

REDEVELOPMENT PLAN FOR THE EXTON CROSSROADS

Fall 2022 Planning
Studio

West Chester
University

Planning Program

WCU
WEST CHESTER
UNIVERSITY



MEET OUR TEAM



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PRESENTATION OUTLINE

Introduction

Primary Objectives

Sources

Existing Conditions &
Trends of Key Sectors

Recommendations

Three Site Studies



INTRODUCTION

During the Spring 2022 semester, a team of fifteen students in the West Chester University planning program worked as a team to investigate key challenges and develop planning strategies to support the redevelopment of the Exton Crossroads.



BACKGROUND RESEARCH

Field Visit

Review of Key Planning Documents

Key Person Interviews

Research Best Practices for Town Center Development



PLANNING DOCUMENTS REVIEWED

- *Draft Land Use Plan for West Whiteland Township (2022)*
- *Bicycle and Pedestrian Plan for West Whiteland Township (2019)*
- *Lincoln Highway and Whitford Road Corridors Plan (2015)*
- *West Whiteland Township Comprehensive Plan (1994)*
- *ULL: The Crossroads: Developing a Unique Town Center Identity (2020)*
- *Chester County's Landscapes III (2019)*

KEY PERSONS INTERVIEWED

- Julie Bauer, Historical Commission
- Jonathan Martin, Historical Commission
- Joe McCormick, Historic Commission
- MaryFrances McGarrity, Planning Commission
- Ray McKeeman, Planning Commission
- Andy Wright, Planning Commission

KEY CONCERNS

-  Walkability and connectivity
-  Preserving local character and existing historic resources
-  Varied types of businesses, with special support for local businesses
-  Diverse housing options
-  Opportunities to “live-work-play”
-  More green spaces and public plazas
-  Better place identity

BEST PRACTICES FOR TOWN CENTER DEVELOPMENT

CREATE A
MEMORABLE AND
ENDURING PUBLIC
REALM

RESPECT
DEMOGRAPHIC
AND MARKET
REALITIES

INTEGRATE
MULTIPLE USES
AND MIXED-USES

Sources: American Planning Association, Urban Land Institute

BEST PRACTICES FOR TOWN CENTER DEVELOPMENT

CONNECT TO THE
COMMUNITY

INVEST FOR
SUSTAINABILITY

BALANCE
FLEXIBILITY WITH
A LONG-TERM
VISION

Sources: American Planning Association, Urban Land Institute

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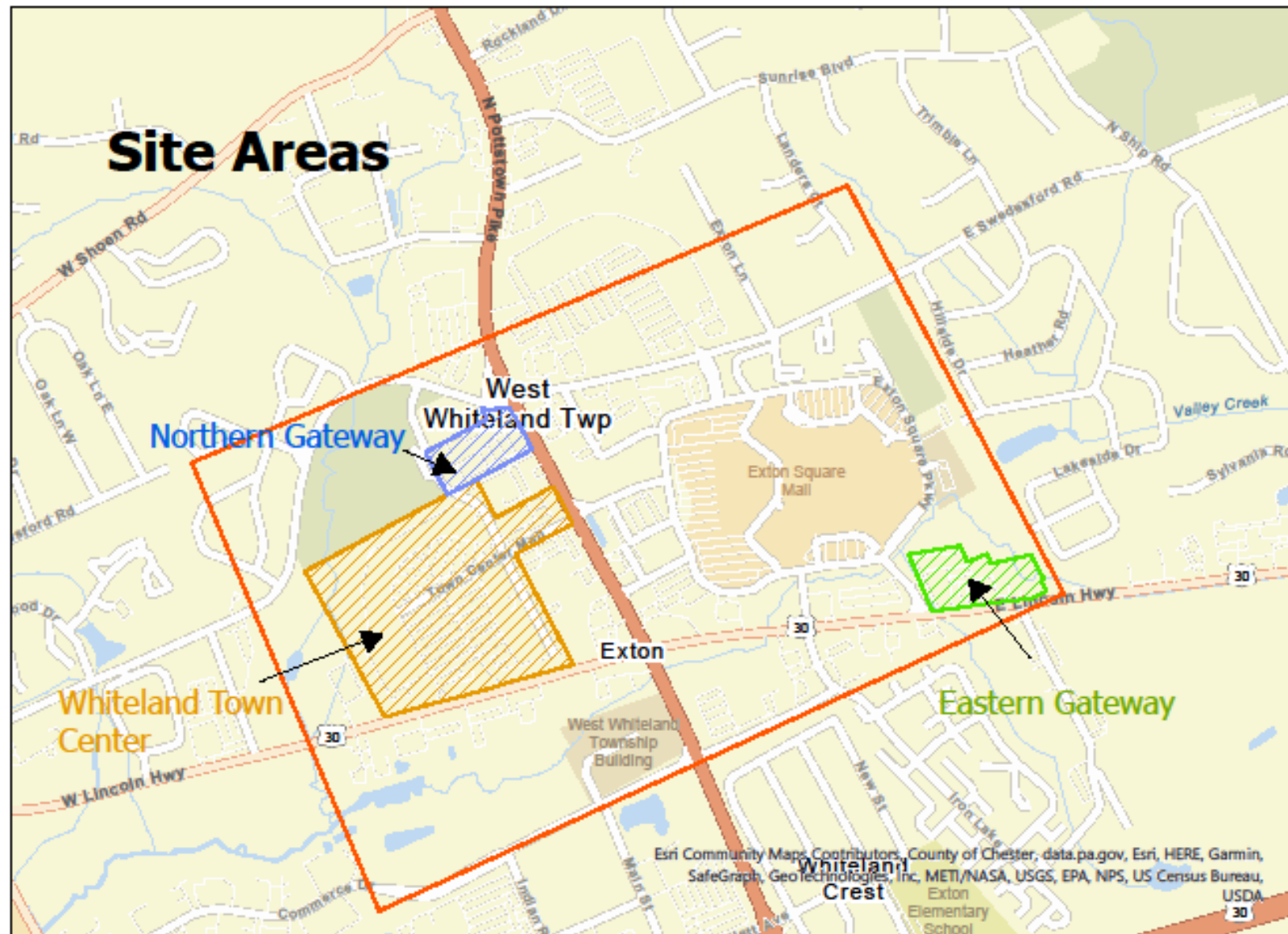
The Crossroads can develop a unique sense of place, with desirable amenities, characterized by its historical assets and open space.

ULI Crossroads Study

”

Study Area

Overall Study Area and Sites



KEY SECTORS STUDIED

- Population and Economy
- Transportation and Circulation
- Natural, Historic, and Community Resources

GUIDING PRINCIPLES FOR THE REDEVELOPMENT PLAN



Activate Landscapes
for Resilience and
Health



Create a Sense of
Place and Community



Lean into a Changing
Suburban Demographic



Reimagine Mobility



Build on exiting Mixed
Use Strategy

Demographics

Profile & Trends

Key Demographic Indicators

Racial/Ethnic Composition

Total Population: 19,632

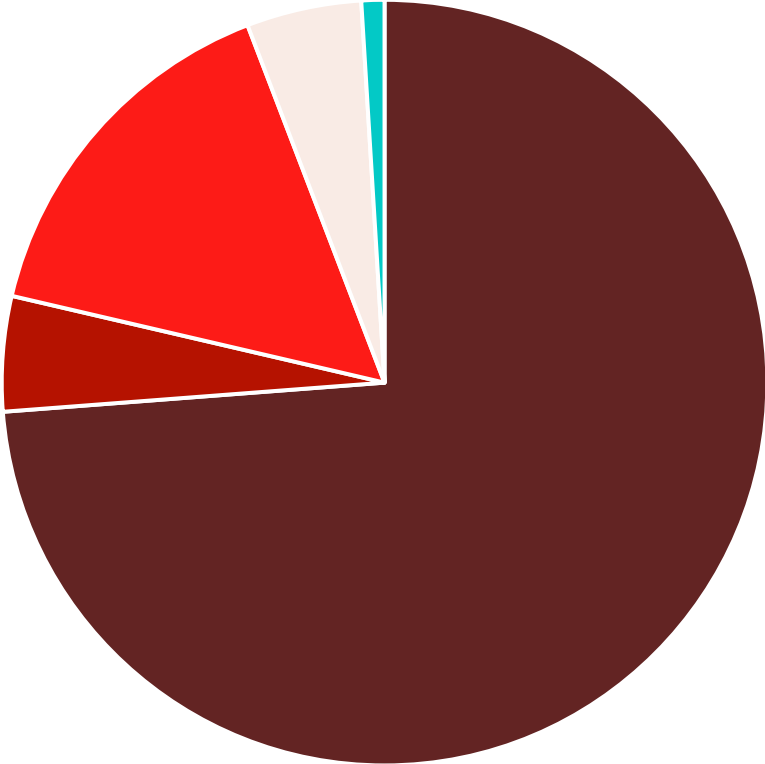
Total Households: 6,935 (2019)

People Per Household: 2.65

Bachelor's Degree or Higher (over 25):
61.4%

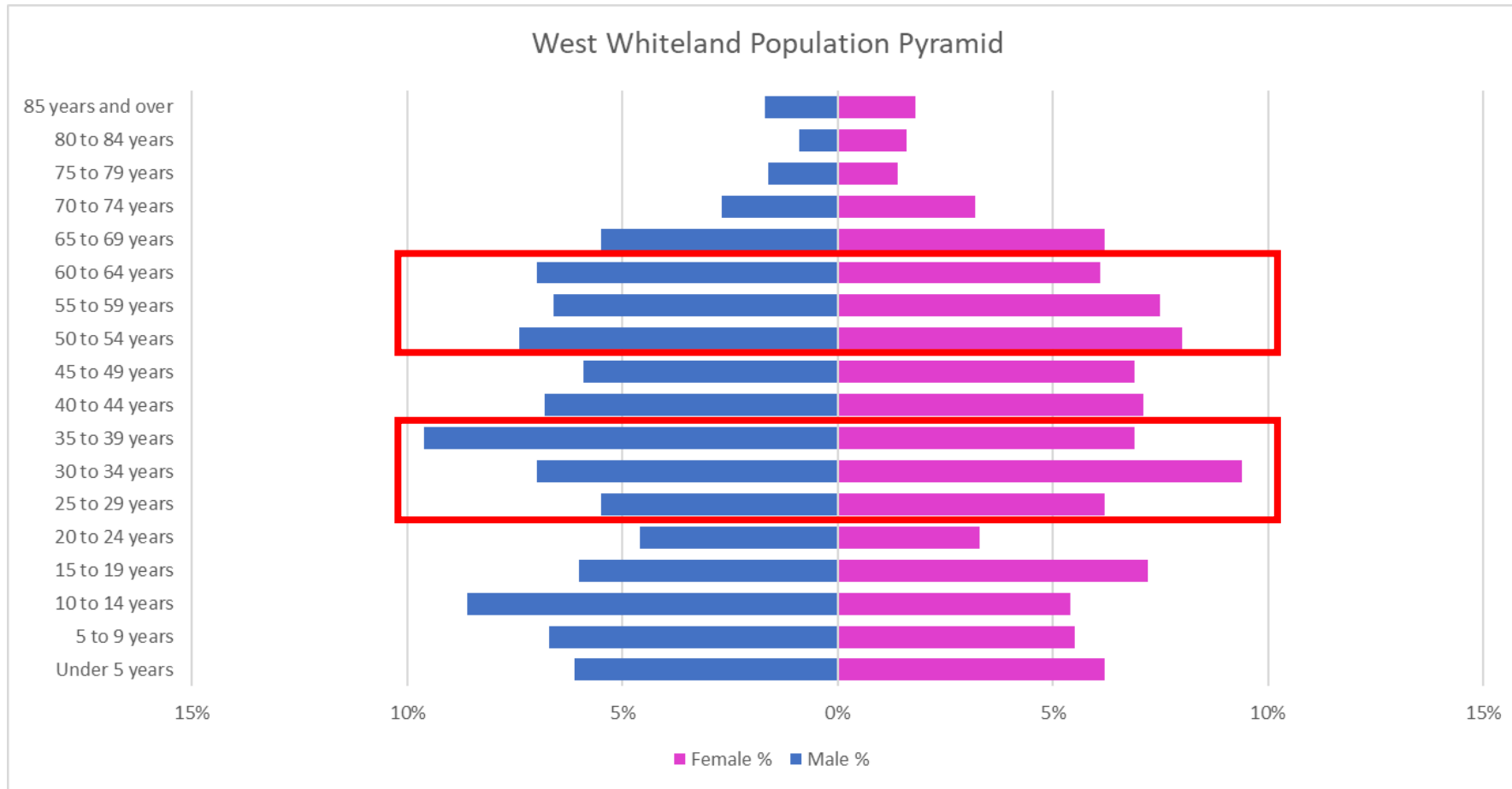
Total Population 65+: 13.3%

Persons under 18: 24%



- White
- Black or African American
- Asian
- Hispanic
- Two or more races

Population Pyramid 2020



DRIVERS OF HOUSING DEMAND

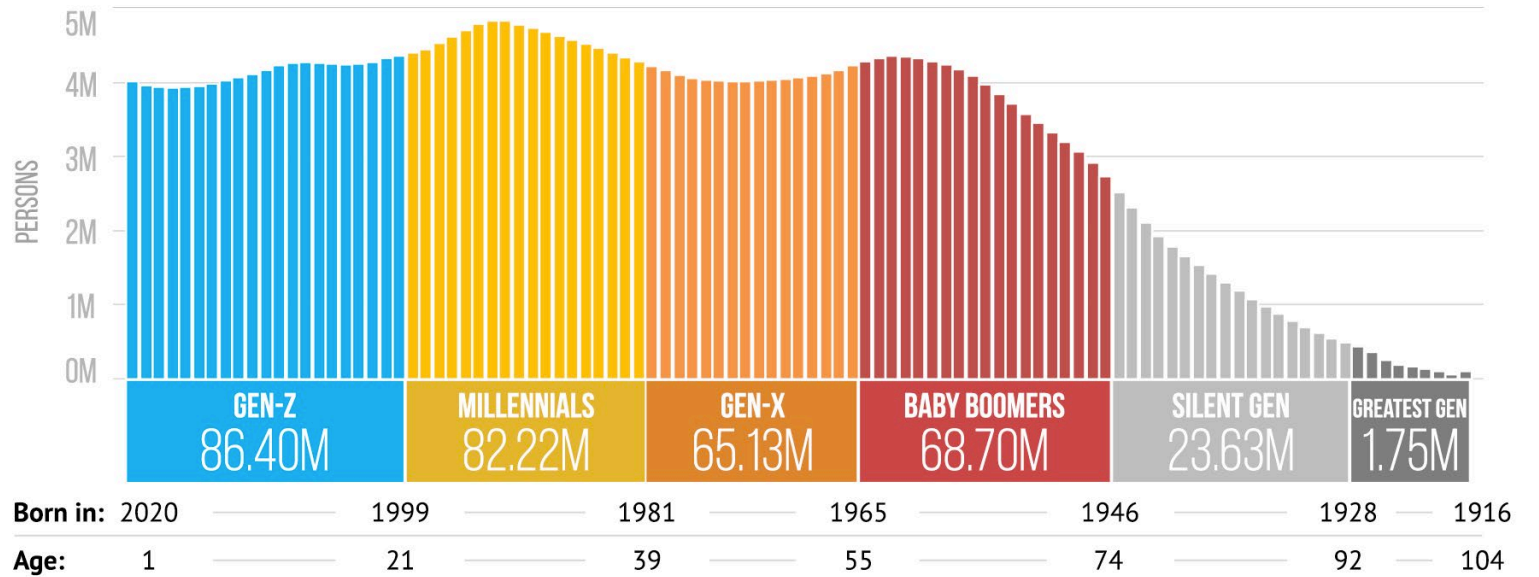


- Baby Boomers are Aging
- Millennials are getting older
- *Both groups want smaller houses*

Total US Population by Age and Generation

As of 2020

Data Driven



knoema

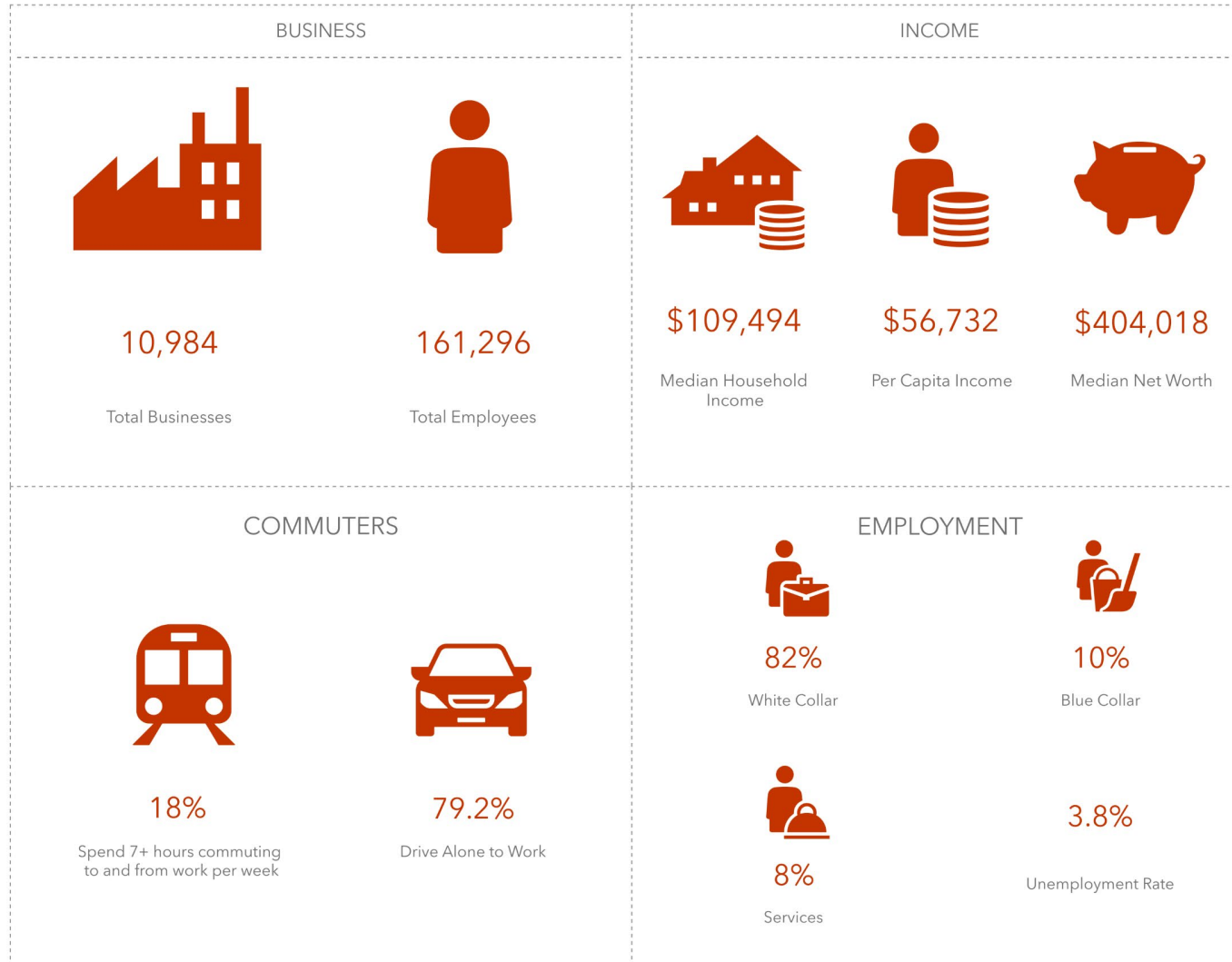
Source: U.S. Census Bureau



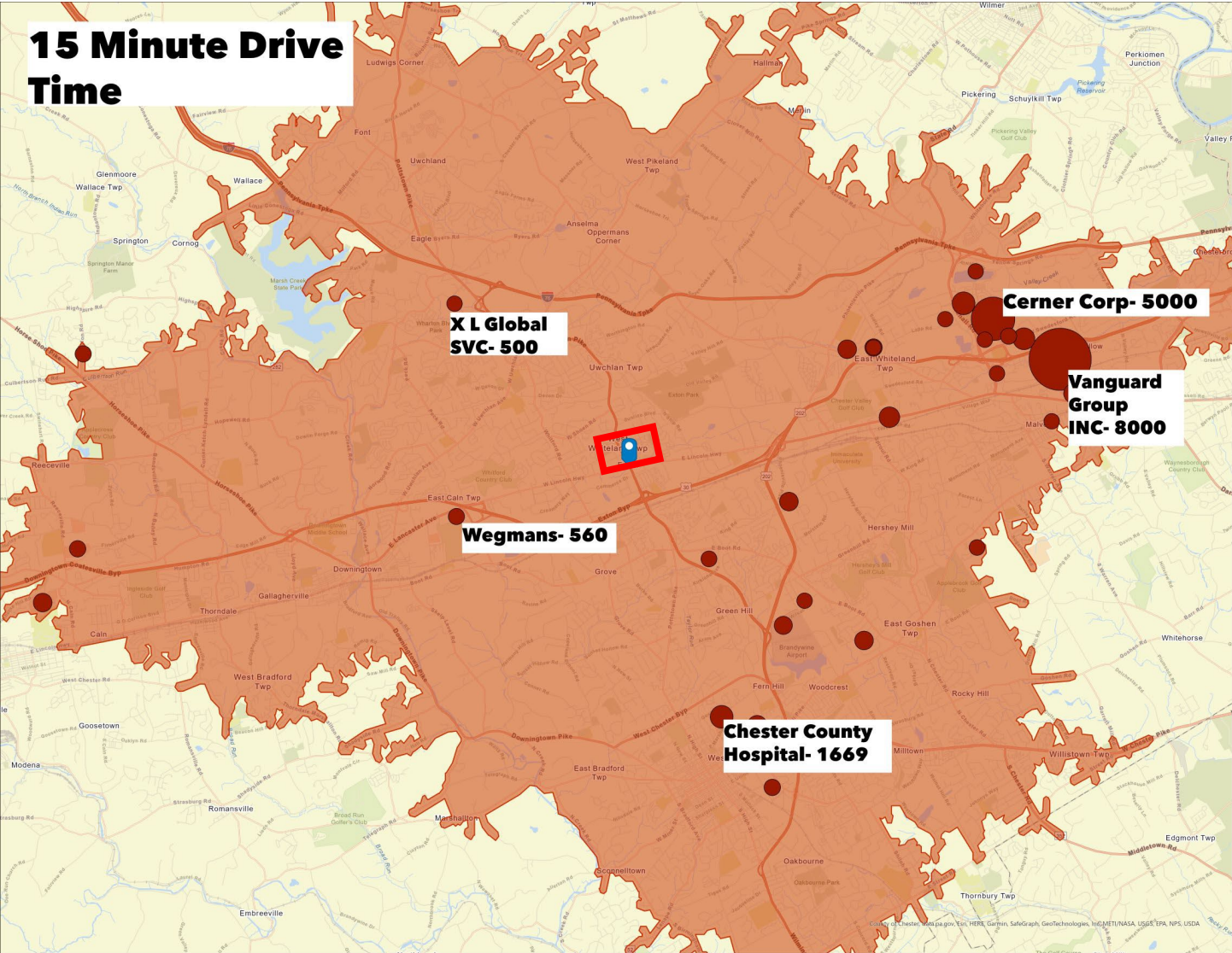
Economic Overview

Labor Force, Existing Business,
Market Potential

Economic Catchment Area: 15-Minute Drive Time from Crossroads



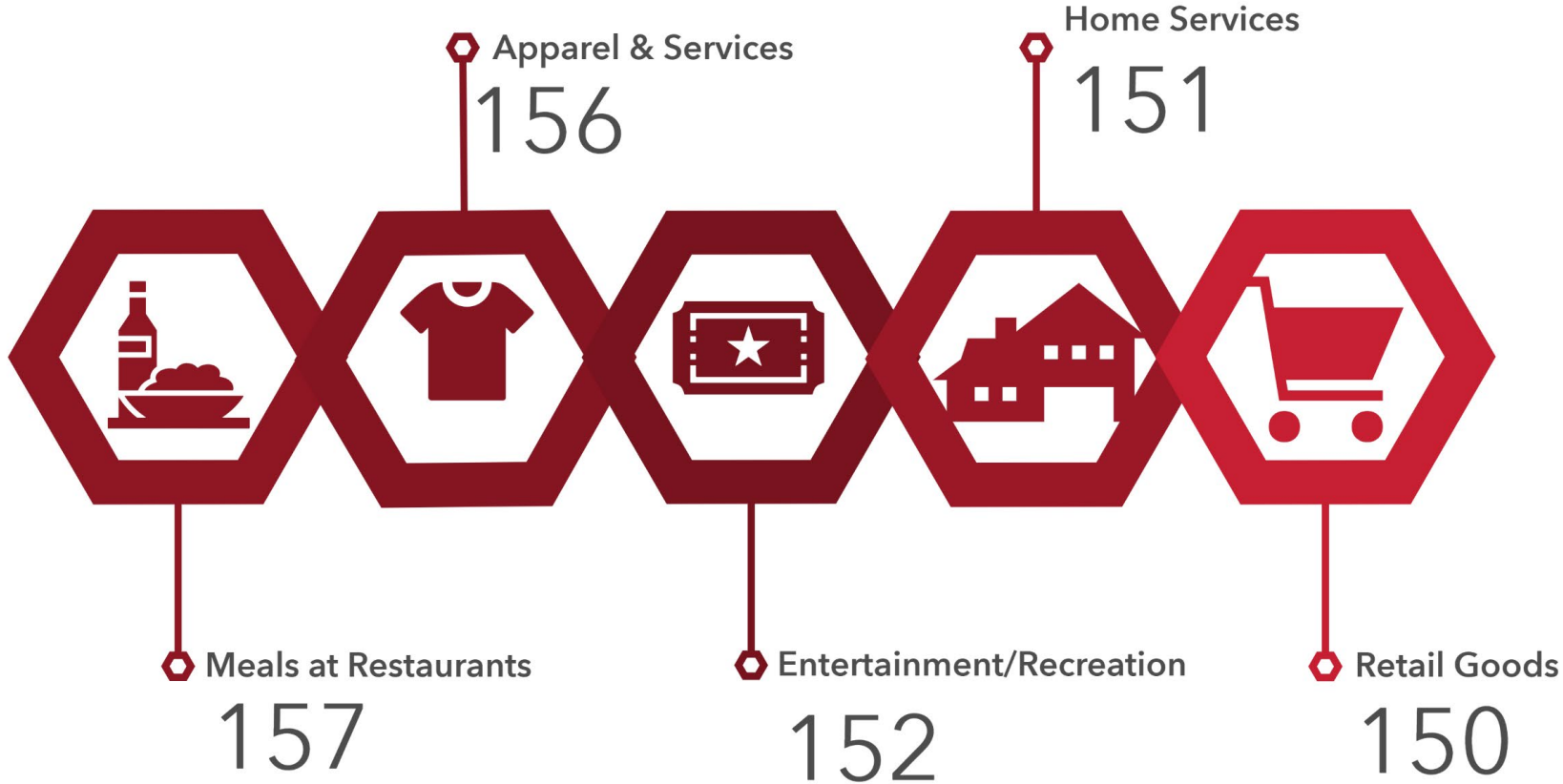
Major Employers (500 employees or more)





West Whiteland Township

Lifestyle Spending (Index)

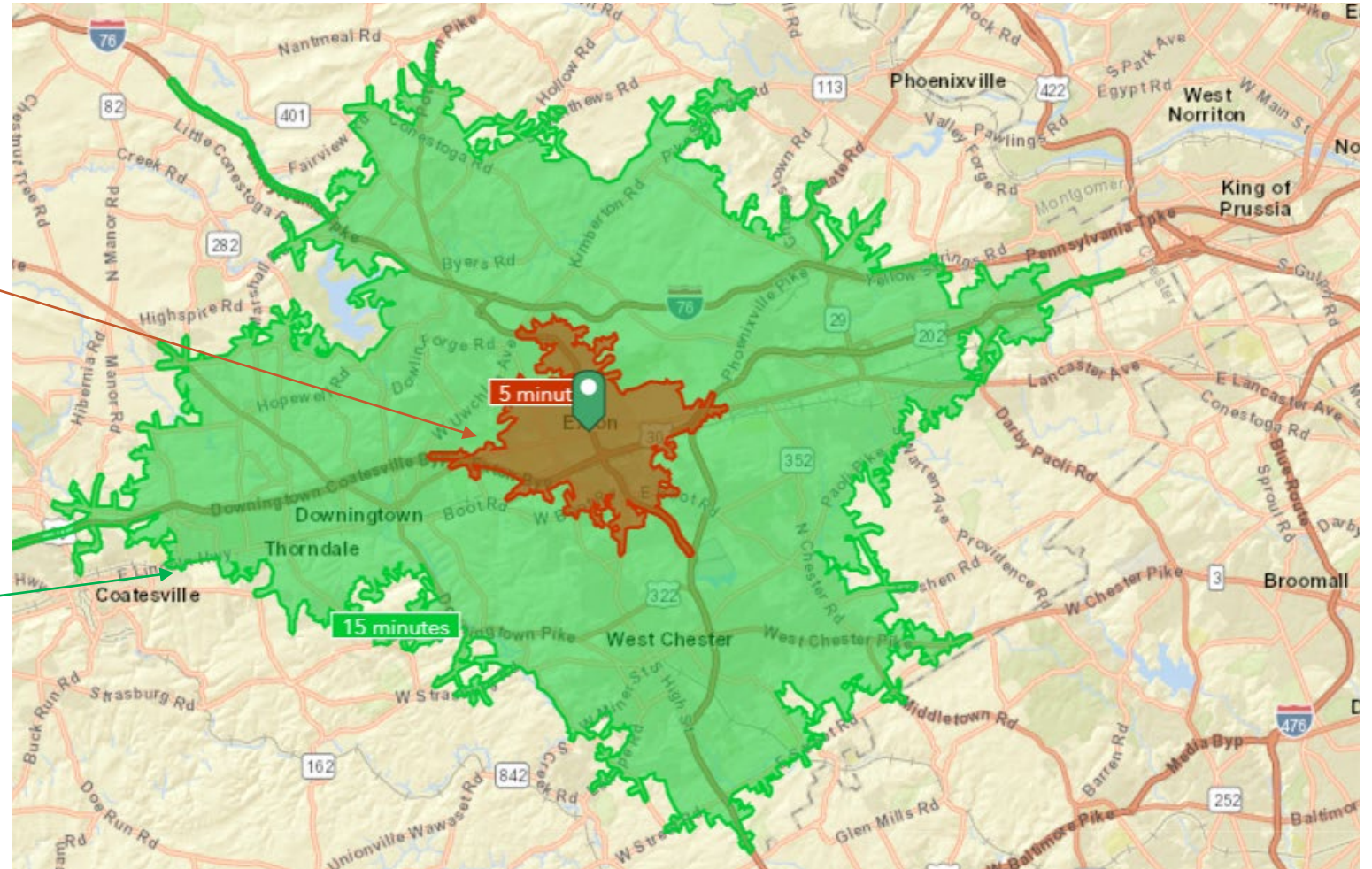


Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026. Version 1.1

Exton Crossroads Retail Market Potential: Primary and Secondary Retail Markets

5-minute Drive
Time

15-minute
Drive Time



RETAIL MARKET POTENTIAL: “LEAKAGE” IN 5-MIN RADIUS

INDUSTRY	RETAIL GAP	NUMBER OF BUSINESSES
Drinking Places (Bars)	\$1,769,229	2
Electronic Stores	\$1,311,316	1
Lawn & Garden Equipment	\$1,111,392	1

RETAIL MARKET POTENTIAL: “LEAKAGE” IN 15-MIN RADIUS

INDUSTRY	RETAIL GAP	NUMBER OF BUSINESSES
Restaurants/Other Eating Places	\$61,473,286	484
Drinking Places (Bars)	\$20,031,228	13
Jewelry, Luggage, Leather Goods Stores	\$16,727,211	26
Shoe Stores	\$6,523,265	19
Clothing Stores	\$3,149,476	119

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RECOMMENDATIONS

- Consider additional housing development, especially multi-family (apartments and condominiums) and townhouses; consider workforce housing for service workers.
- Consider new office development, including shared office space, to support live-work-play synergies.
- Identify experiential retail opportunities for greater engagement (personal services, health and fitness, theaters, galleries, restaurants).
- Target areas of greatest leakage and resident demand, including Restaurants and Bars and Fitness and Recreation uses, with special support for local businesses.
- Support flexible retail, including seasonal, pop-up stores, and farmers' markets.
- Organize community events to support local retailers.
- Target investment in the public realm, including sidewalks and plazas, in partnership with retailers.

Transportation & Circulation

WALKABILITY: A PRIORITY

- 82% of respondents walk for recreation or exercise
- Respondents generally support connectivity and sidewalk improvements to key destinations in the Exton Crossroads

Question 4: Do you currently bike or walk? If so, why?

	Number of Response(s)	Response Ratio
Yes, for recreation/exercise	562	82%
No, I don't walk or bike.	107	16%
Yes, to get to my destination	80	12%
Other	29	4%
Total	687	99%

Question 6: When you think about WALKING in Exton, which of the following improvements would you likely use as a PEDESTRIAN? Select all that apply.

	Number of Response(s)	Response Ratio
Connecting Chester County Library & Chester Valley Trail (CVT)	371	54%
Connecting Exton Sq. Mall & Exton Park (along Swedesford Rd.)	347	51%
Connecting Target & Exton Sq. Mall (filling in gaps in existing sidewalk network along Rt. 100)	289	42%
Completing sidewalk network around Exton Sq. Mall	243	36%
Connecting Miller Park & former Waterloo Gardens Site (along Waterloo Blvd.)	192	28%
Connecting Oaklands Corp. Center & Ship Inn/SS. Philip & James Church (filling in gaps in existing sidewalk network along Lincoln Hwy.)	187	27%
Connecting Whitford Train Station & Indian King development (along Burke Rd.)	186	27%
Connecting Whitford Train Station & Oaklands Corp. Center (along Whitford Rd.)	156	23%
Other	158	23%
Total	683	99%

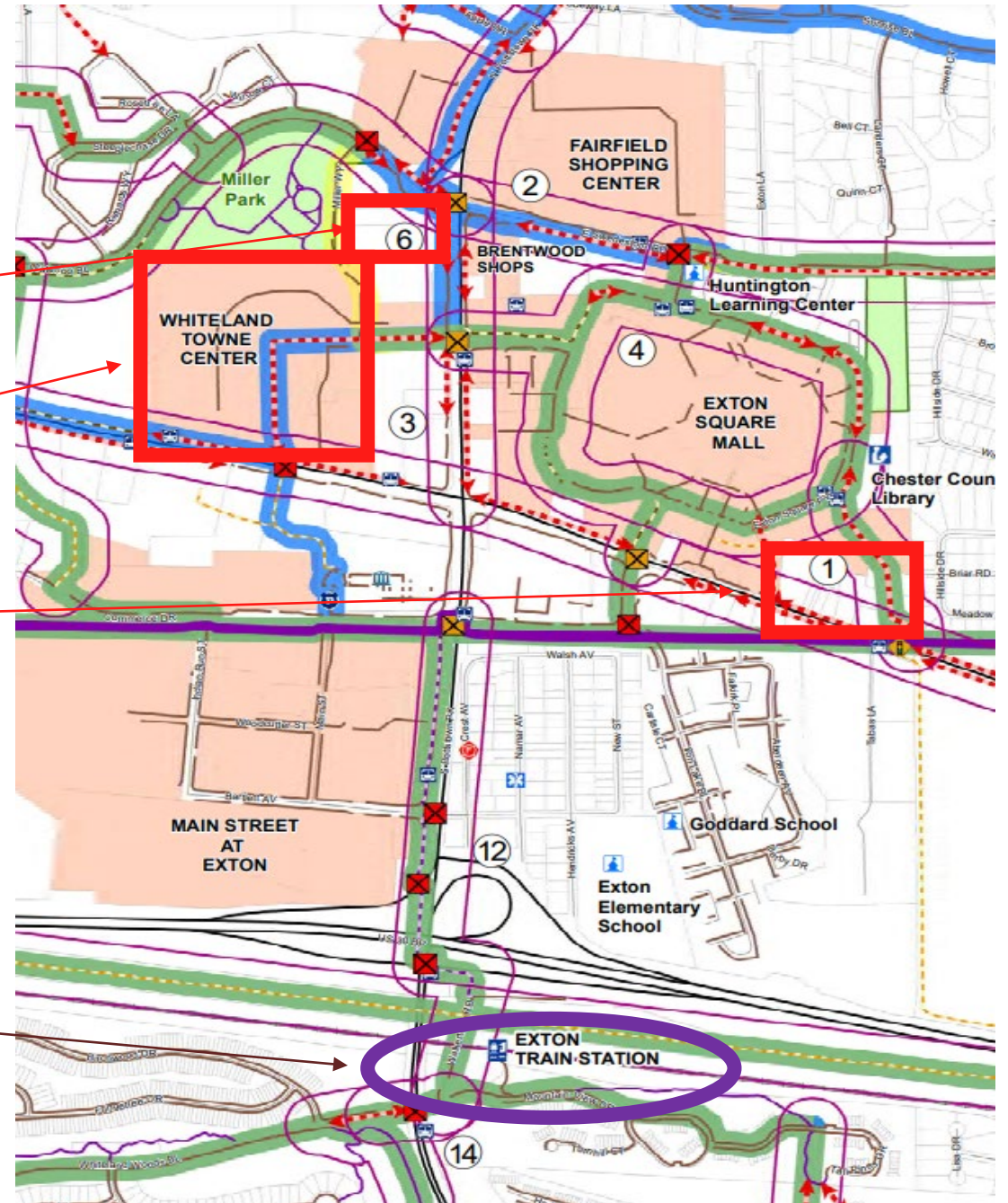
Study Sites

Northern Gateway

Whiteland Town Center

Exton East

Exton Train Station



WALKABILITY FROM EXTON TRAIN STATION



Pedestrian Infrastructure: Existing Improvements



Crosswalk Buttons



Bus Stop Shelter



Bricked Pedestrian Crossing



3.1 Miles of Completed Trails

24 Septa Bus Stops

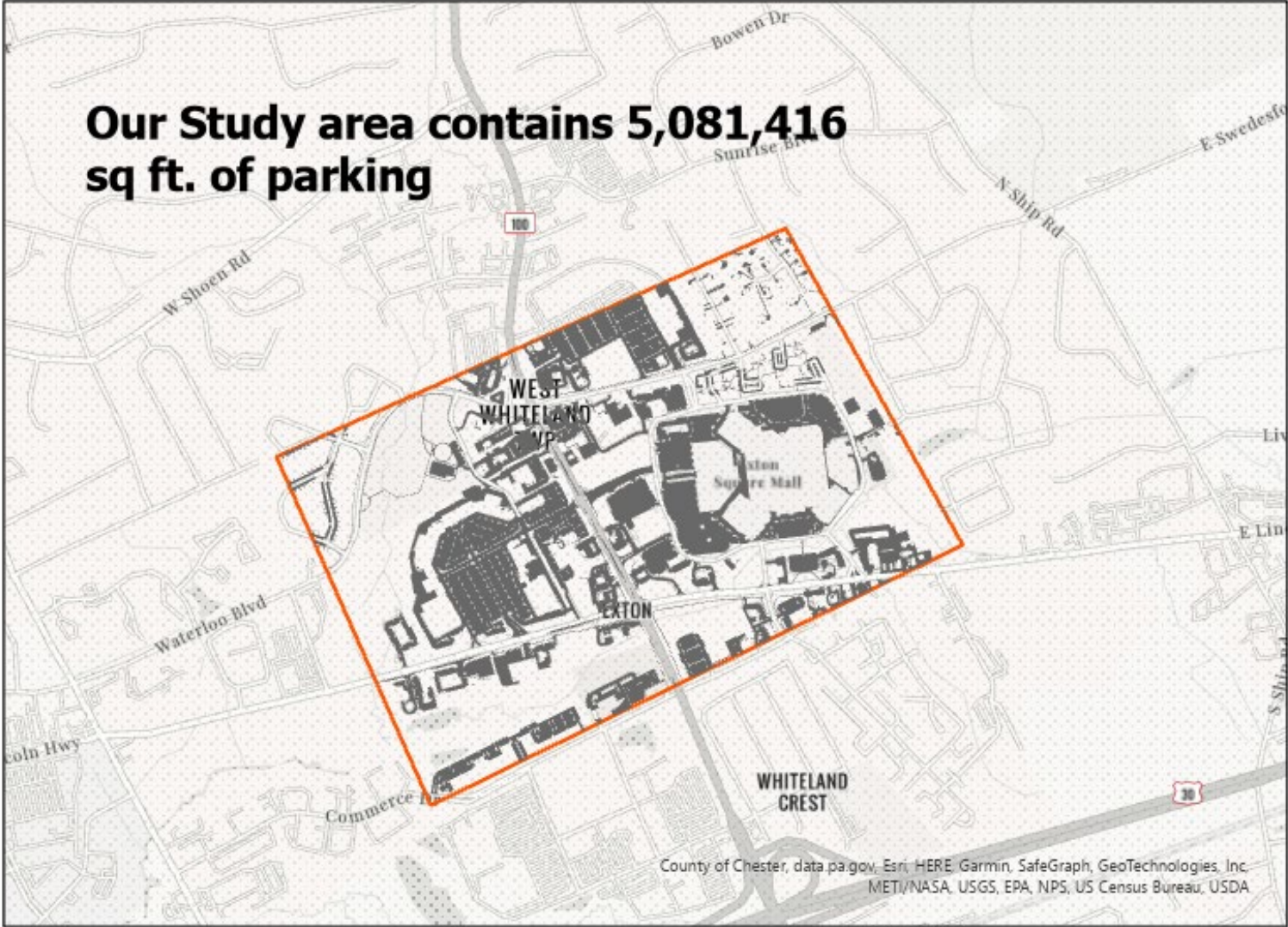
0.97 Miles of Proposed Trails

Pedestrian Infrastructure in the Site Area

14,006 ft of sidewalks

16 pedestrian signals (in WWT)

Our Study area contains 5,081,416 sq ft. of parking



County of Chester, data.pa.gov, Esri, HERE, Garmin, SafeGraph, GeoTechnologies, Inc. METI/NASA, USGS, EPA, NPS, US Census Bureau, USDA

Data:DVRPC



Rethink Parking Lots for Sustainability



Rethink Parking Lots for Green and Usable Space



LB Johnson, Vice President of U.S. Realty Operations for Walmart discussed plans to transform underutilized land—such as parking lots—into new offerings like restaurants, shops, food halls, and entertainment venues

Converted parking lot

Café Lelia is one of Berkeley's best examples of reclaimed space. The building is a former plumbing supply business run by brothers Art and Mel Ferreira; it was built by their father in the early 1900s. After the brothers retired, the building was converted into a restaurant with the rear parking lot serving as a garden patio.





RECOMMENDATIONS

- Develop a capital improvement plan for the continued investment and maintenance of pedestrian and biking infrastructure.
- Identify key crossings across Rt. 100 and Business Rt. 30; explore the feasibility of an elevated crosswalk across Rt. 100 to connect Whiteland Town Center and Exton Square Mall.
- Explore the feasibility of a Crossroads shuttle to connect key destinations.
- Incorporate appropriate signage and signals that can be broadly understood by pedestrians, bikers and motorists.
- Prioritize pedestrian safety and ADA compliance.
- Explore the feasibility of a Business Improvement District (BID) to help fund improvements and services.


Natural, Historic, & Community Features

Exton Crossing

Flood Plain

-  1% Annual Chance Flood Hazard
-  0.2% Annual Chance Flood Hazard
-  Regulatory Floodway
-  Special Floodway
-  Future Conditions 1% Annual Chance Flood Hazard
-  Area with Reduced Risk Due to Levee

Exton Crossroads

-  Polygon Areas



0.2mi



Use Green Infrastructure strategies for stormwater management to improve flood control and water quality



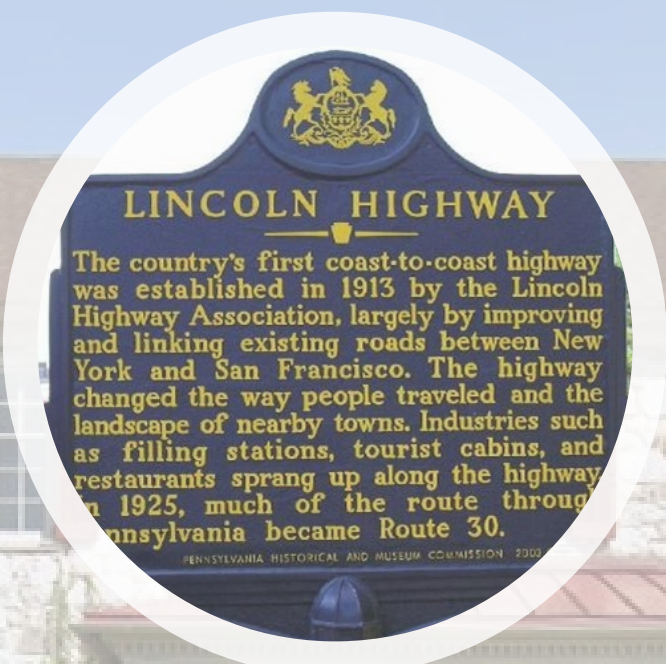
Add shade by increasing tree cover.



Incorporate public/community spaces

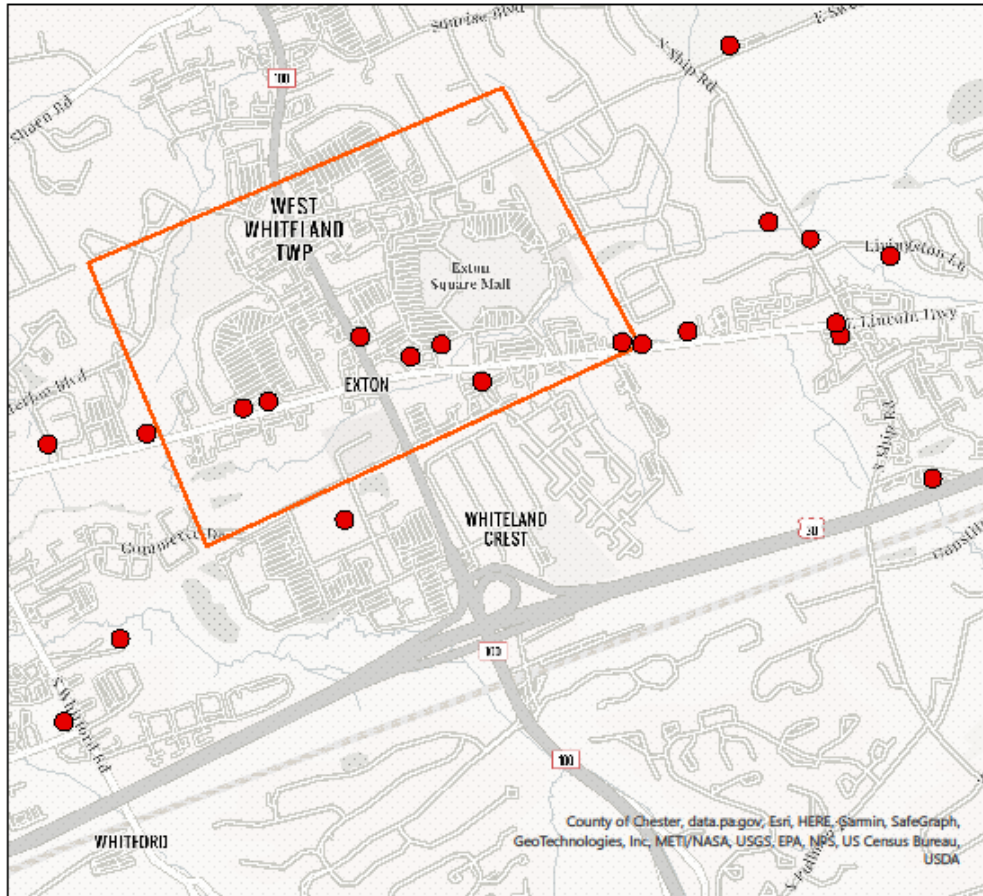
- Incorporating open/green community space can be done on small and large scales.
- The West Whiteland Comprehensive Plan has called for a Community Center in the TC district since 1994.





Leverage the historic assets of the Crossroads with recognition through signage and wayfinding.

West Whiteland Township Historic Assets



Listed on the National Register of Historic Places:

- Oaklands c1772
- Thomas Marble Quarry House c1833
- Williams Deluxe Cabins c1937
- Zook House c1750
- Jacob Zook House c1820
- Whitford Hall c1796
- Charles Thomas House c1877
- Sleepy Hollow Hall c1717
- Fox Chase Inn c1765

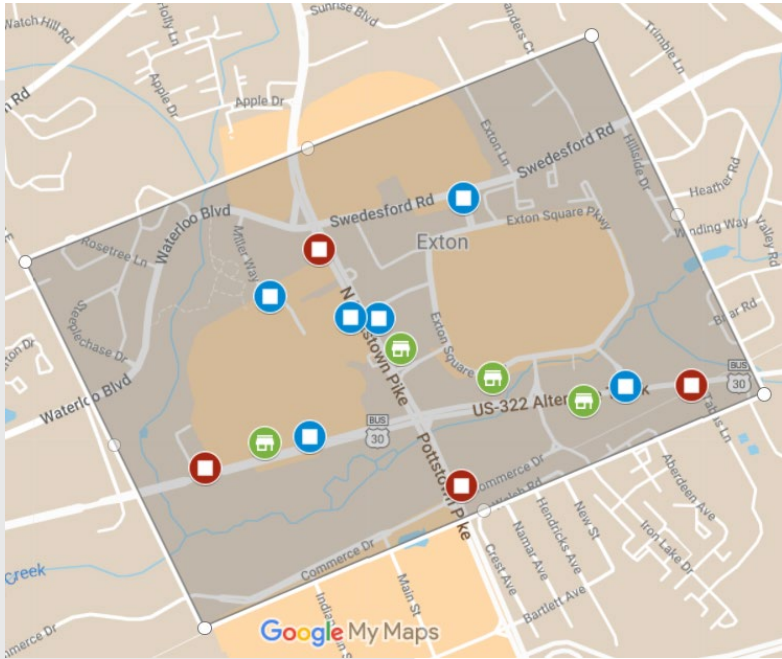
- Evan Lewis House c1765
- Joseph Price House 1878
- Ship Inn c1796
- Exton Hotel c1859
- Lochiel Farm c1800



Create a Sense of Place for the Exton Crossroads

More than just a zip code

Incorporate Gateway and hierarchy of Signs as part of a larger wayfinding and placemaking strategy



Demo Source from <https://www.townofwoodstockva.gov/587/Wayfinding-Signage-Program>

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Recommendations

- Continue implementation of green infrastructure to manage stormwater, improve water quality, and promote additional greening.
- Promote investment in public spaces and greening throughout the Crossroads.
- Continue investment in street trees along streets and sidewalks.
- Continue adaptive reuse of historic resources, build on successes; consider the development of a historic or heritage trail.
- Explore the feasibility of a new senior center and/or community center, possibly a local museum.
- Develop a comprehensive wayfinding program.
- Build on natural and historic features in creating a “Place Brand”; consider hiring Place Branding consultant.

Project Sites

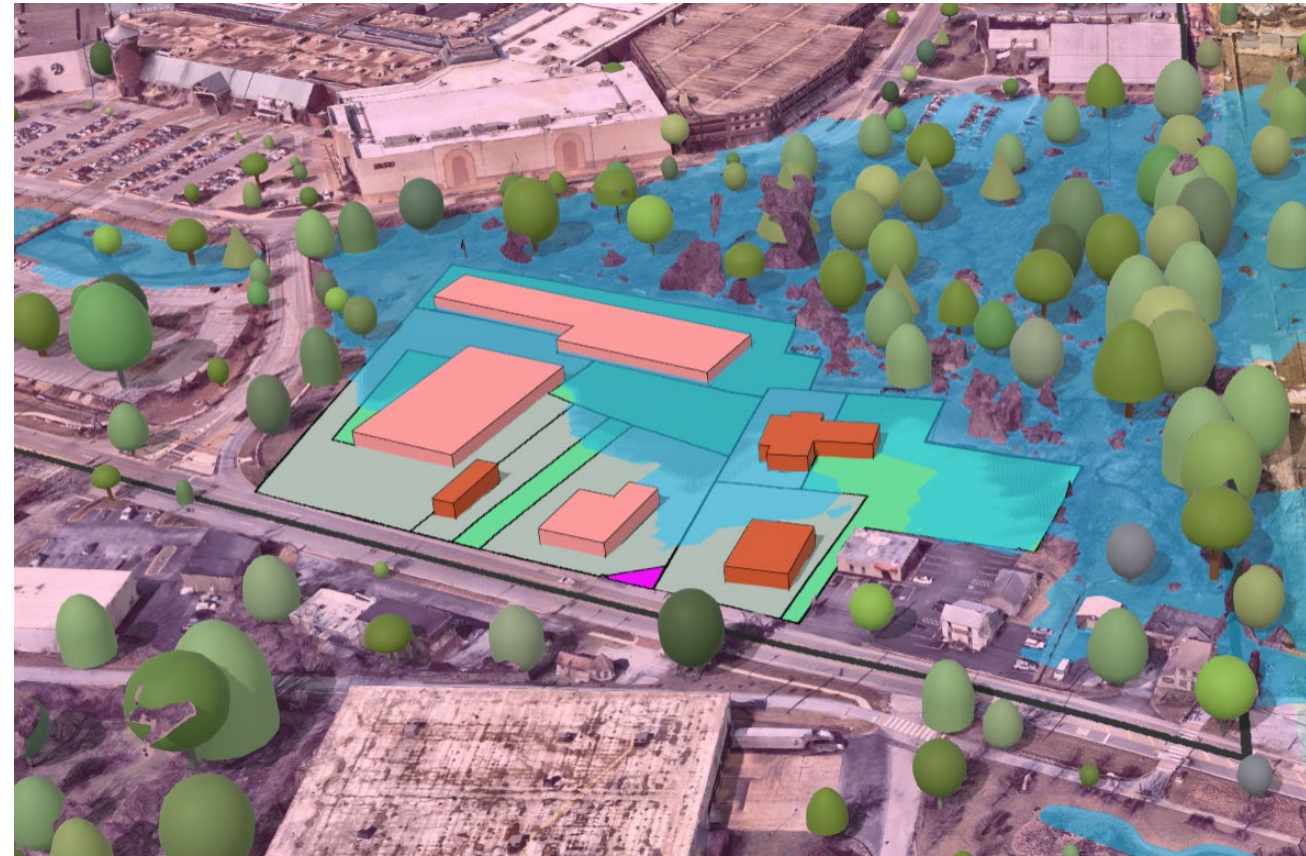
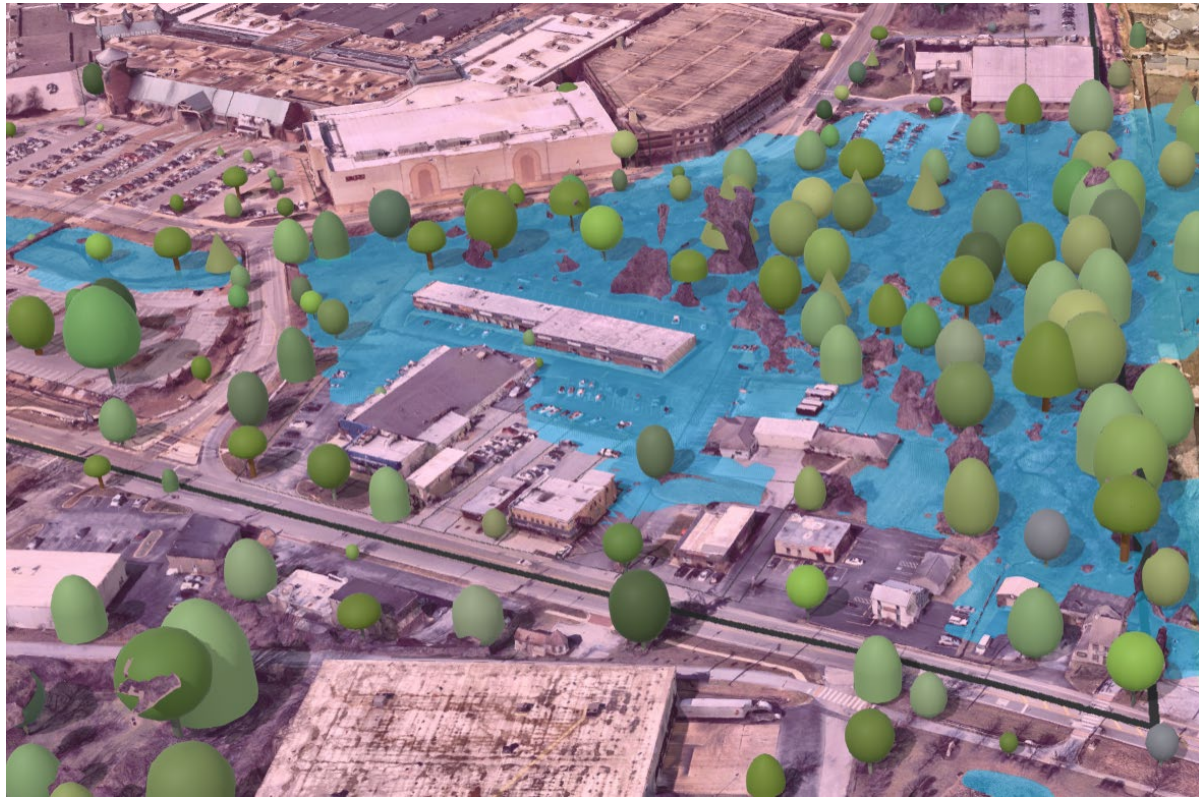
Development Concepts using
ArcGIS Urban

R-3

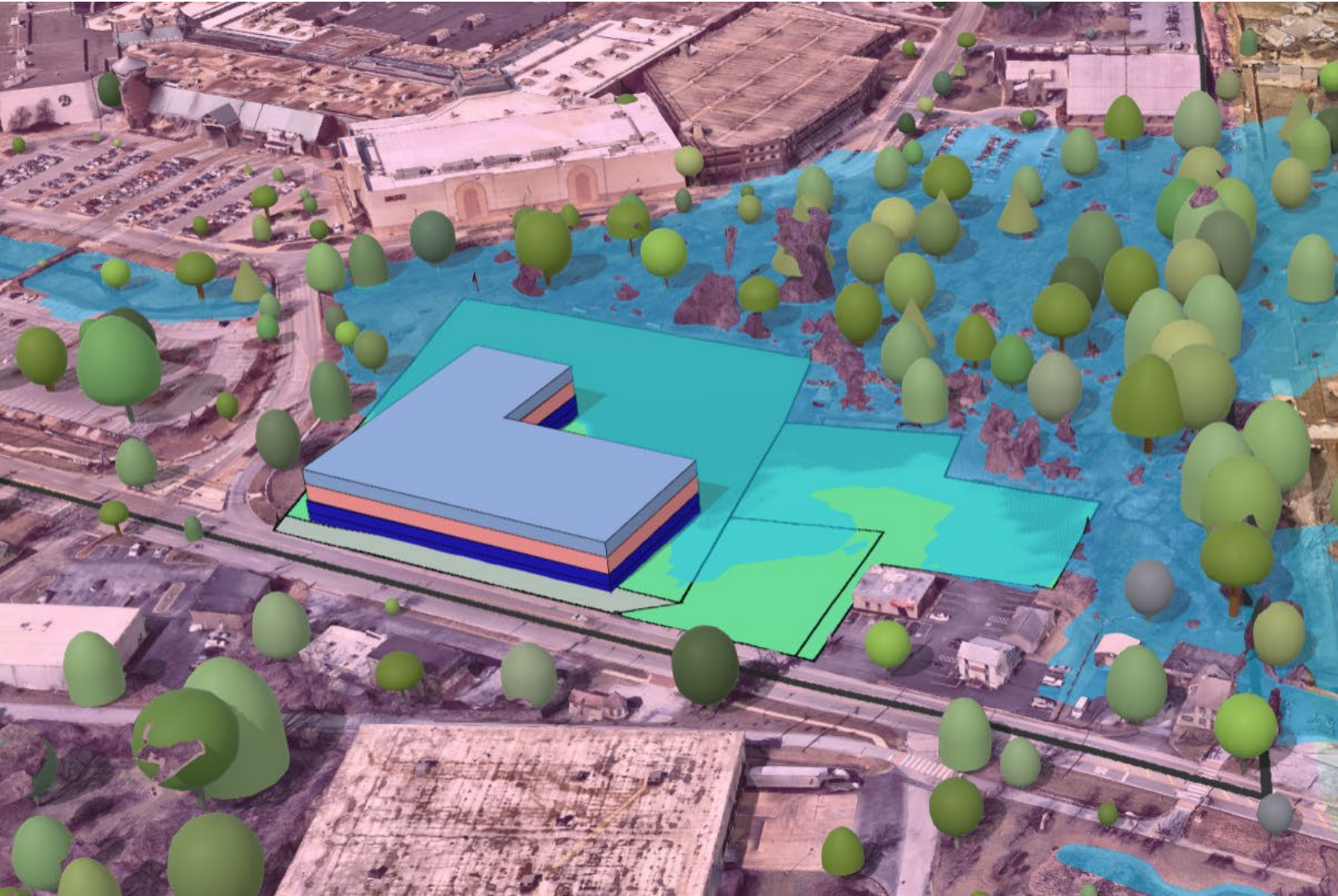
EASTERN GATEWAY



Eastern Gateway Existing Conditions



Exton East Proposed New Development



>> Develop Edit spaces

Select parcels to inspect or develop.

Space use in scenario

total new floor area: 396,254 sqft

O_S	208,251 sqft
OFF	44,642 sqft
Parking	8,809 sqft
PGarage	89,987 sqft
RET	44,565 sqft

2D

Exton East Proposed Development “Indicators”

Jobs

152.47

Required parking spots

152.47

Energy use

4,618.68

kWh/d

CO2 emissions

3,361.93

lb/d

Internal water use

3,622.64

gal/d

External water use

1,566.07

gal/d

Waste water

2,498.77

gal/d

Solid waste

229.8

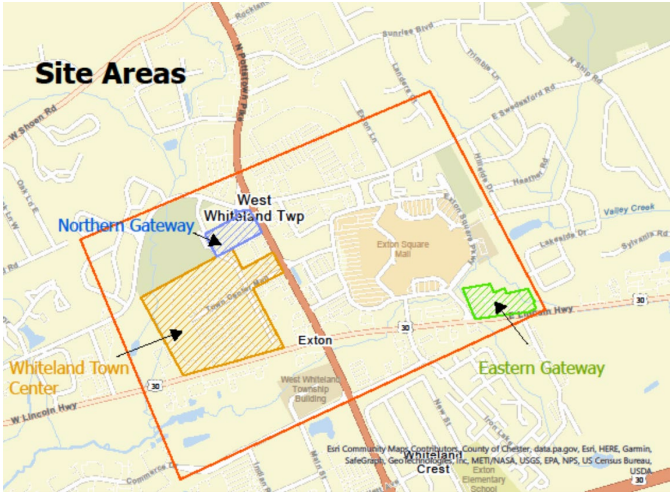
lb/d

Daily trips

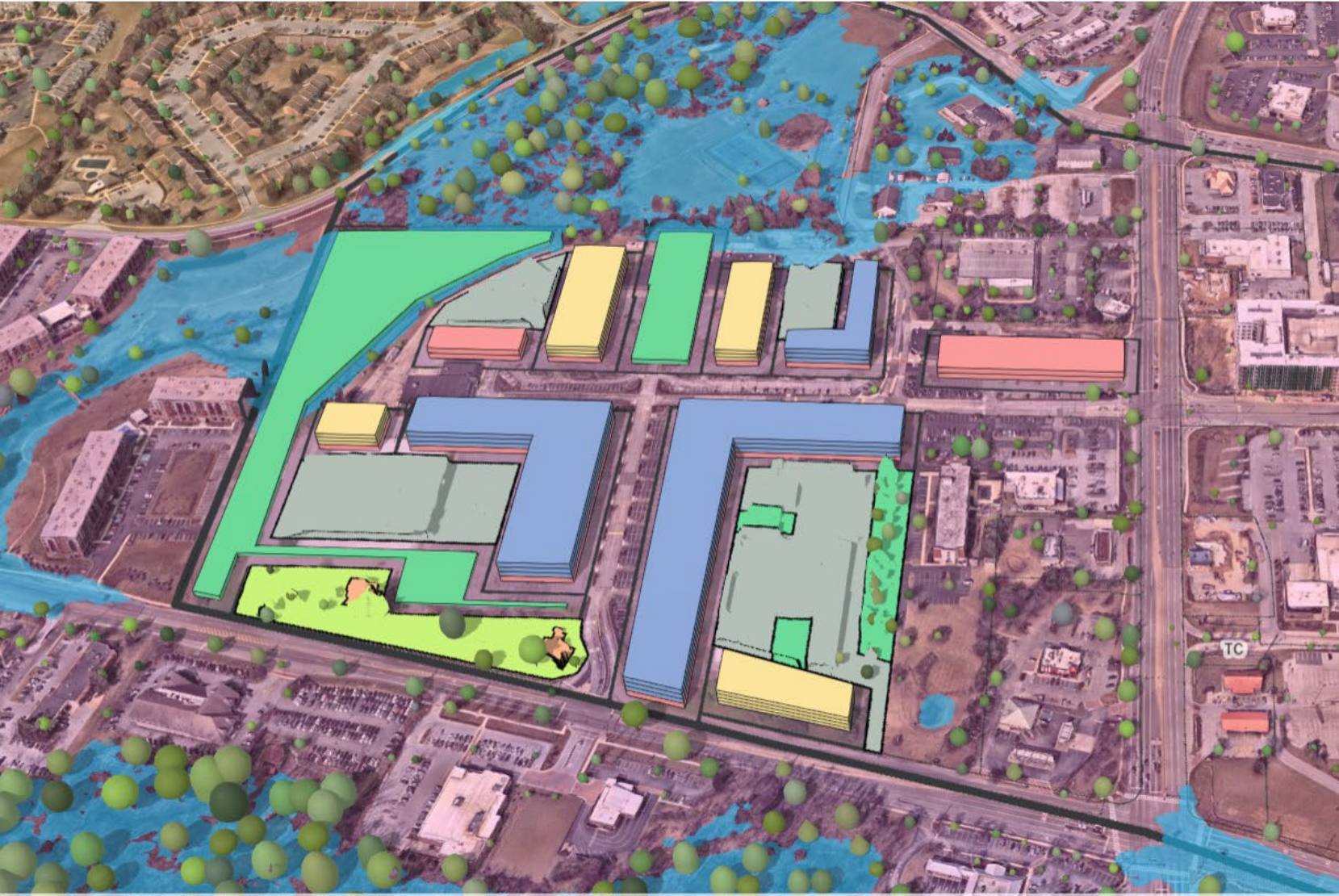
304.94

/d

WHITELAND TOWN CENTER



Whiteland Town Center Proposed Redevelopment



>>

Select parcels to inspect or develop.

Space use in scenario

total new floor area: 2.16M sqft

CUL_CC	86,760 sqft
CUL_OA	6,053 sqft
O_S	294,629 sqft
OFF	706,714 sqft
Parking	346,558 sqft
RES_MF	304,103 sqft
RET	413,354 sqft

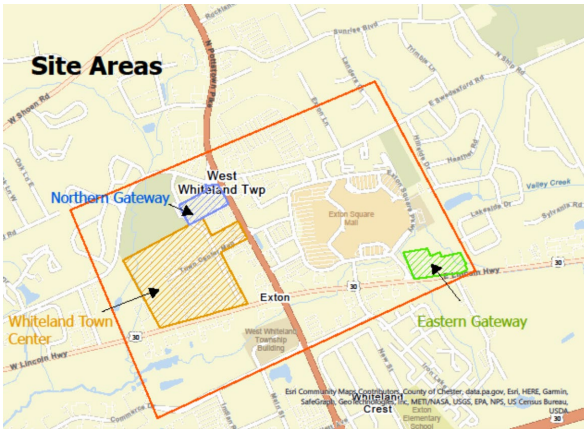
Maxar | Source: USGS, NGA, NASA, CGIAR, GEBCO, N Robinson, NCEAS, NLS, OS, NMA, Geodatastyrelsen and the GIS User Community | Copyright Nearmap

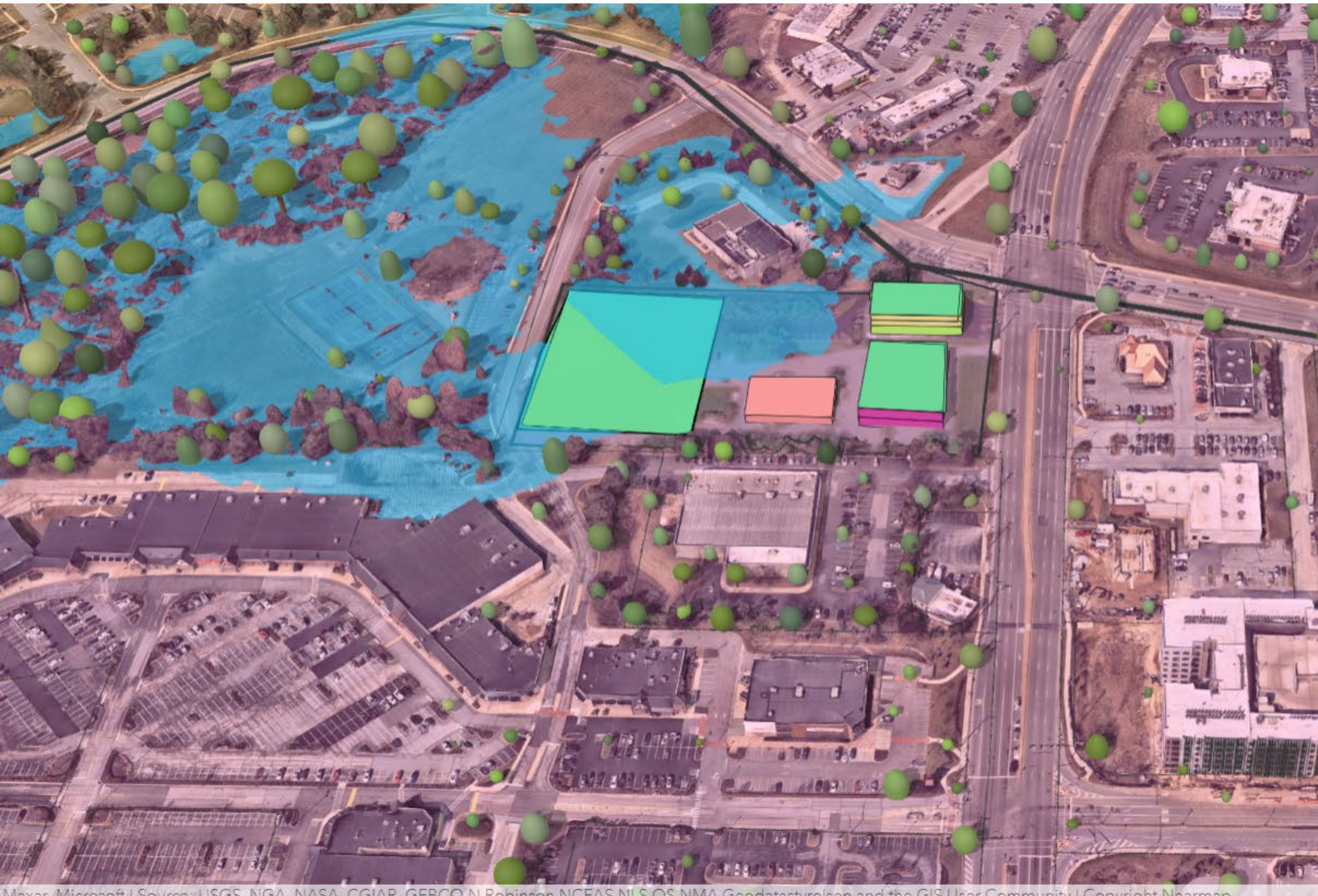
Whiteland Town Center Redevelopment “Indicators”

Jobs	2,194.59
Required parking spots	2,517.7
Energy use	77,468.06 kWh/d
CO2 emissions	55,515.18 lb/d
Internal water use	66,112.03 gal/d

External water use	28,455.39 gal/d
Waste water	51,785.77 gal/d
Solid waste	4,234.61 lb/d
Daily trips	7,620.26 /d

NORTHERN GATEWAY





>> Develop Edit spaces

Select parcels to inspect or develop.

Space use in scenario

total new floor area: 226,494 sqft

AER_1	43,219 sqft
CUL_CC	8,958 sqft
O_S	149,552 sqft
RES_MF	16,209 sqft
RET	8,556 sqft

Northern Gateway New Development Indicators

Jobs	127.43
Required parking spots	144.65
Energy use	1,524.64 kWh/d
CO2 emissions	521.24 lb/d
Internal water use	1,294.02 gal/d

External water use	557.17 gal/d
Waste water	1,006.26 gal/d
Solid waste	59.07 lb/d
Daily trips	427.08 /d

THANK YOU!

- West Chester University
- Planning Studio Spring 2022

- *Please contact:*
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