

Kennett Region Economic Development Study

Kennett Square and Kennett Township, Pennsylvania

September 15, 2016



PRESENTERS

- **Kevin Myers**

Urban Planner/Grant Monitor, *Chester County Planning Commission*
chescoplanning.org

- **Todd Poole**

President & Managing Principal, *4ward Planning Inc.*
landuselearning.com

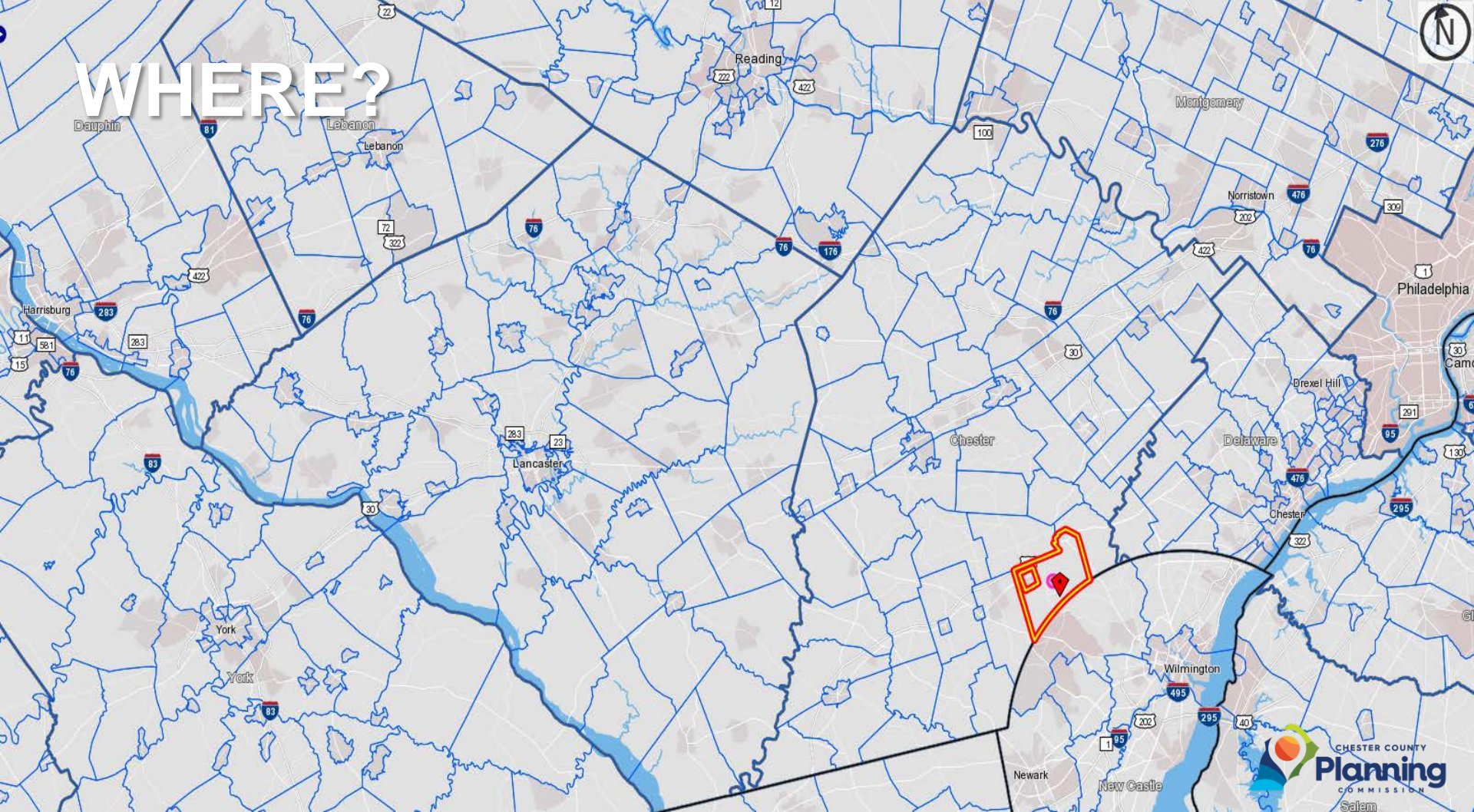
- **Mary Hutchins**

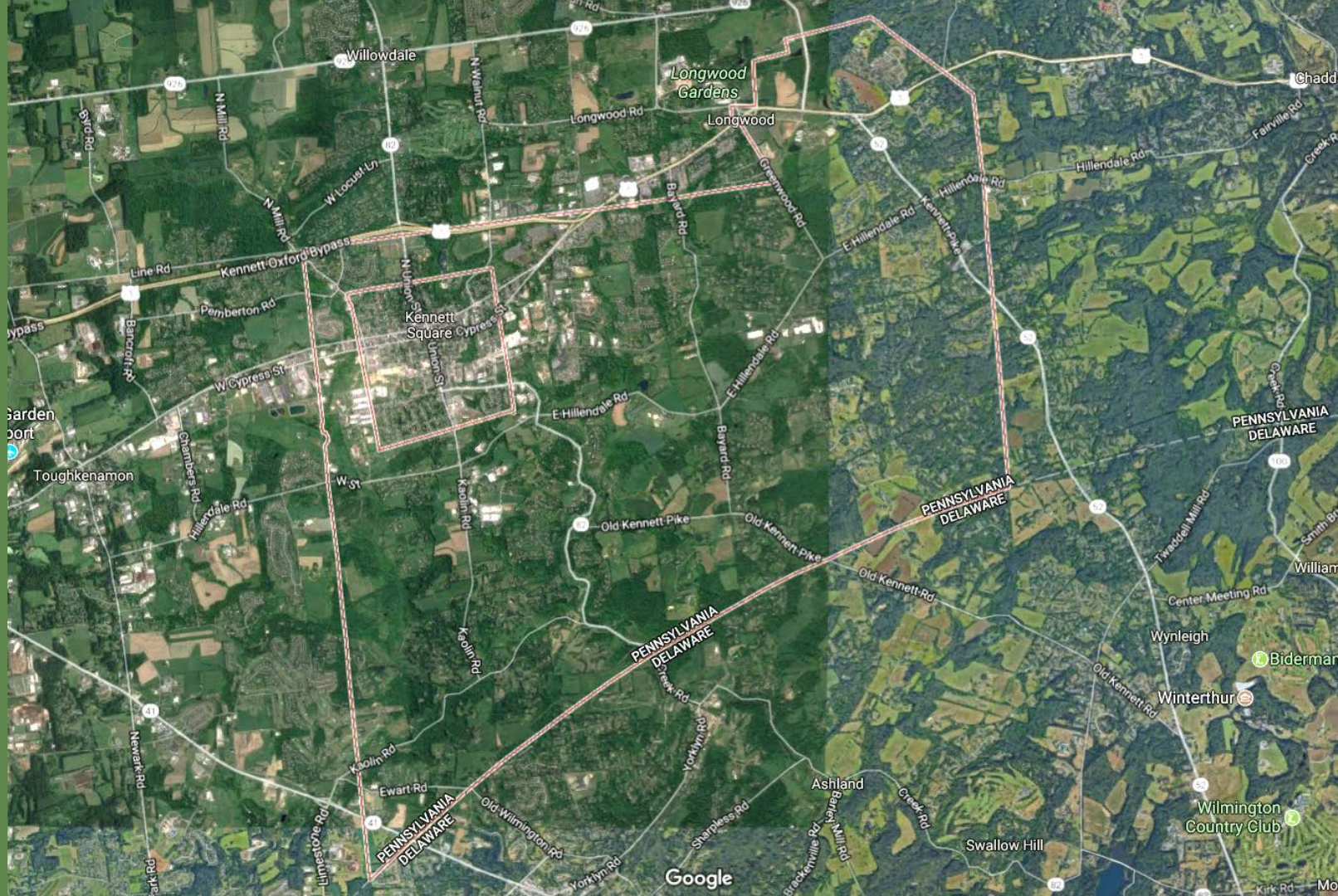
Executive Director, *Historic Kennett Square*
historickennettsquare.com

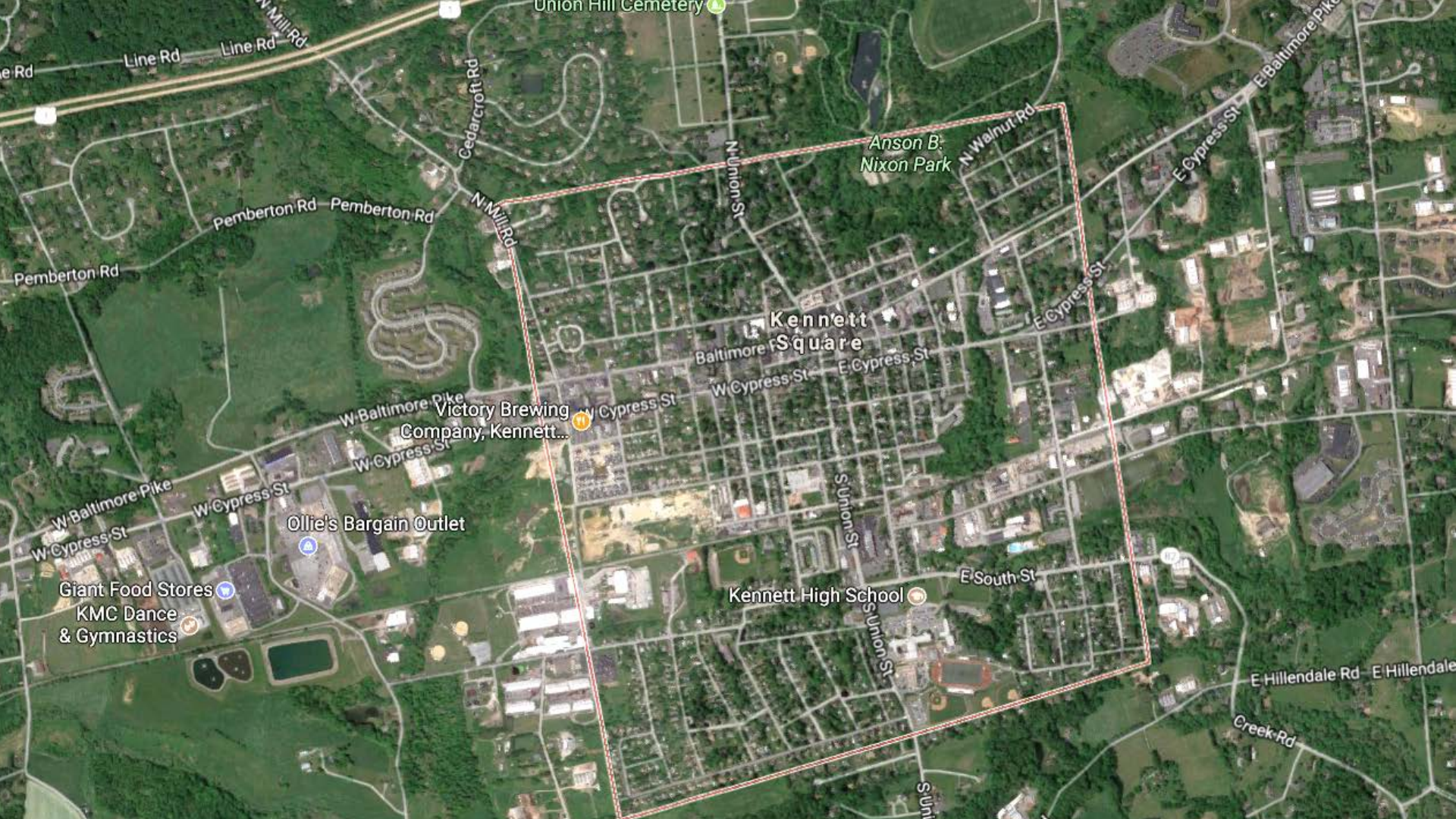
WHO:

- **Kennett Square Borough:** One square mile, 6,000 residents.
kennettsq.org
- **Kennett Township:** 16 square miles, 9,000 residents.
kennett.pa.us
- **Historic Kennett Square:** The Borough's Main Street program evolving into an economic development entity for the Borough and Township.
historickennettsquare.com
- **Longwood Gardens:** A 1,077-acre botanical garden with special events and performances, seasonal and themed attractions, and educational lectures, courses, and workshops. Attendance figures hit 1.3 million visitors in 2015. longwoodgardens.org

WHERE?







www.KennettEducationFoundation.org
Monster Mash 5K Dash Run/Walk and Kids Spooky Sprint
OCTOBER 26 @ ANSON B. NIXON PARK

Barry's
DARTER
5th Ave

STATE & UNION

NO PARKING
ANYTIME
ON THIS STREET









EXISTING PLANS AND CONTEXT:

- **County Comprehensive Plan: Landscapes2, 2009.**
- **Kennett Township Plan, 2015 and various other plans.**
- **Kennett Square Borough Plan, 2013 and various other plans and studies**
- **Historic Kennett Square (originally the Borough Main Street Organization, now an economic development entity for both municipalities)**
- **Longwood Gardens, Genesis Health Care, Mushroom Industry, etc.**

SETTING:

- **Both municipalities have recent comprehensive plans and have been experiencing a variety of new development proposals.**
- **Key focus areas remain ripe for development but each have challenges and require vision for moving forward.**
- **Despite relatively appropriate zoning, adjustments are needed to remove regulatory hindrances toward preferred development.**
- **These challenges resulted in an economic development study utilizing market data to provide guidance and a vision with a clear path forward.**

ECONOMIC DEVELOPMENT STUDY:

- Not an MPC document.
- Some comprehensive plans may contain economic development components, but most do not, or at least not to extent a specific study provides.
- Builds and expands upon other planning efforts and provides supplemental detailed data and recommendations.
- First stand alone municipal economic development study in Chester County.

GOALS:

- Specifically determine the market for what is appropriate.
- Identify unique issues, challenges, and opportunities.
- Provide a vision for focus areas.
- Undertake a public process involving local stakeholders, developers, major corporations, community groups, and populations.

SCOPE:

Eight tasks:

1. Project management and administration.
2. Existing conditions inventory and data collection.
3. Economic development vision.
4. Economic development strategy.
5. Sample ordinance provisions.
6. Plan recommendations and implementation.
7. Draft and final report.
8. Public involvement.

FUNDING:

- **Cost: \$60,000. Chester County Vision Partnership Grant – funding from Borough of Kennett Square, Kennett Township, Historic Kennett Square, and Longwood Gardens.**
- **Scope of work specifically tailored for what was to be accomplished.**
- **Developed RFP coordinated between all parties.**
- **Interviewed finalists in person. Chose 4ward Planning and RBA Group.**
- **Project duration: June 2015 – September 2016.**

Mary Hutchins: Executive Director – *Historic Kennett Square*



ISSUES/CHALLENGES:

- **Kennett Square: Population 6,300 with 58% minorities.**
- **Pockets of poverty but regional affluence and spending power.**
- **No university, no county seat, and no public transportation.**
- **Growing number of developments and interest.**

WE DO HAVE:

- **A charming walkable central business district.**
- **Craft beer destinations.**
- **A robust annual calendar of events that are very well attended.**
- **Longwood Gardens, a major tourist attraction right outside the border that is set to attract 1.5 million visitors this year. We work with Longwood to encourage a percentage of visitors to come to the downtown for shopping and dining.**
- **Loyal community that support the independently owned businesses and all the events.**
- **Attractive to millennials and empty nesters.**

















PHIL·TER

n. | 1. a potion, charm, or drug supposed to cause the person taking it to fall in love, usually with some specific person.







MASSACHUSETT
GLASS CO.



PHILIP

Philly

NO
PARKING
IN THIS
ZONE



SOLUTION:

- In response to a growing interest from developers, officials from HKS, Borough of Kennett Square and Kennett Township embarked on an economic development study to help steer the development in a strategic and responsible manner.
- A goal of the study was to set priorities for where and how the region would grow including how to continue to revitalize the borough as an urban center and at the same time protect the natural, rural and historic heritage.

Todd Poole: President & Managing
Principal – *4ward Planning Inc*



WHAT'S NEXT?

- **Hiring an Economic Development Director who will be responsible to implement parts of the study.**
- **Funded by the borough and township and housed in Historic Kennett Square.**
- **Applicants were interviewed via video conference and seven were invited for a live interview with the selection committee comprised of leaders from the community.**
- **The standout candidate was Nathaniel “Nate” Echeverria.**
- **Nate has a Masters in City Planning with an emphasis in Economic and Community Development from the University of Pennsylvania and currently works for the San Jose Downtown Association.**



WHAT'S NEXT?

- **Economic development director will:**
 - **Meet with stakeholders in the region to create a road map to implement recommendations from the Kennett Regional Economic Development Study.**
 - **Assist with the planning and coordination of community development projects that will enhance the quality of life for all members of the Kennett community.**
 - **Keep open communication between the Borough, Township and HKS.**
- **This is a great example of what can happen when municipalities work together. Independently neither the borough or the township would have been able to accomplish either the study or the hiring of an Economic Development Director. Joining forces makes it a win-win for all.**



Quotes

“ The process and preparation of the Economic Development Study provided Kennett Township with the tools and knowledge to focus on redevelopment and development within and around our community to enhance, improve and enrich the entire Kennett Area. With the completed study we are now prepared to implement the study. We are greatly appreciative to the County of Chester for their assistance and grant opportunities to help make this happen. ”

- Lisa Moore, Kennett Township Manager

Quotes

“ As the Kennett region reached a critical point in its growth it faced economic development projects that would shape the future of the region. To help us better understand where we are and determine the best path forward we joined forces with HKS and the township to assist with the preparation of an economic development strategy. ”

- Joe Scalise, Borough of Kennett Square Manager

Quotes

“ The Economic Development Study helped create a vision for future development in both the Borough of Kennett Square and Kennett Township. The study helped align the interests of all stakeholders, including municipal officials, the community, developers, and Historic Kennett Square. We look forward to implementing the Study recommendations for the benefit of all who work, live, and visit the Kennett area. ”

-Tom Sausen, Chair of the Economic Development Task Force

Thank you!

Questions or Comments?

To see the Study visit:

<https://kennett.pa.us/290/Kennett-Region-Economic-Development-Stud>

