Route 30 Master Plan

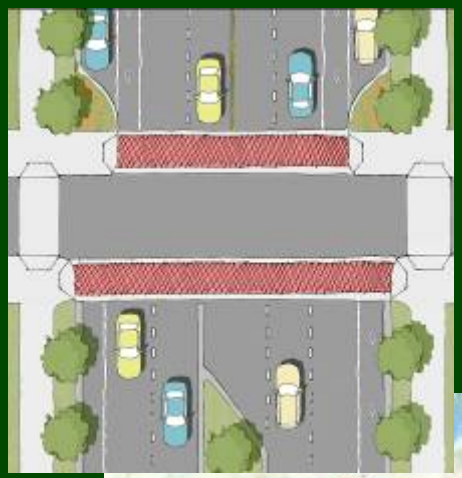
Smart Growth
Partnership of Westmoreland County

Community Vision Team

April 27, 2007

Route 30 Vision Statement

- The Lincoln Highway is one of the best transportation corridors in the nation
  - Safe
  - Efficient
  - Vibrant with economic activity



Key Goals

Consistent land use regulation	•Enhance economic activities •Preserve historic character & rural beauty •Respect individual property rights
Healthy mix of development	•Balance commercial, industrial, residential, agriculture, open space
Smart technology & parallel road networks	•Improve safety •Optimize traffic flow & route choices
Multi-modal systems	•Integrate roadway, transit, air & rail
Enhanced motoring experience	•Well-maintained surface •Landscaping •Traffic control systems

Critical Opportunities

- Optimize corridor safety & traffic flow
- Expand travel choices
- Revitalize core towns
- Shape suburban growth
- Preserve rural landscape

The Visioning Process

Where are we now?

Where are we going?

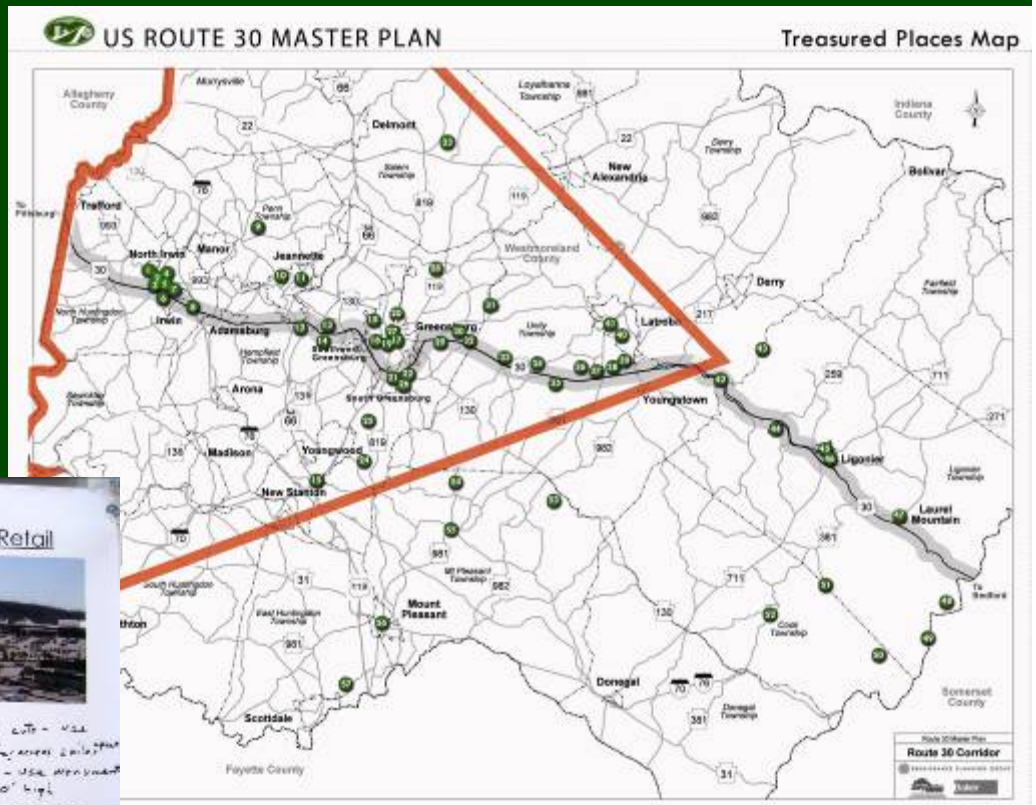
Where do we want to be?

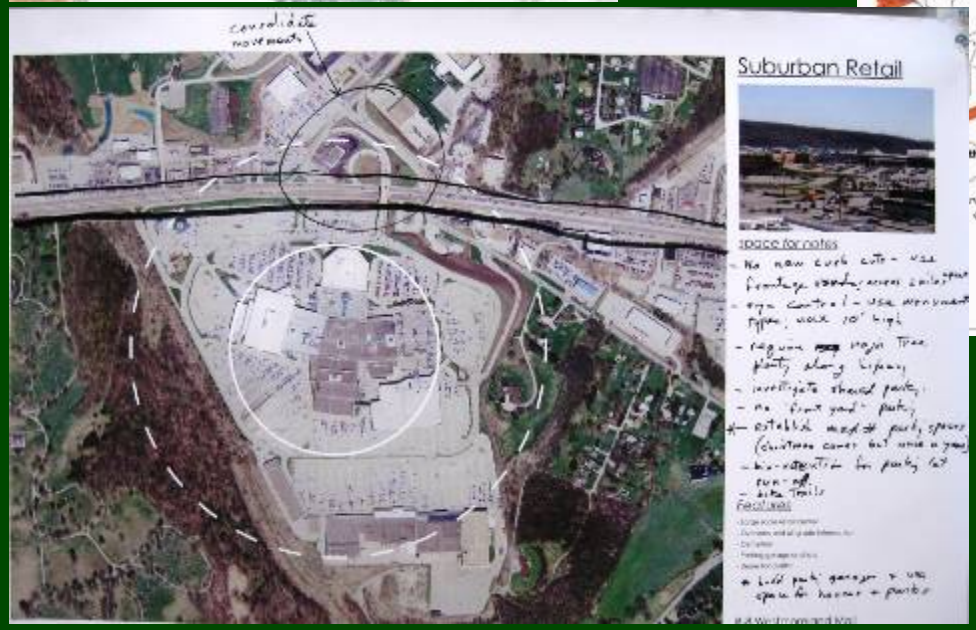
How will we get there?

The “Oregon Model” for Community Visioning - Steven Ames

Workshop 1: Oct 2006

Where are we now & where are we going?





Project Work Group: Dec 2005

Optimized Community Elements

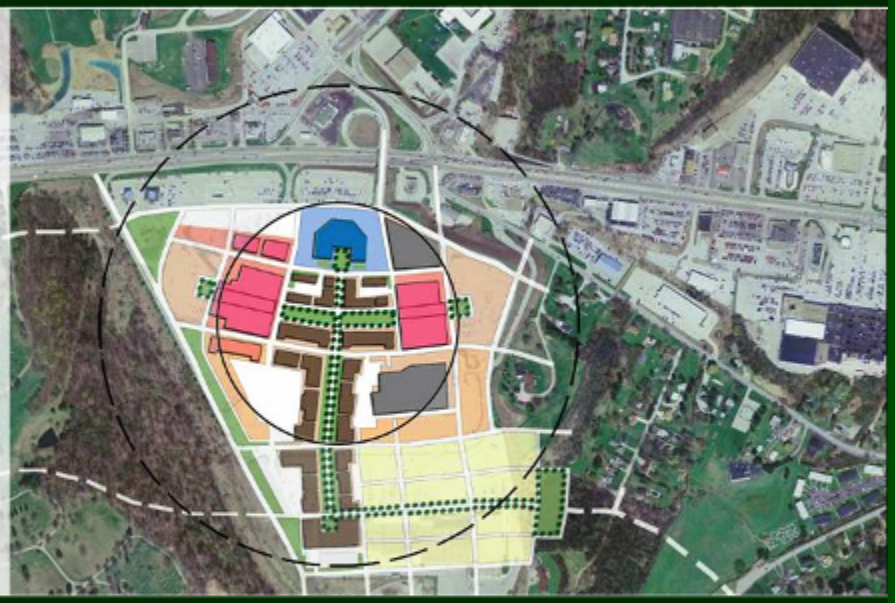
Optimized Suburban Mixed Use Center

Westmoreland Mall

Quality:
Re-develop the mall into a new suburban mixed-use center adding residential and civic components

Accessibility:
Create a block network and re-orient parking. Provide parallel connections off of US 30

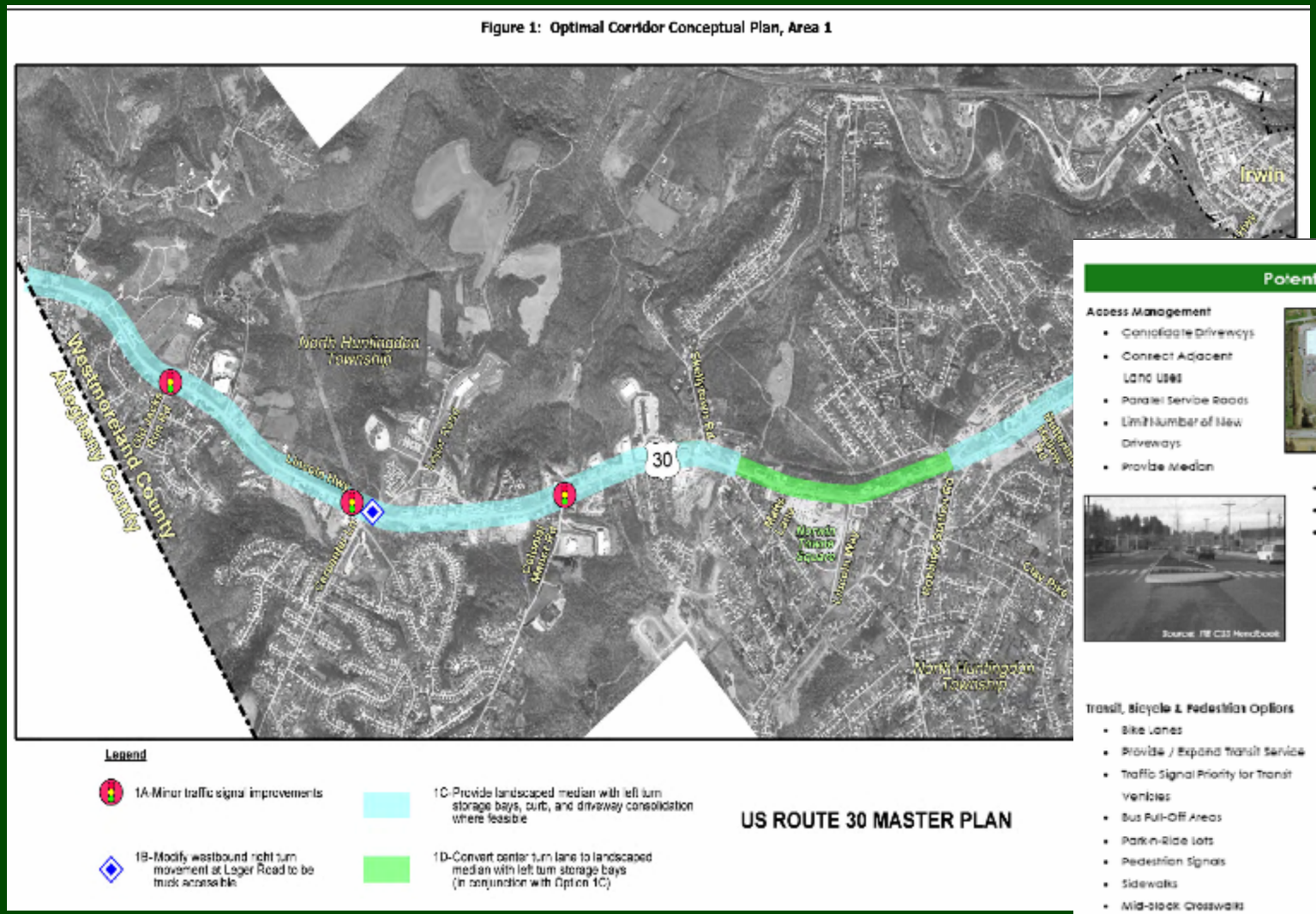
Walkability:
Develop public parks/plazas and tree-lined streets to promote walkability

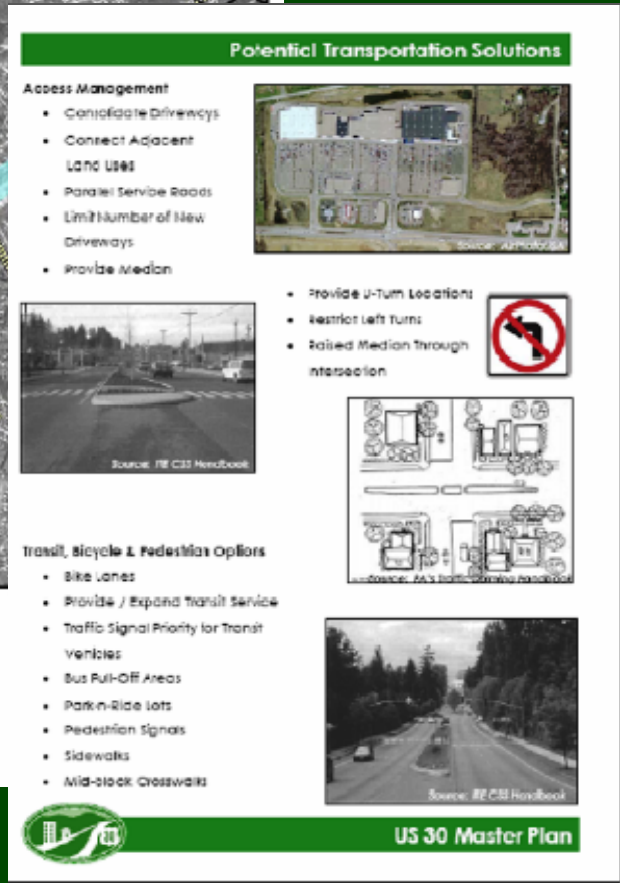


SFR
MFR
CIVIC/INSTITUTIONAL
COMMERCIAL
MIXED USE
EMPLOYMENT/ INDUSTRIAL

Project Work Group: Dec 2005

Optimized Corridor





Workshop 2: Jan 2007

Where do we want to be? Generating ideas

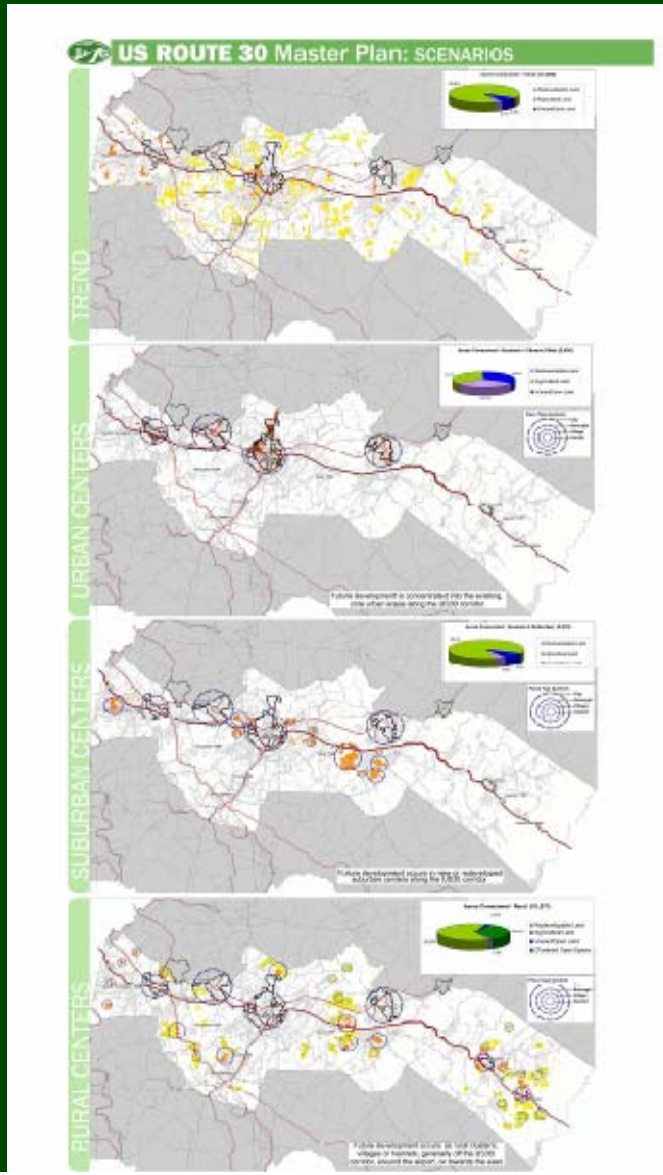
Vibrant Cities

Healthy Suburbs

Thriving Rural Area

Workshop 3: March 2007

Where do we want to be? Evaluating scenarios



Community Vision Team April 2007 Today's Meeting

- Alternative Scenarios
- Preferred Scenario
- Vision Plan Recommendations
- Demonstration Plan Locations/ Goals

Alternative Scenarios

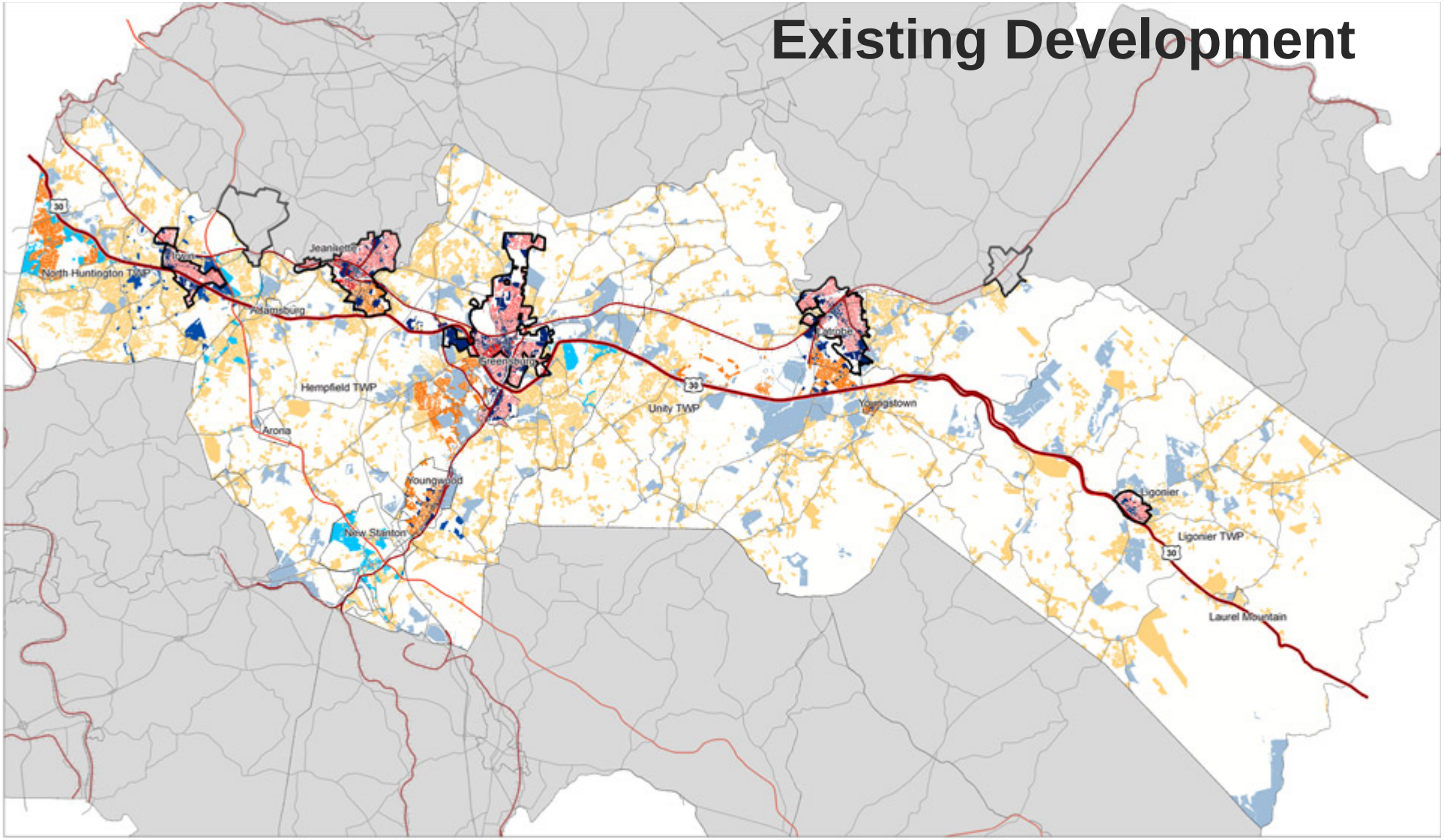
Population & Employment (all scenarios)	Base Year 2000	Forecast Year 2030	Numeric Increase	Percent Increase
Number of persons	158,662	170,081	11,419	7%
Number of households	64,752	77,820	13,068	20%
Number of jobs	100,854	104,339	3,485	3%
Land Area (all scenarios)				
Total acres	189,338			
Total unbuildable acres *	101,378			
Total buildable acres **	87,959			
Buildable redevelopable acres ***	9,046			
Buildable agricultural acres	70,052			
Buildable vacant/ open acres	8,862			

* Unbuildable land includes steep slopes, wetlands, water, primary road rights-of-way, existing residential areas, protected agriculture, parks/recreation areas, battlefields, & other local government public facilities.

** Buildable land includes redevelopable areas, vacant/open space, and non-protected agricultural land.

*** Redevelopable land includes commercial and industrial areas (not residential areas)

Existing Development



US Route 30 Corridor Scenarios: Existing Residential and Employment

0 0.5 1 2 3 4 5 Miles

- U.S. Route 30
- PA Turnpike
- Railroad
- Major Roads

Employment in 2000
Approx. Density

- 1 - 4 EMP / Acre
- > 4 EMP / Acre
- > 8 EMP / Acre
- > 16 EMP / Acre

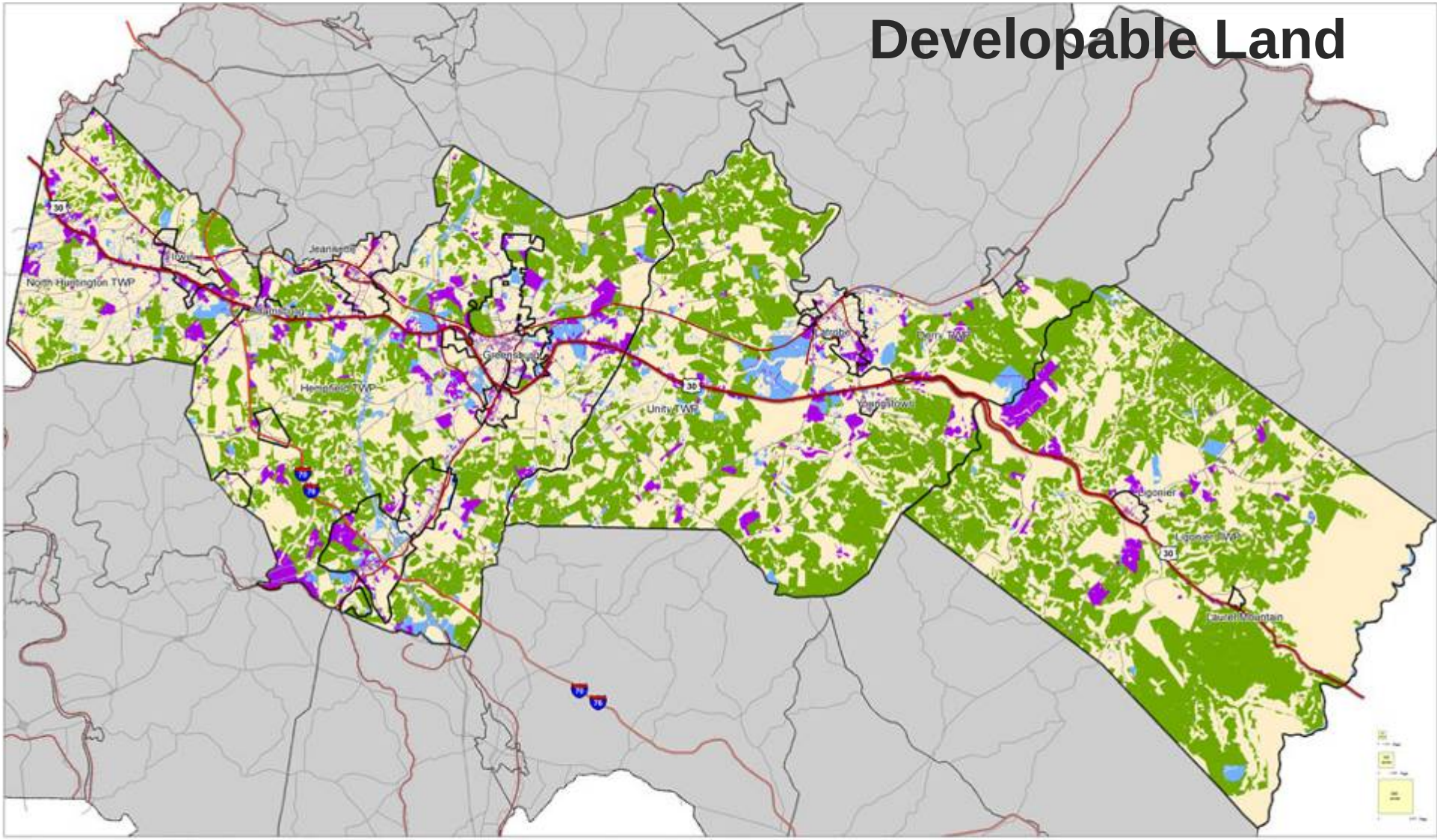
Residential in 2000
Approx. Density

- 1 - 3 DU Acre
- > 3 DU Acre
- > 5 DU Acre
- > 12 DU Acre

Study Area	2000	2030	Increase
Number of persons	158,662	170,081	11,419
Number of households	64,752	77,820	13,068
Number of jobs	100,854	104,339	3,485

N

Developable Land



US Route 30 Corridor Preferred Scenario Development

- U.S. Route 30
- PA Turnpike
- Railroad
- Major Roads

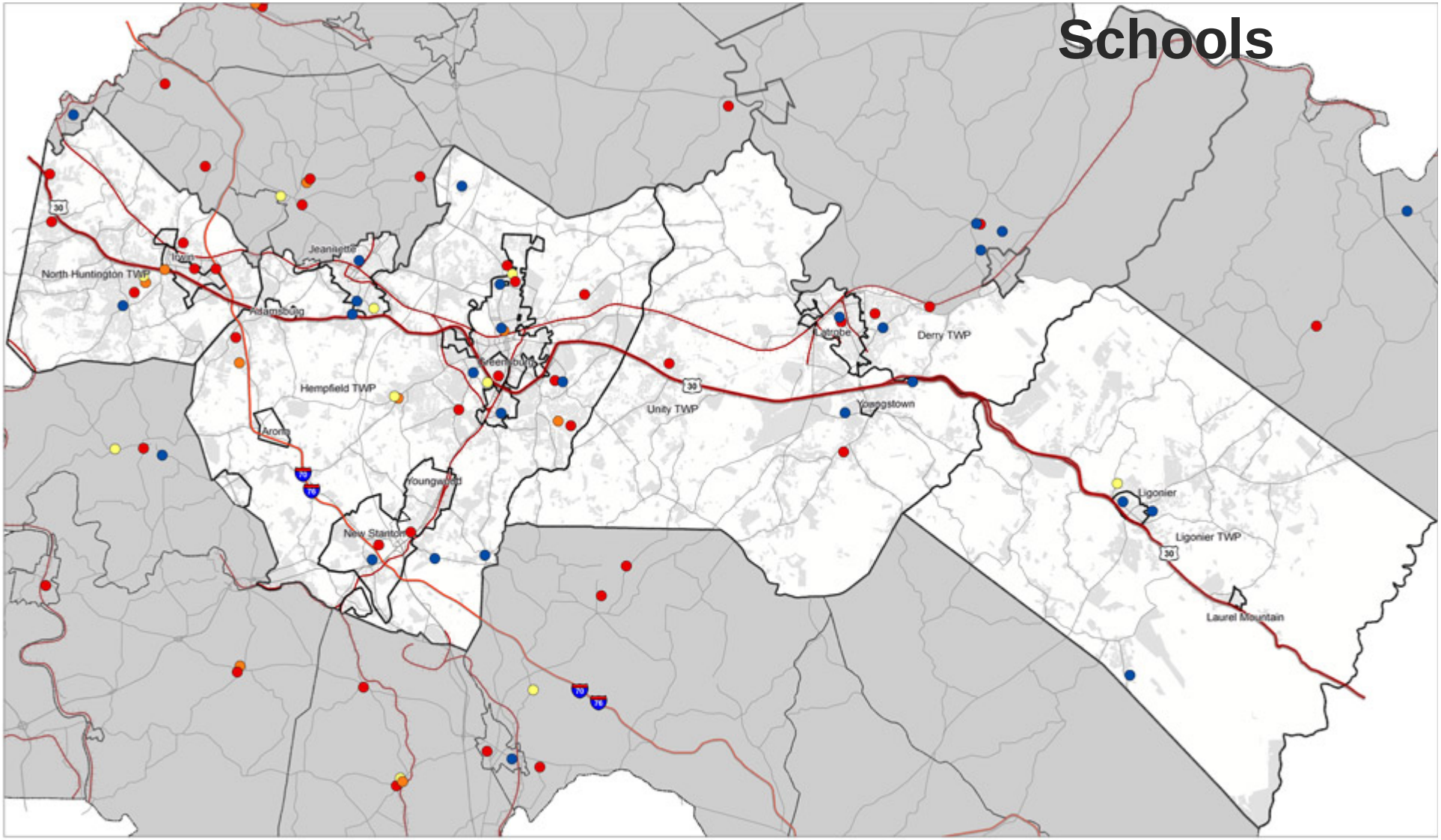
Developable Lands Updated 4-5-07

- Agriculture
- Redevlopable
- Vacant

- Outside Study Area
- Unbuildable Areas

N

Schools



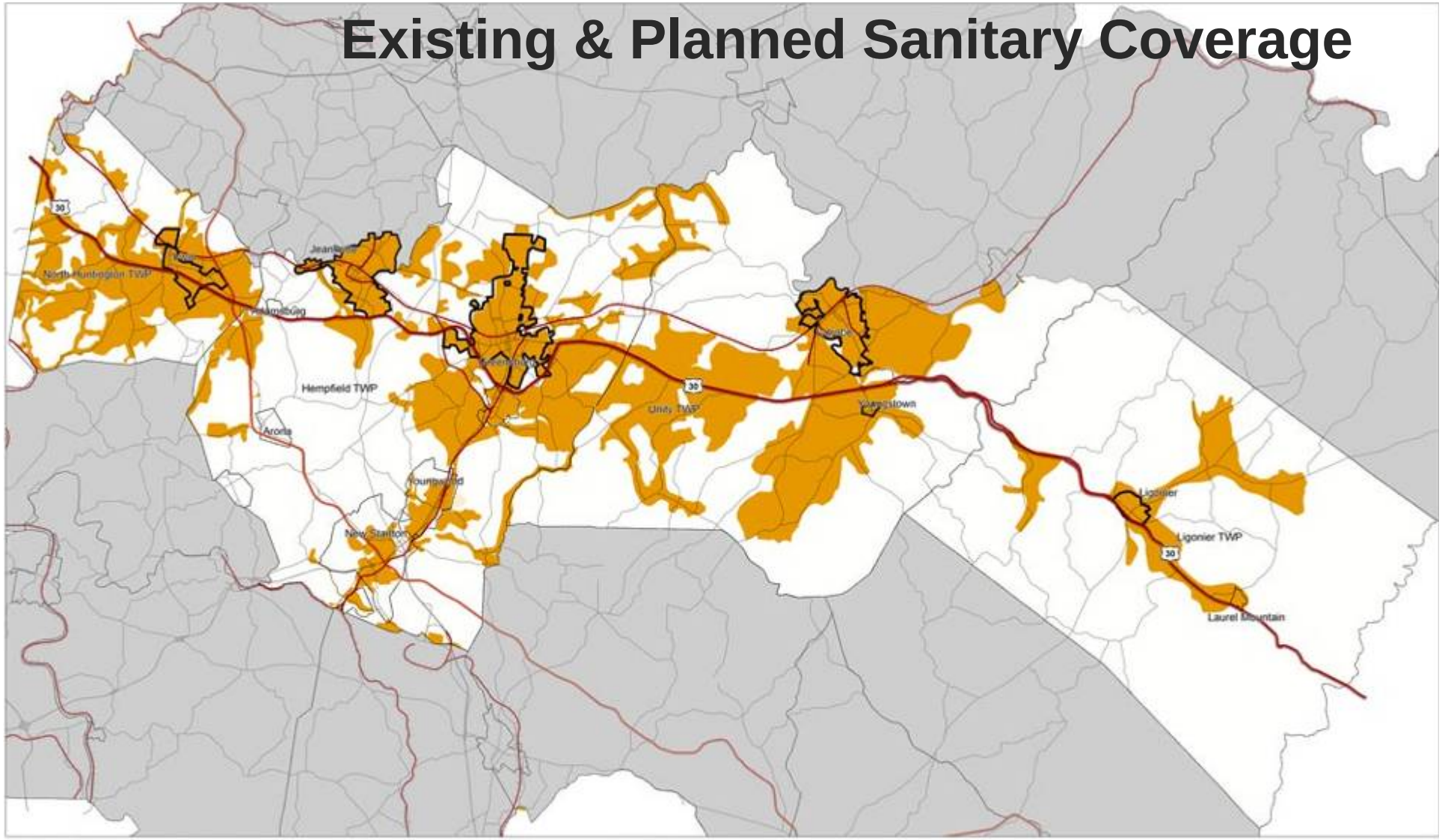
US Route 30 Corridor Preferred Scenario Development

0 0.5 1 2 3 4 5 Miles

- U.S. Route 30
- PA Turnpike
- Railroad
- Major Roads
- Existing Urban/Built Footprint
- Outside Study Area
- High School
- Middle School
- Elementary Schools
- Other

N

Existing & Planned Sanitary Coverage



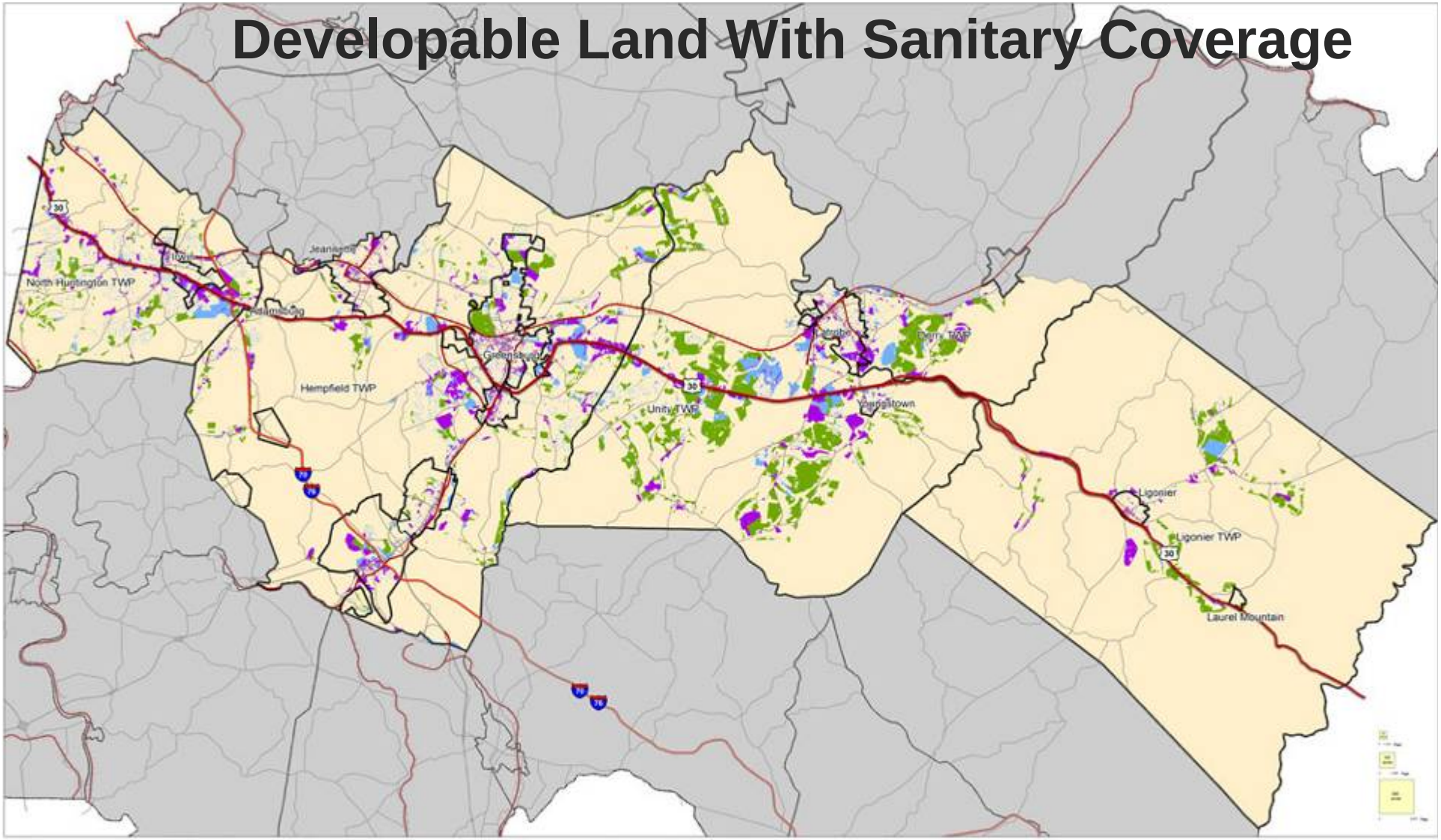
US Route 30 Corridor Preferred Scenario Development

0 0.5 1 2 3 4 5 Miles

- U.S. Route 30
- PA Turnpike
- Railroad
- Major Roads
- Outside Study Area

N

Developable Land With Sanitary Coverage



US Route 30 Corridor Preferred Scenario Development

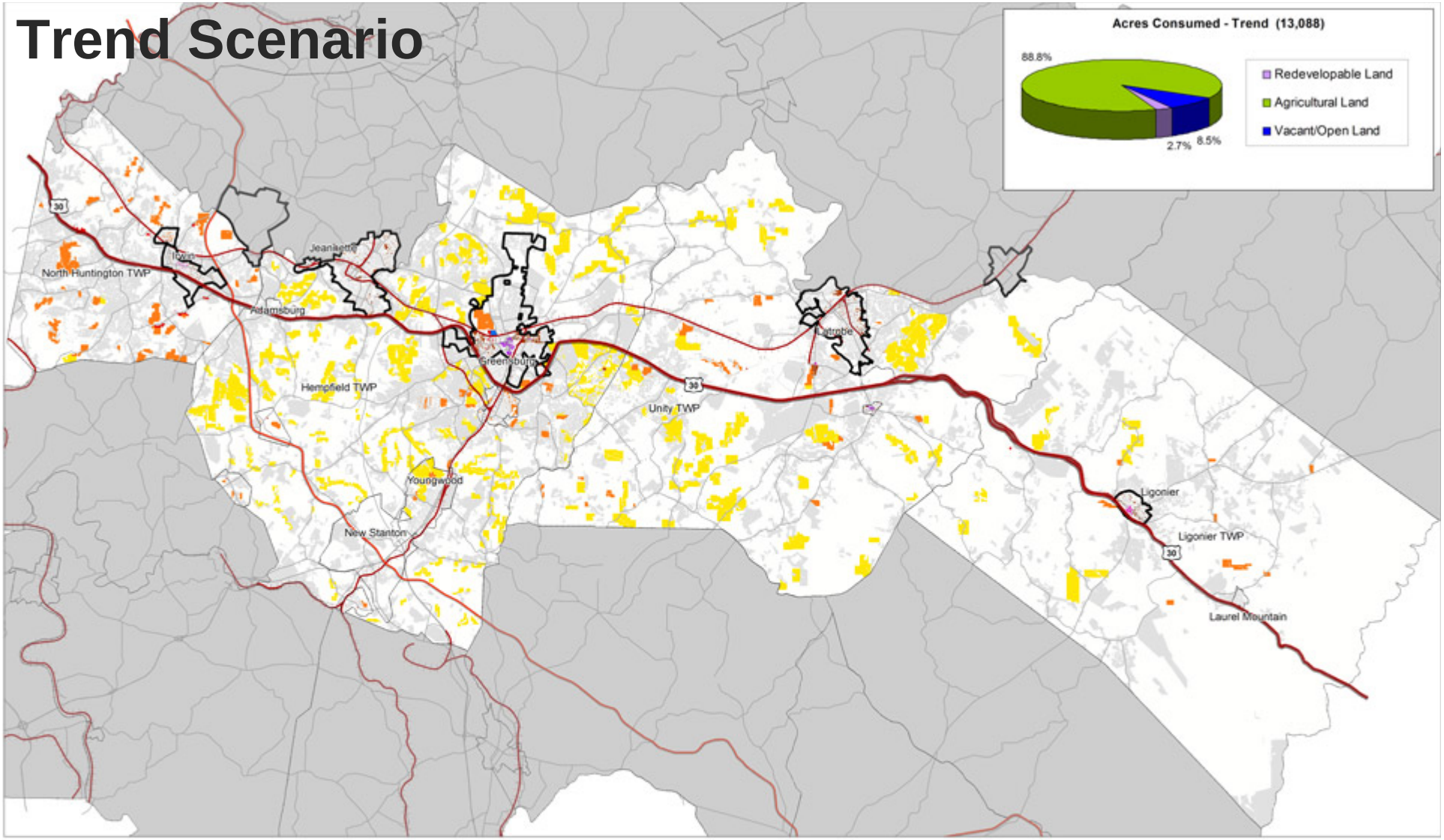
- U.S. Route 30
- PA Turnpike
- Railroad
- Major Roads

Developable Land with Sanitary

- Agriculture
- Redevlopable
- Vacant

- Outside Study Area
- Unbuildable Areas

Trend Scenario



US Route 30 Corridor Scenarios: Trend

0 0.5 1 2 3 4 5 Miles

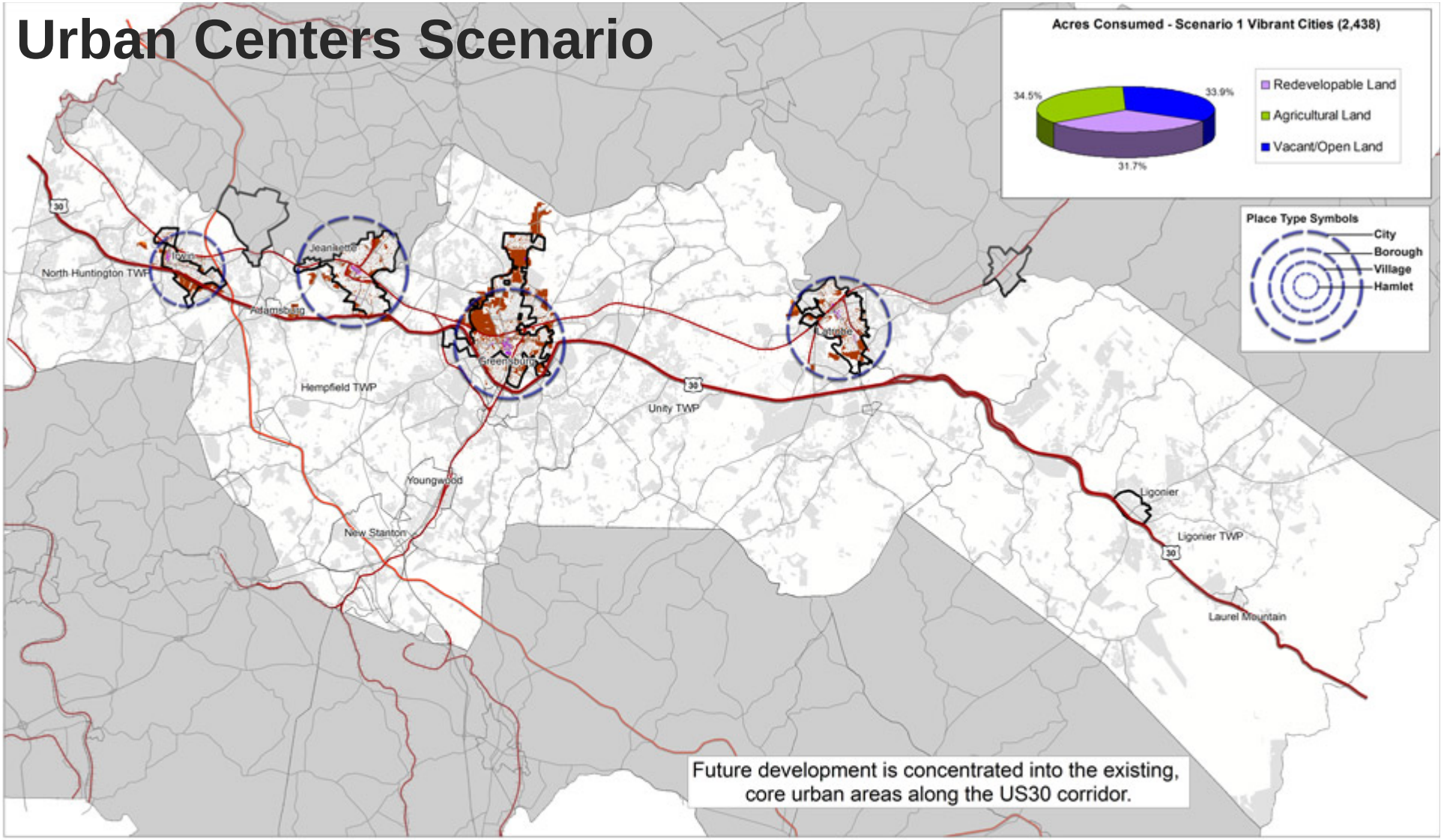
- U.S. Route 30
- PA Turnpike
- Railroad
- Major Roads
- Existing Urban/Built
- Outside Study Area

- Urban MU
- Urban MU Optimized
- Urban Residential
- Suburban Residential
- Rural Residential
- Employment Institutional
- Suburban Employment

Study Area	Increase by 2030
Number of additional persons	11,419
Number of additional households	13,068
Number of additional jobs	3,485

N

Urban Centers Scenario



US Route 30 Corridor Scenario 1: Urban Centers

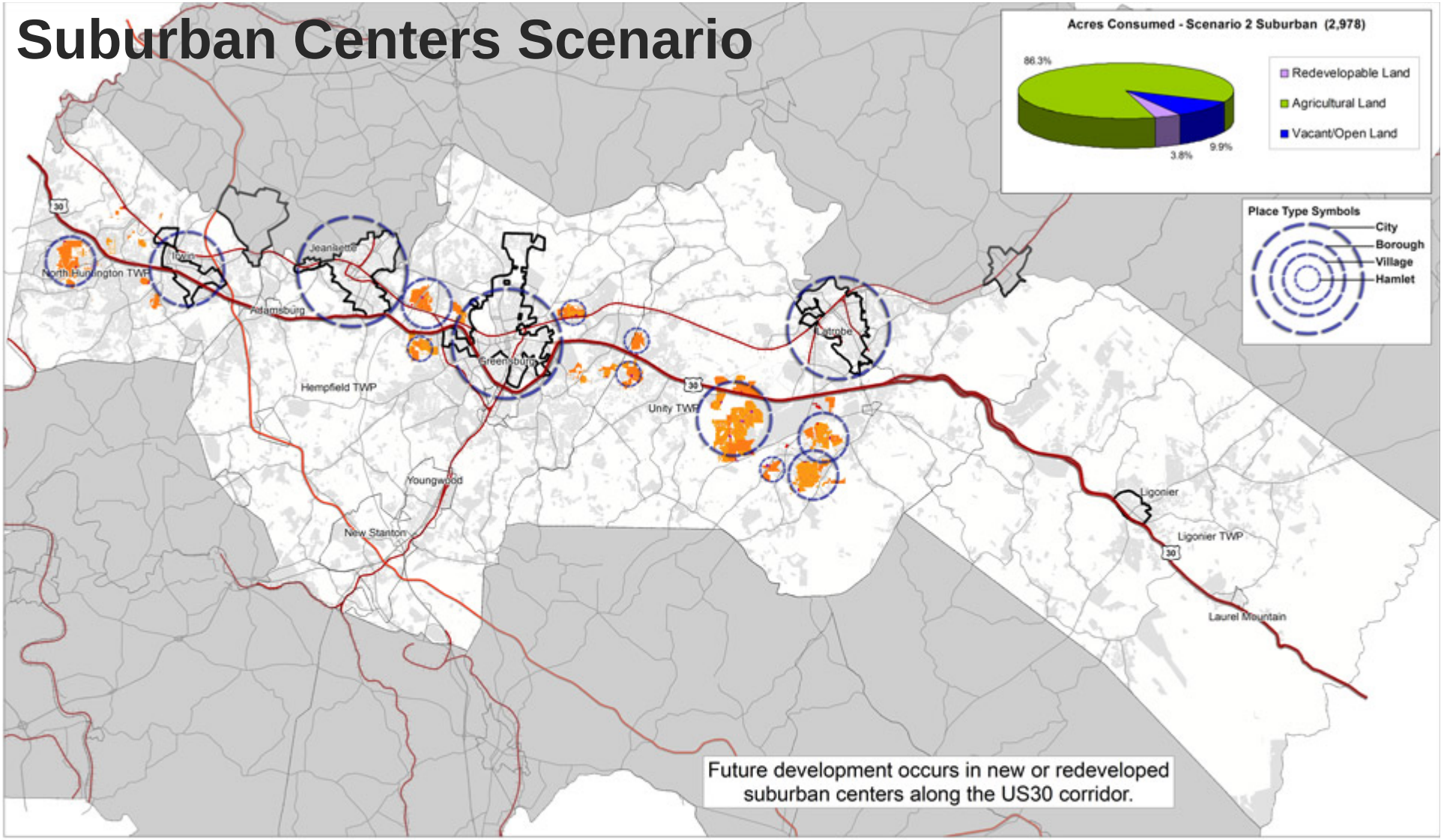
0 0.5 1 2 3 4 5 Miles

- U.S. Route 30
- PA Turnpike
- Railroad
- Major Roads
- Existing Urban/Built
- Outside Study Area
- Urban Mixed Use
- Urban Mixed Use Optimized
- Urban Residential
- Suburban Residential

Study Area	Increase by 2030
Number of additional persons	11,419
Number of additional households	13,068
Number of additional jobs	3,485

N

Suburban Centers Scenario



US Route 30 Corridor Scenario 2: Suburban Centers

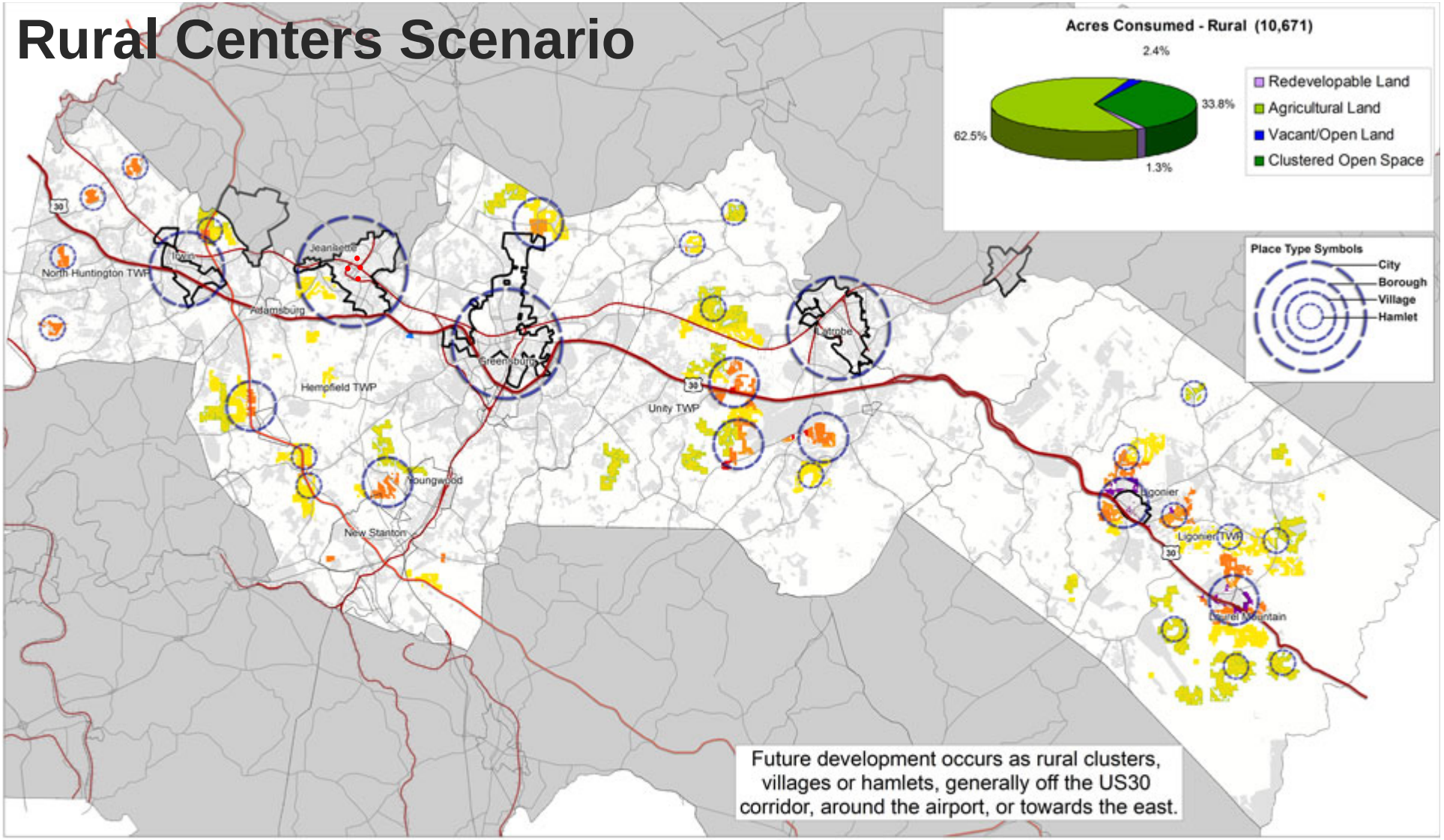
0 0.5 1 2 3 4 5 Miles

- U.S. Route 30
- PA Turnpike
- Railroad
- Major Roads
- Existing Urban/Built
- Outside Study Area
- Sub Mixed Use Optimized
- Suburban Retail
- Suburban Retail Optimized
- Suburban Office
- Suburban Residential
- Suburban Residential Optimized

Study Area	Increase by 2030
Number of additional persons	11,419
Number of additional households	13,068
Number of additional jobs	3,485

N

Rural Centers Scenario



US Route 30 Corridor Scenario 3: Rural Centers

0 0.5 1 2 3 4 5 Miles

- U.S. Route 30
- PA Turnpike
- Railroad
- Major Roads
- Existing Urban/Built
- Outside Study Area

- Sub Mixed Use Optimized
- Suburban Retail
- Suburban Retail Optimized
- Suburban Office
- Employment Institutional
- Suburban Residential
- Suburban Residential Optimized
- Rural Residential
- Rural Cluster
- Rural Mixed Use Village

Study Area	Increase by 2030
Number of additional persons	11,419
Number of additional households	13,068
Number of additional jobs	3,485

N

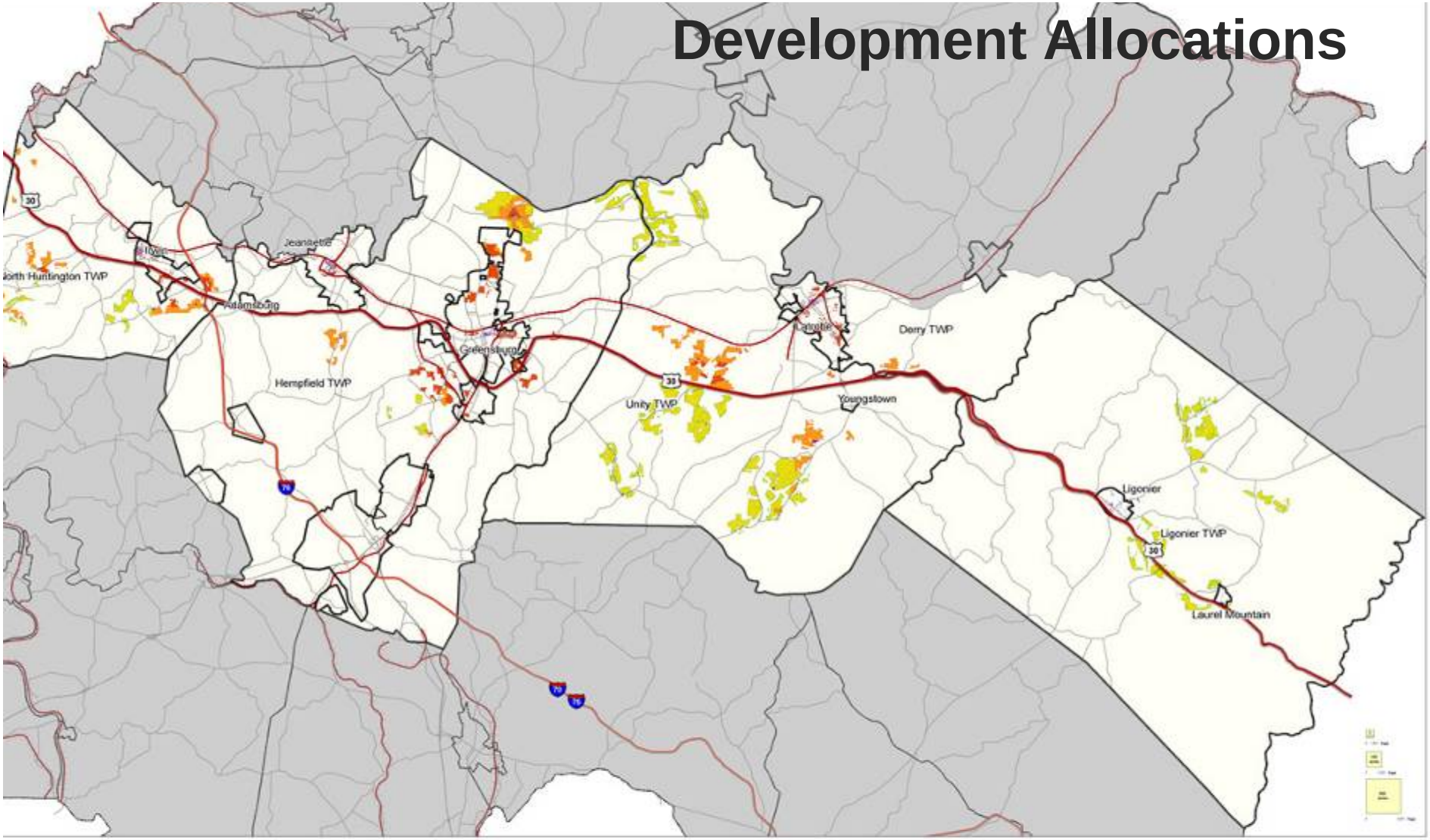
Public Workshop Rating Results

Score (1-5)	Trend	Urban	Suburban	Rural
Average	2.2	4.1	3.3	2.7
Median	1.5	4.5	3.5	2.0

Public Comments & Priorities

- Blend vibrant cities & suburban centers
- Add some rural cluster & village growth
- Maximize market trends & opportunities
- Optimize public infrastructure & services
- Reduce automobile dependence

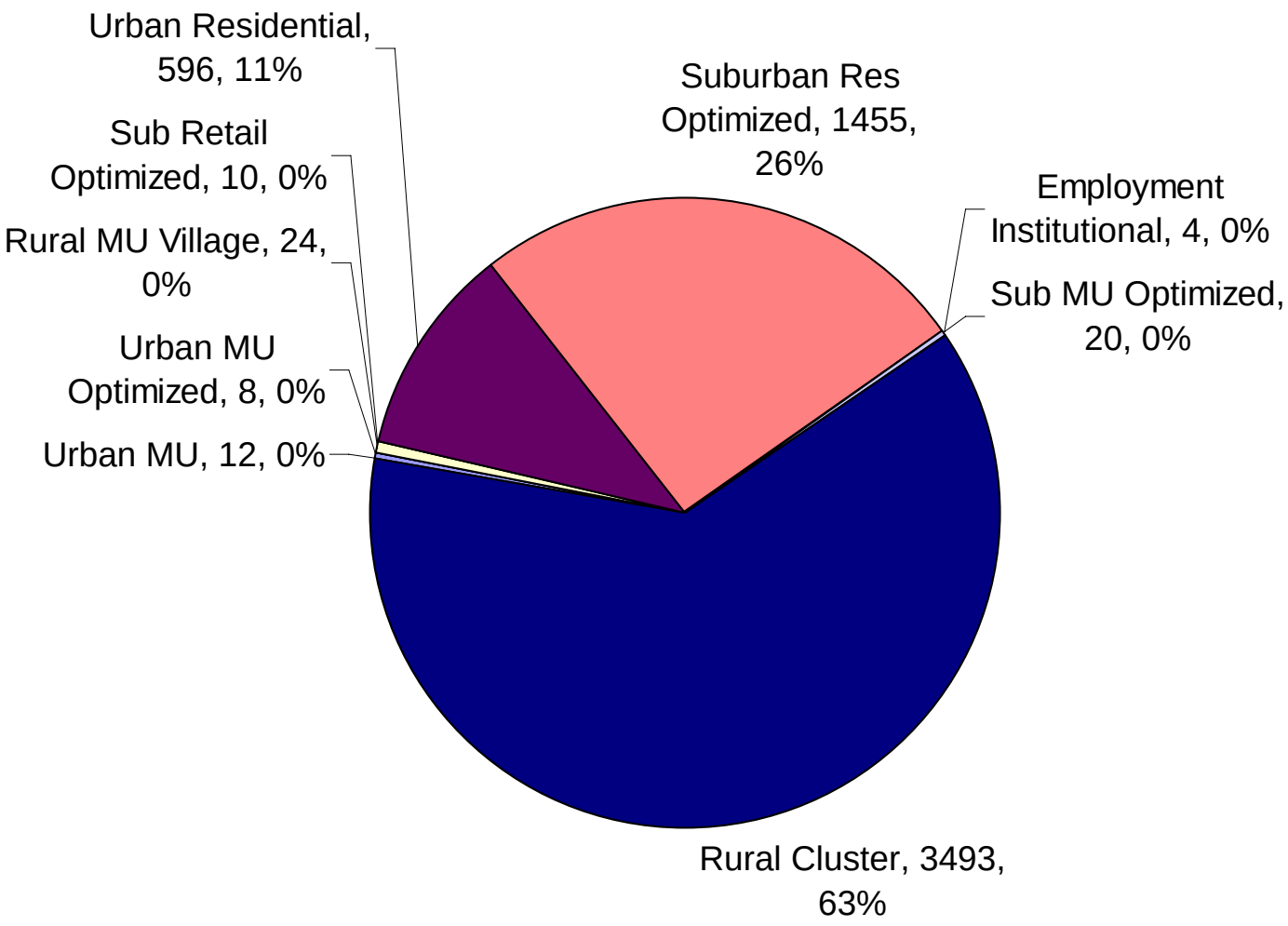
Development Allocations

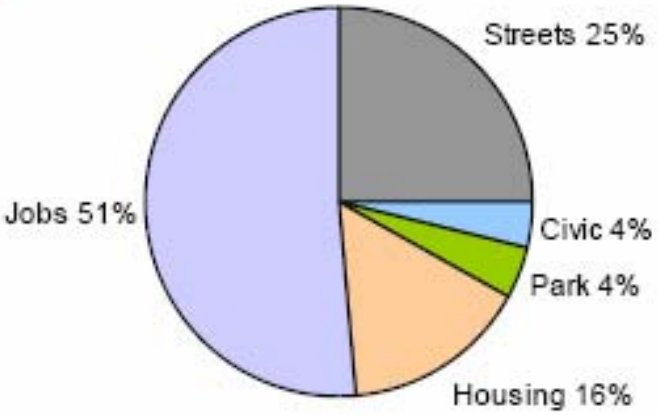


S Route 30 Corridor Preferred Scenario Development

- U.S. Route 30
- PA Turnpike
- Railroad
- Major Roads
- Outside Study Area
- Study Area
- Urban MU
- Urban MU Optimized
- Urban Residential
- Sub MU Optimized
- Suburban Retail Optimized
- Suburban Residential Optimized
- New Hospital
- Rural MU Village
- Rural Cluster / Open Space

Development Types

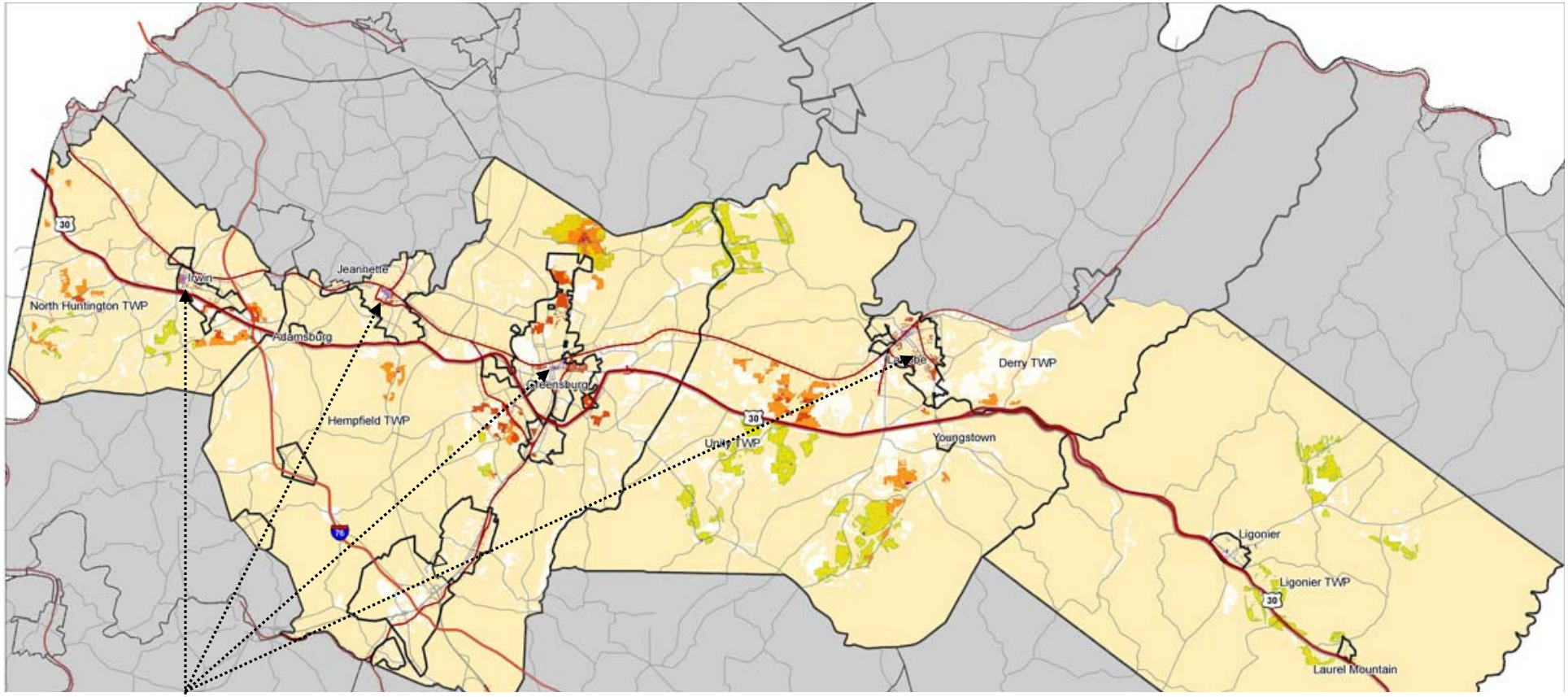




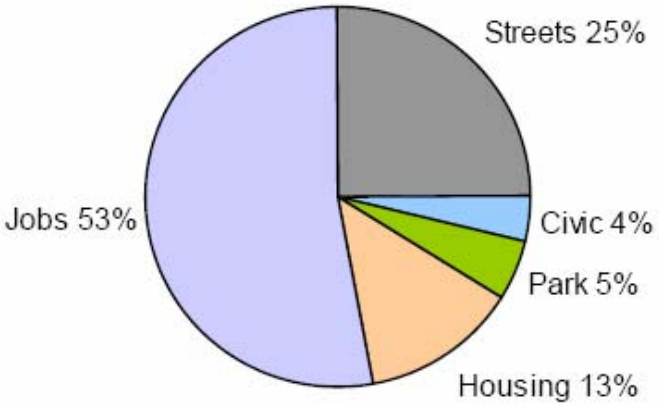
@10 net dwelling units/acre

@33 jobs/acre

- Urban MU
- Urban MU Optimized
- Urban Residential
- Sub MU Optimized
- Suburban Retail Optimized
- Suburban Residential Optimized
- New Hospital
- Rural MU Village
- Rural Cluster / Open Space



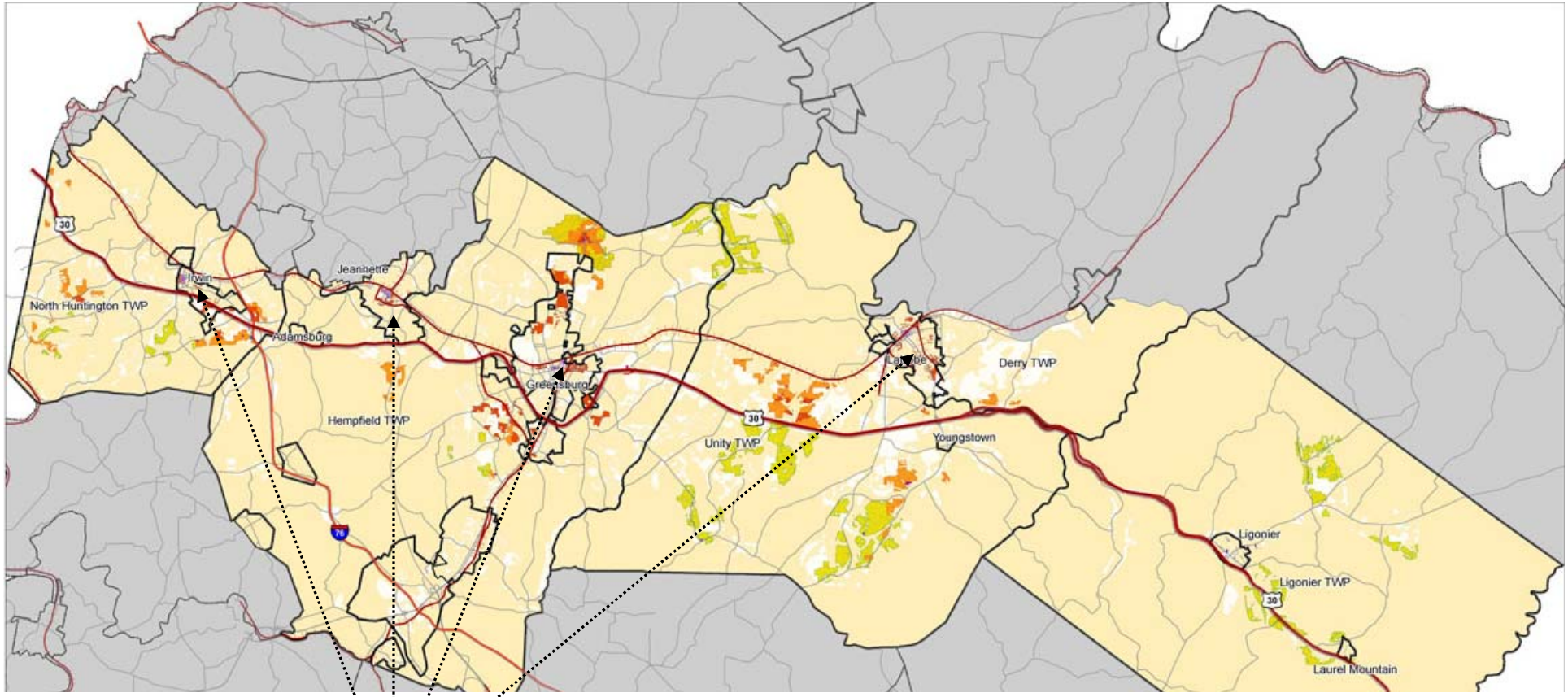
- Urban MU
- Urban MU Optimized
- Urban Residential
- Sub MU Optimized
- Suburban Retail Optimized
- Suburban Residential Optimized
- New Hospital
- Rural MU Village
- Rural Cluster / Open Space



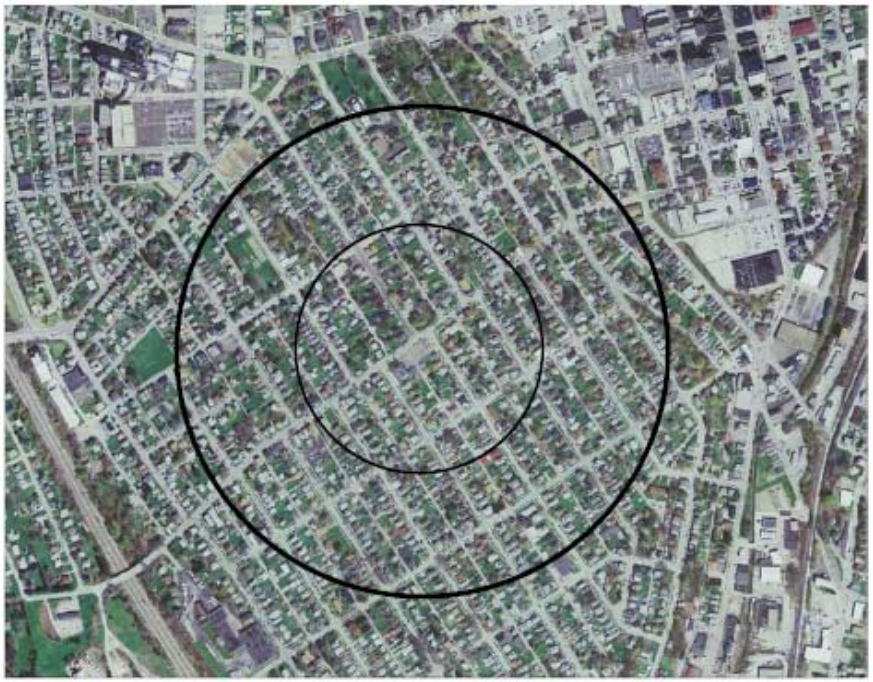
@10 dwelling units/acre

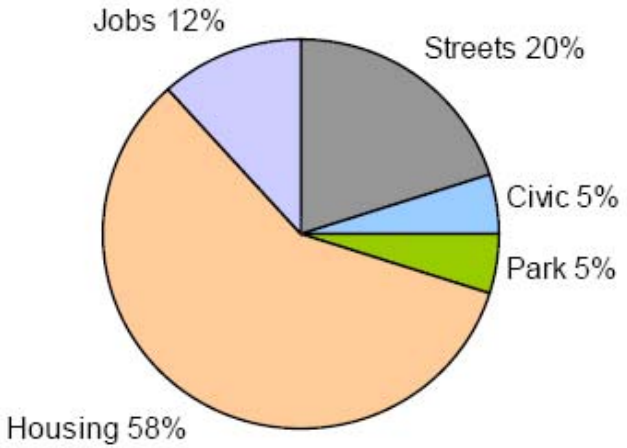
@40 jobs/acre

- Urban MU
- Urban MU Optimized
- Urban Residential
- Sub MU Optimized
- Suburban Retail Optimized
- Suburban Residential Optimized
- New Hospital
- Rural MU Village
- Rural Cluster / Open Space



- Urban MU
- Urban MU Optimized
- Urban Residential
- Sub MU Optimized
- Suburban Retail Optimized
- Suburban Residential Optimized
- New Hospital
- Rural MU Village
- Rural Cluster / Open Space

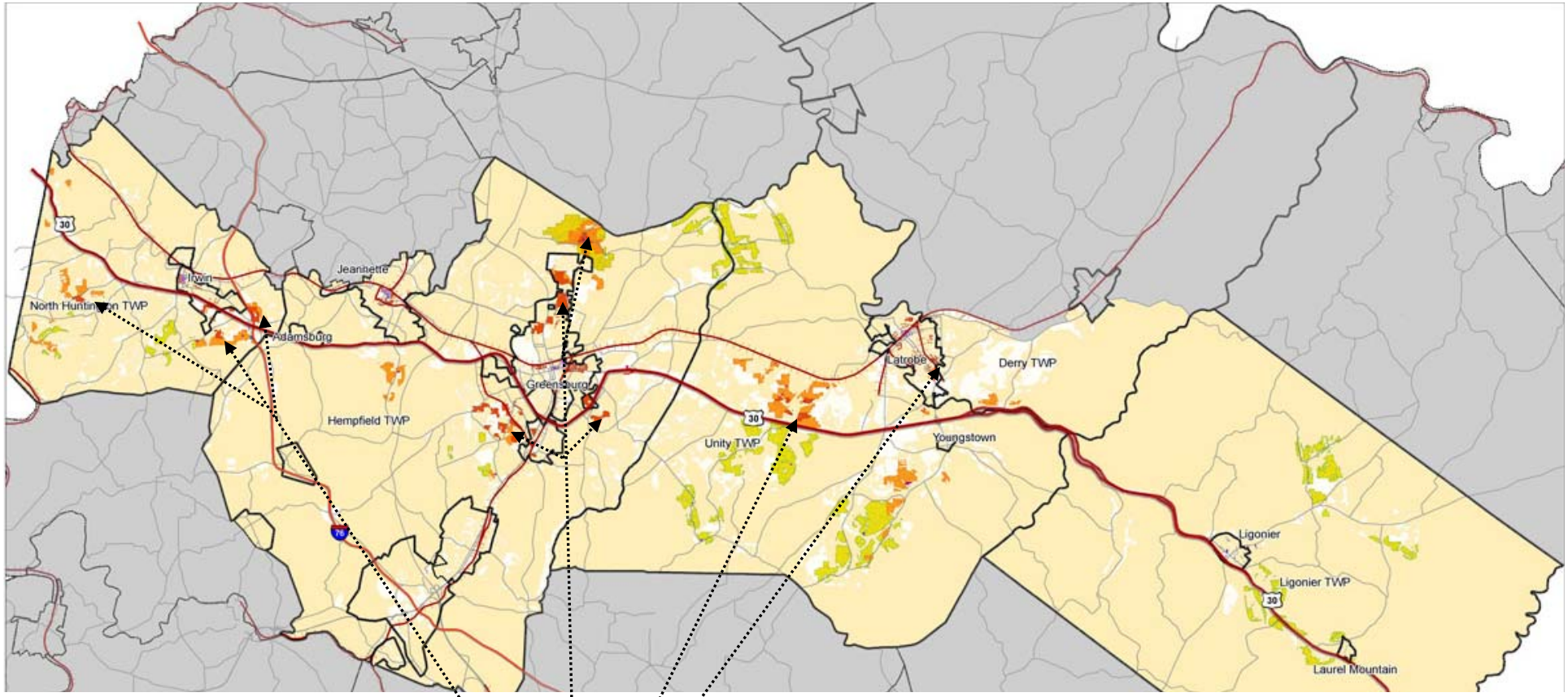




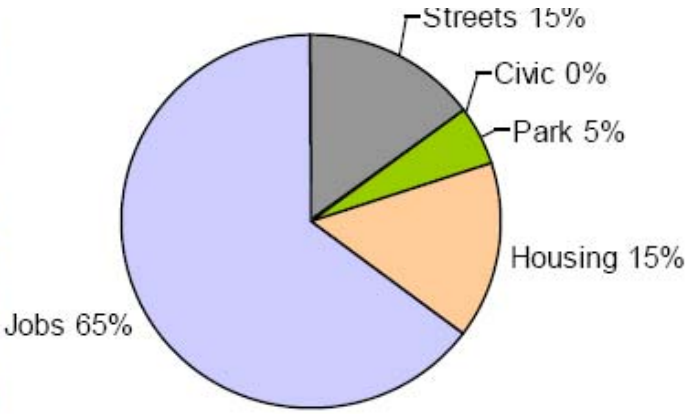
@7 dwelling units/acre

@1.5 jobs/acre

- Urban MU
- Urban MU Optimized
- Urban Residential
- Sub MU Optimized
- Suburban Retail Optimized
- Suburban Residential Optimized
- New Hospital
- Rural MU Village
- Rural Cluster / Open Space



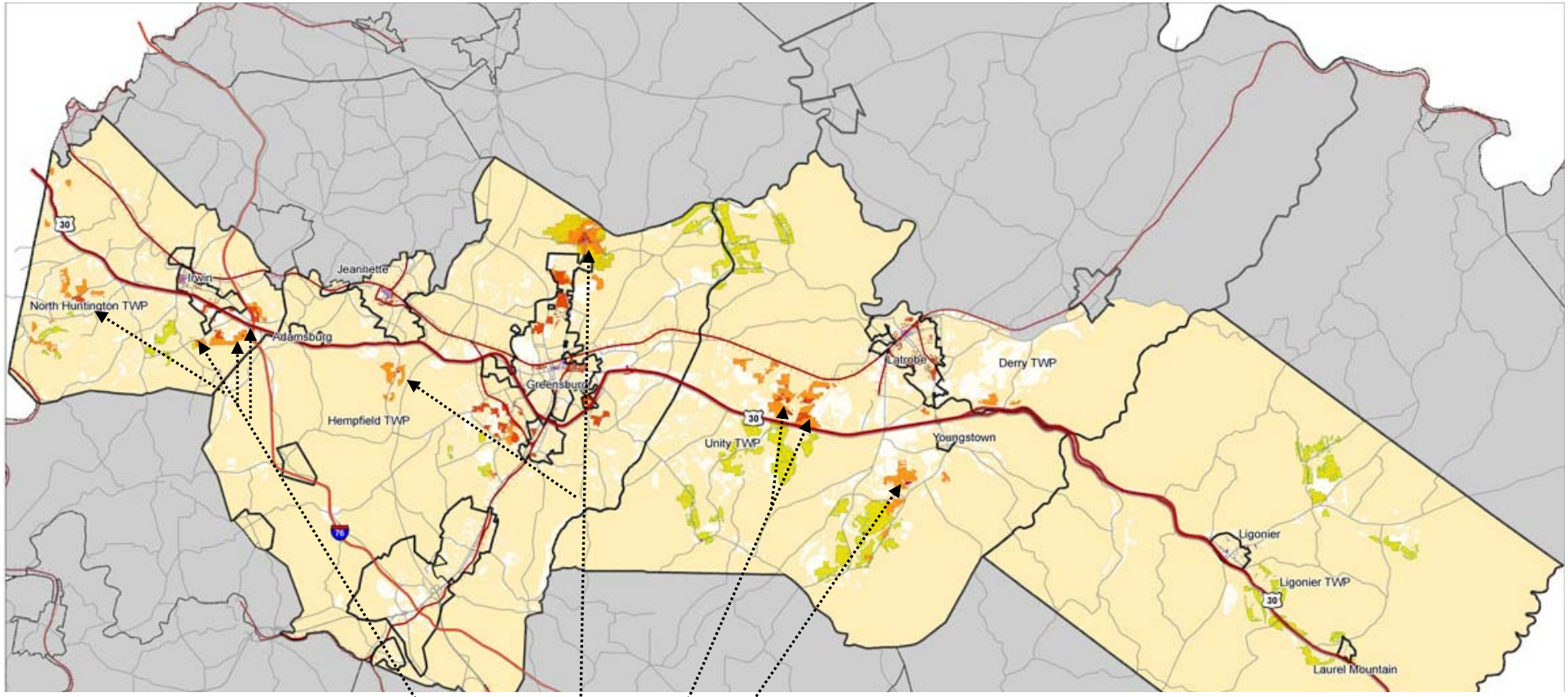
- Urban MU
- Urban MU Optimized
- **Urban Residential**
- Sub MU Optimized
- Suburban Retail Optimized
- Suburban Residential Optimized
- New Hospital
- Rural MU Village
- Rural Cluster / Open Space



@5 dwelling units/acre

@21.5 jobs/acre

- Urban MU
- Urban MU Optimized
- Urban Residential
- Sub MU Optimized
- Suburban Retail Optimized
- Suburban Residential Optimized
- New Hospital
- Rural MU Village
- Rural Cluster / Open Space



Urban MU

Urban MU Optimized

Urban Residential

Sub MU Optimized

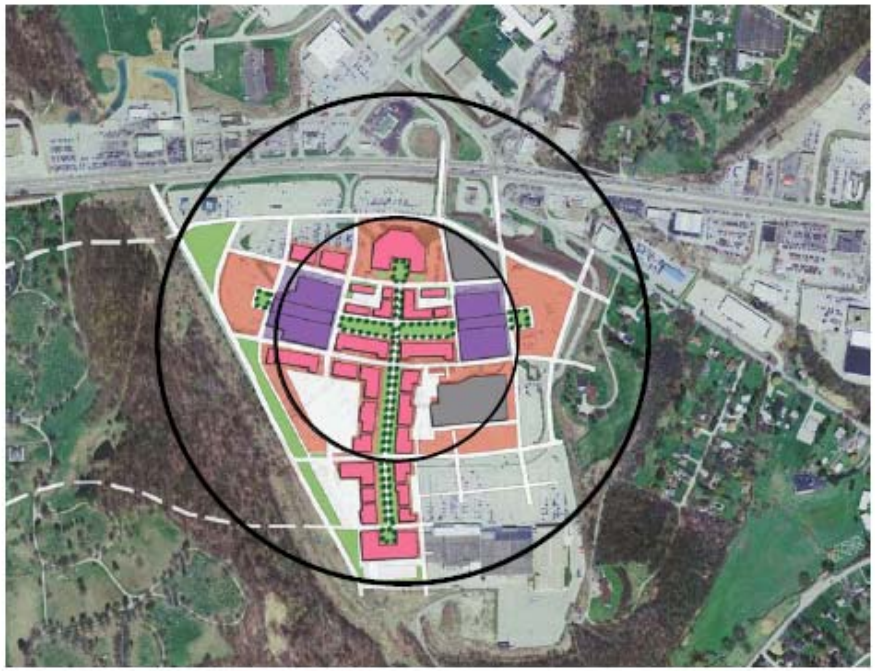
Suburban Retail Optimized

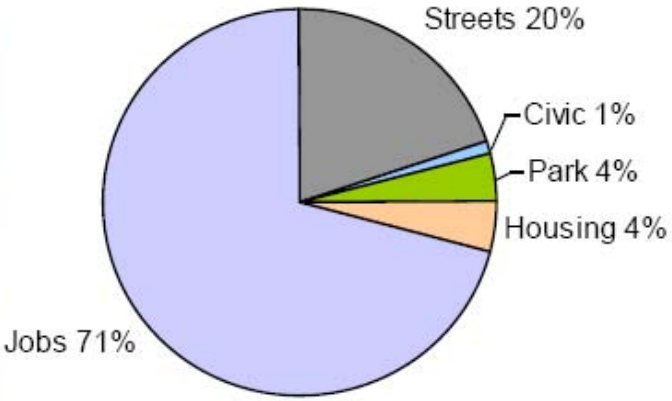
Suburban Residential Optimized

New Hospital

Rural MU Village

Rural Cluster / Open Space

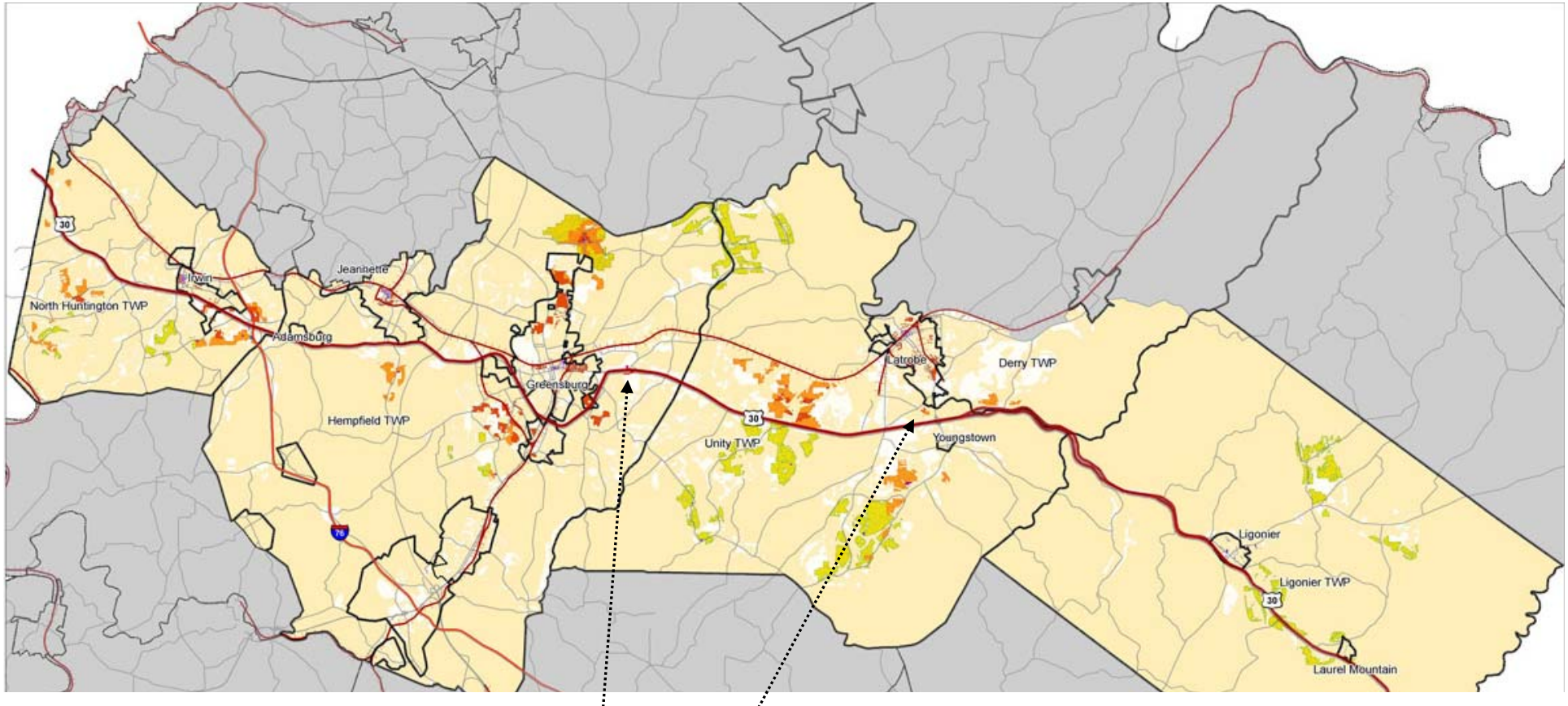




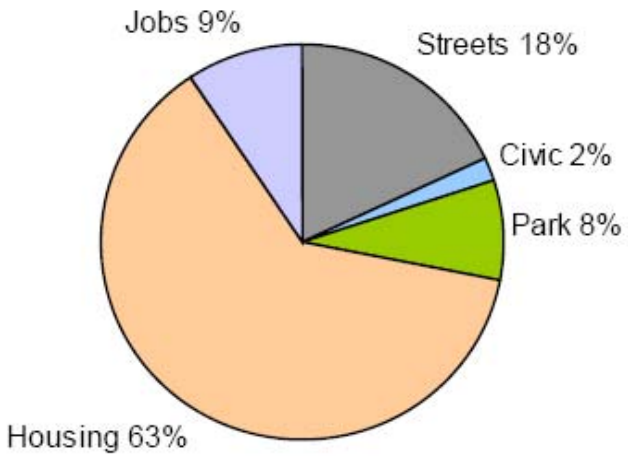
@1.5 dwelling units/acre

@26 jobs/acre

- Urban MU
- Urban MU Optimized
- Urban Residential
- Sub MU Optimized
- Suburban Retail Optimized
- Suburban Residential Optimized
- New Hospital
- Rural MU Village
- Rural Cluster / Open Space



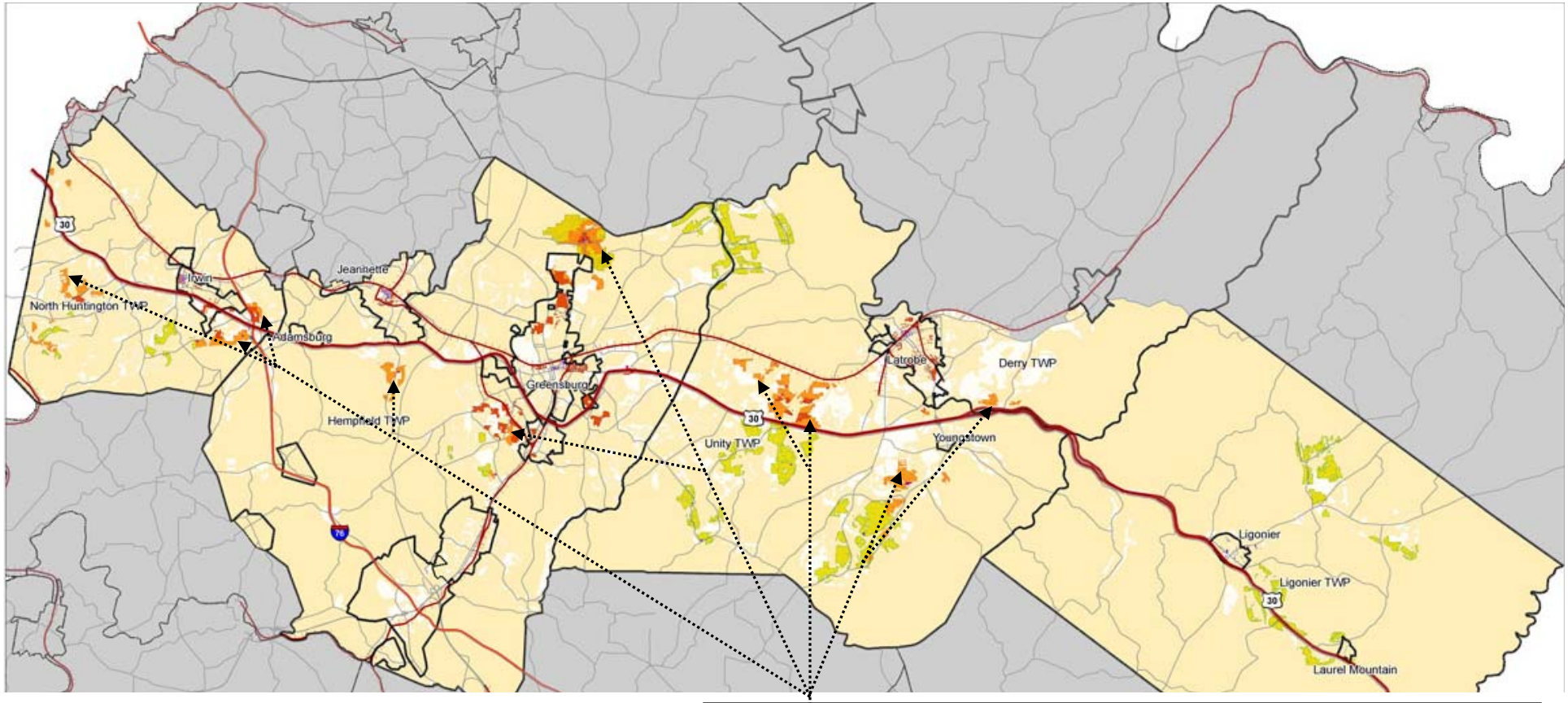
- Urban MU
- Urban MU Optimized
- Urban Residential
- Sub MU Optimized
- Suburban Retail Optimized
- Suburban Residential Optimized
- New Hospital
- Rural MU Village
- Rural Cluster / Open Space



@5 dwelling units/acre

@1 job/acre

- Urban MU
- Urban MU Optimized
- Urban Residential
- Sub MU Optimized
- Suburban Retail Optimized
- Suburban Residential Optimized
- New Hospital
- Rural MU Village
- Rural Cluster / Open Space



- Urban MU
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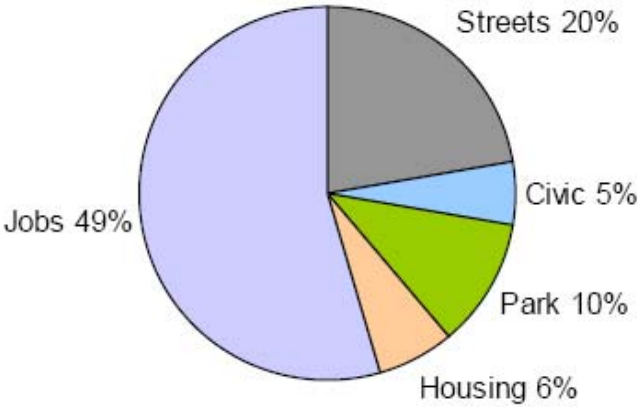
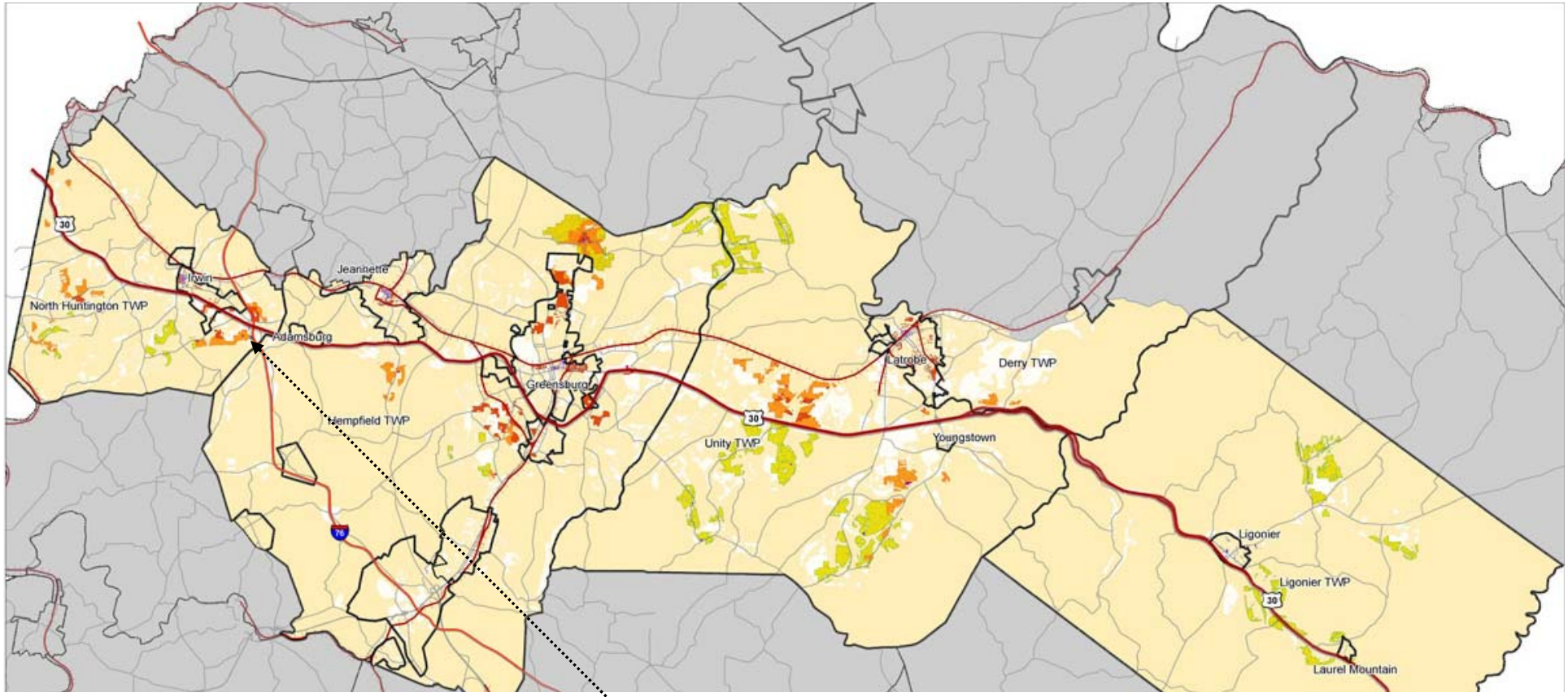


@1.5 dwelling units/acre

@11 jobs

- Urban MU
- Urban MU Optimized
- Urban Residential
- Sub MU Optimized
- Suburban Retail Optimized
- Suburban Residential Optimized
- New Hospital
- Rural MU Village
- Rural Cluster / Open Space



Urban MU

Urban MU Optimized

Urban Residential

Sub MU Optimized

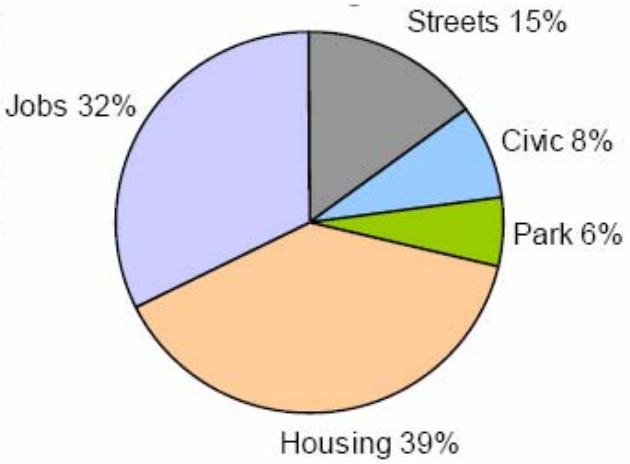
Suburban Retail Optimized

Suburban Residential Optimized

New Hospital

Rural MU Village

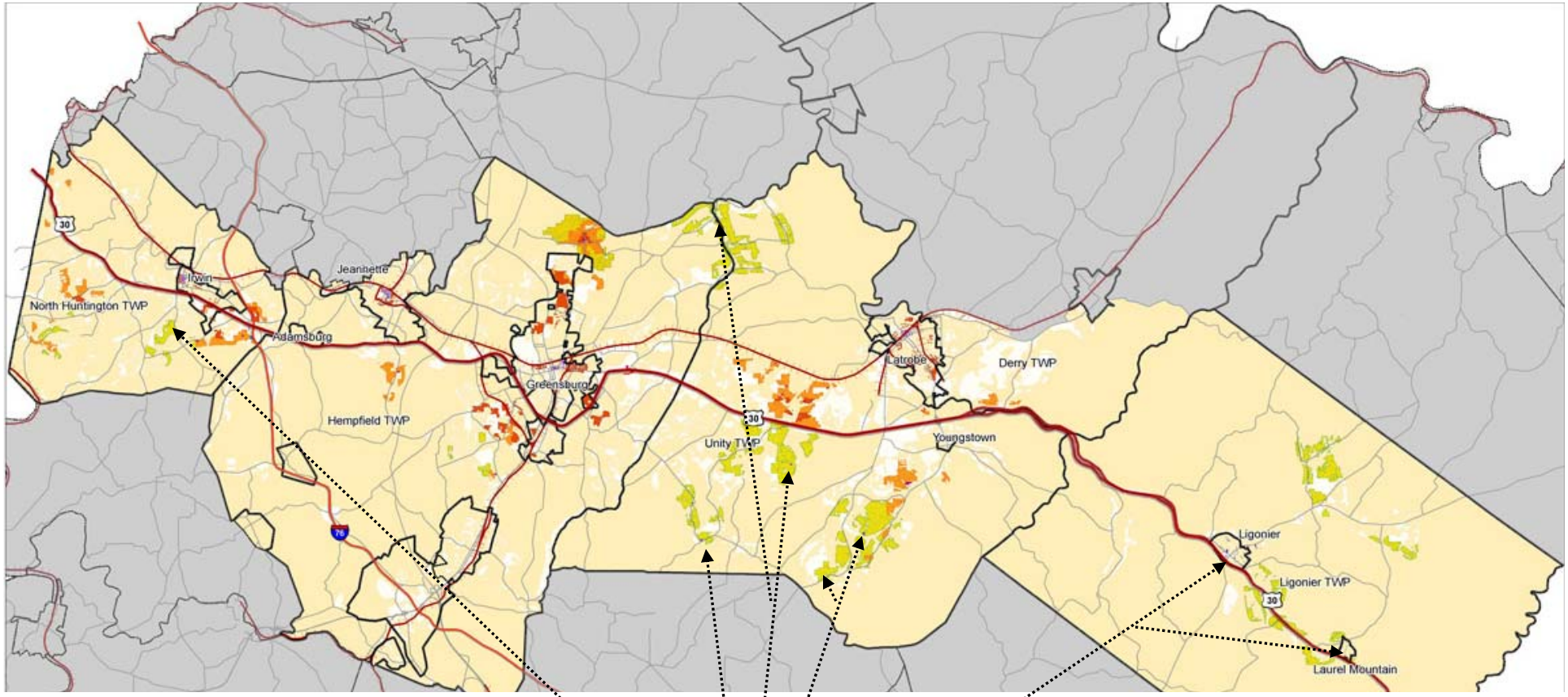
Rural Cluster / Open Space



@5 dwelling units/acre

@4 jobs/acre

- Urban MU
- Urban MU Optimized
- Urban Residential
- Sub MU Optimized
- Suburban Retail Optimized
- Suburban Residential Optimized
- New Hospital
- Rural MU Village
- Rural Cluster / Open Space



Urban MU

Urban MU Optimized

Urban Residential

Sub MU Optimized

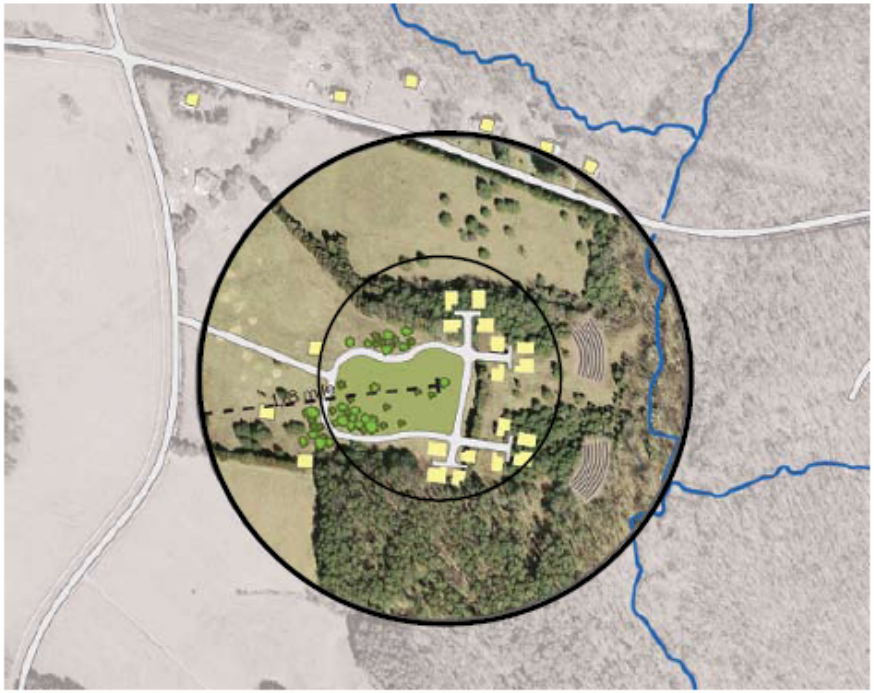
Suburban Retail Optimized

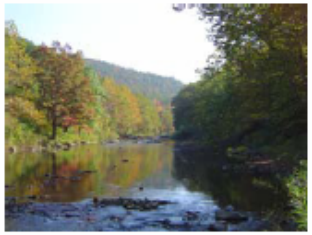
Suburban Residential Optimized

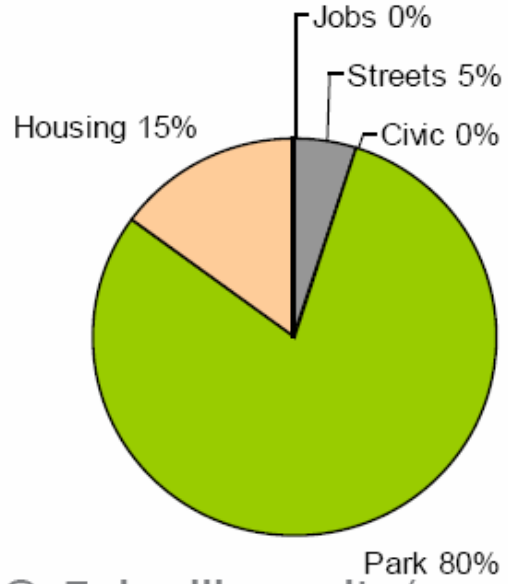
New Hospital

Rural MU Village

Rural Cluster / Open Space







@ .5 dwelling units/acre

@ 0 jobs/acre

- Urban MU
- Urban MU Optimized
- Urban Residential
- Sub MU Optimized
- Suburban Retail Optimized
- Suburban Residential Optimized
- New Hospital
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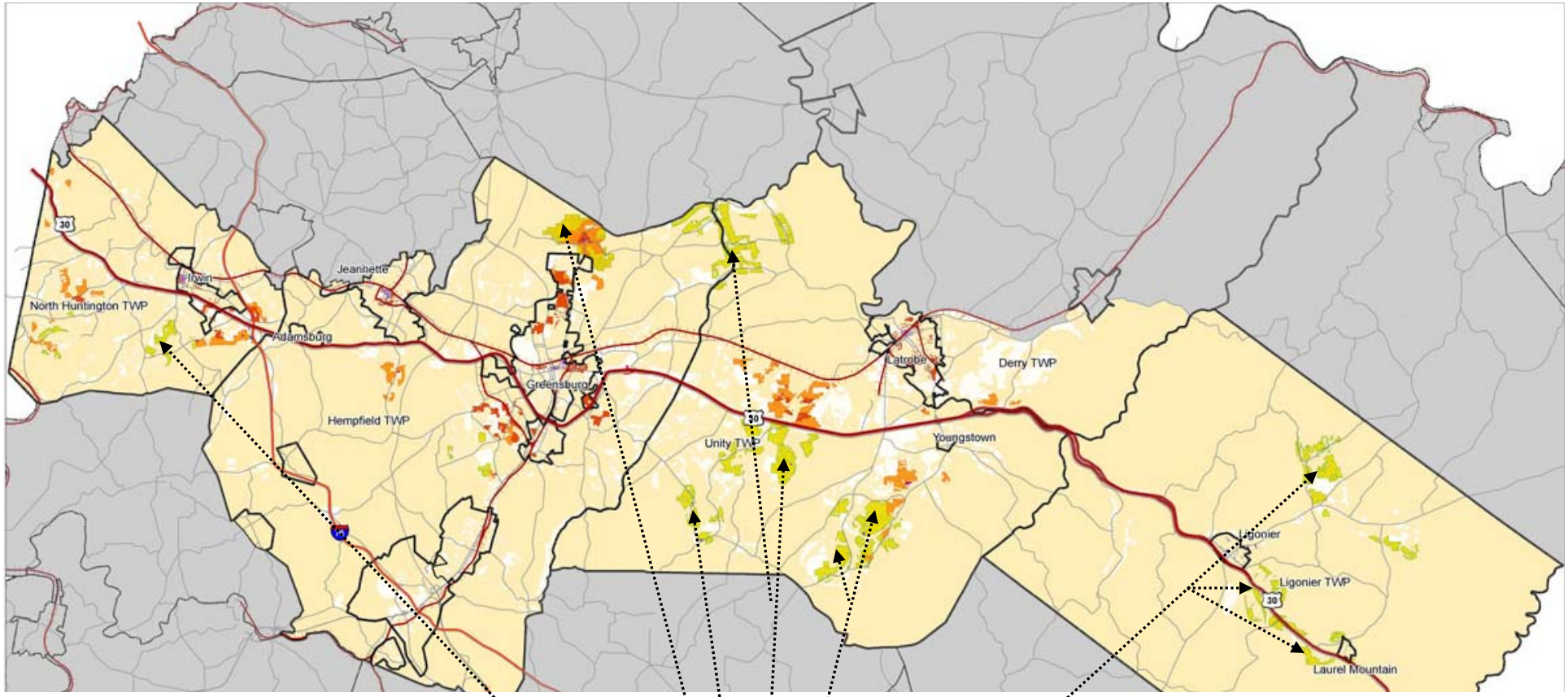


Urban MU

Urban MU Optimized

Urban Residential

Sub MU Optimized

Suburban Retail Optimized

Suburban Residential Optimized

New Hospital

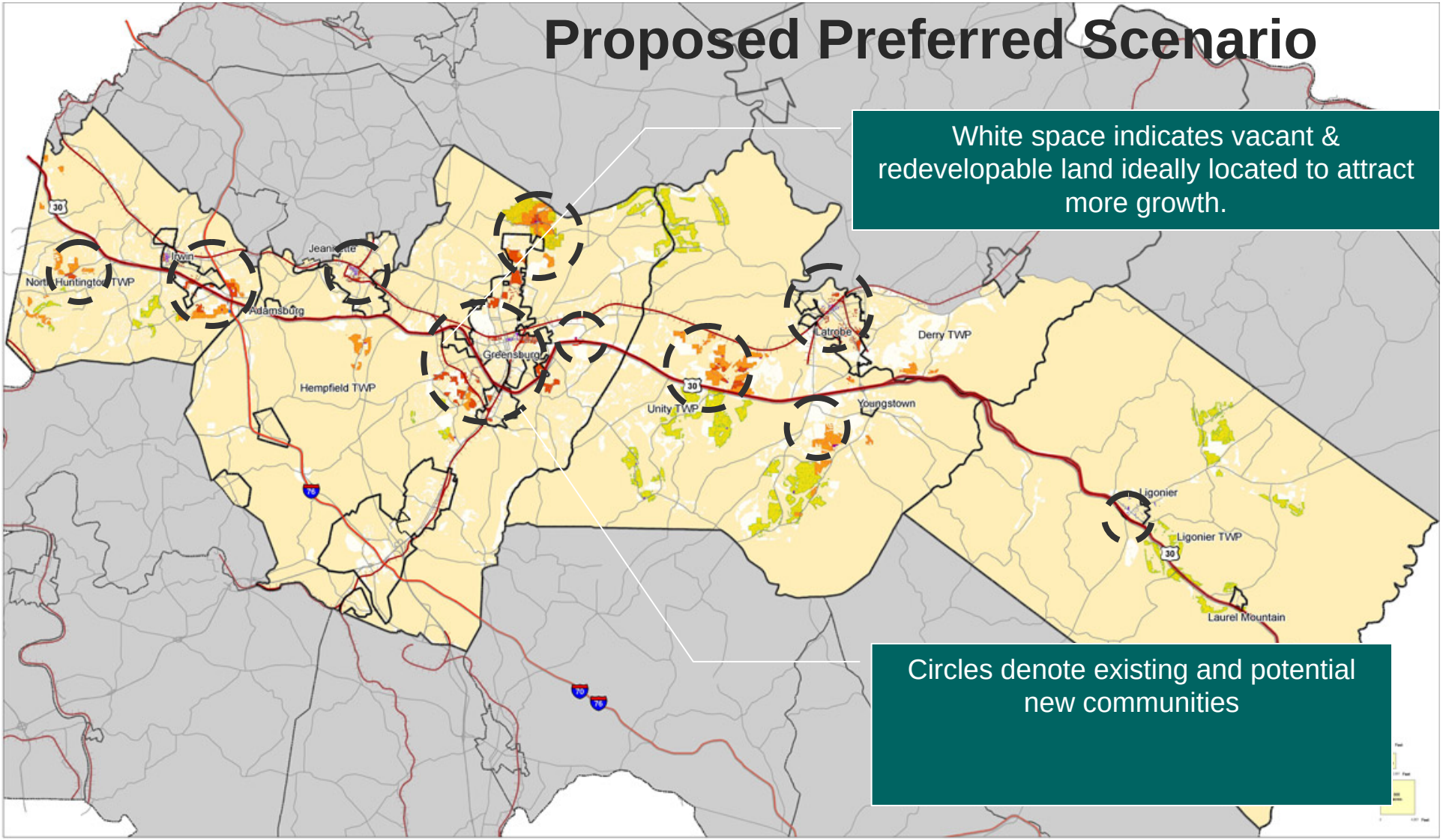
Rural MU Village

Rural Cluster / Open Space

Proposed Preferred Scenario

White space indicates vacant & redevelopable land ideally located to attract more growth.

Circles denote existing and potential new communities

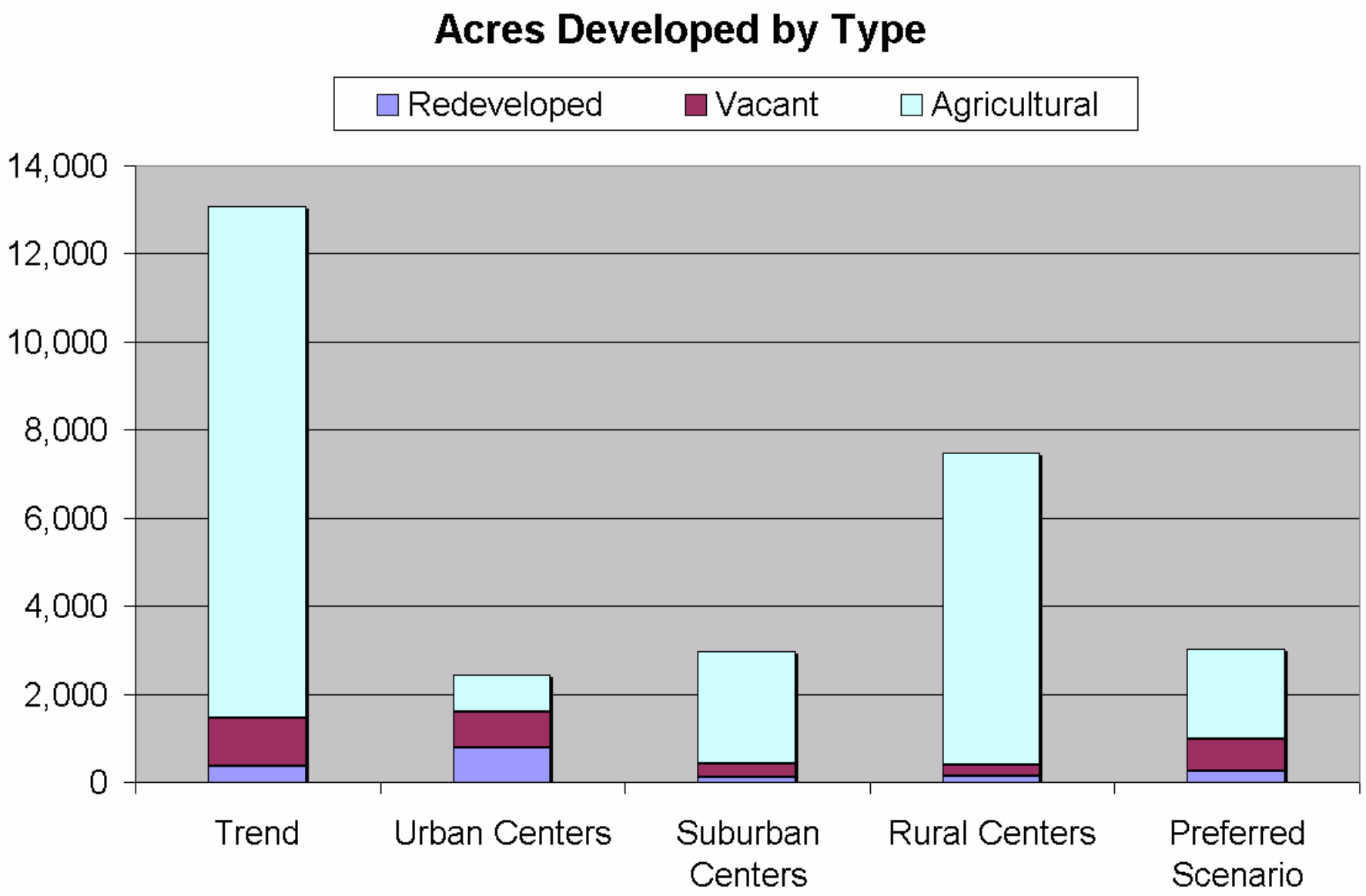


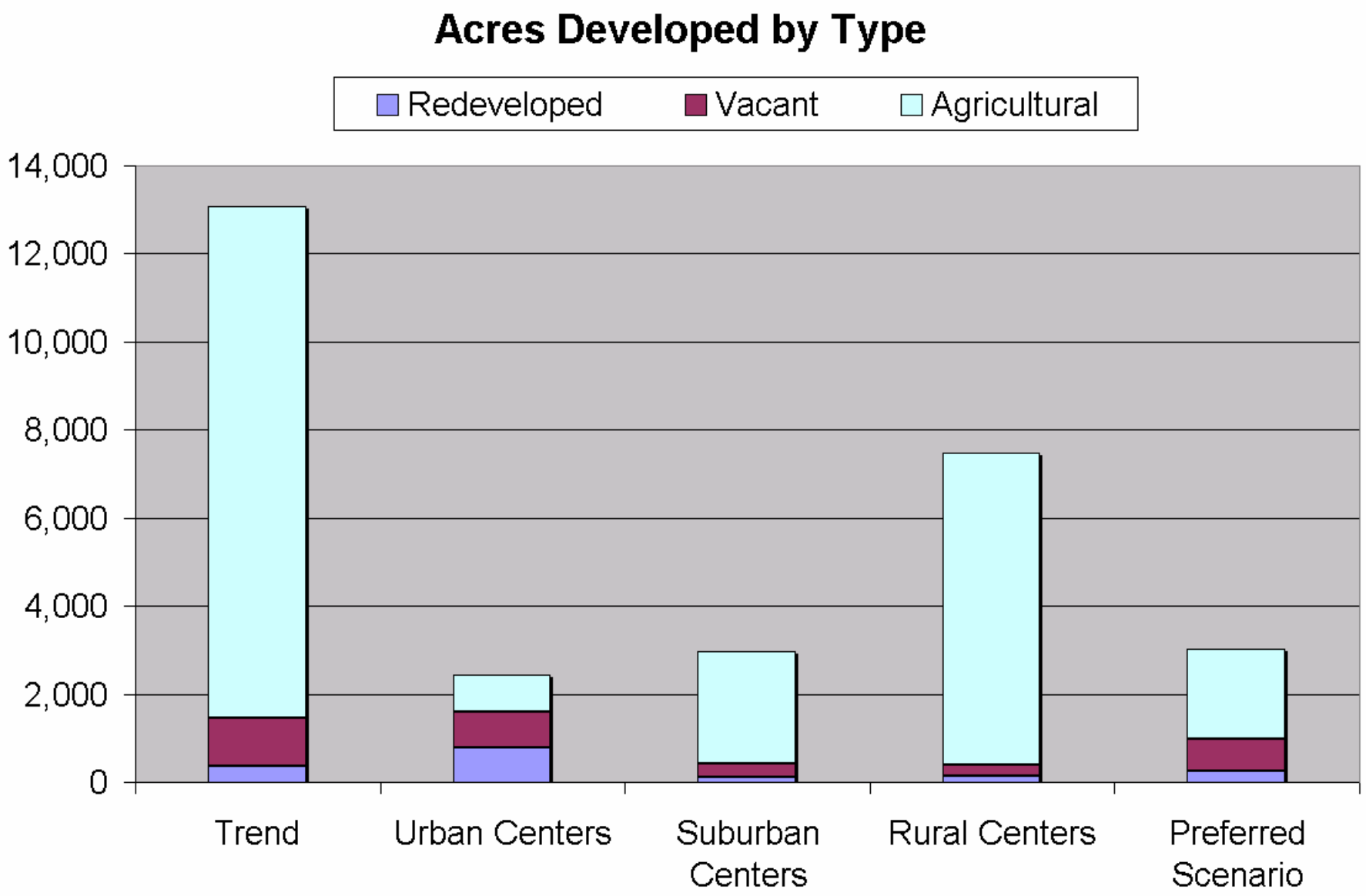
US Route 30 Corridor Preferred Scenario Development

0 0.5 1 2 3 4 5 Miles

- U.S. Route 30
- PA Turnpike
- Railroad
- Major Roads
- Outside Study Area
- Study Area
- Non Buildable or Outside Santiary Coverage
- Urban MU
- Urban MU Optimized
- Urban Residential
- Sub MU Optimized
- Suburban Retail Optimized
- Suburban Residential Optimized
- New Hospital
- Rural MU Village
- Rural Cluster / Open Space

N


Acres Developed by Type
Redeveloped
Vacant
Agricultural
14,000
12,000
10,000
8,000
6,000
4,000
2,000
0
Trend
Urban Centers
Suburban Centers
Rural Centers
Preferred Scenario


Acres Developed by Type
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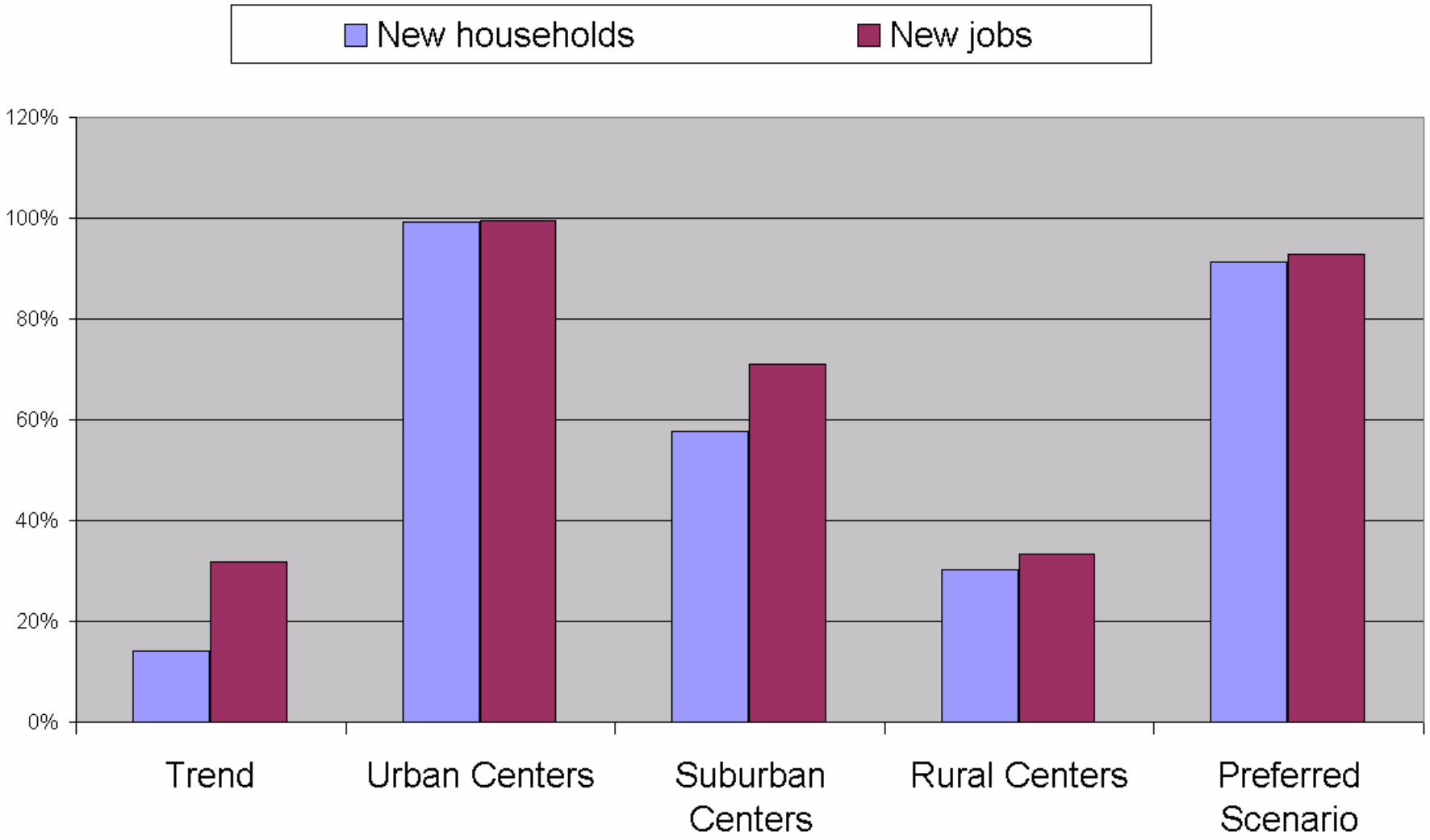
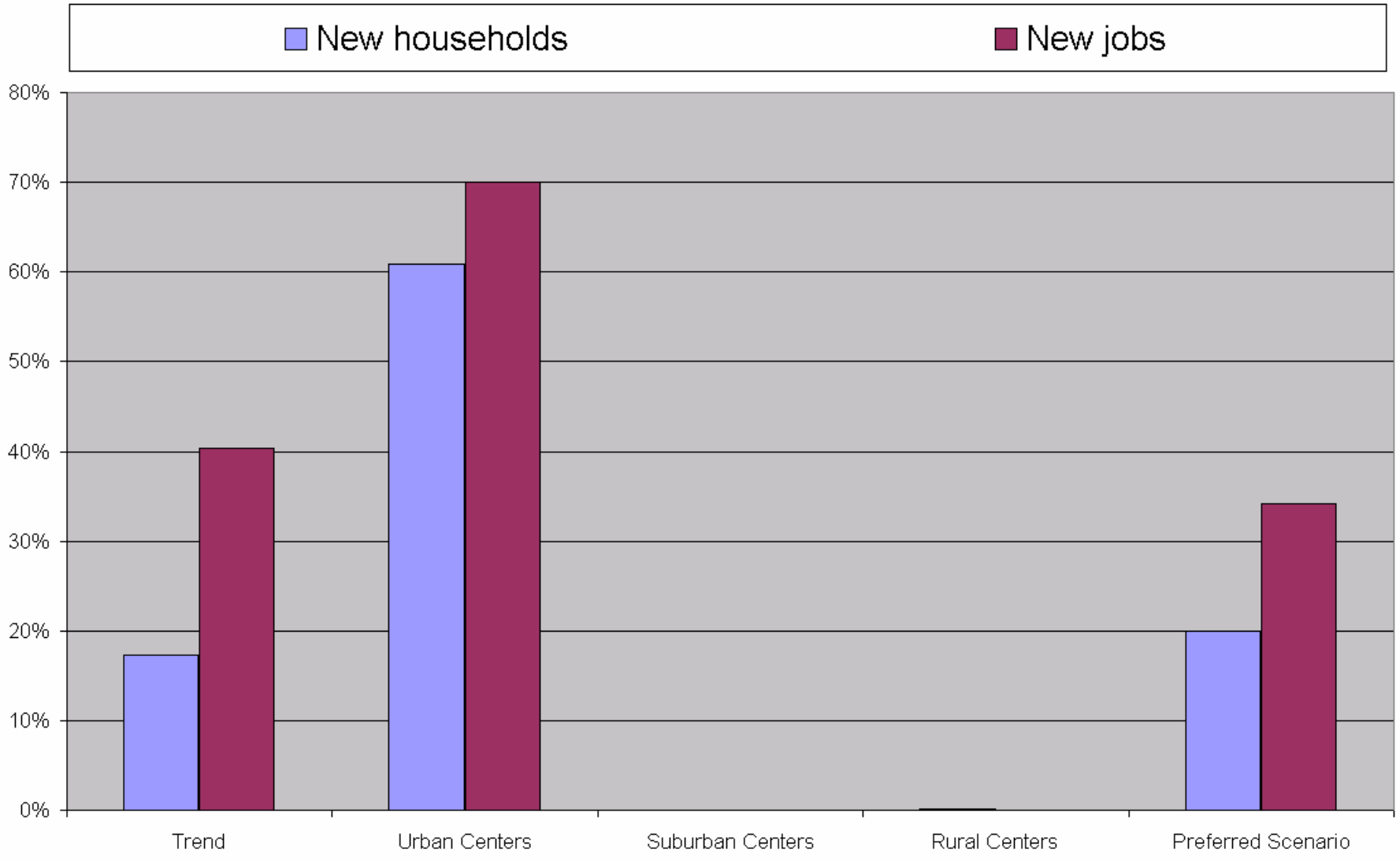
Vacant
Agricultural
14,000
12,000
10,000
8,000
6,000
4,000
2,000
0
Trend
Urban Centers
Suburban Centers
Rural Centers
Preferred Scenario

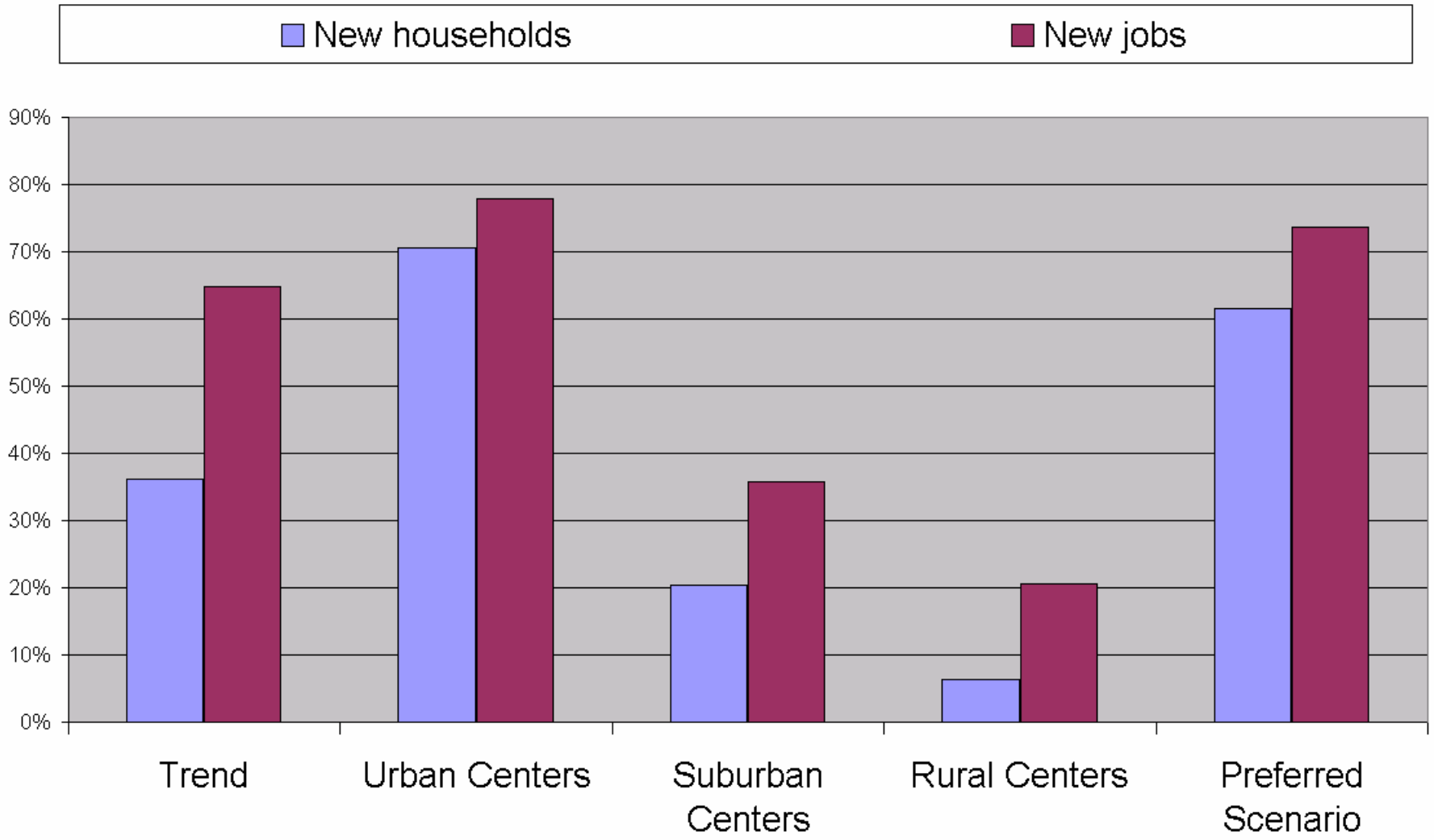
Development in Mixed Use, Walkable Communities



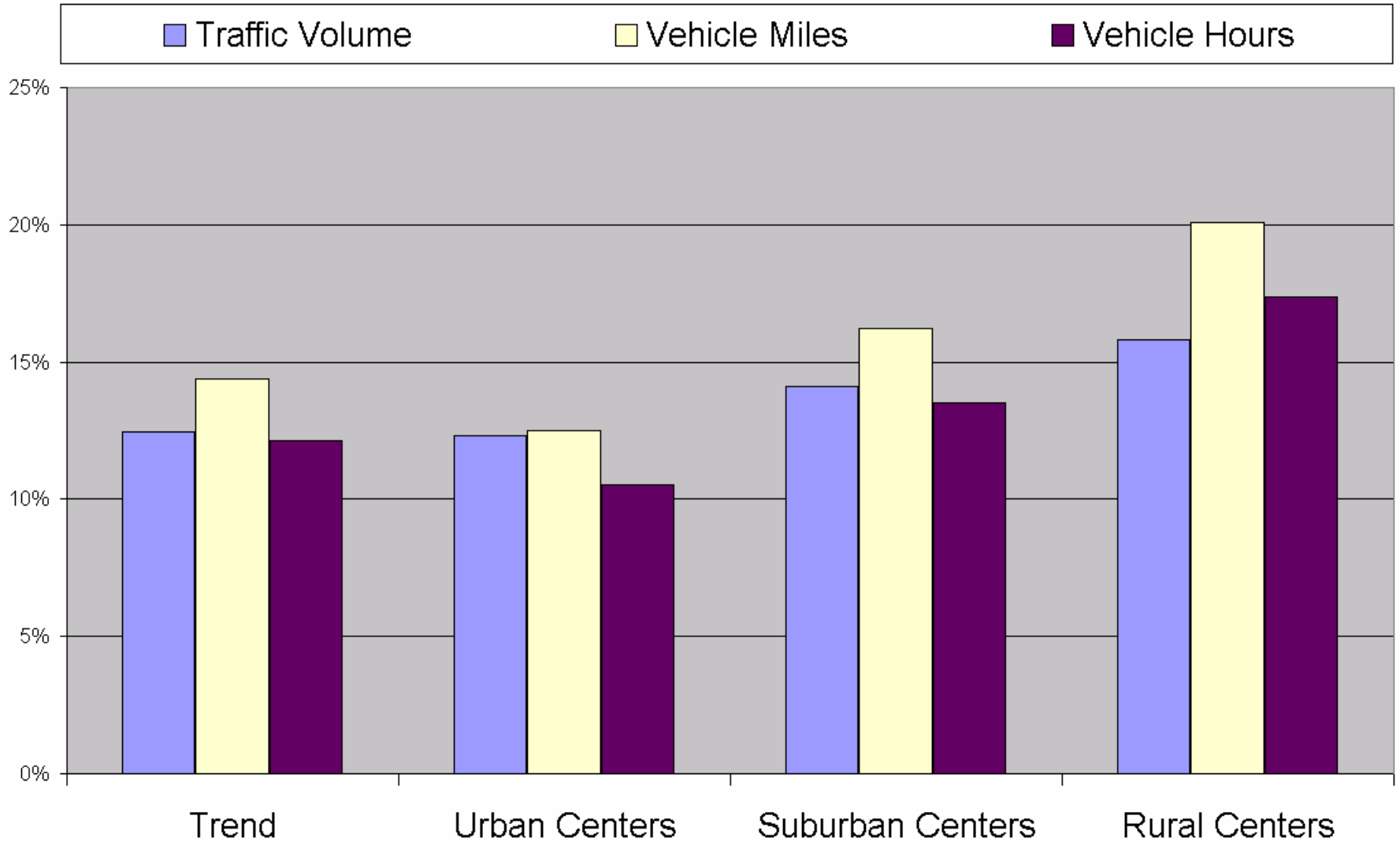
Development in Existing Towns/Cities



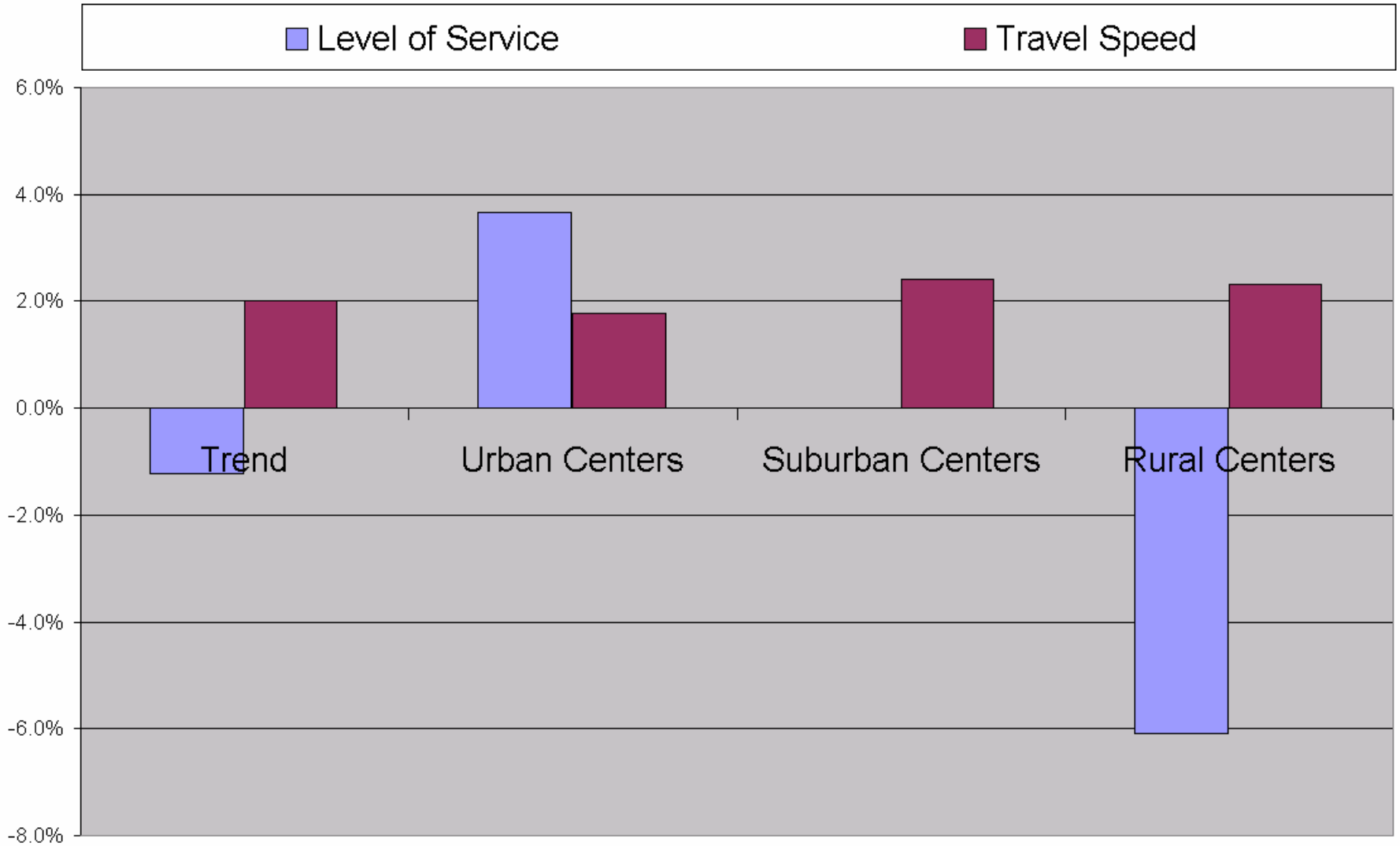
Development in Existing/Planned Sanitary Districts



Percent Change in Daily Traffic Indicators, 2000-2030

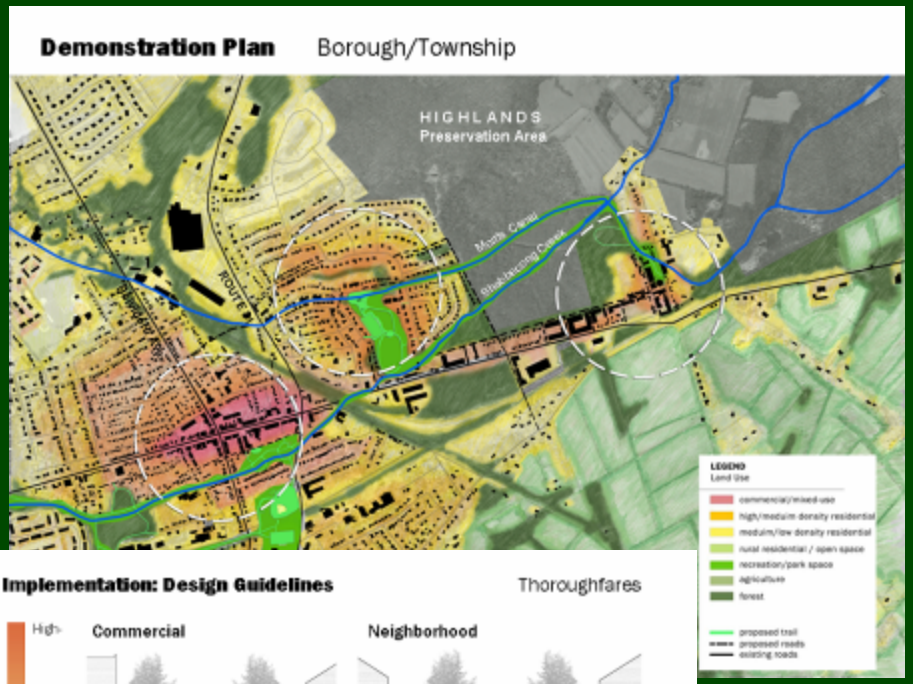


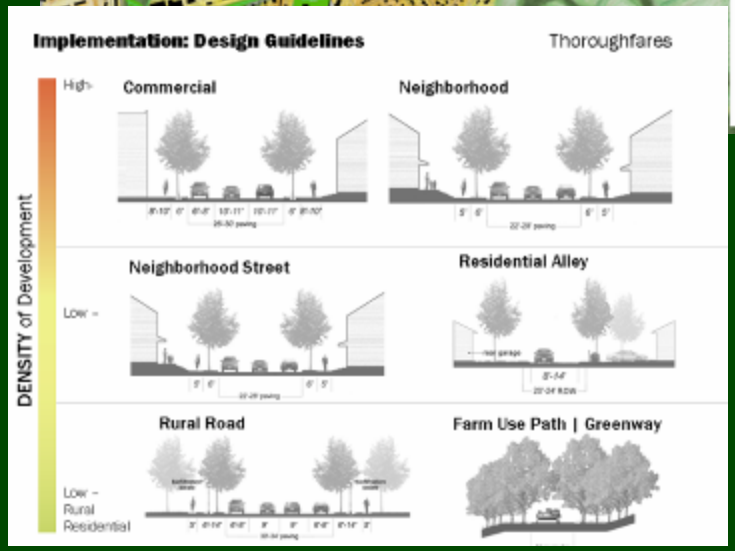
Percent Change in Corridor Performance, 2000-2030



Next Steps

- Vision Plan
- Demonstration Plans
- Design Guidelines
- Implementation Toolkit





Vision Plan

- Land Use Recommendations
  - Suburban growth
  - Rural landscape
  - Core cities
- Transportation Recommendations
  - Optimal corridor plan
  - Network connections
  - Transit opportunities

Demonstration Plans

- New Suburban Community
  - Unity area
  - Includes rural cluster subdivisions
- Reshaped Suburban Boulevard
  - North Huntingdon/ Irwin
  - Taming the big box
- Revitalized Core City
  - Jeanette? Latrobe?
  - “Shrinking city” techniques