

West Grove Borough Comprehensive Plan

Chester County, Pennsylvania



MARCH 2, 2022

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**BOROUGH OF WEST GROVE
RESOLUTION 2022-03**

**A RESOLUTION ADOPTING A NEW COMPREHENSIVE PLAN FOR WEST GROVE
BOROUGH PURSUANT TO THE PENNSYLVANIA MUNICIPALITIES PLANNING CODE,
ARTICLE III, ACT 247 OF 1968 AS AMENDED**

WHEREAS, the Pennsylvania Municipalities Planning Code grants the governing bodies of Pennsylvania municipalities authority to develop, adopt, and implement a comprehensive plan; and

WHEREAS, a comprehensive plan is a municipal assessment of existing community conditions, an outline of short and long range community development goals and a municipal plan for managing future growth, development, land use and community character; and

WHEREAS, West Grove Borough last updated its current Comprehensive Plan in 2003, and since that time, significant growth has occurred warranting a review and update of the 2003 Comprehensive Plan; and

WHEREAS, the Borough Council charged the Comprehensive Plan Task Force, along with consultants Theurkauf Design & Planning LLC, Tackett Planning, Inc. and Borough staff (collectively the "Planning Team") to engage the community and prepare an updated comprehensive plan; and

WHEREAS, the Planning Team has completed the procedural process set forth within Article III of the Pennsylvania Municipalities Planning Code required prior to the adoption of a comprehensive plan as well as many additional steps beyond those required, including but not limited to community surveys, public workshops, open houses, planning meetings, forwarded the draft plan for review by the adjoining municipalities, the Chester County Planning Commission, and the Avon Grove School District, and on February 2, 2022, held a public hearing to consider and make a recommendation to the Borough Council about the plan's adoption; and

WHEREAS, the Planning Team recommends adoption of the Comprehensive Plan; and

WHEREAS, the Chester County Planning Commission has recommended adoption of the Comprehensive Plan; and

WHEREAS, the Borough Council held a duly advertised public hearing on February 2, 2022 to consider adoption of the Comprehensive Plan; and

WHEREAS, the comments received from the public in writing and at public hearings, as well as from the Chester County Planning Commission, and adjacent municipalities, have been duly considered and noted; and

WHEREAS, the Borough Council of West Grove has reviewed and considered the recommended Comprehensive Plan along with the comments received from the public in writing and at public hearings, as well as from the Chester County Planning Commission and adjacent municipalities; and

WHEREAS, the Comprehensive Plan adequately addresses the elements as required by Section 301 of the Municipalities Planning Code; and

WHEREAS, the Borough Council wishes to adopt the Comprehensive Plan pursuant to the powers granted by the Pennsylvania Municipalities Planning Code

NOW THEREFORE BE IT RESOLVED, by the Borough Council of West Grove that:

1. The Comprehensive Plan of West Grove Borough, Chester County, Pennsylvania dated March 2, 2022, consisting of all maps, tables, figures, and textual matter is hereby adopted as the official Comprehensive Plan of West Grove Borough.
2. The West Grove Borough Comprehensive Plan of 2003 is hereby rescinded.
3. This Resolution shall be appended to, or annotated on, the Comprehensive Plan; and
4. The Borough Secretary shall distribute digital or paper copies, as applicable, of this Resolution and corresponding Comprehensive Plan to the Chester County Planning Commission, relevant Borough staff, authorities, and boards for consideration in future planning and actions related to development.

RESOLVED, this 2nd day of March 2022

Borough of West Grove

By:


David Prosser, President

ATTEST:


Gregory J. McCummings
Borough Manager/Secretary

West Grove Borough Comprehensive Plan

Chester County, Pennsylvania

Borough Council

| | |
|-------------------------------|-----------------|
| David Prosser, President | Karen Beltran |
| Kristin Proto, Vice President | Lauren McDevitt |
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Mayor

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Comprehensive Plan Task Force

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Comprehensive Plan Planning Consultants

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Project Oversight

Chester County Planning Commission Kevin Myers

Acknowledgements

This Comprehensive Plan Update was funded in part with a grant from the Chester County Vision Partnership Program.

Prepared by



Theurkauf Design & Planning, LLC
1350 Elbow Lane, Chester Springs, PA 19425

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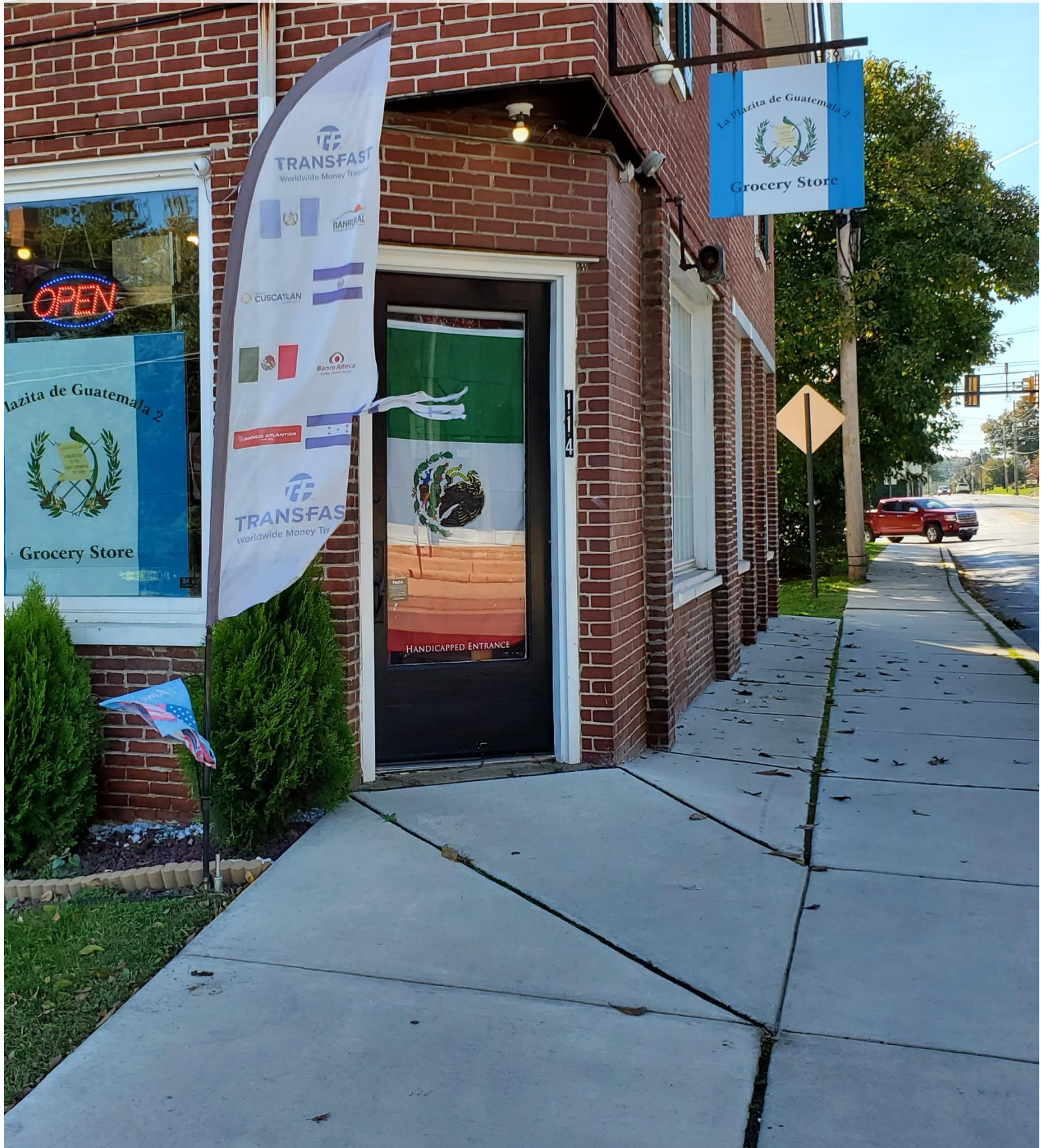
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All photographs by Theurkauf Design & Planning unless otherwise credited.

Chapter 1 Introduction and Background



Section 1.1 *Introduction*

Purpose

West Grove Borough has undergone significant changes since adoption of its 2003 Comprehensive Plan. Demographic shifts have created a diverse multi-cultural community with a significant cohort of young families and new residents with ties to the regional mushroom industry. The Borough desires a fresh planning approach that improves community connectivity and energizes the downtown business district, while celebrating West Grove's rich history. At the same time, techniques to respond appropriately to environmental and historical context have improved, as has the desire to promote integration of communities and nature through walkability, multi-modal accessibility, and regional trails. Energy and climate are now acknowledged as inextricably linked, requiring better coordination of development and infrastructure, closer relationships between work, home, and recreation, and more efficient and sustainable means of building. This Comprehensive Plan Update employs an inclusive process to ensure policies that respond to the whole community's needs and celebrate its cultural values, and will advance strategies to increase community resilience and vibrancy.

This plan serves as both the Comprehensive Plan and the Urban Center Revitalization Plan (UCRP), with the elements of the UCRP found within multiple areas of the document. Appendix A includes a checklist that documents which specific policies and actions are addressing the required elements of a UCRP. Required elements of a UCRP plan include economic development, housing, infrastructure, and public services, which are all covered within this Comprehensive Plan.

2003 West Grove Comprehensive Plan and Urban Center Revitalization Plan

The 2003 Comprehensive Plan and the 2003 Urban Center Revitalization Plan set the Borough's policy framework for the past 17 years. Focusing on the Borough's foundational attributes and character, the Comprehensive Plan analyzed strengths, weaknesses, opportunities, and threats, and identified residents' most favorite and least favorite aspects of life in West Grove. Primary goals and objectives of the plan were established as follows:

- Promote stable neighborhoods, maintain and upgrade existing housing stock, and advocate for housing affordability.
- Reinvigorate the core of the Borough with zoning, streetscape enhancements, and parking strategies to create a revitalized and pedestrian friendly mixed use downtown area.
- Enhance park and recreation facilities and programs to better serve the community.
- Improve the safety and functionality of pedestrian and vehicular circulation.
- Upgrade sewer and water systems within the context of new development.
- Maintain the Borough's character through natural and historic resource protection.

The UCRP considered inventories, trends, and key issues specific to Housing, Infrastructure, Transportation, and Public Facilities/Services and developed a general action plan to facilitate urban revitalization and economic development.

These policy statements form the starting point for this Comprehensive Plan update.

Major Paradigm Shifts in Planning

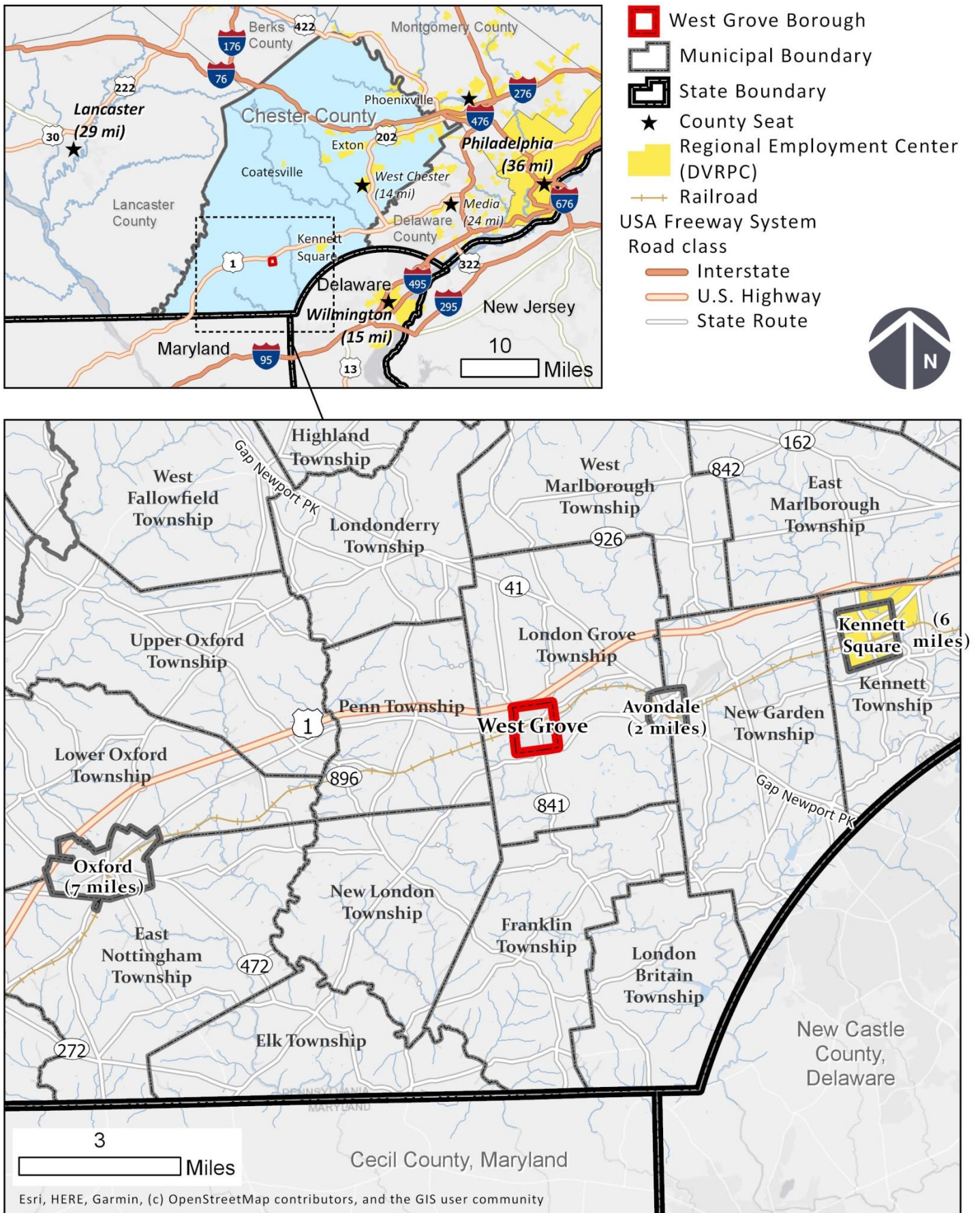
West Grove has grappled with long term and permanent repercussions of the Great Recession of 2007-2009, not the least of which were challenges of affordability and demand for new types of housing. Similarly, the ongoing COVID-19 pandemic is sure to result in enduring changes to the way we live, attend school, work, and entertain. This Comprehensive Plan strives to utilize the lessons of recent crises by advocating resiliency, flexibility, and cooperation in all of its component chapters, in order to assure that West Grove is well prepared for the challenges and opportunities that lie ahead.

Regional Context

West Grove Borough comprises 0.65 square miles completely surrounded by London Grove Township, in the heart of southern Chester County's mushroom growing region. It grew from a crossroads settlement at the intersection of Old Baltimore Pike (former US Route 1) and Chatham Road (PA Route 841), and lies midway between Kennett Square and Oxford. Regionally, West Grove is 36 miles southwest of Philadelphia, and 16 miles northwest of Wilmington, DE. The Octoraro and Wilmington & Northern branch of the East Penn Railroad goes through the center of West Grove, delivering freight through southern Chester County.

Regional Context

January 12, 2022



Section 1.2 History

The Borough was originally part of a 60,000 acre sale to the London Company in 1699 by William Penn. London Grove was officially incorporated in 1723 and included the lands of West Grove. The village of West Grove received its name from the Friends Meeting House on Harmony Road, built in 1787. West Grove became an incorporated Borough in 1893.

Land Use patterns in the area surrounding West Grove have been strongly influenced by natural resources. The first European settlers were attracted to the area because its natural features were highly favorable to agriculture. Some of the most productive soils on the East Coast were located in the region, the terrain was gently rolling, and the climate was excellent for valuable staple crops such as grain, oats and barley. To gain access to the fertile soils, settlers cleared much of the woods for crops and pastures. For most of its history, the Borough of West Grove has served as a market and community focus for the surrounding agricultural region.

As agriculture evolved in the mid-1800's, the region became a center for the commercial production of flowers and nursery stock, exemplified by the Dingee-Conard Nursery (now known as Star Roses and Plants), which began to market award-winning roses in 1865.

The mushroom industry developed in the late 1800s and was given a boost by Italian stonemasons attracted to the region by its marble quarries. Mushroom culture is the prominent agricultural activity in the region, and mushrooms remain an important Pennsylvania agricultural export.

Transportation corridors were the primary influence on settlement patterns in and around West Grove. Settlements were created to support the regional farming activities and the shipping of agricultural products. The Civil War and the arrival of the Philadelphia and Baltimore Central Railroad had a pronounced effect on agricultural production, and also led to rapid residential growth. The railroad enabled perishable products to be shipped to Philadelphia and farther. West Grove rapidly emerged as one of two village centers (Avondale was the second) of London Grove Township due to its location along the railroad tracks.

The mushroom industry also expanded with the arrival of the railroad. A plentiful supply of horse manure for composting could be shipped by train from stables in Philadelphia. Many small mushroom farms prospered in the early part of the 20th Century. Over time, dairy farms were converted to the production of mushrooms. West Grove Borough continued to grow in importance because of its close proximity to the centers of mushroom production and the location of the railroad.

The area continues to produce one-third of the state's output of mushrooms. Fresh mushrooms are shipped from the region to the entire U.S. An ongoing consolidation in the industry has led to a decline in the number of mushroom houses, but not a decline in output.

Section 1.3 Regional Policy

Landscapes3

Landscapes3, the 2019 Chester County Comprehensive Plan, establishes regional policy so that municipal growth, conservation, infrastructure, and public facilities are coordinated to maintain Chester County's high quality of life, environment, and culture.

West Grove is one of four Urban Centers in Southern Chester County, along with Kennett Square, Avondale, and Oxford. Urban Centers are characterized as historic downtowns and established neighborhoods that serve as civic, economic, and population centers for the broader community. Policies and characteristics consistent with Urban Centers include:

- Substantial future growth
- Moderate to high intensity mixed use growth
- Adaptive reuse of historic sites and buildings
- Revitalization of underutilized or blighted areas
- Maintain traditional neighborhood character through regulation of building heights and street setbacks
- Promote arts and culture
- Provide affordable housing
- Encourage pedestrian oriented development and limit automobile-dependent uses
- Promote bicycle and pedestrian access along streets
- Provide small parks and public spaces
- Advocate mass transportation services
- Advance provision of green infrastructure



Image credit: Chester County Planning Commission (CCPC)

Landscapes Map

The Landscapes Map is Chester County's guide for growth and rural resource protection. The map's six base landscapes—four in Growth Areas and two in Rural Resource Areas—vary in character in regards to their growth outlook, preservation focus, land use patterns, and potential infrastructure enhancements. Zoom in to view the Landscapes Map overlaying aerial imagery.

The Landscapes Map also recognizes the County's significant historic and natural landscapes as "overlays." Click on the following two tabs for maps of these important landscapes.

[download a PDF map](#)

- Urban Center
- Suburban Center
- Suburban
- Rural Center
- Rural
- Agricultural

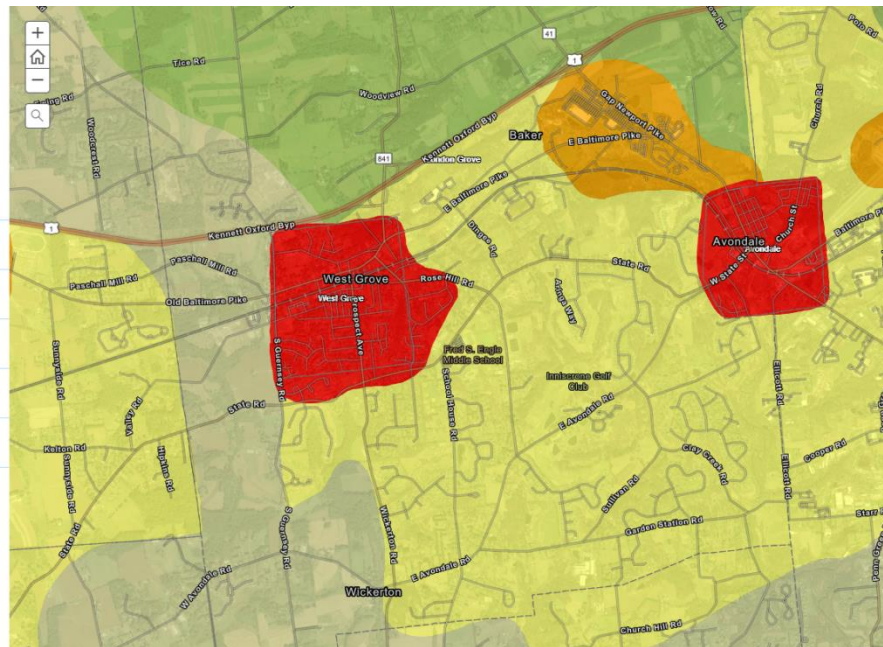


Figure 1.3-1 Landscapes3 Map Excerpt

On the *Landscapes3* map, the Urban Center of West Grove is bordered to the west by Rural landscapes and to the east by Suburban landscapes. Rural landscapes are open and wooded lands with scattered farms, villages, and low density residential use. Suburban landscapes are predominantly medium density residential with locally-oriented commercial and community facilities.

Other County Plans

The 2014 *Chester County Public Transportation Plan* promotes bicycle and pedestrian connectivity, and improved public bus and rail accessibility, and shows West Grove within a regional growth area. The plan for 2030 proposes new park and ride lots near West Grove, and commuter service between the greater region and employment centers in and around Wilmington DE.

The 2015 *Baltimore Pike for Everyone Plan* indicates West Grove as an area for improvement, with improved bus routing and bicycle share the road markings proposed.

The 2014 *Housing and Transportation Options for Southern Chester County Plan* describes needs specific to the area's Hispanic community, inadequate bus service, and relatively few available jobs in the Borough for residents. With regard to housing, the Plan seeks solutions for housing affordability, substandard rental housing, and overcrowding.

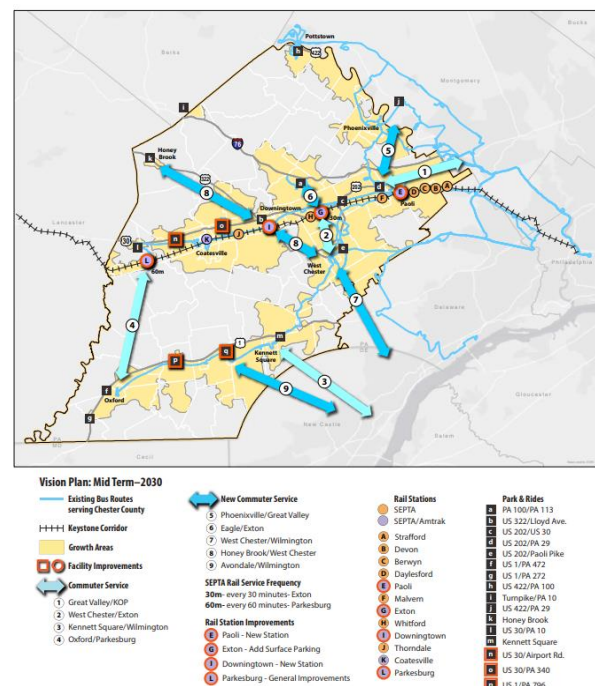


Figure 1.3-2 Chester County Public Transportation Plan 2030 Vision

Section 1.4 Demographics

Population Growth, Age and Sex

As of the 2010 Census, West Grove had a population of 2,854. The Delaware Valley Regional Planning Commission (DVRPC) estimates the Borough's current population to be 3,002, and predicts the population to grow by 286 people, or 8.7%, by 2030. Figure 1.4-1 below indicates Borough population growth from 2000 to 2030:

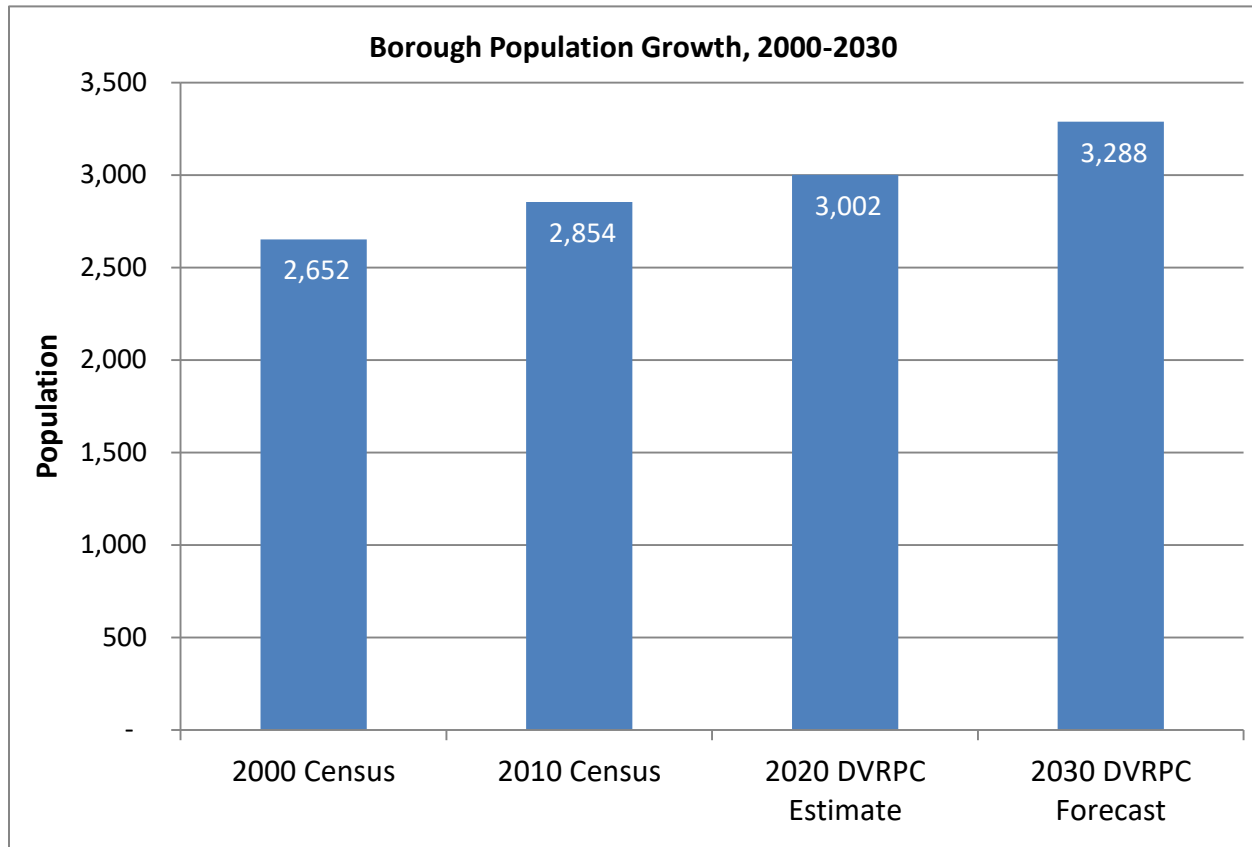


Figure 1.4-1 - West Grove Borough Population Growth, 2000-2030. Census data retrieved from Chester County Planning Commission (*Census Information*). Population estimate and forecast data courtesy of Delaware Valley Regional Planning Commission (*Municipal Data Navigator*).

The Borough's population is fairly young, with a median age of 32 years. As Figure 1.4-2 indicates, 25- to 34-year-olds make up the largest age cohort in West Grove. There are slightly more women than men, as shown in Figure 1.4-3:

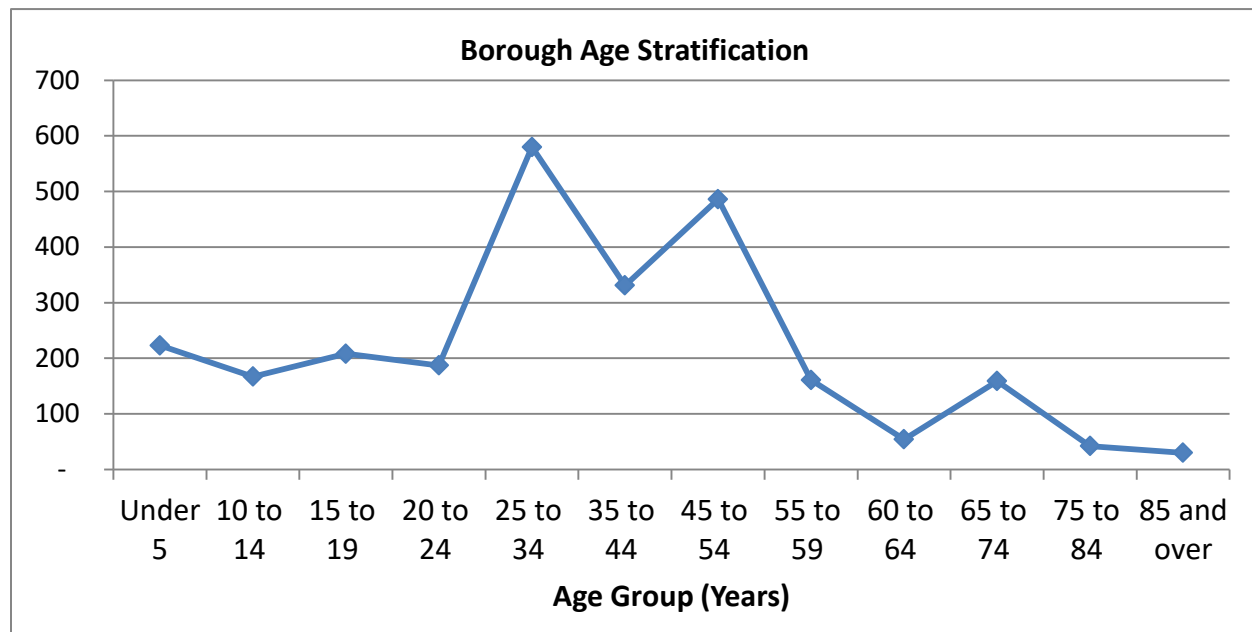


Figure 1.4-2 - Borough Age Stratification in 2018. Data courtesy of the American Community Survey (U.S. Census Bureau)

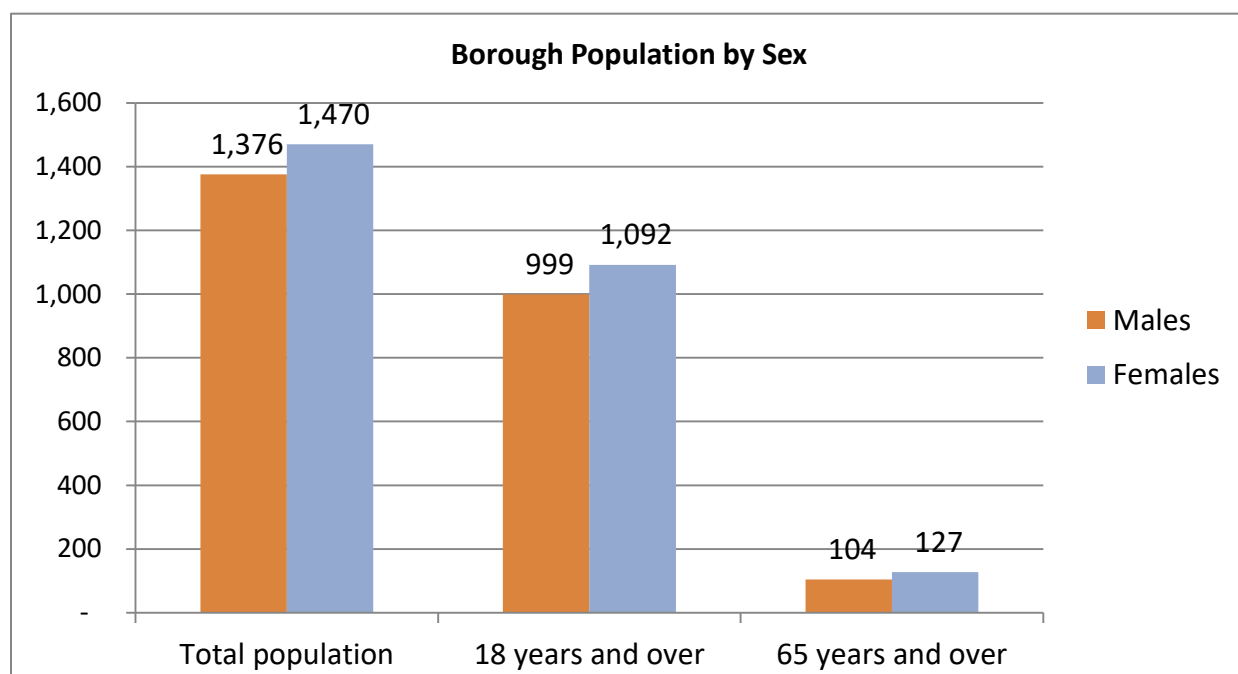


Figure 1.4-3 - Borough Population by Sex in 2018. Data courtesy of the American Community Survey (U.S. Census Bureau)

Racial and Ethnic Composition

In addition to being fairly young, the Borough's population is also racially and ethnically diverse, as shown in Figure 1.4-4. White people make up half of Borough residents. Hispanic or Latino/a residents represent the second-largest racial group in West Grove, at 44.3% of the population. Within this group, residents of Mexican ethnic descent are the majority at 36.3% of the Borough population, followed by

Puerto Ricans (4.4%) and people of other Hispanic or Latino/a ethnicity (3.6%). Black or African American residents make up 4.9% of the population, and people of two or more races make up less than 1% of residents.

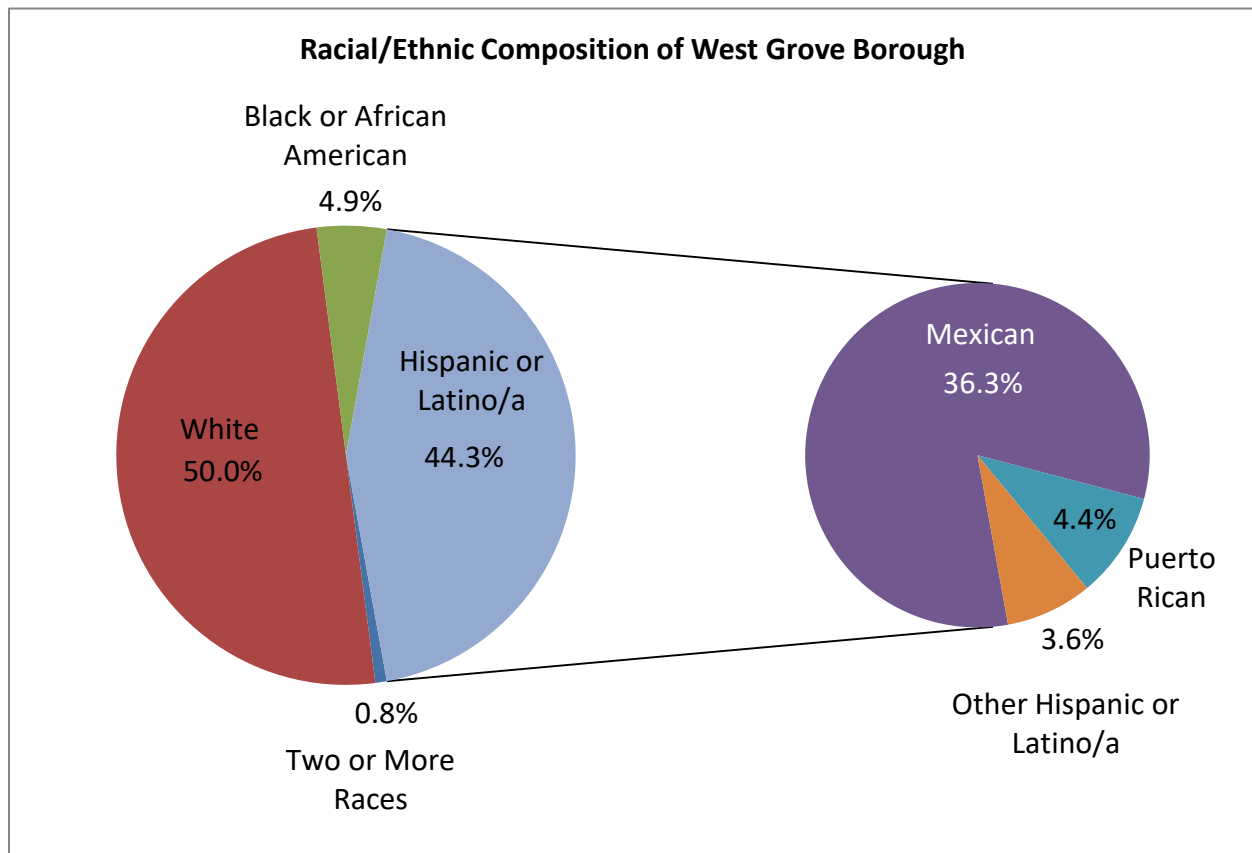


Figure 1.4-4 - Borough Racial/Ethnic Composition, 2018. Data courtesy of the American Community Survey (U.S. Census Bureau).

Income

The median household income in West Grove is \$65,781, and the median income for individual workers is \$33,955. The Borough is less affluent than Chester County as a whole, with median County household income at \$99,119, and median County worker income at \$49,589. Figure 1.4-5 shows that a greater proportion of households in West Grove are considered lower income (24%) than in Chester County overall (13%). However, fewer households in the Borough reported income below the poverty line in 2018 than in the County overall. This percentage is smaller still for family households: according to the 2018 American Community Survey, only 2% of families in West Grove live below the poverty line¹, compared to 4.5% of families in Chester County and 8.1% of families in Pennsylvania overall (U.S. Census Bureau).

The following chart compares household income for West Grove Borough and Chester County overall:

¹ \$25,701 for a family of four (U.S. Census Bureau, *Poverty Thresholds for 2018 by Size of Family and Number of Related Children Under 18 Years*).

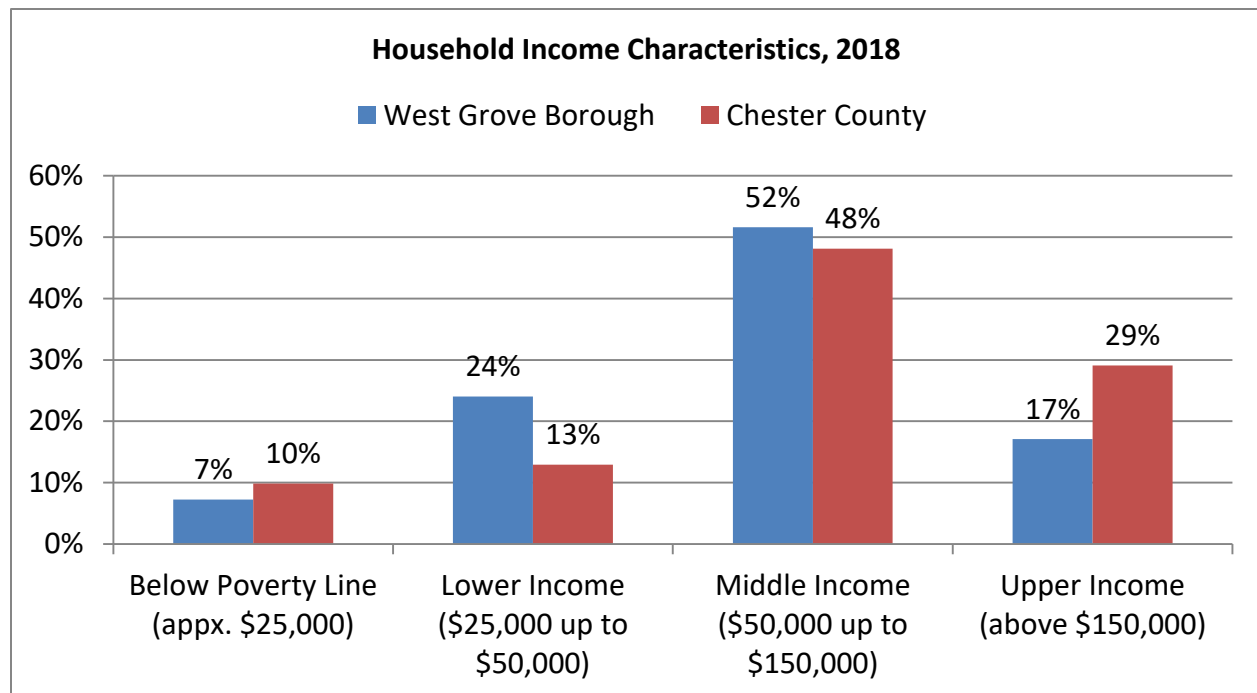


Figure 1.4-5 – Household Income Characteristics for West Grove Borough and Chester County, 2018. Data courtesy of the American Community Survey (U.S. Census Bureau). Income tiers are based on Pew Research Center's calculations for a family of four in the Philadelphia-Camden-Wilmington metropolitan area (Bennett et al. *Are you in the American middle class? Find out with our income calculator, 2020*).

Employment Characteristics

As of 2018, West Grove's unemployment rate was less than that of either the County or the state. The following table provides an overview of employment status for West Grove Borough as compared to Chester County and Pennsylvania:

2018 Employment Status

| | Population 16+ years old | Employed | Unemployed | Not In Labor Force | Unemployment Rate |
|--------------------|--------------------------|----------|------------|--------------------|-------------------|
| West Grove Borough | 2,212 | 76.9% | 2.5% | 20.6% | 3.2% |
| Chester County | 417,840 | 66.4% | 2.7% | 30.9% | 3.9% |
| Pennsylvania | 10,470,798 | 59.7% | 3.1% | 37.2% | 4.9% |

Table 1.4-6 - Employment Status in 2018. Data courtesy of the American Community Survey (U.S. Census Bureau)

The education, healthcare, and social assistance sector employs the greatest percentage of West Grove residents (18.1%), which is consistent with occupation statistics for Chester County and Pennsylvania. However, the Borough also has a significant proportion of workers in the agriculture and natural resources sector: at 14.6%, it is the second-largest employer of Borough residents. Far fewer County (2.7%) and state (1.3%) residents are employed in farming or natural resource management. The third-largest Borough employer is the professional, scientific, and management sector (13.5% of residents). By comparison, this occupation category is the second-largest employer of County residents, and the

fourth-largest employer of State residents. The following table compares employment by sector across West Grove, Chester County, and Pennsylvania:

2018 Employment by Sector

| | West Grove Borough | Chester County | Pennsylvania |
|--|--------------------|----------------|--------------|
| Education, health care and social assistance | 18.1% | 22.2% | 25.8% |
| Agriculture, forestry, fishing/hunting, and mining | 14.6% | 2.7% | 1.3% |
| Professional, scientific, management, and waste management | 13.5% | 16% | 10.6% |
| Manufacturing | 10.9% | 10.8% | 11.7% |
| Retail trade | 9.9% | 10.1% | 11.3% |
| Construction | 8.3% | 5.5% | 5.9% |
| Finance, insurance, and real estate | 7.1% | 10.9% | 6.4% |
| Arts, entertainment, recreation, and accommodation and food services | 7.1% | 7.6% | 8.3% |
| Transportation, warehousing, and utilities | 3.7% | 3.2% | 5.6% |
| Public administration | 2.4% | 2.1% | 4% |
| Services (except Public admin) | 2.2% | 4.1% | 4.8% |
| Wholesale trade | 1.5% | 2.7% | 2.6% |
| Information | 0.7% | 2.1% | 1.6% |

Table 1.4-7 - Employment by Sector in 2018. Data courtesy of the American Community Survey (U.S. Census Bureau)

Housing Tenure

In 2018, West Grove had an estimated total of 943 housing units. Owner-occupied units represented the majority of housing in the Borough, while less than 1-in-3 dwellings were renter-occupied. Table 1.4-8 summarizes the Borough's housing characteristics for 2018:



Single- and multi-family residences along Prospect Avenue

2018 Housing Characteristics

| | Estimate | Percent |
|--|------------|----------|
| Total housing units | 943 | - |
| Owner-occupied | 633 | 69.8% |
| Renter-occupied | 274 | 30.2% |
| Average household size of owner-occupied unit | 2.95 | |
| Average household size of renter-occupied unit | 3.58 | |

Table 1.4-8 - Borough Housing Characteristics, 2018. Data courtesy of the American Community Survey (U.S. Census Bureau)**Evergreen Street near the intersection with Prospect Avenue**

Section 1.5 *Existing Land Use and Buildout Potential*

West Grove is 0.65 square miles in area and is predominantly in residential use. The center of the Borough consists of a mixed commercial and residential downtown area covering about 35 acres around the intersection of Evergreen Street (Baltimore Pike) and Prospect Street (PA Route 841). The downtown area also is home to the Borough's civic institutions, including the municipal offices, public library, post office, and the West Grove Fire Company. Besides downtown, commercial uses are clustered along West Evergreen Street and in the northeast corner of the Borough. There is an

industrial area west of downtown along the railroad, and Philadelphia Electric Company occupies most of this. Public parks include Harmony Park in the northwest and Memorial Park to the southeast of downtown, and there are parcels of municipally owned open space in the southeastern quadrant of the Borough.

West Grove is largely built out. Vacant lands comprise about 25 acres (about 2.5% of total land area). Most of the significant undeveloped properties are residentially zoned, although there is undeveloped commercial property in the northeast corner of the Borough along Chatham Road. Further, there is potential for re-use or redevelopment of unoccupied and under-utilized built properties in the Borough, particularly in the downtown area, that are not considered in this analysis. Under current zoning, potential buildout of existing undeveloped parcels is as follows:

| Parcel ID | Gross Acreage | Net Acreage | Zoning District | Max. Developmt. Intensity | Max. Residential Yield (DU) | Max. Non-Residential Yield (SF) |
|--|---------------|-------------|-----------------|---------------------------|-----------------------------|---------------------------------|
| #5-2-2.1 | 7.00 | 4.00 | R-1 | 15,000 sf/du | 10 | |
| #5-3-9 | 3.40 | | R-1 | | 8 | |
| #5-2-28 | 1.00 | | R-1 | | 2 | |
| #5-2-29 | 2.20 | | R-1 | | 6 | |
| #5-4-264 | 0.54 | | R-1 | | 1 | |
| #5-4-184 | 0.17 | | R-2 | 16,000 sf/du | 1 | |
| #5-3-6 | 0.29 | | R-4 | 7,500 sf/du | 1 | |
| #5-4-52.1 | 0.13 | | R-4 | | 1 | |
| #5-4-72 | 0.20 | | R-4 | | 1 | |
| #5-4-97.7 | 0.20 | | R-4 | | 1 | |
| #5-4-340 | 0.11 | | R-4 | | 1 | |
| #5-4-376.7A | 0.15 | | R-4 | | 1 | |
| #5-4-376.8 | 0.21 | | R-4 | | 1 | |
| #5-4-376.9 | 0.29 | | R-4 | | 1 | |
| #5-4-377 | 0.11 | | R-4 | | 1 | |
| #5-7-21 | 0.25 | | R-4 | | 1 | |
| #5-7-97 | 0.15 | | R-4 | | 1 | |
| #5-3-31 | 4.20 | 2.80 | R-5 | 7,500 sf/du | 16 | |
| #5-4-242 | 0.18 | | C-1 | 70% Bldg. Cover | 4 | 5400 |
| #5-4-243 | 0.17 | | C-1 | | 4 | 5100 |
| #5-2-34 | 0.72 | | C-2 | 10,000 sf/ac | | 7200 |
| #5-2-16 | 1.20 | | C-3 | 8,500 sf/ac | | 10200 |
| #5-2-20 | 2.20 | | C-3 | | | 18700 |
| Total Maximum Potential Development Yield | | | | | 63 | 46600 |

Section 1.6 Public Process and Outreach

The development of the Comprehensive Plan was carried out over 16 months beginning in October 2020. Data collection and analysis were augmented by extensive field reconnaissance and key person interviews. Public meetings included eleven Task Force Workshops, two Public Participation Workshops, and two Borough Council meetings that included the public adoption hearing.

In order to establish a future vision that is responsive to the needs of residents and businesses, public outreach was critical. An online Community Values Survey and two public workshops were utilized in order to engage a broad cross section of the public and establish priorities for the planning trajectory of West Grove.

Community Values Survey

A Community Values Survey was prepared by the Borough, with responses gathered on line and via printed forms at the Avon Grove Library from November 2020 through January 2021. High percentages of respondents agreed on the following core issues and values:

- Residents greatly appreciate West Grove’s “small town” feel
- The historic qualities of West Grove are highly valued
- There is a need for more job opportunities in the Borough
- More downtown shops, services, and restaurants are desired
- The community needs more venues for arts, history, and culture
- West Grove would benefit from a community social/events center
- Park facilities are in need of improvement
- More sports facilities are needed in parks
- The community needs sidewalk improvements
- Improved bicycle accessibility is desired
- Transportation services should be improved for people with disabilities and the aged
- Borough schools and community services are effective and highly valued

Detailed results of the Community Values Survey are included in Appendix B.

Public Participation Workshop 1

A virtual Community Workshop was held via Zoom on December 9, 2020 to introduce the Comprehensive Plan project to the citizens and to assist in the formulation of vision, goals, and objectives for the Comprehensive Plan Update. Two residents joined with Borough Task Force Members, the Chester County Planning representative, and consultants in the discussion.

Key areas of interest emerged in discussions of land use, housing, environmental resources, community facilities, and historical qualities:

- There is a need for more social gathering spaces such as coffee shops, galleries, breweries, restaurants, and pop-up temporary events.
- A number of buildings in and around downtown could have more of a public use and appearance. Adaptive re-use of historic buildings should preserve the character of the Borough.
- Some of the buildings are in poor repair, in particular some of the apartment conversions.

- The conversion of former commercial buildings to apartment use points to a need for affordable housing.
- Rather than converting existing buildings to apartment use, alternatives such as purpose-built structures and accessory dwellings should be considered.
- A community medical center is needed.
- Could a town center area between West Grove and Avondale be established?
- Stormwater has caused issues with wet basements and sump pumps burdening the sanitary sewer system. Urban forestry was proposed as a possible mitigation.
- Wooded areas in the northeast part of the Borough and along the stream ravine in the southeast are valued environmental resources.
- Walkability improvements are needed, specifically to promote safe access to parks in West Grove, as well as Goddard Park and the High School and Middle School outside the Borough.
- West Grove’s parks are in need of rehabilitation, with consideration given to playgrounds, lighted facilities, and a multi-use turf field.
- Outside of downtown, the sidewalks need upgrades.
- West Grove should embrace the arts, history, and culture, specifically with creation of a Historical Society, an arts council, and a local branding effort based on the historical rose-growing industry.

Public Participation Workshop 2

A second Public Participation Workshop was conducted on September 14, 2021 to present the draft policy elements and receive public comment. Approximately 70 Borough residents, business owners, and students attended the in-person workshop held within the West Grove Chapel event venue.

The event started at 5:00 pm with an educational workshop for middle and high school students from The Garage Community and Youth Center. Students learned about the comprehensive plan update process, and reviewed and commented on the plan’s draft policies. Boards summarizing the draft policy elements and featuring large-scale maps served as visual aids. Students formed groups and “voted” on policies they agreed or disagreed with, by marking favorable policies with green stickers and unfavorable policies with red stickers. Students could provide additional feedback on comment forms.

An open house for Borough residents and business owners immediately followed the student workshop. Participants reviewed the policy boards, interacted with Task Force members and planning consultants, and provided feedback using the same sticker voting system and comment forms used for the student workshop. Additionally, participants were shown a brief video presentation that introduced the comprehensive plan update process, and could indicate where in the Borough they lived on a large-scale aerial map of West Grove.

Workshop participants viewed the majority of proposed policies favorably. Areas of strong support included park improvements; expansion and rehabilitation of the sidewalk network; streetscape improvements, and revitalization of the Town Center. Participant opinions were divided on policies that proposed adding electric vehicle charging stations and improvements to bus transit service.

Additional public comment focused on the following areas:

- Specific desired improvements to Borough parks and the Public Common
- Encouraging development of an urgent care facility within the Borough
- Developing Prospect Avenue as a main street in the Borough

- Additional public events
- Consideration of passenger rail
- Support for funding sources for plan implementation that do not require increased taxes
- Technical assistance resources for adaptive reuse of historical properties

The event concluded at 8:00. Workshop boards were displayed at the Borough Hall after the event to continue to engage Borough residents in the comprehensive plan update process.

Section 1.7 Comprehensive Plan Mission and Purpose

In consideration of historical policies, current and changing conditions, community feedback, and Task Force discussion, a clear picture of a broad community vision emerged. This vision expresses the uniquely valued characteristics that have defined West Grove while forming the foundational guidelines for shaping a future consistent with those values.

Mission Statement - West Grove Comprehensive Plan

Coordinate policy, programs, facilities, and future development to serve all of West Grove's residents, energize the downtown business district, and embrace the Borough's rich history, culture, and small town identity.

- *Reinforce the sense of local community*
- *Establish centers of civic activity and public life*
- *Improve walkable connections between people and places*
- *Celebrate cultural vibrancy*
- *Preserve the history and physical context that define West Grove*

Chapter 2 Land Use Plan



As the functional driver of all other plan interrelationships, the Land Use Plan is the fundamental element of comprehensive planning. Land use dictates impacts on environmental systems; it establishes the locations of housing and economic centers; it generates the need for supporting infrastructure; and it forms the functional, cultural, and aesthetic character of the community. Historically, land use patterns have been shaped by opportunities and constraints afforded by the natural environment. As technology has advanced, it has become possible to separate the interdependency of human activity and environment, which has often led to the unintended consequences of impaired ecological systems and ultimately the degradation of quality of life and culture. Thus, it is critical that land use be conceptualized within the context of all of its complex interrelationships, so that human activity and its physical and cultural artifacts are compatible and sustainable within their natural setting.

Section 2.1 Land Use Plan Goal and Objectives

Establish and promote land use patterns and policies that energize and revitalize the downtown area and assuring that existing and future development best serves the needs and desires of residents, businesses, and visitors with well integrated uses and activities.

This goal is to be advanced through the pursuit of the following specific objectives:

1. Establish a center for the Borough's civic life and identity.
2. Create a vibrant and walkable downtown with a variety of commercial establishments that promote social gathering, along with conventional providers of goods and services.
3. Promote mixed use avenues or corridors along Evergreen and Prospect Streets to create gateways into the Borough and showcase its historic identity.
4. Encourage redevelopment of underutilized buildings, emphasizing adaptive re-use of historic buildings and sites.
5. Encourage a balance of commercial uses and employment centers that support residential uses and economic growth in the Borough and throughout the region.
6. Assure that new infill development is safely pedestrian-accessible and context appropriate in terms of design, location, and scale, and creates functional interconnections between adjacent complementary uses.
7. Make places for types of commerce and industry that by their nature do not integrate well with residential neighborhoods, with appropriate accessibility and buffering from incompatible surroundings.
8. Identify and conserve areas that by virtue of their natural, scenic, historic, and/or recreational significance are worthy of protection.

Section 2.2 Existing Land Use

Existing land use patterns are described in Map 1, which shows the mixed use downtown core built around the railroad and surrounded by largely residential neighborhoods. Much of the Borough's street grid, the town center, and original neighborhoods were established between the late 19th and early 20th centuries in response to the railroad. The Victorian-style structures along Evergreen Street and Prospect Avenue, and the bungalows and Cape Cods on small (0.2 acres or less) lots are typical of this period. Housing patterns following World War II became progressively less dense, as tract housing developments radiated outward from the original Borough core. Some farmland remained in the north, southwest, and southeast reaches of the Borough into the late 1980s and 1990s, when suburban-style housing was developed. These consisted of single-family detached residences on minimum 1/3-acre lots and the Heather Grove townhouse development.

Outside of the Borough downtown, pockets of commercial areas occur along Evergreen and Prospect near the entrances to West Grove. A large parcel adjacent to Guernsey Road and the railroad, formerly a casket factory, is owned by the PECO utility company. Industrial uses are limited to two small lots along the railroad immediately east of the PECO lot. Institutional uses serving educational, cultural, and civic purposes are scattered throughout the downtown, along Evergreen Street, and along Guernsey Road on the west Borough boundary. The breakdown of existing land uses by area is as follows:

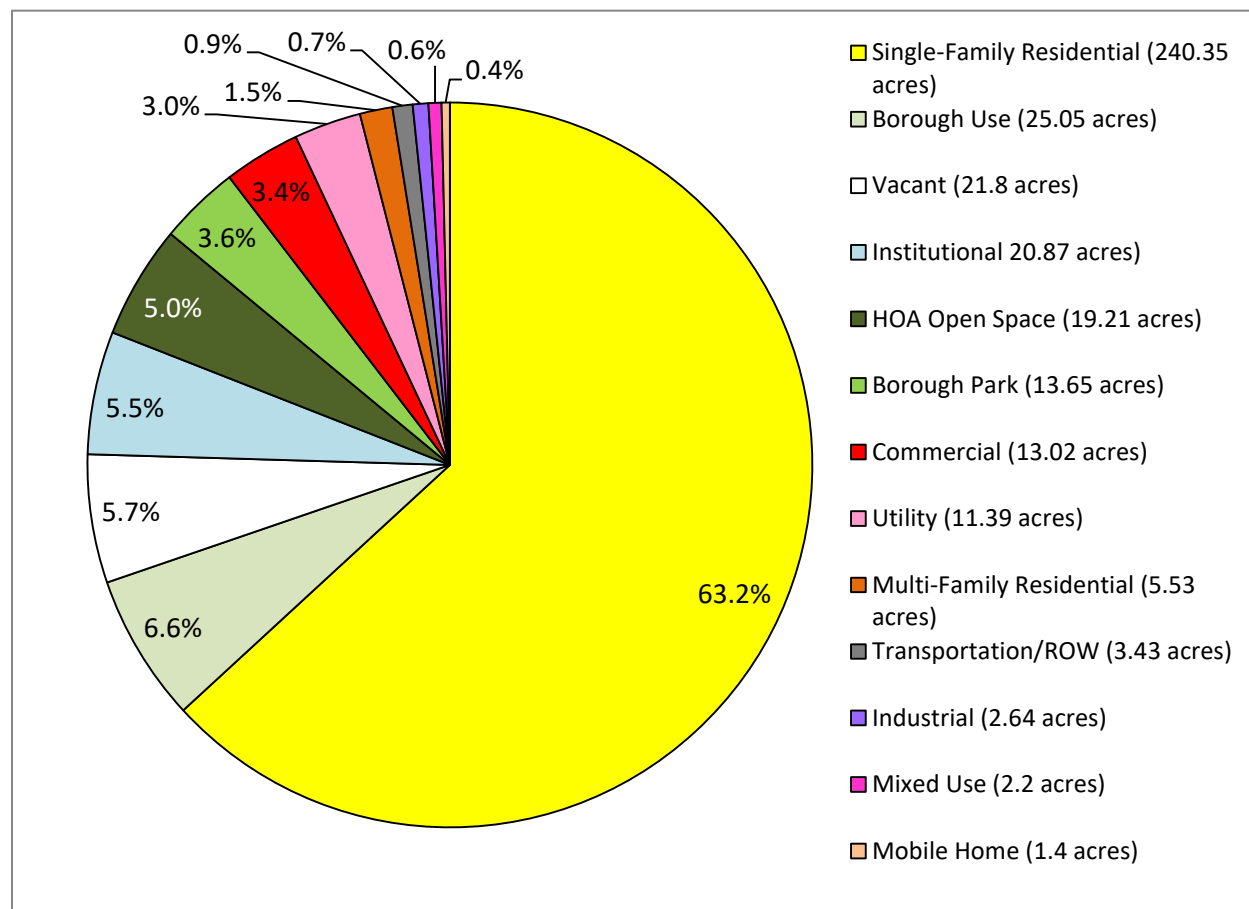


Figure 2.2-1: Existing Land Uses as a Percentage of Borough Area, 2021 Chester County parcel data

Section 2.3 Future Land Use Plan

The future land use plan and policy of the Borough honors the goal and objectives to preserve and enhance its defining character and resources, and strategically guide future development and use. Generalized land use categories were defined using the policy vision, goals, and objectives developed through the public visioning process. The future land use map reflects consideration of the following:

- Historic character
- Existing land use patterns
- Existing municipal zoning
- Community survey and public workshop input
- Task Force meetings and key person interviews
- Site reconnaissance
- Current and anticipated development trends
- Natural features analysis
- The County Landscapes3 comprehensive plan

The future land use pattern for the Borough is based on preserving the historic small town character and improving the quality of the built environment with context sensitive infill and targeted areas for improvement. As there is very little remaining undeveloped land, redevelopment is an important part of the plan's development strategy, and includes context appropriate adaptive re-use, infill and mixed use arrangements.

Future land use is expressed in generalized categories to reflect the essential qualities of designated areas in terms of allowable uses, intensity, aesthetics, etc. Within each category, a number of different uses could occur, provided that they support the landscape character of the category and do not create conflicts. Due to the scale of mapping and the scope of this plan, not all possible land uses are specifically called out in the descriptions, but this does not mean that they are prohibited. For example, public and institutional uses such as parks, schools, government assets, and community facilities may occur within any land use category, provided they comply with overall planning objectives and municipal zoning. Map 2 illustrates future land uses and intensities as follows:

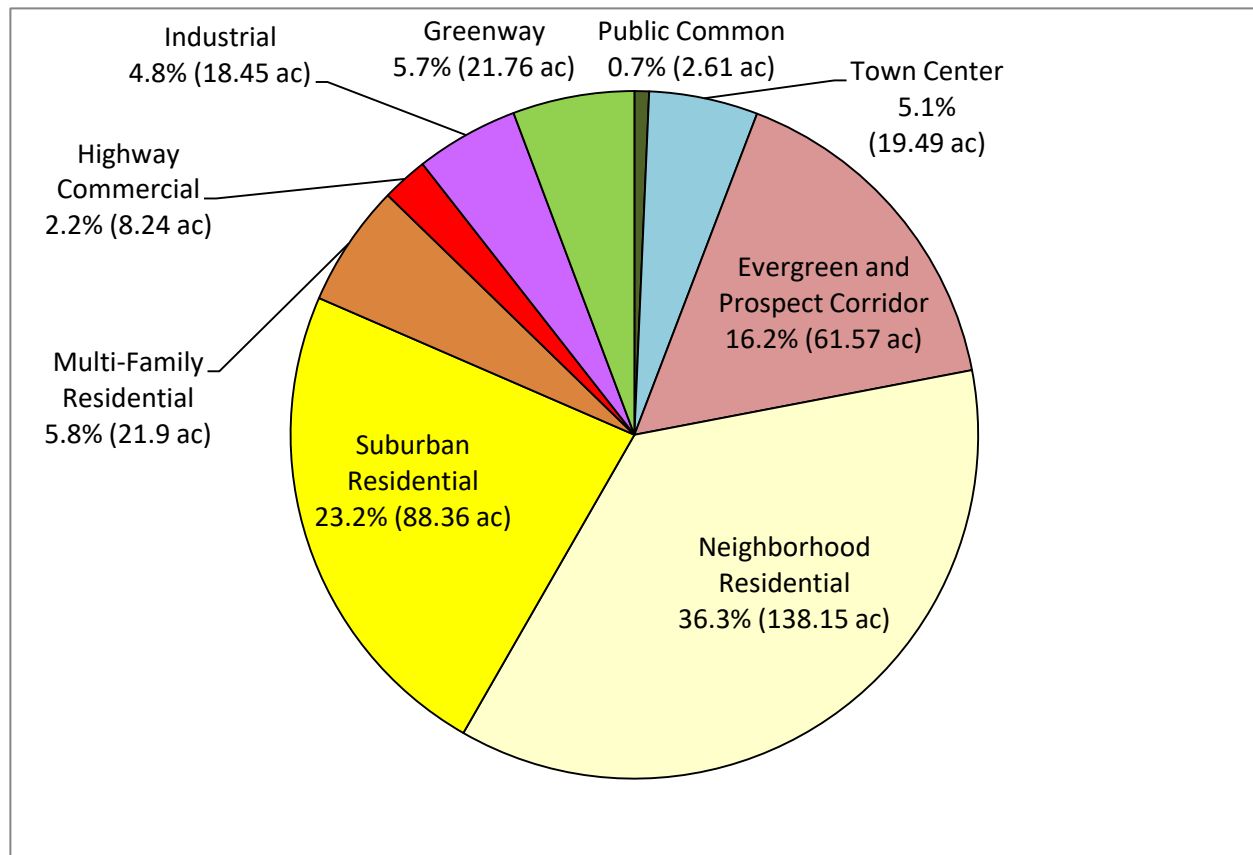


Figure 2.3-1: Map 2 Future Land Uses as a Percentage of Borough Area

Public Common

The Public Common consists of Borough owned property in the heart of West Grove, extending from the Borough Hall and Library westward along the East Penn Railroad tracks and behind the West Grove Fire Company. Anchored by public institutions and emergency service operations, this space provides a central and accessible location and should be improved to host civic celebrations, seasonal markets, and organizational events, such as:

- Christmas tree lighting
- West Grove Day celebration
- Fundraisers for the Fire Company/Civic organizations/Local athletics/Parks
- National holiday events
- Farmers/Arts/Crafts markets
- Easter egg hunt
- Pop-up events/Beer gardens
- Art Installations

Policy Recommendations:

To enhance the character of the space as the Borough's center of public life, landscape and site improvements should be implemented including decorative pavements, traffic calming, ornamental lighting, flags/banners, bike racks, trash receptacles, shade trees and other plantings, public kiosk, and

ample benches/seating. Built features could include open pavilions so that events can be held in inclement weather, and a water feature or other sort of referential public monument. A mural depicting the history and cultural richness of West Grove would provide a signature focal element for the Public Common. Pedestrian safety at Prospect Avenue should be enhanced with a raised pedestrian crossing demarcated with decorative textured pavement to facilitate traffic calming. Sustainability design features should be incorporated to improve stormwater management and



Borough Hall and Avon Grove Library in the Public Common

surface/groundwater quality, provide habitat, promote renewable energy, and serve as models to increase public understanding of green infrastructure.

Existing parking would be maintained in the Common area, with the spaces repurposed as needed for special functions and events. West of Prospect Avenue, parking should be reconfigured for aesthetics and efficiency, and to better facilitate use for special purposes and events.

Consideration could also be given to a building that houses historic Borough artifacts, documents, and rotating public exhibits by local students, clubs, and organizations. This building could also serve as the office of a local historical society.

Public infrastructure including access, sewer, and water are in place to support desired improvements. Electrical utilities will need to be provided to support lighting, facilities, and events.

Cost of improvements could be funded through grants and sale of permanent features such as inscribed paver bricks with donor names. Facilities could be leased to private interests for events and exhibitions to provide a revenue source for the Borough's public initiatives.

Collaboration by numerous stakeholders, including residents, landlords, and businesses is critical in determining the final design improvements and activities/events to be accommodated. The West Grove Fire Company should also be involved so that pending firehouse improvements and development of the Public Common support one another.

Town Center

The Town Center area consists of commercial and residential uses and buildings in the vicinity of the Public Common and the principal intersection of Evergreen Street and Prospect Avenue. This area includes much of the Borough's architectural heritage and is home to a host of downtown commercial uses, including retail/restaurant, bank, post office, business offices, and services. Residential uses include single family detached, single family attached, and apartments, including apartment conversions of previously commercial or single family buildings. Some of the conversions and remodeling of historic buildings have degraded their relationship to the street and sidewalk by closing in porches, covering windows, and reconfiguring entrances.

Policy Recommendations:

The goal in this area is to promote lively, well integrated uses in a pedestrian friendly environment. Commercial uses should focus on businesses that rely on strong relationships with the street and sidewalk, including “third places” that fuse the public and private realm, such as cafes, breweries, restaurants, clubs, diners, galleries, etc. In addition, businesses that cater to the needs of local residents or that offer unique specialty goods or services should be encouraged.

New development and renovation of existing buildings should include architectural features that integrate exterior and interior spaces, such as porches, porticos, generous entryways, and large, street-facing windows. Mixed use buildings could be live-work units with commercial or office use at the street/sidewalk level and residential use in the rear and in upper floors. Where residential uses front the sidewalk at street level, transitional spaces such as porches or front gardens should be retained or restored. Historic structures should be improved to enhance use viability and sustainability, while maintaining their design integrity. New infill buildings should be compatible with the historic context of the Borough in terms of height, massing, and design.



Historic architecture along Exchange Place in the Town Center

Any needed additional parking should be placed behind buildings that front directly on the street and sidewalk. To limit numbers of driveways crossing sidewalks, adjacent properties could be allowed to share rear parking lots with common access and without required property line setbacks.

Streetscape features should share the design elements of the Public Common, including specialized crosswalk paving, decorative street lights, benches, trash receptacles, bike racks, and flags/banners. Street trees should be placed where possible to provide a shaded canopy in otherwise open and exposed areas.

The following attributes characterize appropriate infill, renovation, and new development in mixed use areas:

- Lot sizes 3,000 square feet and up, and up to 85% impervious.
- Buildings scaled and arranged to reinforce pedestrian scale streetscape
- Local oriented and specialty commercial, “third places” including cafes, pubs, restaurants, offices, single family and multifamily residential
- Combinations of single use and multi-use buildings, including buildings with both residential and non-residential uses. Buildings may be vertically integrated with residential use on upper floors and commercial or office use on the ground floor.
- Apartment buildings required to have a street-facing non-residential component, a public amenity, or transitional architectural features (e.g. porches, stoops, outdoor seating) that engage the building with street life
- Pedestrian links between sidewalks and building entrances

- Locate surface parking lots to the rear of buildings
- Landscaping in parking areas for microclimatic, stormwater, and aesthetic benefits
- Traffic calming measures on streets and at intersections to promote pedestrian comfort and safety
- Building entrances oriented to the streetscape
- Outdoor seating for cafes/restaurants along sidewalks where space permits
- Interior and exterior architectural treatments that create interrelationships between the private indoor realm and the public realm of the sidewalk and street
- Design and streetscape features including lighting, signage, flags/banners, street and sidewalk furnishings to promote unique West Grove identity
- Facilitate green infrastructure where possible

Evergreen and Prospect Corridors

Located along the Borough's two major corridors, Evergreen Street and Prospect Avenue, the Corridor area serves as the gateway to West Grove from the north, east, and south. Development in the Corridor will thus set the tone for visitors to the Borough. Buildings within this area are some of the oldest in West Grove. Their predominantly brick, Victorian design and orientation toward the street are visually distinctive and serve as templates that future development along the corridors can emulate. Existing uses along the main streets are primarily residential with some commercial, office, and institutional uses. In addition to continued residential use, the Corridor area will encourage adaptive re-use of existing historic buildings for compatible non-residential development, including limited retail, office, studio, and/or institutional uses.



Historic buildings along Evergreen Street in the Main Street area. Existing uses for these properties include single-family residences and offices.

Policy Recommendations:

Improving pedestrian and bicyclist access along Evergreen Street and Prospect Avenue will be prioritized, with pedestrian infrastructure and new walkable connections established between buildings. While the roads are too narrow to accommodate bicycle lanes, shared lane markings or "sharrows" and additional share-the-road signage can be added to improve safe bicyclist access. New development shall have well-integrated uses and interconnections between adjacent lots to decrease auto dependency and traffic congestion. Design standards shall be incorporated to enhance the pedestrian-friendly feel of these landscapes, while promoting environmentally sustainable techniques where practicable. Infill development within the Corridor area shall adhere to design standards that promote compatibility with the historic neighborhood context.

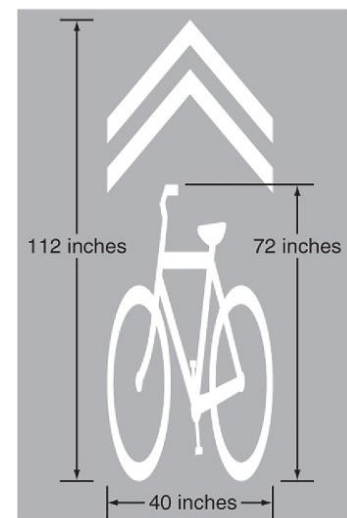


Diagram of a sharrows pavement marking. Image source: Federal Highway Administration (FHWA)

In terms of design, the following attributes characterize appropriate infill and redevelopment in mixed use areas:

- Buildings arranged to reinforce pedestrian scale streetscape
- Lots 7,000 square feet and larger, maximum impervious 40%
- Combinations of single use and multi-use buildings, including buildings with both residential and non-residential uses. Buildings may be vertically integrated with residential use on upper floors and commercial or office use on the ground floor.
- Commercial uses limited to professional offices, or specialty services/retail not requiring high-turnover or high parking requirements
- Consider major home occupations as by-right uses
- Multi-family conversions permitted with architectural treatments consistent with historic fabric
- Accessory dwellings permitted by conditional use where lot size and available supporting infrastructure are sufficient
- Pedestrian links between sidewalks and building entrances
- Crosswalks defined by color/texture matching Town Center and Public Common
- Eliminate or minimize front yard parking, and locate surface parking lots to the rear of buildings. Incentivize shared parking between lots where feasible.
- Parking lots shall have landscaping for shading and screening and to create a more comfortable pedestrian environment.
- Traffic calming measures on streets and at intersections to promote pedestrian comfort and safety
- Building entrances oriented to the streetscape
- Architectural styles and materials that are compatible with the historic neighborhood context
- Interior and exterior architectural treatments that create interrelationships between the private indoor realm and the public realm of the sidewalk and street
- Unifying streetscape elements including decorative lighting, flags/banners, and consistent signage design vocabulary
- Facilitate green infrastructure where possible

Neighborhood Residential

Neighborhood Residential is the largest geographic land use area, and consists of single family attached and single family detached residences on small lots placed close together along rectilinear gridded streets. In addition to residential use, small personal service and neighborhood retail uses that fit within the residential context could be permitted. Nearly all of the houses in the Neighborhood Residential area were constructed prior to the mid-1950s, and about half of the buildings were built in the 19th century.



Single-family residences along Summit Avenue in the Neighborhood Residential area

Policy Recommendations:

Future development and redevelopment in the Neighborhood Residential Area should retain the traditional approach to site planning, with shallow front setbacks and entrances with direct access to the public sidewalk. Where conditions allow, alleys should provide rear access for garages and services, with on street parking in the front, provided on one side of the street. Architecture should maintain consistency with existing forms in terms of massing and height, and should strive for design compatibility with traditional design (this is discussed in greater detail in the Cultural Resources chapter).

The top challenge to address in the Neighborhood Residential area is the improvement of sidewalks, crosswalks, and other pedestrian safety features where they have deteriorated and pedestrian accessibility is lacking. This is necessary to unify the Borough both physically and culturally, and to enhance identity, walkability, public safety, and small town character.

Key design considerations in the Neighborhood Residential area are:

- Buildings arranged to reinforce a pedestrian streetscape
- Sidewalk improvements
- Street trees required on the front of any new lot development or redevelopment
- Lot sizes 7,500 square feet and up, maximum 35% impervious
- Accessory dwellings where lot size and infrastructure permit
- Allowances for low impact home occupations
- Architecture compatible with historic character

Suburban Residential

Suburban Residential areas consist of lower-density developments separated from non-residential uses to provide quiet and safety from traffic. Built primarily in the 1980s and 1990s, the Borough's suburban residential developments are characterized by residences set back from winding streets or cul-de-sacs. This form of development adds variety to the Borough's housing stock, providing residents with greater privacy on larger lots away from pass-through traffic. Most of the developments feature fairly complete sidewalk networks, with the exception of residences on Welcome Avenue along the London Grove boundary. However, sidewalk and crosswalk connections outside these neighborhoods to destinations like downtown West Grove, Harmony Park, Goddard Park, and schools along State Road are lacking.



Suburban style development in the southwest corner of the Borough

Policy Recommendations:

The Borough and London Grove Township should work together to fill gaps in sidewalk infrastructure that limit pedestrian access in an otherwise walkable community.

The future land use plan will allow existing medium-density residential uses to continue while emphasizing improvement of walkability. Opportunities for new sidewalks identified in the Community Facilities plan will be implemented by the Borough or by the landowner through the land development process.

The following attributes characterize appropriate infill, renovation, and new development in suburban residential areas:

- Lots range from minimum 7,500 square feet and maximum 35% impervious to minimum ½ acre and maximum 25% impervious
- Side-loading garages encouraged to visually de-emphasize automobile uses from the streetscape
- Consider allowances for accessory dwellings
- Sidewalks along all street frontages; crosswalks at all intersections with public streets
- Street tree plantings for pedestrian comfort and traffic calming
- Implement green stormwater infrastructure upgrades

Multi-Family Residential

Multi-family residential areas include existing townhouse developments and adjacent properties suitable for their expansion through the land development process. Types of residences allowed in these areas include single-family attached (also called semi-detached) dwellings, townhouses, apartments, carriage houses, and similar. Multi-family residential development can help provide affordable housing solutions for lower-income and restricted-income populations.



Townhouses in the multi-family component of the Heather Heights neighborhood

Policy Recommendations:

Development in multi-family residential areas should provide for alternatives to automobile transportation. Sidewalk connections to adjacent properties, and facilities for bicycle traffic and parking should be incorporated into developments. Multi-family residential areas should also provide access to usable open space, whether onsite or through walkable connections to adjacent Borough-owned green spaces. In particular, a pedestrian access connecting the Townview townhouses to Summit Avenue at the intersections of Parkway and Myrtle Avenues should be provided.

In order to promote affordability, the Borough should consider allowing a percentage of apartments to be small efficiency units of 400-600 square feet. Phoenixville and other locations have found that there is a demand for these units for single occupancy or for couples without children.

The following characterizes appropriate infill, renovation, and new development in multi-family residential areas:

- Lots 7,500 square feet and larger for semi-detached houses, maximum 35% impervious

- Lots 2,500 square feet and larger as part of a cluster development; maximum impervious cover 20% of cluster development area
- Lots 16,000 square feet and larger for apartments, maximum 35% impervious; minimum 400 sf of living area per apartment unit
- Shallow front yard setbacks to reinforce the streetscape
- Pedestrian-friendly streetscapes with sidewalks, street trees, and on-street parking
- Building entrances oriented toward the street, with pedestrian connections between building entrance and sidewalk
- Minimize parking in the front yard for new apartments, with required screening from the street. Locate surface parking lots behind buildings, with landscaping to provide shading and screening and promote a pedestrian-friendly environment.
- Townhouses with side-loading garages and shared driveways to visually reduce the primacy of the automobile and increase area for streetscape plantings
- Building architectural treatments consistent with the Borough's historic context, including façade articulation and varied building materials to de-emphasize building mass, compatible materials such as brick, and screening requirements for utilities
- Bicycle parking that facilitate safe multi-modal travel throughout the Borough and beyond

Highway Commercial

Highway Commercial comprises lands in the northeastern corner of the Borough with frontage along Evergreen Street/Baltimore Pike. These areas are suited for highway dependent commercial uses and offices, such as general retail, medical offices, automobile sales and service, banks, convenience stores, fast food, etc. Because of the importance of this area as a gateway to West Grove, design standards for buffering, landscaping, signage, and architecture should serve to integrate uses that would be otherwise incompatible with the historic character of the Main Street and Town Center areas.

Policy Recommendations:

Specifically, a consistent design vocabulary for commercial signage should be incorporated in the zoning ordinance that would apply to any new installations in the Borough, and especially along the Corridors. In addition, parking in the Highway Commercial area should be placed to the side or rear of buildings where possible, and where this is not possible it should be well buffered with landscaping or low decorative walls. Architectural standards should include façade variations in relief, materials, and/or color, and should include design requirements for front-facing entranceways and fenestration. Any required loading or storage areas should be effectively screened from adjacent uses, and especially residential neighbors. Sidewalks and street trees should also be required to establish continuity with the adjacent Main Street area.



Example of well-integrated highway commercial development in East Pikeland Township

Design considerations for the Highway Commercial area are as follows:

- Single use or mixed use development allowable
- Sidewalks and crosswalks required
- Minimize driveway entrances to street, promote cross access between adjacent properties
- Residential use only as subcomponent of overall commercial development on a development lot
- Commercial lots 60% maximum impervious
- Architectural, signage, landscaping standards for compatibility with Evergreen and Prospect Corridor
- Screening of parking and loading areas, especially from streets and residential neighbors

Industrial

Industrial areas include businesses that produce, manufacture or otherwise generate goods for distribution to other industries or commercial businesses. Industrial areas include existing industrial businesses and adjacent lands where those uses may expand in the future. Included in the definition of industrial land are manufacturing facilities, fabrication, building and landscape construction, warehouses, distributors, and storage facilities. Industrial areas are typically characterized by truck traffic and tend to be found on the outer



A warehouse along the railroad in West Grove's Industrial area

limits of the urbanized areas and oriented to obtain easy access to major transportation routes. Thus industrial areas are located along major thoroughfares on the Borough outskirts to facilitate access to Route 1 and Baltimore Pike. These areas are also somewhat isolated from existing residences in the Borough, and adjacent to industrial zones indicated in London Grove Township's land use plan.

Policy Recommendations:

Expanding industrial areas within the Borough can help ensure diverse employment and economic growth opportunities. The expansion of online retail is driving demand for warehouses and distributor centers. West Grove's location within southern Chester County's agricultural landscape is ideal for businesses in the agricultural sector. Further, uses with ties to the retail or entertainment industry, like breweries or artisan's workshops, could be integrated adjacent to residential areas, thus buffering the Borough's neighborhoods from industrial uses with greater traffic and noise impacts. Zoning provisions including architectural façade standards, building setbacks, and buffering shall be incorporated to mitigate the impacts of industrial areas on neighboring non-industrial uses.

The following characterize appropriate infill, renovation, and new development in industrial areas:

- Maximum 80% impervious cover
- Uses include manufacturing, fabrication, warehouses, building and/or landscaping construction and suppliers, storage facilities, research and development, utilities and business start-ups
- Single and multiple use properties
- Building architecture that is compatible with surrounding neighborhood context

- Depending on use compatibility, require adequate setbacks from adjacent non-industrial lots with required vegetative buffering
- Minimize front yard parking. Locate parking and loading areas behind buildings. Vegetative screening requirements for parking and loading.

Greenway

The greenway consists of Borough- and HOA-owned open space in the southeast corner of West Grove that will serve as an oasis of nature and passive recreation within the Borough's dense, exurban context.

Policy Recommendations:

Located in a riparian area featuring woodlands, hydric soils, and steep slopes, the greenway will emphasize protection of environmental resources. It will also provide space for a trail system that offers recreation and critical pedestrian links to the Borough downtown and destinations in London Grove Township. A trailhead at the end of Summit Avenue could serve as the greenway entrance. From there, a trail heading south along the stream could terminate at Heather Grove Lane, where a new sidewalk could connect trail users with Goddard Park and the Avon Grove High School via London Grove Township's proposed State Road sidewalk. The greenway could also feature nature trails that allow exploration of forest and wetland habitats. Trailheads at Hillcrest Avenue, Townview Drive, and Winterset Court could provide access to residents of the adjacent townhouse communities.



Greenway trails provide valuable recreation opportunities in nature. This trail in Charlestown Township's Pickering Preserve connects various municipal open spaces and an adjacent residential development. Image source: Charlestown Township

The Borough should work with the Heather Grove community to secure an access easement through the HOA-owned open space parcel. Trails should be designed in response to the land's topography to avoid creating erosion issues. Environmental remediation activities, including invasive plant eradication and supplemental riparian buffer plantings, should be considered to enhance the greenway's habitat and aesthetic benefits.

Section 2.4 *Revitalization and Adaptive Reuse*

Revitalization of brownfield sites and underutilized buildings is an important objective of the Land Use Plan. Several trends have led to a number of underutilized buildings within the Borough. The widespread decline of industry has forced the vacancy of warehouses and other facilities. Changes in workplace practices, including an increasing preference for flexible work schedules, is reducing the amount of office space needed for employees. Workplace changes in response to the COVID-19 pandemic may further reduce the need for office space as more employees work from home. Additionally, the growing public preference for online shopping is forcing the closure of traditional retail stores. Here too, the pandemic may further influence consumer behavior, as customers rely more on e-commerce and home delivery of a wide range of goods.

Common examples of candidate underutilized sites and buildings for revitalization and adaptive re-use are:

- Industrial buildings and sites
- Contaminated sites such as gas stations, car dealerships, repair shops, etc.
- Vacant commercial buildings

Policy Recommendations:

In order to revitalize these blighted and vacant landscapes, innovation in terms of use, design, integration, accessibility, infrastructure, financing, and taxing can serve as catalysts. This chapter shall examine the aspects of use and design. Other considerations are treated in the chapters on Economic Development and Community Facilities. For further examination of revitalization issues, Chester County Planning Commission has published policy manuals offering analysis and practical solutions and methodologies:

- Stimulating Community Revitalization through Brownfields (April 2017)
- Urban Center Landscapes Design Guide (January 2020)

Revitalization zoning can employ a number of incentives to promote desired uses and design conditions. Changes to maximum building heights, maximum impervious cover, and minimum setbacks can be utilized to create density incentives to finance costly environmental remediation, design amenities, and infrastructure, and can lead to improved streetscape aesthetics and place-making. These considerations unique to revitalization can be achieved through special use districts or overlay zoning.

Underutilized historic sites require additional considerations for revitalization, as these sites are an essential part of the Borough's cultural identity. Redevelopment that preserves existing structures while facilitating reuse will contribute to a vibrant and unique community atmosphere. The Borough can implement zoning that permits greater flexibility in allowable uses and lot layout for identified properties. At the same time, historic preservation design standards would ensure that redevelopment respects the vernacular architecture of these sites. The Cultural Resources Plan will cover additional aspects of historic preservation and adaptive reuse.



This mixed use building at the intersection of Evergreen Street and Prospect Avenue is an example of successful adaptive reuse of a historic structure.

Section 2.5 *Implementation Strategies*

The following strategies, in addition to the policy recommendations in the preceding text, will implement the goals and objectives of the Land Use Plan:

LU-1 Design and facilitate public improvements to define the Public Common as the Borough's center of civic life and activity (Section 2.3).

Prepare and implement plans for streetscape and pedestrian enhancements, structures for events and open air markets, and possible new public/quasi-public buildings and facilities.

LU-2 Modify zoning map and ordinances for Town Center Area (Section 2.3).

Prepare and adopt amendments as necessary to create appropriate mixed use, density, and design requirements for the Town Center.

LU-3 Modify zoning map and ordinances for the Evergreen and Prospect Corridor (Section 2.3).

Prepare and adopt amendments as necessary to create appropriate mixed use, density, and design requirements for the Corridor, including standards for accessory uses and occupations on residential lots.

LU-4 Modify zoning map and ordinances for the Neighborhood Residential Area (Section 2.3).

Prepare and adopt amendments as necessary to create appropriate use, density, and design requirements for the Neighborhood Residential Area, including standards for accessory dwellings and home occupations.

LU-5 Modify zoning map and ordinances for the Suburban Residential Area (Section 2.3).

Modify design standards and facilitate public improvements to integrate suburban style development with the fabric of the broader community.

LU-6 Modify zoning map and ordinances for the Multifamily Residential Area (Section 2.3).

Modify architecture and streetscape standards to integrate multifamily development with the fabric of the broader community. Consider reducing minimum apartment unit size to facilitate affordable housing.

LU-7 Modify zoning map and ordinances for the Highway Commercial Area (Section 2.3).

Modify site, architectural, and streetscape design standards to promote commercial development on Evergreen Avenue that is consistent with the aesthetic of the Evergreen and Prospect Street Corridor.

LU-8 Modify zoning map and ordinances for the Industrial Area (Section 2.3).

Facilitate new uses with design standards and buffering of incompatible uses for industrial development that fits with the fabric of the broader community.

LU-9 Establish a publicly accessible Greenway along the stream corridor in the southeast corner of West Grove (Section 2.3).

Facilitate habitat, riparian buffering, runoff water quality, and pedestrian accessibility on parcels owned by the Borough and by a townhouse development HOA.

LU-10 Implement bulk and design standards for infill development that is compatible with the context of established neighborhoods and historical settings (Section 2.4).

Consideration of front setbacks, streetscape/building interface, pedestrian access, and architecture that complements neighborhood/historical context shall be invoked for successful infill development.

LU-11 Pursue innovative strategies for improvement of brownfield sites and underutilized buildings (Section 2.4).

Consider zoning incentives that provide density and use advantages over ordinary development, streamlined permitting and review processes, and other financial and regulatory incentives to revitalization projects to transform blight into vibrant and sustainable new development.

Chapter 3 Environmental Resources Plan



Natural resources are essential to our health and well-being, and their protection yields proven and substantial benefits in terms of clean water, flood protection, soil conservation, wildlife habitat, and more. Streams, wetlands, floodplains, and steep slopes have historically dictated the built landscape's form, and continue to inform land development today. As our understanding of the environment has evolved, additional considerations have influenced land use decisions, including sensitive soils, groundwater sources, and native plant communities. Planning in urban communities like West Grove must consider both protection of existing resources and mitigation of historic development impacts.

There is frequent overlap between natural resources requiring protection. For example, steep slopes are often found adjacent to water courses, which in turn may be bordered by wetlands or hydric soils. Long considered unsuitable for development, these areas tend to include mature woodland. The greater the overlap between natural resources, the higher the need for resource protection, and the more benefits West Grove stands to realize from responsible stewardship. By balancing future development with sustainable resource conservation, the Borough will safeguard important quality of life factors for residents and future generations. Because natural resources do not coincide with political boundaries, the protections West Grove implements will benefit adjacent communities in London Grove Township and beyond.

Section 3.1 Environmental Resources Plan Goal and Objectives

Protect natural resources as essential to public health, safety, and quality of life.

This goal is to be advanced through the pursuit of the following specific objectives:

1. Promote surface and groundwater quality through protection of streams, wetlands, stormwater infiltration areas.
2. Promote remediation of degraded environments.
3. Organize resource protection into effective and integrated systems, such as greenways.
4. Develop resource protection regulations that incorporate strategies appropriate to differing land uses and conditions.

Section 3.2 Natural Resources and Stewardship

Geology and Physiography

West Grove is located within the Piedmont physiographic province, which stretches from New York City south to Birmingham, Alabama and that forms the foothills of the Appalachian Mountains. European settlers found the region to be suitable for agriculture and flocked to the area. Today, the Piedmont features sprawling metropolitan areas, fertile farmland, and wildlife habitat corridors. Underlain by a complex geology, the Piedmont province is categorized into three subsections based on the dominant bedrock. The subsection that comprises West Grove and the majority of Chester County is the Piedmont Upland, and is characterized by broad, rounded hills and shallow valleys.

The majority of the Borough and surrounding landscape is part of the Glenarm Wissahickon formation, which largely consists of metamorphic schist and gneiss bedrock. Cockeysville marble, a blue-white,

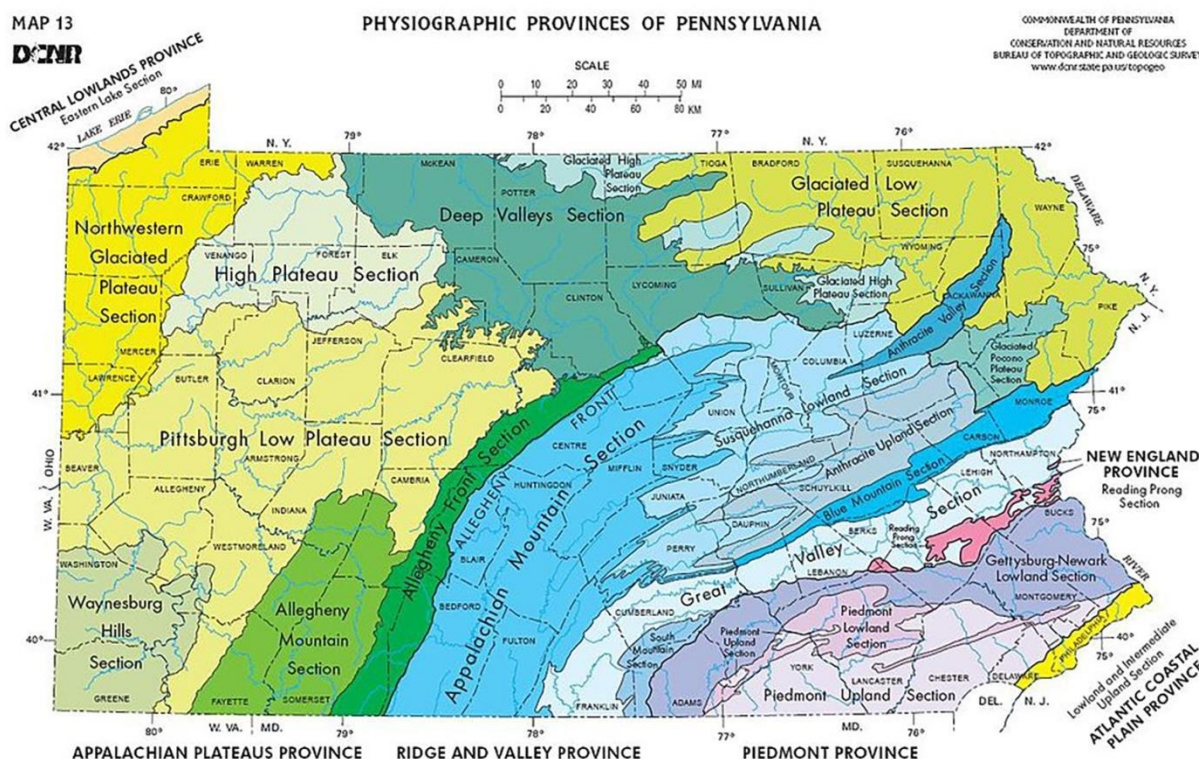


Figure 3.1-1: Physiographic Provinces Map of Pennsylvania. Map credit: PA Dept. of Conservation and Natural Resources/DCNR

crystalline bedrock, forms a band under the northwest and north portions of the Borough from Harmony Park toward Route 1². The 2001 *White Clay Creek Watershed Management Plan* has identified the Cockeysville Marble formation as an important aquifer for drinking water and stream base flows that is susceptible to contamination. The plan recommends that development within the aquifer be regulated to prohibit uses that generate hazardous pollution, and to maximize groundwater recharge.

The Cockeysville formation has also been identified as “potentially karstic”³. Karst refers to a landscape created by the dissolution of rocks and characterized by underground drainage systems with sinkholes and caves. As a result of the bedrock’s tendency to dissolve when exposed to water, karstic or carbonate formations carry the potential to form sinkholes or other subsidence features that threaten the stability of structures and paved areas. Any disturbance of natural conditions causes an increase in subsoil erosion and sink activity. Further, karstic landscapes are uniquely vulnerable to groundwater contamination, as areas of underground channels close to the ground surface can be easily reached by pollutant-laden water. Development in karstic landscapes requires additional stormwater management considerations to prevent negative impacts.

² (DCNR Bureau of Geological Survey)

³ Weary, 2008. *Preliminary Map of Potentially Karstic Carbonate Rocks in the Central and Southern Appalachian States*

The Borough should prohibit new uses in the Cockeysville Marble aquifer that could contaminate ground or surface waters, such as dry cleaners, hazardous material manufacturing or storage, or vehicular uses. This could be accomplished through creation of an overlay district.

West Grove's topography is characterized by moderate slope punctuated by a steep, narrow stream valley in the southeast corner. The stream exits the Borough at a low point of 352' near the intersection of Rosehill and Oakland Avenues. The land reaches its high point of 490' near the aptly named Hillcrest Avenue.

Disturbance of steep slopes and vegetation alters topography and drainage, contributes to slope instability and soil erosion, and diminishes the quality of groundwater supplies and surface water. It is important that natural vegetative cover be retained and allowed to colonize on steep slopes, especially adjacent to streams. Forest and meadow plant communities feature deep-rooted vegetation that is superior to turf grass in terms of slope stabilization, and should be encouraged instead of grass or impervious cover in these areas.



Figure 3.2-1: Excerpt of Map 3, Natural Resources.

To protect steep slopes from erosion, the Borough should encourage establishment of native vegetative cover on steep slope areas as opposed to lawn.

Soils

Much of the soil in West Grove is classified as “urban”, signifying that it has been substantially altered by human development. Silt loam soils coincide with stream corridors and hydric areas. Loam soils underlay the suburban-style developments in the northwest and southwest Borough corners.

Beyond soil associations, soils may be classified according to their capabilities for use. Of particular concern for land use and development within West Grove are hydric soils. Hydric soils are located northwest of the West Grove Friends Meeting House building and cemetery, near the stream corridor in the southeast corner of the Borough, and on the Habitat for Humanity and PECO properties. Hydric soils⁴, often found in proximity to waterways, are not suited to development. Particularly near waterways, hydric soils should be accurately mapped and protected through the regulation of riparian buffer zones. In addition to wetlands subject to regulatory protection, hydric soils are also indicative of areas of groundwater recharge. There is therefore an interest in water quality protection associated with hydric soils. Where wetlands are not mapped, the presence of hydric soils can indicate a higher probability for the presence of wetlands. West Grove’s zoning ordinance requires project applicants to conduct wetland surveys on sites with hydric soils.

Additionally, soils located on steep slopes should be considered in planning for future development. Soils on steep slopes are unstable and prone to erosion. Eroded soil is frequently deposited in streams, resulting in sedimentation that degrades water quality and aquatic habitat. Limiting steep slope disturbance, and protecting or establishing natural vegetation on steep slopes, is important to preventing soil erosion. There is opportunity to reestablish effective vegetative cover on steep slope areas currently covered in lawn, including Borough-owned open space at and adjacent to Memorial Park, in Heather Grove and Liberty Court HOA open space, and in residential backyards. Local conservation organizations could provide funding and technical assistance. The Borough could also partner with local organizations to educate landowners on stewardship of hydric and steep slope soils on private property.

Policy Recommendation:

To protect sensitive soil resources, the Borough should encourage reestablishment of native vegetation on hydric and steep slope soils as opposed to lawn.

Forests and Tree Cover

Healthy and mature forest cover provide a range of ecological services that benefit the community, providing wildlife habitat, cleaning and cooling the air, and regulating the climate by sequestering carbon dioxide. Forest protects water quality through removal of pollutants, infiltration, runoff absorption, and streambank stabilization.

Much of West Grove was cleared decades ago for development, but patches of forest remain where the land was too wet or steep to build on. Historic aerial photographs indicate that woodland northwest of the Friends Meeting House and along the stream corridor in the Borough’s southeast corner have stood since before the 1930s. Especially since these woodlands coincide with other important natural resources, they should be preserved from the adverse impacts from pollution, clearing, invasive species,

⁴ The USDA-NRCS defines hydric soils as “soil that formed under conditions of saturation, flooding or ponding long enough during the growing season to develop anaerobic [oxygen-deprived] conditions”. This includes soils saturated as a result of land alteration as well as naturally saturated soils.

and stormwater runoff. Approximately 2/3 of the woodland in the southeast of the Borough is located on preserved open space; the remaining woodland in West Grove is privately owned. Woodland on private property is at potential risk from clearing for development.

Policy Recommendations:

West Grove should implement an urban forestry program to achieve healthy tree cover through the following actions:

- Plant trees in public open space areas and along Borough streets. This work could be overseen by a shade tree committee.
- Enact tree protection ordinances to incentivize mature tree preservation on private property. Set disturbance limits on existing wooded lands consistent with environmental quality and resource value, with appropriate mitigation for clearing. Require replacement trees as mitigation to be native species.
- Adopt a tree protection ordinance that identifies and protects specimen or heritage trees of exceptional ecological, cultural, or aesthetic value.
- Review existing tree ordinances to ensure that tree planting requirements reflect recommended species, cultural conditions of the site, and maintenance needs.
- The Borough should investigate open space preservation of the woodland northwest of the Friends Meeting House. Hydric soils and wetlands severely limit development there, and these resources, combined with mature forest and location within an aquifer, result in the land playing an especially valuable role in water resource protection. Preservation could be achieved through conservation easements or through fee-simple purchase by the Borough.



1937 aerial photograph of West Grove. The dark patches indicate mature woodland, much of which remains today. Source: PennPilot (Pennsylvania State University)



Mature trees, such as this Sycamore at Harmony Park, provide critical ecosystem services and aesthetic value to the community, and should be protected.

Native and Invasive Species

Native plants provide essential food supply and habitat for numerous insect and bird species, including many that are critical to our overall ecology such as bees and other pollinator species. Due to agricultural and development practices that promote monocultures and exotic plants with limited habitat value, many dependent species have been threatened or pushed to extinction. To correct this, diverse landscapes of native plantings should be incorporated wherever possible. This includes within and at the margins of agricultural areas, along riparian corridors and wetland margins, and even in urbanized and other highly developed areas. Replacing expansive lawns, that have almost no habitat

value, with abundant native landscapes of warm season grasses and wildflowers will provide habitat for dependent native insects and birds, infiltrate and purify stormwater, and provide seasonal aesthetic interest and beauty. And oftentimes, native landscapes are far less expensive to maintain.

Policy Recommendations:

West Grove should act as follows to protect and reestablish native habitats in built and unbuilt landscapes:

- Introduce native plant requirements in development ordinances
- Require native plant components in open spaces and unbuilt areas in new developments
- Manage public lands as natural landscapes
- Utilize stormwater management areas and conveyances as native planting areas
- Utilize municipal facilities as model projects for native landscaping
- Educate public works staff on the advantages of and techniques for natural landscape management
- Introduce native landscaping in unpaved urban/built areas to replace lawns and nonnative groundcovers
- Compile and provide technical resources to educate constituents

Invasive plant species present a widespread threat to woodland ecological health. Invasive plants are generally non-native and have competitive advantages to the point where they destabilize and alter the ecosystem by pushing out native species on which the ecological web depends. They are often introduced into areas that have been disturbed by agriculture, development, or other human interventions. Invasive plant species are widespread throughout the region and thus are very difficult to control. They cause significant environmental and economic damage⁵. Unfortunately, several invasive species are widely available in the nursery trade, and are often introduced into areas by well-meaning homeowners, developers, farmers, or public workers.



Japanese Barberry is an example of a commercially available invasive plant. In addition to out-competing desirable native plants, Barberry creates favorable conditions for ticks that spread Lyme disease. Image credit: National Park Service.

Policy Recommendations:

West Grove should help to control or arrest the proliferation of invasive species through the following actions:

- Provide information at municipal offices and on the website informing people of the dangers posed by invasive plant species, methods of control, and beneficial native alternatives.
- Work with environmental groups and citizens to have invasive species eradication work days on public and private lands.
- Adopt ordinance provisions to prohibit introduction of known invasive species on land developments and other activities requiring municipal permits.

⁵ Williams, Linske, & Ward, 2017. *Long-Term Effects of Berberis thunbergii (Ranunculales: Berberidaceae) Management on Ixodes scapularis (Acari: Ixodidae) Abundance and Borrelia burgdorferi (Spirochaetales: Spirochaetaceae) Prevalence in Connecticut, USA*

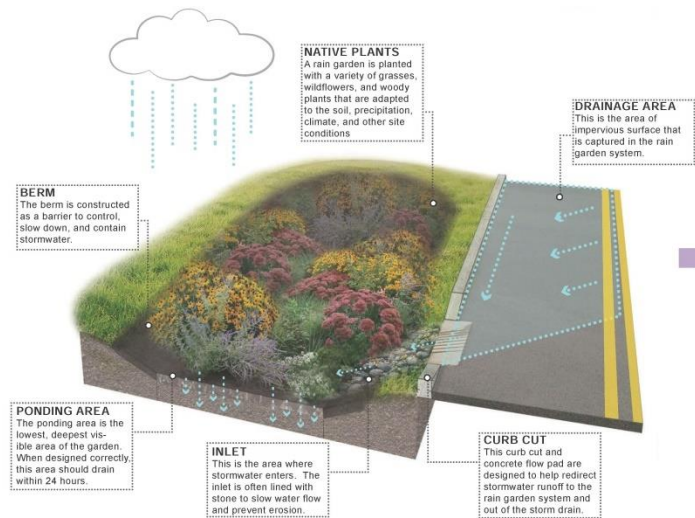
Hydrology

Waterways, wetlands, floodplains, and groundwater all contribute to the overall health of the hydrological system, and impacts on any part of the system will have an effect on the overall function. The Borough's hydrology should be a major consideration in all future land use and development planning.

Historic development practices have rarely considered the impacts to an area's hydrology, resulting in extensive impervious cover from buildings and parking, altered waterway channels, disturbed steep slopes and native vegetation, and buildings within floodplains. Thus, older urban communities like West Grove have a legacy of stormwater and wastewater pollution that must be mitigated.

Policy Recommendations:

West Grove is an active participant in planning efforts to address this legacy. The Borough supports the 2001 *White Clay Creek Watershed Management Plan*. And in 2019, West Grove partnered with the Rutgers Cooperative Extension Water Resources Program to complete a *Green Infrastructure Feasibility Study*, which identified locations for stormwater Best Management Practices (BMPs) throughout the Borough. In 2020, a rain garden was installed at the Avon Grove Library per the study's recommendations. **Continuing implementation of the recommendations of these plans will help protect and restore the Borough's water resources.**



Example of stormwater best management practice (BMP). Image credit: Rutgers Cooperative Extension Water Resources Program

Waterways and Watersheds

Streams in the Borough are each associated with a particular watershed, or drainage basin. Watersheds are delineated by ridgelines, and defined by the waterways that drain the land within them. West Grove is located within the White Clay Creek watershed, which joins the Red Clay Creek before draining into the Christina River in New Castle County, Delaware. A ridge bisects the Borough in a northeast-southwest orientation and divides the land into two sub-watersheds. East of this ridge, the land drains into the East Branch of the White Clay Creek, while the land west of the ridge drains into the Middle Branch of the White Clay Creek. Three mapped streams have their origin in West Grove: two are unnamed tributaries to the Middle Branch of the White Clay, and the third is an unnamed tributary to the East Branch of the White Clay.

Waterways are categorized by stream order, as they run from the smallest 1st order headwaters eventually out to the ocean. The Middle Branch tributaries within the Borough are considered 1st order, or headwater, streams. The East Branch tributary is fed by two unmapped headwaters streams, and is thus considered a 2nd order stream. Waterways are also categorized by water quality according to standards determined by the Pennsylvania Department of Environmental Protection. All assessed surface waters are assigned a designated use for aquatic life, recreational use, and water supply. In West

Grove, only the tributary to the East Branch White Clay Creek has been assessed and assigned the Cold Water Fishes designated use.

Historic Streams

Topography and flooding near Memorial Park suggests the historical presence of headwater streams that may have been confined in pipes underground, or otherwise erased by development. This is a common occurrence in older urban communities, where streams were often incorporated into the sewer system and paved over due to sanitation concerns. However, buried waterways create worsened flooding, increased pollutant loads, and structural integrity concerns for underground utilities.

Policy Recommendation:

West Grove should coordinate with engineers and local conservation organizations to evaluate the extent of this issue and investigate possible solutions such as stream daylighting.

Riparian Areas

Riparian corridors play a critical role in water quality, and improper development of these areas can threaten the environment, private property, and human life. Protection of these areas is of prime importance. Riparian buffers are defined by Pennsylvania Department of Conservation and Natural Resources (DCNR) and Pennsylvania Department of Environmental Protection (DEP) essentially as naturally vegetated areas along waterways. These buffers protect water quality and mitigate flood impacts by filtering runoff, controlling soil erosion, recharging groundwater, providing terrestrial and aquatic wildlife habitat, and moderating water temperature. The most effective buffers are natural forest areas with structural and species abundance and diversity. However, managed woodlands and meadows can also provide significant buffer protection.

Figure 3.2-1, below, indicates benefits provided by forested riparian buffers of various widths, measured from each stream bank. While the full array of benefits requires buffers of 150 feet or more, buffers 25 feet wide accomplish valuable sediment trapping, bank stabilization, and flood reduction functions. PADEP and the *White Clay Creek Watershed Management Plan* propose 100-foot riparian forest buffers along White Clay Creek tributaries in the Borough. 100-foot buffers exist in patches along the East Branch of the White Clay on Borough open space; however, much of the area along the Borough's streams feature reduced forest buffer widths or have been cleared to the stream edge. Existing 100-foot buffers should be preserved where possible, and missing or reduced buffers should be revegetated with native tree, shrub, and meadow species to attain improved water quality function.

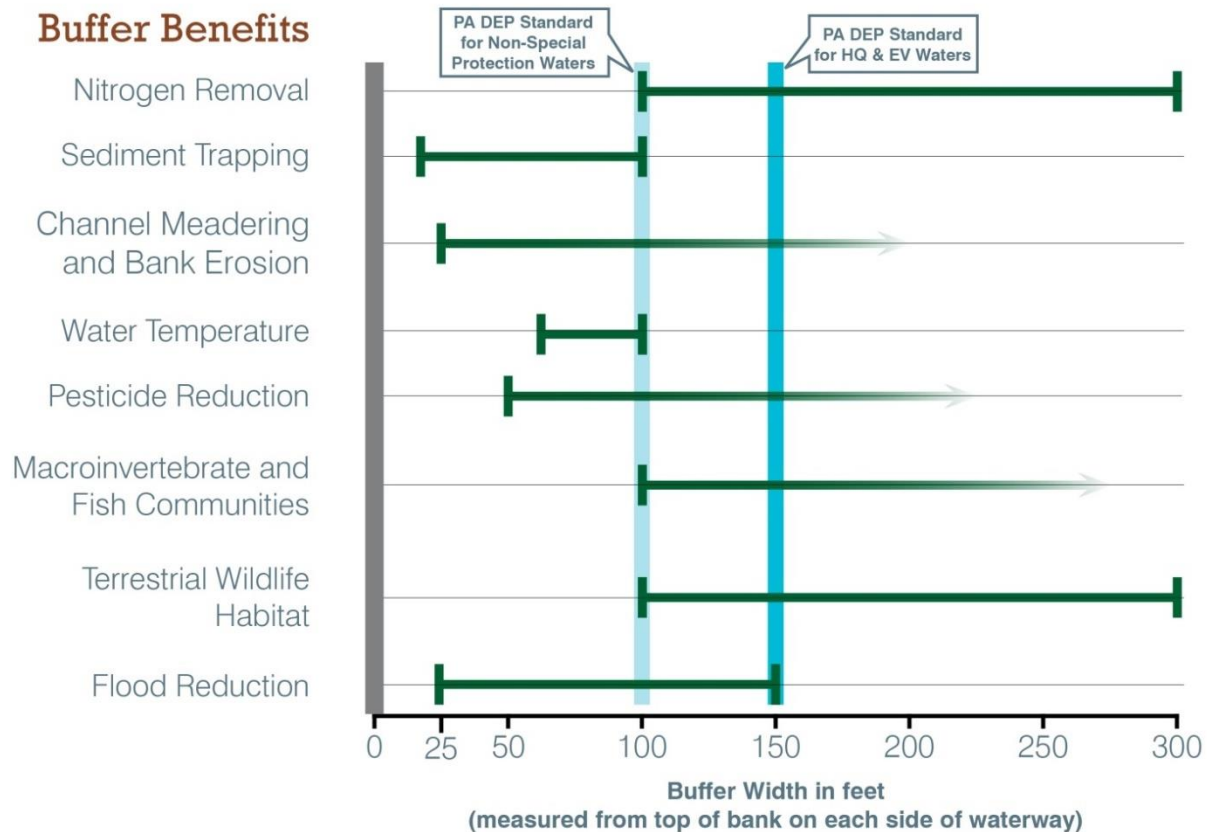


Figure 3.2-2: Benefits of Riparian Buffers of Varying Widths. Buffer width standards are described in §102.14 of the PA Code.

Riparian buffers in the Borough are at risk from stormwater runoff and improper maintenance that prevent establishment of native forest cover. Current ordinances permit projects with up to 10,000 square feet of earth disturbance and up to 2,000 square feet of impervious cover within the riparian buffer. In addition to safety concerns posed by patios or driveways adjacent to eroded streambanks, cleared and paved areas in the buffer allow soil, pesticides, animal waste, fertilizer, de-icing salt, motor oil, and other contaminants to wash into the stream with each storm event. The impacts of multiple small projects in the buffer compounds water quality degradation.

Policy Recommendations:

West Grove should consider revising the zoning ordinance to require a minimum riparian buffer of 35 feet for enhanced flood protection, streambank stabilization, and pollutant filtration. Landowners on severely constrained lots could seek relief from the full setback requirement provided they implement stormwater best management strategies as alternative mitigation. Riparian and wetland buffer ordinances should specify the protection or establishment of native vegetative cover as opposed to lawn.

The Borough should ensure that riparian buffer protection codes address disturbances from existing properties. It is recommended that buffer exemptions be revised to require small projects to be outside of the riparian buffer setback wherever feasible, in order to protect streams from the compounding effects of stormwater runoff from multiple backyard patios, driveways, etc.

Where reduced buffer widths are unavoidable or represent an existing condition, stormwater best management practices such as the following should be required by ordinance to mitigate the impacts of development by improving water quality and promoting infiltration close to the source of runoff:

- Rain gardens
- Infiltration basins planted as native meadow
- Bio-retention swales (bioswales) and vegetated swales
- Pervious pavements
- Vegetated filter strips
- Subsurface infiltration basins
- Level spreaders
- Green roofs
- Rain barrels or cisterns
- Constructed wetlands

Consistent with the Land Use Plan, the Borough should work with HOAs along the East Branch of the White Clay tributary to create a Greenway that prioritizes resource protection, with woodland restoration activities consistent with the recommendations of the Rutgers study.

Wetlands

Wetlands are defined⁶ as “areas that are inundated or saturated by surface or groundwater at a frequency and duration sufficient to support, and that under normal circumstances do support, a prevalence of vegetation typically adapted for life in saturated soil conditions.” Wetlands are defined by three main components:

1. Water at or near the surface for significant parts of the year;
2. Hydric soils; and
3. Wetland indicator vegetation such as cattails and skunk cabbage.

Wetlands fulfill a number of critical ecological roles, providing habitat for species with specialized requirements, maintaining surface water quality, sustaining groundwater supplies and stream base flows, flood accommodation and absorption, and as the headwater source of first order tributary streams. They are protected by local, state, and federal regulations enabled by the Clean Water Act of 1972. Any proposed activity within a wetland must receive a permit from the U.S. Army Corps of Engineers. Permit applicants must demonstrate that they have avoided wetland impacts where practicable, minimized potential impacts to wetlands, and provided compensation for any remaining unavoidable impacts through wetland restoration or creation.

Mapping by the National Wetlands Inventory and the U.S. Geological Survey (USGS) has identified three wetlands in West Grove: a pond near the intersection of Oakland and Rosehill Avenues, a forested/shrub wetland on a wooded parcel northwest of the Friends Meeting House, and a linear forested/shrub wetland that coincides with the East Branch of the White Clay Creek. Current mapping only identifies the largest and most prominent wetland areas, however. Smaller, unmapped wetlands areas are no less environmentally significant than their mapped counterparts and are far more numerous. These unmapped wetland areas must be field identified and surveyed in order to assure protection.

⁶ 25 Pa. Code §105.1

Wetlands are also at risk from degradation by stormwater runoff. Wetland buffers act as filters to trap polluted water before it enters wetland habitat. These should be surfaced with native forest or meadow vegetation instead of lawn, as turf grasses are inadequate for infiltrating stormwater runoff, and typical maintenance activities including mowing and fertilizing could compromise wetland health. The *White Clay Creek Watershed Management Plan* recommends minimum 25-foot wetland buffers.

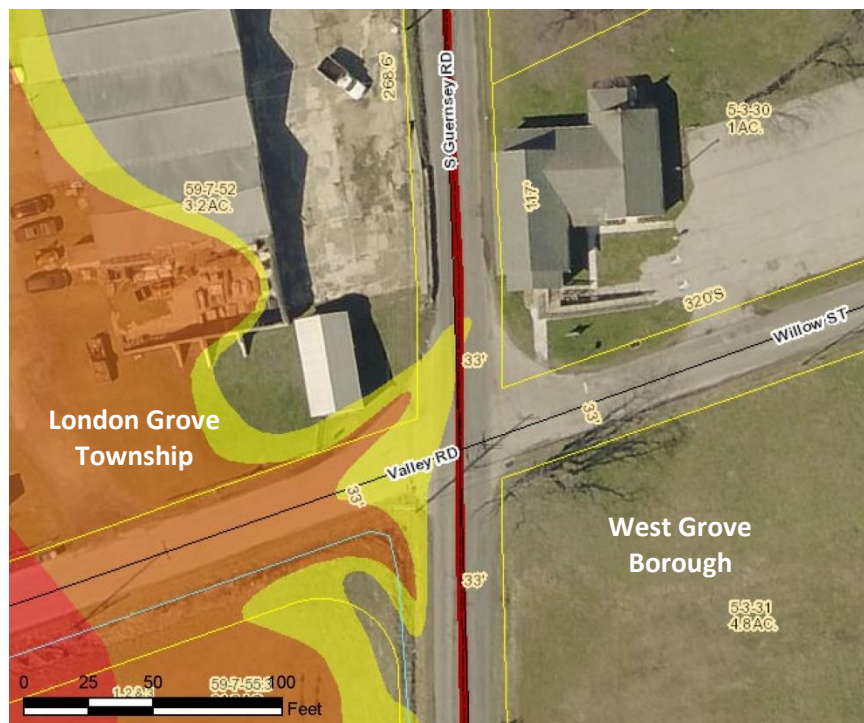
Policy Recommendation:

West Grove should revise its land development ordinances to require minimum 25-foot wetland buffers planted with native vegetation.

Floodplains

Floodplains are areas in proximity to waterways that are formed by the movement of water channels, and are subject to flooding in significant rain events. When uncompromised by development, floodplains allow for the containment of flood events and thus help to limit damage to life and property during storm events. The Federal Emergency Management Agency (FEMA) requires municipalities to regulate development impacts in floodways to preserve their function and to prevent hazards to human life and property. In order for municipalities to participate in FEMA's National Flood Insurance Program, they must delineate 100-year floodplains⁷ and strictly limit development within those areas.

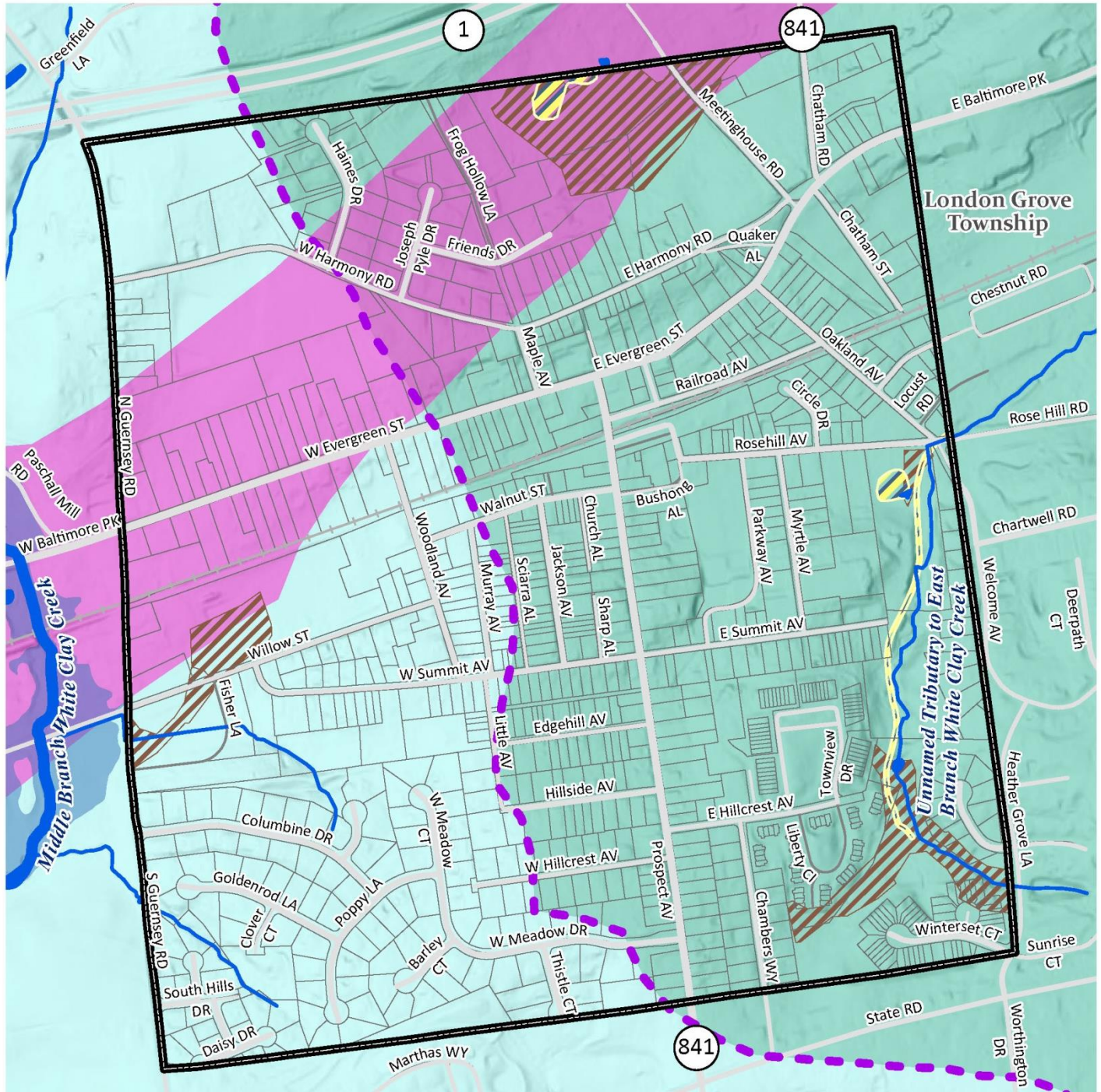
Chester County mapping indicates a small (less than 50-square-foot) portion of Zone X floodplain (0.2% annual chance of flooding) within the Guernsey Road right-of-way, near the intersection with Willow Street. Thus 100-year floodplains are functionally non-existent in the Borough.



Excerpt of Chester County mapping that shows floodplain areas within West Grove. Areas in yellow are classified as Zone X: 0.2% annual chance of flooding. Areas in orange are classified as Zone AE: 1% annual chance of flooding, and areas in red are in the floodway. Source: Chesco Views, Chester County, PA Geographic Information System Database

⁷ 100-year floodplains are areas with a 1% (or 1 in 100) annual chance of flooding.

Hydrology



Sources: C. E. Miles and T. G. Whitfield, Pennsylvania Geological Survey (PGS), Chester County, National Wetlands Inventory (U.S. Fish & Wildlife Service), PA Dept. of Environmental Protection, USGS National Map 3D Elevation Program (3DEP)

January 12, 2022

- Surface Water
- Wetlands
- 100-Year Floodplain
- East Branch White Clay Creek
- Middle Branch White Clay Creek
- Watershed Boundary
- Hydric Soils
- Bedrock Geology - Aquifer**
- Cockeysville Marble



0 700 Feet

Pennsylvania and Federal Scenic Rivers

Federal and state legislation allows certain waterways to be designated as part of a Scenic Rivers System. These designations are intended to protect waters with outstanding natural, cultural, and recreational values, while supporting appropriate use and development. They encourage river management that crosses political boundaries and promotes public participation in developing goals for river protection.

The **National Wild and Scenic Rivers System**⁸ was created by Congress in 1968 to preserve certain rivers in a free-flowing condition. The Commonwealth of Pennsylvania created its own **Scenic Rivers System**, which includes Federally designated waterways as well as waterways that the state has determined meet the criteria of the Pennsylvania Scenic Rivers Act⁹. The Federal Wild and Scenic Rivers System classifies waterways as follows:

Wild rivers are rivers or sections of rivers that are not impounded and are usually not accessible except by trail. Their watersheds and shorelines are essentially primitive and the waters unpolluted.

Scenic rivers are rivers or sections of rivers that are not impounded. Their shorelines or watersheds are largely primitive and undeveloped but they are accessible in places by roads.

Recreational rivers are easily accessible, may have some development along their shorelines, and may have been impounded or diverted in the past.

The Pennsylvania Scenic Rivers System includes the above classifications as well as additional categories for waterways within a historic/ pastoral landscape or that have impoundments that do not interfere with their recreational use.

As of 2000, the entire White Clay Creek watershed is part of the Federally designated Wild and Scenic Rivers System. The tributary to the East Branch White Clay Creek within West Grove is classified as a **Recreational River** under this designation. As such, it is part of both the National Wild and Scenic Rivers System and the Pennsylvania Scenic Rivers System. Dam construction is prohibited in the White Clay watershed, and additional State and Federal review is required for projects such as stream crossings that would impact the free-flowing condition, water quality, or outstanding resource values of the White Clay and its tributaries. Beyond this, protection of a National Wild and Scenic River relies on voluntary stewardship by landowners and river users, and on regulation and programs of federal, state, local, or tribal governments. Federal funding is also available for water quality improvement projects. Protection of state Scenic Rivers is largely carried out through a



The White Clay Creek, a National and State Scenic River. Image credit: PA DCNR

⁸ (Public Law 90-542; 16 U.S.C. 1271 et seq.)

⁹ (P.L. 1277, Act No. 283 as amended by Act 110, May 7, 1982)

partnership between DCNR and other state agencies. Designation under either system neither prohibits development nor gives the government control over private property.

Policy Recommendation:

The White Clay Wild & Scenic River Program formed as a partnership of federal, state, and local entities to promote responsible stewardship of the watershed. The *White Clay Creek and its Tributaries Watershed Management Plan* was drafted in 1998 (updated in 2001) to survey the watershed's resources, identify threats to those resources, and present a detailed plan for management. It focuses on local land use policies that municipalities can implement to reduce sprawling development, preserve sensitive natural resources, and enact stormwater Best Management Practices. **West Grove's existing urban form limits the application of some of these practices, but it is still possible for the Borough to achieve greater adoption of stormwater best management practices (BMPs), improve water quality and streamside habitat through riparian buffer plantings, and engage the community in stewardship practices on private land.**

Section 3.3 *Municipal Green Infrastructure*

Municipal Programs and Rutgers University's White Clay Feasibility Study

The Rutgers feasibility study for the White Clay Watershed identified stormwater best management practices that could be implemented in the Borough's built environment. The study's concept plan reimagines West Grove as a 'green' community, with a variety of stormwater capture strategies implemented across the Borough as follows:

- Widespread conversion of lawn surfaces into forest and meadow cover
- All detention basins retrofitted with meadow plantings
- Porous pavement in parking lots throughout the Town Center
- Stormwater BMPs including bioswales, rain gardens, and street trees with stormwater trenches on Borough properties, along transportation routes, and adjacent to parking
- Figure 3.3-3 identifies 14 model project sites for proposed retrofitting with BMPs. Completion of these projects would help to spark public awareness of and enthusiasm for water resource stewardship. The study has already resulted in a rain garden installation at the Avon Grove Library in 2020.

WEST GROVE BOROUGH: GREEN INFRASTRUCTURE SITES**SITES WITHIN THE EAST BRANCH WHITE CLAY CREEK SUBWATERSHED**

1. Avon Grove Library
2. Citizens Bank
3. National Food Sales Inc.
4. Ruffini Barber Shop
5. The Station Ice-Cream
6. United States Postal Service
7. West Grove Family Dentistry
8. West Grove Fire Company Station 22
9. West Grove Memorial Park
10. West Grove Presbyterian Church

SITES WITHIN THE MIDDLE BRANCH WHITE CLAY CREEK SUBWATERSHED

11. Enon Missionary Baptist Church
12. Harmony Park
13. Star of Bethlehem U.A.M.E Church
14. West Grove United Methodist Church

Figure 3.3-1: Proposed stormwater best management practice (BMP) sites identified in the Rutgers Green Infrastructure Feasibility Study (Rutgers Cooperative Extension Water Resources Program, 2019)

Policy Recommendation:

West Grove should work with Rutgers, the White Clay Wild & Scenic Program, and other partners to implement the full recommendations of the green infrastructure study. Potential partners include conservation organizations and state and Federal agencies. On private properties, landowners should be engaged to implement stormwater BMPs recommended by the Rutgers study.

Section 3.4 Implementation Strategies

There are a number of actions that the Borough can take to improve natural resource protection. These include regulatory strategies, municipal programs, and model projects. Given West Grove's urban form, the focus should be on protections that can reasonably be implemented and mitigation strategies that create measurable improvement over the existing condition.

The following strategies, in addition to the policy recommendations in the preceding text, will implement the goals and objectives of the Environmental Resources Plan:

ER-1 Establish an ordinance for Cockeysville Marble aquifer protection (Section 3.2).

Limit or prohibit uses that can pollute surface or groundwater on properties underlain by the Cockeysville formation.

ER-2 Evaluate Borough riparian buffer ordinances and revise to increase protection (Section 3.2).

Establish buffer widths appropriate to watershed Scenic River status. Ensure that property improvement projects do not negatively impact adjacent streams. Allow reasonable exemptions for certain uses and for urban and brownfield redevelopment on constrained sites, with appropriate mitigation for diminished width buffers.

ER-3 Evaluate municipal wetland buffer regulations and revise to require stormwater runoff filtration (Section 3.2).

Specify establishment of native vegetative cover within wetland buffers.

ER-4 Establish ordinances for mature tree and woodland resource protection (Section 3.2).

Establish land development practices in zoning and land development to maximize protection of valuable woodland resources as open space.

ER-5 Utilize municipal, local, and County resources to promote conservation of remaining land in the Borough with multiple sensitive resources (Section 3.2).

Consider open space preservation for the woodland with hydric soils and wetlands north of the Friends Meeting House, or provide landowners with information from the County and conservation organizations about easement opportunities to promote its protection.

ER-6 Implement programs to prevent, eradicate, and control invasive plant species (Section 3.2).

Utilize public information/awareness, direct community action, and regulatory strategies. Evaluate and revise municipal zoning ordinances to prevent introduction of invasive plant species.

ER-7 Install stormwater best management practices (BMPs) at public facilities, parking lots, on Borough roads, and encourage private property owners to do likewise (Section 3.3).

Implement the recommendations of the Rutgers *Green Infrastructure Feasibility Study*.

ER-8 Coordinate municipal zoning and private initiatives along the East Branch White Clay Creek tributary to create an open space greenway for environmental protection and recreation (Section 3.2).

Create a greenway that responds to environmental conditions.

ER-9 Implement urban forestry programs in the Borough (Section 3.2).

Establish a shade tree committee to advise and engage in tree protection and planting initiatives in the Borough.

Review and revise tree ordinances with recommended tree species and cultural requirements.

ER-10 Create municipal resource centers for activities and information on natural resource stewardship (Section 3.2).

Create online and printed municipal information banks for landowners to learn about riparian buffer reforestation, steep slope management, tree care and planting, and stormwater management. Engage conservation organizations in direct community action and educational activities.

Chapter 4 Energy Conservation and Sustainability Plan



Energy conservation is a necessary component of environmental sustainability. This chapter focuses on methods of achieving greater efficiency and cleaner sources of energy generation for electricity, heating, and transportation in order to reduce pollution, limit the depletion of and dependency on finite resources, and lessen the impacts of carbon-induced climate change.

Section 4.1 *Energy Conservation Plan Goal and Objectives*

Advance strategies and practices that reduce energy consumption and promote renewable and non-polluting energy sources.

This goal is to be advanced through the pursuit of the following specific objectives:

1. Increase utilization of renewable energy systems.
2. Develop regulatory and/or incentive-based standards for energy efficient buildings and construction.
3. Coordinate development with transportation systems, and in particular mass transportation.
4. Maximize energy efficiency of transportation systems.
5. Promote an efficient and flexible electric grid that includes local and regional clean power generation.

Section 4.2 *Renewable Energy Systems*

There are a number of renewable energy systems that have practical application in the Borough. These systems provide substantial benefits in terms of reduced demand on polluting and nonrenewable resources, while providing mid-term to long-term economic advantages to residences and businesses. If State and Federal incentive programs are funded and augmented, the use of renewable energy and all of its attendant benefits will be dramatically increased.

National and regional efforts are currently underway to promote and increase the use of renewable energy. Multiple Chester County municipalities have adopted resolutions to commit to 100% renewable electricity for municipal uses and facilities. Efforts like this provide models to be emulated in the private sector to enhance energy sustainability.

Solar Energy

Solar energy is derived from the sun's radiation and is classified as active or passive. Passive solar relies on building technologies that utilize thermal mass, orientation, light dispersal/absorption, and convection, and is discussed further in section 5.3. Active solar creates electricity or heats water. Because solar water heating applications are typically most practical at latitudes lower than 40 degrees, this section deals with solar electricity generation.

In the last two decades, solar photovoltaic (PV) has evolved from a niche market of small scale applications into a mainstream electricity source. It works through solar cells that convert light directly

into electricity using the photoelectric effect. With advances in solar panel and battery storage technology, solar electricity generation is becoming increasingly affordable and practical at multiple scales. According to the Center for Climate and Energy Solutions¹⁰, US renewable energy production doubled between 2000 and 2018, and solar is the fastest growing US electricity source, projected to constitute 48% of renewable energy generation by 2050.

Figure 4.2-1 demonstrates that solar energy potential in the West Grove area is significant. In practice, solar panels can produce 15-19 watts per square foot depending on rating, or about 265-350 watts per typical 65 inch by 39 inch panel (Vivint Solar website). According to ElectricChoice.com, Pennsylvania residences use approximately 10,000 kWh of electricity per year. The National Renewable Energy Laboratory (NREL)¹¹ has a web calculator that can estimate PV electricity potential for any location in the US. According to NREL's PVWatts Calculator, a small 5 kW solar system will produce over 6,500 kWh per year, or 65% of the average PA residential usage.

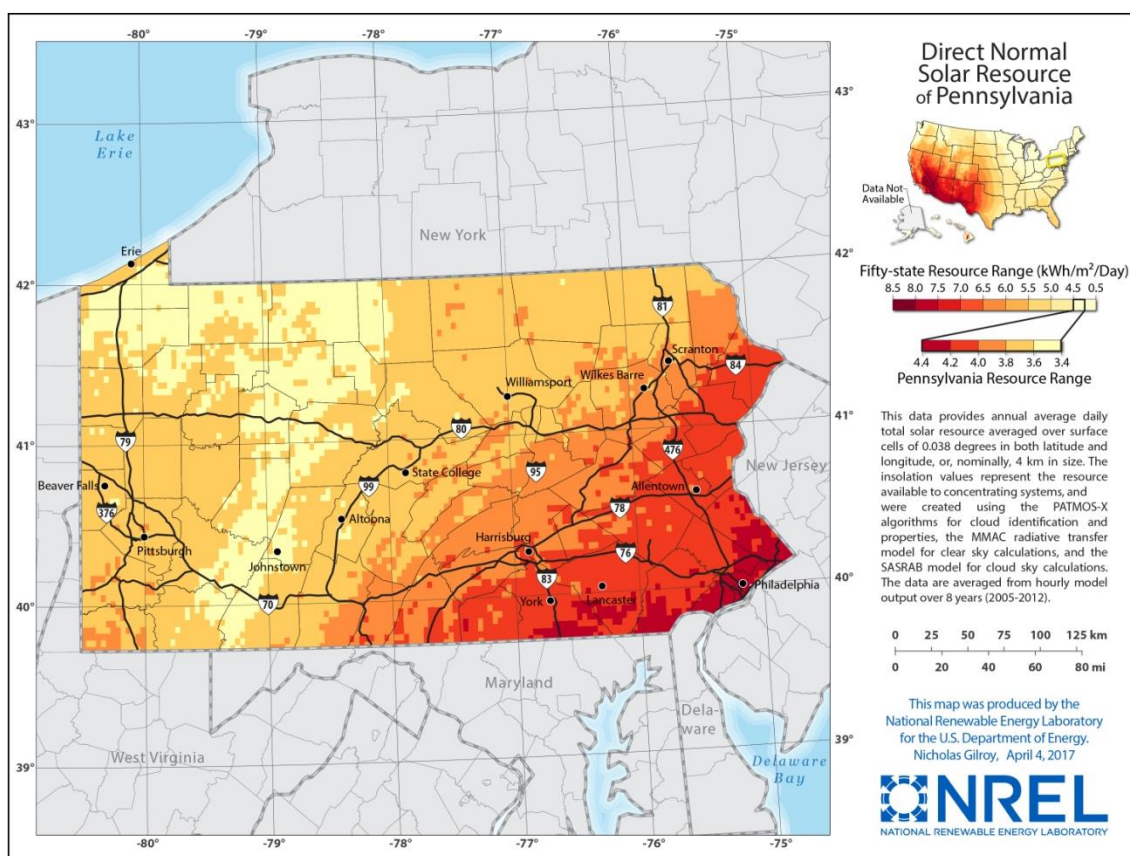


Figure 4.2-1: Solar Energy Potential in Pennsylvania. Map credit: National Renewable Energy Laboratory.

Also contributing to increasing practicality of solar electrical systems is improving battery storage technology. Although current battery systems capable of sustaining typical residential demand over a period of days can cost significantly more than fossil fuel powered generator systems, their cost could decrease significantly as their technology and function improves.

¹⁰ Retrieved from: <https://www.c2es.org/content/renewable-energy/>

¹¹ Retrieved from: <https://pvwatts.nrel.gov/pvwatts.php>

Government incentives including tax credits and rebates can make solar PV systems more affordable to residences and businesses. Another possibility is leasing rather than owning a PV system through a power purchase agreement (PPA), which can eliminate the upfront cost for the user.

Community solar legislation would be beneficial in expanding the availability to residences and businesses that are incapable of having their own solar arrays. Thus far, (17) states have community solar policies in place, although Pennsylvania is not yet among them (Solarbuildermag.com).

Ground Source Heat Pumps

Ground source heat pumps (GSHPs) utilize deep wells in the soil that greatly increase the efficiency of heating and cooling (HVAC) systems by providing an ambient heat source or sink with higher moisture content and more constant and moderate temperature than air sourced heat pumps. According to ElectricChoice.com¹², heating constitutes 50% of total energy use for a Pennsylvania residence, and thus GSHP systems can greatly save on cost and reduce environmental impacts over conventional fossil fuel or other types electrical systems. In fact, GSHPs are recognized as among the most efficient technologies for HVAC and water heating.

Installation costs for GSHP's are two or three times higher than for conventional systems, but this difference is returned in energy savings over a period of three to ten years, depending on comparisons with radiant electrical, oil, or natural gas. The working life of GSHP systems is estimated at 25 years for inside components and over 50 years for the ground source loops, so they are considerably more durable than conventional HVAC systems, which represents another source of savings in terms of cost and environmental impact. The return on investment period can be considerably shortened through Federal and State incentive programs.

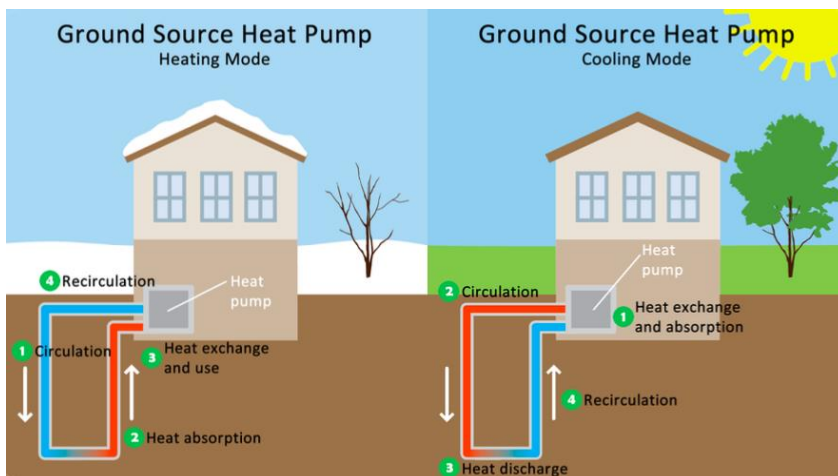


Figure 4.2-2: Simplified diagrams showing how GSHPs work to both heat and cool a building. Image credit: USEPA.

Wind Energy

Wind energy consists of turbines of various sizes and designs that power electrical generators. It is a significant source of electricity in many parts of the world and parts of the United States. Southeastern Pennsylvania is marginal for wind power production in comparison with other parts of the state, as illustrated in Figure 4.2-3. Thus, this discussion focuses on site specific application of wind power, as opposed to large commercial wind farms.

¹² Retrieved from: <https://www.electricchoice.com/blog/electricity-on-average-do-homes/>

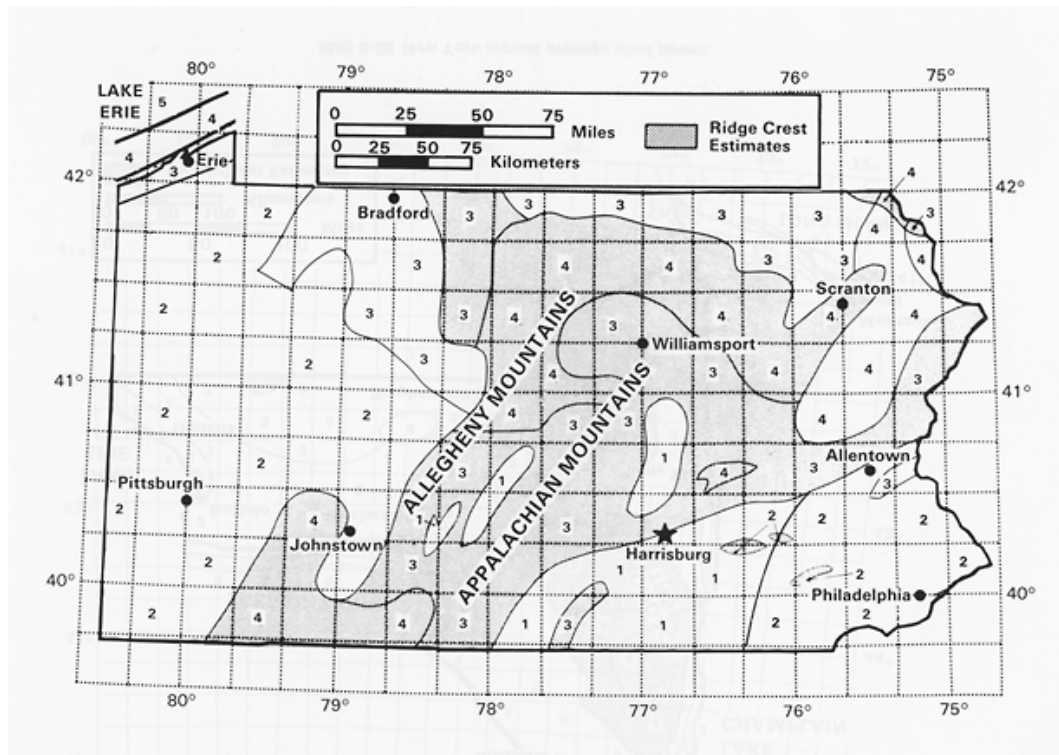


Figure 4.2-3: Wind Energy Potential in Pennsylvania. Wind power classes 3 and 4 are suitable, class 2 is marginal, and class 1 is generally unsuitable. Map credit: National Renewable Energy Laboratory.

Wind power has historically been used in agricultural settings in southeastern Pennsylvania, and advances in turbine and generator efficiency have enabled this source to continue in farm and residential applications. As with solar, improved battery storage technology and cost have increased the capacity to utilize wind power.

State and Federal wind energy tax credit programs for onsite wind power for residential and business application are effective incentives. Regardless, wind energy remains a technologically feasible supplemental power source for this region, although the lifetime costs of installing and maintaining residential scale wind turbines is approximately double that of a comparably sized solar installation (Solarreviews.com).

Section 4.3 *Energy Efficient Construction*

Energy efficient building layout and construction has been part of traditional building practices worldwide since the beginnings of civilization. However, with the advent of industrial age technology that produced cheap and abundant energy and economic systems that conceal costs through externalization, practices changed to favor a consumer-based method of development. The 20th century way of development has needlessly consumed resources, and has resulted in throwaway buildings and landscapes that become blight when their design lives of as little as a few decades is exhausted.

This section explores technologies that reduce the environmental impacts of building and development, while improving livability, durability, and sustainability.

Recent advances in architecture, site planning, and consumer product certification have been created to encourage building and development that is more energy efficient and environmentally benign. Modern techniques in building and energy efficiency can be applied to either new construction or retrofits, resulting in buildings that have zero net energy use or even that produce net positive energy.

LEED Certification

Leadership in Energy and Environmental Design (LEED) Green Building Rating System, developed in 1998 by the U.S. Green Building Council, provides a suite of standards for environmentally sustainable construction. Practices that attain points on the LEED certification scale include such measures as:

- Building siting and orientation to achieve passive or active solar benefit
- Thermal massing
- High performance insulation for walls, roofs, doors, and windows
- High efficiency HVAC and mechanical systems
- Renewable source energy
- Use of recycled and renewable building materials
- Recycling of construction waste and demolition materials

SITES Certification

SITES is a sustainability-focused framework developed in 2009 that encourages landscape architects, engineers, planners, architects and other designers toward practices that protect ecosystems and enhance the mosaic of benefits they provide, such as climate regulation, carbon storage, and flood mitigation. SITES is the culmination of work by leading professionals in the fields of soil, water, vegetation, materials and human health. According to the SITES website, the framework is administered by Green Business Certification Inc. (GBCI), and offers a comprehensive rating system designed to distinguish sustainable landscapes, measure their performance and elevate their value. SITES certification is for development projects with or without buildings—ranging from national parks to corporate campuses, streetscapes to homes, and more. SITES utilizes a points-based system that emphasizes performance objectives over specific practices. Typical measures consistent with SITES certification would include:

- Stormwater water quality and infiltration practices, such as rain gardens, meadows, level spreaders, riparian buffers, green roofs
- Habitat protection and enhancement
- Pervious paving surfaces
- Recycled, locally sourced, and sustainable building materials
- Coordination with mass and multi-modal transit
- Renewable energy
- Water conservation
- Soil management
- Pedestrian accessibility and interconnections
- Operations, maintenance, monitoring, and stewardship



West Laurel Hill's Nature Sanctuary in Bala Cynwyd is a local SITES-certified project. Image source: Green Business Certification, Inc.

Energy Star

Energy Star, created in 1992, is an international standard for energy efficient consumer products including computers, kitchen appliances, buildings, and others. Energy Star certified products typically reduce energy by between 20 and 30 percent as compared to those that are non-certified.

Section 4.4 Recycling, Redevelopment, and Reduced Resource Use

Recycling

Recycling requirements were established by PA Act 101, The Municipal Waste Planning Recycling and Waste Reduction Act adopted in 1988. Waste haulers are required to have recycling programs and collect recycling separate from waste in all municipalities. West Grove collects comingled products weekly, which include paper, glass, plastics, metal and aluminum cans.

The Southeastern Chester County Refuse Authority (SECCRA) disposes of recycling as well as solid waste for West Grove and 23 other municipalities at their landfill in the north end of London Grove Township. Municipal residents and businesses can dispose of yard waste, certain electronics, and other items at the SECCRA landfill.

Opportunities to expand recycling programs should be encouraged, such as composting food waste and converting yard waste to mulch. Neither West Grove nor SECCRA offer composting programs, although opportunities to create such programs should be considered. Facilities could be provided at a designated municipal site. Alternatively, West Grove and neighboring London Grove could develop a multi-municipal agreement to allow residents of both municipalities to participate in food and yard waste composting. Mulch and food compost could be supplied free of charge to residents, and sold to contractors and non-residents.

Reduced Use of Resources

The United States population consumes natural resources at a higher rate per capita than most other countries. Many opportunities exist to reduce the amount of resources used, but often a concerted effort to educate the population is required to help people change habits. Some examples of opportunities to reduce energy use include turning off lights in rooms when not being used, unplugging appliances and electronics when not in use, setting heating system slightly lower in the winter and wearing warmer clothes, washing clothes using cold water, insulating roofs and windows, and installing low-flow plumbing fixtures. Opportunities should be pursued to educate residents and businesses of the Region regarding ways to reduce energy and resource use.

Section 4.5 Transportation Systems

Transportation accounts for nearly 30% of total energy use in the US, and can therefore contribute significantly toward energy conservation efforts. Transportation planning will receive further attention in Chapter 9.

Transportation systems significantly impact energy use in our region. Single-occupancy vehicles account for the vast majority of commuting vehicles and miles driven. As technology and innovation continue to develop, creative alternatives for reducing the miles driven by the single-occupant driver become available. Although West Grove is densely developed and fairly walkable, a range of alternative transportation options must be available to residents travelling outside of the Borough.

Commuting modes of Borough residents have been captured by the 2015-2019 American Community Survey and are shown in the chart below:

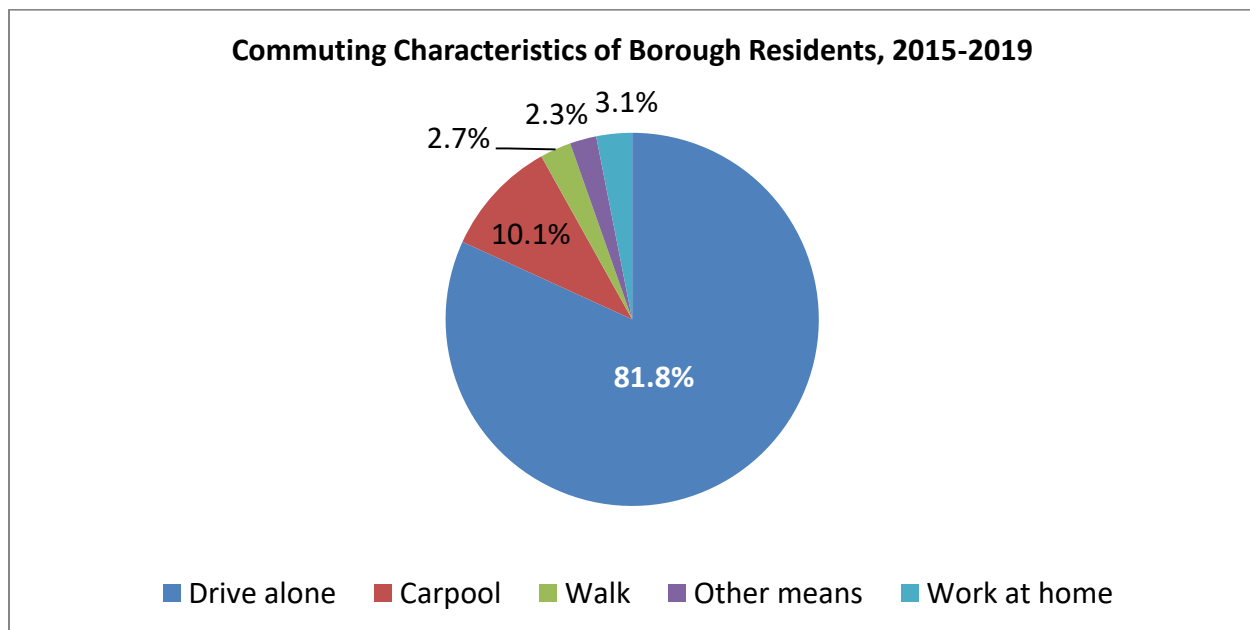


Figure 4.5-1 shows that the overwhelming majority of Borough residents commute by driving alone. (U.S. Census Bureau, 2019)

Transportation Management Association of Chester County (TMACC) facilitates public transit services in the West Grove area. TMACC is a non-profit that was established in 1992 by the Pennsylvania Department of Transportation to serve as a liaison between public sector transportation agencies and the private sector on transportation issues affecting the Chester County business community. TMACC's focus is on Mobility Management and Sustainability through education, advocacy and special programs.

Land Use Planning and Zoning Coordination

Local zoning and land development regulations provide opportunities to establish energy conservation standards and improved transportation systems for new development. Consideration of interconnections for vehicles and pedestrians between existing and proposed development across

municipal boundaries can be required in local ordinances to provide improved opportunities for people to reduce vehicle miles traveled and to choose to walk between businesses that are relatively nearby.

Mixed use development supports energy efficiency and a reduced impact on transportation systems by encouraging a mix of residential, commercial and office development in proximity to one another providing improved opportunities to walk or bike between uses. Live-work building configurations can also reduce vehicle commuting.

Local ordinances can also be amended to require new development to provide bicycle storage and bicycle parking facilities near entrances to buildings. Bicycle parking facilities should be covered to protect bicycles from harsh weather. Pedestrian facilities interconnecting adjacent properties should link new development to existing development.

Mass Transportation Planning and Improvements

Mass transportation in the West Grove area is currently limited to the Chescobus SCCOOT bus route between Oxford and West Chester.

Expanding transit opportunities in West Grove remains challenging, because much of the surrounding area is rural and thus does not lend itself to opportunities for high volumes of riders.

Due to limited funding for mass transit, the amenities associated with bus stops tend to be minimal, further reducing the appeal of choosing transit. Improved amenities such as protected shelters at bus stops, bicycle parking, WiFi on the buses, and more comfortable seating should be considered to increase ridership. Some amenities could be sponsored by the Borough and/or businesses to make transit more appealing.



The SCCOOT Chescobus route is operated by TMACC and serves the West Grove area. Image credit: Chester County Planning Commission (CCPC)

Passenger Rail Service

West Grove was served by passenger rail via the Octoraro line of the Philadelphia & Baltimore Central Railroad from 1860 until 1948¹³. The railroad running through the Borough is now freight-only, operating between East Nottingham and Philadelphia. SEPTA, the Delaware Valley Regional Planning Commission (DVRPC), and Chester County have previously identified the possibility of restoring passenger service to the Octoraro line as an opportunity for long-term study^{14,15}. Service would operate between Chester County and either Wilmington, Philadelphia, or both. However, the line would require

¹³ Shepherd, David. *The Kennett Township Railroad Story*. Retrieved from: <https://www.kennett.pa.us/203/The-Kennett-Township-Railroad-Story>

¹⁴ DVRPC, 1991. *Potential Reuse of Inactive Rail Lines*. Publication No. 91040.

¹⁵ DVRPC, 1997. *Abandoned Railroad Inventory and Policy Plan*. Publication No. 97006.

extensive infrastructure upgrades and new station buildings. As of 2004, this was viewed as a low transit planning priority¹⁶.

Other Publicly Funded Transportation

Although it does not have a fixed daily route, Rover Community Transportation serves Chester County residents traveling within the county. While the service is available to anyone in Chester County, the emphasis is on providing a transportation alternative for Chester County seniors and disabled residents. The Rover transportation service is subsidized for residents who are disabled, senior or who qualify for certain other government assistance programs. Residents who do not qualify for subsidies must pay the full rate, which is dependent on the distance of the trip. Full price rates currently range from \$11.75 (0- 4.99 miles) to \$129.05 (41+ miles). To use Rover, a reservation must be made by 1 PM the day prior to the trip, and routes may include picking up other passengers along the way to a destination. Given the high price for full-rate customers, Rover is more practical for subsidized riders.



Rover Community Transportation offers subsidized transportation for Chester County seniors and disabled residents. Image credit: Chester County Ride Guide

Because Rover has an active fleet of vehicles in the Region, consideration could be given to potential partnerships between the Rover program and local employers to offer shuttle services between population and employment centers.

Ride Sharing/Carpooling

Another opportunity for reducing energy use in the region is ridesharing or carpooling. Ridesharing or carpooling consists of two or more people with similar work schedules riding together to a similar area. Carpooling/ridesharing is typically done in a private vehicle and arrangements can vary from taking turns driving a private car, to compensating a driver for providing a ride. Challenges associated with carpooling/ridesharing including finding another person from your area with a similar commuting pattern and finding safe and secure meeting places from which to travel.

TMACC and the Delaware Valley Regional Planning Commission (DVRPC) offer Share-A-Ride, a carpool matching service for commuters in southeastern Pennsylvania¹⁷. Other ridesharing websites operated by private businesses exist, but without a better understanding by the general public how such an arrangement could work for them, it is often difficult for people to be willing to try such an alternative. Additionally, the closest park-and-ride lot to West Grove is in Lower Oxford Township. Consideration should be given to identifying locations for a park-and-ride lot within the Borough or nearby to better improve opportunities for shared rides. The Borough should also provide information about ridesharing services available to residents.

¹⁶ CCPC, 2004. *Potential Passenger Rail Options Technical Memorandum*.

¹⁷ <https://www.dvrpc.org/SAR/>

Alternative/Multimodal Transportation

Multi-modal transportation refers to a transportation system that involves various modes (walking, cycling, automobile, public transit, etc.) and connections among modes. To encourage use of multimodal transportation alternatives, the points of transition from one mode to another should support an easy, safe transition. This could range from waiting areas protected from harsh weather to adequate lighting and protected seating for people having to wait to adequate parking for cars or bicycles. As technology advances and innovative, energy efficient ways to travel are developed, West Grove should continue to find ways to encourage and support alternative modes of transportation.

Telecommuting

Telecommuting is a work arrangement that allows an employee to conduct work during any part of regular paid hours at an approved alternative worksite, such as at home. As technology improves and telecommuting becomes much more feasible for a wider range of businesses, telecommuting from home is a viable alternative that maximizes energy efficiency by eliminating the need to travel for work on the telecommuting days. The necessity of telecommuting during the COVID-19 pandemic has shown it to be both feasible and advantageous for many individuals and organizations.

Complete Streets

Complete streets is a concept focused on requiring improvements within the public right-of-way to be designed and operated to enable safe access and passage for all users, including pedestrians, bicyclists, motorists and transit riders of all ages and abilities. This concept can be adapted to neighborhoods of varying age and density and with varying transportation needs. Thus, implementing complete street improvements on narrow ROW roads like Evergreen Street and Prospect Avenue may focus on adding pedestrian and transit infrastructure, whereas wider ROW roads like Welcome Avenue could feasibly accommodate bicycle lanes in addition to improved sidewalks.

Consistent with an established, densely built community, West Grove is already largely walkable, with a comprehensive sidewalk network and narrow streets that help to limit vehicle speeds. Additional complete street enhancements would provide residents and employees with choices of alternative forms of transportation and augment quality of life in West Grove. The Borough's existing rights-of-way should be improved with complete street elements where advantageous and feasible.

There are several gaps in the Borough's pedestrian network, in addition to aging and damaged infrastructure. While separate bicycle lanes are delineated on Evergreen Street/Baltimore Pike outside of West Grove, bicycle infrastructure would be limited to "share the road" signage within Borough limits. Evergreen Street is a narrow road with high volumes of vehicle traffic, including trucks and agricultural equipment. Further, the east end of Evergreen Street features a complex, multi-street intersection, as well as 15 mile-per-hour speed limit increase. Additionally, Chester County's 2015 *Baltimore Pike for Everyone* complete streets plan recommends relocated SCCOOT bus stops to reduce running times and to accommodate bus shelters. These conditions need to be addressed to promote safe bicycle, pedestrian, and public transit access.

Municipalities are often challenged by developers requesting relief from certain aspects of complete street requirements due to an anticipated lack of pedestrian, transit or bicycle use. Granting such requests essentially eliminates the possibility of these alternative modes becoming established in the future, so granting such relief should be avoided.

Plug-in and Alternative Fuels

Significant progress has been made with plug-in car technology in the past several years, but challenges continue regarding available public charging stations. According to Plugshare.com, the nearest public charging stations to West Grove are in Penn and Kennett Townships. Without convenient and accessible charging stations, people with electric cars may be less likely to travel to the Borough. West Grove should consider opportunities to provide such stations at the Avon Grove Library and public parking lots, and encourage local businesses and multifamily residential developments to provide charging stations.

Chester County is among the leading counties in Pennsylvania for hybrid and electric vehicle (EV) ownership¹⁸, and this trend will accelerate as more people recognize the numerous advantages of alternative fuel vehicles. Individuals can utilize a number of incentives to switch to hybrid and electric vehicles and significantly diminish both operating costs and carbon emissions. By themselves, EV operation costs are less than half of that of their gasoline-powered equivalents. Coupled with onsite solar and/or electricity purchased from 100% renewable sources, an EV can operate essentially emissions free. PECO and the Pennsylvania Department of Environmental Protection each have substantial rebate programs applicable to new and used hybrid and EV purchases.



Example of an Electric Vehicle

Section 4.6 Electricity Grid

The US electricity grid system is centralized and dependent on a limited number of energy production facilities, utilizing energy sources such as natural gas, nuclear, or coal, which generate large quantities of electricity a long distance from end-users, and results in transmission and distribution inefficiencies. These systems are also vulnerable to interruptions that result in the loss of power to large areas.

In an effort to reduce dependency on a centralized source of energy generation, distributed energy generation is playing a larger role in electricity service. A distributed energy system consists of multiple sources of energy production, both large and small. Sources of energy include wind turbines, solar panels, conventional fossil fuels and nuclear power plants. Transitioning to the distributed energy system provides opportunities for alternative sources of energy when one source becomes unavailable.

Support Modernized Grid

Within West Grove the distributed energy system can be supported by encouraging new development to incorporate energy efficient technologies such as roof-mounted solar into development. Retrofitting existing buildings with solar also adds to the diversifications of the grid system.

¹⁸ Pennsylvania Department of Transportation, 2019. *Annual Report of Registrations*. PennDOT Driver and Vehicle Services website.

Section 4.7 Local Initiatives

There are a number of actions that can be taken on the local level to advance energy conservation. These include regulatory strategies, municipal programs, and model projects.

Local and Community Regulations

West Grove should review local development and building codes to create incentives and eliminate barriers to energy conservation. Incentives could consist of various types of density bonuses for low impact design. Ordinances could be crafted in ways that walk applicants through various components and processes of green building, with established details and methodologies to expedite design and approval.



Residential use of solar PV panels

Further, in order to promote sustainability through resource protection and energy conservation, it is critical that ordinances and rules made by local authorities and community associations do not counter these objectives. The Borough should ensure that ordinance standards based on purely aesthetic or parochial concerns do not create unintended barriers to environmentally conscientious development, construction, or rehabilitation. In addition, where regulations are crafted with the intention of promoting the use of sustainable practices, permitting and cost hardships that would discourage those practices should not be invoked. Finally, community association covenants should be scrutinized to prevent the establishment of arbitrary and counterproductive prohibitions of sustainable practices.

SolSmart is a national designation program that provides cost free technical support to municipalities that want to help develop solar markets by streamlining requirements and through other measures. Communities that meet SolSmart's objective criteria for fostering solar energy development are designated Gold, Silver, or Bronze.

Municipal Programs

West Grove should advocate energy conservation throughout the community. These efforts can take a number of forms:

- Local composting programs or creation of regional programs
- Information gathering and dissemination through printed materials, public exhibits, and web content
- Implementation of sustainable practices at municipal facilities, such as LEED/SITES certification, stormwater/habitat projects, electric vehicle charging stations, and model projects using sustainable materials
- Use of alternative fuel and EV/hybrid vehicles

- Advocacy of multi-modal transportation
- Community fairs and events focused on energy and environmental sustainability
- Coordination with community and regional organizations dedicated to energy conservation

Section 4.8 *Implementation Strategies*

The following strategies, in addition to the policy recommendations in the preceding text, will implement the goals and objectives of the Energy Conservation Plan:

EC-1 Assure that local ordinances promote use of renewable energy (Sections 4.2, 4.6, and 4.7).

Develop provisions to advance renewable technologies with straightforward processes and permitting, and eliminate provisions in the codes that act as deterrents. Emphasis should be placed on promoting solar PV and GSHP development.

EC-2 Advocate use of energy efficient technologies in local building and development codes (Sections 4.3 and 4.7).

Preferred practices should be advanced through simplified permitting and/or fee structures that favor those practices. Eliminate code provisions that prohibit or discourage sustainable building practices.

EC-3 Establish guidelines for community associations to prevent arbitrary prohibitions of sustainable practices (Section 4.7).

Examples are aesthetically motivated prohibitions on solar panels, outdoor clothes lines, landscaping restrictions, etc. that are commonly found in community association covenants.

EC-4 Create municipal resource centers for activities and information on energy conservation (Section 4.7).

Include energy conservation strategies for residents in utility bills or other forms of communication from municipalities to residents. Also, maintain public resource files for grants and technical assistance for energy efficient building, renewable electricity, and EV and hybrid vehicles.

EC-5 Create municipal and/or regional recycling programs (Sections 4.4 and 4.7).

Consider the development of food composting and yard waste facilities.

EC-6 Develop municipal and public institutional projects to serve as models of energy efficient practices for the community (Sections 4.2, 4.3, 4.5, and 4.7).

Examples are sustainable building practices in municipal, school, and other public institutional facilities, EV and high efficiency vehicles, multi-modal transportation and accessibility. Consider adoption of official resolutions to implement 100% renewably sourced electricity usage for municipal uses and facilities.

EC-7 Improve opportunities for residents to carpool (Sections 4.5 and 4.7).

Identify locations that can serve as park-and-ride facilities to better encourage carpooling and ride-sharing in the Region.

On municipal website develop a list of resources for residents interested in ridesharing/carpooling.

EC-8 Provide electric vehicle charging stations at municipal buildings, public facilities, and parking lots, and encourage local businesses and multifamily developments to provide charging stations (Sections 4.5 and 4.7).

Promote a functional Regional EV charging infrastructure.

EC-9 Advocate for statewide community solar legislation (Sections 4.2 and 4.7).

Promote pooling of financial and physical capability to expand accessibility of citizens and businesses to solar energy.

Chapter 5 Housing Plan



A housing plan is intended to meet the needs of present and future residents of the municipality. This may include conservation of presently sound housing, rehabilitation of housing in declining neighborhoods, and the accommodation of expected new housing in different dwelling types and at appropriate densities for households of all income levels.

The plan for housing helps to maintain and shape the type of community the Borough will be in the future. Housing policy influences who lives in the community in terms of ethnicity and economic characteristics. It also affects economic viability by prioritizing a workforce appropriate to local and regional centers of employment. It works in concert with the Land Use Plan to maintain vibrant neighborhoods with a diversity of housing types. The Housing Plan is thus an essential part of establishing and sustaining a healthy and dynamic community of neighborhoods.

Section 5.1 *Housing Plan Goal and Objectives*

Maintain a range of housing opportunities in appropriate areas to meet the needs of all West Grove residents, regardless of household size, age, and/or income.

This goal is to be advanced through the pursuit of the following specific objectives:

1. Manage new/redevelopment so it complements existing neighborhoods.
2. Encourage housing as a component of mixed-use development in and around the town center.
3. Support a diversity of housing options for residents.
4. Maintain, preserve, and revitalize West Grove's existing neighborhoods, particularly its older housing stock, and create new residential opportunities that maintain it as a community of choice for homeowners and renters.
5. Ensure opportunities for quality affordable housing, including affordable senior housing.
6. Utilize incentives and regulatory tools available to ensure landlords maintain quality rental housing.

Section 5.2 *Existing Housing Characteristics and Current Trends*

West Grove Borough incorporates housing patterns that tend to more urban in the central portion of the Borough and transition outward in a more suburban pattern along the periphery of the Borough. The Borough residential districts are nearly built-out, or under development, with the exception of three larger parcels totaling less than 13 acres. The following discussion of housing characteristics and trends helps to set the foundation for housing priorities for the coming years.

Current Housing Data

Housing Unit Types

Approximately 67 percent of the housing units within West Grove are single family detached units, another 21 percent of the housing units are townhomes with the remaining 12 percent of dwelling units in multifamily dwelling arrangements. Compared to surrounding London Grove Township, and consistent with its denser urban form, West Grove has a lower percentage of detached single family housing and higher percentages of attached and multifamily housing. London Grove also has a significantly greater percentage of mobile home units than West Grove. Nearby Avondale Borough has a smaller percentage of single-family detached housing, and much greater percentage of multifamily dwellings than West Grove.

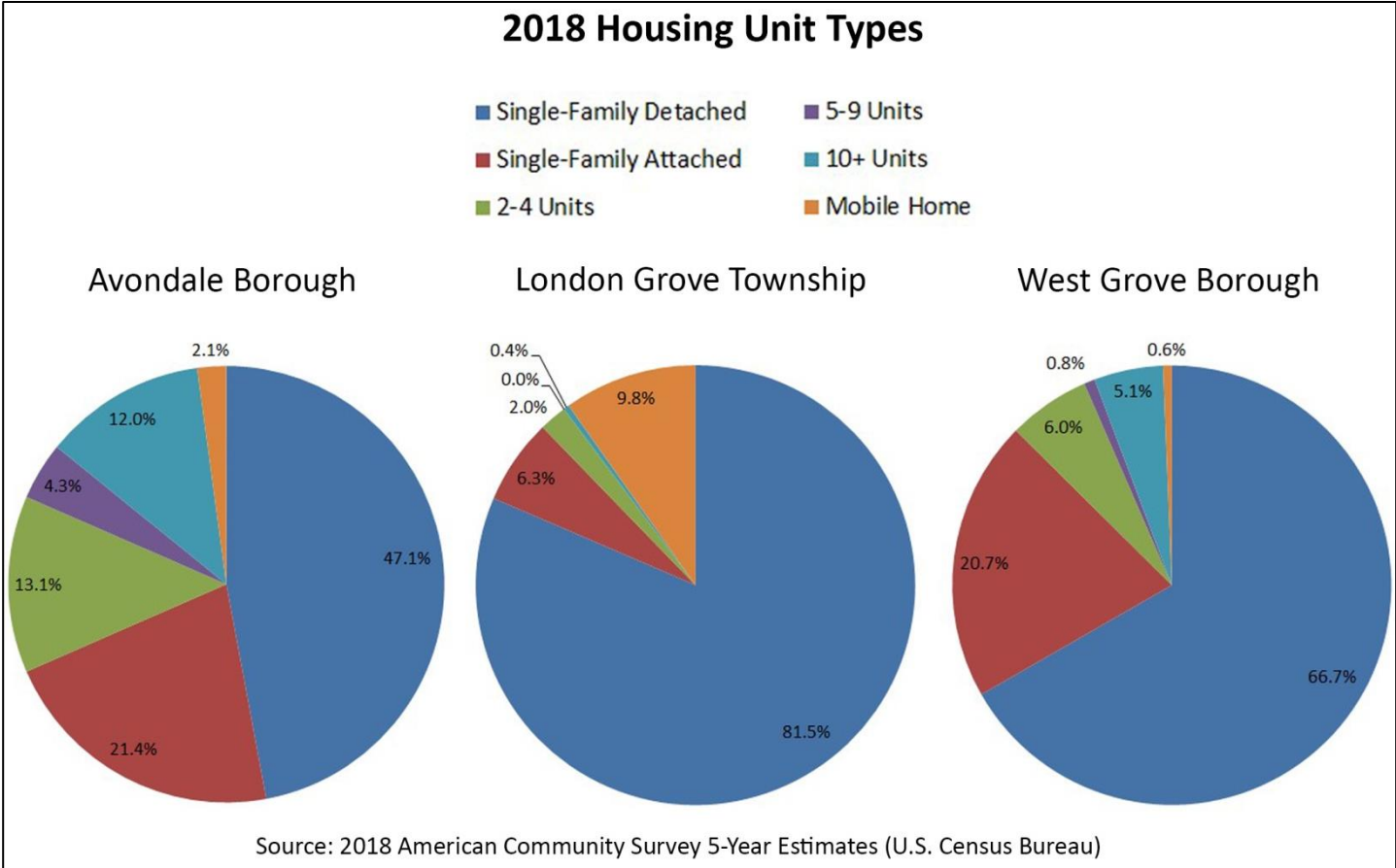


Figure 5.2-1: Comparison of Housing Types between West Grove and adjacent municipalities, 2018

Housing Unit Types

| Municipality/ Year | Total Units | Single- Family Detached | % SFD Units | Single- Family Attached | % SFA Units | 2-4 Units | % 2-4 Units | 5-9 Units | % 5-9 Units | 10+ Units | % 10+ Units |
|--------------------------|----------------|-------------------------------|----------------|-------------------------------|-------------------|--------------|----------------|--------------|----------------|--------------|----------------|
| West Grove 2018 ACS | 943 | 629 | 66.7% | 195 | 20.7% | 57 | 6.0% | 8 | 0.8% | 48 | 5.1% |
| Avondale 2018 ACS | 374 | 176 | 47.1% | 80 | 21.4% | 49 | 13.1% | 16 | 4.9% | 45 | 12.0% |
| London Grove 2018 ACS | 2,650 | 2,159 | 81.5% | 166 | 6.3% | 54 | 2.0% | - | 0.0% | 11 | 0.4% |

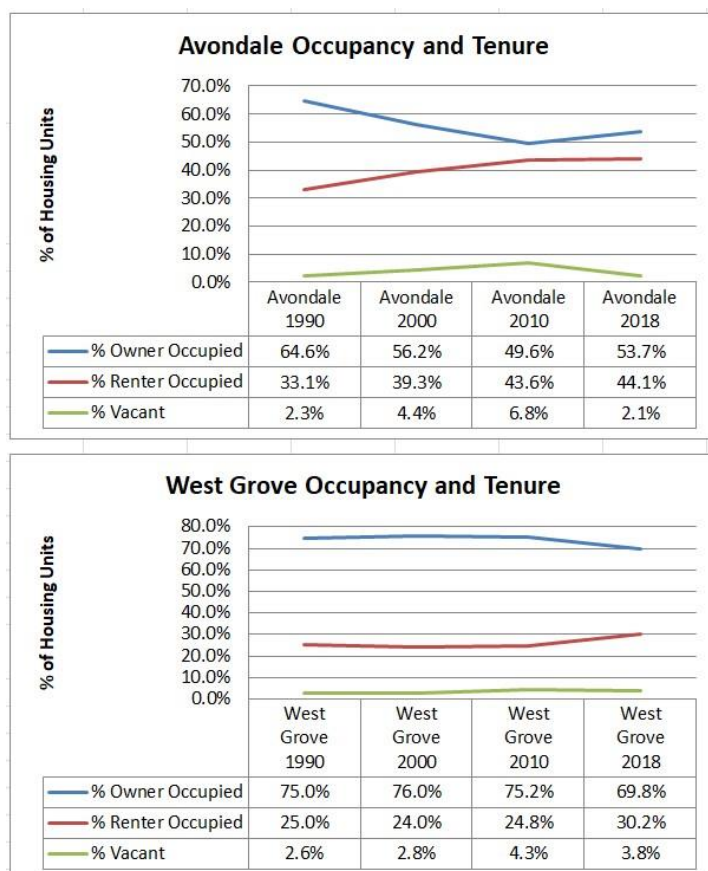
Table 5.2-1: Comparison of Housing Types between West Grove and adjacent municipalities, 2018 (U.S. Census Bureau)

The single-family detached dwellings just south of the Town Center tend to be smaller homes on smaller lots moving outward from the Town Center the single-family detached housing and lots tends to increase in size. The Borough has seen a concentration of townhome neighborhoods in the southeast quadrant of the Borough with large areas of open space surrounding these developments. The open space is controlled by homeowner's associations. The multifamily housing tends to be concentrated near the Town Center, with many of the units within mixed use buildings.

Housing Unit Occupancy and Tenure

Owner-occupied housing has historically made up approximately 75 percent of overall unit occupancy in West Grove, and remains strong today. However, according to 2018 data, this proportion has dropped by about five percent to 70 percent. 2020 Census data is needed to indicate whether this is the beginning of a downward trend in homeownership in favor of renter-occupied housing. By contrast, Avondale Borough's housing tenure exhibits a steady rise in renter-occupied units, and an owner-occupied rate that has fluctuated significantly, from a high of 64.6% in 1990, to a low of less than 50% in 2010, and back up to nearly 54% in 2018.

With its combination of good schools, favorable job market, and relatively low tax rates, vacant housing has not been a significant problem in West Grove Borough. Unit vacancy rates are slightly higher than that of nearby Avondale Borough (3.8% as opposed to 2.1% in 2018), but West Grove's housing occupancy rates have not exhibited as much fluctuation as in Avondale, which saw a vacancy rate high of 6.8% in 2010.

**Figure 5.2-2: Comparison of Housing Occupancy and Tenure Trends over Time (U.S. Census Bureau)**

Housing Growth and Age of Units

Prior to 1940 the Borough of West Grove consisted of just 219 dwellings. Between 1940 and 1969 the Borough saw that number grow by 415 units, most likely the result of post WWII suburban development. Between 1970 and 1999 the Borough saw another 225 dwelling units constructed, resulting in the construction of approximately 91 percent of the existing housing by 2000. Since 2000, there have been limited opportunities for large scale residential development within the Borough leaving just 9 percent, or 84 units constructed since 2000.

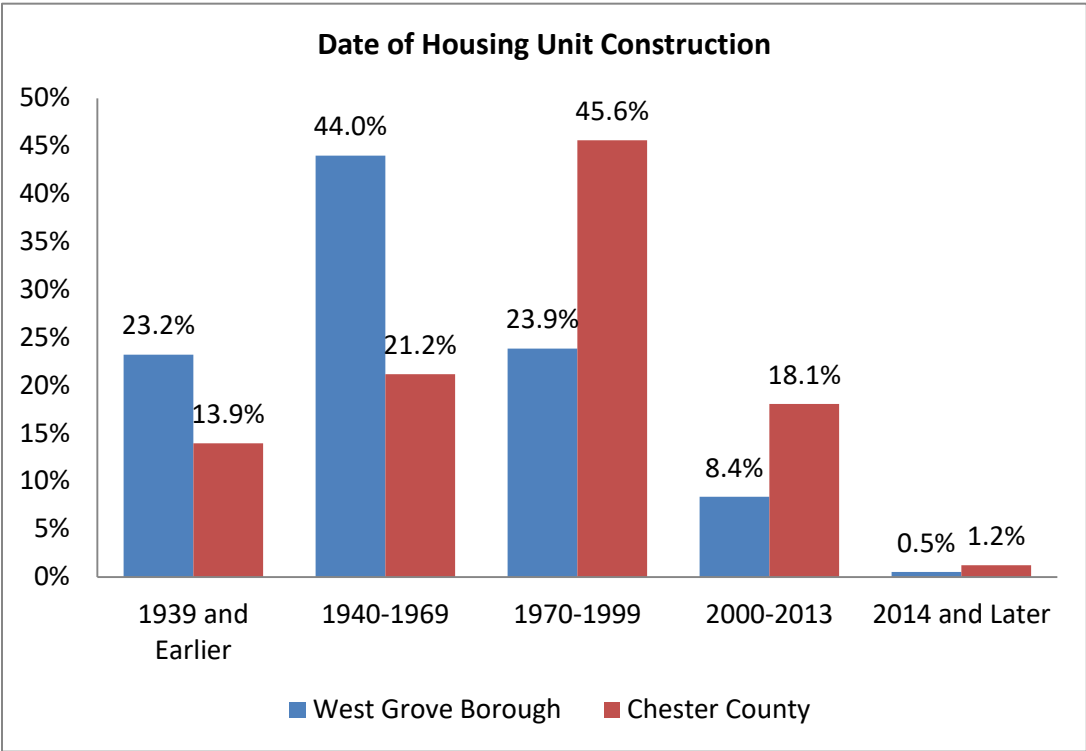


Figure 5.2-3: Date of Housing Construction (Source: *Selected Housing Characteristics*, American Community Survey, U.S. Census Bureau)

With 40 townhomes now under construction on the property at the southeast corner of Willow Street and S. Guernsey Road, the remaining vacant residential parcels total approximately 16 acres.

The high quality of schools and robust regional economy have been consistent stimulators of residential growth in the Region, which is likely to keep pressure on the remaining vacant parcels and housing availability in West Grove due to its relative affordability.

West Grove will also need to consider its aging housing stock given that two-thirds of the housing stock is fifty years of age or older. These buildings present unique opportunities and challenges. These older buildings contribute to the area’s unique sense of place and historic character, and should be reused wherever possible as opportunities allow. However, plans for repurposing these buildings should balance historic significance with safety concerns and the maintenance needs pertinent to older structures.

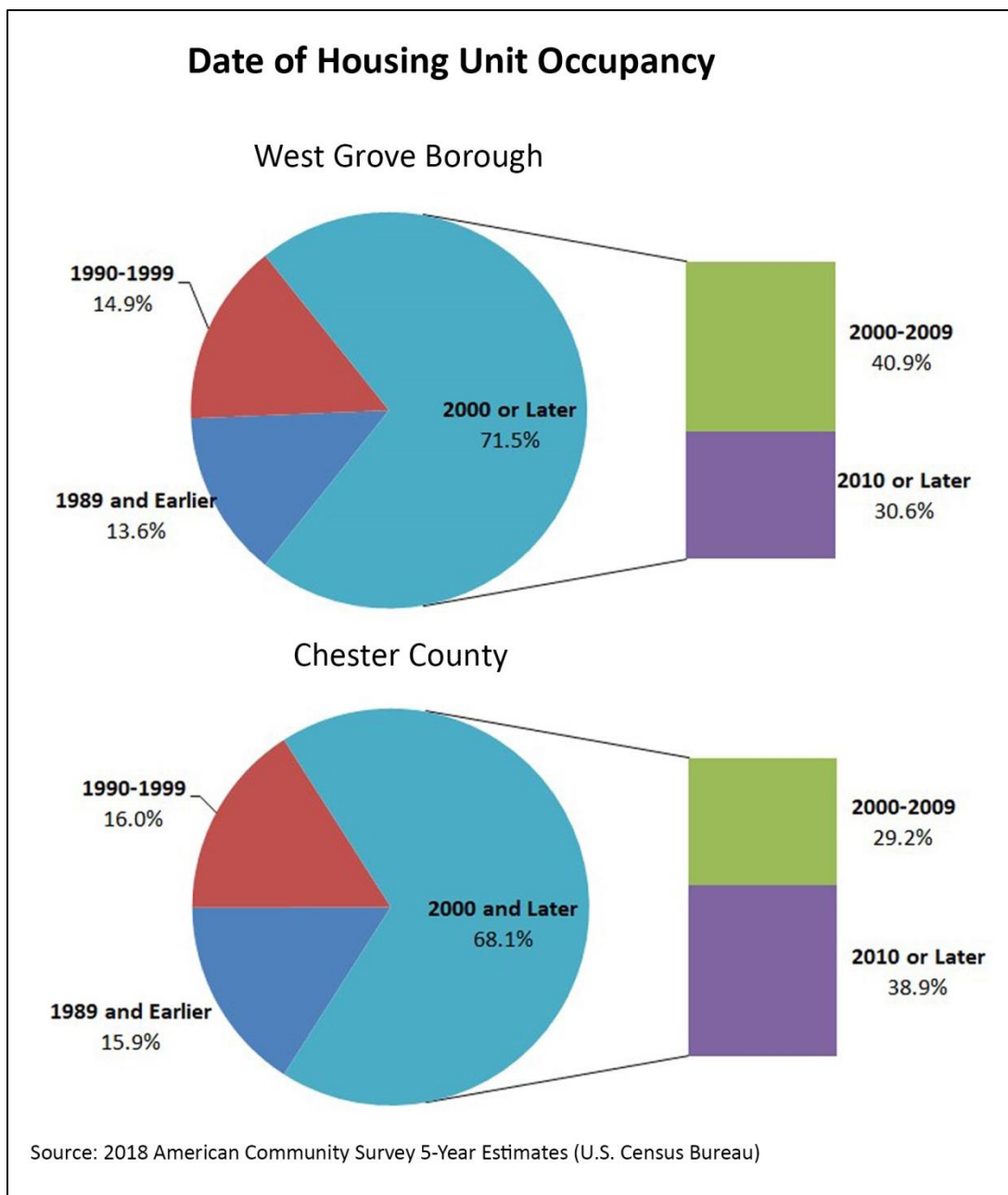


Figure 5.2-4: Date of Occupancy by Current Household (U.S. Census Bureau, 2018)

Changes in Occupancy

West Grove's population is a fairly dynamic one, with approximately 14 percent of current residents residing in their dwelling prior to 1990, and another 15 percent residing in their residence prior to 2000. This means that approximately 71 percent of all housing units changed occupants since 2000. This is likely due to the general affordability of residences within the Borough. The occupancy rates for the period prior to 2000 tends to be relatively similar to Chester County rates, but interestingly the occupancy rate for the period 2000-2009 was approximately 11 percent higher than the County rate, but then after 2010 this proportion switched. This appears to indicate a stability in occupancy prior to

the Great Recession, but then after the Great Recession there was a significant change in occupancy, which may be reflective of an increased immigrant population.

The following tables show a significant change in the racial composition of West Grove since 1990. Particularly noteworthy is the increase in residents who are Hispanic or Latino. Given this shift in household composition, there may be unique housing demands that should be taken into account when implementing the Housing Plan.

West Grove Borough Racial Composition

| | Percent 2018 ACS | Percent 2010 Census | Percent 2000 Census | Percent 1990 Census |
|----------------------------------|-----------------------------|--------------------------------|--------------------------------|--------------------------------|
| Total population | 2846 | 2854 | 2652 | 2128 |
| One race | 98.5 | 97.5 | 97.3 | - |
| Hispanic or Latino (of any race) | 44.3 | 35.2 | 17.0 | 2.7 |
| Mexican | 36.3 | 31.5 | 12.5 | - |
| Puerto Rican | 4.4 | 2.9 | 2.4 | - |
| Other Hispanic or Latino | 3.6 | 0.8 | 2.1 | - |
| White alone | 50.0 | 42.8 | 64.4 | 84.0 |
| Black or African American alone | 4.9 | 6.0 | 8.4 | 12.0 |
| Native American | 0.0 | 0.8 | 0.4 | 0.0 |
| Asian | 0.0 | 0.8 | 0.0 | 0.2 |
| Other | 0.0 | 14.4 | 9.8 | 1.1 |
| Two or more races | 0.8 | 2.5 | 2.7 | - |

Table 5.2-2: Racial Composition

Occupants per Household

The number of occupants per household gives some indication of patterns of residential density and may be used to help direct planning for various government services and general economic growth. The average household size of owner-occupied units in 2018 is estimated to be 2.95, which is slightly higher than the overall Chester County average of 2.77. Particularly noteworthy is the average household size of rental occupied units. In West Grove the average household size of owner-occupied units in 2018 is estimated to be 3.58 compared to a County rate of 2.30. West Grove continues to be a community that is attractive to families and this appears to indicate the general affordability for families.

Household Income

The following chart provides an overview of the general financial characteristics of homeowner occupied units vs. renter occupied units. These numbers help provide a picture of residents' ability to purchase homes. The median income of renter occupied households tends to be approximately 58 percent of that of owner-occupied households. So, while the median home value in West Grove remains significantly lower than the median home value of the County, homeownership still remains out of reach for many renters within the Borough.

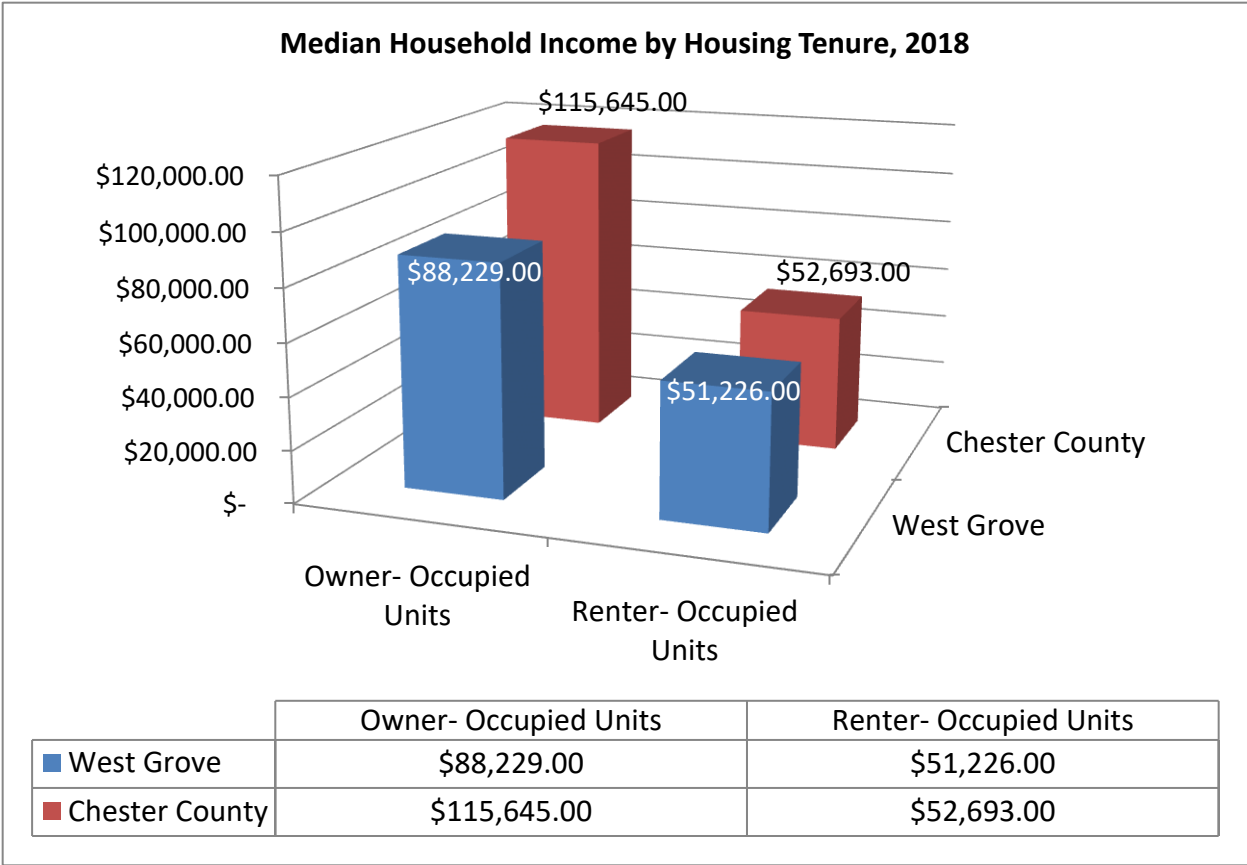


Figure 5.2-5: Median Income of Renter-Occupied vs. Owner-Occupied Households by Municipality (U.S. Census Bureau)

Impact of the Great Recession

While the Great Recession of 2007-2009 dramatically altered the nature of housing growth in southeast Pennsylvania and the Nation, the overall impact on West Grove is difficult to know entirely. However, it does appear that the Borough saw a significant increase in occupancy change after 2010 and a drop in owner-occupied housing by approximately five percent.

Overall, it appears that the Borough’s housing market has remained strong and recovered quickly due to the community having been predominantly built-out at the time of the Recession with a relatively high rate of owner-occupancy and the community has traditionally been a relatively affordable community in this area of the County.

Some general changes that have been seen throughout the County following the Great Recession that may be affecting West Grove is a renewed interest in revitalizing older boroughs with underutilized housing and mixed-use opportunities. Additionally, demand for rental housing appears to have increased throughout the County and is anticipated to continue to remain in demand.

Significant New Developments and Trends

West Grove has one significant development underway at the southeast corner of Willow Street and S. Guernsey Road known as Fuller Meadows. The development is approved for the construction of 40

townhomes to be constructed through the Habitat for Humanity program, all of which will be owner-occupied. As of 2021, five of the dwelling units had been constructed with the remaining units anticipated to be constructed in the coming months. However, due to the COVID-19 pandemic, progress has been slowed.

The Borough does not have any dedicated senior housing communities. As the population continues to age, the Borough may want to consider proactively encouraging the development of a senior housing development on one of the remaining vacant residential properties within the Borough. There are a number of senior living facilities in Oxford, approximately 10 miles from West Grove. Other age-restricted communities are being constructed in the surrounding townships, but these developments tend to cater to those seniors of higher affluence. The demand for senior housing is expected to continue as older residents of the region wish to remain within their community and close to family members.

Housing Demand and Growth Projections

Housing growth projections must be tempered due to the limited availability of land and the zoning. The number of potential dwelling units based on existing zoning is estimated to be 23 dwelling units in addition to the 40-unit development underway. While family and household sizes are falling on a regional basis, household size in West Grove appears to be holding steady, with only a slight decrease since 2000. Given the affordability of West Grove, the high-quality school district and the limited availability of housing, it is anticipated that West Grove will remain in high demand for housing for families.

Section 5.3 Sustainability

The Housing Plan aims to enhance neighborhoods sustainability. This includes considerations of location and accessibility, density, construction methods, energy use and efficiency, and the strengthening of existing communities.

Development and Redevelopment Focused on Existing Neighborhoods

There are limited opportunities for new residential development unless it entails demolition of existing buildings and construction of replacement dwellings. This approach is generally less desirable than focusing on maintaining and improving existing housing stock and adaptive re-use of historic buildings, which is far less resource intensive. New housing should occur primarily as infill on the few remaining vacant residential parcels and be designed to maintain neighborhood scale and character.

Policy Recommendations:

The three remaining large parcels that are zoned residential should be assessed in more detail regarding preferred development for these areas. The Borough could reach out to the property owners to determine their interest in future development and conduct workshops with the Planning Commission to discuss potential development opportunities and possible zoning updates to encourage desired types of development.

West Grove has an opportunity to build on recent revitalization within the Town Center. New mixed-use opportunities within the Town Center could accommodate significantly more residential development than currently anticipated, but it needs to occur in such a way as to complement the

Town Center and surrounding neighborhoods. Additional considerations for mixed-use development in the Town Center include:

- Concentrate housing in walkable mixed-use areas.
- Link housing and public/commercial amenities and with a comprehensive sidewalk system.
- Provide pedestrian amenities at the bus stop, assure that it is placed in a highly functional and central location, and advocate for more frequent service.
- Coordinate housing development with routes for bicycling. Where appropriate, provide connections to existing and proposed bike routes and multi-use trails, and participate in extending the system where possible.

Adaptive re-use of historic structures converted to serve contemporary residential, office, and commercial needs will help to offer a wider variety of housing opportunities, while also supporting the Town Center businesses. As the limited remaining residentially zoned land becomes developed, the Borough may experience additional residential pressure in areas that may be under-utilized commercial and industrial. Consideration should be given to whether this is an acceptable alternative in the face of development pressure, or if the Borough prefers to maintain the limits of its commercial and industrial districts.

Sustainable Building Practices

Energy and resource efficient materials and methodologies described in Section 4.3 of the Energy Conservation and Sustainability Plan should be incorporated to retrofit existing housing and to construct new housing. This will result in housing that is more affordable from an operational standpoint while having dramatically reduced environmental impact.

Section 5.4 *Housing Affordability*

Affordable housing is typically defined in terms of median household income. A primary indicator used to determine affordability of housing is the measurement of the percentage of the population that is paying 30 percent or greater of their household income toward housing costs. As the percentage of the population spending 30 percent or more of their income on housing expenses increases over time, housing is considered to be less affordable.

Housing Cost Relative to Income

| | Median home value | Owner cost 30%+ of income | Median rent | Gross rent 30%+ of income |
|----------------|--------------------------|----------------------------------|--------------------|----------------------------------|
| West Grove | \$208,900.00 | 34.1% | \$1,140.00 | 44.2% |
| Chester County | \$347,000.00 | 26.3% | \$1,287.00 | 45.9% |

Figure 5.4-1 Comparison of Housing Cost Relative to Income for West Grove and Chester County

According to the 2012 *Pennsylvania Housing Availability and Affordability Report* produced by the Pennsylvania Housing Finance Agency, housing trends in the marketplace include:

- A trend toward lower homeownership rates
- Data showing that more people are renting

- Indications that rents are increasing due to greater market demand, and
- Evidence of an increasing need to provide affordable housing options for the state's residents – of particular importance for an aging population.

As discussed throughout this chapter, West Grove Borough offers a wide selection of affordable housing for this region of Southern Chester County. Based on census data it appears that the Great Recession may have resulted in more rentals and a higher rate of ownership change, but the Borough housing remains in high demand due to its more affordable price-points.

Housing affordability continues to be a challenge throughout the region, particularly as the economy emerges from the Covid pandemic. Home values and rents are continuing to increase. The result is that more people must dedicate a higher percentage of income to housing, or leave the region to find affordable housing elsewhere. The COVID-19 pandemic has magnified problems with housing affordability regionally, just as it has on the national level. The Borough will need to monitor the housing situation and possibly adapt services and priorities as needed.

The Borough has not seen an issue with homelessness in the community, but continued vigilance is important because for many, income is not keeping pace with the cost of living in some of the communities.

In addition to the proportion of households paying 30 percent or greater of income for housing expenses, another indicator of housing affordability is the proportion of owner-occupied units compared to renter-occupied units. Traditionally, a higher, steady rate of owner-occupied units reflects a relatively affordable housing market. However, studies are finding that younger adults are placing a lower priority on home ownership and prefer to rent, partially due to the flexibility it affords them. As the Town Center revitalizes, the Borough may see more young people interested in moving to the Town Center. Overall, the proportion of the Region's population spending 30 percent or more of household income on housing is increasing, particularly for residents in rental housing. This will continue to be a challenge for West Grove.

Existing Affordable Housing Developments and Funding

Within the Borough of West Grove there are no existing developments that provide public housing to tenants. A publicly funded housing alternative is the Section 8 Housing Choice Voucher Program, which is a federally funded government program administered locally by public housing agencies to assist very low-income families, the elderly, and the disabled. The housing choice voucher program allows participants to choose any housing that meets the requirements of the program. In Chester County the **Housing Authority of the County of Chester** (HACC) administers the housing choice voucher program. At this time, it is unclear if there are many vouchers being used within the Borough.

In addition to government housing programs, there are local nonprofit organizations and churches that provide housing assistance to people in need.

Proposed Affordable Housing Developments

The development currently under construction at Willow Street and South Guernsey Road is a Habitat for Humanity project that upon completion will have 40 owner-occupied affordable housing units. This provides a significant opportunity for home ownership for many residents who might not otherwise be able to afford it.

Affordable Housing Initiatives

Other than the Habitat for Humanity project, affordable housing initiatives have been limited in West Grove and more concentrated in Oxford Borough located approximately 10 miles to the west. As affordability becomes a bigger issue throughout the region, West Grove may experience more pressure for affordable housing development on the remaining vacant parcels. The Borough should consider the types of developments they would like to encourage on developable lots and candidate properties for redevelopment.

As the region continues to see housing become less affordable, the Borough will be challenged with balancing the demand for affordable housing while also ensuring that a range of housing options remain within the community so that residents do not have to move out of the community to be able to “move up” in their housing choices.

West Grove Borough remains a relatively affordable community within the region thanks in part to its higher density and older housing stock. As households continue to struggle with housing affordability, the Borough may see changes to household composition such as more shared housing scenarios. The Borough will want to ensure that municipal regulations are in place to support creative housing arrangements, but that also ensure that overcrowding does not become an issue. The Borough may also begin to see people looking to downsize and stay within West Grove. Encouraging housing options to meet these demands will help maintain a diverse population within the Borough.

Policy Recommendations:

The following strategies would help to address demand for affordable housing:

- Enforce building code quality standards for housing.
- Establish coordinated mechanisms between local agencies, landlords, and residents to allocate affordable housing resources.
- Establish an ownership education program to help renters become homeowners, utilizing resources of Chester County Department of Community Development, Habitat for Humanity, and La Comunidad de Hispana.
- Consider amending ordinances to include the following:
 - allow broader application of accessory dwellings in association with existing single-family dwellings
 - Utilize incentives to promote live-work units and dwellings above ground floor commercial uses.
 - Evaluate the zoning ordinance standard minimum residential unit size of 850 square feet, which may be excessive for single or two person occupancy
- Include links on municipal websites for organizations that provide housing assistance.

Quality of Rental Units

As buildings have been converted from single family, business, or other uses to multifamily, the quality and basic habitability of residential dwellings has not been uniformly high. Some of the conversions have utilized substandard construction practices, have a poor outward appearance, and the properties are not maintained and kept clean. As a result, rental tenants are ill-served, and downward pressure is exerted on the quality of nearby neighborhoods.

Policy Recommendations:

West Grove should help to assure a consistent and high standard of quality for its resident renters with an enhanced system of permitting, inspections, and incentives or penalties to promote compliance. This should involve a checklist of safety, habitability, and aesthetic standards; annual inspections; and penalties for noncompliance. The following strategies include incentives and penalties that could help the Borough to maintain a high quality standard for its rental housing stock:

- Connect property owners with sources of grant or other funding to assist with necessary upgrades
- Issue visible municipal awards for properties that consistently meet or exceed high standards
- Establish a tiered inspection and/or rental occupancy fee structure based on violations history
- In cases of extreme violation, rental occupancy permits could be denied or revoked

Section 5.5 *Implementation Strategies*

Given the limited opportunities remaining for new residential development within the Borough, this Housing Chapter serves to guide future housing on the key remaining properties, while supporting the preservation and revitalization of existing neighborhoods.

Because of relative affordability of housing in the Borough compared to surrounding municipalities, the rental housing appears to be in high demand and housing units for sale tend to sell quickly. This trend is anticipated to continue into the foreseeable future given the more expensive development occurring in surrounding municipalities. The housing stock in West Grove is expected to remain a more affordable option within the region. However, as prices continue to rise in the areas surrounding the Borough, increased demand for affordable options may cause prices to rise in West Grove.

The following strategies, in addition to the policy recommendations in the preceding text, will implement the goals and objectives of the Housing Plan:

H-1 Evaluate and amend zoning regulations to allow mixed use buildings including residential by right in and around the Town Center to support the non-residential land uses and provide a diverse mix of housing options (Section 5.3).

Coordinate housing policy and regulation with the Future Land Use Plan in order to accommodate population growth and a revitalized town center.

H-2 Create zoning and permitting incentives to facilitate infill development, rehabilitation, and adaptive reuse of dwellings in existing neighborhoods (Section 5.3).

Utilize density bonuses that allow landowners increased numbers of units or building/impervious square footage or building height for desired infill development in targeted areas. In addition, development that achieves desired revitalization objectives could receive relief on setbacks and streamlined permitting.

Allow accessory dwellings on single-family dwelling lots with adequate supporting infrastructure.

H-3 Coordinate with Council and owners of remaining vacant residential parcels to identify preferred development on these remaining parcels (Section 5.3).

H-4 Amend zoning provisions to incentivize creative solutions to regional housing affordability challenges (Section 5.4).

Incentives similar to those listed in Implementation Strategy H-2 could be employed to promote development that creates diverse and accessible affordable housing options. In addition, the Borough's minimum residential unit size of 850 square feet should be evaluated in the context of affordable housing.

H-5 Encourage proper upkeep and maintenance of rental properties (Section 5.4).

Utilize inspections, incentives, and penalties to encourage landlords to maintain rental housing in accordance with the applicable regulations.

H-6 Encourage home ownership and owner occupancy (Section 5.4).

Encourage home ownership opportunities throughout West Grove, including Borough sponsorship of home-buying workshops or other similar programs to support the transition of interested residents from renter to homeowners.

Develop a welcome package of information for new homeowners geared toward first-time homeowners.

H-7 Work with the Chester County Planning Commission’s Housing Choices Committee and other local and regional organizations to generate creative and practical solutions to housing affordability (Section 5.4).

Chapter 6 Economic Development Plan



The Economic Development chapter looks at the existing and projected conditions and characteristics of West Grove Borough to identify opportunities to strengthen the commercial and industrial areas of the Borough to better serve the residents and customers, and also to enhance the overall economic status of the community. The Economic Development chapter is intended to be a tool for a community to help guide it as it responds to the ever-changing regional economy.

A municipality can positively influence economic development by directing fiscal, social and physical resources in a manner set out through a comprehensive planning process that helps the community achieve its established goals and objectives. Economic development also focuses on important aspects of a community provided by the private sector such as job creation, businesses that serve residents, and healthy residential neighborhoods that further support businesses and a desirable quality of life.

Planning is essential to effectively maximize revitalization efforts. Supporting the integration of uses, place-making, lifestyle pursuits will support the growth of potential business sectors within West Grove Borough.

Section 6.1 *Economic Development Plan Goal and Objectives*

Support West Grove Borough economic opportunities within the Town Center and in the commercial and industrial areas.

This goal is to be advanced through the pursuit of the following specific objectives:

1. Support revitalization of West Grove Borough's Town Center as a cultural and commercial destination for residents of the Borough and the region.
2. Utilize principles of place-making to promote a vibrant mixed use and commercial Town Center.
3. Coordinate with property owners of under-utilized commercial and industrial properties in West Grove to encourage incubator industry and technology/commercial opportunities.
4. Promote opportunities to establish small-scale office space within walking distance of the Town Center to support remote workers who are no longer commuting to a central office, but need work space out of the home.
5. Promote opportunities to link into the larger cultural/agricultural tourism of southern Chester County.

Section 6.2 Regional Economic Conditions

West Grove Borough is primarily a residential bedroom community, but much of traditional town center remains intact and has the potential to be a vibrant economic hub. The Town Center has a strong core of businesses that can be supplemented with new establishments to strengthen the Town Center. Within the Town Center area, there is the potential to have additional active commercial uses in several underutilized properties.

The Borough also has industrial area with underutilized buildings and land. The industrial area is dominated by an active PECO facility along with another manufacturing company. A large vacant industrial building has the potential to be repurposed for smaller scale industry, if it is structurally sound.

Income Characteristics

The median household income in West Grove Borough in 2018 is approximately 66 percent of the median household income of Chester County, and the overall percentage of households below the poverty line is 7 percent, which is lower than Chester County at 10 percent. The Borough has a relatively high percentage of households with lower income, but more than half of the Borough households have a middle income ranging from \$50,000 to \$150,000.

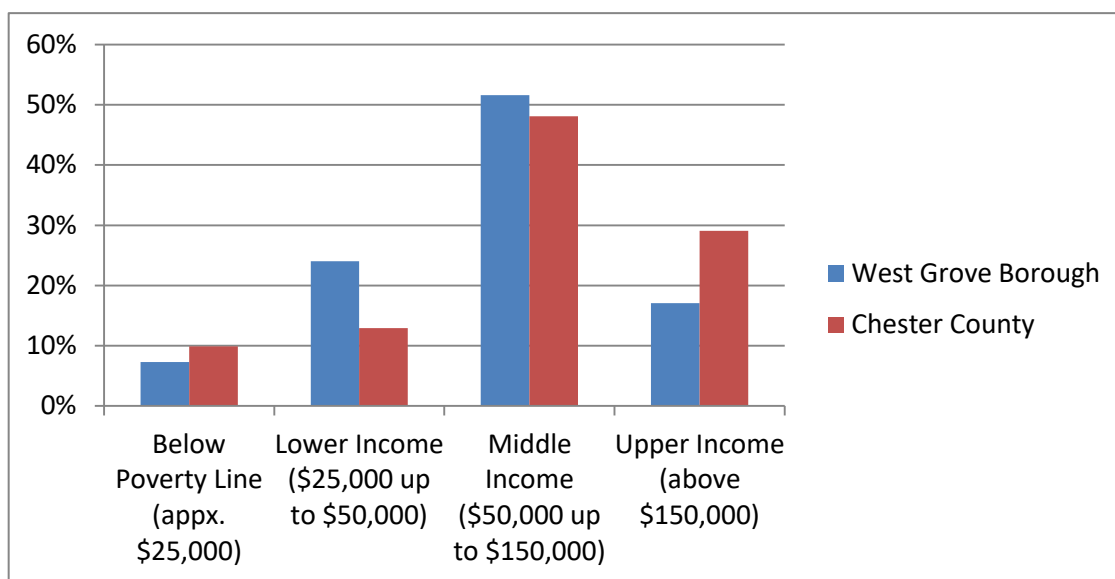


Figure 6.2-1: Household Income in West Grove compared to Chester County (Source: Selected Economic Characteristics, American Community Survey, 2018. U.S. Census Bureau)

Employment Data

The average unemployment rate for West Grove Borough in 2018 was estimated at 5.1 percent, which was slightly higher than the estimated 2018 Pennsylvania unemployment rate of 4.3 percent and the estimated national unemployment rate of 3.9 percent. The following table provides the breakdown of employment status by gender for 2018.

| Municipality | Total population | | Employed | | Unemployed | | Not in labor force | |
|--------------------|------------------|--------|----------|--------|------------|--------|--------------------|--------|
| | Male | Female | Male | Female | Male | Female | Male | Female |
| West Grove Borough | 1,056 | 1,156 | 81.6% | 72.6% | 3.1% | 2.0% | 15.2% | 25.4% |

Table 6.2-2: 2018 Employment Status (DVRPC)

The following table provides the employment forecast for West Grove from 2015-2045. The forecast estimates that as of 2020 there are 719 jobs, with an additional 89 jobs estimated by 2030.

DVRPC Employment Forecast

| Municipality | 2010 Employment | Employment Forecast Estimates (by year) | | | | | | | Absolute Change 2015 - 2045 | % Change 2015 - 2045 |
|--------------------|-----------------|---|------|------|------|------|------|------|-----------------------------|----------------------|
| | | 2015 | 2020 | 2025 | 2030 | 2035 | 2040 | 2045 | | |
| West Grove Borough | 653 | 674 | 719 | 763 | 808 | 848 | 881 | 907 | 233 | 34.57 |

Table 6.2-3: Regional Employment Forecast through 2045 from DVRPC

* Population and employment projections through 2030 are of relevance to this Comprehensive Plan. Although DVRPC projections run through 2045, projections over extended time become progressively more speculative. Further, a municipality's capacity to absorb projected population may be affected by factors not accounted for in projections, such as environmental constraints, zoning or infrastructure limitations, or increased land preservation.

The following table shows a summary of the occupational breakdown of West Grove Borough by employment sector. The top occupational categories include the following, all of which increased since 2000, with agriculture showing the strongest gains.

- educational services, health care and social assistance,
- agriculture, forestry, fishing and hunting, and mining,
- professional, scientific and management, and
- Manufacturing

Employment Sectors

| Industry | West Grove Borough 2018 | West Grove Borough 2000 | Chester County 2018 | Chester County 2000 |
|--|----------------------------|-------------------------------|---------------------------|------------------------|
| Educational services, and health care and social assistance | 18.1 | 21.2 | 22.2 | 19.8 |
| Agriculture, forestry, fishing and hunting, and mining | 14.6 | 8.2 | 2.7 | 2 |
| Professional, scientific, and management, and administrative and waste management services | 13.5 | 10.1 | 16 | 13.8 |
| Manufacturing | 10.9 | 9.4 | 10.8 | 14.8 |
| Retail trade | 9.9 | 12.8 | 10.1 | 11.2 |
| Construction | 8.3 | 5.5 | 5.5 | 5.6 |
| Finance and insurance, and real estate and rental and leasing | 7.1 | 7.3 | 10.9 | 10 |
| Arts, entertainment, and recreation, and accommodation and food services | 7.1 | 8.3 | 7.6 | 5.4 |
| Transportation and warehousing, and utilities | 3.7 | 6.6 | 3.2 | 4.1 |
| Public administration | 2.4 | 2.3 | 2.1 | 2.3 |
| Other services, except public administration | 2.2 | 5.2 | 4.1 | 4.1 |
| Wholesale trade | 1.5 | 1.8 | 2.7 | 4 |
| Information | 0.7 | 1.3 | 2.1 | 3 |
| TOTAL | 100 | 100 | 100 | 100.1 |

Table 6.2-4: Employment by Sector (as percent) for West Grove residents compared to all Chester County residents (Source: *Selected Economic Characteristics*, American Community Survey, 2018, U.S. Census Bureau)

Education Characteristics

According to the 2014-2018 ACS Educational Attainment estimates (Table 6.2-6, below), 77 percent of the population 25 years and older has a high school diploma and 21.3 percent of those has at least a bachelor's degree. This is lower than the 2018 estimate for Chester County overall, which estimates over 93 percent of the County population has a high school diploma and 52 percent has at least a bachelor's degree.

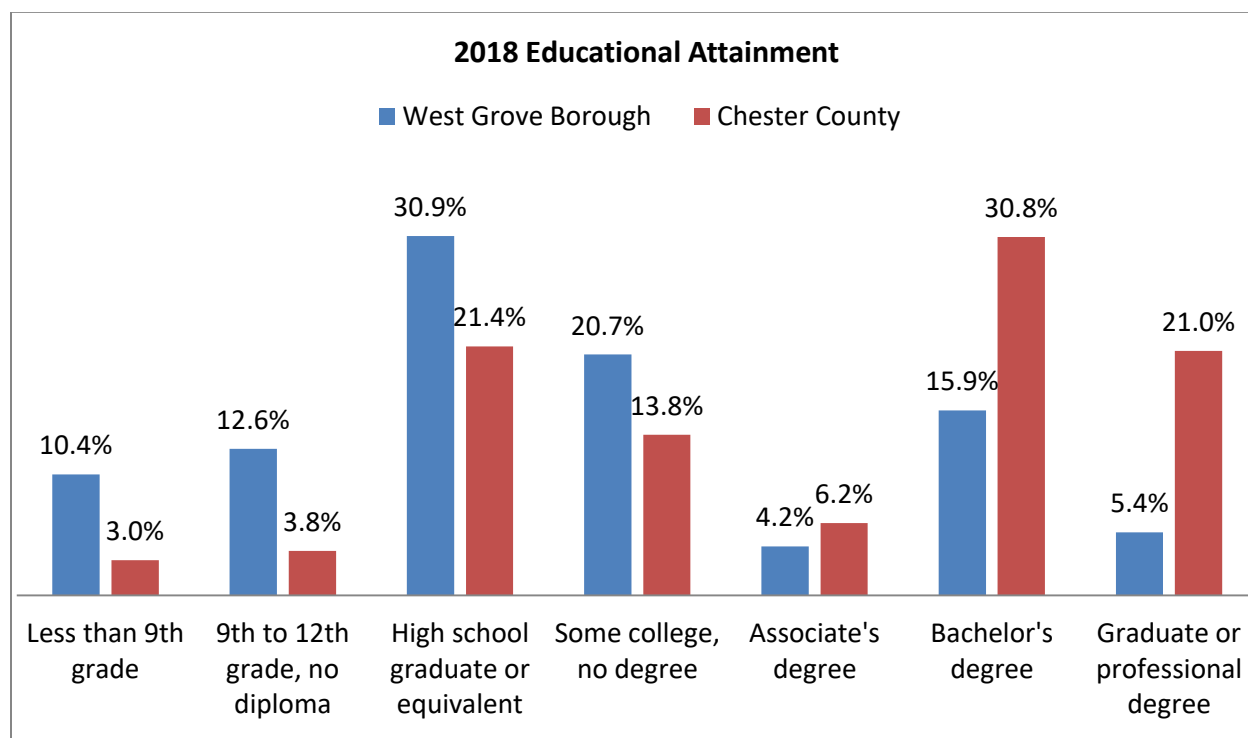


Table 6.2-5: Residents Educational Attainment (U.S. Census Bureau)

Commuting

A central consideration of regional economic development planning is commuting behavior and patterns. This describes the extent to which West Grove residents also work within the region, and if not, where the significant area centers of employment are.

Approximately 55 percent of West Grove Borough workers commute less than 20 minutes to work. On a County-wide basis only 36 percent of workers commute less than 20 minutes. According to County data, more residents in Southern Chester County commute to Delaware and Maryland than commute into the County from those states. West Grove functions appears to function as a bedroom community more than as an employment center. The following table shows the general destinations of West Grove commuters.

West Grove Residents Commute Destinations, 2015

| Destination | Number of Commuters | % Commuters |
|------------------------------------|----------------------------|--------------------|
| Southwest Chester County* | 341 | 22.6% |
| Delaware (New Castle County) | 266 | 17.6% |
| Southeast Chester County* | 257 | 17.0% |
| West Grove Borough | 193 | 12.8% |
| Chester County, West Chester Area* | 133 | 8.8% |
| Delaware County | 70 | 4.6% |
| Lancaster County | 65 | 4.3% |
| Central Chester County* | 51 | 3.4% |
| Maryland | 44 | 2.9% |
| Montgomery County | 34 | 2.3% |
| North/East Chester County* | 31 | 2.1% |
| Bucks County | 7 | 0.5% |
| York County | 7 | 0.5% |
| Allegheny County | 5 | 0.3% |
| Philadelphia | 5 | 0.3% |
| TOTAL | 1,509 | 100.0% |

*Chester County regions determined by CCPC Planning Regions, Chester County Basemap prepared 4-4-2019, <https://www.chesco.org/DocumentCenter/View/45821/ChesterCountyBasemap>

Table 6.2-6: Commuting Destinations (Source: *Residence MCD/County to Workplace MCD/County Commuting Flows for the United States and Puerto Rico Sorted by Residence Geography*. American Community Survey, 2011-2015. U.S. Census Bureau)

Commuting mode also is relevant to the discussion of transportation, and this topic will be explored in greater detail in the Transportation Chapter. Overall, the Borough is heavily car dependent, with nearly 92% of work trips in single passenger cars or car pools, and less than 2.3 percent rely on other means. Given the limited transit opportunities in West Grove this is expected. Approximately 3 percent of West Grove workers have home employment, with the recent Covid-19 pandemic, it is possible that the Borough may see an increase in this number as many companies are realizing some advantages to having employees to work remotely.

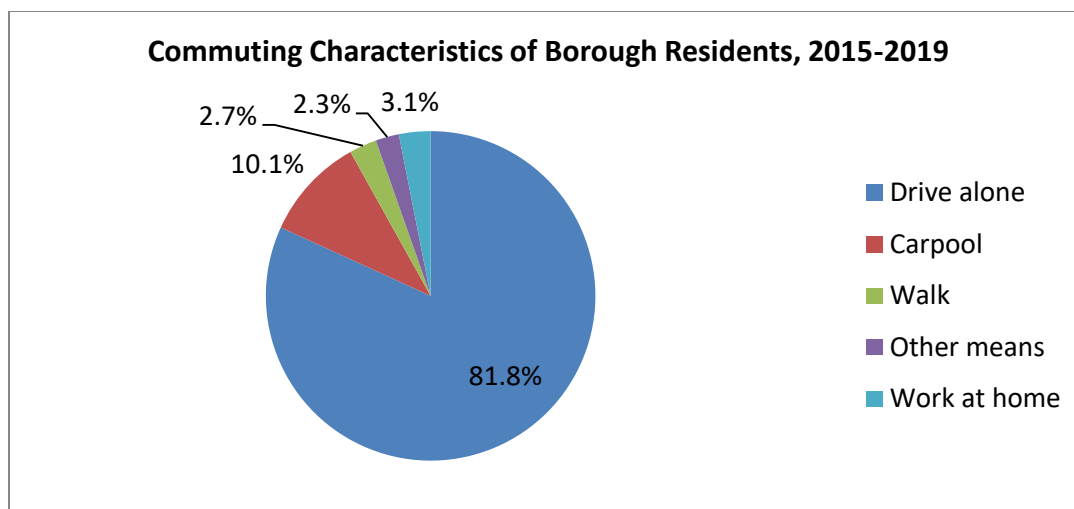


Figure 6.2-7 Work Commuting Mode (U.S. Census Bureau, 2016)

Section 6.3 *Current Trends in Economic Development*

The following section discusses different types of nonresidential use categories and associated trends that can influence economic development in West Grove Borough.

Commercial

Perhaps no sector of the economy has undergone a greater transformation than commercial use in the last several years with the exponential growth of online business. With the Covid-19 pandemic this trend appears to be reinforced. While traditional retail has declined in both downtown areas and along highways, many communities have seen a resurgence of “downtown” style development. These areas tend to be diverse community centers with a mixture of dining, specialized retail, entertainment, recreation, and personal/professional services, and residential. They are often walking distance from neighborhoods and interconnected with trails and natural greenways. These types of areas are thriving throughout the region despite the trends toward online shopping. One reason for this resurgence is that people still want to socialize within their community and central commercial areas offer this opportunity.

West Grove has a core Town Center that provides many of the basic elements of these successful “downtown” experiences and there are a few key businesses that are invested in West Grove, some of which want to expand their offerings within the Town Center. West Grove can build on these key businesses to promote the Town Center and encourage expanded revitalization.

Policy Recommendations:

Knowing that successful commercial centers of the region include greater emphasis on dining, specialty retail, and personal/professional services occupying space, the Borough can expand on past Town Center planning efforts and ensure that the infrastructure is in place to support the existing and future businesses in the Town Center.

The Borough can identify key community services such as grocery stores and hardware stores that are lacking within the Borough and work to encourage such uses. Additional uses in the town center such

as work/office space, pop-up retail, cafes, arts and specialty retail should be encouraged. Encouraging work/office space in the town center creates foot traffic for other daytime businesses such as restaurants, cafes, markets, shops and services. The zoning code should be evaluated to ensure that the existing zoning regulations support the range of uses desired within the Town Center.

Industrial

The County overall has seen a decline in traditional manufacturing-type industry for many decades, and the *Landscapes3 Comprehensive Plan* acknowledges the economic base in Chester County as a whole has shifted from one dominated by manufacturing enterprises to a retail and service-based economy. Additionally, technological advances have resulted in major changes to the industrial sector with many light-industrial uses having little to no impact beyond what is typically associated with commercial or office uses.

The combination of less emphasis on traditional manufacturing and new technologies resulting in low-impact industrial creates an opportunity for certain light industrial-type uses to be integrated into mixed use developments or flexible developments that are open to a wider range of uses. Demand for space that can accommodate small-scale start-ups and business incubators of a variety of uses is growing. Given West Grove's central location to the agriculture industry, contractors, distribution, storage and food processing are all potential uses on underutilized industrial properties.

Policy recommendations:

An industrial base can help ensure diverse employment and economic growth opportunities within the Borough. There will continue to be a need for industrial-type uses in the region particularly with the substantial agricultural industry surrounding West Grove. The industrial properties within the Borough have the potential of becoming employment centers and with its convenient access to major highways maximum utilization of these areas should be promoted.

- **Evaluate zoning to ensure an appropriate mix of uses, including food processing, brewery, flex buildings, and multiple uses by right on a single lot;**
- **Work with property owner of existing vacant building to encourage repurposing of buildings;**
- **Open a dialog with PECO and other existing businesses to see if additional uses could be located on properties to maximize uses.**

Providing continued support and infrastructure to these businesses is critical to retaining them in the region and maintaining strong employment diversity. Preserving the industrial areas of West Grove also provides opportunities for new and existing industrial businesses to grow and expand and stay within the Borough.

Due to the expansion of online retail and other uses dependent on trucks and equipment, there is still significant demand for flex and warehouse space. The Borough may want to consider the possibility of industrial zoning along Chatham Road given the adjacent zoning in London Grove is industrial and the area is conveniently located near Route 1. This location could support industrial businesses requiring convenient highway access for truck traffic. A coordinated effort with London Grove to encourage a well-integrated industrial development in this area could improve the tax base, increase employment opportunities and bring more activity near the Town Center that supports local businesses.

Office

Office development has not historically been a significant component of West Borough, and given the limited vacant land, it is not anticipated to be a large contributor to future economic development. However, with the recent Covid-19 pandemic the economy has seen a big hit to large-scale office buildings and some of the changes may be permanent as businesses have realized the potential of diminished on-site staffing and remote work. With so many people now working remotely from home, there appears to be an increased demand for small scale office that can be rented on a regular or occasional basis. People who now work from home are finding interest in having an office they can occasionally go to for a change of scenery or for less distraction, but that is still close to home. This small-scale office demand may present an opportunity in West Grove as small spaces become available in the Town Center. This also brings employees to the Town Center and potentially results in an increase in spending at other businesses in town. Opportunities for small scale office should be supported whenever possible. Desirable places are those that are walkable to a town center that offers a variety of businesses and is a physically attractive environment.

As in retail, the successful office development relies on an integration of compatible residential and commercial/lifestyle uses within an attractive and walkable setting. For businesses to lure employees, it has become increasingly essential to offer them a setting that enhances their overall lifestyle. These ingredients can be found in successful urban environments and in suburban/exurban settings that offer good accessibility and a similar sense of a complete and fulfilling place. Elements such as restaurants, cafes, gyms, music/art venues, and retail benefit from daytime activity and foot traffic of in-town office use.

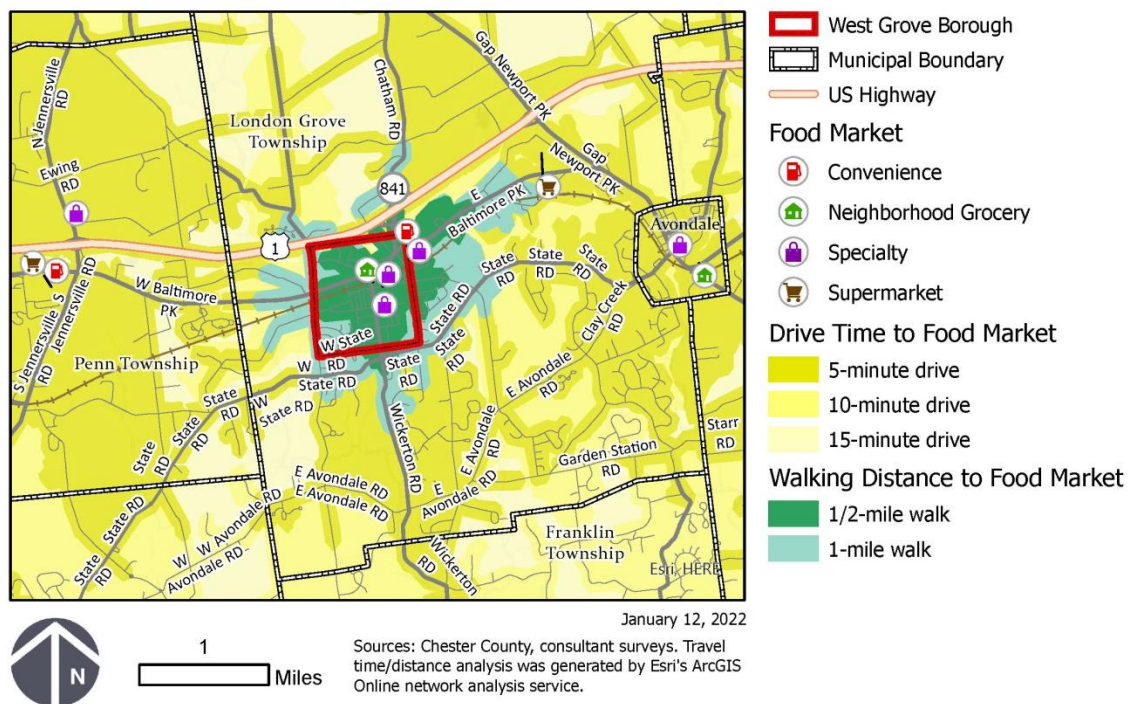
Agriculture

Agriculture has maintained a key role in shaping the landscape of southern Chester County, particularly with the mushroom industry being a major economic driver in the area surrounding West Grove. The report titled *The Chester County Economy* published in August of 2020 by CCPC indicates that Chester County agriculture ranks 2nd among Pennsylvania's 67 counties in the value of agricultural products sold; noting that half of the nation's mushrooms are grown in the county. While West Grove Borough itself does not have agriculture, there may be opportunities for the Borough to leverage this strong regional economic driver by way of attracting ancillary uses to locate within the Borough due to its proximity to the local farms and the relative affordability of property. The Borough's availability of industrial and commercial space may lead to opportunities for supporting agricultural ancillary uses and promote this regional economic driver. Examples of such ancillary uses could include businesses that sell products needed by local farms for production, or processing facilities for products generated by local farms. A significant number of West Grove residents are employed in the agricultural industry and they may have ideas regarding needed ancillary uses that may fit within the Borough.

Food Accessibility

West Grove is surrounded by some of the most productive farms in the State, but easy access to a full-service grocery store within walking distance of the Borough remains a challenge for residents. This type of situation is often referred to as a food desert, where access to fresh foods is not easily available for people without access to a car. The following map shows the availability of food services relative to West Grove Borough.

Grocery Access in the West Grove Area



| Name | Type | Address |
|------------------------------|----------------------|---|
| Marrone Delicatessen | Specialty | 101 Prospect Ave, West Grove, PA 19390 |
| Tienda la Fortaleza | Neighborhood Grocery | 50 Railroad Ave #4, West Grove, PA 19390 |
| Panaderia Estrella | Specialty | 123 Rosehill Ave, West Grove, PA 19390 |
| Carniceria Moreleon | Specialty | 310 E Baltimore Pike, West Grove, PA 19390 |
| 7-Eleven | Convenience | 305 E Baltimore Pike, West Grove, PA 19390 |
| ACME Market | Supermarket | 851 Gap Newport Pike, Avondale, PA 19311 |
| El Mercadito | Neighborhood Grocery | 72 Baltimore Pike, Avondale, PA 19311 |
| Frescos Produce Market | Specialty | 93 Pennsylvania Ave, Avondale, PA 19311 |
| GIANT Food Stores | Supermarket | 849 W Baltimore Pike, West Grove, PA 19390 |
| CVS | Convenience | 857 W Baltimore Pike, West Grove, PA 19390 |
| Jennersville Farmer's Market | Specialty | 352 N Jennersville Rd, West Grove, PA 19390 |

Figure 6.3-1: Grocery access in and around West Grove

Policy Recommendations:

To improve food access, consideration should be given to opportunities to expand access to fresh foods locally for West Grove residents. The Borough may want to encourage some of the following ideas to improve food access opportunities. Not only could these alternatives improve food access for residents, they can also encourage people from surrounding communities to come into West Grove, which would then lead to visiting other businesses in the community.

- **Community/Farmer's Market-** There are established farmer's markets in Kennett Square (KSQ), Avondale, and Jennersville, but given the popularity of farmer's markets in recent years, combined with the deficiency of fresh food within West Grove Borough, there may be an opportunity to support a farmers/community market in West Grove Borough that complements the existing farmer's markets in neighboring communities. It may be possible that a partnership with the neighboring markets could be established to create a market in West Grove Borough on an alternative day of the week. This market could expand beyond just local farmers and provide a range of goods on a regular basis.
- **Encourage Expansion of Existing Businesses-** Work with existing businesses that have the potential of expanding to include a wider range of grocery options for residents, particularly fresh fruit and vegetables. This may involve connecting business owners with local economic development agencies.
- **Fresh2You-** Fresh2You is a mobile market that is run by the Chester County Food Bank. It accepts a range of payments including SNAP/EBT, WIC, or Senior Farmer's Market Nutrition Program checks. This unique mobile market has a stop in Kennett Square and Oxford Borough, but there is currently not a stop in West Grove. This may be a great opportunity to expand fresh food access options into the West Grove community.



Fresh2You mobile food market. Source: Chester County Food Bank

Culture and Lifestyle

After decades of suburban development lacking a sense of place, demand is beginning to shift back to a desire for walkable towns with a variety of businesses that offer an experience beyond just driving from business to business. This is often referred to as place-making. This shifting of priorities can be leveraged to support the continued revitalization of the West Grove Town Center, which has a classic downtown form with buildings oriented to the street in a compact manner combined with sidewalks that encourage pedestrians to stroll up and down the streets. This shifting of priorities has also encouraged the appreciation of the uniqueness of existing historic towns.

The greater mix of retail, food and potential for a brewery combined with the historic character and walkability of West Grove creates opportunity for the Town Center to become a regional destination. At this time the Town Center appears to have adequate parking available overall for the existing businesses, although it is understood that some businesses would prefer to have more parking available in closer proximity.

To continue strengthening the Town Center revitalization process, consideration should be given to conducting a focused study assessing the constraints and opportunities associated with the Town Center. A document titled, *The 20 Ingredients of an Outstanding Downtown* published by the Destination Development Association in 2017 provides a summary of key elements associated with successful downtowns. The following table outlines the 20 elements that are considered to contribute to the success of downtowns. Some of these elements are already an integral part of the West Grove Town Center, but others could be prioritized for implementation to further support the Town Center.

The 20 Ingredients of an Outstanding Downtown

- | | |
|---|--|
| 1. Have a plan | 2. Develop gathering places |
| 3. Define a strong brand and retail focus | 4. Create gateway signage |
| 5. Recruit a critical mass of like businesses | 6. Develop wayfinding system |
| 7. Have anchor tenants | 8. Create a unique district gateway |
| 9. Lease agreements with defined hours and days | 10. Have retail signage rules and regulations |
| 11. Encourage people living/staying downtown | 12. Encourage sidewalk cafes and intimate surroundings |
| 13. Investors who are patient with return on investment | 14. Invest in retail beautification |
| 15. Focus on one or two blocks to start | 16. Provide activities and entertainment |
| 17. Solve the parking dilemma | 18. Give the downtown a name |
| 19. Public washrooms | 20. Focus marketing on activities, not buildings. |

Table 6.3-2: The 20 Ingredients of an Outstanding Downtown (Source: Destination Development Association, 2017)

Policy Recommendations:

Emphasis should continue to focus on attracting a variety of businesses and addressing any infrastructure deficiencies, such as parking, that may be discouraging businesses from choosing West Grove. Following the adoption of this Comprehensive Plan, the Borough should consider the creation of a Town Center Committee consisting of Borough representatives, business owners, property owners and residents to develop a focused Town Center plan or set of priorities to help take the Town Center to the next level. This could include:

- Propose zoning amendments that support business in the Town Center, including outdoor dining/café, brewery, and mixed use buildings by right. Also consider zoning or stand-alone ordinances to regulate food trucks, pop-up uses, outdoor dining, and other temporary commercial uses.
- Incorporate design standards in Town Center to promote pedestrian-friendly integration of the streetscape and commercial/residential uses and architectural compatibility consistent with principles of place making.
- Identify targeted areas for redevelopment.
- Identification of other public improvements that could enhance the vitality of the Town Center.
- Investigate a farmer's market and other community events to bring people to the Town Center.
- Utilize funding and technical support from Chester County VPP to develop a wayfinding signage program and attention-getting gateway signage to draw people from Evergreen Street down to the Town Center.
- Develop a brand, possibly building on the historic rose industry.
- Prioritize property maintenance requirements to ensure buildings in the Town Center remain safe and well-maintained.
- Hiring a part-time economic development consultant to coordinate with existing property owners and potential businesses to maximize revitalization opportunities.
- Utilize funding and technical support from PA DCED to implement a Downtown Center or Main Street Program.

The following chart was prepared by Project for Public Spaces and it provides a useful breakdown of the four areas considered to make a great place. The key attributes are informed by intangible component characteristics whose positive influence can be ascertained through objective measurement. This chart can be beneficial for West Grove when thinking about the success of the Town Center.



Figure 6.3-2: Attributes of a Great Place (Source: Project for Public Spaces)

Section 6.4 *Infrastructure*

The Borough of West Grove is fortunate to have a basic infrastructure in place to support redevelopment in the Town Center and the industrial areas. Streetscape improvements have occurred over the last several years to support the Town Center and additional improvements are in the works.

Because the Borough is generally built out, emphasis should be on ensuring pedestrian linkages throughout the community to promote safe walking throughout the Borough and to the Town Center. Minor improvements can help to establish local identity and sense of arrival at a place worth visiting. Consistent themes for signage within the Town Center could also reduce clutter and thereby improve the visual presence of individual businesses. The light fixtures and banners in the Town Center are a great example of infrastructure that improves the appeal of an area. Additional improvements could include:

- Transit facilities such as shelters could be constructed at the library/Borough building if needed. Chester County Planning Commission and TMAAC are potential funding and technical assistance partners.
- Car charging stations should be provided in the Town Center to further encourage visitors to the Borough.
- Emphasize the ‘town green’ in the center of the Town Center and add benches around the Town Center.
- Work with East Penn Railways to beautify the railroad right-of-way through the Town Center and possibly develop an east-west parallel walkway with fencing to create a safe east-west connection through town that is safely separated from the rail line.
- Develop a community street/front yard tree planting program where possible. Tree planting along East Evergreen Street could help to slow traffic in addition to the streetscape improvements completed in 2015. Look into the utilization of the TreeVitalize program for affordable trees.
- Identify locations for needed well delineated crosswalks at intersections, particularly for crossing Evergreen Street and Prospect Avenue.
- Look into special sidewalk improvement programs that could help property owners spread out the cost of required sidewalk improvements, possibly with utility bills.
- Parking in key areas can help make properties more desirable for new businesses.
- Where there is an opportunity for a key redevelopment in the Town Center, infrastructure improvements could be financed by developers in exchange for increased development intensity, or through tax increment financing (TIF) on the part of the Borough.

Section 6.5 *Economic Development Incentives, Resources and Funding Support*

There are a variety of funding, incentive, and support opportunities available. For municipalities that are willing to consider tax abatement programs for the revitalization of deteriorated areas, programs such as the Pennsylvania Local Economic Revitalization Tax Assistance (LERTA) and Tax Increment Financing (TIF) could be considered.

The Chester County Economic Development Council (CCEDC) provides assistance with Small Business Administration and other loans, grants, attracting private and public investment, training, and industry partnerships. The Chester County Planning Commission maintains valuable resources for local municipalities.

The Borough can also consider a variety of incentives such as density bonuses for certain amenities in the Town Center, and reduced permit costs. Density bonuses work by increasing allowable development on a property through smaller setbacks, increased impervious cover, higher FAR, taller building heights in exchange for the provision of preferred design features, streetscape enhancement, infrastructure improvements, or favored uses.

Some programs and resources are discussed in more detail as follows:

- **Municipal Corner - Chester County Planning Commission** is a resource intended for municipalities to provide guidance on key issues being faced by local municipalities including tools for economic development and municipal grant opportunities. Resources relating to breweries and farmers markets can be found here to help set the stage for welcoming such uses. <https://www.chescoplanning.org/MuniCorner/GrantOpportunities.cfm>
- **Chester County Department of Community Development** has various grant programs that they administer that could benefit West Grove Borough.
- **PECO Green Region Open Space Program** is a grant program that funds open space projects.
- **Local Economic Revitalization Tax Assistance Program (LERTA)** is a program intended for industrial, commercial, or business property owners who are contemplating repair, construction, or reconstruction of industrial, commercial, or other deteriorated business property. The portion of the assessment of a property attributable to new construction or improvements to deteriorated property as determined by the Assessment Agency is exempted from taxation each year for a given period of time.
- **Neighborhood Improvement District (NID)** is an area designated by a municipality to have an additional assessment to pay for needed programs, services, and improvements within the NID. In addition, the municipality may advance funds to the management association of the NID and issues bonds, notes or guarantees to finance needed improvements in the NID. Improvements within the NID may include streetscape enhancements, sidewalks, parking, and other traditional improvements, as well as recreation and open space facilities, sewers, water lines, and the acquisition, rehabilitation, or demolition of blighted buildings or structures. Funds can also be used to provide group advertising, public relations programs, NID maintenance and security services, and free or reduced-fee parking for business customers.
- **Business in Our Sites Grants/Loans (BOS)** is a Pennsylvania DCED program for speculative projects on properties planned or zoned for development. The funding covers all activities to make a project “shovel-ready”, but is not available to projects that are primarily residential or recreational. Funding of up to \$4,000,000.00 or 40% of the combined grant/loan amount is available to municipalities, municipal authorities, redevelopment

authorities, or industrial development agencies. Private developers are eligible for loans only.

Section 6.6 *Implementation Strategies*

The following strategies, in addition to the policy recommendations in the preceding text, will implement the goals and objectives of the Economic Development Plan:

ED-1 Prioritize the revitalization of the Town Center (Section 6.3).

Utilize signage, identity branding, streetscape features, pedestrian enhancements, and other elements of place-making to enhance the Town Center.

Employ architectural design elements such as porches, street facing windows, generous entrances, outdoor seating/café space, to reinforce mixed use pedestrian friendly environments.

Establish a Town Center Committee to focus on priorities for the Town Center.

Reinforce local identity as part of the economic development strategy for the area.

Revisit commercial zoning to ensure it supports the principles of place-making in the Town Center. Review the area and bulk standards and well as the permitted uses, including temporary uses, pop-up uses, density bonuses, and mixed use buildings by right, to ensure that redevelopment in the Town Center will blend with the existing development and create human-scale places for people to live, work, and play.

Utilize flexible and innovative regulatory practices so that historical resources retain functional and economic viability.

Encourage adaptive reuse of vacant and underutilized non-residential properties throughout the Town Center.

Encourage a variety of businesses in the Town Center to create a destination shopping and eating experience not available through the internet to support long-term success, including a farmer's market. Utilize tools such as ordinances for pop-up uses and food trucks to promote dynamic sequences of uses and events.

ED-2 Preserve the remaining industrially zoned areas and consider allowing industrial uses in the commercial area along Chatham Road as part of a larger industrial redevelopment (Section 6.3).

Expand the number and types of uses allowable on industrial parcels in response to contemporary market trends.

Utilize screening and other design requirements appropriate to proposed uses to encourage economic growth that is harmonious with the surrounding neighborhoods.

Connect developers with outside funding support for revitalization/redevelopment projects, and when necessary investigate zoning and local tax relief incentives.

ED-3 Support Regional Agriculture by encouraging ancillary uses within the Borough (Section 6.3).

Support indoor and outdoor marketplaces for locally produced farm products.

Identify opportunities for other agricultural-related businesses that could be located within the Borough.

ED-4 Support small-scale office uses in the non-residential areas of the Borough (Section 6.3).

Revise zoning regulations on minimum building footprint and multiple use properties to facilitate small scale office use.

ED-5 Improve pedestrian infrastructure (Section 6.4).

Establish missing connections, repair and widen sidewalks where necessary, and create well delineated safe crosswalks at critical areas.

Create generous and well-appointed pedestrian sidewalks, plazas, and cut-throughs in and around the town center area.

ED-6 Provide adequate and accessible parking to support increased downtown commercial activity (Section 6.4).

Conduct a parking study to evaluate the availability and accessibility of parking in the Town Center area, and devise solutions as necessary to address identified deficiencies.

Chapter 7 Community Facilities Plan



Community facilities are the institutions and improvements that promote public health, safety, and welfare. These include systems for environmental protection, education, and emergency services, and can be operated by public and/or private entities. They must be thoughtfully coordinated with land uses, transportation systems, and environmental resources in order to function efficiently and equitably.

Section 7.1 Community Facilities Plan Goal and Objectives

Ensure that infrastructure and public services meet the needs of the community and are coordinated with land use, economic development, housing, and resource protection goals and policies.

This goal is to be advanced through the pursuit of the following specific objectives:

1. Provide efficient and environmentally sound sewer and water services that support existing land use and anticipated new development.
2. Promote and maintain integrated stormwater management systems that mitigate local episodic flooding and protect surface and groundwater resources.
3. Assure adequate facilities, equipment, and other resources for emergency service providers.
4. Recognize schools and libraries as essential community resources that can serve many public functions.
5. Provide necessary public services to special needs populations, including senior citizens, the physically disabled, and the economically disadvantaged.
6. Promote resilient and comprehensive electrical and communications systems consistent with public safety and community character.

Section 7.2 Sewer Infrastructure

West Grove's sewer collection system is owned and operated by the Borough and serves nearly every property, with the exception of a few larger lots in the northern part of the municipality. In addition, the West Grove sewer system serves several properties south and east of the Borough, including the Avon Grove Middle School and High School, in London Grove Township. The collection system consists of 8-, 10-, and 12-inch gravity mains that feed force mains located in Rosehill, Walnut, and Woodland avenues. The force mains flow to a 10-inch gravity main in Willow Avenue that feeds the wastewater treatment plant on Borough-owned property, 1/10 mile west of the municipal boundary in London Grove Township.

The main challenge is monitoring, maintaining, and repairing the sewer collection system, most of which was constructed in 1961 and 1962. The system includes aging terra cotta piping, which has in places deteriorated as evidenced by stormwater infiltration. This excess infiltration volume has at times overburdened the wastewater treatment plant. Private sump pumps piped into the sanitary system further exacerbate this issue. The Borough budgets approximately \$100,000.00 yearly for camera inspections and repairs to the collection system, and is working to instruct property owners to disconnect improperly routed sump pump flows.

The wastewater treatment plant is similarly outdated and is awaiting approvals from London Grove and PA DEP for the installation of a new Ultraviolet disinfection system to bring it up to current standards. Due to the need for upgrade, there is a current moratorium on new connections, although connection permits have recently been authorized for the 40 dwellings at the Habitat for Humanity development on Willow Avenue.

The few lots served by on lot sanitary disposal systems should be regularly inspected and maintained to assure proper function. If future tie-ins to the public system are not anticipated, the Borough should enact an ordinance and maintain records to ensure proper maintenance of on-lot systems

Section 7.3 Water Infrastructure

The Borough also owns and operates a public water system of wells and mains serving all parts of West Grove, plus residences and businesses to the east on Evergreen Avenue, Welcome Avenue, Chartwell Avenue, and the Avon Grove Mobile Home Park. The system relies on two operating high capacity wells and a 250,000 gallon elevated tank. A third well at Harmony Park is currently off line but offers a limited backup capacity of 80 gallons per minute. Currently, there are no supply or capacity issues with the public water system. If future conditions require, it is technically feasible to tie into Chester Water Authority's system at a meter pit located on Prospect Avenue at the south Borough line.

Section 7.4 Solid Waste Disposal

West Grove contracts with a private waste hauler for weekly solid waste and recycling collection, as well as monthly collection of bulk items. For a fee, the Borough also arranges for collection and disposal of appliances with Freon, such as air conditioners, refrigerators, and freezers; and weekly yard waste disposal. Waste, recycling, and other items are disposed of at the Southeastern Chester County Refuse Authority's (SECCRA) landfill in London Grove Township.

Hazardous waste and electronics are collected on scheduled drop-off days that are open to all County residents and operated by the Chester County Solid Waste Authority (CCSWA).

Section 7.5 Stormwater Management

West Grove maintains a Municipal Separate Storm Sewer System (MS4), wherein stormwater is managed to maintain water quality and promote infiltration, in addition to volume rate control. The MS4 program includes the following components:

- Public Education and Outreach – Municipalities inform residents and businesses of the benefits of effective stormwater management, how to maintain stormwater systems, and applicable regulations
- Public Involvement and Participation – Community activities to improve management of stormwater, reduce pollution of surface water, and repair impaired stormwater management systems (e.g. buffer planting programs, cleanups)
- Illicit Discharge Detection and Elimination – Monitoring, reporting, and enforcement
- Construction Site Runoff Control – Erosion & Sedimentation Control Plans and Permits

- Post Construction Stormwater Management – All Chester County municipalities have adopted the PA Act 167 model stormwater ordinance, which includes infiltration and water quality standards in addition to stormwater runoff volume control
- Pollution Prevention, Municipal Housekeeping, and Maintenance – Activities to assure municipally owned systems function in accordance with MS4 standards

Water quality and groundwater recharge can be enhanced through a number of stormwater management strategies and practices, many of which are incorporated in the *Pennsylvania Stormwater Best Management Practices Manual (2006)*. This manual includes specific implementation strategies and methodologies, called Best Management Practices (BMPs), to quantify runoff, infiltration, and water quality benefits, to be incorporated in municipal stormwater ordinances. Different surface and subsurface strategies are best applied given specific environmental and development preconditions, and in general include:

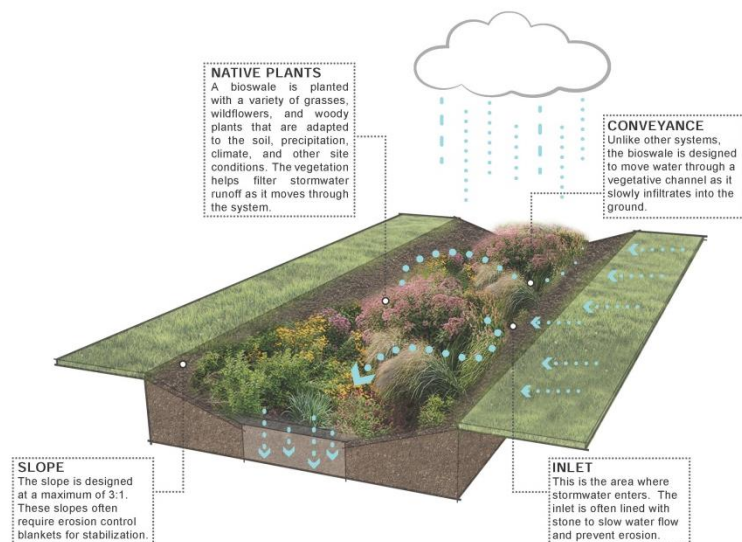
- Minimal disturbance of wooded/forested areas
- Minimal impervious cover
- Use of pervious pavements, green roofs, rain gardens, etc.
- Natural meadow cover in place of lawns
- Decentralized infiltration measures rather than concentrated basins and conveyances
- Green areas for infiltration and temporary containment dispersed throughout developed areas
- Natural plant communities in basins and as stream buffers

When stormwater management facilities are integrated with other design aspects in planning and land development, they become positive attributes with multiple functions, including recreation, parking, accessibility, habitat enhancement, food/crop production, and aesthetics. They can also add to community resiliency through superior function in terms of flood control, groundwater infiltration, and water quality.

West Grove has collaborated with Rutgers University to implement the *White Clay Creek Watershed*

Management Plan and MS4 with a number of projects to improve stormwater management and surface

water quality. These include streambank stabilization programs near the Townview Townhouses and at the Habitat for Humanity Development; a rain garden at Borough Hall, and a municipal street sweeping program. In addition, the Borough maintains two basins serving subdivisions, a basin at Harmony Park, and the swales and pipes that constitute the stormwater conveyance system. Growing Greener funding is also available to improve stormwater management on existing developed private lots.



Example of stormwater best management practice (BMP). Image credit: Rutgers Cooperative Extension Water Resources Program

The Borough currently lists stormwater management resources in a webpage clearinghouse. It also provides household maintenance guidelines for residents to minimize stormwater pollutants in a “new resident” informational packet.

The webpage does not differentiate between educational resources designed for residents, and resources that emphasize policy guidelines for developers. There is an opportunity for the Borough to organize the references on its stormwater webpage according to the intended audience for each resource. Additionally, the resident informational packet should be updated with information about best management practices that property owners can implement, such as rain gardens.



Chester County’s Water Resources Authority organizes the resources in its stormwater management information clearinghouse according to informational content. This simplifies navigation and resource retrieval.

Policy Recommendations:

The Borough can implement the following additional strategies to promote effective stormwater management:

- Ordinance provisions with BMPs
- Official Map to Designate Existing and Planned Stormwater Facilities
- Municipal Environmental Advisory Council
- Enhanced Monitoring Programs
- Easements
- Model Restoration and Remediation Projects on Municipal Lands
- Collaboration with Environmental and Watershed Protection Organizations
- Community Educational and Landowner Outreach Events
- Update Municipal Printed and Web Informational Resources

Section 7.6 Emergency Services

Emergency services for west Grove include hospitals, urgent care centers, police, fire, and ambulance.

Hospitals, Ambulance, and Urgent Care Centers

Jennersville Hospital is located on Baltimore Pike approximately 2.8 miles west of the Borough line. It is a 63-bed facility with a medical staff of 350, a full array of inpatient and outpatient services including 24-hour emergency care, and is owned by Tower Health.

Chester County Hospital and Children’s Hospital of Philadelphia also have satellite facilities approximately 2 miles west of the Borough.

There are no urgent care centers as yet in West Grove. The nearest urgent care centers are located in Kennett Square (approximately 6.5 miles) and Parkesburg (approximately 12 miles).

Ambulance service is provided by the West Grove Fire Company, located within the Borough. Medic 94 operates out of Jennersville Hospital and provides Advanced Life Saving (ALS) service.

Police

West Grove and New Garden Township are served by a joint Southern Chester County Regional Police Department, with a main barracks in New Garden and a substation in the West Grove municipal building. The regional police force provides the advantage of 24 hour coverage, with a current officer staff of 18 full time officers, up to 8 part time officers, and two civilian positions.

Fire Protection

The West Grove Fire Company (#22) is a combination volunteer/professional force with its main station in West Grove and satellite stations in New London and London Britain Township. In total, the service area covers 76 square miles including West Grove, Penn, London Grove, New London, and most of London Britain and Franklin Townships, with an additional 20 square miles served by the ambulance service. Equipment consists of 3 engines, one 105-foot ladder truck, a 3,500 gallon tanker, a rescue truck, a brush truck, 3 basic life support ambulances, 2 support vehicles, and 3 command vehicles.



Image credit: West Grove Fire Company

Active firefighting staff is 30-40 volunteer members and a dozen EMTs. In recent years, the West Grove Fire Company has responded to approximately 650 fire calls and 2,500 ambulance calls per year.

Currently, the West Grove Fire Company is evaluating its facility needs and whether to build a new main station at another location. Due to current and anticipated need for clean areas, administrative space, training space, and staff quarters, the existing West Grove facility is too small. They are also considering the addition of a community room.

The Fire Company is evaluating options that involve a new facility on their current site, or moving their main headquarters to property they own in New London Township. Regardless of whether they relocate their main station outside of the Borough, the Fire Company will maintain a physical presence within West Grove with at least a satellite station.

Section 7.7 Schools

West Grove Borough residents benefit from a variety of local and regional educational institutions. Although the majority are located outside of the Borough, three public schools and one private school are currently sited within one-half mile of the Borough boundary in adjacent London Grove Township.

Public School District

West Grove is served by Avon Grove School District, a K-12 public school system that also serves London Grove,



Rendering of the proposed Avon Grove High School. Image credit: KCBA Architects

New London, London Britain, Penn, and Franklin Townships and Avondale Borough. There are currently four schools in the district: Penn London Elementary School, Avon Grove Intermediate School, Fred S. Engle Middle School, and Avon Grove High School. Avon Grove High School and Fred S. Engle Middle School are located along State Road in London Grove Township, less than a half mile from West Grove's municipal boundary. As of April 2021, student enrollment for the 2020-21 school year was 4,954, which represents a decrease from the school previous year's enrollment of 5,059.

In June 2020, construction for a new 298,000 square-foot high school began in Penn Township to address capacity issues. The new high school is scheduled to open in time for the 2022-23 school year. The existing high school will be converted into a middle school, and Engle Middle School will be abandoned, demolished, leased, or sold.

School building facilities are available for use by residents and community groups, outside of school hours and subject to request. Examples of facility use include as meeting space for organizations, venue space for community events, and recreational space for youth and adult sports leagues. At the same time, Borough parks are utilized for school district sports events. These arrangements offer important social and recreational opportunities to West Grove residents.

The school district follows a traditional busing program whereby students are picked up either at combined bus stops in communities where safety allows, or at individual residences. Buses also transport students from school to after-school care centers. However, the majority of Borough residences south of Summit Avenue and east of Meadow Court are within a 1-mile walk of the existing high school/ middle school campus and two private schools. Closing gaps in the Borough's sidewalk network, implementing sidewalks along State Road, and installing streetlights where necessary would provide many West Grove students with safe, walkable routes to school. Improving pedestrian networks would also facilitate combining of bus stops, improving efficiency and safety. Implementing sidewalks along State Road would require coordination with London Grove Township.

Other Educational Facilities and Alternatives

West Grove Early Care & Development Center is a not-for-profit daycare center located on the grounds of the West Grove Meeting of Friends. The Center provides teaching and play facilities for young

children from infants to Kindergarten-aged, as well as before- and after-school programs for children through 6th grade.

Avon Grove Charter School is a public charter school with two campuses: a grade K-3 early learning center in Franklin Township, and a grade 4-12 school located near Avon Grove High School in London Grove Township.

Avon Grove Nazarene Academy is a not-for-profit daycare center and organization that teaches children in preschool, Pre-K, and Kindergarten. It was founded by the Avon Grove Church of the Nazarene, and is located on the church's property on State Road opposite the Avon Grove High School.

Assumption of the Blessed Virgin Mary School, a private Catholic institution that teaches pre-K through 8th grade students, was located within West Grove until 1959, when it expanded and re-located to London Grove Township.

The **Technical College High School**, operated by the Chester County Intermediate Unit, has a campus in Penn Township and is open to enrollment for Avon Grove school district students. The school curriculum focuses on providing high school students with technical career training, in addition to college preparation programs. As of April 2021, 230 students from Avon Grove School District were enrolled at the Technical College High School.

Local colleges consist of **Delaware County Community College**, located on the campus of the Technical College High School, and **Lincoln University**, a Historically Black College and University (HBCU) in Lower Oxford Township.

Homeschooling is another education alternative. Avon Grove School District reports that 109 students, or 1.9% of students living in the district, are homeschooled in the 2020-21 school year. Families that choose homeschooling may still take advantage of some district resources such as sports and/or specialty classes.

Developing Trends

The COVID-19 pandemic has caused schools to adapt their learning programs to facilitate social distancing, such as implementing entirely virtual or hybrid in-person/virtual schooling. Although some of the important benefits of in-person learning are lost, if the model demonstrates practical success in certain ways or circumstances, there may be future implications for educational facilities and methods.

Active commuting to school, either by walking or bicycling, is associated with improved children's health; however, current rates of active commuting to school are far below historical rates¹⁹. Where facilities allow, programs like walking school buses or group bicycling provide opportunities for children to achieve the health benefits of active school commutes, while under supervision by adults. These can be informal arrangements between families, or can be a structured program with set routes, designated meeting points, timetables, and a schedule of trained volunteers. The National Center for Safe Routes to School²⁰ provides resources for organizing programs like walking school buses. As the Borough works

¹⁹ Mendoza, J. A. (2011, September). The walking school bus and children's physical activity: a pilot cluster randomized controlled trial. *Pediatrics*, 128(3), e537-e544.

²⁰ University of North Carolina Highway Safety Research Center. (2015, July). *Safe Routes to School Online Guide*. Retrieved from National Center for Safe Routes to School: <http://guide.saferoutesinfo.org/index.cfm>

with adjacent London Grove Township and Avon Grove School District to improve multi-modal school access, these programs could provide improved health outcomes for West Grove’s families.

Policy Recommendations:

The Borough should coordinate with the Avon Grove School District to:

- Address needs, opportunities, and initiatives that would impact Borough students
- Improve multi-modal circulation between Borough neighborhoods and nearby schools, in cooperation with London Grove Township

Section 7.8 *Library*

Libraries are invaluable resources that provide public access to information, facilities, and programs, either for free or at a significantly reduced cost. The Avon Grove Library is co-located with the Borough offices in the center of West Grove. It serves a population of 31,154 in Avondale and West Grove Boroughs and Franklin, London Britain, London Grove, New London, and Penn Townships. It is operated by the Chester County Library System and receives funding from state, county, and local government sources, as well as grants and voluntary contributions from civic associations, businesses, and individuals.



Avon Grove Library and Borough Building

The library circulated over 148,000 items in 2019, including hardcopy and digital books, movies, and music CDs. The library also provides both in-house educational programs and outreach sessions to area institutions. In 2019, the library held 1,038 programs for over 28,000 participants. Of these, 889 programs were focused on youth and family participants. The use of digital technology, including virtual programs and borrowing media via apps, has broadened community access to library services. As of 2020, the library is considering planning efforts to improve ease of access to facilities and services, particularly for Spanish speakers and readers.

Section 7.9 *Social Service Organizations*

There are several social service organizations that provide assistance and resources to Borough residents. These are primarily located outside of West Grove, which poses access issues for residents without reliable transportation. There are limited facilities for social services existing within the Borough. The COVID-19 pandemic has created a significant barrier to those needing assistance, with social distancing measures resulting in limited in-person programs and closed or redirected shelters.

The Garage Community & Youth Center

The Garage Youth Center is an after-school and youth development organization serving middle and high school students from its locations in Kennett Square and West Grove. The Garage provides tutoring, mentoring, career development, nutritional and interpersonal development services to area teens, particularly from lower socio-economic backgrounds and immigrant families. It also hosts community seasonal events. The West Grove Garage utilizes Avon Grove School District busses to transport students from school to the Garage. Due to capacity issues in the West Grove facility, the Garage will relocate to a larger building in Avondale Borough. It will continue to provide critical services to Borough teenagers.

Avon Grove Lions Club

Lions Clubs International is the world's largest service organization. The Avon Grove chapter operates programs including loans of hospital equipment to those in need, eyeglasses donations and children's vision screenings, and book sales to raise funds for area agencies.

Family Promise of Southern Chester County

Located in Kennett Square, Family Promise addresses poverty and homelessness by providing food, shelter, and support services to homeless families; advice and advocacy for families at risk of experiencing homelessness; and educating the community about combating poverty.

Jennersville YMCA

The Jennersville YMCA is a nonprofit organization focused on strengthening communities through youth development, healthy living and social responsibility. It is located in Penn Township and offers a wide range of programs for children and teens including swim lessons, sports, fitness, summer camps, and day care, as well as programs for adults and seniors, including personal training, group exercise classes, and babysitting services. The YMCA offers discounted membership and fees for those who qualify.

Rotary Club of West Grove-Avondale

Rotary International is an international organization that leverages community and business leaders to conduct humanitarian service. The West Grove-Avondale club chapter supports the Avon Grove Library, area fire companies, local Scout projects, and more.

Kennett Area Community Services

Located in Kennett Square Borough, Kennett Area Community Services (KACS) provides food distribution and emergency assistance to the population of the Kennett, Unionville/Chadds Ford, and Avon Grove School Districts. KACS operates a food cupboard that provides a 5-7 day food supply once per month. Their emergency assistance program offers financial assistance to residents unable to meet basic living expenses; housing assistance for those who are homeless or about to be homeless; micro loans; and contacts with partner agencies for additional assistance.

Kennett Area Senior Center

Located in Kennett Square Borough, the Senior Center provides daytime, evening, and occasional weekend programs and services for senior residents of southern Chester County. Programs and services

include assisted activities for seniors with memory and mobility impairments; assistance with navigating County, State, and Federal resources; food distribution; and exercise programs. The Senior Center previously provided services for housebound seniors, but this has been discontinued.

LCH Health and Community Services

Formerly known as La Comunidad Hispana, LCH provides specialized and primary care to southern Chester County communities, with a focus on the region's Hispanic and Latino communities. In addition to operating two health centers in Kennett Square and Oxford, LCH operates a center in Jennersville, Penn Township that offers pediatric, dental, behavioral, and women's health care services. LCH also provides social assistance services to families in need of health insurance, information and referrals, public benefits, and legal consultation.

Food Pantries

Two churches – Avon Grove Church of the Nazarene, in London Grove Township, and West Grove United Methodist Church – operate food pantries within or near the Borough.

Policy Recommendations:

Social services and facilities within West Grove are limited, particularly for the elderly and for Spanish-speaking families and individuals. Facilities serving children and families are near or over capacity. Additionally, while there are opportunities for institutions like the Avon Grove Library and School District, and social service organizations to coordinate on programs, there are inadequate mechanisms to support collaboration. The Borough should consider the following:

- Implement additional community programs and services to address areas of unmet need in West Grove.
- Facilitate coordination between institutions and social service organizations to improve availability and efficiency of services. This could be accomplished through a community development coordinator, or through creating a community development entity comprised of West Grove organizations and businesses.
- Provide links and contact information for social services organizations on the Borough website as a resource for residents in need.

Section 7.10 Electric and Communications Utilities

Advances in communications technology have dramatically altered the way people live and work, and with these advances an entirely new infrastructure has developed. Analog broadcast and cable networks have been replaced by digital fiber optics and wireless internet (Wi-Fi), and land line telephones have been largely replaced by cellular phones. The physical systems that support these technologies have accessibility, safety, and aesthetic implications that the Borough must take into account in policy and regulation.

High speed internet, or broadband, is indispensable for business, education, domestic, and entertainment purposes. However, the American Community Survey indicates that West Grove households are less likely to have any Internet service compared to adjacent London Grove Township and to Chester County as a whole.

Household Internet Access by Municipality, 2019

| | West Grove Borough | London Grove Township | Chester County |
|---|-------------------------------|----------------------------------|-----------------------|
| Total Number of Households | 907 | 2,712 | 190,980 |
| With an Internet subscription (%): | 72.5% | 90.3% | 89.1% |
| Dial-up only | 1.4% | 0.7% | 0.3% |
| Broadband including cellular data | 71.1% | 89.7% | 88.8% |
| Cellular data plan | 45.8% | 65.5% | 70.3% |
| Cellular data plan only | 8.0% | 6.8% | 6.2% |
| Broadband such as cable, fiber optic or DSL | 61.2% | 82.2% | 81.5% |
| Satellite Internet service | 2.1% | 0.7% | 2.4% |
| Without an Internet subscription (%) | 27.5% | 9.7% | 10.9% |

Table 7.10-1: Household internet access across West Grove Borough, London Grove Township, and Chester County. Source: American Community Survey 2019 5-Year Estimates (U.S. Census Bureau, 2019)

As the table above indicates, less than three-quarters of Borough households are estimated to have an internet subscription, and only 71.1% have a broadband Internet subscription. By contrast, over 82% of London Grove Township households, and over 81% of Chester County households, are estimated to have broadband. According to the Pennsylvania Department of Community and Economic Development, the entire Borough is served by one or more forms of broadband Internet²¹. The reason for lack of Internet access in the Borough appears to be economic, as indicated in the following table:

Internet Access Among West Grove Households by Household Income, 2019

| | Household Income in Past 12 Months | | |
|----------------------------------|---|---------------------------------|-----------------------------|
| Internet subscription | Less than \$20,000 | \$20,000 to \$74,999 | \$75,000 or more |
| Dial-up only | 0.0% | 1.1% | 2.2% |
| Broadband | 46.2% | 62.3% | 87.3% |
| Without an Internet subscription | 53.8% | 36.6% | 10.5% |

Table 7.10-2: Internet access among West Grove households by household income. Source: American Community Survey 2019 5-Year Estimates (U.S. Census Bureau, 2019)

West Grove institutions like the Avon Grove Library currently provide free Internet access to the public with personal devices, and offer high speed Internet hotspot rentals for a fee. Avon Grove School District provided laptops and Internet hotspots for students to participate in virtual learning during the COVID-19 pandemic. West Grove should coordinate with the Library and other institutions to ensure that Borough residents can access reliable high-speed Internet regardless of their socio-economic status.

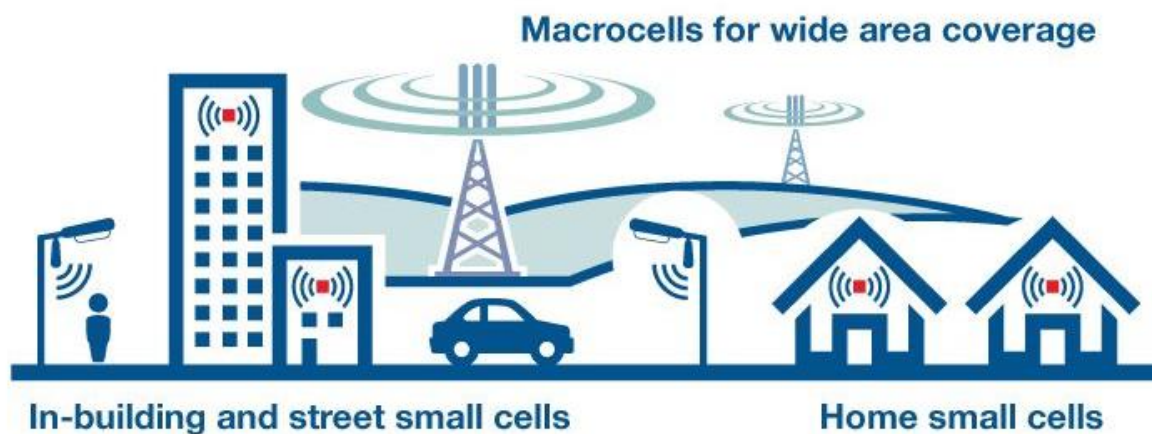
As the number of users and the volume/complexity of web content have increased, service providers have created higher capacity lines and improved wireless systems to keep up. It is reasonable to expect that there will be universal high speed internet service throughout the County in the not-distant future. These technologies have physical manifestations including cables, antennae, and electronics that must be dispersed throughout the community.

²¹ Broadband Resources, 2021. Retrieved from: <https://dced.pa.gov/broadband-resources/>

Distributed Antenna Systems

Increasing usage of wireless devices and data has driven changes in physical telecommunications infrastructure. In order to address consumer demand for more speed and data capacity, wireless providers are supplementing traditional, “macrocell” towers with “small cell” or “mini cell” towers that are smaller, more targeted, and more numerous. Together, these macrocell and small cell technologies form a Distributed Antenna System (DAS). The deployment of 5G wireless communications will require a large deployment of new infrastructure on towers and the DAS. Most often these are placed along public rights-of-way. In addition to potential visual impacts of these facilities in historic and residential areas, the National League of Cities reports that some small cells require ground-mounted equipment the size of a refrigerator²², which would obstruct pedestrian or bicycle access in narrow rights-of-way. Without local regulations, these facilities can detract from a community’s visual appeal and multimodal accessibility.

The Telecommunications Act of 1996 states that local governments cannot “prohibit or have the effect of prohibiting wireless facilities,” but also preserves local zoning authority over the “placement, construction, and modification of wireless facilities.” Legislation²³ was previously proposed in the Pennsylvania House of Representatives that would limit local zoning authority over wireless facilities placement, construction, or height. Although it has not yet been codified, West Grove should review current cellular communications ordinances for consistency with changes to Federal and state law, and make changes as appropriate to assure that installation of DAS facilities do not have undue aesthetic, safety, or access impacts on the Borough.



Distributed Antenna System diagram. Image credit: Danville, California

Overhead Utilities

The number of outages reported in Pennsylvania has increased since the Commonwealth’s Public Utility Commission (PUC) began collecting reliability data in 1993 – from 14 events impacting 895,000 customers to a record high in 2019 of 52 events impacting nearly 2 million customers. Damage during severe weather is the leading cause of outages²⁴. In the face of increasingly extreme weather, routing

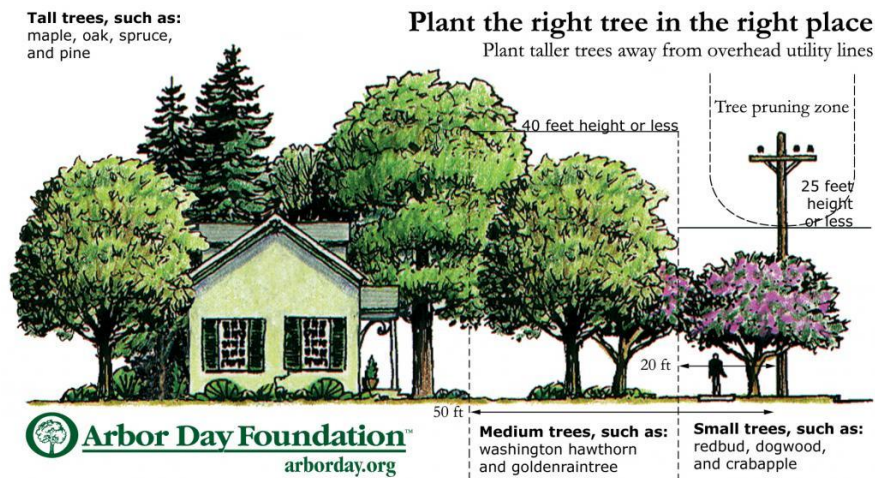
²² *Municipal Action Guide: Small Cell Wireless Technology in Cities*, 2018

²³ H.B. No. 1400, Printer’s No. 2072 (proposed June 11, 2019)

²⁴ Pennsylvania Public Utility Commission (PUC). July 2020. *Electric Service Reliability in Pennsylvania 2019*.

electric and communications utilities underground would ensure fewer service disruptions. Although new developments are required to place utilities underground, there is as yet no system to modernize existing above-ground systems. Thus, power and communications interruptions occur in southeastern Pennsylvania with a disturbing frequency, and vast sums of capital are expended clearing trees and patching these antiquated systems until the inevitable next emergency.

It is recommended that the Borough advocate to utilities, state level regulators, and elected officials to devise the means to modernize and retrofit the electric and communications grid for greater resiliency. Until the grid is modernized, the Borough should mitigate impacts to existing overhead utilities, particularly from proposed tree plantings. It is recommended that the Borough revise its land development ordinances to require tree plantings in accordance with PECO's "Right Tree, Right Place" location guidelines.



PECO/Arbor Day Foundation tree planting guidelines. Image credit: PECO

Policy Recommendations:

- **Coordinate with local and County entities to provide affordable broadband data communications to residents.**
- **Protect West Grove's historic and visual character from adverse impacts of communications facilities.**
- **Advocate to utilities and state regulatory officials for retrofits and modernizations to the electrical and communications grid for increased resiliency.**
- **Revise development standards to require trees located near overhead utilities to be planted in accordance with PECO guidelines.**
- **Educate property owners on PECO guidelines for planting trees near overhead utilities.**
- **Review and consider updates to cellular communications ordinances for the following:**
 - Apply to new wireless technologies, such as DAS networks
 - Incorporate judicial and regulatory changes in federal and state law
 - Include separate requirements for "tower-based" and "non-tower based" facilities
 - Include separate requirements for wireless facilities inside and outside ROWs
 - Protect residential neighborhoods and historic resources
 - Ensure that facilities do not conflict with community visual character or walkability
 - Update zoning process for approval or denial of facility applications

Section 7.11 Municipal Resources

Funding and technical assistance for community development efforts is available through several avenues, including:

- **Chester County Department of Community Development (DCD)** – allocates Federal funding through the following programs:
 - Community Revitalization Program (CRP) – Supports infrastructure improvements, streetscaping activities, and more in the County’s 15 boroughs and the City of Coatesville.
 - Community Construction – Funds acquisition or renovation of buildings open to the general public. Projects must serve primarily those whose income does not exceed 80% of the area median income or create jobs that initially have low skill requirements.
 - Public Works – Funds installation or rehabilitation of public facilities including streets, sidewalks, and utility infrastructure. Projects must serve primarily those whose income does not exceed 80% of the area median income or focus on areas with a concentration of low- to moderate-income people.
 - Community Development Block Grant – Funds a variety of infrastructure activities, public facility and park improvements, housing rehabilitation, public services, and economic development.
- **Pennsylvania Department of Community and Economic Development (DCED)** – administers multiple grant programs to fund infrastructure planning, construction, improvement, or rehabilitation, including:
 - Watershed Restoration and Protection Program (WRPP) and the PA Small Water and Sewer Grant Program
 - Local Government Capital Project Loan Program
 - Municipal Assistance Program
 - Community Development Block Grant
 - Sewage Facilities Program
 - Keystone Communities Program – Flexible program that enables access to funding for planning activities, accessible housing, and development grants
- **U.S. Department of Agriculture (USDA)** – operates the Community Facility Direct Loan and Grant Program, which funds essential community facilities in rural areas (defined as cities, villages, townships, towns, and tribal lands with no more than 20,000 residents). Essential facilities include health care facilities, support services, public safety services, educational services, and utility services.
- **American Association of Retired Persons (AARP)** – administers the AARP Community Challenge, which provides small grants to fund projects that improve community livability for people of all ages, through civic engagement, vibrant public spaces, improved transportation and mobility, accessible and affordable housing, and/or “smart city” technology.

Section 7.12 Sustainability

Municipal and other public facilities should adopt a schedule for implementation of the sustainable building and energy practices described in the Energy Conservation and Sustainability Plan, Chapter 5. These practices diminish harmful environmental impacts while reducing long term costs and serving as models to the public for widespread implementation.

Section 7.13 *Implementation Strategies*

The following policy recommendations will implement the goals and objectives of the Community Facilities Plan:

CF-1 Pursue needed upgrades to municipal sewer system and treatment plant (Section 7.2).

Monitor for main breeches that cause infiltration into the system.

Disconnect sump pumps from the sanitary system.

Secure permits and funding to implement UV treatment upgrades.

CF-2 Create an ordinance for regular maintenance of private on-lot septic systems (Section 7.2).

Provide information and regulatory structure to assure that privately owned systems do not create public health or environmental hazards.

CF-3 Improve Municipal Separate Storm Sewer Systems (MS4) with ordinances, monitoring, restoration/remediation, and community outreach/education (Section 7.5).

Enact ordinances with stormwater BMP provisions.

Create model BMPs on municipal properties and projects.

Update educational resources and conduct landowner outreach on stormwater management.

CF-4 Promote adequacy and accessibility of emergency services (Section 7.6).

Assure that zoning facilitates urgent care centers.

Coordinate with the fire company to address facility needs.

Promote community outreach programs and activities on the part of emergency service providers to encourage volunteer staffing and public support.

CF-5 Enhance the role of public and private schools and institutions as community-wide assets (Section 7.7).

Invite school district representatives to participate in Borough meetings and provide updates on special projects that could affect student population.

Foster interactions between public schools, private schools, and institutions such as the library and YMCA to share resources and programs for mutual benefit.

Encourage educational projects that address community needs.

Promote use of school facilities for community functions and encourage community use of exterior school facilities during non-school hours.

Coordinate with Avon School District and London Grove Township to install continuous sidewalk

routes from Borough neighborhoods to schools along State Road to encourage walking. Encourage the development of walking bus and other unique programs to reduce the need for bussing and increase healthy alternatives.

CF-6 Enhance public knowledge and support of the Avon Grove Library as a vital community resource (Section 7.8).

Utilize Borough resources to promote library services and facilities for use by the public.

Encourage enhanced municipal and public financial support of the library.

Coordinate with the library to address facility needs.

CF-7 Enhance public accessibility and availability of social services in the Borough (Section 7.9).

Pursue funding to implement community development mechanisms that increase available social services in the Borough and facilitate coordination between organizations.

Coordinate with Borough social service organizations to address facility needs.

Update municipal websites links and contact information for social services organizations available in and around West Grove.

Provide information on social services to those in need of assistance, and promote volunteer opportunities to those able to help.

CF-8 Promote universal high speed internet access with municipal standards for Distributed Antenna Systems (Section 7.10).

Promote public safety and consistency with community aesthetics with locational criteria and design standards for the new generation of wireless communications facilities.

CF-9 Work with utilities, state level regulators, and elected officials to devise the means to modernize and retrofit the electric and communications grid for greater resiliency (Section 7.10).

Include standards and policies to replace existing overhead utilities with more durable in-ground services.

Chapter 8 Parks and Recreation Plan



Interconnected and accessible parks, open spaces, and recreational facilities promote public health and the high quality of life enjoyed by residents of the Borough. This element of the Comprehensive Plan strives to meet the recreational needs of a diverse community while supporting West Grove’s environmental protection, public facilities planning, and economic development objectives.

Section 8.1 *Parks and Recreation Plan Goal and Objectives*

Preserve and enhance park and recreational facilities in the Borough to serve the diverse population, protect environmental resources, and create an interconnected network of park and recreational facilities.

This goal is to be advanced through the pursuit of the following specific objectives:

1. Provide recreational facilities and resources that accommodate a broad diversity of interests, activities, ages, and abilities.
2. Coordinate recreation facilities and programs to serve the entire community.
3. Provide safe pedestrian and bicycle access to Borough and nearby recreational assets.
4. Promote public health through the provision of outdoor recreational opportunities.

Section 8.2 *Needs Assessment - Recreation and Open Space*

Active recreation facilities and programs must meet the needs of the community in order to maintain public health and quality of life for all residents. Most fundamental is the provision of adequate land area devoted to parks and other open space. Chester County’s *Linking Landscapes* open space plan establishes a population-based methodology for determining the need for park acreage. Needs are also determined by a municipality’s population density, whether low, medium, or high. Because of its urban form, West Grove Borough is considered high density.

In accordance with Chester County’s *Linking Landscapes* methodology, parks should be provided at a rate of 5.75 acres per 1,000 residents in high density municipalities (Chapter 4: Recreational Parks, 2002). Thus, the Borough’s current and future demand is as follows:

| Year | Population | Minimum Required Park Acreage |
|----------------------------|-------------------|--|
| 2010 (U.S. Census) | 2,854 | 16.4 |
| 2020 (DVRPC Estimate) | 3,002 | 17.3 |
| 2030 (DVRPC Projection) | 3,288 | 18.9 |

Table 8.2-1: West Grove Borough Park Land Requirements

Within the overall open space area requirement, *Linking Landscapes* further establishes the need for acreages of different types of parks. Parks are classified by size and service area, and include Regional Parks, Community Parks, Neighborhood Parks, and Mini Parks:

- **Regional Parks** are large-scale parks of 1,000 acres or more serving a broad geographic area. Because of their size and regional significance, such parks are usually owned and operated by federal or state governments. They provide a variety of active and passive outdoor recreation opportunities, particularly those requiring large land or water areas. Regional Parks emphasize heritage and/or resource protection and recreation opportunities beyond the scope of those typically provided at local parks, including camping, hiking, mountain biking, boating, hunting and fishing. Chester County *Linking Landscapes* states that Regional Parks have a service area of 30 miles, or within a 1-hour travel time by car. By this standard, the following Regional Parks serve the Borough:



Encompassing 3,600 acres in Newark, Delaware, White Clay Creek State Park is an example of a Regional Park. Web source image

- White Clay Creek Preserve, Landenberg (8 miles)
 - White Clay Creek State Park, Newark, DE (9 miles)
 - Ridley Creek State Park, Media (24 miles)
 - Marsh Creek State Park, Downingtown (26 miles)
 - French Creek State Park, Elverson (29 miles)
 - Valley Forge National Historical Park, Valley Forge (30 miles)
- **Sub-Regional Parks** are 400 to 1,000 acres in size that provide functions similar to Regional Parks, with an intended service area radius of 7.5 miles (approximately 15-minute drive time). These are typically County-owned facilities. There are no Sub-Regional Parks within 7.5 miles of West Grove; however, the Borough's proximity to six Regional Parks more than compensates for this. The closest Sub-Regional Parks are:
 - Wolf's Hollow Park (13 miles)
 - Nottingham Park (15 miles)
- **Community Parks** are 20 to 400 acres in size, and primarily serve the active recreation needs of residents within a two- to three-mile radius. These parks usually have various sports facilities, paved walking trails, picnic and game areas, and they may have outdoor performance venues. Often, Community Parks have interpretive natural and/or historic preservation components. Goddard Park in London Grove Township is the only Community Park in the vicinity of West Grove.

- **Neighborhood Parks** are one-half acre to 20 acres in size and are intended to address the recreational needs of a population within a 15-minute walk. Harmony Park and Memorial Park are considered Neighborhood Parks.
- **Mini Parks** are smaller than one-half acre with a service radius of a quarter mile. They are typically located in urban settings, and are designed to meet the needs of a local community. Amenities can include playgrounds, sitting areas, paths, gardens, fountains, small structures, interpretive features, etc. The Avon Grove Veterans Memorial is an example of a Mini Park.

Given their large size, Regional and Sub-Regional Parks are considered in the *Linking Landscapes* plan to be the provision of County, State, and Federal agencies. However, the plan does establish municipal area standards for Community, Neighborhood, and Mini Parks.

Based on DVRPC population projections for 2030, West Grove’s park demand will be as follows:

| Projected Borough Park Demand | | | | |
|-------------------------------|-------------------------------------|---|--------------------------------------|-----------------------------|
| 2030 West Grove Population | Required Acreage | | | Total Required Park Acreage |
| | Mini Parks (0.25 acres/1,000 users) | Neighborhood Parks (2.5 ac/1,000 users) | Community Parks (3.0 ac/1,000 users) | |
| 3,288 | 0.8 | 8.2 | 9.9 | 18.9 |

Table 8.2-2: Projected Future Park Demand

West Grove current parks and open space acreage consists of the following:

| Open Space Assets | Area in Acres |
|-------------------|---------------|
| Borough Parks | 13.6 |
| Municipal Land | 21.7 |
| Total | 35.3 |

Table 8.2-3: Existing Borough Open Space Assets

Based on County standards, current Borough park acreage is insufficient to address community needs. However, parks could be expanded onto adjacent Borough-owned properties and developed with recreation facilities. Additionally, neighborhoods in the southern half of West Grove are within walking distance of the 125-acre Goddard Park in London Grove Township, which could address part of the Borough’s recreational need.

Specific recreational facility needs for West Grove are identified through public participation and key person interviews in the formulation of this Comprehensive plan

Section 8.3 Recreation Organizations and Programs

West Grove has a number of organizations that provide sports and active recreation programs for children and adults in West Grove and neighboring communities:

Avon Grove Area Little League (AGALL) is a youth baseball and softball program serving boys and girls ages 4-16 who reside within the Avon Grove School District. Games are played from late March through

early June, followed by tournament play in June and July. Spring 2021 enrollment is 650 (436 baseball, 199 softball, 15 Challenger program for special needs participants), not including travel league players. AGALL also offers a summer camp and fall season baseball. They have four field locations, all of which are located outside of the Borough, although they have expressed desire for an additional lighted field, potentially within West Grove.

Other requested facility improvements are dugouts, an electronic scoreboard, and interchangeable bases and pitching rubbers.

Juega tu Liga is an adult men's soccer league serving residents of West Grove, Avondale, and Kennett Square. The league consists of 12-13 teams of 22 players each, playing from March through October. Games are played at Harmony Park and Memorial Park.

Due to high demand for the fields from various users, Juega tu Liga is also seeking to utilize school or other facilities so that more of their activities can occur during the week as opposed to weekends only. Desired new amenities include field lighting, player benches, water fountains, additional restrooms, additional trash cans, and shade trees on field perimeters.

West Grove Wildcats operates Football/Cheer, Boys/Girls Lacrosse, and Girls Field Hockey programs. The Football/Cheer program currently has 220 participants aged 5-14 and plays from August through November. Boys Lacrosse has approximately 200 registered participants in grades K to 4th, playing in March to early June.

The Football/Cheer program utilizes Harmony Park for Saturday games and weekday practices, along with Memorial Park for weekday practice. Boys Lacrosse uses Harmony Park, and Girls Lacrosse and Field Hockey are played on fields outside of the Borough.

The Wildcats would like improved turf conditions at Harmony Park, especially on the upper (football/baseball) field. In addition, requested improvements include restroom access at times other than games, field lighting at Harmony Park, better field lighting at Memorial Park, and added parking at both parks.

West Grove Presbyterian Church plays informal softball games at the municipal parks.

Section 8.4 *Park and Open Space Assets*

Park Facilities and Borough-owned Open Space

West Grove has three public parks and 17 publicly owned open space parcels:

Memorial Park is comprised of three parcels totaling 4.48 acres and located on Parkway Avenue between Rosehill and East Summit Avenues. Memorial Park includes the following recreational assets:

- Playground (appx. ¼ acre) with sandbox, 4 swings (2 baby swings), play apparatus with slides and climbers, hanging bars, 5 park benches (1 needing repair), a bike rack, and a picnic table. Other than one bench, facilities are in good condition.
- Multi-sport field (1.85 acre) with soccer goals, lacrosse goals, and baseball backstop. The field is lighted from pole fixtures mounted approximately 25 feet high. There is one park bench near the field. The field is used primarily for soccer. Turf condition is poor due to excessive use.

- Three basketball courts (2 regulation, 1 smaller), lighted by streetlamps at approximate 20 foot height. There is one park bench near the courts. Court surfaces and nets are in fair condition and receive frequent use.
- Bathroom building is currently closed but in good condition. It is connected to the sewer system, but has no running water.
- Parking area near the basketball courts has room for 18-20 cars. Pavement is in good condition, but there is no striping.
- There is a masonry mural wall near the smaller basketball court with steps up to Parkway Avenue and the parking area. Steps and wall are in good condition.
- Sports field is surrounded by chain link fence with gaps for access from Parkway Avenue. Fence is in good condition.
- Restroom facilities consist of one portable toilet near the playground.
- Wood storage building (appx 150 square feet) in fair condition.
- Park signs near the intersection of Rosehill and Parkway with the name and rules of the park are in good condition.



Memorial Park playground

Memorial Park is used by the Avon Grove Wildcats Youth Football organization for weekday practices in the fall. The Juega Tu Liga adult soccer league uses the multipurpose field for games. In 2020 and 2021 Oxford Youth Lacrosse also uses the multipurpose field, since COVID-19 precluded their normal use of school facilities.

Skateboarding is not permitted, and Borough staff frequently has asked violators skating on the basketball courts to leave. This would indicate an unmet need in West Grove's parks.

Southeast of the park and adjacent is a 1.03 acre parcel of Borough owned open space. The site is currently a grassed field with two level areas of approximately $\frac{1}{4}$ acre and 0.6 acre. Another 2 acre parcel of Borough owned open space lies just east of Myrtle Avenue, and consists of 0.9 acres of level open field and the remainder in sloping woodland.

Harmony Park is an 8.9 acre site located on Harmony Road approximately 300 feet west of Guernsey Road. Harmony Park includes the following recreational assets:

- Soccer field with 3 aluminum bleachers is not illuminated and receives frequent use for organized games, practices, and informal use. Turf is in fair condition. Field includes lacrosse and soccer goals.
- Football/Baseball field with 5 aluminum bleachers, an electronic football scoreboard, goalposts, a



Football field at Harmony Park

baseball backstop, and two baseball players' benches (one slightly bent). Fields used for organized games, practices, and informal use. Field is not illuminated, and turf is in fair condition.

- Playground with play apparatus including slides and climbers, two spring rockers, and a picnic bench. A well-used gaga pit is nearby.
- Snack bar building (appx. 1,900 square feet) with restrooms, storage, and locker room space. The building is in good condition. Outside the building is a concrete patio area with 6 picnic benches.
- Metal storage building (appx. 230 square feet) in good condition.
- Masonry municipal well house and water storage tank, off line for reserve capacity only.
- Picnic Grove (appx ¼ acre) with 7 picnic benches and a 225 square foot gazebo. The gazebo has an ADA accessible ramp, but no ADA compliant path for access.
- A 0.2-acre stormwater basin, currently maintained as a lawn area.
- 2,000 foot walking trail with unconsolidated recycled rubber surface. Along the trail are 8 benches on concrete pads. Part of the plastic trail edging is dislodged, and the surface is worn and uneven. The trail is not ADA accessible.
- Parking lot with 104 spaces, including 5 ADA van accessible spaces. The parking lot surface is in very good condition, although the number of spaces is inadequate for large game day events. The inadequate parking has caused attendees to park along neighborhood residential streets.
- Signage at the park entrance and at the picnic grove is in good condition.
- There is a 6 foot DBH American Sycamore tree near the parking lot exit drive. The parking lot was laid out to preserve this specimen tree, which has a stately presence along Harmony Road.

An adjacent 3.4 acre parcel pending acquisition by the Borough consists of gently sloping open land with frontage on Guernsey Road. This parcel adjoins a narrow 0.48 acre strip of Borough owned property with a driveway to Evergreen Street. These provide potential access to Harmony Park from both Evergreen Street and Guernsey Road as well as additional space for park program elements.

Avon Grove Veterans Memorial is a ¼ acre plaza with flagstone paving and monuments for area citizens killed in World War I, World War II, the Korean War, and Vietnam. The plaza is located at the intersection of Evergreen Street and Exchange Place and is accessed from the sidewalk. Plantings consist of evergreen trees, a hedge along Evergreen Street, flowering trees and flower beds maintained by area businesses. The site includes a small stage but no seating. A plaque commemorates the Hall Building and the Roselyn Theater, which occupied the site from 1867-1914 and 1914-1980 respectively. One Kousa Dogwood near Evergreen Street is in poor condition.



Avon Grove Veterans Memorial

Borough-Owned Open Space

In addition to the parks, West Grove owns several parcels of public land as follows:

West Grove Municipal Water Tower occupies a 1 acre lot at Prospect and West Meadow Drive. This site is mostly mowed area with deciduous and evergreen trees on the perimeter.

Townview Open Space consists of two parcels totaling 11.56 acres surrounding and east of the Townview townhouses between East Hillcrest Avenue and East Summit Avenue. Approximately 3 acres of this is lawn area around the townhouses, and the remainder is forested land north of the development and extending eastward along a stream tributary. The land adjoins HOA open space associated with the Heather Grove development and has access to other Borough open space and Memorial Park by way of frontage on Summit Avenue.

The Borough owns two properties at the end of **Joseph Pyle Drive** totaling 1.06 acres. One parcel is devoted to stormwater management for the surrounding development, and the other 0.58 acre parcel is flat lawn area.

The **Merigold Court** detention basin sits within a 1.4 acre Borough owned lot that is a mix of mowed lawn and trees.

Homeowners Association Open Space

In addition to Borough owned property, Homeowners Associations (HOAs) own land that is accessible for residents' use. If there were agreements with the Borough, these properties could serve a broader public purpose, such as trail or greenway corridors.

| West Grove Borough Summary of Homeowner's Association Open Space | |
|---|------------|
| Farm Homes of West Grove HOA | 1.7 acres |
| Liberty Court HOA | 5.51 acres |
| Heather Grove in West Grove HOA | 10.2 acres |
| Willow Creek LLC | 1.8 acres |

Regional Park and Recreation Assets serving West Grove

In addition to resources within the Borough, West Grove residents have access to a number of state and municipal public parks in the region, as well as privately managed protected open spaces that together provide for a broad diversity of outdoor recreational and educational activities:

- **Goddard Park** in London Grove Township is less than ¼ mile from the West Grove municipal border. The 125-acre Township park offers walking trails, a playground, dog park, community garden, meadows, a forested stream corridor, and pavilions. Respondents to the Community Values Survey indicated that a number of Borough residents utilize Goddard Park facilities. Despite its proximity to the Borough, there are currently no safe pedestrian or bicycle routes to the park for West Grove residents.



Goddard Park. Image credit: London Grove Township

- **White Clay Creek Preserve** is a 2,072-acre state park in London Britain, Franklin, and Elk Townships. The preserve connects to the 3,600-acre **White Clay Creek State Park** in Newark, Delaware. This multi-state facility is jointly operated by the Pennsylvania Department of Conservation and Natural Resources (DCNR) and the Delaware Department of Natural Resources and Environmental Control (DNREC), to promote protection and enjoyment of the White Clay Creek Watershed. The two parks together offer over 40 miles of trails for hiking, equestrian use, and mountain biking, as well as disc golf, playgrounds, picnic space, and areas for fishing, camping, hunting, and geocaching.
- **Fair Hill** is a 5,656-acre State Natural Resource Management Area (NRMA) in Cecil County, Maryland, adjacent to the White Clay Creek Preserve. The former DuPont property has extensive facilities for equestrian users and events, as well as fairgrounds and over 80 miles of trails for hiking, bicycling, and horseback riding.
- **Peacedale Preserve** and **ChesLen Preserve** are nature preserves maintained by the non-profit Natural Lands. Peacedale provides a trail network through 222 acres of meadow in Landenberg, Franklin Township. ChesLen Preserve, formerly Embreeville County Park, is 1,282 acres of meadows, farm fields, and forests in Newlin Township. ChesLen offers trails, historical sites, a natural playground, and access to the West Branch of the Brandywine Creek for canoes and kayaks.

Section 8.5 Trails

Trails are critical components of the recreational system that promote public health, intermodal accessibility, environmental awareness, and sustainability. A wide variety of trail users, from hikers and

bicyclists to equestrians and cross-country skiers, use trails for recreation, commuting, and to experience the natural and historic heritage of the County. Public opinion surveys repeatedly demonstrate that trails are the most broadly popular of all open space and recreation assets.

West Grove’s existing and proposed trail facilities are shown on Map 5 as follows:

- **Harmony Park loop trail (existing, 2,000 feet long)** – The Harmony Park trail is a well-used, passive recreation amenity. The trail’s loose rubber surfacing does not accommodate strollers or wheelchair users. Paving the trail would facilitate greater accessibility and ease of maintenance. Permeable pavements are available for trails to manage stormwater.

- **Memorial Park connector trail (proposed, 1,800 feet long)** – This trail was proposed in the Borough’s 2003 *Urban Center Revitalization Plan* to connect neighborhoods in the southeast Borough corner with Memorial Park and Town Center destinations.

- **Greenway trail (proposed, 2,400 feet long)** – The stream corridor that runs through two open space parcels in the southeast Borough corner is a prime trail location.



Harmony Park loop trail

As identified in Greenway section of the Land Use Plan, this trail would provide outdoor recreation for residents along Summit Avenue as well as the Farm Homes, Liberty Court, and Heather Grove communities. If a sidewalk were installed along Heather Grove Lane, the trail would also facilitate access to destinations in London Grove via their proposed State Road sidewalk project. An 850-foot trail segment could be implemented on Borough-owned open space. A 1,550-foot trail segment in open space owned by Liberty Court and Heather Grove homeowners associations would require an access easement.

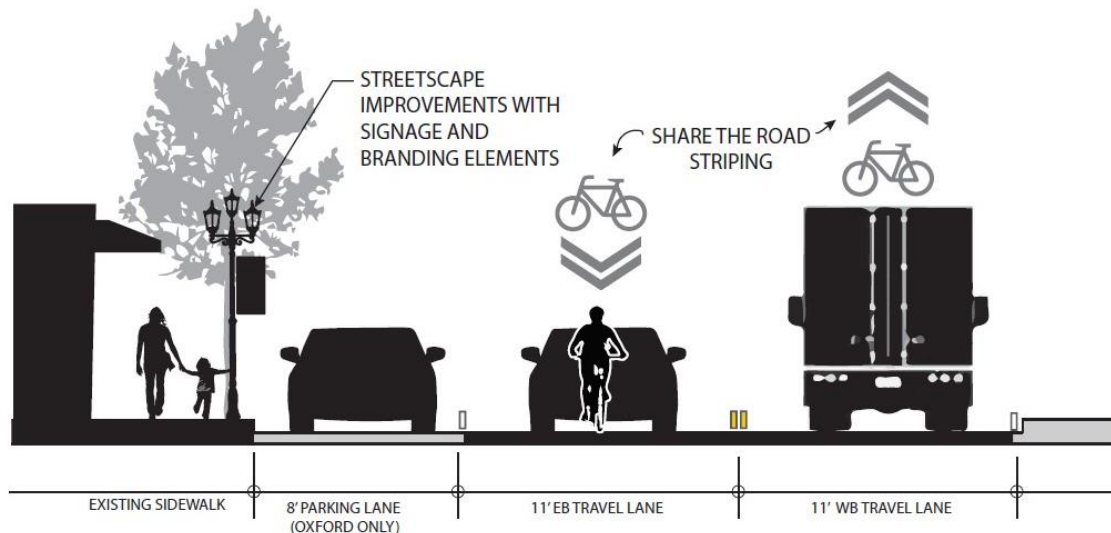
In addition to trails, the Borough maintains a fairly comprehensive sidewalk network as indicated on Map 5. The condition of several sidewalk sections is poor, and gaps in the network prevent safe pedestrian access to parks. Most notably, there are opportunities for new sidewalk connections to parks in the following areas:

- Along Prospect Avenue from Summit Avenue south toward Goddard Park;
- Along East Summit Avenue to provide access to Memorial Park and the proposed greenway; and
- Along Harmony Road to provide access to Harmony Park.

Repairing existing sidewalks and installing new ones along key road segments would improve access to Borough parks, the Town Center area, and destinations outside of West Grove.

Outside of the Borough, London Grove Township's 2014 *Trail Plan* and 2011 *Comprehensive Plan* propose an extensive network of trails and bikeways located primarily along Township roads. Of particular relevance to West Grove are multi-use arterial trails proposed along Guernsey Road and State Road, which would facilitate recreation and commuting opportunities.

Chester County is proposing a multi-use trail that would connect the communities in southern Chester County situated along the Baltimore Pike corridor to the Circuit, the Greater Philadelphia area's 800-mile-long system of interconnected multi-use trails. This Southern Chester County Circuit Trail (SCCCT)



Baltimore Pike Bikeway diagram with proposed streetscape improvements. Image source: *Southern Chester County Circuit Trail Feasibility Study* (Chester County Planning Commission, 2021)

is proposed to follow Baltimore Pike through West Grove Borough. Due to the road's narrow right-of-way, a separate multi-use trail is not feasible for much the Circuit route west of Avondale. Therefore the proposed trail, called the Baltimore Pike Bikeway, will consist of on-road bicycle facilities.

Section 8.6 Bike Routes

Bicycle accessibility is critical to multi-modal accessibility, and West Grove is in a good position to maximize the benefits of this. London Grove Township and the County propose to expand bicycle access in and around the Borough through the Circuit and local trail initiatives. Development of supporting roadway facilities within West Grove will facilitate greater access to recreation as well as alternatives to commuting by vehicle.

Painted bicycle lanes exist on both sides of Baltimore Pike east of West Grove. West of the Borough, wide shoulders can accommodate bicycle traffic along both the east-bound and west-bound travel lanes. Once



Existing bicycle route signage along Evergreen Street

Baltimore Pike transitions to Evergreen Street within the Borough, the narrow road does not permit bicycle lanes. ‘Share the Road’ signs along Evergreen Street alert drivers to bicycle traffic.

London Grove Township proposes multi-use trails along Baltimore Pike, Guernsey Road, and State Road adjacent to the Borough. Chester County’s Baltimore Pike Bikeway, a section of the Southern Chester County Circuit Trail, is proposed through West Grove Borough as an on-road bike route along Evergreen Street. The bikeway will transition to painted bicycle lanes. The 2021 *Southern Chester County Circuit Trail Feasibility Study* proposes streetscape enhancements along the Bikeway route, including wayfinding, signage, and pavement markings.

Once implemented, the Bikeway would improve multi-modal access in West Grove for both recreational and commuting cyclists. In order to attract Bikeway riders into the Borough’s Town Center, West Grove could provide a bicycle route connection from Chatham Street to Railroad Avenue. This would require developing a right-of-way that parallels the East Penn Railroad between Chatham Street and Railroad Avenue.

Map 5 indicates existing and proposed bike facilities in and adjacent to West Grove.

Bicycle routes can be made safer through multi-modal street design. In many cases, existing roads can at minimal expense be made into safer bicycle routes through installation of signs and/or pavement markings. Specific strategies to create safe bicycle routes include:

- Complete Streets, which are designed with specific accommodations for pedestrians, bicyclists, motorists, and public/mass transportation, as well as traffic calming measures. These are covered in detail in the Transportation Plan.
- Bike route signage can consist of share the road signs, and/or could contain specific local or regional route information (e.g. Baltimore Pike Bikeway component of the proposed Circuit trail).
- Bicycle “sharrow” pavement markings to indicate that travel lanes are shared by motorists and cyclists. PennDOT requires that municipalities are responsible for maintenance of sharrow markings. The Manual on Uniform Traffic Control Devices (MUTCD) provides guidelines of sharrow placement.

Additional information on bicycle routes and accommodation is provided in the Transportation Plan.

Section 8.7 *Seniors and Special Needs Populations*

As the population ages and communities recognize the importance of recreational amenities for special needs populations, opportunities should be pursued to incorporate ADA accessible facilities into the park system including trails that are wheelchair accessible and well-maintained to avoid tripping hazards such as cracks in pavement.

The Community Facilities Plan identified a lack of services and programs focused on senior citizens within the Borough. Consideration should be given to recreational programming focused on West Grove’s senior population, in order to provide social opportunities, recreation, wellness and fitness benefits. Partnerships with other community facilities should be considered for senior programs such as at school facilities, churches, and the Avon Grove Library to maximize opportunities for senior activities.

In addition to expanding the programs and amenities for the senior population, amenities accessible to residents with other special needs should be considered. Installation of playground equipment for children with disabilities also enhances the use of the park spaces by a wider variety of residents. Opportunities to install all-abilities play equipment should be pursued as part of playground upgrades at Harmony and Memorial Parks to maximize usage opportunities. Providing paved trails; improving sidewalk conditions; and installing ADA ramps at intersections helps to make parks more accessible for those with physical limitations.

Section 8.8 Policy Recommendations

Municipal recreation and open space planning should strive to achieve all objectives and maintain balance where multiple goals are in apparent conflict. This requires the setting of priorities in determining how specific objectives are to be met. In assessing the assets, programs, and potential available to West Grove, and through needs assessment based on County standards and input from key stakeholders and groups, we are able to establish a number of policy objectives to serve the community. If a more detailed and specific analysis is desired, the Borough should consider updating its 1993 Open Space, Recreation, and Environmental Resources Plan.

To support planning and facilities improvements, grant funding is available from Chester County, PA DCNR, PA DCED, PECO Green Regions, and TreeVitalize programs. In addition, improved park facilities could be leased to individuals and organizations to generate a Borough revenue stream for new amenities and maintenance.

Regulatory and Advisory Provisions

Open space and recreational facilities should be required for all new developments to accommodate the increased population or demand. Where new open space and recreational facilities are not feasible at a given development, the subdivision and land development ordinance (SLDO) should be amended to require **fees in lieu** to expand or improve facilities at existing parks.

Where the preservation objectives of environmental resource protection, open space planning, and recreation overlap, **Greenways** are an effective strategy. These are most logically oriented along water courses where riparian buffers can provide corridors for habitat protection and trails, while improving water quality. Riparian greenways should be extended to form contiguous trail and environmental protection corridors. The Borough could consider an Official Map to facilitate acquisition and environmental remediation/enhancement of greenway corridors.

In order to maintain an inventory of public recreation resources, provide an avenue for public input on facilities and needs, and to advise Borough Council and staff on matters of planning, programs, facilities, and maintenance, the Borough should consider forming a **Parks and Recreation Board**.

Open space and planning should also include allocation of resources to assure that open space and recreational resources are monitored and maintained. The Borough should adopt a program of annual or biannual **monitoring inspections** of public and private open space and recreation resources to assure safety, to mitigate any environmental/management concerns, and to prevent illegal or hazardous/nuisance use of open space.

Facility Improvements

In order to promote the best use of available resources and to provide those facilities most needed and desired by Borough residents, park improvements should be planned and executed in accordance with a **master park development plan**. The following specific facility improvements should be considered to improve recreational accommodation for all citizens:

Memorial Park

Memorial Park lies in the heart of town and has tremendous unrealized potential as a community anchor as well as a recreational venue. Since it is directly adjacent to the proposed Public Common and Town Center areas on the Future Land Use plan, Memorial Park is a logical host site for civic and community functions. In addition, it provides opportunity for improvement of existing recreational facilities and the accommodation of new uses.

Program enhancements could be facilitated by incorporating adjacent Borough owned open space into the park to expand it to 7.5 total acres with sports fields, play areas, public event spaces, and other specialized amenities. Specific improvements for consideration are as follows:



Borough Open Space next to Memorial Park

- Improved lighting for the multipurpose playing field and field surface improvements.
- Lighting and rehabilitation of basketball courts.
- Rehabilitate bathrooms – possibly relocate to more central and accessible areas. Restore water supply to bathrooms and provide water fountains.
- Enhance and possibly relocate playground area – provide low maintenance recycled rubber safety surface, enhanced play apparatus for children of different ages, zip line, shade structure, spring rockers, etc.
- Picnic grove area with grills, pavilions, shade trees, picnic benches, quoits/horseshoes/bocce, electric outlets with USB chargers.
- Amphitheater with changing/restrooms for concerts, plays, ceremonies, civic events.
- Skate park and/or bicycle pump track.
- Snack bar or food truck area.
- Splash park.
- Additional road shoulder parking along Parkway Avenue.
- Trails with connection to greenway corridor.

Harmony Park

Harmony Park has the highest potential for use as a sports and recreation facility, but also should accommodate park amenities for a broad cross section of Borough residents. The recent acquisition of 3.4 acres adjacent to Harmony Park affords opportunity to expand the facility and address current issues including an under-supply of parking. Specific improvements for consideration are as follows:

- Lighting, announcer's booth, and field surface improvement of football field.
- Lighting and field surface improvements for soccer field.
- Baseball field improvements including lighting, scoreboard, dugouts, bleachers, prepared infield with pitching mound and bases, and announcer's booth.
- Expanded parking area with access to Guernsey Road or Evergreen Street – with possible gated connecting lane between the two parking areas.
- Replant stormwater basin as natural habitat meadow area with pollinator attracting plants, bird boxes, bat boxes, observation deck for bird watching, astronomy.
- Dog park.
- Enhanced playground area with facilities for different age groups.
- Nature playground.
- Additional restroom facilities and water fountains.
- ADA accessible trail with permeable asphalt or Perc-E-Pave recycled rubber permeable surface and ADA accessible bench pad areas.
- Improved picnic grove area with grills and ADA accessible pavilion and picnic benches.
- Enhanced offsite pedestrian accessibility.

Avon Grove Veterans Memorial

The Veterans Memorial occupies a prominent position in the heart of town. As such, it could be enhanced into a more accessible and profoundly meaningful monument to those who offered the ultimate sacrifice. Specific improvements for consideration are as follows:

- Provide seating areas to encourage people to spend time in the space.
- Replace makeshift platform with a more permanent and elegant commemoration stage.
- Incorporate a sculptural fountain into the central flagpole feature. This will deaden the noise of the adjacent street and lend a contemplative sense to the place, while enhancing its prominence as a central civic monument.
- Replace concrete sidewalk along the frontage with a decorative surface to accentuate that it is a central and sacred space.
- Augment plantings, and replace any weak or dying species with appropriate species to provide year-round variety and interest. Establish shade tolerant understory vegetation beneath evergreen perimeter screen plantings.

Trails and Greenways

The Borough open space system should include ecological and enhancements and facilitate multi-modal mobility. Borough owned and HOA open space should serve as habitat and water quality restoration areas, and greenway corridors for the movement of wildlife and people. In addition, West Grove is central to The Circuit system of bicycle ways and should be a compelling destination within that system. Specific improvements for consideration are as follows:

- Implement new management strategies to replace lawn areas with native meadow, install forest restoration and streambank stabilization plantings as appropriate, and eradicate invasive vegetation from natural areas in Municipal and HOA owned open space.
- Create pedestrian linkages from Memorial Park through public and HOA open space that will connect to proposed sidewalks leading to Avon Grove Middle School and Goddard Park.
- Create pedestrian linkage from Harmony Park to the proposed multi-use arterial trail along Guernsey Road.
- Plan and implement Complete Street infrastructure on Evergreen Street to facilitate West Grove's portion of The Circuit bicycle route.
- Plan and implement alternate Circuit cycling route to bring bicycle traffic into the West Grove Public Common area and Town Center Businesses.

Section 8.9 *Implementation Strategies*

The following strategies, in addition to the policy recommendations in the preceding text, will implement the goals and objectives of the Parks and Recreation Plan:

PR-1 Create a Borough Master Parks Plan to coordinate improvements to Memorial Park, Harmony Park, and the Veterans Memorial (Sections 8.4 and 8.8).

Program Memorial Park as the Borough's central recreation and community events space. Establish list of priority improvements through a park facilities master plan. Expand park onto adjacent Borough properties if needed for new facilities. Acquire necessary grant funding and proceed to construction.

Program Harmony Park as a sporting and active recreation venue with natural habitat amenities. Establish list of priority improvements through a park facilities master plan. Acquire adjacent property if needed to facilitate facility improvements. Obtain necessary grant funding and proceed to construction.

Plan facility and landscaping improvements for Veterans Memorial Park.

PR-2 Establish a Municipal Parks and Recreation Board (Section 8.8).

Charter an advisory body to Borough Council to make recommendations on park and recreation facilities, programs, and operations.

PR-3 Adopt a municipal Recreation Fee in Lieu Ordinance (Section 8.8).

Using this Comprehensive Plan or a subsequent Parks and Recreation Plan as the basis, amend the Subdivision and land Development Ordinance to require all new development to provide facilities on site for anticipated recreational demand, or pay a fee in lieu thereof.

PR-4 Consider adopting an Official Map to facilitate important park, trail, bikeway, and greenway projects (Section 8.8).

An Official Map gives the Borough the ability to acquire land and resources to facilitate necessary public improvements.

PR-5 Monitor and maintain the condition of all public recreation and open space facilities and resources (Section 8.8).

Compile regular reports on the safety and functionality of recreational facilities, and budget adequately for maintenance, repair, and replacement as appropriate. Monitor and report on open space resources, specifically for trail conditions, invasive species, erosion, illegal use, dumping, and hazards to human safety or health, and assure that necessary maintenance and restorative actions are taken.

PR-6 Improve physical and landscape amenities at the Avon Grove Veterans Memorial to create a central civic feature in the Town Center and a gateway element to the Public Common (Sections 8.4 and 8.8).

Develop a landscape architecture plan and details for seating, commemoration platform, central fountain, paving, and landscaping.

PR-7 Create pedestrian links that connect municipal parks to existing and proposed sidewalks and trails to enhance access to schools, parks, and other amenities within and beyond the Borough (Sections 8.5, 8.6, and 8.8).

Critical connections include the greenway between Municipal Park and Avon Grove Middle School, and a path from Harmony Park to the proposed Guernsey Road multi-use trail.

PR-8 Implement The Circuit bicycle trail system in West Grove (Sections 8.6 and 8.8).

Work with the County and Circuit coordinators to create a Circuit bicycle connection along Evergreen Street, including an alternate loop to route bicycle traffic through the Public Common and Town Center of West Grove.

Chapter 9 Transportation Plan



Land use, economic development, housing, recreation, and environmental resource protection are all dependent on a functional and efficient multi-modal transportation network. This element of the Comprehensive Plan advances strategies to efficiently move goods and people, to maintain a high quality of life, and to promote environmental and energy sustainability.

In addition, specific planned improvements are identified in the biennial Chester County Transportation Improvement Inventory (TII), updated in summer 2019; the County Active Transportation Inventory, updated in October 2020; and the annually updated Urban Center Improvement Inventory (UCII). Transportation initiatives of this Chapter element are depicted on Map 6.

Section 9.1 *Transportation Plan Goal and Objectives*

Promote transportation options that reduce congestion and dependency on automobiles while improving safety, accessibility, and interconnectedness.

This goal is to be advanced through the pursuit of the following specific objectives:

1. Prioritize roadway improvements that lessen congestion, direct pass-through traffic, and improve roadway safety.
2. Expand bicycle and pedestrian connections by identifying and prioritizing missing linkages within the Borough.
3. Work with Chester County and the Transportation Management Associations to promote affordable public transportation service.
4. Ensure an adequate parking supply that will sustain revitalization efforts.

Section 9.2 *Regional Transportation Initiatives*

West Grove is compact and densely developed, with a sidewalk network that makes many of its neighborhoods, recreational spaces, and downtown destinations easily and conveniently accessible on foot. However, the Borough lies within a rural landscape that relies on automobile traffic, with employment and retail centers set far apart along highways.

In its 2014 *Housing and Transportation Options for Southern Chester County Study*, Chester County found lower rates of vehicle ownership among certain households in the area, particularly among Latinos and senior citizens, which presents mobility challenges. These populations rely on alternatives to single occupancy vehicles, including public transit and ridesharing. Data on vehicle ownership among households in West Grove Borough indicates that over a quarter of households either do not own a vehicle or share one among all household members (Figure 9.2-1).

Chester County and London Grove Township propose improvements to the regional transportation network that would improve circulation for pedestrians, bicyclists, and transit users, in addition to motorists:

- London Grove Township's *2011 Comprehensive Plan* proposes to implement a Township-wide trail system, with sidewalks or multi-use trails that parallel Guernsey Road, Route 841, Baltimore Pike, and State Road; safety improvements to Guernsey Road and Route 841; and designation of Guernsey Road and Route 841 as Pennsylvania Byways, which would support protection of the roads' scenic vistas and opens up funding and tourism opportunities.

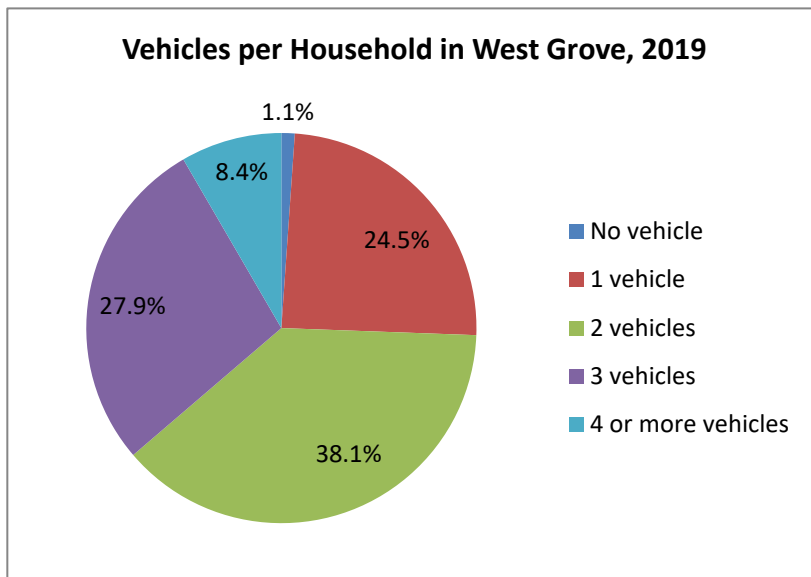


Figure 9.2-1: Number of Vehicles Available per Household in West Grove. Source: U.S. Census Bureau via Chester County Planning Commission (CCPC)

- Chester County's *2014 Public Transportation Plan* emphasizes a comprehensive network of public transportation, pedestrian, and bicycle facilities within identified growth areas in the County. Objectives that are relevant to West Grove include:
 - Encourage municipalities in the creation and adoption of ordinances to provide for the integral development of transit related facilities and/or land uses.
 - Provide pedestrian/bike connections to and from all transit stops, employment centers and commercial centers.
 - Identify shared use opportunities within existing commercial centers to provide additional parking for transit users.
 - Utilize new technologies to provide status information for transit users and for fare collection.
- Chester County's *2014 Housing and Transportation Options for Southern Chester County Study* assessed the state of transportation for disadvantaged communities in 11 southern Chester County municipalities, including West Grove. The study recommends a number of transportation improvements to benefit populations without reliable automobile access, including seniors, low-income, and Latino households. Recommendations include redesigning Baltimore Pike as a complete street; providing shelters, bicycle parking, signage, and lighting at transit stops; posting bus schedules in high-volume public spaces; improving bilingual capabilities for transit providers; and exploring additional shuttle or taxi services to commuter and other destinations.
- Chester County's *2015 Baltimore Pike for Everyone Plan* envisions Baltimore Pike as a complete street that accommodates bicyclists, pedestrians, transit riders, and "people using any other form of non-motorized transportation while still maintaining the roadway's efficiency to move motorized vehicle traffic."

Section 9.3 Borough Roadway Improvements

Existing Road Network

West Grove is located along two major, east-west corridors that run across southern Chester County, moving people and goods between Baltimore and Philadelphia. Baltimore Pike runs through the northern half of the Borough, where it is named Evergreen Street, and is an important business route that connects communities across 13 Chester County municipalities. US 1 is an expressway north of the Borough that is utilized by commuters, freight trucks, and regional travelers. It is accessible via an interchange with PA Route 841 that is located in London Grove Township near the northeast corner of West Grove. State Road is a third route south of the Borough that parallels US 1 and Baltimore Pike between Avondale and the Maryland border.



Intersection of Evergreen Street and Prospect Avenue in the Borough Town Center

North-south travel through West Grove is provided by PA 841, which follows Prospect Avenue through the Borough center to Evergreen Street, then continues north toward US 1 via Chatham Road; Guernsey Road, which forms the Borough's west boundary; and Oakland Avenue, which continues to State Road via Welcome Avenue and Heather Grove Lane in London Grove Township.

Other roads in West Grove that connect to destinations outside of the Borough include Willow Street, which intersects with Guernsey Road and continues west as Valley Road; and Rosehill Avenue/Rosehill Road, which intersects with Oakland Avenue before continuing east towards State Road. The remaining Borough roads are local streets that connect to residential neighborhoods. With the exception of the state-owned Evergreen Street, Prospect Avenue, Chatham Road, and Guernsey Road from Baltimore Pike northward, all roads are owned and maintained by the Borough.

The intersection of PA 841/Prospect Avenue and Baltimore Pike/Evergreen Street defines West Grove's downtown area and presents both opportunities and challenges to the Borough's development. The crossroads of two major routes and proximity to US 1 bring visitors right into West Grove's Town Center. At the same time, high volumes of pass-through traffic present safety concerns and traffic flow issues. The Borough faces additional congestion and safety issues on Oakland Avenue, as motorists attempt to bypass Prospect Avenue to access Baltimore Pike, Route 1, or State Road.

PennDOT recently implemented traffic calming, signal, and pedestrian improvements in and around the intersection of Prospect Avenue and Evergreen Street as part of their Hometown Streets Initiative. Improvements include reconstructed sidewalks, signal changes to improve traffic flow, and road narrowing to slow motorists on East Evergreen Street. West Grove recently implemented road reconstruction, sidewalks, and utility upgrades to Hillside Avenue and Willow Street. The following additional improvement projects are proposed to address outstanding traffic issues in the Borough.

Oakland Avenue Revitalization

West Grove commissioned design and engineering of improvements to Oakland Avenue in 2016 for road reconstruction and stormwater infrastructure between Evergreen Street and Rosehill Avenue. The project also includes a sidewalk along the northbound lane, with ADA-accessible curb ramps and crosswalks at intersections with Railroad Avenue, Chestnut Street, Locust Road, and Rosehill Avenue. The Borough intends to pursue grant funding for construction via the Chester County Department of Community Development's Community Revitalization Program (CRP).

Additionally, the Borough is considering signage that prohibits left turns from Oakland Avenue onto Evergreen Street, which currently causes significant traffic flow issues during peak travel hours. See policy recommendations on page 9.5.

Evergreen Street and Chatham Road Intersection

Evergreen Street and PA 841/Chatham Road is a significant intersection in the northeast corner of West Grove. It controls all traffic accessing the US 1/PA 841 interchange north of the Borough, as well as all traffic traveling along the Baltimore Pike corridor. Although DVRPC estimates that over 10,000 vehicles pass through the intersection each day (DVRPC Travel Monitoring), the intersection is currently controlled by a stop sign on PA 841/Chatham Road. The intersection joins two major thoroughfares at odd angles, as well as two adjacent streets that intersect Evergreen Street less than 50 yards west of Chatham Road. The intersection's confusing layout presents safety concerns, and vehicle speeds and the lack of a signal makes turning left difficult from Chatham Road onto Baltimore Pike.

A signal at the intersection would improve traffic safety and flow, as well as access to existing and proposed commercial uses along the corridor. London Grove Township has proposed a traffic signal at the intersection, and West Grove Borough is in discussions with PennDOT to install a signal as part of proposed reconstruction of the US 1/PA 841 interchange. Roadway and streetscape improvements that create a gateway into the Borough could be incorporated into the signalization project. These improvements were referenced in the Highway Commercial component of the Land Use Plan, and could



Intersection of Evergreen Street and Chatham Road

include signage, traffic calming measures, landscape and architectural treatments, and pedestrian and bicycle accommodations. See policy recommendations on page 9.5.

Local and Regional Projects

Chester County's Transportation Improvement Inventory (TII) of projects, is updated every two years. The highest priority projects region-wide are included in the Delaware Valley Regional Planning Commission's (DVRPC) Transportation Improvement Program (TIP), which estimates project costs and schedules, and ensures a project's eligibility for state and federal funding.

The 2021 TIP identifies reconstruction of the US 1 Expressway as a priority project that will impact West Grove. This project will improve travel on US 1 from the Pennsylvania/Maryland border to Schoolhouse Road in Kennett Township. The reconstruction will consist of pavement rehabilitation and reconstruction; guiderail upgrades; increasing clearance of overhead structures, and adjustments to interchange acceleration/ deceleration lanes and loop ramp radii. The TIP divides the work into four phases, with each phase focusing on a different section of highway. Work on the section of US 1 adjacent to West Grove will take place between PA 896 and PA 41, and will include the interchanges at PA 796, PA 841, and PA 41. Construction is estimated to begin in 2025.

Chester County's 2019 Transportation Improvements Inventory (TII) identifies several improvements projects proposed in and around West Grove. A 2005 proposal to add turn lanes to Evergreen Street at the intersection with Oakland Avenue is no longer feasible due to road narrowing completed by PennDOT. The remaining roadway improvement projects are proposed by London Grove Township:

- Safety improvements/ roundabouts at State Road intersections with South Guernsey Road and Schoolhouse Road
- Widen North Guernsey Road between US 1 and PA 41, from 17 feet to 24 feet
- Roundabout/traffic signal at the intersection of East Evergreen Street and Chatham Road

Policy Recommendations:

- **Pursue County CRP funding for the Oakland Avenue Revitalization Project.**
- **Coordinate with PennDOT to install signage prohibiting left turns from Oakland Avenue onto Evergreen Street.**
- **Coordinate with PennDOT and Chester County to design and implement traffic safety and gateway improvements to the intersection of Baltimore Pike/Evergreen Street and PA 841/Chatham Road.**
- **Coordinate with Chester County to update the Transportation Improvements Inventory (TII) to incorporate desired roadway improvement projects.**
- **Coordinate with London Grove Township to ensure continuity between existing and proposed transportation networks that connect the two municipalities.**

Section 9.4 Bicycle and Pedestrian Accessibility

Multi-modal connectivity is essential to fostering healthy, thriving communities. As a compact, densely developed community, West Grove has the potential to implement a safe, well-connected system of sidewalks, bikeways, and trails that link to homes, businesses, recreation, and transit, thus providing a diverse range of mobility options for commuting and recreation in and through the Borough.

Bicycle and pedestrian accessibility are addressed in part in the trail components of the Parks and Recreation element of the Comprehensive Plan (Chapter 8/Map 5). The aim of these is to promote a comprehensive network of accessibility for non-motorized commuting and recreation.

This Transportation element focuses on gaps in sidewalks and multimodal access to streets and trails.

Sidewalk Network

West Grove maintains sidewalks throughout much of the Town Center and residential neighborhoods, as shown in Map 6. Several sidewalk sections are deteriorating. Although the Borough has ordinances that require property owners with sidewalks to maintain their facilities, enforcement is a challenge. Creating an inventory of the condition of existing sidewalks would facilitate enforcement and prioritizing reconstruction and replacement projects.

There are multiple gaps in the sidewalk network that prevent safe pedestrian access throughout and outside of the Borough. Moreover, many existing sidewalks are narrow and partially obstructed by utility poles and traffic signs. There are additional concerns for the existing sidewalk along Prospect Avenue from the Town Center to Hillcrest Avenue, where a narrow walkway immediately adjacent to a busy street creates an uncomfortable pedestrian environment. This is compounded in several places by low or no curbing and residential retaining walls and landscaping that encroach into the pedestrian corridor. Sidewalk improvements including wider walkways and curbs would improve pedestrian comfort and safety.

Sidewalk Recommendations:

The following are proposed capital projects in the Borough's Urban Center Revitalization Plan and in Chester County's Urban Center Improvements Inventory (UCII), thus making them eligible for County funding:

- Prospect Avenue – Install a sidewalk from West Hillcrest Avenue to the Borough boundary, coordinated with London Grove's proposed sidewalk connection to State Road/Goddard Park.
- Harmony Road – Install new sidewalks from Meetinghouse Road to Maple Avenue.
- South Guernsey Road – Extend a sidewalk from the Fuller Meadows community to Columbine Drive. This project was partially completed by the Fuller Meadows development.
- Woodland Avenue – Repair existing sidewalks and install a complete sidewalk route between Summit Avenue and Evergreen Street.
- Summit Avenue – Repair existing sidewalk. Install new sidewalk west from Woodland Avenue to Willow Street, and east from Prospect Avenue to Myrtle Avenue.



Top: Damaged sidewalk along Evergreen Street
Middle: Missing sidewalk along Prospect Avenue
Above: Narrow sidewalk even with road grade along Prospect Avenue

- Oakland Avenue – Install a new sidewalk from Rosehill Avenue to Railroad Avenue. This project is included in the Oakland Avenue Revitalization.
- Willow Street – Install a sidewalk from Guernsey Road to Woodland Avenue. This project was partially completed by the Fuller Meadows development.
- Myrtle Avenue – Extend existing sidewalk route to Summit Avenue.
- Walnut Street – Sidewalk repair/construction

There are further opportunities to provide sidewalks that would expand walkability as follows:

- Prospect Avenue – Installing a sidewalk on the east side of Prospect Avenue from Summit Avenue to the Borough boundary, and working with London Grove to provide sidewalks on both sides of the road from Borough limits to State Road, would enable residents to safely walk to the Town Center and to destinations in London Grove Township.
- Evergreen Street – Existing sidewalks do not extend either to the Borough's east or west boundaries, thus preventing access to businesses along Baltimore Pike in London Grove, or to London Grove's proposed trail system.
- Harmony Road – Providing a sidewalk from Maple Avenue to Guernsey Road would enable access to Harmony Park and to the proposed London Grove trail system.
- South Guernsey Road – Extending a sidewalk from Columbine Drive south to State Road would connect the South Hills community with West Grove's sidewalk network, as well as provide residents in the southwest corner of the Borough with access to London Grove Township trails and Goddard Park. Extending a sidewalk from Willow Street north to Evergreen Street would connect residents with destinations along the Evergreen and Prospect Corridor and along Baltimore Pike in London Grove.
- Summit Avenue – Extending a sidewalk east from Myrtle Avenue would connect pedestrians with proposed Borough trails.
- Hillcrest Avenue – Extending sidewalks on both sides of Hillcrest to Prospect, in connection with complete sidewalks on both sides of Prospect Avenue, would enable residents to walk to the Town Center and to destinations in London Grove Township.
- Heather Grove Lane (London Grove Township) – Extending a sidewalk from Morningside Court to State Road would provide access to schools and other destinations in London Grove Township, as well as proposed Borough trails. Coordination with the Township would be required.

Crosswalks

Recommendations

At a number of intersections, pedestrian crosswalks are poorly demarcated. Line striping and signage would improve pedestrian safety, especially along busy routes including Evergreen Street, Prospect Avenue, and Oakland Avenue.

Additionally, pedestrian crossing of Evergreen Street is limited to three crosswalks in the center of the Borough. **There is potential for a mid-block crossing at Woodland Avenue that would improve**



Mid-block crossing example. Source: PedBikeImages.org / Dan Burden

pedestrian travel to destinations north and south of Evergreen Street. High-visibility crosswalk striping and signage with flash beacons would alert motorists to the crosswalk and ensure pedestrian visibility.

Bicycle Facilities

Bicycle access in and around the Borough is poor. Bike lanes currently extend along Baltimore Pike east of the Borough to Avondale, but they are not maintained and the pavement markings are barely visible. Within West Grove, road signs along Evergreen Street alert drivers to possible bicycle traffic. However, high vehicular traffic volumes and a narrow roadway between Prospect Avenue and Chatham Road create potential safety concerns for bicyclists. West of Prospect Avenue, the road widens and accommodates bicyclists along the shoulder.



Example of a street with sharrow pavement markings.
Credit: PedBikeImages.org / Lyubov Zuyeva

As referenced in section 8.6 (Parks and Recreation Plan), London Grove Township and the County propose to expand bicycle access in and around the Borough through the Circuit and local trail initiatives, as noted on page 9.10. Developing bicycle facilities that connect to these proposed facilities would enable commuting by bicycle and encourage bicyclists to visit the Borough.

Bicycle Recommendations:

- **Demarcating a bicycle route along Evergreen Street.** Chester County Planning Commission and PennDOT recommend minimum 4-foot-wide shoulders for bicyclists. Where the roadway is too narrow to provide the recommended shoulders, “Share the Road” signage and “sharrow” pavement markings could alert motorists to bicycle traffic.
- **Creating a bike-friendly detour through the Town Center that connects to the Evergreen Street bicycle route**
- **Providing bicycle parking at transit stops, public parking, and Borough parks**
- **Requiring bicycle parking for commercial, apartment, and townhome land development applications in the Town Center and along the Evergreen and Prospect Corridors**

PennDOT and the Delaware Valley Regional Planning Commission (DVRPC) operate the Bike-Friendly Resurfacing Program, which identifies and installs improvements to PennDOT roads as they are scheduled to be re-surfaced. This is a low-cost way to implement signage and/or pavement markings on behalf of municipalities. West Grove can participate in this program by signing an agreement with PennDOT ensuring that the Borough will maintain the bicycle improvements (not the road itself).

Creation of a bikeway connection into the Town Center would enable bicyclists to access downtown destinations, and would allow riders of varying skill levels to choose safe bike routes. Bicyclists uncomfortable with the narrow shoulders on East Evergreen Street could follow a proposed detour onto Chatham Street, onto Railroad Avenue and across Prospect Avenue to Walnut Street, and reconnect with West Evergreen Street where the roadway widens. This route would require signage and/or

sharrow markings and development of an unpaved right-of-way that parallels the East Penn Railroad between Chatham Street and Railroad Avenue, as well as a redesigned railroad crossing in the Public Common.

Existing and proposed bicycle facilities in and around West Grove are shown on Map 6.

Complete Streets

The concept of 'Complete Streets' has been developed to guide a change of approach to developing rights-of-way. Rather than focusing primarily on the roadway for the movement of motor vehicles, the Complete Streets concept encourages communities to prioritize the full use of the right-of-way with improvements that enable safe access for all users, including pedestrians, bicyclists, and transit users, in addition to motorists. Complete Streets emphasizes safe circulation for all users of all abilities.

Multiple County plans envision Baltimore Pike as a Complete Street that facilitates safe, multi-modal travel from Oxford Borough to Kennett Township. In West Grove, the County's *Baltimore Pike for Everyone Plan* recommends the following:

- Continuous sidewalks along Evergreen Street, with connections to proposed sidewalks where Evergreen Street becomes Baltimore Pike outside of the Borough
- A bicycle route along Evergreen Street that connects to existing bicycle lanes east of the Borough, and to proposed bicycle lanes west of the Borough
- SCCOOT Bus transit improvements in the Town Center

Split Mode

Some worry that shared use of the roadway between cyclists and motorists is dangerous and should not be encouraged where traffic volumes are high and streets are narrow. Conditions like these actually make for safer riding conditions for cyclists as they force vehicular traffic to slow down. Additionally, adding more cyclists to road traffic elevates the visibility of cyclists, and motorists come to expect and look out for them. Adding "Bicyclists May Use Full Lane" signage and shared road striping (also called "sharrows") can also enhance visibility. This type of treatment is appropriate in "downtown" areas where space is constrained and speed limits are 35 mph or less. Pedestrians following this route would use adjacent sidewalks.

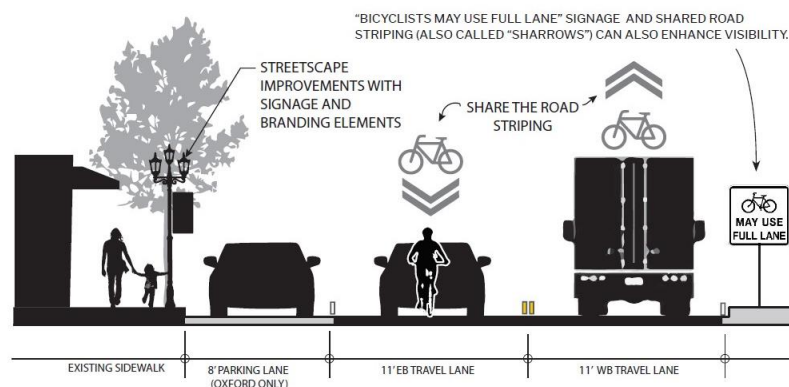


Figure 9.4-1: Complete Street / Baltimore Pike Bikeway as envisioned by Chester County Planning Commission. Source: Southern Chester County Circuit Trail Feasibility Study (2021 Draft)

Adopting Complete Streets policies consistent with County recommendations would provide West Grove with more leverage when reviewing new development, and would encourage community representatives to think about improvements beyond the roadway. The *Baltimore Pike for Everyone Plan* notes that the Borough lacks regulations that facilitate development of a robust multi-modal network.

Projects outside of West Grove

London Grove Township proposes the following projects to improve pedestrian and bicycle access in and around West Grove:

- Sidewalk on the south side of State Road between PA 841 (Prospect Avenue/ Wickerton Road) and Schoolhouse Road, providing access to both Goddard Park and the Avon Grove middle school/high school campus. This project has been included in the Delaware Valley Regional Planning Commission's 2021 Transportation Improvement Program (TIP), which estimates construction to begin in 2023.
- Improved Baltimore Pike bike lanes between West Grove and Avondale Boroughs
- Bikeway along State Road between PA 841 and PA 41
- Sidewalk along South Guernsey Road between Baltimore Pike and State Road

Additionally, Chester County is investigating the feasibility of establishing a bikeway along the Baltimore Pike corridor that would connect to the Greater Philadelphia Circuit Trail network. This Baltimore Pike Bikeway was previously discussed in the Parks and Recreation Plan as having the potential to bring recreational bicyclists into the Borough; it would also facilitate bicycle commuting by area residents.

Implementing sidewalk and bikeway connections to these projects would expand multi-modal access to destinations beyond West Grove, including local parks, schools, and businesses.

Policy Recommendations

- **Inventory the condition of existing sidewalks and crosswalks using County funding for Special Studies. Prioritize sidewalk repair/reconstruction to first target sections of sidewalk in poorest condition, and identify need for safe pedestrian crosswalks at intersections and any other area of concern.**
- **Provide sidewalks to connect gaps as identified on Map 6 Transportation.**
- **Improve enforcement of sidewalk upkeep by property owners. Clarify maintenance responsibilities of property owners in Streets and Sidewalks ordinance.**
- **Update Borough ordinances to require pedestrian and bicycle facilities as part of subdivision and land development process, consistent with County guidelines. Sidewalks should be at least 5 feet wide for ADA access, with crosswalks across all driveways and at intersections. Bicycle parking should be provided as part of all multi-family and non-residential developments. Where developments cannot implement sidewalk or bicycle facilities, consider a fee contribution to a Borough multi-modal improvements fund in lieu of the required facilities.**
- **Coordinate with Chester County to update their Traffic Improvement Inventory and Urban Center Improvements Inventory.**
- **Coordinate with PennDOT to implement bicycle sharrow markings and "share the road" signage along Evergreen Street.**
- **Seek County and/or State funding to implement proposed sidewalks and trails.**

- **Coordinate with London Grove Township to implement sidewalk connections outside of the Borough along Prospect Avenue and Heather Grove Lane.**
- **Coordinate with London Grove Township and with Chester County to implement planned multi-modal trails around and through the Borough.**
- **Coordinate with PennDOT to implement a mid-block crossing of West Evergreen Street at Woodland Avenue, with high-visibility pavement markings and lighted signage.**

Resources

Chester County Planning Commission (CCPC) has authored numerous resources to assist municipalities with crafting policies and designing improvements that promote multimodal connectivity. The Borough should reference the following for additional policies and recommendations:

Municipal Corner, CCPC Online Planning Toolbox

Multimodal Circulation Handbook, CCPC 2016

Active Transportation Inventory, CCPC 2020

Section 9.5 Pass-Through Traffic

When residential streets become preferred routes for traffic passing through, there can be a negative impact on safety and quality of life in those neighborhoods. In order to address this, the Borough should plan which roads are to be preferred commuter routes and take appropriate approaches with respect to design, improvements, and maintenance of those roads so that they are the preferred routes for traffic passing through the area. At the same time, traffic calming measures in residential neighborhoods can discourage pass-through traffic and enhance safety on the streets and pedestrian ways of those communities.

Policy Recommendations

Conduct a traffic calming and preferred routes study using Chester County funding for Special Plans and Studies.

Measures to promote use of planned commuter routes include:

- Capacity improvements of primary roads and intersections.
- Keeping up with maintenance schedules. Where roads are under State jurisdiction, work with PennDOT to assure that primary commuter roads receive high priority.
- Development of a robust multi-modal capacity to reduce single occupancy vehicle traffic.
- Promote ride sharing to reduce traffic volumes.

Measures to reduce or calm through traffic on residential streets include:

- On street parking where appropriate.
- Narrow pavement cartways.
- Curb “bulbouts” to constrict travel lanes.
- Stop signs at intersections.

- One-way access.
- Rush hour through traffic prohibitions.
- Speed tables or speed humps.
- Reduced speed limits.
- Pavement changes to demark pedestrian crossings.
- Institute a process to accommodate resident requests for neighborhood traffic calming

Section 9.6 *Parking*

Current parking adequately accommodates Borough residents and businesses. However, the Borough should consider additional parking as new or expanded businesses create increased demand, particularly in the Town Center.

Parking Recommendations:

- **Develop new public parking on Borough-owned parcels in the Public Common**
- **Purchase additional land for new public parking**
- **Provide on-street parking where feasible on Walnut Street and Rosehill Avenue**
- **Evaluate ordinance standards and update parking requirements as appropriate**
- **Offer incentives to developments that provide parking for carpooling or ridesharing, or that provide public parking spaces. Incentives can include allowing increased building density or decreased setbacks over ordinary development.**

The Chester County Urban Center Improvement Inventory (UCII) for West Grove identifies potential areas for parking expansion as recommended in the Borough Urban Center Revitalization Plan. These should be assessed for feasibility and according to Borough need, and the inventory revised accordingly.

Electric Vehicle Charging Stations

Electric vehicles (EVs) are increasingly popular as batteries improve and costs decrease, and a 2018 study by Volta Charging found that over 80% of Americans currently live within five miles of an EV charging station (EVCS). Consistent with recommendations in the Energy Conservation and Sustainability Plan, the Borough should consider including EVCSs at municipal buildings and public parking areas. In addition, parking ordinances could require the provision of EVCSs for new developments. The Borough of Phoenixville requires at least 10% of parking spaces with EVCSs for new development or redevelopment with at least 10 residential parking spaces; and at least 5% of parking spaces with EVCSs for development with at least 20 parking spaces²⁵.

Policy Recommendations

- **Evaluate Borough-owned property in the Public Common for potential future public parking.**
- **Identify properties that the Borough could purchase if future parking expansion is necessary.**
- **Assess the feasibility of establishing on-street parking in the Town Center.**
- **Revise parking ordinances to offer incentives for development in the Town Center that accommodates public parking or ridesharing.**
- **Coordinate with the County to revise the UCII according to Borough parking need.**

²⁵ Ordinance No. 2021-2334 adopted August 10, 2021

- Install electric vehicle charging stations at the Borough Hall parking lot.
- Revise parking ordinances to require electric vehicle charging stations (EVCSs) for new development and redevelopment, with standards for ADA accessible parking, residential versus non-residential parking, and public parking.

Section 9.7 Public Transportation

Public transportation options for West Grove consist of Chescobus and Rover services. Privately funded options such as Uber and Lyft are also available.

Chescobus service is managed by the Transportation Management Association of Chester County (TMACC) and operated by Krapf Transportation. The Krapf SCCOOT bus operates between the Oxford and West Chester Transportation Centers, with weekday service consisting of (6) northbound routes and (5) southbound routes from the West Grove Library/Borough Hall each day. Connections to SEPTA bus routes 92 and 104 and Krapf bus “A” in West Chester provide access to Exton, Paoli, Coatesville, Upper Darby, SEPTA Regional rail, and Amtrak. One way fares (2021) are \$2.50 and \$4.00, depending on travel zone, with half price for seniors and people with disabilities.

The 2015 *Baltimore Pike for Everyone* study by Chester County Planning Commission recommends relocation of the West Grove SCCOOT stop to Railroad Avenue, with bus shelters, as shown in Fig. 9.7-1:

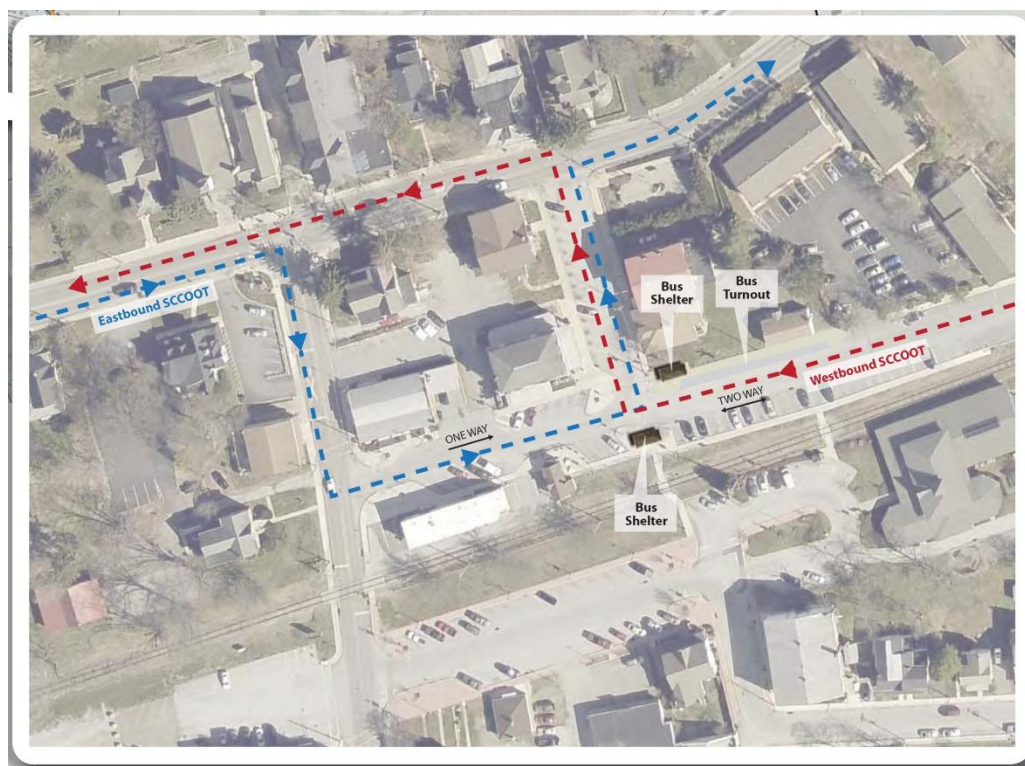


Figure 9.7-1: Proposed SCCOOT Bus stop relocation and improvements. From *Baltimore Pike for Everyone: Complete Streets Strategies for Baltimore Pike* (Chester County Planning Commission, 2015)

Rover Community Transportation provides transportation service for residents needing to travel within Chester County, and on selected days to locations in Philadelphia and Wilmington, and to Lancaster, Delaware, Montgomery, and Berks Counties. The service is available to anyone in Chester County, with an emphasis on transportation for seniors and disabled residents. The Rover transportation service is subsidized for residents who are disabled, senior citizens, or those who qualify for certain other government assistance programs. Residents who do not qualify for subsidies can use the service, but must pay the full rate which is dependent on the distance of the trip. Full price rates currently range from \$11.75 (0-4.99 miles) to \$129.05 (41+ miles). To use Rover, a reservation must be made the prior day by 1 PM and routes may include picking up other passengers along the way to a destination (Krapf Group, 2018). Given the high price for full-rate customers, Rover tends to be a better alternative for riders eligible for subsidies.

Policy Recommendations:

The limited number of buses per day, and the lack of evening and weekend service make bus transportation inconvenient for many users and purposes. Further, the amenities associated with bus stops tend to be minimal, further reducing the appeal of choosing transit.

- **Improved amenities such as protected shelters at bus stops, bicycle parking, WiFi on the buses, and more comfortable seating should be considered to increase ridership.**
- **Additional trips and amenities could be sponsored by local municipalities and/or businesses to make transit more appealing.**
- **Because there is a fleet of vehicles associated with the Rover Community Transportation system already active in the County, consideration should also be given to partnerships between the Rover program and local employers to offer shuttle services between population and employment centers within the greater region.**
- **In a compact and walkable community such as West Grove, last mile connections (between transit stops and ultimate destinations) are not a big concern to non-disabled users. However, challenges remain in providing convenient access to workplaces and other destinations outside of the Borough, and for people with disabilities. In order to address these challenges, more detailed County or Regional study of user behaviors and preferences would be required.**

The 2014 Chester County *Public Transportation Plan* should be referenced for additional policy and recommendations.

Ride Sharing/Carpooling and Alternative Transportation

Ridesharing or carpooling consists of two or more people with similar work schedules riding together to a similar area. Carpooling/ridesharing is typically done in a private vehicle and arrangements can vary from taking turns driving a private car, to compensating a driver for providing a ride. Challenges associated with carpooling/ridesharing including pairing people with similar commuting patterns, and finding safe and secure meeting places from which to travel, such as park and ride parking lots. Currently, the nearest park and ride lot to West Grove is in Lower Oxford Township, although the County envisions two new park and ride lots along US 1 in Penn and London Grove Townships by 2030 in its 2014 *Public Transportation Plan*. Ridesharing websites exist, such as the Share-a-Ride commute program offered by Delaware Valley Regional Planning Commission (DVRPC) and managed by the Transportation

Management Association of Chester County (TMACC). Significant challenges to widespread adoption of this commute alternative are lack of awareness by the general public, coupled with uncertainty as to how such an arrangement could work for them.

As technology and innovation continue to advance, West Grove should support and encourage alternative transportation options. Companies such as Uber and Lyft that function as a taxi cab service operated by drivers in their private vehicles can reduce the need for parking because people can easily get to their destination without having to drive their own vehicle. Ridesharing service is currently sparse in and around West Grove. Car sharing can also become an option for people who do not need to commute for work. Private car rental options are beginning to appear, where people rent their car during times when they do not need access to it.

Section 9.8 Rail

The East Penn Railroad runs through the Borough on the Octoraro rail line between Chadds Ford and Nottingham. There was passenger rail service on the line from 1859 to 1948, and a 1991 study by the Delaware Valley Regional Planning Commission (DVRPC) identified the line-then owned by SEPTA-as having potential for passenger rail service reactivation (Publication No. 91040, 1991). However, since that study the line was sold to a freight rail operator, and interest in passenger rail along the corridor remains low. Today the East Penn Railroad serves a variety of industrial and distribution clients, including Herr's Foods in Nottingham, and carries steel, paper, corn, propane, lumber, and oil. The railroad recently completed restoration of tracks and ties along the entire Octoraro line.



East Penn freight train at the Guernsey Road rail crossing

The Land Use Plan and Future Land Use Map (Map 2) propose primarily commercial and industrial uses along the rail line west of Prospect Avenue. Access to freight rail could attract new businesses to the Borough, and so West Grove should ensure that zoning and land development ordinances accommodate connections to the railroad for properties in that area.

Over time, changing land uses and populations across southern Chester County may generate interest in returning passenger service to the Octoraro rail line. The Borough should consider encouraging the return of passenger rail as an expansion of public transit alternatives.

Policy Recommendations:

- **Review Borough ordinances to ensure rail accommodations for uses in the Industrial and Evergreen and Prospect Corridor areas along the railroad.**
- **Communicate with East Penn Railroad regarding proposed transportation initiatives that may impact the railroad.**
- **Maintain viability of the rail line for possible future passenger use.**

Section 9.9 *Trends/Future Transportation Needs*

Recent technologies are altering work and lifestyles, and transportation systems are changing as a result. The Energy Plan (Chapter 5) describes advances in electric vehicles (EVs), public transportation including ride sharing, non-motorized transportation, and telecommuting. All of these have tremendous potential to reduce single occupancy vehicle traffic on roadways, while minimizing reliance on finite and polluting oil reserves that are subject to wild price fluctuations and geopolitical instability.

EVs are not confined to personal passenger vehicle applications. SEPTA is transitioning its bus fleet from diesel to a mix of hybrid electric and fully electric vehicles (SEPTA). Local, regional, and long haul electric trucks are also being developed; Walmart and UPS have already made pre-orders for Tesla models due out by the end of 2021, and UPS has made additional pre-orders for electric vans from start-up Arrival that will be in production by 2022 (Ramey, 2020). This is a critical development, since US trucking accounts for approximately 5% of vehicle traffic and nearly 25% of emissions (U.S. EPA, 2018).

Electric bikes and scooters are another alternative transportation mode that is gaining in popularity. These vehicles are especially useful for urbanized areas or those linked by multi-use trails or bike lanes on Complete Streets. These vehicles could be owner operated, rented, or operated through shared use programs.

One such deployment is dock-less bike sharing, where shared bikes need not have a fixed home base or dock, but could be parked and accessed anywhere within a defined area and unlocked by a smart phone. This reduces the upfront costs of developing bike share programs dramatically. The Borough should consider developing operational parameters to guide any private interests who may want to set up this service in the future.

The self-driving vehicle is another existing technology with the capacity to dramatically and favorably change transportation. Personal vehicles could return home after dropping off a work commuter, for use by another family member. Driverless cab services could alleviate the need for or use of personal vehicles, while reducing public risks posed by inattentive or impaired drivers. Electric self-driving buses could operate in tandem or series like a road-based train, bringing rail type passenger service without the heavy and expensive infrastructure. All of these together would greatly reduce the area requirements for parking lots, resulting in greener and more sustainable residential, office, and commercial centers.

Policy Recommendations

- **Seek County and/or State funding to install electric vehicle charging stations at Borough properties.**
- **Ensure that land development ordinances encourage electric vehicle facilities.**
- **Support emerging transportation alternatives to reduce dependency on single-occupancy vehicles and to reduce greenhouse gas emissions.**

Section 9.10 Implementation Strategies

The following strategies, in addition to the policy recommendations in the preceding text, will implement the goals and objectives of the Transportation Plan:

T-1 Coordinate Borough traffic improvements with London Grove Township, Chester County, PennDOT, and the DVRPC to achieve safety and congestion management goals (Sections 9.2 and 9.3).

Support the priorities and policies of the County *Transportation Improvement Inventory* and the DVRPC *Transportation Improvement Program*. Undertake a Municipal Act 209 Study to identify necessary transportation improvements and secure developer funding.

Apply for County CRP funding to implement the Oakland Avenue Revitalization Project.

T-2 Continue upkeep of existing pedestrian facilities in the Borough (Section 9.4).

Create an inventory of sidewalk condition to prioritize repair projects. This work could be undertaken by an appointed citizen committee, and funded as a County Planning Commission Special Study

Increase enforcement of sidewalk maintenance by property owners.

Pursue funding to reconstruct sidewalks in critical condition.

T-3 Improve missing pedestrian access linkages within the Borough (Section 9.4).

Pursue County VPP funding to design and construct necessary sidewalk and trail improvements identified on the Transportation Map.

Require all new developments to include pedestrian accessibility with offsite connections.

Coordinate with PennDOT (PennDOT Connects Program) to investigate the feasibility of a mid-block crossing of Evergreen Street at Woodland Avenue.

T-4 Improve bicycle access within the Borough (Section 9.4).

Support Chester County plans, including the 2015 *Baltimore Pike for Everyone* study, the 2019 *Transportation Improvement Inventory*, the 2020 *Active Transportation Inventory*, and the ongoing *Southern Chester County Circuit Trail Feasibility Study*.

Pursue funding to install bicycle parking on Borough property in the Town Center.

Participate in the Bike-Friendly Resurfacing Program to implement bicycle route improvements along Evergreen Street. Develop effective plans and programs for ongoing maintenance of facilities installed through the program.

Require new developments to include bicycle provisions where appropriate with offsite connections.

Coordinate with Chester County, PennDOT, and East Penn Railroad to investigate implementation of a Baltimore Pike Bikeway connection through the Town Center.

T-5 Improve pedestrian and bicycle access linkages between the Borough and London Grove Township (Section 9.4).

Support Chester County plans, including the 2015 *Baltimore Pike for Everyone* study, the 2019 *Transportation Improvement Inventory*, the 2020 *Active Transportation Inventory*, and the ongoing *Southern Chester County Circuit Trail Feasibility Study*.

Coordinate with London Grove Township to pursue funding to install necessary sidewalks, trails, and bicycle connections identified in the Transportation Plan Map.

T-6 Establish Evergreen Street as a Complete Street (Section 9.4).

Ensure that new development and projects upgrading existing infrastructure include improvements that address all modes of transportation.

T-7 Implement a system of electric vehicle charging stations (EVCs) in the Borough (Sections 9.6 and 9.9).

Combine public installations with regulatory and incentive provisions for private properties and developments.

T-8 Provide adequate downtown parking to support economic growth and revitalization (Section 9.6).

Consider implementing additional public parking on Borough-owned lots in the Public Common.

Review existing parking standards and update as appropriate.

Consider incentives for developments to provide parking spaces for carpooling or ridesharing, or make spaces available during non-business hours near the Town Center.

T-9 Improve public transit service within the Borough (Sections 9.2 and 9.7).

Support the 2014 Chester County *Public Transportation Plan* and the 2014 Chester County *Housing and Transportation Options for Southern Chester County* study.

Encourage TMACC to consider opportunities for additional SCCOOT bus trips, especially during the weekend.

Coordinate with TMACC and Chester County to implement SCCOOT bus route alignments and amenities consistent with the recommendations of the County's 2015 *Baltimore Pike for Everyone* study.

Provide amenities such as shelters and bicycle parking at bus stops.

Encourage partnerships between the Rover program and local employers to offer shuttle services between population and employment centers within the greater region.

Encourage TMACC to improve the bus riding experience with WiFi on the buses and more comfortable seating. Some amenities could be sponsored by the local municipality and/or businesses.

Support further County or Regional studies to address challenges to convenient transit access to destinations, and for people with disabilities.

T-10 Support rail service in the Borough to promote long term economic vitality (Section 9.8).

Maintain ongoing communications with East Penn Railroad regarding proposed transportation initiatives.

Review Borough ordinances to ensure rail accommodations for uses in the Industrial and Evergreen and Prospect Corridor areas along the railroad.

T-11 Support and encourage alternative forms of transportation (Section 9.9).

Encourage partnerships between Rover Community Transportation, SCCOOT, and major employers in the region to offer shuttle services between population and employment centers.

Encourage park-and-ride opportunities by supporting the development of ridesharing websites.

Establish designated areas near the Town Center for Uber/Lyft, bike sharing, and other ridesharing services to encourage designated pick-up and drop-off locations for alternative forms of transportation to commercial centers around the Borough.

Chapter 10 Cultural Resources Plan



Cultural resources include those places, events, and activities that animate West Grove and define it as distinct from other places. Recognition and protection of these essential resources sustains the high quality of life of the Borough, while creating opportunity for economic growth and development that strengthens rather than undermines those attributes. Historic and Cultural Resources are depicted on Map 7.

Section 10.1 *Cultural Resources Plan Goal and Objectives*

Preserve and enhance the historic and cultural attributes that help define West Grove's unique character.

This goal is to be advanced through the pursuit of the following specific objectives:

1. Promote the preservation of and appropriate adaptive re-use of historic sites and properties consistent with their historic and cultural significance.
2. Encourage flexibility in use and renovation standards to preserve historic resources that otherwise would be abandoned or demolished.
3. Promote context appropriate development and design standards for historic resources.
4. Advance cultural richness through venues for studio and performing arts and civic/community events.

Section 10.2 *Historical Context*

Prior to European settlement the West Grove area was populated by Native American peoples, first the Alliwegi, and later the Lenni Lenape.

Quakers came to the area and formed the West Grove Friends Meeting on Harmony Road in 1787. After the railroad connected West Grove in 1866, the area economy, which had been based on grain and construction materials, expanded into broader areas of commerce and the mercantile complex now known as Exchange Place was built by Joseph Pyle and Samuel Kent.

West Grove was incorporated in 1893, with a local economy based on a casket factory, flour mills, mushroom houses, and the rose business which later became famous as the Conard Pyle Company. The town also had many supporting businesses, a trolley service, a railroad hauling passengers and freight, a hotel, a theater, a hospital, and at one time had Chester County's second largest post office.

Although much was lost to demolition and redevelopment in the 1960s-80s, many of the Victorian era houses and business buildings that shaped West Grove's history still exist today and add immeasurably to its unique charm and character.

Additional information on the Borough's history and resources is provided in *West Grove – Avondale: A Photo History (1983)* by the West Grove-Avondale Tricentennial Historical Booklet Committee and *West Grove: A Pictorial History (1993)* by R. Scott Steele and John H. Ewing. Mr. Steele also maintains a private collection of West Grove historical photographs, artifacts, and memorabilia that can be seen by appointment.

Section 10.3 *Historical Resources*

National Register Sites

Authorized by the National Historic Preservation Act of 1966, the National Park Service's National Register of Historic Places is part of a national program to coordinate and support public and private efforts to identify, evaluate, and protect America's historic and archeological resources. To be considered eligible for National Historic Registry, the location or property must:

- Be old enough to be considered historic (generally at least 50 years old) and still retaining much of its original appearance; and
- Be associated with historically significant people, activities, events, or developments, be significant in terms of historic landscapes, architecture, or engineering, or have the potential to yield significant archaeological information.

Nomination for the Register is administered by the Pennsylvania Historical and Museum Commission (PHMC), and properties can be nominated by property owners, historical societies, preservation groups, government agencies, or others. However, individual properties cannot be listed over the owner's objection. Nominated properties that are not listed may be referred to the National Park Service for a Determination of Eligibility.

Inclusion on the National Register of Historic Places puts a property into a National database, establishes eligibility for preservation grants, allows for certain building and safety code flexibility, and includes certain tax benefits. The listing of a property in the National Register places no restrictions on what a non-federal owner may do with their property up to and including destruction, unless the property is involved in a project that receives Federal assistance.

National Historic Districts (NHDs) and National Historic Landmarks (NHLs) are designations given to places listed in the National Register.

- **National Historic Districts (NHDs)** are geographically defined areas “possessing a significant concentration” of historically significant places. Their historical significance may be local, regional, or national.
- **National Historic Landmarks (NHLs)** may be districts, properties, or objects, and are given special recognition – on top of listing in the National Register – for their exceptional significance to the nation's history. NHLs are under the administration of the NPS's National Historic Landmarks Program.

Sites on the National Register may also include buildings, properties, structures, or objects.

West Grove currently has no listed sites on the National Historic Registry, but the East Penn Railroad is listed as eligible.

Municipally Designated Resources

Beyond National Register buildings, sites, and places, municipalities may also retain lists and maps of locally designated significant historic resources. These resource inventories should be managed by

Historical Commissions and can play a crucial role in maintaining the historical and cultural character of the area.

West Grove does not have a Historical Commission or organized historical society, but does have individual citizens who have an interest in keeping the sites, buildings, and artifacts of Borough history. Most prominently, R. Scott Steele maintains a private historical collection that is open to visitation by appointment and includes books, photographs, records, and many types of relics memorializing the people, events, and places significant to West Grove's past.

For this Comprehensive Plan, we have drawn on the texts *West Grove – Avondale: A Photo History (1983)* and *West Grove: A Pictorial History (1993)*, and interviews with Mr. Steele to map some of the Borough's most significant remaining historic buildings and sites.

Policy Recommendations: Historic Resources

Create a Historical and Cultural Commission

In order to protect historic resources, municipalities can utilize Historical Commissions comprised of residents with knowledge and interest in the topic. Historical Commissions can identify and designate historically significant resources, and serve an advisory function in applications for building, land development, or demolition on properties with historic buildings and other resources. They can also oversee the drafting of historic resource protection zoning. Additionally, West Grove's Historical and Cultural Commission could help Borough Council implement the recommendations in section 10.4, below.

Historic Architecture Review Boards (HARBs) advise on development and architectural standards within designated historic zoning districts. A HARB is generally not appropriate until there has been a high level of community effort and commitment to resource protection, and as such is the last step in the evolution of historic appreciation and preservation.

Develop and maintain a Municipal List of Historic Resources

The Historical Commission should compile a list and map of designated historic buildings and sites. The Historical Commission could hold workshops and invite experts to increase local knowledge of West Grove's history and resources, and would serve in an advisory capacity to the Borough Council to promote the conservation and viability of those resources. Resources should be designated as historic based on objective criteria that define historic significance, and with the full involvement of the affected property owners.

In West Grove, there are a number of remaining historic buildings, most heavily concentrated near the center of town, along Evergreen Street and Prospect Avenue. If there is a broad consensus and interest, these could ultimately become the basis of a downtown historic district overseen by a HARB, with architectural and streetscape design standards that create a historically consistent sense of place for the Town Center and Public Common areas identified in the Future Land Use Plan.

Draft Zoning Regulations and Policies to Protect Historic Resources

Regardless of whether West Grove creates a HARB district, the Borough should have policies, a Historic Commission, and zoning to promote the preservation of those resources seen as vital elements of the culture and character of the area. As with the identification and designation of historic resources, it is vital that there be a strong measure of support from the affected property owners and from the broader

public when considering the scope and specifics of proposed regulations. Invariably, historic resource policy and regulation hinges on maintaining period specific aesthetic appearances of old buildings and other structures. In keeping with this purpose, design standards for rehabilitation, addition, or other alterations of historic resources should address the following:

- Form and massing of buildings
- Architectural style
- Fenestration
- Roof lines
- Surface treatments
- Entrances
- Site and/or neighborhood context

Historical resource ordinances frequently incorporate incentives in order to offset the increased costs of maintaining buildings in an appropriate historical design vocabulary. This can include density/intensity incentives or flexibility to accommodate uses not typically allowed by zoning.

While architectural standards are important to the historical integrity of buildings, in cases other than museum exhibit monuments, a historic building must accommodate contemporary uses in order to maintain viability. Just as colonial-era farmhouses were typically altered and enlarged throughout their history to meet the varying needs of different occupants over time, we must accommodate current realities in the modification or rehabilitation of historic buildings today. In addition, review and permitting processes should be such that undue costs and delays are not placed on those trying to sustain historic resources by improving their functionality and performance. Thus, local regulations and policies for preservation/adaptation of historic resources should include the following considerations in addition to the primary focus on a historically appropriate aesthetic:

- Listing of resources should be based on defined objective criteria in the historic resources protection ordinance.
- Prior to adding a site or structure to a list of historic resources, research and documentation should conclusively demonstrate its historic significance. The documentation should be shared with the property owner prior to listing.
- Where appropriate, historic resources should receive added flexibility in terms of use, density/intensity of use, bulk/area/setback, building codes, parking, etc.
- Historic resource requirements should not unduly increase the costs of routine maintenance projects (e.g. roofing, painting, window replacement).
- Review fees and permit processing time should be generally consistent with similar applications not involving historic resources.
- Ordinances should make reasonable allowances for additions and improvements typical of those customary to a building's current allowable use.
- Ordinances should not prohibit or unreasonably restrict improvements that decrease energy consumption or otherwise advance sustainability objectives.

Within a historic district, ordinances should establish guidelines for infill and new development that is consistent with the overall setting and does not degrade the neighborhood historic context. For new and infill construction, the same basic parameters of form, massing, surface treatment, fenestration, rooflines, and entrance quality that apply to historic buildings would pertain, but there can be different approaches to maintaining the desired aesthetic. In other words, new and infill construction can be

widely different from its historical neighbors, so long as it is compatible. In order for new building to achieve compatibility with a historic district or neighborhood, the following guiding principles are useful:

- Ensure that historic buildings remain the central focus of the district.
- Discourage false historicism or conjectural history.
- Consider contemporary interpretations of traditional designs and details.

Today, many preservation authorities have shifted their focus to the differentiation of new and old construction as a means of preventing confusion in the public's perceptions of the historic building and its site. Thus, it is possible to have a range of compatibility of styles that retains the integrity of the historic neighborhood. Architect and author Steven W. Semes has identified four strategies for new building or addition in historic context:

Literal Replication

- Prioritizes compatibility & minimizes differentiation.
- Copies existing architecture.
- Used to complete an intended but unrealized design.
- Deemed NOT APPROPRIATE by the National Park Service since it might confuse the public's perception of new construction as distinct from historic fabric.

Invention within a Style

- Weighted in favor of compatibility over differentiation.
- Adds new elements in either the same or a closely related style, sustaining a sense of continuity in architectural language.

Abstract Reference

- Weighted in favor of differentiation over compatibility.
- Makes reference to the historic setting while consciously avoiding literal resemblance or working in a historic style.
- Typically incorporates notably reduced, simplified or abstracted details suggestive of historic architecture.
- Appropriate scale, massing and materials.
- Requires skill and artistry in design and construction to be well-executed.



Example of literal replication. Image credit: Erin Hammerstedt, Preservation PA



Examples of invention within a style. Image credit: Erin Hammerstedt, Preservation PA



The dark brown building at right is an example of abstract reference. Image credit: Erin Hammerstedt, Preservation PA

Intentional Opposition

- Differentiation at the expense of compatibility.
- Can lead to the erosion of historic character of the district.



The building at right is an example of intentional opposition. Image credit: Erin Hammerstedt, Preservation PA

Of the four approaches, context appropriateness is most easily attainable through **Invention within a Style** or **Abstract Reference**. Whatever approach is used, paying careful attention to the attributes that define the historic character of a neighborhood or setting establishes the framework for successful addition or new development.

Dedicate Municipal Building Space to the keeping and display of Historical Artifacts

Lastly, West Grove should consider a public repository for its historical artifacts and documents. This could be a dedicated space within the municipal building/library, or it could be in a separate facility that also serves as a West Grove Cultural Center for community events and the arts. Such a facility would ideally be located either within or in close proximity to the Public Common.

Section 10.4 *Community Events, Venues, and Culture*

The physical/historical setting, civic celebrations, and culture of West Grove give it its uniquely appealing character. Within the context of a small town in an agricultural and suburban setting, a variety of recurring and one-time signature events can be found in and around West Grove. Major events, cultural opportunities, and venues are summarized as follows:

Borough Events

- **Memorial Day Parade** – This annual event occurs the Saturday of Memorial Day weekend. This event begins at the High School, proceeds north on Prospect to Evergreen Street, and concludes at the War Memorial with commemorations and a 21-gun salute to the fallen. East Evergreen Street and Prospect Avenue are closed for the parade
- **National Night Out** - This nation-wide event is held annually on the first Tuesday in August and aims to build positive relationships between police departments and their communities. The Southern Chester County Regional Police Department organizes concurrent events in each of its patrol area municipalities, including West Grove. The event includes music, food trucks, and children's activities with first responders.

- **Fall Fest** - An Oktoberfest-style festival that the Borough pioneered in October 2019 in cooperation with a local restaurant. The festival takes place in the green space in front of Borough Hall, and includes music, a beer garden, and children's activities.
- **Tree Lighting Ceremony** - On the first Friday of December the Borough coordinates with the fire company, local churches, and youth organizations in a ceremony to light the community Christmas tree, offer refreshments, and enable children to have their photograph taken with Santa and Mrs. Claus.
- **La Posada** – Organized by the non-profit Casa Guanajuato, this traditional Latin American festival recreates the journey of Saints Mary and Joseph as they seek shelter before the birth of Christ. The event takes place between December 16 and 24, and consists of actors portraying Mary and Joseph who lead a procession through the community and who stop at designated houses to sing. The procession usually ends at the West Grove Chapel with a community celebration featuring food, piñatas, and candy.

Private Event Venues

The following buildings and parks in West Grove are utilized as venues for private and community events:

- **West Grove Chapel and Event Venue** - A private venue for weddings, meetings, and other events, located within a circa-1873 church building
- **Garage Community & Youth Center** - The youth organization occasionally offers its West Grove facility for community events. In the future, these events will occur in the new garage facility in Avondale, approximately 2 ¾ miles away.

Borough Culture and Identity

West Grove lies within an area known for its Revolutionary War and Emancipation history, its agricultural heritage, and its multicultural population. These form the basis of a physical and cultural identity that can draw tourism-related economic activity. Just as Kennett Square capitalizes on its heritage for its annual Mushroom Festival, West Grove can take similar advantage of its unique attributes.

The Brandywine Valley Wine Trail consists of six wineries in close proximity to West Grove that participate in a regional tasting tour. West Grove eateries and businesses could advertise as stops along the trail.

The famous Conard Pyle Rose Company was a prominent commercial enterprise in West Grove, and today exists as Star Roses in Penn Township. This historic rose industry could be the focus of a local branding effort for West Grove economic revitalization, community identity, and civic events to help identify the Borough as a tourist destination.

With a population that is nearly half Hispanic/Latino, West Grove has a cultural richness that rivals any community in Chester County. This ethnic diversity is central to West Grove's identity and should be recognized and celebrated in community events and festivals through ethnic arts, food, games, and activities. Community heritage organizations like **Casa Guanajuato** have expressed a desire to arrange events for the Borough's Latino community, such as Día de los Muertos (Day of the Dead), Día del Niño (Children's Day), Mexico's Independence Day, and arts workshops. Casa Guanajuato organizes more events like Cinco de Mayo festivities in Kennett Square, citing a lack of suitable venue space in West Grove for large events. If improved per the recommendations of Section 8.8 of the Parks and Recreation Plan, Memorial Park would be an accessible and central community venue for these and similar events.

Arts and Cultural Centers

Arts and cultural centers contribute to a vibrant and unique community. The following is a brief overview of West Grove and the surrounding area's art and cultural resources:

There are a number of artists in and around the community with private studios. These artists sell their work and sometimes conduct classes or demonstrations, usually by prior arrangement. The community should reach out to these local art professionals to showcase their work at the municipal building, library, local businesses, and civic events and celebrations to provide them with commercial opportunities and to showcase the unique talents of area residents.

Galleries in the vicinity are as follows:

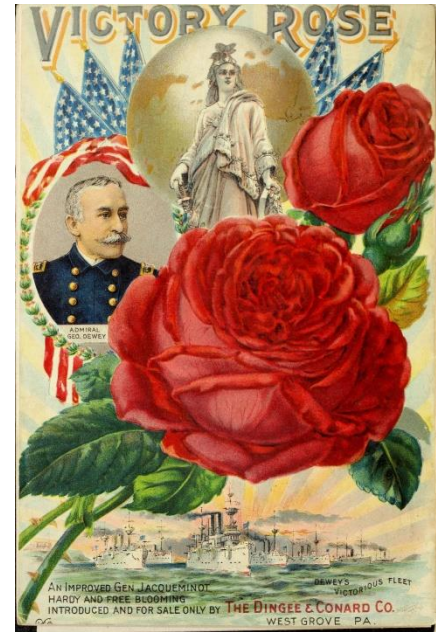
- Va La Vineyards in Avondale is a winery/restaurant with a small upstairs art gallery.
- Silver Light Editions is a gallery in Cochranville, with visits by appointment.
- Village Frame and Art is a framer/gallery in Jennersville.

Dance studios in the vicinity are:

- Chesco Dance Center in Avondale has classes and performances for children and young adults.
- Deena's School of Dance in Jennersville provides dance instruction.
- KMC Dance and Gymnastics in Jennersville.
- Longwood Performing Arts in Kennett Square.

Local performing arts centers are:

- Carousel Performing Arts Center in Kennett Square.
- Ware Center for the Arts in Lincoln University.



Advertisement from the Dingee & Conard Co., which eventually became the Conard Pyle Rose Company and is today Star Roses. Web source image

Policy Recommendations: Community Events and Culture

Utilize Community Events and Celebrations for Public Outreach and Promotion of West Grove's Image

Showcase the unique character and talents of West Grove and its residents and businesses with civic-themed events. Utilize these to build community support for public initiatives and to provide commercial exposure for local businesses and artisans. Consider branding one of more of these events as a signature West Grove institution, and add features that would draw visitors/participants from the broader region and beyond, such as a 5K or 10K running race, a bicycle criterium or road race, ethnic fair, and/or an arts festival.

Consider a Borough Arts and Cultural Center

The Public Common area includes Borough Hall and lies in the center of the downtown Town Center/mixed use area. It is also adjacent to Memorial Park, which could be improved to include an amphitheater space for performances and civic/community events. If the Borough proceeds with public buildings in the Town Green, an indoor space for historic relics, cultural resources, and events would make a worthy addition to the program.

Develop a Branded Image unique to West Grove

Identify critical elements of the Borough's unique historical, cultural, and physical qualities to characterize local events and to inform the physical design/décor in the public realm. Public opinion surveys and visioning workshops could be coordinated by a Borough Marketing Committee to devise names for civic events, and the design of signs, banners, streetlights, manhole covers, benches, and other décor used for the events and within the Public Green and Town Center areas, as well as at parks and other public facilities.

Section 10.5 *Implementation Strategies*

The following strategies, in addition to the policy recommendations in the preceding text, will implement the goals and objectives of the Cultural Resources Plan:

CR-1 Create a Historical and Cultural Commission (Section 10.3).

Form a commission of experts and interested individuals from the community to identify historic resources, and to advise Borough Council on preservation of those resources.

CR-2 Create an official inventory of Historic Resources (Section 10.3).

The Historical and Cultural Commission should establish objective criteria for the designation of buildings and sites as historic, and create a Borough inventory of such places that includes specific reasons for the historic designation.

CR-3 Create zoning provisions to promote the protection of historic resources (Section 10.3).

Create an ordinance that protects identified historic resources, establishes the official responsibilities of the Historical and Cultural Commission, and contains provisions for the demolition or adaptive re-use of regulated historic resources. Assure that Historic Resource Protection Zoning maintains the contextual attributes of historic resources without subjecting property owners to unreasonable restrictions to use or inordinate expense.

CR-4 Establish a Borough facility to house historical artifacts and to serve as a center for local culture and the arts (Section 10.4).

Investigate whether indoor space for these purposes could be best provided in the Borough Hall/Library, at an existing (historic) building within the Borough, or within a new structure as part of the Public Green development. Such a facility could serve as a West Grove History and Cultural Center to promote events, venues, and other matters of local interest.

CR-5 Advance cultural and heritage tourism by promoting places, events, and organizations that establish West Grove's local identity (Section 10.4).

Identify and capitalize upon the unique and desirable aspects of West Grove to promote civic unity and economic vitality, including a branding effort for community events, publicity, and the design of public facilities and improvements.

Chapter 11 Implementation Plan



The Implementation Plan establishes a temporal order for the implementation strategies contained in the previous plan element chapters and creates a plan for action. It is designed as a quick reference for the Borough to facilitate implementation and monitor progress.

The listed implementation strategies correlate to those at the end of each plan element chapter. The reader is directed to the text for further explanation on the considerations and specific tasks associated with each strategy.

Each action is assigned a timeframe for implementation (short-term, long-term, or on-going), and the parties responsible for implementation are identified along with entities and organizations that can provide technical and hands on assistance as well as funding. It is vital that citizens, commissions, stakeholders, Chester County, and state and federal agencies be involved in supporting and carrying out the policies of the Comprehensive Plan. Forming such collaborative partnerships will expand the Borough's resources while increasing public support of the initiatives of the Comprehensive Plan.

The following pages should be utilized as an Action Checklist for the Borough and its boards and committees to track progress on meeting the goals, objectives, and policy initiatives of the West Grove Comprehensive Plan. Short term refers to those strategies to be implemented immediately or within five years of Comprehensive Plan Adoption. Long term refers to those efforts to be undertaken within five to 10 years of Plan adoption. Ongoing work refers to policies and undertakings with continuous priority. The temporal order for specific implementation actions is not intended to be immutable but may shift based on opportunities, obstacles, and changes in urgency that arise over time.

| Chapter 2 – Land Use Plan Implementation Strategies | Time Frame | Responsible Parties | Partners/Funding |
|--|------------|---------------------|------------------|
| LU-1 Develop Public Common physical enhancements | ST | 1,7 | A,B,I,O,Q,U |
| LU-2 Amend Zoning map and ordinances for Town Center | ST | 1,6 | A,B,U |
| LU-3 Amend Zoning map and ordinances for Evergreen and Prospect Corridor | ST | 1 | A,B,U |
| LU-4 Amend Zoning map and ordinances for Neighborhood Residential Area | ST | 1 | A,U |
| LU-5 Amend Zoning map and ordinances for Suburban Residential Area | ST | 1 | A,U |
| LU-6 Amend Zoning map and ordinances for Multifamily Residential Area | ST | 1 | A,U |
| LU-7 Amend Zoning map and ordinances for Highway Commercial Area | ST | 1 | A,B,U |
| LU-8 Amend Zoning map and ordinances for Industrial Area | LT | 1 | A,B,U |
| LU-9 Establish Greenway along the stream in the southeast Borough corner | ST | 1,3,7 | A,C,E,H,I,L,T,U |
| LU-10 Create bulk and design standards for infill development | ST | 1,4,6 | A,B,D,O,U |
| LU-11 Enact incentives to improve brownfields, underutilized buildings | LT | 1 | A,B,E,O,U,V |

Timeframes for implementation, responsible parties, and organizations offering technical assistance and funding are coded as follows:

ST – Short-Term
LT – Long-Term
OG – On-Going

1 – Borough Council
2 – Borough Sewer/Water Authority
3 – Borough Parks and Recreation Board*
4 – Borough Historical and Cultural Commission*
5 – Borough Shade Tree Commission*
6 – Town Center Committee*
7 – Borough Public Works
* Entities to be created

A - Chester County
B - PADCED (PA Dept. of Community and Economic Development)
C - PADCNR (PA Department of Conservation and Natural Resources)
D - PHMC (Pennsylvania Historical and Museum Commission)

E - PADEP (PA Department of Environmental Protection)
F - PA Game Commission and PA Fish & Boat Commission
G – TMACC (Transportation Management Association of Chester County)
H - Community Associations
I – Conservation and Environmental Organizations
J - National Park Service – NPS Land and Water Conservation Fund
K - London Grove Township
L – Area Youth/Recreation Organizations
M – Fire, Police, EMS Organizations
N – SECCRA (Southeastern Chester County Refuse Authority)
O – CCEDC (Chester County Economic Development Council)
P – Schools
Q – Avon Grove Library
R – PennDOT (PA Department of Transportation)
S – PA Office of the Budget
T – Borough Engineer
U – Borough Planning Consultant
V – Landowners/Developers
W – PECO

| Chapter 3 – Environmental Resources Plan Implementation Strategies | Time Frame | Responsible Parties | Partners/Funding |
|--|-------------------|----------------------------|-------------------------|
| ER-1 Establish ordinance for Cockeysville Marble aquifer protection | ST | 1 | A,C,E,I,T,U |
| ER-2 Evaluate riparian buffer ordinance protections | ST | 1 | A,C,E,I,U |
| ER-3 Evaluate wetland buffer ordinance protections | ST | 1 | A,C,E,I,U |
| ER-4 Create mature tree and woodland resource protection ordinances | ST | 1,5 | A,C,E,I,U |
| ER-5 Promote conservation of open space with sensitive resources | OG | 1,3,5 | A,C,E,I,U,V |
| ER-6 Prevent, eradicate, control invasive species | OG | 1,5 | A,C,E,F,H,I,J,U,V |
| ER-7 Implement stormwater Best Management Practices (BMPs) | ST | 1,2,3,5,7 | A,C,E,I,M,T,U,V |
| ER-8 Create open space greenway along East Branch White Clay Creek tributary | LT | 1,3,7 | A,C,E,H,I,J,L,T,U |
| ER-9 Implement urban forestry programs in the Borough | ST | 1 | A,C,I |
| ER-10 Create natural resource stewardship resource centers | ST | 1,5 | A,C,E,F,I,P,U |

Timeframes for implementation, responsible parties, and organizations offering technical assistance and funding are coded as follows:

ST – Short-Term
LT – Long-Term
OG – On-Going

1 – Borough Council
2 – Borough Sewer/Water Authority
3 – Borough Parks and Recreation Board*
4 – Borough Historical and Cultural Commission*
5 – Borough Shade Tree Commission*
6 – Town Center Committee*
7 – Borough Public Works
* Entities to be created

A - Chester County
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D - PHMC (Pennsylvania Historical and Museum Commission)

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J - National Park Service – NPS Land and Water Conservation Fund
K - London Grove Township
L – Area Youth/Recreation Organizations
M – Fire, Police, EMS Organizations
N – SECCRA (Southeastern Chester County Refuse Authority)
O – CCEDC (Chester County Economic Development Council)
P – Schools
Q – Avon Grove Library
R – PennDOT (PA Department of Transportation)
S – PA Office of the Budget
T – Borough Engineer
U – Borough Planning Consultant
V – Landowners/Developers
W – PECO

| Chapter 4 – Energy Conservation and Sustainability Plan Implementation Strategies | Time Frame | Responsible Parties | Partners/Funding |
|---|------------|---------------------|---------------------------|
| EC-1 Amend zoning to promote renewable energy | ST | 1 | A,E,I,U |
| EC-2 Advocate energy efficiency in building and development codes | OG | 1 | A,B,E,U |
| EC-3 Promote sustainability in community association rules | OG | 1 | E,H,I,U |
| EC-4 Create municipal energy conservation resource centers | ST | 1,5 | A,C,E,I,P,W |
| EC-5 Create/expand municipal recycling programs | LT | 1,7 | A,B,E,K,N |
| EC-6 Create municipal and institutional model projects in sustainability | OG | 1,3,6,7 | A,B,C,E,G,I,L,M,P,Q,R,U,W |
| EC-7 Promote carpooling | OG | 1 | A,B,G,R,U |
| EC-8 Provide electric vehicle charging stations | LT | 1 | A,E,G, W |
| EC-9 Advocate for statewide community solar legislation | OG | 1 | A,I,O,V |

Timeframes for implementation, responsible parties, and organizations offering technical assistance and funding are coded as follows:

ST – Short-Term

LT – Long-Term

OG – On-Going

1 – Borough Council

2 – Borough Sewer/Water Authority

3 – Borough Parks and Recreation Board*

4 – Borough Historical and Cultural Commission*

5 – Borough Shade Tree Commission*

6 – Town Center Committee*

7 - Borough Public Works

* Entities to be created

A - Chester County

B - PADCED (PA Dept. of Community and Economic Development)

C - PADCNR (PA Department of Conservation and Natural Resources)

D - PHMC (Pennsylvania Historical and Museum Commission)

E - PADEP (PA Department of Environmental Protection)

F - PA Game Commission and PA Fish & Boat Commission

G – TMACC (Transportation Management Association of Chester County)

H - Community Associations

I – Conservation and Environmental Organizations

J - National Park Service – NPS Land and Water Conservation Fund

K - London Grove Township

L – Area Youth/Recreation Organizations

M – Fire, Police, EMS Organizations

N – SECCRA (Southeastern Chester County Refuse Authority)

O – CCEDC (Chester County Economic Development Council)

P – Schools

Q – Avon Grove Library

R – PennDOT (PA Department of Transportation)

S – PA Office of the Budget

T – Borough Engineer

U – Borough Planning Consultant

V – Landowners/Developers

W – PECO

| Chapter 5 – Housing Plan Implementation Strategies | Time Frame | Responsible Parties | Partners/Funding |
|--|------------|---------------------|------------------|
| H-1 Zone for mixed use including residential by right in/around Town Center | ST | 1,6 | A,B,O,U |
| H-2 Create incentives for infill development, rehabilitation, and adaptive reuse | ST | 1 | A,B,O,U,V |
| H-3 Identify preferred development for remaining vacant residential parcels | OG | 1 | A,B,U,V |
| H-4 Amend zoning for affordable housing incentives | ST | 1 | A,B,U |
| H-5 Ensure upkeep and maintenance of rental properties | OG | 1 | A,B,U,V |
| H-6 Encourage home ownership and owner occupancy | LT | 1 | A,B,U |
| H-7 Coordinate on solutions to housing affordability | OG | 1 | A,B,U |

Timeframes for implementation, responsible parties, and organizations offering technical assistance and funding are coded as follows:

ST – Short-Term
LT – Long-Term
OG – On-Going

1 – Borough Council
2 – Borough Sewer/Water Authority
3 – Borough Parks and Recreation Board*
4 – Borough Historical and Cultural Commission*
5 – Borough Shade Tree Commission*
6 – Town Center Committee*
7 – Borough Public Works
* Entities to be created

A – Chester County
B – PADCED (PA Dept. of Community and Economic Development)
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E – PADEP (PA Department of Environmental Protection)
F – PA Game Commission and PA Fish & Boat Commission
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| Chapter 6 – Economic Development Plan Implementation Strategies | Time Frame | Responsible Parties | Partners/Funding |
|---|------------|---------------------|------------------|
| ED-1 Establish Town Center Committee to oversee zoning, physical improvements | ST | 1,6 | A,B,G,O,U |
| ED-2 Enact zoning changes for new forms, locations for industrial development | ST | 1 | A,B,O,U,V |
| ED-3 Encourages use that support regional agriculture | OG | 1 | A,O,U |
| ED-4 Zone for small-scale office uses in non-residential areas | ST | 1,6 | A,B,O,U |
| ED-5 Improve pedestrian infrastructure | ST | 1,6,7 | A,B,G,O,R,S,U,V |
| ED-6 Ensure adequate parking in the Town Center | OG | 1,6 | A,B,G,O,R,U |

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| Chapter 7 – Community Facilities Plan Implementation Strategies | Time Frame | Responsible Parties | Partners/Funding |
|---|------------|---------------------|-------------------|
| CF-1 Upgrade Borough sewer system and treatment plant | ST | 1,2,7 | A,B,E,O, T |
| CF-2 Establish policies to inspect and maintain private on lot septic and wells | LT | 1 | A,E,H,I,T,V |
| CF-3 Implement Municipal Separate Storm Sewer Systems (MS4) | ST | 1,2,7 | A,E,I,L,P,Q,T |
| CF-4 Use municipal resources and partnerships to support emergency services | OG | 1 | A,M,S |
| CF-5 Enhance the role of schools as community assets | OG | 1,3 | A,I,K,L,M,P,Q |
| CF-6 Enhance the use of libraries as community resources | OG | 1 | A,L,P,Q |
| CF-7 Promote accessible social services | OG | 1,3 | A,B,G,L,M,P,Q |
| CF-8 Promote high speed internet access and distributed antenna networks | ST | 1,6,7 | A,B,M,O,P,Q,T,U,W |
| CF-9 Modernize electric and communications grids | LT | 1 | A,B,O,T,U,W |

Timeframes for implementation, responsible parties, and organizations offering technical assistance and funding are coded as follows:

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OG – On-Going

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2 – Borough Sewer/Water Authority

3 – Borough Parks and Recreation Board*

4 – Borough Historical and Cultural Commission*

5 – Borough Shade Tree Commission*

6 – Town Center Committee*

7 - Borough Public Works

* Entities to be created

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H - Community Associations

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| Chapter 8 – Parks and Recreation Plan Implementation Strategies | Time Frame | Responsible Parties | Partners/Funding |
|--|------------|---------------------|-----------------------|
| PRO-1 Borough Park Facilities Master Plan and improvements | ST | 1,3,5,6,7 | A,B,C,E,I,J,L,O,T,U |
| PRO-2 Establish Borough Parks and Recreation Board | ST | 1 | A,I,L |
| PRO-3 Adopt Fee in Lieu Ordinance | ST | 1 | A,U |
| PRO-4 Consider an Official Map for park, trail, bikeway, and greenway projects | ST | 1,3 | A,I,U |
| PRO-5 Monitor and maintain open space and recreation assets | OG | 1,3,7 | A,H,I,L,T,U |
| PRO-6 Improve Avon Grove Veterans Memorial | LT | 1,3,4,6,7 | A,B,C,T,U |
| PRO-7 Create pedestrian links to schools, parks, and greenway | OG | 1,3,7 | A,B,C,H,I,K,P,R,T,U,V |
| PRO-8 Implement The Circuit bicycle trail system in the Borough | LT | 1,6,7 | A,B,C,G,O,R,S,T,U,V |

Timeframes for implementation, responsible parties, and organizations offering technical assistance and funding are coded as follows:

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| Chapter 9 – Transportation Plan Implementation Strategies | Time Frame | Responsible Parties | Partners/Funding |
|--|------------|---------------------|-------------------|
| T-1 Coordinate improvements and funding at state, county, and regional levels | OG | 1 | A,B,G,K,R,S,T |
| T-2 Maintain and repair existing pedestrian facilities | OG | 1,6,7 | A,B,G,R,T,U,V |
| T-3 Improve missing pedestrian linkages within the Borough | ST | 1,3,6,7 | A,B,G,P,R,T,U,V |
| T-4 Improve bicycle access within the Borough | LT | 1,3,6,7 | A,B,G,P,R,T,U,V |
| T-5 Improve pedestrian and bicycle linkages between the Borough and London Grove | LT | 1,3 | A,B,G,K,P,R,T,U,V |
| T-6 Establish Evergreen Street as a Complete Street | LT | 1,6 | A,G,R,T,U,V |
| T-7 Create network of electric vehicle charging stations | ST | 1,6 | A,B,E,G,I,T,V,W |
| T-8 Ensure adequate parking in the Public Common and Town Center | OG | 1,6 | A,B,G,O,T,U |
| T-9 Improve public transit within Borough | OG | 1,6 | A,B,G,R,T,U |
| T-10 Support rail service in the Borough | OG | 1,6,7 | A,B,G,O,R |
| T-11 Support alternative modes of transportation | OG | 1,6,7 | A,B,G,O,R,T,U |

Timeframes for implementation, responsible parties, and organizations offering technical assistance and funding are coded as follows:

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| Chapter 10 – Cultural Resources Plan Implementation Strategies | Time Frame | Responsible Parties | Partners/Funding |
|--|------------|---------------------|------------------|
| CR-1 Create a Historical and Cultural Commission | LT | 1 | A,D |
| CR-2 Inventory Borough historic resources | LT | 1,4 | A,D |
| CR-3 Create Zoning to protect historic resources | LT | 1,4,6 | A,B,D,U,V |
| CR-4 Develop a Borough historical and cultural center | LT | 1,4,6 | A,B,D,Q |
| CR-5 Advance cultural and heritage tourism | ST,OG | 1,4,6 | A,B,D,I,O,S |

Timeframes for implementation, responsible parties, and organizations offering technical assistance and funding are coded as follows:

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LT – Long-Term

OG – On-Going

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2 – Borough Sewer/Water Authority

3 – Borough Parks and Recreation Board*

4 – Borough Historical and Cultural Commission*

5 – Borough Shade Tree Commission*

6 – Town Center Committee*

7 – Borough Public Works

* Entities to be created

A – Chester County

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G – TMAAC (Transportation Management Association of Chester County)

H – Community Associations

I – Conservation and Environmental Organizations

J – National Park Service – NPS Land and Water Conservation Fund

K – London Grove Township

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Chapter 12 Consistency Statement



As required by §301(a)(5) of the Pennsylvania Municipalities Planning Code (MPC), the Comprehensive Plan shall contain a “statement indicating that the existing and proposed development of the municipality is compatible with the existing and proposed development and plans in contiguous portions of neighboring municipalities, or a statement indicating measures which have been taken to provide buffers or other transitional devices between disparate uses, and a statement indicating that the existing and proposed development of the municipality is generally consistent with the objectives and plans of the county comprehensive plan”.

The West Grove Comprehensive Plan was created to maximize positive inter-relationships beyond the municipal boundaries. As described in Chapter One and subsequently throughout this Comprehensive Plan, West Grove is viewed in context with the broader geographic and social setting, including Chester County, the greater Philadelphia metropolitan area, and the Delaware Valley. The protection of critical infrastructure, cultural, and environmental factors both within and beyond West Grove is fundamental to each of the policy plan elements. As such, the West Grove Comprehensive Plan fully meets the consistency requirement of the MPC.

Section 12.1 Consistency with Adjacent Municipalities

West Grove is completely surrounded by a single municipality, London Grove Township. Policy consistency between the West Grove Comprehensive Plan and London Grove’s 2011 Comprehensive Plan is summarized as follows:

Land Use

Most of the border between West Grove and London Grove consists of existing and planned residential use on both sides of the boundary. Exceptions include:

Along the western boundary, designated Industrial lands along Baltimore Pike and the East Penn Railroad in London Grove abut Industrial and mixed use areas along the Evergreen Street corridor in West Grove. These are viewed as generally consistent in terms of existing and potential future development.

Along the eastern boundary, designated Industrial lands along Baltimore Pike and the East Penn Railroad in London Grove abut Commercial areas along the Evergreen Street corridor in West Grove, and an existing Neighborhood Residential area along Chatham Road. Since the residential area consists of existing development, and existing London Grove development along Baltimore Pike is Commercial, there is no inconsistency on the part of West Grove. Moreover, West Grove’s Land Use plan advocates buffering between incompatible uses. These are viewed as generally consistent in terms of existing and potential future development.

In the northeast corner of the Borough, a proposed industrial area abuts designated Medium Density Residential land in London Grove. It is noted that existing uses on both sides of the municipal boundary are Industrial in nature. In addition, the West Grove Comprehensive Plan advocates buffering between adjacent incompatible uses.

Environmental Resources

West Grove and London Grove both support measures to promote the health of the White Clay Creek and tributaries through environmental protection policies and advocacy of stormwater BMPs to facilitate infiltration and water quality.

Transportation

The West Grove and London Grove Comprehensive Plans both support improvements at critical intersections, specifically Evergreen Street/Chatham Road and Guernsey Road/Evergreen Street/Baltimore Pike. In addition each plan acknowledges the important role played by the SCCOOT bus service. Finally, the West Grove Comprehensive Plan facilitates implementation of London Grove's trail aspirations, in particular the 2014 London Grove Trail Plan showing multimodal trails along Guernsey Road and State Road.

Section 12.2 Consistency with Chester County Comprehensive Plan

Throughout the process of crafting the West Grove Comprehensive Plan, the County Planning Commission advised the task force and consultants in order to promote consistency with *Landscapes3*. Policy consistency between *Landscapes3* and the West Grove Comprehensive Plan is summarized as follows:

Vision and Core Principles

Landscapes3 is organized around six core principles. Each of these principles are embodied and reinforced by the West Grove Comprehensive Plan.

Resource Preservation is the County's continuing commitment to protecting the county's open spaces, natural areas, and historic landscapes. This principle is supported in the West Grove Comprehensive Plan Land Use Plan; Environmental Resource Plan; and Cultural Resources Plan.

Revitalized Centers guides compatible growth in urban and suburban centers. This principle is supported by the West Grove Comprehensive Plan Land Use Plan, Housing Plan, Economic Development Plan, Community Facilities Plan, and Cultural Resources Plan.

Housing Diversity seeks to provide diverse and affordable housing for all residents. This principle is supported by the West Grove Comprehensive Plan Land Use Plan and Housing Plan.

Transportation Choices promotes the expansion of public transportation, bicycle, and pedestrian networks. This principle is supported by the West Grove Comprehensive Plan Energy Conservation and Sustainability Plan and Transportation Plan.

Collaboration is the promotion of multi-municipal and partner cooperation. This principal is supported through communications with London Grove, the County, TMACC, and the Circuit to achieve better multimodal connectivity, as well as work with the White Clay Watershed Association for environmental and water quality benefits.

Resiliency is responsiveness to changing markets, technology, and environmental forces. This principle is supported by the West Grove Comprehensive Plan Land Use Plan, Environmental

Resource Plan, Energy Conservation and Sustainability Plan, Housing Plan, Economic Development Plan, Transportation Plan, and Cultural Resources Plan.

Based on the guiding principles, *Landscapes3* establishes six comprehensive planning goals that are facilitated by the West Grove Comprehensive Plan.

Preserve is for the protection and stewardship of open space, farmland, and natural and cultural features to realize economic, ecological, and quality of life benefits. This goal is supported by the West Grove Comprehensive Plan Land Use Plan, Environmental Resource Plan, and Cultural Resources Plan.

Protect is for the conservation of critical natural resources to ensure a resilient environment that supports healthy communities. This goal is supported by the West Grove Comprehensive Plan Land Use Plan and Environmental Resource Plan, as well as the advocacy of coordination with regional environmental organizations.

Appreciate is for the preservation of historic resources and landscapes that define our cultural heritage to inspire the future through tangible connections to our shared past. This goal is supported by the West Grove Land Use Plan and Cultural Resources Plan.

Live is for the nurturing of diverse and well-rounded communities with a balance of residential opportunities and convenient access to community facilities, services, and amenities. This goal is supported by the West Grove Land Use Plan, Housing Plan, Transportation Plan, Parks and Recreation Plan, and Cultural Resources Plan.

Prosper is for the growth of economic strength through developing and sustaining a skilled workforce, adaptable work areas, supportive infrastructure, a culture of innovation, and engaged communities. This goal is supported by the West Grove Comprehensive Plan Land Use Plan, Energy Conservation and Sustainability Plan, Housing Plan, Economic Development Plan, Community Facilities Plan, Parks and Recreation Plan, and Cultural Resources Plan. This plan's dual role as an Urban Center Revitalization Plan also advances this goal.

Connect is for the advancement of efficient, reliable, and innovative transportation, utility, and communications infrastructure systems that responsibly serve thriving and growing communities. This goal is supported by the West Grove Comprehensive Plan Energy Conservation and Sustainability Plan, Economic Development Plan, Community Facilities Plan, Parks and Recreation Plan, and Transportation Plan.

The *Landscapes3* Map is the County's guide for growth and resource protection. It is supported and reinforced throughout the West Grove Comprehensive Plan, and most specifically in the following areas:

The Future Land Use Plan and Map reflect the County's Urban Center designation for West Grove shown on the *Landscapes3* Map.

The Environmental Resource Plan, maps, and policies reinforce the *Landscapes3* Natural Features Overlay through protection of environmental resource corridors associated with tributaries of the White Clay Creek.

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Appendix A: Urban Center Revitalization Plan



The Comprehensive Plan also serves as the Urban Center Revitalization Plan (UCRP) for West Grove, with the elements of the UCRP found within multiple areas of the document. Appendix A consists of a checklist that documents the specific policies and actions addressing the required elements of a UCRP, as follows:

Process

Task Force Members

- Greg McCummings, Borough Manager
- Kristin Proto, Borough Council Vice President
- Elizabeth Garduno, Borough Council Member
- Karen Beltran, Borough Council Member

Public Process

Public outreach was conducted through key person interviews; a Community Values Survey; eleven Task Force Workshops; two Public Participation Workshops; and two Borough Council meetings including the adoption hearing. Section 1.6 of the Comprehensive Plan provides a summary of the public process and outreach, including Public Participation Workshop notes. Appendix B catalogues the results of the Community Values Survey.

Economic Development

Inventory

- Borough economic conditions (pages 1.9-1.10, 6.2-6.7)
- Development potential of vacant parcels (page 1.13)
- Parking supply for Town Center businesses (page 9.12)
- Commuting; Access to Town Center businesses (pages 9.1, 9.3-9.4, 9.6, 9.8-9.10)
- Tourism opportunities (pages 10.6-10.8)

Policy

- LU-1, LU-2, LU-3, LU-7, LU-8, LU-11 (pages 2.15-2.16)
- ED-1, ED-2, ED-3, ED-4, ED-5, ED-6 (pages 6.16-6.17)
- PR-4, PR-8 (pages 8.15-8.16)
- T-3, T-4, T-8, T-9, T-10 (pages 9.17-9.18)
- CR-5 (page 10.10)

Recommendations

- Prioritize revitalization of the mixed use Town Center (pages 2.1, 2.6-2.7, 6.1, 6.7-6.14).
- Develop a Public Common with space for pop-up retail and parking to support Town Center businesses (pages 2.4-2.5, 6.14, 9.1, 9.12, Map 2).
- Develop mixed use corridors along Evergreen Street and Prospect Avenue (pages 2.1, 2.7-2.8, 9.5, Map 2).
- Facilitate low impact home occupations in residential areas (page 2.9).
- Develop the northeast Borough corner as a Highway Commercial area and gateway (pages 2.11-2.12, Map 2).
- Support industrial uses (pages 2.1, 2.12-2.13, 6.1, 6.8, 9.15, Map 2).

- Incentivize revitalization and re-use of underutilized sites (pages 2.1, 2.13-2.14, 5.9, 6.1, 6.14-6.16, 10.1, 10.3-10.4).
- Support regional agriculture by attracting ancillary uses into the Borough (pages 6.1, 6.9).
- Improve access to Town Center and local employment centers (pages 6.14, 8.9-8.11, 8.14-8.15, 9.1, 9.6-9.7, 9.8-9.11, 9.14, Map 6).
- Utilize community events and branding to encourage tourism (pages 6.1, 10.9).

Housing

Inventory

- Occupancy and tenure (pages 1.11-1.12, 5.3, 5.5)
- Build-out potential of vacant lots (pages 1.12-1.13)
- Existing residential land uses (page 2.2)
- Housing unit characteristics (pages 2.7-2.10, 5.1-5.4, 5.11)
- Housing affordability (pages 5.6-5.7, 5.9-5.10)

Policies

- LU-3, LU-4, LU-5, LU-6 (page 2.15)
- H-1, H-2, H-3, H-4, H-5, H-6, H-7 (pages 5.13-5.14)

Recommendations

- Ensure new/redevelopment complements existing neighborhoods (pages 2.1, 2.3, 2.5-2.11, 5.1, 5.8-5.9)
- Encourage diverse housing options (pages 2.6, 2.7, 2.9-2.11, 5.8-5.9, 5.11, Map 2)
- Maintain existing neighborhoods and create new opportunities to attract homeowners and renters (pages 5.8-5.11)
- Provide affordable housing options (pages 5.9-5.11)
- Ensure quality rental housing (pages 5.11-5.12)

Infrastructure

Inventory

- Pedestrian/Bicycle Infrastructure (pages 2.9, 4.10, 6.9-6.11, 6.14, 8.9-8.10, 9.1-9.2, 9.5-9.10)
- Roads (pages 6.10, 6.14, 9.1-9.5)
- Parking (pages 9.12)
- Public transportation (pages 4.7-4.9, 9.13-9.14, 9.16)
- Rail (pages 4.8, 9.15)
- Utilities (pages 2.5, 6.14, 7.1-7.4, 7.10-7.13)

Policies

- LU-1 (page 2.15)
- ER-7 (page 3.16)
- EC-7, EC-8 (page 4.14)
- ED-1, ED-5, ED-6 (pages 6.16-6.17)
- CF-1, CF-2, CF-3, CF-8, CF-9 (pages 7.15-7.16)
- PR-7, PR-8 (page 8.16)
- T-1, T-2, T-3, T-4, T-5, T-6, T-7, T-8, T-9, T-10, T-11 (pages 9.17-9.19)

Recommendations

- Ensure that sewer and water services support existing and anticipated development (pages 7.1-7.2)
- Provide stormwater management systems that mitigate flooding and protect water resources (pages 2.5, 2.7-2.8, 3.1, 3.5, 3.14-3.15, 7.1-7.4)
- Facilitate resilient and comprehensive electrical/communications systems (pages 4.1, 4.11, 7.1, 7.11-7.13)
- Provide roadway improvements to lessen congestion, direct pass-through traffic, and improve safety (pages 9.1-9.5, 9.11-9.12, Map 6)
- Expand bicycle and pedestrian connections (pages 2.6-2.7, 4.10, 6.14, 8.11, 8.14-8.15, 9.1, 9.5-9.9.11, Map 5, Map 6)
- Promote public transportation (pages 4.1, 4.8-4.10, 4.12-4.13, 6.14, 9.1, 9.13-9.15, Map 6)
- Support rail in the Borough (pages 6.14, 9.15)
- Ensure adequate parking to sustain revitalization efforts (pages 2.5, 6.14, 9.1, 9.12-9.13, 9.16, Map 6)

Public Services

Inventory

- Trash/Recycling (pages 4.6, 7.2)
- Emergency services (pages 7.4-7.5)
- Schools (pages 7.6-7.7)
- Libraries (page 7.8)
- Social services (pages 7.8-7.10)
- Parks and recreation (pages 8.1-8.10)
- Civic events (pages 10.6-10.7)

Policies

- LU-1 (page 2.15)
- EC-5 (page 4.14)
- CF-4, CF-5, CF-6, CF-7 (pages 7.15-7.16)
- PR-1, PR-2, PR-3, PR-4, PR-5, PR-6, PR-7, PR-8 (pages 8.15-8.16)
- CR-5 (page 10.10)

Recommendations

- Establish a Public Common as the center for Borough civic life (pages 2.1, 2.4-2.5, 10.9, Map 2).
- Expand municipal recycling programs (pages 4.6, 4.12)
- Support emergency service providers (pages 7.1, 7.4-7.5)
- Support local schools and the Avon Grove Library (pages 7.1, 7.6-7.8)
- Provide necessary social services (pages 7.1, 7.10)
- Provide adequate recreational facilities and programs to promote public health (pages 8.1, 8.9-8.15, Map 4, Map 5)

Appendix B: Community Values Survey Results



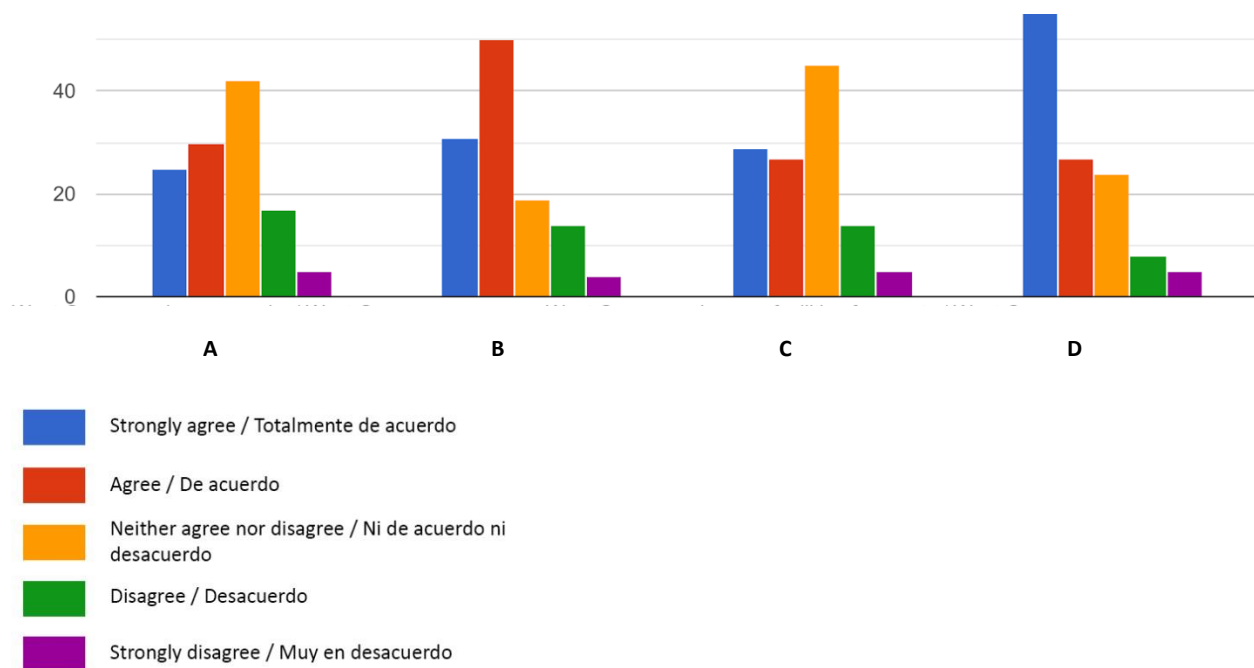
The Community Values Survey was prepared by the Borough and made available to residents online using the Google Forms platform and via printed forms at the Avon Grove Library. Survey responses were accepted from November 2020 through January 2021, with 124 responses collected.

The survey consisted of 32 questions. Eleven of the questions were formatted as multiple choice, with responses summarized in graphs below. The remaining questions were open answer. Responses in Spanish are followed by italicized English translations in brackets [].

The full results of the Community Values Survey are available as a separate document and will be available online at the Borough's website.

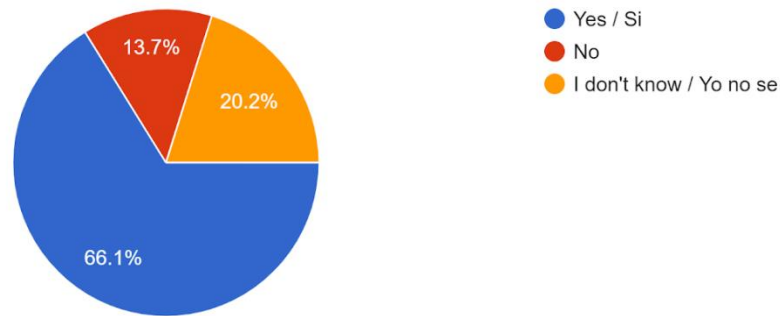
1. Indicate your agreement with the following:

- A. West Grove needs more parks / West Grove necesita más parques
- B. Parks are conveniently accessible to residents / Los parques son convenientemente accesibles para los residents
- C. West Grove needs more facilities for sports / West Grove necesita más instalaciones para los deportes
- D. West Grove needs better accommodation for bicycling / West Grove necesita un mejor alojamiento para andar en bicicleta



- 2. What do you like about West Grove's parks? What would make them better? / ¿Qué le gusta de los parques de West Grove? ¿Qué los haría mejores?
- 3. Does West Grove need trails for walking and biking? Are there trail connections within the borough and to places outside the Borough that should be made? / ¿West Grove necesita senderos para caminar y andar en bicicleta? ¿Hay conexiones de senderos (camino) dentro del municipio y con lugares fuera del municipio que deban hacerse?

4. Should we have more green space in developed areas? / ¿Deberíamos tener más espacios verdes en áreas desarrolladas?

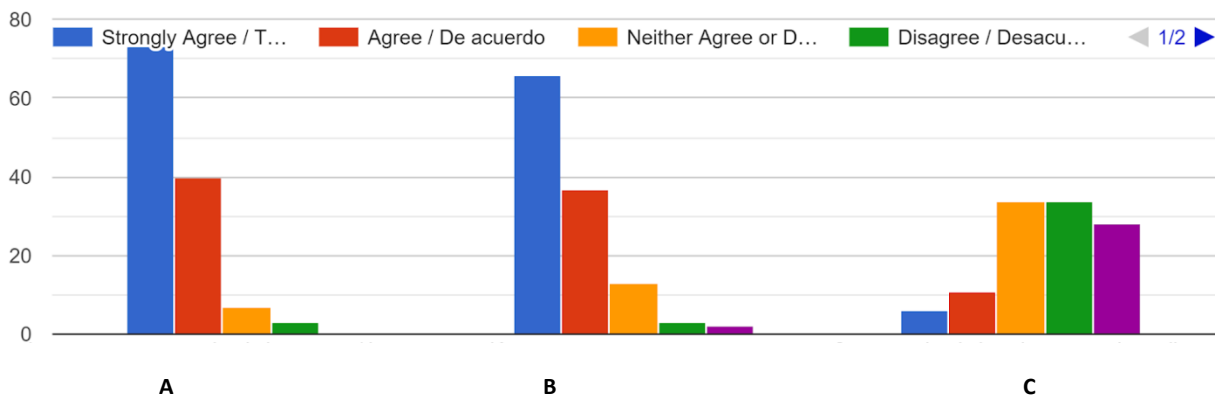


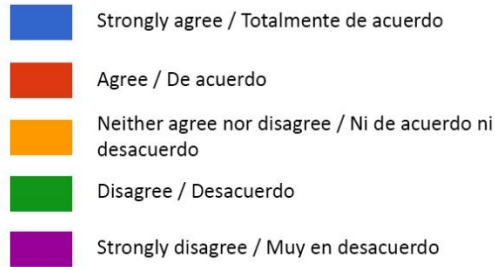
5. Are there natural areas in West Grove that should be preserved? Where and why? / ¿Hay áreas naturales en West Grove que deban preservarse? ¿Dónde y por qué?

6. What can the people of West Grove do for the environment? / ¿Qué puede hacer la gente de West Grove por el medio ambiente?

7. Indicate your agreement with the following:

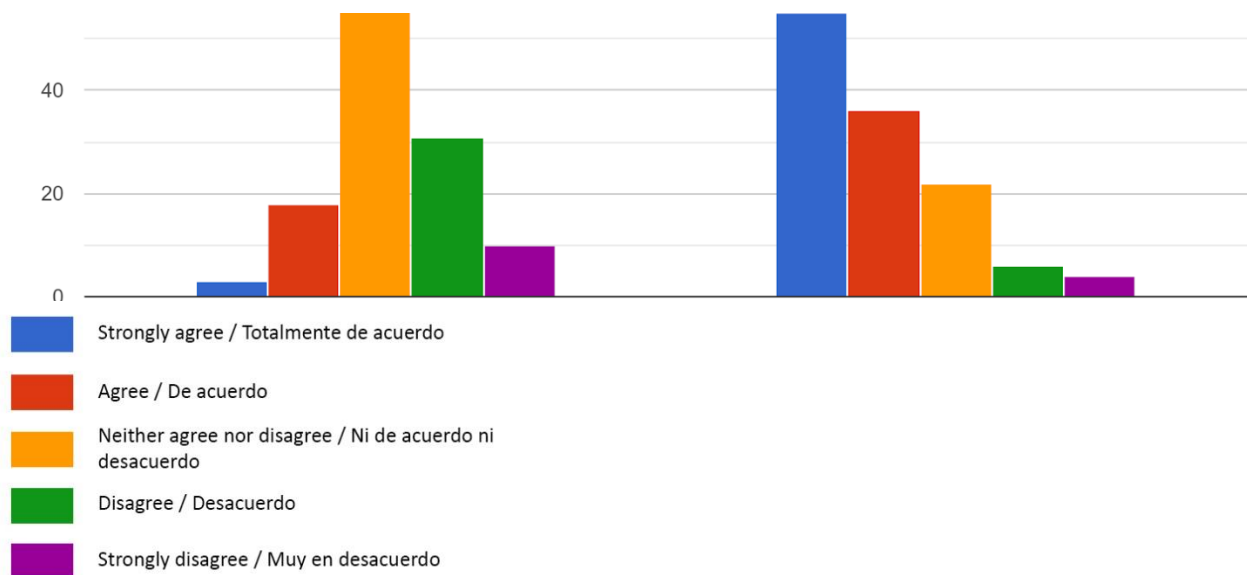
- A. Natural resource conservation is important / La conservación de los recursos naturales es importante
- B. Historic preservation is vital to our community character / La preservación histórica es vital para el carácter de nuestra comunidad
- C. Conservation is less important than allowing property owners to maximize use or development potential / La conservación es menos importante que permitir que los propietarios maximicen el potencial de uso o desarrollo





8. Indicate your agreement with the following:

- A. There are enough work opportunities for residents / Hay suficientes oportunidades laborales para los residents
- B. West Grove needs more shops, services, and other retail opportunities / West Grove necesita más tiendas, servicios y otras oportunidades minoristas



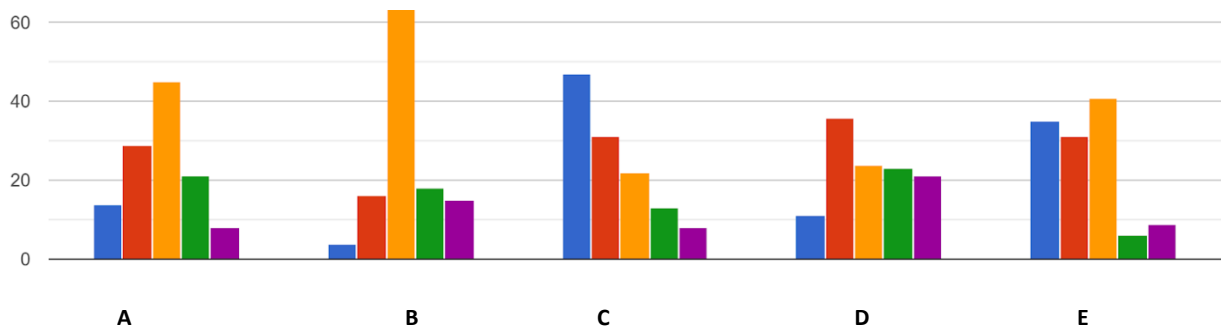
9. What would you like to see in downtown West Grove? / ¿Qué le gustaría ver en el centro de West Grove?
10. What places in West Grove need improvement and how should they be improved? / ¿Qué lugares de West Grove necesitan mejoras y cómo deberían mejorarse?
11. Is there any type of housing that West Grove needs more of? / ¿Hay algún tipo de vivienda que West Grove necesite más?



12. What type of building or business does West Grove need most? / ¿Qué tipo de edificio o negocio necesita más West Grove?

13. Indicate your agreement with the following:

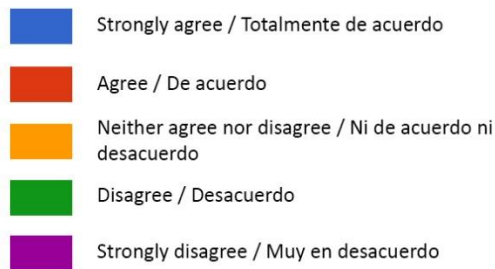
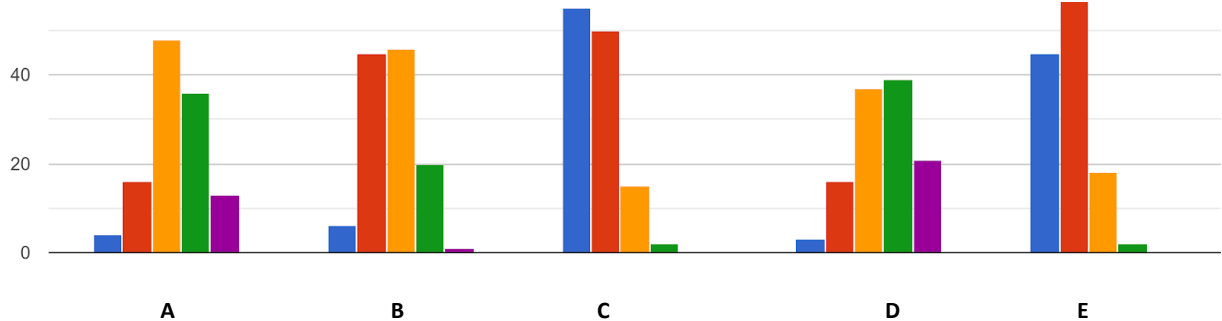
- A. Traffic congestion is a problem / La congestión del tráfico es un problema
- B. Transportation systems adequately serve senior citizens and the disabled / Los sistemas de transporte atienden adecuadamente a las personas mayores y a los discapacitados
- C. The Borough needs bicycle lanes and paths / El municipio necesita carriles y senderos para bicicletas
- D. It's easy for residents to walk to local destinations / Es fácil para los residentes caminar a destinos locales
- E. We need better public transportation / Necesitamos un mejor transporte público



14. Indicate your agreement with the following:

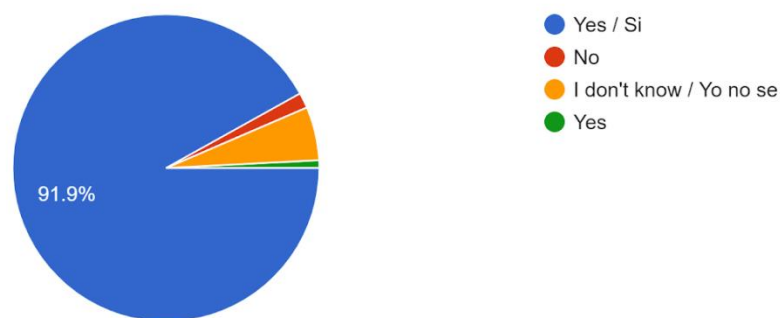
- A. Crime is a problem in West Grove / El crimen es un problema en West Grove
- B. Poverty is a problem here / La pobreza es un problema aquí

- C. West Grove is well served by emergency services / West Grove está bien comunicado por servicios de emergencia
- D. There are many cultural and arts experiences in and around West Grove / Hay muchas experiencias culturales y artísticas en West Grove y sus alrededores.
- E. The schools are excellent / Las escuelas son excelentes



15. Does West Grove have a Community Center? What should a good community center have? / ¿Tiene West Grove un centro comunitario? ¿Qué debe tener un buen centro comunitario?

16. Do we have good police, fire, and ambulance service? / ¿Tenemos un buen servicio de policía, bomberos y ambulancias?

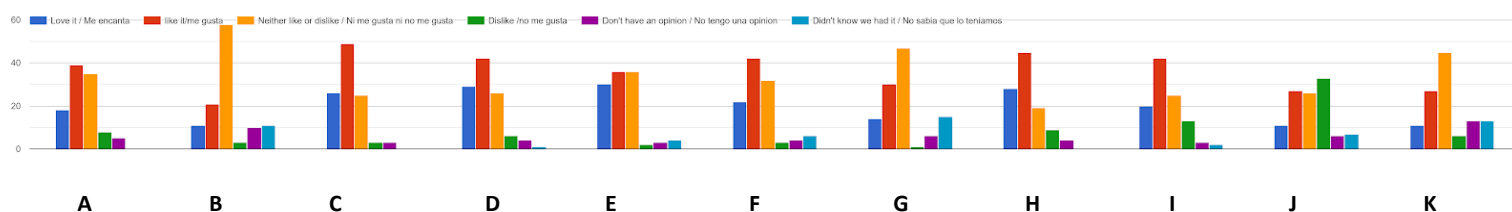


17. Are there any facilities missing from West Grove that you would like to see? / ¿Falta alguna instalación de West Grove que le gustaría ver?

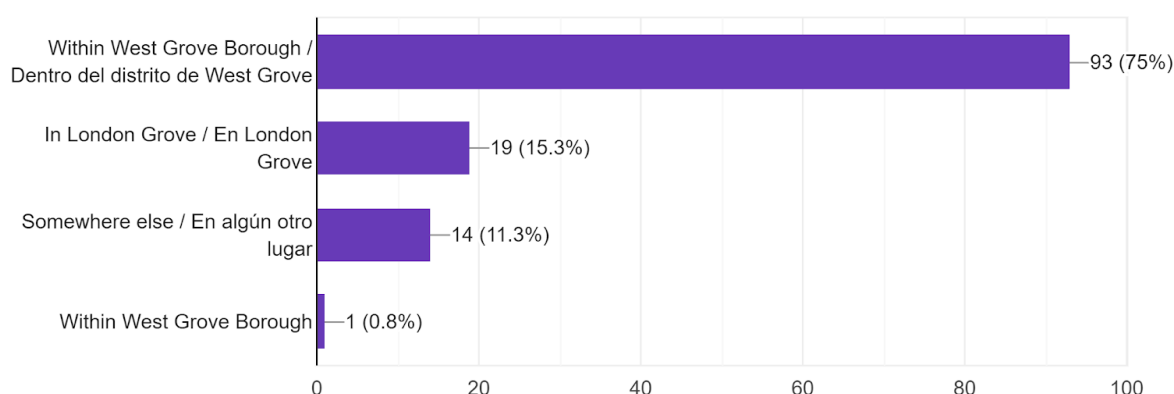
18. What should West Grove's top 3 priorities be? / ¿Cuáles deberían ser las 3 principales prioridades de West Grove?

19. Please rate the following Borough provided services / Califique los siguientes servicios proporcionados por el municipio:

- A. Water and Sewer / Agua y alcantarillado
- B. Water Leak Detection / Detección de fugas de agua
- C. Trash / Basura
- D. Recycle / Reciclar
- E. Leaf pick up / Recoger hojas
- F. Street Cleaning / Limpieza de calles
- G. Notary Services / Servicios notariales
- H. Snow removal / Remoción de nieve
- I. Street Lights / Luces de la calle
- J. Sidewalks / Aceras
- K. Dog tags / Placas de identificación



20. I live/work/own property... / Yo vivo / trabajo / tengo una propiedad...



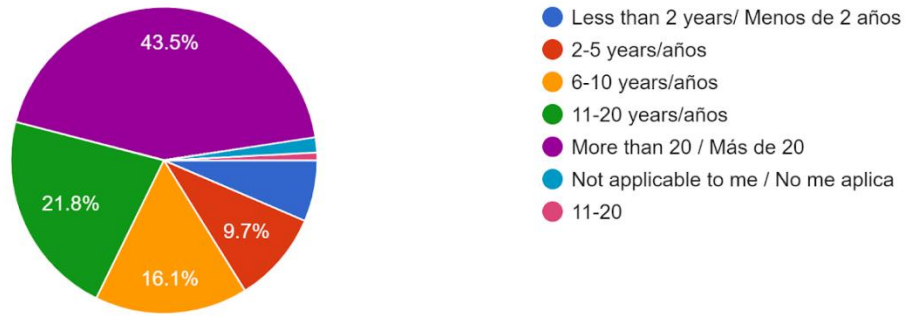
21. What are your favorite places in West Grove and why? / ¿Cuáles son sus lugares favoritos en West Grove y por qué?

22. What are your least favorite places in West Grove and why? / ¿Cuáles son sus lugares menos favoritos en West Grove y por qué?

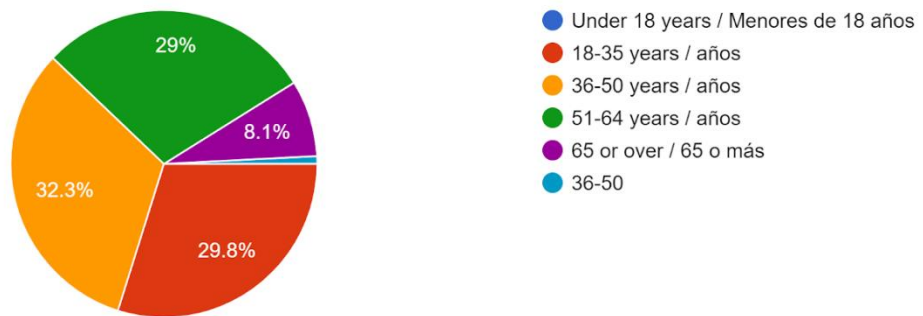
23. What makes West Grove special? / ¿Qué hace que West Grove sea especial?

24. What would make West Grove a better place? / ¿Qué haría de West Grove un lugar mejor?

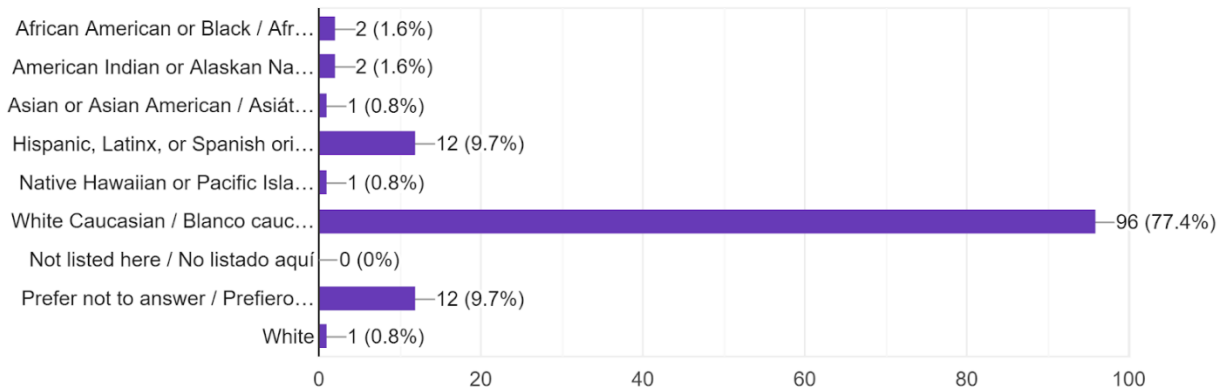
25. Years I have lived/worked in West Grove: / Años que he vivido / trabajado en West Grove:



26. My age is/ Mi edad es:



27. Which of the following best describes you? (check all that apply) / ¿Cuál de las siguientes te describe mejor? (marque todo lo que corresponda)

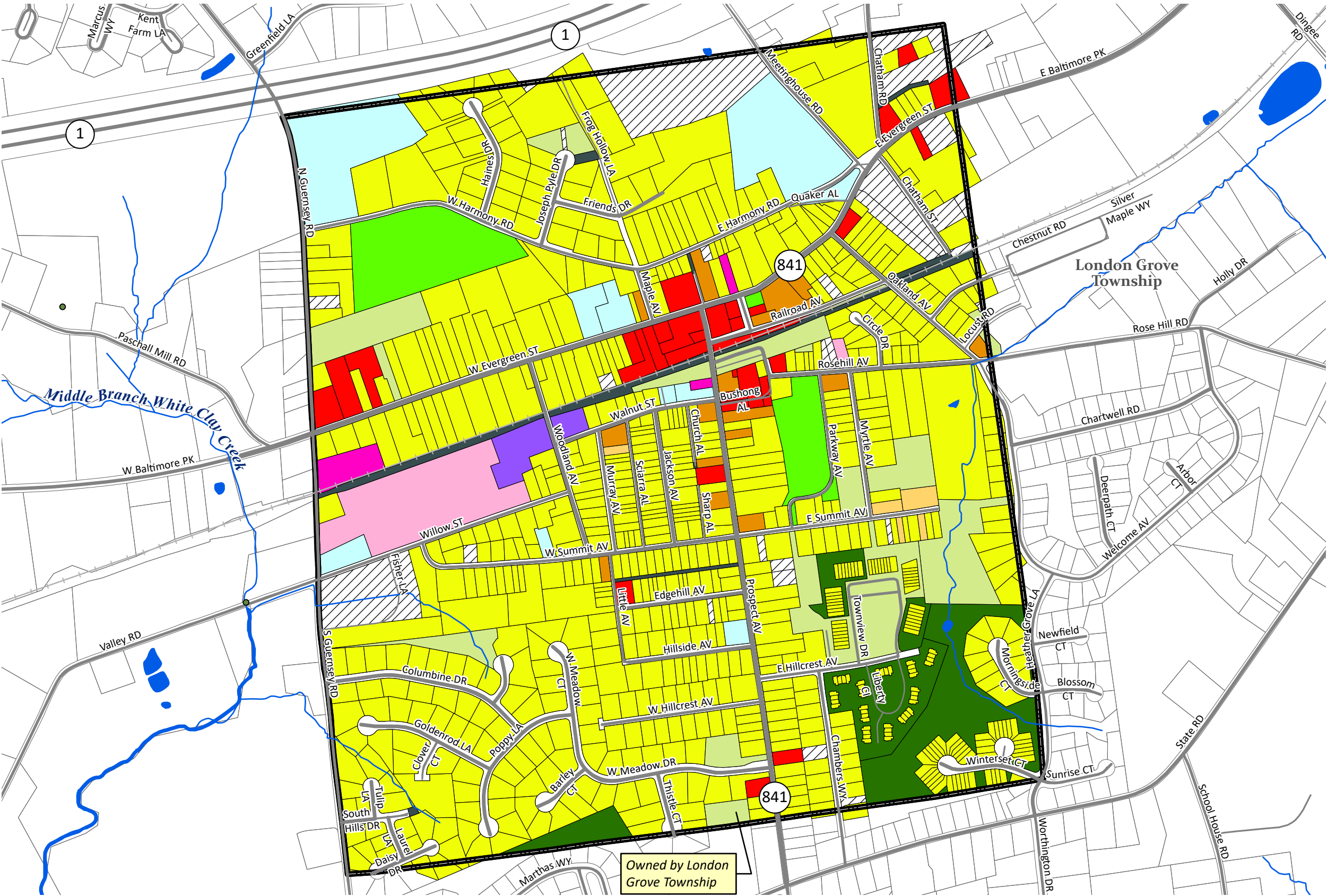


28. Your Name / Tu nombre

29. Your address / Su dirección

30. Would you like to share your email for West Grove Borough Updates? / ¿Le gustaría compartir su correo electrónico para las actualizaciones del condado de West Grove?

31. Would you like to share your phone number for West Grove Borough Updates? / ¿Le gustaría compartir su número de teléfono para las actualizaciones de West Grove Borough?
32. Is there anything else you would like to share/comment on? / ¿Hay algo más que le gustaría compartir / comentar?

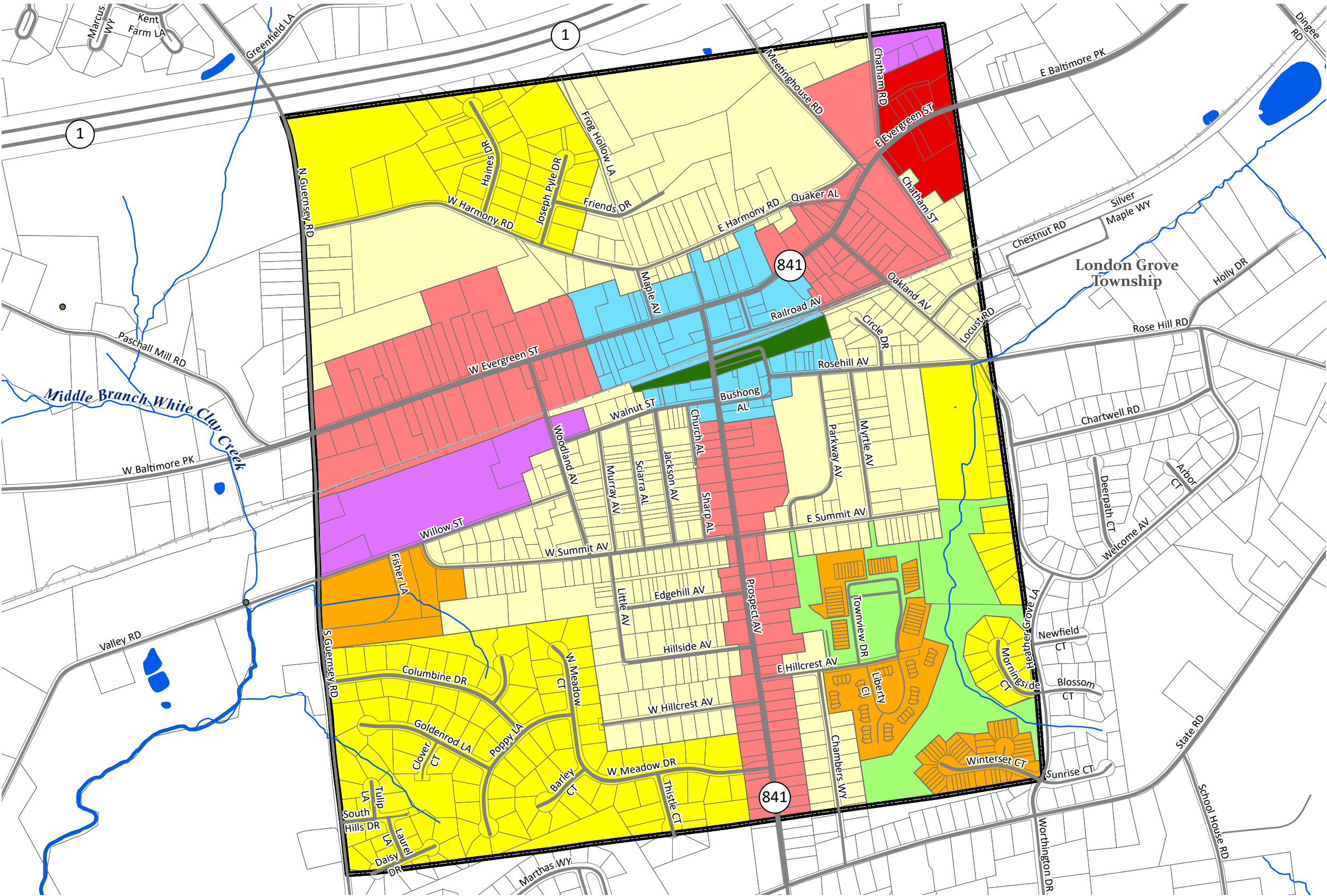


- Commercial
- Industrial
- Institutional
- Mixed Use
- Borough Park
- Municipal Use
- HOA Open Space
- Mobile Home
- Multi-Family Residential
- Single-Family Residential
- Transportation/ROW
- Utility
- Vacant

March 2, 2022



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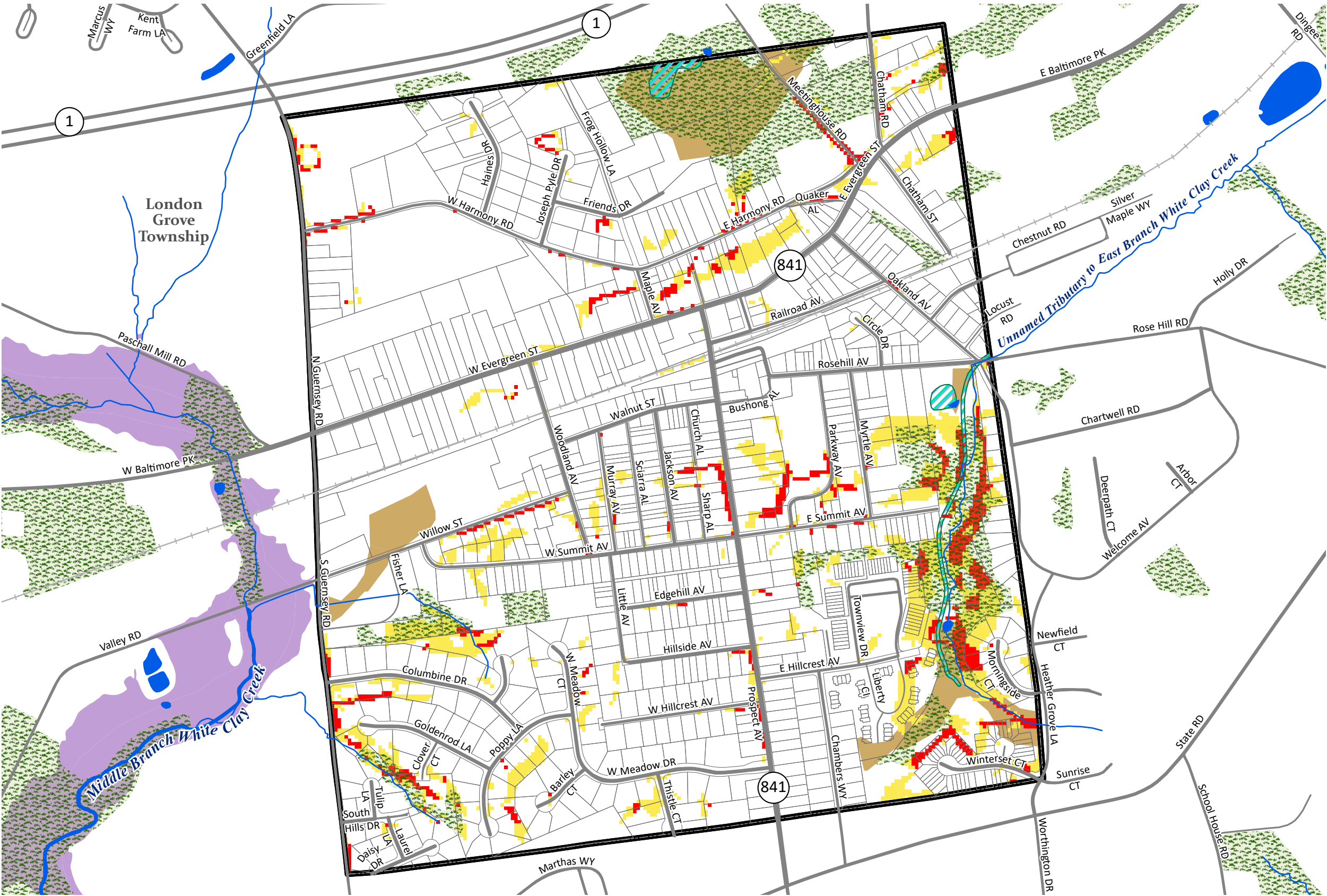


- Public Common
- Town Center
- Evergreen and Prospect Corridor
- Neighborhood Residential
- Suburban Residential
- Multi-Family Residential
- Highway Commercial
- Industrial
- Greenway

March 2, 2022



0 600 Feet



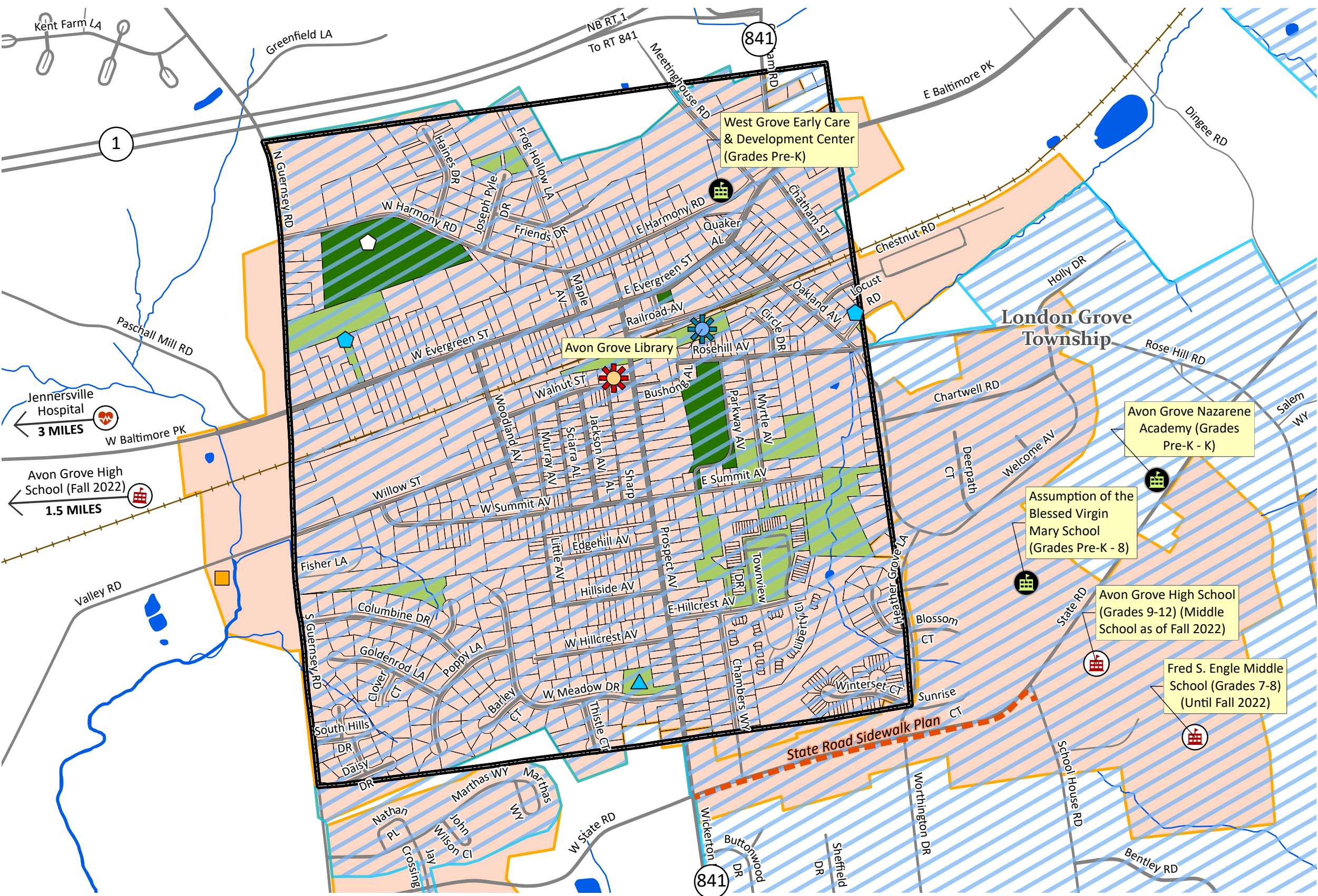
- Surface Water
- Wetlands
- Woodland
- Hydric Soils
- 100-Year Floodplain
- Steep Slopes
 - Moderate (15%-25%)
 - Steep (25%+)

Sources: Chester County, Delaware Valley Regional Planning Commission, National Wetlands Inventory (U.S. Fish & Wildlife Service), U.S. Department of Agriculture, Natural Resources Conservation Service

March 2, 2022



0 600 Feet



- Hospital
- Private School
- Public School (Avon Grove School District)
- Municipal Building
- Police
- Ambulance
- Fire
- Sewage Treatment Plant
- Water Tower
- Municipal Well (In Service)
- Municipal Well (Reserve)
- Public Water Service Area
- Public Sewer Service Area
- Borough Park
- Borough-Owned Property
- Walkable Facilities Connection (Proposed)

March 2, 2022



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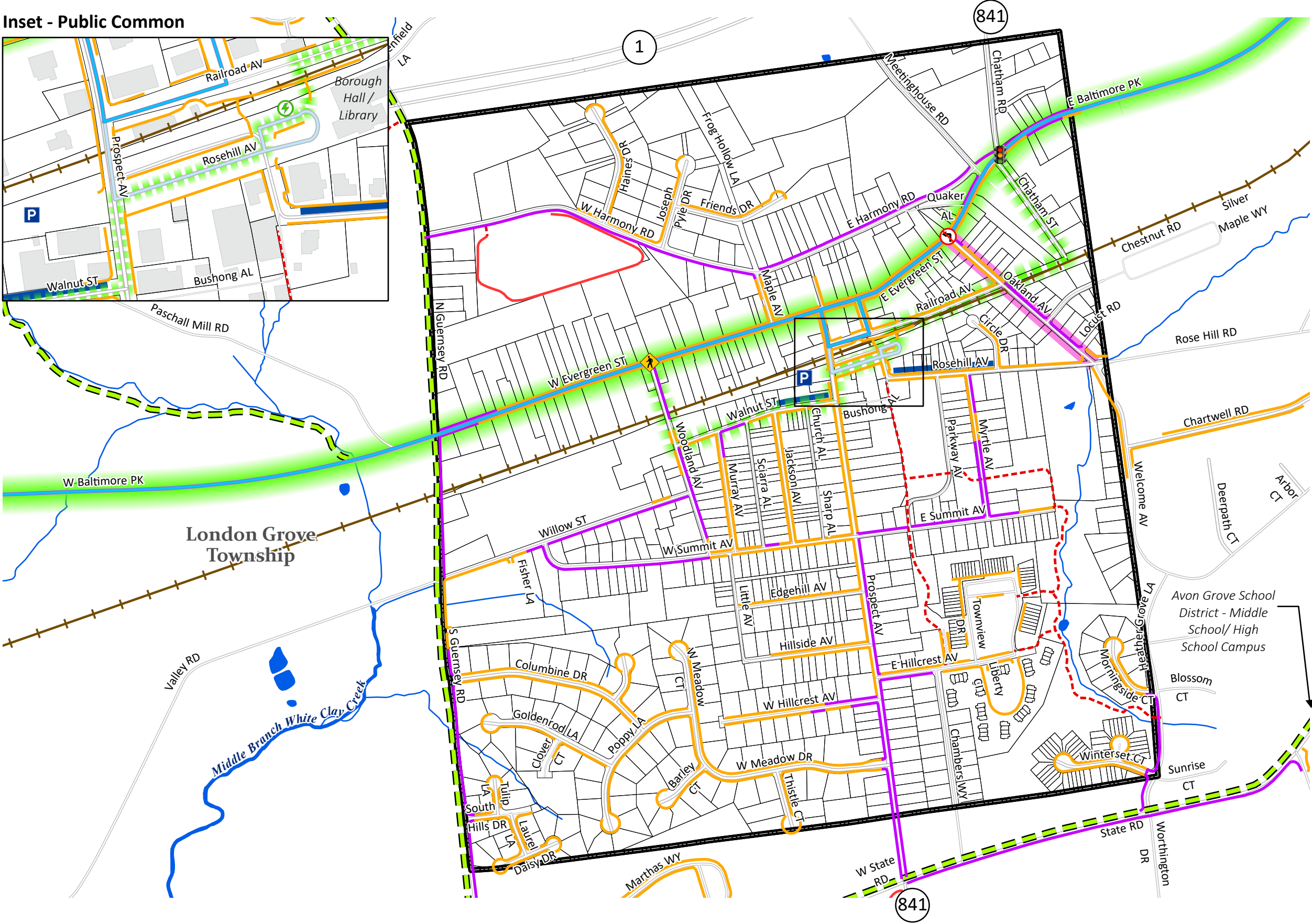


- Borough Park
 - Borough-Owned Property
 - Private Open Space
 - London Grove Township Park
- Pedestrian Connections**
- Existing Trails
 - Proposed Trails
 - Proposed Connections to Existing Sidewalks
- Multi-Use Trails**
- Existing
 - Proposed
- Bikeways**
- Southern Chester County Circuit Trail / Baltimore Pike Bikeway (Proposed Alignment)
 - Proposed Bikeway Connection

March 2, 2022



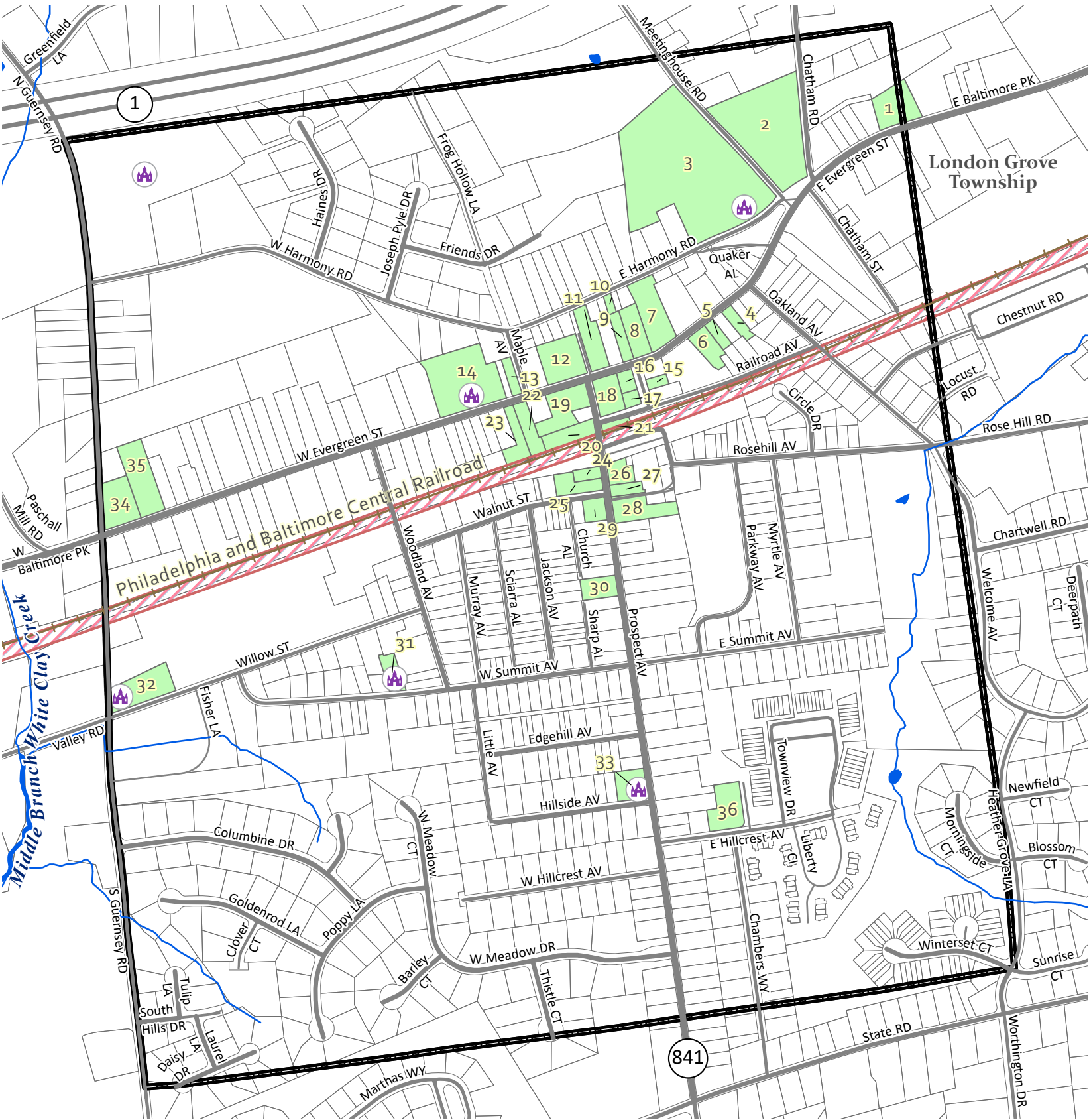
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March 2, 2022



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Borough Resources

- Historic District - National Register Eligible
- Properties with Historic Buildings
- Church

Sources: Chester County Planning Commission, Pennsylvania Historic and Museum Commission Cultural Resources Geographic Information System (CRGIS), R. Scott Steele

March 2, 2022



0 600 Feet

| Map | Name | Established |
|-----|---|--|
| 1 | Thomas Conard Boarding School for Ladies | 1850 |
| 2 | Jefferis Victorian | 1896 |
| 3 | West Grove Meeting House and Friends School | 1903 (Meeting House), 1833 (School) |
| 4 | Shumay Electrical Company | Pre 1935 |
| 5 | J. Ralph Edwards Funeral Director and Embalmer | 1921 |
| 6 | West Grove Independent Newspaper Office | Pre 1920 |
| 7 | Joanna B. Gawthrop Millinery | |
| 8 | Mrs. L. A. Pennington Travelers Rest | 1883 |
| 9 | Rakestraw Building/ McCleary Building | Pre 1920 |
| 10 | West Grove Public School | 1876 |
| 11 | R. L. Pyle General Store | 1879 |
| 12 | St. Mary's Catholic Church and Rectory | 1873 (Church), 1902 (Rectory) |
| 13 | S. G. Bailey & W. J. Hopper, Undertakers & Furniture Makers | 1879 |
| 14 | West Grove Presbyterian Church, Education Building, and Manse | 1930 (Church), 1960 (Education Building), 1865 (Manse) |
| 15 | K & P Building | 1885 |
| 16 | Joseph Pyle Store | 1860 |
| 17 | National Bank of West Grove | 1883 |
| 18 | N. Laughlin Millinery, West Grove Post Office | 1914 (Millinery), 1957 (Post Office) |
| 19 | Dr. J. McClurg | 1884 |
| 20 | Ella Broomell Dressmaker | 1900 |
| 21 | S. K. Chambers & Bros. Lumber, Coal, Feed | 1868 |
| 22 | Tom Baker's Garage | 1928 |
| 23 | Ann Whitson Millinery | 1902 |
| 24 | J. H. Turner Store | 1887 |
| 25 | West Grove Fire House | 1906 |
| 26 | West Grove Inn | 1883 |
| 27 | Houston's Grocery Store | 1937 |
| 28 | Dr. J. W. Bushong, Veterinarian | 1908 |
| 29 | Hotel Roseboro, West Grove Hospital | 1909 (Hotel), 1918 (Hospital) |
| 30 | Prospect Avenue Friends Meeting | 1901 |
| 31 | West Grove A. M. E. Church | 1891 |
| 32 | Enon Baptist Church | 1890 |
| 33 | West Grove Methodist Church | 1888 |
| 34 | Sloan & Clemens Roseboro Garage | Pre 1921 |
| 35 | Chambers Bros. Garage | 1926 |
| 36 | Conard Property | 1843 |