

**October 25, 2021**

## **Suggested Goals & Objectives for the Comprehensive Plan (Final Version: V4)**

### **1- Zoning & Official Map**

**1.1 Maintain/improve the variety of housing** types and price points, so Malvern can be a place for everyone. Preserve the character of our community – ensure new development complements existing buildings and streetscapes (e.g., maintain current building heights, ensure setbacks do not lead to unsustainable density and increased stormwater runoff. Preserve the Look & Feel of Malvern. Tighten up the “Commercial” zoning regulations in terms of By-right and Conditional uses.

**1.2 Residential-Zoned Districts and Neighborhoods:** Maintain lot sizes currently in place. Also maintain yard setbacks at current requirements. Continue the current requirements for lot or building coverage. Maintain existing roof height requirements with one exception: accessory structure roof heights may be increased to allow a second story for purposes of habitation or currently permitted home business activities (maximum wall and roof heights to be set). Explore ways to allow for reasonably expanding the number of residents who may occupy a single residence.

**1.3 Develop New Zoning Options.** Begin our long delayed zoning ordinance review, implementing revisions that will make it more difficult to erect buildings that are inconsistent with the standards for preserving the character of Malvern as referenced in goal 1.1. Identify zones in which multi-family development can be permitted in order to minimize negative impacts on existing neighborhoods, subject to current restrictions on development in forests, woodlands, steep slopes, or wetlands, and also subject to other restrictions necessary for environmental, social, or economic purposes. Evaluate the utility and legal enforceability under Pennsylvania law of zoning concepts such as multi-use "zones" or overlays, conditional zoning, conditional use districts, and conditional use permits, to tailor new development in those zones to Malvern's needs.

**1.4 Provide For The Growth of Housing Stock.** Develop a long-term plan for expanding Malvern's housing stock that is respectful of our existing streetscapes and protects the Borough's open space. In the next zoning ordinance review, implement revisions that will make it more difficult for developers to erect buildings as "infill" construction that have a much larger footprint than the buildings they are replacing. Strengthen or, if necessary, create, additional zoning restrictions as necessary to preserve the character of Malvern.

**1.5 Fully Build - out the Official Map** - fully specify locations, structures, and roadways that the Borough identifies for general and specific uses in the future.

**1.6 Redevelopment Processes-** much of the Borough development in the past quarter century has been generated on a reactive basis. Owners or developers submit a plan, and the Borough suggests improvements to the plan, ultimately approving or rejecting it. Planning, proactively and on a larger scale, e.g. the redevelopment of segments on King Street, requires a different approach and calls for the creation and codification of new processes. Such processes would become an element of the next revision of the Borough code; the development of these ‘Master Planning’ processes needs to begin ‘soon’.

## **2- Open Space & Land Preservation**

**2.1 Preserve the Greenway from Randolph Woods to the Paoli Battlefield.** - Actively seek to complete the Randolph Park Master Plan, working with the community. Conserve the existing green space and complete the southern green belt. Put undeveloped lots owned by Borough on the official map. Work with the Malvern Retreat Center and Malvern Prep to preserve the forested areas of their properties.

## **3- Natural Resources & Environment**

**3.1 Protect our Headwaters** - Reduce stormwater runoff-pollution at the headwater locations of Crum Creek and Valley Creek.

**3.2 Enhance green infrastructure to improve water quality** – support Borough boards (e.g., EAC and STC), management, and local conservation organizations in promoting on-site stormwater management features, vegetation, and lawn-care improvements that increase water infiltration and slow rate of stormwater and pollutant runoff.

**3.3 Improve Stormwater Management and Minimize Storm Water Runoff/ Pollution** – accurately map and inventory water sequestration and retention on public and private property; map stormwater drainage patterns as they relate to the Valley and Crum Creek watershed headwaters; determine specific pollution and runoff levels originating throughout the Borough; reduce flow where necessary or expand capacity to handle changing storm patterns (e.g., large volumes of water over a short period of time) and reduce stormwater pollution.

**3.4 Resolve Open Space & Sidewalk Conflicts** - Sidewalking every street and “over sidewalking” residential areas of the borough diminishes open space which is a main attraction for many of the borough residents. Installing a sidewalk removes well established trees, shrubs and gardens where birds, wildlife and pollinators live and thrive. Impervious surfaces also cause damage to top soil and create additional water runoff which leads to stormwater pollution and flooding. (See 6.2 for resolution approaches.)

**3.5 Focus on Green Energy Initiatives** - set pollution reduction goals, design programs and provide services that help us measure and reduce our overall carbon footprint (for example, provide electric car chargers, push for green building standards, explore and promote alternative energy sources). Reduce power outages and durations. Seek out wind and solar energy opportunities.

**3.6 Initiate a Borough-Wide Study to Reach Carbon Neutrality and Minimize Storm Water Runoff/ Pollution** - as soon as possible but no later than 2040. This will require an inventory of all greenhouse gas producing activities and all carbon sequestration in the Borough, as well as specific pollution and runoff values originating throughout the Borough regarding the headwaters of the Valley and Crum Creek watersheds. To do this we will require accurate maps and inventories of actual on-the-ground resources, both public and private. The inventory and recommendations should cross all boundaries from governmental activities, to building practices, to lawn maintenance, to water sequestration on public and private property, and to enhancement of current forests, wetlands, storm water retention and buffering.

**3.7 Increase the Wildlife Habitat and Make it Healthier--** Develop management strategies for our open space (natural land) areas that will replace invasive species with native plant materials to improve forest

health and better support wildlife habitat. Over-population of deer should be managed in partnership with adjacent landowners.

#### **4- Recreational Resources**

**4.1 Update all Equipment in the Borough Parks** - Create and install fully inclusive and ADA (Americans with Disabilities Act) compliant spaces and play areas in Burke Park, Randolph Woods, Rubino Park and Quann Park.

**4.2 Access Means** - encourage walking and biking to parks.

**4.3 Passive Recreational Access** - make passive recreation possible on specific private natural spaces through the use of formalized conservation easements. The Malvern Retreat Center represents one opportunity for this initiative.

#### **5- Historic Resources**

**5.1 Update Current Ordinances** - strengthen historic ordinances and encourage adaptive reuse and retrofits of historic buildings to meet future needs, e.g., preserve existing 'Carriage Sheds' through preservation, beautification, and re-purposing. Add 'teeth' to our Historic Ordinance. Maintain the character of Malvern by strengthening and narrowing the Historical Ordinance to protect our most valuable resources without restricting improvement in the neighborhoods.

**5.2 Preserve and Respect our Heritage** - with a continuing focus on Architecture, all things historic, and the King St. Corridor.

**5.3 Learning our History** - expand the opportunities to educate the Community and visitors via signs, placards, and mini - displays in parks, public buildings, and businesses.

#### **6- Transportation & Mobility**

**6.1 Rebuild Roadways** - reconstruct and realign (rather than resurface) roadways that are sub-standard. Examples include Old Lincoln Highway from Rt. 30 to Bridge St. and from Miner St. to Villa Maria.

**6.2 Sidewalk Management** - continue to develop the sidewalk network throughout the borough as well as improve the side walks on King Street by removing obstacles. Develop new selection criteria to include stormwater management and related environmental impacts. Consider also the possibility of installation or replacing or removing sidewalks based on the new criteria.

**6.3 Install More Signage** - complete the installation of directional and business-based signage suggested in the Signage Study completed by the Planning Commission in 2016. Install additional signage throughout the Borough to document Historical sites, streets and land areas. Install signage to guide tourists to historic sites.

**6.4 Bike Lanes** - initiate a Borough-wide study to identify feasible and safe locations for the installation of well-marked Bike Lanes.

**6.5 Ease Truck Traffic on Connector Roads** - continue to work with adjacent municipalities to make open access routes that will create safer and more efficient passage for trucks.

**6.6 Pedestrian & Bike Access** - provide Borough leadership in working with Chester County, East Whiteland Township and other entities to develop a pedestrian / biking “path” linking Malvern to the Great Valley Trail System near Route 29. In addition to the easing access to the Great Valley Trail for recreational use this link will encourage pedestrian access to shopping in both Great Valley and Malvern.

## **7- Community Services & Facilities**

**7.1 Grow Volunteerism** - Seek ways to expand the opportunities for citizen participation and leadership in the continuing development of the Borough and its Business Community.

## **8- Economic Development**

**8.1 Promote Malvern as a Desired Area to Live and Work** - Malvern Borough needs to develop a promotional campaign to show potential new residents and new business owners everything Malvern has to offer.

**8.2 Continue Economic Development along King Street** - place emphasis on flexible economic incentives for new business development to create a more complete shopping experience. Adapt this corridor to survive in the face of regional development and changes in work/shopping trends. Maintain existing roof heights in this corridor to avoid canyon effects.

**8.3 Conduct a Study of the Future of the King Street Commercial District** - inventory and map the King St. Commercial District: all asphalt surfaces (streets, and public and private parking areas), sidewalks, buildings (by size, use, and number of inhabitants and employees), storm sewers (inlet locations, underground pipes, showing current and needed capacity), tree counts and green spaces. Categorize and prioritize ways to invigorate commerce and housing by reducing storm water run-off; reducing heat-retaining asphalt surfaces through consolidation of public and private parking; increasing pedestrian comfort through sidewalk improvement and expansion, seating, green buffers and pocket parks; maximize retail use of sidewalks; encourage district vitality through special and regular events like fairs, parades, passagiati (Italian afternoon popular strolls), and outdoor signage-informational, historic, art, environmental education.

**8.4 Protect Selected Areas from Development** - All forests, woodlands, wetlands, steep slopes, and open spaces (both public and private) are prohibited from residential, commercial, or industrial development. Proposed exceptions to this prohibition must include provisions to replace the targeted resource with equal or better resources *within the Borough* at a ratio of 100% of the quantity and quality of the original. This should become a General Zoning Ordinance, applicable ‘Borough-wide’.

**8.5 Malvern Station Centered Promotion** - consider promotional practices which encourage the use of transit to attract more visitors and shoppers to the Borough. Create shopping and cultural opportunities

accessible by transit. Advertise the Malvern station as a destination for tourists and shoppers. Highlight the Malvern station and its proximity to King Street shopping when describing the attributes of Malvern Borough in advertisements and local websites .