

Chapter 3

Community Profile

This Chapter provides an overview of Malvern Borough's regional context and demographic profile through: 1) examining the planning context that poses an influence on the Borough from outside its borders, and 2) highlighting data, trends, and projections of population and economic characteristics in the Borough.

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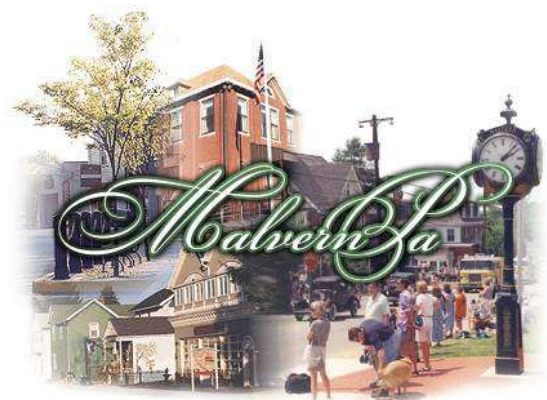
REGIONAL PERSPECTIVE

The location of a municipality and its relationships with other nearby communities plays an important role in determining its character, function, and vitality. The social and economic relationships Malvern shares with its neighbors provide employment opportunities and community services to residents that cannot be accommodated within the confines of an individual municipality. This section highlights the various relationships Malvern shares with neighboring communities and identifies regional planning systems, infrastructure, and services that may affect the future of the Borough. These relationships and issues have been considered in preparation of this Comprehensive Plan. In that planning is a dynamic process, periodic review of these regional relationships is essential for maintaining an effective, ongoing, planning program.

GEOGRAPHIC SETTING

The Borough of Malvern is located in southeastern Pennsylvania, in eastern Chester County. The Borough encompasses an area of about 1.3 square miles and is located approximately 20 miles west of Philadelphia and 20 miles north of Wilmington, Delaware. (See Figure 3-1)

Although the Borough is an urban area, its relatively low intensity small town atmosphere is significantly different in character than more intensely urbanized areas in Chester County like the boroughs of West Chester and Phoenixville. Immediately east of the Borough is the Paoli area which is of a similar lower intensity urban character as Malvern, however most of the area surrounding the Borough is suburban in nature. (See Map 3-1)



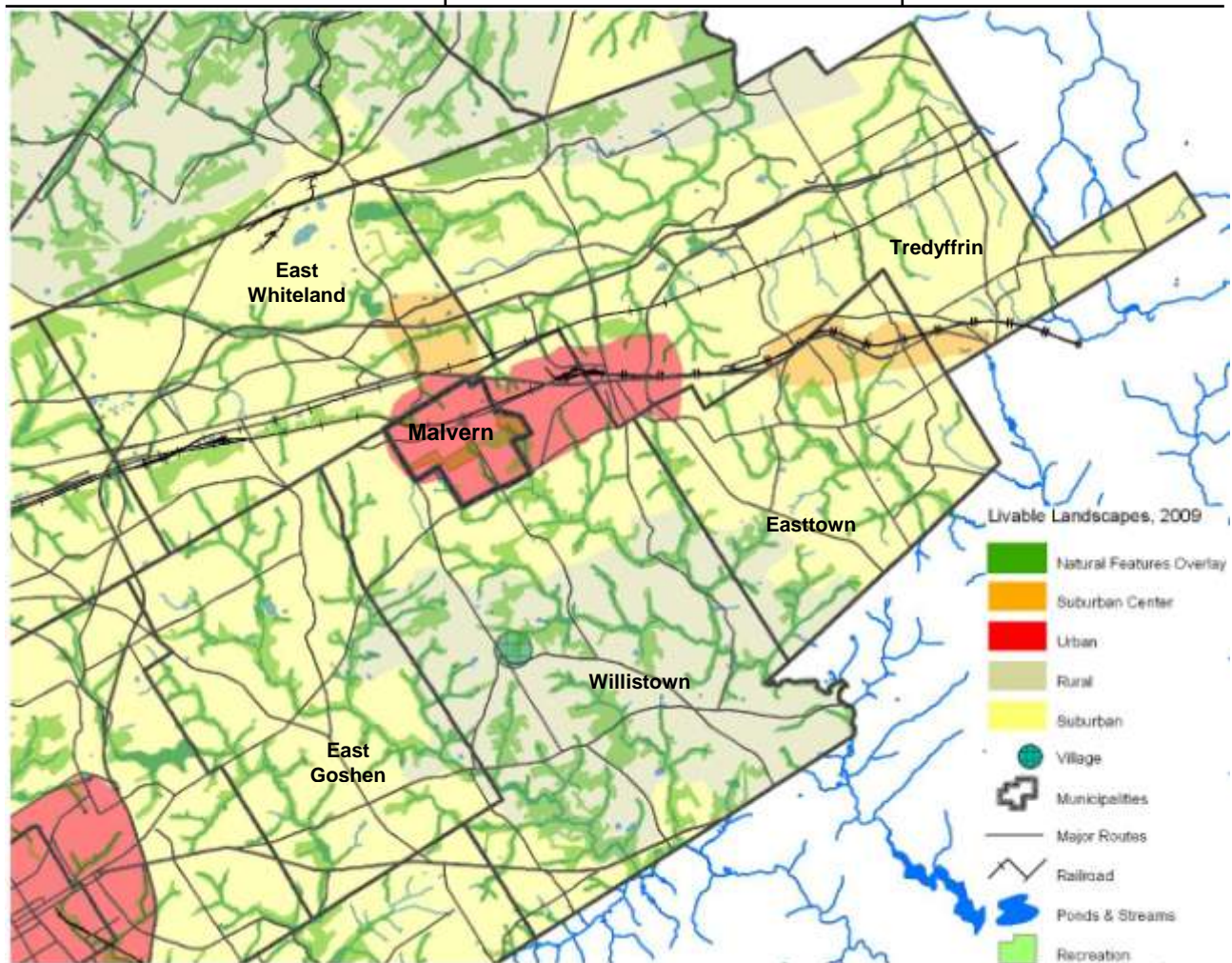
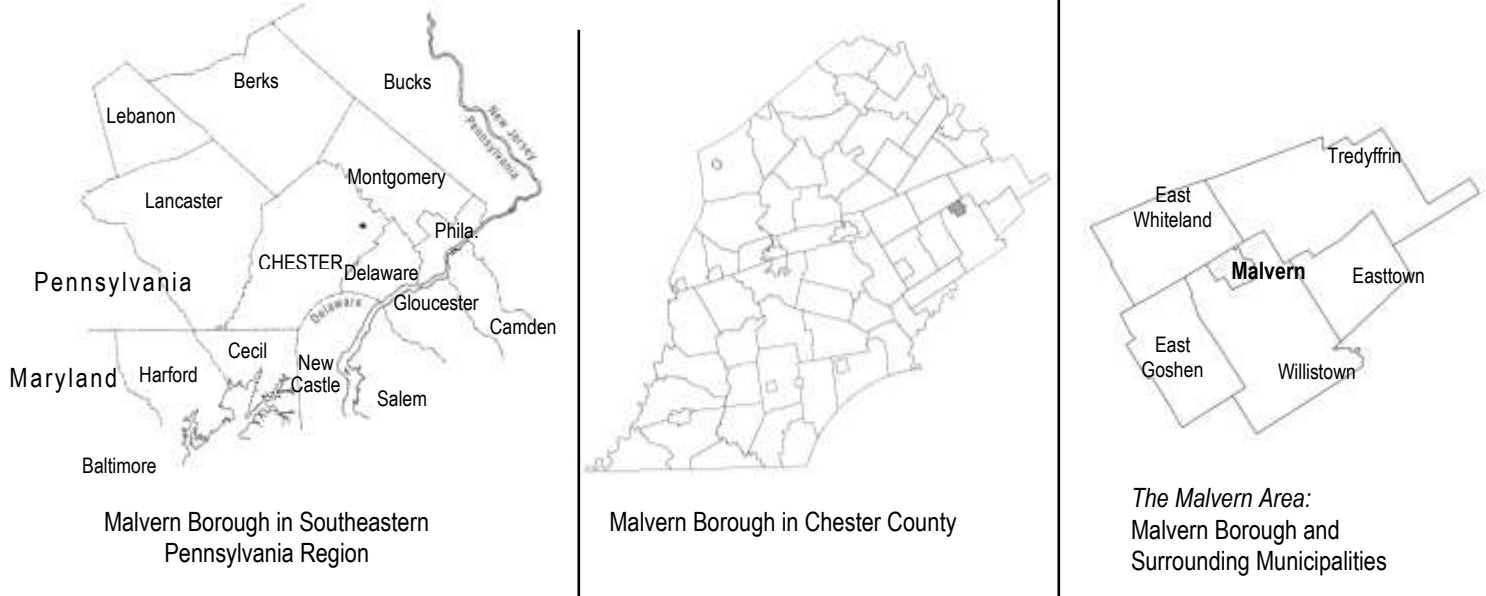
The areas surrounding Malvern Borough can be briefly described as follows:

- **East Whiteland Township** abuts Malvern to the north and is a mix of suburban residential and commercial areas including Great Valley Corporate Center, with fairly intensive commercial uses surrounding the U.S. Route 202 and 30 corridors. Route 29, which provides access to the Phoenixville and Collegeville areas, begins in East Whiteland at Route 30, and in this area there is a more concentrated suburban commercial core.
- **East Goshen Township** does not abut Malvern, however the northeastern portion of the Township is tied to the Borough because of cooperative municipal services and the avid use by Borough residents of the East Goshen Township Park on Paoli Pike.
- **Willistown Township** abuts Malvern on its southern, eastern, and western borders. Willistown has a mix of urban, suburban and more rural areas, with the higher intensity uses surrounding Malvern.
- **Easttown Township** is located east of Willistown Township and is comprised primarily of suburban areas, with essentially a continuous commercial center along Rt 30 and the SEPTA R5 regional rail line through the Devon-Berwyn area.
- **Tredyffrin Township** is located to the northeast of Malvern. The Township has a relatively large intensity of commercial areas including Chesterbrook Corporate Center, the U.S. Route 202 corridor, and the U.S. Rt 30 corridor (where there are focused commercial areas in Paoli and Strafford along the SEPTA Regional rail line). The commercial areas are surrounded by suburban residential areas, while Valley Forge National Historical Park is located in the northeast portion of the Township.

BRIEF HISTORY

Prior to the early 1800s, Malvern was a rural farming area within Willistown Township. With the development of the Pennsylvania Central and West Chester Railroads, which intersected in what is today Malvern, the area developed into a railroad oriented village. In 1873, the Pennsylvania Railroad built a new station in Malvern, which stimulated growth in the village. Sixteen years later, in 1889, the Borough of Malvern was established as a separate political entity from Willistown. Situated at the western end of Philadelphia's Main Line, the Borough continued its role as a rail-oriented town in a primarily rural area until the region began to suburbanize in the middle of the 20th century. As the region continued to suburbanize, the role of Malvern transformed into a central point for shopping and rail commuting in a primarily suburban region. Malvern has experienced notable growth over the past decade and has undertaken significant revitalization efforts throughout the Borough.

Figure 3-1: Malvern Area Regional Setting



*Chester County Landscapes2, Livable Landscapes: The
Malvern Area, Malvern Borough and Surrounding Municipalities*

REGIONAL TRANSPORTATION NETWORK

Road Network

Several major transportation corridors are located in or near Malvern Borough, providing access to the larger region:

- **Paoli Pike** makes up the Borough's southern border, providing direct access to West Chester to the west and U.S. Route 30 to the east.
- **U.S. Route 30** is located just north of the Borough and provides access to Philadelphia to the east and Lancaster to the west.
- **U.S. Route 202** is accessible to the north of the Borough. It provides access to the King of Prussia area, the Pennsylvania Turnpike to the northeast, and links to West Chester, Exton, and Delaware to the south.
- **PA Route 29/PA Route 401** are both located north of the Borough, and serve as important connectors between U.S. Route 30, U.S. Route 202, and points north.
- **PA Route 252/PA Route 352** are located to the east and west of the Borough, respectively, and provide important local north/south links between U.S. Route 30 and Delaware County.
- **PA Turnpike(I-76)/PA Route 29 slip ramp interchange**, currently under construction as of 2011, is located north of the Borough and provides a new close-by all-electronic PA Turnpike interchange (between the existing Downingtown and Valley Forge interchanges) using the E-Z Pass system.

More locally oriented roadways that pass through the Borough are King Street, traveling east/west, and Warren Avenue traveling north/south. Sugartown Road, which establishes the Borough's western border, and Paoli Pike, which establishes the Borough's southern border, are also significant roads in the Borough's road network. While Borough oriented traffic uses all of these roads, a significant amount of traffic on these and other Borough streets is "through" traffic, or traffic that has neither an origin or destination in the Borough. One of the Borough's key challenges is maintaining a road system that provides adequate service to Borough residents and businesses but is not overly attractive to through-trips, which have significant impact on the Borough with little or no corresponding benefit.

Public Transportation

In addition to the road network, the Borough is directly served by both rail and bus transit services.

- **SEPTA/AMTRAK** - The Malvern train station, located immediately north of King Street and west of Warren Avenue, provides access to the SEPTA commuter rail line that travels between Thorndale and Philadelphia and to AMTRAK service, via the Paoli or Exton stations, that travels between Philadelphia and Harrisburg. The Station was recently improved (2011) with expanded parking and the addition of a pedestrian tunnel to connect east and west bound platforms.



This train station retains Malvern's historic role as a rail stop. The Paoli train station, located less than two miles to the east of the Malvern station, also provides commuter services, including express trains that do not stop in Malvern. Paoli station is in the planning stages of a major expansion that will likely significantly affect land uses and service provisions in the immediate area.

- **SEPTA** bus route 92, providing service between West Chester and King of Prussia, passes through Malvern on King Street, providing service to numerous points along the route and, through transfers, to Philadelphia and Wilmington, Delaware.
- **Chester County Paratransit** - The Chester County Paratransit System provides service throughout Chester County. Its primary function is to serve persons age 65 or older and those persons needing transport for health care that is covered by Medical Assistance programs.
- **Chester County Rover** - Rover is a County-wide transportation service, which anyone can ride but it is especially designed for citizens who no longer drive, no longer want to drive, or have no other means of transportation.
- **Airports** - Primary air service is provided from Philadelphia International Airport, approximately 20 miles to the southeast. Secondary, intermediate air service is available at a number of small, local airports. The nearest local airports include Brandywine Airport near West Chester Borough, Chester County Airport near Coatesville, and New Garden Airport near Avondale Borough to the southwest. These facilities are located within easy access of the Borough.

REGIONAL FACILITIES AND SERVICES

Malvern Borough is in close proximity to many recreational, educational, and cultural facilities. Map 3-1 presents the names and locations of these facilities. These facilities enhance the quality of life for residents and add to the Borough's draw as an attractive place to live. Like many smaller communities, many of the services that Borough residents depend on are provided by regional entities, however other services are provided by or within the Borough.

- **Borough Administration** –The Borough is governed by a Borough Council with governance based on a 2007 Home Rule Charter. The Borough has an administrative staff to run the day-to-day affairs, and provides facilities (Borough Hall, Parks, stormwater and sewer lines) and services (public works, police, and road maintenance).
- **Schools** - The Borough is part of the Great Valley School District, which also includes the Townships of Charlestown, East Whiteland and Willistown. None of the Great Valley School District schools are located in the Borough. Malvern Preparatory School, Willistown Country Day School, and St. Patrick School, all private schools, are located in the Borough.
- **Utilities** - Water service to the entire Borough is provided by AquaPA Water Company, which serves much of the eastern portion of Chester County. Sewer service is also provided regionally, by the Valley Forge Sewer Authority.
- **Health Care** - Most health care facilities are located outside the Borough, including the Paoli Hospital, Chester County Hospital in West Chester, Bryn Mawr Rehab Hospital, Sunrise Assisted Living, Highgate at Paoli Point Assisted Living, and Chester Valley Rehabilitation and Nursing Center, all within a short drive of the Borough.

- **Police and Fire** - The Borough provides its own police and fire protection. These two services have reciprocal agreements with other municipalities in order to yield improved service.
- **Library** - The Malvern Public Library is part of the Chester County Library System and is a regional asset, used by both Malvern residents and residents of surrounding townships.
- **Recreation and open lands** - The Borough owns 3 acres of active recreational parkland: Horace J. Quann Memorial Park, formerly 1st Avenue Park (1.6 ac), Samuel and M. Elizabeth Burke Park (1.4 ac), and Theodore S.A. Rubino Memorial Park/tot lot (0.3 ac).

Other recreational opportunities in the Borough include the Paoli Battlefield Site (the Paoli Massacre American Revolutionary War site), the adjacent Paoli Memorial Association Grounds (which includes battlefield commemorative grounds/passive recreation area and active recreation facilities), and the Randolph Woods passive recreation area.



Other significant open space areas in the Borough include the privately owned lands of the Malvern Preparatory School and St. Joseph-in-the-Hills Retreat, both making up a large portion of the southern half of the Borough.

Borough residents also have access to other regional park facilities, including the East Goshen Township Park, Valley Forge National Historical Park, Marsh Creek State Park, Ridley Creek State Park, and several other smaller local parks.

Given the Borough's reliance on a combination of local and regional services, continued regional cooperation and coordination is key to the continued provision of these services and utilities in a cost effective manner.

REGIONAL PLANNING

Chester County Comprehensive Policy Plan: Landscapes/Landscapes 2

The primary goal of the Chester County comprehensive policy plan, *Landscapes*, adopted in 1996, was to reduce sprawling development by focusing new development in areas of the County where it could best be accommodated. *Landscapes* encouraged the revitalization of and focus of development in and around the County's urban areas, such as Malvern Borough. The plan stressed the importance of protecting natural and historic resources and emphasized the need to preserve farms and prime agricultural soils. *Landscapes* identified growth boundaries around the four types of landscapes (natural, rural, suburban, and urban) and proposed key actions to protect and enhance the character of each landscape.



In 2009, Chester County adopted an update to *Landscapes*. *Landscapes* had many accomplishments; however, more is needed to fully accomplish the plan's vision. *Landscapes2* champions three major initiatives for change to balance the county's vision of managing growth and preservation; these include building working partnerships, creating sustainable communities, and keeping Chester County "green". Through *Landscapes2*, the County hopes to initiate and enhance programs to promote cooperative planning; reinvest in urban centers; update and maintain the road system and other infrastructure; provide reasonably priced housing; and invest in a "green" future. As with *Landscapes*, Chester County will partner with municipalities in implementing *Landscapes2*. The County's Vision

Partnership Grant Program¹ (VPP) provided grant funds to assist townships, boroughs, and regional planning groups with planning projects. This Borough Comprehensive Plan update was largely funded through a VPP grant.

Malvern Area and Landscapes² – *Landscapes²* "Livable Landscapes" map designates all of Malvern Borough, small areas north and west of the Borough, and a large area east of the Borough extending to Paoli as *Urban Landscape*. A *Natural Landscape* overlay extends into southern and northern portions of the Borough. The Route 30/Route 29/Route 202 corridor to the north of Malvern are designated as *Suburban Centers*, while the surrounding areas are mostly designated as *Suburban Landscapes*. Further south of the Borough, large portions of Willistown Township and a small area in Easttown Township are designated as *Rural Landscapes*.

Delaware Valley Regional Planning Commission

The Delaware Valley Regional Planning Commission (DVRPC) was established in 1965 to provide comprehensive, coordinated planning for the orderly growth and development of the Greater Philadelphia region. This region includes Bucks, Chester, Delaware, Montgomery, and Philadelphia Counties in Pennsylvania, and Burlington, Camden, Gloucester, and Mercer Counties in New Jersey. DVRPC is an interstate, intercounty, and intercity agency that advises on regional policy and capital funding issues concerning transportation, economic development, the environment, and land use. They provide services to member governments through planning analysis, data collection, mapping services, and a variety of publications. DVRPC is also responsible for coordinating the Transportation Improvement Program (TIP), as the region's Metropolitan Planning Organization (MPO).

Patriots Path

In 2005, the Chester County Planning Commission (CCPC) conducted a preliminary evaluation of a possible approximate nine-mile trail corridor linking Valley Forge National Historic Park in Tredyffrin Township with the Paoli Battlefield Site/Memorial Association Grounds in Malvern Borough and the Battle of the Clouds Park in East Whiteland Township. This Path would honor the sacrifice of the 53 continental soldiers who lie in the mass grave on the Paoli Memorial



Association Grounds and the other soldiers who gave their lives in the cause of liberty during the Philadelphia Campaign of 1777.

The key findings of that evaluation were that the Patriots Path could be constructed largely on existing right-of-way with little if any new land acquisition, using a segment-by-segment approach. The Patriots Path could also provide economic benefits to industrial parks, retail shopping areas, and real estate values throughout the eastern Great Valley, while improving public health and quality-of-life. The Path is a regional project, well suited to receive County, state, federal and private trails and sidewalk

grants because it involves urban revitalization, rails-to-trails, public-private partnerships, multi-municipal cooperation, County government, and National Park Service involvement.

In 2008, the Path's three municipalities (Malvern Borough, East Whiteland Township, and Tredyffrin Township) received a grant under the Chester County Vision Partnership Program to conduct a feasibility study for the Patriots Path alignment. This plan, entitled *The Patriots Path Plan: A Development Guide on How to Design and Build the Patriots Path Trail Network*, was adopted by the three participating municipalities during the winter of 2009-2010. This

¹ The VPP was on hold in 2010 due to the economic recession, however is being reopened in a limited manner in 2011.

plan presented final alignments for a trail network that would extend from Valley Forge National Historical Park to the future Exton Park site, and from the Paoli Battlefield Site north to Valley Creek Park. It also includes a spur trail, 'the Cedar Hollow Segment', which will connect Valley Creek Park to the Chester Valley Trail near Cedar Hollow Road Park.

Neighboring Municipal Land Use Patterns

The following provides a summary of existing land use patterns and land use policies in the municipalities surrounding Malvern. Understanding these policies and patterns is critical in gaining an understanding of the regional issues affecting the Borough and the implications of possible changes to future land use in and around the Borough.

- **Willistown Township** surrounds Malvern on the south, east, and west sides of the Borough. Nearly the entire part of the Township that surrounds Malvern consists of single family residential development at densities between one unit per acre and one unit per two acres. However, there are a few higher density developments adjacent to the northwestern and southeastern corners of the Borough as well as two major institutional uses, Villa Maria Academy and the Phelps School adjacent to the northeastern and southwestern corners of the Borough, respectively. There are a few industrial and commercial uses along the portion of King Street immediately east of the Borough, while there are more intensive commercial uses along the Route 30 corridor. These areas generate through-traffic in the Borough. Willistown's Comprehensive Plan (adopted in 2011) designates the area to the south and southwest of the Borough for medium density suburban uses, the area due west of the Borough for medium to high density suburban uses, and the area east of the Borough for high density suburban uses. The Township's zoning ordinance classifies the area to the south and southwest of the Borough as an R-1 district, which allows single family residential uses on lots of at least one acre. The area due west of the Borough is zoned R-2, allowing for half-acre lots. The area to the east of the Borough has multiple districts, including Restricted Industrial, Office, Office-Professional, R-1, and R-3, as well as multi-family overlays (M-1, M-3, and M-4). The Restricted Industrial and Office zoning each require a minimum of two acres, while Office-Professional requires 20,000 square feet. The R-1 zoning requires a minimum lot size of one acre, while R-3 requires a minimum of 12,000 square feet. The multi-family overlays range in minimum lot size and units permitted per acre - M-1 minimum lot size of 5 acres, permitting 12 units per acre; M-3 minimum lot size of two acres, permitting 12 units per acre, M-4 minimum lot size of 20 acres, permitting 6 units per acre. Also to the east of the Borough, but closer to Tredyffrin Township and in the Paoli area, two districts were adopted in 2007 in support of the Paoli Community Master Plan; the Transportation District (TD) was adopted with a minimum lot size of one acre and allowing impervious coverage up to 85 percent of the lot area. Permitted uses within the TD include a multi-modal transportation center, multifamily dwellings, retail stores, and professional offices, while the Town Center District (TCD) was adopted with a minimum lot size of 7,500 square feet and allowing impervious coverage from 70 to 90 percent of the lot area. Mixed uses are encouraged in the TCD.

In 2001, the Paoli Community Master Plan was adopted by Tredyffrin and Willistown Townships. In 2007, both townships completed a Paoli Rail Station joint zoning project whereby changes to the zoning ordinances in both communities were made to reflect master planning efforts for mixed-use development in the immediate vicinity of the planned Paoli train station expansion. While this new transit-oriented-development area is not directly adjacent to Malvern, it will likely have a significant affect on Malvern and other municipalities in the immediate area. In addition to expanded commuter opportunities, this effort is likely to generate demand for additional sewer and water service, shopping opportunities, schools, and other services and utilities that are provided on a regional basis.

- **East Whiteland Township** is adjacent to Malvern on the northern edge of the Borough. Existing land uses along the border are single family residential and woodland areas. The SEPTA/AMTRAK rail line enters the Borough on the west from East Whiteland Township. East Whiteland's Comprehensive Plan designates the area adjacent to Malvern as an area of environmental constraints. The majority of this area is zoned "R-3", a medium density residential classification, while there is also "RM", a higher density residential classification. Both of these zones are consistent with the existing residential development in that portion of the Township and with the development densities in the northern part of Malvern. To the north of these residential areas in East Whiteland are the more intensely developed U.S. Route 30 corridor and Great Valley corporate area, which generate through-traffic in Malvern. There is a small section of "O/BP" zoning, an office and business park classification, along Route 30 just to the northeast of Malvern that abuts the vacant land off Old Lincoln Highway in the Borough.

REGIONAL PERSPECTIVE PLANNING IMPLICATIONS

- Malvern is a small, urban borough in a largely suburbanized area, which has intense commercial activity in the U.S. Route 30 corridor immediately to the north, suburban residential development to the east, west, and immediately south of the Borough, and a more rural, pastoral area further to the south. The Borough serves rail commuting, library, recreation, and other needs of residents in surrounding Townships and its own residents. Maintaining the Borough's existing "small town" atmosphere and to some extent competing for commercial uses and vitality and economic development in the midst of this largely suburban region remains a key continuing challenge for the Borough.
- Given the Borough's proximity to the intensely developed U.S. Routes 30 and 202 corridors, and Great Valley corporate area to the north, as well as several key commuter roadways passing through the Borough, a great deal of through-traffic is found on Borough streets. Part of the challenge of maintaining a small town atmosphere is providing adequate roadways for Borough residents and businesses. This balance needs to be addressed regionally and locally.
- Many services and utilities that Malvern is dependent on are provided through regional organizations. Since the 1999 Borough Comprehensive Plan, the Borough has undertaken several more regionally oriented projects including the Patriots Path, preserving the Paoli Battlefield Site and Memorial Association Grounds, and participation in *Landscapes2*. Given the economies of scale that result from inter-municipal cooperation in service and utility provision and benefits available to municipalities that plan on a regional basis, the Borough should continue their cooperative planning efforts.

DEMOGRAPHIC PROFILE

This section examines population, housing, and socio-economic demographic characteristics in the Borough of Malvern. An analysis of demographic characteristics provides an understanding of past trends and a method of anticipating and planning for future growth and changes in population composition. Population changes can affect demands on municipal services, land use, housing, and transportation. Knowledge of these characteristics, how they change over time, and their implications helps in planning for Malvern's future needs. This section also provides information on the municipalities surrounding Malvern, referred to in this Plan as the *Malvern area*, facilitating comparisons between the characteristics of the Borough and its adjacent communities of Easttown, East Goshen, East Whiteland, Tredyffrin, and Willistown Township. It should be noted that as the only borough in the Malvern area, Malvern Borough has the lowest population of these neighboring municipalities, but the highest population density.

POPULATION PROFILE

Historic Population Trends

Analyzing past population trends provides an understanding of the amount of growth a community has experienced and when this growth occurred. This information, in turn, can provide insight into development patterns, housing types and styles, and land uses, which are part of a community's character. Tables 3-1, 3-2, and 3-3 illustrate the population trends in Malvern, its surrounding municipalities, and Chester County.

**Table 3-1: MALVERN HISTORIC
POPULATION TRENDS, 1900-2010**

Year	Population	% Change
1900	975	N/A
1910	1,125	15.4
1920	1,286	14.3
1930	1,551	20.6
1940	1,680	8.3
1950	1,784	5.0
1960	2,268	28.6
1970	2,583	13.9
1980	2,999	16.1
1990	2,944	-1.8
2000	3,059	3.9
2010	2,998	-2.0

Source: U.S. Census Bureau

Historically, Malvern has consistently experienced population growth, with periods of rapid growth in the 1920s and 1950s and a slight decline in Borough population in the 1980s and recently from 2000 to 2010. This slight decline in population is not considered statistically significant indicative of population decline, but may be attributed to a slight decrease in household size (2.23 in 2000 and 2.22 in 2009 estimate), normal population fluctuation, little remaining undeveloped land, and the worldwide economic downturn that began in 2008 which resulted in county and national trends of job loss, relocations, and higher rental unit vacancy rates. For statistical purposes, a small population decline, such as 2 percent, is considered to indicate a relatively stable population. As

well, there are typically slower population growth rates in boroughs and small towns in general. During the 50 year period between 1960 and 2010, the Borough expectedly exhibited a slower population growth than surrounding townships; this is due to the limited amount of developable land in the Borough, which has a much smaller total land area and which is closer to being fully “built out”, or developed, than neighboring townships.

Table 3-2: POPULATION TRENDS, MALVERN AND SURROUNDING MUNICIPALITIES, 1960 – 2010

Municipality	1960	1970	1980	1990	2000	2010	% change 1960-2010	% change 2000-2010
MALVERN	2,268	2,583	2,999	2,944	3,059	2,998	32.2%	-2.0
Easttown	6,907	9,565	9,064	9,570	10,270	10,477	51.7%	2.0
East Goshen	1,694	5,138	10,021	15,138	16,824	18,026	964.1%	7.1%
East Whiteland	5,078	7,242	8,468	8,398	9,333	10,650	109.7%	14.1%
Tredyffrin	16,004	23,404	23,019	28,028	29,062	29,332	83.3%	0.9%
Willistown	6,492	9,128	8,284	9,380	10,011	10,497	61.7%	4.9%
Chester County	210,608	277,746	316,660	376,396	433,501	498,886	136.9%	15.1%

Source: U.S. Census Bureau

From 1960 to 2010, East Goshen Township experienced an extremely fast growth rate, faster by far than Chester County or any other municipality in the Malvern area, with East Whiteland Township having the closest growth rate in the Malvern area to the County. Most recently, from 2000 to 2010, East Whiteland had the highest growth rate in the area, nearly matching the County’s overall increase in growth, notably the fifth fastest growing county in the state. The largely already developed areas of Malvern, Tredyffrin, and Easttown experienced no or little growth, as would be expected due to limited available lands and the trend of typically slower population growth rates in boroughs and developed areas in general, while East Goshen experienced moderate growth.

Table 3-3: DENSITIES IN MALVERN AND SURROUNDING MUNICIPALITIES, 1960-2010

Municipality	Square Miles	Density (persons per one square mile)						
		1960	1970	1980	1990	2000	2010	% change 2000-2010
MALVERN	1.3	1744.6	1986.9	2,306.9	2,264.6	2,353.1	2306.2	-2.0%
Easttown	8.2	842.3	1166.5	1,105.4	1,167.1	1,252.4	1,277.7	2.0%
East Goshen	10.1	167.7	508.7	992.2	1,498.8	1,660.5	1,784.8	7.5%
East Whiteland	11.0	461.6	658.4	769.8	763.5	848.5	968.2	14.1%
Tredyffrin	19.8	808.3	1182.0	1,162.6	1,415.6	1,467.8	1481.4	0.9%
Willistown	18.2	356.7	501.5	455.2	515.4	550.1	576.8	4.9%
Chester County	756.0	278.6	367.4	418.9	497.9	573.4	659.9	15.1%

Source: U.S. Census Bureau

Density information in Table 3-3 reveals more about the character of a community in terms of whether it is urban, suburban, rural, or in transition. In the 50 years from 1960 to 2010, there has been an overall increase in density in the Malvern area and the County. This trend displays the transition of the Malvern area and County as a whole to an increasingly suburbanized area. As the Borough as well as Tredyffrin and Easttown approach build out, they have a more stabilized population and thus density as indicated by slower or no increases from 2000 to 2010.

Population Projections

Projections are forecasts of future population which extend Borough population trends into the future. Population projections anticipate future growth and are important for Malvern in determining

and planning for anticipated demand for services, facilities, transportation and roadways, and housing.

Table 3-4: DVRPC POPULATION PROJECTIONS, MALVERN AREA, 1990-2030²

Municipality	1990 (actual)	2000 (actual)	2010 (actual)	2020	2030	% Change 2000-2010	% Change 2010-2030
MALVERN	2,944	3,059	2,998	3,358	3,541	-2.0%	18.1%
Easttown	9,570	10,270	10,477	11,506	12,304	2.0%	17.4%
East Goshen	15,138	16,824	18,026	20,415	21,899	7.1%	30.2%
East Whiteland	8,398	9,333	10,650	11,844	12,835	14.1%	20.5%
Tredyffrin	28,028	29,062	29,332	30,983	32,321	0.9%	10.2%
Willistown	9,380	10,011	10,497	11,580	12,004	4.9%	14.4%
Chester County	376,396	433,501	498,886	552,708	600,150	15.1%	20.3%

Source: Delaware Valley Regional Planning Commission (DVRPC) Population Forecasts 2007.

If existing population trends are continued into the future, Malvern's population is projected to increase about 18 percent from 2010 to 2030, which is compatible with the general projected growth trends for most of the Malvern area and Chester County overall. With the proposed 190 residential unit East King Street Redevelopment project in the Borough, this projected growth rate seems appropriate. East Goshen is projected to continue its historically fast growth rate, topping the grow rate for the Malvern area from 2010-2030.

Population by Race

Table 3-5 displays an estimate of the composition of the Borough's population by race. Racial composition in the Borough reflects the County and surrounding municipalities; East Whiteland Township has the most racially diverse population, followed by Tredyffrin, in the Malvern area.

**Table 3-5: POPULATION BY RACE
MALVERN AND SURROUNDING MUNICIPALITIES, 2009**

	White	Black	Asian	Other*	Hispanic
	%	%	%	%	%
Malvern	91.4	4.1	1.7	2.7	0
Easttown	93.8	2.7	1.8	1.8	2.7
East Goshen	93.9	3.1	1.8	0.4	1.1
East Whiteland	79.9	2.6	10.5	6.9	7.8
Tredyffrin	88.8	2.6	7.0	1.5	1.1
Willistown	94.2	1.6	2.7	1.6	1.0
Chester County	87.9	6.2	3.2	2.7	5.0

Source: US Census Bureau,
American Community Survey 5-year estimates, 2005-2009
"Other" includes people of two or more races, American Indian,
Pacific Islander, or other race.

Because a person of Hispanic/Latino origin can be of any race, this classification is not mutually exclusive. There is no Hispanic/Latino population identified in the Borough. The percentage of Hispanic/Latino population generally is low in the Malvern area with the exception of East Whiteland Township which has a notably larger Hispanic/Latino population, larger than the County.

² This Cohort-Component forecast uses births, deaths, and net-migration rates with the information for each age/sex cohort carried forward into the future, as well as incorporates two other forecasting processes.

Age Distribution

Analyzing age distribution provides information about trends in population composition. This information is useful in planning since changes in segments of the population may affect demand for facilities, services, education, housing, and recreation.

Unlike the mean or average age, which can be affected by extreme high or low values, the median age is the "middle age" of all the persons in the community. Median age has been increasing in Malvern. The median age for Malvern matches the County overall and is at the younger end of the median age in the Malvern area. The somewhat higher median ages in the other municipalities in the Malvern area could be affected by the presence of retirement communities or higher housing costs, while the Borough has generally smaller homes, a relatively affordable housing stock (as compared to the County overall), and a greater number of rental units, all of which would attract a younger population wanting to live in a town setting that is centrally located and has multi-modal transportation options.

**Table 3-6: MEDIAN AGE
MALVERN AND SURROUNDING MUNICIPALITIES, 1990-2009**

Municipality	Median Age		
	1990	2000	2009
MALVERN	34	38	39
Easttown	41	43	43
East Goshen	36	42	46
East Whiteland	34	38	37
Tredyffrin	38	40	43
Willistown	39	43	49
Chester County	34	37	39

Source: US Census Bureau, 1990, 2000,
American Community Survey 5-year estimates, 2005-2009.

The median age in the County, and nationwide, has been increasing due to the aging of the Baby Boom generation. Recent census age structure estimates indicate that the median age of the County population will continue its upward trend, which will have implications for the types of facilities and services needed by County residents.

Table 3-7: MALVERN AGE DISTRIBUTION, 1990 – 2009*

Age	1990		2000		2005/09		% Change, 1990-2000	% Change, 2000-2009
	Number	%	Number	%	Number	%	%	%
0-19	614	20.9	652	21.3	741	24	1.9	12.7
20-34	960	32.6	683	22.4	663	21.4	-31.3	-4.5
35-64	966	32.8	1,267	41.4	1,245	40	26.2	-3.4
65+	404	13.7	457	14.9	454	14.6	8.8	-2.0
TOTAL	2,944	100	3,059	100	3,103*	100	3.9	1.44*

Source: US Census Bureau, 1990, 2000,
American Community Survey (ACS) 5-year estimates, 2005-2009 *ACS total population is an estimate based on random samples of Borough population from 2005 to 2009. Since this ACS figure is based on a sampling of population data, the 2000 and 2010 census data that is based on a total count is statistically more accurate than a data sample, however 2010 census data for Malvern was not available at the time of this analysis (March 2011) and the ACS data was the best available data.

* Data was consolidated by age group, as the 2005-2009 figures have a large margin of error in the sampling of data for a population as small as Malvern's, as compared to decennial census data.

Table 3-7 provides additional detail on age groups within the Borough. Using 2005/09 5-year data estimates, it appears that from 2000 to 2009 population decreased slightly in all segments except the 19 years and under group. This would indicate Malvern's continued and increased role as a family with children community, and a relatively stable population in the 20 years plus age groups. The increase in the 19 years and younger segment and slight decrease in other segments could indicate that larger families with more children per family moved into the Borough where housing prices have remained relatively affordable as compared to other areas in Chester County and where there is a walkable community with plentiful parks and recreation activities. Implications of a young population and a relatively stable (since 2000) aging population include continued demands for recreational facilities and programs, connectivity, pedestrian amenities, emergency services, and housing types.

POPULATION PROFILE PLANNING IMPLICATIONS











- Historically, Malvern has consistently experienced population growth. In looking at this historic data, the slight decline in population in the 1980s and between 2000 and 2010 is not considered statistically significant of a declining Borough population, but rather indicates that the Borough has a stable population base and is nearly built-out. With a lack of additional undeveloped land, the Borough is nearing its build-out population. Over the last 50 years, between 1960 and 2010, the Borough expectedly has exhibited a slower population growth than surrounding townships.
- If existing past overall population trends are projected into the future Malvern's population is expected to increase by about 18 percent between 2010 and 2030. This is compatible with the projected growth trends for much of the Malvern area and Chester County overall. Malvern will be receiving its future population growth via redevelopment since little undeveloped land remains. With the proposed 190 residential unit East King Street Redevelopment project plus other possible redevelopment projects, this projected growth rate to 2030 for the Borough appears appropriate. Additional population may cause shifts in demands for various services and additional services may be needed. In the long run, beyond the timeframe of this Plan, any development of the institutional lands in the southern part of the Borough would cause greater population growth which will put greater demands on infrastructure and community services.
- The median age for Malvern matches the County overall and is at the younger end of median age in the Malvern area. This somewhat younger median age could be attributed to smaller homes and diverse housing stock, relatively affordable housing (as compared to the Malvern area and County overall), and a greater number of rental units.
- It appears that from 2000 to 2009 Borough population decreased slightly in all age segments except the 19 years and under group. This would indicate Malvern's continued and increased role as a community of families with children and a relatively stable adult population. The increase in the 19 years and younger age group and slight decreases in all other age groups could indicate that larger families with more children have moved into the Borough, where there is more affordable housing as compared to other areas of Chester County and where there is a walkable community with plentiful parks and recreation activities. Implications of a young population and a relatively stable (since 2000) aging population include continued demands for recreational facilities and programs, connectivity, pedestrian amenities, emergency services, and housing types geared to an adult population, and perhaps increased demands for services and facilities for families with children.

Map 3-1 Regional Influences






Malvern Borough Comprehensive Plan

This map was digitally compiled for internal maintenance and developmental use by the County of Chester, Pennsylvania to provide an index to parcels and for other reference purposes. Parcel lines do not represent actual field surveys of premises. County of Chester, Pennsylvania makes no claims as to the completeness, accuracy or content of any data contained hereon, and makes no representation of any kind, including, but not limited to, the warranties of merchantability or fitness for a particular use, nor are any such warranties to be implied or inferred, with respect to the information or data furnished herein.

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-  Airports
-  Colleges and Universities
-  Fire Stations
-  Hospitals
-  Police Stations
-  Public Libraries
-  Public Schools
-  Rail Stations
-  Recreation
-  Railroad

Base Features

-  Limited Access Roads
-  Highways
-  Secondary Roads
-  Lakes, River and Streams
-  Parks

EPIC

0 0.5 1 2 Miles

December 2011

Data Source: CCPC, 2011










Map 3-2 Base Map

Malvern Borough Comprehensive Plan

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Map Features

-  Municipalities
-  Parcels
-  Recreation
-  Ponds & Streams
-  Roads
-  Railroad

ERC

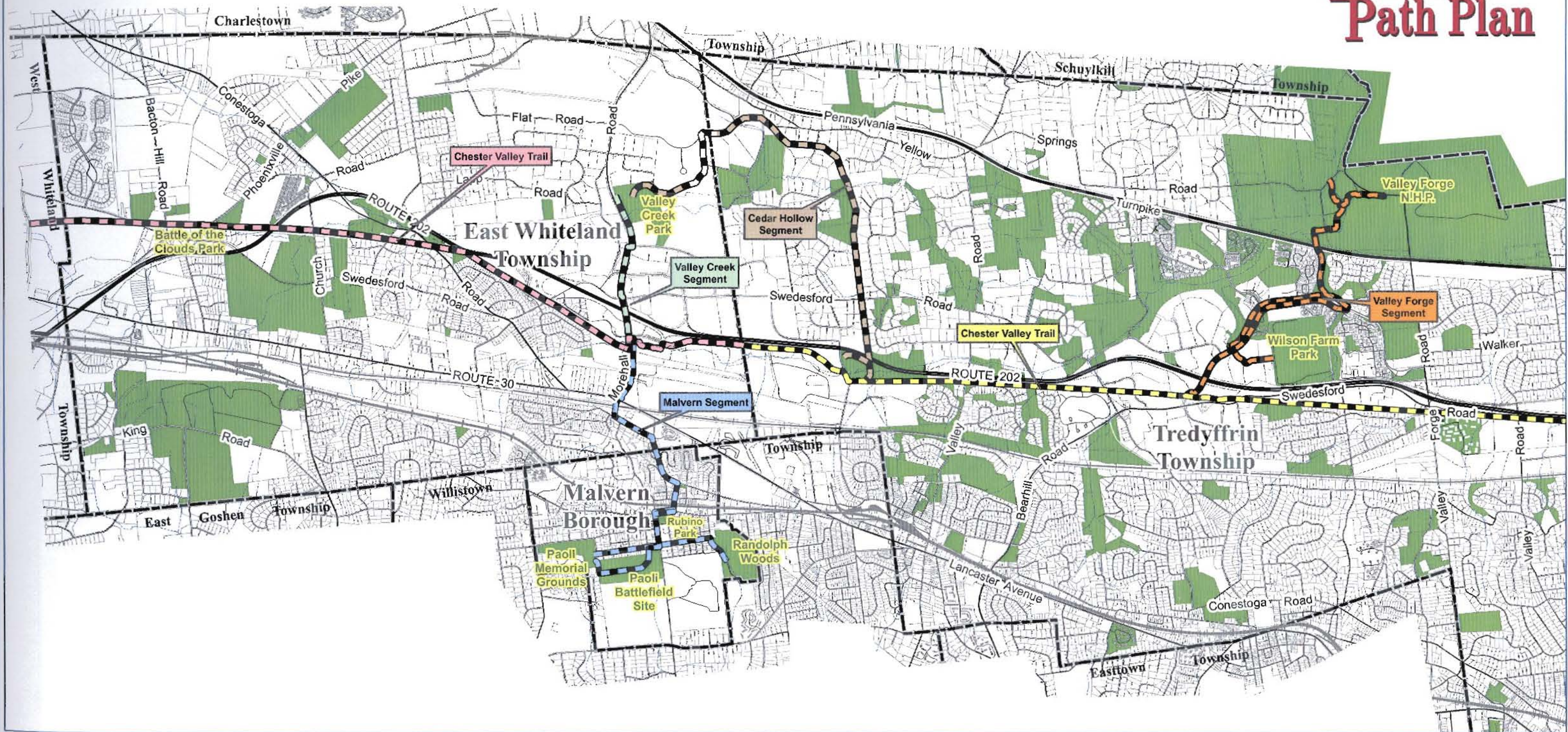


0 500 1,000 2,000 Feet

December 2011

Data Source: Municipal Borders, Parcels, Roads, Railroads, Streams- Chester County Bureau of Land Records, 1997/2006 as amended; Recreation- Municipal Recreation (Active & Passive), Municipal Open Space, CCPC 2004/2005; Roads- Chester County DCIS/GIS, 2000/2006 as amended

The Patriots Path Plan



Tredyffrin Township
East Whiteland Township,
& Malvern Borough
Chester County, Pennsylvania

Nearby Parks, Schools and Other Open Spaces

Urban Research & Development Corporation
28 West Broad Street, Bethlehem, Pennsylvania 18018 610-855-0701

Sources:
Chester County GIS, PASDA
and URDC.

0 1,500 3,000 6,000 Feet

Map 1

*Patriots Path
Overview*