

Comprehensive Plan Update Community Survey Results

East Bradford Township- Chester County, PA

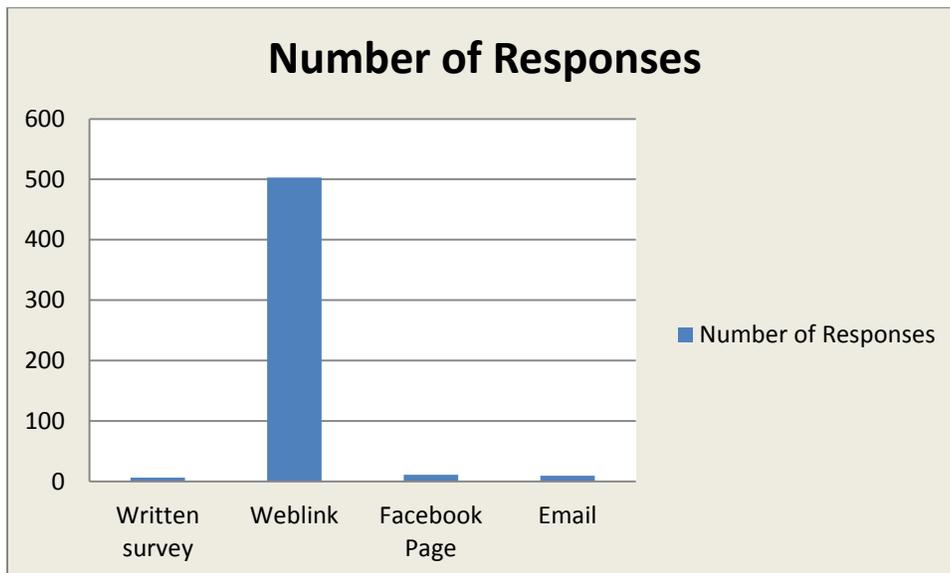
1. Survey Development and Distribution

The East Bradford Township Online Community Survey was launched on June 23, 2015 and ran for one month until July 26, 2015. The survey was available via link on the Township’s website and Facebook page, as well as being emailed to members of the Township’s advisory boards, committees, and homeowners association heads. A 5” x 8-1/2” color postcard was mailed to residents on ____ . Additional promotional materials were distributed via:

- Full page flyers were posted at Township Park kiosks;
- Full page flyers were handed out in the “goodie bags” given to participants in the Trailblazers Run on June 18th;
- A blurb included in the Township summer e-newsletter;
- A blurb included in the West Chester Area School District weekly e-newsletters;
- A post on the West Chester Area School District Community Bulletin Board; and
- A press release was sent to the Daily Local News.

Finally, paper copies of the survey were made available by calling the Township for those who did not wish or were unable to take the survey online.

The survey received **529 responses**. The vast majority of these responses were received via the website link.

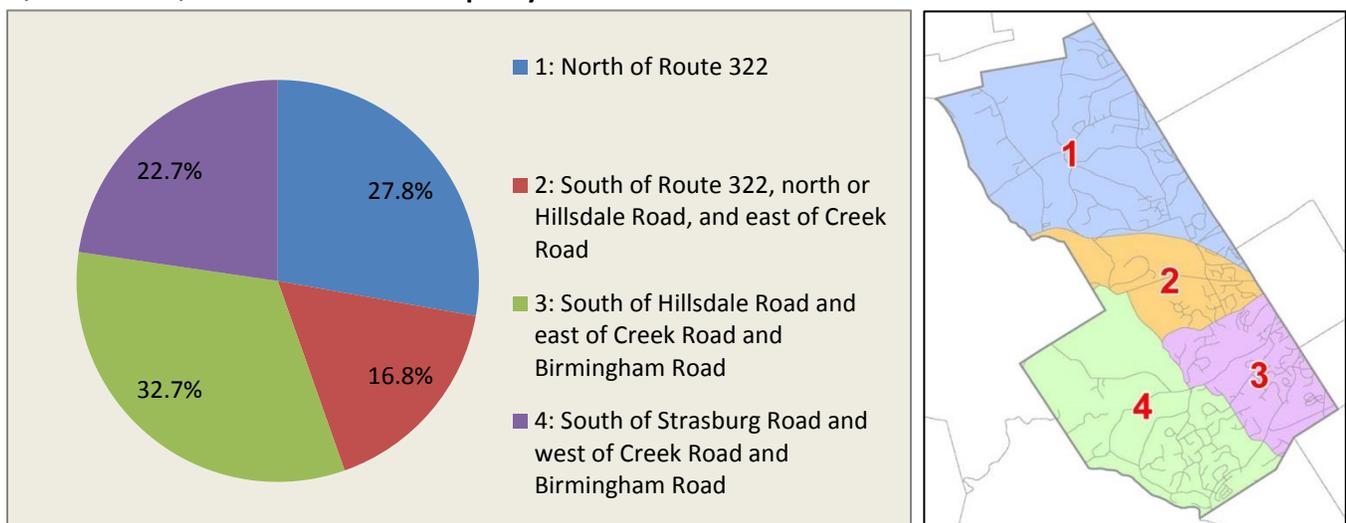


2. Who responded to the Survey?

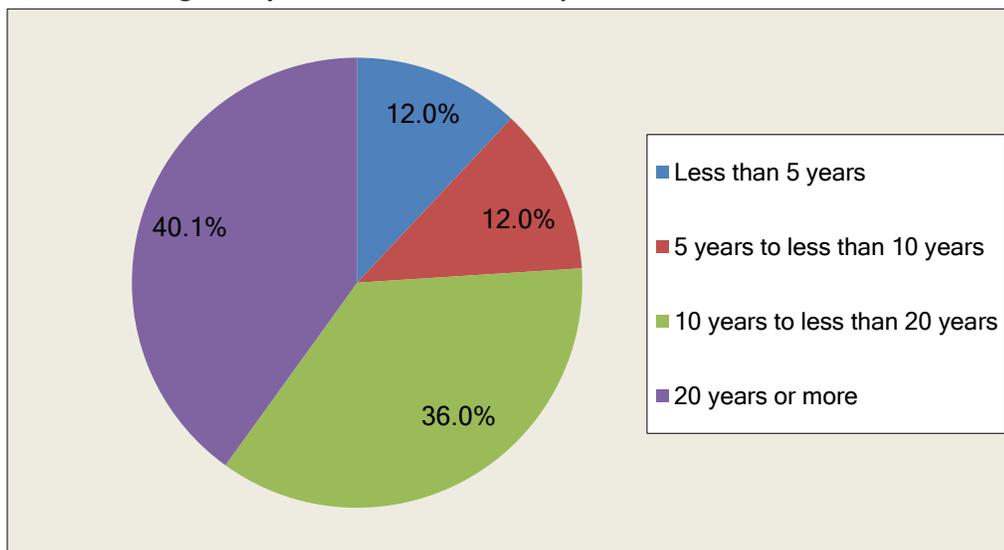
Questions 27 through 31, About You, asked Respondents to provide demographic data.

- 98.6% of Respondents reside in East Bradford Township (Q27)
- All areas of the Township were represented (Q28- see Map 4)
- 76.1% of Respondents have lived in the Township for more than 10 years (Q29)
- 99% of Respondents owned their home. Renters who make up an estimated 11% of the East Bradford population were underrepresented. (Q30)
- The age groups with the largest representation were those between 45 and 54 and those from 55 to 64 years old. The median age of the EBT population at large is 40.2 years. (Q31)
- 60% of Respondents have some involvement in the East Bradford Township Community. (Q32)

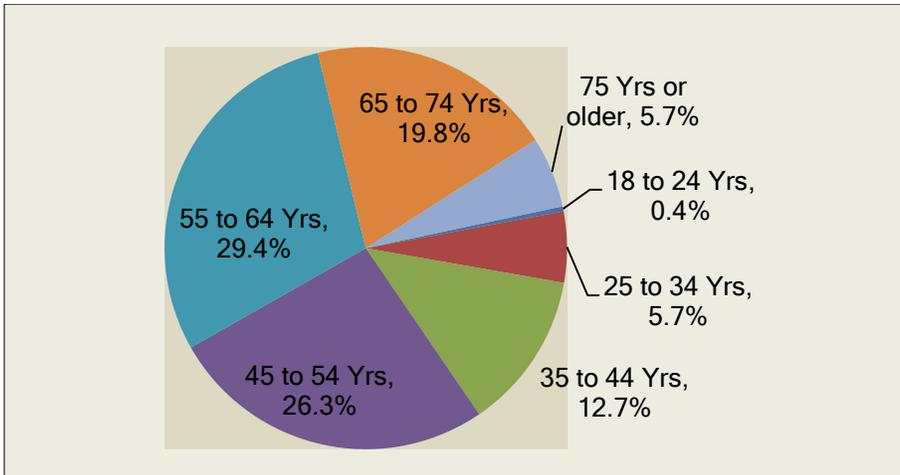
Q28. Which Quadrant of the Township do you live in?



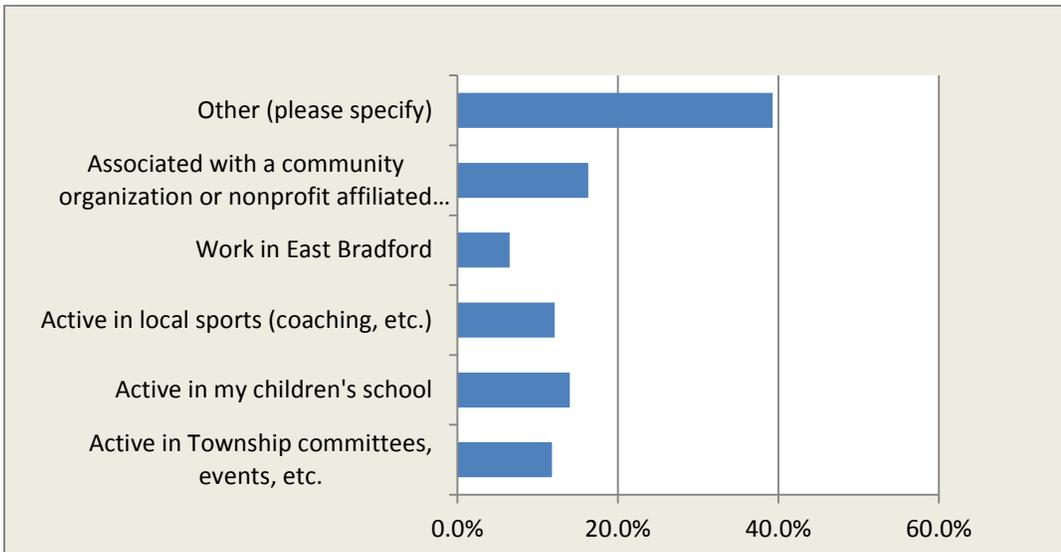
Q29. How long have you lived in the Township?



Q31. What is your Age?

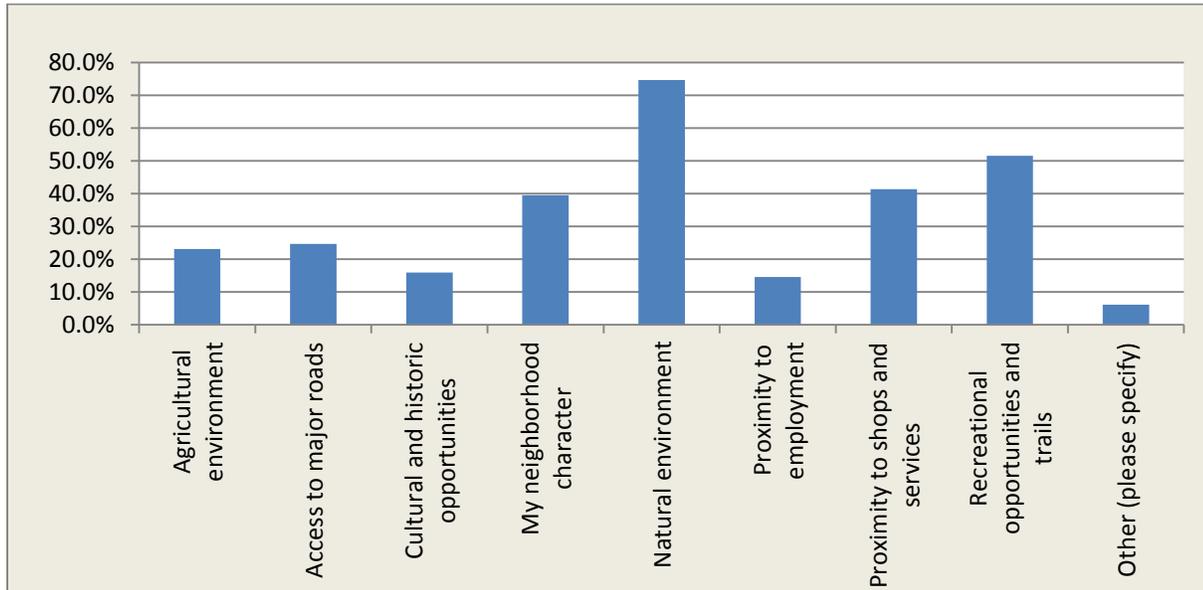


Q32. How are you involved in East Bradford Township?



3. Survey Results

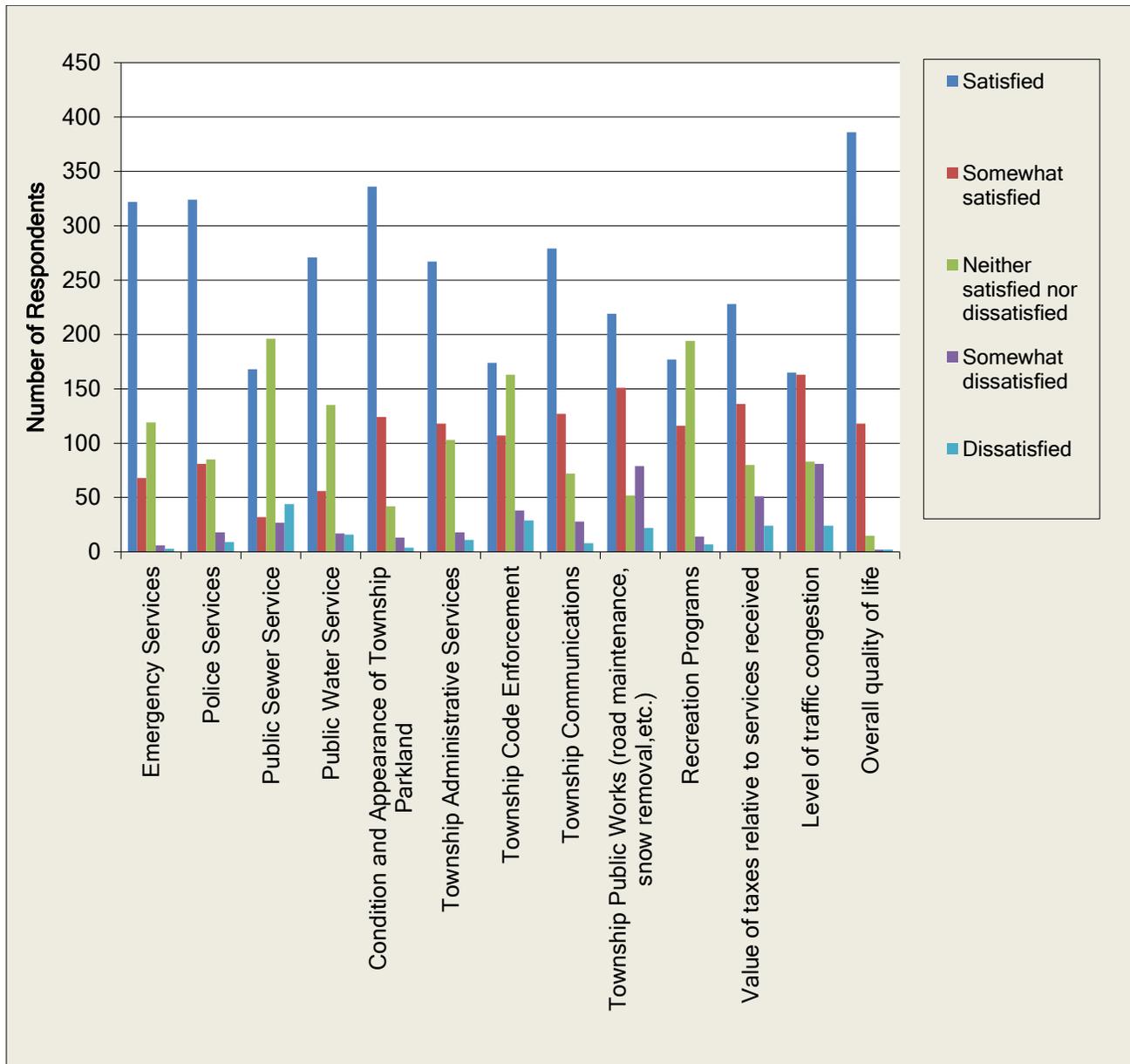
Q1. What are your favorite characteristics of East Bradford Township? Check a maximum of 3 choices.



Survey respondents chose Natural Environment, Recreational opportunities and trails, and Proximity to shops and services as their top 3 “Favorite Characteristics” of East Bradford Township. Thirty respondents provided answers in the “other” category. The answers that received multiple responses, in order of most to least, were:

- “Rural” character (versus natural environment) (14 respondents)
- Low to moderate taxes (5 respondents); and
- Schools (3 respondents).

Q2. Rate your satisfaction with the following aspects of Township life.



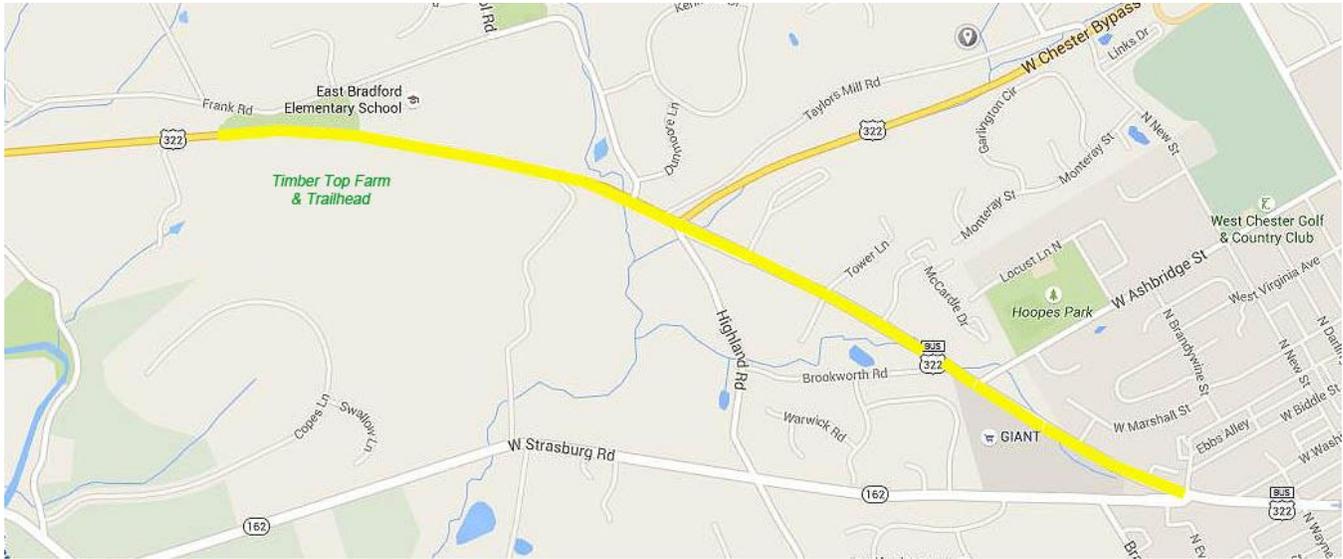
Q3. Feel free to make comments about any of the items in question 2.

More than 170 respondents provided comment to this question. These responses fell into the following categories:

1. Improving Road maintenance, snow plowing, and traffic congestion; (60 responses)
2. The lack of Public Sewer (an N/A answer was not provided) (34 responses)
3. Support for additional open space and recreational amenities
4. Comment on Township Services, specifically police and Code Enforcement.

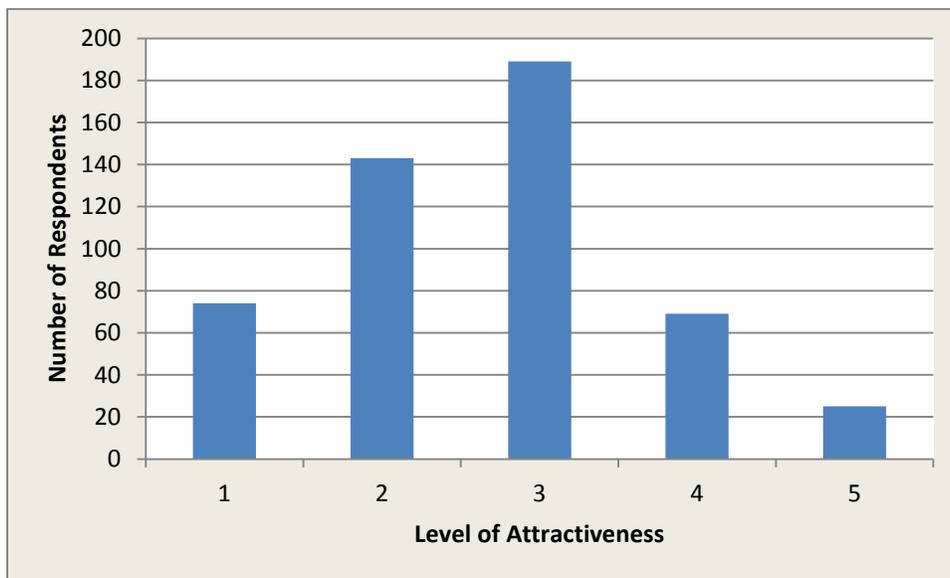
Q4. Is there anything you would like to change or improve about East Bradford Township and in what way would you change it?

Route 322/Downingtown Pike Corridor Study Area

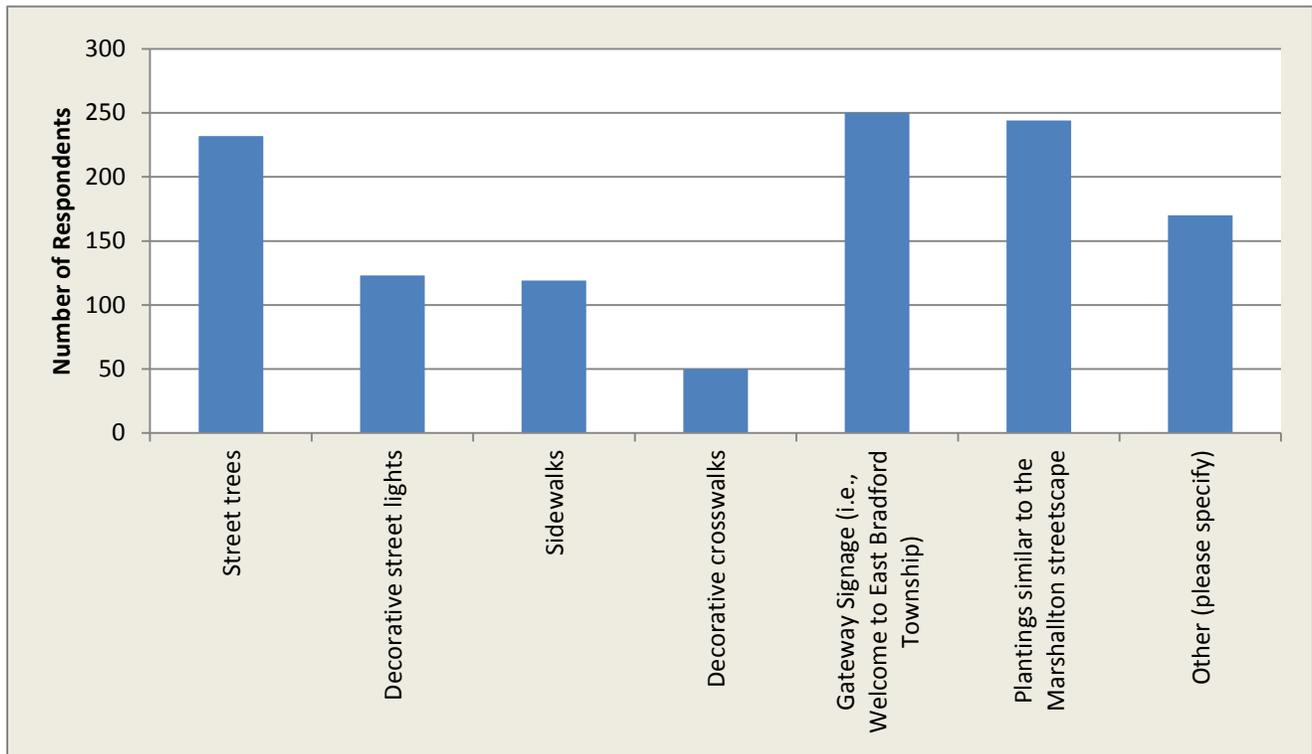


Q5. This corridor presents the first impression for someone entering East Bradford Township from West Chester Borough or the Route 322 Bypass. In general, how would you rate the attractiveness of this corridor?

(1 being Not Attractive and 5 being Highly Attractive)



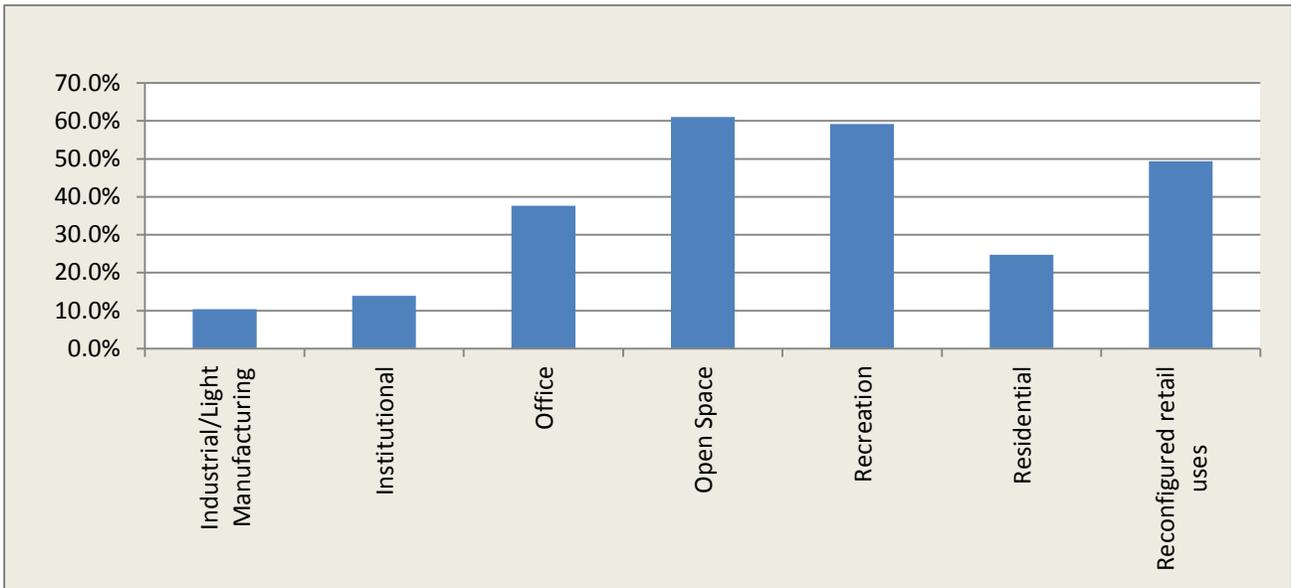
**Q6. Which of the following elements would enhance the appearance of the Route 322 corridor?
Check all that apply.**



The top 3 responses received, in order of most to least, were Gateway Signage (250 responses), Plantings similar to Marshallton Streetscape (244 responses), and Street trees (232 responses). However, it should be noted that there was not a “No change necessary” option. The 170 “other” responses fell into the following categories:

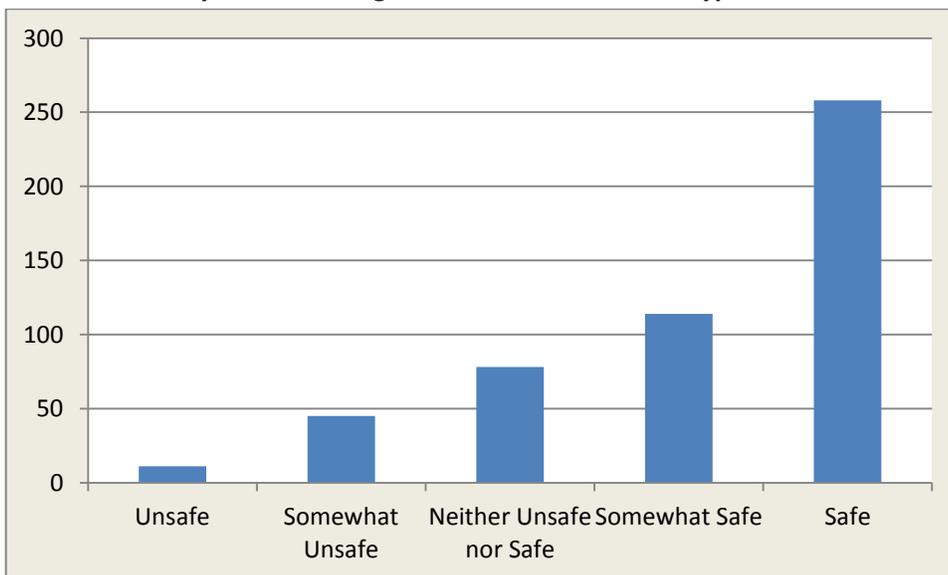
- Don’t change anything/Don’t spend tax payer dollars on this (67 responses);
- Improve the abandoned buildings and improve property maintenance (64 responses);
- Remove billboards, better quality signage (12 responses); and
- Add bike lanes (7 responses).

Q7. Retail businesses have struggled to remain viable along the Route 322/Downingtown Pike Corridor. What other uses would you consider appropriate along the corridor? Check all that apply.

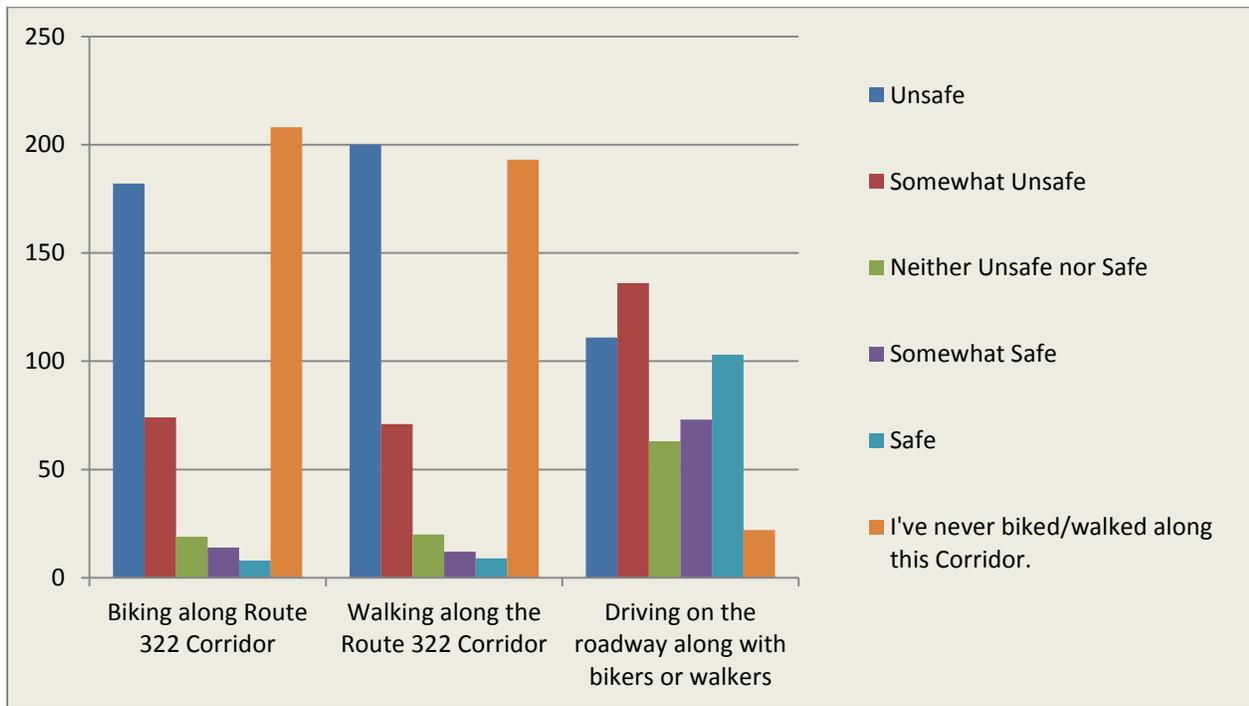


The top 3 choices by respondents include, in order of most to least, “Open Space”, “Recreation”, and “Reconfigured retail uses”. It should be noted that an option for “Let the market choose” was omitted. Many comments received in questions 11 noted this omission.

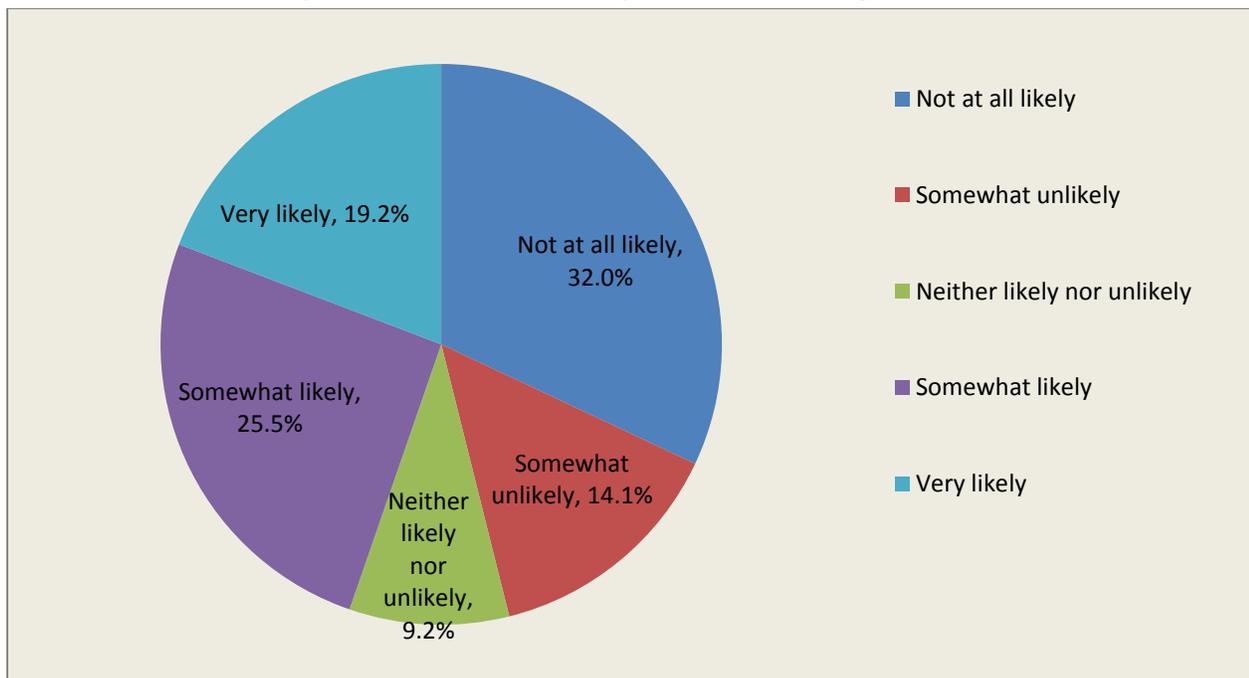
Q8. How safe do you feel driving between the Route 322 Bypass and West Chester Borough?



Q9. How safe do you feel while doing the following activities along the Route 322/Downingtown Pike Corridor?

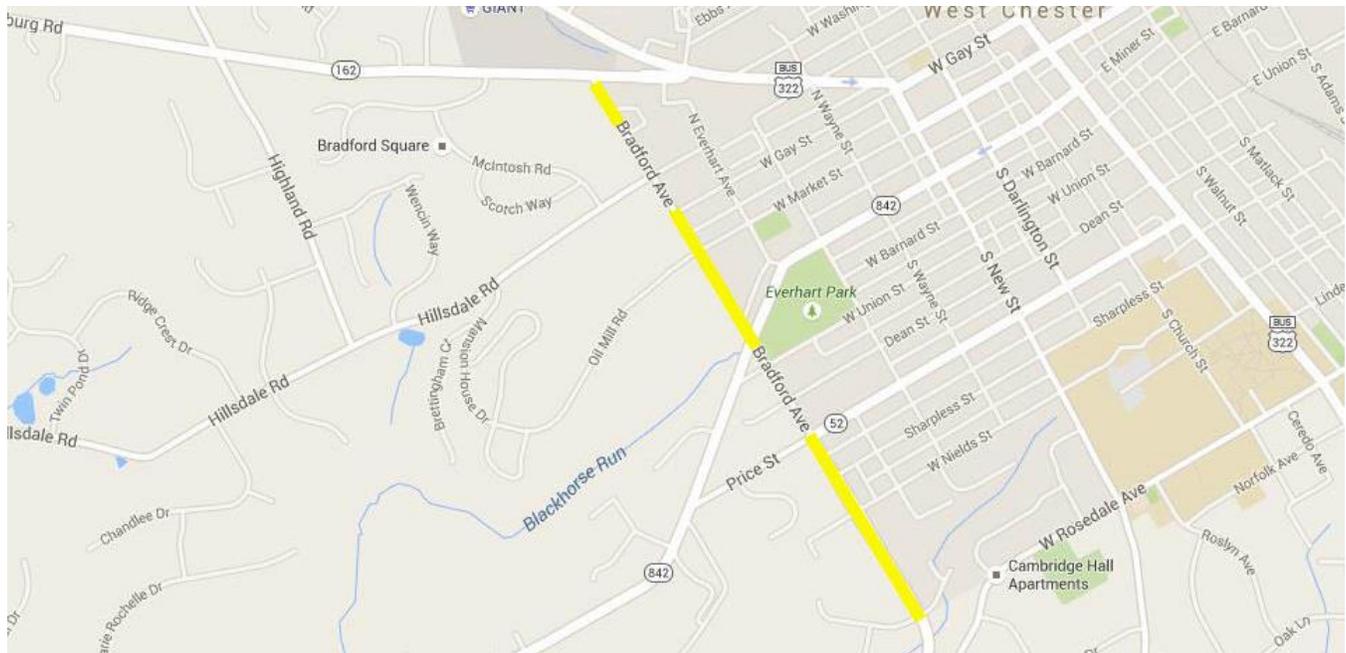


Q10. If available, would you use a continuous bike path/sidewalk along the Route 322 corridor in the future?

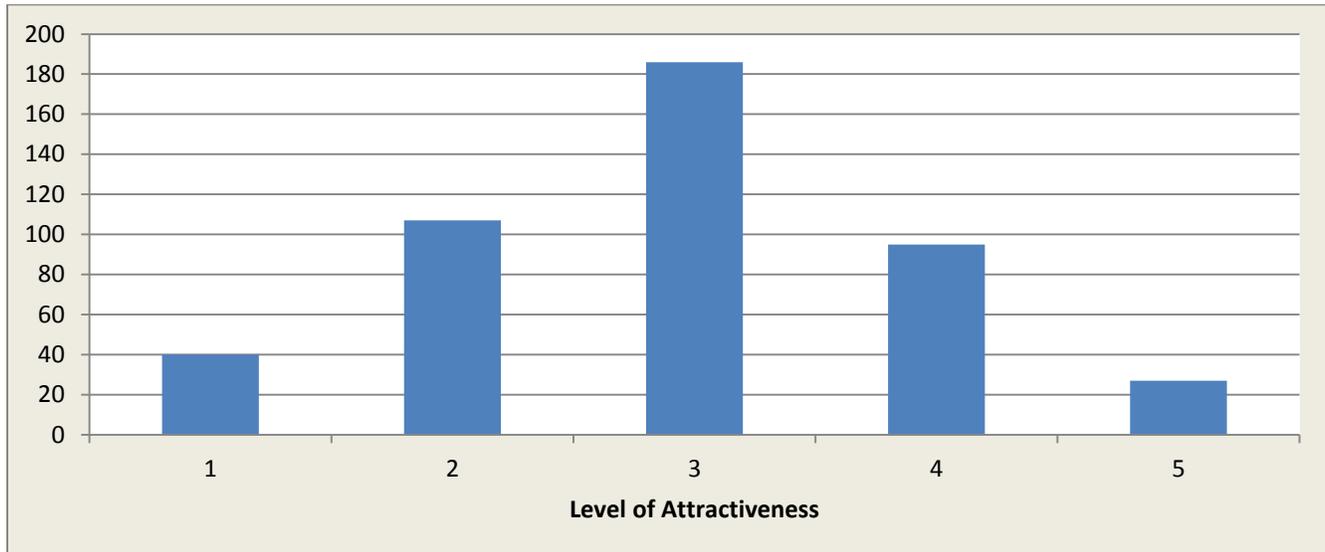


Q 11. What changes would you suggest to improve this corridor?

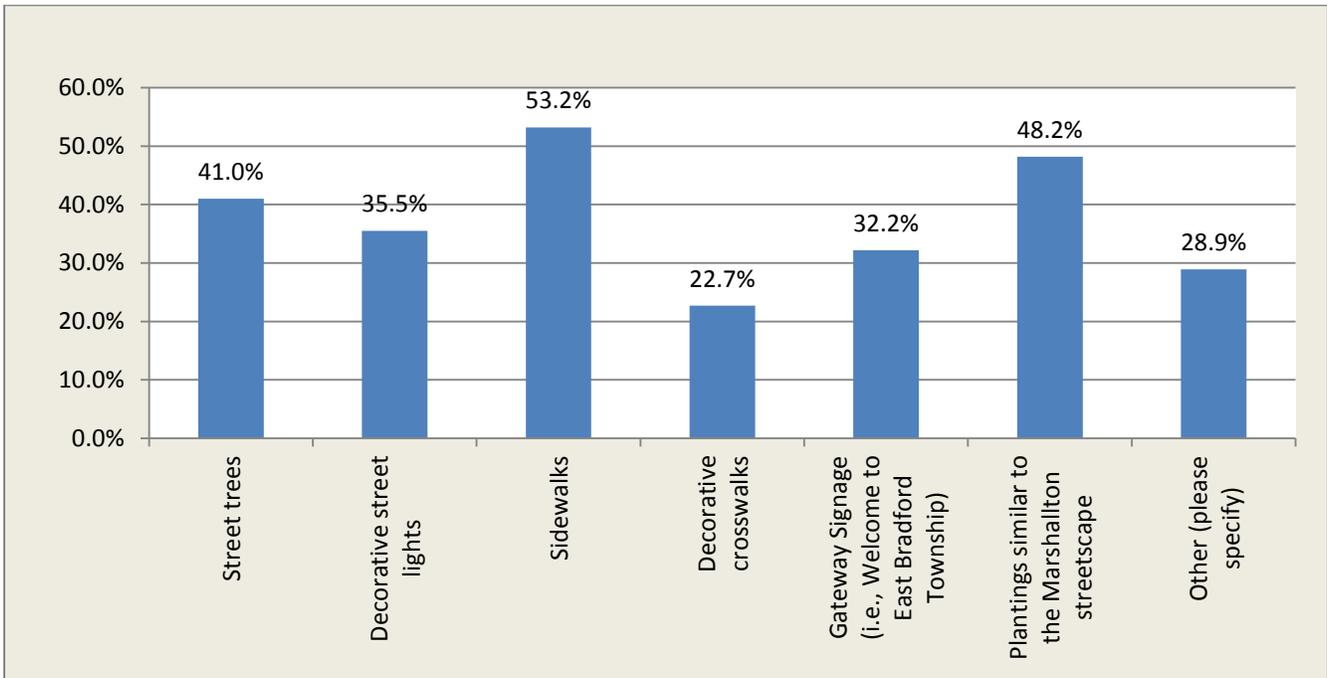
Bradford Avenue Corridor



Q12. This corridor is the first impression of East Bradford Township for someone entering from West Chester Borough. In general, how would you rate the attractiveness of this corridor? (1 being Least Attractive and 5 being Highly Attractive)



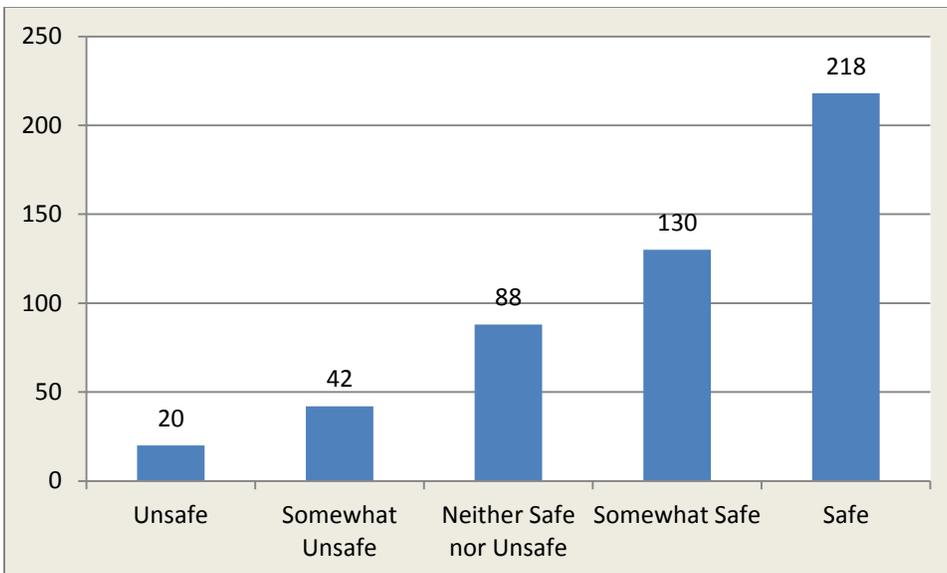
Q13. Which of the following elements would enhance the appearance of Bradford Avenue? Check all that apply.



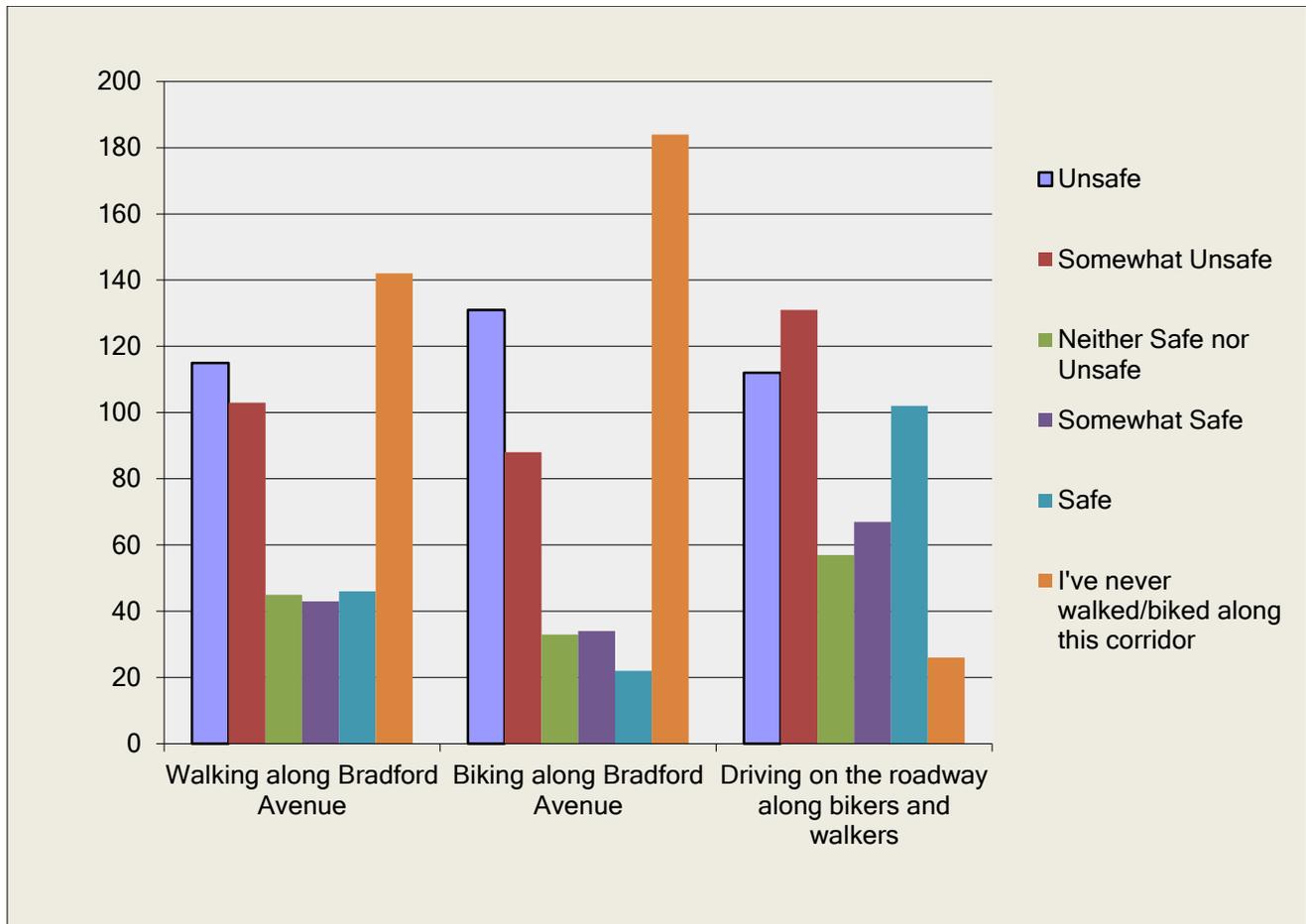
The 136 respondents who answered “Other” offered comments in the following categories:

- Repave and/or repair the road (66 responses)
- Leave the corridor as is (34 responses);
- Screening and landscaping of utilities and unsightly properties (<10)
- Property maintenance and quality of development/businesses (<10)
- Parking: find more off-street parking to alleviate the on-street parking (<10)

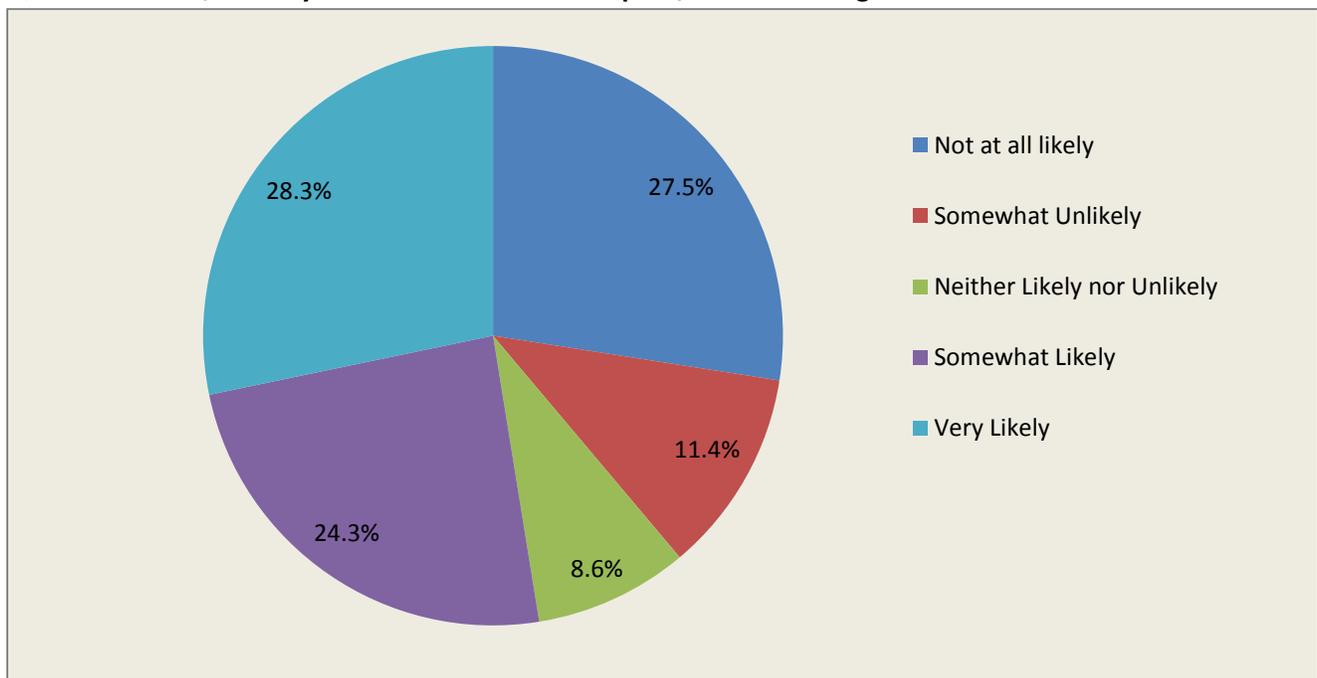
Q14. How safe do you feel driving along Bradford Avenue?



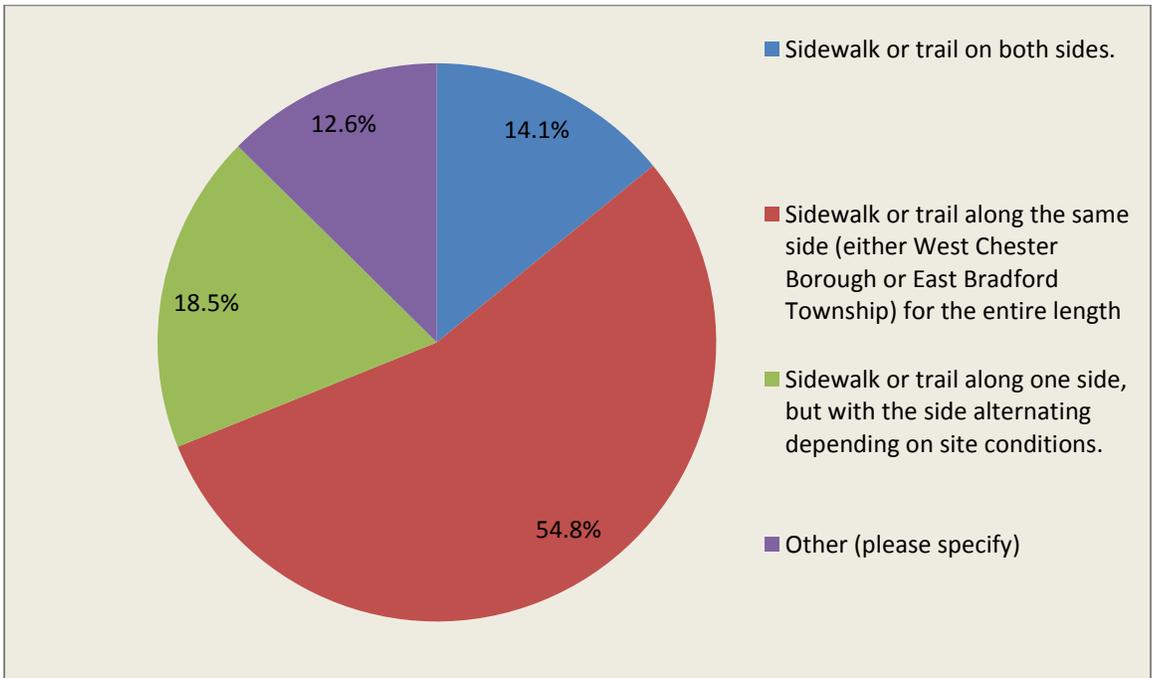
Q15. How safe do you feel doing the following activities along Bradford Avenue?



Q16. If available, would you use a continuous bike path/sidewalk along Bradford Avenue in the future?



Q17. If the Township is able to provide a continuous biking/pedestrian network along Bradford Avenue would you prefer:



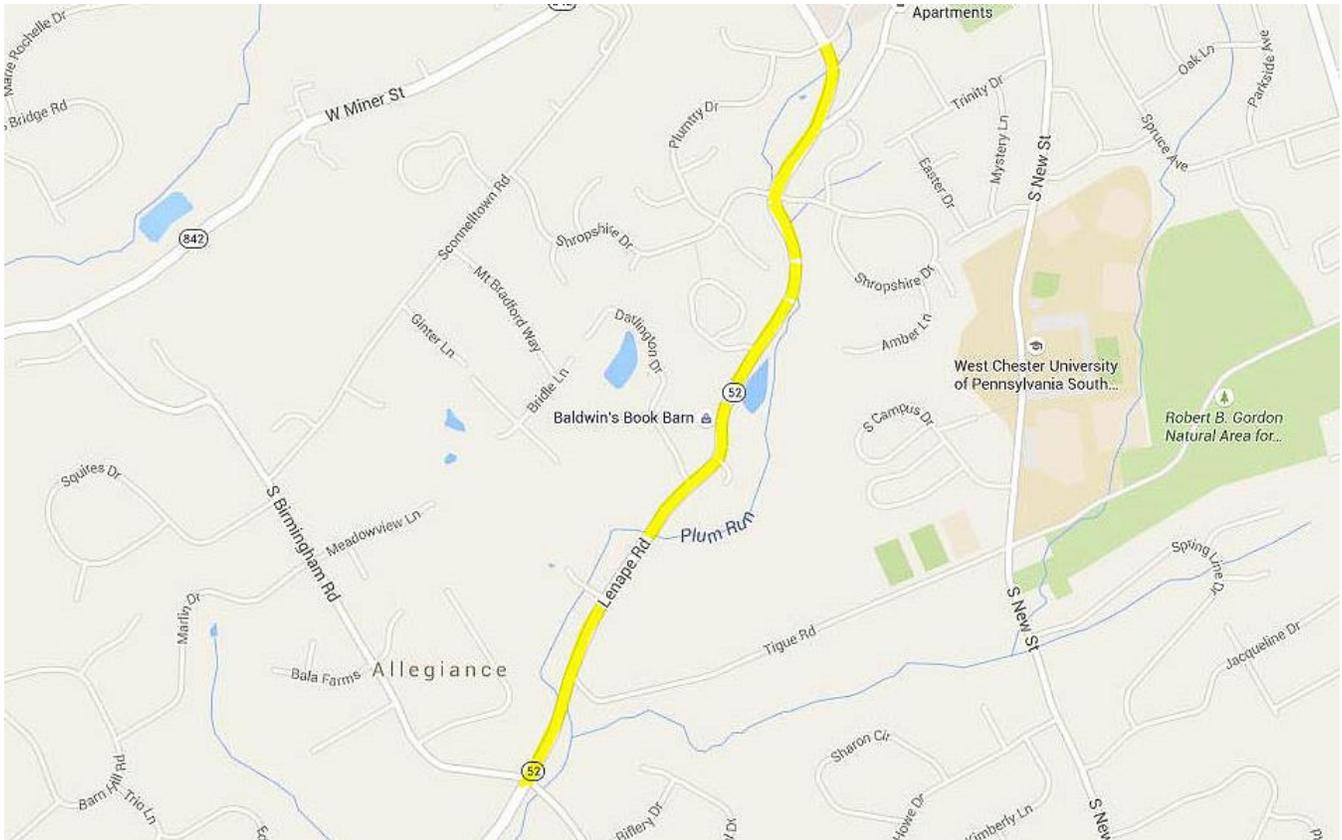
The vast majority of respondents prefer that a sidewalk or trail be constructed along one side of Bradford Avenue for the entire length. Of the 60 “other” responses, more than half prefer that the corridor be left as is with no addition of sidewalk or trail.

Q18. What changes would you suggest to improve this corridor?

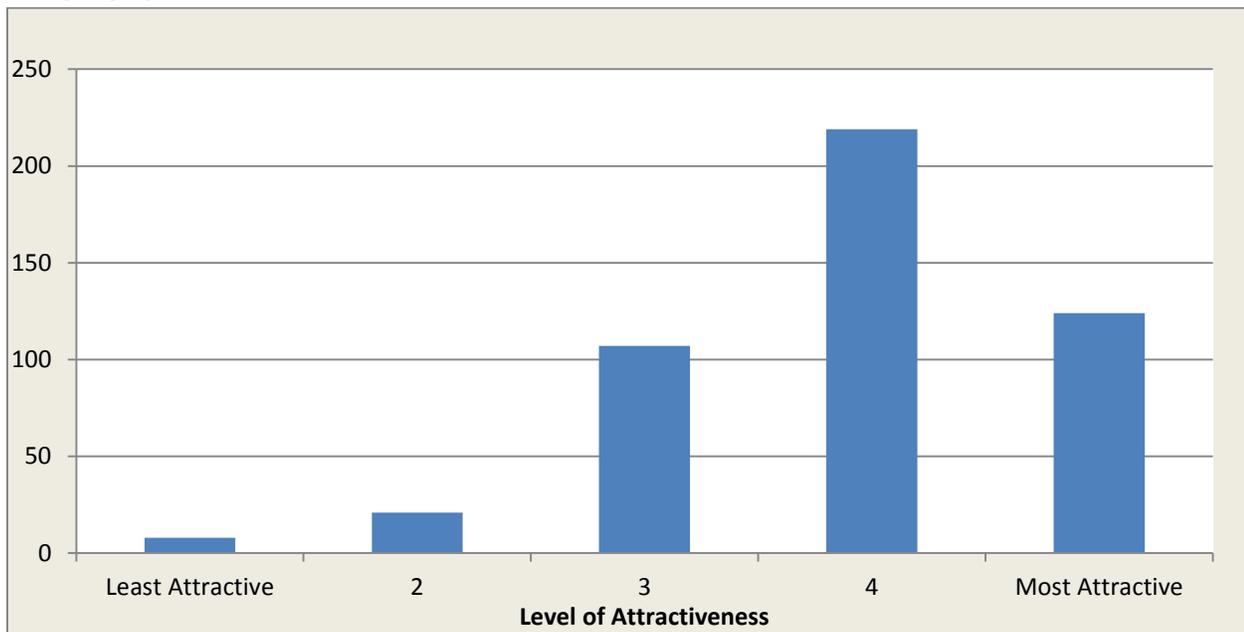
Two hundred sixty (260) respondents replied to this question. In the following categories:

- Repave/repair the road first (64)
- Build sidewalks and crosswalks (63)
- Leave as is (61)
- Parking (11)
- Less than 10 responses each: signage, property maintenance, screening, street trees, and other.

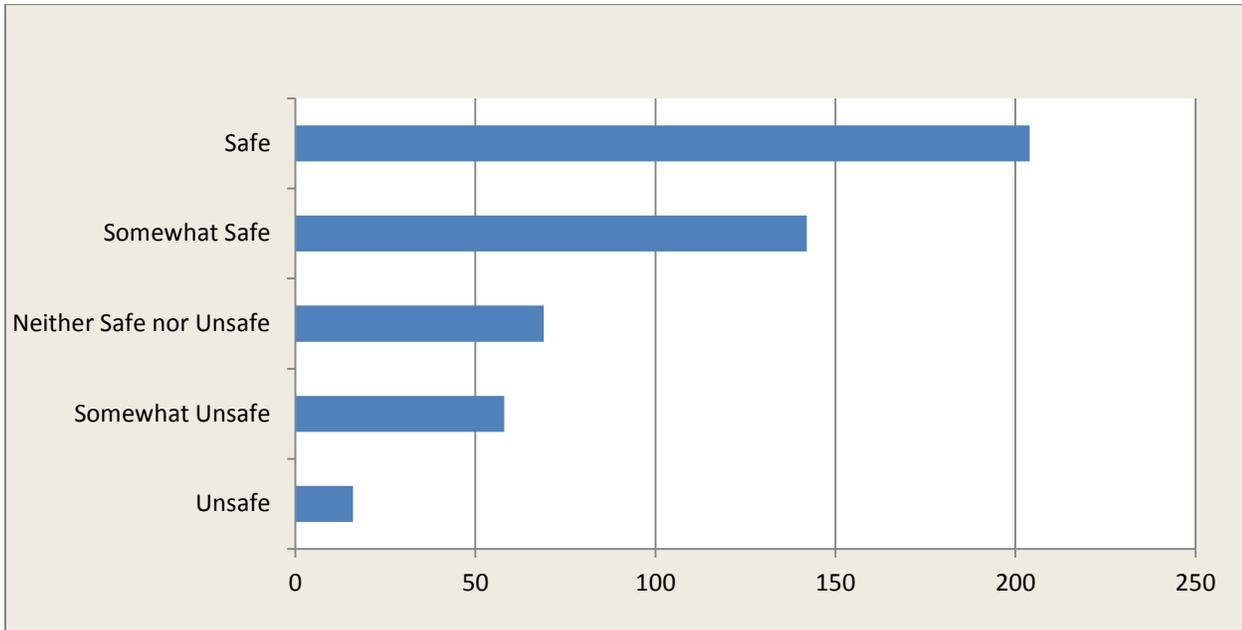
Lenape Road/Route 52 from West Chester Borough to Birmingham Road



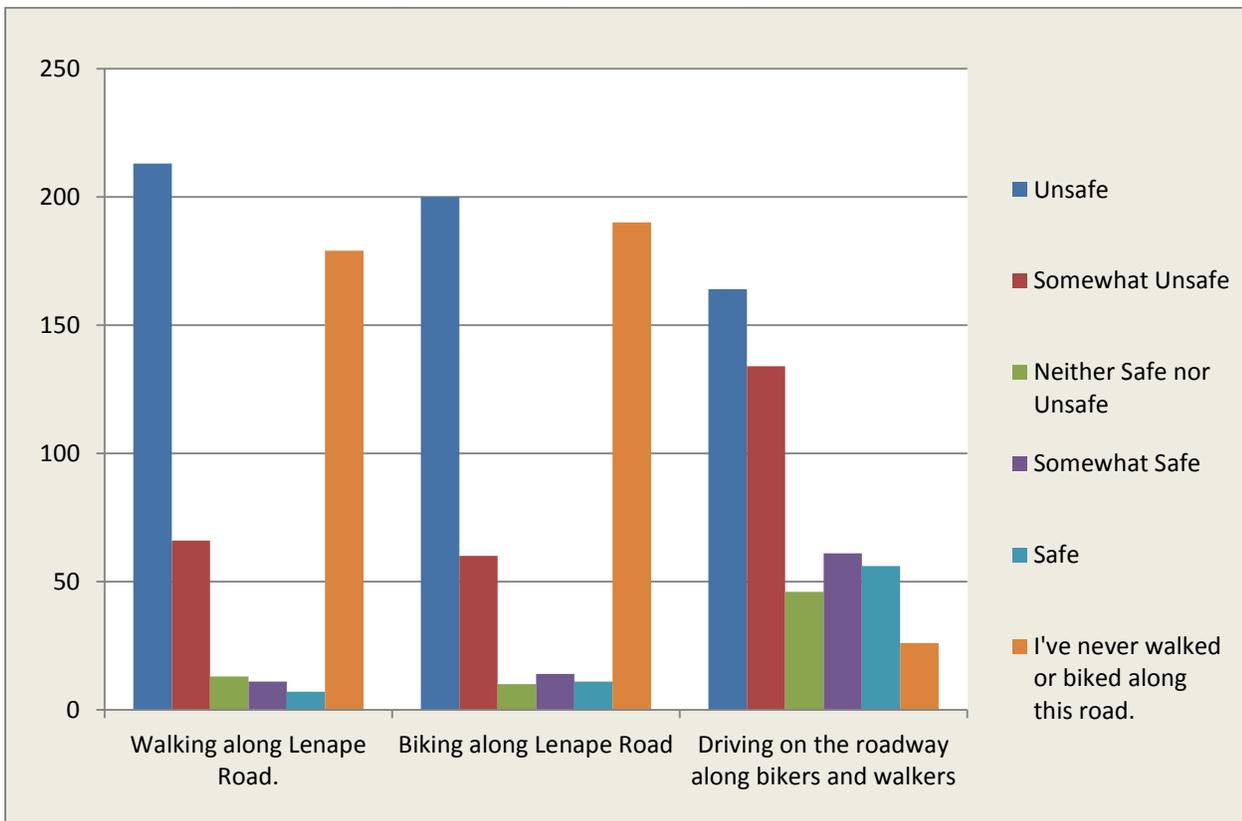
Q19. This corridor is the first impression of East Bradford Township for someone entering from Birmingham Township. In general, how do you rate the attractiveness of this corridor? (1 being Least Attractive and 5 being Highly Attractive).



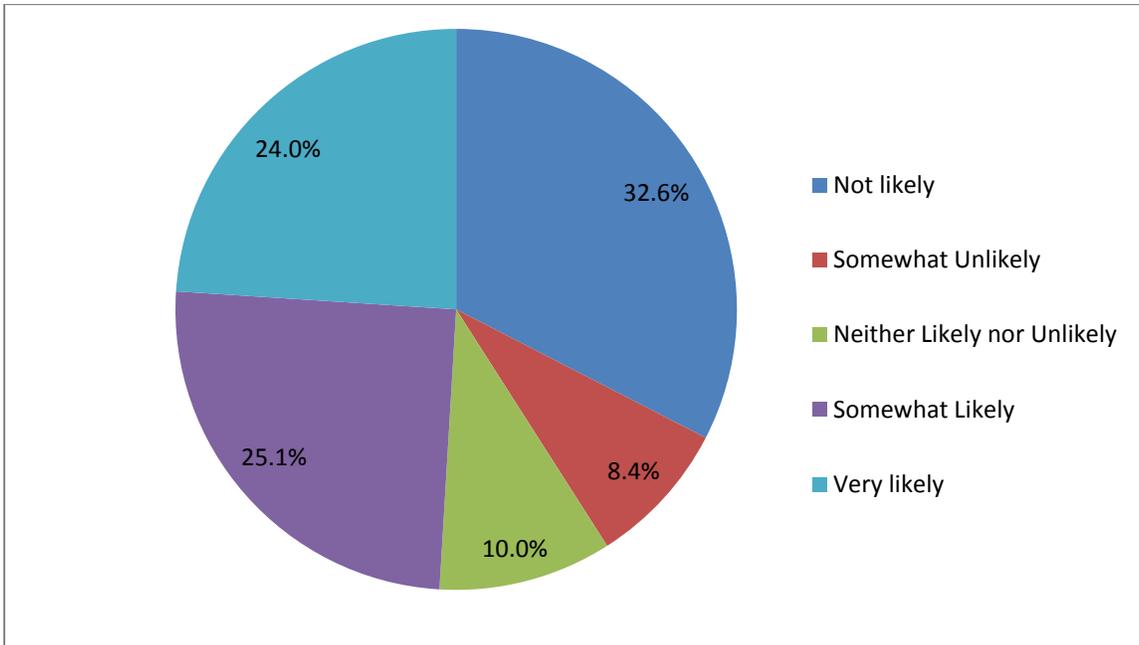
Q20. How safe do you feel driving along Lenape Road?



Q21. How safe do you feel doing the following activities along Lenape Road?



Q22. If available, would you use a continuous bike path/sidewalk along Lenape Road in the future?

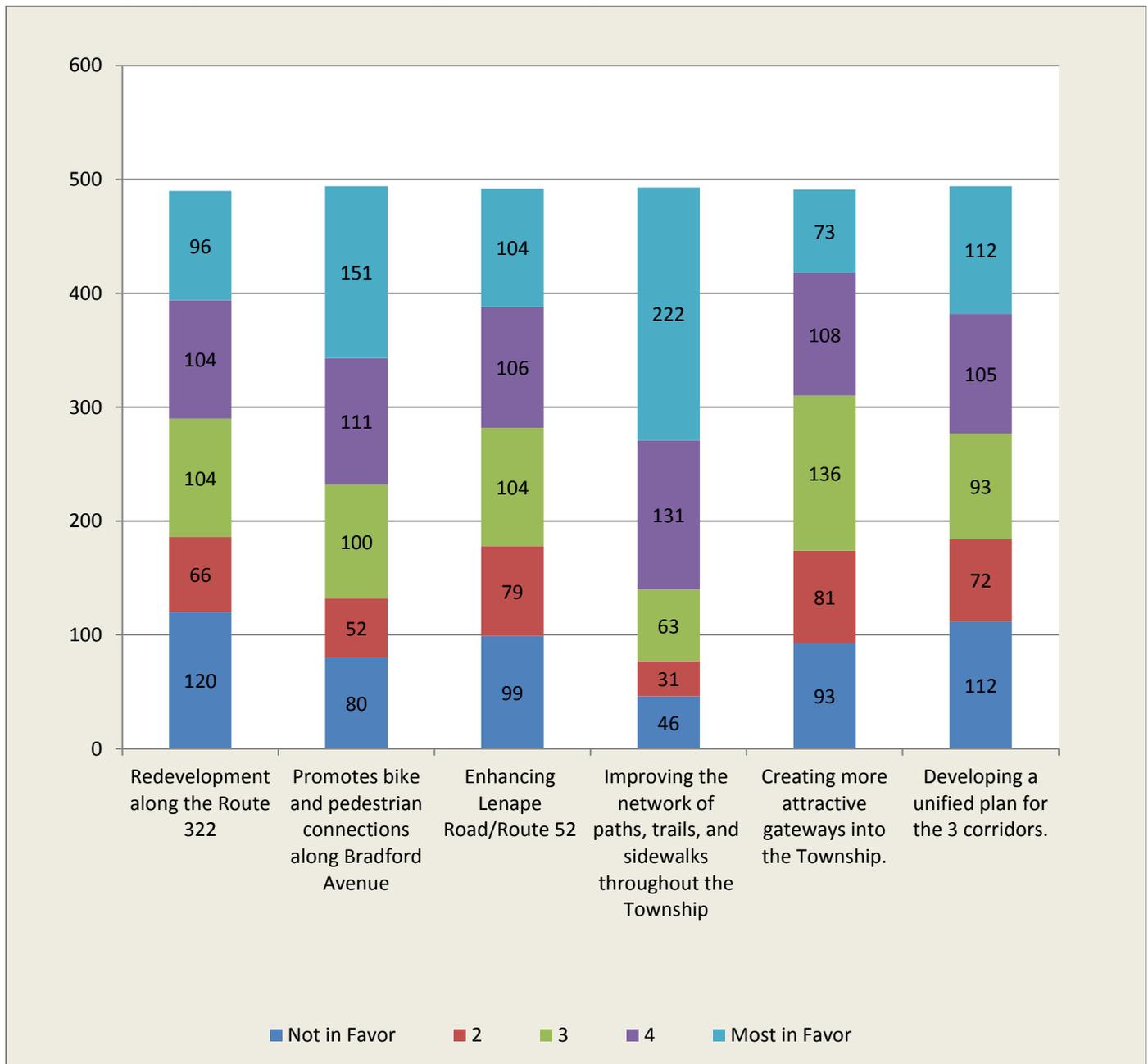


Q23. What changes would you suggest to improve this corridor?

Two hundred sixty (260) respondents replied to this question in the following categories:

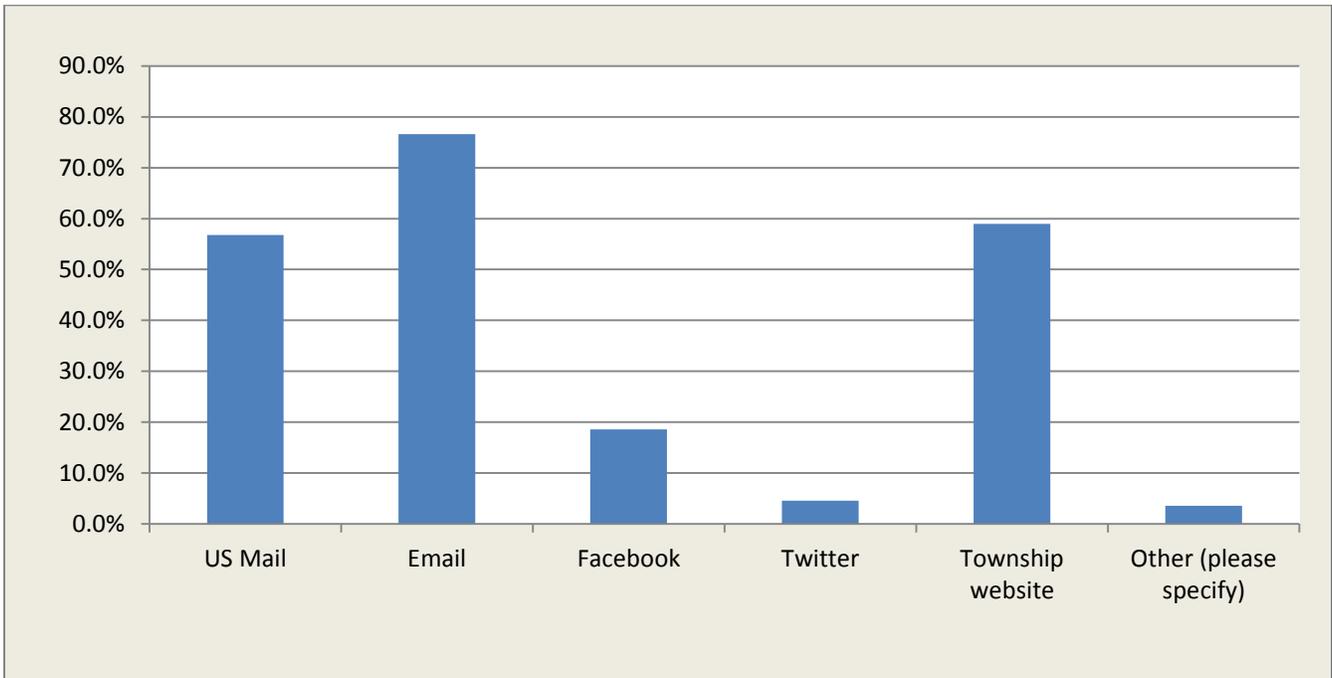
- Leave the corridor as is (70 responses)
- Repair the road, widen the road, and enforce the speed limit (59 responses)
- Add bike/pedestrian accommodations (66 responses)
- Better landscaping and tree trimming along the corridor (17 responses)
- Address the Strodes Mill property (< 10 responses).

Q24. How favorable are you to the Township directing resources (time, people and money) to the following initiatives? (1 being Not in Favor and 5 being Most in Favor).



The two initiatives with the highest favor ratings are Improving the network of paths, trails, and sidewalks throughout the Township (222 responses) and Promoting bike and pedestrian connections along Bradford Avenue (151 responses). The two initiatives with the highest “not in favor” rankings were: redevelopment of Route 322 (120 responses) and developing a unified plan for the three corridors (112 responses).

Q25. What are the preferred ways for the Township to communicate information about Township events and news? Check all that apply.



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.