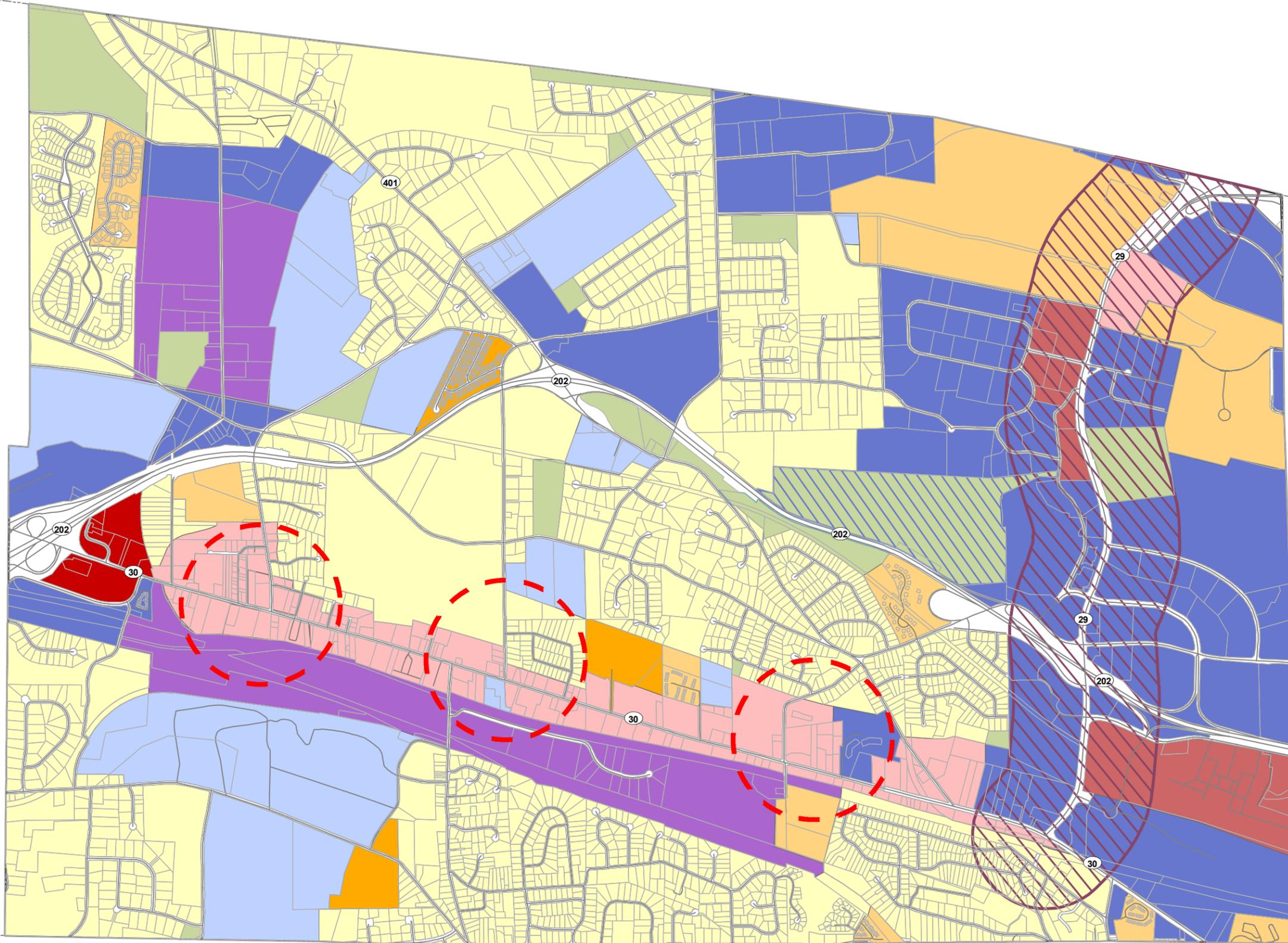
Legend

 Route 29 Growth Corridor

 Mixed-Use Nodes

Future Land Use

-  Open Space
-  Residential - Low Density
-  Residential - Medium Density
-  Residential - High Density
-  Commercial
-  Regional Commercial
-  High Density Mixed Use
-  Institutional
-  Industrial
-  Office/Business Park
-  Open Space / Office/Business Park



0 1,800 3,600 Feet

Data Sources:
All Base Data - Chester County GIS, 2015;
FLU data- TCA, 2015

July 13, 2016

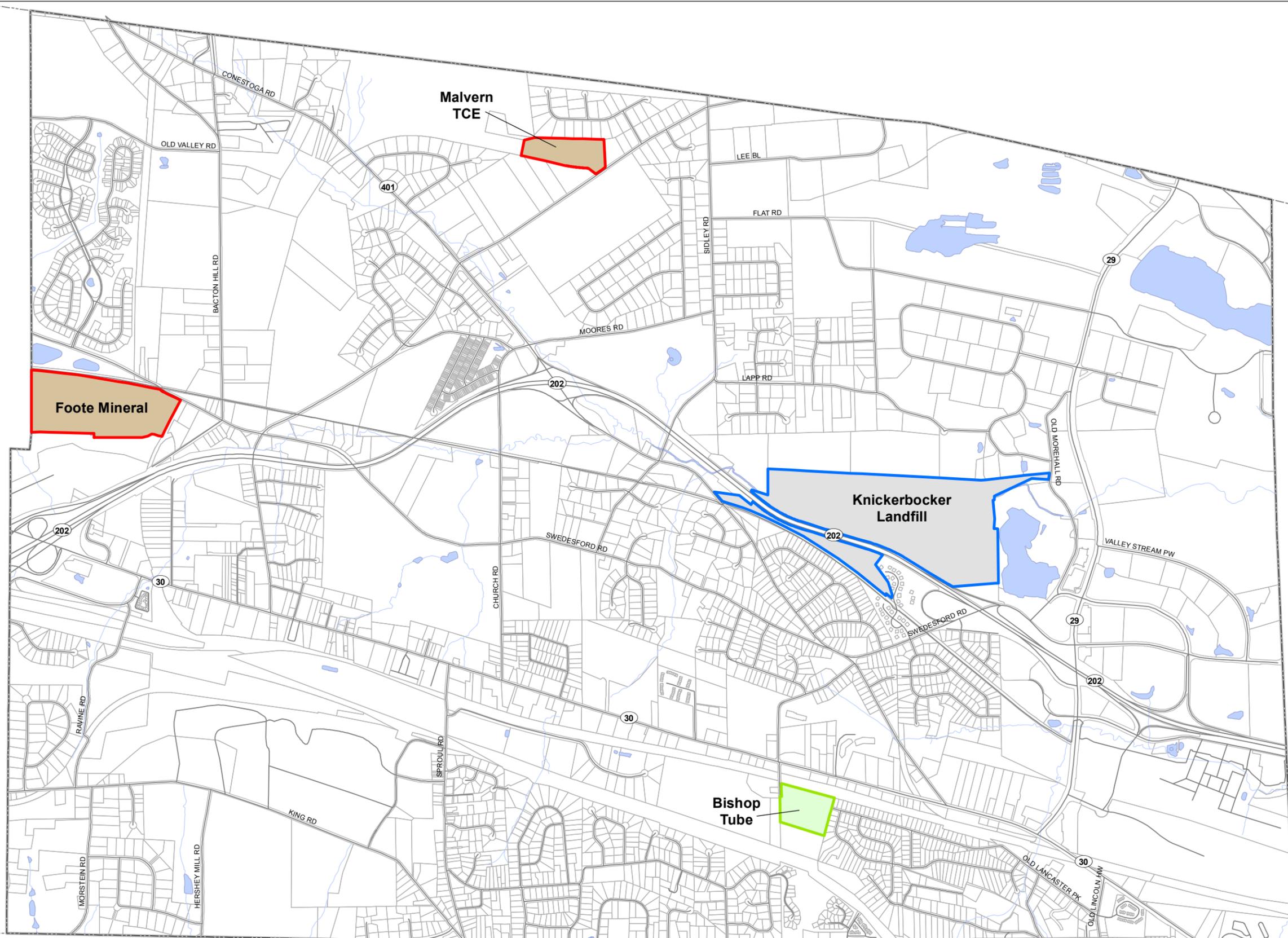
Map 6: Sensitive Sites

East Whiteland Township

Chester County
Pennsylvania

Legend

-  Superfund Sites
-  Former Landfill
-  Additional Sites



Data Sources:
All Base Data - Chester County GIS, 2015;
Sensitive Sites - East Whiteland Township Comprehensive
Plan, 2001

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B. Transportation

Over the last decade, there have been significant investments and improvements to the transportation system in East Whiteland Township. The Pennsylvania Turnpike opened an all-electronic interchange at Route 29 in 2012, which provided a new direct access to the Turnpike within the heart of Great Valley. Between 2010 and 2014, Chester County completed construction of over 13-miles of the Chester Valley Trail to connect Exton and King of Prussia, including over 4.5-miles in East Whiteland Township. After ten years of construction, PennDOT will finish reconstruction and widening of US 202 from two-lanes to three-lanes in each direction in 2016. These regionally significant investments, totaling over \$375 million, have and will continue to influence growth and travel patterns for people that live, work and visit East Whiteland Township. The key challenge for the next decade is to expand local access and connections to the region's highway, transit, and trail networks.

Recommended Transportation Strategies

1. Route 29 Corridor - Develop a consistent roadway cross-section with three through lanes in each direction, along with the following complementary improvements:
 - a. Signal coordination and modernization;
 - b. Bicycle and pedestrian connections and crossings; and
 - c. Bus stop enhancements.

Note: Recommendations are based on the Township-wide Traffic Study (2004) and the Great Valley/Route 29 Multimodal Study (2014)

2. Route 30 Corridor - Develop a consistent roadway cross-section with two through lanes in each direction and a center turn lane, or other operational and capacity improvements, along with the following complementary improvements:
 - a. Safety and capacity improvements at key intersections:
 - i. PA 352;
 - ii. Planebrook Road;
 - iii. Church Road;
 - b. Access management;
 - c. Sidewalk connections and streetscape enhancements; and
 - d. Bus stop enhancements.

Note: These strategies can be further evaluated and refined as part of the Corridor Plan recommended in the Route 30 Corridor Priority Focus Area.

3. Advance new roadway connections to relieve congestion, improve access, and reduce cut-through traffic in residential neighborhoods.
4. Improve safety and operations at key intersections to support future growth and development.
5. Update the Township's Traffic Study (2003 – 2005) in order to identify specific operational deficiencies and potential improvements at key intersections.
6. Support enhanced transit (or shuttle) service in/around Great Valley.
7. Support a new Whiteland SEPTA regional rail station.

Today, the SEPTA/AMTRAK rail line is a barrier to circulation and there is no direct access to regional rail service for people that live, work, or visit the Township. The distance between the Malvern and Exton

SEPTA Regional Rail Stations is over five miles, which is the longest gap between stations on SEPTA's Paoli-Thorndale Line. A new Whiteland Rail Station would significantly improve regional mobility, enhance transit access, and support development of a transit "village" along the Route 30 Corridor.

- a. Identify potential locations along the rail corridor for a new station that will support the Township's vision for the Route 30 Corridor and address transportation and circulation needs.
 - b. Coordinate with the Chester County Planning Commission and SEPTA regarding potential locations, feasibility, and next steps to advance planning for a new Whiteland SEPTA Regional Rail Station.
 - c. Coordinate with the Chester County Planning Commission and Delaware Valley Regional Planning Commission to add the Whiteland SEPTA Regional Rail Station to the County's Transportation Improvements Inventory (TII) and the region's Long Range Transportation Plan (LRTP).
8. Consider changing the classification of Route 29 from a Minor Arterial to a Major Arterial.

Map 7: Functional Classification

East Whiteland Township

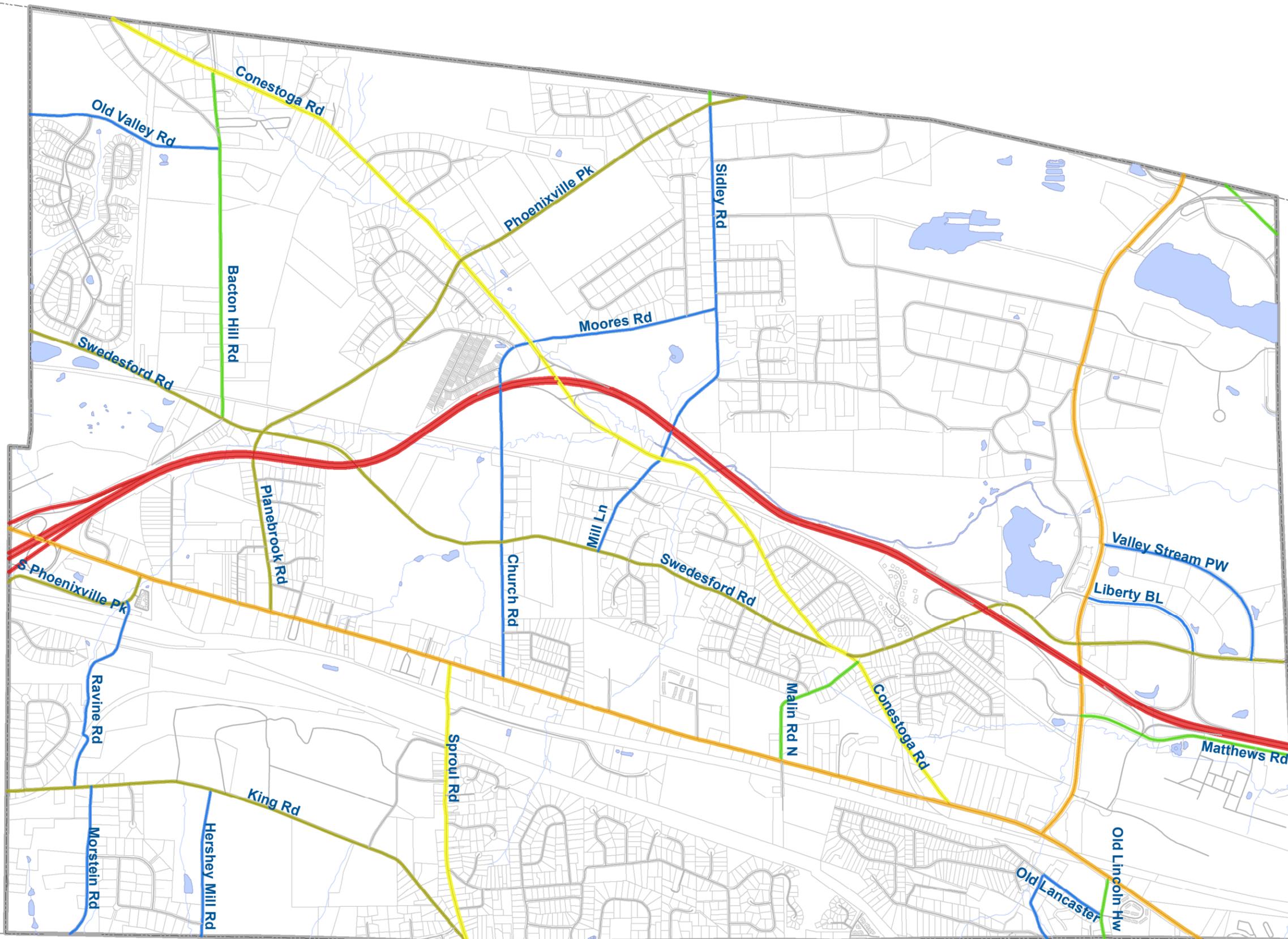
Chester County
Pennsylvania

Legend

Roads

Functional Classification

- Expressway
- Major Arterial
- Minor Arterial
- Major Collector
- Minor Collector
- Local Distributor
- Local
- Ramp



Data Sources:
All Base Data - Chester County GIS, 2015;
McMahon Associates

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Map 8: Public Transit

East Whiteland Township

Chester County
Pennsylvania

Legend

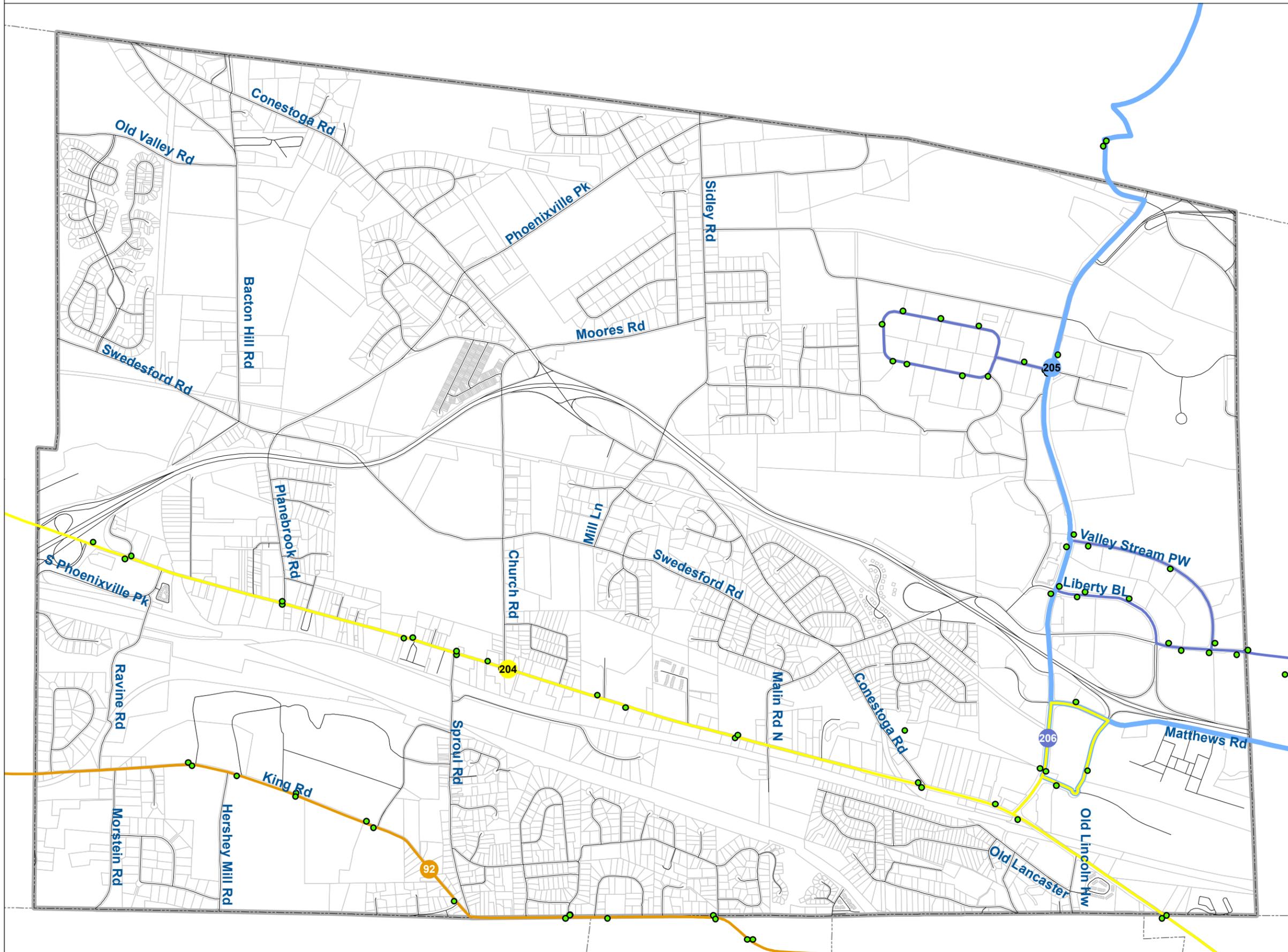
Bus Stops

STATUS

- ACTIVE
- INACTIVE

Bus Routes

- Route 92
- Route 204
- Route 205
- Route 206



0 875 1,750 3,500
Feet

Data Sources:
All Base Data - Chester County GIS, 2015; McMahon Assoc

July 13, 2016



C. Utilities

Sewer service in the Township is guided by the development of the Act 537 Plan. This plan was originally adopted in August 1991 and has been revised several times. Map 9 depicts the existing and future sewer service areas in the Township in accordance with the currently approved Act 537 Plan.

Recommended Utility Strategies

1. Plan for expansion of central sewage system capacities and extensions of the areas of central water and sewer service in accordance with the existing Act 537 Plan.
2. Monitor the collection lines and pumps of East Whiteland Township Municipal Authority and shall direct needed upgrading of system components to reduce inflow and infiltration into transmission lines and to maintain system efficiency.
3. Support the installation of innovative central sewage disposal systems that do not discharge into the conventional sewer lines in concert with new development only when such systems can be demonstrated to be efficient, effective, and environmentally-sound.
4. Monitor private sewage treatment and disposal systems through the planning period and shall support directives to upgrade such systems, where needed, to protect the health of the community.

Map 9: Sewer Service Areas

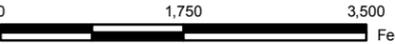
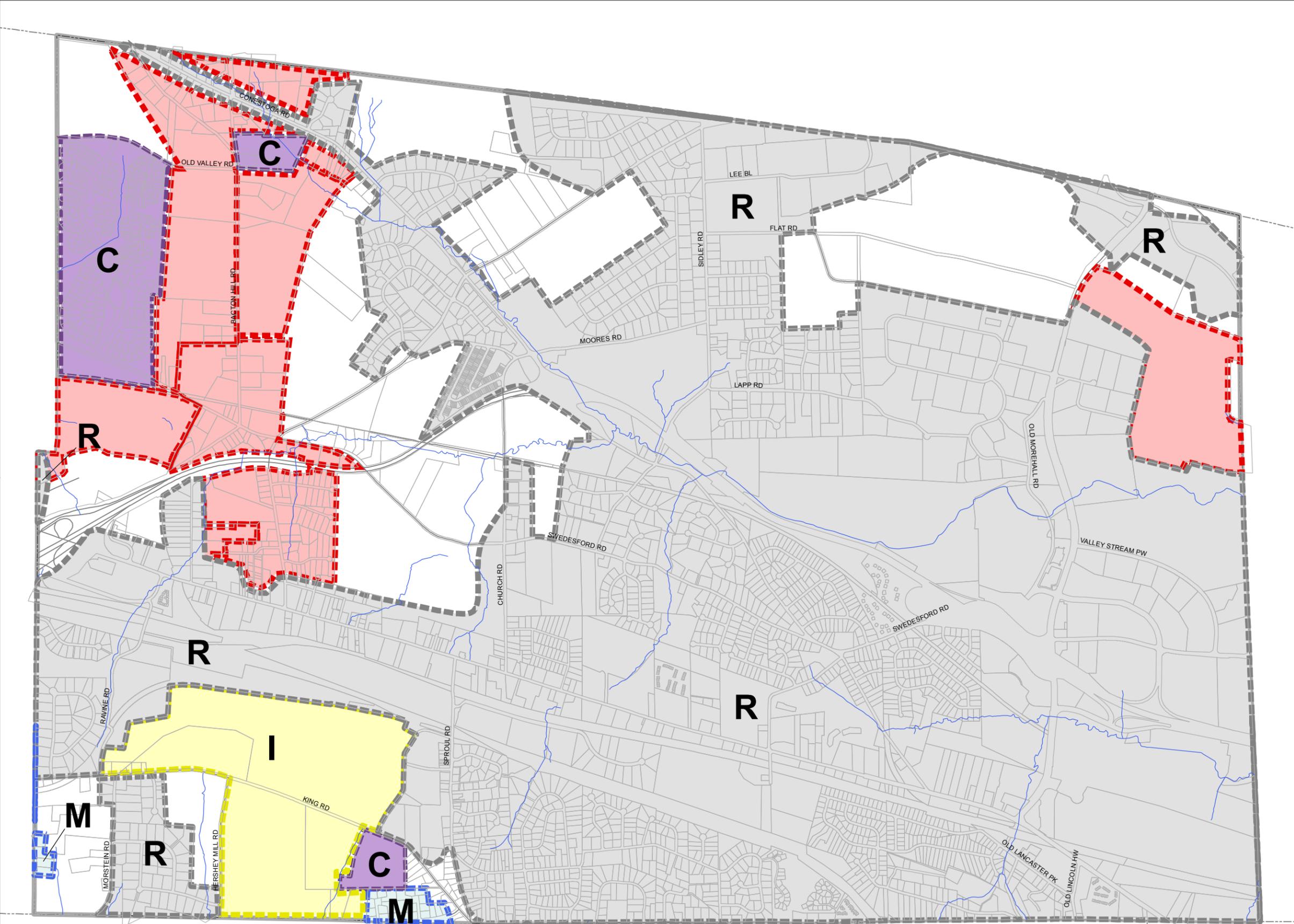
East Whiteland Township

Chester County
Pennsylvania

Legend

Sewer System

- Community
- Institutional
- Municipal
- Regional
- Future Service Areas



Data Sources: All Base Data, Sewer Service Areas - Chester County GIS, 2015; ARRO, 2016

July 13, 2016

D. Housing

The housing plan for East Whiteland focuses on:

- Maintaining the quality and safety of the housing stock;
- Enhancing community and neighborhood character;
- Meeting market demand for new housing and increasing diversity in the housing stock; and
- Ensuring that housing choices exist for families and individuals of all incomes, ages, and abilities.

Existing Housing Characteristics

The Figure 13 below summarizes some key characteristics of existing housing in East Whiteland Township in comparison to Chester County as whole.

Figure 13. Key Housing Characteristics

	Total housing units	Owner-occupied units	Renter-occupied units	Vacant units	Median home value	Avg. home value
EWT	3,644	73.8%	31.2%	2.7%	\$383,200	\$265,352
Chester County	193,086	76.2%	24.3%	4.3%	\$325,200	\$284,364

Within these demographics, key areas to note include:

- With less than a 3% vacancy rate, the Township’s housing units are at a functional full capacity, operating above the County’s average occupancy rate of 4.3%.
- The home ownership rate in East Whiteland is lower than that of the County, but has risen since the rate reported in the 2000 Census of 71.3%. More recent American Community Survey data for 2010 – 2014 reports a rate of 68.4%.

Future Housing Needs

The DVRPC estimates that population will grow by 2,418 people by 2040. Using the average household size of 2.73 from the 2010 census, this translates into approximately 886 new housing units. After the lull of the Great Recession, housing proposals and construction have rapidly picked up in East Whiteland Township. As of July 15, 2015 there were 1,200 *approved, but unbuilt* housing units in the Township and another 700 under active review. Of these already approved but unbuilt units, nearly 80% are considered to be multifamily dwellings- townhouse or apartment units.

Housing demands of the near future are expected to depart from those of the last fifty years of suburban development as the market responds to changing demographics, as discussed under Planning Influences. Studies looking at the housing and living preferences of aging baby boomers and millennials, the two largest age cohorts in history, show a preference for more compact communities that provide a mix of services and amenities within walking distance. Already, a comparison of the Township’s existing housing versus more recently approved

housing shows a strong market tilt towards townhouses and multifamily dwellings. The charts below compare existing breakdown of housing units by type to those approved, but unbuilt units since the Great Recession.

Figure 14a. Housing Units by Type, Existing, 2010

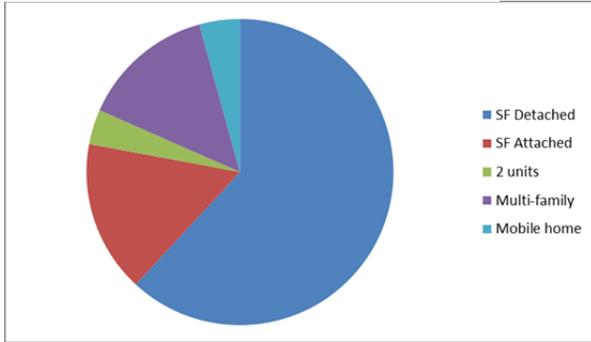


Figure 15. Housing Units by Type, Proposed, 2015

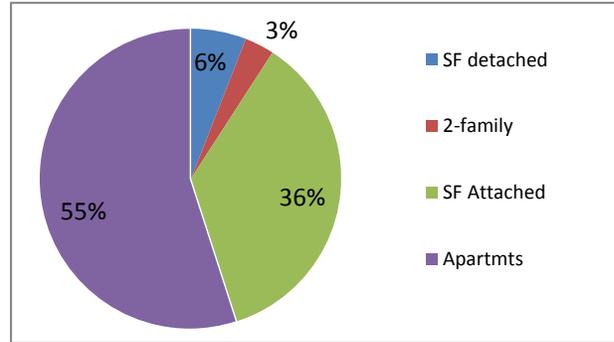


Figure 14b. Housing Units by Type, Existing, 2010

Housing Type	Count	Percentage
Total housing units	3,644	3,644
SF Detached	2,131	58.48%
SF Attached	553	15.18%
2 units	127	3.49%
Multi-family	486	13.34%
Mobile home	147	4.03%

The composition of proposed housing types is very different than the existing breakdown and will serve to balance the Township’s housing supply and offer greater diversity. The diversity of housing also provides the Township’s “fair share” of a variety of housing types. However, affordability, as discussed next, will remain a concern, as new housing units are not typically affordable to the first-time home buyer and newly constructed rentals lean toward higher end “luxury” apartments.

Affordability and Housing Cost Burden

Figure 16. Housing Affordability

	Total housing units	Median home value	Owner cost 30%+ of income	Non mortgage owner cost 30%+ of income	Median rent	Gross rent 30%+ of income
East Whiteland	3,638	\$371,900	29.4%	18.5%	\$1,408	31.2%
Chester County	194,095	\$323,600	32.6%	19.1%	\$1,192	48.3%

HH = Households

Source: American Community Survey, 2010-2014

Housing cost burden will be an increasing issue for the foreseeable future, particularly for households renting within the Township. “Housing Cost Burdened” means that a household pays more than 30 percent of monthly income on housing costs. About 18.5 percent of owner-occupied housing units with a mortgage and 27 percent of renter housing units are housing cost burdened. When households are burdened by housing costs, they are less able to spend money on dining out, shopping, and other purchases that bolster the local economy.

Recommended Housing Strategies

1. Support a full range of housing types, sizes, and price levels that will support households of any size, age, ability, and income levels within the Township.
2. Reduce regulatory barriers to housing affordability.
 - a. Allow for a variety of housing types in zones that permit residential uses.
 - b. Consider reducing certain housing-related minimum requirements, such as parking.
 - c. Consider allowing Accessory Dwelling Units for family members in lower density residential zoning districts, where appropriate.
 - d. Encourage employer assisted/employer sponsored housing programs. Also known as “Live near your work” programs, employer sponsored housing programs offers assistance to employees if they buy or improve a house within specific areas.
 - e. Consider density bonuses and other incentives in order for a developer to provide a minimum percentage (5 to 10%) of moderately priced dwelling units, particularly in applications requesting a rezoning.
3. Promote diverse medium and high density housing within walking distance to services and transit.
4. Consider flexible regulations that will permit a greater diversity of dwelling units, such as stacked flats, live-work units, small-lot single family detached units, in-law or granny suites, and others that will better meet future housing demand.
5. Facilitate the redevelopment of single-use campuses and shopping centers into mixed-use (mixed residential and commercial) developments at key intersections along route 30 and Route 29 in accordance with the Future Land Use Plan.
6. Preserve and enhance the character of existing neighborhoods.
 - a. Explore and implement opportunities to retrofit pedestrian connections, open space amenities into neighborhoods lacking such facilities, particularly in the southern portion of the Township.
7. Support first time home ownership and financial education programs.
8. Support adaptive reuse of historic properties as multi-family residences. Adaptive reuse has the benefits of adapting older buildings to new uses to meet today’s demands, use the existing resources and infrastructure in the Borough, and maintain a link with the Borough’s history.
9. Partner with developers and funding entities to improve the inventory and quality of affordable housing.

E. Parks and Recreation

Closely related to the Township’s renewed commitment to conserving open space, is a renewed focus to providing adequate and accessible Township recreational facilities and programming. The Township adopted an Addendum to its 2003 Open Space and Recreation Plan in December 2015. This Addendum reinforced the goals and objectives of the 2003 Plan, while updating the list of needed park upgrades based upon Concept Plans for each park, and projected future demands.

Administration of Township Parks and Recreation is under the purview of the Township Public Works Department, where a Parks Coordinator is employed. The Board of Supervisors is advised by the Township Parks and Recreation Board that has the primary responsibility to ensure that Township parks are “well maintained and available for public use”. This Board actively works with various sports leagues to monitor need for fields and with neighborhood groups for provision of recreational activities and programming.

Existing Parks and Open Spaces are depicted on Map 10 and listed in Figure 17.

Figure 17. Township Parks and Open Space

Township-Owned Sites	Acres
<i>Community Parks</i>	
(Former Conestoga Trail Soccer Field) Wetlands/Passive Park	11.2
Swanenburg Property	16.2
Battle of the Clouds Park	10.7
Valley Creek Park	<u>32.2</u>
	70.3
<i>Neighborhood Parks</i>	
Whiteland Farms Park	1.0
Down East Park	2.5
Spring Mill Farms Park	<u>4.4</u>
	7.9
<i>Tot Lots</i>	
Bryn Erin @ Kelmar	0.3
Bryn Erin @ Markel	<u>0.2</u>
	0.5
<i>Nature Preserves</i>	
Ecology Park	<u>15.0</u>
	15.0
<i>Open Spaces</i>	
Chester Valley Knoll	2.1
Oakhill Circle	2.4
Brooklands	1.8
Glenoch Way	1.4
Bryn Erin Moores Road Basin	2.5
Bryn Erin Kelmar Avenue Basin	1.1
Aston Woods	3.6
Wyckfield Subdivision	2.4
Rubino Property	<u>7.0</u>
	24.3
Total Township-owned Acreage	118.0

The Needs Assessment conducted for the 2015 Park and Recreation Plan Addendum concluded that the Township was below the recommended standard for active recreation land set by the National Recreation and Parks Association (NRPA). According to these population based standards, a deficit of 49.22 acres in 2010 is expected to increase to 68.65 acres by 2020.

The Plan Addendum, while reinforcing the goals and objectives of the 2003 Plan, emphasized a need for more Neighborhood Parks in underserved portions of the Township.

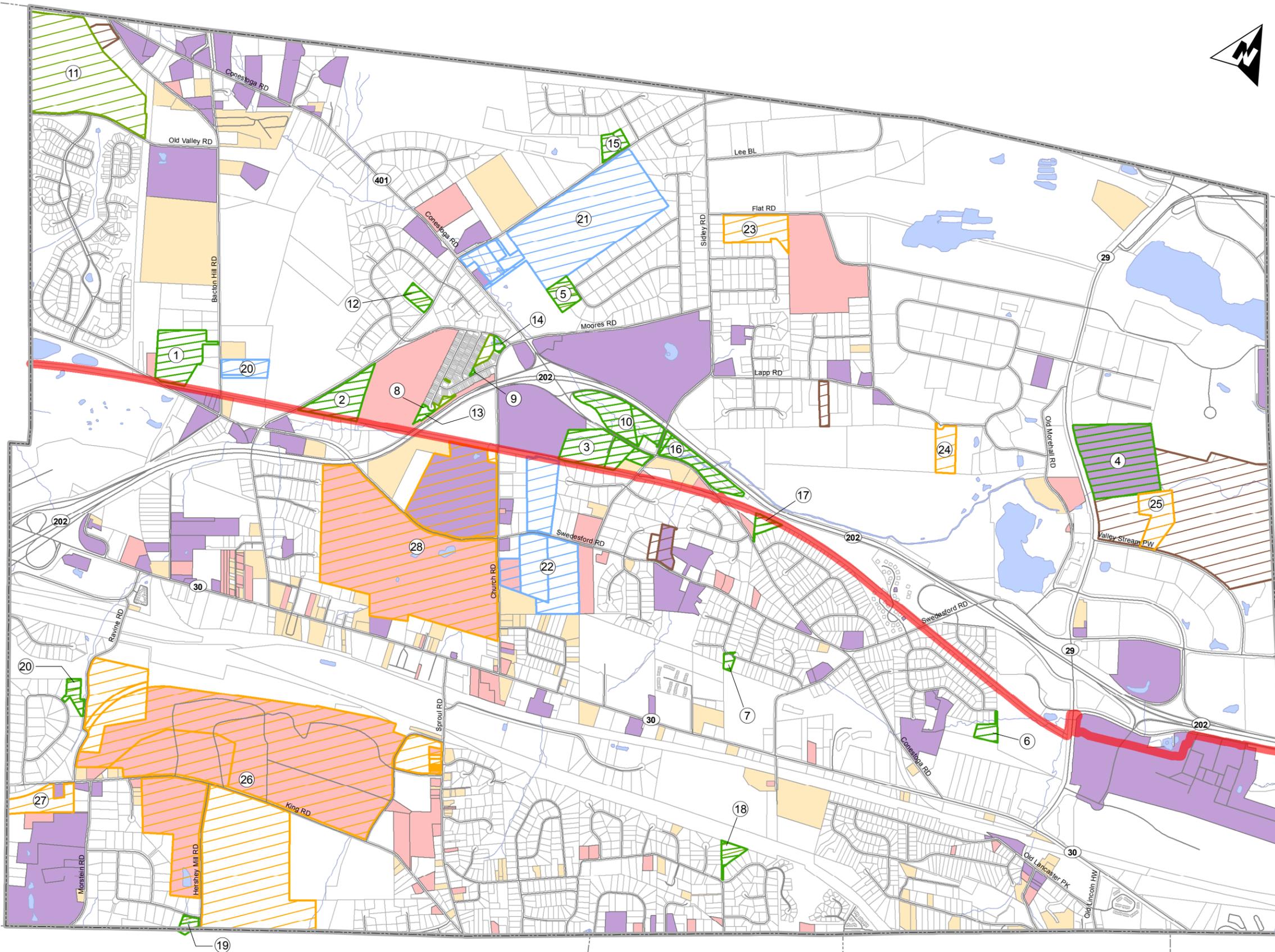
Recommended Park and Recreation Strategies

1. Establish new Neighborhood Parks in underserved areas of the Township, particularly on the south side of Route 30.
2. Refurbish existing parks and implement planned improvements to the Swanenburg property and Valley Creek Park.
3. Enhance and expand the Township-wide Trail system, as discussed in depth in Part III, B.
4. Reexamine required land set-asides for recreation in nonresidential developments.
5. Develop and adopt an Official Map that depicts parcels the Township would like to see become open space and or future parkland.
6. Review the roles of staff and volunteer capacities to ensure that staffing and committee levels reflect current priorities as reflected in this Plan, particularly in regards to enhanced open space and land conservation efforts and acquisition of trail easements.

Map 10: Open Space, Parks & Recreation with Historic Resources

East Whiteland Township

Chester County
Pennsylvania



Existing Recreation Sites

- ▨ Township-Owned Sites
 - ▨ Major Private Sites
 - ▨ Public School Sites
 - ▨ Land Trust Easements
 - Class 1
 - Class 2
 - Class 3
- Community Parks
- 1 Swaneburg Property
 - 2 Battle of the Clouds Park
 - 3 Conestoga Trail Soccer Field (Township Bldg.)
 - 4 Valley Creek Park
 - 23 Pickford Run (leased by School District)
 - 24 Liberty Property Fields
 - 25 Siemens Fields
 - 26 Immaculata College/Convent
 - 27 Great Valley Little League Field
 - 28 Chester Valley Golf Club
- Neighborhood Parks
- 5 Spring Mill Farms Park
 - 6 Down East Park
 - 7 Whiteland Farm Park
- Tot Lots
- 8 Bryn Erin at Kelmar
 - 9 Bryn Erin at Markel
- Nature Preserves
- 10 Ecology Park
- Open Spaces
- 11 Malvern Hunt Spray Field
 - 12 Wycckfield Subdivision
 - 13 Bryn Erin Kelmar Avenue Basin
 - 14 Bryn Erin Moores Road Basin
 - 15 Aston Woods
 - 16 Township Owned
 - 17 Chester Valley Knoll
 - 18 Oakhill Circle
 - 19 Brooklands
 - 20 Glenoch Way
- Public School Sites
- 20 School-Owned Property
 - 21 Great Valley High School and Middle School
 - 22 K.D. Markley Elementary School

* Depiction of parcels on this map as Historic Resources is intended for visual purposes only and to denote that a structure or structures on the subject property is listed on the East Whiteland Township Historic Resources Inventory. Designation is not intended to apply to the entire parcel. See the HR Inventory for full description of classifications.

Data Sources:
All Base Data, Land Trust Easements - Chester County GIS, 2015;
Existing Recreation Sites - East Whiteland Township and Urban Research & Development Corporation, 2003 & Chester County GIS, 2015; Historic Resources - Chester County GIS, 2015 & TCA, 2016

May 10, 2016; Updated August 1, 2016

F. Township Administration & Facilities

East Whiteland Township is a Township of the Second Class per the Pennsylvania municipal classification system and as such operates in accordance with the corresponding Second Class Township code. The Township is governed by a three-member Board of Supervisors and managed by a Township Manager who oversees a staff of 60 people in five departments, including: Code Enforcement, Finance, Fire Protection, Police, and Public Works.

Assisting the Township is a cadre of volunteer boards and commissions who are appointed to serve the Township in advisory roles. These include:

- Planning Commission;
- Zoning Hearing Board;
- Historical Commission;
- Parks and Recreation Board; and the
- Environmental Advisory Committee.

These Boards and Commissions are closely coordinated with staff and help to leverage Township resources to better reflect community values and priorities.

Township facilities

Municipally owned lands and facilities include:

- 118 acres of Township owned community parks, open spaces, and nature preserves
- Municipal complex:
 - Township building houses administrative functions and police department.
 - New Public Works garage
 - CVT Trailhead and parking
 - New East Whiteland Fire Company, ribbon cutting in October 2015
- Pistol Range (adjacent to the Firehouse)

Much has been achieved in the way of municipal facilities since the last Comprehensive Plan. A new Public Works garage is under construction on the Township building property, relieving the former Planebrook Road site of overcrowding issues. In addition, the ribbon cutting for a new, relocated firehouse was held in October of 2015.

However, the Township building remains in need of replacement or upgrade in order to best serve the administrative and health, safety, and welfare functions of a growing Township. This building increasingly lacks office and meeting space for the staff, committees, and boards conducting Township business. The Police department struggles with similar issues, exacerbated by the need for holding and booking space. Parking is at a premium, especially when the weather is nice and residents are accessing the Chester Valley Trail. Also, additional facilities for the Chester Valley Trail are needed, including showers, lockers, and water, as well as the potential for bike sharing. While the latter may best be located elsewhere, the Township understands the need for supporting use of the Trail.

Communications

Public communication is a prime responsibility of local governments, whether for emergency notification or updates on road closures and public events. In One of the requests of the Township in undertaking this Comprehensive Plan was to examine public communication strategies and identify areas for improvement.

1. 6 to 8 newsletters per year
2. Township website

3. Facebook page
4. Bill mailings
5. Postings in the Township building
6. Kiosks at Township parks
7. Local cable access: currently on Comcast Channel 15, with an application in for Verizon FIOS
8. Municipal meetings shown on www.municipalmeetings.com
8. IN Great Valley, cooperative magazine with Malvern and Willistown Township

When asked to rate their level of satisfaction with Township Communications on the Community Survey, respondents replied with the following:

Figure 18. Satisfaction with Township Communications Table

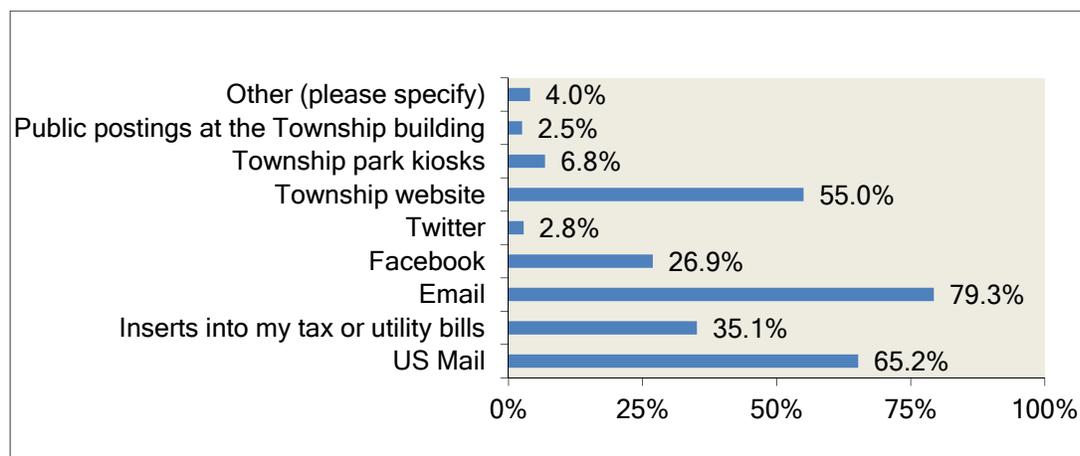
Level of Satisfaction	Percent of respondents
Satisfied/Somewhat Satisfied:	60.7%
Neither Satisfied nor Dissatisfied:	16.42%
Dissatisfied/Somewhat Dissatisfied:	17.3%

Comments on the community and small business surveys regarding communication provided the following suggestions:

- Texting, particularly for emergencies;
- E-alerts with website changes;
- More user friendly website
- Robo-calls for emergencies
- Better promotion of the ReadyNotifyPA alert system (buried on website)
- Better communication between Officials and business people in the Township

Figure 19. Preferred Modes of Communication

What are the preferred ways for the Township to communicate information about Township events and news? Check all that apply.



Intermunicipal Coordination and Cooperation

Intermunicipal coordination and cooperation have become increasingly imperative to local governments looking for progressive ways to address shared issues, improve services, leverage resources, and/or reduce costs. The Chester County Planning Commission as well as the Delaware Valley Regional Planning Commission emphasize and reward greater coordination with higher rankings on grant applications for joint projects.

East Whiteland Township is no stranger to cooperative agreements between municipalities. East Whiteland police currently cover parts of West Whiteland. The Township is also party to the Valley Forge Sewer Authority, the joint authority serves East Whiteland, Tredyffrin, Charlestown, East Pikeland, Willistown, and Schuylkill Townships, as well as Malvern and Easttown Boroughs. Most recently, the Patriots Path Plan was a jointly development and adopted plan involving East Whiteland, Willistown, and Tredyffrin Townships and Malvern Borough.

In addition, the Joint East Whiteland -Tredyffrin Transportation Authority has a history of successful projects. Most recently, the Authority used funds assessed from a tax on participating private entities within the boundaries to design and/or construct improvements at PA Route 29 and 202. As additional projects of mutual benefit to both municipalities come up, this could become a funding source.

Great Valley School District

One of the primary concerns of citizens in regards to growth in the Township centers on the Great Valley School District and its ability to serve future students while maintaining quality education that the residents have come to expect. GVSD serves East Whiteland Township, Charlestown Township, Willistown Township, and Malvern Borough.

As part of this Comprehensive Plan process, representatives of the Township met with the GVSD officials. Topics discussed included school enrollment projections and anticipated growth in the Township, as well as opportunities for continued communications. Key points raised by GVSD centered on a projected decline in school enrollment through the 2019-2020 school year. (See the Technical Appendix for 2014 District projections). Nevertheless, maintaining open doors to communication between the Township and GVSD are important to both parties.

Recommended Township Administration and Facilities Strategies

1. Plan for future renovations and/or a new municipal building with additional space for staff and meeting rooms, and more appropriate space and facilities for police functions, including holding area and better parking arrangements.
2. Consider developing a Master Plan for municipal complex property, including a separate trailhead facilities for Chester Valley Trail.
3. Improve communications with the public through:
 - a. Continued efforts to build a master email list of Township businesses and residents.
 - b. Send email alerts (e-alerts) to interested parties when changes are made to the Township website.
 - c. Continue to update the Facebook Page in order to gain more followers. Suggested updates include:
 - i. police alerts and safety tips;
 - ii. recreation programs and activities; and
 - iii. Township meetings, agendas and minutes.
 - d. Continue efforts to expand local public access for municipal meetings.
 - e. Initiate semi-annual networking opportunities with the small business owners.

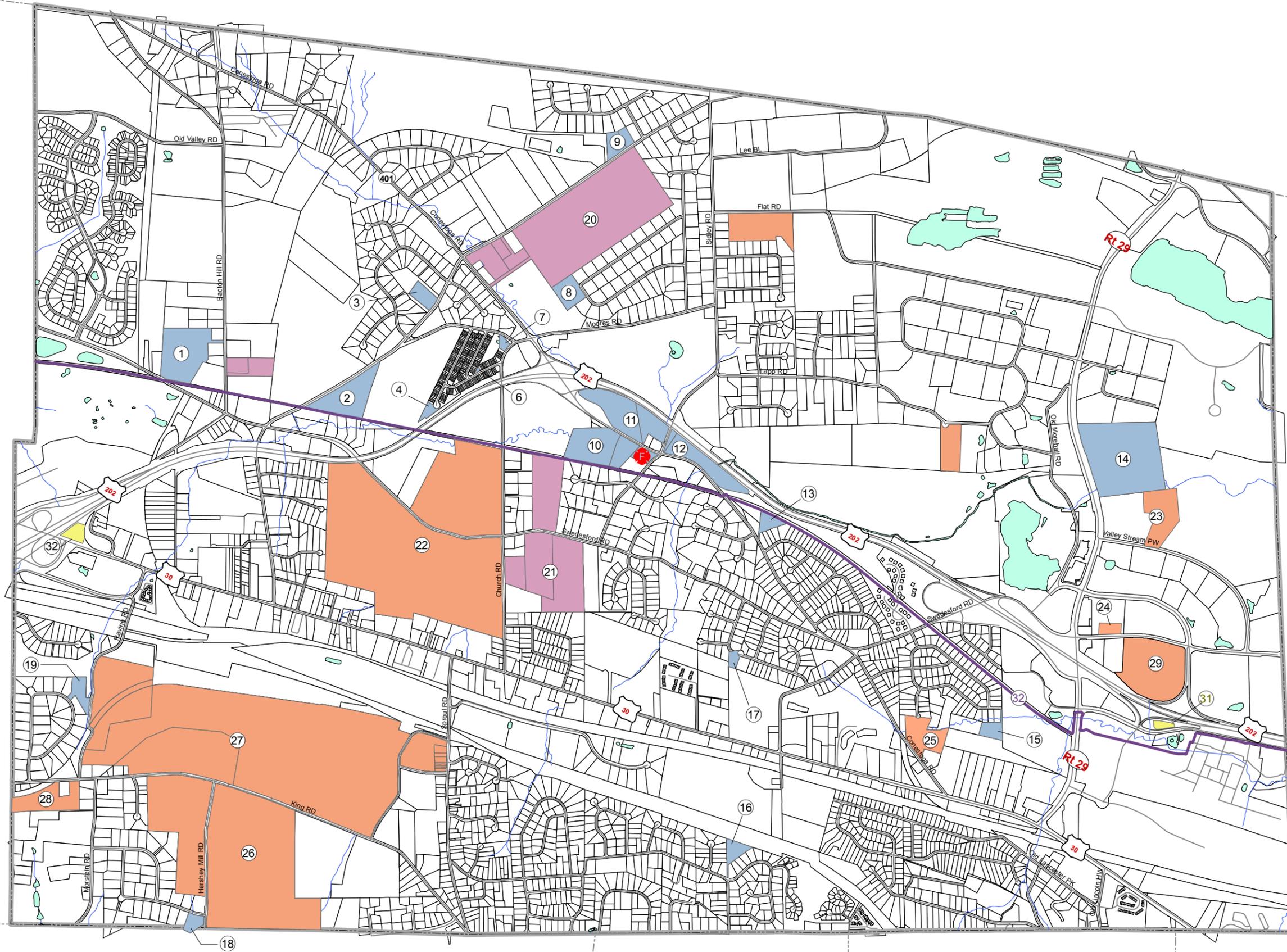
4. Enhance and encourage Intermunicipal coordination through:

- a. Sharing meeting minutes and other communications with adjoining Townships.
- b. Notification of development applications within close proximity to a municipal boundary.
- c. Initiate an informal gathering of officials in Charlestown and East Whiteland Townships to discuss potential areas of mutual benefit, including and especially a Devault Trail extension.
- d. Creating working groups on issues such as trail planning, where potential alignments for a Devault Trail Extension into East Whiteland and to the Chester Valley Trail would benefit both municipalities and the region.

Map 11: Community Facilities

East Whiteland Township

Chester County
Pennsylvania



Legend

- | | |
|------------------------------------|------------------------------------|
| Township Facilities | Private Facilities |
| 1 Swanenburg Property Open Space | 22 Chester Valley Golf Club |
| 2 Battle of the Clouds Park | 23 Siemens Fields |
| 3 Wyckfield Subdivision Open Space | 24 Great Valley YMCA |
| 4 Bryn Erin @Kelmar Tot Lot | 25 People's Light & Theatre |
| 5 Bryn Erin Kelmar Ave. Basin | 26 Villa Maria Academy |
| 6 Bryn Erin @ Markel Tot Lot | 27 Immaculata University |
| 7 Bryn Erin Moores Rd. Basin | 28 GV Little League Field |
| 8 Spring Mill Farms Park | 29 Penn State Great Valley |
| 9 Aston Woods Open Space | State Facilities |
| 10 Municipal Campus | 31 West Route 30 Park-and-Ride Lot |
| 11 Ecology Park Open Space | 32 Matthews Road Park-and-Ride Lot |
| 12 Twp Owned Property Open Space | County Facilities |
| 13 Chester Valley Knoll Open Space | 33 Chester Valley Trail |
| 14 Valley Creek Park | |
| 15 Down East Park | East Whiteland Fire Company |
| 16 Oakhill Circle Open Space | GVSD Facilities |
| 17 Whiteland Farms Park | Roads |
| 18 Brooklands Open Space | Streams |
| 19 Glenoch Way Open Space | Water Bodies |
| | Tax Parcels |
| | Township Boundary |



Data Sources:
All Base Data - East Whiteland Township, 2014;
Community Facilities - East Whiteland Township
Comprehensive Plan, 2001

July 13, 2016

PART V. Energy Conservation

The Comprehensive Plan offers a unique opportunity to protect the community's environmental health, because land use and transportation policies have a profound impact on energy consumption.

Energy underpins our economy, provides residents with mobility and access to vastly diverse foods and consumer goods, and enables nearly every aspect of modern society – including communications, climate control, and health care. Yet, the current system of energy generation poses a serious threat to communities. We are starting to see the beginnings of climate change potentially caused by our continued reliance on fossil fuels (natural gas, oil and coal) for electricity generation, heating, and transportation. These impacts include (but are not limited to) intensified storms, flooding and droughts; threats to drinking water and food systems; and northward migration of vector-borne diseases.⁴

While climate change is a global issue, its consequences are experienced at the municipal level. Fortunately, local solutions have many positive impacts on the community. For example, promoting renewable energy installations boosts the local economy; on a per-megawatt basis, the solar industry employs approximately seven workers for every one worker in the natural gas industry.⁵ In addition, an energy system that relies on local production of clean energy can improve individual energy security by protecting municipalities against the vulnerabilities of the centralized power grid, which is exposed to natural disasters, grid failures, and even terrorism. Further, eliminating energy waste through energy conservation can help slow climate and health impacts due to fossil fuel extraction and combustion, while conserving natural resources.

East Whiteland Energy Use and Spending Snapshot⁶

- Amount spent on energy: \$97.5 million annually
- Sector with the highest utility expenses: Commercial (\$41 million)
- Sector consuming the most energy on a BTU-for-BTU basis: Transportation
- Commercial and industrial energy use: Higher than all neighboring municipalities
- Per-household residential energy use: Lower than most neighboring municipalities
- Greenhouse gas emissions: Equivalent to more than **84,902** passenger cars on the road/year.

See Appendix 5 for a more complete energy use and spending profile.

⁴ Global Climate Change. Vital signs of the planet. NASA. <http://climate.nasa.gov/effects/>

⁵ World Economic Forum. Energy for Economic Growth, p.16.
http://www3.weforum.org/docs/WEF_EN_EnergyEconomicGrowth_IndustryAgenda_2012.pdf

⁶ Extrapolated from the Delaware Valley Regional Planning Commission 2010 Regional Energy Use and Greenhouse Gas Emissions Inventory.
<http://www.dvrpc.org/webmaps/MunicipalEnergy/>. Demographic data taken from the 2010 Census.

Recommended Energy Conservation Strategies

The following strategies are offered for the Township's consideration:

Energy Efficiency in the Built Environment

1. Make a model of the municipal operations:
 - a. Create a municipal policy making energy efficiency mandatory for all renovation/new construction projects for municipally-owned facilities. The policy should outline efficiency criteria for lighting systems, HVAC systems, and the building envelope and reference the most current version of ASHRAE 189.1-2014, *Standard for the Design of High Performance Buildings*.⁷
 - b. Create a community-wide greenhouse gas (GHG) inventory reporting program with updates every 2-3 years, and itemize GHG emissions resulting from municipal operations. Publicize the results at public meetings and on the township's website, along with information about municipal initiatives underway to reduce emissions. Rely on the Delaware Valley Regional Planning Commission (DVRPC) Regional Energy Use and Greenhouse Gas Emissions Inventory mapping tool for the community-wide GHG data,⁸ and consider joining *ICLEI – USA/Local Governments for Sustainability* to take advantage of their guidance and tools for performing GHG inventories of municipal operations.⁹ Consider tasking the township's EAC with this high-profile and highly beneficial initiative.
2. Adopt a sensible policy of adaptive reuse during redevelopment of the Route 30 corridor in order to lower the energy impact of new construction. The introduction of the CMX and VMX land use categories present a clear opportunity to ensure energy-efficient building construction through repurposing. When the lifecycle impacts are considered, it takes from 10 to 80 years for a new building that is 30% more efficient than an average-performing existing building to overcome, through efficient operations, the negative climate change impacts related to the construction process.¹⁰ Make the policy case-specific, because the advantages of retrofitting vary depending on building type, climate, and materials used. Buildings that are easily adaptable or those that can fulfill needs without substantial added materials appear to be the best choices for reuse.
3. For any new commercial construction project requiring conditional use or special exception approval, add a criterion that all facilities must be designed to meet ENERGY STAR standards. This helps building owners respond to the growing demand for energy-efficient buildings from the marketplace, improves competitiveness by reducing long-term operational costs, and helps ensure comfort, lighting, and indoor air quality standards are met. There are no fees for program materials and tools. To enforce this ordinance:
 - a. Require proof of intent by ensuring adherence to the *Design to Meet ENERGY STAR* program¹¹ before issuing the building permit.

⁷ <https://www.ashrae.org/resources--publications/bookstore/standard-189-1>

⁸ <http://www.dvrpc.org/webmaps/MunicipalEnergy/>

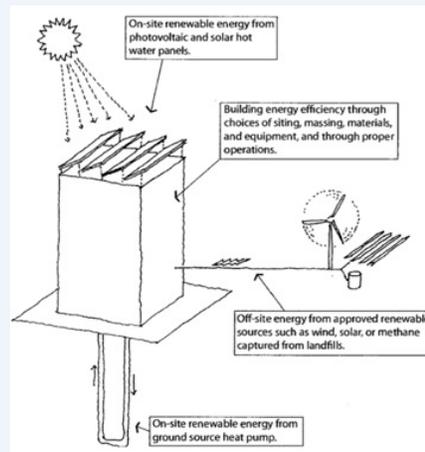
⁹ <http://icleiusa.org/ghg-protocols/>

¹⁰ Preservation Green Lab, National Trust for Historic Preservation.

¹¹ <https://www.energystar.gov/buildings/about-us/how-can-we-help-you/recognition/earn-recognition-your-new-commercial-construction-project>

- b. Require proof of implementation before issuing the occupancy permit.
 - c. Require tracking of utility bills via the *ENERGY STAR Portfolio Manager System* for one year post-construction and require electronic sharing of this tracking file with the township.
4. For any new residential project requiring special exception or conditional use approval, add a criterion requiring *ENERGY STAR certified home construction*. All ENERGY STAR program materials are accessible for no cost, and the full program and its benefits (which include moisture control measures and decreased residential cost of ownership) can be accessed for no cost on the web.¹²
 5. Act as a clearinghouse for energy efficiency programs that benefit constituents. See Appendix 5 for a list of relevant and free programs.
 6. Mandate cool roofs and permeable parking lot surfaces in an overlay commercial zone.

Stretch Goal: Convene a “Getting to Net Zero Task Force” to foster a deep conversation among stakeholders and advance a goal of setting East Whiteland on a trajectory to becoming a “net zero community,” with a focus on carbon emissions from building operations. This will differentiate the community in a positive way and make it a desirable millennial destination. To ensure a collaborative process, appoint representatives across sectors to study the technical aspects in greater detail and develop comprehensive, actionable, long- and short-term recommendations. Cambridge, Massachusetts, offers a “net zero” model to follow. Its proposal restricts the use of fossil-fuel based energy in new developments (greater than 25,000 sq. ft.) by requiring greenhouse gas mitigation plans and periodic reporting of energy usage. To reach the net zero standard, developers may take advantage of design efficiencies, on-site generation of power, and off-site purchases of renewable energy over the grid. All of these steps have been shown to be feasible and economically viable. For more information: <http://www.netzerocambridge.org>.



¹² http://www.energystar.gov/index.cfm?c=bldrs_lenders_raters.pt_bldr.

Mobile/Transportation Energy

1. Include electric vehicle (EV) charging station(s) in the design guidelines for appropriate commercial property redevelopments and new commercial developments. Consider the Chargepoint system¹³ or a similar model, available via corporate-friendly equipment financing. Begin this initiative by installing an EV charging station at the municipal facilities pending a full feasibility analysis.
2. Create an anti-idling ordinance for all vehicles, including passenger cars (see Appendix 5 for examples of ordinances in Pennsylvania). Accompany the ordinance with appropriate signage.
3. Create a trip reduction ordinance (already passed by more than 60 local governments across the country), which engage developers and employers in an effort to reduce single-passenger car trips. As an example, construction permits can require on-site parking spaces for high-occupancy vehicles, and office developments can be required to provide subsidized transit passes, preferential parking for carpoolers and alternative-fuel vehicles, shuttle services, and/or shower facilities for bikers.
4. Continue to emphasize signal timing coordination, including adaptive traffic signaling for Route 29.
5. Act as a model for the community by reducing mobile GHG emissions from the municipal fleet. See Appendix 5 for guidance on how to achieve this goal.
6. Implement a single-hauler, contracted collection system for waste to reduce truck traffic, associated air pollution, excessive fuel use, noise, and roadway damage while improving collection consistency and reducing costs for residents. Limit garbage to two cans per household per week, with unlimited comingled recyclables, to improve recycling compliance. Specifically, revisit the 2007 *SWANA Recycling Technical Assistance Study* performed for East Whiteland, and procure the services of an independent waste management consultant to create bid specifications and assist with hauler selection.



Industrial Energy Efficiency

1. Actively promote cost-free audits offered by the Department of Energy's Mid-Atlantic Industrial Assessment Center (IAC) located at the University of Delaware in Newark.¹⁴ The IAC has provided cost-free audits and recommendations to other industries in Chester County, resulting in significant energy and cost savings.

¹³ <http://www.chargepoint.com/financing/benefits/>

¹⁴ <http://sites.udel.edu/iac/>

Clean Renewable Energy Generation

1. Champion a community-wide (residential + commercial) aggregated solar project, such as Solarize¹⁵ or Solar City, via the township’s Environmental Advisory Council. The programs enable solar providers to aggregate installations as one project, reducing deployment and labor costs while enabling volume discounts on hardware. The township can partner with similar local initiatives to reduce the administrative burden; similar local examples include Media and Solarize Allegheny.
2. Undertake an additional study of township ordinances and needs to ensure a smooth transition to solar energy generation in the township, and include the following study topics:
 - a. Consider a “rooftop solar ready” ordinance incentivizing or mandating that all new buildings have a solar-ready roof structure. This will make future solar panel installations easier and more cost-effective. One example is the “solar ready zone” – a section of roof designated for future installation of solar photovoltaic or solar thermal systems – required in new construction by California Title 24 Part 6 Energy Standards.
 - b. Consider a solar access ordinance, which incorporates policies that address siting and land use along with landscaping considerations which facilitate access to solar. This will reduce potential for legal challenges around solar rights.
3. Update the alternative energy ordinance to include geothermal heating/cooling systems. This will ensure that no barriers exist to adoption of this effective, energy-saving technology, and will streamline geothermal approval/permitting procedures. Use the Delaware Valley Regional Planning Commission’s guidance for creating geothermal ordinance language, developed by the DVRPC’s Alternative Energy Ordinance Working group.¹⁶

Ecology-Based Energy Management

1. Strengthen natural resource protections – in open spaces, parks, and developed areas.
2. Establish shade tree requirements for commercial development areas through the SALDO. See Appendix 5 for additional information and a local example.
3. Promote a residential ecology-based energy management program, including a “lawn alternative” campaign to reduce maintenance (e.g., microclover, fescue grass, and other alternatives) and minimize the need to mow, weed whack and consume energy. Consider tasking the township’s EAC with this effort.

¹⁵ <http://www.nrel.gov/docs/fy12osti/54738.pdf>

¹⁶ <http://www.dvrpc.org/energyclimate/ModelOrdinance/geothermal.htm>

➤ **Stretch Goal: Create a Performance Area EcoDistrict overlay.** Technologies and strategies for enhancing neighborhood sustainability, such as district energy, green streets, smart grid, demand management and resource sharing, are well known. However, widespread deployment of these strategies has been slow due to lack of comprehensive policies and implementation frameworks at the municipal level. EcoDistricts have been developed to respond to this need. EcoDistricts are neighborhoods or districts where neighbors, property developers, community institutions, and businesses join with township leaders and utility providers to meet ambitious sustainability goals and co-develop innovative district-scale projects. The goal is to improve environmental performance, deploy emerging technologies, improve community participation, create new patterns of behavior, and generate economic development for local businesses. These investments can create significant competitive and livability advantages while providing long-term value for existing business communities and job opportunities for citizens.



PART VI. Action Plan

There are countless recommendations contained in this plan. One key to successful implementation is having a manageable number of key action items to focus on in the coming years. For this Plan, the Township has created a list of priority projects and secondary projects to guide implementation. The table in Figure 20 summarizes the top 10 Priority Projects with cross references to the Plan recommendations they address. **Priority Projects** are considered essential first steps to gaining momentum in several Priority Focus Areas and/or are achievable in the short term. **Secondary projects** are important, but more often only address one focus area or build upon the Priority Projects. Figures 21 and 22 lay out the framework for the implementation of these projects with time frames, lead agency, and potential funding sources, followed by a detailed description of the Priority Projects.

It is important to note that the Action Plan in Figures 21 and 22 is not an all-inclusive list of the recommendations found in this plan, though all recommendations contained in this plan are fully supported by the Township. The Action Plan concentrates on the Priority Focus Areas and other priorities deemed most critical at this time in the Township’s development.

Figure 20. Summary of Priority Projects

Priority Projects*	Recommendations Addressed
1. Develop and adopt a Township Official Map	#2/#7- Rt 30; #2- CRP #7- BP
2. Develop a Route 30 Corridor Plan**	#5,6,7 & 8- Rt30
3. Zoning Map and Ordinance Amendments**	#1,3- Rt 30; #5d-BP; #5, #10,#11-CRP
4. Implement next steps for Priority Trail Connections & Amenities.	#7-Rt30; #6-BP;
5. Review Board and Commission roles and capacity	#6PR
6. Identify priority open space lands for conservation, trail connections, and recreation (focusing on underserved areas) and actively seek out conservation easements.	#1-CPR
7. Update the Township Traffic Study	#5-Trans
8. Implement planned park improvements for Valley Creek Park	#2 PR
9. Initiate informal networking opportunities or work groups with community partners that share mutual goals	#4-Rt 30; #4-CRP; #3e, #4-Twp Admin
10. Promote the creation of a Business Improvement District for Route 30.	#4-Rt30

* Numbering is intended to facilitate reference and does not denote priorities within the categories.

BP= Bike and Pedestrian Circulation/Part IIIB; CRP= Community Resource Preservation/Part IIIC; Rt 30= Route 30 Corridor/Part IIIA; PR = Parks and Recreation/Part IV.E; Twp Admin= Township Administration/Part IV.F

Figure 21. Action Plan- Priority Projects

Priority Projects*	Priority	Timeframe	Lead	Potential Sources	Funding
1. Develop and adopt a Township Official Map	1	1-3 yrs	BOS	CCPC	
2. Develop a Route 30 Corridor Plan	1	1-3 yrs	BOS	DVRPC; PennDOT	CCPC;
3. Zoning Map and Ordinance Amendments	1	1-3 yrs	BOS/PC	CCPC	
4. Implement Priority Trail Connections	1	On-going	PRB	PennDOT, CCPC, PECO	DVRPC, DCNR/DCED;
5. Review Board and Commission roles.	1	1-3 yrs	BOS;Staff	NA	
6. Identify priority open space lands for conservation.	1	1-2 yrs	PRB	NA	
7. Update the Township Traffic Study	1	1-2 yrs	BOS; Consultant		
8. Implement improvements to Valley Creek Park	1	1-3 yrs	BOS; Staff	Recreation fee Fund; CCPC	
9. Initiate informal networking events and/or work groups with adjoining municipal officials, GVSD, small businesses, and other community partners.	1	Ongoing	BOS	NA	
10. Promote the creation of Business Improvement District for Route 30	1	1-5 yrs	BOS	NA	

BOS: Board of Supervisors; PRB: Parks and Recreation Board; EAC: Environmental Advisory Committee;
 NA: Not applicable; CCPC: Chester County Planning Commission; DCED: PA Department of Community and Economic Development; DCNR: PA Department of Conservation of Natural Resources

Figure 22. Action Plan- Secondary Projects

Secondary Projects*	Priority	Timeframe	Lead	Potential Funding Sources
1. Initiate an Economic Development Study for Route 30	2	1-5 yrs	BOS/ Rt 30 BID	Route 30 BID; other private sources
2. Consider a Municipal Open Space Fund	2	1-10 yrs	BOS	NA
3. Coordinate with CCPC, SEPTA, DVRPC on a potential new Whiteland station	2	1-10 yrs	BOS	NA
4. Initiate semi-annual networking opportunities with small business owners	2	Ongoing	BOS	NA
5. Implement planned improvements to Swanenburg property	2	1-5 yrs	PRB; Staff	CCPC; GF
6. Partner with and promote local organizations that educate private landowners on proper resource management	2	Ongoing	Staff; EAC;	NA

BOS: Board of Supervisors; PRB: Parks and Recreation Board; EAC: Environmental Advisory Committee;
 NA: Not applicable; CCPC: Chester County Planning Commission; DCED: PA Department of Community and Economic Development; DCNR: PA Department of Conservation of Natural Resources

The following is an in-depth description of each of the ten Priority Projects:

1. Adopt an Official Map for the Township.

An official map shows the locations of planned future public lands and facilities such as new road connections, sidewalks, trails, parks, and open space. The Official Map depicts a municipality’s interest in acquiring lands for public purposes and notifies developers and property owners of this interest. The Official Map is similar to a Zoning Map in that it is officially adopted by a municipality’s elected board. Use of the Official Map is regulated by Section 107(b) of the Municipalities Planning Code (MPC). If a landowner seeks to build on or subdivide land noted on the Official Map, the municipality has up to one year to acquire the land from the owner before the owner may freely build or subdivide.

The development and adoption of an Official Map for East Whiteland Township is a key recommendation for this Plan. The Official Map should depict:

- priority parcels for open space preservation or future parkland, including any along or south of Route 30;

- proposed sidewalks in the Township, but particularly those sidewalks and pathways envisioned for Route 30 and Route 29, including crosswalks at key intersections;
- Proposed road connections, such as Three Tun Toad to Route 352;
- Proposed trails and easements for future trails in accordance with the Trails Plan; and
- Future proposed bike routes.

2. Develop a Route 30 Corridor Plan.

Many of the recommendations discussed for Route 30 cannot be successfully implemented without a more fine-grained plan for the corridor that integrates transportation and land use visions, addresses the nuances along the streetscape, defines corridor rights-of-way, identifies opportunities to improve operational and functional capacity, and addresses changes in character. For this reason, a Route 30 Corridor Plan is a priority implementation project.

The intent of the joint land use/transportation Corridor Plan is to evaluate and make recommendations regarding:

- A consistent five lane cross-section with two thru lanes in each direction and a center turn lane (See typical cross section) lane or other operational and capacity improvements ;
- Intersection improvements at PA 352, Planebrook Road, Church Road, and Malin Road;
- Access management standards and criteria
- Priority sidewalk connections
- Streetscape enhancements
- Bus Stop enhancements
- Evaluate implementation of 14’ wide shared travel lanes (adjacent to the curb) in both direction as part of the Route 30 Corridor Study

3. Adopt Zoning Ordinance and Zoning Map Amendments.

a. Zoning Map Amendments

- i. Designate mixed use areas in accordance with the Future Land Use Map that are neighborhood, community, and regional in scale in response to the Route 30 Corridor Study recommendations.

The following considerations should assist in developing zoning regulations for these districts:

<u>FLU Category</u>	<u>Min Height</u>	<u>Typical Height</u>	<u>Baseline Density</u>	<u>Minimum Commercial Mix</u>
Village mixed-use	20 feet	42-45 feet	5-12 du/acre	25-50%
Community mixed-use	20 feet	42-56 feet	12+ du/acre	50-75%
Corridor commercial	none	42 feet	<3 du/acre (apartments over commercial)	N/A

While these metrics are provided as guidelines to future ordinance amendments, good design that emphasizes context, curb appeal, walkability, redevelopment objectives, and other elements as discussed below and throughout this Plan should be emphasized over density. The baseline densities provided are intended as minimum ranges for the mixed use areas and not intended to be limitations.

In addition to Zoning Ordinance Amendments, a set of design guidelines that are integral to the Ordinance provisions should be prepared and incorporated as part of any zoning ordinance amendments. Design guidelines, which are enabled through Section 607-A of the MPC can embody the spirit of the Township's vision for the mixed use areas, yet provide some flexibility for site specific standards. These Design Guidelines should consist of great number of demonstrative graphics and address items such as:

- Building location: buildings should be oriented toward and be located within close proximity of sidewalks'
- Building entrances: main entrances should be oriented toward the street and pedestrians connections;
- Parking location: parking should be located to the rear or side of buildings, so as to not interfere with the pedestrian experience and circulation; existing parking should be screened from view;
- Pedestrian gathering areas and green space should be provided;
- Pedestrian circulation;
- Streetscape: street trees and pedestrian scaled street lights should line the sidewalk;
- Signage: pedestrian oriented signage should be provided; and
- Accessory buildings and utilities should be screened from view.

b. Frontage Commercial District and Professional Office District considerations

The frontage commercial and professional office districts comprise the bulk of land along Route 30 outside of the village mixed use areas. Additional flexibility in this district could provide incentives to developers to consolidate and redevelop parcels, and respond to the market. Such uses could include apartments over retail or office space or medium to high density housing in close proximity to the recommended mixed-use areas, provided that pedestrian connectivity is provided as well as easy access to transit. Both of these housing types could help to bolster the supply of more affordable housing to meet current and future demand.

c. Resource Preservation

- i. Add regulations to define and preserve existing hedgerows.
- ii. Revise Cluster Development Overlay District to increase open space percentages on a sliding scale based upon base zoning district.
- iii. Offer development incentives for developments that preserve open space and/or historic resources preservation.
- iv. Proactively request protective easements of historic resources, scenic views, etc.
- v. Encourage continued use and viability of historic buildings and properties by encouraging more flexible adaptive reuse, including, where appropriate, multifamily residential options.
- vi. Improve standards and regulations regarding demolition by neglect (currently under review the Board of Supervisors).

- vii. Mitigate negative impacts of development on historic sites through design guidelines.
- viii. Improve design standards for historic resources located within or in closer proximity to proposed village settings along Route 30.
- ix. Require preservation of historic resources for applicants requesting a rezoning of their property.
- x. Consider a Scenic Road overlay district that will protect tree lined streets, protect historic sites and vistas along corridors by considering similar setbacks, limiting frequency of driveways, and the like.

d. Housing

- i. Consider allowing Accessory Dwelling Units for family members in lower density residential zoning districts, where appropriate.
- ii. Consider density bonuses and other incentives in order for a developer to provide a minimum percentage (5 to 10%) of moderately priced dwelling units, particularly in applications requesting a rezoning.
- iii. Consider flexible regulations that will permit a greater diversity of dwelling units, such as stacked flats, live-work units, small-lot single family detached units, in-law or granny suites, and others that will better meet future housing demand.

4. Implement Priority Trail Connections and Amenities.

Figure 23. Priority Trail Connections and Next Steps

Trail Connection/Amenity	Next Steps
a. Patriots Path connector: Old Lincoln Hwy to Rt. 29	Funding for Design and Construction
b. Sidley Road Connector, from Lapp Road to the Chester Valley Trail	Complete a feasibility study
c. Devault Rail Trail	Complete a feasibility study (including ROW research)
d. Chester Valley Trail Neighborhood Connectors	Possibly prioritize the connections and/or group them together to pursue funding for design/construction
e. Route 29 Corridor Improvements	Possibly focus on next steps for connection for Valley Stream to US 202 or partnering with Liberty for an improved crossing of Route 29 near Great Valley Parkway.
f. Connect southern neighborhoods across Route 30	Evaluate high level concepts on both east and western sides with partners, including Immaculata University
g. CVT trailhead facility on Township municipal complex	Funding for Design and Construction

The Township is committed to creating a comprehensive network of trails and other connections. Opportunities for trail connections arise unexpectedly through development applications, change of ownership, and other circumstances. These prospects should be reviewed on a case by case basis and opportunities seized when possible as it is much more difficult to retrofit trail rights into existing agreements and/or developments. Barring

these inevitable situations, the Township has determined a set of strategic connections, which represent the desires to better serve all areas of the Township, connect neighborhoods, and expand the regional network. Figure 23 reiterates these priority trail connections and provides a summary of next steps.

Of these, the most ambiguous and challenging is developing a connection with the southern neighborhoods of the Townships across Route 30, and ultimately to the Chester Valley Trail. At present, there is no preferred alternative route and thus several options must be weighed with community partners, particularly Immaculata University, and landowners.

5. Review Board and Commission roles and makeup to ensure that the capacity and focus reflect current community values in this plan.

This plan makes recommendations for a variety of new initiatives, particularly in regards to trails, open space prioritization and acquisition. Implementation of these initiatives is best achieved by leveraging staff time with knowledgeable and dedicated volunteer base, specifically those on the Township's advisory boards and commissions. Recommended tasks such as reviewing and prioritizing open space for conservation or acquisition, or trail development are not charged to any of the Township's existing committees. Thus a reexamination of current committee capacity and abilities with an eye towards reorganization or committee creation is recommended.

6. Identify priority open space lands for conservation, trail connections, and recreation and proactively pursue conservation easements.

In order to decide which open space parcels should be considered for inclusion on an Official Map, the Township should evaluate and prioritize the inventories of vacant land, open spaces, and natural/historic resources contained in this Plan. Prioritization should be based upon a number of criteria including, but not limited to:

- The number and types of resources on the site, giving sites with a concentration of natural resources, such as wooded riparian buffers and stream corridors a higher priority;
- Sites in underserved areas of the Township south of Route 30;
- Sites that are contiguous to other preserved open spaces and/or cultural resources, including HOA open space, and thus lend themselves to larger tracts of open space and the creation of a continuous greenway corridor; and
- Sites offering potential trail connections.

Priority sites should be depicted on the Township Official Map (See Priority Project #1) and the focus on ongoing efforts to preserve through conservation easements, acquisition, or some combination.

7. Update the Township Traffic Study.

The most recent Township-wide Traffic Study (2003-2005) was completed in 2003-2005, prior to the widening of Route 202. As this massive project comes to completion, the Traffic Study should be updated to reflect current traffic counts, accident data, and other data in order to identify and prioritize key improvements throughout the Township.

8. Implement planned park improvements to Valley Creek Park.

Planned improvements to Valley Creek Park have been on the sidelines for many years. As the Township updates its recreation fee-in-lieu ordinance and feels the ebbing of the recession, planned improvements should begin to move forward in accordance with the concept plan in Figure 24.

Figure 24. Valley Creek P
ark Concept Plan



9. Initiate informal networking events and work groups with adjoining municipal officials, the GVSD, small businesses, and other important community partners.

The world is becoming increasingly interdependent and interrelated. Many issues facing municipalities are best addressed in partnership with other entities, especially adjoining municipalities. But these relationships are easier to discuss than to nurture. Baby steps, such as informal networking opportunities can help to break the ice and discover issues of mutual interest and benefit. One such example is trail connections. Expanding trail networks beyond municipal borders is beneficial to all parties and strengthens the region as a whole. The Chester Valley Trail and Devault Trails are two current opportunities to build these vital working relationships.

10. Promote the creation of a Business Improvement District (BID) for Route 30.

A BID is an independent, nonprofit organization specifically set up to oversee improvement activities within a designated commercial area. Funds are typically raised by collecting an assessment on each property owner within or benefiting from the district and the organization is overseen by a Board comprised entirely of taxpayers, business owners or residents of the municipality. Activities commonly initiated by BIDs include: street cleaning and beautification, marketing and promotion, security patrols, and feasibility studies and preliminary design of capital projects. In addition, BIDs may acquire and own property and issue bonds to support needed improvements. In the case of East Whiteland, a Route 30 oriented BID could be particularly helpful in enabling the consolidation of lots into larger tracts ready for development, gathering business owners together, and creating networking and cooperative engagements. Currently there is a Frazer Business Owners Association that could be a stepping stone to a larger more active improvement district.