

# 5



## Economic Development

### **GOAL**

Encourage targeted development and redevelopment of commercial and/or industrial areas to incorporate character defining features and new uses, that create and sustain a diverse economic base.



## Objectives

- a.** Ensure the continued vitality of existing businesses through measures that establish a unique character in commercial centers and industrial areas and provide more flexibility in their use.
- b.** Encourage the development and expansion of agricultural operations as it relates to economic development.
- c.** Ensure new development and/or redevelopment mitigates negative impacts and does not encroach into established residential neighborhoods or areas designated for rural or agricultural preservation.
- d.** Support design standards which require new commercial development and/or redevelopment to incorporate character defining features.
- e.** Support commercial and industrial uses at appropriate locations to ensure a healthy tax base.
- f.** Ensure new development and redevelopment of commercial and industrial areas incorporates best practices to promote the use of green technology and environmental sustainability.

# Recommendations

**RECOMMENDATION  
5.1**

**Encourage vibrant development and redevelopment of the Route 30 corridor at the Route 10 interchange.** Support future development along the Route 30 corridor in the vicinity of the Route 10 intersection, as a vibrant commercial area.

The western portion of the Route 30 and Route 10 intersection is situated in West Sadsbury Township, with the eastern side situated in Sadsbury Township. While the area immediately adjacent to the intersection is developed with the West Sadsbury Commons shopping center, there is a large undeveloped parcel in the vicinity zoned GC – General Commercial, with significant development potential. As existing commercial establishments continue to age, property owners may complete renovations or full redevelopment of their properties. Potential development or redevelopment can have significant impacts on both the existing commercial areas and the surrounding communities.

**ACTIONS**

**5.1.A Consider amendments to the zoning and subdivision and land development ordinances to advance the vision for commercial areas in the Township.** Although specific details should be developed after a robust public process, specific elements can include:

1. Develop a set of design guidelines for the GC – General Commercial Zoning District that include: gateway entrance features, required connectivity between existing developments, and standards to enhance the appearance and character of the corridor.

The southern corner of the Route 30 and Route 10 interchange in West Sadsbury Township is developed with the West Sadsbury Commons shopping center. The northern corner of the interchange is currently undeveloped.



2. Reevaluate setback standards. Consideration should be given to require new buildings be placed closer to Route 30, with parking at the rear, and landscaping and pedestrian amenities along the road frontage. Further coordination should be had with PennDOT to ensure any setback adjustments do not conflict with the ultimate right-of-way of the Route 30 corridor. This arrangement can result in a more defined town center appearance along the corridor.



This photo simulation, with the view of the currently undeveloped property north of West Sadsbury Commons on Route 30, illustrates recommendations that could be integrated into new development to provide a sense of place. Specifically, this illustrates new appropriately scaled development with relatively narrow setbacks, parking behind the buildings with limited parking in front of the building, and substantial landscaping.

3. Reevaluate and modernize parking standards. Many of the standards for required parking are derived from the Institute of Transportation Engineer’s (ITE’s) Parking Generation Reports, and these standards evolve over time. More general ordinance standards that reference the ITE manual as well as requirements to justify parking can result in developments not being overparked.
4. Reevaluate and modernize parking lot landscaping standards. Well landscaped parking areas can be more visually appealing and reduce conflicts between vehicles and pedestrians. Trees and shrubs, whether planted in curbed islands or located on parking area perimeters, provide shade, visually reduce the mass of open pavement, and mitigate heat gain.
5. Complete the multi-modal network. The current commercial areas in the Township are dangerous to access without an automobile. Methods to increase multi-modal transportation options could improve overall corridor safety. Multi-modal options are highlighted in Recommendation 3.5.B.

**5.1.B Continue to coordinate with Sadsbury Township on any future development** at their side of the municipal boundary to evaluate and remedy impacts from future development or redevelopment along the corridor.

**5.1.C Analyze and update the zoning ordinance to ensure unique and emerging trends in land use are accounted for in commercial zoning districts.** Changing markets are impacting commercial trends (particularly retail), and preferences are evolving to increased consumption of experiences, rather than goods which should be reflected in the Township’s zoning ordinance. Other trends include the prevalence of e-commerce and associated distribution centers, which can be regulated through the zoning ordinance. Flexibility in land uses or new uses could be considered for addition to the GC - General Commercial Zoning District with appropriate design guidance to ensure the character of place remains consistent with the Township.

Parking lot landscaping concepts can be found in Chester County Planning Commission's *Rural Center Landscapes Design Guide*.



**A. Landscape islands at ends of rows**

Terminate parking rows with a parking lot island or landscaped area.

**B. Landscape islands within long rows**

Provide a parking island between at least every 10 parking spaces.

**C. Landscape islands with generous width**

Provide parking lot islands that are the same dimension or greater than the parking stalls to support sufficient growing space.

**D. Strategically located shade trees**

Provide a minimum of one shade tree for every parking lot island or landscaped area. Plant large canopy trees to provide maximum shade. In addition, plant shrubs, ground cover, perennials, or ornamental grasses on a minimum of 60% of every parking lot island.

**E. Use native landscape material**

To reduce watering and maintenance needs, use native plants for all new ornamental landscape trees, shrubs and perennial plants.

**RECOMMENDATION 5.2 Enhance gateways entering the Township.**

Enhanced entranceways into West Sadsbury can create unique, welcoming, and defined gateways to the community. There are several small PennDOT signs on some of the roadways entering the Township, but not signage specifically designed for, and unique to the Township. This type of gateway signage and associated improvements such as decorative landscaping and lighting can help enhance the look and feel of the community for people using these roadways.

Grant funding through outside agencies can be leveraged to design, construct, and install this type of gateway signage.

At the time of writing, the only demarcation for West Sadsbury when entering the Township are small PennDOT signs like this one on Route 30. Gateway signage can better identify and introduce West Sadsbury to visitors and residents alike.



**RECOMMENDATION  
5.3**

**Implement improvements along the entire Route 30 corridor.** Improve streetscaping and multi-modal facilities along the Route 30 corridor, through updated ordinances, programs, and policies.

Context sensitive streetscaping can contribute to a unique sense of place and enhance the appearance of the environment, particularly in commercial areas. Streetscape improvements could improve overall safety along the corridor and provide amenities to shoppers and users accessing these establishments.

Review existing Township ordinances, programs, and policies to determine incremental, short-term, and easily implementable improvements to the streetscape. Particular emphasis should be placed on the Route 30 and Route 10 commercial interchange. These standards can serve as a starting point in determining what amenities should be provided throughout the remainder of the Route 30 corridor.



Streetscaping can integrate stormwater management features such as bioswales or rain gardens.



RECOMMENDATION  
**5.4**

**Encourage community scale commercial development along the western portion of Route 30 corridor.** Support community scale commercial development along the Route 30 corridor west of Moscow Road.

The Route 30 corridor through this area features numerous, smaller-scale commercial establishments, and is zoned primarily as CS – Community Service. This designation allows for smaller scaled commercial development such as banks, day cares, restaurants, offices, and fitness centers. Careful consideration should be given to relevant design standards and permitted uses along this corridor to further encourage community scaled development.

Analyze and update as needed the zoning ordinance to ensure appropriate uses and lot and bulk standards are provided for in the CS – Community Service Zoning District. Consideration should be given to the need to address new uses or if design standards should be provided to further encourage community scaled development.



This photo simulation, with the view of Route 30 west of Moscow Road, illustrates community scaled commercial development. Specifically, this illustrates new appropriately scaled buildings with relatively narrow setbacks, preservation of historic resources, access management, street trees, and parking lot landscaping.

## RECOMMENDATION 5.5

**Support existing industrial uses.** Ensure industrial uses in the southern portion of the Township continue to thrive with evolving preferences and needs.

The Lower Valley Road corridor features industrial zoning and has a built environment of medium to large industrial uses. As technology changes and needs for industrial space evolve, the Township should ensure this continues to be an attractive and viable location for industrial uses.

Coordination could occur between industrial property owners with the Township to develop strategies to ensure the area remains an attractive location for industrial uses. Specific actions can include:

### ACTIONS

**5.5.A An analysis of the existing Industrial District standards could be undertaken to determine if amendments may be necessary to support industrial businesses.** Potential amendments could include:

1. Development of additional zoning requirements for industrial uses should be considered to ensure that future development is consistent with the scale of existing industrial uses.
2. Review of current height, area, and bulk standards to ensure they continue to appropriately regulate the industrial community and support evolving needs and designs of contemporary facilities. Specific attention could be given to both height and coverage requirements to ensure they are not inconsistent with contemporary facilities.
3. Review existing, allowable uses and determine if additional uses should be allowed within the I - District.
4. Ensure future development or redevelopment does not negatively impact groundwater quality or supply. Of particular concern is the high yield aquifer which has been designated as a Limestone Overlay District in the Township's Open Space, Recreation, and Environmental Resources Plan. The high yield aquifer presents a potential water supply as well as an area where groundwater resources can be polluted because of the limestone nature of the formation.
5. Coordinate with Parkesburg and Atglen to ensure industrial uses permitted along the Lower Valley Road corridor are generally consistent across the municipal boundary.

**5.5.B Ensure the most recent versions of the Uniform Construction Code (UCC) are adopted and in effect in the Township.** The Township Solicitor should ensure the Township’s currently adopted UCC reflects the most recent version of the UCC as adopted by the Pennsylvania Department of Labor and Industry.

**5.5.C Continue to coordinate with PennDOT regarding required improvements to Lower Valley Road** to accommodate industrial development or redevelopment as discussed in Recommendation 3.1.A.



A variety of established industrial uses are located on Lower Valley Road in the southern portion of the Township.

**RECOMMENDATION  
5.6**

**Work regionally to encourage positive economic development outcomes.** Consider taking part in a multi-municipal economic development study.

A multi-municipal economic development study can refine strategies for business development, infill and redevelopment, market capacity, coordination, and collaboration. The study can identify opportunities in the types of commercial options that have the optimal chance for success in the region and can provide specific regulatory changes and strategies for implementation and success. Undertaking a multi-municipal economic development study allows for individual municipalities to better leverage available resources to achieve economic development goals.

Coordinate with the Western Chester County Chamber of Commerce to determine interest in potentially undertaking a multi-municipal economic development study. If possible, the Township should partner with the Octorara region communities on this endeavor and could specifically partner with Atglen and Parkesburg Boroughs since these communities have similar recommendations within their Comprehensive Plans (as of 2024).

## RECOMMENDATION 5.7

**Support the agricultural industry.** As one of the primary economies of West Sadsbury, the Township should ensure that regulations allow for commercial agricultural uses, and that agricultural operations have the ability to adapt to changing markets.

Chester County's agriculture ranks second among Pennsylvania's 67 counties in the value of agricultural products sold. A large percentage of West Sadsbury Township contains prime agricultural soils and agriculture is a major industry in the Township.

### ACTIONS

- 5.7.A Review existing Township ordinances, programs, and policies** to ensure diverse agricultural operations, agritourism, and secondary farm uses are permitted on agricultural properties as discussed in Recommendation 2.2.A
- 5.7.B Support local agriculture practices** through county and local programs, such as the Chester County Agricultural Development Council's Local Farm Products Guide as discussed in Recommendation 2.2.C.
- 5.7.C Consider how the Township can further permit and encourage community events** which support local agriculture, such as a community farmer's market.



Agriculture is an important part of the economy of West Sadsbury Township.