



Route 30 Master Plan



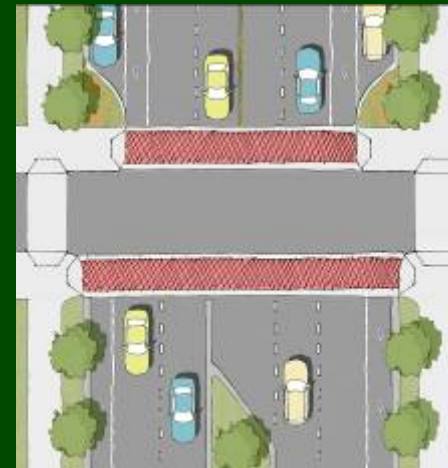
Project Working Group

February 16, 2007



Route 30 Vision Statement

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





Key Goals

Consistent land use regulation	<ul style="list-style-type: none">•Enhances economic activities•Preserves historic character and rural beauty•Respects individual property rights
Healthy mix of development	<ul style="list-style-type: none">•Commercial, industrial, residential, agriculture, open space, etc.
Smart technology	<ul style="list-style-type: none">•Promotes safety•Optimizes traffic flow
Multi-modal systems	<ul style="list-style-type: none">•Roadway, transit, air, and freight rail
Parallel road networks	<ul style="list-style-type: none">•Optimal traffic flow and choices for local residents and tourists
Enhanced motoring experience	<ul style="list-style-type: none">•Well-maintained surface•Landscaping•Traffic control systems



Critical Opportunities

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



The Visioning Process



Where are we now?



Where are we going?



Where do we want to be?

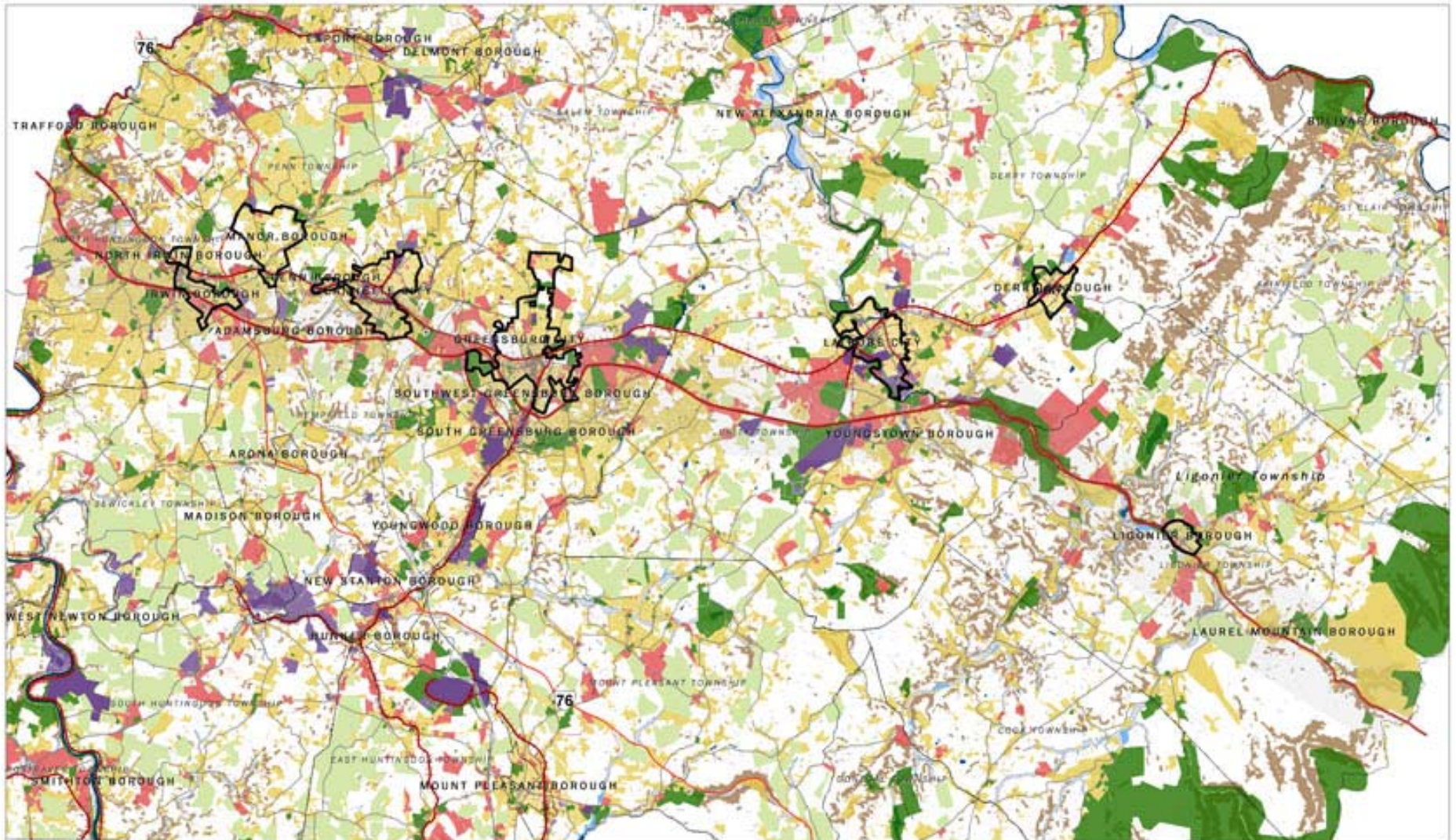


How will we get there?

The "Oregon Model" for Community Visioning - Steven Ames



Where are we now?

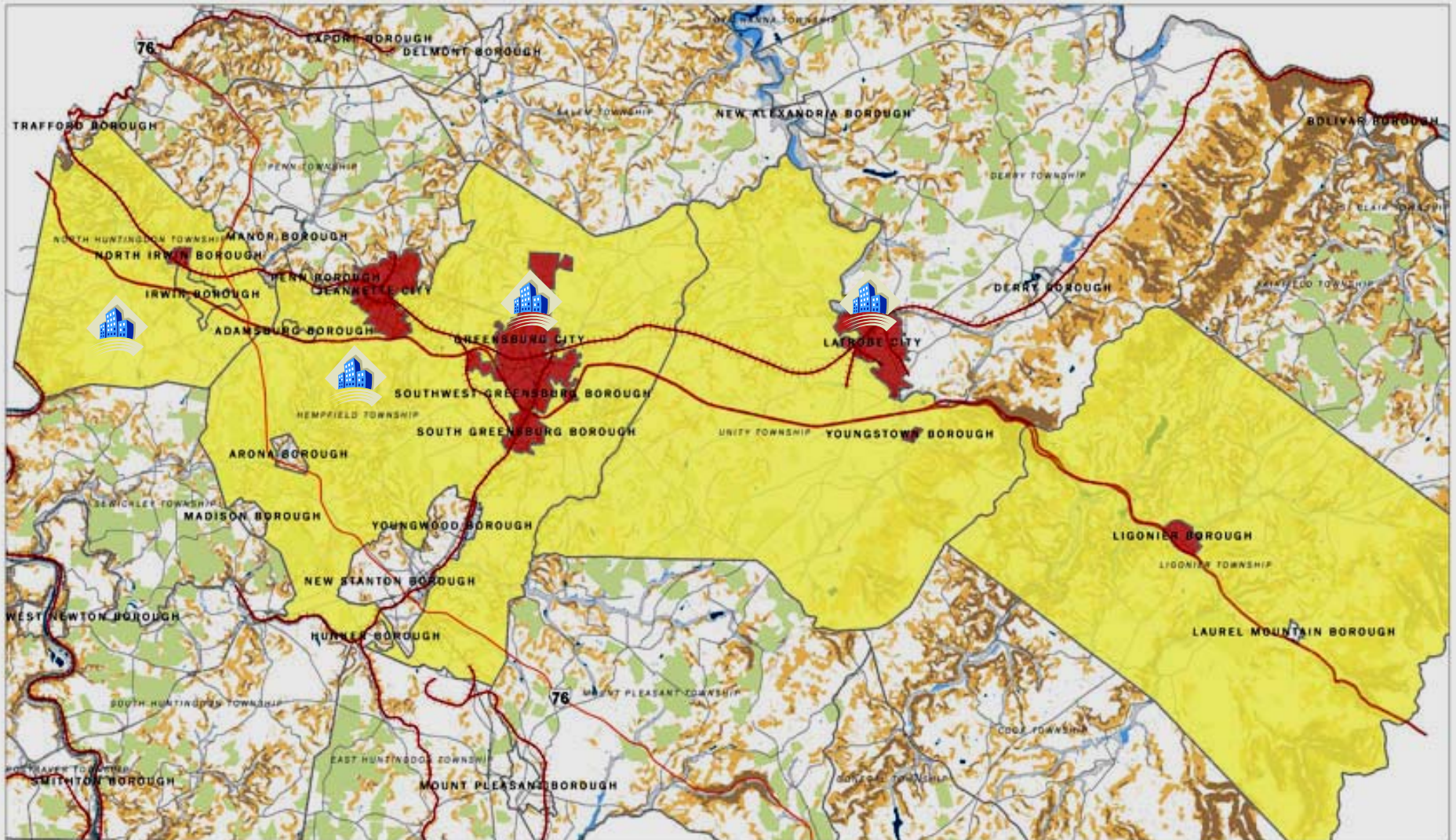


US Route 30 Corridor Profile: Existing Development Activity

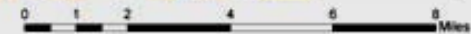
Legend

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





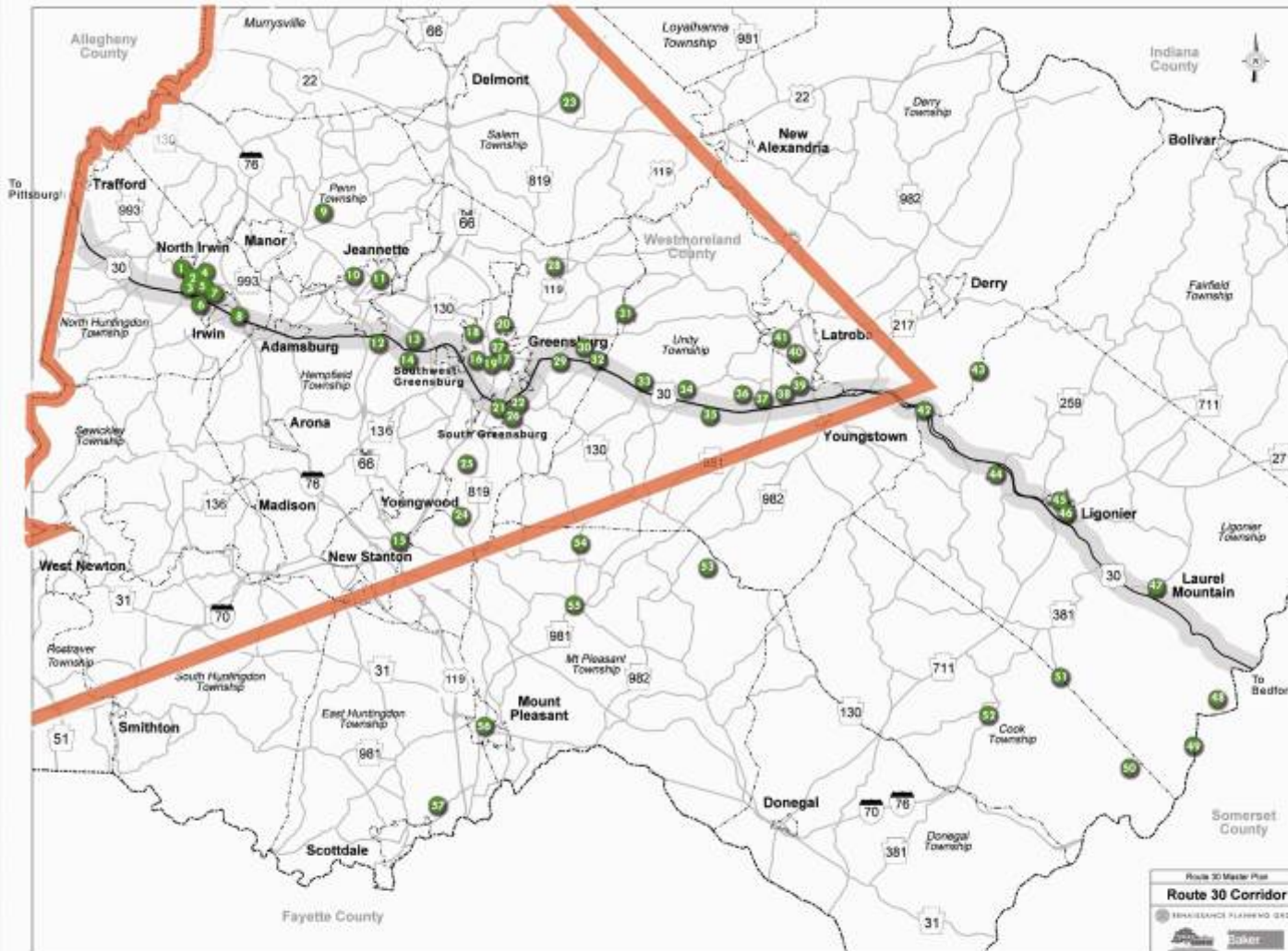
US Route 30 Corridor Profile: Population Gain/Loss 1960-2000



Legend

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





This map compiles the Treasured Places noted by participants at the October 18, 2006, Community Workshop:

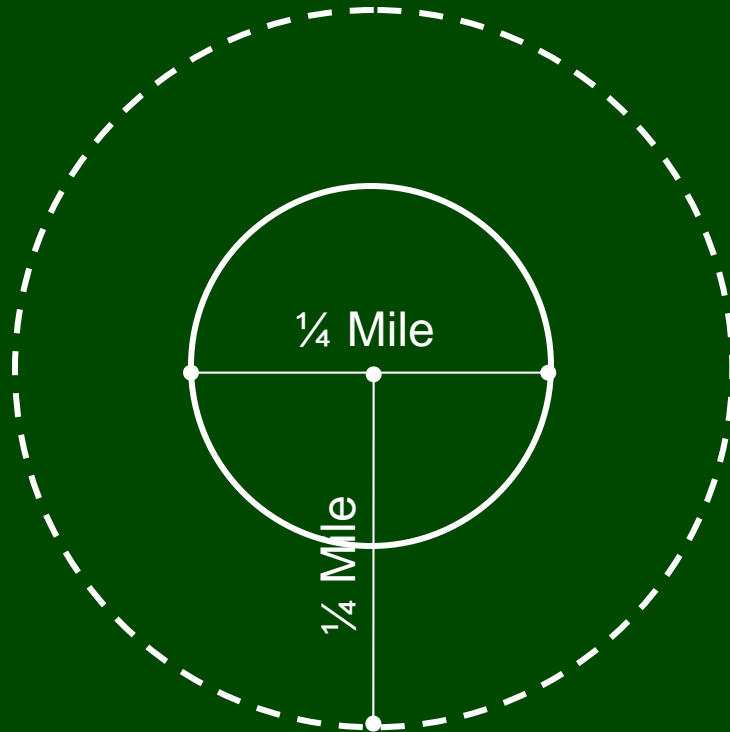
- | | | | | |
|--|---|--|---|-------------------------------------|
| 1. Lamp Theater | 13. Mag Port (Proposed) | 25. Five Star Trail | 37. Winnie Palmer Nature Reserve | 49. Laurel Ridge |
| 2. Thompson Building - Westmoreland Cultural Trust | 14. MAWC office | 26. University of Pittsburgh at Greensburg | 38. Lawson Heights | 50. Forbes State Forest |
| 3. John Irwin House | 15. New Stanton | 27. St. Clair Park | 39. Property Across from Drive-In Movie Theater | 51. Linn Run State Park |
| 4. Covenant Hall (Performing Arts) | 16. The Palace Theater | 28. Old Hannastown | 40. Latrobe | 52. Powdermill Nature Reserve |
| 5. Bike-Pedestrian Tunnel (Proposed) | 17. Westmoreland Museum of American Art | 29. The Westmoreland Mall | 41. Legion Keener Park | 53. Friendship Farm |
| 6. Norwin Library | 18. Seton Hill University | 30. Anne Radd Sazman Nature Park | 42. Lincoln Highway along Loyallanna Gorge | 54. Westmoreland County Fairgrounds |
| 7. Skull House | 19. Downtown Greensburg | 31. Twin Lakes | 43. Chesnut Ridge | 55. Norvelt |
| 8. End of the PA Turnpike 1940 | 20. Tremont | 32. Frye Farm | 44. Idlewild Park | 56. Mount Pleasant |
| 9. Bushy Run Battlefield | 21. South Greensburg Borough | 33. Frye Farm | 45. Ligonier | 57. West Overton Village |
| 10. Dimension X (1923 Water Authority/WWI memorial site) | 22. Mount Pleasant Road Area | 34. Trent Estate | 46. Port Ligonier | |
| 11. Jeannette Nest | 23. Wolf Lake Farm | 35. St. Xavier | 47. Laurel Mountain | |
| 12. DeLalle's | 24. Cherry Creek Golf Course | 36. Saint Vincent College | 48. Laurel Mountain State Park | |



Where are we going?

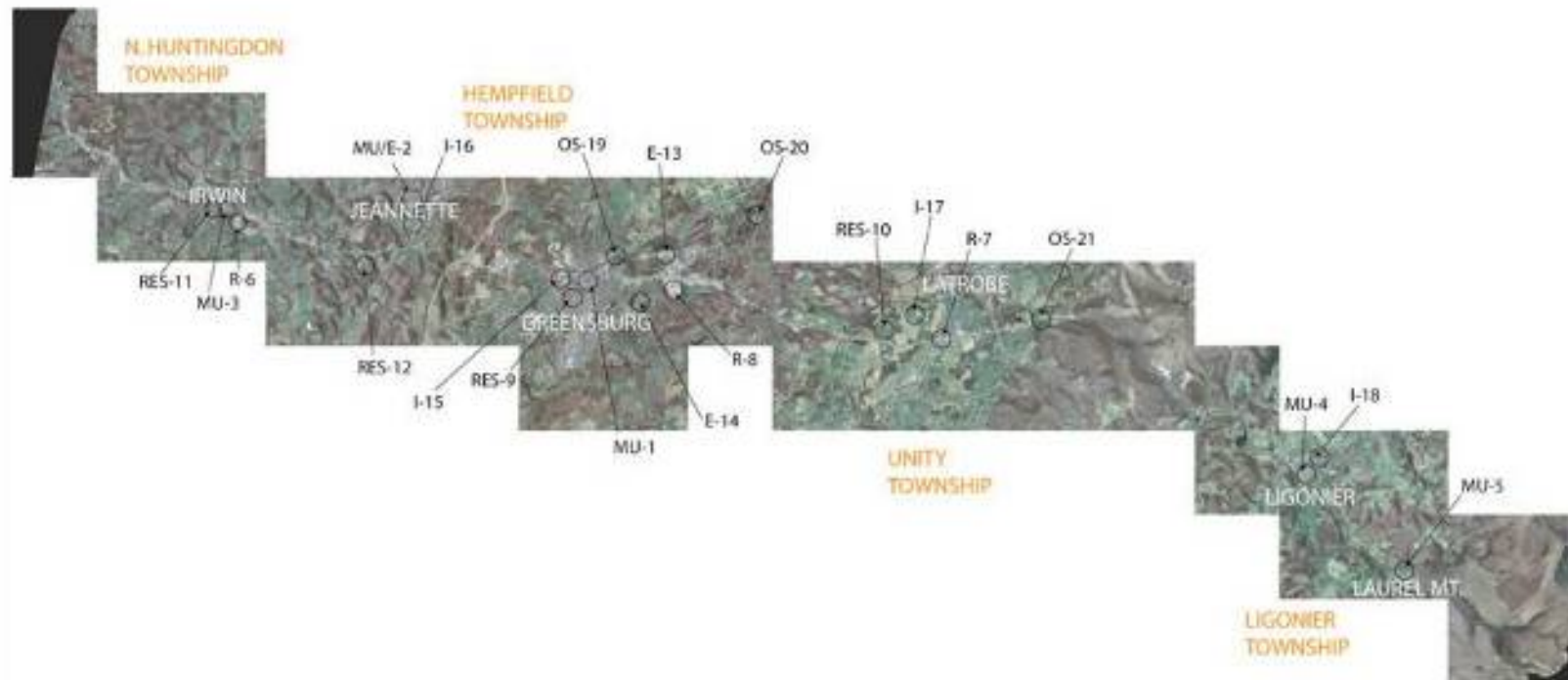


Community Elements



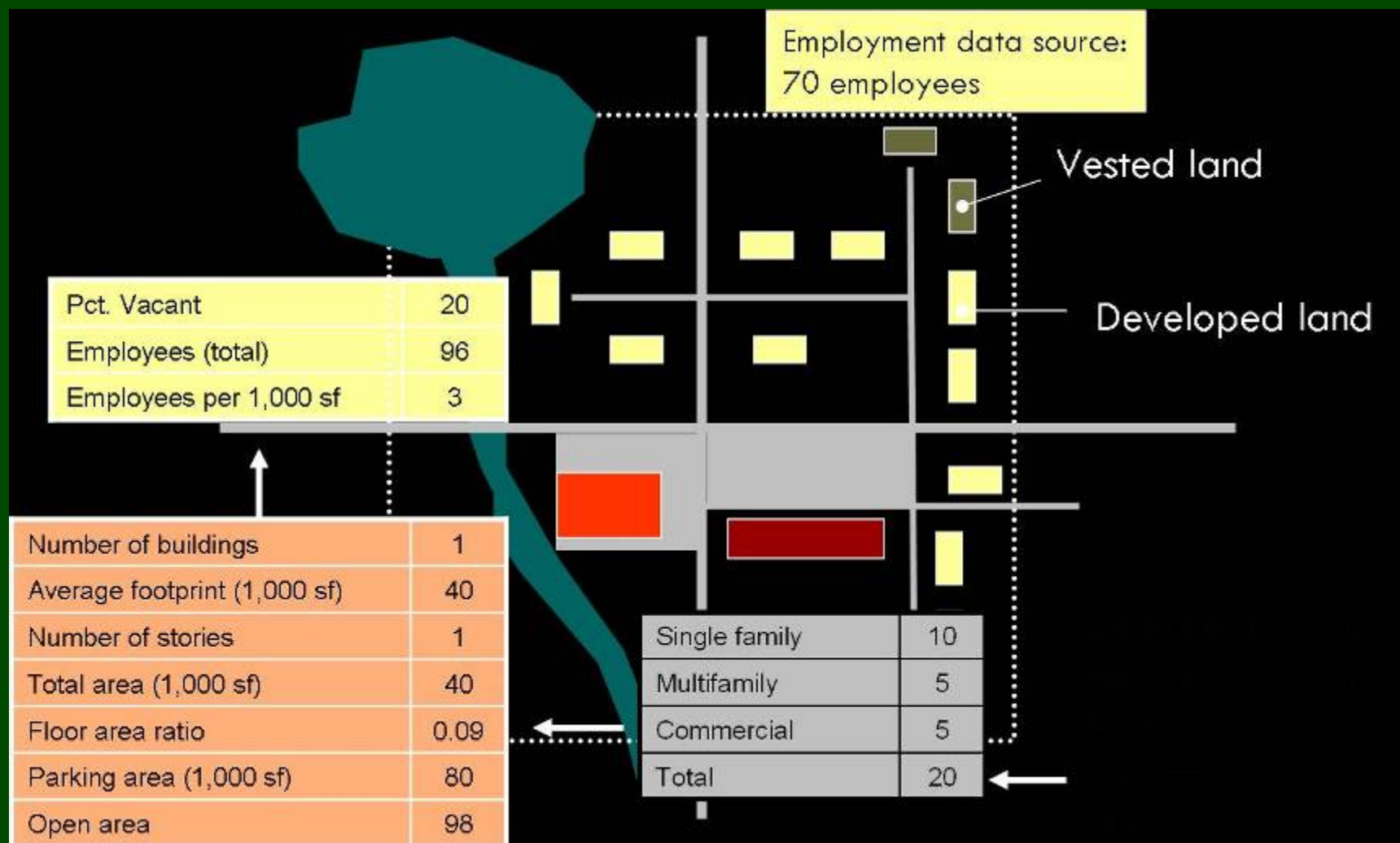
- A snapshot of a typical development pattern in a given region (Urban Mixed Use, Suburban Retail, Rural Village)
- $\frac{1}{4}$ Mile circle represents a typical 5 minute walk or approximately 31 acres
- Helps us to compare the mixture of land use, density and infrastructure across place types

Community Element Inventory





Community Element Data





Critiquing Community Elements

- **Walkability**

- Scale, safety and quality of network

- **Accessibility**

- Distance to a destination

- Number and quality of connections

- Parking

- Bicycle Network

- Quality**

- Jobs and local amenities

- Parks and recreation

- Aesthetics and safety

- Mixture of use



Workshop exercise



Marked up community element

Existing Urban Mixed-Use Employment

Downtown Jeannette



Walkability:

Existing pedestrian-oriented network and streetscape.

Accessibility:

Improve access to Clay Street and capitalize on existing railway

Quality:

Stimulate economic development, and enhance connections with the river



Enhanced Urban Mixed-Use Employment

Downtown Jeannette



Walkability:

Improve aesthetics with street trees and develop a river trail.

Accessibility:

Highlight access to Clay Street;
Introduce transit station

Quality:

Revive as a business district with an interconnected system of parks and plazas, single and multi-family housing and a pedestrian main street



 Light Industry/business

 Single Family Residential

 Multi-Family Residential

 Civic/Institutional

 Commercial

 Mixed-Use



Existing Suburban Retail

Norwin Hills Plaza, Irwin

Walkability:
Auto-oriented

Accessibility:
Parking lot frontage;
Limited connections.

Quality:
Single use local retail
center





New Mixed-Use Center

Norwin Hills Plaza, Irwin

Walkability:

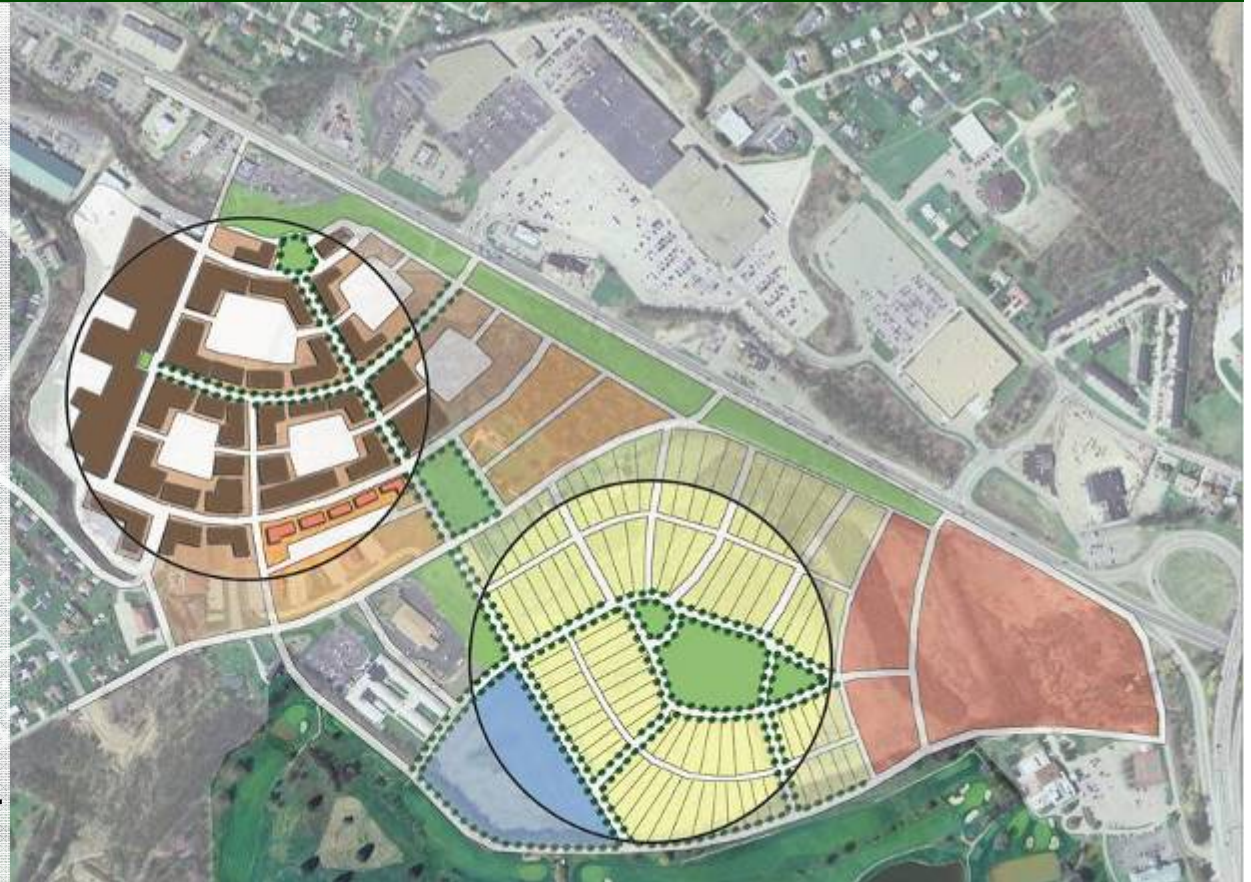
Create a mixed use main street and pedestrian-scaled streetscape







Accessibility:

Enhance the block and roadway network. Relegate parking to the interior of blocks.

Quality:

Support mixed use development. Create and improve green space and connections to the golf course.



- | | | | |
|--|---------------------------|---|---------------------|
|  | Light Industry/business |  | Civic/Institutional |
|  | Single Family Residential |  | Commercial |
|  | Multi-Family Residential |  | Mixed-Use |



Existing Regional Suburban Retail

Westmoreland Mall

Walkability:

Auto-oriented development; Interior “main street” retail.

Accessibility:

Access off of US 30;
Parking lot frontage.

Quality:

Single use regional retail center





Enhanced Retail/Business Center

Westmoreland Mall

Walkability:

Turn mall into a pedestrian oriented streetscape.







Accessibility:

Create block network and re-orient parking. Provide connections parallel to US 30.

Quality:

Potentially convert anchor retail stores into office space.



- | | | | |
|---|---------------------------|---|---------------------|
|  | Light Industry/business |  | Civic/Institutional |
|  | Single Family Residential |  | Commercial |
|  | Multi-Family Residential |  | Mixed-Use |



New Mixed-Use Center

Westmoreland Mall

Walkability:

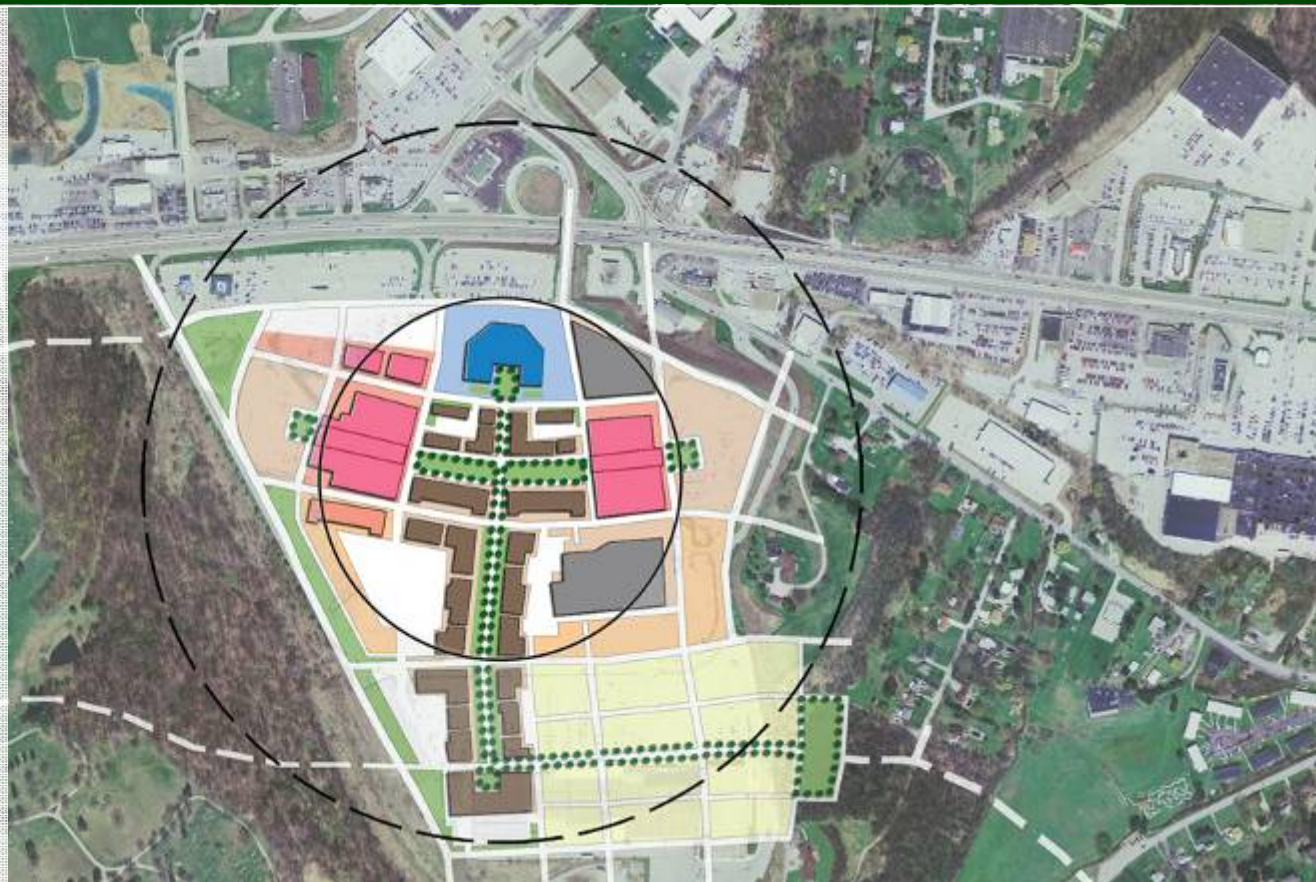
Turn mall into a pedestrian oriented streetscape.







Accessibility:

Create block network and re-orient parking. Create connections parallel to US30.

Quality:

Enhance into a new mixed use community adding residential and civic components.



- | | | | |
|--|---------------------------|---|---------------------|
|  | Light Industry/business |  | Civic/Institutional |
|  | Single Family Residential |  | Commercial |
|  | Multi-Family Residential |  | Mixed-Use |



Existing Suburban Residential

Wimmerton

Walkability:

Long single-use blocks and discourage pedestrian activity.

Accessibility:

Cul-de-sacs limit connectivity

Quality:

Residential neighborhood with a community recreation center.





Enhanced Suburban Residential

Wimmerton

Walkability:

A trail system improves pedestrian connections.







Accessibility:

Improve roadway network.

Quality:

Provide small-scale local amenities and enhance recreational opportunities.



- | | | | |
|---|---------------------------|---|---------------------|
|  | Light Industry/business |  | Civic/Institutional |
|  | Single Family Residential |  | Commercial |
|  | Multi-Family Residential |  | Mixed-Use |



New Regional Mixed-Use Center

Wimmerton

Walkability:

A trail system improves pedestrian connections.







Accessibility:

Improve roadway network.

Quality:

New mixed use center becomes a regional destination.



- | | | | |
|---|---------------------------|---|---------------------|
|  | Light Industry/business |  | Civic/Institutional |
|  | Single Family Residential |  | Commercial |
|  | Multi-Family Residential |  | Mixed-Use |



Existing & Optimized Elements

DEVELOPMENT TYPE	URBAN	SUBURBAN	RURAL
MIXED USE	MU-1: Greensburg MU/E-2: Jeannette	MU-3: US 30 at Irwin	MU-4: Village at Ligonier MU-5: Hamlet in Laughlintown
RETAIL	(SEE MU ABOVE)	R-6: Hills Plaza, Irwin R-7: US 30-981 intersection R-8: Westmoreland Mall	(SEE MU ABOVE)
RESIDENTIAL	RES-9: SW Greensburg, SFH	RES-10: Wimmerton SFH and MFH RES-11: Irwin MFH	RES-12: Hempfield Farm Subdivision
EMPLOYMENT	(See MU/E-2 ABOVE)	E-13: suburban office park E-14: suburban offices	
INSTITUTIONAL	I-15: Westmoreland Regional Hospital I-16: Jeannette school	I-17: St. Vincent College	I-18: Ligonier school
OPEN SPACE	OS-19: Lynch Field Park	OS-20: Twin Lakes Park	OS-21: Loyalhanna Gorge

Application of key design principles

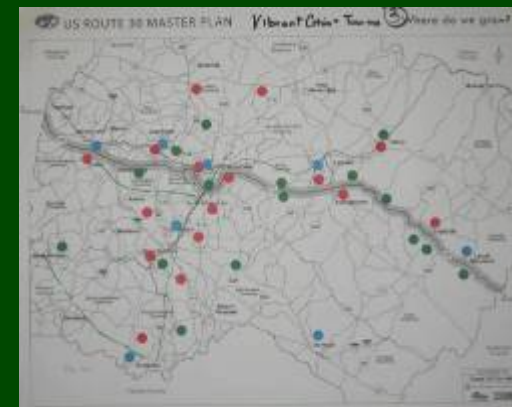
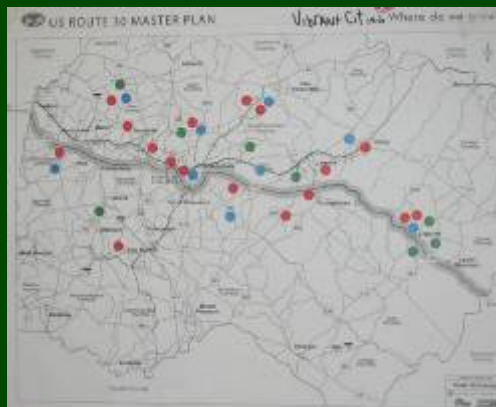


Where do we want to be?



“Dot map game”

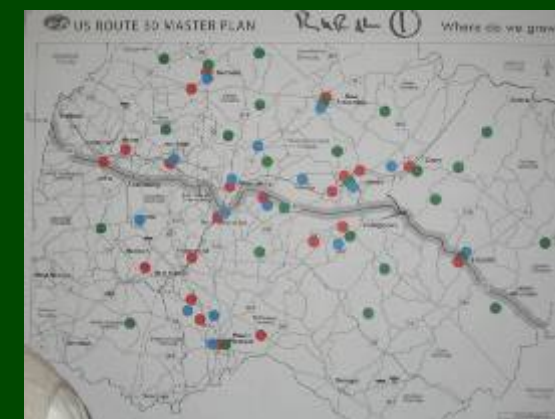
Vibrant
Cities



Healthy
Suburbs



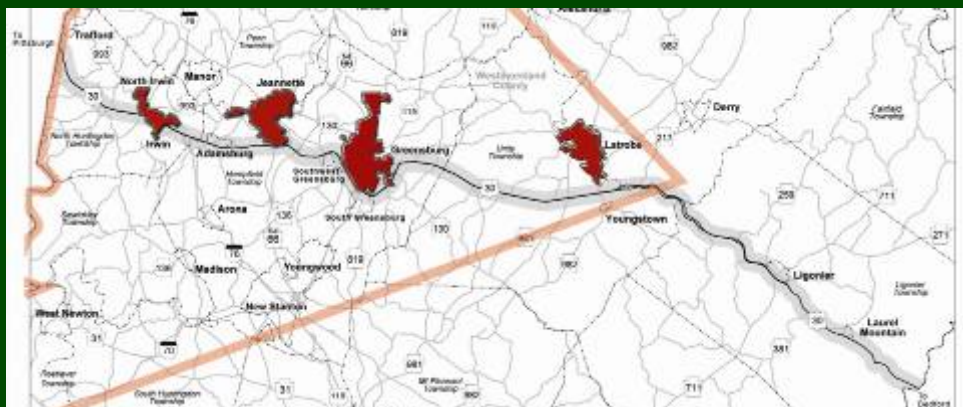
Thriving
Rural Area



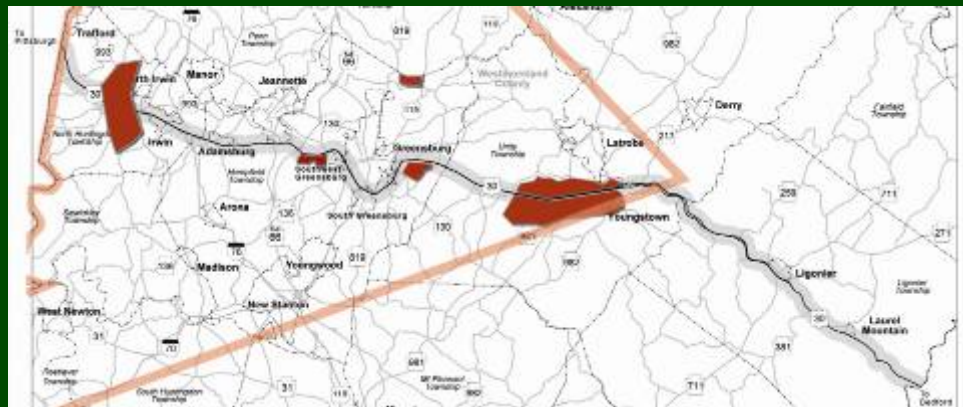


Scenarios

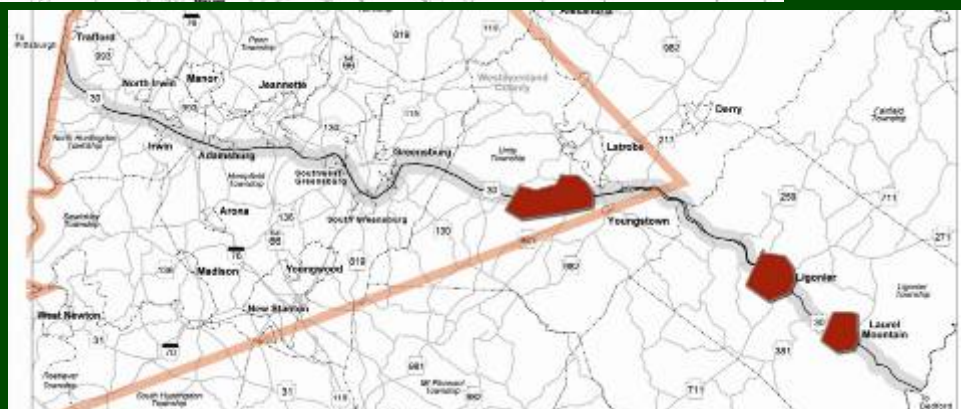
Vibrant
Cities



Healthy
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Rural Area





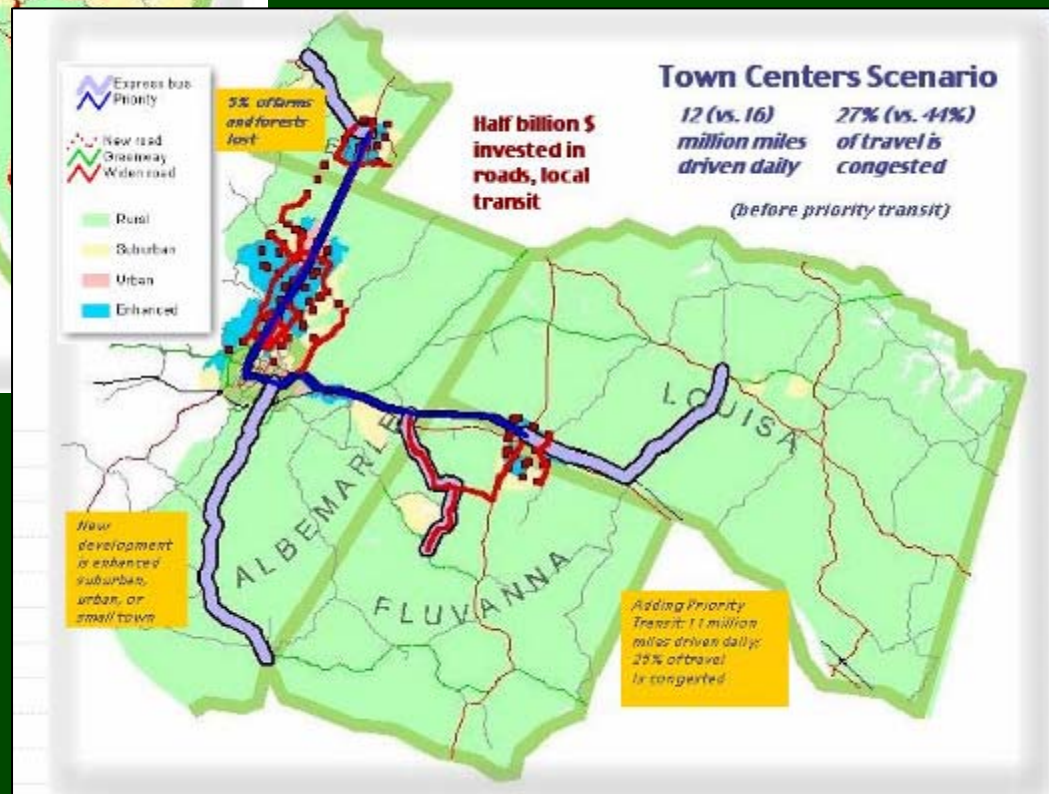
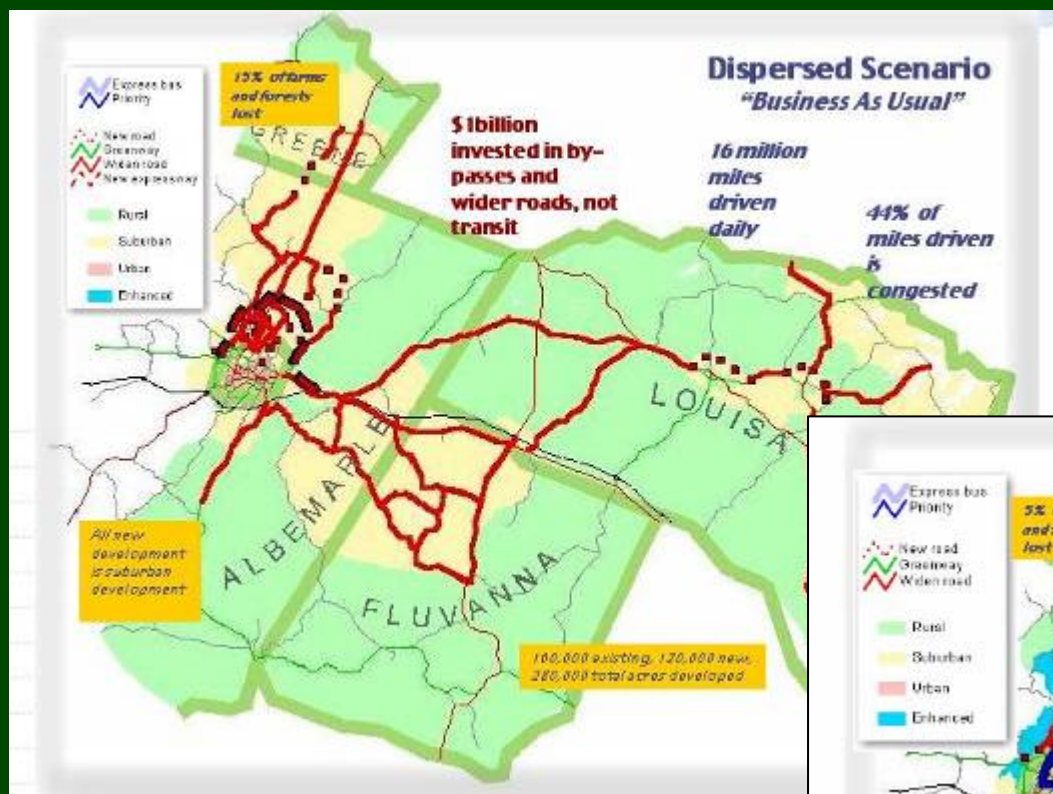
Evaluation Criteria

Proposed US 30 Scenario Evaluation Criteria		Efficient Transportation			Vibrant Communities			Thriving Natural Environment		
		Improve traffic flow & reduce congestion	Improve local roadway connectivity	Expand travel choices	Foster walkable communities	Realize existing urban centers *	Develop mixed-use suburban communities	Protect open space & farmland	Cluster new rural development	
Transportation Indicators										
Vehicle miles traveled		x								
Vehicle hours traveled		x								
Vehicle hours per person		x								
Travel time for selected segments of Rt 30		x								
Number of intersections throughout study area			x							
Percent of trips made by walking or biking			x	x	x	x				
Percent of trips made by transit				x						
Roadway investment costs			x							
Transit investment costs				x						
Land Use Indicators										
Percent of population and jobs in walkable communities				x	x	x				
Percent of population and jobs within 1/4 mile of transit				x	x	x				
Percent of population and jobs in existing urban centers *					x	x				
Acres of land in parks and recreation areas					x	x	x	x	x	x
Acres of redeveloped (formerly vacant) urban land						x				
Cubic (?) feet of additional water and sewer pipes								x	x	x
Environmental Indicators										
Acres of greenfield development					x	x	x	x	x	x
Acres of brownfield redevelopment										
Acres of land consumed per household								x	x	x
Annual gallons of gasoline consumed		x							x	
Annual emissions of noxious gases		x							x	

* Existing urban centers include Jeanette, Irwin, Greensburg, and Latrobe



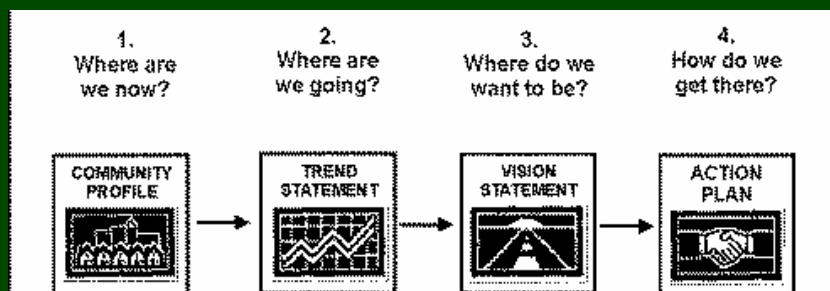
Preferred Scenario





How Will We Get There?

- Vision
- Growth Management Policies/Goals
- Transportation Priorities
- Strategic Plan





Vision

Building Livable Communities Jefferson Area Eastern Planning Initiative

How will we live? Building Livable Communities | Where will we live? Building Regional Agreements | How will we get there? Building Success

Changing where and how we grow — by building around historic town centers in walkable, village scaled development patterns — could save \$500 million in transportation system investments over the next 30 years. It would also preserve more forests and farms, provide better access to jobs, reduce congestion, save energy, and protect water quality.



THOMAS JEFFERSON PLANNING DISTRICT COMMISSION

Sustainability Accords of 1998

These Sustainability Accords — or principles to guide regional growth — were “plugged into” the EPI regional model and used to compare how different growth patterns would affect our environment and quality of life. (see results in table on p.4)

- Encourage strong ties between urban and rural areas
- Strive for a size and distribute the human population in ways that preserve vital resources
- Retain the natural habitat
- Ensure water quality and quantity are sufficient to support people and ecosystems
- Optimize the use and re-use of developed land and prevent clustering
- Promote appropriate scale for land uses
- Retain farm and forest land
- Develop attractive and essential transportation alternatives
- Conserve energy
- Provide educational and employment opportunities
- Increase individual participation in neighborhoods and communities



Downside Charlottesville, an urban-mixed use community, is one of many newly community types in the EPI study area

How will we live?

BUILDING LIVABLE COMMUNITIES

The small city and rural areas that make up the Charlottesville, Virginia region are growing rapidly. While growth stimulates new economic and cultural resources, many are concerned that the natural beauty of the Blue Ridge Mountains and the historical architecture of Monticello are being encroached upon by strip commercial development and dispersed subdivisions. These concerns prompted the Sustainability Council of the Thomas Jefferson Planning District Commission (TJFDC) to develop the broadly supported 1998 “Sustainability Accords” listed to the left.

In January 2006 the TJFDC launched the Jefferson Area Eastern Planning Initiative (EPI) with a grant from the Federal Highway Administration (FHWA) Transportation & Community & System Preservation (TCSP) program. The EPI Advisory Committee, made up of elected officials, residents, and leaders from business, development, environmental and community groups, met eleven times and hosted four public workshops during the two-year study, focusing on three key questions:

- How will we live? — In what types of communities do we want to live and work by the year 2050?
- Where will we live? — What areas in the region are suitable for urban development and what areas are off limits?
- How will we get there? — What steps are needed to move the region from where it is now to the desired types of communities and growth patterns?

NOTE: The EPI is called “The Eastern Planning Initiative” because our funding required us to study the future growth of Eastern, portions of the five-county region. Although not part of the original study, Nelson County has recently adopted a new Comprehensive Plan based on the EPI principles.

2 THOMAS JEFFERSON PLANNING DISTRICT COMMISSION

HOW WILL WE LIVE? COMMUNITY ELEMENTS

How can community design improve everyday quality of life? The project team developed drawings and spreadsheets describing the physical characteristics of 17 existing community types or “districts” throughout the region, from Charlottesville neighborhoods to small towns like Stauntonville and Palmyra. Each element was added to a 4-mile circle about a 5-minute walk from edge to center, which made it easy for participants to visualize and compare them. Residents evaluated the community elements based on personal perspectives and the regional Sustainability Accords. The team then developed enhanced urban and suburban community elements showing how more compact growth could occur over time.

DESIGNING DESIRABLE COMMUNITIES

These design principles were developed by observing our region’s historic communities, and can be applied to downtown neighborhoods, growing suburbs, or rural small towns.

- Create a focal point that establishes community identity
- Provide a variety of activities to encourage interactions and improve connectivity
- Design buildings and districts at a pedestrian scale
- Provide options to walk, bike, drive, and use transit
- Make open spaces accessible and available



Growth Management Policies/ Goals

- Targeted economic development
- Design standards/ incentives
- Corridor overlay plan





Transportation Priorities

- Safe intersections
- Walkable communities
- Connected streets
- Access management
- Context-sensitive design

BUILDING LIVABLE COMMUNITIES
BALANCING PEDESTRIANS, CYCLISTS, & AUTOMOBILES

SITE DESIGN

ENCOURAGED

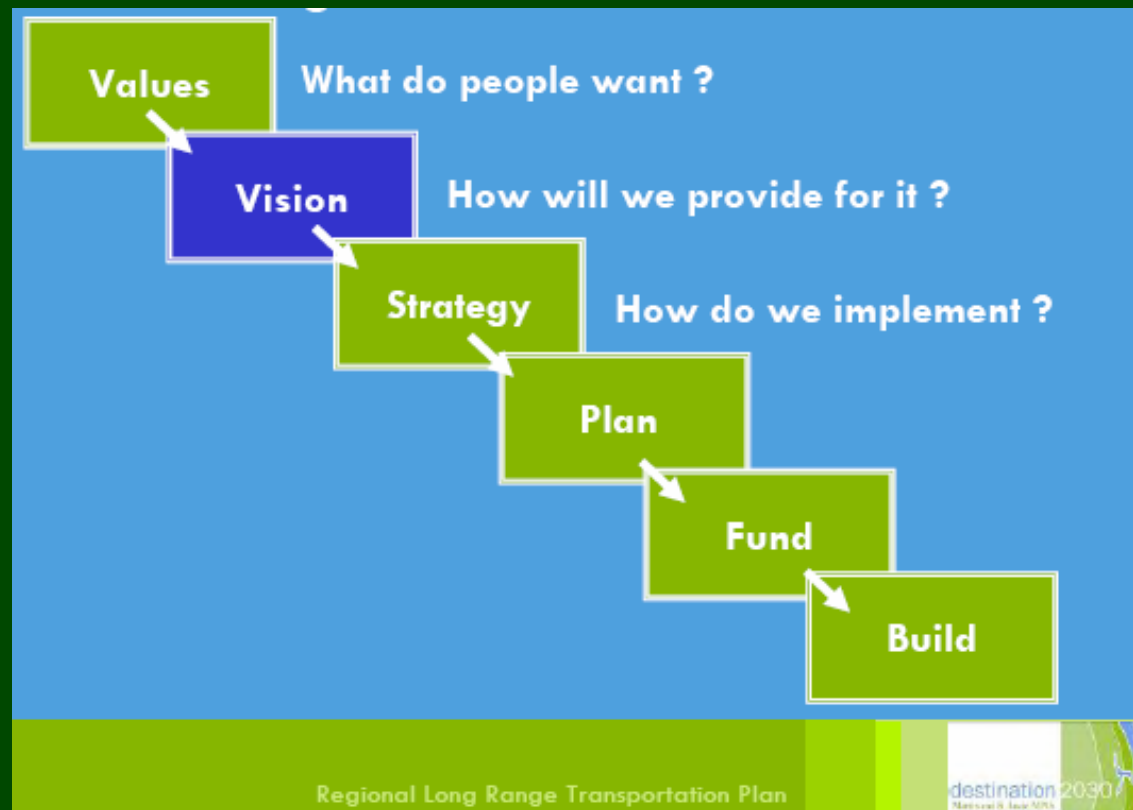
DISCOURAGED





Strategic Plan

- Momentum
- Influence
- Funding





Realizing The Vision: Phase 2

- Demonstration Plans
- Design Guidelines
- Implementation Toolkit

