



## A ROUTE ONE HIGHWAY CORRIDOR CONVERSATION

A Partnership Program  
of

Chester County 2020  
Chester County Planning Commission  
May 14, 2008



### Community Conversations and Productive Partnerships

Community Conversations are distinctive among Chester County 2020's programs that support effective community cooperation. They most often take place at the municipal level but may also be regional or involve a single topic such as transportation or affordable housing – or in this case, the potential for multi-municipal planning along the upper Route 1 corridor. These conversations are especially helpful in bringing together municipal officials and volunteers who may have not previously discovered the positive values of sharing information and planning cooperatively.

When neighbors across municipal lines discover one another's strengths and challenges, without exception the results are always interesting; every Community Conversation exhibits its own surprise factor. In a season that recorded the first multi-municipal Community Conversation (South Coatesville and Modena), the Route One Conversation set the mark for the number of municipalities meeting together. However, it became clear early in the conversation that this might well be the first of several conversations before the goal of embarking upon coordinated planning could be realized. The primary task for the municipal officials and planning commission members from the six municipalities is to attain a far more complete understanding about one another's existing and anticipated challenges.

This Conversation ultimately offered the opportunity to discuss a variety of planning concerns around the Route 1 corridor, ranging from open space to traffic, within a single forum. The 17 participants represented Kennett Township, East Marlborough, New Garden, West Marlborough, London Grove, and Avondale and included borough council members, township supervisors, planning commission members and one mayor. A seventh municipality, the Borough of Kennett Square, intended to participate but was delayed by an unusually long executive session. The Borough has requested inclusion in future activities.

### Setting the Scene: Ronald Bailey, Executive Director, Chester County Planning Commission

Ronald Bailey established a context of increasing traffic challenges with an overview of the current and anticipated conditions along the corridor, emphasizing the critical need to address adjacent land planning in the context of highway usage. The Federal Highway Administration projects that truck traffic on Pennsylvania highways, including Routes 1, 41, 30, and 202, will double by the year 2035. These dramatic increases that predict gridlock for the Middle Atlantic states are made worse by the fact that the Federal Highway Trust Fund will have a deficit of over a billion dollars by October, 2008. Although Route 1 functions well today along its limited access length, at each interchange, some more than others, congestion is growing. Most of these interchanges were built to rural traffic standards and were not designed to handle suburban traffic volumes; they are liable to fail in the future as traffic volume increases -- emphasizing the need for careful, visionary planning that considers the long term ramifications of every decision.



## Estimated Daily Long-Haul Truck Traffic

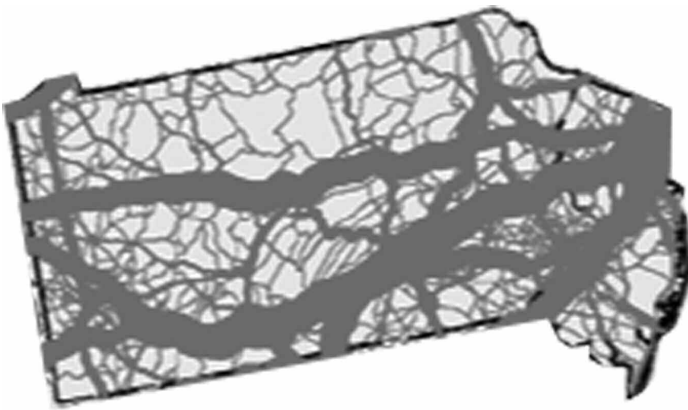


Figure 3-4. Estimated average daily long-haul truck traffic on PA & NJ highway system: 2002

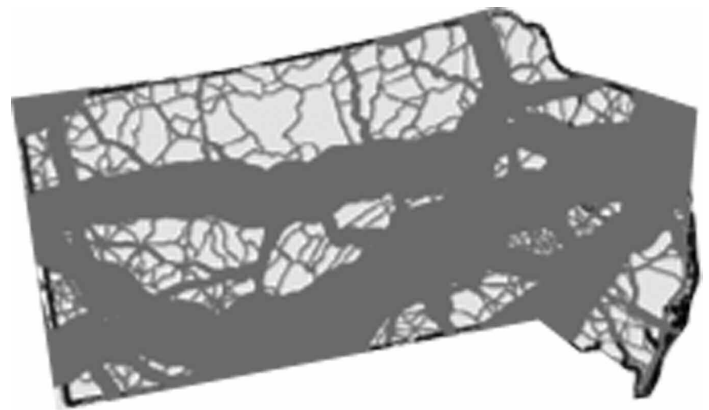


Figure 3-5. Estimated average daily long-haul truck traffic on PA & NJ highway system: 2035

Additional impacts from increased highway traffic will be visible on the secondary roads that run through the neighboring municipalities. Handling this traffic should be of serious concern to every municipality along the corridor and represents an ideal opportunity to initiate effective multi-municipal planning and cooperation. Much of the traffic growth illustrates the changes since Landscapes was approved in 1996. Although suburban development was projected around urban centers, the reality is that there has been a great deal of leapfrogging as land prices have risen and pushed development into the more rural areas. The overall result has imposed stress on highways that were not intended for suburban traffic, at the same time that there is an increase in trucking along many of the same routes.

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The reality of too little highway construction funding is hitting every area of the County. In the recently adopted Transportation Improvement Program (TIP) for the Delaware Valley, the basis for federal highway and bridge funding, many critical projects are being delayed. Bridges have become the consuming focus and priority of PennDOT. Even so, only 25 of the more than 117 structurally deficient bridges in Chester County are programmed for reconstruction in the TIP during the next 4 years. At this rate of spending it would take 19 years just to replace the structurally deficient bridges, with no money available for highway or intersection improvements. When the highway projects are finally addressed, they will increase congestion while construction is under way.

Development has moved steadily into the southern Chester County municipalities from Delaware and Philadelphia, each project contributing to more traffic congestion in the absence of any effective public transportation options. In the late '60s when the Route 1 by-pass was constructed, Chester County resisted the idea that it might be considered part of the Philadelphia region – and at that time, it wasn't. As late as 1996 when the Chester County comprehensive plan LANDSCAPES was adopted, much of the southern half of the county was still predominantly rural. However, the release of the 2000 Census showed the Philadelphia Metropolitan Area extending westward into southern Chester County. Since 2000, sewer and water lines have been extended and thousands of subdivision lots have been created, changing the formerly rural character of several townships into a suburban landscape. The early 2000s should have served as the wake up years and yet the mindset was still “country,” resisting the idea that the area would become a suburban destination. It only took the developers' discovery of less expensive land to change the landscape -- virtually overnight. There is no shortage of



East Marlborough and Kennett Township at the beginning of the limited access highway

challenges facing these neighbor municipalities, but they can still claim a narrow window of opportunity for closer cooperation.

### Identifying and Rating the Issues

The Highway Conversation work session began with the participants identifying the issues that they consider important to the highway corridor and adjacent municipalities – recorded by computer on a large screen and then transferred from the screen to large sheets of paper. They were then instructed to indicate the five issues they considered most important by placing colored dots next to their choices. Once the dots had been counted by the CC2020 staff, 6 closely related items attracted the largest concentrations of dots:



Route 82 exit from southbound Route 1

Congestion	10
Property taxes	9
Police and emergency services	8
Multi-municipal action	7
Public transportation	6
Limits to growth	5

### The Remaining Issues

Rail service	4
Smart growth	4
Loss of rural character	4
Healthy business environment and growth	3
Agricultural industry needs	3
Safe access to roads	3
Land and agricultural conservation	3
Financial needs vs. open space	3
Financial stability	2
Regional sewer and water	2
Road maintenance	2
Pollution	2
Overall development	2
Historic preservation	1
Water quality and supply	1
Highways as a conduit to development	1
Citizen education and communication	
Lack of project delivery	
Transit time from A to B	
Recreation	
Noise	

The highest ranked topics served as departure points for discussion in each breakout group. Overlap was inevitable for none of these issues exist in a vacuum. The participants were organized into breakout groups of 6 each, pre-assigned to reflect a mix of experience and representation, and also to introduce the officials, often for the first time, to one another. They were joined by Ronald



Route 82 exit (E. Marlborough) from northbound Route 1

Bailey, CC2020 board members, staff and volunteers as observers and sources of information or advice when requested. The format produced thought-provoking ideas as well as interesting anecdotal material. In interpreting and presenting the Findings and Recommendations, CC2020 and CCPC depended upon the reports and worksheets from the Conversation.

The top ranked issues were divided among the three breakout groups as follows:

1. Financial realities, (funding at the state, county and municipal levels).  
Dealing with tax options – personal income, property and earned income taxes for schools and municipalities.  
Rapid growth in southern Chester County leading to increased traffic congestion and economic challenges for all the municipalities.
2. Congestion, traffic, safe access involving noise, maintenance, and emergency services.  
How to handle with limited resources.
3. Smart growth-managed growth and all of its various opportunities and ramifications

Breakout discussion revolved around 1) regional & local trends and their potential impacts on these issues, 2) priority values, 3) opportunities to work together, 4) anticipated accomplishments and benefits, 5) potential barriers and how to deal with them and 6) the important players in making good things happen.

### Regional and Local Trends

Even with strong support from Landscapes and the County's Vision Partnership Program, the most effective option, that of multi-municipal planning, has historically been the one to encounter the greatest resistance. It is relatively recently that multi-municipal planning has surfaced as a trend. The growing appeal relates to the approval by the General Assembly of more choices and flexibility for multi-municipal planning under the Municipalities Planning Code. Cooperating municipalities have been given a strong alternative to "just letting things happen."

The following are the municipalities' perceived trends in the area of the highway and immediate surrounding region as reported and discussed by the breakout groups. If some of them may not seem to be on target, that is a likely indication that information is not easily available, that conclusions are being made on the basis of sound bites, or that it is (not surprisingly) difficult to accurately grasp the wide-ranging changes.

- Rapid population growth. (Overall, but especially in New Garden. In 2000, there were 6,000 residents. As of the date of the Conversation, 13,000.)
- Intense development pressures. (New Garden's growth approaches 3 times that of Chester County in general.)
- Increasing traffic congestion.
- Costs of growth to the entire region and its taxpayers. Example: response to need for new schools in the Kennett Consolidated School District resulted in renovations and construction in



Newark Road near polo grounds



Newark Road at Modern Mushroom

the middle and high school in 2007. A new elementary school is proposed for Pemberton Road in New Garden, close to the intersection of New Garden, E. Marlborough and W. Marlborough boundaries. At least a portion of the traffic will utilize Line Road which itself marks the common municipal boundary.

- Increasing growth, residential development, and traffic congestion generate serious questions and challenges:
  - Can we control traffic entering this area from outside?
  - Practicality of a network of local roads to reduce traffic on Route 1. What are the needs and who builds and maintains?
  - PennDOT seems to be leaving solutions to local municipalities.
- Redistribution of Philadelphia region population to Chester County (since 1950 - .5 million). While the overall metropolitan regional population has not seen tangible gains, there has been dramatic shifting from the City to neighboring counties.
- The provisions of the Municipalities Planning Code limit the municipal planning options in responding to the pressures for growth.
- Escalating legal fees incurred by municipalities over conditional use are increasingly burdensome.
- Continued unwelcome impacts of development, seen over the past 10-20 years.

## A SUMMARY OF THE WORK PRODUCT OF THE THREE GROUPS

### Priority Values

Within the broad discussion, there was substantial agreement among the participants about priority values, values that determine the preservation or loss of much that both attracts new residents and makes long-term residents want to remain in the area.

- Maintaining the rural quality of life we originally bought into.
- Maintaining the scenic viewsheds.
- The role of infrastructure. The balance (or imbalance) between the attitudes about infrastructure. (Does it cause development or does the placement reflect the most appropriate areas for development?)
- Connecting southern Chester County to other business centers.
- Access to services and product markets.

Each group worked to create solutions that would fulfill their concept of a preferred future, addressing the various considerations that would enhance or restrict realization of a vision. At the end of the evening, reporters from Tables 1, 2 and 3 summarized the progress. The elements of the reports are combined below:

### Preferred future:

1. More open space, restrict development to selected areas. Follow Landscapes' recommendations.
2. Cluster around urban centers, utilizing smarter planned growth
3. Village commercial design – Exton model.
4. Regional development
5. Allow for regional multi-municipal planning.
6. Grid pattern of development to replicate traditional communities.



Newark Road approaching the interchange from the east.

## Potential accomplishments and benefits

1. Reduce the longer commutes and traffic congestion.
2. Concentrate traffic on key roads.
3. Provide better public transportation, improving quality of life and character of community.
4. Stabilize the tax burdens on municipalities and school districts.
5. Create more density around commercial areas.

## Potential barriers

1. Builders' lobby with paid engineer on planning commission.
2. Absence of involvement by residents
3. Lack of sense of place – no “village green.” There is no town in the townships.
4. Municipal officials are volunteers – need professional help and education.
5. Regional planning commission (KARPC) – In existence 20 years, has accomplished much, should be more. Participation has been erratic. Of 6 municipalities represented, 4 are active and supportive.
6. Enlisting inter-municipal cooperation and funding.
7. Encouraging landowner buy-in. What are the incentives?
8. Municipalities Planning Code and the difficulty of getting changes through the State Legislature.

## Ways to work together:

1. Strengthen multi-municipal cooperation
2. Sustain open space tax initiatives.
3. Support land trust partnerships.
4. Explore opportunities for shared services.
5. Develop ordinances that are fully consistent with Landscapes and, when approved, Landscapes2.
6. Work to develop compatible zoning across municipal boundaries.
7. Look at employment centers as a way to reduce commuter time and length.
8. Explore cross-municipal objectives and financial cooperation.

## Suggested action items: what do we want in common?

1. Actively pursue more open space. Purchase through land trusts. (Good models for public-private partnerships have evolved in recent years.)
2. Facilitate funding from the state.
3. Reduce costs by cooperating on traffic issues.
4. Adjust commuter timing by altering work hours, applying incentives for employers.
5. Try to focus growth.
6. Use county or state perspectives to cut through local self-interest.
7. Consider how to reverse the traffic flow.
8. Change state law.



Newark Road in West Marlborough



Newark Road in West Marlborough

## How to get there

1. Establish municipal cooperation around water/sewage/police/zoning (there are several regional police agreements in place).
2. Stop looking to the state for funding solutions. The prospects are not good.
3. Develop more intra-governmental cooperation within the region.
4. Planning based on financial reality, not hope.

## Important Players

Full agreement was expressed about the important players. There is a role for nearly everyone, some naturally more concentrated and time consuming (for instance, serving as a municipal official or member of the planning commission). Everyone in the listing below has the potential to contribute to progress in any or all of the solutions.

Municipal officials  
Business community

County officials  
Planning commission

Residents  
State Legislators  
Professional consultants

If you were to list responsibilities/tasks for each of the above, what would they be?

## Priority Values Translate into Common Ground

The reports uncovered considerable common ground. The participants exhibited strong agreement about the following priorities:

1. The need to deal with increasing traffic congestion in the region with limited funding opportunities. All state roads are impacted. Funding applications were made for maintenance, repair, and major construction in '03, '05 and '07. The municipalities are well aware that there will be little or no support for their traffic challenges from PennDOT.
2. The importance of addressing the increased use of secondary roads (many of them far from appropriate for increased traffic in terms of safe driving conditions). Actual flow on Route 1 fairly steady, even when heavy. Secondary roads at the highway entrances and exits develop congestion, especially during commuter hours when drivers are trying to avoid Route 41 and Route 1 through Longwood Village by taking Newark Road, and Routes 926 and 82.
3. New Garden supervisors asking for help in attempting to save the few remaining farms, have no funds to purchase development rights, especially in light of the escalating land prices. Significant development pressures add to the financial burden. How can they solve these problems at the same time they want to preserve some semblance of their original rural existence? When is growth "enough?" Do they have to keep accepting development? It is a matter of courage to say no – to adopt zoning when there are no guarantees re the economic considerations balancing quality of life. What can they do?

## Findings Generated by the Conversation

1. The most easily identified finding was the difficulty in focusing on the core topic of the Community Conversation. Solutions for the municipalities around the related transportation and land planning issues for the Route 1 corridor were complicated by both the formal



Construction, Line road, New Garden



Line Road, W. Marlborough

submissions for proposed development and anecdotal mention of possible development within the loosely defined limits of the corridor. Transportation issues loomed large.

2. Consensus about the boundaries of the corridor was elusive.
3. If in relation to proposed or suggested development, there are to be dramatic increases in traffic, there is far more than the Federal projections to cause concern in these municipalities. The mentioned areas include:
  - a. Along Newark Road from Line Road to the airport (commercial and residential)
  - b. Potential residential development in London Grove east of Route 1 toward the new shopping center
  - c. The Jennersville Commons (or so the developer sign announces) just beyond the London Grove border in Penn Township at Route 796
  - d. West Grove's traffic-related concerns about major residential development at Guernsey Road that will draw traffic through the borough.
4. The rural intersections are primed for serious failure as the number of vehicles far exceeds the basis for the 1960's highway intersection design. Even with the new traffic signals on Route 41 and the anticipated signalization at Route 82 and Route 1, the numbers of vehicles that must be dealt with are bound to be significant.
5. New Garden and Avondale, London Grove and West Grove share similar situations in that the boroughs are completely surrounded by the townships. Township plans have a direct effect upon the boroughs. Today, traffic congestion is probably the most serious outcome. What are the repetitive issues that can allow the municipalities work more effectively together?
6. Today, ignoring what goes on across municipal boundaries is nearly impossible . Municipal decisions will spill over. In the process, new challenges will surface that must be resolved. That's why multi-municipal planning has much to recommend it. It removes the reactive factor, and allows you to truly plan for the eventualities and anticipate them before they land on your doorstep.
7. Any infrastructure extension in New Garden that moves west of Route 1 will impact West Marlborough in the area zoned for agricultural activity. Increased traffic and stormwater control may constitute major problems. Landscapes recommends agriculture west of Route 1.
8. The similarity of the challenges that the individual municipalities face makes it possible for them to help one another find solutions even though individually a municipality may not be directly involved in a specific issue at a given time.
9. Every municipality is searching for tax ratables. The transfer tax has virtually vanished after serving as a relatively dependable financial resource during the development boom.
10. Changes to the Municipalities Planning Code are difficult and slow to accomplish. Changing existing state law is not easy. That is why greater flexibility for multi-municipal planning has become an important option.



Loch Nairm Golf Course from Route 1, New Garden



11. For New Garden and West Marlborough, one critical issue is the adjacency of zoning that is or isn't compatible – in this case industrial commercial across the road from West Marlborough's agricultural zoning. This is the current "elephant in the room." The question is really difficult. How are you going to address this, and how can you achieve a cooperative relationship in solving it? The major components included:
  - a. The building of a large new medical center with considerable traffic and stormwater issues. High visibility of the new construction is expected to impact the scenic viewshed overlooking the agricultural valley. Increased traffic on Line Road will most likely have to be dealt with by three municipalities.
  - b. Rumored expansion of the Bowling Green Inn facility in New Garden projects additional, uncontrolled pedestrian traffic on Newark Road. Anecdotal response indicates some evidence of this problem in West Marlborough already, with no pedestrian amenities. Going north into W. Marlborough, Newark Road is the gateway into the preservation area.
  - c. Concerns over increased traffic on Newark Road as the result of drivers trying to avoid the congestion at Route 1 and Route 82. A typical example of a secondary road ill designed for heavy traffic. Poor sight lines, and rural-design ramps on Route 1.
12. From the conversations at the tables, it would appear that at least some of the municipal engineers are reacting to plan applications, but not providing enough guidance for the elected officials to grasp the full implications.
13. It appears that, as is the case in almost all municipalities, the focus has been on residential development rather than planned development of the municipality or region in a holistic manner. It is critical to understand the necessary balance that supports a healthy community, including adequate housing stock as well as appropriate commercial (not just retail), agriculture, institutional, cultural, and recreational (including open space) uses.
14. There are as yet undeveloped parcels within the highway corridor, some of them still in farming. If they are not zoned with regard to the potential traffic impacts, they may be developed in ways that can only increase congestion. Again, planning is key.
15. New Garden and London Grove Townships exhibit the most potential for major development and increased traffic. New Garden's corridor development on the eastern side of the area could entirely change the character of the area from Line Road to the Baltimore Pike. Without visionary, multi-municipal planning, the "law of unintended consequences" will heavily impact London Grove and West Marlborough's agricultural areas and magnify the safety issues on Newark Road east of Route 926.
16. Even though Kennett Square Borough was not an active participant in the conversation at this time, the manner in which Route 1 is utilized does affect the Borough. Once the intersection at Baltimore Pike and Newark Road is improved, many of the tractor trailer trucks that currently have little choice other than to come through the middle of the Borough will use



Route 1, southbound exit at Route 41, London Grove



Route 1 southbound, Jennersville exit at Route 796

the Newark Road exit to access the New Garden Shopping Center and the large number of commercial businesses in the area.

## Recommendations

1. Arrange a field trip – all seven municipalities together. Or schedule several that emphasize the relationships among the neighboring municipalities.
  - a. With members of the CCPC staff, drive the stretch of Route 1 from the beginning of the by-pass after Longwood Village to Rte. 796, the other side of West Grove and the far boundary of London Grove Township. Identify the areas that are likely to generate critical challenges for traffic control and congestion.
  - b. Meet for a Conversation to establish potential solutions before they are needed. This should be an on-going exercise; CC2020 will participate in facilitating the conversations as often as time and funding allows.
2. The Route 1 corridor can be managed through sound and cooperative planning. By choosing to do nothing, unplanned development will control much of the future of their communities.
  - a. In order to manage the corridor, the municipalities can choose to be aggressive and far reaching in their approach. Otherwise, it will be difficult to accomplish much in determining the communities' future. Challenges of this magnitude require high quality professional assistance to guide them through the process.
  - b. Plan for the interchanges within the corridor in a coordinated fashion. This includes the physical alignment, access points and the land uses planned for each. A natural, productive relationship between transportation and land use planning
  - c. Assuming the presence of existing official plans, focus on the transportation program should rank as a first priority. There should be consideration of the Act 209 programs and a concerted attempt to gain county and PADOT support for their goals.
3. Meet as a multi-municipal committee informally once a month, more frequently if there is a special issue that can benefit from group input.
  - a. Keep meetings tightly organized.
  - b. One hour in length unless there is a major agenda item provided in advance.
  - c. Use the issues-solutions method to stay on track with the scheduled topic.
4. Develop a What and How to Do list of cooperative possibilities. Be creative; nothing is impossible.
5. Consider a multi-municipal approach to understand the implications of the municipalities' current comprehensive plans and zoning on their region. Are the individual plans satisfactory in going forward? Are the municipalities willing to cooperate in amending them? Can they rely on each other to make appropriate changes to cure the problems?
6. Never assume that you fully understand one another's issues until you work together to identify and prioritize them openly. Then address your municipal roles in dealing with them.
7. More funding sources are available for multi-municipal planning projects than single municipal projects, especially under the Vision Partnership Program. These are worth exploring.
8. Don't assume that a developer is always a bad guy. Consider how he can become a



Route 796, development pending in Penn Township at London Grove border

functioning, contributing member of your municipality. Use his goals to support yours. This is possible only if you have a clear vision of what you want your community's future to be.

9. Explore the services that the 7 municipalities' more dense areas need in common. Utilization of informal or formalized Councils of Government (COG) can help realize savings for cable negotiations, shared police etc.
10. Work with the school district to create traffic patterns-controls that will respond to the traffic projections in the region. Line Road is in play in 3 townships.

### **Chester County 2020 and Chester County Planning Commission Observations and Suggestions**

1. Property taxes have developed as a critical problem for homeowners, intensifying the already difficult mortgage climate. The inability to achieve tax reform leaves the municipalities without sufficient options in trying to plan for financial stability. There were excellent questions posed, but substantive answers were elusive.
2. To a great degree this Conversation was an icebreaker, similar to the early meetings of the Western Region Committee (around Coatesville). There, by the third meeting, the participants recognized the sincerity of the interest in sharing and solving. Three years later, the monthly meetings are consistently productive, and the supervisors and managers try to attend every one. Similar potential exists for these multi-municipal participants.
3. It would seem that assistance from professional planners in accomplishing full understanding of the impact of the municipal ordinances as they stand today would be useful. The municipal officials would benefit from objective assessments of the outcomes they are setting up in their municipalities -- intentionally or otherwise.
4. In general conversation with planners around the county, the comment is often made that planning for Main Street at Exton stopped short of including residential and office space over the stores – which could have established a functional, walkable community. This is a matter of vision. Wouldn't a comprehensive vision for the Route 1 corridor serve all the municipalities well? This could be another Conversation topic.
5. In looking at the GIS maps, the future of the distance from the beginning of the limited access highway to Route 82 is fairly well determined with commercial traffic utilizing Walnut Road to access the corporate park. Walnut Road stretches from East State Street to Route 926 and is probably a typical example of the secondary road that offers a number of choices for change of direction along its length. There is no direct link with Route 1.
6. East Marlborough has no undeveloped or unpreserved lands within the corridor but has for some time experienced the heavy traffic attempting to avoid the commuter time congestion through Longwood Village. Most of this traffic may be found on Route 926 with the entry point a matter of



Entering West Grove on the Baltimore Pike from the south



West Grove center, Baltimore Pike

drivers choosing among several secondary, primarily residential roads. Routes 82 and Newark Road are the converging points.

7. Landscapes2 will be ready for implementation when the County Commissioners approve the final product of the Chester County Planning Commission -- with major contributions from a steering committee representing community constituencies across the county. As strong and visionary as the original Landscapes was, the new comprehensive plan will address the full range of issues that merit response as the county continues to grow -- from livable urban centers to transportation to open space and farmland preservation.

8. CC2020 can provide you with a password-protected site to access information posted to the 7 municipalities. Notices of meetings, minutes and resources, for instance, can be separated from the sometimes overwhelming general email messages. It is important that the communication lines are clear, not left to whether or not officials pick up their mail regularly at the municipal office. Please make sure that CC2020 has your personal or other appropriate email addresses, as well as your postal service address for the rare mailing. Members of the group will be able to post to the site, to ask for input from entire group. The password will be the same for all.

### Overall Conclusions

Solutions were elusive at this first meeting. More important was the beginning of a conversation and new, shared understanding of the common challenges in communities that had taken different paths. By the end of the Conversation, consensus developed that most of the same challenges were of concern to all, that no one had all the answers, and that this should stand as the first in a series of on-going conversations. High priority should be placed on addressing the action items-recommendations to keep the momentum going. Who is going to do what, when – and with what deadlines in place? This primary organizational step should not be delayed. And what is the very first action item on that priority list? In the opinion of CC2020 and CCPC, it is critical to convene again to effectively address the highway corridor issues and the serious need for land and transportation planning.

In moving forward with the Route 1 Corridor considerations, function and purpose will influence future land use patterns, so each multi-municipal group needs to determine how they want the future of the communities to develop and how they will look. Therefore:

1. What is the function of Route 1 in each of the municipalities?
2. Are there agencies, businesses or groups in the municipalities that depend upon Route 1 in a special way, on a daily basis?
3. The design considerations will or should be a function of purpose.
  - a. to move regional traffic through the area,
  - b. to give access to the communities. Where? How?
  - c. what is the primary area or extent of the corridor, What is the fringe area?
  - d. How do conditional uses relate to the design of the corridor?



Route 1 northbound exit at West Grove,  
Route 841 London Grove



Acme-Lowe's shopping center on Route 41,  
London Grove

- e. Anticipated impacts should be identified as part of plan development before adoption. Incorporate the corrections to eliminate these impacts
- f. How does each of these items relate to the future of the Route 1 corridor?

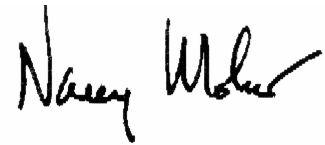
- 4. Participant-determined follow up
  - a. responsibility assigned for the various follow up items
  - b. a follow up time table with deadlines

The Advisory Board and staff of Chester County 2020 and the Chester County Planning Commission appreciate the opportunity to conduct this unusual multi-municipal Conversation focusing on the Route 1 Highway Corridor. We look forward to assisting the seven municipalities in moving forward with regular sessions to produce land planning for the corridor in the context of the transportation challenges that, if not already at the door, loom in the very near future.

Sincerely,




Ronald A. Bailey  
Executive Director  
Chester County Planning Commission

Nancy Mohr  
Executive Director  
Chester County 2020

Participants in the Route 1 Highway Corridor Conversation

*Group 1*

Steven Black, West Grove  
Buzz Hannum, Jr, E. Marlborough  
Bill Hewton, Kennett Township  
Barclay Hoopes, New Garden  
Jim Neal, New Garden  
Josh Taylor, W. Marlborough

*Group 2*

Mark Benzel, E. Marlborough  
John Haedrich, Kennett Township  
Bob Norris, New Garden  
Carmen Raddi, New Garden  
Bill Wylie, W. Marlborough  
Jerry Yeatman, London Grove

*Group 3*

Stephen Allaband, New Garden  
Chris Ferrier, West Grove  
Tom Houghton, London Grove  
Robert Perotti, New Garden  
Elinor Thomforde, W. Marlborough

*CC2020 volunteers & staff*

Nancy Mohr, Executive Director & Facilitator  
David Beideman  
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Bill Reynolds  
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**Landscapes**, Chester County's landmark comprehensive plan, is the product of a county-wide vision for the future, one that set benchmarks for progress in saving open space and farmland as well as support for sustainable urban centers. Today Landscapes is undergoing a ten-year review by a highly diverse, multi-constituency steering committee. In addition to continuing support and concern for open space and farmland preservation, other critical components are urban center revitalization, affordable homes, infrastructure, transportation, and long-term environmental outcomes. Few municipalities have escaped the impact of the dramatic population increases. Between April 2000 and June 2006, more than 49,000 new residents arrived in the county, considerably ahead of projections and increasing the financial challenges for municipalities, the County, and school districts. Every county resident can keep track of the progress of the Planning Commission staff and steering committee by visiting [www.Landscapes2.org](http://www.Landscapes2.org)

### Partnerships

Chester County 2020 is grateful to the annual partners whose support is important to all our programs but especially to the Community Conversations. For 2008, they include:

- PECO
- Saul Ewing LLP
- J.D. Wood & Co.
- Bryn Mawr Trust Company
- Fulton Bank
- Herr's Foods, Inc.
- The Michael & Nancy Pia Foundation
- Sher-Rockee Mushrooms.

A Pennsylvania DCED grant sponsored by Senator Dominic Pileggi also helped to defray the cost of *A Route One Highway Conversation*.



## The Chester County 2020 Community Conversation Partnerships

Chester County 2020 is all about partnerships. Among the most important are those with the county's municipalities. Community Conversations may target specific topics like transportation or affordable homes. However, perhaps the most valuable are those that engage local residents in helping contribute to the future of their communities. Reports from previous Conversations may be requested without charge in pdf form. Check the website for the list of reports. [www.CC2020.org](http://www.CC2020.org)

We encourage every municipality to become a CC2020 partner. The process is designed to be simple and highly productive. You may have already experienced one of our Community Conversations that brings diverse groups of citizens together to discuss critical issues. Give us a call at 610-696-3180 or email [info@CC2020.org](mailto:info@CC2020.org) for further information.

A Conversation begins with identification of the trends and issues participants consider important to the municipality's future – first on a large screen for all to see as they are developed, then transferred to large sheets of paper taped to the wall for easy viewing. Personal priorities are indicated by the colored dots placed next to the participants' top five choices. "Most important" doesn't mean that other issues don't count; they just earn a lower place on the list of "pay attention to this - now."

Breaking into pre-assigned groups, the teams work to create solutions for the top-ranked issues. In focusing on the future, they address a number of tasks:

1. Create the preferred future for the region and the potential areas of cooperation. What should be provided? What should be preserved?
2. What are the priority values?
3. List the anticipated accomplishments/benefits of your plan.
4. List the anticipated barriers that must be overcome and the opportunities that are available.
5. How can you and others work together?
6. Suggested action items: what do we want in common?
7. How to get there.
8. Important players.

Each group prepares and shares a report that reflects discussion and recommendations. A comprehensive final report, printed and distributed by Chester County 2020, is drawn from the group reports.

