

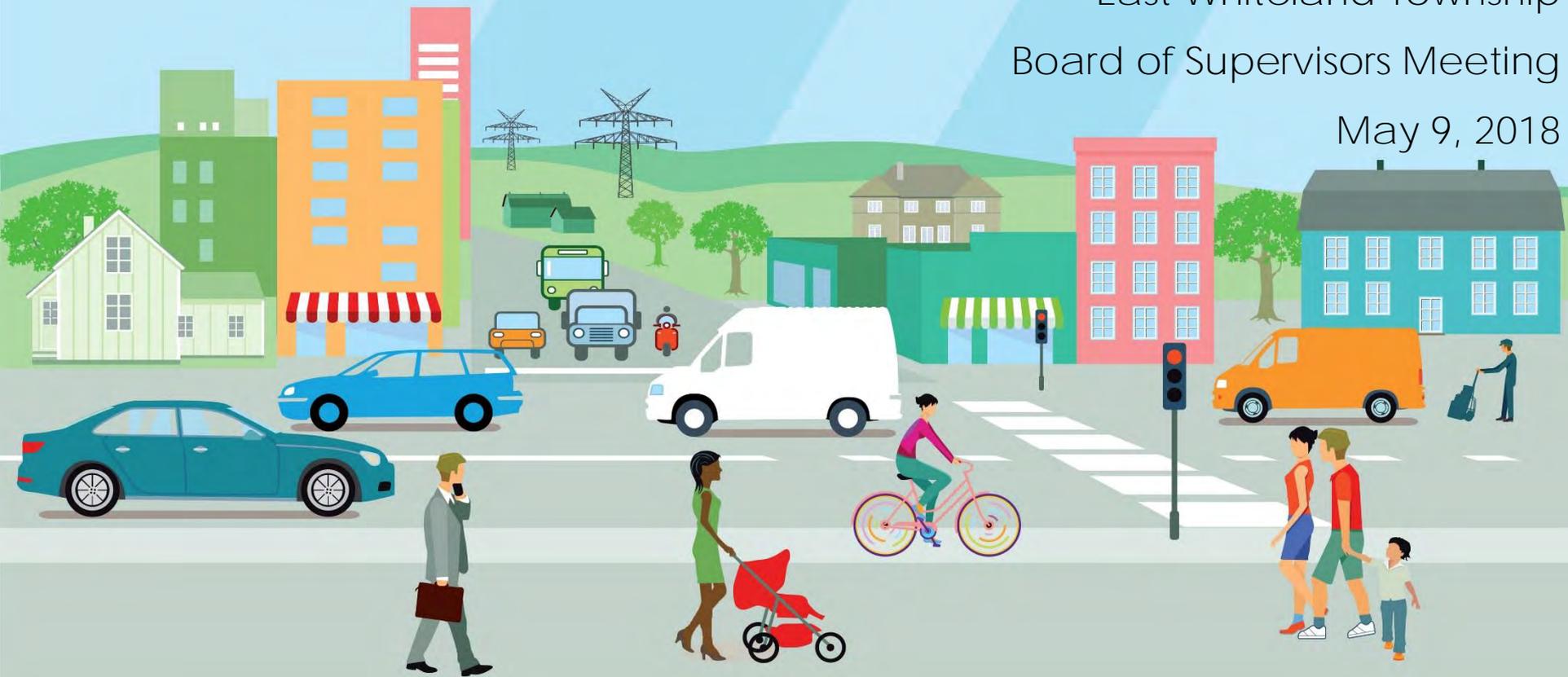
Route 30 Corridor Master Plan: *Reimagining Frazer*

Overview Presentation of the Draft Report

East Whiteland Township

Board of Supervisors Meeting

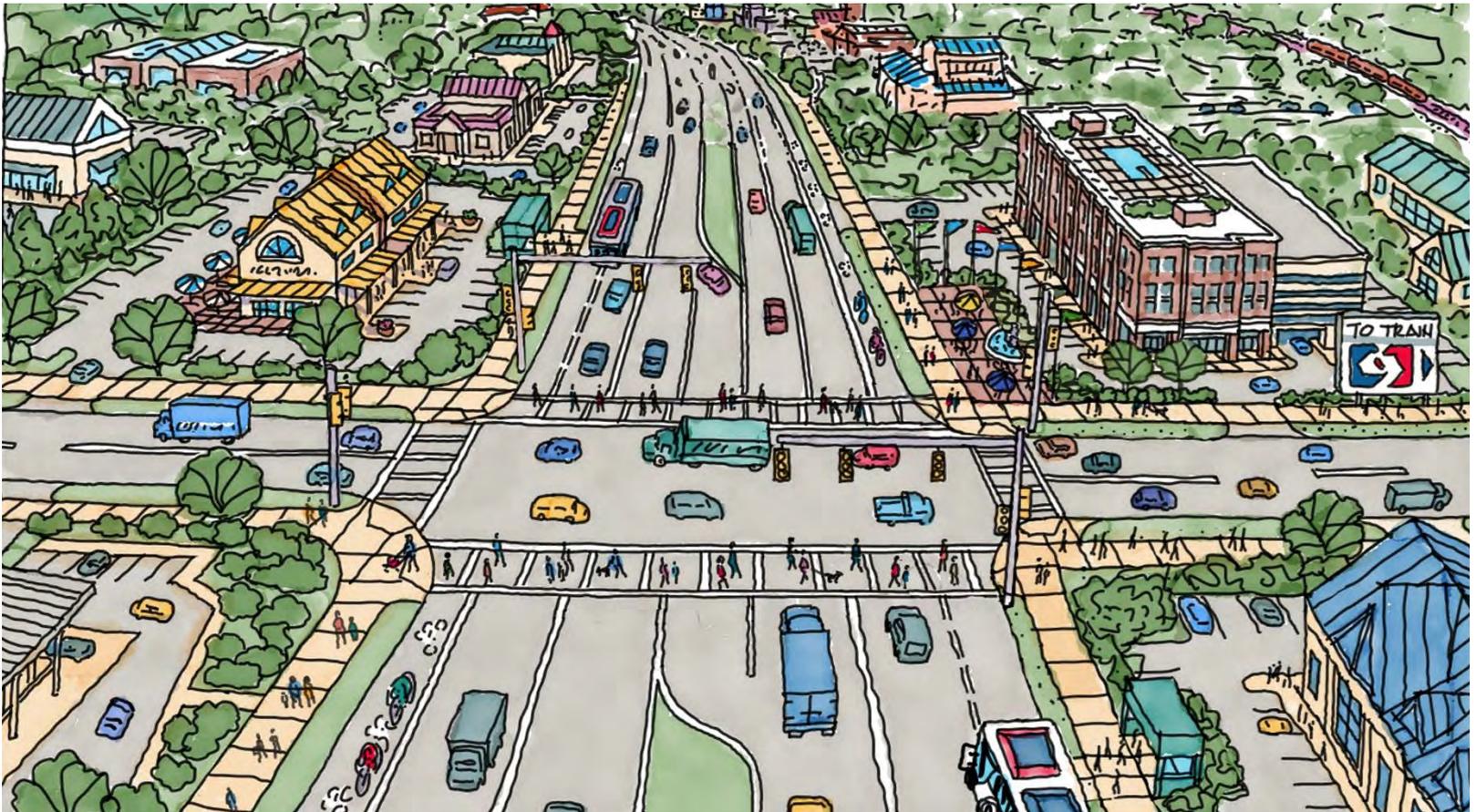
May 9, 2018



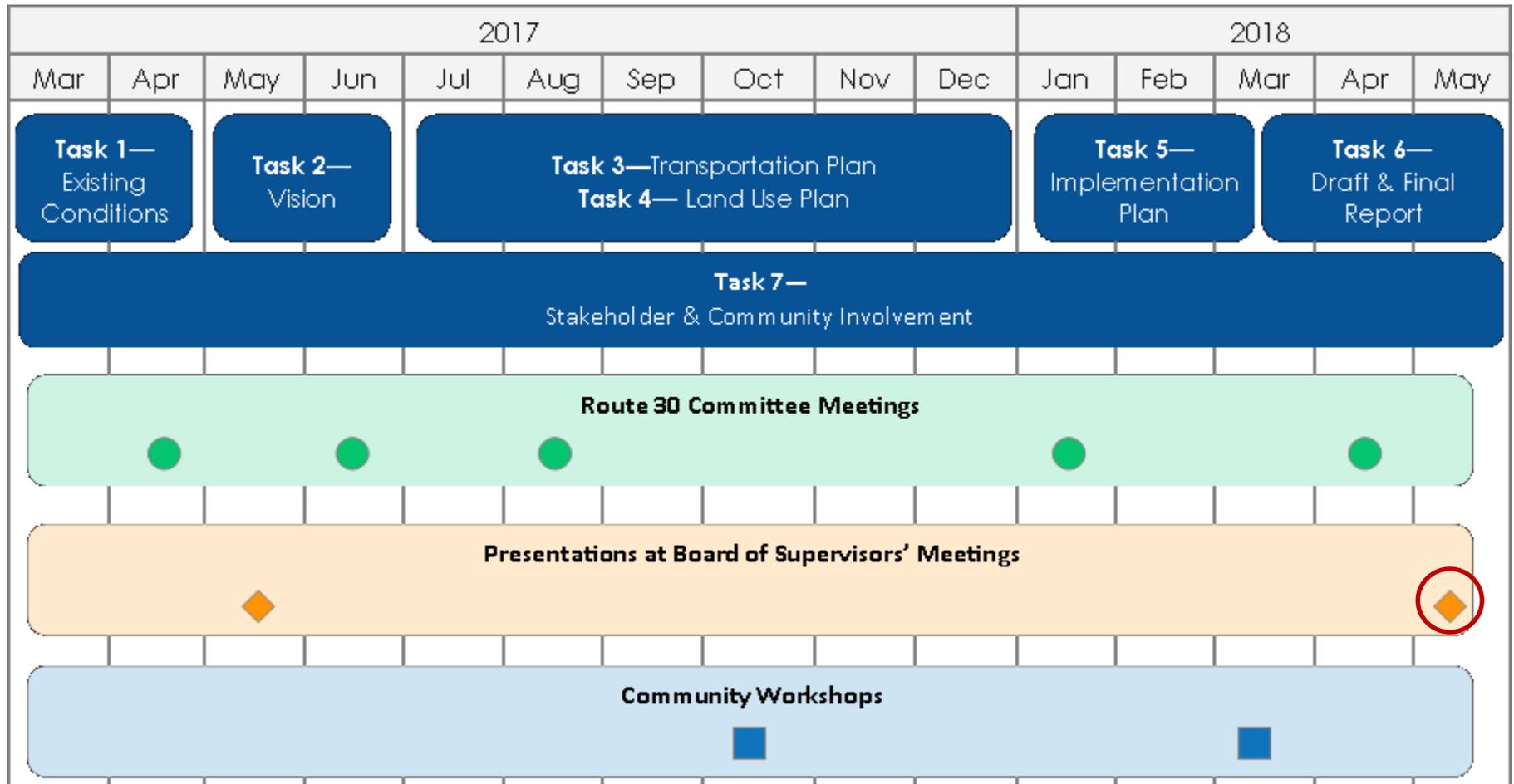
www.eastwhiteland.org/353/Route-30-Corridor-Study

Project Overview & Vision

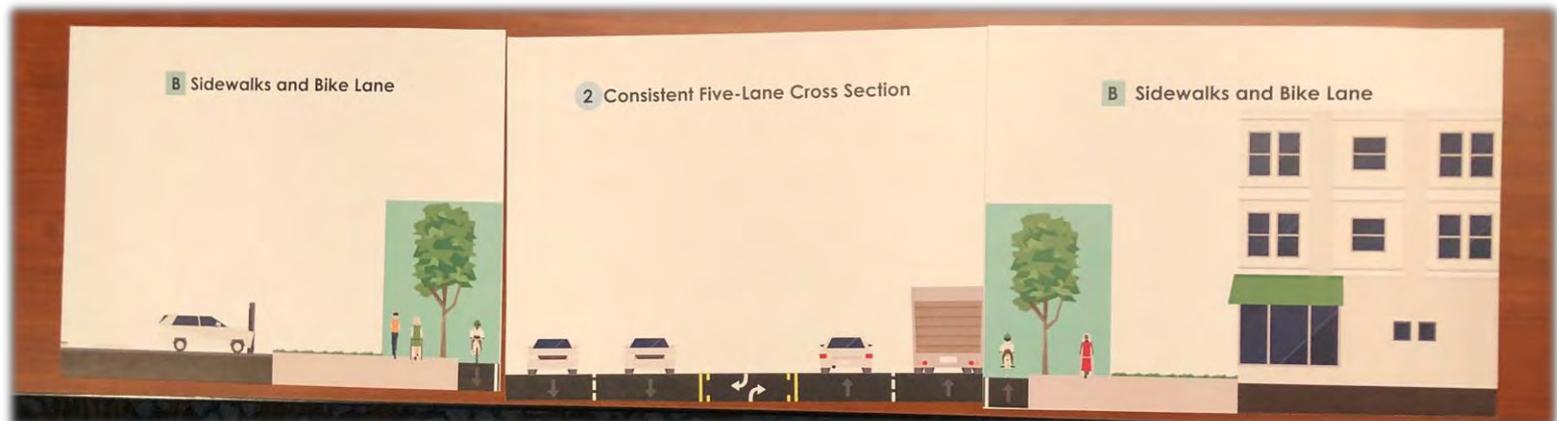
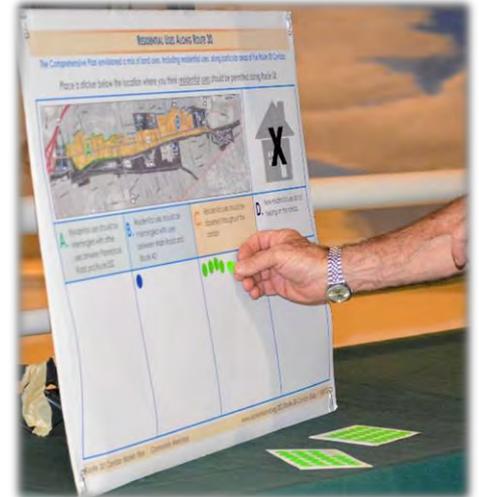
Route 30 is a dynamic, pedestrian friendly corridor anchored by a new Frazer train station, lively mixed use areas, iconic local businesses, and inviting open spaces.



Schedule



Community Input



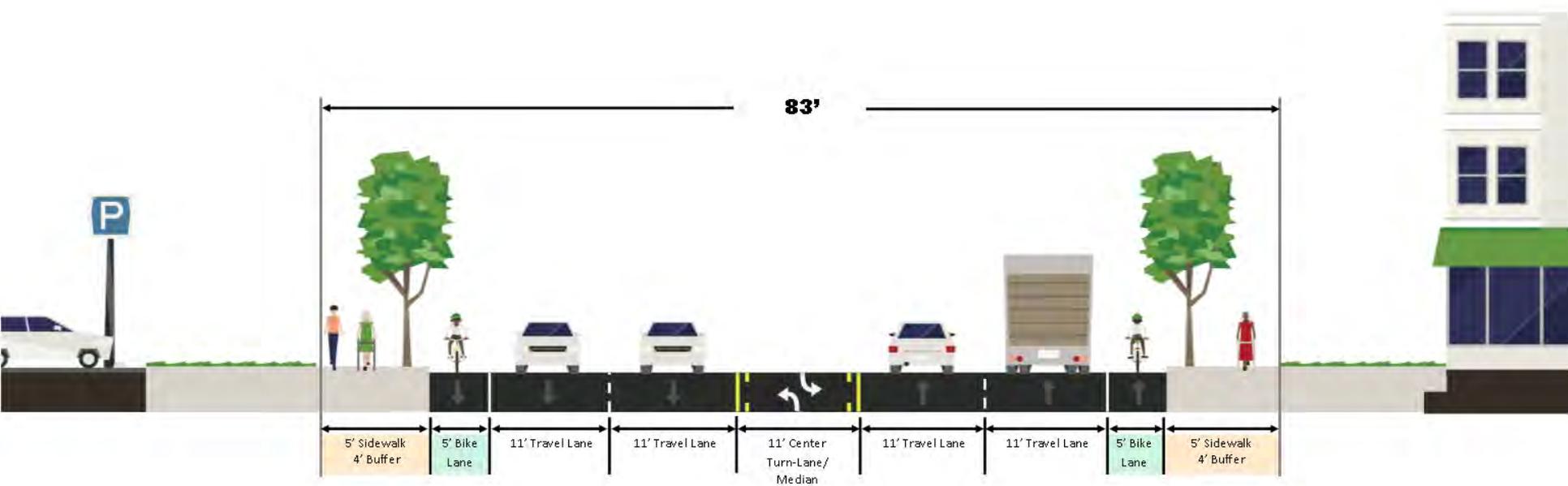
Frazer Regional Rail Station

Potential Train Station Locations



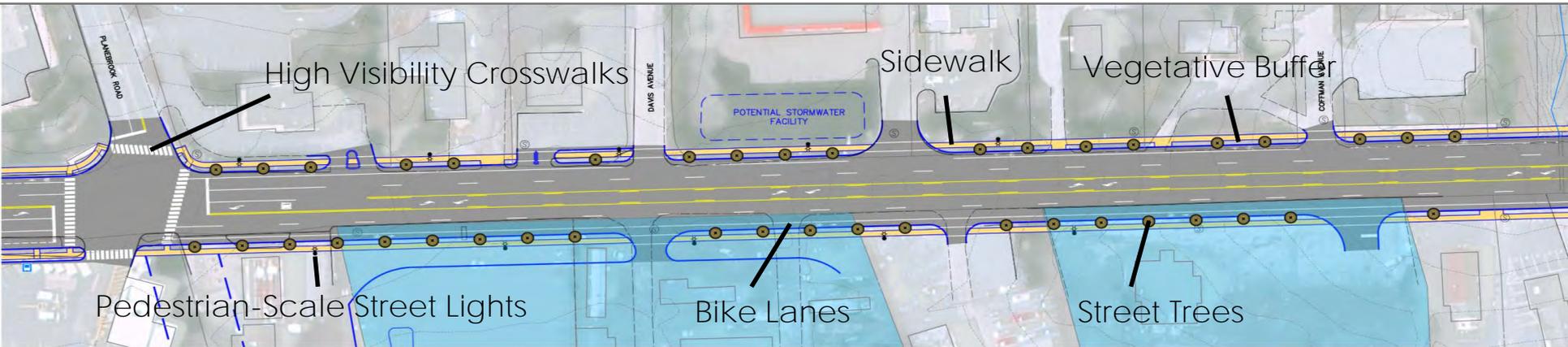
Frazer Train Station Feasibility Study
(To begin in Summer 2018)

Transportation – Preferred Alternative



Transportation – Concept Plan Elements

Streetscape Enhancements



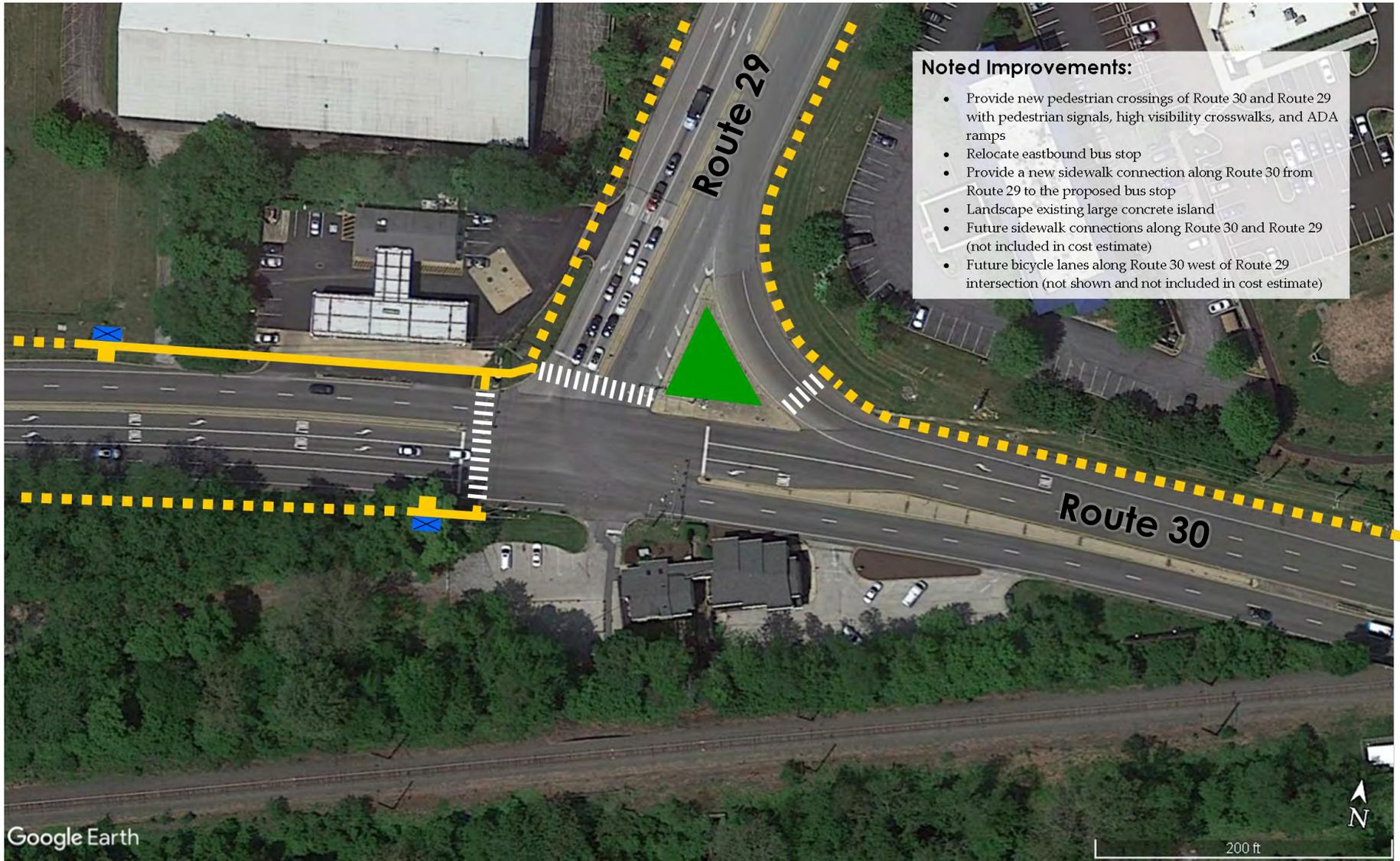
Bus Stop Improvements



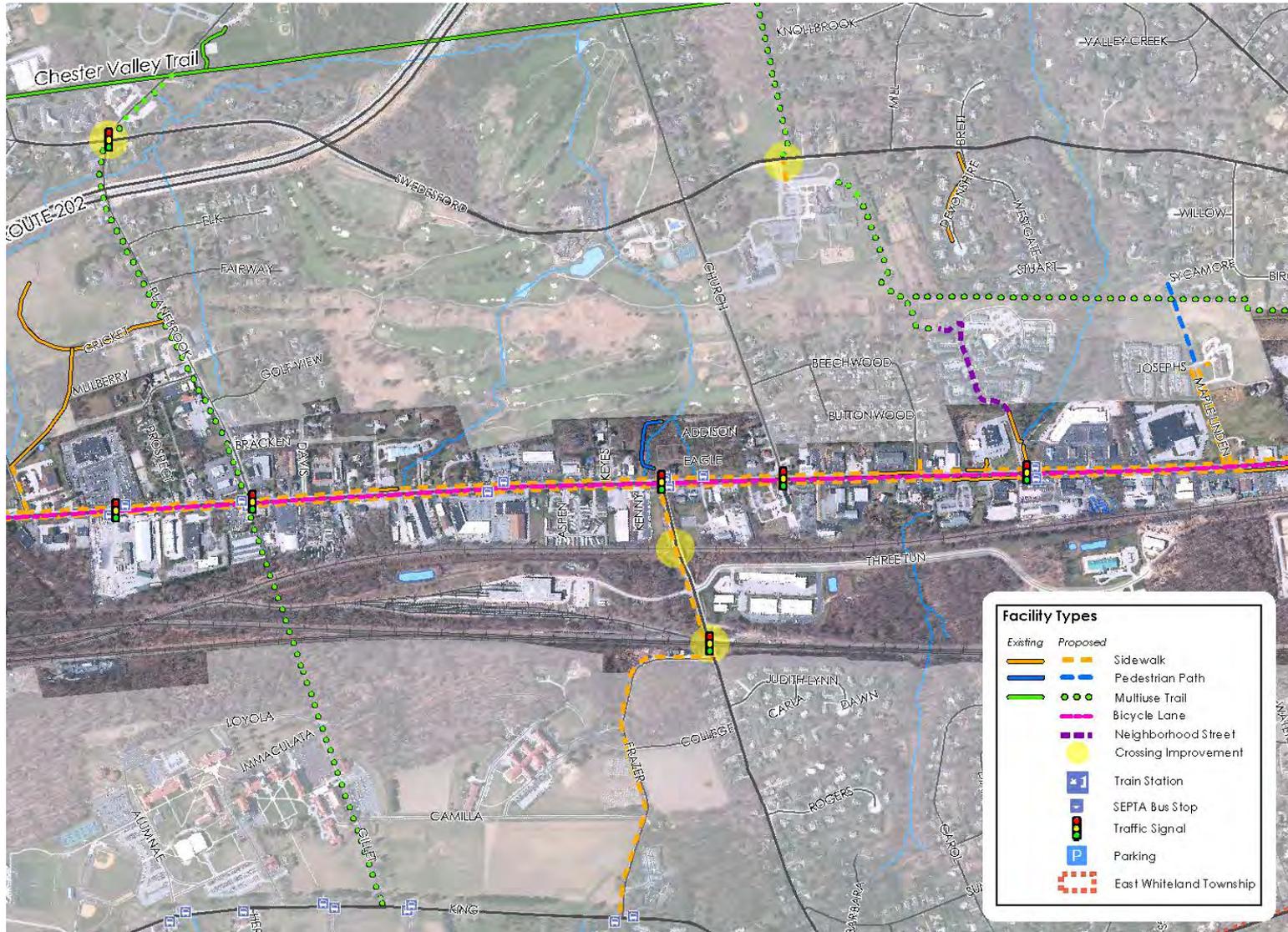
Access Management



Key Intersection Improvements



Bicycle and Pedestrian Connections



Land Use Context

Existing Conditions East Whiteland Township

- One to two story buildings with deep setbacks
- Lack of landscaping, sidewalks, and curb cuts
- Vacancies



Enhanced Suburban Easttown Township

- Taller buildings (2 stories minimum) located closer to the street
- Enhanced landscaping along the streetscape
- Sidewalks



“Main Street” type areas Wayne

- Buildings (2 to 4 stories) directly adjoin sidewalks
- On-street parking or parking to rear
- Street trees, pedestrian scaled street lights
- Sidewalks



Land Use Plan

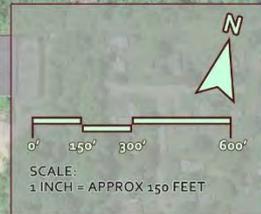
Development Strategy Plan

Mixed Use Center - East



Development Strategy Plan: Mixed Use Center - East

DATE: 2-20-2018



LEGEND:

	Mixed Use Center - EAST		Existing/Proposed Sidewalk
	Potential New Building		Proposed Curb Line
	Class I Historic Resource		Proposed Crosswalk
			Residential Mixed Use Opportunity

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

Land Use Plan

Development Strategy Plan

Mixed Use Center - West



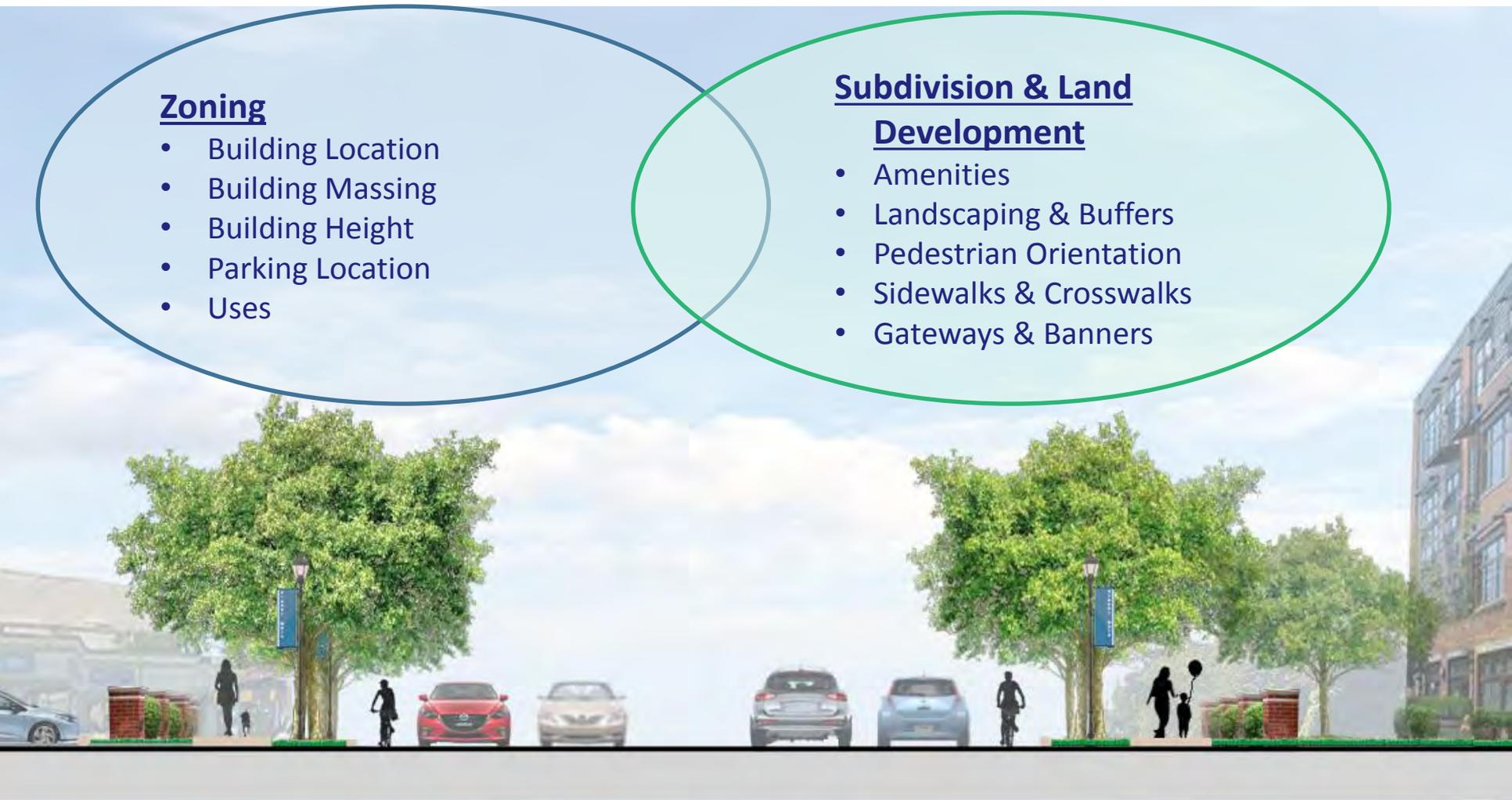
Design Guidelines

Zoning

- Building Location
- Building Massing
- Building Height
- Parking Location
- Uses

Subdivision & Land Development

- Amenities
- Landscaping & Buffers
- Pedestrian Orientation
- Sidewalks & Crosswalks
- Gateways & Banners

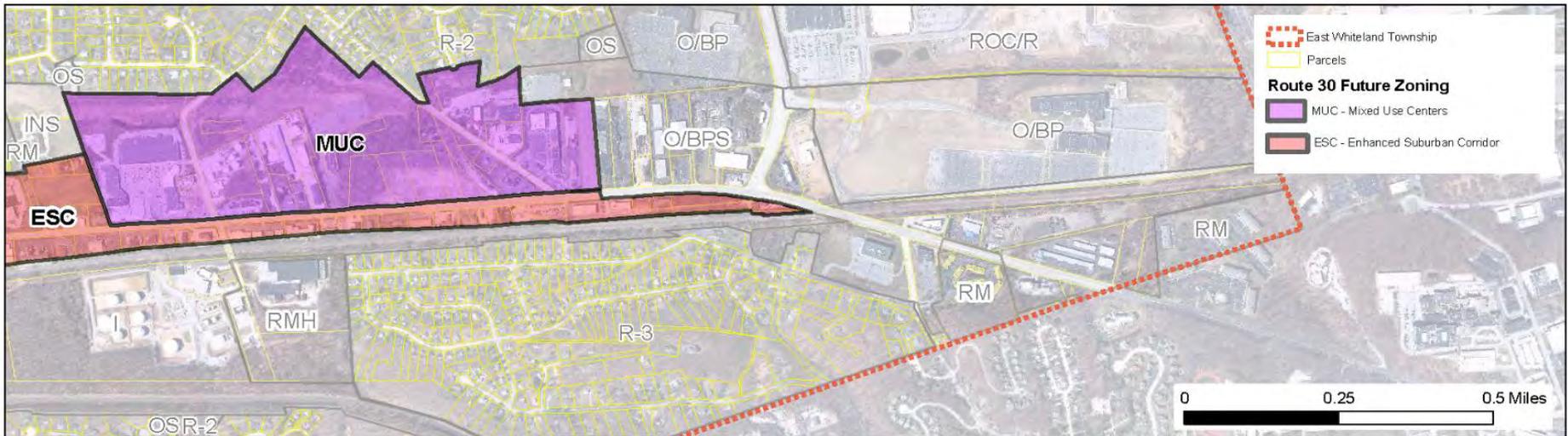
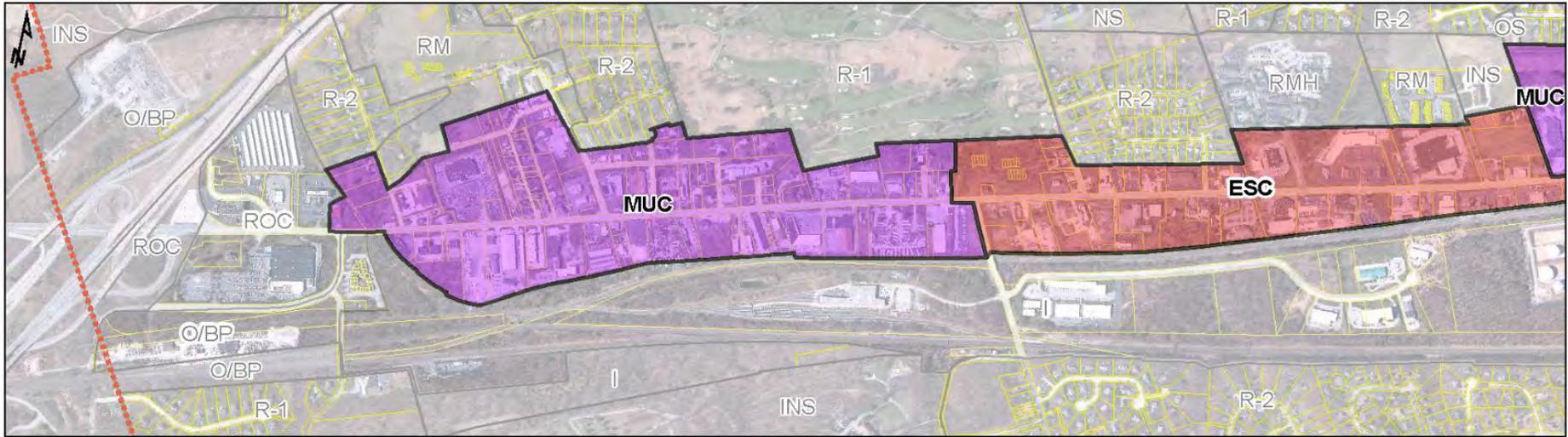


Implementation Plan – Policies & Programs

Priority Actions

- Zoning Map and Ordinance Amendments
- Incorporate Design Guidelines in Zoning and Subdivision and Land Development
- Official Map

Future Zoning Recommendations

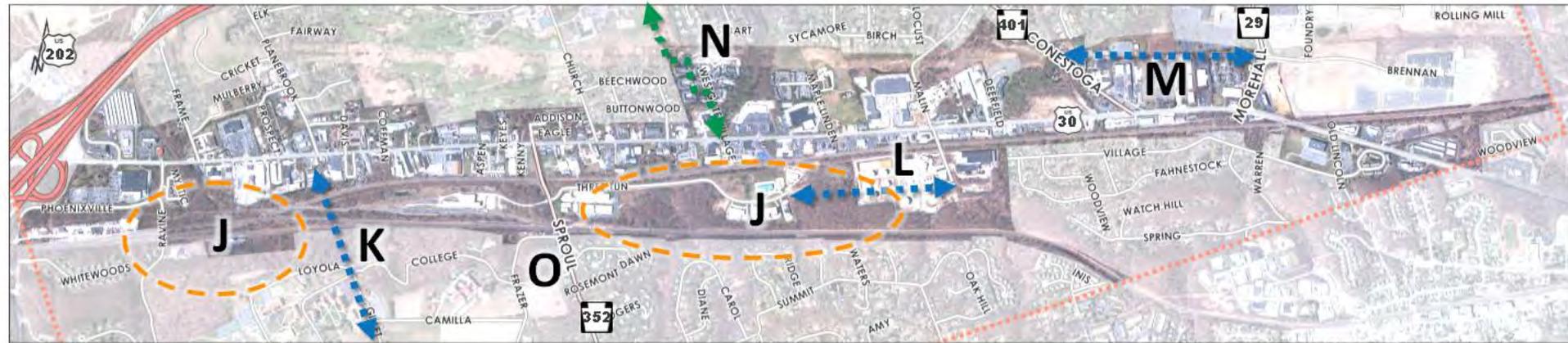


Implementation Plan – Capital Improvements Route 30 Corridor



	Project	Total (2018 \$)	Priority
A	US 202 to Planebrook Road	\$ 14,261,700	Low
B	Planebrook Road to Route 352 (Sproul Road)	\$ 6,373,500	High
C	Route 352 (Sproul Road) Intersection	\$ 4,890,800	High ★
D	Church Road Intersection	\$ 3,895,300	High
E	Church Road to Westgate Village Drive	\$ 6,911,300	Low
F	Westgate Village Drive to Malin Road	\$ 8,664,800	Low
G	Route 401 (Conestoga Road) Intersection	\$ 1,766,900	Medium
H	Route 29 (Morehall Road) Intersection	\$ 268,400	Medium
I	Old Lincoln Highway Intersection and Patriots Path Connection	\$ 2,504,400	High
TOTAL		\$ 49,537,100	

Implementation Plan – Capital Improvements Route 30 Corridor Connections



	Project	Order of Magnitude Costs	Next Steps
J	New East Whiteland Train Station	\$ 50 M—\$ 150 M +	– Participate in the Train Station Evaluation Study
K	Planebrook Road Extension to King Road	\$ 50 M—\$ 75 M +	– Develop an Official Map with the new roadway connections
L	Three Tun Road Extension to Malin Road	\$ 10 M—\$ 15 M	
M	Connection between 401 and Route 29	\$ 10 M—\$ 15 M	
N	Bicycle/Pedestrian Facility Connection: Route 30 to Chester Valley Trail via Westgate Village Drive and K. D. Markley Elementary School property	\$ 1 M—\$ 3 M	– Coordinate with key property owners
O	Bicycle/Pedestrian Facility Connection: Route 30 to King Road/Immaculata University	\$ 2 M—\$ 5 M <i>(not including replacement of the railroad bridge or underpass on Route 352)</i>	– Complete an evaluation specific alignments and design treatments for bicycle/pedestrian facilities
	Other Bicycle/Pedestrian Facility Connections		– Develop an Official Map with the proposed bicycle and pedestrian facilities

Review the Draft Report and Share Your Comments

- ❑ Draft Report will be available on the Township Website

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

- ❑ Written comments due by June 11, 2018

Send to: Zach Barner

Director of Planning and Development
zbarner@eastwhiteland.org

- ❑ Final Report: June 30, 2018
- ❑ Consider acceptance of the Final Report: July 11, 2018