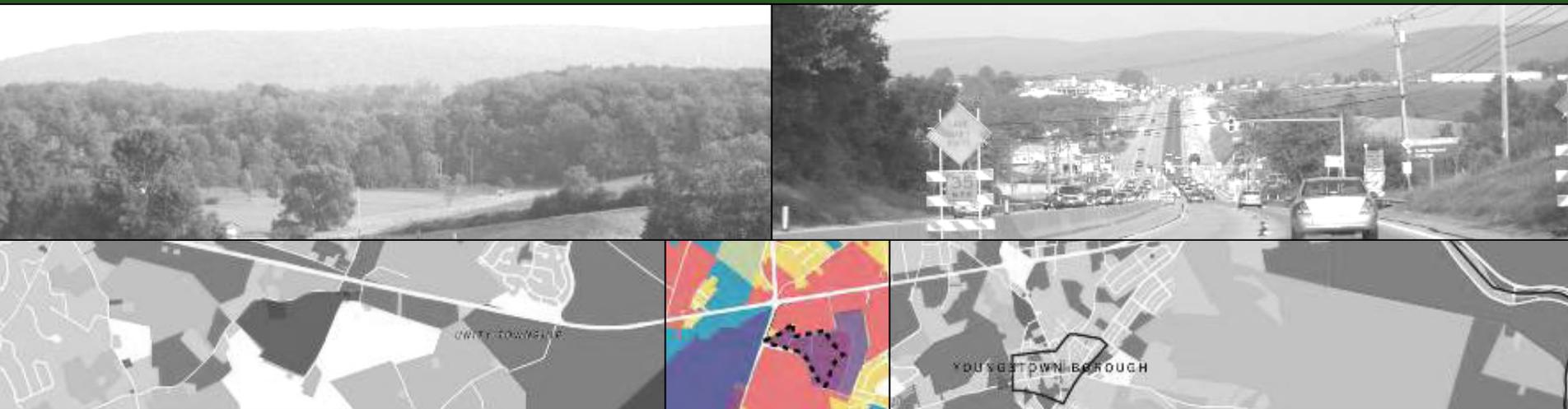


# ROUTE 30 DEMONSTRATION PLAN DESIGN CHARRETTE

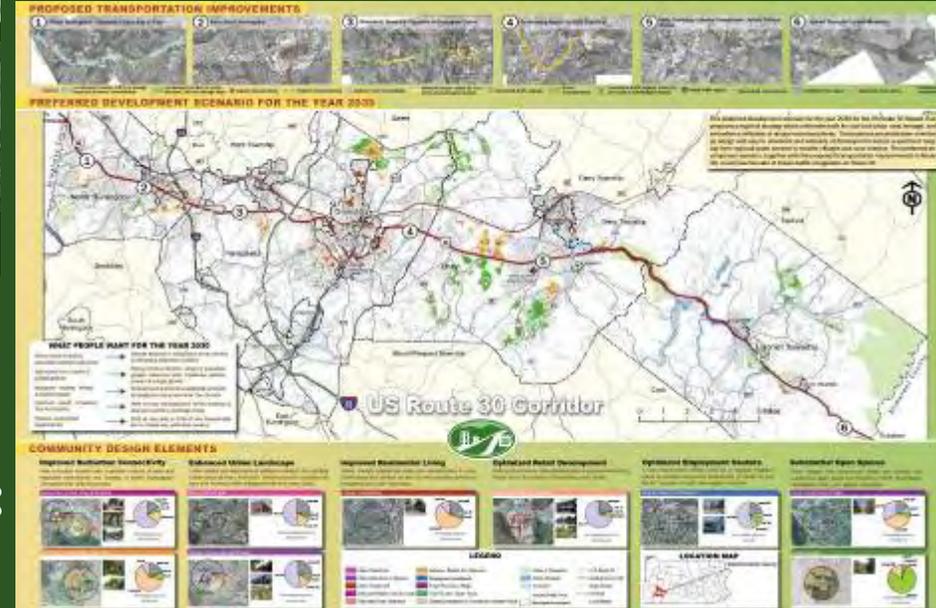
# WELCOME!



# TODAY'S AGENDA

- THE VALUE OF THE CHARRETTE
- WHAT WE HEARD
- PAST, PRESENT, FUTURE
- THE PLAN
- MAKING IT HAPPEN

# Phase 1: THE VISION



- Route 30 Vision Statement:**
- “The Lincoln Highway is one of the best transportation corridors in the nation”*
- Safe
  - Efficient
  - Vibrant
  - High quality



# Critical Opportunities

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



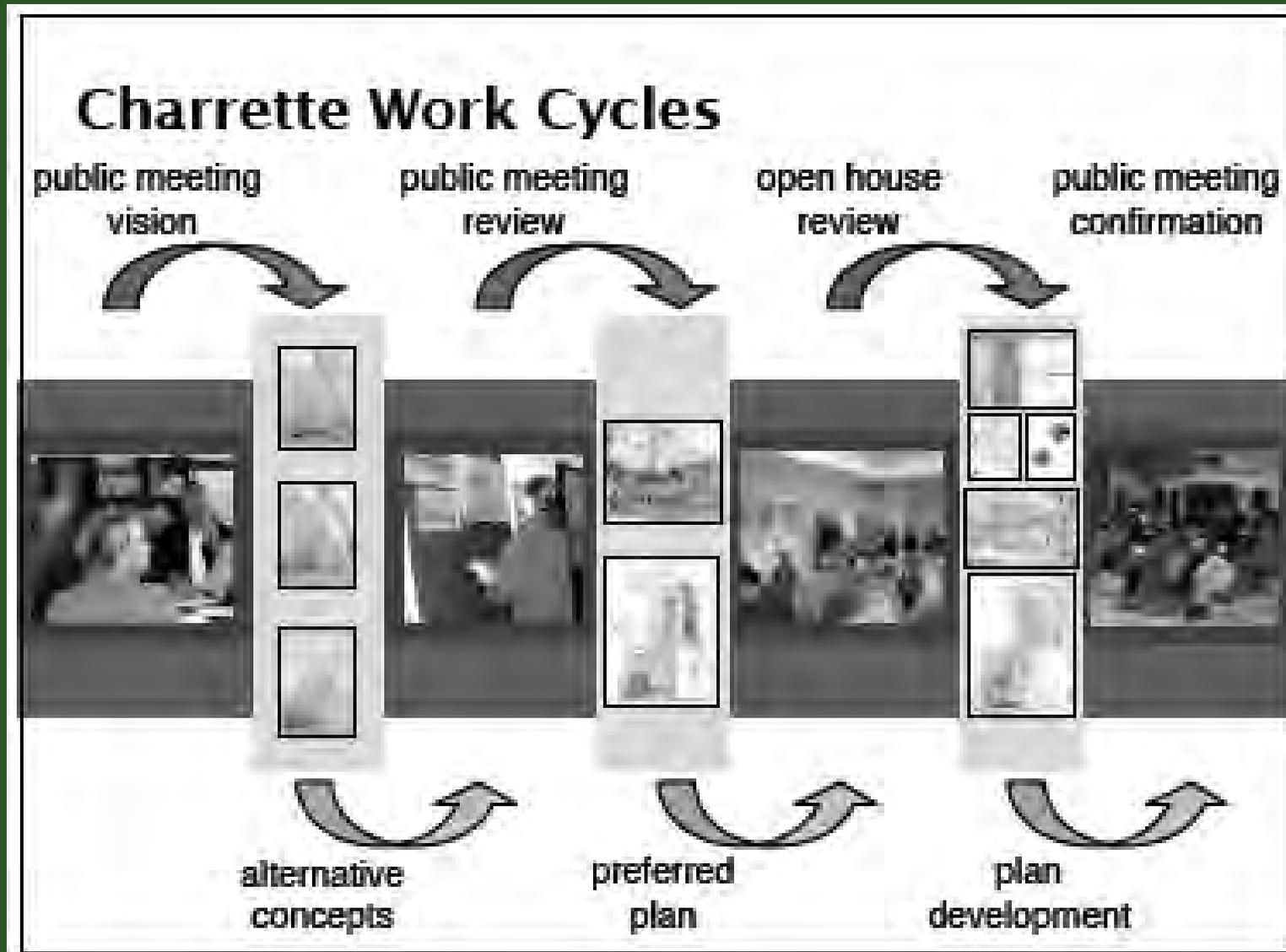
# Phase 2: THE DEMONSTRATION PLAN



- Develop transferable solutions for the whole corridor
- Incorporate design elements from Phase 1: Walkability, Accessibility, Quality
- Week-long Design Charrette - intensive work session on the Demonstration Plan



# THE VALUE OF THE CHARRETTE



# CHARRETTE MISSION

To develop an **economically feasible, prototypical site plan** for an area along Route 30 in Unity Township that **fits the Vision** of the entire 40-mile corridor.

Utilizing a 5-day design charrette, we will design a prototypical site for Route 30 that is **safe, efficient, and attractive, and connected** to the surrounding community. Concepts emanating from the prototype will be **transferrable** to the rest of the corridor.



# SPONSORS + FUNDERS

## *Charrette Signature Sponsor*



## *Charrette Gift Donors*

### **Sony Technology Center – Pittsburgh**

*Bravia 32" LCD Flat Panel HDTV*

### **Westmoreland County Airport Authority**

*Northwest Airlines \$300 credit voucher –any destination served by NWA*

### **Smail Automotive Group**

*Two Complete Detailing coupons \$300 value*

### **Westmoreland Conservation District**

*Unique Gift Basket*

### **Municipal Authority Westmoreland County**

*Glass Water Carafe Set*

## *Route 30 Plan Funding Partners*

RK Mellon Foundation

Katherine Mabis McKenna Foundation

Heinz Endowments

McCune Foundation

Laurel Foundation

Jack Robertshaw, Jr.

McFeely-Rogers Foundation

Sarah Scaife Foundation

Sony Technologies Center - Pittsburgh

Robertshaw Charitable Foundation

Arnold/Winifred Palmer Foundation.

Miller Penn Development

PA DCED Community Revitalization

Senator Bob Regola

Representative Jess Stairs

PA DCED Land Use Planning and Technical  
Assistance Program

PA DCNR Lincoln Highway Heritage  
Corridor Program

PA DCNR Growing Greener Program

Southwestern Pennsylvania Commission

Westmoreland County Planning

Westmoreland County Commissioners

Unity Township

Hempfield Township

North Huntingdon Township

Irwin Borough

Ligonier Township and Ligonier Borough

City of Greensburg

Derry Township

# CHARRETTE TEAM



# CHARRETTE DAY-BY-DAY

## US ROUTE 30 MASTER PLAN DESIGN CHARRETTE SCHEDULE OCTOBER 22 - 26, 2007

	Monday - Oct 22	Tuesday - Oct 23	Wednesday - Oct 24	Thursday - Oct 25	Friday - Oct 26		
8:30 AM	Library Open		Team Arrives	Team debriefing			
9:00			"Reality Check" of alternatives	Summarize evaluation comments	Final Production		
9:30		Team Debriefing					
10:00							
10:30		Stakeholder Interviews	Work Teams Develop Alt. Concepts				
11:00							
12:00	Lunch				Team rehearsal		
1:00 PM	Debrief with Alex + full consultant team	Stakeholder Interviews	Stakeholder Review + Summary	Work Teams Synthesize to Preferred Alternative	Set-up		
2:00	CVT + stakeholder briefing				Charrette Room Set-up	Public Final Presentation Smith Hall	
3:00	CVT + Stakeholder Site Visit				Work Teams Develop Alt. Concepts		
4:00							
5:00	Open House Set-up						Informal Technical Review drop-in
6:00	Volunteer check-in + Facilitator Training						
6:00	Open House Ready/Dinner	Dinner	Set-up / open house	Volunteer check-in + Facilitator Training	Dinner		
7:00	Public Workshop #1 Smith Hall	Team pin-up	Public Workshop #2 Smith Hall	Team pin-up			
8:00					Story Development	Drawing Production	
8:45							
9:30							

**Input Sessions**  
CVT/Stakeholders  
Schedule TBA

**Workshops**  
Public, CVT,  
Stakeholders

**Informal Drop-In**  
Public, CVT,  
Stakeholders

# COMMUNITY ENGAGEMENT



# PAST, PRESENT, FUTURE

## Overview of Westmoreland County Geography

### 1. Westmoreland as a Corridor County

#### Loyalhanna Gorge:

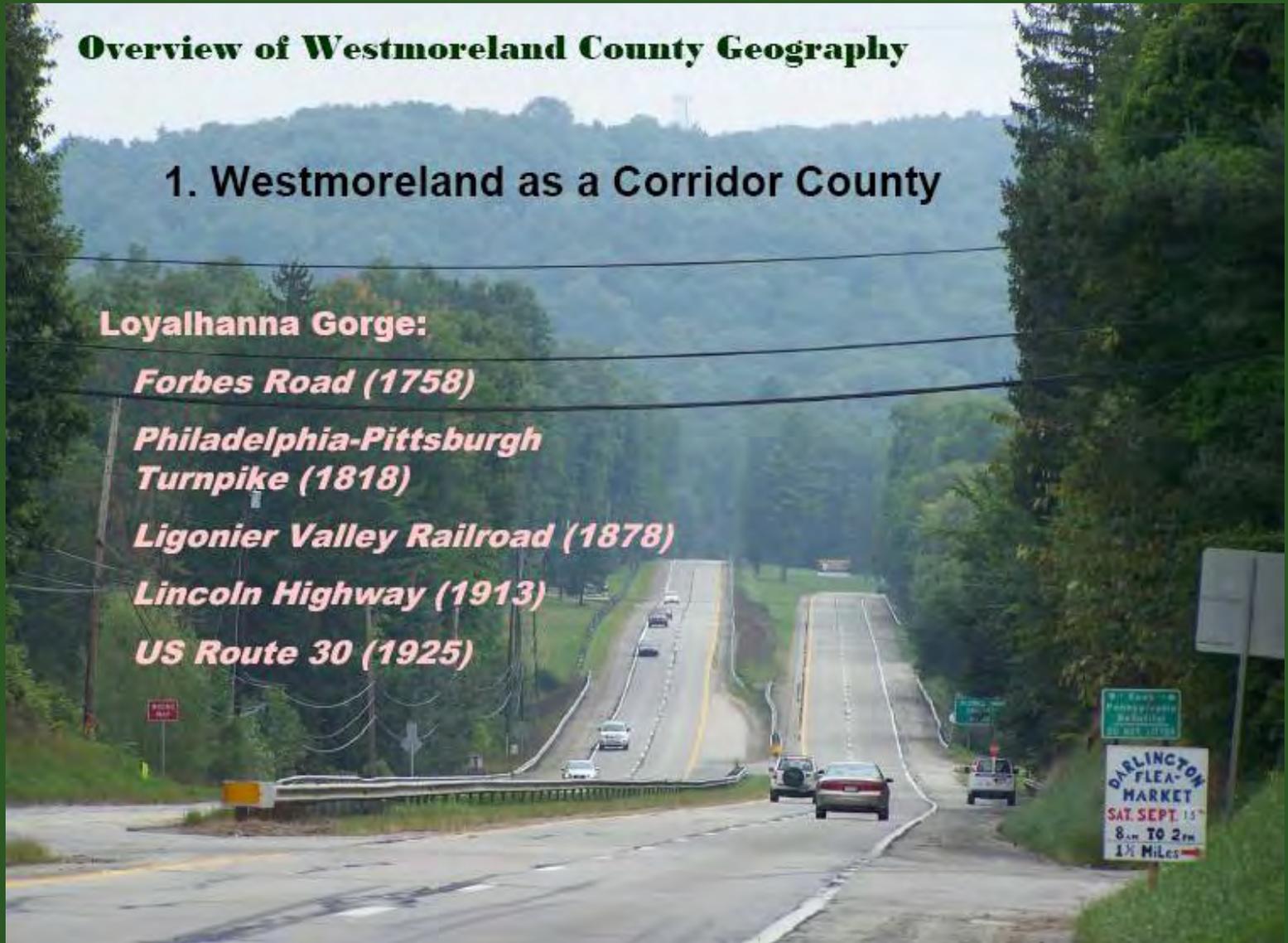
*Forbes Road (1758)*

*Philadelphia-Pittsburgh  
Turnpike (1818)*

*Ligonier Valley Railroad (1878)*

*Lincoln Highway (1913)*

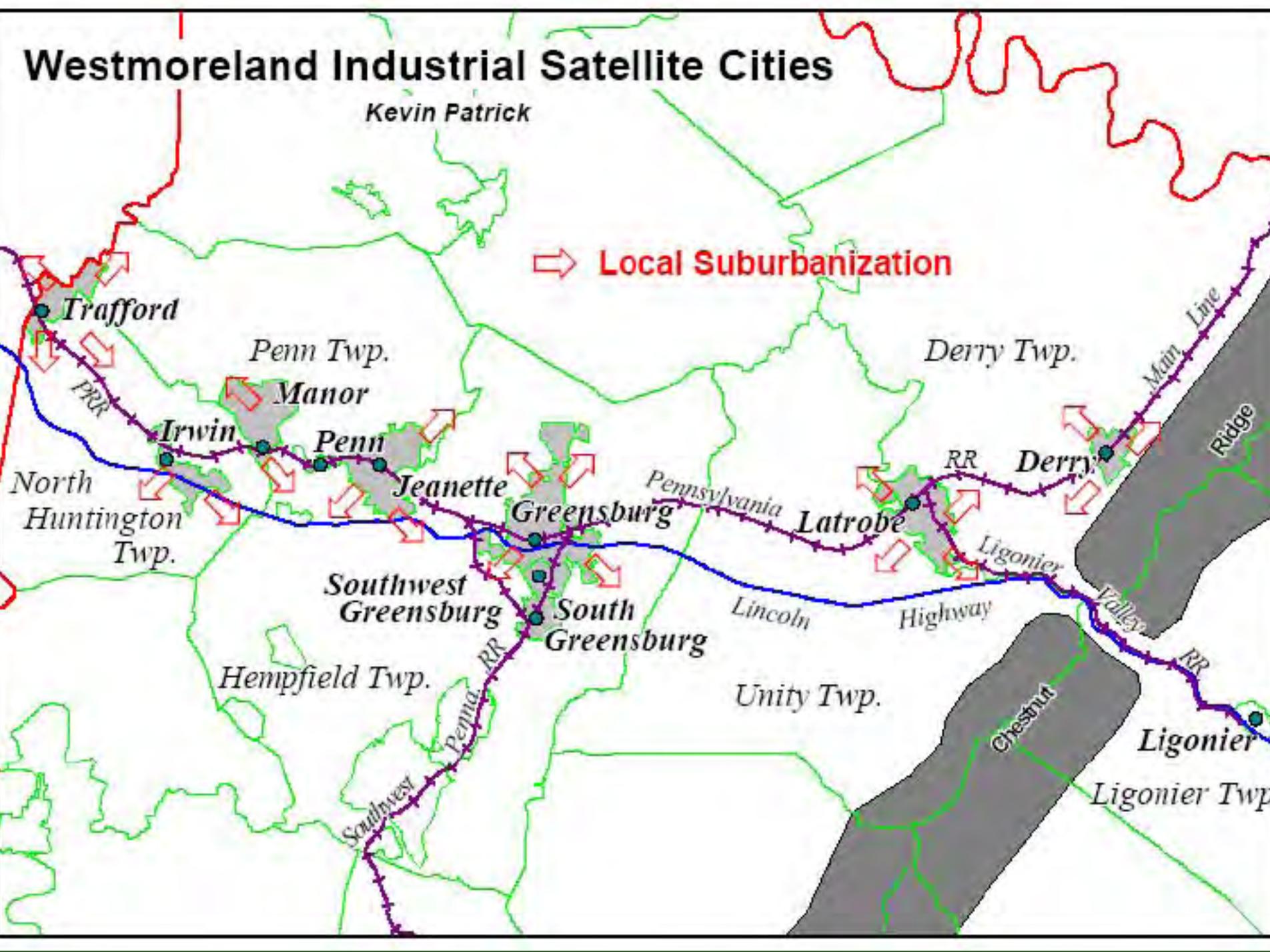
*US Route 30 (1925)*

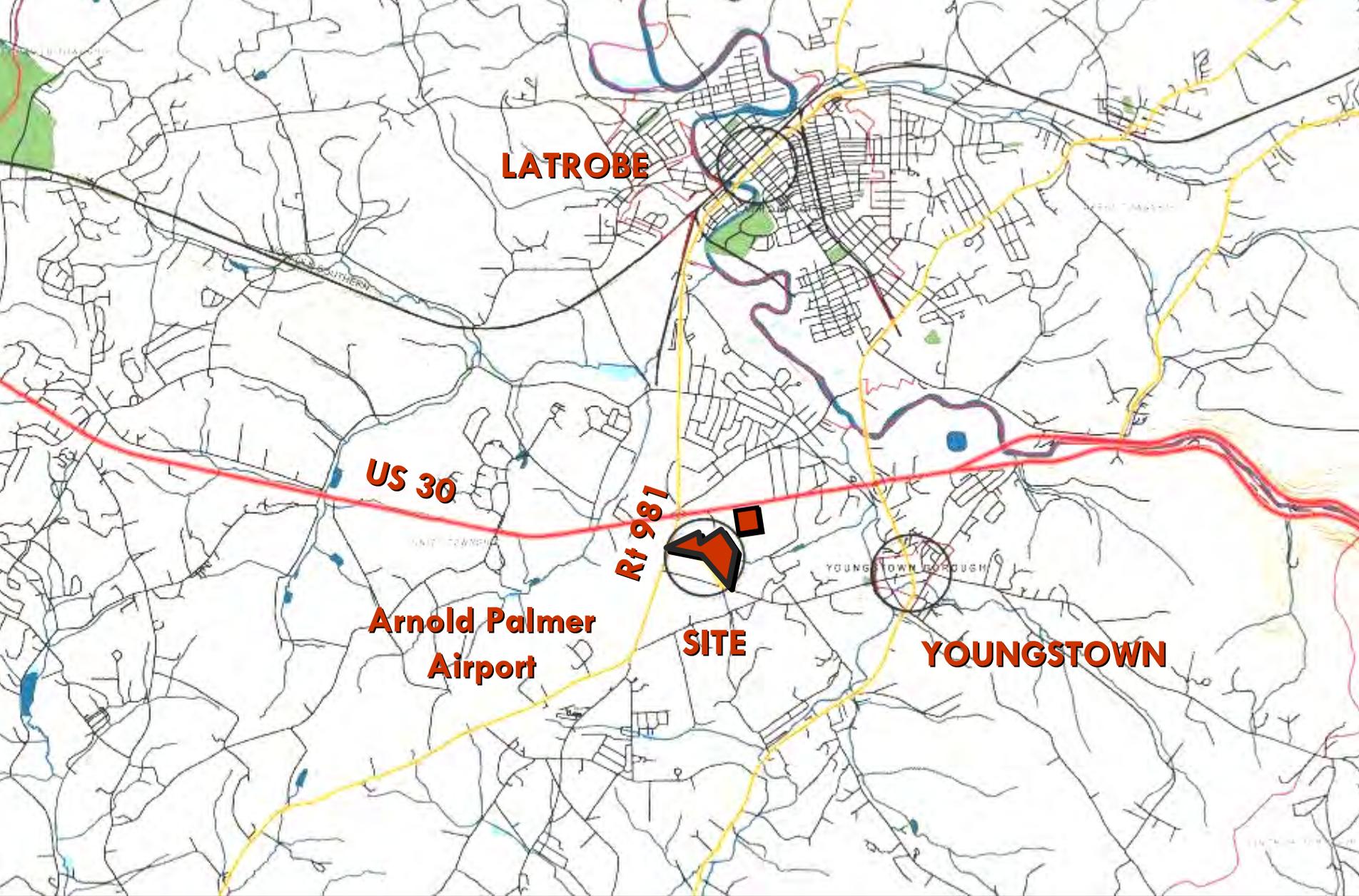


# Westmoreland Industrial Satellite Cities

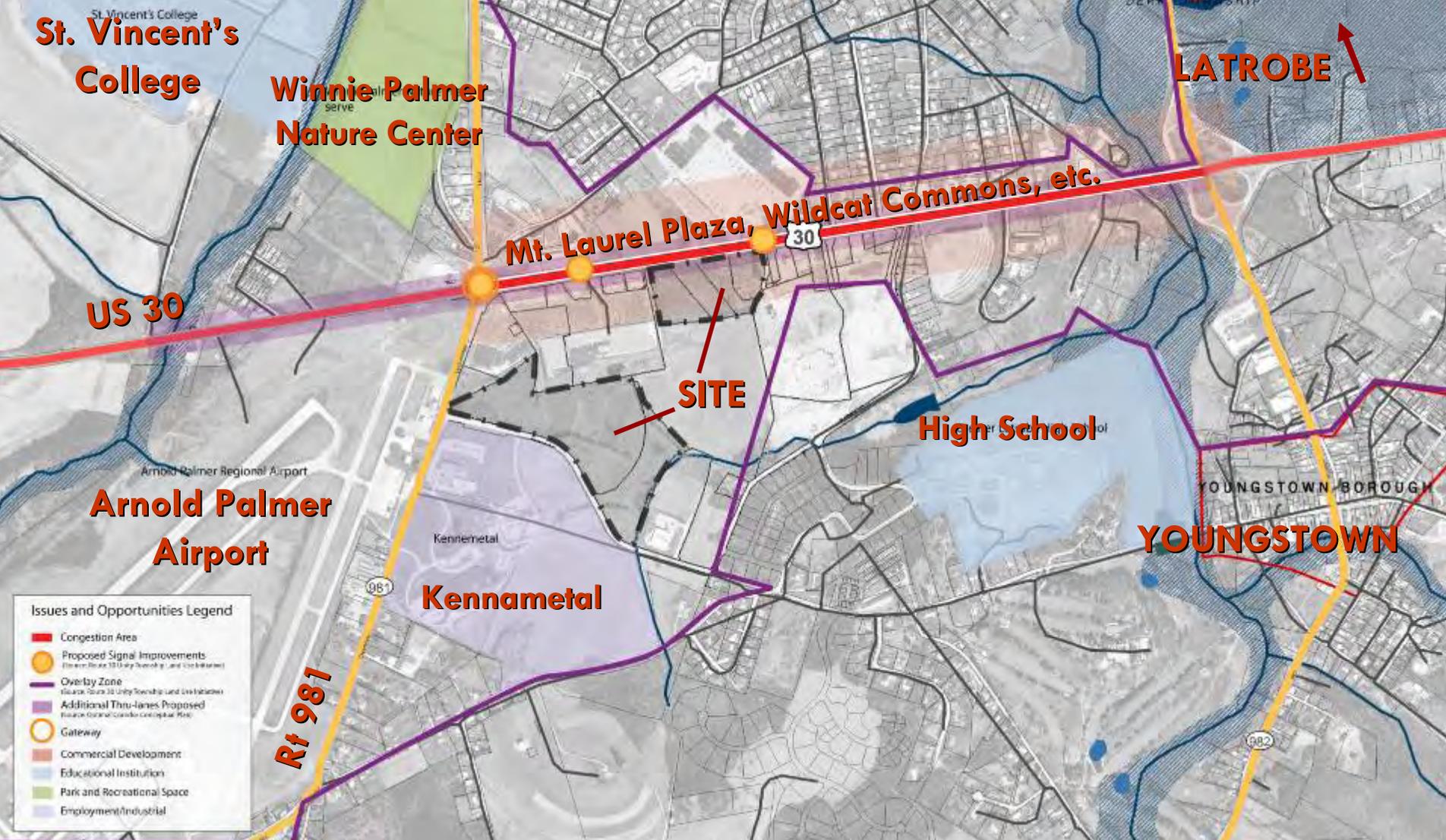
Kevin Patrick

⇒ Local Suburbanization





# Demonstration Plan Site





1950's



1990's

2007



2030?

*Trend is not  
destiny  
- Lewis Mumford*

# WHAT WE HEARD

## MONDAY NIGHT WORKSHOP

- Create **connections**
- Improve **access** to/from Route 30
- Make it **pedestrian-friendly**
- Create a **gathering place** for the community
- Build on **local assets** to make a **Destination**
- Protect as much **green space** as possible
- Preserve **views** to Chestnut Ridge
- Promote a **mix of uses**
  - **Housing** for young adults and seniors
  - **Hotel/Conference Center** with proximity to **airport**
- Create **Landmark buildings**



# WHAT WE HEARD

## TUESDAY STAKEHOLDER INTERVIEWS

- **Create value** for the community
- We need a **'third place'**
- We need **attractive, affordable** development
- Build **hotel and restaurant**
- Build **housing!** Don't build housing!
- Build more **offices!** Don't build more offices!
- Developing this suburban site helps **preserve rural farms**
- Promote **connectivity**
- Don't make level of **traffic flow** worse
- Study **commuter rail** from Latrobe-Pittsburgh (underway)
- *Can we really do things differently?*

# GUIDING PRINCIPLES

- Improve **connectivity**
- Create a **pedestrian-friendly place**
- Develop a **unique community / sense of place**
- Incorporate **mixed uses**
- Acknowledge **views** to Chestnut Ridge
- Protect and enhance **stream corridors**
- Respect **topography**
- Enhance **gateway** to Laurel Highlands/ Latrobe

# CONCEPT PLAN A.

## “Streets”



# CONCEPT PLAN B. “Squares”



# CONCEPT PLAN C. “Greenways”



# SHAPING THE PLAN

## WEDNESDAY NIGHT WORKSHOP

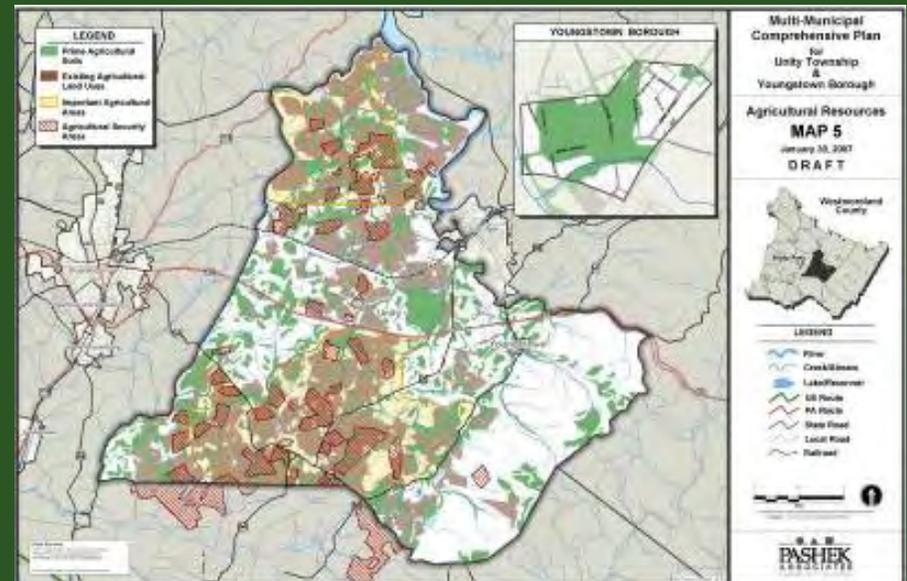
- Provide lots of **shared green space**
- Keep buildings **small scale** (no more than 3 stories or less)
- Maintain **pedestrian-friendly** approach
- Preserve **views**
- **Include townhouses & apartments** to appeal to **seniors and young adults** (such as students at St. Vincent's College)
- Reduce **traffic lights** on Route 30
- **Include Hotel/Conference Center**
- Promote **airport-based employment**



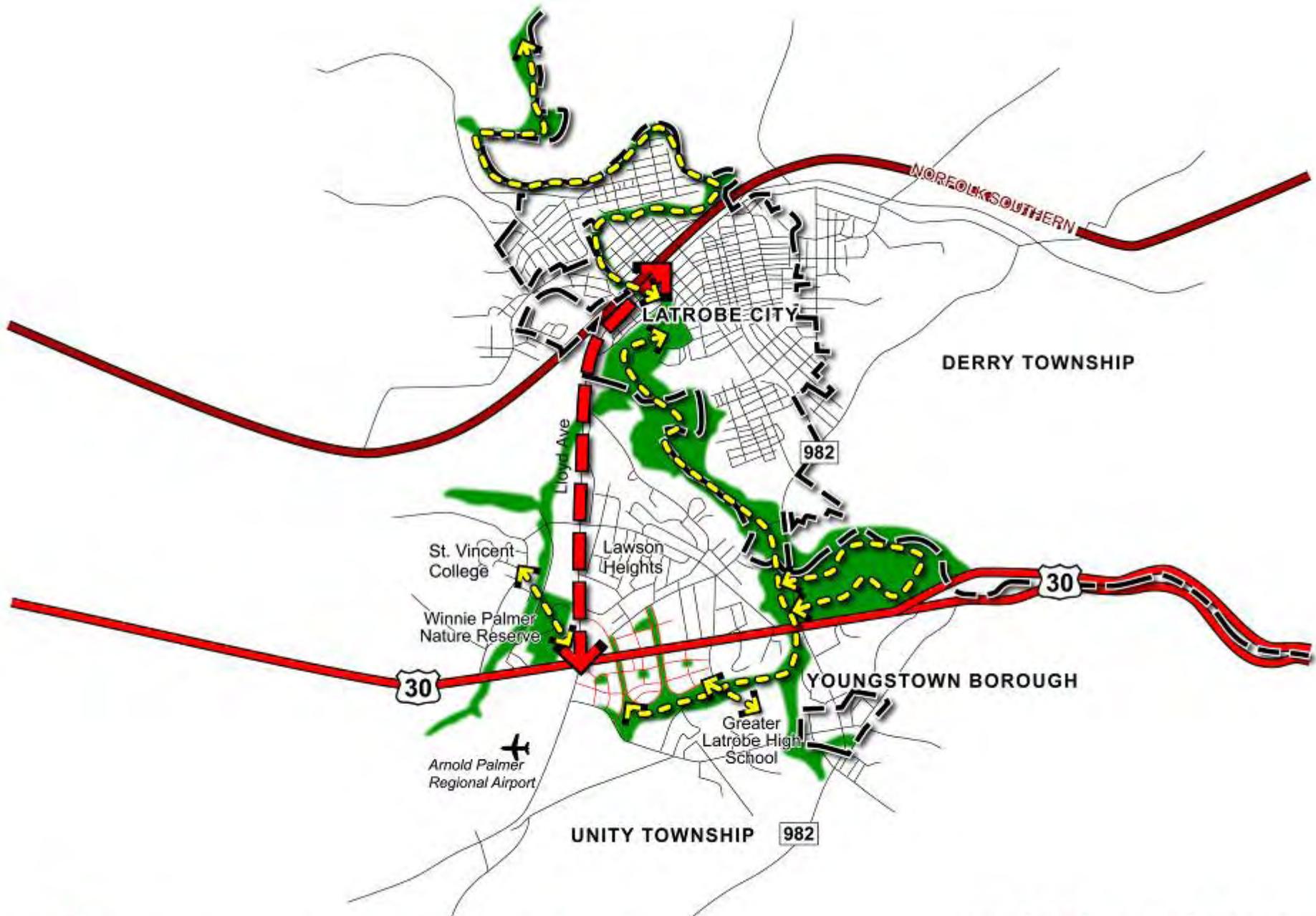
# CLARIFYING THE PLAN

WEDNESDAY/THURSDAY STAKEHOLDER REVIEWS + WEB COMMENTS

- Connect with local farms
- Use state-of-the-art sustainable design
- Create interpretive ‘tour’ that tells the story of Westmoreland County
- Connect with “green” developers
- ... and much more



# THE CHARRETTE PLAN

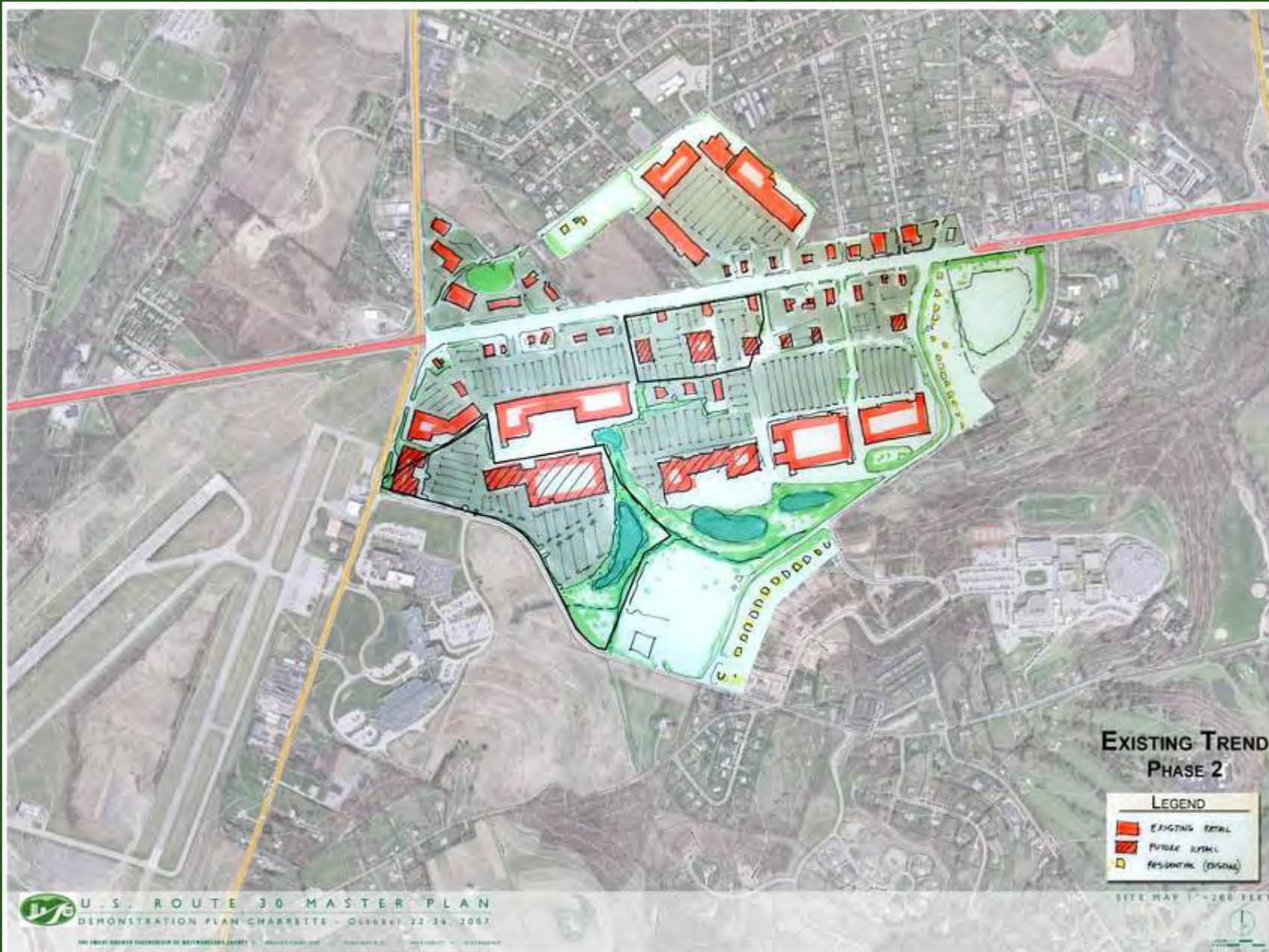


**U.S. ROUTE 30 MASTER PLAN**  
 DEMONSTRATION PLAN CHARRETTE - October 22-26, 2007

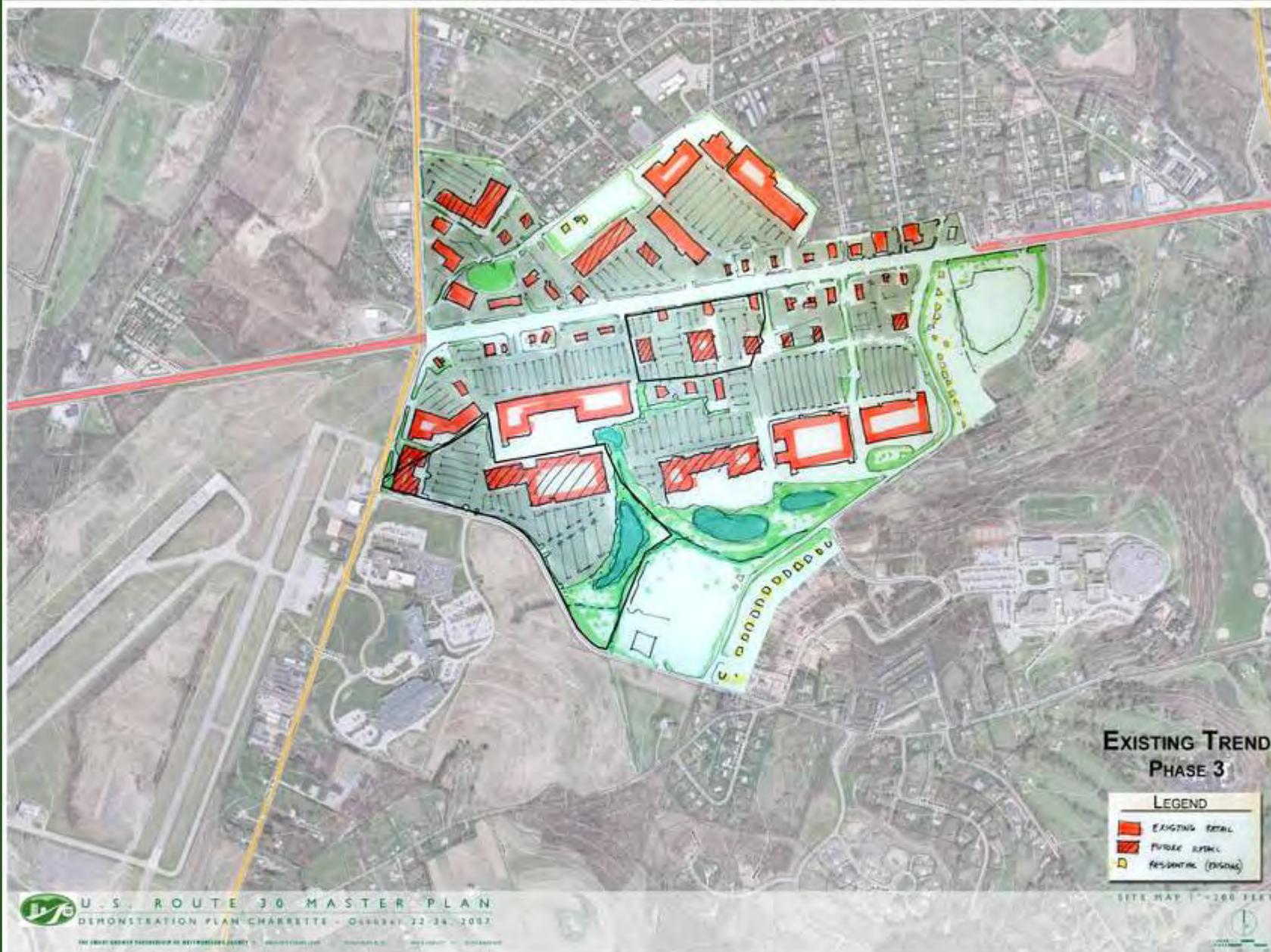
LATROBE REGIONAL MAP



# TREND Mid Term

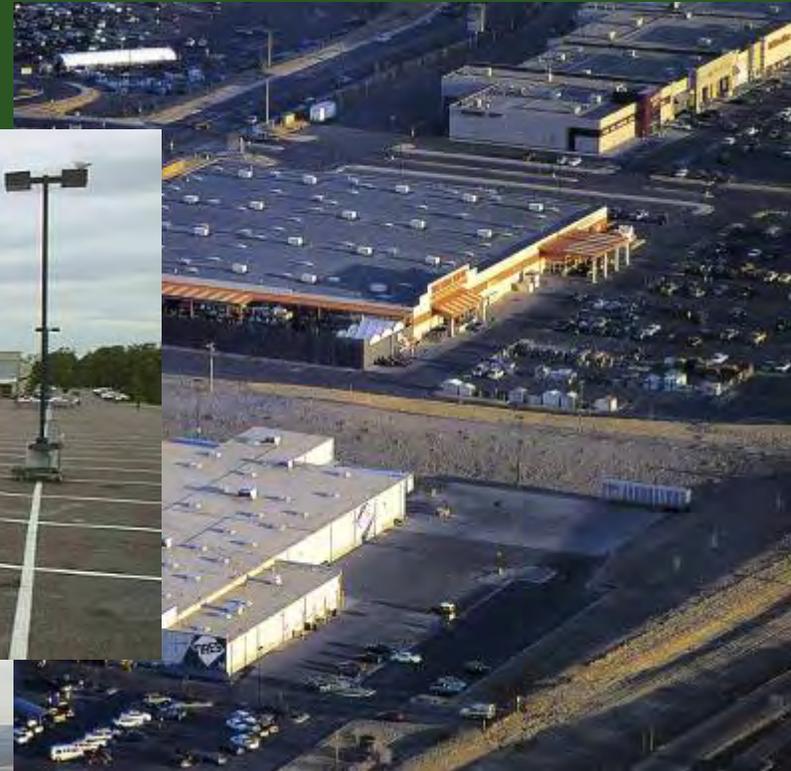


# TREND Long Term



# TREND

- Big Box and strip retail
- Disconnected parking
- Curb cuts on Rt 30
- Franchise – based architecture
- No sense of place or activity areas



# THE CHARRETTE PLAN

## BASIS:

- Input from Monday
  - Ideas, visions, mapping exercise
- Input from Wednesday
  - What you liked/didn't like – things to add
- Input from Stakeholders
- Technical Review



# CHARRETTE PLAN - Overview

- A “Complete Community” – grow up, work, live, socialize & age-in-place
- A series of small neighborhoods centered around village squares (not always square)
- Civic uses located in the neighborhood
- Retail primary uses along Rt 30
- Mixed use and residential behind Rt 30
- Stream valleys protected – connected to trail system
- Landscaped Gateway & Local/Regional Boulevard on Rt. 30

# TREND Short Term



# CHARRETTE PLAN - Short Term



# CHARRETTE PLAN - Mid Term



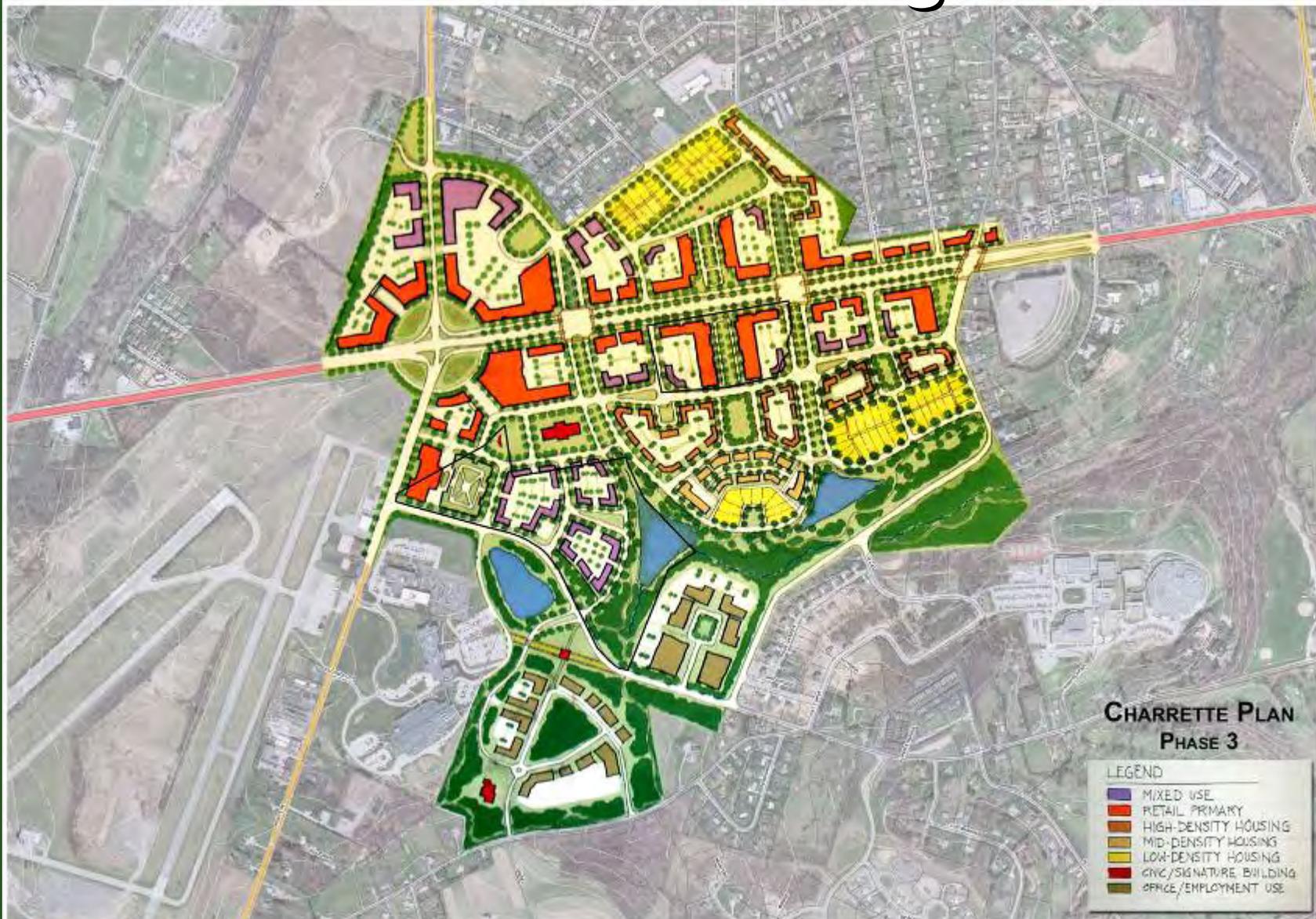
U.S. ROUTE 30 MASTER PLAN  
DEMONSTRATION PLAN CHARRETTE - OCTOBER 22-26, 2007

THE GREAT COMMUNITY DESIGN CENTER • 10000 100TH AVE. • NORTH BEND, WI 54856 • 715.833.3333 • WWW.GREATCOMMUNITYDESIGN.COM

SITE MAP 1"=200 FEET



# CHARRETTE PLAN - Long Term



## CHARRETTE PLAN PHASE 3

LEGEND

■	MIXED USE
■	RETAIL PRIMARY
■	HIGH-DENSITY HOUSING
■	MID-DENSITY HOUSING
■	LOW-DENSITY HOUSING
■	CIVIC/SIGNATURE BUILDING
■	OFFICE/EMPLOYMENT USE





# Connections

STREET TYPE DIAGRAM



# Connections



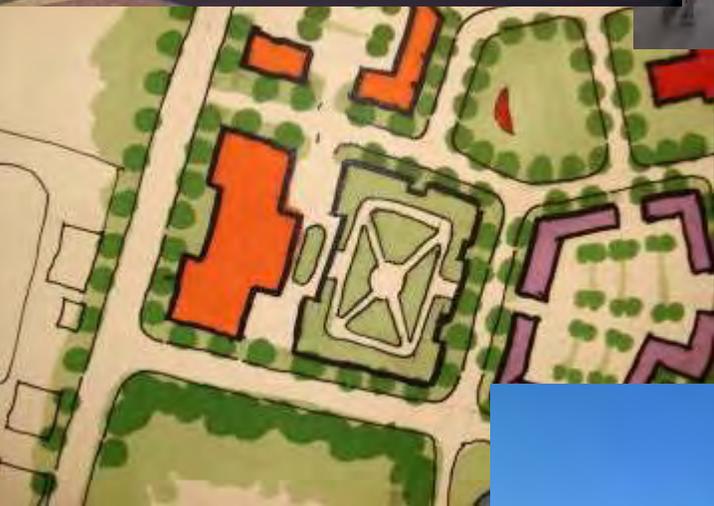
**Benjamin Boulevard**



# Neighborhoods



**McKenna Square**

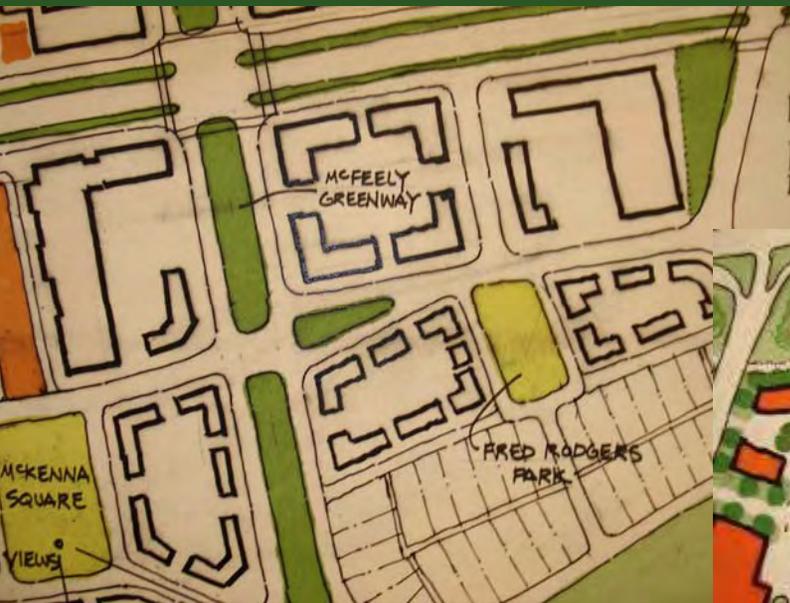


**Market**





# Open Space



# Sense of Place



**Arnold Palmer Drive**



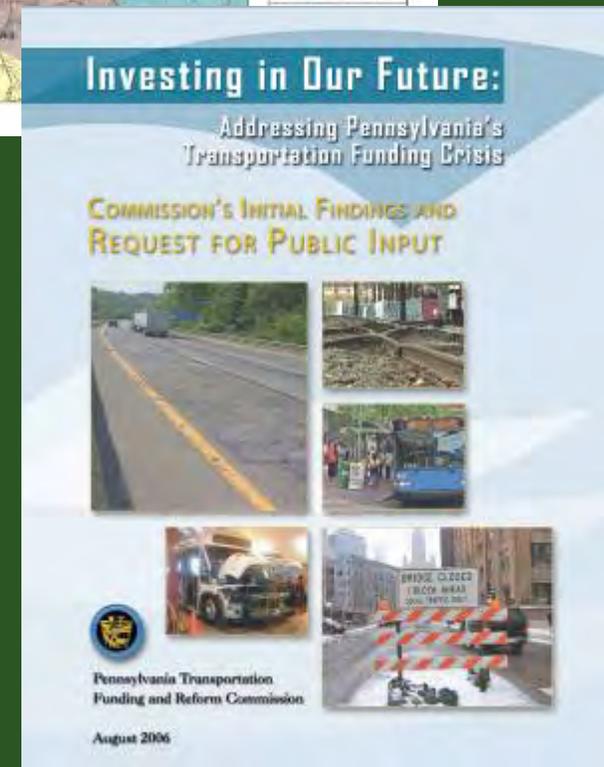
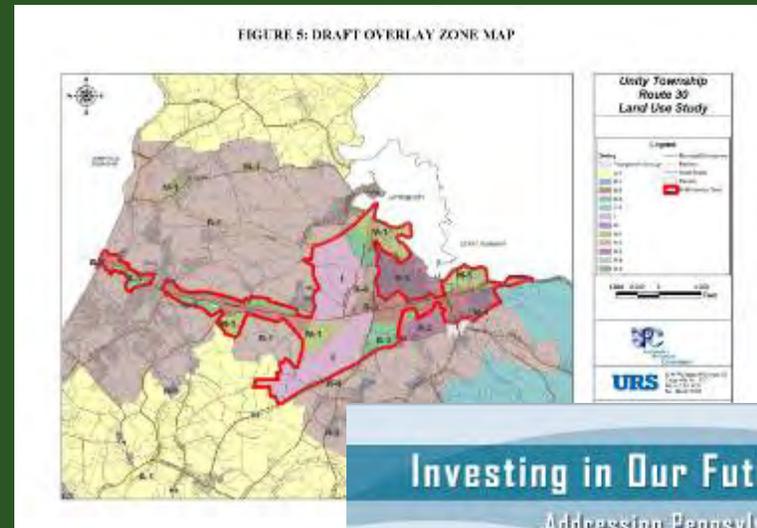
11/10/07  
L.P.

**Arnold Palmer Drive**

**MAKING IT HAPPEN!**

# What we need to make it happen

- Continuous dialog with key players (property owners, municipal officials, county, regional and state agencies, community stakeholders, etc.)
- Financial resources to support desired development (infrastructure, site preparation)
- Developer incentives to offset their risk component
- Agreements to promote consistent design throughout Route 30 (municipal, PennDOT, etc)



# POLICY FRAMEWORK

- Invent a new neighborhood and develop zoning and development codes to allow this UNIQUE place to happen
- Emphasize quality design standards and mixed use development
- Include the site plan and its objectives within the 2008 Unity Twp. Comprehensive Plan and use the *specific plan* process to provide for master plan approval
- Provide places to live, shop, work, recreate, worship and absorb the area's tantalizing natural environment
- Assure that the development mix is consistent with the market demographics and trends for the area for the next 30 years

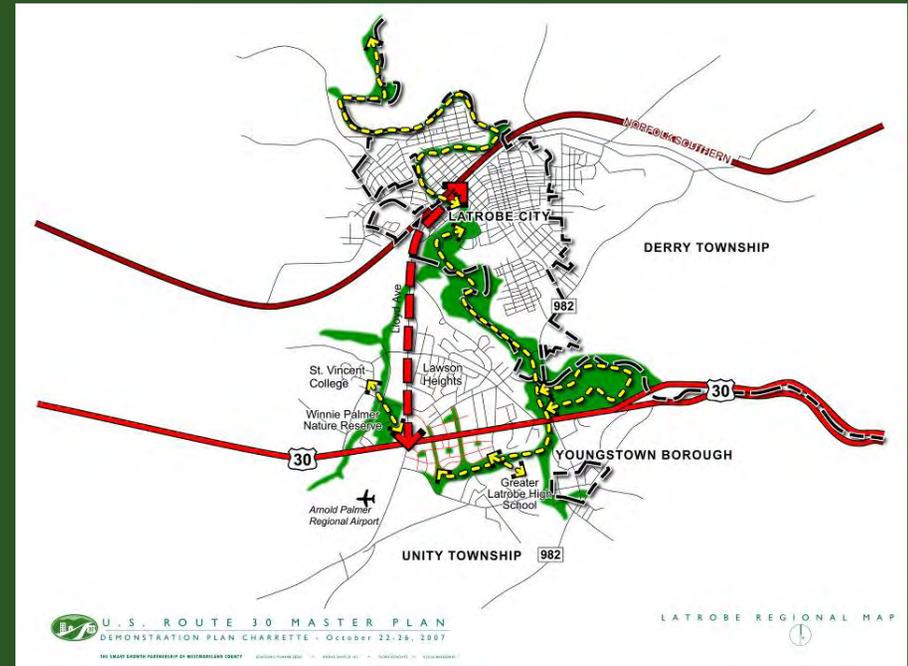
**DESIGN ELEMENT FRONTAGE TYPES**

<p><b>COMMON LAWN</b></p> <p>A common lawn front yard is a substantial building setback. The front yard setback may be fenced or unfenced and should have similar landscaping to adjacent yards. With the deep setback as a buffer, the common lawn front can be suitable for higher speed thoroughfare.</p> <p><b>RESIDENTIAL</b></p>   <p>CT 2 CT 3</p>
<p><b>PORCH &amp; FENCE</b></p> <p>A porch and lawn front is designed to promote social interaction between pedestrians and residents of individual houses without compromising the privacy of those same residents. This typically found in American neighborhoods built between 1930 and 1940.</p> <p><b>RESIDENTIAL</b></p>   <p>CT 3 CT 4</p>
<p><b>DOORYARD</b></p> <p>A dooryard front has a paved or hard-surfaced surface between the right-of-way and front facade line to provide gradual transition from the sidewalk to the building. This type transitional space and elevated entrance elevates building to regional elevation change. The space within can be enclosed as a porch or retained as outdoor space.</p> <p><b>RESIDENTIAL AND MIXED USE</b></p>   <p>CT 4 CT 5 CT 6</p>
<p><b>SHOP</b></p> <p>A shop front is intended to promote retail activity. The front building facade should be at or near the edge of the right-of-way. Higher ground floor heights create a cue; presence at street level. The ground floor often has large windows, drawing attention inward and allowing pedestrians to readily shop. Awnings and awnings may continue over the right-of-way.</p> <p><b>RETAIL AND MIXED USE</b></p>   <p>CT 4 CT 5 CT 6</p>

60 | Aug 9, 2017

# REGIONAL LINKAGES

- Laurel Highlands
  - Latrobe and Possible Commuter Rail
  - Historic Coal Patch Town and Youngstown Borough
  - Arnold Palmer Airport
  - Saint Vincent College
  - Westmoreland County Industrial Park
- Greater Latrobe
  - This site will become a neighborhood of Latrobe
  - Lloyd Avenue serves as the connector from this neighborhood to the Latrobe Central Core,
  - Latrobe's central core serves as a valuable pedestrian-oriented area with adaptive re-use, entrepreneurial development and transit center opportunities



# ECONOMIC POLICIES

- Create sustainable quality job opportunities and growth of the tax base
- Encourage quality spin-off development on adjoining sites and the Westmoreland County Industrial Park
- Tourism Expansion - The area's unique assets including Natural and Historic Heritage
- Creating a unique and distinctive place that does not compete with other centers within the region



# PHYSICAL POLICIES

- Create a walkable plan
- Provide multi-modal connections to Latrobe and other regional assets (WCTA)
- Promote environmental sustainability on the site including innovative stormwater management and energy efficiency
- Optimize the hills, valleys, viewsheds natural areas and man-made green areas
- Utilize distinctive themed squares, plazas and natural reserves to create “places”
- Utilize well-designed parking areas that are well-integrated into the site



# PHYSICAL POLICIES

## ROUTE 30

- Minimize curb cuts and traffic lights along Route 30.
- Develop a series of interior frontage roads for access to developments and for local traffic.
- Create a landscaped boulevard design for Route 30 with safe pedestrian crossings that provide critical north-south connections and safe crossings
- Develop a gateway at the Route 30/981 intersection



# TRANSPORTATION IMPROVEMENTS

## Short & Medium Term – Access Management

- Shared driveways
- Landscaped median / left turn lanes at intersections
- Pedestrian facilities (sidewalks & crosswalks)
- Cross-access between parking lots



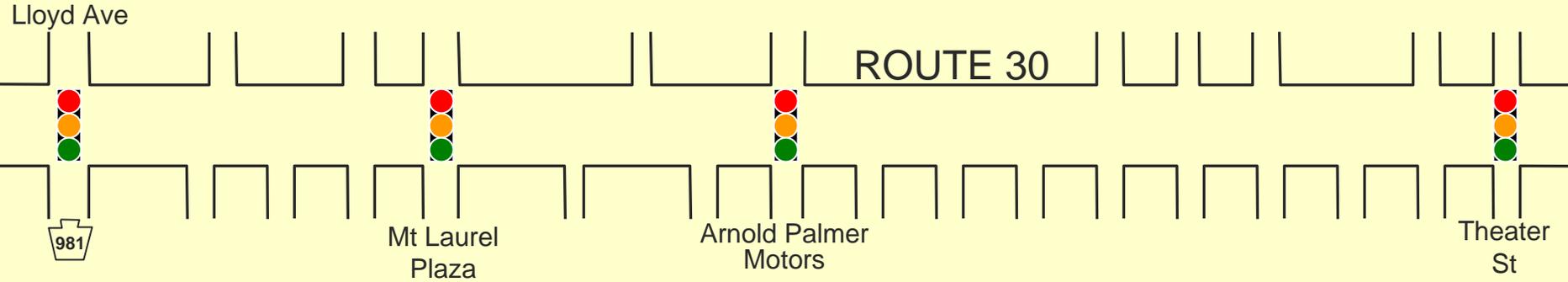
# TRANSPORTATION IMPROVEMENTS

## Long Term - Network

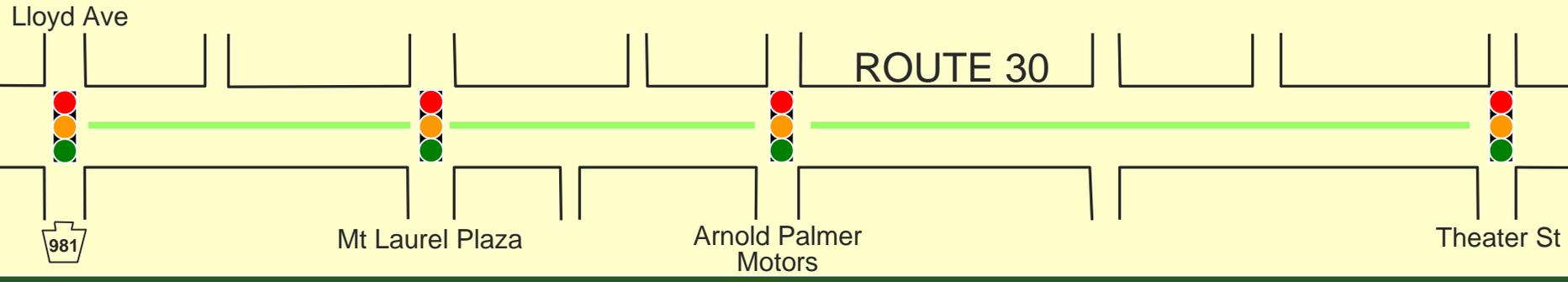
- System of local + through roads
- Connector roads between developments
- Green buffers
- Widening along Route 30 (already in long range preliminary plan)



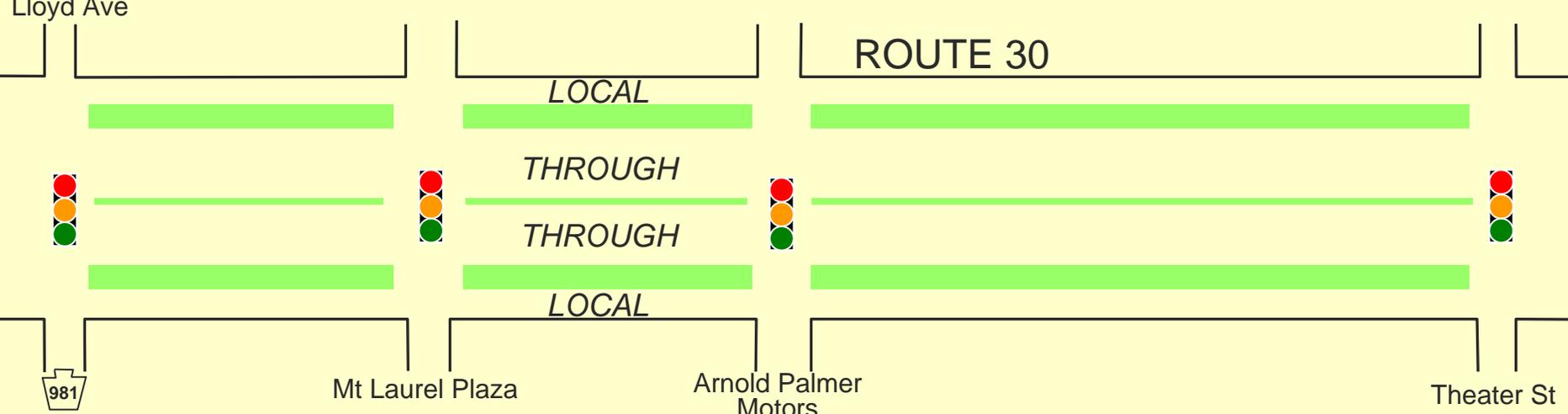
# EXISTING



# ACCESS MANAGEMENT OPTION



# PARALLEL LOCAL & THROUGH ROAD NETWORK OPTION



# ROADWAY TREATMENTS

- Roundabouts
- Pedestrian & bicycle accommodations
- Traffic calming elements



# EVALUATION + FEEDBACK

- What do you like most about the plan? How could it be improved?
- What key issues + opportunities should we focus on as we advance the plan?
- What can YOU do to make this happen?



# Next Steps

- Implementation
- Evaluation Form
- Meeting December 13

# ROUTE 30 DEMONSTRATION PLAN DESIGN CHARRETTE

# THANK YOU!

