

Meeting 4 Minutes

Marple Township Municipal Building
Monday, July 10
9:00 a.m. – 10:20 a.m.

Meeting Objective: Draft a unified Coalition plan of action.

Agenda

1. Introductions

2. Coalition member Presentations

a. Casey LaLonde (CL), West Goshen Township – Improving Traffic Flow

- East Goshen and Westtown Township received Green Light Go funding to install 10 adaptive traffic signals on West Chester Pike between Route 352 and 5 Points Road. The overall project includes 12 signals and costs over \$1,000,000. However, funding was received solely for 10 signals in the amount of \$514,167. One signal is in West Goshen Township, and the other nine are in Westtown Township. This section of Route 3 experiences an ADT of between 28,000 and 36,000 vehicles. The projected increase in traffic flow efficiency for adaptive traffic signal projects is 20% to 40%.
- There is a new Wawa at Route 3 and 5 Points Road, and Wawa funded 2 adaptive signals at that location. At first, residents complained because the order of the signals changed. After education and experience, traffic flow has improved greatly; Route 3 move more smoothly in these locations, and congestion has eased. There are three major Wawas within 3.5 miles of one another in this area; all three are very busy.
- There are still some issues with conflicts at intersecting side streets, such as Spring Lane. Residents who live on Spring Lane complained about cars riding in the should for 700 feet and crossing over Spring Lane in order to make a turn. As a result, “quick-curbs” were installed and have proven to be effective.
- There is an enormous apartment complex across from Spring Lane. The eastbound turn movement from Spring Lane onto Route 3 was eliminated. Now one must make a right then make a legal U-turn.
- There was a pedestrian fatality a few years ago on Route 3 at the Shop Rite complex. A pedestrian improvement project will be completed by the end of the year. There are 4-6 lanes at this point on Route 3; McCormick Taylor made sure there will be enough time for pedestrians to cross.
- Tom Shaffer (TS) asked for an explanation to the statement that PennDOT is bidding the project. CL stated that he is unsure, but that the Township is paying the bill. TS stated that he believes Green Light Go has two levels: Class I and Class II.
- Andrew Svekla (AS) asked how the negotiations took place with Wawa to install the adaptive signals at the new location. CL stated that it was not difficult to convince Wawa to do so, as the company understands the traffic impacts of its locations. AS said that Wawa probably has a lot of experience from this standpoint.
- CL made a final statement that there will be 26 Township-installed trash recycling bins. 3-4 locations will be on Route 3 because there have been complaints about trash at SEPTA bus stops. The trash company will not install the receptacles, but it will maintain them and collect trash.

b. David Joslin (DJ), Century 21 Advantage Gold and Edgmont Business Association – Improving the Shop Local Experience along the Corridor

- DJ stated that the two important points of emphasis for improving Edgmont’s business district are: 1) community and 2) identity. He said he is certain that Edgmont’s population will increase, and the Township has a healthy real estate and commercial real estate market. He said there are a couple of vacancies along Route 3, but it could be because of traffic flow. Drivers bypass Edgmont to go to Wawa. DJ mentioned that Edgmont has no anchor store or big box retailer. He said that Amazon is killing big box retail; therefore, Edgmont has a lot of mom-and-pop stores. He stated that Edgmont is geographically strategic; it provides a “country-like” setting in close proximity to Newtown, West Chester, Malvern, and Paoli. Edgmont will see the development of a couple hundred homes at the former Edgmont Country Club site, which will add traffic to the area. The surrounding land use of West Chester Pike is C-2: Highway Commercial. DJ claimed that the population is comprised mostly of Baby Boomers, who may be retired, telecommuters, or work from home. The surrounding land uses are neighborhood commercial, highway

commercial, and light industrial. Many people drive because there are no residential or pedestrian walkways and most areas are heavy traffic. He stated there is a need to improve branding campaigns for the township to provide places for homebased workers to go, e.g. sidewalk cafes, sidewalks, lighting, banners, flowers, and bus shelters.

- The Edgmont Township Business Association motto is, "A Great Place to Live, Shop, and Play." One of the biggest issues that the area faces is the lack of sidewalks or pathways between businesses. There are no pedestrian walkways. Business owners and employees get in their cars to go to lunch, at which point they travel to Newtown Square. Edgmont needs to attract more business owners. DJ stated that the West Chester Pike Coalition has discussed partnering with businesses for bus shelters. He said that this is crucial because he witnesses people sitting on curbs waiting and flagging down buses because the bus drivers do not see the riders who are waiting on the side of the road.
- DJ showed visual representations of gateway enhancements and pedestrian improvements. He said that this section of West Chester Pike is extremely dark and needs street lights. One example of an enhancement he showed was a bus shelter in front of the shopping center. DJ stated that a new signal may be necessary at the former Country Club entrance if the site is redeveloped with homes. He showed an example for streetscape improvements at this location.
- DJ stated that the Business Association has discussed enhancing the gateways with the Township. He mentioned that the Business Association developed an ad for the Destination Delco magazine to promote Edgmont Township. He stated that businesses along Route 3 want to be involved, and they have mentioned they will support bus shelter and their maintenance (this is important because the shelters will be on private property). He stated that EMC Outdoor has sponsored bus shelters in other areas.
- Paul Seligson (PS) that the Regal theater employees take the bus. DJ said that these riders sit on the guardrail because there are no other facilities. Mark Gordon (MG) mentioned that East Goshen received a TCDI grant for the Paoli Pike plan to enhance corridor. The plan is comprehensive in its approach to changes in zoning to streetscape. The Township will move forward to develop a similar plan for West Chester Pike in the future. He stated that PennDOT was excited about the Paoli Pike plan and asked why no landscaped medians were included. It was determined there are too many turn movements along Paoli Pike for landscaped medians. MG stated that traffic engineer knowledge is crucial. MG mentioned that Edgmont Township could be the Edgmont Business Association's champion for installing landscaped medians and achieving gateway enhancements.
- DJ stated that Edgmont Township has been great with grant writing. He said one problem is that Edgmont does not have a multinational corporation. MG stated that a multi-municipal effort is particularly important here because Edgmont Township is a smaller section. Bill DeGuffroy (BD) stated that Edgmont Township Business Association's vision is in line with that of the rest of the corridor.
- Amy Bernknopf stated that CMAQ is a popular grant for bus shelters. CMAQ is annual until 2020.

3. Review of Survey Results, DCPD

- Dan Whaland (DW) of the Delaware County Planning Department reviewed the results from the Coalition member survey, which were also provided on a handout.

4. Review of Web Map Results, CCPC

- BD shared the web map results, which were received from 2 respondents. The first submission was related to the Green Light Go project CL discussed. The second came from the Director of Sustainability at West Chester University. He also shared these same comments in an email to the entire group.

5. Group Brainstorming Session to Draft a Coalition Plan of Action

- Five key focus areas emerged from the brainstorming session: 1) Direct Bus, 2) pedestrian connectivity to bus stops, 3) safe pedestrian crossings on West Chester Pike, 4) creative pedestrian funding solutions, and 5) adaptive signals.
- AS recalled the past presentation on Roosevelt Boulevard and stated that the plan has been approved and should be implemented in October. He stated that some elements of the Roosevelt Boulevard project may overlap with the West Chester Pike initiative in terms of taking existing local service and making it more efficient. SEPTA branding of this type of service may be consistent across the system.
- AB stated that SEPTA will be looking to see where such a service could be implemented next. AS stated that the West Chester Pike EBS study and Coalition make a great argument for West Chester Pike to be

the next corridor on which to implement express service. AB stated that SEPTA will have more of a reason to invest if connections exist.

- Standards should be developed for Direct Bus because there are many municipalities along the corridor. Improving pedestrian traffic involves sidewalks and aprons, and such improvements could prove difficult to implement corridor-wide. Stops, crosswalks, and other implementations must be suited to each area; different areas have different needs. In Edgmont, the focus is on linear sidewalks, shelters, and bus stops.
- John Meisel (JM) mentioned that installing crosswalks involves a lot of work, and while crosswalks make it safer for pedestrians who are currently crossing Route 3, we need to make sure we are ready to invite more pedestrians to do so.
- AB asked how municipalities are using Act 209. AB stated that it is hard for municipalities to redirect Act 209 funds because they can only be used for roadway – not sidewalk – improvements.
- MG stated that West Whiteland Township has sidewalk fund; if a developer builds a “sidewalk to nowhere, a contribution must be made to the sidewalk fund to fill in crucial gaps elsewhere to make connections. This fund was implemented through an ordinance. He stated that young families have different desires and needs than families in the past; they want sidewalks, trails, and pop-up food trucks. He said it took time for elected officials to buy into this idea (approximately 5 years).
- TS asked if it could work on a corridor-wide basis to have a sidewalk fund.
- AB said that it would be a huge undertaking. AS said that a mapping tool is useful to identify sidewalk gaps for targeting improvements.
- BD addressed the #3 topic: congestion mitigation. He said that adaptive signals would help along the entire corridor.
- BD concluded the brainstorming session by stating that DCPD and CPCC will come up with a plan to implement the ideas that were discussed today and present a draft at a future Coalition meeting.

6. Next Meeting

- The next meeting will be sometime in October; a Doodle poll will be emailed to members.

7. Adjourn – The meeting adjourned at 10:20 a.m.