



# West Whiteland Township Comprehensive Plan Update: **SURVEY RESULTS**

February 11, 2025



West Whiteland  
TOWNSHIP

# West Whiteland Township Comprehensive Plan Update

An update to the current 30-year plan, which will guide important policies and decisions pertaining to future growth and (re)development over the next ten years.

Areas of Focus: Land Use, Stormwater, Transportation, Housing, Community Facilities, Historic Resources and more



## Number of Participants

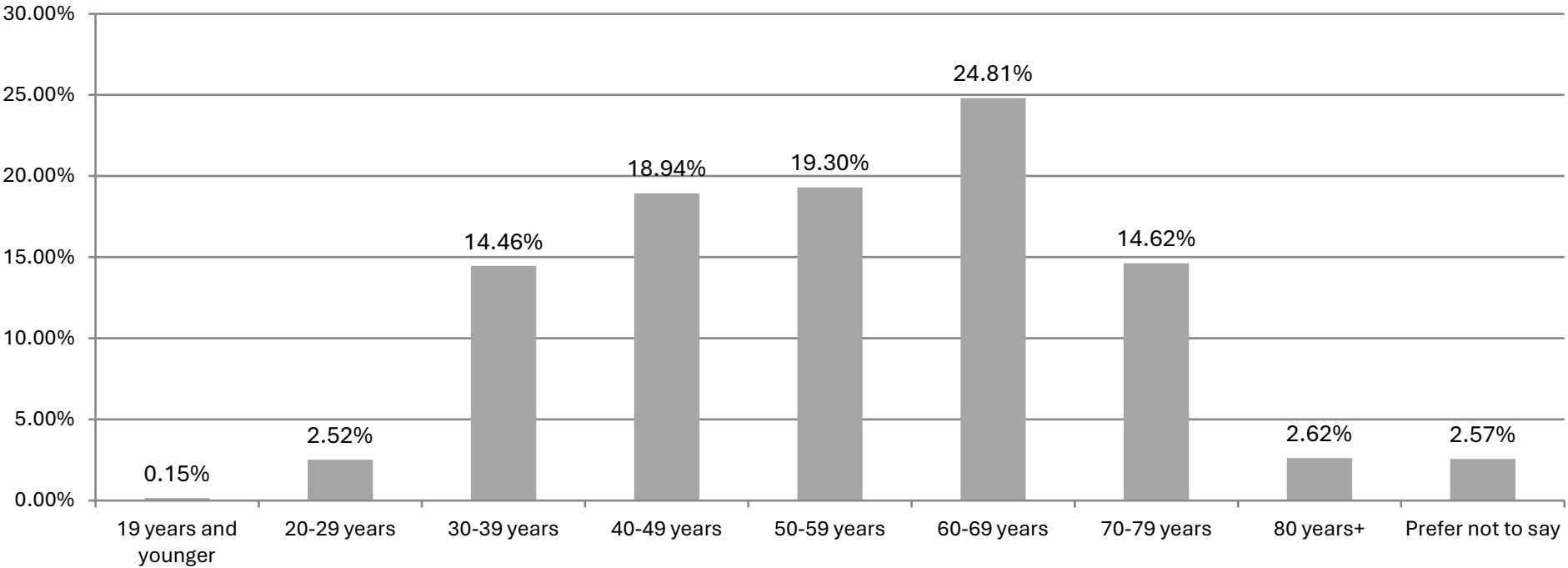
- Survey was open from October 1, 2025, through February 1, 2025.
- 1,944 persons took the survey.
- Of those who answered the residence question, 1,717 indicated they were Township residents.
- Based on the 2023 Census ACS population estimate of 20,630 residents, 8.3 percent of Township residents took the survey.



## **General & Resident Information**

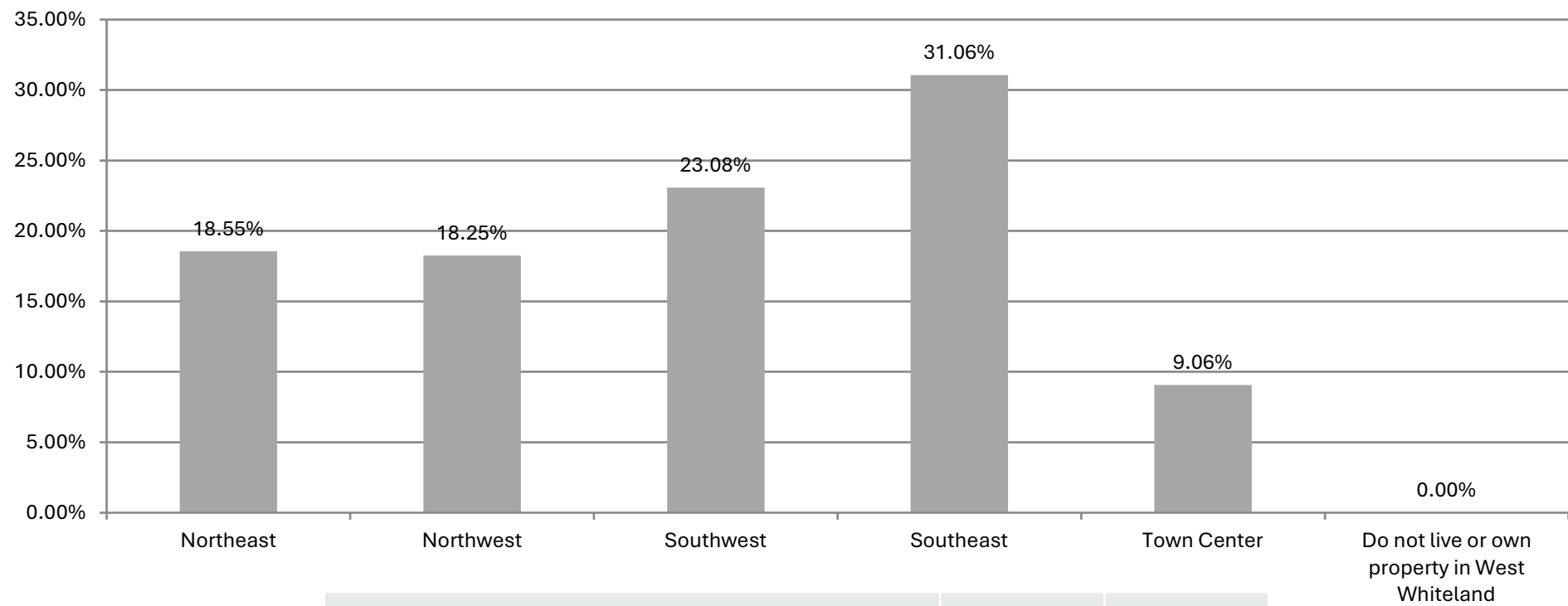
- **Nearly all respondents were between 30 and 79 years of age.**
- **Respondents from all areas of the Township with a wide range of tenures.**
- **Vast majority of respondents are owners of single-family homes.**

# What is your age?



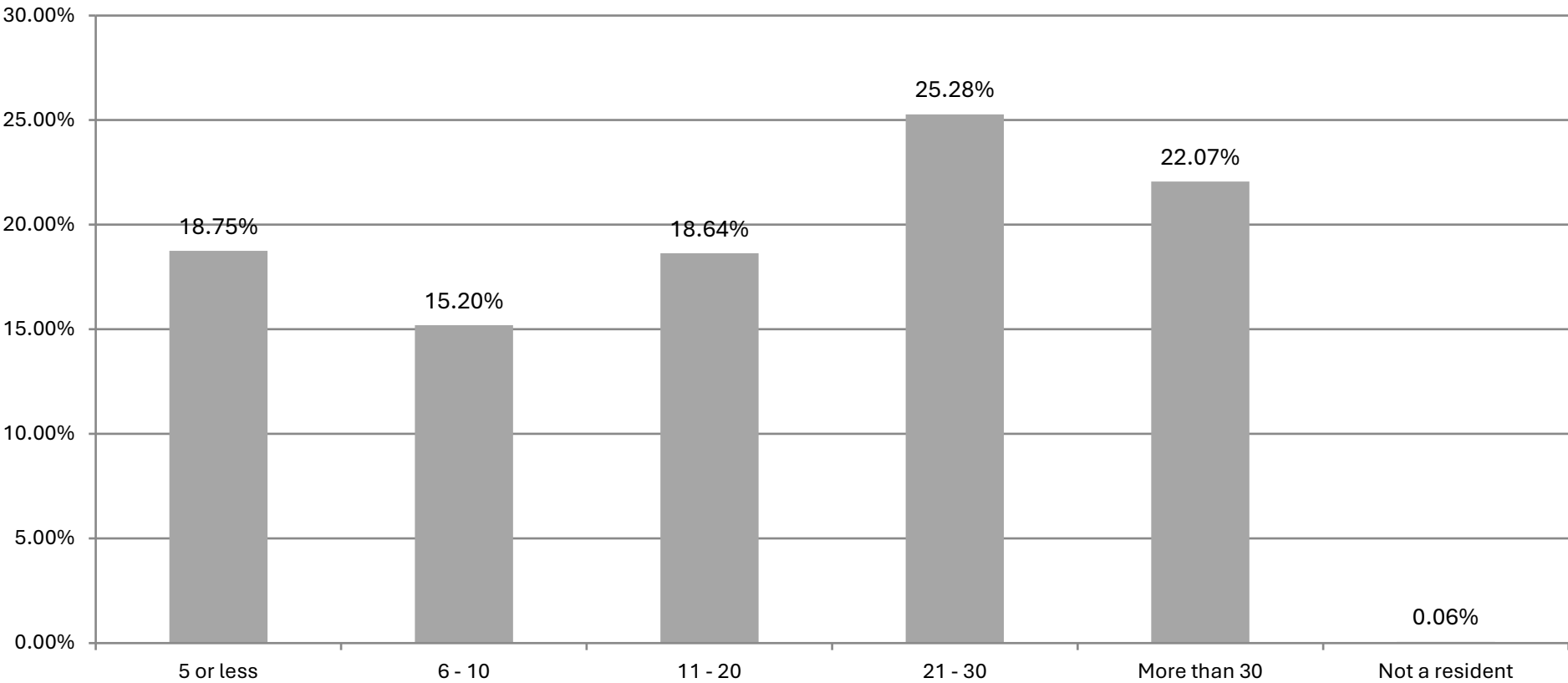
| Answer Choices       | Responses |      |
|----------------------|-----------|------|
| 19 years and younger | 0.15%     | 3    |
| 20-29 years          | 2.52%     | 49   |
| 30-39 years          | 14.46%    | 281  |
| 40-49 years          | 18.94%    | 368  |
| 50-59 years          | 19.30%    | 375  |
| 60-69 years          | 24.81%    | 482  |
| 70-79 years          | 14.62%    | 284  |
| 80 years+            | 2.62%     | 51   |
| Prefer not to say    | 2.57%     | 50   |
|                      | Answered  | 1943 |
|                      | Skipped   | 1    |

# Where do you live?



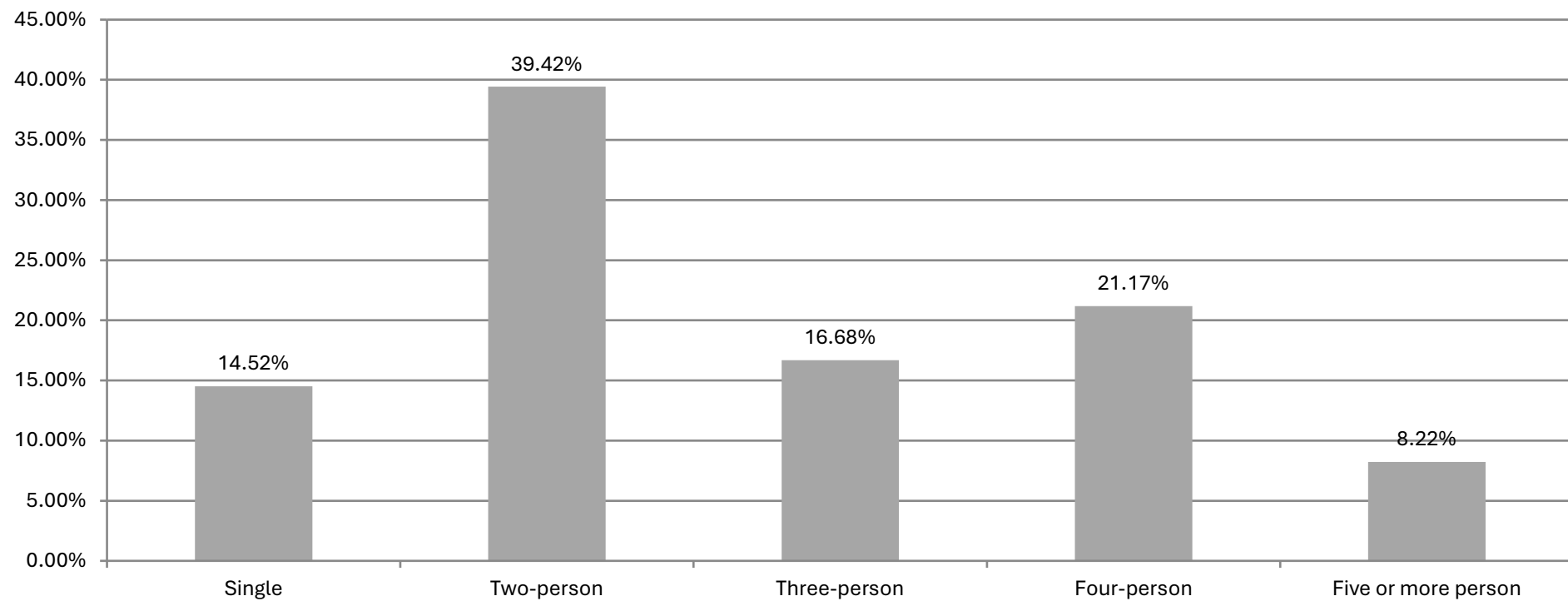
|   |          |      |
|---|----------|------|
| Northeast                                     | 18.55%   | 307  |
| Northwest                                     | 18.25%   | 302  |
| Southwest                                     | 23.08%   | 382  |
| Southeast                                     | 31.06%   | 514  |
| Town Center                                   | 9.06%    | 150  |
| Do not live or own property in West Whiteland | 0.00%    | 0    |
|   | Answered | 1655 |
|   | Skipped  | 289  |

# How long have you resided in the Township?



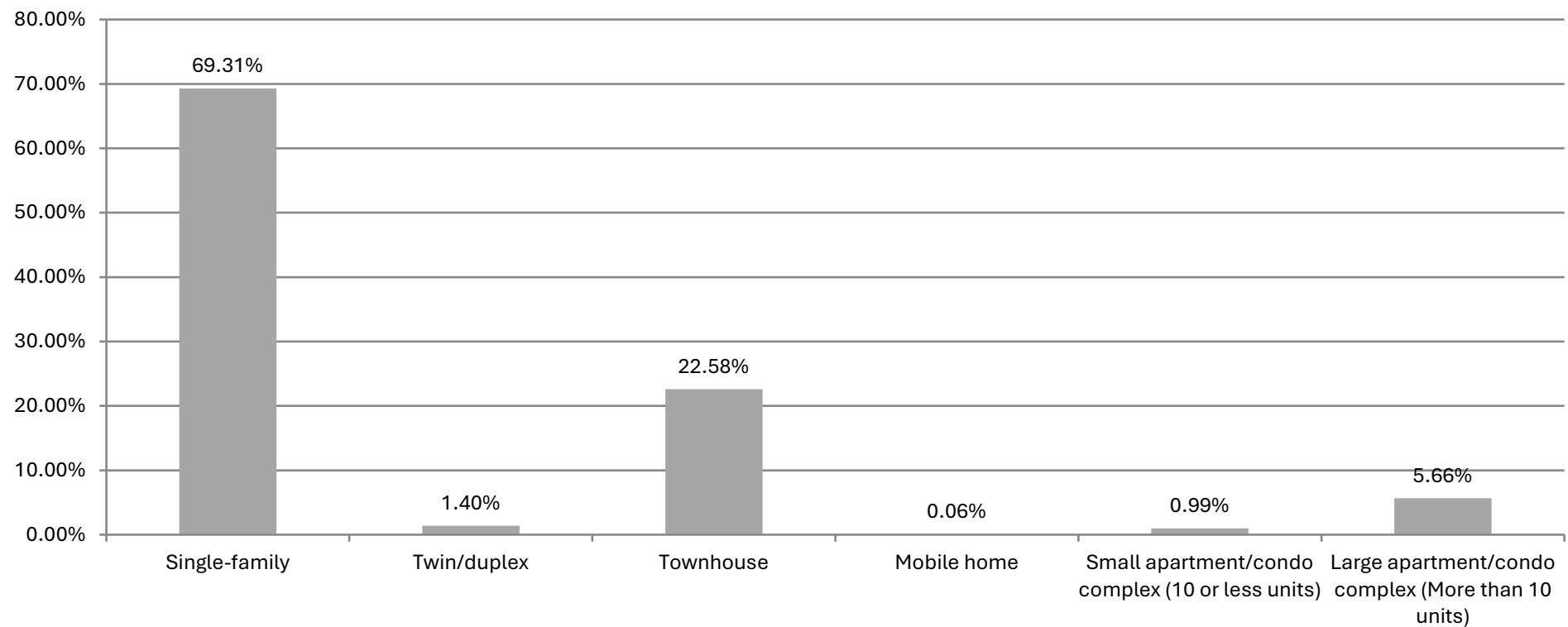
|                |          |      |
|----------------|----------|------|
| 5 or less      | 18.75%   | 322  |
| 6 - 10         | 15.20%   | 261  |
| 11 - 20        | 18.64%   | 320  |
| 21 - 30        | 25.28%   | 434  |
| More than 30   | 22.07%   | 379  |
| Not a resident | 0.06%    | 1    |
|                | Answered | 1717 |
|                | Skipped  | 227  |

# What is the size of household?



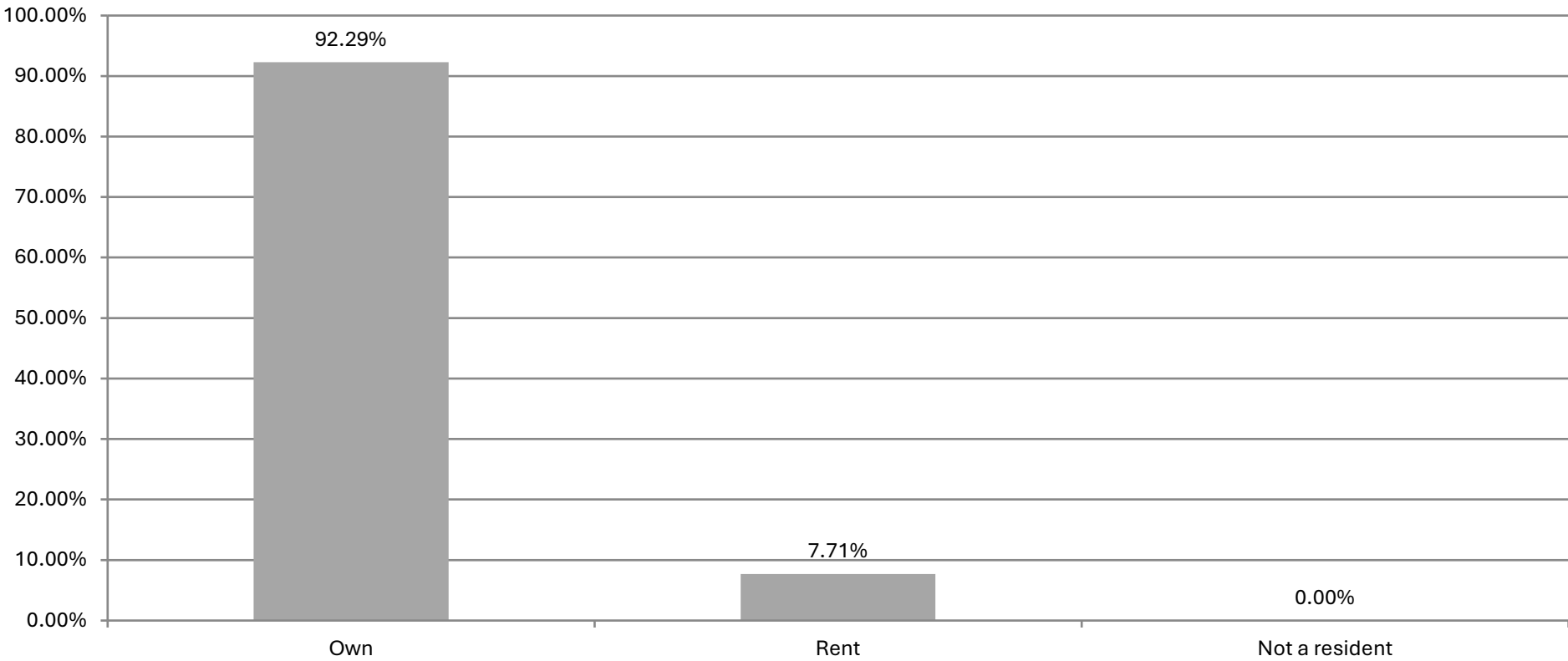
|                     |          |      |
|---------------------|----------|------|
| Single              | 14.52%   | 249  |
| Two-person          | 39.42%   | 676  |
| Three-person        | 16.68%   | 286  |
| Four-person         | 21.17%   | 363  |
| Five or more person | 8.22%    | 141  |
|                     | Answered | 1715 |
|                     | Skipped  | 229  |

# What type of home to you live in?



|  |          |      |
|--|----------|------|
| Single-family                                      | 69.31%   | 1188 |
| Twin/duplex  | 1.40%    | 24   |
| Townhouse  | 22.58%   | 387  |
| Mobile home  | 0.06%    | 1    |
| Small apartment/condo complex (10 or less units)   | 0.99%    | 17   |
| Large apartment/condo complex (More than 10 units) | 5.66%    | 97   |
|  | Answered | 1714 |
|  | Skipped  | 230  |

# Own or rent?



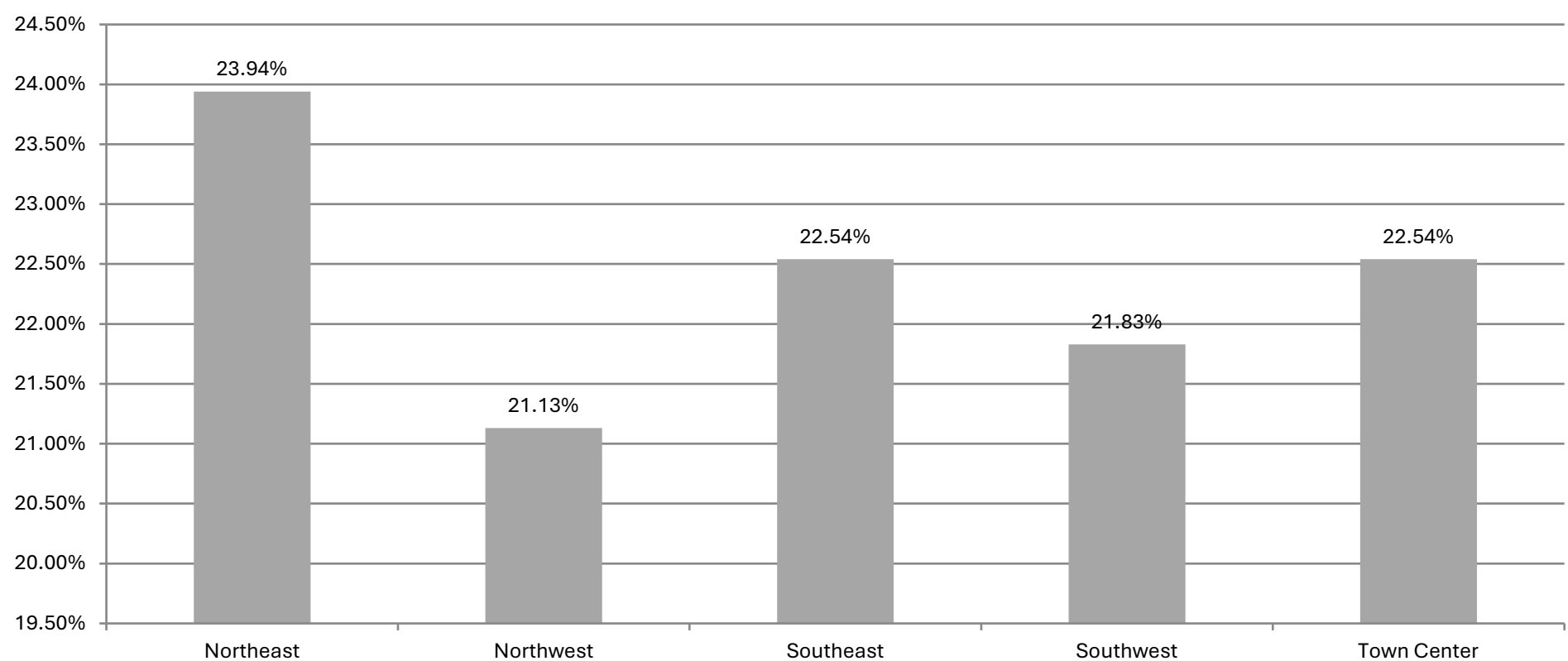
|                |          |      |
|----------------|----------|------|
| Own            | 92.29%   | 1581 |
| Rent           | 7.71%    | 132  |
| Not a resident | 0.00%    | 0    |
|                | Answered | 1713 |
|                | Skipped  | 231  |



## **Business Information**

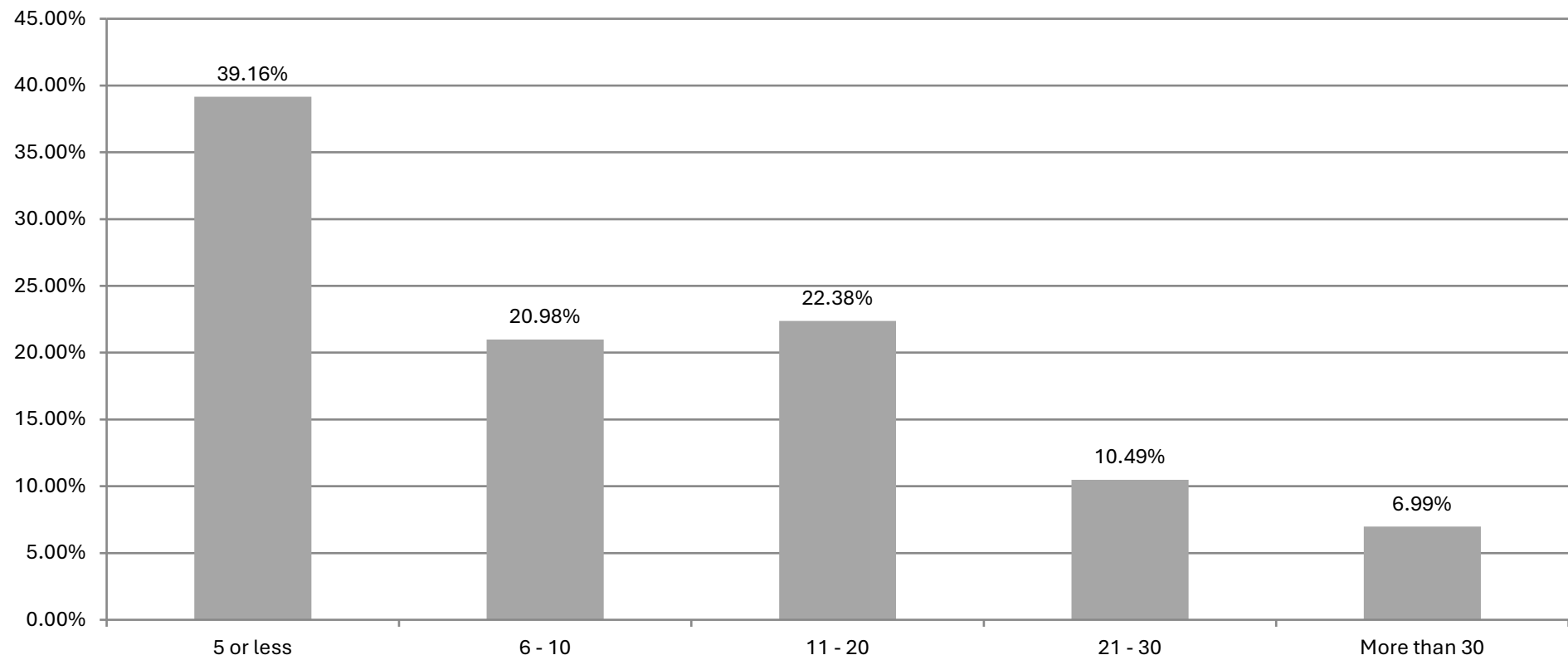
- **Respondents from all areas of the Township.**
- **Most respondents have operated for 5 years or less in the Township.**
- **Most respondents have only a single employee; the highest number is 140 employees.**

# Where is your business located?



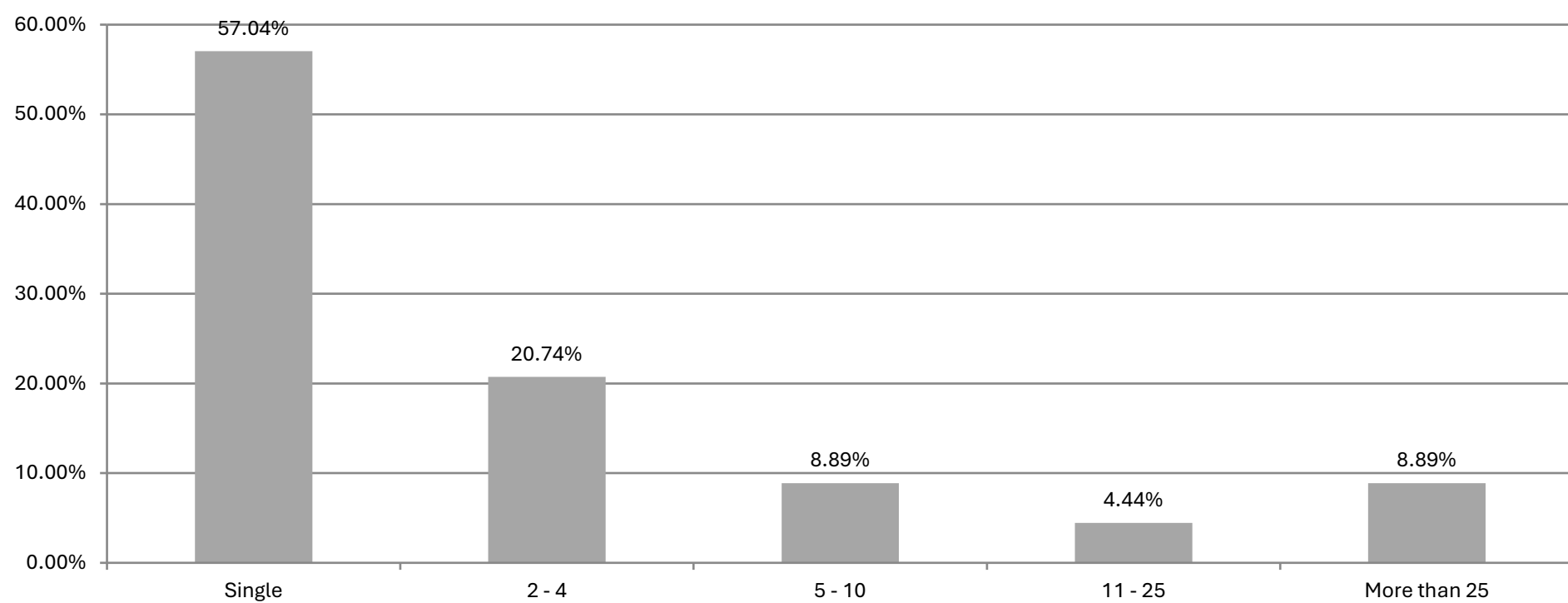
|             |          |      |
|-------------|----------|------|
| Northeast   | 23.94%   | 34   |
| Northwest   | 21.13%   | 30   |
| Southeast   | 22.54%   | 32   |
| Southwest   | 21.83%   | 31   |
| Town Center | 22.54%   | 32   |
|             | Answered | 142  |
|             | Skipped  | 1802 |

# How long has your business operated?



|              |          |      |
|--------------|----------|------|
| 5 or less    | 39.16%   | 56   |
| 6 - 10       | 20.98%   | 30   |
| 11 - 20      | 22.38%   | 32   |
| 21 - 30      | 10.49%   | 15   |
| More than 30 | 6.99%    | 10   |
|              | Answered | 143  |
|              | Skipped  | 1801 |

# Number of employees?



|              |          |      |
|--------------|----------|------|
| Single       | 57.04%   | 77   |
| 2 - 4        | 20.74%   | 28   |
| 5 - 10       | 8.89%    | 12   |
| 11 - 25      | 4.44%    | 6    |
| More than 25 | 8.89%    | 12   |
|              | Answered | 135  |
|              | Skipped  | 1809 |

- If more than 25 employees, how many?
  - 140
  - 110
  - 100
  - 70
  - 50
  - 38
  - 35
  - 29



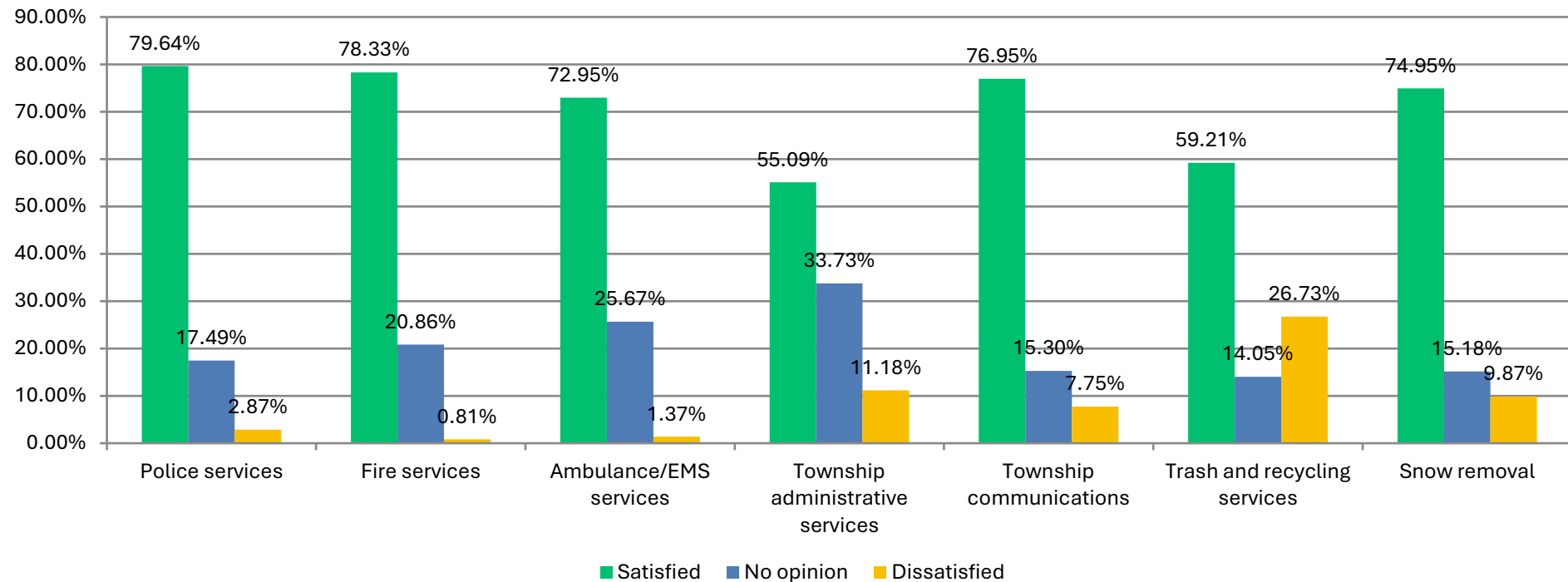
# Community Features

- Respondents asked to gage the respondents' satisfaction with community features and services.
- Specifically asked about Township services, natural and historic resource protections, and parks and recreation.

# Township Services

How satisfied are you with the provision of the following Township services?

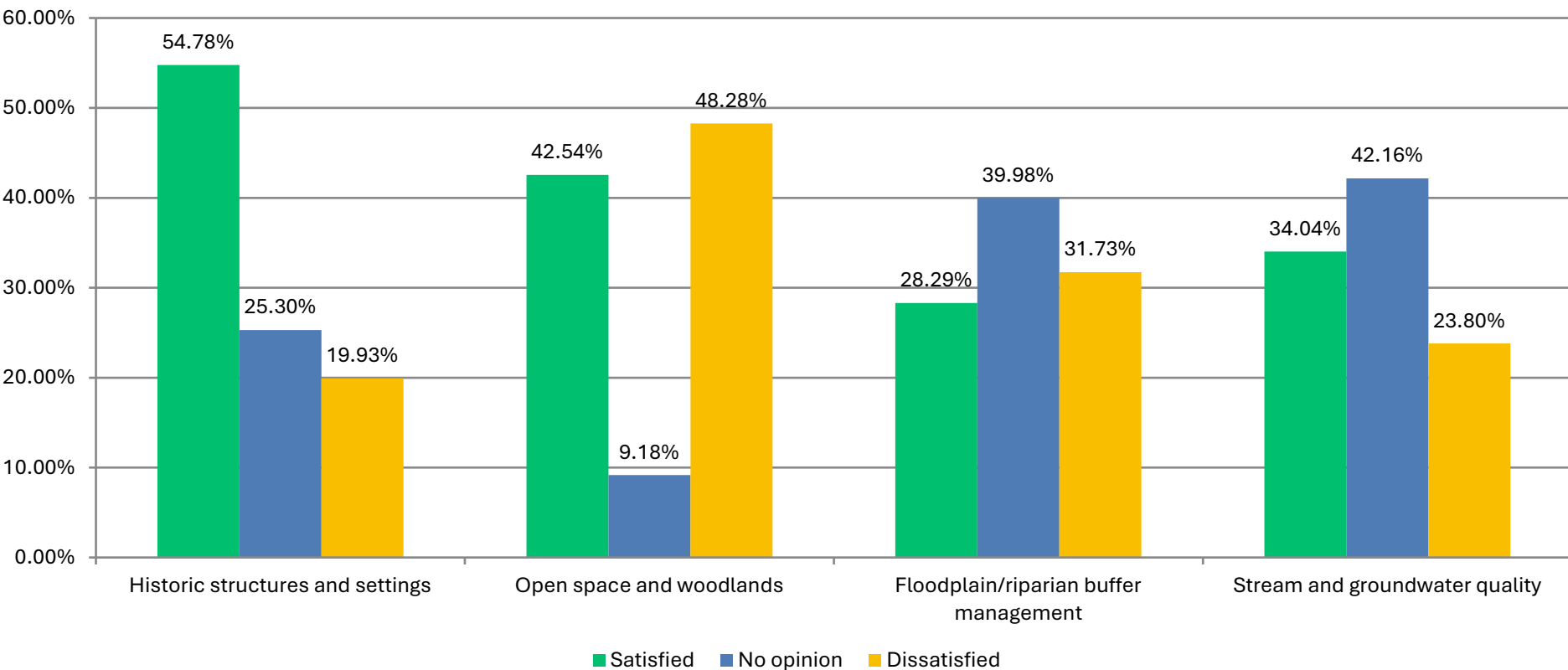
|                                  | Satisfied |      | No opinion |     | Dissatisfied |          | Total |
|----------------------------------|-----------|------|------------|-----|--------------|----------|-------|
| Police services                  | 79.64%    | 1275 | 17.49%     | 280 | 2.87%        | 46       | 1601  |
| Fire services                    | 78.33%    | 1254 | 20.86%     | 334 | 0.81%        | 13       | 1601  |
| Ambulance/EMS services           | 72.95%    | 1168 | 25.67%     | 411 | 1.37%        | 22       | 1601  |
| Township administrative services | 55.09%    | 882  | 33.73%     | 540 | 11.18%       | 179      | 1601  |
| Township communications          | 76.95%    | 1232 | 15.30%     | 245 | 7.75%        | 124      | 1601  |
| Trash and recycling services     | 59.21%    | 948  | 14.05%     | 225 | 26.73%       | 428      | 1601  |
| Snow removal                     | 74.95%    | 1200 | 15.18%     | 243 | 9.87%        | 158      | 1601  |
|                                  |           |      |            |     |              | Answered | 1601  |
|                                  |           |      |            |     |              | Skipped  | 343   |



# Natural & Historic Resources

**How satisfied are you with the preservation of natural and historic resources in the Township?**

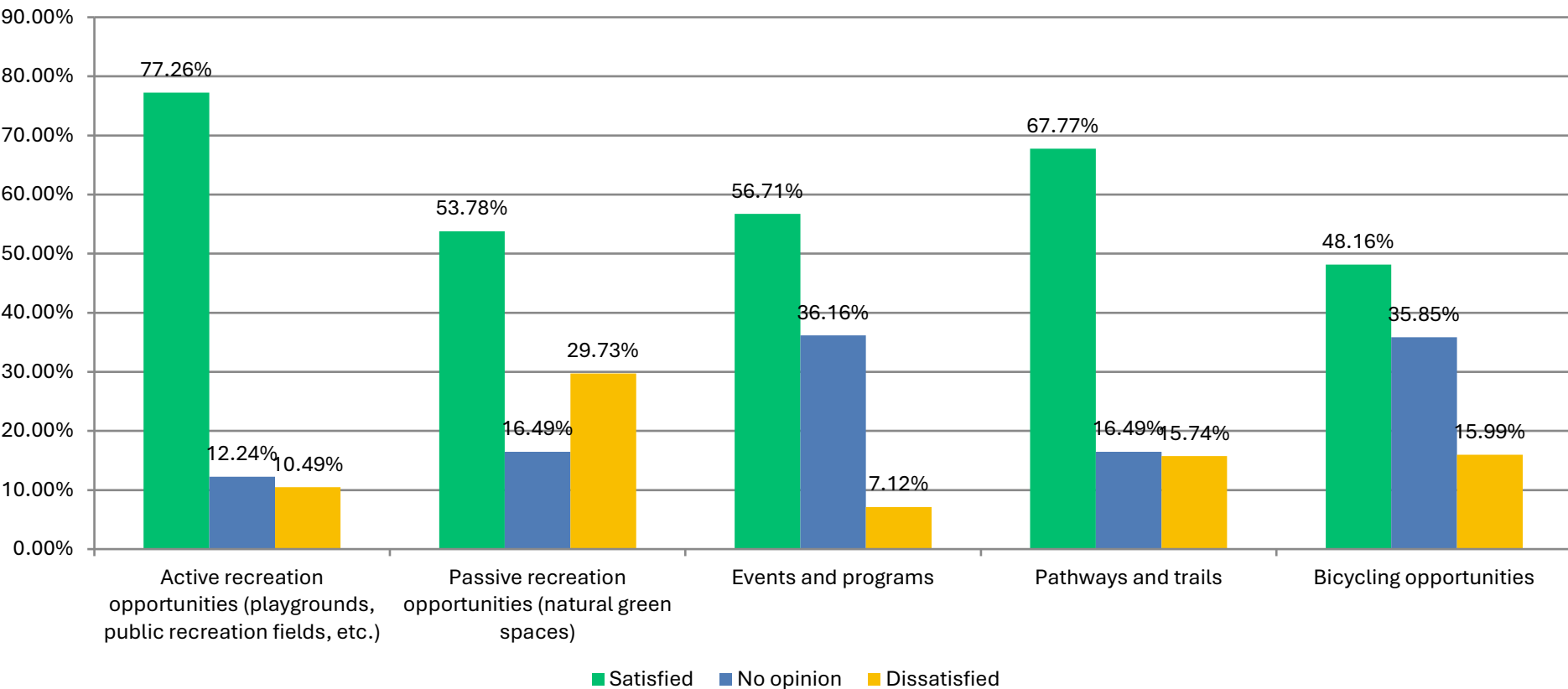
|                                       | Satisfied |     | No opinion |     | Dissatisfied |          | Total |
|---------------------------------------|-----------|-----|------------|-----|--------------|----------|-------|
| Historic structures and settings      | 54.78%    | 877 | 25.30%     | 405 | 19.93%       | 319      | 1601  |
| Open space and woodlands              | 42.54%    | 681 | 9.18%      | 147 | 48.28%       | 773      | 1601  |
| Floodplain/riparian buffer management | 28.29%    | 453 | 39.98%     | 640 | 31.73%       | 508      | 1601  |
| Stream and groundwater quality        | 34.04%    | 545 | 42.16%     | 675 | 23.80%       | 381      | 1601  |
|                                       |           |     |            |     |              | Answered | 1601  |
|                                       |           |     |            |     |              | Skipped  | 343   |



# Parks & Recreation

How satisfied are you with Township parks and recreation opportunities?

|   | Satisfied |      | No opinion |     | Dissatisfied |          | Total |
|---|-----------|------|------------|-----|--------------|----------|-------|
| Active recreation opportunities (playgrounds, public recreation fields, etc.) | 77.26%    | 1237 | 12.24%     | 196 | 10.49%       | 168      | 1601  |
| Passive recreation opportunities (natural green spaces)                       | 53.78%    | 861  | 16.49%     | 264 | 29.73%       | 476      | 1601  |
| Events and programs   | 56.71%    | 908  | 36.16%     | 579 | 7.12%        | 114      | 1601  |
| Pathways and trails   | 67.77%    | 1085 | 16.49%     | 264 | 15.74%       | 252      | 1601  |
| Bicycling opportunities   | 48.16%    | 771  | 35.85%     | 574 | 15.99%       | 256      | 1601  |
|   |           |      |            |     |              | Answered | 1601  |
|   |           |      |            |     |              | Skipped  | 343   |





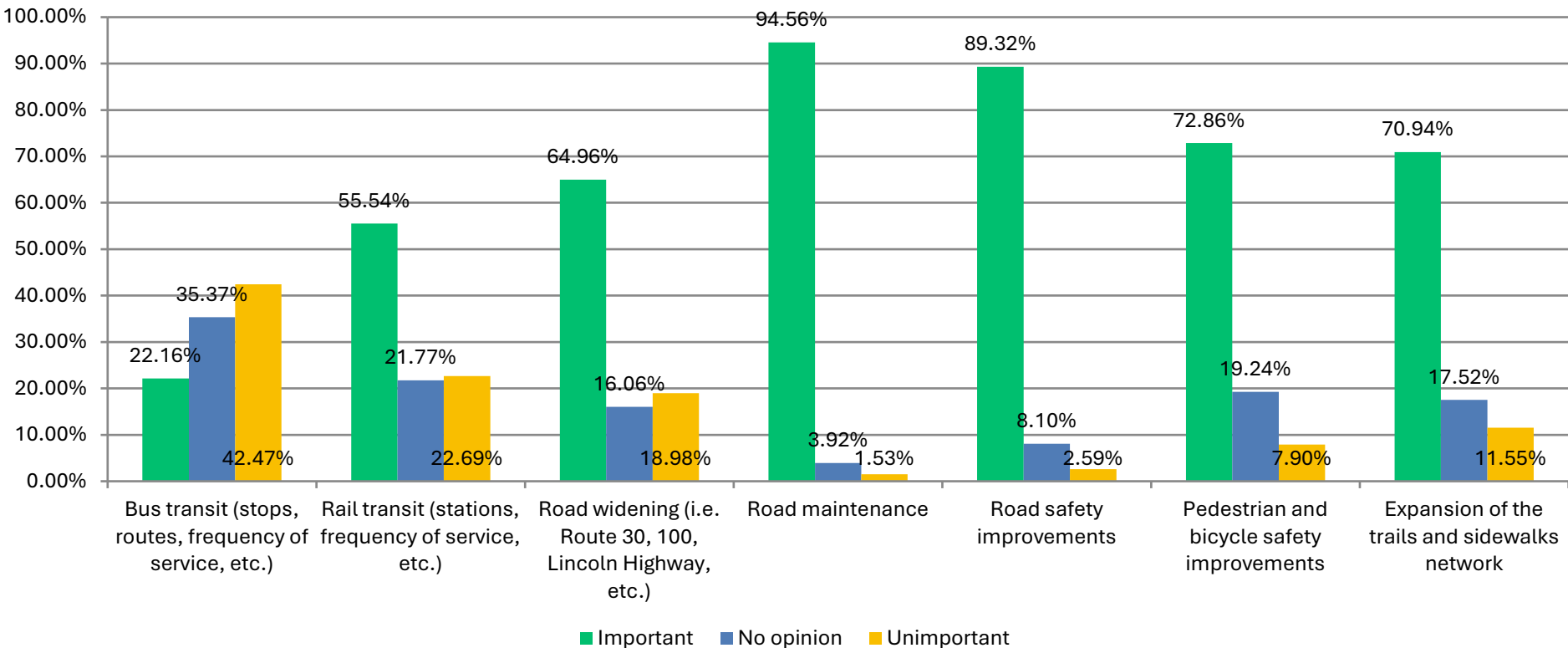
# Potential Improvements

- Respondents asked to gage the respondents' views on the importance of possible improvements to a variety of policy, services, and infrastructure.
- Specifically asked about improvements for transportation, resource preservation, housing opportunities, and business and commercial services.

# Transportation Improvements

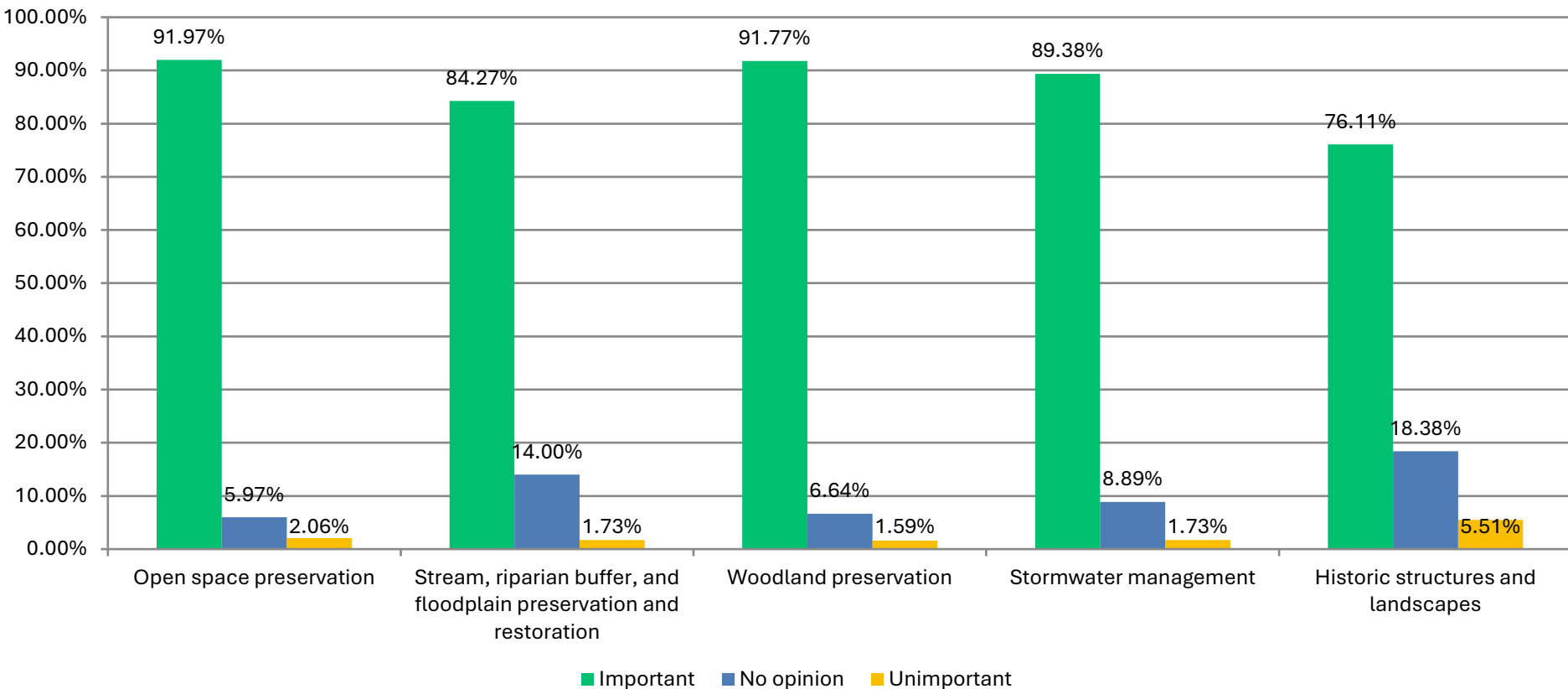
How important are the following transportation improvements to you?

|   | Important |       | No opinion |       | Unimportant |          | Total |
|---|-----------|-------|------------|-------|-------------|----------|-------|
|   | %         | Count | %          | Count | %           | Count    |       |
| Bus transit (stops, routes, frequency of service, etc.)   | 22.16%    | 334   | 35.37%     | 533   | 42.47%      | 640      | 1507  |
| Rail transit (stations, frequency of service, etc.)       | 55.54%    | 837   | 21.77%     | 328   | 22.69%      | 342      | 1507  |
| Road widening (i.e. Route 30, 100, Lincoln Highway, etc.) | 64.96%    | 979   | 16.06%     | 242   | 18.98%      | 286      | 1507  |
| Road maintenance  | 94.56%    | 1425  | 3.92%      | 59    | 1.53%       | 23       | 1507  |
| Road safety improvements                                  | 89.32%    | 1346  | 8.10%      | 122   | 2.59%       | 39       | 1507  |
| Pedestrian and bicycle safety improvements                | 72.86%    | 1098  | 19.24%     | 290   | 7.90%       | 119      | 1507  |
| Expansion of the trails and sidewalks network             | 70.94%    | 1069  | 17.52%     | 264   | 11.55%      | 174      | 1507  |
|   |           |       |            |       |             | Answered | 1507  |
|   |           |       |            |       |             | Skipped  | 437   |



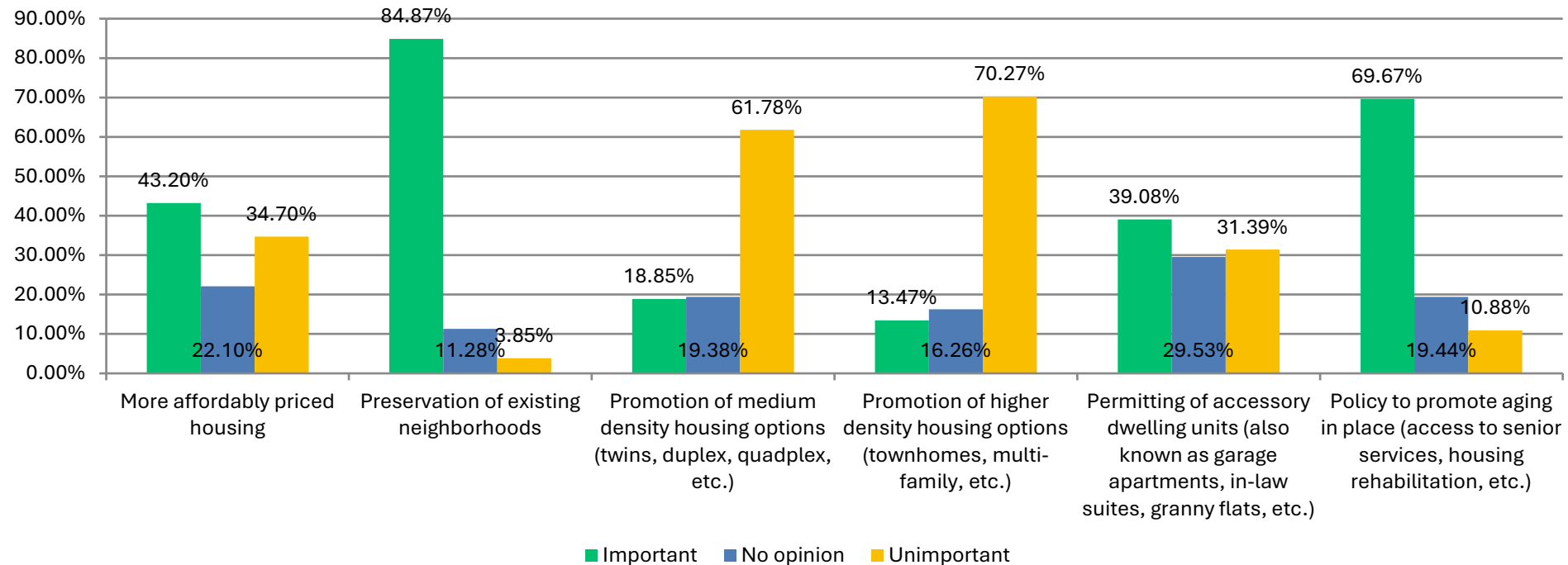
# Resource Preservation Efforts

| How important are the following resource preservation efforts to you? |           |      |            |     |             |          |       |
|---|-----------|------|------------|-----|-------------|----------|-------|
|   | Important |      | No opinion |     | Unimportant |          | Total |
| Open space preservation   | 91.97%    | 1386 | 5.97%      | 90  | 2.06%       | 31       | 1507  |
| Stream, riparian buffer, and floodplain preservation and restoration  | 84.27%    | 1270 | 14.00%     | 211 | 1.73%       | 26       | 1507  |
| Woodland preservation   | 91.77%    | 1383 | 6.64%      | 100 | 1.59%       | 24       | 1507  |
| Stormwater management   | 89.38%    | 1347 | 8.89%      | 134 | 1.73%       | 26       | 1507  |
| Historic structures and landscapes                                    | 76.11%    | 1147 | 18.38%     | 277 | 5.51%       | 83       | 1507  |
|   |           |      |            |     |             | Answered | 1507  |
|   |           |      |            |     |             | Skipped  | 437   |



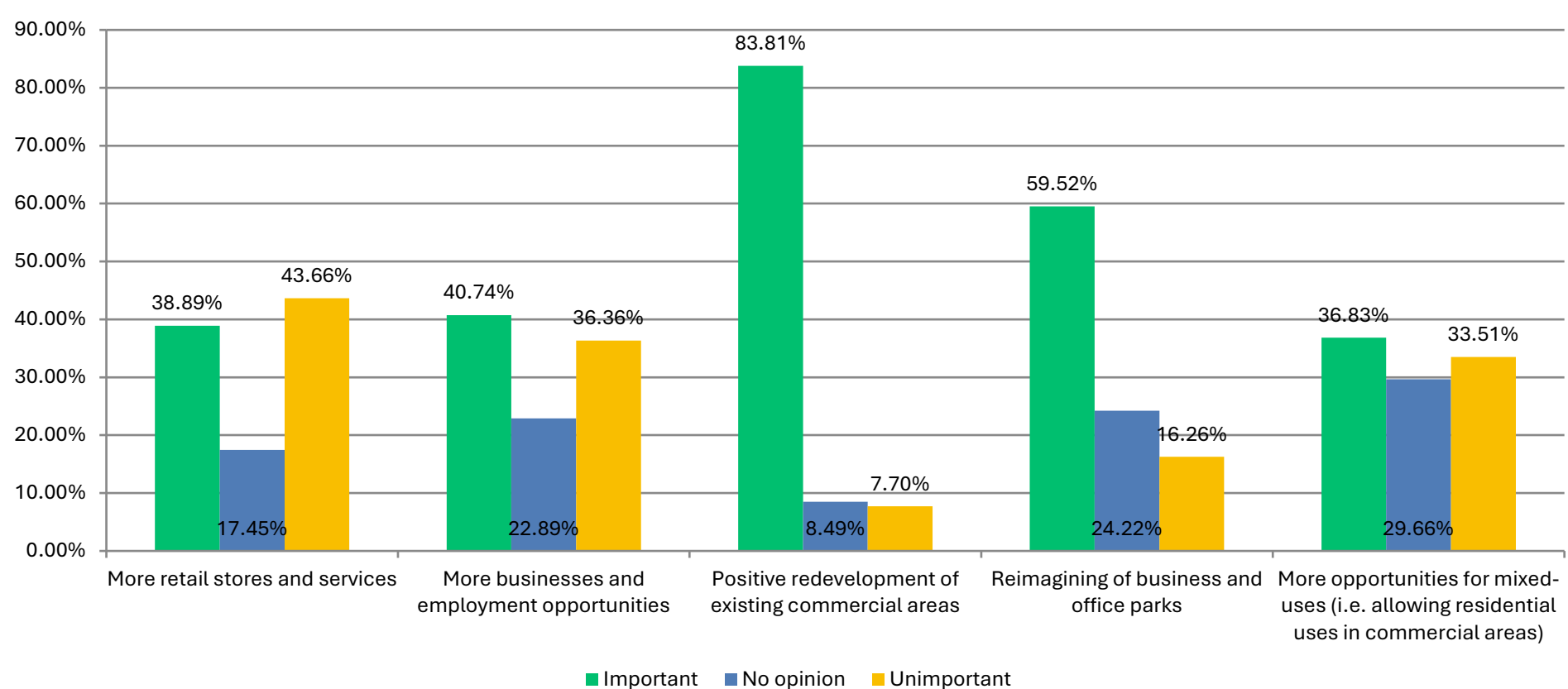
# Housing Opportunities

| How important are the following housing opportunity initiatives to you?                                     |           |      |            |     |             |      |       |
|---|-----------|------|------------|-----|-------------|------|-------|
|   | Important |      | No opinion |     | Unimportant |      | Total |
| More affordably priced housing  | 43.20%    | 651  | 22.10%     | 333 | 34.70%      | 523  | 1507  |
| Preservation of existing neighborhoods  | 84.87%    | 1279 | 11.28%     | 170 | 3.85%       | 58   | 1507  |
| Promotion of medium density housing options (twins, duplex, quadplex, etc.)                                 | 18.85%    | 284  | 19.38%     | 292 | 61.78%      | 931  | 1507  |
| Promotion of higher density housing options (townhomes, multi-family, etc.)                                 | 13.47%    | 203  | 16.26%     | 245 | 70.27%      | 1059 | 1507  |
| Permitting of accessory dwelling units (also known as garage apartments, in-law suites, granny flats, etc.) | 39.08%    | 589  | 29.53%     | 445 | 31.39%      | 473  | 1507  |
| Policy to promote aging in place (access to senior services, housing rehabilitation, etc.)                  | 69.67%    | 1050 | 19.44%     | 293 | 10.88%      | 164  | 1507  |
|   |           |      |            |     | Answered    |      | 1507  |
|   |           |      |            |     | Skipped     |      | 437   |



# Business & Commercial Service Improvements

| How important are the following proposed business and commercial services improvements to you? |           |      |            |     |             |          |       |
|--|-----------|------|------------|-----|-------------|----------|-------|
|  | Important |      | No opinion |     | Unimportant |          | Total |
| More retail stores and services  | 38.89%    | 586  | 17.45%     | 263 | 43.66%      | 658      | 1507  |
| More businesses and employment opportunities   | 40.74%    | 614  | 22.89%     | 345 | 36.36%      | 548      | 1507  |
| Positive redevelopment of existing commercial areas  | 83.81%    | 1263 | 8.49%      | 128 | 7.70%       | 116      | 1507  |
| Reimagining of business and office parks   | 59.52%    | 897  | 24.22%     | 365 | 16.26%      | 245      | 1507  |
| More opportunities for mixed-uses (i.e. allowing residential uses in commercial areas)         | 36.83%    | 555  | 29.66%     | 447 | 33.51%      | 505      | 1507  |
|  |           |      |            |     |             | Answered | 1507  |
|  |           |      |            |     |             | Skipped  | 437   |



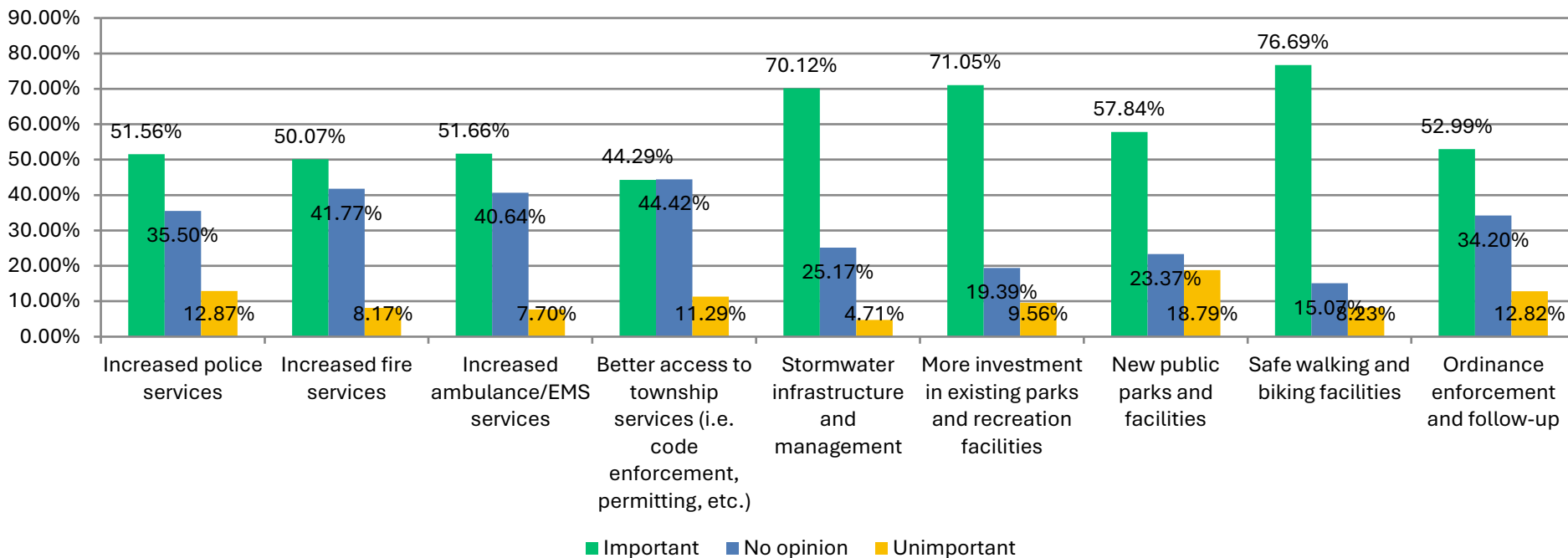


## Township services & funding

- Respondents asked to gage the respondents' views on the importance of a variety of services provided by the Township.
- Respondents were then asked their opinion on the funding of these services as well as for their opinion on potential tax increase to implement.

# Importance of Township Services

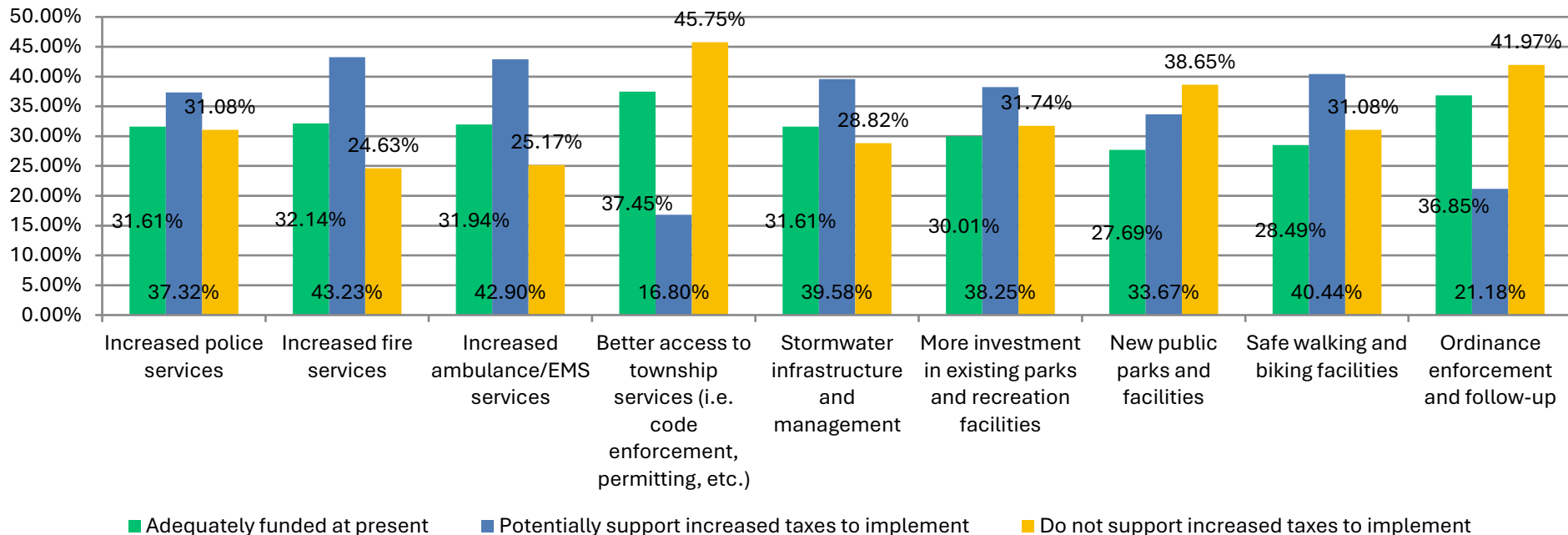
| How important are improvements to the following services?                    |           |      |            |     |             |      |
|--|-----------|------|------------|-----|-------------|------|
|  | Important |      | No opinion |     | Unimportant |      |
| Increased police services  | 51.56%    | 777  | 35.50%     | 535 | 12.87%      | 194  |
| Increased fire services  | 50.07%    | 754  | 41.77%     | 629 | 8.17%       | 123  |
| Increased ambulance/EMS services   | 51.66%    | 778  | 40.64%     | 612 | 7.70%       | 116  |
| Better access to township services (i.e. code enforcement, permitting, etc.) | 44.29%    | 667  | 44.42%     | 669 | 11.29%      | 170  |
| Stormwater infrastructure and management                                     | 70.12%    | 1056 | 25.17%     | 379 | 4.71%       | 71   |
| More investment in existing parks and recreation facilities                  | 71.05%    | 1070 | 19.39%     | 292 | 9.56%       | 144  |
| New public parks and facilities  | 57.84%    | 871  | 23.37%     | 352 | 18.79%      | 283  |
| Safe walking and biking facilities   | 76.69%    | 1155 | 15.07%     | 227 | 8.23%       | 124  |
| Ordinance enforcement and follow-up  | 52.99%    | 798  | 34.20%     | 515 | 12.82%      | 193  |
|  |           |      |            |     | Answered    | 1507 |
|  |           |      |            |     | Skipped     | 437  |



# Funding for enhanced services

Would you support increased taxes if needed to fund these improvements?

|  | Adequately funded at present |     | Potentially support increased taxes to implement |     | Do not support increased taxes to implement |          | Total |
|--|------------------------------|-----|--|-----|---|----------|-------|
| Increased police services  | 31.61%                       | 476 | 37.32%   | 562 | 31.08%                                      | 468      | 1506  |
| Increased fire services  | 32.14%                       | 484 | 43.23%   | 651 | 24.63%                                      | 371      | 1506  |
| Increased ambulance/EMS services   | 31.94%                       | 481 | 42.90%   | 646 | 25.17%                                      | 379      | 1506  |
| Better access to township services (i.e. code enforcement, permitting, etc.) | 37.45%                       | 564 | 16.80%   | 253 | 45.75%                                      | 689      | 1506  |
| Stormwater infrastructure and management                                     | 31.61%                       | 476 | 39.58%   | 596 | 28.82%                                      | 434      | 1506  |
| More investment in existing parks and recreation facilities                  | 30.01%                       | 452 | 38.25%   | 576 | 31.74%                                      | 478      | 1506  |
| New public parks and facilities  | 27.69%                       | 417 | 33.67%   | 507 | 38.65%                                      | 582      | 1506  |
| Safe walking and biking facilities   | 28.49%                       | 429 | 40.44%   | 609 | 31.08%                                      | 468      | 1506  |
| Ordinance enforcement and follow-up  | 36.85%                       | 555 | 21.18%   | 319 | 41.97%                                      | 632      | 1506  |
|  |                              |     |  |     |   | Answered | 1506  |
|  |                              |     |  |     |   | Skipped  | 438   |





## Written comments

- **Respondents provided over 3,600 written comments for the following questions:**
  - Do you have any specific concerns or feedback about any of the above topics? (1,396 responses)
  - What do you think will be the most significant challenges or opportunities that West Whiteland Township will face in the next five years? (1,396 responses)
  - Do you have any further comments that you want the Township to consider? (897 responses)

# Additional concerns or comments on topics covered



- Issues most commented on included:
  - **Overdevelopment**
    - Please stop building housing complexes. It's destroying this township
    - Stop allowing the building of homes!
    - West Whiteland does NOT need anymore housing or commercial building of ANY type just to increase its tax base.
    - **OVERBUILDING** without the infrastructure to support!!
    - To many people - overdeveloped. In my eyes ruined the township.
  - **Traffic congestion**
    - The roads cannot handle the volume if traffic.
    - Traffic congestion due to all the new housing units.
    - Traffic signals are not timed very well.
  - **Increasing taxes**
    - Taxes jumped up way to high this year, kind of ridiculous
    - I am not focused on increasing services but rather maintaining what is currently offered.
    - Keep management financially efficient. Do not increase taxes.

# Additional concerns or comments on topics covered



- Issues most commented on included:
  - **Green/open space preservation**
    - Stop destroying the green space of WWT!
    - Not just grass and paved walkways, we need real natural spaces with trees and native plants.
  - **Better pedestrian infrastructure**
    - Connect with more sidewalks for better pedestrian safety and connectivity.
    - Need more walking/biking trails from residential areas to shopping centers.
  - **Stormwater management**
    - STORMWATER MANAGEMENT IS A NIGHTMARE
    - Revisit the code for storm water management for long time home owners.
    - Stormwater, to much flooding in West Whiteland township!
  - **Trash pickup**
    - Trash and recycling setup needs reevaluated.

# Challenges and Opportunities



- Responses given were overwhelmingly focused on challenges.
  - We should not be aiming to be the next King of Prussia.
  - Increased demand on infrastructure due to increased population from new apartments/homes.
  - Repurposing of Exton Square, and abandoned industrial spaces.
  - Administrative bloat and runaway local government costs.
  - Managing the growth in population that the many apartments/condos that have been built will create, while preserving the positives of the community.
  - Preservation of open space to manage floodwaters.
  - Over population. Too much building. Too many people.
  - TOO MUCH TRAFFIC due to over building.
  - Traffic and affordable housing

# Further comments for consideration



- Issues most commented on included:
  - Develop/expand housing and entertainment options for residents of all ages.
  - The infrastructure needs to be addressed before any further development.
  - **PRESERVE OPEN SPACE!**
  - Get rid of the trash bags and do a normal trash collection.
  - Love how low taxes are. Please explore other ways to increase revenue if needed.
  - Do not raise taxes!
  - **SLOW DOWN ALL THIS NEW CONSTRUCTION AND REUSE/REPURPOSE EXISTING STRUCTURES!**
  - Keep reaching out to your constituents.
  - The infrastructure needs to be addressed before any further development.