

WEST WHITELAND TOWNSHIP
Planning Commission
Agenda
Tuesday, March 31, 2020
7:00 P.M.

CALL TO ORDER

REVIEW OF MEETING MINUTES

1. Approval of Meeting Minutes: March 3, 2020

PUBLIC COMMENT/CONCERNS/QUESTIONS

PLANS

OLD BUSINESS

1. Continued Town Center District Discussion & Summary Results – PC Meeting March 3rd.

ANNOUNCEMENTS

ADJOURNMENT

Next Meeting: April 14, 2020

To access meeting via Zoom:

Option 1:

Download the Zoom app onto your laptop, tablet, or phone using the following link: (https://zoom.us/download#client_4meeting) Use the first download option.

Click on "Join a Meeting" and enter 762-846-540 where indicated in the "Join Meeting" box.

Option 2:

Click on this hyperlink: <https://zoom.us/j/762846540>

Option 3:

Use your phone and call +1-646-558-8656. When asked, enter the meeting ID number: 762-846-540

For questions please contact Justin Smiley by e-mail (jsmiley@westwhiteland.org) or phone 610-363-9525 ext: 3211.



MEMORANDUM

DATE: March 27, 2020

TO: Planning Commission

FROM: John R. Weller, AICP
Director of Planning and Zoning

SUBJECT: Exton Crossroads discussion

Tonight's discussion will be a follow-up to conversations that started in May 2019 and resumed at our most recent meeting on March 4. Principal points from the two meetings last May were:

- We want the crossroads area to function as a Town Center.
- We do NOT want warehouses or distribution centers occupying the "big box" spaces.
- We want pedestrian scale with green spaces and a mix of uses.
- Facilitate bicycle and pedestrian movement.
- Enhance/improve pedestrian crossings for US Business Route 30 (Lincoln Hwy.) and PA Route 100 (Pottstown Pk.).
- Provide a bicycle/pedestrian circle around the 30/100 crossroads (as shown on the Bicycle and Pedestrian Plan) rather than promote such crossings right at the crossroads.
- Main Street at Exton was cited as a positive example: we like the mix of large and smaller stores in a pedestrian-friendly environment with lots of green space.
- Eagleview in Uwchlan Township was also mentioned as a positive example.
- We DO NOT want to be another King of Prussia: it's too busy, too intense, too big.
- Environmental constraints south of Lincoln Hwy. limit what can be done there.
- It's important to include green space and public amenities.
- Re-assess whether our parking requirements are appropriate.
- Streetscapes are critical: do we want professional or some other outside assistance to develop a streetscape plan?
- What about implementing a Business Improvement District ("BID")?

At our workshop session on March 3, Commission member and residents brainstormed about things that we wanted - and didn't want - in the Town Center district generally and the Exton Square property specifically. We noted that the mall property is a particular concern due to its declining condition, the changing retail landscape happening everywhere, the realization that mall will never again be what it once was, and the prominence of the site in both the Township and the County. Attached to this memo you will find Staff's summary of the ideas that were written on the flip-charts during the course of the meeting. As we stated before, new uses we consider should be appropriate for this location: we are not proposing to change

the Comprehensive Plan, and the crossroads area remains our preferred location for development in the Township. It seems that we generally agree about what we don't want here, so we need to consider how to encourage the things we do want.

As before, please consider these things as you prepare for the meeting:

- Again, I encourage you to look through the “Retrofitting Suburbia” book by Ellen Dunham-Jones and June Williamson that was provided to all of you last year. Chapter six looks at ways that regional malls (like Exton Square) have been adapted for new uses and includes some case studies. While the book doesn't specifically address large strip centers (like Fairfield Place and Whiteland Towne Center), there are still some good concepts. Is there anything here you especially like - or don't like?
- This is a great opportunity to promote the Bicycle and Pedestrian Plan that the Township adopted last year as an amendment to the Comprehensive Plan. How can we build on the framework of that plan to promote a bike- and pedestrian friendly environment?
- Although the two main roads are both under PennDOT control, we can still promote streetscape improvements and the provision of side streets to disperse traffic. Recall that our Official Map specifically calls for enhanced streetscapes along this central part of the Lincoln Hwy. and Pottstown Pk. corridors.
- What public amenities do we want to see?
- How do we promote/encourage development that respects the character of this place?

We anticipate that this portion of tonight's meeting will be essentially a workshop. We will have maps and aerial photographs to help us depict the improvements we'd like to promote. Depending upon how far we get with the conversation, we may also begin discussing implementation strategies.

Attachment:

1. Notes from Planning Commission meeting of March 3, 2020.

PC MMO's - Miscellaneous\2020\200313 - Town Center

West Whiteland Township Planning Commission Meeting

March 3, 2020

Township Staff and Planning Commission presented on the Township’s Development philosophy “Development by Design” for the Township and the Town Center Zoning District which is located at the center of West Whiteland (PA 100/US 30: Target to US 30 Bypass & Chester Valley Trail Crossing/US 30 to Commons at Lincoln Center/west of Kohls). Residents participated in a brainstorming exercise regarding the future development of the Town Center district along with the Mall and what they want to see and don’t want to see when redevelopment occurs. The chart below summarizes the results of this exercise.

Town Center/Exton Square Mall Discussion Summary

WHAT DO YOU WANT?		WHAT DON'T YOU WANT?	
Town Center District	Exton Square Mall	Town Center District	Exton Square Mall
<ul style="list-style-type: none"> • Traffic Calming • Farmer’s Market • Small Grocery Stores • Restaurants (no chains) • Better Streetscapes along PA 100 and US 30 • Preserve vistas/view corridors • Re-use under-utilized parking lots at shopping centers with pads sites and greenscaping • Pedestrian overpass across PA 100 at multiple locations for safe pedestrian mobility • Mixed-use development, planned community (office over retail/residential over retail) • Wedding Venue • Design of buildings should be setback further from street. Use Step design/no more Hanover style buildings • Buildings 65Ft. or less 	<ul style="list-style-type: none"> • Connect Mall and Whiteland Towne Center better • Move CC Library into Mall and use County land for senior housing • Planned 55+ community with amenities • Affordable housing • Redevelop Mall into Hotel Conference Center • Expand Healthcare/ Medical services • Add Gym/Recreation/ Sports facility • Concert Venue/Event Center • Brewery • Corporate offices • Economic Incubator (Start-Ups/RND/ Entrepreneurs) • Redevelopment TND design with Commercial core residential (houses surrounding) 	<ul style="list-style-type: none"> • No Apartments • Big Box Retail • Concrete Canyons (streets surrounded by large buildings) • Car Dealership • Visible Parking • Tax Exempt uses/ properties • Painted Crosswalks (do it better!) 	<ul style="list-style-type: none"> • No Apartments • No Fulfillment Center