



3 | Vision and Goals

Introduction

Promoting revitalization of the Route 30 corridor was a key goal in East Whiteland Township’s Comprehensive Plan (2016). The plan calls for creating mixed use “villages” at key intersections and facilitating the safe movement of motor vehicles, cyclists, and pedestrians. Also, it presents a vision for making the corridor more attractive, retaining a mix of small and large businesses, providing diverse housing opportunities, and developing a physical community center for East Whiteland Township .

Building on the Comprehensive Plan, this plan reimagines Frazer and the Route 30 corridor to be a dynamic, pedestrian friendly corridor anchored by a new Frazer train station, lively mixed use areas, iconic local businesses and inviting open spaces. In essence, Route 30 is envisioned to be East Whiteland Township’s “main street.”

This vision and the goals presented on the next page were developed based on stakeholder and public input regarding the key issues, assets, opportunities, and potential along the corridor. The vision and goal statements are aspirational and describe how people will live, work, and travel along Route 30 over the next decade and beyond.

At the first Community Workshop for this plan, participants were asked to list what they want or do not want for Route 30 in the future. These desires were translated into some quotations of what residents, business owners, or visitors might say about the corridor in the next five, ten, or twenty years. The quotations from the future that are listed below are another expression of the vision for the corridor.

- *“Route 30 through Frazer is beautiful.”*
- *“I feel really safe walking and biking on Route 30 and it is so easy to get to and from the Chester Valley Trail.”*
- *“I moved to my apartment on Route 30 because there were so many shops, restaurants, and other amenities right outside my door.”*
- *“On Saturdays, I head to Route 30 to grab a cup of coffee and stroll between shops.”*
- *“Do you want to go to a concert at the new live music venue on Route 30 in Frazer?”*
- *“I’m so glad they restored that historic barn on Route 30 instead of tearing it down.”*
- *“The Frazer Train Station is very convenient because it is so close to Route 30 and has ample parking.”*

Vision Statement

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.

Figure 3.1 – Route 30 Committee Visioning Meeting



Goals

In order to achieve the vision, the Route 30 Committee, Board of Supervisors, and public established the following interrelated goals for the Route 30 corridor.

Enhance Local Identity

Retain and enhance the character and identity of the corridor, which is rooted in local businesses, institutions, and historic structures

Enhance the Streetscape

Promote a streetscape with consistent sidewalks that is attractive, functional, cohesive, and uniquely identifiable with East Whiteland Township.

Mixed Use Centers

Encourage the development of two unique mixed-use areas along the corridor that meet the increasing demand for safe, convenient, and lively neighborhoods where residents can live, work, shop, dine, and get fit close to home.

Diverse Housing Opportunities

Permit housing opportunities within the Mixed Use Centers that will allow residents to easily access local businesses for daily needs, exercise, and entertainment regardless of age and ability.

Thriving Local Businesses

Create an environment where residents and visitors can conveniently support diverse local businesses as part of their daily routines.

Promote policies that support the retention and expansion of local businesses along the corridor.



Redevelopment

Promote reinvestment in this historic corridor including infill and redevelopment of underutilized or abandoned properties, façade improvements, and an enhanced streetscape.

Open Space

Integrate landscaping and open spaces into development along the corridor, including pocket parks, rain gardens, parkland, and trail

Improve Safety and Traffic Flow

Employ a range of strategies to reduce congestion and enhance safety along the corridor by considering and evaluating options such as intersection improvements, access management, additional travel lanes, and new roadway connections.

Accommodate All Users

Create a corridor where residents, visitors, and employees can safely and conveniently walk, bike, or ride transit to destinations.

New Train Station

Advocate and plan for a new SEPTA regional rail station in East Whiteland Township that will serve residents, businesses, and institutions along the Route 30 corridor and beyond.

Reimagining Frazer

The early settlement known as the “Village of Frazer” was so named in 1830 when the local post office along Route 30 in East Whiteland Township was renamed for Persifor Frazer (1734-1792), a member of the Provincial Council during the Revolutionary War, and later a Common Pleas Court Judge. The post office changed location over the years, moving from Route 30 to PA 352/Sprout Road in order to better serve the growing village surrounding Immaculata College and the Frazer train station, built in 1886, along the Pennsylvania Railroad. While both the post office (closed in 1938) and train station were closed in the mid-1900s, the name of Frazer had taken root in the community and continues to be found on many local businesses, as well as on the exit signs along U.S. 202.

Still many people ask, “Where exactly is Frazer?” The confusion and nebulous nature of Frazer is due in part to the lack of a cohesive center or identity along Route 30. As part of the planning process, stakeholders suggested that one outcome of this plan is to reimagine Frazer as a place that people know and want to go to. To achieve this, Route 30 will have to shake its current image as unattractive and disjointed.

By welcoming new ideas and reinvesting in ideas from the past, Frazer can be reimaged as a destination within East Whiteland Township. Route 30 can be transformed from an auto-oriented through route into a balanced, multimodal corridor with centers of activity through smart public and private investment.



Figure 3.2—Frazer Then Images



Frazer Train Station once stood near the intersection of PA 352 and Frazer Road.



Historic Lancaster Turnpike milestone still stands on Route 30 after nearly 300 years.

Figure 3.2—Frazer Now Images

