

**EAST GOSHEN TOWNSHIP  
BUSINESS PARK TASK FORCE  
Meeting Agenda  
Tuesday, January 5, 2021  
VIA Telephone / ZOOM Video Conference  
7:00 PM**

**During this tele-conference meeting, public comment will be handled as follows:**

- Participants are asked to call in by 6:55 pm.
- The public will be muted during the meeting when the Commission is conducting business.
- The Chairman will ask for any public comment on agenda items. Audience members who wish to make comments must unmute, identify themselves with name and address, to ask questions and make comments.
- Participants wishing to comment must state their name and address and must speak one at a time.

A. Call to Order / Pledge of Allegiance and Moment of Silence

**B. Taskforce Organization and Appointment of Task Force Chair and Vice Chair**

C. Public Comment on Non-Agenda Items

D. Approval of Minutes (none)

**E. Taskforce Meeting Schedule**

**Meetings will be held on the First Monday of the month at 7 PM (except for July and September)**

1. **February 1, 2021**
2. **March 1, 2021**
3. **April 5, 2021**
4. **May 3, 2021**
5. **June 7, 2021**
6. **July 19, 2021 (3<sup>rd</sup> Mon.)**
7. **August 2, 2021**
8. **September 20, 2021 (3<sup>rd</sup> Mon.)**

**F. Task Force Objectives**

1. **Review Board Resolution forming the Task Force**
2. **Review Staff Memo / Objective, Tasks, and Deliverables**
3. **Develop Plan and Schedule**

G. Any Other Matter

H. Liaison Reports

I. Correspondence

**J. Announcements**

1. **Annual Township Planning Session: January 26, 2021 / 6:30 PM Via Zoom. Meeting link will be posted on the Township Website.**

**Bold Items indicate new information to review or discuss.**

# Memorandum

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

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Date: 12/29/2020  
To: Business Park Task Force  
From: Mark Gordon, Township Zoning Officer  
Re: Task Force Kick Off Meeting

Dear Task Force Members:

Thank you for volunteering to participate in the Business Park Task Force (BPTF). The Board of Supervisors created this Task Force to address Objective 7.3 of the Comprehensive Plan. Objective 7.3 is outlined in Chapter 7 (Economic Development Strategy) of the Comp Plan and Appendix A-4

*Excerpt from Ch 7. We should pursue an economic development strategy focused on several "gap" opportunities, and closer-to-home opportunities, including:*

***7.3. allowing for new uses and smaller incubator businesses in the corporate parks and the industrial park;***

**References:**

Comprehensive Plan: [https://eastgoshen.org/wp-content/uploads/2014/08/EGT-CompPlan6\\_Adopted\\_10.20.15-Interactive-Reduced-Size.pdf](https://eastgoshen.org/wp-content/uploads/2014/08/EGT-CompPlan6_Adopted_10.20.15-Interactive-Reduced-Size.pdf)

Comprehensive Plan Appendix: [https://eastgoshen.org/wp-content/uploads/2014/08/Appendices\\_Adopted\\_10.20.15.-Interactive-Reduced-Size2.pdf](https://eastgoshen.org/wp-content/uploads/2014/08/Appendices_Adopted_10.20.15.-Interactive-Reduced-Size2.pdf)

The Board expanded the objective slightly for this endeavor within the resolution creating the Task Force. I have enclosed the resolution in the packet.

The Board identified the following tasks to meet the overall objective:

1. Assess current revenue to the Township from the business parks.
2. Create a document which includes key information on each business.
3. Identify employment levels of each business in the business parks, to include future estimates.
4. Evaluate the permitted uses in the I1 and BP Districts.
5. Create an action plan to address any concerns.

**Staff Recommendation:**

Staff recommends the following to assist the Task Force in this endeavor. This is a short list of recommendations and is intended to be a starting point for discussion by the Task force. The BPTF should review, modify, and add to these recommendations as necessary in order to develop a planning document and schedule to complete the tasks and a final report. Staff recommends that this endeavor should conclude in **9 months** with a final meeting on **September 20, 2021**.

1. Assess current revenue to the Township from the business parks.
  - Request and obtain property tax info from County.
  - Request and obtain Earned Income Tax (EIT) and Local Services Tax (LST) info from Keystone. We should be able to get the total for each company and possibly broken down by resident and non-resident
    - **Deliverable:** Produce a financial snapshot of revenues tax generated by the I&BP businesses.
2. Create a document that is updated regularly with key information on each business.
  - We have a list created, it needs to be updated.
  - This list should include specific information about the company, facility, business performed, etc.
    - **Deliverable:** Update the Business Information and Contact Directory
3. Assess the future outlook of the employment levels of each business in the business parks.
  - Determine which buildings are vacant, if any.
  - Determine how many office buildings we have.
    - **Deliverable:** Capture current and future employment levels in the Business Information and Contact Directory
4. Evaluate the permitted uses in the I1 and BP Districts.
  - Investigate the feasibility of combining the I-1 and BP districts into one district.
    - **Deliverable:** Develop recommendations for Zoning Ordinance amendments to include in the final report.
5. Create an action plan to address any concerns.
  - Do we need additional outside planning assistance for a study?
  - Do we need to budget funds for the 2022 budget?
  - Recommendations for next steps.
    - **Deliverable:** Develop an action plan to address all tasks to be included in the final report.

**Final report:** Compile and present a final report, to include all deliverables, and recommendations to the Board of Supervisors for their review no later than October 5, 2021.

**EAST GOSHEN TOWNSHIP  
CHESTER COUNTY, PENNSYLVANIA**

**RESOLUTION 2020 - 197**

**A RESOLUTION ESTABLISHING THE EAST GOSHEN TOWNSHIP  
BUSINESS PARK TASK FORCE, SETTING FORTH ITS OBJECTIVE  
AND ESTABLISHING THE MEMBERSHIP THEREOF, AND  
PROVIDING FOR THE ORGANIZATION AND MEETINGS OF THE  
TASK FORCE**

**WHEREAS**, the Township of East Goshen in Chester County, Pennsylvania, is a Township of the Second Class; and

**WHEREAS**, the 2015 East Goshen Township Comprehensive Plan sets forth a number of objectives; and

**WHEREAS**, Economic Development Strategy, Objective 7.3 reads as follows: "Allowing for new uses and smaller incubator business in the corporate parks and the industrial park;" and

**WHEREAS**, for the foregoing reasons the Board of Supervisors of East Goshen Township has determined it to be appropriate to establish a Business Park Task Force to provide guidance to the Board of Supervisors on how to achieve this Objective.

**NOW THEREFORE BE IT HEREBY RESOLVED** that the Board of Supervisors hereby establishes a Business Park Task Force:

Section 1. Name

The name of the body hereby established shall be the "East Goshen Township Business Park Task Force."

Section 2. Objectives

The Business Park Task Force has the following objectives:

- Assess current revenue to the Township from the business parks.
- Create a document that is updated regularly with key information on each business.
- Assess the future outlook of the employment levels of each business in the business parks.
- Evaluate the permitted uses in the I1 and BP Districts.
- Create an action plan to address any concerns.

Section 3. Membership

The Business Park Task Force shall be composed of seven persons consisting of two Supervisors, three representatives from the Planning Commission and two representatives from the Futurist Committee, all of whom shall be appointed by and serve at the discretion of the Board of Supervisors.

Section 4. Compensation

Members of the Business Park Task Force shall receive no compensation for their services.

Section 5. Organization

The members of the Business Park Task Force shall elect their own Chairman and Vice Chair.

Section 6. Meetings

Regular public meetings shall be held to conduct the business of the Business Park Task Force. The Business Park Task Force shall keep records of its meetings and shall make a final report to the Board of Supervisors upon completion of their objectives.

Section 7. Funding

The Business Park Task Force, with the consent of the Board of Supervisors, may utilize any funds, personnel, or other assistance made available by Chester County, the Commonwealth of Pennsylvania, or the Federal Government; or any agencies of the County, State, or Federal Government; or funds made available from any other private or public sources. The Board of Supervisors may enter into agreements or contracts regarding the acceptance or utilization of such funds or other assistance as may be available.

Funds for the expenses to be incurred by the Business Park Task Force must be approved and appropriated by the Board of Supervisors.

Section 8. Sunset Provision

The Business Park Task Force shall terminate upon the acceptance of its final report by the Board of Supervisors, unless the Board directs otherwise.

Section 9. Effective Date

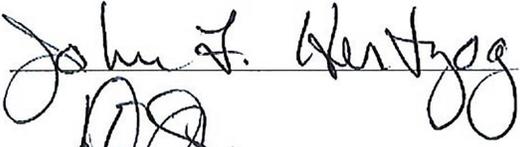
This resolution shall take effect five days after adoption and upon appointment by the Board of Supervisors of at least four members of the Business Park Task Force.

ADOPTED, this 10<sup>th</sup> day of NOVEMBER 2020.

ATTEST:

**EAST GOSHEN TOWNSHIP  
BOARD OF SUPERVISORS**

  
\_\_\_\_\_  
Secretary

  
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**FYI**

## Memo

Date: November 5, 2020  
To: Board of Supervisors  
From: Rick Smith, Township Manager  
Re: Business Park Task Force

At your meeting on October 20 the Board agreed to have David and John serve on the Business Park Task Force.

I reached out to the Planning Commission and Futurist Committee and the following individuals would be willing to serve on the Task Force.

John Stipe, Ed Decker and Mike Koza will represent the Planning Commission; and Brian Sweet and Jeff O'Donnell will represent the Futurist Committee.

Attached is the resolution creating the Business Park Task Force.

You need two motions.

**Motion 1** – I move that we adopt the Resolution creating the Business Park Task Force.

**Motion 2** – I move that we appoint the following individuals to serve on the Business Park Task Force

David Shuey

John Hertzog

John Stipe

Ed Decker

Mike Koza

Brian Sweet

Jeff O'Donnell

## East Goshen Township Comprehensive Plan 2015

### Appendix A-4

### ECONOMIC DEVELOPMENT STRATEGY

**Goal 7. Promote development and redevelopment opportunities that sustain the local economy, complement the Township's quality of life, and continue to make East Goshen a great place to live and work.**

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

#### LAND

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

**Recommendation 7.1.1.** – Consider infill development and redevelopment options.

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

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

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

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

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

**Recommendation 7.3.1.** – Consider the diversification of development options.

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

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

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

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

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

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

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

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

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

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

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

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

**Recommendation 7.6.1.** – Evaluate parking requirements.

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

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

**Recommendation 7.7.1.** – Support close to home business opportunities.

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

## **LABOR**

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

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

**Action Item 7.8.1.1.** – Continue to host Career Days that bring Township students, area employers and educational leaders together to promote the range of post-secondary employment opportunities for young people and adults.

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

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

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

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

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

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

## **CAPITAL**

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

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

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

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

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

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

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

# East Goshen Township Comprehensive Plan 2015

## 7. Economic Development Strategy:

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

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

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

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

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

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

### Commercial Service Areas

#### Legend:



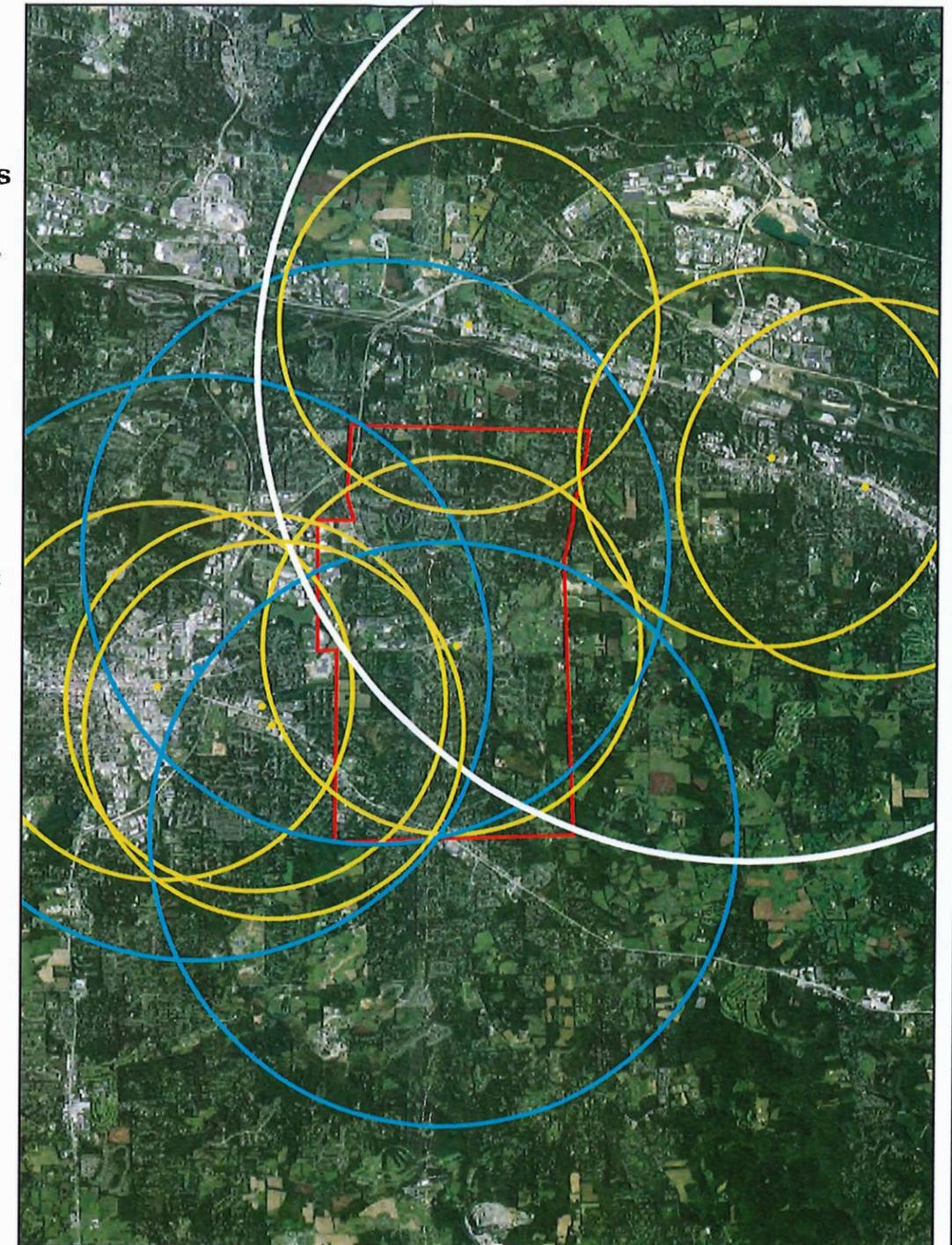
2-mile Service Area Radius of Wawa Convenience Stores



3-mile Service Area Radius of Acme and Giant Supermarkets



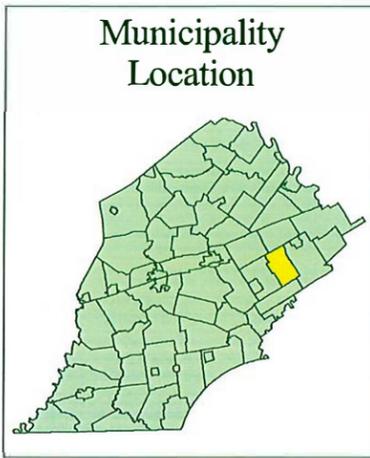
5-mile Service Area Radius of Wegmans and Target in Great Valley at Uptown Worthington



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

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

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

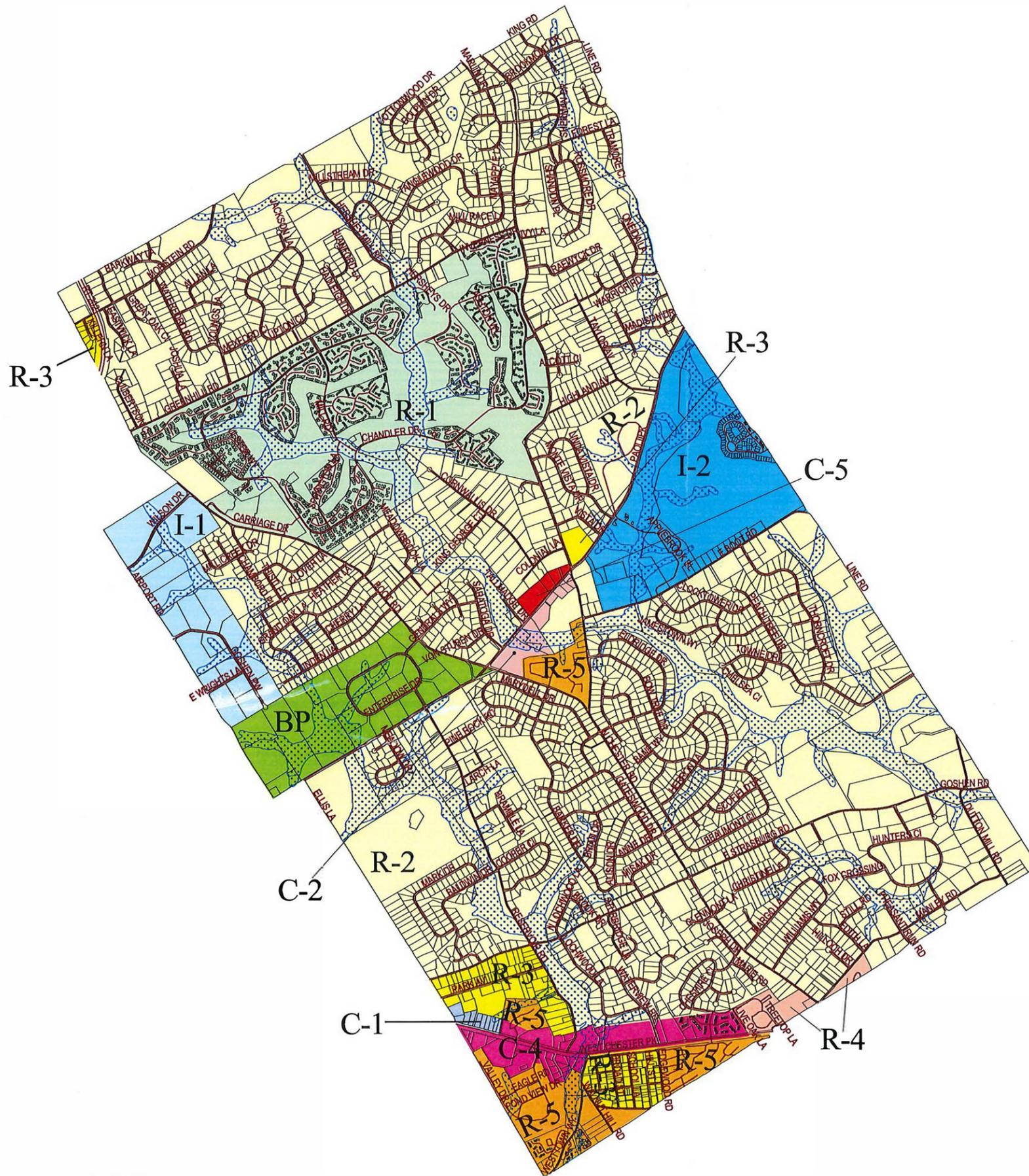


TOWNSHIP OFFICE  
1580 PAOLI PIKE  
WEST CHESTER, PA 19380



# EAST GOSHEN TOWNSHIP

Municipal Zoning Map  
Zoning Adopted: September 21, 2004  
Map Created: April 1, 2005



## 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

**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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