



How will we get there?

Using the public input gathered from the third community workshop, the study team will develop a Vision Plan that balances revitalization of urban centers with investments and policies that direct growth toward well-designed, strategically located suburban centers while preserving rural villages and farmlands.



The study team will then develop demonstration plans and an "implementation toolkit" that will help local, regional and state partners work together to realize the vision over the coming years.

Community Vision Team

Adamsburg Borough
 City of Greensburg
 City of Jeannette
 City of Latrobe
 Derry Township
 Economic Growth Connection of Westmoreland County
 Evergreen Insurance Agency
 Family Eye Care West
 Governor's Southwest Regional Office
 Greensburg Salem School District
 Hempfield Township
 Irwin Borough
 Katherine Mabis McKenna Foundation
 Latrobe Area Chamber of Commerce
 Laurel Highlands Visitors Bureau
 Laurel Mountain Borough
 Lincoln Highway Heritage Corridor
 Ligonier Borough
 Ligonier Township
 Ligonier Valley Chamber of Commerce
 Loughran, Mlaker & Bilik
 Manor Borough
 Municipal Authority of Westmoreland County
 McDonald, Snyder & Lightcap, P.C.
 MYCO Properties, LP
 North Huntingdon Township
 North Irwin Borough
 Northwood Realty
 Norwin Chamber of Commerce
 PA Bureau of Forestry
 PA Dept of Community & Economic Development
 PA Dept of Conservation & Natural Recreation

PA Dept of Environmental Protection
 PA Fish and Boat Commission
 Pashek Associates Ltd.
 PennDOT
 PA Gaming Control Board
 PA Senate
 Penn State Cooperative Extension
 PENNVEST Region II
 Redevelopment Authority of the County of Westmoreland
 Robertshaw Management, Inc.
 Scalise Real Estate
 Seton Hill University
 Smail Automotive
 South Greensburg Borough
 Southwest Greensburg Borough
 Southwestern Pennsylvania Commission
 U.S. Senate
 Unity Township
 University of Pittsburgh at Greensburg
 USDA Rural Development
 USDA/RRCS
 W.E. Piper Consulting, Inc.
 Westmoreland Chamber of Commerce
 Westmoreland Conservation District
 Westmoreland County
 Westmoreland County Airport Authority
 Westmoreland County Heritage
 Westmoreland County Office of Planning & Development
 Westmoreland County Transit Authority
 Westmoreland Health System Foundation
 Wolf Lake, Inc.
 Youngstown Borough



Consultant Team



Project Manager

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US ROUTE 30 MASTER PLAN



Community Newsletter

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As we grow over
 the coming years,
 how can we

Preserve Our Rural Areas?
Revitalize Our Towns?
Ensure Safe and Efficient Transportation?



A Vision for Route 30

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 safe and efficient transportation corridor of economic opportunity. Spearheading these actions is a coalition of business and municipal officials who work with each other and PennDOT to ensure 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.



To answer these questions, the Smart Growth Partnership of Westmoreland County (SGPWC) in Pennsylvania, has initiated a process with local planners and community stakeholders to flesh out a vision and plan for a 40-mile stretch of the historic "Lincoln Highway" that connects the historic small cities and growing suburban suburbs east of Pittsburgh to the scenic Laurel Highlands.



Building upon numerous transportation and land use planning efforts conducted over the past several years, the study will pinpoint strategies to implement the US Route 30 Vision Statement developed in April 2006. When complete, the Route 30 Master Plan will become a strategic blueprint for Westmoreland County's economic growth corridor.



The project is unique in that a non-profit entity is taking a proactive, collaborative approach to help shape communities along the corridor that will optimize their ability to reap the benefits of growth, while avoiding negative consequences, such as clogged roadways and vanishing open space.



Where are we now and where are we going?

At the first community workshop in October 2006, local residents learned how urban design influences both mobility and quality of life along the Route 30 corridor. The team presented 21 “community element” diagrams highlighting typical place-types in the region today, from urban centers to rural villages.



Participants brainstormed ideas for linking land use and transportation to balance growth and expand travel choices. For example, some groups envisioned typical shopping malls redeveloped into vibrant suburban villages.

By placing these “optimized” places within a well-connected street network flanking the corridor, the new centers could make jobs and shops within a short walk, drive or bus ride of hundreds of households, while preserving capacity for through traffic on Route 30.

The resulting “optimized” community elements, digitized into a GIS database, served as building blocks for the next phase of the project: analyzing possible future regional development patterns.

Existing Suburban Retail Center

Westmoreland Mall

Quality: Auto-oriented regional retail development;

Accessibility: Main access off of US 30; Parking lot frontage.

Walkability: Interior “main street”

Optimized Suburban Mixed Use Center

Westmoreland Mall

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

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

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

Legend:

- SFR (Single-Family Residential)
- MFR (Medium-Density Residential)
- CM/INSTITUTIONAL (Community/Institutional)
- COMMERCIAL
- MIXED USE
- EMPLOYMENT/INDUSTRIAL

“Optimal Corridor” Conceptual Plan

A critical outcome of the Master Plan is a strategy to optimize traffic flow and safety along the existing corridor, without significant roadway widening or construction.

The Optimal Corridor Conceptual Plan establishes a “best-case scenario” in which future roadway capacity is improved to the maximum amount possible through a program of relatively low-cost operational improvements. The plan includes strategies such as intersection improvements, access management, and Intelligent Transportation Systems (ITS) investments.

All the alternative development scenarios were tested with the “optimized” corridor in place. This helped the study team isolate and clarify the potential impacts of land use and urban design on future roadway performance.



Where do we want to be?

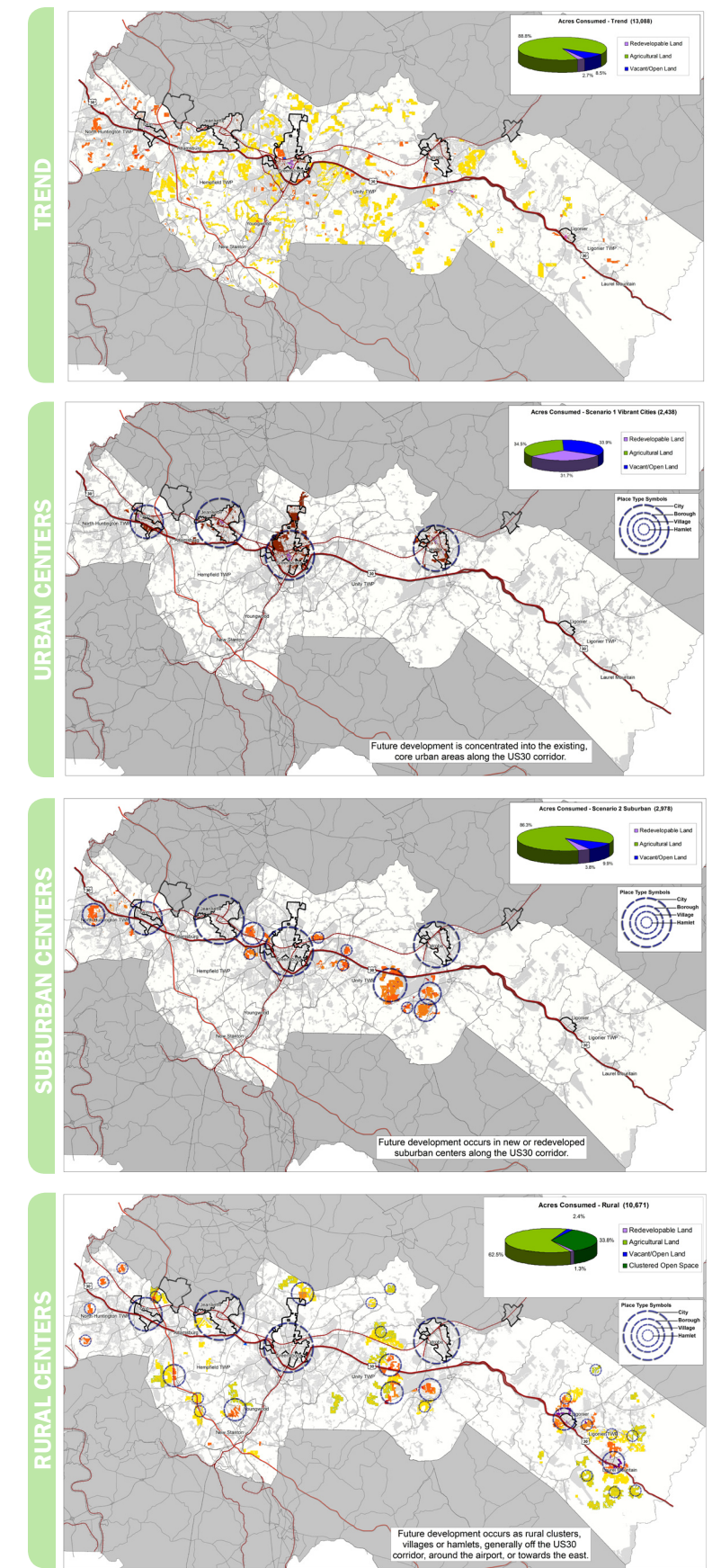
Participants at the January 2007 workshop sketched regional development patterns that attempted to balance the competing needs of declining cities, fast-growing suburbs, and rural farms. The process resulted in four scenarios:

- **Trend:** Growth continues spreading away from cities in a low-density, dispersed pattern, consuming 13,000 acres, about 15% of existing farms and open spaces.
- **Urban Centers:** Growth is funneled into existing cities, consuming 2,300 acres, about 2% of existing open space.
- **Suburban Centers:** Growth is channeled into compact, walkable, mixed-use suburban centers, consuming 3,000 acres, about 3% of current open space.
- **Rural Centers:** Growth is scattered among small towns and villages, consuming 9,000 acres, 12% of current open space. However, some 80% of the consumed land is preserved as shared open space or farmland by using conservation by design techniques.

The Urban and Suburban scenarios result in three to five percent less traffic congestion and time spent driving than the Trend and Rural scenarios. They also create opportunities for transit and walking trips, which could benefit the roadway network even more.

At a March 2007 workshop, most people envisioned a blend of urban and suburban centers. However, job growth is expected to lag far behind household growth, which will make it difficult to allocate future mixed-use development to both cities and suburbs. The community will need to decide how to deal with this trade-off during the next phase of the process.

- LEGEND: COMMUNITY ELEMENTS**
- Urban Mixed Use
 - Urban Mixed Use Optimized
 - Urban Residential
 - Suburban Mixed Use
 - Suburban Mixed Use Optimized
 - Suburban Residential
 - Suburban Residential Optimized
 - Suburban Retail
 - Suburban Retail Optimized
 - Suburban Office
 - Employment Institutional
 - Rural Mixed Use Village
 - Rural Residential
 - Rural Cluster



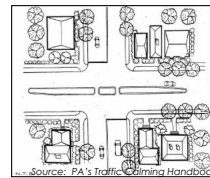
Potential Transportation Solutions

Access Management

- Consolidate Driveways
- Connect Adjacent Land Uses
- Parallel Service Roads
- Limit Number of New Driveways
- Provide Median



- Provide U-Turn Locations
- Restrict Left Turns
- Raised Median Through Intersection



Transit, Bicycle & Pedestrian Options

- Bike Lanes
- Provide / Expand Transit Service
- Traffic Signal Priority for Transit Vehicles
- Bus Pull-Off Areas
- Park-n-Ride Lots
- Pedestrian Signals
- Sidewalks
- Mid-block Crosswalks



US 30 Master Plan