



6 | Land Use Plan

Introduction

In defining the future land use vision for the corridor, the community was invited to consider the many “faces” of Route 30, focusing on neighboring communities in Chester County. Some of these examples are shown in Figure 6-1. Public and committee reaction to these examples was positive and reinforced the recommendations set forth in the Township’s 2016 Comprehensive Plan, which stated:

“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”.

To implement this vision, this plan recommends a two-pronged approach to Route 30:

- Enable the development of Mixed Use Centers (MUCs) at two key intersections along the corridor; and
- Enhance the remaining portions of the corridor with a functional and attractive streetscape that is consistent with the MUCs, while encouraging greater flexibility in permitted uses.

This section provides an overview of this approach and its implementation.

Mixed Use Centers

For many years, township planners set forth the vision of a new “village” along Route 30, even naming the zoning district for the area “Village Mixed Use.” Thus far, market forces, zoning ordinance loopholes, and the reality of the small, irregular or otherwise constrained lots have impeded this vision. With this Route 30 Master Plan, there is renewed emphasis on the broader concepts of mixed use and walkability, but with a more contemporary view towards what can feasibly be accomplished along the corridor given evolving market demands.

The intent of the Mixed Use Centers (MUCs) is to provide an opportunity for residential, retail, office, open space, entertainment, and civic uses to be located within a walkable area that has the infrastructure – the sidewalks, crosswalks, bike lanes, and connectivity between them- to create a hub of activity, not just during the day, but also during evening and off-work hours. While the MUCs would share a consistent streetscape (street trees, street lights, and sidewalks) with the rest of the corridor, they should be distinguished by a higher intensity of uses – taller buildings (maximum of four stories) that more closely front the roadway; pedestrian gathering areas and plazas; and a concentration of residents that support local businesses and lend energy to the area.

There are two designated Mixed Use Centers (MUCs): MUC WEST, focusing on the intersection of Planebrook Road and Route 30; and MUC EAST, focusing on the triangular area surrounding Malin Road/PA 401, and Route 30. Each is described herein.

Figure 6.1 – Aerial of MUC West

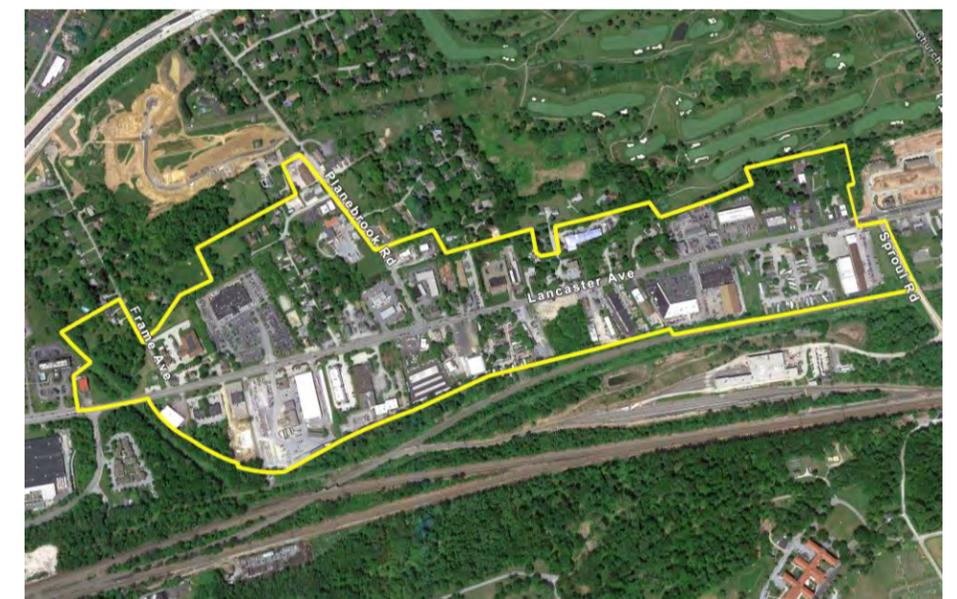
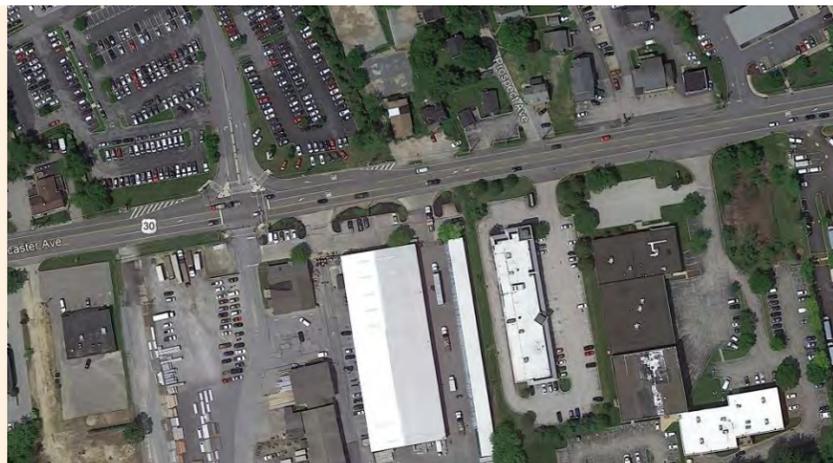


Figure 6.2 – Faces of Route 30

Existing Conditions
East Whiteland Township

- One to two story buildings with deep setbacks
- Lack of landscaping, sidewalks, and curb cuts
- Vacancies



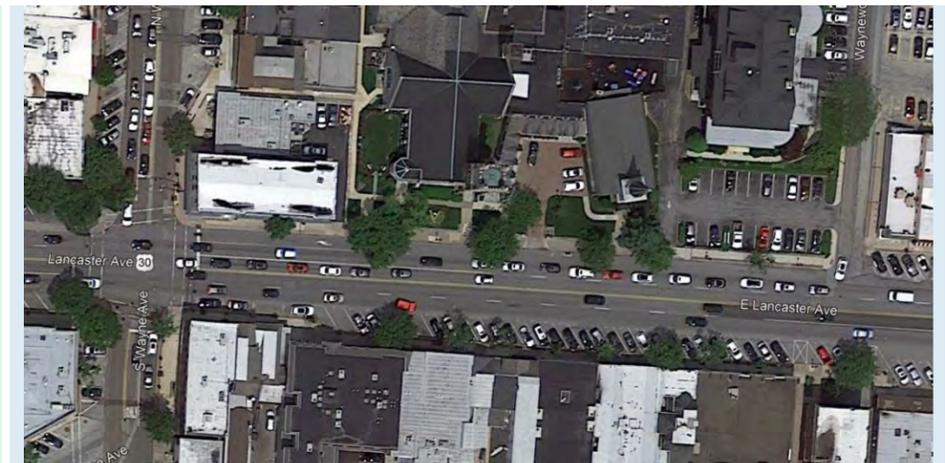
Enhanced Suburban
Easttown Township

- Taller buildings (2 stories minimum) located closer to the street
- Enhanced landscaping along the streetscape
- Sidewalks



“Main Street” type areas
Wayne

- Buildings (2 to 4 stories) directly adjoin sidewalks
- On-street parking or parking to rear
- Street trees, pedestrian scaled street lights
- Sidewalks



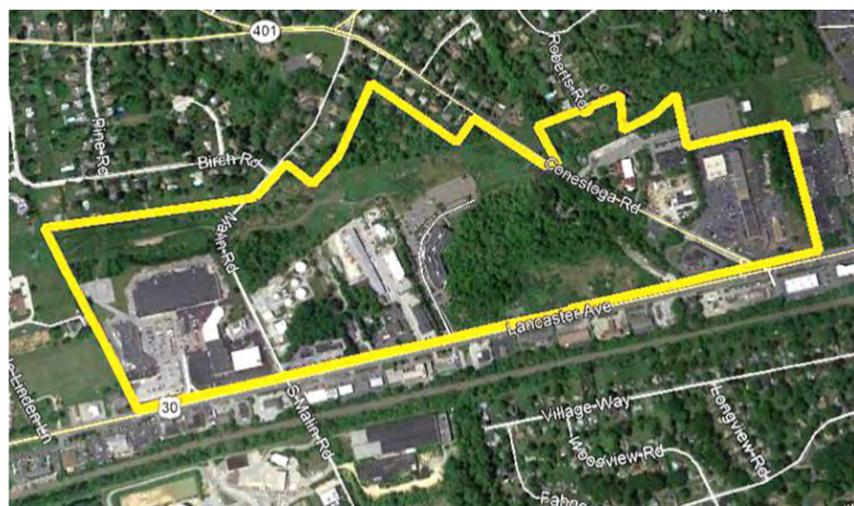
MUC WEST (Frazer) The western end of Route 30 in East Whiteland is dominated by the sale and rental of heavy equipment, cars, boats, landscaping and building materials. These uses are interspersed with former residences that now house a variety of repair shops, contractors, and personal service establishments. It is this area of Route 30 that draws the greatest concern from residents for its run down appearance, blighted lots, and lack of investment.

The smaller parcels and constraints presented by the railroad and topography make redevelopment of this area particularly challenging. However, there are several opportunities for consolidation of lots and redevelopment, including a current proposal for a residential use. In addition, the proximity to Immaculata University, a potential train station, and the existing, surrounding residential could provide ample support for the area as a hub of activity.

MUC EAST – Malin Road/PA 401

In contrast to the western end of Route 30, the Malin Road/PA 401 MUC is characterized by larger lots and uses: shopping centers, a tank farm, a small office park, and a large (relative to Route 30) vacant property. Yet, this area could also benefit from upgrades to appearance and functionality. The larger lots offer greater opportunity for redevelopment and the creation of a more vibrant and identifiable place.

Figure 6.3 – Aerial of MUC EAST



Enhanced Suburban Corridor

The purpose of the Enhanced Suburban Corridor area is to permit a broad mix of commercial uses and encourage greater flexibility in site design in order to ensure that the Route 30 corridor can better and more proactively respond to market fluctuations in the future.

As it is today, the stretch of Route 30 between PA 352/Sproul Road and Lincoln Court Shopping Center is dominated by stand-alone retail, restaurants, and strip shopping centers, with limited residential. While this area of the corridor should remain dominated by commercial uses, there is a need to increase the variety of nonresidential uses permitted and not isolate office and institutional uses to small sections along the roadway. New development and redevelopment should more attractively front the roadway than conventional suburban design by breaking up large surface parking areas with landscaping, installing consistent street trees, sidewalk, and street lights, locating closer to the sidewalk, drawing in pedestrian traffic, and ensuring a safe and convenient circulation pattern through the site for pedestrians and cyclists.

Figure 6.4 – Aerial of Enhanced Suburban Corridor area



Conceptual Development Strategy Plans

In order to depict how the Mixed Use Centers might look in ten to fifteen years, Conceptual Development Strategy Plans were developed for each MUC and are shown in Figures 6.5 and 6.6 on the following pages. These Development Strategy Plans are intended to show:

- Preferred building locations based upon the widened Route 30 with planned streetscape enhancements (street trees, street lights, and sidewalks);
- Preferred parking location to the side or rear of buildings (though with minimal parking permitted between the building and street frontage);
- Opportunities for integration of residential mixed-use; and
- Opportunities for a variety of open spaces.

Redevelopment potential is specifically depicted on properties estimated to have redevelopment potential in the near future (less than 10 years), properties with greater potential for consolidation due to existing ownership; and properties 5 acres or larger. Additional properties not yet conceptually illustrated as redevelopment are encouraged and expected to emulate the proposed development pattern.

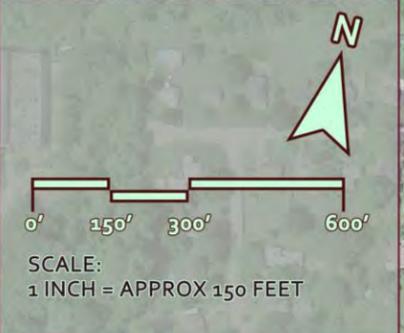
Figure 6.5 – MUC East: Development Strategy Plan



**Development Strategy Plan:
Mixed Use Center - East**

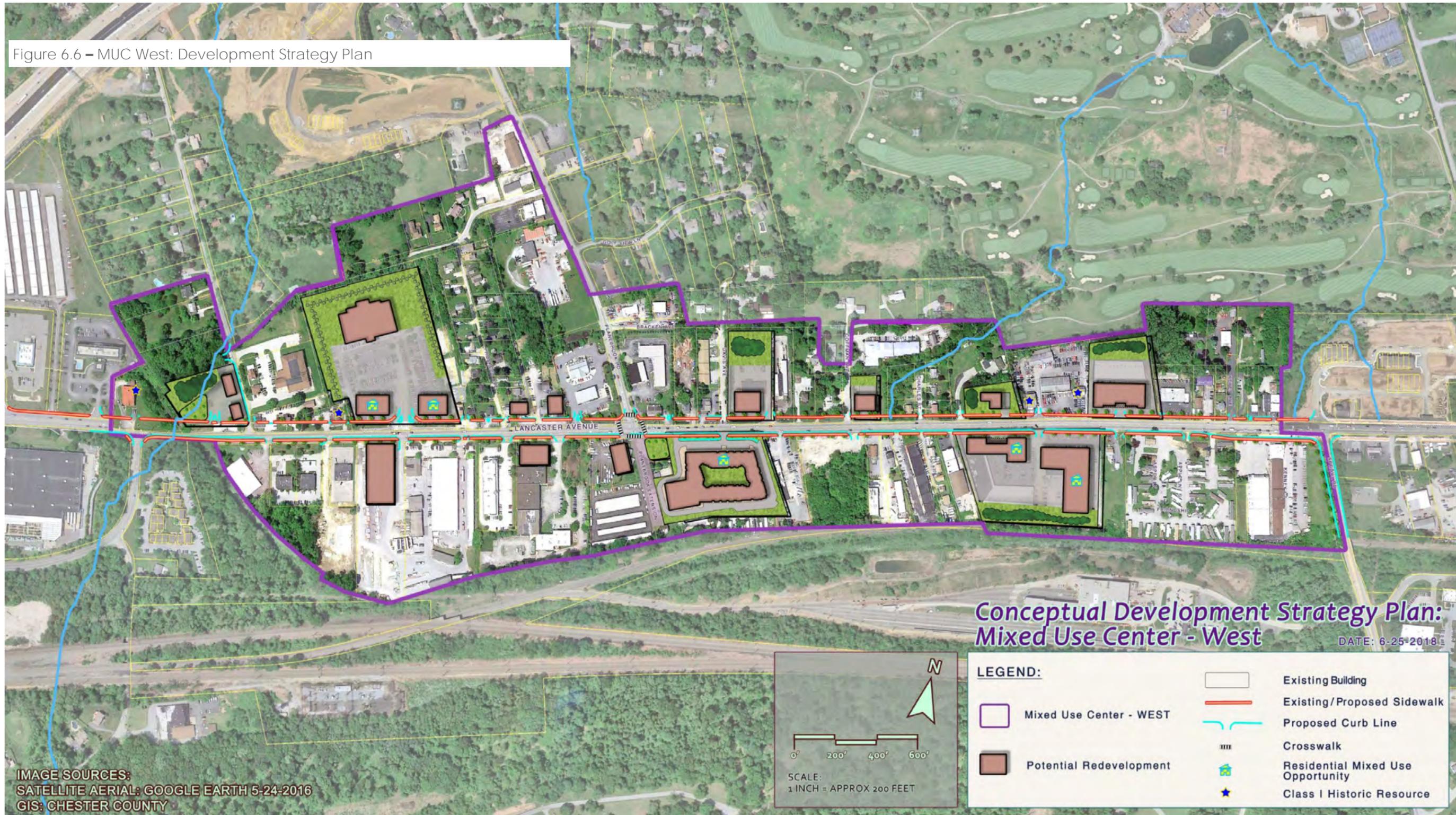
DATE: 6-25-2018

IMAGE SOURCES:
SATELLITE AERIAL: GOOGLE EARTH 5-24-2016
GIS: CHESTER COUNTY



LEGEND:	
	Mixed Use Center - EAST
	Potential Redevelopment
	Class I Historic Resource
	Existing Building
	Existing/Proposed Sidewalk
	Proposed Curb Line
	Proposed Crosswalk
	Residential Mixed Use Opportunity

Figure 6.6 – MUC West: Development Strategy Plan



Design Guidelines

Conventional text-heavy zoning ordinances are limited in how well they can regulate development. Predominantly intended to separate incompatible uses, zoning ordinances are often unable to adequately address the finer details of the built environment. One way to alleviate some of these shortcomings is through design guidelines. Since 2000, the Pennsylvania Municipalities Planning Code has

specifically enabled the use of written *and graphic* design guidelines as part of a Traditional Neighborhood Development (TND) Zoning District or Zoning Overlay District.

Design Guidelines, when adopted as part of township ordinances, can better illustrate the intended spirit of the ordinance language. As part of the Route 30 Corridor Master Plan, Design Guidelines have been developed and can be found in the Appendix. While many design

guidelines belong in the Zoning Ordinance as hard and fast regulations, others need more flexibility to address the unique constraints and conditions of each site. Such design elements are designated for the Subdivision and Land Development Ordinance. The Route 30 Design Guidelines are categorized in this way and a sampling of recommendations for each Ordinance is shown in Figure 6.8.

Figure 6.8 – Design Guidelines

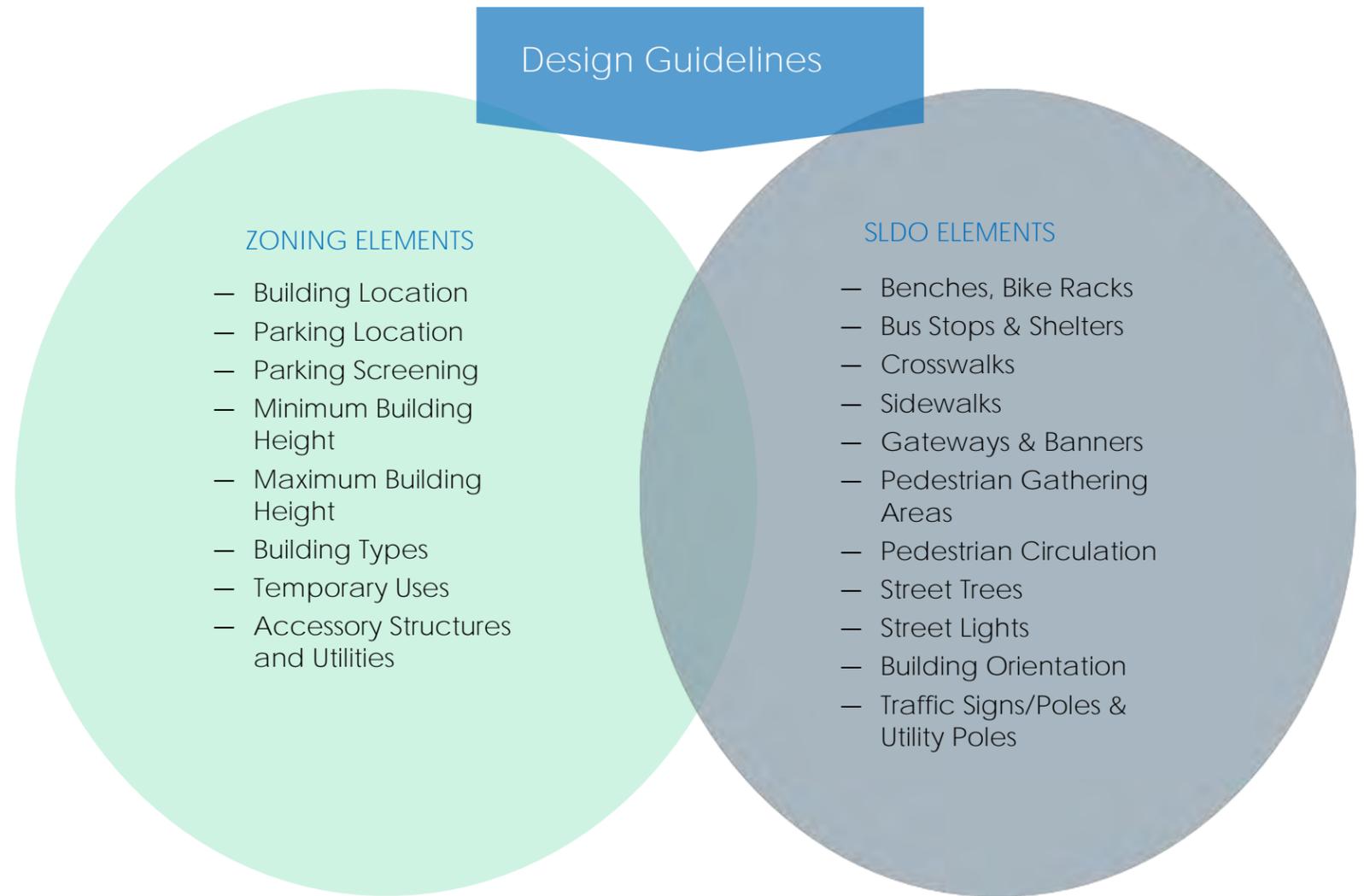
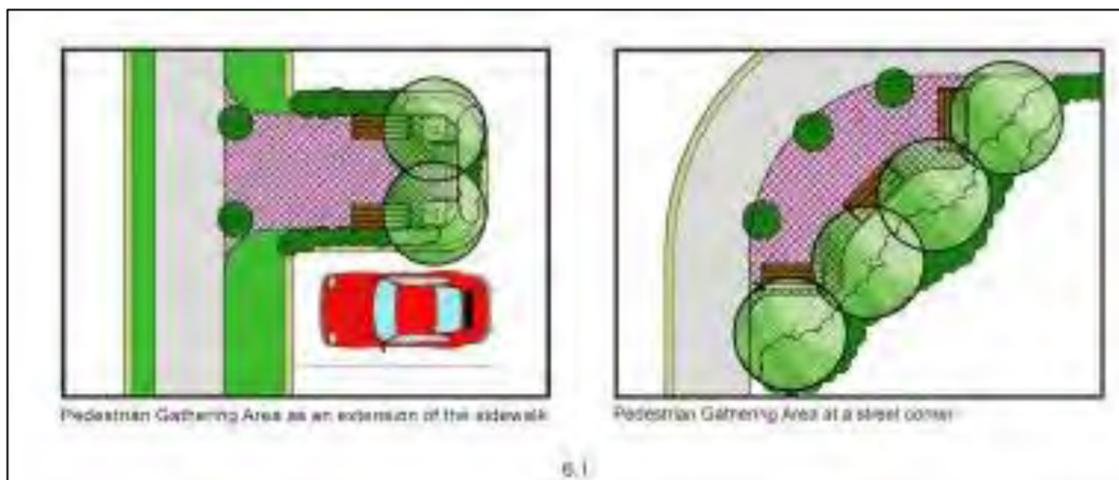


Figure 6.9 – Design Guidelines: Pedestrian Gathering Areas



Residential Uses

Residential uses are not intended solely for the mixed-use centers. In fact, residential uses along the corridor can improve existing conditions in several ways:

- Increase support and patronage of existing small businesses and creates the market for new small businesses;
- Increase the feasibility of walking and cycling as a modes of transportation when the proximity of residential is closer to the commercial destinations that people are seeking;
- Increase “eyes on the street” and therefore safety/perceived safety; and
- Increase housing options and diversity in the Township.

Currently, multifamily residential is an in-demand market and thus allowing such uses increases the opportunities and feasibility of redevelopment occurring. However, it is not the intent of the Township to allow the corridor to become primarily residential. These uses should be considered as an incentive to consolidate and redevelop lots, and thus a minimum lot size of 3 to 5 acres is recommended, though additional flexibility should be considered in the case of the adaptive reuse of historic resources or blighted properties with consideration for a more generous setback from the roadway in order to maintain the commercial appearance.

In addition, zoning standards and design guidelines are recommended for these uses and are discussed more fully in the Design Guidelines section (see below and in the Appendix). These standards include:

- residential uses may be located above commercial uses in mixed use centers,
- residential development should include green space that is accessible and visible along the corridor,
- required parking for residential should be related to the number of bedrooms per dwelling unit (and not unit type),
- these uses should have safe, convenient and inviting on-site pathways that directly connect building entrances to the sidewalk along Route 30, as well as parking areas, and,
- these uses should include bike parking.

Affordable Housing

Affordable housing is a complex issue that gains increasing attention at the local and national levels. With its share of smaller homes, apartments, and mobile home parks, East Whiteland has a larger stock of affordable housing than many of its neighboring communities. However, with a limited stock on a regional level and rising housing costs, the township needs to remain aware of the potential for displacement of existing residents as well as the needs of populations such as lower middle income workers, young singles and families, and older residents who wish to age in place in the communities where they have lived.

There is no easy solution to the issue. At the local level, regulatory strategies for increasing the supply of affordable housing include:

- Increasing the diversity of housing options permitted through Zoning Ordinance and therefore allowing more multifamily housing and other housing forms at higher densities;
- Providing incentives through the Zoning Ordinance to encourage affordable units as part of market rate developments (i.e., density bonuses, expedited permitting, reduced permit fees); and
- Setting mandates for affordable units through the Zoning Ordinance such that developments over a particular size or that need special approvals (such as a Rezoning) are required to provide a specified amount of affordable housing.

Regulatory approaches such as these have met with limited success in Pennsylvania. Municipalities face strong community opposition in passing such ordinances as residents are resistant to any increased impact to roads, schools and other infrastructure. On the developer side, incentives need to be extremely high to balance out the high costs of both land and construction.



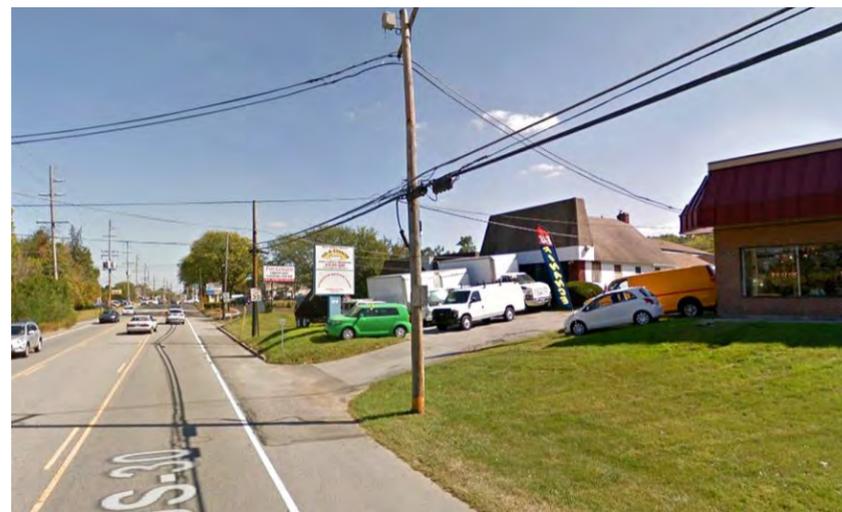
Open Space and Recreation

Another important land use to consider along the corridor is open space. The Township's Comprehensive Plan identified the lack of open space and a physical community center along the Route 30 corridor as a key issue and set forth a recommendation to: "Explore opportunities for open space and a community center along the corridor." These opportunities could arise in the form of private open space, semi-private (public-private partnerships or other forms), or publicly owned spaces. Admittedly, this will be challenging as there are few vacant spaces remaining along the corridor and even fewer that could be appropriate for an open space amenity as well as the environment along the Route 30 corridor.

Open spaces can range widely in their purpose and size, ranging from natural areas along stream corridors to small pedestrian-oriented greens with a few benches and perhaps a gazebo to larger community spaces that offer the opportunity for outdoor community gathering and events. Regardless, the inclusion of a variety of such spaces along the Route 30 corridor could provide many benefits, such as helping to address stormwater management and water quality issues, beautification, and providing resting points for those traversing the corridor on foot or bike, and potentially as sources of passive and/or active recreation.

Parking

Parking for businesses and residences along Route 30 is an additional consideration and challenge. Many existing businesses persist despite problematic parking conditions, such as limited or no space for expansion and wide curb cuts. To set the stage for redevelopment, the township will need to examine parking ratios and both enable and strongly encourage shared parking between adjoining uses. Additionally, the consideration of municipal lot within or in close proximity to the Mixed-Use Centers could help to address the concerns of redevelopment.



Other Streetscape Enhancements

Many sections of this plan discuss the conceptual streetscape enhancements that would improve the overall appearance and function of the corridor, including street trees, street lights, sidewalks, and landscaping. These will contribute greatly to a fresh face for Route 30. However, additional modifications could also add to these efforts include:

- **Signage:** Signage can be a major cause of visual clutter along a corridor such as Route 30. It is also an extremely difficult and long term process to impact existing signage through updated ordinances. However, as Route 30 becomes more bike and pedestrian friendly in nature, particularly in the Mixed Use Centers, it is worthwhile to review and update signage regulations to better meet the goals for the corridor and enhance its safety, function, and appearance.
- **Utility Poles and Wires:** Though few alterations can have as significant an impact on the streetscape, burying utility wires underground is prohibitively expensive. In lieu of this, the potential to relocate utilities to the rear of properties as part of redevelopment should be explored.

Historic Resources

Historic structures along the corridor contribute to its uniqueness and identify it with the Township and Chester County. For example, the Sheraton Hotel/White Horse Tavern and Wine Bar is a great example of adaptive reuse of a historic building that makes a positive contribution to the corridor, by remaining a viable business entity and community gathering place. Most recently the Township required the preservation and reuse of Linden Hall at the intersection of Sproul Road/PA 352 and Route 30 in Frazer. There are several other barns and buildings that are worthy of preservation and adaptive reuse. The Township has an existing historic preservation ordinance that promotes such reuse and encourages flexibility of permitted uses in order to increase the viability of potential projects. However, ordinance provisions should be reevaluated to ensure that incentives are proportionate to the benefit.

Figure 6.10 – Images of historic resources along Route 30



Figure 6.11 – Proposed Multifamily Route 30 Overlay District Boundaries

Multifamily Route 30 Overlay District

As a first phase to implementing the zoning recommendations and overall implementation, the Township adopted a Multifamily Route 30 Overlay District (MF District). This Overlay District will provide for multifamily residential uses as a Conditional Use within a small subsection of the Mixed Use Center West, surrounding Planebrook Road. (See Figure 6.11) The MF Overlay would enable proposed redevelopment of the vacant Frazer Lanes Bowling Alley and the adjacent mobile home park into a four-story multifamily residential building that accommodates future road widening, bike lanes, street tree buffers, sidewalks and other design features envisioned by this Master Plan. The intent of this first phase is to demonstrate the potential for Route 30, hopefully acting as the first pebble in the pond and setting off a ripple effect of redevelopment and reinvestment.

