

We Need Your Input!

# US Route 30 Master Plan Community Design Charrette

October 22-26, 2007  
University of Pittsburgh at Greensburg  
Smith Hall

Please join us throughout the week to share your thoughts and ideas about the site. During the entire week the design team will be working on the Pitt-Greensburg campus in the charrette studio in Millstein Library. In addition, there will be a charrette gallery with plan displays updated daily.

## Advisory Board

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	Monday - Oct 22	Tuesday - Oct 23	Wednesday - Oct 24	Thursday - Oct 25	Friday - Oct 26	
8:30 AM			Team Arrives	Team debriefing		
9:00	Library Open	Team Debriefing	"Reality Check" of alternatives	Summarize evaluation comments	Final Production	
9:30						
10:00		Stakeholder Interviews				Work Teams Develop Alt. Concepts
10:30						
11:00		Lunch				
12:00					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	Volunteer check-in + Facilitator Training				Open House Set-up	
5:00				Informal Technical Review drop-in		
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



## Demonstration Site Profile

### Project Background

The US Route 30 Master Plan is a three-stage, multi-phase project, over a period of three or more years. The three stages include:



In June 2007, the project team completed Phase One of the US Route 30 Master Plan. The first phase focused on addressing the following questions: Where are we now? Where are we going? Where do we want to be? It culminated in the development of a proposed Vision Plan, which engaged citizens along the corridor to shape a preferred development scenario for the year 2030 that embraces re-

vitalizing our small towns, building better suburbs and preserving our rural areas, while improving traffic flow along the corridor. The full Phase One Summary Report, including the Vision Plan, can be found on the project website, [www.route30plan.com](http://www.route30plan.com).

### Vision Plan Principles Applied to Demo Site

The Smart Growth Partnership is moving into Phase 2 of the Master Plan, which includes the development of a site-specific demonstration plan along the Route 30 corridor. The 23 acre demonstration site was selected by the Community Vision Team in August 2007. It is located at the corner of State Route 981 and Arnold Palmer Drive southeast of the Route 30/981 intersection in Unity Township. There is an additional 11 acres along the frontage of Route 30 that includes Arnold Palmer Motors that will also be considered in the demonstration plan. The site plan will incorporate the design elements and strategies of the Vision Plan and be transferable to other locations within the corridor.

Key elements of the Plan include:

- Promoting walkability through human-scaled, safe transportation networks
- Ensuring accessibility with close proximity and good connections between jobs, housing and daily services
- Generating quality communities attractive to businesses and residents



### What is a Charrette?

The French word, "charrette" means "cart" and is often used to describe the final, intense work effort expended by art and architecture students to meet a project deadline. The charrette is a collaborative planning process that harnesses the talents and energies of all interested parties to create and support a feasible plan that represents transformative community change. It combines this creative, intensive work session with public workshops and open houses. We will feature the National Charrette Institute (NCI) Dynamic Planning and Charrette Process during our October workshop. NCI, the premier training organization for charrette processes, recently featured the Route 30 Master Plan in their August newsletter.

### You're the Planner!

On Monday night you will be the planner. Local residents, business owners and officials will work hand-in-hand with the project team to generate a development plan for the Unity Township demonstration site and strategies that can clarify and implement the concepts in the Vision Plan. The week kicks-off with Monday's public meeting and concludes on Friday with the final presentation. All members of the public are invited to attend and encouraged to participate throughout the week (see schedule on back). To view the progress throughout the charrette week, visit the project website [www.route30plan.com](http://www.route30plan.com).

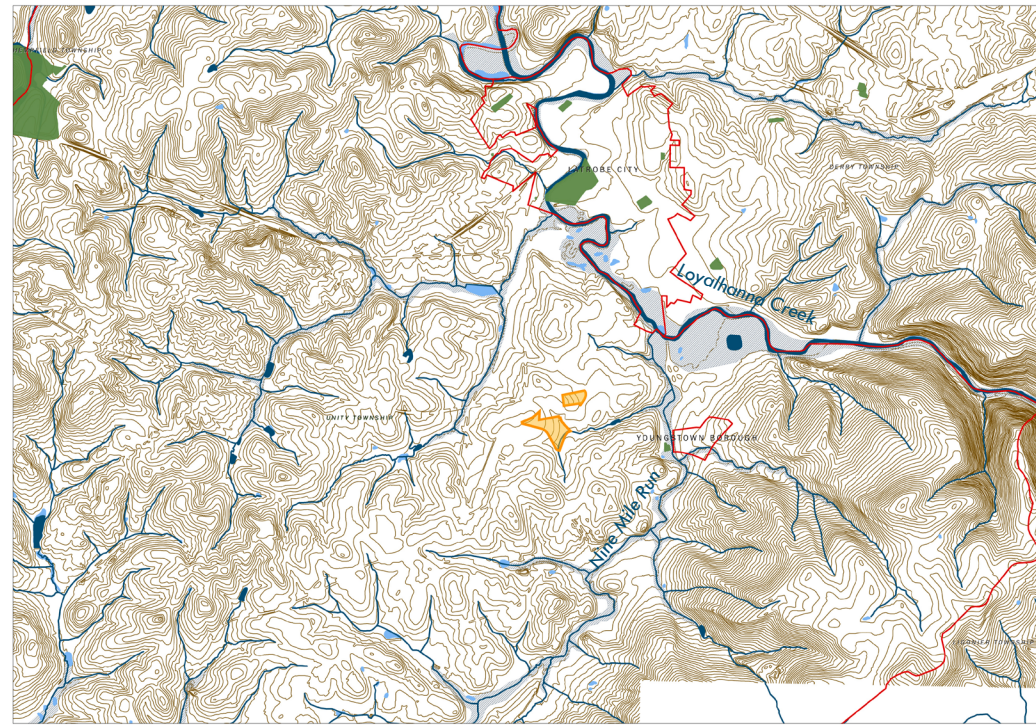
Based upon the results of the charrette and subsequent analyses and public meetings, the Partnership will present the community with a proposed Route 30 Master Plan in the spring of 2008.





### Natural Conditions

The eastern boundary of Unity Township lies along the summit of Chestnut Ridge, the western most fold of the Allegheny Mountains and the most prominent and appreciated scenic feature of the area. Loyalhanna Creek flows northwesterly along the north border of Unity Township and with its tributary creeks forms a broad and reasonable level valley in the Latrobe area. To the south the valleys are narrower and the topography is more characterized by rolling to steep hills and valleys. Route 30 parallels the Loyalhanna Creek through the Loyalhanna Gorge.



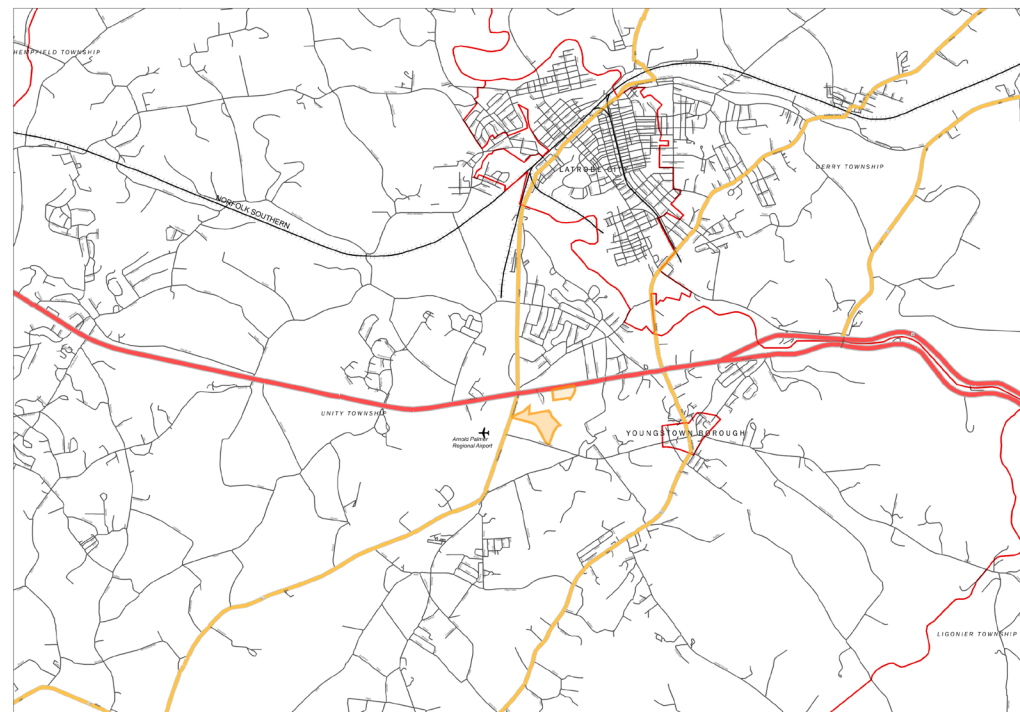
US Route 30 Demonstration Plan: Unity

Legend  
Municipal Boundary Waterbody Topography  
Study Area Boundary Floodplain Parks & Recreation



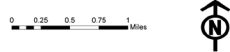
### Transportation Context

The study area is bracketed by several major transportation corridors, including Route 30, SR 981, and Arnold Palmer Way. The Arnold Palmer Regional Airport is located to the southwest of the site and offers four non-stop flights to Detroit daily, as well as a park and ride facility. The Westmoreland County Transit Authority provides bus service (Routes 9, 9S, 9A, 9AS, 2F, 11) from the greater Latrobe area to Pittsburgh, Greensburg, and Derry. There is a train station in Latrobe that is served by Amtrak Pennsylvanian trains, which operate once per day in each direction. Potential for commuter rail to Pittsburgh is currently being discussed.



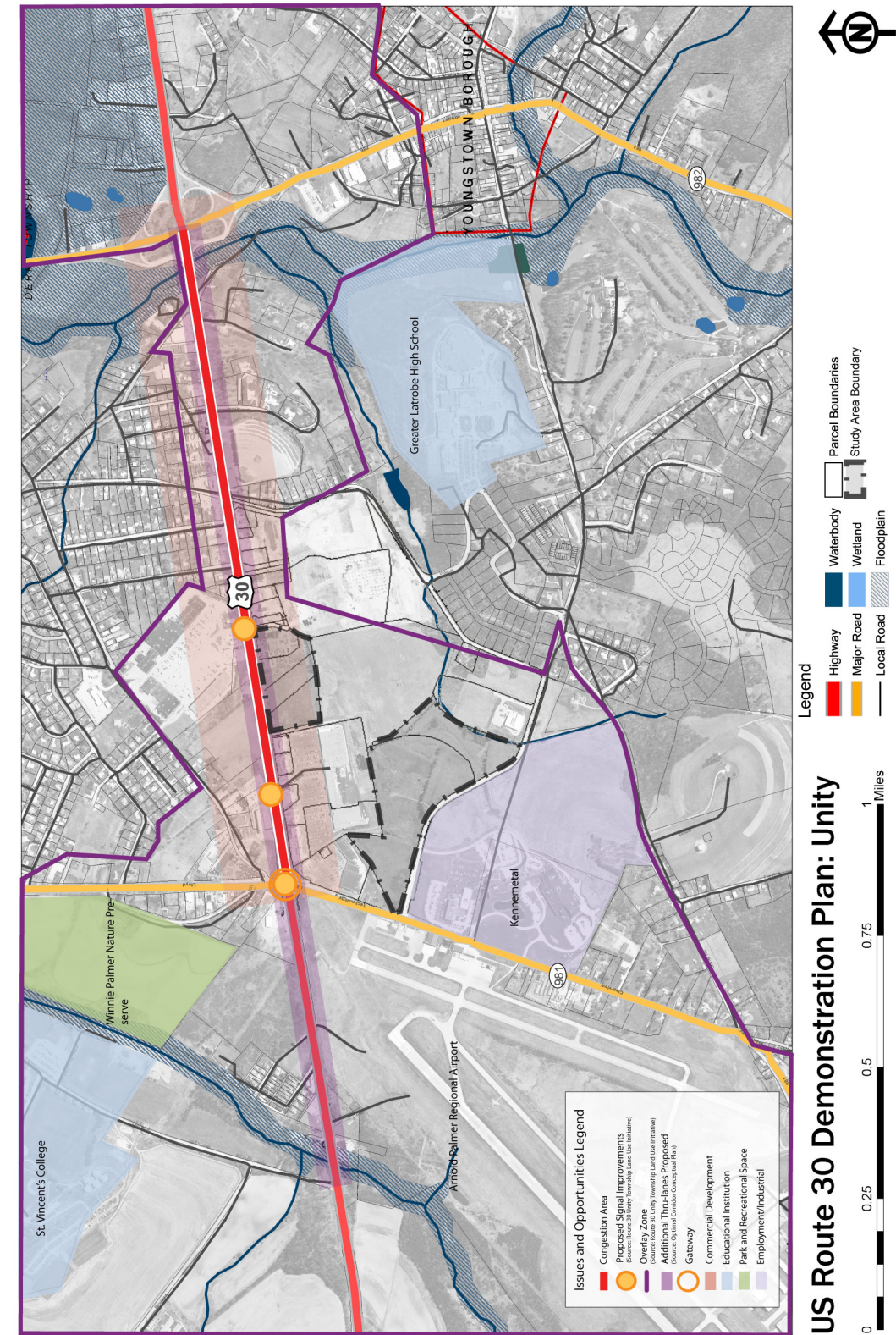
US Route 30 Demonstration Plan: Unity

Legend  
Highway Local Road Railroad Municipal Boundary  
Major Road Study Area Boundary



### Overall Issues + Opportunities

The Issues and Opportunities Maps reflect the current planning and development initiatives that have been proposed for the site and surrounding area. The maps demonstrate the potential changes and improvements to the sites and corridors in the study area.



US Route 30 Demonstration Plan: Unity

Issues and Opportunities Legend  
Congestion Area  
Proposed Special Improvements  
Overlay Zone  
Additional Through-Lanes Proposed  
Gateway  
Commercial Development  
Educational Institution  
Park and Recreational Space  
Employment/Industrial

Legend  
Highway Major Road Local Road  
Waterbody Wetland Floodplain  
Parcel Boundaries Study Area Boundary







## Land Use Framework



US Route 30 Demonstration Plan: Unity

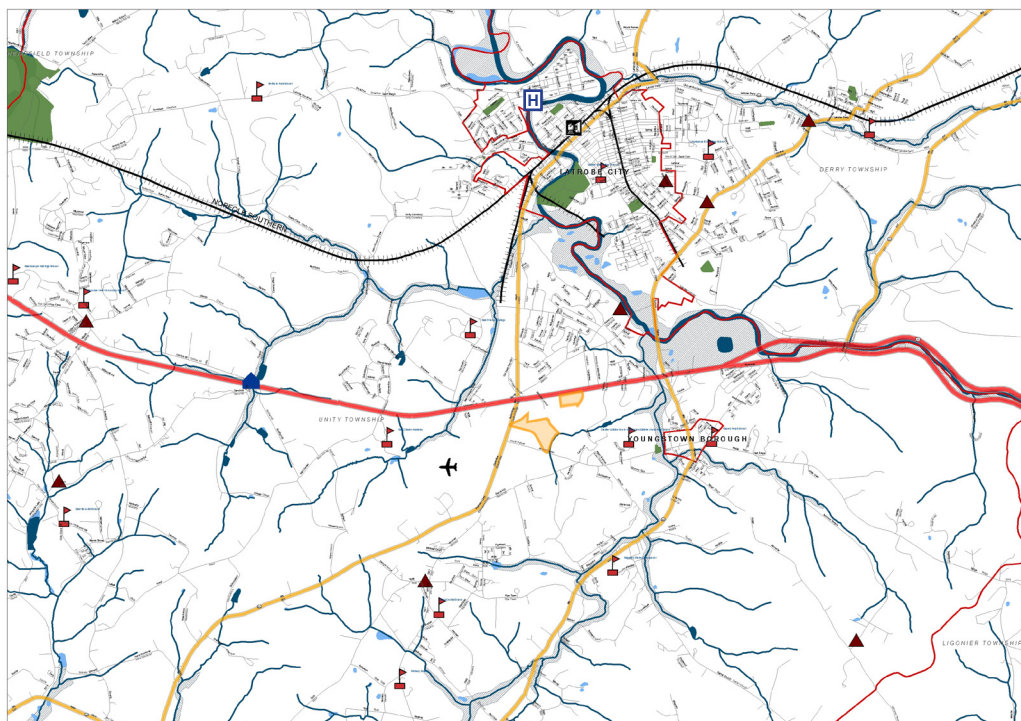
**Legend**  
 Commercial Farm  
 Civic/Institutional Industrial/Business  
 Residential Utility  
 Study Area Boundary  
 Municipal Boundary

0 0.25 0.5 0.75 1 Miles



The existing land use in the study area is characterized as primarily commercial along the frontage of Route 30, with single family residential neighborhoods generally located just off the corridor. While the residential and commercial uses are adjacent to each other, there are few connections between them and little mixed-use development. A number of industrial areas are located in and around Latrobe, while agricultural and open space uses characterize much of the remainder of the study area. Latrobe and Youngstown offer insightful comparisons of the fine grained scale of uses that can be accommodated in a given area.

## Community Design Characteristics



US Route 30 Demonstration Plan: Unity

**Legend**  
 Municipal Boundary AMTRAK Stations Waterbody  
 Highway Floodplain School Public Building  
 Major Road Airports Parks & Recreation Church Hospital

0 0.25 0.5 0.75 1 Miles

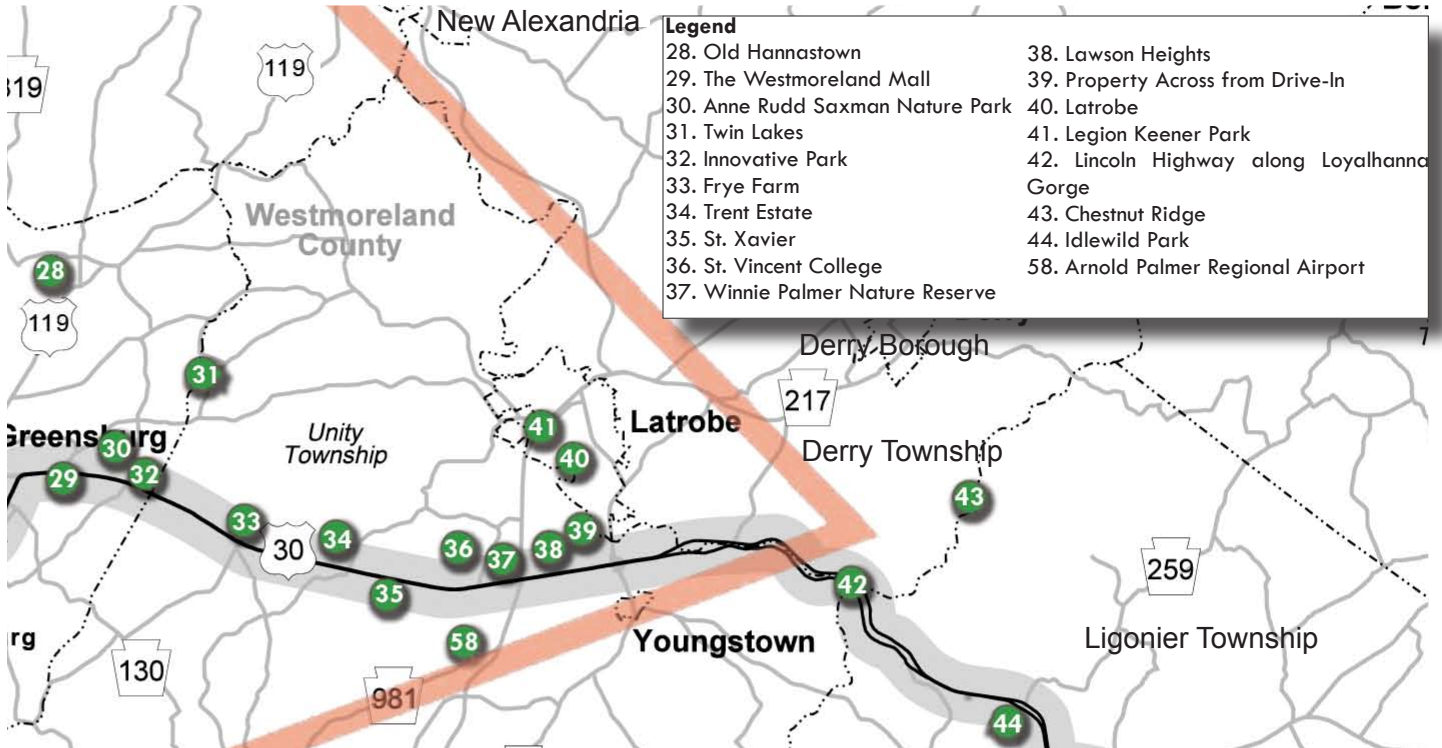


In the study area, the places where residents live, work, and shop are typically segregated, common public space is scattered or hidden, and the automobile is the most accommodated mode of travel. Some places, such as Youngstown and Latrobe, present a mix of uses with well-connected, walkable centers that serve as gathering places for community life, recreation, and commerce and are accessible to but not centered on the automobile. The auto-oriented nature of commercial development along Route 30 currently and lack of connectivity to neighboring development currently precludes effective access to these important community focal points.



## Treasured Places Map

The Treasured Places Map shows locations in the study area that residents identified in October 2006 as places in the community they like and would like to see preserved.



## Policy + Regulatory Framework

The information below summarizes plans and the regulatory context relevant to the study area.

### 2007 DRAFT Unity Township + Youngstown Borough Multi-Municipal Comprehensive Plan

#### Mission

Plan jointly for balanced smart growth that enhances the existing character of the area as a wonderful place to live, work and play.

#### Future Land Use

- Draft future land use map identifies commercial uses along Route 30 frontage and residential uses adjacent to them
- Encourage mixture of residential and commercial uses along Route 30 corridor
- Preserve historic character of Youngstown Borough Village Center
- Revitalize historic village centers of coal patch towns
- Preserve unique environmental sensitive areas around Chestnut Ridge

#### Transportation

- Maintain and improve the existing transportation infrastructure to be safe and reliable
- Provide transportation infrastructure between and to areas of economic development
- Promote ways to manage traffic congestion
- Encourage bicycle and pedestrian facilities in existing and new developments and connections between activity centers
- Develop an enhanced public transit system that effectively provides connections to and from neighborhoods, job centers, and regional destinations

### Unity Township Transportation Overlay Zone (2001)

- Manage access to land development
- Preserve regional flow of traffic in terms of safety, capacity and speed

### Borough of Latrobe Comprehensive Plan Update (1993)

#### Land Use Plan Overall Goals:

- To preserve the residential character of the community
- To develop the borough as a regional attraction for residents, tourists, and businesses
- To promote creative and alternative commercial and industrial activity within the Borough to protect the Borough workforce from changing markets

### Lincoln Highway Heritage Corridor (2003)

#### Proposed Themes:

- To create an identity for the Lloyd Ave. neighborhood
- To restore and protect the Loyalhanna Creek corridor
- To strengthen vehicular, pedestrian, and visual connections between major nodes (Legion Keener Park, Downtown Latrobe, St. Vincent's College, Loyalhanna Lake)

Elements of the plan: Pedestrian bridge at Linden Street, improved streetscape elements and traffic calming along Lloyd Ave extending from Downtown Latrobe to Route 30, defined entrance for Latrobe at Route 30, New zoning regulations for advertising signage