

# Executive Summary | Route 30 Corridor Master Plan

## Project Overview

The Route 30 Corridor Master Plan is a coordinated multimodal transportation and land use plan for the entire stretch of Route 30 through East Whiteland Township, generally between US 202 to the west and just west of Old Lincoln Highway to the east. The project was supported by grant funding from the Delaware Valley Regional Planning Commission (DVRPC) and East Whiteland Township. The project is a follow-up to recommendations in the Township's Comprehensive Plan to promote Route 30 as a main street with a mix of land uses, improved multimodal transportation options, and reduced congestion. The plan includes the evaluation of transportation improvement alternatives and development of land use policies to achieve the Township's vision and attract appropriate growth and redevelopment to the corridor.

## Key Issues

### Land Use

The properties along the Route 30 corridor are a peculiar mix of old and new, pristine and unkempt, planned and improvised. The overall effect is often described as a "hodge-podge" by community members. Disparate uses, an auto-oriented environment, lack of street trees and landscaping, parking lots that seemingly spill into the roadway, and an abundance of signage all contribute to a lackluster appearance that is of great concern to residents and business owners. From a land use perspective, key issues fall into three broad categories: vitality and viability, lack of community identity, and overall appearance.



### Transportation

The Route 30 corridor in East Whiteland is often referred to as a bottleneck. The road narrows from two travel lanes in each direction to one travel lane in each direction between Malin Road and U. S. 202. This narrowing, limited roadway connectivity in the area, and a high number of closely spaced driveways contribute to the congestion and safety issues along the corridor. Multimodal connectivity is also an issue along Route 30. Bicycle, pedestrian, and transit supportive facilities along and connecting to Route 30 are extremely limited, not continuous, and not connected.



## 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.**

## Goals

Enhance Local Identity

Enhance the Streetscape

Mixed Use Centers

Diverse Housing Opportunities

Thriving Local Businesses

Redevelopment

Open Space

Improve Safety and Traffic Flow

Accommodate All Users

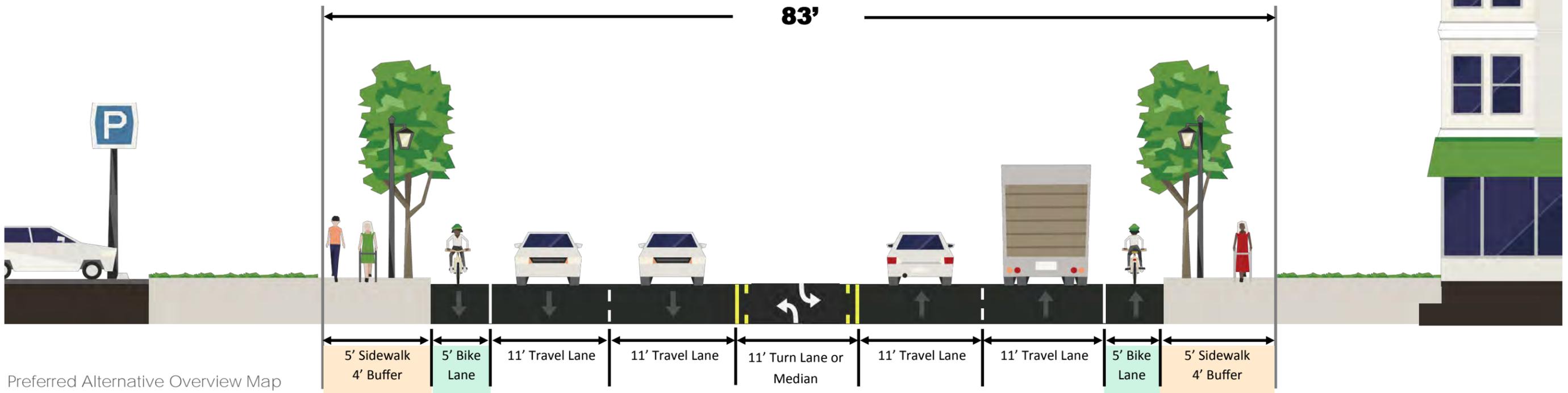
New Train Station



Preferred Alternative

Based on stakeholder and community input, the transportation plan for Route 30 includes a consistent 5-lane cross section with two travel lanes in each direction and a center turn lane or median, along with bicycle lanes and sidewalks on both sides. The preferred alternative also includes improvements and additional turning lanes at key intersections, streetscape enhancements, bus stop improvements, and access management strategies. The goal is to provide a consistent roadway cross section along Route 30 between U.S. 202 and PA 29 with a sidewalk connection extending beyond PA 29 to Old Lincoln Highway.

Preferred Alternative Cross Section



Preferred Alternative Overview Map



Concept Plan

For the segment of Route 30 between U.S. 202 and Malin Road, a detailed concept plan was developed showing how this segment can be widened from three lanes to five lanes with the goal of minimizing impacts to existing buildings along the corridor while coordinating with potential redevelopment opportunities. The concept plan is a blueprint for how the vision for Route 30 can be achieved. Implementation of these recommended transportation improvements will likely occur through a combination of capital improvement projects and through the land development process. The concept plan can be used to provide guidance during the land development process and for East Whiteland Township to advance specific capital improvement projects.

## Concept Plan Elements

### Streetscape Enhancements

Proposed streetscape enhancements along Route 30 are envisioned to improve the environment for walking and biking, calm or slow traffic, enhance safety, and create a more attractive corridor. The proposed streetscape elements for Route 30 include sidewalks, street trees, pedestrian-scale lighting, high visibility crosswalks, bike lanes, vegetative buffers, landscaping elements, and amenities.

### Access Management Strategies

Access management strategies are used to improve traffic flow, enhance safety, reduce congestion, improve bus operation, and create a better environment for walking and biking. The concept plan for Route 30 includes several access management strategies, such as consolidating driveways, converting select driveways to right-in/right-out only operations, providing cross access easements, and providing a center left-turn lane or center medians.

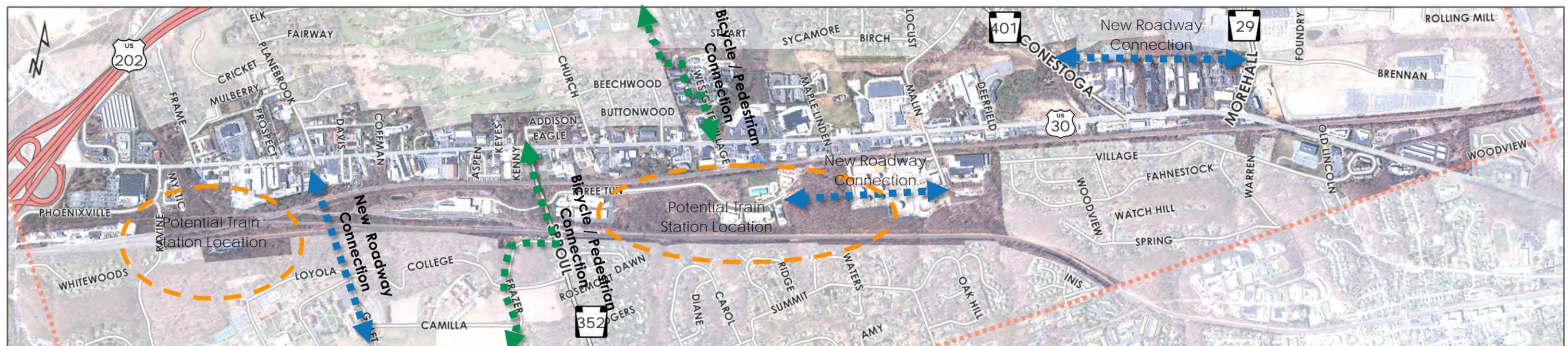
### Bus Stop Improvements

Bus stop improvements are intended to provide safe and convenient access to bus service along Route 30. To improve the transit user experience, the concept plan includes ADA landing pads, improved pedestrian access, and bus shelters in some locations. Other amenities, such as trash cans or benches, can also be located near bus stops for the convenience and use by riders.

### Bicycle and Pedestrian Connections

Making Route 30 a dynamic and pedestrian friendly corridor requires looking beyond Route 30 itself and identifying bicycle and pedestrian connections for people to walk and bike to and from the corridor and other destinations. There was a focus on providing north-south connections to the Chester Valley Trail, established residential areas, institutions, and employment centers. A variety of off-road and on-road facilities were identified, including sidewalks, multi-use trails, and on-road bicycle facilities.

Route 30 Connections Overview Map



## New Roadway Connections

Natural and man-made constraints in the Frazer area limit the connectivity of roads that feed into Route 30, thus contributing to the congestion along the corridor. Today, there are only three roads that provide connections to the south, and there are very few alternative east-west routes that offer an alternative to Route 30. To address this issue, the following three new roadway connections were identified:

- Route 30 to King Road (Planebrook Road Extension)
- Three Tun Road to Malin Road
- PA 401 to PA 29 (Brennan Boulevard Extension)

The potential benefits of providing these new roadway connections include improving safety, reducing congestion, better emergency services response, and support for walking and biking. Implementation of any of these new roadway connections will require further evaluation and engineering for the specific roadway design. Developing an Official Map is a key next step for East Whiteland Township to advance planning for new roadway connections.

## Frazer Regional Rail Station

The concept of a new train station in Frazer, located south of Route 30 between the existing Malvern and Exton stations on SEPTA's Paoli – Thorndale regional rail line received strong community support during the planning process. Based on coordination with SEPTA, two general potential locations for a station were identified: one close to the Three Tun Road corridor, and one close to Ravine Road and Immaculata University's campus.

The Delaware Valley Regional Planning Commission will be initiating a study in 2018 to further evaluate potential train station locations and the ridership demand for a new station. This feasibility study will be an important next step in advancing the idea of a Frazer Regional Rail Station.

Land Use Plan

To implement the vision set forth in East Whiteland Township’s Comprehensive Plan, a two-pronged approach which enables the development of Mixed Use Centers and enhances the remaining portions of the corridor with a functional and attractive streetscape should be utilized. The recommendations aim to address issues related to economic development, residential uses, affordable housing, and historic resources.

**Mixed Use Centers**

The intent of the Mixed Use Centers is to provide an opportunity for residential, retail, office, open space, entertainment, and civic uses to be located within a walkable area that has the infrastructure such as sidewalks, crosswalks, bike lanes, and connectivity to create a hub of activity, not just during the day, but also during evening and off-work hours. There are two designated Mixed Use Centers (MUCs): MUC WEST, focusing on the intersection of Planebrook Road and Route 30; and MUC EAST, focusing on the triangular area surrounding Malin Road/PA 401 and Route 30. Conceptual Development Strategy Plans were developed for each MUC to depict the preferred building locations, preferred parking locations, opportunities for residential mixed-use, and opportunities for open space.

**Design Guidelines**

When adopted as part of East Whiteland Township’s ordinances, design guidelines can better illustrate the intended spirit of the ordinance language. Design guidelines for Route 30, which can be incorporated into East Whiteland Township’s Zoning Ordinance and Subdivision and Land Development Ordinance, were developed as part of the Route 30 Corridor Master Plan.

Zoning	Subdivision and Land Development
Building Location	Amenities
Building Massing	Landscaping and Buffers
Building Height	Pedestrian Orientation
Parking Location	Sidewalks and Crosswalks
Uses	Gateways and Banners

Enhanced Streetscape Rendering



Mixed Use Center East Development Strategy Plan



Mixed Use Center West Development Strategy Plan



Achieving the Vision

Achieving the vision of making Route 30 a more dynamic, pedestrian friendly corridor will not happen overnight. Rather, it will happen in phases over time and will depend on available funding and resources. It will require commitment and dedication by all stakeholders to make incremental changes in the near term in order to achieve the long term vision. Action items for the plan were prioritized and presented in two separate categories: Capital Improvement Projects, Policies and Programs.

**Capital Improvement Projects**

Capital improvements along Route 30 will likely be implemented over time through a combination of public infrastructure investments and land development projects. For the implementation plan, the Route 30 corridor was divided into nine segments or intersections that can advance to design and construction as separate projects or adjacent segments can be combined for implementation.

Intersection improvements at Route 30 and PA 352 were identified as the top priority capital improvement in the Route 30 Corridor Master Plan. The proposed improvements will address significant congestion and safety concerns at the intersection. Additionally, PA 352 is centrally located and further implementation of capital improvements can logically progress to the east towards the Church Road intersection and to the

Capital Improvements—Route 30 Corridor High Priority Projects



Project	Engineering & Permitting	Right-of-Way	Construction & Inspection	Total (2018 \$)	Priority
<b>B</b> Planebrook Road to Route 352 (Sproul Road)	\$ 782,100	\$ 710,200	\$ 4,881,200	\$ 6,373,500	High
<b>C</b> Route 352 (Sproul Road) Intersection	\$ 739,100	\$ 455,300	\$ 3,696,400	\$ 4,890,800	High
<b>D</b> Church Road Intersection	\$ 491,800	\$ 344,600	\$ 3,058,900	\$ 3,895,300	High
<b>I</b> Old Lincoln Highway Intersection and Patriots Path Connection	\$ 387,000	\$ 387,000	\$ 1,868,200	\$ 2,504,400	High
<b>K</b> Route 30 Adaptive Signal Control System—Phase 2	\$ 40,000	—	\$ 440,000	\$ 480,000	High
<b>TOTAL (All Improvements A—K)</b>	<b>\$ 5,770,200</b>	<b>\$ 4,398,400</b>	<b>\$ 39,848,500</b>	<b>\$ 50,017,100</b>	

Note: Cost estimates do not include inflation or the cost of relocating or resetting existing utilities.

west towards the Planebrook Road intersection. Intersection improvements at Old Lincoln Highway were also identified as a high priority to provide the Patriots Path connection that will link East Whiteland Township and Malvern Borough. For capital improvement projects, especially the high priority projects, the next steps include identifying funding and advancing design and construction. Programming and implementing improvements along Route 30 will require building community support and cultivating partnerships.

**Policies and Programs**

Updates to East Whiteland Township’s policies and programs can help guide the type and design of future development along Route 30 to create the character that the community desires. Depending on the nature of the policy changes, some can be implemented in a short time frame, while others may require a longer time to build community support. However, these action items are usually achieved at a much lower cost and shorter timeframe compared to capital improvement projects. The three priority action items related to policies and programs include:

- Develop and adopt Zoning Map and Ordinance Amendments that support the creation of Mixed Use Centers and an Enhanced Suburban Corridor.
- Incorporate the proposed Design Guidelines into the Zoning and Subdivision and Land Development Ordinances through adoption.
- Develop and adopt a Township Official Map.