

**EAST GOSHEN TOWNSHIP
PLANNING COMMISSION
Workshop Meeting Agenda
Wednesday, September 26, 2018
7:00 PM**

- A. Call to Order / Pledge of Allegiance and Moment of Silence
- B. Chairman will ask if anyone is going to record the meeting
- C. **Approval of Minutes**
 - 1. **August 15, 2018**
- D. **Paoli Pike Corridor Overlay Project**
 - 1. **Traditional Neighborhood Development**
Goshenville Village Overlay District / Zoning and SALDO
Thomas Comitta Associates Inc.
- E. **Residential Open Space Development Planning Exercise (Discussion)**
- F. **Correspondence**
 - 1. **Correspondence from William Cass, 915 Vista Dr.**
- G. Liaison Reports

Bold Items indicate new information to review or discuss.

DRAFT
EAST GOSHEN TOWNSHIP
PLANNING COMMISSION WORKSHOP MEETING
August 15, 2018

The East Goshen Township Planning Commission held a workshop meeting on Wednesday, August 15, 2018 at 7:00 p.m. at the East Goshen Township building. Members present were: Chairman Brad Giresi, Dan Daley, Ernest Harkness, and Monica Close. Also present was Mark Gordon, (Township Zoning Officer); Janet Emanuel and David Shuey, (Township Supervisors); Kristin Camp (Township Attorney) and Tom Comitta (Consultant).

COMMON ACRONYMS:

<i>BOS – Board of Supervisors</i>	<i>CPTF – Comprehensive Plan Task Force</i>
<i>BC – Brandywine Conservancy</i>	<i>CVS – Community Visioning Session</i>
<i>CB – Conservancy Board</i>	<i>SWM – Storm Water Management</i>
<i>CCPC – Chester Co Planning Commission</i>	<i>ZHB – Zoning Hearing Board</i>

A. FORMAL MEETING – 7:00 pm

1. Brad called the meeting to order at 7:00 pm. He led the Pledge of Allegiance and a moment of silence to remember our first responders and military.
2. Brad asked if anyone would be recording the meeting and if there were any public comments about non-agenda items. There was no response.
3. The minutes of the July 18, 2018 meeting were approved.

B. PAOLI PIKE CORRIDOR OVERLAY PROJECT

**Traditional Neighborhood Development – 1 & 2
Goshenville Village Overlay Districts: TND-1 & 2**

Brad introduced Tom Comitta and reviewed the purpose of the meeting. Tom reviewed what was done in the last meeting. Neil Fisher, of the Hankin Group was here and answered questions. Tom pointed out that the map that is provided shows the section of Paoli Pike between Boot Road and Rte. 352 is a TND-1 overlay, commercial. The sections at the ends of that area, Perakis and Pirano, are TND-2, residential. Some uses that are in the underlying C2 area were not included in the TND-1. Tom spoke about the history of the PA code covering the TND, which started in 2000. This applied mostly to municipalities that were a village and more pedestrian oriented. The 2015 East Goshen Comprehensive Plan just mentioned this type of area. The 2017 Paoli Pike Corridor Master Plan mentioned it and said it could be an overlay. Tom will submit a 3rd draft before the next meeting scheduled for September 19, 2018, and then it should go to the Board of Supervisors for approval.

Planning Commission Member Comments:

Brad asked Tom to describe challenges connected to making this change. Tom gave an example of the choices that the Sinquette house next to the Wawa would have under both plans. Dan would rather have the overlay. Ernest feels there are more options under the overlay. Monica agreed. Kristin Camp agrees with the overlay. She advised everyone to make sure that the underlying district C2 doesn't have uses you don't want here. Make sure the topography of the land works well with the overlay. Make sure that uses taken out of the C2 here are allowed elsewhere in the Township. Tom mentioned that in 1999 Caln Township wanted to put a Wawa on Rte. 30. Section 708a of the PA code provides for guidelines for location and design and gives authority to the municipality to create an overlay. A Development Strategy Plan shows what current buildings are appropriate as they are. Kristin mentioned that if you don't want to use a DSP the Comprehensive Plan can be used.

1 Brad commented that if the Dunkin Donuts closed, we wouldn't want new buildings that would obstruct
2 the current shops in that center.
3 Tom spoke about parking in the side or rear instead of the front. Front parking is a reasonable condition.
4 Brad feels reducing curb cuts is more important for pedestrians.
5 Mark mentioned that he met with Wawa and they are okay with reducing the curb cut on Paoli Pike for
6 the trail.
7 Ernest asked, if the TND-1 prohibits gas stations as a use but the C2 allows it, can the TND-1 override it.
8 Kristin responded no unless you take it out of the C2.
9 Tom spoke about the open area in front of the District Court building that could be used for temporary
10 uses, i.e. festivals. Also, many suburban communities have a minimum curb radius in their Subdivision
11 and Land Development Ordinance.
12 Dan mentioned the building size of 10,000 sq. ft. and set backs. He would like to see a proposed plan of
13 this.
14 Kristin agreed that an aerial view of the plan would be helpful.
15 Tom described how he selected what uses to put in TND-1. Now is the time to take out any uses you
16 don't want in C2 and TND-1. He verified how the Planning Commission wants the uses listed in the
17 plan.
18 Brad feels the townhomes and apartment buildings should not be in the TND-1. Apartments should be
19 above retail in TND-1.
20 Dan mentioned that Neil Fisher made a point of residential above retail. Dan agrees that townhouses
21 should be taken out of TND-1.
22 Ernest pointed out that currently townhouses are only allowed in the C4 district.
23 Monica likes apartments over retail not apartment buildings.
24

25 Public Comments

26 Janet Emanuel pointed out that the next meeting planned for September 19 falls on Yom Kippur.
27 There was discussion and Tom suggested changing the meeting to the 4th Wednesday September 26. This
28 was agreed upon. Brad will notify the other PC members.
29 Janet pointed out that street parking must be removed. Also height is limited to 3 stories. She is not sure
30 if that will be enough density for a developer. Also she feels that restaurants bring people not little shops.
31 Mark commented that if they go over 3 stories, elevators must be installed. In an apartment building with
32 apartments on the 1st floor of 3 stories ADA does not require elevators.
33 Jan McDermott, 900 Vista Drive – She was hoping there would be carriage homes not townhouses on the
34 Perakis property. Mark mentioned that the last plan Mr. Perakis submitted was for carriage homes.
35 Maura Weikel, 902 Vista Drive – She asked for a definition of a manor house. Tom suggested that she
36 google Lantern Hill in Doylestown and she will see what it looks like. It is usually an 8 unit apartment
37 building.
38

39 Brad thanked everyone for coming to the meeting.
40

41 **ADJOURNMENT**

42 There being no further business, Ernest moved to adjourn the meeting. Dan seconded the motion.
43 The meeting adjourned at 9:00 pm. The next workshop meeting will be held on Wednesday,
44 September 26, 2018 at 7:00 pm.
45

46 Respectfully submitted, _____
47 *Ruth Kiefer, Recording Secretary*



THOMAS COMITTA ASSOCIATES, INC.
Town Planners & Landscape Architects

MEMORANDUM

TO: East Goshen Township Officials & Staff

FROM: Thomas J. Comitta, AICP, CNU-A, RLA
Erin L. Gross, RLA, APA, ASLA

DATE: June 15, 2018; **Revised: September 20, 2018**

SUBJECT: **GOSHENVILLE OVERLAY DISTRICTS: TND-1 & 2**
TRADITIONAL NEIGHBORHOOD DEVELOPMENT 1 & 2

Enclosed is the third draft of the proposed Ordinance Amendments for your review and comment. This draft has been revised based on the input made at the East Goshen Township Planning Commission Meetings on June 20, July 18, and August 15, 2018, and a Work Session with Township Staff on August 28, 2018.

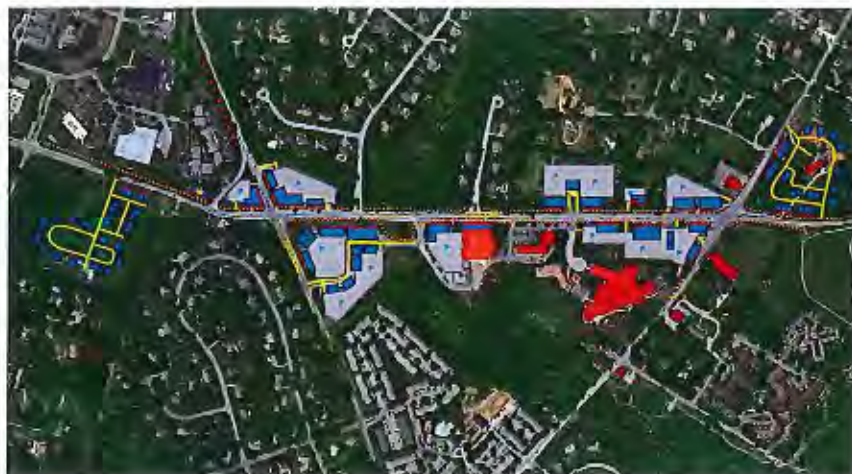
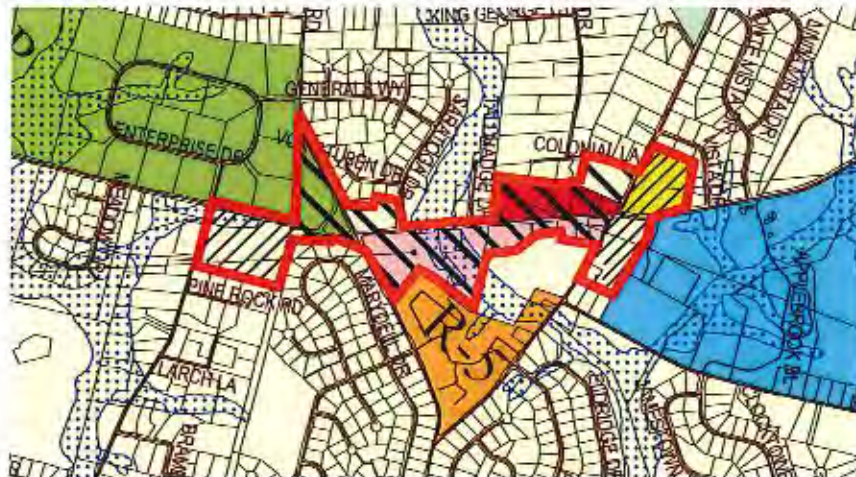
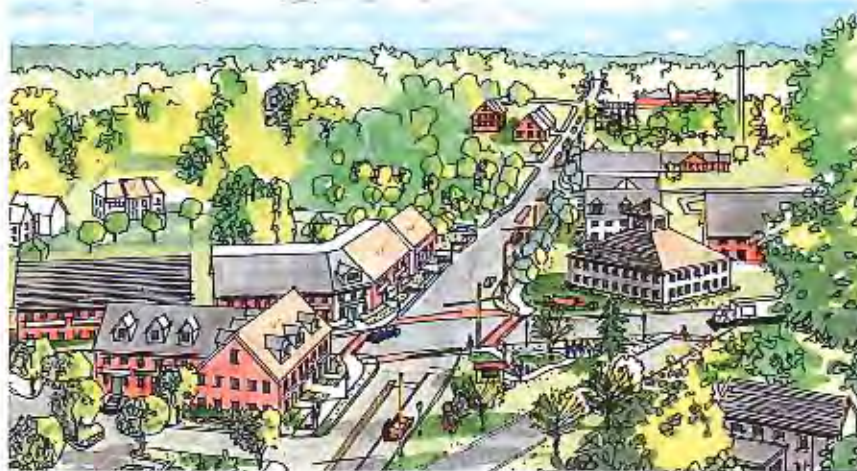
Key changes in the third draft include:

- + additional text Amendments;
- + a refinement to the Design Standards; and
- + a refined Development Strategy Plan.

We look forward to presenting this third draft at the East Goshen Township Planning Commission Workshop Meeting on September 26, 2018, as well as answering questions, and receiving feedback.

Traditional Neighborhood Development -1 & 2 Goshenville Overlay Districts

East Goshen Township - Chester County, PA



Subdivision & Land Development Ordinance Amendments as Proposed
May 23, 2018; June 20, 2018; Revised: September 26, 2018 **TCA/EGT**

SUBDIVISION AND LAND DEVELOPMENT
ORDINANCE AMENDMENTS

Article IX. Special Design and Development Standards

205.75. Traditional Neighborhood Development -1 & 2 Goshenville Overlay District.

- A. All submissions in the TND-1 & 2 Goshenville Overlay District shall be designed to be consistent with the Special Design and Development Standards of Appendix A to the extent applicable with mixed use in the TND-1 District and Residential Use only in the TND-2 District, which include:

- (1) Legislative Intent of the Special Design and Development Standards.
- (2) Overview and Key Design Elements.
- (3) Building Design & Proportion.
- (4) Parking Location & Requirements.
- (5) Curb Cuts.
- (6) Streets Walls.
- (7) Street Trees & Other Landscaping.
- (8) Street Lights.
- (9) Sidewalks/Walkways/Crosswalks.
- (10) Streetscape Features & Street Furniture.
- (11) Pedestrian Gathering Areas.
- (12) Drive-Thru Facilities.
- (13) Development Strategy Plan.

- B. Definitions.
(The following words are defined and intended to be codified as part of Article II, Section 205.6. Word Usage.)

Build-To Line

The line which defines the placement of the building from the street on which the building fronts. The Build-To Line of the Building forms the Street Wall line. On a corner lot, the Build-To Line is located on each side of a lot abutting a street. A Build-To Line may have a recess or projection up to two (2) feet in order to promote variation of building placement on a block, and/or may have a recess of up to 12 feet in order to promote outdoor dining for a café or restaurant, **except that the distance**

to the Build-To Line may be increased to be greater than that specified in the TND Overlay Districts whenever there is a stream along the front of a property.

Green Court

~~A Green Space amenity that is internal to or along the edge of a block.~~

Green Court Lot

~~A lot that has frontage on a Green, not a Street, as a compliant open-space amenity of a TND.~~

Green Space

The totality of the land that comprises the area of a TND, exclusive of buildings, streets, alleys, service lanes, parking lots, and paved surfaces such as those used for dumpsters or approved/fenced outdoor storage. Green Space includes Active Open Space and passive Open Space, including such features as recreational areas, parks, squares, plazas, courtyards, pedestrian gathering areas, pocket parks, playgrounds, tot lots, dog parks, playfields, natural open space designated to conserve wetlands and floodplains, and other areas for natural resource conservation, and stormwater detention basins unless designed and constructed as a wet basin or a naturalized stormwater management basin.

Live-Work-Unit

~~A commercial use on the ground floor of a building, such as a shop, studio, office, café, deli, personal service establishment, or other place of business, in combination with a dwelling unit or units located above such place of business. A person or persons other than the proprietor of the business may occupy a Live-Work-Unit.~~

Manual of Written and Graphic Design Guidelines

A document that provides written and graphic design guidelines for the TND District, consistent with the Design Standards in Sections 240-61.F. and 240-62.F. of the Zoning Ordinance and Section 205.75.A. of this Ordinance.

Green-Space-Pedestrian Gathering Area

~~A plaza, courtyard, pocket park, tot lot, playground, walkway, promenade, or other like type facility in which features such as pavers, benches, gazebos, pergolas, arbors, trellises, planters, plantings, lighting, and sculpture are installed and maintained, and in which activities such as public seating and outdoor dining take place.~~

Service Lane

A thoroughfare type, similar to a common driveway or alley, that provides vehicular access for non-residential development, typically for deliveries, loading and unloading, and parking.

Shared Parking

Off-street parking that two (2) or more landowners or tenants share in accordance with the regulations derived from the ULI-Urban Land Institute publication titled "Shared Parking Second Edition", 2005.

Streetscape

The space formed between buildings and the adjoining street, which is embellished with sidewalks, street trees, street lights, curbs, ~~on-street parking~~, and carways. The Streetscape is framed by buildings, which create the "outdoor room" character of the street as shown in the Design Standards in Section 205-75.A. of the Subdivision & Land Development Ordinance.

Street Wall

The wall of a building adjoining a sidewalk at the edge of the street right-of-way, as in the case of a non-residential use, or adjoining a porch, portico, stoop, or front yard landscaped area as in the case of a residential use; or approved architectural or landscaping elements at least 30 inches but not more than 42 inches in height such as piers, benches, and hedges, in lieu of a building wall. A Street Wall shall extend the entire length of the edge of the street right-of-way, except where curb cuts, driveways and pedestrian access is provided.

Traditional Neighborhood Development (TND)

An area of land developed for a compatible mixture of residential and nonresidential uses, including buildings that provide for a mix of uses. Residences, shops, offices, workplaces, public buildings, and parks are interwoven within the neighborhood so that all are within relatively close proximity to each other. Traditional Neighborhood Development is relatively compact, limited in size and oriented toward pedestrian activity. It has an identifiable center and discernible edge. The center of the neighborhood is in the form of a public park, commons, plaza, square, or prominent intersection of two or more major streets. There is a hierarchy of streets laid out in a rectilinear pattern of inter-connecting streets and blocks that provide multiple routes from origins to destinations, designed to serve the needs of pedestrians and vehicles.

Appendix A

Chapter 205-75.A.

Subdivision & Land Development Ordinance

ARTICLE IX. DESIGN STANDARDS.

Special Design and Development Standards for:

Traditional Neighborhood Development - 1 & 2 Goshenville Overlay Districts

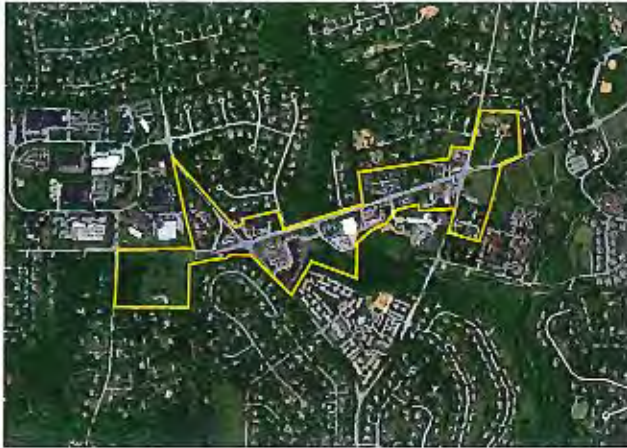
East Goshen Township - Chester County, PA

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- (11) Pedestrian Gathering Areas
- (12) Drive-Thru Facilities
- (13) Development Strategy Plan



205-75.A.(1) Legislative Intent of the Special Design & Development Standards



Goshenville Overlay Districts



Paoli Pike Streetscape Concept

Legislative Intent:

205-75.A.(1)(a) These Special Design & Development Standards are intended to comply with Article VII-A: Traditional Neighborhood Development, and in particular Section 708-A of the Pennsylvania Municipalities Planning Code titled: Manual of Written and Graphic Design Guidelines.

205-75.A.(1)(b) Placemaking, as described and shown herein, is intended to create a more functional and attractive outcome for the quality of life in the TND-1 & TND-2 Goshenville Overlay Districts.

205-75.A.(3)(c) These Design Standards shall be utilized to plan, design, construct and maintain buildings, structures, streetscapes, landscapes, and hardscapes of the TND-1 Goshenville Overlay District.

205-75.A.(3)(d) All land development plan submissions shall be accompanied by Architectural Plans and Building Elevations that are consistent with these Design Standards.

205-75.A.(3)(e) All Applications for Land Development in the TND-1 & TND-2 Goshenville Overlay Districts shall be accompanied by a Specific Manual of Written and Graphic Design Guidelines prepared by the Applicant, which Manual shall be consistent with this Appendix A.

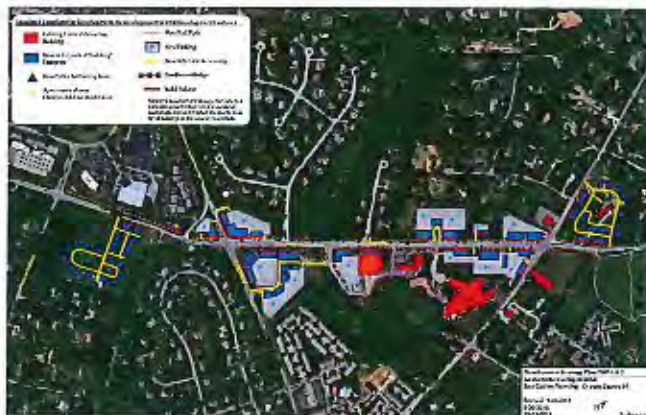
205-75.A.(3)(f) In addition to the Design Standards in this Appendix A, the provisions of Article III-A TND-1 & TND-2 Goshenville Overlay Districts of the Zoning Ordinance, and the provisions of Article IX. of this Ordinance shall also apply.

If there is a conflict between the provisions of this Appendix A, and those of Article X or Article IX, the strictest provisions shall apply.

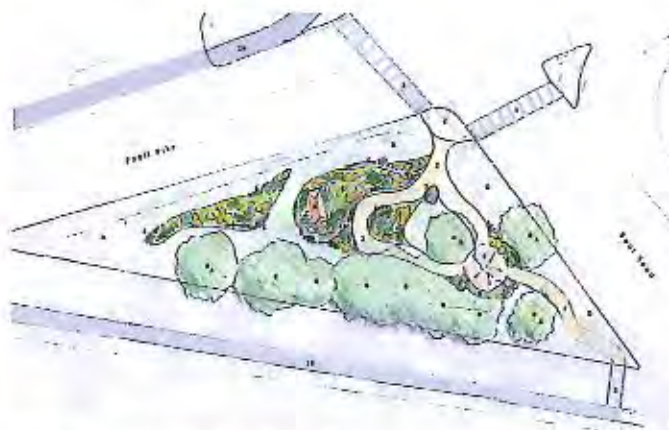
205-75.A.(2) Overview and Key Design Elements



Village Concept in Goshenville



Goshenville Overlay District Development Strategy Plan



Pedestrian Gathering Area Concept

Legislative Intent:

205-75.A.(2)(a) The Vision and Goals of the Goshenville Overlay District include: activating the corridor; connecting people; calming traffic; and enhancing the Town Center of Goshenville.

205-75.A.(2)(b) The TND-1 & TND-2 Goshenville Overlay Districts is intended to accomplish the Vision and Goals by: encouraging innovation for mixed-use pedestrian-oriented development; extending opportunities for housing; encouraging a more efficient use of land; allowing for integrated, mixed-use, pedestrian-oriented neighborhoods; establishing public space; fostering a sense of place and community; and encouraging a diversity of Uses.

205-75.A.(2)(c) The enhancements of Goshenville will be guided through these Special Design & Development Standards, and will address the following Key Design Elements in order to achieve the desired outcome for Goshenville.

Balance Growth & Development to maintain a Small Town Character: to coordinate community development/redevelopment in context with the scale & capacity of Goshenville.

Maintain & Enhance Diversity: to enhance the variety of opportunities to live, work, shop, dine, and play.

Improve & Enhance Attractiveness &

Vitality: to promote a variety of commercial uses in Goshenville that add value, and enhance the vibrancy.

Promote Multi-Modal Transportation: to enable effective mobility & circulation through an interconnect network for buses, motor vehicles, bicycles, and pedestrian.

Enhance Streetscapes: to provide functional, safe, and attractive thoroughfares through interconnect networks for streets, trails/pathways and crosswalks, accented with street trees and street lights,

Protect Historic, Cultural & Natural Resources: to encourage adaptive reuse of viable buildings, protect historic and natural features, and promote conservation of energy.

Enhance the Quality of Life: to maintain and promote parks, recreational areas, and special civic events.

205-75.A.(3) Building Design & Proportion



Facade and Roof Line Articulation



Utilization of stone and wood siding material



Building recesses and projections



Roof Line Variation

Legislative Intent:

205-75.A.(3)(a) Architectural Materials are intended to be durable, long lasting, and sustainable.

205-75.A.(3)(b) The use of traditional materials, such as brick, stone, stucco over stone, and wood siding, is intended to provide a historic reference to Goshenville.

205-75.A.(3)(c) Facade articulation, variation in roof lines, and vertical expression of buildings, is intended to promote consistency with the scale and proportion of traditional Goshenville buildings and Streetscape.

Design Standards:

205-75.A.(3)(d) Utilize brick, stone, stucco over stone, or wood siding to the maximum extent possible.

205-75.A.(3)(e) Create a vertical expression to buildings through the use of crenelation in the form of windows, doors, pilasters, piers, columns, arches, terraces, porches, porticos, stoops, balconies, colonnades, arcades, and the like.

205-75.A.(3)(f) Provide recesses or projections to buildings, from one to two feet, whenever the building exceeds 18 feet in width.

205-75.A.(4) Parking Location & Requirements



Off-street Parking located to the side of the building



Shared Parking located to the rear or side of the buildings



Pier-Fence-Hedge combination screening visible parking

Legislative Intent:

205-75.A.(4)(a) Off-Street parking lots are intended to be located to the rear of buildings.

205-75.A.(4)(b) Existing Parking Lots located in the front of a building are intended to be screened with a pier-fence-hedge combination (see §205-75.A.5.).

205-75.A.(4)(c) Shared Parking is intended to reduce the amount of parking needed and impervious surface coverage.

Design Standards:

205-75.A.(4)(d) Off-Street Parking lots shall be located to the side or rear of buildings or in parking courts.

205-75.A.(4)(e) Off-Street Parking visible from a street shall be screened with a pier-fence-hedge combination.

205-75.A.(4)(f) Shared Parking shall link parking areas on adjoining properties with compatible uses to the maximum extent possible.

205-75.A.(4)(g) Shared Parking shall be governed by a written Agreement between property owners.

205-75.A.(5) Curb Cuts



Continuous Street edge with limited Curb Cuts



Curb Cut allowing continuous Pedestrian access



Curb Cut less than 30 feet in width



Curb Cut located along the rear of the lot/building

Legislative Intent:

205-75.A.(5)(a) Curb Cuts are intended to be limited in width, to help control vehicular access.

205-75.A.(5)(b) Existing wide Curb Cuts are intended to be "necked-down" to minimize pedestrian conflicts, and to provide space for additional Streetscape amenities

Design Standards:

205-75.A.(5)(c) Curb Cuts shall be minimized to enable uninterrupted pedestrian movement along trails/paths.

205-75.A.(5)(d) Existing cross streets or streets along the rear of the lot shall be utilized to access parking to the maximum extent possible.

205-75.A.(5)(e) Any new Curb Cut shall not be more than 30 feet in width for two-way traffic, and not more than 18 feet in width for one-way traffic.

205-75.A.(6) Street Walls



Buildings forming the Street Wall



Brick Wall screening off-street parking



Street Trees utilized as Street Wall along Streetscape

Legislative Intent:

205-75.A.(6)(a) Street Walls are intended to be the predominant Street edge feature in the Goshenville, or when permitted as a combination of architectural and landscape elements such as but not limited to pier-fence-hedge combination, low walls, and street trees/landscaping.

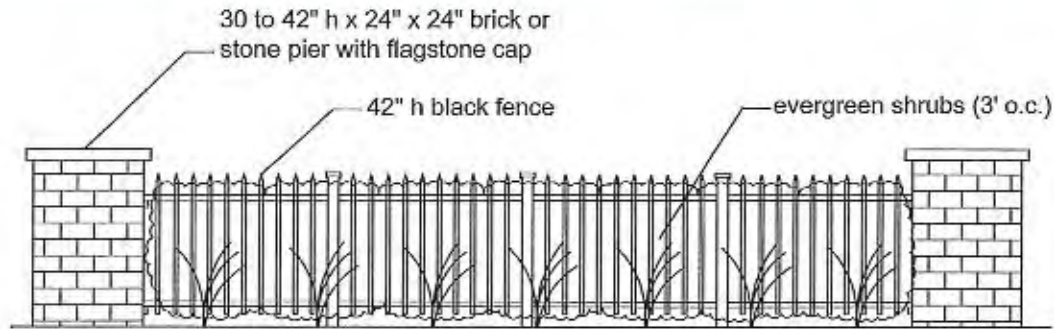
Design Standards:

205-75.A.(6)(b) Existing Street Walls formed by Buildings shall be maintained.

205-75.A.(6)(d) A brick or masonry Street Wall, 30 inches to 42 inches in height, shall be created to create a visual screen to existing off-street parking lots, and proposed off-street parking lots. The wall shall be built and maintained with materials complementary to the principal building and/or structure.

205-75.A.(6)(e) Street Trees and other landscaping may be utilized as the Street Wall along portions of the streetscape without buildings.

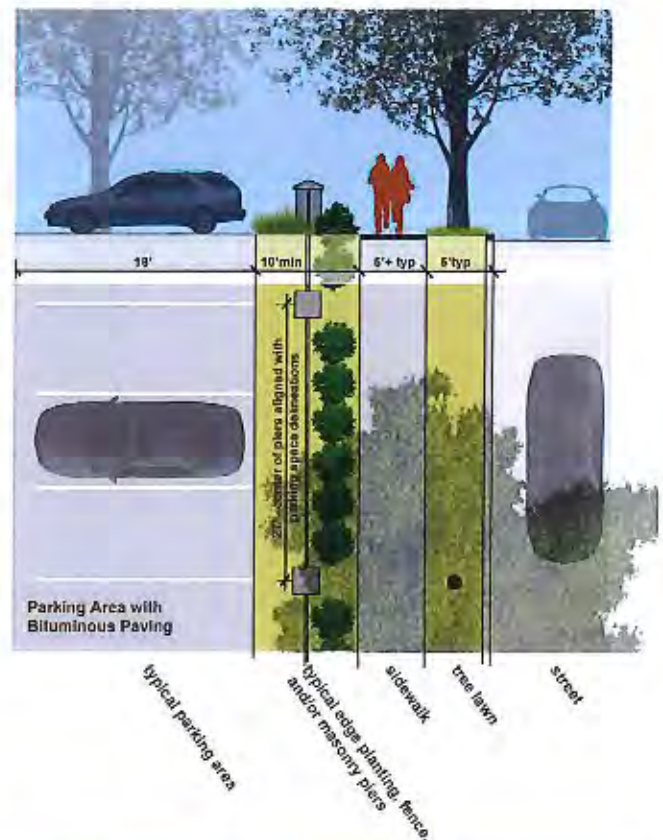
205-75.A.(6) Street Walls: Pier-Fence-Hedge



Typical Section of Pier, Fence & Hedge



Pier-Fence-Hedge combination screening off-street parking



Legislative Intent:

205-75.A.(6)(f) A Pier-Fence-Hedge combination is intended to provide an alternative Street Wall type.

205-75.A.(6)(g) A Pier-Fence-Hedge combination is intended to be used to delineate the Streetscape edge and to help screen the off-parking located adjacent to the roadway.

Design Standards:

205-75.A.(6)(h) A Pier-Fence-Hedge combinations shall be utilized as a form of Street Wall in order to screen off-street parking areas located adjacent to the roadway.

205-75.A.(6)(i) A Pier-Fence-Hedge combinations shall consist of stone/masonry piers, black fence, and evergreen shrubs.

205-75.A.(7) Street Trees & Other Landscaping



Street Trees installed and maintained along both sides of street



Landscaping utilized to soften hardscape features



Layered Landscaping

Legislative Intent:

205-75.A.(7)(a) Street Trees are intended to provide shade and screening, and add a graceful element to the streetscape.

205-75.A.(7)(b) Street Trees are intended to be placed in a regular alternating alignment along both sides of streets, and are intended to form an Allee effect to the streetscape.

205-75.A.(7)(c) Landscaping is intended to provide an attractive edge along the streetscape.

205-75.A.(7)(d) Landscaping is intended to be layered, so that there is a progression of scale from the ground plane, to the sidewalk/building scale, to the overhead canopy.

Design Standards:

205-75.A.(7)(e) Street Trees shall be installed and maintained along both sides of all streets at least two feet (2') behind the Trail/Path, and out of the buffer area along Paoli Pike.

205-75.A.(7)(f) Street Trees shall be installed and maintained in accordance with Section 205-62 of the Subdivision and Land Development Ordinance.

205-75.A.(7)(g) Landscaping shall be utilized to soften hardscape features.

205-75.A.(7)(h) Walkways, Public Space, and view corridors shall be accentuated with Landscaping.

205-75.A.(7)(h) The landscaping shall be diversified through the use of contrasting textures such as: smooth & rough, light & dark, bright & shadow, brilliant & subdued, and natural & man-made.

205-75.A.(8) Street Lights



"Traditional" style Street Lights



Street Light with Vertical Banner



Street Lights located to minimize conflict with Street Trees

Legislative Intent:

205-75.A.(8)(a) Pedestrian-scaled street lights are intended to provide an attractive component to the Streetscape.

205-75.A.(8)(b) Street Lights are intended to provide securing along the trail/paths.

205-75.A.(8)(c) Street Lights are intended to be a "Traditional" style in order to create an identity for Goshenville.

205-75.A.(8)(d) Landscaping is intended to be layered, so that there is a progression of scale from the ground plane, to the sidewalk/building scale, to the overhead canopy.

Design Standards:

205-75.A.(8)(e) Street Lights shall be provided along both sides of streets.

205-75.A.(8)(f) Street Lights shall be 10 to 12 feet in height.

205-75.A.(8)(g) One (1) pedestrian scaled, ornamental street light shall be provided at an average interval of forty-five (45) feet.

205-75.A.(8)(h) Street Lights shall have vertical banners.

205-75.A.(8)(i) Street Lights shall be "Traditional Style" and shall have a matte black finish.

205-75.A.(8)(j) Street Lights shall be located to minimize conflicts with Street Trees.

205-75.A.(9) Trails/Paths/Crosswalks



Crosswalk Striping connecting opposing accessible sidewalk ramps



Crosswalk in driveway throat continuing the Sidewalk system



Trail/Path with grass buffer



Multi-Use Trail and Crosswalk along Paoli Pike

Legislative Intent:

205-75.A.(9)(a) Trails/Paths are intended to provide opportunities for continuous pedestrian circulation and connection.

205-75.A.(9)(b) Crosswalks are intended to provide pedestrian safety, and continue the Trail/Path system.

Design Standards:

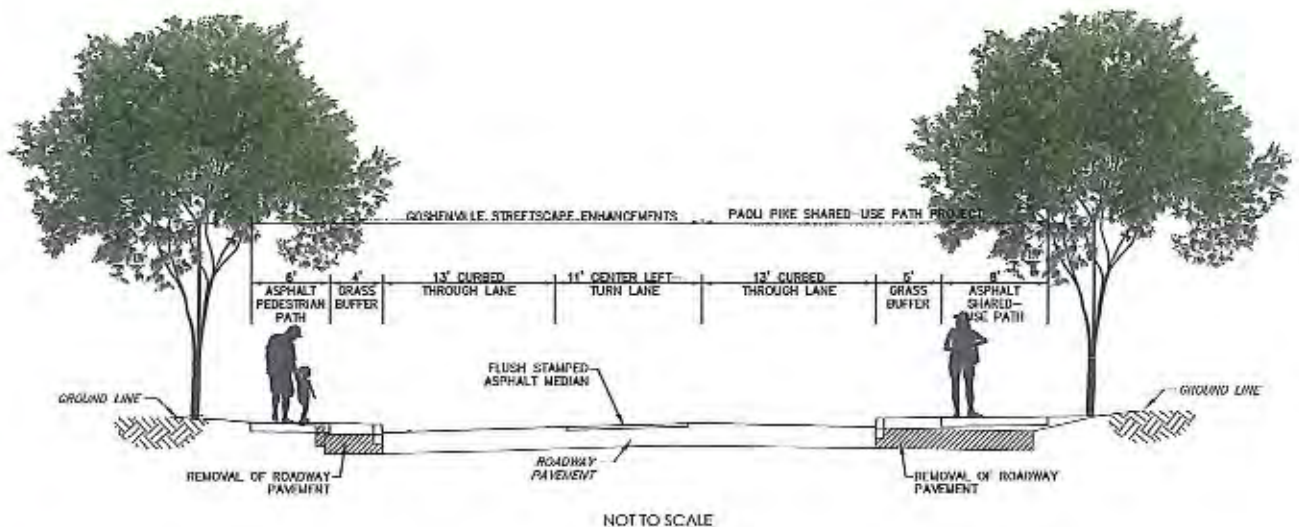
205-75.A.(9)(e) An 8'-10' asphalt multi-use trail with a five foot (5') wide (minimum) grass buffer between the curb and path shall be provided and maintained on the south side of Paoli Pike

205-75.A.(9)(f) A six foot (6') wide asphalt pedestrian path with a four foot (4') wide (minimum) grass buffer between the curb and path shall be provided and maintained on the north side of Paoli Pike.

205-75.A.(9)(g) High visibility Crosswalks with ADA compliant curb ramps shall be provided and maintained at signalized intersections and at all street crossings and curb cuts.

205-75.A.(9)(h) Crosswalks shall be at least six feet (6'-0") in width when they cross streets.

205-75.A.(10) Streetscape & Street Furniture



Paoli Pike Streetscape Section

Legislative Intent:

205-75.A.(10)(a) Streetscapes are intended to be maintained, enhanced, and created to consist of Paths/Trails, Street Trees, Street Lights, Street Furniture, Pedestrian Gathering Spaces, and Cartways.

205-75.A.(10)(b) Street Furniture is intended to provide a functional and attractive component to the West Chester Borough Streetscape.

205-75.A.(10)(c) Streetscape and hardscape paving materials are intended to be referential to Historic Goshenville and promote uniformity and continuity within the Goshenville Streetscape.

205-75.A.(10)(d) Traffic Calming strategies are intended to reduce vehicular travel speeds in order to improve bicycle and pedestrian safety and provide a comfortable environment for walking and biking.

Design Standards:

205-75.A.(10)(e) Streetscapes shall be enhanced with Paths/Trails, Street Trees, Street Lights, Street Furniture, Pedestrian Gathering Spaces, and Traffic Calming Measures.

205-75.A.(10)(f) Brick or Stamped Asphalt Brick shall be utilized in the Hardscape Median, Flush Stamped Asphalt Median, and the Pedestrian Gathering Areas.

205-75.A.(10)(g) Brick or Stamped Asphalt Brick shall be utilized for the Hardscape Paving in order to provide uniformity and continuity within the Goshenville Streetscape.

205-75.A.(10)(g) Retaining Walls utilized to enable the Trail in narrow areas shall be pre-cast stone wall that is referential to Historic Goshenville.

205-75.A.(10) Streetscape & Street Furniture



Stone Wall material referential to Historic Goshenville



Paoli Pike Streetscape with Street Trees, Trail/Path, Crosswalk, Traffic Calming Measures, etc.



Brick utilized in Pedestrian Gathering Area



Bench with Black Matte Finish

Design Standards:

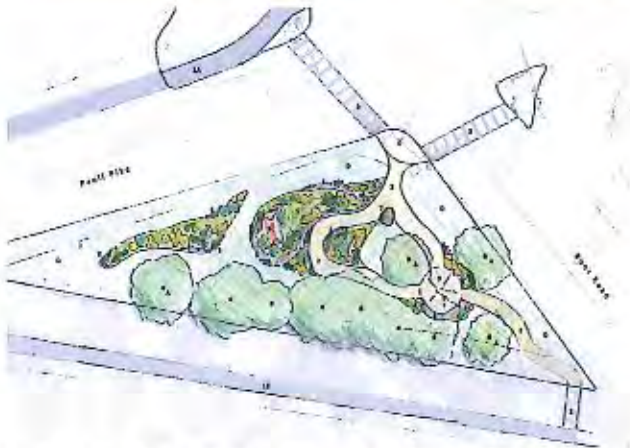
205-75.A.(10)(h) Retaining Walls utilized to enable the Trail in narrow areas shall be pre-cast stone wall that is referential to Historic Goshenville.

205-75.A.(10)(i) Traffic Calming Strategies shall include: Gateway Median/Pedestrian Safety Island, Stamped Asphalt Median, Reduced Lane Widths, Gateway Signage, Street Trees/Landscaping, and Painted Rumble Strips (as described in the Paoli Pike Corridor Master Plan).

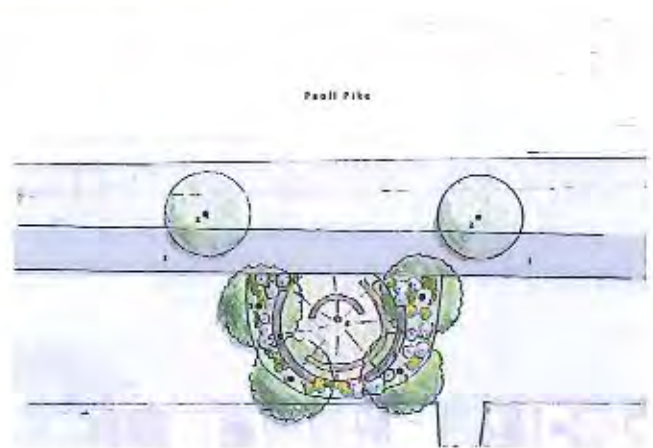
205-75.A.(10)(j) Street Furniture, such as benches, waste receptacles, street lights, bollards, bicycle racks, fencing etc., shall have a black matte finish in order to provide uniformity and continuity throughout the Goshenville Streetscape.

205-75.A.(10)(k) All Street Trees, Street Lights, Landscaping, and the like shall be in accordance with this Article XI and the Subdivision and Land Development Ordinance.

205-75.A.(11) Pedestrian Gathering Areas



Pedestrian Gathering Area Concept for the intersection of Paoli Pike and Boot Road



Pedestrian Gathering Area Concept along Paoli Pike



Benches, Plantings, and Hardscape in Pedestrian Gathering Area



Pedestrian Gathering Area with Hardscape, Shade Trees, shrubs, and benches

Legislative Intent:

205-75.A.(11)(a) Pedestrian Gathering Areas are intended to provide passive recreational opportunities along the Paoli Pike Corridor.

205-75.A.(11)(b) Pedestrian Gathering Areas are intended to provide places to rest, shade, and service as focal points along the Streetscape.

205-75.A.(11)(c) Pedestrian Gathering Areas are intended to complement adjoining retail/commercial uses, and be accessible to nearby neighborhoods.

Design Standards:

205-75.A.(11)(d) Pedestrian Gathering Areas shall include a variety of landscape and hardscape features such as shade trees, shrubs, unit pavers, benches, low sitting walls, planters, and pedestrian scaled lighting.

205-75.A.(12) Drive-Thru Facilities



Bank with Drive-Thru Facility located in the rear



Traffic Stacking at Drive-Thru Facility located in the rear



Coffee Shop with Drive-Thru Facility located in the rear



Fast Food with Drive-Thru Facility located on the side

Legislative Intent:

205-75.A.(12)(a) Drive-Thru Facilities, such as those at Banks, Pharmacies, Coffee Shops, and Fast Food Restaurants, are intended to have the Drive-Thru component in the back or side of the facility, not along a primary street frontage.

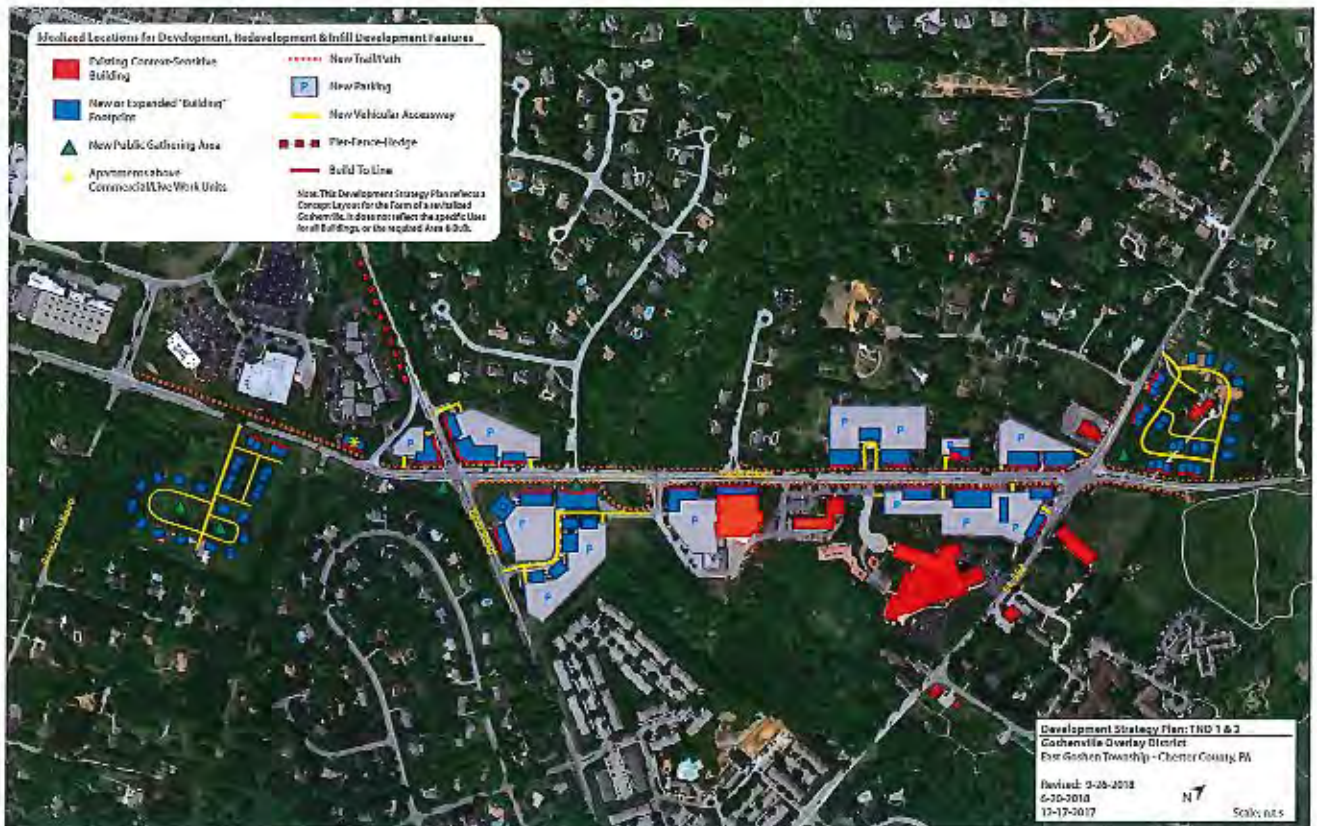
Design Standards:

205-75.A.(12)(b) Drive-Thru Facilities shall not be located along a primary street frontage.

205-75.A.(12)(c) When A Drive-Thru Facility is located on the side of a building, it shall be setback at least 25 feet from the street right-of-way.

205-75.A.(12)(d) Drive-Thru Facilities shall have building materials, colors, and form, complementary to the principal building.

205-75.A.(13) Development Strategy Plan



Goshenville Village Development Strategy Plan (see insert enlargement)

Legislative Intent:

205-75.A.(12)(a) The Development Strategy Plan is intended to guide and inform Development, Redevelopment, and Infill in Goshenville Village.

Design Standards:

205-75.A.(12)(b) Development, Redevelopment, and Infill shall follow the form of the Development Strategy Plan to the maximum extent possible.

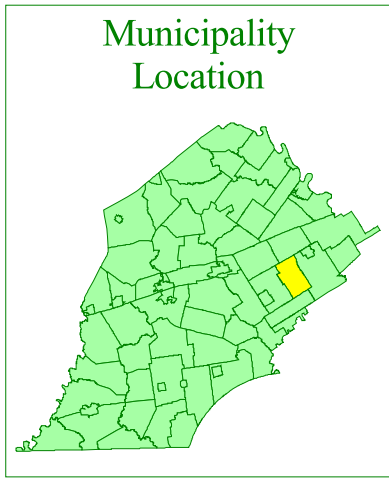
Traditional Neighborhood Development - 1 & 2 Goshenville Overlay Districts

East Goshen Township - Chester County, PA



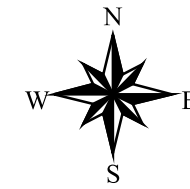
Zoning Ordinance Amendments as Proposed
May 23, 2018; June 20, 2018; Revised: September 26, 2018

TCA/EGT



Municipality
Location

TOWNSHIP OFFICE
1580 PAOLI PIKE
WEST CHESTER, PA 19380



EAST GOSHEN TOWNSHIP

Municipal Zoning Map

Zoning Adopted: September 21, 2004

Map Created: April 1, 2005

Proposed: June 20, 2018

Reissued: September 26, 2018

East Goshen Zoning Districts

- BP - Business Park
- C-1 - Community Commercial
- C-2 - Local Convenience Commercial
- C-4 - Planned Highway Commercial
- C-5 - Commercial
- I-1 - Light Industrial
- I-2 - Planned Business/Research/
Limited Industrial/Park/Residential
- R-1 - Low Density Open Space
Suburban Residential
- R-2 - Low Density Suburban Residential
- R-3 - Medium Density Suburban Residential
- R-4 - High Density Suburban Residential
- R-5 - Urban Residential
- Road Centerlines
- Parcel Boundaries
- Floodplains
- TND-1 Goshenville Overlay District
- TND-2 Goshenville Overlay District

IMPORTANT NOTICE:

The Official Zoning Map in the municipal building shall be the final authority regarding the current zoning status of land, buildings, and other structures.

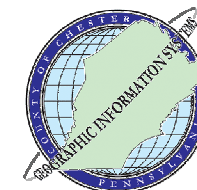
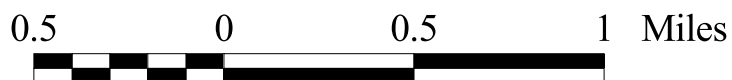
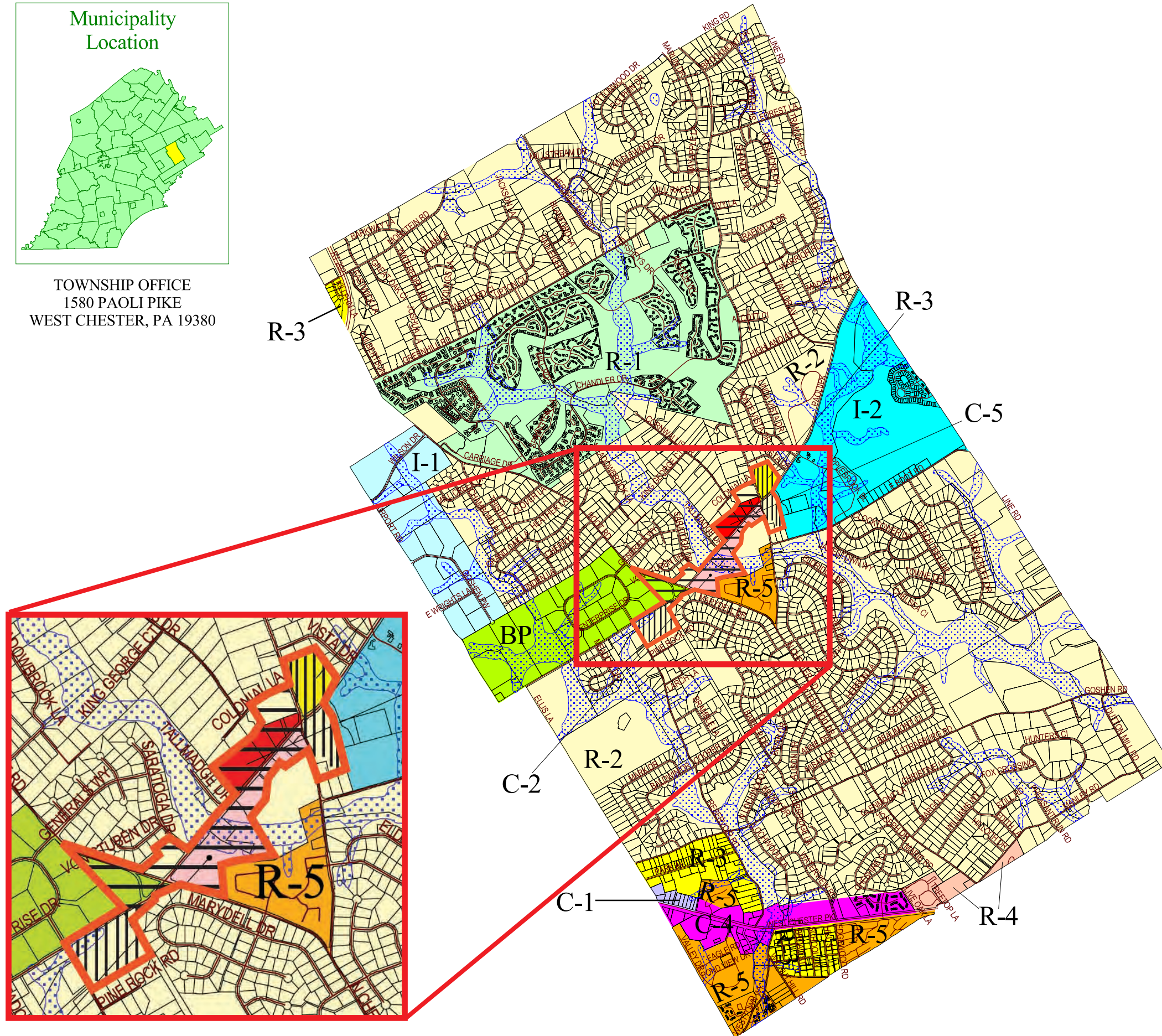
NOTES: Not for engineering purposes.

Landbase Source: Planimetric features have been compiled to meet the National Map Accuracy Standard of 1:24,000 scale mapping using first order, fully analytical digital stereoplotters, from aerial photography dated March, 2000, controlled analytically from ground points captured using first order GPS equipment. Planimetric coordinates were based on the PA State Plane Coordinate System South Zone and North American Datum 1983.

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ZONING ORDINANCE AMENDMENTS

Article I. Title; Intent; Definitions

240-5. Zoning Districts and map.

- A. Zoning Districts. For the purpose of this chapter, the Township of East Goshen is hereby divided into the following districts:

**TND-1 Traditional Neighborhood Development -1
Goshenville Overlay District**

**TND-2 Traditional Neighborhood Development -2
Goshenville Overlay District**

240-6. Definitions; word usage.

- B. Definitions. When used in this chapter, the following words, terms and phrases shall have the following meaning, unless expressly stated otherwise or unless the context clearly indicates otherwise.

Artisan Shop

A retail store selling art glass, ceramics, clothing, jewelry, paintings, sculpture, and other similar handcrafted items, where the facility includes an area for crafting of the items being sold.

Build-To Line

The line which defines the placement of the building from the street on which the building fronts. The Build-To Line of the Building forms the Street Wall line. On a corner lot, the Build-To Line is located on each side of a lot abutting a street. A Build-To Line may have a recess or projection up to two (2) feet in order to promote variation of building placement on a block, and/or may have a recess of up to 12 feet in order to promote outdoor dining for a café or restaurant, **except that the distance to the Build-To Line may be increased to be greater than that specified in the TND Overlay Districts whenever there is a stream along the front of a property.**

Community Gardens

A plot of land gardened collectively by a group of people, typically to produce vegetables, fruit, and/or flowers.

Convenience Store

A retail store of not less than 3,000 square feet and not more than 5,500 square feet of gross floor area for the sale of food and beverages for off-premises consumption, personal care items and other similar items. This may include ATM machines and the retail sale of automotive fuel under canopy.

Green Space

The totality of the land that comprises the area of a TND, exclusive of buildings, streets, alleys, service lanes, parking lots, and paved surfaces such as those used for dumpsters or approved/fenced outdoor storage. Green Space includes Active

Open Space and passive Open Space, including such features as recreational areas, parks, squares, plazas, courtyards, pedestrian gathering areas, pocket parks, playgrounds, tot lots, dog parks, playfields, natural open space designated to conserve wetlands and floodplains, and other areas for natural resource conservation, and stormwater detention basins unless designed and constructed as a wet basin or a naturalized stormwater management basin.

Live-Work Unit

~~A commercial use on the ground floor of a building, such as a shop, studio, office, café, deli, personal service establishment, or other like type place of business, in combination with a dwelling unit or units located above such place of business. A person or persons other than the proprietor of the business may occupy a Live-Work Unit.~~

Outdoor Dining

An establishment with either counter ordering or table service that provides a defined outdoor area for eating, which may be a sidewalk café.

~~Green Space~~ Pedestrian Gathering Area

A plaza, courtyard, pocket park, tot lot, playground, walkway, promenade, or other like type facility in which features such as pavers, benches, gazebos, pergolas, arbors, trellises, planters, plantings, lighting, and sculpture are installed and maintained, ~~and in which activities such as public seating and outdoor dining take place.~~

Pop-Up Use

A temporary use that may involve a commercial or retail establishment, an art gallery, a philanthropic use, an educational use, outdoor recreational use, or a seasonal use, ~~that is intended to provide an incubator opportunity for a business enterprise.~~

~~Redevelopment~~ Revitalization

The re-use, alteration, enlargement or extension of a **non-residential** building by ten percent (10%) or more of the gross floor area of the building.

Streetscape

The space formed between buildings and the adjoining street, which is embellished with sidewalks, street trees, street lights, curbs, ~~on-street parking~~, and cartways. The Streetscape is framed by buildings, which create the “outdoor room” character of the street as shown in the Design Standards in Section 205-75.A. of the Subdivision & Land Development Ordinance.

ZONING ORDINANCE AMENDMENTS

Article X. Overlay Districts

240-61. Traditional Neighborhood Development: TND-1 Goshenville Overlay District.

A. Applicability.

- (1) The TND-1 Overlay District ~~shall be in accordance with the area~~ **shall be as shown depicted** on the East Goshen Township Zoning Map.
- ~~(2) The TND-1 Overlay District shall be considered as an option to conventional development of the several existing underlying Zoning Districts in Goshenville.~~
- (2) Whenever ~~Redevelopment~~ **Revitalization** of an existing **non-residential** building is proposed, the provisions of this Article III-A shall apply, and the provisions of Article IX, Section 205.75. of the Subdivision and Land Development Ordinance shall apply.

B. Intent of the TND-1 Overlay District. This district is intended to:

- (1) Implement the East Goshen Township Comprehensive Plan, adopted October 20, 2015.
- (2) Implement the Paoli Pike Corridor Master Plan, adopted December 19, 2017.
- (3) Comply with Article VII-A Traditional Neighborhood Development, of the Pennsylvania Municipalities Planning Code (MPC), Act 247, as Amended and, in particular those purposes and objectives listed in Section 701-A of Article VII-A such as: encouraging innovation for mixed-use, pedestrian-oriented development; extending opportunities for housing; encouraging a more efficient use of land; allowing for integrated, mixed-use, pedestrian-oriented neighborhoods; establishing public space; and fostering a sense of place and community.
- (4) Emulate other successful Villages that are noted for attractive Streetscapes, walkability, and a diversity of Uses.
- (5) Be guided by Section 240-~~61.F.~~ the Special Design and Development Standards **Appendix A.** to this Article.
- (6) Be guided by Section 205-75, the Special Design and Development Standards of Article XI. of the Subdivision & Land Development Ordinance.
- (7) Promote a mix of Non-Residential Uses and Residential Uses.

C. Use Regulations.

- (1) **Uses Permitted By Right.** In addition to the Uses permitted by right in the underlying Zoning Districts, the following principal uses are permitted by right in the TND-1 Overlay District if the area, bulk and all other applicable requirements of this chapter are satisfied:

(a) **Artisan Shop.**

(b) **Outdoor dining as part of a standard restaurant.**

(c) Apartments in accordance with §240-29.

(d) ~~Live-Work Units.~~

(d) ~~Apartment~~ **Dwelling Units** above Ground Floor Commercial Uses.

(e) Public park, recreational areas, **Pedestrian Gathering Area.**

(f) Indoor and outdoor recreational facilities, with the exception of outdoor shooting ranges, race tracks and amusement parks.

~~(g) Greens.~~

~~(h) Green Courts.~~

(g) Pop-Up Use.

- (2) **Conditional Uses.** **In addition to the Conditional Uses permitted in the underlying Zoning Districts, the following** Conditional Uses may be **permitted** when authorized by the Board of Supervisors in accordance with §240-31, **and the Special Design and Development Standards of §240-61.F.:**

(a) **Convenience Store.**

- (3) **Uses By Special Exception.** None.

- (4) **Accessory Uses.** The Accessory Uses permitted in the underlying Zoning Districts shall be permitted in the TND-1 Overlay District in accordance with the provisions of §240-32 as applicable and any other section listed after each use, and the Special Design and Development Standards, ~~and the following:~~ **of §240-61.F.**

~~(a) Community Gardens.~~

- D. **Lot Area, Width, Building Coverage, Height, Yard and Density Regulations.** All uses shall be serviced by centralized sewage disposal and centralized water supply systems. The following requirements shall apply to each use in the TND-1 Overlay District, subject to further applicable provisions of this chapter:

(1) **Basic Non-Residential Requirements.**

Requirements: TND-1	Non-Residential Uses
Minimum lot area	10,000 square feet
In-Line retail shops	1,000 square feet
Minimum lot width	
At building setback line Build-To Line	50 feet
At street line	50 feet
Maximum lot coverage	
By buildings	40%
By total impervious cover	65%
Minimum Green Space	10%
Minimum building height	
Stories	2
Feet	20 feet
Maximum building height	
Stories	3
Feet	45 feet
Minimum side yards	10 feet each
Minimum rear yard	50 feet
Buffer Yard Adjoining Residential Districts	50 feet
Build-To Line	15 feet

Note:

Mixed Use Commercial buildings shall be considered as a commercial use when determining compliance with the area and bulk regulations.

(2) **Additional Residential Requirements.**

Requirements: TND-1	Residential Uses
Minimum Green Space	20%
Perimeter Setback Buffer Yard Adjoining Residential Districts	50 feet
Build-To Lines (as scaled from Development Strategy Plan)	15 feet
Total Impervious Coverage	65%
Maximum Building Height	45 feet
Minimum Building Height	20 feet
Apartments	
Minimum Tract Area	40,000 square feet
Maximum Density	12 dwelling units per acre

Note: Pedestrian Gathering Areas as part of Green Space may be a combination of pervious and impervious surfaces. However, the impervious surface shall count toward the overall maximum allowable impervious coverage.

E. Other Overlay District Requirements.

In addition to the Plans ~~typically submitted~~ **that are required** for a Subdivision and Land Development Application, ~~and in addition to the typical procedures,~~ the following **additional plans and procedures** shall apply.

(1) Procedures.

- (a) The Applicant is strongly encouraged to submit a Sketch Plan as the first submission to receive informal comments on the design and layout of the proposed TND-1 District.
- (b) A Streetscape Plan & Public Realm Plan shall be ~~included~~ **submitted** with the Preliminary and Final Plan submission, and shall be used to gauge compliance and consistency with the TND-1 District requirements.

(2) Streetscape Plan & Public Realm Plan Requirements.

- (a) The Plan shall depict all features proposed within the Streetscape, including: Street Trees; Street Lights; Trails/Pathways; Crosswalks; Speed Tables; On-Street Parking; and the like.
- (b) The Plan shall depict any area proposed for Curb Bulb-outs, Bus Stops, Bus Shelters, Bicycle Lanes, Bicycle Racks, and Pedestrian Gathering Areas.
- (c) The Plan shall depict pavement materials.
- (d) The Plan shall depict all proposed Streets, Alleys, Lanes, Service Drives, and other vehicular thoroughfares.
- (e) The Plan shall include all dimensions for all thoroughfare types.
- (f) The Plan shall depict all: Green Space; Passive Open Space; Active Open Space; Natural Open Space (Woodlands, Wetlands, etc.); Sidewalks; Walkways; Trails; Pathways; Crosswalk; Pedestrian Bridges; and Pedestrian Gathering Areas (Plazas, Courtyards, and the like).
- (g) The Plan shall depict a ~~minimum of thirty percent (30%) of the gross tract area as Green Space, of which~~ a minimum of **2%** of the gross tract area shall be depicted as **a Pedestrian Gathering Area**.

(3) Relationship to Other Ordinance Requirements for the TND-1 District.

- (a) Relationship to other Zoning Ordinance Requirements.

[1] Except as they are in conflict with these regulations, all other regulations in this Chapter 240 shall apply to this TND-1 District.

- (b) Relationship to Subdivision and Land Development Ordinance Requirements.

[1] The conventional Design Standards of the East Goshen Township Subdivision and Land Development Ordinance shall ~~not~~ apply to ~~such features as the Design of Streets, Street Geometry, Grading, Sidewalks, Crosswalks, Curbing, Curb Radii, Street Trees, Street Lights, Parking Lots, and Recreational Areas,~~ if **unless** such Design Standards are found to be in conflict with the provisions of this Article and Article IX of the East Goshen Township Subdivision & Land Development Ordinance **in which case the provisions of this Article shall apply.**

[2] This TND-1 District is subject to all non-conflicting provisions of the East Goshen Township Subdivision & Land Development Ordinance.

F. Special Design and Development Standards.

- (1) All submissions in the TND-1 Goshenville Overlay District shall be designed to be consistent with the **§240-61.F.** Design Standards of Appendix A, which include:
 - (a) Legislative Intent of the Special Design and Development Standards.
 - (b) Building Location.
 - (c) Temporary Uses.
- (2) No submission shall be approved unless there is a finding of consistency with the **§240-61.F.** Design Standards of Appendix A.
- (3) All Subdivision and Land Development submissions shall be accompanied by a Manual of Written and Graphic Design Guidelines prepared by the Applicant, which shall be consistent with the Design Standards of this Section and Article IX of the Subdivision and Land Development Ordinance.

Appendix A

Chapter 240-61.F.
Zoning Ordinance

ARTICLE X. OVERLAY DISTRICTS

Special Design and Development Standards for:

Traditional Neighborhood Development - 1 Goshenville Overlay District

East Goshen Township - Chester County, PA

TABLE OF CONTENTS

- (a) Legislative Intent of the Special Design & Design Standards**
- (b) Building Location**
- (c) Temporary Uses**



240-61.F.(1)(a) Legislative Intent of the Special Design & Development Standards



Goshenville Overlay Districts



Paoli Pike Streetscape Concept

Legislative Intent:

240-61.F.(1)(a)[1] These Special Design & Development Standards are intended to comply with Article VII-A: Traditional Neighborhood Development, and in particular Section 708-A of the Pennsylvania Municipalities Planning Code titled: Manual of Written and Graphic Design Guidelines.

240-61.F.(1)(a)[2] Placemaking, as described and shown herein, is intended to create a more functional and attractive outcome for the quality of life in the TND-1 Goshenville Overlay District.

240-61.F.(1)(a)[3] These Design Standards shall be utilized to plan, design, construct and maintain buildings, structures, streetscapes, landscapes, and hardscapes of the TND-1 Goshenville Overlay District.

240-61.F.(1)(a)[4] All land development plan submissions shall be accompanied by Architectural Plans and Building Elevations that are consistent with these Design Standards.

240-61.F.(1)(a)[5] All Applications for Land Development in the TND-1 Goshenville Overlay District shall be accompanied by a Specific Manual of Written and Graphic Design Guidelines prepared by the Applicant, which Manual shall be consistent with this Appendix A.

240-61.F.(1)(a)[6] In addition to the Design Standards in this Appendix A, the provisions of Article X TND-1 Goshenville Overlay District of this Ordinance, and the provisions of Article IX. of the Subdivision Land Development Ordinance shall also apply.

If there is a conflict between the provisions of this Appendix A, and those of Article X or Article IX, the strictest provisions shall apply.

240-61.F.(1)(b) Building Location



Building located at Build-To-Line



Existing Building with Pergola as transitional feature



Buildings adjoining sidewalk



Mixed-Use Buildings in alignment

Legislative Intent:

240-61.F.(1)(b)[1] Buildings are intended to be located in general alignment with other buildings on a block.

Design Standards:

240-61.F.(1)(b)[2] Buildings shall be placed at a Build-To Line, as shown in the Development Strategy Plan.

240-61.F.(1)(b)[3] At least 60% of the building facade shall be along the Build-To Line. Therefore, up to 40% of the building facade may have a recess or projection to add variety and diversity to the building.

240-61.F.(1)(b)[4] New Buildings shall adjoin sidewalks at street corners, (and parking shall be located behind buildings), unless a Green or Plaza is provided at street corners

240-61.F.(1)(b)[5] Existing Buildings with deep setbacks shall have building additions such as Pergolas and Porches to serve as a transitional feature along the Streetscape.

240-61.F.(1)(c) Temporary Uses



Pop-Up Market



Temporary Food Trucks/Vendors



Pop-Up Art Show

Legislative Intent:

240-61.F.(1)(c)[1] Temporary Uses are intended to promote a more Pedestrian-oriented retail environment in Goshenville.

240-61.F.(1)(c)[2] Temporary Uses are intended to promote the Village Character of Goshenville.

Design Standards:

240-61.F.(1)(c)[3] Temporary Uses may include, but are not limited to: Pop-up Markets, Pop-up Festivals/Events, Pop-up Art shows, Food Trucks/Vendors, etc.

240-61.F.(1)(c)[4] Temporary Uses shall minimize impacts on surrounding and nearby properties.

240-61.F.(1)(c)[5] Temporary Uses shall not cause vehicular traffic/parking problems, or put pedestrian safety at risk.

240-61.F.(1)(c)[6] Temporary Uses shall be located in an area with sufficient open space available to conduct the proposed use.

ZONING ORDINANCE AMENDMENTS

240-62. Traditional Neighborhood Development: TND-2 Goshenville Overlay District.

A. Applicability.

- (1) The TND-2 Overlay District ~~shall be in accordance with the area~~ is as shown on the East Goshen Township Zoning Map.
- ~~(2) The TND-2 Overlay District shall be considered as an option to conventional development of existing Zoning Districts in Goshenville.~~

B. Intent of the TND-2 Overlay District. This district is intended to:

- (1) Implement the East Goshen Township Comprehensive Plan, adopted October 20, 2015.
- (2) Implement the Paoli Pike Corridor Master Plan, adopted December 19, 2017.
- (3) Comply with Article VII-A Traditional Neighborhood Development, of the Pennsylvania Municipalities Planning Code (MPC), Act 247, as Amended and, in particular those purposes and objectives listed in Section 701-A of Article VII-A such as: encouraging innovation for mixed-use, pedestrian-oriented development; extending opportunities for housing; encouraging a more efficient use of land; allowing for integrated, mixed-use, pedestrian-oriented neighborhoods; establishing public space; and fostering a sense of place and community.
- (4) Emulate other successful village that are noted for attractive Streetscapes, walkability, and a diversity of Uses.
- (5) Be guided by Section 240-62.F., the Special Design and Development Standards **Appendix B.** this Article.
- (6) Be guided by Section 205-75, the Special Design and Development Standards of Article XI. Of the Subdivision & Land Development Ordinance.

C. Use Regulations.

- (1) Uses Permitted By Right. In addition to the Uses permitted by right in the underlying Zoning Districts, the following principal uses are permitted by right in the TND-2 Overlay District if the area, bulk and all other applicable requirements of this chapter are satisfied:
 - (a) Townhouses in accordance with §240-30.
 - (b) Public park, recreational areas, **Pedestrian Gathering Area.**
 - ~~(c) Greens.~~
 - ~~(d) Green Courts.~~

- (2) **Conditional Uses.** The Conditional Uses permitted as principal uses in the underlying Zoning Districts may be permitted in the TND-1 Overlay District when authorized by the Board of Supervisors in accordance with §240-31.
- (3) **Uses By Special Exception.** None.
- (4) **Accessory Uses.** The Accessory Uses permitted in the underlying Zoning Districts shall be permitted in the TND-2 Overlay District in accordance with the provisions of §240-32 as applicable and any other section listed after each use, and the Special Design and Development Standards, and the following:

D. Lot Area, Width, Building Coverage, Height, Yard and Density Regulations. All uses shall be serviced by centralized sewage disposal and centralized water supply systems. The following requirements shall apply to each use in the TND-2 Overlay District, subject to further applicable provisions of this chapter:

- (1) Basic Requirements.

Requirements: TND-2	Residential Uses
Minimum Green Space	35%
Perimeter-Setback Buffer Adjoining Residential Districts	50 feet
Build-To Lines (as scaled from Development Strategy Plan	20 feet
Total Impervious Coverage	65%
Maximum Building Height	35 feet
Minimum Building Height	20 feet
Single-Family Detached Dwellings	
Minimum Lot Area	8,500 square feet
Minimum Side Yard	10 ft. minimum; 25 ft. aggregate
Minimum Rear Yard	20 feet
Single-Family Semi-Detached Dwellings	4,500 square feet
Townhouses	
Minimum Tract Area	1 acre
Maximum Density	4 dwelling units per acre

E. Other Overlay District Requirements.

In addition to the Plans typically submitted for a Subdivision and Land Development Application and in addition to the typical procedures, the following shall apply.

- (1) Procedures.
 - (a) The Applicant is strongly encouraged to submit a Sketch Plan as the first submission to receive informal comments on the design and layout of the proposed TND-2 District.

- (b) A Streetscape Plan & Public Realm Plan shall be ~~included~~ **submitted** with the Preliminary and Final Plan submission, and shall be used to gauge compliance and consistency with the TND-2 District requirements.

(2) Streetscape Plan & Public Realm Plan Requirements.

- (a) The Plan shall depict all features proposed within the Streetscape, including: Street Trees; Street Lights; Trails/Pathways; Crosswalks; Speed Tables; On-Street Parking; and the like.
- (b) The Plan shall depict any area proposed for Curb Bulb-outs, Bus Stops, Bus Shelters, Bicycle Lanes, Bicycle Racks, and Pedestrian Gathering Areas.
- (c) The Plan shall depict pavement materials.
- (d) The Plan shall depict all proposed Streets, Alleys, Lanes, Service Drives, and other vehicular thoroughfares.
- (e) The Plan shall include all dimensions for all thoroughfare types.
- (f) The Plan depict all: Green Space; Passive Open Space; Active Open Space; Natural Open Space (Woodlands, Wetlands, etc.); Sidewalks; Walkways; Trails; Pathways; Crosswalks; Pedestrian Bridges; and Pedestrian Gathering Areas (Plazas, Courtyards, and the like).
- (g) The Plan shall depict a minimum of ~~thirty percent (30%) of the gross tract area as Green Space, of which a minimum of 10% of the gross tract area~~ shall be depicted as **a Pedestrian Gathering Area**.

(3) Relationship to Other Ordinance Requirements for the TND-2 District.

(a) Relationship to other Zoning Ordinance Requirements.

- [1] Except as they are in conflict with these regulations, all other regulations in this Chapter 240 shall apply to this TND-2 District.

(b) Relationship to Subdivision and Land Development Ordinance Requirements.

- [1] The conventional Design Standards of the East Goshen Township Subdivision and Land Development Ordinance ~~shall not apply to such features as the Design of Streets, Street Geometry, Grading, Sidewalks, Crosswalks, Curbing, Curb Radii, Street Trees, Street Lights, Parking Lots, and Recreational Areas,~~ if **unless** such Design Standards are found to be in conflict with the provisions of this Article and Article IX of the East Goshen Township Subdivision & Land Development Ordinance **in which case the provisions of this Article shall apply**.

- [2] This TND-2 District is subject to all non-conflicting provisions of the East Goshen Township Subdivision & Land Development Ordinance.

F. Special Design and Development Standards.

- (1) All submissions in the TND-2 Goshenville Overlay District shall be designed to be consistent with the Design Standards of Appendix **B.**, which include:
 - (a) Legislative Intent of the Special Design and Development Standards.
 - (b) Building Location.
- (2) No submission shall be approved unless there is a finding of consistency with the Design Standards of **B.**
- (3) All Subdivision and Land Development submission shall be accompanied by a Manual of Written and Graphic Design Guidelines prepared by the Applicant, which shall be consistent with the Design Standards of this Section and Article IX of the Subdivision and Land Development Ordinance.

Appendix B

Chapter 240-62.F.
Zoning Ordinance

ARTICLE X. OVERLAY DISTRICTS

Special Design and Development Standards for:

Traditional Neighborhood Development - 2 Goshenville Overlay District

East Goshen Township - Chester County, PA

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- (a) Legislative Intent of the Special Design & Design Standards**
- (b) Building Location**



240-62.F.(1)(a) Legislative Intent of the Special Design & Development Standards



Goshenville Overlay Districts



Paoli Pike Streetscape Concept

Legislative Intent:

240-62.F.(1)(a)[1] These Special Design & Development Standards are intended to comply with Article VII-A: Traditional Neighborhood Development, and in particular Section 708-A of the Pennsylvania Municipalities Planning Code titled: Manual of Written and Graphic Design Guidelines.

240-62.F.(1)(a)[2] Placemaking, as described and shown herein, is intended to create a more functional and attractive outcome for the quality of life in the TND-2 Goshenville Overlay District.

240-62.F.(1)(a)[3] These Design Standards shall be utilized to plan, design, construct and maintain buildings, structures, streetscapes, landscapes, and hardscapes of the TND-2 Goshenville Overlay District.

240-62.F.(1)(a)[4] All land development plan submissions shall be accompanied by Architectural Plans and Building Elevations that are consistent with these Design Standards.

240-62.F.(1)(a)[5] All Applications for Land Development in the TND-2 Goshenville Overlay District shall be accompanied by a Specific Manual of Written and Graphic Design Guidelines prepared by the Applicant, which Manual shall be consistent with this Appendix A.

240-62.F.(1)(a)[6] In addition to the Design Standards in this Appendix B, the provisions of Article X TND-2 Goshenville Village Overlay District of this Ordinance, and the provisions of Article IX. of the Subdivision Land Development Ordinance shall also apply.

If there is a conflict between the provisions of this Appendix B, and those of Article X or Article IX, the strictest provisions shall apply.

240-62.F.(1)(b) Building Location



Single-Family Semi-Detached Dwelling at Build-To Line



Townhomes in alignment with buildings on the block



Single-Family Semi-Detached Dwelling adjoining Sidewalk



Single-Family Dwellings located at Build-To Line

Legislative Intent:

240-62.F.(1)(b)[1] Buildings are intended to be located in general alignment with other buildings on a block.

Design Standards:

240-62.F.(1)(b)[2] Buildings shall be placed at a Build-To Line, as shown in the Development Strategy Plan.

240-62.F.(1)(b)[3] At least 60% of the building facade shall be along the Build-To Line. Therefore, up to 40% of the building facade may have a recess or projection to add variety and diversity to the building.

240-62.F.(1)(b)[4] New Buildings shall adjoin sidewalks at street corners, (and parking shall be located behind buildings), unless a Green or Plaza is provided at street corners

240-62.F.(1)(b)[5] Existing Buildings with deep setbacks shall have building additions such as Pergolas and Porches to serve as a transitional feature along the Streetscape.

William F. Cass

915 Vista Drive, West Chester, PA 19380-6041 USA



15 September 2018

Mr. Mark Gordon
Zoning Officer
East Goshen Township
1580 Paoli Pike
West Chester, PA 19380

Dear Mark:

This letter replies to your solicitation of responses from East Goshen citizens who attended the presentations on the Goshenville Overlay-TND Plan by Thomas Comitta and Associates (consultant). I originally planned on sending you this after the September meeting, but we will not be able to attend that workshop, thus you are receiving my response now.

There will be an occasional, intentional redundancy (if you read the entire text), but that is designed to emphasize certain key points. The tone of this response will frequently be argumentative because I sharply disagree with several of the plan's recommendations, that is new commercial construction (new, re-purposing, or multi-purpose) in "Goshenville" and any new construction whatsoever on the Perakis Property.

At the core of my objections is a belief that East Goshen has maxed out on development and should now emphasize conserving its historical heritage and open country spaces ("greenscapes"). The rationale for all of this Goshenville center city development, as I hear from township officials, is to make our community more attractive to millennial home buyers. I really do not believe that real estate sales activity has become so slow that homeowners are in danger of not selling their homes (assuming that they want to which amounts to a profoundly small number of total homeowners in East Goshen anyway).

It seems to me when it comes to suburban planning, the township should approach recommendations based on significant, quantifiable opinions derived directly from a substantial, projectible number of its citizens. That is opposed to the township and outside consultants making recommendations based solely on their "seat of the pants" assumptions as to what they think is best for homeowners in East Goshen.

I believe that local government, or any government for that matter, should reflect the wishes of its citizens instead of imposing some pre-conceived policy on the populace without first obtaining a consensus. Bluntly put, I do not think the Planning Commission has done its homework on this Goshenville Overlay scheme.

On the other hand, I do appreciate the township's trying to be progressive and forward-looking. It's just the methodology, the interpretation, and recommendations with which I disagree.

The time for planning more stores and boutiques, with attending zoning, has passed – that time was about thirty-five years ago. The more timely and relevant type of planning for East Goshen is how to conserve the town's heritage and open spaces – not take it backward with more traffic congestion, storefronts, four-story apartment buildings, garish signs, space available posters, etc.

This tart treatise continues to argue against commercializing the Perakis property in spite of the consultant's withdrawing his recommendations for specialty retail shops on the southern quadrant of that property after the first public meeting. And your website still (as of this date) promotes commercial land uses for the Perakis tract. Thus the Perakis no-construction argument remains in order to provide a continuing rebuttal in case the discussion ever swings back to populating the Perakis property with golden arches, blue/white dumpsters, parking lots, and/or tacky townhouses.

While I cannot speak for all of East Goshen's citizens, the following summary comments most likely represent the views of all families living on Vista Drive and quite likely the entire Vista Farms community.

1. Most citizens will probably buy into some aspects of the plan: better signage, paths, and traffic calming. Bike trails will please the bikers, but they are a very insignificant percentage of the East Goshen citizenry. And they are bothersome to walkers and joggers in East Goshen Park.
2. In-depth opinion surveys among a projectible sample of East Goshen's citizens should be undertaken before blindly implementing the Goshenville TND/Overlay scheme.
3. Market research should be initiated to determine the real need for more retail stores (by specialty) and services – and the probability of any future stores' success as recommended by Neal Fisher, Hankin Group developer, on 18 July 2018.
4. Existing retailers and service providers will not favor additional competition.
5. Commercializing the Garrett/Hoopers (Perakis) property will be met with vehement resistance from homeowners living near that property – homeowners who do not want their property values to fall. Many will even object to residential construction on the Perakis property unless there is some sort of concession such as bringing public water to Vista Farms.
6. Changing the Perakis property zoning followed by construction runs counter to all that the township administration has widely proclaimed that it stands for (historical preservation, open spaces, greenscapes, conservation, traffic management, etc.).

7. It also potentially jeopardizes the East Goshen Historical District's listing in the National Register of Historical Places.
8. The Perakis Group has repeatedly shown itself absolutely not to be a responsible neighbor or buyer of construction services.
9. East Goshen Township administration leaves itself wide open to justifiable criticism if it changes the Perakis tract zoning to commercial after accepting substantial restricted donations (fireworks) in recent years from the Perakis Group and being lobbied by that group for years to move the historical residential zoning to commercial.

We say **"NO"** to the land use recommendations in the Goshenville Overlay District Plan!

If you have read this far you will have gotten the substance of my opposition to this overlay business. If you want a really comprehensive understanding of my viewpoint and detailed arguments against aspects of the plan, read on.

Nobody should take the following harangue personally – it is simply a matter of my being resolutely opposed to anything that threatens our home's value while adding more traffic congestion to our already overburdened "main street." Hence the somewhat "junkyard dog" tone to the balance of this document.

Sincerely,



William F. Cass

cc: Several East Goshen Opinion Leaders

Background

In mid-1971 my wife and I moved here from suburban Syracuse, New York, to an apartment in West Chester. Commuting to Philadelphia via the Paoli train station took me right across East Goshen's midlands twice a day. Being apartment dwellers at first gave us plenty of time to shop around for a community in which to settle. In those days, there was no East High School, no Goshen Corporate Park, no Marydell, no Goshen Village Shopping Center, no YMCA, no Bow Tree, no East Goshen/Applebrook Park, etc. As far as I was concerned, East Goshen was a gas station, the Hicks milk/ice cream store, a bank, a small office building, one church, the township building, and many pleasant-looking fields and woods. That suited me just fine, considering my most formative years were spent 200 miles directly north of here on a Bradford County dairy farm just twelve miles below the New York state line. My wife grew up in similar circumstances in a small fishing/farming village on Maryland's Eastern Shore.

That dairy farm was on the north side of the village of Rome, Pennsylvania – so named because the town has seven surrounding hills and is roughly at the same latitude as Rome, Italy. The town has several side streets and one main street with a sidewalk running on much of its northwest side. When I lived there in the late 1940s and early 1950s, the town had one bank, one post office, one elementary/senior high school, one medical doctor, two veterinarians, a general store (selling everything from shotguns to shoe laces), two churches, a fire station, a small saw mill, one barber, one service station, one cemetery, a cattle feed mill, and a Grange hall. That was it. Rome is about nine miles from Towanda, the principal town in the county. The barber, feed mill, one veterinarian, school, saw mill, and the medical doctor are now long gone. Rome, population now around 400, is otherwise little changed, excepting a small trailer park south of town. The village is still quiet, peaceful, and has wonderful views of the hills. The Wysox Creek flows through the town, woods and fields are close to the village on all sides, and there are mountains on the horizon.

Growing up in Rome influenced my appreciation for the most beautiful towns in the world: those in England's Cotswolds. Towns like Bibury, Stanton, and especially, Snowhill.

The limited retail section in those towns is typically on the main street and is restricted to just the basics: grocer, pharmacy, post office, bank, butcher, maybe a hardware store, and the village pub (the latter not needed in East Goshen). Anything else requires driving several miles to some retail park (shopping center). Within view of nearly all homes in Snowhill are crop fields, woods, and pastures. There is architectural consistency throughout the town. That vision of the ideal town is why I resist the way the Goshenville Overlay Plan reduces what few aspects of rural life we still enjoy.

We both appreciate East Goshen's open, green spaces – or what's left of them. In late 1971, we bought our house in Vista Farms and have lived there ever since. And we have been disappointed, and now angered, by attempts to further destroy what green, open space we still have. We have been basically happy here in East Goshen and have found the township administration employees to be absolutely top notch in matters such as snow removal, street cleaning, trash/yard waste collection, sewers, and answering general questions. In other matters (such as zoning variances and township setbacks starting where the state leaves off instead of superimposed on each other as common logic would dictate), I have found only one member of a township board or commission over the years to be truly officious and petty. That rotter from the Planning Commission deliberately (and unsuccessfully) went out of his way at a board of supervisors meeting in 2007 to sabotage our petition for a zoning variance essential to the construction of an addition to our home. Thus our dealings with the township have ranged from pleasant to infuriating. I appreciate the township pro-actively trying to ensure a good future for East Goshen, but I have to tell you I think the land use aspect of the Goshenville Overlay District-TND is completely ill-advised, as will be explained in the following pages.

We hope East Goshen will retain what remains of its "greene countrie" heritage. I enjoy seeing foxes playing in my backyard and the crows nesting in my trees. Several years ago, I saw a bald eagle at great height over East Goshen (confirmed when I quickly got my binoculars and looked more closely). Last autumn we had a pileated woodpecker land on our birch tree. Great horned owls have nested in the East Goshen/Applebrook Parks. We regularly have red-tailed hawks perched in our tallest trees. Pulling to a stop at the bottom of Vista Drive is still a satisfying experience.

To the right are the Garrett/Hoopers tract and the Thomas McDermott residence (the latter dates back to 1710). Out to the left is the beautifully restored Joseph Garrett House (Chester County Chamber of Business and Industry), directly across the intersection is the western edge of the well-maintained park with its fields and trees, and to the southwest are a tree line and the Goshen Friends Meeting House and cemetery.

I want that kind of environment to be maintained. East Goshen has enough traffic, enough stores, enough restaurants, and more than enough signs as it is. When we moved here, “exurbia” could still be used to describe East Goshen. The Goshenville Overlay Plan is a trendy attempt to insert a generic town main street into a setting that does not need any more commercial impedimenta. I don’t want to look at more dumpsters, blowing trash, or see more open space converted into parking lots, multi-story buildings (commercial or residential), and frequently vacant stores. I suppose you want to rename Paoli Pike between 352 and Boot Road “Main Street” or “Center Street.”

More is not better. Less is more.

In looking at the Paoli Pike Corridor Master Plan with Goshenville Overlay District, I think most citizens will go along with traffic calming and improved signage, and maybe the walking paths. If you can lobby the state to resurface Paoli Pike, so much the better – it is starting to show its age. I would hate to see bicycles on the paths along Paoli Pike because they are already a nuisance in our award-winning township park. If you can re-purpose our Paoli Pike suburban blight (Swiss Farms, WaWa, and adjacent property), we would support that but nothing more. While you are at that, planting some evergreen trees and vines along both sides of the retaining wall on the southeast backside of Goshen Village Shopping Center to hide those vulture-frequented dumpsters would be well-received by all passersby.

The north side of Paoli Pike in Goshenville is just fine as is (the creek, woods, architectural consistency among well-maintained properties, etc. although the dentist’s building would look far better softened with some trees and landscaping). I for one object to tax increases associated with anything other than those improvements noted above.

Injecting some artificial business district into Goshenville (Paoli Pike between Boot and North Chester Roads) will not jeopardize the East Goshen Historic District's listing in the National Register of Historic Places.

However, if there is any new construction of any kind east of North Chester Road, the status of East Goshen's listing in the National Register of Historic Places might be jeopardized. If that comes to pass, you may absolutely, positively rely on some citizens inquiring with the state Historical and Museum Commission to determine if the East Goshen Historic District's place in the Register is still justified.

I have some issue with the entire thrust of the overlay plan – dropping a couple linear blocks of Main Street at Exton or downtown Malvern into Goshenville may well not be advisable when many of East Goshen's existing retail organizations are marginally profitable to begin with. The history of business turnover in East Goshen and growth in online shopping over the past thirty years does not show substantial promise for most new retail businesses. That is because East Goshen quite simply is not a destination – it is a very nice place to live and for people to drive through on their way to and from work. Neal Fisher, the Hankin Group developer who spoke at the July meeting, said the exact same thing. East Goshen people do most of their shopping elsewhere, and a few little shops on East Goshen's main drag will not really turn the township into a destination. In fact, new shops and bistros along the sides of Paoli Pike will not reduce the substantial pass-through traffic – only make existing traffic congestion marginally worse.

I could scarcely believe that the consultant said that if he had planned Goshen Village Shopping Center, he would have included several stories of apartments built on top of the retail stores. That aspect of the land use plan is especially aggravating – the use of multi-level buildings, i.e., shops on the first floor and apartments above. That just screams “city!” to most people who enjoy suburban life. Townhouses and apartment buildings for me translates to row homes and tenements (people warehouses) in cities. Many homeowners have bought in East Goshen because they liked its rural charm – and low horizon.

Others were and are still trying to get away from the congestion typical of high-density settings (big towns/cities) which the plan seems to be promoting for Goshenville. We have enough apartments already in East Goshen (New Kent). We don't need more.

Multi-function, multi-story buildings may be fashionable for downtown West Chester and Malvern or certainly understandable for the consultant's hometown, Manayunk, but are definitely out of character and not right for East Goshen. More people means more cars, means more traffic, etc., and does not maintain our rolling, green horizon at all. I can understand where the consultant comes from – crowded streets, row homes, three and four-story buildings with retail below and apartments above, skyscraping cathedral spires, smokestacks on the horizon, clattering trolleys, bus fumes, pooping pigeons on building cornices, and maybe the occasional organ grinder on street corners. That's okay for people who grew up with that kind of stuff and still yearn for it, but it is not right for East Goshen.

Another disagreement – it was said in the meeting that a major purpose of the East Goshen Overlay Plan is trying to make the township attractive to millennials who are considering buying homes here. We think the township's most important audience by far is its current tax-paying citizenry, not some bunch of noisy outlanders. Millennials can all go to King of Prussia, Conshohocken, West Chester, Malvern, or Downingtown as far as I am concerned.

In other words, **“Let well enough alone.”** Or to use other relevant expressions, **“If it ain't broken, don't try to fix it. Quit while you are ahead.”**

HAS THE TOWNSHIP DONE ANY RESEARCH AMONG CITIZENS TO DETERMINE THEIR SUPPORT OR LACK OF IT FOR THE VARIOUS COMPONENTS OF THESE PLANS? Relying on a pitifully few voices at town hall meetings is not a projectible sample. There were less than 18 people (from a population of 18,000) who sat through each of the meetings in May, June, July, and August (essentially the same people).

From what I could tell all were distinctly hostile concerning any new commercial construction east of North Chester Road, and by and large not enthused about any residential construction there either.

All attendees believe that the eastern terminus of “Goshenville” ends and should always end at North Chester Road. And they were lukewarm at best about any new commercial construction in greater Goshenville. The majority seemed to accept paths and better signage.

Do you know why people have bought homes in East Goshen? Do you know if they perceive themselves as residents of East Goshen or West Chester? Do East Goshen citizens feel that they are underserved in terms of retail outlets? What are citizens’ aspirations for the future? Just because a township commission seems enthused about an overlay plan certainly does not mean that any citizens share one bit of that enthusiasm.

The Planning Commission won’t know the answers to those questions unless it engages in some proper research. East Goshen should follow Birmingham Township’s example in terms of determining citizens’ preferences for the future of their township. Birmingham Township conducted a statistically correct poll in 2013 to determine exactly what its citizens wanted. The results were predictable and were conclusive. The situation in Birmingham is very similar to East Goshen, i.e., rolling green land with considerable history and a number of upscale housing developments scattered here and there. There is one difference – nearly all of Birmingham’s commercial activity is (fortunately) located at the township’s far eastern border (Rte. 202) as opposed to East Goshen’s shopping center essentially being situated dead center. The results of the Birmingham survey ran along the lines of, “Don’t mess up our pleasant setting with any more commercial development.” Be absolutely sure to visit Birmingham’s website to learn about other Birmingham citizen preferences. Until you have some conclusive information on citizen opinions, you are just dancing in the dark and have no legitimate basis for pushing creeping urbanization on East Goshen.

Residents already know what they want and that frequently does not coincide with an outside “expert” coming in and telling homeowners what they need.

In the absence of proper research, may we rely on the Paoli Pike and Goshenville Overlay Plan appearing as a referendum item in the autumn elections in order to determine what East Goshen citizens really want?

List of Preferred Land Uses

The list of possible potential land use opportunities for the “new” town center suggested in the Goshenville overlay betrays a complete lack of understanding concerning East Goshen’s recent mercantile history, i.e., the roughly thirty years since the completion of Goshen Village Shopping Center.

It also seems naïve concerning the strength of competition any new retail ventures will face, not to mention the powerful growth of online shopping and its particularly devastating impact on boutiques (walk through Exton Shopping Mall to confirm that). History shows that when two competitors are too close together, one invariably fails. Sometimes both do.

Neal Fisher from the Hankin Group was absolutely non-committal about recommending the types of stores East Goshen should try to recruit until suitable market studies could be completed. His lack of confidence in specialty retail was seconded by East Goshen Board of Supervisors member Janet Immanuel at the August meeting.

See Appendix I for a critique of the shops with which the consultant recommends for the new downtown Goshenville. Those categories in bold face are the plan’s prime recommendations.

The land use recommendations are a clear-cut case of putting the cart before the horse. If a consulting firm recommends the establishment of various retail establishments, it should precede such a recommendation with conclusive, third-party market research instead of wildly tossing out random store category possibilities. That research should analyze the local market, emphasizing existing consumer demand, the extent and strength of current/potential competition, and provide some insight into the probability of success of the various types of shops and services that are recommended. The consultant’s plan overwhelmingly recommended retail stores; they have a much higher failure rate in Goshen Village shopping Center than firms providing services.

Land Use Conclusion: the plan's list of retail possibilities (see Appendix I), is unrealistic and is, therefore, not advisable for serious consideration based on the extent of current competition and past business failures in Goshenville.

The Plan's Contradiction Of Traffic Calming

In some parts of the world, "Traffic Calming" is a term on signs which translates to "speed zone ahead." Traffic calming from an American municipal planning perspective includes three elements: speed reduction, directional control of vehicles (including bicycles), and traffic minimization.

Yet the Goshenville Overlay Plan recommends alternate land uses designed to bring more people into downtown East Goshen and the Goshenville Historic District. The Plan also includes a dramatic increase in the spaces allocated to vehicle parking. It appears (graphically anyway) to recommend moving existing parking lots to the backs of buildings which would be moved forward to front directly on sidewalks and/or footpaths. Do you for one minute think entities such as CVS and the Pennsylvania Leadership School are going to agree to a wholesale re-arrangement which puts their buildings up against a sidewalk bordering Paoli Pike and then build new parking lots in the back of their structures? Are shoppers with cars to become second class citizens who must enter stores via the back entrance?

All that seems counterproductive if one goal is to reduce motor traffic. The plan also suggests that people will walk and drive from homes to the heart of Goshenville to shop, dine, relax, i.e., make Goshenville a destination. It truly remains to be seen how many citizens will buy into that, especially considering how suburbanites constantly and kneejerkedly drive to extremely close destinations. Neal Fisher from Hankin Group positively confirmed that at the July meeting. More than just a few folks are likely to say, "Let's get the traffic through here as quickly as possible and avoid any congestion." Most people who are walkers, dog waterers, and joggers go to the park to get away from cars, stop signs, diesel truck exhaust, bikes, illegally loud motorcycles, throngs of milling people, glaring signs, store fronts, etc.

Nearly all traditional small towns are laid out in a grid pattern with several parallel streets on each side of the main street. All of the streets are typically bisected with side streets featuring sidewalks, thus facilitating residents walking to the town center.

Such a layout can never happen in East Goshen simply because the population is concentrated in non-contiguous developments (Wentworth, Vista Farms, Marydell, Bow Tree, etc.) not served by a grid pattern. The plan does not show any sidewalks/paths directly reaching Clocktower Woods, Bow Tree, Pin Oak, Grand Oak, Marydell, most of Vista Farms, and much of upper Wentworth. Only New Kent Apartments, Bellingham and the lower sections of Vista Farms and Wentworth would be served directly by improved paths. It is unrealistic to expect heavy foot traffic from Bellingham to center city East Goshen. Thus it is hard to see how most citizens are going to easily get to the downtown East Goshen by any means other than automobile. Do you really think anybody from the far end of Bow Tree or other developments will walk to center city Goshenville for any reason other than exercise?

Thus the plan seems to be at war with itself.

As you will see on subsequent pages, much of this response is about the one suggested land use that absolutely infuriates all of Vista Drive if not all Vista Farms residents – commercializing the Perakis property (“Garrett/Hoopes House”). From my viewpoint, building townhouses is, for all practical purposes, no different than building retail stores – it all adds up to the same thing: more people, more traffic problems, more noise, more demand for stoplights, more pavement, and fewer trees and green vistas.

Arguments Against Commercializing the Perakis Property

The Perakis Group has certainly not proven to be a pleasant neighbor to the Vista Farms community or to a large number of area building trades contractors. There is little reason to believe that the Perakis Group would be a responsible builder or lessor of commercial buildings or rental properties on the Garrett/Hoopes tract – or that its relations with an outside developer/building contractor would be without considerable friction. What follows is a cornucopia of general complaints (some minor, some major) about which the township boards and commissions are probably unfamiliar.

- Nicholas Perakis has chronically tried to stiff contractors working on his properties. He has a very unenviable reputation among all types of Delaware Valley contractors and certainly does not have a reputation that would begin to match leading developers and builders such as the late Bernard Hankin.
- Perakis has even tried to avoid paying Vista Farms teenagers who washed his cars for small change in the 1980s.
- The Perakis Group cut down a beautiful (possibly historical) apple orchard not too long after acquiring the property from the Columban Fathers. The trees were turned into a thicket-covered slash heap that was an eyesore for decades. If the orchard dates back to even post-colonial times, the wholesale destruction of that orchard is probably in violation of the terms by which East Goshen was granted a listing in the National Register of Historic Places. The origin of that orchard is currently being researched by several concerned citizens. The few remaining apple trees are very poorly maintained.
- Also detracting from the property's appearance are huge stacks of three-foot diameter, corrugated construction pipe dating back to 2008 when the property's zoning was re-confirmed as residential. Still there after ten years and not a pleasant addition to backyard views among Vista Drive homeowners.
- Most progressive owners of properties with large lawns keep those lawns mowed. Not Perakis. It skimps on mowing. All properties around Perakis have well-manicured lawns, but one of the township's showcase historical properties sits in the middle of a weedpatch/hayfield. Only a very thin strip around part of the property's periphery is mowed and even that cutting is infrequent at best. Contrast that with the regular mowing at 1408 Paoli Pike, another big property with an even larger, multi-acre lawn.
- It is believed that Nicholas Perakis and his middle-aged daughter were involved in a two-car vehicular injury accident in mid-2017 at the confluence of their western driveway and North Chester Road. In the absence of having a police report it is hard to say which party was to blame, but based on how poorly the Perakis property is mowed, inadequate line of sight could easily have been a contributing factor. That is the line of sight requirements are being violated by the tall weeds and grass (three to four feet) which usually prevent a car egressing from the Perakis property to safely see far enough up and down North Chester Road to make a safe turn onto that highway.

That failure to ensure a proper line of sight is a continuing hazard that periodically remains at this writing.

-Perakis has never maintained the Garrett/Hoopes House property in a responsible manner befitting its historic value. The doors have fallen off the unused multi-port garage and tall weeds grow on its roof. Since the garage is unsafe, some of the residents have to park on the lawn (the little part that is only occasionally mowed). The macadam driveway exiting onto Paoli Pike has been black-topped recently, but the driveway exiting onto Rte. 352 is crumbling and weed-challenged. The late plumbing contractor and East Goshen resident, Ken Freiburger, said the plumbing in the house was archaic. Frequently there are plastic bags of garbage piled up by the latter driveway – instead of being contained in conventional garbage containers. The reaction to seeing what the Hoopes House tract has become is about what one would expect when a pennypinching operation gets hold of a premier property. There is little reason to believe that the Perakis organization would be a progressive, responsible landlord of anything else ever built on its property. There are good reasons why the Garrett/Hoopes House has never appeared on the Chester County Day Tour.

-A mother lode of groundhogs lives beneath the northernmost extension of the Hoopes House; they are undoubtedly the original source of generations of unwanted groundhogs that are the ruination of many Vista Farms flower and vegetable gardens.

-How many invasive plant species release pollen from the hayfield/pasture that now passes for the Hoopes House lawns? The East Goshen Conservancy Board should be alarmed.

-Until quite recently, Vista Drive families could clearly be called “Empty Nesters.” Within the past couple of years several of the retirees have sold their homes to families with very young children. Well prior to that development, there has been a dramatic increase in through traffic up and down Vista Drive by motorists who want to avoid congestion at the Rte. 352/Paoli Pike light. That is in spite of the “No Thru Traffic” sign at the both ends of the street. The East Goshen/Westtown Police Department has never enforced the regulation and some of the offending motorists transit the street at alarming speeds well in excess of the posted 25 mph. This situation is simply an injury accident waiting to happen.

And it is more likely to happen sooner if and when the Perakis property is commercialized since that will mean more motorists illegally driving on Vista Drive in order to avoid the 352/Paoli Pike light and possibly more lights to come on both highways.

- The Garrett/Hoopes House is listed in East Goshen Township literature and the book *East Goshen Township* as being in the Goshenville Historic District. Anything in the Goshenville Historic District should never even for a moment be considered for rezoning to commercial or even R2-3. Major construction on the property could mean losing the district's listing in the National Register of Historic Places, a possibility that will indeed be pursued by at least one concerned citizen.
- If the Perakis property is commercialized or even scheduled for multi-story townhouses, the property values of bordering homes will fall. If that happens, **the Township will have many hostile citizens on its hands.**

When Bow Tree was built, part of the package was to tie in Vista Farms to the new wastewater treatment facility designed to serve Bow Tree. If the township agrees to residential construction with public water on the Perakis property, that agreement should include public water for Vista Farms. The township administration should be aware that many homes in Vista Farms do not meet Pennsylvania state water standards (for coliform bacteria) without chronic shocking or the installation of UV purifiers. There are without question many homes which are completely unaware of their water quality, and, as a result, are not properly treating their water.

What's Really Going On Here?

Curious it is that the Perakis Group, a notoriously skinflint organization, has made substantial in-kind contributions to East Goshen Township (fireworks). The "optics" (to use a current buzzword) look very bad indeed. In fact, no matter how you look at it, there is every suggestion that Perakis is engaging in some "pay to play" with the "play" being new zoning to commercialize its Hoopes House and tract.

Perakis does not give donations – he invests. Citizens naturally hope that the township administration will not fall for such chicanery. However, it will inevitably and truly look suspicious if the Perakis property is rezoned from "R" to "C."

We would hate to think that township administrators, after decades of excellent service, could be bought. In spite of persistent past Perakis attempts to have the property rezoned to commercial, East Goshen Township has heretofore kept the property firmly in the residential category.

Now it is even more important for the above reasons to sustain the residential zoning in perpetuity.

You Want To Do What To That Beautiful, Historical Property?

The land use section of the Goshenville Overlay District has depicted a strip mall, seven shops, nine townhouses, one parking lot, and two access roads on a commercialized Perakis property. Not depicted is a large, unsightly retaining wall on that beautiful property because the land slopes southward – probably beyond the limit allowed for a parking lot. The proposed access road leading to Rte. 352 should have been planned to terminate opposite Colonial Lane instead of keeping two exits out onto Rte. 352. Then the developer would probably want a traffic light at the Rte. 352 exit and the Paoli Pike exit too. Clever! Just what everybody wants – three traffic lights within two-tenths of a mile. In the absence of lights, motorists trying to make turns into and out of a commercialized Perakis property are in for some substantial waits considering the thousands of vehicles that drive on Paoli Pike every day. The township will need more than traffic calming to soothe motorists' soaring tempers after installing the built-in congestion on Paoli Pike and creating more illegal through traffic on Vista Drive.

The centerpiece of the Perakis property is the Garret/Hoopes House, originally a Quaker property dating back to the late eighteenth century. It is one of East Goshen's historical highlights. Burdening the place with a strip mall, a retaining wall, some big blue dumpsters, and garish neon signs amounts to running a Triple Crown winning race horse through an alligator-infested snake swamp. The township supervisors and zoning board should never even begin to entertain such a possibility as turning the Garrett/Hoopes House and grounds into a place with "specialty retail shops, outdoor dining, limited curb cuts, shared parking, buildings with shallow setbacks, parking on side/rear, vertical/mixed use," and more residences. For shame!

A strip mall directly opposite the East Goshen Friends Cemetery is a shining example of truly rotten suburban planning.

Will The Real Goshenville Please Step Forward?

Goshenville has historically always been considered the area along Paoli Pike between Boot Road and North Chester Road (Rte. 352). Suddenly, the Goshenville Overlay District Plan recommends extending Goshenville by 300 yards east of the Rte. 352 intersection exclusively on the north side of Paoli Pike by nearly 2/10ths of a mile, but does not recommend any development whatsoever on the south side, i.e., the northwest corner of the park and the north side of the Goshen Friends property. In effect, this recommendation amounts to cutting the Goshenville Historical District essentially in half. This appears nothing less than a double standard.

May we expect that the township will gladly lease its northwest corner of the park for commercial use to make sure any new Goshenville extension is at least partially balanced? Is the Goshen Friends Meeting/Cemetery more historic than the Garrett/Hoopes House tract? Are East Goshen officials retracting their decades long statement that the Garrett/Hoopes House is in the historical district and that Goshenville's extends east-west exclusively from the centerlines of Boot Road and North Chester Pike?

Which Is The Real Face Of East Goshen Township Administration

- The Historical Commission must be asked to provide a position statement on the proposed commercial transformation of the Perakis property whose Garrett/Hoopes House is one of the colonial (late eighteenth century) treasures of East Goshen.
- Similarly, the Conservancy Board should be asked for its conclusion on the potential wrecking of one of the most splendid views in East Goshen, not to mention how many invasive weeds prosper on the grounds.
- Not so long ago, the township OK'd the construction of Applebrook Country Club instead of a corporate headquarters on what was the old Smith Kline research facility.

That decision was based on the community's inability to tolerate all of the increased traffic.

Now the Township has a scheme by which it wants to make Goshenville a destination. Why is the Township now promoting more vehicular traffic when it was trying to discourage automotive congestion in the not so distant past? East Goshen Township officials will come across as very definitely two-faced if the Perakis property is re-zoned to commercial, including parking for increased traffic. For years, the Township has been extolling the virtues of open space, green spaces, and historical preservation. If the Township supervisors vote to ruin the Garrett/Hoopers property with retail blight and/or townhouses, they show another face to East Goshen citizens. That is voting for more tax income for the town coffers and angering homeowners instead of living up to the Township mission statement: **"Preserving the Past, Serving The Present, and Protecting The Future."**

Appendix I

(Categories in bold are the consultant's prime recommendations)

Antique Shop: There already is a well-established antique shop just down the road toward West Goshen.

Bike Shop: The bike shop in Paoli failed and its location is now a kitchen design firm. Major competition from Bike Line in West Goshen and the surviving bike dealer in Paoli.

Book Store: Considering the decline of Chester County Book & Music, the rise of E-readers (now estimated to comprise well over 35 percent of all book reading), and the dominance of Amazon, the book store is a completely ridiculous recommendation. A small library would probably fare no better. Who pays for the library – East Goshen? Doubt that West Chester or Chester County would be interested in such a limited venture.

Café: Given that a café is a small, intimate restaurant, the proximity of Pepper Mill would probably mean too much competition to any newly established café, especially one with outdoor dining.

Coffee Shop: Could a Starbucks or Starbucks clone survive in Goshenville considering Dunkin' Donuts, the Starbucks at Boot Road Giant and both Sunoco and Wawa already in Goshenville? Hard to say, but probably not.

Convenience Store: There already is a busy WaWa in the heart of Goshenville. Some people consider the Giant on Boot Road to be an overgrown convenience store. Sunoco at Boot Road and Paoli Pike also is a convenience store. This is a bad, throwaway idea.

Dance Studio: There is a thriving dance studio in Goshen Village Shopping Center. Do we really need another and the traffic it might bring?

Deli: Major departments of the Giant on Boot Road serve that function already. Chains are in a very good position to offer much lower prices than any independent deli. One possibility with a reasonable chance of success that was not mentioned by the consultant is a quality bakery especially considering how lame Giant's bakery is. On the other hand, Dunkin' Donuts would be significant competition.

Dress Shop: There are four in West Chester and at least two in Paoli. Dress shops require substantial square footage for merchandising displays. It is unlikely that a dress shop in Goshenville could compete based on rental cost per square foot.

Farmers Market II: What demand would there be for a clone when the first Farmers Market is in probably terminal decline?

Flower Shop: Matlack Florist is nearby. The Internet and FTD affiliation among existing shops make this an unlikely candidate. While not strictly flower shops, Del Vacchio, Sauders, and Main Line Gardens are very close to Goshenville. The Giant does a good business in its flower department.

Gift Shop: If there had been much potential here, a gift shop already would have appeared in East Goshen, but none has so far. Main Line Gardens and Matlack Florist each have a gift department.

Grocery Store: East Goshen already has one and one-tenth grocery stores: Giant and Wawa. While not a grocery store in the traditional sense, the seasonal East Goshen Farmers Market keeps getting smaller and smaller every year. On a recent Thursday, there were only nine stands – down from well over twenty when the market was introduced. The market's days are probably numbered as more and more vendors continue to drop out. Prices among East Goshen Farmers Market vendors are high – much higher than grocery stores and Sugartown Strawberries (Lange farm) – and even higher than Pete's Market in Westtown.

Gym: Major competition in Frazer, Paoli, and West Goshen. Power Train Sports/Fitness is already in Goshen Village along with a pilates studio. Not enough room for another gym with large parking lot requirements. Short-sighted.

Ice Cream Shop: Two failures in East Goshen so far – the ice cream shop that was located where Oriental Pearl is now. The old Goshenville Dairy Store (Hicks), which sold ice cream and dairy products, went out of business. Baskin Robbins in Paoli also failed not so long ago. There is a Dairy Queen on East Gay Street in West Chester. And at least one gelato store in West Chester.

Jewelry Store: There are well-established jewelry stores in Paoli and West Chester – also one in West Goshen. Salon Seven and Main Line Gardens both sell jewelry.

Museum: Of what? Insufficient traffic to make this a serious consideration.

Personal Service Shop: Those needs are already served by the WaWa, Giant, CVS, Sunoco, and Rite-Aid in terms of newspapers. There is a barber shop in Goshen Village Shopping Center. There are already two nail/hair salons in Goshenville (including the one next to the Giant, although the latter is not strictly “Goshenville”). A dominant florist, Matlack, is just up the road. Tobacco products are available all over Goshenville. There is a dry cleaner in Goshen Village and another in Hershey’s Mill Village Shopping Center. Doubt that there is a market large enough to sustain a shoe-shine stand. Salon Seven offers massages.

Pharmacy: East Goshen is already overrun with pharmacies. Why even consider adding a fourth when East Goshen’s Rite-Aid is already on the ragged edge when it comes to customer traffic. With the dominance of chains, independents are fading fast. Needham’s pharmacy in Marydell closed when the chains came.

Pop-Up Retail – Food Trucks: Might make it on job sites, streets of Manayunk, or in the Corporate Park, but certainly not in Goshenville where there are already several take-out places. Food trucks have an urban connotation that is consistent with East Goshen’s life style and image.

Pretzel Shop: The demand for a free-standing pretzel shop is doubtful. It is unlikely that a motorist whizzing along at 35 mph Paoli Pike is going to stop for a pretzel.

Restaurant-Fast Food Takeout: Considering fast food chains’ savvy real estate departments, it is likely that McDonald’s, Burger King, Wendy’s, etc. have already written East Goshen off. Let us not forget Gino’s in West Goshen and Burger King in Paoli augered in for lack of traffic.

East Goshen is already served by numerous take-out food establishments: WaWa, Pepper Mill, and the pizza shops in Hershey’s Mill Village and Goshen Village. The pizza store in the latter shopping center is now operating under its third ownership. Dunkin’ Donuts is located in Goshen Village.

Even the Giant does a substantial take-out business (chicken, pizza, sushi, and sandwiches) and there is a Subway in Hershey’s Mill Village Shopping Center. Dream Dinners in Goshen Village Shopping Center yet is another take-out food establishment. The category seems to be saturated already.

With John Hancock/IBM now turned into a charter school, Goshenville's need for a breakfast/lunchtime fast food operator is much reduced. Although not "take-out" or "grocery" in the traditional sense, the Swiss Farms dairy drive-through is out of business by reason of lack of traffic even at the confluence of two heavily travelled roads.

Restaurant – Sit-Down: Sizzler failed in Goshen Village. Oriental Pearl is the second Chinese restaurant in the same location – the first turned turtle. The access to a liquor license might improve the chances of a sit-down establishment, but there is plenty of competition, including high-end restaurants in West Chester, Paoli, and Malvern. Restaurants occasionally have employees with drug problems. That may not have been the case at Sizzler, but it certainly was at Pinocchio's, the original pizza/sub shop in Goshen Village.

Shoe Store: It is very difficult for independent shoe stores to succeed when the competition is comprised of national, brand name chains and major, large square footage discount stores in nearby shopping centers such as those in King of Prussia, not to mention on-line retailers.

Water Ice Shop: Just what East Goshen needs – another gaudy Rita's store front that is closed for half of the year.

Yoga Studio: There is already one such outlet – in the township building (Charo Evangelista). Make that two outlets if you count the pilates studio in Goshen Village Shopping Center.

An Upscale Bed & Breakfast was not mentioned as a possible new venture although a boutique hotel was subsequently suggested by one member of the planning commission. East Goshen had a classy B&B, but it quickly failed several years ago. The representative from Hankin was not bullish on prospects for a hotel either. The list of retail businesses promoted by the plan is unrealistic based on the last thirty years of small business failures, the extent of well-established competition in East Goshen Township, and other major competition literally just minutes away.

The Plan's retail recommendations are a good example of thinking out loud, just pulling store categories out of thin air, and not basing conclusions and recommendations derived from proper business research.