



Chapter 8 ~ Recommendations

*You have to have an idea of what you are going to do, but it should be a vague idea.
~Pablo Picasso*



This Chapter establishes the overall goals and objectives for comprehensive planning in the Township. It also summarizes the key relevant issues that the Township is expected to face over the next couple of decades. Recommended implementation criteria which address these issues are outlined.

The scope of work for this plan was created with one ambition – that this plan should not sit on a shelf and just collect dust. The plan was crafted to meet all of the requirements of the Municipalities Planning Code. However, it is not the “typical” comprehensive plan. The whole purpose of the plan is to help guide the Township’s policies and to achieve a succinct vision for the community. In the age in which we live, time and resources are scarce. Many typical comprehensive plans establish a myriad of recommendations – few of which ever get addressed. This plan is different.

The Comprehensive Plan Task Force debated the many issues facing or expected to be faced by the community over the life of the plan. Each issue was ranked by its critical importance and then implementation recommendations were offered. Thus, this plan has a thorough but limited number of recommendations. It is hoped that this will allow the Township to concentrate on addressing the most critical concerns facing our community. If these are solved before the expected lifespan of the plan - or if more important issues arise, this plan is a living and breathing document that can be revisited quite easily.



West Bradford Township Comprehensive Plan

Goals & Objectives

Planning documents frequently require the establishment of policies. These policies are used to establish a basis for future actions. Confusion frequently arises during this policy articulation process because of the lack of established protocol and the interchangeability of definitions.

Many definitions are used to explain the component actions involved in the creation of a policy. This section attempts to clarify these definitions and to establish a hierarchy and consistency of usage throughout the Plan.



Township Goals

Goals are guiding principles and overall descriptions of one's aims. They are general statements of what is to be achieved. They are the final result toward which all efforts are directed.

Goals are the highest level of policy and therefore the broadest in scope. They seek to establish long term desired conditions. They are broad, general statements that look comprehensively at what should be achieved. Most goals take years to accomplish, and therefore, should not indicate how they will be accomplished. It is through the development of strategic objectives for each goal that specific direction is defined.

Goals are related to particular planning decisions such as land use, natural features, housing, circulation, recreation, etc. Overall goals usually encompass broad planning categories with sub-goals created per category to further define specific issues, as needed. Goals are at the top of the policy hierarchy. They are supported directly by objectives and indirectly by strategies. A series of goals, with their subordinated objectives and strategies, creates a policy plan.



Three broad, fundamental goals have been established in this plan for leading us into the future.

1. **Maintain the existing quality of life for which the Township is known.**

If you asked a West Bradford resident what “quality of life” means to them, you would get many answers. They would all likely revolve around a similar theme. The Township is known for its low taxes, responsiveness of government, parkland and open spaces, character of development, efficiency of local services, quality schools, good neighborhoods, and varied housing stocks. Each of these characteristics makes up a differing portion of a resident’s quality of life depending upon the individual.



If a community does not maintain its quality of life - it declines. This has been true from the days of Rome to the decline of the American inner cities in the 1950’s. There may be overriding economic or political issues that spur the decline, but it is also true that success builds upon itself. Good people and good direction within a community ensure that it prospers.

2. **Uphold the stewardship of our environment.**

One of the reasons that many residents value our community so much is its landscape and natural environment. We have a unique combination of watercourses, slopes, woodlands, and historical character that must be protected. As the Township inches closer to build-out, it is more important to take a critical view of our environment and the impacts our actions have on it.





3. Ensure a sustainable community into the future.

West Bradford Township is in a unique position among many local government entities. As a relatively affluent municipality, we have the staff and resources to be able to plan for the future. We are fortunate not to be hamstrung by overwhelming needs that distract us from long term goals. This commitment to long range planning and managing many problems before they grow out of control has been characteristic of the community.



Continuing in this vein, the Township must maintain a long term view on issues that arise. Decisions made today must be reviewed against their expected long term consequences to the community. Many municipalities can be characterized as penny wise and pound foolish. West Bradford Township should adopt the philosophy that it is prudent to spend slightly more resources today on minor issues in order to reap greater rewards later: avoiding the consequences of inaction.

A sustainable community is the goal. Two key factors in future stability are: balancing growth and natural resources; and balancing our revenues and expenditures. This includes reviewing Township-provided services and reviewing their ultimate costs and benefits. It is important to take a long term balanced view of policies, as well as a broad long term critical view of actions taken.



Comprehensive Plan Objectives

Objectives are targets to reach that describe the particular methods necessary to achieve a goal. They are more precise statements of how to accomplish goals. They are the specific policies that efforts are intended to accomplish.

Objectives are the second highest level of policy. They are more quantifiable in nature and shorter in term than goals. Because objectives have a shorter lifespan than goals, and may be achieved during the life of the plan, they frequently change over time. They establish the broad means to implement goals. Objectives are related to individual goals. Several objectives may be established under each goal.

Objectives are at the middle of the policy hierarchy. They are supported directly by strategies and serve as the means to achieve goals. In this Plan, strategies are referred to as recommendations. A group of objectives, with their subordinated recommendations, supports a particular goal.

Figure 8-1 outlines the objectives that have been established for each plan chapter.

**Figure 8-1
Supporting Objectives**

Historical	
1	Maintain Romansville and Marshallton as core historical focal points in the Township.
2	Carry the Township’s history into its future as a way of creating a sense of place and community for our residents.

Demographic	
3	Maintain a balance between revenues and expenditures in the Township finances as build-out approaches.
4	Establish sustainable capital replacement and/or maintenance schedules for infrastructure as build-out approaches.
5	Maintain current proportions of recreational facilities and acreages as outlined in the Township’s Open Space, Recreation, and Environmental Resources Plan.



Natural Resources

6	Maintain or increase the amount of tree cover within the Township.
7	Create a balance of groundwater use and recharge within the Township's watersheds.
8	Maintain the Exceptional Value status of the Broad Run.
9	Protect critical slopes against erosion and development.

Transportation

10	Provide adequate funding for a 20-25 year road capital improvement program. Rehabilitate an average of six miles of roadway per year.
11	Strive to establish an intersection level of service of "C" or better during peak hours.
12	Complete the network of "core" trails during the next 20 years.
13	Promote interconnection of existing and future subdivisions to relieve collector road pressures. Create road geometries that discourage pass-thru traffic.
14	Institute traffic calming measures where appropriate.

Community Services

15	Provide assistance and direction to the West Bradford Fire Company so that it may continue to be the designated fire service responder for the Township.
16	Provide the most cost efficient and customer friendly services to our residents whether they are in-house or contracted.





Land Use	
17	Include varied housing types and options in our future land uses recognizing the existing, predominantly single family residential nature of the Township.
18	Expand commercial land uses proportionate to the expansion of residential developments within the community.
19	Foster mixed land uses within traditional neighborhood developments, while maintaining their existing character.
20	Ensure that adequate lands are reserved during the development process to utilize land application of treated wastewater.
21	Actively support private landowners in establishing conservation easements on their properties.
22	Change the recent residential land development pattern, balancing the footprint of homes with the size of the lot they are on.
23	Encourage developers to place conservation easements on open spaces within their developments, where appropriate.

Interrelated Plan Components

It has been shown that each chapter of this plan relates to the others. Our natural features influence our land uses. Our fiscal health impacts the administrative services we can provide. Our past history has shaped much of our transportation network. The main goals presented above tie into each chapter and guide the key issues and implementation strategies outlined below. The Plan recommendations lead us to a sustainable quality of life in our community now and into the future.



Key Issue Recommendations

Strategies and recommendations are a particular series of actions that outline efforts to be undertaken. They are the most specific statements of how to accomplish a goal. They are the component action policies of objectives and goals.

Recommendations are the lowest level of policy. They are the specific means to achieve objectives and, therefore, ultimately goals. They are narrowly defined actions and, thus, are very measurable. Each recommendation is related to a Key Issue that the Township is expected to face.

Each recommendation is accompanied by an estimated implementation timeline. Each timeline should serve to define the relative priority of each recommendation. The expected life of this comprehensive plan is between 10 to 20 years if a comprehensive review of it is undertaken midway through its life. Implementation timelines have therefore been established for years 1-5, years 5-10, and years 10-15.

However, in real life things seldom go according to plan. It is expected that the actual implementation of the recommendations will vary greatly depending on what real life opportunities arise and the degree of challenges that need to be overcome. It is critically important to move forward with a recommendation when it can be accomplished most successfully, no matter what the foreseen timeline in this plan states.



Key Historical Resource Issues



Our historic resources are under pressure from development and from neglect. It is important to continue to highlight the importance of these resources to our landscape. This can be done during the land development process and through outreach by the Township’s Historical Commission.

The following key issues have been identified as challenges and opportunities over the life of this plan. Recommendations on how to meet these challenges and take advantage of the opportunities presented are shown.

	Historical Key Issue	Recommendations	Implementation Timeline
1	Promote the preservation of the surrounding historical context of the land when new development occurs on historical sites.	<ul style="list-style-type: none"> Amend the Township Subdivision and Land Development Ordinance to include historical features analysis as part of the Environmental Impact Assessment for sites identified on the Historical Sites Map of the Comprehensive Plan. Require a formal architectural assessment by a certified professional when a land development or subdivision occurs on a parcel containing sites identified on the Historical Sites Map of the Comprehensive Plan. Encourage the use of cluster development during the sketch plan process on larger historical properties. Require developers to retain significant historical and archeological resources within the open space of a development or on a separate lot. 	<ul style="list-style-type: none"> Years 1-5 Years 1-5 Years 1-5 Years 1-5
2	Preserve and enhance existing villages within the Township.	<ul style="list-style-type: none"> Retain and enhance the Traditional Neighborhood Zoning District (TND) for Romansville and Marshallton. Amend the Zoning Ordinance’s sign regulations to prohibit incompatible signage in the Township’s National Register Districts. Allow for mixed use zoning (residential and commercial) within the TND. Provide a framework that ties each village together through infrastructure and regulation, but still retains its historical “charm.” Establish traffic calming improvements within the villages. 	<ul style="list-style-type: none"> Years 1-5 Years 5-10 Years 1-5 Continuous Continuous
3	Foster the adaptive reuse of historic structures and their economic viability.	<ul style="list-style-type: none"> Modify the Zoning Ordinance to provide a density bonus to development provided that existing structures are reused sensitively. Consider requests to revise zoning districts to make the adaptive reuse of historic structures more feasible. 	<ul style="list-style-type: none"> Years 5-10 Continuous
4	Establish “gateways” into the community, its villages, and important historic sites.	<ul style="list-style-type: none"> Create entrance “features” on major roads entering the Township. Enhance village, park, and school entrances. Promote sustainable and appropriate plantings in gateway landscaping. 	<ul style="list-style-type: none"> Years 5-10 Years 5-10 Continuous



West Bradford Township Comprehensive Plan

	Historical Key Issue	Recommendations	Implementation Timeline
5	Encourage the awareness of existing historic resources, Township history, and provide educational opportunities.	<ul style="list-style-type: none">• Promote the Township's history through sales of <i>Between the Brandywines: A History of West Bradford</i> and Township Historical Commission programming.• Include articles on the Township's history in the newsletter.• Establish a partnership with owners of National Register sites to erect bronze identification plaques.• Sponsor additional Pennsylvania Historical & Museum Commission historical markers for important resources.• Continue to sponsor village walks with the Chester County Town Tours & Village Walks program.	<ul style="list-style-type: none">• Continuous• Continuous• Years 5-10• Years 5-10• Continuous
6	Protect National Register sites and districts outside of Marshallton.	<ul style="list-style-type: none">• Modify the Zoning Ordinance to limit the demolition of National Register sites within the Township.• Develop a Historical Commission informational program to assist owners of important National Register eligible resources to list their buildings.	<ul style="list-style-type: none">• Years 1-5• Years 5-10



Key Demographic Issues



West Bradford Township has been a fairly stable community demographically for several decades. It is economically steady and its housing / population growth is average for its region. All indications are that these trends will continue.

The demographic basics underlying the Township are predictable and its stability should continue into the future. However, the demographics of the Township are changing subtly. The change will create situations that have to be addressed and opportunities to take advantage of.

	Key Demographic Issue	Recommendations	Implementation Timeline
1	The projected demographic and land use characteristics of the Township in 2020 may require a reevaluation of capital project funding sources.	<ul style="list-style-type: none"> The Township should continuously update its ten-year capital facility and equipment planning to accurately reflect expected future needs and existing equipment and facility conditions. Future development trends and tax receipts are likely to vary from past trends. The Township's annual budget document should include a long term trend analysis of revenues and expected capital facility expenses. The possibility of establishing a separate, stand alone Capital Improvements Trust Fund should be explored to ensure future capital needs are met with minimal tax increases. Any major change in Township Capital funding sources should begin to be considered and implemented five years prior to its actual need. New infrastructure should not be created unless it is supported by development. Capital replacement costs for existing recycling/refuse and sewer costs should continue to be reflected as depreciated annual operating costs to the users of those services. If projected fund balances are not able to meet fire service capital equipment costs in the future, consideration should be given to enacting a dedicated tax for fire service needs. 	<ul style="list-style-type: none"> Continuous Continuous Years 5-10 Continuous Continuous Continuous Years 10-15
2	New resident expectations for government services may overwhelm existing financial resources and the ability to remain proactive.	<ul style="list-style-type: none"> Educate residents on the costs of new services and the sources that the Township has to pay for them. Create a new resident guide and provide it to new Township residents. Make residents aware that as the Township approaches build-out that increased services will likely require an increase in taxes. 	<ul style="list-style-type: none"> Continuous Years 1-5 Years 10-15
3	Rising housing costs are pricing low and moderate income families and seniors out of the community.	<ul style="list-style-type: none"> Consider changes in Township zoning to better allow for differing housing types without substantially altering the balance of existing single family land uses and the landscape of the Township. Conduct a housing affordability study for the Township to determine methods that could be used to better provide for low/moderate housing in the community. Consider partnerships with reputable, private or quasi-public developers to create the needed housing types. 	<ul style="list-style-type: none"> Years 1-5 Years 5-10 Years 5-10



West Bradford Township Comprehensive Plan

	Key Demographic Issue	Recommendations	Implementation Timeline
		<ul style="list-style-type: none"> Promote the continued existence of the Appleville manufactured home community. 	<ul style="list-style-type: none"> Continuous
4	Demographic projections indicate the possible need for additional elementary school seats.	<ul style="list-style-type: none"> Continue to work with the Downingtown Area School District to track and project future housing construction in the Township. Provide for expedited review of additions to the two existing elementary schools in the Township. Foster the expansion of existing school facilities rather than the development of new sites. 	<ul style="list-style-type: none"> Continuous ○ Continuous ○ Continuous
5	Residential land uses dominate the Township limiting the ability to rely on revenue sources from commercial and industrial uses.	<ul style="list-style-type: none"> Expand, where appropriate, commercial, office, and light industrial zoning districts in the Township. Educate residents on the fact that residential uses require more tax dollars for support than do commercial, light industrial and agricultural uses. Without additional non-residential rateables the tax burden of West Bradford residents will increase. 	<ul style="list-style-type: none"> Years 1-5 Continuous
6	Demographic trends appear to indicate a need for additional youth league recreational fields and courts.	<ul style="list-style-type: none"> Work with the West Bradford Youth Athletics (WBYA) to provide additional recreational fields adjacent to their existing facilities at Embreeville. Assist WBYA in developing a long range capital facilities needs analysis and capital facilities implementation plan. Update the recreational court/field analysis of the Township's Open Space, Recreation, and Environmental Resources Plan. Facilitate the creation and joint use of an indoor community center for community service organizations containing office, programming, and court space. 	<ul style="list-style-type: none"> Years 1-5 Years 5-10 Years 5-10 Years 5-10



Key Natural Features Issues



West Bradford Township has been blessed with diverse natural features. Over time, our landscape has changed considerably; forests have given way to farms and farms have become developments. However, today the importance of natural resources to our community and our complex ecosystem is much better understood. When compared to similar municipalities West Bradford Township still retains a varied, abundance of landscapes and natural features that define the character of our community.

The best way to view the situation moving forward, in the context of today’s West Bradford, is to try to preserve and continue the balance of developed areas and natural areas that we have now. This does not mean attempting to conserve all of the remaining undeveloped areas, nor does it mean allowing full build out on sensitive parcels. It means being wise in the choices made for our future with the underlying character of our Township and its natural features.

With this philosophy and our key natural features issues in mind, the recommendations that follow will strengthen and better direct the protection of our community’s resources for generations to come.

	Key Natural Features Issue	Recommendations	Implementation Timeline
1	Protection of wooded slopes and stream valleys.	<ul style="list-style-type: none"> • Revise the Township’s Subdivision and Land Development Ordinance to categorize slopes into two classifications – 15% to 25% (steep) and 25% and above (very steep). • Revise the Township’s Subdivision and Land Development Ordinance to prohibit structures and grading on very steep slopes. Re-examine the Ordinance’s current regulations on steep slopes. • Revise the Township’s Subdivision and Land Development Ordinance to create a uniform, technical definition of slope measurement. • Limit the amount of vegetative clearance allowed on steep slopes. • Revise the Township’s Zoning Ordinance to net out a portion of steep slopes when determining lot areas. • Revise the Township’s Zoning Ordinance to require buffer area setbacks from structures and slopes/stream valleys. • Consider the creation of a steep slope overlay district within the Township’s Zoning Ordinance. • Encourage homeowners to plant appropriate vegetation on slopes. 	<ul style="list-style-type: none"> • Years 1-5 • Years 1-5 • Years 1-5 • Years 1-5 • Years 1-5 • Years 1-5 • Years 1-5 • Continuous
2	Protect and encourage groundwater recharge within the Township.	<ul style="list-style-type: none"> • Evaluate the Township’s Stormwater Management and Subdivision and Land Development Ordinances regarding the infiltration requirements for stormwater. • Revise the Township’s Zoning Ordinance to include impervious surface requirements within the R-2A Zoning District similar to those within all other residential districts. • Encourage the recharge of wastewater within the same watershed from which it came. • Offer the use of Township property for U.S.G.S. and Chester County Water Resources Authority monitoring wells. 	<ul style="list-style-type: none"> • Years 1-5 • Years 1-5 • Continuous • Years 1-5
3	Retain and increase forest cover in the Township.	<ul style="list-style-type: none"> • During the development process, especially at the sketch plan phase, encourage developers to preserve woodlands on development sites. • Provide a stormwater management bonus per Pennsylvania Department of Environmental Resources Best Management Practices Manual for the preservation or creation of wooded areas on a development site. • Continue to monitor and enforce the forestry provisions within the Township Zoning Ordinance. • Consider starting an annual resident “Tree” promotion to encourage tree planting and woodland awareness. • Include an annual budget allocation for tree planting on Township property in the annual budget. 	<ul style="list-style-type: none"> • Years 1-5 • Years 1-5 • Continuous • Years 5-10 • Continuous



West Bradford Township Comprehensive Plan

	Key Natural Features Issue	Recommendations	Implementation Timeline
		<ul style="list-style-type: none"> • Join groups such as Pennsylvania TreeVitalize and Pennsylvania Community Forests to provide technical expertise to the Township. 	<ul style="list-style-type: none"> • Years 1-5
4	Protection of streams in the Township with emphasis on Exceptional Value Streams such as the Broad Run.	<ul style="list-style-type: none"> • Continue Broad Run water quality monitoring efforts with the stream watch volunteers and the U.S.G.S. • Emphasize the critical nature of 1st order streams and headwaters during the development process. • Revise the Township’s Subdivision and Land Development Ordinance to expand the required riparian buffer area from 70 to 100 feet in certain circumstances. • Expand the Broad Run Preserve and Greenway along the entirety of Broad Run stream. • Educate residents on the benefits of streams and their associated habitats. • Require the reforestation of stream corridors during the development process. • Ensure that Open Space Management Plans have appropriate, sustainable management practices for stream banks. 	<ul style="list-style-type: none"> • Continuous • Years 1-5 • Years 1-5 • Years 10-15 • Continuous • Years 1-5 • Years 1-5
5	Protect wetlands in the Township.	<ul style="list-style-type: none"> • Consider minimum buffer requirements between wetlands and structures within the Township’s Subdivision and Land Development Ordinance. • Continue the “net-out” of wetlands from lot areas in the Township’s Zoning Ordinance. • Ensure that Open Space Management Plans have appropriate, sustainable management practices for wetlands. 	<ul style="list-style-type: none"> • Years 1-5 • Continuous • Continuous
6	Protect habitat for native flora and fauna.	<ul style="list-style-type: none"> • Educate residents on the benefits of native flora. • Implement the planned greenways with the Township’s Greenways, Trails, and Gateways Plan. • Control invasive species in Township parkland and preserves. 	<ul style="list-style-type: none"> • Continuous • Continuous • Years 1-5



Key Transportation Issues



With the desirability of West Bradford Township and Chester County come new homes and businesses. With new homes and businesses comes more traffic congestion. The problem would not go away even if West Bradford Township could stop all new development. A majority of our traffic is pass-thru traffic that originates and ends somewhere else. Since the problem is not going to go away, we need to accommodate it and manage it to the best of our abilities.

The Township currently makes new developments within its traffic impact fee district contribute to a traffic impact fund and actively works with PennDOT to improve State Road intersections. The two largest transportation challenges expected during the life of this plan are ensuring future capital funding for road repairs and the increased burden on our intersections that larger traffic volumes will create. The following recommendations will help maintain the functionality of our road network over the next two decades.

	Key Transportation Issue	Recommendations	Implementation Timeline
1	Maintaining an adequate future funding stream to continue the Township's 20 year road capital improvement program.	<ul style="list-style-type: none"> • Closely track State Liquid Fuel, Realty Transfer Tax, and Transportation Impact Fee Revenues over the life of this Plan. Determine the impacts on Township build-out on the current funding sources for road improvements. • Lobby State Legislators to eliminate prevailing wage requirements for Township road improvements and maintenance. • Continue the joint purchasing of materials for road improvements and consider the joint municipal ownership of equipment that is needed but not used regularly. • Should any Township revenue windfall occur, consider establishing a Township Road Capital Improvements Trust Fund to assist in sustaining the Township's capital improvement program. • Explore the use of new technologies and materials that extend the life of the existing road network and reduce improvement costs. • Retain the existing roadway construction standards (base, geotextile, and paving thickness requirements) in the Township's Subdivision and Land Development Ordinance. • Update the Township's Act 209 Transportation Impact Fee Study to take into consideration current traffic and increased construction costs. 	<ul style="list-style-type: none"> • Continuous • Years 1-5 • Continuous • Continuous • Continuous • Continuous • Years 5-10
2	Growing pass-through traffic in the Township.	<ul style="list-style-type: none"> • Pay particular attention during the planning and development process to existing roadway hierarchies and capacities. • Separate, to the extent possible, pass-through traffic from local streets. When new subdivisions are interconnected with the existing road network encourage curvilinear road design that discourages pass-through use. • Stress appropriate access control for new development, especially for commercial and industrial uses. 	<ul style="list-style-type: none"> • Continuous • Continuous • Continuous
3	Increasing delays at intersections.	<ul style="list-style-type: none"> • Complete the intersection Capital Improvements Plan as outlined in the Township's Act 209 Plan. • During the development process request that developers waive the requirement that no more than 50% of improvement costs on State Roads be funded by 	<ul style="list-style-type: none"> • Years 5-10 • Continuous



West Bradford Township Comprehensive Plan

	Key Transportation Issue	Recommendations	Implementation Timeline
		traffic impact fees. <ul style="list-style-type: none"> • Update the Act 209’s Transportation Impact Fee Study’s Roadway Sufficiency Analysis component by 2012 to determine intersection service levels. Add additional stop signs where warrants are met. • Continue to add new traffic signals in the Township on both local and State intersections where delays are below level “D” and warrants are met. • Where necessary, plan for future right-of-way acquisition for intersection improvements. 	<ul style="list-style-type: none"> • Years 1-5 • Continuous • Years 1-5
4	Increasing large truck traffic.	<ul style="list-style-type: none"> • Work with East Fallowfield and East Bradford Townships to retain the weight limits on the Mortonville and Copes Bridges on West Strasburg Road after any reconstruction work. • If traffic roundabouts are constructed, request permission from PennDOT for smaller diameter central islands to discourage truck traffic. • On local roads where truck traffic has become problematic, conduct engineering studies to determine if restrictions can be enacted based upon geometric, usage, or safety standards. 	<ul style="list-style-type: none"> • Continuous • Continuous • Continuous
5	Growing truck and vehicular traffic in Historical Villages.	<ul style="list-style-type: none"> • Institute traffic calming measures to slow vehicular traffic and discourage truck traffic. • Regularly monitor speed and magnitude of traffic as part of Township’s Speed Sentry Program. 	<ul style="list-style-type: none"> • Continuous • Continuous



Key Community Services Issues



One of the main functions of local government in Pennsylvania is to provide community services. West Bradford Township prides itself on providing needed services to our residents in a customer friendly and cost effective way.

Since our last Comprehensive Plan update our community has grown and changed. The Township’s philosophy on the provision of services to our residents has not. Resident expectations for services have been constant, but the method of provision and costs to do so are always changing.

The key issues listed below are expected to be the most pressing concerns facing the community during the next decade or so.

	Key Community Service Issue	Recommendations	Implementation Timeline
1	Assisting the volunteer fire service meet expected standards of response.	<ul style="list-style-type: none"> Assist the Fire Company improve their business management systems and strategic planning activities. Coordinate with the Township Emergency Services Board, establish oversight of and expected standards for, fire service. Upon the establishment of a capital equipment replacement schedule, begin the apparatus purchase, under Township ownership. Consider establishing one modern, centralized station for fire service needs. Assist the Fire Company with volunteer recruitment and retention efforts. 	<ul style="list-style-type: none"> Years 1-5 Years 1-5 Years 1-5 Years 5-10 Years 1-5
2	Providing public sewer service to new developments and areas with failing on-lot systems.	<ul style="list-style-type: none"> Continue updating the Township’s Act 537 Plan, as needed. Monitor failing on-lot systems and determine the feasibility of connecting these areas to a public sewer system. Promote the recharge of treated wastewater into the groundwater. Require any new development that proposes community sewer systems to provide areas to dispose of the treated effluent created. 	<ul style="list-style-type: none"> Years 1-5 Continuous Continuous Years 1-5
3	Expansion of Township Recycling Program & Provision of Improved Refuse Collection Services.	<ul style="list-style-type: none"> Expand efficiency and sustainability by utilizing the same collection equipment and toter type for both refuse & recycling. Consider establishing a multi-municipal cooperative yard waste and expanded recycling drop-off site within the Township. Move towards the commingling of all recyclables to increase participation and tonnage rates. Establish a goal of recycling 30% of the Township’s waste stream by 2020, up from the current 20%. Re-locate the Refuse & Recycling Department’s facilities to a larger, more suitable location. 	<ul style="list-style-type: none"> Years 1-5 Years 5-10 Years 1-5 Years 1-5 Years 5-10
4	Expanding current recreational programming opportunities to our residents.	<ul style="list-style-type: none"> Update the Township’s Open Space, Recreation, and Environmental Resources Plan. Consider a resident survey to determine the recreational needs that are not being met by DARC, WBYA, and the Township. 	<ul style="list-style-type: none"> Years 5-10 Years 1-5
5	Assisting in the creation of a trauma center for Chester County.	<ul style="list-style-type: none"> Continue to publicize the need for a county trauma center. Work with County officials to re-establish a trauma center. 	<ul style="list-style-type: none"> Continuous Continuous





Future Land Use Plan

This Future Land Use Plan chapter of the Comprehensive Plan establishes the general policy guide for land use in West Bradford Township for the next 10 to 20 years. The accompanying Future Land Use Map (Map 8-1) shows the desired land use patterns of our community to its build-out.

These recommended future land use patterns are based upon a number of planning considerations and stated community objectives. The planning considerations include our natural features, our roadway network, our existing land uses, legal / regulatory requirements, and infrastructure availability. The Future Land Use Plan summarizes a vision for municipal policy and action that integrates the diverse planning issues and factors covered throughout this Comprehensive Plan.



Above all, the Future Land Use Plan reflects the Township's desire to retain our quality of life, to protect our natural features and open spaces, and to ensure our sustainability into the future given the constraints and opportunities noted in this Comprehensive Plan. The main implementation of the future land use recommendations will come from revisions to the Township's Zoning Ordinance and Map, Subdivision and Land Development Ordinance, and Official Map. Assisting in that implementation will be revisions to our Act 209, Transportation Fee Study, revisions to our Act 537, Sewage Facilities Plan, and the understanding of the stated land use goals by our Planning Commission and Board of Supervisors during the development process.

The guiding principle for development of the future land use and housing element of this Comprehensive Plan was a desire to maintain the existing character of the Township, with large areas of open space and protected natural, scenic and historic resources, while at the same time ensuring that adequate housing and service opportunities were provided to Township residents. Chapter 7, Land Use, described our existing land uses and zoning districts. It contained a number of key issues and recommendations supporting this principle.

Depicted on the Future Land Use Map are the following eight land use categories:

- Low Density Single Family Residential
- Medium Density Single Family Residential
- Townhome Residential
- Manufactured Housing Park
- Commercial / Office
- Continuing Care / Mixed Use
- Industrial / Special Use
- Mixed Use Village Center



Low Density Single Family Residential

Historically, the predominant land use in the Township has been low density, single family residential. It currently makes up the majority of our land uses and, because of the noted topographical, natural feature, and transportation factors, is and shall continue to be considered our base predominant zoning in the Township. A generalized density for this use can be considered as 1.25 acre average lot size as illustrated in Figure 7-1 (Sample Subdivision Densities).

Medium Density Single Family Residential

Medium density residential uses make up about ten existing subdivisions. They are mostly in the center portion of the Township where sewer and water infrastructure was available during our earlier growth boom. A majority of these subdivisions were developed before the Township allowed open space or cluster options in its Zoning Ordinance. A generalized density for this use can be considered as 0.5 acre average lot size.

Townhome Residential

The townhome residential use allows for attached dwellings using small lots where sewer and water infrastructure is available. It is planned in order to provide a range of housing types while fostering natural feature protection and open space preservation. The average townhome lot is built on 0.2 acres with 80% of the remaining tract as open space.

Manufactured Housing Park

The only existing manufactured housing park within the Township is Appleville near the center of the Township on Marshallton Road. Manufactured housing may be erected by individual owners within other residential districts. In order to allow for affordable housing and to provide a range of housing opportunities, the Future Land Use Plan recommends proportionate expansion of the use as our population increases.

Commercial / Office

The Township currently has a small proportion of its land use total in commercial and office uses. In order to diversify our land uses, provide for a more sustainable tax base, and to moderate the number of pupils sent to the Downingtown Area School District, the Future Land Use Plan recommends proportionate expansion of these uses as we approach build out. This is shown in areas where the transportation network can support such uses.

Continuing Care / Mixed Use

The aging of the County's population has led to a growing need for non-traditional housing opportunities for seniors. Continuing care communities have been created to meet the unique, transitional housing needs of seniors. A master planned community under single ownership and control provides for a range of senior housing types. "They allow seniors to "age in place," with flexible accommodations that are designed to meet their health and housing needs as these needs change over time. Residents entering Continuing Care Communities sign a long-term contract that



provides for housing, services and nursing care, usually all in one location, enabling seniors to remain in a familiar setting as they grow older.”³⁶

This use is proposed for the Commonwealth’s Embreeville Center should it ever be surplus. The proposed use also allows for associated medical and support services to be established.

Industrial / Special Use

Historically, small scale industrial and manufacturing uses have been located sporadically around the Township. While our topography, transportation network, and other existing land uses do not favor high intensity industrial uses in the Township, it is required to be provided for under State law. These uses are shown in areas near our major roadways where limited conflicts with other uses exist.

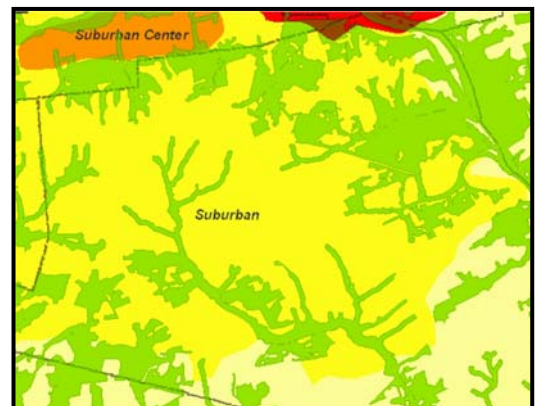
Mixed Use Village Center

The Villages of Marshallton and Romansville have historically served as focal points in our community. They originally provided services to travelling visitors and surrounding farmers while serving as home to the merchants who provided the services. Many of our early public institutions and places of worship were found in these villages. They continue today as a significant symbol of the base fabric of our community. The villages are a part of what gives West Bradford its unique character.

The Future Land Use Plan recommends maintaining the historic mix of commercial, civic, and residential uses in the villages. With the introduction of public water and sewer to the villages, it is critically important to balance the continued economic vitality and gentrification of the villages with regulation that balances property rights with retaining the character and setting of the villages.

County Comprehensive Planning

The Chester County Planning Commission is in the process of developing an update to the County’s Comprehensive Plan – *Landscapes*. Future land use mapping (Livable Landscapes Map) has been distributed in draft form from this document entitled – *Landscapes 2*. *Landscapes 2* defines three broad land use categories – Growth Areas, Rural Resource Areas, and Natural Landscape (natural features overlay) areas. West Bradford Township is split between the County’s sub-categories of “suburban” and “rural” roughly as described above. The County’s Natural Landscape overlay covers the same stream valleys and wooded areas that are defined within the Township’s plan. The future developability of West Bradford Township as shown in this Comprehensive Plan is substantially and generally consistent with the future land use mapping as shown in *Landscapes 2*.



³⁶ http://www.helpguide.org/elder/continuing_care_retirement_communities.htm, accessed on 4/2/2009





Plan Implementation

Benjamin Franklin once said, “Well done is better than well said.” The same is true for Comprehensive Planning. This plan serves as a vision for our community in the future. It is a blueprint or map to follow for the coming decades. The actual day to day issues and challenges facing the Township are constantly changing. But the recommended implementation strategies should serve as a compass towards achieving the desired vision of our community.

While the planning horizon for this Comprehensive Plan is twenty years out, it is anticipated that the Plan will be subject to further review and revision within ten years. Hence all of its recommendations are intended for the next ten-year period. The listing of key issues and their recommended action items were designed to be as achievable and concise as possible. Therefore, all of the recommendations listed above should be considered immediate action items.

The actual realization of the vision of this plan will involve many participants including business interests, government agencies, non-profit agencies, and our current and future residents. However, the entirety of the recommendations are focused on the perspective of the Township’s role; what it needs to do to address the identified key issues.

Given the limited number of recommendations in this plan and the fact that they are directed to the Township, circumstances and opportunities shall determine the priority of any particular recommendation. The Township’s annual budget document should list the major prioritized projects for each upcoming year.

Between saying and doing many a pair of shoes is worn out. ~Italian Proverb



