

GOALS AND OBJECTIVES

The goals and objectives outlined in this chapter form the planning policies for Elverson Borough. These policies serve as the framework for actions that are recommended to realize the future vision for the Borough.

For the purposes of this Comprehensive Plan, goals, objectives, and policies are defined as follows:

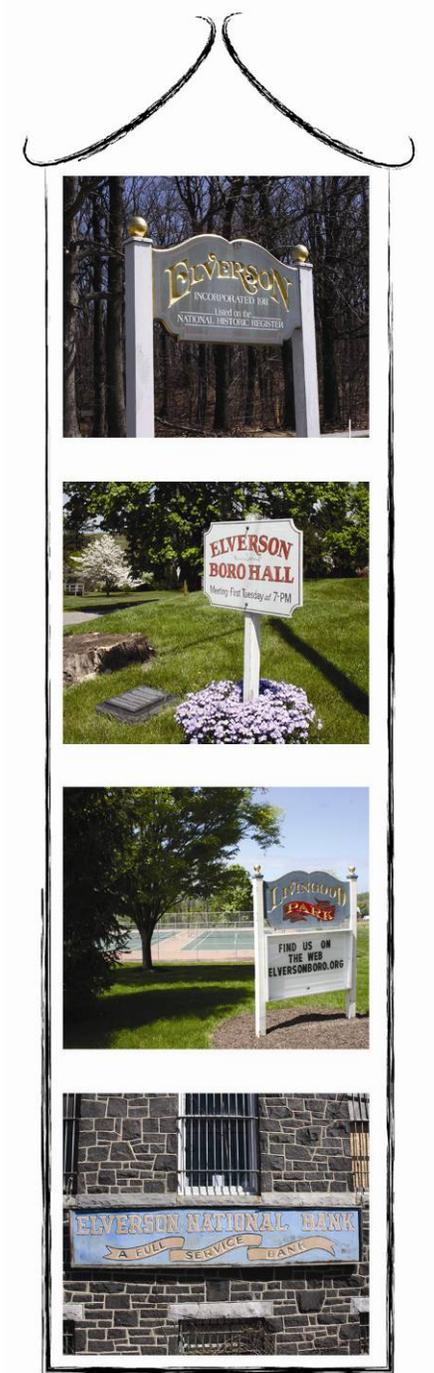
Goals – Long-term vision statements that provide the overall direction for preferred future conditions.

Objectives – More specific targets that, if accomplished, will achieve the larger planning goal. Objectives are more specific than goals and are measurable achievements.

Policies – The goals and objectives together represent the planning policies for Elverson Borough.

The goals and objectives have been organized into the following categories:

- Land Use and Housing
- Community Facilities and Services
- Transportation
- Natural Resources
- Historic and Scenic Resources
- Recreation and Open Space



Goals and Objectives

Land Use and Housing

Goals

Provide for orderly growth that encourages economic vitality and quality of life while promoting a balance between existing businesses, growth, and resource protection.

Encourage a variety of housing options in the Borough to address population needs while maintaining the quality and diversity of the existing housing stock.

Objectives

- 3-1 Ensure compatibility between existing and future land use with a focus on size, scale, intensity, and location.
- 3-2 Provide for growth in appropriate areas, through new development and redevelopment, as supported by the necessary infrastructure.
- 3-3 Ensure that regulatory provisions encourage a sustainable approach to development and design with respect to the Borough's land, economic base, and critical resources.
- 3-4 Recognize Elverson Borough as one of Chester County's Urban Landscapes that provides commercial activity, employment opportunities, diverse residential opportunities, and a sense of community.
- 3-5 Promote a balanced variety of business activities that will provide local job opportunities, support the local tax base, and create a unique experience for potential visitors to the Borough.
- 3-6 Encourage visitors to patronize local Elverson businesses by enhancing and coordinating parking and creating and maintaining an inviting, pedestrian-friendly streetscape.
- 3-7 Facilitate communication and coordination among business owners, Borough leaders, municipalities, economic development entities, and education providers to create a supportive environment for retention and expansion of commercial and industrial activity across all sectors.



Elverson includes areas with long-standing residential and commercial uses, as well as areas recently developed.



- 3-8 Review and, as necessary, amend regulatory provisions to ensure that the pattern and design of land use in the Borough is consistent with the goals and objectives of this Plan.
- 3-9 Support a mix of housing types, including opportunities for multi-family housing.
- 3-10 Protect and enhance existing residential areas by ensuring property maintenance, prohibiting the overcrowding of buildings, and requiring buffering between incompatible uses.
- 3-11 Ensure equal access to housing for all members of the classes protected under the federal Fair Housing Act and other applicable anti-discrimination legislation.

Community Facilities and Services

Goal

Provide and promote accessible, efficient, reliable, and fiscally responsible community services and facilities.

Objectives

- 4-1 Provide government services in an efficient and cost effective manner.
- 4-2 Conduct ongoing evaluations of existing community facilities and services to identify deficiencies and needs.
- 4-3 Maintain open lines of communication between residents, business owners, and Borough officials and staff to ensure there are opportunities to discuss community issues.
- 4-4 Maintain open lines of communication with outside providers to ensure the appropriate level of service for residents and businesses.
- 4-5 Ensure adequate and safe water supply, sewage treatment and disposal, and solid waste disposal through coordination and interaction with providers and regulatory agencies.
- 4-6 Ensure proper management of stormwater through regulations that are current with evolving technology and standards.
- 4-7 Support an emergency services system (police, fire, ambulance, and emergency management) that protects the health and safety of residents and businesses.
- 4-8 Support continued quality education opportunities and facilities.
- 4-9 Support quality health care services.
- 4-10 Support quality communications infrastructure.
- 4-11 Pursue opportunities to coordinate community facilities and services on a regional basis.



Borough Hall is the center of Elverson's administrative functions.

Transportation

Goals

Ensure a safe and effective roadway system that is compatible with surrounding land uses.

Create a walkable and bikeable pedestrian-oriented community where sidewalks and trails safely connect community destinations.

Objectives

- 5-1 Ensure roadway classification and design standards reflect current and anticipated use and setting.
- 5-2 Focus on pedestrian and vehicular safety through the management of roadway design, speed, volume and safety in and around areas with increased pedestrian activity.
- 5-3 Enhance pedestrian and bicycle opportunities by developing additional facilities in coordination with improvements such as roadway projects, subdivision and land developments, and recreation and trail projects.
- 5-4 Coordinate transportation needs and funding to prioritize and promote effective and efficient improvements to the Borough's vehicular and non-vehicular facilities.



Addressing pedestrian connectivity in an area of high traffic volume is a challenge for Elverson.

Natural Resources

Goal

Protect, enhance, and maintain natural resource features, landscapes, and functions to sustain ecosystems, public health, and quality of life.

Objectives

- 6-1 Review and, where necessary, amend regulatory provisions to ensure effective preservation and protection of natural resources.
- 6-2 Limit the disturbance of land resources to minimize runoff, prevent degradation of water quality, encourage biological diversity, and maintain the character of the Borough's landscapes.
- 6-3 Promote innovative design and best management practices to protect surface and groundwater quality and quantity.



Wetlands are unique ecosystems that provide wildlife habitat and natural diversity.

- 6-4 Preserve and protect areas that provide wildlife habitat and natural diversity, including steep slopes, wetlands, streams, floodplains, and woodlands.

Historic and Scenic Resources

Goal

Identify, preserve, protect, and enhance the integrity of historic and scenic resources and their settings to maintain the Borough’s heritage and character.

Objectives

- 7-1 Maintain a database that defines, inventories, maps, and prioritizes historic and scenic resources within the Borough.
- 7-2 Ensure regulatory provisions minimize impacts on historic and scenic resources.
- 7-3 Address items that may visually impair the landscape through regulatory provisions and other means.
- 7-4 Encourage appropriate maintenance and continued integrity of historic resources.
- 7-5 Protect and maintain historic and scenic resources by supporting public education and other non-regulatory efforts.



Natural, scenic, historic, and recreation resources frequently overlap within Elverson.

Recreation and Open Space

Goal

Promote the establishment and maintenance of a network of recreational facilities and open space lands that provide public health, ecological, economic, and quality of life benefits.

Objectives

- 8-1 Establish effective and adaptable administration for the use and maintenance of recreational facilities that meet the needs of the community.
- 8-2 Ensure sufficient parks, recreation facilities, trails, open space, and community events to provide a variety of active and passive recreation opportunities for current and future residents and visitors to the Borough.
- 8-3 Pursue public and private grants and funding sources for recreation and open space while continuing to dedicate municipal funding for capital improvements, maintenance, programming, and other necessary costs.



- 8-4** Pursue joint public-private recreation initiatives, and support private and institutional entities, that provide community recreation opportunities such as organized team sports, community events, and active recreation areas.
- 8-5** Coordinate park, recreation, trail, and open space planning on a regional basis.