

# LAND USE ASSUMPTIONS REPORT

## POTENTIAL FUTURE DEVELOPMENT

### WEST WHITELAND TOWNSHIP, CHESTER COUNTY, PA

Adopted June 17, 2015 by Township Resolution No. 2015-30

Prepared by Theurkauf Design & Planning, LLC  
Prepared for Traffic Planning and Design, Inc.



## **Introduction**

Theurkauf Design & Planning, LLC in conjunction with Traffic Planning and Design, Inc. has prepared the following Land Use Assumptions Report (LUAR) for West Whiteland Township in compliance with the Pennsylvania Transportation Impact Fee Law as defined in sections 501-A through 506-A of the Municipal Planning Code (MPC). The MPC authorizes municipalities within the Commonwealth to enact, amend, and repeal impact fee ordinances and to charge impact fees to cover the cost of off-site road improvements necessitated by new land development.

According to the MPC, as a prerequisite to the development of the transportation capital improvements plan (CIP), the Transportation Impact Fee Advisory Committee shall develop land use assumptions for the determination of future growth and development within the designated area or areas as described by the municipal resolution and recommend its findings to the governing body. This report addresses the necessary components of a LUAR as stipulated in the MPC, by which the LUAR shall:

- Describe the existing land uses within the designated area or areas and the highways, roads or streets incorporated therein. This aspect is summarized herein and covered in detail in the Lincoln Highway and Whitford Road Corridors Plan, the Township's Comprehensive Plan Update dated December 2014, which also defines a large part of the study area.
- To the extent possible, reflect projected changes in land uses, densities of residential development, intensities of nonresidential development, and population growth rates that may affect the level of traffic within the designated area or areas over a period of at least the next five years. These projections shall be based on an analysis of population growth rates, current zoning regulations, approved subdivision and land developments, and the future land use plan contained in the adopted municipal comprehensive plan. It may also refer to all professionally produced studies and reports pertaining to the municipality regarding such items as demographics, parks and recreation, economic development and any other study deemed appropriate by the municipality. For the purpose of this LUAR, we will examine a likely scenario for short-term to mid-term development of vacant and underutilized properties within the Township's core development area, based on the policies of the Lincoln Highway and Whitford Road Corridors Plan. In addition, we will examine potential development of specific properties outside of the Lincoln Highway and Whitford Road Corridors Plan area that are considered likely candidates for future changes in land use.

## **Overview and Background**

This Land Use Assumptions Report (LUAR) is based upon the land use and development intensity recommendations found in the Lincoln Highway and Whitford Road Corridors Plan (the Corridors Plan), which was adopted on March 31, 2015. In addition, consideration was given to properties beyond the Corridors Plan area, to constitute a total Transportation Service Area of approximately 3,400 acres (5.3 square miles), as represented by the non-hatched areas on the maps at the end of this report.

The Corridors Plan examined the history of growth and land use in the Township, especially in light of changing economic and demographic forces that are shaping future development pressures and land uses. These pressures are evidenced to the Township by continued interest on the part of developers that continued to some extent through the recent economic slump and has picked up markedly since. As much of the interest was for projects not fully consistent with existing zoning, West Whiteland wisely decided on a planned and integrated rather than piecemeal approach in responding to these pressures. Through the Corridors Plan, the Township has adopted policies to promote new development that is context appropriate and properly coordinated with the infrastructure on which it depends. The Corridors Plan supports the County's Landscapes2 plan with compact, mixed use development within West Whiteland's "Suburban Center" growth area as an alternative to uncoordinated sprawl. Thus, policies were developed to concentrate development, promote diversity of housing opportunities, create walkable and bicycle-friendly mixed use communities, and coordinate with trail, open space, and public transportation resources.

The LUAR uses these policies to create future development projections, which provide the basis of anticipated traffic demands and required improvements to accommodate those demands. Beyond the Corridors Plan area, we have also evaluated properties for likely or potential development and projected their impacts on the overall Transportation Service Area. Properties identified as having a likely development potential total 274 acres within the Corridors Plan area and 264 acres within the Transportation Service Area but outside of the Corridor. In developing the land use assumptions for particular properties, the following bases were considered:

- Land use mixes and intensity based on policies in the Corridors Plan and specific Character Areas
- Prior approvals that vest specific development rights
- Potential changes to zoning and other development regulations based on market conditions, neighborhood character, and where ownership interests and those of the Township may coincide

- Conditions impacting developability, such as environmental conditions and accessibility

**Lincoln Highway and Whitford Road Corridors Plan Area**  
**Projected Future Conditions**

The Lincoln Highway and Whitford Road Corridors Plan (the Corridors Plan) forms the basis of future land use policy and growth conditions within this study area. The study area includes lands in the center of the Township along Lincoln Highway between Church Farm School and the western municipal boundary and along Whitford Road between the former Waterloo Gardens property and the Whitford Train Station. In accordance with the Corridors Plan, the study area is to have future development in accordance with use, design, and infrastructure policies established for five distinct Character Areas, which will be implemented through zoning and other regulatory changes as appropriate. Within each of the Character Areas, land uses will be generally mixed among major land use categories including residential, commercial, industrial, institutional, and open space. Developable lands are identified in the Corridors Plan and ascribed future land use classifications as follows:

- MU1 – Office and Residential
- MU2 – Office and Retail
- MU3 – Office, Retail, and Residential
- Residential

Lands that are constrained by easements, environmental factors, or poor accessibility are not considered as candidate areas for future development. In addition, presumed future development intensities are based on considerations of zoning, adjacent land uses, contemporary building trends, and established local development patterns. For these reasons, projected numbers in this LUAR of future residential units and non-residential floor area generally reflect lower intensities than those indicated in the buildout analyses contained in the Corridors Plan.

**CHARACTER AREA 1**

Character Area 1 comprises the eastern portion of the study area, extending along Lincoln Highway and adjacent lands between Church Farm School and Iron Lake Boulevard. It includes approximately 135 acres of developable land, all within the MU1 use category, which is Office and Residential. As described in the Corridors Plan, existing development includes the following:

<u>Existing Land Use</u>	<u>Existing Development</u>
Residential	405 DU, nearly all apartments



<u>Developable Land Area</u>	<u>Projected Use</u>	<u>Projected Yield</u>
17 acres	Apartments	400 DU
4 acres	Movie Tavern	43,000 SF

For the purposes of this Report, the Movie Tavern development will be regarded as base development rather than projected, since it has already received Final Plan Approval and its development is imminent.

**CHARACTER AREA 3**

Character Area 3 extends west from Exton Town Center along the south side of Lincoln Highway and south along Whitford Road to the Route 30 Bypass. It includes 35 acres of developable property, with MU2 Office and Retail along Lincoln Highway, and MU1 Office and Residential further south and closer to the Whitford Train Station. As described in the Corridors Plan, existing development includes the following:

<u>Existing Land Use</u>	<u>Existing Development</u>
Residential	6 DU, single family detached
Non-residential	1,000,000 SF, office, flex, warehouse, retail

We assume that future development of the Lincoln Highway frontage would be split between Office and Retail uses, and that the remaining area would have a mix of Residential and mixed nonresidential uses, in keeping with the Corridors Plan and compatible with surrounding uses. One of the vacant sites may be an expanded campus for a charter school. Based on zoning and the intensity of use in the area, we assume office, institutional, and flex buildings would be built at 8,500 SF/acre, and residential townhouses at 4 DU/acre. We assume future land development to occur as follows:

<u>Developable Land Area</u>	<u>Projected Use</u>	<u>Projected Yield</u>
8 acres	Townhouses	32 DU
9 acres	Office	76,500 SF
6 acres	Flex Office/Lt. Ind.	51,000 SF
4 acres	Institutional	34,000 SF

**CHARACTER AREA 4**

Character Area 4 includes properties along the north side of Lincoln Highway between Exton Town Center and Ball and Ball. It includes 24 acres of developable property, with 10 acres in MU3 Office/Commercial/Residential adjacent to Exton Town Center and 14 acres of MU2 Office/Retail use further west. As described in the Corridors Plan, existing development includes the following:

<u>Existing Land Use</u>	<u>Existing Development</u>
Residential	4 DU, single family detached
Non-residential	314,000 SF, office and retail

We assume the MU3 area will be rezoned into the Town Center district and will have future development consisting of Apartments at 10 DU/acre, and the MU2 area will be evenly split between Office and Retail, in keeping with the Corridors Plan and compatible with surrounding uses. Based on the intensity of use in the area, we assume office and retail buildings would be built at 8,500 SF/acre. We assume future land development to occur as follows:

<u>Developable Land Area</u>	<u>Projected Use</u>	<u>Projected Yield</u>
10 acres	Apartments	100 DU
7 acres	Retail	59,500 SF
7 acres	Office	59,500 SF

**CHARACTER AREA 5**

Character Area 5 includes lands along Waterloo Boulevard and the north side of Lincoln Highway, extending from the Chaddwell Apartments to the Township’s western boundary. It includes 49 acres of developable property within the Residential use category and zoned for carriage home townhouses. In addition, Character Area 5 includes the 12.6 acre Ball and Ball property, which is zoned OL Office Laboratory. As described in the Corridors Plan, existing development consists of the following:

<u>Existing Land Use</u>	<u>Existing Development</u>
Residential	342 DU, townhouses and apartments
Non-residential	132,000 SF, office and retail

We assume that future development will include 41 acres with 86 carriage home townhouses in accordance with a current application for the former Waterloo Gardens property. Based on the

existing R-3 zoning we assume the 4 developable acres adjacent to Whitford Country Club will be built in residential townhouses at 4 DU/acre. In addition, it is presumed that the Ball and Ball property would be rezoned and developed in carriage homes at 2.1 DU/acre consistent with adjacent developments on each side. We assume future land development to occur as follows:

<u>Land Area</u>	<u>Projected Use</u>	<u>Projected Yield</u>
58 acres	Townhouses	128 DU

**Beyond the Lincoln Highway and Whitford Road Corridors Plan Area  
Projections of Likely Future Development**

In addition to lands within the Lincoln Highway and Whitford Road Corridors study area, the Township has identified a number of other properties that are likely candidates for future development. In some cases, proposals for rezoning certain properties for alternative land uses viewed as more consistent with current market conditions and in context with adjacent neighborhoods may be considered. These properties are identified as follows, along with assumptions regarding future land uses:

**VALLEY CREEK CORPORATE CENTER**

This area consists of four parcels located on the east side of Valley Creek Boulevard, along the Township’s eastern boundary. It includes undeveloped lands within the Unified Development Area overlay, with approximately 90 developable acres north of Swedesford Road (Parcels D, E, and F), and 22 developable acres at Parcel B south of Swedesford Road. Parcels B, D, E, and F have all had previous plans for office development at an intensity of nearly 13,500 SF/acre, none of which have as yet been constructed. These properties still have potential as office developments, due to their close proximity to access ramps to US 30 and US 202. We assume future land development to occur as follows:

<u>Land Area</u>	<u>Projected Use</u>	<u>Projected Yield</u>
112 acres	Office	1,495,000 SF

**GLENLOCH II**

The property consists of several parcels totaling about 49 acres along Dunwoody Drive and Route 202 in the southeastern part of the Township. The site includes approximately 27 developable acres, for which there was a previously approved plan for office development that was never constructed. The owners seek a rezoning of the property to residential use, which

would likely be R-2 to accommodate Townhouses at 2.1 DU/acre. We project future land development to occur as follows:

<u>Land Area</u>	<u>Projected Use</u>	<u>Projected Yield</u>
49 acres	Townhouses	102 DU

**JOHNSON-MATTHEY**

This is a 15 acre wooded property at the intersection of Phoenixville Pike and King Road. If developed according to existing I-1 zoning, we would anticipate future land development to occur as follows:

<u>Land Area</u>	<u>Projected Use</u>	<u>Projected Yield</u>
15 acres	Flex Office/Lt. Ind.	125,000 SF

**WESTON SOLUTIONS**

Much of this 53-acre tract near the intersection of Phoenixville Pike and King Road is already developed for office and research uses. However, we are aware of interest in re-developing this site for residential use, although no definite plans have been submitted to date for Township review. Such development would require that this tract be re-zoned to a district that would allow residential use. For the purposes of this report, we have assumed that the new zoning would be R-2, which allows up to 2.1 DU/acre if developed under the “carriage home cluster” option. The site includes existing office buildings that we presume would be removed, and a historic mansion that could be adaptively re-used in accordance with the new zoning. We would anticipate future land development to occur as follows:

<u>Land Area</u>	<u>Projected Use</u>	<u>Projected Yield</u>
53 acres	Townhouses	111 DU

**WEST CHESTER GUN CLUB**

This is a 20 acre property on Boot Road just west of the Devereux campus. It is partially constrained by steep slopes and proximity to the Route 100 limited access spur. If developed according to existing R-2 zoning, we would anticipate future land development to occur as follows:

<u>Land Area</u>	<u>Projected Use</u>	<u>Projected Yield</u>
20 acres	Townhouses	42 DU

**DANTE’S RUN**

This 7 acre parcel is located On Burke road near the Township’s southern border and is the subject of a current sketch plan submission in accordance with existing R-2 zoning. We anticipate future land development to occur as follows:

<u>Land Area</u>	<u>Projected Use</u>	<u>Projected Yield</u>
7 acres	Single Family Res	7 DU

**OAKLANDS**

Beyond the Corridors study area, there are four undeveloped parcels totaling approximately 8 acres. It is assumed that the area would be developed in office consistent with existing zoning. Thus, we anticipate future land development to occur as follows:

<u>Land Area</u>	<u>Projected Use</u>	<u>Projected Yield</u>
8 acres	Office	68,000 SF

**Summary Findings of the Land Use Assumptions Report**

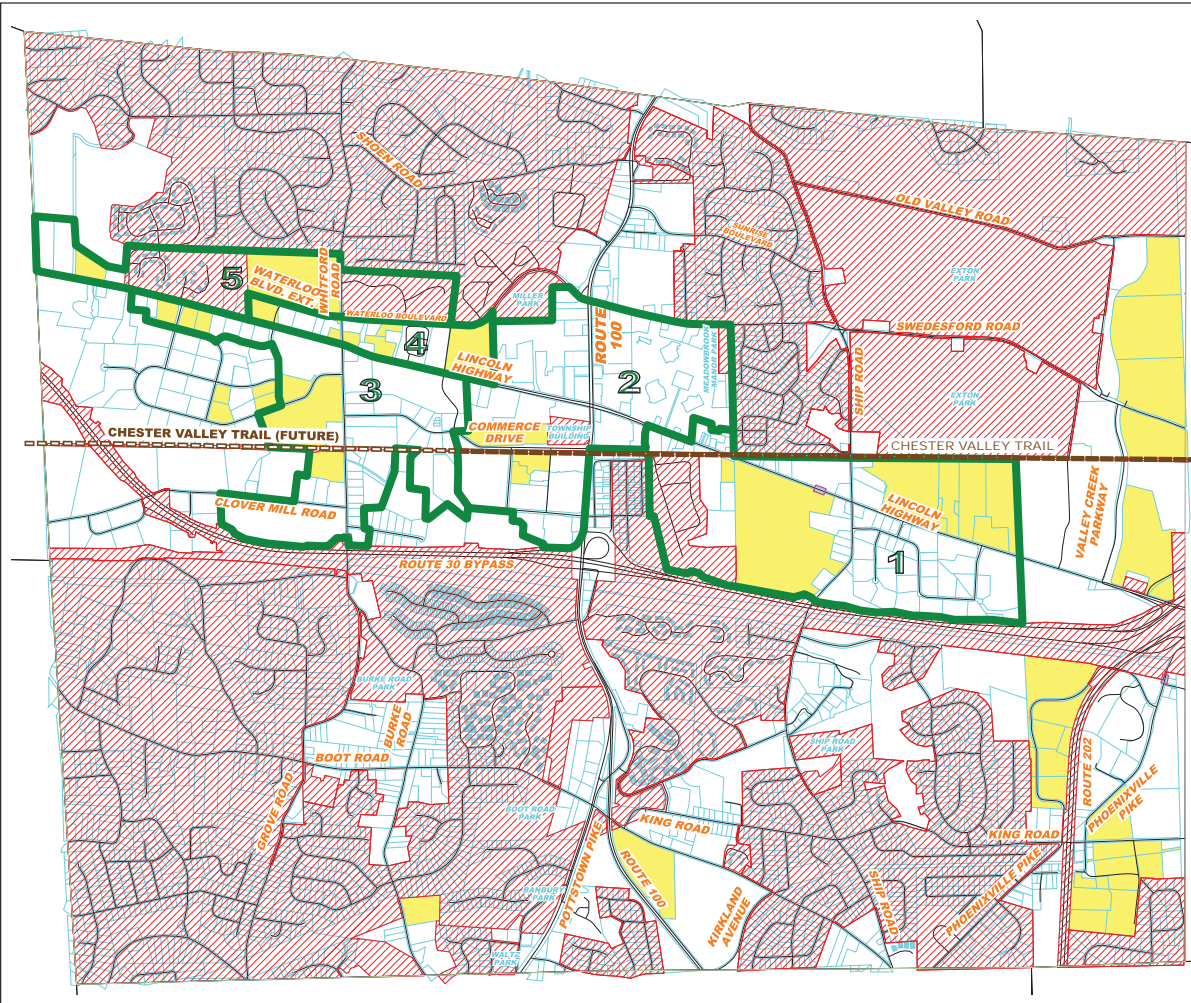
Plans describing the findings of the Land Use Assumptions Report are included on the following pages. The Report encompasses areas within the study area defined by the Lincoln Highway and Whitford Road Corridors Plan, as well as additional properties determined to be likely candidates for development within the next several years. Total future anticipated development by land use is as follows:

**Corridors Plan Area**




<u>Land Use Type</u>	<u>Projected Future Development</u>
Single Family Detached Residential	36 DU
Townhouses	260 DU
Apartments	500 DU
Office	634,000 SF
Flex - Office/Light Industrial/Warehouse	229,500 SF
Retail	59,500 SF
Institutional	34,000 SF


**Properties outside the Corridors Plan Area**

<u>Land Use Type</u>	<u>Projected Future Development</u>
Single Family Detached Residential	7 DU
Townhouses	255 DU
Apartments	0 DU
Office	1,563,000 SF
Flex - Office/Light Industrial/Warehouse	125,000 SF
Retail	0 SF



**LEGEND**

-  CHARACTER AREA BOUNDARIES
-  POTENTIAL FUTURE DEVELOPMENT PARCELS
-  AREAS EXCLUDED FROM TRANSPORTATION SERVICE AREA

 *Note: Base Plan prepared by Traffic Planning and Design, Inc.*

Lincoln/Whitford Corridors Plan - Character Areas  
**Land Use Assumptions Report**

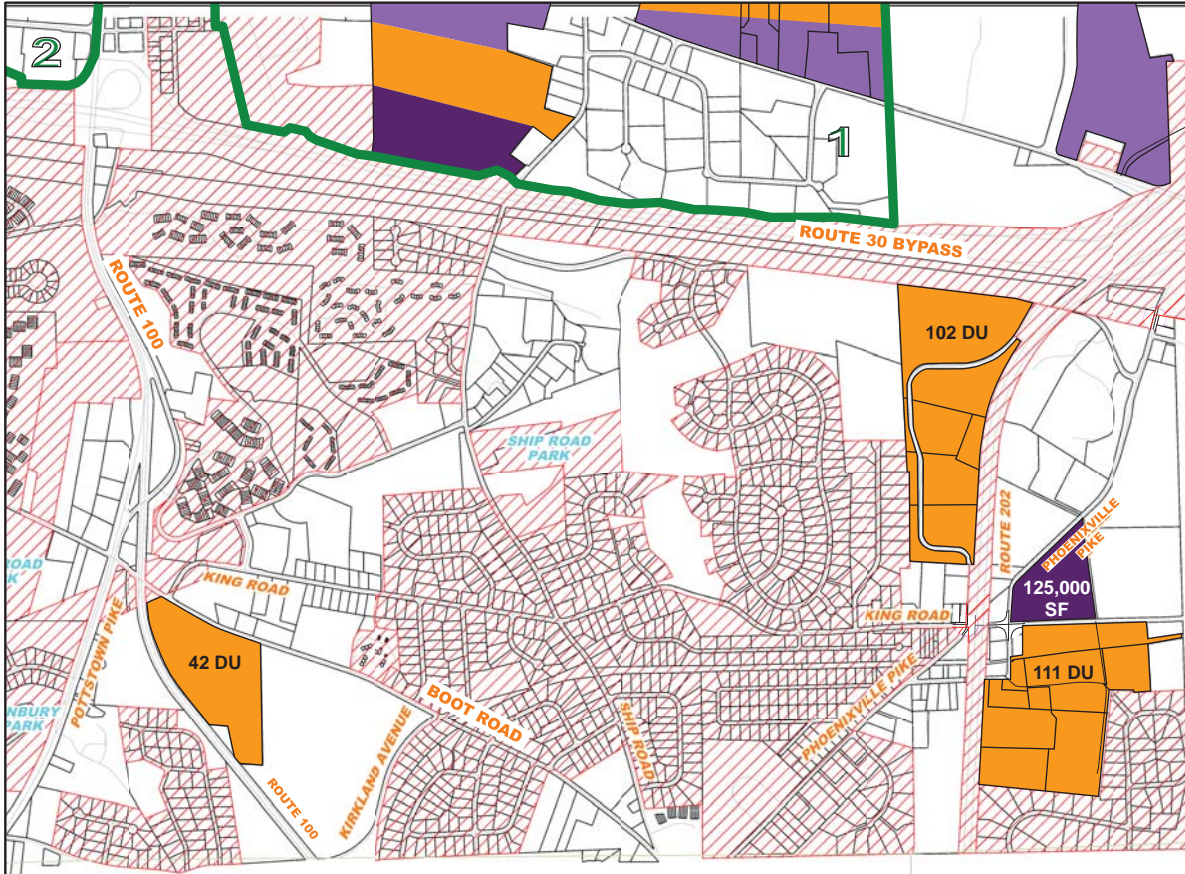
West Whiteland Township  
 Chester County, Pennsylvania

Date: March 27, 2015










Prepared By:  
 Theurkauf Design & Planning, L.L.C.  
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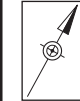






**LEGEND**

-  AREAS EXCLUDED FROM TRANSPORTATION SERVICE AREA
-  CHARACTER AREA BOUNDARIES
-  SINGLE FAMILY DETACHED RESIDENTIAL (DWELLING UNITS)
-  TOWNHOUSES (DWELLING UNITS)
-  APARTMENTS (DWELLING UNITS)
-  OFFICE (SQUARE FEET)
-  RETAIL (SQUARE FEET)
-  FLEX - OFFICE/LT. INDUSTRIAL/ WAREHOUSE (SQUARE FEET)
-  INSTITUTIONAL (SQUARE FEET)



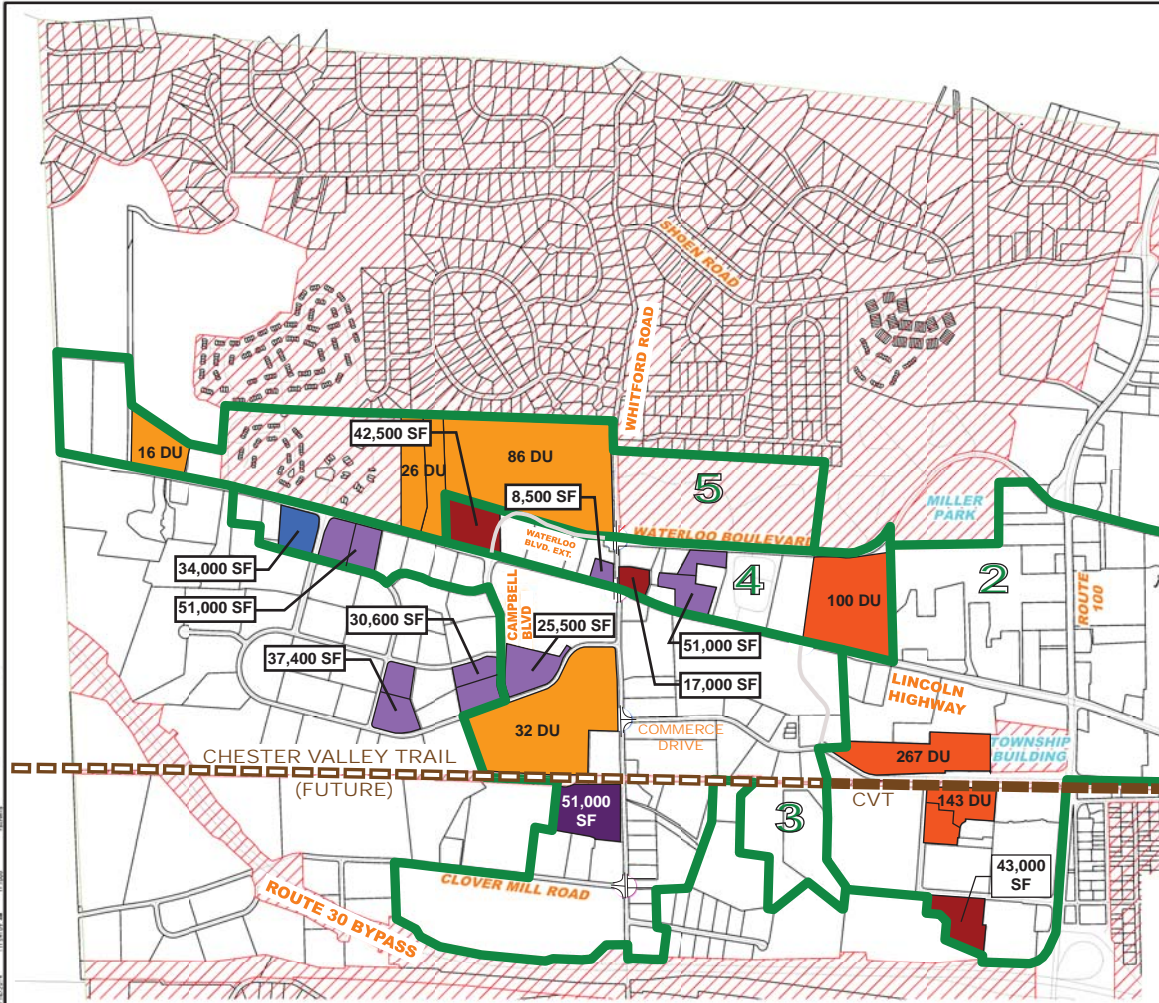
Note: Base Plan prepared by Traffic Planning and Design, Inc.

**Projected Future Development, SE Quadrant  
Land Use Assumptions Report**

West Whiteland Township Date: March 27, 2015  
Chester County, Pennsylvania

Prepared By:  
Theurkauf Design & Planning, L.L.C.  
1240 Elbow Lane  
Chester Springs, PA 19425





**LEGEND**

- AREAS EXCLUDED FROM TRANSPORTATION SERVICE AREA
- CHARACTER AREA BOUNDARIES
- SINGLE FAMILY DETACHED RESIDENTIAL (DWELLING UNITS)
- TOWNHOUSES (DWELLING UNITS)
- APARTMENTS (DWELLING UNITS)
- OFFICE (SQUARE FEET)
- RETAIL (SQUARE FEET)
- FLEX - OFFICE/LT. INDUSTRIAL/ WAREHOUSE (SQUARE FEET)
- INSTITUTIONAL (SQUARE FEET)

Note: Base Plan prepared by Traffic Planning and Design, Inc.

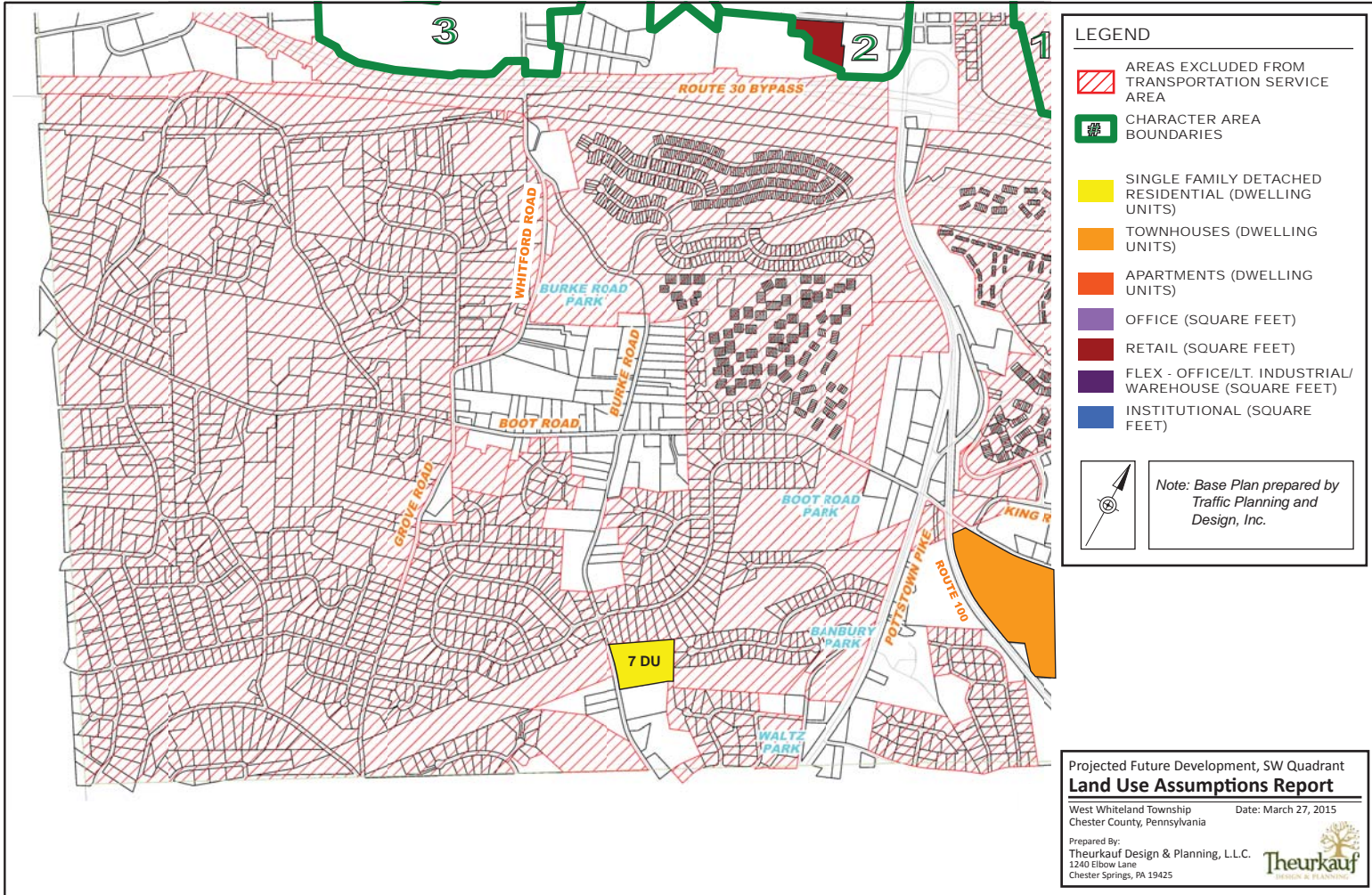
**Projected Future Development, NW Quadrant  
Land Use Assumptions Report**

West Whiteland Township  
Chester County, Pennsylvania










Date: March 27, 2015

Prepared By:  
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Chester Springs, PA 19425

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**LEGEND**

-  AREAS EXCLUDED FROM TRANSPORTATION SERVICE AREA
-  CHARACTER AREA BOUNDARIES
-  SINGLE FAMILY DETACHED RESIDENTIAL (DWELLING UNITS)
-  TOWNHOUSES (DWELLING UNITS)
-  APARTMENTS (DWELLING UNITS)
-  OFFICE (SQUARE FEET)
-  RETAIL (SQUARE FEET)
-  FLEX - OFFICE/LT. INDUSTRIAL/ WAREHOUSE (SQUARE FEET)
-  INSTITUTIONAL (SQUARE FEET)



Note: Base Plan prepared by Traffic Planning and Design, Inc.

**Projected Future Development, SW Quadrant  
Land Use Assumptions Report**  
 West Whiteland Township Chester County, Pennsylvania Date: March 27, 2015  
 Prepared By:  
 Theurkauf Design & Planning, L.L.C.  
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