



FOR IMMEDIATE RELEASE

Contact:
Kevin Moran
Kevin.moran@uli.org
215.845.8996

West Whiteland Township Explores Strategies for a More Connected Crossroads

ULI Philadelphia's Technical Assistance Panel Report provides recommendations on programming, design and connections at the Crossroads

Exton, PA – February 3, 2021 - Urban Land Institute (ULI) Philadelphia released its Technical Assistance Panel (TAP) Report today, summarizing recommendations to encourage responsible growth that results in a unique suburban town center identity for the Crossroads area in Exton, PA. The report concludes a study comprised of a two-day convening of real estate professionals, urban planners and other experts, as well as interviews with key stakeholders.

The interdisciplinary panel of volunteer experts, at the request of West Whiteland Township, explored how strategic interventions could engage and leverage the historic, retail, transit and recreational resources to create a connected area whose sum is greater than its parts. The report identifies both short-term and long-term recommendations, that include:

- Using zoning and density policy to encourage responsible growth;
- Leveraging the wealth of open space and historical assets to enhance a unique town center identity;
- Improving gateways and intersections to encourage multimodal connections, and;
- Implementing strategies to enhance the retail mix and coordination among property owners.

The Crossroads, located in Chester County, Pennsylvania date back to the 1800s, where the Reading, Chester Valley and Pennsylvania Railroads connected to form a nexus of transportation and commerce. Today, the area is defined by the intersection of US Route 30 and PA Route 100, accommodating 28,000 cars daily, and home to seven retail centers offering a spectrum of shopping, services and dining options.

John Weller, Director of Planning / Zoning Officer for West Whiteland Township said "The panel was not only experienced and highly professional but was genuinely interested in our community and excited about the opportunity to learn about it and to advise on how we could move forward. The Panel's final presentation demonstrated how quickly they were able to get the feel of who we are and included thoughtful and practical recommendations."



Chaired by Liz Gabor, Vice President, The Goldenberg Group and Nando Micale, Principal, LRK Architects, the panel concludes that the Crossroads has potential to become a unique and unified suburban town center that encourages a diverse housing stock, multimodal transportation options, and an attractive retail mix; with an identity all its own. **To view the full report, visit philadelphia.uli.org.**

ULI Expert Volunteer Panel:

- Liz Gabor, TAP Co-Chair, Vice President, The Goldenberg Group
- Nando Micale, TAP Co-Chair, Principal, LRK Architects | Designers | Planners
- Kim Avant-Babb, Partner, Babb Properties
- John Farrell, Chairman Emeritus, The Norwood Company
- Albert Federico, Principal, Albert Federico Consulting, LLC
- Ernest Freeman, Owner, The Freeman Group
- Alexis Hilinski, Senior Development Manager, Brandywine Realty Trust
- John W. Lister, Principal, JL Architects
- Nichole Mendinsky, Practice Area Leader, Herbert Rowland & Grubic
- Peter M. Simone, Landscape Architect and Planner, Simone Collins Landscape Architecture
- Phil Voutsakis, Principal, AR Spruce

Study Stakeholders:

- Bike Chester County
- Chester County 2020
- Chester County Department of Community Development
- Chester County Economic Development Council
- Chester County Libraries
- Chester County Planning Commission
- Delaware Valley Regional Planning Commission
- Exton Region Chamber of Commerce
- Friends of the Chester Valley Trail
- Gorman & Co. Real Estate Development & Consulting
- Hankin Group
- Hanover
- Krapf Transportation
- Maggie Moos
- PREIT
- Raj Real Estate
- SEPTA
- Stolen Sun Craft Brewing & Roasting Company
- Transportation Management Association of Chester County



Philadelphia

- Tripoint Property Inc.
- West Whiteland Historical Commission
- West Whiteland Planning Commission
- West Whiteland Public Services Commission
- West Whiteland Township
- Wolfson Group

About ULI Philadelphia

The Urban Land Institute is a nonprofit education and research institute whose mission is to provide responsible leadership in the use of land and in creating and sustaining thriving communities worldwide. Established in 1936, ULI today has more than 40,000 members around the globe, representing the entire spectrum of land use and development disciplines including developers, builders, property owners, investors, architects, public officials, planners, attorneys, engineers, academics and others engaged in the land use field. The Philadelphia District Council encompasses about 1,000 members throughout Eastern and Central Pennsylvania, the southern half of New Jersey and the State of Delaware. For more information visit philadelphia.uli.org.

###