



**BRANDYWINE
CONSERVANCY**

*Preserving Our
Land & Water*

MEMORANDUM

TO: 2015 Comprehensive Plan Update Task Force
Mark A. Gordon, Zoning Officer
East Goshen Township

FROM: John E. Theilacker, AICP, Associate Director for Municipal Assistance

DATE: July 22, 2014

SUBJECT: Task Force Materials for 2015 Comprehensive Plan

Cc: Jeannine Speirs, Chester County Planning Commission
Steve Kehs, Triad Associates, Inc.

Happy summer – part 2! Attached to this memo are three items for you to review and bring to our meeting this coming Monday evening, July 28th: 1) a draft task force meeting agenda; 2) a revised draft Chapter 2; and a July 17th Memo from Rick Smith.

At our Monday night meeting, we will review the revised draft Chapter 2 in the same manner we reviewed Chapters 1, 3, 4, 5, and 6 at our June meeting. Please review Rick's July 17th memo prior to our meeting as Rick summarizes the Board of Supervisors' comments with Chapter 2. We can then discuss both together, as well as any comments or recommendations raised by the task force.

As a reminder, these meetings are the final opportunity for the task force to comment on the individual plan chapters before the complete draft is produced. At that time, the task force will be provided an opportunity to review the complete draft and provide, what is hoped to be at that point, minor comments.

Thank you very much, and we'll see you Monday night, July 28th, 2014, starting at 7:00 p.m.

Attachments (3)

AGENDA

COMPREHENSIVE PLAN TASK FORCE MEETING #13

2015 COMPREHENSIVE PLAN EAST GOSHEN TOWNSHIP

July 28, 2014

ITEMS

- 1. Review, Discussion and Comments on Revised Draft Chapter 2, Economic Development**
John Theilacker and Al Zucarello, Commerce Commission
- 2. Public Comments**
Susan Carty
- 3. Adjourn**

Chapter 2.

Economic Development

Goal 2. Promote development and redevelopment opportunities that sustain the local economy, complement the Township's quality of life, and continue to make East Goshen a great place to live and work.

Economic viability is an essential, but often overlooked contributor to a community's quality of life. People need jobs. Municipalities need businesses. Both are necessary to ensure a sustainable environment. For these reasons, Township officials sought to add an Economic Development chapter to the Comprehensive Plan.

East Goshen Township has a strong, diverse and very viable economy. It is one of the most prosperous municipalities in Chester County. Its 2012 household income was estimated at \$118,000, almost twice the national average. The Township is home to more than 1,000 businesses which provide jobs to 6,150 individuals. Most of these businesses are located in the Township's fully occupied business parks or in the vicinity of the commercial corridors along Route 3 and Paoli Pike.

The Township's labor force of over 8,700 residents is highly educated. They commute approximately 25 minutes to work which is typical of other Chester County workers. Within this local labor shed almost one-fifth of the population 25 years and older has a Master's Degree or better. 54.0% of the population has at least an Associates' Degree; a percentage which has increased considerably from 42.2% in 1990. The working age population is employed across the board of industrial sectors, with large numbers and percentages of individuals engaged in manufacturing, retail trade, professional services, education, and health care. In short, there are well trained local, resident, and regional workforces from which prospective new businesses in the Township can draw employees.

These data help to illustrate the fact that East Goshen provides its residents and businesses with an excellent environment within which to live and work. Nonetheless, the Township is seeking to sustain this quality of life by expanding its economic base to ensure jobs for its citizens and new opportunities for business. To accomplish this, the Township will focus on five economic development objectives.

Objective 2.1: Promote business retention by continuing to engage existing businesses and industries and exploring ways to address their needs.

Recommendation 2.1.1 – Continue the highly successful workshops hosted annually by the Commerce Commission.

Action Item 2.1.1A – Enhance access to information by increasing the visibility and importance of economic development on the Township’s website by creating an economic development page that provides links to a range of supportive services, agencies, and organizations.

Action Item 2.1.1B – Expand the work done by the Commerce Commission to create the “East Goshen Township Electronic Mall” that provides an easily accessed and highly visible inventory of all the services and business opportunities in the Township.

Recommendation 2.1.2 – Expand business retention tools available to local businesses and industries.

Action Item 2.1.2A – Work with the Chester County Economic Development Council, Pennsylvania DCED and a consortium of local banks to create a low interest loan program for East Goshen businesses.

Action Item 2.1.2B – Develop East Goshen brochures and handouts that outline local, county and statewide programs and services for business.

Action Item 2.1.3C – Define and provide linkages to business development and retention services through the East Goshen website.

Recommendation 2.1.3 – Work with businesses to explore ways to share services and facilities.

Action Item 2.1.3A – Explore opportunities for ride sharing and transit connections to area rail and bus stations.

Action Item 2.1.3B – Identify businesses and industries willing to rent/share research & development space, lab space, conference facilities and other services.

Action Item 2.1.3C – Explore the possibility of developing a “virtual office facility” in the Township that would provide municipal residents a greater opportunity to work “at home” and have the needed administrative support, electronic infrastructure, and office equipment.

Objective 2.2: Develop partnerships with area healthcare, educational, and technical institutions to help ensure local employers continued access to high quality labor.

Recommendation 2.2.1 – Create an “East Goshen Connect” Program that links municipal school students and adults with opportunities for local employment.

Action Item 2.2.1A – Work with municipal employers, businesses, and schools to create Apprenticeship Programs in East Goshen Township for young people.

Action Item 2.2.1B – Create an East Goshen Township “App” that would inform East Goshen residents about employment opportunities in the community and/or provide information for business.

Action Item 2.2.1C – Host Career Days that bring Township students, area employers and educational leaders together to promote the range of post secondary employment opportunities for young people and adults.

Recommendation 2.2.2 – Develop and expand the networking opportunities that connect local employers with education, training and skill providers.

Action Item 2.2.2A – Develop the Township’s website to provide more information for about how to secure workforce training and educational connections.

Action Item 2.2.2B – Include educational, healthcare and workforce training institutions as part of the annual business workshops hosted by the Commerce Commission.

Objective 2.3: Enhance the visibility of the Township as a place for new investment and economic development.

Recommendation 2.3.1 – Develop a marketing program for East Goshen Township.

Action Item 2.3.1A – Create a marketing tag line, brochures and online strategy for promoting economic development opportunities in East Goshen Township.

Action Item 2.3.1B – Create and maintain a GIS online inventory of commercial available land, real estate, and buildings available for sale or lease.

Recommendation 2.3.2 – Make it easier for current and new businesses to navigate the maze of resources and regulation needed to sustain, expand or invest in businesses in East Goshen Township.

Action 2.3.1A – Identify or engage an individual who will be East Goshen Township’s official Business Ombudsman, and whose job it will be to meet their retention and development needs.

Action 2.3.1B – Promote regular outreach efforts and meetings with DCED, Chester County Economic Development Council, local developers and other interests to keep them engaged in the opportunities and services offered by East Goshen Township.

Objective 2.4 – Identify locations and explore land use changes to accommodate new business and commercial development in the Township.

Recommendation 2.4.1 – Examine the potential for using municipal and semi-public land for new economic development opportunities.

Action Item 2.4.1A – Work with the East Goshen Fire Company to explore the possibility of using and rezoning a portion of its land along Route 3 for light commercial or retail uses.

Action Item 2.4.1B – Explore the potential for rezoning municipally owned land along Paoli Pike for mixed use development that would increase development densities and allow retail uses to be comingled with municipal and government services.

Action Item 2.4.1C – Modify zoning regulations to allow limited and potentially seasonal retail uses such as refreshment pavilions within the Township’s open spaces and park facilities.

Action Item 2.4.1D – Initiate a detailed market analysis to explore the highest and best use for the Goshen Village Shopping Center, in the event it continues to struggle as a viable retail center.

Recommendation 2.4.2 – Examine existing land use, density, and height limitations within the township’s business parks to provide for the expansion of existing uses and provide for additional business space.

Action Item 2.4.2A – Explore the potential for rezoning business park space to provide for niche retail activity such as food vendors, cafes, florists, dry cleaners and other convenience retailers in order to meet the needs of park occupants and employees.

Action Item 2.4.2B – Expand allowable uses in the business parks to include research & development and the possibility of business incubator space.

Action Item 2.4.2C – Conduct a market analysis to explore the possibility of a hotel/convention center in one of the municipal business parks or a commercially zoned parcel near the business parks.

Objective 2.5: Create a “Sense of Place” for the Paoli Pike Corridor and other commercial areas that help promote the Township as a premier regional shopping and/or service destination.

Recommendation 2.5.1 – Work with DVRPC and Chester County Planning Commission to conduct a Design Study for the Paoli Pike Corridor that focuses on the continuity of landscaping, lighting, pedestrian and bicycle infrastructure and improves the general circulation of traffic in the area. (See also Chapter 3. Land Use.)

Action Item 2.5.1A – Design a municipal logo and implement a system of wayfinding that provides a distinct identity for the community and directs motorists and other travelers to key destinations in the Township.

Action 2.5.1B – Design and construct “gateways” to East Goshen Township that provide greater identity and visibility for people living in and traveling through the community.

Action Item 2.5.1C – Coordinate bike, pedestrian and vehicular circulation with regional and county plans and programs.

Recommendation 2.5.2 – Conduct an analysis of telecommunication infrastructure to ensure that businesses and business parks have adequate access to broadband, wireless and other telecommunications support.

Plan Implementation

Defining economic actions and strategies is step one in a longer process of outreach and development. There is a wide range of resources available to assist in the implementation of the economic development element of the East Goshen Comprehensive Plan. These include local, County, Commonwealth and Federal programs and resources. The following is an inventory of some of these resources, broken down by the principal goals of the economic development agenda. (Note: In the current fiscal environment, grant programs and funding availability changes regularly and quickly.)

Traffic and Circulation Resources

- Chester County Planning Commission Transportation Inventory
- DVRPC Transportation Improvement Program (TIP)
- Surface Transportation Program (STP)
- PennDOT/Pennsylvania Infrastructure Fund
- Hometown Safe Streets and Safe Routes to Schools Grant Program
- Transportation Community Development Initiative (TCDI) Grant Program
- Transportation Enhancement Grant Program
- Treevitalize (PA Horticultural Society)
- PA DCED Infrastructure Development Fund
- Bikes Belong Coalition
- Community Transportation Development Fund

Economic and Business Development

- Chester County Economic Development Council
- PA DCED Business in our Sites Program
- Pennsylvania Municipal Assistance Program (MAP)
- PABizOnline.com
- Pennsylvania Technical Assistance Program (PennTAP)
- Ben Franklin Technology Partnership
- Partnership for Regional Economic Performance
- Governor's Action Team
- General PA DCED Technical Assistance (Economic Stimulus Package Technical Assistance)

Municipal Planning and Zoning

- Chester County Planning Commission Local Planning Assistance Program
- Local Government Academy Multi-Municipal Planning and Community Sustainability Grant Program
- U.S. HUD Sustainable Communities Grant Program
- EPA Smart Growth Grant

SUMMARY

The Economic Development Recommendations and Actions proposed by this element of the Comprehensive Plan represent some initial steps in ensuring the ongoing vitality of the Township's business community. These actions are obviously part of a larger comprehensive plan and as such need to be implemented in concert with other community goals and objectives.

East Goshen Township is a prosperous and forward looking community. It has excellent assets, good businesses, a great regional location, and a sound economic base. There are no significant changes to existing land use or the Township's approach to economic growth and sustainability needed. The Commerce Commission has done an outstanding job connecting with the local business community and will continue to play a leading role in guiding and shaping the future of East Goshen Township.

Memo
East Goshen Township
1580 Paoli Pike
West Chester, PA 19380

Voice (610) 692-7171
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Date: July 17, 2014
To: Comp Plan Task Force
From: Rick Smith, Township Manager
Re: Chapter 2 Economic Development

On July 15, 2014 the Board reviewed Chapter 2 Economic Development and had the following comments:

Format

The chapter utilized the new format

Recommendation 2.5.2 did not have any actions.

The Implementation and Summary sections should be deleted to make the chapter consistent with the other chapters.

Content

It was the consensus of the Board that the objectives should be revised to reflect: 1) what we need to do to retain existing business, 2) what we need to do to attract new business, and 3) what land use issues (housing), amenities and township services need to be addressed for 1 and 2.

One of the action items for 3 should be the development of a conceptual design plan for Paoli Pike and for West Chester Pike.

In addition, the Board believes that it may need to make changes to its approach for economic growth and land use regulations in the future.

The chapter should be re-written by John Theilacker, so the writing style and prose would be consistent with the other chapters in the Comp Plan.

It was noted that economic development is dependent upon available land, labor and capital.

Page 1 - 2nd paragraph ---- should be 100 businesses

Page 1 – 3rd paragraph ---- Commute time is not relevant to issue. Not sure what a local “labor shed” is. Are the percentages provided for East Goshen or Chester County?

Objective 2.1 ---- Actions listed are not related to Recommendation 2.1.1

Action 2.1.2A ---- Unrealistic for Township to create a loan program for East Goshen businesses

Actions 2.1.3C ---- Contradictory. We are going to provide a facility that allows people to work from home.

Objective 2.2 ---- Not sure why “healthcare” is included.

Action 2.3.1B ---- People do not call the Township when they want to sell or rent property, they call a realtor.

Recommendation 2.4.1 ---- Township “open space” cannot be developed. Township does not own any “developable” property. Not sure what “semi-public” land is.

Action 2.4.1A ---- A valid action item.

Action 2.4.1B. ---- Other than the Township Park and Applebrook Park, the only properties we own are the Twp. Building and Public Works Annex. The Public Works Annex is deed restricted and retail uses are not permitted.

Action 2.4.1C ---- The Township can do this today under existing park regulations.

Action 2.4.2A ---- These uses are currently available within 1 mile of business parks.

Action 2.4.2C ---- The Goshen Village Shopping Center is the only commercially zoned property near the business parks.

Action 2.5.1A ---- “Wayfinding” is this another word for signs?

Action 2.5.2. ---- The Township is served by both Verizon Fios and Comcast: and we have 12 cell phone facilities in the Township.

Page 5 Plan Implementation ---- Delete this section - The inventory should be moved to appendix.

Page 6 – Summary ---- Delete this section - Comment : If we do not make changes to our land use regulations or our approach to economic growth (I.E. we keep doing the same thing) we will be soon be going backwards. We need to have more than the Commerce Commission involved with economic development.

draft
**EAST GOSHEN TOWNSHIP
COMPREHENSIVE PLAN TASK FORCE
MEETING MINUTES
June 23, 2014**

The East Goshen Township Comprehensive Plan Task Force held a regularly scheduled meeting on Monday, June 23, 2014 at 7:00 pm at the East Goshen Township building.

Members in attendance were:

Susan Carty, Planning Commission & TF Chairman
Dan Daley, Planning Commission
Erich Meyer, Conservancy Board
Janet Emanuel, Township Supervisor
Al Zuccarello, Commerce Commission
Chris Reardon, Historical Commission
Joseph Zulli, Park & Recreation Commission

Consultants present were:

John Theilacker, Project Manager, Brandywine Conservancy
Jeannine Speirs, Chester Co. Planning Commission

Township Staff:

Mark Gordon, Dir. Of Code Enforcement/Zoning Officer
Marty Shane, Township Supervisor

COMMON ACRONYMS:

| | |
|--|--|
| <i>BC – Brandywine Conservancy</i> | <i>OSRER – Open Space, Recreation & Environmental Resources Plan</i> |
| <i>BOS – Board of Supervisors</i> | <i>PADEP – PA Dept of Environmental Protection</i> |
| <i>CCWRA – Chester Co Water Resources Authority</i> | <i>SCA – Sustainable Communities Assessment</i> |
| <i>CP – Comprehensive Plan</i> | <i>SWM – Stormwater Management</i> |
| <i>CPTF – Comprehensive Plan Task Force</i> | <i>TDR – Transferable Development Rights</i> |
| <i>CAP – Climate Action Plan</i> | <i>TMDL – Total Maximum Daily Load</i> |
| <i>CC – Commerce Commission</i> | <i>TND – Traditional Neighborhood Development</i> |
| <i>DBH – Diameter, Breadth & Height of trees</i> | <i>TOD – Transit Oriented Development</i> |
| <i>EV – Exceptional Value</i> | <i>VPP – Vision Partnership Program</i> |
| <i>HQ – High Quality</i> | |
| <i>IBA – Important Bird Area</i> | |

Call to Order & Pledge of Allegiance

Sue called the meeting to order at 7:00 pm and led those present in the Pledge of Allegiance. There was a moment of silence to remember our troops.

Approval of Minutes

Sue noted that the minutes of March 24, 2014 were approved as corrected.

Review & Discussion of Revised Meeting Schedule

John distributed a revised meeting schedule which starts on page 2 as follows:

June 23, 2014 review Chapters 1, 3, 4, 5, and 6
July 28, 2014 Review chapter 2
August 25, 2014 No Meeting

September 22, 2014 review Chapter 8 & 9
October 27, 2014 review chapter 7
November 24, 2014 review chapter 10
December 2014 No Meeting
January 2015 No Meeting
February 23, 2015 Review complete draft
March 23, 2015 Continue review of draft
April 27, 2015 Final task force meeting
May thru July 2015 Act 247 distribution of final draft of 2015 Comprehensive Plan to County and adjoining municipalities; Planning Commission Public Hearings. BOS Public Hearings.

John spoke about the change in the format of the plan. An extension has been requested so he anticipates adoption in July 2015. This 2015 Plan will replace the 2005 Plan. There are 2 new chapters – Transportation and Community Facilities. February 2015 the complete draft should be done and will include maps, charts, photos, etc.

CHAPTER 1

Some of the goals of the 2005 Plan are in this new plan. Dan verified that this new 2015 plan will be reviewed in 10 years but has a 20 year horizon. Changes made to Chapter 1 were:

- Page 2, Chapter 5 goals – delete “loss” and insert “development”
- Page 2, Public Participation, bullet 3, 3rd line, change “serious” to “series”
- Page 2, last line after “Club” add “for their respective business and corporate park zones.”
- Page 3, move Objective 3.1 from Chapter 3, Land Use to the end of Chapter 1. Also, change it to read “Development of or redevelopment of any land in the township should further the overall and supporting goals of this Plan.”

CHAPTER 3

Diversity of the population was discussed.

- Page 1, Objective 3.1 – move to Chapter 1
- Page 1, Objective 3.2 – Change to read “Provide various housing options”
- Page 2, Recommendation 3.2.2 – Change to read “Evaluate the zoning ordinance in light of changing demographic and income diversity.”
- Page 2, Change Action Item numbers to 3.2.1; 3.2.2; and 3.2.3.
Janet and Sue voiced concern about Action Item 3.2.1.
- Page 2, Action Item 3.3.1B – Remove “and revise” and change to “update, if necessary,..”
Jeannine feels this would preserve existing developments from infilling with something very different.
- Page 4, Recommendation 3.4.4 – First line change “town” to “township”. Jeannine commented that, in past conversations, it was mentioned that a Township Center Plan would be done separate from the Comp Plan.
- Page 5, Action Item 3.5.1A – Remove “and Boot Road”. Remove the last sentence, starting with “These corridor....entry corridors.” Al commented that the area of change in the future could be the Fire Company property. Marty feels that Paoli Pk., Rt. 3 and the corporate parks each need their own Master plan.
- Page 5, Action Item 3.5.2B – Parking. Dan mentioned that shared parking agreements run with the property. This could inhibit some from coming here. It is important that there is room to provide more parking in the future, if needed. Also, porous pavement is getting better. Maintenance is an issue. It works well if maintained. Most ordinances do require it to be counted as impervious pavement.

- Page 6, Action Item 3.6.1B – When thinking about cluster housing, Dan feels it is important to consider the impact on schools. Also, Hershey’s Mill, Dan asked if there would be a reason for the township to be involved sometime in the future. Janet mentioned that the 55+ community gives tax advantages. If this is no longer viable, the Master Assoc. would take care of it. John will combine Recommendation 3.6.1 with 3.6.2.
- Page 6, Objective 3.7 – John feels existing businesses should be encouraged to expand and bring in new business. Janet had concern about industrial height next to a residential area. John mentioned that most of Chapter 3 was in the 2005 plan.
- Page 7 – Objective 3.8 and 3.9 will be removed. Recommendations 3.9.2, 3.9.3; and 3.9.4 will be combined into one sentence.

CHAPTER 4

John mentioned that this chapter is mostly new because of input from the Conservancy Board.

- Page 1, Objective 4.1 – Opening Comment – Change last sentence to “Within the township, these stream impairments are most likely due to older land developments when stormwater management controls were less restrictive.
- Page 2, Recommendation 4.1.2 – delete “Improve” add “Evaluate and modify as needed,..”
- Page 3, Action Item 4.2.2D – delete “If non-existent, add” add “Review provisions....”
- Page 3, Action Item 4.2.2E – Janet pointed out that there needs to be a definition of a Heritage Tree.

CHAPTER 5

- Page 1 – Goal 5 starting sentence should be in Bold print.
- Page 3, Objective 5.4 – Chris commented that the Historical Commission is ok with Objectives 5.1 thru 5.3. However, they feel that 5.4 regarding scenic resources is not the responsibility of the Historical Commission.
- Page 4, Action Item 5.4.2C – John will contact the Township Solicitor to review this.

CHAPTER 6

John mentioned that this is a new chapter and was not covered in the 2005 Plan.

- Page 1, Recommendation 6.1.1 – Change to “Evaluate planning and zoning...”
- Page 1, Action 6.1.1D – Delete “Amend” insert “Consider...”
- Page 4, Objective 6.7 – Develop a Climate Action Plan. (CAP) Jeannine mentioned that many municipalities are adopting CAPs. Mark commented that this would be good for the COG. John will add regional. Mark asked the members to review Chapter 6 and send him any comments.

Adjournment

The next regular meeting will be Monday July 28, 2014 at 7:00 pm. The meeting was adjourned at 10:00 pm.

Respectfully submitted,

Ruth Kiefer, Recording Secretary