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SUMMER 2019

From Vision to Reality: A Coordinated, Multimodal Transportation and Land Use Plan

Crossing through East Whiteland Township in Chester County is Route 30, a suburban, commercial corridor often described as unattractive and congested – not unlike many suburban corridors. In 2016, East Whiteland Township took the first step toward changing that perception by identifying the route as a priority focus area in its comprehensive plan update with a vision of promoting redevelopment and creating a more vibrant corridor.

This move led to funding from the Delaware Valley Regional Planning Commission (DVRPC) to create a Route 30 corridor master plan (*Reimagining Frazer*), which provides a blueprint for how the vision for this four-mile stretch of Route 30 can be implemented over time through both capital improvements and transformative policies.

The conceptual plan for Route 30 includes continuous and connected sidewalks, bicycle lanes, streetscape enhancements, bus stop improvements, additional travel and turning lanes, and intersection improvements. Potential locations were also evaluated for a new regional rail station.

From a land use perspective, the plan includes recommendations for rezoning to develop two mixed-use centers and design guidelines for a consistent and attractive streetscape.



Getting to Work

With the ink barely dry, the township has aggressively begun implementing the corridor master plan. Related to policies and programs, the township went to work on three priority action items:

- Develop and adopt zoning map and ordinance amendments that support the creation of mixed-use centers and an enhanced suburban corridor;
- Incorporate the proposed design guidelines into the zoning and subdivision and land development ordinances; and
- Develop and adopt a township official map.

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TECH SHEET Encouraging Multimodal Transportation

A truly effective transportation system accommodates all anticipated modes efficiently. Many comprehensive plans identify issues such as conflicts between bicyclists/pedestrians and vehicular traffic, land use patterns that are not conducive to transit service, and other similar situations. These conditions can, in turn, lead to safety concerns and congestion.

A wide range of tools are available to minimize modal conflicts and provide for transit usage that can reduce single-occupant vehicle traffic, thereby improving safety and reducing congestion. These measures may also have the additional benefit of helping to improve community identification and sense of place through mixed-use developments, bicycle/pedestrian facilities, and arts of alluvial density. The tools listed in this Tech Sheet can be used to implement the necessary land use controls to encourage and support multiple transportation options within the community.

Parking Considerations Providing adequate parking reduces conflicts between traveling and parked vehicles and provides a safe means for pedestrians to access buses and businesses. However, over-allocating land to require significantly more parking than is truly needed, which can lead to problems, such as encouraging sprawled development where the total cost is high, unnecessary single-occupant travel.

ADVANTAGES Reducing parking requirements in areas with excessive facilities can lead to more efficient development patterns. Reduced parking requirements may facilitate the use of non-automobile areas within transit stops.

Download the **Encouraging Multimodal Transportation Tech Sheet** for tools that minimize modal conflicts and improve community safety and character through mixed-use developments, bike/ped facilities, and multiple transportation options.



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“We have begun the ordinance amendment process,” said Zachary Barner, director of planning and development for East Whiteland Township. “We have begun with some ordinance ‘clean-up’ and ‘low-hanging-fruit’ that are long overdue.”

Some of the clean-up has included new definitions of permitted uses in the commercial districts, including such newer uses as medical office and brewpub.

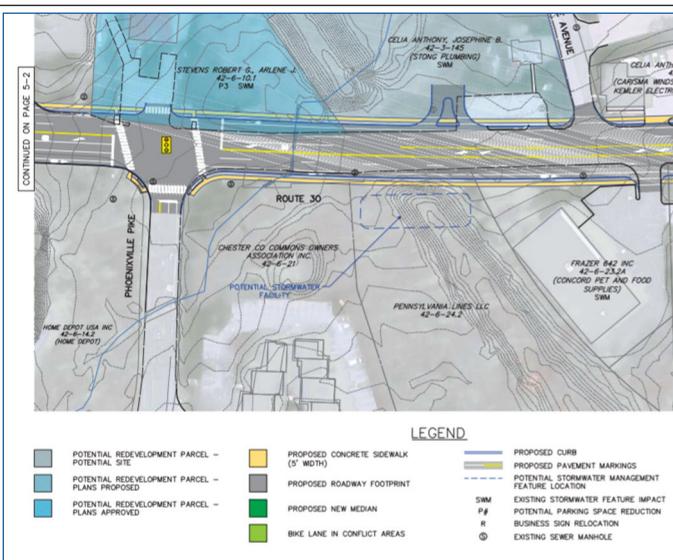
“We also have a draft of a fairly comprehensive overhaul of our streets and bicycle/pedestrian standards, which is light-years ahead of our current requirements — both for vehicular and non-vehicular.”

An official map has also been drafted.

“We have seen a lot of continued redevelopment interest,” he added. “One of the great tools that came out of the process was the transportation concept plan.

This component allows the township to work closely with developers and incorporate proposed transportation improvements into the plans for active and development projects along the corridor. The plan was generated in CAD and converted to GIS.

This allows for easy desktop analysis by staff and volunteers (via ArcMap and GoogleEarth), and the CAD files are easily shared with developers, who then



The corridor study's transportation concept plan highlights potential redevelopment opportunities along the corridor. This concept plan can be used to provide guidance to developers and property owners for development or redevelopment projects. It can also be used by the township to plan and advance implementation of specific capital improvements.

upload them to their site plans. “This has been huge for incorporating our plans early in the process,” Barner added. “It began to pay dividends before the plan was even adopted as ongoing projects began implementing the future right-of-way and streetscape design into development proposals.”

Engaging the Community

The Route 30 corridor master plan was developed with input from township officials, staff, residents, business owners, and other project partners. Outreach included hands-on visioning at two community workshops, stakeholder interviews, numerous technical coordination meetings with representatives from transportation agencies, and involvement from next-door neighbor Chester County.



Keeping the process on track involved professional consultation from McMahon Associates, Inc., Thomas Comitta Associates, Inc., and Transportation Management Association of Chester County (a private organization that advocates for sustainable transportation practices and connectivity).

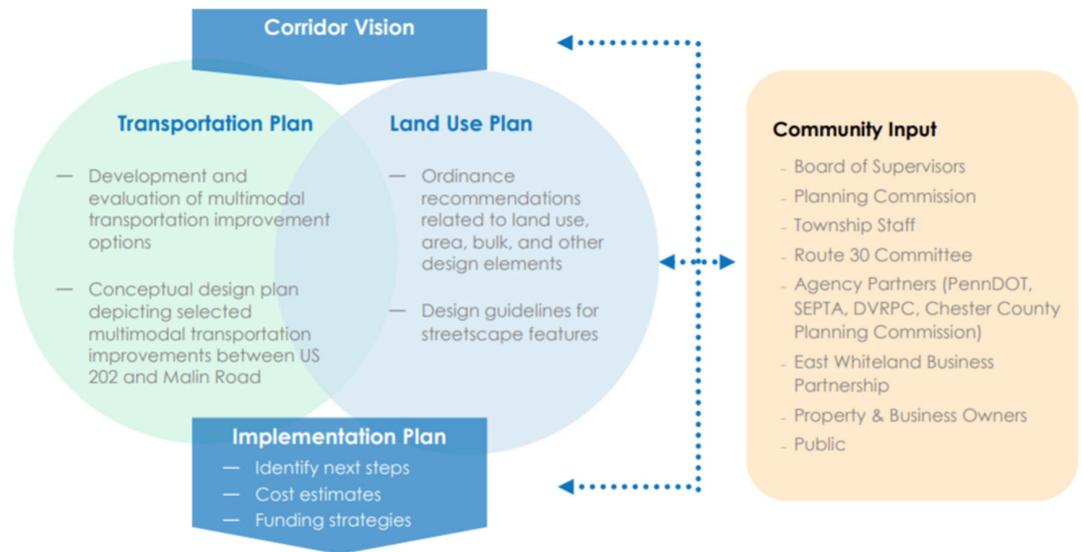
Design Guidelines

Conventional text-heavy zoning ordinances are limited in how well they can regulate development. Predominantly intended to separate incompatible uses, zoning ordinances are often unable to adequately address the finer details of the built environment. One way to alleviate some of these shortcomings is through design guidelines.

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Since 2000, the Pennsylvania Municipalities Planning Code has specifically enabled the use of written and graphic design guidelines as part of a traditional neighborhood development (TND) zoning district or zoning overlay district. Design guidelines, when adopted as part of township ordinances, can better illustrate the intended spirit of the ordinance language. To see how East Whiteland Township incorporated design elements into its zoning and land development regulations, visit the [township webpage](#).



Route 30 Corridor Master Plan: Project Process and Key Outcomes

“In locations where development or redevelopment is likely to occur, capital improvements can be constructed in accordance with Township or PennDOT policies as part of the land development project. This is one reason why updating zoning and subdivision and land development policies is critical.”

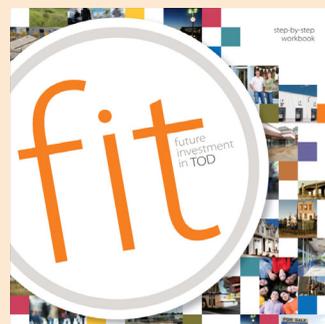
Excerpt from Route 30 Master Plan: Achieving the Vision

TOD RESOURCES

Transit Oriented Development (TOD) is a development method to jump-start community revitalization.

It takes advantage of some basic principles, such as integrating pedestrian scale development and transit with land use and using community assets, such as rail stations, transfer centers, or major bus stops, to initiate development.

This development concept is seldom accomplished in regions like southwestern Pennsylvania. The Southwestern Pennsylvania Commission (SPC), which also serves as the regional metropolitan planning organization, recognized that there have been few, if any, studies that resulted in a “how-to guide” to implement TOD at a local level. As a result, the SPC completed a study that identifies common success factors and the degrees to which they influence TOD in that region of the state. From this information, SPC created a matched set of how-to guides for TOD.



Future Investment in TOD (FIT) - This guide reviews what assets make TOD more likely to succeed. What do communities, planners, and developers need to bring to the table?



Fit: Zoning - This guide applies the FIT approach to zoning. How can a Pennsylvania municipality optimize its land use code to encourage the best TOD development?



The Port Authority of Allegheny County also developed [guidelines](#) based on local and national TOD research.

Every Municipality Can Plan for Multimodal Travel

In recent years, transportation planning has grown more considerate of various modes of travel — walking, cycling, automobile, ridesharing, public transit — and the connections between them. Where planners once focused their attention on expanding roads to deal with congestion, they are now evaluating how multimodal options can be part of a more efficient transportation hierarchy.

No matter its size, your municipality can take actions to accommodate different ways of getting around. Planning for multimodal travel can occur at different scales and involve the adoption of a variety of best practices.

To help you get started, the following table outlines planning activities that will move you closer to providing a multimodal community. Examples of local success stories or helpful resources for each activity are also provided to kick-start your initiatives.

Planning Activity	What It Can Do	Helpful Tips & Resources
Develop a comprehensive plan: Include vision statements and objectives about multimodal transportation, density of development, and mixed-use development; be specific about additional studies needed.	<p>Sets the stage for future planning and funding requests.</p> <p>Establishes framework for needed changes to zoning and development regulations.</p>	<p>If your comprehensive plan is outdated, consider a more strategic update to the plan that looks at data through the lenses of priorities. An “implementable plan” can be less expensive and take less time. Check out the Knowledgebase article on the PennDOT Connects support hub that includes PA DCED’s map for regional planner contact information or contact the Support Hub for technical guidance.</p> <p>Case study example and five tips to follow: 2016 Conference Presentation</p>
State connections between your comprehensive plan and PA On Track (PA’s Long Range Transportation Plan) and plans by other transit providers (e.g., schools, airports, bike/ped advocates).	Demonstrates coordination with regional and state planning partners.	Tune in to studies and plans conducted by local planning partners (MPO/RPOs, county planning departments) as well as state agencies; look for connections with local priorities.
Adopt a complete streets policy	Confirms municipality’s commitment to advocating for complete streets design for future development.	This 2017 workshop summary Advancing a Complete Streets Agenda provides excellent examples of municipalities that have implemented complete streets policies along with advice from planners on how to answer common points of objection and resistance raised by the public and developers.
Conduct a corridor study	Examines issues and potential solutions for a specific roadway or corridor. Scope may focus on improving pedestrian or bicycle travel or revitalizing a corridor. Helps to justify requests made to PennDOT for design considerations on state road projects.	Discuss corridor study needs with your MPO/RPO, who may be able to submit a request for funding a study to PennDOT Connects planning assistance program.
Adopt a traditional neighborhood development (TND) ordinance	Creates TNDs that are compact and oriented toward pedestrian activity.	Traditional Neighborhood Development Guidance Document by the Lehigh Valley Planning Commission outlines steps in a model process that municipalities can use to create quality TND regulations.

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Planning Activity	What It Can Do	Helpful Tips & Resources
Adopt a bike/ped plan or greenways plan	Sets the stage for future planning and funding requests. Helps to justify requests made to PennDOT for bike/ped enhancements associated with state road projects.	PA Bike/Ped Master Plan is currently being updated; Due out this fall, the plan will contain guidance for developing local bike/ped plans. Trail & Path Planning: A Guide for Municipalities – This Chester County Planning Commission guidebook explains how to dedicate sections of your comprehensive plan, official map, and ordinances to support the development of connected trails and paths.
Update street design ordinances	Allows for variation in street widths, encourages the provision of bike/ped paths, and requires sidewalks in high-density developments. Regulations should support not hinder multimodal travel. Flexibility is the key.	Urban Street Design Guide by the National Association of City Transportation Officials unveils tool and tactics that cities use to make streets safer, more livable, and more economically vibrant. PennDOT Pub 662: Improving the Land Use-Transportation Connection through Local Implementation Tools – See chapters 6 and 7. PennDOT Pub 70M Appendix A: Design Criteria and Typical Roadway Cross Sections .
Create connections for pedestrian and/or bicycle transportation	Allows communities to retrofit and redesign roadways over time to provide a multimodal transportation network.	Small Town and Rural Multimodal Networks translates existing street design guidance and best practices for bicycle and pedestrian safety and comfort to the rural context and provides examples of how to interpret and apply these design practices to create safe, accessible, and comfortable multimodal networks.
Evaluate parking needs and add flexibility to parking requirements	Discourages excessive parking requirements that can lead to unused parking in places that could accommodate multimodal travel.	Options include reduced parking requirements, maximum instead of minimum parking requirements, variable pricing during peak-demand time periods, shared parking, and parking behind buildings.
Use the development process to enhance multimodal connections	Places conditions on the approval of subdivision and land development applications. Through negotiation, a municipality can request the installation of bicycle and pedestrian facilities.	The official map, ordinance requirements, comprehensive plan, bike/ped plan, mobility plan or greenways plan can identify the need for multimodal facilities so that developers are aware that the municipality will require or would like to implement these facilities when land development applications are submitted.

PennDOT and its Metropolitan Planning Organization (MPO) and Rural Planning Organization (RPO) partners have a long-standing relationship jointly preparing transportation studies, plans, and programs to make the best possible transportation project investments with available resources.

This strategic alliance is now of even greater importance for implementing PennDOT Connects. Together, the MPO/RPO planning partners and PennDOT can effectively collaborate and communicate with municipalities — and other community stakeholders (e.g., transit operators, economic development agencies, etc.) — to improve transportation system performance and achieve more livable communities.

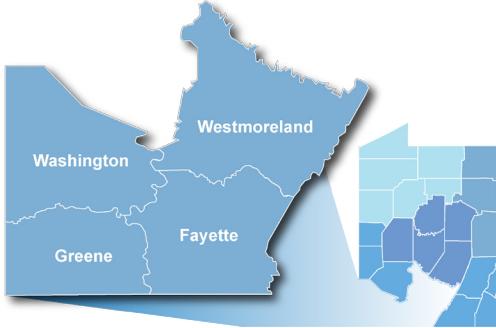
Municipalities, MPO/RPO planning partners, and PennDOT must collaborate to ensure that opportunities to improve transportation and communities are realized. MPO/RPO contacts can be found at:

www.penndot.gov/ProjectAndPrograms/Planning/Pages/MPO-and-RPO-Contact-List.aspx.

FEATURED DISTRICT: DISTRICT 12

Planner Credits Team Effort

When PennDOT Connects launched in late 2017, District 12 designed a one-stop shop opportunity for municipal representatives to meet with



PennDOT District 12

PennDOT project managers to discuss up-and-coming transportation projects. The district held a workshop in each of its four counties to maximize efforts to reach 114 municipalities about 151 transportation projects. With the involvement of PennDOT staff, the Southwestern Pennsylvania Commission (SPC), and county planning departments, the workshops successfully attracted 54 percent of the invited municipalities and addressed 70 percent of projects in the queue.



“It was the best way to deal with the sheer volume of projects, and it was a true team effort,” says District 12 Planner Joshua Theakston.

That spirit of teamwork and coordination continues under the PennDOT Connects program, which Theakston believes has gradually improved municipalities’ perception of PennDOT and has opened additional opportunities to work with the SPC (the regional metropolitan planning organization) and county planning agencies.

“I think there is still a bit of skepticism from municipalities, but that will phase out over time,” he says. “Sometimes a municipality will be surprised that I’m there to discuss a project that may have neglected something in the past. Just letting them know that a project is coming and that we value their perspective on things that may need addressed is important. It’s a big culture change that does take time.”

Theakston strives to meet with four to five municipalities in a day, sometimes addressing multiple projects in one meeting. Safety issues top the list of concerns, along with bike/ped facilities and the transportation aspects of comprehensive planning.

FEATURED PROJECT: DISTRICT 12

Ohiopyle Multimodal Gateway

Now under construction, the Ohiopyle Multimodal Gateway project is designed to reduce current conflicts among vehicles, pedestrians, cyclists, and boat renters traversing Route 381. It will also create a safer connection between Ohiopyle Borough and Ohiopyle State Park with improved parking, sidewalks, and crosswalks.

“Right now, there are safety hazards for kayakers and rafters that cross that roadway,” says District Planner Joshua Theakston. “PennDOT is working with municipalities to address their cultural interests and to avoid construction during the summer tourist season.”

Planned improvements include continuous walkways on both sides of Route 381, a pedestrian tunnel beneath Route 381 that will connect to a new visitor center, and rehabilitation of a two-lane bridge over the Youghiogeny River that will include a 10-foot-wide sidewalk. The two-year, phased project is expected to be completed in 2020.



Rendering of Route 381 shows planned improvements including sidewalks, crosswalks, and bike paths.



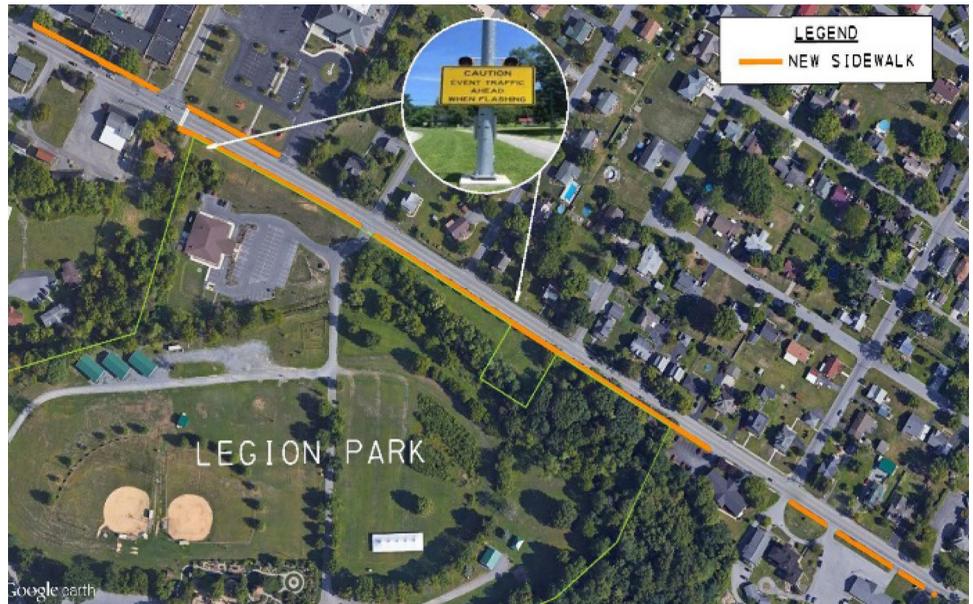
Rendering of underpass beneath Route 381 that will offer a safer route for pedestrians, kayakers, and rafters.

FEATURED PROJECTS

Multimodal Projects Gaining Speed Across Pennsylvania

SR 1002 Blair County

North Juniata Street (SR 1002), which travels through Hollidaysburg Borough and Allegheny Township, will see multimodal enhancements in addition to resurfacing, guiderail updates, and drainage improvements. District 9 reached out locally and received suggestions from both municipalities, the American Legion, and Blair Bicycle Club to add missing sidewalks that would connect neighborhoods to Legion Park, share-the-road signs, and flashing event traffic signs near the park entrance.



Moxham Stonycreek Bridge Replacement

What began as road resurfacing and bridge replacement projects evolved into multimodal improvement projects as a result of PennDOT Connects outreach in Blair County.



According to District 9 Planner Anne Stich, input from the City of Johnstown led to the addition of a trail crossing as part of the Moxham Stonycreek bridge replacement project. The bridge carries Route 403 over the Stonycreek River.

The trail crossing is directly adjacent to the southern end of the bridge. It crosses SR 403/Central Avenue in the City of Johnstown. Coordination involved the Cambria County Conservation and Recreation Authority, who owns the Jim Mayer Riverswalk Trail. The crossing was open to traffic in October 2018.

Virtual Training over Lunch is Easy and Free

Are you limited on time but would like to learn about a planning concept over lunch?

PennDOT Connects can deliver training modules to a municipality for free over lunch using web conferencing. You will need a computer with internet access and a headset/microphone/or a separate phone line to join the training.

The [training brochure](#) has a full list of the topics available. You can request any of the submodules and mix and match if desired (each submodule requires about 20 minutes).

You can either request a training via the [PennDOT Connects Support Hub](#) (see brochure above for directions) or call 717-710-2090.

PennDOT Talks Construction Timing with Chambers of Commerce

Sometimes it seems PennDOT road projects are happening during the worst times, whether they're holidays or special events. PennDOT officials met with members from several Pocono-area chambers of commerce this past spring to open the line of communication and avoid project timing issues.

Chamber members from the counties of Carbon, Monroe, and Pike met with PennDOT designers from the same counties to talk about how to better plan construction in an area reliant on tourism.

"It's critical because we have 27.7 million people traveling into our four-county destination each year," says Chris Barrett from the Pocono Mountains Visitors Bureau.

PennDOT construction during the summer months sometimes happens during festival or holiday weekends. Meeting with community members is part of PennDOT Connects, which aims to improve communication with locally elected officials and other community interest groups.

Tamara Chant of the Pike County Chamber of Commerce believes it's vital to let commerce chambers weigh in on the construction project conversation because they're the connector between government and business.

View [video here](#). (Used with permission from Blue Ridge Communications TV 13.)

PennDOT Connects Receives ATA Award

The PennDOT Connects initiative was recently honored as an awardee of the regional America's Transportation Awards. Sponsored by the American Association of State Highway and Transportation Officials (AASHTO), the American Automobile Association (AAA), and the U.S. Chamber of Commerce, the awards competition was created to showcase tremendous projects delivered by state departments of transportation.

The **PennDOT Connects – Connecting Communities** initiative won in the in the Quality of Life/Community Development Small Project category.

PennDOT Connects began as a policy issued by Secretary of Transportation Leslie Richards to strengthen the commitment of PennDOT to collaborate with metropolitan planning organizations (MPOs)/rural planning organizations (RPOs) and local governments during the planning process. PennDOT Connects identifies community needs and contextual issues early in project planning through a collaborative process.

"I am so proud of the department and the recognition that we've received," says Richards. "These awards are a true reflection of the hard work and dedication that I see each and every day."



Pennsylvania Department of Transportation
 Web: paconnects.org
 Email: PAConnects@pa.gov
 Phone: 717-710-2090



Transportation Planning: Connecting with Community Priorities



Mobility & Efficiency



Multimodal Transportation



Safety



Community Character



Project Funding



Accommodating Growth