



## { 3. CORRIDOR VISION }

### Introduction

Members of the SAC, six sponsor municipalities, other key stakeholders, and the community were engaged to develop and shape a preferred future vision for the Route 30 corridor. The vision is not a future land use plan or a set of zoning regulations. Rather, the vision reflects the character, context, and aspirations of the six sponsor municipalities. It is a general expression of the desired future development pattern, density, and design along the corridor.

A group visioning exercise was completed at the first SAC meeting, to gather input on the positive attributes and key issues, related to both land use character and transportation context along the corridor. Through the use of corridor maps illustrating existing features, SAC members were asked to:

- Draw a heart in a place you love.
- Draw an X in a place where there is significant opportunity for improvements.
- Comment on the draft future land use vision.
- Circle the top five intersections or roadway segments that are a priority for improvements.

Additionally, individuals from the SAC were asked to develop a list of their top ten overall corridor issues within the study area, and then as a group develop a top five list. Through these exercises and the group discussions that followed, a vision for the Route 30 corridor began to emerge.

Further input was gathered for the corridor vision through stakeholder interviews, with key property owners and developers that have a vested interest in the study area. The draft future vision was presented to the community at the first public meeting, and further input was gathered through a series of exercises:

- **Dot Voting:** How would you invest limited funds for transportation improvements along Business Route 30? Options included Intersections, Sidewalks & Streetscapes, New Roadway Capacity & Connections, Bicycle lanes & Regional Trails, Bus Service & Stops
- **Mapping:** How would you improve the areas surrounding the US 30 Bypass interchanges (land use and transportation)?
- **Mapping:** How would you improve the areas along the Business Route 30 corridor (land use and transportation)?

At the conclusion of these exercises, the vision that emerged was for Route 30 to develop into a corridor that is cohesive, complementary, and connected. This overarching vision led to three specific goals:

- Expand options and opportunities for jobs, housing, transportation and recreation
- Promote and preserve agriculture, open space, the Brandywine Creek, local businesses, and historic districts and structures
- Leverage key assets, including the Chester County G.O. Carlson Airport and the Coatesville and Thorndale train stations

Based on these goals, key strategies for the US 30 Bypass interchange areas and Business Route 30 corridor were developed.

### COHESIVE

*Partnering to address key issues and advance plans and projects with a unified approach will help to develop vibrant and healthy communities and preserve valuable resources.*

### COMPLEMENTARY

*Cultivating communities with unique identities and distinctive characters along Business Route 30 and at US 30 Bypass interchanges will minimize competition and guide appropriate growth and development to locations with supportive infrastructure.*

### CONNECTED

*Developing an efficient transportation system with seamless connections and integration between the various modes will make it safer and more convenient to walk, bike, utilize public transit, fly, or drive a car, truck, or buggy.*

Route 30 Corridor Vision for Western Chester County  
 COHESIVE, COMPLEMENTARY, CONNECTED

EXPAND OPTIONS AND OPPORTUNITIES



Jobs



Housing



Transportation



Recreation

PROMOTE AND PRESERVE



Agriculture and Open Space



Brandywine Creek



Historic Districts and Structures



Local Businesses

LEVERAGE KEY ASSETS



Airport



Train Stations

US 30 Bypass Interchange Areas

- Focus and build upon the unique identity of each interchange area without detracting from existing development on Business 30
- Enhance gateways and connectivity to Business 30

Business 30 Corridor

- Provide options for living, working, and shopping along the corridor
- Focus development and redevelopment in areas that have supportive infrastructure
- Create pedestrian-scale and walkable communities with appropriate densities in urban and village contexts
- Accommodate more auto-oriented uses in the suburban contexts
- Promote local businesses
- Enhance the sense of place and unique identity for key destinations



This map provides a graphical depiction of the overall corridor vision. It identifies unique themes or identities for the six US 30 Bypass interchange areas and segments along Business Route 30, recognizing the symbiotic relationship between the Bypass and Business Route 30 corridor.



The map and tables below list key strategies to achieve the corridor vision for each segment of the Business Route 30 corridor. Key destinations along the corridor are identified by name with a blue location icon. See Chapter 5 for more information regarding the existing conditions, vision, key strategies, and action plan for each segment.

