

Route 30 Corridor Master Plan



Board of Supervisors Meeting
6/14/17



Background - Comprehensive Plan (2016)

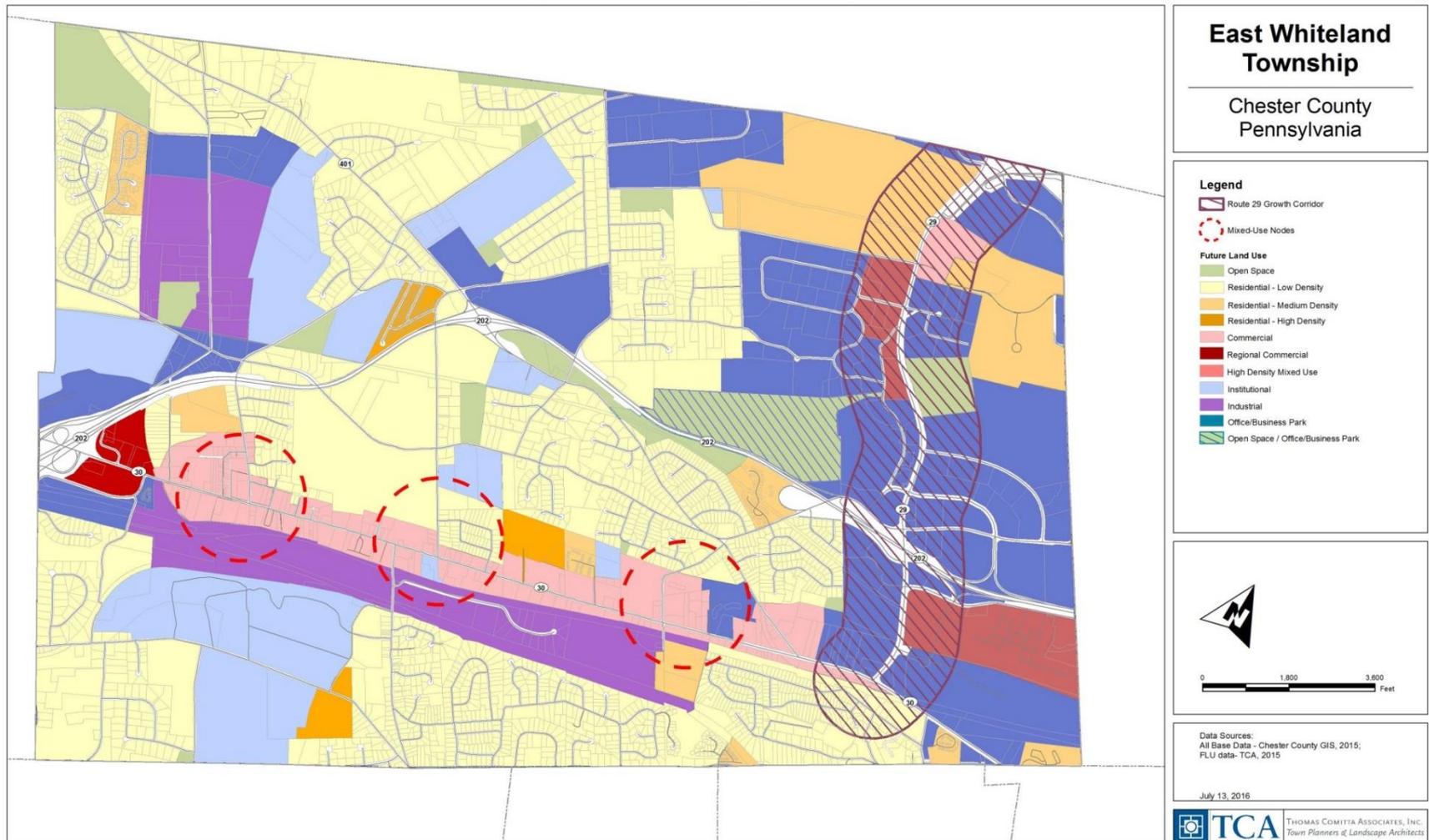
- Route 30 was one of 3 Priority Focus Areas of the Plan

Goal

Promote the redevelopment of Route 30 into an attractive and high functioning thoroughfare that sets a positive impression of the Township as a whole while facilitating the safe movement of vehicles, cyclists, and pedestrians. The character along Route 30 is envisioned to be a vibrant yet cohesive mix of small and large businesses, mixed-use villages, diverse housing opportunities and a physical community center for the Township.

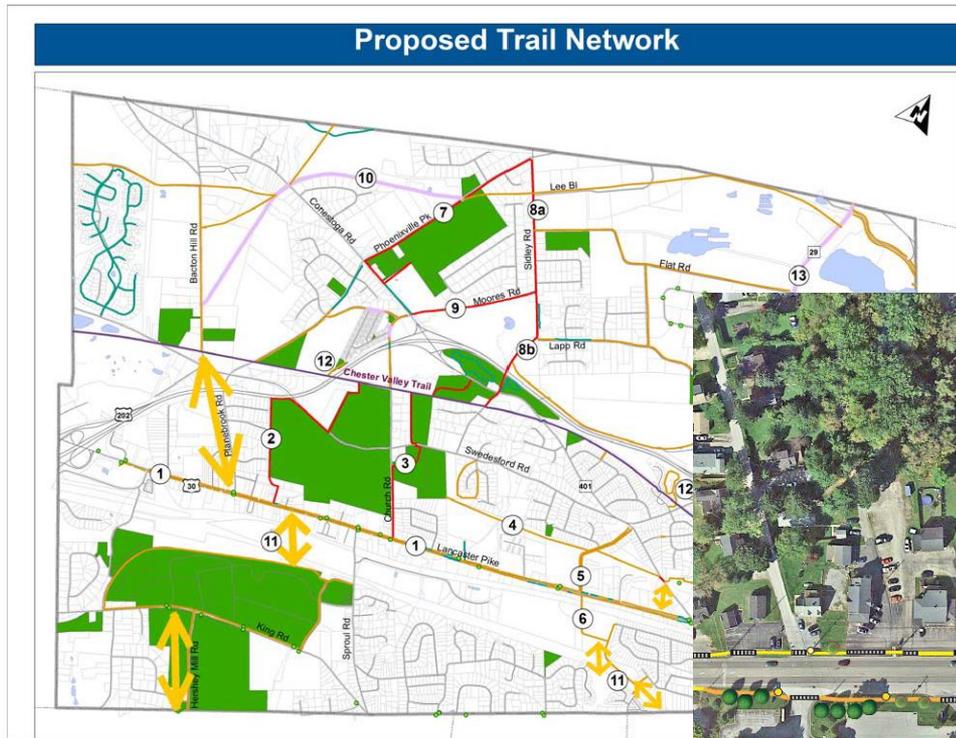
Background - Comprehensive Plan (2016)

Map 5: Future Land Use



Background - Comprehensive Plan (2016)

Bicycle and Pedestrian Circulation and Connectivity



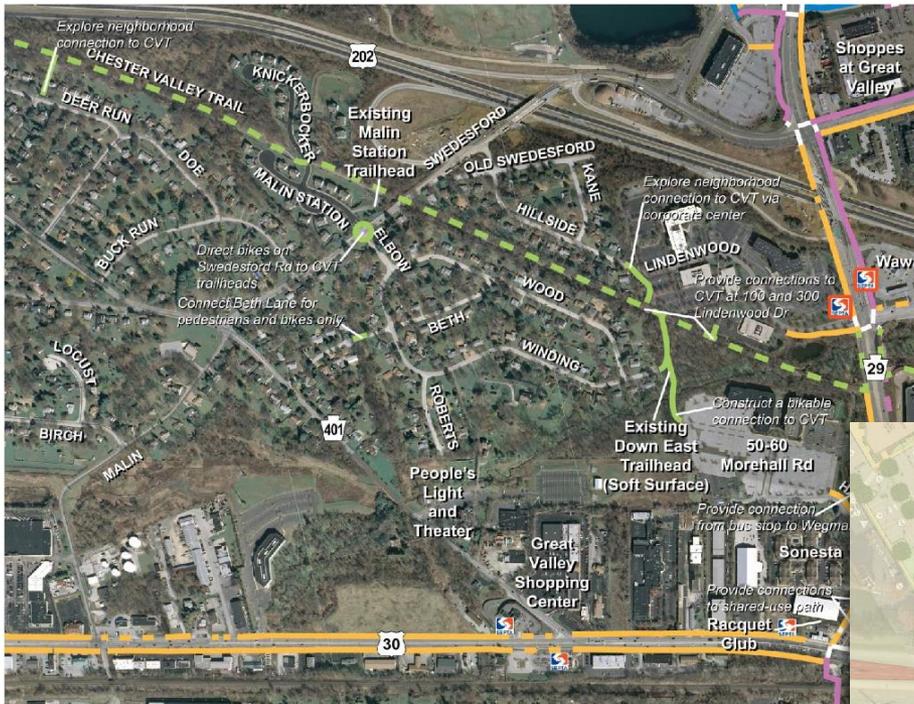
Route 30 Streetscape Plan



Background – Other Relevant Plans

Route 29 Multimodal Transportation Study (2014)

Figure 16: Recommended improvements – US 202 to US 30 west of Route 29



Patriots Path – Conceptual Plan (2015)



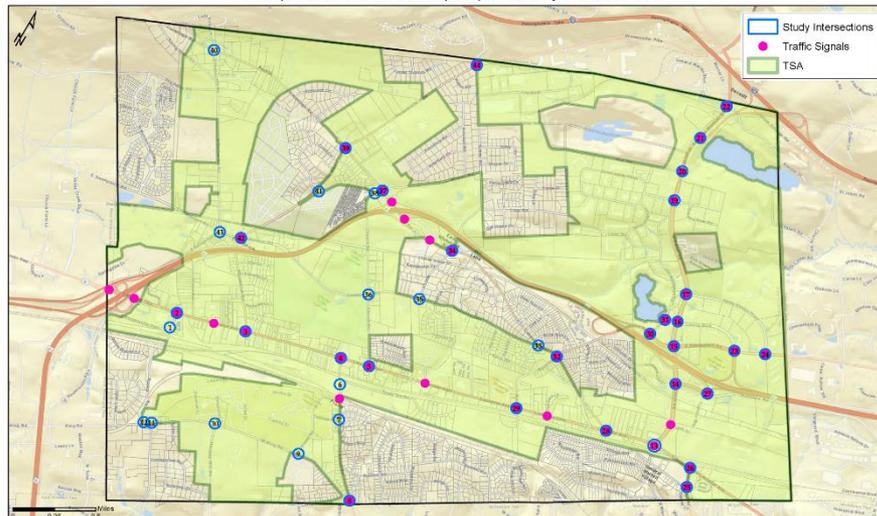
Legend

- | | | |
|----------|----------|----------------------------------|
| Existing | Proposed | |
| | | Sidewalks |
| | | Bike Lanes |
| | | New Road Connections |
| | | Chester Valley Trail Connections |
| | | Shared-Use Paths |
| | | Bus Stop |
- SEPTA is considering route changes to 205 and 206 that may affect stop locations.

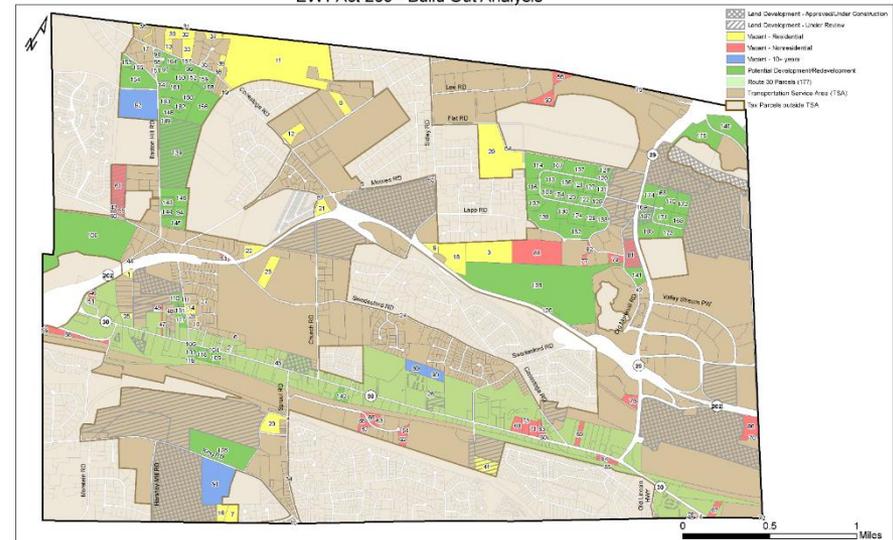
Background – Ongoing Projects

- **Act 209 – Transportation Impact Fee Study**
- **Roadway Functional Classification Update & Official Map**
- **Route 30 Adaptive Signal System**
- **Route 352 and King Road – Traffic Study & Conceptual Plan**

Transportation Service Area (TSA) and Study Intersections



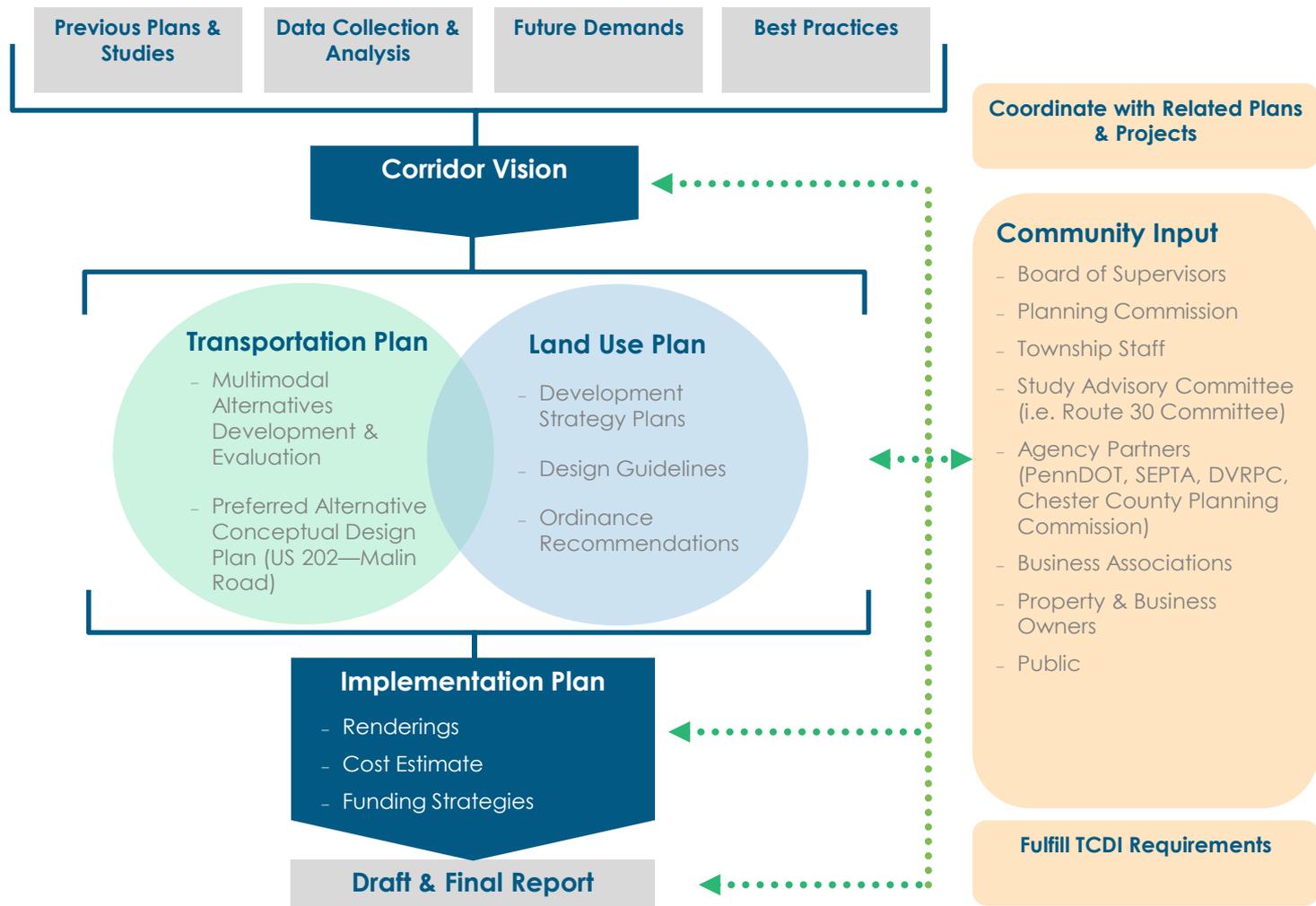
EWT Act 209 - Build Out Analysis



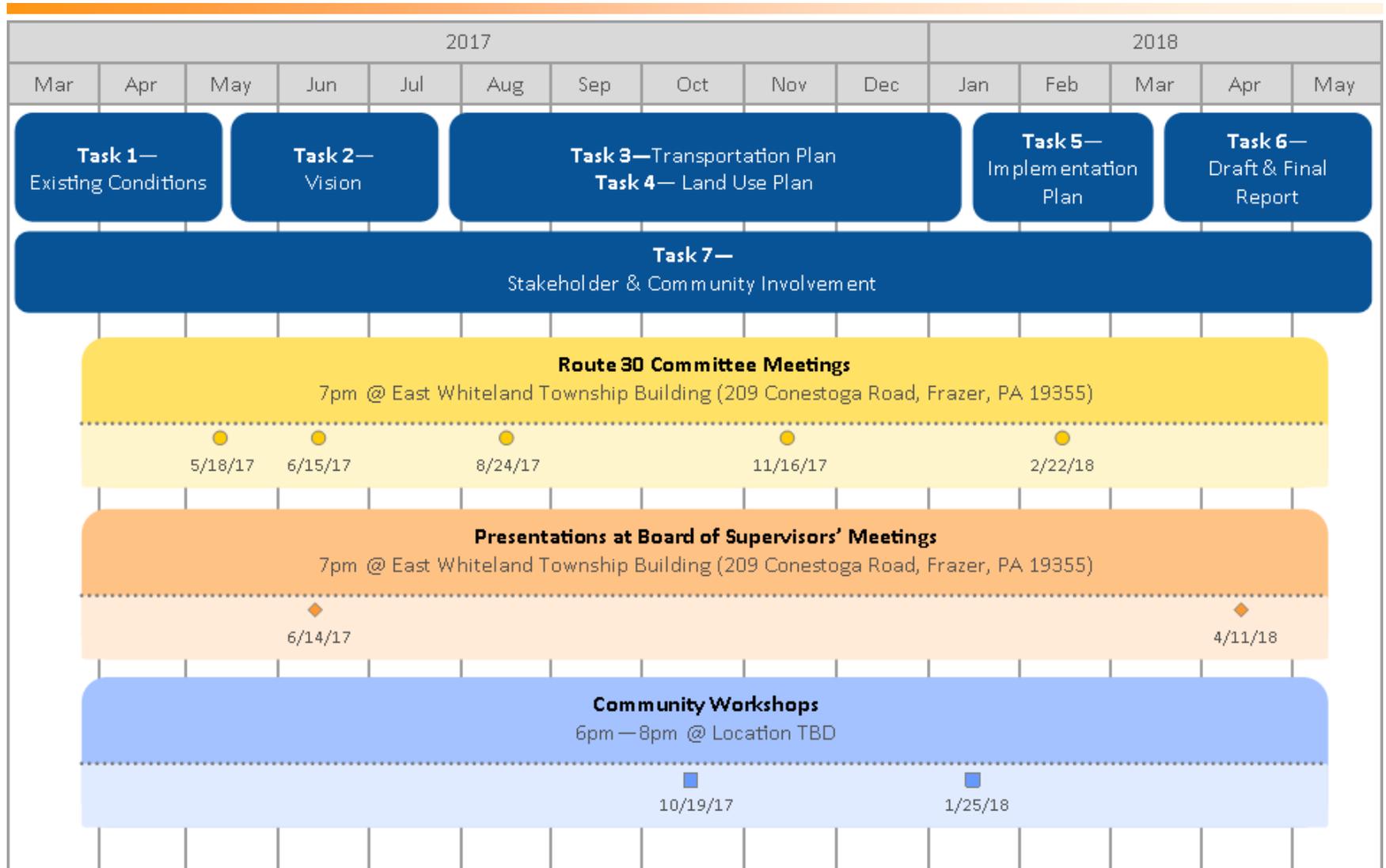
Project Overview

- **Coordinated multimodal transportation and land use plan**
- **Consultant Team**
 - Prime: McMahon Associates, Inc. (McMahon) - *Transportation*
 - Sub-consultants:
 - Thomas Comitta Associates, Inc. (TCA) – *Land Use*
 - Transportation Management Association of Chester County (TMAACC) – *Stakeholder & Community Involvement*
- **Budget and Funding**
 - Transportation and Community Development Initiative (TCDI): \$75,000
 - Township Funds: \$58,000
 - Total: \$133,000

Project Scope and Deliverables



Project Schedule



Route 30 Committee

- Deb Able
- Chuck Barbera
- Sue Drummond
- Peter Fixler
- Bud Haly
- Kerry Jones
- John Laumer
- Eric Light
- Brad Wolfe

- *Staff: Scott Greenly*

Advisory Agency Representatives

- PennDOT
- SEPTA
- Chester County Planning Commission
- DVRPC

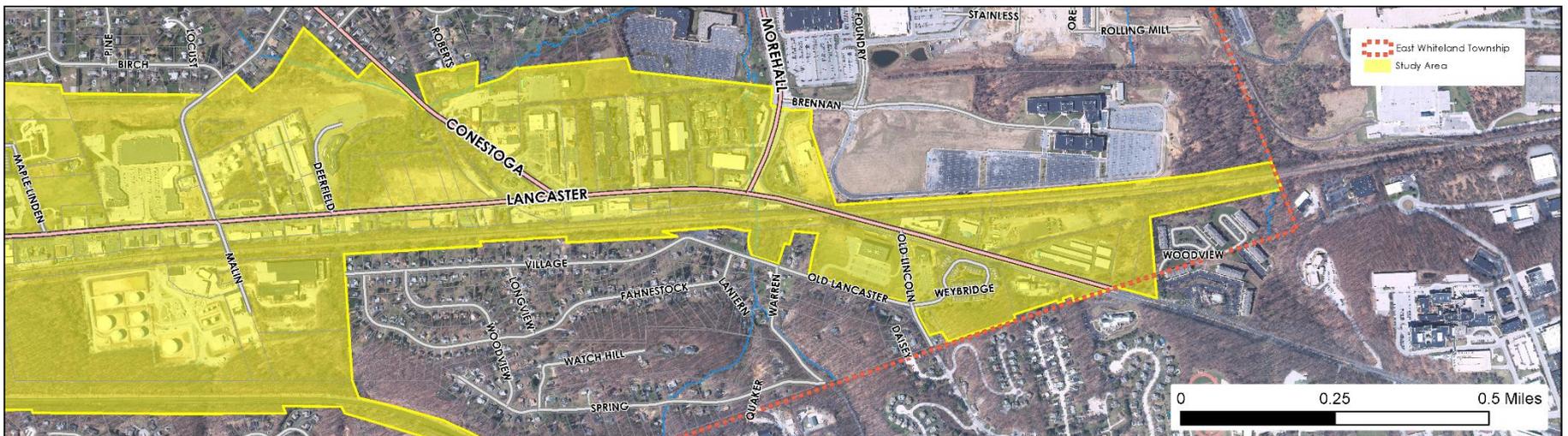
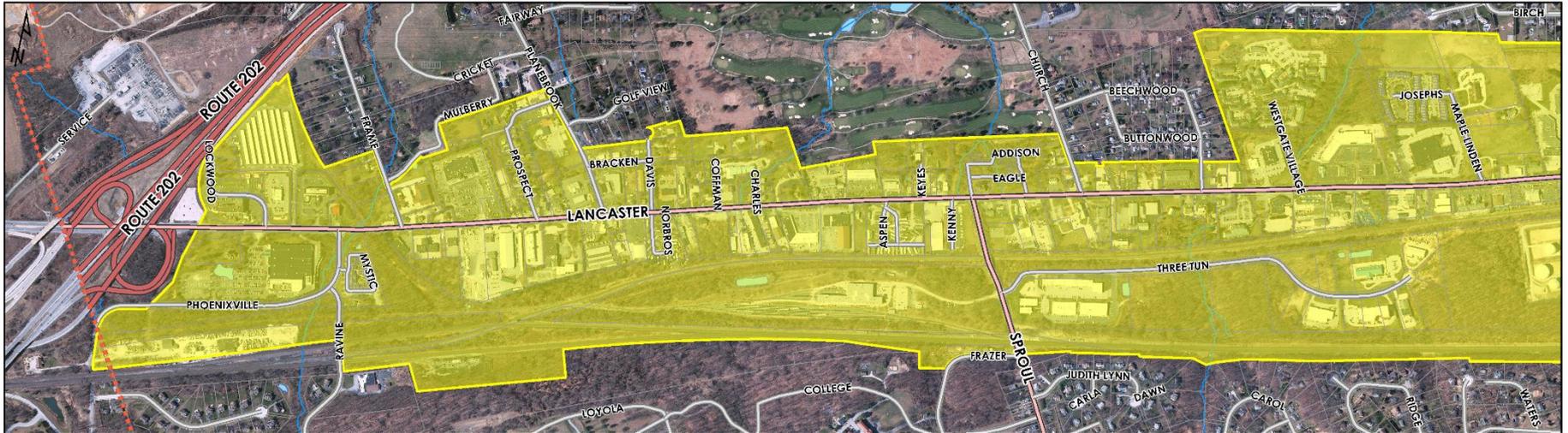


A word cloud centered around the text "Route 30 Whiteland East". The words are arranged in a circular pattern around the central text. The colors of the words are blue, orange, and yellow. The words include: Congested, Potential, Challenging, Accessible, Constrained, Unplanned, East, Opportunity, Quirky, Loved, Ugly, Mixed-use, Avoidable, Eclectic, Historic, Magnet, Cluttered, and Whiteland.

Route 30 Whiteland East

Congested
Potential
Challenging
Accessible
Constrained
Unplanned
East
Opportunity
Quirky
Loved
Ugly
Mixed-use
Avoidable
Eclectic
Historic
Magnet
Cluttered
Whiteland

Existing Conditions – Study Area



Existing Conditions – Land Use

Key Issues

Clarify and refine the vision for the Corridor:

- What do the mixed-use “villages” look like?
- What are the uses? (Does it matter?)
- What height, density?
- What is the character between the “villages”?
- How does it vary along different sections of the corridor?

Existing Conditions – Land Use

Key Issues

How to:

- Incorporate existing historic resources
- Connect adjoining land uses
- Incentivize redevelopment
- Retain local businesses
- Incorporate green space
- Incorporate gateways

Existing Conditions – Transportation



Existing Conditions - Transportation

Key Issues

How to:

- Reduce congestion and improve safety
 - Additional lanes (US 202 – Malin Road)
 - Intersection improvements
 - Access management
 - New connections
- Accommodate pedestrians, bicyclists, and transit riders given limited available right-of-way
 - Sidewalks
 - Enhanced bus stops
 - Access to regional rail service
- Provide a consistent streetscape that promotes the “main street” character

Next Steps

- Finalize Existing Conditions Inventory
- Complete Stakeholder Interviews
- Refine Corridor Vision
- Transportation Alternatives Development & Evaluation
- Design Guidelines Development
- Community Workshop: Save the Date - 10/19/17