

Introduction

The Route 30 corridor is a well established east-west oriented “multimodal” corridor that is the spine of the transportation system in western Chester County. From a transportation perspective, the corridor includes the US 30 Bypass, Business Route 30 or Lincoln Highway, and other assets, such as the Chester County G.O. Carlson Airport, Amtrak/SEPTA Regional Rail Line and associated passenger rail stations, freight rail lines, two fixed route bus services, and regional trail segments.

The US 30 Coatesville –Downingtown Bypass, which extends from PA 10 in the west to the Exton Bypass and US 202 in the east, is a limited access expressway that supports regional mobility with an average 21,000 to 57,400 vehicles per day. Built in the early 1960s, the expressway is reaching the end of its useful life and current demands exceed the capacity of the roadway. PennDOT has initiated planning for the reconstruction of the US 30 Coatesville-Downingtown Bypass, including improvements to the mainline and reconfiguration of each interchange. However, it will take several years to complete engineering and construct needed improvements to the US 30 Bypass.

Business Route 30, also known as Lincoln Highway, was the nation’s first toll road built with some segments built in the late 1700s. Today, Business Route 30 remains the main street or commercial corridor for many communities within the study area. An average of 7,900 to 14,000 vehicles per day utilize the principal or regional arterial. In addition to vehicular traffic, Lincoln Highway is a desirable location to walk, bike, and utilize transit given the mix of land uses clustered along the corridor, including retail establishments, schools and other institutions, and residential areas. However, there are significant gaps and deficiencies in the infrastructure for bicyclists, pedestrians, and transit riders.

Given the existing multimodal transportation system and land available for development, the Route 30 corridor has experienced significant growth in the last two decades with a 27% growth in population (U.S. Census, 1990, 2010). Based on planned development projects in the pipeline, a forecasted 32% increase in population, and a forecasted 38% increase in employment, it is anticipated that the Route 30 corridor will continue to be a high growth area within Chester County and the greater Philadelphia region.

In 2014, the six sponsor municipalities in western Chester County were awarded a Transportation and Community Development Initiative (TCDI) grant from the Delaware Valley Regional Planning Commission and a Vision Partnership Program (VPP) grant from Chester County to develop this coordinated multimodal transportation and future land use plan for the Route 30 corridor.



Study Area

The study area for the Route 30 Multimodal Transportation Study is focused along the US 30 Bypass and Business Route 30 within the six sponsor municipalities in Western Chester County:

- Caln Township
- City of Coatesville
- Sadsbury Township
- West Caln Township
- West Sadsbury Township
- Valley Township



Building on Previous Plans

The Route 30 Multimodal Transportation Study builds upon several previous plans and projects, particularly the western Chester County's economic development study, known as *Future Focus Study*.

Western Chester County: Future Focus Study—2011

Nine municipalities in western Chester County participated in the *Future Focus Study*, which was a regional economic development strategy and action plan. Since the study was completed in 2011, the sponsor municipalities, Western Chester County Chamber of Commerce, and other project partners have advanced several key action items, including:

- Western Chester County Council of Governments Formed (2012)
- Chescowest.com website launched for regional branding, including an online inventory of development/redevelopment sites
- Several regional coordination events and forums were held:
 - Five Love Local Farmer's Market Events (2012 – 2014)
 - Summit Series: Main Streets (September 2013)
 - Developer Bus Tour (October 2013)
 - Summit Series: Transportation (May 2014)
 - Future Focus Update (February 2015)
 - Summit Series: Agri-Business (Fall 2015)
 - 2016 Brandywine Bike Tour: Planning underway (in coordination with the Brandywine Conservancy)

The transportation related goal in the *Future Focus Study* was to “improve and expand the existing transportation system to provide a broader and more efficient network of facilities and services.” Several transportation improvement projects were identified as top priorities and progress on key projects is summarized below.

- US 30 Coatesville-Downingtown Bypass Reconstruction
 - PennDOT reinitiated the project with a study to evaluate improvement alternatives: 2014
- Extension of SEPTA's Paoli-Thorndale Regional Rail Service
 - DVRPC updating ridership forecasts: 2015–2016
- Coatesville Train Station Project
 - Property acquisition along Fleetwood Street is complete
 - 3rd Avenue Streetscape: Construction anticipated to begin in 2016
 - Station Relocation/Platforms: Design underway
- Lincoln Highway and 1st Avenue Intersection Improvements
 - City of Coatesville received \$700,000 through Chester County's Community Revitalization Program and design is underway

Additional transportation needs and projects identified in the *Future Focus Study*, including completion of the US 30 Bypass—Airport Road Interchange, streetscape improvements, promoting bus service, and expanding regional trail connections, are advanced as part of this Route 30 Multimodal Transportation Study.

Managing Access along US 30 in Western Chester County—2010

The Delaware Valley Regional Planning Commission (DVRPC) completed an access management plan for Valley, Sadsbury, and West Sadsbury Townships. The plan includes policy recommendations for each municipality, as well as conceptual plans for new roadway connections and other access management improvements. As part of this Route 30 Multimodal Transportation Study, conceptual plans for some of the new roadway connections are further developed. Additionally, the Route 30 Multimodal Transportation Study supports and reinforces the access management policy recommendations and updates to municipal ordinance.

Brandywine Creek Greenway Strategic Action Plan—2014

The Brandywine Conservancy completed a greenway plan for the Brandywine Creek through twenty-four municipalities in Chester and Delaware Counties. The Strategic Action Plan identifies specific projects for regional trail connections, each county, and each municipality. There are several projects that are advanced and supported by the Route 30 Multimodal Transportation Study, including:

- Regional Trail Priority (CHESCO 5): Extension of the Chester Valley Trail west to Parkesburg Borough. Recommends coordination with municipalities and a feasibility study.
- West Branch Brandywine Trail: Completion of a multi-use trail along the West Branch of the Brandywine Creek, building upon and extending the existing River Walk Trail in Coatesville.

Various municipal plans and ordinances

Several study area municipalities have undertaken updates to Comprehensive Plans, special plans and studies, and ordinance updates, including:

- Caln Township Comprehensive Plan Update (2015 – 2016)
- Caln Township Mobility and Connectivity Study (2010)
- Coatesville Comprehensive Plan Update (July 2014)
- Sadsbury Township Comprehensive Plan Update (August 2014)
- Valley Township Zoning Ordinance Update (2015)

These municipal plans and ordinances were used to shape the corridor vision and other recommendations in the Route 30 Multimodal Transportation Study.

Coordination with Ongoing Plans and Projects

The Route 30 Multimodal Transportation Study was closely coordinated with several ongoing projects, specifically PennDOT's planned reconstruction of the US 30 Bypass.

S.R. 0030, Section 100 – Coatesville-Downingtown Bypass Reconstruction Project

PennDOT reinstated the US 30 – Coatesville-Downingtown Bypass Reconstruction project in 2014 after almost ten years of inactivity on the project due to a lack of funding. PennDOT is developing a study to update previous design concepts, evaluate alternatives, update cost estimates, and develop potential sequencing for construction for the complete reconstruction of the US 30 Bypass between Business Route 30 to the east and PA 10 to the west.

The study includes evaluation of build alternatives for the US 30 Bypass mainline involving the following improvements:

- Widening of the eastern section of US 30 Bypass mainline to three-lanes in each direction between Business Route 30 (in East Caln Township) and PA Route 340—Bondsville Road (in Caln Township)
- Westbound truck climbing lane on US 30 Bypass mainline between PA Route 340 (Bondsville Road) and Reeceville Road
- Hard shoulder running in the peak direction during the peak period on US 30 Bypass mainline between Business Route 30 and PA Route 340 (Bondsville Road)
- Completion of Airport Road Interchange
- Completion of PA Route 113 Interchange

Additionally, the alternatives to upgrade and reconfigure of the following interchanges will be developed and evaluated:

- | | |
|----------------------------------|-------------------------------|
| – PA Route 113 | – Reeceville Road |
| – Norwood Road | – PA Route 82 (Manor Road) |
| – US 322 | – Airport Road |
| – PA Route 340 (Bondsville Road) | – PA Route 10 (Octorara Road) |

One of the goals of the Route 30 Multimodal Transportation Study was to develop future land use plans for the US 30 Bypass interchange in conjunction and anticipation of PennDOT's future improvements to the Bypass. The US 30 Bypass interchange area plans presented in Chapter 4 identify interchange management areas, which were based on alternative interchange configurations being developed as part of PennDOT's study for the US 30 Bypass reconstruction.

Chester Valley Trail Extension Study

The Chester County Planning Commission is leading the study to evaluate alternative alignments for extension of the Chester Valley Trail from its current terminus in Exton into the Borough of Downingtown and connecting to the existing Struble and East Branch Brandywine Trails. This Route 30 Multimodal Transportation Study builds upon this planning effort to identify potential alignments for further extension of the Chester Valley Trail from Downingtown west to Parkesburg and Atglen.



Various local transportation improvement projects

Several of the sponsor municipalities are also leading implementation of local transportation improvement projects and the US 30 Bypass and Business Route 30 corridors, including:

- US 30 Bypass and US 322: Signalization of the westbound US 30 off-ramp by Caln Township with state grant funding
- Business 30 (Lincoln Highway) and Bondsville Road (PA 340)/Marshallton-Thorndale Road: Traffic signal retiming and left-turn lane improvements by Caln Township (*Complete*)
- Business 30 (Lincoln Highway) and 1st Avenue (PA 82): Intersection improvements to eliminate the split phase signal timing by the City of Coatesville with Chester County grant funding
- Sadsburyville Transportation Enhancements: Streetscape and traffic calming improvements on Business 30 (Lincoln Highway) in the heart of Sadsburyville by Sadsbury Township with federal grant funding

Since design or construction was already underway for these projects, they were not a focus of this Route 30 Multimodal Transportation Study. However, design plans for these projects were considered and incorporated into the Business Route 30 plan presented in Chapter 5.

Consistency with Regional and County Plans

Consistency between the Route 30 Multimodal Transportation Study and several regional and county plans is highlighted below.

Connections 2040, Greater Philadelphia Region's Long Range Transportation Plan—2013, Amended 2014

In *Connections 2040*, the study area is identified as three distinct types of planning areas:

- Town Center: City of Coatesville
- Growing Suburb: Caln Township, Valley Township
- Rural Area: Sadsbury Township, West Caln, West Sadsbury

Also, Sadsbury Woods, an area in the northern and western part of the study area, is identified as a conservation focus area. In terms of planned transportation investments, reconstruction and expansion of the US 30 Coatesville-Downingtown Bypass is listed as a Major Regional Roadway Expansion project with a total cost of \$877.3 million. The project listing includes the following improvements:

- Reconstruction between Reeceville Road and PA 10
- Reconstruction and potential additional through lanes between the Exton Bypass and Reeceville Road
- Completion of the Airport Road and PA 113 interchanges

Extension of SEPTA's Paoli-Thorndale rail service to Coatesville, Parkesburg, and Atglen is listed as a Major Regional Transit Expansion project with an unfunded cost of \$55 million.

Congestion Management Process (CMP)—2015

DVRPC maintains the region's federally required Congestion Management Process by identifying congested corridors and recommending a range of strategies to minimize congestion and enhance the mobility of people and goods. In the CMP, the Route 30 corridor between PA 100 and PA 10 is identified as Corridor 7, Sub-corridor E. Very appropriate strategies for this sub-corridor include signal improvements, improve circulation, and transit-oriented development. Secondary strategies include land use and transportation policies and planning/design for nonmotorized transportation, which are both the focus of this study.

Landscapes2, Chester County's Comprehensive Policy Plan—2009

In *Landscapes2*, the broader Route 30 corridor is within Chester County's designated growth area and is predominately identified as a Suburban Landscape. There are areas, primarily focused along the Business Route 30 corridor, that are identified as Urban or Suburban Center Landscapes. This includes the City of Coatesville, Thorndale, and Boyd's Corner at PA 10. Additionally, areas surrounding US 30 in Sadsbury and West Sadsbury are designated as part of the County's Rural Resource Area and Agriculture Landscape. (See Appendix A for a study area map of Livable Landscapes.)

The Route 30 corridor, including the Bypass, Business 30, and Amtrak/SEPTA rail line, is also designated as a "Multi-modal Transportation Corridor" and identified as a priority for maintaining and investing in the County's transportation.

Chester County Public Transportation Plan—2014

Chester County's Public Transportation Plan presents three vision plans for how the County's public transportation system will develop and evolve. The vision plans include several improvements to public transit facilities and services within the study area for the Route 30 Multimodal Transportation Study.

- Short-term Vision—2020: Includes a new Coatesville Train Station, extension of SEPTA regional rail service to Coatesville and Parkesburg, and implementation of park-n-ride lot at US 30/PA 10
- Mid-term Vision—2030: Includes implementation of park-n-ride lots at US 30 Bypass/Airport Road and US 30 Bypass/PA 340 and increased frequency of SEPTA regional rail service to Parkesburg
- Long-Term Vision—2040: Includes a new Atglen Train Station and extension of SEPTA regional rail service to Atglen

In addition, the plan includes recommendations to improve the environment to support use of public transit with specific actions, such as:

- Focus on providing pedestrian connections and bus shelters at heavily used bus stops
- Work with municipalities to ensure future development is transit oriented

The Business Route 30 Corridor Plan, and specifically the conceptual plans for priority projects, are consistent with the vision and strategic action items presented in the County's Public Transportation Plan. (See Chapter 5.)

Transportation Improvements Inventory (TII)—2015

The Transportation Improvements Inventory (TII), developed by Chester County Planning Commission, is a comprehensive list of transportation needs in the County. Reconstruction of the US 30 Coatesville-Downingtown Bypass is listed as the top two Major Corridor Projects in the County with funding or partial funding. Additionally, extension of SEPTA regional rail service to Coatesville, Parkesburg, and Atglen is listed as the top Public Transportation Corridor project, along with listings for the associated station improvement projects. (See Appendix A for a study area map of the projects listed on the TII.)

VISTA 2025, Chester County's Economic Development Strategy—2014

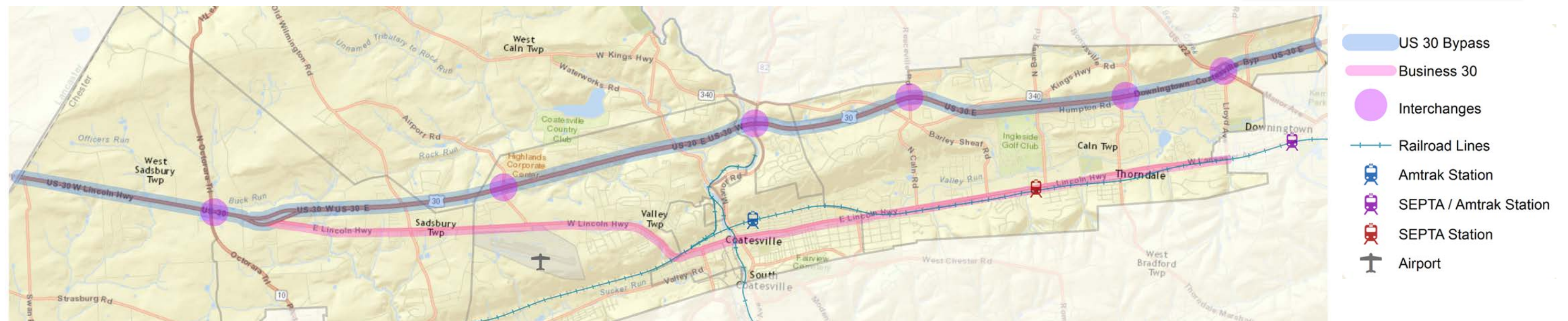
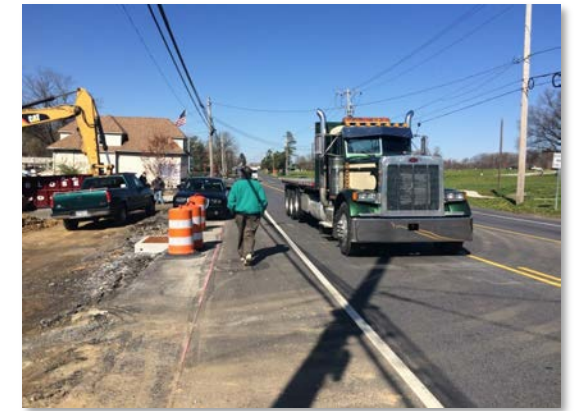
VISTA 2025 is an economic development strategy to promote both progress and preservation in Chester County. Completion of the Route 30 Multimodal Transportation Study is identified specifically as a strategy under the goal of "Support Critical Infrastructure in Targeted Corridors of Opportunity" in *VISTA 2025*.

Project Purpose and Focus

Building upon related plans and projects, Route 30 Multimodal Transportation Study is a coordinated transportation and land use study with three specific focus areas:

- **US 30 Bypass Interchange Areas:** This study identifies a future land use plan each of the six US 30 Bypass interchange areas. The interchange area plans accounts for market conditions and were developed in conjunction with PennDOT’s study for the US 30 Bypass reconstruction project. Eventually, PennDOT’s US 30 Bypass reconstruction project will replace the deteriorating roadway and reconfigure each of the interchanges to improve safety and operations in accordance with current design standards. One of the most significant anticipated improvements is the completion of the Airport Road Interchange, which will change both travel patterns and boost economic development opportunities. However, actual implementation of any new interchange configurations, or even selection of a preferred alternative, may not occur for some time. Meanwhile, new development is taking place along the Bypass and particularly in close proximity to the interchanges. This multimodal transportation study will provide a blueprint for development around the interchanges without precluding potential interchange reconfiguration alternatives.
- **Business Route 30 Corridor:** This study provides a vision for Business 30 corridor, along with key strategies to implement the vision and conceptual plans for priority projects. Business 30, which parallels the US 30 Bypass, serves as a “Main Street” or commercial corridor for the study area. Additionally, Business 30 provides access to local and regional transit services, including the Krapf A Bus, ChescoBus-Coatesville Link, Thorndale Regional Rail Station, and the current and future Coatesville Train Station. The goals of the Business Route 30 corridor plan include reducing congestion, improving safety, enhancing facilities for non-motorized and public transportation, and supporting economic development.
- **Regional Trail Connections:** This Multimodal Study builds upon Chester County’s planning efforts and identifies options to extend the Chester Valley Trail west from Downingtown to Parkesburg and Atglen. The Chester Valley Trail, which is an official segment of the regional trail network or the Circuit, parallels the Route 30 and Route 202 Corridors and is complete between Exton and King of Prussia. The Chester County Planning Commission is currently evaluating alternatives to extend the Chester Valley Trail west from Exton to Downingtown. Extension of the trail through the study area will serve as a significant transportation and recreational resource and expand regional trail connectivity.

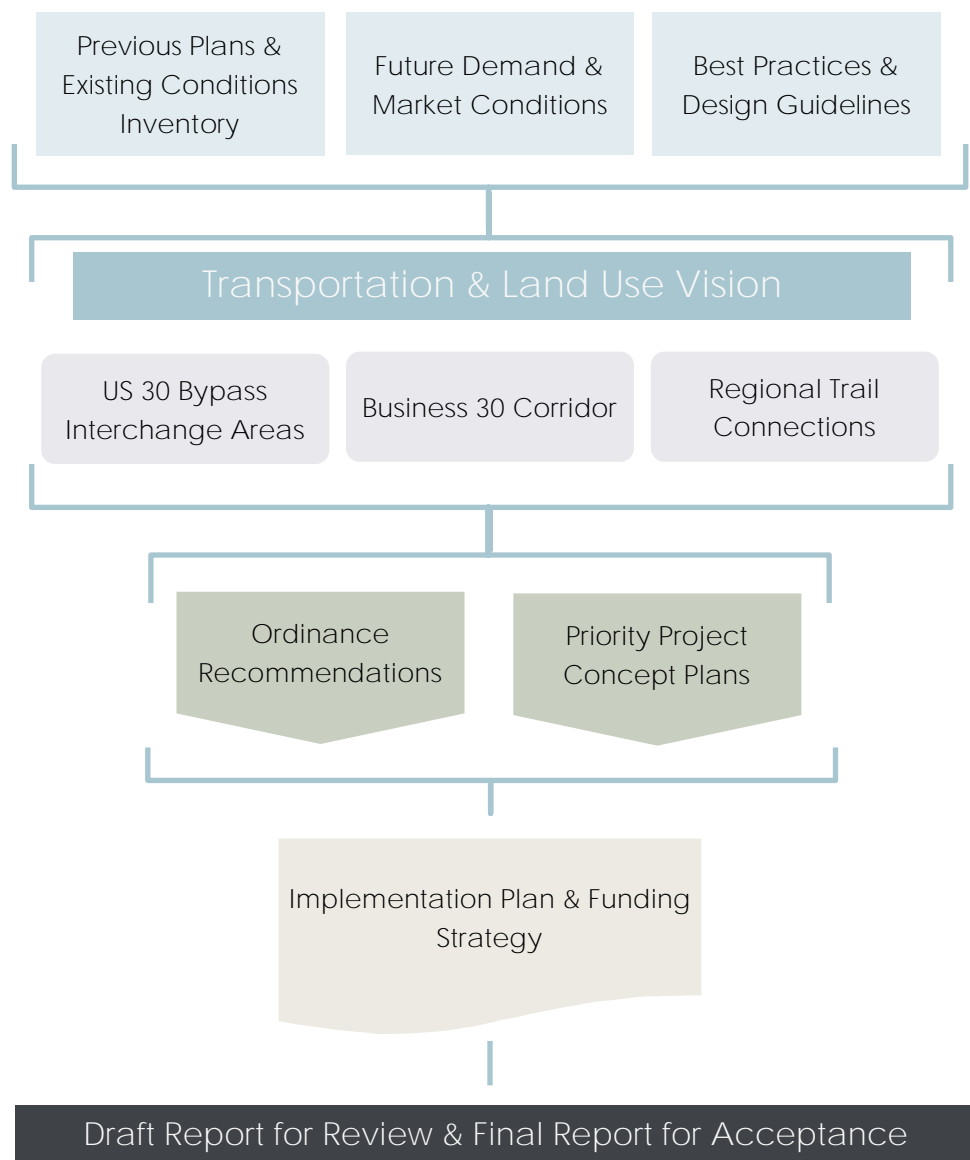
The Route 30 Multimodal Transportation Study provides an overall vision for the US 30 Bypass interchange areas and Business 30 corridor and corresponding key strategies and action items to implement the corridor vision through continued regional coordination.



Project Process and Schedule

Key elements of the planning process and project approach are summarized below, along with the thirteen month project schedule.

- Utilize and build upon previous plans and studies, such as Western Chester County's Future Focus Study, Caln Township's Mobility and Connectivity Study, and Sadsbury Township's Act 209 Study
- Closely coordinate the planning process with PennDOT's US 30 Bypass Reconstruction project and other ongoing related projects
- Establish a corridor vision for transportation and land use with input from the Study Advisory Committee (SAC) and community
- Develop coordinated transportation and land use plans for the six US 30 Bypass Interchanges, Business 30 corridor, and Regional Trail Connections
- Identify and further develop schematic concept plans for priority projects along the Business 30 corridor
- Recommend ordinance revisions to implement the corridor vision through coordination with sponsor municipalities
- Outline an implementation plan with a funding strategy focused on priority projects
- Facilitate a community driven planning process with various methods of engagement, including seven SAC meetings, three public meetings, two technical coordination meeting, and a project website



Stakeholder and Community Input

TASK	2015								2016								
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	July	Aug	Sep
Task 1— Project Management/	[Bar]																
Task 2— Existing Conditions Inventory	[Bar]																
<i>Stakeholder Interviews</i>	[Icon]																
Task 3— Corridor Vision			[Bar]														
Task 4— Multi-Modal Corridor Improvement Plan					[Bar]												
Task 4B— Priority Project Improvement Plans							[Bar]										
Task 5— Future Land Use/Transportation at US 30 Interchanges				[Bar]													
Task 6— Regional Multi-Use Trail Connections Strategy								[Bar]									
Task 7— Ordinance Review									[Bar]								
Task 8— Plan Recommendations and Implementation										[Bar]							
Task 9— Public Involvement	[Bar]																
<i>SAC Meetings</i>		1		2		3		4		5		6		7			
<i>Technical Coordination Meeting</i>										[Icon]	[Icon]						
<i>Public Meetings</i>											[Star]	[Star]	[Star]				
<i>Online Community Engagement</i>	[Arrow]																
Task 10— Draft & Final Report													[Bar]				
Study Acceptance by Municipalities															[Bar]		

All consultant work complete by 6/30/2016

Stakeholder and Public Outreach

The Route 30 Multimodal Transportation Study was developed through close coordination with the six sponsor municipalities, other stakeholders, and the public. Summarized below are the key stakeholder and public outreach activities for the project.

Study Advisory Committee (SAC) Meetings

A Study Advisory Committee (SAC) guided the planning process. SAC members included representatives from each of the six sponsor municipalities, along with representatives from several advisory organizations, including Chester County Planning Commission, Delaware Valley Regional Planning Commission, PennDOT, Transportation Management Association of Chester County (TMACC), Chester County Economic Development Council, Western Chester County Chamber of Commerce, and Coatesville Area Partners for Progress. The committee met seven times throughout the planning process to provide input on the corridor vision, future land use plans for the US 30 Bypass interchange areas, Business 30 corridor priority projects, regional trail alignments, and other key deliverables. In addition to the SAC meetings, individual coordination meetings were held with representatives from the sponsor municipalities to receive input from elected officials, planning commission members, and municipal staff.

Stakeholder Interviews

Eight stakeholder interviews were conducted with developers, key property owners, and other key stakeholders with business interests along the Route 30 corridor. Stakeholders were asked about key assets and opportunities within the study area, as well as challenges and constraints related to transportation and economic development. A summary of the stakeholder interviews is included in Appendix B.

Technical Coordination Meetings

Technical coordination meetings were held with PennDOT and TMACC to review draft conceptual plans for the Business 30 corridor priority projects, as well as the future land use and transportation plans for the US 30 Bypass interchange areas.

Public Meetings

Three public meetings were held on September 16, 2015; February 26, 2016; and May 16, 2016. The format for each meeting included an open house, which provided an opportunity for members of the community to review and provide input on draft plans and materials. Members of the public were invited to provide input and comments directly on draft plans or submit written comments at or after the public meetings. Over 100 people attended one or more public meetings or submitted comments on draft materials.

In addition to the three project meetings, boards and project updates were shared at several Western Chester County Chamber of Commerce events, including the Wyebrook Farm Event on October 21, 2015 and the Municipal Update Luncheon on March 18, 2016.

Project Website

The Western Chester County Chamber of Commerce hosted a Route 30 project page on the www.chescowest.com website. Public meeting announcements and draft materials were posted on the website, offering the public an opportunity to review and provide comments. In particular, comments were accepted on the draft US 30 Bypass interchange area plans, Business 30 corridor priority project conceptual plans, and regional trail alignments, which were presented at the second public meeting.

