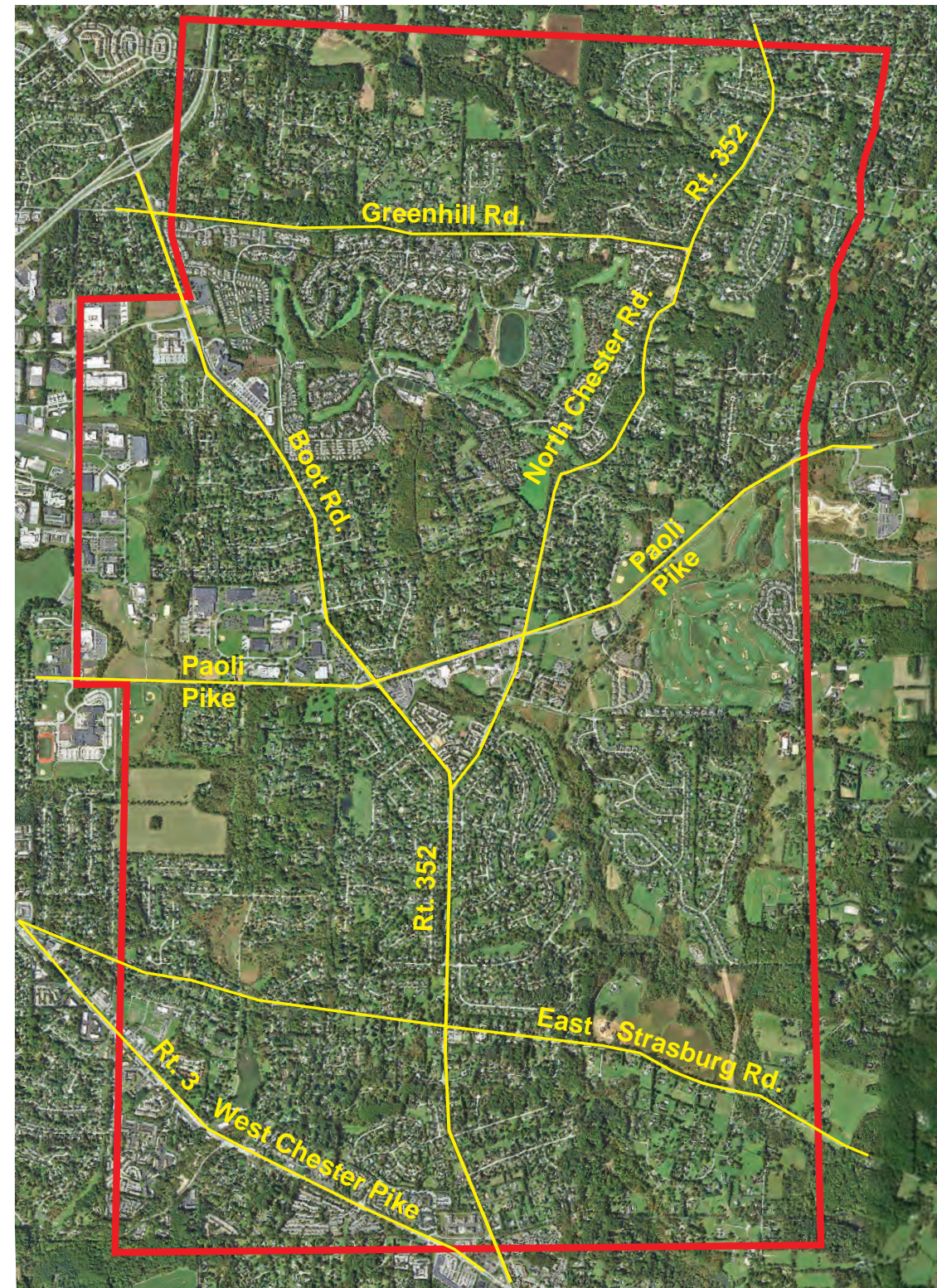


1817
Regional Transportation Corridors
Adaptive Reuse • Neighborhoods
Functional Classification • COG
Land Use Intensity • Open Space Plan
Boot Rd. • Redevelopment • 19380

Developable Land • Existing Land Use
Growth Areas • Futurist Committee
Regional Influences • Goals & Objectives
Transportation • Hershey's Mill Village
Local Traffic Advisory Committee
WEGO • Rt. 352 • Historic Goshenville
Park & Recreation Commission
Strategic Plan • Paoli Pike Promenade

Recreation & Open Space
Old Route 202 • Paoli Pike • 2017
Future Land Use • Ridley Creek
Chester Creek • Green Infrastructure
Conservancy Board • Water Resources
Density • Overlay Areas • Route 3
Bicentennial Committee • Woodlands
East Goshen Park • Priorities
Pathways • Historical Commission
Commercial Service Areas • Corridors
Commercial Corridors • WC Region
Trails • Commerce Commission



East Goshen Township Comprehensive Plan 2015

Primary Participants:

This Comprehensive Plan was prepared with the guidance and assistance of many persons. We thank everyone for the successful completion of the Comprehensive Plan 2015!

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Senya D. Isayeff, Vice Chairman
Janet L. Emanuel, Chairperson, Comprehensive Plan Task Force
Carmen R. Battavio
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A full list of participants appears in Appendix B-2.

East Goshen Township Comprehensive Plan 2015

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East Goshen Township Comprehensive Plan 2015

1. Executive Summary:

In order for East Goshen Township to maintain our status as a Premier Suburban Community, we need to enhance our strengths, and minimize our weaknesses.

Our focus is to be in sync with our Vision and Mission Statements as follows:

- Vision: Endeavor to be one of the premier communities in Chester County by continually improving the quality of life while, at the same time, managing growth and development in a manner consistent with the protection of our environment and preservation of our natural and historic resources.
- Mission: East Goshen will provide the basic infrastructure and services to ensure the health, safety and welfare of our residents, to enhance the quality of life, protect the environment and natural and historic resources, and provide for a balanced tax base to support the residents' desires.

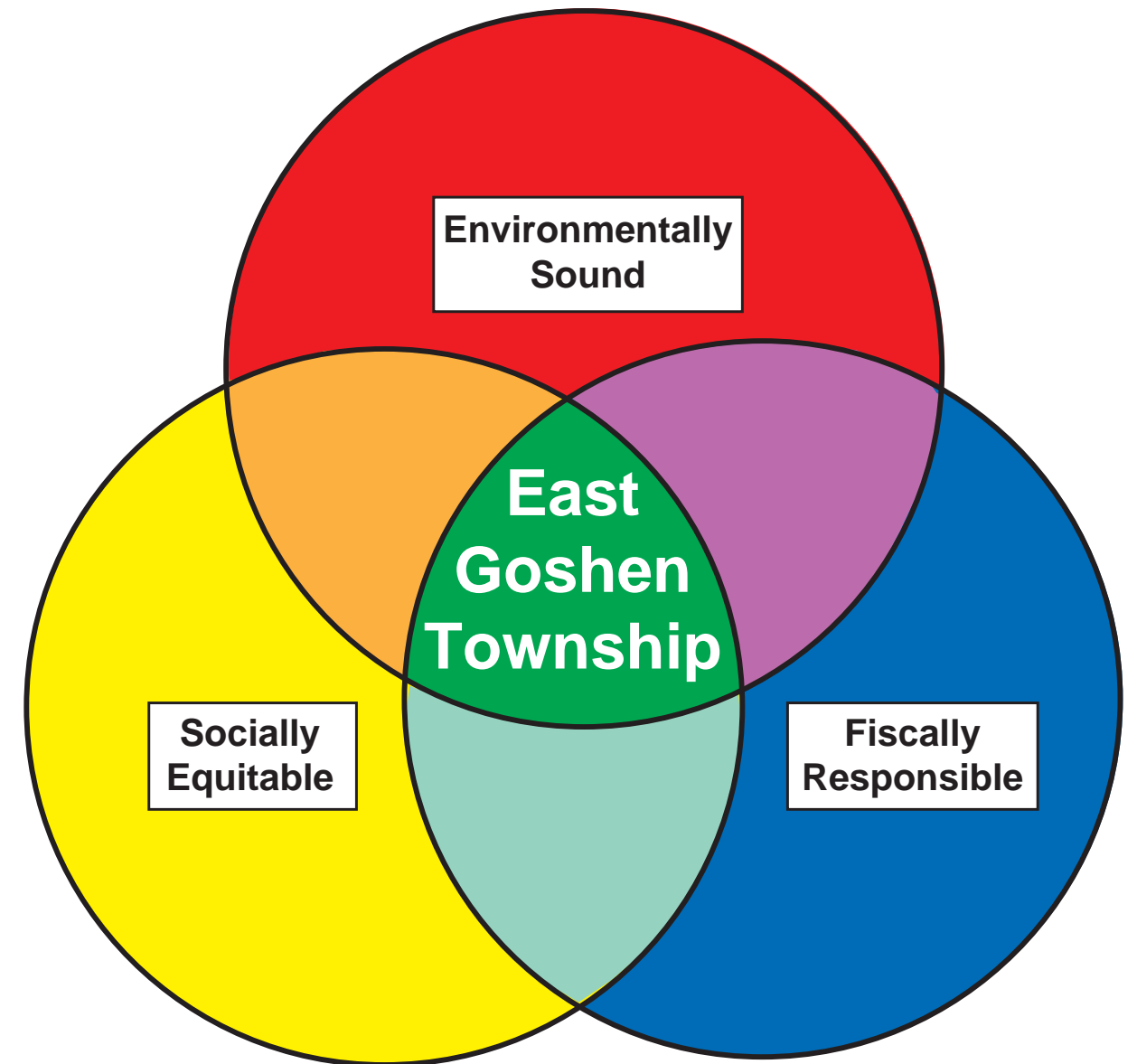
Our strengths include stable and attractive residential neighborhoods, viable places for employment, and diverse opportunities for commerce, recreation, open space, and education. Our quality of life is enhanced with the natural, historic, and cultural fabric of our 10.16 square mile Community. In 2017, we will be 200 years young, with a view toward continued enhancement, improvement, and sustainability.

So that we may continue to celebrate our assets with our residents, business persons, and visitors, we need to: improve the function and attractiveness of our Town Center; expand opportunities at our 55 acre East Goshen Park; increase opportunities for pedestrian linkages and walkability; grow our corporate business parks; improve commerce along West Chester Pike; and balance growth with our natural, historic, and cultural resources.

This Comprehensive Plan 2015 is intended to provide a framework for a path forward from 2015 to 2025. Ultimately, the implementation of this Plan will involve many partnerships between our elected and appointed officials and all those who live, work, shop, learn, and play in East Goshen.

Within the next 10 years we can accomplish innovations that are context sensitive, practical, and meaningful for our children, millennials, families, seniors, workers, and visitors.

Together, we can achieve our Values of: Resident Satisfaction; Fiscal Responsibility; Employee Value; Health, Welfare and Safety; Integrity; Environmental Commitment; and Heritage.



**Preserving the Past
Serving the Present
Protecting the Future**

East Goshen Township Comprehensive Plan 2015

2. Introduction:

East Goshen Township is about a five minute drive from West Chester Borough, the County Seat. The travel time from East Goshen Township to either the City of Philadelphia or the City of Wilmington, Delaware, is approximately 45 minutes. East Goshen had more than 18,000 residents in 2014, and is one of six municipalities forming the West Chester region.

East Goshen Township's elected officials devote their time to fostering strong community pride. Much of the effort is reflected through sound municipal planning and fiscal management. This document follows from the 2005 East Goshen Township Comprehensive Plan and is intended for use over the next 10 years. This Plan was developed by a Task Force of elected and appointed officials. It addresses topics such as land use, economic development, transportation, natural and historic resource protection, and parks and recreation.

The findings and recommendations of this Plan provide a framework to be referenced by the Board of Supervisors in collaboration with the Authorities, Boards, and Commissions (collectively, the "ABCs"), when considering future growth and change.

Chapters 3 through 13 are organized: to describe areas of emphasis and a "Big Picture" view of the Topics; and to depict key plans, maps, and graphics. A series of Appendices flow from these Chapters and provide additional details.

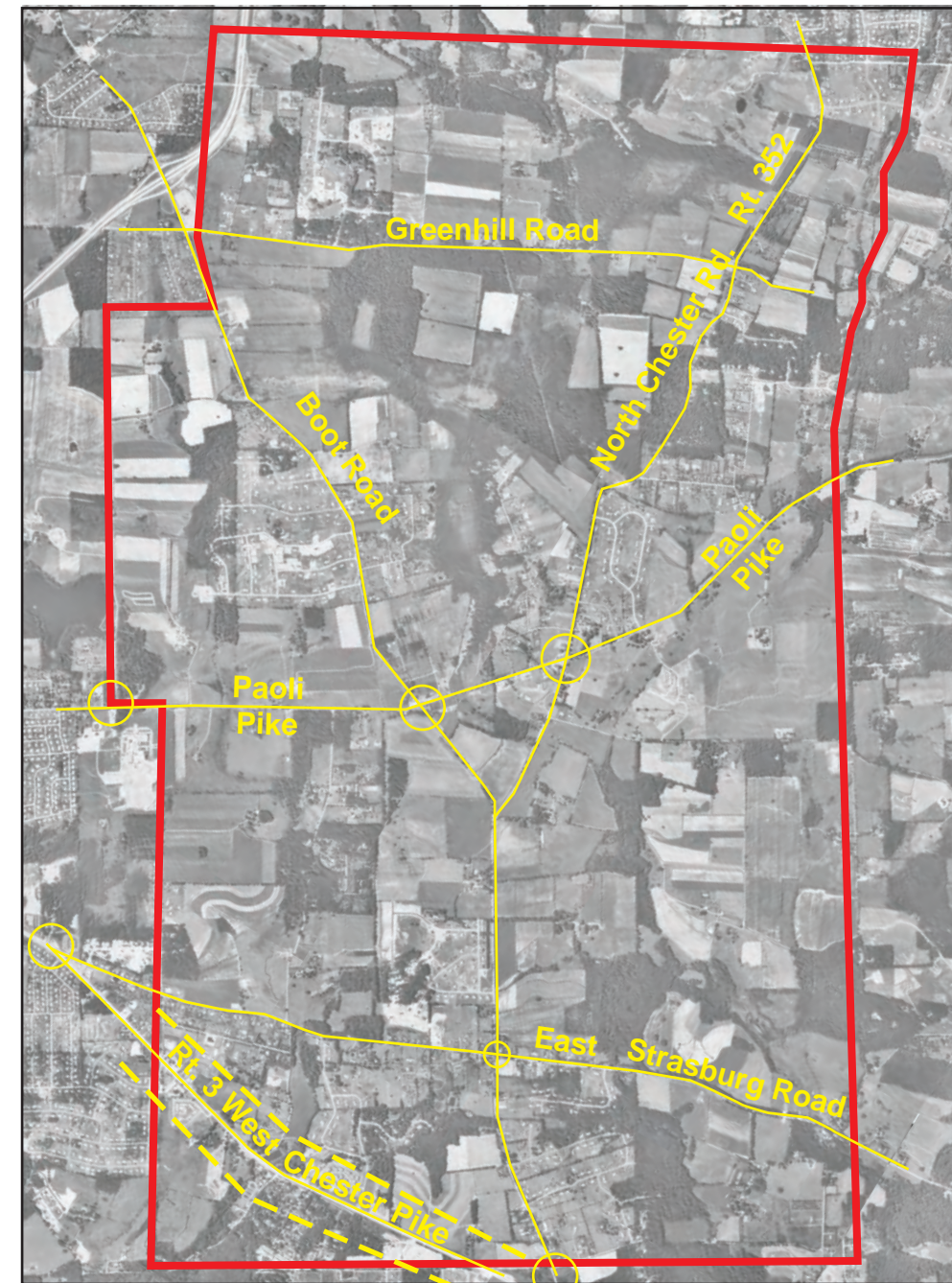
Chapter 16 provides an implementation strategy consistent with the overarching view of: protecting the health, safety, and welfare of our residents; maintaining East Goshen's overall economic prosperity; enhancing the Township's built environment; protecting natural and historic resources; sustaining successful recreational programs; and protecting and improving the quality of life that we all enjoy. Implementation steps include one of three levels of priority.

- 1 - Higher Priority Initiatives include those that the Task Force feels are the most urgent and achievable.
- 2 - Medium Priority Initiatives do not rise to the level of being a top priority, but are recognized as being important.
- 3 - Lower Priority Initiatives include actions that are considered to be useful, but are not as critical as #1 and #2.

East Goshen Township formed our Comprehensive Plan Task Force by including members from each of its ABCs. Task Force representatives and their affiliations are summarized in Appendix B. The Task Force was supported by Township staff and consultants, and additional input and guidance were provided by the staff of the Chester County Planning Commission.

This Plan reflects the needs and desires of East Goshen Township residents, and business owners and operators. Through Township efforts, public input and participation during the development of this plan were encouraged by: publicly advertising each meeting of the Task Force; posting Task Force meeting minutes and Plan work products on the Township website; and special public meetings and hearings advertised by the Township and held prior to Board of Supervisors' adoption of this Comprehensive Plan.

The development of this East Goshen Township Comprehensive Plan 2015 was largely funded through generous planning grant assistance from the Chester County Vision Partnership Program of the Chester County Board of Commissioners.



1971 Aerial Photograph Showing Primary Roads, Crossroads Commercial Areas, and a Predominant Agricultural and undeveloped Landscape.

A Look Back

As a result of growth since the 1960's East Goshen Township has been transformed from a primarily Agricultural land base (as shown in the 1971 Aerial Photograph), to its currently diverse Residential, Commercial, Institutional, Recreational, and Industrial land base. As a result of the growth since the 1960's, new roads, neighborhoods, businesses, workplaces, schools, and parks have been built. We should continue to promote the types of development that have been successful, and transform the Places to be improved.

East Goshen Township Comprehensive Plan 2015

In contrast with the 1971 aerial photograph shown on page 2-1, the 2011 aerial photograph illustrates less than 10% of the lands as Agricultural or undeveloped.

Therefore, we need to concentrate on:

- + maintaining and improving the 90% of the Township that is already developed;
- + finding new ways to enhance Places that could improve our quality of life; and
- + enhancing the main road and highway corridors, as well as increasing our tax base.



"Places or Areas to be Improved", as identified by the East Goshen Township Comprehensive Plan Task Force include:

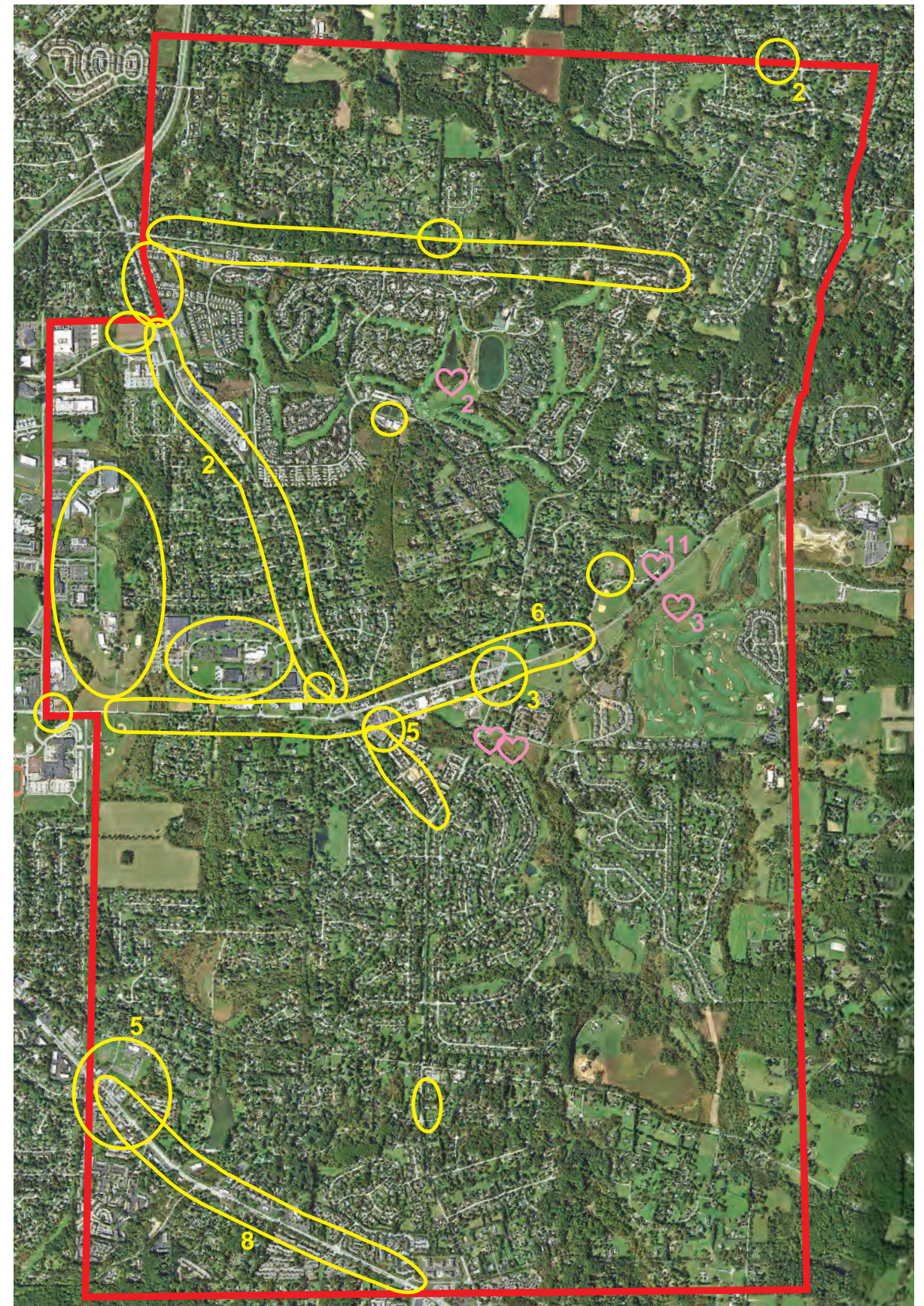
- Boot Road Streetscape;
- **Goshen Firehouse Area;**
- Greenhill Road;
- **Goshen Village Shopping Center;**
- Hershey's Mill Utility Area;
- Intersections Along North Chester Road;
- **Paoli Pike Paths and Signage;**
- **Paoli Pike Pedestrian Gathering Places;**
- **Paoli Pike Pedestrian/Bike Access;**
- Pepper Mill Restaurant Area;
- North Chester Road Streetscape;
- Tot Lot at East Goshen Park; and
- **West Chester Pike Corridor.**

The top areas in need of improvement, as indicated above in **bold** type and as shown on the map (with circles and polygons), include:

- + West Chester Pike Corridor; and
- + Paoli Pike Corridor.

These important needs are described in detail in the sections that follow.

In addition to the Places or Areas to be Improved, the most Loved Public Places include: East Goshen Park, Applebrook Trails, Hershey's Mill Golf Course, the Blacksmith Shop, and the Plank House.



Places or Areas to be Improved Map (and Loved Public Places)

East Goshen Township Comprehensive Plan 2015

3. Goals & Objectives:

These overarching Goals & Objectives are the “Big Ideas” of this Comprehensive Plan 2015. While there are numerous action items to be addressed over the next 10 years of change, these Statements provide the “Big Picture” lens through which to view our preferred path forward.



A. Grow Gracefully

- Encourage Smart Growth that “Adds Value” to East Goshen Township as a Premier Suburban Community.
- Discourage development/redevelopment that detracts from our Premier vision.
- Maintain the current character of lower and medium intensity development.



B. Balance “Where to Build” and “Where Not to Build”

- Direct development and encourage redevelopment in the West Chester Pike Corridor and in the Town Center.
- Protect the natural resources and historic resources of our community.
- Maintain a pattern of Greenways that promote environmental health and sustainability.
- Promote Green Infrastructure in existing development.



C. Enhance the Town Center

- Enhance the Town Center, with amenities such as Sidewalks, Crosswalks, Shade Trees, Street Lights, and Pedestrian Gathering Areas.
- Re-purpose and expand the built environment to create additional locations for shops, stores, businesses, housing, and public spaces.
- Promote walkability and opportunities for Pedestrian Gathering Areas along The Paoli Pike Promenade.



D. Enhance Recreational Opportunities

- Expand Recreational Facilities, Activities and Programs at East Goshen Park, for persons of all ages and abilities.
- Enhance linkages to the Park through the Paoli Pike Trail
- Expand Farmers Market hours and vendors.



E. Enhance Commerce

- Promote new Uses, such as Hotels, Cafes, and Incubator Businesses, in appropriate locations.
- Expand opportunities for Commerce in the Town Center.
- Enhance Commerce in the West Chester Pike Corridor.



F. Enable Mixed-Use

- Promote opportunities for compact, mixed-use, walkable development in the Town Center.
- Expand opportunities for mixed-use within the West Chester Pike Corridor.
- Consider opportunities for mixed-use near West Chester Pike & Ellis Lane.



G. Improve Transportation & Circulation

- Maintain the quality of the road network.
- Expand the efficiency of vehicular circulation.
- Expand pedestrian circulation along Paoli Pike.
- Expand pedestrian circulation along Greenways.



H. Improve Community Facilities & Services

- Expand municipal services in sync with community needs and budget limitations.
- Pursue regional relationships in the provision of community facilities and services.
- Nurture partnerships with existing businesses and institutions, in order to share facilities and programs.



East Goshen Township Comprehensive Plan 2015

4. Population & Housing Projections:

Trend

In 2010, according to the U.S. Census, East Goshen Township had:

- + 18,026 persons; and
- + 8,655 total housing units.

This translates to 2.08 persons per housing unit.

From 2000 to 2010, the population increased by 1,201 persons or 7.1% (from 16,825 to 18,026 persons).

During the same 10 year period, the housing units increased by 1,159 or 15.46% (from 7,496 to 8,655 units).

The reason that the numerical population increase of 1,201 persons closely matches the numerical housing unit increase of 1,159 units (for an average of 1.036 persons per unit) was due to the senior housing units (e.g. Wellington, Bellingham, and some of Hershey's Mill) where there is typically one person per housing unit. This skews the overall Township wide figure of 2.08 persons per housing unit. Further, as indicated in Appendix A-2, page A-2-11, the Owner Occupied Household Size is 2.40 person per housing unit.

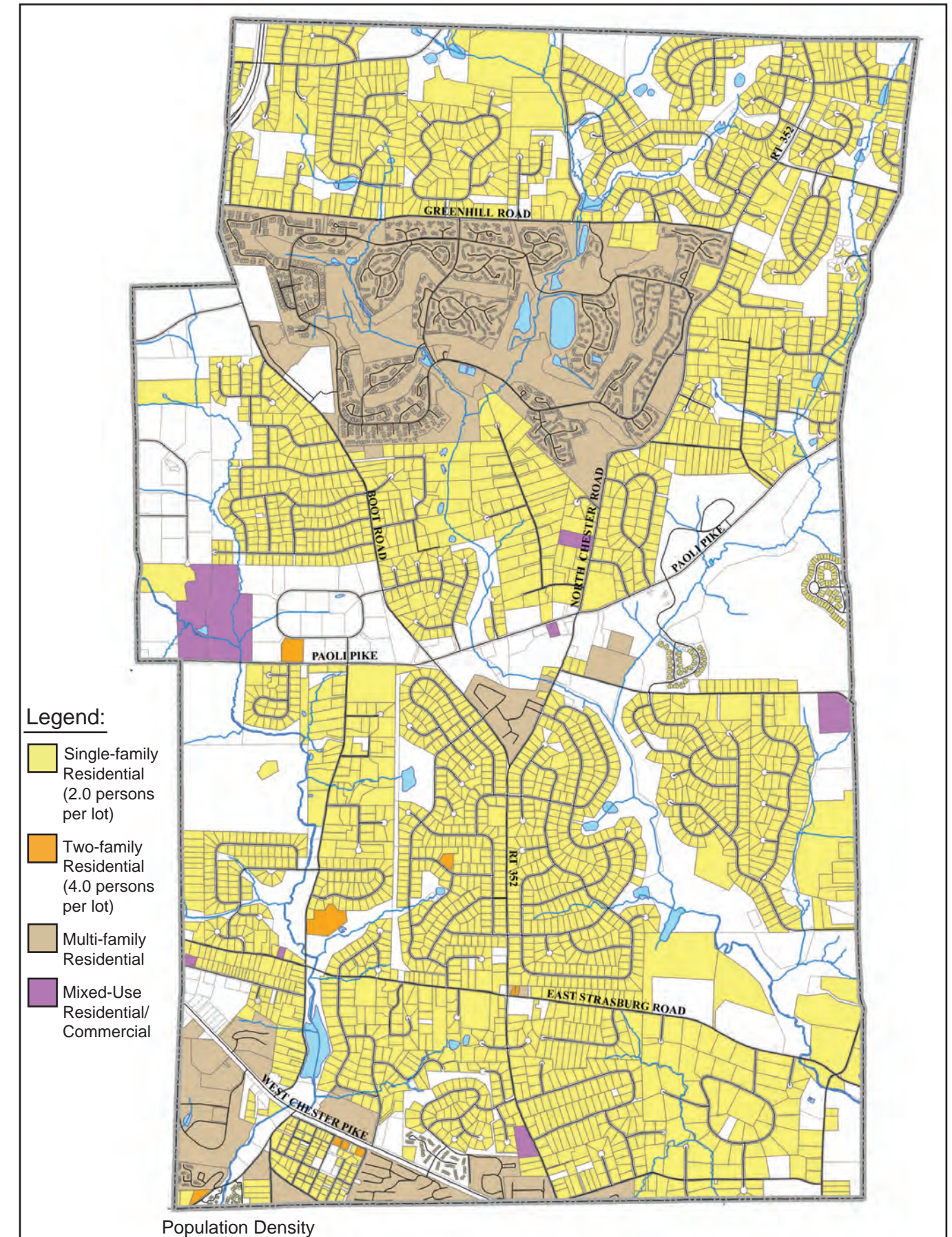
Another trend worth noting pertains to the Aging of the Population. Please refer to Appendix A-2, page A-2-8.1., wherein considerable increases are reflected for persons in age groups 55 to 59, 60 to 64, 65 to 74, 75 to 84, and 85+.

Population Density

East Goshen Township has an overall population density of 2.8 persons per acre (18,026 persons on 6,489.6 total acres). However, when considering the acreage of existing residential land use (3,215 acres), the actual population density is 5.6 persons per acre.

As can be seen on the Population Density Map, most of the population resides in Single-Family Dwellings. Multi-family Dwellings are located primarily in the West Chester Pike Corridor and at Hershey's Mill Village.

Please refer to Appendix A-2, Demographics, for additional details.



East Goshen Township Comprehensive Plan 2015

4. Population & Housing Projections:

Projections

The Population Projections for 2020 and 2030, in context with potential housing units are listed below.

Year	Population Forecast	Persons Per Unit	Potential Units	2010 Units	Net Change
2020	19,202	2.08	9,231	8,655	576
2025	(average of 2020 and 2030)				1,061
2030	21,221	2.08	10,202	8,655	1,547

Note: Potential Units = Existing and New

Since this Plan looks toward 2025, theoretically, there could be 1,061 additional housing units over the next 10 years.

However, as shown in the Build Out Analysis, East Goshen Township only has the current "capacity" to house 574 persons in 276 lots/dwelling units.

Since East Goshen Township is already 90% developed, we can not fit an additional 300 dwelling units by 2020, and 785 dwelling units by 2025.

Therefore, the only ways to accommodate more housing units is through redevelopment, and the further subdivision of existing lots, especially in the West Chester Pike Corridor.

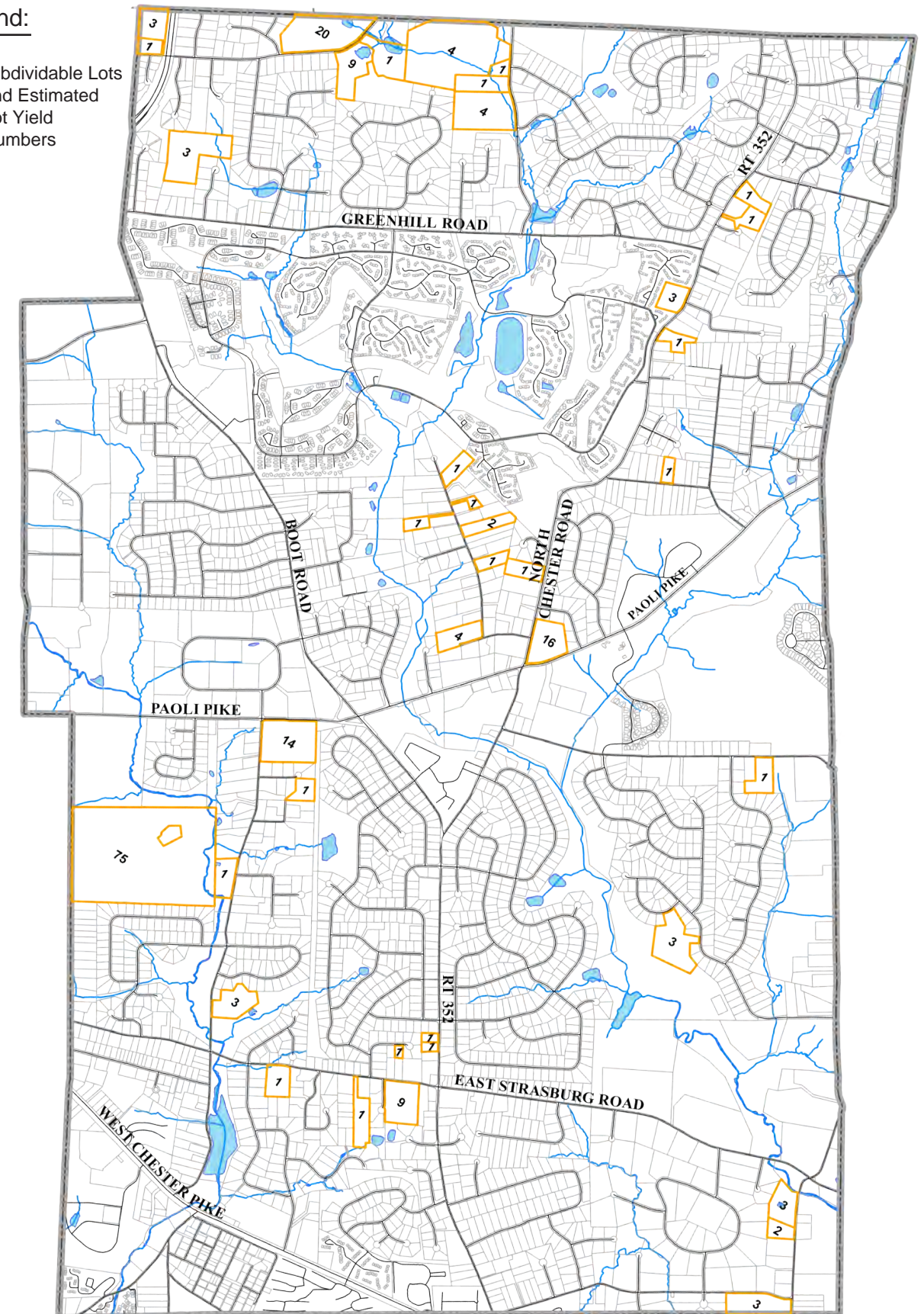
Build Out Analysis Summary by Zoning District

District	Net Acreage	Possible Lots
R-2	337.4	262
R-3	8.1	12
R-5	1.7	2
Total	347.1	276

Note: Based on the Average Household size of 2.08 persons (per the 2010 Census) 276 Lots could "house" 574 additional persons. However, if we use 2.40 persons per unit, we could accommodate 662 more persons.

Legend:

- 6 Subdividable Lots and Estimated Lot Yield Numbers



Build Out Analysis

East Goshen Township Comprehensive Plan 2015

5. Housing Plan:

The hallmarks of our Housing Plan for East Goshen Township include:

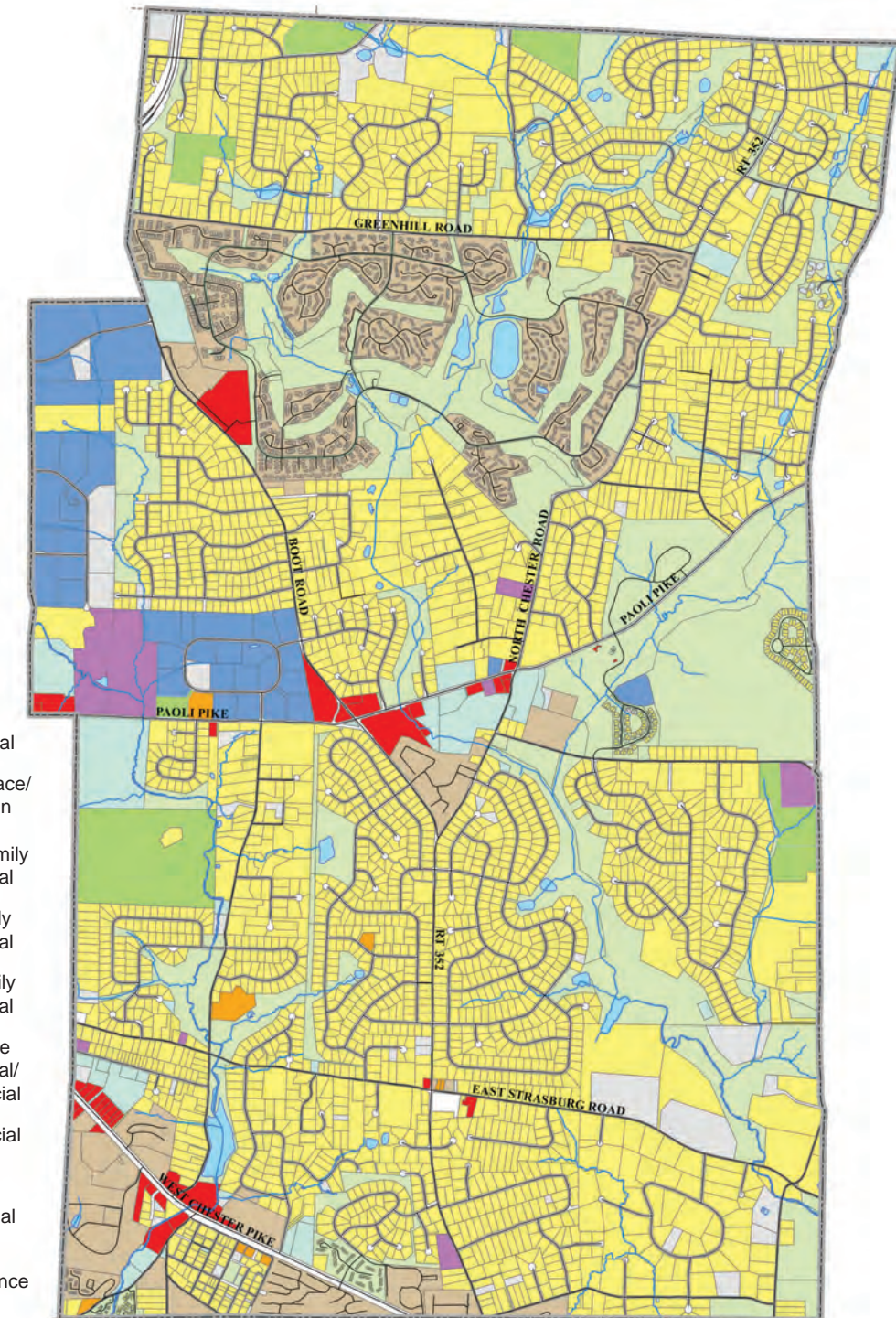
- 5.1. encouraging the maintenance and improvement of the existing housing stock;
- 5.2. continuing to provide opportunities for a variety of housing types;
- 5.3. encouraging infill opportunities by providing for additional dwelling units, without adversely impacting the character of existing neighborhoods;
- 5.4. redeveloping selected properties along West Chester Pike in order to provide for new housing opportunities;
- 5.5. encouraging mixed uses and mixed housing types where appropriate;
- 5.6. encouraging the redevelopment of vacant and/or underperforming lots to create new housing opportunities; and
- 5.7. fostering opportunities for aging in place.

One housing challenge is to find opportunities and places to accommodate new residential units. We may be able to foster Aging in Place, whereby residents might live, work, learn, and play, with housing choices such as retirement residences, apartments, or In-Law Suites. Another housing challenge is to have housing that is affordable to seniors, empty nesters, millennials, and young families as first time homebuyers.

However, since we have the capacity for 276 more residential lots, we can expand our housing stock on selected properties over the next 10 to 20 years. In addition, new housing opportunities might be found through redevelopment, and adaptive reuse of buildings. West Chester Pike is the most viable redevelopment opportunity area in East Goshen Township. We can accommodate additional housing in the West Chester Pike Corridor, and accommodate a wide variety of new and innovative uses.

While new housing opportunities are hatched, the most directly achievable housing initiative pertains to the maintenance and improvement of the existing housing stock.

Please refer to Appendix A-11 for additional details.



Existing Land Use

The existing Single-Family Detached Residential Land Use comprises about 47% of our Township's land base. Therefore, we need to maintain and improve the existing housing stock as a primary aspect of our Housing Plan.

These lots and homes are one of the most important aspects of our stable, premier, suburban community character. By continuing to maintain and improve the existing housing stock, we will continue to be home to the workers in our nearby businesses.

East Goshen Township Comprehensive Plan 2015

6. Land Use Plan:

The Future Land Use Plan embodies the retention of Existing Land Use, and the Vision for growth and change over the next 10 years.

The overall numerical thresholds for Future Land Use include:

- maintaining about 55% of the land base for diverse housing types (as residential land use currently comprises about 53.6% of the Township);
- maintaining about 27% of the land base for open space and recreation (as open space/recreation land use currently comprises about 27.2% of the Township);
- growing the commercial-industrial-work place areas toward 10% of the land base (compared to an existing 7%); and
- maintaining about 8% of the land base for other diverse opportunities, including institutional and mixed-use.

Future Land Use Plan

The Key Elements of the Future Land Use Plan include:

- 6.1. transforming the Town Center into a viable, walkable, visitable Place;
- 6.2. transforming the Paoli Pike Corridor into a walkable, connected artery;
- 6.3. transforming the West Chester Pike Corridor into a more functional and attractive artery;
- 6.4. continuing to receive guidance from the Authorities, Boards and Commissions (ABC's);
- 6.5. continuing effective governance by the East Goshen Township Board of Supervisors; and
- 6.6. continuing to accommodate a diverse mix of residential, commercial, institutional, light industrial, and recreational uses.

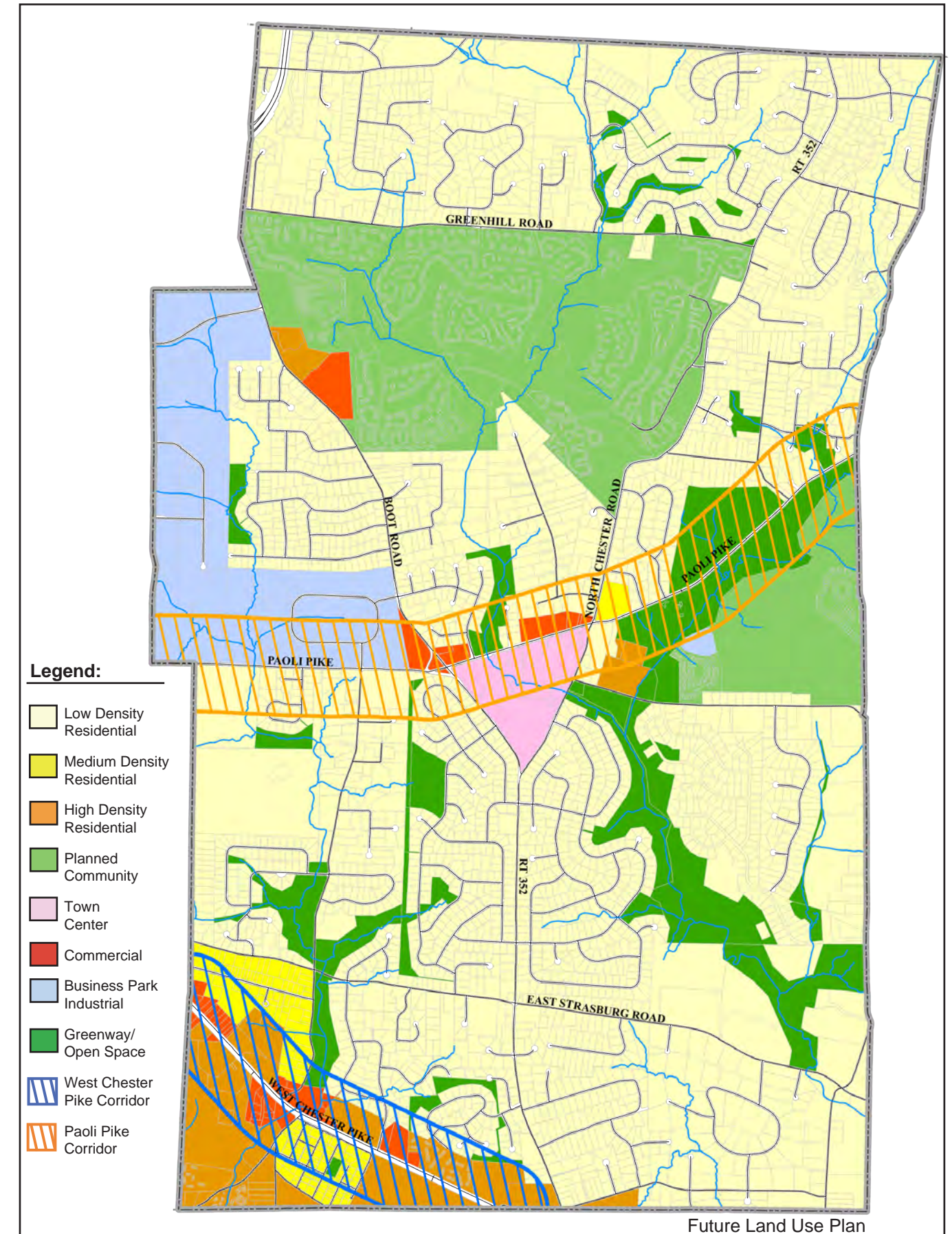


Town Center



West Chester Pike

Please refer to Appendix A-3 for additional details.



7. Economic Development Strategy:

In addition to the residential tax base in East Goshen Township, our corporate business parks, commercial enterprises, and industries provide substantial value in the form of taxes, jobs, and close-to-home employment.

We are located in close proximity to the West Goshen Shopping Center, as well as the Wegmans and Target at Uptown Worthington. These places have commercial service areas of 3 to 5 miles, and adequately serve East Goshen Township with the types of goods and services that they offer. We are also close to West Chester Borough and Malvern Borough communities, that thrive because of their unique restaurants, and destination and specialty retail establishments.

The implication of these nearby commercial enterprises is that we need to focus on promoting smaller scale commercial opportunities, as well as specialty retail.

We should pursue an economic development strategy focused on several “gap” opportunities, and closer-to-home opportunities, including:

- 7.1. promoting the enhancement of business opportunities in the Town Center;
- 7.2. promoting the enhancement of business opportunities along the West Chester Pike Corridor;
- 7.3. allowing for new uses and smaller incubator businesses in the corporate parks and the industrial park;
- 7.4. continuing the use of East Goshen Park for the Farmers Market and other context-sensitive enterprises and activities;
- 7.5. utilizing the Commerce Commission with the business community, in order to identify and address needs pertaining to business growth and expansion;
- 7.6. providing opportunities for shared parking opportunities for smaller commercial establishments; and
- 7.7. continuing No-Impact Home-Based Businesses, Home Occupations, and Home-Related Businesses.

In addition, we need to focus on other Land, Labor, and Capital considerations as outlined in Appendix A-4.

Commercial Service Areas

Legend:



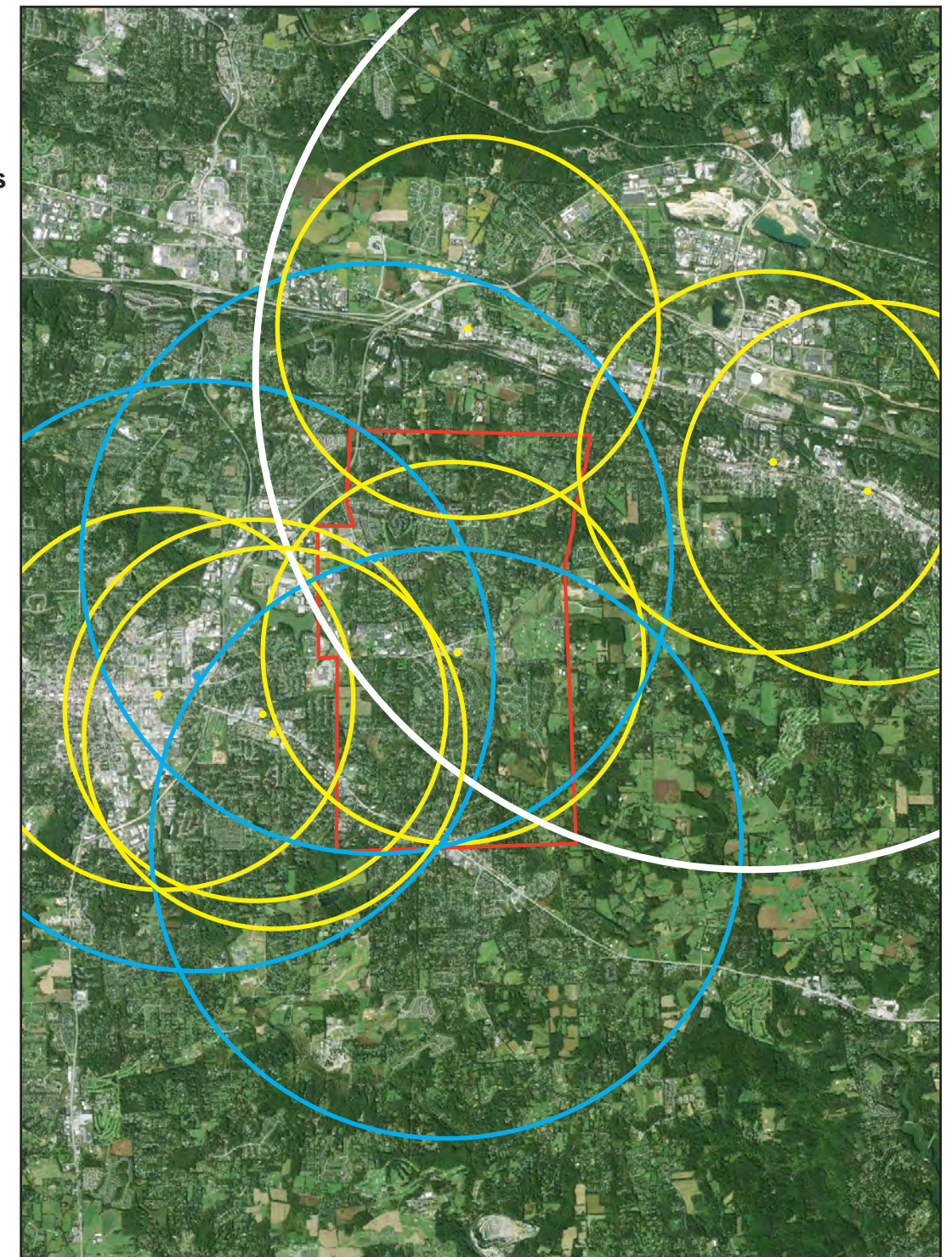
2-mile Service Area Radius of Wawa Convenience Stores



3-mile Service Area Radius of Acme and Giant Supermarkets



5-mile Service Area Radius of Wegmans and Target in Great Valley at Uptown Worthingtown



Commercial Service Areas indicating that we are already well served by Shopping Centers, Supermarkets, and Convenience Stores

East Goshen Township exists in the “universe” of Commercial Service Areas in our immediate Region. Opportunities and limitation for certain types of commercial development need to be viewed in the context of the supply and demand for nearby goods and services.

Therefore, we need to be strategic about how to best set the stage for new economic development opportunities in light of existing nearby commerce and business.

East Goshen Township Comprehensive Plan 2015

8. Transportation & Circulation Systems Plan:

The Transportation and Circulation Systems Plan, involves two modes of travel:

- + vehicular mobility, flow, and safety; and
- + pedestrian mobility, safety, and exercise.

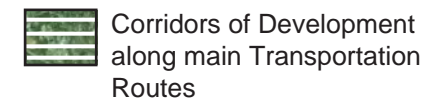
The key elements to our Vehicular and Pedestrian Transportation and Circulation Systems include:

- 8.1. continuing to provide safe, well-maintained roads throughout the Township;
- 8.2. identifying and implementing regional highway improvement projects that enhance mobility, safety, and reduce congestion;
- 8.3. minimizing speeding vehicular traffic on the local roadways, and minimizing cut-through vehicular traffic within neighborhoods;
- 8.4. implementing vehicular traffic flow and traffic calming improvements for select roads and intersections;
- 8.5. reducing vehicular traffic by supporting public transportation opportunities and travel demand management techniques;
- 8.6. increasing pedestrian circulation along Paoli Pike, especially in the form of a “Paoli Pike Promenade” with Sidewalks and Crosswalks, as well as increasing pedestrian circulation and pedestrian safety along Greenways, with Trails, Walkways, and Crosswalks; and
- 8.7. implementing the East Goshen Township Act 209 Transportation Plan.

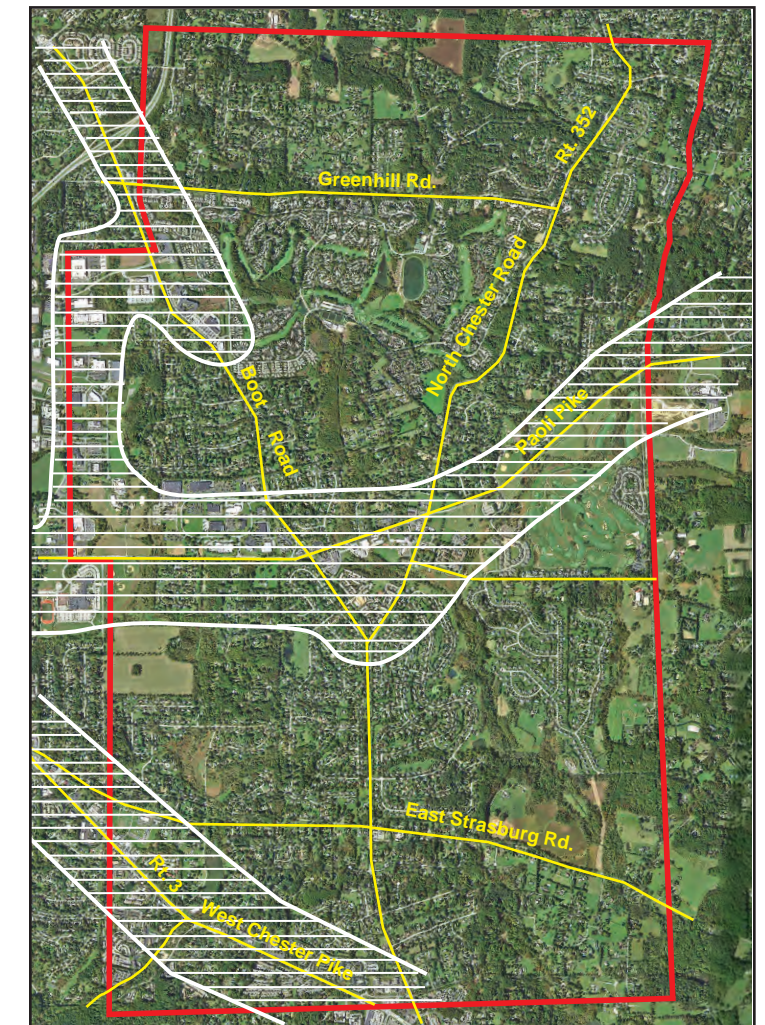
These key elements are addressed in greater detail in Appendix A-5.

East Goshen Township exists within the framework of the regional and sub-regional Transportation Routes, and related Corridors of Development.

Legend:



Over the next 10 years, we need to capitalize on these areas as an important enhancement Strategy. Therefore, by improving the land use/transportation connection along the West Chester Pike Corridor, the Paoli Pike Corridor, and along the frontages of the Business Parks and the Industrial Park, we can focus on a more functional circulation network.



Transportation Routes & Corridors of Development



Proposed Paoli Pike Promenade: Section at East Goshen Township Building

(TCA: 2-23-15)

East Goshen Township Comprehensive Plan 2015

9. Community Facilities and Services Plan:

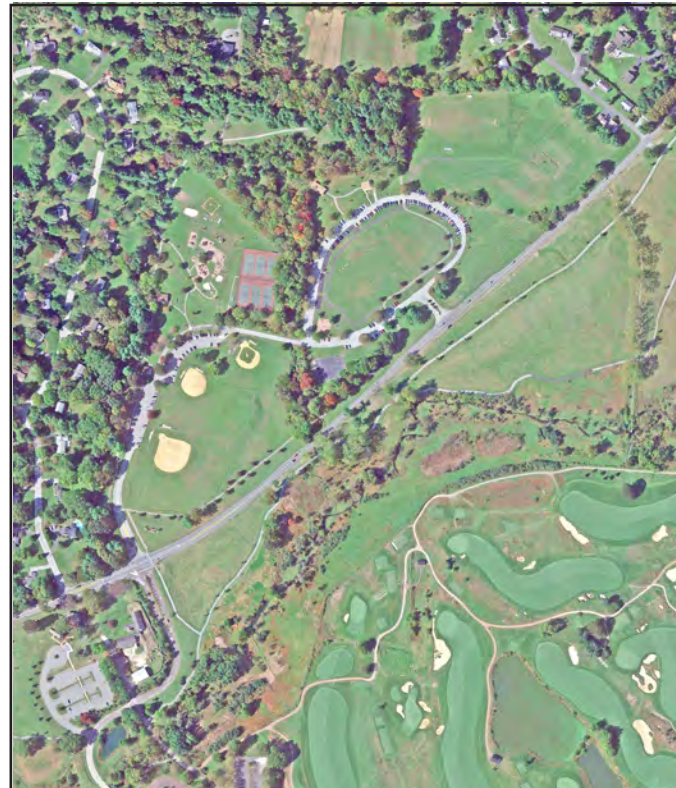
The elements of the Community Facilities and Services Plan for which East Goshen Township has a dominant role, include:

- 9.1. maintaining and expanding the Open Space, Recreation, and Trails Network;
- 9.2. developing the Paoli Pike Trail to create the linkage between West Chester and Malvern, through East Goshen, from West Goshen to Willistown;
- 9.3. maintaining and upgrading East Goshen Park;
- 9.4. continuing to provide high quality Recreation Services;
- 9.5. continuing to provide high quality Police, Fire and EMS Services;
- 9.6. continuing the provisions of effective administrative, public works, and related services; and
- 9.7. continuing to support important and viable Community Facilities.

In addition to providing high quality existing Services by East Goshen Township personnel as outlined above, under items 9.4., 9.5., and 9.6., a 10 year look forward regarding our open space, recreational resources and trails could yield:

- 9.1.1. extensions to the Trails to form an overall Greenway network;
- 9.2.1. the construction of the Paoli Pike Trail; and
- 9.3.1. upgrades and enhancements to the facilities at East Goshen Park.

Please refer to Appendix A-6 for additional details.



East Goshen Park

Note:
Concurrent with this Comprehensive Plan, East Goshen Township is preparing an Update to the "Parks, Recreation, and Open Space Plan". Please refer to the East Goshen Township Parks, Recreation, and Open Space Plan Update, 2015, for the overarching goal:

"To continue to provide premier parks and recreation facilities and services while protecting the Township's scenic beauty, natural resources, and open space".

To achieve this goal, East Goshen Township identified four key objectives: (1) Take care of and improve parks and recreational facilities; (2) Promote scenic beauty, open space, and natural resources; (3) Engage citizens in active healthy living and lifelong enrichment through recreation opportunities; and (4) Continue to provide operational excellence and financial sustainability for the parks, recreation, and open space network through public and private support.

Legend:

Community Facilities

1. Township Complex
2. EG Elementary School
3. Price Fields WCASD
4. Goshen Fire Company

Township Owned Recreation and Open Space

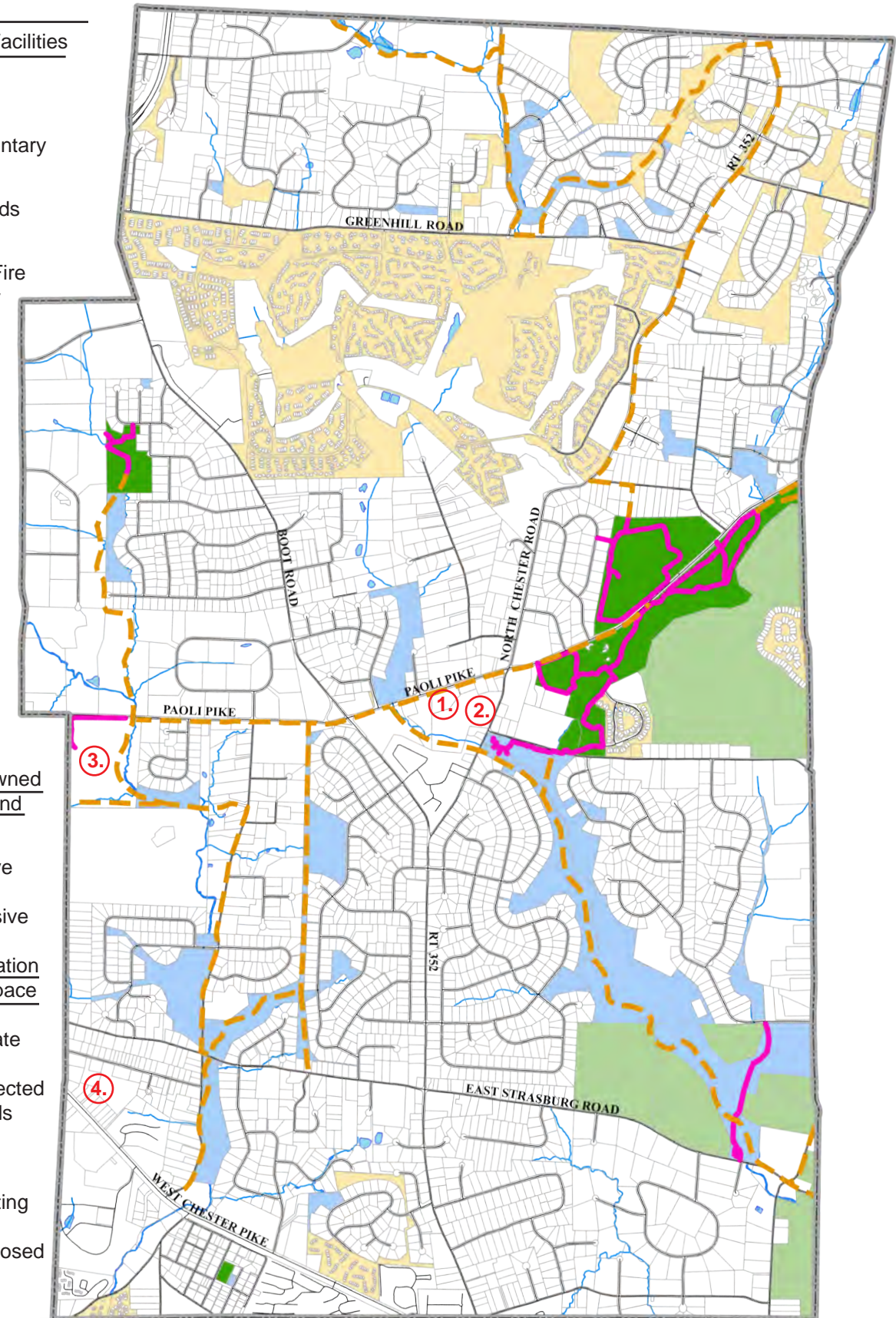
- Active
- Passive

Other Recreation and Open Space

- Private
- Protected Lands

Trails

- Existing
- Proposed



Open Space, Recreation, and Trails Plan

East Goshen Township Comprehensive Plan 2015

10. Utilities Plan:

The Utilities Plan focuses on key elements of our Infrastructure including:







- 10.1. continuing to provide effective sewage disposal and wastewater treatment with oversight of the Municipal Authority;
- 10.2. continuing to provide effective solid waste disposal, and recycling services;
- 10.3. maintaining the role of the East Goshen Township Municipal Authority for evaluating sewered and unsewered areas;
- 10.4. cooperating with Aqua on public water supply;
- 10.5. maintaining effective Stormwater Management, under the PA MS4 regulations, as well as PA Chapter 93, and State and Federal Stormwater Management Regulations; and
- 10.6. regulating pipelines to protect land uses and the environment.

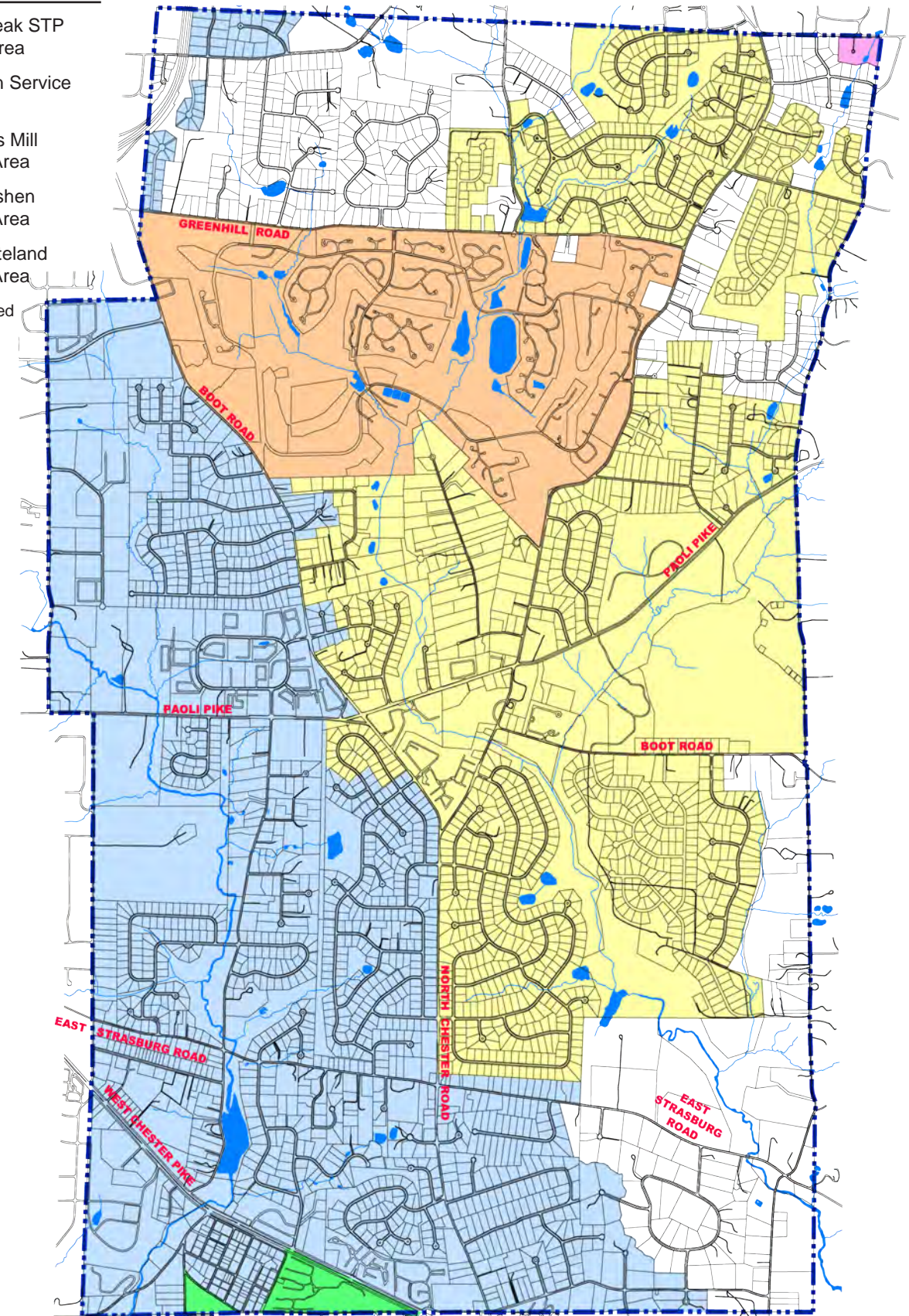
Ultimately, the land within our Sewer Areas are the places where innovations in land use can occur. In the Un-Sewered Areas, we need to maintain a low intensity of development. In the Sewered Areas we can more effectively consider various redevelopment proposals, and mixed-use development proposals. Fortunately, all of the West Chester Pike Corridor, and all of our Business Park and Industrial Park lands are sewered. Therefore, we can accommodate changes to land use in these Higher Intensity Areas without concerns for adverse sewage effects.

Relative to pipelines, we need to evaluate the extent to which our Ordinances require measures to mitigate potential adverse impacts on land uses and the natural environment. If we find that our Ordinances need to be strengthened, then Amendments should be made to both the Zoning Ordinance, and the Subdivision & Land Development Ordinance.

Please refer to Appendix A-12 for additional details.

Legend:

-  Ridley Creek STP Service Area
-  Westtown Service Area
-  Hershey's Mill Service Area
-  West Goshen Service Area
-  East Whiteland Service Area
-  Un-Sewered Areas



Sanitary Sewer Service Areas

Pennoni: April 2015

East Goshen Township Comprehensive Plan 2015

11. Natural Resources Protection Plan:

The Key elements of the Natural Resources Protection Plan include:

- 11.1. protecting the Riparian Areas along Ridley and Chester Creeks and their tributaries;
- 11.2. considering opportunities for a Greenway Network along Chester and Ridley Creeks;
- 11.3. preserving and enhancing Street Trees;
- 11.4. continuing the advocacy role of the Conservancy Board;
- 11.5. continuing riparian buffer plantings throughout the Township;
- 11.6. continuing to control invasive species;
- 11.7. improving woodland protection standards;
- 11.8. reviewing and updating tree replacement standards as needed;
- 11.9. reviewing and updating criteria for non-buildable areas; and
- 11.10. improving and enhancing our green infrastructure.





All initiatives to improve and enhance our “green infrastructure” will add value in East Goshen. The premier neighborhoods with maturing vegetation will, over time, have an “old shade character” that will increase the value of these neighborhoods. The Streetscapes that will have new Street Trees will be transformed to have a “shade canopy” that will increase the attractiveness of our accessways. The waterways with conserved and newer riparian buffer plantings will become more stabilized and biologically diverse. Therefore, our challenge will be to protect as many trees as possible, and to replace trees that may be removed when accommodating planned growth.

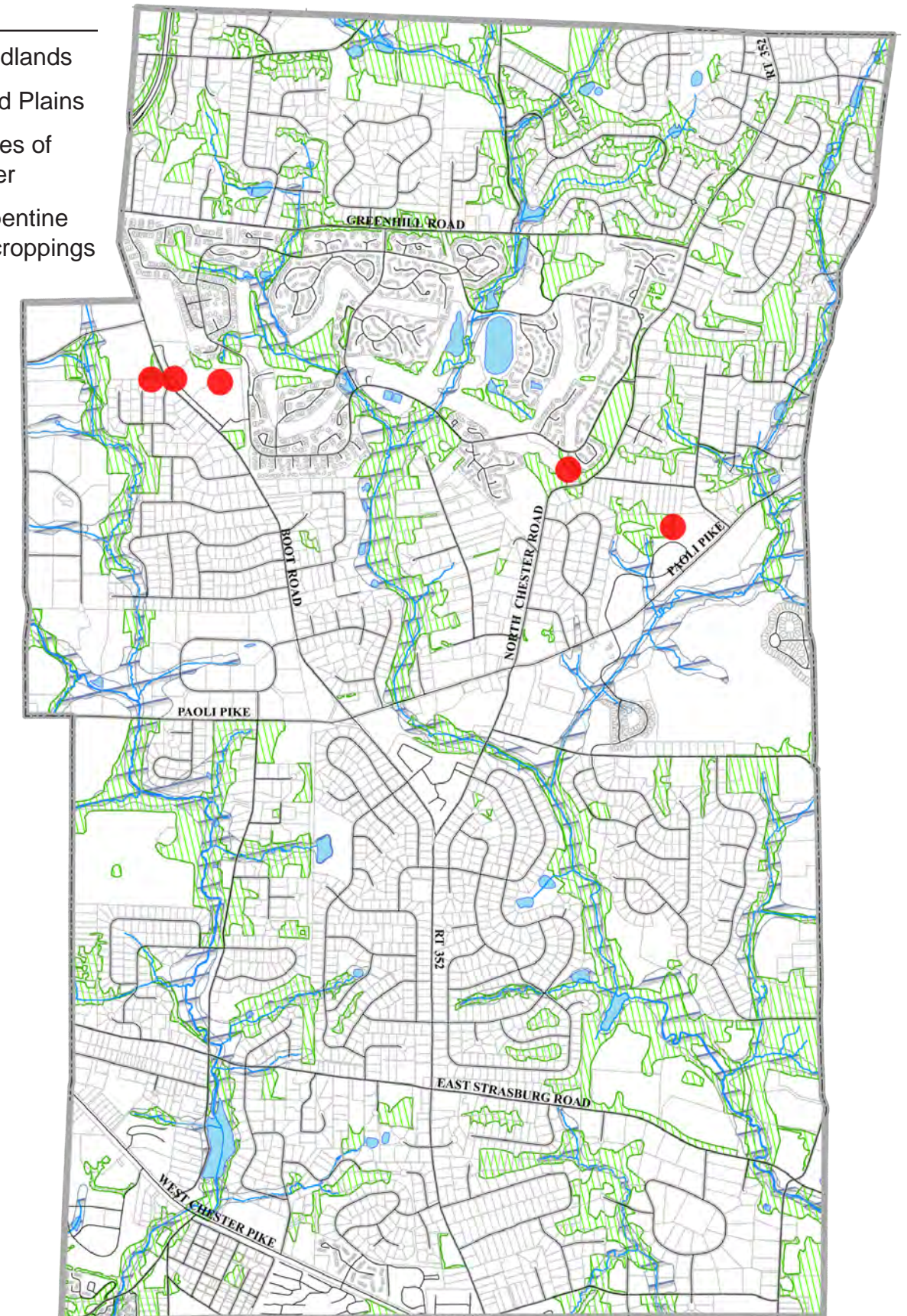
In addition to protecting existing vegetation, and planting new native (non-invasive) vegetation, our natural resources will be better protected when respecting our hydrological resources. In the future, we will need to tread lightly in the woods and along our waterways in order to enhance our environmental health.

Please refer to Appendix A-7 for additional details pertaining to the Natural Resources Protection Plan.

Also, please refer to Appendix A-10 relative to a commentary on Sustainability.

Legend:

-  Woodlands
-  Flood Plains
-  Bodies of Water
-  Serpentine Outcroppings



Natural Features Map

12. Energy Conservation Strategy:

Energy Conservation over the next 10 years in East Goshen Township should focus on practical and achievable results, including:

- 12.1. creating more compact, mixed-use, walkable places;
- 12.2. advocating energy conservation for residents, businesses, and institutions;
- 12.3. advocating green building and site development practices;
- 12.4. promoting and enhancing the protection of Woodlands;
- 12.5. designating areas for compact car parking, in order to reduce the size of off-street parking lots;
- 12.6. encouraging park and ride facilities, shared parking, and increased public transportation; and
- 12.7. providing conservation tips on the Township website.

These initiatives are addressed in further detail in Appendix A-8, and Appendix A-10.



13. Historic Resources Protection Plan:

The two most significant clusters of Historic Resources in our Township are found at:

- + Goshenville - along Rt. 352 at Paoli Pike and East Boot Road, where the Blacksmith Shop, Plank House, and Goshen Friends Meeting are located; and
- + Rocky Hill - around the intersection of Rt. 352 and Strasburg Road.



The characteristics of these properties that are either on or eligible for the National Register of Historic Places include: buildings located close to the frontage roads; buildings typically two stories in height; and simple building proportions.

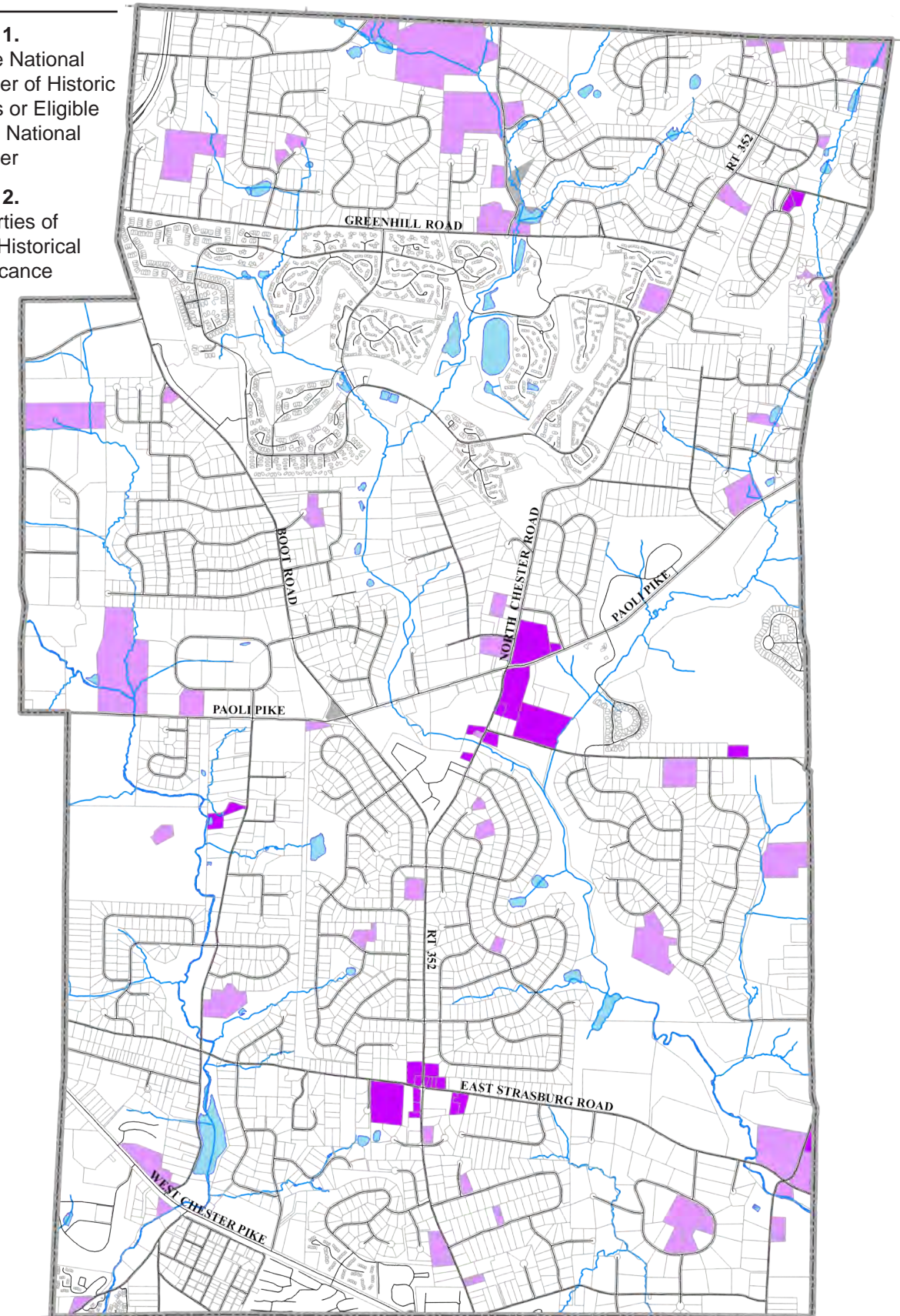
Key considerations for the Historic Resources Protection Plan include:

- 13.1. continuing the East Goshen Historical Commission (EGHC) programs at the Blacksmith Shop and Plank House, and refinement of the Township Historic Property Inventory;
- 13.2. continuing to have the EGHC comment on applications for subdivision and land development involving or adjacent to Historic properties;
- 13.3. continuing to have the EGHC provide educational information for the Township website and Newsletter;
- 13.4. utilizing the characteristics of Goshenville and Rocky Hill to guide the character of nearby development;
- 13.5. reviewing Historic Preservation requirements; and
- 13.6. considering simplified Historic Preservation Standards.

Please refer to Appendix A-9 for additional details.

Legend:

-  **Class 1.**
On the National Register of Historic Places or Eligible for the National Register
-  **Class 2.**
Properties of Local Historical Significance



Historic Resources Map

East Goshen Township Comprehensive Plan 2015

14. Plan Relationships:

All the Plans in Chapters 5 through 13 relate well to one another, from the perspectives of Land Use, Housing, Economic Development, Transportation & Circulation, Community Facilities & Services, Utilities, Natural Resources Protection, Energy Conservation, and Historic Resources Protection.

The East Goshen Township Board of Supervisors, the Staff, and the ABC's, all keep a careful watch on operations, needs, initiatives, and opportunities pertaining to growth management. While this Plan sets forth perspectives on which to focus over the next 10 years, the day-to-day life of East Goshen Township is properly managed and nurtured through on-going communications, meetings, work sessions, staff meetings, website updates, newsletter updates, and other outreach initiatives.

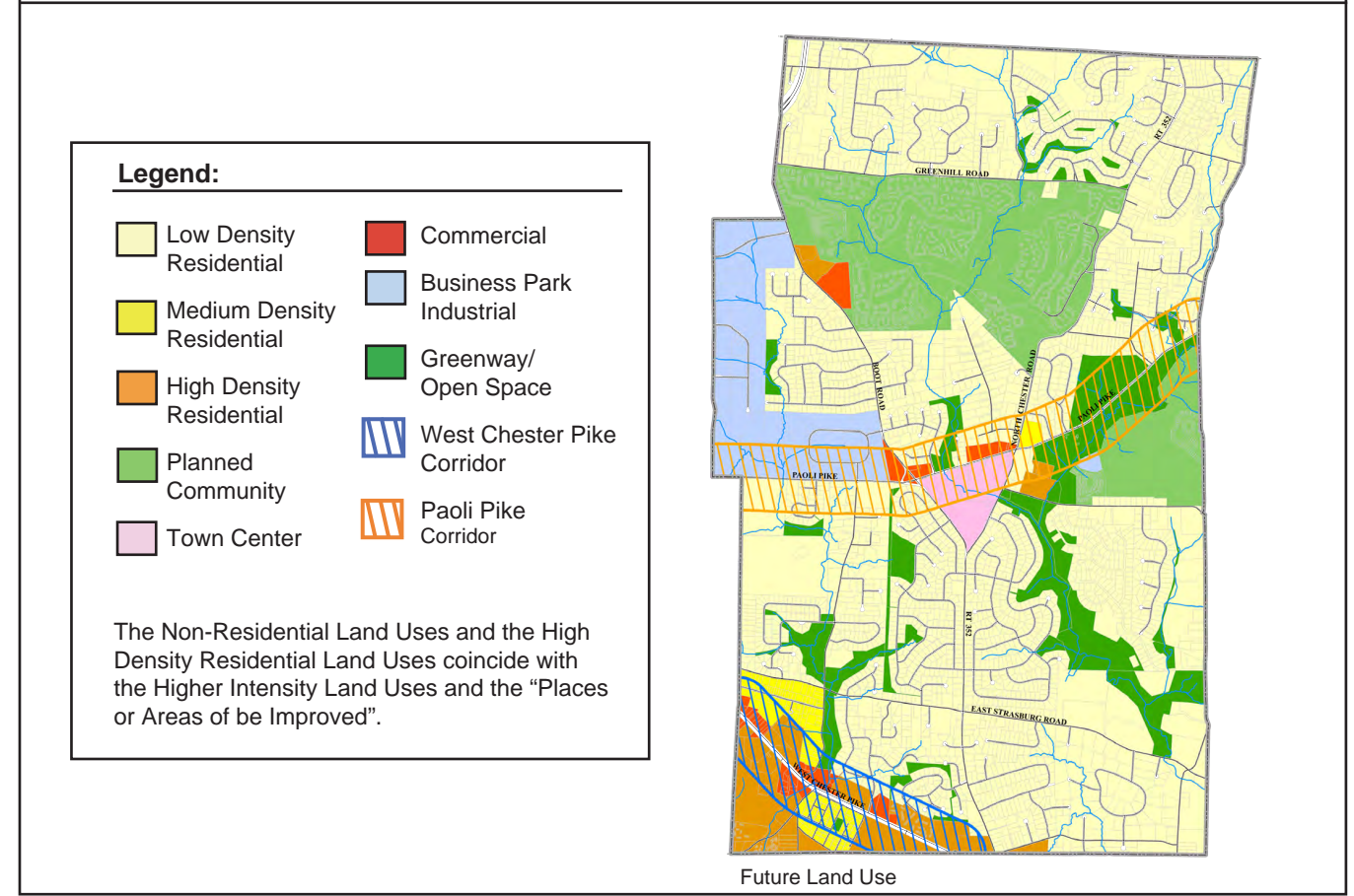
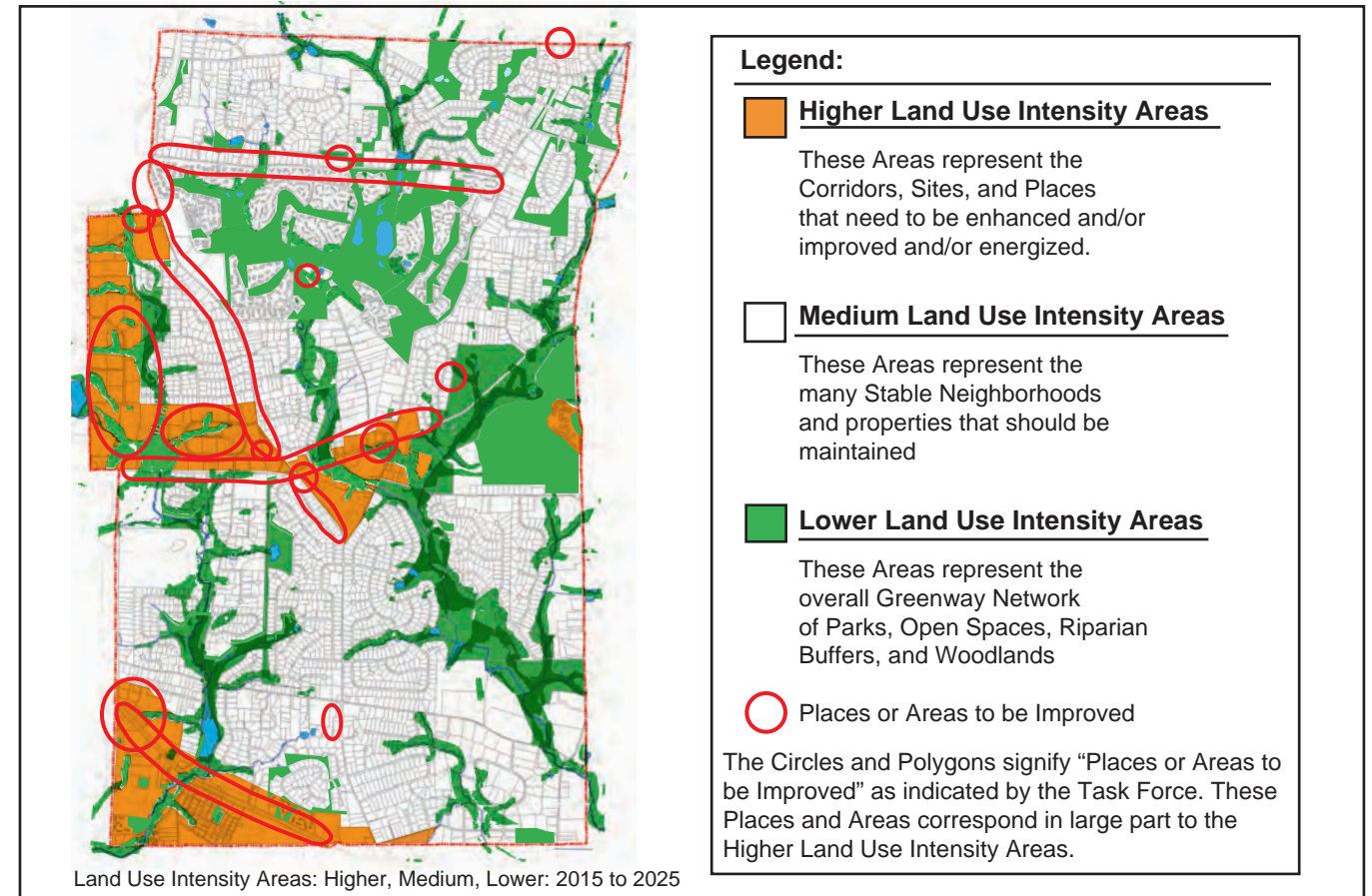
There are, however, several consequences of the interrelationships of the plan components worth noting. The Land Use Intensity Areas, shown as Higher, Medium, and Lower, embody the overarching view for Places that need to be enhanced and/or improved and/or energized, as well as the Places to be stabilized, or conserved.

The Higher Land Use Intensity Areas that can be enhanced and/or improved and/or energized include:

- The Town Center Area along Paoli Pike on Wilson Drive, from Boot Road to North Chester Road;
- The West Chester Pike Corridor;
- The Brandywine Industrial Park, between Airport Road and Boot Road;
- The Industrial Area of Goshen Corporate Park West on Airport Road; and
- The Goshen Corporate Park along Paoli Pike and Boot Road.

The areas shown in the orange color on the map depicting Land Use Intensity Areas are the places where most of the development and redevelopment should occur in East Goshen Township over the next 10 years. It is important to note that the "Big Picture" of Land Use Intensity relates well to the Future Land Use recommendations. In addition, the desired Places or Areas to be Improved are primarily located within the Higher Land Use Intensity Areas.

The Plans in Chapters 5 through 13 also are consistent with the Chester County Comprehensive Policy Plan, Landscapes 2, relative to land use, housing, natural resources, open space and greenways, historic resources, utilities, economic development, and energy conservation.



East Goshen Township Comprehensive Plan 2015

15. Compatibility Statement:

The existing and proposed development in East Goshen Township is generally compatible with the existing and proposed development in contiguous portions of neighboring municipalities. This compatibility can be seen in the map depicting the East Goshen Township Zoning Districts, in context with the border conditions in West Whiteland, East Whiteland, Willistown, Westtown, and West Goshen Townships, as described below.

West Whiteland - Along our northwest boundary, a neighborhood of 1 acre lots exists in an R-1 District. In East Goshen our adjoining R-2 District is also zoned for 1 acre lots. Both areas are already developed and compatible.

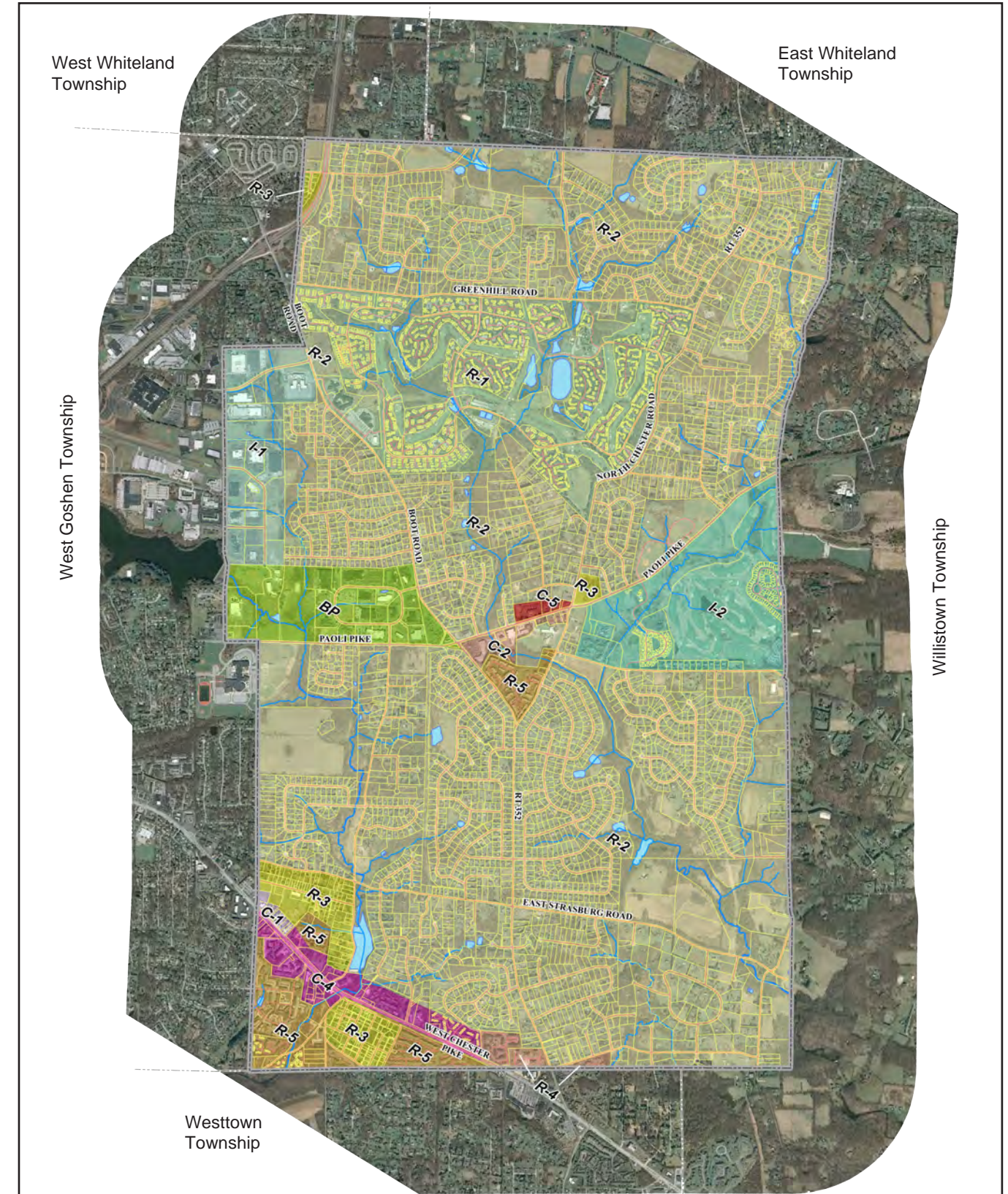
East Whiteland - Along our northeast boundary, a neighborhood with 1 acre lots exists in an R-1 District. In East Goshen, our adjoining R-2 District is both already developed and compatible. In addition, Villa Maria Academy in East Whiteland, although zoned for 22,000 square foot lots, is a stable campus with no development planned at this time. Villa Maria and our R-2 District are compatible.

Willistown - Along our eastern boundary, most of the land in Willistown is already developed and is compatible with the R-2 zoning in East Goshen. Willistown's RU-Rural/Agricultural/Preserved/Suburban Low Density Zoning District has density restrictions that reinforce the compatibility between Willistown and East Goshen Townships, including a 4 acre lot area minimum in Willistown.

Westtown - The lands adjoining East Goshen are compatibility zoned in Westtown for low to moderate intensity residential development, as well as for compatible commercial development along West Chester Pike.

West Goshen - Along our western boundary the land uses and zoning are compatible, in terms of residential, commercial, and industrial zoning. Our neighborhoods, business parks, and stores are compatible with like-type development and zoning in West Goshen.

Please refer to Appendix A-1 for additional details regarding the Regional Perspective and Influences. In particular, at the end of Appendix A, there is a description of several detailed but minor differences in the zoning districts along the municipal boundaries.



East Goshen Township Existing Zoning Districts & 2010 Aerial Photograph

Note: The existing and proposed land use, as well as the existing zoning districts of East Goshen Township, compare favorably with the existing and proposed land use and the existing zoning districts of the adjoining municipalities, except as described at the end of Appendix A-1.

East Goshen Township Comprehensive Plan 2015

16. Implementation Strategies:

Our implementation strategies are consistent with our overarching view of: protecting the health, safety, and welfare of our residents; maintaining East Goshen's overall economic prosperity; enhancing the Township's built environment; protecting natural and historic environments; sustaining successful recreational programs; and protecting and improving the quality of life that we all enjoy.

Priority: Implementation steps include one of three levels of priority, as follows:

- 1 - Higher Priority Initiatives include those that the Task Force feels are the most urgent and achievable;
- 2 - Medium Priority Initiatives do not rise to the level of being a top priority, but are recognized as being important; and
- 3 - Lower Priority Initiatives include actions that are considered to be useful, but are not as critical as #1 and #2.

Completion Time Frame: is meant as an estimate of the time frame in which a specific Initiative can be completed.

Responsibility: identifies which of the East Goshen Township ABC's are most responsible for overseeing the Implementation of each Initiative.

Implementation Method: identifies whether the Initiative will require such actions as an ordinance amendment, physical improvement, special study, meetings, workshops, plan review, or development.

Potential Funding Source: addresses potential funding sources that could be used to supplement Township funds. These include state funding sources - the Department of Conservation and Natural Resources (DCNR), the Department of Community & Economic Development (DCED), the Department of Environmental Protection (DEP), grants from federal Community Development funds, and grants from the Chester County Board of Commissioners.

The Township should use this Implementation Matrix as a guide to monitor progress on the various Initiatives. Therefore, the Implementation Matrix should be periodically reviewed and updated to reflect current Township priorities.

Note: The Initiatives listed in this Section are supplemented by expanded lists in the Appendices.

Implementation Matrix

Objective	Priority	Completion Time Frame (1)	Responsibility (2)		Method of Implementation (3)	Potential Funding Sources (2)
			Primary	Other		
5. Housing Plan						
5.1. Encouraging the maintenance and improvement of the existing housing stock	1	on-going	PS		Development, Plan Review	PS
5.2. Continuing to provide opportunities for a variety of housing types.	1	on-going	BOS	PC	ZO	PS
5.3. Encouraging infill opportunities by providing for additional dwelling units, without adversely impacting the character of existing neighborhoods.	1	on-going	PC	BOS, FC	ZO, SLDO, Plan Review	PS
5.4. Redeveloping selected properties along West Chester Pike in order to provide for new housing opportunities.	2	2 to 10 years	PC	PS	Development, Plan Review	PS
5.5. Encouraging mixed uses and mixed housing types where appropriate.	1	on-going	BOS	PC	ZO	PS
5.6. Encouraging the Redevelopment of vacant and/or underperforming lots to create new housing opportunities.	3	5 to 10 years	PC	PS	Development, Plan Review	PS
5.7. Fostering opportunities for aging in place.	2	2 to 10 years	BOS	PC	ZO	PS, CCC
6. Land Use Plan						
6.1. Transforming the Town Center into a viable, walkable, visitable Place.	2	2 to 10 years	PS	BOS, PC	Plan Review, Development	PS, PT
6.2. Transforming the Paoli Pike Corridor into a walkable, connected, artery.	2	2 to 10 years	BOS	PC, PT, CCC	Special Study	PT, DVRPC
6.3. Transforming the West Chester Pike Corridor into a more functional and attractive artery.	2	2 to 20 years	PS	BOS, PC, PT	Special Study	PT, PS, DVRPC
6.4. Continuing to receive guidance from the Authorities, Boards and Commissions (ABC's).	1	on-going	BOS	PC, ABC's	Meetings, Workshops	GF
6.5. Continuing effective governance by the East Goshen Township Board of Supervisors.	1	on-going	BOS		Meetings, Hearings	GF
6.6. Continuing to accommodate a diverse mix of residential, commercial, institutional, light industrial, and recreational uses.	1	on-going	BOS	PC, FC	ZO, Plan Review	PS

Notes:

(1) The Township can use this Implementation Matrix as a guide to monitor progress on various Initiatives. Therefore, this Implementation Matrix should be periodically reviewed and updated to reflect current Township priorities.

(2) BOS = Board of Supervisors; PC = Planning Commission; PR = Parks & Recreation Commission; MA = Municipal Authority; CB = Conservancy Board; HC = Historic Commission; CC = Commerce Commission; FC = Futurist Committee; PS = Private Sector; PT = Penn DOT; DCNR: PA Department of Conservation and Natural Resources; DCED = PA Department of Community & Economic Development; DEP = Department of Environmental Protection; CCC = Chester County Commissioners; DVRPC = Delaware Valley Regional Planning Commission.

(3) ZO = Zoning Ordinance; SLDO = Subdivision and Land Development Ordinance; GF = General Fund

East Goshen Township Comprehensive Plan 2015

16. Implementation Strategies:

Objective	Priority	Completion Time Frame (1)	Responsibility (2)		Method of Implementation (3)	Potential Funding Sources (2)	
			Primary	Other			
7. Economic Development Strategy							
7.1.	Promoting the enhancement of business opportunities in the Town Center.	1	on-going	BOS	PC, CC, FC	ZO, SLDO, Plan Review	PS, GF
7.2.	Promoting the enhancement of business opportunities along the West Chester Pike Corridor.	1	on-going	BOS	PC, CC, FC	ZO, SLDO, Plan Review	PS, GF
7.3.	Allowing for new uses and smaller incubator businesses in the corporate parks and the industrial park.	2	2 to 10 years	BOS	PC, CC, FC	ZO, Plan Review, Development	PS
7.4.	Continuing the use of East Goshen Park for the Farmers Market and other context-sensitive enterprises and activities.	1	on-going	BOS	PR	Programs, Development	GF
7.5.	Utilizing the Commerce Commission with the business community, in order to identify and address needs pertaining to business growth and expansion.	1	on-going	CC	BOS	Workshops, Newsletter, Website	PS
7.6.	Providing opportunities for shared parking opportunities for smaller commercial establishments.	2	2 years	BOC	PC	ZO, SLDO	PS
7.7.	Continuing No-Impact Home-Based Businesses, Home Occupations, and Home-Related Businesses.	1	on-going	BOS	PC, PS	ZO, SLDO	PS
8. Transportation & Circulation Systems Plan							
8.1.	Continuing to provide safe, well-maintained roads throughout the Township.	1	on-going	BOS	PT	Maintenance	GF, PT
8.2.	Identifying and implementing regional highway improvement projects that enhance mobility, safety, and reduce congestion.	2	2 to 10 years	BOS	PT, DVRPC	Special Study	PT, DVRPC
8.3.	Minimizing speeding vehicular traffic on the local roadways and minimizing cut-through vehicular traffic within neighborhoods.	1	on-going	BOS	PT	Maintenance, Development	PT, PS
8.4.	Implementing vehicular traffic flow and traffic calming improvements for select roads and intersections.	2	2 to 10 years	BOS	PT	Plan Review, Maintenance	PT, GF
8.5.	Reducing vehicular traffic by supporting public transportation opportunities and travel demand management techniques.	1	on-going	BOS	DVRPC	Special Study	DVRPC, PT

Objective	Priority	Completion Time Frame (1)	Responsibility (2)		Method of Implementation (3)	Potential Funding Sources (2)	
			Primary	Other			
8. Transportation & Circulation Systems Plan (continued)							
8.6.	Increasing pedestrian circulation along Paoli Pike, especially in the form of a "Paoli Pike Promenade" with Sidewalks and Crosswalks, as well as increasing pedestrian circulation and pedestrian safety along Greenway, with Trails, Walkways, and Crosswalks.	2	2 to 10 years	BOS	PC, PR	Special Study, ZO, SLDO	GF, CCC, DVRPC, DCNR
8.7.	Implementing the East Goshen Township Act 209 Transportation Plan	1	on-going	BOS	PC	Plan Review	PS
9. Community Facilities and Services Plan							
9.1.	Maintaining and expanding the Open Space, Recreation, and Trails Network.	2	2 to 20 years	BOS	PC, PR, CB	Special Study	GF, CCC, DCNR
9.2.	Developing the Paoli Pike Trail to create the linkage between West Chester and Malvern, through East Goshen, from West Goshen to Willistown.	2	2 to 10 years	BOS	PC, PR, PT, CCC	Special Study	GF, PT, CCC, DCNR
9.3.	Maintaining and upgrading East Goshen Park.	1	on-going	BOS	PR	Maintenance, Rec Fee in Lieu	GF, DCNR
9.4.	Continuing to provide high quality Recreation Services.	1	on-going	BOS	PR	Programs	GF, DCNR
9.5.	Continuing to provide high quality Police, Fire and EMS services.	1	on-going	BOS		Maintenance	GF, DCED
9.6.	Continuing the provisions of effective administrative, public works, and related services.	1	on-going	BOS	MA	Maintenance	GF
9.7.	Continuing to support important and viable Community Facilities.	1	on-going	BOS	PR	Maintenance	GF
10. Utilities Plan							
10.1.	Continuing to provide effective sewage disposal and wastewater treatment with oversight of the Municipal Authority.	1	on-going	BOS	MA	Development	PS
10.2.	Continuing to provide effective solid waste disposal, and recycling services.	1	on-going	BOS	MA	Maintenance	GF
10.3.	Maintaining the role of the East Goshen Township Municipal Authority for evaluating sewered and unsewered areas.	1	on-going	BOS	MA	Special Study, Plan Review	PS

East Goshen Township Comprehensive Plan 2015

16. Implementation Strategies:

Objective	Priority	Completion Time Frame (1)	Responsibility (2)		Method of Implementation (3)	Potential Funding Sources (2)
			Primary	Other		
10. Utilities Plan (continued)						
10.4.	Cooperating with Aqua on Public Water Supply	1	on-going	PS	Development	PS
10.5.	Maintaining effective Stormwater Management	1	on-going	BOS, DEP	Plan Review	PS
10.6.	Regulating pipelines to protect land uses and the environment.	1	on-going	BOS, DEP	Plan Review	CCC, PS
11. Natural Resource Protection Plan						
11.1.	Protecting the Riparian Areas along Ridley and Chester Creeks and their tributaries.	1	on-going	BOS, PC, DEP, DCNR	CB, DCNR, DEP	PS, DCNR, DEP
11.2.	Considering opportunities for a Greenway Network along Chester and Ridley Creeks.	1	on-going	BOS, PC, PR, DCNR	Special Study, Plan Review	DCNR, GF
11.3.	Preserving and enhancing Street Trees.	1	on-going	BOS, PC, CB	Plan Review	PS
11.4.	Continuing the advocacy role of the Conservancy Board.	1	on-going	CB, BOS	Website, Plan Review	GF
11.5.	Continuing riparian buffer plantings throughout the Township.	2	2 to 20 years	CB, DCNR	Planting	GF, DCNR
11.6.	Continuing to control invasive species.	1	on-going	CB, DCNR	DEP, Plan Review	PS
11.7.	Improving woodland protection standards.	2	2 to 5 years	BOS, PC, CB	ZO, SLDO	GF, CCC
11.8.	Reviewing and updating tree replacement standards as needed.	2	2 to 5 years	BOS, PC, CB	ZO, SLDO, Plan Review	GF, CCC
11.9.	Reviewing and updating criteria for non-buildable areas.	2	2 to 5 years	BOS, PC, CB	ZO, SLDO, Plan Review	GF, CCC
11.10.	Improving and enhancing Green Infrastructure	1	on-going	BOS, PC, PS	ZO, SLDO, Plan Review	GF, DCNR
12. Energy Conservation Strategy						
12.1.	Creating more compact, mixed-use, walkable places.	1	on-going	PS, BOS, PC, FC	Plan Review, Development	PS, DCED
12.2.	Advocating energy conservation for residents, businesses, and institutions.	1	on-going	BOS, PC, CB, FC	Website, Newsletter	GF, DEP
12.3.	Advocating green building and site development practices.	1	on-going	BOS, PC, CB, FC	ZO, SLDO, Special Study	GF, DEP, DVRPC
12.4.	Promoting and enhancing the protection of Woodlands.	1	on-going	BOS, PC, CB, DCNR	ZO, SLDO, Plan Review	PS, DCNR

Objective	Priority	Completion Time Frame (1)	Responsibility (2)		Method of Implementation (3)	Potential Funding Sources (2)
			Primary	Other		
12. Energy Conservation Strategy (continued)						
12.5.	Designating areas for compact car parking, in order to reduce the size of off-street parking lots.	2	2 to 5 years	BOS, PC	ZO, SLDO, Plan Review	PS
12.6.	Encouraging park and ride facilities, shared parking, and increased public transportation.	1	on-going	BOS, PT, CCC, DVRPC	BOS, DVRPC, CCC, PT	PT, DVRPC, BOS
12.7.	Providing conservation tips on the Township website.	1	on-going	BOS, CB	Website	GF
13. Historic Resources Protection Plan						
13.1.	Continuing the East Goshen Historical Commission (EGHC) programs at the Blacksmith Shop and Plank House, and refinement of the Township Historic Property Inventory.	1	on-going	HC, BOS	HC Programs, Special Study	GF
13.2.	Continuing to have the EGHC comment on applications for subdivision and land development involving or adjacent to Historic properties.	1	on-going	HC, PC	SLDO	PS
13.3.	Continuing to have the EGHC provide educational information for the Township website and Newsletter.	1	on-going	HC	Website, Newsletter	GF
13.4.	Utilizing the characteristics of Goshenville and Rocky Hill to guide the character of nearby development.	3	5 years	HC, PC, BOS	ZO, SLDO	CCC, GF
13.5.	Reviewing Historic Preservation requirements.	2	2 to 5 years	HC, PC	ZO, SLDO	CCC, GF
13.6.	Considering simplified Historic Preservation Standards.	2	2 to 5 years	HC, PC	ZO, SLDO	CCC, GF

