

WELCOME

East Whiteland Township

Route 30 Corridor Master Plan

COMMUNITY WORKSHOP



ROUTE 30 IS _____.

Write one word to describe Route 30 today through East Whiteland Township.

BACKGROUND

Planning
Establishing the Vision

Implementation
Achieving the Vision

Comprehensive Plan Update (2015—2016)

- Route 30 identified as a Priority Focus Area
- Key recommendations:
 - Promote redevelopment
 - Promote mixed-use centers
 - Develop cohesive streetscape
 - Broaden permitted land uses
 - Provide sidewalks on both sides
 - Improve traffic flow



Route 30 Corridor Master Plan
(2017—2018)

Dependent upon Funding

Capital Improvements

- Transportation Improvement Projects
- Land Development Projects

Design & Permitting Construction

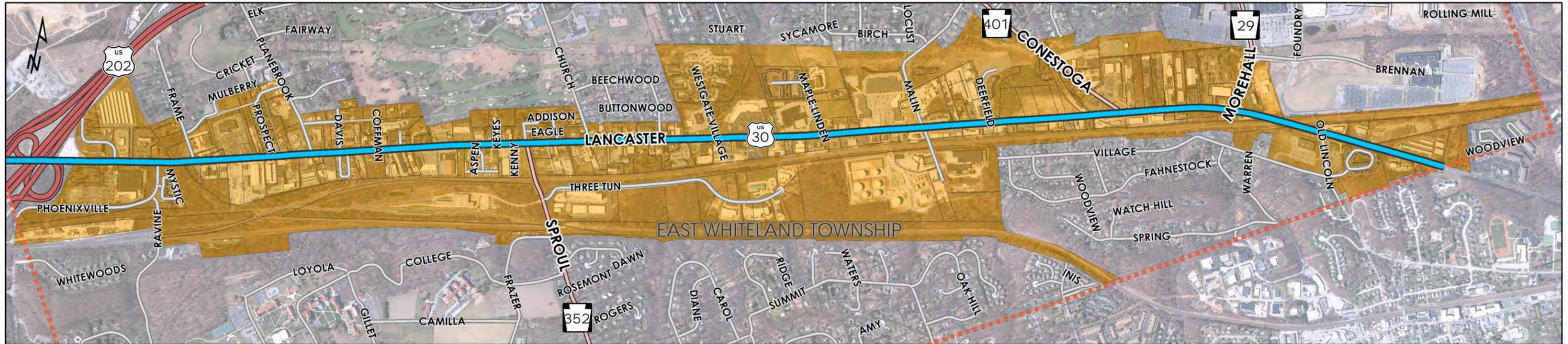
Policies and Programs

- Zoning Amendments
- Subdivision and Land Development Amendments
- Community Initiatives

Based on Community Input

OVERVIEW

Study Area



Coordinated transportation and land use plan



Schedule

2017										2018				
Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May
Task 1— Existing Conditions		Task 2— Vision		Task 3—Transportation Plan Task 4— Land Use Plan						Task 5— Implementation Plan		Task 6— Draft & Final Report		
Task 7— Stakeholder & Community Involvement														
Route 30 Committee Meetings														
Presentations at Board of Supervisors' Meetings														
Community Workshops														

DRAFT VISION AND GOALS

Vision

Route 30 is a dynamic, pedestrian friendly corridor anchored by a new East Whiteland train station, lively mixed use areas, iconic local businesses, and inviting open spaces.

Goals

Enhance Local Identity



Consistent and Attractive Streetscape



Mixed Use Hubs



Diverse Housing Opportunities

Thriving Local Businesses

What is a Vision?

- Aspiration: What will Route 30 look like in five, ten, or twenty years? How will you describe Route 30 in the future?
- Character and Context: How and where will people live, work, and travel along the corridor in the future?

Promote Redevelopment



Incorporate Open Space



Improve Safety and Traffic Flow

Accommodate All Users



New Train Station

WHAT DO YOU WANT OR NOT WANT ON ROUTE 30 IN THE FUTURE?

I WANT

I DO NOT WANT

- ❑ Incentivizing the redevelopment of aging shopping centers, abandoned parcels, and underutilized sites, particularly those on small, irregular parcels constrained by the railroad and/or topography
- ❑ Retaining local businesses through redevelopment
- ❑ Incorporating more green space and gateways along Route 30
- ❑ Encouraging adaptive reuse of historic resources
- ❑ Creating an attractive identity for the East Whiteland section of Route 30
- ❑ Allowing a greater mix of land uses in order to ensure flexibility and responsiveness to current and future markets



THE MANY “FACES” OF ROUTE 30

Route 30 displays a wide variety of development patterns and characteristics.



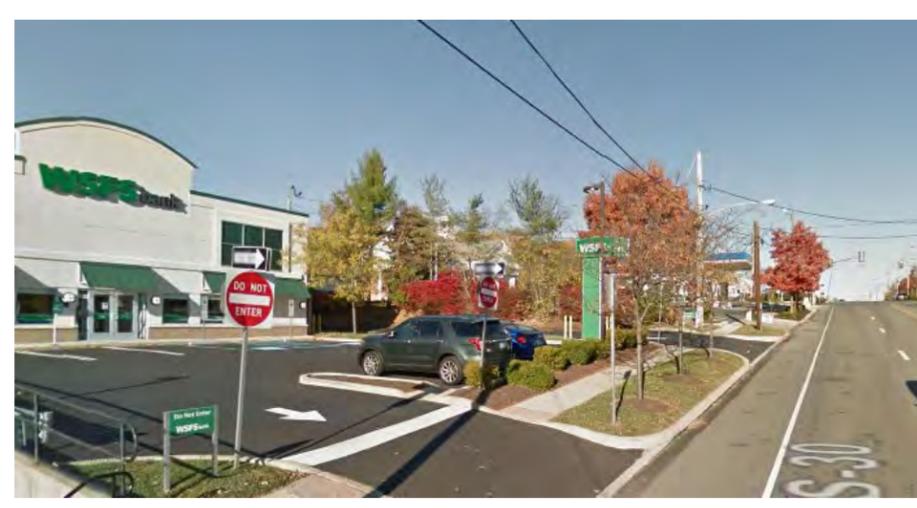
Suburban Caln Township

- Buildings (1 to 2 stories) with deep set backs
- Conventional shopping center design
- Enhanced landscaping with banners
- Sidewalks



Enhanced Suburban Easttown Township

- Taller buildings (2 stories minimum) located close to the street
- Enhanced landscaping
- Sidewalks



“Main Street” Paoli and Wayne

- Buildings (2 to 4 stories) directly adjoin sidewalks
- On-street parking or parking to rear



WHICH “FACE” DO YOU PREFER FOR ROUTE 30 IN EAST WHITELAND?

Place a sticker below the “face” of Route 30 you prefer?



Suburban

“As- is” in East Whiteland with new landscaping and sidewalks



Enhanced Suburban

New landscaping and sidewalks with buildings pulled closer to the street and parking to the side or rear



Enhanced Suburban with “Main Street” Areas

Primarily suburban character with area(s) of concentrated retail, restaurant, residential, and entertainment venues

RESIDENTIAL USES ALONG ROUTE 30

The Comprehensive Plan envisioned a mix of land uses, including residential uses, along particular areas of the Route 30 Corridor.

Place a sticker below the location where you think residential uses should be permitted along Route 30.



A. Residential uses should be intermingled with other uses between Planebrook Road and Route 352

B. Residential uses should be intermingled with uses between Malin Road and Route 401

C. Residential uses should be dispersed throughout the corridor

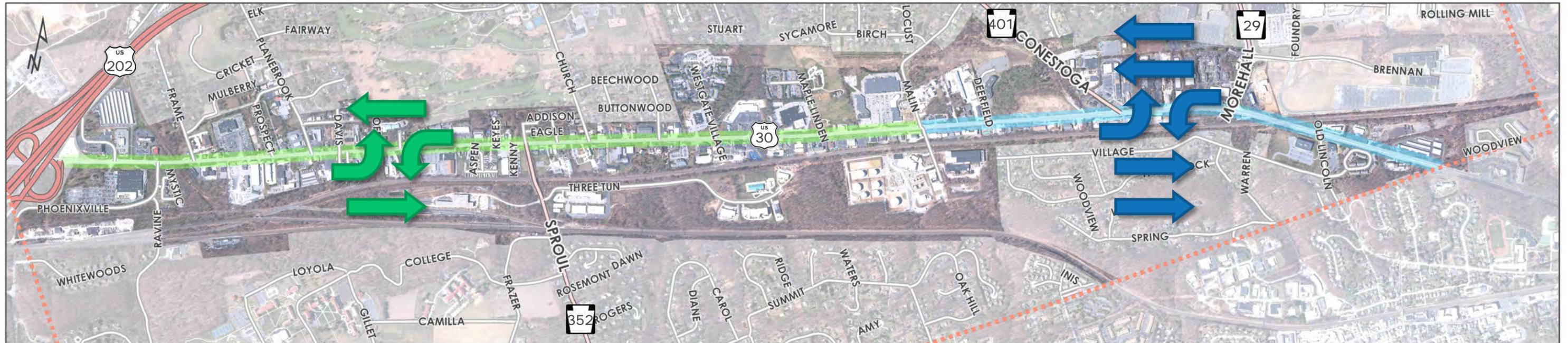
D. New residential uses do not belong on the corridor

KEY ISSUES—TRANSPORTATION

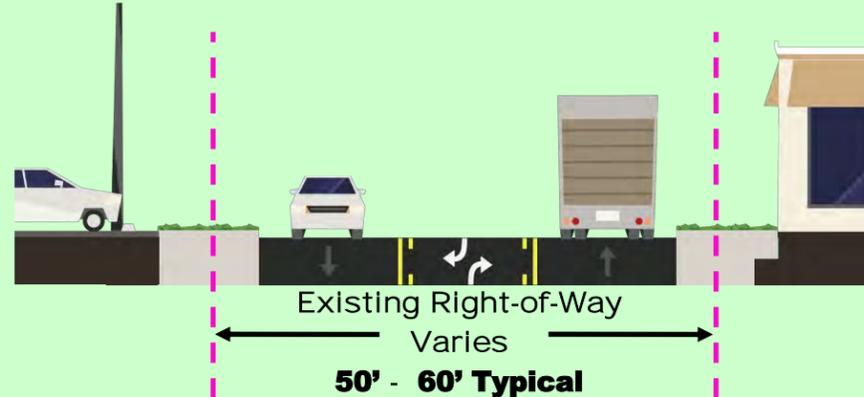
- ❑ Traffic congestion and safety concerns caused by the inconsistent lane configuration, numerous driveways, and limited roadway connectivity
- ❑ Lack of bicycle and pedestrian facilities to access and travel along the corridor
- ❑ Lack of facilities for transit riders
- ❑ Inconsistent and unattractive streetscape



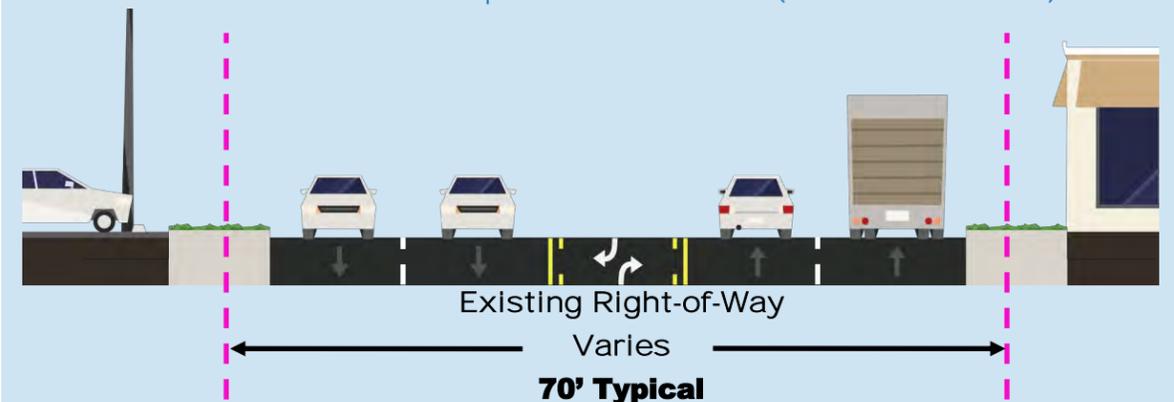
Route 30 narrows to one lane in each direction west of Malin Road



US 202 —Malin Road (Western Section)

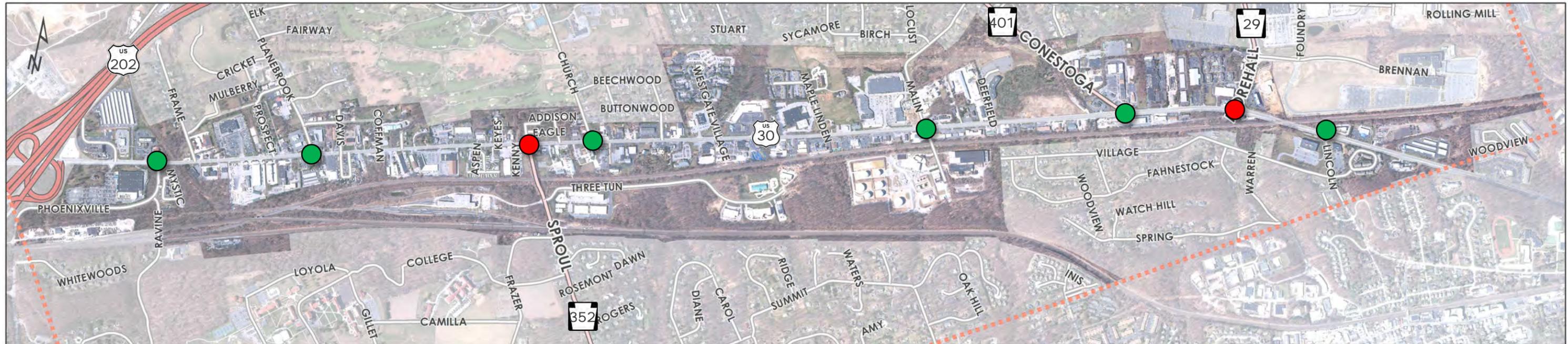


Malin Road—Township Eastern Border (Eastern Section)

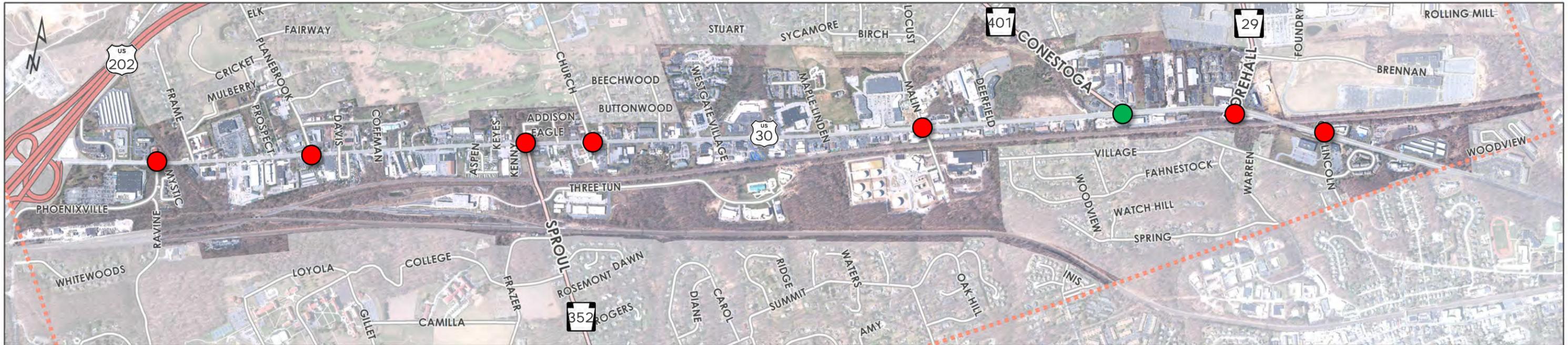


TRAFFIC CONDITIONS

Existing Conditions



Future Conditions



Legend for Intersection Operations

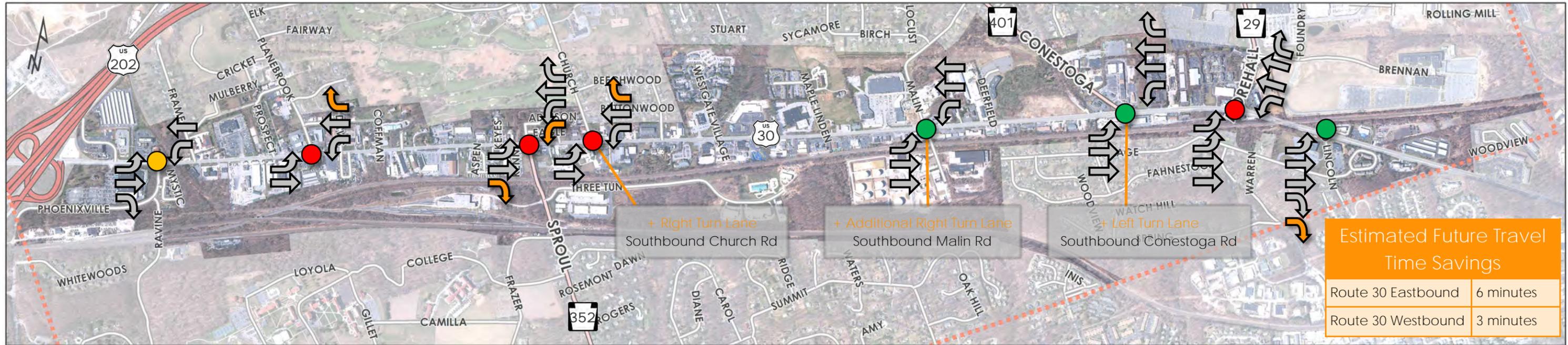
- Little Delay
- Near Capacity, with Moderate Delay
- Over Capacity, With High Delay

Note: Traffic analysis results based on afternoon peak hour

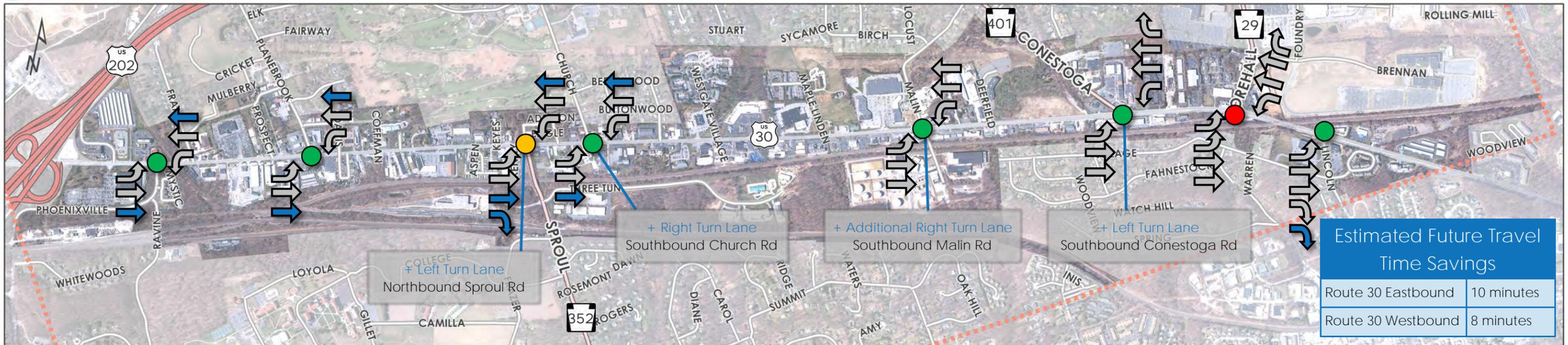
The volume of traffic on Route 30 could increase by about 80% in the next 10+ years

TRANSPORTATION IMPROVEMENT OPTIONS

1 Current Lane Configuration with Additional Turn Lanes at Select Intersections



2 Consistent Five-Lane Cross Section with Additional Turn Lanes at Select Intersections



Legend for Intersection Operations

- Little Delay
- Near Capacity, with Moderate Delay
- Over Capacity, With High Delay

Legend for Improvement Options

- ⇨ New lane
- ⇨ Existing lane

Note: Traffic analysis results based on future traffic volumes in the afternoon peak hour. Travel time savings based on future conditions without improvements.

OPTIONS TO DRIVE, WALK, BIKE, OR PARK

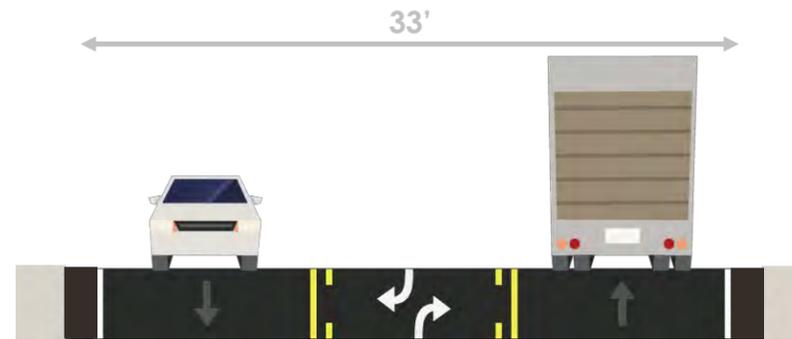
1

Current Lane Configuration

Plus additional turn lanes at select intersections

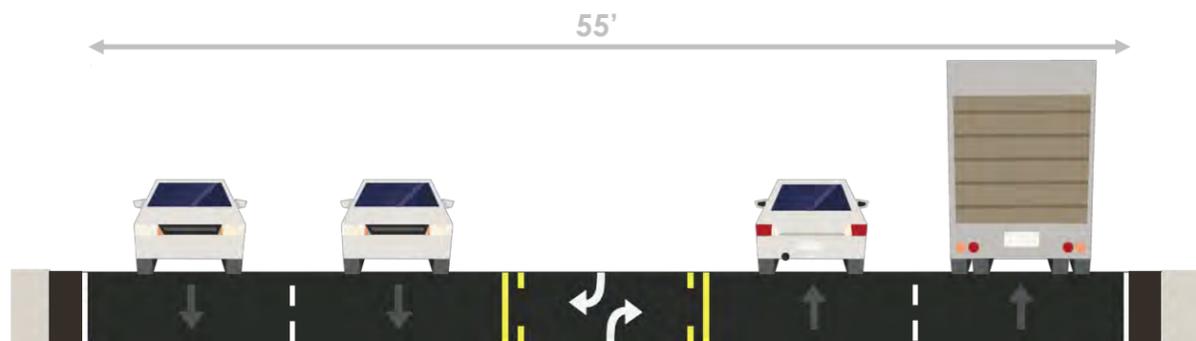
US 202—Malin Road (Western Section)

One Travel Lane in Each Direction with a Center Turn Lane



Malin Road—Township Eastern Border (Eastern Section)

Two Travel Lanes in Each Direction with a Center Turn Lane

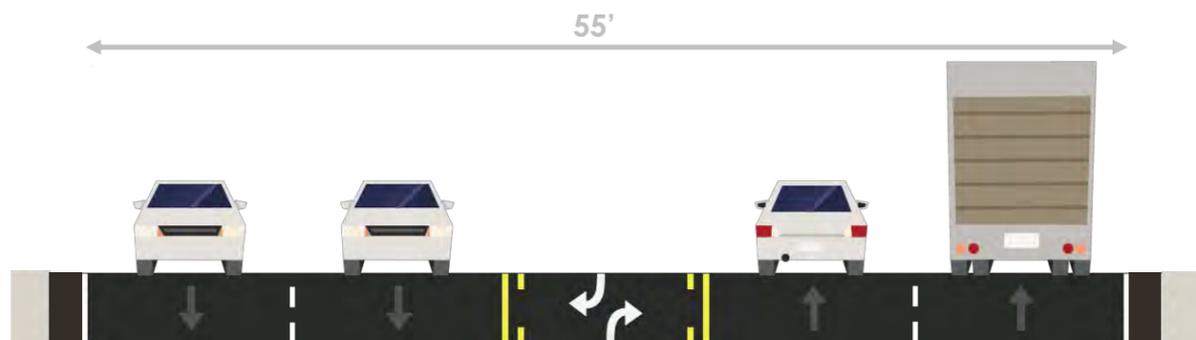


2

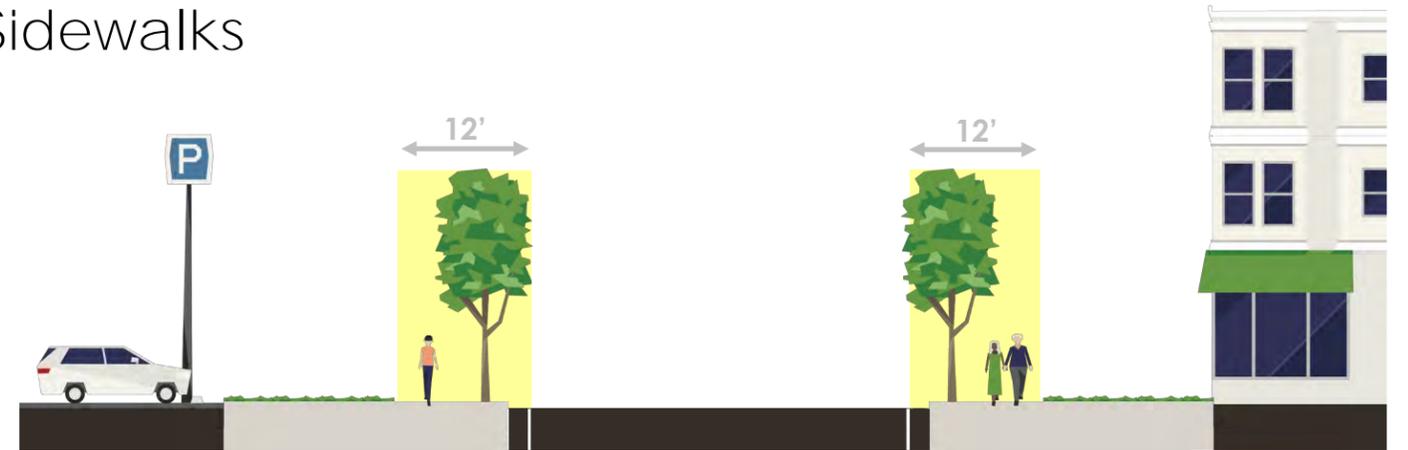
Consistent Five-Lane Cross Section

Plus additional turn lanes at select intersections

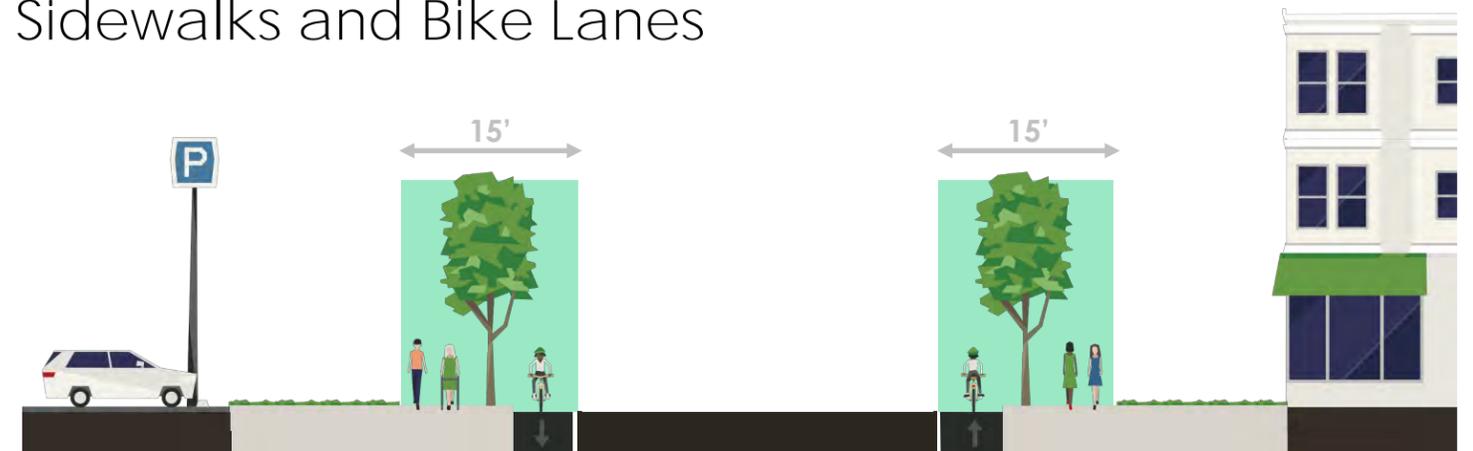
Two Travel Lanes in Each Direction with a Center Turn Lane



A Sidewalks



B Sidewalks and Bike Lanes



C Sidewalks and On-Street Parking



TRANSPORTATION CONNECTIONS

Give your feedback on these potential new transportation connections on the paper provided.

Do you support advancing plans for potential new roadway connections?

New roadway connections can help to provide alternative routes, relieve congestion, and improve accessibility. Each of the potential new roadway connections identified below will require further evaluation.



Do you support advancing plans and evaluation of a new SEPTA Regional Rail Station in East Whiteland near Route 30?



Photo Credit: Chester County Planning Commission

