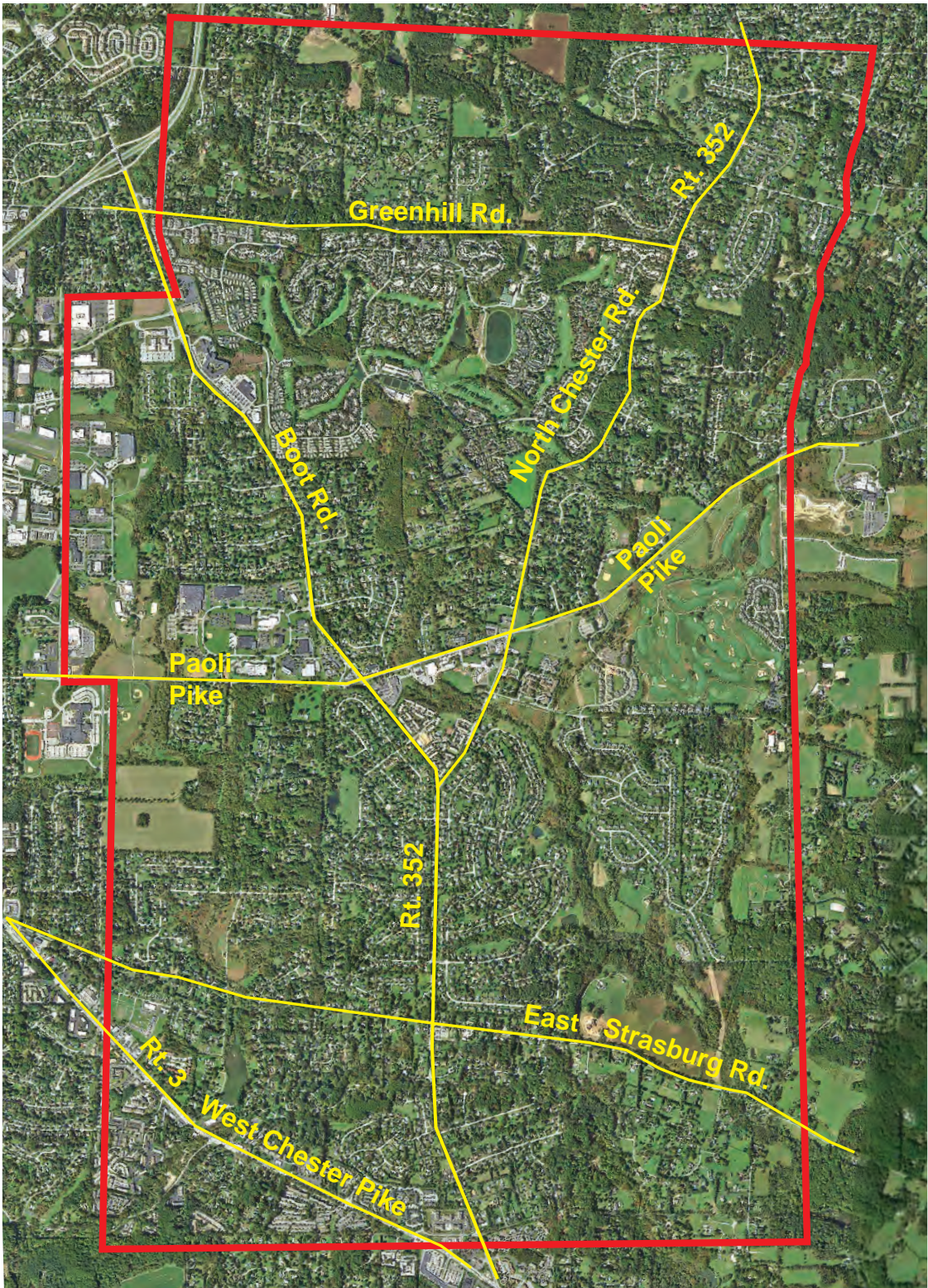


AGENDA
EAST GOSHEN TOWNSHIP
AUTHORITY, BOARDS and COMMISSIONS
Wednesday, June 10, 2015
7:00 PM

1. Call to Order
2. Pledge of Allegiance
3. Moment of Silence
4. Ask if anyone is recording the meeting
5. New Business
 - a. Presentation of East Goshen Township Comprehensive Plan 2015 Draft to Authority, Boards and Commissions – Thomas J. Comitta, AICP, CNU-A, RLA
6. Public Comment – Hearing of Residents
7. Adjournment

The Chairperson, in his or her sole discretion, shall have the authority to rearrange the agenda in order to accommodate the needs of other board members, the public or an applicant.

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 • Overlay Districts
Transportation • Hershey's Mill Village
Local Traffic Advisory Committee
WEGO • Rt. 352 • Historic Goshenville
Park & Recreation Commission
Strategic Plan • Crossroads Commercial
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
Open Space Types • Transect
Pathways • Historical Commission
Commercial Service Areas • Corridors
Commercial Corridors • WC Region
Nodes • Commerce Commission



East Goshen Township Comprehensive Plan 2015

The Contents of this Comprehensive Plan 2015 include:

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1. Executive Summary	1-1
2. Introduction	2-1
3. Goals & Objectives	3-1
4. Population & Housing Projections	4-1
5. Housing Plan	5-1
6. Land Use Plan	6-1
7. Economic Development Strategy	7-1
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9. Community Facilities and Services Plan	9-1
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16. Implementation Strategies	16-1

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Appendix A	
A-1 Regional Perspective & Influences	A-1
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1. Executive Summary:

In order for East Goshen Township to endeavor to be 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.

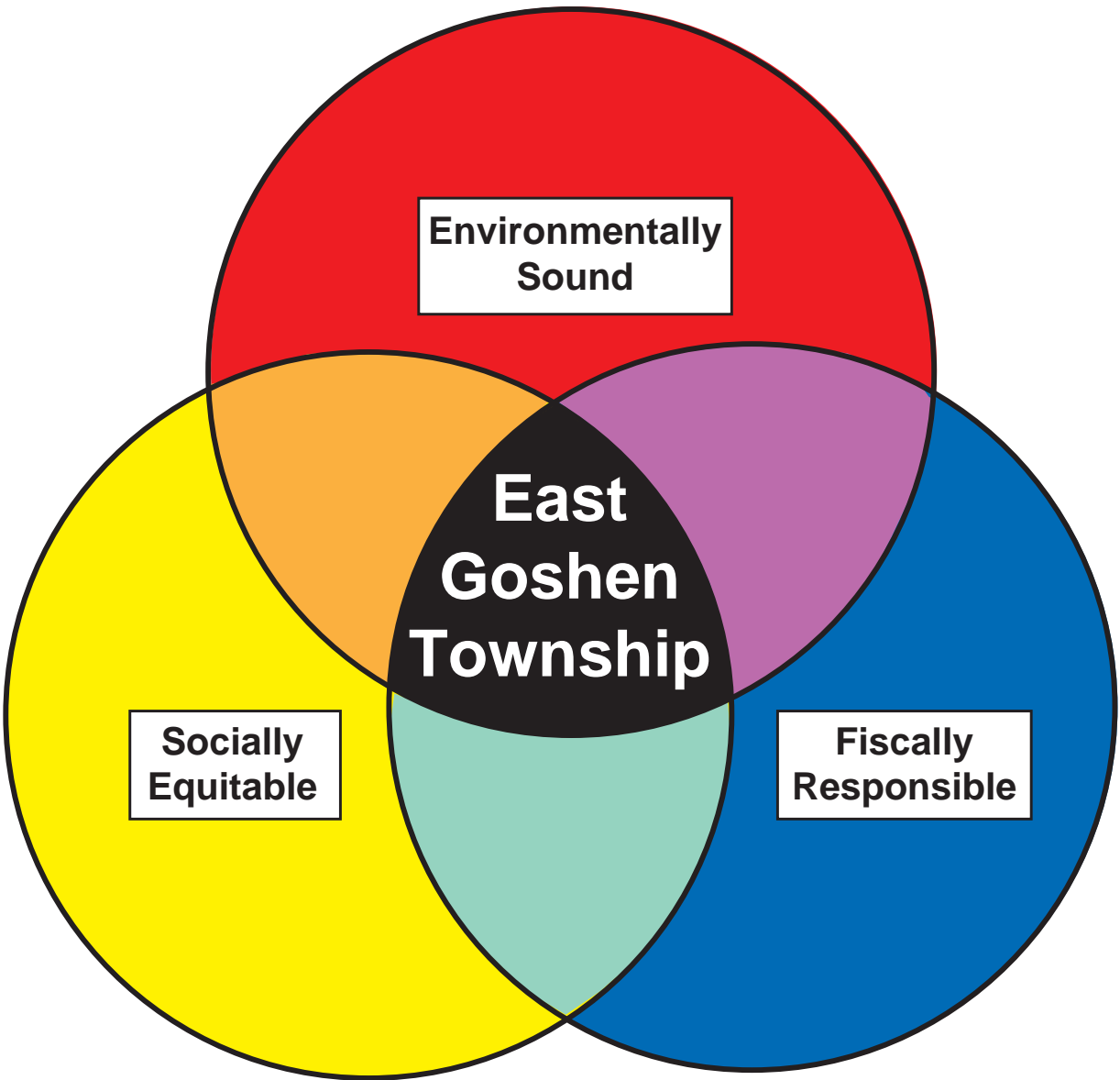
Our strengths include stable and attractive residential neighborhoods, viable places for employment, and diverse opportunities for commerce, recreation, open space, and education. Our quality of life is enhanced with the natural, historic, and cultural fabric of our 10.16 square mile Community. In 2017,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

In order for us to 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 5 minute drive from West Chester Borough, the County Seat. The travel time from East Goshen Township to 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.

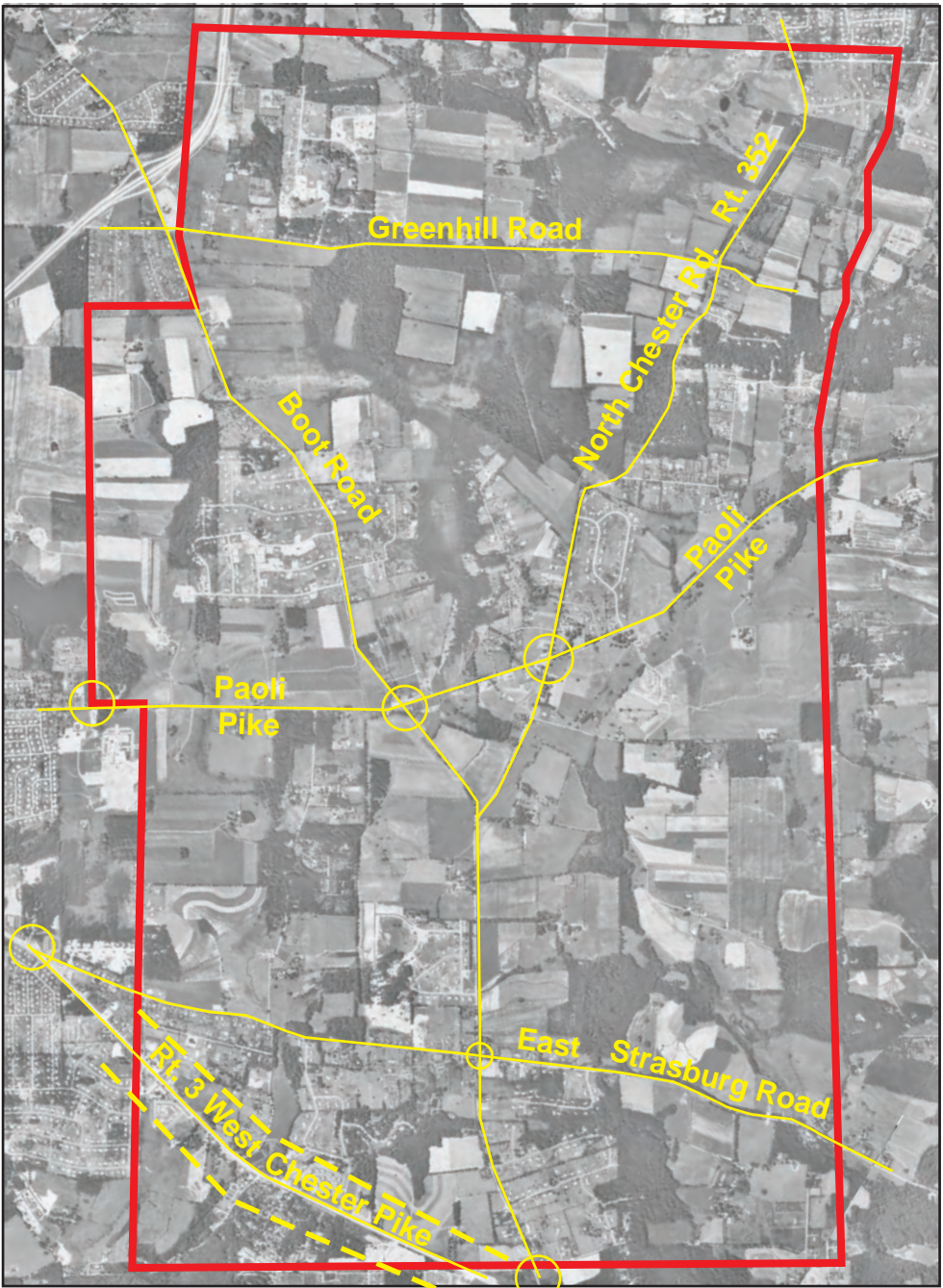
Chapter 16 provides an implementation strategy consistent with the overarching view of: protecting the health, safety, and welfare of our residents; maintaining East Goshen's overall economic prosperity; enhancing the Township's built environment; protecting natural and historic environments; sustaining 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 important 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:**

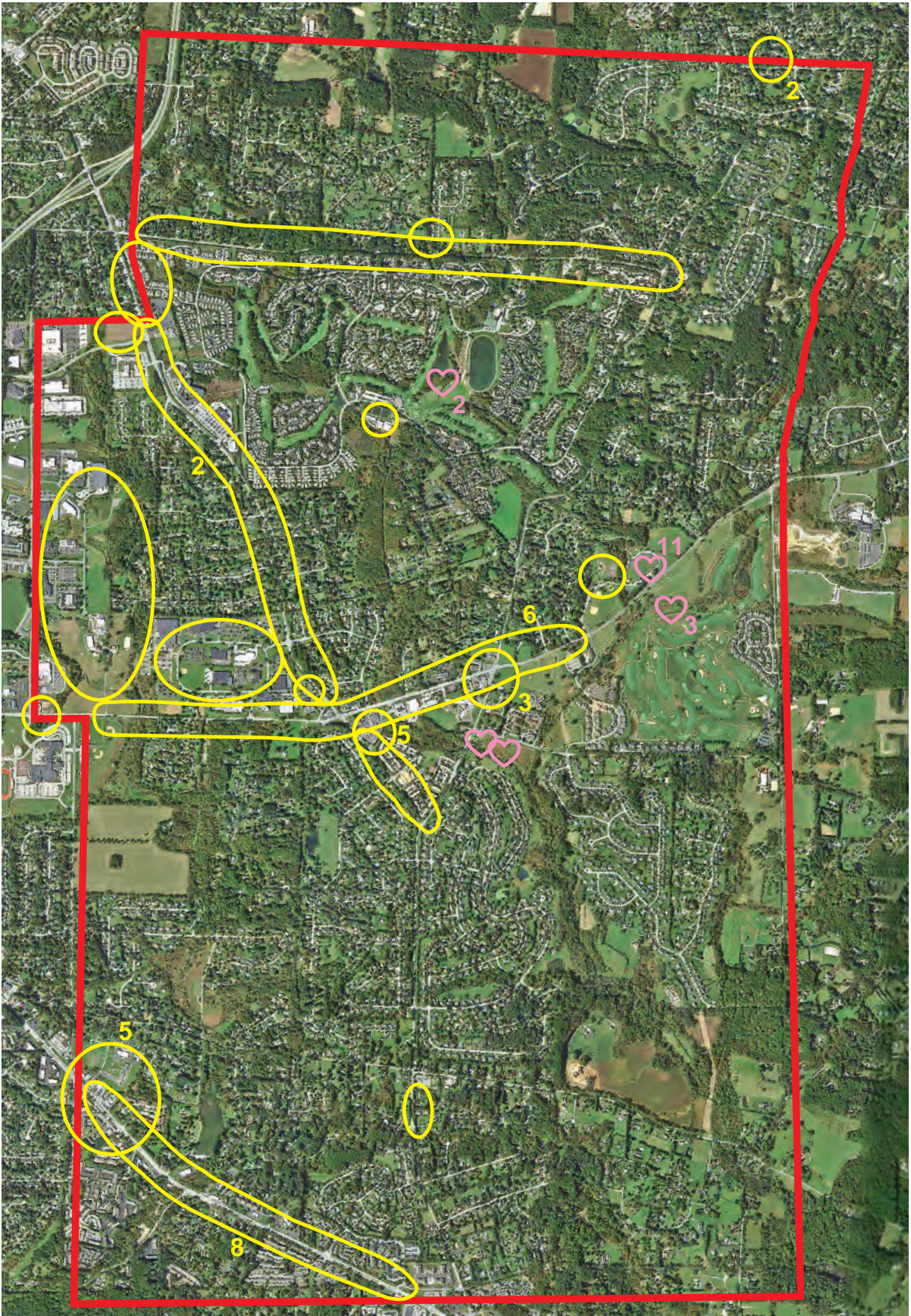
- Boot Road Streetscape;
- **Goshen Firehouse Area;**
- Greenhill Road;
- **Goshen Village Shopping Center;**
- Hershey’s Mill Utility Area;
- Intersections Along North Chester Road;
- **Paoli Pike Paths and Signage;**
- **Paoli Pike Pedestrian Gathering Places;**
- **Paoli Pike Pedestrian/Bike Access;**
- 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, Hersheys Mill Golf Course, the Blacksmith Shop, and the Plank House.



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

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 to preferred Growth Areas.
- 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 Places in designated Growth Areas.
- 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.



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.

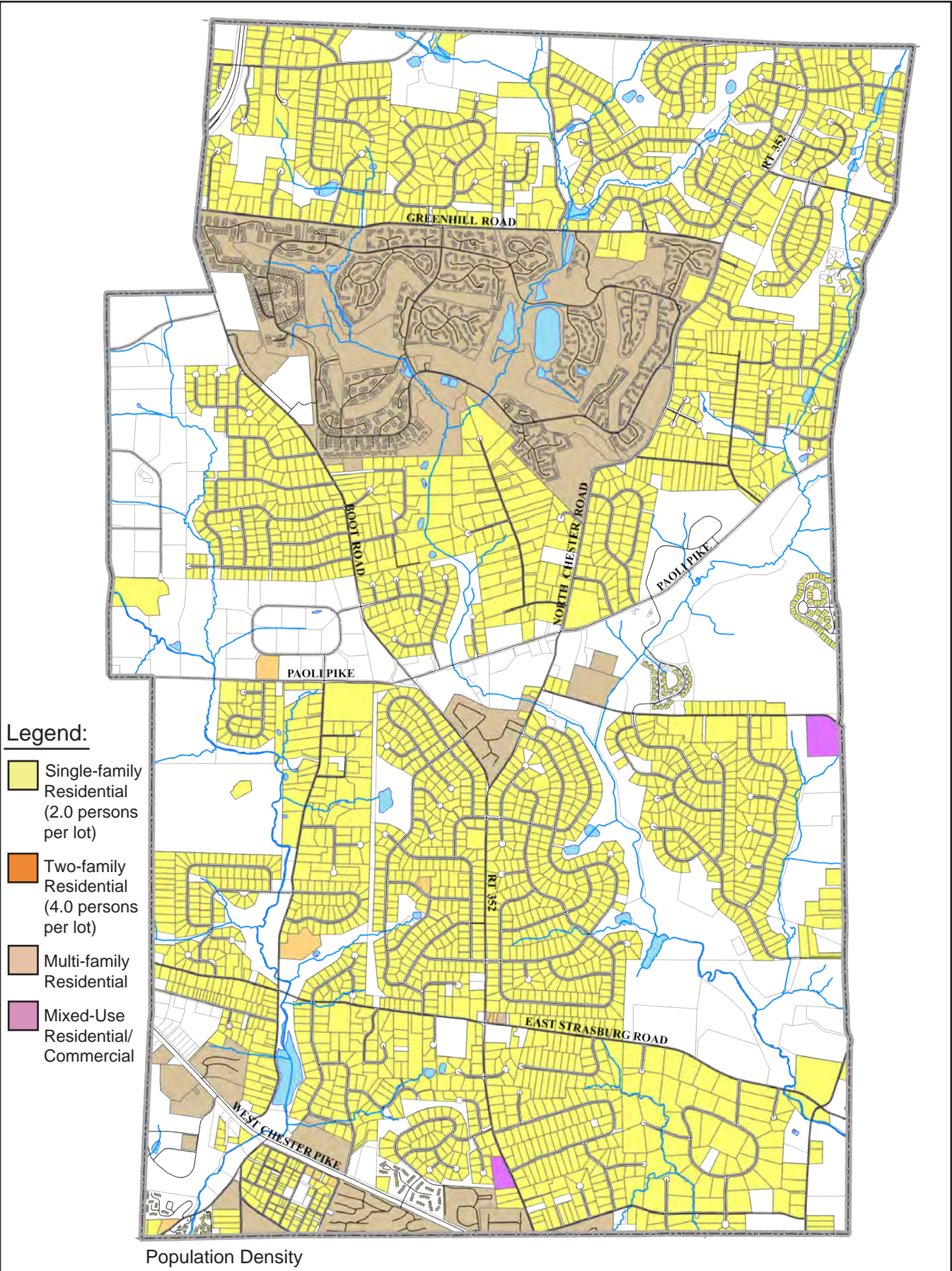
From 2000 to 2010, the population increased by 1,201 persons or 7.1% (from 16,825 to 18,026 persons).

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

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 Hersheys Mill Village.



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.

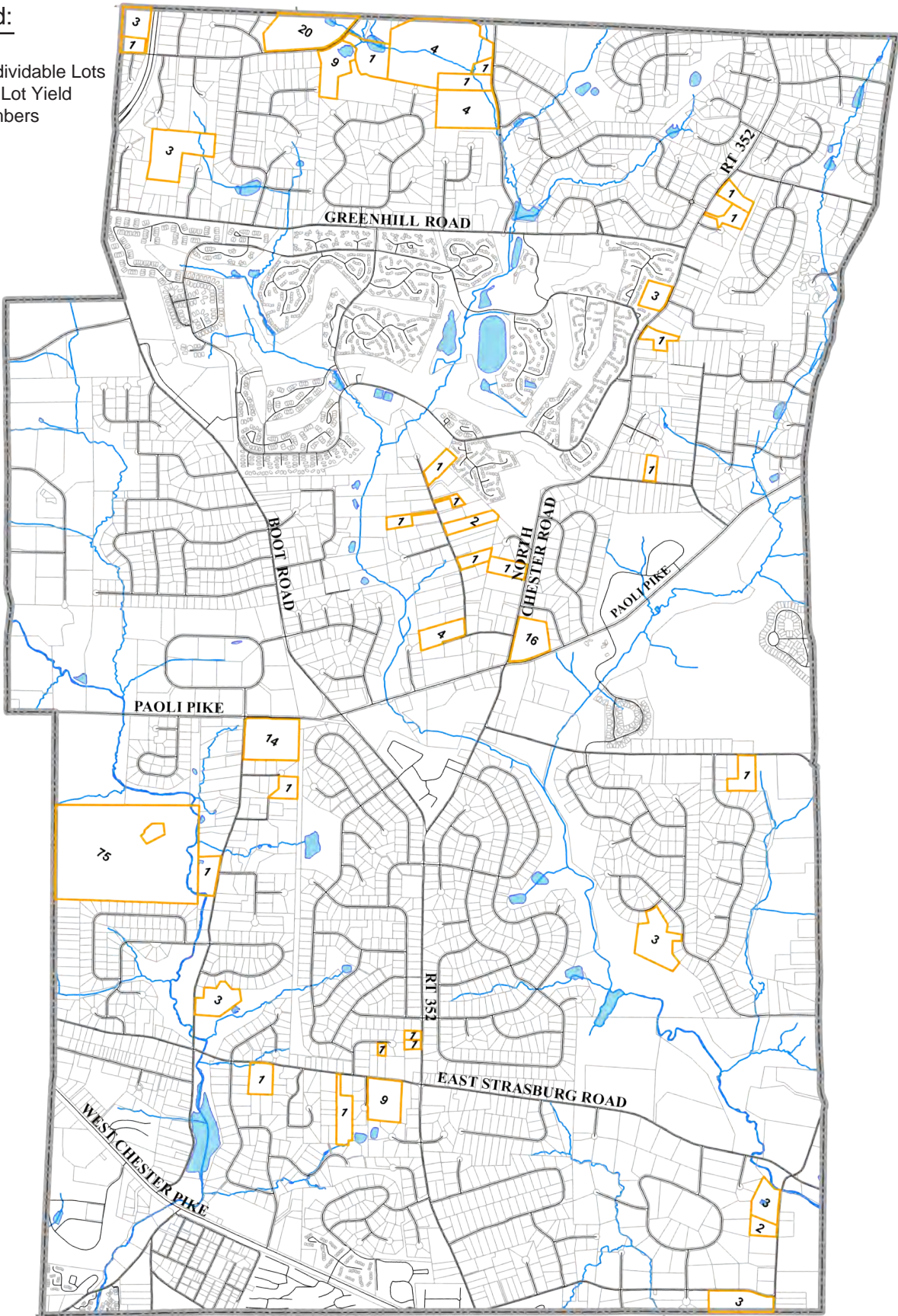
Build Out Analysis Summary by Zoning District

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.

Legend:

6 Subdividable Lots and Lot Yield Numbers



Build Out Analysis

5. Housing Plan:

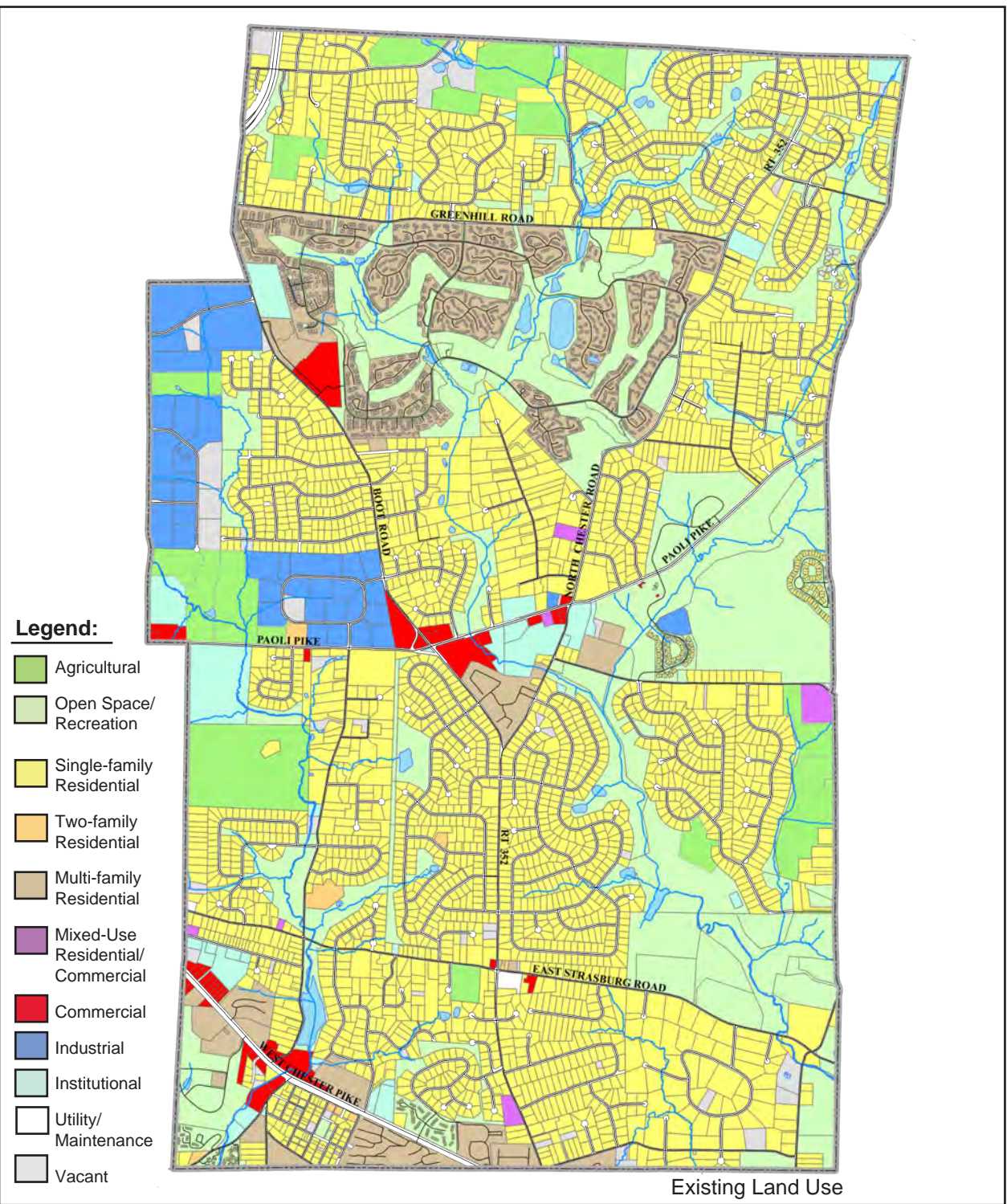
The hallmarks of our Housing Plan for East Goshen Township include:

- 5.1. maintaining and improving the existing single-family 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. converting selected 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.

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



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 maintaining and improving existing housing stock, we will continue to be the place for residency by the workers at our nearby businesses.

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.

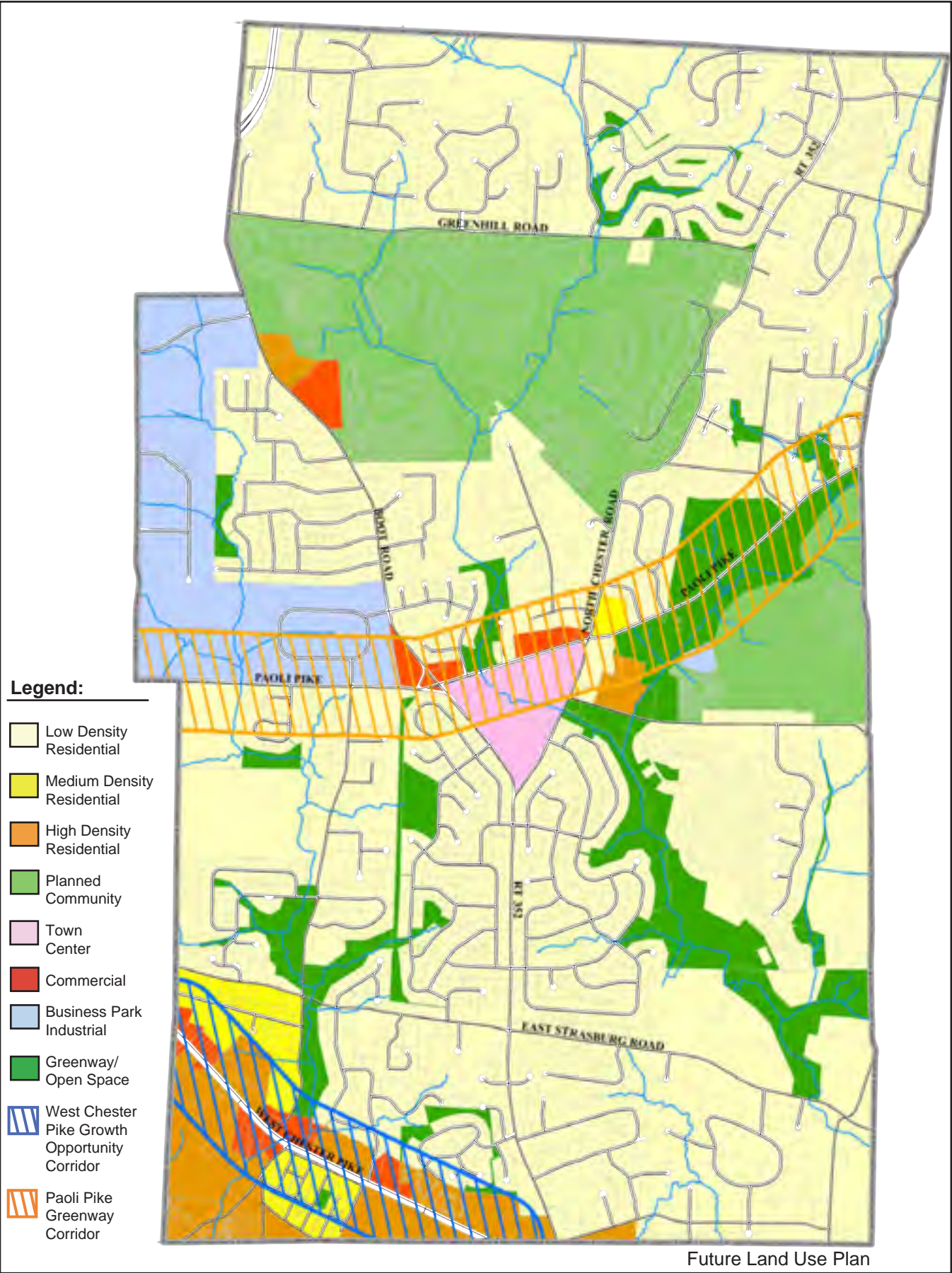
Please refer to Appendix A-3 for additional details.



Town Center



West Chester Pike



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, and the Wegmans & 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, that thrive because of their small-scale restaurant, destination retail, 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:



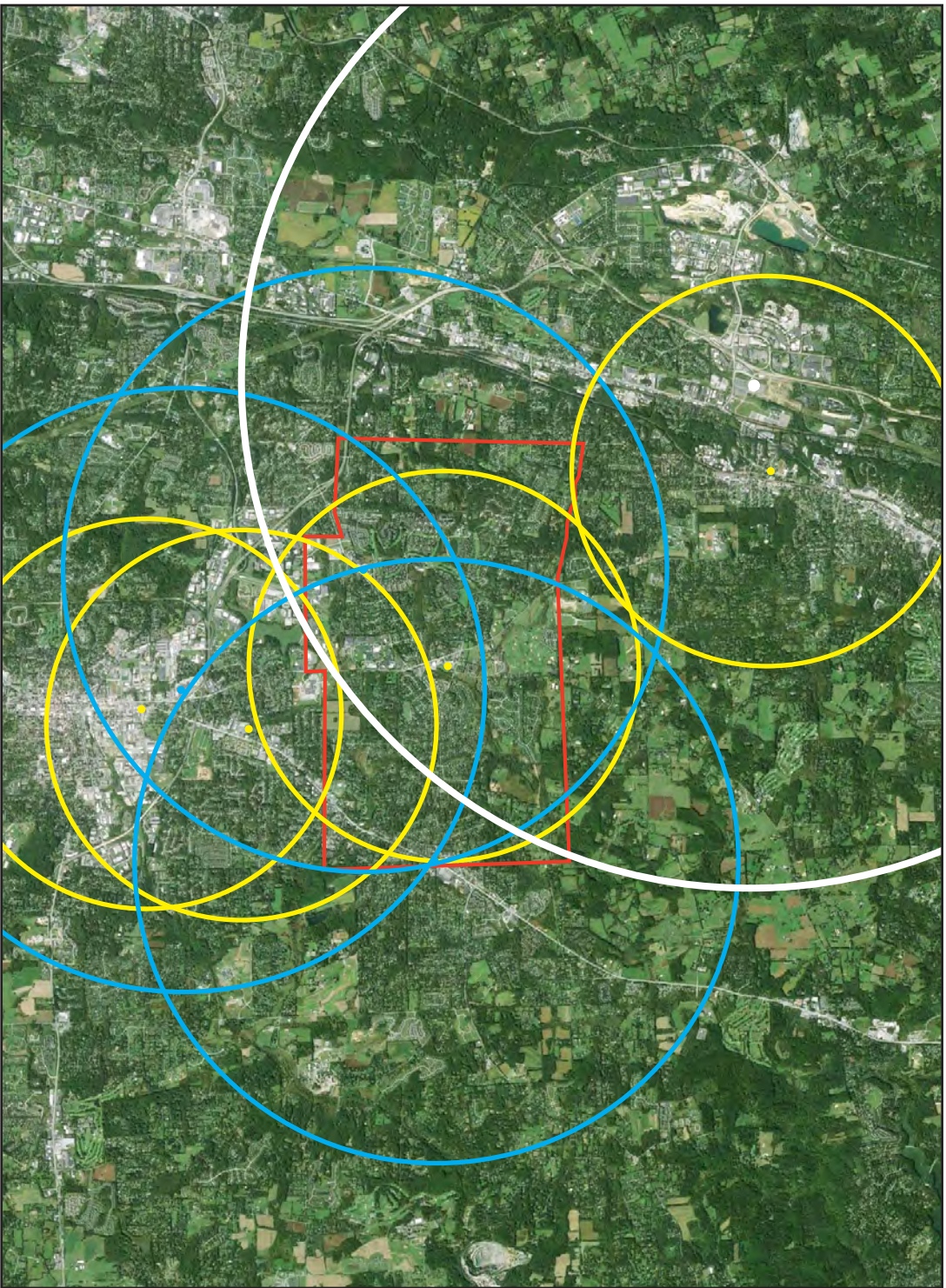
2-mile Service Area Radius of Wawa Convenience Stores



3-mile Service Area Radius of Acme and Giant Supermarkets



5-mile Service Area Radius of Wegmans & 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.

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 roadways, and minimizing cut-through vehicular traffic within neighborhoods;
- 8.4. implementing vehicular traffic flow and traffic calming improvements for selected 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.

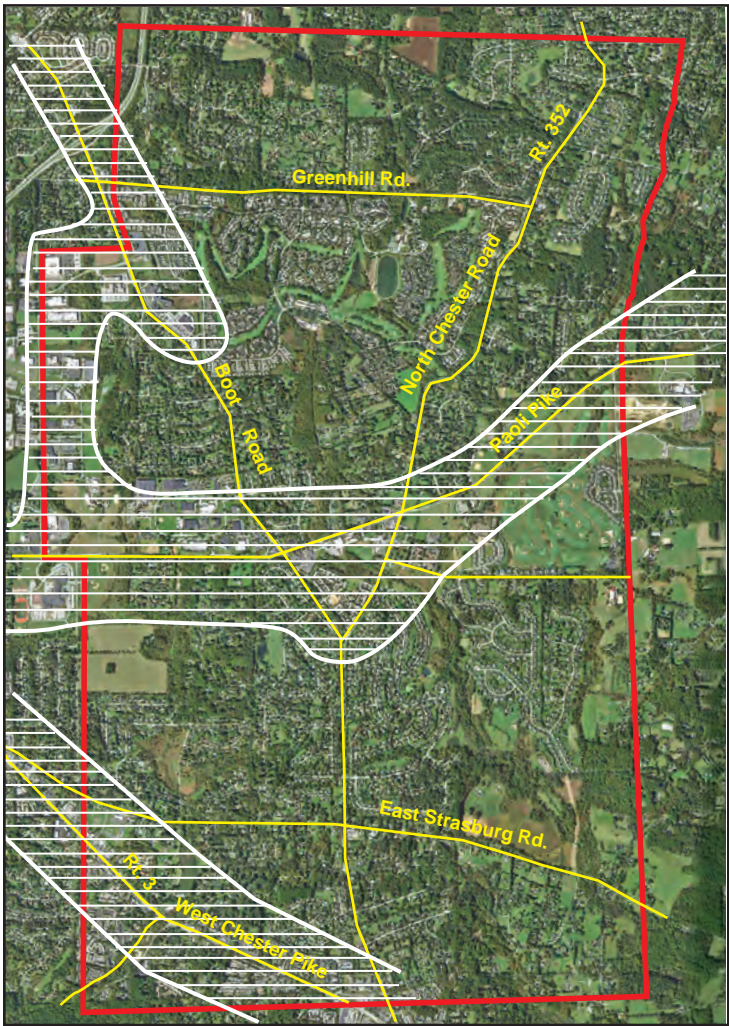
These key elements are addressed in greater detail in Appendix A-5.

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

Legend:

-  Corridors of Development along main Transportation Routes

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)

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 Key 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:

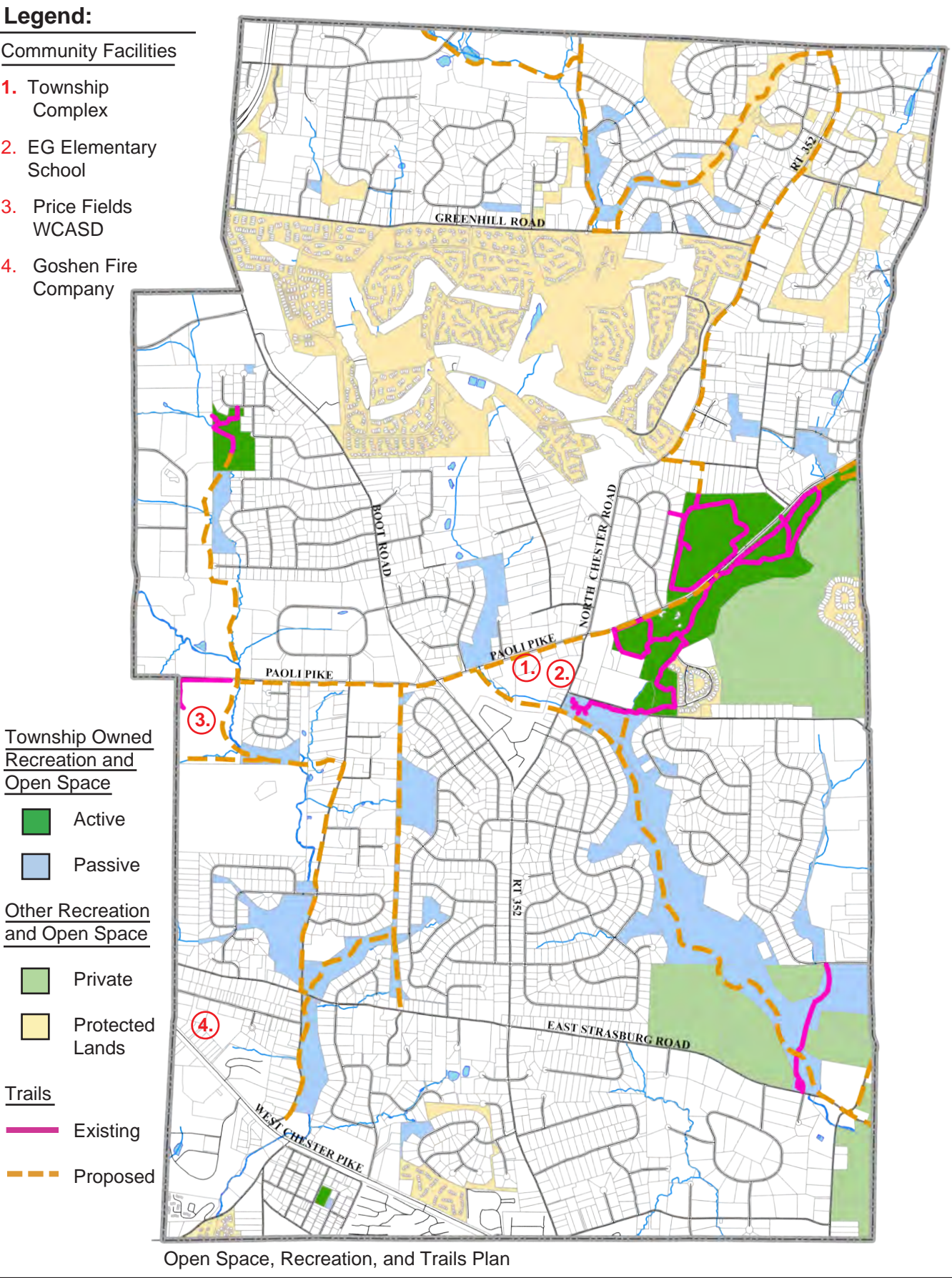
- 9.1.1. extensions to the Trails to form an overall Greenway network;
- 9.2.1. the construction of the Paoli Pike Trail; and
- 9.3.1. upgrades and enhancements to the facilities at East Goshen Park.

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.



10. Utilities Plan:

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

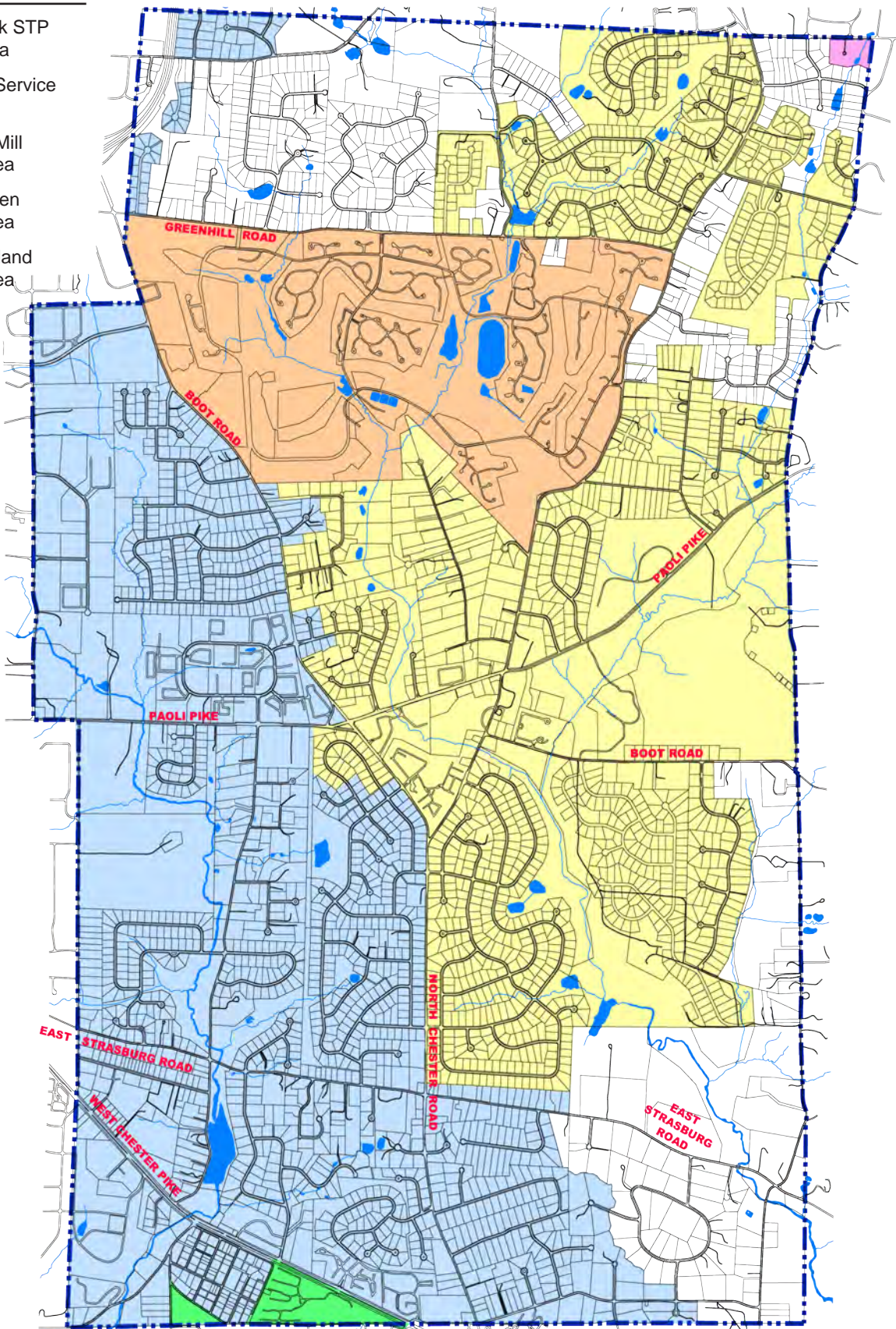
- 10.1. continuing to provide effective sewage disposal and wastewater treatment with oversight of the Municipal Authority;
- 10.2. continuing to provide effective solid waste disposal, and recycling services;
- 10.3. maintaining the role of the East Goshen Township Municipal Authority for evaluating sewered and unsewered areas;
- 10.4. maintaining public water supply by Aqua;
- 10.5. maintaining effective Stormwater Management, under the PA MS4 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.

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

11. Natural Resources Protection Plan:

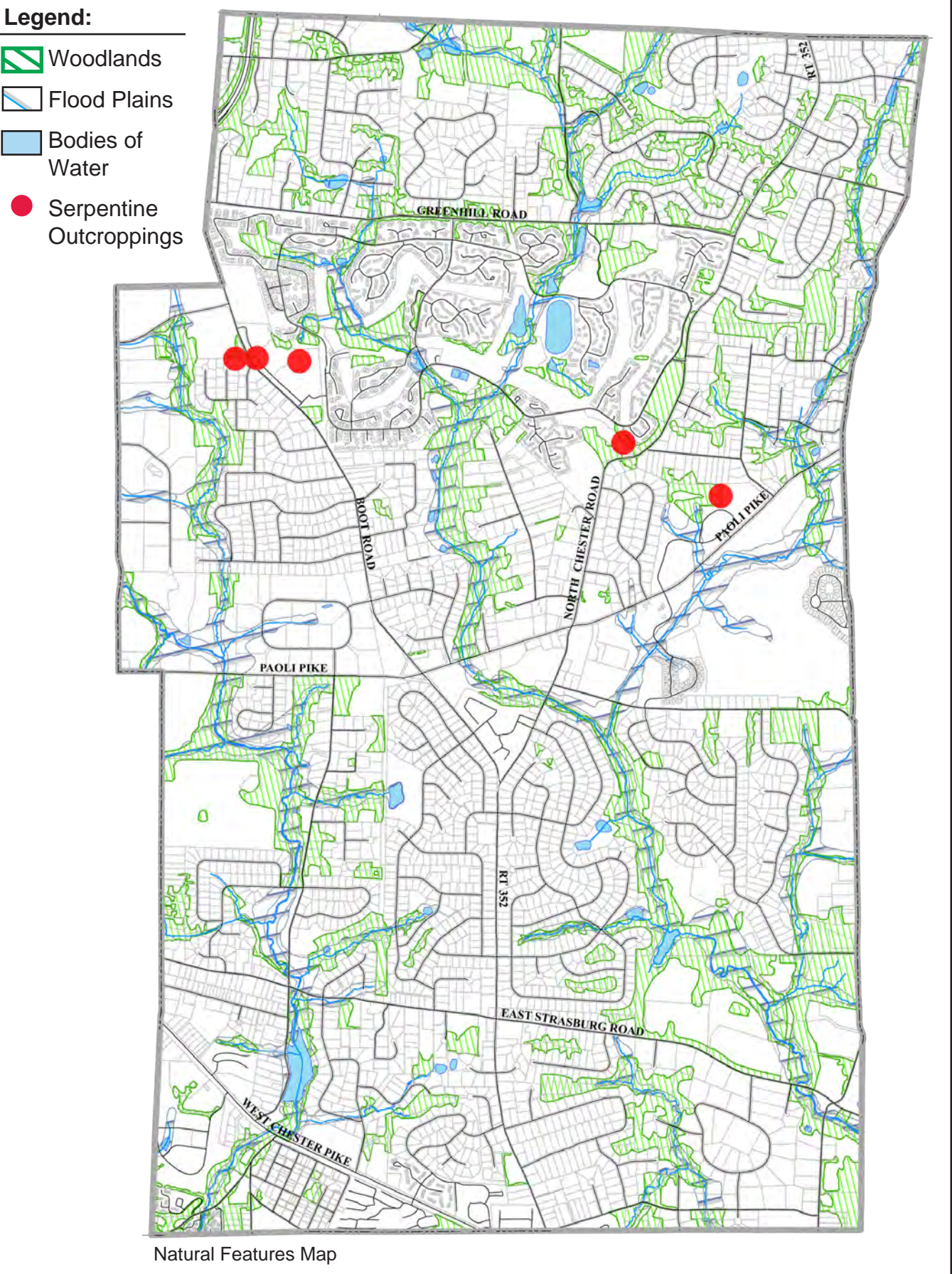
The Key elements of the Natural Resources Protection Plan include:

- 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; and
- 11.9. reviewing and updating criteria for non-buildable areas.

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.



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.



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.

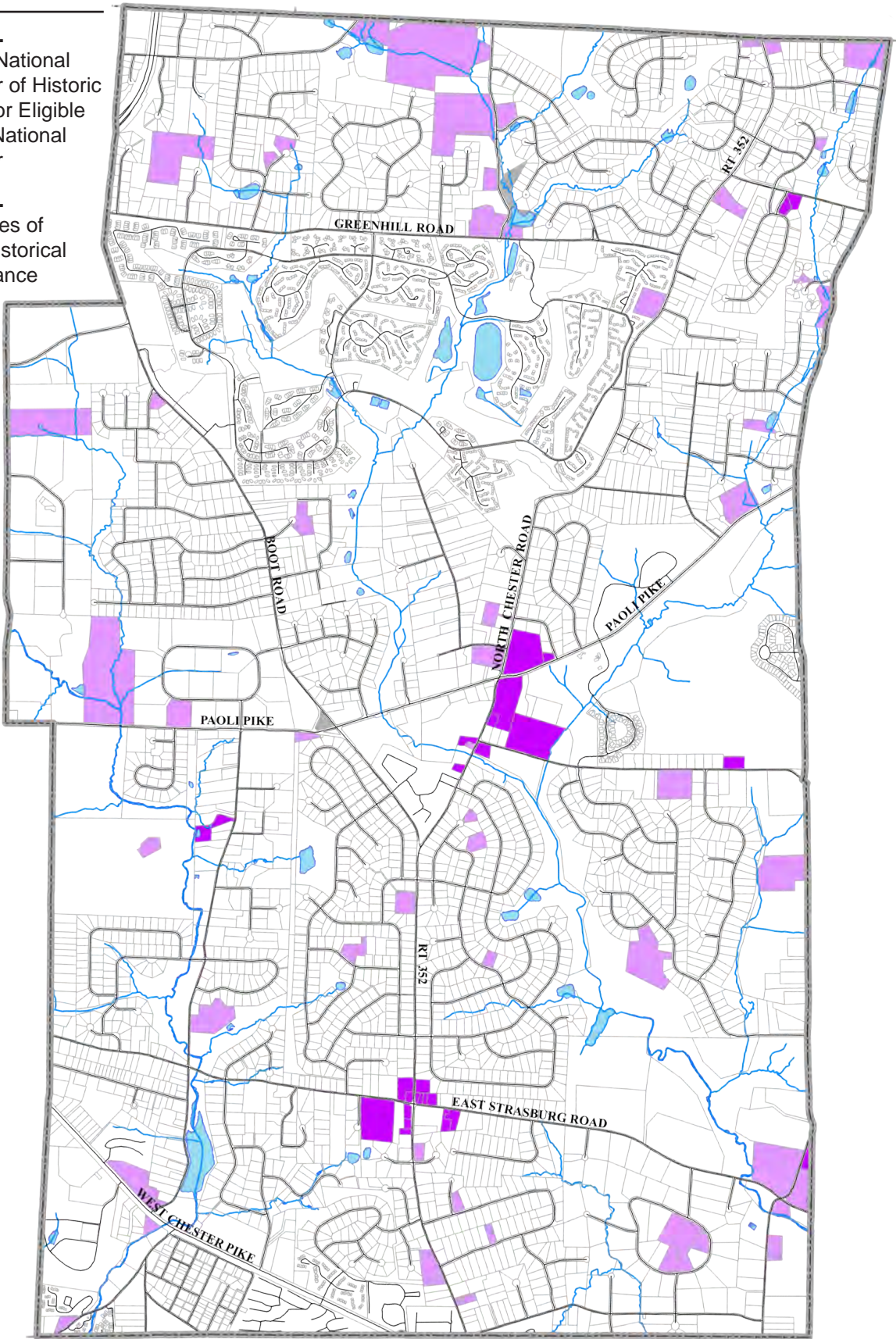
Key considerations for the Historic Resources Protection Plan include:

- 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 to comment on applications for subdivision and land development involving 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

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 & Circulations, 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.

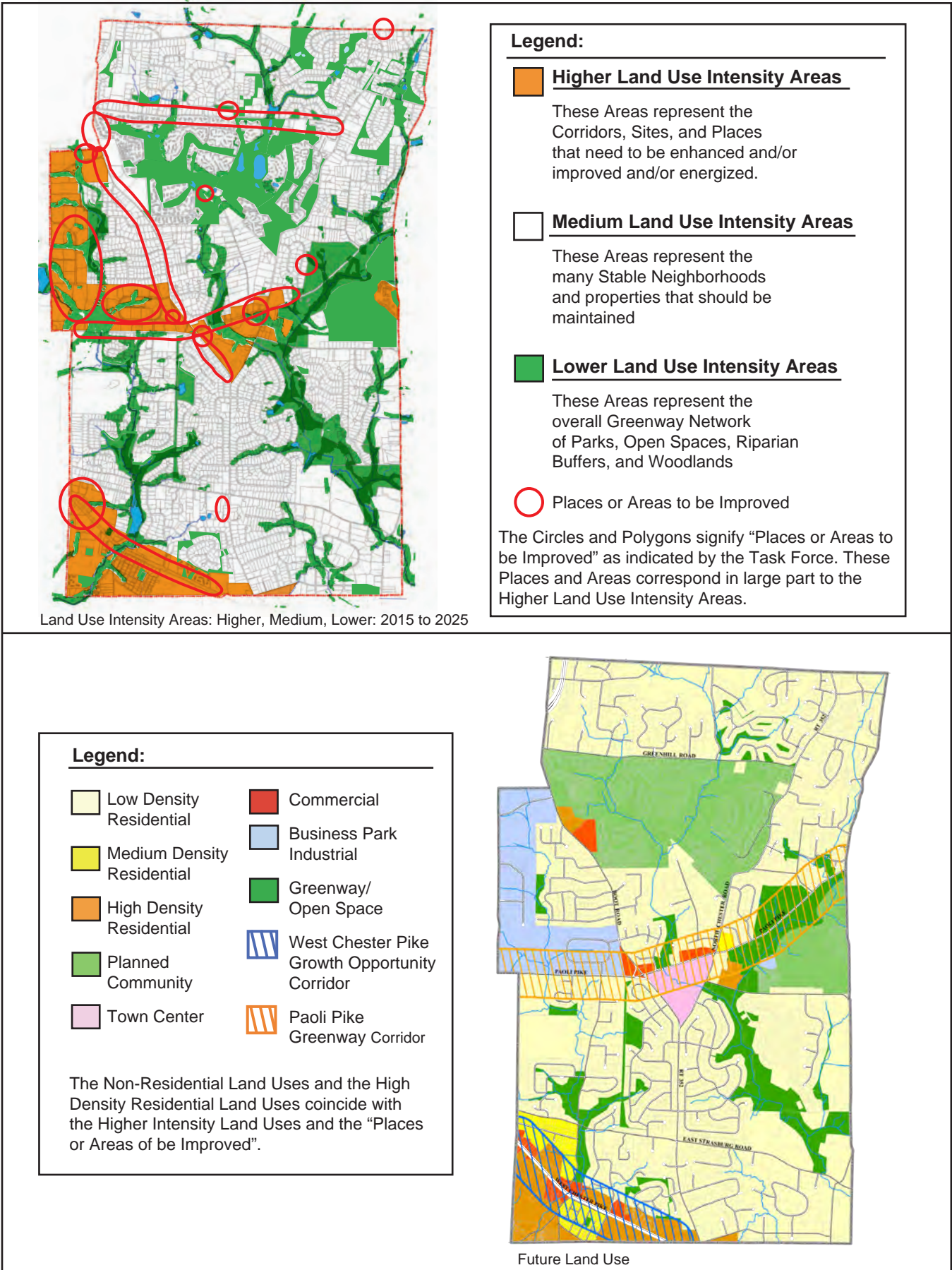
There are, however, several consequences of the interrelationships of the plan components worth noting. The Land Use Intensity Areas, shown as Higher, Medium, and Lower, embody the overarching view for Places that need to be enhanced and/or improved and/or energized, as well as the Places to be stabilized,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



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.

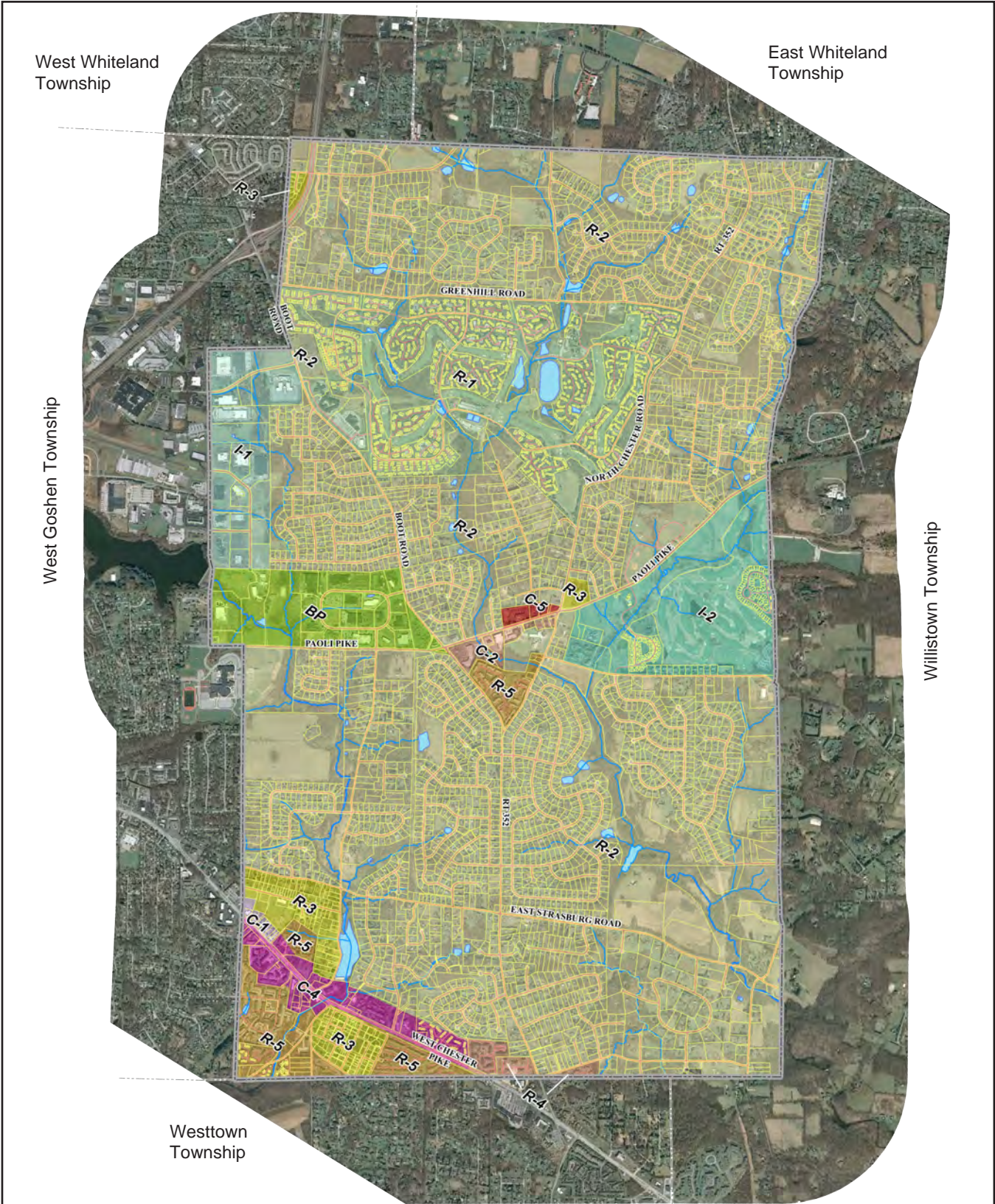
East Whiteland - Along our northeast boundary, a neighborhood with 1 acre lots exists in an R-1 District. In East Goshen, our adjoining R-2 District is both already developed and compatible. In addition, Villa Maria Academy in East Whiteland, although zoned for 22,000 square foot lots, is a stable campus 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.

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 important 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)
5. Housing Plan						
5.1.	Maintaining and improving the existing single-family 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.	1	2 to 10 years	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.	Converting selected vacant and/or underperforming lots to create new housing opportunities.	2	2 to 10 years	PS	Development, Plan Review	PS
5.7.	Fostering opportunities for aging in place.	2	on-going	BOS, PC	ZO	PS, CCC
6. Land Use Plan						
6.1.	Transforming the Town Center into a viable, walkable, visitable Place.	1	2 to 10 years	PS, BOS, PC	Plan Review, Development	PS, PT
6.2.	Transforming the Paoli Pike Corridor into a walkable, connected, artery.	1	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	BOC, 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)
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.	1	on-going	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	1 year	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.	1	on-going	BOS, PT, DVRPC	Special Study	PT, DVRPC
8.3.	Minimizing speeding vehicular traffic on the 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 selected roads and intersections.	1	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)
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.	1	on-going	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.	1	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.	1	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 Key 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
10.4.	Maintaining public water supply by Aqua.	1	on-going	PS	Development	PS
10.5.	Maintaining effective Stormwater Management, under the PA MS4 regulations.	1	on-going	BOS, DEP	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)
10. Utilities Plan (continued)						
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.	1	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.	1	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
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
12.5.	Designating areas for compact car parking, in order to reduce the size of off-street parking lots.	2	on-going	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

Objective		Priority	Completion Time Frame (1)	Responsibility (2)	Method of Implementation (3)	Potential Funding Sources (2)
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 to comment on applications for subdivision and land development involving 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.	2	2 to 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



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APPENDICES

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Functional Classification • COG
Land Use Intensity • Open Space Plan
Boot Rd. • Redevelopment • 19380

Developable Land • Existing Land Use
Growth Areas • Futurist Committee
Regional Influences • Overlay Districts
Transportation • Hershey's Mill Village
Local Traffic Advisory Committee
WEGO • Rt. 352 • Historic Goshenville
Park & Recreation Commission
Strategic Plan • Crossroads Commercial
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
Open Space Types • Transect
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East Goshen Township Comprehensive Plan 2015

Appendix A-1 REGIONAL PERSPECTIVE & INFLUENCES

Introduction

Many factors beyond the borders of East Goshen Township can have significant impacts on planning, growth, and resources. Employment centers, recreational facilities, commercial uses, major transportation corridors, and planning policies of surrounding municipalities are all examples of potential regional influences. This Appendix highlights the various relationships that East Goshen Township shares with its neighboring communities as well as the regionally important services, facilities, and growth trends.

Geographic Setting

East Goshen Township is approximately 10 square miles in size and is located in southeastern Pennsylvania, in southeastern Chester County. Philadelphia is located about 25 miles east and Wilmington, Delaware is located 20 miles south of East Goshen. West Chester Borough is located west of the Township and serves as a local Urban Center for the surrounding municipalities in the West Chester Region. Sharing the western boundary is West Goshen Township, which is a highly developed suburban municipality with significant industrial development south and east of West Chester Borough and the areas surrounding the Brandywine Airport. To the north and northwest, East and West Whiteland Townships are rapidly growing municipalities with a mix of suburban-scale development along the corridors of Routes 30 and 100 and the major transportation facilities of Route 202.

To the east, Willistown Township retains a significant rural landscape south of Paoli Pike, but has a more suburban development pattern north of Paoli Pike, in the areas surrounding Malvern Borough, and the areas in the southwestern corner of the Township adjacent to Route 3 (West Chester Pike). Westtown Township to the south has a high concentration of suburban development along with commercial uses along Route 3 and along Route 202.

This Appendix contains a detailed discussion of East Goshen Township's updated land use regulatory policies with those of the land use regulatory policies of the surrounding municipalities. Due to the long-term cooperation within the West Chester Region, there are only a few variations between East Goshen Township's current land use policies and those of surrounding municipalities.

Population Trends in Surrounding Municipalities

The population of East Goshen Township and surrounding municipalities has grown over the last two decades (see Table A-1), but (with the exception of West Whiteland Township) at a slower rate relative to Chester County as a whole.

Table A-1: Population of Surrounding Municipalities

Municipality	Population			Percent Change	
	1990	2000	2010	1990-2000	2000-2010
East Goshen Township	15,138	16,824	18,026	11%	7%
East Whiteland Township	8,398	9,333	10,650	11%	14%
West Goshen Township	18,082	20,495	21,866	13%	7%
Westtown Township	9,937	10,352	10,827	4%	5%
West Whiteland Township	12,403	16,499	18,274	33%	11%
Willistown Township	9,380	10,011	10,497	7%	5%
Chester County	376,396	433,501	498,886	15.2%	15.1%

Source: U.S. Census Bureau, 2010.

Between 1990 and 2000, East Goshen Township grew by almost 1,700 people for a growth rate of over 11%. This growth rate was moderate relative to the growth rate of East Goshen's municipal neighbors, which ranged from about 4% (Westtown) to as high as 33% (West Whiteland). East Goshen's rate of growth was exceeded by Chester County's growth rate, unlike the previous decade when it raced far ahead of the County growth rate (between 1980 and 1990 East Goshen experienced a growth rate of 51%, compared to 19% for the county as a whole). This reduction in the growth rate was due, in large part, to a decreasing amount of developable land.

Between 2000 and 2010, East Goshen Township experienced a slowing of the growth rate, and around half the rate experienced by Chester County as a whole. Of East Goshen's surrounding communities, only East Whiteland experienced any noticeable increase in their growth rate. The general trend for the surrounding communities has been one of slowing growth rates, below the county as a whole, which has been steady for the past two decades at around 15%.

With the exception of East Whiteland and Willistown, there has been a steady increase in the densities of all of the adjacent municipalities, with only West Whiteland Township exceeding the rate seen in East Goshen. Table A-2 shows the density per square mile in each municipality from 1980 to 2010. The percent increase in density mirrors the percent population growth seen in Table A-1. The number of persons per square mile in East Goshen increased by over 75% and almost doubled in West Whiteland. In comparison to the three decades leading up to 2000, which saw East Goshen's density increase by over three-fold, and Westtown and West Whitelands more than double, these figures represent a general slowing of development associated with a decreasing amount of developable land in the municipalities.

Table A-2: Densities of Surrounding Municipalities

Municipality	Density Persons per Square Mile				Percentage Change
	1980	1990	2000	2010	1980-2010
East Goshen	986	1,490	1,655	1,774	80%
Willistown Township	454	514	548	575	27%
West Whiteland Township	1,109	1,435	1,908	2,114	91%
Westtown Township	380	557	580	607	60%
West Goshen Township	1,347	1,507	1,708	1,822	35%
East Whiteland Township	1,024	1,016	1,129	1,288	26%
Chester County	417	496	571	657	58%

Source: Chester County Planning Commission, 2003.

Regional Transportation Facilities

Regional Highway Corridors

Several major transportation corridors are located in or near East Goshen Township and provide good access to the larger region. Route 352 (North Chester Road) and Boot Road provide the major north-south circulation routes through the center of the Township, with a linkage at the northwest corner of the Township to Route 202, the major transportation link for the West Chester Region to the Great Valley, King of Prussia, and the major employment centers in the northern and western suburbs of Philadelphia. Paoli Pike is the major east-west link between West Chester and the Paoli urban center and SEPTA/Amtrak rail station along Route 30. Route 3 (West Chester Pike), in the southwestern corner of the Township, provides a key commercial and residential linkage between West Chester and Philadelphia.

East Goshen's proximity to Route 202, the Pennsylvania Turnpike, and Interstates 95 and 476 provide access for commuters working in and around Philadelphia.

Public Transit

There are numerous public transit facilities in this area of the County. SEPTA provides bus and enhanced paratransit service to the West Chester Region. There are three bus routes through East Goshen that link to employment centers in the Township and also serve as links with connection points in West Chester, north to the Great Valley, and east along West Chester Pike.

The SEPTA operates the R5 train service line along the central portion of the County with stops in Paoli, Malvern, and Exton. This line provides commuter service from the western suburbs and Main Line to Center City Philadelphia. This line also shares tracks with AMTRAK's service from Philadelphia west toward Harrisburg, and beyond. In addition, the SEPTA R3 service from Elwyn to Philadelphia is easily accessible by residents in the southern part of the Township.

The Chester County Paratransit System provides service throughout Chester County but is primarily intended for use by senior citizens and the handicapped (see Appendix G, Transportation and Circulation System Inventory, for more details). This system is particularly important to the Township to assist in transporting the aging population.

Regional Airport Facilities

The Township has access to airport facilities to link employment centers with additional means of transportation. The primary airports are the Brandywine Airport just west of the Township in West Goshen Township, the G.O. Carlson (Chester County) Airport in Valley Township west of Coatesville, and the Philadelphia International Airport. The Brandywine Airport in West Goshen Township is working on expansion plans.

Regional Facilities and Services

East Goshen Township is in close proximity to many recreational, educational, and cultural facilities. These facilities enhance the quality of life for residents and add to the Township's value as an attractive place to live.

Several state and county parks, Revolutionary era Battlefields (Valley Forge, Paoli, Brandywine), conservation areas (Longwood Gardens, Winterthur, the Brandywine River Museum) and additional museums and historic sites near the region provide unique recreational and cultural experiences for Township residents. Several universities in Pennsylvania and Delaware, including two campuses of Penn State University, West Chester University, Immaculata University, Delaware County Community College, and Cheyney University are within easy commuting distance of the Township. In addition to those within the immediate area, numerous other colleges and universities are located throughout the greater Philadelphia region. In addition, the area boasts a number of excellent private secondary schools. Additional nearby facilities providing educational and cultural opportunities are the Chester County Library in Exton and its branch Malvern Library in Malvern.

Some of the regional services located in the area include West Chester Post Office and hospitals and medical facilities (Chester County Hospital, Paoli Hospital, Bryn Mawr Rehabilitation Center, Bellingham retirement complex, and the Wellington retirement complex). Other key facilities include the two Goshen Fire Company locations in or immediately adjacent to the Township, and the Malvern Fire Company, regional drop stations for Fedex and UPS, QVC Studios, and major shopping malls at Exton, and King of Prussia.

Regional Planning

West Chester Regional Planning Commission

East Goshen Township is an active participant in the West Chester Regional Planning Commission (WCRPC) that was formally established in 1959. The Commission consists of the municipalities in the West Chester Area School District (WCASD), including East Goshen, West Whiteland, East Bradford, Pocopson, Thornbury, West Goshen, and Westtown Townships, and West Chester Borough. In addition to sharing information on current activities in their respective municipalities, the Commission has undertaken a number of cooperative efforts over the years including a study of regional sewage facilities and issues, a regional Zoning Ordinance Analysis, joint purchasing and manpower agreements, Road and Street Address Directory, Regional Classification Study (Road), Long Range Transportation Study and educational planning forums.

West Chester Area Council of Governments

In 2003, a new regional organization was formed under Article 9, Section 5 of the Pennsylvania Constitution and the Intergovernmental Cooperation Act of 1996 which authorizes two or more local governments to jointly cooperate with other local governments in the exercise or performance of their respective government functions, powers and responsibilities. The West Chester Area Council of Governments (WCACOG) is comprised of the Borough of West Chester and East Bradford, East Goshen, West Goshen, Westtown, Thornbury and West Whiteland Townships, collectively referred to as the "Members." The purpose of this organization is to:

- Provide a forum for the discussion of regional issues that affect the Members and their residents;
- Discuss and study local issues of mutual interest and concern to each member and its residents and to formulate solutions for common regional problems;

- Allow for regional planning and coordination on local government issues such as, but not limited to zoning, transportation, emergency services, geographical information systems (GIS), cable communications, technological electronic communication and any other issues which affect the West Chester region;
- Train municipal officials and employees in various municipal topics and laws that affect municipalities;
- Undertake, coordinate and administer programs of regional interest that benefit some or all of the Members;
- Create an alliance for obtaining more competitive rates on the purchase of goods and services for the Members; and
- Perform such other activities as the Members may mutually agree may be undertaken through the WCACOG that are related to the objectives identified above.

Landscapes, Chester County Comprehensive Policy Plan

The primary goal of the Chester County policy plan, ***Landscapes 2***, adopted in 2009, is to build upon the original plan, *Landscapes*, and continue to reduce sprawling residential development by focusing new development in areas where it can best be accommodated and encouraging the revitalization of the County's urban areas. The plan stresses the importance of protecting natural and historic resources and emphasizes the need to preserve farms and prime agricultural soils.

The plan identifies Liveable Landscapes that include both growth areas (urban and suburban landscapes, and suburban centers) and rural resource areas (rural and agricultural landscapes, and rural centers). The majority of East Goshen Township is located in the suburban landscape, with a small portion of East Goshen's eastern edge characterized as rural landscape.

Because the County has no authority to mandate compliance with ***Landscapes 2***, it seeks to partner with municipalities in implementing the plan and, through the Vision Partnership Program, provides grant funds to assist townships, boroughs, and regional planning groups with its implementation.

East Goshen Township joined the Vision Partnership Program (VPP) in 1996. A review of the Township's planning documents indicated that both its policies and land use regulations were generally consistent with the County's planning policies. The VPP review, dated May 6, 1997, stated that the Township should consider additional tools to effectively reduce land consumption from sprawl, and identify areas within its Suburban Landscape for higher density versus areas dedicated for lower density. In addition, the review states that the Township should continue its participation in the West Chester Regional Planning Commission, and consider regional implementation of land use as an option.

Other issues identified in the VPP Review that would increase consistency with ***Landscapes2*** include increased scenic, natural, and historic resources protection standards. The Township approved an historic preservation ordinance in 2003.

Linking Landscapes, A Plan for the Protected Open Space Network in Chester County, Pennsylvania

In February 2002, the Chester County Commissioners adopted ***Linking Landscapes***, the first of the specific plan elements tied to ***Landscapes, Landscapes2's predecessor***. The primary goal of ***Linking Landscapes*** is the protection of open space through the coordinated efforts of Chester County, municipalities, land trusts and conservancies, and private property owners. Where this plan has value for East Goshen Township and the West Chester Region is in the policy recommendations for creation of

open space linkages and the development of recreational resource areas for utilization of Township residents.

Watersheds, An Integrated Water Resources Plan for Chester County, Pennsylvania and Its Watersheds

The Chester County Commissioners adopted the second specific plan element to ***Landscapes*** in September 2002. The primary goal of ***Watersheds*** is the development of an integrated resource protection model that ultimately links to the protection of water quality in each watershed in Chester County. Municipal recommendations are provided in ***Watersheds***, including the following topical areas: involving the public in watershed stewardship, providing water-based recreation and cultural resources, establishing networks of forested riparian buffers, conservation (low-impact) development designs, land preservation for protecting natural resources, protecting ground water quality, protecting sources of public drinking water supplies, agricultural and landscape management, reducing stormwater and flooding impacts, natural stream restoration and stabilization, protecting ground water balances and stream baseflow, and integrated water resources planning.

Connecting Landscapes, The Transportation Plan for Chester County, Pennsylvania

Chester County is currently developing a plan for the transportation network and systems across the County, including highways, local road systems, pedestrian facilities, bicycle facilities, airports, mass transportation, and rail systems. The goal of this plan, in keeping with ***Landscapes***, is to provide a coordinated framework for addressing transportation problems on individual systems while focusing on transportation infrastructure improvements in two ways: within the designated growth areas that need capacity, safety and modal options and along selected corridors that connect the growth area or serve special functions.

Countywide Stormwater Management

The adoption of the Chester County Stormwater Management Ordinance (under the requirements of Act 167) in 2002 has brought with it an integrated approach to watershed management in Chester County. This Plan incorporated the requirements of the state law while developing a plan of action and implementation measures, including a stormwater management model ordinance specifically attuned to Chester Creek. This Plan involved the coordination of all municipalities in the Chester Creek Watershed, crossing the boundaries of Chester and Delaware Counties. Municipalities included within the Chester Creek Watershed are being asked to adopt zoning changes to implement the recommendations of this Plan.

Delaware Valley Regional Planning Commission

The Delaware Valley Regional Planning Commission was established in 1965 to provide comprehensive, coordinated planning for the orderly growth and development of the Greater Philadelphia region. This region includes Bucks, Chester, Delaware, Montgomery, and Philadelphia counties in Pennsylvania; and Burlington, Camden, Gloucester, and Mercer counties in New Jersey. DVRPC is an interstate, intercounty, and intercity agency that advises on regional policy and capital funding issues concerning transportation, economic development, the environment, and land use. Their mission is “to proactively shape a comprehensive vision for the region’s future growth.” They provide services to member governments through planning analysis, data collection, mapping services, and a variety of publications.

Delaware River Basin Commission

The Delaware River Basin Commission (DRBC) was formed in 1961 by compact among the four basin states (Pennsylvania, New Jersey, New York, and Delaware) and the federal government. The creation of the Commission marked the first time that the federal government and a group of states joined together as equal partners to form a regulatory agency for the purpose of river basin planning. The DRBC is a regional body with the force of law that oversees a unified approach to managing the river system without regard to political boundaries. East Goshen Township falls within the region regulated by DRBC. Within this area, proposed well withdrawals in excess of 100,000 gallons per day must be reviewed and approved by DRBC. The purpose of these regulations is to prevent the depletion of ground water and protect the interests and rights of lawful users of the same water resource, as well as to reconcile alternative and conflicting uses of limited water resources in the region.

Regional Zoning Compatibility

The analysis of compatible zoning between townships is an important method of determining regulatory differences in types of development that are permitted to occur, and is a valid means of working on a multi-municipal basis to resolve these differences and establish design or zoning changes to address these potential problems. This analysis includes evaluation of all zoning districts at township boundaries shared with East Goshen Township, including data and analysis previously compiled by the West Chester Regional Planning Commission in 1993, and verified by the Chester County Planning Commission in 2003.

Along the borders shared with adjacent townships, there are only a few inconsistent areas of zoning. These are indicated below.

1. **West Whiteland Township** – There are no use or density differences between East Goshen and West Whiteland.
2. **East Whiteland Township** – The primary locations of zoning difference are between East Goshen's R-2 district and East Whiteland's R-2 and R-4 Residential Districts. As provided above, East Goshen's R-2 district provides for single family residential dwellings to be developed at a density of 1 unit/acre. East Whiteland's R-2 district allows for predominantly single family residential development at a density of almost 2 units/acre. However, in the areas where these two R-2 districts meet (from North Chester Road (Route 352) and along the intersection with King Road), the area is already developed with the same residential neighborhood spreading across the township borders.
3. **Willistown Township** – East Goshen has two zoning districts along its border with Willistown, the R-2 and I-2 districts. Willistown faces these two districts with three districts, the R-1 Residence District, the RA Residence District, and the RU Rural District. The I-2 district is the Applebrook development, which contains a variety of residential sites, along with a sizeable area for a golf course. The RA district is a low density single family residential district with a minimum lot size of 2 acres. The RU district is a rural farm and single family residential district with a minimum lot size of 4 acres for new dwelling units.
4. **Westtown Township** – There is a zoning difference in the location of East Goshen's R-5 district in the southwest corner of the Township with Westtown's A/C Agriculture/Cluster Residential District. The difference between the two districts is both density (up to 13.3 units/acre in the R-5 versus up to 1.25 units/acre utilizing a cluster option in the A/C) and types of uses permitted.

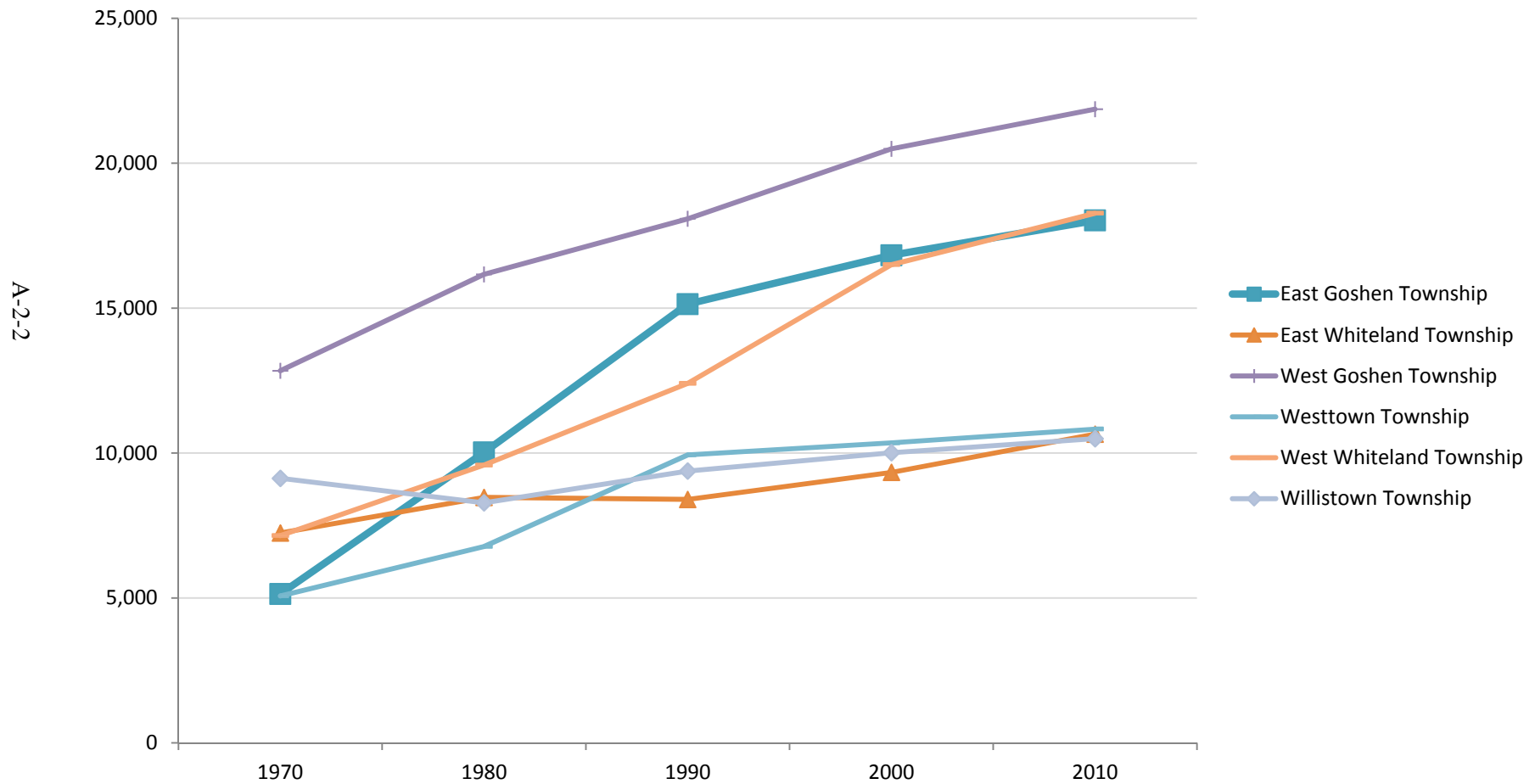
This issue is mitigated somewhat if the property designated A/C by Westtown is developed using their cluster option, which requires a 70 percent open space set aside in this district.

5. **West Goshen Township** – There are two areas of zoning variation:

- a. Adjacent to the BP district on Paoli Pike, West Goshen has designated the adjacent property (on the west side of Airport Road) as the R-3 Residential District. The difference between the two districts is primarily in the types of uses permitted (BP is East Goshen's large industrial/research/office district, where R-3 is a single family residential district at a density of 1 to 2.5 units/acre). This variation point is somewhat addressed in that the R-3 properties adjacent to East Goshen are already occupied by a church (The Bible Baptist Church of West Chester) and accompanying school, and the East High School/J.R. Fuggett Middle School complex.
- b. Adjacent to an R-3 district on East Strasburg Road at Ellis Lane in East Goshen, West Goshen has designated a C-4 Special Limited Business and Apartment District. The differences between the two districts relate both to density and use. East Goshen's R-3 district permits densities of 2.2 to 3.3 units/acre in single family residential units, while West Goshen's C-4 district permits offices, research facilities, wholesale retail/storage/distribution, motels, and multi-family dwellings at a density of 6 units/acre. Both sides in this location are currently developed.

East Goshen Township & Region Demographics

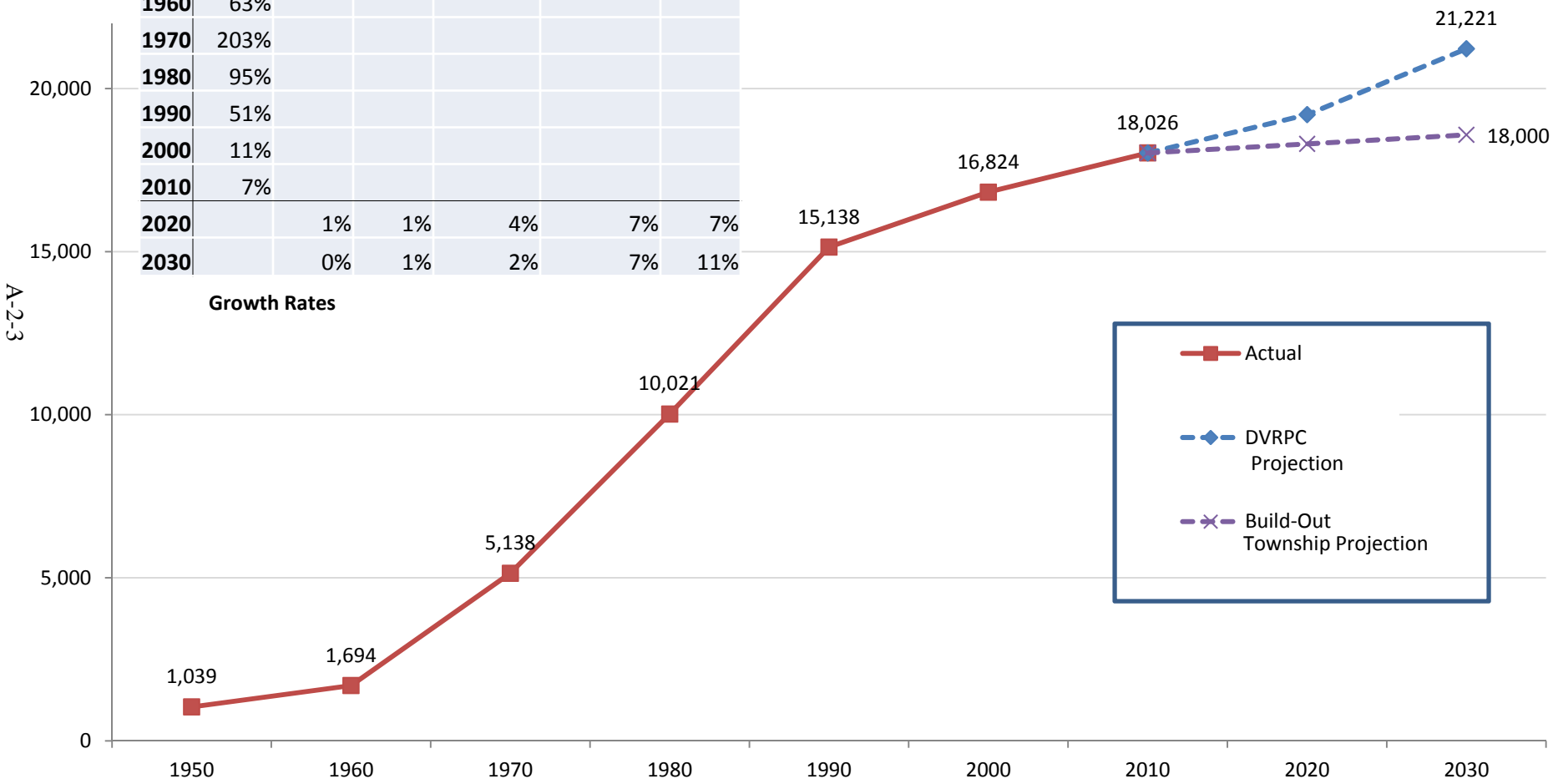
EGT Population 1970 – 2010



Population Projections through 2030

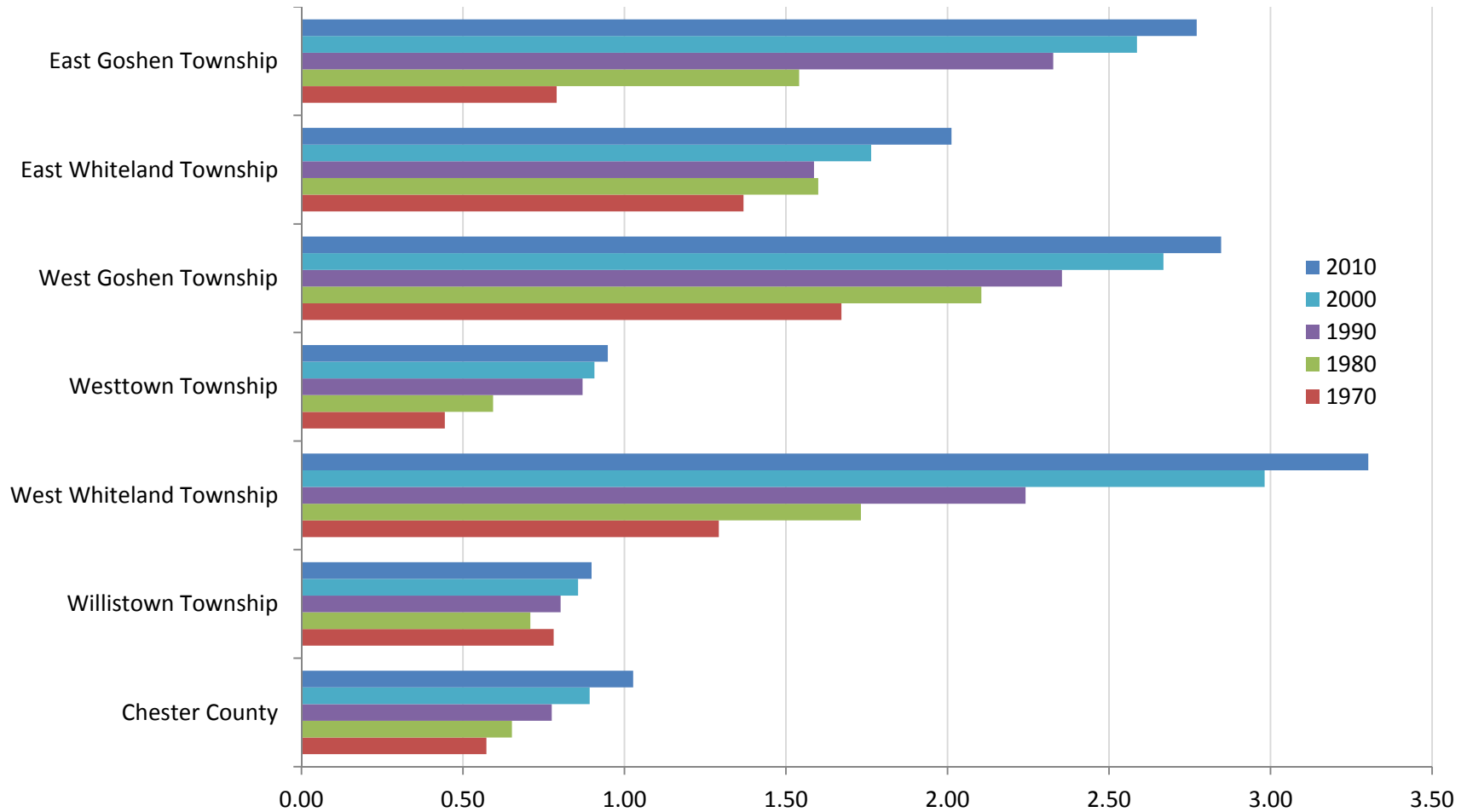
	Actual	Logistic	Build-Out	Gompertz	2005 Projections	DVRPC
1960	63%					
1970	203%					
1980	95%					
1990	51%					
2000	11%					
2010	7%					
2020		1%	1%	4%	7%	7%
2030		0%	1%	2%	7%	11%

Growth Rates



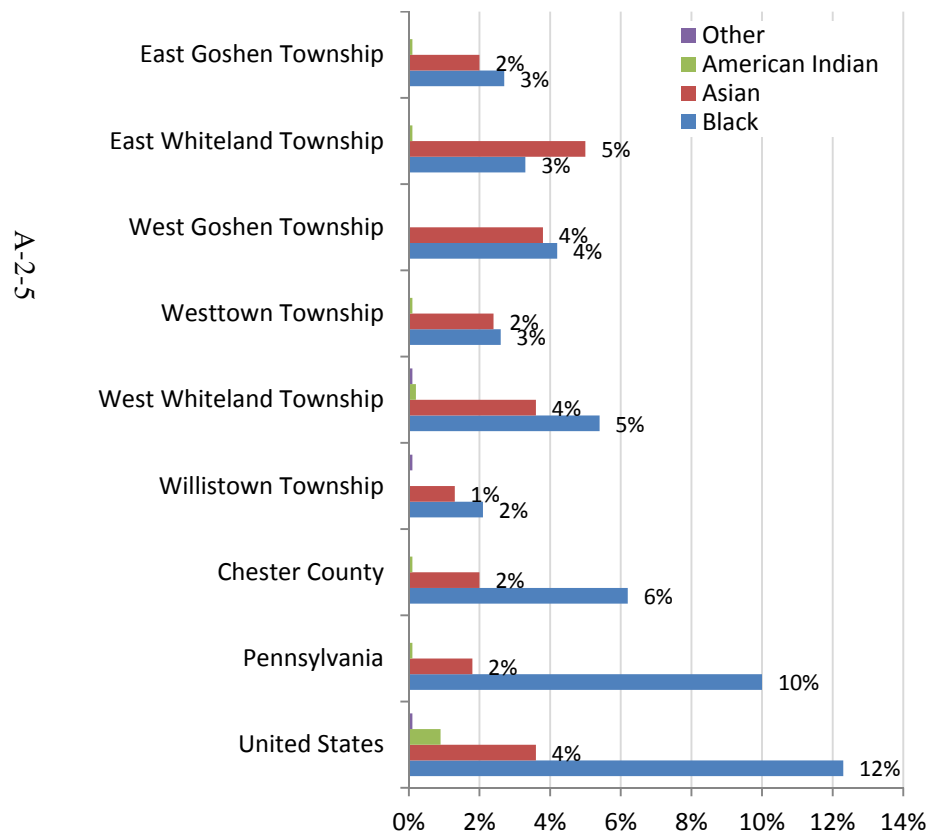
Density (persons / ac) 1970 – 2010

A-2-4

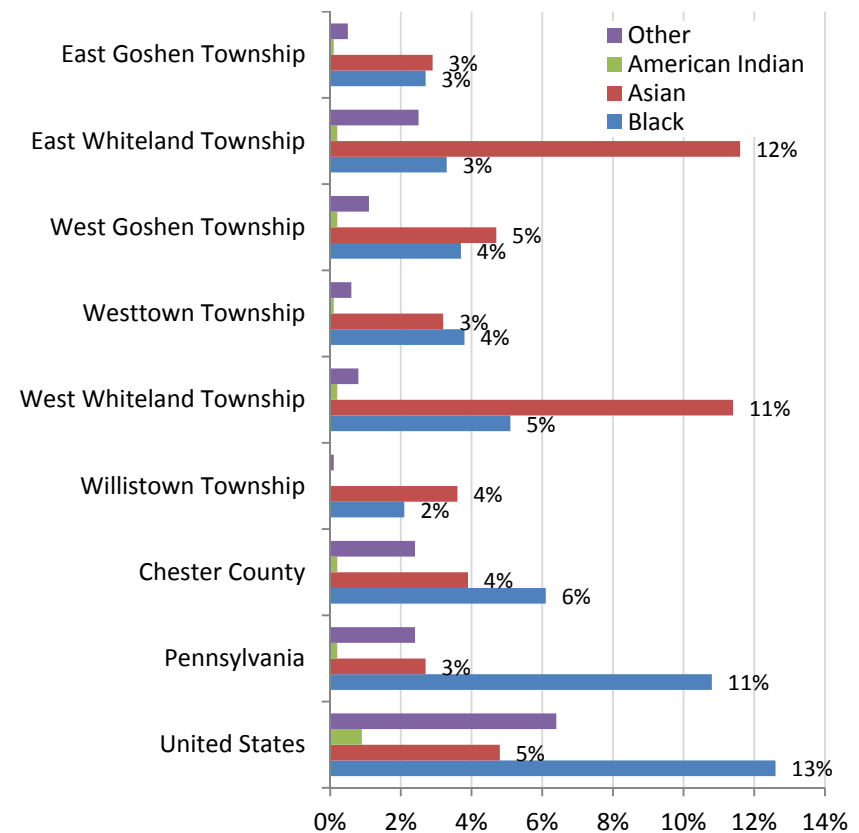


Race (non-White) 2000 & 2010

2000

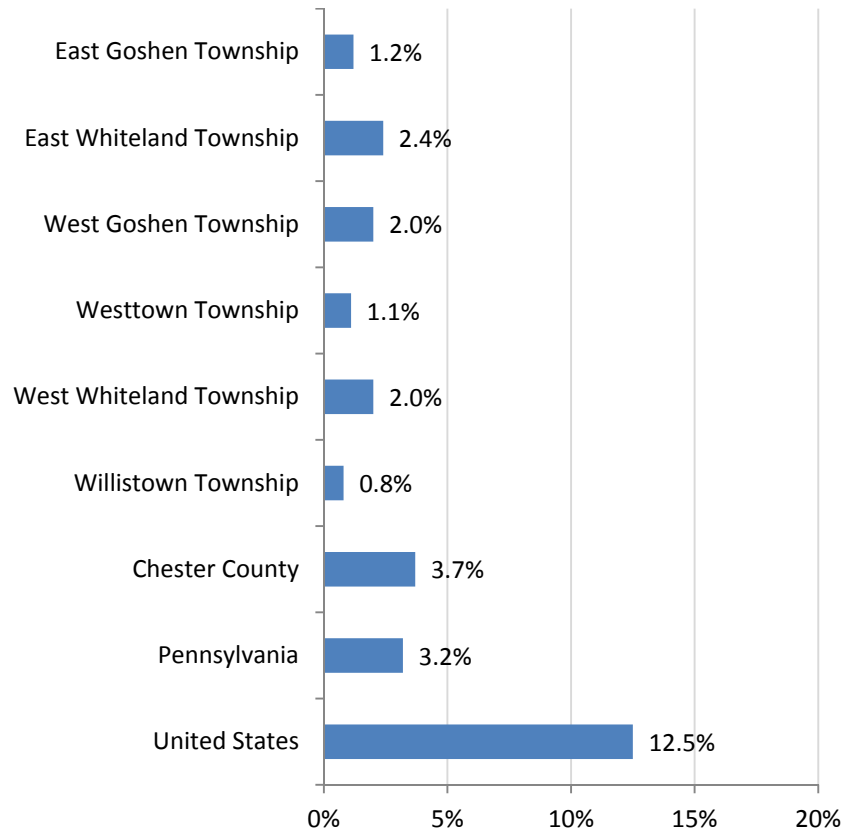


2010

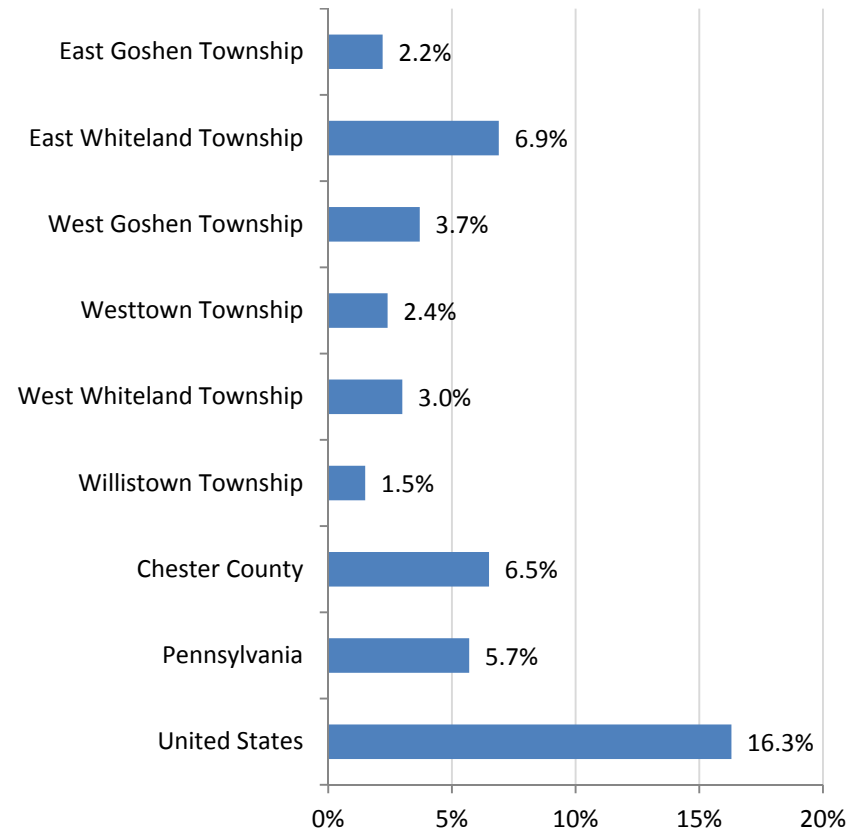


Ethnicity (Hispanic & non-Hispanic) 2000 & 2010

2000

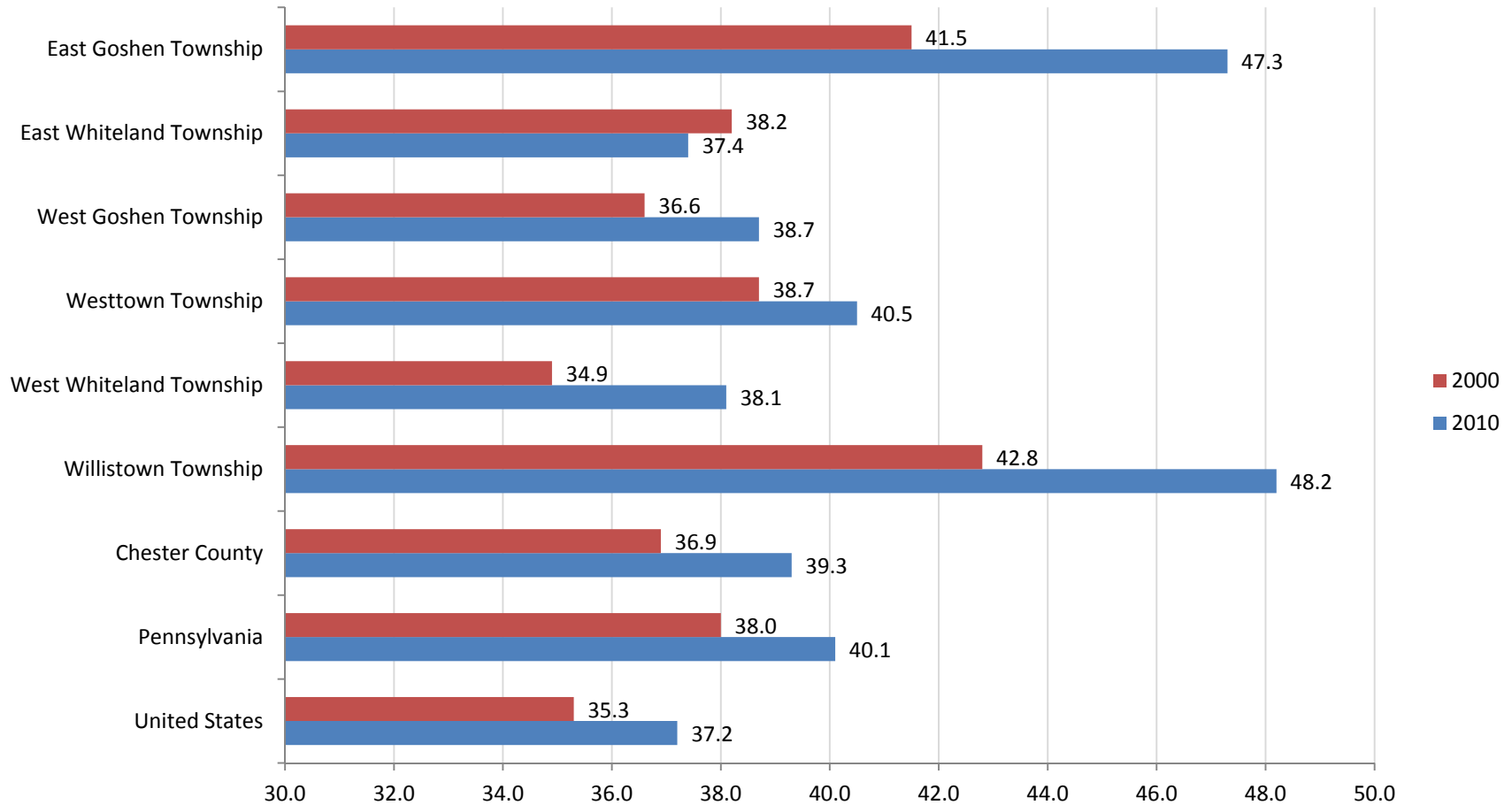


2010



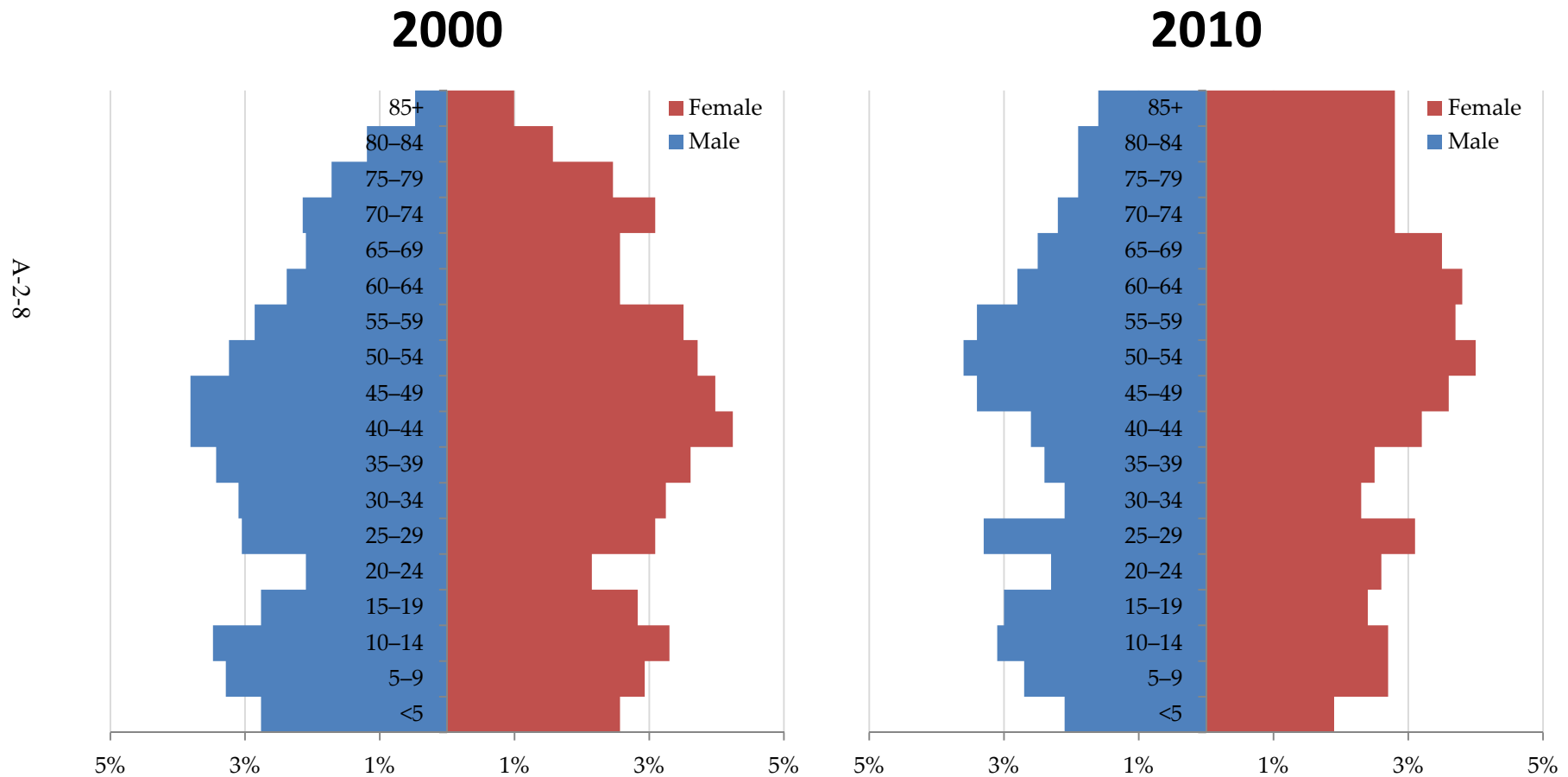
Median Age 2000 & 2010

A-2-7



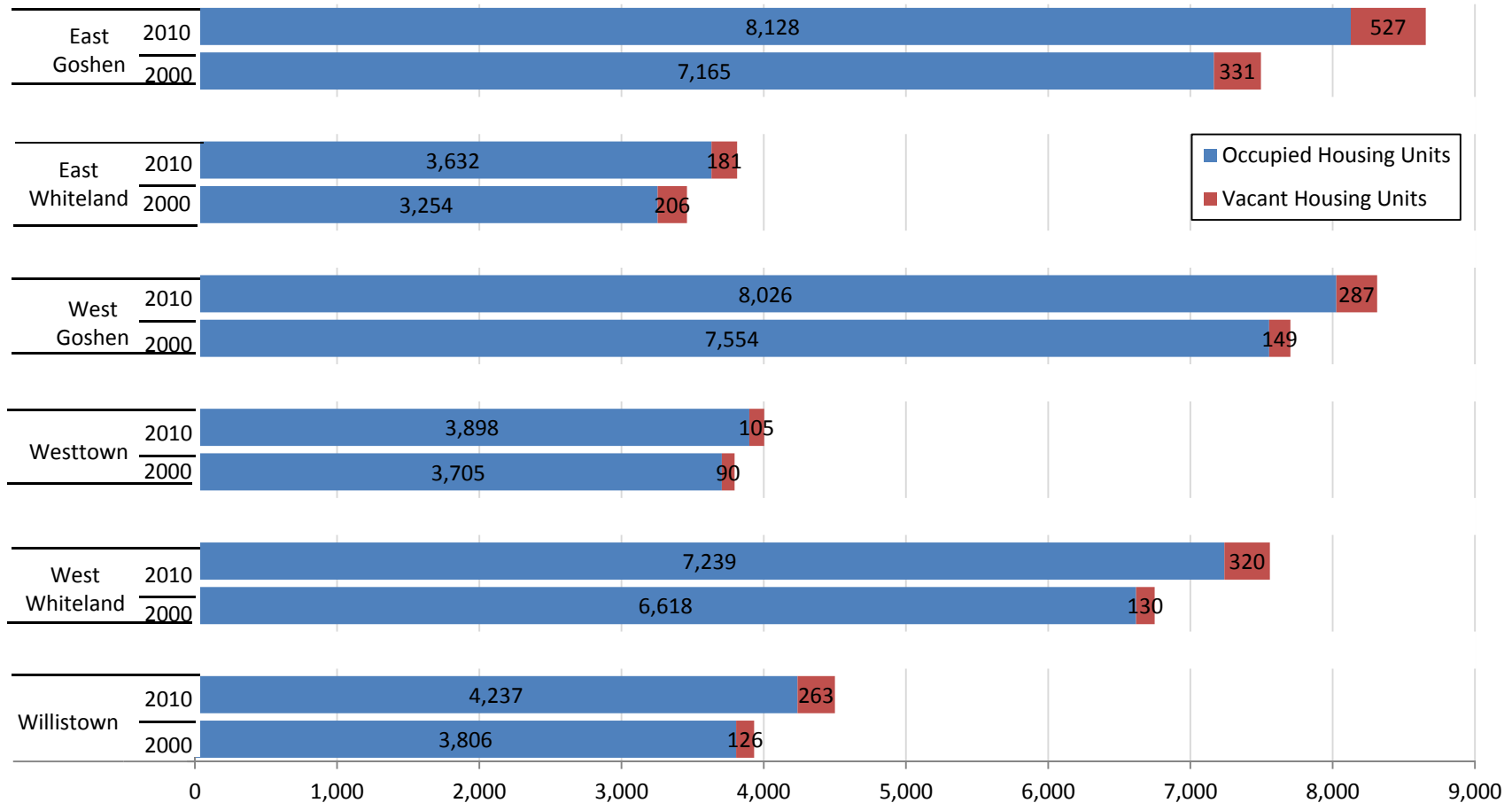
Age by Sex

2000 & 2010



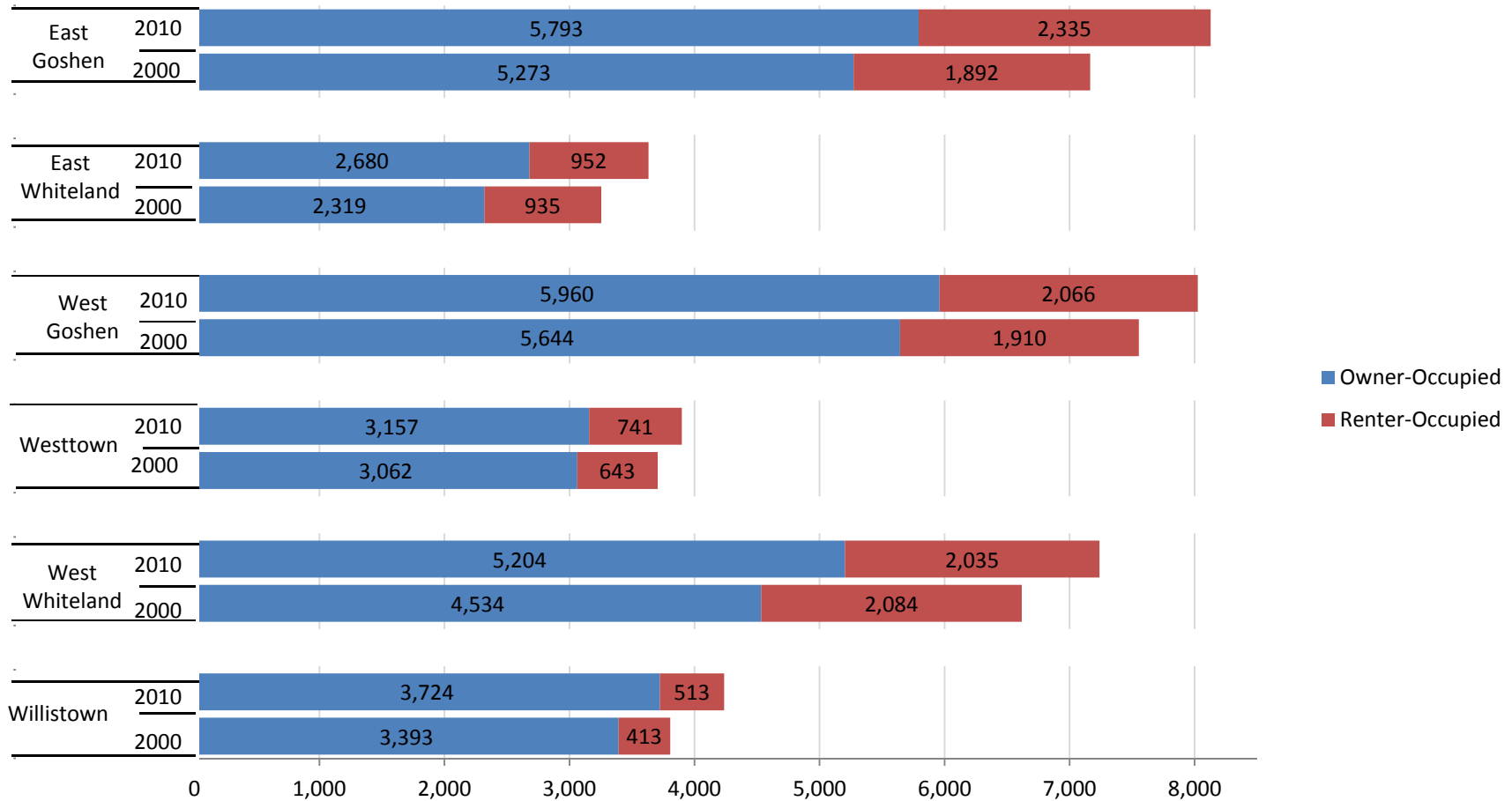
Housing: Occupied & Vacant 2000 & 2010

A-2-9



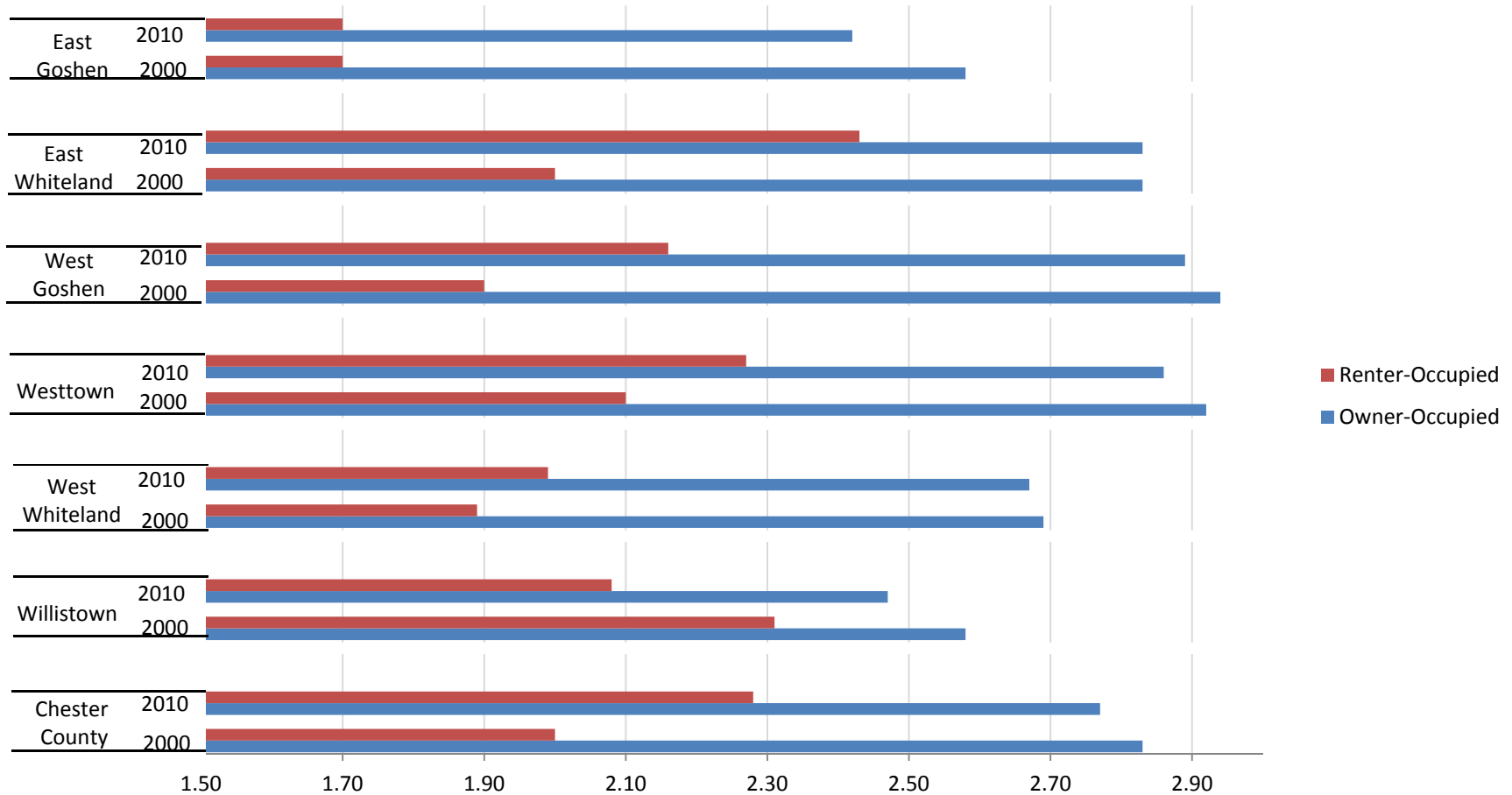
Housing: Owner- and Renter-Occupied 2000 & 2010

A-2-10

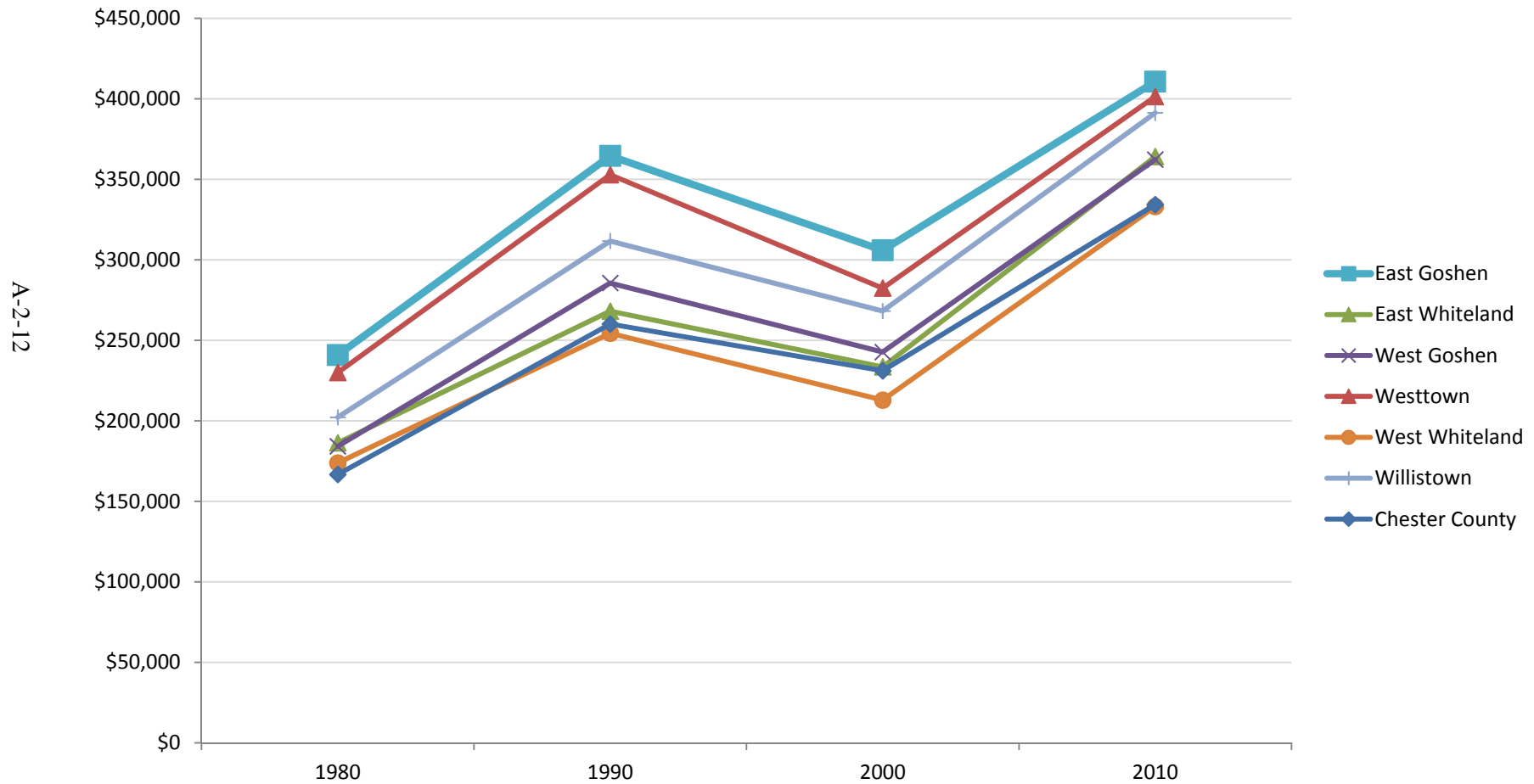


Household Size: Owner- & Renter-Occupied 2000 & 2010

A-2-11



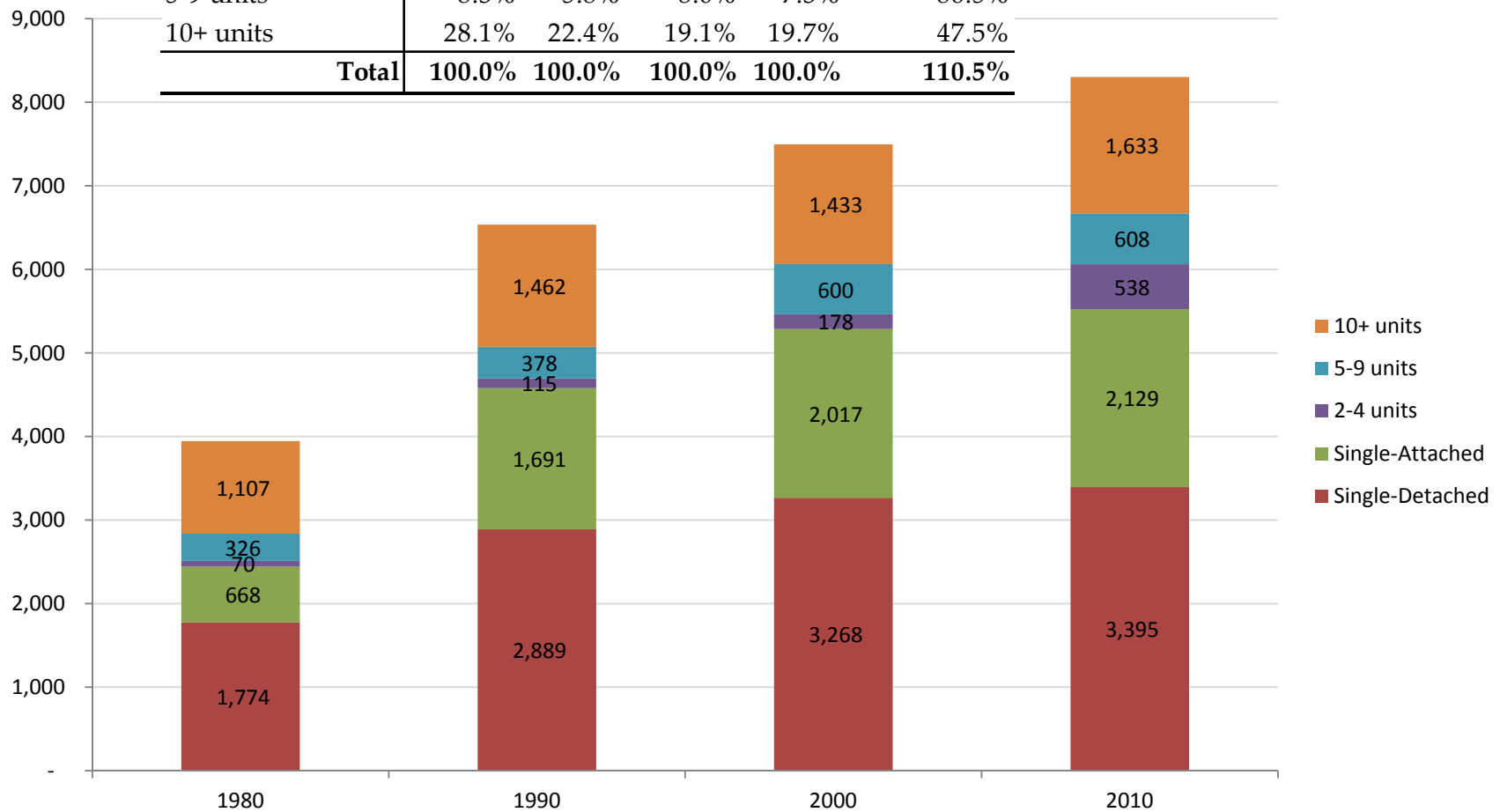
Median Home Value in 2010 Dollars 1980-2010



EGT Number of Housing Units by Type 1980-2010

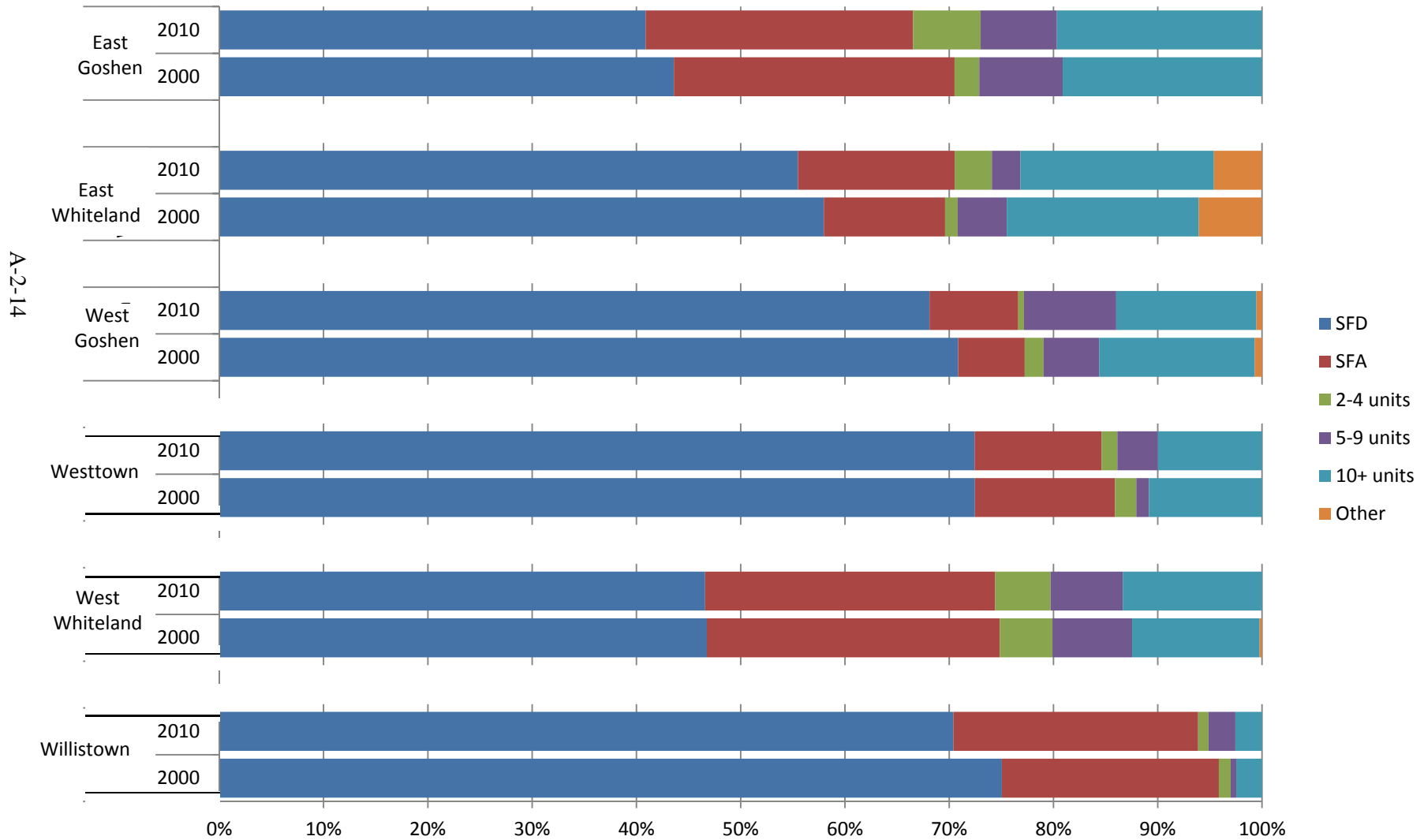
Units in Structure	Percent				% Change
	1980	1990	2000	2010	1980-2010
Single-Detached	45.0%	44.2%	43.6%	40.9%	91.4%
Single-Attached	16.9%	25.9%	26.9%	25.6%	218.7%
3- 4 units	1.8%	1.8%	2.4%	6.5%	668.6%
5-9 units	8.3%	5.8%	8.0%	7.3%	86.5%
10+ units	28.1%	22.4%	19.1%	19.7%	47.5%
Total	100.0%	100.0%	100.0%	100.0%	110.5%

A-2-13



Housing by Type

2000 & 2010



Housing by Type

2000 & 2010

		SFD	SFA	2-4 units	5-9 units	10+ units	Other
Willistown	2000	75.1%	20.8%	1.1%	0.5%	2.5%	0.0%
	2010	70.4%	23.5%	1.0%	2.6%	2.6%	0.0%
West Whiteland	2000	46.8%	28.1%	5.1%	7.6%	12.2%	0.2%
	2010	46.6%	27.8%	5.3%	6.9%	13.3%	0.0%
Westtown	2000	72.5%	13.4%	2.0%	1.2%	10.8%	0.0%
	2010	72.4%	12.2%	1.5%	3.9%	10.0%	0.0%
West Goshen	2000	70.9%	6.4%	1.8%	5.3%	14.9%	0.7%
	2010	68.1%	8.5%	0.5%	8.8%	13.4%	0.5%
East Whiteland	2000	58.0%	11.6%	1.2%	4.7%	18.4%	6.1%
	2010	55.5%	15.0%	3.6%	2.7%	18.6%	4.6%
East Goshen	2000	43.6%	26.9%	2.4%	8.0%	19.1%	0.0%
	2010	40.9%	25.6%	6.5%	7.3%	19.7%	0.0%

East Goshen Township Comprehensive Plan 2015

Appendix A-3

LAND USE

Goal 6. Provide for a diverse mix of residential, commercial, and other land uses in a way that enhances the Township’s suburban character, builds community, and respects the natural and historic resources.

East Goshen Township is one of the West Chester region’s premier suburban communities because of established and new residential neighborhoods that provide residents of all ages with a comfortable living environment. Convenient access to commercial services, good schools, employment centers, municipal government, emergency services, natural and historic resources, and a wide range of recreational activities also defines East Goshen’s desirability for continued residential and business investment. New development can be accommodated utilizing undeveloped and underutilized parcels and through context sensitive redevelopment of older residential and non-residential areas.

Objective 6.1. – Transform the Town Center into a viable, walkable, visitable Place

Recommendation 6.1.1. – Hold a Public Workshop to develop a Concept Plan for an East Goshen “Town Center” within the triangle of land formed by Paoli Pike, Route 352, and Boot Road.

Action Item 6.1.1.1. - Conduct a Public Workshop for members of the public, design professionals, business owners, community leaders, and public officials to develop a design concept and design guidelines for the Town Center. This Workshop could incorporate the following tasks or topics:

- Small group sessions with design professionals to identify the existing assets and concerns of the public;
- Meetings with landowners to determine their interest/ideas for the Town Center
- Potential design solutions to unify the Town Center
- Linkages to a Paoli Pike Corridor master plan
- Ordinance amendments to address the planning and design recommendations
- Planning considerations such as: the potential mix of land uses, access control, reuse opportunities, pedestrian/bicycle connections to the Township Park, and site design standards.

Action Item 6.1.1.2. - Publish the results of the Public Workshop in a summary report, and determine next steps for implementation of the concept plan.

Objective 6.2. – Transform the Paoli Pike Corridor into a walkable, connected artery.

Paoli Pike offers a timely opportunity to help sustain the quality of life and economic prosperity. Travelers of this pike experience agricultural, natural, residential, high-tech/office, retail shopping, municipal, and recreational landscapes. Unlike the West Chester Pike corridor, the Paoli Pike corridor can, through careful planning, management, and enhancements: a) preserve the Township's unique character; b) provide a wide range of land uses while encouraging continued investments in corridor's built environment; and c) serve as a safe route for cyclists, joggers, and pedestrians.

Recommendation 6.2.1. – Consistent with the Central Chester County Bike and Pedestrian Plan, explore the engineering feasibility of a proposed multi-purpose trail to run parallel to Paoli Pike.

Action Item 6.2.1.1. – Utilize available funding from DVRPC or Chester County to continue to implement preliminary engineering of a multi-purpose trail and contract with a consultant to perform the work.

Action Item 6.2.1.2. – Seek funding for the construction of a multi-purpose trail in one or more phases.

Recommendation 6.2.2. – Explore design and other improvements at key locations along, and proximate to, the Paoli Pike corridor through a corridor master planning process.

Action Item 6.2.2.1. – Work with the Chester County Planning Commission and DVRPC to identify, and secure, funding for a Paoli Pike corridor master plan.

Action Item 6.2.2.2. – With funding, solicit proposals from qualified consultants and contract with a consultant to work with the Township to develop a master plan for the corridor, including: study intersection modifications, streetscape enhancements, access management, sidewalk construction, Town Center Workshop.

Action Item 6.2.2.3. – Identify priority projects stemming from the corridor master plan and develop an implementation timeline.

Action Item 6.2.2.4. – Create a funding strategy to advance project implementation.

Recommendation 6.2.3. – As part of the master plan, create a sense of place along the Paoli Pike corridor that helps to define the Township and promote ready access to Township amenities.

Action Item 6.2.3.1. – Define principal points of interest and destinations to be identified within the Paoli Pike Corridor.

Action Item 6.2.3.2. – Identify principal directional, gateway, landscaping and design needs to enhance the Paoli Pike Corridor, and develop signage and other project design materials.

Action Item 6.2.3.3. – Identify funding sources for signage, gateway, and other design recommendations.

Action Item 6.2.3.4. – Prioritize and construct projects once funding is secured.

Objective 6.3. – Transform the West Chester Pike Corridor into a more functional and attractive artery.

A significant concentration of low-, medium-, and high-density residential uses, and retail, and service commercial uses, exist along that portion of West Chester Pike that traverses the southern end of the Township. The West Chester Pike corridor can, through careful planning, management, and enhancements: a) continue to accommodate more affordable housing opportunities in the Township; b) provide a wide range of shopping and commercial service uses to Township and area residents; c) provide incentives for reinvestment in some of the corridor's older uses that do not meet Township zoning or land development design standards; and d) serve as a safe, regional route for commuters and local vehicle trips alike.

Recommendation 6.3.1. – Explore design and other improvements at key locations along and proximate to the West Chester Pike corridor through a corridor master planning process.

Action Item 6.3.1.1. – Work with the Chester County Planning Commission and DVRPC to identify, and secure, funding for a West Chester Pike corridor master plan.

Action Item 6.3.1.2. – With funding, solicit proposals from qualified consultants and contract with a suitable consultant or team that will work with the Township to develop a master plan for the corridor, including: study/address intersection modifications, streetscape enhancements, building architectural and site design guidelines and standards for non-residential uses, access management, sidewalk construction, and enhanced bicycle circulation.

Action Item 6.3.1.3. – Identify priority projects stemming from the corridor master plan and develop an implementation timeline.

Action Item 6.3.1.4. – Create a funding strategy to advance project implementation.

Recommendation 6.3.2. – Consider adopting design standards within the Ordinances to link land development approvals with standards that can create unifying visual features within existing commercial districts, such as landscaping, access control, sign regulation, and pedestrian/bicycle facilities.

Action Item 6.3.2.1. - Provide greater flexibility in the use of common driveways, including providing design or use incentives that allow for business owners to redesign existing parking areas to create greater driving and access safety. Incentives could be tied to modest modifications to landscape buffer requirements, setbacks, or parking reductions.

Action Item 6.3.2.2. - Establish a shared parking strategy that reduces the number of total parking spaces required for adjacent commercial and noncommercial uses. This strategy would incorporate a calculation that identifies peak hours of operation of adjacent uses, and uses this to identify the number of adjacent parking spaces that could be shared, thus reducing overall parking requirements.

Action Item 6.3.2.3. - Re-examine existing minimum parking requirements and, using the most recent available parking generation data, consider reducing the amount of parking required by the Zoning Ordinance.

Action Item 6.3.2.4. - Encourage alternative paving of parking areas to include use of porous paving systems and other proven stormwater infiltration techniques.

Action Item 6.3.2.5. - Review landscaping regulations to enhance landscaping for new uses, while recognizing the practical limitations of nonconforming uses and combined sites.

Objective 6.4. – Continue to receive guidance from the Authorities, Boards, and Commissions (ABC's).

The ABC's offer valuable talent and insight on numerous land use issues. The roles of the ABC's should be maintained and expanded.

Recommendation 6.4.1. – Continue to meet in January of each year to review past achievements and current goals.

Action Item 6.4.1.1. – Continue to seek input and new creative ideas from the ABC's for improving and enhancing the Township.

Objective 6.5. – Continue effective governance by the East Goshen Township Board of Supervisors.

Recommendation 6.5.1. – Continue to focus on all aspects of land use, development, and redevelopment.

Action Item 6.5.1.1. – Continue to rely on the input of the ABC's.

Objective 6.6. – Continue to accommodate a diverse mix of residential, commercial, institutional, light industrial, and recreational uses.

Recommendation 6.6.1. – Insure that the Ordinances are consistent with and used to implement the Future Land Use Plan.

Action Item 6.6.1.1. – Compare the text and map of the Zoning Ordinance with the Future Land Use Map and consider updates to the Ordinance as needed to provide for land use decisions that are consistent with this map.

Action Item 6.6.1.2. – Review the Subdivision & Land Development Ordinance, with the Future Land Use Plan and consider needed revisions.

Objective 6.7. – Continue to provide for a variety of housing options within the Township to accommodate a diverse population.

An extensive number of single-family detached dwellings on individual lots are located throughout the Township. In addition, the northern portion of the Township is home to Hershey's Mill, a large, senior-oriented, and gated residential/golf course community that offers a mix of housing options. Higher-density housing in the form of townhomes and garden apartments is clustered along West Chester Pike at the southern end of the Township. Consistent with national housing trends, most of the Township residents are likely to prefer remaining in their current housing as they grow older, or move to other forms of housing in the Township that can address their changing needs. Also, an increasing number of children of

Township families, upon graduation from college, are expected to return to their parents' home while seeking suitable employment or while working to pay off student debt.

Recommendation 6.7.1. – Evaluate the Zoning Ordinance in light of housing choices for changing demographics and income diversity.

Action Item 6.7.1.1. – Consider updating residential zoning districts to allow smaller residential lots, multi-generational homes, and principal and accessory residential dwellings on the same lot.

Action Item 6.7.1.2. – Continue to accommodate higher-density residential housing through zoning, especially near existing or planned commercial areas and where infrastructure capacity exists or is planned.

Objective 6.8. – Preserve the character of existing residential neighborhoods.

Recommendation 6.8.1. – Consider adopting provisions in the Zoning and Subdivision & Land Development Ordinances that encourage innovative design for new residential development while respecting the character of surrounding neighborhoods.

Action Item 6.8.1.1. – Encourage innovative development in areas of the Township designated Low Density Residential (LDR) Medium Density Residential (MDR) or Planned Community (PC) on the Future Land Use Map in order to better protect existing neighborhoods, historic structures, and natural resources.

Action Item 6.8.1.2. – Review and amend, if necessary, the existing lot area, width, and yard regulations of the R-3, Medium Density Residential District to more closely reflect the existing lot sizes within this district.

Action Item 6.8.1.3. – Utilize the input of the Township's Historic Commission and the Conservancy Board during review of sketch, preliminary, and final land development plan applications, as well as for Variance, Special Exception, and Conditional Use applications, to help address historic- or environmentally-related issues.

Action Item 6.8.1.4. - Review area and bulk regulations, and impervious coverage limitations in all residential zoning districts and update as necessary to provide for appropriately designed infill development.

Objective 6.9. – Retain and attract corporate investment on lands shown on the Future Land Use Plan as Business Park Industrial.

Recommendation 6.9.1. - Create opportunity for more compatible or co-dependent, uses, building expansion, and expanded amenities in existing corporate/business/industrial parks.

Action Item 6.9.1.1. – Allow for growth within the business and industrial parks by considering amendments to the B-P and I-1 zoning districts to increase the maximum building height beyond 3 stories or 35 feet, and to permit building coverage to exceed 30 percent.

Action Item 6.9.1.2. - Explore the need for amendments to the B-P, I-1 and I-2 Districts to allow uses such as hotels, and other service-oriented business uses in the industrial and business park districts.

Objective 6.10. - Encourage and support regional planning initiatives that promote best planning practices.

Recommendation 6.10.1. - Continue township participation in the West Chester Regional Planning Commission (WCRPC) and West Chester Area Council of Governments (WCACOG).

Action Item 6.10.1.1. - Continue to coordinate planning initiatives, studies, services, and training, as appropriate, with member municipalities in these two regional organizations.

Action Item 6.10.1.2. - Support development of a regional comprehensive plan and other regional initiatives of interest to East Goshen Township.

Action Item 6.10.1.3. - Advocate for the WCACOG to become a leading organization for the coordinated planning of services and decision making.

Recommendation 6.10.2. - Maintain consistency with ***Landscapes2*** and coordinate planning efforts with Chester County.

Action Item 6.10.2.1. - Continue to participate in the Vision Partnership Program (VPP) provided by the County to coordinate the development of consistent plans and regulations in keeping with the recommendations of ***Landscapes2***.

East Goshen Township Comprehensive Plan 2015

Appendix A-4 ECONOMIC DEVELOPMENT STRATEGY

Goal 7. 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.

East Goshen Township has a strong, diverse, and viable economy. We are one of the most prosperous municipalities in Chester County, with an estimated 2012 household income of \$118,000, almost twice the national average. Within 25 minutes driving time of the Township, there is a workforce of approximately 370,000 well-trained individuals that can serve both existing and prospective businesses in East Goshen. A current listing of over 100 major Township businesses is maintained on the municipal website, and most of these are located in our two business parks, one industrial park, or along the Paoli Pike or West Chester Pike commercial corridors. Our continued economic viability is an essential, but often overlooked contributor to our quality of life – people need jobs, the Township needs businesses. Both are necessary to ensure a sustainable environment. To accomplish this, we focus on economic development objectives related to land, labor, and capital.

LAND

Objective 7.1. – Promoting the enhancement of business opportunities in the Town Center.

Recommendation 7.1.1. – Consider infill development and redevelopment options.

Action Item 7.1.1.1. – Conduct a detailed market analysis to explore the highest and best uses for the Goshen Village Shopping Center.

Objective 7.2. – Promoting the enhancement of business opportunities along the West Chester Pike Corridor.

Recommendation 7.2.1. – Consider alternative zoning and land development options.

Action Item 7.2.1.1. – As part of the West Chester Pike corridor study, work with the Goshen Fire Company to explore the feasibility of selling portions of its property for private, commercial development.

Objective 7.3. – Allowing for new uses and smaller incubator businesses in the corporate parks and the industrial park.

Recommendation 7.3.1. – Consider the diversification of development options.

Action Item 7.3.1.1. – Conduct a market analysis to explore the possibility of a hotel/convention center.

Objective 7.4. – Continue the use of East Goshen Park for the Farmers Market and other context-sensitive enterprises and activities.

Recommendation 7.4.1. – Consider expanded programs and activities at the Park.

Action Item 7.4.1.1. – Expand the days and hours for the Farmers Market.

Objective 7.5. – Utilize the Commerce Commission to identify and address needs pertaining to business growth and expansion.

Recommendation 7.5.1. – Expand the focus of the Commerce Commission to address land based innovations for business growth.

Action Item 7.5.1.1. – Continue the Commerce Commission’s annual breakfast for realtors, investors, county, regional, and state economic development agencies, and others, with an emphasis on zoning and land development innovations.

Recommendation 7.5.2. – Maintain open communication with the Township’s local businesses and industries and provide assistance whenever possible.

Action Item 7.5.2.1. – Through efforts of the Commerce Commission and Board of Supervisors, continue the highly successful workshops for local business and industrial owners/operators as a forum for discussion and issue resolution.

Action Item 7.5.2.2. – Through efforts of the Commerce Commission, continue the more individualized efforts of annually contacting the owners or operators of local businesses and industry as a way of Township introduction and responding to their needs.

Action Item 7.5.2.3. – Continue to provide information to local businesses through flyers, website interaction, and other material that inform businesses of available funding, labor force training and other business retention and development assets.

Objective 7.6. – Providing opportunities for shared parking opportunities for smaller commercial establishments.

Recommendation 7.6.1. – Evaluate parking requirements.

Action Item 7.6.1.1. – Amend the Ordinances to provide guidance on Shared Parking parameters.

Objective 7.7. – Continue No-Impact Home-Based Businesses, Home Occupations, and Home-Related Businesses.

Recommendation 7.7.1. – Support close to home business opportunities.

Action Item 7.7.1.1. – Inform residents of at home business opportunities through the Township Newsletter and Web Site.

LABOR

Objective 7.8. – Work with existing businesses to help them address their workforce needs.

Recommendation 7.8.1. – Promote programs that link school students and adults with opportunities for local employment.

Action Item 7.8.1.1. – Continue to 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.

Action Item 7.8.1.2. – Consider coordinating municipal outreach efforts with the goals and objectives of the Chester County Workforce Investment Board (WIB) by including WIB representation in the workshops hosted by the Commerce Commission.

Action Item 7.8.1.3. – Consider working with municipal businesses and corporations to explore the potential for “Jobs1st PA” grants and other funding to support apprenticeship programs and summer internships for young people.

Action Item 7.8.1.4. – Consider partnering with the Chester County Economic Development Council and other municipalities to host a Regional Job Fair.

Recommendation 7.8.2. – Explore the potential for providing direct access to training facilities and workforce development resources locally.

Action Item 7.8.2.1. – As part of a market analysis of the Paoli Pike and West Chester Pike corridors explore the potential for attracting a medical, health sciences, advanced manufacturing or other high technology training facility to the Township.

Action Item 7.8.2.2. – Expand connections with the Chester County WIB that provide direct access to “Chester County Job Locator,” “Hire One Survey Results,” and “On-the-Job Training Programs” that enhance local employment and workforce development opportunities.

CAPITAL

Objective 7.9. – Enhance the visibility of the Township as a place for ongoing investment and economic development.

Recommendation 7.9.1. – Develop a marketing program for East Goshen Township.

Action Item 7.9.1.1. – Continue operating the Commerce Commission’s Bus Tour of Excellence effort to showcase the Township’s commerce, residential areas, and amenities available to business owners and their employees.

Action Item 7.9.1.2. – Create a marketing tag line, brochures and use other tools that explain why companies should locate in East Goshen Township.

Recommendation 7.9.2. – Expand outreach to commercial capital, public financing agencies, sources of venture capital, and lending institutions to help promote business expansion and sustain economic development in the Township.

Action Item 7.9.2.1. – Promote regular outreach efforts and meetings with the Pennsylvania Department of Community and Economic Development, Chester County Economic Development Council, and Delaware Valley Regional Planning Commission to keep local developers, and other interests to keep them engaged in the opportunities and services offered by East Goshen Township.

Action Item 7.9.2.2. – Consider creating a guide for “Financing Business Development and Expansion in East Goshen Township” that provides an overview of local, county, state and national resources for private and public sector business development capital and financing.

East Goshen Township Comprehensive Plan 2015

Appendix A-5

TRANSPORTATION AND CIRCULATION SYSTEMS PLAN

GOAL 8: To provide for a transportation and circulation system capability that optimizes mobility, insures safety and minimizes congestion.

Planning for transportation networks is directly related to planning for land use. The opportunities and limitations provided by the transportation system strongly influence the location and suitability of different land uses. Modifications to the existing transportation network must be made with consideration to this interdependency, along with changes in land use and travel patterns.

Objective 8.1. - Continue to provide safe, well-maintained roads throughout the Township.

Recommendation 8.1.1. – Continue to refine the Road Maintenance Program.

DISCUSSION:

The Director of Public Works and road crew maintains Township roads and carries out the multiple-year road improvements programs. The Board of Supervisors maintains an updated record of improvements made and improvement needs, and utilizes these in the budgetary process for road maintenance.

ACTION ITEMS:

- 8.1.1.1.** Continue the Road Maintenance Program to provide a safe and well maintained transportation network.
- 8.1.1.2.** Provide more opportunities for residents to comment on roadway issues.

Objective 8.2. – Identify and implement regional highway improvement projects that enhance mobility and safety, and reduce congestion.

Recommendation 8.2.1. – Continue to discuss and plan transportation issues at a regional level.

DISCUSSION:

Several of the recommendations in this Plan, such as park and ride opportunities, public transportation, and pedestrian circulation, are much more successful when implemented at a regional level. In the case of public transportation, the density of the West Chester Region is key to the probability of expansions of public transportation services. West Chester Region municipalities should consider joint bidding for services or sharing the cost of improvements, or sharing of equipment and manpower to reduce overall costs and efforts.

The Township, along with other member municipalities, have completed the West Chester Regional Long Range Transportation Study (1997) which is comprehensive and prescriptive in scope.

ACTION ITEMS:

- 8.2.1.1.** Ensure that transportation issues remain as active topics of discussion at the regional level and monitor the progress of each topic to assess how the Township may benefit from or participate in such efforts.

- 8.2.1.2.** Work with adjacent townships and the West Chester Region to continually plan for implementation of improvements along corridors of mutual interest.
- 8.2.1.3.** Advocate the updating of the West Chester Region transportation plan and model as a means to effectively plan for additional needs in the Region.
- 8.2.1.4.** Monitor transportation improvements in adjacent municipalities through the WCRPC
- 8.2.1.5.** Coordinate resurfacing efforts and other improvements with adjacent municipalities.

Recommendation 8.2.2. – Continue to work with West Goshen to resolve safety and noise issues related to the Brandywine Airport.

DISCUSSION:

The Brandywine Airport is a local transportation facility that is utilized by some local businesses and recreational flyers.

ACTION ITEM:

- 8.2.2.1.** Work with the Airport management, West Goshen, and local residents to find solutions to issues of safety and noise.

Recommendation 8.2.3. – Develop a plan and implementation program within the West Chester Region to address freight traffic.

DISCUSSION:

Freight traffic is a mitigating issue in the continued economic development of the Township and surrounding municipalities. Particular problems along Airport Road, Boot Road, and Paoli Pike add to general problems of traffic congestion due to inadequate design of various street intersections, poor signal timing, and other locational problems.

ACTION NEEDED:

- 8.2.3.1.** Identify, in coordination with adjacent municipalities, TMACC, and the West Chester Region, those locations where freight traffic is high, and create a regional plan to address the problems resulting from such traffic.
- 8.2.3.2.** Support the WCRPC study efforts to add a slip ramp from Brandywine Business Park to Route 202/322 to help reduce freight traffic on other roadways.

Objective 8.3. – Minimize speeding vehicular traffic on roadways and minimize cut-through vehicular traffic within neighborhoods.

Recommendation 8.3.1. – Evaluate the need to implement traffic calming measures.

DISCUSSION:

There are numerous local roadway sections throughout the Township that experience high volumes of traffic, safety concerns in terms of curves or hills, and the tendency for non-compliance with the posted speed limit. These roadways should be evaluated for the installation of traffic calming measures to reduce vehicle speeds. Neighborhoods where traffic speeding or safety concerns should be addressed include Charter Chase, Grand Oak/Bittersweet, Vista Farms, Highland/Taylor, Wentworth, Pin Oak/Marydell, Bow Tree, and Clocktower. Traffic calming techniques need to be carefully evaluated so that issues associated with one roadway are not shifted to another. It is also essential to coordinate with police, fire departments, school districts,

and residents to evaluate the locations and techniques that may be implemented before any measures are installed. There are two major types of traffic calming measures:

Passive Traffic Calming Measures

These measures notify drivers to slow down or increase awareness, but do not physically force them to do so. Signs and painted road markings are examples of passive measures. These techniques are relatively inexpensive but effectiveness may be reduced without some measure of enforcement.

Active Traffic Calming Measures

These measures physically force drivers to alter their behavior. Speed bumps, curb extensions, speed humps, median barriers, and rumble strips are examples of active measures. These measures can be moderately expensive but are almost always effective in calming traffic. Local emergency services must always be involved in deciding whether or not to install such measures because the measures can have an effect on emergency response times.

The Township established a Local Traffic Advisory Committee in 2001 tasked with evaluating requests for traffic calming on a request by request basis. Implementing traffic calming measures on local streets requires approval of the Board of Supervisors and involves a local traffic study to define the nature and extent of the traffic problem and the responses to it, utilizing primarily the *Traffic Calming Handbook* prepared by PennDOT. It should be noted that any traffic calming requests on State-owned roadways will need to be coordinated through PennDOT.

Traffic calming measures of a more extensive nature, such as neighborhood traffic circles, chicanes or roundabouts, may require additional rights-of-way. That will be a consideration in whether they are strongly considered as strategies to be implemented. This could be offset by a savings in installation or operational costs for a signal system, if located at an intersection. Center islands at intersections could also assist with pedestrian crossings, although they must be evaluated in regards to turning radii.

ACTION ITEMS:

- 8.3.1.1.** Evaluate traffic calming measures for road segments that experience high traffic volumes, have numerous access points, and are located proximate to commercial, office, and high density residential land uses.
- 8.3.1.2.** Include installation of any traffic calming measures in the Township Roadway Maintenance and Improvement Plan.

Objective 8.4. – Implement vehicular traffic flow and traffic calming improvements for selected roads and intersections.

Recommendation 8.4.1. – Evaluate road sections or intersections where there are multiple traffic accidents or poor levels of service and facilitate improvements to reduce the number of accidents.

DISCUSSION:

There are several road sections and intersections where accidents or high congestion warrant improvements. Some of these improvements could include signalization or signal timing adjustments, while others could necessitate physical alterations. Where physical changes are required, the improvement should be balanced with maintaining the existing character of the surroundings.

The Township should periodically review its traffic signal warrants to determine if improvements to sidewalks and crosswalks can be made, so that “No Pedestrian Crossing” signs can be removed. As utility poles are often involved in traffic crashes, cooperation with the utility companies to identify ways to pull poles back roadways is useful.

ACTION ITEMS:

- 8.4.1.1.** Evaluate road segments and intersections with multiple accidents to determine if roadway conditions can be improved to reduce the number of accidents

Recommendation 8.4.2. – Implement Regional Study Road Section and Intersection Improvements.

DISCUSSION:

The Township, along with other member municipalities, have completed the West Chester Regional Long Range Transportation Study (1997) which is comprehensive and prescriptive in scope. Some of the improvements recommended in the Long Range Transportation Study have already been completed, including intersection improvements along Paoli Pike (at Airport Road, Boot Road, and Route 352 (North Chester Road) and the Boot Road/Route 352 (North Chester Road) intersection. Encourage PennDOT to consider improvements along Route 352 (North Chester Road) between Taylor Avenue and Monte Vista Drive. In addition, a Circulation Needs Assessment has recently been completed by the West Chester Regional Planning Commission (WCRPC) to look at regional traffic conditions and at the Route 202/322 interchange.

ACTION ITEMS:

- 8.4.2.1.** Review recommendations outlined in the Regional Long Range Transportation Plan (1997) that are applicable to East Goshen for possible implementation.
- 8.4.2.2.** Re-evaluate and prioritize improvement needs annually.
- 8.4.2.3.** Factor improvements into the Township Road Improvements planning and capital programming budgets.

Recommendation 8.4.3. – Monitor and target enforcement of traffic controls.

DISCUSSION:

Traffic violations on local roads, particularly speeding along certain roadway segments or failures to heed traffic controls at intersections, create significant safety issues for local residents as well as non-resident drivers. Police enforcement of local traffic laws is the most direct method to address these issues.

ACTION ITEM:

- 8.4.3.1.** Monitor areas of traffic violations along specific roadway segments or problems at intersections through public comments, police feedback, or other observations.

Recommendation 8.4.4. – Pursue funding possibilities for improvements and strategies.

DISCUSSION:

Road improvements and signalization installations require a significant capital expense to complete. East Goshen is a leader among local municipalities in its ability to address these needs through Township budgets and capital programming. However, additional funding would enable the Township to increase its ability to address local traffic conditions and road improvements.

Table 8-1 includes a set of various funding opportunities to implement various road improvements. Coordination with PennDOT and DVRPC in applying for and procuring funding would assist East Goshen in meeting its road improvement needs.

Township roads should be evaluated to determine where shoulders or other measures might assist in enforcement efforts, particularly for vehicle speed. In addition, the Township should make similar recommendations to PennDOT in advance of repaving or reconstruction on PennDOT-maintained roadways.

ACTION ITEMS:

- 8.4.4.1.** Communicate with PennDOT and other appropriate agencies for further information, eligibility, and additional funding opportunities (see Table 8-2 on pages A-5-12 and A-5-13).
- 8.4.4.2.** Investigate additional funding opportunities on a continual basis so the Township can take advantage of new programs and plan to facilitate future improvements.

Recommendation 8.4.5. – Revise the Road Functional Classification designations to reflect current conditions and future needs.

DISCUSSION:

Changes to the roadway functional classification eliminate the inconsistencies between the municipalities within the West Chester Region and reflect the actual function of the roadways. Table 8-1 portrays the criteria for classification of roadways as approved by Chester County in 2003. These Classifications were developed to establish consistency within each municipality while creating a linear relationship among the classifications. For example, traffic volumes on local roads are the lowest and increase in an overlapping fashion until reaching the greatest volumes in the Expressway classification.

There are two primary changes. First, the collector designation in the 1992 Comprehensive Plan has been separated into major and minor collectors for more refined categorization. Minor collectors primarily consist of the remaining collector category from the 1992 Comprehensive Plan that are not designated as major collectors. Second, the local distributor classification was created to further distinguish categories of roads that serve more than a local function. This classification also reclassifies various roads classified as collector in the 1992 Comprehensive Plan. These classifications are the result of work completed by the Chester County Planning Commission, to compile classifications from the County's 73 municipalities and establish a unified set of classifications based on criteria included in Table 8-1, below. This classification system was adopted by the Chester County Planning Commission in June 2003, and is the official policy of the County with respect to roadway classifications.

However, this classification system has not been agreed to by PennDOT. Since the Township has both local and PennDOT roads within its boundaries, the classifications need to take this into account to avoid conflicts between agencies. PennDOT roads continue to carry the PennDOT road classifications.

ACTION ITEM:

- 8.4.5.1.** Consider implementing the revised functional road classifications for PennDOT roads within the Township after Chester County and PennDOT reach agreement on the definitions.

Table 8-1: Recommended Functional Classification Criteria

Criteria	Expressway	Major Arterial	Minor Arterial	Major Collector	Minor Collector	Local Distributor	Local Road
Type of Trip Served	Inter- and intra-regional, emphasis on through trips	Inter- and intra-regional and through trips	Inter- and intra-regional trips; fewer through trips	Mostly intra-regional trips; inter-regional primarily near edges of region	Mainly local access functions, some intra- and inter-municipal trips	Primarily local access functions, but also provides some intra- and inter-municipal trips	Primarily local access functions, but due to connecting higher functioning roads, also provides mobility function
Travel Speeds*	Highest level speeds (55 - 65 mph)	High travel speeds (35 mph – urban; 55 mph – rural)	Moderate to high travel speeds (30 mph – urban; 45 mph – rural)	Moderate travel speeds (45 mph)	Slow travel speeds (25 - 35 mph)	Slow travel speeds (25 - 35 mph)	Very slow travel speeds (15 - 25 mph)
Mobility/ Access Orientation	Total mobility function	Primary mobility orientation, but provides some access	Priority on mobility, with moderate access component	Mix of mobility and access	Priority on access, with some mobility component.	Priority on access, with some mobility component	Nearly total access function
Access Controls	Limited access, interchanges only	Controlled access	Some control of access	Some control of access	Minimal control of access	No access controls	No access controls
Traffic Volumes	Highest volumes (25,000+ daily trips)	High traffic volumes (10,000 – 35,000 daily trips)	Moderate traffic volumes (5,000 – 15,000 daily trips)	Moderate to low traffic volumes (3,000 – 7,000 daily trips)	Low traffic volumes (1,000 – 4,000 daily trips)	Very low (less than 1,500 daily trips)	Very low (less than 1,000 daily trips)

Source: Chester County Planning Commission, 2003.

*Design speeds *not* posted speed.**Recommendation 8.4.6.** – Improve access management.**DISCUSSION:**

Access management is a term for a group of technical design strategies which serve to reduce the number of traffic conflicts associated with driveways and to improve the safety and efficiency of traffic flow. A strategy for access management is a key element to consider in relation to land development and transportation system improvements. Access management problems occur where conflicts between mobility and access exist, resulting in congestion and safety issues. New access points to existing roads increase the number of conflicts between vehicle movements and intensifies problems along roadways. The management of new access points is critical to the functioning of the roadway network in terms of both circulation and safety.

ACTION ITEM:

- 8.4.6.1.** Identify areas that may be enhanced by access management improvements, and make improvements to those areas.

Objective 8.5. – Reduce vehicular traffic by supporting public transportation opportunities and travel demand management techniques.

The availability of public transportation in East Goshen Township is limited to three SEPTA bus routes, two of which run along Route 3 (West Chester Pike) and the third runs to the Goshen Corporate Park on Paoli Pike. The nearest regional rail transportation lines are the SEPTA R5 line running to Philadelphia, with the nearest stations at Malvern and Paoli, and the SEPTA R3 line, with the nearest station at Elwyn. The majority of the Township has low housing densities which are insufficient to support expansion of public transportation. The role of the Township is to integrate opportunities for increased public transportation services within the West Chester Region, with the need to maintain existing bus services.

Recommendation 8.5.1. – Support regional efforts to expand public transportation.

DISCUSSION:

The Township should maintain communications with SEPTA and the TMACC and provide information, strategies, and ideas for expansion or route changes.

The Township should consider working with TMACC, SEPTA, and the neighboring municipalities to identify demand for a shuttle service to the proposed Paoli Transportation Center. Opportunities also exist to provide shuttle service to the Great Valley Corporate Center and other employment hubs in the area. These would serve as a way to capture transit riders prior to them getting into a single occupant vehicle.

ACTIONS ITEMS:

- 8.5.1.1.** Publish the availability of and changes to the SEPTA system.
- 8.5.1.2.** Support the proposed expansion of the Paoli Public Transportation Center and the transit center to be located in downtown West Chester.
- 8.5.1.3.** Consider future opportunities for expansion of rail transit in the West Chester Region, such as the potential Cross-County Metro route.

Recommendation 8.5.2. – Support establishment of a subscription bus service.

DISCUSSION:

The alternative to SEPTA supported bus service is the establishment of a subscription bus service. A subscription bus service provides bus transit for municipalities in the West Chester Region to area employers. This type of bus service is provided on a cost basis, in coordination with local municipalities, employers, and a transit service provider. Typically, a subscription service would be provided through a combination of user fees and funding from employers, with municipal assistance provided in the form of coordination to establish local transit stops. Such a system would provide an alternative to commuter traffic within the Region.

ACTION ITEMS:

- 8.5.2.1.** Investigate and, if warranted, support the establishment of a subscription bus service.

Recommendation 8.5.3. – Identify and support organized park and ride locations.

DISCUSSION:

Park and ride lots provide a significant opportunity to disperse employer traffic from major employment centers while also continuing to support local public transportation. Several locations are found in the West Chester Region, most notably adjacent to the West Goshen Shopping Center. These lots provide an additional means to reduce rush hour peak congestion. The initiation of park and ride lots may be a step in establishing more organized public transportation such as coordinating park and ride lots with SEPTA. If the park and ride lots prove to be successful, they may lead to established bus routes in the future. There are funds for park and ride lots available through the PennDOT Twelve Year Program. Parking lots near major commercial, office, or institutional uses are ideal locations. Providing adequate and visible signage is important. The locations along the Route 202 corridor through West Goshen are convenient to East Goshen. Additional locations may include the Boot Road corridor in the area near Greenhill Road.

ACTION ITEMS:

- 8.5.3.1.** Identify possible locations for park and ride lots and support park and ride lots already in existence.
- 8.5.3.2.** Communicate with local businesses and institutions that may have ideal locations for park and ride lots.
- 8.5.3.3.** Discuss the establishment of park and ride lots with the West Chester Regional Planning Commission and adjacent municipalities.

Recommendation 8.5.4. – Coordinate the establishment of local travel demand management programs with regional employers

DISCUSSION:

Travel demand management programs are another method to lower the peak hour congestion of employment traffic that runs along the Township's, as well as the West Chester Region's, thoroughfares. These programs are implemented through the cooperative efforts of regional employers, by offering employees incentives to pick alternative methods of transportation to work, either through flex time employment (arriving and leaving either earlier or later than the normal work day hours), carpools or vanpools, private bus circulators to remote locations, or encouraging the use of park and ride lots (see Recommendation 8.3.3., above). Such programs also may be eligible for funding through Federal TEA-21 transportation grants and other sources at the Federal and State levels.

ACTION ITEM:

- 8.5.4.1.** Work with area and regional employers and the TMACC to establish programs designed to address travel demand.

Objective 8.6. – Increase pedestrian circulation along Paoli Pike, especially in the form of a “Paoli Pike Promenade” with Sidewalks and Crosswalks, and increase pedestrian circulation and pedestrian safety along Greenways, with Trails, Walkways, and Crosswalks.

Recommendation 8.6.1. – Consider adequate shoulder widths to facilitate bicycles and pedestrian mobility.

DISCUSSION:

A specific set of design standards for road improvements to accommodate bicycles and pedestrians should be adopted to facilitate widened or improved shoulders in coordination with other scheduled roadway improvements or resurfacing efforts. In general, a shoulder width of four feet is necessary to provide adequate width for bicycling and pedestrian activity on roadways. The addition of adequate shoulders should be a priority on roadways that connect residential developments to nearby commercial uses and rural roadways that are frequently utilized by bicyclists. The County Bicycle Network (2000), developed for the update of the Chester County Transportation Plan, should be considered for roadway improvements.

Road sections and intersections should also be evaluated for pedestrian and bicycle safety. The American Association of State Highway and Transportation Officials (AASHTO) has published the “AASHTO Guide for the Planning, Design and Operation of Pedestrian Facilities” and “Guide for the Development of Bicycle Facilities, 3rd Edition,” which can serve as references for this area.

ACTIONS NEEDED:

- 8.6.1.1.** Evaluate improvements to road sections and intersections for their impacts, both positive and negative, on pedestrian and bicycle movements.
- 8.6.1.2.** Consider a set of improvement standards for on-road bicycle facilities, utilizing established recommendations for road width and conditions. Design standards should include not only pavement width but lane separation (pavement striping) and signage.
- 8.6.1.3.** Identify township roadways for additional bicycle facilities improvements.
- 8.6.1.4.** Coordinate with PennDOT for additional bicycle facilities improvements on State-owned roads.
- 8.6.1.5.** Incorporate any bicycle lane improvements into both the annual resurfacing effort and the Road Maintenance Program.

Recommendation 8.6.2. – Consider the addition of sidewalks to increase pedestrian circulation and safety.

DISCUSSION:

Sidewalks improve the safety of people who wish to walk outside of the Township parks. Priorities for the extension of sidewalks include areas surrounding the Village of Goshenville, the Township Building, and the East Goshen Elementary School.

ACTION NEEDED:

- 8.6.2.1.** Consider sidewalk improvements in all future development approvals.
- 8.6.2.2.** Coordinate the construction of new sidewalks with the development of a trail network.

Recommendation 8.6.3. – Implement the Paoli Pike Trail Plan, and the Paoli Pike Promenade Plan.

ACTION ITEMS:

- 8.6.3.1.** Require Developers involved in development and redevelopment to improve their frontages in a manner consistent with the Trail and Promenade Plans.
- 8.6.3.2.** Seek funding to implement the Trail and Promenade Plans along the frontages of properties where development and redevelopment is unlikely.

Objective 8.7. – Implement the East Goshen Township Act 209 Transportation Plan.

Recommendation 8.7.1. – Continue to implement Road Intersection, Cartway, and Right-of-Way Improvements.

ACTION ITEM:

- 8.7.1.1.** Coordinate with Developers to improve the road network.

Table 8-2: Transportation Funding Opportunities

Source	Funding Title	Types Of Eligible Projects	Funding Split	Eligibility	Required Programming
Federal (TEA-21)	National highway system (NHS)	Construction or reconstruction of “major” roads	80% Federal 20% State	Roads must be on the designated National Highway System	PennDOT 12 Year Program, DVRPC TIP
Federal (TEA-21)	Surface transportation program (STP)	Construction, reconstruction, rehabilitation, resurfacing, restoration and operational improvements for highways and bridges; Transit capital costs; travel demand reduction improvements	80% Federal 20% State/Local	For use on any roads which are not classified as local or rural or minor collectors	PennDOT 12 Year Program, DVRPC TIP, State Capital Budget
Federal (TEA-21)	Safety component of STP	Various types of safety improvements which mitigate documented safety problems	80% Federal 20% State	For use on any roads which are not classified as local or rural	PennDOT 12 Year Program, DVRPC TIP, State Capital Budget
Federal (TEA-21)	Transportation enhancement activities	Bicycle and pedestrian facilities; Acquisition of scenic easements and scenic or historic sites; landscaping and beautification; and other environmental related programs	80% Federal 20% State/Local	For use on any roads which are not classified as local or rural minor collectors	PennDOT 12 Year Program, DVRPC TIP, State Capital Budget
Federal (TEA-21)	Bridge	Construction, reconstruction or rehabilitation or bridges	80% Federal 20% State/Local	For any bridge on a public road	PennDOT 12 Year Program, DVRPC TIP, State Capital Budget
Federal (TEA-21)	Congestion mitigation and air quality improvements (CMAQ)	Projects which contribute to meeting the attainment of National Air Quality standards; Eligible projects to be determined by USDOT Secretary.	80% Federal 20% State	Projects must be part of a Congestion Mitigation Air Quality Plan	PennDOT 12 Year Program, DVRPC TIP, State Capital Budget
Federal (TEA-21)	Toll roads	Construction and rehabilitation of toll facilities including roads, bridges and tunnels	50% Federal 50% State/Local	For use on publicly owned facilities and in some cases privately owned facilities	PennDOT 12 Year Program, DVRPC TIP, State Capital Budget
Federal	Community Development Block Grant	Construction and rehabilitation of streets, bridges, pedestrian or parking facilities	100% Federal (HUD)	Project must benefit low-to-moderate income housing	Approval from County Office of Housing and Community Development and State Bureau of Housing and Development
State	Bridges	Construction, reconstruction or rehabilitation of bridges	100% State or 80% State & 20% Local	For use on State and Local Bridges	PennDOT 12 Year Program, DVRPC TIP, State Capital Budget

Source	Funding Title	Types Of Eligible Projects	Funding Split	Eligibility	Required Programming
State	Cooperative agreements	Limited safety and maintenance improvements	Materials provided by PennDOT, labor provided by municipality	State roads only, Less than \$5,000 cost	
State	Betterment or “3r”	Minor reconstruction or major resurfacing of roads and bridges	100% State	For use on State Roads	PennDOT 12 Year Program, DVRPC TIP (If Federal Funds are used)
County	Vision Partnership Program	Plans/Studies/ZO-SLDO Amendments	75% County 25% Municipal	Consult Chester County Planning Commission.	Grant Agreement, Scope of Work.
County	Bridges	Construction, reconstruction or rehabilitation of County Bridges	100% County (Liquid Fuels Fund)	For use on county bridges	County Engineer’s Program
State/ Municipal	Transportation partnership	Various safety and capacity improvements	Federal or state share varies by project	Based on the requirements of State Act 47 of 1985	PennDOT 12 Year Program, DVRPC TIP (If Federal Funds are used)
State/ Municipal	Traffic impact fees	Various capacity improvements as defined in the required Land Use and Traffic Studies conducted by the municipality	Funding share is determined in the capital improvements plan; max. state participation is 50%	Based on the requirements of State Act 209 of 1990	Municipal Capital Improvements Plan, State Capital Budget, DVRPC TIP (if Federal Funds are used)
Municipal	Debt financing	Various capacity, safety or maintenance improvements as defined by appropriate statute	100% Municipal	Limit of indebtedness regulated by State statute; projects must be approved by governing body and in some cases by electorate	Municipal Budget
Municipal	General fund	Various capacity, safety or maintenance improvements as defined by appropriate statute	100% Municipal	Projects must be approved by the governing body; Restrictions are identified in the municipal code	Municipal Budget
Municipal	Liquid fuels fund	Construction, reconstruction or maintenance of bridges and roads	100% State Municipal Allocations Based On Legislative Formula	Projects must be approved by the governing body and PennDOT; Road must be on the approved liquid fuels system	Municipal Budget Program

Source: Chester County Planning Commission, 2003.

East Goshen Township Comprehensive Plan 2015

Appendix A-6

COMMUNITY FACILITIES AND SERVICES PLAN

GOAL 9: To provide public services and infrastructure to insure the health, welfare and safety of East Goshen's residents.

Community facilities play an important role in ensuring a quality standard of living for Township residents, as well as impacting the location and type of development that occurs. The Township is directly responsible for and in control of only a few of these services. Therefore, it is important for the Township to maintain a high level of communication with service providers in order to monitor the effectiveness and provision of these services to sustain the quality of life in the community.

Objective 9.1. – Maintain and expand the Open Space, Recreation, and Trails Network.

Recommendation 9.1.1. – Expand Trails along creeks and streams.

Action Item 9.1.1.1. – Pursue easements to expand the greenway trail network.

Objective 9.2. – Develop the Paoli Pike Trail to create the linkage between West Chester and Malvern, through East Goshen, from West Goshen to Willistown.

Recommendation 9.2.1. – Develop a Trail along Paoli Pike.

Action Item 9.2.1.1. – Refer to the Action Items in Chapter 8.

Objective 9.3. – Maintain and Enhance East Goshen Park.

Recommendation 9.3.1. – Expand the programs and activities at the Park.

Action Item 9.3.1.1 – Expand days and hours for the East Goshen Farmers Market.

Action Item 9.3.1.2. – Refurbish and upgrade play equipment.

Objective 9.4. – Continue to provide high quality Recreation Services.

Recommendation 9.4.1. – Support the new and expanded programs launched by the Recreation Director, and the Parks and Recreation Committee.

Action Item 9.4.1.1. – Consider seeking increased corporate contributions for recreation program expansion.

Objective 9.5. – Continue to provide high quality Police, Fire and EMS services.

Recommendation 9.5.1. – Monitor staffing levels and response times of the Westtown-East Goshen Regional Police Department.

DISCUSSION:

Police protection is a primary service provided by East Goshen Township, in terms of financial and material support. The ability of the Regional Police Department to respond to emergencies, calls, and other events in the Township is a cornerstone issue in the continued maintenance of existing police services and the development of future services.

ACTIONS ITEM:

- 9.5.1.1.** Provide financial and material support for the Westtown-East Goshen Regional Police Department to ensure police protection.

Recommendation 9.5.2. – Continue to support the Goshen and Malvern Fire Companies.

DISCUSSION:

Fire protection and ambulance services are provided by organizations that the Township does not directly control. The Township financially supports the volunteer fire departments that serve the community. Ambulance services are provided by the same volunteer fire departments, along with basic life support emergency medical care.

ACTIONS ITEMS:

- 9.5.2.1.** Provide financial support to the Goshen and Malvern Fire Companies to ensure their capacity for effective service.
- 9.5.2.2.** Assist with publicity about fundraising events sponsored by the Fire Companies.
- 9.5.2.3.** Proactively acknowledge the efforts of the Fire Companies and assist in informing the public on the need to support them.

Recommendation 9.5.3. – Evaluate response times for the Township’s fire and ambulance service providers.

DISCUSSION:

Response times are critical not only for the protection of private property but also for the ability to provide effective life support in critical situations.

ACTIONS NEEDED:

- 9.5.3.1.** Monitor fire and ambulance services response times to ensure the coverage of Township residents and businesses.
- 9.5.3.2.** Evaluate the need for supplemental support to enhance emergency services.

Recommendation 9.5.4. – Review the Township Emergency Operations Plan annually, and update as needed.

DISCUSSION:

The Township has taken the proactive step of creating its Emergency Operations Plan, which was approved by the County Department of Emergency Services. Annual updates will maintain up-to-date information to effectively coordinate the emergency needs of the Township’s residents and employers.

ACTION ITEMS:

- 9.5.4.1.** Prepare facilities and maintain equipment necessary to meet the needs for potential implementation of the Emergency Operations Plan (EOP).
- 9.5.4.2.** Provide information to residents and businesses about their responsibilities as part of the EOP.

- 9.5.4.3.** Maintain the most up-to-date information and coordination response issues on a continuous basis, and regularly publish these for the benefit of residents and businesses.
- 9.5.4.4.** Review and update the EOP on at least an annual basis.

Objective 9.6. – Continue to provide effective administrative, public works, and related services.

Recommendation 9.6.1. – Evaluate the expansion of staff and personnel.

Action Item 9.6.1.1. – Evaluate Friends of the Park as a means of generating increased revenues.

Objective 9.7. – Continue to support key community facilities.

Recommendation 9.7.1. – Increase support for all key community facilities, such as the East Goshen Township Building, the East Goshen Elementary School, and the Goshen Fire Company.

Action Item 9.7.1.1. – Seek grants to help fund facility improvements.

Objective 9.8. – Provide resources to meet the administrative needs of the Township, the services required by residents and businesses and mandates by the state and federal governments.

Administrative and other municipal services are based at the Township building and facilities located on Paoli Pike. The Township continues to be administered by the Township Board of Supervisors with primary administration conducted under the direction of the Township Manager aided by Township administrative staff.

Recommendation 9.8.1. – Annually prepare the Budget and Four-Year Capital Improvement Plan.

DISCUSSION:

The Capital Improvements Plan (CIP) is the framework for financing identified capital improvements each year for a four-year timeframe. The CIP is beneficial in prioritizing and budgeting large capital expenditures such as vehicles, equipment, and facilities.

Unlike a CIP, which is voluntary, the Township is required to prepare an annual budget and a long-range (5-year) budget plan. The annual budget sets the real estate tax rate for the Township, and is a critical vehicle for the addition of capital improvements as well as non-capital and staff-related costs.

ACTION ITEMS:

- 9.8.1.1.** Maintain the CIP to budget for equipment replacement and upgrades.
- 9.8.1.2.** Review and consider non-capital and staffing needs during the budget process.
- 9.8.1.3.** Prepare and approve the annual budget, and factor CIP costs into the long-range budget plan.

Objective 9.9. – Exploit economies of scale through regional services and programs.

Recommendation 9.9.1. – Continue involvement in regional planning efforts and participation in the West Chester Regional Planning Commission (WCRPC).

DISCUSSION:

East Goshen Township has participated in planning studies with the WCRPC since its formation in 1959. Most recent efforts included a Regional Zoning Study, completed in 1993, to examine border area zoning compatibility between municipalities and provide recommendations to address incompatible development, and a Regional Functional Classification Study, completed in 1995, to address the coordination of the functional classification of major roads in the West Chester Region. The WCRPC is currently undertaking a study related to the development of additional measures to the Route 322/Route 202 interchange and to address congestion along the south side of West Chester at Route 52 and Route 100.

ACTION ITEM:

- 9.9.1.1.** Ensure representation at the WCRPC meetings.

Recommendation 9.9.2. – Maintain active dialogue with the West Chester Area School District (WCASD).

DISCUSSION:

East Goshen Township is located within the West Chester Area School District. As development continues, it is important to share information with the school district to aid in the provision of adequate educational facilities. Regular communication with the school district is necessary for issues such as the location of bus stops and bus routes, events that may require police services or cause increased traffic, and roadway maintenance or signs.

ACTION ITEMS:

- 9.9.2.1.** Provide information on development proposals.
9.9.2.2. Maintain on-going communications with the WCASD.

Recommendation 9.9.3. – Continue to support the services provided by the Chester County Library System.

DISCUSSION:

The Township is within driving distance of three libraries of the Chester County Library System: the Malvern Library, the West Chester Library, and the Main Library located in Exton (West Whiteland Township). The Township contributes financially to the Malvern Library and is represented on the Library Board.

ACTION ITEM:

- 9.9.3.1.** Ensure adequate support to the Malvern Library.

East Goshen Township Comprehensive Plan 2015

Appendix A-7

NATURAL RESOURCES PROTECTION PLAN

Goal 11. To preserve natural resources in the Township, and restore resources to a healthy, functioning condition where opportunities exist, for the benefit of existing and future generations.

East Goshen Township possesses important natural resources that contribute to the overall goal of being one of Chester County's premier suburban communities. These natural resources include vegetated floodplains, surface water features (streams, ponds), alluvial and hydric soils, wetlands, wooded areas and specimen trees, steeply sloped lands, serpentine rock outcroppings, a limited amount of remaining prime farmland soils, and wildlife common to Pennsylvania's more developed areas. Some of the Township's natural resources have been degraded or lost over time by changes in land use and land management practices. Excellent opportunities for restoration of such resources exist, and can be achieved in the Township through broad partnerships and technical and financial assistance.

Objective 11.1. – Protect the Riparian Areas along Ridley and Chester Creeks and their tributaries.

Chester and Ridley Creeks flow from north to south through the Township and are its two main surface water features. Ridley Creek is a Special Protection – High Quality (HQ) stream, and special regulations are in-place at the state level to help protect it from water quality degradation. The Township is also somewhat unique in that much of the floodplain associated with these two streams is owned by the municipality. Both the Chester and Ridley have recently been placed on Pennsylvania Department of Environmental Protection (PADEP)'s list of streams that do not meet federal drinking water standards. The poor water quality of these streams is likely caused by stormwater discharge from older land developments approved and constructed when state and local stormwater regulations were less stringent.

Recommendation 11.1.1. – Identify measures that the Township and others, such as the Chester-Ridley-Crum Watershed Association, can implement to improve the water quality of Chester and Ridley Creeks.

Action Item 11.1.1.1. – Consider forming a watersheds partnership of area municipalities, conservation organizations, local conservation districts, and others to identify and prioritize steps to improve water quality for the Township's portions of Chester and Ridley Creeks.

Action Item 11.1.1.2. – Retrofit existing, underperforming stormwater facilities through watershed partnership efforts.

Action Item 11.1.1.3. – Consider initiating a water quality testing program for Chester and Ridley Creeks managed by the Township or watersheds partnership.

Action Item 11.1.1.4. – Reforest lands that drain to Chester or Ridley Creeks through watersheds partnership initiatives and landowner coordination.

Recommendation 11.1.2. – Evaluate and modify as needed Township regulations and the development review process to increase stream and water quality protection at the time of development or redevelopment.

Action Item 11.1.2.1. – Evaluate the Ordinances and consider changes to existing provisions that reduce stormwater run-off and utilize a site's natural features to capture/infiltrate stormwater.

Action Item 11.1.2.2. – Consider adding to the zoning ordinance forested riparian buffer protection and restoration provisions that would apply to all water bodies and wetlands at the time of building and zoning permit approvals, conditional use, special exception, and variance approvals, and subdivision and land development approvals.

Recommendation 11.1.3. – Consider utilizing municipally-owned, as well as privately owned, open lands, for implementing reforestation program to off-set stormwater run-off impacts of developed lands.

Action Item 11.1.3.1. – Identify stream, pond, and wetland areas that could benefit from forested riparian buffer re-establishment, and prioritize municipally-owned areas and those owned by conservation organizations for initial reforestation efforts.

Action Item 11.1.3.2. – Contact landowners of privately-held open areas near streams and other water bodies to educate them on the benefits of forested buffers and determine their interest in sponsoring sites for future planting efforts.

Action Item 11.1.3.3. – Based on interest and funding availability for trees and supplies, work through the watersheds partnership to re-forest impacted riparian corridors, wetland perimeters, and other open space areas in the Township.

Action Item 11.1.3.4. – Seek MS4 credit from PA DEP for reforestation of Township riparian areas.

Objective 11.2. – Consider opportunities for a Greenway Network along Chester and Ridley Creeks.

In addition to Ridley and Chester Creeks, woodlands, riparian buffers, wetlands, ponds, steeply sloped lands, serpentine outcroppings, wildlife, and other natural resources that exist within the Township and should be protected. In some cases, opportunities exist to increase the extent and improve the quality of these resources. For example, eroding stream banks can be replanted to re-establish forested riparian buffers that eventually stabilize erosive soils, intercept surface runoff and pollutants, and improve water quality.

Recommendation 11.2.1. – Improve connectivity between open space areas.

Action Item 11.2.1.1. – Identify woodlands and riparian corridors that could be connected through land dedication and reforestation and seek these connections through land development and other Township approvals.

Action Item 11.2.1.2. – Insure that the Ordinances for residential open space design guidance promote the formation of natural corridors both on-site and on adjoining sites.

Recommendation 11.2.2. – Continue to protect sensitive natural resources through use of the Ordinances when new land uses are proposed.

Action Item 11.2.2.1. – Assess, and update as appropriate, resource protection-related provisions of the Ordinances to anticipate potential environmental impacts from continued build-out, and redevelopment, of vacant or underutilized properties.

Action Item 11.2.2.2. – Improve protections for woodlands in the Township by updating the subdivision and land development ordinance to expand the woodlands definition to reflect a woodlands ecological value. Consider also extending the “drip line” as defined in the subdivision and land development ordinance to better protect that trees’ root system.

Action Item 11.2.2.3. – Protect the Township’s serpentine outcroppings by inventorying and mapping their locations.

Action Item 11.2.2.4. – Review and update, as needed, provisions in the Zoning Ordinance to protect serpentine outcroppings and formations from land disturbance or new development.

Action Item 11.2.2.5. – Protect the Township’s oldest and most distinctive trees by updating the Ordinances to add the defined term - Heritage Tree, and require land use applicants to depict such trees when located on lands proposed for township approval. The following defines a Heritage Tree: 1) A tree 36 inches or greater dbh (diameter at breast height; note: 36 inches in diameter is approximately nine feet and four inches in circumference); 2) A tree of exceptional age or species regardless of its size; and 3) A historic tree connected to a notable or regional historic event, person, structure, or landscape. Consider the use of the zoning or subdivision or land development provisions that a) provide development incentives to protect heritage trees, and b) include significant tree-replacement requirements when removal or extensive pruning of such trees is determined by the Township to be unavoidable.

Action Item 11.2.2.6. – Consider adding provisions to Ordinances that emphasize the protection of avian wildlife habitat within the Upper Ridley/Crum Creek Important Bird Area (IBA).

Recommendation 11.2.3. - Seek from applicants/developers environmental sustainability measures for all new development proposed within the Township.

Action Item 11.2.3.1. – Consider expediting local subdivision and land development approvals when applicants for new development propose the use of green roofs, rain gardens, renewable energy systems, extensive use of recycled products, and other sustainable development features.

Recommendation 11.2.4. – Educate Township residents on the importance of natural resource protection.

Action Item 11.2.4.1. – Continue to educate Township residents, using a variety of media on the importance of natural resource protection. Specific focus areas include but are not limited to: the variety of important natural resources within walking distance of local

neighborhoods; the benefits of land preservation, and opportunities to do so; the variety of local and county environmental and conservation programs and advocates; the benefits of using native plants and establishing and maintaining rain gardens; the importance of stormwater quality and impacts of harmful runoff to wildlife and downstream landowners.

Objective 11.3. – Preserve and Enhance Street Trees.

Recommendation 11.3.1. – Promote Street Trees and Shade Tree plantings along all Roads and Streets.

Action Item 11.3.1.1. – Amend Ordinances to increase Street Tree and Shade Tree planting requirements.

Objective 11.4. – Continue the advocacy role of the Conservancy Board.

Recommendation 11.4.1. – Increase awareness of the Conservancy Board.

Action Item 11.4.1.1. – Expand publicity to better familiarize residents and property owners of the role of the Conservancy Board.

Objective 11.5. – Continue riparian buffer plantings throughout the Township.

Recommendation 11.5.1. – Require increased riparian buffer plantings for all new development and redevelopment proposals.

Action Item 11.5.1.1. – Condition approvals of land development projects on riparian buffer plantings.

Objective 11.6. – Continue to control invasive species.

Recommendation 11.6.1. – Increase the removal of invasive species.

Action Item 11.6.1.1. – Seek funding for invasive species removal.

Objective 11.7. – Improve woodland protection standards.

Recommendation 11.7.1. – Amend Ordinances to identify benefits of woodland protection.

Action Item 11.7.1.1. – Illustrate techniques for woodland protection.

Objective 11.8. – Review and update tree replacement standards as needed.

Recommendation 11.8.1. – Amend Ordinances to establish tree replacement standards.

Action Item 11.8.1.1. – Establish a sliding scale for replacement tree quantities based on the sizes of trees to be removed.

Objective 11.9. – Review and update criteria for non-buildable areas.

Recommendation 11.9.1. – Amend Ordinances to explain adverse effects of inappropriate development.

Action Item 11.9.1.1. – Create graphic Design Standards to better explain Where Not to Build.

East Goshen Township Comprehensive Plan 2015

Appendix A-8

ENERGY CONSERVATION STRATEGY

Goal 12. To encourage the conservation of energy and use of renewable energy systems.

Consistent with the overall goal of remaining one of Chester County's premier suburban communities, East Goshen Township embraces the following energy conservation objectives articulated in Chester County's Landscapes2 Comprehensive Plan: (1) reducing energy demand and consumption; (2) improving energy efficiency; (3) revitalization, reuse, and recycling; (4) alternative and sustainable energy generation; and (5) energy conservation practices. The Township will strive to promote more efficient uses of land, improve connectivity between land uses, consider the benefits of green buildings and seeking green development, provide for renewable energy systems that respect the Township's suburban residential character, improve municipal energy-related practices, and continue to educate the public on energy conservation.

Objective 12.1. – Create compact, mixed-use, walkable places.

When appropriately planned, increasing the residential density or commercial intensity of uses in a given area helps to reduce energy consumption through more efficient land use. This practice can also benefit local commerce when located within or near new residences, and can also encourage walking and cycling as a simpler form of getting from one place to another.

Recommendation 12.1.1. – Investigate the feasibility for more efficient use of land within the Township.

Action 12.1.1.1. – Investigate, as part of the Paoli Pike and West Chester Pike master planning efforts, appropriate residential, commercial, or mixed-use redevelopment of areas with older, less-efficient land uses.

Action 12.1.1.2. – Consider amending zoning districts as necessary to implement the Paoli Pike and West Chester Pike master plan recommendations regarding more efficient use of land.

Action 12.1.1.3. – Consider offering incentives for landowners/developers that encourage redevelopment of older, non-historic, energy intensive uses with more energy-efficient, sustainable uses.

Action 12.1.1.4. – Consider amending commercial and mixed-use districts to allow residential or office uses on upper floors of principal uses.

Objective 12.2. – Advocate energy conservation for residents, businesses, and institutions.

Recommendation 12.2.1. – Educate/inform township residents and business owners/operators of the importance of energy conservation.

Action Item 12.2.1.1. – Continue to educate Township residents and business owners/operators, using the website, newsletter, and other opportunities, on the importance of energy conservation.

Action Item 12.2.1.2. – Review all proposed HOA documents and discourage provisions that severely restrict normal energy conservation practices, such as the hanging of laundry, or seasonal, rather than frequent, mowing of open space meadows.

Objective 12.3. – Advocate green building and site development practices.

Green buildings come in many shapes and sizes, and a well-recognized program to achieve such construction is LEED. LEED, or Leadership in Energy and Environmental Design, is a certification process created by the U.S. Green Building Council (USBGC), a private, non-profit dedicated to improving the environment through better, or green, building design. LEED-certified buildings must meet a wide variety of environmental standards, from occupant health to water and energy conservation. In addition to LEED-certified buildings the USBGC has created the LEED-ND standard for new development (ND), which is essentially a certification process for green development.

Recommendation 12.3.1. – Remove regulatory obstacles, create incentives, and disseminate information regarding green building and green development technology.

Action 12.3.1.1. – Consider updating the Ordinances, to incentivize the construction of green buildings and green developments.

Action 12.3.1.2. – Consider displaying educational materials at the Township Building regarding green building design for area builders, developers, and others, and refer to successful local examples, such as the LEED-Gold MARS Drinks headquarters.

Objective 12.4. – Promote and enhance protection of woodlands.

Recommendation 12.4.1. – Increase awareness of the importance of woodland protection.

Action Item 12.4.1.1. – Amend Ordinances to illustrate techniques and benefits of woodland protection.

Recommendation 12.4.2. – Increase awareness of the importance of tree plantings.

Action Item 12.4.2.1. – Amend Ordinances to illustrate tree planting details.

Objective 12.5. – Designate areas for compact car parking to reduce the size of off-street parking lots.

Recommendation 12.5.1. – Advocate smaller parking lots.

Action Item 12.5.1.1. – Amend Ordinances to require 10% of parking lots for compact car parking, and smaller parking spaces for certain types of uses.

Objective 12.6. – Encourage park and ride facilities, shared parking, and increased public transportation.

Recommendation 12.6.1. – Allow for, and encourage, more efficient parking to reduce pavement construction.

Action 12.6.1.1. – Consider supporting shared parking proposals when applicants can adequately show that intended users of a parking lot have complementary use schedules.

Action 12.6.1.2. – Review and update, as appropriate, the parking requirements of the Zoning Ordinance (i.e. ratios) to insure that no more parking is required for a given use than needed

Recommendation 12.6.2. – Educate/inform the benefits of ride sharing, and conserved energy through shared parking and public transit.

Action Item 12.6.2.1. – Increase the flow of information on the Township website regarding ride sharing, shared parking, and public transit.

Objective 12.7. – Provide conservation tips on the Township website.

Recommendation 12.7.1. – Educate/inform regarding best practices tips for conserved infrastructure.

Action Item 12.7.1.1. – Increase the flow of information on the Township website regarding how other communities conserve infrastructure.

Objective 12.8. – Improve connectivity between land uses.

While residents and visitors can readily access all areas of the Township via public roads, provision of other convenient travel options, such as bicycle and pedestrian pathways that link various land uses, and public transit routes and stops, would allow greater auto-“independence”, reduce greenhouse gases, and provide energy savings.

Recommendation 12.8.1. – Provide, to the extent feasible, different transportation choices available to Township residents and businesses for travel within or beyond Township boundaries.

Action 12.8.1.1. – Establish the Paoli Pike corridor multi-use Trail proposed as part of the Central Chester County Bicycle and Pedestrian Circulation Plan and endorsed by the Board of Supervisors.

Action 12.8.1.2. – Consider amending the Ordinances to require bicycle racks for appropriate commercial, private recreation, and institutional development. This would include shopping centers, schools, and health clubs/gyms, as well as residential apartments and other high-density residential uses.

Action 12.8.1.3. – Consider installing bicycle parking facilities at township-owned properties with public access, and encourage similar facility construction at public and private schools, and professional offices and other facilities located in the Township.

Action 12.8.1.4. – Consider as part of the West Chester Pike master plan, improvements to pedestrian, bicycle, and public-transit modes available to Township residents in the southern portion of the Township.

Objective 12.9. - Improve renewable energy systems regulations.

Township ordinances should be designed to help facilitate landowner use of renewable energy systems to supplement, or substitute for, more conventional forms of energy.

Recommendation 12.9.1. – Evaluate, and amend as appropriate, the zoning and subdivision and land development ordinances to allow landowner use of renewable energy systems for accessory residential and non-residential applications while respecting the Township’s suburban residential character.

Action Item 12.9.1.1. – Amend Ordinances to establish a minimum percentage of solar-oriented buildings in new developments.

Action Item 12.9.1.2. – Evaluate, and amend as appropriate, the zoning ordinance to permit accessory wind energy systems in the BP, C, and I Districts

Action Item 12.9.1.3. – Update the Ordinances, when appropriate, to be able to accommodate technological advances in renewable energy.

Objective 12.10. – Continue Township-managed energy conservation measures.

Recommendation 12.10.1. – Pursue new energy conservation actions.

Action Item 12.10.1.1. – Consider establishing a minimum average fuel efficiency standard for the purchase of Township vehicles, and investigate the feasibility of purchasing a portion of the Township’s power from renewable sources.

Action Item 12.10.1.2. – Consider the use of an energy consultant to conduct a thorough energy audit of Township facilities and operations to determine where energy savings may be made most efficiently.

Action Item 12.10.1.3. – From the audit results, consider establishing a township policy that a portion of the money saved from efficiency and conservation gains will be set-aside to pay for future energy conservation projects that otherwise would seem infeasible.

East Goshen Township Comprehensive Plan 2015

Appendix A-9

HISTORIC RESOURCES PROTECTION PLAN

Goal 13. Protect from loss historic resources in the Township for the benefit of existing and future generations.

East Goshen Township contains important historic resources that contribute to the overall goal of being one of Chester County's premiere suburban communities. The history and development patterns of the Township have, in part, defined current land use patterns, road systems, economics, points of interest, and place names.

Objective 13.1. – Continue the East Goshen Historical Commission (EGHC) programs at the Blacksmith Shop and Plank House, and the EFHC refinement of the Township Historic Property Inventory.

Recommendation 13.1.1. – Support the programs of the East Goshen Historical Commission.

Action Item 13.1.1.1. – Seek increased financial support for the Historical Commission through grants and corporate sponsorship.

Recommendation 13.1.2. – Support efforts to refine the Historic Property Inventory.

Action Item 13.1.2.1. – Seek assistance from the Chester County Historical Society and West Chester University with the refinement of the Inventory.

Objective 13.2. – Continue to have the EGHC comment on applications for subdivision and land development involving Historic properties.

Recommendation 13.2.1. – Advocate a greater role of the Historical Commission in the review and evaluation of land development proposals.

Action Item 13.2.1.1. – Create graphic Design Guidelines to illustrate appropriate techniques for building protection and rehabilitation.

Objective 13.3. – Continue to have the EGHC provide educational information for the website and newsletter.

Recommendation 13.3.1. – Inform/educate the public regarding Historic Resource Protection.

Action Item 13.3.1.1. – Document historic resource protection “Do’s and Don’ts” in Township communications.

Objective 13.4. – Utilize the characteristics of Goshenville and Rocky Hill to guide the character of nearby development.

Recommendation 13.4.1. – Measure the characteristics of Goshenville and Rocky Hill.

Action Item 13.4.1.1. – Amend Ordinances to illustrate preferred building positioning, building heights, and building composition/proportion/massing.

Objective 13.5. – Review Historic Preservation requirements.

Recommendation 13.5.1. – Promote adaptive reuse of historical resources

Action Item 13.5.1.1. – Evaluate the provisions of Article VI., Historic Preservation, of the Zoning Ordinance to insure adaptive reuse helps to maintain historic resources.

Objective 13.6. – Consider simplified historic preservation standards.

Recommendation 13.6.1. – Identify defining characteristics of historic resources.

Action Item 13.6.1.1. – Amend Ordinances to illustrate sympathetic land development and building construction practices on historic sites.

Objective 13.7. – Provide and promote historic resource educational materials.

East Goshen has an extensive inventory of historic buildings and structures, an active Historic Commission and other volunteers, and annual, highly-successful heritage-related events. The Township's zoning ordinance includes provisions that promote the retention of historic resources through adaptive re-use and oversight of demolition permits. Concerted efforts by historic property owners to maintain, and continue use of, buildings and structures is also essential to their preservation. Education through continuous landowner outreach and community events organized by the Township is key to preservation success.

Recommendation 13.7.1. – Create an information program emphasizing the historic past of East Goshen Township.

Action step 13.7.1.1. – Develop information programs.

Action step 13.7.1.2. – Prepare and distribute informational materials

Action step 13.7.1.3. – Encourage use of approved historical names for all new developments and roads.

Action step 13.7.1.4. – Develop and implement a local plaque program for historic structures and properties.

Recommendation 13.7.2. – Continue to compile additional information for the historic resources inventory.

Action Item 13.7.2.1. – Update the historical documentation for properties on the historic resources inventory, or historic resource atlas prepared for the Township by Chester County.

Action Item 13.7.2.2. – Investigate opportunities for grants or funding to enhance the Township’s historic resource inventory, for example, by linking digital photos of buildings and structures to identified sites using GIS and Google Earth.

Action Item 13.7.2.3. – Evaluate the historical documentation and establish new preservation policies to incorporate as part of future comprehensive plan updates.

Recommendation 13.7.3. – Utilize historic re-enactment events to showcase daily life activities.

Action Item 13.7.3.1. – Continue to re-enact the typical life of Goshenville residents in the 18th and 19th centuries.

Action Item 13.7.3.2. – Provide sponsorship and facilities for historic events.

Action Item 13.7.3.3. – Coordinate activities of a historic nature.

Recommendation 13.7.4. – Comment on subdivision, land development, and building demolition permits filed with the Township.

Action Item 13.7.4.1. – Provide comments, suggested conditions of approval, and other helpful guidance in a timely manner to the Planning Commission, Board of Supervisors, and Zoning Officer.

Objective 13.8. – Promote the use of available non-regulatory methods for protecting historic resources.

Many non-regulatory, private-stewardship tools are readily available for facilitating successful historic resource preservation and most of these are well-understood by Historic Commission members. Technical assistance with these tools can be sought from the Chester County Planning Commission or Parks and Recreation staff, Pennsylvania Historic and Museum Commission staff, or area historic preservation consultants.

Recommendation 13.8.1. – Identify National Register-eligible sites and encourage owners to consider having their properties listed.

Action Item 13.8.1.1. – Support the education of owners of historic properties regarding the National Registration process.

Action Item 13.8.1.2. – Assist in the preparation of application materials to nominate eligible structures, sites, and districts for the National Register of Historic Places.

Recommendation 13.8.2. – Encourage the voluntary establishment of preservation or façade easements or other restrictive covenants through education, and through support of current historic resource owners.

Action Item 13.8.2.1. – Establish program guidelines, educational materials, and sample documents to encourage voluntary historic preservation measures to be taken by landowners.

Recommendation 13.8.3. – Consider the continued use of Historic Districts.

Action Item 13.8.3.1. – Review historical documentation to determine if new historic districts should be established.

Action Item 13.8.3.2. – Consider the establishment of a historic district for the Rocky Hill historic area.

Objective 13.9. – Continue the Township’s involvement in local and regional historic preservation efforts.

Recommendation 13.9.1. – Create greater involvement in, and recognition of, Historical Commission tasks.

Action Item 13.9.1.1. – Clarify roles, responsibilities, and duties of the Historical Commission.

Action Item 13.9.1.2. – Use the Township website, newsletter, and other means to present Historical Commission activities and accomplishments to the East Goshen community.

East Goshen Township Comprehensive Plan 2015

Appendix A-10

SUSTAINABLE COMMUNITIES ASSESSMENT FOR EAST GOSHEN, CHESTER COUNTY

Note: A full copy of this Appendix is on file at the East Goshen Township Offices.