



Public Pulse

Public Survey Results

This survey collected input from up to 892 participants, most of whom live in Easttown Township and frequently travel the Route 30 corridor in Berwyn. While many respondents visit corridor businesses regularly, most do not explore beyond a single destination, and safety concerns—especially speeding and pedestrian conflicts—are widespread. The corridor is perceived as lacking walkability, aesthetic appeal, and a clear identity, with unclear parking and limited public amenities cited as major barriers. Top priorities for improvement include calming traffic, enhancing the streetscape, improving business offerings, and addressing vacant properties.

Demographics & Participation

- Survey questions did not require responses.
 - **Maximum 892 respondents.**
 - **Minimum 767 respondents.**
- **767 respondents** answered the age question:
 - Largest group: **35–50 years old (41%)**, followed by **51–64 (33%)** and **65+ (17%)**.
- **78% of respondents** are Easttown Township residents.
- **5% of respondents** own a business on or near the corridor.

Corridor Usage

- **73% of respondents** travel the corridor **daily or almost daily**.
- Most common uses:
 - **59% walk or bike to access businesses or other destinations** at least some of the time.

- **57% drive through without stopping** always or most of the time.

Business Patronage

- **71% of respondents** visit corridor businesses **frequently (at least once a month)**.
- When visiting:
 - **71% go to one specific business and then leave** always or most of the time.
 - **68% never walk around to check out the various businesses** without necessarily needing to go to a specific one.

Safety Perceptions (Scale 1–5)

- **Walking:** Mixed, with many rating it **unsafe (1–2)**.
- **Driving:** Generally rated **safe (4–5)**.
- **Biking, wheelchair use, and transit:** Perceived as **less safe**.

Top Safety Concerns

- **Respondents could select up to three. Below are the responses selected most frequently:**
 - Drivers speeding (**65%**)
 - Drivers not yielding to pedestrians/cyclists (**42%**)
 - Confusing intersections (**32%**)
 - Dangerous driver behavior (**29%**)

Barriers to Walkability & Appeal

- **Respondents could select all that apply. Below are the responses selected most frequently:**
 - Lack of benches, trees, streetscape **(64%)**
 - Fast, noisy traffic **(62%)**
 - Narrow sidewalks close to road **(60%)**
 - Unclear on where to park to walk around **(59%)**

Perceptions of the Corridor

- **56% of respondents** disagree with the statement that Route 30 in Berwyn is an appealing place to walk around and shop, dine, or just relax, while **31% are neutral to the statement.**
- **53% of respondents** disagree with the statement that the corridor has a defined identity and “sense of place”, while **32% are neutral** to the statement.
- Only **12% of respondents** agree with the statement that it’s clear and obvious where someone should park to access businesses on the Route 30 corridor in Berwyn, while 19% are neutral to the statement.

Top Priorities for Improvement (Rated 1–5)

- **Objectives rated as “Absolutely essential” by respondents:**
 - Improve streetscape **(49%)**
 - Enhance business offerings **(47%)**
 - Calm traffic & improve safety **(46%)**
 - Address parking **(39%)**

Open-Ended Feedback Themes

- **Overwhelming concern** about:
 - Lack of sidewalks and crosswalks
 - Unsafe intersections and speeding
 - The abandoned Handel’s site and other vacant and/or dilapidated properties
- **Desire for:**
 - More walkability and bike-friendliness
 - A town center feel like Wayne or Phoenixville
 - Better parking and clearer signage
 - More appealing businesses and public spaces
 - Green space, benches, and outdoor gathering areas

Walkability

*It has alot
of potential*

*we like the
small shops + restaurants
and farmer's market*

*Sidewalks!
Gardens
Places to walk
w/ kids
Dog park
Wine bar
Bike park
Bagel shop!*

*It's a
very central
part of our
neighborhood +
community*

*We are opening
a Parlor Doughnuts
at Woodside + Rt 30
Coffee + Doughnuts
coming soon !!
Sept 2025
Yay for Eadeh (landlord)*

The best thing about Route 30 in Berwyn is...

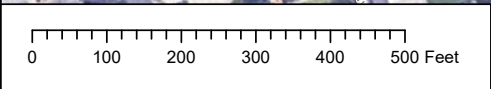
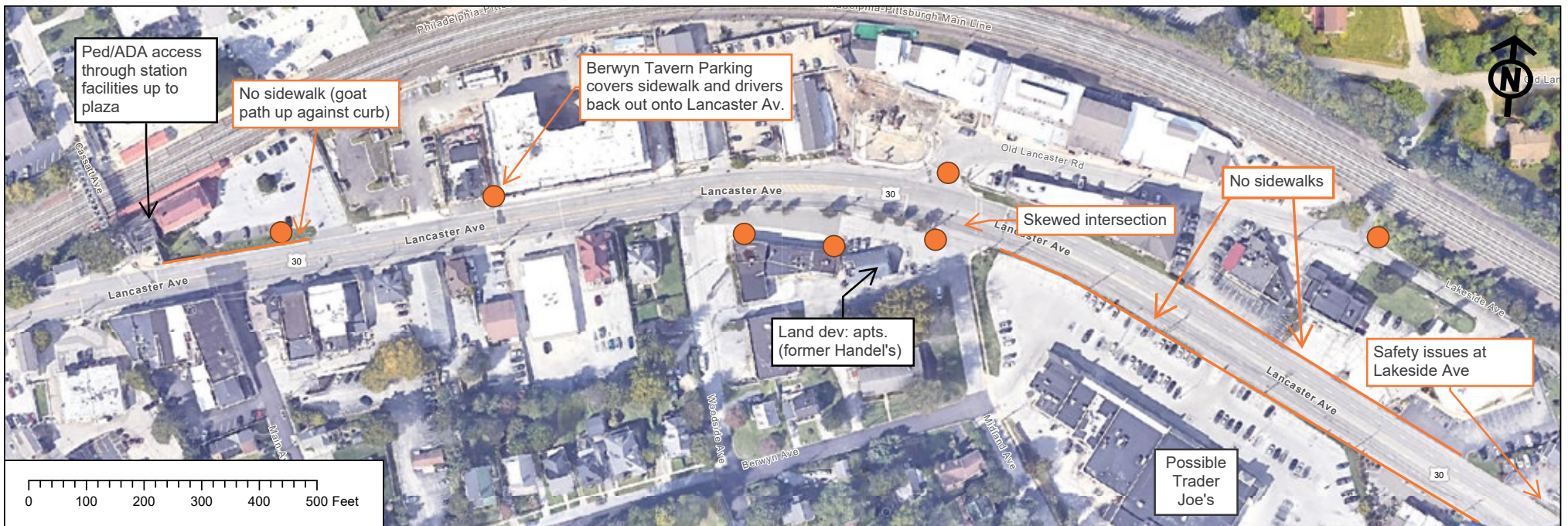




I would improve Route 30 in Berwyn by...

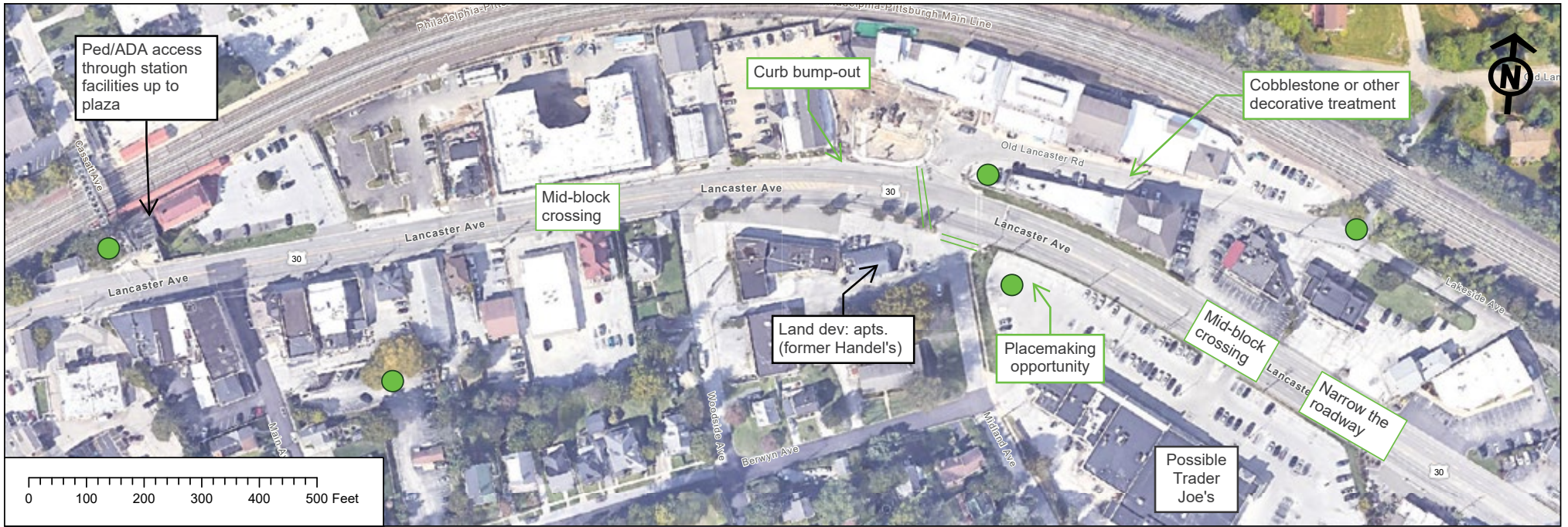


CONCERNS



● = Concern □ = Info / existing condition / observation

IDEAS / SUGGESTIONS



● = Idea / suggestion □ = Info / existing condition / observation