Comprehensive Plan Update

EAST BRADFORD TOWNSHIP- CHESTER COUNTY, PA

DRAFT

DRAFT: May 24, 2016

ACKNOWLEDGEMENTS

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Glossary

Access Management – A set of transportation planning techniques used to control access to high volume roadways, increasing the capacity of these roads, manage congestion and increase safety.

Adaptive Reuse – The repurposing of an existing building for a new use that it was not originally intended in order to maintain the building's viability.

BMP – Best Management Practices – Practices that are used to improve the quality of stormwater prior to discharge to receiving waters including utilization of artificial wetlands, stormwater quality inlets, detention basins, etc.

Chester County Planning Commission (CCPC) – The entity responsible for providing an overall county-wide planning and oversight in Chester County.

Delaware Valley Regional Planning Commission (DVRPC) – The regional planning entity responsible for nine counties in Pennsylvania and New Jersey. DVRPC is the federally designated Metropolitan Planning Organization for the Greater Philadelphia Region.

Demolition by neglect – Allowing a property to fall into such disrepair that the only viable option for re-use of the parcel is demolition of the structure.

Historic District – A geographically definable area (urban, rural, small or large) possessing a significant concentration, linkage or continuity of sites, buildings, structures, of objects united by past events or aesthetically by plan or physical development.

Landscapes2 – The county-wide growth management plan updated in 2009. *Linking Landscapes* is the open space and recreation component of the Plan. *Watersheds* is the water resources component of the plan. The Plan also includes the Chester County Public Transportation Plan.

Municipalities Planning Code (MPC) – The legal code that governs actions of Pennsylvania municipalities relating to land use, planning, and zoning.

Native vegetation – Vegetation inherent and original to the Chester County region.

Official Map – A tool used by municipalities to show the location of planned future public lands and facilities such as streets, trails, parks and open space.

Pennsylvania Department of Transportation (PennDOT) – The state agency governing state roads and other forms of transportation within the state.

Residential development open space option – A development option intended to preserve significant portions of development lots as permanent open space.

Transfer of Development Rights (TDR) Program - A program that allows a landowner with an undeveloped parcel to transfer his development rights to another parcel, in which the land will

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be developed at a somewhat higher density that would otherwise be permitted. Landowners in designated “sending areas” retain open space while selling their development rights to a landowner with a parcel in a “receiving area”.

Traffic calming – Design techniques utilized to slow traffic on residential streets.

Vision Partnership Program (VPP) – A grant program operated by the Chester County Planning Commission to assist municipalities in completing their planning efforts. Grant recipients must adopt plans that are consistent with Landscapes2.

PART I. INTRODUCTION AND OVERVIEW

East Bradford Township is recognized for its abundant open space, recreational opportunities, and scenic resources. Notable assets include the Stroud Preserve (Natural Lands Trust), a portion of the East Branch Brandywine Trail, and panoramic views of the Brandywine Creek Scenic River.

These notable assets are quite remarkable, considering the adjacency of East Bradford Township to West Chester Borough, and the predominant suburban character of other communities in the West Chester region.

In terms of land use, the Township appears to have changed little since the 2004 Comprehensive Plan Update. However, behind the scenes much has changed. A vigorous open space program, rooted in sound land use planning first conceived in the 1993 Comprehensive Plan, has become the defining feature of the Township. These efforts have been sustained by two open space tax initiatives, overwhelmingly supported by residents, strong partnerships with federal, state and county grant funders, and ongoing alliances with land conservation organizations. As a result of these efforts, future development potential is limited, and the Township is essentially built out.

A comprehensive planning process creates a VISION for the future, defines Township PRIORITIES, produces an ACTION PLAN, and directs Township RESOURCES for the next ten years.

The Pennsylvania Municipalities Planning Code (MPC) requires that municipal Comprehensive Plans be reviewed every ten (10) years, and as needed, updated. While the Township remains steadfastly committed to the continued preservation of open space, the successful efforts of the past twenty years enables the Township to focus this Comprehensive Plan Update on other strategic priority areas that support the unified community values and vibrant future envisioned by the 2004 Comprehensive Plan Update.

Plan Organization

This Comprehensive Plan Update is organized into four main parts: Introduction; Vision and Mission; Priority Focus Areas; and Other Issues and Policies.

Part I provides an overview of the planning process and the major demographic trends that will impact the Township in the near future.

Part II describes East Bradford Township's Vision and Mission.

Part III, Priority Focus Areas, highlights four topics of particular importance to the Township. Each section introduces the topic and discusses its importance to the Township's future, before outlining recommended strategies. To assist in implementing these recommendations, each section concludes with a limited number of projects and detailed next steps.

The four Priority Focus Areas are:

1. The Downingtown Pike corridor between Timber Top Farm/East Bradford Elementary School and the West Chester Borough Boundary;
2. Bradford Avenue (entire length)/Lenape Road corridor from Route 322 to Birmingham Road;
3. Bicycle and Pedestrian Circulation and Connectivity; and
4. Intermunicipal Cooperation and Coordination with West Chester Borough.

Part IV, Other Issues and Policies, summarizes additional policies and actions that will guide the Township in areas such as Housing, Transportation, Energy Conservation, and Organization and Administration.

Planning Process and Public Participation

The development of this Plan was guided by a multifaceted ten-month planning process intended to maximize stakeholder input and result in a detailed action plan as shown in Figure 1.

Task Force: The East Bradford Township Board of Supervisors appointed a 14+ member Task Force to assist in formulating this Comprehensive Plan Update. This Task Force is comprised of appointed Township officials and residents representing a variety of Township advisory committees including the Parks and Recreation Board, Historical Commission, Trails Committee, Environmental Advisory Council, Traffic Committee, and Planning Commission, as well as representatives from nonprofit partners in the East Bradford community. Members of the Township's elected governing body, the Board of Supervisors, serve as *ex officio* Task Force members, as do Township staff, including the Township Manager and Assistant Manager. Members attended monthly meetings from April 2015 through March 2016 to discuss the Township's vision and provide direction on the major plan elements.

One of the first responsibilities of the Task Force was to depict and describe "places they loved" and "places in need of improvement" within the Township. This exercise resulted in a map that quickly honed in on strengths and weaknesses of the Township with respect to the four Priority Focus Areas: Downingtown Pike, Bradford Avenue, and bike and pedestrian connections. See Map 1.

Figure 1. Planning Process Overview

Public Participation: The public was invited to participate in several stages of the Plan's development. Early in the process, the Township hosted an *online survey* asking the community to share their opinions on various aspects and elements of living within the Township. The results of this survey were used to direct potential recommendations on the Priority Focus Areas, understand issues, and assess Township services and communications. A summary of the survey is included in the Technical Appendices.

An online survey gauged resident opinions.

Focus Groups: In order to best develop strategies and recommendations for the bicycle and pedestrian improvements, a Focus Group meeting was held. This Focus Group was comprised of experienced cyclists, professional planners, and other interested parties. Their purpose was to advise the Task Force on recommendations and priority connections relative to bike and pedestrian circulation.

In addition, the Task Force held a panel discussion comprised of experienced, successful local residential, commercial, and mixed-use developers. The purpose of the panel was to advise the Task Force on the redevelopment opportunities and market constraints of underused properties along the Downingtown Pike and Bradford Avenue corridors.

In September, 2015, a Community Open House was held at the Township's newly opened Public Works Garage. The public was invited to learn about the developing priorities of the plan, provide general comments, and vote on their priority recommendations.

The community voted on preferred strategies at the September 29th Open House

Adoption: With a complete draft in hand, a public meeting was held by the Township Planning Commission on May 3, 2016. The final plan was refined to respond to suggestions and concerns expressed by the public and Township officials. The Comprehensive Plan Update was adopted by the Board of Supervisors on July 12, 2016.

Planning Influences

Across the region and nation, demographics are evolving and resulting in new patterns and demands for housing, recreation, circulation, and municipal planning. Some of the most important trends to understand and incorporate into strategic planning include:

- *Rise of Millennials (20-37 years old):* Studies focusing on this age group show a preference for walkable communities and smaller homes, delayed/decreased home ownership rates, and high likelihood of moving in the next 5 years[1].
- *Continued aging of the population and influence of the Baby Boomers (50 to 69 years):* The aging of the largest age cohort in history brings an increased demand for options to "age in place", a concept defined by Center for Disease Control as "the ability to live in one's own home (home of choice) and community safely, independently, and comfortably, regardless of age, income, or ability level."
- *Decline in homeownership:* Nationally, the homeownership rate has fallen from a high of 69.1% in the first quarter of 2005 to a low of 63.7% in the second quarter of 2015 (US Census Bureau). This is attributed to many factors following the Great Recession, but is in large part due to the slow and delayed participation of Millennials as first time homebuyers.
- *Decline in families with children*: As a percentage of the national population, the proportion of households comprised of married couples with children has decreased by half from 40% in 1970 to 20% in 2012.[2]

These trends are echoed throughout Chester County and East Bradford Township, where the median age has risen from 36.9 years (US Census 2000) to 43.1 years in the US Census Bureau's 2010-2014 American Community Survey (ACS) as shown in Figure 2. Conversely, the proportion of the population comprised of families with children has fallen from 41.1% in 2000 to 32.1% in the 2009-2013 ACS. *The overall impact of these trends is a significant change in preferred land use pattern from what was seen over the last 50 years and therefore the potential for increased demand for mixed-use development, more walkable areas, and more diverse housing options.*

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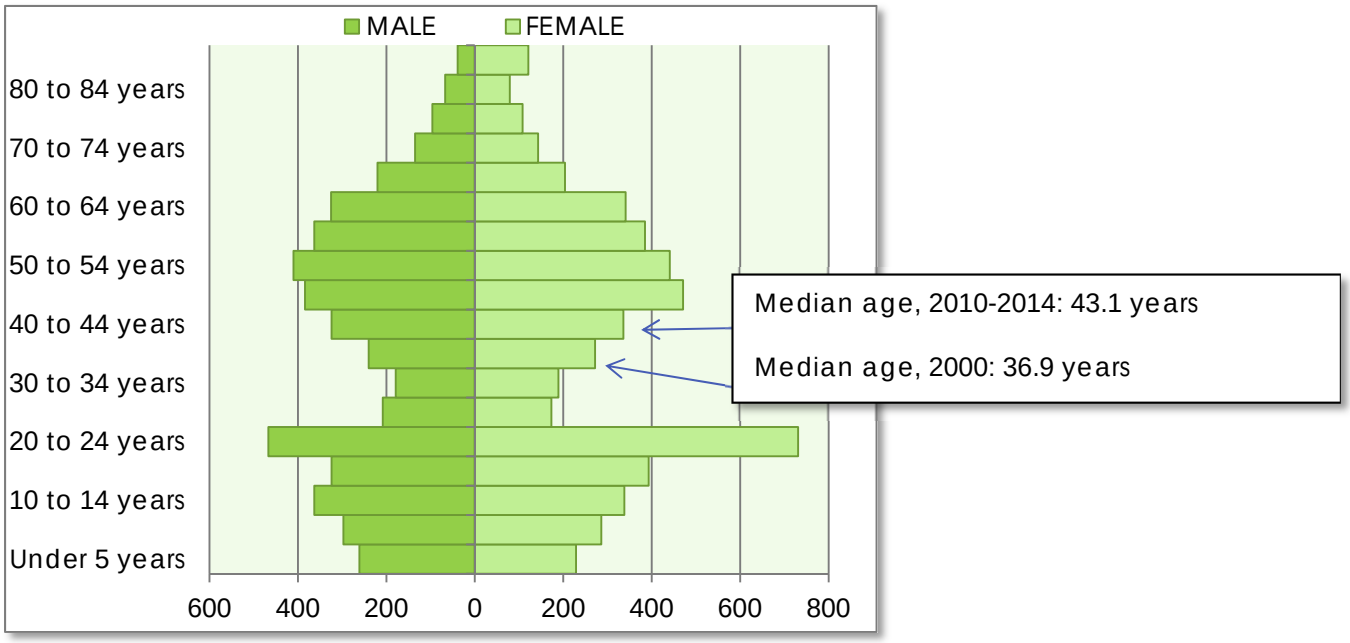
[1] Gen Y and Housing: What They Want and Where They Want It, Urban Land Institute
[2] America's Families and Living Arrangements: 2012; U.S. Census Bureau

Figure 2. Population Pyramid for East Bradford Township; *Source: US Census 2000; 2010-2014 ACS*

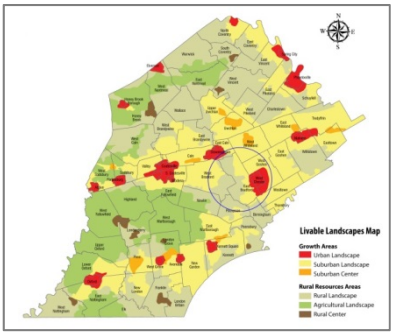


An aging population is not only a concern in regard to mobility, housing choice, and service needs, but also in terms of municipal budgeting. For municipalities like East Bradford, the aging population translates into the potential decrease in earned income tax (EIT), a major source of revenue supporting the municipal budget. These are all important considerations at a time when costs for providing services continue to increase and aging infrastructure needs to be maintained. In fact, the East Bradford Township approved 2016 budget includes a modest real estate tax increase, the first tax increase in four years, targeted toward funding the Township's capital fund reserve.

Previous Plans and Studies

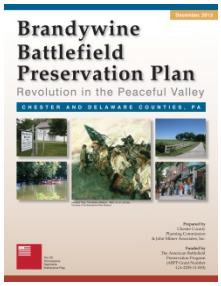
Several regional plans have included East Bradford Township as part of larger growth management, conservation, and recreational efforts. While each plan has a specific focus and theme, the overall goals and recommendations are consistent with each other, and with those goals and objectives presented in this Comprehensive Plan Update. The Plans include:

Landscapes2: As shown right, Chester County's Comprehensive Plan designates East Bradford Township as a primarily suburban landscape with a swath of urban at the West Chester Borough boundary, and a rural landscape designation along the Brandywine River in the west. This Comprehensive Plan Update is intended to be consistent with the goals and objectives of Chester County.

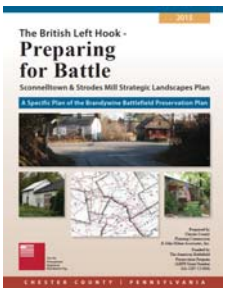


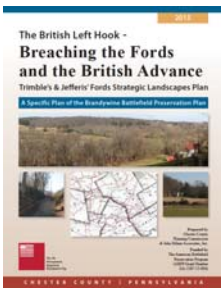
Brandywine Creek Greenway Strategic Action Plan: The Brandywine Creek Greenway is envisioned as a 30-mile long corridor of conservation lands that stretch from the Delaware state line just south of Chadds Ford to the Pennsylvania Highlands Mega-Greenway near Honey Brook. This greenway is multi-functional in that it is intended to provide recreation, but also induce conservation of natural, scenic, and cultural features. The Strategic Action Plan, completed in 2014 by the Brandywine Conservancy, is embodied in three parts, provides Township to-do lists, prioritized specific projects, and recommended ordinance enhancements. The Township has endorsed the Strategic Action Plan.

Pennsylvania's Brandywine Valley Scenic Byway Corridor Management Plan: Several roadways within East Bradford Township are designated legs of the Brandywine Valley Scenic Byway. The Brandywine Valley Scenic Corridor Commission's Corridor Management Plan, completed in 2014, documents the significance of the rich natural, scenic, cultural, and historic qualities of the Byway as well as providing a blueprint for ensuring these qualities are protected and enhanced for the enjoyment of residents and visitors, providing economic benefit to the hosting municipalities, and increasing appreciation for the stories that the Byway has to tell. The goals of the Byway include: conservation and enhancement, interpretation and education, transportation and traffic safety, recreation, roadside character, attractions and traveler services, and management and collaboration. The Township is a founding member of the Brandywine Valley Scenic Byway Commission.



Brandywine Battlefield Preservation Plan: Spearheaded by Chester County in cooperation with Delaware County, the 2013 Battlefield Preservation Plan is a concerted effort to document and protect the features - whether historic, natural, or land- of this significant landscape, as well as the short and long term factors that threaten its existence as a cultural landscape. This Plan particularly informs the Strode's Barn area of the Township.





Brandywine Battlefield Strategic Landscapes Plans for Sconnelltown/Strode's Mill and for Jefferies's Ford/Trimble's Ford: The Battlefield Preservation Plan recommended specific plans for strategic areas and points in the battlefield be undertaken in order to investigate certain historical items, e.g. where the British marched, and recommend specific planning strategies for these areas.

Central Chester County Bike and Pedestrian Circulation Plan: This Plan aspires to creating "healthy, vibrant and economically viable communities that facilitate and encourage more walking and biking". The focus is on seven municipalities in Central Chester County, including East Bradford Township, and makes the case for a comprehensive network of pedestrian, bicycle, and public transportation facilities. Plan recommendations for critical connections that impact East Bradford Township in the short and long term are incorporated in Part III Priority Focus Areas. The Township has endorsed the Central Chester County Circulation Plan.

PART II. EAST BRADFORD TOWNSHIP VISION & MISSION STATEMENTS

VISION

East Bradford Township will continue to be a community committed to:

- **the preservation and enjoyment of its unique heritage, natural resources, and significant open spaces;**
- **a high quality of life for its residents; and**
- **an open and responsive government that is a partner in the regional community.**

MISSION

East Bradford Township strives to support the highest quality of life for current and future residents by:

- ***Being accessible, accountable, responsive, and respectful to all;***
- ***Providing essential services with fiscal soundness;***
- ***Promoting good stewardship of the Township's scenic, natural, and historic resources; and***
- ***Promoting vital social and physical connections between our residents and neighbors.***

PART III. PRIORITY FOCUS AREAS

East Bradford Township's existing land use policies were established over twenty years ago in the 1993 Comprehensive Plan and refined in the 2004 Comprehensive Plan Update. Emphasized in these plans is an overarching goal to preserve and protect an increasing amount of open space in the Township. Through an ambitious open space program, much has been achieved towards that goal (See Part IV for further discussion). While the Township remains staunchly committed to continued open space protection, the success of the open space efforts enables the Township to focus this Comprehensive Plan Update on other strategic needs and initiatives. The four focus areas chosen for this Plan include:

(1) The Downingtown Pike corridor between Timber Top Farm/East Bradford Elementary School and West Chester Borough;

(2) Bradford Avenue/Lenape Road corridor from Route 322 to Birmingham Road;

(3) Bicycle and Pedestrian Circulation and Connectivity; and

(4) Intermunicipal Planning and Coordination with West Chester Borough.

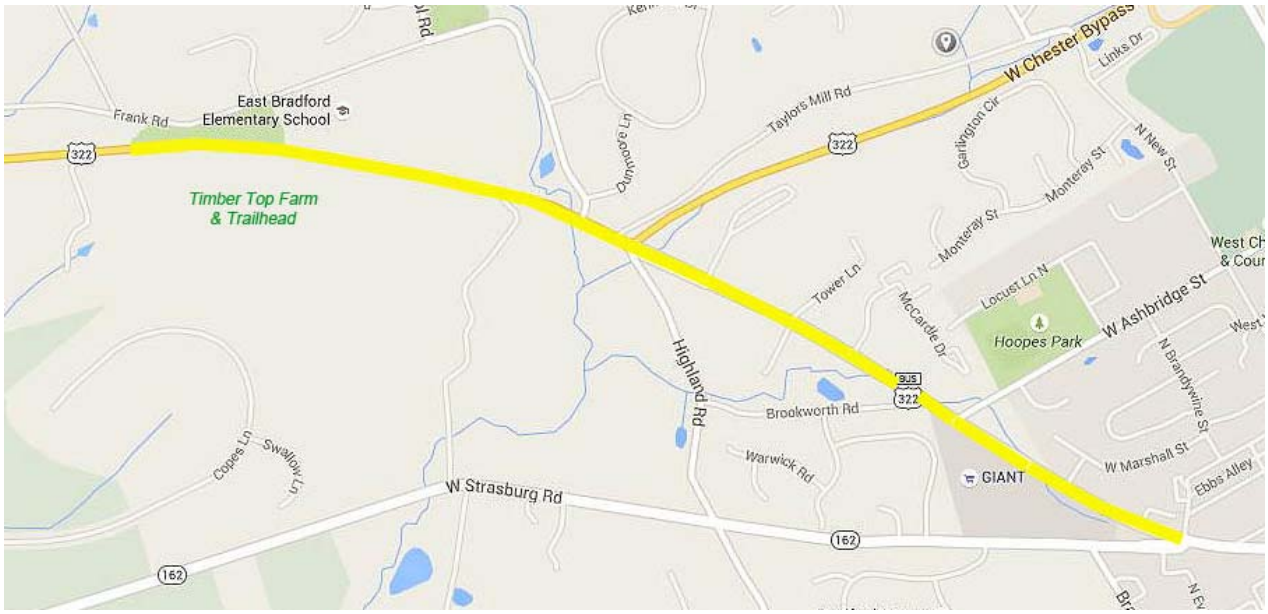
Each of the following sections addresses one of these topics, providing background and discussion of issues, goals, and recommendations. The section concludes with a description of critical action items for implementation. Action items are categorized into **Priority projects** and **Secondary projects**. **Priority projects** are considered to be the essential and strategic next steps for achieving the Township's goals. Many of these projects address more than one priority focus area. **Secondary projects** are also important, but often build upon priority projects and/or only address one focus area.

1. DOWNINGTOWN PIKE CORRIDOR BETWEEN TIMBER TOP FARM/EAST BRADFORD ELEMENTARY AND WEST CHESTER BOROUGH

Downingtown Pike is a defining corridor within East Bradford Township. As the connection between West Chester and Downingtown Boroughs, this two-lane roadway hosts the largest concentration of neighborhood commercial services and industrial activity within the Township. Its importance thus is twofold: the businesses there fulfill necessary daily services and goods for residents, and it is a solid source of revenue for the municipality.

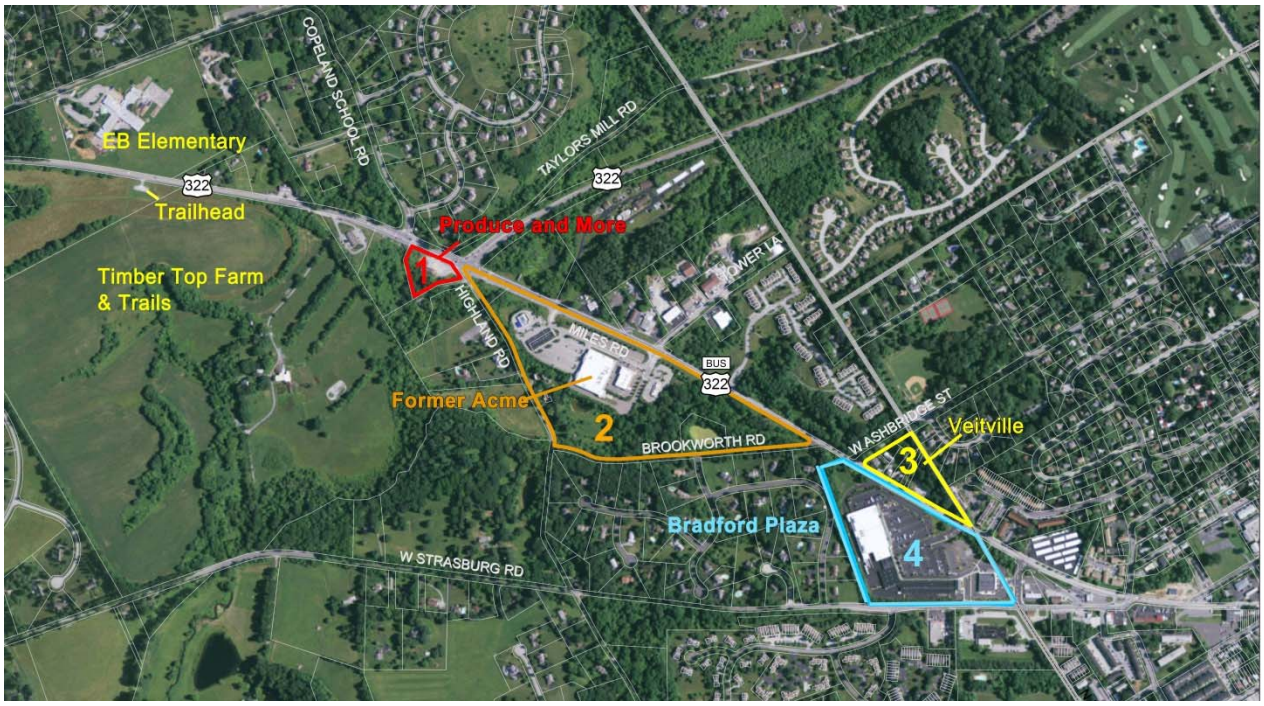
Depicted in Figure 3, the study area encompasses the nearly 2 mile stretch between the Timber Top Farm and trailhead and West Chester Borough. The character along the corridor transitions from rolling agricultural fields and low density residential in the west to suburban commercial on the east. Traffic volumes and speeds also decrease due to the intersection of the US 322 Bypass. To the west of this intersection, Downingtown Pike is designated as US 322 and has an annual daily traffic of 15,000 vehicles per day and a posted speed limit of 50 mph. To the east of the US 322 Bypass, the roadway is designated as SR 3072, Business 322, and the annual daily traffic drops to 8,000 vehicles per day with a posted speed limit of 35 mph. Land use along this section is more diverse than anywhere else in the Township, with uses ranging from townhouse and apartment communities, commercial pad sites and shopping centers, to industrial uses.

Figure 3. Downingtown Pike Priority Focus Area



There are four main issues of concern to the residents and Township: retail viability, threatened open space, lack of bike/pedestrian circulation and connectivity, and overall appearance.

Figure 4. Key properties along Downingtown Pike



RETAIL VIABILITY

Driving along the corridor, it is apparent that a significant number of commercial properties struggle to remain open and viable. A key corner parcel at the intersection of the US 322 Bypass (**number 1** on figure 4) has been known alternatively as Produce and More, the McCool property, and Java Junction- reflecting its history of high turnover. It is currently in long term vacancy.

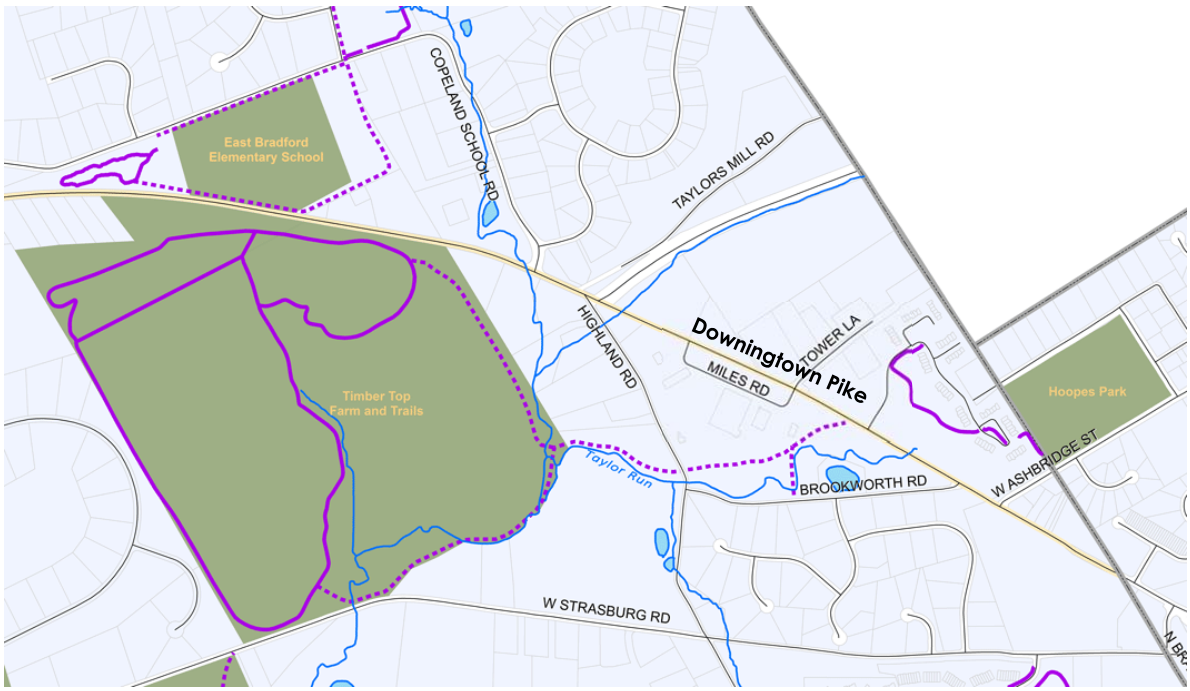
The vacant Produce and More property at the intersection of Highland Road and Downingtown Pike

View of under-occupied commercial space in Brookworth Plaza

Nearby a former Acme grocery store (**number 2** on figure 4) within the Brookworth Plaza shopping center has been vacant for many years. Owners here have little incentive to redevelop as demand for the space is low and Acme continues to hold and pay its long term lease. A strip center to the west of the former Acme in Brookworth Plaza is also prone to high vacancies. The challenging site is not attractive to retailers for a variety of reasons including a difficult layout, access, topography, and visibility. Bradford Plaza (**number 4** on figure 4), the most active of the commercial properties along the corridor, also shows signs of vacancy. The Township would like to boost the long term viability and best use of all of these properties, ensuring an efficient use of land and stable tax revenues, while addressing the visual blight and unwelcoming appearance that they currently create.

THREATENED OPEN SPACE AND TRAILS: TIMBER TOP FARM

Figure 5: Timber Top Farm and Trails, existing (▬) and planned (- - -) along Taylor Run



Timber Top Farm and associated trails provide a valuable scenic vista and recreational amenity for Township residents and their guests along the Downingtown Pike corridor. Located across Downingtown Pike from the East Bradford Elementary School and the Township municipal campus, this property was designated as open space/conservation in the 2004 Comprehensive Plan Update, though the zoning is medium density residential. The trails here are envisioned to be part of a larger network connecting Stroud Preserve, West Chester Borough, the Brandywine Creek, and beyond (See more detail in Part III.3). However, continuous renewal of these easements is in jeopardy due to improper conduct of trail users who disregard posted rules and regulations.

The trail easements were initially donated to the Township by the private property owner, under a 15 year agreement. The private landowner, who retains ownership of the operating farm, renewed the original 15 year easement in 2015, but only for 3 years. Since the property remains a working farm, explicit rules and regulations, specifically regarding the prohibition of animals, are in effect. Disregard for these regulations and improper conduct by trail users jeopardizes the potential for renewal of the easement in 2018 and the loss of this scenic vista and community asset.

CIRCULATION AND LACK OF CONNECTIVITY

Downingtown Pike acts a connector for vehicular traffic travelling between West Chester Borough and Downingtown. However, within East Bradford Township it is a barrier to multimodal circulation. Local residents who may wish to access Timber Top trailhead, the elementary school, nearby open spaces, or the commercial services along the corridor on foot or bike are hard pressed to find safe passage. As it exists, the wide right-of-way completely lacks facilities for cyclists and pedestrians. Emphasizing this point, signage at each of the Bradford Plaza entrances prohibits access on foot.

Signage prohibiting pedestrian access into Bradford Plaza

Acknowledging the importance of the corridor for multimodal movement, the Chester County Planning Commission in its Central Chester County Bike and Pedestrian Circulation Plan, designated Downingtown Pike as a planned bike route. The existing wide shoulders lend themselves to current usage by cyclists, though in the online community survey, 35% of respondents report feeling unsafe biking along the corridor due to issues of speed, lack of maintenance of the shoulders for cycling, and lack of driver awareness that cyclists may be on the road.

On the pedestrian side, the Township's 2009 Trail Plan envisions an off-road, recreational and wildlife corridor along Taylor Run, connecting the Timber Top Farm trails to Hoopes Park in West

Chester Borough. Such an alignment requires access across Downingtown Pike, whether at grade or beneath. An at grade crossing of the roadway with current speed limits and the wide right of way is undesirable at best, but there are significant environmental constraints and costs associated with an underpass at the existing culvert.

OVERALL APPEARANCE

Abandoned buildings, lack of landscaping and screening at existing businesses, amount and size of signage, and lack of pedestrian amenities could be improved as redevelopment occurs over time. While residents and Township officials have expressed concern with the overall appearance of the corridor, the community survey and the Task Force have clearly emphasized that any proposed improvements should be strategic and practical in nature, and not focus simply on beautification.

View of Veitville heading east

One particular area that lacks an identity and could be improved is a small stretch of buildings that sit close to Downingtown Pike across from the Bradford Plaza retaining walls. This row of older homes and converted residences, collectively known as Veitville, are zoned for commercial use (See Figure 4, Site 3). Their proximity to the roadway and older condition make them unattractive for continued residential use. However, the small lots (some smaller than 7,000 square feet), lack of parking, and mapped floodplain make the site challenging for nonresidential uses as well.

GOAL

The Downingtown Pike corridor should remain the primary location of commercial uses serving area residents and the focus of future growth and redevelopment. This redevelopment, focused on the area between the Route 322 bypass and the Borough of West Chester, will be characterized by a vibrant mix of higher density residential, commercial, and open spaces.

Housing along the corridor could provide new and diverse opportunities to older residents, empty nesters, young families, and millennials who want to live in close proximity to the Borough. Viable businesses, supported by these new “rooftops”, may replace vacant storefronts and provide services not previously available to residents. The network of sidewalks, trails, and bike lanes along Downingtown Pike will form an essential link in the Township’s overall connectivity and allow residents of both the Township and Borough to safely cross municipal boundaries without needing a car.

RECOMMENDATIONS

The following strategies have been identified to foster redevelopment of the Downingtown Pike corridor and are offered to the Township for future consideration:

1. Identify and promote reuse/redevelopment of abandoned and/or underperforming commercial properties along the Downingtown Pike corridor.

   Previous Comprehensive Plan recommendations focused on enhancing the corridor by expanding the permitted commercial uses. These efforts have yielded few results. As part of this planning process, the Township invited three experienced regional developers to discuss their views on opportunities for redevelopment in East Bradford Township in light of the current market. Among the panelists, there was general agreement that:

   - Industrial and office uses would not be successful in this area. The access is not sufficient for industrial uses and the market for stand-alone offices in the Chester County region is already saturated. The demand for offices has shifted from stand-alone settings to more compact, mixed-use areas that offer living, working, and entertainment experiences within walking distance.

   - In regards to retail, there is not sufficient residential development ("rooftops") within the typical 1-, 3-, or 5-mile market radius of the sites along Downingtown Pike to support a national chain, an additional grocery store, or most other retail (as confirmed by existing conditions).

   - High density residential development (townhouse or multifamily dwellings) is in demand because it is attractive to multiple generations, particularly millennials and the aging Baby Boomers (See more in the Planning Influences section) that make up a large proportion of the residential market. Market studies have shown that the multifamily housing market in Chester County, particularly in areas that are walkable and have access to shops and other amenities (See Appendix for further information) are operating at high rates of occupancy, understood to mean a pent up demand.

   The developer panel agreed that the Acme site is especially challenging due to the site layout, but also because the design and amount of dedicated HVAC space in former grocery stores makes them difficult to efficiently repurpose. It is more likely that such a building would be demolished.

Aerial view of Brookworth Plaza

Given these market trends and the Township's desire to improve the viability of its primary commercial corridor, redevelopment should consider permitting additional uses, specifically residential and open space uses, along the corridor in accordance with the Future Land Use Map and as described below:

a. Consider allowing high density residential uses at Brookworth Plaza and Veitville as part of mixed-use developments.

Redevelopment of the Brookworth Plaza and Veitville sites is envisioned as a mix of commercial and residential uses. Ideally, redevelopment of the Brookworth Plaza site should consider incorporating residential uses, such as townhouses, apartment/condominiums, or retirement facilities that complement the existing viable businesses- Dunkin Donuts and CVS pharmacy- on the site.

Higher density housing is recommended as part of mixed use development.

New housing along the corridor may assist the Township to address future housing needs and demands.

Higher density housing, along the lines of 4 to 8 dwelling units per acre or more, could provide opportunities for downsizing and aging in place within the Township that are

otherwise very limited. Alternatively, such housing could potentially draw younger households who could contribute to the earned income tax, a major component of the Township's budget and one that is in danger of stagnating as residents age and retire.

In addition, more "rooftops" might help to support existing businesses and could make nearby tenant locations more attractive to a wider array of potential retailers, thus helping to alleviate vacancies and boosting the Township's tax base.

In considering higher density housing, the Township may wish to evaluate the fiscal impacts of such a change as part of the decision. Fiscal impact analysis weighs the anticipated revenues generated by a development (through property tax, estimated earned income tax of future residents, real estate transfer fees, etc.) against the anticipated expenses incurred (cost for additional police protection, costs to educate additional children, park improvements, etc.) by the Township. Such analysis can be undertaken as part of any Ordinance Amendments or as part of the development process.

b. Require enhanced design for redevelopment through design guidelines.

The Township envisions that redevelopment will do more than remove the eyesore of abandoned buildings. Redevelopment is intended to enhance the overall appearance, function, and curb appeal of the sites from the street and from nearby neighborhoods.

New development is envisioned to be compact, yet provide appropriate open spaces, ample parking, and bike/pedestrian connections in the form of trails on site and sidewalks/pedestrian pathways along the street. Massing and design of buildings should be carefully reviewed to be complementary to the East Bradford Township context and historical precedents. Design should pay careful attention to details such as varied rooflines, materials and colors, landscaping, and utility locations. "Good design" that incorporates these elements into any redevelopment should be emphasized over density.

The Township can better ensure these design standards through a variety of Zoning Ordinance Amendments. The MPC specifically enables the use of written and graphic design standards as part of a Traditional Neighborhood Development (TND) Zoning District or Zoning Overlay District. The Township should consider laying the framework for such design guidelines as part of an Ordinance Amendment by specifying elements that are required, and nonnegotiable. However, it is important to provide some level of flexibility for details that are better determined during the development process, such as seating types, lighting specifications, signage, building materials, and the like. To address these design elements, the Ordinance could require that the developer produce additional design standards on these types of items. These design guidelines could be enforced as part of the approved plan, deed restrictions, or further Ordinance Amendments.

2. *Protect open spaces along the corridor and provide new open spaces where feasible.*

a. Consider adding the Produce and More property to the Township Future Open Space Priority List.

The Produce and More property at Highland Road also suffers from a lack of retail viability despite its highly visible location. However, the greatest challenge for this site - its access - cannot be remedied through redevelopment. Despite its corner location on Highland Road and Downingtown Pike, access is only permitted from the Downingtown Pike side. Ingress from Highland Road is not permitted due to resource constraints and proximity to the intersection. While the site could be suitable for a trailhead, these same access limitations would be considered a serious drawback. Therefore, it is recommended that this site be considered for passive open space if a viable commercial enterprise cannot be found. The Township may want to consider adding the site to its Future Open Space Priorities Map (Map 7) and, consequently, to the Township Official Map (Map 8).

b*. Increase education of proper trail usage, particularly at Timber Top Farm, but also throughout the Township's trail network.*

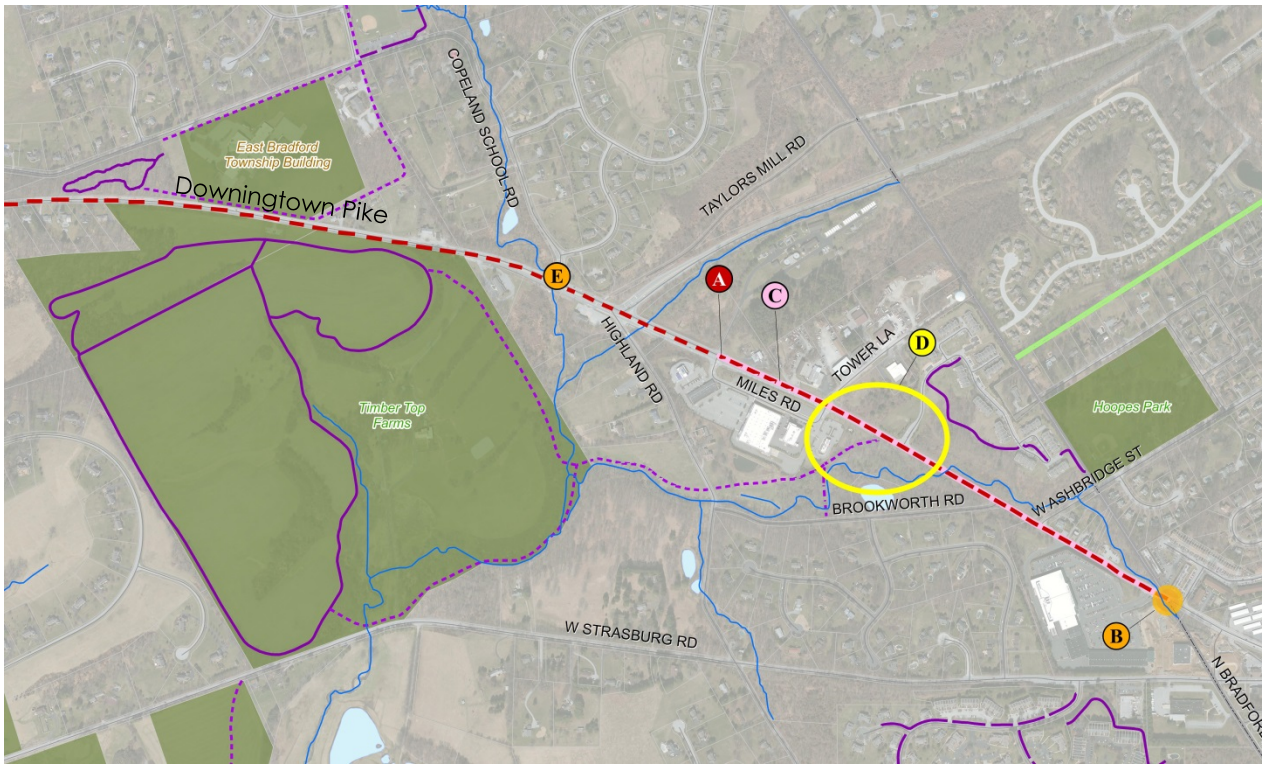
The Timber Top Farm is one of the largest remaining unprotected open spaces in the Township. As discussed herein, the existing trails and easements on the property provide a critical link in the envisioned long-term network connecting the Borough and Township to the Brandywine Creek and Stroud Preserve. However, trail users need to better respect and respond to the rules and regulations that protect the private property owner and the working farm that provides the vistas they are enjoying.

Timber Top Farm

Increased education and enforcement of the rules and regulations are needed. Issues of trail etiquette are not limited to Timber Top Farm trails. There is a growing need to increase awareness on the part of drivers, cyclists, and pedestrians on proper protocols for the variety of on road and off road facilities. Some initial options to do this include making the rules and regulations easy to find in a variety of locations, reviewing for user friendliness, and customizing resources for different users (trail, bike, equestrian). Continuing partnerships with organizations like the West Chester Cycling Club and Bike Chester County who can provide information and resources to new riders are also important.

c. Consider reorganizing Township resources to provide greater monitoring of open space and trail usage. East Bradford Township has successfully acquired more than 600 acres of open space. The next challenge is for the Township organization to adapt in order to properly manage these growing assets. While there is an increased need for education and awareness, greater monitoring and enforcement of rules and regulations is also essential to ensuring that the open spaces and trails continue to be a safe place for all residents and guests to enjoy. Reorganization within the Township administration could consider new positions or reallocation of duties in a way that continues to leverage, and grow, volunteer efforts and those of nonprofit partners.

Figure 6. Bike/Pedestrian Considerations along Downingtown Pike (letters correspond to recommendations 3a – 3e)



3. Provide trail, bike, and pedestrian connections along and across Downingtown Pike.

The Task Force assessed a variety of opportunities for improving bike/pedestrian connectivity in the corridor area. The goal of these improvements is to facilitate multimodal movement, not just along the length of the roadway, but also across it, in a manner that allows residents on either side to access amenities on the opposite side. As depicted in Figure 6, opportunities for the Township to consider include:

a. Adding bike lanes along both sides of Downingtown Pike in East Bradford Township and connecting into West Chester Borough. This is consistent with the Central Chester County

Bike/Pedestrian Circulation Plan and would connect West Chester Borough to the East Branch Brandywine Trail.

b. Consider intersection improvements at Downingtown Pike and Bradford Avenue that would enable pedestrian access to Bradford Plaza.

c. Facilitate pedestrian pathways from the former Acme site at Brookworth Plaza to Bradford Plaza. While pedestrian activity along this part of the corridor is not currently high, the redevelopment of the Brookworth Plaza site into a mixed commercial and residential use could increase demand for pedestrian access to both sites, as well as the planned Taylor Run trail. Much of this path could be implemented as part of the land development review process as redevelopment takes place.

d. Explore a crossing to connect the Taylor Run Trail into West Chester Borough's Hoopes Park, ultimately connecting West Chester Borough to Stroud Preserve.

e. Consider enhancing the existing pedestrian crossing at Copeland School Road and Downingtown Pike.

4. Enhance the appearance of the corridor.

While the overall intent of this focus area is to increase the functionality of the corridor for multimodal transportation and to ensure an efficient use of land, redevelopment should also result in an improved appearance overall. Streetscape elements such as street trees, landscape buffers (particularly for parking), and other landscaping, street lights, and pedestrian amenities could enhance curb appeal, while gateway signage at appropriate locations, such as the Downingtown Pike/Highland Road intersection and the intersection of Downingtown Pike and Bradford Avenue identify the corridor with the Township and give it a sense of place.

Additional areas for improvement to consider were suggested by the community survey and include enhanced signage control, property maintenance, and maintenance along the corridor, particularly tree and brush trimming and removal of invasive species visible there.

IMPLEMENTATION

Priority Projects for Consideration

1. Develop and adopt Zoning Ordinance and Zoning Map Amendments.

The Township should consider Zoning Ordinance and Zoning Map Amendments to achieve the following:

a. Create a new zoning district or overlay district that permits higher density residential as part of a mixed use development on the Veitville site and the portion of the Brookworth Plaza site that the former Acme grocery and strip retail center now occupy.

b. Preserve the existing, viable commercial development including the Dunkin Donuts, CVS pharmacy, and PNC Bank.

c. Provide incentives for redevelopment through additional height and density. Permitted heights should be in range of 42 to 45 feet. Maximum base density permitted should be 4 to 8 dwelling units per acre, with additional density permitted for meeting additional design criteria.

d. Provide for enforceable Design Guidelines, as permitted in Article VII-A under the MPC, relative to Traditional Neighborhood Development. Such standards should address, as a minimum, the following elements:

- Building location and orientation;
- Building facades, including: variation in materials, materials in keeping with East Bradford Township character and context, variation in rooflines, proportionate window openings, prohibition of blank walls, and generally ensuring that the view into the site from roads and adjoining properties has curb appeal;
- Parking location, screening, and greening;
- Screening, landscaping, and lighting;
- Setbacks for additional height;
- Streetscape amenities;
- Minimum amounts and types of pedestrian amenities (benches, lighting, etc.); and
- Minimum areas for a variety of open space types (plaza, green, tot lot, etc.) with design standards for each.

<u>Next Steps</u>

i. Assess West Chester Borough inclination to coordinate a future vision for the boundary/gateway area at Bradford Avenue/Downingtown Pike/Strasburg Road

ii. Determine whether a consultant or in-house staff will develop draft text Amendments, map Amendments, and design guidelines; develop a request for proposals (RFP), and pursue funding opportunities through the CCPC VPP.

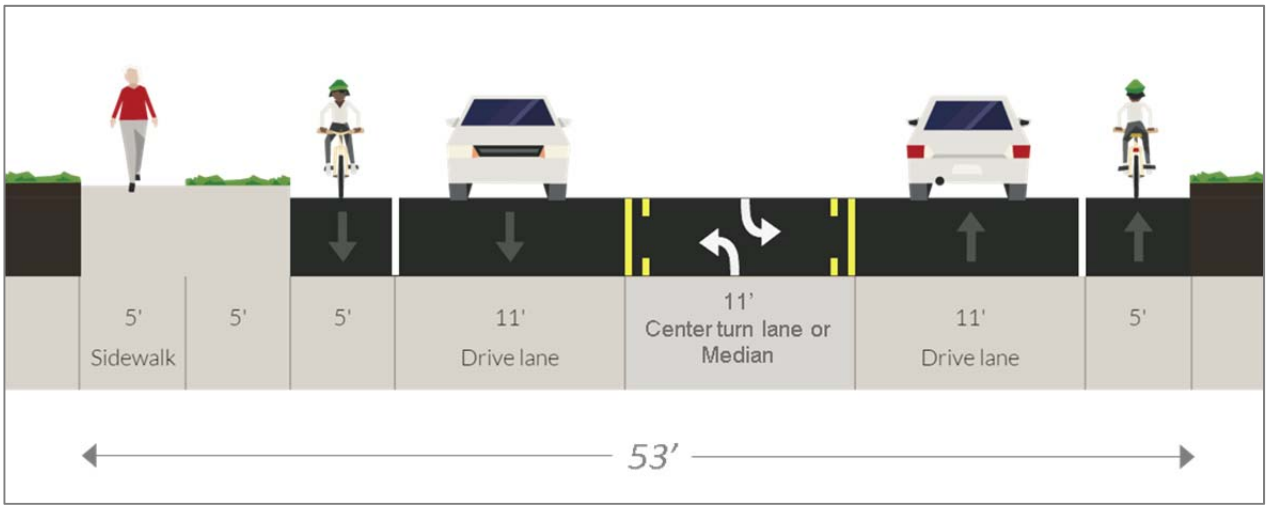
iii. Consider the fiscal impact and viability of any zoning revisions at the time of such proposal.

2. Facilitate priority bike and pedestrian connections along the corridor.

While there are several potential multimodal connections along the Corridor, priorities in the coming years focus on bike lanes on both sides along the Downingtown Pike corridor and a pedestrian pathway on the south side of Downingtown Pike from the Brookworth Plaza (Acme) site to Bradford Plaza. An idealized cross section depicting this arrangement is shown

in Figure 7. While further examination of existing conditions along the entire corridor is needed, this concept depicts the Township's vision for connectivity.

Figure 7. Idealized cross section of Downingtown Pike with a bike lane on both sides and a pedestrian pathway along the south side. *Source: McMahon Associates*



Next Steps

i. As redevelopment occurs along the corridor, consider requiring the implementation of the future vision for Downingtown Pike, including the bicycle lanes and pedestrian pathway. Coordinate closely with developers and PennDOT on the design of multimodal transportation infrastructure during the land development review and approval process.

ii. Conduct a field inventory to identify constraints and challenges to implementing the bicycle lanes and pedestrian pathway. For the bicycle lanes, specifically identify locations where the existing shoulders are less than 5-feet wide or the shoulder width is compromised by overgrown vegetation or other obstacles. Also, identify appropriate termini for the bicycle lanes. For the pedestrian pathway, identify any existing features, such as bridges, other structures, or steep slopes that may be an impediment to implementing a 5-foot wide sidewalk and 5-foot wide buffer area on the southside of Downingtown Pike. Consider pedestrian crosswalk opportunities at W. Ashbridge Street, Marshal Street, and others that will allow local residents on the north side to access retail opportunities.

iii. Coordinate with PennDOT and the Chester County Planning Commission to explore opportunities to stripe bike lanes as part of PennDOT's future resurfacing or maintenance program.

iv. Consider developing a conceptual plan and cost estimate that delineates the bicycle lanes and/or pedestrian pathway, focused specifically on segments where redevelopment is unlikely to provide the improvements. The conceptual plan and cost

estimate can be used to pursue funding sources and other opportunities to implement the vision for the Downingtown Pike corridor.

v. Coordinate with West Chester Borough on the ultimate connection of bike lanes into the Borough.

vi. Coordinate with West Chester Borough, Chester County Planning Commission, Delaware Valley Regional Planning Commission, and PennDOT to request a change in the functional classification of Downingtown Pike (SR 3072) between Strasburg Road (SR 162) and the Route 322 Bypass from Principal (or Regional) to Minor (or Community) Arterial. This change in classification is consistent with the current roadway characteristics for this segment, including current traffic volumes and operating speeds. Since classification is used to select appropriate design standards, changing the classification is also an important step for the implementation of the future vision for the Downingtown Pike corridor.

Secondary Projects for Consideration

1. Consider amending the Official Map to show the Produce and More property as Land Proposed for Future Conservation Easement as well as showing proposed bike lanes and sidewalks along the corridor.

2. Improved education/enforcement of proper trail usage, particularly at Timber Top Farm, including improved communications via Township website and newsletter.

3. Consider the reorganization of Township resources to better enable education, monitoring, and enforcement of Township trails and open spaces.

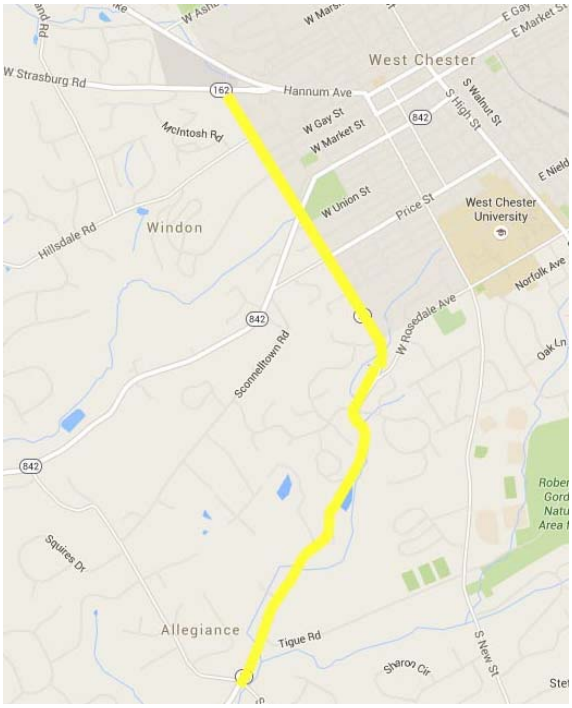
4. Continue to explore potential alignments of a trail along Taylor Run that will connect to Hoopes Park in West Chester Borough. The Business Route 322 crossing alternatives will require additional study to weigh the advantages/disadvantage of an underpass near the existing culvert or an at-grade crossing of the busy arterial.

5. Reconsider the Township's policy towards alcoholic beverages and its status as a "dry" Township. The Township would like to see more restaurants successfully locate within its commercial districts. If voters approved a referendum to change the policy, permitting liquor licenses within Township boundaries could increase chances of success of such establishments.

2. BRADFORD AVENUE/LENAPE ROAD CORRIDOR BETWEEN DOWNINGTOWN PIKE AND BIRMINGHAM ROAD

The Bradford Avenue/Lenape Road corridor runs south from Downingtown Pike through the most populated areas of East Bradford Township before leading into Pocopson Township. This corridor is a strategic priority for the Township for several reasons.

Figure 8. Bradford Avenue/Lenape Road Priority Focus Area

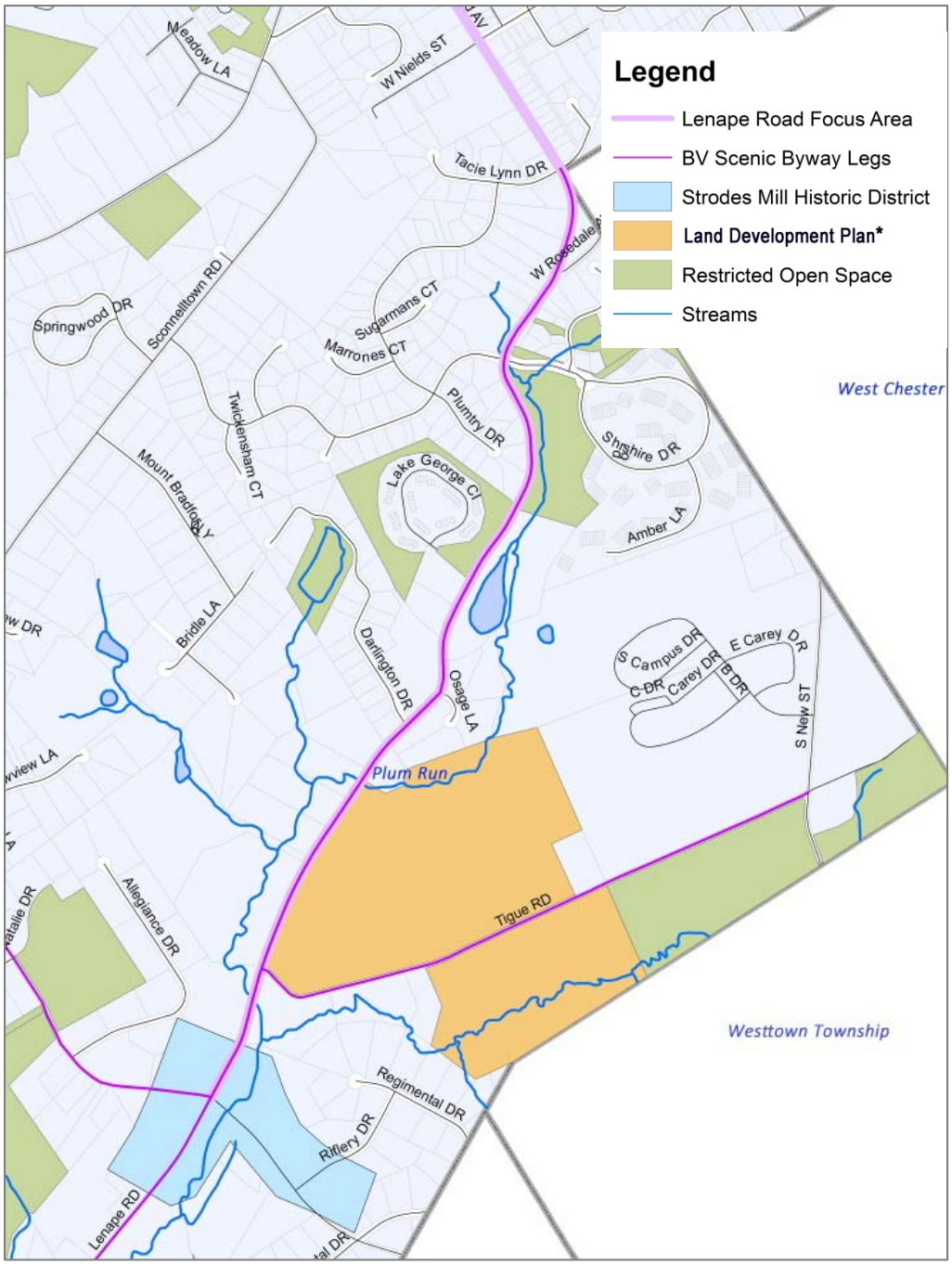


1. Bradford Avenue is the primary interface between West Chester Borough and the Township and is home to several community institutions and gathering places that are enjoyed by residents of both municipalities, including the Chester County Art Association, Hillsdale Elementary School, and Everhart Park. However, the roadway's intermittent sidewalks, lack of crosswalks, combined with the inclination of traffic to roll through stop signs, and/ or speed in areas where the pavement will allow is a barrier to the movement of pedestrians and cyclists between the two communities.

2. Safe multi-modal access along and across Bradford Avenue is not only important to local residents, but is also critical to many regional plans, including the Brandywine Creek Greenway Strategic Action Plan and Central Chester County Bike and Pedestrian Circulation Plan (both discussed in more detail in the following section). An ultimate linkage between West Chester Borough, the Brandywine Creek trail, and thus the regional trail network requires increased connectivity along this pivotal segment.

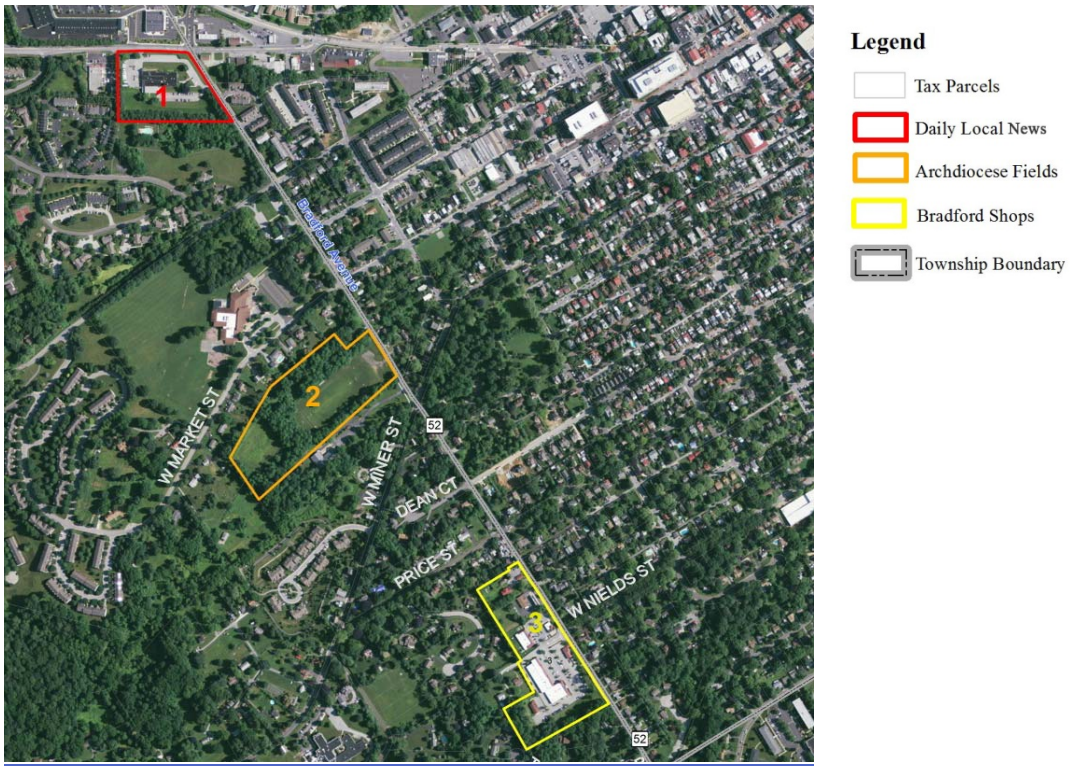
3. Lenape Road contains significant resources of note, including the impaired Plum Run watershed and Strode's Mill Historic District, as depicted on Figure 9. It is also a designated leg of the Brandywine Valley Scenic Byway (See Map 2, Brandywine Valley Scenic Byway in East Bradford Township) and is referenced in the Brandywine Battlefield Preservation Plan. However, for purposes of this Plan, the Lenape Road study area is bounded by West Chester Borough and the Strode's Mill Historic District at Birmingham Road.

Figure 9. Key properties along Lenape Road



*Note: A land development application for residential development at Tigue Farm is currently under review by the Township.

Figure 10. Key properties along Bradford Avenue



There are four main issues of concern to the residents and Township: retail viability, threatened open space, lack of bike/pedestrian circulation and connectivity, and maintaining the historic, scenic and natural character of the Brandywine Valley Scenic Byway.

BRADFORD AVENUE RETAIL VIABILITY

Commercial properties along Bradford Avenue share similar struggles to those along Downingtown Pike. The former Daily Local News building (Site #1 in Figure 10) at the corner of Strasburg Road has been for sale for an extended period of time to no avail. Topography of the site obscures visibility and makes it undesirable for the types of commercial uses permitted there.

Bradford Shops

Further south, the Bradford Shops (Site #3 in Figure 10) also experience high turnover and vacancies, particularly for restaurant uses, despite its proximity to West Chester Borough and East Bradford neighborhoods. This unique shopping center contains historic buildings that have been adaptively reused. The Township would like to see the shopping center be successful, thus ensuring the continued viability of the historic structures.

THREATENED OPEN SPACE

The Archdiocese fields (Site #2 in Figure 10) are currently used for athletic events by St. Agnes School in the Borough, but are a key active recreation site for the nearby community. Though there is no near term discussion of sale of the property, the Archdiocese has sold key properties in the region over the last several years. The Township envisions these fields remaining as open space for active recreation in the long term, whether as a Township property or through a partner organization.

LACK OF BICYCLE AND PEDESTRIAN CIRCULATION AND CONNECTIVITY

Sidewalk along Bradford Avenue

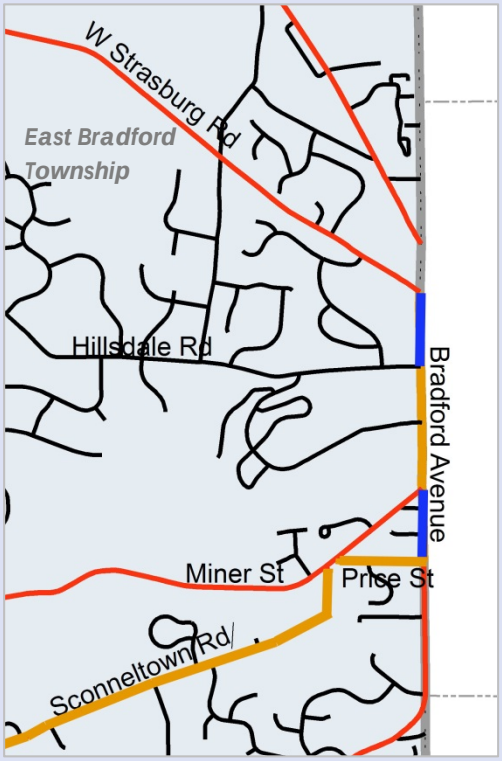
Bradford Avenue, with its close knit neighborhoods, mix of community services and institutions, and shared border with West Chester Borough, is an ideal location for walking and biking. It is home to many beloved and shared community assets such as the Archdiocese Fields, Hillsdale Elementary School, Everhart Park, and the Chester County Art Association. It is the gateway for East Bradford residents who want to enjoy the shops, services, and restaurants offered by the Borough, and the entry point for Borough residents to access recreational opportunities and trails in the Township.

However, the two-lane roadway is a barrier to bike and pedestrian movement. As mentioned previously, sidewalks and crosswalks are sporadic and often in poor condition. Frequent crossroads can be a positive factor in creating connectivity, but comments from the community survey report that “rolling stops” create unsafe conditions for crossing, even at stop signs. Existing pavement conditions along some stretches cause drivers to drive in the opposing lane to avoid potholes and uneven pavement, leading to greater uncertainty for pedestrians.

The corridor is in need of a continuous sidewalk/pathway with highly visible crosswalks at key intersections, and complementary signage. Retrofitting such facilities along the corridor is complicated by the numerous private property owners, steep embankments, and utilities.

Adding to the complexity of improving the corridor is the shared ownership of the right-of-way. Through a formal maintenance agreement, responsibility for paving/patching, line striping, and snow/ice removal are split by road sections as depicted in Figure 11.

Figure 11. Split Maintenance Responsibilities for Bradford Avenue



Bradford Avenue is jointly owned by West Chester Borough and East Bradford Township to the north of Price Street and by PennDOT to the south of Price Street. Under a formal maintenance agreement, responsibility for paving/patching, line striping, and snow/ice removal are split by road sections as follows:

West Chester Borough: Strasburg Rd to Hillsdale Rd, and W. Miner St to Price St

East Bradford Township: Hillsdale Road to W. Miner Street

PENNDOT: South of Price Street

LENAPE ROAD

With its clustered single family homes set back from the road in parklike settings, the character of Lenape Road is more rural than Bradford Avenue. The winding thoroughfare is less suitable for sidewalks, but is a popular route for cyclists, who share the road. Users report that sharing the road going south is fast, due to downhill conditions and traffic speeds, but acceptable for experienced riders. However, a north bound trip is considered unsafe by many due to traffic speeds, sharp curves, and the lack of shoulder, combined with uphill conditions.

The importance of multimodal connections remains high in this section of the corridor. Regional plans emphasize the long term importance of connecting West Chester Borough to the Brandywine Creek and other regional assets.

However, having numerous private landowners makes the acquisition of trail easements difficult and feasible routes are limited due to existing developments and the concentration of environmental resources.

One route, along Plum Run, is under consideration by the Brandywine Conservancy. A trail along the Plum Run corridor would not only provide a portion of the West Chester Borough-Brandywine Creek connection, but would also allow access to the impaired stream for clean-up, removal of invasive species, and other stream restoration activities. A land development application for residential development along Tigue Road is currently under review by the Township. As part of this development application, the Township can negotiate for a trail connection and open space that will make the Plum Run alignment more feasible.

MAINTAINING THE HISTORIC, SCENIC, AND NATURAL CHARACTER OF THE BRANDYWINE VALLEY SCENIC BYWAY

As part of the Brandywine Valley Scenic Byway, the general vision for this corridor is as follows:

The Brandywine Valley Scenic Byway will continue to be a place with a deep and varied history recognizable in the landscape and intertwined with a distinctive natural environment and pastoral scenic vistas- vibrant threads which together make a rich tapestry for the use and enjoyment of residents and visitors alike.

One of the key goals for the corridor management plan focuses on conservation and enhancement of the historic resources that make the corridor unique and worthy of preservation, while increasing awareness and appreciation for these assets through heritage tourism.

The Brandywine Valley Scenic Byway will continue to be a place with a deep and varied history recognizable in the landscape and intertwined with a distinctive natural environment and pastoral scenic vistas- vibrant threads which together make a rich tapestry for the use and enjoyment of residents and visitors alike

SOURCE: Brandywine Valley Scenic Byway Corridor Management Plan

This deep history is further documented in the Brandywine Battlefield Preservation Plan, which emphasizes the uniqueness and importance of this corridor as a Revolutionary War resource because of the number and authenticity of the structures (mills, farms, meetinghouses, etc.) still intact and visible from the roadway, but also because the rural landscape itself – the open fields, rolling hills, and stream valleys- exists much as it did in 1777.

Of particular relevance to this Priority Focus Area, the Battlefield Preservation Plan documents the Strode's Mill area, citing its importance as a staging area for British troops after they marched from Jefferis' Ford through Sconnelltown and before they engaged in battle directly to the south in Birmingham Township. As such the Battlefield Preservation Plan calls on the Strode's Mill Village

as a potential Heritage Center, or public interpretation site that focuses on the preparation for battle and British attack. The importance of Strode's Mill as an interpretative site is also discussed in the Scenic Byway Corridor Management Plan.

East Bradford Township has appointed a study committee to work with the Friends of Strode's Barn to develop a vision for the newly acquired site as a passive park and interpretive center. This committee will also work with the Brandywine Battlefield Task Force and Historic Resources and Interpretation Subcommittees to develop interpretive materials, tours, events, and signage.

Strodes Gallery in the Strodes Mill Historic District; Photo courtesy of Chester County Planning Commission

The Strode's Mill Historic District is located at the intersections of Lenape and Birmingham Roads and contains approximately 13 known contributing structures to the district's historic significance. The previous Comprehensive Plan called for an assessment of whether the district should be expanded and whether it should be considered a historic *Village* district in the Zoning Ordinance, appropriately highlighting the cohesiveness of the area and to develop a future vision that maintains and builds on this village quality.

GOAL

Enhance the overall function of Bradford Avenue/Lenape Road as a multimodal corridor that facilitates safe and convenient access between West Chester Borough, the Township, and the regional network, while protecting the natural, scenic, historic and cultural features of the corridor.

RECOMMENDATIONS

The following strategies have been identified as opportunities to improve the Bradford Avenue/Lenape Road corridor and are offered for future Township consideration:

1. *Consider promoting redevelopment of underperforming commercial properties along Bradford Avenue by permitting additional uses with design guidelines.*

   Similar to the commercial properties along Downingtown Pike, the Township would like to see the Daily Local News site at the intersection of Bradford Avenue and Strasburg Road, become a viable use. One option to consider for the property is a mixed commercial and residential redevelopment. As already demonstrated by its lengthy sale period, the site is not currently attractive as an office or commercial use. Reasons could include distance from the

main road, access, and topography. However, speakers at the developer panel hosted by the Township emphasized that the site's close proximity to services and the Borough, as well as its great potential for walkability make it attractive for medium to high density residential development, potentially with ground floor commercial. Such a change would require the Township to consider Zoning Ordinance Amendments.

2. *Maintain the Archdiocese fields site on the list of priority open space lands and consider amending the Official Map to show this property as "land proposed for future active recreation".*

These fields serve as an important source of active recreation for both the Township and Borough. If the site becomes available, the Township should work with other partners to determine an arrangement (rental and maintenance agreement) that will maintain the site in active recreation, specifically as athletic fields.

3. *Consider providing trail/bike/pedestrian connections along and across the corridor.*

Transforming Bradford Avenue into a multi-modal friendly corridor that enables residents and guests of both municipalities to safely and conveniently access the amenities offered in each requires the joint efforts of East Bradford and West Chester Borough, a relationship explored further in Priority Focus Area 4. Specific projects needed to make these connections include the following:

a. *Create a sidewalk and/or multi-use trail along Bradford Avenue from Strasburg Road to Nields Street.*

b. *Improve intersections and crossings at: Strasburg Road, Miner Street, Price Street, and Bradford Avenue.*

Pedestrian connections in the southern half of the Township are few. As this is the most populated area of the Township, sidewalks and/or trail easements require retrofitting into existing developments on hilly terrain and curvy roads and is therefore more challenging. However, pedestrian linkages in this area are equally important to the regional network, particularly the connection between West Chester Borough and the Brandywine Creek Greenway. Pedestrian facilities along Lenape Road are not appropriate or feasible. The Plum Run corridor, while challenging, has potential in that it would meet dual goals of restoration of natural features while providing recreational opportunities.

c. *Create a trail connection between Lenape Road and West Chester University/New Street along Plum Run.*

4. *Promote a sense of place along the corridor by identifying and prioritizing central "nodes" of activity, interpretative sites, and heritage centers in accordance with regional partners.*

a. *Continue working with Brandywine Battlefield Task Force, Brandywine Creek Greenway, Brandywine Valley Scenic Byway Commission, and other partners on a plan for the renovation and adaptive reuse of the Strode's Barn site.*

Uses to be considered on the site include: visitor information and historic interpretation, trailhead/trail connections, and natural resource protection and restoration.

b. *Establish Strode's Mill more formally as an Historic Village District in the Zoning Ordinance and develop a Plan that assesses appropriate uses.*

c. *Consider expanding the Strode's Mill Historic District, subject to review by the Historical Architectural Review Board (HARB) in accordance with the Future Land Use Plan.*

5. *Enhance the appearance and safety of the corridor.*

a. *Improve maintenance, particularly of Bradford Avenue, by coordinating maintenance with West Chester Borough and regularly trimming trees and brush.*

b. *Address speeding issues.*

c. *Consider street trees and/or street lights (in cooperation with West Chester Borough) along Bradford Avenue as part of redevelopment.*

IMPLEMENTATION

Priority Projects for Consideration

1. *Implement a Bradford Avenue pedestrian path.*

Create a continuous sidewalk or multiuse trail along Bradford Avenue from Downingtown Pike (Business 322) to Nields Street, including intersection improvements at Strasburg Road (to improve access to Bradford Plaza as well as into the Borough), Miner Street, and Price Street.

While the Township should pursue a Corridor Concept Plan in conjunction with West Chester Borough (described in Next Steps), the starting point for such discussion begins with an overall vision. A potential alignment for the proposed pedestrian pathway is depicted in Map 3. This draft was developed with the Task Force and presented to Borough officials for initial comment and review.

Next Steps to Consider

i. Coordinate with West Chester Borough to develop a set of mutual goals and benefits of improvements to the Corridor.

ii. Consider a joint Bradford Avenue Corridor Plan in cooperation with West Chester Borough, including a conceptual improvement plan and cost estimate for the continuous pedestrian facility and improved crossings along the Bradford Avenue corridor. This concept plan should identify barriers, alternative sidewalk/trail alignments, intersection

improvements, and streetscape improvements, and traffic calming strategies. The plan should be developed with stakeholder and public involvement.

2. Develop and adopt Zoning Ordinance and Map Amendments.

The Township should consider Zoning Ordinance and Zoning Map Amendments that address the following:

a. Permit higher density residential (townhomes, stacked townhomes, or apartments) as a stand-alone option or as part of a mixed-use development on the Daily Local News site. Such amendments should allow for new uses proposed by the Future Land Use Map and consider a greater intensity than currently permitted. Any increases in density/intensity should be directly related to design standards that relate to building and parking location, building façade and materials, open space, landscaping, appearance from the street as well as surrounding neighborhoods, curb appeal, etc.

   As part of such Zoning Amendments, the Township may wish to assess the fiscal impacts of such a change as part of the decision process. This analysis weighs anticipated revenues generated by development against the anticipated expenses.

b. Any zoning ordinance amendments should incorporate Design Guidelines as well as incentives for raising the bar on good design though density and height bonuses (where appropriate). "Good design" is defined by the Township in many ways including:

   - Building location and orientation;
   - Building façade: variation in materials, materials in keeping with East Bradford Township context, variation in rooflines, window openings and orientation;
   - Parking location and screening;
   - Screening, landscaping, and lighting;
   - Setbacks for additional height;
   - Pedestrian amenities (benches, lighting, etc.); and
   - Public realm amenities (plaza space, etc.).

c. Consider an overlay district for the Bradford Avenue corridor to address streetscape and sidewalk amenities, in conjunction with West Chester Borough.

Next Steps to Consider

i. Consider coordinating with West Chester Borough on a future vision for the boundary/gateway area at Bradford Avenue/Route 322/Strasburg Road.

ii. Develop an RFP (if Township staff is not to undertake the project) to draft Zoning Ordinance Amendments, Zoning Map Amendments, and Design Guidelines for this area, specifically addressing the Daily Local site, and to incorporate the design concepts developed as part of the Bradford Avenue Concept Plan.

3. Implement the Plum Run Trail. See Bike/Pedestrian Circulation Priority Focus Area

Secondary Projects for Consideration

1. Update the Official Map to reflect the Archdiocese Fields as Open Space, and to add sidewalk in accordance with a completed Bradford Avenue Concept Plan.

2. Consider a referendum on the Township's current dry status.

3. Coordinate improvements, including maintenance and paving, with the Borough of West Chester. (See further discussion in Part III.4.)

4. Work collaboratively with the Brandywine Valley Scenic Byway Commission to implement the Corridor Management Plan.

5. Consider expansion of the Strode's Mill Historic District, subject to review by the HARB, in accordance with the Future Land Use Plan, and formal designation as an Historic *Village* District in the Township Zoning Ordinance.

3. BICYCLE AND PEDESTRIAN CIRCULATION AND CONNECTIVITY

Creating a network of sidewalks, trails, multi-use paths, and bike lanes that allow people to reach employment, recreation, play, home, and other destinations without having to drive has become a strategic goal for many municipalities across Pennsylvania. Communities with greater opportunities to walk and bike are projected to be more attractive to future residents and businesses, while providing greater benefits for health and sustainability. The Delaware Valley Regional Planning Commission (DVRPC) has provided a framework for regional trails with "the Circuit", Greater Philadelphia's Regional Trail network. Building on this framework, Chester County, in its *Linking Landscapes*, has made significant progress in supporting trail planning and construction. Chester County's recent report, "Central Chester County Bicycle and Pedestrian Circulation Plan," focuses on the development of trails linking seven municipalities, including East Bradford Township.

In East Bradford Township, the online community survey provided strong support for trail development and open space. Nearly 72% of respondents were strongly in favor of directing more Township resources towards improving the bike and pedestrian network.

Nearly 72% of survey respondents were strongly in favor of directing more Township resources towards improving the bike and pedestrian network.

East Bradford Township's existing network consists of numerous trails located on Township parkland and preserve properties, on homeowners' association land, within privately held open space, such as Stroud Preserve, and easements held on private land such as Timber Top Farm. The most well-known and used trail is the East Branch Brandywine Trail, a 2.5 mile section along the Brandywine Creek in the northwest section of the Township.

With a wealth of existing plans focused on the development of a trail and multi-modal network in the Township, the focus of this Plan was prioritizing the connections and next steps, so that the limited resources available to the Township can be used strategically.

GOAL

Create a safe and comprehensive trail network that provides multimodal options for all ages, is compatible and complimentary to the Township's scenic, historic, and natural landscape, well integrated with the regional trail network, and that is accessible from local neighborhoods.

RECOMMENDATIONS

The following recommendations are put forth for future Township consideration:

Map 4 depicts the Township's proposed Trail Plan. Where applicable, specific recommendations depicted on Map 4 are referenced within the text, e.g. "A1".

1. *Support regional connections/extensions beyond the Township's borders.*

   Planned improvements within the Township are intended to improve multimodal connectivity on a regional level. Accessing the greater regional trail and transit hubs is an essential goal of the County and Township plans. Chester County is currently studying an extension of the Chester Valley Trail to Downingtown Borough and the Downingtown Train Station.

   a. *Promote access to SEPTA Regional Rail and Chester Valley Trail.*

      i. Support the Brandywine Trail Extension north to Downingtown Train Station (A1).

      ii. Support Chester Valley Trail Extension west to Route 322 near Downingtown.

         - *Participate in Chester Valley Trail Extension Feasibility Study being completed by the Chester County Planning Commission.*

      iii. Support and enhance existing connections, such as along Skelp Level Road and Valley Creek Road, which could provide access to an extended Chester Valley Trail (A2).

      iv. Support connections to the West Chester Transportation Center.

   b. *Support connections to the South to Birmingham and Pocopson Townships.*

2. *Further complete the Brandywine Trail.*

   As a priority corridor in the regional network, the Brandywine Trail is of utmost importance and its completion is a long term goal. The more than 2.5 miles of trail currently completed represents a small portion of the total planned.

   a. Cooperate with the County, land trusts, and Township landowners to complete the Brandywine Greenway and Trail.

   b. Provide connections to/from existing parks/preserves/open space and residential neighborhoods.

   c. Design portions to be accessible for handicapped and elderly users.

   d. Advocate that the Brandywine Creek Greenway Strategic Action Plan incorporate Birmingham Road as an important "Recreational Corridor" and a key connection to parks and open space in Birmingham Township.

   e. Leverage the importance of this trail to gain funding.

3. *Complete off road trail connections between existing parks/preserves/open space.*

Increasing local access to the trail network is a critical link to achieving recreation within close proximity to homes and providing access and recreational options to a wider variety of ages. Potential connections are many and varied.

a. *Consider the following criteria for prioritizing neighborhood connections:*

   i. Connections that contribute to overarching goals and regional connections, projects in progress, use, degree of improvement needed;

   ii. Feasibility;

   iii. Focus on southern portion of the Township in order to serve the more densely populated areas of the Township;

   iv. Focus on east-west connections, particularly to connect the Borough to the Brandywine Creek;

   v. Connections suggested by other plans; and

   vi. Connections that incorporate historic features of the Township.

b. *Connect neighborhoods using safe on-road routes that could be mapped and used by any age or level to get to particular destinations.*

4. *Provide on-road bicycle facilities, including signage and other design treatments.*

a. *Focus on routes that require safety improvements and/or routes serving a high number of users first.*

b. *Treatments should be individualized to existing conditions.* Such treatments may include, but are not limited to: clearing vegetation, improving pavement quality and smoothness, providing traffic calming measures, providing narrower travel lanes and wider shoulders, uphill bike lanes, signage, and/or enhanced crossings of major roadways.

c. *Consider prioritizing the bike route from Valley Creek Road to West Chester Borough (via Creek Road and Route 842)* and:

   i. Provide a paved, off-road bike facility through Mount Bradford Preserve that connects to Sconnelltown Road; and

   ii. Provide an off-road bike path that allows riders to bypass the intersection of Creek Road and Route 842. Such a bypass could be located in the adjacent Township owned land commonly referred to as the Miner Street Open Space.

d. *Improve maintenance for better safety.*

   i. *Work with PennDOT to coordinate or swap in-kind services:* such as sweeping shoulders, improving pavement, reducing "tar and chip" paving work or emphasizing clean up afterwards.

5. *Promote use and educate users about existing and future trails.*
   a. *Expand parking opportunities along trail routes.*
   b. *Educate users on trail etiquette, focusing on young children, teens, and families.*
   c. *Develop an effective and cohesive signage program for trails, parks and open spaces.*
      i. Mark entrances to parks, greenways, and trails with appropriate signage
      ii. Develop quality trails maps for public use.

IMPLEMENTATION

Priority Projects for Consideration

1. *M. John Johnson to Stroud Preserve Trail Segment (B3 on Map 4, Proposed Bike/Ped Connections).*

Presently a 2.5 mile section of the East Branch Brandywine Trail is completed from Brandywine Meadows Preserve in West Bradford Township to the M. John Johnson Nature Center along Skelp Level Road in East Bradford Township. The next contiguous section is a highly challenging trail segment that runs from the current terminus at the M. John Johnson Nature Center to Ingrams Mill and then to Stroud Preserve.

The complexity of this section is created by the need to cross Valley Creek and two smaller tributaries; working with various land owners (large and small), including an HOA; obtaining PECO approval to pass through the substation lot; permitting and construction for wetland boardwalks; and determining a safe and accessible crossing and potential parking area at Route 162/Strasburg Road. Several portions of the trail easements are in place as negotiations with others, including PennDOT and PECO, are underway.

The selection of this project as a priority stems from:

- the importance of the Brandywine Trail as a regional connection; and
- an urgency and opportunity created by PennDOT's pending realignment of Route 322 and replacement of the Brandywine Creek bridge (See Figure 12). Replacement of this bridge creates two vital opportunities for the trail: 1) It has the potential to cross Route 322 via an underpass along Brandywine Creek, which is vastly preferred over an at-grade crossing of Route 322; and 2) The land vacated as a result of the project could be used as a needed parking area and trailhead.

Figure 12. M. John Johnson to Stroud Preserve Trail

Next Steps to Consider

i. Continue talks with landowners to acquire easements, including PECO and PennDOT, and with an immediate focus on the Brandywine Creek replacement bridge design.

- o Consider drafting a conceptual alignment for the segment between Ingrams Mill and Stroud Preserve, with particular attention to:
  - potential easements on Cope's Lane HOA property;
  - confirming the best option for crossing Creek Road (prior feasibility study concluded that a westerly alignment and crossing at Route 162 was the best option);

- ensuring that the trail alignment connects with the internal trail network, existing and planned, at Stroud Preserve. (Stroud Preserve is currently proposing to realign the "End to End Trail", to better access existing parking areas.)

ii. Design and Permitting:

- Consider assessment and permitting for two bridges (small tributary crossings) on the Cammarato property.

2. Plum Run Trail (B2 on Map 4, Bike/Pedestrian Connections)

The Plum Run Trail is intended to connect West Chester Borough with the Brandywine Trail, more specifically from WCU/Gordon Nature Center along New Street to the Lenape Picnic Park and the Brandywine Trail.

The Brandywine Conservancy is developing a conceptual alignment and identifying opportunities and barriers to such alignment. They will then enter into discussions with landowners, including HOAs and Radley Run Country Club to start the public process and build public support for the trail concept.

Next Steps to Consider

i. The Township should consider continued support and partnership with the Brandywine Conservancy as they:

- Initiate a public discussion of the trail concept aimed at increasing support;
- Finalize a conceptual alignment; and
- Conduct a feasibility study of the conceptual alignment.

ii. Continue negotiating with developer of the Tigue Tract on the implementation of trail connections as part of the land development process.

Secondary Projects for Consideration

1. Develop and adopt Zoning Ordinance and Subdivision and Land Development Ordinance revisions.

East Bradford Township has been working with the Chester County Planning Commission to implement the recommendations of the Central Chester County Bicycle and Pedestrian Plan. Recommended amendments that the Township should consider include:

- Definitions that directly address bike, pedestrian, and public transit infrastructure such as sharrows, bike lanes, bike racks, bus shelters, walkways, and shared roadways;
- Design standards for sidewalks, crosswalks, and other bike/pedestrian infrastructure; and
- Enhanced requirements for these amenities.

2. Complete additional trail connections.

Map 4, Proposed Bike/Pedestrian Connections shows the many planned trail connections that are considered for the long term and as opportunities arise. Continuation of the Township's efforts to acquire easements and build on this trail network is consistent with the overall goals and strategies for the future. Connections such as the bike route along Valley Creek Road/Creek Road and Route 842 as well as the County Seat Trail along Route 842/Sconnelltown Road are also considered of higher importance to the Township, but with a longer time horizon.

<u>Next Steps to Consider</u>

i. Continue to pursue trail easement and use agreements with HOAs to link trails into the broader trail network and extend local public access to recreational opportunities

ii. Use this Comprehensive Plan and existing partnerships to gain a competitive advantage in receiving grant funds.

iii. When negotiating conservation easements, negotiate for right of way that allows trail and greenway construction.

iv. Continue to prioritize trails by segment, such as shown in this plan, for more focused implementation.

v. Design portions of greenways and trails for ADA accessibility.

4. INTERMUNICIPAL PLANNING & COORDINATION WITH WEST CHESTER BOROUGH

East Bradford Township has long been committed to regional planning in the West Chester area. Per the 2004 Comprehensive Plan, the Township views its role in the region as that of a premier residential community charged with the stewardship of vital community resources, such as the Brandywine Creek, and home to critical linkages in the regional trail system. Looking ahead, the Township continues to value these roles and remains dedicated to regional planning efforts, such as the West Chester Area Council of Governments (WCACOG).

Aerial view of the East Bradford/West Chester area.

Though East Bradford shares boundaries with seven different municipalities, its relationship with West Chester Borough is viewed as being particularly important and worthy of strategic, expanded efforts. This belief stems from the degree to which the strengths of the two municipalities naturally complement each other and create unique opportunities for mutual benefit.

East Bradford has made a concerted effort to focus on open space and residential development, and conversely has minimized the amount of commercial development permitted within Township boundaries. This minimal amount of commercial development is auto-oriented in character, intended to serve local residents, and meet the requirements of the MPC. As a result, East Bradford Township residents consider West Chester Borough their

"downtown". According to the community survey, close proximity to the shops, services, cultural and other community events hosted within the Borough is one of residents' three favorite characteristics about living in the Township. Residents thus support the diversity of West Chester businesses and the community, while the limited commercial development in the Township is deliberately intended to not compete with businesses downtown.

The proximity to East Bradford's wealth of regionally recognized open spaces and recreational opportunities, including the Brandywine Creek Trail and Greenway, can enhance the attractiveness of the Borough to residents and businesses and increase quality of life. As open spaces within the Borough are limited, increasing access to an extensive existing and planned network of natural, cultural, and scenic resources nearby not only increases quality of life for Borough residents, but also can bolster businesses through possible regional heritage and/or recreational tourism.

Furthermore, the Township and Borough have an established foundation on which to build cooperation and coordination. Past and present examples of this collaboration include:

- A previous arrangement with West Chester Recreation Department whereby the Township provided proportional financial support for the Borough to offer recreational opportunities to Township residents;
- Existing and longstanding contractual agreement that allows Borough police to monitor and serve East Bradford Township; and
- Current joint grant application to build a pedestrian connection at Hannum Avenue and Route 322, funded by the Automated Red Light Enforcement (ARLE) Funding Program.
- Continued cooperation with West Chester Borough for the treatment of sewer.

GOAL

Increase intermunicipal planning and coordination between East Bradford Township and West Chester Borough, particularly in regards to land use, for the mutual benefit of both municipalities.

RECOMMENDATIONS

As part of this planning effort, the Comprehensive Plan Task Forces for both the Township and West Chester Borough met to discuss areas of mutual benefit and interest. The following

strategies were provided for discussion and were generally received in a positive light, and presented here for Township consideration:

1. Continue to emphasize complementary land uses along shared borders.

Much of this Plan focuses on areas of mutual concern between West Chester Borough and East Bradford Township. The future visions for Downingtown Pike, Bradford Avenue, and Lenape Road are intended to have a positive impact on the Borough as well as the Township, but these impacts can be amplified if coordinated between the two municipalities. In terms of redevelopment and land uses, the following concepts were discussed and supported by both municipalities. East Bradford Township will consider:

- Encouraging more housing options that will increase options for aging in place in East Bradford Township and in close proximity to the Borough in order to take advantage of the amenities, transit, and planned connectivity.
- Planning for complimentary commercial and residential uses along Downingtown Pike that serve the needs of Township residents, while minimizing competition to the downtown.
- Coordinating visions for the boundary surrounding Route 322/Strasburg Road/Bradford Avenue in terms of building heights and setbacks.
- Maintaining compatible land uses on both sides of Bradford Avenue.
- Maintaining and promoting the extension of open space and trail connections between Eat Bradford Township and West Chester Borough as further discussed below.

2. Coordinate streetscape elements along shared borders, particularly Bradford Avenue.

The Township and Borough should strive for cohesive and consistent design elements, in terms of street lights and street trees, sidewalks, crosswalks, and signage along these corridors. The Township and Borough should consider developing a set of consistent standards that address these amenities as well as the preferred tools for implementing them. Bradford Avenue, in particular, is an issue that cannot be addressed without direct Borough involvement and cooperation.

3. Improve multimodal connectivity between the two municipalities.

The Township and Borough should continue to work together and consider efforts to better meet mutual goals of enhanced connectivity for cyclists and pedestrians along and across shared borders, such as:

a. *A coordinated plan for Bike/Pedestrian facilities along Bradford Avenue*. As discussed in depth in the Bradford Avenue/Lenape Road Priority Focus Area, Bradford Avenue is a critical corridor that is co-owned and managed by the Borough, Township and PennDOT. A joint conceptual plan for this roadway might include:

   - A continuous network of sidewalk/trail along at least one side of the street from Downingtown Pike to Nields Street;
   - Evaluation of bicycle facilities, such as shared travel lanes with appropriate signage or striping to indicate increased bicycle traffic; and
   - Intersection improvements and crosswalks to improve overall connectivity and access between the two municipalities.

   Improvements along Bradford Avenue would enable the connection of several planned trails, including:

   - County Seat Corridor Trail: This trail is intended to connect the Borough to the Brandywine Creek Trail via Miner Street and/or Sconnelltown Road. It is a long term priority, but will require the improvement of the Miner Street/Bradford Avenue intersection;
   - The trail along the Chester County Art Association property;
   - West Chester-Lenape Trolley Line Trail: This conceptual connection runs along the abandoned trolley line, to the south of Sconnelltown Road and connects to the Lenape Picnic Park. A significant portion of the right of way was set aside during land development, but never pursued as a trail. The proposed alignment would connect Sconnelltown Road to W Nields Street; and
   - West Chester Borough is currently working with the County on a Transportation Plan for Market Street between Darlington and Church Streets. Extension of this study to include Bradford Avenue could be a potential early action item for improving connectivity.

b. *Taylor Run Trail*: This planned trail runs from Hoopes Park in West Chester Borough along Taylor Run to Timber Top Farm and then to Stroud Preserve. At present, the alignment of a trail across/under Route 322 and into the Borough has not been conceptualized and is a long term priority for the Township.

c. *Downingtown Pike Bike Lanes*: The Central Chester County Bicycle and Pedestrian Plan and this East Bradford Township Comprehensive Plan envisions a bike lane along both sides of Downingtown Pike. The extension of such bike access would need to be coordinated to connect with planned bike routes within the Borough.

d. *Plum Run Trail*: The planned Plum Run Trail is intended to provide a connection from the Borough to the Brandywine Creek Trail via South New Street at the Gordon Nature Center.

4. Explore additional and expanded shared services.

In the face of aging infrastructure and growing and/or aging populations, many municipalities struggle to maintain fiscal soundness while meeting increased service demands. Shared services offer options to share costs and decrease capital expenditures, creating economies of scale that also result in increased efficiency and effectiveness of service.

Currently, East Bradford has a contractual agreement with the Borough for the provision of police services in the Township, as well as sewer services. The near future may bring additional opportunities to share services, particularly in code enforcement and public works.

In the past, East Bradford has provided fees to West Chester Borough for offering recreational programming opportunities to Township residents. The program ended in the mid-2000s. However, it may be appropriate to reconsider a recreational collaboration again in light of current demands by Township residents, and the significant existing (and planned) open space and trail facilities that East Bradford Township provides in close proximity of the Borough.

5. Develop a framework for ongoing communication and cooperation with West Chester Borough.

While municipal coordination and cooperation between the two municipalities is expressed with the best of intents, the reality is that aligning the priorities of multiple stakeholders, and timing of funding opportunities with the needs and desires of multiple constituents and elected officials is a complex undertaking. Establishing long term coordination between the two municipalities should be built upon a framework of regular communication. Some initial steps could include:

- Sharing of meeting minutes for both Planning Commissions, Board of Supervisors, and Borough Council meetings;
- Distribution of land development applications that are located within close proximity of shared borders; and
- Creating a working group that meets regularly, perhaps quarterly or bi-annually, to discuss shared issues.

6. Consider long term land use compatibility and coordination.

a. *Consider joint land use planning in the future.* The PA MPC, as interpreted in case law, requires that municipalities zone for every use within their borders. Thus each of the 2,561 municipalities in PA must zone for all types of residential and nonresidential uses regardless of context or appropriateness of those types of uses. The only exception is where municipalities jointly and cooperatively plan and zone. In the past, this cooperation required a Multi-municipal Comprehensive Plan and joint Zoning

Ordinance. This is no longer true and multimunicipal collaborations can be achieved through parallel planning processes that demonstrate a consistent set of goals and action items. Minimum steps to establish this type of collaboration will require legal interpretation, but could include an Intermunicipal agreement or the cross-adoption by collaborating municipalities' of the implementation portion of each other's Comprehensive Plans.

Joint land use planning enables the municipalities to jointly provide for every use, while not having to provide for them individually. For instance, West Chester Borough could count the auto-oriented commercial services already located in East Bradford, thereby reducing its commercial services zoning district and extending the downtown and its associated uses. In turn, East Bradford could maintain current levels of high density housing, as it would be able to count that already located in West Chester.

Additionally, joint planning applications for grant funding are scored more favorably by the County, DVRPC, and State.

b. *Consider a Transfer of Development Rights (TDR) Program*. A TDR program could allow the Borough and Township to transfer development rights from one parcel to another in the other jurisdiction. While typically TDR is used to preserve open space in one area and direct that potential development to an area of higher intensity, it could also in this instance be used to preserve remaining open space within the Borough and transfer the development rights to developable parcels in appropriate areas (i.e., Route 322) in the Township. This could be enabled by consistent Zoning Ordinance provisions between the two municipalities and the designation of mutually appropriate sending and receiving areas.

IMPLEMENTATION

Priority Projects for Consideration

1. *Create a formal working group that meets regularly to discuss issues of mutual interest, including:*
   a. Continue staff level discussions regarding opportunities to share code enforcement and public works services;
   b. Coordinate maintenance of Bradford Avenue;
   c. Consistent building and streetscape standards for shared borders; and
   d. Planned open space preservation and trail connections.
2. *Establish a joint policy for regular communications regarding:*
   a. Advance notice of development plans in close proximity (1/4 mile) of shared borders;

b. Advance notice (90+ days) of planned capital improvement projects; and

c. Sharing meeting minutes from Board of Supervisors/Borough Council and Planning Commissions meetings.

3. *Develop a joint Bradford Avenue Concept Plan. (See the Bradford Avenue/Lenape Road Priority Focus Area)*

Secondary Projects for Consideration

1. Consider joint Overlay Districts for Bradford Avenue and potentially for Downingtown Pike at the West Chester boundary to formalize the standards.

2. Consider the concept of an intermunicipal transfer of development rights program, including exploration of how it could apply to West Chester Borough and East Bradford Township, the benefits of the program, and potential sending areas and receiving areas. Formally discuss opportunities for a joint Transfer of Development Rights program that crosses the East Bradford Township/West Chester Borough boundaries.

3. Consider undertaking a joint Act 209 Transportation Plan that could help to fund a joint Impact fee for mutually beneficial multimodal improvements. Such a joint Plan requires that the municipalities adopt each other's Comprehensive Plans. The process of developing such a Plan requires that each municipality approve the advisory committee, land use assumptions report, roadway sufficiency analysis, and capital improvement plan.

4. Consider co-adoption of the East Bradford Township and West Chester Borough Comprehensive Plan Implementation Plans in order to formalize agreement on mutual goals and strategies and to provide a competitive advantage to future grant applications.

PART IV. OTHER ISSUES AND POLICIES

By design, this Comprehensive Plan Update has focused on strategic priorities, other than open space protection and preservation. These Priority Focus Areas are discussed at length in Part III. This next section covers additional topic areas, such as future land use, open space, transportation, and Township administration, where the Township's established policies are carried forward as part of this Plan, though perhaps with some refinements. It is not the intent of this Plan to unnecessarily duplicate previous inventories and analysis, but to summarize and emphasize recommendations that continue to be part of Township policies going forward.

1. LAND USE, HOUSING, & ECONOMIC DEVELOPMENT

Overall, the Future Land Use Map, depicted in Map 5, reflects a continuation of established policies: continued commitment to open space preservation and conservation, and a deliberate focus of more intense development on the eastern side of the Township near and in coordination with West Chester Borough. All future land use categories and their descriptions are shown in Figure 17. The introduction of a new Mixed Commercial-Residential land use category in this Comprehensive Plan represents a new direction in land use along the Downingtown Pike and Bradford Avenue corridors for the Township to consider. While, the Township's previous planning enforced a single-use approach to commercial development, the Mixed Commercial-Residential land use category is intended to encourage mixed use redevelopment, particularly along Downingtown Pike and Bradford Avenue.

The Mixed Commercial-Residential category represents both economic development and housing policy in that it is intended to address the needs for more variety in housing types and provide opportunity for newer patterns of commercial development. As the population ages, the ability to stay in a chosen community (Aging in Place) is more feasible where diverse housing opportunities and multimodal transportation ion options are available in proximity to needed services.

The intent of the Mixed Commercial Residential Category is to provide an opportunity for the township to consider the following:

- Promote redevelopment and full utilization of land along the Downingtown Pike and Bradford Avenue corridors;
- Provide flexibility and responsiveness to market conditions, thus minimizing vacant and underutilized commercial properties and maximizing economic development opportunities and tax revenues;
- Promote walkability and access to public transportation along the border with West Chester Borough;
- Enhance the viability of existing commercial enterprises along the Downingtown Pike corridor through additional "rooftops" and better access;

- Provide new housing opportunities in the form of independent living units, retirement facilities, apartments, townhouses and stacked townhouses in areas that are or are envisioned to be walkable; and
- Promote a higher standard of design through design standards that focus on elements of both site and building design.
- Promote coordination of uses with West Chester Borough to offer mutual benefits of which each provide and limit competition.

Figure 13. Future Land Use Category Descriptions

Future Land Use Category	Description
Agriculture	Active agricultural uses
Open Space/Conservation	(1) Parcels currently under open space conservation easement or owned by the Township or a land conservation organization for preservation in perpetuity; (2) Parcels shown on the Township Official Map with intent of being preserved by a future conservation easement.
Recreation	Functional recreational areas, such as public parks and trails
Rural Residential	Housing development of generally less than 1 dwelling unit per 3 acres
Low Density Residential	Housing development of generally less than 1 dwelling unit per 2 acres
Medium Density Residential	Housing development of approximately 1 dwelling unit per acre
High Density Residential	Housing development of approximately 4 to 8 dwelling units per acre
Historic Village	Area intended to promote a variety of small scale uses located in a designated historic district guided by design guidelines that protect and enhance the village context.
Commercial	A variety of commercial establishments that offer goods and services to the local market
Mixed Commercial-Residential	A mix of high density residential integrated with commercial uses in a walkable, village type setting
Community Institutional	Public/private uses related to governmental functions, education, elder care, cultural facilities, etc.
Industrial	Areas for industrial or manufacturing uses, including wholesaling, warehousing and office, with limited retail sales or services

Note: Table corresponds to Map 5, Future Land Use.

RECOMMENDATIONS

The following recommendations are put forth for Township consideration:

1. Consider amending the Zoning Map and Zoning Ordinance to reflect the Future Land Use Map, especially in the designated mixed use areas along Downingtown Pike and Bradford Avenue.
2. Amend the Official Map to include the Produce and More property as "future open space".
3. Preserve the rural landscape on the western side of the Township buffering the Brandywine River from the negative impacts of development and serving as a natural boundary for suburban development.
4. Continue to direct development to the eastern side of the Township with the most intense uses bordering West Chester Borough, while promoting Borough connections to East Bradford Township open space and trails.
5. Maintain existing public utility service areas and direct medium and high intensity housing and commercial development into those areas with existing public utilities.
6. Promote full utilization of lands zoned for commercial use and encourage redevelopment of underperforming commercial areas as mixed-use (commercial-residential) districts.
7. Encourage patterns of development that are responsive to resident needs and consistent with regional patterns, while maximizing conservation of open space, natural, cultural and recreational resources and environmental quality.
8. Preserve open space through conservation easements and the use of the residential open space option.
9. Ensure development minimizes environmental degradation and impact by directing it away from areas not suitable for buildings or structures.
10. Foster and encourage the continued economic viability of agriculture, historic structures, and other open space land uses.
11. Promote the maintenance and rehabilitation of existing housing stock and preservation of existing neighborhoods.
12. Create new housing opportunities, such as independent living units, retirement facilities, apartments, townhouses, and stacked townhouses in close proximity to shops and services and in neighborhoods that offer multimodal options such as walking, biking or bus service.
13. Promote a higher standard of design through design standards that focus on elements of both site and building design.

2. OPEN SPACE, PARKS, AND RECREATION

Open space preservation and protection has been *the* defining priority of East Bradford Township for more than 20 years. The Township's 1993 Comprehensive Plan envisioned an aggressive program for open space conservation and parkland acquisition. In 1998, the Township promoted and witnessed the success of an open space referendum which made it one of the first municipalities (if not the first) in the Commonwealth to take advantage of PA Act 153, Open Space Preservation by Local Governments, and establish a dedicated funding source for acquisition of interests in open space, initially funded by a dedicated earned income tax of 0.125%. This was followed by a second successful referendum two years later which raised the rate to 0.25%. The Township has used the borrowing power of these funds to generate $15.5 million for acquisition of interests in open space and has leveraged those funds to match State and County grants totaling some $4 million more. As a result, there are more than 3,500 acres of protected land in the Township. These lands, depicted in Map 6, account for more than 34% of land within the Township's boundaries. Of these open spaces, approximately 600 acres are properties owned and maintained by the Township.

Future Open Space Priorities

This success though should not overshadow the work that remains to be done. The Township's 2009 Open Space, Parks, Recreation and Environmental Resources Plan, inventories and assessed all undeveloped and unprotected lands based on a variety of factors related to natural resource values, cultural resource values, and community planning issues to arrive at a map depicting Future Open Space Protection Priorities as required by PA Act 153. For this Comprehensive Plan Update, Map 7 has been revised to remove the Strode's Barn property, which was acquired by the Township in 2015. It is important to note that this map does not show all vacant and undeveloped lands, but only those that scored above 50% on the assessment of factors noted above. Many of these properties are shown on the Township's Official Map, shown in Map 8, as proposed future conservation easement.

Open Space Management

One of the results of the Township's success is that East Bradford Township owns, manages and/or maintains over 600 acres of parks, preserves, and open space and is co-holder to conservation easements on another 1,100 acres. While the Township Public Works Department is primarily responsible for parks and facility maintenance, approximately 100 volunteers offer time to assist with trails construction and to maintain parks and open spaces. Some of these volunteers come through the Township's partnership with the West Chester Cycling Club, the Wilmington Trails

The Trailblazer Run supports the Township's trail program

Club, and Chester County Trails Club who work with the Township's Trails Committee. However, as the Township's open space and trail network continues to grow, there are specific issues that need to be addressed, including:

- Greater need to monitor and enforce proper trail and open space etiquette, particularly on private property (discussed at length in the Downingtown Pike Priority Focus Area);
- Need for better and more signage, including trails maps and communication of trail rules (discussed at length in the Bike/Pedestrian Priority Focus Area); and
- Need for more and better communication of Township recreational programming opportunities to residents.

RECOMMENDATIONS

1. Retain the Open Space Tax in order to continue acquisition of conservation interests and pay for debt on previously acquired open space.
2. Continue to work with and pursue cooperation with organizations that utilize recreation lands, such as West Chester Recreation, West Side Little League, Children's Country Week Association, and West Chester United Soccer to ensure continuing maintenance of the facilities owned by the Township.
3. Continue to provide a mix of passive and active recreational opportunities.
4. Develop an effective and cohesive signage program for trails and parks and open spaces.
   a. Mark entrances to parks, greenways, and trails with appropriate signage
   b. Develop quality trails maps for public use.
5. Reorganize Township administrative and volunteer structure as necessary to provide better education, monitoring and enforcement of open space and trail usage.
6. The Township Parks and Recreation Board should work with various community and private organizations, such as the West Chester Area School District to develop a shared use plan for recreational facilities in the Township.
7. Establish and/or continually update use and maintenance agreements between the township and those entities using Township facilities for recreation.
8. Explore reactivating the relationship with the West Chester Recreation Department, or other municipal recreation department, where the Township provided proportional funding to the Borough to offer coordinated recreational activities that met the desires of Township residents.
9. Continue to implement the multi-year capital improvements plan for parks and recreation improvements and maintenance.

3. NATURAL, SCENIC, HISTORIC AND CULTURAL RESOURCES

Much of East Bradford Township's progressive planning has focused on the preservation and best uses of its natural, scenic, historic, and cultural resources. In addition to Township specific plans, several regional plans have included exhaustive inventories of current conditions, issues, and recommendations. These Plans include:

- Brandywine Valley Scenic Byway Corridor Management Plan
- Brandywine Creek Greenway Strategic Action Plan
- East Bradford Township Open Space, Recreation, and Environmental Resources Plan
- The Brandywine Battlefield Preservation Plan

The 2009 Open Space, Recreation and Environmental Resources Plan contains extensive mapping and inventories for the Townships natural and cultural resources as well as developing plans and recommendations for greenways, trails, and recreation. Maps 9 through 13 depict these resources. Inventoried resources include:

- topography and steep slopes;
- agricultural soils and properties;
- natural diversity;
- woodlands, forest interiors habitats, woodland classifications;
- riparian buffers;
- surface waters;
- floodplains;
- headwaters and watersheds;
- wetland and hydric soils;
- groundwater resources;
- scenic landscapes and scenic roads; and
- historic resources.

NATURAL RESOURCE GOAL: Conserve those natural resources of East Bradford Township that contribute to its community character and setting; promote health safety and welfare of Township residents, and natural resource protection or enhancement opportunities.

HISTORIC AND CULTURAL RESOURCES GOAL: Preserve, protect and enhance the integrity of historic and cultural resource and their accompanying landscapes, promoting retention of the Township's community character.

SCENIC RESOURCES GOAL: Maximize retention of scenic resources and other open lands in the Township in addition to protecting natural resources, thereby preserving the traditional open land character of East Bradford Township. Provide for use of open lands so as to offer passive recreational opportunities to residents and complement efforts to conserve natural resources, scenic, historic, and cultural resources.

RECOMMENDATIONS

1. Continue to use the Future Open Space Priorities Map as the guide when updating the Township Official Map and designating future open space possibilities.

2. Continue to acquire conservation easements on designated Future Open Space, with a focus on expanding and connecting mapped greenway and trail corridors, proximity to other open spaces, and incorporating historic features.

3. Continue to leverage funds, build partnerships, set policies, and otherwise strategically position the Township to be at a competitive advantage in its pursuit of conservation and trail interests.

4. Continue to guide land development activities to protect steep slopes, floodplains, riparian buffers, wetlands, woodlands, scenic features, and historic resources.

    a. Use the Conditional Use process to ensure and enhance protections of natural, scenic, and historic resources.

    b. Ensure that the location of open space in land development enhances the character of protection of historic resources, particularly in residential open space development option applications.

    c. Continue Historical Commission reviews of Subdivision and Land Development Plans.

5. Review and update land development and zoning regulations to ensure adequate protections of these resources. Consider the following Ordinance enhancements:

    a. Consider adding new regulations to protect and conserve ridgelines, headwaters, hydric soils, and groundwater supply.

6. Enhance and conserve natural diversity and promote sustainable wildlife populations through connected and continuous corridors or protected open space.

7. Continue to promote and enforce Best Management Practices for water quality, mitigate negative stormwater impacts, encourage stream restoration and cleanup.

8. Consider a local or regional authority/utility to manage and monitor the performance of stormwater management facilities.

9. Promote best management and practices for forest management and reforestation of woodlands.

10. Continue to proactively inventory, map, and designate scenic landscapes/corridors and historic resources.

11. Continue to proactively promote “determination of eligibility” for individual listings in the National Register of Historic Places.

12. Continue to offer educational opportunities on historic preservation, the Secretary of the Interior's Standards for Rehabilitation and other related topics to Township officials and the public at large.

13. Promote and participate in cooperative partnerships that will promote resource protection and management, including, but not limited to:

    a. Brandywine Red Clay Alliance, Red Stream Blue program;
    b. Brandywine Valley Scenic Byway Commission to implement the Corridor Management Plan;
    c. Chester County Planning Commission and Brandywine Battlefield Task Force to the Brandywine Battlefield Preservation Plan and its Strategic Landscapes Plans for Sconnelltown/Strode's Mill and Trimble's Ford/Jefferies' Ford); and
    d. Brandywine Creek Greenway.

14. Educate and encourage private landowners to participate in resource protection and conservation measures.

15. Ensure protection to streams, particularly first order streams, including consideration of the presence of such streams when purchasing conservation easements.

16. Increase access to water resources through the establishment of greenways and other access points.

17. Maintain up-to-date information regarding infestations, such as emerald ash borer, and act to coordinate education and resources that address such conditions.

18. Continue participation on the Strode's Barn Committee and considering the site for future open space, trail link, and historic interpretation of the battlefield and other relevant topics to Township history.

19. Consider expansion of the Strode's Mill Historic District as discussed in the Bradford Avenue/ Lenape Road Priority Focus Area.

4 TRANSPORTATION

East Bradford Township's transportation network not only supports circulation within and through the Township, but also shapes land development patterns. The diverse roadway network includes regional commercial corridors, a state designated scenic byway, locally designated scenic roadways, and streets in residential neighborhoods. The state owns and maintains over 18 miles of roadway, while the Township is responsible for over 56 miles of roadway in the Township. Downingtown Pike, Bradford Avenue, and Lenape Road are three regionally significant corridors in the Township that are addressed specifically in the Priority Focus Areas. The Township also has a well-established network of trails and other bicycle and pedestrian facilities, including 15 to 20 miles of Township owned trails. The Bicycle and Pedestrian Circulation and Connectivity Priority Focus Area highlights the connections and enhancements to the bicycle and pedestrian network. Public transportation facilities and services are located just outside of the Township, including the Downingtown Amtrak and SEPTA Regional Rail Station and the West Chester Transportation Center, which is a transfer point for several bus routes. Since the Township's circulation system is well established, this section focuses on transportation improvements and enhancements related to safety, multi-modal connections, and enhancing the scenic character of the Township.

RECOMMENDATIONS

1. Identified Transportation Improvements

The Delaware Valley Regional Planning Commission (DVRPC) Transportation Improvement Program (TIP) is an agreed upon list of transportation projects that are regionally significant and will utilize federal or state transportation funds. The DVRPC FY 2015 TIP includes one project in East Bradford Township: Replacement of the state owned US 322 Bridge over the East Branch of the Brandywine Creek.

Chester County's Transportation Improvement Inventory (TII) is a list of known transportation needs in the County. The 2015 TII includes the transportation needs in East Bradford Township listed in the Figure 14 below. However, the Township does not support "NC 15 – WCU Access Road: New St. to High St." due to the potential for increased traffic volumes and travel speeds on local and scenic roadways.

a. Continue to coordinate with PennDOT on the design details for the US 322 bridge replacement and associated roadway and bicycle/pedestrian improvements.

b. Continue to coordinate with the Chester County Planning Commission regarding future updates to the TII to ensure the list is consistent with the Township's needs, priorities, and vision. Continue to request "NC 15 – WCU Access Road: New St. to High St." (also known as Tigue Road Extension) be removed from the inventory and future regional planning documents.

c. Continue to oppose any interconnection between Route 202 and the Route 322 Bypass.

Figure 14. East Bradford Projects on the 2015 Chester County Transportation Improvements Inventory

TII ID	Project Name	Description
BP 26	Brandywine Trail at US 322 Bridge	Trailhead
BP 32	Brandywine Trail (US 322 to PA 926)	Pedestrian Trail
BP 40	PA 162 @ Bradford Avenue	Update Crosswalk & Ped Signal
BP 47	US 322 @ Bradford Plaza	Crosswalk/Ped Signalization
BP 51	US 322: Brookworth Plaza to West Chester	Bike Lanes/Multi-use Trail
BP 56	PA 842 @ Price Street & Sconnelltown Road	Crosswalk/Ped Signalization
BP 57	PA 162 @ Creek Rd/Copes Bridge	Crosswalk/Ped Signalization
SB 20	US 322 Over Valley Creek	Replace or Rehab
SB 72	Creek Road Over Taylors Run	Replace or Rehab
CB 15	Allerton Rd Over East Branch Brandywine	Rehabilitation
CB 42	Harmony Hill Road Over Little Valley Creek	Replace or Rehab
CB 50	Highland Road Over Taylors Run	Replace or Rehab
~~*NC 15~~	~~WCU Access Road: New Street to High Street~~	~~Road Reconstruction~~
RW 71	Ravine Road (East Bradford)	Safety
INT 38	US 322 @ Skelp Level Road	Safety Improvements
INT 41	US 322 @ Creek/Frank Roads	Safety Improvements
INT 64	PA 162 @ Highland Road	Safety/Signalization
INT 90	PA 842 @ Allerton Road/Creek Road	Intersection Improvements
INT 91	PA 52 @ Rosedale Avenue	Signalization
INT 120	PA 162 @ Creek Road	Safety Improvements
INT 128	Bradford Avenue @ Miner Street	Signalization

*Note: The Township supports the removal of this project from the TII.

2. Roadway Functional Classification

Functional classification refers to the categorization of roadways according to the function they serve. Different roadways serve varying traffic volumes, trip lengths, and accommodate different travel speeds. Functional classification can be used to establish roadway design guidelines, access management policies, and prioritize improvements. Functional classification for roadways within the Township is identified in the Figure 15 and Map 14.

Figure 15. Roadway Functional Classification Descriptions

Roadway Functional Classification	Smart Transportation Road Type	Traffic Volumes (vehicles per day)	Average Corridor Length	Desired Operating Speed	Mobility & Access	East Bradford Roadways
Major Arterial	Regional Arterial	10,000 - 60,000	Over 15 miles	45 - 55 mph	Higher level of mobility	Downingtown Pike *(west of West Chester Bypass)* West Chester Bypass
Minor Arterial	Community Arterial	8,000 - 20,000	Over 10 miles	35 - 55 mph	Higher level of mobility	Boot Road Bradford Avenue *(Price Street to Rosedale Ave)* Downingtown Pike *(east of West Chester Bypass)* Lenape Road
Major Collector	Community Collector	4,000 - 10,000	4-15 miles	35 - 35 mph	Balance mobility and access	Strasburg Road Bradford Avenue *(PA 162 to Price Street)*
Minor Collector	Neighborhood Collector	1,000 - 5,000	2 - 10 miles	20 - 35 mph	Balance mobility and access	Birmingham Road *(south of Lenape Road)* Bridge Road Copeland School Road Miner Street New Street South Creek Road *(north of Bridge Road)*
Local Distributor	Local	Less than 1,500	< 4 miles	20 - 30 mph	Higher level of access	Birmingham Road *(north of Lenape Road)* Harmony Hill Road Highland Road Hillsdale Road North Creek Road Price Street Sconnelltown Road Skelp Level Road South Creek Road *(south of Bridge Road)* Sunset Hollow Road Valley Creek Road Wawaset Road
Local	Local	Less than 1,500	< 2 miles	20 - 30 mph	Highest level of access and limited through-traffic	All other roadways

Source: Functional Classification variables and criteria based on the Multi-modal Circulation Handbook for Chester County prepared by the Chester County Board of Commissioners and Chester County Planning Commission (2015)

a. Coordinate with PennDOT, DVRPC, and Chester County Planning Commission to request the following revisions to the Federal Functional Classification to reflect current conditions and be consistent with the Township's vision:

   i. Business 322 (between US 322 Bypass and PA 162 in West Chester Borough): Change from Principal Arterial to Minor Arterial because the current AADT is 8,100 and is less than 10,000 – 40,000 range for Principal or Regional Arterials

   ii. Birmingham Road (between Sconnelltown and PA 52): Change from Urban Collector to Local roadway because the current AADT is 2,000 and is less than 3,000 upper limit for Local roadway designation. This is a recommendation from BVSB CMP.

   iii. Sconnelltown Road: Change from Urban Collector to Local because the current AADT is 900 and is less than 3,000 upper limit for Local designation.

3. Regional Coordination

Transportation and circulation issues extend beyond the Township's borders and beyond the Township's authority. Therefore, it is critical to coordinate with other partners to address regional transportation needs and concerns.

a. Continue to coordinate with surrounding municipalities, Chester County, PennDOT and DVRPC on regional transportation issues, particularly traffic circulation, trail connections, and opportunities for future public transit services, with a particular focus on:

   i. Support enhanced and expanded transit service benefitting people that live, work, and visit East Bradford, including:

      - Extension of SEPTA Regional Rail service to West Chester Borough
      - Relocation and improvements at the Downingtown Amtrak/SEPTA Train Station

   ii. Oppose the extension of Tigue Road to US 202 and continue to support improvements to US 202 at PA 926 and US 1.

   iii. Support the extension of the Chester Valley Trail to the Downingtown Train Station.

4. Intersection Improvements

a. Coordinate with PennDOT, Chester County Planning Commission, and other project partners to identify funding and address safety and operational issues at the following key intersections:

   i. US 322 and Creek/Frank Roads
   ii. US 322 and Valley Creek Road
   iii. US 322 and Skelp Level Road
   iv. PA 162 and Highland Road
   v. PA 162 and North Creek Road
   vi. PA 842 and Allerton Rd/Creek Rd
   vii. Bradford Ave and Miner Street *(See also Bradford Avenue/Lenape Road Priority Focus Area)*

b. Continue to monitor traffic operations and safety issues at the intersection of PA 52 and Rosedale Avenue and coordinate with the community on potential intersection improvements.

5. Addressing Speeding and Operations on Key Corridors

a. Coordinate with PennDOT to evaluate and implement appropriate engineering, enforcement, or education strategies to reduce speeding on the following key state-owned roadway corridors:

   i. US 322/Business 322 *(part of Downingtown Pike Priority Focus Area)*
   ii. PA 52 *(part of Bradford Avenue/ Lenape Road Priority Focus Area)*
   iii. PA 162
   iv. PA 842
   v. Birmingham Road
   vi. Copeland School Road

b. Coordinate with PennDOT and actively manage access to US 322, PA 162, PA 52, and Boot Road.

c. Continue to follow the Township's established policies and procedures for evaluating requests from residents for traffic calming measures on Township roads.

6. Bicycle and Pedestrian Connections – See Bicycle and Pedestrian Circulation and Connectivity Priority Focus Area

7. Scenic Byway and Scenic Roads

a. Support implementation of the Brandywine Valley Scenic Byway Corridor Management Plan.

b. Evaluate opportunities to enhance the Township's policies for scenic roads (as designated in the Township's ordinance). Consider prioritizing implementation of traffic calming measures and other strategies to reduce speeding, promote safety, and preserve the character on designated scenic roads.

8. Maintenance

a. Support maintenance of Township owned transportation infrastructure including roadways, bridges, traffic signals, trails, and signage and striping through continued implementation of the multi-year roads program.

b. Coordinate with adjacent municipalities on roadway maintenance for jointly owned roadways, including Bradford Avenue.

c. Consider the use of sustainable building materials for transportation infrastructure, such as recycled or reused pavement materials and porous paving materials.

9. Transportation Policies and Ordinances

a. Periodically review the zoning ordinance, subdivision and land development ordinance, and other Township policies to ensure roadway, sidewalk, and trail standards are current and aligned with the Township's goals and objectives, as well as other standards. Below are specific areas within the zoning and subdivision and land development ordinances that are closely related to circulation and should be reviewed in consideration of the goals and key issues in this plan.

   i. Street Standards: Ensure new roads built meet Township specifications.

   ii. Transportation Impact Studies: Require transportation impact studies for substantial land development or redevelopment projects.

   iii. Access management: Update standards to reflect current guidelines for driveway spacing, design, and joint and cross access.

   iv. Sidewalks and Trails: Update standards reflect and reference current Americans with Disabilities (ADA) requirements.

   v. Parking: Add requirements for bicycle parking, particularly for commercial developments.

   vi. Official Map: Continue to use and update the Official Map to reserve right-of-way for motorized and non-motorized transportation improvements.

5. TOWNSHIP ORGANIZATION AND ADMINISTRATION

Township Public Works Garage, completed Fall 2015

East Bradford Township is a Township of the second class per the Commonwealth of Pennsylvania and as such is governed by a three-person Board of Supervisors who are elected for six year terms. The Board of Supervisors is responsible for decision making, particularly in regards to land use and budgeting. Daily operations are managed by 11 paid staff including a Township Manager, Assistant Manager, Township Engineer, Zoning Officer, administrative staff, and public works employees.

Township Organization

East Bradford Township relies heavily on volunteer ABCs (Advisory Boards and Committees) to coordinate and provide recommendations on a variety of municipal functions. Specifically in regards to parks, trails, and open space, the Township works with the Parks and Recreation Board and its subcommittee, the Trails Committee, and the Environmental Advisory Council. Figure 30 below describes the purpose, members, and terms of each. Each of these boards is coordinated through staff and serves an advisory function to the Board of Supervisors, who are responsible for final decisions.

Figure 16. East Bradford Township Advisory Boards and Committees

Advisory Boards and Commissions (ABCs)	Primary Responsibilities	Members	Term
Planning Commission	The Commission reviews and makes recommendations on subdivision and land development plans, prepares and/or recommends ordinance regarding subdivision, land development and zoning.	7	4
Zoning Hearing Board (ZHB)	The ZHB assures fair and equitable application and administration of the zoning ordinance by hearing appeals on the Zoning Officer's decisions and by granting relief from the enforcement of the ordinance in certain hardship situations	3	3

Parks & Recreation Board (PRB)	The PRB finds lands for recreation within the Township; makes recommendations to the Board of Supervisors for these lands, and works at creating recreation events for the residents; oversees the use and care of the recreation fields and parks.	7	5
Trails Sub-Committee (Subcommittee to PRB)	The Trails Committee implements the Township's trail plan by working with landowners to acquire trail easements, monitoring existing trails to ensure trails are properly maintained, considering trail design and alignment, and participating in volunteer trail construction projects.		
Environmental Advisory Council (EAC)	The EAC advises the Board of Supervisors regarding the identification of environmental problems and conditions; and makes recommendations on plans and programs to promote the conservation of the natural resources for protection and improvement of the quality of the environment	7	3
Historical Commission	The HC oversees the Historic Resources Protection Standards of the Township Ordinance; researches and proposes the nomination of significant resources for placement on the National Register of Historic Places; and reviews and comments on subdivision or land development applications which affect historic resources and the issuance of demolition permits for historic resources.	7	5
Historical Architectural Review Board (HARB)	The HARB reviews and makes recommendations on work to be impacting the historic nature of buildings and structures within a certified historic district.	5	5
Traffic Committee	The Traffic Committee objectively analyzes traffic related concerns within the Township and makes recommendations to the Board of Supervisors.	8	1

Communications

Public communication is a prime responsibility of local governments. One of the requests of the Township in undertaking this Comprehensive Plan was to examine public communication strategies and identify areas for improvement.

East Bradford Township uses a variety of mechanisms to communicate with its residents, including:

1. Three newsletters per year, with two of the three published as hardcopies and mailed to every resident, and the summer version sent via email.

2. Township website
3. Facebook page
4. Bill mailings
5. Postings in the Township building
6. Kiosks at Township parks
7. Email
8. Press releases

When asked to rate their level of satisfaction with Township Communications, respondents replied with the following:

Figure 17. Survey Response: Communications

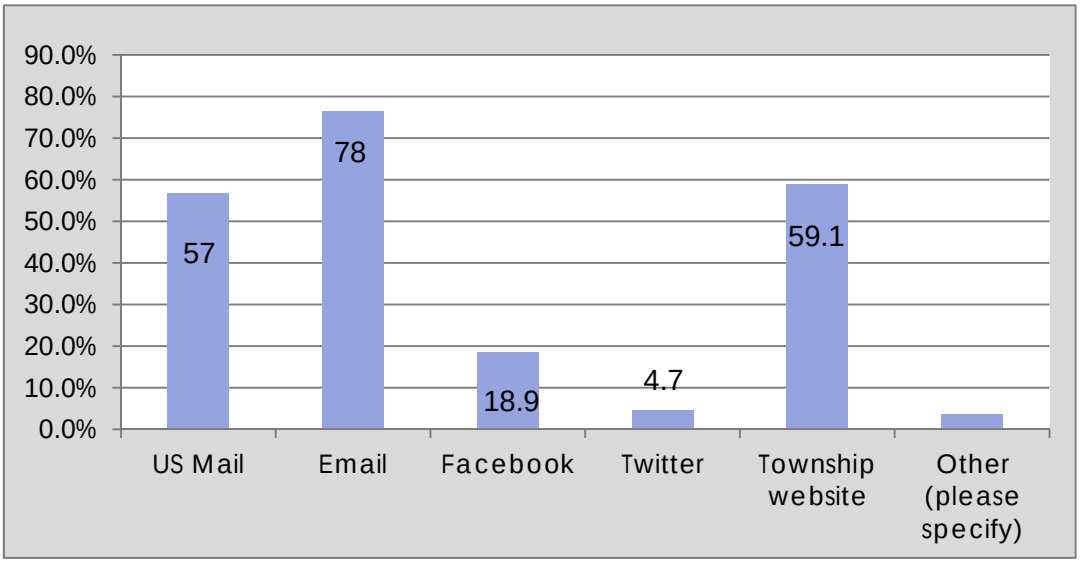
Level of Satisfaction	Percent of respondents
Satisfied/Somewhat Satisfied:	78.85%
Neither Satisfied nor Dissatisfied:	14%
Dissatisfied/Somewhat Dissatisfied:	6.9%

Comments regarding communication were geared toward specific suggestions and situations, such as:

- Better communication during and after storms;
- Better communication regarding road closures and power outages;
- Better overall communication on the website
- Better communication between officials and business people in the Township

What are the preferred ways for the Township to communicate information about Township events and news? Check all that apply.

Figure 18. Survey Responses: Preferred Communications



Respondents answering "other" had the following additions:

- Existing newsletter (most comments)
- Telephone alerts/text messages/newspaper (equal requests)
- Update the website and send email alerts of changes
- Use an Instagram account to track progress on comp plan goals.

RECOMMENDATIONS

1. When and if Township staff increases, evaluate the need for additional space at the municipal building.
2. Reorganize Township administrative and volunteer structure to provide better education, monitoring and enforcement of open space and trail usage.
3. Consider a sign-up for email communication on the website. This communication could be used to send meeting notices, agendas and minutes, newsletters, or email alerts (see below).
4. Initiate email alerts (e-alerts) when changes are made to the Township website.

5. Update the Facebook Page in order to gain more followers. Suggested updates include:
    a. police alerts and safety tips;
    b. recreation programs and activities; and
    c. Township meetings, agendas and minutes.

VI. ENERGY CONSERVATION

Because energy use is inextricably linked to land use and transportation patterns, the Comprehensive Plan offers an opportunity to proactively protect the community's environmental health. Section 301.1 of the Pennsylvania Municipalities Planning Code, the Energy Conservation Plan Element, highlights three key energy conservation focus areas for the Comprehensive Plan:

- Systematic analysis of the impact of the Comprehensive Plan on the present and future use of energy in the municipality.
- Integration of energy reduction measures into these existing plan elements.
- Inclusion of additional, independent measures the municipality can take to reduce energy consumption and promote renewable energy sources.

This section outlines approaches East Bradford can take to instill an energy conservation ethic into its planning process, and build sustainability into its decision-making.

The Importance of Energy

Energy underpins our economy, provides residents with mobility and access to vastly diverse foods and consumer goods, and enables nearly every aspect of modern society – including communications, climate control, and health care.

For a variety of reasons, many localities are looking to reduce energy use. Local solutions to energy conservation issues can have many positive impacts on the community. For example, promoting renewable energy installations boosts the local economy; on a per-megawatt basis, the solar industry employs approximately seven workers for every one worker in the natural gas industry.[3] In addition, moving toward an energy system that relies on local production of clean energy can protect municipalities against the vulnerabilities of the centralized power grid, which is exposed to natural disasters, grid failures, and even terrorism. Further, eliminating energy waste through energy conservation can reduce municipal costs, and help slow health impacts due to fossil fuel extraction and combustion.

East Bradford Energy Use and Spending Profile[4]

East Bradford residents spend an estimated $11.2 million annually for all energy combined (electricity, home heating, transportation fuel). This represents an average household energy expenditure of $3,641, or 3.6% of average household income.

The following energy trends are evident in East Bradford. (See Figure 33 below and the Technical Appendix for more detail).

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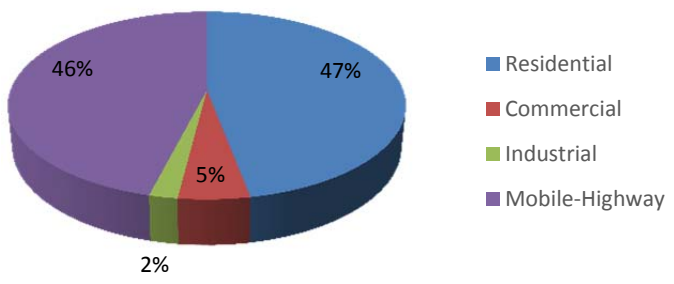
[3] World Economic Forum. Energy for Economic Growth, p.16. http://www3.weforum.org/docs/WEF_EN_EnergyEconomicGrowth_IndustryAgenda_2012.pdf

[4] All energy data in this section extrapolated from the Delaware Valley Regional Planning Commission 2010 Regional Energy Use and Greenhouse Gas Emissions Inventory. Demographic data taken from the 2010 Census. http://www.dvrpc.org/webmaps/MunicipalEnergy/

- The majority of East Bradford's energy use (93%) results from residential and transportation-related uses.
- According to the DVRPC data, residential energy use is higher in East Bradford than in any of the five surrounding municipalities.
- An estimated 88,718 metric tons of CO_2-equivalent emissions are emitted in East Bradford each year due to energy consumption. This is the emissions equivalent of 20,087 passenger cars on the road for one year.[5]

Fig. 19. Energy Use By Sector



Currently, significant portions of land in the Township are naturally forested. These forests are valuable resources that offer many beneficial "ecosystem services" – including biodiversity preservation, natural air filtration, and economically superior stormwater management. They also act as a sink for CO_2, and they positively influence air temperatures, air quality, and building energy use. In East Bradford Township, the estimated 4.5 million square meters of forest results in annual carbon sequestration of approximately 920.5 metric tons of CO_2.[6]

RECOMMENDATIONS

The following recommendations for improving energy conservation are put forth for the Township's consideration:

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[5] EPA. Average Annual Emissions and Fuel Consumption for Gasoline-Fueled Passenger Cars and Light Trucks. http://www3.epa.gov/otaq/consumer/420f08024.pdf

[6] Derived from Google Earth measurements and methodology outlined in: Nowak, DJ, Green EJ, Hoehm RE, et al. Carbon storage and sequestration by trees in urban and community areas of the United States. Environmental Pollution. Vol 178. Jul 2013:229-36.

1. Ensure the preservation of naturally forested features as part of the Township's ongoing open space protection efforts as well as future residential and commercial development plans. It is critical to maintain naturally forested open space, as opposed to highly maintained open spaces. Research suggests that urban open space that has a large amount of mowed, irrigated, fertilized lawns and pruned shrubs and trees is often a *source* of CO_2 rather than a sink.[7]

2. Consider establishing a baseline CO_2 inventory and developing carbon reduction goals for the Township, such as those articulated by many other cities and communities across the country (i.e., 80% carbon reductions by 2050). Pursue these goals through energy reduction and local renewable energy generation initiatives.

3. Consider promoting energy efficiency throughout the Township by:

   a. Leading by example by:
      i. Undertaking an energy audit of the Township building and following through with recommendations that reduce energy use and provide lifecycle financial and environmental benefits.
      ii. Creating a municipal policy making energy efficiency mandatory for all renovations/new construction projects for municipally-owned facilities. The policy should outline efficiency criteria for lighting systems, HVAC systems, and the building envelope and should reference the most current version of ASHRAE 189.1-2014, *Standard for the Design of High Performance Buildings*.[8]
      iii. Creating a policy to ensure a changeover to EVs and hybrid vehicles for appropriate municipal vehicles as well as municipal EV infrastructure.

   b. Implementing residential outreach campaigns to inform residents of their individual impacts and offer solutions, including:
      i. Educational information about the residential energy consumption footprint and its impacts on the local environment.
      ii. Promotion of residential ecology-based lawn management program to reduce maintenance, mowing and weed whacking.
      iii. Heavy promotion of regional programs that enable residents to cost-effectively reduce energy use, such as the *PECO Smart House Call* program[9], which encourages low-cost energy audits for Township residents. For $25 to $100, residents receive an energy assessment and a list of recommendations for reducing energy use and saving money on utility bills.

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[7] Hostetler M, Escobedo F. What Types of Urban Greenspace are Better for Carbon Dioxide Sequestration? University of Florida IFAS Extension. https://edis.ifas.ufl.edu/uw324

[8] https://www.ashrae.org/resources--publications/bookstore/standard-189-1

[9] https://www.peco.com/Savings/ProgramsandRebates/Residential/PECOSmartHouseCall/Pages/default.aspx

iv. Promotion of the *Change the World, Start with ENERGY STAR* campaign[10] to residents. As an example, Long Branch, NJ, is one of 54 local governments to serve as pledge drivers. The city enlisted 917 participants and exceeded its emissions reduction goal by more than 600%.

v. Additional initiatives that arise from the community-wide planning process.

4. Consider passing an ordinance requiring ENERGY STAR certification for commercial and residential construction, whether applied to all new construction or as part of the Conditional Use/Special Exception review process. Certification means the new building will perform among the top 25% of similar buildings nationwide in terms of energy efficiency.

   a. To enforce this ordinance for commercial construction projects:

      i. Require proof of intent by ensuring adherence to the *Design to Meet ENERGY STAR* program[11] before issuing the building permit.

      ii. Require proof of implementation before issuing the occupancy permit.

      iii. Require tracking of utility bills via the *ENERGY STAR Portfolio Manager System* for one year post-construction and require electronic sharing of this tracking file with the Township.

   b. To enforce this ordinance for residential projects, require *ENERGY STAR Certified Home Construction* following the ENERGY STAR Certified Homes program requirements.

5. Consider adopting a sensible, case-specific policy of adaptive reuse during redevelopment of both residential and commercial areas, including the Downingtown Pike corridor. Repurposing buildings for viable new uses often has a lower energy impact than new construction. When lifecycle impacts are considered, it takes from 10 to 80 years for a new building that is 30% more efficient than an average-performing existing building to overcome, through efficient operations, the negative climate change impacts related to the construction process.[12] The policy must be case-specific because the advantages of retrofitting vary depending on building type, climate, and materials used. Buildings that are easily adaptable or those that can fulfill needs without substantial added materials appear to be the best choices for reuse.

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[10] https://www.energystar.gov/index.cfm?fuseaction=globalwarming.showpledgehome

[11] https://www.energystar.gov/buildings/about-us/how-can-we-help-you/recognition/earn-recognition-your-new-commercial-construction-project

[12] Preservation Green Lab, National Trust for Historic Preservation.

6. Consider championing a community-wide solar campaign such as SolarCity, Community Energy Solar Builder, and/or Solarize to engage the community in local renewable energy generation. Set goals for enrollment and initiate an effective outreach strategy to achieve the goals.

7. Consider creating a "renewable energy readiness" environment for stationary and mobile energy uses, including:

   a. Promotion of electric vehicle (EV) infrastructure throughout the Township as follows:
      i. Add EVs/EVSE (electric vehicle supply equipment) as a permitted use in priority zoning districts.
      ii. For standard residential EVSE permitting purposes, define EVSE to qualify as "minor electrical work."
      iii. Include EV charging station(s) in the design guidelines for appropriate multi-family, large retail, and office developments and redevelopments (including electrical conduit prewiring, conductors, connectors, power outlets, etc.) and incentivize EVSE through developer benefits such as increased density and reduced parking requirements.
      iv. Promote EV models that offer corporate-friendly financing programs such as the Chargepoint system, which allows deduction of payments as an operating expense as well as owner setting of fees.
      v. Institute mandatory measures for nonresidential construction that require 8% of total parking spaces to be designated for low-emission, fuel-efficient, or carpool vehicles and voluntary measures that raise requirements to 10%-12%.
      vi. Require EV supply equipment for EV charging stations, for between one and four parking spaces, depending on lot or garage capacity.
      vii. Streamline the approach to permitting multi-family, office and commercial EVSE installations.

   b. Promotion of "renewable energy ready" new home construction. Specifically, require builders to complete and submit the ENERGY STAR Renewable Energy Ready Solar Site Assessment Tool.

8. Consider updating Chapter 115, Article §115-149 of the Township's zoning code to improve fire protections and first responder safety related to rooftop solar voltaic systems as follows:

   a. Reference NFPA 70 (NEC 2014).
   b. Require installers to be on the official list of registered installers (DEP Solar Sunshine) *or* provide proof that they meet the standards of the North American Board of Certified Energy Practitioners (NABCEP).
   c. Require the applicant to verify that the design complies with the current PA UCC, including but not limited to documentation of the structural integrity of the building and electrical design.

9. Consider spearheading collaborative municipal energy leadership initiatives via regional municipal organizations such as the West Chester Council of Governments and the Pennsylvania State Association of Township Supervisors. The initiatives should engage the PA Public Utility Commission and legislators/ representatives in a regional effort to break down barriers to energy efficiency and clean energy production on the local level, including: Decoupling of energy rates from energy consumption, preservation and expansion of Alternative Energy Portfolio Standards, updated building efficiency codes, passage of community net metering, and acceleration of Act 129 energy efficiency requirements for utilities and accompanying incentives for customers.

PART V. IMPLEMENTATION PLAN

There are countless strategies recommended as part of this Plan. One key to successful implementation is focusing on a limited number key action items for the planning period. As part of this Plan, the Township has created a list of priority projects and secondary projects that guide implementation of the Priority Focus Areas. **Priority Projects** are considered essential to achieving the goals of the Priority Focus Areas, whether in the short or long term. Many of the Priority Projects also address more than one Priority Focus Area and are therefore pivotal on many fronts. **Secondary projects** are important, but more often only address one focus area or build upon the Priority Projects. Figure 20, Implementation Plan, summarizes these projects and creates a framework for action by providing an ideal time frames and project lead. Potential funding sources and cost estimates for Priority Projects are contained in the Technical Appendices.

Figure 20. Implementation Plan: Priority and Secondary Projects

Priority Projects*	Priority	Timeframe	Lead
1. Develop and adopt Zoning Ordinance Amendments	1	1-3 yrs	BOS
2. Facilitate bike/ped connections along Downingtown Pk	1	Ongoing	BOS
3. Amend the Official Map	2	1-3 yrs	BOS
4. Develop a joint Bradford Avenue Concept Plan	1	1-3 yrs	BOS/WCB
5. Implement the M. John Johnson Trail Segment	1	1-10 yrs	Trails Committee
6. Implement the Plum Run Trail	1	1-10 yrs	Brandywine Conservancy/Trails Committee
7. Create a formal working group with West Chester Borough	1	< 1 yr	BOS
8. Establish joint communications policy with WCB	1	1-2 yrs	BOS
9. Review Board and Commission roles and capacity	2	1-3 yrs	BOS; Staff
10. Explore potential trail connections along Taylor Run	2	Ongoing	Trails Committee
11. Reconsider the Township's "dry" status	2	Ongoing	BOS
12. Improve education/enforcement of proper trail and open space usage	2	Ongoing	Staff/PRB/Trails Committee
13. Coordinate improvements to Bradford Avenue with WCB.	2	Ongoing	BOS/Staff
14. Continue to work with the BVSBC to implement the CMP.	2	Ongoing	BOS/Staff
15. Consider expansion of the Strodes Mill Historic District	2	1-3 yrs	BOS/Historical Commission
16. Work towards Trail Connections in accordance with the Trail Plan	2	Ongoing	Trails Committee
17. Consider joint overlay districts with WCB for Bradford Avenue and Route 322	3	Ongoing	BOS
18. Consider co-adoption of the WCB Comp Plan Implementation Chapter	3	1-3 yrs	BOS

BOS: Board of Supervisors; BVSBC: Brandywine Valley Scenic Byway Commission; CMP: Brandywine Valley Scenic Byway Corridor Management Plan; PRB: Parks and Recreation Board; EAC: Environmental Advisory Council; NA: Not applicable; WCB: West Chester Borough.