

EAST WHITELAND TOWNSHIP
ROUTE 30 CORRIDOR STUDY

2nd

COMMUNITY
WORKSHOP

Tell us your opinions!
March 8, 2018
5:00 PM to 8:00 PM
The Desmond Malvern



www.eastwhiteland.org/353/Route-30-Corridor-Study

#EWT30

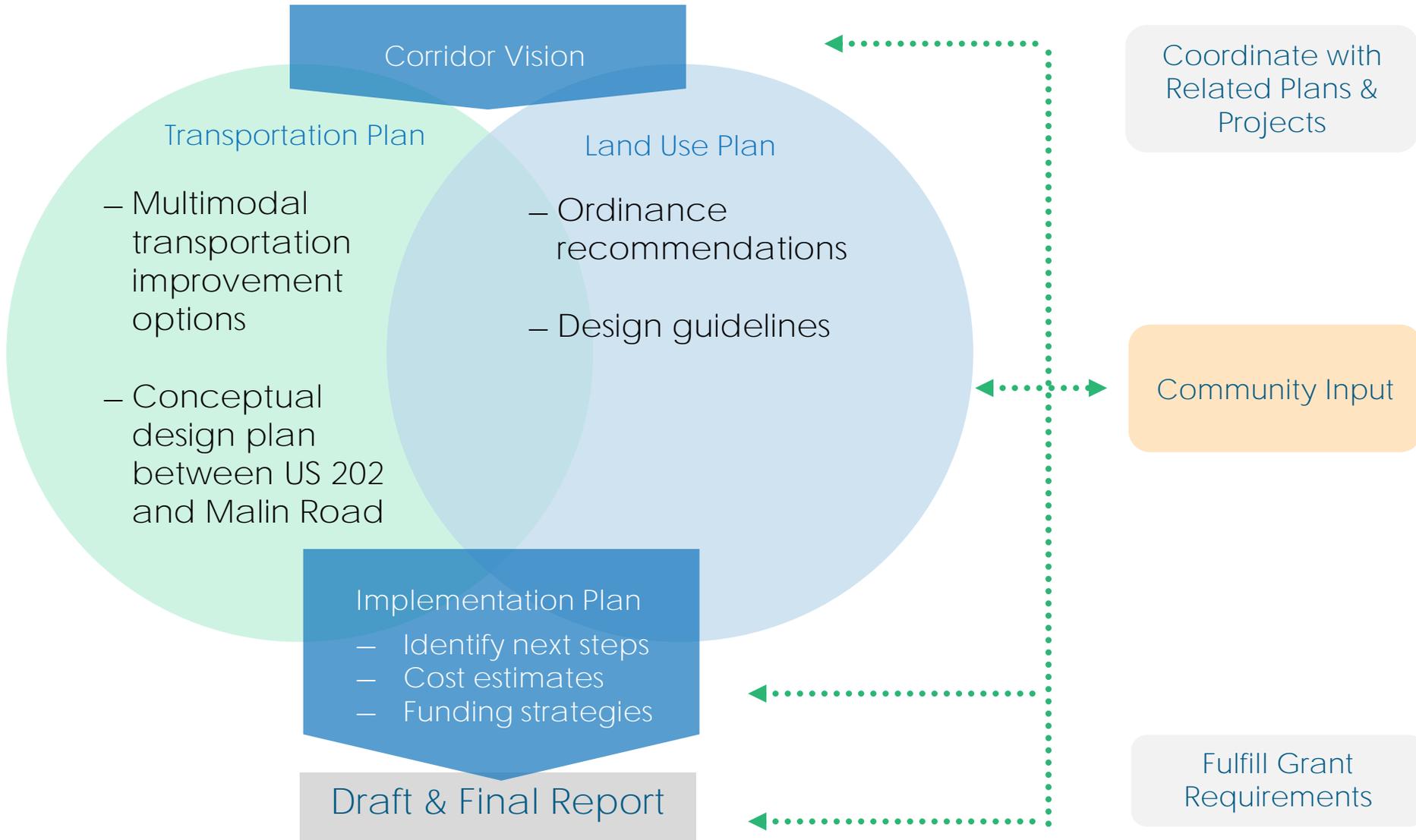
Project Overview



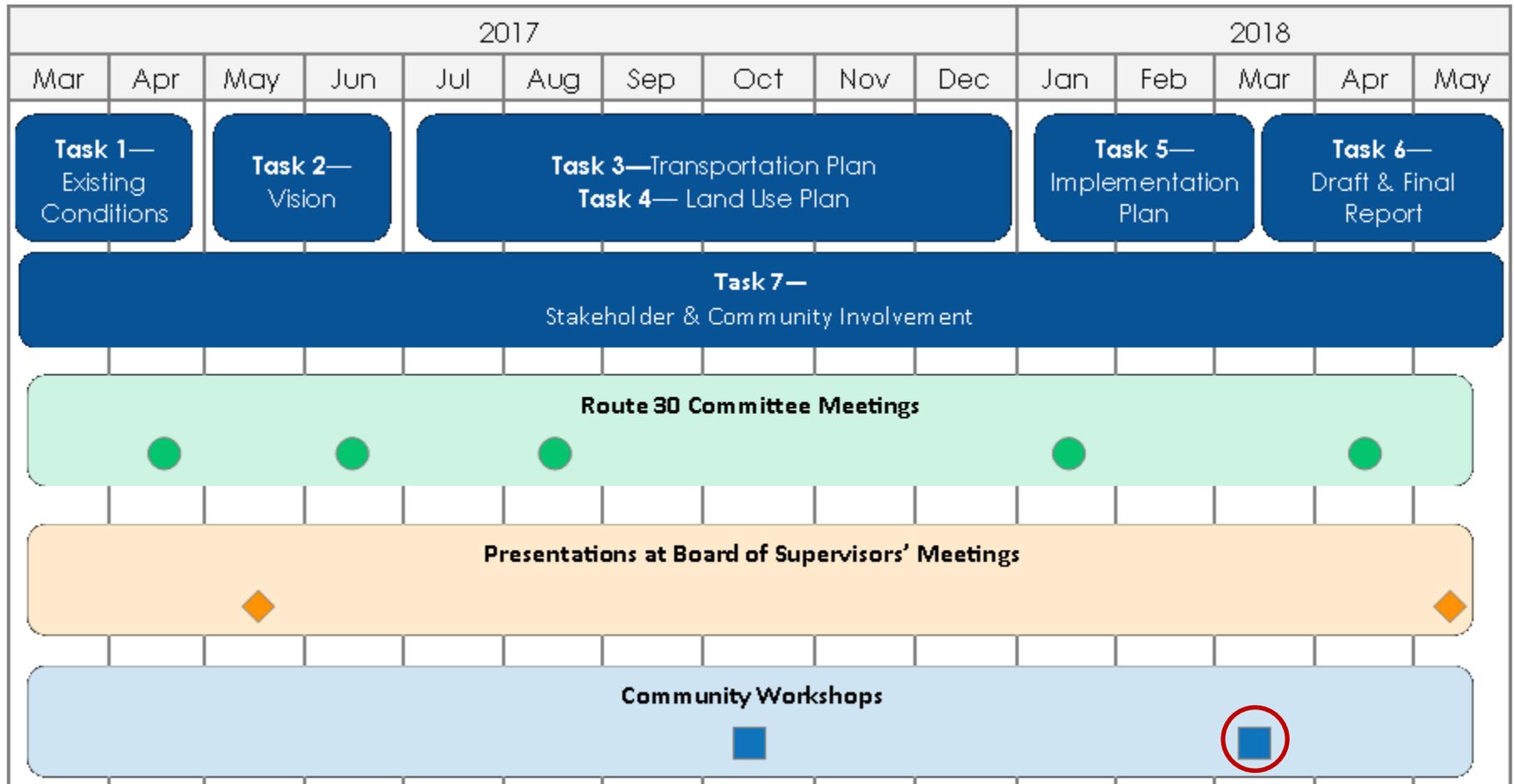
Vision

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.

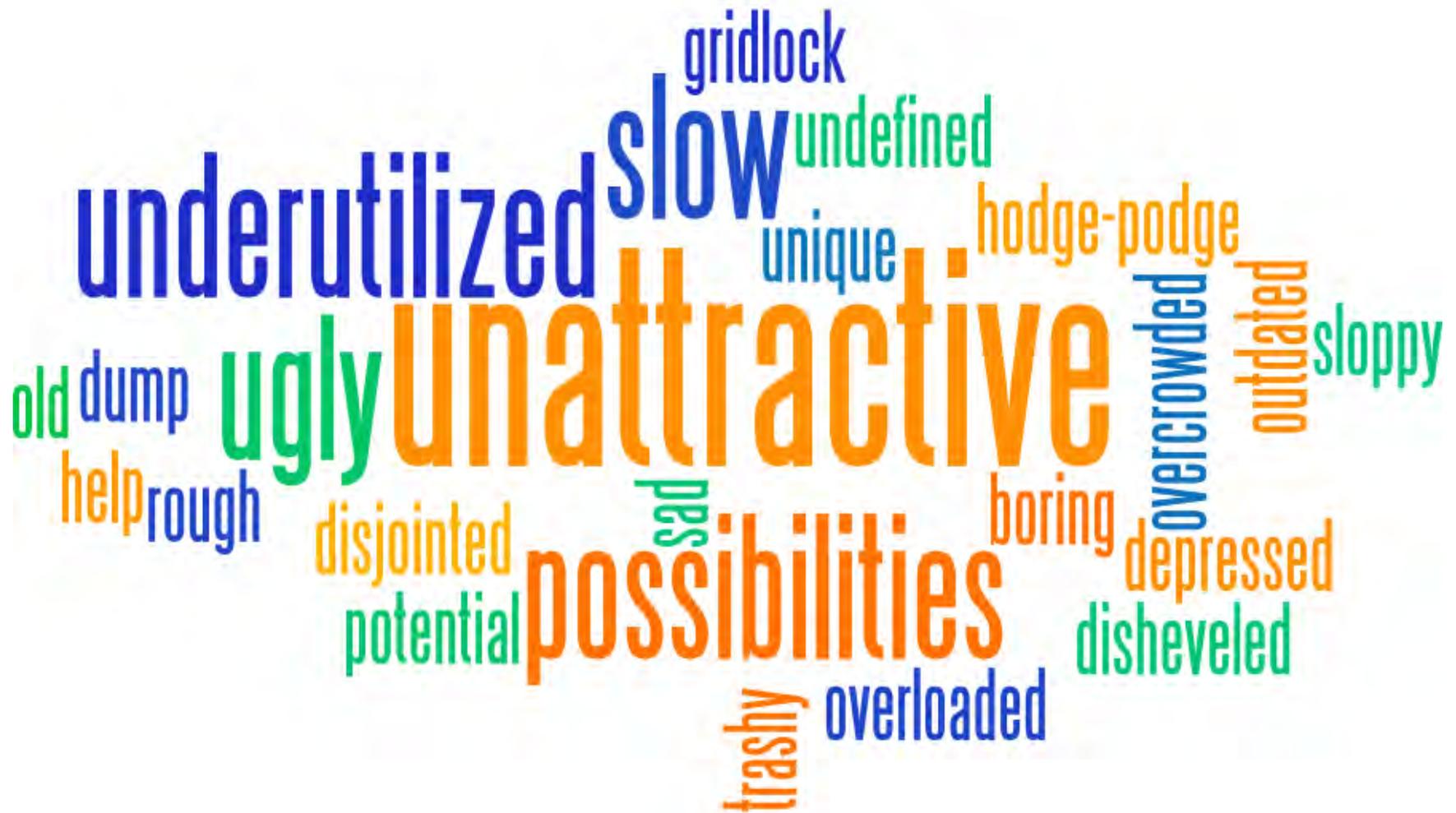
Coordinated Transportation & Land Use Plan



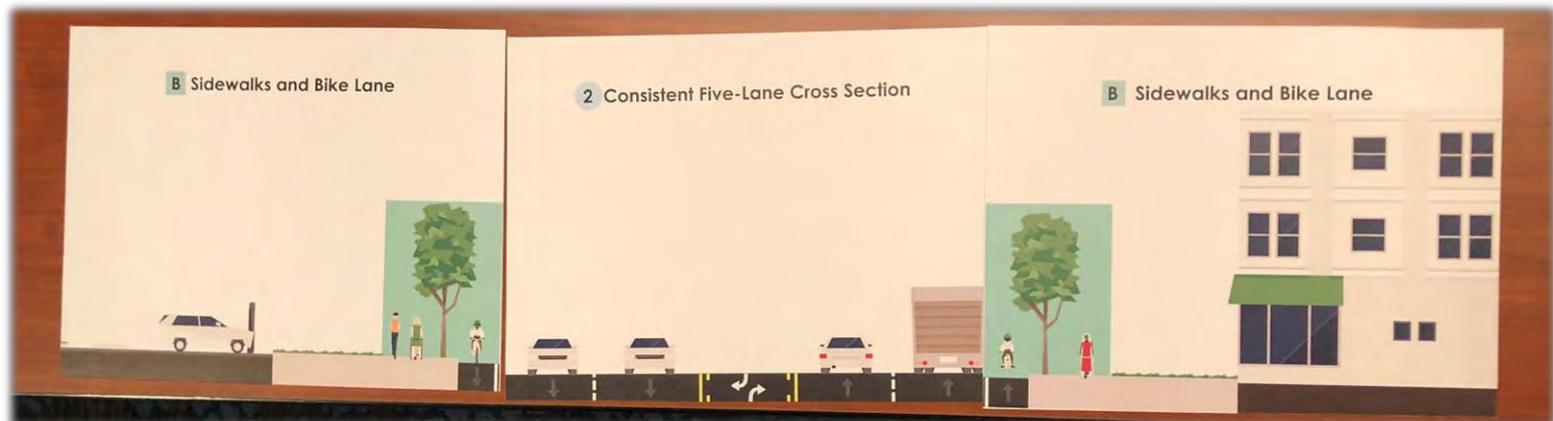
Schedule



Community Workshop #1 – October 19, 2017



Community Workshop #1 – October 19, 2017



Community Workshop #2 Purpose

Present and Gather Input

- Draft Conceptual Land Use Plans
- Draft Conceptual Transportation Plans
- Potential Priorities for Implementation



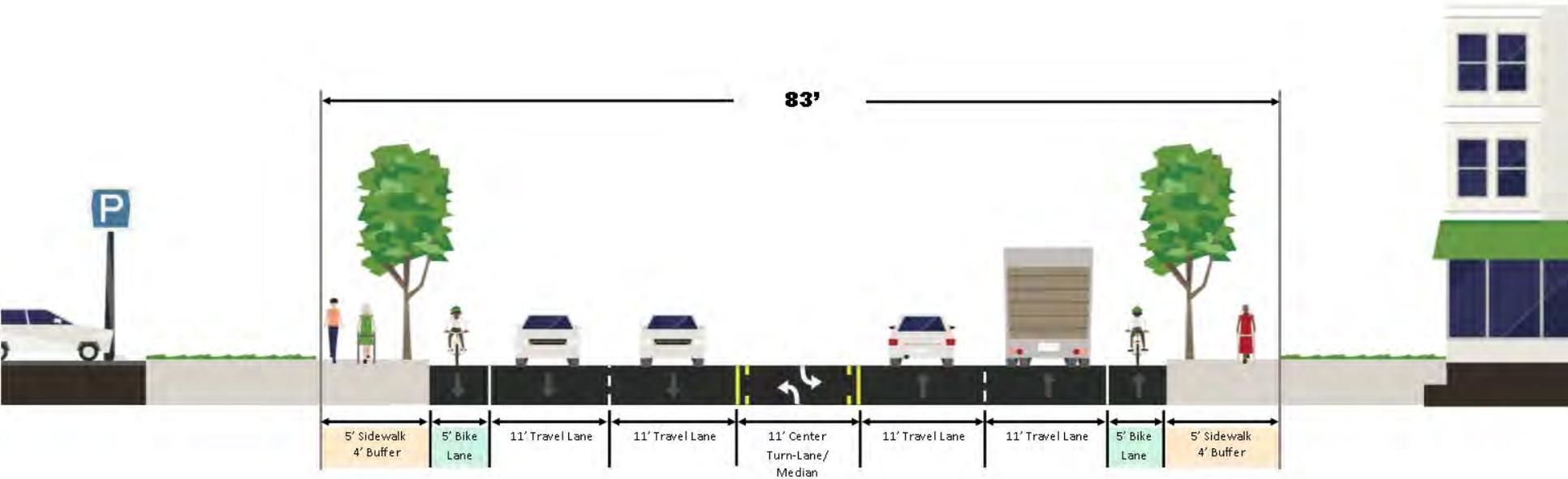
East Whiteland Regional Rail Station

Potential Train Station Locations

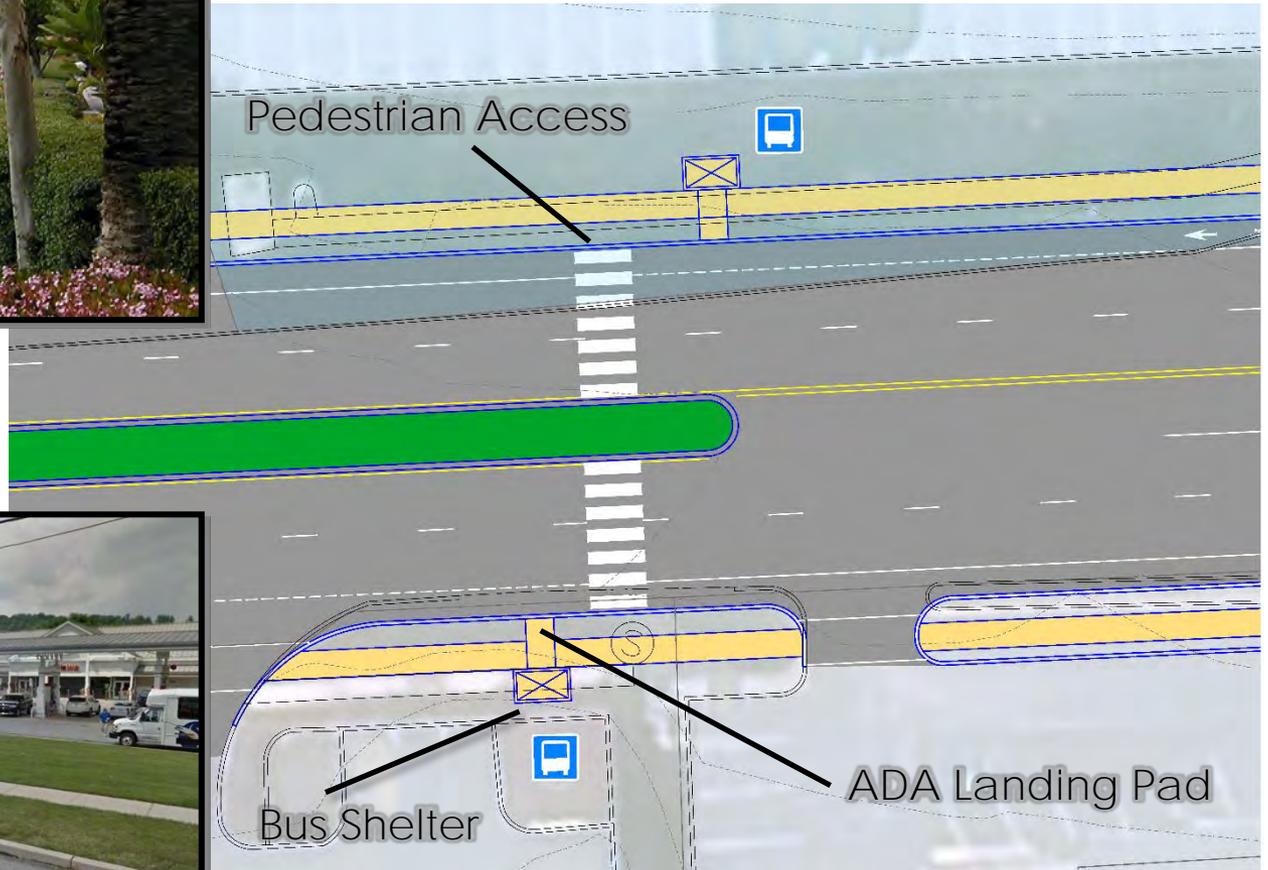


New East Whiteland Train Station
Feasibility Study
(To begin in Summer 2018)

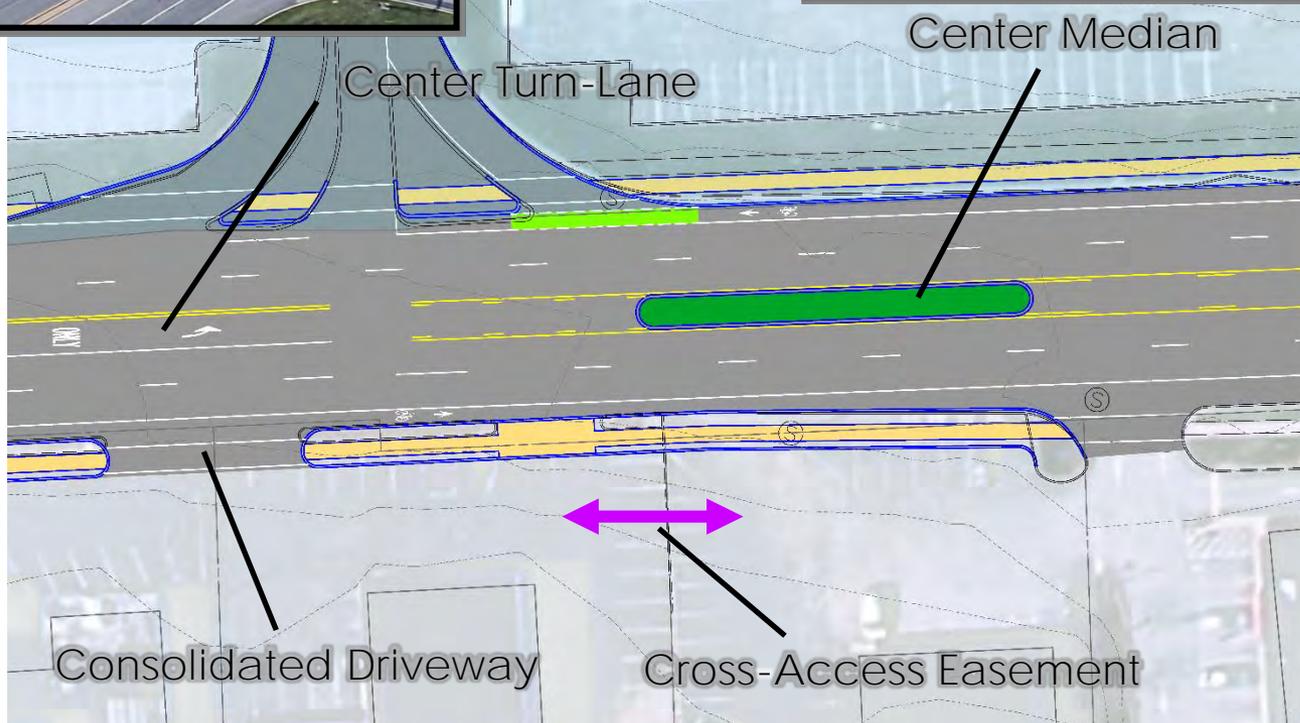
Transportation – Preferred Alternative



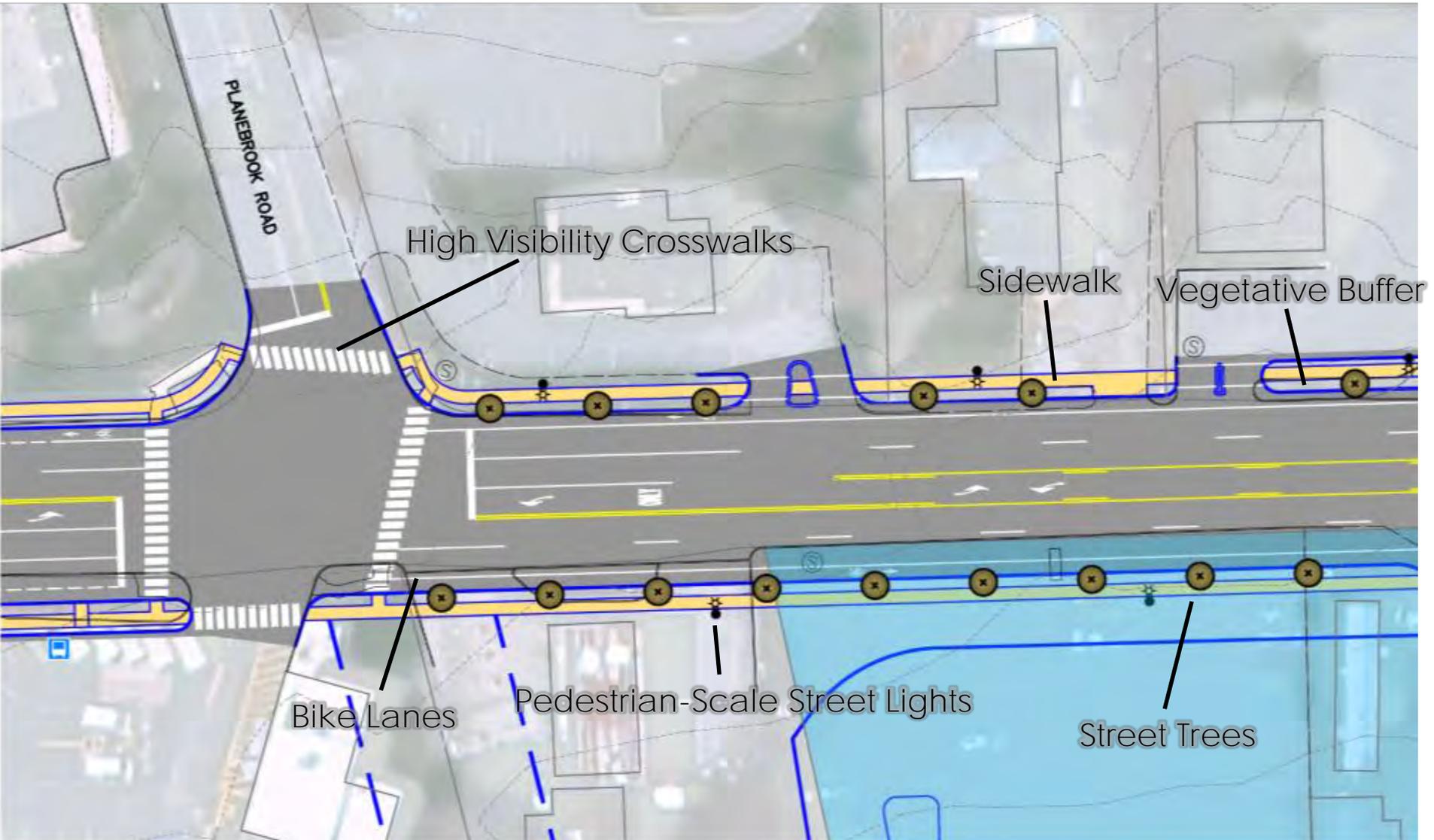
Bus Stop Upgrades



Access Management Strategies



Streetscape Enhancements



Streetscape Enhancements



Design Guidelines

- Located in both Zoning & Subdivision and Land Development Ordinances



Streetscape Aesthetics and Character



Traditional



Contemporary



Progressive

Land Use Plan

Draft Development Strategy Plan

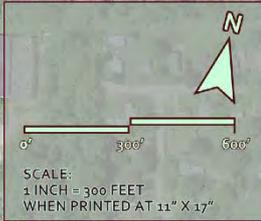
Mixed Use Center - East



**Draft Development Strategy Plan:
Mixed Use Center - East**

DRAFT DATE: 2-20-2018

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



LEGEND:

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

Land Use Plan

Draft Development Strategy Plan

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 |
|  | Class I Historic Resource |  | Residential Mixed Use Opportunity |

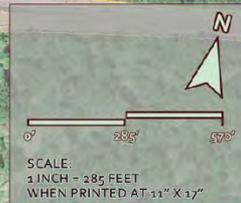
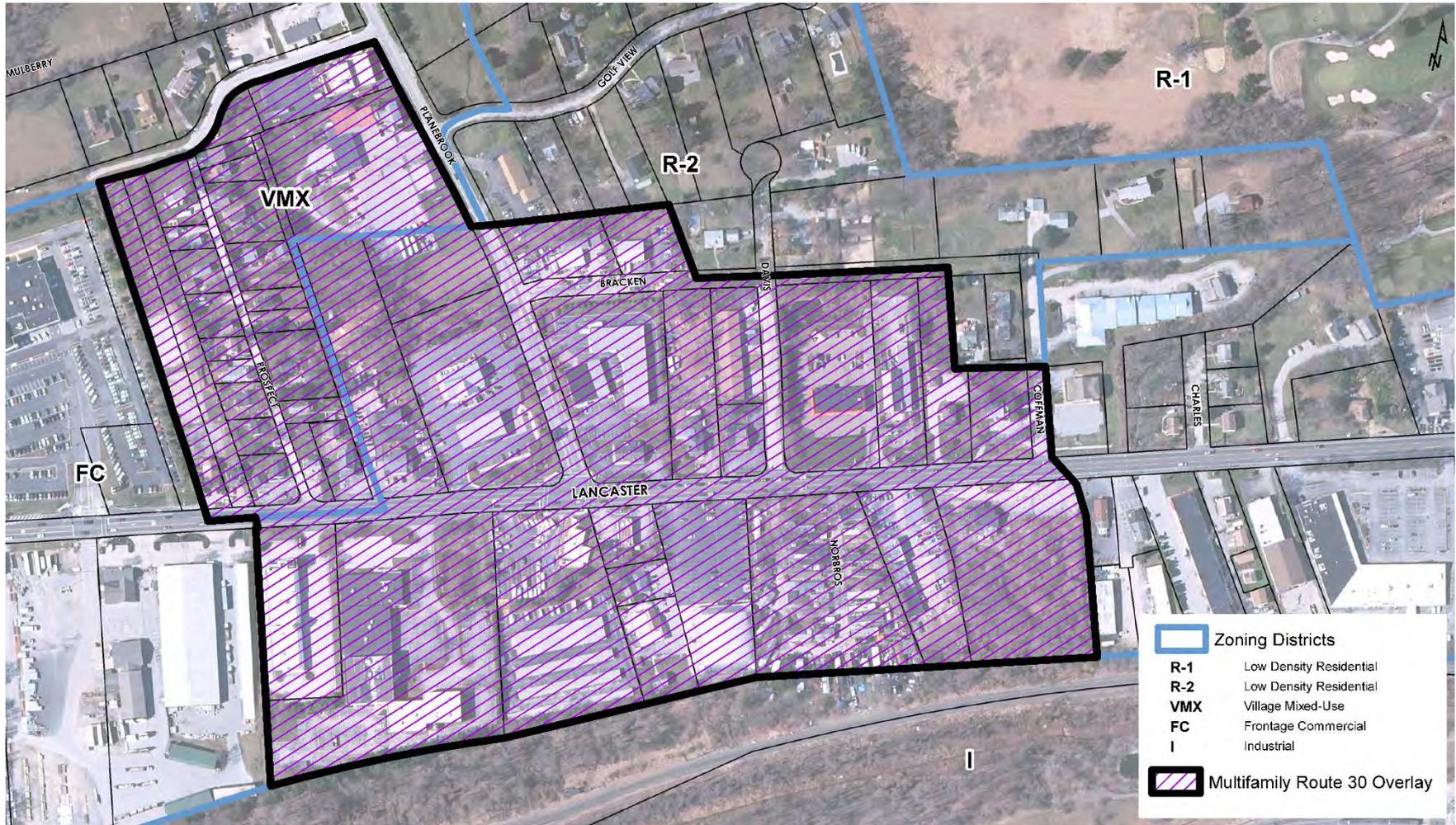


IMAGE SOURCES:
SATELLITE AERIAL: GOOGLE EARTH 5-24-2016
GIS: CHESTER COUNTY

Draft Multifamily Route 30 Overlay District



Frazer Lane – Proposed Multifamily Development



Share Your Ideas

- ❑ Comments on Draft Conceptual Plans
- ❑ Interactive Stations for Transportation and Land Use
- ❑ Comment Forms: Written Comments Due by 3/30/18
- ❑ Talk to a project team member
- ❑ Stay engaged:

www.eastwhiteland.org/353/Route-30-Corridor-Study

#EWT30

Next Steps

- Consideration of Multifamily Route 30 Overlay District Zoning Amendment
- Refine Transportation Conceptual Plan
- Refine Land Use Conceptual Plan
 - Refine Ordinance Recommendations
 - Refine Design Guidelines
- Develop Implementation Plan
- Draft Report: May 2018
- Final Report: June 2018