

# SUMMARY

The TAP concluded that West Whiteland Township, the center of an historic Pennsylvania crossroads, has the potential to become a coherent, unified suburban community with desirable, interwoven places to live, work and play. While the abundance of retail encourages a comparison with King of Prussia, the Township, for better or worse, does not have direct access to the highway and its pipeline of shoppers. Coupled with strategies for thoughtful growth, West Whiteland Township has the opportunity to develop its own unique identity, distinct from its suburban counterparts.

The panel recommends the creation of the position of Main Street Manager, whose job it is to organize retail property owners to commit to a shared vision, curtail the retail redundancy that contributed to store closings, and advocate for the kind of businesses that would complement the current retail mix in the Township. That position and other Township-wide improvements could be funded by a BID, increased fees, other financing mechanisms, or a combination thereof.

Identifying gateways to the area with signage and consistent streetscape materials will reinforce a sense

of place. Connecting the quadrants of the study area by rehabilitating Rts 30 and 100 to be hospitable to pedestrians and cyclists will encourage people to access more than one shopping center. Pocket parks and green spaces within shopping centers will encourage people to stay and explore, investing time and money. Planting native trees along roadways and within underused parking lots will improve the character of the shopping areas, help to control stormwater runoff, and improve the perception that streets are safe to cross.

Linking sidewalks and bike lanes with parks, the Library, historic structures and shopping will encourage wider use of all of these amenities. The Chester Valley Trail, the Library and the historic buildings are unique features of the area that should be better leveraged and celebrated overall.

The four quadrants have unique characteristics that can be developed to create an appealing sense of place for residents and visitors. If the routes between quadrants are well-marked, clear, tree-lined and uncongested, people just may leave their cars at home and seek out a new corner of their hometown.

