

**TOWNSHIP OF EAST WHITELAND
CHESTER COUNTY, PENNSYLVANIA**

ORDINANCE NO. 273-2015

AN ORDINANCE OF THE TOWNSHIP OF EAST WHITELAND, CHESTER COUNTY, PENNSYLVANIA, AMENDING THE ZONING ORDINANCE OF EAST WHITELAND TOWNSHIP, AS AMENDED, BY AMENDING SECTION 200-30 (ENTITLED "PERMITTED USES FOR MIXED USE DISTRICTS"), 200 ATTACHMENT 6 (ENTITLED "TABLE OF PERMITTED USES FOR MIXED USE DISTRICTS") TO PROVIDE FOR USES PERMITTED IN THE GVR GREAT VALLEY REVITALIZATION OVERLAY DISTRICT; BY ADDING A NEW SECTION 200-39.3 ENTITLED "GVR GREAT VALLEY REVITALIZATION OVERLAY DISTRICT" TO ESTABLISH AND PROVIDE THE REQUIREMENTS FOR THE GVR GREAT VALLEY REVITALIZATION OVERLAY DISTRICT; AND BY AMENDING SECTION 200-16 (ENTITLED "ZONING MAP"); AMENDING THE EAST WHITELAND TOWNSHIP SUBDIVISION AND LAND DEVELOPMENT ORDINANCE OF 1999, AS AMENDED, BY ADDING A NEW SECTION 175-41.1 TO ESTABLISH DESIGN GUIDELINES FOR THE GVR GREAT VALLEY REVITALIZATION OVERLAY DISTRICT; AND AMENDING THE EAST WHITELAND TOWNSHIP ZONING MAP, AS AMENDED, TO ESTABLISH AN GVR GREAT VALLEY REVITALIZATION DISTRICT ON CERTAIN PROPERTIES LOCATED ON THE WEST SIDE OF ROUTE 29 AND SOUTH OF FLAT ROAD.

BE IT ORDAINED AND ENACTED by the Board of Supervisors of East Whiteland Township, Chester County, and it is hereby ordained and enacted by the authority of same, as follows:

SECTION I. ZONING TEXT AMENDMENTS. The Zoning Ordinance of East Whiteland Township, as heretofore amended, is hereby amended as follows:

A. The Zoning Ordinance of East Whiteland Township, as heretofore amended, Section 200-30 (entitled "Permitted Uses for Mixed Use Districts"), 200 Attachment 6 (entitled "Table of Permitted Uses for Mixed Use Districts"), is hereby amended to add a new column for the GVR Great Valley Revitalization Overlay District as shown on Attachment "A" hereto.

B. The Zoning Ordinance of East Whiteland Township, as heretofore amended, is hereby amended to add a new Section 200-39.3, entitled "GVR Great Valley Revitalization Overlay District" as follows:

§ 200-39.3 GVR Great Valley Revitalization Overlay District

A. Intent. The intent of the GVR Great Valley Revitalization Overlay District is to provide for and encourage the revitalization and redevelopment of existing business parks in the Township as mixed use communities to enhance and support the office workforce.

B. Overlay District. The GVR Great Valley Revitalization Overlay District shall overlay all existing and hereafter created underlying zoning districts for those parcels and/or lots designated GVR Great Valley Revitalization Overlay District on the Township Zoning Map.

C. Permitted uses. Uses are permitted in accordance with § 200-30.

D. Development standards. The following development standards shall apply to all uses in the GVR Great Valley Revitalization Overlay District:

1. Maximum tract density [floor-area ratio (FAR)]: 1.2
 - a. Multifamily use shall not exceed .55 of allowable FAR.
 - b. Retail use shall not exceed .10 of allowable FAR.
2. Minimum tract area (acres): 35
3. Maximum building coverage (% of tract): 25, excluding parking structures
4. Maximum impervious coverage (% of tract): 55¹
5. Central water and sewer facilities required: Yes
6. Maximum structure height (feet): 115
7. Minimum tract width at right-of-way line (feet): 150

¹Maximum impervious coverage may be increased to 60% through implementation of any or a combination of the additional stormwater management controls set forth herein:

- a. If Applicant voluntarily utilizes the post development peak rate control standards for "new development" rather than a "re-development" standard as set forth in Table 308.1 in Section 170-308A of the East Whiteland Township Code, impervious coverage on the tract may be increased to 58%. The analysis of pre-development conditions shall still be pursuant to Section 170-309(D)(2) of the East Whiteland Township Code.
- b. For every 6,500 cubic feet of stormwater treated through a rain garden, bioretention area or bioswale, during a 2-year storm; an additional 1% of impervious coverage may be permitted, up to a maximum bonus of 2%.
- c. For every square foot of green building rooftop, .50 shall be considered impervious, up to a maximum bonus of 3%.
- d. For every square foot of porous paving, .50 shall be considered impervious, up to a maximum bonus of 1%.

8. Minimum tract width at building setback line (feet): 200
9. Minimum building setbacks from streets (feet) (except as may be otherwise required pursuant to Section 200-39.3(D)(10)):
 - a. Any building face to arterial street ultimate right-of-way: 50
 - b. Any building face to collector or local street ultimate right-of-way: 10
 - c. Any building face to common parking area: 10
 - d. Surface parking areas and structured parking areas to arterial street ultimate right-of-way: 20
 - e. Surface parking areas and structured parking areas to collector or local street ultimate right-of-way: 10
10. Minimum building and structured parking areas (excluding utility structures) setback from existing northern tract perimeter boundary (feet): 40
11. Minimum surface parking areas, driveways and interior roadways setback from tract perimeter from any industrial district boundary line (excluding street frontages) (feet): 10
12. Minimum principal building spacing (feet): 25

E. Parking. Up to 25% of the overall number of parking spaces provided may consist of compact stalls whose required dimensions are set forth herein. Anything in the Zoning Ordinance or the GVR Overlay District notwithstanding, standard on-grade parking spaces and parking stalls in a GVR Overlay District shall be not less than 9 feet wide and 18 feet long; except that compact stalls shall not be less than 9 feet wide and 16 feet long. Within structured parking garages, standard parking stall dimensions shall be not less than 8 feet 6 inches wide and 16 feet long. Parking aisles shall in any event be a minimum of 24 feet wide. If angled parking is provided, then parking stalls shall feature a projection from curbside or edge of pavement from 17 feet to 18 feet in accordance with the angle provided and the design standards in the Guidelines for Parking Facility Location and Design, published by the Institute of Traffic Engineers (ITE) in 1994 and as may be updated by ITE.

F. Residential Notification. At the time of enactment of this Ordinance, the GVR Overlay District abuts an operating quarry situated to

the north of the GVR Overlay District. Until completion of mine reclamation as may be required by DEP and the release of bonds posted with DEP in conjunction with the mining activities, the owner of any multi-family residential dwelling situated in the GVR Overlay District ("Residential Owner") shall provide notification in tenant leases of the existence of said quarry operations including but not limited to the drilling, blasting, truck traffic, reclamation activities, grading and filling associated with that activity. If requested by the Township, the Residential Owner shall provide the Township with satisfactory evidence of said notification to each residential tenant.

G. Design Guidelines. The design guidelines for the GVR Great Valley Revitalization Overlay District dated October 28, 2015 shall be in accordance with § 175-41.1 of Chapter 175, Subdivision and Land Development, and for purposes of the GVR Great Valley Revitalization Overlay District shall be considered requirements of Chapter 175, Subdivision and Land Development, and not requirements of this Chapter. In the event of any ambiguity or inconsistency between the Design Guidelines and the provisions of the Zoning Ordinance, this Zoning Ordinance shall prevail.

H. Application criteria and the subdivision and land development review process. Applications for development within the GVR Great Valley Revitalization Overlay District shall include mandatory submission of a sketch plan (also referred to as a "Master Plan") and accompanying support data for the affected tract, or any portion thereof, then proposed for development. Information submitted shall include:

1. Master Plan. The Master Plan shall be drawn at the scale required by the Township's Subdivision and Land Development Ordinance for the submission of a preliminary plan. In addition, the submission shall contain in plan and textual format the following:

- a. The location and type of land use proposed within the tract and the total building area being proposed, represented by total square footage of buildings and approximate location of residential units.

- b. The general vehicular and non-vehicular circulations pattern for the entire tract, including points of access to the tract and location, dimensions, and right-of-way of the major road networks that will service the tract.

c. The source of and general methods by which public water service and public sewer service shall be supplied and provided to the development.

d. A chart or other tabulation demonstrating compliance with the applicable development standards of the GVR Great Valley Revitalization Overlay District.

2. Accompanying data. The following documentation shall accompany the plan and be made part of the application:

a. An environmental impact study containing all components required by the applicable sections of the East Whiteland Township Code and a fiscal impact study.

b. Conceptual renderings depicting potential building facades.

c. A narrative generally describing proposed covenants, restrictions and development standards for the property proposed for development.

d. A narrative description of existing zoning and land uses on and adjacent to the tract.

e. A narrative description of the tract's natural and man-made features and any restrictions created thereby.

f. A narrative description of proposed green, open and/or public spaces.

3. Procedure. The following procedure shall apply to the review of applications for development in the GVR Great Valley Revitalization Overlay District:

a. Master Plan. The Master Plan shall be submitted to the Township, reviewed by the Township Planning Commission, and referred to the Board of Supervisors for a decision thereon;

[1] The Board of Supervisors may:

[a] Grant approval of the plan as submitted.

[b] Grant approval of the plan subject to specified conditions not included in the plan as submitted.

[c] Deny approval of the plan with citation to the statute or ordinance relied upon to deny the plan.

[2] Review and decisions on the Master Plan shall be in the time and manner prescribed by Section 508 of the Pennsylvania Municipalities Planning Code, 53 P.S. § 10508, for preliminary and final applications, except that the ninety-day period referenced within which a decision must be rendered shall be extended to 120 days.

[3] From the time an application for Master Plan approval is filed, and while such application is pending approval or disapproval, no change or amendment of the zoning, subdivision, or other governing ordinance shall affect the decision on such application adversely to the applicant, and the applicant shall be entitled to a decision in accordance with the provisions of the governing ordinances or plans as they stood at the time the application was filed. In addition, when a Master Plan has been approved, the applicant shall be entitled to preliminary approval in accordance with the terms of the Master Plan approval.

b. Vested right to proceed following Master Plan approval. The applicant or any successor to the applicant for all or any portion of the development plan shall have a vested right to proceed according to the approved Master Plan and no subsequent change or amendment to the Township Zoning or Subdivision and Land Development Ordinance nor to any other governing ordinance, regulation, or plan shall be applied to affect adversely the right of the applicant or any successor to commence and complete any aspect of the approved Master Plan for a period of 10 years from the date of approval of the Master Plan.

c. Preliminary and final plans. Following approval of the Master Plan by the Board of Supervisors, the applicant shall be required to submit both preliminary and final

subdivision and land development plans (or at the applicant's option, a combined preliminary/final subdivision and land development plan of the tract, or portion thereof, intended for development) to the Township pursuant to the Subdivision and Land Development Ordinance of East Whiteland Township and the Pennsylvania Municipalities Planning Code.

I. Where the Board of Supervisors has approved development plans in the GVR Great Valley Revitalization Overlay District for a tract meeting the requirements stated herein, individual units, buildings, or parcels of land within the approved GVR Great Valley Revitalization Overlay District development may be subdivided, leased, purchased, sold, mortgaged, and developed as individual zero lot line units or individual parcels containing multiple units without meeting the development standards of § 200-39.3.D; provided, however, that the development plan for the entire tract shall at all times remain compliant with the tract development standards applicable to the GVR Great Valley Revitalization Overlay District.

SECTION II. SUBDIVISION AND LAND DEVELOPMENT TEXT AMENDMENT. The East Whiteland Township Subdivision and Land Development Ordinance, as heretofore amended, is hereby amended to add a new § 175-41.1 as follows:

§ 175-41.1 GVR Great Valley Revitalization Overlay District Design Guidelines. The design guidelines for the GVR Great Valley Revitalization Overlay District shall be in accordance with the GVR Great Valley Revitalization Overlay District Design Guidelines dated October 28, 2015 set forth in Appendix VI.

SECTION III. ZONING MAP AMENDMENT.

The East Whiteland Township Zoning Map, Chester County, as heretofore amended, which is adopted as part of the Zoning Ordinance of East Whiteland Township in Section 200-16 (entitled "Zoning Map") is hereby amended as follows:

A GVR Great Valley Revitalization Overlay District is established on properties located west of Route 29 and south of Flat Road, Chester County, Pennsylvania, as delineated on Attachment "B" and described in metes and bounds on Attachment "C", which shall overlay all existing and hereafter created underlying zoning districts applicable to the property in the area designated as "GVR Great Valley Revitalization Overlay District" on Attachments "B" and "C" hereto.

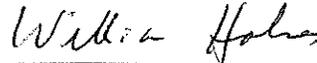
SECTION IV. APPLICABILITY. The provisions hereof shall supersede any ordinances or parts of ordinances which are inconsistent herewith.

SECTION V. SEVERABILITY. If any provision, sentence, clause, section or part of this ordinance is for any reason found to be unconstitutional, illegal or invalid, such unconstitutionality, illegality or invalidity shall not affect or impair any of the remaining provisions, sentences, clauses, sections or parts hereof. It is hereby declared as the intent of the Board of Supervisors that this Ordinance would have been adopted had such unconstitutional, illegal or invalid provision, sentence, clause, section or part thereof not been included herein.

SECTION VI. EFFECTIVE DATE. This Ordinance shall become effective five (5) days after enactment as provided by law.

ENACTED AND ORDAINED this 9th day of November, 2015 by the Board of Supervisors of East Whiteland Township.

BOARD OF SUPERVISORS
EAST WHITELAND TOWNSHIP



William Holmes, Chairperson



John Mott, Vice Chairperson


William Wfabley, Member

ATTEST:

By: 
Maureen Turley, Township Secretary

ATTACHMENT "A"

Use Classification	GVR
Retail commerce, including:	
1. Stores and personal service shops dealing directly with customers	P
2. Restaurants or other similar establishments, but excluding drive-in-facilities	P
3. Banks, but excluding drive-in facilities	P
4. Cinemas or similar recreational or cultural establishments	P
5. Exercise or fitness facilities	P
6. Studios for dance, art, music or photograph	P
7. Nursery schools or day-care centers, inclusive of both	P
Business or professional offices, including adult day care and child day care	
1. Operations design to attract and serve customers or clients on the premises, such as the offices of physicians, lawyers, other professions, veterinarians (but excluding animal boarding facilities), insurance and stock brokers, travel agents and government entities	P
2. Operations designed to attract little or no customer or client traffic other than employees of the entity operating the principal use	P
Hotels, motels, inns, or conference centers	CU
Bed-and-breakfast establishments	P
Lawn and garden centers	
Not-for-profit museums, libraries or other educational, cultural, religious, civic or philanthropic uses of a similar nature	P
Public or private not-for-profit open space and recreation uses	P
For-profit open space and recreation uses	P
Transit stations or public utility facilities	P
Animal hospital, veterinarian, or kennel	
Single-family detached residential dwellings (SFD)	
Two-family residential dwellings (2F)	
Single-family attached residential dwellings (SFA)	
Multifamily residential dwelling (MF)	P
Residences, in mixed-use commercial-residential or institutional-residential buildings	P
Drive-in facility	CU
Nonaccessory antennas	SE
Public garage, motor vehicles sales, service or repair shop, and gasoline service station	
Processing of food and beverages, medicine and personal care products (excluding soap), and similar inkind uses	P

Printing of paper, plastic, and metal	P
Research, development, and testing of new products, laboratories	P
Warehousing and distributing	P
Accessory uses such as cafeterias and child day-care facilities	P
Light manufacturing, consisting primarily of the assembly of previously prepared components or, in the case of pharmaceutical products, the compounding and/or manufacture of drugs, medicine, and other pharmaceutical products	P

APPENDIX VI



GREAT VALLEY REVITALIZATION OVERLAY DISTRICT

East Whiteland Township, Chester County, PA

Design Guidelines
October 28, 2015

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1. INTRODUCTION

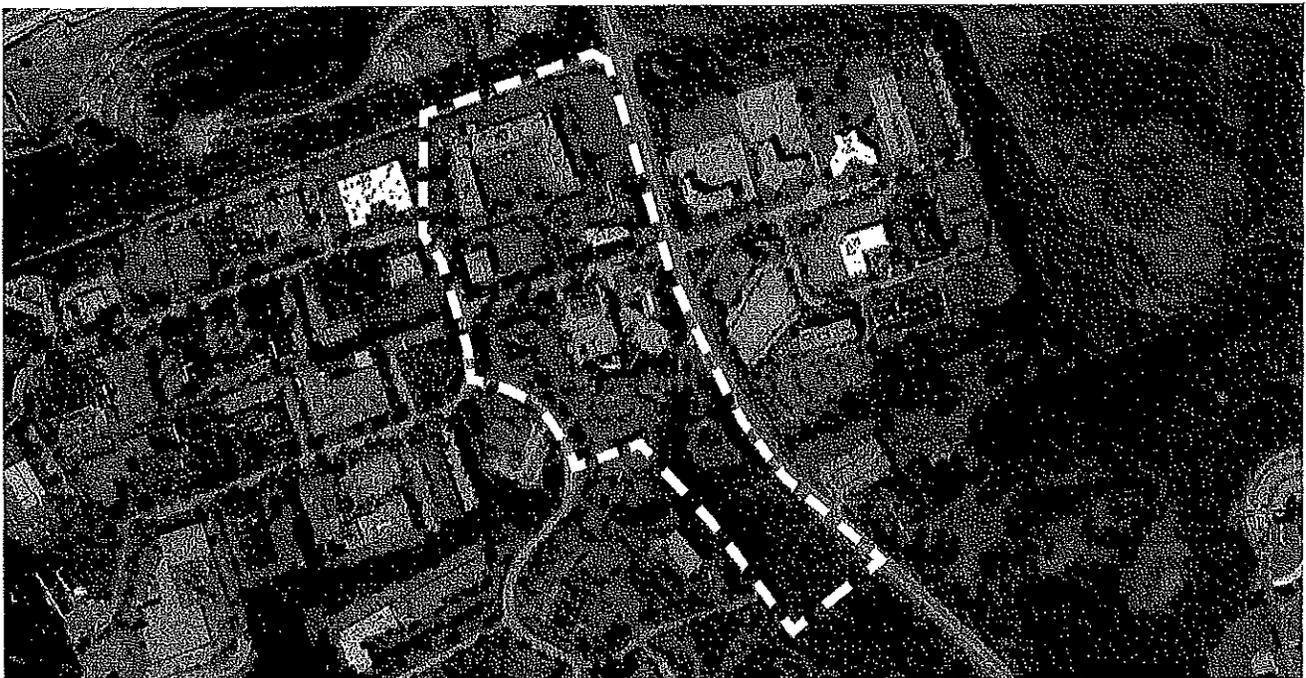
1.1 GOALS

Legislative Intent

- 1.1.1 The overall intent of these Design Guidelines is to provide guidelines and suggestions regarding the layout and arrangement of streets, sidewalks, buildings, open spaces and other features of new development within the Great Valley Revitalization Overlay District ("GVR").
- 1.1.2 In addition, these Design Guidelines are intended to be consistent with the Chester County Comprehensive Plan, in which the subject properties are in the designated Suburban Center area of Landscapes 2.
- 1.1.3 Finally, these Design Guidelines and the updated East Whiteland Township Comprehensive Plan are intended to be consistent in their respective visions of the uses, guidelines and planning for new development within the GVR.
- 1.1.4 Building exteriors and site improvements shall be maintained by building owners, the developer and/or a common area association.

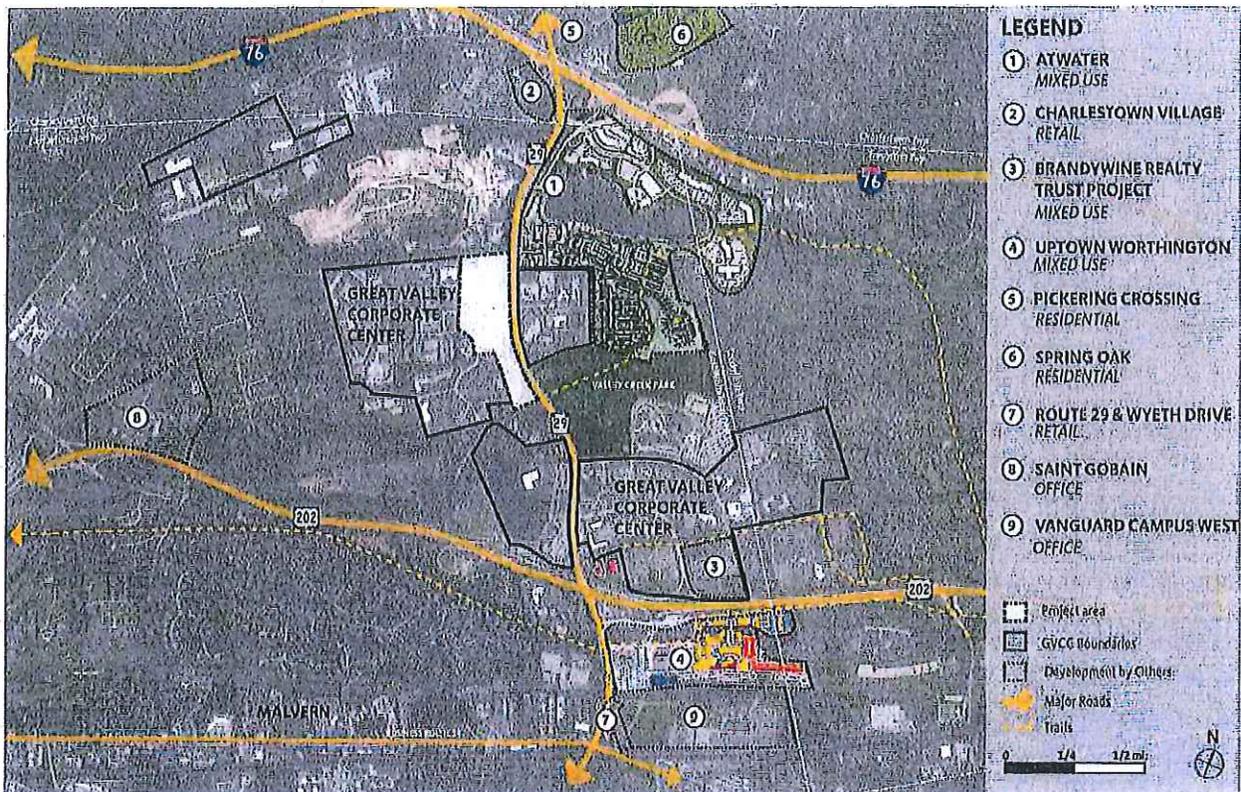
Design Guidelines

- 1.1.5 These Design Guidelines are part of the East Whiteland Township Subdivision & Land Development Ordinance.
- 1.1.6 These Design Guidelines shall inform the layout and arrangement of streets, buildings, parking, green spaces, stormwater, etc.
- 1.1.7 All plans for land development shall incorporate, to the extent practical, concepts and details as shown in the images and criteria contained in these Design Guidelines, and be consistent with these Design Guidelines, whereby the photographs and renderings are intended to be examples of this or other development projects where the preferred outcomes are achieved. The exact materials, dimensions and features need not be replicated.
- 1.1.8 Building exteriors and site improvements shall be designed and their respective materials selected with regard to energy efficiency, useful life and costs of maintenance, repair and replacement.
- 1.1.9 Modifications to the Design Guidelines may be granted by East Whiteland Township Board of Supervisors, upon recommendation by the East Whiteland Township Planning Commission, if in the opinion of township officials an equal or better outcome will result, and that there is a finding that the outcome will not adversely affect the health, safety and general welfare of the Township.

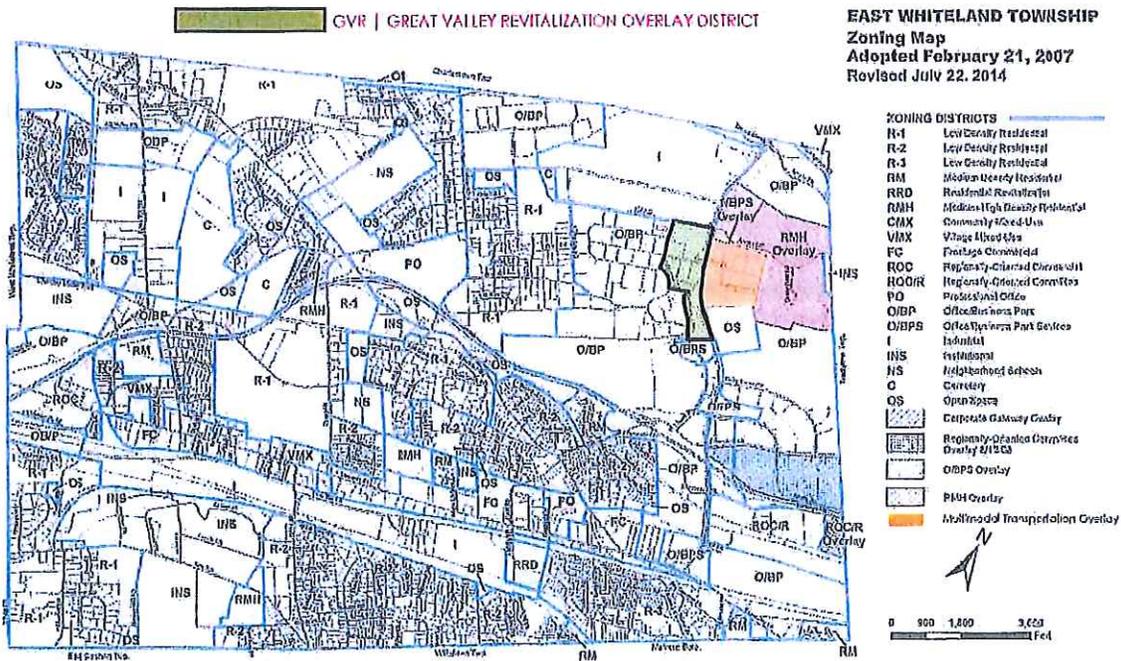


Great Valley Center: Existing Condition. Extent of GVR Overlay District shown as dashed line.

1.2 DEVELOPMENT CONTEXT & ZONING



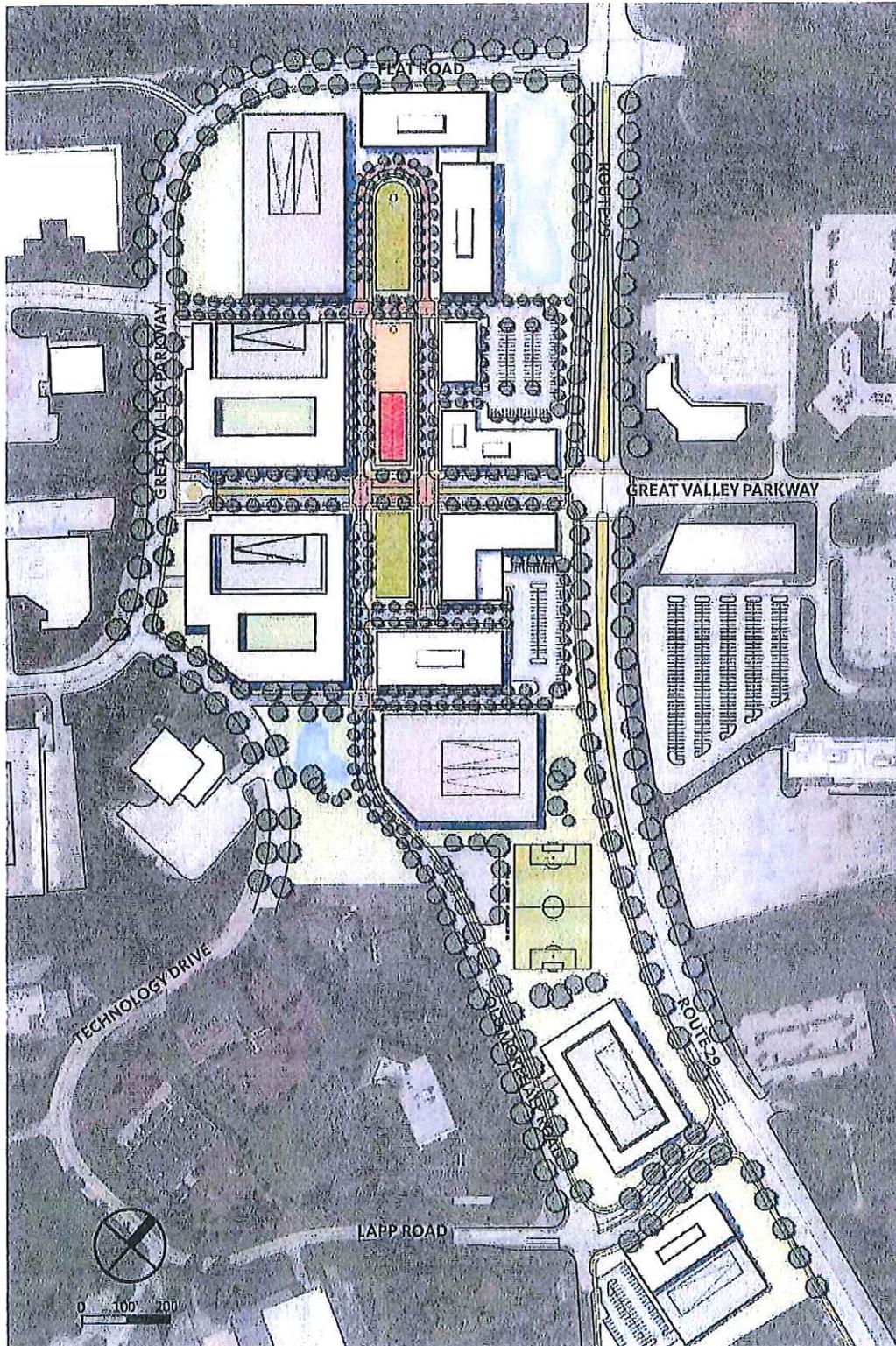
Great Valley Center: Adjacent Developments & Access. GVR Overlay District is shaded in light grey.



East Whiteland Township Zoning Map. GVR Overlay District is shaded in green.

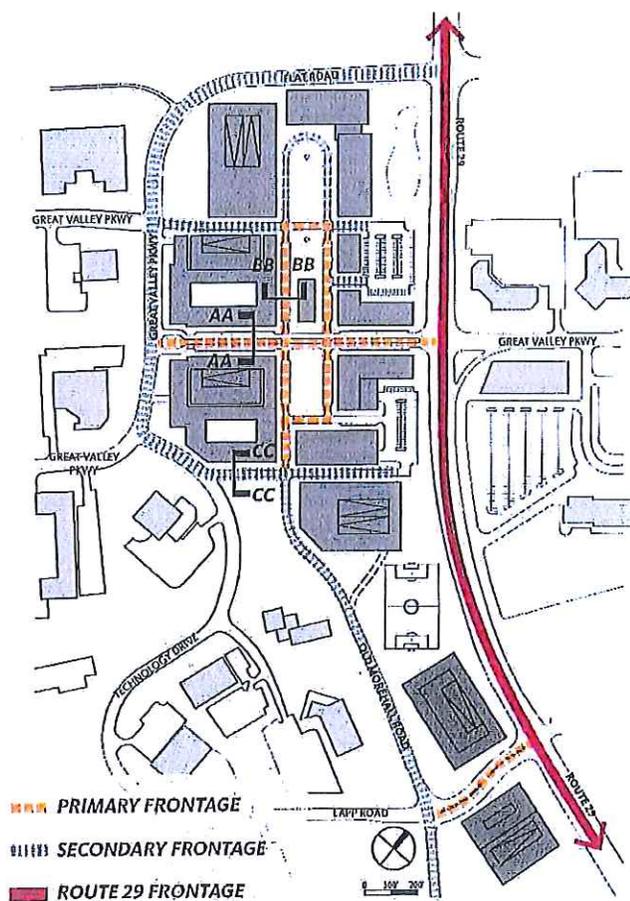
2. STREETS & BLOCKS

2.1 ILLUSTRATIVE PLAN



Great Valley Center: Illustrative Plan

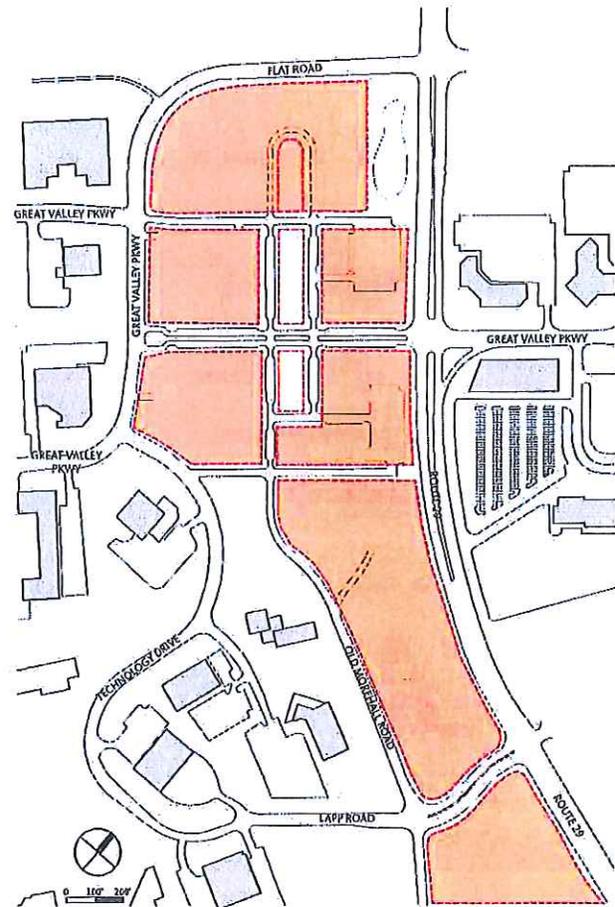
2.2 STREET & BLOCK PLANS



Street Hierarchy

Legislative Intent:

- 2.2.1 Streets form an interconnected network in order to facilitate the safe movement of vehicles, bicycles and pedestrians through and within the development project.
- 2.2.2 For these guidelines, streets shall be classified according to width and purpose: a) Primary and b) Secondary. Streets are intended to be edged with attractive Streetscapes. Existing public streets shall remain public and proposed new streets shall be private. With the exception of Route 29, all streets are "local" streets, per the GVR Zoning Ordinance. *See Appendix A for further information.*
- 2.2.3 Blocks shall contain one or more lot.
- 2.2.4 All improvements proposed for roads maintained and/or owned by Pennsylvania Department of Transportation (PennDOT), whether such roads are within or provide direct access to and from GVR, including but not limited to modifications along Route 29 Frontage, are subject to final review, modification and approval by PennDOT.



Street & Block Pattern

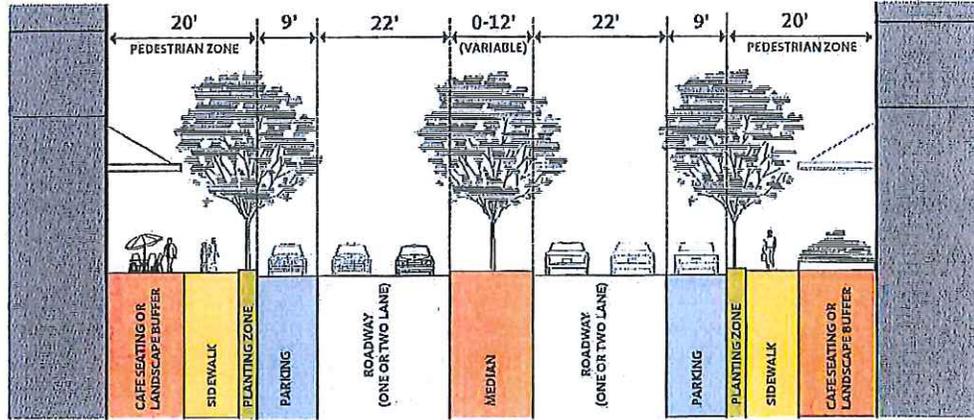
Design Guidelines:

- 2.2.4 Blocks are defined by street frontage, and may be further subdivided into lots. Lots may be defined either by streets and alleys, or only by lot lines.
- 2.2.5 Blocks shall have frontage on Primary Streets, Secondary Streets, and/or Route 29 on a minimum of two sides.
- 2.2.6 Blocks shall be sized to accommodate a range of building types and uses in order to respond to market shifts over the course of the project.
- 2.2.7 Street cross sections shall be designed as shown in Sections AA, BB and CC shown in Street Hierarchy above, and on page 6.

3. STREETScape

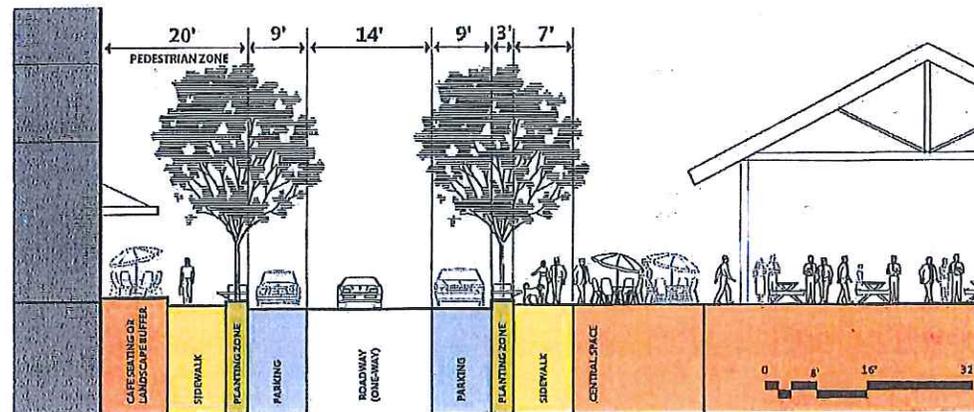
3.1 TYPICAL SETBACK CONDITIONS

SECTION AA



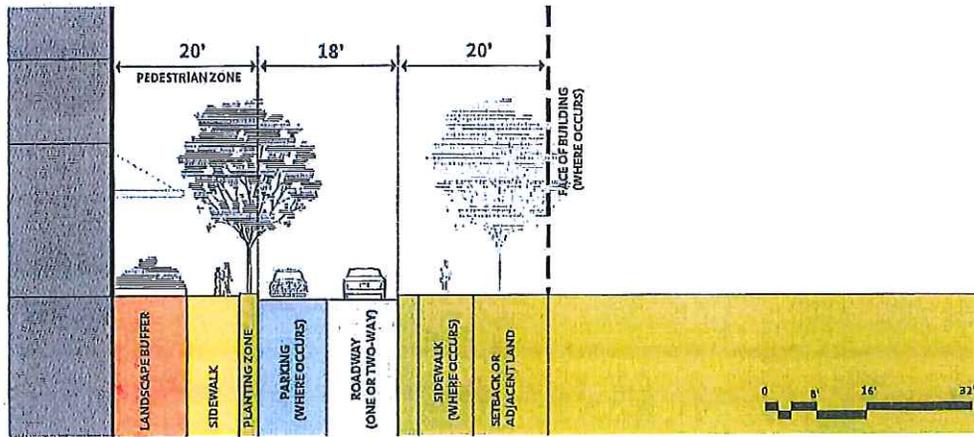
Primary Street: Great Valley Parkway (See Street & Block Plans, p.5)

SECTION BB



Primary Street: Central Space (See Street & Block Plans, p.5)

SECTION CC



Secondary Street: Typical Condition (See Street & Block Plans, p.5)

3.1 TYPICAL SETBACK (CONTINUED)



Primary Street: Great Valley Parkway



Primary Street: Central Space



Secondary Street: Typical Condition

Legislative Intent

- 3.1.1 Streets internal to the development project will have sidewalks and landscaped or tree lined edges. Streets internal to the development project shall be illuminated at night, hours of illumination to be determined.
- 3.1.2 Sidewalks are intended to encourage frequent use, allowing pedestrians to reach all areas of the GVR Overlay District on wide, illuminated ways built of all weather material and designed to minimize risk of slipping during wet, icy or snow weather conditions. Sidewalks shall be constructed along the streets, as referenced in Section 2.2 above, and shall be dimensioned to accommodate pedestrian circulation as well as outdoor activities and project amenities, such as outdoor dining, street benches, bus shelters, street trees, etc.

Design Guidelines

Typical Setback Conditions:

- 3.1.3 On both Primary and Secondary streets, buildings shall be set back from the curb a suitable depth to comfortably accommodate pedestrians walking in opposite directions, café seating, public art, planting and landscaping. This area shall be referred to as the "Pedestrian Zone"
- 3.1.4 On both Primary and Secondary streets, a planting zone shall be provided between the curb and sidewalk. The planting zone may include street trees, street lighting, bioswales, rain gardens, etc.
- 3.1.5 On both Primary and Secondary streets, a landscape buffer shall be provided between the sidewalk and any grade-level residential unit.
- 3.1.6 Bicycle lanes shall be provided in each direction on Great Valley Parkway

See also Section 8: Parking

3.2 STREETScape ELEMENTS



Streetscape with Trees, Furnishings, & Planting



Sidewalks & Special Paving



Bus Shelter



Innovative Street Furniture

Design Guidelines

- 3.2.1 *Street Trees.* Street Trees shall be provided in the planting zone on both Primary and Secondary Streets, and shall comply with East Whiteland Township standards.
- 3.2.2 *Sidewalks.* Sidewalks shall be provided along all Primary and Secondary streets. Along Primary Streets, sidewalks shall be predominantly finished with a variety of materials, including pavers and patterned materials. Finished concrete may be used, but shall not be the predominant surface material. Materials shall be durable, attractive, and of a character consistent with the architecture of Great Valley Center.

- 3.2.3 *Street Furnishings.* Within Great Valley Center, the Pedestrian Zone shall accommodate street furnishings including, but not limited to: benches, waste & recycling receptacles, drinking fountains, bike racks, and bus shelters. Materials shall be durable, attractive, and of a character consistent with the architecture of Great Valley Center.
- 3.2.4 *Bus Shelters.* Bus shelters shall be of high-quality, durable materials consistent with the architectural character of Great Valley Center. Shelters shall be compliant with SEPTA standards.

3.3 STREET & SITE LIGHTING



Street Lighting

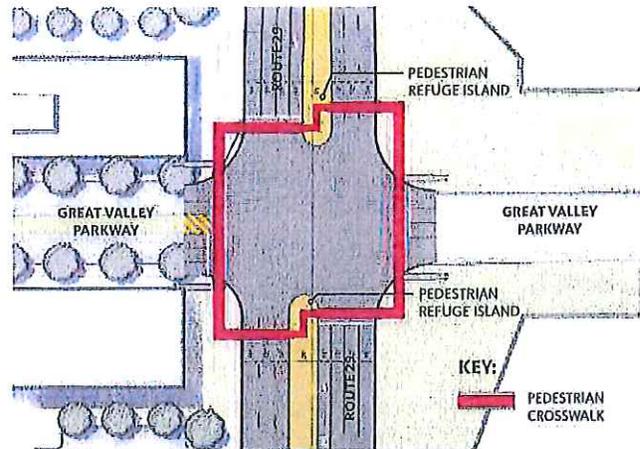


Public Space Lighting

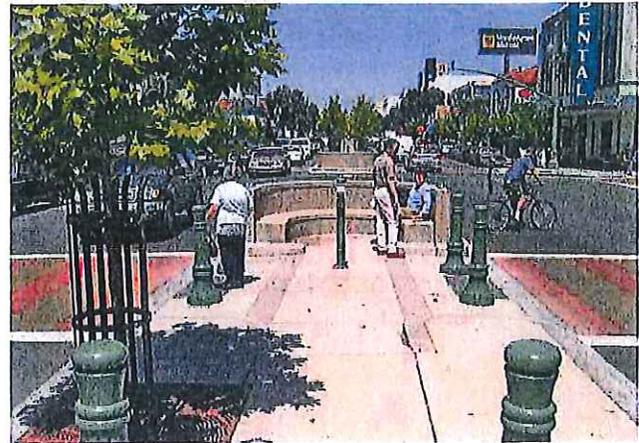
Design Guidelines

- 3.3.1 All Primary and Secondary Streets and public spaces shall be illuminated. Lighting shall be designed to provide appropriate illumination for both vehicles and pedestrians, and be complimentary to the architectural character of the buildings.
- 3.3.2 The spacing of street lights shall be, at minimum, in accordance with the requirements of East Whiteland Township, and per the manufacturers specifications and recommendations.
- 3.3.3 Street lighting fixtures should minimize upward glare and prevent light pollution, in accordance with LEED standards.

3.4 PEDESTRIAN CROSSING



Detail at Intersection of Great Valley Parkway & Route 29



Pedestrian Refuge

Legislative Intent

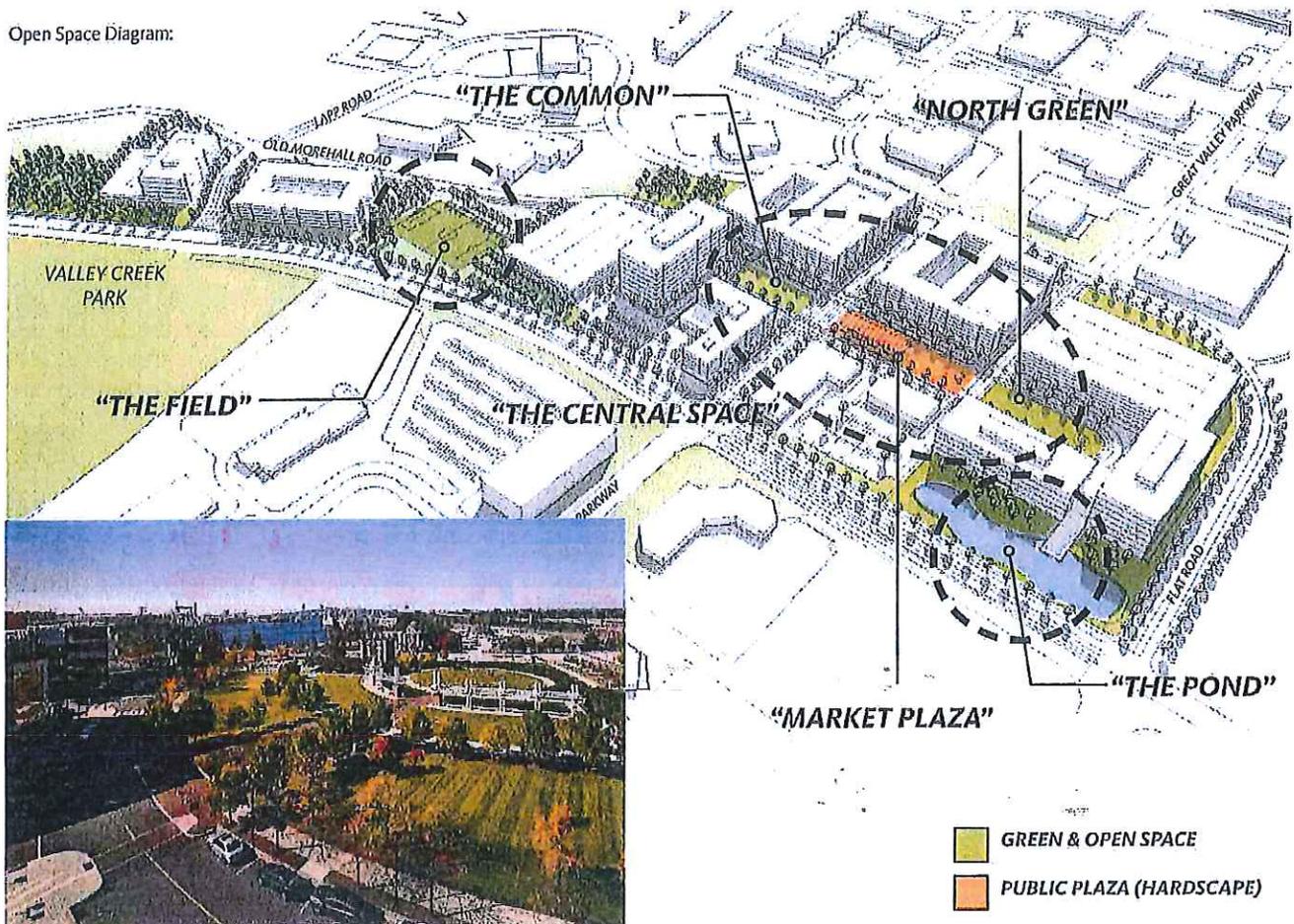
- 3.4.1 Pedestrian cross walks across Route 29 shall be constructed where possible at Great Valley Parkway and from Lapp Road extended to the Valley Creek Park, to link the east and west sides of Route 29. Pedestrian cross walks shall not reduce travel time for traffic on Route 29.

Design Guidelines

- 3.4.2 Crosswalks shall be built and maintained to connect to the sidewalk network.
- 3.4.3 Pedestrian refuge islands in the center of Route 29 shall be generously proportioned to accommodate multiple pedestrians, bicycles, wheelchairs, and/or baby carriages waiting to cross the street. Benches and/or planting should be provided to create a people-friendly atmosphere. Planting shall be in accordance with PennDOT & East Whiteland Township standards.

4. SPECIAL PLACES, GREEN & OPEN SPACE

Open Space Diagram:



Crescent Park at The Navy Yard

Legislative Intent:

- 4.1 Places are intended to provide opportunities for rest, relaxation, recreation, entertainment, and social interaction.
- 4.2 Places are provided to encourage people to use and enjoy them throughout the week and on weekends.
- 4.3 The conceptual public places, green space and open space depicted in the image above, subject to alternation or location change due to site conditions or space limitations, shall be reflected in the Master Plan.

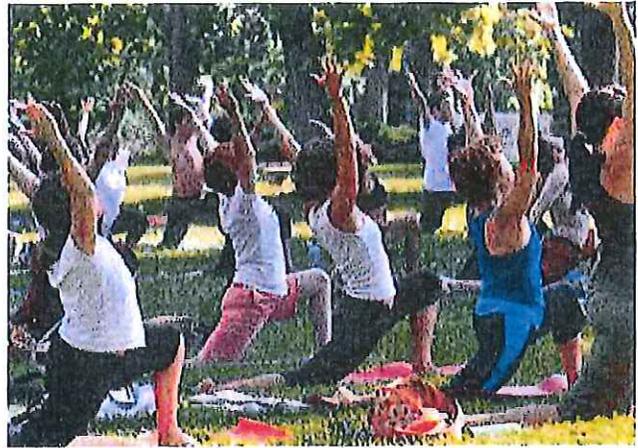
Design Guidelines:

- 4.4 Great Valley Center is a collection of several distinct "places", allowing for different experiences within the larger project. Each place has a unique function and character, expressed in its scale, its landscaping, and its relationship to the architecture. The Master Plan envisions the following places: The Central Space, which includes Market Plaza, and two flexible green spaces: The Common and the North Green; and The Pond, at the intersection of Route 29 & Flat Road.

Also envisioned is The Field, which may be located in the narrow parcel along Route 29, as shown in the Open Space Diagram above. However, dependent on site conditions, this amenity may be located elsewhere within the GVR Overlay District, or the overall Great Valley Corporate Center.



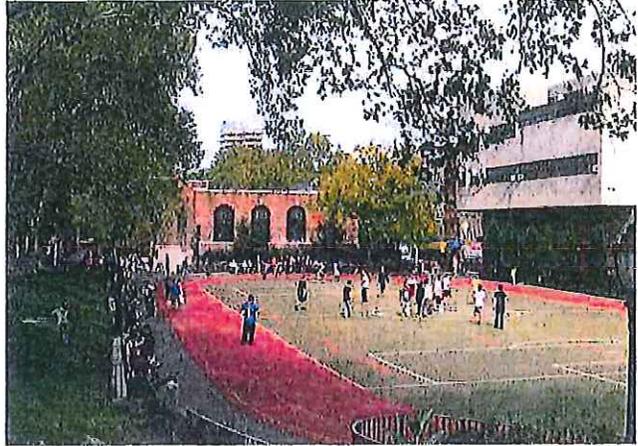
The Central Space: "Market Plaza"



The Central Space: Flexible Green Space



The Pond



The Field

4.5 *The Central Space*

The Central Space totals approximately 3 acres, and is the heart of Great Valley Center. It is a vibrant place accessible to both pedestrians and vehicles, and serves as a "front yard" to each of the buildings in Phases 1 & 2 (see Section 6). The Central Space both activates, and is activated by, the streets that surround it.

Comprised of both flexible green space and program-mable hardscape, the Central Space offers a variety of uses to Great Valley Center's residents and visitors. These spaces and their potential uses are described further in Section 5.

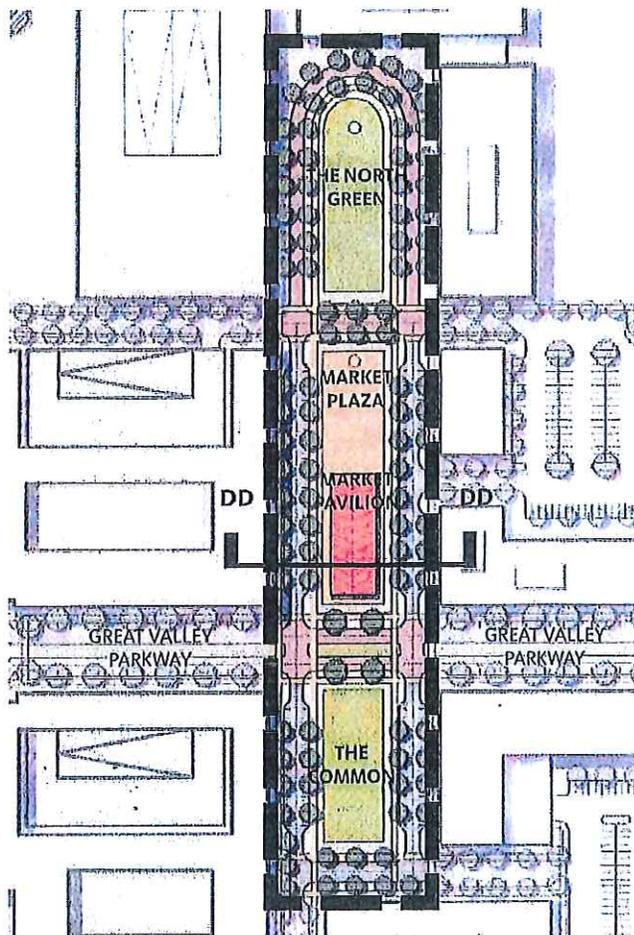
4.6 *The Pond*

Surrounded by walking trails that connect to the pedestrian network, The Pond is a source of both active and passive recreation for those who live and work in Great Valley Center. The Pond is a visible stormwater management measure designed to remain "wet." Located at the corner of Route 29 and Flat Road, it provides a dramatic approach to the site from the north.

4.7 *The Field*

The Field is a public amenity, either within the GVR Overlay District, or the overall Great Valley Corporate Center, open to the surrounding community. It is characterized by a single- or multipurpose sports field, easily accessible and convenient to people living and working within the GVR Overlay District and the larger East Whiteland community.

5. THE CENTRAL SPACE



The Central Space: Illustrative Plan (See Page 13 for Section DD)



Flexible Market Pavilion (Lexington, KY)



Seasonal Market Program (Lexington, KY)

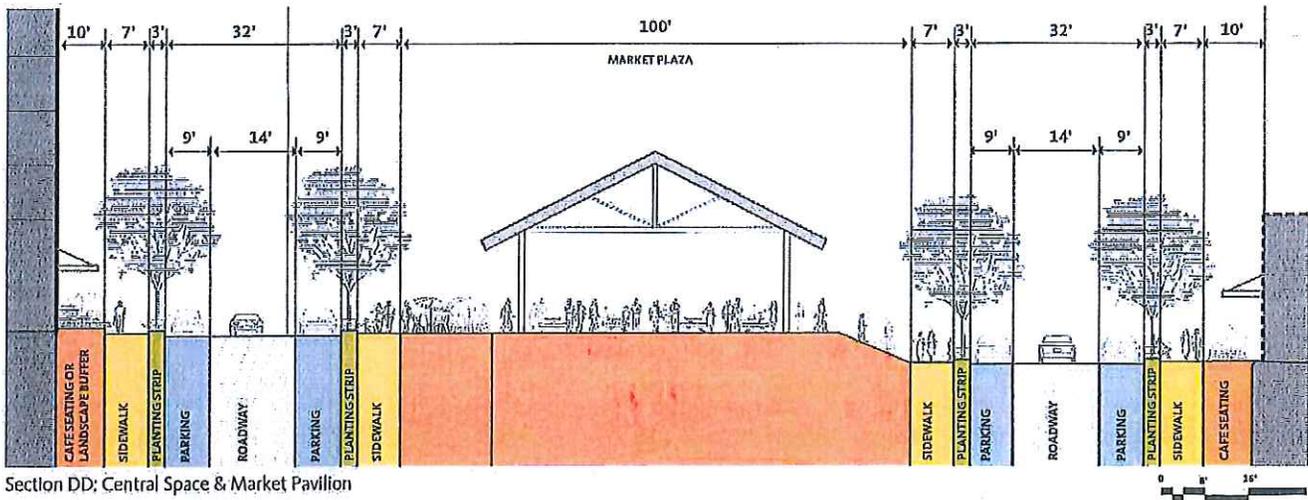
Legislative Intent:

- 5.1 The Central Space provides an exterior public space around which the development project is planned.
- 5.2 The Central Space provides a public place for entertainment, recreation, activities and programs organized for people living and working in the vicinity. It is available for use during and after the work day, as well as weekends.
- 5.3 The Central Space provides a "center" of activity and social interaction for all residents, workers, and visitors in the entire Great Valley Corporate Center.

Design Guidelines:

- 5.3 The Central Space totals approximately three acres, and extends three blocks in length, from north to south. Furnishings, paving, planting, and signage elements shall be employed to create a unified character across the entire area.
- 5.4 The Central Space is comprised of three distinct places*, or outdoor rooms: The North Green, The Common, and The Market Plaza:
 - 5.4.1 *The North Green*
The North Green is a formal lawn that falls slightly in elevation to the north. It is framed by office uses, and is intended as a passive green space. Landscaping may include formal planting beds and paths through the space.

**The current concept envisions three places, but the arrangement of these places may vary depending on future design, use, and site considerations.*



Section DD: Central Space & Market Pavilion



Screen on the Green (Bryant Park, NYC)



The Central Space at Great Valley Center

5.4.2 *The Common*

The Common is a neighborhood park, adjacent to residential, hotel, and office uses. It is meant to accommodate a range of uses and activities, from informal sports & recreation activities to programmed events, such as festivals, film screenings, etc., and therefore should remain open and free of planting and ancillary structures in order to preserve maximum flexibility. Planting or ancillary structures at the perimeter shall not obstruct visual connection to Great Valley Parkway. Grass should be of a species that is durable and simple to maintain.

5.4.3 *The Market Plaza*

The Market Plaza is public square adjacent to residential, retail, and hotel uses. It is a flexible space intended to accommodate various seasonal activities, such as markets and fairs in warmer months, or ice skating in winter. Planting or ancillary structures shall be limited to the

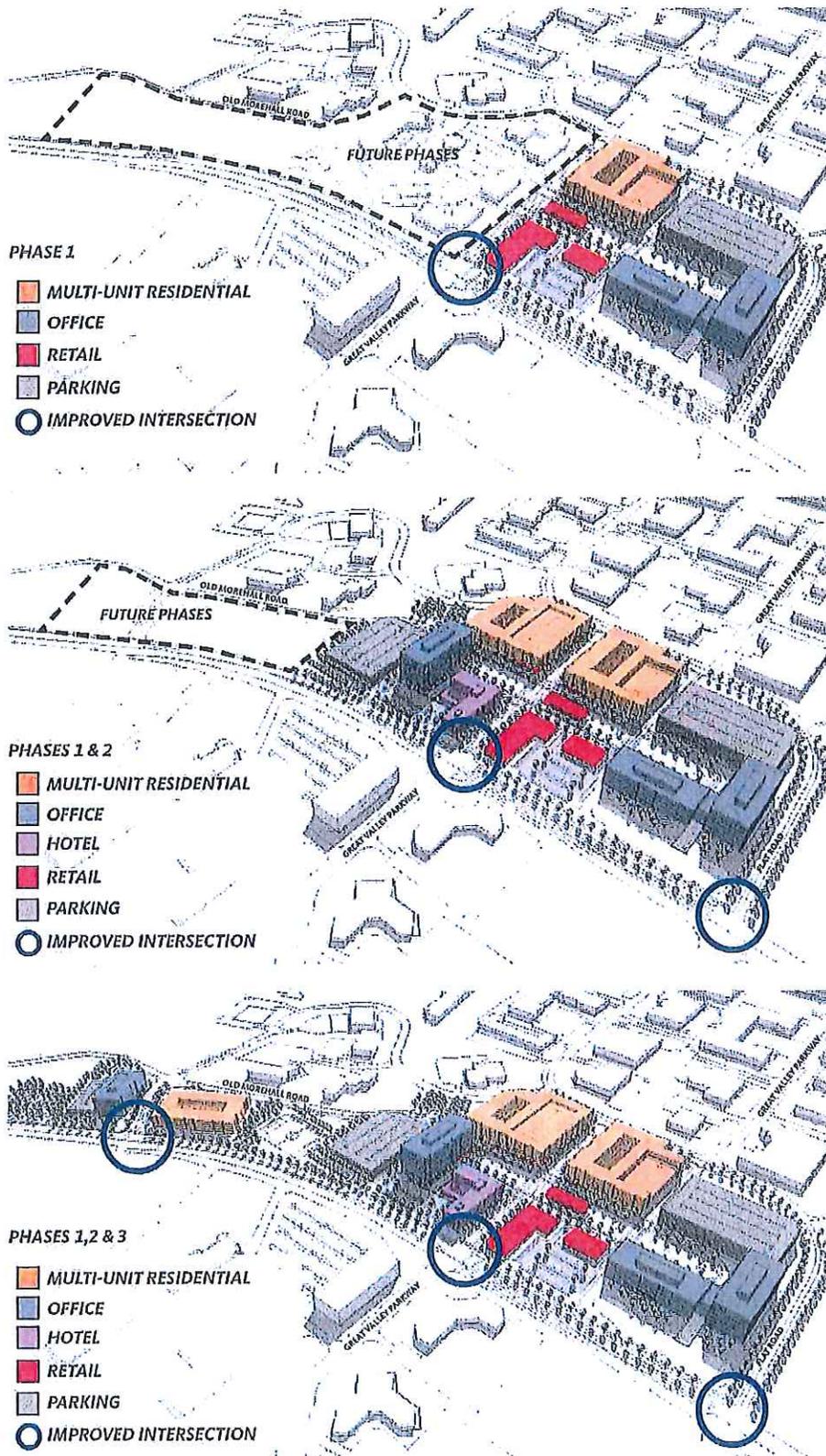
perimeter in order to preserve maximum flexibility, and shall not obstruct visual connection to Great Valley Parkway.

5.4.4 *The Market Pavilion*

The Market Pavilion is a freestanding, open-sided structure at the south end of the Market Plaza facing Great Valley Parkway. The Market Pavilion is a flexible space intended to accommodate various seasonal activities, and may be provided with electricity and plumbing. The Market Pavilion shall be constructed of materials that are durable, attractive, and of a character consistent with the architecture of Great Valley Center.

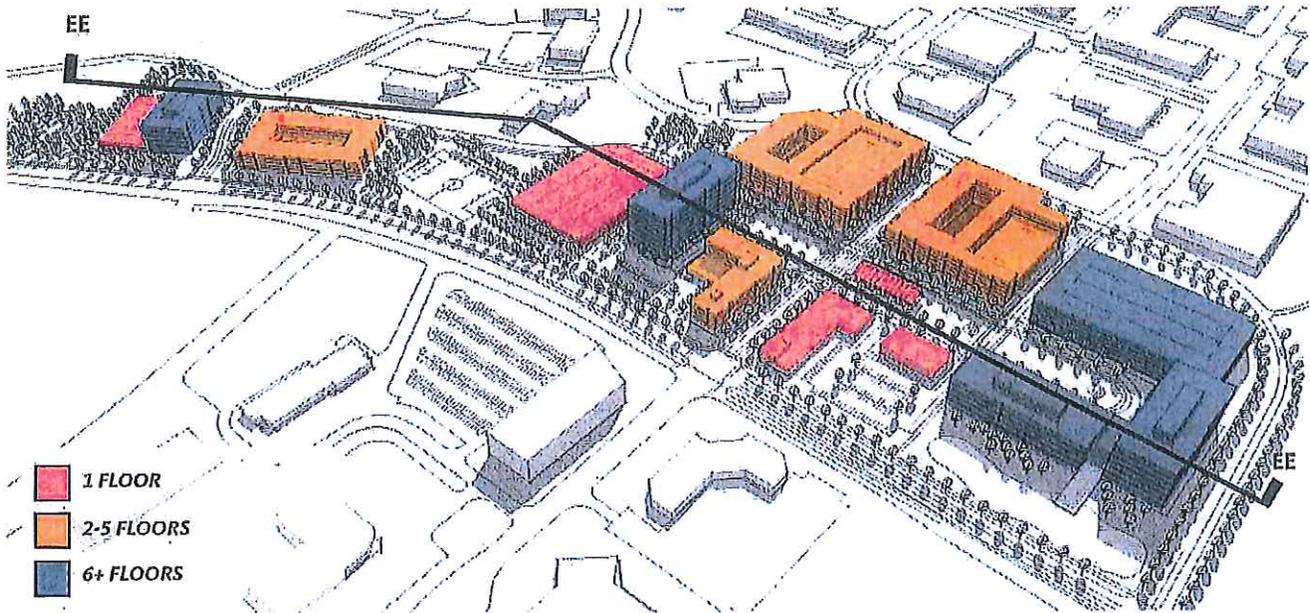
6. ARCHITECTURE

6.1 USES & PHASING

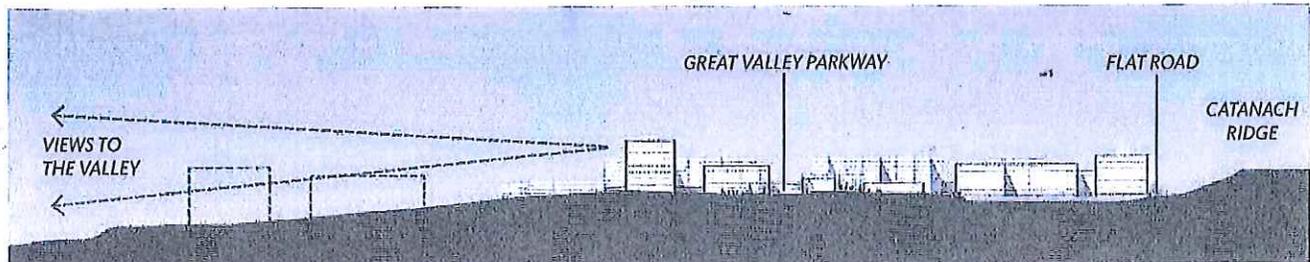


Great Valley Center: Phasing Sequence

6.2 BUILDING HEIGHT



Great Valley Center: Proposed Building Heights



Section EE: Site Section Looking West

Legislative Intent:

- 6.1 **Phasing:** Development shall be phased to coincide with planned intersection improvements in order to provide the appropriate capacity and levels of service for vehicles, and to reflect potential market shifts over the course of the project.
- 6.2 **Building Height:** Buildings shall be of appropriate heights necessary to achieve the higher densities characteristic of the GVR Overlay District, but shall exhibit sensitivity to the natural landscape by preserving views of valley and hills.

Design Guidelines:

- 6.3 **Phasing:** The project shall be programmed such that Phase 1 includes a complete mix of uses that is not dependent on the uses planned for Phase 2.
- 6.4 **Building Height:** Building height shall vary according to building type and building size, but shall be limited to 115', as measured according to Height of Building definition found in Section 200-14 of the East Whiteland Township Zoning Ordinance but excluding roof top equipment and access structures, screens, and architectural elements.

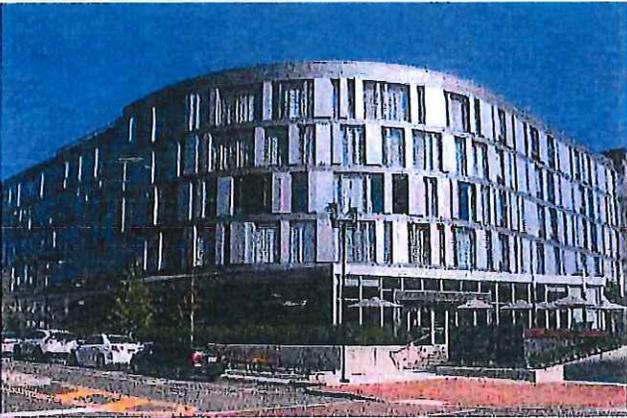
6.3 ARCHITECTURAL CHARACTER & DESIGN



Multifamily Residential Typology



Office Typology (Image: Don Pearse Photographers, Inc.)



Hotel Typology



Single-Story Retail Typology

Legislative Intent:

- 6.3.1 Architectural design varies with building type and building size.
- 6.3.2 Architecture shall be contemporary and subject to design covenants.

Design Guidelines:

- 6.3.4 All buildings in Great Valley Center shall promote high-quality design, materials, construction, and energy efficiency. Overall character of buildings should be consistent within the development.
- 6.3.5 Main entrances, lobbies, ground floor retail, and major program elements shall be located on Primary or Secondary Streets, or public spaces.

7. SIGNAGE



Entry Signage as landmark: The Cubes at Great Valley Center



Pole-mounted Wayfinding Signage



Entry Signage as Landscape Feature (Philadelphia Navy Yard)



Freestanding Wayfinding Signage



Legislative Intent:

- 7.1 Signage is intended to be well designed and constructed to provide a positive and colorful image.
- 7.2 Signage is intended to provide information, serve as wayfinding, and create distinctive landmarks at major entrances to the development project.

Design Guidelines:

- 7.3 Entry Signage or Features located near roads shall be appropriately-scaled for visibility from passing vehicles, as well as pedestrians. Entry signage may incorporate landscaping and/or sculpture to create greater visual appeal and impact.
- 7.4 Wayfinding signage may be pole-mounted or free-standing, as a pylon. Pole-mounted signage may be mounted on street lampposts, or share poles with municipal/regulatory signage.
- 7.5 All signage shall be constructed of materials that are durable, attractive, and of a character consistent with the architecture of Great Valley Center.

8. PARKING



Street Parking on Primary (Retail) Street



Parking Garage with landscape buffer (Great Valley Center)



Parking Garage with architectural screen, graphics & public art



Surface Parking lot with rain garden (Great Valley Center)

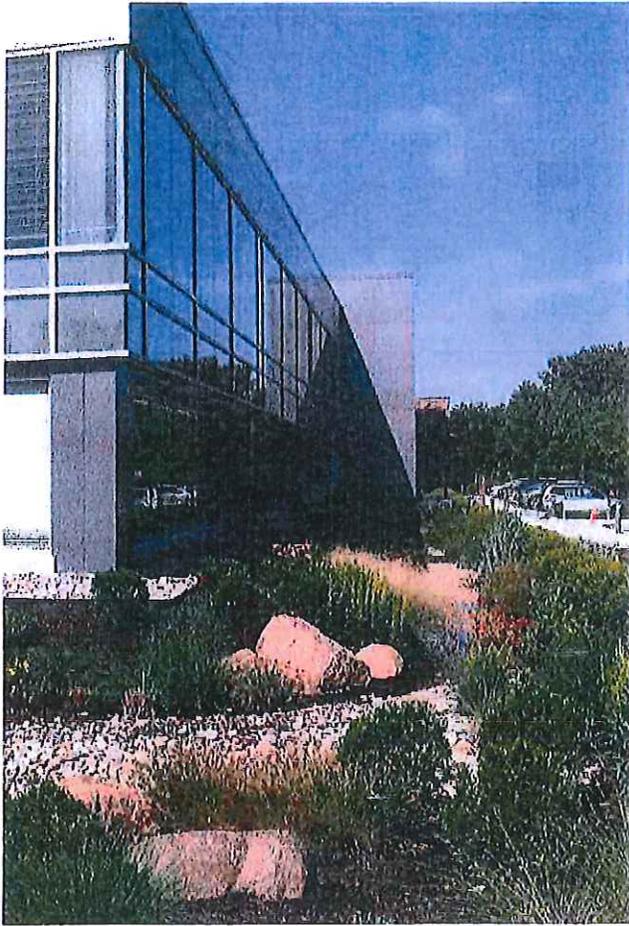
Legislative Intent:

- 8.1 Parking may be accommodated on street, in surface lots and multi-level parking structures. Parking lots and decks are accessory uses, and may be shared by residential, retail and office uses.
- 8.2 Perimeters of parking lots and decks are intended to be buffered with some form of landscape or screening, and shall be appropriately illuminated. Screening may incorporate landscaping, signage, and/or graphics.

Design Guidelines:

- 8.3 **Street Parking:** On-street, parallel parking shall be provided on Primary Streets, and may be provided on Secondary Streets where feasible.
- 8.4 **Structured Parking:** Parking structures shall not have frontage on Primary Streets, unless grade level frontage is designed for retail, educational, recreational, or similar uses. Facades of parking structures facing the Central Space, Secondary Streets, and Route 29 shall be appropriately screened. Screening may incorporate signage & graphics.
- 8.5 **Parking Lots:** Surface parking lots shall have appropriate landscaping to reduce heat island effect and beautify the site. Landscaping should incorporate Stormwater Management measures where possible (see Section 9). Landscaping may also include shade trees within islands and along edges or landscape buffers. Surface parking lots shall be accessed from Secondary Streets when feasible.

9. STORMWATER MANAGEMENT



Rain Garden at Building Perimeter (1 Country View Road, Great Valley Center)



Bioswale



Green Roof

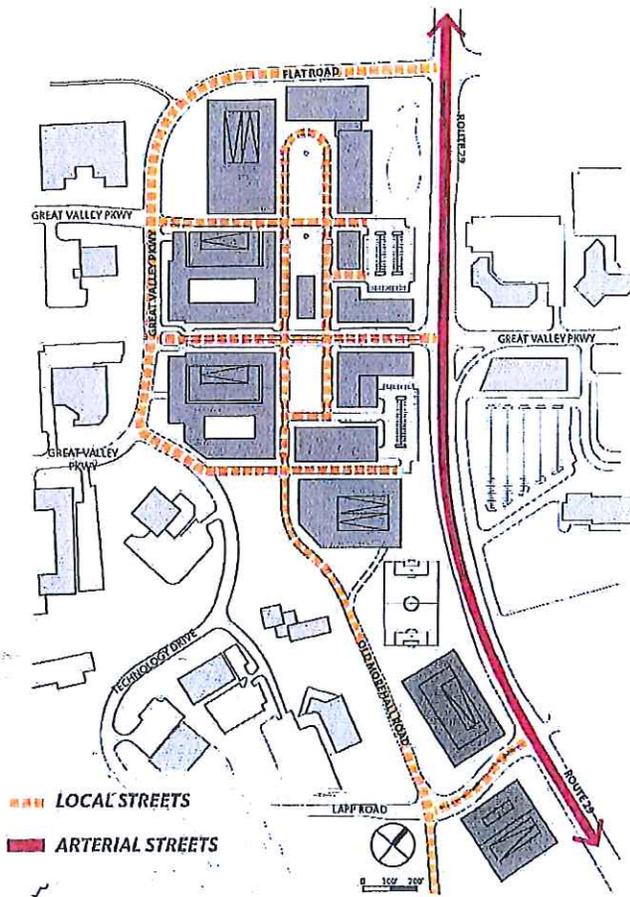
Legislative Intent:

- 9.1 Stormwater management is intended to attenuate and treat runoff from the proposed development in order to mitigate impacts to the Commonwealth's receiving waterways.
- 9.2 Localized stormwater BMP's (Best Management Practices), such as infiltration trenches, bioswales and raingardens, can be implemented to provide treatment and filtration of runoff from impervious surfaces during smaller storm events, while promoting recharge and reuse of runoff.
- 9.3 Incorporation of green roofs and pervious pavement surface can be utilized to reduce the effective impervious footprint of the proposed development, and decrease post-development runoff.

Design Guidelines:

- 9.4: All stormwater management shall be designed in accordance with the East Whiteland Township Ordinances, Valley Creek Act 167 Plan, Chester County Conservation District regulations and Chapter 102 (Title 25) of the PA Code
- 9.5: Stormwater detention may be above ground or underground.
- 9.6: Localized BMP's should be implemented for management of the smaller storms, while regional facilities should be implemented for larger storm events.

APPENDIX A



Street Classifications

Figure A.1 indicates the street classifications within the GVR Overlay District per East Whiteland Township Zoning Ordinance. All streets within the GVR Overlay District are local streets, and Route 29 is an arterial street. The street classifications of primary & secondary, as described in Section 2, refer only to street character & hierarchy for the purpose of these guidelines, applicable within the GVR Overlay District.

A.1 Street Classifications per East Whiteland Township Zoning Ordinance

ATTACHMENT "B"

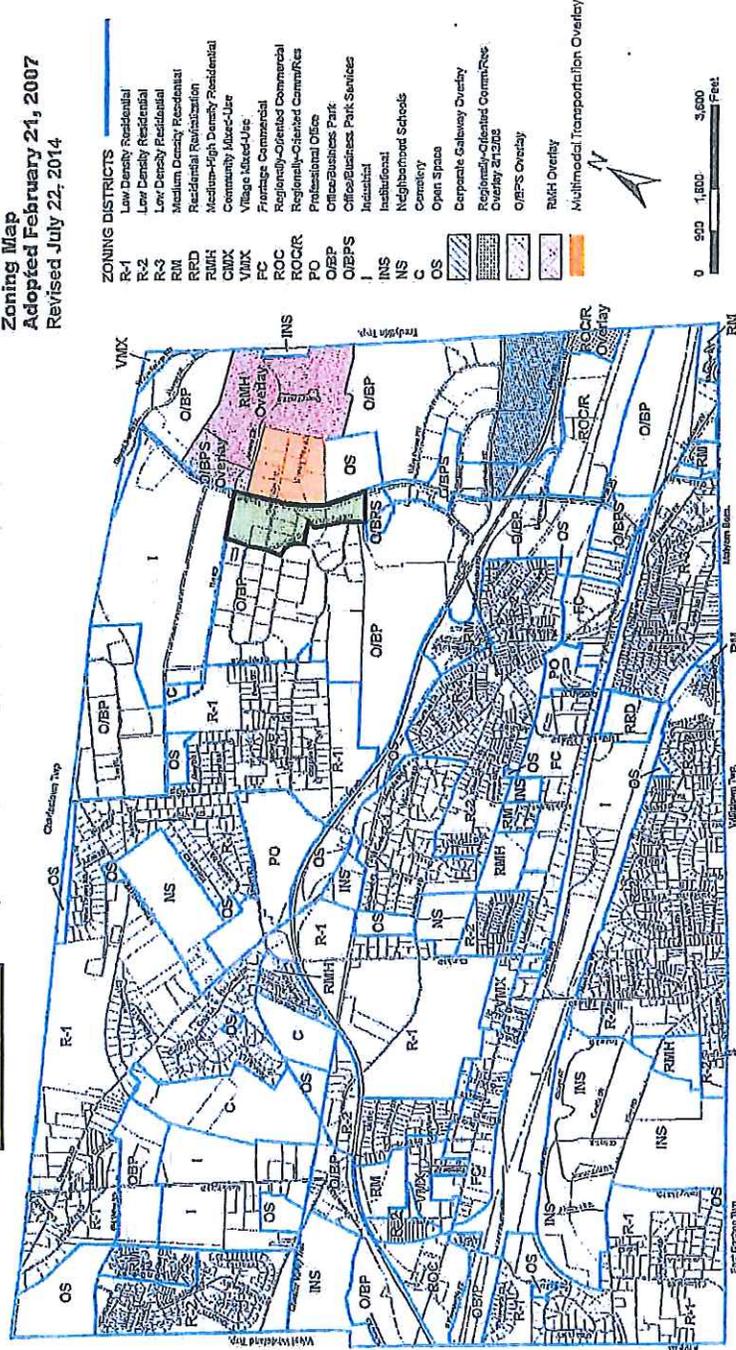
ZONING

200 Attachment 14

Township of East Whiteland

GVR | GREAT VALLEY REVITALIZATION OVERLAY DISTRICT

EAST WHITELAND TOWNSHIP
Zoning Map
Adopted February 21, 2007
Revised July 22, 2014



200 Attachment 14:1

09-01-2014

ATTACHMENT "C"



Nave Newell No. 2014-097.00

**OVERALL OUTBOUND DESCRIPTION OF
GREAT VALLEY REVITALIZATION OVERLAY DISTRICT
TAX MAP PARCEL'S: 42-2-14, 42-2-14.1, 42-4-15.10, 42-4-15.10A,
42-4-15.12, 42-4-15.15, 42-4-15.16, 42-4-15.17A, 42-4-51.1, & 42-4-52.1
EAST WHITELAND TOWNSHIP
CHESTER COUNTY, COMMONWEALTH OF PENNSYLVANIA**

ALL THAT CERTAIN tract or parcels of land, situate in the Township of East Whiteland, County of Chester, Commonwealth of Pennsylvania being more particularly herein bounded and described as follows:

COMMENCING AT A POINT in the title line on the southeast side of Flat Road (50 feet wide), said point being the southeast corner of tax map parcel 42-2-6 as described in deed book 3804 page 1459; thence, from said point of commencement the following two (2) courses and distance; (1) Along said title line of Flat Road South $75^{\circ}-32'-30''$ West, a distance of 16.41 feet to a point; thence, leaving said title line, (2) South $14^{\circ}-27'-30''$ East, a distance of 5.00 feet to the point of beginning, said point being the intersection of the southerly Right-of-Way line for Flat Road and the westerly legal Right-of-Way line for Morehall Road (variable width), and from said beginning point runs; thence, the following thirty (30) courses and distances:

- 1) Along the legal Right-of-Way for Morehall Road at the Northeast corner of parcel 42-2-14.1 South $11^{\circ}-38'-09''$ East, a distance of 135.55 feet to a point on the required Right-of-Way line for Morehall Road; thence,
- 2) Along said required Right-of-Way line South $06^{\circ}-58'-11''$ East, a distance of 146.58 feet to a point on said required Right-of-Way line; thence, along the same,
- 3) South $11^{\circ}-40'-24''$ East, a distance of 545.11 feet to a point on said required Right-of-Way line; thence, along the same,
- 4) South $14^{\circ}-13'-40''$ West, a distance of 48.01 feet to a point at the Southeast corner of parcel 42-2-14.1, said point being the intersection of the westerly required Right-of-Way line for Morehall Road and the northerly Right-of-Way line for Great Valley Parkway (90 feet wide); thence, leaving parcel 42-2-14.1 and crossing Great Valley Parkway,

- 5) South $17^{\circ}-15'-11''$ East, a distance of 93.45 feet to a point at the northeast corner of parcel 42-4-15.15, said point being the intersection of the westerly required Right-of-Way line for Morehall Road and the Southerly Right-of-Way line for Great Valley Parkway; thence, along said required Right-of-Way line,
- 6) South $11^{\circ}-39'-45''$ East, a distance of 106.74 feet to a point of curvature; thence, along the same,
- 7) Along the arc of a circle, curving to the left, having a radius of 2,606.48 feet, a central angle of $02^{\circ}-12'-23''$ and an arc length of 100.37 feet, said arc subtended by a chord bearing South $12^{\circ}-45'-57''$ East, a chord distance of 100.36 feet to a point of tangency, said point being the intersection of the westerly required Right-of-Way line for Morehall Road and the westerly legal Right-of-Way line for Morehall Road; thence along said legal Right-of-Way line,
- 8) South $00^{\circ}-59'-18''$ East, a distance of 59.40 feet to a point of curvature on said legal Right-of-Way line; thence along the same, leaving parcel 42-4-15.15, crossing through parcel 42-4-52.1, and into parcel 42-4-51.1,
- 9) Along the arc of a circle, curving to the left, having a radius of 1,980.08 feet, a central angle of $23^{\circ}-43'-18''$ and an arc length of 819.79 feet, said arc subtended by a chord bearing South $25^{\circ}-21'-05''$ East, a chord distance of 813.95 feet to a point of tangency, said point being the intersection of the westerly required Right-of-Way line for Morehall Road and the westerly legal Right-of-Way line for Morehall Road; thence, along said required Right-of-Way line,
- 10) South $34^{\circ}-44'-03''$ East, a distance of 41.76 to a point of curvature; thence, along said required Right-of-Way line,
- 11) Along the arc of a circle, curving to the left, having a radius of 1329.24 feet, a central angle of $07^{\circ}-54'-48''$ and an arc length of 183.59 feet, said arc subtended by a chord bearing South $39^{\circ}-30'-13''$ East, a chord distance of 183.44 feet to a point of tangency on said required Right-of-Way line; thence, along said required Right-of-Way line,
- 12) South $43^{\circ}-27'-37''$ East, a distance of 639.47 to a point, said point being the Southeasterly corner of parcel 42-4-51.1; thence, leaving said required Right-of-Way line,
- 13) South $66^{\circ}-32'-46''$ West, a distance of 544.77 along a common line between parcels 42-4-51.1 and 42-4-50 to a point on the Northeasterly side of Old Morehall Road (variable width); thence, along said northeasterly side,



- 14) North $21^{\circ}-10'-14''$ West, a distance of 75.06 feet to a point; thence, leaving the northeasterly side of Old Morehall Road,
- 15) South $66^{\circ}-32'-46''$ West, a distance of 16.50 feet to a point a point on the title line of Old Morehall Road, said point also being in the bed of Old Morehall Road; thence, along the same,
- 16) North $21^{\circ}-10'-14''$ West, a distance of 234.44 feet to a point; thence, along the same,
- 17) North $32^{\circ}-19'-14''$ West, a distance of 535.00 feet to a point, said point being the northwest corner of parcel 42-4-51.1 and the southwest corner of parcel 42-4-52.1; thence, along the title line for Old Morehall Road in the bed of Old Morehall Road,
- 18) North $37^{\circ}-21'-31''$ West, a distance of 174.34 feet to a point; thence, along the same,
- 19) North $07^{\circ}-07'-13''$ West, a distance of 106.09 feet to a point; thence, along the same,
- 20) North $27^{\circ}35'-05''$ East, a distance of 125.69 feet to a point; thence leaving the title line for Old Morehall Road, crossing the westerly side of Old Morehall Road, and partially along a common line for parcels 42-4-15.17A and 42-4-15.17,
- 21) South $77^{\circ}-27'-15''$ West, a distance of 495.63 feet to a point of curvature on the easterly Right-of-Way line for Technology Drive A/K/A Commerce Drive (60 feet wide), said point being the southwest corner of parcel 42-4-15.17A and the northwest corner of parcel 42-4-15.17; thence, along the easterly Right-of-Way line for Technology Drive, along the westerly property line of parcel 42-4-15.17A crossing the northwest corner of 42-4-15.17A, a common corner for parcels 42-4-15.17A and 42-4-15.16 and along the southwest property line of parcel 42-4-15.16,
- 22) Along the arc of a circle, curving to the left, having a radius of 428.35 feet, a central angle of $69^{\circ}-05'-53''$ and an arc length of 516.58 feet, said arc subtended by a chord bearing North $39^{\circ}-05'-27''$ West, a chord distance of 485.84 feet to a point of tangency on said easterly Right-of-Way line of Technology Drive, said point being on the southwest property line of parcel 42-4-15.16; thence, along said easterly Right-of-Way line and southwesterly property line
- 23) North $73^{\circ}-38'-23''$ West, a distance of 100.19 feet to a point of curvature; thence, along the easterly Right-of-Way for Technology Drive then along the Easterly Right-of-Way for Great Valley Parkway (60 feet wide),

- 24) Along the arc of a circle, curving to the right, having a radius of 25.00 feet, a central angle of $77^{\circ}-32'-37''$ and an arc length of 33.83 feet, said arc subtended by a chord bearing North $34^{\circ}-52'-05''$ West, a chord distance of 33.31 feet to a point of reverse curvature on said easterly Right-of-Way line of Great Valley Parkway and the westerly property line of parcel 42-4-15.16; thence, along said easterly Right-of-Way line and westerly property line,
- 25) Along the arc of a circle, curving to the left, having a radius of 230.00 feet, a central angle of $08^{\circ}-10'-07''$ and an arc length of 32.79 feet, said arc subtended by a chord bearing North $00^{\circ}-10'-50''$ West, a chord distance of 32.76 feet to a point of tangency; thence, along the same,
- 26) North $04^{\circ}-15'-53''$ West, a distance of 254.49 feet leaving the westerly property line of parcel 42-4-15.16 to a point in the bed of Great Valley Parkway; thence, leaving the bed of Great Valley Parkway along the westerly property line of parcel 42-2-14 and the easterly Right-of-Way line for Great Valley Parkway,
- 27) North $12^{\circ}-20'-53''$ West, a distance of 241.91 feet to a point of curvature on the westerly property line of parcel 42-2-14 and the easterly Right-of-Way line for Great Valley Parkway; thence, along said easterly Right-of-Way, said westerly property line, crossing the northwest corner of parcel 42-2-14 and the southwest corner of parcel 42-2-14.1, leaving parcel 42-2-14 and along the westerly property line of parcel 42-2-14.1,
- 28) Along the arc of a circle, curving to the left, having a radius of 230.00 feet, a central angle of $45^{\circ}-46'-06''$ and an arc length of 183.73 feet, said arc subtended by a chord bearing North $35^{\circ}-13'-56''$ West, a chord distance of 178.88 feet to a point of tangency on the easterly side of Great Valley Parkway, said point being the southwest corner of parcel 42-4-15.10 and the westerly corner of parcel 42-2-14.1; thence, along the West property line of parcels 42-4-15.10 and 42-4-15.10A, said property lines being a common line with the East property line of parcel 42-4-15.7,
- 29) North $02^{\circ}-42'-00''$ West, a distance of 481.31 feet to a point on the southerly Right-of-Way line for Flat Road (50 feet wide), said point being the northwest corner of parcel 42-4-15.10A; thence, along said Right-of-Way line crossing a point at the Northeast corner of parcel 42-4-15.10A and the northwest corner of parcel 42-2-14.1 and along the northerly property line of parcel 42-2-14.1,



30) North 75°-32'-30" East, a distance of 959.68 feet to the POINT AND PLACE OF BEGINNING.

SAID ABOVE DESCRIBED tract of land containing within said bounds 1,998,208 square feet or 45.873 acres.



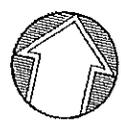
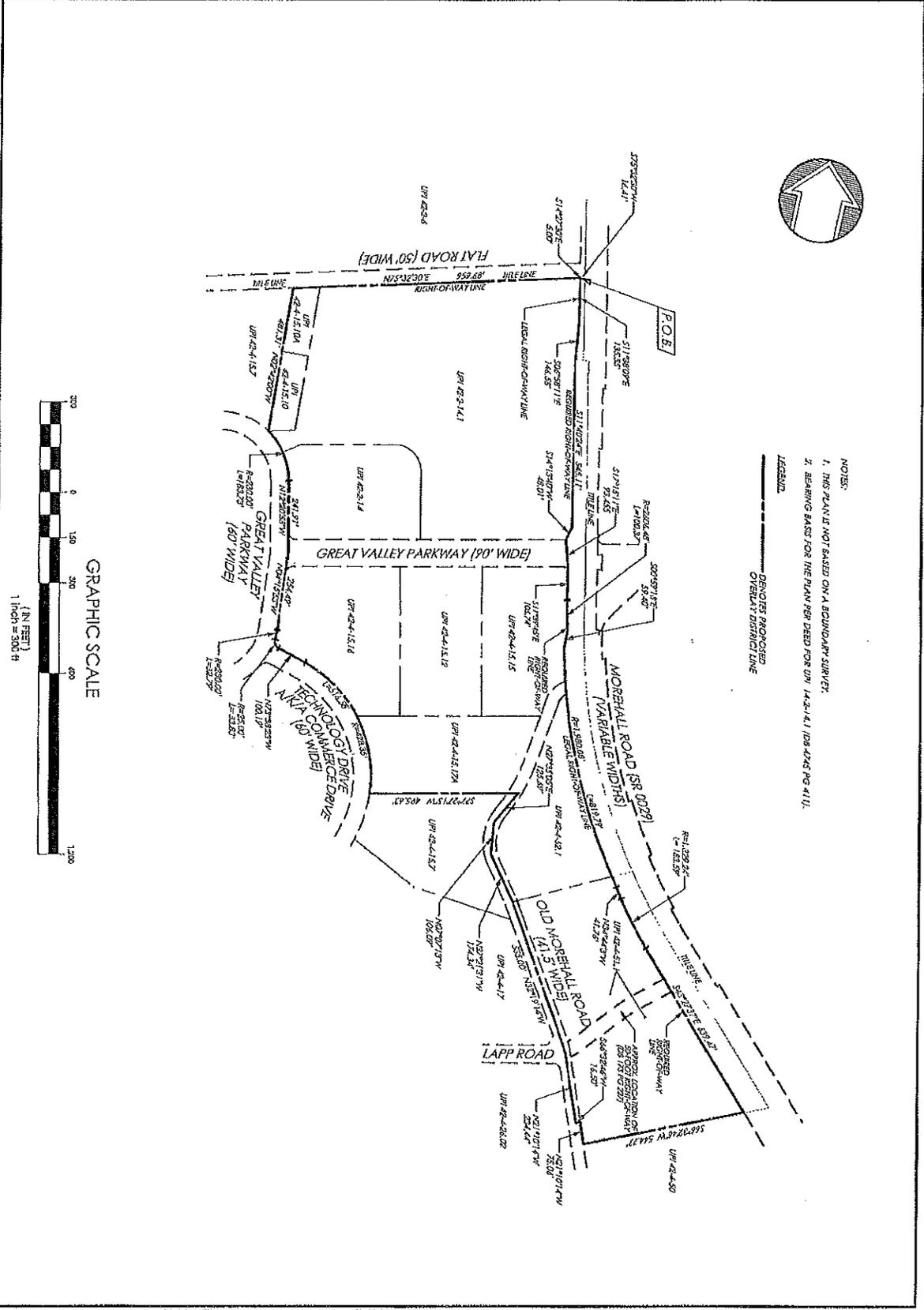
Date: October 8, 2015



Jason N. Bertzos
Professional Land Surveyor
Pennsylvania License No. SU-075425

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- NOTES:
1. THIS PLAN IS NOT BASED ON A BOUNDARY SURVEY.
 2. BEARING DATA FOR THE PLAN PER DEED FOR UPR 142-141 (DB 4248 PG 411).
- LEGEND:
- DENOTES PROPOSED OVERLAY DISTRICT LINE

<p>1 of 1</p>	<p>EXHIBIT PLAN</p> <h2 style="margin: 0;">GREAT VALLEY REVITALIZATION OVERLAY DISTRICT</h2> <p style="margin: 0;">EAST WHITELAND TOWNSHIP, CHESTER COUNTY, PENNSYLVANIA</p>	<p>DATE: _____</p> <p>SCALE: _____</p> <p>BY: _____</p> <p>CHECKED: _____</p>	<p style="font-size: small;">Nave Newell Where Ideas Get Down to Earth 1500 N. Broad Street Chester, PA 19380 Phone: 610-265-8323 Fax: 610-265-8324</p>
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