



HISTORIC PRESERVATION

TRANSPORTATION OPTIONS

ECONOMIC VITALITY

OPEN SPACE & RECREATION

COMMUNITY CONVERSATION: EXTON CROSSROADS

NOVEMBER 17, 2021



MEETING OUTLINE

- **DEVELOPMENT BY DESIGN**
 - VIDEO
- **TOWNSHIP DEVELOPMENT HISTORY & CONTEXT:**
 - PLANNING PHILOSOPHY FOR THE EXTON CROSSROADS
 - URBAN LAND INSTITUTE REPORT
- **SURVEY FINDINGS SO FAR**
 - FUTURE CROSSROADS PROJECTS
- **COMMUNITY CONVERSATION SESSION**

POLLING QUESTIONS DIRECTIONS

- **CELL PHONE**

- Under recipient: 22333
- TEXT: WWHITELAND004
- Questions will not appear in text window, but you will be notified when poll is ready.
- Enter A, B, C, or D and submit via text to answer questions

- **COMPUTER**

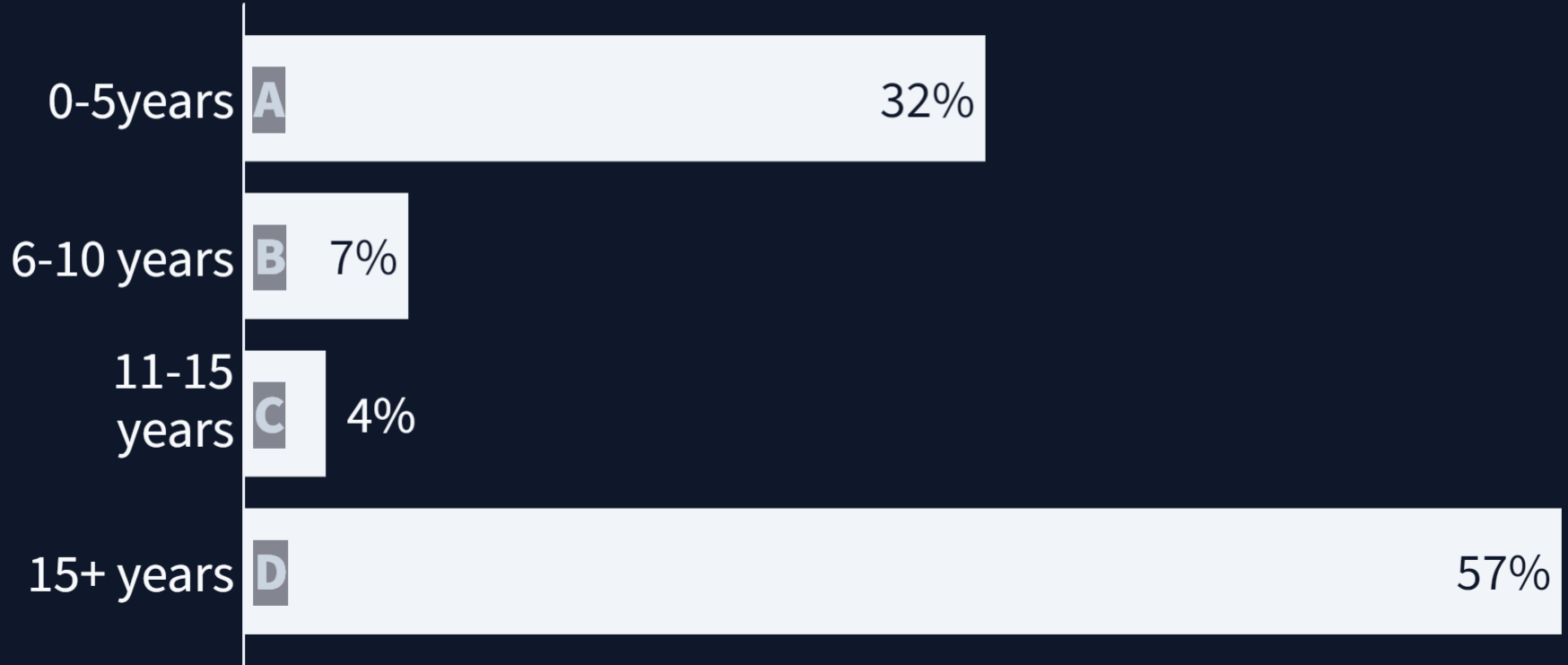
- Enter website: PollEv.com/wwhiteland004
- Questions will appear
- Answer the options when available



Respond at PollEv.com/wwhiteland004

Text **WWHITELAND004** to **22333** once to join, then **A, B, C, or D**

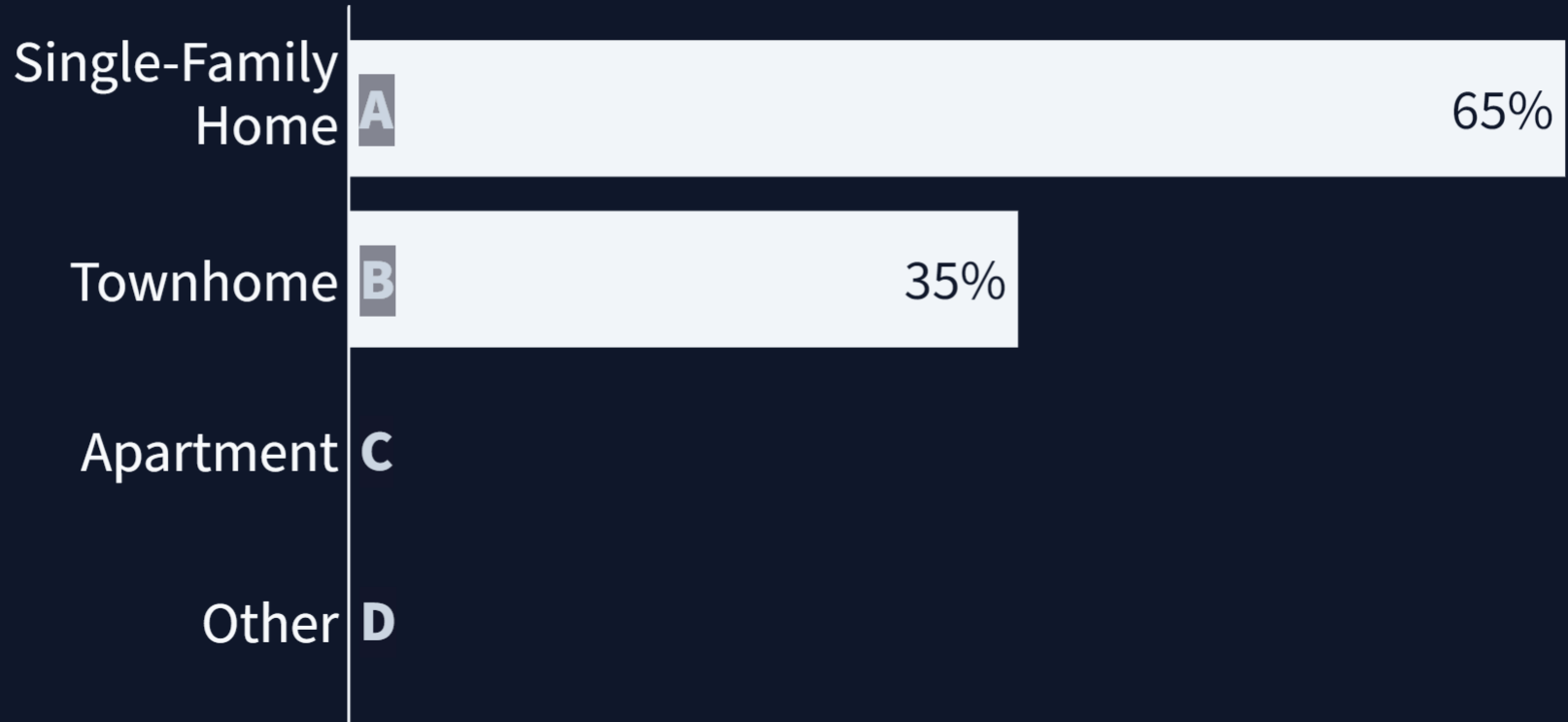
How long have you lived in the Township?



Respond at [PollEv.com/wwhiteland004](https://poll-ev.com/wwhiteland004)

Text **WWHITELAND004** to **22333** once to join, then **A, B, C, or D**

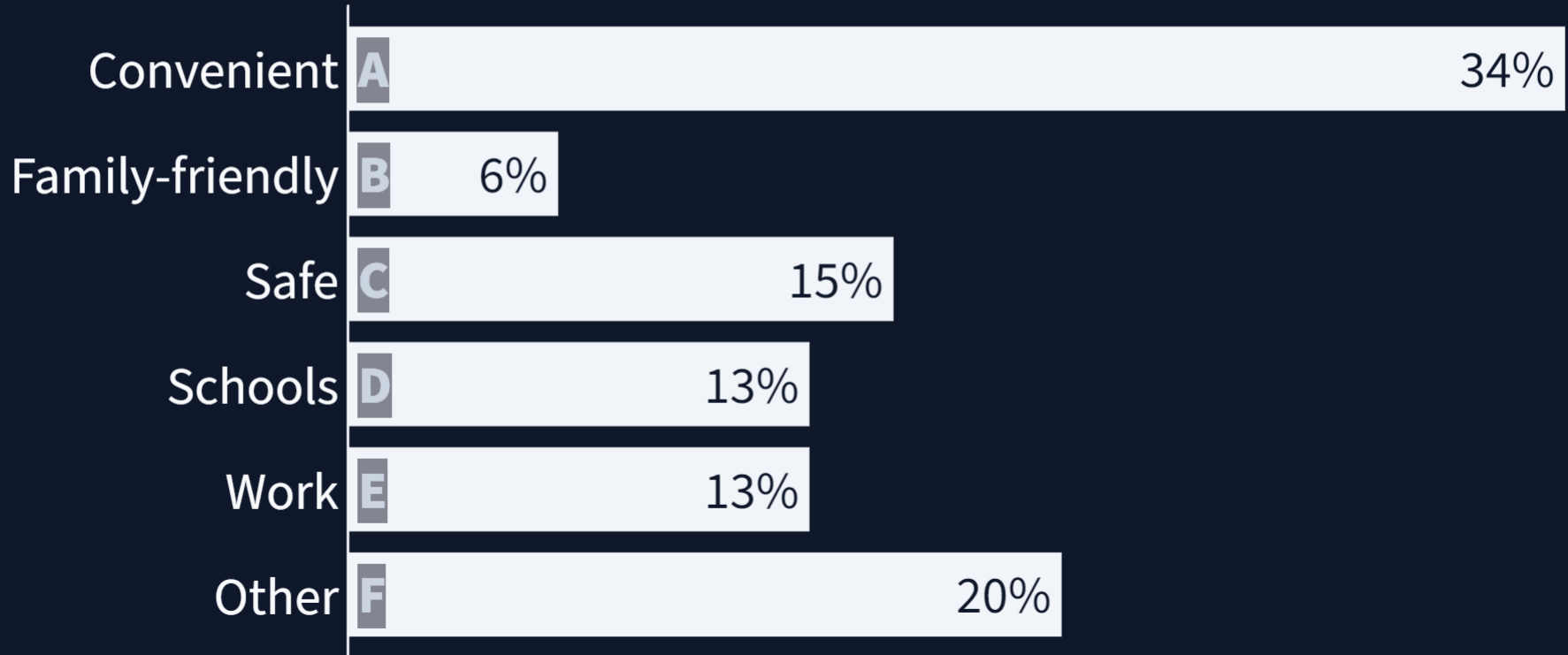
What type of residence do you live in?



Respond at [PollEv.com/wwhiteland004](https://www.poll-ev.com/wwhiteland004)

Text **WWHITELAND004** to **22333** once to join, then **A, B, C, D, E...**

Why did you choose West Whiteland as your place of residence?



DEVELOPMENT BY DESIGN: VIDEO



Development in West Whiteland:
A Crossroads Community

▶ ⏸ 🔊 0:02 / 7:10



EXTON CROSSROADS: TODAY



HISTORY OF PLANNING FOR DEVELOPMENT

1962: Township identified **Exton Crossroads** as a commercial center

1974: Identified the **Exton Bypass** as a future improvement

1983: **Protected open space** & recreation areas identified

1994: **Exton Park** acquisition as result of Open Space Plan

2004: Identified priority **transportation** projects

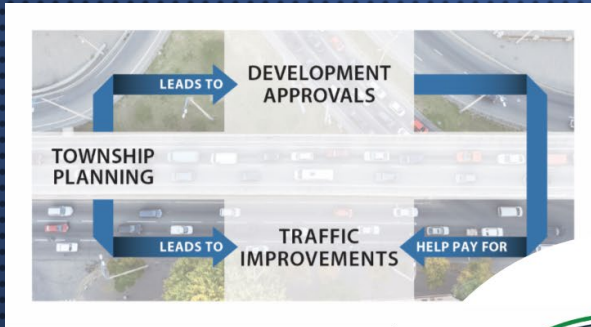
2015: Significant update to **zoning and transportation planning** along commercial corridors following Great Recession

2019: **Bicycle and Pedestrian Plan**

2020: Strategies to manage **growth & community identity** in the Crossroads

2021: Update to the 1982 **Historical Resource** Survey

PLANNING + DEVELOPMENT = IMPROVEMENTS



Development by Design

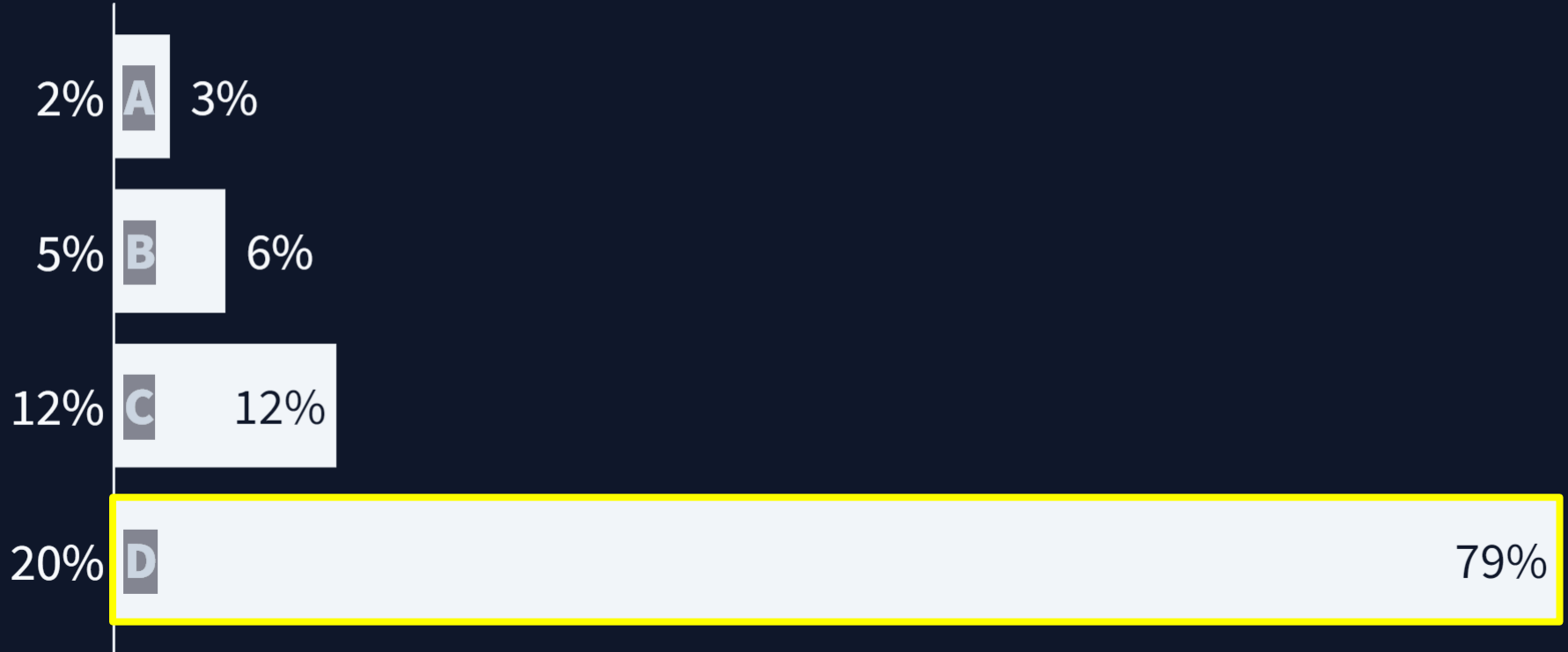
WEST WHITELAND TOWNSHIP



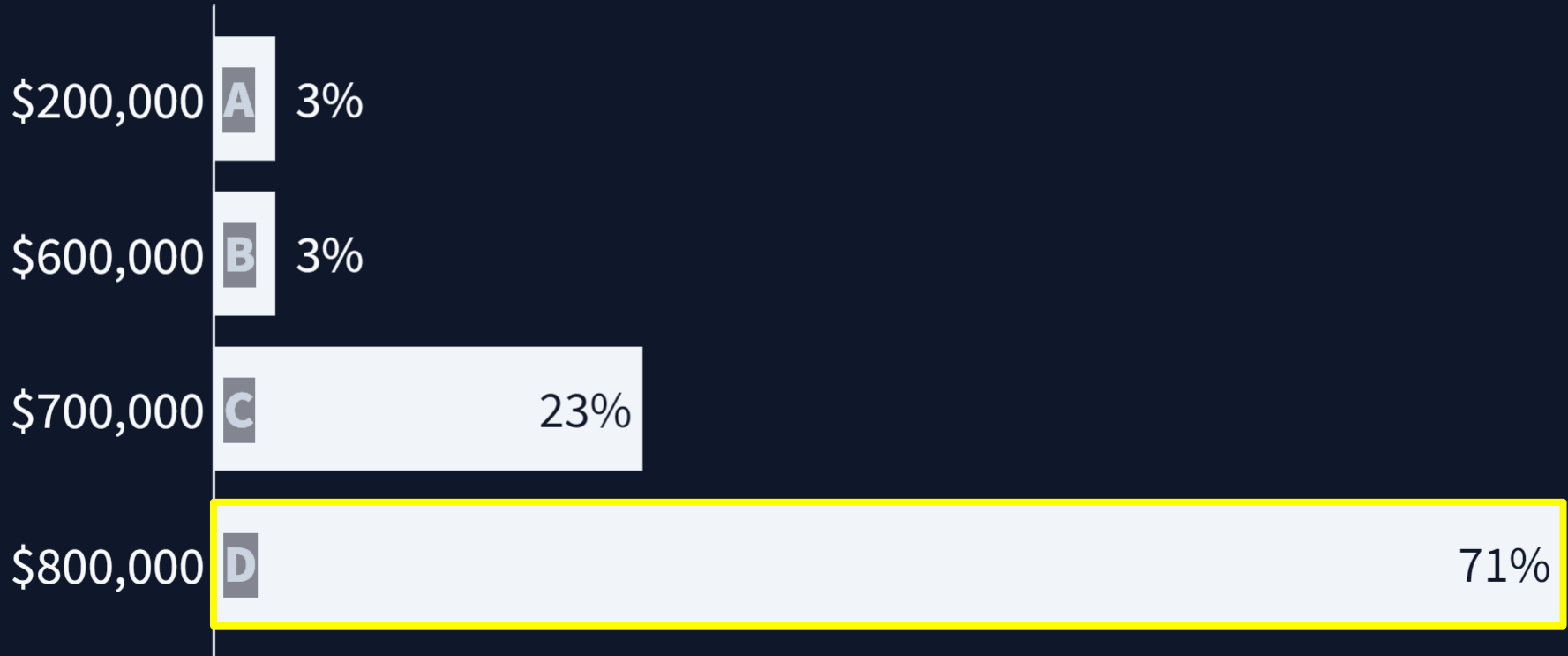
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What percent of West Whiteland is protected Open Space/Green Space?



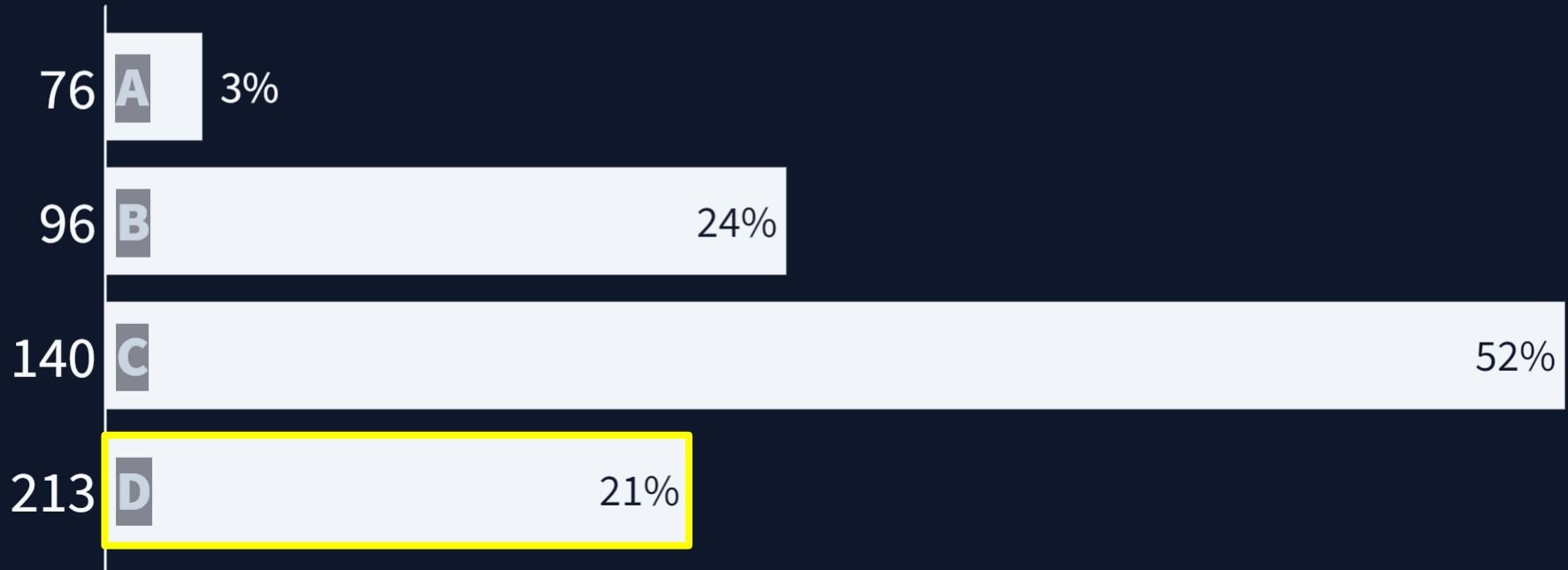
How much in Traffic Impact Fees has been collected?



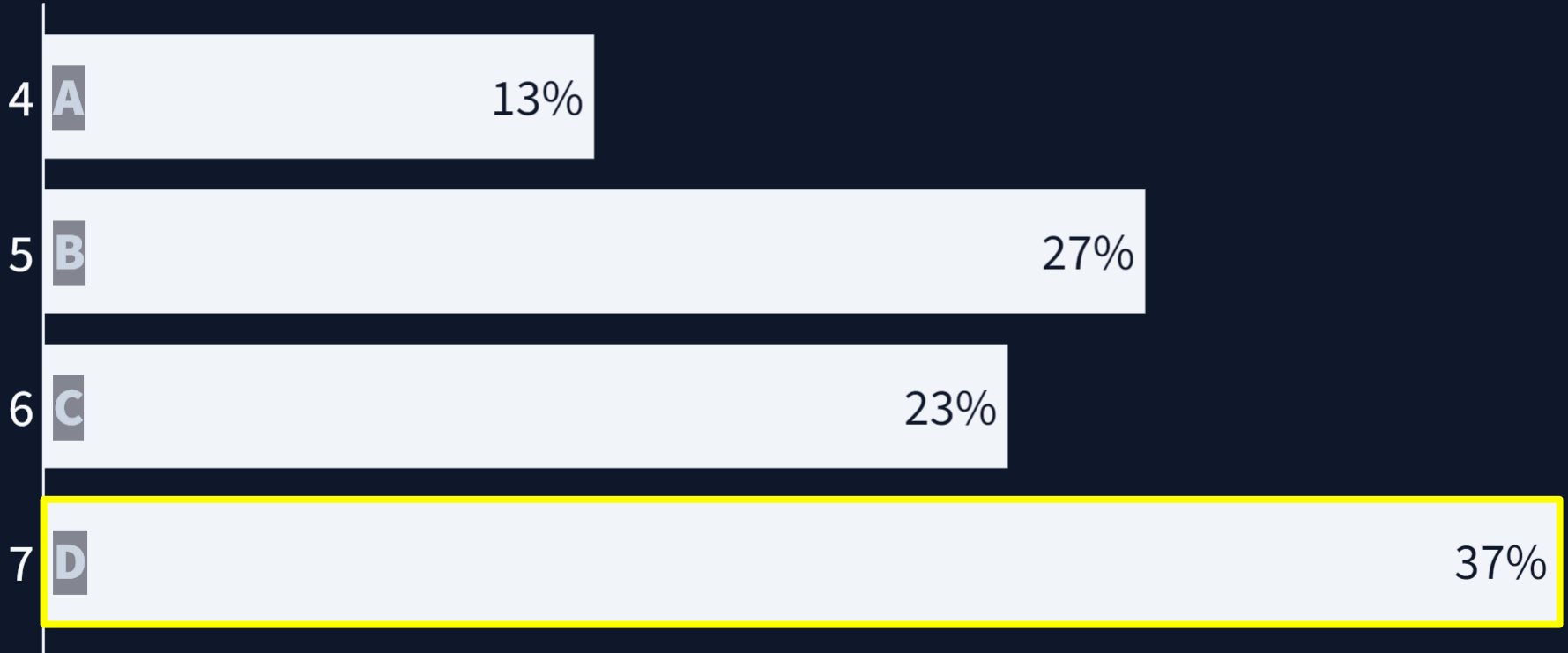
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How many historic resources are within West Whiteland Township?



How many grocery stores are within West Whiteland Township?



IMPROVEMENTS FROM DEVELOPMENT: 2015-2021

- **TRAFFIC IMPACT FEES:**

- PAID: **\$813,000**
- TO BE PAID: **\$279,000**

- **TRANSPORTATION IMPROVEMENTS:**

- NEW ROADWAYS/EXTENSIONS: **3**
- NEW/UPGRADED TRAFFIC SIGNALS: **7**
- CONNECTING TRAILS/SIDEWALKS: **6+ MILES**

- **OPEN SPACE FEES:**

- PAID: **\$686,000**
- TO BE PAID: **\$234,400**

- **LAND DEDICATED/SET ASIDE:**

- RECREATIONAL/OPEN SPACE: **139 ACRES**

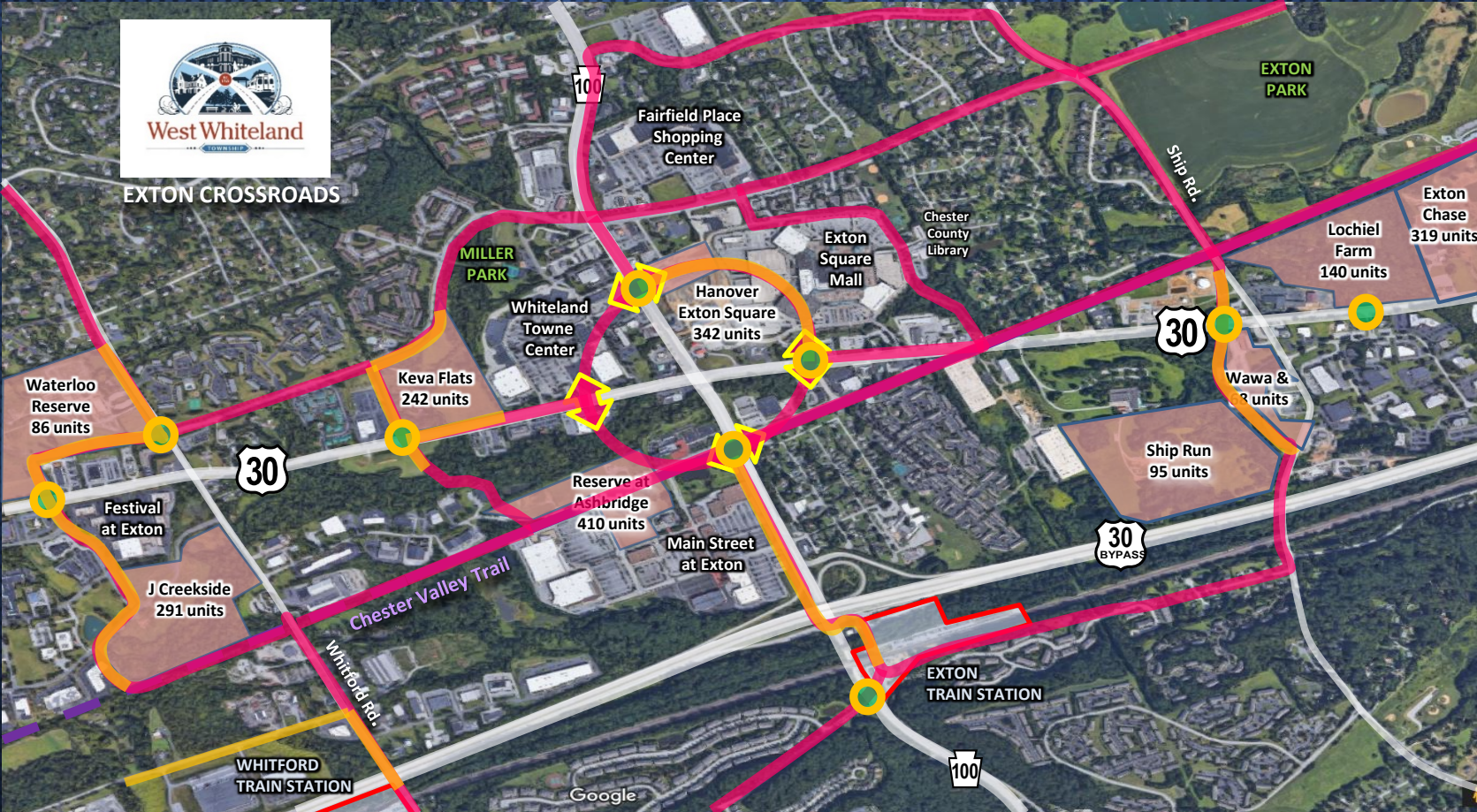
- **HISTORICAL PRESERVATION:**

- RESOURCES ADAPTIVELY REUSED: **12**

EXTON CROSSROADS: IMPROVEMENTS

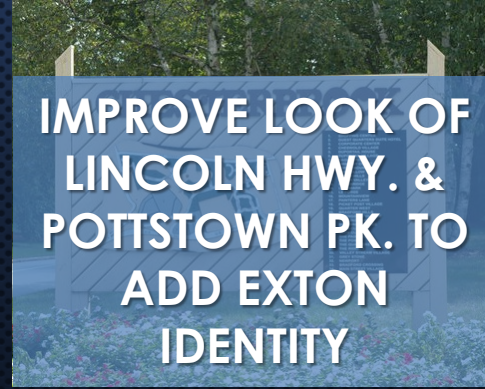


EXTON CROSSROADS



ULI REPORT: STRATEGIES/RECOMMENDATIONS

STRATEGIES TO PROMOTE: PLACE, IDENTITY/WAYFINDING & GOVERNANCE



ULI REPORT: RECOMMENDATIONS

PLACE

- MANAGE DENSITY STRATEGICALLY
- CREATE AREAS TO ENGAGE WITH NATURE & OPEN SPACE
- CREATE FORM THROUGH GREENS & LANDSCAPING
- ORIENT RETAIL ENVIRONMENT TO PEDESTRIANS
- RECRUIT BUSINESSES & INDUSTRIES TOWNSHIP WANTS
- EMPHASIZE UNIQUE CHARACTERISTICS WITHIN CROSSROADS

IDENTITY & WAYFINDING

- CREATE SIGNAGE AT GATEWAYS
- DESIGN A STREETScape BRAND WITH EMPHASIZE ON PEDESTRIAN CROSSINGS
- WAYFINDING: ORIENTING THE BRAND TO ASSETS
- CIRCULATION: CONNECTING THE BRAND TO ASSETS

GOVERNANCE

- TRANSIT GOALS: ACCESSIBILITY AND SAFETY
- ZONING CONTROLS: TRANSECT ZONING (FORM-BASED)
- ORGANIZE UNLIKE GROUPS WITHIN CROSSROADS (GET PEOPLE TO TALK)
- FUNDING SOURCES: PUBLIC & PRIVATE

EXTON CROSSROADS SURVEY

- After receiving the ULI report, we formed a **committee of volunteers** to analyze results and suggest next steps.
- We shared the **ULI report and survey** with the whole community **via the newsletter and website**.
- We **hosted tables** at summer events to promote the survey and answer questions.
- Updates were sent out on **eNews**, (sign up on the website if you haven't already).
- Final results will be posted after the survey closes on November 30th.

TAKE OUR SURVEY!

There has been lots of buzz around the development and new construction projects in the Township.

Why so many apartments? What is going to happen to the mall? Will we still have green space?

Do residents get any say in what happens here? So how can you learn more, AND be involved in future decisions?

1. **Read through this newsletter.** It's fully devoted to planning for development in West Whiteland Township.
2. **Watch the new video on our website:** "Development in West Whiteland Township: A Crossroads Community."
3. **Complete our short survey. It's outlined on page 11.** We encourage you to click the QR code and complete it online.
4. **Stay tuned.** We are planning now for how to share the survey results with all of you in the fall.

SCAN HERE TO TAKE
SURVEY ONLINE!



Stop by the Township Development
table at Community Day!

September 25, 3:00 - 7:30 p.m. (Rain date, September 26)



EXTON CROSSROADS SURVEY COMMENTS

- The survey revealed community support for the strategies recommended in the ULI report.
- Through the open-end responses, we also identified some definite trends in concerns resulting from recent development.

SUGGESTIONS	CONCERNS
Expand bike & pedestrian connections	TRAFFIC
Social center: community gathering, more high-end retail and restaurants (not chains)	Too many apartments
Make corridors more attractive	Safety concerns: street crossings & fears of crime increase
Green space	What are we doing for the elderly population?
Support local businesses	Affordable housing

COMMUNITY CONVERSATION SESSION



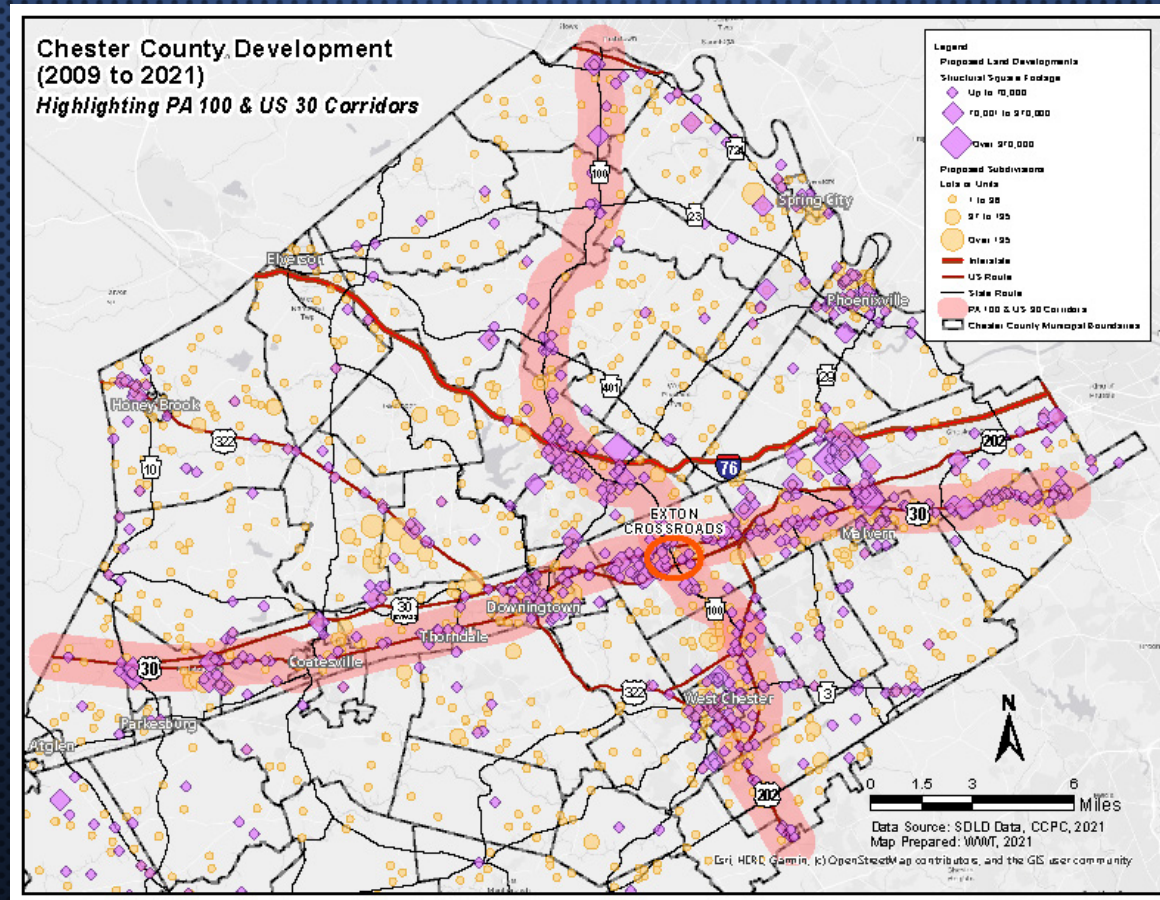
EXTON CROSSROADS



EXTON SQUARE MALL



CHESTER COUNTY DEVELOPMENT (2009 to 2021) Highlighting PA 100 & US 30 Corridors



THANK YOU!

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