

WELCOME

East Whiteland Township

Route 30 Corridor Master Plan

COMMUNITY WORKSHOP



BACKGROUND

Planning
Establishing the Vision

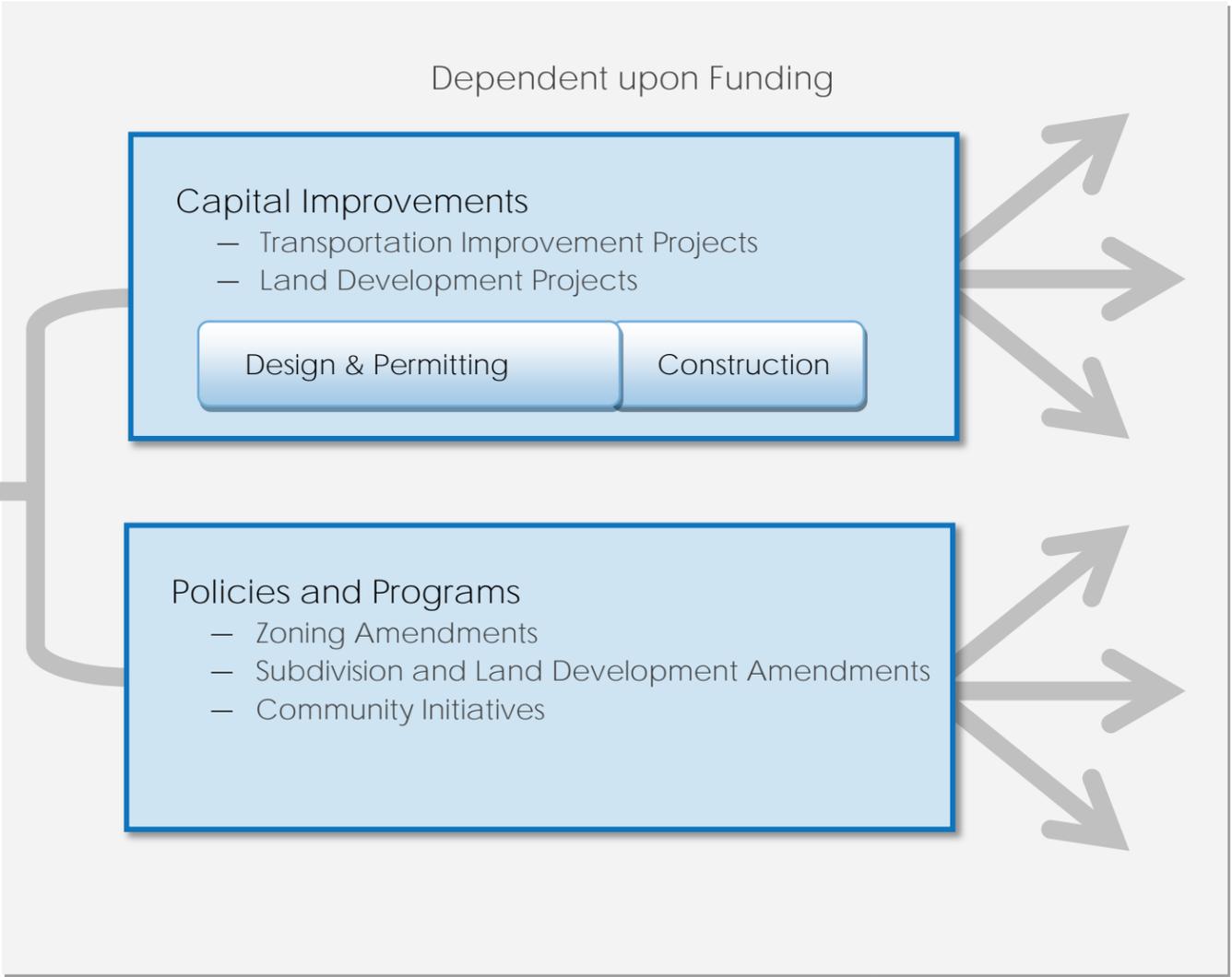
Implementation
Achieving the Vision

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)



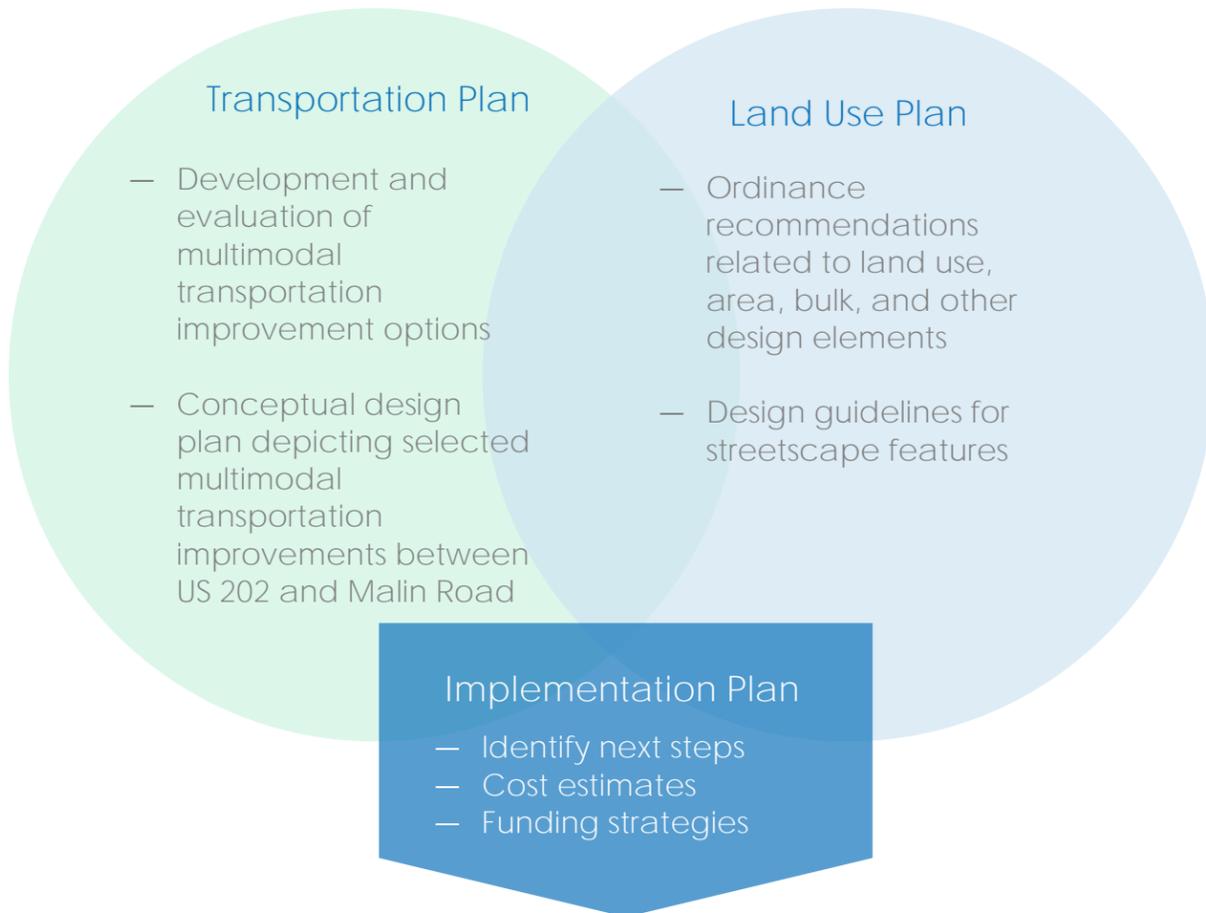
Based on Community Input

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														

ROUTE 30 CORRIDOR 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

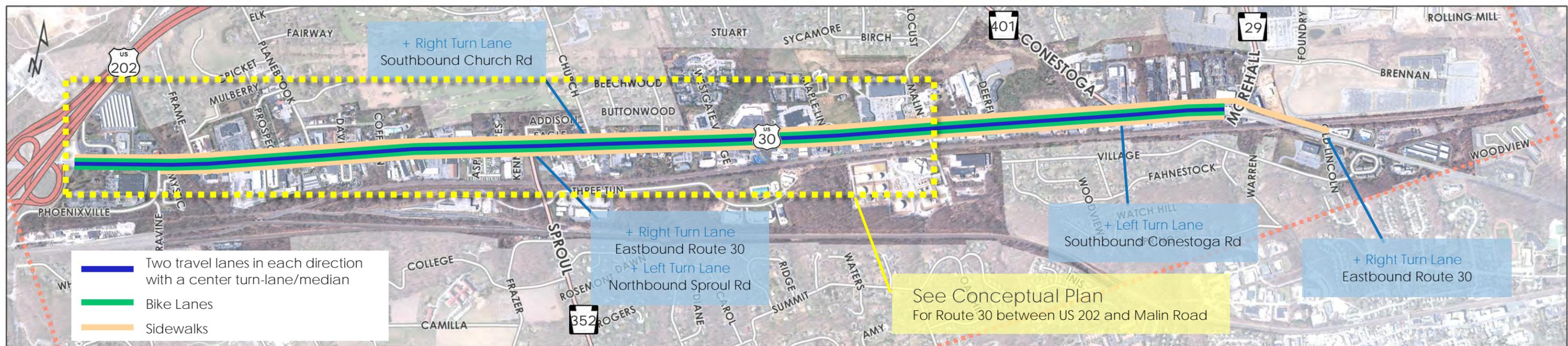
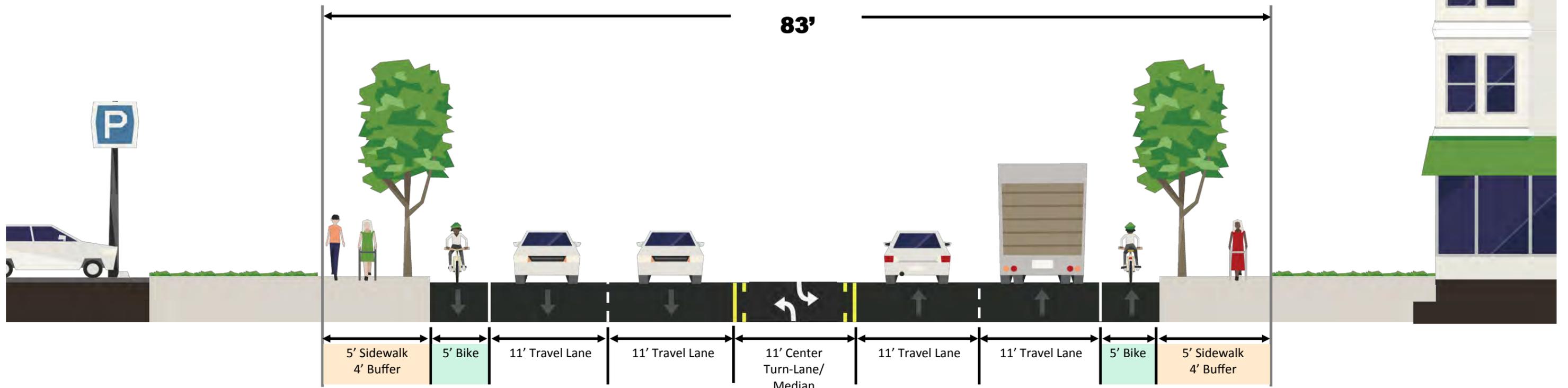


New Train Station

TRANSPORTATION PREFERRED ALTERNATIVE

Five-Lane Cross Section with Intersection Improvements

- + Bike Lanes
- + Sidewalks
- + Streetscape Enhancements
- + Access Management Strategies
- + Bus Stop Enhancements

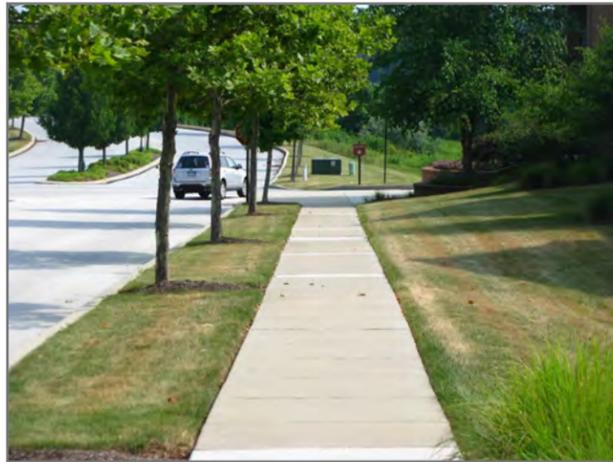


TRANSPORTATION CONCEPTUAL PLAN FEATURES

Streetscape Enhancements

Streetscape enhancement improve how people interact with the corridor by creating a built environment that is accommodating and attractive for all users. Streetscape elements can also help to calm traffic, reduce travel speeds, and improve safety. Proposed improvements for Route 30 include:

Sidewalks & Street Trees



Crosswalks & Pedestrian Lighting



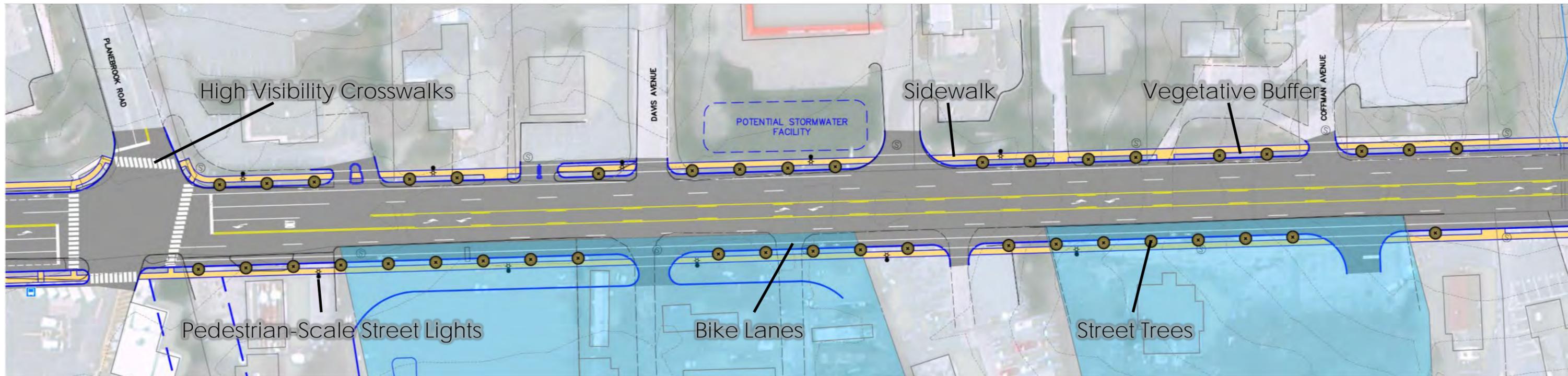
Bike Lanes & Vegetative Buffers



Landscaping & Amenities



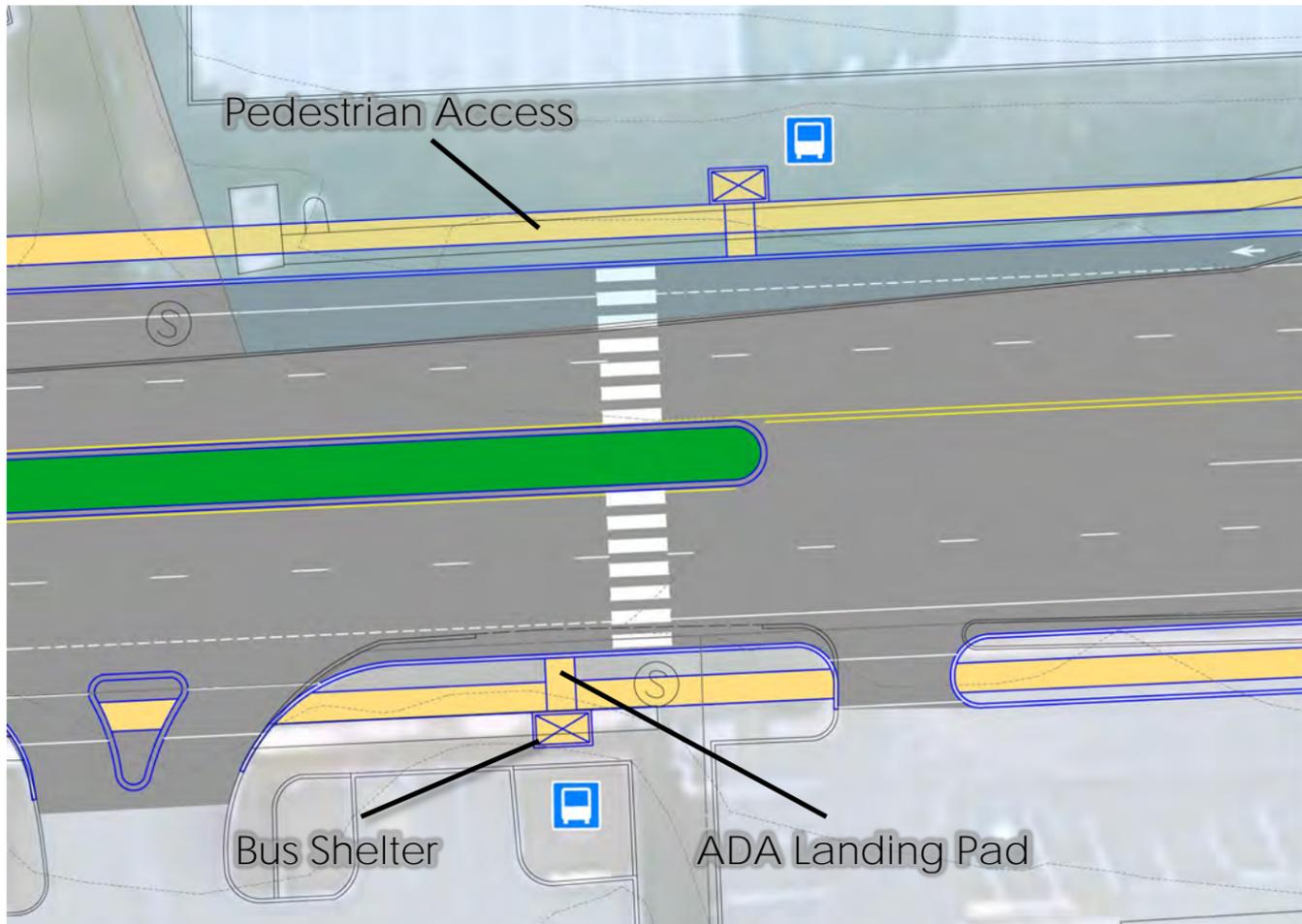
Streetscape elements are recommended for the entire Route 30 Corridor. This exhibit shows typical placement of streetscape elements on a short segment.



TRANSPORTATION CONCEPTUAL PLAN FEATURES

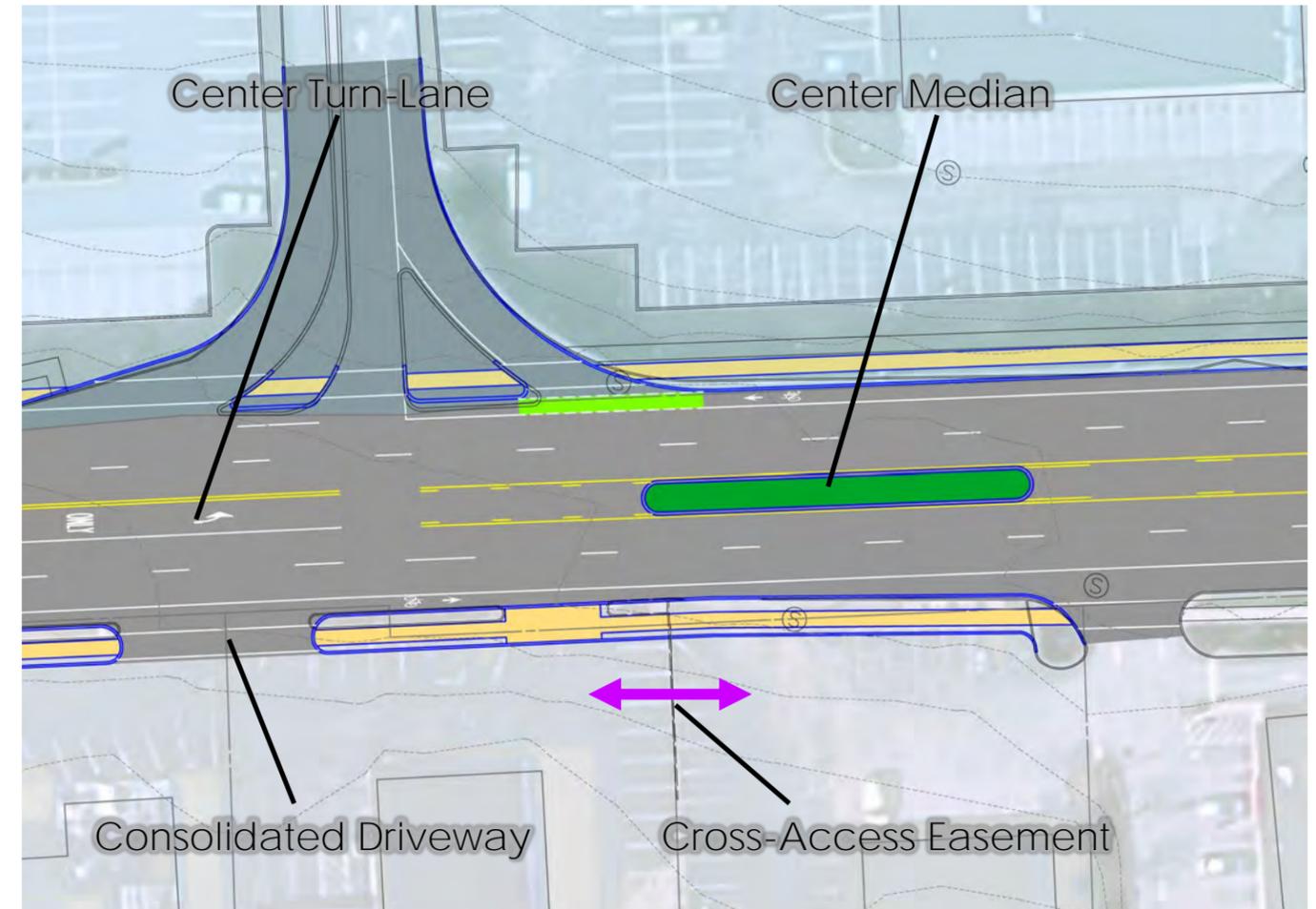
Bus Stop Improvements

Bus stop improvements enhance the transit user experience. In this corridor, bus stop improvements may include bus shelters, loading pads, pedestrian access, and other amenities such as trash cans or benches.



Access Management Strategies

Access management strategies involve limiting or consolidating access points to a roadway in order to improve safety and reduce congestion. Access management strategies along Route 30 could include consolidating driveways, cross access easements, and providing a center left-turn lane or center medians.



EAST WHITELAND REGIONAL RAIL STATION

Potential Train Station Locations



Chester County Planning Commission

Next Step: Train Station Feasibility Study

In Summer 2018, the Delaware Valley Region Planning Commission (DVRPC) will initiate a feasibility study to evaluate a new regional rail station in East Whiteland Township.

The DVRPC study will include:

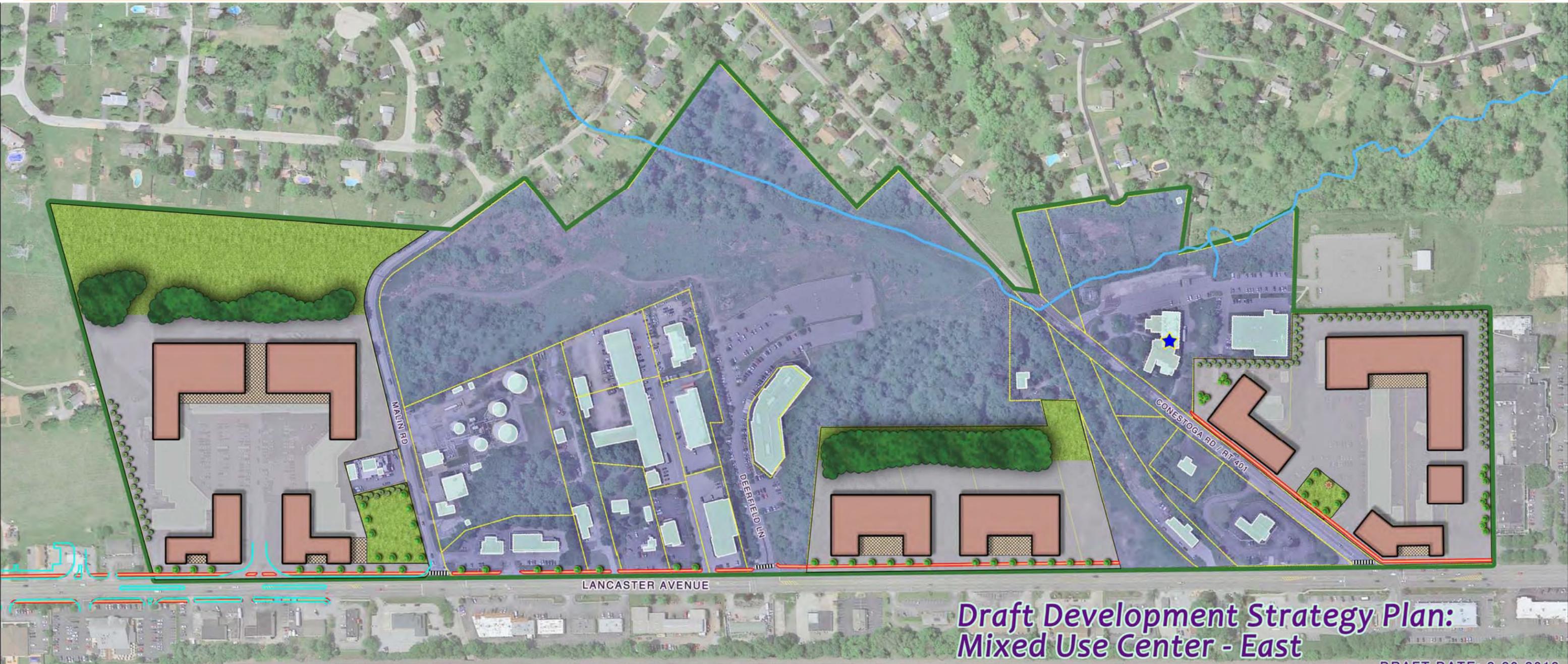
- Identifying the needs and opportunities for a new station in Frazer
- Developing and evaluating two (2) conceptual alternative sites for a new station
- Preparing ridership forecasts for the new station
- Determining how a new station might impact demand on the rest of the Paoli-Thorndale rail line

TRANSPORTATION IMPROVEMENT PRIORITIES

You are now in charge of allocating funding for transportation improvements along Route 30. Place your “bucks” into the boxes associated with your priority transportation improvements. When options are provided, write your selection on the back of your “buck”.

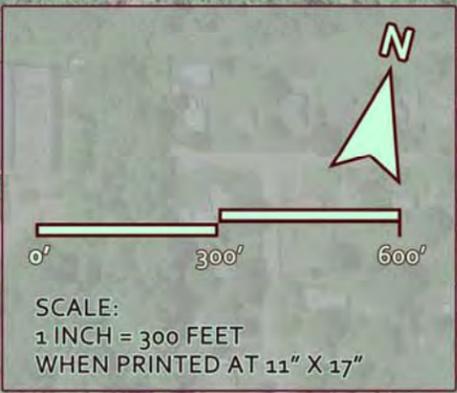
A	Widen Route 30 5-lane cross section with bike lanes
B	Intersection Improvements Additional turn lanes, signal upgrades, and pedestrian crossing enhancements
	Options include: <ul style="list-style-type: none"> <li style="width: 50%;">• Planebrook Road <li style="width: 50%;">• Route 401 <li style="width: 50%;">• Route 352 (Sproul Road) <li style="width: 50%;">• Route 29 <li style="width: 50%;">• Church Road <li style="width: 50%;">• Old Lincoln Highway
C	Streetscape Enhancements Sidewalks, street trees, street lights, and amenities
D	East Whiteland Regional Rail Train Station
E	New Roadway Connections
	Options include: <ul style="list-style-type: none"> • Planebrook Extension to King Road • Three Tun extension to Malin Road • Connection between Route 401 & Route 29
F	Other Describe your improvement on the back of your “buck”

MIXED USE CENTER—EAST



Draft Development Strategy Plan: Mixed Use Center - East

DRAFT DATE: 2-20-2018



LEGEND:

	Mixed Use Center - EAST		Sidewalk
	New Building		Proposed Curb Line
	Class I Historic Resource		Crosswalk

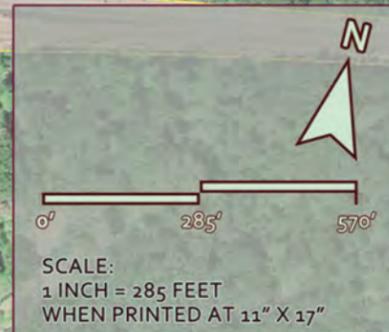
IMAGE SOURCES:
SATELLITE AERIAL: GOOGLE EARTH 5-24-2016
GIS: CHESTER COUNTY

MIXED USE CENTER—WEST



Draft-Development Strategy Plan: Mixed Use Center - West

DRAFT DATE: 2-20-2018



LEGEND:

- | | | | |
|---|---------------------------------------|---|-----------------------------------|
|  | Mixed Use Center - WEST |  | Sidewalk |
|  | Multifamily Route 30 Overlay District |  | Proposed Curb Line |
|  | New Building |  | Crosswalk |
| | |  | Residential Mixed Use Opportunity |
| | |  | Class I Historic Resource |

IMAGE SOURCES:
SATELLITE AERIAL: GOOGLE EARTH 5-24-2016
GIS: CHESTER COUNTY