

US ROUTE 30 CORRIDOR MASTER PLAN: CORRIDOR PROFILE

Prepared for:

SMART GROWTH PARTNERSHIP OF WESTMORELAND COUNTY

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March 22, 2007

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INTRODUCTION

The 40-mile, US 30 Corridor between North Huntingdon and Ligonier features traditional blue-collar towns, historic villages, working farms, and breathtaking scenery. For the past half century, its population growth and decline has been directly linked to the economic fate of metropolitan Pittsburgh. From 1960 to 1980, an era characterized by prosperity and expanding roadway accessibility, Westmoreland County experienced a population explosion. Hempfield and North Huntingdon Townships grew by 46% and 44.2% respectively, while Unity swelled by 36.2%. After Pittsburgh sank into economic decline in the 1980s and '90s, population levels in these townships stabilized or declined slightly, while most other Westmoreland communities near Route 30 lost population.

Today, as in most of the greater Pittsburgh region, the need for economic growth in Westmoreland County is undisputed. Locally-based jobs are needed to revitalize flagging towns and offset the costs of rapid residential growth in once-rural townships. But the region must work hard to ensure that this growth does not come at the price of its quality of life. The landscape among these localities, particularly along the eastern half of Route 30, is transitioning quickly to high-priced subdivisions and shopping centers. While the economic benefit of these homes and stores is critically important, local residents and business owners are worried about the traffic they generate, and the impacts on quality of life that so frequently accompanies this type of growth.

By successfully embracing a smart growth approach to development and transportation in the Route 30 corridor, the region can optimize its chances to reap the benefits of growth, such as higher employment rates and better schools and public services, while anticipating and avoiding negative consequences, such as clogged roadways, increasing housing prices, and vanishing open space. Through a technically sound, inclusive process, the generation of ideas, testing of alternative scenarios, and the ultimate vision must balance the following equally important criteria:

- Revitalize core towns and villages, attracting new jobs and downtown residents to areas such as Irwin, Jeannette, Greensburg, Youngstown, and Latrobe;
- Manage growth in rapidly developing townships such as Unity, Hempfield, and North Huntingdon;
- Preserve the natural beauty, farms, and tourist attractions among rural lands and villages, especially along the eastern part of the corridor in communities such as Ligonier; and
- Improve safety, traffic flow, and aesthetic quality along Route 30, along both its congested, rapidly developing western half and the scenic highway that traverses eastward.

This memo summarizes the data and information compiled during the first phase of the Master Plan process. The completion of Task 3.1 (Corridor Profile) required assembling an inventory of existing conditions, including environmental and policy constraints to land development, existing land use, and population and employment trends, as well as documents and initiatives for planned future land uses. This memo also provides a narrative summary of key events and



trends that have shaped the corridor's development pattern and transportation conditions to date.

COUNTY PROFILE

US Route 30 is located in Westmoreland County in the southwestern part of Pennsylvania. It is a state route designated principle arterial that stretches over 40 miles through 13 municipalities in Westmoreland County. It is part of the Lincoln Highway Heritage Corridor, the first coast to coast route across the United States. The City of Greensburg, the County seat, is 34 miles east of Pittsburgh. The County's 1,025 square miles lie between the Kiski/Conemaugh River Basin, the Youghieny River, the Mononghela River, and Jacob's Creek, and encompass 21 townships, 36 boroughs, 7 cities, and 1 municipality. In addition, the County is bounded on the east by Laurel Ridge. The eastern half of the county, beginning with the Chestnut Ridge, is part of the Allegheny Mountain Section of the Appalachian Plateau, while the western section is generally within the Pittsburgh Low Plateau Section. Together these create a topography that varies from narrow valleys with moderately steep ridges to the east to gently rolling hills to the west. This setting provides an abundance of natural beauty, cultural attractions, and historic assets for its residents to enjoy. (See Fig. 1)



Figure 1: Aerial Photograph of Westmoreland County and Route 30

ENVIRONMENTAL FEATURES

Understanding of the region's distinct topography is essential to appreciating its impact on settlement and transportation patterns in Westmoreland County. The Laurel Ridge, the eastern end of the Appalachian Plateau, is the largest of the series of ridges that run roughly northeast to southwest through the southwest corner of the state and forms part of the watershed separating the Susquehanna and Ohio drainage basins. The Laurel Ridge and forks of Ohio River were both opportunity and obstacle for early settlement, forcing the region's occupants to adapt to its geographic constraints. It was the valleys of rivers that provided some of the earliest corridors for human expansion and settlement, and served as a catalyst for western Pennsylvania's evolution as an important transportation corridor. (See Fig. 2)

EARLY SETTLEMENT C.1750'S

Fort Ligonier is one example of settlement and transportation adapting to the geographic constraints of the region. Located along the Loyalhanna River at the base of the Laurel Ridge, Ligonier was part of series of forts during the French and Indian War that were used to strengthen ability to further explore and gain control over middle America. The British victory over the French (led by General Forbes) gave rise to the city of Pittsburgh. It was the Forbes Road, the road that was followed to capture Fort Duquesne, that laid the foundation for one of the state's major east-west corridors. (See Fig. 3)

In 1773, Westmoreland County was formed by an Act of Assembly, which also designated that the Courts should be held at Hannastown along the Forbes Road mid-way between Ligonier and Pittsburgh. Hannastown continued to be the County Seat until it was moved to Newtown, now Greensburg

RAILROADS AND THE DEVELOPMENT OF RAILTOWNS C.1850'S

Nineteenth century investments in transportation systems were a precondition for sustained economic growth. Among these was the Main Line of Public Works, a railroad and canal system built by the Commonwealth of Pennsylvania, running from Philadelphia west through Harrisburg and across the state to Pittsburgh. It consisted of the Philadelphia and Columbia Railroad, the Allegheny Portage Railroad, and canals connecting the two railroads and from Johnstown to Pittsburgh. The system opened in 1834 and was sold to the Pennsylvania Railroad in 1857.

Specifically, railroads helped shape the economic and industrial development of Western Pennsylvania with improved access to markets for the rich natural resources of the region. In addition, the manufacture of iron and steel for the railroads further drew on regional resources, especially coal, and left significant growth and innovation during the last third of the 19th century, the height of RR construction in the US.

It was during this time that the population of Westmoreland County began to increase dramatically. This increase can probably be attributed to the number of coal and coke



companies operating in the county. Prior to the existence of extensive railroad systems, the coal and coke industries were limited by crude exportation methods (i.e. canals, ox and cart, flatboat, etc.). Without the improved efficiency of the transportation system, the region would have been too isolated for the natural resources to be exploited. While the railroad made transportation more efficient, it also allowed companies to expand their operations and increase production levels. As a result, a number of communities, including Irwin, Manor, Jeannette, Greensburg, Latrobe and Derry, grew around these important employment centers. (See Fig. 4)

HIGHWAY EXPANSION C.1913

In the early 20th century, the automobile was still in its infancy. Those that had cars found road conditions were unsuitable for driving. City streets were often paved, but rural roads were primarily dirt tracks connecting farmlands. In 1913, the Lincoln Highway, the nation's first coast-to-coast route, was established by a group of visionary businessmen from the automotive industry led by Henry B. Joy and Carl Fisher. In Pennsylvania, much of the Lincoln Highway was constructed by improving and linking up pre-existing roads, including the early turnpikes, like the Chambersburg and Bedford Turnpike, and Forbes Road. By 1925, the transcontinental route was completed. However, in that year, the United States instituted a system of numbered highways and eliminated name designations. In Pennsylvania, the Lincoln Highway became Route 30. The creation of the highway had a significant impact on how people traveled and how goods were transported.

In 1940 the first section of Pennsylvania Turnpike, the nation's first superhighway, opened, running from US 11 near Carlisle west to US 30 at Irwin. As built, the majority of the road was four lanes, but it narrowed to one lane in each direction for the tunneled portions of the road. Unlike the Lincoln Highway, which linked existing road alignments, much of the new Turnpike was built on a new, straighter alignment, signifying the evolution of modern road engineering. As the first superhighway, the Pennsylvania Turnpike acted as a "bypass" of the Lincoln Highway from Breezewood to Irwin, immediately decreasing the number of trips on the Lincoln Highway between these points. In fact, today the precipitous drop in ADT's from the high in the west half of the county to the low on the eastern edge is attributed to the existence of the Turnpike.

The 1956 Interstate Highway Act symbolized the shift in emphasis of American transportation development in the 20th century and accelerated the transition from mass transit to private transportation. The creation of the highway system improved travel between the nation's major urban centers, and by facilitating commuting between city and suburb, contributed to the wave of post-war suburbanization and rapid deterioration of the region's core cities, as more affluent urban dwellers fled the city for the suburbs. As part of the Interstate Highway System, the Parkway East was constructed as a limited access alternative to connect central Westmoreland County to Pittsburgh. Opened in 1953, the Parkway East forms the east half of the Penn-Lincoln Parkway and handles a significant amount of westbound trips into Pittsburgh.



In 1960, the Greensburg Route 30 bypass was opened to improve traffic flow through downtown Greensburg. This milestone further signified the importance of mobility along the corridor and contributed to the wave of post-war suburbanization in Westmoreland County.

THE SHIFT FROM CITY TO SUBURB

The population of Westmoreland County has expanded since 1960, largely due to its proximity and access to Pittsburgh, reaching 369,993 in 2000 (Census 2000). Rapid growth took place primarily in the County's townships from 1960 to 1980, coinciding with the booming steel industry in neighboring Pittsburgh. At the same time, many of the County's cities and boroughs lost population, reflecting the overall shift from city to suburb brought about by improved automobile access.

Like the rest of Southwestern Pennsylvania, however, this region experienced an economic downturn in the 1980's when the steel industry collapsed. The unemployment rate peaked in 1983 at 17% and as major employment centers closed down, workers began to leave the area. In the decades that followed, Westmoreland County's population has stabilized and employment has shifted from a primarily manufacturing economy to a largely service-based economy, with unemployment averaging about 5% annually¹.

Despite the addition of new "service-based" jobs, one challenge continues to be the loss of young, educated workers in the region. In Westmoreland County, 20.2% of the population has a bachelor's degree or higher², slightly lower than the national average of 24.4%. In addition, over 43% of the overall population is 45 years and older, with population of "baby boomers" (35-54 in 2000)³ continuing to increase and the elderly population both increasing and aging in

¹Unemployment figures from Westmoreland County Comprehensive Plan, December 2004

² Census 2000. <http://factfinder.census.gov/>

³ Population figures from Westmoreland County Comprehensive Plan, December 2004

place. As the population of over 45 population continues to increase, the county's population under the age of thirty is shrinking.

New industrial parks and the continued development of small business have led the way to a diversification of the county's economy, but have failed to attract the young, educated workforce. Traditional employers such as Alcoa, Allegheny Ludlum Steel, Elliott Company, and Kennametal still form a significant part of the county's economic base. However, the addition of Sony and many small firms such as specialty machine shops, fabrication and electronic businesses continue to grow. Health care, government services and education have also contributed to the economic diversity of the area.

Changes in the county's economy have also resulted in changes where people live. Significant residential growth has taken place in the last 45 years with the majority of growth located along major transportation corridors in western portions of the County (see Fig. 6). Although the county's overall population declined slightly in the past decade, development continues at a rapid pace, consuming 700 to 1,600⁴ acres per year and adding 7,500 new housing units in the last decade⁵. This is equal to 6.52 acres per household footprint (assuming development equal to 1,150 acres/year).

As mentioned, the county's boroughs and cities are no longer major employment centers and are slowly losing population and jobs to the first and second class townships where land and infrastructure are abundant. Suburban growth continues to take place in areas such as North Huntingdon, Hempfield Township, and Unity Township, which have gained steadily in population. It is expected that the County's population will continue to grow at slightly more than 3.3 percent average annual growth until 2030, increasing the population by 26,598 (34,437 households) in the County as a whole and adding 11,419 more persons (13,068

⁴ The Westmoreland County Comprehensive Plan site two figures for land consumed. In one estimate, 693 acres/year is projected. However, more recent data from the Westmoreland Conservation District estimates 1,600 acres/year annual development.

⁵ Housing unit figures obtained from Westmoreland County Comprehensive Plan, December 2004.

households) to the corridor municipalities⁶. According to Westmoreland County, the largest gains in population, households, and housing units along the corridor are projected to occur in portions of Hempfield, North Huntingdon, and Unity Townships. If the current footprint continues, there is a minimum of 85,203 acres (133 square miles) needed to accommodate future development.

This growth has significant implications on mobility within the County, and particularly along the US Route 30 Corridor. Westmoreland County has witnessed sprawling growth typical of counties of a similar size. Suburban houses and commercial areas are replacing farmland along major transportation corridors and the edges of township and borough boundaries on the western part of the corridor are blurred by residential growth. Transportation access to the traditional centers of growth is usually via existing major collector roads or principle arterial highways. The result of this growth has meant increased traffic on substandard roads.

In recent years, single family residential development has taken place along road frontage in rural and suburban parts of the county. Many of these developments were designed as discrete subdivisions that lack a physical integration into the place in which they were built and contribute to a diminished sense of community along the corridor (See Fig. 7). In addition, malls, big-box retail, and auto dealerships have consumed frontage along US Route 30 with their non-descript, expansive parking lots and less than efficient connections to neighboring development, further detracting from the sense of place and improved mobility along the corridor (See Fig. 8).

In an effort to accommodate new growth, the County Comprehensive Plan has classified three major forms of development (Urban, Suburban, and Rural) to describe how each functions both physically and economically within the County, and identify the types of land uses appropriate for each classification. The County anticipates future growth to occur in the Urban/Suburban triangle, roughly bounded by New Kensington, Latrobe and Monessen,

⁶ Statistics provided by Southwestern Pennsylvania Commission, Cycle 7

where public infrastructure and services and facilities currently exist (see Fig. 9)⁷. By reinvesting in urban areas, creating suburbs with civic and commercial focal points, and preserving the rural areas, the County has a unique opportunity to ensure that mobility and access can be achieved without increasing dependence on the automobile.

COMMUNITY AND ECONOMIC FOCAL POINTS

The county has developed fourteen industrial parks since the 1980s, with a mix of existing industrial facilities, former industrial or brownfield sites, and new development. Additionally, commercial areas have developed primarily along Route 30 with large amounts of retail activity in strip highway development, shopping malls, and “big-box” retail stores. The majority of business and industrial areas are located either on Route 30 or in Greensburg. Census data reveals that the 165,205 workers both live and work in the County (64.2% of County workers)⁸. Given this high number of local workers, investments in local connector roads, bicycle and pedestrian networks, and transit may well serve as methods to relieve congestion on Route 30.

The primary character of Route 30 development is commercial retail. Dozens of auto part stores, auto dealerships, fast food restaurants and gas stations are spread out along side the highway. In addition there are four primary areas of concentrated commercial development along Route 30:

North Huntington / Irwin just west of the Pennsylvania Turnpike

- Giant Eagle
- Target
- Wal-Mart (under construction)

Hempfield Township – from Toll 66 east to the Greensburg Route 30 Bypass

- Home Depot
-

⁷ Westmoreland County Comprehensive Plan, December 2004

⁸ Westmoreland County ranks 3rd (behind Allegheny and Philadelphia Counties) for Intra-County Commuters in Pennsylvania. Data from July 2006 report: *Pennsylvania County: Commuter Maps and Flows:2000*

- Lowes
- Target
- Giant Eagle
- Sam's Club
- Wal- Mart
- Gabriel Brothers

Hempfield Township – From the Route 30 bypass east to Georges station Road

- Westmoreland Mall
- Giant Eagle
- WOW Outlets
- Toy R Us
- Best Buy
- Giant Eagle
- Burlington Coat Factory

Unity Township – between SR 981 and SR 982

- K-Mart
- Giant Eagle
- Wal-Mart
- Lowes

The first enclosed shopping center in Westmoreland County, was built along U.S. Route 30 on a 90-acre plot of farmland between Jeannette and Greensburg in Hempfield Township. The Greengate Mall, which was designed by world-renowned mall architect/inventor Victor Gruen and developed by the Maryland-based Rouse Company, opened on August 9, 1965, with Pittsburgh-based Joseph Horne Company and approximately 45 stores. A few years later, it would feature J.C. Penney and about 20 new shops. Montgomery Ward would also open at Greengate Mall. Eventually, it would be home to nearly 90 stores, and compose of approximately 650,000 square feet of retail space on two levels. At the time, it was the premiere shopping destination for Westmoreland County and the surrounding areas. Today, the site, which is now known as Greengate Centre, is the home of a new 203,091 square foot Wal-Mart Supercenter, a 35,250 square foot Jo-Ann Fabrics Superstore, a 26,016 square foot Linens-N-Things, and over 170,000 square feet of retail stores and outparcels.

On the eastern side of the Greensburg bypass is the Westmoreland Mall. It is a two-level, enclosed shopping mall in the municipality of Hempfield Township, Pennsylvania. It was completed in 1977, extensively renovated and expanded in 1994, and includes over 200 retailers and contains over 1.3 million square feet of retail space on 103 acres, making it the third largest enclosed shopping center in Western Pennsylvania. Surrounding the mall are over 25 retailers and dining establishments, including the Westmoreland Crossing strip shopping center, which opened in 1978 and features Carmike Cinemas, Dick's Sporting Goods, Michaels Arts and Crafts and T.J. Maxx. A variety of restaurants and outparcels such as Ground Round, Dollar Bank and Pepperwood Grille completes the mall complex.



Adjacent to Westmoreland Mall, many big box retailers and restaurants can be found along the U.S. Route 30 and Donohoe Road retail area, which is the biggest concentration of retailers and other commercial businesses between Monroeville and Altoona.

The majority of business and industrial uses are also located along Route 30. Most of the significant industrial parks in Westmoreland County have been built by the Westmoreland County Industrial Development Corporation. In 1983, the Westmoreland County Board of Commissioners established a non-profit corporation known as the Westmoreland County Industrial Development Corporation (WCIDC) to promote economic development in the county. Although the main focus of the WCIDC is the development of industrial parks, the WCIDC is also committed to supporting economic development in the county through its involvement in a number of business assistance programs, transportation projects, special projects (i.e. Sony), and the redevelopment of abandoned industrial sites. The WCIDC has become the keystone among all other economic development in the county. The WCIDC's industrial park system consists of fourteen fully developed, strategically located industrial parks.

Industrial Parks along the Route 30 corridor include:

- Industrial Park IV (WCIDC) in North Huntingdon Township along Colonial Manor Road
- Jeannette Industrial Park(WCIDC) in Jeannette at the western end of Clay Avenue
- Greensburg-Hempfield Business Park in Hempfield Township along Route 136
- South Greensburg Commons (WCIDC)in South Greensburg along Huff Avenue - Route 819
- Industrial Park I (WCIDC) Hempfield Township located along Donahoe Road
- Westmoreland County Air Park (WCIDC) Unity Township along SR 981

In addition, industrial areas are located in the downtown areas of Jeannette and Latrobe, and small business districts are located in the downtown areas of Youngstown, Irwin and Ligonier. These commercial areas provide important neighborhood services, ranging from convenience stores and small delis to auto body shops, as well as regional employment opportunities. While many of these small business districts do not provide all the services necessary to sustain the residents living there, they, nevertheless, can be accessed without getting in the car and can serve as a community focal point for the U.S. Route 30 Master Plan.

Another important community and economic focal point is the City of Greensburg, the County seat. Greensburg is a major cultural center in Western Pennsylvania. It is the home of the Westmoreland Museum of American Art, the Palace Theatre, and the Westmoreland Symphony Orchestra. In addition, Seton Hill University is currently developing a Performance Arts Center in the Cultural District. It is also home to three of the County's major employers, Excelsa Health, Allegheny Energy, and Tribune-Review. The University of Pittsburgh at Greensburg is also an important focal point along U.S. Route 30 in the Greensburg area.

Outside of the City of Latrobe in Unity Township is St. Vincent College, summer home to the Pittsburgh Steelers, and the Arnold Palmer Regional Airport. Both are major traffic generators for Route 30.

Idlewild and SoakZone is located in Ligonier Township along US Route 30. It is set at the eastern edge to the Loyalhanna Gorge in the natural surroundings of the Laurel Mountains. Opening in 1878, Idlewild is the third oldest operating amusement park in the United States. The park is well-known for its interesting history and 'throw-back' to parks of an earlier time.

Regional links to nearby population centers (Pittsburgh and Allegheny County) are also important to consider, as the Westmoreland County to Allegheny County commute was second most common commute in the state.⁹ Local and commuter bus, and park and ride facilities currently exist to provide bus service within the County, and connect to Allegheny County. Commuter rail has also been explored that would connect Greensburg and Jeannette to downtown Pittsburgh. These multi-modal transit options have the potential to address congestion issues along the US Route 30 Corridor and should be explored in the Master Plan.

In addition, results from a number of planning efforts suggest strong support for an expansion of the tourism industry, especially in terms of agricultural, historical, and eco-tourism. There are a number of natural features, recreational resources, cultural and historical facilities, and community points of interest throughout the County that could serve as important focal points for tourism, particularly as they relate to the Lincoln Highway. The Lincoln Highway Association and Lincoln Highway Heritage Corridor have identified a number of these facilities (see Appendix), such as historic districts, natural resources, recreational facilities, etc. In addition, the Five Star Trail can serve as a backbone for expanding recreational opportunities along the Route 30 corridor.

⁹ 26.4% of Westmoreland County workers commute to Allegheny County. Data from July 2006 report: *Pennsylvania County: Commuter Maps and Flows:2000*

VISION FOR THE FUTURE

The Vision for the Future of the U.S. Route 30 Corridor began in January 2006, SGPWC hosted a summit in January 2006 where 180 participants identified key issues, crafted initial goals, and provided input as to the desired vision and outcomes of the Route 30 Master Plan. Out of the summit participants, a steering committee of more than 100 people was formed to provide guidance for the plan. From their efforts the following vision statement was developed:

Known to many as the Lincoln Highway, the U.S. Route 30 corridor is central Westmoreland County's primary east-west highway. Its position as a transportation facility dates back to the French and Indian War and has played a nationally and regionally significant role in economic growth and westward expansion.

By leveraging key capital investments with intelligent transportation systems and sound land use practices, the U.S. Route 30 corridor in Westmoreland County will be a national example of a safe and efficient transportation corridor of economic opportunity.

Spearheading these actions is a coalition of business and municipal officials who work collaboratively with each other and with PennDOT to ensure that, the U.S. Route 30 of the future is characterized by:

- *A consistent approach to land use regulation that enhances economic activities, balancing the historic character and rural beauty of the highway while respecting individual property rights;*
- *The use of the latest technology to intelligently move people and goods safely;*
- *An appropriate mix of commercial, industrial, residential, agriculture, open space and other vital land uses that underlie a great quality of life;*
- *A multi-modal approach, including transit, air, and rail freight to accommodate the movement of people and goods efficiently;*
- *A network of parallel road systems that provides choices for local residents and for the convenient flow of through traffic, including the tourist traveler; and*
- *Well-maintained surface, landscaping and traffic control systems that work together to enhance the motoring experience.*

One of the challenges in planning for the future of the U.S. Route 30 Corridor is the coordination of the land use and development regulations that govern the 13 municipalities of the corridor. Comprehensive plans currently exist for all of the corridor municipalities, though zoning and other land development regulations are less prevalent. A review of the recent plans identified the following shared policies:

- **Move traffic more efficiently** (Westmoreland County, North Huntingdon, Irwin, A Plan for our Community, Unity)

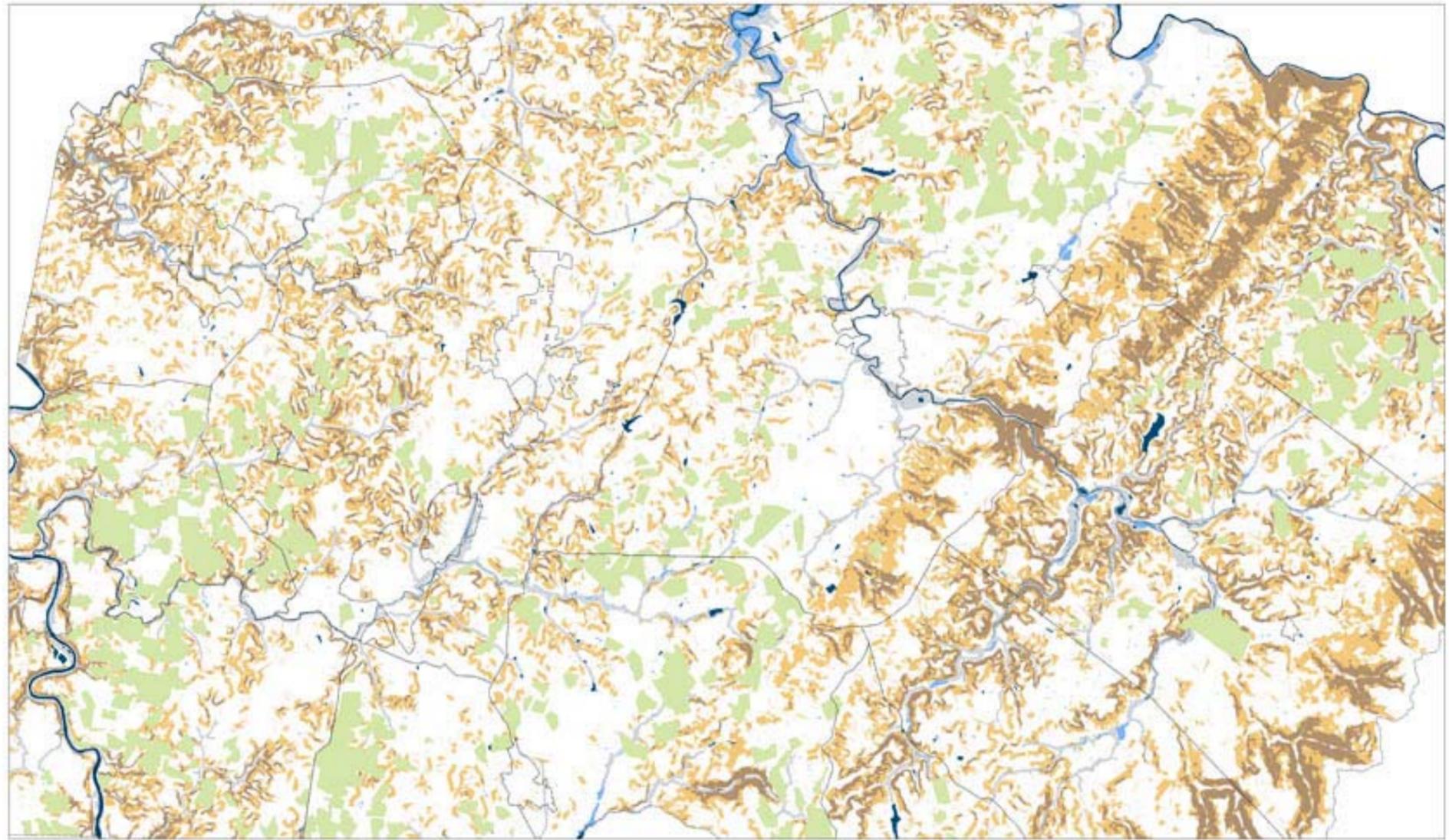


- **Encourage redevelopment and infill development consistent with urban form** (Westmoreland County, North Huntingdon, Irwin, A Plan for our Community, Latrobe)
- **Promote sustainable economic growth** (e.g. agricultural v. industry) (Westmoreland County, Latrobe, Ligonier)
- **Coordinate land use, transportation, and infrastructure improvements** (Westmoreland County, Irwin, A Plan for our Community)
- **Improve the corridor’s aesthetics through design standards** (Westmoreland County, North Huntingdon, Irwin, A Plan for our Community, Unity, Latrobe, Ligonier)
- **Strengthen gateways into existing centers** (Irwin, A Plan for our Community, Ligonier)
- **Encourage mixed-use development** (Westmoreland County, Irwin, A Plan for our Community)
- **Expand bicycle and pedestrian access between residential and commercial activity centers** (Westmoreland County, Irwin Borough, A Plan for our Community, Unity, Ligonier)

(See Appendix A. for full summary)

While many of the municipalities share similar goals and policies, conflicts could arise from the competition for new jobs and housing. For example, mixed-use development along the corridor could detract from reinvestment in core cities given the modest level of regional growth that is projected. Important decisions will need to be made about where growth should occur to best serve the economic and transportation needs of the corridor as a whole, as well as each municipality.

FIGURE 2. ENVIRONMENTAL FEATURES WERE OPPORTUNITY AND OBSTACLE TO SETTLEMENT



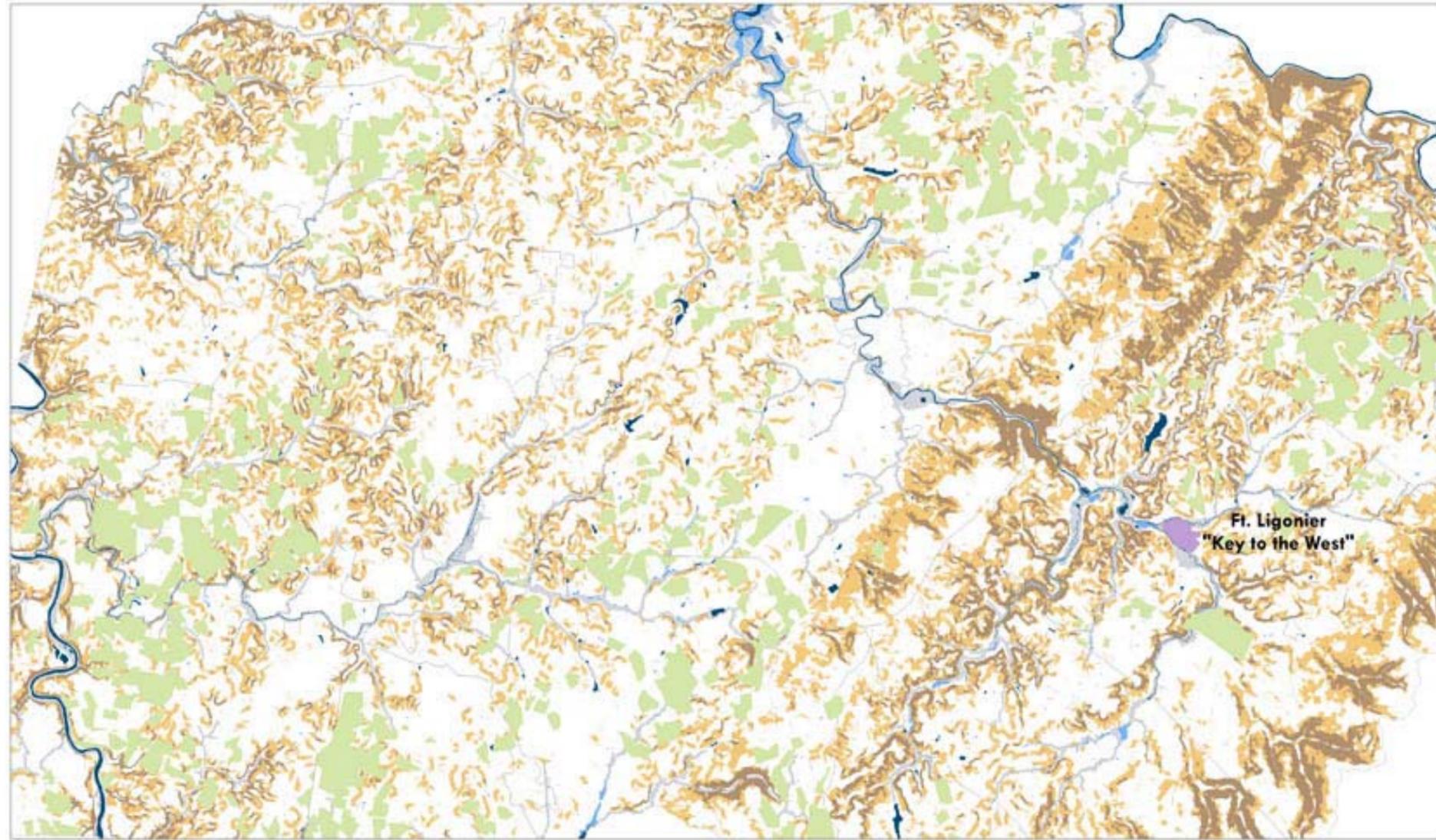
US Route 30 Corridor Profile: Environmental Features

Legend

 Municipal Boundaries	 Waterbody	 Agriculture & Open Space
 Wetland	 Slope >25%	
 Floodplain	 Slope >15-25%	



FIGURE 3. EARLY SETTLEMENT ADAPTS TO GEOGRAPHIC CONSTRAINTS OF REGION



US Route 30 Corridor Profile: Early Settlement c.1750's

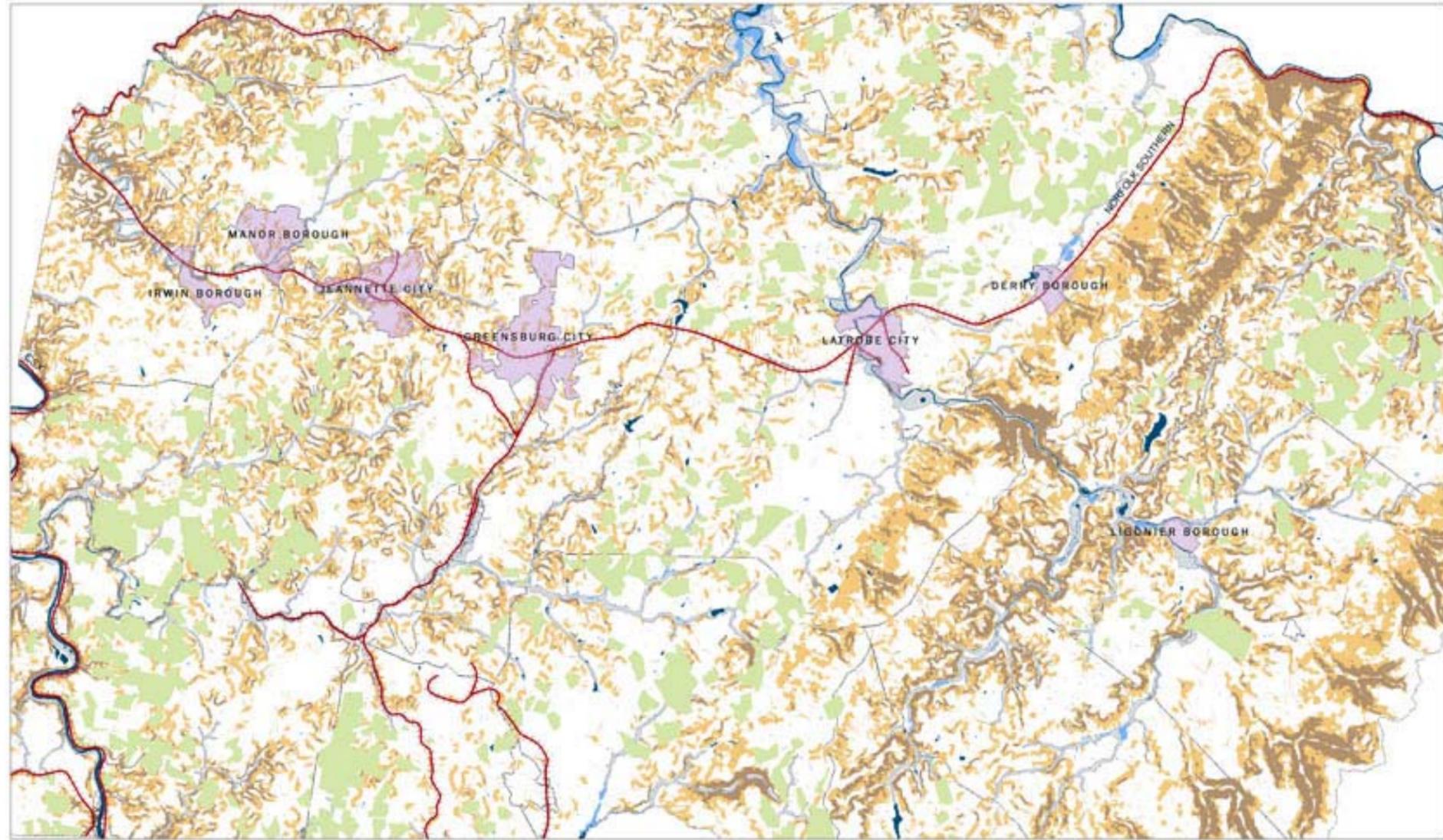


Legend

- Municipal Boundaries
- Waterbody
- Wetland
- Floodplain
- Slope >25%
- Slope >15-25%
- Agriculture & Open Space



FIGURE 4. DEVELOPMENT OF RAILTOWNS



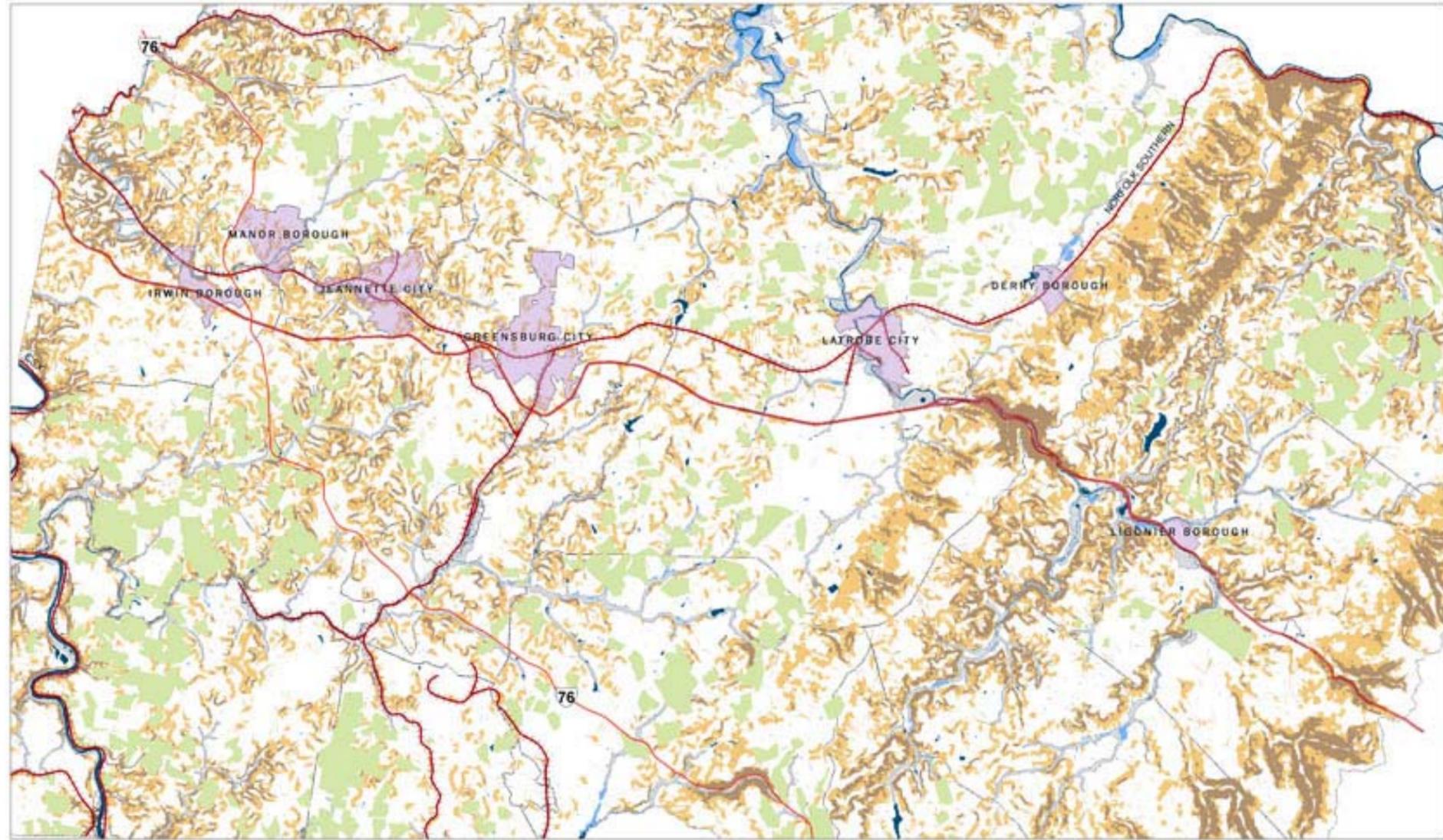
US Route 30 Corridor Profile: Development of Rail Towns c.1840's 0 1 2 4 6 Miles

Legend

- Municipal Boundaries
- Railroad
- Waterbody
- Wetland
- Floodplain
- Slope >25%
- Slope >15-25%
- Agriculture & Open Space



FIGURE 5. HIGHWAY EXPANSION



US Route 30 Corridor Profile: Highway Expansion c.1913

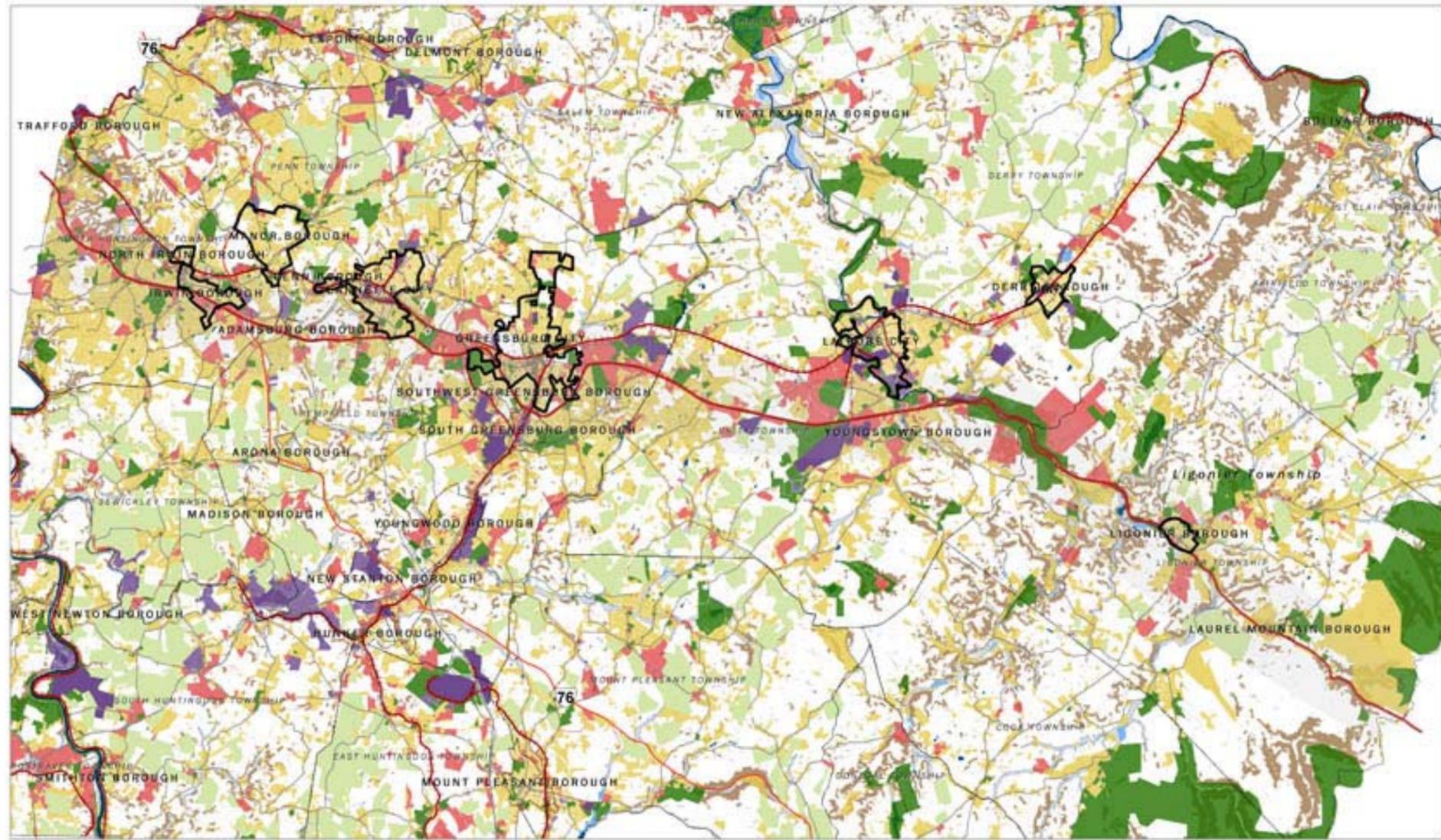


Legend

- Municipal Boundaries
- U.S. Route 30
- PA Turnpike
- Railroad
- Waterbody
- Wetland
- Floodplain
- Slope >25%
- Slope >15-25%
- Agriculture & Open Space



FIGURE 6. EXISTING DEVELOPMENT ACTIVITY ALONG THE CORRIDOR



US Route 30 Corridor Profile: Existing Development Activity

Legend

- Municipal Boundaries
- U.S. Route 30
- Railroad
- PA Turnpike
- Waterbody
- Wetland
- Floodplain
- Commercial
- Industrial/Business
- Residential
- Public Use
- Protected Open Space



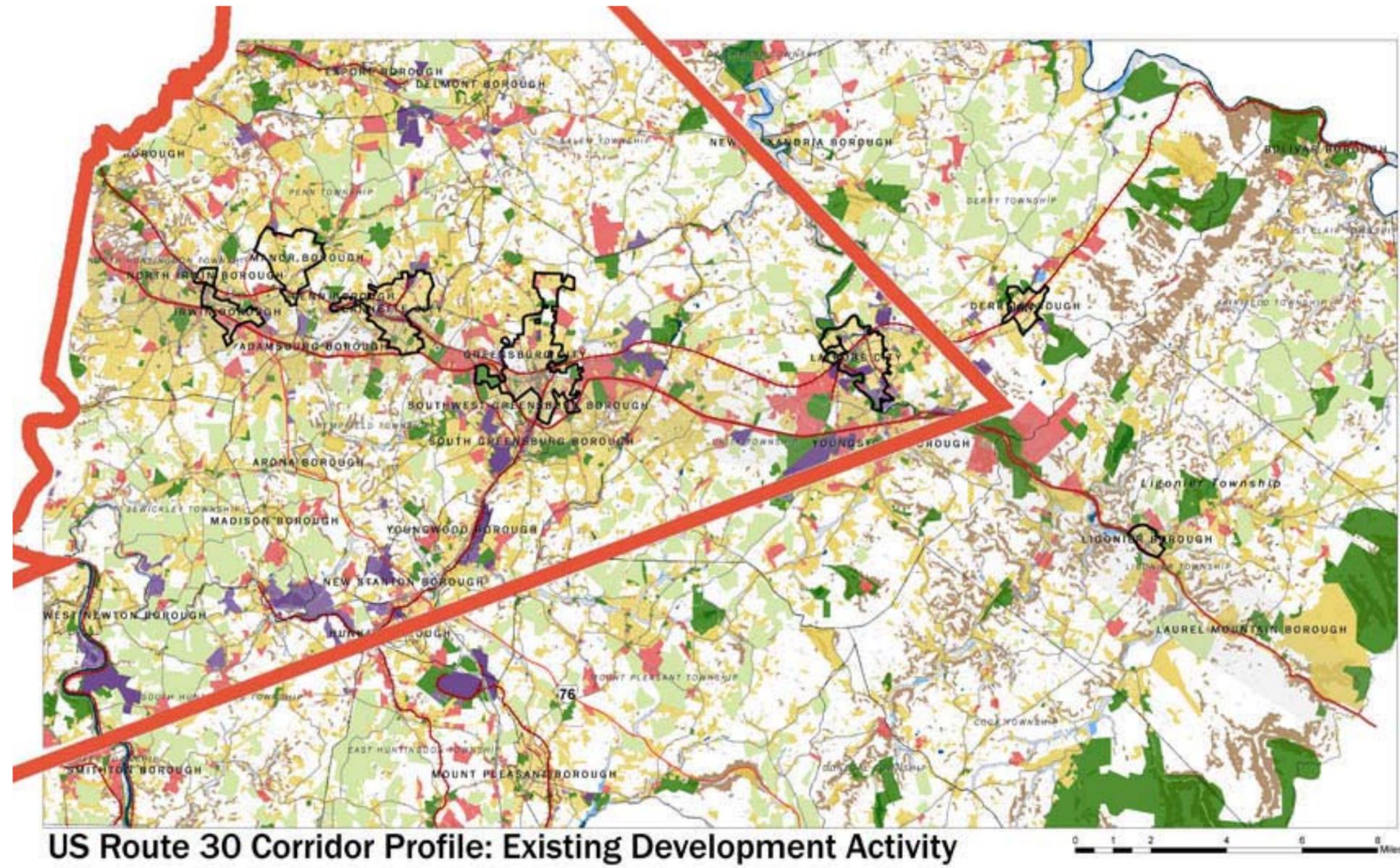
FIGURE 7. TYPICAL PATTERN OF SUBURBAN RESIDENTIAL DEVELOPMENT



FIGURE 8. COMMERCIAL DEVELOPMENT ALONG THE CORRIDOR



FIGURE 9. WESTMORELAND COUNTY'S DEVELOPMENT TRIANGLE AND RELATIONSHIP TO EXISTING DEVELOPMENT



US Route 30 Corridor Profile: Existing Development Activity

Legend

- Municipal Boundaries
 U.S. Route 30
 Waterbody
 Commercial
 Residential
- Railroad
 Wetland
 Industrial/Business
 Public Use
- PA Turnpike
 Floodplain
 Protected Open Space



APPENDIX. A: SUMMARY OF KEY PLANS**WESTMORELAND COUNTY COMPREHENSIVE PLAN (2004)****The Nature of Change in Westmoreland County:**

Trend #1: More jobs for Westmoreland Despite stagnant population growth, employment in the county is increasing.

Trend #2: Increasing number of households Although the county's overall population declined slightly in the past decade, the number of households increased by nearly 5% during the past 10 years.

Trend #3: Incomes are rising Household income grew by 44% in the last decade.

Trend #4: Supply of Housing is increasing A total of 7,500 housing units were added in the past decade. This represents a 5% increase in the supply of housing, slightly less than the 6% increase statewide.

Trend #5: The Value of Housing Sales is increasing, and homeownership is on the rise - Median home values increased by nearly 60% in the past decade.

Trend #6: Land continues to be absorbed for development at an increasing rate About 12% of the county's 656,000 acres is currently developed. On average, approximately 750 to 1,500 acres per year (or about one-tenth to two-tenths of one percent of the county's total land area) is being absorbed for development per year.

Trend #7: The number of farms and farm acreage is in decline The number of farms in the county is decreasing by about 2% per year. The amount of acreage devoted to agriculture is also decreasing, although the average size of farms is increasing.

Trend #8: Suburban growth and urban flight. Significant shifts in population have occurred. These shifts follow a consistent pattern of population migration from the cities to the suburbs. During the past decade, the county's first class townships experienced a population gain of over 9% while cities witnessed a population decline of nearly 5%. Boroughs and second class townships each lost about 2% of their populations.

Trend #9: The county's population is aging in place The number of older people in the county is increasing while the number of young people is decreasing. Younger people and highly educated people are moving out of the county.

Trend #10: Educational attainment amongst county residents is increasing The percentage of residents with an associate's degree, bachelor's degree or graduate/professional degree increased by 19%, 35% and 46% respectively.

The county's primary concerns and aspirations can be summarized in 10 basic guiding principles:

1. Maintain the county's predominant rural character, conserve key natural resources, and preserve agricultural uses.
2. Accommodate future development primarily within the urban/suburban development triangle, but also preserve contiguous tracts of unimproved open space within this area. In

terms of public policy and public investment, do not encourage upscale development outside of the designated urban/suburban development area.

3. Prioritize transportation improvements that reduce travel time from key areas of the county, thus reducing congestion on local highways.
4. Implement planning techniques and enforce development standards that produce clustered commercial development and discourage the proliferation of curb cuts on commercial highways.
5. Provide more options and fewer roadblocks to varieties of housing types and residential neighborhoods, encourage mixed use development, utilize design techniques that instill a sense of place, and reduce travel time for everyday purchases.
6. Revitalize cities, downtown areas, and urban neighborhoods and restore their status as attractive and convenient places to live.
7. Promote new and enhance existing economic employment centers that are accessible to various areas of the county, thereby minimizing adverse traffic impacts on local neighborhoods and communities.
8. Elevate architectural and landscaping standards to achieve a higher quality of land and building development that improves the visual appearance of the county.
9. Preserve and expand the county's moderately priced housing stock.
10. Maintain and enhance the basic attributes that make the county an attractive place to live, work, and play; i.e., low taxes, low crime rate, quality schools, career opportunities, housing and neighborhood variety, and abundant leisure and recreation opportunities.

The comprehensive plan is divided into separate sections that address housing, economic development, land use, transportation, open space and recreation, and community services and facilities. Below are the goals associated with each section.

Housing Goals: Create alternatives to large lot subdivisions and to create housing for people in various phases of life; Reclaim residential neighborhoods through concentrated revitalization activities close to downtown areas; Preserve the integrity of existing housing in rural villages; Standardization of the approval process, Affordable housing for non elderly households should be located within proximity to jobs; Mix affordable housing together with market rate housing in new developments.

Economic Development Goals: Stimulate job creation in economic sectors that offer above average wages, such as manufacturing, information, health care and education; Make available ready to go sites and building space for prospective employers; Real estate assets should be located in high demand areas; Maintain a balance of job creation activities on both brownfield and greenfield development sites where infrastructure already exists; Create vibrant urban centers as resources for the development and expansion of smaller businesses; Create a downtown partnership that would include communities committed to downtown revitalization; Select at least one community for designation under Pennsylvania's Elm Street and Main Street programs;

- Revitalization planning to identify strengths, weaknesses and development opportunities
- Downsize the business district, as needed, to keep it in scale with market support
- Preservation of older buildings, especially historic buildings
- Introduce a mixture of business uses, including retail, services, and “clean” manufacturing
- Re-introduce housing to the upper floors of commercial structures
- Revitalize the housing stock surrounding the business district; create an environment for residents to live within walking distance of their jobs
- Introduce new housing, preferably a mix of affordable housing and market rate units
- Undertake smaller scale redevelopment projects in support of blight removal, housing development and business expansion
- Construct water, sewer and street improvements
- Design and construct streetscape improvements to create a place where people want to be

Land Use Goals: Direct future development to the development triangle while preserving the low density character of areas outside of the triangle; Monitor the utilization of land in the county through subdivision records, earth disturbance records and local government records; Development sites should be linked by roadways, walkways, bicycle trails and contiguous tracts of unimproved open space; Focus preservation efforts not just on steep slope areas, floodplains, wetlands and other difficult to develop areas, but on wooded areas and other forms of open space; Provide for a wider variety of uses and sizing the retail district to the market within urban areas; Encourage a higher quality of development that improves the visual environment and reduces traffic congestion in suburban areas (reduce number of curb cuts on commercial highways, contiguous development tracts should be linked, mixed uses should be encouraged wherever possible, shopping areas should be connected to residential areas in a way that reduces dependency on the automobile); Create a legal entity known as a land trust to accept donations of cash and property with the intent of preserving critical tracts of open space; Encourage communities to engage in multi-municipal planning and zoning activities.

Transportation Goals: Link the Route 119 corridor with a new PA Turnpike interchange near its intersection with Route 981; Improve Route 981 between the PA Turnpike and its intersection with Route 30 near the Arnold Palmer Regional Airport; Improved access from downtown areas to regional highways (i.e. Route 30 to downtown Jeannette); Preserve the function of major arterials by preventing their gradual transformation to service roads; Support new EZ Pass interchanges at Route 130 and Route 981 to alleviate traffic congestion; Re-time traffic signals; Upgrade existing secondary networks; Upgrades and signage improvements on secondary roads would reduce travel times and ease congestion on major highways; Link residential areas to jobs and commercial amenities wherever possible via trail networks.

Natural Resources, Open Space and Recreation: Support formation of a land trust to acquire easements on properties that constitute open space, woodlands and other sensitive land



areas; Preserve prime farmland through acquisition of easements; Introduce passive recreational opportunities at existing reservoirs and lakes; Create a greenway system along major corridors; Provide technical assistance to local governments during the site plan review process to minimize erosion and reduce stormwater runoff; Increase the number of value added lumber industries in the county

Community Facilities and Community Services: encourage inter-municipal cooperation/consolidation with the ultimate objective of improving the quality and quantity of community services.

NORTH HUNTINGDON TOWNSHIP (2000)

Overall Land Use and Growth Goals

Update Township Land Use Ordinances: The Township has been operating under a Subdivision and Zoning Ordinance that were originally drafted in 1958 and 1964 respectively. The Subdivision Ordinance needs substantial revision. The Zoning Ordinance should be integrated and be made consistent with new land use objectives and the new Subdivision and Land Development Ordinance.

Manage housing growth. Managed growth means guiding growth in relation to the Township's character and future vision and its capacities in terms of the timing and location of development. Managed growth also means that all development decisions will be made in concert with the land's natural carrying capacity: the Township's ability to financially support development through the provision of infrastructure and related community services and facilities and the Township's desire and need for additional growth. Finally, managed growth sustains the natural environment through environmental responsible review measures for all plans to sustain our valuable natural resources for future generations while at the same time fostering economic growth for the community. Based upon trends of slower growth periods, and rapid growth periods, a sustainable level of housing growth would be a benchmark goal of 80-90 new units per year, with variance depending upon the nature of those units.

- Plan and coordinate infrastructure with development.
- Make land use decisions based on the Comprehensive Plan.
- Transition and buffer land uses.

Manage new commercial development: Focus on re-use of existing vacant business properties. Avoid the development of larger-scale regionally based shopping complexes, except where these facilities would be accompanied by adequate infrastructure to support demand and be designed of a nature to not adversely affect community character

Neighborhood enhancement: Protect the integrity, livability, and character of existing neighborhoods through code enforcement and infrastructure improvements. Revitalize older/historic areas such as Hanahstown, by seeking federal and state community development funds.

Meet Special Housing Demands and Environmental Preservation Measures with Creative Performance-Based Solutions: Provide for viable cluster development and planned development options, and quality housing opportunities for older adult and retirement housing for residents' Provide for performance zoning within the ordinances to allow for creative solutions to complex planning and land use issues that meets both the needs of the Township and the Developer; Utilize land use and planning measures consistent with the "Growing Greener" initiatives of the Commonwealth of Pennsylvania.

Proper mix of land uses: Provide housing, commercial, manufacturing and recreation areas and emphasize the preservation of open spaces within the context of any new developments.

Economic and Job Growth: High-quality job opportunities for its residents, particularly those entering the labor force, and a growing tax base to provide for necessary public services.

Transportation Improvements: Improving quality and capacity through a planned capital improvements program and advocate for the improvement of state-owned roads through coordination with State and Regional Transportation Plan processes and political leaders.

One suggestion to improve traffic flow and appearance would be for the affected municipalities to form a partnership with, PennDOT, Westmoreland County, and the SPRPC to develop a coordinated set of standards for development. Standards for land use, densities and signage would be linked to the functional classification system and the listing of Route 30 as a major arterial. Working together with other impacted municipalities and governmental agencies Route 30 could be made to better accommodate traffic flow.

** Implementation focuses on regulation and amending current subdivision and zoning ordinances

IRWIN BOROUGH (SEPTEMBER 2006, ADOPTED JANUARY 2007)

Downtown Irwin

- Historically a vibrant center of commercial activity.
- The Lincoln Highway ran along Pennsylvania Avenue and served as the main access to the business district of Irwin.
- Construction of the new Route 30 significantly altered traffic and shopping patterns.
- Strengthen gateways (Tenth Street Extension and Route 30, Pennsylvania Avenue just west of Main Street, and Main Street and Route 993) to make a positive first impression and build a sense of community pride.

Oak Street and Surrounding Neighborhoods

- Oak Street: primary access route to downtown from Route 30
- Mixed-use neighborhood (commercial, office, and residential uses).



- Encourage rehabilitation and investment (convert duplexes to SF, redevelop vacant buildings into higher density residential or mixed use)
- Seek State Elm Street designation to help ensure that the revitalization process is a success

Pennsylvania Ave. Corridor & Surrounding Area

- Historic Lincoln Highway (Penn Ave.) runs across this area of Irwin.
- Well maintained and includes Penglyn Park and abuts Irwin Park.
- Partner with the school district to explore redevelopment opportunities for the vacant Pennsylvania Avenue School.
- Examine the need to rezone this area to permit desired reuses
- Expand function of the corridor, accommodate bicycling, and improve aesthetics with planned water and sewer infrastructure improvements

Route 30 corridor

- Primary means of access and egress.
- Regional retail destination
- Important economic function
- Visually harsh environment with unsightly signage and inadequate provisions for pedestrians, such as safe crosswalks.
- Barrier between downtown and the south side of the borough
- Coordinate traffic signals to move traffic more efficiently
- Add bike lanes and pedestrian crosswalks
- Improve landscaping to soften the harsh environment
- Strengthen appearance standards to improve the corridor's aesthetics
- Encourage mixed-use development wherever possible

Neighborhoods south of Route 30

- Suburban-like single family homes and apartment complexes
- Norwin Public Library
- Route 30 is barrier and isolates this area from the rest of the Borough
- Implement a trail network

Action Items

1. Strive to preserve continuous, uninterrupted storefronts in our retail core.
2. Preserve older buildings in order to maintain Irwin's sense of place.
3. Encourage businesses to make use of smaller, higher quality signs in appropriate locations.
4. Expand and diversify the economic base by encouraging a wider variety of retail, service, office, institutional, entertainment, and residential space.
5. Strengthen pedestrian and bicycle linkages between the downtown and the other activity areas in the Borough.
6. Assemble sites to accommodate new, higher density development.
7. Make the downtown visually attractive and pedestrian friendly.
8. Encourage more people to live in our downtown area.
9. Re-introduce more entertainment uses in our downtown such as the Lamp Theater.



10. Organize our downtown revitalization efforts under a single management entity.

A PLAN FOR OUR COMMUNITY: THE CITY OF GREENSBURG, SOUTH GREENSBURG BOROUGH, SOUTHWEST GREENSBURG BOROUGH, HEMPFIELD TOWNSHIP (PLAN ADOPTED JANUARY 2006)

Land Area and Land Use: The City of Greensburg, encompassing four square miles, is the urban center for the area, serving as the Westmoreland County Seat and the arts and cultural district. South and Southwest Greensburg are primarily residential boroughs with footprints of less than one square mile each. Hempfield Township surrounds all three municipalities in their entirety and makes up the majority of the planning area with approximately 82 square miles of land in a mix of agricultural, residential, commercial and industrial land uses. The City of Greensburg and the Boroughs of South and Southwest Greensburg are densely developed and primarily built out, while Hempfield Township is more rural and suburban in character with large areas of remaining open space. However, Hempfield Township has experienced rapid growth over the last two decades.

Agriculture and open space consist of over 40% of the land area. However, this land use is almost entirely within Hempfield Township, given the urban nature of the City and Boroughs. Low-density residential development encompasses over 30% of the land in the planning area. All other land use categories each consist of less than 10% of the planning area. While there is a significant commercial and retail presence in all four municipalities, commercial land use consumes just over 6% of the planning area. However, as noted below, commercial land use is a much higher percentage of the total in the urban areas of the City and two Boroughs, compared to Hempfield Township.

City of Greensburg: Comp Plan in 1999. Largely built out, little change in land use. Older city, encompassing just over four square miles, with a walkable downtown area surrounded by medium-density neighborhoods, some of which are historic

Land Use Issues and Concerns:

- Train Station Redevelopment Area and Seton Hill University
- Downtown Gateways
- Westminster Neighborhood and Coordination of Westmoreland Hospital
- Suburban/Rural Interface
- Route 30 Corridor

The Route 30 corridor travels the entire length of Hempfield Township, passing through Greensburg, from east to west. This corridor has developed in a haphazard fashion with a range of residential, commercial, institutional, and open space uses. The numerous curb cuts created by the businesses and stores disrupt traffic flow and cause congestion as vehicles enter at uncontrolled areas along the corridor. Furthermore, highway expansion is nearly impossible due to the topography of the land surrounding the corridor. Access management standards and technological alternatives are options for coordinating the signalized intersections and

controlling access to ensure better traffic flow and safety along the corridor. Finally, the aesthetics of the corridor large blacktop parking lots. Gateways, commercial design alternatives, landscaping, parking, and sign standards are considered in Section III of the plan.

Population declined in all four municipalities and the region as a whole. Population patterns in the seventeen neighboring municipalities demonstrate a shift from older cities and boroughs to townships. Overall, the region became more elderly between 1990 and 2000. Household size in the region is small (2.23 persons per household) and falls below the County average (2.41). This is consistent with other data showing an aging population. The racial distribution data indicates that the region is home to few racial minorities.

Employment: The City of Greensburg is still a significant center for employment in the region, importing more than three times as many workers as reside there. According to census data, 7,006 workers reside in the City of Greensburg, whereas 22,187 workers report that they work there. Similarly, South Greensburg brings in more workers (1,428) than it has (1,113). By contrast, Hempfield Township reported that it has 18,844 working residents, but only 10,928 individuals who work in the Township. Southwest Greensburg also employs fewer workers (701) than it is home to (1,312).

The top three employment centers in the County are located in the planning area: Excela Health, Sony Technology Center, and Allegheny Power. Opportunity Sectors: Health services, Education, Manufacturing, and Cultural/Historical Tourism

Housing: All four municipalities have a variety of housing types, with a majority of single-family detached housing. The housing stock is fairly old, with nearly half of the housing stock in the planning area built before 1960. Township has most housing, followed by City of Greensburg, Southwest Greensburg Borough, and South Greensburg Borough. A majority of people in the four municipalities owned rather than rented their homes. The regional average of owner-occupied units (73.6%) was slightly lower than the County percentage (78%). Declining population has led to vacant housing in the region. Despite declining population and increasing vacancies, new home building continued in the region.

Poverty: Between 1990 and 2000, household and per capita income levels rose substantially in all four municipalities. Median income in three of the four municipalities still lags behind median income for the County, but the gaps appear to be shrinking in both the City of Greensburg and South Greensburg Borough. Poverty in the region overall is less prevalent than in the County.

How did we get here? The area now occupied by the City of Greensburg, Hempfield Township and the boroughs of South and Southwest Greensburg were first settled in the eighteenth century as trading posts along the roads between the frontier settlements at Fort Ligonier and Fort Pitt. German farmers moved west from the eastern part of the State in the first half of the nineteenth century and established Hempfield Township as an agricultural community. In the latter half of the nineteenth century, these municipalities experienced economic growth first as the railroad was built and then as mining in the region grew to fuel the industrial revolution. While the City of Greensburg developed into the center of local



government and commerce in the region, manufacturing, particularly in metals and heavy machinery, became a significant sector of the economy for much of the twentieth century.

Like the rest of Southwestern Pennsylvania, this region experienced an economic downturn in the 1980's when the steel industry collapsed. In 1983, Westmoreland County experienced a peak 17% unemployment, with several surrounding years showing a jobless rate in the double-digits.¹ However, the City of Greensburg, Hempfield Township, South Greensburg and Southwest Greensburg were not as severely affected as other areas since their economies were never solely dominated by the manufacturing industry. The City of Greensburg, as the center of government, cultural life, education and health services, has been better positioned for economic recovery than other urban areas in the County.



<p>Land Use: Consistent and compatible land use patterns have been established across the four municipalities that reflect the community character; facilitate access to neighborhoods, workplaces, the downtown, and shopping areas; and preserve sensitive environmental features, scenic views, and agricultural areas.</p>	1.	Seek consistency in land use across municipal borders through sound land use tools, design concepts, and mutual action on common policies and practices.
	2.	Preserve the established land use patterns in the City of Greensburg, South Greensburg Borough, and Southwest Greensburg Borough and encourage redevelopment and infill development that is consistent with the urban character and sense of place in the city and boroughs.
	3.	Encourage connectivity between existing and future neighborhoods, commercial centers, and amenities, such as schools, to facilitate vehicular, bicycle and pedestrian movement.
	4.	Preserve agricultural land and encourage land use patterns that maintain the rural character in areas that traditionally have been dominated by farming and rural land uses.
	5.	Focus new growth near existing development and coordinate land use, transportation, and infrastructure improvements to ensure a full range of public services are provided in targeted development areas.

City of Greensburg

- Focus on enhancement and improvement of the existing housing stock by retaining the existing housing densities and character.
- Designate a Main Street Program district for targeted enhancements to the downtown central business district.
- Designate the Elm Street Program district for enhancement of residential neighborhoods adjoining the redevelopment and Main Street Program areas.
- Designate a Hospital Enhancement Area that provides for neighborhood improvements to accommodate redevelopment and/or expansion of the Excelsa Health facility.
- Designate a mixed-use city center area that coincides with the Main Street Program district and the Train Station Redevelopment area.
- Encourage a mix of higher-density residential uses such as lofts and apartments, specialty shops, businesses, institutional, and entertainment uses.
- Promote improved connections with Seton Hill University through enhancements to the College Avenue corridor.
- Designate the Cabin Hill Site as a passive recreation area.
- Designate gateways along West Pittsburgh Street, Otterman Street, and West Newton Street to improve entrances into the City.

- Coordinate with Southwest Greensburg and South Greensburg on the designation of a gateway at the southern entrance of the City and boroughs along Route 119.
- Allow for small-scale commercial development along Route 119 and promote corridor enhancements through design standards that are consistently implemented by all municipalities along the corridor.
- Allow for light industry land uses at South Hamilton between Cleveland and Shearer Streets and between Russell Ave. and South Hamilton Street.
- Implement buffering, landscaping, parking, and design standards to ensure a smooth transition between light industrial and residential uses in this area.

Hempfield Township

- Designate medium density residential areas immediately adjacent to the City and two Boroughs in areas where extension of medium density residential patterns from the City and boroughs is appropriate.
- Designate low density residential areas moving outward from the City and in areas within close proximity to public water and sewer infrastructure. Explore use of conservation subdivision design, traditional neighborhood development, and planned residential development to encourage a mix of residential development types.
- Designate light industrial areas for expansion around the Westmoreland Industrial Park and provide for heavier industry in the southern part of the Township around the Sony Technology plant.
- Designate the eastern end of Route 30 for regional commercial uses where large retail businesses currently exist.
- Limit commercial expansion along the corridor, by focusing on reuse of vacant commercial sites. Implement design guidelines for big-box development to improve corridor aesthetics and visibility.
- Allow for small-scale commercial development along Route 119 at designated neighborhood commercial nodes and promote corridor enhancements through design standards that are consistently implemented by all municipalities along the corridor.
- Encourage neighborhood oriented commercial development at designated nodes that are in close proximity to existing and proposed neighborhoods.
- Designate areas for three new community parks - along Route 136 in the western part of the Township, off Wendel Road on the western edge of the Township, and along Brinkerton Road just outside of the City of Greensburg.
- Explore trail corridors along Little Sewickley Creek, between Twin Lakes Park and Crabtree, and between the Westpointe neighborhood and the Sewickley Creek Trail.
- Explore extension of the 5 Star Trail from the City of Greensburg to Twin Lakes Park, Old Hanna's Town, and Hempfield Community Park.
- Maintain the primarily undeveloped areas in the southern and northern parts of the Township as Rural Resource Areas.

South Greensburg Borough

- Focus on enhancement and improvement of the existing housing stock by retaining the existing housing densities and character.



- Designate the Huff Avenue corridor for enhancements and identify reuse options for the historic warehouse on Huff Avenue, such as a local farmer's market.
- Designate a mixed-use area along Broad Street to promote redevelopment of the corridor for a range of commercial, business, and higher density (vertical housing) residential uses.
- Create a pedestrian connection between the University of Pittsburgh at Greensburg and Broad Street.
- Create a 5 Star Trail connection with the University of Pittsburgh at Greensburg via Reamer Street.
- Explore options for buffering the 5 Star Trail from adjoining industrial land uses along the railroad corridor.
- Designate a gateway at the southern entrance to the Borough along Route 119.
- Allow for small-scale commercial development along Route 119 and promote corridor enhancements through design standards that are consistently implemented by all municipalities along the corridor.

Southwest Greensburg Borough

- Focus on enhancement and improvement of the existing housing stock by retaining the existing housing densities and character.
- Create a gateway at the entrance to the Borough from Route 119.
- Allow for small-scale commercial development along Route 119 and promote corridor enhancements that are consistently implemented by all municipalities along the corridor.
- Explore options for buffering the 5 Star Trail from adjoining industrial land uses along the railroad corridor.

** Five municipalities are completely surrounded by Hempfield Township. They include Youngwood, New Stanton, Arona, Hunker, and Adamsburg. None of the five municipalities have comprehensive plans in place.

General recommendations are provided for areas where the municipalities should re-examine their ordinances for consistency with the Future Land Use Map. Finally, examples of development standards and design guidelines that are consistent with the recommendations of the plan are provided for consideration. The Hempfield Township Zoning Ordinance was adopted in 1978 and amended in September 2003. The City of Greensburg Zoning Ordinance was adopted in April 1971 and has been amended several times, most recently in March 2002. The Borough last adopted its Zoning Ordinance in December 1998.

Objective 2.0: Focus growth areas near existing developed areas and infrastructure service areas, and coordinate land use, transportation, and infrastructure improvements to ensure a full range of public services are provided in targeted growth areas.

ROUTE 30, UNITY TOWNSHIP LAND USE INITIATIVE (2001)

“To provide Unity Township with the proper tools to effectively manage development and preserve the transportation capacity of the Route 30 corridor”

Focus on short term, easy implementation

Land Area: 67 square miles, Second Class Township, 8 miles east of Greensburg. Route 30 directly connects Unity with Hempfield and Derry Township. Latrobe Borough is directly north of Route 30 along SR981/982

Population: grown faster than the rest of Westmoreland County

Land Use: Predominantly commercial, agricultural, and open space, residential growth throughout the township with most growth in the western area and commercial activity along Route 30. Zoning instituted in 1991. Growing Housing and Commercial Development – 170 building permits/100 residential units, 85% of land along the corridor is available for development

Transportation facilities: roadway, aviation, and transit. Route 30 is primary roadway (East/West bisection), 4 lanes with addition of median barrier along most of its length within the Township. other primary Routes are SR981 and SR982, Arnold Palmer Regional Airport (5th Largest in Commonwealth), Westmoreland Transit Authority services the area – transit routes utilize park-n-ride lots at the Airport and Rt. 30 corridor.

SPC Early Options Study: growing concern about development pressure along Route 30 (i.e. large development projects, expansion from Greensburg area and residential development east of the airport) → manage growth to maintain pleasant quality of life, aesthetics important (buffer residential/commercial areas), signing, pedestrian amenities and general landscaping

Conclusions:

Unity Township is in long term growth trend for population, households and employment

Rt. 30 is primary non-residential development in the Township

Rt. 30 corridor will continue to experience traffic congestion and growth

Planning Tools

- Coordination with PennDOT
- Concurrent review of Highway Occupancy Permits
- Context sensitive design applications with future PennDot projects
- Traffic Signal improvements
- Interconnection of signals (SR 981, Route 30 Plaza, Mt. Laurel Plaza)
- Coordination of future signals (between SR2015 and Lentz Road)
- Evaluation of traffic signal timing once every 5 years
- Replacement of Current Traffic signals with LED signals
- Access Management Ordinance
- Overlay zone along Route 30



- Driveway standards – more space between driveways
- Access between developments – req. shared driveways
- Access inside developments – limits on # of outparcels, emergency access standards, transit access, reverse frontage requirements, shared access and site plan review procedures.

** Provides Draft Access Management Ordinance

LATROBE BOROUGH (1993)

Location and History: Pre-1854 area was resting point for travelers passing the Allegheny Mountains. Real growth did not occur until after the arrival of the B&O RR. Latrobe developed as retail, industrial, and railroad center for the County. Has become regional service and medical center.

Population: steadily decreasing since 1970 (21% decline 1970-1990). Decline typical for region, but more pronounced than County or State averages. Population is getting older, households shrinking.

Economics: Number of persons below poverty decreased. Labor force decreased, unemployment increased, change from manufacturing to service and health; Focus on downtown district; Development effort based on Main Street Program (Main Street manager coordinates public and private investment); Future land use should be designed to increase economic development within the community; Zoning made compatible with Main Street Program; Incorporate flexible policies to accommodate changing industrial and commercial needs.

Housing: Fewer housing units, but net increase in new housing; Suggests a number of older vacant housing units have been converted to alternative non-residential uses; Housing values declined and rent remained stable; Lower housing values = affordable housing, but also lower tax base; Need to incorporate flexible regulations into zoning ordinance to allow smooth transition from residential to non-residential uses

Land Use Regulations: Most of the land is developed -> Subdivision Ordinance should be designed for reuse of land and to ensure compatibility of new development (i.e. buffer design/landscaping requirements for all new construction, provide more detailed standards)

Ward Analysis: Latrobe is divided into six wards. Analysis of their location, zoning, area features, assets, liabilities, and development trends was provided. In addition, recommendations for each ward related to services, land use and development, and transportation are highlighted.

Land Use Plan:

Overall goals

- Preserve the residential character of the community
- Develop the Borough as a regional attraction for residents, tourists and businesses



- Promote creative and alternative commercial and industrial activity within the Borough to protect the Borough workforce

Residential Goals – address affordable housing, parking in neighborhoods, recreational areas

Commercial Goals – develop downtown district as regional attraction, target downtown development toward hospital and other ancillary businesses

Industrial Goals –promote industry which is immune to changing market conditions

MULTI-MUNICIPAL COMPREHENSIVE PLAN: DERRY TOWNSHIP, DERRY BOROUGH, AND NEW ALEXANDRIA (2003)

Community Profile

Derry Township:

Early pioneers attracted to natural resources and beauty

Pennsylvania Canal important transportation route for local products

Early industries included agriculture, coal mining, quarrying, salt wells and timber operations

PA Railroad signified industrialization – mining villages

Today – diversified economy

Growth management should be formulated to ensure “highest and best use” of undeveloped land

Derry Borough:

History linked to PA RR (passenger and freight station, service and inspection center)

Derry was operations hub between Pittsburgh and Altoona

Retail and commercial center until RR/economic decline in 1940's

CBD is underutilized

Preserve historic resources, streetscape improvements, façade improvements and beautification activities to improve and enhance historic charm

Community Goals:

- Orderly and efficient development through employment of sound land use practices and adoption of smart growth policies in addition to promoting community conservation and community revitalization of existing developed communities and areas
- To preserve and conserve the heritage of the Boroughs and Township, and the Historic Resources of the municipalities
- Insure opportunities for adequate housing
- Promote business expansion and retention
- Improve skills of the work-force
- Insure that a safe and efficient transportation network is maintained within the communities
- Provide adequate level of community facilities and services



- Increase level of intergovernmental cooperation
- Maintain balanced financial resources

LIGONIER VALLEY POLICY PLAN (DRAFT 2006)

Issue 1: Proposed By-Pass/Levy and Farmer's Market

Farmers Market creates regional destinations and raise interest/awareness for locally

- Roundabout as solution to converging roads (Springer Road, Main Street, and the new by-pass/ levy) - also creates a gateway

Issue 2: Strengthen Character in Transportation Corridors

- Incorporate and maintain landscaping
- Support lighting standards to maintain integrity of night sky
- Promote rural sensitive signage
- Preserve rural landscape and historic buildings
- Promote the history of the Ligonier Valley
- Provide and maintain effective transportation alternatives – use stream banks in TWP and along Mill Creek for biking and walking trails

Issue 3: An Improved Quality of Life in Rural Areas

- Incorporate context sensitive neighborhood retail
- Develop cottage industries, such as local agriculture, craft and eco-tourism
- Design standards that to enhance visual character of rural roadsides (i.e. mailbox and fence standards)
- Cluster residential development

Issue 4: Expanded recreational opportunities

- Expand recreational opportunities (i.e. Athletic fields along Bouquet street)
- Create spaces, such as simple bandshell or enhanced grandstand, to support wider variety of events

“EVERY MILE OF THE DAY’S RUN WAS A PLEASURE:” COMMUNITY ACTION STEPS TO PRESERVE THE CHARACTER AND BEAUTY OF THE LINCOLN HERITAGE HIGHWAY CORRIDOR (2000)

Heritage corridor designation (LHHC) established in 1995

Includes Westmoreland, Somerset, Bedford, Fulton and Franklin Counties

Opportunity for communities to embark upon interpretation, preservation, scenic conservation, heritage development, marketing and small business development along the Lincoln Highway

Why Pursue Community Action Steps:

- Protect and Improve Community Appearance along LHHC
- Maintain and Enhance Local Quality of Life
- Stimulate Increased Economic Development through tourism and recreation (every mile of designated scenic highway generates 30-35K annually)

Action Steps:

- Conduct a visual assessment of your community
- Encourage attractive design in historic and business districts
- Promote attractive on-premise signage
- Reduce billboard blight
- Protect trees in your community
- Locate wireless telecommunication towers sensitively
- Preserve the character of transportation corridors (National Scenic By-ways Program, Context Sensitive Highway Design)
- Preserve the beauty of the countryside (overlay districts, hillside/ridgeline protection, conservation and agricultural easements)

Each action step includes specific strategies related to education, voluntary measures, incentives, land or easement acquisition, regulatory measures)

Appendix includes:

- Sample Visual Assessment Exercise
- Sample Commercial Design Guidelines
- Model On-Premise Sign Ordinance
- Model Billboard Ordinance Provisions
- Guidelines for a Tree Preservation Ordinance
- Model Legislation – Context-sensitive Highway Design
- Sample Conservation Easement

LINCOLN HIGHWAY HERITAGE CORRIDOR (2000)

Plan recommends extending the boundary west along US Route 30 to the Westmoreland/Allegheny County line.

Portions of the original alignment have been bypassed to create a faster and more direct route. Some bypassed sections are still used as local roads, while others have been abandoned entirely and no longer drivable. Numerous transportation resources still exist (roadhouses, gas stations, and garages) that first served America's first wave of motoring travelers. 18th and 19th century taverns and tollhouses that served earlier generation also remain.

Approach: essence of highway is movement, mobility, and feel of the open road. The Interpretative plan encourages people to travel further and see more, establishes presence at multiple points along the corridor; Outdoor exhibits; Invest smaller amounts of funding over a larger area; Introduces interpretive material directly into public sphere (main street sidewalks,

gas stations and diners, into parks and town squares); Memorandum of Agreement (MOA) is needed

Goals for the Plan:

- Provide dynamic vision of story of the Lincoln Highway that uses historic resources and dramatic landscapes to inspire participants and donors
- Provide guidance to interpretive committee for LHC activities over 5-10 years
- Make the Lincoln Highway a recognizable presence by installing signs and incorporating educational programs and expanding public relations opportunities
- Encourage movement along the length of the corridor, emphasizing the experience of the trip
- Provide opportunities for building community commitment and support for recommended projects
- Provide guidelines to assess new projects and opportunities that may arise in the future

Strategy of this plan is to offer interpretive and educational experiences that are easily accessible to the automobile traveler, that encourage exploration of the small towns along the route, and that reveal the subtle patterns and hidden stories embedded within the roadside landscape

Historic towns and festivals draw people to PA heritage areas. Identifies different audience groups and the visitor experience needed to attract those audience groups to visit

Planning Issues:

- The Lincoln Highway lacks name recognition
- Residents not aware of the rich history and significance of the highway
- A majority of interpretive and educational sites along the corridor focus on the early settlement of the region
- While substantial community interest exists in 18th and 19th century topics, many find it difficult to appreciate the historic significance of the Lincoln Highway era, 1910-1930
- LHC staffing and funding in the short term
- For some, driving Route 30 is a hassle, due to 2 lane character and congestion in some areas
- LH needs to lure motorists away from other routes
- Lincoln Highway Corridor currently lacks regional identity
- Public has a short attention span
- To fully appreciate the corridor, the motorist needs to slow down and stop at points along the way
- Numerous roadside resources are neglected or in disrepair
- Uncertainty exists about what types of experiences the LH can offer.
- Corridor is long. Driving the entire route is substantial time commitment. Motorists will likely enter and exit at different points
- Need to continue to cooperate with other heritage parks and tourist attractions.



- Need to continue to cultivate relationships with regional tourism promotion agencies and establish a presence at their major attractions where appropriate.

Themes:

“America and the Open Road” – building the highway, traveling the highway, highway enterprise, roads west, over the summit, changing Main Street

Plan identifies Laurel Mountain/Linn Run State Parks, Compass Inn (Laughlintown), Southern Alleghenies Museum of Art (Ligonier), Fort Ligonier (Ligonier), St. Vincent Grist Mill (Latrobe), Westmoreland Museum of Art (Greensburg), Bushy Run Battlefield (Harrison City), Old Hannah’s Town (North of Greensburg) -> Lincoln Highway is not a major story for any of the sites described

- Bypassed Segments of the Highway (Youngstown Bypass) = Building the highway and Changing Main Street
- Bridges (Laughlintown Run, Loyalhanna Creek, Monastery Run, Jack’s Run) = Building the Highway and Roads West
- Gas Stations (Donato’s Sunoco, west of Ligonier + Crown Fuel) = Highway Enterprise + Changing Main St. + Traveling the Highway
- Garages (Ligonier) = highway enterprise + Traveling the Highway
- Automobile Dealerships (Valley Players Theater) = Highway Enterprise + Changing Main St
- Motels, tourist cabins + campgrounds (Shirley’s Tourist Cabins, west of Ligonier, Ligonier Valley Cottages, Village Inn) = Highway Enterprise + Traveling the Highway
- Hotels (Mountain View Inn, Laurel Ridge Hotel, Sleepy Hollow Inn) = Highway Enterprise + Traveling the Highway
- Restaurants, Roadside Stands, and Roadhouses (The Pie Shoppe) = Highway Enterprise
- Lincoln Highway Commemorative Markers (Ligonier Town Square) = building the highway
- Lost Landmarks (Henry Ford Campsite) = Traveling the Highway
- Amusements and Attractions (Idlewild Park + Ligonier Beach + Palace Theater) = Highway Enterprise + Building the Highway + Changing Main Street
- Historic Road Remnants
- Toll Houses (
- Turnpike Mile Markers
- Taverns/Stagecoach Stops (Compass Inn Museum) = Roads West + Traveling the Highway
- Fortifications (Fort Ligonier) = Roads West
- Railroad Resources (Ligonier Train Station, Greensburg Train Station) = Building the Highway + Traveling the Highway
- Town Squares (Ligonier Diamond) = Changing Main Street
- Natural Resources (Linn Run, Laurel Mountain State Park) = Over the Summit, Roads West, Traveling the Highway
- National Register Historic Districts (Ligonier Historic District) = Changing Main St.



- Other (Arnold Palmer Regional Airport, St. Vincent College and Grist Mill) = Building the Highway + Roads West