AVONDALE BOROUGH
COMPREHENSIVE PLAN

July 16, 2019

Comprehensive Plan for Avondale Borough
Chester County, Pennsylvania

July 16, 2019

Avondale Borough
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Avondale, PA 19311
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COMPREHENSIVE PLAN TASK FORCE

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MAYOR  Doris Howell

SECRETARY  Rebecca A. Brownback

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CONSULTANTS  Ray Ott & Associates  
Sarcinello Planning & GIS Services

ADOPTED: July 16, 2019

This plan was funded in part through a grant from the Vision Partnership Program sponsored by the Chester County Board of Commissioners. The Plan is prepared to achieve the goals and objectives of Landscapes3, the Chester County Comprehensive Plan to manage growth.
RESOLUTION NO. 2019-02
BOROUGH OF AVONDALE
CHESTER COUNTY, PENNSYLVANIA
A RESOLUTION TO ADOPT THE AVONDALE BOROUGH COMPREHENSIVE PLAN

WHEREAS, pursuant to Article III of the Pennsylvania Municipalities Planning Code, (the “MPC”) requires municipalities to review and update their comprehensive plan every ten years; and

WHEREAS, pursuant to Section 301.2 of the MPC, the Avondale Borough Council (“Borough Council”) established a Comprehensive Plan Task Force (the “Task Force”), including the assistance of Borough consultants, to act as the Planning Agency for Borough Council to assist in the preparation, review, and analysis of the surveys, maps, and studies and to make recommendations for the preparation of the new Comprehensive Plan for the Borough of Avondale (the “2019 Comprehensive Plan”); and

WHEREAS, members of the general public were invited to and participated in several public meetings and hearings in order to ensure that the residents of the Borough of Avondale (the “Borough”) were involved in the planning process and development of the 2019 Comprehensive Plan; and

WHEREAS, pursuant to Section 301(c) and Section 301.3 of the MPC, the Chester County Planning Commission (“CCPC”) received a copy of the Borough’s 2019 Comprehensive Plan on May 9, 2019, and the CCPC issued its recommendations to Borough Council in a review letter dated June 18, 2019; and

WHEREAS, pursuant to Section 301(c) and Section 301.3 of the MPC, on April 30, 2019, the Borough sent copies of the 2019 Comprehensive Plan to the governing bodies of contiguous municipalities and the Avon Grove School District for review and comment; and

WHEREAS, pursuant to Section 302(b) of the MPC, Borough Council held a public hearing on the 2019 Comprehensive Plan on July 16, 2019, pursuant to public notice, at which it considered and voted to approve the 2019 Comprehensive Plan; and

WHEREAS, Borough Council deems the 2019 Comprehensive Plan to accurately reflect the future vision for the Borough of Avondale and provide a solid framework within which to enrich, grow and develop the Borough and desires to adopt this Resolution approving and adopting the 2019 Comprehensive Plan.
NOW, THEREFORE BE IT RESOLVED by the Borough Council of Avondale, County of Chester, Commonwealth of Pennsylvania as follows:

1. The Background to the Resolution is incorporated in and fully made a part hereof.

2. That the new Avondale Borough Comprehensive Plan be adopted by the Borough of Avondale in the form presented to Borough Council, with any non-substantial revisions incorporated at the public hearing, and as attached to this resolution and includes the following elements: the textual part of the Comprehensive Plan denoted as Avondale Borough Comprehensive Plan; the Maps denoted as Maps 1 through 12; the Tables denoted as Table 1 through 21. The text portion, the Maps and the Tables are all part of and are collectively the Avondale Borough Comprehensive Plan.

PASSED by Borough Council this 16 day of July, 2019.

[Signature]
William D. Shore, Jr.
President, Borough Council

Approved by the Mayor, this 16 day of July, 2019.

[Signature]
Doris Howell
Mayor

Enacted, this 16 day of July, 2019.

[Signature]
Rebecca Brownback
Borough Secretary
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**INTRODUCTION**

**COMPREHENSIVE PLAN**

A comprehensive plan is a planning tool that serves as the long-range vision for a municipality and guides future land use and planning decisions. It is used as a foundation for managing change, not only regarding land development, but also the administration and provision of services to address these changes.

A comprehensive plan assesses the municipality’s existing conditions, outlines its future vision and planning objectives, and provides recommendations aimed at achieving that vision and objectives. Its recommendations may be implemented through both regulatory means, such as ordinances, and non-regulatory means, such as voluntary community action. It is also used to support applications for grant funding for municipal planning and improvement projects. Where zoning is concerned, the comprehensive plan is important in that it provides the rationale for ordinance provisions. The zoning ordinance must be generally consistent with the comprehensive plan.

**Need for Avondale Comprehensive Plan Update**

Avondale Borough Council recognized the need to update the community’s comprehensive plan, as the previous plan dates from 1993. With this update, the plan:

- Assesses changes that have taken place since the 1993 plan.
- Identifies and addresses current issues, opportunities, and challenges.
- Updates the community’s vision and goals and defines a new path forward.
- Advances the goals of the Chester County Comprehensive Plan, Landscapes3, and other related County plans, including the Linking Landscapes open space plan and the Watersheds water resources plan (see below).
WORK ON THIS Comprehensive Plan began in November 2017. Throughout the process, Avondale residents were invited to provide input through the various avenues listed below. All meetings and public participation events were advertised, and materials were posted on the borough’s website for public review. The borough is hopeful that residents will continue to participate in the Comprehensive Plan’s implementation over the coming years.

- **Community Survey** - A community survey – including English and Spanish versions - was mailed to every household in the borough and made available online (Appendix A). Residents responded to questions on various planning topics pertaining to existing conditions in the borough and improvement needs. A total of 60 responses were received for a 15% response rate, assuming each response represents one household and based on the 2016 US Census estimate of 400 occupied housing units.

- **Key Person Interviews** – Community members with relevant experience and knowledge were identified with the help of Borough Council and staff and were interviewed by the consultants. Key persons included business owners and long-time residents.

- **Public Workshop** – A public workshop was held at the Avondale fire house on September 27, 2018 from 7pm to 9pm. Twenty-one (21) residents completed a hands-on exercise to identify issues confronting the borough and their vision for the future. Invitations were sent in both Spanish and English.

- **Bi-Monthly Comprehensive Plan Meetings** Borough Council sought input from community members throughout the process to ensure that key issues are addressed, and future development plans reflect the community’s vision. Borough Council held eight (8) bi-monthly meetings devoted specifically to the comprehensive plan. These meetings were open to the public.

- **MPC Review** – In compliance with the MPC, the draft Comprehensive Plan was forwarded to contiguous municipalities, the Chester County Planning Commission, and Avon Grove School District for review and comment.

- **Plan Adoption** – The Comprehensive Plan was made available at Borough Hall and on the borough website for public review prior to its adoption. A Public Presentation of the draft plan was held in the Spring of 2019 to consider public comments, and Borough Council held a Public Hearing later to adopt the Comprehensive Plan.
PRIORITY ISSUES AND COMMUNITY GOALS

While the Comprehensive Plan addresses all required elements of Article III of the MPC, it focuses on five (5) priority issues. These priority issues were identified via public input and further examined during the planning process. Recommendations to address these issues are considered practical as implementation requires engaging organizations and individuals with the capacity to advance the plan’s recommendations. The priority issues and associated community development objectives are as follows (they are NOT listed in order of importance):

1. Housing
   Goal: Protect and improve the existing housing stock to meet the housing needs of current and future residents by providing for housing options that accommodate households at various life stages and income levels.

2. Circulation / Transportation
   Goal 1: Provide for a safe and efficient circulation system that facilitates vehicular travel and improves pedestrian and bicycle access.
   Goal 2: Establish a pedestrian and bicycle network that connects all neighborhoods to the borough’s commercial core, borough parks, and the regional trail system.

3. Future Development and Redevelopment
   Goal 1: Provide for future development/redevelopment of the commercial core that is compatible with the borough’s small town and historic character.
   Goal 2: Manage growth in a manner that accommodates necessary development, protects open space, protects the character of existing neighborhoods, and is coordinated with available infrastructure and services.

4. Resource Protection
   Goal: Protect historic and natural resources to retain the borough’s small-town and historic character, and to capitalize on the health, quality of life, and economic benefits to the community.

5. Community Facilities & Services
   Goal 1: Provide for community facilities, services, and utilities to meet current and future needs in a coordinated, efficient, and fiscally sound manner.
   Goal 2: Instill a sense of community among borough residents and increase residents’ involvement in community activities, initiatives, and governance.
SUMMARY OF RECOMMENDATIONS & IMPLEMENTATION

Recommendations for each of the five priority issues are found in the section called The Plan but are also summarized in the table on the following page for ease of use. The recommendations are organized here in the form of an implementation plan, which specifies a timeframe for implementation, responsible parties, and potential funding sources.

It is vital that an individual or a committee be designated to oversee and monitor the implementation of this comprehensive plan. All borough staff should be made aware of the Comprehensive Plan’s findings and recommendations. Its implementation strategies should be consulted regularly to ensure the borough is following through and making progress. It is also vital that the borough involve citizens, local business, institutions, and organizations during the implementation efforts.

FUNDING SOURCES

Grant opportunities can be found at the following:


CCPC Municipal Grant Opportunities: [http://www.chescoplanning.org/MuniCorner/GrantOpportunities.cfm](http://www.chescoplanning.org/MuniCorner/GrantOpportunities.cfm)
Table 1: Summary of Recommendations

<table>
<thead>
<tr>
<th>RECOMMENDATION/ACTION (1)</th>
<th>Timeframe (Years)</th>
<th>Responsibility (2)</th>
<th>Potential Partners</th>
</tr>
</thead>
</table>

**PRIORITY ISSUE #1 – HOUSING (page 18)**

1. Provide more opportunities for affordable “workforce” housing & home ownership. (a, b & c) 1-3 Staff, BC, solicitor  
2. Address overcrowded housing. 1-3 Staff, BC, solicitor consultant  
3. Address substandard housing conditions and property maintenance. (a, b & c) 1-3 Staff, BC Building Inspector

**PRIORITY ISSUE #2 – CIRCULATION PLAN (page 23)**

1. Circulation Improvements Study. 1-3 Staff, BC, engineer CCPC, DVRPC, consultant  
2. Intersection improvements (pedestrian and traffic) (a through f) 4-5 Staff, BC, engineer consultant  
3. East Penn Railways. on going Staff, BC  
4. Implement Traffic Calming measures: PA Ave., West State St, Third St. 4-5 Staff, BC, engineer consultant  
5. Pennsylvania Avenue. 1-3 Staff, BC, engineer London Grove Twp.  
   a,c) Investigate the feasibility of establishing alternative routes. Complete streets and gateway improvements. 1-3 Include in Circulation Imp. Study  
   b) Work with police to better enforce the one-way travel restriction on Sixth Street. 1-3 Staff, BC  
6. Investigate Dingee Road connection. 1-3 Staff, BC, engineer London Grove Twp.

**PRIORITY ISSUE #3 – FUTURE DEVELOPMENT & REDEVELOPMENT PLAN (page 34)**

1. Future Development Areas: New Zoning Districts (a through g) 1-3 Staff, BC, solicitor CCPC, consultant  
2. Enhancement Areas (PA Avenue, Greenway) (a & b) 1-3 Staff, BC consultant

**PRIORITY ISSUE #4 – RESOURCE PROTECTION PLAN (page 39)**

1. Historic Resources Preservation Initiatives  
   a) Reestablish Historic Commission. 1-3 BC CCPC  
   b) Adopt Historic Preservation ordinance. 4-5 Staff, BC, solicitor consultant  
   c) Develop Maintain Historic Resource Inventory and Map. 4-5 Hist. Commission CCPC  
   d) Revisit Avondale National Register Historic District nomination. 4-5 Hist. Commission consultant  
2. Adopt Natural Resources Protection Map as part of Zoning Ordinance (a & b) 1-3 BC, solicitor

**PRIORITY ISSUE #5 – COMMUNITY SERVICES, FACILITIES & COMMUNICATION (page 42)**

1. Reestablish a Planning Commission 1-3 BC, solicitor  
2. Governance and Communications  
   a,b,c,d) Newsletter, website, social media projects, Spanish and English. 1-3 Staff, BC consultant  
3. Police Protection (Identify and inform police of specific issues/problem areas.) 1-3 Staff, BC  
4. Parks  
   a,b,c,d,e) Maintenance projects/initiatives, form Friends of the Park groups, pursue grant funding. 1-3 Staff, BC, Public Wks. consultant  
5. Recreational Programming, Community Events & Volunteerism Initiatives (a through e) 1-3 Staff, BC  
6. Street Trees and Streetscapes  
   a,b,f) Clean-up, maintain, improve Avondale streetscapes, pursue grant funding. 4-5 Staff, BC, Public Wks.  
   c) Consider establishing a formal arrangement such as a “Business Improvement District.” 4-5 BC, solicitor consultant, PA Downtown Ctr.  
   d) Establish a Street Tree Committee. 1-3 BC, solicitor  
   e) Adopt a Street Tree Ordinance with design guidelines for streetscapes, particularly along the borough’s main roads (see Future Development map). 1-3 BC, solicitor  
   g) Retain an arborist/professional service to regularly inspect street trees. 1-3 Staff, BC

7. Sewer and Water Service  
   a) Develop a financing plan as an optional arrangement for payment of sewer “tap in” fees. 1-3 BC, solicitor  
   b,c) Water and wastewater repairs and maintenance initiatives. on going BC, Public Works Sub-contractors  
   d) Seek grant funding for sewer and water system improvements. as needed Staff, BC, engineer  
   e) Notify residents of water supply/quality issues in a timely manner. on going Staff, BC

Notes:  
# See Recommendations under “The Plan” section for more detail.  
# Abbreviations: BC = Borough Council, CCPC = Chester County Planning Commission, DVRPC = Delaware Valley Regional Planning Commission
AVONDALE BOROUGH / REGIONAL SETTING

Avondale Borough is located in southern Chester County, 15 miles from Wilmington, 46 miles from Philadelphia, and 68 miles from Baltimore. Approximately 0.5 square miles, the borough is in the heart of Chester County’s mushroom producing region and is bordered by New Garden and London Grove Townships. The East Branch White Clay Creek bisects the borough north to south. The East Penn railroad also runs through the borough, crossing State Street and Pennsylvania Avenue (PA 41). The East Penn rail yard is located near the intersection of Pennsylvania Avenue and Baltimore Pike.

PA 41 is a major artery that carries car and major truck traffic through the borough along its main street. It connects to I-95 and I-295 approximately 16 miles to the southeast and links the Port of Wilmington to central Pennsylvania destinations. US Route 1 is approximately 1.5 miles to the north of the borough and connects to Baltimore and Philadelphia. The New Garden Airport borders the borough to the east.

Avondale is part of the Avon Grove School District, which also includes West Grove Borough, Franklin Township, London Britain, London Grove, New London, and Penn Townships.

Map 1: Regional Setting

Source: Google Maps
Regional Planning Initiatives / Considerations

Chester County Landscapes3

The following is an excerpt from the Chester County Landscapes Plan describing the plan’s landscapes map:

*The Landscapes Map is Chester County's guide for growth and rural resource protection. The map’s six base landscapes—four in Growth Areas and two in Rural Resource Areas—vary in character in regard to their growth outlook, preservation focus, land use patterns, and potential infrastructure enhancements.*

*The Landscapes Map also recognizes the County's significant historic and natural landscapes as "overlays".*

The Landscapes3 Plan has six (6) general goals: Preserve, protect, appreciate, live, prosper, connect. The complete Landscapes3 plan can be found online at: [http://www.chescoplanning.org/Landscapes3/0-Home.cfm](http://www.chescoplanning.org/Landscapes3/0-Home.cfm)

Map 2 is a section of the Landscapes Map that includes Avondale Borough. The Plan designates Avondale Borough as an Urban Center. It is surrounded by a Suburban landscape and a Suburban Center along the East Baltimore Pike commercial corridor between Avondale and West Grove. The Urban Centers recommendations are described on the following page.

Map 2: Chester County Landscapes3 Plan
Landscapes3 - Urban Centers

Urban Center landscapes include historic downtowns and established neighborhoods that serve as civic, economic, and population centers with a traditional town character. Urban Centers will accommodate substantial future growth at a medium to high intensity with a mix of uses, including commercial, institutional, and cultural destinations. Transportation infrastructure and amenities support a walkable community that is integrated into the public transportation and roadway systems.

Planning Principles

In Urban Centers, planning activities (such as comprehensive planning, infrastructure investment, regulatory updates, community revitalization, and creation of green space) should take into consideration the following principles:

GROWTH OUTLOOK
- Substantial future growth

PRESERVATION FOCUS
- Adaptive reuse of historic buildings to maintain unique community character and walkability
- Development compatibility with traditional building setbacks, heights, and neighborhood character

LAND USE PATTERNS
- Medium to high intensity mixed use redevelopment and infill development
- Revitalization of brownfields and greyfields
- Transit oriented development
- New housing inclusive of a broad range of types and income levels
- New or expanded institutions and community services
- Expanded cultural and arts facilities
- Pedestrian oriented uses in downtowns, with limited drive-through facilities or auto-service elements

INFRASTRUCTURE
- Upgraded utilities to support revitalization
- Streets designed to improve pedestrian and bicyclist safety and mobility
- Upgraded train stations and bus stops
- Small parks, central greens, and active recreational facilities
- Modern communications infrastructure
White Clay Creek and its Tributaries Watershed Management Plan

Map 3: White Clay Creek Wild & Scenic River Designated Area Map

Source: The White Clay Creek and its Tributaries Watershed Management Plan

The White Clay Creek watershed was designated a National Wild and Scenic River System by federal legislation in 2000. The watershed is one of only a few relatively intact, unspoiled, and ecologically functioning river systems in the highly congested and developed Philadelphia-Newark corridor.

The watershed management plan uses a two-tiered approach. The first tier focuses on local land use and resource management implemented by municipal and county governments. The second tier focuses on federal review of water resource projects in the designated area that involve federal funding, licenses, or permits.

Local land use and resource protection is at the heart of the watershed management plan. The plan contains objectives and recommended actions that can be implemented by local governments addressing protection of water resources, fish and wildlife, recreational resources, and cultural and historical resources, as well as watershed restoration. These objectives and recommended actions are incorporated into this Comprehensive Plan to advance sound management and protection of the White Clay Creek Watershed.
EXISTING LAND USE AND PROTECTED LAND

Existing Land Use

The land use map on the following page is compiled by showing the land use category assigned to individual tax parcels in the borough as assigned by the Chester County Tax Assessment Office. The table shows how land use is distributed in the borough.

Commercial uses are primarily concentrated in the center of the borough along Pennsylvania Avenue, Industrial uses and railroad facilities border the commercial area to the south and west, while the core residential area lies north of the downtown. Large tracts of open land generally surround the borough’s more intensely developed core.

Open Land accounts for about 143 acres, or 45% of the borough. Among this Open Land, only about 14 acres is protected as public parks or private open space owned by home-owner associations.

Map 4: Existing Land Use

<table>
<thead>
<tr>
<th>Existing Land Use</th>
<th>Acres</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Residential</td>
<td>73.8</td>
<td>23%</td>
</tr>
<tr>
<td>Single-Family</td>
<td>62.6</td>
<td></td>
</tr>
<tr>
<td>Multi-Family</td>
<td>11.2</td>
<td></td>
</tr>
<tr>
<td>Non-Residential</td>
<td>44.3</td>
<td>14%</td>
</tr>
<tr>
<td>Commercial</td>
<td>22.4</td>
<td></td>
</tr>
<tr>
<td>Industrial</td>
<td>8.5</td>
<td></td>
</tr>
<tr>
<td>Institutional</td>
<td>13.4</td>
<td></td>
</tr>
<tr>
<td>Open Land</td>
<td>143.1</td>
<td>45%</td>
</tr>
<tr>
<td>Agriculture</td>
<td>13.0</td>
<td></td>
</tr>
<tr>
<td>Public Park</td>
<td>9.5</td>
<td></td>
</tr>
<tr>
<td>Private Open Space</td>
<td>3.8</td>
<td></td>
</tr>
<tr>
<td>Vacant/Open Land</td>
<td>116.7</td>
<td></td>
</tr>
<tr>
<td>Utility/Transportation</td>
<td>55.5</td>
<td>18%</td>
</tr>
<tr>
<td>Total</td>
<td>316.7</td>
<td>100%</td>
</tr>
</tbody>
</table>

Source: Chester County GIS and Tax Assessment Office, 2018
**Development Trends**

Since 2010, total non-residential floor area has decreased in the borough by 11,890 square feet (2.8%), while dwelling units have increased by 58. Currently, there is a development project proposed for the 30-acre quarry site along State Road/Baltimore Pike. The current concept for this plan includes 46,000 square feet of commercial space along the road frontage and 226 townhouses on the rest of the tract. Another concept being discussed is a 26-unit townhouse project for property along Thompson Street in the northeast section of the borough.

*Table 2: Development Trends*

<table>
<thead>
<tr>
<th></th>
<th>2010</th>
<th>2018</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Non-Residential Floor Area (SF)</td>
<td>430,558</td>
<td>418,668</td>
<td>-11,890 -2.8%</td>
</tr>
<tr>
<td>Dwelling Units</td>
<td>314</td>
<td>372</td>
<td>58      18.5%</td>
</tr>
</tbody>
</table>

*Table 3: Proposed Development Projects*

<table>
<thead>
<tr>
<th>Project</th>
<th>Acres</th>
<th>Floor Area</th>
<th>Dwelling Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wilkinson concept plan</td>
<td>30</td>
<td>46,000 sf</td>
<td>226 town houses</td>
</tr>
<tr>
<td>Charity Place concept plan</td>
<td>3</td>
<td></td>
<td>26 town houses</td>
</tr>
</tbody>
</table>

**DEMOGRAPHICS**

**Population**

The table below shows Avondale’s population growth since the previous comprehensive plan. The borough’s population has increased each decade, though at a declining rate, and has grown by 50% since 1990.

*Table 4: Population, 1990 to 2016*

<table>
<thead>
<tr>
<th></th>
<th>1990</th>
<th>2000</th>
<th>2010</th>
<th>2016 (est.)</th>
<th>% Change</th>
<th>% Change</th>
<th>% Change</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population</td>
<td>954</td>
<td>1,108</td>
<td>1,265</td>
<td>1,430</td>
<td>16%</td>
<td>14%</td>
<td>13%</td>
<td>50%</td>
</tr>
</tbody>
</table>

Source: US Census Bureau; American Community Survey 2016 5-Year Estimates

**Population Projections**

DVRPC population projections indicate continued growth in Avondale and surrounding municipalities through 2045. Avondale’s population is expected to increase by 34% to 1,873, while London Grove and New Garden populations are expected to grow 52% and 27%, respectively.

*Table 5: Population Projections*

<table>
<thead>
<tr>
<th></th>
<th></th>
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<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Avondale</td>
<td>1,399</td>
<td>1,490</td>
<td>1,581</td>
<td>1,672</td>
<td>1,752</td>
<td>1,818</td>
<td>1,873</td>
<td>474</td>
<td>34%</td>
</tr>
<tr>
<td>London Grove</td>
<td>8,592</td>
<td>9,213</td>
<td>9,969</td>
<td>10,842</td>
<td>11,702</td>
<td>12,566</td>
<td>13,092</td>
<td>4,500</td>
<td>52%</td>
</tr>
<tr>
<td>New Garden</td>
<td>12,096</td>
<td>12,730</td>
<td>13,360</td>
<td>14,000</td>
<td>14,555</td>
<td>15,010</td>
<td>15,396</td>
<td>3,300</td>
<td>27%</td>
</tr>
</tbody>
</table>

Source: DVRPC, County and Municipal-Level Population Forecasts, 2015-2045
Population by Age

Table 7 shows that the Township’s population is comprised largely of young people and much fewer retirees and seniors. The largest age groups are those between 10 and 19 years old.

Table 6: Current Population by Age

![Population by Age Chart]

Race and Ethnicity

Table 7: Race and Ethnicity

<table>
<thead>
<tr>
<th>Race</th>
<th>Total Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>White</td>
<td>1,145 (80.1%)</td>
</tr>
<tr>
<td>Black or African American</td>
<td>122 (8.5%)</td>
</tr>
<tr>
<td>American Indian &amp; Alaska Native</td>
<td>11 (0.8%)</td>
</tr>
<tr>
<td>Asian</td>
<td>65 (4.5%)</td>
</tr>
<tr>
<td>Native Hawaiian &amp; Other Pacific</td>
<td>0 (0.0%)</td>
</tr>
<tr>
<td>Other Race</td>
<td>48 (3.4%)</td>
</tr>
<tr>
<td>Two or More Races</td>
<td>39 (2.7%)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Hispanic or Latino and Race</th>
<th>Total Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hispanic or Latino (of any race)</td>
<td>861 (60.2%)</td>
</tr>
<tr>
<td>Not Hispanic or Latino</td>
<td>569 (39.8%)</td>
</tr>
</tbody>
</table>

Source: American Community Survey 2016 5-Year Estimates

In terms of race, the borough’s population is predominantly white (approximately 80%, +/-7.3%). The survey also records Ethnicity, as opposed to race, and persons identifying as Hispanic or Latino make up approximately 60% (+/- 9.6%) of the borough’s population.
Education

Table 8: Educational Attainment, 25 Years+

<table>
<thead>
<tr>
<th>Educational Attainment</th>
<th>2016 Estimate</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than 9th grade</td>
<td>239</td>
<td>29%</td>
</tr>
<tr>
<td>9th to 12th grade, no diploma</td>
<td>117</td>
<td>14%</td>
</tr>
<tr>
<td>High school graduate (includes equivalency)</td>
<td>184</td>
<td>23%</td>
</tr>
<tr>
<td>Some college, no degree</td>
<td>89</td>
<td>11%</td>
</tr>
<tr>
<td>Associate's degree</td>
<td>33</td>
<td>4%</td>
</tr>
<tr>
<td>Bachelor's degree</td>
<td>108</td>
<td>13%</td>
</tr>
<tr>
<td>Graduate or professional degree</td>
<td>48</td>
<td>6%</td>
</tr>
<tr>
<td>Percent high school graduate or higher</td>
<td>462</td>
<td>57%</td>
</tr>
<tr>
<td>Percent bachelor's degree or higher</td>
<td>156</td>
<td>19%</td>
</tr>
</tbody>
</table>

Source: American Community Survey 2016 5-Year Estimates

Table 11 shows a rather low level of educational attainment with approximately 29% of the borough’s population age 25 years and over having less than a ninth-grade education and approximately 19% having a bachelor’s degree or higher.

Employment

Table 9: Employment Status

<table>
<thead>
<tr>
<th>2016 Estimate</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Population 16 years and over</td>
<td>1,060</td>
</tr>
<tr>
<td>In labor force</td>
<td>851</td>
</tr>
<tr>
<td>Employed</td>
<td>813</td>
</tr>
<tr>
<td>Unemployed</td>
<td>38</td>
</tr>
<tr>
<td>Source: American Community Survey</td>
<td>2016</td>
</tr>
</tbody>
</table>

Approximately 80% of the borough’s population age 16 years and over is in the labor force. Among the civilian labor force the unemployment rate is estimated at 4.5%.

Table 10 indicates that approximately 35% of the borough’s civilian employed labor force is employed in the “agriculture, forestry, fishing and hunting, and mining” industries. This is followed by “educational services, and health care and social assistance” (16%) and “arts, entertainment and recreation, and accommodation and food services” (10%). Few residents work in higher paying industries like “information” and “finance and insurance.”

Table 10: Employment by Industry

<table>
<thead>
<tr>
<th>Industry</th>
<th>2016 Estimate</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Civilian employed population 16 years and over</td>
<td>859</td>
<td></td>
</tr>
<tr>
<td>Agriculture, forestry, fishing and hunting, and mining</td>
<td>282</td>
<td>34.7%</td>
</tr>
<tr>
<td>Construction</td>
<td>31</td>
<td>3.8%</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>45</td>
<td>5.5%</td>
</tr>
<tr>
<td>Wholesale trade</td>
<td>28</td>
<td>3.4%</td>
</tr>
<tr>
<td>Transportation and warehousing, and utilities</td>
<td>9</td>
<td>1.1%</td>
</tr>
<tr>
<td>Information</td>
<td>0</td>
<td>0.0%</td>
</tr>
<tr>
<td>Finance and insurance, and real estate and rental and leasing</td>
<td>52</td>
<td>6.4%</td>
</tr>
<tr>
<td>Professional, scientific, management, administrative, waste management services</td>
<td>74</td>
<td>9.1%</td>
</tr>
<tr>
<td>Educational services, and health care and social assistance</td>
<td>127</td>
<td>15.6%</td>
</tr>
<tr>
<td>Arts, entertainment, and recreation, and accommodation and food services</td>
<td>81</td>
<td>10.0%</td>
</tr>
<tr>
<td>Other services, except public administration</td>
<td>15</td>
<td>1.8%</td>
</tr>
<tr>
<td>Public administration</td>
<td>8</td>
<td>1.0%</td>
</tr>
</tbody>
</table>

Source: American Community Survey 2016 5-Year Estimates
**Income**

Avondale’s median household income is estimated at $72,868, approximately 18% lower than Chester County (Table 14). Its per capita income is estimated at $22,695, approximately 50% lower than Chester County. According to PA DCED website, Avondale is not an Act 47 Financially Distressed Municipality.

<table>
<thead>
<tr>
<th>Table 11: Income</th>
<th>Avondale</th>
<th>Chester Co.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Median Household Income</td>
<td>$72,868</td>
<td>$88,995</td>
</tr>
<tr>
<td>Per Capita Income</td>
<td>$22,695</td>
<td>$44,299</td>
</tr>
</tbody>
</table>

| Source: American Community Survey 2016 5-Year Estimates |

**Housing Trends**

The table below shows Avondale’s housing growth since the previous comprehensive plan and examines US Census and Chester County Tax Assessment data. (Table 15)

<table>
<thead>
<tr>
<th>Table 12: Housing Trends</th>
<th>1990</th>
<th>2000</th>
<th>2010</th>
<th>2016 (est.)</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Housing Units, Census</td>
<td>347</td>
<td>361</td>
<td>353</td>
<td>407</td>
<td>4%</td>
</tr>
<tr>
<td>Housing Units, Tax Assess</td>
<td>na</td>
<td>na</td>
<td>314</td>
<td>372</td>
<td>-2%</td>
</tr>
</tbody>
</table>

Sources: US Census Bureau; American Community Survey 2016 5-Year Estimates; Chester County DCIS

According to the Census, there was a slight decline in the number of housing units from 2000 to 2010, but the most recent estimate shows a spike in housing units (15%) from 2010 to 2016. Total growth in housing units since the previous comprehensive plan is estimated at 17%. Chester County Tax Assessment data show a lower number of units in 2010 (314 units vs. 353) and 2016 (372 units vs. 407) but confirm a spike in housing unit growth in recent years at 18%.

**Housing Type**

<table>
<thead>
<tr>
<th>Table 13: Housing Type</th>
<th># Units</th>
<th>Dwelling Unit Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single-Family Detached</td>
<td>209</td>
<td>56%</td>
</tr>
<tr>
<td>Two-Family</td>
<td>17</td>
<td>5%</td>
</tr>
<tr>
<td>Multi-Family/Apartment</td>
<td>74</td>
<td>20%</td>
</tr>
<tr>
<td>Townhouse</td>
<td>58</td>
<td>16%</td>
</tr>
<tr>
<td>Mobile Home</td>
<td>4</td>
<td>1%</td>
</tr>
<tr>
<td>Mixed-Use</td>
<td>10</td>
<td>3%</td>
</tr>
<tr>
<td>Total</td>
<td>372</td>
<td></td>
</tr>
</tbody>
</table>

Source: Chester County DCIS, 2016

Avondale has a diverse housing stock. Approximately 56% of housing units are single-family detached, 20% are multi-family/apartment units, 16% are townhomes, and 5% are two-family units (Table 16). The large percentage of townhomes is attributed to the recent Carillon development. This diversity offers a variety of housing choices for those looking to live in the borough.

**Housing Occupancy, Vacancy, and Household Size**

According to 2016 estimates, nearly all housing units in Avondale are occupied (98.3%) (Table 17). Nearly 66% of units are owner-occupied and 35% are renter-occupied. The percentage of owner-occupied units has increased since 2000 and 2010, while renter occupied units have
decreased. The increase in owner-occupied units likely resulted from the construction of the Carillon townhome development.

Owner and rental vacancy rates fluctuate greatly. Data for 2000 and 2010 show a spike in vacancy rates for both owner and rental units up to 5.4% and 5.5% but estimates for 2016 are at 0. The comparatively high margin of error for the 2016 estimate makes the reliability of the number questionable; however, given that nearly all housing units in the borough are occupied, it could be a good estimate. If accurate, the estimated 2016 vacancy rate of 0 would indicate a severe shortage of housing for both owner and rental units. A more detailed study would be needed to determine the current vacancy rates and implications.

The average household size has increased for both owner-occupied (2.8 to 3.08) and renter-occupied units (3.48 to 4.52) since 2000. The magnitude of the increase is greater for renter-occupied units.

**Table 14: Housing Occupancy, Vacancy, and Household Size**

<table>
<thead>
<tr>
<th></th>
<th>2000 Census</th>
<th>2010 Census</th>
<th>2016 Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Housing Units</td>
<td>361</td>
<td>353</td>
<td>407</td>
</tr>
<tr>
<td>Occupied</td>
<td>345 96%</td>
<td>329 93%</td>
<td>400 98%</td>
</tr>
<tr>
<td>Vacant</td>
<td>16 4%</td>
<td>24 7%</td>
<td>7.2%</td>
</tr>
<tr>
<td>Owner-Occupied</td>
<td>203 56%</td>
<td>175 50%</td>
<td>262 66%</td>
</tr>
<tr>
<td>Renter-Occupied</td>
<td>142 39%</td>
<td>154 44%</td>
<td>138 35%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>Owner Vacancy Rate</th>
<th>Rental Vacancy Rate</th>
<th>Avg. Household Size</th>
<th>Avg. Household Size, Owner Occupied</th>
<th>Avg. Household Size, Renter-Occupied</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1.5</td>
<td>2.7</td>
<td>3.08</td>
<td>2.8</td>
<td>3.48</td>
</tr>
<tr>
<td></td>
<td>5.4</td>
<td>5.5</td>
<td>3.84</td>
<td>3.38</td>
<td>4.37</td>
</tr>
</tbody>
</table>

**Source:** American Community Survey 2016 5-Year Estimates

**Housing Value and Affordability**

**Table 15: House Value/Rent**

<table>
<thead>
<tr>
<th></th>
<th>Median House Value</th>
<th>Median Gross Rent</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$229,500</td>
<td>$1,210</td>
</tr>
</tbody>
</table>

According to 2016 estimates, median house value in Avondale is $229,500 and median gross rent is $1,210.

A home is unaffordable if the household spends 30% or more of its income on housing costs. These households are “cost burdened.” Nearly one-third of owner-occupied households are cost burdened (31.3%) and almost one-half (41.3%) of renter households are cost burdened. This suggests a lack of affordable housing in Avondale, which is part of a county-wide issue of affordable housing.

**Table 16: Housing Affordability**

<table>
<thead>
<tr>
<th></th>
<th>% Cost Burdened</th>
</tr>
</thead>
<tbody>
<tr>
<td>Owner-occupied</td>
<td>31.30%</td>
</tr>
<tr>
<td>Renter-occupied</td>
<td>41.30%</td>
</tr>
</tbody>
</table>

**Source:** American Community Survey 2016 5-Year Estimates
Owner-occupied households across all income levels in the borough are cost burdened. A large proportion of low-income households are cost burdened—for example, 100% of owner-occupied households earning less than $20,000 are cost burdened, and 74% of those earning $20,000 to $34,999 are cost burdened—but unaffordable housing even affects those with higher income, as more than half (53%) of owner-occupied households earning $50,000 to $74,999 are cost burdened.

All renters (100%) in the two lowest income brackets are cost burdened, and 84% of renters earning $35,000 to $49,999 are cost burdened. This suggests a lack of affordable rental units for households earning less than $50,000 per year.

### Table 17: Cost Burdened Households

<table>
<thead>
<tr>
<th>Owner-occupied housing units:</th>
<th>262</th>
</tr>
</thead>
<tbody>
<tr>
<td>Income less than $20,000:</td>
<td>11</td>
</tr>
<tr>
<td>30% or more for housing</td>
<td>11  100%</td>
</tr>
<tr>
<td>Income $20,000 to $34,999:</td>
<td>27</td>
</tr>
<tr>
<td>30% or more for housing</td>
<td>20  74%</td>
</tr>
<tr>
<td>Income $35,000 to $49,999:</td>
<td>28</td>
</tr>
<tr>
<td>30% or more for housing</td>
<td>6   21%</td>
</tr>
<tr>
<td>Income $50,000 to $74,999:</td>
<td>64</td>
</tr>
<tr>
<td>30% or more for housing</td>
<td>34  53%</td>
</tr>
<tr>
<td>Income $75,000 or more:</td>
<td>132</td>
</tr>
<tr>
<td>30% or more for housing</td>
<td>11  8%</td>
</tr>
</tbody>
</table>

**Total Cost-burdened owner-occupied units**: 82 31%

<table>
<thead>
<tr>
<th>Renter-occupied housing units:</th>
<th>138</th>
</tr>
</thead>
<tbody>
<tr>
<td>Income less than $20,000:</td>
<td>13</td>
</tr>
<tr>
<td>30% or more for rent</td>
<td>13  100%</td>
</tr>
<tr>
<td>Income $20,000 to $34,999:</td>
<td>13</td>
</tr>
<tr>
<td>30% or more for rent</td>
<td>13  100%</td>
</tr>
<tr>
<td>Income $35,000 to $49,999:</td>
<td>37</td>
</tr>
<tr>
<td>30% or more for rent</td>
<td>37  100%</td>
</tr>
<tr>
<td>Income $50,000 to $74,999:</td>
<td>28</td>
</tr>
<tr>
<td>30% or more for rent</td>
<td>28  94%</td>
</tr>
<tr>
<td>Income $75,000 or more:</td>
<td>33</td>
</tr>
<tr>
<td>30% or more for rent</td>
<td>33  100%</td>
</tr>
<tr>
<td>No cash rent</td>
<td>14</td>
</tr>
</tbody>
</table>

**Total Cost-burdened renter-occupied units**: 57 41%

Source: American Community Survey 2016 5-Year Estimates

### Housing Condition: Overcrowding

The US Department of Housing and Urban Development (HUD) defines overcrowding as more than one person per room and severe overcrowding as more than 1.5 persons per room. Overcrowding and severe overcrowding appears to be a much larger issue among the borough’s rental units. Table 18 indicates that 6% of owner-occupied homes in Avondale are overcrowded and none are severely overcrowded, while approximately 28% of renter-occupied units are overcrowded and another 10% are severely overcrowded.

<table>
<thead>
<tr>
<th>Table 18: Overcrowded Housing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Owner occupied units:</td>
</tr>
<tr>
<td>1.01 to 1.50 occupants per room</td>
</tr>
<tr>
<td>1.51 to 2.00 occupants per room</td>
</tr>
<tr>
<td>2.01 or more occupants per room</td>
</tr>
</tbody>
</table>

Renter occupied units: 138

| 1.01 to 1.50 occupants per room | 39  28% |
| 1.51 to 2.00 occupants per room | 14  10% |
| 2.01 or more occupants per room | 0  0% |

Source: American Community Survey 2016 5-Year Estimates
**Housing Condition: Age**

Avondale’s housing stock is rather old (this is typical for a Chester County borough). Approximately one-half of occupied units were built before 1960 and are more than 50 years old. Aging housing affects rental units to a greater extent than owner-occupied units, as 70% of rentals are more than 50 years old. The vast majority of newer construction has served the owner-occupied market, while very few rental units have been built in more recent years.

**Table 19: Housing Age**

<table>
<thead>
<tr>
<th>Year Built</th>
<th>All</th>
<th>Owner</th>
<th>Renter</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014 or later</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>2010 to 2013</td>
<td>75</td>
<td>69</td>
<td>6</td>
</tr>
<tr>
<td>2000 to 2009</td>
<td>11</td>
<td>6</td>
<td>5</td>
</tr>
<tr>
<td>1980 to 1999</td>
<td>68</td>
<td>54</td>
<td>14</td>
</tr>
<tr>
<td>1960 to 1979</td>
<td>42</td>
<td>27</td>
<td>15</td>
</tr>
<tr>
<td>1940 to 1959</td>
<td>56</td>
<td>30</td>
<td>26</td>
</tr>
<tr>
<td>1939 or earlier</td>
<td>148</td>
<td>76</td>
<td>72</td>
</tr>
<tr>
<td>Total</td>
<td>400</td>
<td>262</td>
<td>138</td>
</tr>
</tbody>
</table>

Source: American Community Survey 2016 5-Year Estimates
THE PLAN

The five (5) priority issues identified through the public input process are discussed on the following pages. For each, a community goal is stated, relevant data is presented, public input is summarized, planning implications are discussed, and recommendations are provided.

PRIORITY ISSUE #1 – HOUSING

Community Goal:
Protect and improve the existing housing stock to meet the housing needs of current and future residents by providing for housing options that accommodate households at various life stages and income levels.

Background

- As shown in the Demographics section of this plan:
  - Avondale experienced a sharp increase in the growth of housing units in the last decade, primarily resulting from the Carillon townhome development.
  - An application is pending for future development of the former quarry site on Church Street. If approved and built, this development would add approximately 200 townhomes and result in further growth of Avondale’s housing.
  - Avondale has a variety of housing types. Although the majority of housing units (56%) are single-family detached, a large proportion of units are multi-family/apartments and townhomes. This varied housing stock provides existing and future residents with a choice of housing types, although lack of affordability remains an issue as described below.
  - Approximately one-third of Avondale’s housing units are renter-occupied, but the number of owner-occupied units has increased substantially in the last decade. This increase is most likely a result of the Carillon townhome development.
  - The estimated 2016 vacancy rate for both owner and rental units is zero. If accurate, this would indicate a severe shortage of housing in the borough for both owner and rental units. Because of the high margin of error reported for these estimates, a more detailed study would be needed to determine the current vacancy rates and implications.
  - The average household size of both owner- and renter-occupied housing units has increased since 2000. The increase appears to be substantially larger for renter-occupied units (but the high margin of error for the 2016 estimate precludes any definitive conclusions).
  - 2016 estimates indicate there is a lack of affordable housing in the borough for both owners and renters. Nearly one-third of owner-occupied households are cost burdened, meaning their homes are unaffordable to them. While the issue affects lower income homeowners to a greater degree, even those with higher incomes are cost burdened (53% of owner-occupied households earning $50,000 to $74,999 are cost burdened).
Nearly all renters earning less than $50,000 per year are cost burdened, which indicates that there is a severe shortage of affordable units for lower income renters.

- Overcrowding appears to be an issue, especially for rental units where approximately 28% are overcrowded and 10% are severely overcrowded. Approximately 6% of owner units are overcrowded. The lack of affordable workforce housing could be exacerbating the overcrowding issue.

- Avondale’s housing stock is rather old. Half of owner-occupied units and 70% of rentals are more than 50 years old, and many of these homes have historic value. The data suggest that many of these older homes are overcrowded rentals. Since, overcrowding of these older homes can accelerate their deterioration, maintenance is critical as is relief from overcrowding. However, while the vast majority of newer construction has served the owner-occupied market, very few rental units have been built in recent years and there a few options for low income households, owners and renters alike.

- Avondale provides for a variety of housing types as shown in Table 23 with the accompanying zoning map to show where within the borough the different housing types are permitted. Notably, multi-family dwellings are permitted only in the FD district, which is somewhat removed from the borough’s commercial center. Residential conversions are permitted in the R-1, R-2, and FD districts. Mixed use and “residential within pre-existing buildings” is permitted within the TC district as a means to spur revitalization.

Table 20: Housing Types by Zoning District

<table>
<thead>
<tr>
<th>Housing Type</th>
<th>Zoning District</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>R-1</td>
</tr>
<tr>
<td>Single family detached</td>
<td>✔</td>
</tr>
<tr>
<td>Twin</td>
<td>✔</td>
</tr>
<tr>
<td>Duplex</td>
<td>✔</td>
</tr>
<tr>
<td>Townhome</td>
<td>✔</td>
</tr>
<tr>
<td>Multi-Family</td>
<td></td>
</tr>
<tr>
<td>Manufactured home park</td>
<td></td>
</tr>
<tr>
<td>Elderly housing</td>
<td>✔</td>
</tr>
<tr>
<td>Mixed use</td>
<td>✔</td>
</tr>
<tr>
<td>Residential conversion</td>
<td>✔</td>
</tr>
<tr>
<td>Residential within pre-existing building</td>
<td>✔</td>
</tr>
</tbody>
</table>
Public Input:
Residents expressed concern about the following:

- Overcrowding of homes, particularly among houses on Pennsylvania Avenue and in Avondale Apartments. Many of the houses on Pennsylvania Avenue are quite old and overcrowding will accelerate their deterioration and diminish their historic integrity. Overcrowding creates substandard living conditions and compromises the health and well-being of the homes’ inhabitants.

- Frequent flooding of Avondale Apartments. The buildings are located in the floodplain of the East Branch White Clay Creek and first floor apartments often flood during heavy rains. Damage from flooding can persist if the buildings are not properly cleaned up and repaired. Note: The borough recently completed a flood mitigation project intended to prevent flooding of that apartment complex and the surrounding area. The project appears to have reduced flooding in the area and the borough continues to monitor the effect of the project on the number and extent of flood events.

- Poor maintenance of many properties, including Avondale Apartments and many single-family homes throughout the borough and along Pennsylvania Avenue. The borough,
through a third-party contractor, inspects single-family homes when they are sold and routinely inspects apartments.

Planning Implications:

Avondale is faced with a difficult situation with respect to housing. Unaffordable housing strains households at all income levels and can limit economic growth in the borough as spending power on other goods and services is greatly reduced. Overcrowding, in part a result of low wages and the lack of affordable housing options in the region, diminishes the well-being of those households in particular and the overall community, and contributes to the deterioration of homes, especially older historic homes. Yet enforcement of regulations intended to prevent overcrowding could effectively leave some residents without a place to live and exacerbate the housing problem. Residents either need to be paid a living wage that enables them to afford the available housing, or, short of a living wage, more housing options at affordable price points need to be provided.

Providing for affordable workforce housing may mean expanding the number of places that permit apartments, condominiums, townhomes, twins, duplexes, and mixed uses; expanding opportunities for non-traditional housing types such as micro-apartments and accessory dwelling units; reducing or eliminating minimum lot-size requirements; allowing greater height and density; and reducing off-street parking requirements.

Residential development and economic development go hand-in-hand. Rather than separating land uses, residential uses should be incorporated into the borough’s commercial center to the extent possible, giving residents ready access to goods and services and thereby supporting revitalization. Expanding the commercial tax base through economic development and revitalization can help offset the costs associated with increased residential growth. In addition, more affordable housing means that more disposable income is available to spend in the local economy.

Recommendations:

1. Provide more opportunities for affordable “workforce” housing and home ownership.
   a) Amend the zoning ordinance to add incentives for providing affordable workforce housing. For example, a developer could get a density bonus or reduced permit fees for making a percentage of units affordable. Alternative housing types should also be considered, such as “back-to-back” townhomes and stacked townhomes/duplexes. A source for alternative housing types can be found at: http://missingmiddlehousing.com/category/the-types/
   b) Permit multi-family dwellings in other districts and in close proximity to the borough’s commercial center in order to increase access, especially via walking, from homes to the shops and business in the commercial center.
   c) Work with local organizations experienced with housing issues such as Kennett Area Community Service, La Comunidad Hispana (LCH) Health and Community Services, Chester County Department of Community Development, and the Housing Authority of Chester County. Provide links to these organizations on the borough website.
2. Address overcrowded housing.

Amend the zoning ordinance to define dwelling unit, family, and functional families such that the number of individuals living in a dwelling unit can be more effectively controlled and complies with the Fair Housing Act.

3. Address substandard housing conditions and property maintenance.

a) Review residential rental inspections procedures.

b) Continue requiring building code inspections at time of sale.

c) Work with Avondale Apartments’ owners to address flood issues and to assist the owner with finding funding for maintenance and repairs, such as assisting with grant funding or working with organizations/partners to provide a safe and well-maintained building for residents.

Build-out Analysis

The following “build-out analysis” was prepared to determine if the existing zoning and recommended Future Development Plan (see Priority Issue #3 below) allocate sufficient land to accommodate future population growth projections. This was done by compiling the available land in each zoning district and Future Development area and adjusting that for wetlands, slopes and other environmental constraints to determine the net acreage available for development. This area is then multiplied by the zoned and recommended density requirements to estimate the number of new dwelling units that could be accommodated. These results are shown below in Table 21.

<table>
<thead>
<tr>
<th>Table 21: Residential Build-out Analysis</th>
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<tbody>
<tr>
<td><strong>Existing Residetion Zoning</strong></td>
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<td>R-1</td>
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| Estimated new housing unit capacity       | 269 |

| **Recommended Future Development Areas** | **Available Units/A Net Acres** | **Units** |
| Downtown Redevelopment Area               | 15.0                          | 8.0       | 120       |
| Open Space / Conservation Development     | 0.2                           | 34.0      | 7         |
| Residential Growth                        | 7.0                           | 15.0      | 105       |
| Residential Infill                        | 5.0                           | 16.0      | 80        |

| Estimated new housing unit capacity       | 312 |

| **Projected Housing Demand**              | **2016** | **2030** | **2040** |
| Population Change[1]                      | 1,430    | 1,672    | 1,818    |
| Average household size[2]                 | 3.5      | 3.5      | 3.5      |
| Total Housing Unit Demand                  | 409      | 478      | 519      |
| Projected housing demand increase          | 69       | 111      |

As shown in the table, the Delaware Valley Regional Planning Commission projects the borough population to increase from an estimated 1,430 (2016) to 1,672 by 2030 and 1,818 by 2040, an increase of 388 residents. The average household size in 2016 -- 3.5 residents per dwelling units-- was then applied to the future population projections to estimate a future housing demand for 111 new dwelling units. As is apparent from these calculations, it is estimated that the existing zoning districts can accommodate 269 new units and the recommended Future Development areas can accommodate about 312 new units, which well exceed the
future demand for 111 new units.

**PRIORITY ISSUE #2 – CIRCULATION PLAN**

**Community Goals:**

1. Provide for a safe and efficient circulation system that facilitates vehicular travel and improves pedestrian and bicycle access.
2. Establish a pedestrian and bicycle network that connects all neighborhoods to the borough’s commercial core, borough parks, and the regional trail system.

**Public Input:**

- Residents cited traffic congestion along Pennsylvania Avenue and at the intersection of Pennsylvania Avenue and West State Street as a major issue that negatively impacts the community and especially the residences and business along those streets. The problem is exacerbated by a large amount of truck traffic that travels through the borough.

- Traffic congestion is a daily occurrence and is especially heavy in the summer months since PA 41 (Pennsylvania Avenue) is a main route to the Delaware beaches. Backups also occur, sometimes multiple times per day, due to trains blocking Pennsylvania Avenue and West State Street while on/off loading at the rail yard.

- The daily backups cause cut-through traffic on residential streets. To avoid traffic, motorists frequently detour off Pennsylvania Avenue through the Avondale Presbyterian Church parking lot to Pomeroy Avenue, and off Pennsylvania Avenue to Sixth Street (ignoring the one-way restriction on Sixth Street), Chatham Street, and First Street (Map 6).

- Attempting to turn from Third Street south onto Pennsylvania is very difficult due to traffic on Pennsylvania Avenue. To avoid this, motorists often detour to Pomeroy Avenue and West State Street, which adds to the congestion at the West State Street-Pennsylvania Avenue intersection.

- Residents also cited poor pedestrian and bicycle access in the borough.
  - Many streets do not have sidewalks and where sidewalks do exist, most are in disrepair.
  - It is extremely difficult for pedestrians to cross Pennsylvania Avenue because of the heavy traffic and heavy truck traffic.
  - Bike lanes and other types pavement markings and signage denoting use of roads by bicyclists is non-existent in the borough.
  - The Carillon neighborhood access to the rest of the borough could be improved with Third Street bridge widening or new pedestrian bridge over White Clay Creek.
  - The State Street bridge does not adequately allow for pedestrians or bicyclists.
o Pedestrian/bike access to/from the Indian Run neighborhood and the southern end of PA 41 is also lacking.

- The borough is losing street trees along Pennsylvania Avenue, most of which are large mature trees. These trees beautify the borough, shade the street and sidewalks, and buffer pedestrians from traffic.
Map 6: Traffic/Transportation

Legend
- Local Road
- Cut-Through Traffic

State Roads
- Principal Arterial
- Minor Arterial
- Collector

Red numbers represent average daily traffic volume
Blue numbers represent average daily truck traffic volume

Traffic/Transportation
Avondale Borough Comprehensive Plan
Borough of Avondale
Chester County, Pennsylvania

Map prepared by
Sarcinello Planning & GIS Services

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Map 7: Pedestrian/Bicycle Access

Legend
- Existing Sidewalk
- Multi-Use Trail
- Existing Design/Construction
- Proposed

Pedestrian/Bicycle Access
Avondale Borough Comprehensive Plan
Borough of Avondale
Chester County, Pennsylvania

Data Source:
Chester County GIS. (01/2018) Land use verified by consultant via aerial photography

Map prepared by:
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Background:

Vehicular – Map 6

- Avondale has 1.75 miles of state roads owned and maintained by PennDOT and 5 miles of local roads owned and maintained by the borough.
- PA 41/Pennsylvania Avenue/Gap Newport Pike is classified by PennDOT as a principal arterial road; Baltimore Pike is a minor arterial; and West State Street, East Third Street, and the northern end of Church Street are collector roads.
- An average of 15,600 to 18,200 vehicles per day travel Pennsylvania Avenue. Approximately 2,200 to 3,500 of those vehicles are trucks.
- The Penn East railroad traverses the borough, crossing PA 41/Pennsylvania Avenue and West State Street.
- Replacement of the State Street bridge recently completed.
- The Chester County Transportation Improvements Inventory (TII) includes
  - Capacity and pedestrian improvements at the intersection of Pennsylvania Avenue and State Street.
  - The addition of turning lanes at the intersection of Baltimore Pike and Newark Road in New Garden Township, which could reduce traffic in Avondale Borough. This project is a top priority for Chester County.

Pedestrian/Bicycle – Map 7

- There are approximately 2.7 miles of sidewalks in the borough. Many sidewalks are in disrepair and several streets have no sidewalks. Pennsylvania Avenue, the borough’s main commercial street, lacks sidewalks along its southern half and many sidewalk segments on its northern half need repair or replacement.
- According to Chester County trail data, there are no off-road trails in the borough. Two multi-use trails are nearby in London Grove Township—the Hills of London Grove Trail and the London Croft Community Trail. A proposed trail runs along the borough’s northwest corner to Pennsylvania Avenue.
- There are no bike lanes/paths in Avondale. The Hills of London Grove Trail, London Croft Community Trail, and the proposed trail permit bicycle use.

Planning Implications:

Improvements to the Baltimore Pike/Newark Road intersection in New Garden Township are expected to relieve some of the traffic on Pennsylvania Avenue by diverting vehicles from Avondale to Toughkenamon. Improvements to the Pennsylvania Avenue/State Street intersection would likely provide relief as well. The borough should continue to strongly advocate for action on these improvements.

Until traffic congestion on Pennsylvania Avenue is reduced, motorists will continue their attempts to avoid traffic by cutting through residential streets. So long as this is the case, appropriate traffic calming measures should be employed on these streets.
The borough is limited in its ability to regulate the railroad but can attempt to work cooperatively with East Penn Railways to devise ways to mitigate the railroad’s traffic impacts. Periodic discussions should be held to address issues and monitor progress.

Being located on a main thoroughfare can have positive implications for economic development and revitalization of the borough with a steady stream of potential customers driving the borough’s main commercial street daily. Calming traffic through town, giving motorists a reason to get out of their vehicles, and providing convenient parking are needed in order to capitalize on this potential customer base.

Improving pedestrian and bicycle infrastructure throughout the borough is also needed. This includes improving sidewalks, installing proper signage and high visibility crosswalks, calming traffic on Pennsylvania Avenue and State Street, upgrading key intersections, and adding bike lanes and/or designating shared roadways. Pedestrian and bicycle facilities should be included in all road improvement projects and development/redevelopment projects.

Street trees beautify the borough, provide shade for pedestrians, and buffer pedestrians from vehicles. The borough should act to prevent or mitigate the loss of street trees and require the replacement of trees that are removed.

**Recommendations:**

For all of the below road, pedestrian, and bicycle network recommendations, traffic studies by a team of planners and engineers would be needed to determine the best and most appropriate improvements.

The Chester County Planning Commission (CCPC) and the Delaware Valley Regional Planning Commission (DVRPC) can assist with funding for further evaluation and potential preliminary drawings or engineering work. See this county link for funding options: [http://www.chescoplanning.org/MuniCorner/GrantOpportunities.cfm](http://www.chescoplanning.org/MuniCorner/GrantOpportunities.cfm)

1. **Circulation Improvements Study.**
   The borough should reach out to the Chester County Planning Commission to discuss potential funding opportunities for an overall circulation improvements study that addresses vehicular, pedestrian and bicycle circulation. The borough should reach out to PennDOT to participate in this study. The study should emphasize the urgency of Route 41/Pennsylvania Avenue traffic and its negative impact on the borough, particularly from trucks and summer “shore traffic.”

2. **Intersection improvements.**
   The following are listed in order of priority. Having engineering work completed in advance will greatly improve the borough’s competitiveness in seeking grant funding.
   a) Pennsylvania Avenue—West State Street/First Street: pursue intersection and pedestrian improvements (on Chester County TII).
   b) Church Street – Baltimore Pike - PA 41 intersection. Monitor traffic changes as a result to this intersection improvement.
   c) Pennsylvania Avenue—East/West Third Street: pursue intersection and pedestrian improvements to facilitate safe turns onto/off of Pennsylvania and safe crossing of Pennsylvania Avenue.
d) Pomeroy Avenue—West State Street: pursue intersection and pedestrian improvements to facilitate safe turns and safe crossing of West State Street.

e) Pennsylvania Avenue—Fourth and/or Fifth Street: pursue intersection and improvements to allow for left turn off of Pennsylvania Avenue and, for both streets, safe crossing of Pennsylvania Avenue.

f) Pursue pedestrian improvements at intersections identified along Second Street and along Pomeroy Avenue to allow safe crossing.

3. **East Penn Railways.**

Continue discussions with East Penn Railways and work together to mitigate the railroad’s impact on traffic congestion in the borough.

4. **Traffic Calming.**

Evaluate appropriate traffic calming measures on Pennsylvania Avenue, West State Street, Third Street and roads that are experiencing cut-through traffic. Traffic calming measures such as narrowing of travel lanes, bump-outs at pedestrian crossings, speed humps, raised crosswalks, a physical barrier, signage, radar speed signs, or a combination of these techniques may be appropriate.
Map 8: Road Improvements

Legend
- Intersection and/or Pedestrian Improvements
- Improvements as noted on map
- Traffic Calming & Speed Enforcement
- Possible Pennsylvania Ave Alternate Route

Road Improvements
Avondale Borough Comprehensive Plan
Borough of Avondale
Chester County, Pennsylvania

Data Source:
Chester County GIS, 01/2016

Map prepared by:
Sarcinello Planning & GIS Services
Date: April 8, 2019

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5. Pennsylvania Avenue.
   a) Investigate the feasibility of establishing alternative routes via Pomeroy Avenue and Chatham Street with accompanying traffic calming measures on those streets. This might involve:
      i) Establishing a new road connection from Pennsylvania Avenue to the northern end of Pomeroy Avenue and making intersection improvements at Pomeroy Avenue—West State Street; and
      ii) Providing for a left turn from Pennsylvania Avenue onto Fifth Street (or Fourth or Third) to access Chatham Street.
   b) Work with the police, who are contracted to service the borough, to frequently enforce the one-way travel restriction on Sixth Street in order to deter unsafe left turns from Pennsylvania Avenue and cut through traffic.
   c) Complete Streets and Gateways. Pursue streetscape functional and esthetic improvements, particularly along Pennsylvania Avenue. Refer to the recent completed Baltimore Pike for Everyone (2015) plan by the Chester County Planning Commission as a guide for these improvements. It can be found at: http://www.chesco.org/DocumentCenter/View/26887/Baltimore-Pike-for-Everyone?bidId=

6. Dingee Road connection
   Work with London Grove Township to investigate the possible benefit and feasibility of opening Dingee Road to provide an alternative connection between State Road and East Baltimore Pike, which may help reduce Rt. 41 traffic through the borough.

7. Pedestrian and bicycle network improvements (Map 9):
   The following recommendations are listed in order of priority.
   a) Pennsylvania Avenue: Improve sidewalks, crosswalks, and pedestrian signage along Pennsylvania Avenue. As an alternate, establish a bike route of shared roadways via First Street—New Street—Chatham Street—Sixth Street and along Pomeroy Avenue.
   b) West State Street: Install sidewalks, a crosswalk and pedestrian signage along West State Street, a secondary commercial street that also connects the Indian Run neighborhood to the borough’s commercial core.
   c) Quarry Loop Multi-Use Trail: Install a multi-use loop trail around the perimeter of the former quarry and adjoining parcels. The trail would connect Pennsylvania Avenue via Church Street and Baltimore Pike. It would also connect to the borough Park via sidewalks on Church Street to Third Street, or via a mid-block crossing on Church Street.
   d) All borough Sidewalks - Improve sidewalks throughout the borough as shown on Map 9.
   e) Indian Run Loop Trail – Install sidewalks/paths/trails (as is most feasible) along Indian Run Road and Clay Creek Road connecting to the trail network in London Grove Township.
   f) Thompson/Brown Park Multi-Use Trail Loop - Install a perimeter loop trail around the borough Park.
   g) East Branch White Clay Creek Multi-Use Loop Trail - Establish a multi-use loop trail along the East Branch White Clay Creek connecting along Sixth Street.
h) Third Street: Provide the Carillon neighborhood with a better pedestrian and bicycle connection to Pennsylvania Avenue, such as a bike/pedestrian only bridge over White Clay Creek.

8. **General pedestrian and bicycle network recommendations.**

   a) Create a pedestrian and bike committee to spearhead efforts to implement pedestrian improvements and interface with the County, DVRPC, and PennDOT to pursue recommended circulation system improvements.

   b) Explore grant opportunities to fund pedestrian improvements. These can be found on the County Planning Commission website at: [http://www.chescoplanning.org/MuniCorner/GrantOpportunities.cfm](http://www.chescoplanning.org/MuniCorner/GrantOpportunities.cfm)

   c) Adopt an Official Map to identify the locations of desired future roadways and pedestrian and bicycle paths. The Official Map gives the borough the right of first refusal for acquisition of land to be occupied by the road or path.
Map 9: Pedestrian/Bicycle Plan

Legend
- Priority Pedestrian & Bicycle Projects
- Existing Sidewalk
- Proposed Sidewalk
- Existing Multi-Use Trail
- Trail in Design/Construction
- Proposed Multi-Use Trail Conceptual Alignment
- Proposed Bike Lane
- Proposed Shared Road
- Intersection Pedestrian Improvements
- Third Street Bridge Pedestrian Improvements
- Possible Mid-Block Trail Crossing Improvements

Key Destinations & Features
- Commercial Area
- Borough Park
- Borough Building
- Place of Worship
- Firehouse
- HOA Open Space
- Borough-Owned Land

Pedestrian/Bicycle Plan
Avondale Borough Comprehensive Plan
Borough of Avondale
Chester County, Pennsylvania

Map prepared by:
Sarcinello Planning & GIS Services

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PRIORITY ISSUE #3 -- FUTURE DEVELOPMENT & REDEVELOPMENT PLAN

Community Goals:

- Provide for future development/redevelopment of the borough’s downtown commercial core that is compatible with the borough’s small town and historic character.

- Manage growth in a manner that accommodates necessary development, protects open space, protects the character of existing neighborhoods, and is coordinated with available infrastructure and services.

Public Input:

Revitalization of the borough is a goal commonly cited by residents and business owners. Residents are dissatisfied with the limited amount of retail services in the borough and express a strong need for additional retail shops and restaurants, and more business and employment opportunities in general. They state that improving the borough’s appearance, providing the ability to walk to and throughout the downtown area, and providing for convenient parking are needed. Also needed are improvements to the Pennsylvania Avenue corridor and improvements to existing multi-family residential uses.

Residents value the borough’s open spaces and natural areas, particularly the East Branch White Clay Creek stream corridor.

Background:

- Avondale Borough is a small municipality, encompassing only 316 acres

- Land Use: according to 2017 County Tax Assessment records, that 316 acres includes:
  - 74 acres of residential uses
  - 44 acres of non-residential development (retail, offices, industries)
  - 55 acres of roads and railroads
  - 143 acres of open land (parks, private open space, agriculture, vacant land)

- Accommodating projected residential growth.
  - According to US Census 2016 population estimates and a current housing inventory developed from the Chester County Tax Assessment files, there are 1,430 residents in Avondale Borough living in 372 dwelling units, an average of 3.8 residents per unit and an average dwelling unit density of 5 per acre.
  - DVRPC projects the borough population will be 1,672 by 2030, an increase of only 242 residents (17%).
  - At the current occupancy rate of 3.8 per dwelling unit, an additional 62 units will be required to accommodate this growth. At the current average residential density of 5 units per acre, this would equate to 12 acres of new residential development by 2030.

- Promoting revitalization and new commercial development. The borough has an underutilized town center in need of significant physical improvements to accommodate and
promote revitalization that develops the town center as a walkable, attractive area with a traditional streetscape.

Planning Implications:

The future development of the borough will be a function of accommodating new development that compliments Avondale’s historic/traditional small-town character. To advance this vision, the borough should ensure that the principal regulatory tools – zoning and land development ordinances – promote these values. The borough will also need to work with other public and private sector agencies, organizations, companies, investors and property owners in pursuing these revitalization goals.

Recommendations:

The recommended Future Development Plan is shown on Map 10, which identifies seven (7) Development Areas, three (2) Enhancement Areas and two (2) areas of Preserved Land.

1. Future Development Areas: New Zoning Districts

   a) Pennsylvania Avenue Corridor

   i) Designate this area as a new zoning district that provides design standards to maintain and enhance the historic streetscape quality of this corridor.

   ii) Consider allowing first floor commercial retail uses with the requirement that the historic character of the houses is maintained.

   iii) Prohibit new vehicular access from Pennsylvania Avenue where rear access is available.
b) Downtown Redevelopment

i) Designate this area as a new zoning district to permit high density mixed-use development. Prohibit front yard parking and require new building to be built up to the sidewalk. Permit high density apartment development but prohibit first floor residential use on the first floor for properties fronting Pennsylvania Avenue. Allow for additional building height with criteria if a developer provides certain amenities or affordable housing units.

ii) Pursue grant funding to prepare a Master Plan for the redevelopment of this area as a walkable, traditional downtown. Permitted uses should be reviewed and desired uses be defined, permitted, and regulations applied where necessary.

c) Residential Infill

These areas include existing developed neighborhoods. The zoning in this district should be designed to ensure new development respects the density and streetscape character of these neighborhoods.

d) Residential Growth

These are relatively undeveloped areas of the borough. The zoning here should require new development, where feasible, to connect with the existing street grid patterns of the borough. Sidewalks, street trees and on-street parking should be required.

e) Open Space / Conservation Development

These are generally open areas of the borough that contain significant environmental limitations for development, such as wetlands and steep slopes. Zoning in these areas should provide for development clustering and the permanent protection of environmentally sensitive areas.

f) Mixed Use Commercial

These areas are along the major highways at the southern end of the borough that have been developed with highway oriented commercial uses. Zoning should seek to improve the streetscape quality of these areas and limit front yard parking.
g) Industrial

These are the borough’s traditional industrial areas where zoning should be designed to better accommodate existing and attract new industrial uses

2. Enhancement Areas

a) Streetscape Improvement

This includes the major road corridors through the borough: Pennsylvania Avenue/Rt. 41, W. State Street, Church Street and Baltimore Pike. It is recommended that the borough pursue grant funding to prepare design standard for these corridors to improve their visual quality.

b) White Clay Creek Greenway

This greenway includes both a 50’ and 100’ riparian buffer along these streams. Zoning should be designed to require preservation and reforestation of these buffers to enhance the stream water quality and provided a natural visual resource for the community.
Map 10: Future Development Plan

Legend
Future Development Areas
- Pennsylvania Avenue Corridor
- Downtown Redevelopment
- Residential Infill
- Residential Growth
- Open Space / Conservation Development
- Mixed Use Commercial
- Industrial
- Railroad
- Utility / Airport

Enhancement Areas
- Streetscape Improvement

Preserved Land
- Park
- HOA Open Space

Future Development Plan
Avondale Borough Comprehensive Plan
Borough of Avondale
Chester County, Pennsylvania

Map prepared by:
Sarcinello Planning & GIS Services

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PRIORITY ISSUE #4 -- RESOURCE PROTECTION PLAN

Community Goal:

Protect historic and natural resources to retain the borough’s small-town and historic character, and to capitalize on the health, quality of life, and economic benefits to the community.

Public Input:

The need to better maintain and upgrade the streetscape along Pennsylvania Avenue / Rt. 41 was frequently mentioned at the Public Workshop. It was also acknowledged that the truck traffic on this road is a major factor in the degradation of this corridor. Although there are sidewalks, which need to be better maintained, this traffic makes it an unpleasant place to walk – and particularly cross the street. The historic architecture is a major component of this streetscape that should be protected. There is also a general interest in protecting and enhancing the quality of the natural and open spaces in the borough, particularly the East Branch White Clay Creek stream valleys.

The Community Survey found that Tree-lined Streets were among the most liked features of the borough. The Survey also found that the improvement of Surface and Ground Water Quality is a major concern of borough residents.

Background:

Included below is a Natural Resources Map of the borough.

Planning Implications:

Natural and Historic Resources can be protected and enhanced with both regulatory – i.e. Zoning and Subdivision / Land Development regulations – and public and private initiatives to fund and pursue the protection of these resources.

Recommendations:

1. Historic Resources Preservation Initiatives

   a) Historic Commission. The borough should pursue the reestablishment of a Historic Commission to maintain an inventory of historic resources, advance community knowledge and appreciation of these resources and pursue their protection.

   b) Historic Preservation ordinance. Consider the adoption of a Historic Preservation Ordinance that provides alternative use incentives to encourage the preservation of historic buildings.

   c) Historic Resource Inventory and Map. Contact the Heritage Preservation Coordinator at the Chester County Planning Commission about the preparation of an Avondale Historic Resources Map and Inventory.

   d) National Register Historic District. A Pennsylvania Historic Resources Survey Form was completed and submitted to the Pennsylvania Historic and Museum Commission, Bureau for Historic Preservation (BHP) on June 10, 1999. The District was determined eligible for listing on the National Register of Historic Places on April 25, 2001, but this was never followed up with a formal nomination. It is recommended that a formal
nomination be pursued. The map submitted with the survey is shown below as Map 11, and the complete survey form is included in the Appendix.

Map 11: Avondale Historic District

2. **Adopt Natural Resources Protection Map (Map 11)**
   
a) Adopt the Natural Resource Map as part of the Zoning Ordinance and require all land development projects to include all resources in Subdivision and Land Development Plans and require applicants to state how the plans address the protection of these resources.

b) Review Borough natural resource protection regulations and make modifications to meet changes in legislation or requirements and incorporate best management practices.
Map 12: Natural Resources

**Legend**
- Woodlands
- Critical Habitat
- Wetland
- FEMA 100-Year Floodplain
- Floodway
- Flood Fringe
- Hydric Soil
- Moderate Slope (15%-25%)
- Steep Slope (>25%)
- Lake / Pond
- Creek / Stream

*All creeks/streams in the Borough have water quality Designated Use of "cold water fisheries" (per PA DEP)*

**Natural Resources**
Avondale Borough Comprehensive Plan
Borough of Avondale
Chester County, Pennsylvania

Map prepared by:
Sarcinello Planning & GIS Services
Date: April 8, 2019

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PRIORITY ISSUE #5 -- COMMUNITY SERVICES, FACILITIES & COMMUNICATION

Community Goals:
- Provide for community facilities, services, and utilities to meet current and future needs in a coordinated, efficient, and fiscally sound manner.
- Instill a sense of community among borough residents and increase residents’ involvement in community activities, initiatives, and governance.

Public Input:
With the exception of fire and ambulance service and schools, residents and business owners have a low to moderate level of satisfaction with borough facilities and services. Residents expressed the need for a greater police presence (specifically to enforce traffic laws, and stop vandalism and vehicle break-ins), clean-up and maintenance of parks, more community events, more recreational programming, improved sidewalks and more opportunities for walking and biking, and more/better communication from borough officials/administration.

While people are generally satisfied with fire/EMS service, there is concern that the ability of the Fire Company to respond to emergencies in the borough can be hindered by the railroad, which frequently blocks traffic on Pennsylvania Avenue/PA 41.

Residents and business owners expressed the need to improve the quality of the borough streetscapes and provide a more positive impression for visitors. The areas immediately surrounding Welcome to Avondale signs at the entrances to the borough are overgrown and unappealing. Street trees along Pennsylvania Avenue are a valued community asset, but some are dying and should be replaced.

There is concern about the state of the borough’s sewer and water infrastructure. The wastewater treatment plant is in need of repair and maintenance (this is budgeted for 2019). Water lines are old and experience frequent breaks, and low water pressure is a frequent issue. System upgrades are needed. There is also concern about the cost of, and lack of financing options for connecting to the sewer system. Inability to pay the full cost in one payment has prevented some existing property owners from making improvements and could hinder new development/redevelopment within the borough.

Background

Governance & Borough Communications
- Avondale Borough is governed by a Mayor and a five-member Borough Council. Two staff members provide administrative services. The borough has a three-member Zoning Hearing Board.
- The borough does not have a public works department; it contracts for such services (e.g., maintenance of roads, parks, and sewer and water facilities) on an as-needed basis. Code enforcement services are also provided by a third party.
- The borough posts news and information on its website (www.avondaleboro.net) and distributes a quarterly newsletter. It also has a Facebook page.
Police
Police protection is provided by the Parkesburg Police Department on a part-time basis, and by the Pennsylvania State Police. The borough is currently in the process of contracting with the Southern Chester County Regional Police Department for this service.

Fire/EMS
The volunteer Avondale Fire Company has 12 Line Officers, 14 Executive Officers, and five Relief Officers. The Avondale Fire Company EMS division has 25 career staff along with nine volunteers. The Fire Company serves Avondale Borough, London Grove, New Garden, Franklin, and London Britain Townships. In 2018, the Fire Company responded to 578 fire incidents and 1,460 EMS incidents. The number of fire incidents represents a sharp increase over the 2017 figure (486) and is the highest in the past 10 years. The number of EMS incidents is also the highest in the last 10 years.

The firehouse is located on PA 41 in the southeast corner of the borough. As mentioned above, there is concern that the ability of the Fire Company to respond to emergencies in the borough can be hindered by the railroad, which frequently blocks traffic on Pennsylvania Avenue/PA 41.

Parks
There are three public parks owned by the borough: Thompson/Brown Park, Pomeroy Park and Indian Run Park. **Thompson/Brown Park** is approximately nine acres and contains a playground, basketball court, soccer field, baseball field, and fishing.

- The playground was destroyed by vandalism several years ago and little in the way of play apparatus remains.
- The basketball court gets frequent use.
- The baseball field is overgrown and gets little use, while.
- The soccer field is over-used, which indicates the possibility that another soccer field is needed. The borough could investigate forming a partnership with these employers to assist with maintenance of the existing soccer field, as well as funding for, and maintenance of a second soccer field in the borough.
- The segment of the East Branch White Clay Creek that runs through the park is a popular fishing spot.
- The entire park, including the playground, basketball court, soccer and baseball fields is in need of repair and continuous routine maintenance. Park amenities such as trash cans are also needed. The entire park is also located in the floodplain of the East Branch White Clay Creek, so floodproofing of park facilities and equipment is needed as is routine cleanup and maintenance after flood events.
**Pomeroy Park**
Located on the north end of Pomeroy Avenue, is approximately one acre and contains a playground and open field. Repairs and routine maintenance are needed.

**Indian Run Park**
This park is an open space/passive recreation facility between Indian Run and Indian Run Road.
Recreational Programming, Community Events & Volunteerism

- There is no borough sponsored recreational programming.
- Avondale hosted community events in the past, but these events no longer take place due to a lack of volunteers needed to help with the events.
  - The borough’s Fall Festival was held annually for eight years until it was halted in 2015. It was funded entirely by business contributions, with no cost to the borough. It took place along Pomeroy Avenue and hosted 40 to 50 vendors, musical acts, pony rides, and games.
  - The Halloween Parade ran every year for 10 years. Children dressed in Halloween costumes paraded down Morris Alley from 3rd Street to 1st.
  - Christmas tree lighting.
- The Mayor and Borough Council would like to revive the Fall Festival and Halloween Parade, and organize additional recreational and community events. Having limited resources, they need assistance from businesses and volunteers.
- There is a severe shortage of volunteers in the borough. The borough needs a steady supply of volunteers to help with community improvements such as doing simple park cleanup and maintenance, organizing and/or staffing recreational and community events, and serving on borough committees, among other things.

Street Trees and Streetscapes

- Street trees help define the historic, small town feel of Avondale. They also provide valuable public health, environmental and economic benefits.
- Pennsylvania Avenue is lined with many large, mature trees that provide a beautiful entrance to town and lend to its charming and historic character. However, several of these trees have been lost over the years primarily caused by root damage due to work on sewer and water lines; and pruning to clear powerlines. The damaged and lost trees have not been replaced, so large gaps exist and detract from Pennsylvania Avenue’s appearance. If an effort to protect and replace Pennsylvania Avenue’s street trees is not undertaken in the very near future, then the borough risks a severe deterioration of the town’s appearance as presented along its main road.
- The term streetscape refers to the visual effect or appearance of a street which is influenced by natural features such as trees and plantings and man-made features such as buildings, sidewalks, benches, planters, signs, etc. A pleasing streetscape has more appeal to potential business customers and homeowners and can help spark revitalization and economic development.
  - Many of Avondale’s roads, especially its main gateway roads and commercial roads (Pennsylvania Avenue/PA 41, West State Street, Baltimore Pike, and Church Street) are in need of improvements to their streetscapes in order to improve the borough’s overall appearance and to improve the appearance of the businesses and residences along those roads (See Future Development map).
  - In addition to its main roads, many of the borough’s residential streets are in need of streetscape enhancements, such as street trees and improved sidewalks.

Sewer and Water Services

- Public sewer and water service is managed by the borough. The borough employs one part-time staff member and contracts to a third party for operation and maintenance of the
The wastewater treatment plant is in need of repairs and maintenance, and the borough has budgeted for this for 2019.

- The borough requires a one-time full payment of the cost to connect to the sewer system (or add EDUs).
- Water lines are old and experience frequent breaks. Low water pressure is a frequent issue. System upgrades are needed.

**Planning Implications:**
Avondale Borough has very limited human and financial resources and is struggling to keep up with existing demands on its services and facilities. As Avondale continues to grow, the demand for government services, emergency services, parks and recreation, and sewer and water services will also grow. The borough must consider a combination of possible strategies to overcome these challenges, including growing the borough’s tax base through redevelopment and revitalization, securing grants for needed improvements, securing improvements and facilities through the land development process, providing zoning incentives in exchange for need improvements or facilities/amenities.

The need for community building and social interaction among residents (of all ages) and business owners, which is evident now, will also be a key factor as the borough grows. borough Officials are currently attempting to recruit volunteers via the quarterly newsletter. It will likely be necessary for the borough to continue to recruit and engage residents and business owners on an on-going basis through frequent and direct outreach using various modes of communication.

**Recommendations**

1. **Reestablish a Planning Commission**
   In order to properly implement most elements of this plan and to better monitor and review future development plan, the borough should consider the creation of a Borough Planning Commission as a high priority.

2. **Governance and Communications**
   a) All official communication should be provided in both Spanish and English.
   b) Continue to produce and distribute the quarterly newsletter in print and via the borough’s website. Explore the possibility of distributing it via email and social media.
   c) Pursue communication systems, such as text message alerts, reverse 911, email blasts, to provide timely notice to residents and business owners of important information/news.
   d) Explore the use of social media to communicate borough news and information and to establish more constant and dynamic connection with residents and business owners.

3. **Police Protection**
   Identify specific issues/problem areas (e.g. park vandalism, speeding on Pennsylvania Avenue, etc.) and approach the local police and State Police to regularly patrol these areas.

4. **Parks**
   a) Ensure the Public Works Department has adequate resources to maintain the parks.
   b) Reach out to soccer teams and develop an agreement whereby they maintain the soccer field (and perhaps other parts of the park) or contribute to the field’s/park’s maintenance.
c) Hold events such as park cleanup days and ask for volunteers of all ages from the community. Provide a small gift, and/or refreshments, and/or incorporate a game to make it a fun event.

d) Encourage the establishment of a Friends of the Park groups for Pomeroy, Thompson/Brown and Indian Run Parks that perform regular cleanup, light park maintenance duties, and organize park events.

e) Once a regular park maintenance program is established—either through volunteers, mutual agreements, or borough staff—seek grant funding from sources such as DCNR for major park improvements such as new playgrounds, basketball courts, and other needed facilities/amenities.

5. Recreational Programming, Community Events & Volunteerism

a) Continue to recruit volunteers (from across all age groups) to organize and staff community events via the borough newsletter, and other means such as direct mail, direct outreach, social media, email blasts, flyers. Ask people if they are interested in volunteering and ask them to fill in their contact information. Create a form on the borough’s website where people interested in volunteering can provide their contact information. Follow-up by hosting a gathering of interested volunteers.

b) Reach out to institutions, organizations, and businesses in the borough and ask them to: announce to their members/employees that the borough is seeking volunteers; announce upcoming community events; sponsor recreation programs and community events; consider implementing a community service program for their employees/members (e.g. team-building volunteer activities in the borough, paid time off to do volunteer work in the borough).

c) Reach out to the school district and/or school principals to investigate the possibility of establishing a program whereby school kids would volunteer for borough events/activities to fulfill community service projects.

d) Investigate the possibility of partnering with the Avondale Fire Company to sponsor community events at the firehouse, such as a pancake breakfast, spaghetti night, game night, movie night, guest speakers, etc.

e) When recruiting volunteers for events such as park cleanup day or staffing a festival, consider offering a gift such as a t-shirt or refreshments as an incentive, and make the event fun so that people will want to do it again.

6. Street Trees and Streetscapes

a) Clean-up and maintain the areas immediately surrounding the gateway Welcome to Avondale signs.

b) Reach out to business owners and/or consider hosting a meeting of business owners to discuss a cooperative program for improving/beautifying their road frontages.

c) Consider establishing a formal arrangement such as a “Business Improvement District.”

d) Establish a Street Tree Committee to manage street tree initiatives.

e) Adopt a Street Tree Ordinance with design guidelines for streetscapes, particularly along the borough’s main roads (see Future Development map).
f) Seek grant funding for street tree and streetscape improvements from sources such as Chester County VPP, TreeVitalize, PennDOT Multimodal Fund, CFA Multimodal Fund, various PA DCED grant programs including the Main Street Program.

g) Retain an arborist/professional service to regularly inspect street trees. Inform property owners of needed tree work and that if not done, that the borough would do it and lean the property. This should also be required as part of the property sale/transfer inspection. It is particularly important along Rt.41/Pennsylvania Avenue.

7. Sewer and Water Service

a) Develop a financing plan as an optional arrangement for payment of sewer “tap in” fees (versus the one-time full payment that is currently required). Also make property owners aware of funding sources such as Pennsylvania’s Homeowner Septic Loan Program.

b) Implement wastewater treatment plant repairs and maintenance as budgeted for 2019.

c) Track water line breaks and water pressure issues and consider replacement of lines, prioritizing segments most in need of replacement.

d) Seek grant funding for sewer and water system improvements from programs such as Pennsylvania’s Small Water and Sewer Program.

e) Communicate information regarding water supply/water quality issues to residents and business owners in a timely manner.
COMPLIANCE

MUNICIPALITIES PLANNING CODE

The Comprehensive Plan is organized according to the *Priority Issues* developed in the early stages of this process. Below is an outline of how the Pennsylvania Municipalities Planning Code Section 301 Comprehensive Plan requirement are addressed in this plan.

**Pennsylvania Municipalities Planning Code**

The Pennsylvania Municipalities Planning Code (MPC) provides the legal foundation for comprehensive plans. This code, originally adopted by the state legislature in 1968, outlines the required components of a comprehensive plan, provides a legal procedure for their adoption, requires that they be reviewed at least every ten years, and requires that they be generally consistent with the county comprehensive plan.

While this 2019 Avondale Borough Comprehensive Plan is organized around priority issues, it includes all the components required by the MPC as follows:

1. **Statement of Objectives**  
   Addressed: Priority Issues and Planning Objectives

2. **Plan for Land Use**  
   Addressed: Priority Issue #3 – Future Development and Redevelopment

3. **Plan to Meet Housing Needs**  
   Addressed: Priority Issue #1 – Housing

4. **Plan for the Movement of People and Goods**  
   Addressed: Priority Issue #2 – Circulation Plan

5. **Plan for Community Facilities and Utilities**  
   Addressed: Priority Issue #5– Facilities, Utilities and Community Involvement

6. **Statement of plan component interrelationship**  
   Addressed: Introduction

7. **Short- and Long-Range Implementation Strategies**  
   Addressed: Introduction and within all Priority Issues

8. **Statement of Compatibility with Neighboring Municipalities and County Comprehensive Plan**  
   Addressed: Introduction

9. **Plan for the Protection of Natural and Historic Resources**  
   Addressed: Priority Issue #4 – Resource Protection Plan

10. **Plan for the Reliable Supply of Water**  
    Addressed: Priority Issue #5– Facilities, Utilities and Community Involvement

**LANDSCAPES3 – CHESTER COUNTY COMPREHENSIVE PLAN**

The preparation of this comprehensive plan has been partially funded with a grant from the Chester County Vision Partnership Program (VPP), a program developed to help implement *Landscapes3*, the Chester County Comprehensive Plan. The Avondale Borough Comprehensive Plan is therefore expected to, and does, comply with the goals and recommendations of *Landscapes3* by advancing an urban form of development and redevelopment with the goal of revitalizing the borough while preserving the natural and historic features that contribute the borough’s and County’s health and heritage.