



HISTORIC PRESERVATION

TRANSPORTATION OPTIONS

ECONOMIC VITALITY

OPEN SPACE & RECREATION

COMMUNITY CONVERSATION: EXTON CROSSROADS

FEBRUARY 17, 2022



MEETING GOALS

- EXTON CROSSROADS HISTORY AND CONTEXT
- SHARING TOWNSHIP INITIATIVES
- WHAT DO YOU THINK?

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**

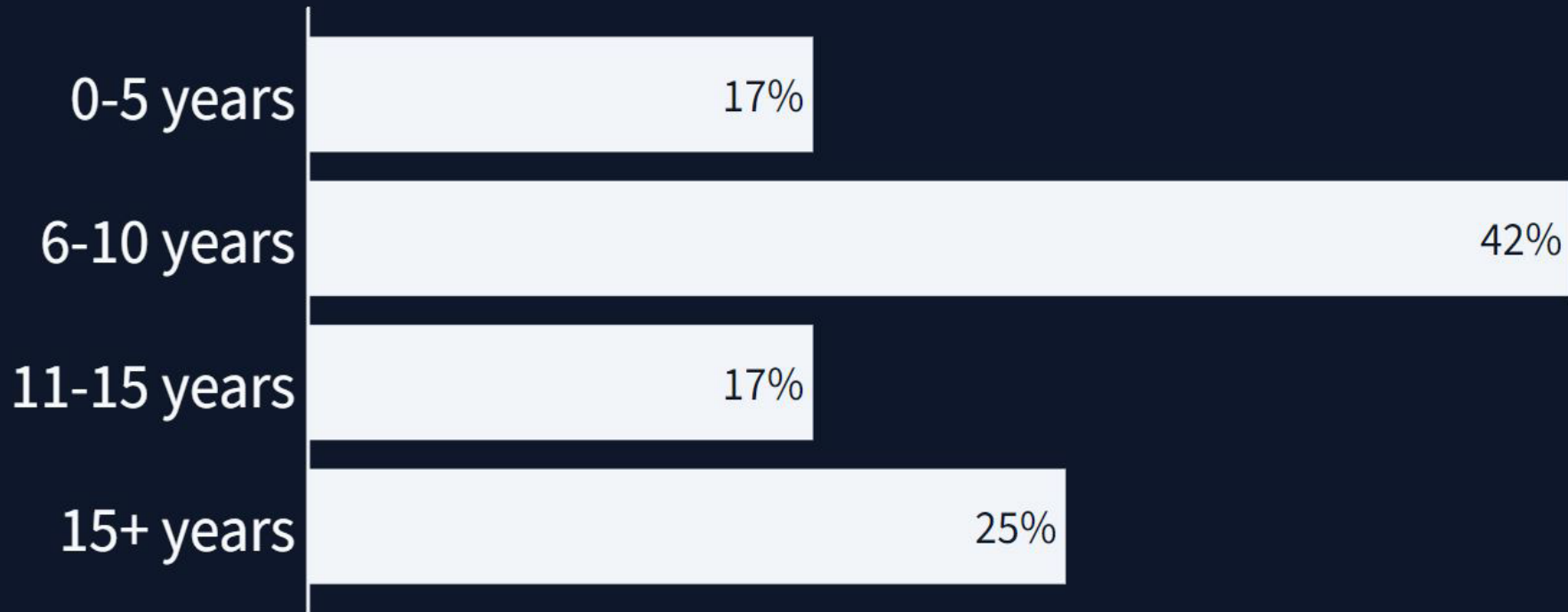
- Enter website: PollEv.com/wwhiteland004
- Questions will appear
- Answer the options when available



🌐 When poll is active, respond at PolleEv.com/wwhiteland004

📧 Text **WWHITELAND004** to **22333** once to join

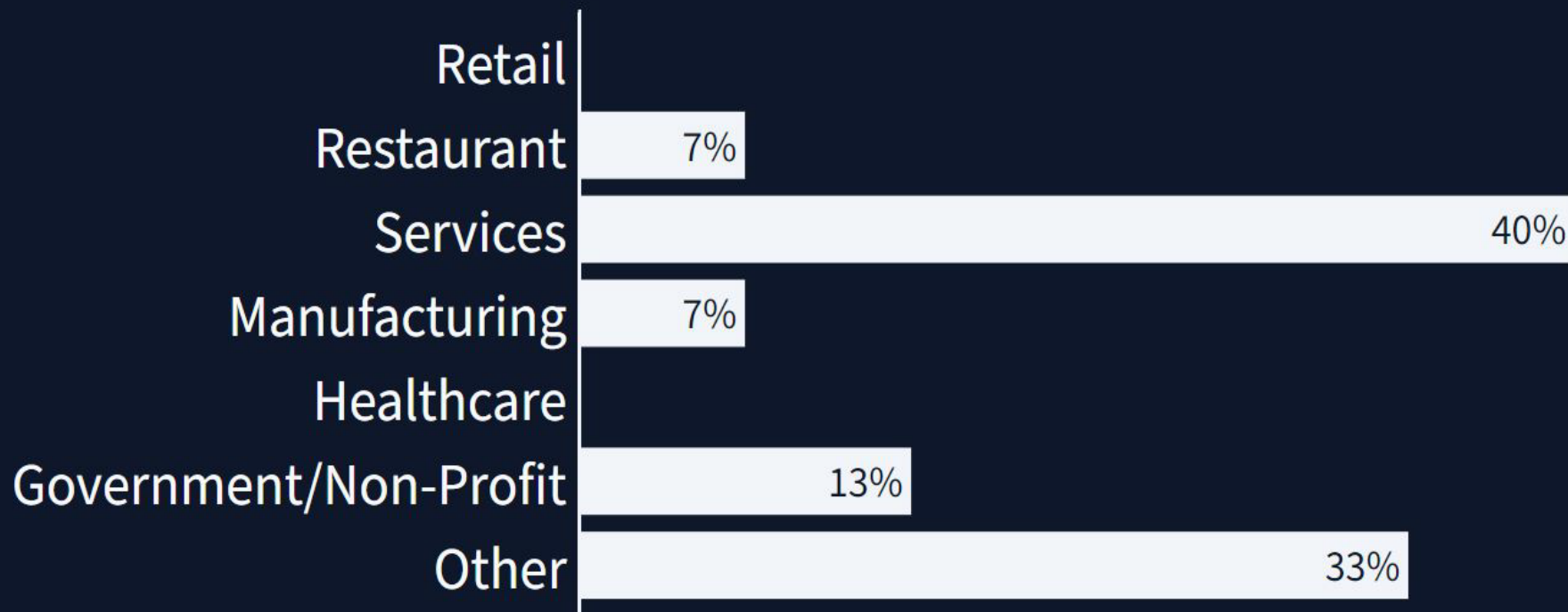
How long has your business been in the Township?



When poll is active, respond at Pollev.com/wwhiteland004

Text **WWHITELAND004** to **22333** once to join

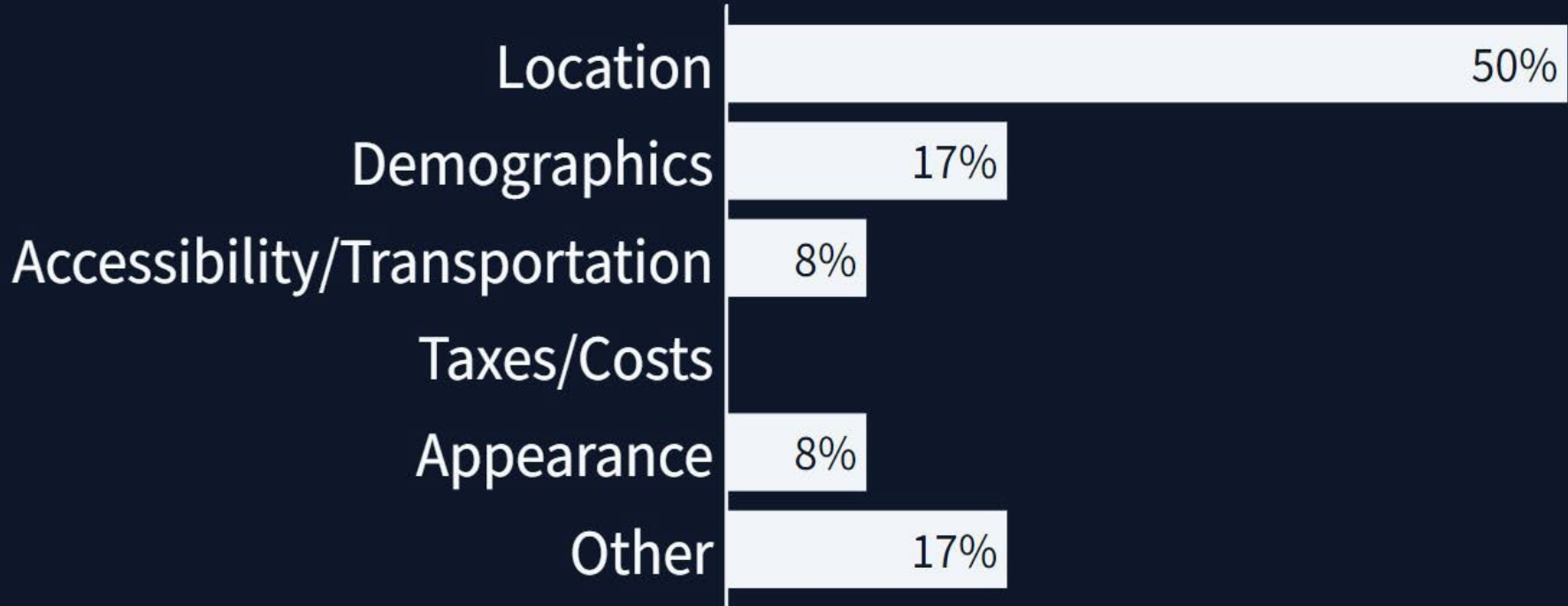
What type of business do you have?



When poll is active, respond at [PollEv.com/wwhiteland004](https://www.poll-ev.com/wwhiteland004)

Text **WWHITELAND004** to **22333** once to join

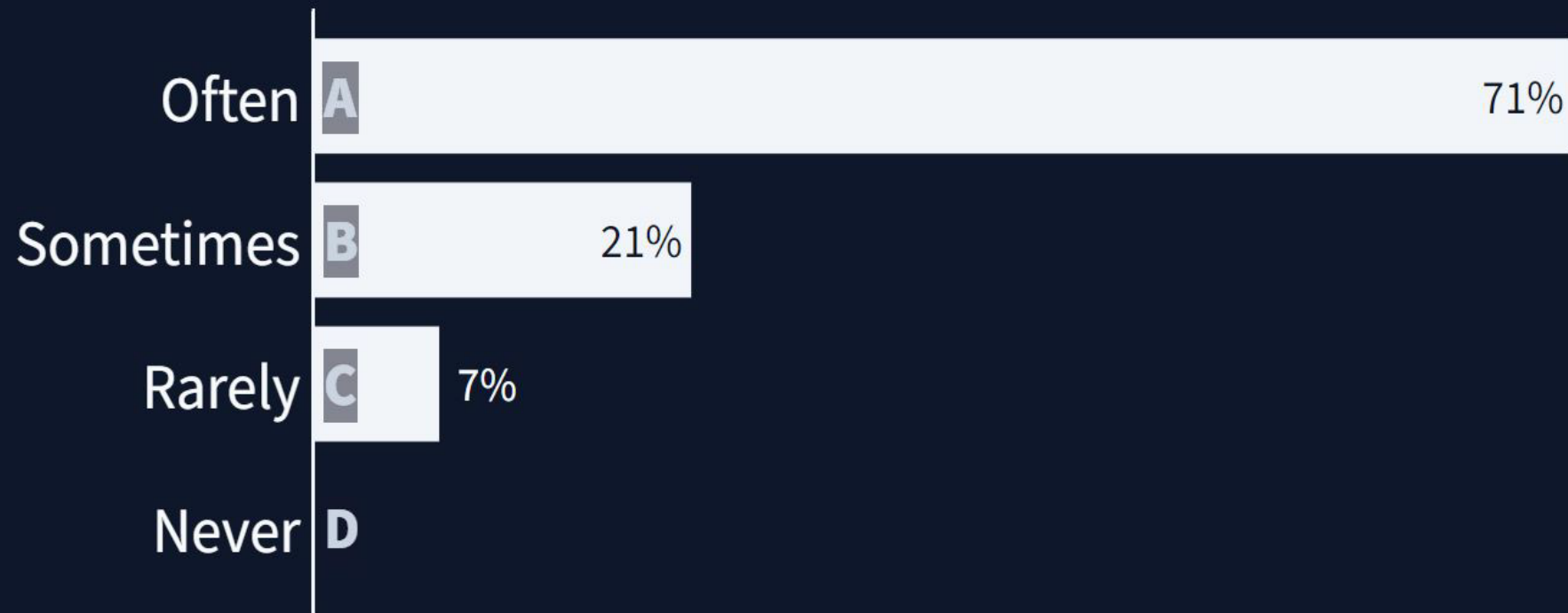
Why did you choose West Whiteland as your place of business?



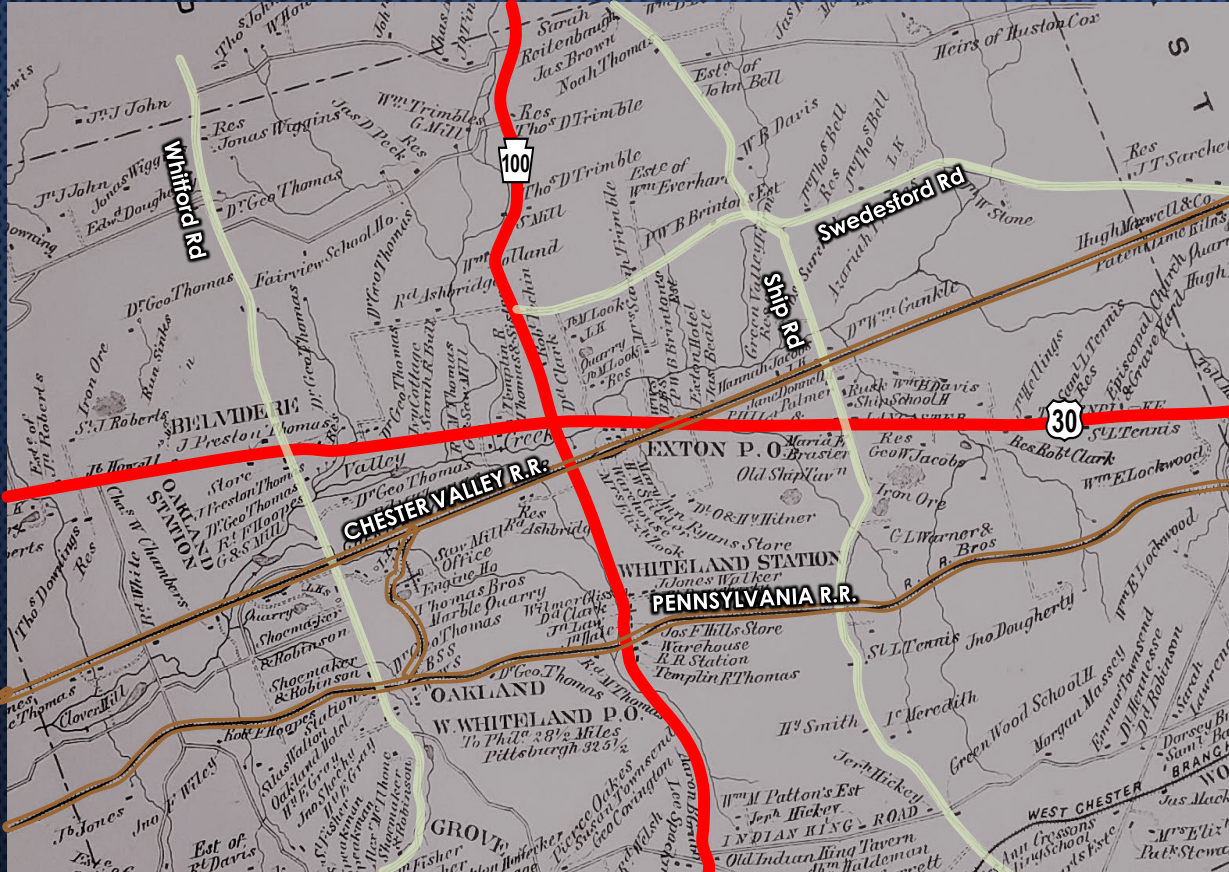
Respond at PolleEv.com/wwhiteland004

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

Have you had interactions with other businesses in the area?

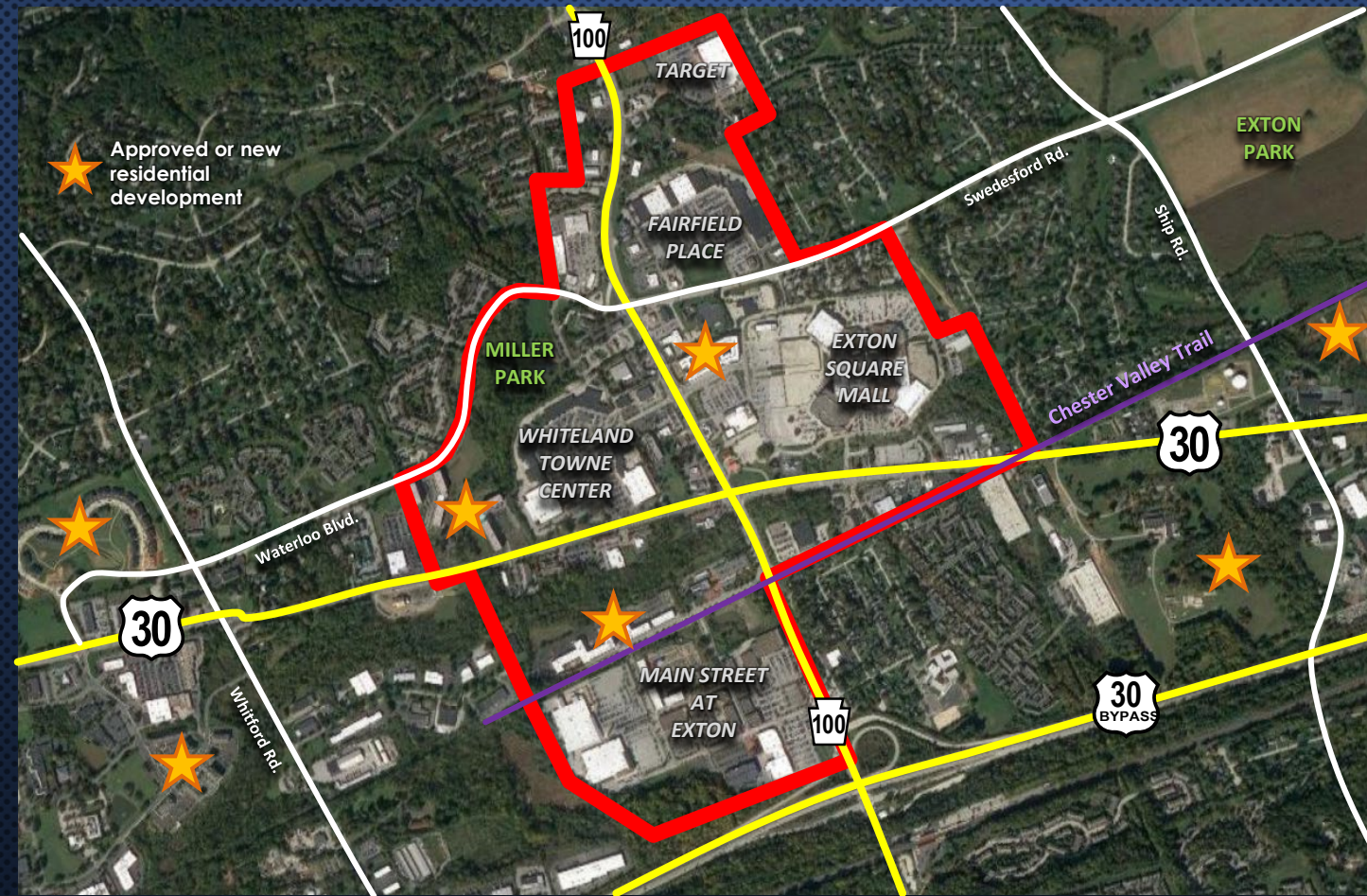


EXTON CROSSROADS HISTORY



- ROAD NETWORK HAS BEEN HERE SINCE THE REVOLUTIONARY WAR
- TWO RAIL SYSTEMS
- SETTLEMENTS ALONG NOW POTTSTOWN PK. & LINCOLN HWY.

EXTON CROSSROADS: TODAY



- SAME ROAD SYSTEM WITH EXPANSIONS
- RECREATION AREAS
- COMMERCIAL CORE
- NEW RESIDENTIAL DEVELOPMENT

THRIVING TOWNSHIP

- **TAXES & REVENUE**

- Revenue was boosted by the economic recovery AND residential construction in West Whiteland
 - **Earned Income Tax** revenue increased as people went back to work AND new residents moved into newly constructed townhomes and apartments
 - **Real Estate Transfer Tax** revenue surged as property owners sold AND new residents bought newly constructed townhomes
 - **Building permit fees** surged as existing buildings were renovated AND construction continued on apartments and townhomes
- Maintained AAA Bond rating with Moody's (**1 of 11 in PA**) due to reserves and development growth
- **Forecast:** TWP revenue will remain healthy



THRIVING TOWNSHIP



- **DEVELOPMENTS WITHIN CROSSROADS**
 - Apartment development (3 projects: 992 new units – All 90+% occupied)
 - Small infill developments & new businesses within crossroads area (2021: 9 Retail, 6 Restaurants, 6 Medial/Personal Care, 1 Institutional)
 - Exton Square Mall (Master Plan of site underway)



HANOVER EXTON SQUARE
APARTMENTS



EXTON SQUARE MALL



WHITELAND TOWNE CENTER

THRIVING TOWNSHIP

- IMPROVEMENTS FROM DEVELOPMENTS: 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**

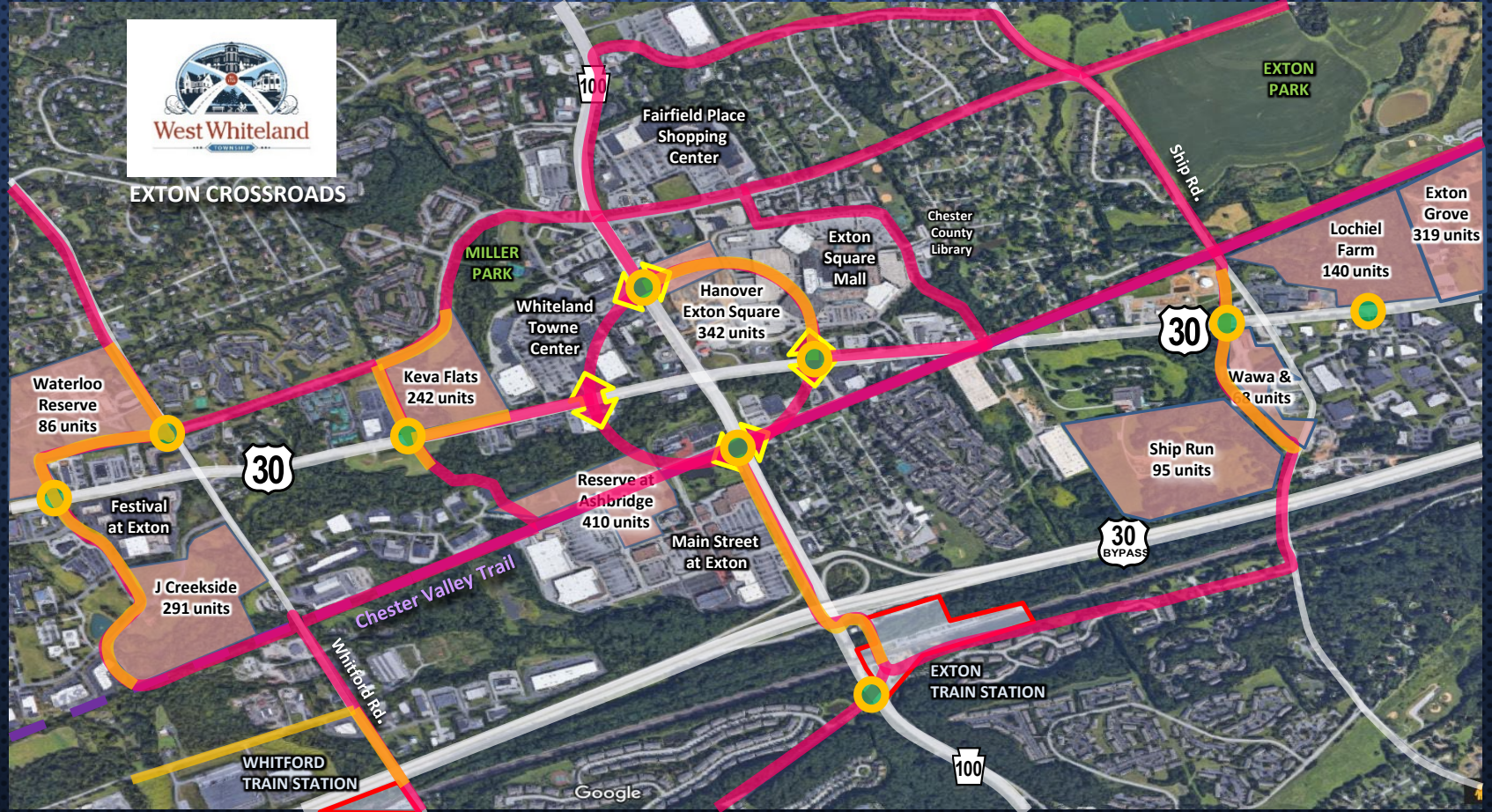
- LAND DEDICATED/SET ASIDE:

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

- HISTORICAL PRESERVATION:

- RESOURCES ADAPTIVELY REUSED: **12**

EXTON CROSSROADS: IMPROVEMENTS PLAN



EXTON CROSSROADS ULI REPORT

GOAL

Identify strategies to manage growth that provides a sense of place in a way that promotes and maintains existing assets within the Exton Crossroads

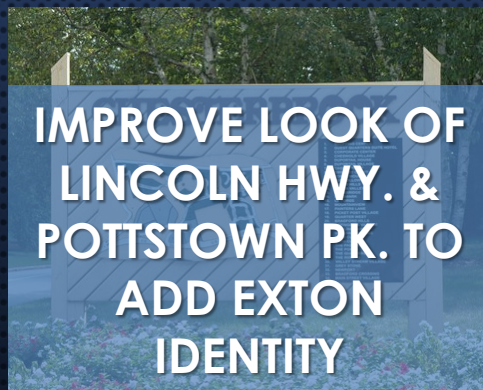
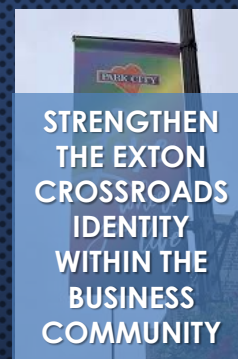
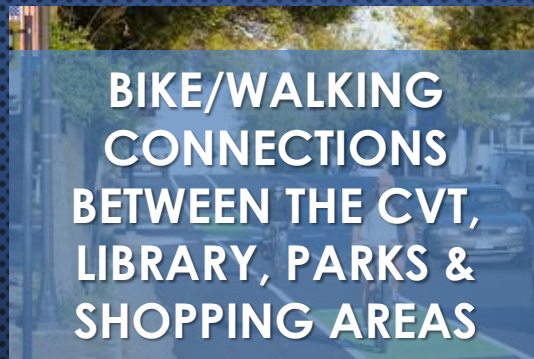
OUTCOMES

- 3 STRATEGIES
- 14 RECOMMENDATIONS
- MAP



ULI REPORT: STRATEGIES/RECOMMENDATIONS

STRATEGIES TO PROMOTE: PLACE, IDENTITY/WAYFINDING & GOVERNANCE



COMMUNITY CONVERSATION SESSION



THANK YOU!

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