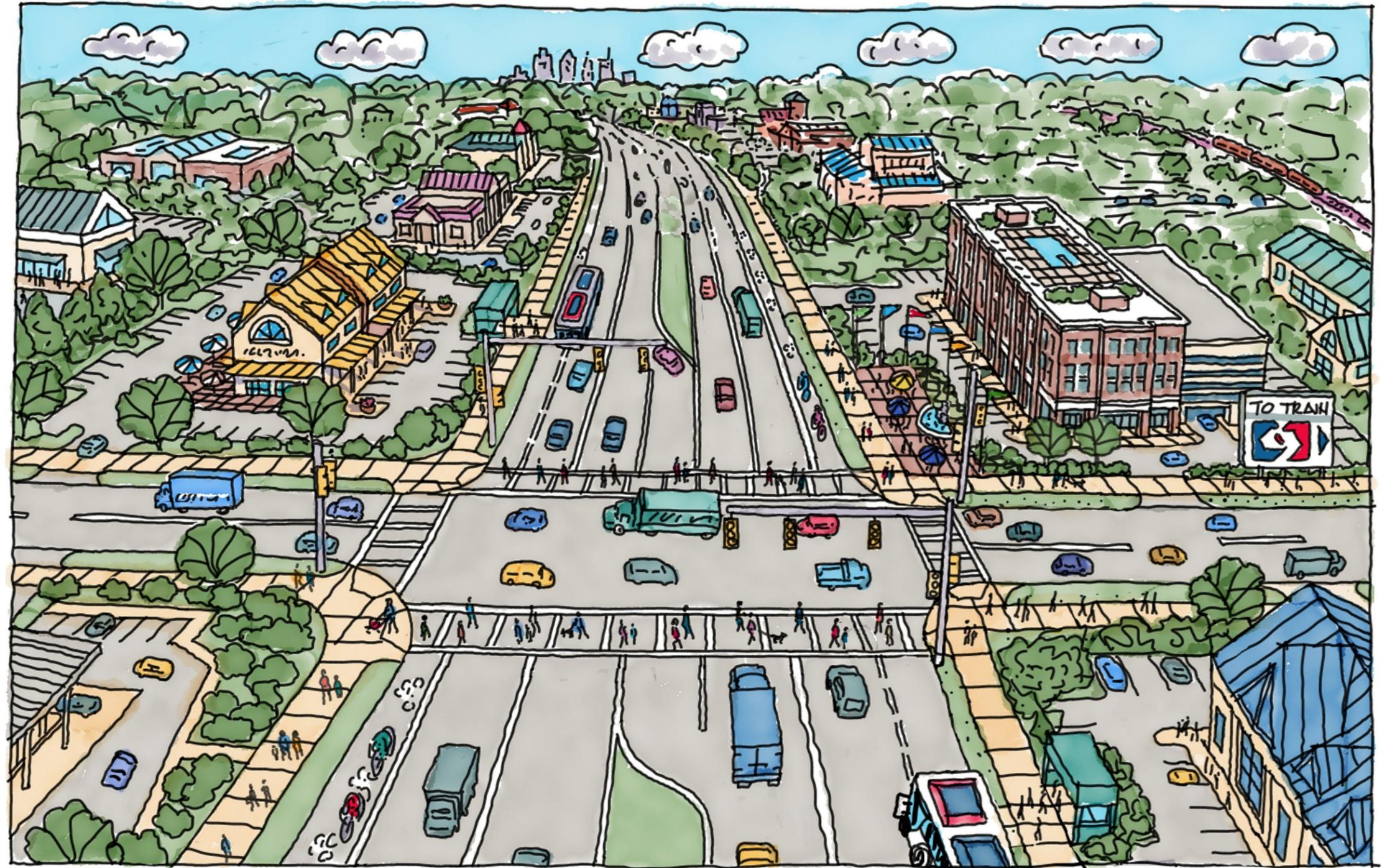


# ROUTE 30 CORRIDOR MASTER PLAN

## Reimagining Frazer



East Whiteland Township

Final Report—June 28, 2018



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### Funding

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# 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

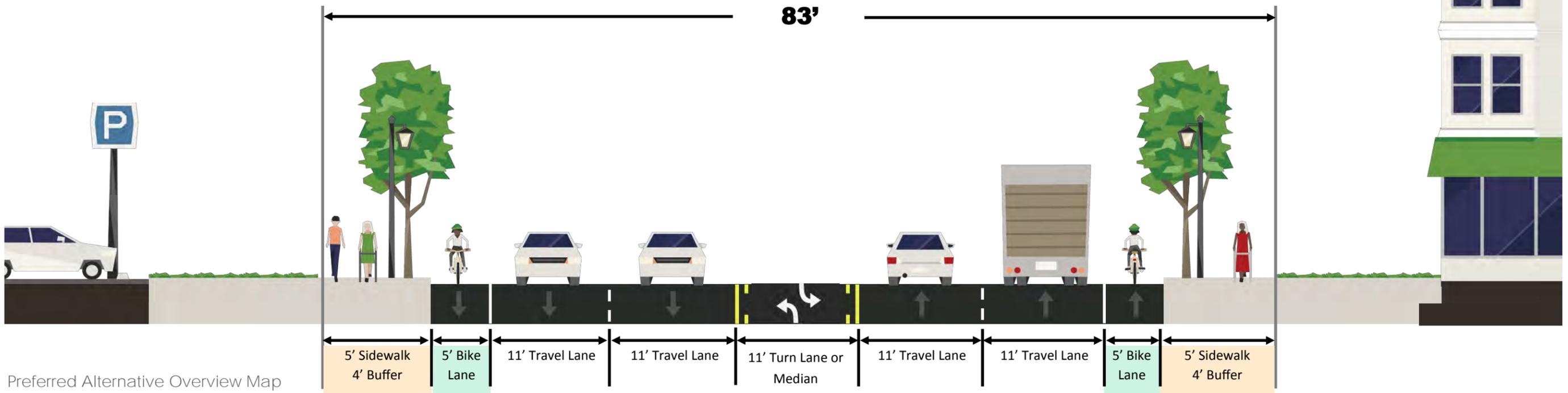
New Train Station



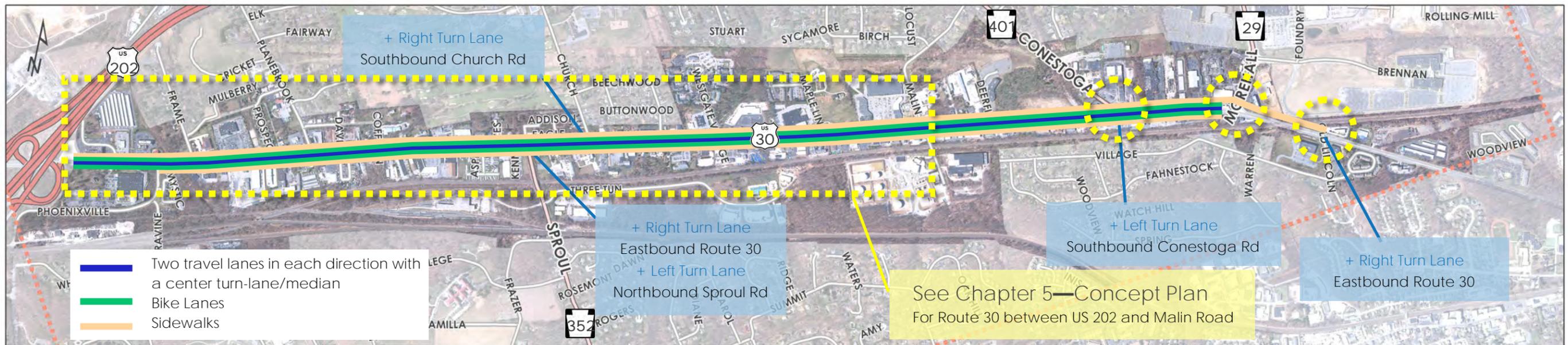
Preferred Alternative

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.

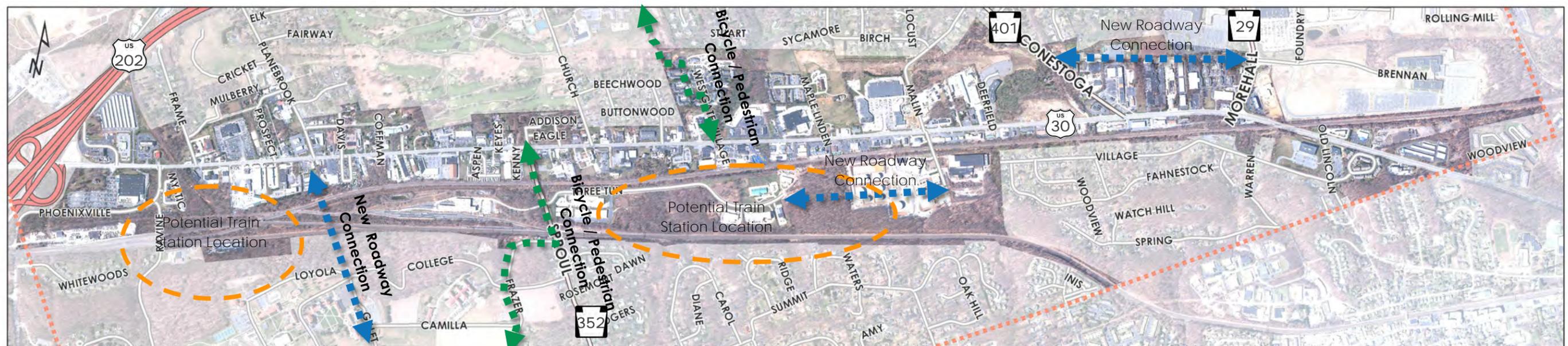
### Bus Stop Improvements

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 are 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.



# 1 | Background

## 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.

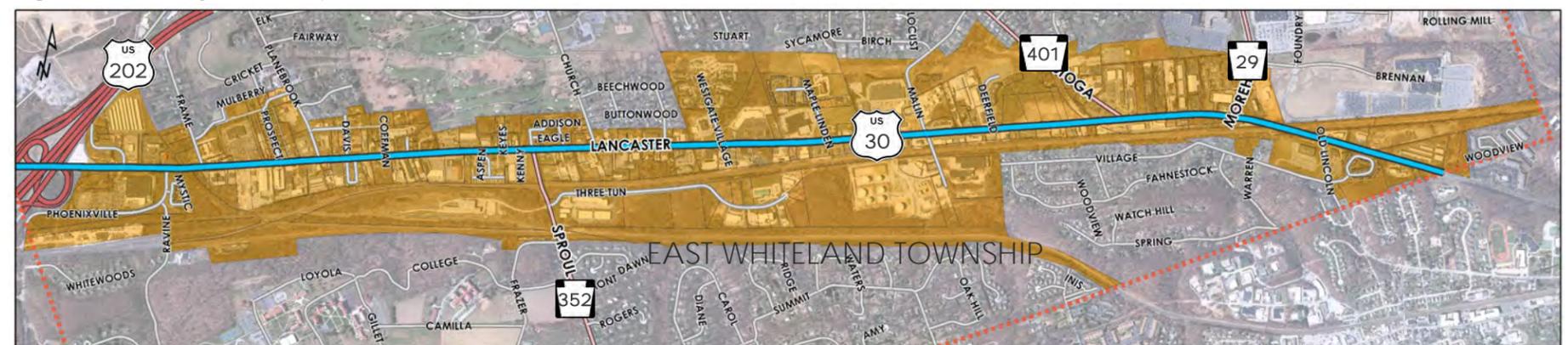
## Building on Previous Plans

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

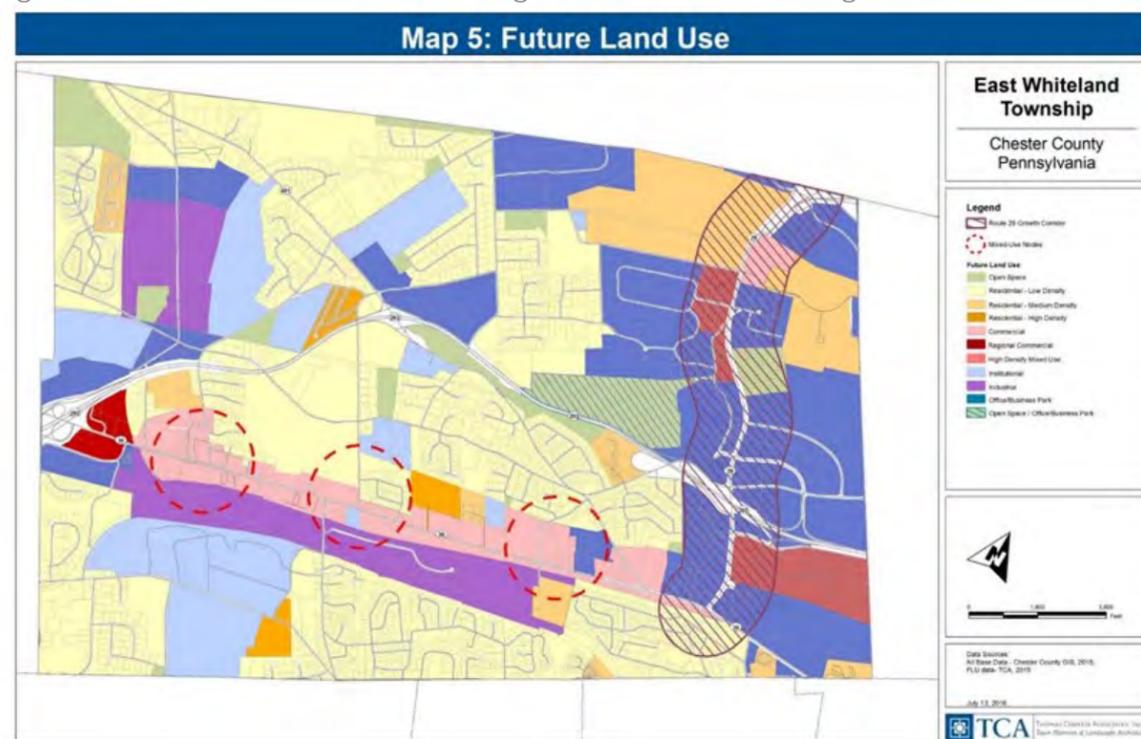
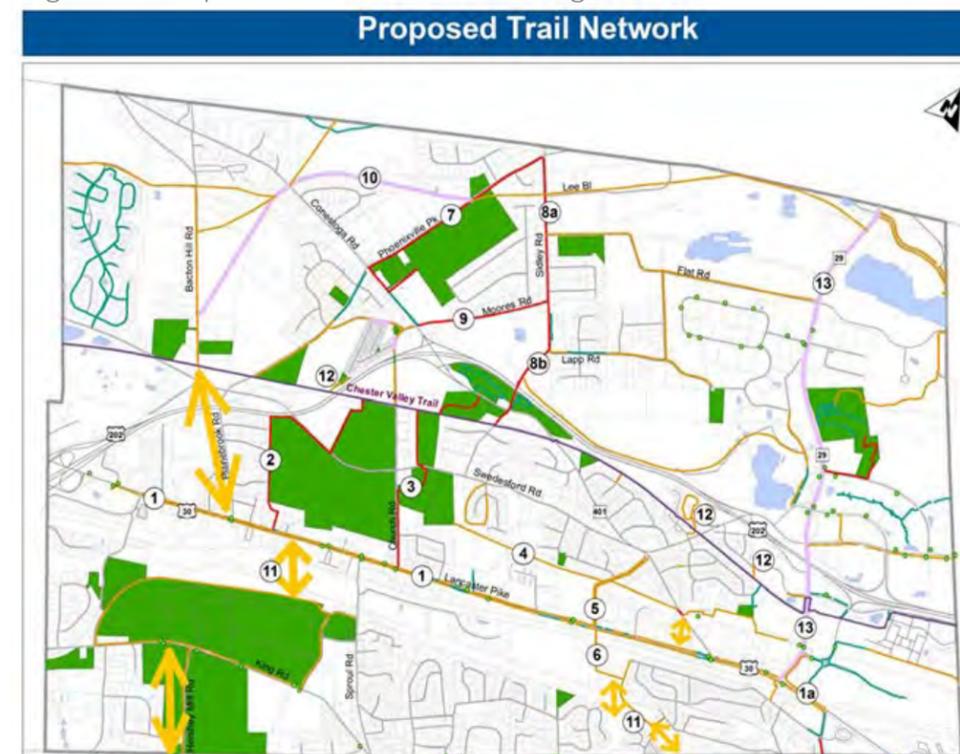


Figure 1.3 Proposed Trail Network showing connections to/from Route 30



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

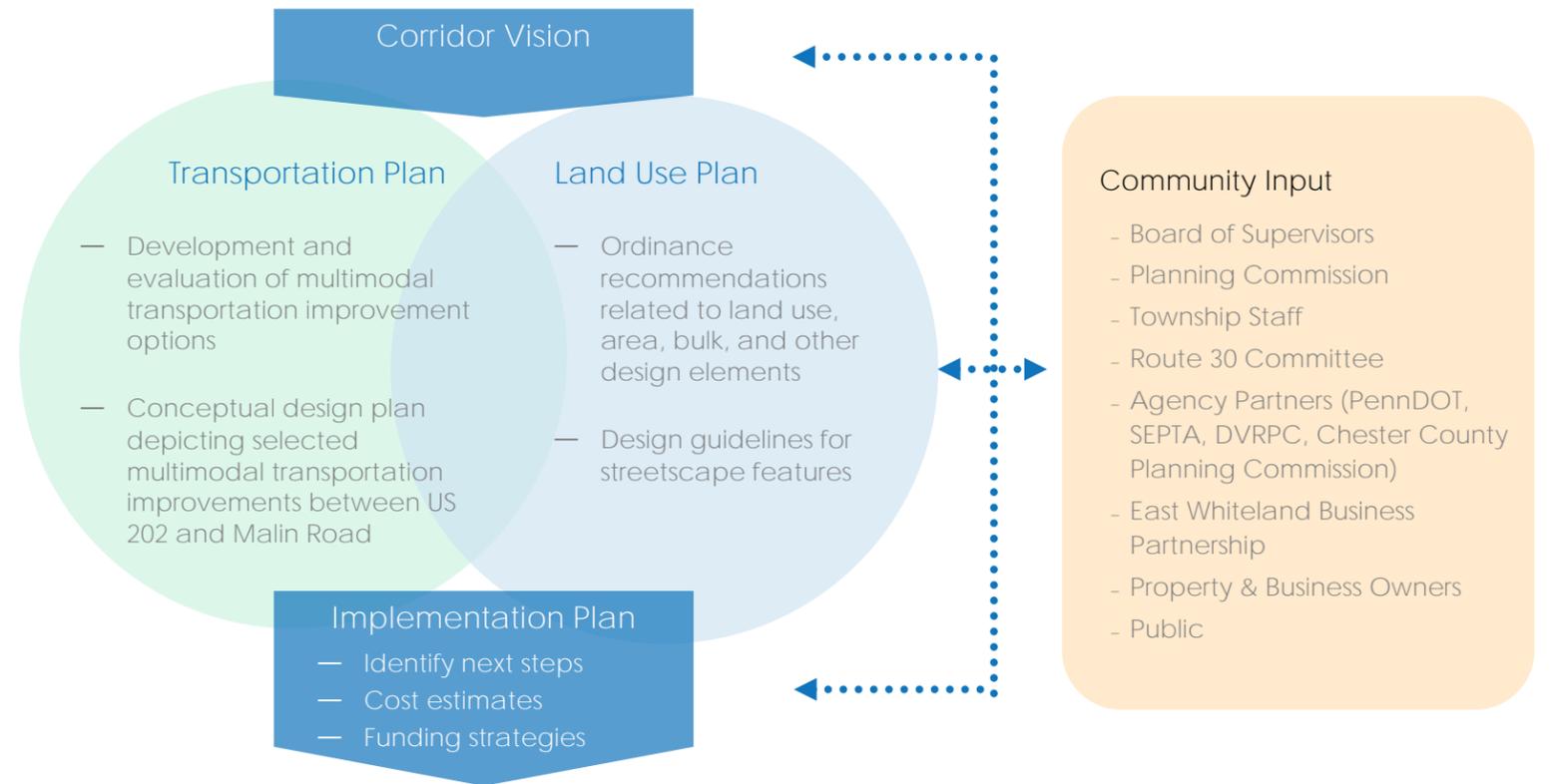
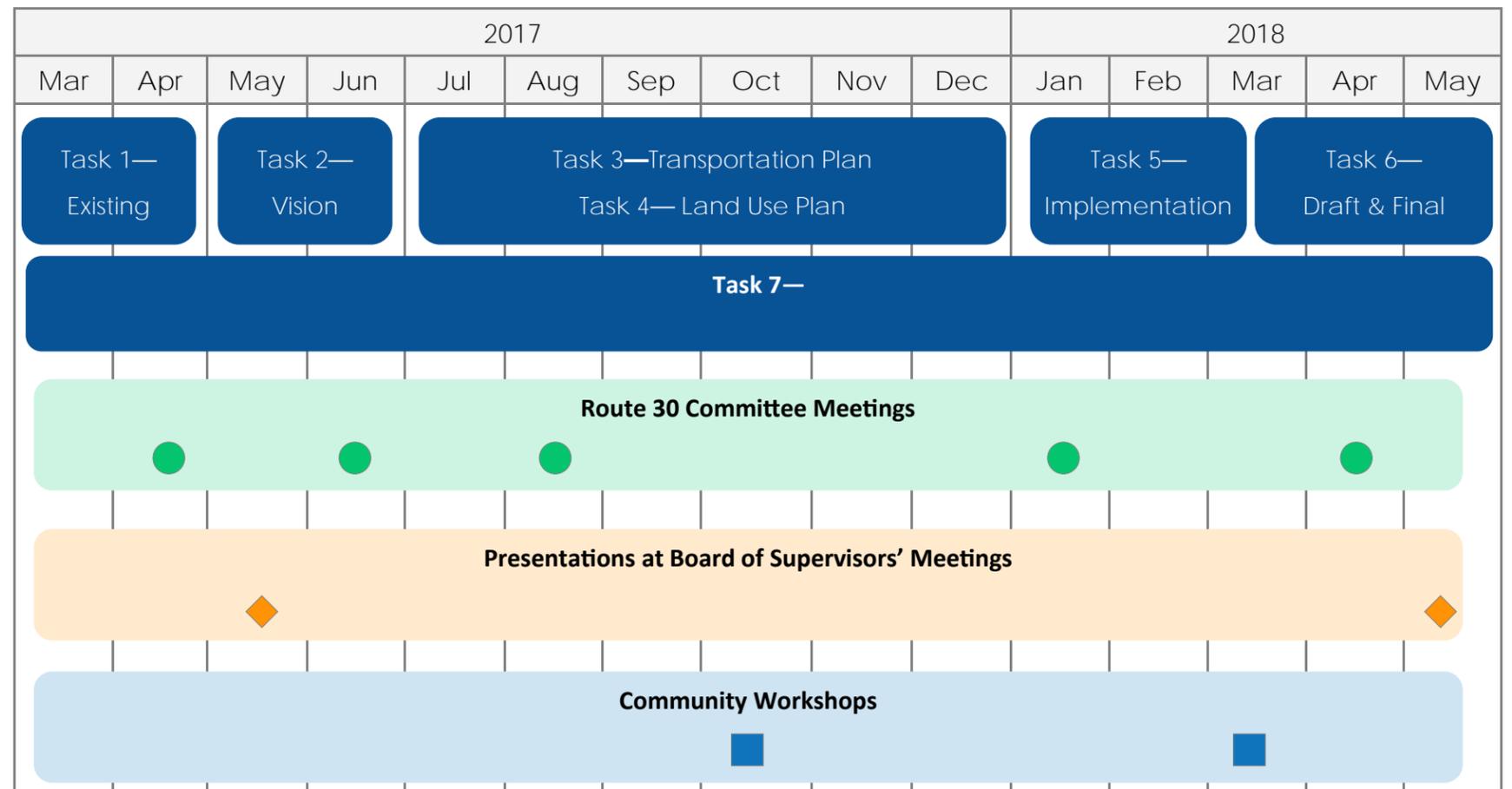


Figure 1.5 Project Schedule



## 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.



## 2 | Key Issues

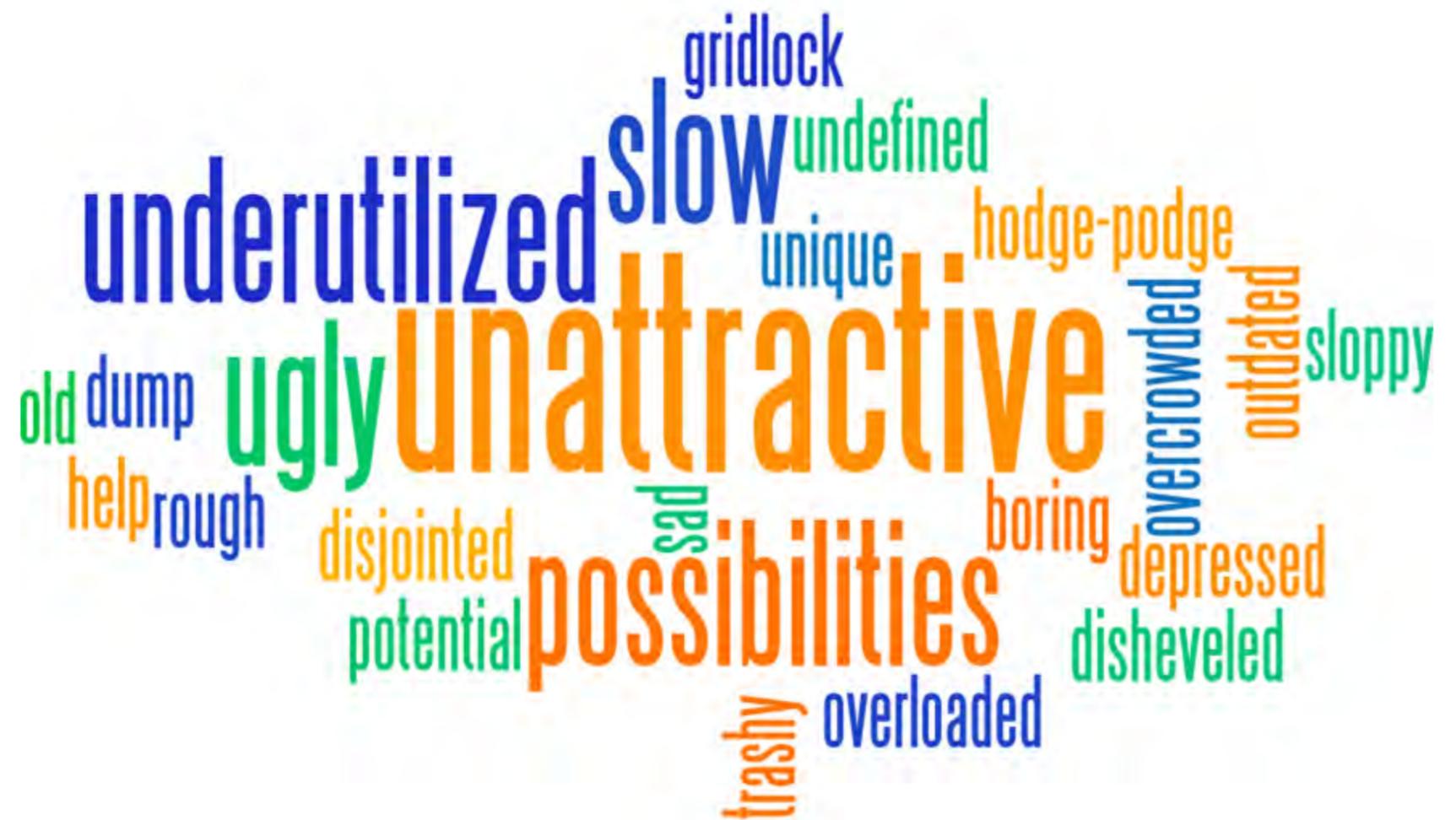
### Introduction

Route 30 is the main commercial corridor in East Whiteland Township. However, many residents, business owners, and passers-by do not have a favorable view of the corridor. As shown in Figure 2.1, people often describe the corridor as “unattractive” and “disjointed.” An extension of the historic Main Line of Philadelphia, this corridor lacks a cohesive character and identity and could be mistaken for any older suburban arterial in any major metropolitan area.

When surveyed during the development of the East Whiteland Township’s Comprehensive Plan Update in 2016, issues along Route 30 related to traffic congestion, connectivity, and overall appearance rated among the top pressing concerns in the community. The Comprehensive Plan says, “This busy and important roadway struggles to present an attractive and positive image of the township and its residents.”

However, members of the Route 30 Committee and the community also noted that the corridor has possibilities and potential. This chapter describes some of the key issues that must be addressed in order to revitalize and realize the true potential of a lively, mixed use and pedestrian friendly corridor.

Figure 2.1 – Community input on one word to describe Route 30

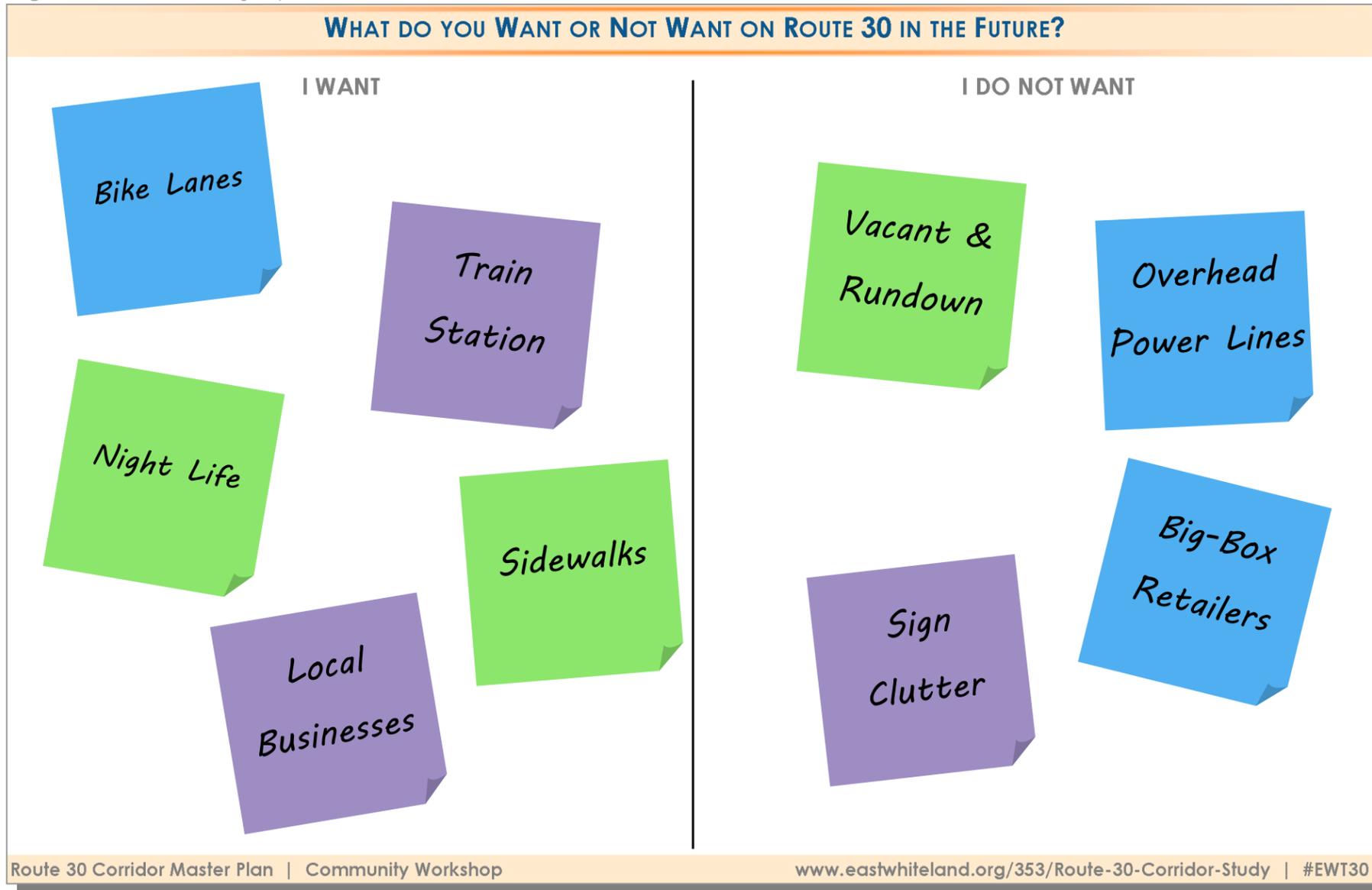


What do the people want?

At the first community workshop for the Route 30 Corridor Master Plan, attendees were asked to identify key features that they would or would not like to see on Route 30 in the future. This exercise helped to establish community wants and needs for the corridor. Some common themes from this exercise are identified on Figure 2.2.



Figure 2.2 – Community input on desired features for Route 30



Stakeholder Interviews

At the onset of this project, key stakeholders were identified who hold a particular interest in the Route 30 corridor. The stakeholders represented local institutions, businesses along the corridor, residents, and regional partners. Each stakeholder was interviewed to provide their input on the potential opportunities and future vision of the corridor. A summary of their input on top assets, challenges, and their vision for the corridor is provided below. This provides a snapshot of some of the key issues and opportunities for Route 30

**Top asset: Location, Location, Location**

- Access to major highways, including US 30 Bypass, US 202, PA 29, and PA Turnpike
- Close proximity to the Great Valley Corporate Park, which is one of the largest corporate parks in the Delaware Valley.
- Close proximity to the SEPTA/ Amtrak Keystone Corridor and stations in Exton, Malvern, and Paoli
- Regionally accessible to other population and employment centers, including Exton, King of Prussia, and Philadelphia
- Within the Great Valley School District

**Biggest impediments to attracting growth**

- Traffic congestion
- Unattractive streetscape and building facades
- Zoning in East Whiteland Township is not flexible enough to encourage the type of development that is desired
- Constrained properties due to the railroad tracks on the south side
- Significant property owners with no interest or plans for redevelopment

**Vision for future of Route 30 corridor:**

- This corridor is in need of a facelift – including the look of the buildings, the way the road operates, and landscaping.
- Traffic flow must be improved. Either by adding capacity, or by improving operations.
- Frazer needs to have a consistent “theme,” from the type of businesses to the landscaping.
- Embrace small scale commercial. Frazer should be full of upscale retailers and restaurants, not big box stores.

## Land Use—Key Issues

In terms of 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 and is in direct contrast to the manicured and planned corporate campuses found along PA 29, just minutes away. 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.**

### Vitality and Viability

Historically, Route 30 has been designated as the commercial retail center of East Whiteland Township, populated by auto-oriented businesses, shopping centers, and stand-alone retail uses, while other types of uses (institutional, office, residential or manufacturing) are clearly directed to other areas of East Whiteland Township through zoning.

The sole reliance on retail for this corridor contributes to the issues now seen. The retail market faces tremendous uncertainty, as brick and mortar stores struggle in the face of increased internet sales. In addition, changing demographic trends indicate that people are marrying later, having fewer kids, and living longer than ever before. These trends translate into a demand for different kinds of environments and spaces that are more mixed use in nature, provide different experiences, as well as the option to walk, bike or use public transportation.

The ability of East Whiteland Township to adapt to these changing conditions will greatly impact the viability of the Route 30 corridor in the future.

### Lack of Community Identity

Having a strong community identity can be a source of pride for residents and attractive to new businesses. In East Whiteland Township, there are few, if any, features along Route 30 that directly link it to the Township, its history, or other positive associations. When asked what is missing from Route 30 that could better connect it to East Whiteland, residents gave several different answers:

- Route 30 needs green spaces and other public/quasi-public

community spaces for informal gathering;

- Route 30 needs entertainment venues and community activities for meeting up with neighbors;
- Route 30 needs improved preservation of historic buildings, and other features, that link it to the past;
- Route 30 needs coordinated signage that identifies the corridor and lets a visitor know when they have entered or exited a community that takes pride in itself.

On the positive side, a key strength of the Route 30 corridor in the eyes of the residents is the number and variety of local businesses. From the Frazer Diner, to People’s Light Theater, and the Pinball Gallery, the Route 30 corridor is home to an array of unique destinations. Despite the challenges of the corridor, businesses there do have many advantages as were highlighted during the Comprehensive Plan process. 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 such as Immaculata University, are all viewed as competitive advantages. Promoting new development and redevelopment, while retaining the local businesses and flare is a key challenge of these efforts.

### Overall Appearance

Aside from vacancies and neglected sites, Route 30’s disheveled appearance also derives from its auto-oriented nature and development over time. Due to the suburban nature of the community and the function of the roadway, most sites along Route 30 cater almost exclusively to automobiles. Cars are the assumed mode of transportation along the corridor, so most buildings are set back from the roadway and thus the roadway is fronted by either large areas of surface parking or parking with no curb cuts.

Due to the incremental development of Route 30, there has been no unified vision for its appearance, particularly the streetscape. Communities on either side of East Whiteland have a designated program of street trees, street lights and sidewalks that line the roadway and provide a planned and attractive, visually cohesive border to the street’s edge. East Whiteland can incorporate similar tactics to create a more positive and welcoming appearance to its main street.

Figure 2.3 – Images of Existing Land Uses along Route 30



Transportation—Key Issues

Frazer is situated in close proximity to multiple primary transportation corridors and regional destinations. Route 30 in East Whiteland Township serves as a major arterial connecting US 202 and US 30 Exton Bypass to PA 29 (from which the PA Turnpike can be accessed). Additionally, the roadway is fed by PA 352 and PA 401, both minor arterials. In addition to the land uses directly along Route 30, the corridor is in close proximity to major employment concentrations along PA 29 and further to the east. Also, Route 30 is used to access regional rail stations in Malvern and Paoli. All of these factors contribute to congestion and poor connectivity on the corridor. The key transportation related issues for the Route 30 corridor can be grouped into three main categories: **Traffic Congestion, Safety, and Multimodal Connectivity.**

**Traffic Congestion**

Route 30 benefits from having two travel lanes in each direction from U.S. 1 (City Avenue) at the border of Philadelphia and Lower Merion Township in Montgomery County to the intersection of Malin Road in East Whiteland Township. This transition is depicted in Figure 2.4 below. This narrowing to one travel lane in each direction west of Malin Road reduces the capacity of the roadway significantly, resulting in delays and long queues at key intersections during the morning and afternoon peak periods.

Another reason for the congestion is the limited roadway connectivity in the area. Active rail lines to the south and utility lines to the north have severely limited the north-south roadway connections. For example, PA 352 is one of the few north-south oriented roadways that cross the Norfolk Southern and Amtrak/SEPTA rail lines. As a result,

the Route 30 and PA 352 intersection operates over capacity with high levels of delay during both peak periods in existing conditions. The lack of roadway connections forces drivers to use the main arterials, which were not necessarily designed or built to handle current traffic volumes. Additionally, the congestion is exacerbated when there is an incident or issue on U.S. 202, which is parallel to the Route 30 corridor. Drivers divert from U.S. 202 and use Route 30 and other local roadways when there are lane closures due to a crash or construction.

The number of closely spaced driveways also contributes to congestion and safety issues along the corridor. There are approximately 130 unsignalized driveways, just in the 2.4 mile stretch between US 202 and Malin Road. Vehicles accelerating or decelerating into and out of driveways negatively impacts the flow of traffic along the corridor.

Figure 2.4 – Route 30 narrows to one lane in each direction west of Malin Road

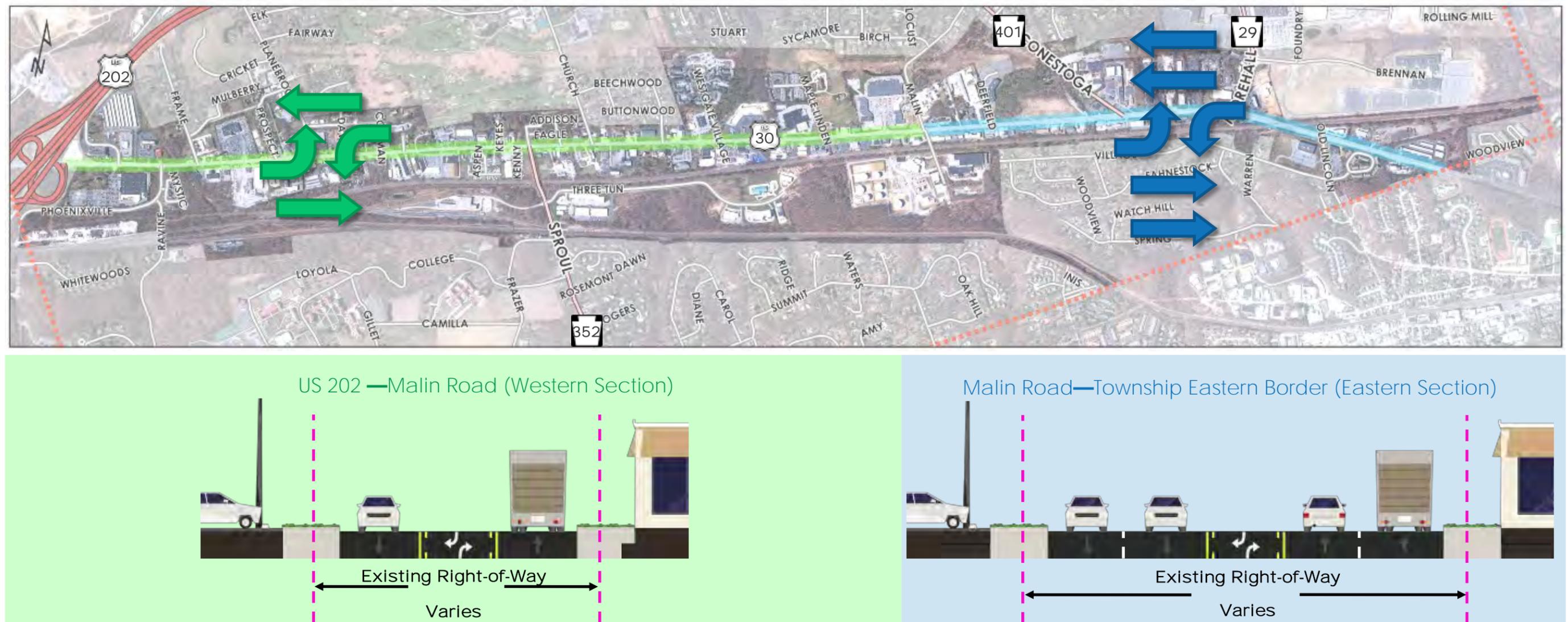
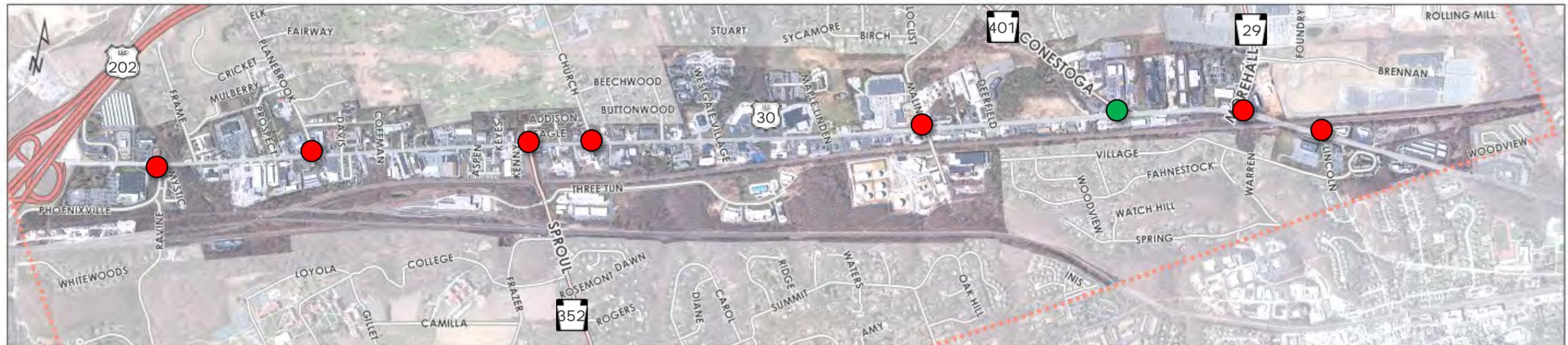


Figure 2.5 – Existing and Future Traffic Conditions

Existing Conditions



Future Conditions



Legend for Intersection Operations

- Little Delay
- Near Capacity, with Moderate Delay
- Over Capacity, With High Delay

Note: Traffic analysis results based on afternoon peak hour

The volume of traffic on Route 30 could increase by about 80% in the next 10+ years

Finally, based on anticipated growth and development along the corridor, traffic volumes are projected to increase by 80% over the next ten years. Figure 2.5 on the previous page shows existing and future (2027) intersection operations along the corridor during the afternoon peak period. In the future, almost every intersection is projected to operate over capacity with significant levels of delay.

In order to address existing congestion and improve traffic flow along the corridor in the near term, East Whiteland Township is implementing an adaptive signal control system for Route 30. This system will adjust the timing of signals based on traffic volumes to reduce unnecessary delays. The first phase of the system will be implemented in 2018 at signalized intersections between the US 202 ramps and Planebrook Road. The Township plans to pursue additional grant funding to complete upgrades at the eight remaining signalized intersections between PA 352 and Old Lincoln Highway.

#### Safety

When considering safety issues along Route 30 in East Whiteland Township, two distinct user groups should be identified: vehicular users and vulnerable users. Motor vehicles carry the majority of trips on Route 30 and drivers face distinct safety challenges due to traffic congestion and numerous conflict points. Vulnerable users would include people walking, bicycling, or using public transportation on the corridor. They face challenges that result from high vehicular traffic volumes and lack of adequate facilities.

According to crash data available from PennDOT, there were 284 reportable crashes along Route 30 in East Whiteland Township between 2010 and 2015. Crashes are considered “reportable” if there

are personal injuries or a vehicle must be towed from the scene. Over three quarters of these crashes were rear end and angle crash types. The most common crash type on the corridor, rear end crashes, are commonly associated with traffic congestion. Angle crashes occur at locations where two vehicles are making conflicting movements, often at driveways and intersections. Figure 2.6 illustrates the locations where mid-block crashes occur in the study area. Note, the large increase in mid-block crashes, particularly west of Malin Road. This is the point where the cross section transitions from two travel lanes in each direction to one. In this area, the crash rate is generally above the statewide average for this type of roadway

As noted before, the safety of vulnerable users in the study area is compromised because of the lack of adequate facilities, high traffic, volumes, traffic speeds, and numerous driveways along the Route 30

Figure 2.7—Image of a pedestrian walking along Route 30



corridor. Sidewalk connectivity in the corridor is limited. There are a few more recent developments where sidewalks were required to be installed, but there is not a consistent network for people to walk along or safely cross Route 30. As a result, many people choose to walk or bike on the roadway shoulder, even in areas where a sidewalk is provided. Based on PennDOT crash data, there were ten reportable crashes involving people walking or riding a bicycle on Route 30 between 2010 and 2015.

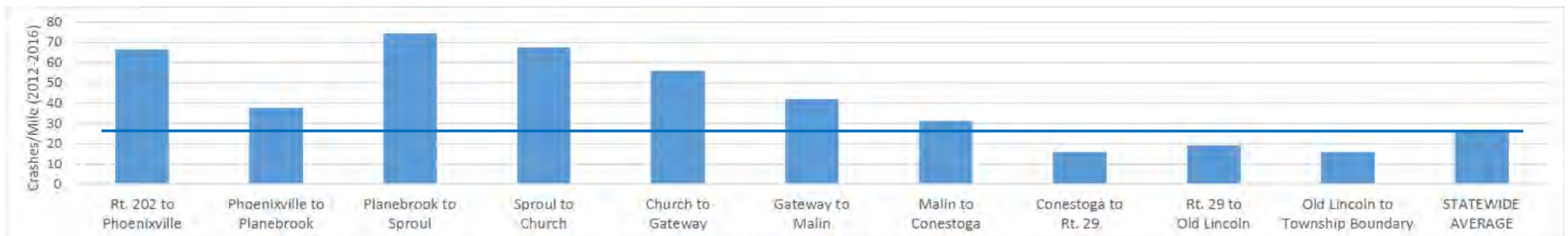
#### Multimodal Connectivity:

The Route 30 corridor through Frazer could be a desirable location to walk or bike because of the mix of commercial establishments, residential developments, and nearby institutions. Additionally, the corridor is close to several regional multimodal transportation assets, including the Chester Valley Trail to the north and the SEPTA/Amtrak

Figure 2.9—Existing bus stop on Route 30



Figure 2.6 – Mid-Block Crash locations (reportable) along Route 30 in East Whiteland Township



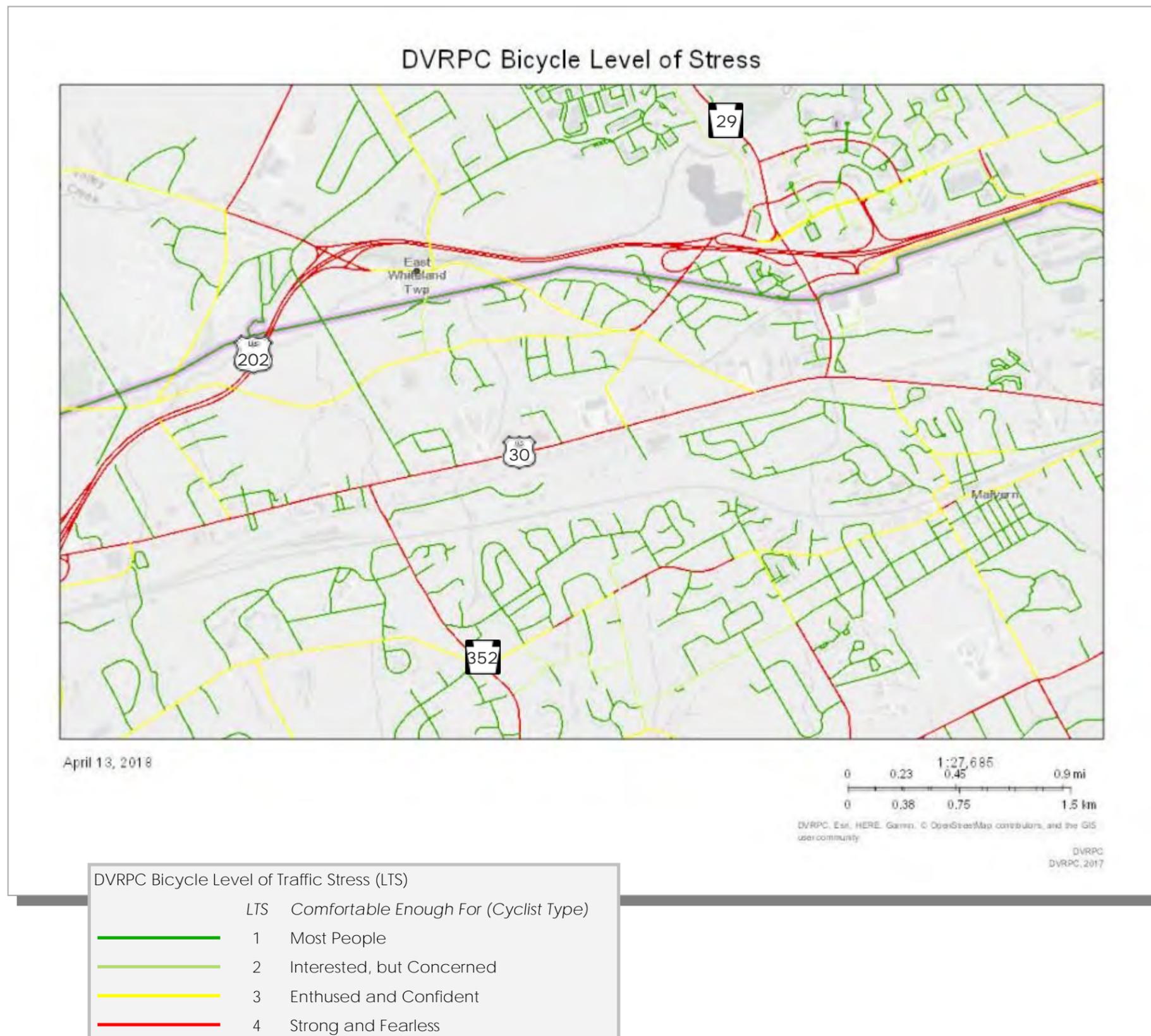
Keystone Corridor to the south. However, bicycle and pedestrian facilities along and connecting to Route 30 are extremely limited. There are almost no sidewalks along Route 30, and there are even fewer pedestrian facilities branching into the surrounding area. Additionally, most roads are only be suitable for the most skilled and experienced bicycle riders. This has been documented in DVRPC's Bicycle Level of Traffic Stress (LTS, see Figure 2.8). The Bicycle LTS for each road was assigned based on the number of lanes, effective vehicle speed, and presence/type of bicycle facility. On the map, roads depicted in green are more suitable for less experienced riders and red are more suitable for strong and fearless riders. Route 30, PA 29, and PA 352 are colored red and today do not support on-road cycling for most people.

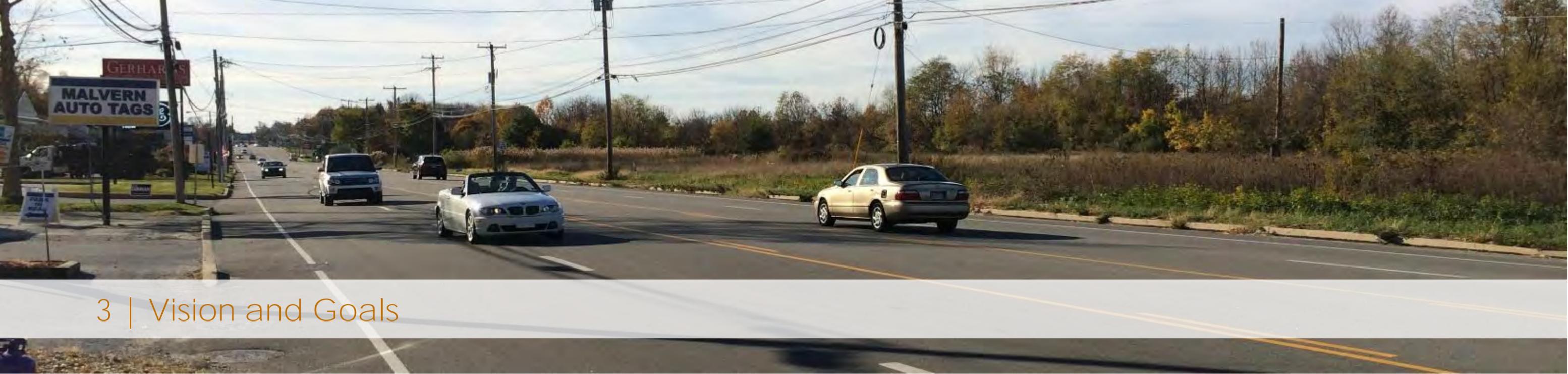
SEPTA's Bus Route 204 provides bus service to this section of Route 30. The SEPTA Bus Route 204 connects people to Paoli Train Station to the east and Exton/Eagleview Corporate Park to the west with 30 minute headways during peak operation. The bus service is provided seven days a week. However, due to the lack of safe and connected pedestrian facilities, the transit user experience along Route 30 is poor. As depicted in Figure 2.9, many bus stops lack basic amenities, including safe and comfortable places to wait for the bus.

#### Future Considerations

At this time, the transportation industry is experiencing and preparing for significant changes to how we travel due to technological advances. The *2017 State of Telecommuting in the U.S. Employee Workforce Report* cites that the number of employees that work from home at least half of the time has increased 115% since 2005. Also during that time, ridesharing services captured through smart phone apps have become more prevalent and provide an alternative to driving, using public transit, or taxi services. Additionally, technologies for connected and autonomous or driverless vehicles are being developed and are currently being tested in Pennsylvania and across the country. These and other technological advances create uncertainty about the future demands and needs for transportation in our communities. East Whiteland Township has an opportunity to proactively plan and prepare for new mobility options that are currently emerging and the uncertain future of transportation. Flexibility and the ability to adapt to new transportation options in the future is an important consideration for the Route 30 corridor.

Figure 2.8 – DVRPC Bicycle Level of Traffic Stress





## 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/Sproul 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

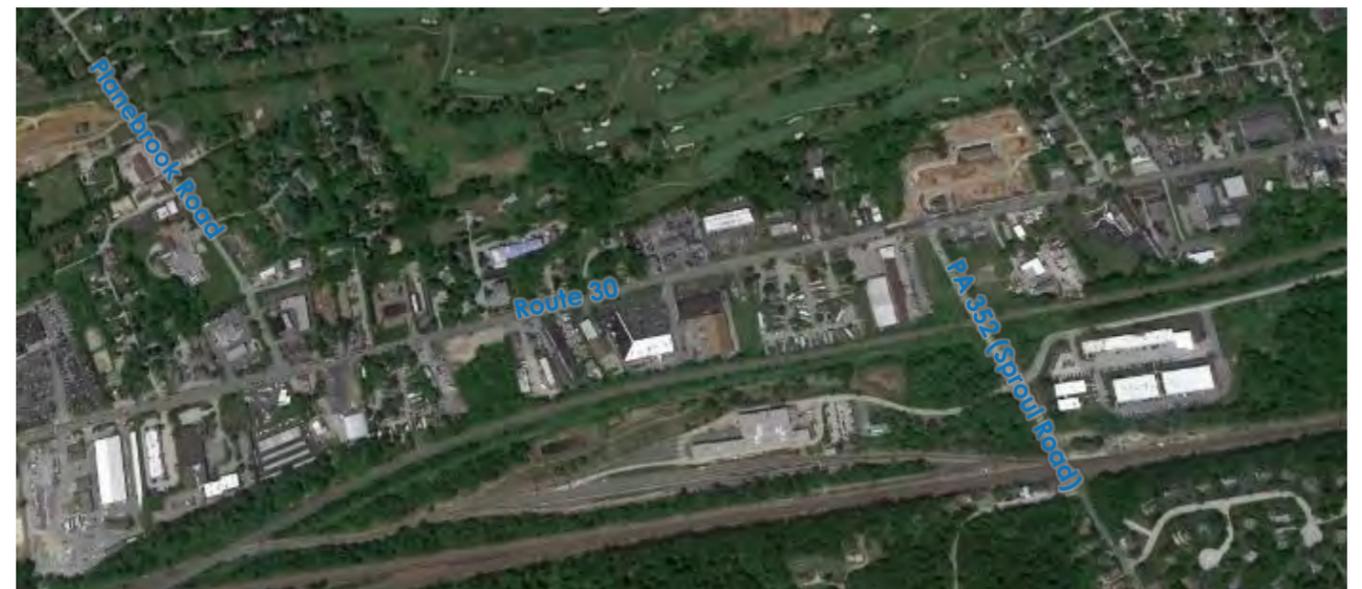


Frazer Train Station once stood near the intersection of PA 352 and Frazer Road.



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

Figure 3.2—Frazer Now Images





## 4 | Transportation Plan

### Introduction

There are a number of options to address the key transportation issues and achieve the vision for Route 30. Land use planning, such as providing a mix of land uses and appropriate design guidelines, is one way to promote walking or biking, and thereby reducing congestion on the corridor. The land use planning elements of this plan are further described in Chapter 6. This chapter focuses on the transportation options that were developed and evaluated for the Route 30 corridor, including:

- Adding roadway capacity or widening
- Intersection improvements
- Access management strategies
- Roadway connectivity
- Infrastructure for walking and biking
- Infrastructure for riding transit
- Streetscape enhancements

### Alternatives Development and Evaluation

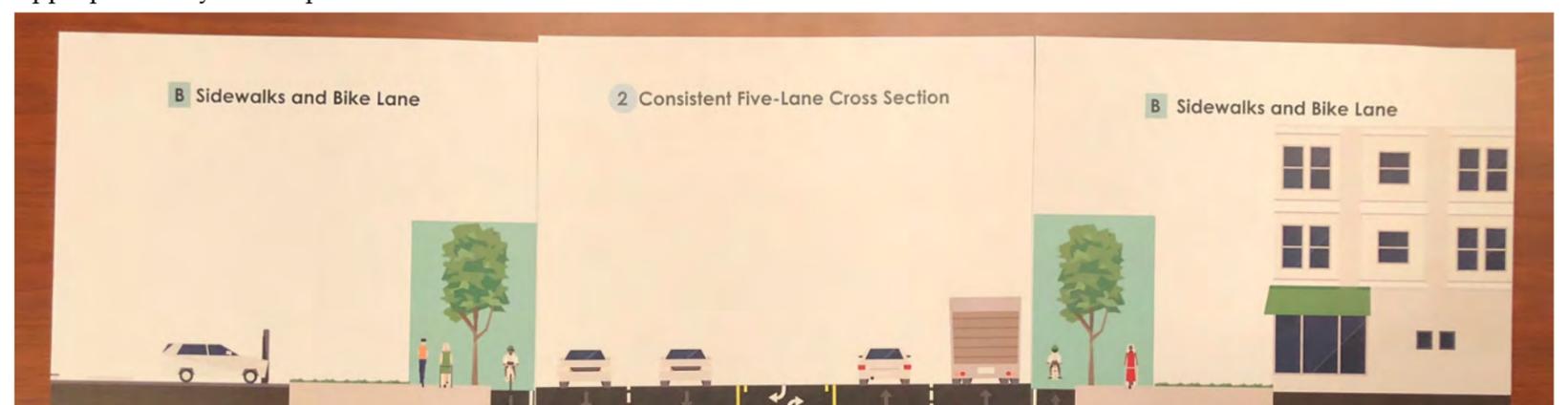
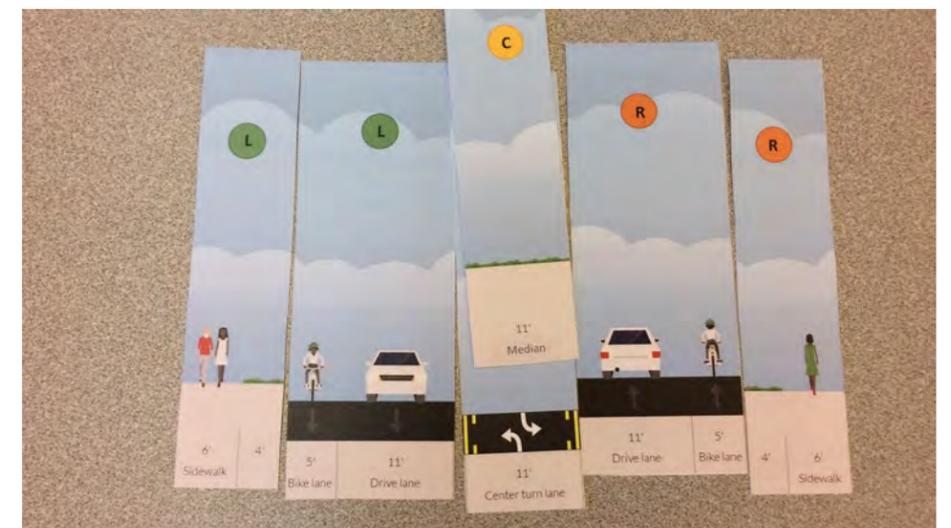
Identification of future demands on Route 30 was one of the first steps in the transportation alternatives development and evaluation process. Future traffic volumes were projected based on the Land Use Assumptions Report (LUAR) prepared for East Whiteland Township’s Act 209 Study. The LUAR includes a potential build-out analysis for Route 30 for the next decade. The future build-out analysis assumes Route 30 will develop and redevelop with a mix of uses, and the corridor could support approximately 690 additional residential units and over 1 million square feet of retail, restaurant, and office space.

Various transportation improvement alternatives for Route 30 were developed with the goal of addressing existing issues and supporting the future demands for multimodal transportation along the corridor. There is not a single improvement or solution to address the complex transportation issues along Route 30, but rather a combination of capital improvement and policy updates.

### **Building Blocks for Transportation Alternatives**

Members of the Route 30 Committee and participants at the first community workshop helped to develop transportation improvement options for Route 30. At two separate meetings, the attendees were asked to “build” their future vision for Route 30 by selecting elements of a roadway typical section, including travel lanes, turning lanes, medians, bicycle lanes, on-street parking, and sidewalks. Figure 4.1 displays some of the typical sections that were “built” at these meetings. This exercise allowed participants to express their preference for the roadway configuration, including number of travel lanes, as well as appropriate bicycle and pedestrian infrastructure.

Figure 4.1 – Sample Typical Sections Developed by Participants at a Committee Meeting and Community Workshop



### Options for Places to Drive

Two improvement options were considered to address traffic operations along Route 30. Each option has its own merits and differing levels of effectiveness in reducing travel time delay along the corridor and supporting multimodal transportation needs. Figure 4.2 illustrates the cross sections of the options. Figure 4.3 highlights specific intersection improvements and future traffic analysis for both options.

The first option involves maintaining the existing lane configuration and providing additional turn lanes at key intersections or bottlenecks. This option has less impact on properties along Route 30 compared to roadway widening. However, this option provides modest reductions in corridor delay and several intersections would still operate over capacity, particularly during the afternoon peak period.

The second option involves widening Route 30 west of Malin Road to match the lane configuration to the east by providing two lanes in each direction and a center turn lane, as well as additional turning lanes at select intersections. This would create a consistent five-lane configuration for Route 30 throughout East Whiteland Township and provide more significant reductions in congestion and delay along the corridor. This option is consistent with the vision in the Township's Comprehensive Plan and received strong support at the first community workshop.

While there was broad support for planning and providing a consistent five-lane cross section on Route 30, some concerns were expressed about the need and benefits of roadway widening. Several participants expressed concerns that a wider roadway would encourage higher travel speeds, create longer crossing distances for pedestrians, and discourage a pedestrian friendly environment. Others questioned the need or demand for the additional lanes, along with the potential impacts to properties and businesses along the corridor. Additionally, the use of right turn lanes to address intersection capacity affects the ability to place bus stops near controlled intersections where pedestrian crossings are most logical.

75% of responses at the first Community Workshop favored planning for a consistent five-lane cross section for Route 30

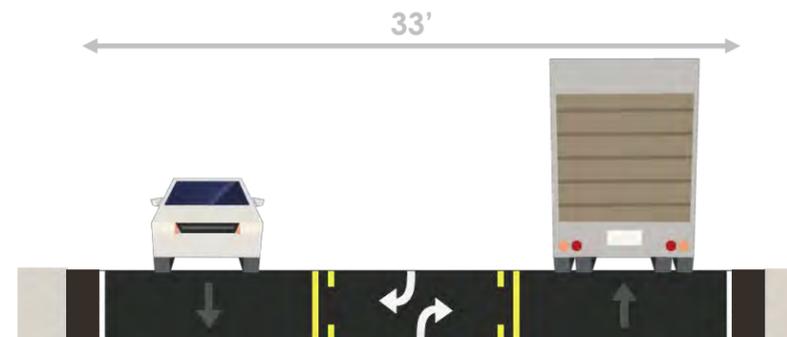
Figure 4.2 – Typical Sections for Two Options for Places to Drive

## 1 Current Lane Configuration

Plus additional turn lanes at select intersections

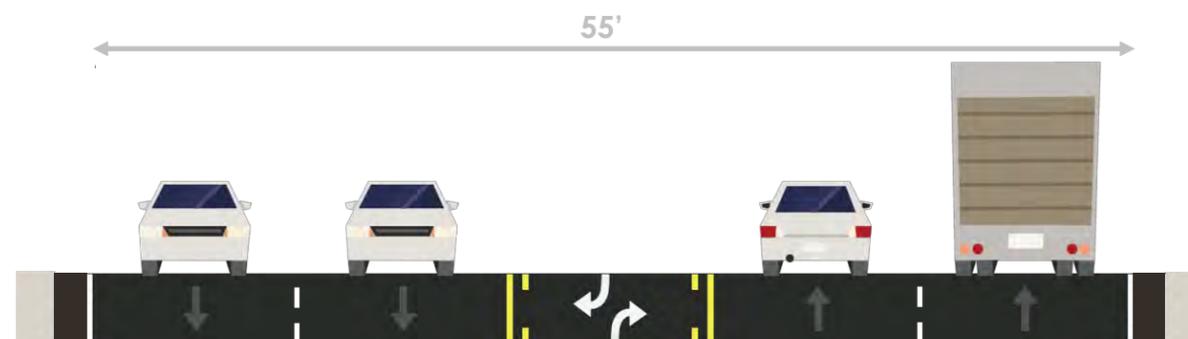
### US 202—Malin Road (Western Section)

One Travel Lane in Each Direction with a Center Turn Lane



### Malin Road—Township Eastern Border (Eastern Section)

Two Travel Lanes in Each Direction with a Center Turn Lane



## 2 Consistent Five-Lane Cross Section

Plus additional turn lanes at select intersections

Two Travel Lanes in Each Direction with a Center Turn Lane

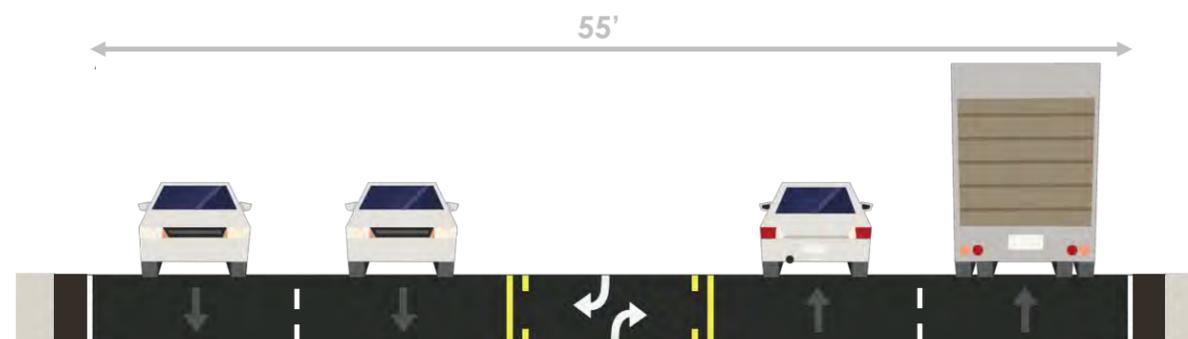
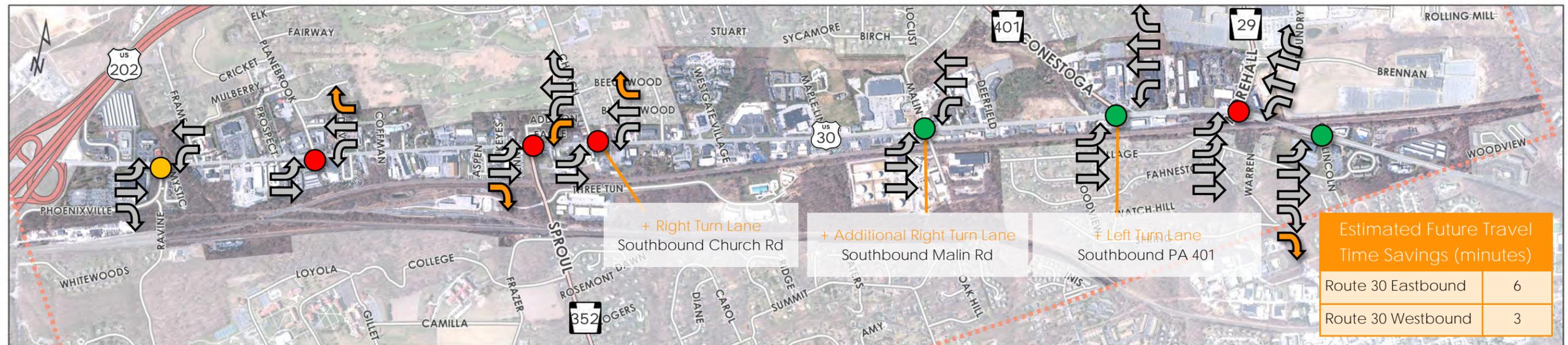
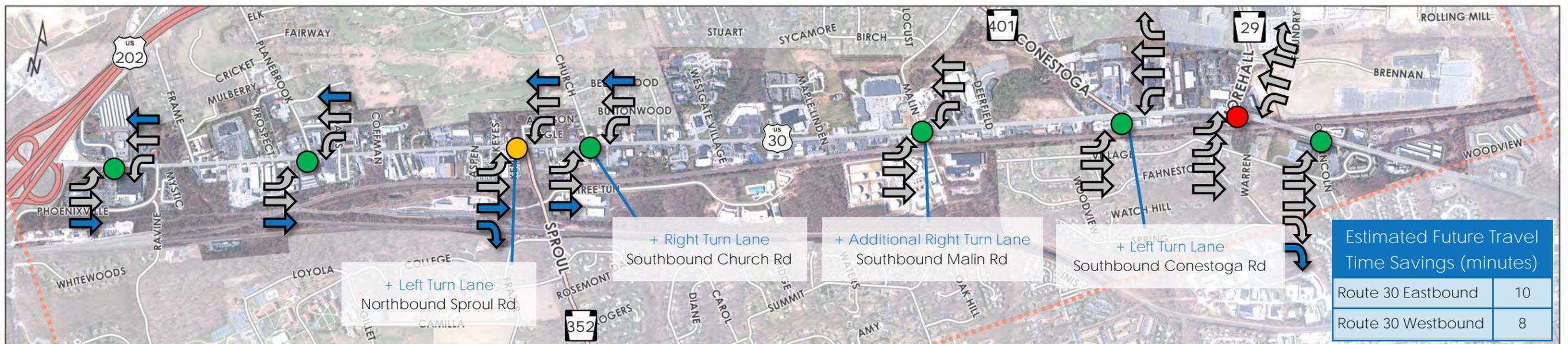


Figure 4.3 – Traffic Analysis Summary for Options to Drive

1 Current Lane Configuration with Additional Turn Lanes at Select Intersections



2 Consistent Five-Lane Cross Section with Additional Turn Lanes at Select Intersections



Legend for Intersection Operations

- Little Delay
- Near Capacity, with Moderate Delay
- Over Capacity, With High Delay

Legend for Improvement Options

- ➡ New lane
- ➡ Existing lane

Note: Traffic analysis results based on future traffic volumes in the afternoon peak hour. Travel time savings compared to future conditions without any improvements.

### Options for Places to Walk, Bike, or Park

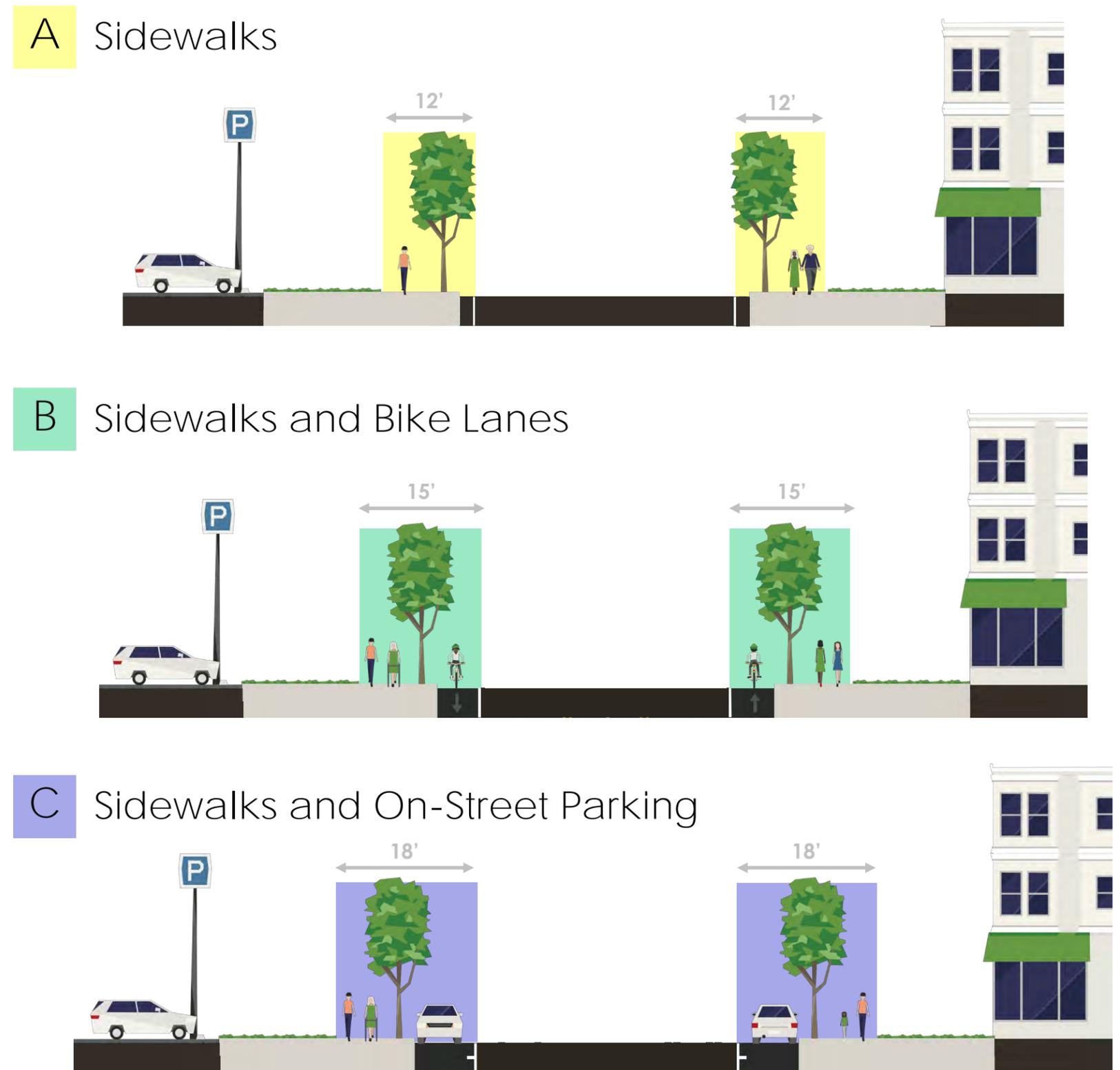
Figure 4.4 highlights the three main options considered for providing places to walk, bike, or park along Route 30. The concept of providing sidewalks along Route 30 was documented in the Comprehensive Plan. Options for bike lanes and on-street parking were identified based on the key issues, vision, and review of similar segments of Route 30 in other municipalities. The idea of providing a multi-use trail option on one side of Route 30 was initially considered and dismissed due to potential conflicts for trail users (particularly cyclists) crossing the numerous driveways and the need to connect with destinations on both sides of Route 30.

These options were presented to the Route 30 Committee and to the public at the first Community Workshop. There was broad support to provide sidewalks along Route 30. On the other hand, there was very little support for providing on-street parking on Route 30. Option B, which includes both sidewalks and bike lanes, received the most support from the public at the Community Workshop. However, several members of the Route 30 Committee and the public expressed concerns about the potential impacts and benefits of bike lanes. In particular, several participants in the planning process noted that bike lanes further widen the roadway, resulting in longer distances to cross Route 30 as a pedestrian and possibly encouraging higher travel speeds. Additionally, there were questions about the need and benefit of the bike lanes given the nearby Chester Valley Trail, which is parallel to Route 30.

From a regional perspective, bicycle lanes along Route 30 are consistent with other plans for municipalities to the west of East Whiteland. Bike lanes were recommended along Route 30 in West Whiteland Township, East Caln Township, and Downingtown Borough as part Central Chester County Bicycle and Pedestrian Plan to make Route 30 a more “Complete Street.” Additionally, bike lanes have been installed along segments of Route 30 in Caln Township and the City of Coatesville.

44% of responses at the first Community Workshop favored planning for sidewalks and bike lanes along Route 30

Figure 4.4 – Typical Sections for Three Options for Places to Walk, Bike, or Park



Preferred Alternative

A preferred alternative for transportation improvements along Route 30 was developed based on stakeholder and community input. The preferred alternative includes a consistent five-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. (See Figure 4.5 below.) 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. As highlighted in Figure 4.6, the preferred alternative also includes

improvements and additional turning lanes at key intersections, as well as implementing an adaptive signal control system along the corridor. Additionally, the preferred alternative includes providing a consistent speed limit of 30 mph or 35 mph between U.S. 202 and PA 29. Streetscape enhancements, bus stop improvements, and access management strategies are other critical elements of the transportation improvements that are further described in this chapter.

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. (See Chapter 5.) Chapter 5 also includes concept sketches showing improvements at three key intersections east of Malin Road, including PA 401, PA 29, and Old Lincoln Highway. The concept plan is a blueprint for how the vision and preferred alternative can be achieved.

For the segment of Route 30 between U.S. 202 and Malin Road, a detailed concept plan was developed showing how this segment can

Figure 4.5 – Preferred Alternative Cross Section

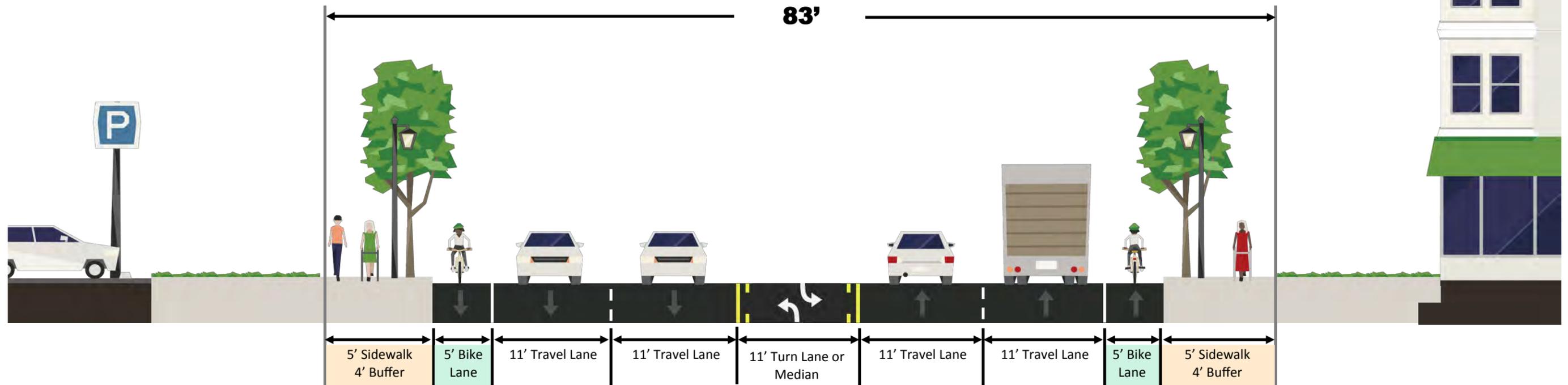


Figure 4.6 – Preferred Alternative Overview Map



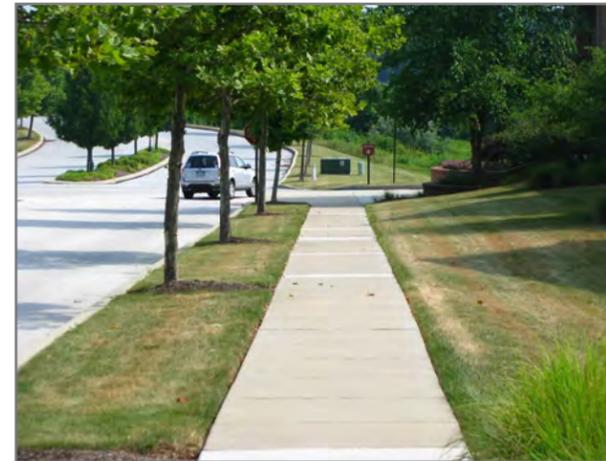
### Streetscape Enhancements

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. Additionally, it is desirable to provide utilities underground or relocate utility poles to the rear of properties and not along Route 30 frontage.

Figure 4.7 shows a typical application and placement of various streetscape enhancements along a segment of Route 30. The actual design of streetscape features will require close coordination between the Township and adjacent property owners, especially for any land development projects. Street trees and pedestrian-scale street lights are not shown in the full concept plan presented in Chapter 5 due to the size and scale of the plan, but they are envisioned to be installed consistently along the entire Route 30 corridor. Street trees can be installed within the verge between the curb and sidewalk or behind the sidewalk. See Appendices E and F - Design Guidelines for more information and details on streetscape features and design parameters.

Installation of streetscape enhancements should be coordinated with SEPTA to ensure that street furniture best accommodates people that use transit and physical improvements do not interfere with the operation of SEPTA Bus Route 204.

Sidewalks & Street Trees



Crosswalks & Pedestrian Lighting



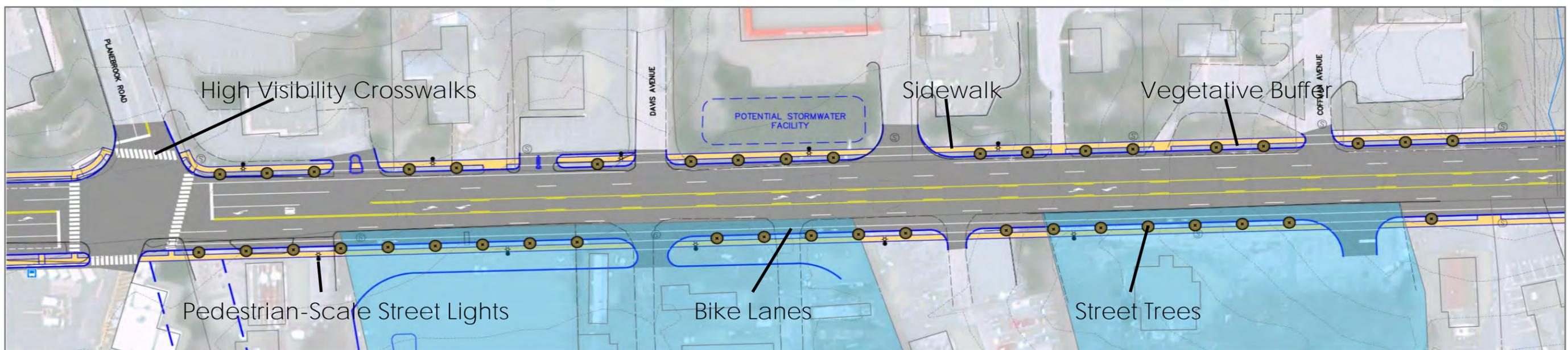
Bike Lanes & Vegetative Buffers



Landscaping & Amenities



Figure 4.7 – Sample Streetscape Enhancements for Route 30



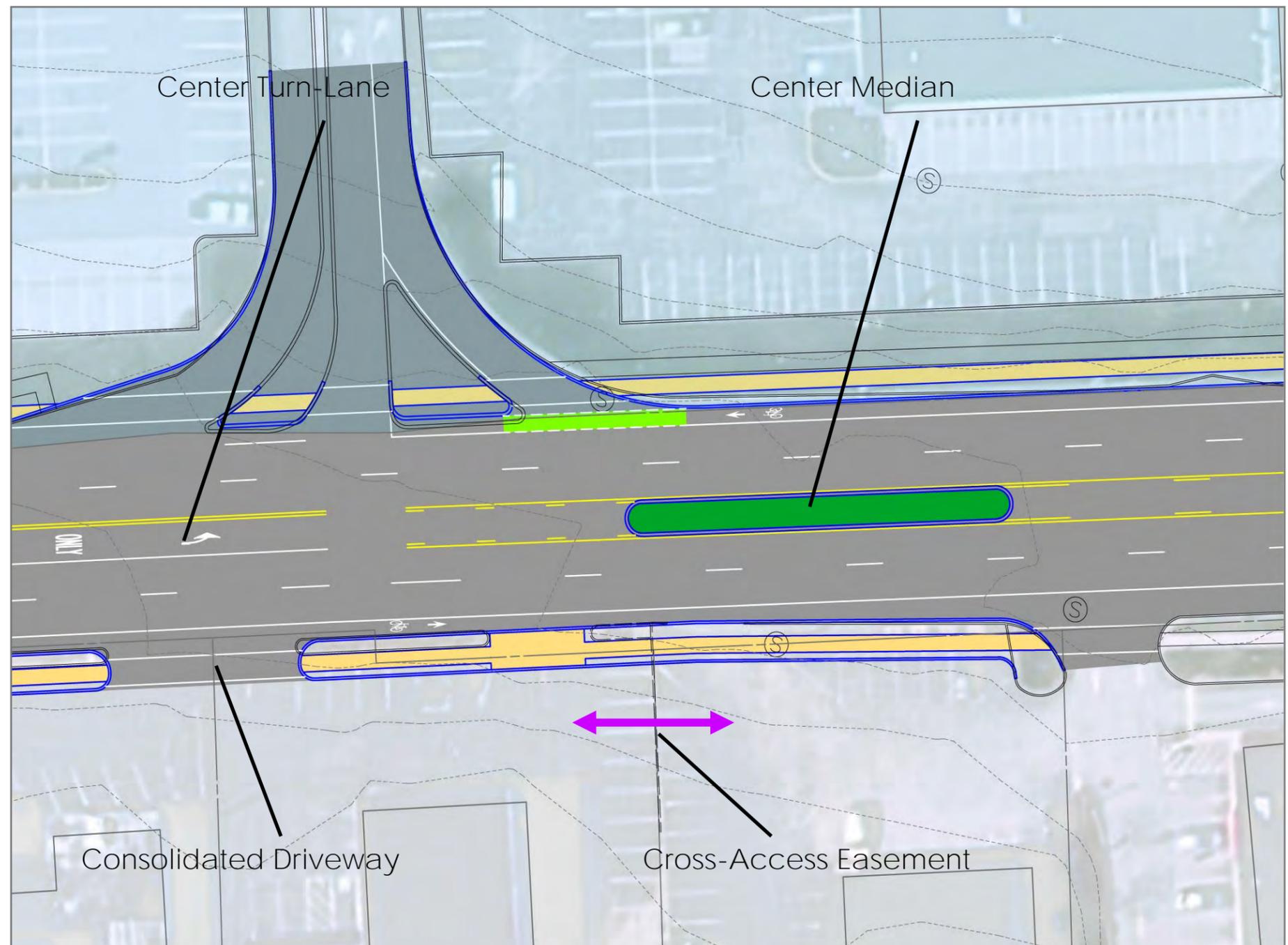
### Access Management Strategies

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. In general, access management strategies are intended to reduce the number of conflict points (or places where a collision could occur). These strategies involve limiting or consolidating access points between different land uses and the roadway.

As shown in Figure 4.8, 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. Additionally, some opportunities to provide access to properties via a side street (preferably with signalized access to Route 30) were also identified.

The access management solutions incorporated into the concept plan highlight the strategies, which could be refined and replicated along other stretches of Route 30. Access management strategies, and specifically the closure or consolidation of driveways and cross access easements, should be considered if and when redevelopment occurs and through close coordination with property owners.

Figure 4.8 – Sample Access Management Strategies for Route 30



### Bus Stop Improvements

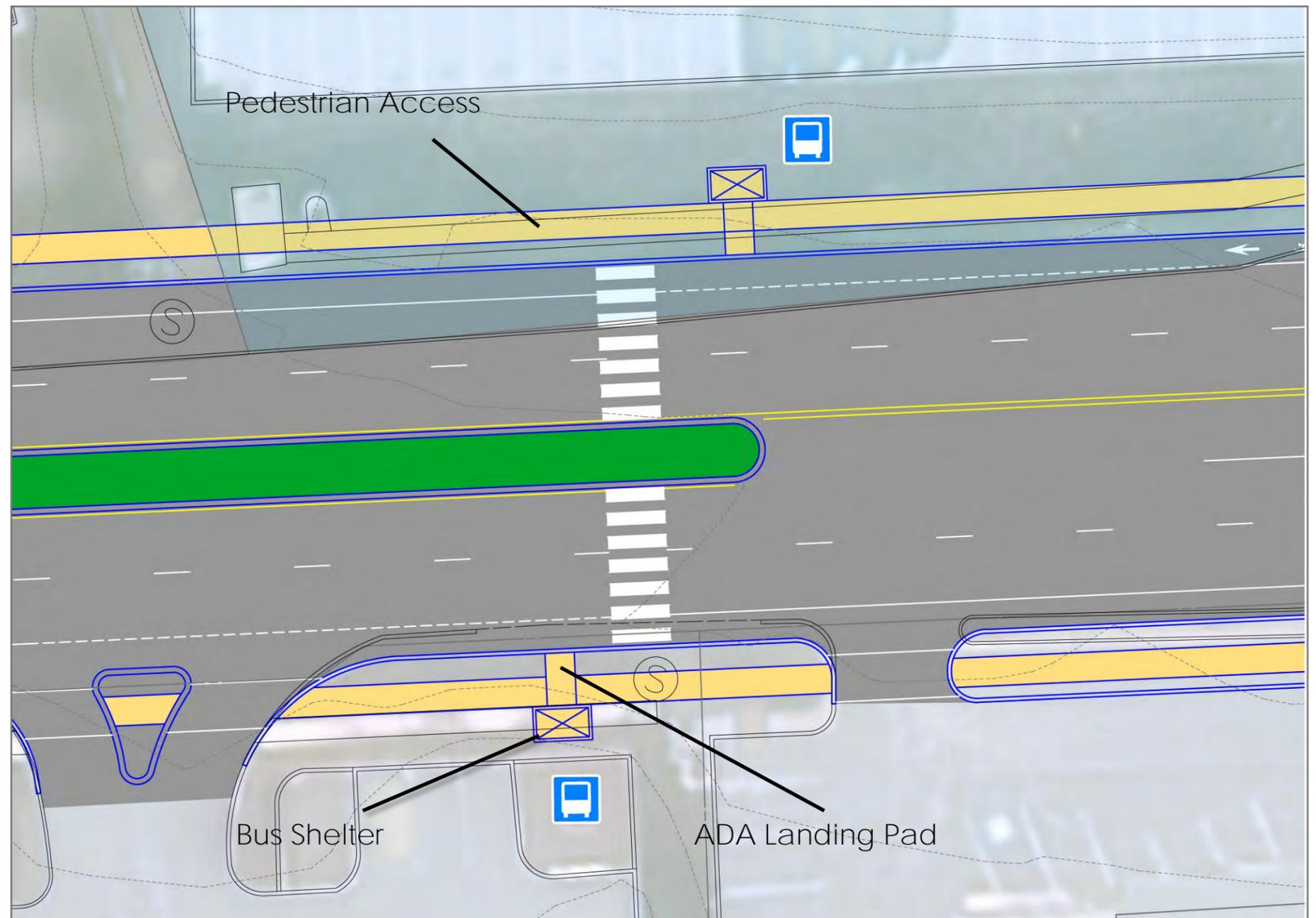
Bus stop improvements are intended to provide safe and convenient access to bus service along Route 30. Pedestrian connections and bus stop amenities should be designed to enhance the transit user experience and not interfere with the operation of the buses.

Currently, SEPTA operates Bus Route 204 along Route 30 through East Whiteland Township. Existing stop locations were evaluated based on input from SEPTA, coordination or conflicts with other transportation improvements, and the land use plan and redevelopment opportunities along the corridor. Possible bus stop locations are shown on the concept plan.

As shown in Figure 4.9, the bus stop enhancements in the concept plan include ADA landing pads, improved pedestrian access, and bus shelters in some locations. Other amenities, such as trash cans or benches included in the Design Guidelines, can also be located near bus stops for the convenience and use by riders. At bus stop locations, special pavement markings for the bike lanes are included in the concept plan to note a transition area where the bus can pull into the bike lane to allow riders to pick up or drop off passengers at the curb. Providing a dashed line and bike lane symbol marking prior to the bus stop will help to make both cyclists and bus drivers aware of the potential conflicts in these areas.

The design of bus stop improvements should be coordinated with SEPTA and consistent with SEPTA's *Bus Stop Design Guidelines*. In particular, street trees, street lights, and other streetscape elements must be designed and located to avoid conflicts in the bus stop areas. SEPTA does not accept ownership or responsibility for bus shelters or other stop amenities. Ownership and ongoing maintenance of these transit supportive facilities must be coordinated with the Township and adjacent property owners.

Figure 4.9 – Sample Bus Stop Improvements for Route 30



## Bicycle and Pedestrian Connections

In addition to sidewalks and bicycle lanes along Route 30, stakeholders and the community identified the need to provide bicycle and pedestrian infrastructure to connect the corridor to residential areas and other destinations in the Township. This is consistent with the Township’s Comprehensive Plan, which included bicycle and pedestrian connectivity as a priority focus area. The Trails Map in the Comprehensive Plan and other previous plans served as the foundation for the identification of potential bicycle and pedestrian connections to Route 30. The evaluation focused on providing north-south oriented connections, particularly to the Chester Valley Trail, established residential developments, institutions, and employment centers. Based on the previous plans, field visits, and input from the Route 30 committee, potential alignments and types of bicycle and pedestrian facilities within the study area were identified, evaluated, and prioritized.

Figure 4.10—Bicycle and Pedestrians Connections Toolbox highlights different types of off-road and on-road facilities that were considered and evaluated. Different facility types are appropriate in different locations, depending on the context and anticipated user type.

Figures 4.11 and 4.12—Bicycle and Pedestrian Connections Maps show a network of bicycle and pedestrian connections to Route 30. The Map includes the general alignment, facility type, and status (existing vs. proposed) for sidewalks, paths, trails, and on-road facilities. In addition, locations for crossing improvements are identified.

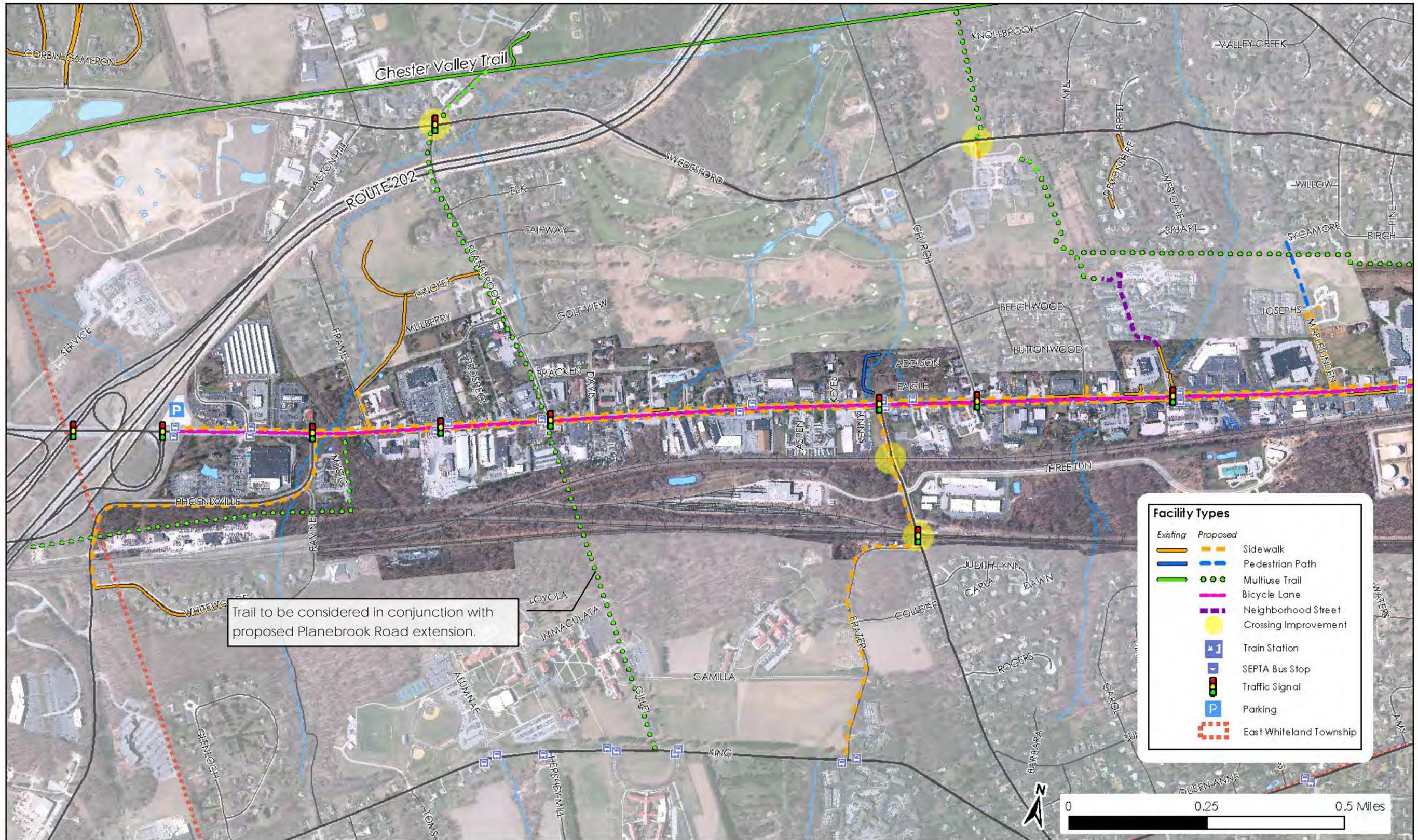
The toolbox and maps can serve as the basis for future capital improvement projects and policy updates. In terms of policy updates, the Township’s Subdivision and Land Development Ordinance can be updated to include definitions, design standards, and other requirements for bicycle and pedestrian infrastructure. Additionally, the bicycle and pedestrian connections could be included on an Official Map for the Township.

Figure 4.10—Bicycle and Pedestrian Connections Toolbox

Off-Road	Pedestrian Path	Sidewalk	Multi-Use Trail
<b>Description</b>	Pathway that is intended for use by pedestrians to connect various destinations.	Concrete pathway parallel to the road that is intended for use by pedestrians with numerous access points to adjacent land uses.	Paved pathway at least 8’ wide that is used by both bicyclists and pedestrians.
<b>Surface Material</b>	Natural—Grass, Dirt, Mulch Paved—Crushed stone, Asphalt	Concrete	Crushed Stone, Asphalt
<b>Width</b>	< 8’ (4’ - 6’ typical)	5’ - 6’ (4’ permissible)	10’ - 12’ (8’ permissible)
			

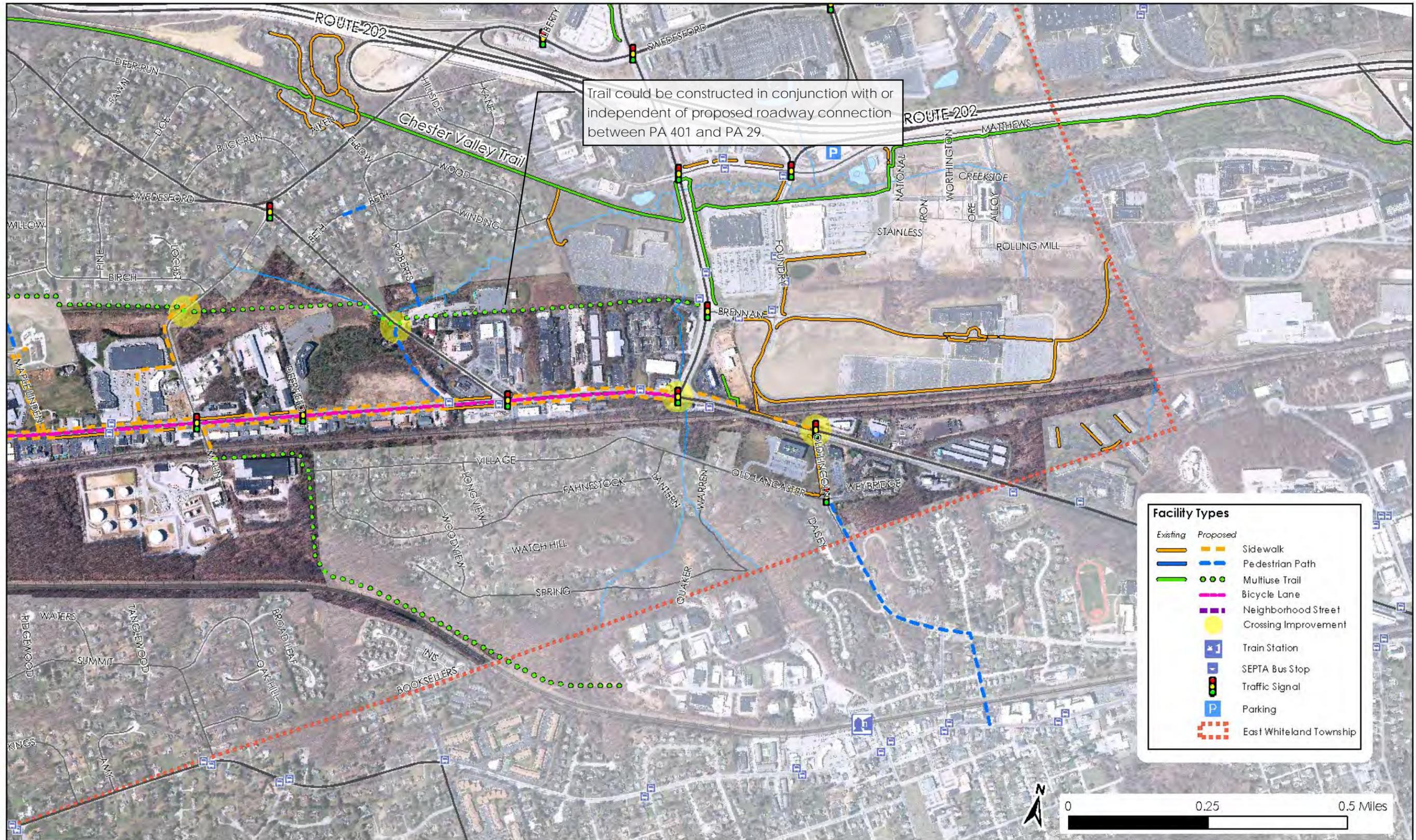
On-Road	Neighborhood Streets	Bicycle Lane	Crosswalk (Intersection)	Midblock Crossing
<b>Description</b>	Roadways with low traffic volumes and vehicle speeds where pedestrians and bicyclists may comfortably utilize the roadway. Pavement markings may be used.	Portion of the roadway at least 5’ wide and designated for exclusive use by bicyclists with pavement markings and possibly signage.	A specially marked path where pedestrians have the right-of-way to cross a roadway at a signalized or un-signalized intersection.	A crosswalk not located at an intersection where there is pedestrian crossing activity. Treatments include pavement markings, signage, flashing beacons, or a refuge island.
<b>Surface Material</b>	Asphalt (roadway)	Asphalt (roadway)	Pavement markings or pavers	Pavement markings or pavers
<b>Width</b>	6’ preferred for advisory shoulders	5’ - 6’	6’ minimum	6’ minimum
	<p>Advisory Shoulders</p> 			

Figure 4.11 – Bicycle and Pedestrian Connections Map—West



Note: Bus stop locations on Route 30 were altered to capitalize on concept plan elements based on input from SEPTA.

Figure 4.12 – Bicycle and Pedestrian Connections Map—East



Note: Bus stop locations on Route 30 were altered to capitalize on concept plan elements based on input from SEPTA.

New Roadway Connections

Much of the traffic in this part of East Whiteland Township is funneled onto Route 30 due to low roadway connectivity and limited alternative route options, thus contributing to the congestion on the corridor. Natural and man-made constraints on the corridor have led to this constrained condition. Route 30 is bound to the south by freight and passenger rail lines, as well as steep topography. These features limit the opportunities to provide multiple north-south connections. On the north side of Route 30, there are fewer constraints and roadway connectivity is generally better. However, land development patterns in Frazer have resulted in many dead-end or cul-de-sac roadways which only access Route 30.

Having a well connected roadway network has many potential benefits, such as improved safety, reduced congestion, travel efficiency, better emergency service response, and support for biking and walking. In addition to the improvements identified for the Route 30 corridor, three potential new roadway connections were identified. Implementation of any of these new roadway connections will require further evaluation and engineering for the specific roadway design. Figure 4.13 highlights the general location for the potential new roadway connections.

**Route 30 to King Road (Planebrook Road Extension)**

Currently, there are only three locations for north-south oriented connections on the south side of Route 30. This includes Phoenixville

Pike/Ravine Road, PA 352 (Sproul Road), and Old Lincoln Highway. PA 352 is the only true regional connection of the three, but it also has constraints associated with a low and narrow underpass of the Amtrak/SEPTA rail line. This underpass limits large truck traffic and is a safety concern for cars, pedestrians, and bicycles.

Extending Planebrook Road from Route 30 to King Road was identified as a new potential north-south oriented roadway connection. This new roadway would include bridges over multiple rail lines and could be designed to accommodate trucks, cars, bicyclists, and pedestrians. This connection could relieve congestion on PA 352 and also enhance access to Immaculata University’s campus. This connection could be critical to providing access to a new Frazer Train Station. (See page 4–13)

**Three Tun Road to Malin Road**

In 2010, East Whiteland Township and Malvern Borough collaborated on the Malin Road Extension Feasibility Study. That study identified a potential alignment to extend Three Tun Road to South Malin Road. This proposed connection would provide increased connectivity and mobility on the south side of Route 30, particularly reducing congestion at the PA 352 intersection. Additionally, this connection could support future development along Three Tun Road.

**PA 401 to PA 29 (Brennan Boulevard Extension)**

Additional turning lanes and widening would be required to relieve

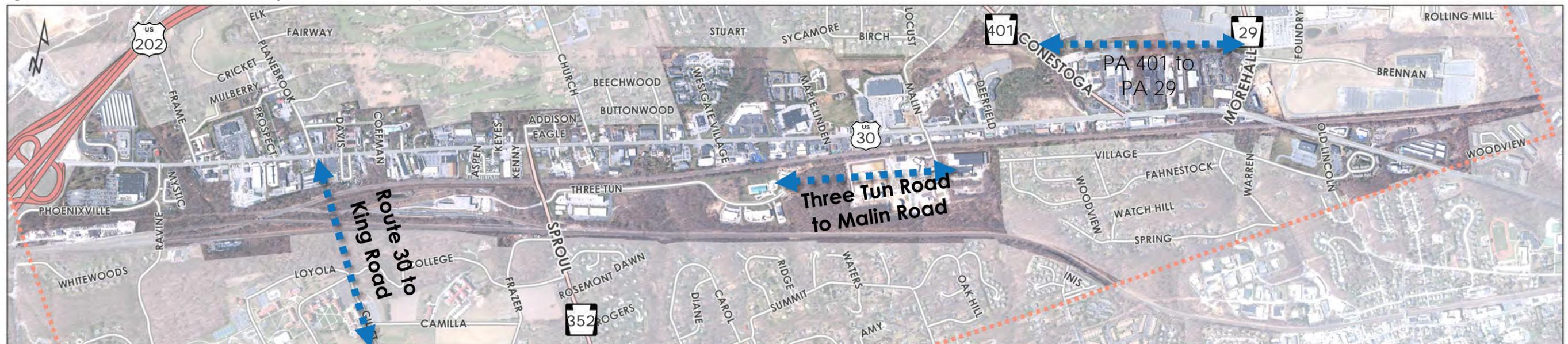
traffic congestion at the intersection of Route 30 and PA 29. However, it is not feasible or desirable to add capacity and additional turning lanes at this intersection. A new roadway connection paralleling Route 30 between PA 29 (Morehall Road) and PA 401 (Conestoga Road) would provide an alternative route for motorists, pedestrians, and bicycles to avoid this congested intersection.

This connection would follow a utility corridor between PA 29 and PA 401, as seen in Figure 4.14. The new roadway would align with Brennan Boulevard where it intersects with PA 29 and could provide increased access to People’s Light & Theatre Company and office space along PA 29.

Figure 4.14 – View from PA 401 to PA 29



Figure 4.13 – Potential New Roadway Connections Map



## New Frazer Regional Rail Station

The idea of a new SEPTA regional rail station in East Whiteland Township was expressed in the Township’s Comprehensive Plan. At the first Community Workshop, 88% of respondents expressed support for advancing plans and evaluation of a new SEPTA station south of Route 30 between the existing Malvern and Exton stations on the Paoli-Thorndale regional rail line.

There are several reasons why a new train station in this area should be considered.

- A train station is an integral part of the Township’s vision for revitalization of the Route 30 and could help to attract people to live, work, shop, and reinvest in the corridor.
- A train station in this area would have excellent access to the regional highway network, including the U.S. 30 Bypass and U.S. 202.
- The distance between Malvern and Exton is the longest stretch on SEPTA’s Paoli-Thorndale line without a station and Frazer is generally halfway between the two adjacent stations.
- Access is limited and parking is at capacity at the nearby Exton, Malvern, and Paoli stations. A new station could help to relieve the pressure for parking and access at the other stations.
- A new station in East Whiteland could provide access to nearby employment centers located in the Great Valley and institutions, such as Immaculata University.

Potential obstacles that a new regional rail station would face include increased travel demand associated with new commute patters and operational impacts to the Paoli-Thorndale rail line. All potentially positive and negative impacts must be considered.

In order to advance the concept, potential rail station locations were identified and evaluated. The blue shaded study area shown in Figure 4.15 highlights a general location along the Amtrak/SEPTA rail line where a new station might be viable. Based on technical feedback from SEPTA and given the location of rail interlockings and SEPTA’s Frazer Rail Yard near PA 352 (Sproul Road), it is likely that any potential station area would be located at the eastern or western ends of the study area. The two general areas where the train station is more feasible are identified with orange dashed circles in Figure 4.15.

The western area is located in close proximity to Immaculata University’s campus. The university is very supportive of the concept of a new train station and is a key stakeholder in the train station project. The eastern area around Three Tun Road includes some larger tracts of vacant and developable land.

Based on this planning level evaluation and input from project partners, the Delaware Valley Regional Planning Commission (DVRPC) will initiate a feasibility study evaluate a new regional rail station in East Whiteland Township in 2018. The study will include

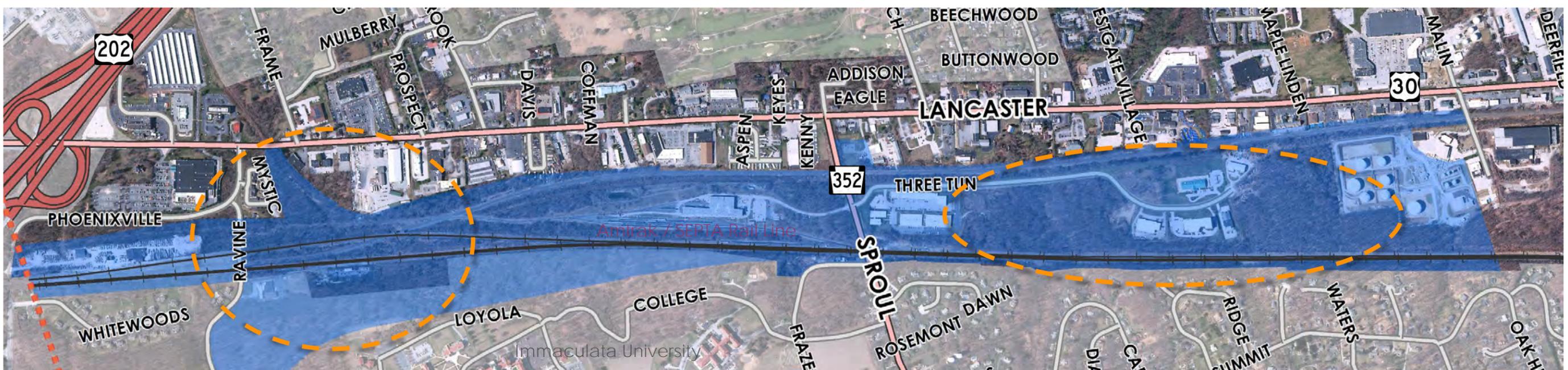
identification of the needs and opportunities for a new station, further evaluation of alternative locations, preparation of ridership forecasts, and evaluation of how the station might impact demand at other stations on SEPTA’s Paoli-Thorndale rail line. The study will also include consideration of access and multimodal connections to the station. The feasibility study is an important next step in advancing the idea of a new Frazer Train Station.

Various project partners will have a role in evaluating the feasibility of a new train station in Frazer. Those stakeholders include:

- PennDOT Bureau of Public Transportation
- Amtrak
- Norfolk Southern
- Chester County
- East Whiteland Township
- Immaculata University
- SEPTA Strategic Planning, engineering, and operations staff

As the studies and plans for a new train station evolve, the land use and transportation plans for the Route 30 corridor should be revised, especially when a station location is selected. As stated in the vision for the corridor, the train station can serve as an anchor for mixed-use and transit-oriented development along the corridor. Additionally, other multimodal improvements may be needed along Route 30 to provide access to the train station.

Figure 4.15 – Potential Locations for a new Frazer Regional Rail Station



## Emerging Mobility Revolutions

As noted in Chapter 2, new technologies in the transportation industry and other sectors have started to change the way people view personal mobility. However, there is strong potential for even more rapid transformation of mobility options due to development of autonomous, connected, electric, and shared vehicles. Each of these “revolutions” has the potential to be significant on its own, but when combined, they may fundamentally change the ways we travel and our needs for transportation infrastructure. At this point, there is widespread uncertainty regarding how, when, and where these new vehicle technologies will be deployed. In particular, it is unknown how these trends might impact the transportation system and land use in East Whiteland Township.

Given unknowns and the potential for significant changes in both transportation and land use, it is an important for East Whiteland Township to be aware of technological advances, monitor federal and state policies, and consider development or revisions to Township policies. Overall, it is critical for the Township to be flexible, nimble, and able to adapt to changes. An educated and proactive approach, rather than reactionary approach, can position East Whiteland Township to have a say in how these “revolutions” impact the built environment in Frazer.

The Route 30 Corridor Master Plan recognizes the importance of creating a balanced multimodal environment. Advances in vehicle technologies have the potential to affect how the transportation network interacts with the built environment and peoples’ daily lives. Dramatic changes may not be recognizable in the short term, but near-full adoption of these “revolutions” could impact the allocation of space and priority given to transportation. East Whiteland Township has the opportunity to develop plans and policies that will continue to guide Route 30 towards the vision of a walkable, lively, and inviting Frazer.

Federal and state laws will likely dictate the regulation of autonomous, connected, electric, and shared vehicle operations. However, East Whiteland Township should remain engaged and coordinate closely with PennDOT and other leading agencies for guidance regarding these new vehicle technologies, transportation infrastructure needed to support new vehicle technologies, and development of federal, state, and local policies.

### Connected

Connected vehicles have communication systems that enable them to continuously share important safety and mobility information with surrounding devices. These systems enable vehicles to communicate with other vehicles, roadway infrastructure (like traffic signals), and other surrounding devices (like smartphones). Connected vehicle technologies have the potential to improve both safety and traffic flow on roadways.

Potential actions for East Whiteland Township:

- Remain engaged with policy-makers
- Consider enacting ordinances that regulate infrastructure installation associated with connected vehicle technology
- Consider incorporating connected vehicle infrastructure into future maintenance programs (i.e. signal upgrades)

### Automated

An automated vehicle has some level of human driver intervention, whereas full automation is a driverless vehicle. Without good planning, it would be easy for this new technology to dominate mobility and land use decisions, as the introduction of automobiles did about a century ago.

Potential actions for East Whiteland Township:

- Remain engaged with policy-makers
- Become educated on automated vehicle technologies and potential infrastructure needs
- Consider enacting ordinances regarding operations of automated vehicles on township-owned roads
- Consider allocating funding to maintain pavement markings and signage for autonomous vehicle usage

### Electric

Electric vehicles operate using charged batteries are significantly more energy-efficient compared to an internal combustion engine.

Potential actions for East Whiteland Township:

- Consider updating Zoning and/or Subdivision and Land Development ordinances to accommodate the use of electric vehicle charging stations (particularly for commercial and multi-unit residential projects)

### Shared

Ride sharing and vehicle sharing have the potential to reduce the number of vehicles on the road and the need for parking spaces. In the near-term, transportation network companies are already operating



within the Frazer area and demand for these services may grow.

Potential actions for East Whiteland Township:

- Consider updating Zoning and/or Subdivision and Land Development ordinances to include drop-off/pick-up locations and reduced parking requirements

#### Key Takeaways

The Route 30 Corridor Master Plan presents many factors for East Whiteland Township to consider for the future of Frazer. These issues can be daunting when considering them in whole. However, with a coordinated, comprehensive approach to addressing these issues, East Whiteland Township can influence how emerging transportation technologies fit into the fabric of Route 30.

The key takeaways for East Whiteland Township to consider moving forward are:

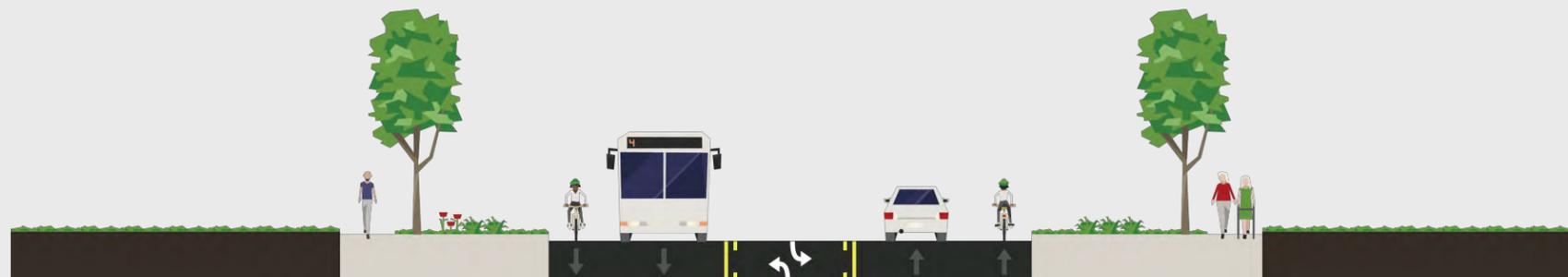
- It is uncertain how, when, and where new technologies will be adopted and their impact on mobility and transportation infrastructure.
- East Whiteland Township should remain flexible and monitor advances in new vehicle technologies and related transportation infrastructure needs to maintain a proactive rather than reactionary approach.
- Educating staff, elected officials, and the community on how East Whiteland Township is responding to these emerging issues builds public buy-in for regulatory amendments and funding allocation.
- Collaboration with policy-makers (both state and federal) can position East Whiteland Township to realize their vision of a reimagined Frazer.

The new vehicle technologies presented here and others that may be developed in the future could have an immense impact on how people get around, which space is allocated for transportation, and what investments are made in infrastructure. We are many years away from realizing their full potential. However, sound planning now can ensure that these advancements enhance the peoples' lives rather than dictate their mobility decisions.

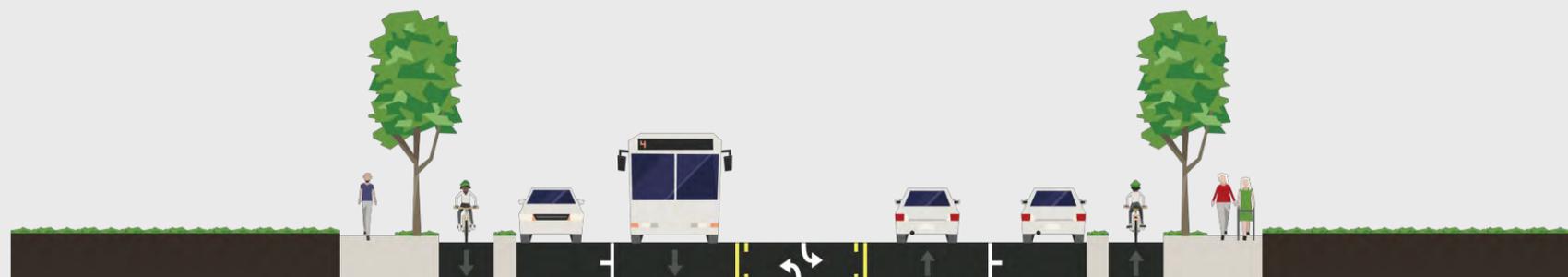
Figure 4.16– Alternative Future Cross Sections to Consider for Route 30

At this time, the impact of new vehicle technologies on traffic volumes and roadway capacity are unknown. However, connected and autonomous vehicles have the potential to require less spacing between vehicles, and ride sharing could result in less vehicles on the road. Under this scenario, there may be an opportunity to repurpose some of the roadway width in the long term. Several repurposing strategies are depicted below and highlight how Route 30 can be reimagined decades in the future.

#### Green Stormwater Infrastructure:

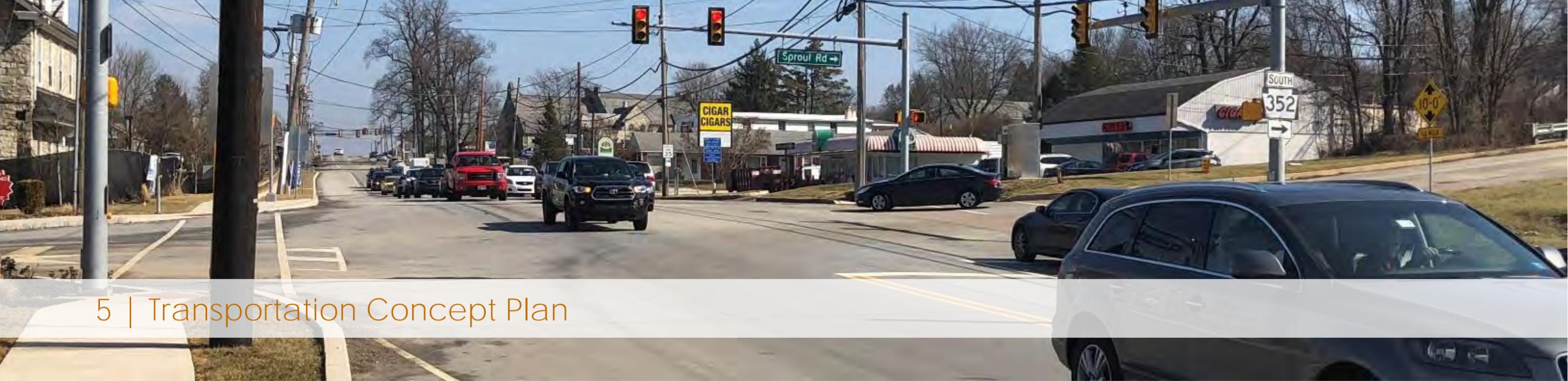


#### Parking / Pick-up & Drop-off Lane:



#### Dedicated Bus Lane or Transit Corridor:





## 5 | Transportation Concept Plan

### Introduction

As described in Chapter 4—Transportation Plan, this chapter presents a concept plan for transportation improvements along Route 30 between U.S. 202 and Malin road, starting from the western end at U.S. 202. As the name suggest, the concept plan is “conceptual” in nature. It was developed based on aerial photography, readily availability GIS data, available land development plans, and field visits.

Even though it is not a fully engineered design, the concept plan shows the horizontal alignment of the roadway, including travel lanes, turn lanes/medians, bicycle lanes, buffer areas, and sidewalks based on the established design criteria for the preferred alternative. Additionally, it depicts access management strategies and bus stop enhancements. Many of the access management strategies are only feasible when done in conjunction with development or redevelopment of adjacent properties. The proposed streetscape enhancements are not specifically depicted on the exhibits in this chapter due to the scope and scale, but streetlight and street trees are very much part of the vision and plan for the Route 30 corridor. (See Figure 4.7 showing typical proposed streetscape treatments and Appendices E and F—Design Guidelines.) The concept plan also lists key potential impacts associated with the proposed improvements, including loss of parking, relocation of signs, and impacts to stormwater management facilities. These potential impacts will need to be evaluated further and addressed through review of township policies, property owner coordination, and more detailed engineering solutions. Finally, the plan highlights potential redevelopment

opportunities along the corridor, including some active land development projects. This concept plan can be used to provide guidance to developers and property owners for development or redevelopment projects. It can also be used by the Township to plan and advance implementation of specific capital improvements.

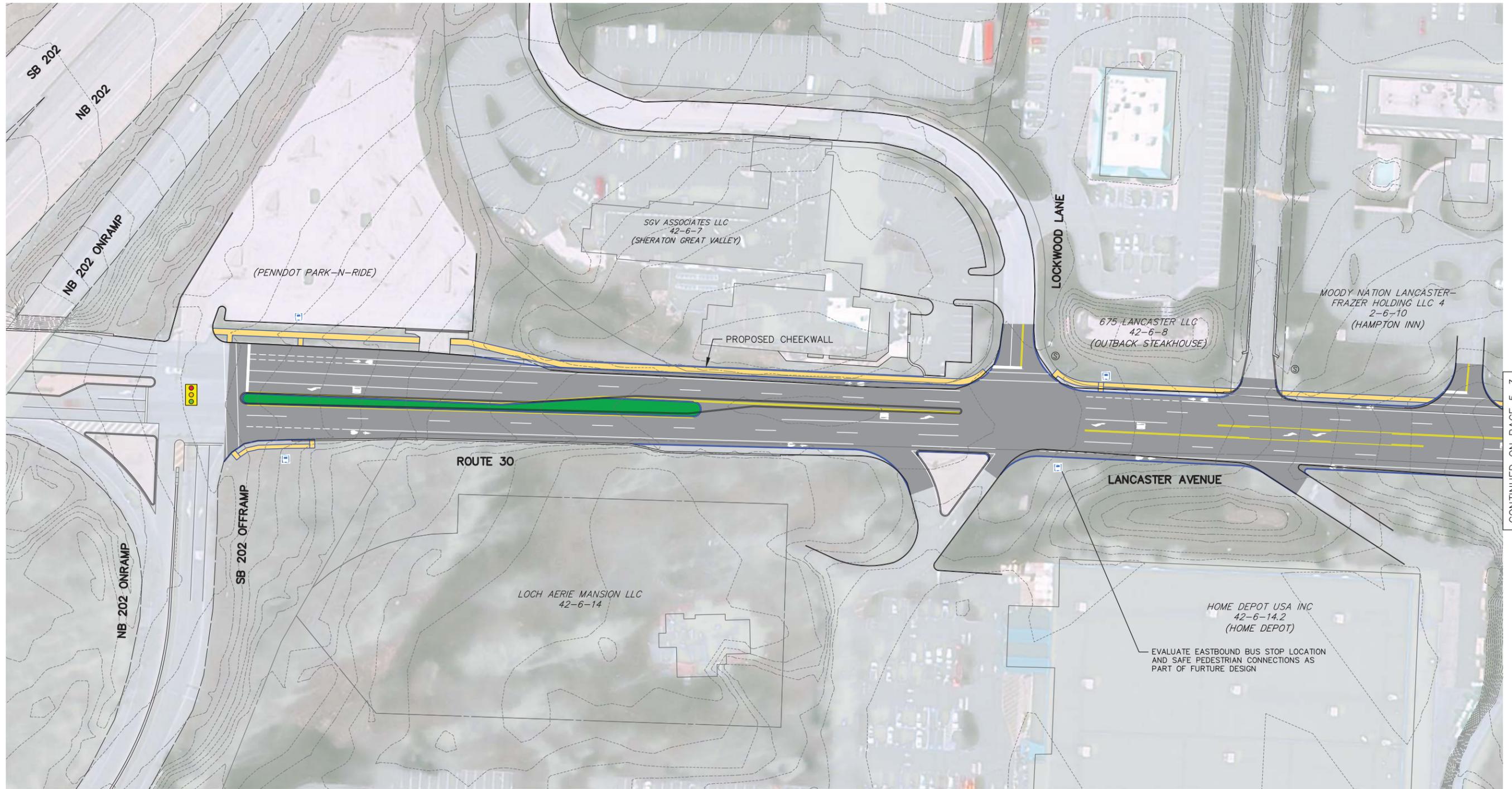
### Conceptual Plans Notes and Assumptions

The conceptual plan was developed based on existing conditions and readily available data. Preliminary engineering and final design will be required to evaluate necessary construction activities and prepare construction documents. Additionally, various permits may be required depending on the existing conditions, proposed improvements, and jurisdiction of permitting agencies. The design and permitting processes may result in changes to the conceptual plans. Below are several notes and assumptions regarding the conceptual plan presented in this chapter.

- Existing conditions depicted on the conceptual design exhibits are based on GIS data, aerial photography, land development plans, and limited field measurements only. Topographic survey and thorough field observation will need to be completed during the preliminary engineering of the project.
- Legal right-of-way lines and property lines are estimated based on GIS data and plans received from PennDOT and East Whiteland Township. Legal right-of-way lines or property lines have not been independently verified through field survey or title/deed research.
- The exhibits do not depict required right-of-way or easement lines (temporary or permanent), which will likely be required for the

construction of the project. The size and location of all easements will need to be determined during the preliminary engineering of the project.

- The exhibits do not depict specific areas required for post-construction stormwater management or right-of-way required for these areas. The size and location of post-construction stormwater management facilities will need to be determined during the preliminary engineering of the project. The cost estimates for each segment include a cost for these facilities, but the size and type of facilities will vary depending on the agency having jurisdiction and applicable permitting requirements. These costs may also vary depending on how the various project segments are combined or phased.
- Detailed signing and striping design plans should be developed during preliminary engineering of the project.
- Based on the nature of the improvements depicted on the concept plan, it is likely that corridor utilities will need to be relocated. Existing utility relocations or future utility provisions are not depicted on the plan, but must be evaluated during the preliminary engineering of the project. It is desirable to relocate utilities underground or move utility poles to the rear of properties and not along Route 30 frontage.
- The concept plans indicate widening of PA 352 up to (but not including) the bridge over the Norfolk Southern rail line. Additional improvements to PA 352 and the intersection with Route 30 could be accommodated if this bridge were to be reconstructed and widened.



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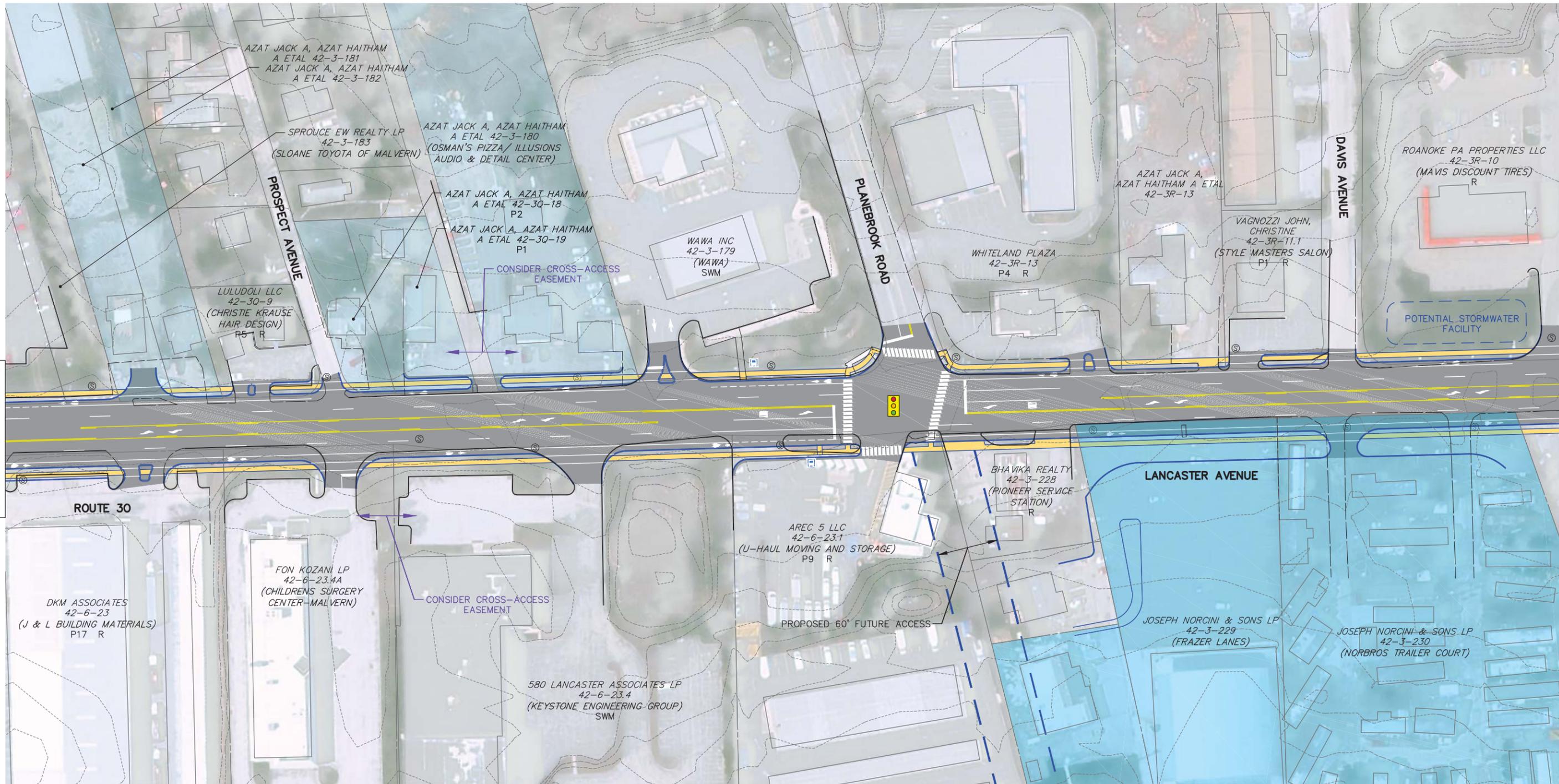
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	POTENTIAL REDEVELOPMENT PARCEL - PLANS PROPOSED
	POTENTIAL REDEVELOPMENT PARCEL - PLANS APPROVED
	PROPOSED CONCRETE SIDEWALK (5' WIDTH)
	PROPOSED ROADWAY FOOTPRINT
	PROPOSED NEW MEDIAN
	BIKE LANE IN CONFLICT AREAS
	PROPOSED CURB
	PROPOSED PAVEMENT MARKINGS
	POTENTIAL STORMWATER MANAGEMENT FEATURE LOCATION
	EXISTING STORMWATER FEATURE IMPACT
	POTENTIAL PARKING SPACE REDUCTION
	BUSINESS SIGN RELOCATION
	EXISTING SEWER MANHOLE
	EXISTING CURB
	EXISTING EDGE OF PAVEMENT
	EXISTING CONTOUR (2 FOOT INTERVAL)
	EXISTING PROPERTY LINE
	PROPOSED SEPTA BUS STOP LOCATION
	SIGNALIZED INTERSECTION
	POTENTIAL BUS SHELTER LOCATION





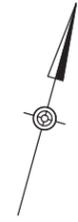
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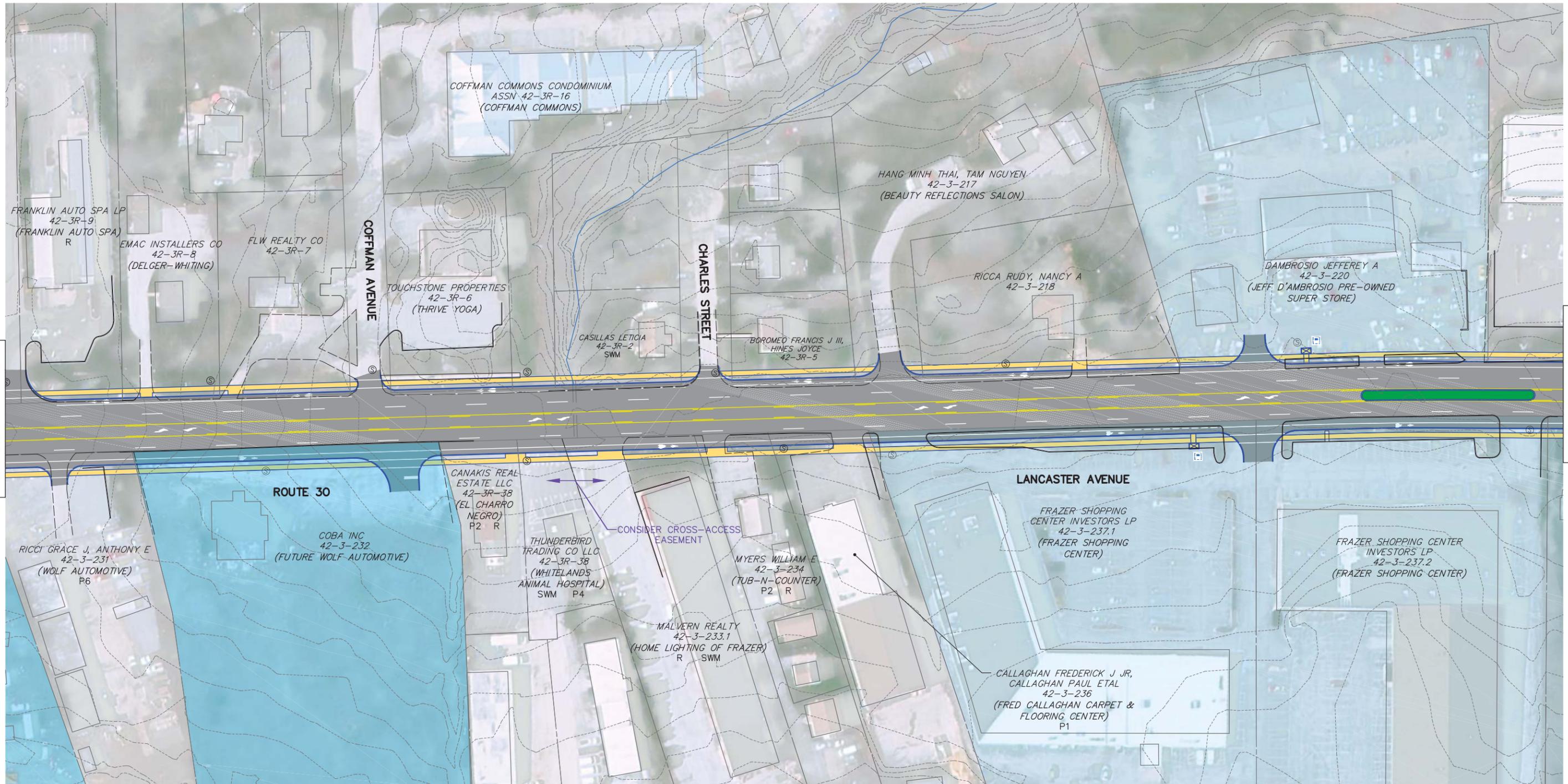
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|  | POTENTIAL REDEVELOPMENT PARCEL – PLANS PROPOSED |  | PROPOSED ROADWAY FOOTPRINT            |  | PROPOSED PAVEMENT MARKINGS                       |  | EXISTING EDGE OF PAVEMENT          |
|  | POTENTIAL REDEVELOPMENT PARCEL – PLANS APPROVED |  | PROPOSED NEW MEDIAN                   |  | POTENTIAL STORMWATER MANAGEMENT FEATURE LOCATION |  | EXISTING CONTOUR (2 FOOT INTERVAL) |
|  |   |  | BIKE LANE IN CONFLICT AREAS           |  | EXISTING STORMWATER FEATURE IMPACT               |  | EXISTING PROPERTY LINE             |
|  |   |  |                                       |  | POTENTIAL PARKING SPACE REDUCTION                |  | PROPOSED SEPTA BUS STOP LOCATION   |
|  |   |  |                                       |  | EXISTING SEWER MANHOLE                           |  | SIGNALIZED INTERSECTION            |
|  |   |  |                                       |  |  |  | POTENTIAL BUS SHELTER LOCATION     |



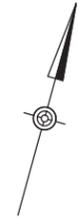
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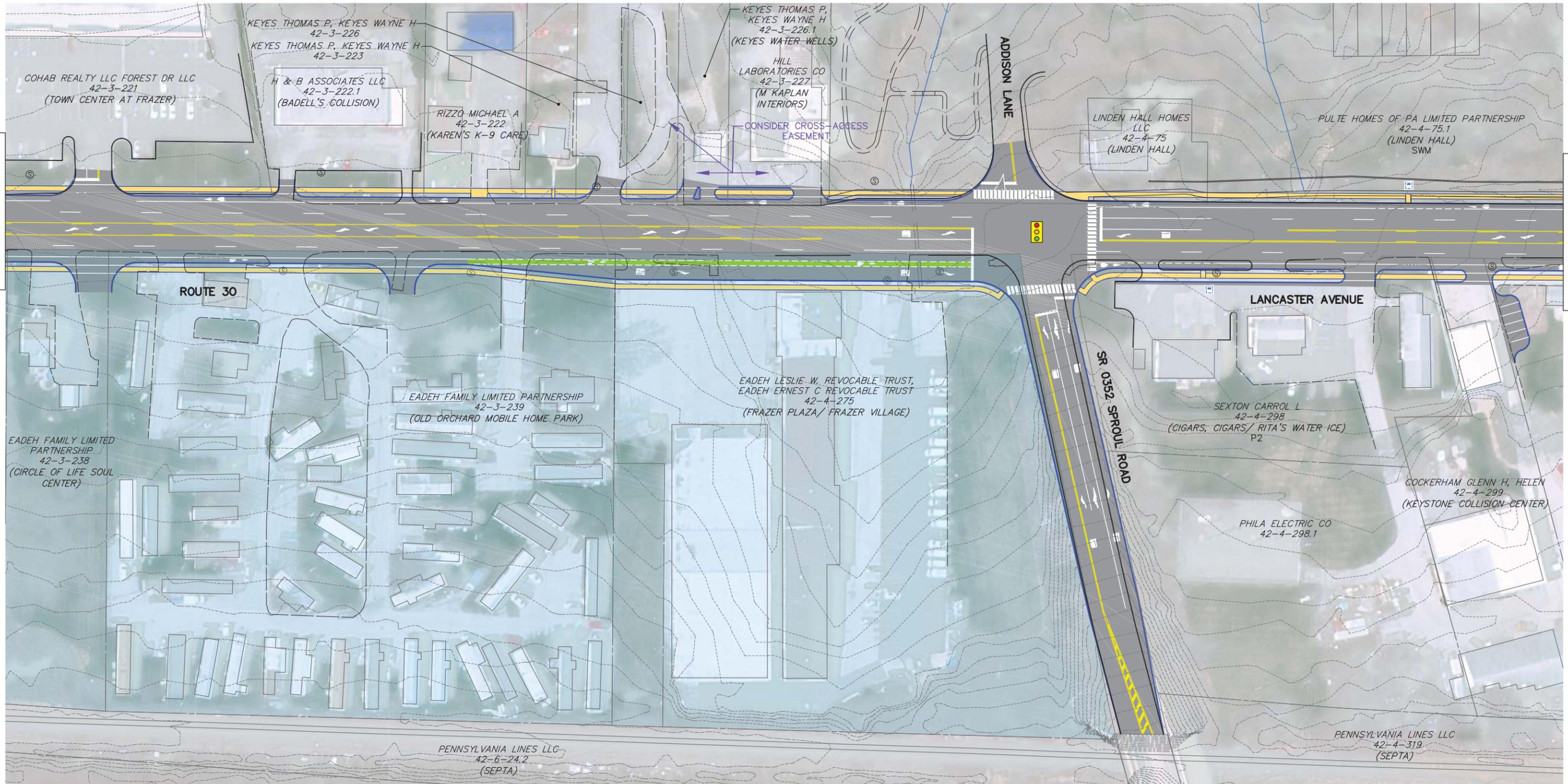
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|  | POTENTIAL REDEVELOPMENT PARCEL – PLANS PROPOSED |  | PROPOSED ROADWAY FOOTPRINT            |  | PROPOSED PAVEMENT MARKINGS                       |  | EXISTING EDGE OF PAVEMENT          |
|  | POTENTIAL REDEVELOPMENT PARCEL – PLANS APPROVED |  | PROPOSED NEW MEDIAN                   |  | POTENTIAL STORMWATER MANAGEMENT FEATURE LOCATION |  | EXISTING CONTOUR (2 FOOT INTERVAL) |
|  |   |  | BIKE LANE IN CONFLICT AREAS           |  | SWM P#   |  | EXISTING PROPERTY LINE             |
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|  |   |  |                                       |  | EXISTING SEWER MANHOLE                           |  | SIGNALIZED INTERSECTION            |
|  |   |  |                                       |  |  |  | POTENTIAL BUS SHELTER LOCATION     |



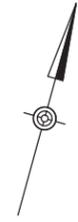
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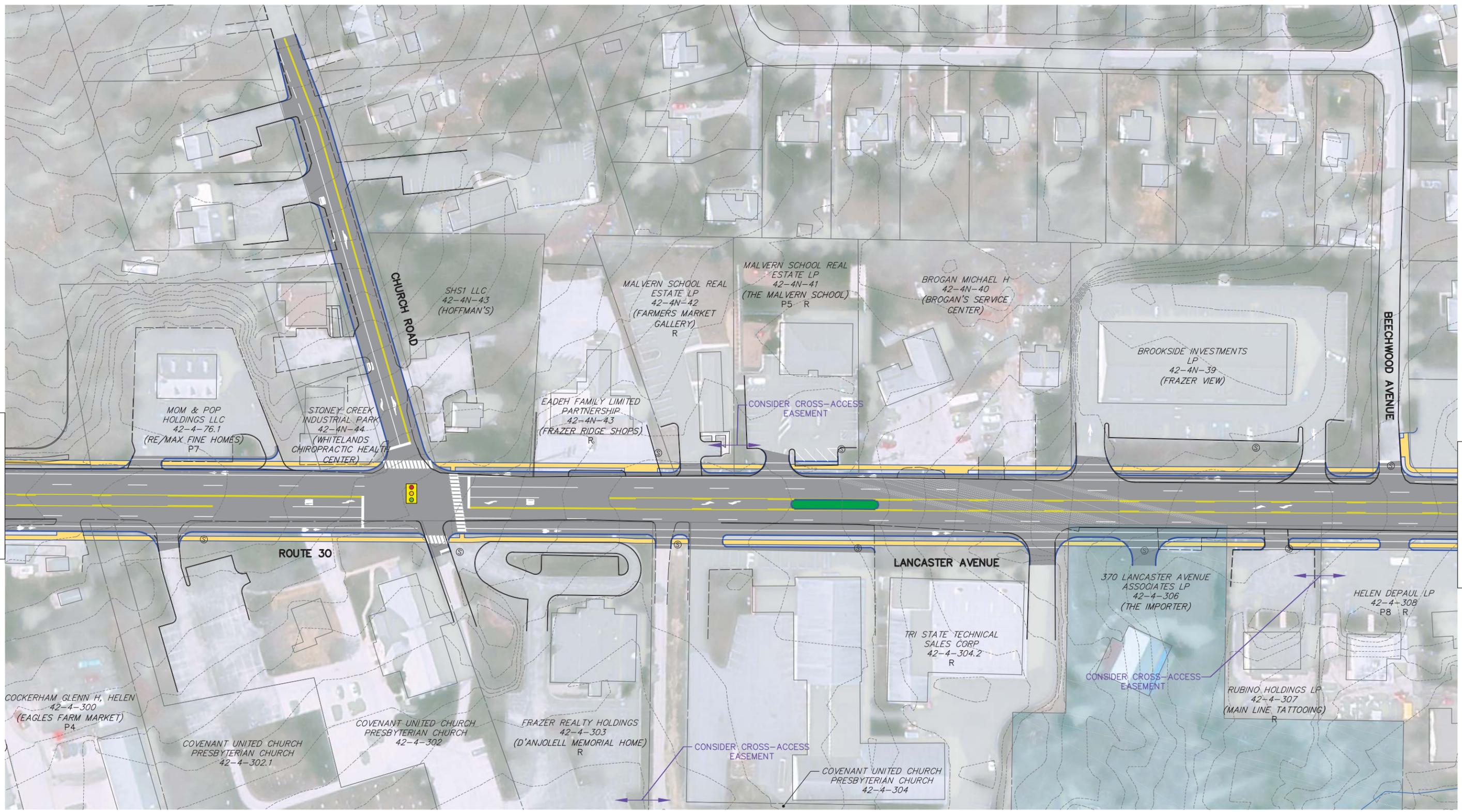
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|  | POTENTIAL REDEVELOPMENT PARCEL – PLANS PROPOSED |  | PROPOSED ROADWAY FOOTPRINT            |  | PROPOSED PAVEMENT MARKINGS                       |  | EXISTING EDGE OF PAVEMENT          |
|  | POTENTIAL REDEVELOPMENT PARCEL – PLANS APPROVED |  | PROPOSED NEW MEDIAN                   |  | POTENTIAL STORMWATER MANAGEMENT FEATURE LOCATION |  | EXISTING CONTOUR (2 FOOT INTERVAL) |
|  |   |  | BIKE LANE IN CONFLICT AREAS           |  | EXISTING STORMWATER FEATURE IMPACT               |  | EXISTING PROPERTY LINE             |
|  |   |  |                                       |  | POTENTIAL PARKING SPACE REDUCTION                |  | PROPOSED SEPTA BUS STOP LOCATION   |
|  |   |  |                                       |  | BUSINESS SIGN RELOCATION                         |  | SIGNALIZED INTERSECTION            |
|  |   |  |                                       |  | EXISTING SEWER MANHOLE                           |  | POTENTIAL BUS SHELTER LOCATION     |



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### LEGEND

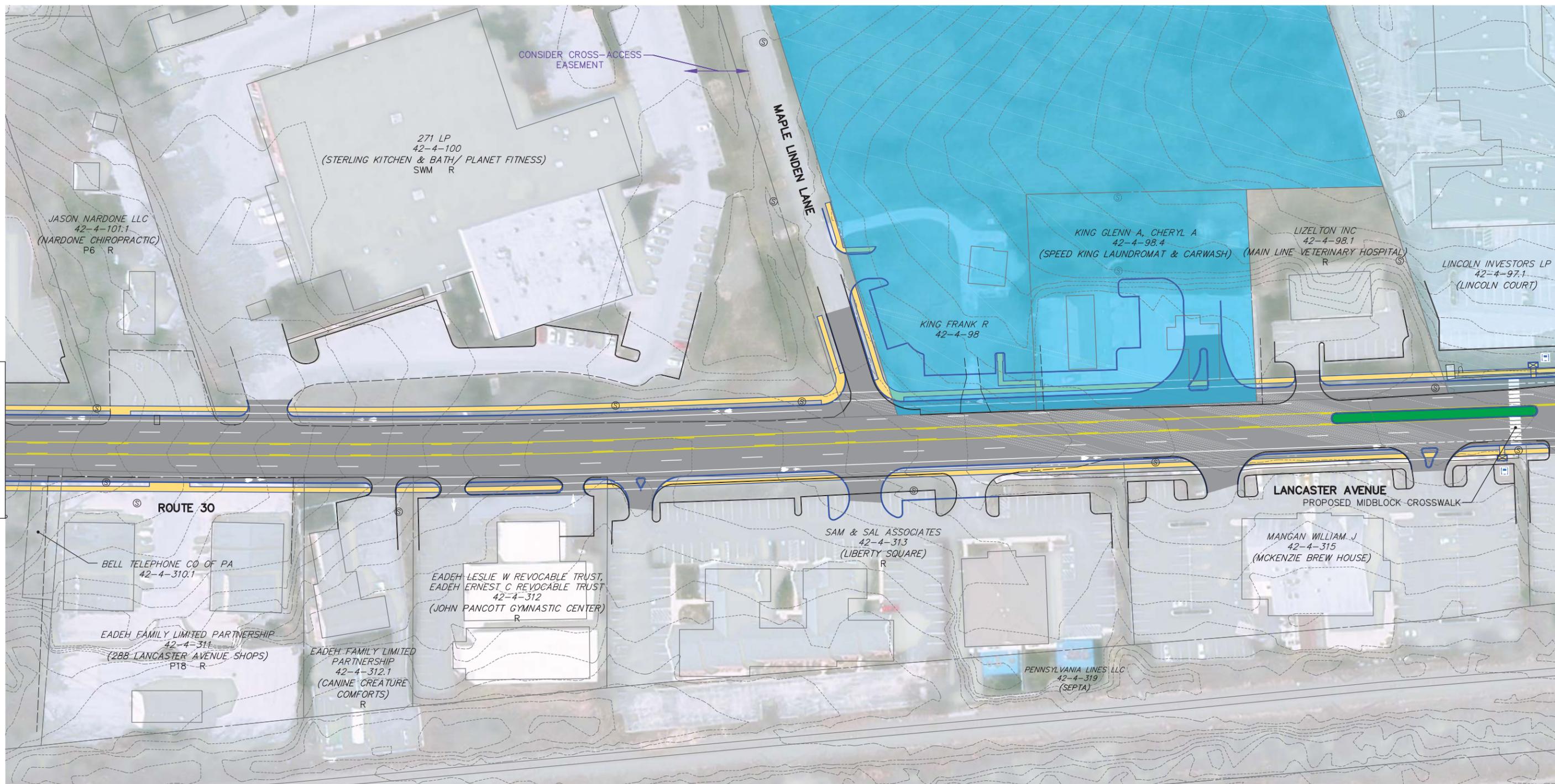
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|--|---|--|---------------------------------------|--|--|--|------------------------------------|
|  | POTENTIAL REDEVELOPMENT PARCEL - POTENTIAL SITE |  | PROPOSED CONCRETE SIDEWALK (5' WIDTH) |  | PROPOSED CURB                                    |  | EXISTING CURB                      |
|  | POTENTIAL REDEVELOPMENT PARCEL - PLANS PROPOSED |  | PROPOSED ROADWAY FOOTPRINT            |  | PROPOSED PAVEMENT MARKINGS                       |  | EXISTING EDGE OF PAVEMENT          |
|  | POTENTIAL REDEVELOPMENT PARCEL - PLANS APPROVED |  | PROPOSED NEW MEDIAN                   |  | POTENTIAL STORMWATER MANAGEMENT FEATURE LOCATION |  | EXISTING CONTOUR (2 FOOT INTERVAL) |
|  |   |  | BIKE LANE IN CONFLICT AREAS           |  | EXISTING STORMWATER FEATURE IMPACT               |  | EXISTING PROPERTY LINE             |
|  |   |  |                                       |  | POTENTIAL PARKING SPACE REDUCTION                |  | PROPOSED SEPTA BUS STOP LOCATION   |
|  |   |  |                                       |  | BUSINESS SIGN RELOCATION                         |  | SIGNALIZED INTERSECTION            |
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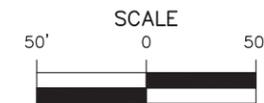
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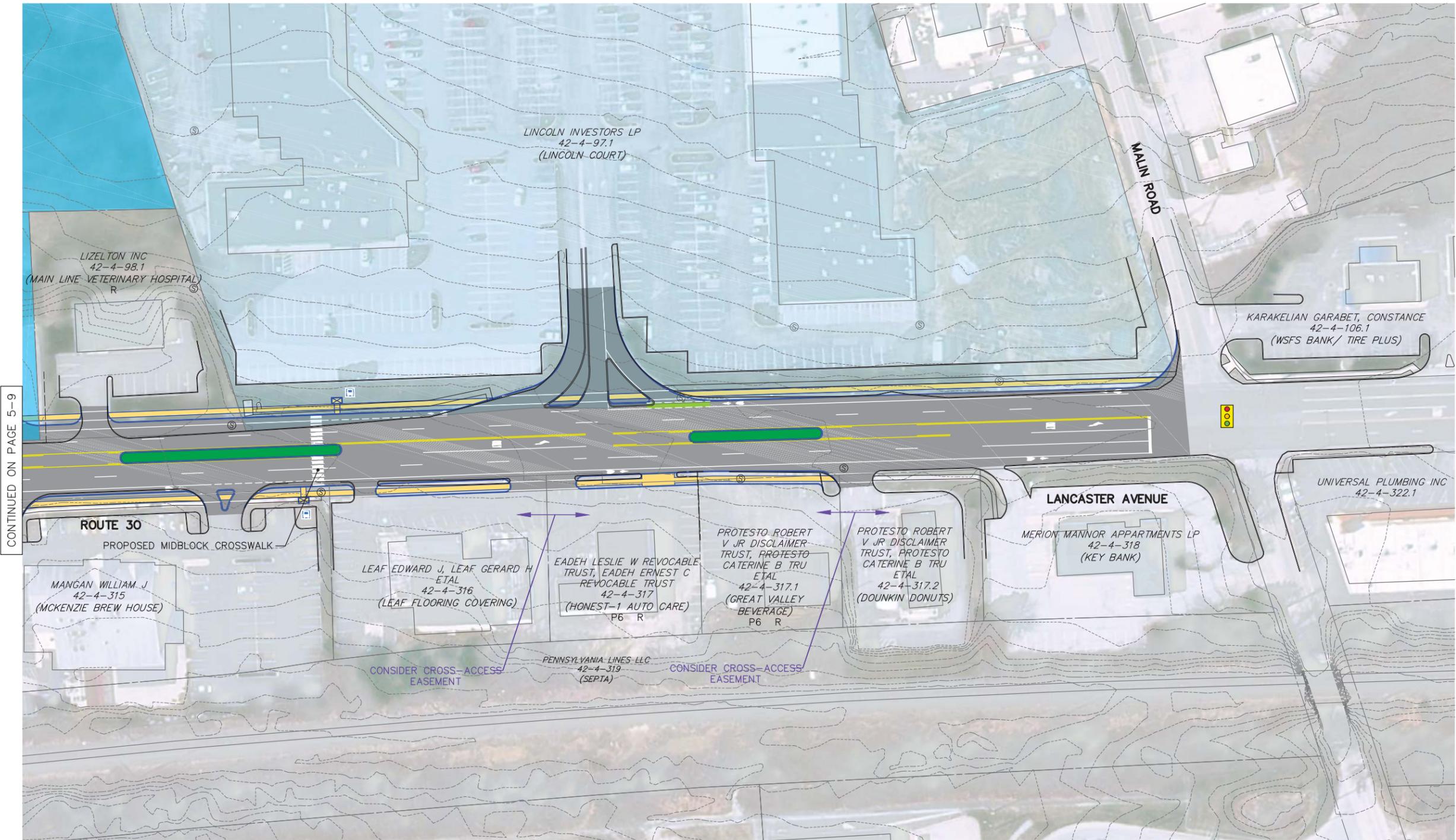
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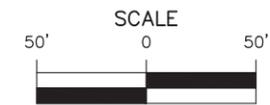
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|  | POTENTIAL REDEVELOPMENT PARCEL – POTENTIAL SITE |  | PROPOSED CONCRETE SIDEWALK (5' WIDTH) |  | PROPOSED CURB                                    |  | EXISTING CURB                      |
|  | POTENTIAL REDEVELOPMENT PARCEL – PLANS PROPOSED |  | PROPOSED ROADWAY FOOTPRINT            |  | PROPOSED PAVEMENT MARKINGS                       |  | EXISTING EDGE OF PAVEMENT          |
|  | POTENTIAL REDEVELOPMENT PARCEL – PLANS APPROVED |  | PROPOSED NEW MEDIAN                   |  | POTENTIAL STORMWATER MANAGEMENT FEATURE LOCATION |  | EXISTING CONTOUR (2 FOOT INTERVAL) |
|  |   |  | BIKE LANE IN CONFLICT AREAS           |  | EXISTING STORMWATER FEATURE IMPACT               |  | EXISTING PROPERTY LINE             |
|  |   |  |                                       |  | POTENTIAL PARKING SPACE REDUCTION                |  | PROPOSED SEPTA BUS STOP LOCATION   |
|  |   |  |                                       |  | BUSINESS SIGN RELOCATION                         |  | SIGNALIZED INTERSECTION            |
|  |   |  |                                       |  | EXISTING SEWER MANHOLE                           |  | POTENTIAL BUS SHELTER LOCATION     |





**LEGEND**

- |  |   |  |                                       |  |  |  |                                    |
|--|---|--|---------------------------------------|--|--|--|------------------------------------|
|  | POTENTIAL REDEVELOPMENT PARCEL – POTENTIAL SITE |  | PROPOSED CONCRETE SIDEWALK (5' WIDTH) |  | PROPOSED CURB                                    |  | EXISTING CURB                      |
|  | POTENTIAL REDEVELOPMENT PARCEL – PLANS PROPOSED |  | PROPOSED ROADWAY FOOTPRINT            |  | PROPOSED PAVEMENT MARKINGS                       |  | EXISTING EDGE OF PAVEMENT          |
|  | POTENTIAL REDEVELOPMENT PARCEL – PLANS APPROVED |  | PROPOSED NEW MEDIAN                   |  | POTENTIAL STORMWATER MANAGEMENT FEATURE LOCATION |  | EXISTING CONTOUR (2 FOOT INTERVAL) |
|  |   |  | BIKE LANE IN CONFLICT AREAS           |  | EXISTING STORMWATER FEATURE IMPACT               |  | EXISTING PROPERTY LINE             |
|  |   |  |                                       |  | POTENTIAL PARKING SPACE REDUCTION                |  | PROPOSED SEPTA BUS STOP LOCATION   |
|  |   |  |                                       |  | BUSINESS SIGN RELOCATION                         |  | SIGNALIZED INTERSECTION            |
|  |   |  |                                       |  | EXISTING SEWER MANHOLE                           |  | POTENTIAL BUS SHELTER LOCATION     |



## Additional Intersection Improvements

In addition to the concept plan that was developed for Route 30 between the US 202 and Malin Road, strategic intersection improvements were identified east of Malin Road. The intersections that were chosen to have the highest impact on the mobility of the corridor were PA 401 (Conestoga Road), PA 29 (Morehall Road), and

Old Lincoln Highway. (See Figure 5.1) At each of these intersections, traffic operational improvements, pedestrian mobility enhancements, and upgraded transit facilities were identified. Conceptual schematics were prepared for each intersection to depict the proposed improvements. (See Figures 5.2, 5.3, and 5.4)

Figure 5.1 – Additional Intersection Improvements

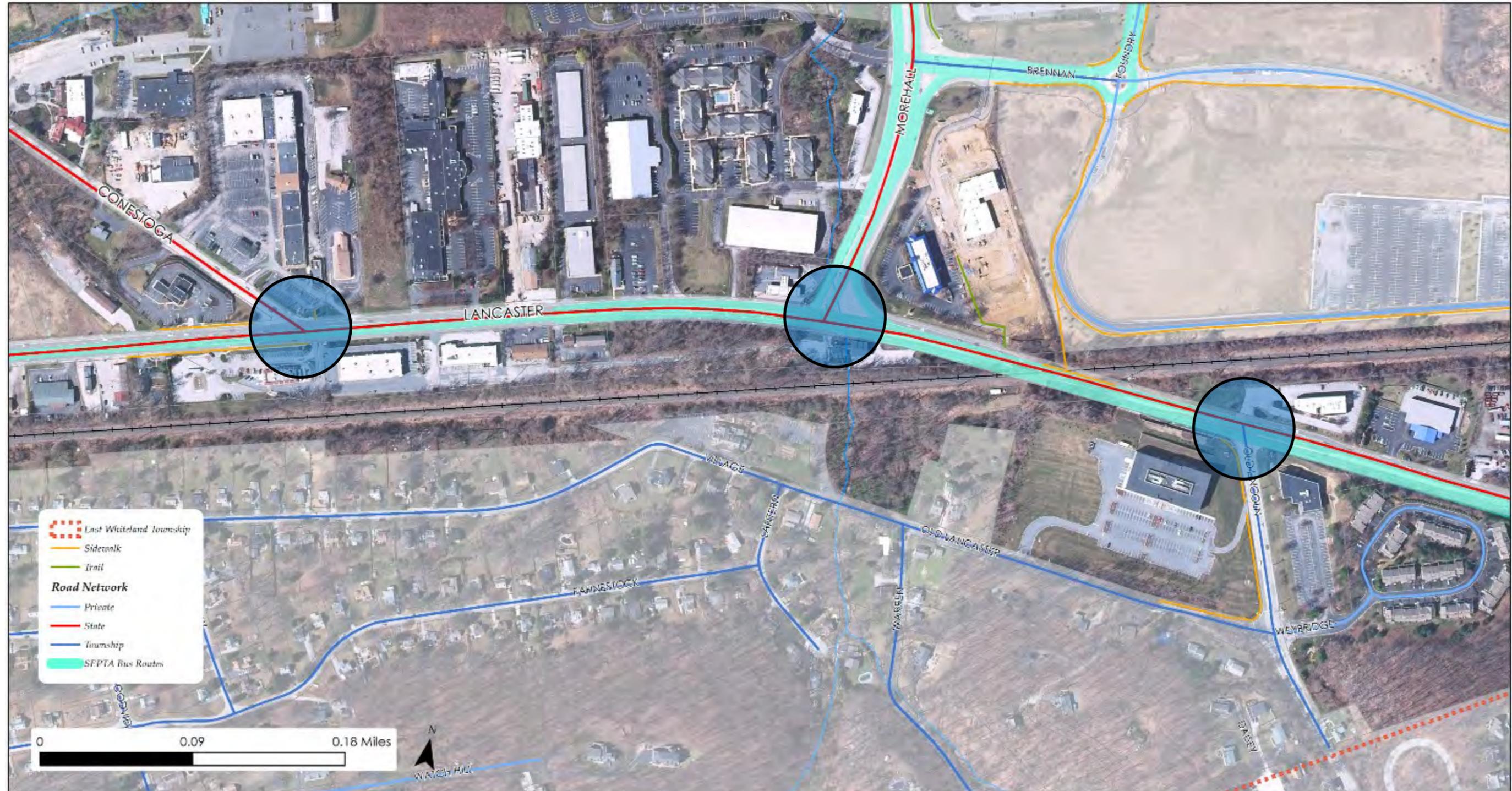


Figure 5.2 – PA 401 (Conestoga Road) and Route 30 Intersection

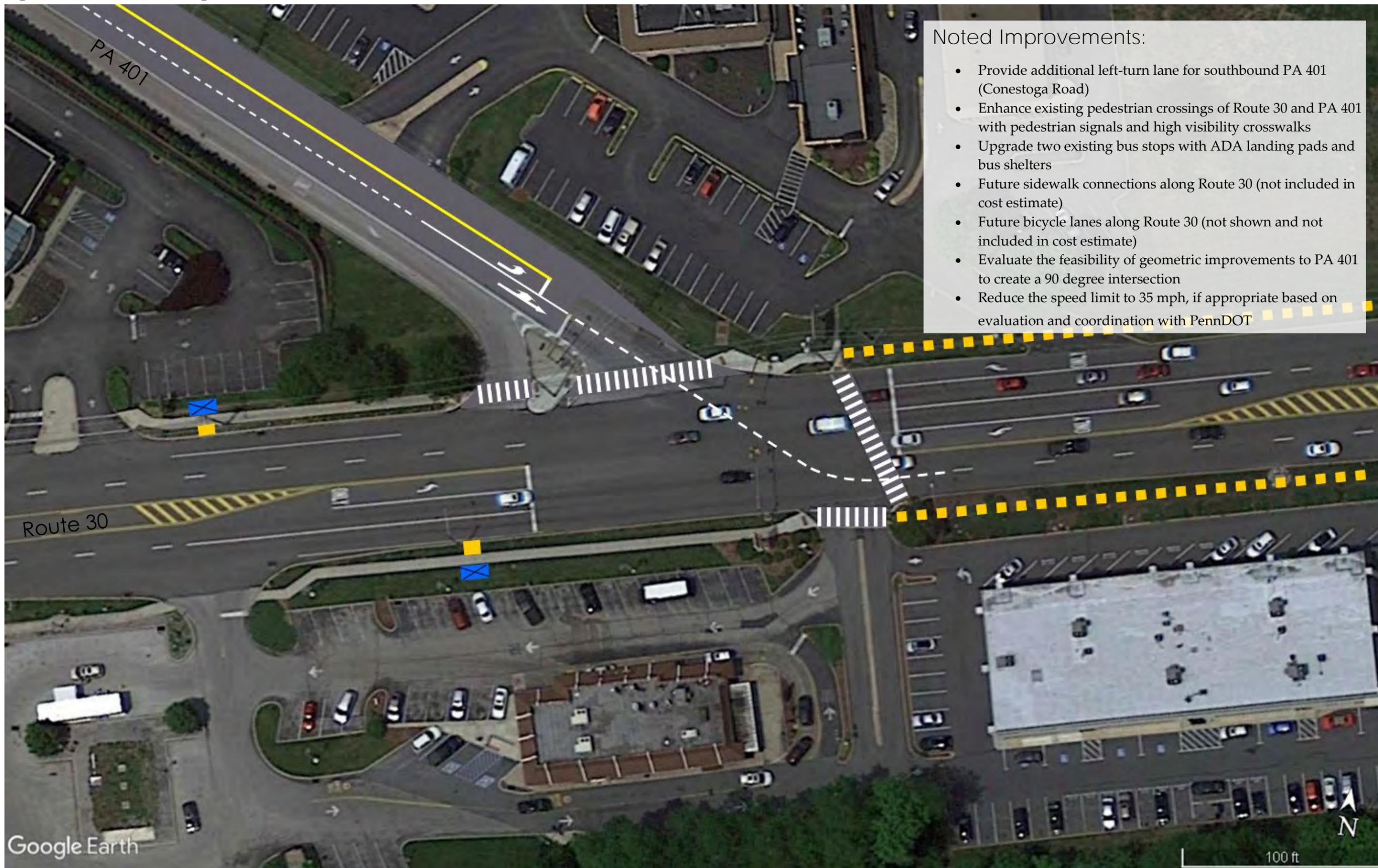


Figure 5.3 – PA 29 (Morehall Road) and Route 30 Intersection

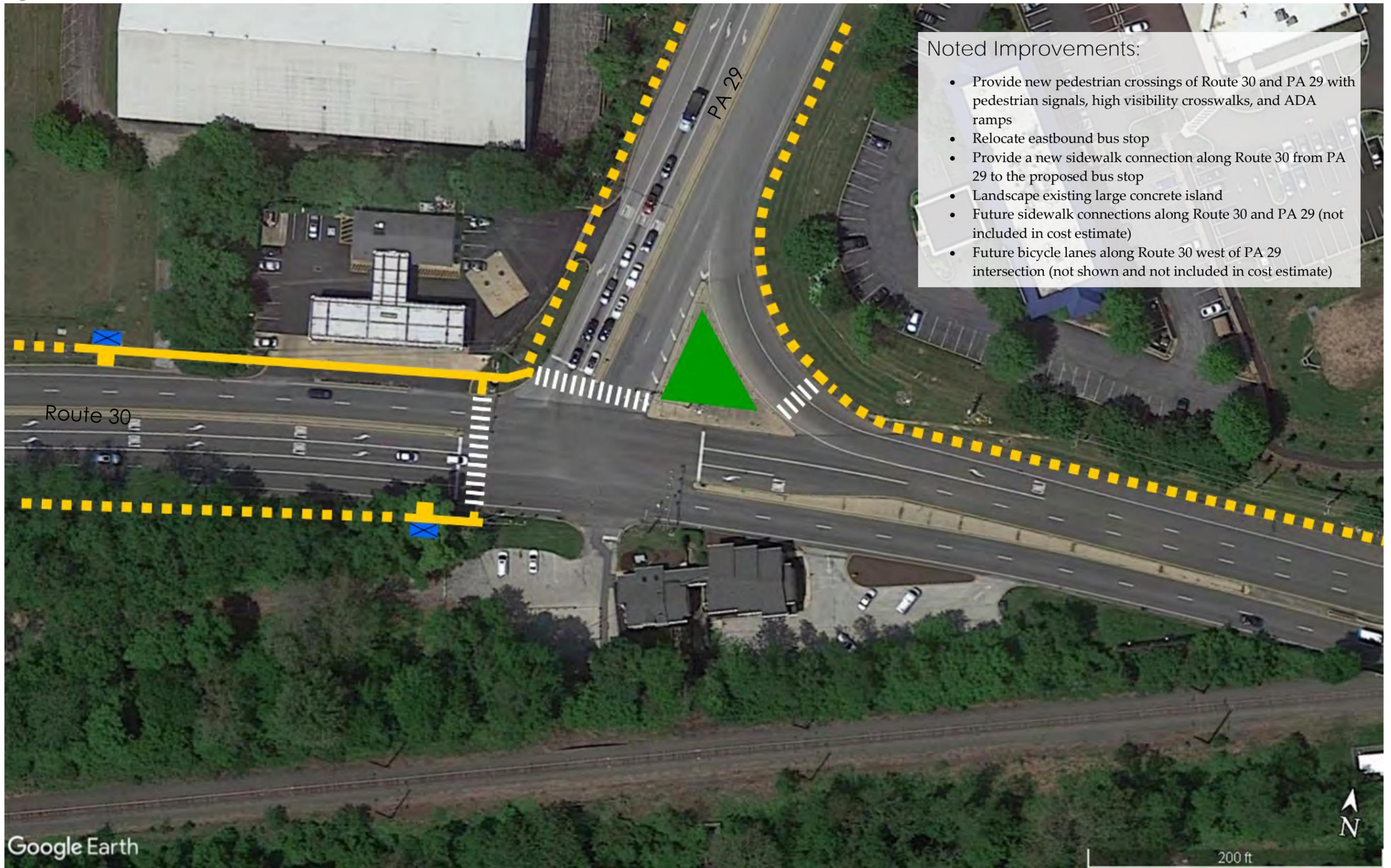
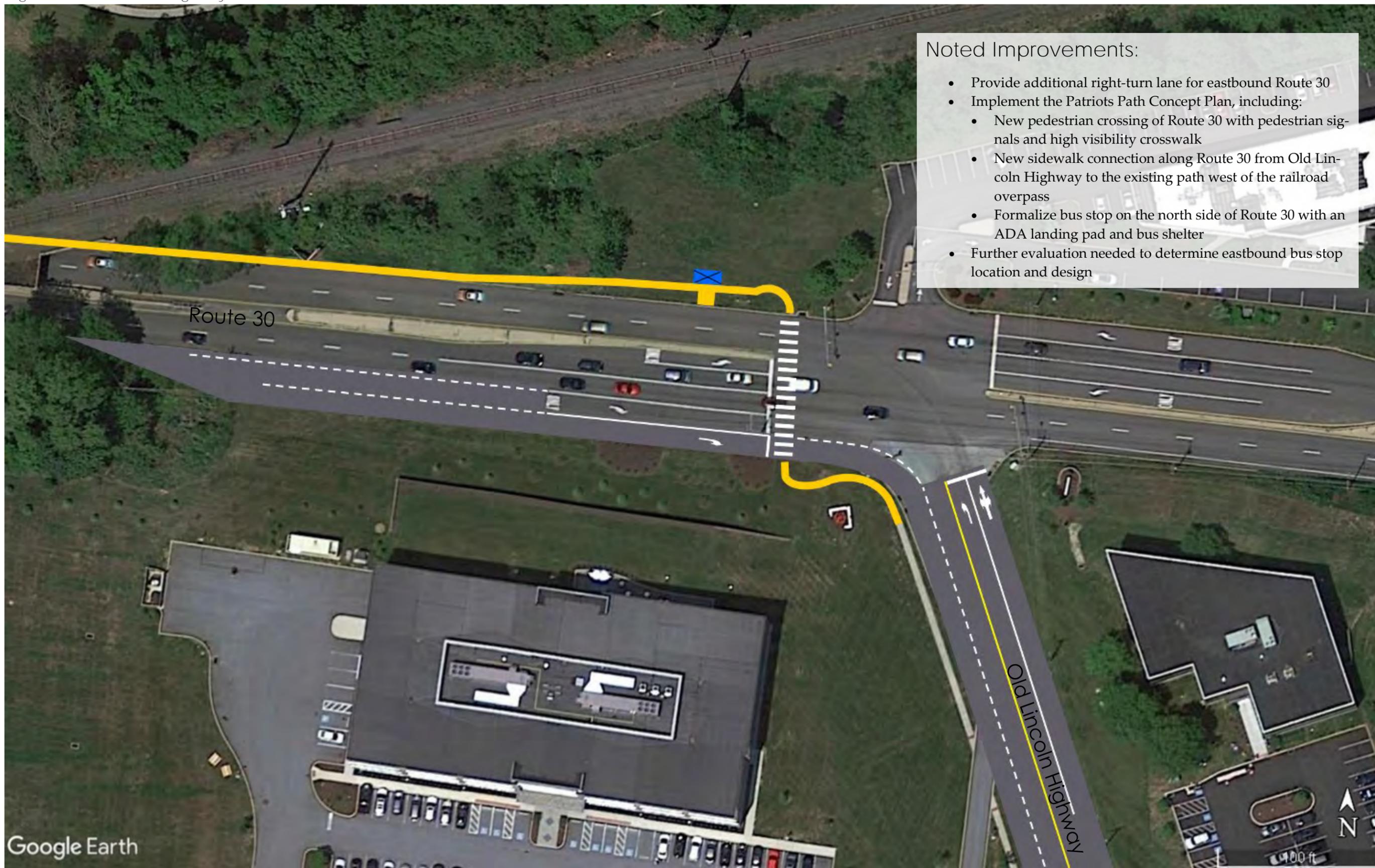


Figure 5.4 – Old Lincoln Highway and Route 30 Intersection and Patriots Path Connection





## 6 | Land Use Plan

### Introduction

In defining the future land use vision for the corridor, the community was invited to consider the many “faces” of Route 30, focusing on neighboring communities in Chester County. Some of these examples are shown in Figure 6-1. Public and committee reaction to these examples was positive and reinforced the recommendations set forth in the Township’s 2016 Comprehensive Plan, which stated:

*“The character along Route 30 is envisioned to be a vibrant yet cohesive mix of small and large businesses, mixed-use “villages” at key intersections, diverse housing opportunities, and a physical community center for the Township”.*

To implement this vision, this plan recommends a two-pronged approach to Route 30:

- Enable the development of Mixed Use Centers (MUCs) at two key intersections along the corridor; and
- Enhance the remaining portions of the corridor with a functional and attractive streetscape that is consistent with the MUCs, while encouraging greater flexibility in permitted uses.

This section provides an overview of this approach and its implementation.

### Mixed Use Centers

For many years, township planners set forth the vision of a new “village” along Route 30, even naming the zoning district for the area “Village Mixed Use.” Thus far, market forces, zoning ordinance loopholes, and the reality of the small, irregular or otherwise constrained lots have impeded this vision. With this Route 30 Master Plan, there is renewed emphasis on the broader concepts of mixed use and walkability, but with a more contemporary view towards what can feasibly be accomplished along the corridor given evolving market demands.

The intent of the Mixed Use Centers (MUCs) 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 – the sidewalks, crosswalks, bike lanes, and connectivity between them- to create a hub of activity, not just during the day, but also during evening and off-work hours. While the MUCs would share a consistent streetscape (street trees, street lights, and sidewalks) with the rest of the corridor, they should be distinguished by a higher intensity of uses – taller buildings (maximum of four stories) that more closely front the roadway; pedestrian gathering areas and plazas; and a concentration of residents that support local businesses and lend energy to the area.

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. Each is described herein.

Figure 6.1 – Aerial of MUC West

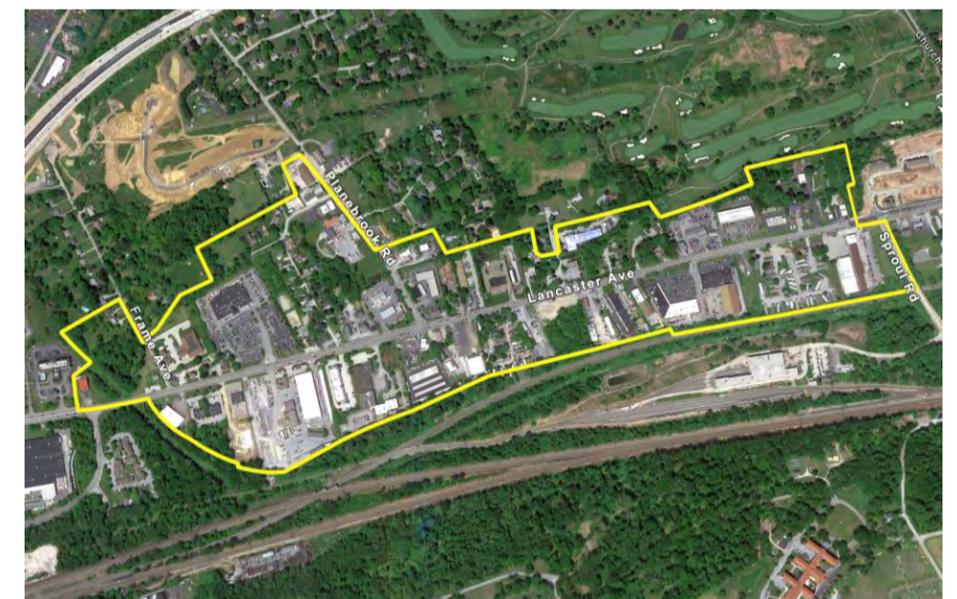


Figure 6.2 – Faces of Route 30

<p>Existing Conditions East Whiteland Township</p>	<p>Enhanced Suburban Easttown Township</p>	<p><b>“Main Street” type areas</b> Wayne</p>
<ul style="list-style-type: none"> <li>• One to two story buildings with deep setbacks</li> <li>• Lack of landscaping, sidewalks, and curb cuts</li> <li>• Vacancies</li> </ul>	<ul style="list-style-type: none"> <li>• Taller buildings (2 stories minimum) located closer to the street</li> <li>• Enhanced landscaping along the streetscape</li> <li>• Sidewalks</li> </ul>	<ul style="list-style-type: none"> <li>• Buildings (2 to 4 stories) directly adjoin sidewalks</li> <li>• On-street parking or parking to rear</li> <li>• Street trees, pedestrian scaled street lights</li> <li>• Sidewalks</li> </ul>
		
		

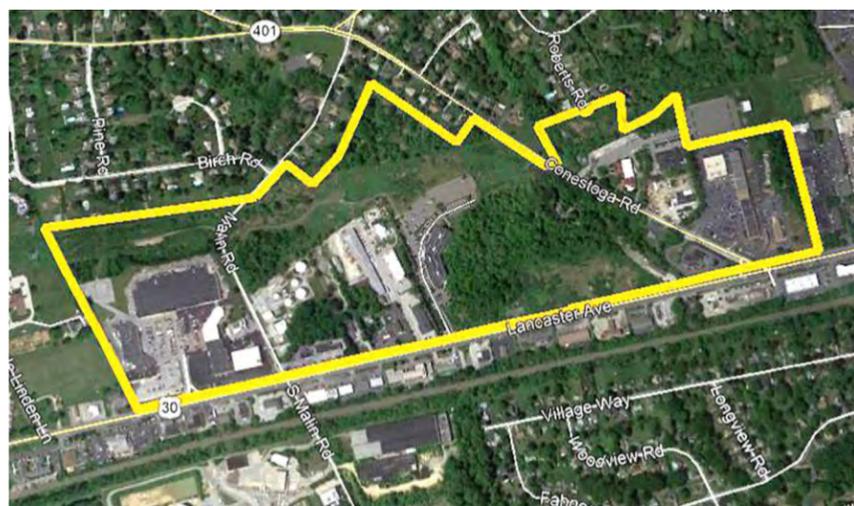
**MUC WEST (Frazer)** The western end of Route 30 in East Whiteland is dominated by the sale and rental of heavy equipment, cars, boats, landscaping and building materials. These uses are interspersed with former residences that now house a variety of repair shops, contractors, and personal service establishments. It is this area of Route 30 that draws the greatest concern from residents for its run down appearance, blighted lots, and lack of investment.

The smaller parcels and constraints presented by the railroad and topography make redevelopment of this area particularly challenging. However, there are several opportunities for consolidation of lots and redevelopment, including a current proposal for a residential use. In addition, the proximity to Immaculata University, a potential train station, and the existing, surrounding residential could provide ample support for the area as a hub of activity.

**MUC EAST – Malin Road/PA 401**

In contrast to the western end of Route 30, the Malin Road/PA 401 MUC is characterized by larger lots and uses: shopping centers, a tank farm, a small office park, and a large (relative to Route 30) vacant property. Yet, this area could also benefit from upgrades to appearance and functionality. The larger lots offer greater opportunity for redevelopment and the creation of a more vibrant and identifiable place.

Figure 6.3 – Aerial of MUC EAST



**Enhanced Suburban Corridor**

The purpose of the Enhanced Suburban Corridor area is to permit a broad mix of commercial uses and encourage greater flexibility in site design in order to ensure that the Route 30 corridor can better and more proactively respond to market fluctuations in the future.

As it is today, the stretch of Route 30 between PA 352/Sproul Road and Lincoln Court Shopping Center is dominated by stand-alone retail, restaurants, and strip shopping centers, with limited residential. While this area of the corridor should remain dominated by commercial uses, there is a need to increase the variety of nonresidential uses permitted and not isolate office and institutional uses to small sections along the roadway. New development and redevelopment should more attractively front the roadway than conventional suburban design by breaking up large surface parking areas with landscaping, installing consistent street trees, sidewalk, and street lights, locating closer to the sidewalk, drawing in pedestrian traffic, and ensuring a safe and convenient circulation pattern through the site for pedestrians and cyclists.

Figure 6.4 – Aerial of Enhanced Suburban Corridor area



**Conceptual Development Strategy Plans**

In order to depict how the Mixed Use Centers might look in ten to fifteen years, Conceptual Development Strategy Plans were developed for each MUC and are shown in Figures 6.5 and 6.6 on the following pages. These Development Strategy Plans are intended to show:

- Preferred building locations based upon the widened Route 30 with planned streetscape enhancements (street trees, street lights, and sidewalks);
- Preferred parking location to the side or rear of buildings (though with minimal parking permitted between the building and street frontage);
- Opportunities for integration of residential mixed-use; and
- Opportunities for a variety of open spaces.

Redevelopment potential is specifically depicted on properties estimated to have redevelopment potential in the near future (less than 10 years), properties with greater potential for consolidation due to existing ownership; and properties 5 acres or larger. Additional properties not yet conceptually illustrated as redevelopment are encouraged and expected to emulate the proposed development pattern.

Figure 6.5 – MUC East: Development Strategy Plan

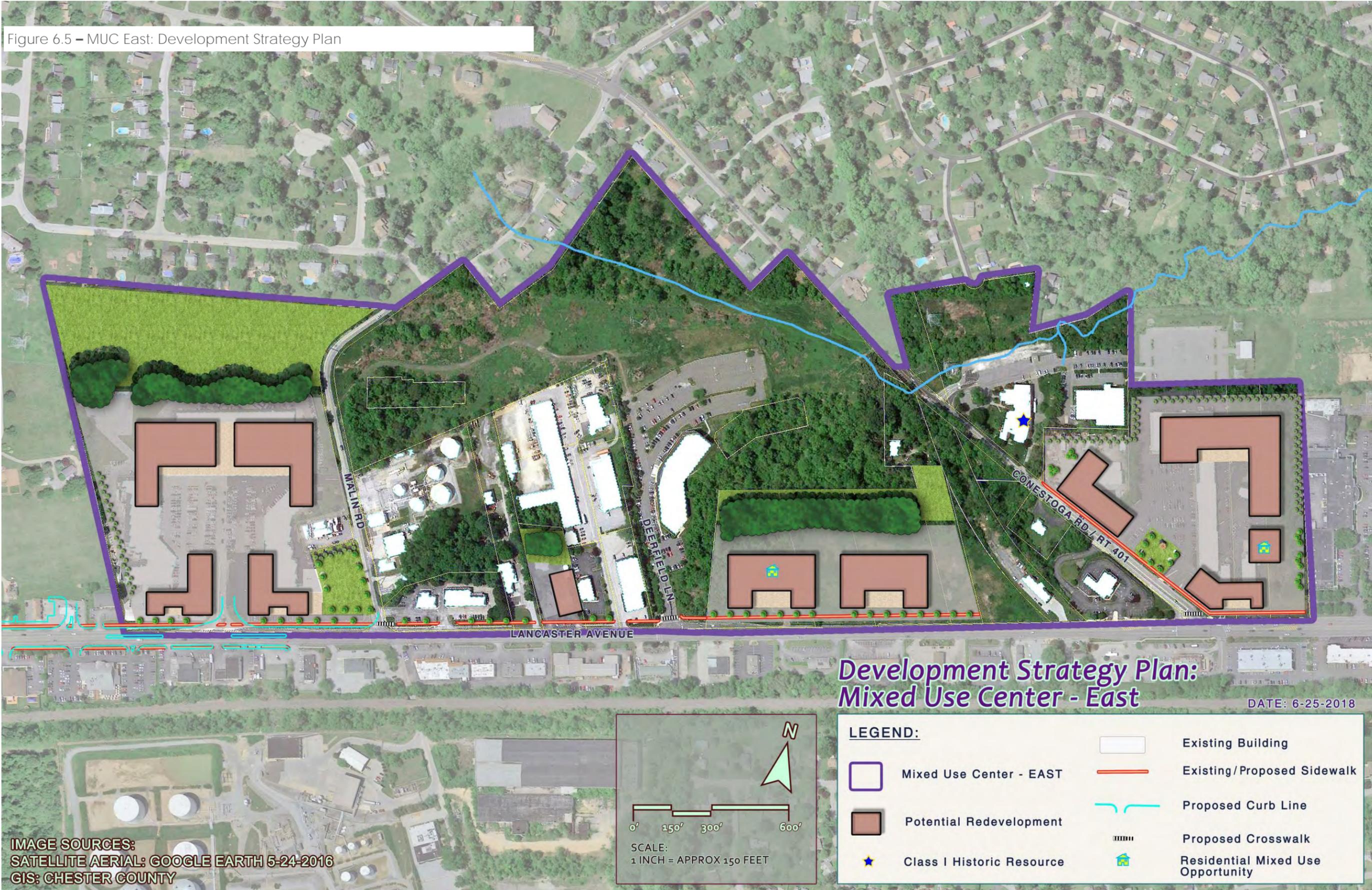
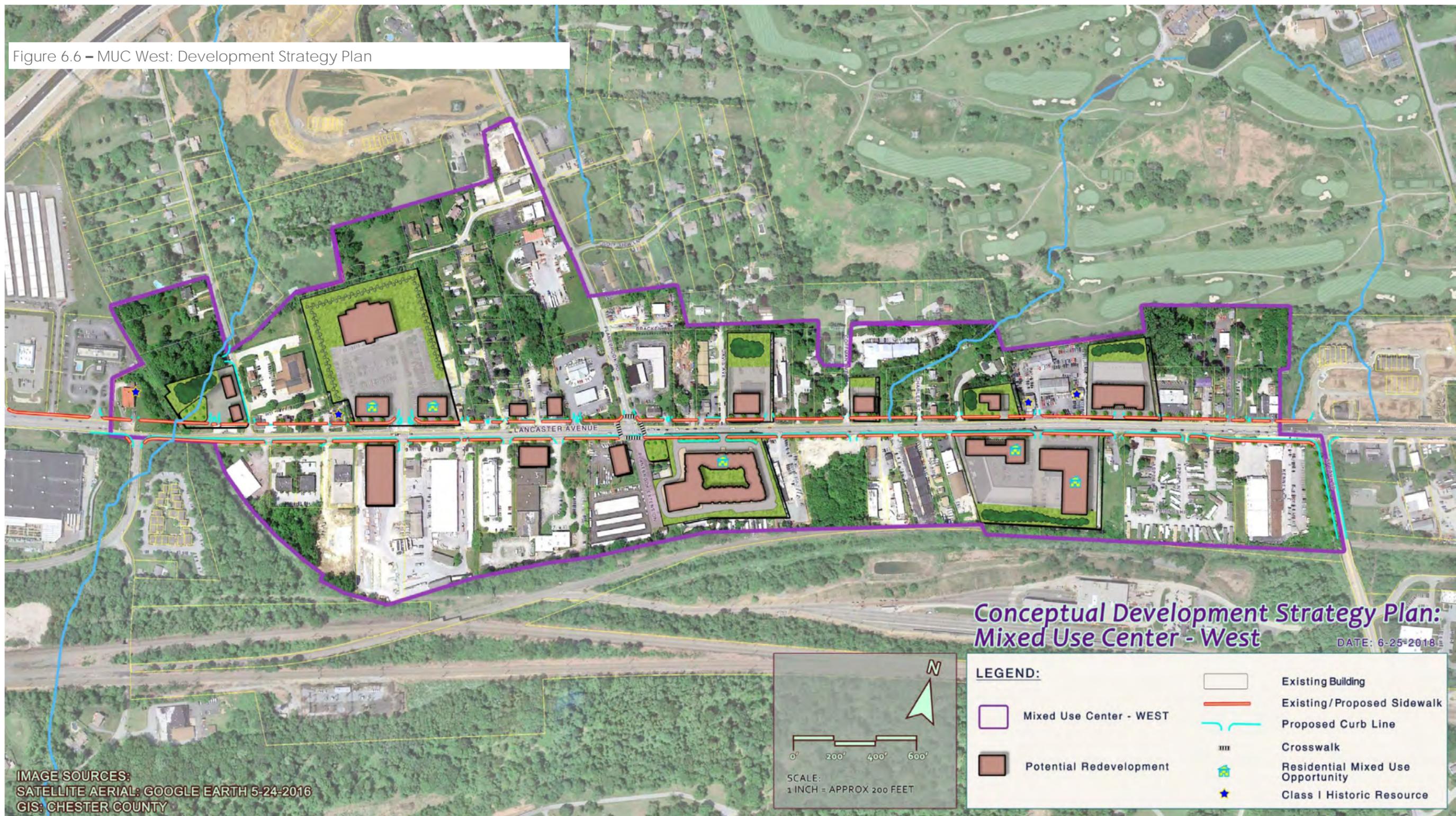


Figure 6.6 – MUC West: Development Strategy Plan



Design Guidelines

Conventional text-heavy zoning ordinances are limited in how well they can regulate development. Predominantly intended to separate incompatible uses, zoning ordinances are often unable to adequately address the finer details of the built environment. One way to alleviate some of these shortcomings is through design guidelines. 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.

Design Guidelines, when adopted as part of township ordinances, can better illustrate the intended spirit of the ordinance language. As part of the Route 30 Corridor Master Plan, Design Guidelines have been developed and can be found in the Appendix. While many design

guidelines belong in the Zoning Ordinance as hard and fast regulations, others need more flexibility to address the unique constraints and conditions of each site. Such design elements are designated for the Subdivision and Land Development Ordinance. The Route 30 Design Guidelines are categorized in this way and a sampling of recommendations for each Ordinance is shown in Figure 6.8.

Figure 6.8 – Design Guidelines

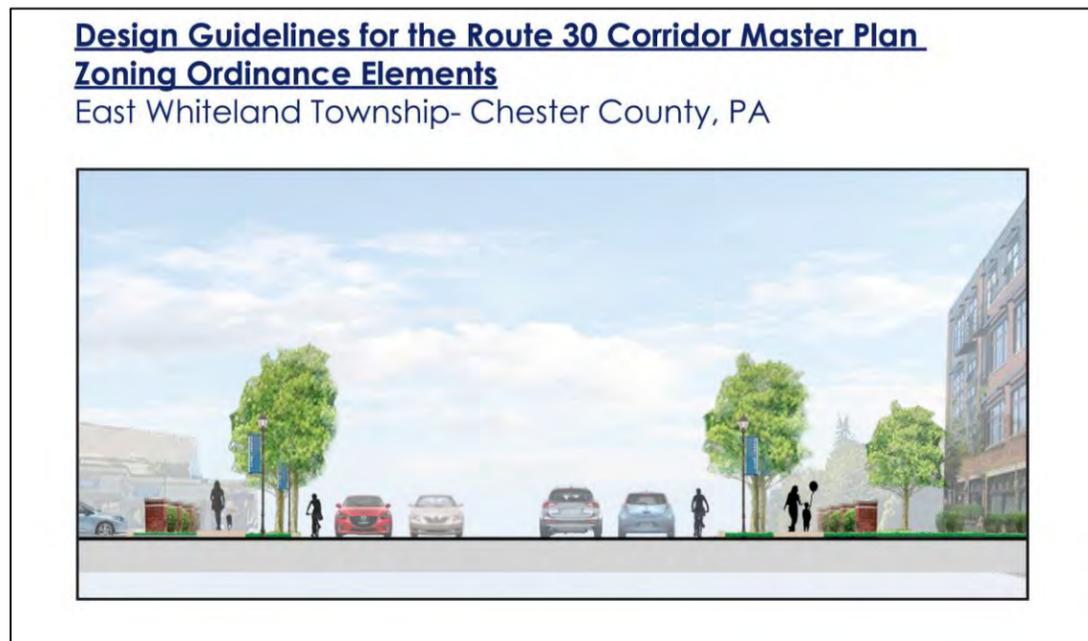
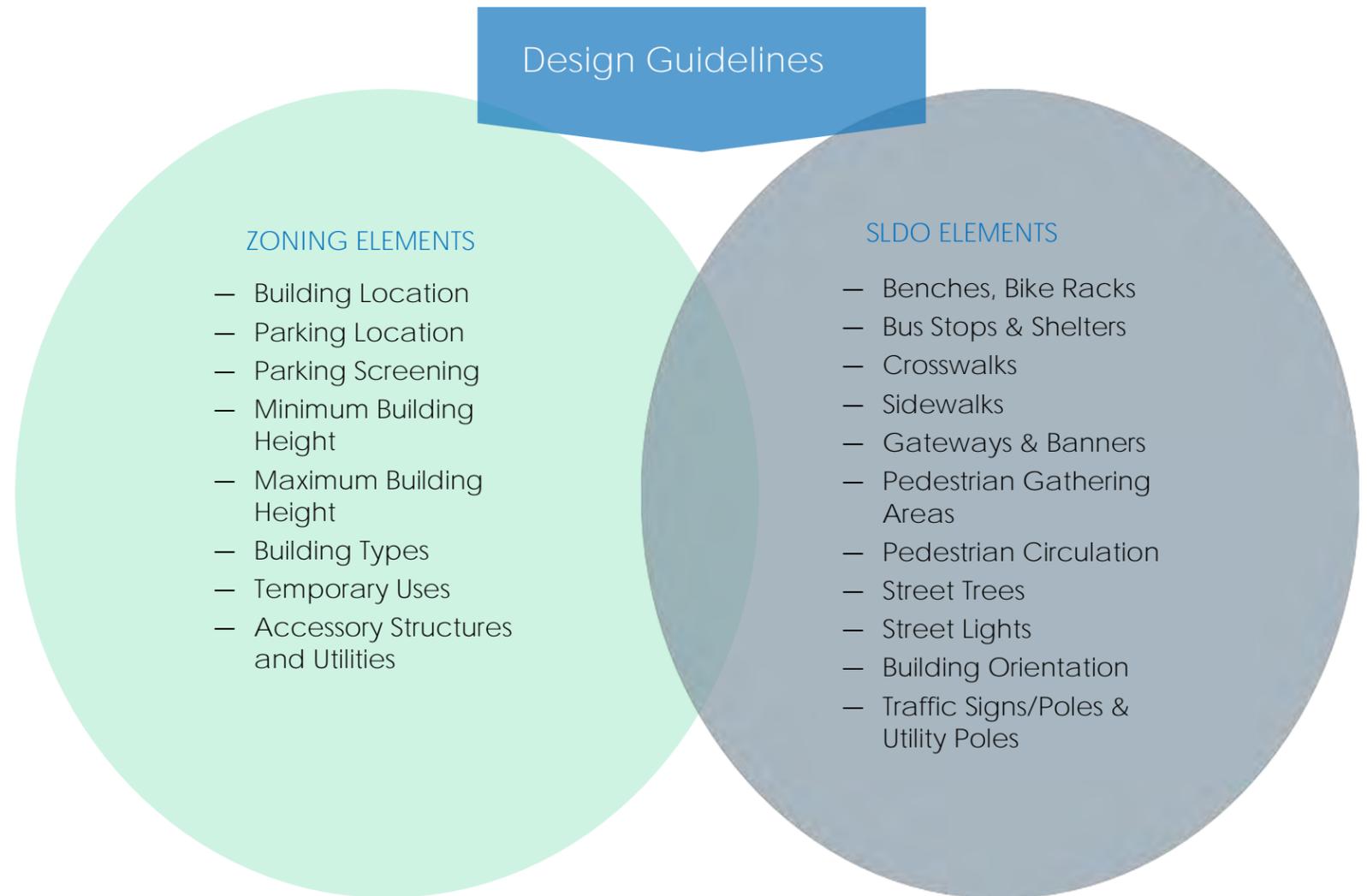
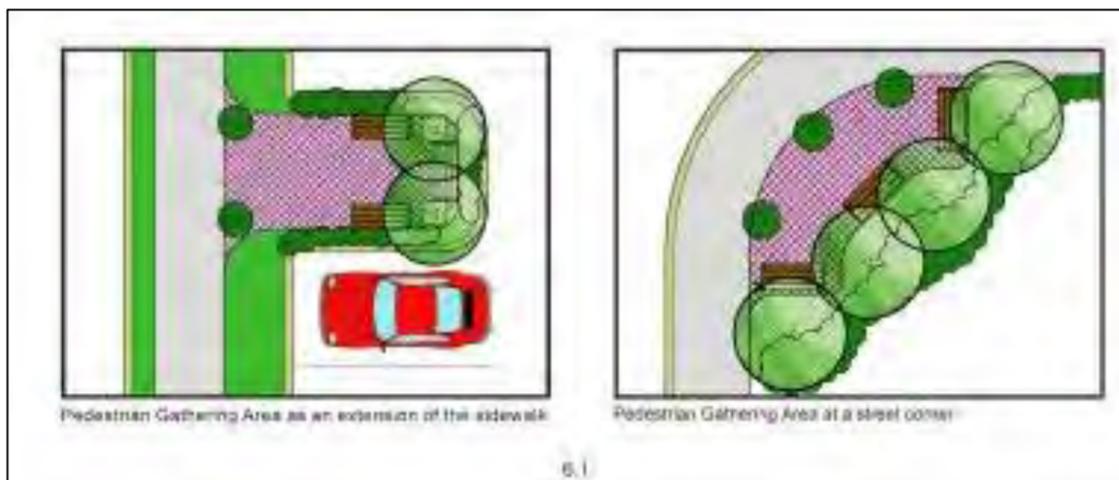


Figure 6.9 – Design Guidelines: Pedestrian Gathering Areas



## Residential Uses

Residential uses are not intended solely for the mixed-use centers. In fact, residential uses along the corridor can improve existing conditions in several ways:

- Increase support and patronage of existing small businesses and creates the market for new small businesses;
- Increase the feasibility of walking and cycling as a modes of transportation when the proximity of residential is closer to the commercial destinations that people are seeking;
- Increase “eyes on the street” and therefore safety/perceived safety; and
- Increase housing options and diversity in the Township.

Currently, multifamily residential is an in-demand market and thus allowing such uses increases the opportunities and feasibility of redevelopment occurring. However, it is not the intent of the Township to allow the corridor to become primarily residential. These uses should be considered as an incentive to consolidate and redevelop lots, and thus a minimum lot size of 3 to 5 acres is recommended, though additional flexibility should be considered in the case of the adaptive reuse of historic resources or blighted properties with consideration for a more generous setback from the roadway in order to maintain the commercial appearance.

In addition, zoning standards and design guidelines are recommended for these uses and are discussed more fully in the Design Guidelines section (see below and in the Appendix). These standards include:

- residential uses may be located above commercial uses in mixed use centers,
- residential development should include green space that is accessible and visible along the corridor,
- required parking for residential should be related to the number of bedrooms per dwelling unit (and not unit type),
- these uses should have safe, convenient and inviting on-site pathways that directly connect building entrances to the sidewalk along Route 30, as well as parking areas, and,
- these uses should include bike parking.

## Affordable Housing

Affordable housing is a complex issue that gains increasing attention at the local and national levels. With its share of smaller homes, apartments, and mobile home parks, East Whiteland has a larger stock of affordable housing than many of its neighboring communities. However, with a limited stock on a regional level and rising housing costs, the township needs to remain aware of the potential for displacement of existing residents as well as the needs of populations such as lower middle income workers, young singles and families, and older residents who wish to age in place in the communities where they have lived.

There is no easy solution to the issue. At the local level, regulatory strategies for increasing the supply of affordable housing include:

- Increasing the diversity of housing options permitted through Zoning Ordinance and therefore allowing more multifamily housing and other housing forms at higher densities;
- Providing incentives through the Zoning Ordinance to encourage affordable units as part of market rate developments (i.e., density bonuses, expedited permitting, reduced permit fees); and
- Setting mandates for affordable units through the Zoning Ordinance such that developments over a particular size or that need special approvals (such as a Rezoning) are required to provide a specified amount of affordable housing.

Regulatory approaches such as these have met with limited success in Pennsylvania. Municipalities face strong community opposition in passing such ordinances as residents are resistant to any increased impact to roads, schools and other infrastructure. On the developer side, incentives need to be extremely high to balance out the high costs of both land and construction.



## Open Space and Recreation

Another important land use to consider along the corridor is open space. The Township's Comprehensive Plan identified the lack of open space and a physical community center along the Route 30 corridor as a key issue and set forth a recommendation to: "Explore opportunities for open space and a community center along the corridor." These opportunities could arise in the form of private open space, semi-private (public-private partnerships or other forms), or publicly owned spaces. Admittedly, this will be challenging as there are few vacant spaces remaining along the corridor and even fewer that could be appropriate for an open space amenity as well as the environment along the Route 30 corridor.

Open spaces can range widely in their purpose and size, ranging from natural areas along stream corridors to small pedestrian-oriented greens with a few benches and perhaps a gazebo to larger community spaces that offer the opportunity for outdoor community gathering and events. Regardless, the inclusion of a variety of such spaces along the Route 30 corridor could provide many benefits, such as helping to address stormwater management and water quality issues, beautification, and providing resting points for those traversing the corridor on foot or bike, and potentially as sources of passive and/or active recreation.

## Parking

Parking for businesses and residences along Route 30 is an additional consideration and challenge. Many existing businesses persist despite problematic parking conditions, such as limited or no space for expansion and wide curb cuts. To set the stage for redevelopment, the township will need to examine parking ratios and both enable and strongly encourage shared parking between adjoining uses. Additionally, the consideration of municipal lot within or in close proximity to the Mixed-Use Centers could help to address the concerns of redevelopment.



## Other Streetscape Enhancements

Many sections of this plan discuss the conceptual streetscape enhancements that would improve the overall appearance and function of the corridor, including street trees, street lights, sidewalks, and landscaping. These will contribute greatly to a fresh face for Route 30. However, additional modifications could also add to these efforts include:

- **Signage:** Signage can be a major cause of visual clutter along a corridor such as Route 30. It is also an extremely difficult and long term process to impact existing signage through updated ordinances. However, as Route 30 becomes more bike and pedestrian friendly in nature, particularly in the Mixed Use Centers, it is worthwhile to review and update signage regulations to better meet the goals for the corridor and enhance its safety, function, and appearance.
- **Utility Poles and Wires:** Though few alterations can have as significant an impact on the streetscape, burying utility wires underground is prohibitively expensive. In lieu of this, the potential to relocate utilities to the rear of properties as part of redevelopment should be explored.

Historic Resources

Historic structures along the corridor contribute to its uniqueness and identify it with the Township and Chester County. For example, the Sheraton Hotel/White Horse Tavern and Wine Bar is a great example of adaptive reuse of a historic building that makes a positive contribution to the corridor, by remaining a viable business entity and community gathering place. Most recently the Township required the preservation and reuse of Linden Hall at the intersection of Sproul Road/PA 352 and Route 30 in Frazer. There are several other barns and buildings that are worthy of preservation and adaptive reuse. The Township has an existing historic preservation ordinance that promotes such reuse and encourages flexibility of permitted uses in order to increase the viability of potential projects. However, ordinance provisions should be reevaluated to ensure that incentives are proportionate to the benefit.

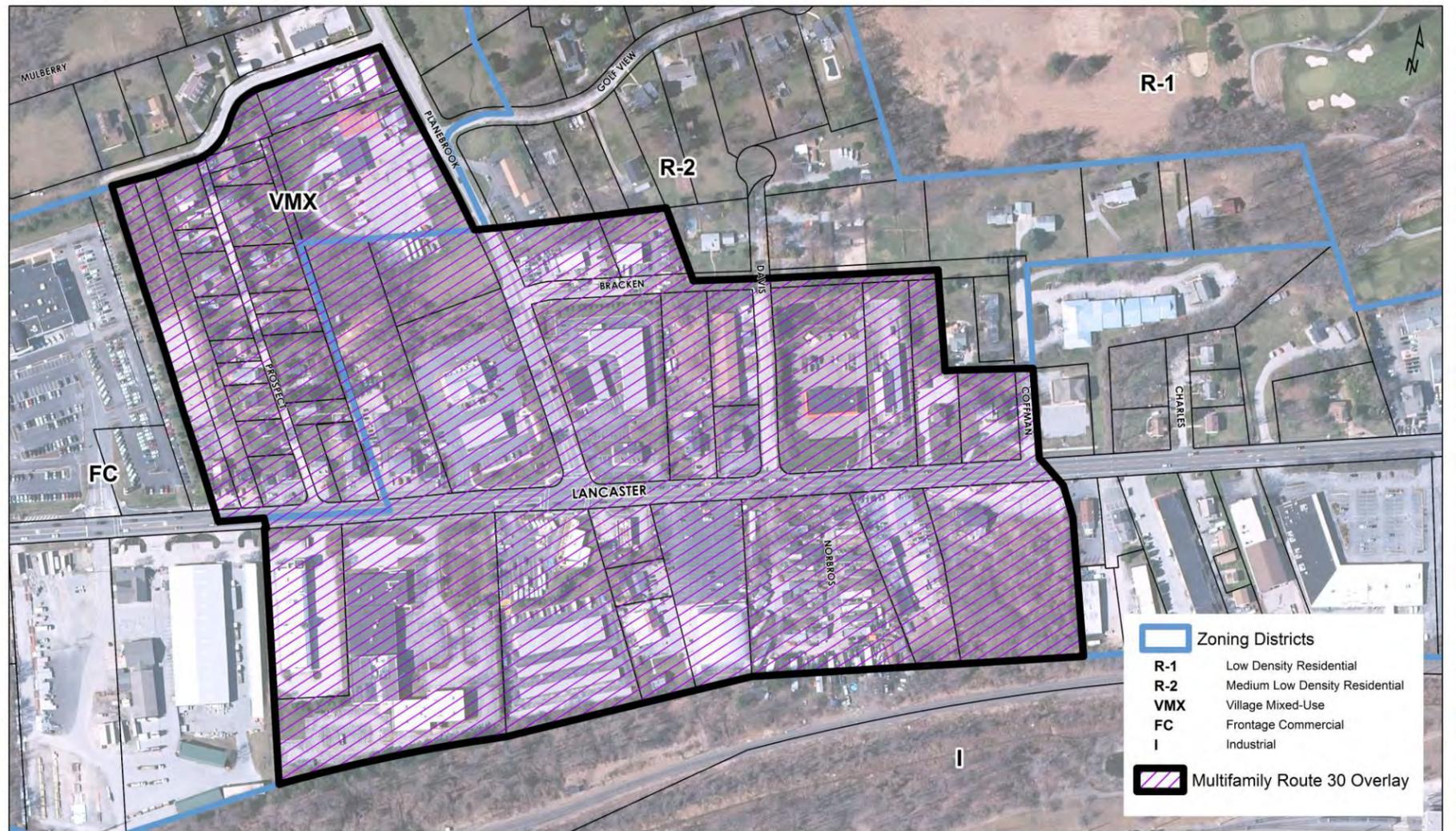
Figure 6.10 – Images of historic resources along Route 30



Multifamily Route 30 Overlay District

As a first phase to implementing the zoning recommendations and overall implementation, the Township adopted a Multifamily Route 30 Overlay District (MF District). This Overlay District will provide for multifamily residential uses as a Conditional Use within a small subsection of the Mixed Use Center West, surrounding Planebrook Road. (See Figure 6.11) The MF Overlay would enable proposed redevelopment of the vacant Frazer Lanes Bowling Alley and the adjacent mobile home park into a four-story multifamily residential building that accommodates future road widening, bike lanes, street tree buffers, sidewalks and other design features envisioned by this Master Plan. The intent of this first phase is to demonstrate the potential for Route 30, hopefully acting as the first pebble in the pond and setting off a ripple effect of redevelopment and reinvestment.

Figure 6.11 – Proposed Multifamily Route 30 Overlay District Boundaries





## 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:

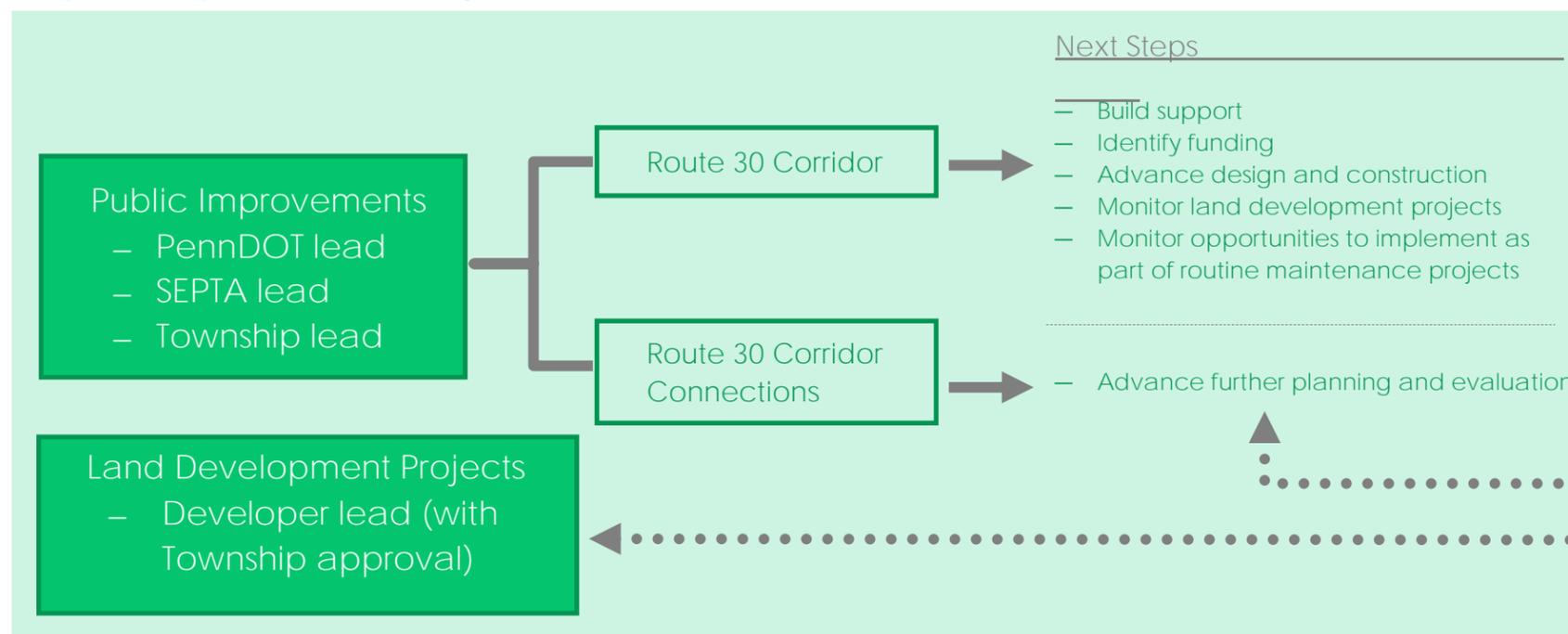
- Capital Improvement Projects
- Policies and Programs

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

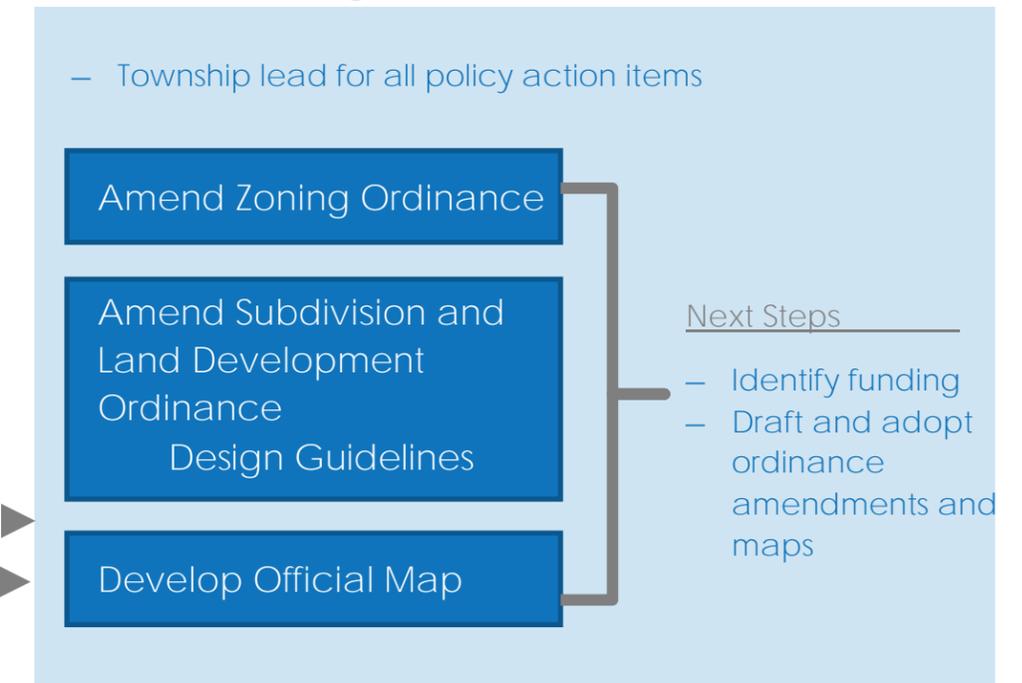
Figure 7.1 provides an overview of these categories of action items and general next steps. Overall, policies and capital improvement projects are vastly different in terms of costs, timeframes for implementation, and responsible parties. However, there is a relationship between the two categories. For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

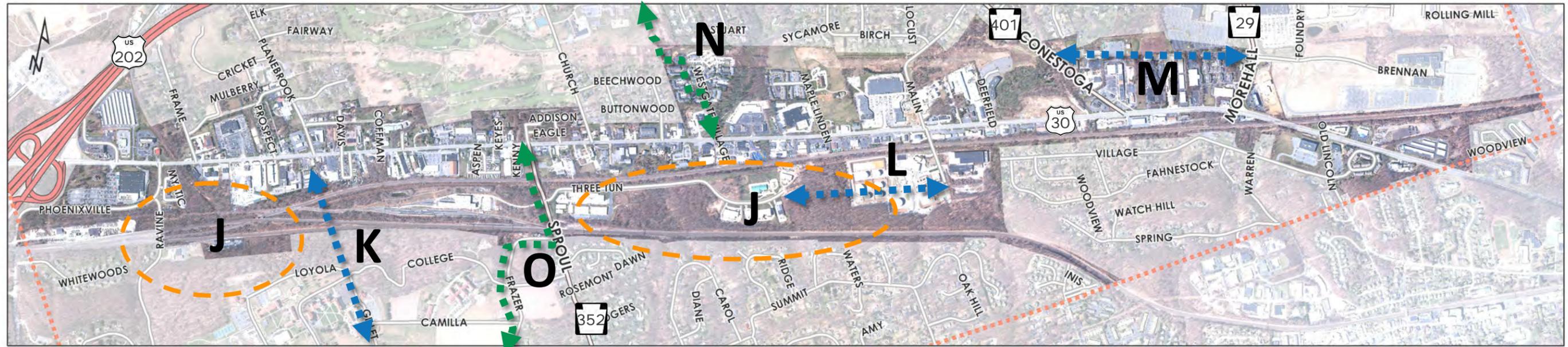


	Project	Engineering & Permitting	Right-of-Way	Construction & Inspection	Total (2018 \$)	Priority
<b>A</b>	US 202 to Planebrook Road	\$ 1,177,700	\$ 991,700	\$ 12,092,300	\$ 14,261,700	Low
<b>B</b>	Planebrook Road to PA 352 (Sproul Road)	\$ 782,100	\$ 710,200	\$ 4,881,200	\$ 6,373,500	High
<b>C</b>	PA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

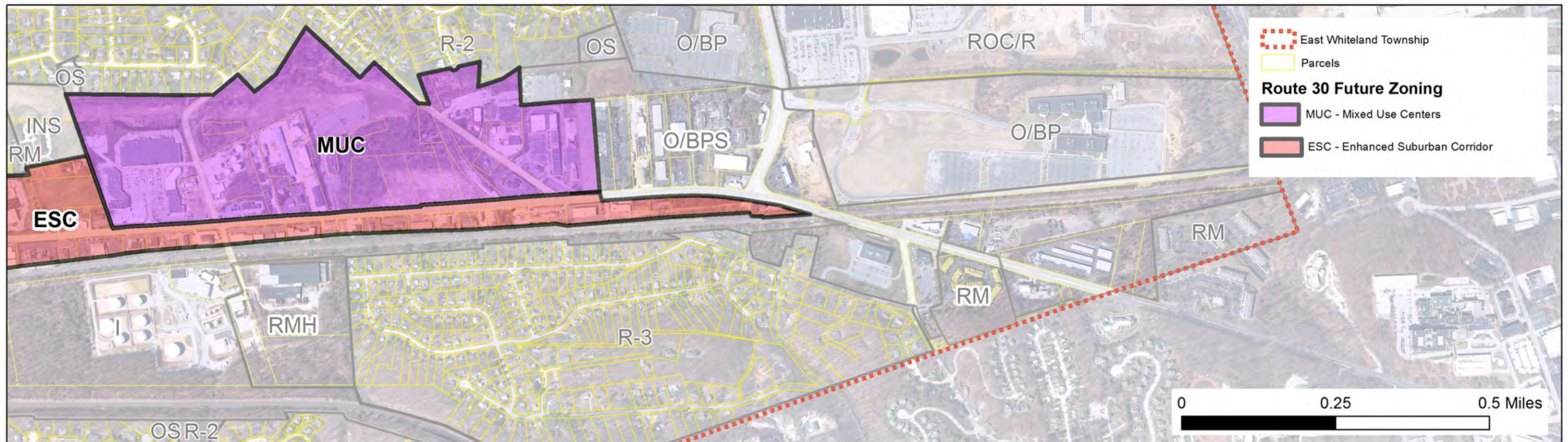
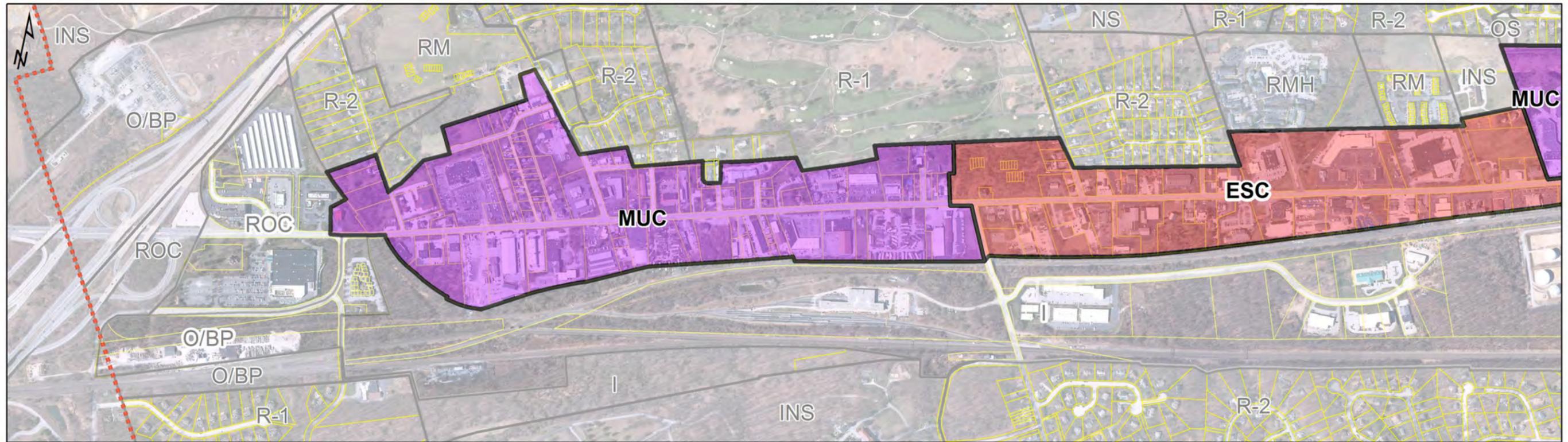
d) Other Zoning Ordinance amendment considerations that could be considered in East Whiteland Township:

- 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 policies 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	
<b>Transportation Alternatives Set Aside</b> – 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		✓	
<b>Congestion Mitigation and Air Quality (CMAQ)</b> – Delaware Valley Regional Planning Commission (DVRPC)	– Federal transportation funds – Match requires funding all pre-construction activities	✓ Intersection Improvements	✓	
<b>CFA/DCED – Multimodal Transportation Fund (MTF)</b> – 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	✓	✓	
<b>PennDOT – Multimodal Transportation Fund (MTF)</b> – 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	✓	✓	
<b>Greenways, Trails and Recreation Program (GTRP)</b> – 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	
<b>Community Conservation Partnerships Program (C2P2)</b> – DCNR	– Annual competitive grant program – Various federal and state funds – 50% match		✓ Trails	
<b>Chester County Open Space – Municipal Grants Program</b> – 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	
<b>PECO Green Region Program</b> – 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	
<b>Transportation and Community Development Initiative (TCDI) Program</b> – 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			✓
<b>Vision Partnership Planning (VPP) Program</b> – 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"> <li>– Sign regulations (Township-wide)</li> <li>– Outdoor dining promotion</li> <li>– Parking requirements, including bike parking and electric vehicle charging stations</li> <li>– Adaptive reuse standards</li> <li>– Public green space and gathering areas</li> </ul>
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"> <li>– Street trees</li> <li>– Open space</li> <li>– Pick-up/drop-off areas</li> <li>– Pedestrian access and circulation</li> <li>– Landscape and buffer areas</li> </ul>
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.