

Unionville Area Regional Comprehensive Plan 2024

*West Marlborough Township
East Marlborough Township
Newlin Township*



Prepared by



**EAST MARLBOROUGH TOWNSHIP
CHESTER COUNTY, PENNSYLVANIA**

RESOLUTION 2024-37

**ADOPTION OF THE
UNIONVILLE AREA REGIONAL COMPREHENSIVE PLAN
AS THE OFFICIAL COMPREHENSIVE PLAN FOR
EAST MARLBOROUGH TOWNSHIP
(A MULTI-MUNICIPAL PLAN)
LAST REVISED SEPTEMBER 30, 2024**

RESOLUTION OF THE TOWNSHIP OF EAST MARLBOROUGH, County of Chester, Commonwealth of Pennsylvania, approving, the plan entitled "*Unionville Area Regional Comprehensive Plan*," September 30, 2024.

WHEREAS, East Marlborough Township is a municipality organized and existing under the Second Class Township Code of the Commonwealth of Pennsylvania and is located in Chester County, contiguous to Newlin Township and West Marlborough Township; and

WHEREAS, pursuant to Article III of the Pennsylvania Municipalities Planning Code, East Marlborough Township, Newlin Township and West Marlborough Township have jointly prepared the Unionville Area Regional Comprehensive Plan of 2014, as prepared by the Unionville Area Regional Planning Task Force, with assistance from the Chester County Planning Commission, and the Brandywine Conservancy, as the planning consultant; and

WHEREAS, the Regional Planning Task Force, together with the Boards of Supervisors and Planning Commissions of each of the three participating municipalities have complied with the procedural requirements as set forth in §302 of the Pennsylvania Municipalities Planning Code, 53 P.S. §10302, including:

- 1) The Planning Commission for each Township has held at least one public meeting prior to forwarding the proposed Comprehensive Plan to each of the respective Boards of Supervisors;
- 2) The proposed multi-municipal Comprehensive Plan has been forwarded to the Chester County Planning Commission, to contiguous municipalities, and to the school districts contiguous to and serving within the three municipalities;
- 3) The Boards of Supervisors of each of the three Townships have held a joint and several public hearing, pursuant to public notice, as required by §302(b) of the Municipalities Planning Code, and have considered the comments of the Chester County Planning Commission, and other municipal agencies to which the draft Comprehensive Plan has been forwarded;
- 4) Pursuant to the public hearing, the draft Unionville Area Regional Comprehensive Plan has not been substantially revised and, hence, all the procedural requirements for adoption of the Comprehensive Plan have been met; and

WHEREAS, the Board of Supervisors of East Marlborough Township finds that the proposed Unionville Area Regional Comprehensive Plan complies with the requirements for adoption by the Supervisors of East Marlborough Township, having comprehensively set forth all of the text and graphic materials as required by §301 of the Pennsylvania Municipalities Planning Code, 53 P.S. §10301.

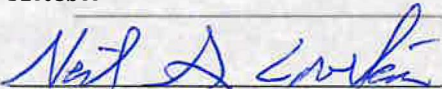
NOW, THEREFORE, IT IS HEREBY RESOLVED by the East Marlborough Township Board of Supervisors that the Unionville Area Regional Comprehensive Plan of September 30, 2024 (*last revised September 30, 2024*) shall be, and the same is hereby, adopted as the Official Comprehensive Plan for East Marlborough Township, pursuant to Article III of the Pennsylvania Municipalities Planning Code, thereby replacing and superseding the Township's Comprehensive Plan of 2011;

AND IT IS HEREBY FURTHER RESOLVED that the Comprehensive Plan includes all the textual material as set forth in the fourteen chapters, the Table of Contents for which is appended hereto as Exhibit "A" and further includes all the maps and charts as listed in the list of same appended hereto as Exhibit "B;"

AND IT IS HEREBY FURTHER RESOLVED that a copy of this Resolution shall be recorded on the adopted Plan by inclusion of a true and correct copy of this Resolution as the first facing page of the Comprehensive Plan.

Duly presented and reaffirmed by the Board of Supervisors of East Marlborough Township, Chester County, Pennsylvania in a public meeting held on this 28th day of October 2024.

Attest:


Neil G. Lovekin, Secretary / Manager

BOARD OF SUPERVISORS


Ellen L. Sosangelis, Vice-Chair

John Sarro, Member


Jake C. Elks, Member


John Auger, Member

**NEWLIN TOWNSHIP
CHESTER COUNTY, PENNSYLVANIA**

RESOLUTION 2024-05

**ADOPTION OF THE
UNIONVILLE AREA REGIONAL COMPREHENSIVE PLAN
AS THE OFFICIAL COMPREHENSIVE PLAN FOR
NEWLIN TOWNSHIP
(A MULTI-MUNICIPAL PLAN)
LAST REVISED SEPTEMBER 30, 2024**

RESOLUTION OF THE TOWNSHIP OF NEWLIN, County of Chester, Commonwealth of Pennsylvania, approving, the plan entitled "*Unionville Area Regional Comprehensive Plan,*" January 2025.

WHEREAS, Newlin Township is a municipality organized and existing under the Second Class Township Code of the Commonwealth of Pennsylvania and is located in Chester County, contiguous to East Marlborough and West Marlborough Township; and

WHEREAS, pursuant to Article III of the Pennsylvania Municipalities Planning Code, Newlin Township, East Marlborough Township and West Marlborough Township have jointly prepared the Unionville Area Regional Comprehensive Plan of 2024, as prepared by the Unionville Area Regional Planning Task Force, with assistance from the Chester County Planning Commission, and the Brandywine Conservancy, as the planning consultant; and

WHEREAS, the Regional Planning Task Force, together with the Boards of Supervisors and Planning Commissions of each of the three participating municipalities have complied with the procedural requirements as set forth in §302 of the Pennsylvania Municipalities Planning Code, 53 P.S. §10302, including:

- 1) The Planning Commission for each Township has held at least one public meeting prior to forwarding the proposed Comprehensive Plan to each of the respective Boards of Supervisors;
- 2) The proposed multi-municipal Comprehensive Plan has been forwarded to the Chester County Planning Commission, to contiguous municipalities, and to the school districts contiguous to and serving within the three municipalities;
- 3) The Boards of Supervisors of each of the three Townships have held a joint and several public hearing, pursuant to public notice, as required by §302(b) of the Municipalities Planning Code, and have considered the comments of the Chester County Planning Commission, and other municipal agencies to which the draft Comprehensive Plan has been forwarded;
- 4) Pursuant to the public hearing, the draft Unionville Area Regional Comprehensive Plan has not been substantially revised and, hence, all of the procedural requirements for adoption of the Comprehensive Plan have been met; and

WHEREAS, the Board of Supervisors of Newlin Township finds that the proposed Unionville Area Regional Comprehensive Plan complies with the requirements for adoption by the Supervisors of Newlin Township, having comprehensively set forth all of the text and graphic materials as required by §301 of the Pennsylvania Municipalities Planning Code, 53 P.S. §10301.

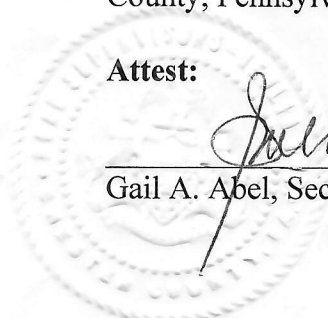
NOW, THEREFORE, IT IS HEREBY RESOLVED by the Newlin Township Board of Supervisors that the Unionville Area Regional Comprehensive Plan of September 2024 (*last revised September 30, 2024*) shall be, and the same is hereby, adopted as the Official Comprehensive Plan for Newlin Township, pursuant to Article III of the Pennsylvania Municipalities Planning Code, thereby replacing and superseding the Township's Comprehensive Plan of 2011;

AND IT IS HEREBY FURTHER RESOLVED that the Comprehensive Plan includes all the textual material as set forth in the fourteen chapters, the Table of Contents for which is appended hereto as Exhibit "A" and further includes all the maps and charts as listed in the list of same appended hereto as Exhibit "B;"

AND IT IS HEREBY FURTHER RESOLVED that a copy of this Resolution shall be recorded on the adopted Plan by inclusion of a true and correct copy of this Resolution as the first facing page of the Comprehensive Plan.

Duly presented and reaffirmed by the Board of Supervisors of Newlin Township, Chester County, Pennsylvania in a public meeting held on this 27th day of October 2024.

Attest:



Gail A. Abel

Gail A. Abel, Secretary

BOARD OF SUPERVISORS

William J. Kelsall

William J. Kelsall, Chair

Jim Cornell, Vice-Chair

Robert R. Pearson

Robert R. Pearson, Member

**WEST MARLBOROUGH TOWNSHIP
CHESTER COUNTY, PENNSYLVANIA**

RESOLUTION 04-2024

**ADOPTION OF THE
UNIONVILLE AREA REGIONAL COMPREHENSIVE PLAN
AS THE OFFICIAL COMPREHENSIVE PAN FOR
WEST MARLBOROUGH TOWNSHIP
(A MULTI-MUNICIPAL PLAN)
LAST REVISED SEPTEMBER 30, 2024**

RESOLUTION OF THE TOWNSHIP OF West Marlborough, County of Chester, Commonwealth of Pennsylvania, approving, the plan entitled "*Unionville Area Regional Comprehensive Plan,*" January 2025.

WHEREAS, West Marlborough Township is a municipality organized and existing under the Second Class Township Code of the Commonwealth of Pennsylvania and is located in Chester County, contiguous to Newlin Township and East Marlborough Township; and

WHEREAS, pursuant to Article III of the Pennsylvania Municipalities Planning Code, West Marlborough Township, Newlin Township and East Marlborough Township have jointly prepared the Unionville Area Regional Comprehensive Plan of 2014, as prepared by the Unionville Area Regional Planning Task Force, with assistance from the Chester County Planning Commission, and the Brandywine Conservancy, as the planning consultant; and

WHEREAS, the Regional Planning Task Force, together with the Boards of Supervisors and Planning Commissions of each of the three participating municipalities have complied with the procedural requirements as set forth in §302 of the Pennsylvania Municipalities Planning Code, 53 P.S. §10302, including:

- 1) The Planning Commission for each Township has held at least one public meeting prior to forwarding the proposed Comprehensive Plan to each of the respective Boards of Supervisors;
- 2) The proposed multi-municipal Comprehensive Plan has been forwarded to the Chester County Planning Commission, to contiguous municipalities, and to the school districts contiguous to and serving within the three municipalities;
- 3) The Boards of Supervisors of each of the three Townships have held a joint and several public hearings, pursuant to public notice, as required by §302(b) of the Municipalities Planning Code, and have considered the comments of the Chester County Planning Commission, and other municipal agencies to which the draft Comprehensive Plan has been forwarded;
- 4) Pursuant to the public hearing, the draft Unionville Area Regional Comprehensive Plan has not been substantially revised and, hence, all of the procedural requirements for adoption of the Comprehensive Plan have been met; and

WHEREAS, the Board of Supervisors of West Marlborough Township finds that the proposed Unionville Area Regional Comprehensive Plan complies with the requirements for adoption by the Supervisors of West Marlborough Township, having comprehensively set forth all of the text and graphic materials as required by §301 of the Pennsylvania Municipalities Planning Code, 53 P.S. §10301.


NOW, THEREFORE, IT IS HEREBY RESOLVED by the West Marlborough Township Board of Supervisors that the Unionville Area Regional Comprehensive Plan of January, 2025 (*last revised September 30, 2024*) shall be, and the same is hereby, adopted as the Official Comprehensive Plan for West Marlborough Township, pursuant to Article III of the Pennsylvania Municipalities Planning Code, thereby replacing and superseding the Township's Comprehensive Plan of 2011;

AND IT IS HEREBY FURTHER RESOLVED that the Comprehensive Plan includes all the textual material as set forth in the fourteen chapters, the Table of Contents for which is appended hereto as Exhibit "A" and further includes all the maps and charts as listed in the list of same appended hereto as Exhibit "B;"

AND IT IS HEREBY FURTHER RESOLVED that a copy of this Resolution shall be recorded on the adopted Plan by inclusion of a true and correct copy of this Resolution as the first facing page of the Comprehensive Plan.

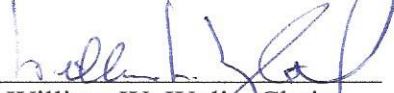
Duly presented and reaffirmed by the Board of Supervisors of West Marlborough Township, Chester County, Pennsylvania in a public meeting held on this 6th day of November 2024.

Attest:




Elliot E. Blake, Secretary / Treasurer

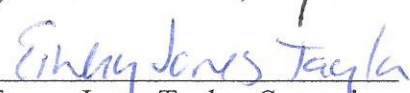
BOARD OF SUPERVISORS



William W. Wylie, Chair



Jacob G. Chalfin, Vice-Chair



Emery Jones Taylor, Supervisor

Unionville Area Regional Comprehensive Plan Update 2024

Board of Supervisors

East Marlborough Township

John Auger

Jake Elks

Kathryn Monahan

John Sarro

Ellen Sosangelis

Newlin Township

Jim Cornell

Bill Kelsall

Bob Pearson

West Marlborough Township

Jacob Chalfin

Emery Taylor

William Wylie

Project Task Force

Jacob Chalfin

Richard Corkran

Kathryn Monahan

Robert Pearson

Robert Shippee

Cyler Walker

Project Grant Monitor

Kate Clark, Chester County Planning

Commission

Consultants

Brandywine Conservancy

P.O. Box 141

Chadds Ford, PA 19317

rdaniels@brandywine.org

(610) 388-2700

and

Thomas Comitta Associates, Inc.

18 W. Chestnut St

West Chester, PA 19380

tom@comitta.com

(610) 696-3896

This project was financed in part by a Vision Partnership Program Grant from the Chester County Board of Commissioners under the administration of the Chester County Planning Commission. The three municipalities provided matching funds for this project.

Adopted October 28, 2024



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Sunrise over Willowdale

Introduction

The 2024 Unionville Area Regional Comprehensive Plan is an update of the prior Plan completed in 2011. While the 2024 Plan builds on the many goals and recommendations contained in the 2011 Plan, it also provides a focused approach to five key issues identified by the three municipalities as critical elements to address in the coming years. The five key issues are: Open Space Priorities; Historical Resources; Guiding Growth; Coordinated Parks and Recreation; and Resiliency. Each of these issues is addressed with its own chapter, outlining their role and importance, and providing overarching goals and recommendations to address them over the course of the next 10-20 years. The Plan Appendices provide supporting data and background information that has been used to inform this plan, including the results of public engagement offered during the planning process.

Geographic Setting

The Unionville Area (see Map 1-1) comprises the municipalities of East Marlborough, West Marlborough, and Newlin Townships. Located just north of the Borough of Kennett Square, the region is characterized by a transition of suburban land uses along the US Route 1 corridor to the core rural and agricultural areas of the Greater King Ranch, home to a vibrant equestrian community and regionally significant massing of almost 20,000 acres of preserved land.

The region comprises a total area of some 45 square miles (almost 29,000 acres) and has a population of around 9,500 (see Appendix A for a detailed demographic summary of the area). A brief overview of each municipality is provided below.

East Marlborough

The most populated and developed of the three municipalities, East Marlborough lies along the US Route 1 corridor and is home to most of the economic activity in the area. Route 82 serves as both an important transportation corridor and a general dividing line between the more developed, suburban areas of the township, and the more rural areas to its west. The Township contains several villages, of which Unionville and Willowdale are the most prominent. The village of Unionville is recognized as a Nationally designated Historic District, but also serves as a focal point for the Township with public spaces, the Unionville Post Office, and Unionville Park. The village of Willowdale, at the intersection of Route 82 and Route 926, serves as a small commercial crossroads with a popular gas station/convenience store and a mix of retail and service-oriented businesses. East Marlborough is also home to the vast majority of Longwood Gardens, a world-renowned horticultural destination.

West Marlborough

Geographically, at 17 square miles, the largest of the three municipalities in the region and least developed. West Marlborough retains its rural and agricultural character and contains a mix of cultivated crops, equestrian operations, and vast pasturelands that are either grazed or hayed. The Township boasts the highest percentage of permanently preserved land in Chester County with 75% held in conservation and agricultural easements, in addition to land held in fee by the Brandywine Conservancy as part of its Laurels Preserve. The villages of Doe Run, Springdell and London Grove are prominent cultural features within the Township.

Newlin

Environmental constraints such as steep slopes, floodplains, and wet soils, as well as preservation efforts, including the vast Natural Lands-owned ChesLen Preserve, have

largely limited development to the Township's periphery with East Marlborough and areas surrounding the villages of Embreeville (a National Historic District) and Northbrook (also a National Historic District and located in neighboring Pocopson Township). The West Branch Brandywine Creek bisects the community from west to east, and along with ChesLen Preserve's vast expanse that straddles the Township from its northern boundary to its southern boundary, provide significant impediments to both development and transportation, helping maintain the agricultural and rural feel of the Township.

What is the Comprehensive Plan?

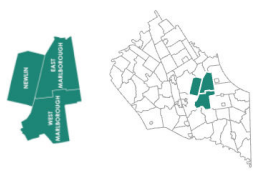
This 2024 Comprehensive Plan is intended to guide the future land use, development, and preservation of the Unionville Area over the next 20 years, and to prepare the municipalities to respond to evolving challenges and opportunities. The Plan also establishes planning goals and recommendations for the five key issues and provides guidance for implementation. This Plan's recommendations have no legal effect on the actual use of land, i.e., the Township's cannot mandate how land is used or developed by adopting this Comprehensive Plan. Rather, the Comprehensive Plan serves as a blueprint and aspirational document to guide Township officials and staff over the next 10-20 years in managing growth and the quality of life for residents. The Plan also serves as an important policy guide for Township officials and staff on a variety of municipally related topics, when establishing work programs for its various committees and commissions, and when seeking public funding for projects identified for implementation.

The Planning Process

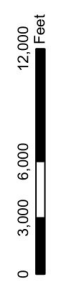
The development of this plan was guided by the Unionville Regional Planning Commission, comprised of a member of each Township's Board of Supervisors and Planning

Base Map

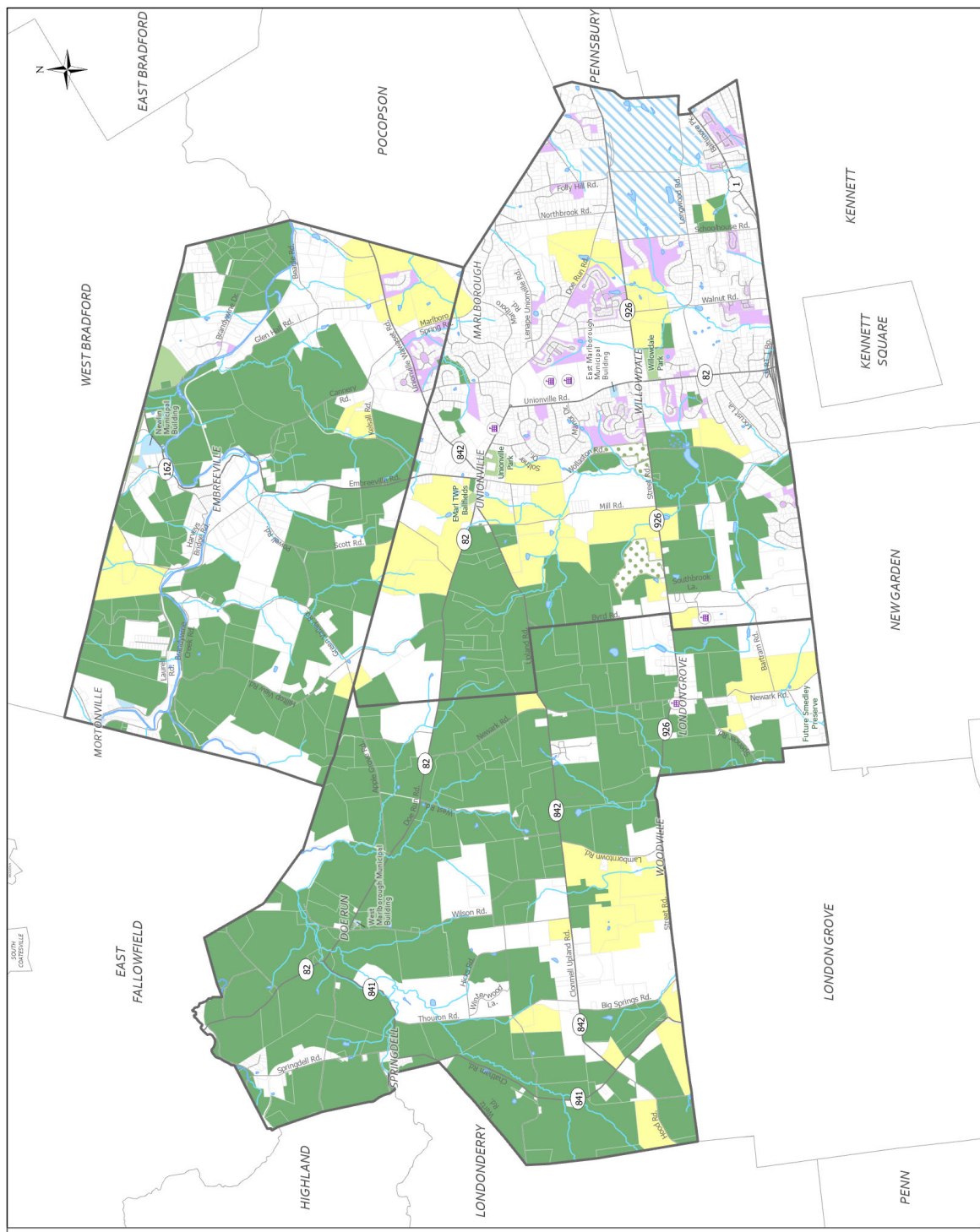
Unionville Regional Comprehensive Plan Update 2024



- Schools
- US/ State roads
- Local roads
- Streams
- Water bodies
- Estimated tax parcels
- Unionville regional municipalities
- Adjacent municipalities
- Conservation Easements
- Agricultural Easements
- HOA Open Space
- Existing Public Parkland and Open Space
- Unprotected Institutional
- Existing Public Parkland and Open Space



Data Source: Base Data from Chester County GIS Department, 01/2022
 Projected Lands data from Chester County GIS Department, 07/2022
 Map Created: November 4, 2019
 Last Revised: 10/30/2024 9:57 AM



Map 1-1 Regional Base Map

Commission. A Chester County Planning Commission staff member, acting as grant monitor for the Vision Partnership Program that helped fund this effort, also attended Task Force meetings and provided guidance as necessary. In addition to regular Task Force meetings, the planning process included opportunities for public engagement through a Community Planning Survey, two public meetings, and a Public Hearing prior to Plan adoption.

Summary of Public Participation Creating the 2024 Plan

Community Planning Survey

A web-based community survey was published and advertised in the fall of 2022. The survey included a total of 21 questions, with a mix of multiple choice and open-ended questions for residents to respond to. Unfortunately, participation in the survey was limited, with only 72 responses recorded. A summary of the results of the survey is included below. A full summary of the results can be found in Appendix B.

- Almost half of survey respondents had lived in the region for more than 20 years, and almost three-quarters had been a residents for more than 10 years.
- When asked for the top three reasons they chose to live in the region, the rural and quiet lifestyle, scenic beauty, and quality of schools ranked the highest.
- The area becoming too developed was by far the most popular reason people would choose to leave the area.
- Retaining rural character, the preservation of open space, and protecting natural resources were the three most important considerations for future planning.

Community Visioning

Around the same time of the survey, a community visioning open house was held at

the Unionville High School to gather input from residents on planning priorities for the region, as well as areas that residents felt could see improvement. Approximately 40 residents attended the visioning session over the course of the evening. A summary of findings from the evening is included below. Additional materials from the visioning session can be found in Appendix B.

- Protecting existing agricultural lands and creating trail linkages were the top two responses when asked for preferred outcomes for the region.
- Open space and natural resource protection, and the purchase of agricultural easements were the top two spending priorities for session attendees. Traffic improvements was a distant third.
- Areas that residents love in the region include: Unionville Village, Doe Run Village, ChesLen, The Laurels, and Longwood.

Plan Adoption

After a draft comprehensive plan was produced, the plan was presented to each municipality's Planning Commission for review and recommendation to their respective Board of Supervisors. The final draft Plan was refined based upon input from the Planning Commissions and sent to each Township's Board of Supervisors for review and adoption. Upon completion of the State-required Act 247 review process, a Joint Public Hearing of all three municipalities was held at the Unionville High School on October 28, 2024 and the Plan was adopted by each municipality in individual separate sessions that same day.



Aerial view across Unionville, including Unionville Park

Credit: Above Ground Level Droneworks

Existing and Future Land Use

Introduction

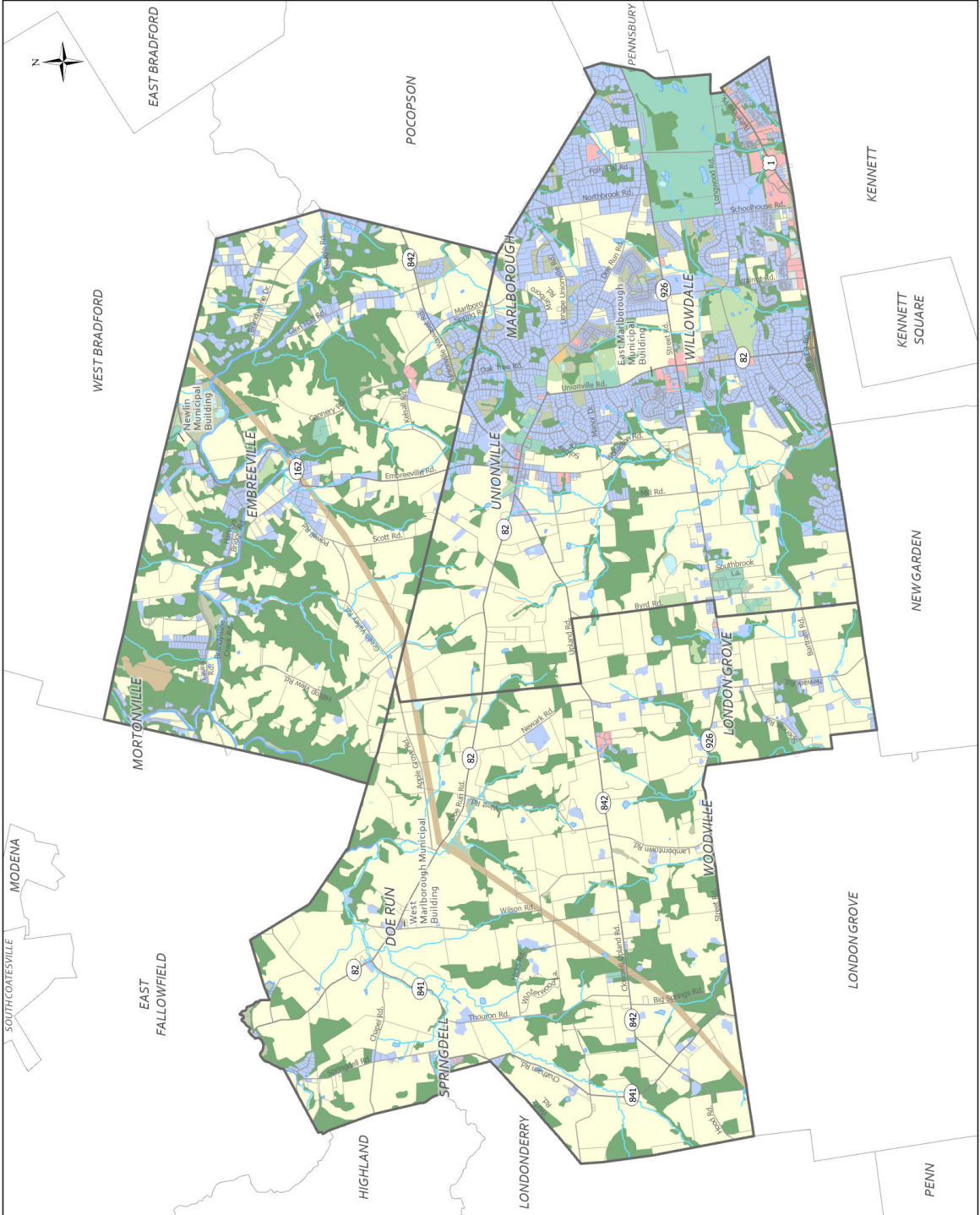
Comprehensive Plans provide an outline for future land use decisions so that the agricultural and open space heritage of the Region is balanced with reasonable growth opportunities and landowner equity. Two maps are included in this document, which form the basis for understanding the current land use characteristics of the Region and planning for desired future land uses.

Existing Land Use

The Existing Land Use map (Map 2-1) depicts the existing (2023) land uses throughout the region (see Appendix C for more information). This map describes how the land is principally being used today. The Existing Land Uses are classified into 11 generalized land use categories to describe the existing uses. These include Agriculture; Commercial; Industrial; Institutional; Recreation; Residential;

Transportation; Undeveloped: Utility; Water; and Wooded. As shown in the Existing Land Use Map, the more developed areas of the Region including the Commercial, Industrial, Institutional, Residential, and Transportation Land Uses are focused in the southeastern portion of the Unionville Region. The more rural areas and Agricultural land use constitute a large portion of the western and northern portions of the Region, with wooded and water land uses interspersed throughout the Region.

The Land Status Map (Map 2-2) highlights the areas of the Region that are either developed (13%), permanently protected (63%), or undeveloped (24%). The developed land is mainly located in the southeastern portion of the Region in East Marlborough Township along the Route 1, 926 and 82 corridors, and radiating out from the Villages of Unionville and Willowdale. The undeveloped lands are located throughout the Region, and growth management and land use policies will



Existing Land Use

Unionville Regional
Comprehensive Plan Update 2024



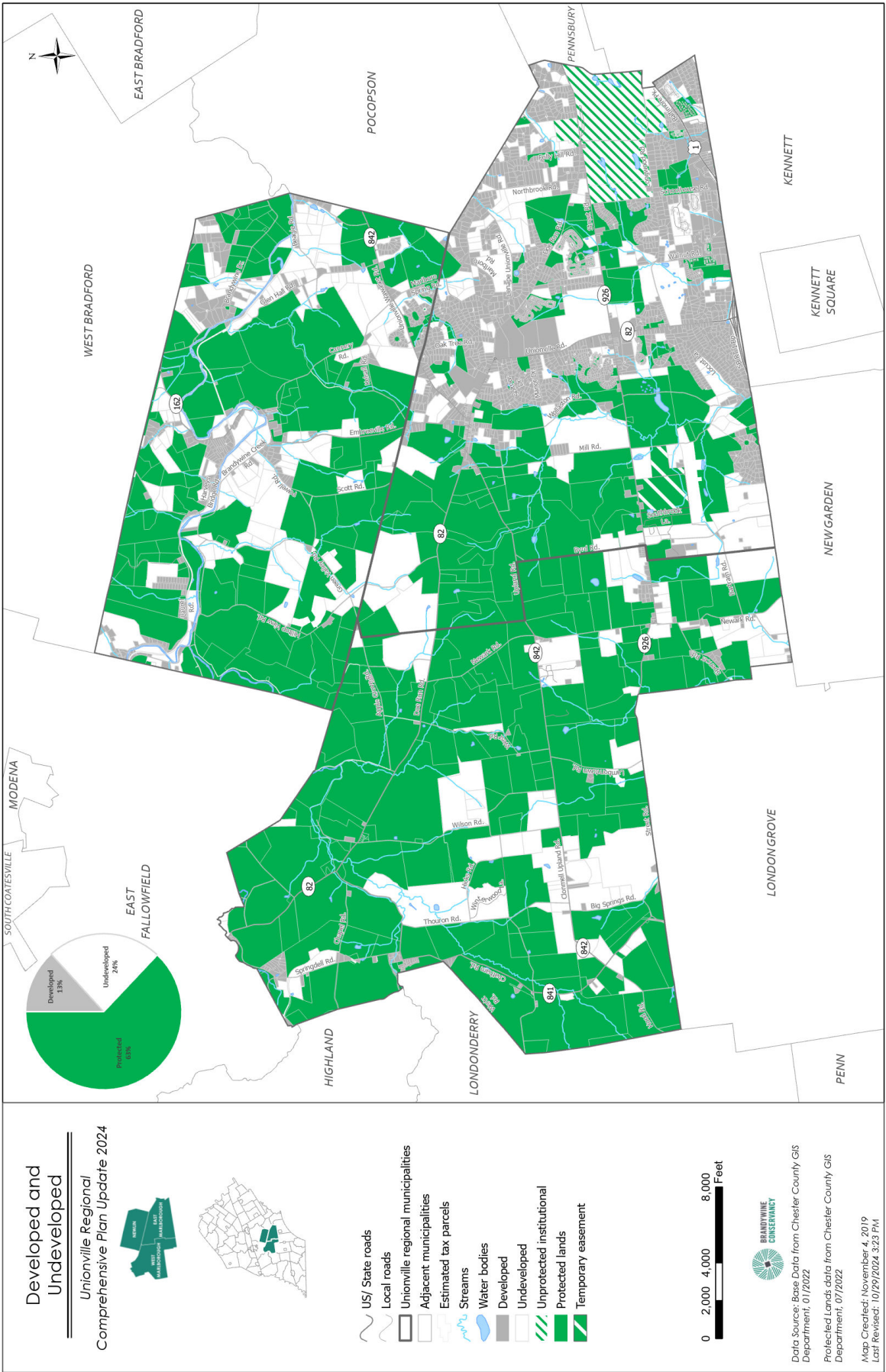
- US/ State roads
 - Local roads
 - Estimated tax parcels
 - Unionville regional municipalities
 - Adjacent municipalities
 - Water bodies
 - Streams
- Land Use**
- Agriculture (15,569 ac., 54% of region)
 - Commercial (217 ac., 1% of region)
 - Industrial (32 ac., 0.1% of region)
 - Institutional (670 ac., 2% of region)
 - Recreation (267 ac., 1% of region)
 - Residential (3,896 ac., 14% of region)
 - Transportation (41 ac., 0.1% of region)
 - Undeveloped (515 ac., 2% of region)
 - Utility (373 ac., 1% of region)
 - Water (245 ac., 1% of region)
 - Wooded (6,811 ac., 24% of region)



Data Source: Base Data from Chester County GIS Department, 01/2022

Map Created: 12/20/2022
Last Revised: 10/29/2024

Map 2-1 Existing Land Use Map



Map 2-2 Developable Land Map - Regional

continue to play an important role in managing growth in the future. Developable lands generally include vacant lots and tracts of land in agriculture, woodland, or open space uses that are not permanently protected. Other opportunities for development include parcels with a single building or use that may be large enough to accommodate further development, and lands zoned and/or developed with commercial uses that could someday be developed or redeveloped.

Future Land Use

The Future Land Use Map (see Map 2-3) establishes the general policy guide for land use in the Unionville Region over the next 10-20 years. It provides a graphic vision for municipal policy and action as it pertains to land use, development, and preservation, helping to guide and shape the regulatory provisions of each Township's Municipal Code. In addition, the future land use map assumes that most land currently developed with residential, public, or institutional uses will remain as such in the planning period for this comprehensive plan. Lands held by government entities, such as the Township's, or lands permanently protected through a conservation easement or other restrictive covenant, are also assumed to remain as such.

Identified on the Future Land Use Map are five future land use categories or designations: Rural Resource Protection; Site-Sensitive Suburban; Botanical/Institutional; Commercial; and Village. Each of these future land use categories, and what it means for lands located within, are explained below. Any additional growth or redevelopment is anticipated to occur with the eastern half of East Marlborough Township. The Unionville Regional Future Land Use Map is consistent with Chester County's Landscapes3 County Comprehensive Plan that designates areas of the Region as Agricultural, Rural, Suburban, and Suburban Center (see figure 2-1). The future land use map is also consistent with the planning documents and future land use maps of the surrounding municipalities.

Rural Resource Preservation

Characterized as low-density, scattered rural homesteads, hamlets, and residential uses with discrete, small-scale, rural-focused commercial activities. Focus is on the maintenance of a rural lifestyle and the preservation and stewardship of natural, agricultural, and cultural and historic resources and the protection of scenic viewsheds.

Site-Sensitive Suburban

Predominantly residential neighborhoods with access to community facilities such as parks, preserves and small-scale commercial activities. Additional growth should complement existing development and ensure the protection of natural resources and the areas rural and historical heritage. The preservation and adaptive reuse of historic buildings should be encouraged. Remaining open space should be evaluated for permanent protection to maintain the areas rural heritage, provide important ecosystem services for stormwater management, help mitigate the impacts of climate change and provide passive recreational opportunities for residents. Opportunities to offer interconnected active-transportation networks should be evaluated to provide connectivity between both residential neighborhoods and community facilities such as schools and local parks. Opportunities to implement new green stormwater infrastructure and retrofit old stormwater facilities should be evaluated.

Village Mixed-Use

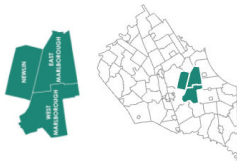
Characterized by small-scale, family-run commercial enterprises and a variety of appropriately scaled housing that can all be accessed through an interconnected trail and sidewalk network. Adaptive reuse and preservation of historic structures is encouraged. Public spaces (village common, public parks, pocket parks, etc.) provide for a sense of community and as gathering spaces for small-scale, place-based events.

Commercial Mixed-Use

Characterized by higher-density, mixed-use

Future Land Use

Unionville Regional
Comprehensive Plan Update 2024

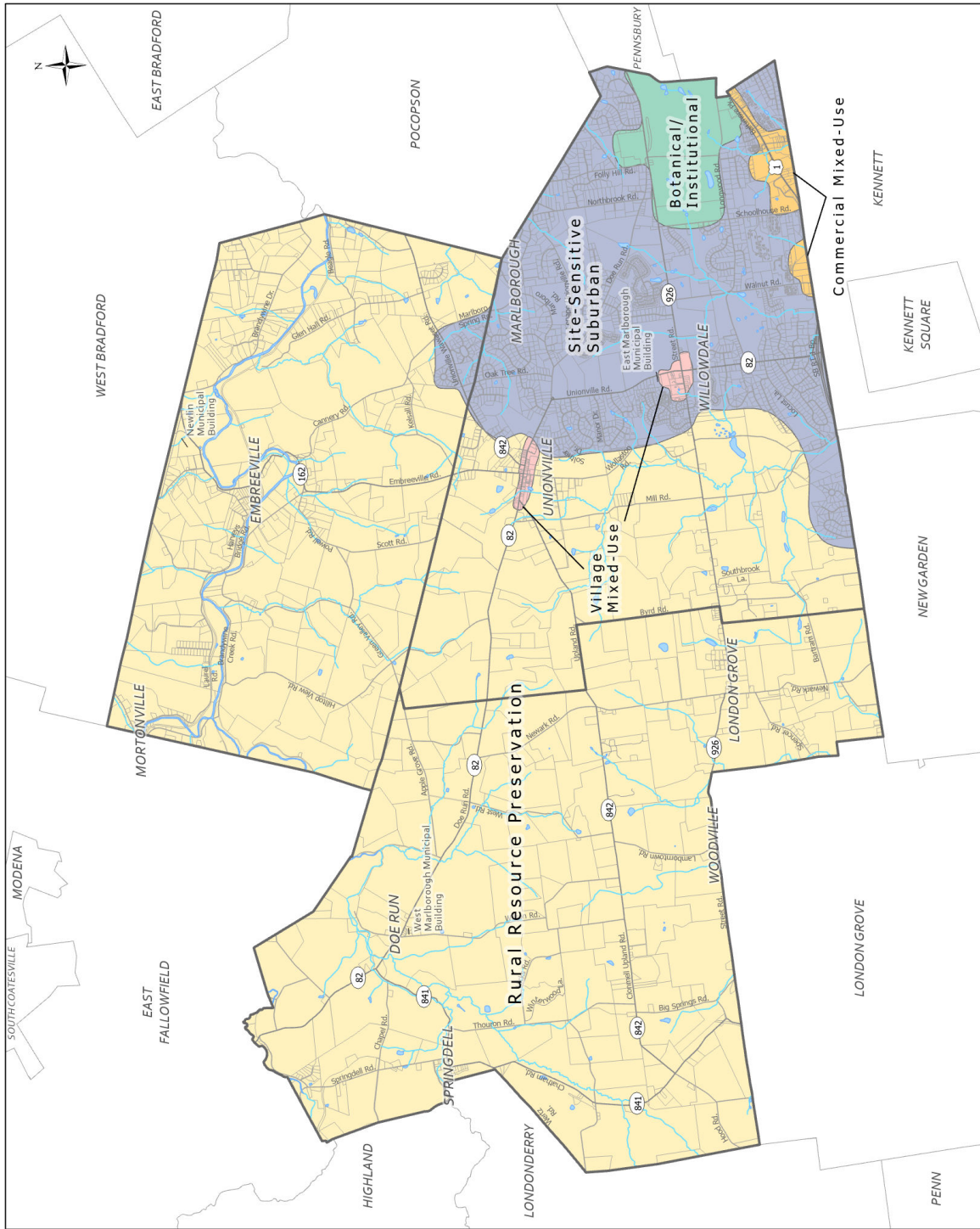


- US/ State roads
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- Unionville regional municipalities
- Adjacent municipalities
- Water bodies
- Streams
- Botanical/Institutional
- Rural Resource Preservation
- Site-Sensitive Suburban
- Village Mixed-Use
- Commercial Mixed-Use



Data Source: Base Data from Chester County GIS Department, 01/2022

Map Created: 12/27/2022
Last Revised: 10/31/2024 11:35 AM



Map 2-3 Future Land Use Map

commercial and a variety of types of residential development. Some light-industrial uses exist and are permitted in areas of this land use designation. Despite higher-density and car-oriented infrastructure, improved bicycle and pedestrian connections should be explored to encourage fewer vehicular movements between adjacent residential areas and existing or new commercial facilities. Opportunities to improve traffic flow, enhance the streetscape and promote redevelopment of existing structures should be encouraged and explored. The preservation and restoration of critical natural resources, especially riparian areas, should remain a focus. The maintenance and possible retrofitting of aging stormwater infrastructure should be continually evaluated.

Botanical/Institutional

Characterized as land uses in support of a world-renowned botanical garden and institution. This area affords significant benefits to the community, especially from the appropriate, continued, and careful stewardship of its natural areas that surround its core, which also provide a significant buffer to surrounding land uses. Efforts should focus on appropriately scaled development within the core and the management of impacts associated with visitation. Enhanced active-transportation facilities connecting this area with surrounding residential and commercial uses should be explored and implemented where possible.

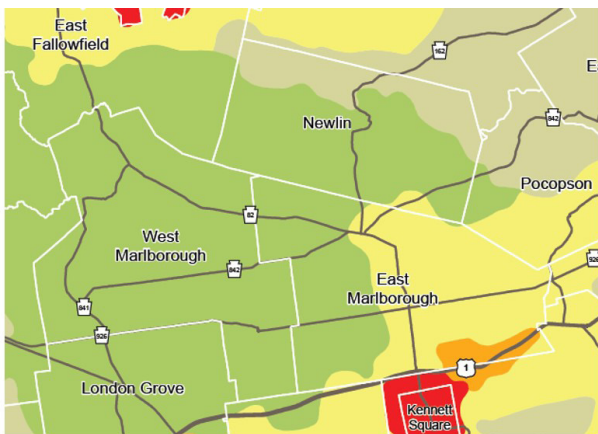


Figure 2-1 – Landscapes Map, Chester County’s Comprehensive Plan, Landscapes3

Chapter 3 Open Space



Sunrise over King Ranch.

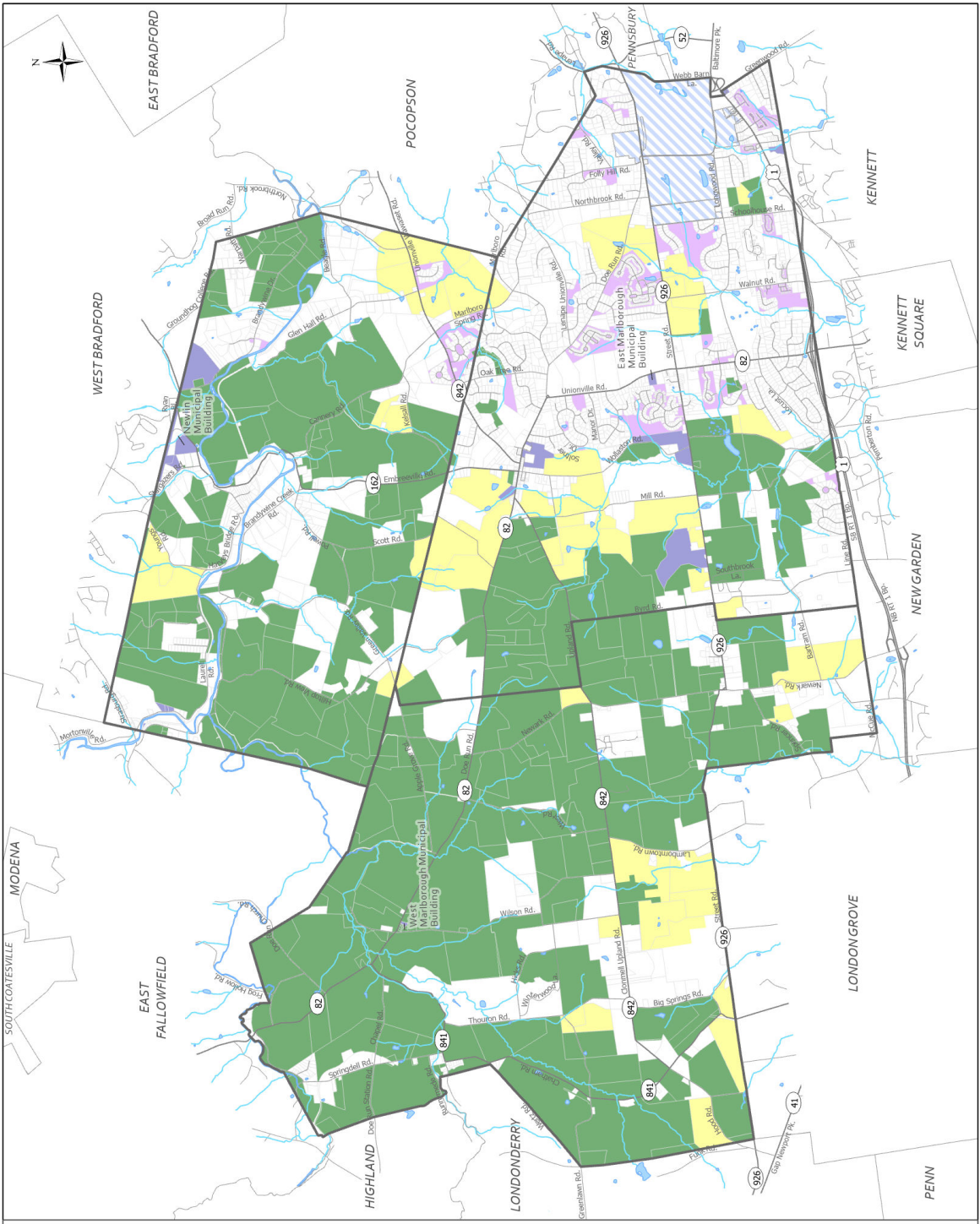
Introduction

Given the quantity of open space permanently preserved in the region (see Map 3-1), it contributes significantly to the sense of place and character of the region that the residents cherish and is one of the primary reasons people choose to live and stay in the Unionville Region.

Approximately 63% of the land in the Unionville Region is protected. These are protected through agricultural easements, non-profit institutions, owned or eased by land trusts, open space associated with HOAs, or public parkland and municipal land. A large majority of the protected land is located in the western and northern portions of the Region and forms a large portion of protected lands associated with the former King Ranch. Future preservation efforts should focus on preserving unprotected open and agricultural lands in the western and northern portions of the Region, and undeveloped land in the southeastern portions of the Region that can contribute toward the well-being of the residents in that area.

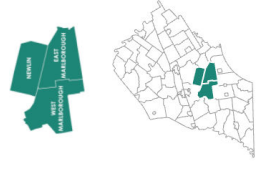
Open space, and by association the natural resources it protects, provides a variety of societal benefits to the region and its residents. Permanently protected open space can protect scenic vistas, provide opportunities for passive recreation and respite, and can provide ecosystem services such as carbon sequestration and flood storage. More specifically, protecting natural resources such as woodlands through the acquisition of open space provides habitat to a variety of wildlife, helps regulate local climates, provides pollination services for local farmland, protects our water resources, holds erosion sensitive soils in place, and captures and filters pollutants. Appendix C contains an inventory of the natural and agricultural resources throughout the Unionville Region.

Given that our natural systems represent a web of interconnected ecosystems and habitats that do not conform to jurisdictional boundaries, planning at the multi-municipal level, as the Unionville Region has chosen to do, provides significant benefits. Planning regionally, natural resources and open space preservation can



Protected Lands

Unionville Regional
Comprehensive Plan Update 2024



- US/ State roads
- Local roads
- Estimated tax parcels
- Unionville regional municipalities
- Streams
- Water bodies
- Agricultural easement (~2,337.6 ac. or 8.2% of twp.)
- Non profit institution (~630 ac. or 2.2% of twp.)
- Land trust ceased or owned (~13,556 ac. or 47.7% of twp.)
- HOA open space (~616 ac. or 2.2% of twp.)
- Existing public parkland and municipal land (~104 ac. or 0.4% twp.)



Data Source: Base Data from Chester County GIS Department, 01/2022
Protected Lands data from Chester County GIS Department, 07/2022

Map Created: November 4, 2019
Last Revised: 10/29/2024 3:19 PM

Map 3-1 Protected Lands Map

be considered more holistically and at broader regional scales that can be beneficial for the resource and the societal benefits they provide.

Acquisition of open space can take many forms, whether through the placing of conservation or agricultural easements on privately owned land, through in fee acquisition by government or non-profit entities, or through regulatory efforts in the zoning and land development process and ordinances at the municipal level. The specific goals of the landowner or third party entity will likely influence the approach and tool taken to protect the open space and associated natural resources. The Region benefits greatly from having multiple non-profit organizations (Brandywine Conservancy, Natural Lands, and Brandywine Red Clay Alliance) that are active in open space preservation and that can assist in furthering the preservation goals of the Unionville Region.

However, challenges exist. Once land is preserved, it requires stewardship, and faces threats from climate change, invasive species, harmful pests and diseases, excessive deer browse, and the impacts of land use practices on adjacent lands. In addition, given the critical functions that our natural resources and open spaces provide, comprehensive policies, local, state, and federal regulations, and sound stewardship practices are essential to maximize their potential, enhance their protection and/or restoration, and appropriately steward them so the same benefits can sustain future generations in the same manner.

Overall Regional Planning Considerations

- Continue to focus development away from critical natural and agricultural resources, at both a regional level and at the tract level through the regulatory process of zoning and land development.
- Evaluate and prioritize land preservation opportunities to ensure efforts are strategically focused to provide the greatest benefit (see Appendix C for an analysis of natural resource and agricultural resource priorities).
- Close critical open space “gaps” that will protect and enhance ecosystem services, existing greenways, and scenic viewsheds.
- Recognize the importance of natural resource areas and individual private lot stewardship (including the implementation of Green Stormwater Infrastructure projects) for mitigating the impacts of climate change.
- Seek opportunities to enhance or restore existing natural resource areas through active stewardship, including, but not limited to, the closing of riparian woodland gaps through reforestation, especially in headwater areas.
- Encourage the use of native plants and the removal of invasive species.
- Ensure equitable access to open space for passive recreation and the health and wellbeing of area residents.

Open Space Goals and Strategies:

Goal 1: Continue to actively pursue the preservation of important unprotected open space to protect critical natural and agricultural resources, strengthen area greenways, help mitigate the impacts of climate change, provide for passive recreation, and ensure the protection of scenic viewsheds and the region's rural character.

Strategies:

- 1-1 Adopt or update municipal Official Maps to reflect the open space preservation goals of the municipalities and this plan.
- 1-2 Work with local land trusts to coordinate with owners of larger undeveloped parcels to educate them on the benefits of open space and opportunities to protect their land.
- 1-3 Unless recently done, develop or update each municipality's Open Space, Recreation, and Natural Resources Plan.
- 1-4 Ensure each municipality's regulatory ordinances include stringent, up-to-date natural resource protection provisions, including limiting woodland removal, requiring the protection of specimen trees, that replacement of trees be required if more than a specified area or number of trees are removed, requiring the restoration of wooded riparian areas, and limiting development in highly sensitive areas such as steep slopes, surface waters, interior woodlands, wetland and riparian buffer areas, areas of core habitat, and floodplains.
- 1-5 Through the acquisition of conservation interests, regulatory mechanisms, and

the land development process, work to establish interconnected wildlife and greenway corridors to protect existing habitats and maintain connections between important natural areas.

- 1-6 Consider aspects of equity, justice, diversity, and inclusion in open space acquisitions.
- 1-7 Actively seek grant funds to leverage municipal funds for the acquisition of conservation interests.
- 1-8 Consider the creation of a Regional or municipal level Open Space Committee to help guide the future acquisition of conservation interests.

Goal 2: Provide guidance on the exemplary stewardship of natural resources and open space and the benefits they provide to the area's residents.

Strategies:

- 2-1 Educate woodland owners on the long-term stewardship of woodland resources, including the identification and removal of invasive species.
- 2-2 Promote and encourage the use of best management practices on agricultural lands to prevent soil erosion, protect the areas waterways, and minimize impacts on adjacent properties.
- 2-3 Seek opportunities to reestablish woodlands along riparian areas currently devoid of woodland cover.
- 2-4 Work with local land trusts and county and state government agencies to provide educational and promotional materials and events to property owners (including HOA's) on the appropriate stewardship of natural resources and backyard habitat.

- 2-5 Conduct a regional feasibility study and assessment of Green Stormwater Infrastructure opportunities
- 2-6 Assess any landscaping plant guide lines in municipal code to ensure they promote only climate resilient species, actively encourage the use of native species, and that planting a diversity of species is encouraged.
- 2-7 Seek opportunities to promote exemplary examples of habitat restoration and stewardship, such as low-mow areas, the installation of rain gardens, reforestation and tree planting activities, the planting of native plants, and removal of invasive species on municipally held lands to educate and demonstrate to landowners the environmental and societal benefits of these activities.

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Historic barn along Green Valley Road.

Introduction

Historic resource protection helps to preserve a community's character and a sense of place. It also makes the Unionville Area a desirable place to live and provides a high quality of life for its residents.

The Unionville Area's rich history is rooted in not just its built resources but its entire rural landscape. This includes structures, ruins, bridges, walls, mill races, barns, outbuildings, and the land itself. Historic preservation and land conservation efforts in this region go hand in hand. Land conservation has assisted in preserving the usefulness of the area's historic structures, ensuring that the area stays rural for generations to come. The interplay between historic preservation and land conservation is a unique case study that is worthy of further exploration.

The Unionville Area has several National Register sites and districts (see Map 4-1),

but from a federal perspective, listing on the National Register provides no protection to historic resources. Municipalities play the most integral role in ensuring historic resources are protected long-term. All Unionville Area municipalities have made strides in protecting their historic resources and there are options to provide additional measures while still giving incentives and flexibility for landowners.

Beyond the regulatory measures to protect Unionville Area's historic resources, there are opportunities to think holistically about Unionville Area's history and how to interpret it for public consumption. The existence of the East Marlborough Historical Commission and the Newlin Historical Society, as well as other entities such as the Chester County Planning Commission and the Chester County Historic Preservation Network, provide the opportunity for partnership. Collaborations between these entities to develop regional narratives, along with the ability to connect historic resources into a possible physical network sites,

trails and parks could provide interpretation and recreation opportunities for the public to embrace the Unionville Area's unique and important history.

Education is key for residents to understand the importance of historic resource protection, and the townships' historic groups and commissions have the ability to serve as the technical assistance arm to assist property owners in making the right decisions when it comes to altering historic structures. They can serve as education and outreach ambassadors and can put together resources for landowners to steward their properties, such as tutorials for window glazing, technical services briefs for restoration, and providing lists of contractors that do historic preservation work. Being able to proactively work with landowners so they understand the importance of historic resources on the front end will create the best outcomes for historic resource protection in the region.

Overall Regional Planning Considerations

- Support the concept that historic resources are more than buildings – they can also be districts, sites, structures, or objects.
- Embrace the importance of the Unionville area's cultural landscape. It is a region of rich agricultural land and significant sites in the Brandywine Battlefield. These landscapes serve as important character defining features of the area.
- Recognize that 50 years is the threshold for historic resources, which is now up to 1974, and consider any significant resources or themes from this period as the region implements its historic preservation strategy. One watershed moment is the King Ranch conservation project

(1984), which by the end of this comprehensive planning period (2034), will be 50 years old. There may be opportunities to protect the region's important landscape through more recent historic events.

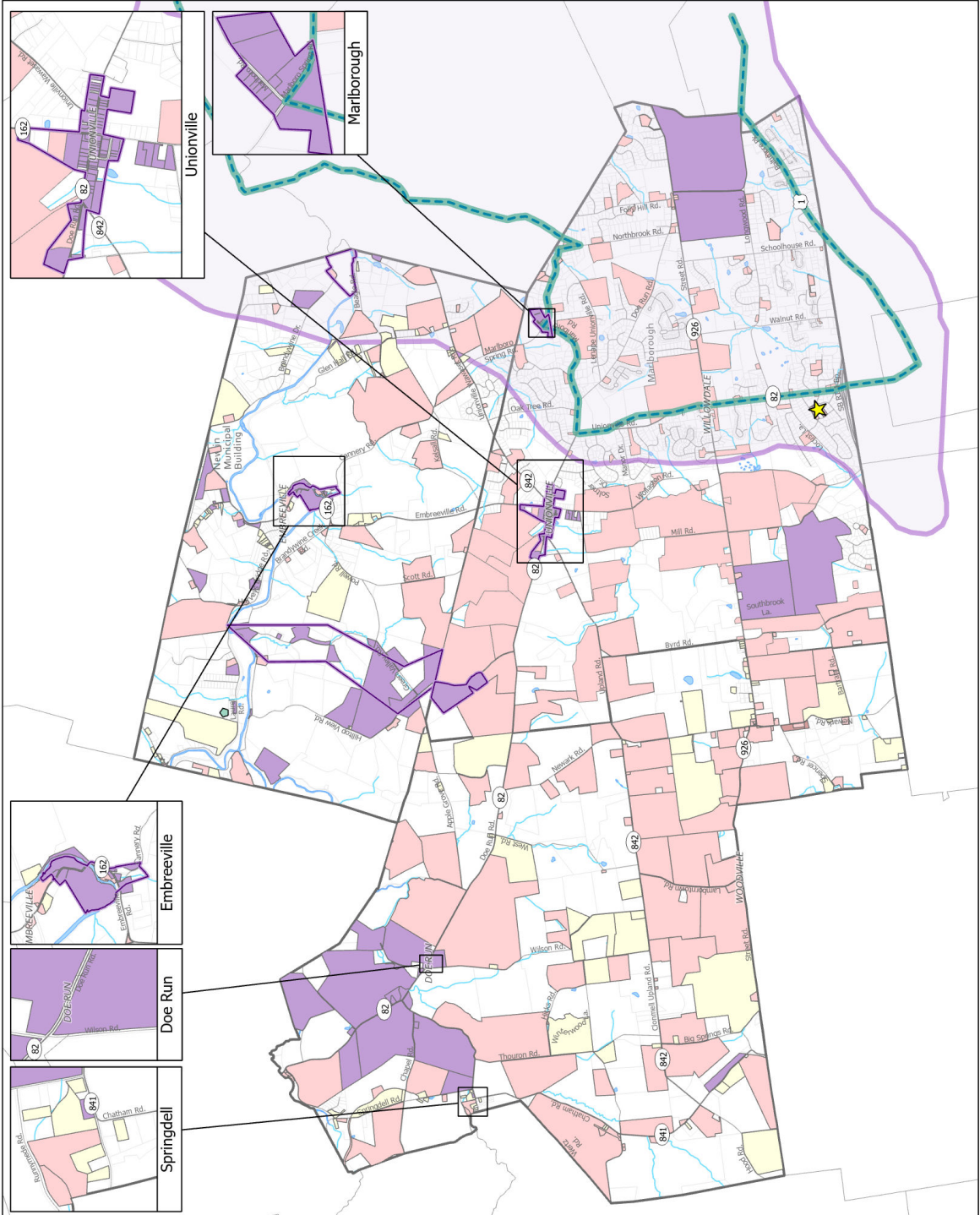
- Uphold historic preservation as a form of sustainable development by promoting and creating incentives for rehabilitating and adaptively reusing historic buildings. It maximizes existing materials while preserving a community's identity and sense of place. It also preserves expensive infrastructure and reduces waste.
- Recognize the important link between historic preservation and economic development. The reuse and rehabilitation of historic structures enhances real estate values. It also drives heritage tourism, which supports the region through increased recreation and visitation to local businesses, creating a thriving community.
- Endorse educational opportunities to inform the community of the importance of the region's historic resources. Education is key for the community to embrace and proactively preserve the area's historic resources. It helps create a sense of identity and pride.

Historic Resource Plan Goals and Strategies

Goal 1: Preserve the historic and cultural integrity of the Unionville area and encourage the reuse of its historic resources.

Strategies:

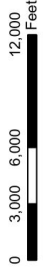
- 1-1 Maintain and update the list of the region's historical and cultural resources and districts.



Historic Resources
 Unionville Regional
 Comprehensive Plan Update 2024



- Estimated tax parcels
- Streams
- Water bodies
- US/ State roads
- Local roads
- Adjacent municipalities
- Unionville regional municipalities
- Historic cemetery
- National Historic Landmark
- Local historic district
- Battle of the Brandywine Troop Placement
- Brandywine Battlefield Preservation Plan Boundary
- Historic resources
 - Class 1
 - Class 2
 - Class 3
 - Other



BRANDYWINE CONSERVANCY
 Data Source: Base Data from Chester County GIS Department, 01/2022
 Protected Lands data from Chester County GIS Department, 07/2022
 Map Created: November 4, 2019
 Last Revised: 10/30/2024 9:27 AM

Map 4-1 Historic Resources Map

- 1-2 Evaluate existing zoning ordinances to determine if regulations are effective with current development trends.
- 1-3 Investigate opportunities in partnership with landowners to identify and protect historic properties of exceptional value through the National Register of Historic Places process.
- 1-4 Investigate the Certified Local Government program outside of East Marlborough to further support and fund the protection of the area's historic resources.
- 1-5 Actively protect portions of the Brandywine Battlefield that have been identified through the county's planning efforts.
- 1-6 Encourage and facilitate the use of State and Federal preservation tax incentive programs in development projects.

to provide easy access to guides and resources to help steward their historic properties.

- 2-4 Further develop offerings on the area's existing historic-related websites and social media pages to provide greater access to local history, maps, and information, and use it as an outlet to garner support and interest from the public to learn about and protect community historic resources.

Goal 2: Broaden educational and outreach efforts about the Unionville Area's historic resources to build community awareness and support for their long-term protection.

Strategies:

- 2-1 Continue to develop educational programming by leveraging community partners to highlight Unionville Area's history.
- 2-2 Explore the possibility of regional interpretation efforts, ranging from virtual interactive mapping tools through ArcGIS StoryMap to integrating historic interpretation within a connected network of open space preservation, parks, and recreation.
- 2-3 Develop a technical assistance tool box for historic property owners



A locally-owned business in Unionville village

Introduction

This chapter presents the Guiding Growth plan for the Unionville Region for the next 10 years. The Guiding Growth concepts and goals outlined in this chapter are consistent with the four other Key Issues addressed by this Comprehensive Plan update, as well as the Future Land Use Map depicted in Chapter 2. In addition, the Guiding Growth goals are consistent with the recommendations of Chester County's Comprehensive Plan, Landscapes³, as well as the Delaware Valley Regional Planning Commission's 2030 Plan for the Region.

Growth Opportunities

Potential nonresidential and commercial Growth Areas are centered primarily around Unionville, Willowdale, and the Route 1 Corridor, in the Village Mixed-Use and Commercial Future Land Use areas depicted on Map 2-2 in Chapter 2. Within these areas, incremental and scale appropriate infill development could

help to diversify these centers. Adaptive reuse of existing buildings (including historic buildings) could also provide new opportunities for growth.

Map 5-1 depicts a 3-mile and 5-mile service areas from the center of Willowdale Village, which are appropriate to provide local services that serve an approximately 3-mile service area, and neighborhood services that serve an approximately 5-mile service area. These service areas mainly serve the southeastern portion of the Region, radiating into parts of the northern and western portions of the Region. An 8-mile service area is depicted from the center of the Route 1 Corridor, which is appropriate to provide Regional Services within this service area. This service area also serves the majority of the Region with regional services.

As described in Chapter 2, the Site-Sensitive Suburban and Village Mixed-Use Future Land Use areas provide opportunities for modest residential growth that complements existing

and adjacent land uses, while also providing community services such as parks, schools, and recreational opportunities that are accessible via a connected network of trails (see Chapter 6).

According to the Chester County Planning Commission’s Landscapes Map (see figure 5-1), the south and east portions of East Marlborough Township are designated as a Suburban Growth Area. The western portion of East Marlborough, West Marlborough, and Newlin Townships are designated as Rural or Agricultural Rural Resources Areas. In addition, the Delaware Valley Regional Planning Commission (DVRPC) map titled: “2030 Land Use Plan” depicts portions of East Marlborough as Existing Development and an area designated for Future Growth. The areas designated as Suburban Growth Area and Future Growth Area in those two maps are in sync with the growth opportunity areas described above.

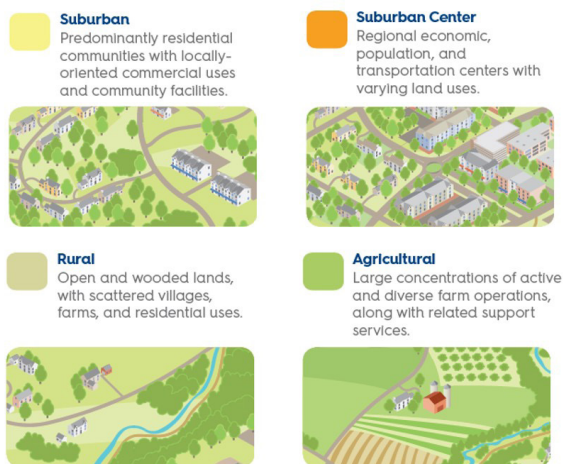
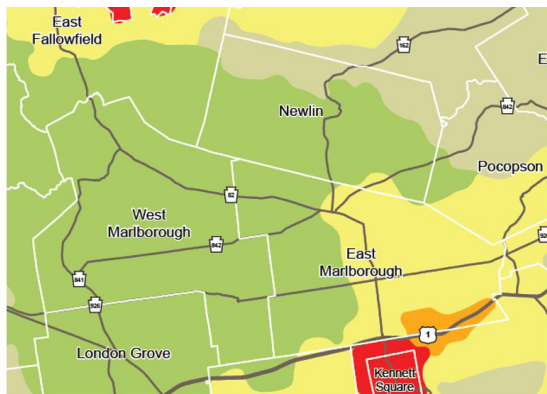


Figure 5-1 - Landscapes Map, Chester County’s Comprehensive Plan, Landscapes3

Overall Regional Planning Considerations

- Allow for growth in appropriate areas of the Region, which helps both support and maintain the rural character of the rest of the Region.
- Given changing patterns of brick-and-mortar commercial retail activity by consumers, ensure existing commercial areas and local services remain viable by providing flexibility and adaptation opportunities in Township ordinances.
- Enhancing commercial areas through pedestrian connectivity from adjacent neighborhoods, integrating community focused public spaces, improved street-scaping, and green stormwater infrastructure projects can provide assistance in keeping commercial areas viable, as well as providing additional community benefits.
- Promote context-sensitive development and redevelopment to preserve the community character, sense of place, and historical roots.

Service Areas

Unionville Regional
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Service area radius

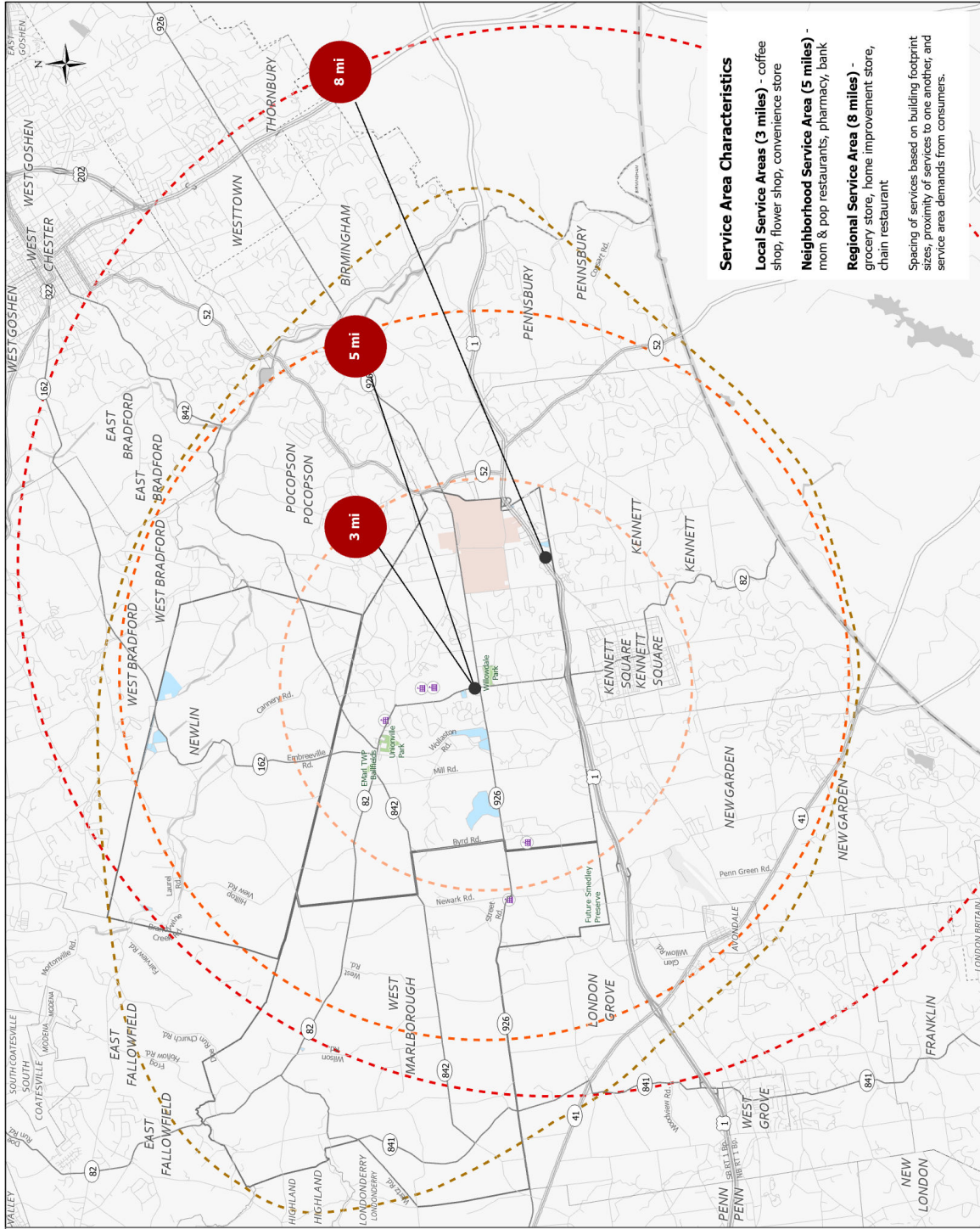
- 3 Miles
- 5 Miles
- 8 Miles

Adjusted Service Area (based on surrounding road network and development areas)

- Schools
- Unionville regional municipalities
- Adjacent municipalities
- US/ State roads
- Local Rt
- Public parkland
- Municipal land
- Longwood Gardens
- Adjacent municipalities



Data Source: Base Data from Chester County GIS Department, 01/2022
 PSU Office of Physical Plant, County of Chester
 data.ppa.gov, Esri, TomTom, Garmin, SafeGraph,
 Geotechnologies, Inc., METI/NASA, USGS, EPA, NPS,
 Map Created: 12/27/2022
 Last Revised: 10/29/2024 1:38 PM



Service Area Characteristics

Local Service Areas (3 miles) - coffee shop, flower shop, convenience store

Neighborhood Service Area (5 miles) - mom & pop restaurants, pharmacy, bank

Regional Service Area (8 miles) - grocery store, home improvement store, chain restaurant

Spacing of services based on building footprint sizes, proximity of services to one another, and service area demands from consumers.

Map 5-1 Service Areas Map

Guiding Growth Goals and Strategies:

Goal 1: Protect the principal land use of farming in the region, so that the agricultural heritage and prime farmland soils (Class I, II, and III soils) of the area can be maintained and agriculture can remain economically viable.

Strategies:

- 1-1 Support agriculture as a primary land use to ensure that it remains a viable commercial enterprise in the region.
- 1-2 Support secondary agricultural businesses and Community Supported Agriculture (CSAs) as viable commercial enterprises in the region.
- 1-3 Continue to work with landowners and land conservancies to promote resource protection programs and the placement of agricultural and conservation easements that will protect farming as the principal land use in the Region.

Goal 2: Achieve holistic and sustainable growth by providing growth opportunity areas and capitalizing on existing assets.

Strategies:

- 2-1 Undertake a comprehensive Village Master Plan for Unionville Village that seeks to preserve and enhance the small commercial center and local services, its scale, and sense of place, including protecting and promoting its historic roots and character, while also addressing issues of traffic, parking, stormwater, pedestrian connectivity within the village and to local amenities, and creating a safe and attractive environment (both built and natural) for residents and visitors.
- 2-2 Provide lower intensity infill opportunities in the Village of Willowdale and the Village of Unionville, to promote and provide for small scale commercial opportunities.
- 2-3 Continue to support commercial oppor-

tunities in the Baltimore Pike/Business Route 1 Corridor.

- 2-4 Enhance properties with frontages along Baltimore Pike/Business Route 1 Corridor to continue to provide infill and redevelopment opportunities, in sync with existing development, existing road infrastructure, and existing utilities infrastructure.
- 2-5 Manage and control new development by directing development to those areas with infrastructure systems in place, and that are capable of handling new development.
- 2-6 Promote continued sidewalk and cross walk linkages in the Baltimore Pike/Business Route Corridor, to improve pedestrian connectivity.
- 2-7 Promote continued sidewalk and cross walk linkages along Route 82, to better connect the Villages of Willowdale and Unionville.

Goal 3: Enhance commerce within existing and future service areas.

Strategies:

- 3-1 Support Willowdale as the central Village node for the three-municipality subregion.
- 3-2 Strengthen the diversity for shopping, working, and living in the Baltimore Pike/Business Route 1 Corridor.
- 3-3 Maintain interrelationships between the Unionville Region municipalities, with Pennsbury and Kennett Townships, and with Kennett Square Borough.
- 3-4 Fill gaps within the existing 3-mile Local Service Area of Willowdale to increase the opportunities to meet consumer needs close to home.
- 3-5 Support the Willowdale Service Area to continue to promote opportunities for the Neighborhood Service Area, up to 5-miles in the next 10 to 20 years.

- 3-6 Support the Longwood Crossing node along Baltimore Pike as a Regional Service Area, serving up to 8-miles.
 - 3-7 Develop policies that allow for non-residential growth to occur in appropriate growth areas.
- Goal 4: Implement effective growth management mechanism.

Strategies:

- 4-1 Determine alternatives and options for future development in the Region such as in-fill development, redevelopment, and utilizing second floors of buildings for dwelling units.
- 4-2 Create TND-Traditional Neighborhood Development Overlay Districts for the Villages of Willowdale and Unionville to encourage smart growth policies that encourage compact, walkable neighborhoods, quality architecture, and the preservation of open space and farmland. Utilize Written & Graphic Design Standards to help guide growth to achieve context-sensitive and historically sensitive development and redevelopment, as well as to promote streetscape and pedestrian amenities.
- 4-3 Create a Baltimore Pike Corridor Overlay District, to help ensure quality development and redevelopment by utilizing a Manual of Written & Graphic Design Standards to guide growth.
- 4-4 Evaluate the Permitted Uses, and the Area & Bulk Regulations in the Village of Willowdale. Consider refining the regulations to be more in sync with existing and planned future conditions in Willowdale.
- 4-5 Create land use policies that promote pedestrian friendly environments and utilize village planning principles for new developments when practical.
- 4-6 Consider creating a multi-municipal TDR – Transferable Development Rights program.

Housing

In Pennsylvania, Comprehensive Plans are required to include a Housing Plan, per the Municipalities Planning Code (MPC), Section 301. A Housing Plan should outline strategies to meet the housing needs of present residents and those anticipated to reside in the Region. The Plan may include elements related to the conservation of existing housing, rehabilitation of housing and accommodations of expected new housing in different dwelling types for all households. The MPC further states in Section 604 that Zoning must provide for the use of land for residential housing of various dwelling types encompassing all basic forms of housing, including the specific housing types of single-family and two-family dwellings, a reasonable range of multifamily dwellings in various arrangements, mobile homes and mobile home parks.

Planning Considerations

Current Residential Development & Housing Stock in the Unionville Region

Most of the residential land use is located in the southern portion of the Unionville Region, located near the Village of Unionville and Willowdale and the Route 1 Corridor.

The DVRPC’s map titled: “2030 Planning Areas” designates East Marlborough as a Growing Suburb, and designates West Marlborough and Newlin as Rural Areas. Growing Suburbs are described as communities that will experience or are forecasted to experience additional growth, including employment and retail.

Potential Growth and Development in the Unionville Region

The Region is located less than 10 miles from the major metropolitan area of Wilmington, Delaware within New Castle County to the south. The Region is situated approximately 25 miles southwest of Philadelphia, Pennsylvania, and even closer to the populous suburbs of Delaware County. The area is served by several transportation routes, particularly Route 1, but roads such as Routes 82, 926, and 52 also allow for good access to employment centers.

It is projected that the rate of population change from 2015 to 2045 will increase by 40.53% in East Marlborough Township, 22.79% in Newling Township, and 5.48% in West Marlborough Township, for an estimated growth of 12,766 residents by 2045. The Unionville Region also saw an increase of 229 total housing units between 2010 and 2020, growing by 6.4%. Therefore, it is concluded that based on such projected growth, and the Region's location, it is in the path of future growth. (See Appendix A for more information on Regional Demographics.)

Land Use Compatibility

The Unionville Region promotes compatibility of land uses through the Zoning Districts designated in each of the three Townships, and on related buffering and screening/landscape standards. These standards could be re-evaluated to help ensure preferences for greater land use compatibility. The intensity of future uses should be in keeping with existing residential land use intensity. Therefore, smaller scaled buildings and smaller scaled land developments are preferred, and not big box buildings, which would be incompatible with the existing building fabric of the Townships in the Region.

Housing Types: Affordability, Diversity & Accessibility

The median sales price for homes in Unionville Region has increased over the last decade, and the median housing cost is higher compared to the countywide median, while the median rent was slightly below the County average. Most housing units in the Unionville Region are single-family detached dwellings, that constitutes approximately 86% of the housing stock. Single-family attached units make up approximately 11% of the housing stock. The remainder of the housing stock is made up of multi-family units and mobile home units. The Unionville Region is aware of its obligation under the Fair Housing Act to permit housing opportunities for all people, including members of the protected classes. Those classes include race, color, national origin, gender, religion, disability, and familial status (the presence of children under 18 in the household). Under current conditions and future land use recom-

mendations, this analysis found that the Unionville Region provides for a reasonable mix of housing types.

Housing Goal and Strategies

Goal 1: Provide sufficient land and opportunities for all basic forms and types of housing in order to provided for diverse population groups in the community.

Strategies:

- 1-1 Ensure the Zoning provisions promote a balance of housing forms and types in the Region in order to provide varied housing opportunities.
- 1-2 Evaluate Ordinances to better enable sustainable neighborhood design in order to provide: a variety of housing options; open space within communities for recreation, scenic views, and natural resource protection; and other appropriate uses.
- 1-3 Evaluate Township Ordinances to ensure appropriate mixed-use development provisions, including: building placement, building scale, street and pedestrian network, and public space.
- 1-4 Determine viable opportunities for small-scale housing types in order to accommodate incremental growth, including ADU-Accessory Dwelling Units, Granny Flats, Dwellings above Garages, etc., and evaluate Ordinances to enable such housing types.

Economy

The Economic Plan is based on the objective of creating a strong local economy, which will directly benefit the welfare of the residents of the Unionville Region. The agricultural sector is of great importance to the economy of the Region, but other employment and business opportunities contribute to the overall economy of the Region and are needed to keep the Region stable and well balanced.

Planning Considerations

Supporting and maintaining the rich agriculture economy and heritage

The agricultural operations and businesses in the Unionville Region are extensive and varied, ranging from breeding and training of world class race and sport horses, to the growing of domestic and exotic mushrooms, organic fruit and produce. The former King Ranch holdings in the region have left a tradition of beef cattle farming with accompanying hay and crop production. The Unionville Region is a nationally recognized center for the horse industry. It is home to multiple Hall of Fame and Eclipse award winning horse trainers for both flat racing and steeplechase racing. The Region also has private training centers or farms for multiple Olympic and United States Equestrian Team champions. Training farms for these horses utilize hundreds of acres and employ a large number of individuals in supporting trades. Due to the rolling open hills, many large- and small-scale horse breeding operations are located within the Unionville Region. Additionally, there are multiple courses for racing and other equestrian events, riding clubs, polo groups, and bloodstock agents. The region is also home to the University of Pennsylvania's School of Veterinary Medicine, Widener Hospital for Large Animals at New Bolton Center.

The mushroom industry has historically been a major agricultural industry in the region. Agricultural operations in all three Townships either grow mushrooms or produce substrate for the growth of mushrooms in the region.

There are also a number of unique and economically important smaller agricultural businesses in the Region. These agricultural businesses produce a wide variety of locally grown foods. Some examples include Barnard's Orchard and Greenhouses, Inverbrook Farm C.S.A., Stargazers Vineyard, Highland Farm, Buffalo Run Farm, Buck Run Farm, and Green Valley Farm. Many of these growers and producers continue to be at the forefront of the County's "Buy Fresh Buy Local" movement. Therefore, the Region should continue to support local farmer's efforts to produce food and the places where food is made available to the Region.

Commercial and Industrial

The three municipalities in the Region are very close to three of the Employment Centers in the Delaware Valley as defined by DVRPC25. The southern border of East Marlborough is part of one of the employment centers, while West Marlborough and Newlin are located to the north of the closest centers. Employment Centers are defined as "integrated, concentrated areas of non-residential development that share transportation and land use linkages, have at least 500 employees, and have an employment density of at least .5 employees per acre". These centers exist largely due to such factors as demand for their services, proximity to transportation routes and modes, the availability of necessary utilities, and a skilled labor force. The nearby centers to the Unionville Region include Kennett Square-Route 1; Route 41 Avondale; and West Grove-Kennett Oxford bypass centers. In addition, the West Chester; Coatesville-Thorndale; Downingtown-Exton; and Route 202-Painters Crossroads are employment centers that are within an easy commute for residents. Philadelphia, Montgomery County, and Delaware County are comprised of multiple employment centers, some of which have relevance to the Region as a location for employment. The growth of suburban employment centers such as the ones noted above are reflective of trends of jobs migrating away from more urbanized areas and into the suburban areas.

The Route 1 and West Grove employment centers are characterized as primarily "service" sectors, which is the category in which most of the other centers in southeastern Pennsylvania have been placed. The Route 41/Avondale center is best characterized as an "agricultural" center.

In addition, there are more localized areas of employment found in the Region including Unionville, Willowdale, Stone Barn area (Stone Barn restaurant and banquet hall), and the Village of London Grove (Petraghani Brothers marble and tile).

The Unionville-Chadds Ford School District is the largest employer in the Region. Longwood Gardens and New Bolton Center are important institutional employers providing a wide range of job opportunities. However, there is no one

employer to which the economic well-being of the Region is tied, which is very beneficial for the viability of the local varied economy.

Employment and Income Characteristics (Commercial and Industrial)

The occupations of employees within the Unionville Region are primarily professional, service, and management related occupations. This is reflective of the suburban development found in the Region. The Agriculture in the Region is less labor intensive than in the past and contributes less than 5% of the employment. The median household income for the Unionville Region is slightly higher than the County average, and there are fewer households below the poverty level than the County average.

Economic Goals and Strategies

Goal 1: Encourage a diversity of economic opportunities that are appropriate to the land use, demographics, and infrastructure of the Region.

Strategies:

- 1-1 Support agriculture as a business that supports the economy of the Region.
- 1-2 Encourage and support agriculture related businesses such as community-supported agriculture (CSAs), farm markets, and on-farm retail.
- 1-3 Support sustainable economic development, which is important as a means to provide a reasonable source of jobs and residential opportunities for the community by encouraging regional employers to maintain jobs within the Region.
- 1-4 Continue to rely on surrounding urban centers like Kennett Square Borough, and West Chester Borough as principal areas of commerce in the broader region, while recognizing the need to satisfy local and neighborhood services to address the daily needs of residents in the Unionville Region.
- 1-5 Commercial development should utilize Village planning concepts whenever

feasible, to provide a scale and character of development appropriate to the Unionville Region. Village concepts include small compact centers, often near crossroads and often on smaller lots with architecture consistent with the region's heritage.



Adirondack chairs on the patio of the Lenfest Center offer a view across ChesLen Preserve

Introduction

Given the areas open space, the Unionville Region is blessed with exceptional opportunities for passive recreation with areas such as ChesLen Preserve (owned by Natural Lands), the Laurels Preserve (open to members of the Brandywine Conservancy) and Unionville Park (see Map 6-1). These locations offer hiking, bird watching, horseback riding, and nature play for children. In addition, nearby municipalities contain additional popular passive recreational opportunities at the Myrick Conservation Center, Anson B. Nixon Park, and Stroud Preserve.

While active recreational opportunities are less widespread in the Unionville Region, East Marlborough Township does own both softball and baseball facilities, primarily for use by the Unionville Recreational Association (URA). In addition, a small playground is located at Unionville Park. With three Unionville-Chadds

Ford School District Schools in the Township, there is also access to a wide variety of active recreational facilities outside of school hours and when not in use for student activities, including a running track, tennis courts, basketball hoops, additional play structures, and an artificial surface for field sports such as soccer and football. East Marlborough's recently completed Open Space, Recreation, and Environmental Resources (OSRER) Plan contains a full inventory and overview of recreational facilities in East Marlborough.

The recent acquisition of the future Willowdale Park near the intersection of Route 82 and 926 by East Marlborough Township offers further opportunities to provide passive and active recreational facilities, as well as a community gathering space for local neighborhoods and public events. While not within the Unionville Region, two other future public parks in nearby communities (Embreeville in West Bradford Township and the former Loch Nairn Golf Club

grounds in New Garden Township) will nonetheless help serve the Region given their proximity to the Unionville area. While the former Loch Nairn Golf Club grounds are anticipated to be primarily for passive recreation (a Master Planning process is currently underway) the Embreeville site is anticipated to include a mix of passive and active recreation, as well as additional resources for recreational programming through team sports.

Recent trail planning activities in the region include the Southern Chester County Circuit Trail Feasibility Study and the Planning Kennett Connections Plan. Together, these plans provide a comprehensive overview of local and regional trail opportunities that will help serve the residents of the area by providing an active transportation network that connects residential neighborhoods to local and regional employment and commercial centers, places of interest such as Longwood Gardens, and local parks. Working with regional stakeholders, partners, and neighboring municipalities, efforts should focus on prioritizing the recommendations contained in these plans that would increase trail connectivity in the greater region.

Access to passive and active recreational facilities (including multi-modal opportunities for transportation) and programming that are accessible and free to the public provides a variety of social and wellbeing benefits to area residents, including bolstering community connectivity, lessening our reliance on motorized forms of transportation, improving public health, and providing valuable community open space.

Overall Planning Considerations:

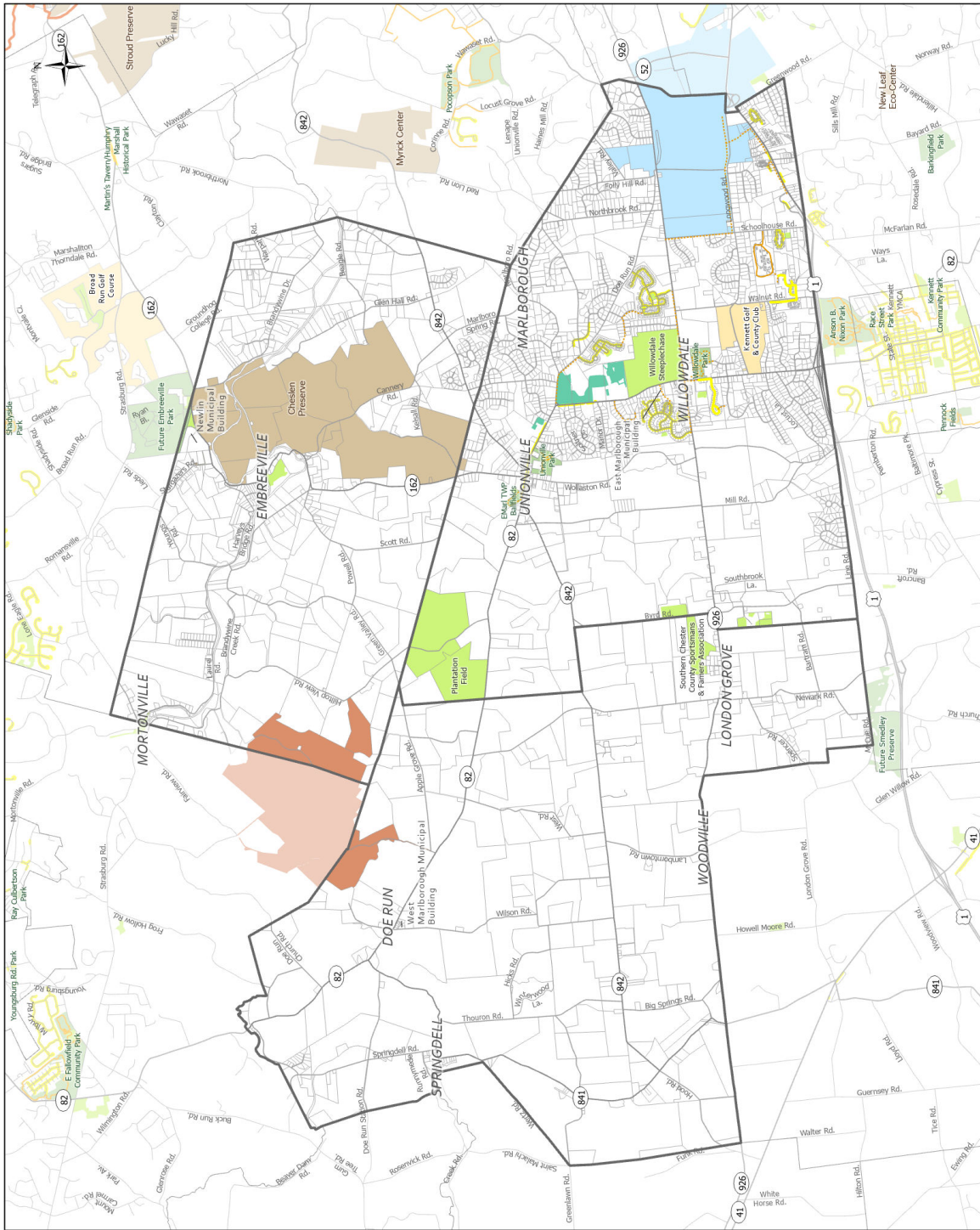
- Survey results and the Community Visioning workshop suggest residents are more interested in passive (walking/nature trails) than active (soccer fields, etc.) recreation. However, this may not reflect the wishes of the younger generations, who may not have completed the survey or attended the community visioning session.
- Bicycle trails also scored highly when asked what recreational facilities respondents would like to see.
- There's a strong desire for bicycle/pedestrian trails that connect neighborhoods to local park and recreation facilities, including a trail link from Unionville to ChesLen Preserve.
- Local organizations, such as the URA and YMCA, offer a broad suite of recreational programming and, in the case of the YMCA, expansive facilities, too. However, access to these facilities and programs are fee-based, which may provide a barrier for some members of the community.
- The population of the area is aging – facilities and any programming should be cognizant of the area's changing demographics.
- Equitable access for all abilities should be considered in future parks and recreation offerings and facilities.

Coordinated Parks and Recreation Goals and Strategies:

Goal 1: Provide a range of safe, well-maintained active and passive recreational facilities for all abilities, ages, and interests.

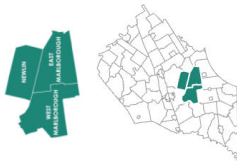
Strategies:

- 1-1 Evaluate opportunities to expand on existing parkland and facilities by ac-



Recreational Facilities

Unionville Regional
Comprehensive Plan Update 2024



- US/ State roads
- Local roads
- Estimated tax parcels
- Unionville regional municipalities
- Adjacent municipalities
- Sidewalks
- Planned bike route
- Existing bike route
- Existing trails
- Planned and proposed trails
- Regional Circuit Trails
- School district recreational facilities
- Golf course
- Nature preserves
- Private preserves
- Longwood Gardens
- Public parkland
- Private recreation facilities



Data Source: Base Data from Chester County GIS
Department, 01/2022

Map Created: 12/27/2022
Last Revised: 10/29/2024 1:41 PM

Map 6-1 Recreational Facilities Map

- quiring adjacent properties or trail easements.
 - 1-2 Complete a comprehensive Master Plan for the new Willowdale Park (consider pairing this effort with a simultaneously prepared Master Plan for the URA ballfields) that involves in-depth public input and seek funding to engineer and construct the Plan's recommendations.
 - 1-3 Explore opportunities to expand park land and recreational facilities for neighborhoods and residents east of Route 82.
 - 1-4 Adopt or update municipal Official Maps to reflect the community's future park and recreation goals.
 - 1-5 Work to implement the Parks and Recreation recommendations in the 2021 East Marlborough Open Space, Recreation, and Environmental Resources Plan.
 - 1-6 Coordinate with neighboring municipalities and the local school districts to ensure a comprehensive suite of recreational facilities are provided for area residents while also avoiding unnecessary duplication.
- Goal 2: Increase the availability of a safe pedestrian, equestrian, and bicycle trail network that connects residents to community parks, nature areas, local schools, and local commercial centers.
- Strategies:
- 2-1 Adopt or update municipal Official Maps to reflect the active transportation network goals of the community.
 - 2-2 Continue to have representation and engagement with the Regional Trail Committee with colleagues from New Garden Township, Kennett Township, and the Borough of Kennett Square.
 - 2-3 Work with municipal partners to implement the recommendations of the Planning Kennett Connections Plan.
 - 2-4 Ensure municipal codes contain provisions that enhance the trail connectivity of new or re-development projects wherever possible.
 - 2-5 Where applicable, communicate and coordinate with the Unionville-Chadds Ford School District to ensure any on-campus trail planning is consistent with broader community connectivity goals.
 - 2-6 Explore the feasibility of providing a safe pedestrian connection between Unionville, the residential neighborhoods along Route 842, and ChesLen Preserve.
 - 2-7 Strive to provide safe equestrian trail connections to and between areas of high use, such as The Laurels and ChesLen Preserve.
- Goal 3: Work with municipal, private, and non-profit institutional partners to provide recreational and well-being programming for residents.
- Strategies:
- 3-1 Continue to support and collaborate with the Unionville Recreation Association, KAU Little League, Southern Chester County Soccer Association, and the Kennett Area Park and Recreation Board to provide the Region's youth with active sports opportunities close to home.
 - 3-2 Coordinate with neighboring municipalities to expand recreational programming to the Region's residents and ensure any future recreational facility expansion or improvements complement existing facilities elsewhere.
 - 3-3 Explore opportunities to work with local

non-profit institutions to bring nature-based recreational programming to local park facilities, including the future Willowdale park.

- 3-4 Expand partnership opportunities with the Unionville-Chadds Ford School District to enhance recreational opportunities for area residents and students (see the 2021 East Marlborough Open Space, Recreation, and Environmental Resources Plan for a detailed list of specific recommendations).
- 3-5 Provide links to local recreational programming and services on municipal websites and share information on social media networks to educate and inform residents of local offerings.

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The Meadow Garden at Longwood Gardens

Introduction

Resiliency refers to a community's (or region's) preparedness and ability to plan for, adapt and react to the impacts we anticipate from climate change. Our resilience is also partly influenced by our ability to mitigate climate change by reducing our reliance on greenhouse gases, lowering the release of harmful emissions to the atmosphere. To this end, efforts to improve energy conservation and the conversion to fossil free sources of energy are important factors.

The increased frequency and severity of extreme weather events can have a significant impact upon municipal operations and facilities, public health and safety, our digital and physical infrastructure (including bridges, roads, and telecommunications), emergency response and services, the economic vitality of local businesses (including agricultural producers), housing and our built environment,

and our natural systems as changes in climate outpace the ability of our natural systems to adapt. From a planning perspective, our ability to be resilient and nimble when faced with these challenges is clearly of the utmost importance.

Regional Overview

With a mix of suburban and rural landscapes, the Unionville Region's character, economy, infrastructure and residents are unevenly impacted by climate. In addition, a large portion of the region's population is over 55, with a median age of 62. Those in early retirement and retirement age may have increased vulnerability from health complications associated with increased heat and extreme weather events. Additionally, climate can impact air quality for vulnerable populations, which leads to increased allergen levels (i.e., cases of allergies and asthma issues) and increased ground-level

ozone (i.e., respiratory illnesses and premature deaths).

According to the Environmental Protection Agency (EPA),

“Climate is the long-term average of the weather in each place. While the weather can change in minutes or hours, a change in climate is something that develops over longer periods of decades to centuries. Climate is defined not only by average temperature and precipitation but also by the type, frequency, duration, and intensity of weather events such as heat waves, cold spells, storms, floods, and droughts.”

Over the last several decades, the climate in the region has slowly shifted, becoming increasingly warmer and wetter (see Appendix D). Specifically, between 1970 and 1980, Unionville experienced an annual average temperature of 50.95°F compared to the average temperature of 54.80°F from 2010 to 2020. In addition to average precipitation and temperature, the region has experienced more frequent extreme weather events.

In recent years, the region has experienced record-breaking floods, damage from tornadoes, suffered from poor air quality, partly due to wildfires outside of the region, and endured a series of heatwaves. Figure 7-1 shows the risk for different hazards for Chester County as a whole (red = high risk, orange = moderate risk, and yellow = low risk) and whether the risk in the region’s municipalities is greater than (>), less than (<), or equal to (=) that for the County as a whole.

Risk for Chester County	Risk for Chester County																		
	Dam Failures	Drought	Earthquakes	Env Hazard/Hazardous Material Release	Env Hazard Gas and Liquid Pipelines	Extreme Temperatures	Flooding/Flash Flood/Ice Jam	Hurricane/Tropical Storm	Invasive Species	Nuclear Incident	Opioid Addiction Response	Pandemic and Infectious Disease	Radon Exposure	Structural Fire	Terrorism	Tornado/Windstorm	Transportation Accidents	Utility Interruption	Winter Storm
	1.3	2.5	2.2	2.9	2.6	2.7	3.2	2.1	2.8	1.9	3.1	3.1	2.3	2.2	2.8	3.1	2.4	3.5	2.7
East Marlborough Township	<	>	=	=	<	=	<	>	=	<	=	=	=	=	=	=	=	=	=
Newlin Township	>	>	=	<	<	=	>	=	=	=	=	=	=	=	=	=	>	=	=
West Marlborough Township	<	>	=	<	<	=	>	=	<	=	=	=	=	=	=	=	=	=	=

Figure 7-1 – Hazard Risk, taken from the Chester County Hazard Mitigation Plan (2021)

Flash flood events and stormwater runoff have become more frequent due to the increased intensity of rainfall events and additional impervious surfaces. Increased frequency of severe weather events and more gradual shifts in temperature and precipitation can significantly impact municipal infrastructure, such as roads and bridges, lead to more frequent power outages, and impact agricultural production. Intense storms, especially those that come after long periods of dry weather, can contribute increased levels of contaminants to our waterways, while increased temperatures can exacerbate the effects of air pollution. All these effects can impact the quality of life for residents.

To help minimize negative climate impacts such as extreme heat, increased flooding, and other extreme weather events on infrastructure, the local agricultural economy, and residents, this Comprehensive Plan Update highlights the municipal benefits of planning for resiliency. As defined by FEMA, the Federal Emergency Management Agency, “[climate] resilience refers to the ability to adapt to changing conditions and rapidly recover from disruptions due to emergencies.” The Unionville Region can continue proactive measures within municipal and regional planning efforts for the overall health of the economy and the community while considering safety and resilient infrastructure.

Resiliency Preparedness Goals and Strategies

Climate Resiliency

Goal 1: Ensure that the natural and built environment in the Unionville Region is well-positioned for climate resiliency now and in the future.

Strategies:

Planning

- 1.1 Consider developing a local climate action plan to assess emissions and areas of vulnerability in the Unionville Region. The Pennsylvania Department of Environmental Protection, in partnership with ICLEI – Local Governments for Sustainability’s offers a planning and technical assistance program to develop a free climate action plan.
- 1.2 Consider developing a comprehensive Sustainability plan to assess emissions, community vulnerabilities and sustainable nature-based solutions that can build community resiliency. A Sustainability Plan is a long-term planning document that guides communities towards becoming a more sustainable municipality. It provides an analysis of existing conditions, identifies deficiencies, determines actions and initiatives, and identifies resources for its implementation while addressing monitoring and evaluation techniques.

Natural systems

- 1.3 Partner with nonprofits and/or other governmental entities to ensure property owners have access to information and resources about riparian buffer and woodland restoration benefits, including programs that provide technical assistance, financial assistance, cost-sharing mechanisms, and free resources.

- 1.4 Conduct an assessment of vulnerable flood-prone areas and plan land use practices accordingly.
- 1.5 Identify species threatened by climate change, stay updated about other potential threats, such as pests and diseases, and develop a plan to replace or mitigate potential loss in the region.

Infrastructure

- 1.6 Limit to the fullest extent possible the addition of impervious surfaces and seek opportunities to replace existing impervious surfaces with green infrastructure to better manage and mitigate stormwater impacts on municipal facilities and the natural environment.
- 1.7 Identify and map critical stormwater issues in the region and seek solutions and funding to reduce stormwater and minimize or mitigate its impact on municipal facilities and the environment.
- 1.8 Acquire properties within flood-prone areas as opportunities arise (these could be added to a municipalities Official Map as future interests).
- 1.9 Install roadway gates to close off flood-prone intersections and roads during flood incidents and signage to warn motorists of closed roads.

Community Services and Municipal Operations

- 1.10 Seek Sustainable Pennsylvania Community Certification through the Pennsylvania Municipal League.
- 1.11 Evaluate public and private spaces that may offer cooling spaces during extended periods of extreme heat for those without air conditioning.
- 1.12 Throughout all township operations (including land use planning and township Code), duties and facilities, evaluate opportunities for implementing green stormwater infrastructure and

other greening initiatives, improving energy efficiency, decreasing the consumption of fossil fuels, and reducing impervious surfaces.

Public Education and Outreach

- 1.13 Promote the use of native species, low-mow landscaping and lawn-to-meadow conversions.
- 1.14 Promote and educate the public on the benefits of converting lawn turf to native, more ecologically diverse herbaceous plantings.

Energy

Goal 2: Reduce energy use by promoting energy efficiency and energy conservation and encourage renewable energy use and electrification to alleviate energy costs and environmental impacts.

Strategies:

Infrastructure

- 2.1 Evaluate the siting of Electric Vehicle (EV) charging stations within the region, including Township properties and ensure Township ordinances promote and permit their installation at appropriate locations.
- 2.2 Promote conversion of parking lots to include solar canopies, electric vehicle charging facilities and car-share parking spaces. As modeled at the East Marlborough Township building.

Community Services and Municipal Operations

- 2.3 Reduce soft costs of local (aka distributed) solar by streamlining the local application, permitting, and inspection processes.
- 2.4 Consider dark sky-friendly exterior lighting guidelines.
- 2.5 Encourage new development to be EV and solar-ready.

- 2.6 Collaborate with Unionville School District to increase efficiency and reduce GHG emissions on school district properties.
- 2.7 Consider committing to join other Pennsylvania communities who have committed to 100% clean energy through the “Ready for 100” campaign.
- 2.8 Conduct an energy audit of municipal operations.
- 2.9 Amend municipal codes and ordinances to encourage renewable energy, energy-efficiency and green construction.

Public Education and Outreach

- 2.10 Promote using energy efficient fixtures and electrification of heating, cooking, hot water and landscaping equipment.
- 2.11 Promote and provide resources to residents and businesses on weatherization improvements and programs that can assist with offsetting costs.

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The Comprehensive Plan Task Force distilled the Recommendations from each of the preceding Chapters and assigned priorities and lead parties for implementation of each strategy. The priority timelines reflect both the time to begin a strategy, as well as the expected time that implementing a particular strategy make take. This chapter can and should be utilized to develop annual

work plans for Township staff and committees, as well as to develop annual budgets and develop strategic funding opportunities to assist in implementation.

Note: Some Goals and Strategies have been paraphrased/shortened for formatting purposes. Full Goals and Strategy descriptions can be found in the corresponding chapters.

Implementation Priority			
ST	Short term: one to three years	LT	Long term: seven to ten years
MT	Medium term: four to six years	O	Ongoing
Lead Party Abbreviation			
BoS	Board of Supervisors	HC	Historical Commission
CCCD	Chester County Conservation District	LT	Land Trusts
CCHPN	Chester County Historic Preservation Network	MN & WS	PA Master Naturalists and Watershed Stewards
CCPC	Chester County Planning Commission	NOSC	Newlin Open Space Committee
CCWRA	Chester County Water Resources Authority	PC	Planning Commission
CWMP	Christina Watershed Municipal Partners	TS	Township Staff (incl. consultants)
EM EAC	East Marlborough Environmental Advisory Council	UCFSD	Unionville-Chadds Ford School District

Implementation Recommendations Matrix			
Strategy	Recommended Action	Priority	Lead Parties
Open Space			
<i>Goal 1: Continue to actively pursue the preservation of important unprotected open space to protect critical natural and agricultural resources, strengthen area greenways, help mitigate the impacts of climate change, provide for passive recreation, and ensure the protection of scenic viewsheds and the region's rural character.</i>			
1	Adopt or update municipal Official Maps to reflect the open space preservation goals of the municipalities and this plan.	S	PC, BoS
2	Work with local land trusts to coordinate with owners of larger undeveloped parcels to educate them on the benefits of open space and opportunities to protect their land.	O	TS, LT
3	Unless recently done, develop or update each municipality's Open Space, Recreation, and Natural Resources Plan.	M	PC, BoS, NOSC
4	Ensure each municipality's regulatory ordinances include stringent, up-to-date natural resource protection provisions, including limiting woodland removal, requiring the protection of specimen trees, that replacement of trees be required if more than a specified area or number of trees are removed, requiring the restoration of wooded riparian areas, and limiting development in highly sensitive areas such as steep slopes, surface waters, interior woodlands, wetland and riparian buffer areas, areas of core habitat, and floodplains.	O	PC, BoS
5	Through the acquisition of conservation interests, regulatory mechanisms, and the land development process, work to establish interconnected wildlife and greenway corridors to protect existing habitats and maintain connections between important natural areas.	M	EM EAC, PC, BoS, NOSC
6	Consider aspects of equity, justice, diversity, and inclusion in open space acquisitions.	O	BoS, TS
7	Actively seek grant funds to leverage municipal funds for the acquisition of conservation interests.	O	BoS, TS
8	Consider the creation of a Regional or municipal level Open Space Committee to help guide the future acquisition of conservation interests.	S	BoS, TS
<i>Goal 2 - Provide guidance on the exemplary stewardship of natural resources and open space and the benefits they provide to the area's residents.</i>			
1	Educate woodland owners on the long-term stewardship of woodland resources, including the identification and removal of invasive species .	M	EM EAC, LT, NOSC, TS
2	Promote and encourage the use of best management practices on agricultural lands to prevent soil erosion, protect the areas waterways, and minimize impacts on adjacent properties.	M	CCCD, CCWRA, LT, TS

3	Seek opportunities to reestablish woodlands along riparian areas currently devoid of woodland cover.	M	EM EAC, NOSC, PC
4	Work with local land trusts and county and state government agencies to provide educational and promotional materials and events to property owners (including HOA's) on the appropriate stewardship of natural resources and backyard	M	CWMP, CCPC, LT, TS
5	Conduct a regional feasibility study and assessment of Green Stormwater Infrastructure opportunities.	S	CCWRA, EM EAC, LT, TS
6	Assess any landscaping plant guidelines in municipal code to ensure they promote only climate resilient species, actively encourage the use of native species, and that planting a diversity of species is encouraged.	S	BoS, PC
7	Seek opportunities to promote exemplary examples of habitat restoration and stewardship, such as low-mow areas, the installation of rain gardens, reforestation and tree planting activities, the planting of native plants, and removal of invasive species on municipally held lands to educate and demonstrate to landowners the environmental and societal benefits of these activities.	O	BoS, PC

Historic Resources

Goal 1 - Preserve the historic and cultural integrity of the Unionville area and encourage the reuse of its historic resources.

1	Maintain and update the list of the region's historical and cultural resources and districts.	O	CCPC, HC, TS
2	Evaluate existing zoning ordinances to determine if regulations are effective with current development trends.	S	HC, PC
3	Investigate opportunities in partnership with landowners to identify and protect historic properties of exceptional value through the National Register of Historic Places process.	M	HC, TS
4	Investigate the Certified Local Government program outside of East Marlborough to further support and fund the protection of the area's historic resources.	S	BoS, TS
5	Actively protect portions of the Brandywine Battlefield that have been identified through the county's planning efforts.	L	BoS, HC, TS
6	Encourage and facilitate the use of State and Federal preservation tax incentive programs in development projects.	S	HC, PC, TS

Goal 2 - Broaden educational and outreach efforts about the Unionville Area's historic resources to build community awareness and support for their long-term protection.

1	Continue to develop educational programming by leveraging community partners to highlight Unionville Area's history.	O	CCHPN, CCPC, HC
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2	Explore the possibility of regional interpretation efforts, ranging from virtual interactive mapping tools through ArcGIS StoryMap to integrating historic interpretation within a connected network of open space preservation, parks, and recreation.	M	CCHPN, CCPC, HC
3	Develop a technical assistance toolbox for historic property owners to provide easy access to guides and resources to help steward their historic properties.	M	CCPC, HC
4	Further develop offerings on the area's existing historic-related websites and social media pages to provide greater access to local history, maps, and information, and use it as an outlet to garner support and interest from the public to learn about and protect community historic resources.	M	CCHPN, CCPC, HC, TS

Guiding Growth

Goal 1 - Protect the principal land use of farming in the region, so that the agricultural heritage and prime farmland soils (Class I, II, and III soils) of the area can be maintained and agriculture can remain economically viable.

1	Support agriculture as a primary land use to ensure that it remains a viable commercial enterprise in the region.	O	BoS, TS
2	Support secondary agricultural businesses and Community Supported Agriculture (CSAs) as viable commercial enterprises in the region.	O	BoS, TS
3	Continue to work with landowners and land conservancies to promote resource protection programs and the placement of agricultural and conservation easements that will protect farming as the principal land use in the Region.	O	BoS, EM EAC, LT, NOSC

Goal 2 - Achieve holistic and sustainable growth by providing growth opportunity areas and capitalizing on existing assets.

1	Undertake a comprehensive Village Master Plan for Unionville Village that seeks to preserve and enhance the small commercial center and local services, its scale, and sense of place, including protecting and promoting its historic roots and character, while also addressing issues of traffic, parking, stormwater, pedestrian connectivity within the village and to local amenities, and creating a safe and attractive environment (both built and natural) for residents and visitors.	M	BoS, EM EAC, HC, PC, TS
2	Provide lower intensity infill opportunities in the Village of Willowdale and the Village of Unionville, to promote and provide for small scale commercial opportunities.	S	BoS, HC, PC
3	Continue to support commercial opportunities in the Baltimore Pike/Business Route 1 Corridor.	O	BoS, PC
4	Enhance properties with frontages along Baltimore Pike/Business Route 1 Corridor to continue to provide infill and redevelopment opportunities, in sync with existing development, existing road infrastructure, and existing utilities infrastructure.	O	BoS, HC

5	Manage and control new development by directing development to those areas with infrastructure systems in place, and that are capable of handling new development.	S	BoS, PC
6	Promote continued sidewalk and crosswalk linkages in the Baltimore Pike/Business Route Corridor, to improve pedestrian connectivity.	S	BoS, PC
7	Promote continued sidewalk and crosswalk linkages along Route 82, to better connect the Villages of Willowdale and Unionville.	S	BoS, EM EAC, TS, UCFSD
<i>Goal 3 - Enhance commerce within existing and future service areas.</i>			
1	Support Willowdale as the central Village node for the three-municipality subregion.	O	BoS, TS
2	Strengthen the diversity for shopping, working, and living in the Baltimore Pike/Business Route 1 Corridor.	S	BoS, PC, TS
3	Maintain interrelationships between the Unionville Region municipalities, with Pennsbury and Kennett Townships, and with Kennett Square Borough.	O	BoS, TS
4	Fill gaps within the existing 3-mile Local Service Area of Willowdale to increase the opportunities to meet consumer needs close to home.	M	BoS, TS
5	Support the Willowdale Service Area to continue to promote opportunities for the Neighborhood Service Area, up to 5-miles in the next 10 to 20 years.	L	BoS, PC
6	Support the Longwood Crossing node along Baltimore Pike as a Regional Service Area, serving up to 8-miles.	L	BoS, PC
7	Develop policies that allow for non-residential growth to occur in appropriate growth areas.	M	BoS, PC, TS
<i>Goal 4 - Implement effective growth management mechanism.</i>			
1	Determine alternatives and options for future development in the Region such as in-fill development, redevelopment, and utilizing second floors of buildings for dwelling units.	S	BoS, PC
2	Create TND-Traditional Neighborhood Development Overlay Districts for the Villages of Willowdale and Unionville to encourage smart growth policies that encourage compact, walkable neighborhoods, quality architecture, and the preservation of open space and farmland. Utilize Written & Graphic Design Standards to help guide growth to achieve context-sensitive and historically sensitive development and redevelopment, as well as to promote streetscape and pedestrian amenities.	M	BoS, EM EAC, PC
3	Create a Baltimore Pike Corridor Overlay District, to help ensure quality development and redevelopment by utilizing a Manual of Written & Graphic Design Standards to guide growth.	M	BoS, PC, TS

4	Evaluate the Permitted Uses, and the Area & Bulk Regulations in the Village of Willowdale. Consider refining the regulations to be more in sync with existing and planned future conditions in Willowdale.	S	BoS, PC
5	Create land use policies that promote pedestrian friendly environments and utilize village planning principles for new developments when practical.	M	BoS, PC
6	Consider creating a multi-municipal TDR – Transferable Development Rights program.	L	BoS, PC
Housing			
<i>Goal 1 - Provide sufficient land and opportunities for all basic forms and types of housing in order to provide for diverse population groups in the community.</i>			
1	Ensure the Zoning provisions promote a balance of housing forms and types in the Region in order to provide varied housing opportunities.	S	BoS, PC
2	Evaluate Ordinances to better enable sustainable neighborhood design in order to provide: a variety of housing options; open space within communities for recreation, scenic views, and natural resource protection; and other appropriate uses.	S	BoS, PC
3	Evaluate Township Ordinances to ensure appropriate mixed-use development provisions, including: building placement, building scale, street and pedestrian network, and public space.	S	BoS, PC
4	Determine viable opportunities for small-scale housing types in order to accommodate incremental growth, including ADU-Accessory Dwelling Units, Granny Flats, Dwellings above Garages, etc., and evaluate Ordinances to enable such housing types.	S	BoS, PC
Economy			
<i>Goal 1 - Encourage a diversity of economic opportunities that are appropriate to the land use, demographics, and infrastructure of the Region.</i>			
1	Support agriculture as a business that supports the economy of the Region.	O	BoS, TS
2	Encourage and support agriculture related businesses such as community-supported agriculture (CSAs), farm markets, and on-farm retail.	O	BoS, PC, TS
3	Support sustainable economic development, which is important as a means to provide a reasonable source of jobs and residential opportunities for the community by encouraging regional employers to maintain jobs within the Region.	O	BoS, PC
4	Continue to rely on surrounding urban centers like Kennett Square Borough, and West Chester Borough as principal areas of commerce in the broader region, while recognizing the need to satisfy local and neighborhood services to address the daily needs of residents in the Unionville Region.	O	BoS, PC

5	Commercial development should utilize Village planning concepts whenever feasible, to provide a scale and character of development appropriate to the Unionville Region. Village concepts include small compact centers, often near crossroads and often on smaller lots with architecture consistent with the region's heritage.	S	BoS, PC
Parks and Recreation			
<i>Goal 1 - Provide a range of safe, well-maintained active and passive recreational facilities for all abilities, ages, and interests.</i>			
1	Evaluate opportunities to expand on existing parkland and facilities by acquiring adjacent properties or trail easements.	S	BoS, EM EAC, TS
2	Complete a comprehensive Master Plan for the new Willowdale Park (consider pairing this effort with a simultaneously prepared Master Plan for the URA ballfields) that involves indepth public input and seek funding to engineer and construct the Plan's recommendations.	M	BoS, EM EAC, TS
3	Explore opportunities to expand parkland and recreational facilities for neighborhoods and residents east of Route 82.	S	BoS, TS
4	Adopt or update municipal Official Maps to reflect the community's future park and recreation goals.	S	BoS, EM EAC, PC
5	Work to implement the Parks and Recreation recommendations in the 2021 East Marlborough Open Space, Recreation, and Environmental Resources Plan.	O	BoS, EM EAC, TS
6	Coordinate with neighboring municipalities and the local school districts to ensure a comprehensive suite of recreational facilities are provided for area residents while also avoiding unnecessary duplication.	L	BoS, TS, UCFSD
<i>Goal 2 - Increase the availability of a safe pedestrian, equestrian, and bicycle trail network that connects residents to community parks, nature areas, local schools, and local commercial centers.</i>			
1	Adopt or update municipal Official Maps to reflect the active transportation network goals of the community.	S	BoS, PC
2	Continue to have representation and engagement with the Regional Trail Committee with colleagues from New Garden Township, Kennett Township, and the Borough of Kennett Square.	O	BoS, EM EAC
3	Work with municipal partners to implement the recommendations of the Planning Kennett Connections Plan.	M	BoS, EM EAC
4	Ensure municipal codes contain provisions that enhance the trail connectivity of new or redevelopment projects wherever possible.	S	BoS, PC
5	Where applicable, communicate and coordinate with the Unionville-Chadds Ford School District to ensure any on-campus trail planning is consistent with broader community connectivity goals.	O	BoS, TS, UCFSD

6	Explore the feasibility of providing a safe pedestrian connection between Unionville, the residential neighborhoods along Route 842, and ChesLen Preserve.	L	BoS, EM EAC
7	Strive to provide safe equestrian trail connections to and between areas of high use, such as The Laurels and ChesLen Preserve.	L	BoS, TS
<i>Goal 3 - Work with municipal, private, and non-profit institutional partners to provide recreational and well-being programming for residents.</i>			
1	Continue to support and collaborate with the Unionville Recreation Association, KAU Little League, Southern Chester County Soccer Association, and the Kennett Area Park and Recreation Board to provide the Region's youth with active sports opportunities close to home.	O	TS
2	Coordinate with neighboring municipalities to expand recreational programming to the Region's residents and ensure any future recreational facility expansion or improvements complement existing facilities elsewhere.	O	BoS, TS
3	Explore opportunities to work with local non-profit institutions to bring nature-based recreational programming to local park facilities, including the future Willowdale park.	M	LT, TS
4	Expand partnership opportunities with the Unionville-Chadds Ford School District to enhance recreational opportunities for area residents and students (see the 2021 East Marlborough Open Space, Recreation, and Environmental Resources Plan for a detailed list of specific recommendations).	M	BoS, TS, UCFS
5	Provide links to local recreational programming and services on municipal websites and share information on social media networks to educate and inform residents of local offerings.	S	TS
Resiliency Preparedness			
<i>Climate Resiliency</i>			
<i>Goal 1 - Ensure that the natural and built environment in the Unionville Region is well-positioned for climate resiliency now and in the future.</i>			
Planning			
1	Consider developing a local climate action plan to assess emissions and areas of vulnerability in the Unionville Region. The Pennsylvania Department of Environmental Protection, in partnership with ICLEI – Local Governments for Sustainability's offers a planning and technical assistance program to develop a free climate action plan.	S	BoS, EM EAC, PC, TS

2	Consider developing a comprehensive Sustainability plan to assess emissions, community vulnerabilities and sustainable nature-based solutions that can build community resiliency. A Sustainability Plan is a long-term planning document that guides communities towards becoming a more sustainable municipality. It provides an analysis of existing conditions, identifies deficiencies, determines actions and initiatives, and identifies resources for its implementation while addressing monitoring and evaluation techniques.	M	BoS, EM EAC, PC, TS
Natural Systems			
3	Partner with nonprofits and/or other governmental entities to ensure property owners have access to information and resources about riparian buffer and woodland restoration benefits, including programs that provide technical assistance, financial assistance, cost-sharing mechanisms, and free resources.	M	CCCD, CCWRA, CWMP, EM EAC, LT, MN & WS, TS
4	Conduct an assessment of vulnerable flood-prone areas and plan land use practices accordingly.	S	TS
5	Identify species threatened by climate change, stay updated about other potential threats, such as pests and diseases, and develop a plan to replace or mitigate potential loss in the region.	O	EM EAC, TS
Infrastructure			
6	Limit to the fullest extent possible the addition of impervious surfaces and seek opportunities to replace existing impervious surfaces with green infrastructure to better manage and mitigate stormwater impacts on municipal facilities and the natural environment.	M	BoS, EM EAC, PC
7	Identify and map critical stormwater issues in the region and seek solutions and funding to reduce stormwater and minimize or mitigate its impact on municipal facilities and the environment.	M	EM EAC, TS
8	Acquire properties within flood-prone areas as opportunities arise (these could be added to a municipalities Official Map as future interests).	L	BoS
9	Install roadway gates to close off flood-prone intersections and roads during flood incidents and signage to warn motorists of closed roads.	M	TS
Community Services and Municipal Operations			
10	Seek Sustainable Pennsylvania Community Certification through the Pennsylvania Municipal League.	M	TS

12	Evaluate public and private spaces that may offer cooling spaces during extended periods of extreme heat for those without air conditioning.	S	TS
13	Throughout all township operations (including land use planning and township Code), duties and facilities, evaluate opportunities for implementing green stormwater infrastructure and other regreening initiatives, improving energy efficiency, decreasing the consumption of fossil fuels, and reducing impervious surfaces.	L	EM EAC, TS
Public Education and Outreach			
14	Promote the use of native species, low-mow landscaping and lawn-to-meadow conversions.	M	EM EAC, TS
15	Promote and educate the public on the benefits of converting lawn turf to native, more ecologically diverse herbaceous plantings.	M	EM EAC, MN & WS, TS
Energy			
<i>Goal 2 - Reduce energy use by promoting energy efficiency and energy conservation and encourage renewable energy use and electrification to alleviate energy costs and environmental impacts.</i>			
Infrastructure			
1	Evaluate the siting of Electric Vehicle (EV) charging stations within the region, including Township properties and ensure Township ordinances promote and permit their installation at appropriate locations.	M	EM EAC, PC, TS
2	Promote conversion of parking lots to include solar canopies, electric vehicle charging facilities and car-share parking spaces. As modeled at the East Marlborough Township building.	O	TS
Community Services and Municipal Operations			
3	Reduce soft costs of local (aka distributed) solar by streamlining the local application, permitting, and inspection processes.	M	BoS, PC, TS
4	Consider dark sky-friendly exterior lighting guidelines.	S	BoS, TS
5	Encourage new development to be EV and solar-ready.	S	BoS, PC, TS
6	Collaborate with Unionville School District to increase efficiency and reduce GHG emissions on school district properties.	M	BoS, TS, UCFSD
7	Conduct an energy audit of municipal operations.	M	TS

8	Amend municipal codes and ordinances to encourage renewable energy, energy-efficiency and green construction.	M	BoS, PC
Public Educations and Outreach			
9	Promote using energy efficient fixtures and electrification of heating, cooking, hot water and landscaping equipment.	O	EM EAC, TS
10	Promote and provide resources to residents and businesses on weatherization improvements and programs that can assist with offsetting costs.	O	EM EAC, TS