

Development by Design in Action

For more than 250 years, the intersection of Lincoln Highway (Route 30) and Pottstown Pike (Route 100) has served as a significant crossroads of transportation and commerce – a destination for people across the region.

Today, that Crossroads continues to define West Whiteland, shaping the way the Township has planned for development.



Development by Design

WEST WHITELAND TOWNSHIP



The Township's planning strategy, Development by Design, calls for a thriving commercial center around the Crossroads with a mixture of uses, including apartments and retail. Surrounding that center are mature residential neighborhoods of single-family homes, with parks and open space throughout.

Based on Exton's history and location, the Chester County Planning Commission has identified the Exton Crossroads as an **important suburban center** for the entire county, where **growth should be directed**. We understand that when growth happens quickly, it may leave some residents feeling overwhelmed and frustrated. While the Township doesn't control the timing of development, we do have an active plan which supports planning a community that can be enjoyed by all of its residents.

Planning ahead to promote Exton as a thriving commercial center makes the Township a better place for all of its residents. As Exton thrives, the Township is better able to **keep taxes low**, to preserve our existing neighborhoods, to provide quality services, to **make significant road improvements**, and to maintain the conveniences that residents here enjoy.

We planned for different housing options.



Across our nation, cities and towns have revitalized themselves by adding residential options in the form of apartments and townhomes. For us, this new construction has occurred mostly in the Crossroads area. The Township has worked to preserve the surrounding neighborhoods offering single family homes; these neighborhoods have been, and will be, largely protected from development.

We planned for traffic improvements.

As the Township becomes an increasingly popular place to live, West Whiteland has planned for increases in traffic. Our robust transportation plan has been successfully managing traffic flow and will continue to do so. Developers help pay for the traffic improvements such as Keva Drive, Waterloo Boulevard extension, and the upcoming Ship Road couplet that benefit the entire community. After gathering feedback from our residents, we built a path connecting the Chester Valley Trail to Exton train station in 2020. We continue to plan for more connections to make the Crossroads a more walkable and bikeable area.



We planned for open space.



Developers also pay open space fees that have allowed us to permanently preserve 139 more acres of open space since 2015. **More than 20%** of our Township is now permanently preserved open space, another major component of our Development by Design plan.

We planned for historical restoration.

Supporting historic preservation continues to be a priority for our planners. Projects like the Chase Bank preservation (the blue-roofed bank on Route 100), the preservation of the Ivy Cottage (circa 1799, along Route 30) and the rebuild of Ashbridge House in Main Street at Exton, along with many others, connect West Whiteland to its prominent past.

