



7 | Achieving the Vision

Introduction

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 this plan are presented in two separate categories:

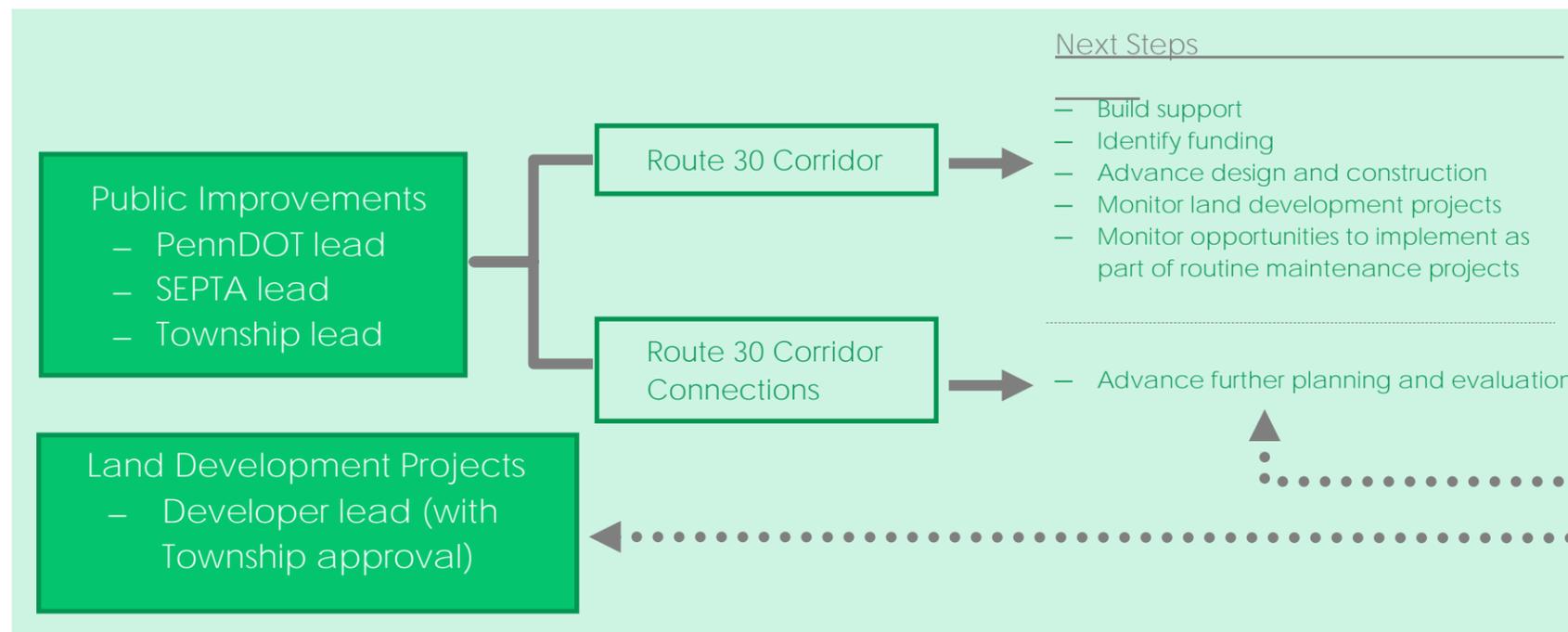
- Capital Improvement Projects
- Policies and Programs

This chapter presents key action items, next steps, priorities, and potential funding sources for both capital improvement projects and policies and programs.

Figure 7.1 provides an overview of these categories of action items and general next steps. Overall, policies and capital improvement projects are vastly different in terms of costs, timeframes for implementation, and responsible parties. However, there is a relationship between the two categories. For example, adopting policies can lead to the implementation of capital improvements as part of land development projects.

Figure 7.1 – Overview of Action Items and Next Steps

Capital Improvement Projects



Policies and Programs



Capital Improvement Projects

There are a number of ways that capital improvements can be implemented along Route 30. Capital improvements can be implemented as a public improvement led by PennDOT, SEPTA, East Whiteland Township, or a partnership between various governmental entities. In locations where development or redevelopment is likely to occur, capital improvements can be constructed in accordance with Township or PennDOT policies as part of the land development project. This is one reason why updating zoning and subdivision and land development policies is critical.

Phasing

Given the scope and scale, improvements along the corridor will most likely be implemented in phases, depending upon the availability of funding and other factors. Figure 7.2 highlights nine segments/intersections along Route 30 (labeled “A” through “I”) that can advance to design and construction as separate projects or as adjacent segments are combined for implementation. The second phase of the adaptive signal control system between PA 352 and Old Lincoln Highway is not depicted on the map, but is listed on the table as “K.”

Cost Estimates Notes and Assumptions

Cost estimates were developed for the nine segments/intersections along Route 30 based on the concept plan and intersection improvement sketches presented in Chapter 5. Figure 7.2 presents a summary of the cost estimates by segment. These cost estimates are appropriate to use for planning and budgeting purposes only. They are not detailed estimates that can be used for construction. Below are several notes and assumptions regarding the cost estimates presented in this report.

- Estimates are in 2018 dollars and an inflation factor was not applied.
- Construction estimates are based on quantities derived from the conceptual transportation plan and unit prices from recently bid local projects with PennDOT oversight.
- The estimates assume complete roadway reconstruction of Route 30, including the removal of all pavement and replacement with new, full-depth asphalt paving. Additionally, the estimates include replacement of all storm pipes, inlets, and culverts.
- Engineering, permitting and inspection costs are dependent on requirements associated with specific funding sources. The

estimates provided are modest and could be higher if federal funds are used and lower if local funds are used.

- Estimates of existing and required right of way were developed based on GIS data obtained from Chester County, previous roadway improvement plans from PennDOT, aerial data, and limited field reconnaissance. Right-of-way estimates include rough approximations for right-of-way acquisition and sidewalk easements. The right-of-way estimates do not include the cost of temporary construction easements.
- The estimates do not include the cost of relocating or resetting existing above ground or underground utilities. Impacts to existing underground utilities will need to be determined during the preliminary engineering of the project through subsurface utility engineering.
- All estimates include a contingency of 10% of infrastructure cost, per PennDOT Publication 352.

Priorities

Figure 7.2 also includes prioritization of the nine segments/intersections along Route 30. Each segment/intersection was given a priority level of low, medium, or high. The priority level was based on which projects will have the greatest impact or benefit to the transformation of the corridor, along with stakeholder and community input. Additionally, there are benefits to implementing improvements sequentially and logically along the corridor.

Intersection improvements at Route 30 and PA 352 (“C”) was identified as the top priority capital improvement. The proposed improvements will address significant congestion and safety concerns at the intersection. Additionally, the PA 352 intersection is located within the western Mixed Use Center area and there are already several active and potential redevelopment projects nearby. Improvements at PA 352 can build upon the momentum of redevelopment and be a catalyst for further investment in the corridor.

With PA 352 as the starting point, implementation can logically emanate to both the east and west along Route 30. As such, the segment from Planebrook Road to PA 352 (“B”) and Church Road intersection improvements (“D”) are also identified as high priorities. Improvements at Old Lincoln Highway (“I”), including the Patriots Path Connection, is another a high priority project.

Finally, implementing the Adaptive Signal Control System—Phase 2 is

identified as a high priority near-term project. The project includes upgrading traffic signal equipment and improving traffic signal timing along the corridor. Phase 1 between US 202 and Planebrook Road is underway and will be complete is 2018. The township is also actively pursuing grant funds for Phase 2 between PA 352 and Old Lincoln Highway.

Route 30 Corridor Connections

In addition to the transportation improvements identified along Route 30, several multimodal connections to/from the corridor are presented in Chapter 4—Transportation Plan and summarized in Figure 7.3. The Route 30 Corridor Connections include a new Frazer Train Station, three new roadway connections, and a network of bicycle and pedestrian facilities. These connections require additional planning and evaluation before they can be advanced to design and construction. Figure 7.3 includes order of magnitude cost estimates and potential next steps to help advance these concepts.

The Frazer Train Station received broad community support as a priority project. The next step of completing a feasibility study is already on track for completion in 2019. Community feedback indicated that the three new roadway connections are generally lower priority projects. At this point, the key next step is to develop and include the new roadway connections on an Official Map for the Township. Additionally, the Township should monitor opportunities to advance implementation of any new roadway connections in conjunction with other projects. The bicycle and pedestrian connections can also be included on an Official Map. Two specific connections were identified as priorities for further evaluation, including a connection between Route 30 and the Chester Valley Trail and a connection between Route 30 and King Road. Coordinating with property owners and completing a specific feasibility study of the potential bicycle and pedestrian facilities are the key next steps for both projects.

Next Steps

Programming and implementing improvements along Route 30 will require building community support and cultivating partnerships. Existing boards and committees in East Whiteland Township can play a key role in engaging the community and key stakeholders. For the capital improvement projects, especially the high priority projects, the next steps include identifying funding and advancing design/construction. These projects will take a significant amount to move

Figure 7.2 – Capital Improvements—Route 30 Corridor

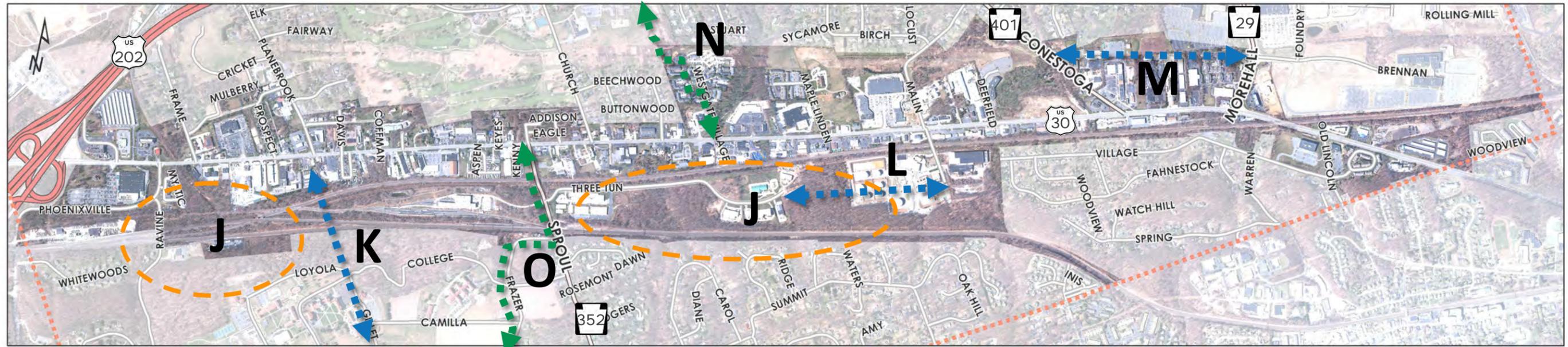


	Project	Engineering & Permitting	Right-of-Way	Construction & Inspection	Total (2018 \$)	Priority
A	US 202 to Planebrook Road	\$ 1,177,700	\$ 991,700	\$ 12,092,300	\$ 14,261,700	Low
B	Planebrook Road to PA 352 (Sproul Road)	\$ 782,100	\$ 710,200	\$ 4,881,200	\$ 6,373,500	High
C	PA 352 (Sproul Road) Intersection	\$ 739,100	\$ 455,300	\$ 3,696,400	\$ 4,890,800	High ★
D	Church Road Intersection	\$ 491,800	\$ 344,600	\$ 3,058,900	\$ 3,895,300	High
E	Church Road to Westgate Village Drive	\$ 865,700	\$ 656,200	\$ 5,389,400	\$ 6,911,300	Low
F	Westgate Village Drive to Malin Road	\$ 1,089,700	\$ 793,800	\$ 6,781,300	\$ 8,664,800	Low
G	PA 401 (Conestoga Road) Intersection	\$ 169,800	\$ 181,100	\$ 1,416,000	\$ 1,766,900	Medium
H	PA 29 (Morehall Road) Intersection	\$ 27,300	\$ 16,300	\$ 224,800	\$ 268,400	Medium
I	Old Lincoln Highway Intersection and Patriots Path Connection	\$ 387,000	\$ 249,200	\$ 1,868,200	\$ 2,504,400	High ★
K	Route 30 Adaptive Signal Control System—Phase 2: PA 352 to Old Lincoln Highway	\$ 40,000	—	\$ 440,000	\$ 480,000	High
	TOTAL	\$ 5,770,200	\$ 4,398,400	\$ 39,848,500	\$ 50,017,100	

Note: Cost estimates do not include inflation or utility relocation.

“K” not shown on the map, but includes the eight signalized intersections between PA 352 and Old Lincoln Highway.

Figure 7.3 – Capital Improvements—Route 30 Corridor Connections



Note: Areas labeled with "J" are conceptual proposed locations for a New East Whiteland Train Station

	Project	Order of Magnitude Costs	Next Steps
J	New East Whiteland Train Station	\$ 50 M—\$ 150 M +	– Participate in the Train Station Evaluation Study to be completed by DVRPC in partnership with SEPTA, Chester County, Immaculata University, and other project partners in 2018 - 2019
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 PA 401 and PA 29	\$ 10 M—\$ 15 M	
N	Bicycle/Pedestrian 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, including Westgate Village and Great Valley School District – Complete a trail alignment evaluation and develop a conceptual plan and cost estimate – Pursue funding opportunities, including grants, for design or construction
O	Bicycle/Pedestrian 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>	– Coordinate with key property owners, including Immaculata University and the Sisters of the Immaculate Heart of Mary – Complete an evaluation of bicycle/pedestrian facilities
	Other Bicycle/Pedestrian Facility Connections		– Develop an Official Map with the proposed bicycle and pedestrian facilities

through the design and permitting processes before construction can be completed. Policy amendments can be implemented in the more immediate term and can promote the implementation of capital improvements through adjacent land development projects.

Policies and Programs

Changes to the Route 30 Corridor can also be implemented through updates to Township policies and programs. These policies will help guide the type and design of future development along Route 30 to create the character that the community desires.

These action items are usually significantly lower in cost compared to capital improvement projects. Depending upon 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 for the change. In many cases, utilizing professional services from a planner or legal counsel is beneficial to help develop appropriate policy language. This is particularly important for amendments to the Zoning Code. The Board of Supervisors, Planning Commission, and Township staff play a key role in developing updates to Township policies and plans.

Develop and adopt Zoning Map and Ordinance Amendments that support the creation of Mixed Use Centers and an Enhanced Suburban Corridor.

Land along the Route 30 corridor is currently regulated by nine different Zoning Districts that define and limit uses, prescribe varying setback and height regulations, and regulate parking, landscaping, and other design elements. The lack of coordination between these districts along the corridor is one main reason for the resulting mish-mash appearance along the roadway today.

In order to enable and encourage the vision set forth in this Master Plan, rezoning the corridor should be considered a high priority task. Amending the existing zoning should focus on both the Zoning Map and the Zoning and Subdivision and Land Development Ordinances. This may be undertaken as part of a holistic reevaluation of the Township's regulations or as a stand alone amendment focused on Route 30. Such an effort should have input from a committee with representatives from the Board of Supervisors, Planning Commission, and others to provide expertise and a variety of viewpoints. Recommendations for this rezoning are as follows:

a) Create a new Mixed Use Center District and an Enhanced Suburban Corridor District as shown in Figure 7.4, Future Zoning. These districts would replace the existing base districts in order to make the Zoning Ordinance more user friendly and effective, as well as enable the desired redevelopment along the corridor.

Within the MUC Districts:

- Permit a wide range of pedestrian-friendly uses, including restaurants, retail, offices, entertainment venues, personal services, institutional, and others (See table of recommended uses for each district included in the Appendix D);
- Building setbacks from Route 30 that range from a minimum of 30 feet to a maximum of 60 feet;
- Building heights that range from a minimum of 20 feet to a maximum of 50 feet;
- Minimize parking located between the building and Route 30, with a maximum of 1 row permitted; and
- Incorporate other standards contained within the draft Design Guidelines for Zoning Ordinance as needed.

Within the ESC District:

- Permit a full range of commercial uses (including office and institutional uses currently segregated by zoning district, and auto-oriented uses) in order to maximize flexibility;
- Building setbacks a maximum of 75 feet;
- Building height a maximum of 40 feet; and
- Revise parking landscape requirements to green and soften large swaths of parking.

b) In lieu of a comprehensive rezoning of the corridor into the MUC and ESC districts, the rezoning may occur in phases. The Township has started down this path with the adoption of the Multifamily Overlay District (MF Overlay), which allows multifamily residential in the core area of the western MUC. The next phase may be to pursue the base rezoning for this area as well as additional parcels surrounding it, as well as the eastern MUC.

c) Amend other zoning districts (ROC/R, OBP, OBP/S) fronting the corridor, but outside of the study area, to ensure that streetscape elements consistent with this Plan are required as part of development/redevelopment.

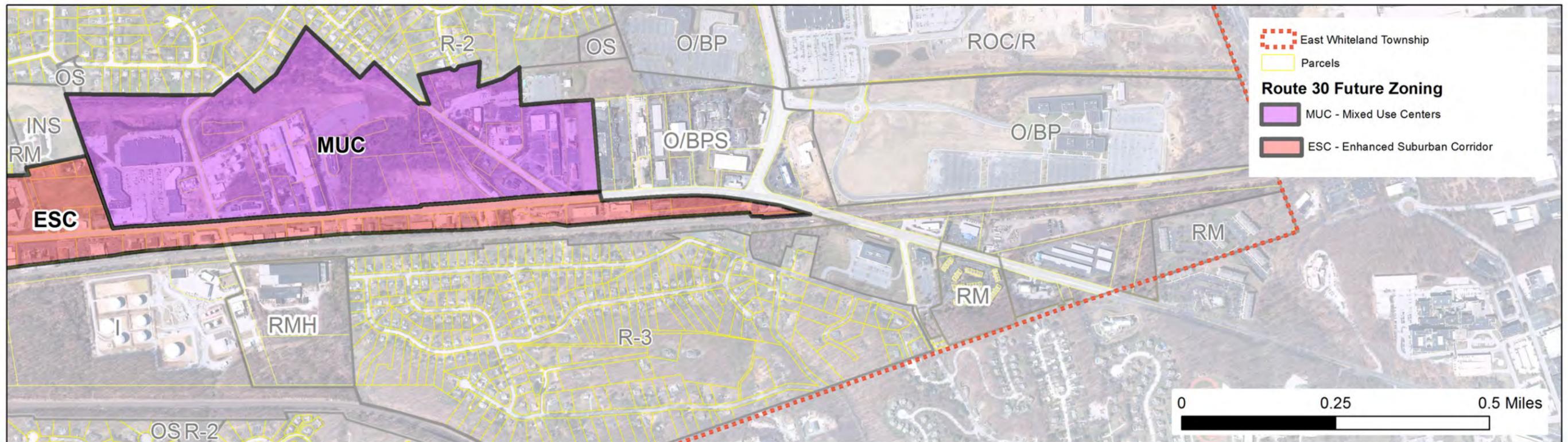
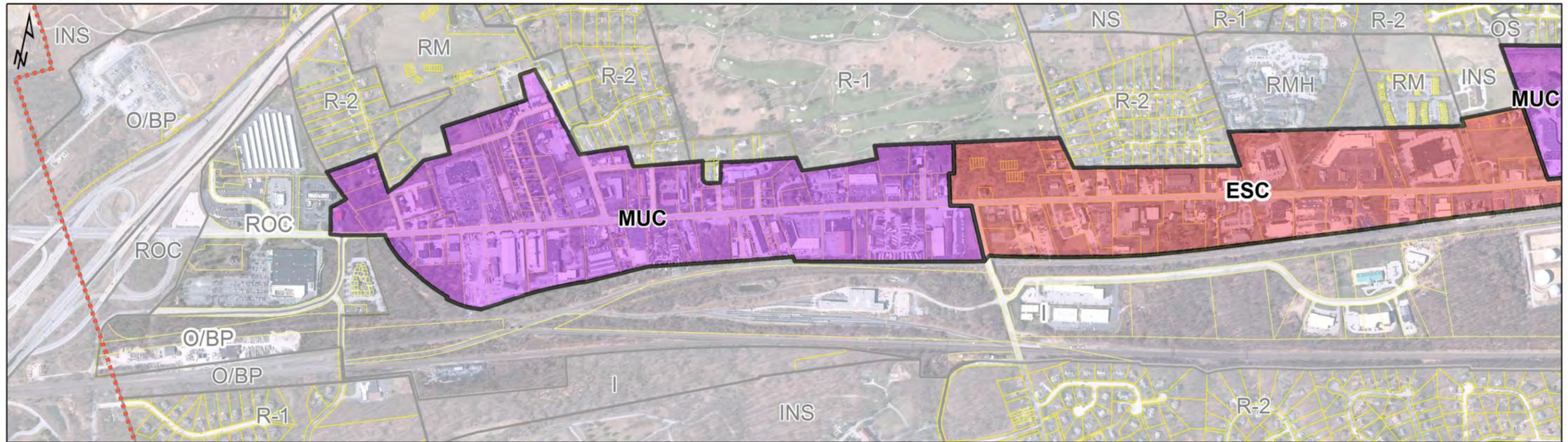
d) Other Zoning Ordinance amendment considerations that could be considered in East Whiteland Township:

- Consider a comprehensive overhaul of the signage regulations within the township;
- Permit Multifamily residential as a Conditional Use with specific conditions regarding circulation, open space requirements, and amenities;
- Encourage outdoor dining within view of the corridor;
- Residential parking requirements should be based upon number of bedrooms, not dwelling type;
- Revise parking requirements to address shared parking considerations and encourage a parking study based on an industry accepted standard such as the Urban Land Institute (ULI) methodology;
- Require bike parking for all uses along the corridor;
- Examine the adaptive reuse standards to ensure maximum flexibility in order to encourage the continued vitality of existing historic structures along the corridor; and
- Provide incentives for public-private partnerships and the provision of public green spaces and gathering areas along the corridor.

d) Other Subdivision and Land Development Ordinance amendment considerations

- Further consider requirements pertaining to the location of street trees and whether tree should be permitted within the buffer area between the curb and sidewalk;
- Expand and update existing Tree List to include recommended street trees appropriate for the Route 30 corridor;
- Include requirements for open space provided as part of a development/redevelopment project to be useable and accessible with appropriate amenities;
- Include requirements and design specifications pertaining to the proposed Right of Way for Route 30, including bike lanes, and sidewalk width and material;
- Include reference to the Design Guidelines for streetscape amenities such as benches, trash receptacles, bicycle parking facilities, and street lights;
- Incorporate design standards that encourage safe and convenient pedestrian circulation on a site;
- Incorporate design standards that specify pedestrian orientation of the building and particularly the location of its entrance(s);
- Review and consider a sliding scale for required widths for

Figure 7.4 – Future Zoning Map



buffer and landscape areas, especially between properties. The standards should be based not only on surrounding uses, but also location in the MUC and ESC. Narrower buffer areas may be more appropriate in the core or heart of the MUC, compared to the edge or transitional areas between MUC and ESC districts; and

- The Township may wish to consider requiring site specific design guidelines as part of their land development plan. Such design guidelines should be consistent with intent of the Route 30 Design Guidelines, but should provide more specific details for building architecture, hardscape and landscape materials, public art, open spaces, and the like.

Incorporate the proposed Design Guidelines into the Zoning and Subdivision and Land Development Ordinances through adoption.

Since 2000, the Pennsylvania Municipalities Planning Code has specifically enabled the use of written and graphic design guidelines as part of a Traditional Neighborhood Development (TND) Zoning District or Zoning Overlay District. As part of this Master Plan, two sets of Design Guidelines (one for the Zoning Ordinance and one for the Subdivision and Land Development Ordinance) have been prepared and are included in the Appendix of this report. The Township should incorporate and adopt these documents as part of Township's Ordinances. These guidelines provide additional depiction of the intended design purpose and execution, as well as additional support for the Township as it seeks to enforce the ordinance language. Adopting the Design Guidelines is also a high priority task on par with the Ordinance Amendments and Rezoning.

Ordinance Amendments can be controversial and even when they are not, do take time to develop and successfully go through the adoption process as mandated by the PA MPC. In order to expedite this process, the township may want to focus on the Subdivision and Land Development Design Guidelines first. These Design Guidelines have the greatest relevancy and impact on the overall streetscape and therefore should be enacted as soon as possible.

Develop and adopt a Township Official Map.

An Official Map shows the locations of planned future public lands and facilities such as new road connections, sidewalks, trails, parks, and open space. The Official Map depicts a municipality's interest in

acquiring lands for public purposes and notifies developers and property owners of this interest. The Official Map is similar to a Zoning Map in that it is officially adopted by a municipality's elected board. Use of the Official Map is regulated by Section 107(b) of the Municipalities Planning Code (MPC). If a landowner seeks to build on or subdivide land identified for future public lands or facilities on the Official Map, the municipality has up to one year to acquire the land from the owner before the owner may freely build or subdivide.

The development and adoption of an Official Map for East Whiteland Township could help achieve key elements of this Master Plan. These elements include:

- The proposed ultimate right-of-way of a widened Route 30;
- Proposed bike lanes and sidewalks, including crosswalks at key intersections;
- Proposed gateway locations;
- Proposed new roadway connections, such as the extension of Planebrook Road south of Route 30; and
- Proposed easements for future trails.

The township initiated development of an Official Map in 2017 and is developing the map based on previous and ongoing planning projects. Once adopted, the Official Map should be updated as needed to incorporate new plans for public improvements.

Continually monitor and revise the Township Ordinances to adapt to changing conditions and better enable the vision for Route 30.

Regulations such as Zoning Ordinances and Subdivision and Land Development Ordinances are intended to be "living documents". They work best and produce desired results only when they are constantly being monitored and revised to adapt and address evolving markets, conditions, and desires of the community. The vision for Route 30 is a long term vision and will require fine-tuning over time; the regulations intended to implement it, will need to be fine-tuned as well.

Secondary Recommendations

There are additional programs and policies that will enhance the corridor over time. However, they are not considered as crucial to implementation as adoption of Ordinance Amendments and Design Guidelines. The following are considered to be secondary

recommendations:

- a) Pursue open space opportunities, both private and publicly owned, along the corridor. Whether through the land development process or by actively seeking to acquire such land, the township has expressed the desire to have a variety of open spaces along the corridor. Smaller open spaces along the corridor will serve to meet the needs of pedestrians and are most appropriate as part of mixed-use developments, larger residential, or within commercial centers. A larger community recreation space is also desired for community activities and events and to help meet the needs for open space on the south side of the township. A larger community space would need to have adequate parking, be designed to meet specific community needs, and enhance the overall identity and appearance of Route 30.
- b) Consider the potential for a municipal parking lot within or adjoining one of the MUCs to help address parking issues and make it more attractive for visitors to patronize local businesses.
- c) LERTA, or The Local Economic Revitalization Tax Assistance Law, 72 P.S. § 4722 et seq., was created under the authority of Article VIII, Section 2(b)(iii) of the Pennsylvania constitution, and allows a municipality and school district to "establish special tax provisions" to a taxpayer for a period of no more than 10 years in order to "encourage improvement of deteriorating property or areas by an individual, association or corporation."

LERTA assists commercial property owners who improve their properties by delaying the increased tax on the improvements for a set period of time (maximum of 10 years), perhaps allowing them to offset the cost of the improvement. Since the lion's share of real estate taxes fund school districts in Pennsylvania, LERTA is a much stronger incentive if the School District is on board. The Township should approach the Great Valley School District in regards to their willingness to discuss a limited LERTA program benefiting the Route 30 Corridor.

In pursuing LERTA, the Township would conduct a feasibility study to determine the parcels to be included in the district, as well as package of tax provisions that would provide the greatest incentive to the first developers willing to create a positive change in line with the Township's vision.

- d) Strengthen and increase coordination with the East Whiteland Business Partnership and consider a subcommittee focused on the revitalization of the Route 30 Corridor. This subcommittee could focus on the many ways that it can assist in these efforts, including the consideration of: sponsorship of banners, gateways, and other public spaces along the corridor; encouraging the incorporation of civic uses within the MUC districts in order to strengthen community centers.
- e) Actively engage in developing polices related to automated, connected, electric, and shared vehicle technologies and new transportation infrastructure needs. As highlighted in Chapter 4, there is significant uncertainty regarding how, when, and where these new vehicle technologies will be deployed. However, it is important for East Whiteland Township staff, elected officials, and the community to be educated and engaged in the policy development process.

Potential Funding Sources

A critical next step for public sector led capital improvement projects and policy development is identifying funding for planning, design, and construction. There are numerous public funding sources at the federal, state, regional, and Township levels that could be appropriate and applicable for various action items. Funding sources must be identified on applicable programs and budgets, including:

- **Transportation Improvement Program (TIP):** Developed and adopted by the Delaware Valley Regional Planning Commission (DVRPC), the TIP identifies programming of federal and state transportation funds in the DVRPC region for the next four years
- **SEPTA Capital Budget**
- **East Whiteland Township Capital Budget**

In 2018, East Whiteland Township adopted a transportation impact fee, which is assessed on new development within the Township's transportation service area based on the number of trips generated by the proposed development. Impact fees that are collected can be used for design and construction of improvements identified in the Township's Act 209 Study – Transportation Capital Improvements Program (TCIP). For the Route 30 corridor, this includes intersection improvements at Phoenixville Pike, Planebrook Road, PA 352, and Church Road.

Competitive grant programs also provide a potential funding source for implementation. Figure 7.5—Summary of Current Competitive Grant Programs highlights some of the current grants available for the types of projects and policies identified in this plan. Each grant program has different eligible projects and uses of funds, matching requirements, and timelines for implementation. The Township's impact fees and capital budget can be used to leverage additional federal, state, or county funding for implementation. For the top priority action items, potential funding sources that should be considered and evaluated further are listed in the following summaries.

Conclusions

Figures 7.6 and 7.7 summarize the primary and secondary action items that are presented in this report. The identified capital improvements and policy updates were prioritized to provide guidance to East Whiteland Township and other projection partners regarding next steps to implement and achieve the vision for the Route 30 corridor.

Top Priority Capital Improvement Projects: PA 352 Intersection and Old Lincoln Highway Intersection/Patriots Path Connection

Intersection improvements at PA 352 is the top priority capital improvement project. Given the estimated cost of \$4.9 million (not including utilities or inflation), funds may likely be needed from several different sources or programs.

A key next step is coordination with the Chester County Planning Commission, Delaware Valley Regional Planning Commission, and PennDOT regarding the possibility of identifying federal or state funds for the project and programming it on the region's TIP. Additionally, pursuit of the two Multimodal Transportation Fund (MTF) programs administered separately by PennDOT and CFA can be considered.

Another high priority project is intersection improvements at Old Lincoln Highway and providing the Patriots Path sidewalk connection between Old Lincoln Highway and PA 29 along the north side of Route 30. Improvements at this intersection can be phased by separating the roadway and sidewalk improvements. In addition to identifying funding for design and construction, coordinating with

Norfolk Southern regarding the Patriots Path sidewalk connection is a key next step to advance planning and design.

Top Priority Policies: Route 30 Zoning Amendments and Design Guidelines Adoption

Rezoning the Route 30 corridor and adopting design guidelines will likely require services from a professional planner and possibly the Township's solicitor. Additionally, it will require the dedication of Township staff and volunteers. Beyond Township resources, Chester County's Vision Partnership Planning (VPP) Program is a competitive grant program that should be considered for this effort.

Reimagining Frazer and implementation of the actions items will require the commitment and continued close coordination between East Whiteland Township officials, staff, volunteers, community members, and other project partners. The priority action items can be pursued and advanced simultaneously, dependent upon available resources. Everyone in the East Whiteland community can contribute to achieving the vision for the Route 30 corridor.

Figure 7.5– Summary of Competitive Grant Programs

Program – Administering Agency	Program Details	Capital Transportation Improvements		Policies and Programs
		Roadway Widening, Streetscape Enhancements, Intersection Improvements	Bicycle & Pedestrian Facilities	
Transportation Alternatives Set Aside – PennDOT – Delaware Valley Regional Planning Commission (DVRPC)	– Federal transportation funds – Match requires funding all pre-construction activities – \$50,000 minimum and \$1 million maximum – 2 year timeframe to complete design, right-of-way, and utility clearance		✓	
Congestion Mitigation and Air Quality (CMAQ) – Delaware Valley Regional Planning Commission (DVRPC)	– Federal transportation funds – Match requires funding all pre-construction activities	✓ Intersection Improvements	✓	
CFA/DCED – Multimodal Transportation Fund (MTF) – Commonwealth Financing Authority (CFA) with DCED	– Annual competitive grant program for state funds (Act 89) – 30% match; \$100,000 minimum; \$3 million maximum – 2 – 3 year timeframe to complete the grant funded activities	✓	✓	
PennDOT – Multimodal Transportation Fund (MTF) – PennDOT	– Annual competitive grant program for state funds (Act 89) – 30% match (based on grant award); \$100,000 minimum; \$3 million maximum – 3 year timeframe to complete the grant funded activities	✓	✓	
Greenways, Trails and Recreation Program (GTRP) – Commonwealth Financing Authority (CFA) with DCED & DCNR	– Annual competitive grant program for state funds (Act 13) – 15% match; \$250,000 maximum – 2 - 3 year timeframe to complete the grant funded activities		✓ Trails	
Community Conservation Partnerships Program (C2P2) – DCNR	– Annual competitive grant program – Various federal and state funds – 50% match		✓ Trails	
Chester County Open Space – Municipal Grants Program – Chester County Open Space Preservation	– Annual competitive grant program for County funds – 50% match; \$100,000 to \$250,000 maximum for development grants – 3 year timeframe to complete the grant funded activities		✓ Trails	
PECO Green Region Program – Natural Lands Trust	– Annual competitive grant program for private funds – 50% match; \$10,000 maximum – 18 month timeframe to complete the grant funded activities		✓ Trails	
Transportation and Community Development Initiative (TCDI) Program – Delaware Valley Regional Planning Commission (DVRPC)	– Competitive grant program for federal transportation funds – 20% match; \$25,000 minimum; \$100,000 maximum – 2 year timeframe to complete the grant funded activities			✓
Vision Partnership Planning (VPP) Program – Chester County Planning Commission	– Biannual competitive grant program for County funds – 30% match; \$50,000 maximum for plans or ordinances and \$30,000 maximum for planning studies – 1–3 year timeframes to complete grant funded activities,			✓

Figure 7.6—Summary of Primary Action Items

		Project	Total (2018 \$)	Priority
Capital Improvements	A	Route 30: US 202 to Planebrook Road	\$ 14,261,700	Low
	B	Route 30: Planebrook Road to PA 352 (Sproul Road)	\$ 6,373,500	High
	C	Route 30: PA 352 (Sproul Road) Intersection	\$ 4,890,800	High
	D	Route 30: Church Road Intersection	\$ 3,895,300	High
	E	Route 30: Church Road to Westgate Village Drive	\$ 6,911,300	Low
	F	Route 30: Westgate Village Drive to Malin Road	\$ 8,664,800	Low
	G	Route 30: PA 401 (Conestoga Road) Intersection	\$ 1,766,900	Medium
	H	Route 30: PA 29 (Morehall Road) Intersection	\$ 268,400	Medium
	I	Route 30: Old Lincoln Highway Intersection and Patriots Path Connection	\$ 2,504,400	High
	K	Route 30 Adaptive Signal Control System—Phase 2	\$ 480,000	High
Policies and Programs		Zoning Map and Ordinance Amendments: Creation of Mixed Use Centers and Enhanced Suburban Corridor	\$ 45,000	High
		Subdivision and Land Development Ordinance Amendments: Incorporate Design Guidelines	\$ 10,000	High
		Official Map	\$ 12,000	<i>Underway</i>

Figure 7.7—Summary of Secondary Action Items

Participate in the Frazer Train Station Evaluation Study.
Complete alignment evaluation for a bicycle/pedestrian connection between Route 30 and Chester Valley Trail via Westgate Village Drive and K. D. Markley Elementary School.
Complete alignment evaluation for a bicycle/pedestrian connection between Route 30 to King Road/Immaculata University.
Consider adding all proposed transportation capital improvements to Chester County’s Transportation Improvements Inventory (TII).
Monitor and revise the township Ordinances to adapt to changing conditions and better enable the vision for Route 30.
Consider other amendments to the Zoning Ordinance, either as part of the corridor rezoning or as a separate efforts. Potential topics to be addressed include: <ul style="list-style-type: none"> – Sign regulations (Township-wide) – Outdoor dining promotion – Parking requirements, including bike parking and electric vehicle charging stations – Adaptive reuse standards – Public green space and gathering areas
Consider other amendments to the Subdivision and Land Development Ordinance, either as part of the corridor updates or as a separate efforts. Potential topics to be addressed include: <ul style="list-style-type: none"> – Street trees – Open space – Pick-up/drop-off areas – Pedestrian access and circulation – Landscape and buffer areas
Pursue open space opportunities, both private and publicly owned, along Route 30.
Consider the potential for a municipal parking lot within or adjoining one of the MUCs to help address parking issues and make it more attractive for visitors to patronize local businesses.
Coordinate with the Great Valley School District regarding their willingness to discuss a limited LERTA program benefiting the Route 30 Corridor.
Strengthen and increase coordination with the East Whiteland Business Partnership and consider a subcommittee focused on the revitalization of the Route 30 Corridor.
Actively engage in developing polices related to automated, connected, electric, and shared vehicle technologies and new transportation infrastructure needs.