



Chapter 2 ~ Regional Setting



Smith Farm at Chestnut Lane & Broad Run Road

The extent of regional influences that act on a municipality are determined by its location. Forces such as circulation patterns, employment opportunities, and adjacent land uses affect and help shape the character of a community. Many regional activities that are outside of the control of West Bradford Township impact upon it. These include educational opportunities, transportation networks, regional housing cost differences, employment patterns, and health care services.

West Bradford Township, by and large, is a “bedroom” community. Most residents live in the Township and work elsewhere in the region. The economic well being of our citizens is dependent upon the economy of the greater Philadelphia region. Thus, probably one of the biggest factors in the “quality of life” of our residents is largely outside the control of the Township. However, the broad diversified nature of the Philadelphia Area economy also insulates the Township from financial downturns that affect specific sectors of the economy.

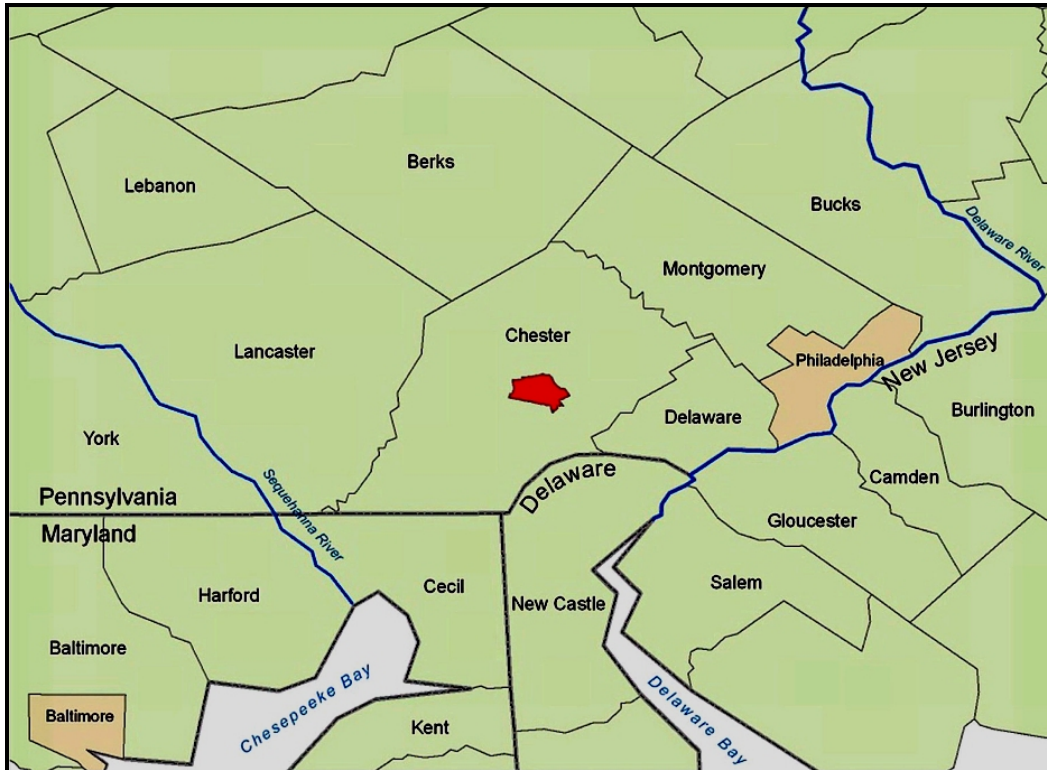
Commercial activities are limited within the Township. Most residents venture to adjacent communities and commercial centers such as West Chester, Downingtown, and Exton for their shopping, dining, gas station, and medical needs.



Geographic Setting

West Bradford Township is located in southeastern Pennsylvania in the heart of Chester County. It is part of the Census Bureau's Philadelphia Metropolitan Statistical Area. The Township's location in relation to the Philadelphia region is illustrated in Figure 2-1.

**Figure 2-1
Regional Setting**



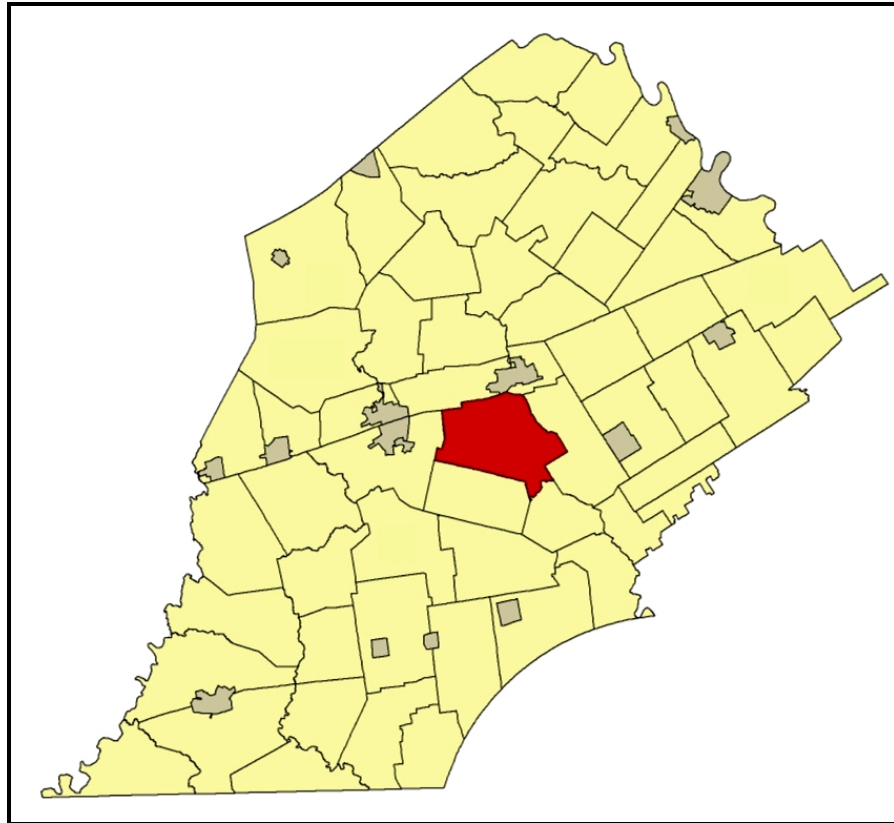
We are situated near the main transit routes that interconnect the northeastern United States. Southeastern PA is within the largest concentration of people and commerce in the eastern U.S. – the metro corridor that includes Boston, New York, Baltimore, and Washington. The major commerce and transportation routes that are close enough to influence the Township are the railways and ports of Wilmington, Philadelphia, and Camden and major interstate and state highways; including Interstates 95, 76 and U.S. Routes 1, 30, 202, and 322.



Broad Run Golfers Club 2007



**Figure 2-2
County Setting**

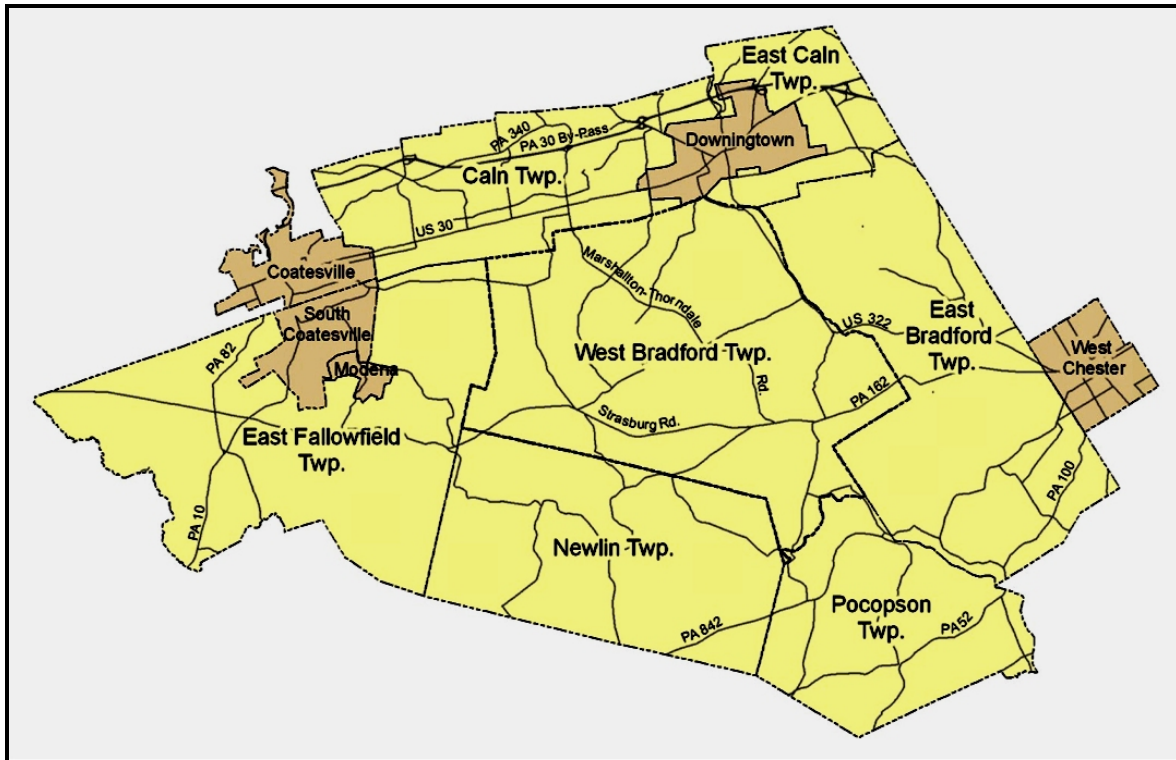


The Township lies at the geographic center of Chester County. It is surrounded by three of the most populated and urbanized areas of the County – Downingtown, West Chester, and Coatesville. The Township shares borders with seven municipalities. The pattern of land uses and the degree of development immediately adjacent to West Bradford varies considerably in each of these municipalities. Land use patterns of adjacent municipalities will be discussed more fully in Chapter 7 of this Plan.





**Figure 2-3
Local Setting**



Regional Influences & Growth Trends

West Bradford lies in a portion of Pennsylvania where the diversity of demographics, housing, and land uses is vast. Both the region and Chester County have grown both economically and in population since the 1950's. Chapter 4 shows that the Township also has experienced a tremendous population and housing unit increase over the past few decades. Both this regional and township growth is expected to continue through the life of this Plan.

Four Dog's Inn – Marshallton 2007



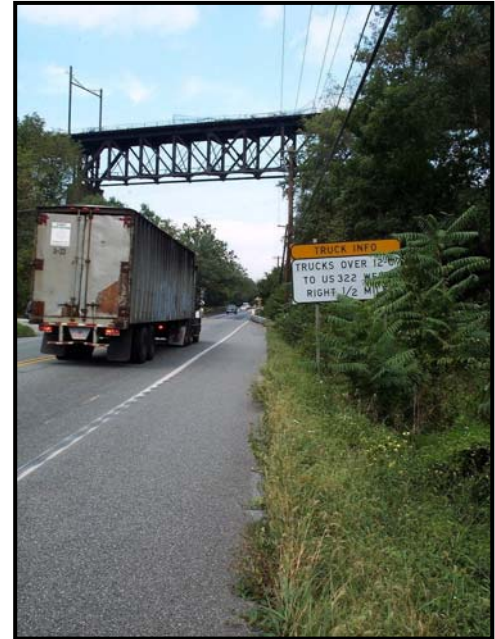
The main economic influences on the Township come from the regional employment centers of Philadelphia, Wilmington, and Great Valley/King of Prussia. The West Chester and Downingtown areas also serve as a focal point for employment of our residents within Chester County. This is expected to continue. However, a new phenomenon has developed since the previous Comprehensive Plan was adopted: the internet. As of the 2000 Census, about 5% of Township residents worked at home. Today, given that high speed internet and telecommunication services are available in a



majority of the Township, the number of residents working from home full-time should increase moderately and the number working from home a few days a week should increase considerably.

The main regional transport routes are in proximity to, but by-pass West Bradford. Route 30, Route 3, and the Pennsylvania Turnpike are the main east-west routes and are located above the Great Valley. Routes 100 and 202 are the main north-south arteries and are located east of the Township.

The transportation network in the Township is not conducive to large scale employment, commercial, or industrial centers. This is mostly due to our topography. It would not be cost-effective to expand the infrastructure capacity enough to spur this type of development given our remaining amount of undeveloped land. The implication of this is that West Bradford will likely continue to be a residential community. Residents will either work at home or commute from 30 to 45 minutes to their places of employment.



Route 322 at Bradford Avenue 2006

Primary and secondary educational opportunities also play a big role in regional influences. West Bradford Township is located within the Downingtown Area School District. The District is a desirable school district in the County and new residents are attracted to the Township because of it. While the tax burden for primary and secondary education is expected to increase, this is not expected to decrease the relative desirability of the school district.

Some of the major projected regional trends over the life of this plan and their implications to the Township are summarized below.

- Regional housing and population growth is expected to continue.
- The relative strength and diversity of regional economic opportunities is expected to continue.
- Opportunities for “working from the home” should increase - either primarily or occasionally.
- The Township will be primarily residential, but opportunities may exist to expand commercial or industrial uses on a modest level.
- Major regional transportation routes are expected to stay the same; however, pass-through traffic should be expected to increase.
- Downingtown Area School District should continue to be a desirable district within which to live.



