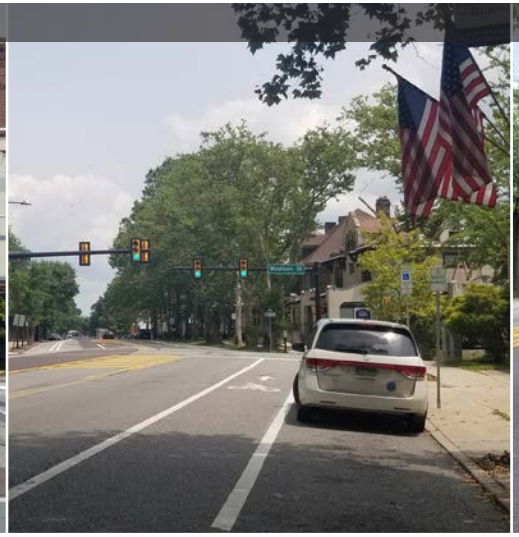
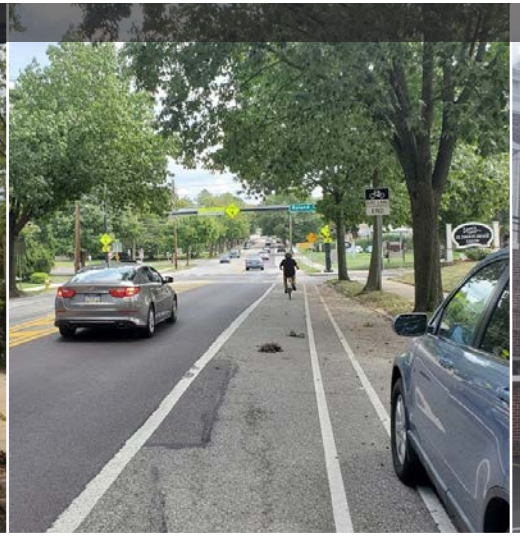
DELAWARE VALLEY
dvrpc
REGIONAL
PLANNING COMMISSION

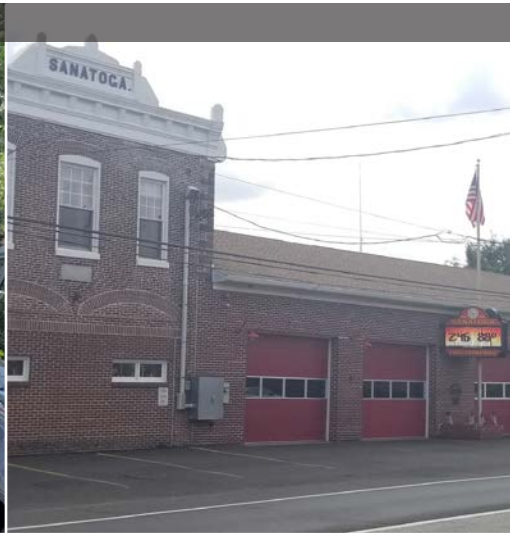
MARCH 2022

High Street Corridor Study

MONTGOMERY COUNTY, PA







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DVRPC's vision for the Greater Philadelphia Region is a prosperous, innovative, equitable, resilient, and sustainable region that increases mobility choices by investing in a safe and modern transportation system; that protects and preserves our natural resources while creating healthy communities; and that fosters greater opportunities for all.

DVRPC's mission is to achieve this vision by convening the widest array of partners to inform and facilitate data-driven decision-making. We are engaged across the region, and strive to be leaders and innovators, exploring new ideas and creating best practices.

DVRPC is funded through a variety of funding sources including federal grants from the U.S. Department of Transportation's Federal Highway Administration (FHWA) and Federal Transit Administration (FTA), the Pennsylvania and New Jersey departments of transportation, as well as by DVRPC's state and local member governments. The authors, however, are solely responsible for the findings and conclusions herein, which may not represent the official views or policies of the funding agencies.

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Executive Summary

The High Street Corridor is the primary small business commercial corridor in the Pottstown Area. Multimodal access, efficient traffic circulation, along with a sense of community, are important to the livability and economic vitality of the Pottstown region.

This document is the conclusion of a two-year study requested by the Montgomery County Planning Commission (MCPC) and the Pottstown Metropolitan Regional Planning Committee (PMRPC) to recommend multimodal design improvements along the High Street Corridor. The portion of High Street studied for this project is approximately six and a half miles long and extends from Quarry Road to the west to Rupert Road to the east. The study corridor extends through three municipalities within Montgomery County: West Pottsgrove Township, Pottstown Borough, and Lower Pottsgrove Township.

In coordination with MCPC and a broad project steering committee, the project was organized to achieve three main objectives:

- Promote roadway safety;
- Encourage accessible and multimodal corridor-wide design; and
- Develop best practices for corridor planning in the region.

Due to the length of the corridor, and the variability of its characteristics, the study area was divided into five subcorridors for independent analysis and recommendations. From west to east, the subcorridors are: Stowe, Downtown, Hobart's Run, Pottstown Hospital, and Sanatoga.

A large community engagement effort, supported by fieldwork and data collection, highlighted the main concerns and desires for each subcorridor. Best practices in multimodal transportation safety and placemaking were researched, the collected data was analyzed, and this information was used to develop recommendations specific to each subcorridor. Recommendations included safety enhancements such as midblock crossings, a road diet, and targeted sidewalk completions, as well as aesthetic and placemaking efforts such as gateway treatments, landscaping, and wayfinding.

High Street Corridor Study Area
Source: DVRPC

CHAPTER 1

Introduction

The High Street corridor is the Pottstown Area's primary small business commercial corridor and main street. Multimodal access, efficient traffic circulation, and beautification along this corridor are important to the livability and economic vitality of the Pottstown region.

The portion of High Street studied for this project is approximately six and a half miles long and extends from Quarry Road to the west to Rupert Road to the east. The study corridor extends through three municipalities within Montgomery County:

- West Pottsgrove Township;
- Pottstown Borough; and
- Lower Pottsgrove Township.

Steering Committee

A group of local stakeholders were invited to serve as the project steering committee and convened several times throughout the study to help inform issues and recommendations. The steering committee included members from the following groups:

- Montgomery County Planning Commission (MCPC);
- PennDOT;
- SEPTA;
- Pottstown Area Rapid Transit (PART);
- Greater Valley Forge Transportation Management Association (TMA);
- Tri-County Area Chamber of Commerce;
- Pottstown Area Economic Development, Inc. (PAED);
- Pottstown Area Health and Wellness Foundation;
- Pottstown Hospital;
- Sunnybrook Ballroom;
- Pottstown Borough;
- Lower Pottsgrove Township;
- West Pottsgrove Township;
- Mosaic Community Land Trust;
- Hill School / Hobart's Run Improvement District;
- Save Our Land, Save Our Towns;
- Pottstown Metropolitan Regional Planning Committee (PMRPC) ;
- Montgomery County Housing Authority;
- Montgomery County Community College;
- Seidel Planning & Design; and
- Sanatoga Village.

Corridor Objectives

In coordination with Montgomery County Planning Commission (MCPC) and the project steering committee, three main objectives were defined for the project:

- Promote roadway safety;
- Encourage accessible and multimodal corridor-wide design; and
- Develop best practices for corridor planning in the region.

Work Program

The High Street Corridor Study was a two-year effort and involved a detailed program of work.

Define Area Subcorridors

Throughout the length of the study area, roadway characteristics are varied. As such, five subcorridors were defined allowing for independent analysis and recommendations. The subcorridors are listed below and detailed in the following chapters.

- Stowe (CHAPTER 4, page 21);
- Downtown (CHAPTER 5, page 33);
- Hobart's Run (CHAPTER 6, page 47);
- Pottstown Hospital (CHAPTER 7, page 57); and
- Sanatoga (CHAPTER 8, page 67).

Data Collection

Project work began by collecting an assortment of data to develop the existing conditions. The existing land uses were mapped for each subcorridor as well as intersection crash history. Turning movement counts were collected at each signalized intersection along the corridor, including pedestrian and bicycle counts. Additionally, a parking study was performed to assess parking availability and utilization. Finally, public input was collected in order to further define local issues and inform recommendations.

Design Recommendations

Based on the data collection and objectives identified for each subcorridor, recommendations were made for the study area. These included recommendations based on policy, placemaking, and traffic-related improvements.

CHAPTER 2

Data Collection

Project work began by collecting an assortment of data to develop the existing conditions.

Traffic Counts

Manual turning movement counts (MTMCs) were conducted in October 2019 at 24 locations in the study corridor. Automatic traffic recorder counts (ATRs) were conducted at five locations in the study corridor. From these counts, the motor vehicular peak volume hours were determined to be 7:45 AM to 8:45 AM and 4:30 PM to 5:30 PM. Truck, bicycle, and pedestrian counts were also collected at the study intersections. **Figure 1** - **Figure 4** show the peak-hour intersection volumes at each intersection. Turning movement diagrams can be found in **Appendix A**. As shown, there is a higher concentration of bicycle and pedestrian activity in the Downtown area. Intersection crosswalk counts can be found in **Appendix B**.

Trafficware's Synchro traffic analysis software was used to perform traffic analysis for both peak hours. Synchro is a macroscopic analysis tool used to quantify traffic conditions, determine intersection capacity, and optimize signal timings. Synchro uses Highway Capacity Manual (HCM) procedures to evaluate intersection Level of Service (LOS) and delay. Analysis was performed at all 24 intersections. The study network was created using aerial photos and field measurement for geometric inputs, and traffic signal phasing for each intersection was based on PennDOT traffic signal plans. Since traffic volumes and intersection operations can have impacts beyond the extents of defined subcorridors, traffic counts and analysis results are presented for the entire High Street corridor as a whole.

Levels of Service (LOS)

What LOS is:

Level of Service (LOS) is a transportation engineering method used to quantify motor vehicle traffic conditions. The Highway Capacity Manual uses letter grades, "A" through "F", to describe vehicle congestion and average delay by turning movement, intersection approach, or entire intersections.

Agencies often base transportation and development decisions on their impact on LOS, with the intention of maintaining or improving the quality of life for residents and users of the local road network. However, traditional LOS does not paint the entire picture of mobility.

What LOS is not:

Although it uses letter grades, LOS results should not be read like a report card. The goal in traffic operations is not to achieve an LOS of A, but to create conditions that maintain stable traffic flow that is typically achieved within the LOS range of A to C. An entire network of intersections with LOS of A during peak hours often points to a system designed for more capacity than necessary.

The bigger picture:

Focusing solely on LOS centers the conversation around vehicle congestion, without considering relationships and conflicts with other modes and skewing recommendations away from designs that create truly complete streets. Transportation improvement projects should prioritize the movement of people and goods, not just the movement of vehicles.

A variety of methods exist for calculating an LOS-like measure for other modes, such as bikes, pedestrians, and transit, and for calculating combined Multimodal LOS (MMLOS) measures. However, it is difficult to quantify the quality of service for non-motorized modes, since the comfort, convenience, and safety of walking, biking, and using transit is often more subjective. Many of these methods require copious amounts of data that may not be reliably available or are not trusted to result in an apples-to-apples comparison between modes.

While this report will provide LOS results, it will also present ideas to support mobility for all road users. LOS should be considered as an important part of a larger picture of mobility.

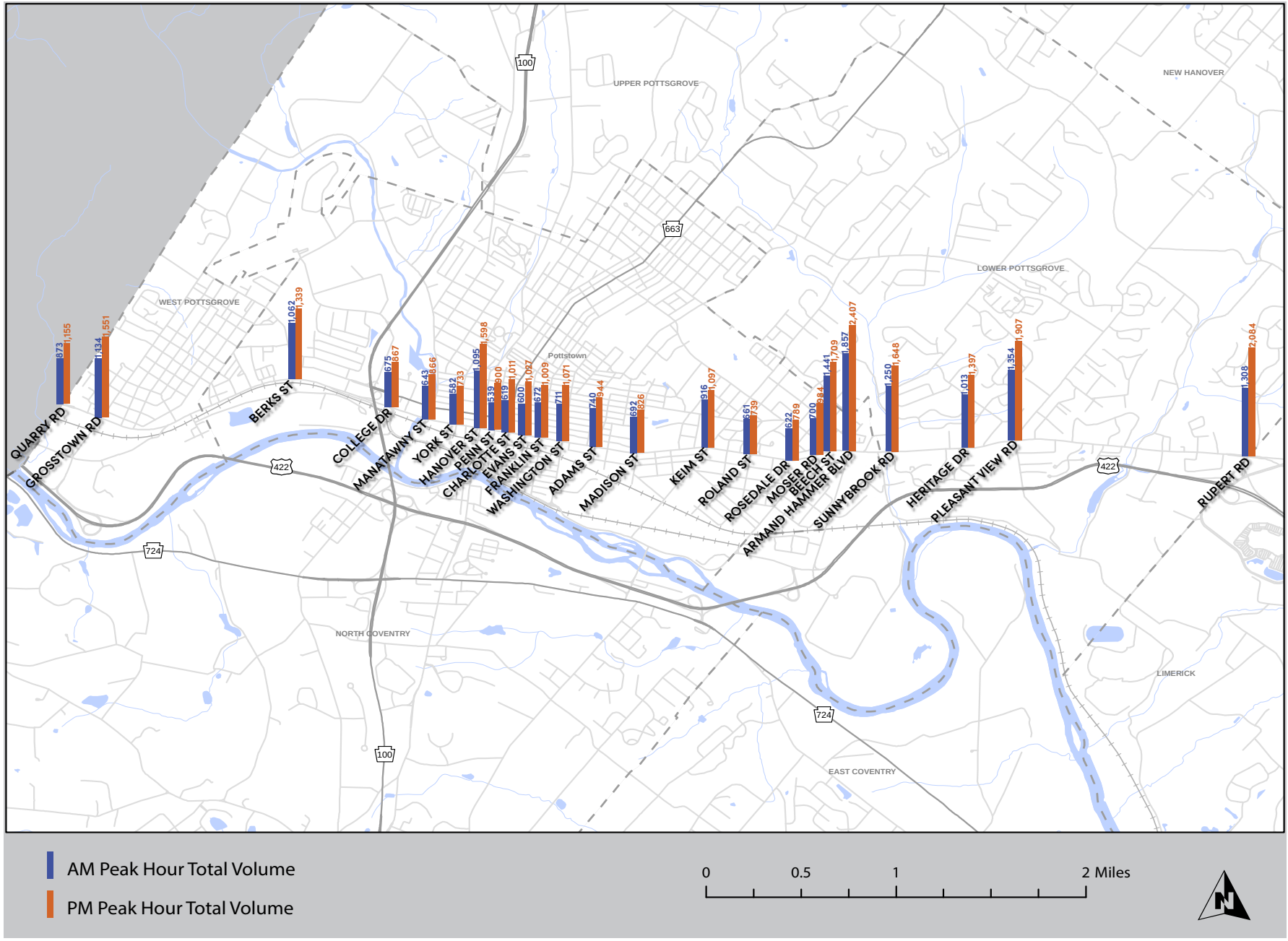
Existing Conditions

The MTMC's were entered into the program for AM and PM peak hour conditions to evaluate year 2019 existing conditions. LOS was used as the primary performance indicator at signalized intersections. Average delay per vehicle is the basis for LOS, with a letter grade of A through F assigned based on the traffic model output.

Results

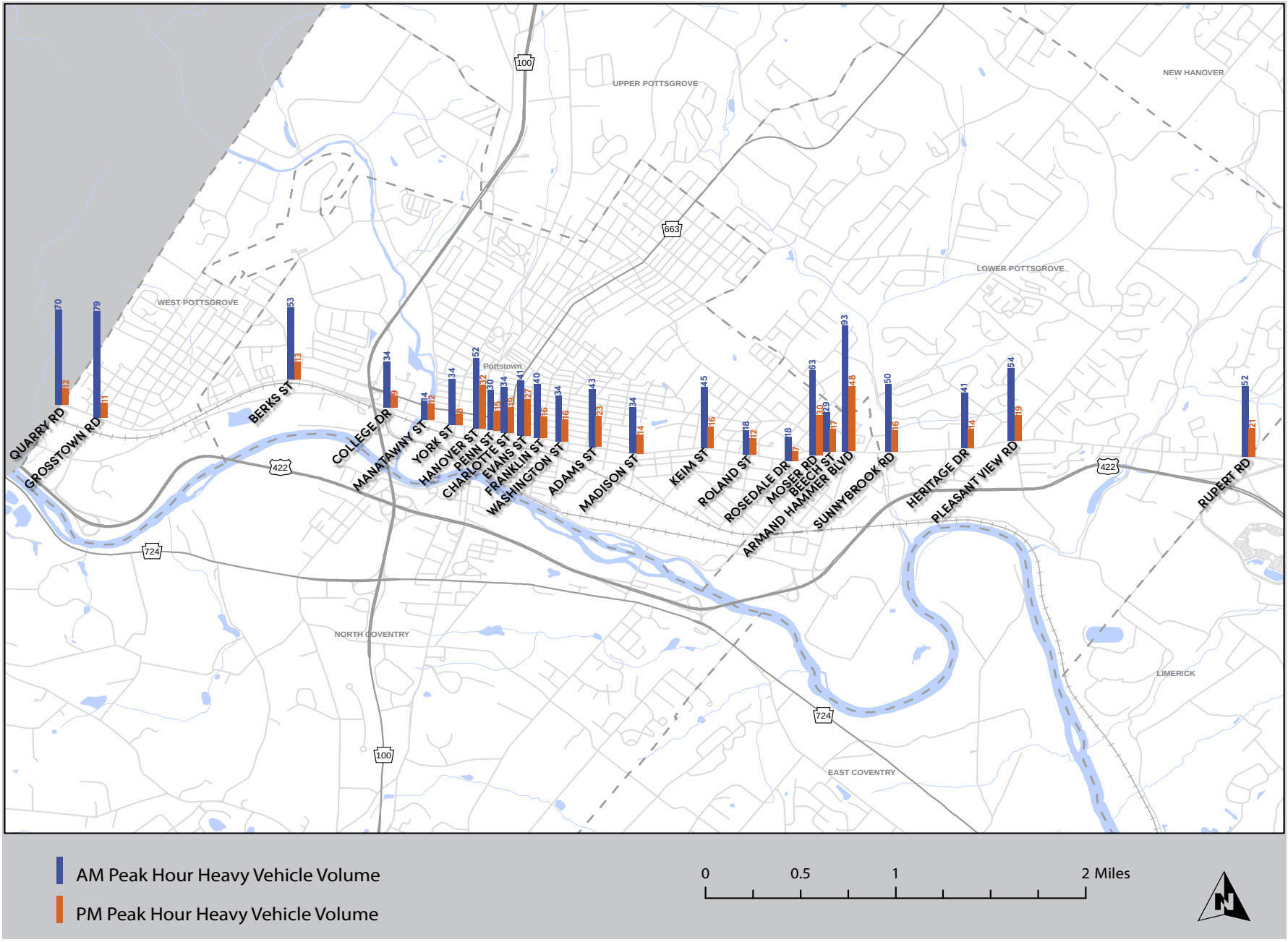
The existing peak hour performance of study intersections is largely stable and predictable, confirmed by traffic model results. In the PM peak hour, only the intersection of High Street and Pleasantview Road experienced a projected intersection delay of LOS D or worse. **Figure 5** shows the existing peak-hour LOS at each intersection. All recommendations provided in this report were not shown to significantly impact traffic conditions and therefore, are not discussed further in the individual subcorridor chapters.

FIGURE 1: PEAK HOUR TRAFFIC COUNTS – TOTAL



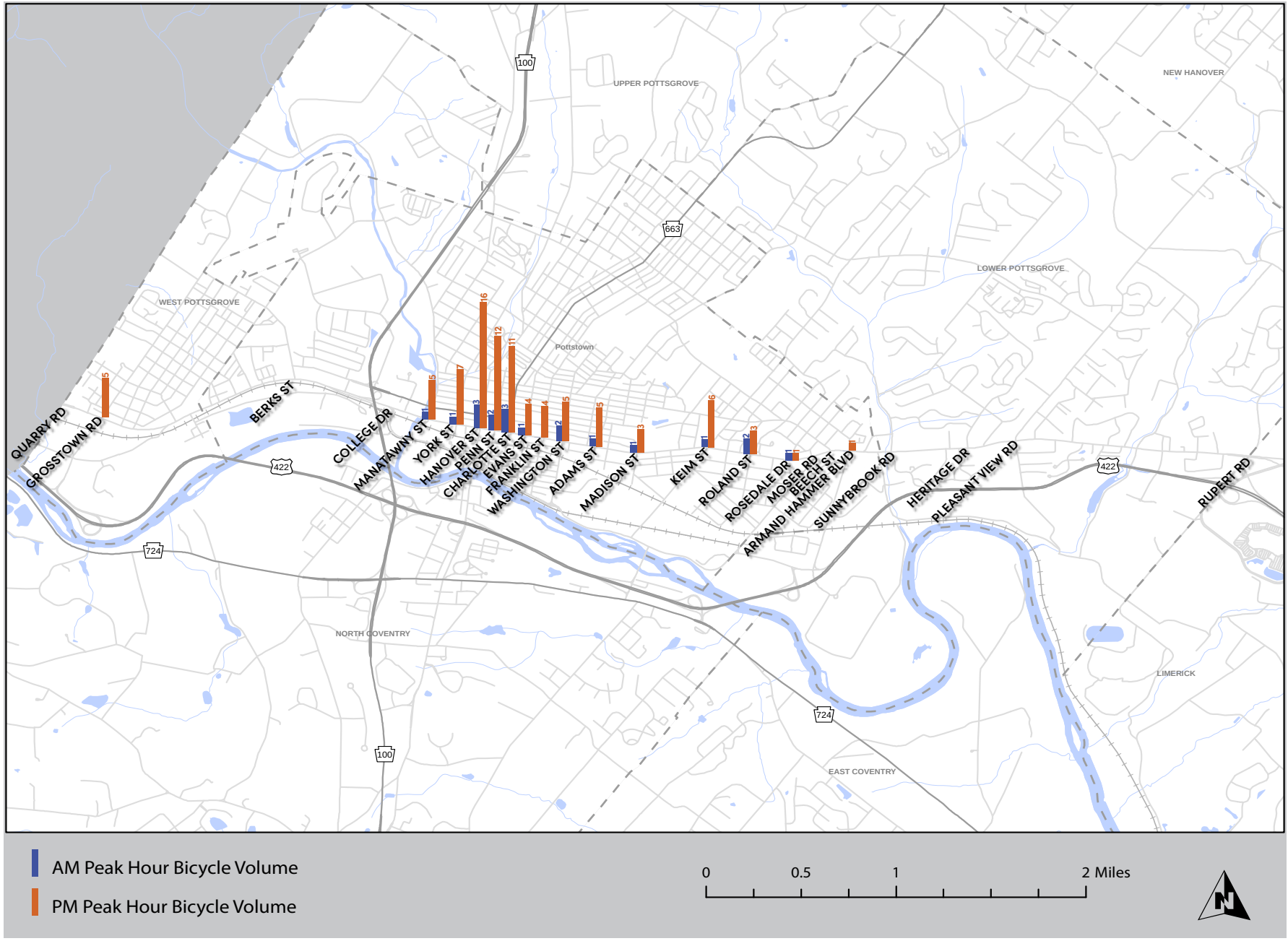
Source: DVRPC

FIGURE 2: PEAK HOUR TRAFFIC COUNTS - HEAVY VEHICLES



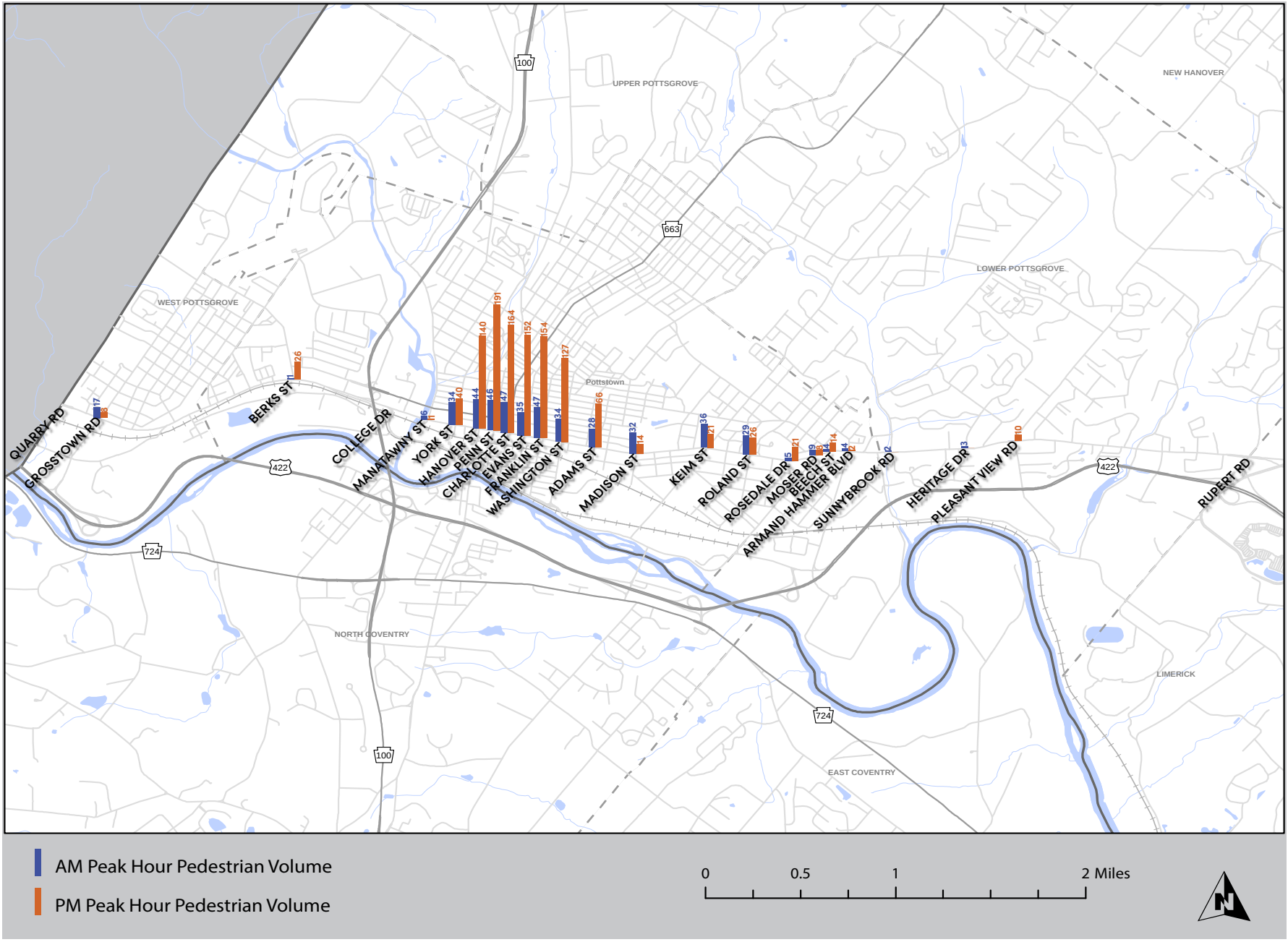
Source: DVRPC

FIGURE 3: PEAK HOUR TRAFFIC COUNTS – BICYCLES



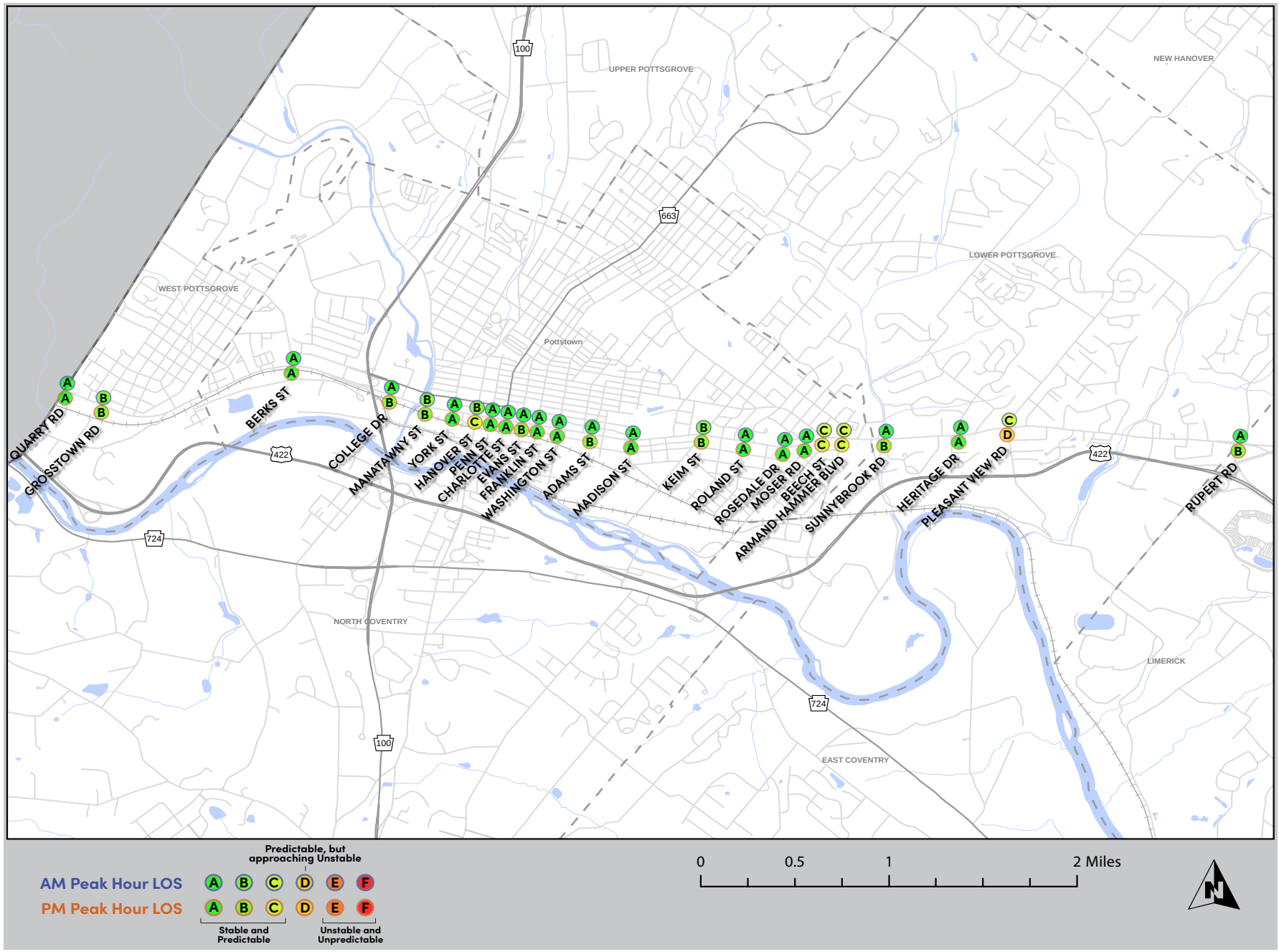
Source: DVRPC

FIGURE 4: PEAK HOUR TRAFFIC COUNTS - PEDESTRIANS



Source: DVRPC

FIGURE 5: 2019 EXISTING CONDITIONS PEAK-HOUR LOS



Source: DVRPC

Public Outreach

Public input was collected regarding multimodal issues in the study area via an online community survey. This information was used to guide the development of improvement recommendations.

Due to social distancing regulations from COVID-19, an in-person public meeting was not an option. In lieu of a meeting, an online community survey was published on the project website.

The survey was advertised via targeted social media advertisements. Additionally, the project steering committee and local community groups were provided a promotional toolkit with example social media posts and newsletter text.

Overall, 105 survey responses were received. Results are shown below.

Study Area Questions

The first questions were about the entire High Street Corridor in general (from Quarry Road to Rupert Road).

High Street Word Cloud

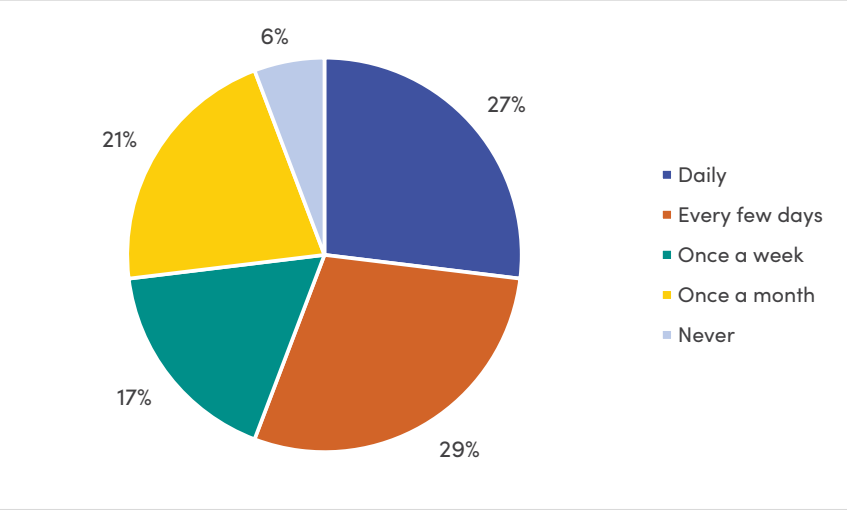
To get a better idea of the qualitative characteristics of the study area, survey respondents were asked to name three words that come to mind when they think of the High Street Corridor. A word cloud was generated with the responses. Only words appearing more than once are shown and the words with higher frequency are shown in larger, darker fonts.

High Street Corridor Word Cloud

High Street Corridor Use and Mode

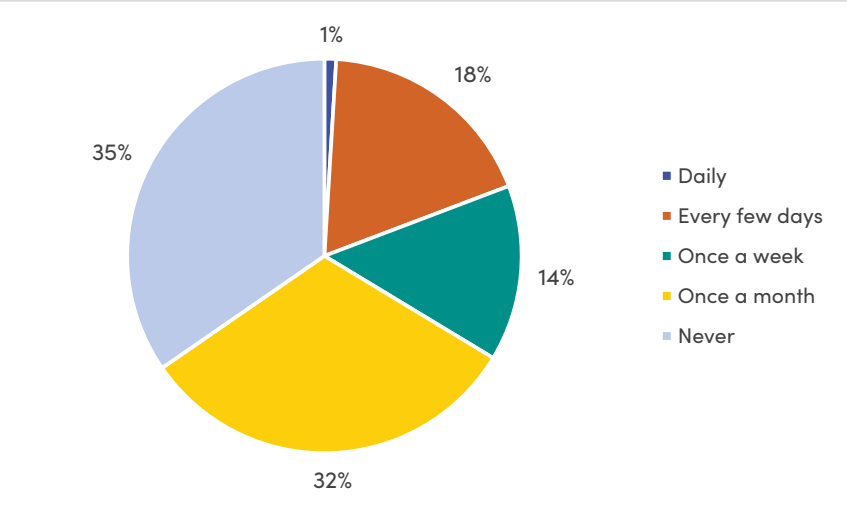
Survey respondents were asked how they use the corridor in order to characterize the users. The questions and results are shown below.

"Before social distancing, how often did you DRIVE along High Street?"



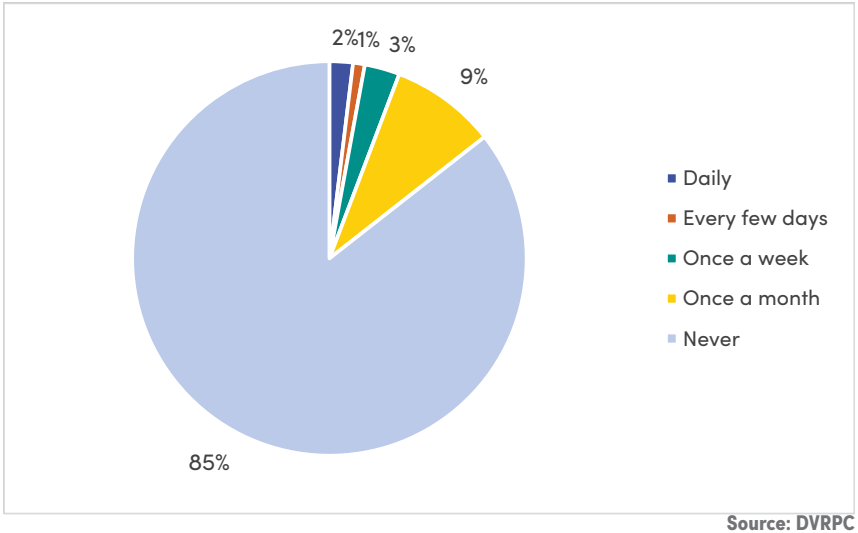
Source: DVRPC

"Before social distancing, how often did you WALK along High Street?"



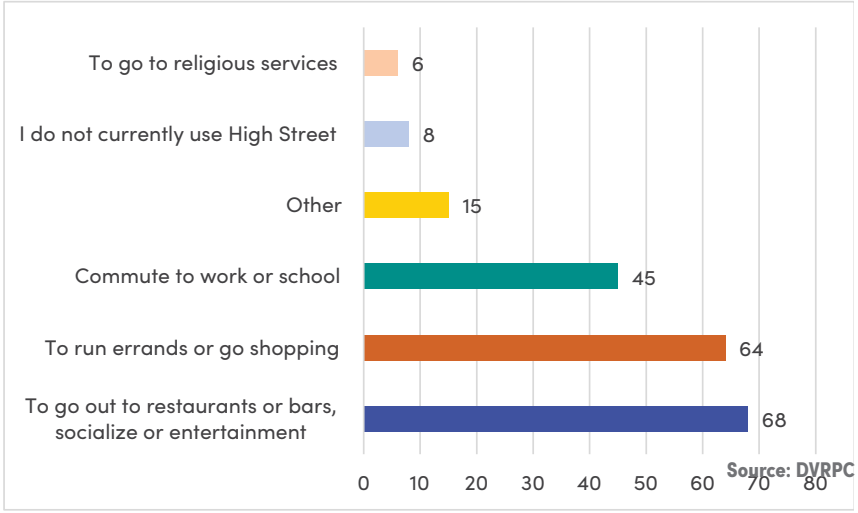
Source: DVRPC

"Before social distancing, how often did you BIKE along High Street?"



Source: DVRPC

"When you use High Street, what do you use it for? Check all that apply."

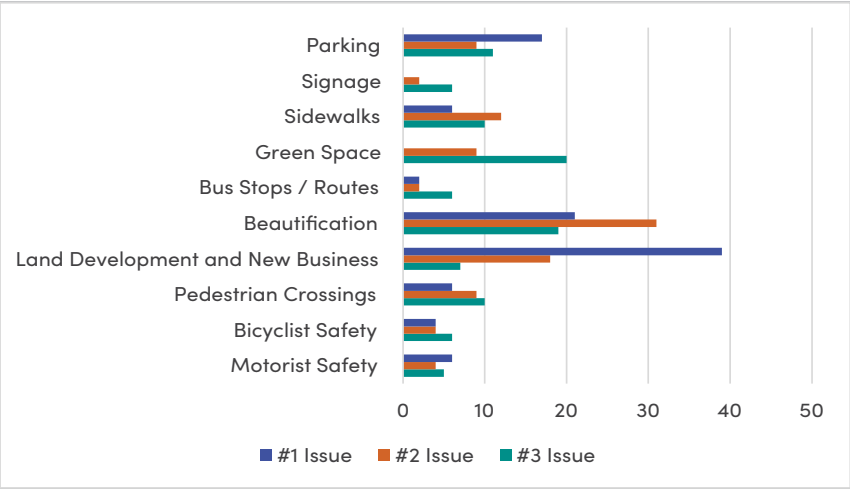


Source: DVRPC

High Street Corridor Priorities

Respondents were asked to define their top priorities along the corridor. The graph below shows the results.

"What are the three biggest issues for you along High Street between Quarry Road and Rupert Road? Pick three."



Source: DVRPC

The responses were weighted and the top three priorities for the corridor as defined by the community are:

1. Land Development and New Business;
2. Beautification; and
3. Parking.

CHAPTER 3

Study Approach

The recommendations for improvements along the subcorridor were based on the data collection and objectives.

Objective and Priorities

The DVRPC project team worked with the Montgomery County Planning Commission and the project steering committee to develop three main objectives for the High Street Corridor:

- promote roadway safety,
- accessible and multimodal corridor-wide design, and
- develop best practices for corridor planning in the region.

As described in the previous section, a community survey was developed and promoted to collect feedback from residents, business owners, and users of the High Street Corridor and the surrounding area. The results of the survey were used to develop the priority issues or areas to address in recommendations for each subcorridor.

Recommendations

Recommendations developed for the subcorridors along High Street fall within three general categories: policy, placemaking, and traffic-related. This section provides an overview of these types of recommendations, and the following chapters details specific recommendations for each subcorridor.

Policy

The following policies are recommended to address specific objectives and priorities throughout the High Street Corridor.

Complete Streets

"Complete streets" are designed and operated to enable safe access for all users, including pedestrians, bicyclists, motorists and transit users of all ages and abilities. Complete streets make it easy to cross the street, walk to shops, and bicycle to work. By adopting a Complete Streets policy, communities direct their transportation planners and engineers to routinely design and operate the entire right of way to enable safe access for all users, regardless of age, ability, or mode of transportation.[1]

Multiple Complete Streets policies are in place in the study area. Montgomery County adopted a Complete Streets policy in 2019 which applies to all county-owned roadways and county-funded projects[2]. PennDOT, the owner of High Street itself, emphasizes multimodal aspects of roadway projects as part of their PennDOT Connects program[3].

Beautification Grant Program

Survey respondents indicated that beautification of certain subcorridors was important to them. One way to work towards this goal is to develop a beautification grant program. The program would stimulate development by assisting property owners with projects that would make the area more appealing and attractive to users and new businesses.

The first step in developing a grant program would be securing funding. A locally administered program could be supported by local fundraising efforts, or by distributing funds from grants awarded for placemaking and beautification projects. Program administrators would then need to determine which types of projects and applicants are eligible and what portion of project costs the funds

[1] Source: www.health.pa.gov/topics/Documents/Programs/Walk%20Works/Complete%20Streets_Case%20Study_and%20Appndx_app102518.pdf

[2] Source: www.montcopa.org/DocumentCenter/View/26174/2019MontcoCompleteStreetsPolicy_WebFinal

[3] Source: www.penndot.gov/ProjectAndPrograms/Planning/Pages/PennDOT-Connects.aspx

would cover. For example, a successful beautification grant program in Carrollton, GA requires applications to match the grant funding 50/50, so the grant covers half of the project cost. A locally administered program would require an application process as well as staff time to review applications and administer funds. While the implementation and oversight would require a substantial effort, it would ensure that funds are allocated specifically to corridor beautification and would give the local administrators more control over where those dollars were spent along the corridor.

Alternatively, local municipalities could provide assistance to local property owners in applying for individual beautification grants. Assistance could be in the form of helping property owners identify applicable grant programs, aiding in the development of strong grant applications, and providing letters of local support.

As a starting point, DVRPC maintains a list of available municipal funding opportunities (www.dvrpc.org/funding/). Some of these options could work to support property owners directly, while others might support a locally administered grant program.

Incentive Programs

Hobart's Run has been proactive in nurturing neighborhood pride by offering two incentive programs. The Homeownership Incentive Program (HIP) encourages renters to become homeowners by providing forgivable loans to qualified buyers in their focus area. The Facade Improvement Grant Program provides small grants for projects such as painting, step repair, sidewalk repair, or certain landscaping efforts, which will improve the curb appeal of the property. These two programs can serve as an example for incentive programs in other parts of the High Street Corridor.[4]

Encourage Devlopment Consistent with Current Zoning

Zoning regulations are an important tool to help municipalities attract development and improve the aesthetics of an area. For example, West Pottsgrove's zoning ordinance was developed in coordination with PMRPC and MCPC and was adopted in 2009. It includes a variety of regulations aimed at improving the aesthetics of the area. A variety of zoning districts are present along the Sanatoga subcorridor through Lower Pottsgrove, including commercial and residential districts. The Gateway Interchange District, on the eastern end of the corridor, is intended to "provide attractive, well-designed commercial facilities which will enhance the visual image" at the entrance to Lower Pottsgrove and the High Street Corridor.

Adopting these types of zoning ordinances is a strong step towards achieving the overall goal of stimulating development by beautifying the area. However, zoning regulations are not applied immediately to existing properties. Zoning is enforced when local planning and/or zoning boards review development or redevelopment applications. Therefore, it will take time for these goals to be realized.

Access Management

Driveway access should be designed with safety as the number one priority. Pottstown's zoning ordinance limits the number of driveway access points permitted for each lot, which helps to reduce the number of conflict points with pedestrians on the sidewalks or cyclists in the bicycle lanes they may cross. The following principles should be considered when designing driveway access[5]:

- Distance from intersections: Traffic entering or exiting a driveway should not interfere with the movement of vehicles through intersections.
- Reduction of conflict points: Driveways should be placed in locations where the fewest conflicts will arise between turning vehicles and other vehicles, buses, cyclists, and pedestrians.
- Separation from through traffic: Vehicles slowing down to enter a driveway should avoid doing so in through travel lanes to reduce the number of collisions.
- Wayfinding: Clear signage can help drivers plan their movements, reducing the number of crashes that result from last-minute lane changes or turns.

[4] Source: hobartsrunpottstown.org/property-pride

[5] Source: nacto.org/docs/usdg/standards_for_access_non_motorized_and_transit_ann_arbor.pdf

Placemaking

Placemaking is the process by which public spaces can be reimagined and redesigned to better support the communities that use them by creating spaces that people can live, work, play, & learn in. The process of placemaking is collaborative, relying on input from community members to maximize the shared value of the space. The process of placemaking looks at a space holistically, rather than narrowing in on a particular area or feature within a space.

Placemaking goes beyond the physical design of a space, taking careful consideration to the physical, cultural, & social identities that define it. Placemaking allows users to reimagine the spaces they inhabit, establishing a strong bond between not only communities and their public spaces, but within communities themselves. Because of the collaborative nature of placemaking, the process shows community members how strong their collective visions can be. These are the characteristics which help to create a successful place.

Successful public spaces are:

- accessible to people of all ages and abilities;
- maintained, with regularly scheduled events, activities, and cleaning;
- safe from violence and crime of all kinds; and
- sociable, with seating, shade, and other amenities that encourage users to spend time and relax.

Placemaking tools include:

- Furnishings;
- Gateway Treatments;
- Landscaping;
- Lighting;
- Public Art;
- Signage; and
- Vendors.

Placemaking improvements would greatly enhance the pedestrian experience, making the area safer for pedestrians and also supporting the small businesses that call High Street home.

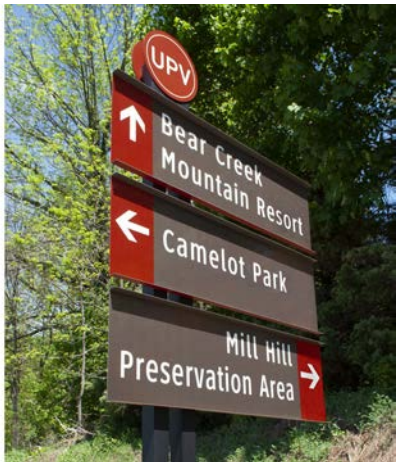
High Street boasts many characteristics that make the Downtown an excellent candidate for placemaking improvements. High Street is a very wide roadway (roughly 60 feet in width) with a speed limit of 25 mph. For most of the downtown section, the west section of the roadway has back-in angled parking while the east section has parallel parking spots. Most of the Downtown parking is metered and several paid parking lots line the main street. There is also plenty of residential parking on surrounding streets. High Street is served by the Pottstown Area Rapid Transit (PART) service, which is a bus service that has routes all over Pottstown, Stowe, and Pottsgrove, as well as SEPTA bus service. The roadway also has one eastbound and one westbound bike lane in the Downtown portion, making the roadway safer and more comfortable for cyclists. High Street holds several features that make it safe and pleasant for pedestrians to enjoy while traveling the corridor. With the recent installation of crossing signals and ADA ramps, crossing the wide roadway has become much safer for pedestrians. Amenities such as seating, street trees & potted planters, trash & recycling receptacles, and some lighting fixtures line the Downtown. Tying the Downtown together, High Street hosts many preserved facades along the western end of the Downtown area. All of these features culminate together to create a typical main street downtown within a small/medium-sized community.

Placemaking in Philadelphia, PA
Source: DVRPC

Gateway Signage

Gateway signage should be placed along High Street at its intersections with Manatawney Street, the western downtown border, and Adams Street, the eastern downtown border. These are the two most obvious entrance points to the downtown region and serve as welcome points to downtown Pottstown. These treatments could be constructed using stone and steel, which are two resources that reflect on the past and present industrial businesses that operated in the area.

Gateway Treatment in Media, PA
Source: DVRPC



Wayfinding signage in Upper Perkiomen Valley, PA
Source: Entro | CVE Design

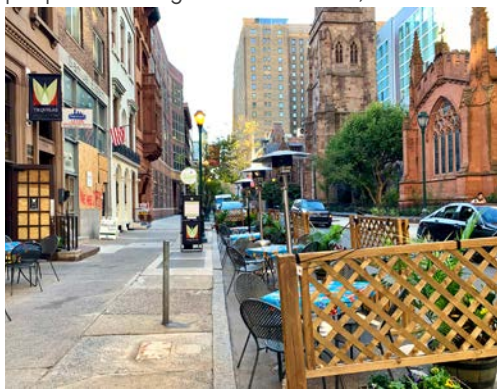
Wayfinding signage in Philadelphia, PA
Source: L&H Companies, Reading, PA

Wayfinding Signage and Lighting

Wayfinding signs should be placed in central locations along High Street in Pottstown. Signs should be visible to the roadway, drawing drivers as well as pedestrians to significant locations in the area, such as popular restaurants and parks. Inadequate lighting has also been a complaint among residents and visitors of High Street. Therefore, wayfinding signage should be combined with added lighting fixtures to increase safety efforts.

Parklets/Pocket Parks

These parks are often set up in place of a parking spot in densely populated areas and consist of seating and landscaping amenities to create a sense of place for specific businesses. Restaurants often create parklets in place of a parking space to use for outdoor seating for people dining at their business. These improvements would make a great case for using tactical urbanism as a placemaking tool. Parklets can be rolled out in stages and studied for their effectiveness in front of participating businesses along the corridor. This could be a great way to draw people to the High Street Terminal, which houses several small businesses.



Parklet in Philadelphia, PA
Source: DVRPC

Traffic

Traffic-related recommendations prioritize safety for all users, paying specific attention to vulnerable users such as pedestrians and bicyclists. A variety of data types were analyzed to identify places where traffic-related improvements would be most beneficial and to determine which types of changes were necessary. For example, crash data was used to determine locations needing geometric improvements. For any recommendations changing vehicular operation along the corridor, such as changing the number of lanes or lane designation, the team relied on traffic modeling software to ensure the changes would not cause substantial vehicle delay.

Recommendations were also made for intersection safety enhancements, such as pedestrian crossings or bumpouts. This first image shows a curb bumpout, which

Curb Bumpout in Glassboro, NJ
Source: DVRPC

Midblock Crossing
Source: NACTO

helps by making it easier for drivers to see pedestrians while also shortening the crossing distance at an intersection.

The second image shows an example of a midblock crossing, or a crosswalk where vehicles are not required to stop unless there is a pedestrian crossing the street. This particular instance includes a refuge island in the middle of the roadway to enhance safety.

The last image shows an example of a street after a road diet. A typical road diet strategy reduces the number of travel lanes on a roadway cross-section. The most common application of a road diet is the conversion a four-lane roadway into three lanes, with one travel lane in each direction and a two-way left-turn lane in the center. In this case, a lane is removed from either direction and a center turn lane is installed in order to provide bike lanes, increasing safety for all users.

Road Diet in Santa Barbara, CA
Source: www.pedbikeimages.org

Road diet projects have been around for several decades and are in use on roadways all across the world. Good road diet locations include transit corridors, popular bike/pedestrian routes, commercial reinvestment areas/enterprise zones, historic streets, scenic roads, and entertainment districts/main streets.

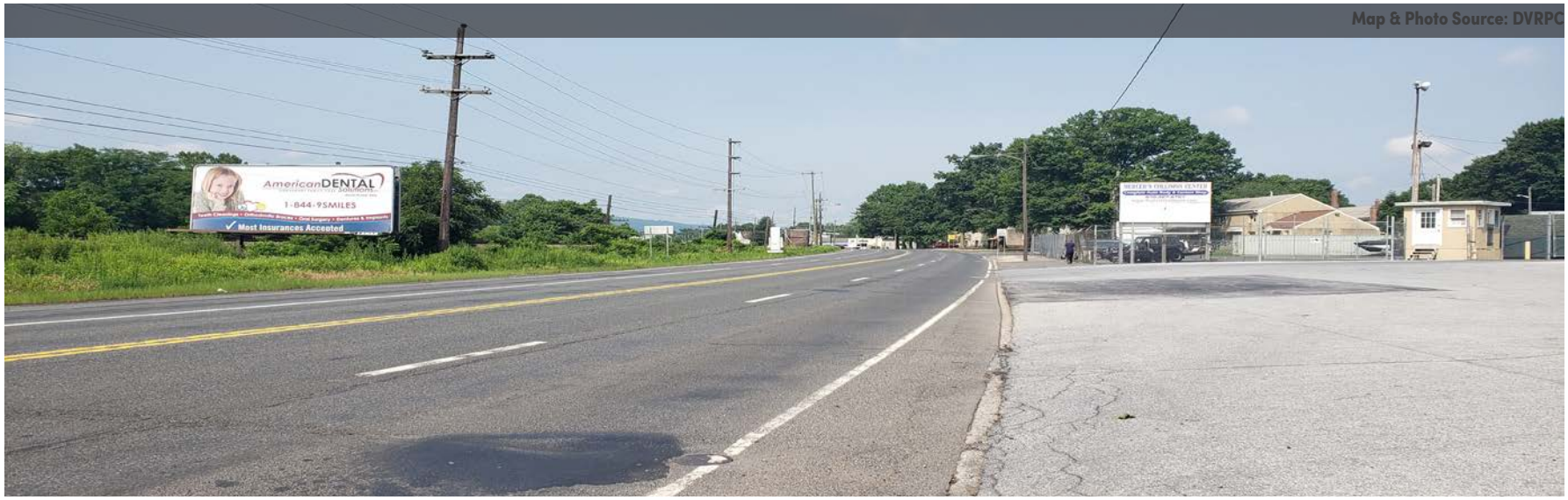
Road diets can help achieve safety, access, or design objectives. Research indicates that correctly-implemented road diets rarely reduce roadway capacity or divert traffic. Road diets are increasingly popular as communities and traffic engineers embrace safety and the need for multi-modalism on their roadway network.[6]

[6] Source: www.dvrpc.org/Reports/MIT016.pdf

CHAPTER 4

Stowe

QUARRY ROAD TO COLLEGE DRIVE



Map & Photo Source: DVRPC

Stowe Subcorridor
Source: DVRPC

Background

The westernmost subcorridor is Stowe, which stretches from Quarry Road in West Pottsgrove to College Drive in Pottstown. There are two vehicle lanes in each direction and the posted speed limit is 40 miles per hour (mph). Some characteristics of this portion of High Street are industrial land uses, lack of pedestrian and bike facilities, and heavy truck traffic.

Existing Conditions

Data was collected to define the existing conditions of the High Street Corridor. The following subsections detail the data collected.

Land Use

The study corridor boasts a variety of adjacent land uses. In the west, the Stowe section borders mainly commercial and industrial businesses. These businesses typically have on-site parking and are further set back from the roadway than in other areas. The land uses along the Stowe Subcorridor are shown in **Figure 6**.

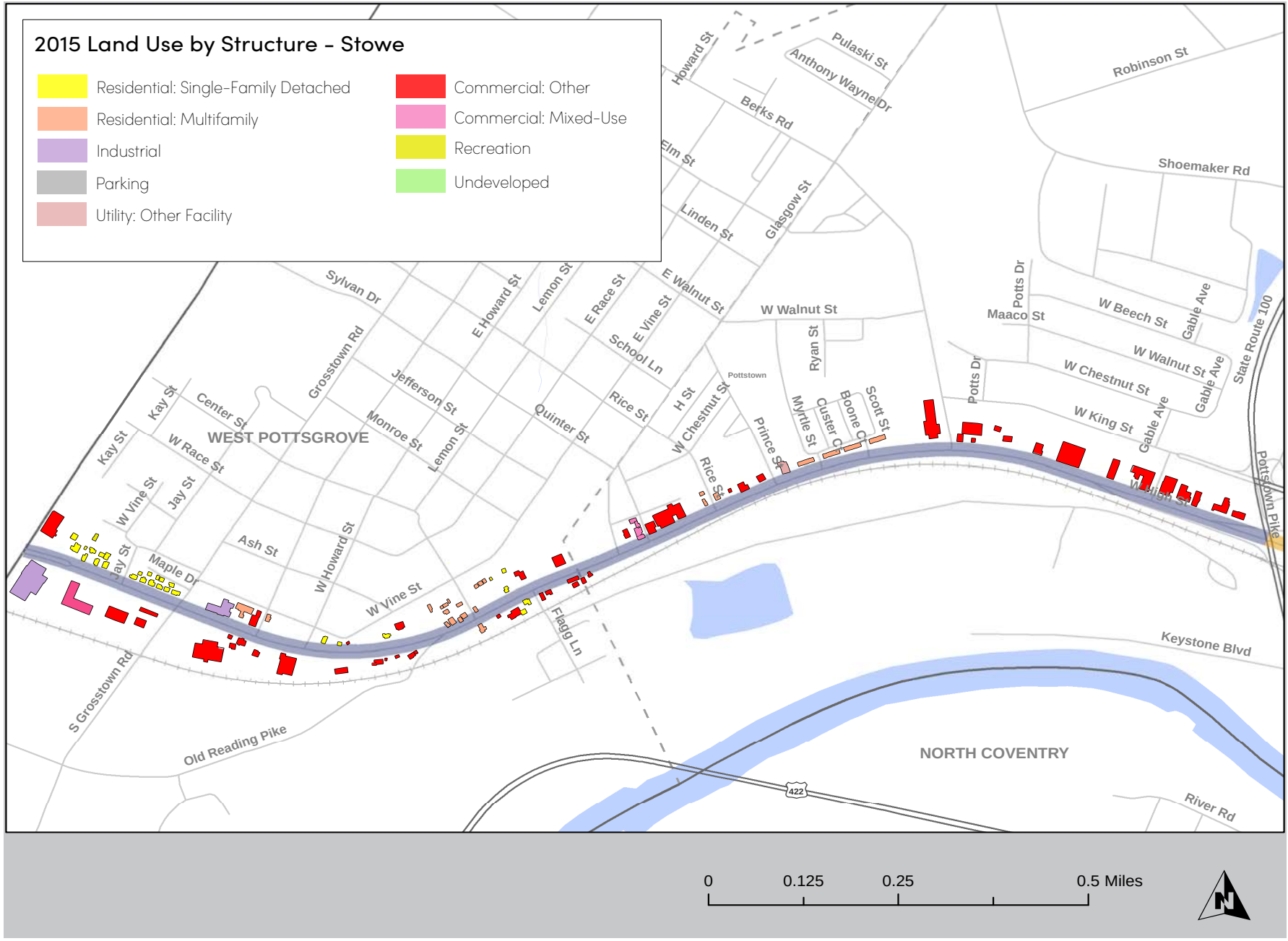
Crash Analysis

A total of 115 reported crashes occurred in the Stowe Subcorridor during a 5-year study period, from 2014 through 2018. Four of these crashes involved a pedestrian and 1 crash involved a bicyclist. The lack of pedestrian and bike facilities in Stowe create unsafe conditions for these users. The crashes along the Stowe Subcorridor are shown in **Figure 7**.

Two of the 5 intersections with the highest crash rates along High Street are within this subcorridor. A total of 32 crashes occurred at Grosstown Road over the 5-year analysis period. Of these, 27 were angle crashes and 3 were head-on, two of the most dangerous crash types. Thirteen of the crashes at this intersection involved injury. The crashes at Grosstown Road are shown in **Figure 8**.

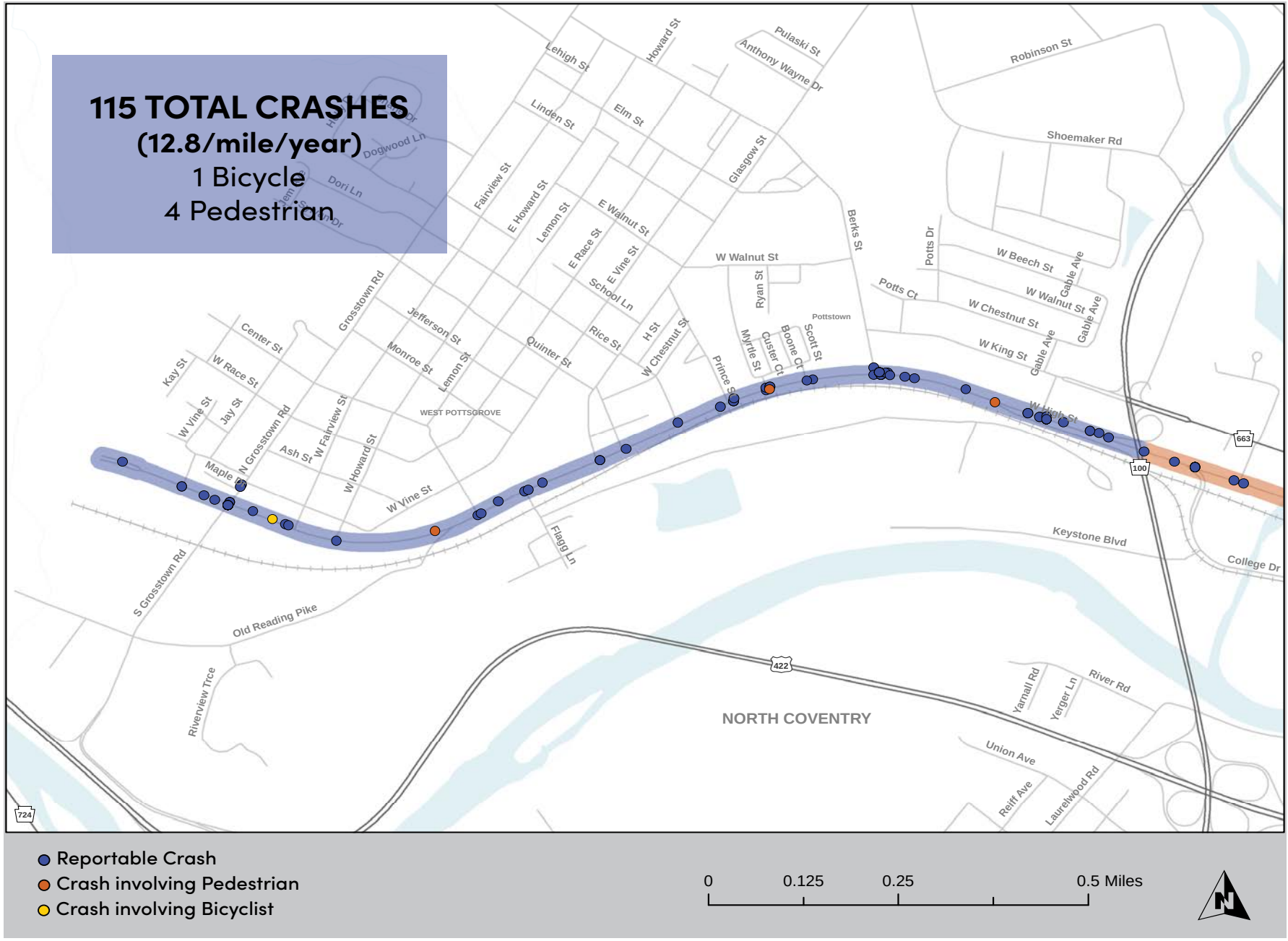
A total of 26 crashes occurred at Berks Street over the 5-year analysis period. Of these, 11 were rear-end crashes, which could be caused by visibility issues. Three of the crashes involved hitting fixed objects, which might indicate speeding. Twelve of the crashes at this intersection (46 percent) involved injury. The crashes at Berks Street are shown in **Figure 9**.

FIGURE 6: LAND USE - STOWE



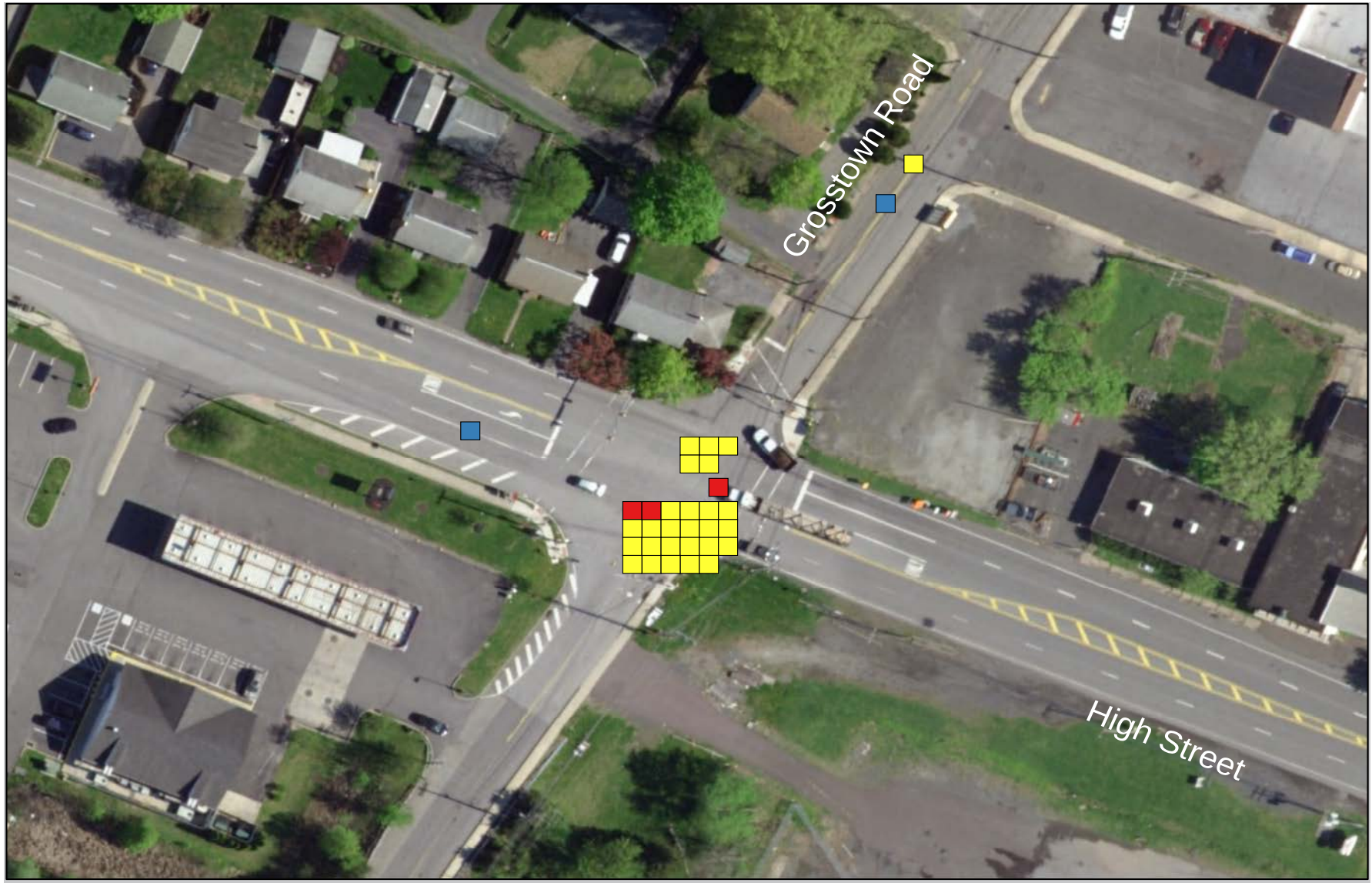
Source: DVRPC

FIGURE 7: CRASHES - STOWE (2014-2018)



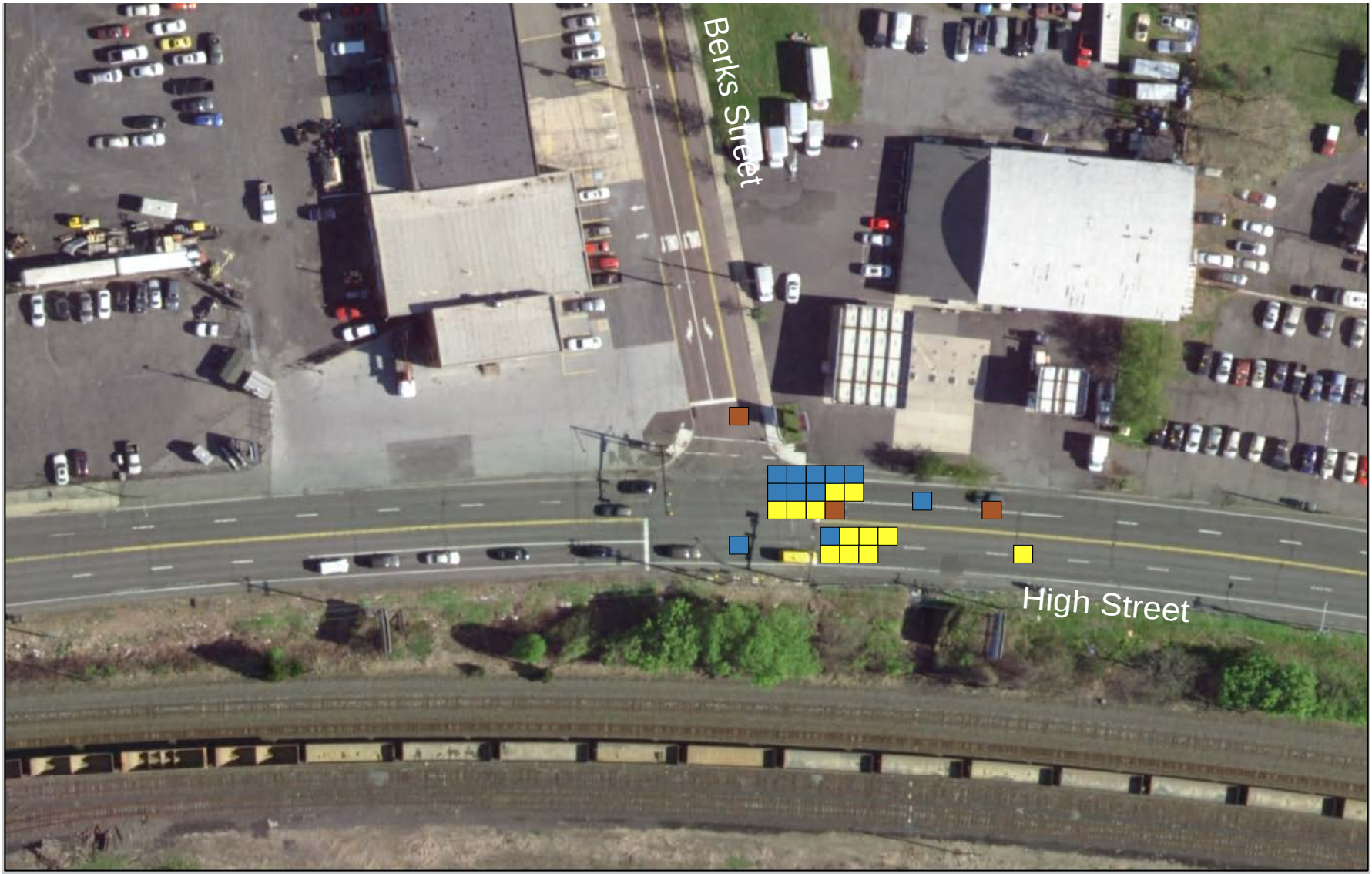
Source: PennDOT

FIGURE 8: INTERSECTION CRASHES - GROSSTOWN ROAD (2014-2018)



Source: PennDOT

FIGURE 9: INTERSECTION CRASHES - BERKS STREET (2014-2018)



Source: PennDOT

Survey Priorities

The information below was drawn from the online community survey and refers to the questions specific to the Stowe Subcorridor.

Stowe Word Cloud

"What three words come to mind when you think of High Street between Quarry Road and College Drive?"

The responses were compiled into a word cloud generator. Only words with a frequency of 2 or more are shown.

Stowe Priorities

"What are the top 3 biggest issues for you along High Street between Quarry Road and College Drive?"

The responses were weighted and the top three priorities for the Stowe Subcorridor were:

1. Land Development and New Business;
2. Beautification; and
3. Sidewalks.

Defined Objectives

In collaboration with the planning partners and steering committee, the defined objectives for the Stowe Subcorridor were:

STOWE DEFINED OBJECTIVES

- Create safe places for pedestrians to cross High Street and connect to nearby trails.
- Encourage development of underutilized parcels along the corridor.
- Improve safety for all road users.

Stowe Subcorridor
Source: DVRPC

Recommendations

The following are the recommendations for the Stowe Subcorridor based on the identified objectives and priorities from the online survey. Acknowledging that resources are limited and corridor improvement projects can be expensive, recommendations are presented in order of relative priority. Those listed first are expected to have the greatest positive impact in moving towards the subcorridor objectives.

Intersection safety enhancements

Intersection safety enhancement recommendations were made based on crash analysis. Specific intersections with high crash rates were High Street and Grosstown Road and High Street and Berks Street (shown as **1** on **Figure 10**). The proposed recommendations for this intersection are shown in **Figure 12**.

In order to increase pedestrian safety at the intersection of High Street and Grosstown Road, crosswalks should be restriped. A high number of angle crashes were reported at this intersection. To make left turns safer, introduce a traffic calming measure to better control the movement, making it more perpendicular, which will also reduce speed to improve reaction time and visibility. This can be accomplished by hardening the median. Some low cost materials for this include Quick Kurb or flexible posts. The image to the right shows an example of this treatment, where the center yellow line is "hardened" by installing Qwick Kurb on the pavement and flexposts to prevent vehicles from crossing the median.

The intersection of High Street and Berks Street has a history of rear-end crashes. These could be reduced with advance signal signs along High Street, as well as radar speed signs to limit speeding.

Sidewalk completion

The sidewalk network is recommended to be completed in targeted locations along the corridor to enhance pedestrian accessibility and safety (shown as **2** on **Figure 10**). Sidewalk completion projects should be prioritized at bus stop locations and for trail access, such as at the intersection of High Street and Grosstown Road as shown in **Figure 11**. This would provide access to the Schuylkill River Trail and a safe location for PART bus riders.

Encourage development consistent with zoning

The majority of the High Street Corridor through West Pottsgrove is zoned as commercial on both the north and south sides of the road, with the exception of the westernmost two blocks on the north side, which is residential. West Pottsgrove's zoning ordinance was developed in coordination with PMRPC and MCPC and was adopted in 2009. It includes a variety of regulations aimed at improving the aesthetics of the area such as:

- Directing parking to the rear of buildings and restricting the amount of off-street parking in front of buildings;
- Consolidating driveway access when possible;
- Requiring landscaped buffers along the street frontage and screening waste and recycling containers.

High Street Beautification Grant Program

The Beautification Grant program described in the policy section of Chapter 3 was also specifically recommended for the Stowe Subcorridor. The program would stimulate development by assisting property owners with projects that would make the area more appealing and attractive to users and new businesses.

Road Diet

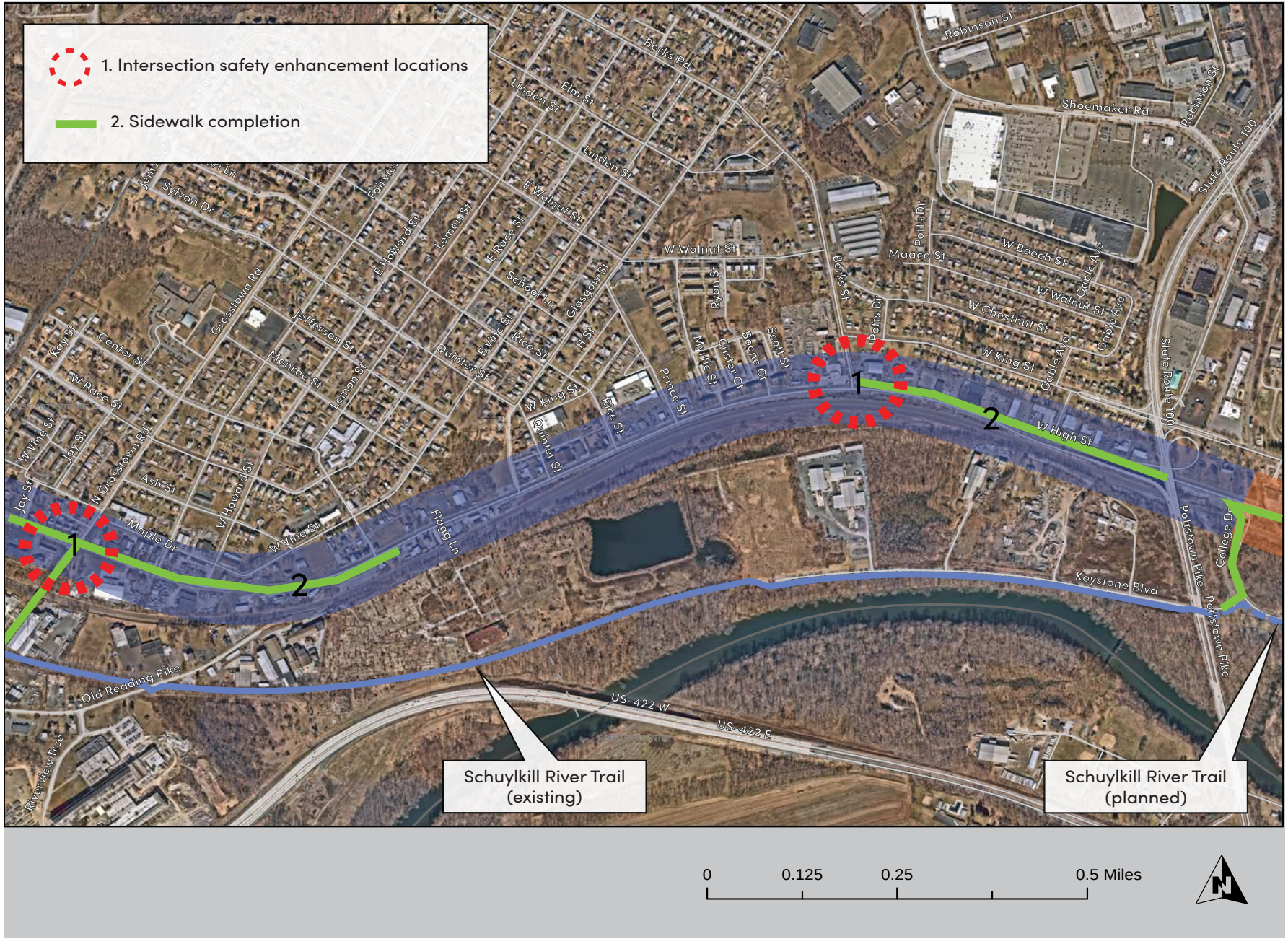
Because the cross-section differs from the central portion of High Street and lacks bike facilities, there is an opportunity for a road diet along High Street from Quarry Road to College Drive. The proposal includes reducing the roadway from 4 lanes to 3—one lane in each direction with a center turn lane—and continuing the bike lanes on either side, as shown in **Figure 11**. These would connect to the existing bike lanes in the Downtown subcorridor and provide for a more robust bike network in the area. Road diets are known to calm traffic, enhancing safety for all users. The new configuration was modeled and shown to operate under steady and predictable conditions. Vehicle delay would not be significantly impacted by implementation of a road diet.

Hardened Median
Source: NYC.gov

Figure 11 shows the existing conditions and recommendations at the intersection of High Street and Grosstown Road, highlighting another portion of the proposed road diet along High Street.

While this kind of improvement might take a while to be implemented, a portion of the road diet may be able to be completed simultaneously with an upcoming PennDOT resurfacing project.

FIGURE 10: STOWE RECOMMENDATIONS



Source: DVRPC, Nearmap 2020

FIGURE 11: STOWE SUBCORRIDOR CONCEPT – GROSSTOWN ROAD

Concept created in Remix, 2021

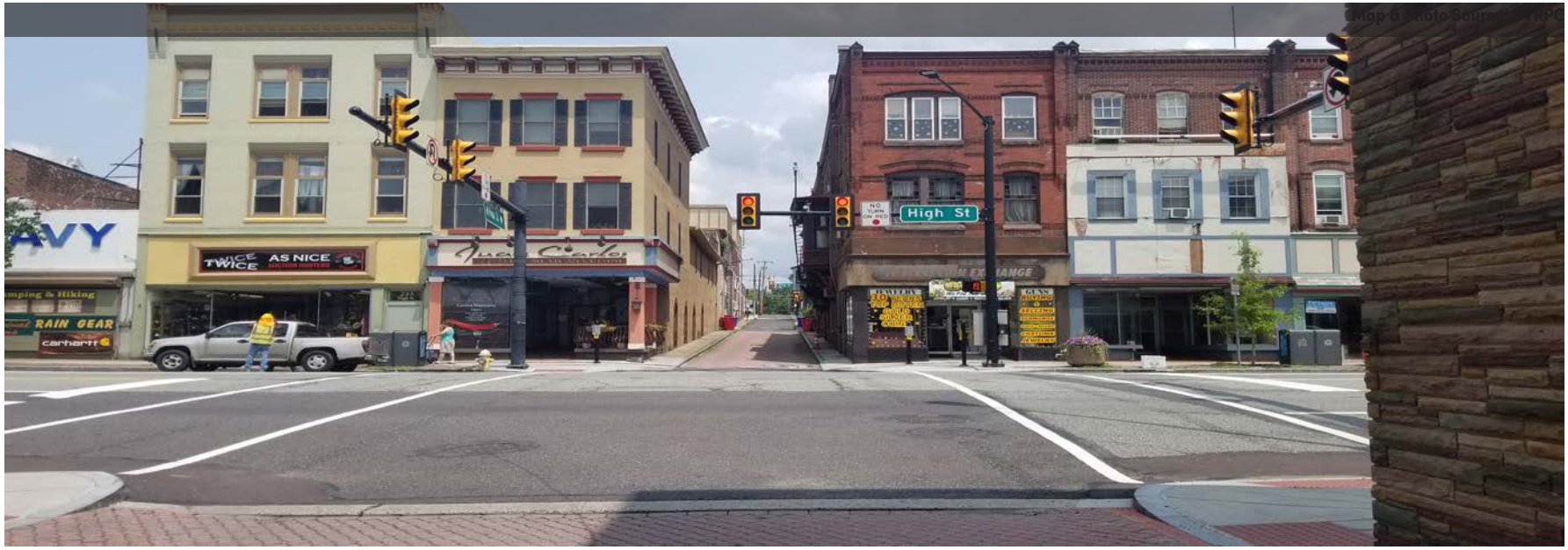
FIGURE 12: STOWE SUBCORRIDOR CONCEPT - BERKS STREET

Concept created in Remix, 2021

CHAPTER 5

Downtown

COLLEGE DRIVE TO ADAMS STREET



Downtown Subcorridor
Source: DVRPC

Background

The second subcorridor is Downtown, which extends from College Drive to Adams Street. In this section of High Street, there is one lane in each direction with a center turn lane. There is on-street parking with back-in diagonal parking on the north side and parallel parking on the south side. This is the commercial core of High Street.

Existing Conditions

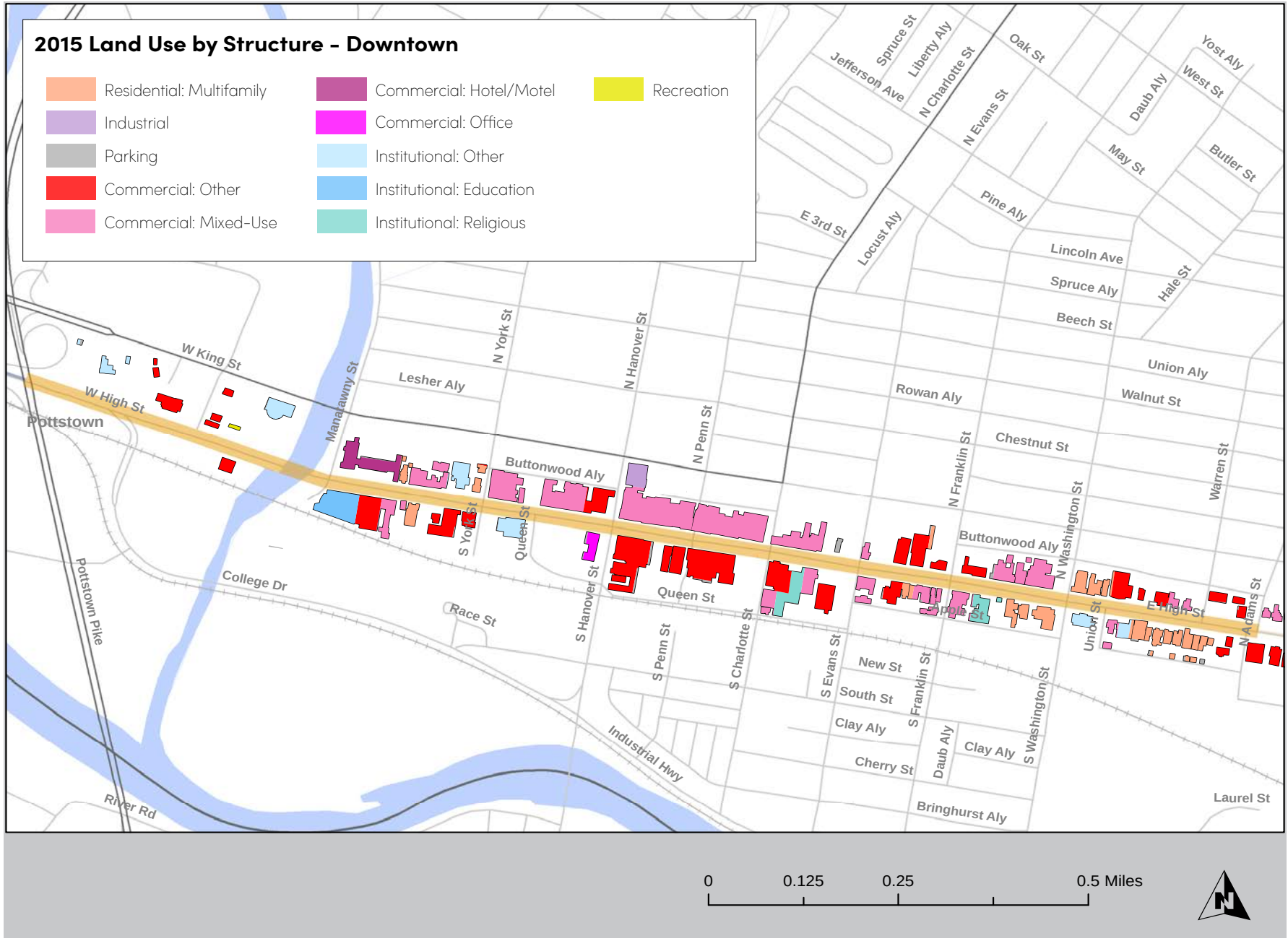
Land Use

Heading east under the PA-100 overpass gives way to the denser and more pedestrian-friendly downtown of Pottstown. In this area, the older buildings bordering the street harbor mixed uses, giving way to quieter, tree-lined streets past Adams Street. The land uses along the Downtown Subcorridor are shown in **Figure 13**.

Crash Analysis

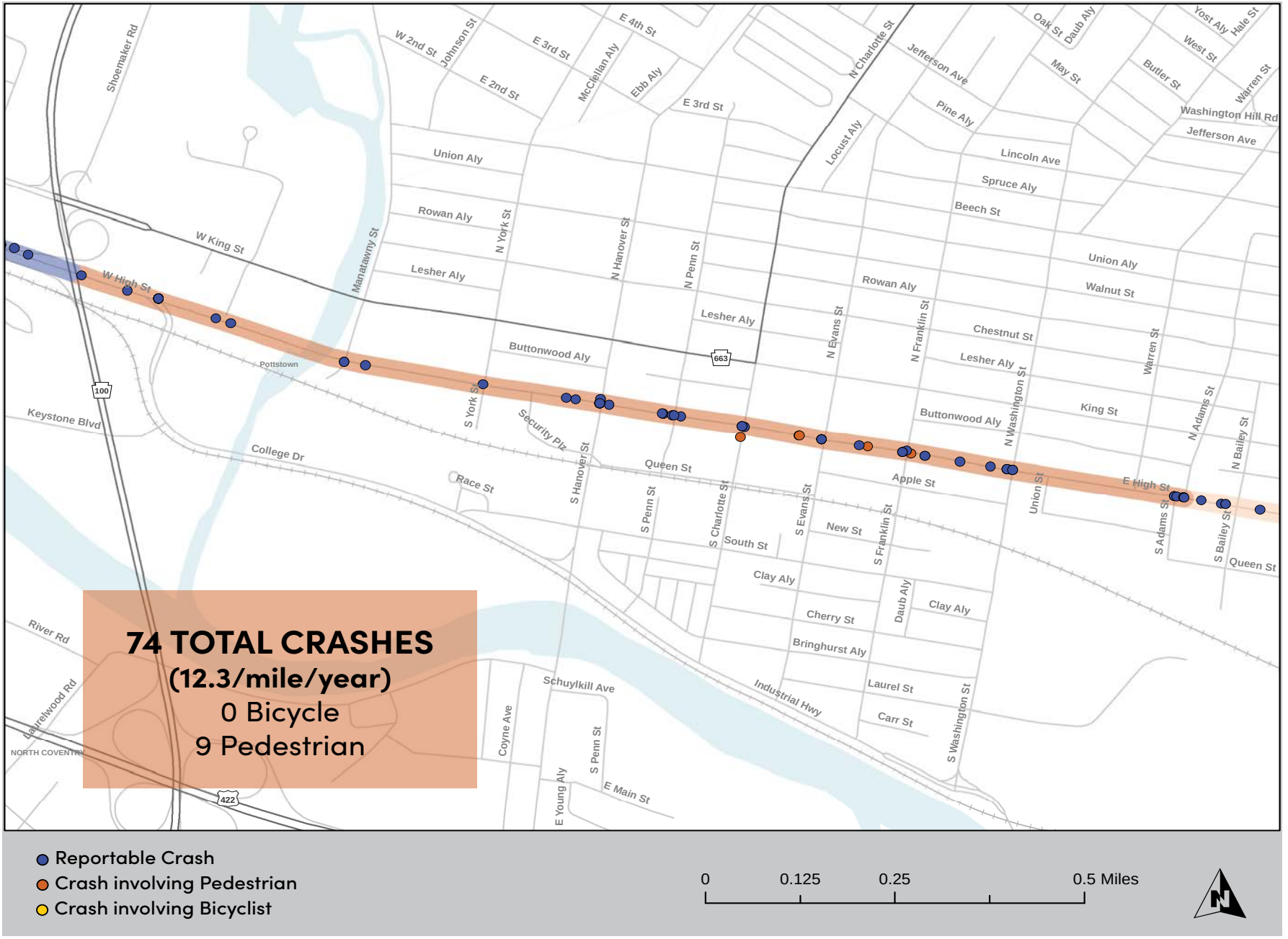
A total of 74 reported crashes occurred in the Downtown Subcorridor during a 5-year study period, from 2014 through 2018. Nine of these crashes involved a pedestrian and none involved bicyclists. This area of High Street has the highest volume of pedestrians and cyclists, but there are bike lanes present. The crashes along the Downtown Subcorridor are shown in **Figure 14**.

FIGURE 13: LAND USE - DOWNTOWN



Source: DVRPC

FIGURE 14: CRASHES - DOWNTOWN (2014-2018)



Source: PennDOT

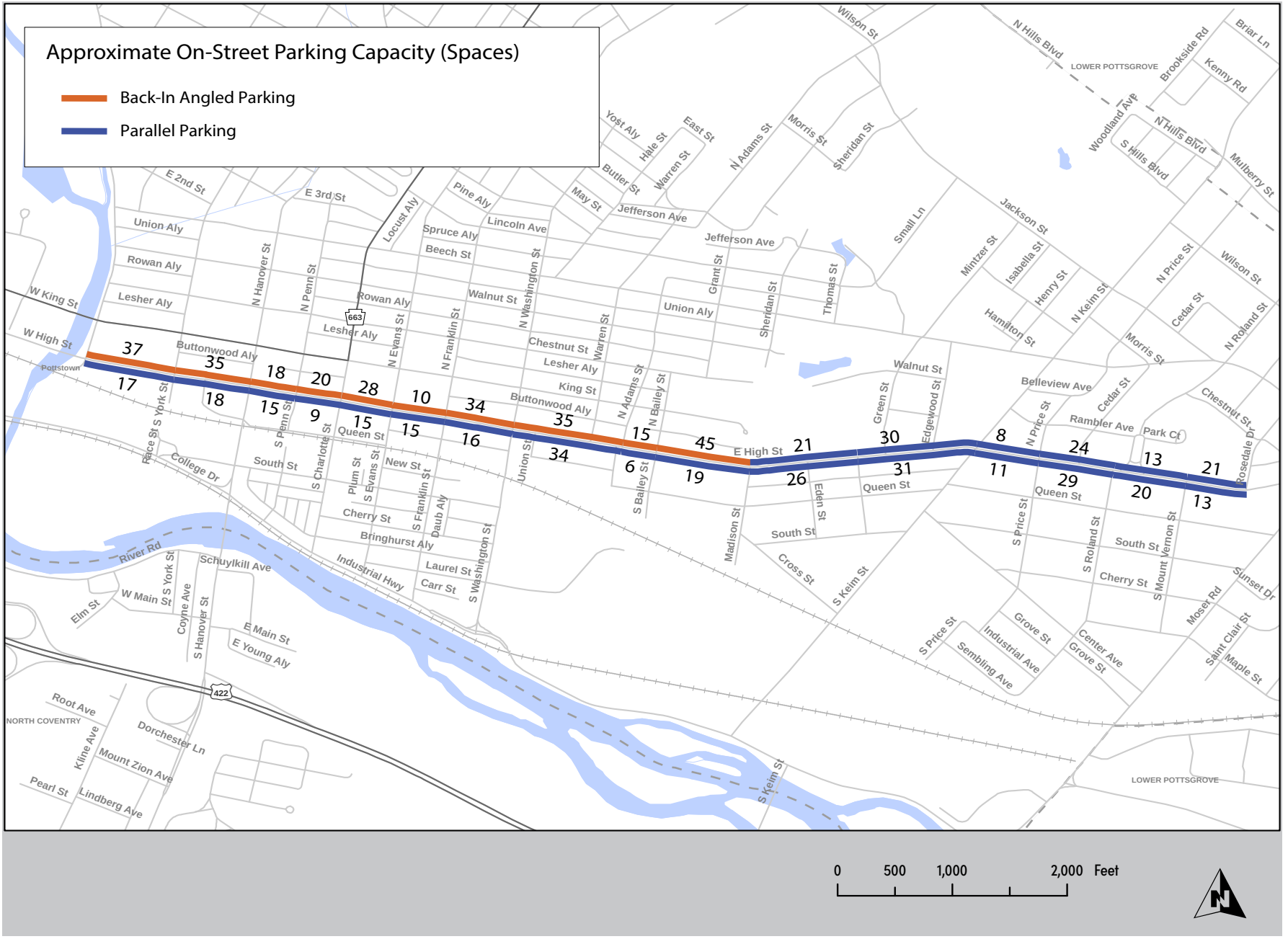
Parking Study

A parking study was performed to assess the capacity and utilization of on-street parking in the Downtown, Hobart's Run, and Pottstown Hospital sections of the study corridor. Parking capacity is higher in the Downtown section, due to the back-in angled parking on High Street's north side.

The on-street parking availability by block is shown in **Figure 15**. The weekday midday parking utilization is shown in **Figure 16** and the Friday evening parking utilization is shown in **Figure 17**.

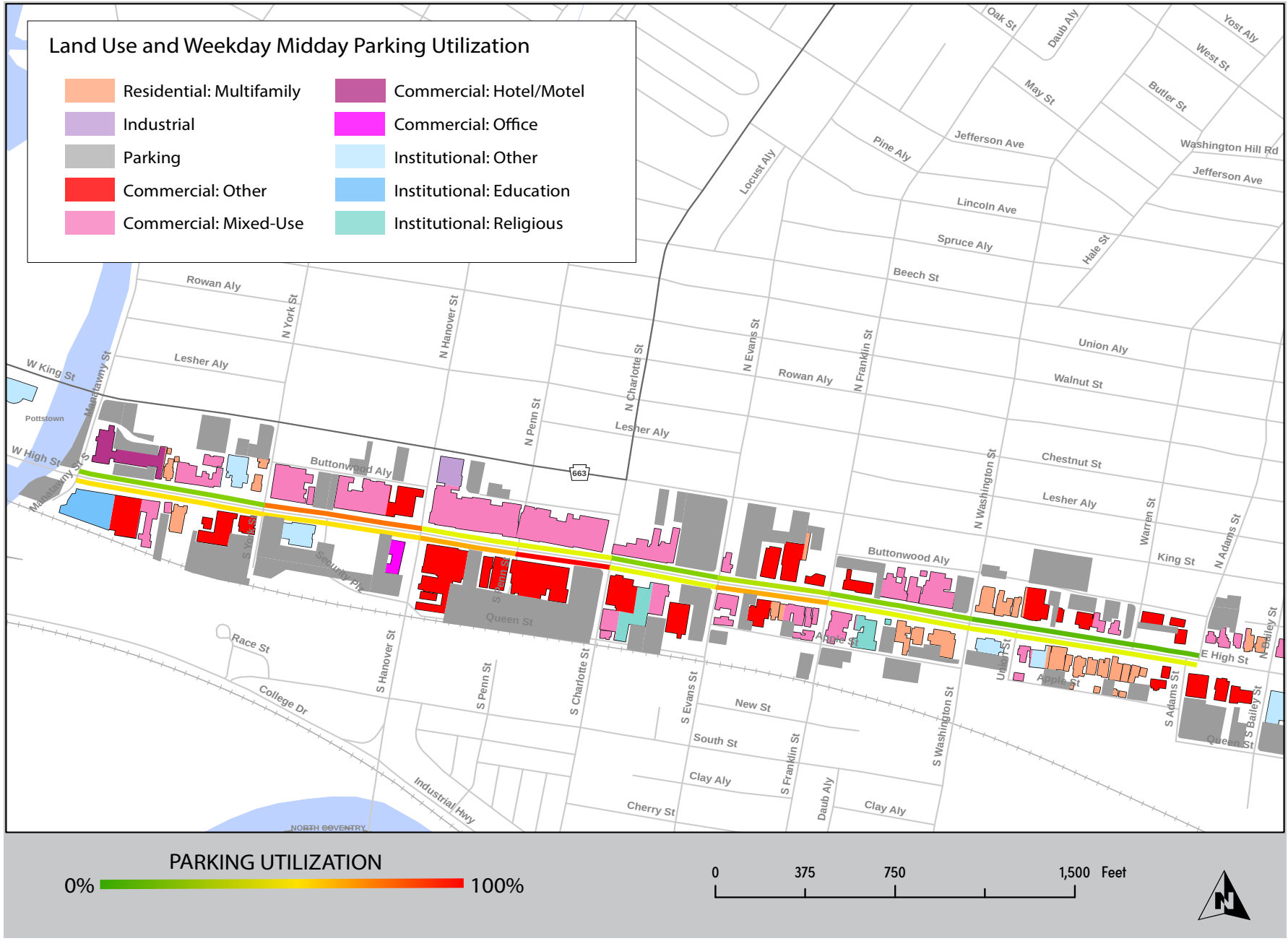
Downtown Subcorridor
Source: DVRPC

FIGURE 15: ON-STREET PARKING AVAILABILITY



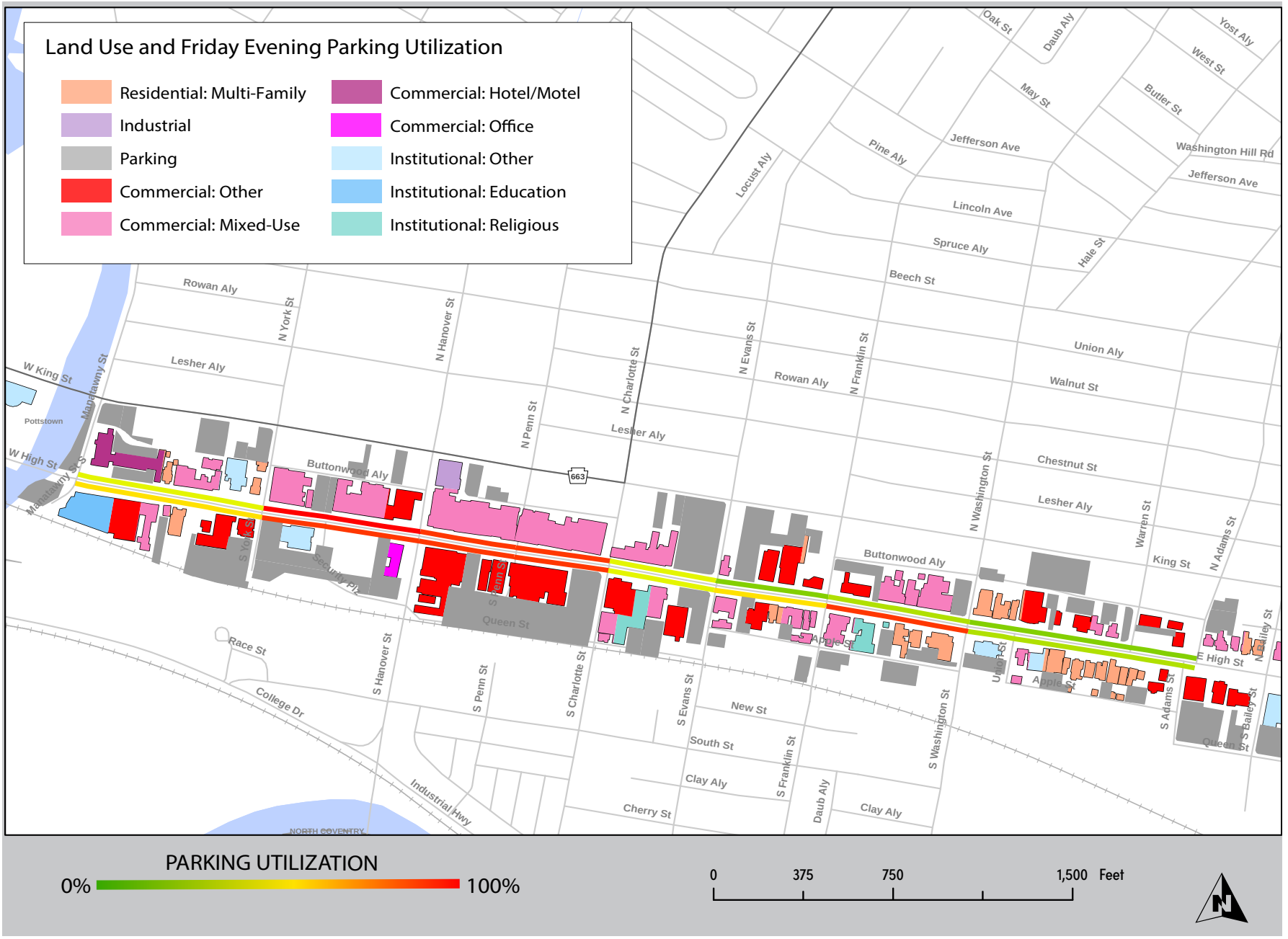
Source: DVRPC

FIGURE 16: ON-STREET PARKING UTILIZATION - WEEKDAY MIDDAY (SEPTEMBER 2019)



Source: DVRPC

FIGURE 17: ON-STREET PARKING UTILIZATION – FRIDAY EVENING (OCTOBER 2019)



Weekday midday utilization was heaviest in the eastern Downtown and central Hobart's run areas. Friday evening utilization was even higher in the Downtown sections, with some segments fully utilized. This is likely due to patrons accessing adjacent commercial land uses.

Analysis of anonymized license plate data revealed that 25 percent of parked vehicles originated from within a quarter mile of the study corridor. This likely includes some residents that live along High Street. Forty-one percent originated within a mile, 63 percent within five miles, and 86 percent within 20 miles.

Survey Priorities

The information below was drawn from the online community survey and refers to the questions specific to the Downtown Subcorridor.

Downtown Word Cloud

"What three words come to mind when you think of High Street between College Drive and Adams Street?"

The responses were compiled into a word cloud generator. Only words with a frequency of 2 or more are shown.

Downtown Priorities

"What are the top 3 biggest issues for you along High Street between College Drive and Adams Street?"

The responses were weighted and the top three priorities for the Downtown Subcorridor were:

1. Land Development and New Business;
2. Beautification; and
3. Parking.

Defined Objectives

In collaboration with the planning partners and steering committee, the defined objectives for the Downtown Subcorridor were:

DOWNTOWN DEFINED OBJECTIVES

- Implement consistent signage for placemaking and navigation, as well as to indicate public transportation locations.
- Improve street appeal with beautification techniques such as landscaping and art.
- Make bus stop design consistent.
- Encourage new land development along the corridor.

Recommendations

The following are the recommendations for the Downtown Subcorridor based on the identified objectives and priorities from the online survey. Acknowledging that resources are limited and corridor improvement projects can be expensive, recommendations are presented in order of relative priority. Those listed first are expected to have the greatest positive impact in moving towards the subcorridor objectives.

Development incentive programs

Incentive programs should be considered to encourage new business development. The Pottstown Borough Council approved extending outdoor dining in coordination with Pottstown Area Economic Development (PAED) in May 2020, but additional parklet programs and temporary installations through placemaking programs such as DVRPC's Expo program could lead to permanent designated areas. This includes sidewalk extensions and curb bumpouts for traffic calming and shortening pedestrian crossings to improve visibility and safety.

Implement consistent bus stop design

First, consistent design is recommended for all bus stops, based on DVRPC's *Bus Stop Design Guidelines*, published in December 2019. High-quality bus stops are well connected to the neighborhood or community they serve, accommodate the needs of all transit passengers safely and comfortably, and permit efficient and cost-effective transit operations. Creating high quality bus stops for passengers improves the overall experience of the area transportation network. DVRPC will be conducting a study for improvement of the Pottstown Area Rapid Transit (PART) system.

Wayfinding signage and lighting

The Downtown section is much like many other downtowns across the country, consisting of mostly residential and commercial land uses. The Downtown area also hosts lots of parking use, which is synonymous with the level of automobile reliance in more suburban areas like Pottstown. The housing stock along the Downtown is generally mixed use, made up of first floor commercial/office use and residential uses above. This area is very walkable, as the wide sidewalks on both ends of the corridor begin and the speed limit in the travel lane shrinks to 25 mph.

While High Street already has many of the amenities synonymous with a thriving downtown in a small/medium-sized suburban community, the main street is lacking in several areas of placemaking that, if implemented, would have a tremendous effect on the economy and the sociability of residents in Pottstown. Below are recommendations for placemaking improvements that would benefit downtown Pottstown.

Wayfinding signage is recommended throughout the Downtown area to help visitors find attractions such as parks, theaters, parking, and restaurants. Clear signage should be placed to allow drivers time to plan their movements to access the destinations listed.

Additionally, street lighting is proposed where it is lacking to improve safety and act as another placemaking tool. Specifically, street lighting is lacking on the western and eastern ends of High Street in the Downtown subcorridor.

Gateway signage

In order to establish placemaking in this area, gateway treatments are recommended on either end of the downtown area, Manatawny Street to the west and Adams street to the east (shown as **1** on **Figure 18**). The proposed signs could say "Welcome to High Street," and could be constructed from brick and steel to represent the history of the area.

Intersection pavement treatment

Another proposed recommendation is pavement treatment at the intersections of Penn Street and Charlotte Street, both of which have pedestrian scramble phases (shown as **2** on **Figure 18**). A scramble phase allots walk time to all crosswalks simultaneously while all vehicles have a red light. Installing a pavement treatment in the middle of the intersection would help enforce this signal timing and provide additional safety for pedestrians. An example of a pavement treatment is shown in the image below and in the concept in **Figure 19**. Installing curb bumpouts at these intersections could also increase pedestrian visibility and safety.

Pedestrian Scramble Intersection Pavement Design in Oakland, CA
Source: www.pedbikeimages.org / Kamala Parks

Sidewalk completion

While most of this area has sidewalks, damaged sidewalks should be repaired and ADA-compliant crossings should be implemented throughout (shown as **3** on **Figure 18**).

Optimize cross-section

Additional cross-section optimization includes investigating alternatives for the existing on-street parking. From the survey, it is apparent that there is much disagreement about the current design. One element of the design that the community expressed distaste for is that vehicles are required to back-in to diagonal parking spaces which is often difficult, especially if the paint has faded.

Parking investigations were performed to determine parking availability and utilization during a weekday midday and a Friday evening (before COVID-19). During both times, there were multiple blocks with 100 percent utilization, with more people parking on Friday night.

One alternative parking geometry would be converting the diagonal parking to parallel parking. However, that would reduce the number of parking spaces by over 100 spaces. One benefit of diagonal on-street parking is that it maximizes the number of parking spaces that can be provided on each block. Given the parking utilization observed, converting the existing diagonal parking to parallel spaces would require vehicles to find alternative parking off-street or on adjacent streets.

Another alternative parking design would be to convert the current back-in diagonal parking to back-out diagonal parking as shown in **Figure 19**. This requires moving the bike lane between the parking and sidewalk in order to protect bikes from vehicles backing out of parking. Because of the available space, this would also require a physical barrier between the parking and bike lane, such as concrete parking stops or flexible posts.

FIGURE 18: DOWNTOWN RECOMMENDATIONS

Source: DVRPC, Nearmap 2020

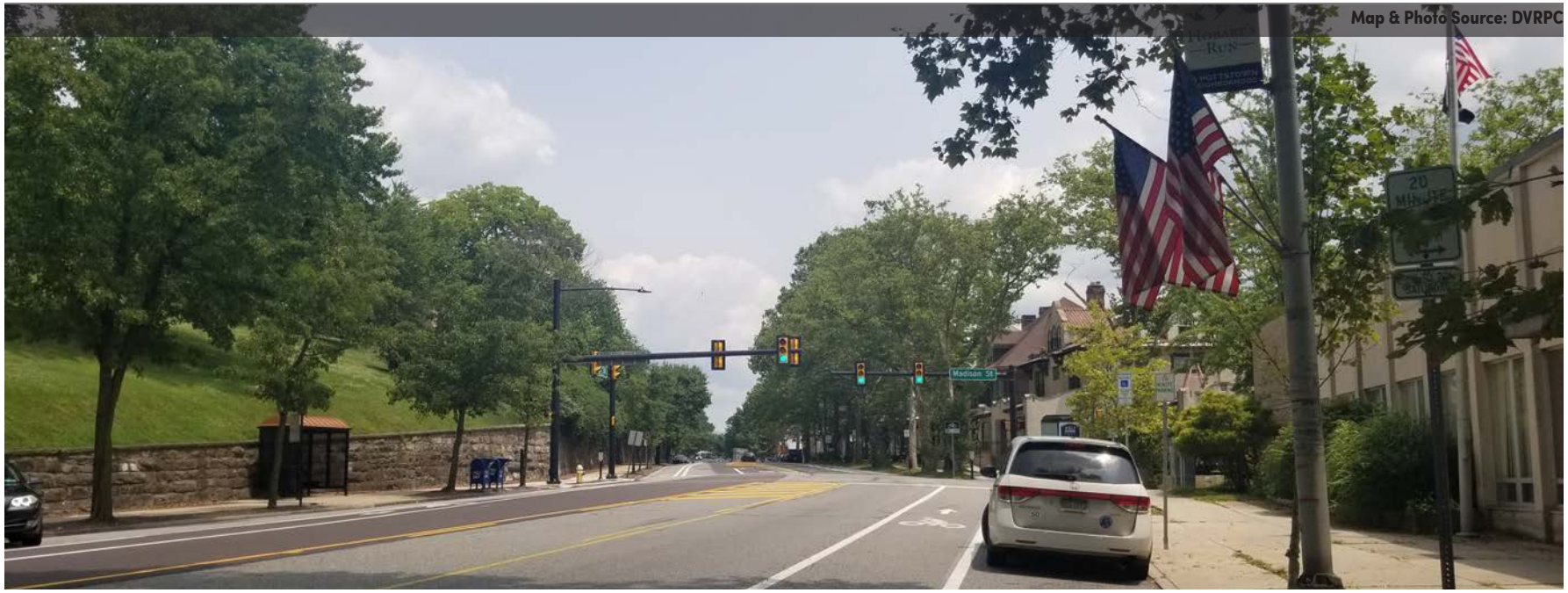
FIGURE 19: DOWNTOWN SUBCORRIDOR CONCEPT

Concept created in Remix, 2021

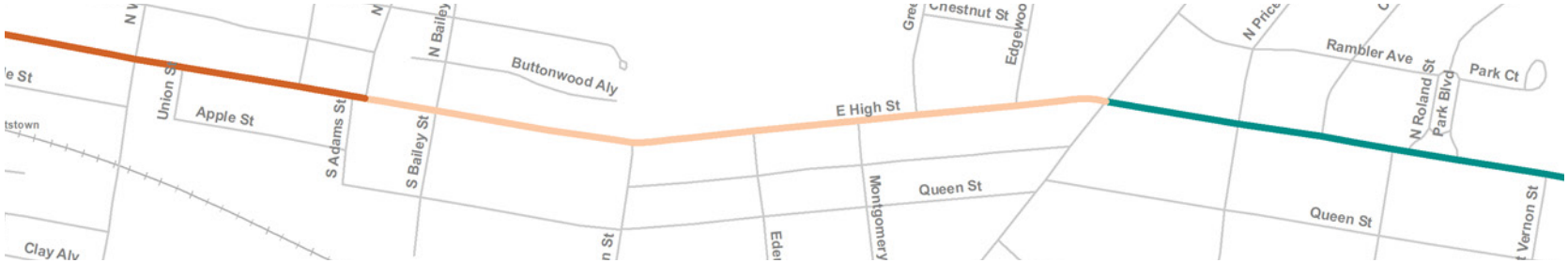
CHAPTER 6

Hobart's Run

ADAMS STREET TO KEIM STREET



Map & Photo Source: DVRPC



Hobart's Run Subcorridor
Source: DVRPC

Background

The next subcorridor is Hobart's Run, extending from Adams Street to Keim Street. This area has a similar cross-section to Downtown, with one travel lane in each direction and bike lanes on both sides of High Street. A large portion of the frontage is taken up by the Hill School, a boarding high school.

Existing Conditions

Land Use

The Hobart's Run Subcorridor has more residential land uses in comparison to Downtown, as well as some first-floor offices and educational space at the Hill School.

Crash Analysis

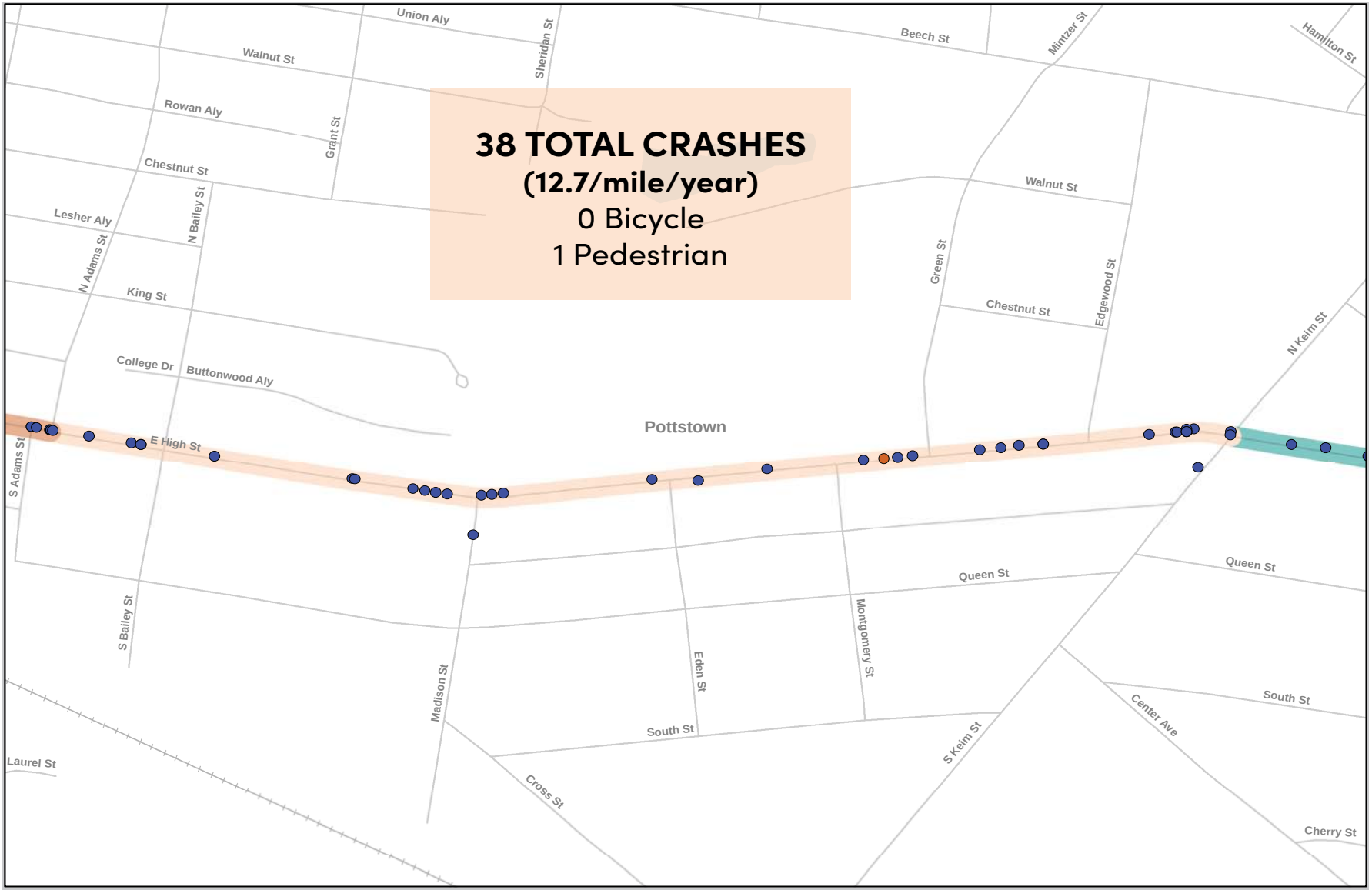
A total of 38 reported crashes occurred in the Hobart's Run Subcorridor during a 5-year study period, from 2014 through 2018. One of these crashes involved a pedestrian and none involved bicyclists. This area of High Street has a high volume of pedestrians and bicylcists and also has facilities for these users. The crashes along the Hobart's Run Subcorridor are shown in **Figure 21**.

Hobart's Run Subcorridor
Source: DVRPC

FIGURE 20: LAND USE - HOBART'S RUN

Source: DVRPC

FIGURE 21: CRASHES - HOBART'S RUN (2014-2018)



Source: PennDOT

Survey Priorities

The information below was drawn from the online community survey and refers to the questions specific to the Hobart's Run Subcorridor.

Hobart's Run Word Cloud

"What three words come to mind when you think of High Street between Adams Street and Keim Street?"

The responses were compiled into a word cloud generator. Only words with a frequency of 2 or more are shown.

Hobart's Run Priorities

"What are the top 3 biggest issues for you along High Street between Adams Street and Keim Street?"

The responses were weighted and the top three priorities for the Hobart's Run Subcorridor were:

1. Land Development and New Business;
2. Beautification; and
3. Pedestrian Crossings.

Defined Objectives

In collaboration with the planning partners and steering committee, the defined objectives for the Hobart's Run Subcorridor were:

HOBART'S RUN DEFINED OBJECTIVES

- Create safe places for pedestrians to cross High Street and connect to nearby trails.
- Increase and improve existing green spaces.
- Make pedestrian circulation between different land uses accessible and easy.

Recommendations

The following are the recommendations for the Hobart's Run Subcorridor based on the identified objectives and priorities from the online survey. Acknowledging that resources are limited and corridor improvement projects can be expensive, recommendations are presented in order of relative priority. Those listed first are expected to have the greatest positive impact in moving towards the subcorridor objectives.

Midblock crossings

Implement midblock crossings at unsignalized locations in order to provide pedestrian connections and increase safety. Based on known locations of pedestrian activity and existing crosswalk spacing, two locations for midblock crossings were identified (shown as **1** on **Figure 22**).

Figure 23 shows the first midblock crossing at High Street and Bailey Street, including curb bumpouts and pedestrian crossing signs with Rectangular Rapid Flashing Beacons, or RRFBs. It also shows the proposed alternative of the diagonal parking on the north side.

Figure 24 shows the second location for a midblock crossing, east of Eden Street, selected based on existing pedestrian paths. Adding a crosswalk here provides a direct connection from the Hill School to the south side of High Street. Curb bumpouts as well and pedestrian signs with RRFBs are recommended for added safety.

Development incentive programs

Hobart's Run has been proactive in nurturing neighborhood pride by offering two incentive programs. The Hobart's Run neighborhood initiative, a 501(c)(3), was launched by The Hill School in 2016 to create a clean and safe community; foster inclusivity; provide incentives for home ownership and property pride; and generate quality business development.[7] The Homeownership Incentive Program (HIP) encourages renters to become homeowners by providing forgivable loans to qualified buyers in their focus area. The Facade Improvement Grant Program provides small grants for projects such as painting, step repair, sidewalk repair, or certain landscaping efforts, which will improve the curb appeal of the property. Continuation of these two incentive programs will help improve the aesthetics of the subcorridor over time.

Placemaking improvements

Extending the street pole banners to the end of the subcorridor, potentially with Hill School or Hobart's Run signage, could enhance the aesthetics of the area. (shown as **2** on **Figure 22**)

Implement consistent bus stop design

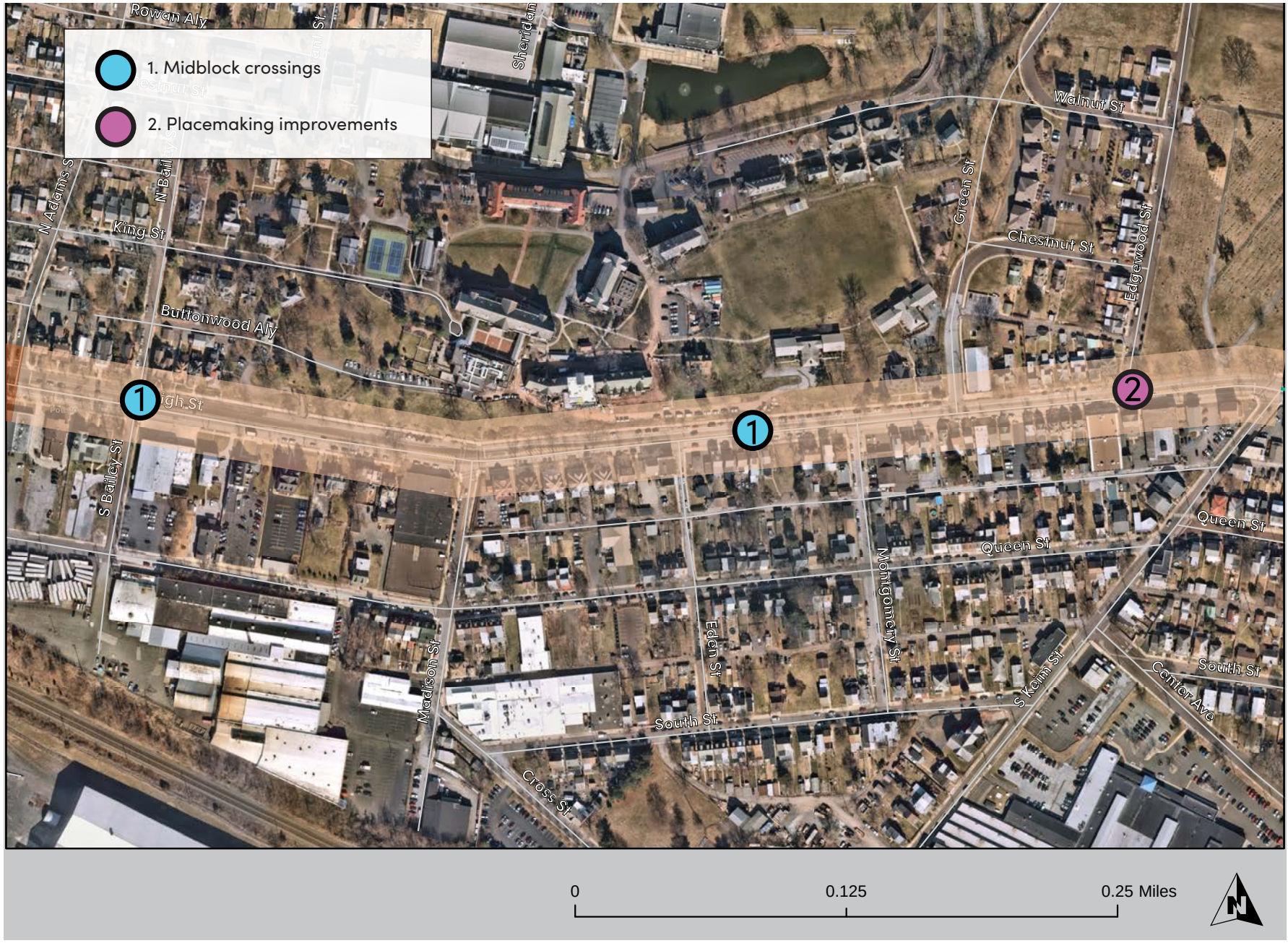
Consistent design is recommended for all bus stops, based on DVRPC's *Bus Stop Design Guidelines*, published in December 2019. High-quality bus stops are well connected to the neighborhood or community they serve, accommodate the needs of all transit passengers safely and comfortably, and permit efficient and cost-effective transit operations. Creating high quality bus stops for passengers improves the overall experience of the area transportation network. DVRPC will be conducting a PART improvement study in the upcoming year for the local transit service.

Landscaping

Locations for landscaping improvements were identified to enhance beautification. Intersections that would be ideal locations for landscaping and/or placemaking improvements include Adams Street and Edgewood Street. Additionally, Green Stormwater Infrastructure (GSI) landscaping could be applied to the proposed midblock crossings.

[7] Source: hobartsrunpottstown.org/

FIGURE 22: HOBART'S RUN RECOMMENDATIONS



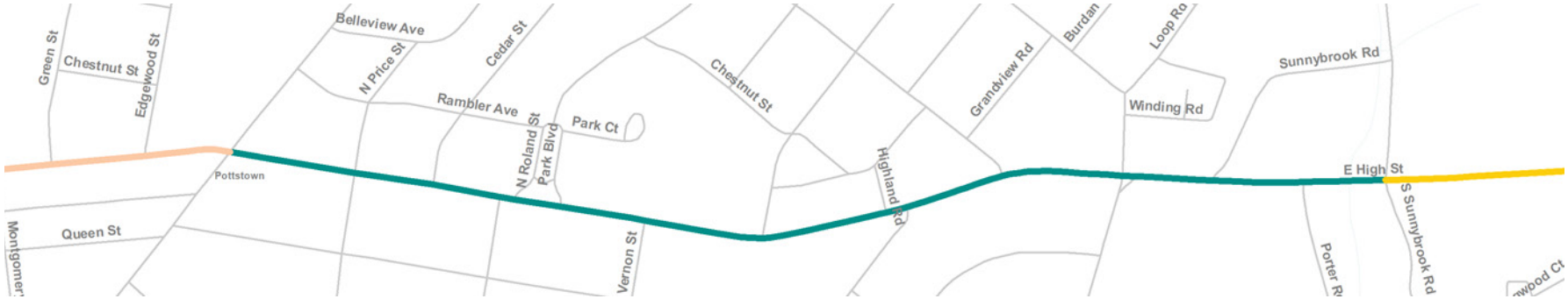
Source: DVRPC, Nearmap 2020

FIGURE 23: HOBART'S RUN SUBCORRIDOR CONCEPT – BAILEY STREET

Concept created in Remix, 2021

FIGURE 24: HOBART'S RUN SUBCORRIDOR CONCEPT – HILL SCHOOL

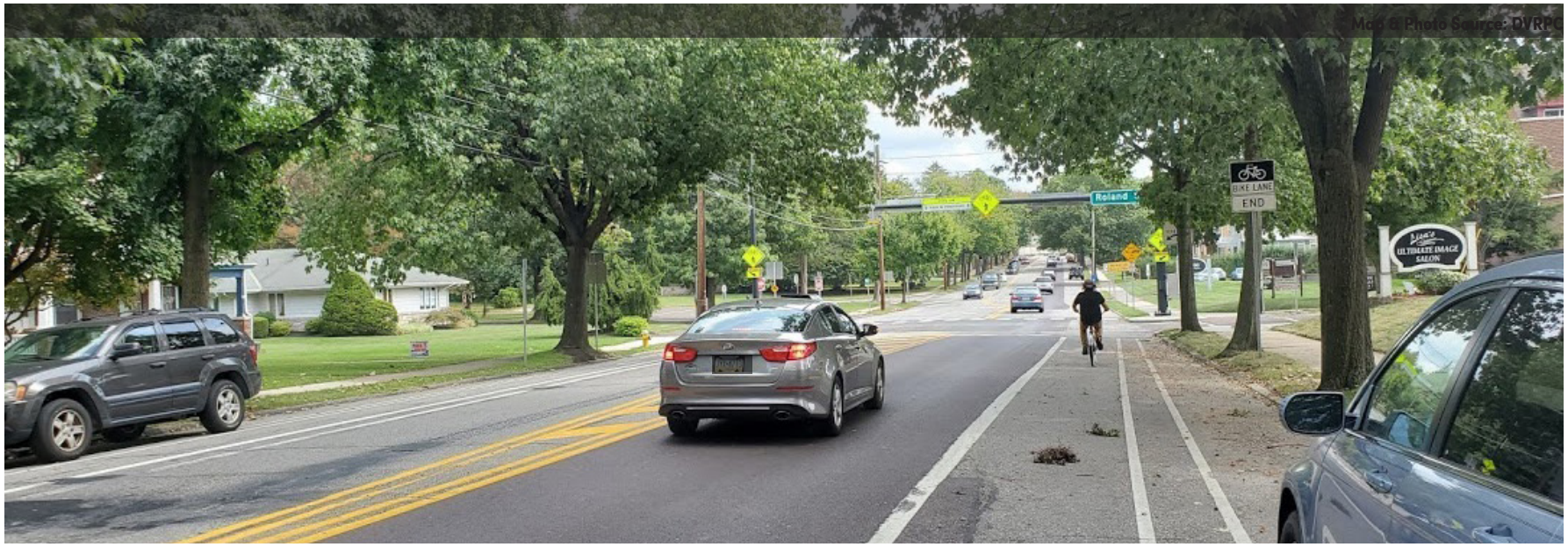
Concept created in Remix, 2021



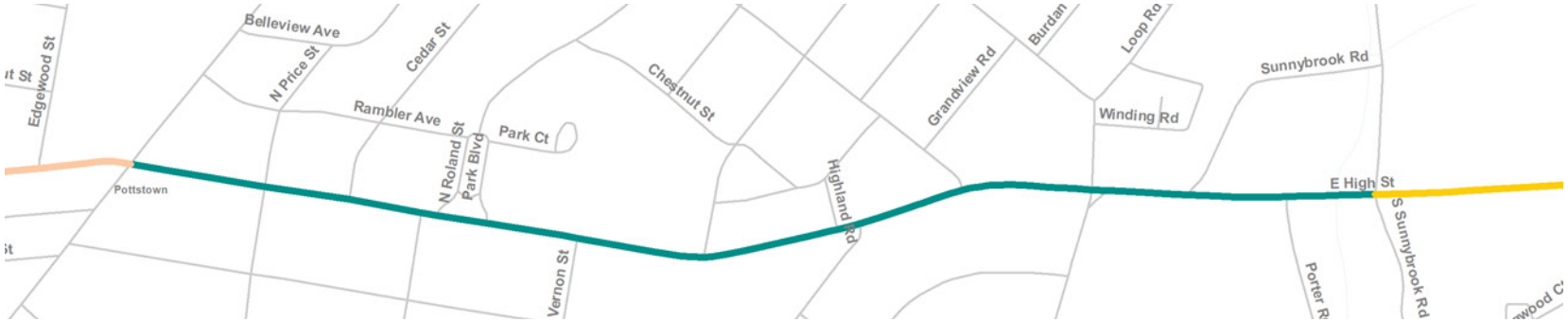
CHAPTER 7

Pottstown Hospital

KEIM STREET TO SUNNYBROOK ROAD



Map & Photo Source: DVRPC



Pottstown Hospital Subcorridor
Source: DVRPC

Background

The next suborridor is Pottstown Hospital which extends from Keim Street to Sunnybrook Road. The western portion of this subcorridor is similar to Hobart's Run and transitions to a five-lane cross-section to the east. This area is mostly residential with more commercial land uses to the east. As indicated by its name, the local hospital is located along this portion of High Street.

Existing Conditions

Land Use

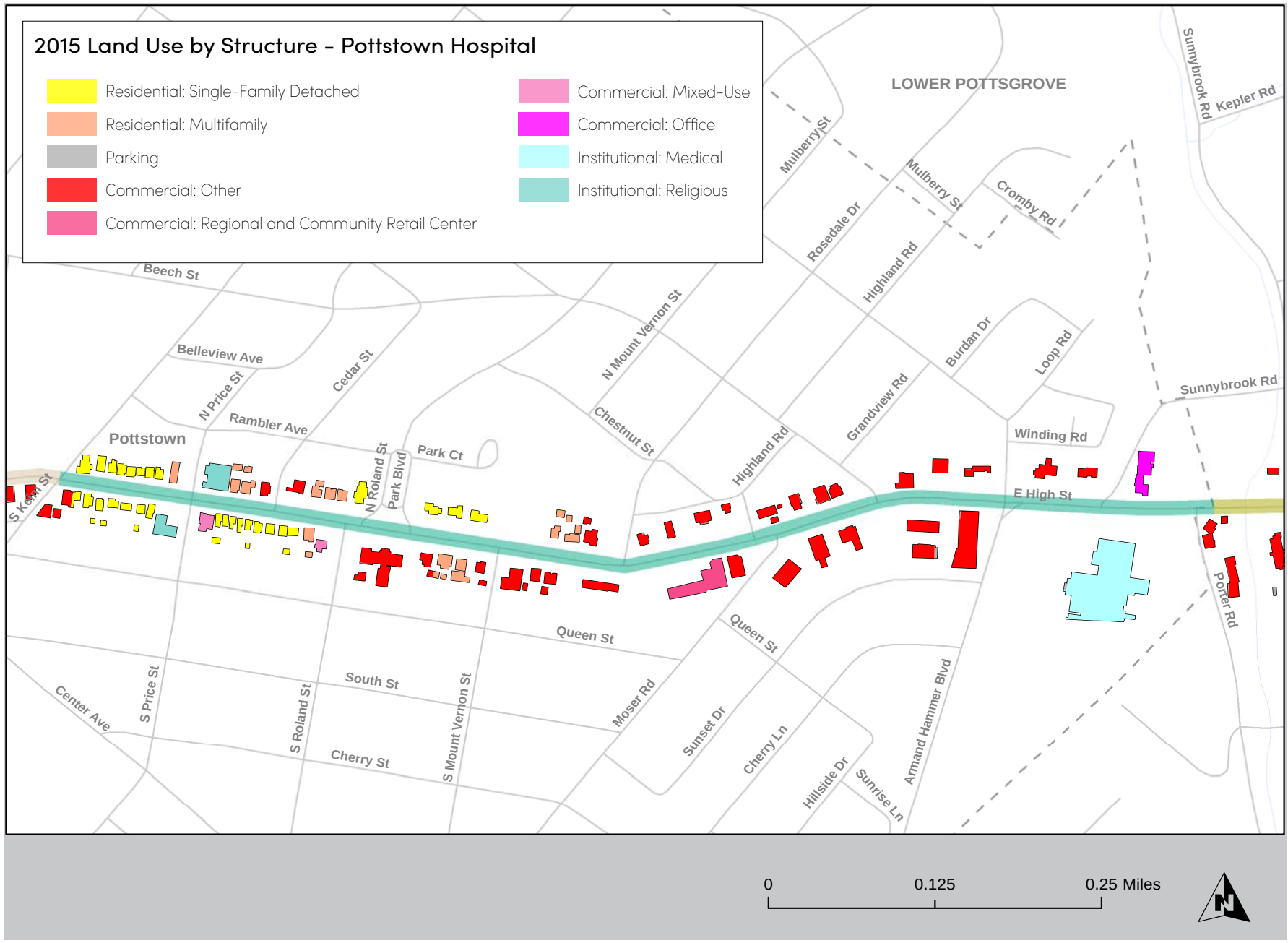
Residences continue to line High Street until around Rosedale Drive, where the corridor transitions back to commercial land uses. This area contains auto-friendly businesses such as gas stations and drive-through fast food restaurants. Pottstown Hospital lies just southeast of the Armand Hammer Boulevard intersection. The land uses along the Pottstown Hospital Subcorridor are shown in **Figure 25**.

Crash Analysis

A total of 104 reported crashes occurred along the Pottstown Hospital Subcorridor during a 5-year study period, from 2014 through 2018. This subcorridor has the highest crash rate, with 20.8 crashes occuring per mile per year. Six of these crashes involved a pedestrian and 1 crash involved a bicyclist.

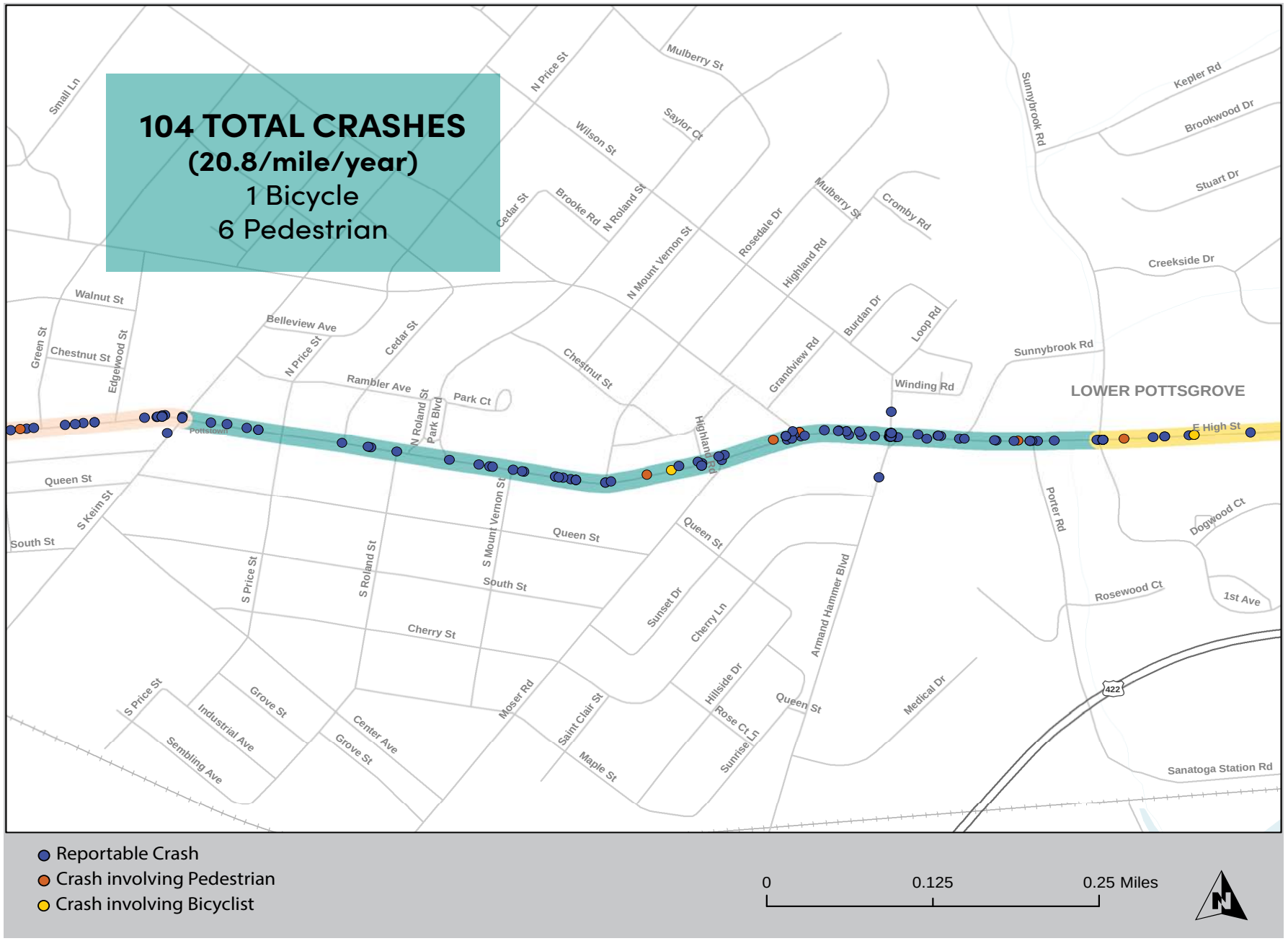
Armand Hammer Boulevard is one of the 5 intersections with the highest crash rates along High Street. A total of 27 crashes occurred at Armand Hammer Boulevard over the 5-year analysis period. Of these, 4 were hit-object crashes and 3 were head-on, which could indicate speeding. Sixteen of the crashes (59 percent) at this intersection involved injury. The crashes at Armand Hammer Boulevard are shown in **Figure 27**.

FIGURE 25: LAND USE - POTTSTOWN HOSPITAL



Source: DVRPC

FIGURE 26: CRASHES - POTTSTOWN HOSPITAL (2014-2018)



Source: PennDOT

FIGURE 27: INTERSECTION CRASHES - ARMAND HAMMER BOULEVARD (2014-2018)

Source: PennDOT

Survey Priorities

The information below was drawn from the online community survey and refers to the questions specific to the Pottstown Hospital Subcorridor.

Pottstown Hospital Word Cloud

"What three words come to mind when you think of High Street between Keim Street and Sunnybrook Road?"

The responses were compiled into a word cloud generator. Only words with a frequency of 2 or more are shown.

Pottstown Hospital Priorities

"What are the top 3 biggest issues for you along High Street between Keim Street and Sunnybrook Road?"

The responses were weighted and the top three priorities for the Pottstown Hospital Subcorridor were:

1. Beautification;
2. Land Development and New Business; and
3. Pedestrian Crossings.

Defined Objectives

In collaboration with the planning partners and steering committee, the defined objectives for the Pottstown Hospital Subcorridor were:

POTTSTOWN HOSPITAL DEFINED OBJECTIVES

- Improve safety for all road users.
- Address existing conflicts between vehicular traffic and buses.
- Improve existing access to healthcare facilities along the corridor.

Pottstown Hospital Subcorridor
Source: DVRPC

Recommendations

The following are the recommendations for the Pottstown Hospital Subcorridor based on the identified objectives and priorities from the online survey. Acknowledging that resources are limited and corridor improvement projects can be expensive, recommendations are presented in order of relative priority. Those listed first are expected to have the greatest positive impact in moving towards the subcorridor objectives.

Pedestrian crossings

Existing transverse crosswalks should be updated to continental style to improve visibility. The image to the right shows an aerial image of the intersection of High Street and Roland Street. the crosswalk across the westbound approach of High Street is an example of a continental crosswalk and the crosswalk across Roland Street is transverse.

Additionally, installing additional crosswalks where missing would increase pedestrian safety, especially at the High Street hospital entrance, across busy driveways, and across some of the smaller residential roads on the western side of the subcorridor.

Pedestrian crossing improvements are shown as **1** on **Figure 28**.

Access management

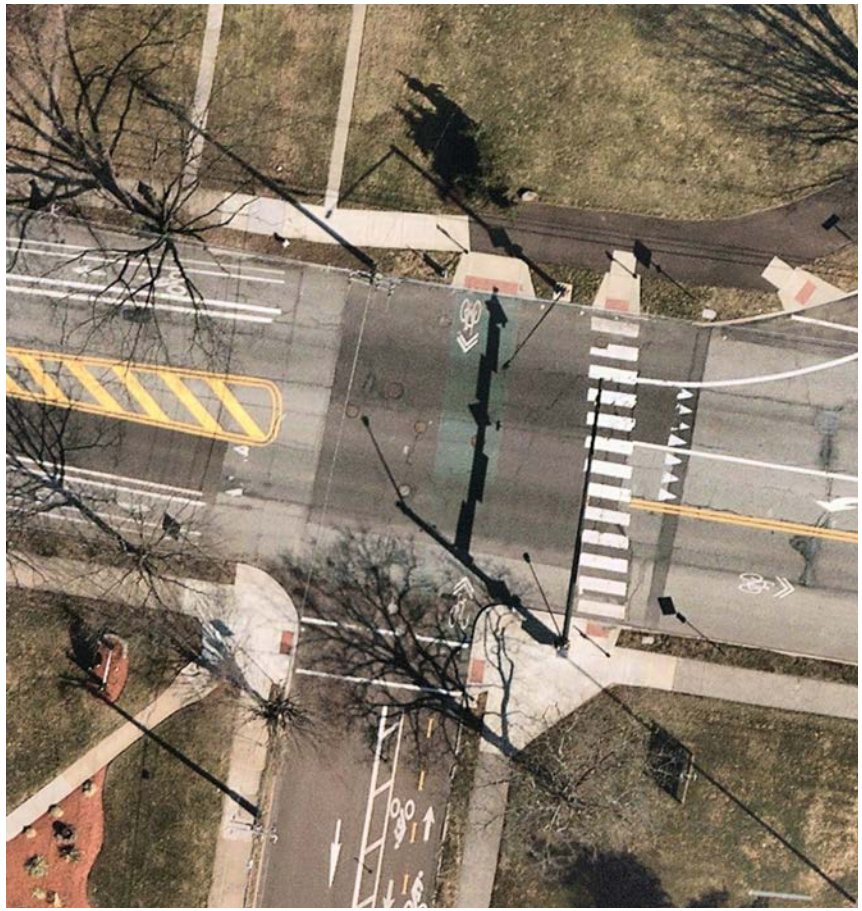
A large number of commercial businesses and restaurants line both sides of High Street in this subcorridor, between Rosedale Drive and Armand Hammer Boulevard. As businesses change over time, access management should be taken into consideration. Access management involves reducing the number of access points, or driveways, in locations where parking lots have many or excessively wide driveways. Numerous busy driveways add to the number of conflict points for bicyclists, pedestrians, and other vehicles. Combining driveways where possible would be consistent with zoning regulations and improve safety for all users. Additionally, flexposts can be used to separate the lots from the sidewalk as a means to narrow very wide driveways.

Implement consistent bus stop design

This is another subcorridor where implementing consistent bus stop design is recommended. **Figure 29** shows a proposed bus bay west of the existing stop at High Street and Armand Hammer Boulevard. Any change in bus stop locations would need to be closely coordinated with SEPTA and PART.

Beautification

For beautification, locations for potential landscaping were identified. Landscaping can also be used to separate parking lots from the sidewalk. The north side of High Street along the western portion of Pottstown Hospital provides an ideal location for potential street tree plantings.

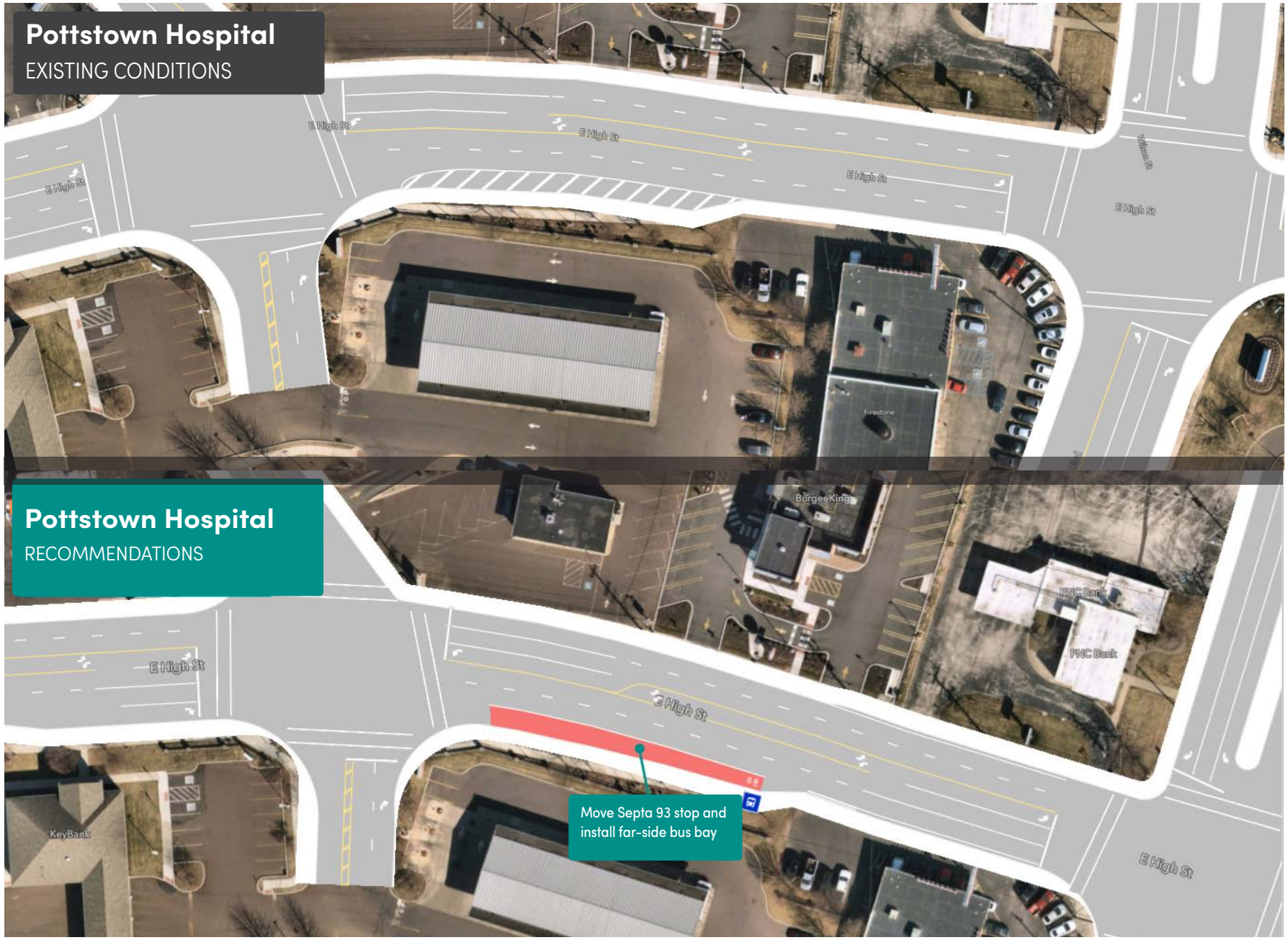


Crosswalk type examples - Roland Street
Source: Nearmap, 2021

FIGURE 28: POTTSTOWN HOSPITAL RECOMMENDATIONS

Source: DVRPC, Nearmap 2020

FIGURE 29: POTTSTOWN HOSPITAL SUBCORRIDOR CONCEPT



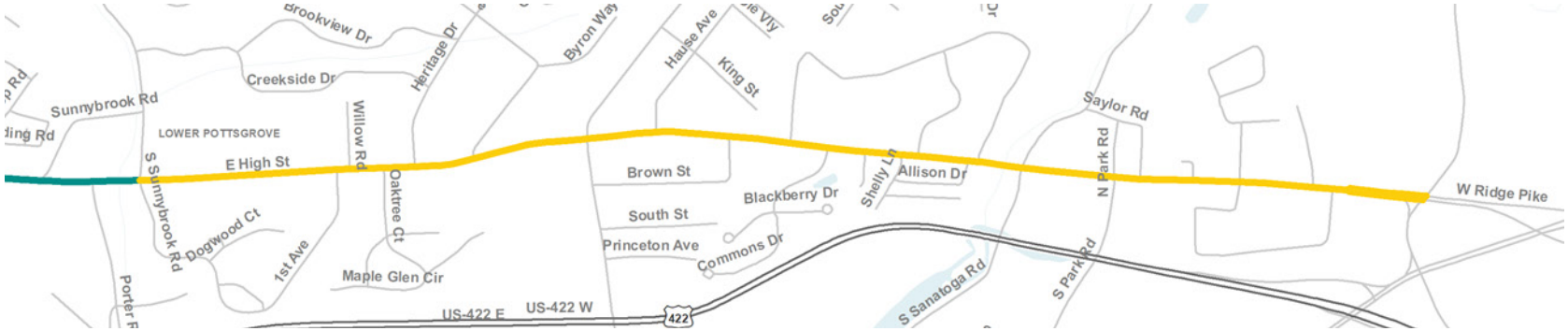
Concept created in Remix, 2021

CHAPTER 8

Sanatoga

SUNNYBROOK ROAD TO RUPERT ROAD

Map & Photo Source: DVRPC



Sanatoga Subcorridor
Source: DVRPC

Background

The final subcorridor is Sanatoga, which extends from Sunnybrook Road to Rupert Road and is mostly in Lower Pottsgrove. The Speed Limit is 35 mph and there is one lane in each direction with a center left-turn lane. Similar to Stowe, this subcorrider lacks pedestrian and bicycle facilities.

Existing Conditions

Land Use

Finally, the land use transitions to less dense commercial and residential uses past Porter Road. Between the residential sections are wooded areas, convenience stores, and restaurants. The land uses along the Sanatoga Subcorridor are shown in **Figure 30**.

Crash Analysis

A total of 167 reported crashes occurred in the Sanatoga Subcorridor during a 5-year study period, from 2014 through 2018. Seven of these crashes involved a pedestrian and 2 crashes involved bicyclists. The lack of pedestrian and bike facilities in Sanatoga create unsafe conditions for these users. The crashes along the Sanatoga Subcorridor are shown in **Figure 31**.

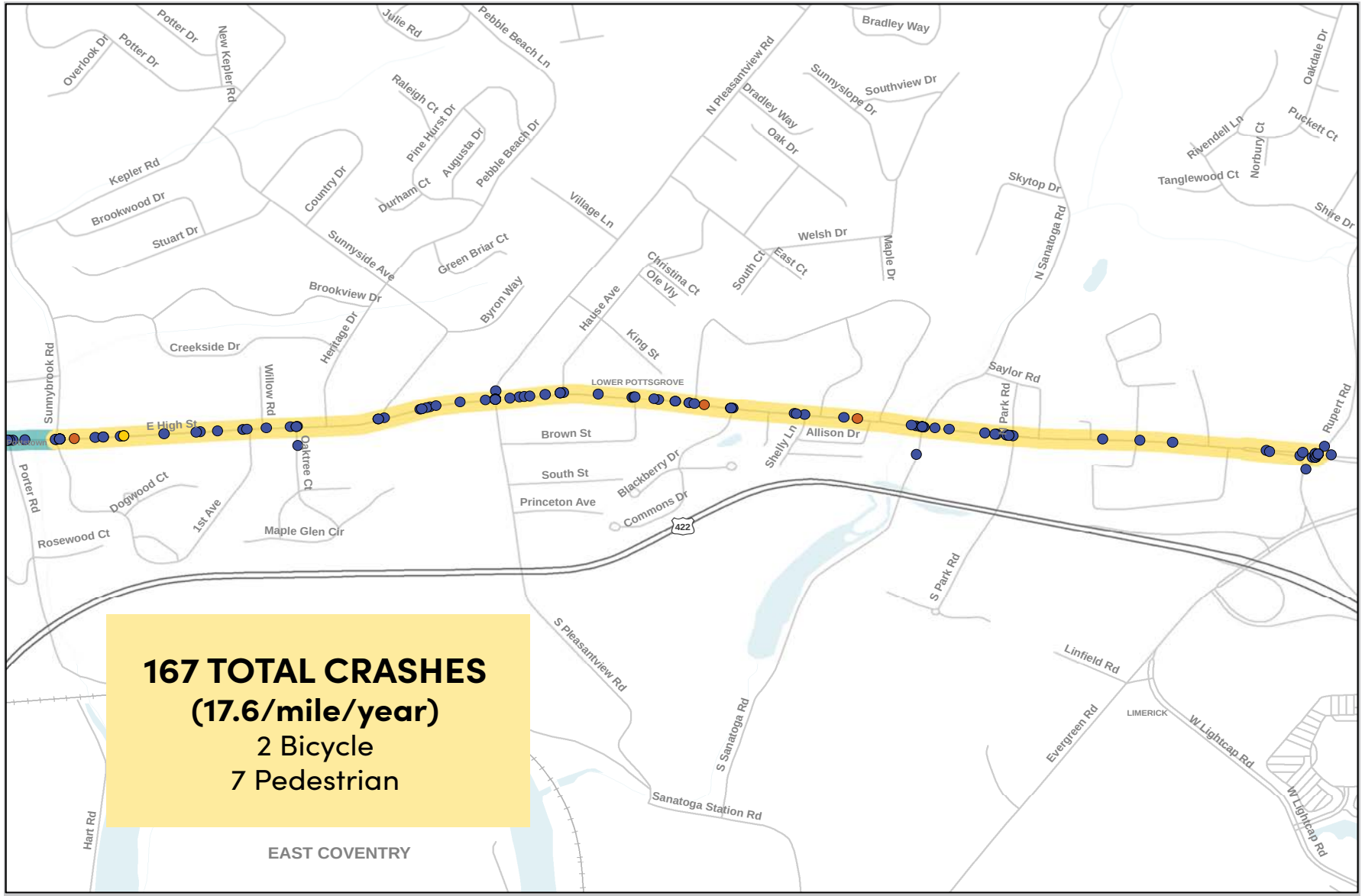
Two of the 5 intersections with the highest crash rates along High Street are within this subcorridor. A total of 22 crashes occurred at Pleasantview Road over the 5-year analysis period. Of these, 2 involved pedestrians and 2 were head-on, indicating a serious safety issue at this intersection. Nine of the crashes at this intersection involved injury. The crashes at Pleasantview Road are shown in **Figure 32**.

A total of 38 crashes occurred at Rupert Road over the 5-year analysis period. Of these, three of the crashes involved hitting fixed objects, which might indicate speeding. Fifteen of the crashes at this intersection involved injury. The crashes at Rupert Road are shown in **Figure 33**.

FIGURE 30: LAND USE - SANATOGA

Source: DVRPC

FIGURE 31: CRASHES - SANATOGA (2014-2018)

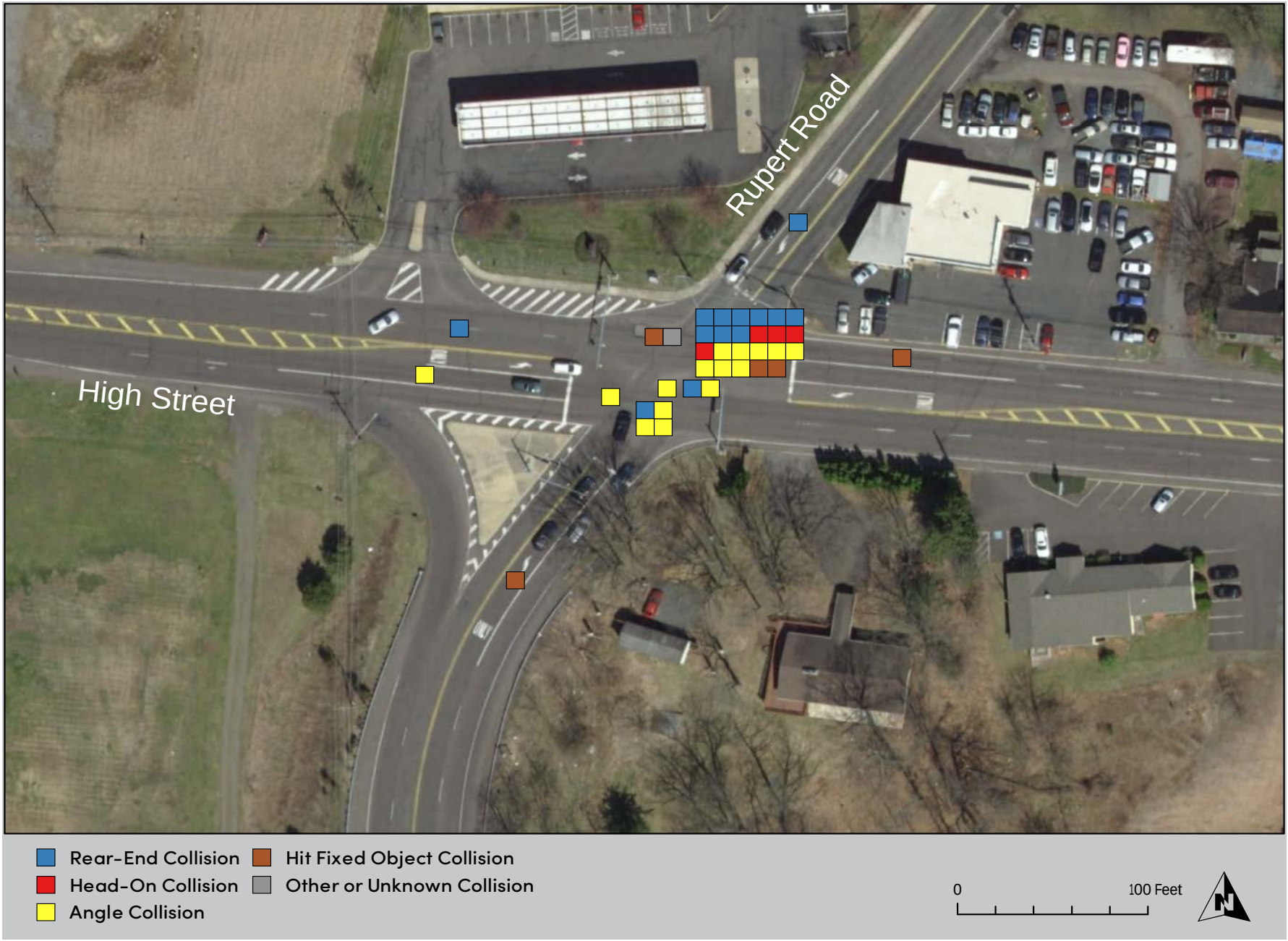


Source: PennDOT

FIGURE 32: INTERSECTION CRASHES - PLEASANTVIEW ROAD (2014-2018)

Source: PennDOT

FIGURE 33: INTERSECTION CRASHES - RUPERT ROAD (2014-2018)



Source: PennDOT

Survey Priorities

The information below was drawn from the online community survey and refers to the questions specific to the Sanatoga Subcorridor.

Sanatoga Word Cloud

"What three words come to mind when you think of High Street between Sunnybrook Road and Rupert Road?"

The responses were compiled into a word cloud generator. Only words with a frequency of 2 or more are shown.

Sanatoga Priorities

"What are the top 3 biggest issues for you along High Street between Sunnybrook Road and Rupert Road?"

The responses were weighted and the top three priorities for the Sanatoga Subcorridor were:

1. Land Development and New Business;
2. Beautification; and
3. Pedestrian Crossings.

Defined Objectives

In collaboration with the planning partners and steering committee, the defined objectives for the Sanatoga Subcorridor were:

SANATOGA DEFINED OBJECTIVES

- Address existing sidewalk issues and areas where there are gaps in the sidewalk network.
- Optimize the existing roadway cross-section.
- Create gateway for placemaking.

Sanatoga Subcorridor
Source: DVRPC

Recommendations

The following are the recommendations for the Sanatoga Subcorridor based on the identified objectives and priorities from the online survey. Acknowledging that resources are limited and corridor improvement projects can be expensive, recommendations are presented in order of relative priority. Those listed first are expected to have the greatest positive impact in moving towards the subcorridor objectives.

Sidewalk completion

The proposed recommendations for Sanatoga include sidewalk completion and prioritizing locations for bus access (shown as **1** on **Figure 34**). This area is served by the SEPTA 93 bus as well as the PART blue line with stops at or near the following intersections with High Street:

- Sunnybrook Road;
- Heritage Drive;
- Pleasantview Road; and
- Shelly lane.

Pedestrian crossings

Restriping faded crosswalks and installing them where missing would help increase pedestrian safety in the subcorridor (shown as **2** on **Figure 34**). The following intersections are top priorities for pedestrian crossing improvements:

- Sunnybrook Road;
- Heritage Drive;
- Pleasantview Road;
- Shelly Lane; and
- Rupert Road.

Intersection safety enhancements

Intersections with high crash rates were identified to make recommendations to improve safety for all users (shown as **3** on **Figure 34**). Locations with the highest crash rates were the intersections of High Street with Pleasantview Road and Rupert Road.

In addition to sidewalk completion and restriping the crosswalks at Pleasantview Road, pedestrian safety could be enhanced by prohibiting parking on the eastbound approach of High Street. This would provide drivers with improved sight distance.

In order to improve visibility at the intersection of High Street and Rupert Road, LED lighting could be implemented along the westbound approach of High Street. Traffic calming measures such as reinstalling the median flexposts to the east and implementing dashed lane extension lines through the intersection would also improve safety here.

Additionally, safety recommendations were made for the intersection of Sunnyside Avenue and High Street, where there was a crash involving a pedestrian. Installing a midblock crossing with curb bumpouts and signs with Rectangular Rapid Flashing Beacons (RRFBs), as shown in the photo below and in **Figure 35**, would increase pedestrian safety. Additionally, prohibiting westbound left turns is recommended, as there is additional access to this lot to the east. Installing crosswalks along the north and south approaches and reconfiguring the northbound approach to provide additional pedestrian safety are also recommended.

Rectangular Rapid Flashing Beacon (RRFB) in Davis, CA
Source: www.pedbikeimages.org / Lara Justine

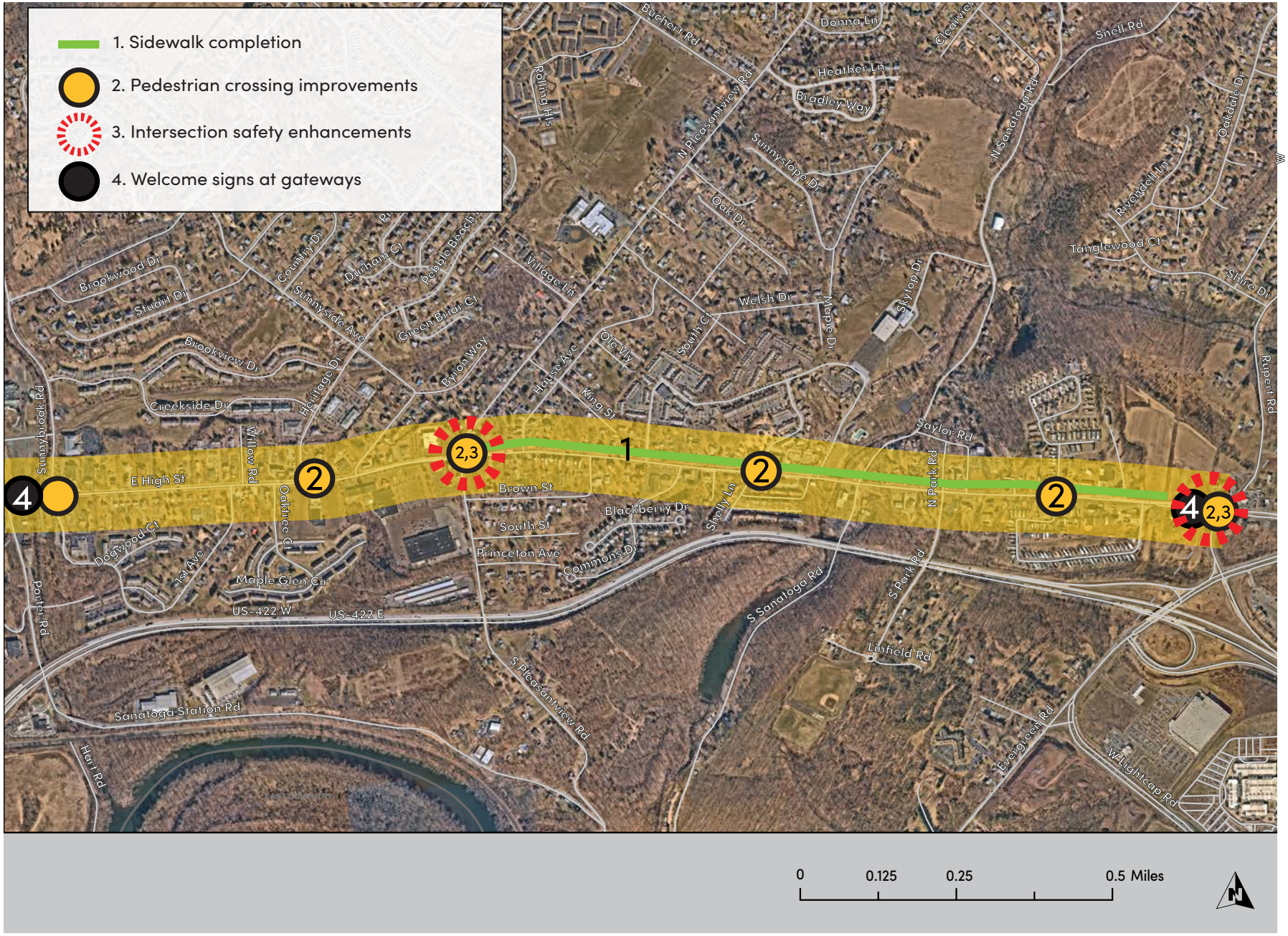
Gateway treatment

A gateway treatment would help welcome travelers to Sanatoga. Signs could be located at Sunnybrook Road and Rupert Road (shown as **4** on **Figure 34**). Another potential opportunity for a gateway treatment would be painting the water tower, as recommended by several survey respondents.

Encourage development consistent with current zoning

A variety of zoning districts are present along the Sanatoga Subcorridor through Lower Pottsgrove, including commercial and residential districts. The Gateway Interchange District, on the eastern end of High Street, is intended to "provide attractive, well-designed commercial facilities which will enhance the visual image" at the entrance to Lower Pottsgrove and the High Street Corridor. Adopting this type of zoning ordinance is a strong step towards achieving the overall goal of stimulating development by making the area more attractive. Encouraging development consistent with current zoning will further this goal.

FIGURE 34: SANATOGA RECOMMENDATIONS



Source: DVRPC, Nearmap 2020

FIGURE 35: SANATOGA SUBCORRIDOR CONCEPT – SUNNYSIDE AVENUE

Concept created in Remix, 2021

CHAPTER 9

Next Steps

The purpose of this study was to develop multimodal design improvement recommendations along the High Street Corridor. The main objectives were to promote roadway safety, provide accessible and multimodal corridor-wide design, and develop best practices for corridor planning in the region.

The six-mile corridor was divided into five subcorridors. Objectives were identified for each subcorridor in collaboration with MCPC and the project steering committee. A large community engagement effort, supported by fieldwork and data collection, highlighted the main concerns and desires for each subcorridor.

Best practices in multimodal transportation safety and placemaking were researched, the collected data was analyzed, and this information was used to develop recommendations specific to each subcorridor. Recommendations included safety enhancement such as midblock crossings, a road diet, and targeted sidewalk completions, as well as aesthetic and placemaking efforts such as gateway treatments, landscaping, and wayfinding.

Improvement recommendations will require coordination among local organizations and PennDOT. Based on the overall objectives as identified by the community and steering committees, policy recommendations regarding land development and new business should be prioritized.

APPENDICES

Appendix A: Intersection Turning Movement Counts

Appendix B: Intersection Crosswalk Counts

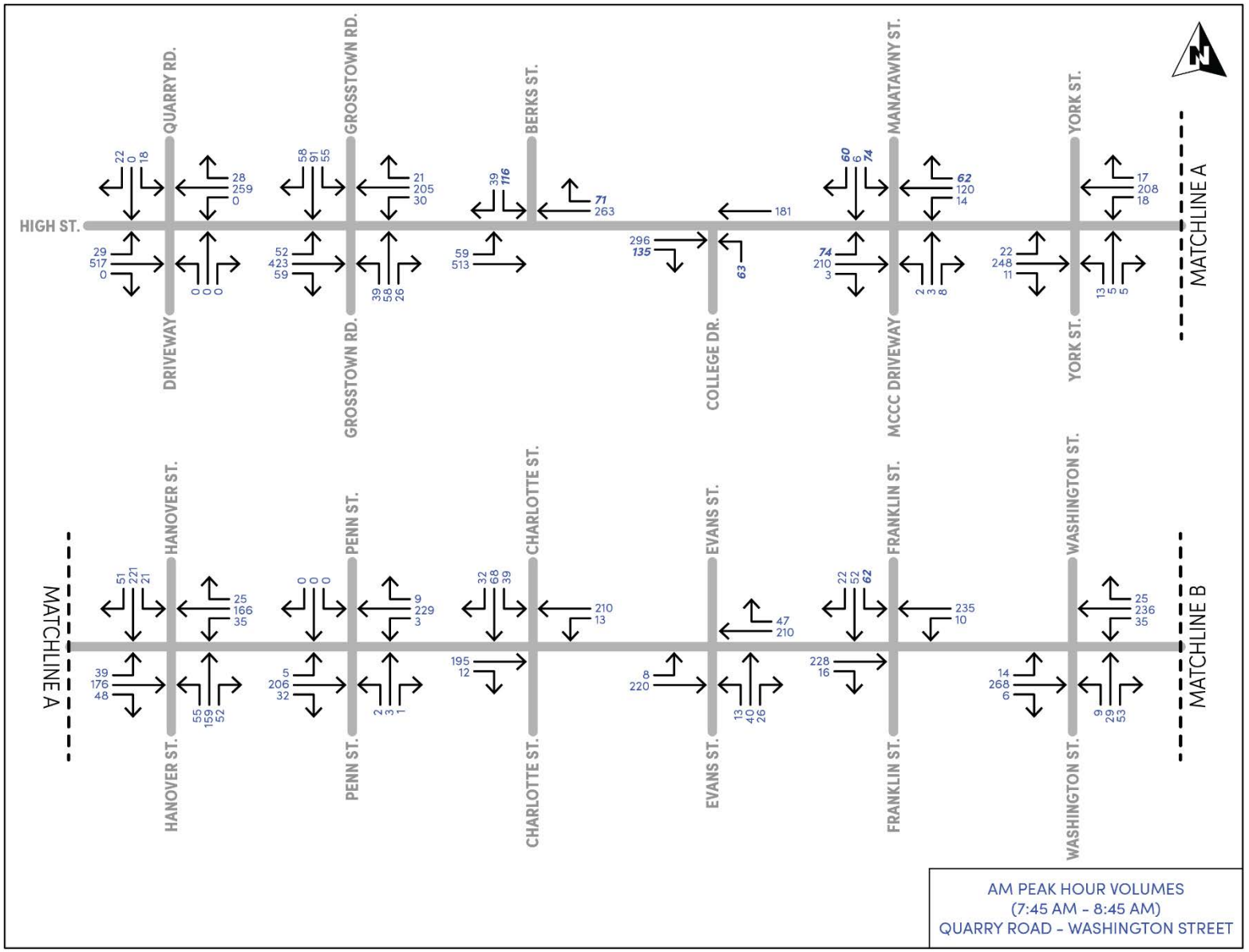
Photo Credit:
Kelsey McElduff, DVRPC

DELAWARE VALLEY dvrpc REGIONAL PLANNING COMMISSION

APPENDIX A

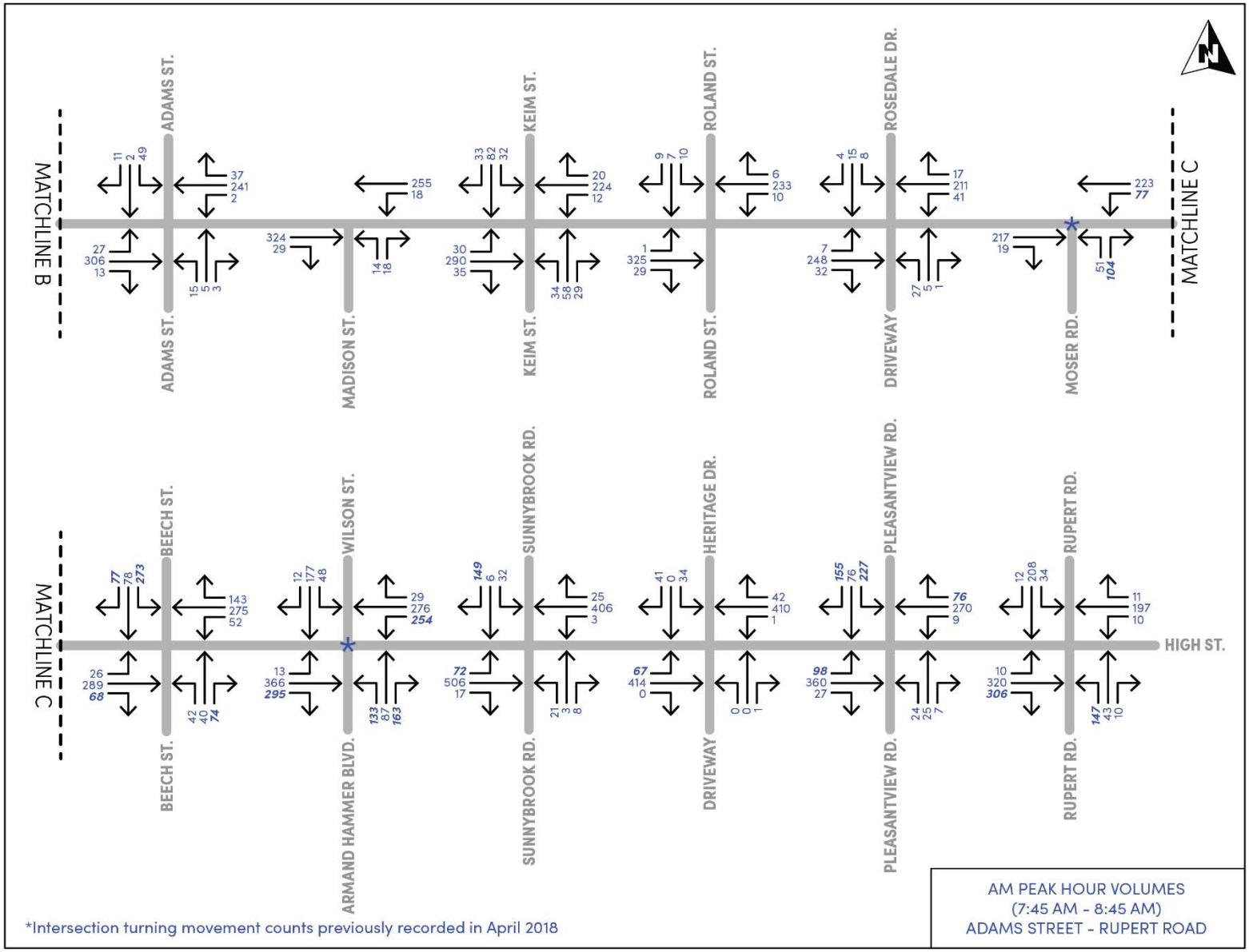
Intersection Turning Movement Counts

FIGURE A-1: AM PEAK HOUR TURNING MOVEMENT COUNTS - WEST



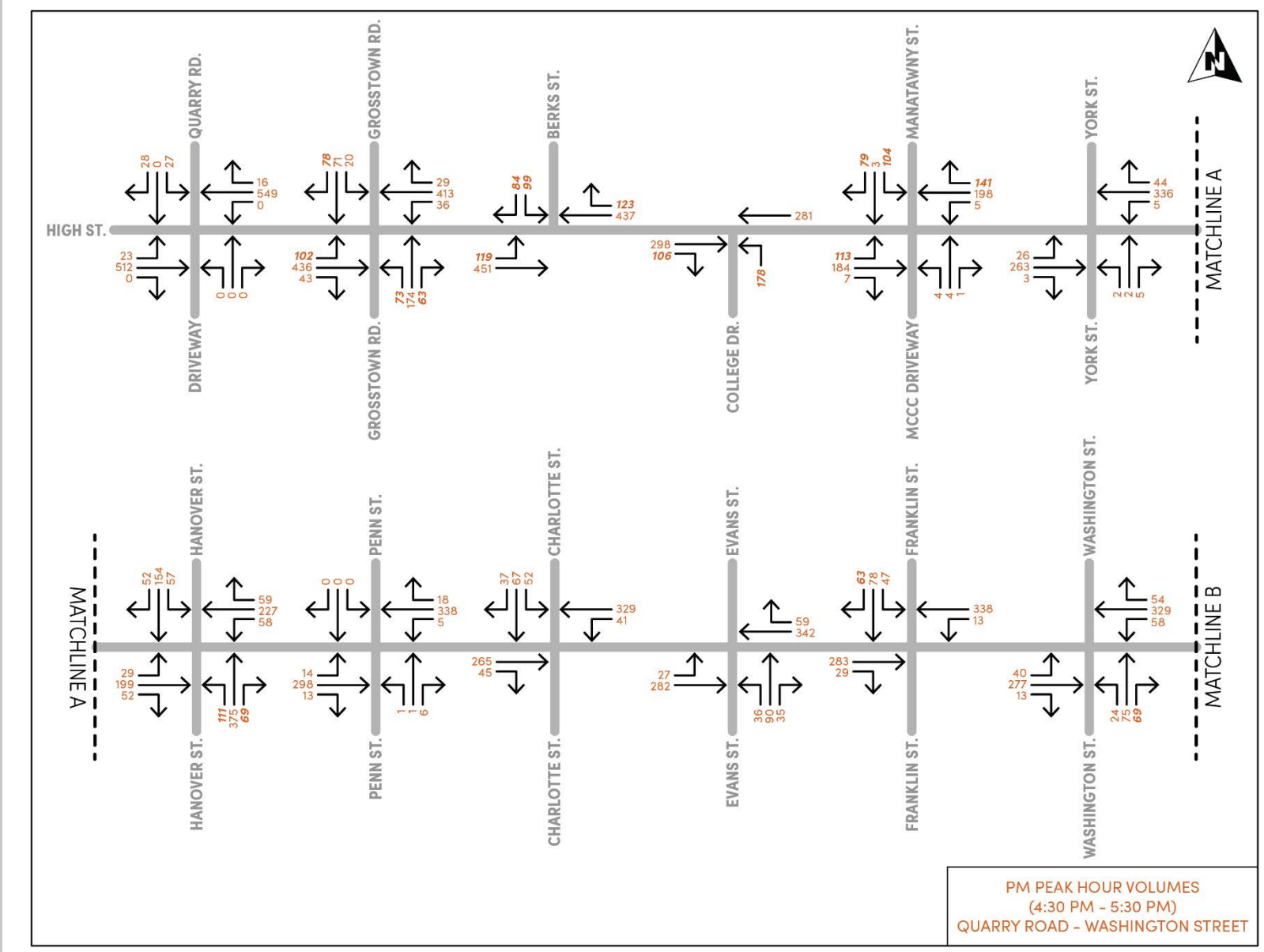
Source: DVRPC

FIGURE A-2: AM PEAK HOUR TURNING MOVEMENT COUNTS - EAST



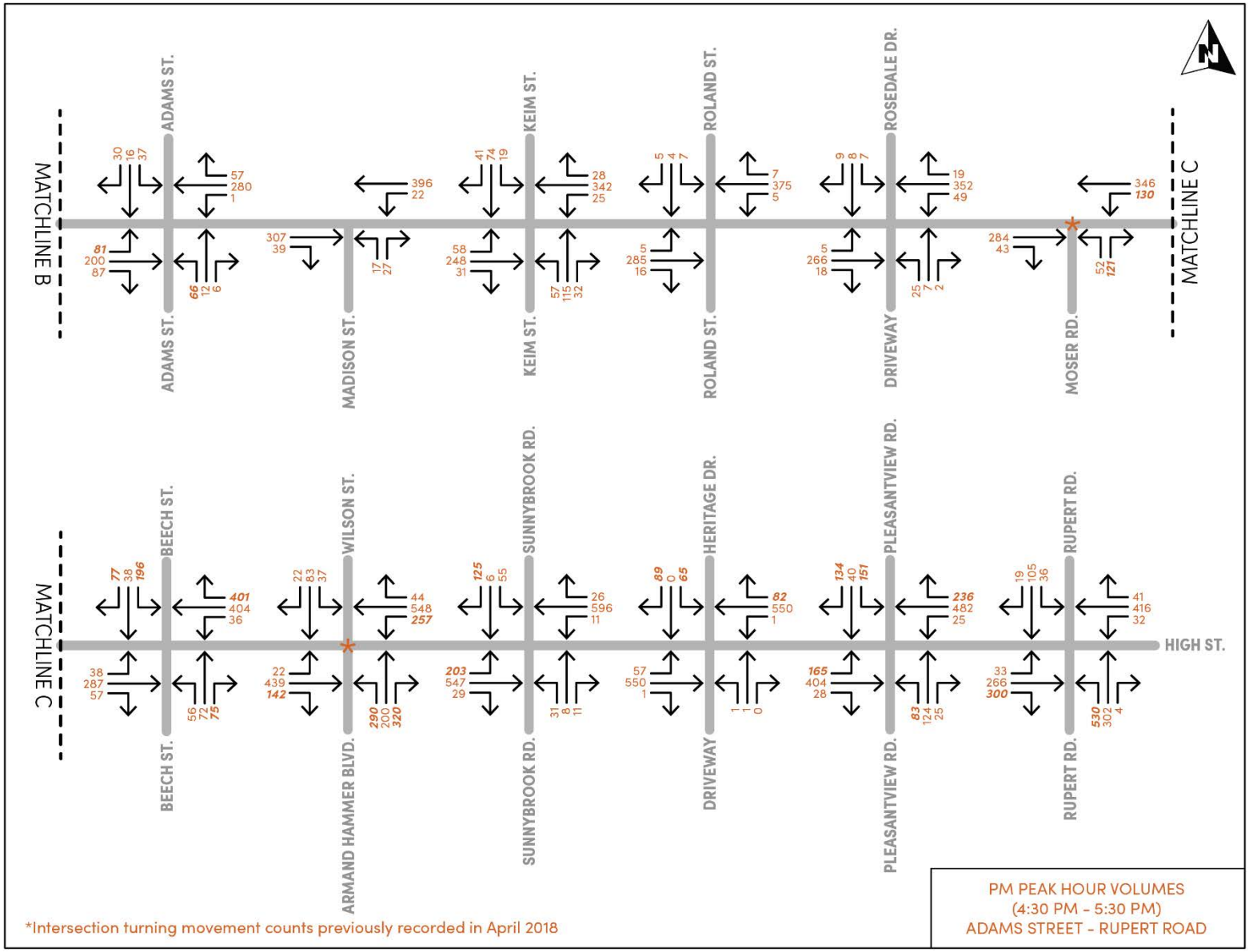
Source: DVRPC

FIGURE A-3: PM PEAK HOUR TURNING MOVEMENT COUNTS - WEST



Source: DVRPC

FIGURE A-4: PM PEAK HOUR TURNING MOVEMENT COUNTS - EAST

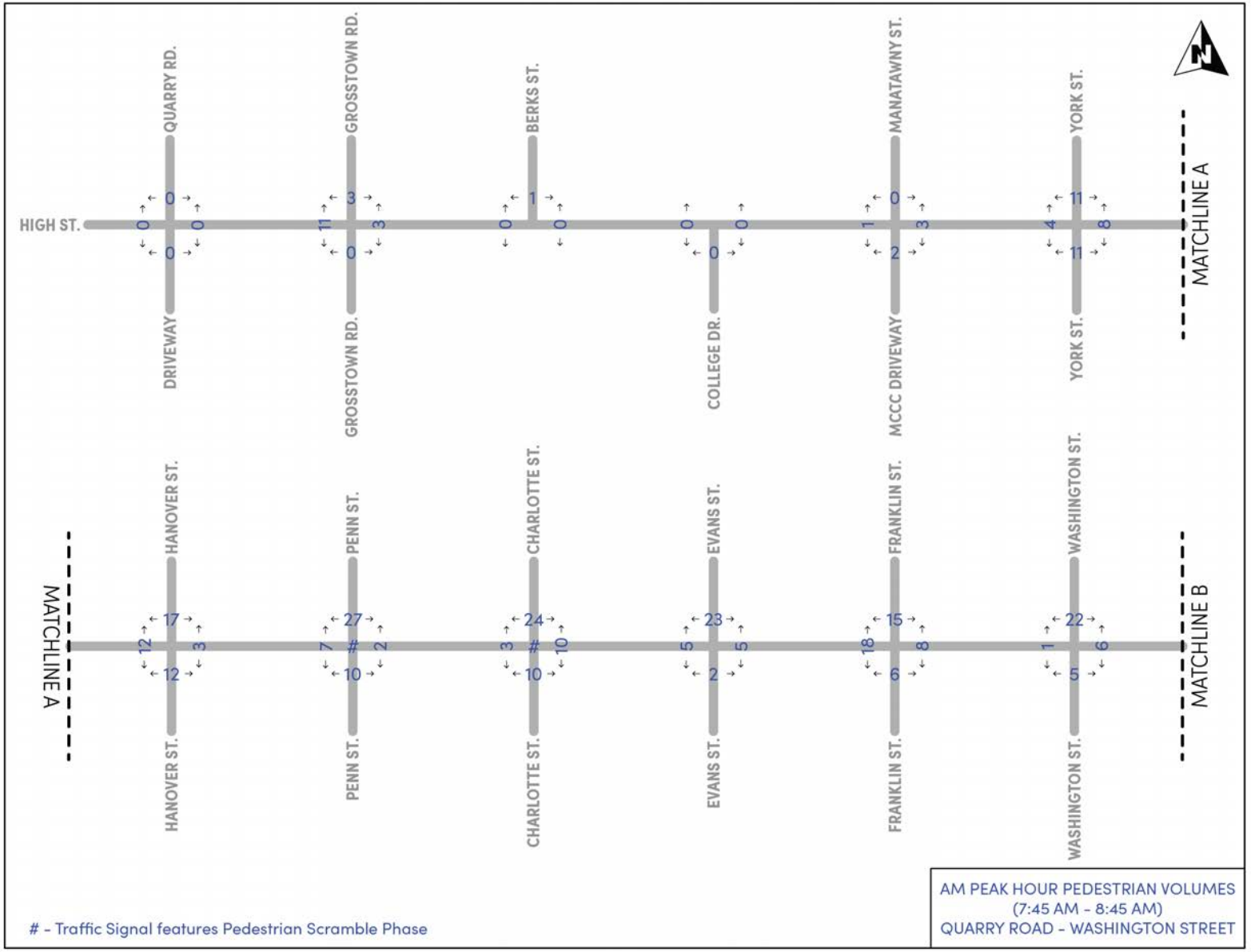


Source: DVRPC

APPENDIX B

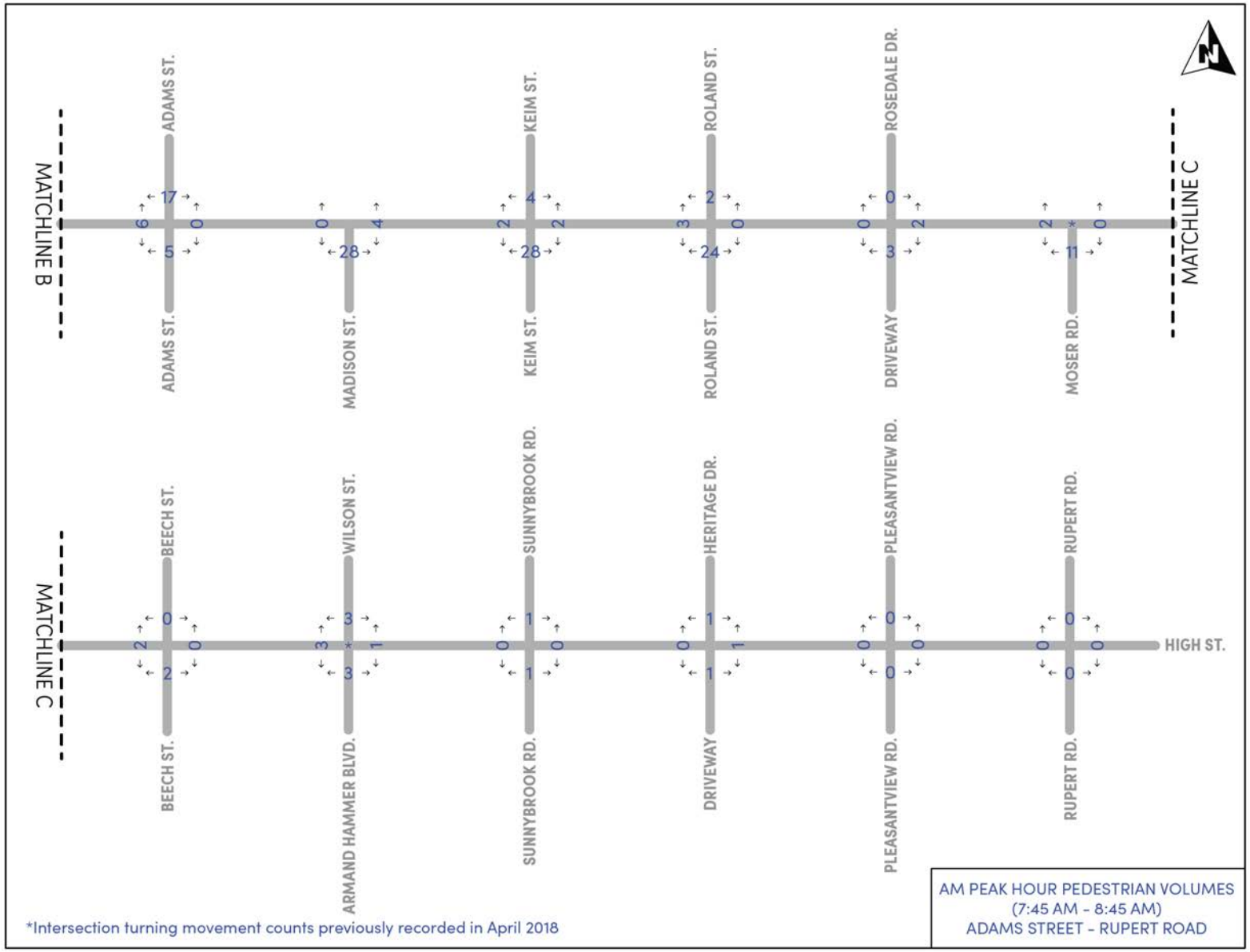
Intersection Crosswalk Counts

FIGURE B-1: AM PEAK HOUR CROSSWALK COUNTS - WEST



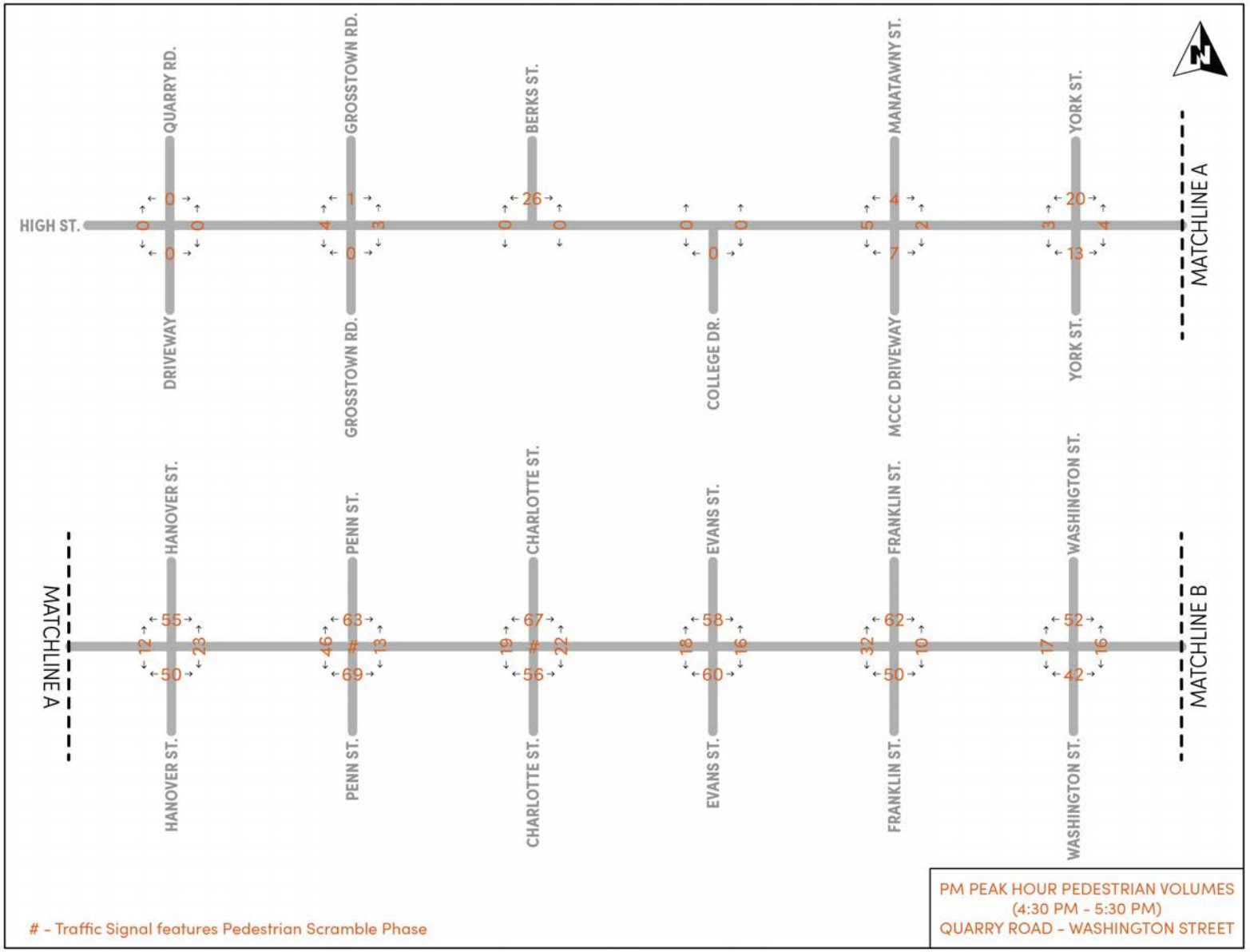
Source: DVRPC

FIGURE B-2: AM PEAK HOUR CROSSWALK COUNTS - EAST



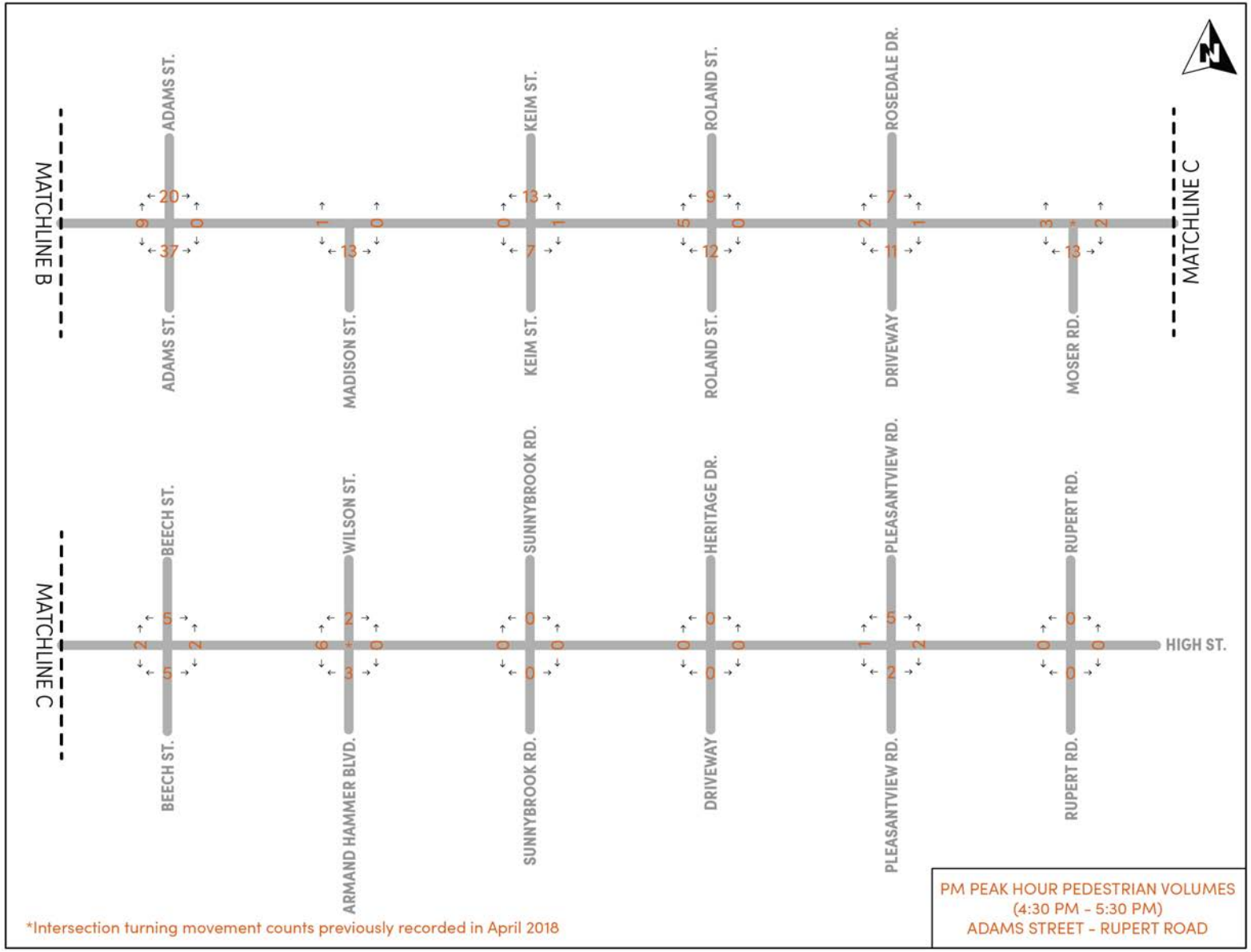
Source: DVRPC

FIGURE B-3: PM PEAK HOUR CROSSWALK COUNTS - WEST



Source: DVRPC

FIGURE B-4: PM PEAK HOUR CROSSWALK COUNTS - EAST



Source: DVRPC

High Street Corridor Study

MONTGOMERY COUNTY, PA

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Key Words:
Corridor, multimodal, safety, traffic, policy, placemaking

Abstract:

This document is the conclusion of a two-year study requested by the Montgomery County Planning Commission (MCPC) and the Pottstown Metropolitan Regional Planning Committee (PMRPC) to develop multimodal design improvements along the High Street Corridor. The portion of High Street studied for this project is approximately six and a half miles long and extends from Quarry Road to the west to Rupert Road to the east. The study corridor extends through three municipalities within Montgomery County: West Pottsgrove Township, Pottstown Borough, and Lower Pottsgrove Township.

Recommendations included safety enhancement such as midblock crossings, a road diet, and targeted sidewalk completions, as well as aesthetic and placemaking efforts such as gateway treatments, landscaping, and wayfinding.

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