WEATHERSTONE℠

COMMERCIAL AREA

WEDNESDAY, SEPTEMBER 14, 2016

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707 Eagleview Boulevard
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Section 1: INTRODUCTION

Over a decade ago Hankin Group (Hankin) received approval from West Vincent Township to build the Weatherstone Development (Weatherstone), a 300-acre mixed-use development located in the heart of Ludwigs Corner, the village center of West Vincent Township. Weatherstone implements Traditional Neighborhood Development (TND) design practices that feature townhouses and single-family homes arranged around a central green space, recreation center, library, and commercial areas to create a walkable town center streetscape that encourages community interaction. The Weatherstone Town Center is situated strategically near the village crossroad of PA Route 100 and PA Route 401 to take advantage of the high visibility and accessibility of West Vincent Township's most heavily traveled intersection.

Although poor economic conditions and massive changes in the "brick and mortar" retail industry delayed the start of Weatherstone Town Center, Hankin remains committed to completing this integral commercial component of its walkable mixed-use Weatherstone community. This narrative describes the existing development plan for and proposed changes to the Weatherstone Town Center, as well as some of the anticipated impacts on utilities, traffic, parking, and stormwater management.

1.1 SITE

The Town Center is about 24.1 acres of land comprised of two parcels. The first is an approximately 22.6-acre tract located adjacent to the Weatherstone Residential development between Route 401 and Birch Run Road; and the second, is a 1.5-acre parcel of located between the larger commercial parcel and Route 100, which formerly was an Exxon Mobil gas station. Hankin recently acquired the former Exxon Mobil land to gain frontage along Route 100.

Since purchasing the former Exxon Mobil site, Hankin has performed regular landscape maintenance and has obtained a demolition permit from the Township to remove the gas station building. The Department of Environmental Protection issued a no further action letter upon completion of the former landowner's contamination remediation plan.

1.2 PROJECT DESCRIPTION

With the development and construction of the Weatherstone Town Center, Hankin's vision of a truly mixed-use walkable community that incorporates a variety of residential, community/recreation, office, and retail uses will be complete. Hankin is proposing to modify the previously approved "Final Commercial Area Plan" (Exhibit A) to a lower intensity retail center as shown on the attached plan entitled, "Weatherstone Town Center" (Exhibit B).

Section 2: PROPOSED DEVELOPMENT

2.1 LAND USE AND DESIGN

The proposed mix of retail, office, recreation, and residential uses at the new Weatherstone Town Center, which are more fully illustrated in Exhibit C "Weatherstone Town Center – Proposed Land Use Plan", are compatible with surrounding land uses, including commercial businesses along Route 100, Route 401 and Birch Run Road, as well as neighboring residential communities.

The Plan is also compatible with the community design goals of the Ludwigs Corner Strategic Vision and Community Design Plan, which include:

- Creating a pedestrian-friendly, mixed-use rural center with a core retail area and nearby residences that respects the natural environment.
- Maintaining the historic crossroads of Pottstown Pike and Conestoga Road as the focal point of the rural center.
- Facilitating development of Weatherstone's commercial site in order to create a mixed-use center linked to the historic crossroads.

The Plan also will meet the Ludwigs Corner Strategic Vision's community design, including that "The Weatherstone residential neighborhood must be linked, by walking, into the village" and that Weatherstone Town Center "must be part of the walkable village, and therefore must create the link between its own neighborhood, the Library, and the historic crossroads of Ludwigs Corner." The proposed design and integration of uses exemplify the walkable town center concept described in the Ludwigs Corner Strategic Plan.

2.1.a MULTI-FAMILY RESIDENTIAL AREA

The multi-family residential area acts as a transition from the residential area across Birch Run Road to the office and retail center at the Route 100/401 intersection. The architectural elements and community features, including the clubhouse area, are designed to integrate with the surrounding residential areas and village character. The following photographs of existing multi-family development in Eagleview Town Center provide an example of the design concept.

2.1.b MIXED-USE AREA

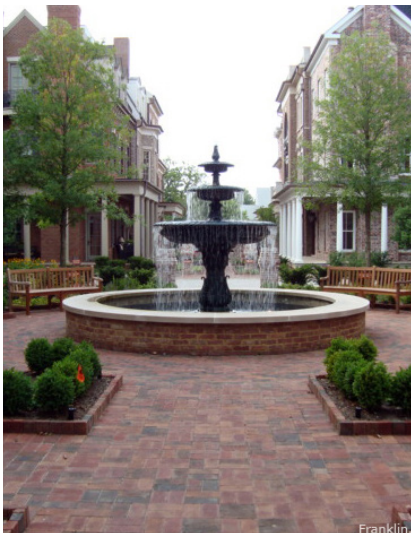
The mixed-use area provides further transition between the residential areas and the higher intensity office/retail center. This area provides a walkable, neighborhood-scale live/shop opportunity with design features that link the wider Ludwigs Corner community. The following photographs of existing mixed-use development in Eagleview Town Center exemplify the proposed design concept.

2.1.c OFFICE / RETAIL AREA

The office and retail area is the commercial center of the Weatherstone development and completes the core of the Ludwigs Corner village concept. This area draws activity to the heart of the village center and provides a walkable live-work-play opportunity that minimizes traffic congestion. The following photographs of existing office and retail development in Eagleview Town Center illustrate the proposed design concept.

2.1.d GREEN SPACE

The Plan features two distinct green spaces that will serve as community gathering places in the Town Center. The green space located at the intersection of Route 100 and Route 401 provides the gateway to the Town Center and a focal point for Ludwigs Corner. The other green space is the Town Center Square, which is centrally located at the heart of the Town Center to draw the community together with activities for everyone who works, lives or plays in the community. The green spaces are designed to provide a landscaped courtyard aesthetic, featuring outdoor seating and flexible events such as farmers markets, to form a sense of place and identity. Example design concepts are illustrated in the following photographs.



2.2 BUILDING & IMPERVIOUS COVERAGE

Hankin's original intent for the Weatherstone Town Center has not changed, but the development program and coverages have been adjusted to accommodate changes in the retail real estate market since the original plan approval in 2002. Tables 1 and 2 below provide a comparison of the allowable building square footage and building/impervious coverages for each plan.

TABLE 1 - Weatherstone Commercial Area Use Comparison

Use Designation	Approved Development Plan	Proposed Development Plan
Retail (1)(2)	80,000 - 120,000 SF	50,000 - 93,350 SF
Office (1)(2)	120,000 - 150,000 SF	15,000 - 50,000 SF
YMCA (1)(2)	41,500 SF	N/A
Multi-family Residential	100 Units	230 Units

Notes:

(1) Maximum combined retail and office square footage for the approved development plan may not exceed 240,000 SF.

(2) Maximum combined retail and office square footage for the proposed development plan may not exceed 120,000 SF.

(3) The YMCA shall not be counted against the developable building square footage for either retail or office.

TABLE 2 - Weatherstone Commercial Area Impervious Cover Comparison

Use Designation	Building Coverage	Impervious Coverage
Approved Development Plan	4.57 Acres (20.2%)	16.98 Acres (74.9%)
Proposed Development Plan	3.8 Acres (15.8%)	16.7 Acres (69.3%)
Net Change	-0.77 Acres	-0.28 Acres

Notes:

(1) Total lot area is increased by 1.45 acres with the addition of 25-6-61 and overall impervious coverage is reduced by 0.28 acres.

As indicated in the tables, the proposed development meets the maximum building coverage limitation of 40% and the maximum impervious coverage limitation of 75% as set forth in the Township's zoning ordinance. The proposed development plan reduces both building and impervious coverages and increases the lot area, resulting in a less intense development program with less impervious coverage and associated stormwater runoff.

2.3 OPEN SPACE

As part of the Weatherstone approval, 60% of the property was allocated as permanently protected open space. Open space areas consist of farmland, community parks and estate lots. By adding additional land to the commercial area and reducing the intensity of the proposed development, the proposed Commercial Area plan is able to create additional open space that will enhance the visual and environmental quality of the project. Such spaces will include a landscaped area at the intersection of Routes 401 and 100, a Town Center Square, and a residential clubhouse.

2.4 UTILITIES

The Town Center will have access to public water and public sewer service. Public water service will be provided by Aqua Pennsylvania via a water main extension and laterals. Public sewer service will be provided via gravity sewer with ultimate disposal occurring at the Weatherstone Wastewater Community Sewage Treatment Plant (WWTP). As part of the adjacent Bruner/Courtyards residential project, Hankin reserved additional capacity in the Hankin Wastewater Treatment Plant within the Bruner/Courtyards development property. The current available capacity, as shown in Table 3, is 50,683 gallons per day (gpd).

TABLE 3 - Weatherstone Commercial Area Sewage Planning Approval Capacities

Sewage Disposal Destination	Gallons/Day
Weatherstone Wastewater Treatment Plant	41,840
Hankin Wastewater Treatment Plant	8,843
Total Existing Capacity	**50,683**

Table 4 below illustrates the projected sewage flows for the proposed development at 56,003 gpd.

TABLE 4 - Weatherstone Commercial Area Project Sewage Flows

Use Designation	Density	Sewage Multiplier	Projected Sewage Flow
Multi-family Residential	230	180	41,400
Retail Center	93,350	0.15	14,003
Office	15,000	0.04	600
Total Projected Capacity			**56,003**

The proposed modifications to the approved plan will exceed the approved capacity by 5,320 gpd. This capacity is available within the WWTP, with a rerating the projected single-family residential flow rate from 220 gpd to 200 gpd, or an equivalent of 5,460 gpd.

2.5 TRAFFIC

A traffic study was prepared by McMahon Associates to evaluate the potential traffic impacts of the proposed modification to the mixed-use development. The study provides an estimate and comparison of the site trip generation under two scenarios, the proposed mixed-use development scenario and the approved development scenario. Traffic volumes generated by the proposed mixed-use development plan and the approved development plan were prepared based on trip generation data compiled from numerous studies contained in the Institute of Transportation Engineers (ITE) publication, Trip Generation, 9th Edition. Table 5 on the following page presents the vehicular trip generation for comparison between the two development scenarios.

TABLE 5 - Trip Generation Comparison

	Weekday	Weekday Morning Peak Hour			Weekday Afternoon Peak Hour			Saturday Midday Peak Hour		
Land Use	**Total**	**In**	**Out**	**Total**	**In**	**Out**	**Total**	**In**	**Out**	**Total**
Proposed Site Trip Generation										
External Trips	12,659	270	291	561	490	477	967	591	560	1,151
Pass-By Trips	4,564	107	100	207	207	204	411	192	183	375
"New" Trips	8,095	163	191	354	283	274	556	399	377	776
Original Site Trip Generation										
External Trips	9,930	279	141	420	378	471	849	556	509	1,065
Pass-By Trips	1,755	25	15	40	100	110	210	131	5	136
"New" Trips	8,175	254	126	380	278	361	639	425	504	929
Difference										
Total External Trips	**2,729**	**-9**	**150**	**141**	**112**	**6**	**118**	**35**	**51**	**86**
Total Pass-By Trips	**2,809**	**82**	**85**	**167**	**107**	**94**	**201**	**61**	**178**	**239**
Total "New" Trips	**-80**	**-91**	**65**	**-26**	**5**	**-87**	**-83**	**-26**	**-127**	**-153**

As shown in the table, the proposed mixed-use development plan generates slightly fewer, but very similar, levels of traffic during both weekday peak hours as the approved development plan. The full traffic assessment is attached as Exhibit "D".

2.6 PARKING

A shared parking study was prepared by McMahon Associates to evaluate parking impacts on the Town Center with the proposed uses in place. The approved development plan contained 1,092 parking spaces while the proposed plan contemplates only 964 parking spaces, 123 of which will be designated for future use. A copy of the shared parking study is attached as Exhibit "E".

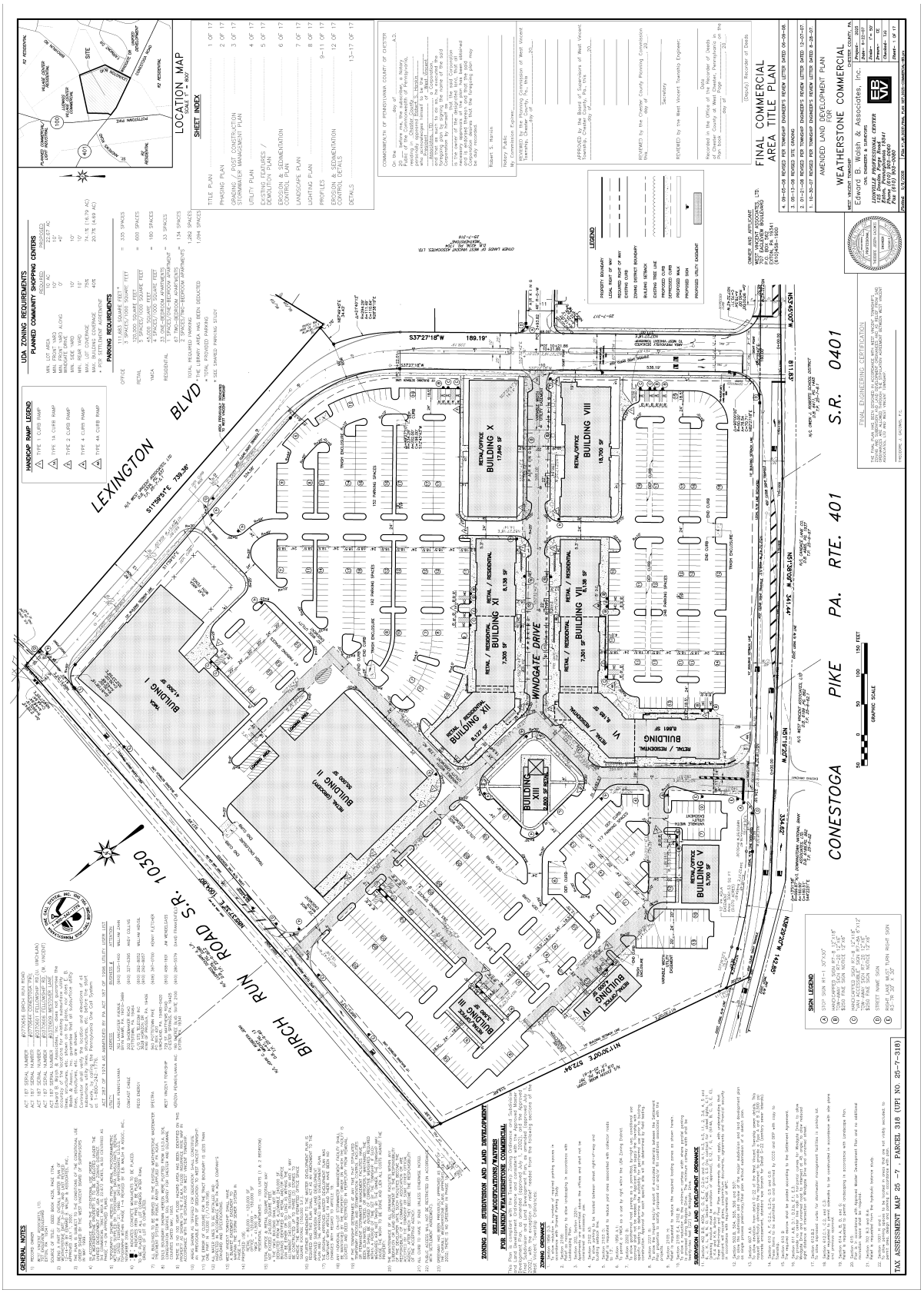
2.7 STORMWATER MANAGEMENT

The Property is part of the Birch Run Creek watershed and is classified as Exceptional Value (EV) under *Pennsylvania Code - Chapter 93 Receiving Water Classifications*. The property currently holds a valid NPDES permit for stormwater and construction activities. The stormwater management facilities will be updated in accordance with both municipal and state regulations. In addition, Hankin proposes to implement Best Management Practices (BMPs) to improve water quality, decrease thermal impacts, and reduce peak rates of stormwater runoff. A detailed stormwater management design will be developed and submitted through the land development process.

Section 3: RECOMMENDATION

From a planning perspective, the proposed mixed-use development plan is compatible with surrounding land uses, which include single-family homes and townhouses to the north and east; commercial uses to the west; and commercial and industrial uses to the south. The Property is strategically located within the heart of the Ludwigs Corner rural village, right at the crossroad of Route 100 and Route 401. The proposed plan embodies the community design goals of the Ludwigs Corner Strategic Vision and Community Design Plan, which recommends the "creation of a walkable village shopping center focused on Ludwigs Corner that is within walking distance of compact residential neighborhoods."

We are requesting that West Vincnent Township agree to modifiy the approved land development plan in accordance Hankin's Settlement Agreement with the Township.


LOCATION MAP
SHEET INDEX
FINAL COMMERCIAL AREA TITLE PLAN
AMENDED LAND DEVELOPMENT PLAN FOR
WEATHERSTONE COMMERCIAL
LEXINGTON BLVD
BIRCH RUN ROAD S.R. 1030
CONESTOGA PIKE PA. RTE. 401 S.R. 0401
WINDGATE DRIVE
BUILDING I
BUILDING II
BUILDING III
BUILDING IV
BUILDING V
BUILDING VI
BUILDING VII
BUILDING VIII
BUILDING IX
BUILDING X
BUILDING XI
BUILDING XII
BUILDING XIII
TAX ASSESSMENT MAP 25 -7 , PARCEL 318 (UPI NO. 25-7-318)

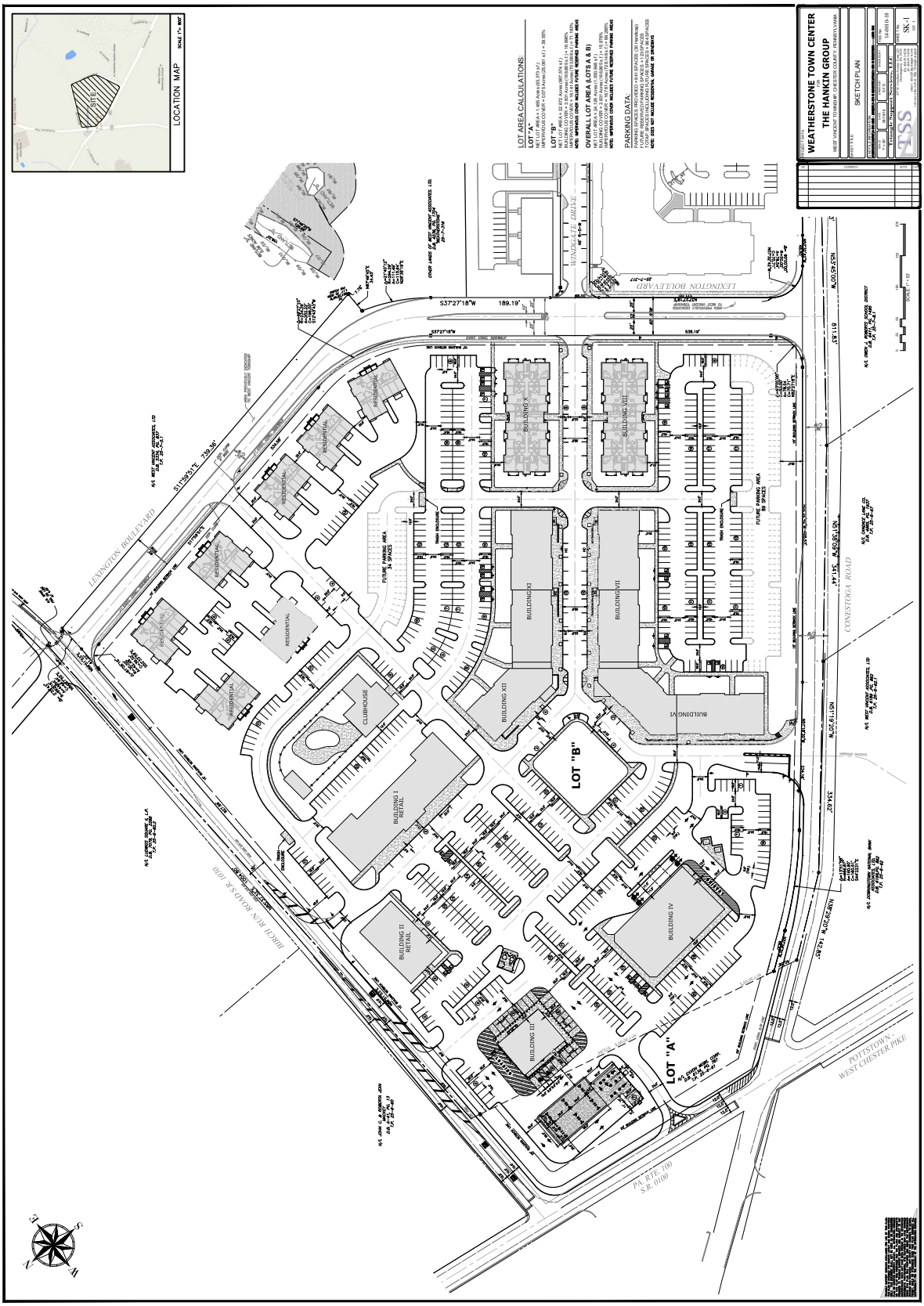

WEATHERSTONE TOWN CENTER
THE HANKIN GROUP
SKETCH PLAN
LOCATION MAP
LOT AREA CALCULATIONS:
PARKING DATA:
LEXINGTON BOULEVARD
CONESTOGA ROAD
BIRCH RUN ROAD S.R. 1030
POTTSTOWN - WEST CHESTER PIKE
PA. RTE. 100 S.R. 0100
LOT "A"
LOT "B"
BUILDING I RETAIL
BUILDING II RETAIL
BUILDING III
BUILDING IV
BUILDING V
BUILDING VI
BUILDING VII
BUILDING VIII
BUILDING X
BUILDING XI
BUILDING XII
CLUBHOUSE
RESIDENTIAL
FUTURE PARKING AREA

EXHIBIT C: WEATHERSTONE TOWN CENTER - PROPOSED LAND USE PLAN

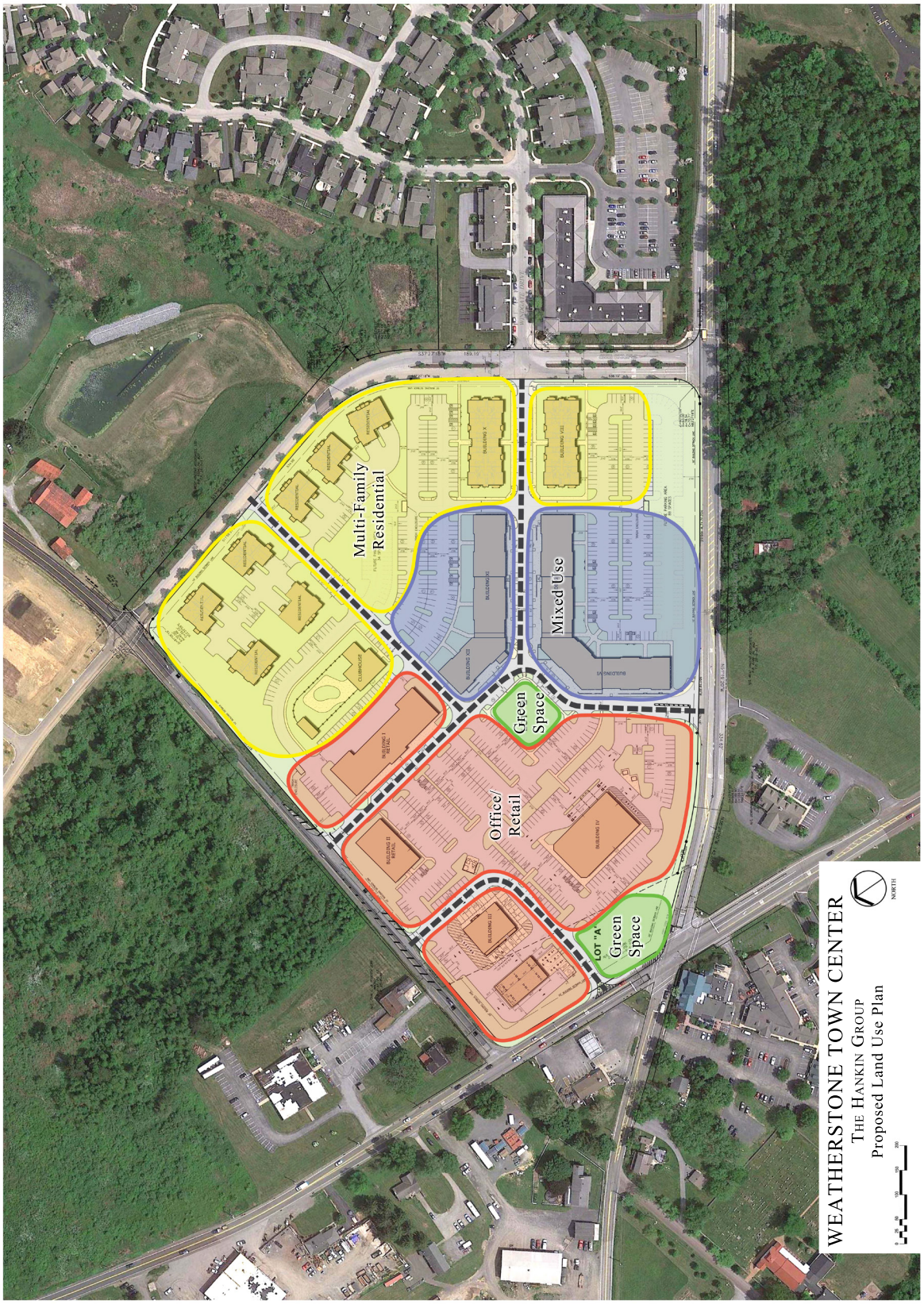


Table 1. Proposed Site Trip Generation[1]

Land Use	Size	Daily	Weekday Morning Peak Hour			Weekday Afternoon Peak Hour			Saturday Midday Peak Hour		
		Total	In	Out	Total	In	Out	Total	In	Out	Total
Shopping Center[2]		5,498	79	49	128	231	251	482	368	340	708
Internal Trips[3]		244	0	0	0	12	23	35	12	14	26
External Trips	72,250 SF	5,254	79	49	128	219	228	447	356	326	682
Pass-By Trips[4]		1,261	19	12	31	74	78	152	92	85	177
"New" Trips		3,993	60	37	97	145	150	295	264	241	505
Convenience Store with Gas Pumps[5]		5,158	125	125	250	156	155	311	143	137	280
Internal Trips[3]		229	1	1	2	8	15	23	5	6	11
External Trips	6,100 SF	4,929	124	124	248	148	140	288	138	131	269
Pass-By Trips[6]		2,761	78	78	156	98	93	191	77	74	151
"New" Trips		2,168	46	46	92	50	47	97	61	57	118
Apartment[7]		1,517	23	93	116	94	50	144	60	60	120
Internal Trips[3]	230 Units	532	0	1	1	44	21	65	22	20	42
"New" Trips		985	23	92	115	50	29	79	38	40	78
Office[8]		140	18	2	20	3	16	19	3	2	5
Internal Trips[3]	12,750 SF	38	1	1	2	1	4	5	2	0	2
"New" Trips		102	17	1	18	2	12	14	1	2	3
Pharmacy With Drive Through[9]		1,454	27	25	52	75	74	149	60	63	123
Internal Trips[3]		65	0	0	0	4	6	10	2	2	4
External Trips	15,000 SF	1,389	27	25	52	71	68	139	58	61	119
Pass-By Trips[10]		542	10	10	20	35	33	68	23	24	47
"New" Trips		847	17	15	32	36	35	71	35	37	72
Total		***13,767***	***272***	***294***	***566***	***559***	***546***	***1,105***	***634***	***602***	***1,236***
Total Internal Trips		***1,108***	***2***	***3***	***5***	***69***	***69***	***138***	***43***	***42***	***85***
Total External Trips		***12,659***	***270***	***291***	***561***	***490***	***477***	***967***	***591***	***560***	***1,151***
Total Pass-by Trips		***4,564***	***107***	***100***	***207***	***207***	***204***	***411***	***192***	***183***	***375***
Total "New" Trips		***8,095***	***163***	***191***	***354***	***283***	***274***	***556***	***399***	***377***	***776***

(1) Based on the ITE Publication *Trip Generation, 9th Edition* .

(2) Based on ITE Land Use Code 820 for Shopping Center

(3) Based on the inernal capture calulation procedures contained in the ITE publication Trip Generation Handbook, Third Edition

(4) Assumed to be 34 percent during the weekday afternoon peak hour and 26 percent during the Saturday midday peak hour based on ITE Publication, Trip Generation Handbook, Thrid Edition. Also assumed to be 24 percent (or 10 percent less than the weekday afternoon) during the weekday morning peak hour.

(5) Based on ITE Land Use Code 853 Comvenience Market with Gasoline Pumps

(6) Assumed to be 63 percent during the weekday morning peak hour and 66 percent during the weekday afternoon peak hour based on ITE Publication, Trip Generation Handbook, Thrid Edition. Also assumed to be 56 percent (or 10 percent less than the weekday afternoon) during Saturday midday peak hour.

(7) Based on ITE Land Use Code 220 for Apartment

(8) Based on ITE Land Use Code 710 for General Office Building

(9) Based on ITE Land Use Code 881 for Pharmacy with Drive-Through

(10) Assumed to be 49 percent during the weekday afternoon peak hour based on the ITE publication Trip Generation Handbook, Thrid Edition. Also assumed to be 39 percent (or 10 percent less than the weekday afternoon) during the weekday afternoon and Saturday midday peak hours, as well as on a daily basis.

Prepared by McMahon Associates, Inc.
8/4/2016

Table 1
Hourly Parking Utilization Percentages
Weatherstone Commercial Development

Weekday

Use	Utilization Percentages[1]																		
	6:00 AM	7:00 AM	8:00 AM	9:00 AM	10:00 AM	11:00 AM	12:00 PM	1:00 PM	2:00 PM	3:00 PM	4:00 PM	5:00 PM	6:00 PM	7:00 PM	8:00 PM	9:00 PM	10:00 PM	11:00 PM	12:00 AM
Office	3%	30%	75%	95%	100%	100%	90%	90%	100%	100%	90%	50%	25%	10%	7%	3%	1%	0%	0%
Retail	1%	5%	15%	35%	65%	85%	95%	100%	95%	90%	90%	95%	95%	95%	80%	50%	30%	10%	0%
Convenience Market with Gas Pumps[2]	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Residential	100%	90%	85%	80%	75%	70%	65%	70%	70%	70%	75%	85%	90%	97%	98%	99%	100%	100%	100%
Pharmacy[3]	1%	5%	15%	35%	65%	85%	95%	100%	95%	90%	90%	95%	95%	95%	80%	50%	30%	10%	0%

Saturday

Use	Utilization Percentages[1]																		
	6:00 AM	7:00 AM	8:00 AM	9:00 AM	10:00 AM	11:00 AM	12:00 PM	1:00 PM	2:00 PM	3:00 PM	4:00 PM	5:00 PM	6:00 PM	7:00 PM	8:00 PM	9:00 PM	10:00 PM	11:00 PM	12:00 AM
Office	0%	2%	6%	8%	9%	10%	9%	8%	6%	4%	2%	1%	0.5%	0%	0%	0%	0%	0%	0%
Retail	1%	5%	10%	30%	50%	65%	80%	90%	100%	100%	95%	90%	80%	75%	65%	50%	35%	15%	0%
Convenience Market with Gas Pumps[2]	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Residential	100%	90%	85%	80%	75%	70%	65%	70%	70%	70%	75%	85%	90%	97%	98%	99%	100%	100%	100%
Pharmacy[3]	1%	5%	10%	30%	50%	65%	80%	90%	100%	100%	95%	90%	80%	75%	65%	50%	35%	15%	0%

[1] Based on the Urban Land Institute publication *Shared Parking, Second Edition*, unless otherwise noted.

[2] Assumed to be 100% occupied, since no ULI data is availalable for convenience stores with gas pumps

[3] The retail parking utilization percentages were used since ULI data is not available for a pharmacy.

Table 2
Daily Parking Accumulation
Weatherstone Commercial Development
Industry Standard Rates Scenario

Weekday

Use	Ord. Demand/ Supply	Ordinance Demand with Interaction Reduction	Parking Demand																			
			6:00 AM	7:00 AM	8:00 AM	9:00 AM	10:00 AM	11:00 AM	12:00 PM	1:00 PM	2:00 PM	3:00 PM	4:00 PM	5:00 PM	6:00 PM	7:00 PM	8:00 PM	9:00 PM	10:00 PM	11:00 PM	12:00 AM
Office[1]	51	51	2	15	38	48	51	51	46	46	51	51	46	26	13	5	4	2	1	0	0
Retail[2],[3]	361	325	3	16	49	114	211	276	309	325	309	293	293	309	309	309	260	163	98	33	0
Convenience Market w/ Gas Pumps[4]	64	64	64	64	64	64	64	64	64	64	64	64	64	64	64	64	64	64	64	64	64
Residential[5]	391	391	391	352	332	313	293	274	254	274	274	274	293	332	352	379	383	387	391	391	391
Pharmacy[2],[3]	75	68	1	3	10	24	44	58	65	68	65	61	61	65	65	65	54	34	20	7	0
Total	**942**	**899**	**460**	**451**	**494**	**563**	**664**	**723**	**737**	**777**	**762**	**742**	**757**	**795**	**802**	**822**	**765**	**649**	**573**	**494**	**455**
Unused Available Spaces	**892**		**432**	**441**	**398**	**329**	**228**	**169**	**155**	**115**	**130**	**150**	**135**	**97**	**90**	**70**	**127**	**243**	**319**	**398**	**437**

Saturday

Use	Ord. Demand/ Supply	Ordinance Demand with Interaction Reduction	Parking Demand																			
			6:00 AM	7:00 AM	8:00 AM	9:00 AM	10:00 AM	11:00 AM	12:00 PM	1:00 PM	2:00 PM	3:00 PM	4:00 PM	5:00 PM	6:00 PM	7:00 PM	8:00 PM	9:00 PM	10:00 PM	11:00 PM	12:00 AM
Office[1]	51	51	0	1	3	4	5	5	5	4	3	2	1	1	0	0	0	0	0	0	0
Retail[2],[3]	361	325	3	16	33	98	163	211	260	293	325	325	309	293	260	244	211	163	114	49	0
Convenience Market w/ Gas Pumps[4]	64	64	64	64	64	64	64	64	64	64	64	64	64	64	64	64	64	64	64	64	64
Residential[5]	391	391	391	352	332	313	293	274	254	274	274	274	293	332	352	379	383	387	391	391	391
Pharmacy[2],[3]	75	68	1	3	7	20	34	44	54	61	68	68	65	61	54	51	44	34	24	10	0
Total	**867**	**831**	**459**	**437**	**439**	**499**	**558**	**598**	**637**	**695**	**734**	**733**	**732**	**751**	**731**	**738**	**703**	**648**	**593**	**514**	**455**
Unused Available Spaces	**892**		**433**	**455**	**453**	**393**	**334**	**294**	**255**	**197**	**158**	**159**	**160**	**141**	**161**	**154**	**189**	**244**	**299**	**378**	**437**

[1] Assumed to be 4.0 spaces per 1,000 s.f..

[2] Assumed to be 5.0 spaces per 1,000 s.f.

[3] A captive reduction of 10 percent was applied to the retail parking supply to account for interaction between the retail and the remaining uses on the site.

[4] Assumed to be 10.5 spaces per 1,000 s.f. based on the ITE publication *Parking Generation, 4th Edition* .

[5] Assumed to be 1.7 parking spaces per unit.

Prepared by McMahon Associates, Inc.
8/4/2016