



Berwyn Route 30 Complete Streets Initiative

Easttown Township, Chester County



Background Support

Overview

Route 30 in Berwyn is Easttown Township's primary commercial corridor. However, it continues to underperform against its potential as an economic engine and community hub. This can be explained in part by the difficult pedestrian environment that is presented to corridor patrons. Speeding traffic, narrow sidewalks, and an uninviting streetscape are impediments to generating the foot traffic needed to support the corridor's local businesses. The perception of limited parking also deters potential customers, leaving a "Main Street" that feels inaccessible and unappealing to pedestrians and drivers alike.



Route 30 in Berwyn (April 2025)

Complete Street

A road that is designed and operated to enable safe access and travel for all users, including pedestrians, bicyclists, motorists, and transit users, regardless of their age or ability.

A complete street approach, however, is not a "one size fits all"

formula. It is a context-sensitive framework for assessing how a street is used as part of an overall transportation network and identifying improvements that will benefit all of its users.

Source: Chester County (PA) Complete Streets Policy; New York State DOT

Easttown Township aspires to create a vitality in Berwyn comparable to other nearby communities that encompass unincorporated villages anchored by a train station, such as Wayne, Bryn Mawr, and Ardmore. Pedestrians abound in these communities in part because the streetscapes provide an inviting environment to stroll, shop, dine, and gather.

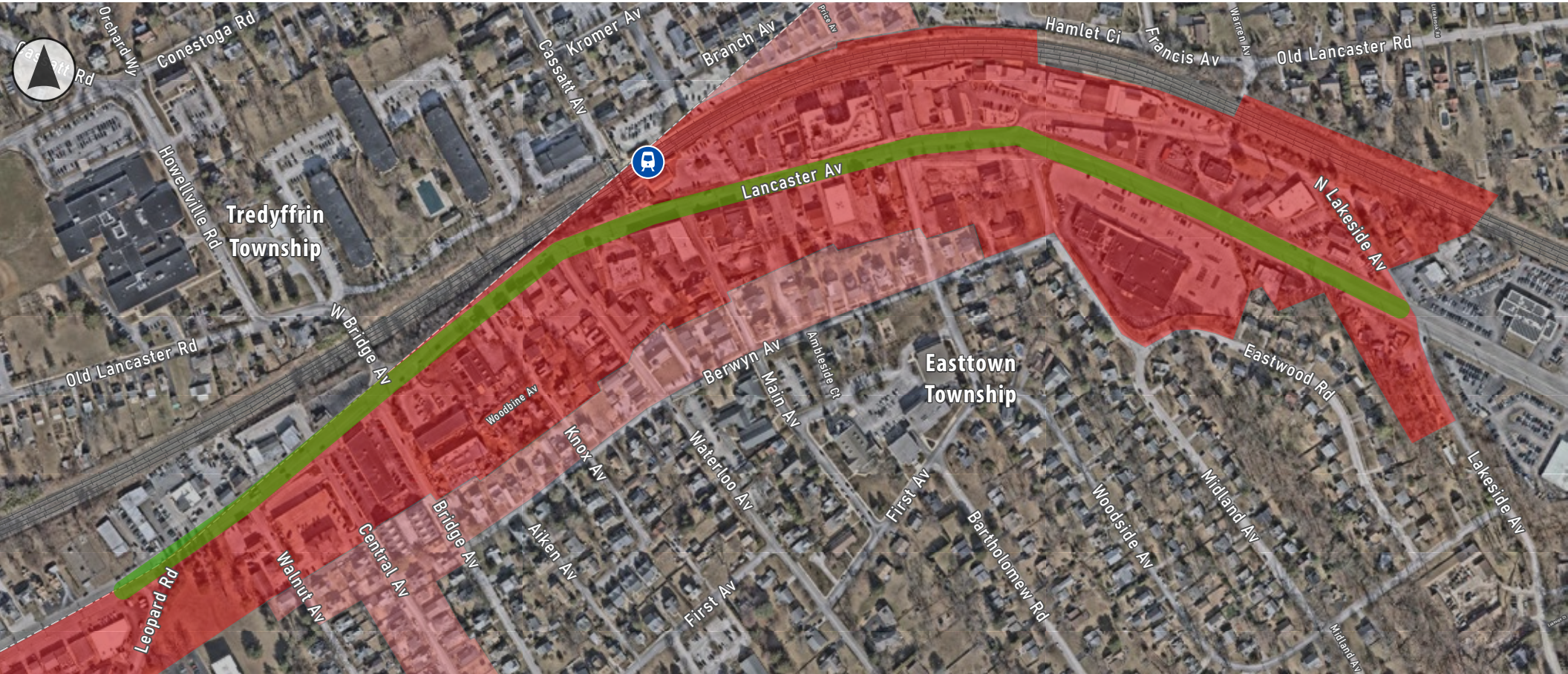
The Complete Street Initiative will provide a comprehensive and actionable plan to transform the Route 30 corridor by slowing down vehicular traffic, accommodating bicyclists, and making the corridor safer for pedestrians. The evaluation of Route 30 will review and analyze the corridor multiple technical perspectives, including a traffic analysis, which will evaluate multiple alternatives; a streetscape improvement plan that will identify strategies to make the corridor more attractive and inviting; a market analysis to provide recommendations for business development along the corridor; and a parking element that will advance the Village of Berwyn's Parking Study. These elements will come together in an implementation plan that includes cost estimates, specific action items, time frames, and funding opportunities.

Project Study Area

The focus of the study is Route 30 (Lancaster Avenue) in the village of Berwyn in Easttown Township, from approximately Leopard Road to Lakeside Avenue. While focusing primarily on Route 30, the market analysis and the parking analysis will also include Easttown Township's Village Business and Village Transition Zoning Districts.

Easttown Complete Streets Initiative

STUDY AREA



Zoning Classification
Village Business
Village Transition

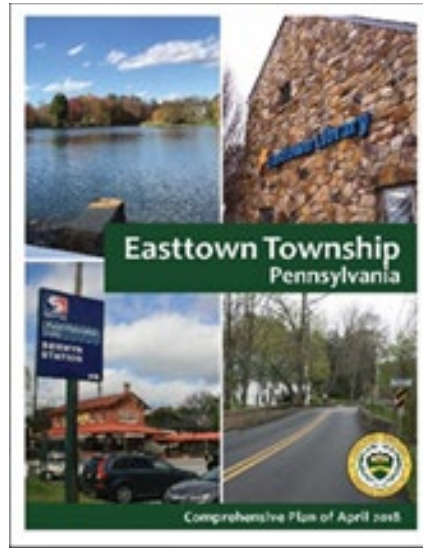
SEPTA Rail Station
Amtrak/SEPTA Rail Line

Study Area Corridor



Support from Township Plans

Easttown identified the need for this project in the Township's 2018 **Comprehensive Plan**. The Vision Statement of the plan states: "Easttown Township will be a safe, connected, attractive and vibrant community for residents, business and visitors. The Township will value its neighborhoods, village centers, historic and natural resources and open space through responsible, measured growth. Key for the Township is delivering efficient, responsive government services and communications that meet the needs of the community".



In order to achieve this vision, the Easttown Township Comprehensive Plan includes several focus areas and goals, including:

- Improving Pedestrian and Bicyclist Mobility;
- Maintaining Character and Improve Parking Options in the Village of Berwyn; and
- Making **the Route 30 Corridor a Complete Street**.

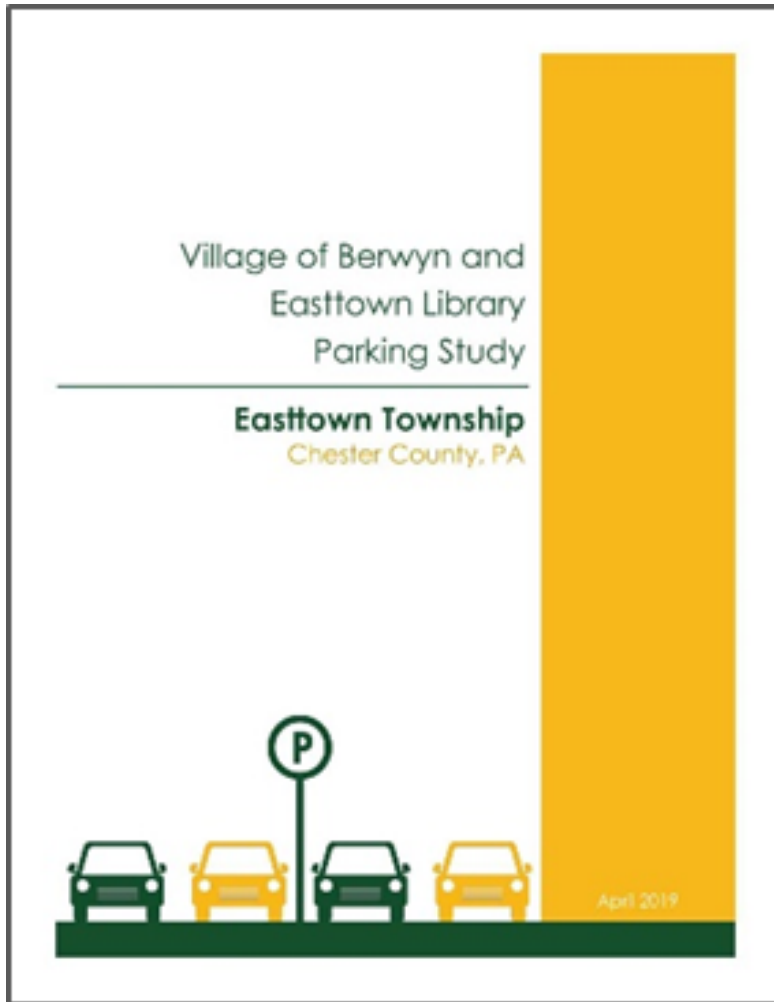
In addition, the **Easttown Township Recreation, Open Space, and Environmental Resources Plan (ROSER)** of 2023 identifies the current and potential future demands for recreational parks and facilities, identifies opportunities for future open space preservation, and provides a vision for a pedestrian network that connects neighbors to parks, businesses, and community facilities. The plan includes recommendations and implementation strategies pertaining to Pedestrian and Bicycle Mobility, and Sidewalks and Pedestrian Amenities that will be incorporated into this plan.



Road Diet Concept, Easttown Township Comprehensive Plan (2018)

In particular, the ROSER plan provides recommendations for the Village of Berwyn (Goal 3), include:

- **Transition Route 30 to a "Complete Street"** | Examples: street trees, sidewalks, bicycle lanes, shared use paths, designated bus lanes, safe and accessible transit stops, median islands, accessible pedestrian signals, curb extensions, and green infrastructure
- **Pedestrian Gathering Spaces** | Examples: green spaces, community gathering spaces, recreation space as part of development/redevelopment
- **Streetscape Enhancements** | Examples: pedestrian plaza/pocket parks, benches at public transportation, gateway elements, bicycle facilities, etc.
- **Walkability & Pedestrian Connections** | Examples: expanding the sidewalk and crosswalk network, improving bicycle mobility, etc.
- **Traffic Calming** | Examples: Speed Tables, Medians & Refuge Islands, Corner Radii & Bulb-outs, Narrowed Lanes/Roads, Pavement Materials/Appearance, Gateway Treatments



Finally, the Complete Streets Initiative will build on the findings of the Township’s **Village of Berwyn and Easttown Library Parking Study**; this study identified strategies and actions to leverage the existing parking supply and to improve the transportation and parking network. The Parking Study identified specific lots or locations and potential strategies for providing public parking either through procurement or shared parking arrangements.

Why a Complete Street?

Research supports the correlation between Complete Streets improvements and economic development. A report from Smart Growth America titled **Safer Streets, Stronger Economies** investigated the economic and community impacts of Complete Streets projects. It found that Complete Streets projects not only had clear safety benefits but were also significantly more cost effective than conventional transportation projects. Furthermore, the study reports that economic benefits followed Complete Streets projects in the communities that were included in the review. These benefits included increases in employment levels, new business formation, and property values.



Source: Chester County Planning Commission, Complete Streets Policy

Local Examples

Communities across the United States have embraced complete streets, with over 1,700 communities adopting a complete streets policy – including the County of Chester. The examples below embody the principles of complete streets design, where all transportation modes are accommodated through the street design.



Glenside, Montgomery County - Easton Avenue



Malvern Borough, Chester County - King Street



Kennett Sq. Borough, Chester Co. - Cypress St.,



West Chester Borough, Chester Co. - High Street

Vision

“Lancaster Avenue in Berwyn will be transformed into a vibrant, walkable, and inclusive main street that reflects the character and charm of Easttown Township.

It will serve as a safe, accessible, and attractive corridor for pedestrians, bicyclists, motorists, and transit users of all ages and abilities.

Through thoughtful design, streetscape enhancements, and strategic development, the corridor will support local businesses, foster community gathering, and strengthen Berwyn’s identity as a thriving village center.”

Goals

Enhance Safety for All Users

Design and implement infrastructure improvements that reduce vehicle speeds, improve pedestrian crossings, and minimize crash risks to ensure a safer environment for pedestrians, bicyclists, motorists, and transit users.

Accommodate All Modes of Transportation

Create a balanced transportation corridor that supports walking, biking, driving, and transit through context-sensitive design elements such as bike lanes, sidewalks, crosswalks, transit stops, and traffic calming features.

Address Parking Needs Strategically

Optimize existing parking resources and identify new opportunities for shared or public parking to support local businesses and community access.

Foster Placemaking and Community Identity

Introduce streetscape enhancements and public gathering spaces—such as a potential town square—to create a welcoming, vibrant, and visually cohesive corridor that reflects Berwyn’s village character.

Support Economic Development and Business Vitality

Encourage corridor improvements that attract new businesses, support existing ones, and encourage mixed-use development that aligns with community needs and economic trends.

Improve Quality of Life and Community Connectivity

Promote walkability, accessibility, and environmental sustainability through green infrastructure, pedestrian amenities, and a connected network that links Easttown’s residents and visitors.

Berwyn – “Town Square Considerations”

One potential element to the vision for Route 30 is the establishment of a town square through the combination of placemaking, public space, and streetscape design. The intersection of Route 30, Old Lancaster Avenue, and Midland Avenue is one potential location for a town square design.

Location: around the intersection of Route 30/Old Lancaster Avenue and Midland Avenue.



Study Area Core

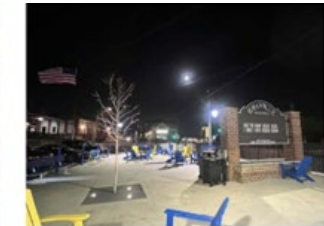


Focus Area

Need: a relatively level area to provide comfortable space within which to gather; pedestrian gathering areas typically have benches, tables, and shade.



Plaza-Type Space



Furnishings Enhance Gathering

Precedents: have streets and sidewalks that adjoin the space; provide opportunities for outdoor dining, special events, and activities related to adjoining businesses.



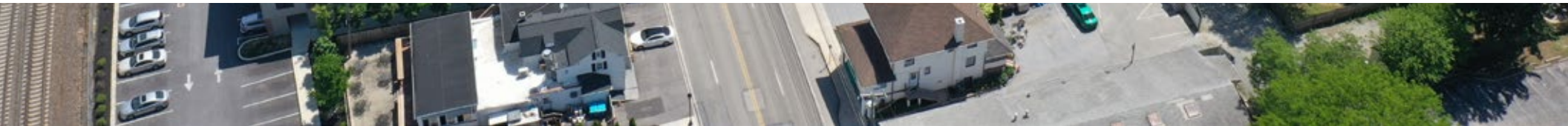
Berwyn



West Chester

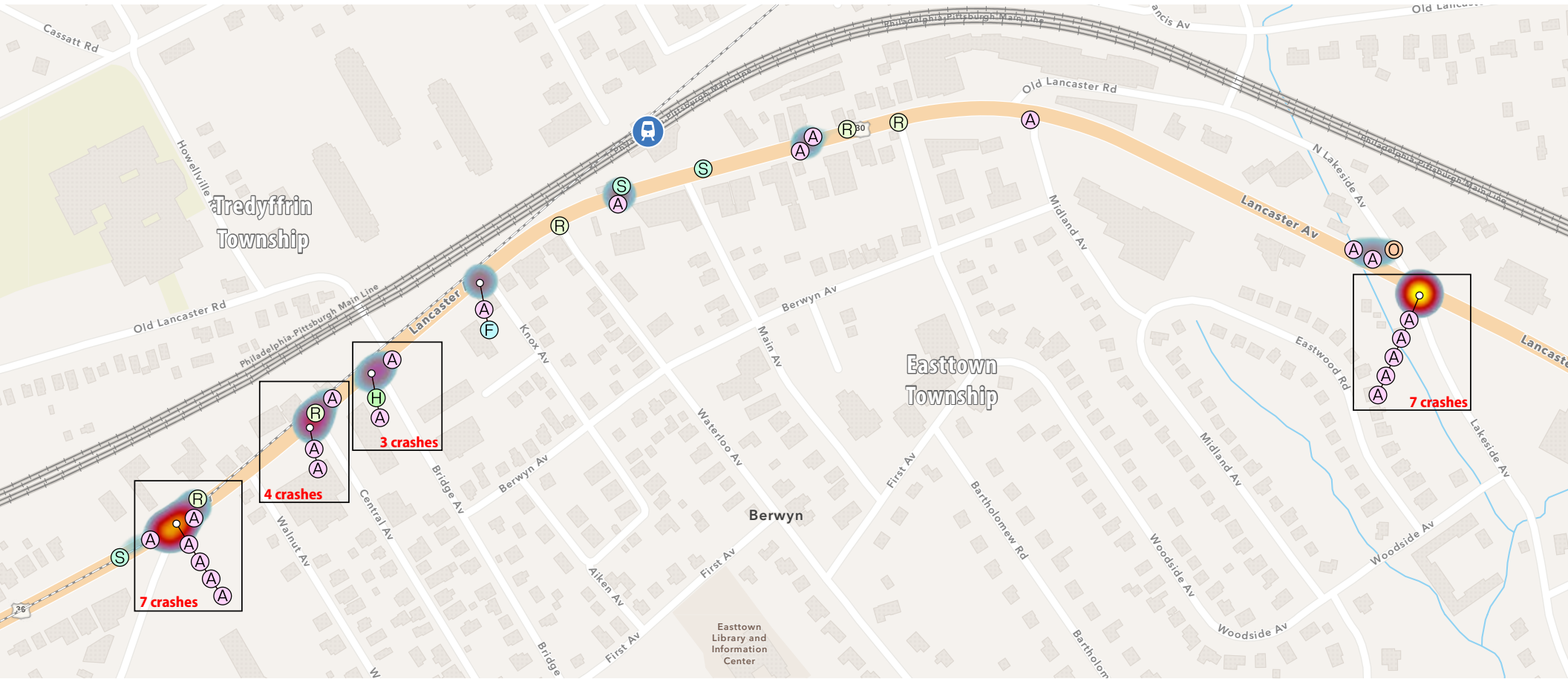


Berwyn and Lancaster Avenue - Today



BERWYN ROUTE 30

Crashes 2020-2024



Collision Type

- Ⓐ Angle
- Ⓜ Head-on
- Ⓡ Rear-end
- ⓕ Hit fixed object
- Ⓢ Sideswipe (same dir.)
- Ⓞ Other

Transit

- 🚊 SEPTA Rail Station
- Amtrak/SEPTA Rail Line

Total Crashes

- 🌈 Sparse
- 🔴 Dense

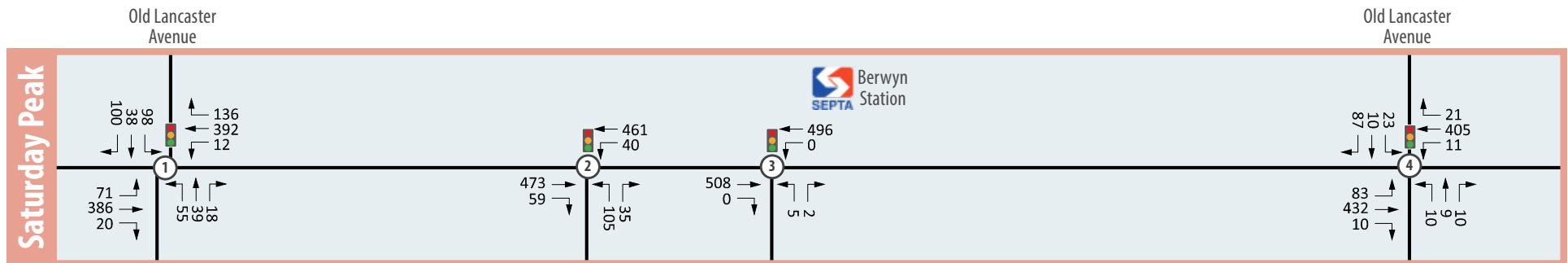
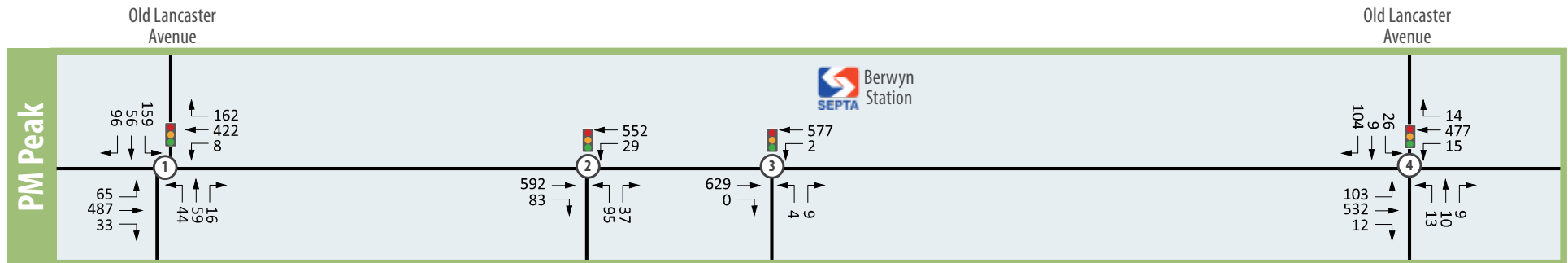
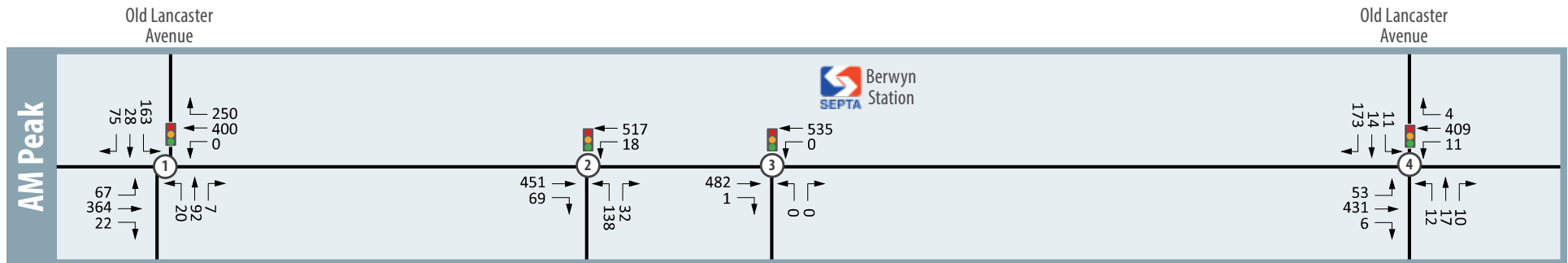
Source: PennDOT Crash Information Tool
www.penndot.pa.gov



BERWYN ROUTE 30

Existing Traffic Volumes

Peak Hour: 4/29/25 7-9 AM & 4-6 PM, and 5/3/25 12-3 PM (SAT)

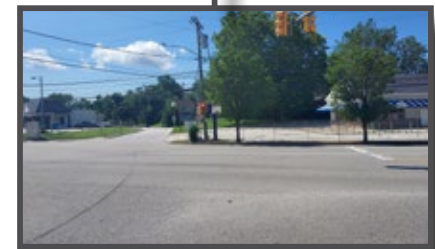
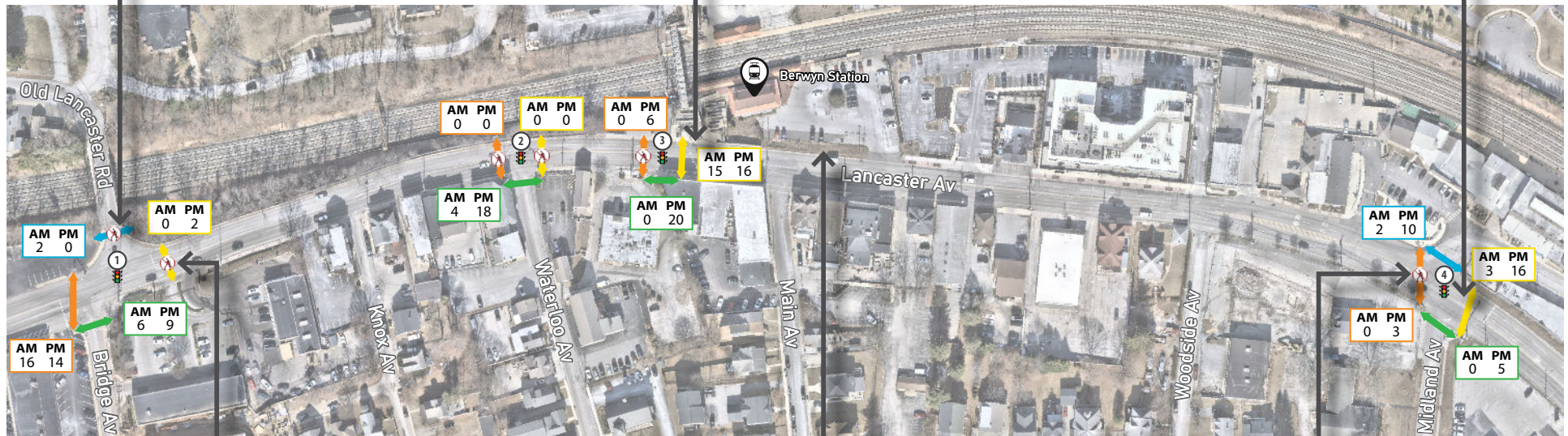
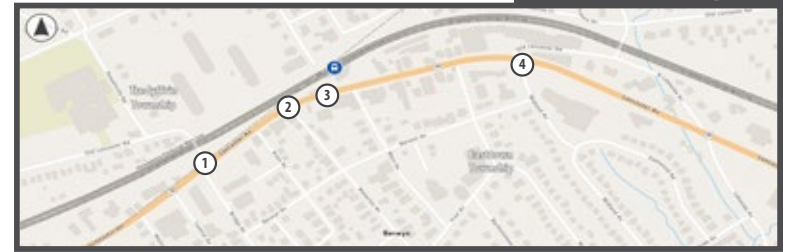


BERWYN ROUTE 30

Existing Pedestrian Counts

Peak Hour: 4/29/25 7-9 AM & 4-6 PM, and 5/3/25 12-3 PM (SAT)

Overview Map



BERWYN ROUTE 30

Existing Level of Service (LOS)

