

Chapter Eight

Future Land Use Plan

INTRODUCTION

The future land use plan is the central component of the comprehensive plan. It recommends an overall land use pattern for the Region and promotes compatible land uses along municipal borders. The future land use designations are intended to achieve, in conjunction with other plan recommendations, the land use policies set forth by the Region in Chapter One of this Plan. While the Future Land Use Map (8-1) defines a regional pattern of major land use categories and locations, local plans and zoning ordinances will need to provide the details of exact land uses, densities, and development options to be permitted within each area. The land use pattern in the Regional plan serves as a framework for local planning, whether approached individually or on a multi-municipal basis.

The land use plan is organized by the following Sections:

- Future Land Use Categories
- Planning Techniques to Implement Land Use Goals
- Accommodation of Future Growth
- Compatibility with Other Land Use Planning Policies

A complete summary of land use recommendations is located in Chapter Fourteen, Implementation Strategies. The **numbers** next to each recommendation section below correspond to those in the Chapter Fourteen.

This chapter of the plan specifically addresses the Region’s overall goal for Land Use and other related land use goals outlined in Chapter One:

Overall Goal: *Provide for orderly growth and development by establishing regional and local centers for growth, ensuring compatibility between present and future land uses, and establishing a balance between growth and the protection of natural resources.*

Community Character Goal: *Preserve the small town character and architectural attractiveness of Kennett Square Borough and the rural nature of the surrounding townships; Recognize Kennett Square as the commercial and cultural hub of the Region.*

Housing and Residential Land Use Goal: *Encourage housing to meet the needs of all age and income groups in appropriate areas throughout the Region. (Note that specific housing issues are addressed in Chapter Thirteen, Housing Plan.)*

Commercial, Office, and Industrial Land Use Goal: *Concentrate commercial, office, and industrial development in appropriate areas of the Region and encourage commercial development that is intended to serve the needs of the Region.*

Agricultural Land Use Goal: *Support the preservation of agriculture as both a viable business and an important open space resource in the Region.*

Economic Development Goal: *Recognize Kennett Square Borough as the economic center of the Region; Support the Borough’s revitalization efforts to enrich community vitality, preserve historic architecture and small town atmosphere, promote economic stability, and to develop positive relationships within the Region.*

The planning implications from Chapter Three, Existing Land Use, are shown in the boxes below above the section that most directly addresses the identified issues.

8.1 FUTURE LAND USE PLAN CATEGORIES

Location within the Larger Region - Because of the Kennett Region’s location between suburban areas to the east, rural areas to the west, and development pressures to the south, planning now for the preservation of open space, protection of natural resources, and directing growth to the most appropriate areas is of great importance.

Land Consumption - The trend in the Region, over the past 15 years, appears to be an increasing amount of acres used per lot. While lower overall densities are desired in the rural landscape, mechanisms should be considered to ensure that options for preserving open space are available to avoid a sprawling land development pattern that typically accompanies large lot development. Desirable growth should be directed to appropriate areas of the Region to reduce development pressure on those areas where preservation is a goal.

The future land use categories in the Region were developed based on a number of considerations including: existing land uses, location of sensitive natural resources, the transportation network, the goals and objectives of the regional Policy Plan, and the individual municipal future land use plans. Consistency with the county policy plan, *Landscapes*, was another factor in determining the future land use pattern.¹

The overall land use pattern for the Region is one of commercial, industrial, and office uses concentrated in or near the Borough, with some additional higher intensity uses located along Route 1. Outside of these areas, uses are primarily agriculture, low density residential, villages, and several large institutional uses. Medium to higher density residential uses are concentrated in or around existing residential growth areas. This development pattern is consistent with the stated goals of the Region’s Policy Plan and with the intent of *Landscapes*.

The plan does not specifically identify growth boundaries, however, some future land use categories are intended to accommodate the majority of future growth, while others are primarily intended for the preservation of current conditions. In particular, most future residential growth should be accommodated in the Suburban Residential and Planned Neighborhood categories. Growth in the Small Town Residential category is appropriate if compatible with the existing neighborhood, but due to existing development, opportunities for additional growth will be limited here. Additional development within and adjacent to the Village category is generally appropriate, but should only take place in a manner consistent with the existing village development pattern and not compromise the historic nature of the

¹ See Appendix B for an analysis of potential conflicts identified between the Region’s existing municipal land use plans, natural resources, and the County policy plan, *Landscapes*.

village. Non-residential categories are generally considered appropriate areas for future growth of their respective land use types.

While general ranges of densities are indicated within the residential categories, the primary intent of this plan is to provide an overall future land use pattern for the Region. Each municipality will need to determine specific densities while working within the parameters set by the Regional Land Use Plan.

Map 8-1 shows the location of each of the future land use categories. Figure 8-1, immediately following this section, indicates the planning techniques applicable to each land use category. Descriptions of these techniques are located in Appendix C.

Residential Categories:

- **Rural Community** 14,918 acres, 46.2% of Region
(Density 0.5 or less dwellings per acre)

This land use category encompasses the rural areas of the Region that still have significant areas of open space. Concentrated areas of agriculture, woodlands, and other undeveloped land are included in the Rural Community category as well as low density residential uses. The western section of East Marlborough, northern Pocopson Township, southern Pennsbury Township, and the central section of Kennett Township are the major areas of Rural Community.

If the rural character of the Kennett Region is to be maintained, special consideration must be given to preserving the remaining open space of these areas. Appropriate uses in this land use category include farming, farm related businesses, farm worker housing, and limited residential development in which resource and open space protection are paramount.

- **Suburban Residential** 11,743 acres, 36.4% of Region
(Density 0.5 to 1 dwellings per acre)

The Suburban Residential category primarily encompasses areas of existing suburban pattern residential subdivisions as well as areas where additional infill development is possible. The largest single area of this category is in the eastern section of the Region, in Pennsbury and Pocopson townships. Other significant areas are in the central section of East Marlborough and the eastern section of Kennett Township. While some of the existing residential developments included in the Suburban Residential category have relatively low densities, they do exhibit a typical suburban subdivision pattern with curvilinear streets and the entire tract parceled out into individual house lots.

Future development similar to the existing neighborhoods is considered appropriate in this category. Cluster/open space subdivisions can also be encouraged to protect natural areas and to maintain the remaining open space within the Suburban Residential areas. Residential development should be directed towards this land use category and away from the Rural Community category. Where existing farms are located within the Suburban Residential category, allowances for density should also be made for the provision of farm worker housing.

- **Planned Neighborhood** 1,443 acres, 4.5% of Region
(Density 2 to 4 dwellings per acre)

This category includes those areas designated for planned communities, typically allowing a variety of residential dwelling types at higher densities. Smaller commercial uses, intended to serve local residents, may also be permitted as a planned part of the development. This category includes both areas of existing planned development, such as the retirement communities in Pennsbury, and areas designated for future growth, such as the tracts in Pocopson between Routes 52 and 926 where the intent is to encourage a traditional village design. Additional areas of Planned Neighborhood in the Region are located in Kennett Township, south of the Borough, in Kennett and East Marlborough Townships, south of Route 1, and in Pennsbury Township, south and east of the township building. This land use category provides additional opportunities for a variety of housing types in the Region.

- **Small Town Residential - Low Density** 270 acres, 0.8% of Region
(Low Density Residential – 4 to 7 dwellings per acre)

- **Small Town Residential - Medium/High Density** 144 acres, 0.4% of Region
(Medium/High Density 8 to 15 dwellings per acre)

The Small Town Residential category is located entirely within Kennett Borough and is intended to support the traditional residential neighborhood pattern already existing in the Borough. A grid street layout typifies the Town Residential neighborhood. This category is further divided into two classifications to reflect the lower densities in the northern and southern Borough neighborhoods and the medium to higher densities in the center of the Borough. Appropriate uses in this category are residential uses that are compatible with and similar to the existing residential neighborhoods. Because these areas are near complete build-out, future development will primarily occur as infill or redevelopment within the existing neighborhoods. (See Housing Plan for discussion of “Neighborhood Conservation.”)

- **Village** 555 acres, 1.7% of Region
(Density 2 to 4 dwellings per acre)

The Village category consists of those historic villages designated by municipal comprehensive plans and ordinances. Villages in this category include Unionville, Willowdale, Rosedale, Hamorton, Fairville, and Mendenhall. These villages are generally comprised of residential uses on smaller lots with some locally oriented commercial, service, and institutional uses. Because villages are historic in nature, new or infill development should be in scale and consistent with the character of the existing structures. Zoning ordinances should acknowledge the unique characteristics of the village in terms of lot sizes, setbacks, and the mix of residential, commercial, and uses historically found in many villages. Densities will partially depend on the ability to provide sewage facilities, since most villages are not served by public sewer. A variety of community sewage systems can be used to address this issue. Those villages included in registered historic districts, such as Fairville and Unionville, can have additional architectural controls applied through historic preservation standards, generally implemented through the zoning ordinance. (See Chapter 10, Cultural Resources Plan for additional information on historic preservation techniques.)

Non-Residential Categories:

Limited Tax Base - The relatively small amount of industrial and other non-residential uses in the Region, particularly outside of the Borough, limits the available tax base and puts greater pressure on the Region’s residents to pay for schools and other services. Because much of the land zoned for industrial and business uses is already occupied, additional development of this type will be limited unless the zoning is expanded. There are some exceptions, such as the Business Park zone in Kennett Township and the Industrial District in East Marlborough.

- **Highway Commercial** 255 acres, 0.8% of Region

The Highway Commercial category is located in three locations along Route 1 where more intensive, auto-oriented commercial uses are either already located or have been designated for such uses in municipal plans and ordinances. The three Highway Commercial areas are located on both sides of Route 1 in East Marlborough, east of the Pennsbury municipal building, and adjacent to the Borough’s eastern border in Kennett Township. This designation provides areas for commercial uses serving the larger region. However, the intent of the Region is to limit these uses to sizes and designs appropriate to the needs and character of the Kennett area. The provision of safe access to Route 1 and maintaining the functioning of this important arterial highway are two additional considerations in the development of highway commercial areas. Finally, it is not the intent of this area to compete with or draw customers away from the Borough commercial district (discussed below). Ideally, each commercial area will serve its own niche market with businesses that complement rather than compete with each other. While this goal is not simple to achieve, it is vital to the overall economic health and diversity of the Region.

- **Small Town Commercial** 84 acres, 0.3% of Region

The Small Town Commercial category is designated in the Borough’s downtown commercial district along State Street. A much smaller commercial area is also designated along Union Street, south of the railroad tracks. These areas are intended to support the Borough’s current revitalization efforts and the goals of the “Kennett Center” designation in its comprehensive plan, and the “Economic Development” goal of the Kennett Region Policy Plan. Specifically, this area is to serve as a multi-purpose, people-oriented town center. A combination of retail stores, commercial services, business and professional offices, public activities, and residences will support the traditional small town center. The Kennett Region should continue to support the revitalization efforts underway in the Borough. Addressing traffic congestion, pedestrian circulation, and parking needs are important considerations in attracting and maintaining customers and businesses to the Borough commercial area. As stated above, the Borough’s commercial district should not attempt to compete directly with the same businesses of the Highway Commercial areas. Customer oriented retail stores, services, specialty shops, and restaurants can differentiate Borough businesses from the larger, impersonal stores typically found in highway commercial centers.

- **Industrial/Office** 810 acres, 2.5% of Region

The Industrial/Office category is primarily located in areas of existing industrial development and where areas have been designated for such uses by municipal plans and ordinances. While this category encompasses both industrial and office uses, some areas may be more oriented towards office or business park development while others will be more oriented towards manufacturing, research, and light industrial uses. This distinction is left to the policies of each municipality, taking into consideration the

compatibility of office or industrial uses with adjacent land uses. Allowing some room for these businesses to expand and for new ones to locate is important to provide a more balanced tax base in the Region.

- **Institutional** 2,076 acres, 6.4% of Region

The Institutional category includes a wide range of both public and private uses such as schools, parks, recreational areas, municipal buildings, and county facilities. This category is particularly large in the Kennett Region with the presence of several significant institutions such as New Bolton Center, Longwood Gardens, Pocopson Home, the County Prison, and the facilities of two school districts. Land use regulations should continue to acknowledge and plan for the possible expansion of these uses.

8-2 PLANNING TECHNIQUES

□ **Continued Development Pressure** - Development pressure in the Region is expected to continue or increase and the remaining buildable open space not under permanent easement will likely be targeted for additional residential development. Conservation design options and other preservation tools, can aid in the retention of woodlands and open space, and help preserve the rural and natural character of the region while providing for the projected future population

Figure 8-1 indicates the planning techniques that are most applicable in each of the Region’s future land use categories based on the primary objectives for each of the categories. An alphabetical listing of the corresponding planning technique descriptions is located in Appendix C. Each of these techniques is described in detail in the *Community Planning Handbook: A Toolbox for Managing Change*, published in two volumes.² For additional information concerning the technique, including pros and cons of using the technique, how the technique is implemented, examples of where the technique has been applied, related tools, and sample ordinances, consult the municipal copy of the Handbook. Funding for the implementation of the majority of these techniques is available through the Chester County Vision Partnership Grant Program.

While some techniques may have applicability beyond the land use categories checked below, the purpose of the table is to indicate those areas where the technique has the greatest relevance for land use planning. The descriptions of the techniques in Appendix C indicate if there are additional land use categories where the technique might also have some applicability.

Use of these techniques will also correspond with and support the recommendations of the individual plan sections on transportation, housing, natural resources, cultural resources, and community facilities. Where relevant, cross-references to these plan chapters are included with the planning technique descriptions.

² Each municipality in the County received two copies of both Volumes I and II of the Handbook.

Figure 8-1: Planning Techniques

RC - Rural Community **SR** - Suburban Residential **PN** - Planned Neighborhood
STR - Small Town Residential **V** - Village
HC - Highway Commercial **STC** - Small Town Commercial
I/O - Industrial/Office **INS** - Institutional

| Technique Corresponding Handbook Tool (#) | Land Use Category | | | | | | | | |
|---|------------------------|----|----|-----|---|----------------------------|-----|-----|-----|
| | Residential Categories | | | | | Non-Residential Categories | | | |
| | RC | SR | PN | STR | V | HC | STC | I/O | INS |
| GROWTH MANAGEMENT TECHNIQUES | | | | | | | | | |
| Open Space/Cluster Development (4) | ✓ | ✓ | | | | | | | |
| Rural Center Zoning (6) | | | | | ✓ | | | | |
| Urban Center Zoning (8) | | | | | | | ✓ | | |
| Traditional Neighborhood Development (9) | | | ✓ | | ✓ | | | | |
| Transferable Development Rights (10) | ✓ | | ✓ | | ✓ | ✓ | ✓ | ✓ | |
| Official Map (12) | | | ✓ | | ✓ | | | | |
| NATURAL RESOURCE/OPEN SPACE PROTECTION | | | | | | | | | |
| Natural Resource Protection Standards (16-21, 26) | ✓ | ✓ | | | | | | | ✓ |
| Performance Zoning (23) | ✓ | ✓ | | | | | | | |
| Conservation Easements and Local Land Trusts (27) | ✓ | ✓ | | | | | | | ✓ |
| Lot Averaging (29) | ✓ | ✓ | | | | | | | |
| WATER RESOURCES/SEWAGE FACILITIES | | | | | | | | | |
| Stormwater Management (32) | ✓ | ✓ | ✓ | | | ✓ | | ✓ | ✓ |
| Community Sewage Systems (34, 35) | ✓ | ✓ | ✓ | | ✓ | | | | |
| Individual Sewage Systems in Open Space (37) | ✓ | ✓ | | | | | | | |
| FARMLAND PROTECTION | | | | | | | | | |
| Agricultural Preservation Programs (39) | ✓ | | | | | | | | |
| Effective Agricultural Zoning (40) | ✓ | | | | | | | | |
| Supplemental Farm Business Standards (41) | ✓ | | | | | | | | |
| HISTORIC RESOURCES | | | | | | | | | |
| Historic Preservation Planning (43) | ✓ | | | ✓ | ✓ | | ✓ | | |
| Local Historic Districts (44) | | | | ✓ | ✓ | | ✓ | | |
| Village Protection Program (46) | | | | | ✓ | | | | |
| ECONOMIC DEVELOPMENT | | | | | | | | | |
| Economic Development Planning (48) | | | | | | ✓ | ✓ | ✓ | |
| Economic Development Incentives (49) | | | | | | ✓ | ✓ | ✓ | |
| Main Street Program (50) | | | | | | | ✓ | | |
| Strategies for Infill Development (51) | | | | ✓ | ✓ | | ✓ | | |
| Adaptive Re-Use of Older Buildings (52) | | | | ✓ | ✓ | | ✓ | | |
| Sign Regulations (81) | | | | | ✓ | ✓ | ✓ | ✓ | |

Figure 8-1: Planning Techniques

RC - Rural Community **SR** - Suburban Residential **PN** - Planned Neighborhood
STR - Small Town Residential **V** - Village
HC - Highway Commercial **STC** - Small Town Commercial
I/O - Industrial/Office **INS** - Institutional

| Technique Corresponding Handbook Tool (#) | Land Use Category | | | | | | | | |
|--|------------------------|----|----|-----|---|----------------------------|-----|-----|-----|
| | Residential Categories | | | | | Non-Residential Categories | | | |
| | RC | SR | PN | STR | V | HC | STC | I/O | INS |
| Brownfield Development (53) | | | | | | | | ✓ | |
| TRANSPORTATION | | | | | | | | | |
| Corridor Analysis Plan (54) | | | | | | ✓ | | | |
| Residential Street Design (57) | | ✓ | ✓ | | | | | | |
| Pedestrian/Bicycle Facilities (58) | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Scenic Road Overlay District (59) | ✓ | | | | | | | | |
| Parking Management (60.a) | | | | | | ✓ | ✓ | ✓ | |
| Traffic Impact Fee Ordinance (61) | | ✓ | | | | ✓ | | ✓ | |
| Traffic Signal Systems (64) | | | | | | ✓ | ✓ | | |
| Traffic Calming Techniques (65) | | ✓ | ✓ | ✓ | ✓ | | ✓ | | |
| HOUSING | | | | | | | | | |
| Residential Conversions (69) | | | | ✓ | ✓ | | | | |
| Accessory Dwelling Units (71) | ✓ | ✓ | | ✓ | ✓ | | | | |
| Building Codes (79) | | | | ✓ | ✓ | | ✓ | | |

8-3 ACCOMMODATION OF FUTURE GROWTH

Potential Future Growth - Currently, there is ample land available to accommodate projected future growth in the Region. There is a need to examine whether the location and intensity of growth, as currently permitted by zoning, is consistent with the future land use policies of the Region.

This section analyzes the number of developable acres in each future land use category and estimates the potential growth that could occur in those categories based on the recommended densities or building coverage. In addition, this section determines whether the population growth projected in the Region can be accommodated within those areas designated as appropriate for future development.

Developable land consists of the remaining lands in each category after natural constraints, protected lands, and developed lands are subtracted.

Naturally constrained lands include:

- 100 year floodplain
- Slopes of 25% or greater
- Wetlands
- Hydric soils (wetlands indicator)
- Streams and ponds

Other protected lands include:

- Eased Lands (conservation and agricultural easements)
- Public park lands

Developed lands include those areas already occupied by residential, commercial, or other development. This category also includes the permanently protected open space portions of private developments.

The remaining lands, after these constraints are subtracted, are considered potentially developable. These numbers are shown in Figure 8-2. This information, in conjunction with the suggested development patterns and densities in the future land use plan (see Map 8-1), provides an estimate of potential future development. Figures for potential future development are shown in Figure 8-3.

Developable Land By Future Land Use Category

The number of developable acres and percent of total developable land located in each of the future land use categories are shown in Figure 8-2. The greatest percentage of developable land is located in the Rural Community category at 53 percent. The second largest category is the Suburban Residential which contains 30 percent of the total developable land in the Region. These numbers are as expected since these categories currently contain the most land area, the lowest density development, and the greatest amount of open space of all the future land use categories. The Institutional, Planned Neighborhood, and Industrial/Office contain the majority of the remaining developable land, but at much lower percentages than the Rural Community or Suburban Residential categories.

As discussed in the following sections, the intent of this plan is to guide growth to those areas considered desirable and suitable for additional development (such as the Planned Neighborhood and Small Town Commercial categories) and away from those areas intended for preservation (primarily the Rural Community category). While some growth will inevitably occur in all areas of the Region, the purpose of the land use recommendations in this chapter is to direct development as much as possible to achieve the adopted land use goals and policies of the Region.

Figure 8-2: Developable Land in Each Future Land Use Category

| Future Land Use Category | Developable Land (acres) | Percentage of Total Developable Land |
|--------------------------------------|-------------------------------------|---|
| Rural Community | 9,099 acres | 53.8% |
| Suburban Residential | 5,034 acres | 29.8% |
| Planned Neighborhood | 668 acres | 3.9% |
| Small Town Residential - Low | 14 acres | <0.1% |
| Small Town Residential - Medium/High | 29 acres | 0.2% |
| Village | 254 acres | 1.5% |
| Highway Commercial | 113 acres | 0.7% |
| Small Town Commercial | 6 acres | <0.1% |
| Industrial/Office | 413 acres | 2.4% |
| Institutional | 1,288 acres | 7.6% |
| Total Developable Acres | 16,918 acres | 100% |

Source: Chester County Planning Commission, 1999

Potential Future Development by Land Use Category

An estimate of the potential development that could occur in each future land use category in the Region is provided in Figure 8-3. In addition to subtracting the constrained lands (see above), an additional 15 percent was subtracted from each category to account for infrastructure such as roads, sewers, and stormwater facilities. The last column in the table approximates the amount of development that could occur in each of these categories based on the future land use plan's recommended guidelines for densities in residential districts and building coverages for non-residential district. Most residential categories include a high and low figure since a range of densities was recommended.

Accommodation of Future Population Growth

Based on the County's population estimates and projections, the Kennett Region can expect to grow by an additional 3,180 persons between 1997 and the year 2020. However, because the County's projections are approximately 4 percent lower than the recently released State population projections for the year 2020, the projected population in the Region has been increased by 4 percent to 4,277³ for the purposes of this analysis. County population estimates, already approaching future projections, also support the need to make this adjustment to the 2020 population projections (see discussion in Chapter 4, Population, Housing, and Economic Profile).⁴

With an average household size of 2.63 persons per household, an additional 1,626⁵ housing units would be needed to accommodate new residents through the year 2020. The development analysis in Figure 8-3 indicates that this number of units can easily be accommodated in the future land use categories

³ This number is based on a 1997 population estimate of 24,250 and an adjusted 2020 population projection of 28,527 (27,430 + 4%).

⁴ It should be noted that, despite this upward adjustment of the population projections, the KARPC feels that these projections may still be low based on current development activity in the Region. However, as the analysis indicates, the areas designated for growth should still be able to accommodate even twice the projected population.

⁵ Calculated by dividing 4,277 persons by DVRPC's 2020 household size estimate of 2.63 persons/household.

designated for residential growth (i.e. the Suburban Residential, Planned Neighborhood, Small Town Residential, and Village Districts). Even if the lower end densities are used, just under 4,000 additional homes could be located in these residential categories. The majority of these new units are most likely to locate in the Suburban Residential category since this has the greatest amount of remaining developable land.

In terms of meeting the Region’s “fair share” obligations for multi-family housing, the analysis in Appendix A indicates that, of the new units that are projected to occur in the Region, there should be a potential for at least 244 to 325 of them to be multi-family units. Under the proposed future land use plan, the majority of these units would most likely occur in the Planned Neighborhood, Small Town Residential, and Village categories. Based on the potential number of new units in the Planned Neighborhood, Small Town Residential, and Village categories shown in Figure 8-3, even if only 10 to 15 percent of the possible new units were multi-family, the fair share obligation of the Region could easily be met in these areas. Some multi-family units could also potentially be located in cluster subdivisions in the Suburban Residential category, providing additional areas where alternative housing types could be accommodated in the Region. Additional units for farmworker housing could also occur in the Rural Community category.

Although not designated as a growth area, additional housing units will inevitably also be located in the Rural Community category. However, it is the intent of this plan and its future land use recommendations to guide as much future residential development as possible into designated growth areas and away from areas targeted for preservation.

Figure 8-3: Potential Development in Each Future Land Use Category

| Future Land Use Category | Density or Possible Building Coverage | Developable Lands (acres) | Less 15% Infrastructure (acres) | Potential Development (units) |
|--------------------------------------|--|----------------------------------|--|--------------------------------------|
| Rural Community | <0.5 dwellings/acre ¹ | 9,099 acres | 7,734 acres | 2,578 units |
| Suburban Residential | 0.5 to 1 dwelling/acre | 5,034 acres | 4,279 acres | 2,140 - 4,279 units |
| Planned Neighborhood | 2 to 4 dwellings/acre | 668 acres | 568 acres | 1,136 - 2,272 units |
| Small Town Residential - Low | 4 to 7 dwellings/acre | 14 acres | 12 acres | 48 - 84 units |
| Small Town Residential - Medium/High | 8 to 15 dwellings/acre | 29 acres | 25 acres | 200 - 375 units |
| Village | 2 to 4 dwellings/acre | 254 acres | 216 acres | 432 - 864 units |
| Total Residential | | 15,032 acres | 12,778 acres | 6,534-10,452 units |
| Highway Commercial | 40% building coverage ² | 113 acres | 96 acres | 1,672,704 sq. ft. |
| Small Town Commercial | 60% building coverage ³ | 6 acres | 5 acres | 130,680 sq. ft. |
| Total Commercial | | 119 acres | 101 acres | 1,803,384 sq. ft. |
| Total Industrial/Office | 40% building coverage | 413 acres | 351 acres | 6,115,824 sq. ft. |
| Total Institutional | 15% building coverage | 1,288 acres | 1,095 acres | 7,154,730 sq. ft. |

Source: Chester County Planning Commission, 1999

¹A density of 0.33 units/acre (or 3 acres per dwelling unit) was used to estimate the number of potential dwelling units in the Rural Community category.

² Building coverage percents are based on the typical coverages currently permitted by the Region’s zoning ordinances for those uses.

³ The core area of the Borough’s commercial district allows up to 100 percent building coverage, however, the majority of the areas included in the “Small Town Commercial” category allow 60 percent coverage.

In considering the worst case population projections (see Figure 2-5), the Kennett Region could gain almost 15,000 new residents between 1990 and 2020. This increase would require 5,700 additional housing units which exceeds the lower limit of future potential development in the area designated for residential growth. In fact, 5,700 additional units consumes 72 percent of the maximum projected potential units for residential growth. If this worst case scenario for population growth occurs, the Region will experience serious impacts on its quality of life.

Future Non-Residential Development

The potential square footage of commercial, industrial, and institutional development in the Region is shown in Figure 8-3. Total potential commercial development is approximately 1.8 million square feet in the Highway Commercial and Small Town Commercial categories. This is considerably less than the 6.5 million square feet of commercial that was determined to be possible under current zoning in the Region (See Chapter 3, “Potential Future Development”). A relatively small amount of locally oriented commercial and service uses can also be located in the Village category.

The Industrial/Office category can potentially accommodate over six million square feet of industrial or office uses on approximately 350 acres. This category is primarily located in areas of existing industrial development and where municipalities have designated for such uses in their local comprehensive plans and ordinances. While somewhat higher than the amount of development determined to be possible under current zoning (5.4 million square feet), allowing opportunities for industrial growth will help broaden the tax base and employment opportunities in the Region.

While the Institutional category shows a development potential of 7.1 million square feet, because of the types of uses in this category, it is not likely that this number will ever be realized. Many of the uses, such as schools, municipal buildings, and other public uses, typically include a significant amount of open space. The wide range of types of uses in this category also make it difficult to predict the type of new development that might take place.

8-4 COMPATIBILITY WITH OTHER LAND USE PLANNING POLICIES

- Coordination of Zoning** - The regional land use plan should strive to eliminate conflicts between future land uses along municipal borders and minimize those between existing land uses. These land use recommendations should provide guidance for revisions to zoning districts and ordinance provisions, whether accomplished at the municipal or regional level.

The Municipalities Planning Code (MPC) requires comprehensive plans to include a statement regarding the relationship of the plan with those of contiguous municipalities and the county of which it is a part. The following discussion briefly looks at the compatibility of Kennett Region land use plan with those of the surrounding municipalities and the County.

Surrounding Municipalities

The Kennett Region is adjacent to six municipalities in Chester County, one municipality in Delaware County, and New Castle County in Delaware. Map 3-1, Regional Influences, indicates the location of each of these municipalities in relation to the Kennett Region.

New Garden Township – The entire western border of Kennett Township is shared with New Garden Township.⁶ The majority of the border is designated as Unified Development and Agricultural/Residential in the New Garden Land Use Plan (1993). The purpose of the Agricultural/Residential category is to retain the rural character of the Township where agriculture predominates and allow limited residential uses at a scale and density that is compatible with the agricultural community. This is consistent with the Region’s Rural Community designation.

The purpose of the Unified Development (UD) category, located from Bucktoe Road to the southern township border, is to encourage and accommodate residential and economic land development of large parcels in a unified, planned manner. The retention of open space is also an important aspect in this area. This designation is somewhat less consistent with the Rural Community designation. However, the Vision Partnership Consistency review of the New Garden comprehensive plan noted that the UD district

⁶ Although New Garden Township is technically a member of the Kennett Region, they did not participate in the regional land use planning effort. Therefore, the proposals of this plan are compared with New Garden’s municipal comprehensive plan.

was consistent with the Rural Center designation of *Landscapes* around Kaolin, although the township designation was significantly larger in size.

The remainder of the shared border is Highway Commercial along each side of Baltimore Pike and Site Responsive Residential (SRR) north of Baltimore Pike up to the East Marlborough border. The purpose of the SRR designation is to accommodate residential and related open space uses in rural areas of the township. This designation is compatible with the adjacent Planned Neighborhood designations in Kennett Township and the Rural Community designation along the shared border with West Marlborough. The Highway Commercial designation of the New Garden plan is compatible with the adjacent Industrial/Office category in Kennett Township.

West Marlborough Township – East Marlborough shares its entire western border with West Marlborough. The West Marlborough plan was adopted in 1972. Because the comprehensive plan is extremely outdated, a comparison was made with the township’s zoning district designations. The vast majority of the shared border is designated as either Agricultural/Conservation or Low Density Residential. Both of these districts are compatible and consistent with the Rural Community designation in the Kennett Region. A very small Local Business District and a Medium to High Density District are located along Street Road at the village of London Grove. Although these zoning designations are not really consistent with the Kennett Region’s Rural Community designation, they are consistent with West Marlborough’s comprehensive plan designation of “Village.” Also, the small size of these zoning districts should limit any impact development might have on the land uses in the Kennett Region.

Newlin Township – Newlin Township adjoins East Marlborough’s northern border and Pocopson’s western border. The Newlin Township Comprehensive Plan (1997) designates the majority of the land bordering both East Marlborough and Pocopson as “Developable Land.” This is essentially the land remaining in the township after natural constraints, protected lands, and developed lands are subtracted. The future land use plan’s intent is to promote a performance based approach to land management and, therefore, does not include distinct land use categories. Proposed development is to be considered based on site specific criteria and its potential impact. Under this approach, performance based standards are implemented to protect sensitive environmental features, as well as viewsheds, prime agricultural soils, scenic, and historic resources. The overall land use goal for the township is to maintain its low-density, rural atmosphere. While it is difficult to say with any certainty whether this approach will result in land uses compatible with the Rural Community and Suburban Residential designations in the Kennett Region, the intent and overall goals of the Newlin Plan are consistent with that of the Region.

West Bradford Township – West Bradford borders a small portion of northern Pocopson Township. The West Bradford Land Management Plan (1989) designates this area as Stream Corridor. The intent of the plan in this area is to protect the natural and scenic resources located along the West Branch of the Brandywine Creek. The Rural Community designation and the recommendations for natural and scenic resource protection in this plan are compatible with the West Bradford land use policies.

East Bradford Township – East Bradford is located adjacent to the northeastern border of Pocopson Township. The East Bradford Land Use Plan (1996) designates land along the shared border as Conservation and Rural Performance. The primary objective of the Conservation designation is to protect sensitive natural resources which is consistent with the recommendations for natural resource protection in this comprehensive plan. The primary objective of the Rural Performance designation is to maintain rural character by managing new development and encouraging sensitive site design. This designation is consistent with the Rural Community and compatible with the Suburban Residential designations of the Kennett Region land use plan.

Birmingham Township – Birmingham Township adjoins a portion of Pocopson and Pennsbury townships’ eastern borders. Their future land use plan, adopted in 1979, designates the entire shared border, the Brandywine Creek, as “Floodplain.” The area immediately adjacent to the Floodplain is designated as Low and Rural Density Residential. These designations are compatible with the Suburban Residential category and the natural resource protection recommendations of this Plan. Because the Birmingham Township plan is now 20 years old, the zoning ordinance designations were also considered. The zoning map essentially mirrors that of the comprehensive plan, with Residential-Agricultural and R-1 Residential being the primary zoning districts along the shared border. These designations are also compatible with the Kennett Region’s future land use designations.

Chadds Ford Township, Delaware County – Chadds Ford Township adjoins the eastern edge of Pennsbury Township, primarily south of Route 1. Except for a small area of Suburban Residential near Route 1, the future land use category in this area of the Kennett Region is Rural Community. This designation is consistent with the adjacent Chadds Ford Township comprehensive plan designation of Low Density Residential. Because the comprehensive plan was adopted in 1973, the current zoning ordinance and map, adopted in 1985, were also examined for consistency. Zoning along the shared border is R-1 Residence with a Flood Plain Conservation District consistent with Flood Insurance Study mapping. Single-family dwellings on a minimum lot size of two acres and agricultural uses are the primary uses allowed in the R-1 District. Uses permitted in the Flood Plain Conservation District are primarily agriculture, forestry, recreation and related non-structural activities. Both of these districts are consistent with the adjacent Rural Community designation and natural resource protection recommendations in the Kennett Region.

☐ **Orientation Towards Delaware** - The Region’s orientation towards Delaware, in terms of employment, shopping, and leisure activities, is an important consideration in land use and transportation planning. Conversely, the Region’s proximity to the major employment centers in Delaware makes it a prime location for residential development.

New Castle County, Delaware – New Castle County adjoins the entire southern border of the Kennett Region. The recently updated zoning ordinance, designed to implement the recommendations of the Comprehensive Development Plan, was examined for consistency. In the Kennett Region, the vast majority of land along the Delaware border is designated Rural Community. In New Castle County, Suburban Estate is the primary zoning district that abuts the Rural Community designation. According to the Zoning Ordinance, the purpose of the Suburban Estate district is to maintain the long established character of northern New Castle County which is single-family homes on large lots. The minimum lot size for this district is two acres. Another goal is to encourage design and landscaping that preserves the scenic view in this district. The Suburban Estate designation is generally compatible with the Rural Community category in the Kennett Region.

The Suburban Residential category in Pennsbury and approximately one-third of the Kennett Township border, starting from the southwestern tip of the Township, is adjacent to Neighborhood Conservation districts in New Castle County. Neighborhood Conservation districts were created to reflect the existing development pattern and to avoid the creation of non-conforming lots. They primarily encompass existing or proposed subdivisions that were developed or approved under the previous zoning ordinance. The minimum lot size in these districts range from one-half to two acres in this district, with two acres being most prevalent along the shared border. The Neighborhood Conservation districts are consistent with the Suburban Residential category in the Kennett Region. Because these districts reflect existing

single-family development and no significant additional growth is planned for these areas, they are also generally compatible with the Rural Conservation category in the Kennett Region.

Chester County

The adopted Policy Plan of Chester County is *Landscapes: Managing Change in Chester County 1996-2020*. The plan divides the County into four basic landscape types: Natural, Rural, Suburban, and Urban. Rural Centers are also designated within the Rural Landscape. The intent of each of these landscape types is summarized in the table below.

The County policy plan, *Landscapes* summarizes the four landscapes types as follows:

Natural Landscapes of Chester County are made up of woodlands, stream corridors, steep hillsides, ridge tops, wetlands, and marshes. These resources are permanent and essential elements of the physical environment and are the foundation for the livability of all landscapes.

Rural Landscapes include farms, farm related businesses, and villages, along with some scattered housing sites. They are predominant in the northern, western, and southern areas of Chester County. Rural Centers which contain locally oriented retail uses and community services are designated within the Rural Landscape.

Urban Landscapes are the historic population centers of the County. They traditionally serve as the focal point of employment and the commercial and cultural centers for the surrounding areas. Urban Landscapes contain extensive existing infrastructure and most of their remaining natural resources are protected in local park systems.

Suburban Landscapes include low to medium density subdivisions and related shopping centers and employment centers. They have developed rapidly and most extensively in eastern and central Chester County. Infrastructure and public services have been extended to accommodate residential subdivisions, shopping centers, office complexes and industrial parks that predominate this landscape.

Landscapes designates a Suburban Landscape in the eastern section of the Region. Specifically, this landscape is located in the northern portion of Pennsbury Township and the southern portion of Pocopson Township. This is consistent with the Suburban Residential and Planned Neighborhood designations in the Region's plan.

The Urban Landscape is designated for Kennett Borough and areas to the south and east of the Borough. The higher intensity residential, commercial, and office/industrial designations concentrated in and around the Borough are consistent with this landscape designation.

The Natural Landscape follows stream corridors and significant areas of woodlands and steep slopes. The natural resource protection measures recommended by the comprehensive plan are consistent with the goals of the Natural Landscape.

The remainder of the Region is designated as Rural Landscape. The Rural Community and Village categories are consistent with the Rural and Rural Center landscapes. Although there are several Suburban Residential areas designated within the Rural Landscape, these essentially include those areas already developed in a suburban pattern. Allowing for additional suburban infill within these areas can potentially reduce development pressure on the surrounding rural areas.

Based on the above comparisons with the four landscape designations of the County plan, the recommended land use plan for the Region is consistent with and supports the Chester County Policy Plan, *Landscapes*.

CONCLUSION

The above recommendations provide the framework for an overall land use plan for the Kennett Region. Implementation of these recommendations will result in a land use pattern that is consistent with both the policies of the Kennett Region, its individual municipalities, and with the Chester County Policy Plan, *Landscapes*. The Region has the option of implementing the land use plan through regional zoning, through amendments to individual municipal plans and ordinances, or a combination of both. The next step for the Region will be to determine the best and most acceptable approach to implementation of the Region’s planning recommendations.