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Introduction

Route 30 is the “Main Street” of East Whiteland Township; serving the mobility needs of residents, businesses, and visitors in the Village of Frazer. Stretching nearly four miles from the East Whiteland Township boundaries with West Whiteland Township to the west to Willistown Township to the east, this major arterial roadway carries between 10,000 and 20,000 vehicles every day. Within East Whiteland Township, Route 30 links a wide variety of key destinations, including office parks, retail shops, and residential neighborhoods. However, Route 30 lacks the desired character that the community desires.

As stated in the East Whiteland Township Comprehensive Plan, “The high volume of vehicles, close proximity to neighborhoods, multiple crossroads (on the northern side), connectivity on the regional scale, relatively low rents, and the presence of significant institutions...are all viewed as competitive advantages.” However, vacant and run-down buildings are not uncommon, traffic congestion leaves motorists frustrated, and there is little accommodation for pedestrians, cyclists, and transit riders. For these reasons, East Whiteland Township identified the need to holistically plan for the future of Route 30.

In 2017, East Whiteland Township was awarded a Transportation and Community Development Initiative (TCDI) grant from the Delaware Valley Regional Planning Commission to develop this coordinated transportation and land use plan for the Route 30 corridor. This plan provides a blueprint for reimagining Frazer and the Route 30 corridor.

Study Area

The study area is focused on the four mile stretch of Route 30 within East Whiteland Township, generally between U.S. 202 to the west and Old Lincoln Highway to the east. As shown in Figure 1.1, the study area includes all of the properties fronting along Route 30.

Route 30 is an east-west oriented community arterial that connects a number of north-south oriented corridors in the area, including PA 352, PA 401, and PA 29. Route 30 is parallel to the U.S. 202 corridor and Chester Valley Trail to the north and the Amtrak/SEPTA Rail Line and Norfolk Southern Rail Line to the south. The rail lines, in particular, are a barrier and limit access in the area due to the few number of railroad crossings. In addition, SEPTA’s Bus Route 204 operates along Route 30 linking Paoli, Great Valley, Frazer, Exton, and Eagleview.

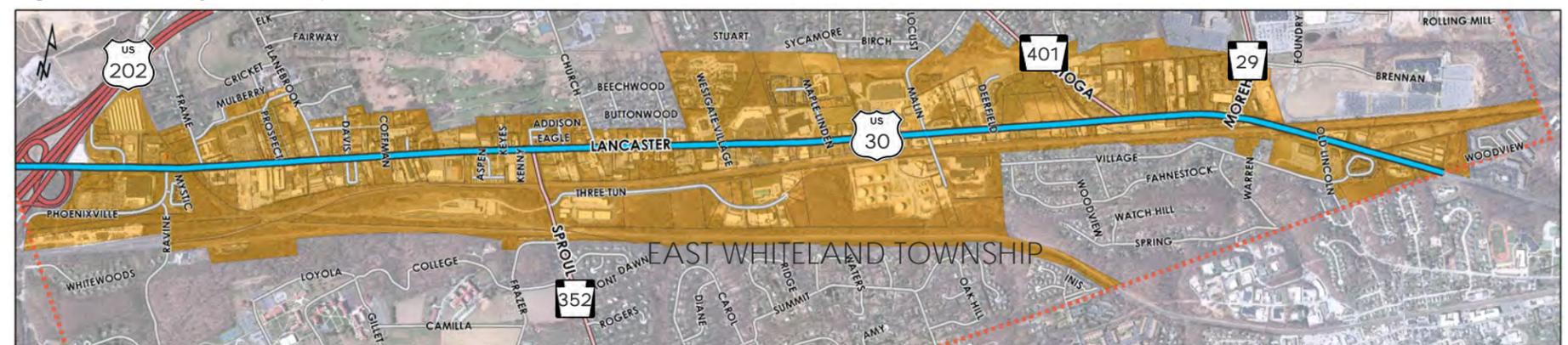
Building on Previous Plans

The Route 30 Corridor Master Plan takes key concepts presented in previous plans and studies developed by East Whiteland Township and aims to further develop the ideas to advance them towards implementation. Specifically, this document builds upon concepts presented in the East Whiteland Township Comprehensive Plan, the Patriots Path Plan, the Malin Road Extension Feasibility Study, and Route 29 Multimodal Transportation Study.

East Whiteland Township Comprehensive Plan

In 2016, East Whiteland Township completed an update to the East Whiteland Township Comprehensive Plan. Route 30 was one of three priority focus areas of the Comprehensive Plan. Some of the key issues identified along the corridor include traffic congestion, lack of bicycle and pedestrian facilities, overall appearance and the impact on community identity.

Figure 1.1 – Study Area Map



The Comprehensive Plan included a goal to promote redevelopment along Route 30 and create a more attractive and vibrant corridor with a mix of land uses, improved multimodal transportation options, and reduced congestion. Figure 1.2, the Township’s future land use map, identifies three mixed use nodes along Route 30. In addition to roadway improvements, bicycle and pedestrian connectivity was a priority focus area in the Comprehensive Plan. The Comprehensive Plan included a Route 30 Streetscape Plan and recommendations to provide sidewalks along both sides of Route 30, as well as connections between Route 30 and residential areas and the Chester Valley Trail highlighted in Figure 1.3. The Route 30 Corridor Master Plan is a direct implementation strategy of the East Whiteland Township Comprehensive Plan.

Patriots Path Plan

East Whiteland Township partnered with Malvern Borough and Tredyffrin Township to develop the Patriots Path Plan. This plan identifies trails, sidewalks, and other pathways linking properties that played a special role during the American Revolutionary War. East Whiteland Township developed a conceptual plan and cost estimate for the segment linking Old Lincoln Highway to PA 29 along Route 30.

Malin Road Extension Feasibility Study

Key multimodal and future roadway connections outside of the

immediate Route 30 corridor were adapted from the Malin Road Extension Feasibility Study. The study recommended a future roadway and trail connection between South Malin Road and Pennsylvania Avenue in Malvern Borough and an extension of Three Tun Road to South Malin Road.

Route 29 Multimodal Transportation Study

The Route 29 Multimodal Transportation Study was led by the Transportation Management Association of Chester County (TMACC) and provided recommendations for bicycle, pedestrian, and public transit facilities along PA 29, including connections to the Route 30 corridor.

Coordination with Related Projects

The Route 30 Corridor Master Plan was developed in conjunction with other transportation projects in the Township, including the Act 209—Transportation Impact Fee Study and the first phase of the Route 30 Adaptive Signal System project. More specifically, land use assumptions, traffic counts, and traffic analysis from the Act 209 Study served as the basis for the existing and future conditions analysis for this plan.

Additionally, there were several active land development projects within the study area that were at various stages in the planning and

approval process. Developers were engaged and made aware of the draft vision, proposed transportation improvements, and potential policy updates during the corridor planning process. As a result, several recommendations from this plan have been incorporated into active land development projects.

Consistency with Regional and County Plans

The recommendations in the Route 30 Corridor Master Plan support the identified strategies of DVRPC’s Congestion Management Process (CMP) for Corridor 7D: US 30 Paoli, Malvern. The strategies identified as “Very Appropriate” in the CMP that are also employed in this plan include: signal improvements, planning and design for non-motorized transportation, improved circulation, transit-oriented development, and walking and biking improvements.

The Route 30 Corridor Master Plan also supports the draft objectives in Chester County’s Comprehensive Plan, *Landscapes3*, for How We Connect and How We Live. The plan is consistent with the following objectives: meets travel needs and reduces congestion through roadway improvements; integrates technologically driven transportation options into the overall transportation network and the land development process; provides universally accessible sidewalks, trails, and public transportation connections; and provides for a diverse housing mix that complements community character.

Figure 1.2 Future Land Use Plan Showing Mixed Use Nodes along Route 30

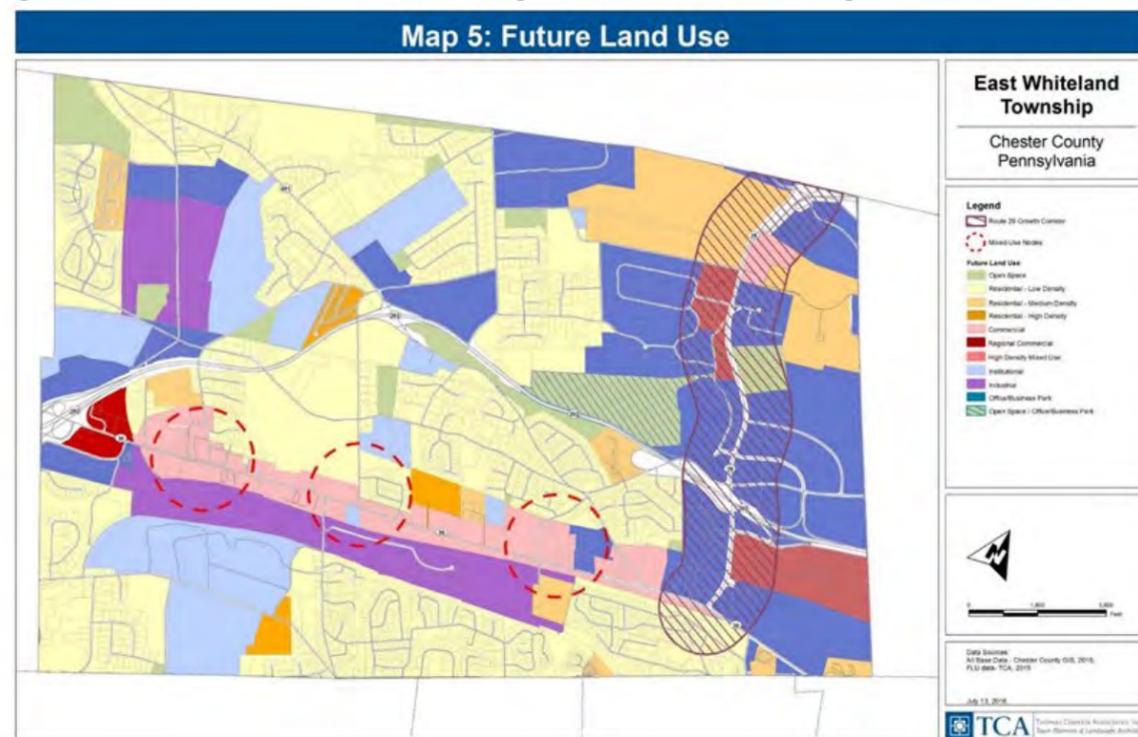
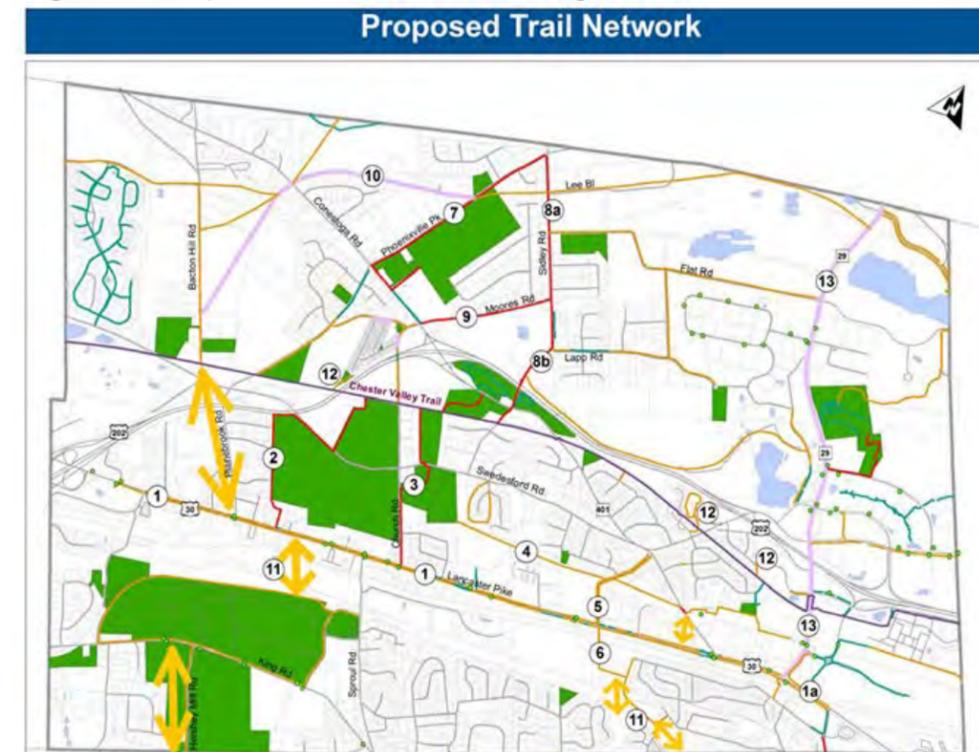


Figure 1.3 Proposed Trail Network showing connections to/from Route 30



Project Process and Schedule

The purpose of this plan is to advance East Whiteland Township’s vision for the Route 30 corridor. This coordinated transportation and land use plan includes the key outcomes listed below and depicted in Figures 1.4 and 1.5:

Multimodal Alternatives Development and Evaluation

Corridor transportation alternatives were developed and evaluated to achieve the vision and goals, as well as address future roadway and intersection capacity needs. The alternatives reflected options that range from utilizing the existing right of way to widening to provide additional travel lanes. Additionally, bicycle, pedestrian, transit facilities, and intersection improvements were outlined as part of each alternative.

Preferred Alternative Conceptual Design

A concept plan for the preferred transportation alternative of the Route 30 corridor between US 202 and Malin Road was developed. The concept plan includes roadway lane configurations, pavement markings, bicycle facilities, pedestrian facilities, and bus stop facilities.

Development Strategy Plans

Special attention was paid to two mixed-use centers identified in order to create a more specific vision for land use and development in these areas.

Design Guidelines

Design guidelines graphically depict context-sensitive design elements and establish a more cohesive identity along the corridor.

Ordinance Recommendations

Comprehensive recommendations for ordinance amendments to both the Zoning and Subdivision and Land Development Ordinances, as well as Zoning Map amendments were prepared.

Implementation Plan

Recommendations for capital improvements and policy updates were summarized and prioritized in the implementation plan. In addition, the implementation plan includes cost estimates for capital improvements along Route 30 and potential funding sources. The implementation plan provides a blueprint for achieving the vision.

Figure 1.4 Project Process and Key Outcomes

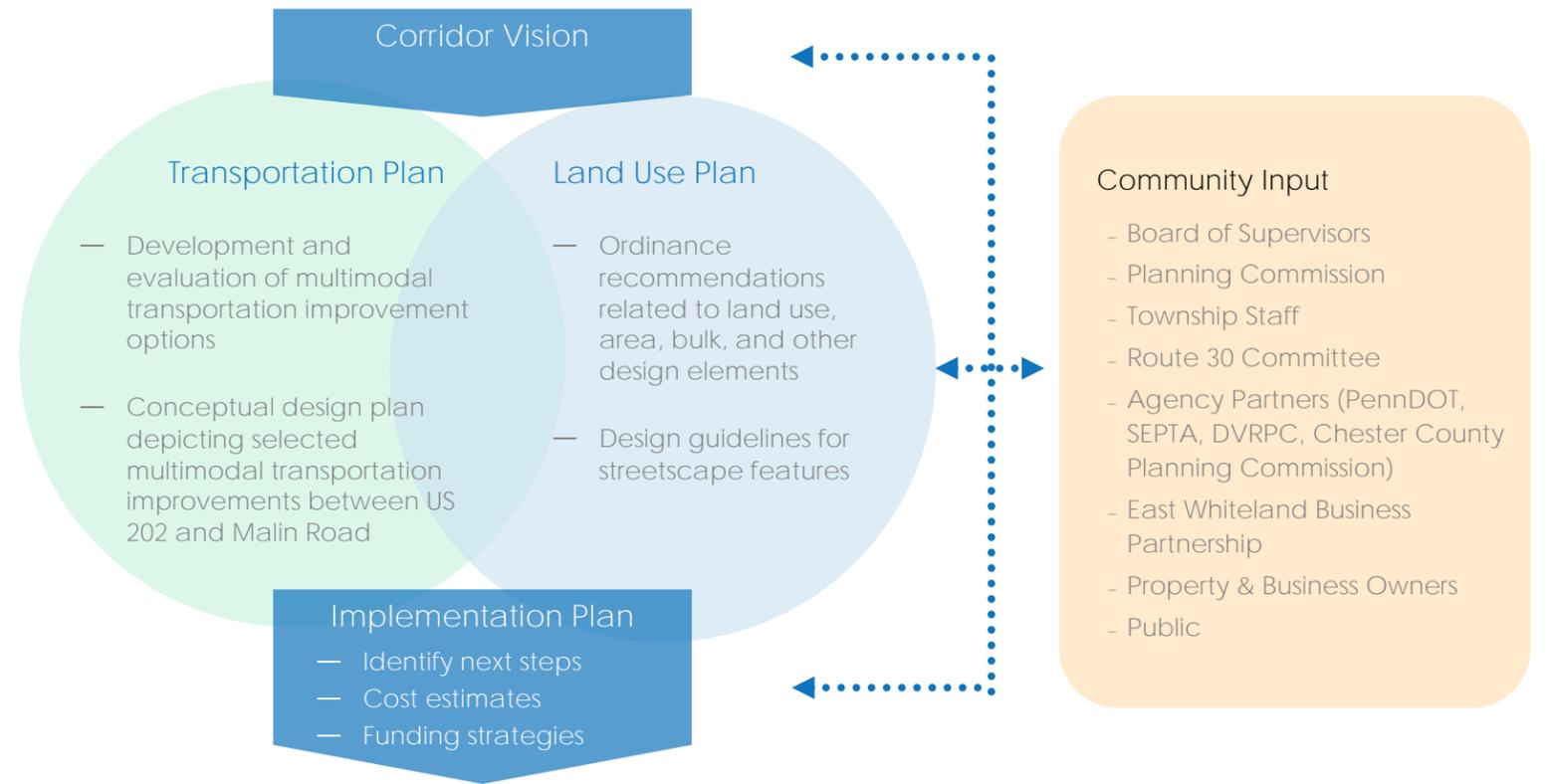


Figure 1.5 Project Schedule



Stakeholder and Public Involvement

The Route 30 Corridor Master Plan was developed and shaped with input from East Whiteland Township officials, staff, and residents from East Whiteland Township and other project partners.

Presentation and other materials from the meetings were posted on East Whiteland Township's website and available for public review throughout the planning process.

5 Committee Meetings

- The Route 30 Committee met five times throughout the planning process and provided input on key deliverables and recommendations. The Committee was appointed by the East Whiteland Township Board of Supervisors to oversee the planning process, and included representatives from the Board of Supervisors, Planning Commission, local institutions, the business community, and local residents. Additionally, representatives from the Chester County Planning Commission and SEPTA served as advisory members of the Committee.

2 Community Workshops

- There were two community workshops for the project, which were held on October 19, 2017 and March 8, 2018. Figure 1.6 shows images from the open house portion of the workshops where participants were asked to provide feedback at display boards and interactive stations. Additionally, each workshop included a brief presentation followed by a questions and answers period. During and after each public meeting, there was a public comment period. The meeting materials were posted on the Township's website and written comments were accepted via mail and email.

4 Technical Coordination Meetings

- Two technical coordination meetings with representatives from PennDOT and the Chester County Planning Commission were held on September 19, 2017 and February 6, 2018. The purpose of the meetings was to review the alternatives evaluation and draft transportation concept plan.
- A technical coordination meeting with representatives

from SEPTA was held on January 30, 2018 to review and receive input on the draft transportation concept plan, including potential bus stop locations, connecting pedestrian facilities, and bus stop amenities.

- A presentation focused on the land use elements of the plan was given to the East Whiteland Township Planning Commission on September 27, 2017. The purpose of the meeting was to provide a status update on the project and to receive input on draft recommendations related to land use and zoning.

13 Stakeholder Interviews

- The consultant team interviewed thirteen individuals with an interest in the Route 30 corridor. The stakeholders included small business owners, property owners, developers, and representatives from institutions and a residential complex. The stakeholders were asked questions about assets and opportunities, as well as challenges and constraints related to transportation and land use along the corridor. Additionally, the stakeholders provided feedback on potential improvements, such as widening Route 30 and the idea of a new East Whiteland Train Station.

2 Presentations to Board of Supervisors

- Brief overview presentations were provided to the East Whiteland Township Board of Supervisors and members of the public at regularly scheduled board meetings on June 14, 2017 and May 9, 2018.

Business Owner Outreach

- In addition to the stakeholder interviews, the planning process included specific outreach to business owners along the corridor. For both of the community workshops, flyers were distributed to businesses along the corridor. Additionally, draft concept plans and recommendations were presented for comment and feedback at the East Whiteland Business Partnership Meeting on February 22, 2018.

Figure 1.6 – Images from Public Meetings



Written Public Comments

Written public comments were received throughout the planning process. In addition to the public comment periods after the two Community Workshop, there was a 30-day public comment period for the draft report from May 11, 2018 to June 11, 2018. Comments received included expressions of both support and concerns regarding the draft plan. Based on public input, several of the land use recommendations were revised, particularly regarding permitted land uses.