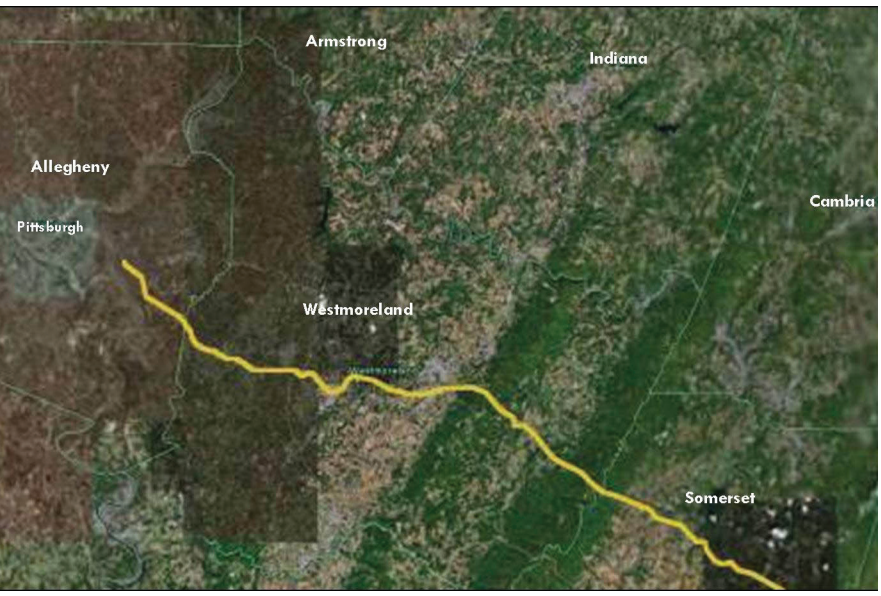
ROUTE 30 MASTER PLAN:
Phase 1 Summary Report



The Smart Growth Partnership of Westmoreland County

August 8, 2007

Prepared By:

RENAISSANCE PLANNING GROUP

Baker

olszak

The preparation of this report was financed in part through a grant from the Pennsylvania Department of Transportation, the United States Department of Transportation, and the Southwestern Pennsylvania Commission. A portion of funding was also provided by the Pennsylvania Department of Community and Economic Development's Community Revitalization Program and Land Use Planning and Technical Assistance Program, Pennsylvania Department of Conservation and Natural Resources Growing Greener Program, Lincoln Highway Heritage Corridor of the Pennsylvania Department of Conservation and Natural Resources, Katherine Mabis McKenna Foundation, Laurel Foundation, McCune Foundation, R.K. Mellon Foundation, Heinz Foundation, John A. Robertshaw, Jr., McFeely-Rogers Foundation, Robertshaw Foundation, Sony Technologies, Kim Miller – Wolf Lake, Inc., Westmoreland County Planning, and municipalities along the Route 30 corridor.

VISION SUMMARY

The US Route 30 ***Vision Summary*** *is a technical document written for decision makers and others wanting to know more about the process of the Vision Plan. It provides an overview of the study processes, presents details of the preferred land use and transportation vision and highlights recommendations for next steps.*

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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
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Norwin Chamber of Commerce
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INTRODUCTION

Decisions about transportation and land use are inseparably linked. Poorly coordinated land use and transportation planning can lead to inefficient development patterns that spread jobs, housing, and services far away from existing towns and cities. This situation leaves people with no choice but to drive for nearly every trip they make, which puts stress on local roadways, and reduces options to provide alternatives such as transit and walking. Well-coordinated planning, as demonstrated by the US 30 Master Plan, helps municipalities and PennDOT work together to identify transportation investments that support vibrant, healthy communities, and to make land use decisions that maximize transportation system performance.

In January 2006, the Smart Growth Partnership of Westmoreland County (SGPWC), Pennsylvania, along with State Senator Robert Regola, 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 small cities and growing suburbs east of Pittsburgh to the scenic Laurel Highlands. The Route 30 Master Plan is a comprehensive and integrated land use and transportation planning effort for the US Route 30 Corridor in Westmoreland County, Pennsylvania, that builds upon numerous transportation and land use planning efforts conducted over the past several years. When complete, the Plan will become a strategic blueprint for Westmoreland County's economic growth corridor, utilizing sound transportation and land use planning approaches to develop cost-conscious investment priorities, intelligent strategies for congestion management and multi-municipal development regulations and design guidelines.

The first phase of the Master Plan was divided into three major tasks:

- Developing an inventory of existing land uses and transportation conditions in the study area,
- Working with the public to envision new community designs and regional land use patterns, and
- Evaluating the alternatives against a trend-line scenario and each other to determine the preferred course of action.

Ten Smart Growth Principles

1. Mix land uses
2. Take advantage of compact building design
3. Create a range of housing opportunities and choices
4. Create walkable neighborhoods
5. Foster distinctive, attractive communities with a strong sense of place
6. Preserve open space, farmland, natural beauty, and critical environmental areas
7. Strengthen and direct development towards existing communities
8. Provide a variety of transportation choices
9. Make development decisions predictable, fair, and cost effective
10. Encourage community and stakeholder collaboration in development decisions

Smart Growth Network 1996

This Vision Summary Report is the culmination of the first part of the overall US Route 30 Master Plan, and is designed to help achieve and sustain the Vision of a balanced community along the Route 30 Corridor in Westmoreland County. For the purpose of recognizing the role of local governments in land use, there has been an effort to ensure general consistency with the County's Comprehensive Plan and other local municipal plans throughout the project. Commonwealth principles related to land use and transportation were also analyzed and the vision plan is consistent with Pennsylvania policy and goals. This report begins with a summary of how the Community-Oriented Regional Planning (CorPlan) model was developed. Next, it describes the development of the regional land use scenarios. The following section discusses the development of the transportation model and the transportation improvements assumed for the land use scenarios. The final section presents the comparison of alternatives. This report does not provide information on the Master Plan's implementation strategies, which will be developed in Phase 2 of the planning process.

OVERVIEW OF STUDY AREA

The project area consists of a 40 mile corridor stretching across the middle portion of Westmoreland County, Pennsylvania (see Fig. 1). Part of the National Highway System, the US Route 30 Corridor is a state route and is designated as a principle arterial road. It traverses thirteen municipalities and is within one mile of three additional municipalities. The US Route 30 Corridor is a belt of growth in Westmoreland County. According to the 2000 U.S. Census, these municipalities had a population of 161,475, representing 43.6 percent of the total population in Westmoreland County. Since 1960, the population in these municipalities increased by 8.5 percent, while Westmoreland County grew by 4.9 percent and the Commonwealth by 8.6 percent. At the same time, the Southwestern Planning Commission Region grew by -11.4% (see Table 1).

Table 1. Population

Pennsylvania

Year	Population	Change	% Change
1960	11,319,366	na	na
1970	11,800,766	481,400	4.3%
1980	11,863,895	63,129	0.5%
1990	11,881,643	17,748	0.1%
2000	12,281,054	399,411	3.4%
2006**	12,440,621	159,567	1.3%
	1960-2000	**961,688**	**8.5%**

SPC 10 Ccounty Region

Year	Population	Change	% Change
1960	2,996,693	na	na
1970	2,982,475	-14,218	-0.5%
1980	2,888,898	-93,577	-3.1%
1990	2,694,079	-194,819	-6.7%
2000	2,656,007	-38,072	-1.4%
2006**	2,591,237	-64,770	-2.4%
	1960-2000	**-340,686**	**-11.4%**

*Allegheny, Armstrong,Beaver, Butler, Fayette, Green, Indiana, Lawrence, Washington, and Westmoreland Counties.
**Estimated US Census Bureau March 2007

Westmoreland County

Year	Population	Change	% Change	% of SPC
1960	352,629	na	na	11.8%
1970	376,935	24,306	6.9%	12.6%
1980	392,294	15,359	4.1%	13.6%
1990	370,321	-21,973	-5.6%	13.7%
2000	369,993	-328	-0.1%	13.9%
2006**	366,440	-3,553	-1.0%	14.1%
	1960-2000	**17,364**	**4.9%**	

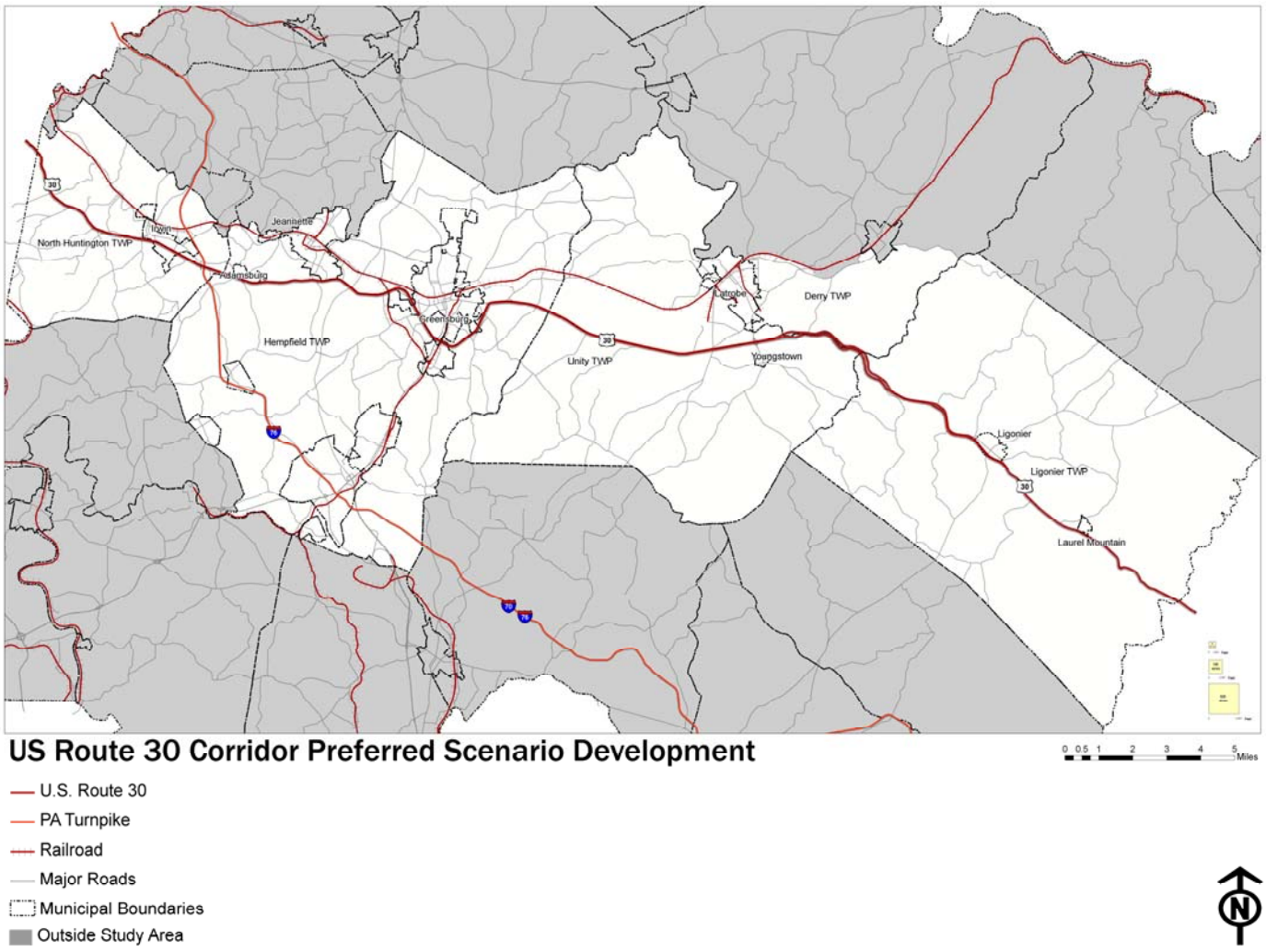
**Estimated US Census Bureau March 2007

The Route 30 municipalities have a diverse use of land within their 370.7 square miles, including agriculture, a commercial service airport, Seton Hill University, University of Pittsburgh at Greensburg, St. Vincent College, Westmoreland County Community College, two state parks, a regional recreational park, and regional commercial, institutional and industrial sites. From west

to east, the corridor transitions from urban and suburban to rural. The mainline of the Norfolk Southern Railroad parallels Route 30 throughout much of Westmoreland County. The Westmoreland Transit Authority utilizes Route 30 for many of its bus routes.

The eastern half of the land mass of the Route 30 Corridor drains into the Loyalhanna watershed. The western half drains into the Sewickley Creek and Brush Creek watersheds. Its western border is Allegheny County and the eastern border with Somerset County is the Laurel Ridge. The corridor also crosses the Chestnut Ridge through the Loyalhanna Gorge.

Figure 1. Map of US Route 30 Study Area



WHERE ARE WE NOW AND WHERE ARE WE GOING?

INVENTORY OF EXISTING DEVELOPMENT PATTERNS

By photographing a variety of places throughout the community, and examining maps and aerial photos, the study team identified the range of typical development patterns (or "community elements") present along the corridor. Twenty-one "community element" diagrams were identified

to highlight a commonly found place-type: urban downtown areas, such as Irwin, Latrobe, or Jeannette; suburban retail areas, such as the Norwin Hills Shopping Center or the Westmoreland Mall; village centers of communities such as Ligonier; and commercial areas such as office parks and institutional centers. Each of the 21 elements represents the development and infrastructure characteristics of a 31-acre area – the area of a circle with a quarter mile diameter. The quarter mile scale encompasses the maximum comfortable walking distance for typical Americans, an important factor in assessing an area's potential to support public transportation and walk trips. These elements and the location of the elements were verified with the SGPWC in September of 2006, illustrated with plan graphics and photos that conveyed their look and feel, and presented to the public for feedback at the first community workshop in October 2006.

The team also created an inventory of data that defined the physical characteristics of each element, such as: the height and density of buildings, the amount of open space and its accessibility to the public, the amount and type of parking space, the scale and size of streets, and the general mix of activities such as residential, retail, and office uses. Later in the process, the project team created various combinations of community types across the region to create scenarios that reflected varying types of land development and the associated possible future potential growth of households and jobs.

Figure 2 illustrates the plan graphic for the urban mixed-use element, while Appendix A contains the complete set of plan graphics and summarizes basic assumptions for each of the inventories.

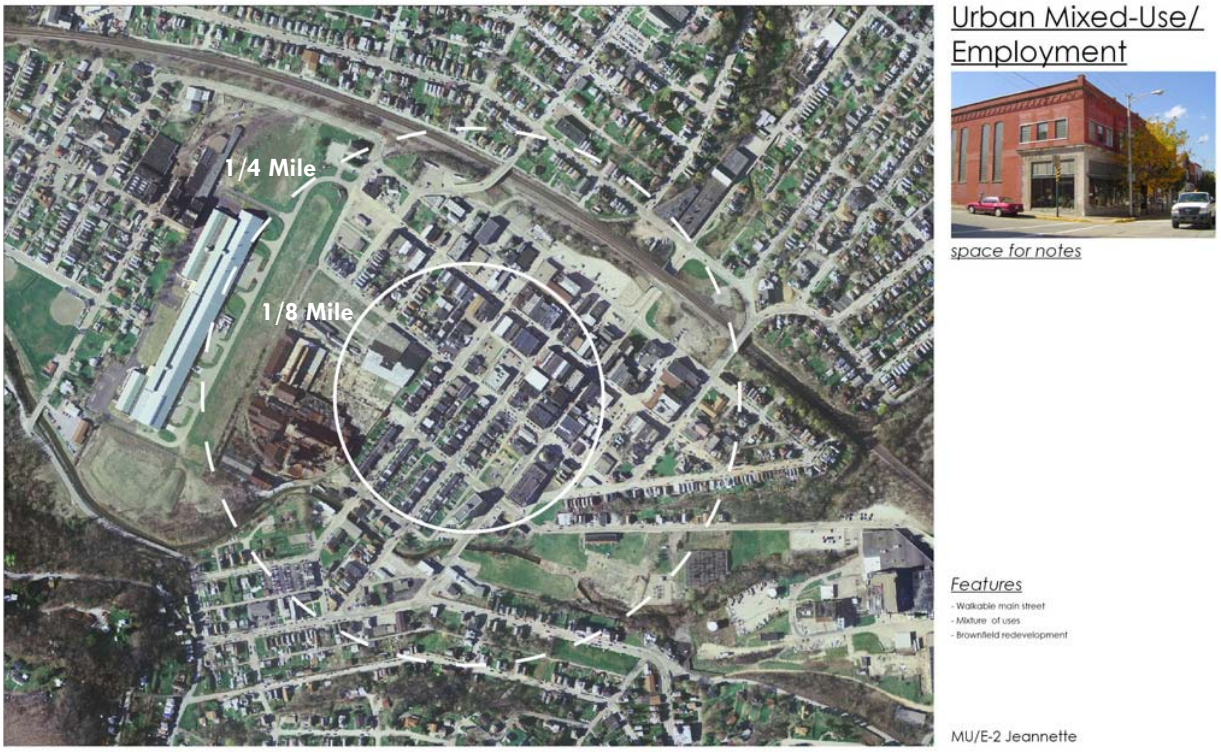


Figure 2. Existing development pattern in urban mixed use areas

OPTIMIZED COMMUNITY ELEMENTS

At a workshop held in October 2006, participants had the opportunity to comment on and critique the existing elements. Workshop participants were divided into groups to review one of the elements and brain-storm ideas for linking land use and transportation to balance growth and expand travel choices. By drawing and writing on each community element, participants identified which physical features of each development pattern they liked and disliked, and what they would like to see changed in the future. The focus was on characteristics that could be changed through strategic land use and transportation investments, such as the diversity of activities, the scale and proximity of buildings, the usefulness of the transportation network, and the quality of open space. For example, some groups envisioned typical shopping malls redeveloped into vibrant suburban villages with pedestrian and greenway connections to nearby neighborhoods, and new features such as central plazas and restaurants.

Figure 3. Participants at the first community workshop marking up maps of the community elements.

At the end of the workshop, each group reported out with very similar suggestions for improving community design. The suggestions included:

- Improve the quality of development, including jobs and local amenities, parks and recreation, aesthetics and safety, and mixture of uses
- Increase accessibility through additional connections, shortening the distance to important destinations, parking and bicycle network; and
- Enhance walkability through the scale, safety and quality of the network.

Based on the input from the workshop, the project team developed a set of optimized community elements that could be used to guide future development patterns. Figure 4 illustrates how the suburban retail element was modified. Plan graphics and data (such as density and land use mix) for each enhanced type were developed and added to the inventory of existing community elements (see Appendix A). Housing densities in the enhanced suburban elements are higher than the current suburban elements but are still below the urban elements, while nonresidential densities are even higher, nearly equal to urban elements.

Figure 4. A suburban retail center, such as the Westmoreland Mall could be redeveloped into an enhanced retail/office center.

Using the full range of existing and enhanced elements, the project team was able to test scenarios that could increase the potential for new jobs and housing in locations strategically redesigned to maximize their usefulness and connectivity.

In addition to the community element discussion at the first workshop, participants began developing a map of "treasured places" to be preserved or enhanced. Residents added more comments at the second workshop. The map was an important opportunity to inspire people to see their region through appreciative eyes. Many people were surprised to realize the breadth of unique features within the region, above and beyond well-known elements such as the Norwin Library, Delallo's Italian Marketplace, Twin Lakes Paek, Arnold Palmer Regional Airport, and Chestnut Ridge. (See Appendix A)

WHERE DO WE WANT TO BE?

GENERATING REGIONAL LAND USE SCENARIOS

Using the whole palette of community elements, regional scenarios were built in CorPlan, a land use and transportation scenario planning model utilizing ARCVIEW© geographic information system (GIS) software, and associated databases linked to Excel spreadsheets. The CorPlan model relies on prototypical community definitions, the community elements, to estimate land development potential and how that potential translates into the location of households and jobs. Each community element is defined by the diversity of land use mix, the density, and design intentions for future development. Future scenarios are created by allocating new community elements to areas considered developable until control totals for future jobs and households are met for the study area. To develop different scenarios choices are made of where, how much to allocate, and what type of community element to allocate for future growth. These choices are

guided by preferences derived from community workshops and public input. Alternative scenarios can then be evaluated on a number of indicators and further decisions made in development of a preferred scenario resulting in a vision plan.

CorPlan makes a direct connection between land development patterns and socioeconomic characteristics. As alternative land use scenarios are tested the model automatically generates socioeconomic inputs for travel demand models. The unique travel parameters for each community element are incorporated into travel demand models so they can better reflect the influence of development patterns on travel characteristics. Some localities have used the community elements as a resource to help guide the development of local design standards or ordinances. The detailed information available for each community element is well suited for these tools and enables users to quickly assess the impacts of alternative development patterns over large areas.

The US30 CorPlan process began with determining the study area boundaries and the population and employment growth by the year 2030. Next the public identified possible scenarios using a "dot map game." The "dot" map preferences were then distilled into three distinctive land use scenarios that were entered into CorPlan model and the results were evaluated in more public workshops. A preferred scenario, to be used this vision plan, was compiled based on the public's favorite portions of each scenario. The final step was identifying appropriate transportation investments for the preferred scenario. An explanation of the CorPlan modeling process used in guiding the US30 Vision Plan follows.

FUTURE GROWTH ALONG THE CORRIDOR

The Southwestern Planning Commission, the region's transportation and economic development agency, develops and maintains demographic forecasts through the year 2030 for municipalities and the region to use in individual project planning and design. Data is maintained by municipality and traffic analysis zones. The Master Plan used the current forecast, Cycle 7 (adopted in 2003), for total population, households, and work-place employment data for the years 2000-2030. Cycle 7 data covered the then-current 9-county SPC planning area including: Allegheny, Armstrong, Beaver, Butler, Fayette, Greene, Indiana, Washington, and Westmoreland counties. Population figures represent the total number of persons. Employment figures include the number of full-time and part-time employees by place of work and households represent the number of occupied housing units. At that time, SPC forecasted a population increase of 26,598 for Westmoreland County of which 11,419 are within the US Route 30 corridor municipalities.

Several on the Community Vision Team were not comfortable with the allocation of SPC population and employment forecasts for the individual municipalities included in the study area, so the project team and Vision Team agreed to use the aggregate number of new jobs, households, and people for the study areas municipalities, as the control total for growth in the scenarios.

STUDY AREA	Increase by 2030
Additional persons	11,419
Additional households	13,068
Additional jobs	3,485

In comparing these numbers to past trends, it is important to note that this future growth, while an increase from 2000, merely stabilizes the County's population to levels experienced during the growth of the 1960's and 1970's. While the overall population along the corridor remains roughly the same from 1980 -2030, there are significant loses in the urban areas and significant gains in the townships, indicating a strong preference for internal migration within the County. This preference is further substantiated by recent development trends.

The expansion in the number of housing units and consequently acres developed occurred while the County experienced a net loss in total population. From 1990 – 2000, development consumed 700 to 1,600[1] acres per year and added 7,500 new housing units despite a population decline (a footprint of 1.53 acres/housing unit).[2] For the purposes of the scenarios, it was assumed that future growth would follow similar development patterns, consuming additional acres despite a stabilizing population.

	Westmoreland County Change 1990-2000
Change in Population	-328 (-0.01%)
Change in Housing Units	7,504 (4.9%)
Change in Employment	9,283 (5.9%)
Estimated Acres developed (range)	6,930 to 16,000

Updated Cycle 8 numbers are due out later in 2007 which project growth to 2035. These estimates forecast a higher population growth for Westmoreland County and the study area (23,445 new households, 14,618 new jobs, and 19,023 additional people by 2035). While these numbers were not used for the purposes of this study, it is important to consider the full range of growth possibilities in scenario planning.

THE DOT MAP GAME

At the January 2007 community workshop, participants were asked to create ideal development scenarios through a hands-on mapping exercise. Participants were divided into small groups based on their choice of three objectives: Vibrant Cities and Towns, Healthy Suburban Communities, or Thriving Rural Areas. Each group was charged with placing colored dots to meet one of the chosen objectives, which reflected the major themes previously raised during community discussions of

[1] The Westmoreland County Comprehensive Plan cites two figures for land consumed. In one estimate, 693 acres/year is projected and is derived from analysis of aerial photographs from 1967-1997. However, more recent data from the Westmoreland Conservation District estimates 1,600 acres/year annual development. The figures above represent the range of development over a ten year period.

[2] Housing unit figures obtained from Westmoreland County Comprehensive Plan, December 2004.

land use and transportation. Dots were scaled to represent the total number of jobs (red dots) and housing (blue dots) forecasted by SPC (all were 3/4 inch dots) and were based on the average density of enhanced suburban and suburban placetypes. Each table was given 9 blue household dots and 23 red employment dots, and asked to place all of the dots on the map, in any combination, to achieve the household and employment control totals forecasted by SPC.

Though the exact locations of the dots differed among the groups, there were a number of key themes that emerged (Appendix B). All groups anticipated growth in areas where infrastructure already exists and focused on transportation assets to spur desired development. In addition, nearly all groups anticipated development in existing communities, such as Greensburg, Latrobe, and New Stanton. The ideas generated from this workshop served as a basis for four alternative scenarios.

SETTING UP THE MODEL

The first step in the CorPlan modeling step is to define a study area layer in GIS that is a composite of environmental, physical and social features. This GIS layer divides every portion of the study area into a grid comprised of .156 acre squares. These grid squares can then be assigned land use and environmental attributes based on other GIS environmental or social-economic data from the traffic model. The purpose of this is to understand what portions of the study area are not suitable for development and those areas that could accommodate future jobs or housing. Assessing development, or redevelopment potential, is an important step to ensure feasibility of each scenario. This step informs where future jobs and housing in each scenario could be located.

GIS data including tax and parcel data, environmental, and infrastructure were provided by Westmoreland County in support of the project. Environmental constraints, such as rivers, wetlands, steep slopes, and floodplains were identified. Grids in the GIS layer that intersected with these environmental constraints were marked as undevelopable. The CorPlan model prevents future growth to be allocated to grids of land marked as undevelopable. Similarly, road right of ways, public parks, local federal or state public lands, conservation lands, schools, utilities, and existing residential areas were also 'netted out' as land that would not be available for future development. Developable, or re-developable lands were any vacant properties not already 'netted out' and without an 'improved' value to indicate some man-made enhancement or taxable, built structure. Agricultural lands that were not conserved or protected were considered developable. Existing commercial or industrial properties were considered redevelopable, or able to receive some variable percentage of future growth. The result of this study area inventory was a map of developable and undevelopable areas, similar to a canvas that was ready to receive future growth from a palate of community elements (See Fig. 5). Of the 189,338 total acres of land in the study area, 88,528 acres were considered undevelopable.

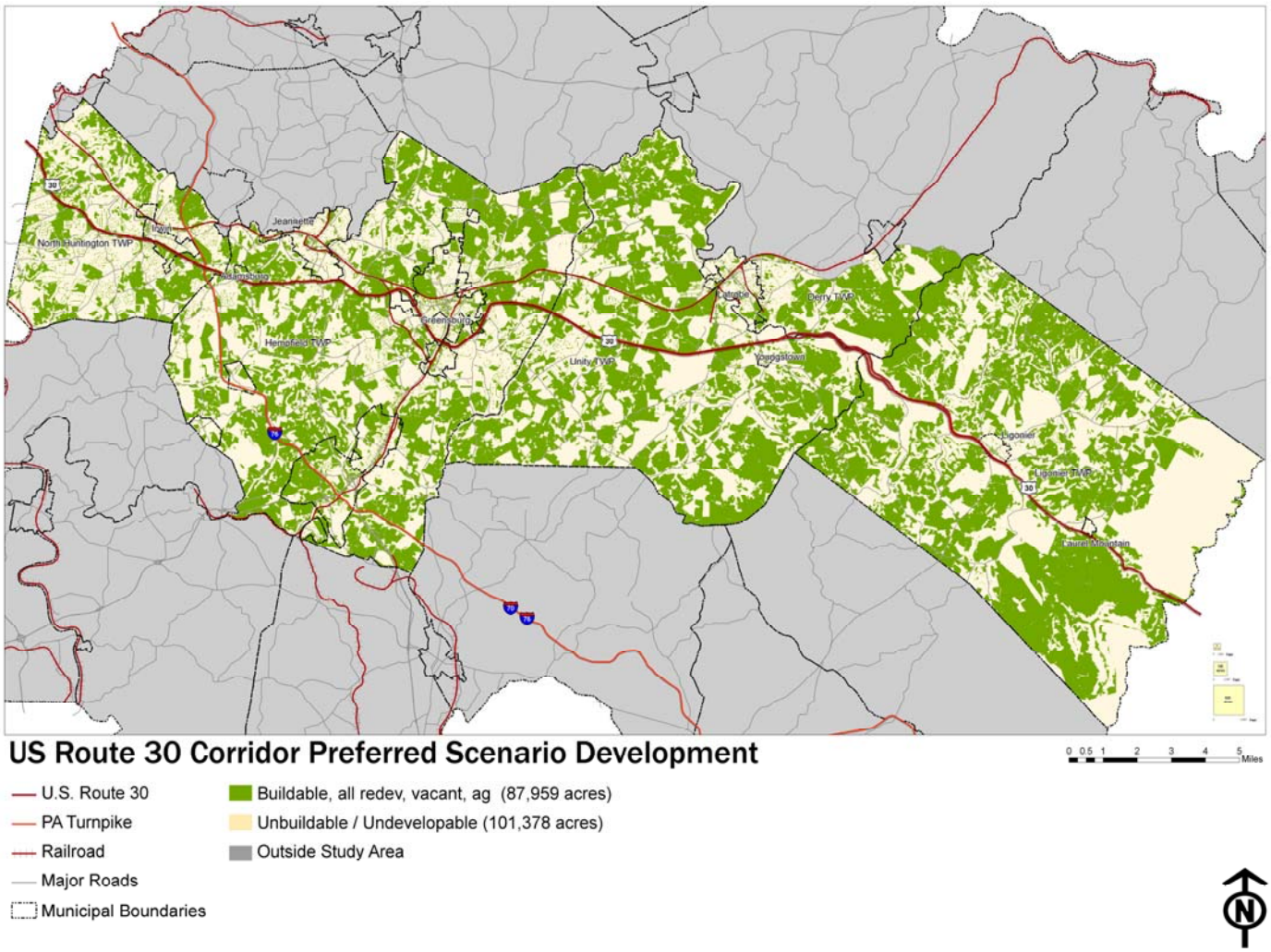


Figure 5. Land available for development

CREATING THE SCENARIOS

As previously mentioned, each community element has physical and social characteristics of density, land use mix, and design features. CorPlan can translate every acre of a community element can into a corresponding number of households and jobs. For example, the 'urban residential' community element was designed to have 7 net dwelling units and 1.5 net jobs per acre. An allocation of 3 new urban residential acres would yield approximately 21 dwelling units and 4.5 jobs. Different scenarios are created simply by allocating acres of community elements to developable portions of the study area, while continually calculating the number of new the jobs and housing. A scenario is complete when the forecasted control totals for jobs and households in the study are met.

Before any scenarios were developed, a trend scenario was conducted to establish a baseline for evaluation. Future development allocations of primarily status quo (non-optimized) community elements were conducted to create a trend scenario designed show the development patterns likely to result in the future if no major changes are made to current plans, policies, and community

design characteristics. The trend scenario is characterized by growth spreading away from cities in low-density, dispersed patterns. Land use and traffic model indicators from the trend could then be compared against similar statistics from three alternative scenarios. The intention of each scenario was derived from feedback received from community workshops, the 'dot map' game, as well as on-going guidance from the Community Vision Team. The three scenarios tested were: concentrating growth in the existing urban areas, developing new suburban centers along the US30 corridor, and clustering development in rural areas.

Each scenario had a different balance of community elements chosen from the palate of future development patterns. For example, the urban centers scenario which aimed to concentrate growth in the core, existing urban centers had larger percentages of more intensive, urban community elements such as 'urban mixed use optimized' or 'urban residential.' The suburban centers and rural centers tended to have more 'suburban residential optimized,' 'suburban mixed use optimized,' or 'rural mixed use village' community elements. The trend scenario tended to have more typical suburban residential or retail community elements. Scenarios with more intensive community element types, characterized by greater densities and optimized design, could reach the forecasted totals for jobs and housing while consuming less land. The optimized, more compact community elements also represented greater opportunities for transit as well as creating more walkable, place centered communities.

Where new development was located also mattered and would impact the traffic analysis modeling and transportation recommendations. The scenarios tested different locations for future growth. The urban centers had a strong infill and urban core revitalization agenda. The suburban centers still had some infill in the urban cores, but had significant new or redeveloped urban/suburban centers along the US30 corridor. The rural centers scenario was characterized also by new suburban communities, or smaller rural hamlets, occurring generally off the US30 corridor, around the Arnold Palmer Airport and in the eastern portions of the corridor.

To evaluate the trend and scenarios, the jobs-housing data were summarized by traffic analysis zone (TAZ) so transportation impacts could be understood and improvements recommended. Land use and transportation indicators were also generated to evaluate the impacts of different development patterns. Scenario evaluation criteria were developed based on the key goals and priorities established at community meetings and workshops early in the process. Figure 6 summarizes the connection between the indicators and community goals.

All the alternative development scenarios were tested with an "optimized" corridor in place. The optimized corridor is 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. (Appendix C).

US 30 Master Plan Scenario Evaluation Critera	Community Goals and Priorities	Efficient Transportation	Improve traffic flow & reduce congestion	Improve local roadway connectivity	Expand travel choices	Vibrant Communities	Foster walkable communities with distinct centers	Revitalize existing urban centers *	Develop mixed-use suburban communities	Thriving Natural Environment	Preserve open space & farmland	Protect scenic and environmental resources	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										
Level of Service			x										
Percent of trips made by walking or biking			x	x	x		x		x				
Percent of population and jobs within 1/4 mile of transit					x		x	x	x				
Land Use Indicators													
Percent of population and jobs in walkable communities					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					
Percent of development w/in water and sewer areas											x	x	x
Environmental Indicators													
Acres of land consumed											x	x	x
Acres of greenfield development							x	x	x		x	x	x
Percent of redevelopable land consumed			x									x	

* Existing urban centers include Jeannette, Irwin, Greensburg & Latrobe

Figure 6. Scenario Evaluation Criteria

EVALUATING THE SCENARIOS

In March 2007, corridor residents reviewed the land use and transportation scenarios (see Fig. 7-10) generated from Workshop Two, and identified the blend of options that would best support traffic flow and safety, economic vitality, and environmental preservation throughout the corridor. Workshop participants used the land use and transportation indicators generated from the CorPlan and traffic model to evaluate the scenarios. The data is based on the planning horizon year 2030. (Table 1 compares the results for all evaluation measures)

The following is a brief summary of the results:

- Trend: Growth continues spreading away from cities in a low-density, dispersed pattern, consuming 13,000 total acres, or about 16% of existing open spaces[3].
- Urban Centers: Growth is funneled into existing cities, consuming 2,400 total acres, about 2% of existing open space.
- Suburban Centers: Growth is channeled into compact, walkable, mixed-use suburban centers located along the Route 30 corridor, consuming 3,000 total acres, about 3% of current open space.
- Rural Centers: Growth is scattered among small towns and villages, consuming 10,700 total acres, 13% of current open space. However, some 80% of the consumed rural land is preserved as shared open space or farmland by using conservation by design techniques[4].

[3] Open space includes buildable vacant, open, and agricultural areas and is equal to approximately 79,000 acres.

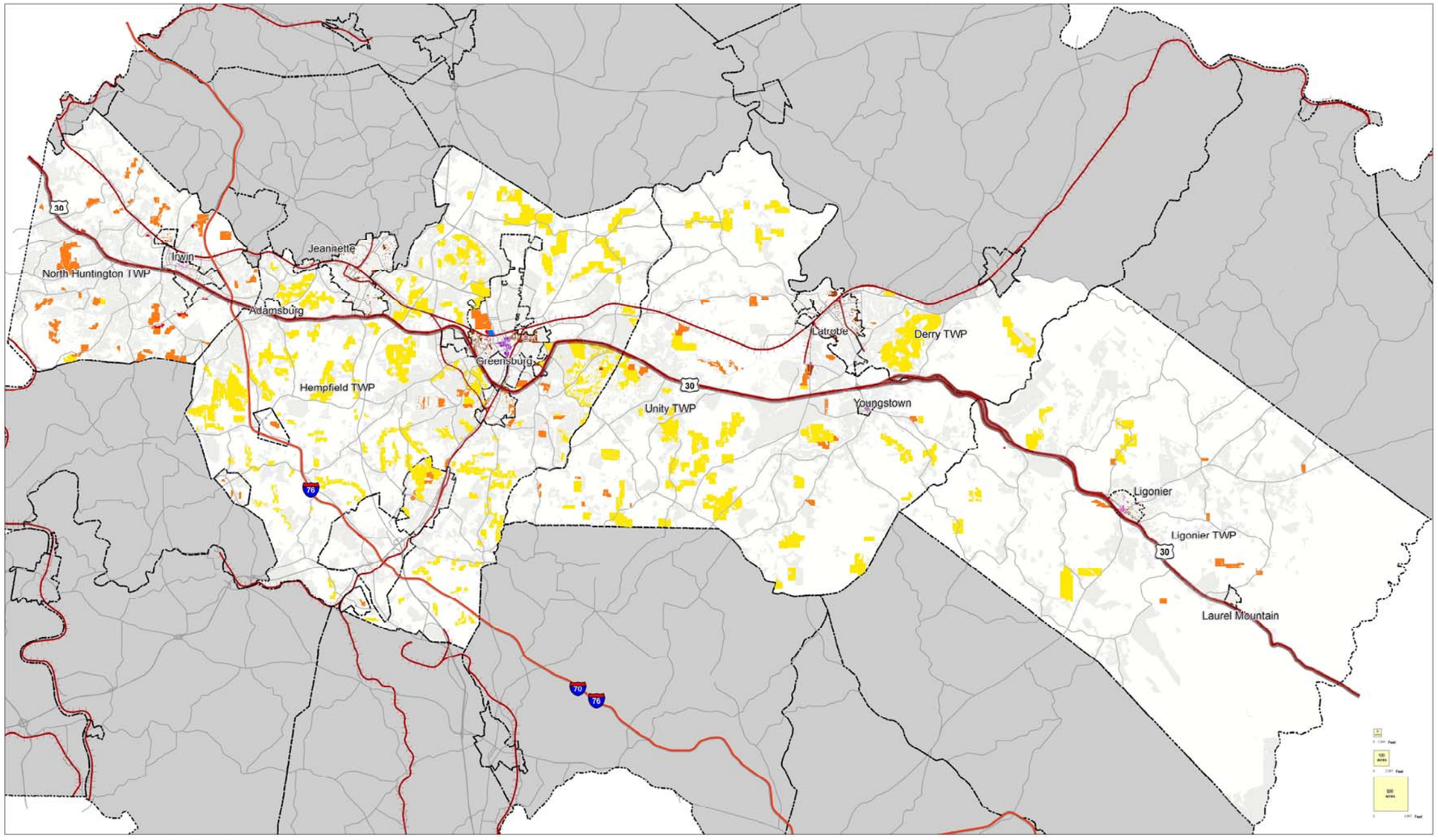


Figure 7. Map of Trend Scenario

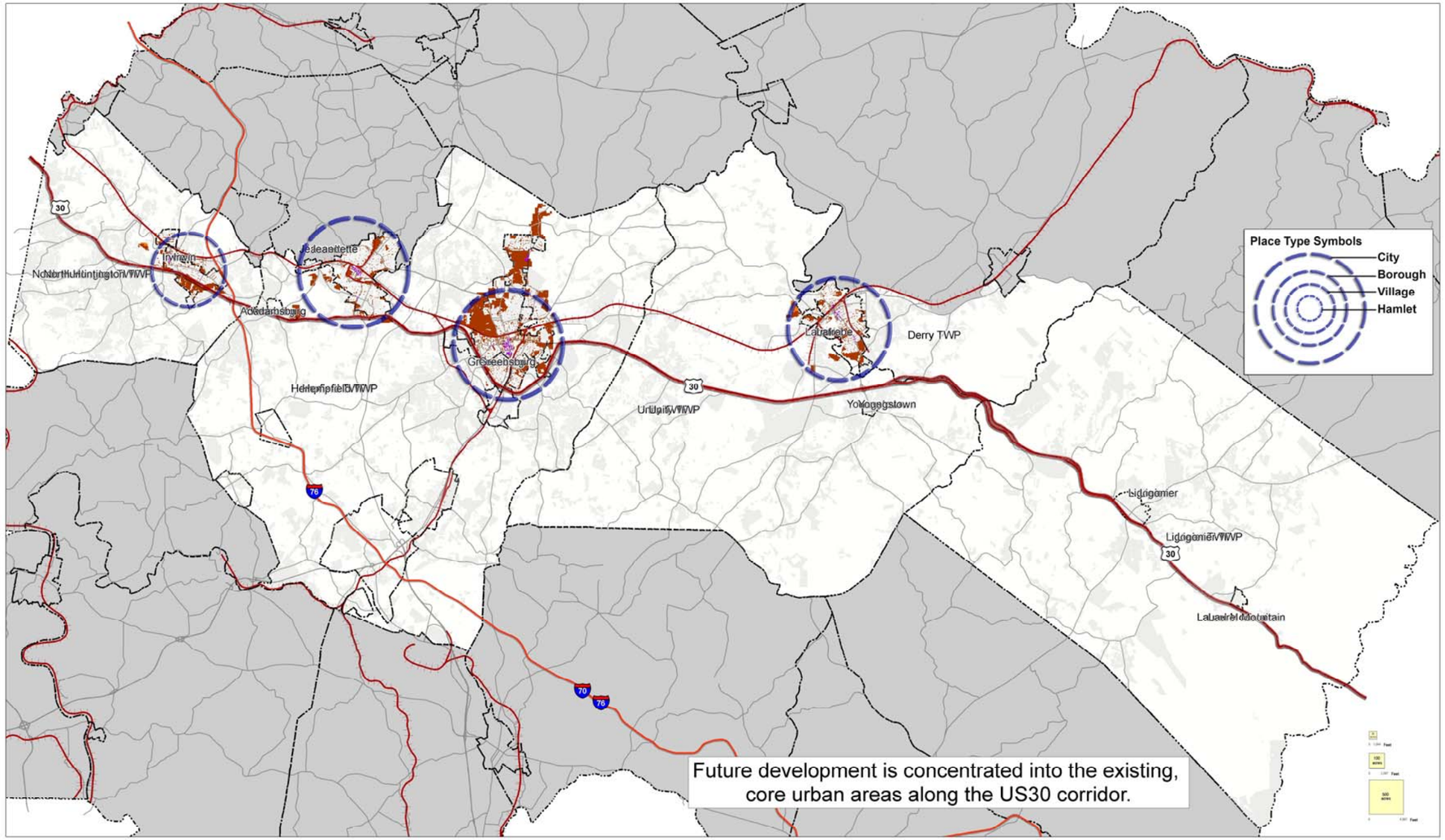


Figure 8. Map of Urban Center Scenario

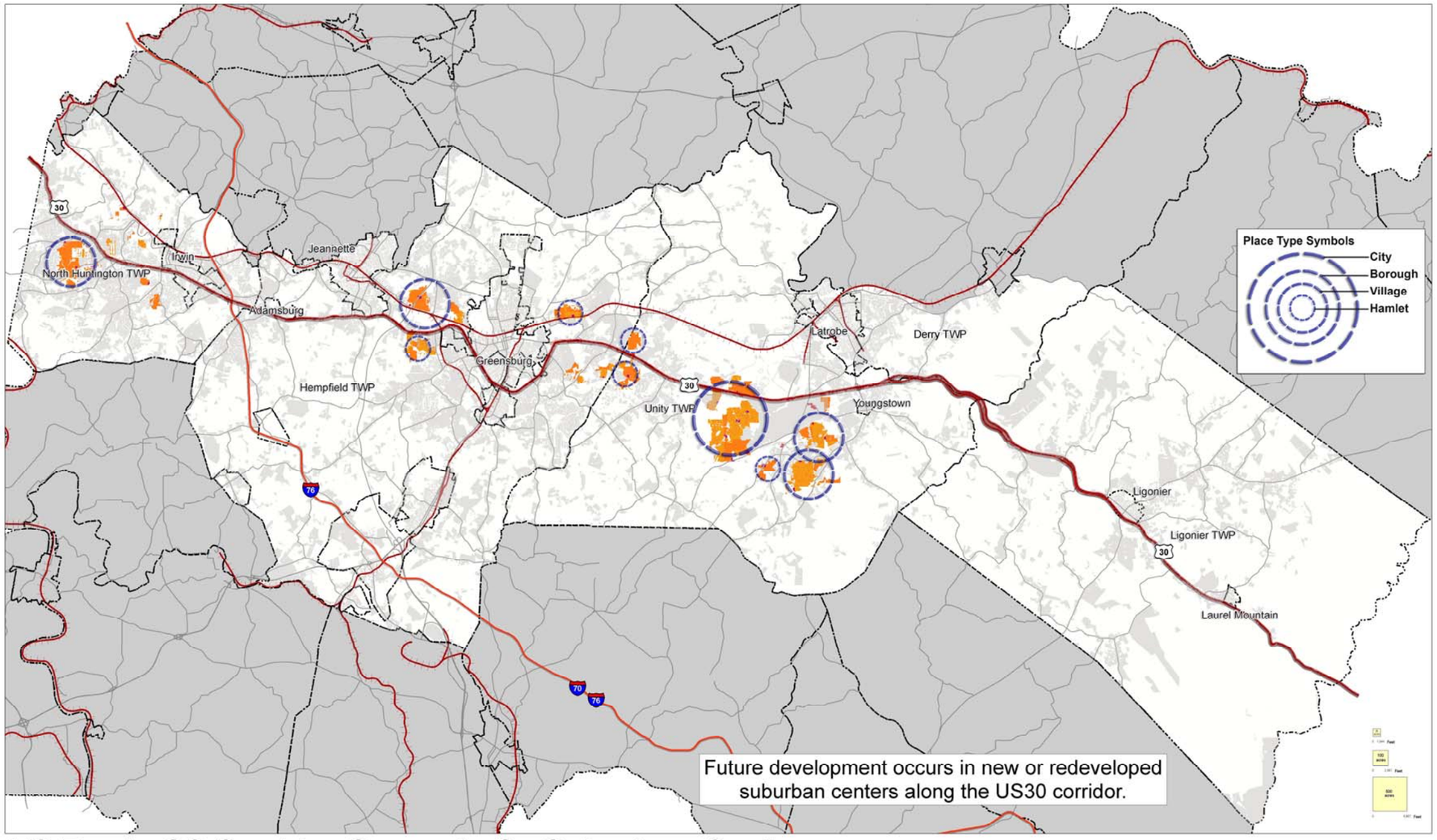


Figure 9. Map of Suburban Center Scenario

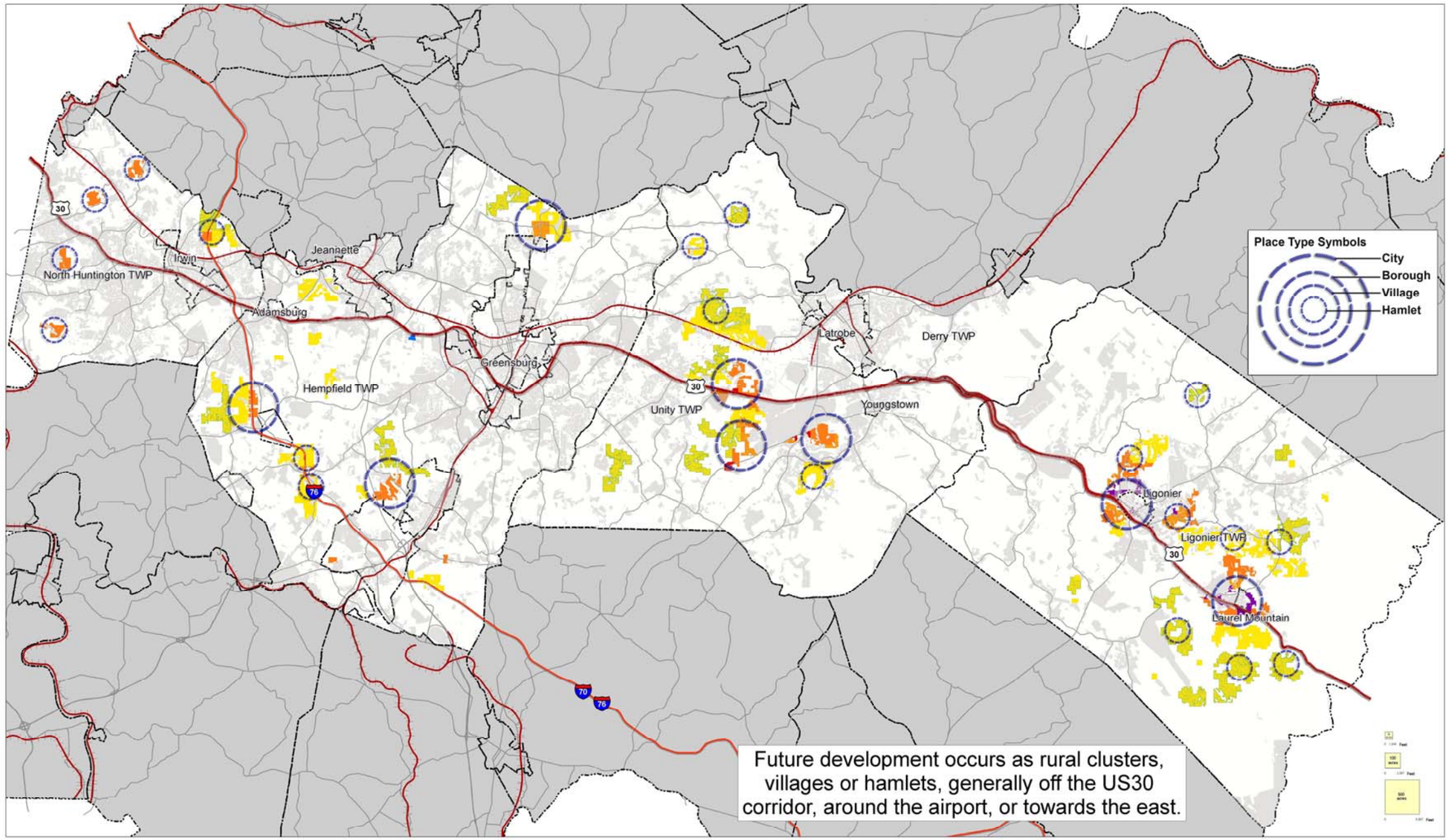


Figure 10. Map of Rural Centers Scenario

US Route 30 Master Plan: How the Scenarios Compare					
Land Consumed	**Base**	**Trend**	**Urban Centers**	**Suburban Centers**	**Rural Centers**
Total acres developed	46,614	59,702	49,052	49,592	57,285
Total additional acres developed	-----	13,088	2,438	2,978	10,671
Percent increase		28%	5%	6%	23%
Percent of redevelopable land consumed	-----	4%	9%	1%	2%
Percent of agricultural/ open land consumed	-----	15%	2%	3%	12%
Transportation	**Percent Change Base Year - Forecast Year**				
Daily traffic volume	5,700,000	12%	12%	14%	16%
Daily vehicle miles traveled	3,900,000	14%	13%	16%	20%
Daily vehicle hours traveled	105,000	12%	11%	13%	17%
Corridor level of service	-----	-1%	4%	0%	-6%
Daily minutes of vehicle travel per person	40	5%	3%	6%	9%
Travel speed	36	2.0%	1.8%	2.4%	2.3%
Annual gallons of gasoline consumed	72,000,000	14%	13%	16%	20%
Annual per capita dollars spent on gasoline ****	$1,120	7%	5%	8%	12%
Land Use/ Urban Form	**Percent Change Base Year - Forecast Year**				
New households in mixed-use, walkable communiites	-----	14%	99%	58%	30%
New jobs in mixed-use, walkable communities	-----	32%	100%	71%	33%
New households in existing urban centers *****	-----	17%	61%	0%	0%
New jobs in existing urban centers *****	-----	40%	70%	0%	0%
New households in existing water and sanitary districts	-----	36%	71%	20%	6%
New jobs in existing water and sanitary districts	-----	65%	78%	36%	20%
Population, Employment, and Land Area	**Land Area (all scenarios)**	**Base Year 2000**	**Forecast Year 2030**	**Numeric Increase**	**Percent Increase**
Number of persons		158,662	170,081	11,419	7%
Number of households		64,752	77,820	13,068	20%
Number of jobs		100,854	104,339	3,485	3%
Total acres	189,338				
Total unbuildable acres *	88,528				
Total buildable acres **	100,810				
Buildable redevelopable acres ***	9,046				
Buildable agricultural or vacant/ open acres	85,593				
Notes					
* Unbuildable or undevelopable land includes steep slopes, wetlands, water, primary road right-of-way, and existing residential areas					
** Buildable land includes redevelopable areas, vacant/open space, and agricultural land					
*** Redevelopable land includes commercial and industrial areas (not residential areas)					
**** Assumes price of $2.50 per gallon in current dollars for all scenarios					
***** Existing urban centers include Jeanette, Irwin, Greensburg, and Latrobe					

Table 2. Land Use and Transportation Indicators Compared

The evaluation results suggest that the Urban Centers and Suburban Centers scenarios are better at meeting the region's goals than the Trend or Rural Centers scenarios. The Trend and Rural Centers scenarios may present challenges in terms of mobility, accessibility and open space preservation. The Rural Center Scenario, for example, shifts traffic further east which results in a degradation in level of service along the eastern portion of the corridor. Unless the rural centers are completely self sufficient and have a complete balance of jobs, housing, and retail, there would still be a need for people to travel to/from the Route 30 corridor. Since that balance does not exist in that scenario, people will still have to access Route 30, which adds enough traffic to decrease the corridor level of service. The Trend and Rural Centers Scenarios will also likely dampen any economic development in the core urban areas, as the jobs and housing would gravitate away from the existing urban centers. Transportation investments to support these scenarios would largely focus on roadway widening projects to mitigate traffic congestion in suburban areas.

By contrast, the Urban and Suburban Centers scenarios present better results in terms of a more diverse economic base, preservation of farm land, and a better mix of housing to support varying ages including a housing mix that supports the region's aging population. 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 further benefit roadway capacity. If growth picks up as SPC's Cycle 8 numbers project and residential densities of 8 units/acre (minimum) are achieved at strategic locations, the region could support the development of a Bus Rapid Transit system, whereby rubber-tire vehicles circulate on dedicated lanes, or pursue the development of commuter rail along the existing Norfolk Southern line.

While an attractive idea for expanding the region's reach, the possibility of rail service connecting Latrobe to Pittsburgh is a long-term endeavor in any scenario, as its development depends upon a host of decisions and investments that must be made by state, local and federal officials. Nonetheless, the urban centers scenario would provide for a transit-oriented development pattern, positioning the region to take advantage of rail opportunities as they emerge.

Since the Trend pattern is the status quo, it is the path of least resistance and does not require significantly new and different initiatives or partnerships. However, when the evaluation criteria for the scenarios are examined, it is clear that the Urban Centers scenario will better achieve the region's long term goals, which would require a major shift in the region's current direction.

At the March workshop, participants were asked to rate their preferences for each scenario on a scale of 1 to 5 (with 1 the least preferred and 5 most preferred) and to identify what aspects of each scenario they liked and would change. Feedback was gathered on comment forms and through one-on-one conversations with the study team. The scores from each scenario were averaged to determine a general preference. This revealed a strong interest in growing the urban centers (avg. 4). Participants generally liked the way in which the urban centers scenario encouraged the use of existing infrastructure, minimized development of farmland, and minimized traffic impacts on Route 30. While this preference received the highest score, there was concern over the feasibility of developing in this manner. The Suburban centers scenario was viewed as the most realistic (avg. 3.3), with open space preservation and improved quality of life among the preferred features. However, a number of participants noted problems with the heavy emphasis on the auto-oriented transportation system. Those who indicated a preference for rural centers (avg. 2.7) liked the idea of growing in a way that would maintain the existing rural character and better distribute economic opportunity. Some participants wanted bicycle and pedestrian access to the existing rural villages. (See Appendix C)

Participant feedback in the public workshop was gathered on comment forms and compiled to arrive at the overall vision for future development along the corridor, which includes a combination of urban centers, suburban centers and some growth in rural areas, so that growth within the

corridor is balanced across all municipalities along the corridor. The ideas generated from this exercise serve as the basis for the preferred scenario.

This feedback was substantiated by the Project 18 class at Hempfield Area High School on May 16, 2007. Project 18 is a senior elective class that trains students for political activism. After a presentation on the scenarios by the SGPWC, the class was asked to rate preferences on a scale of 1 to 5 and feedback was collected on comment forms. Results from this session are included in Appendix C.

DEVELOPING THE PREFERRED SCENARIO

The preferred development scenario for the US Route 30 Master Plan represents the community's ideas of where future growth should occur. It is developed as a hybrid from the four scenarios presented at the earlier workshops and assumes transportation improvements representing an optimized Route 30 corridor are in place. The preferred scenario development pattern both celebrates the corridor's rural and urban heritage, and embodies a collection of unique suburban places. These places are pedestrian-oriented by design and vary in character and intensity of development across a spectrum ranging from regional-scale centers to smaller villages and rural clusters.

To best achieve this vision, the existing base map indicating land available for development was refined using GIS to include only the places with existing or planned sanitary sewer service (see Fig. 11), and the optimized community elements described earlier in the report[5], with their full range of density and mixture of uses, were used as the palette for future development. If water and sewer are extended beyond currently planned areas, it will enable development beyond the preferred scenario and would work to further lower density, and encourage automobile-dependent development.

The overall pattern of development reflects the areas of public consensus that were achieved during the community planning process. Growth is focused in both revitalized urban centers and emerging suburban centers and balanced across the 40 mile corridor. Employment and commercial growth is oriented strategically along and near the corridor where there is strong market potential. Public infrastructure and services were optimized by placing development within existing and planned sanitary sewer coverage areas. Finally, automobile dependence was reduced by placing the majority of new jobs and housing in mixed-use, walkable centers. The exact location of growth was allocated based on existing development proposals or revitalization efforts. For example, a 400 acre, mixed-use development pattern was allocated to the north of Greensburg to represent the future North Pointe development, while growth in the urban areas was located along main streets to support current Main Street Programs (see Fig.12).

The scenario also includes a set of transportation improvements: new facilities parallel to US Route 30 which connect activity centers, improve access to urban areas, new street grid networks in new

[5] See page 9.

suburban development areas, and improved transit centers and connections. The Optimal Corridor Conceptual Plan combined with the transportation improvements result in a realistic transportation plan capable of supporting the vitality of the US Route 30 corridor (See Appendix D).

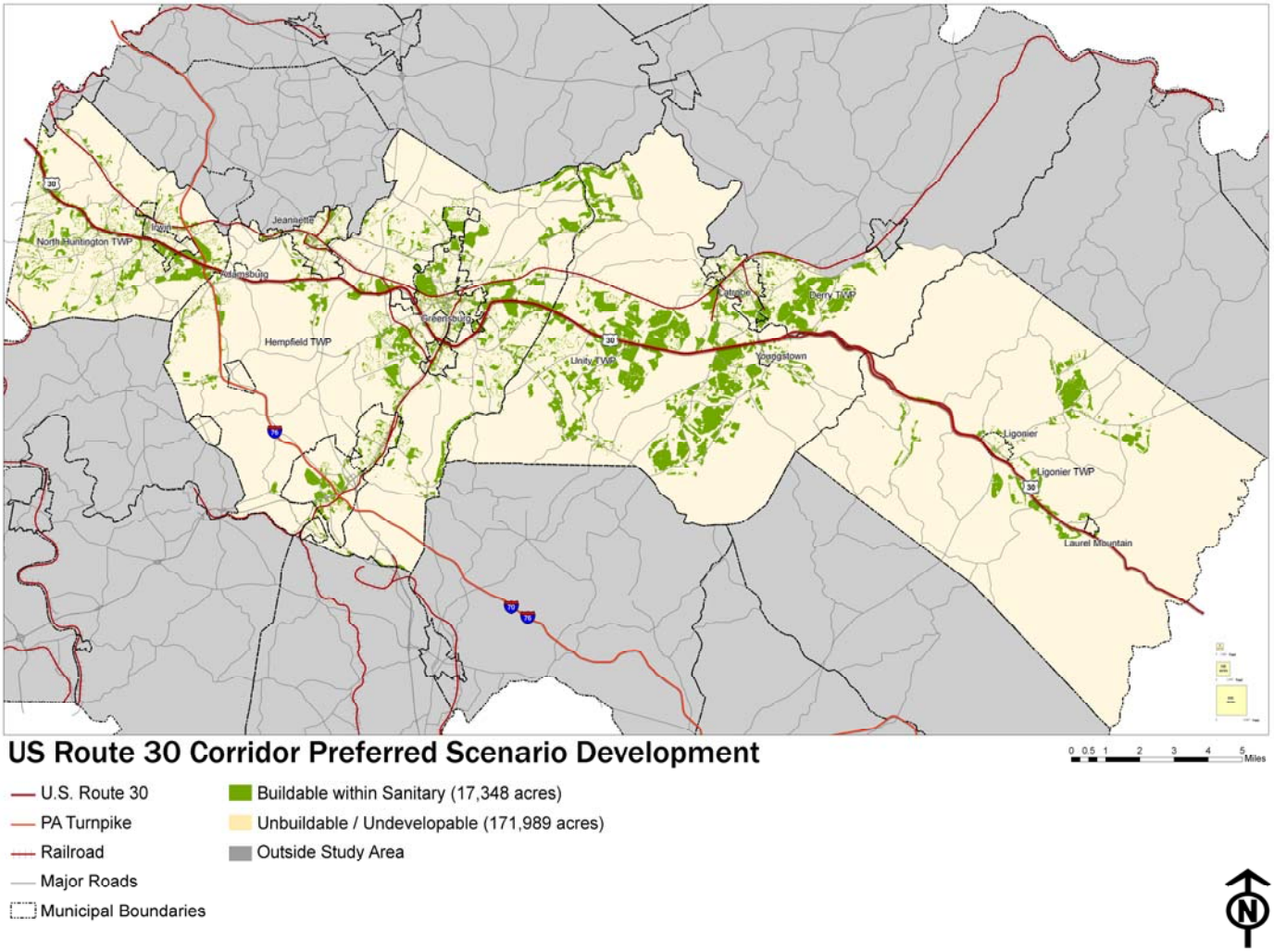


Figure 11. Buildable Areas with Existing or Planned Sanitary Coverage

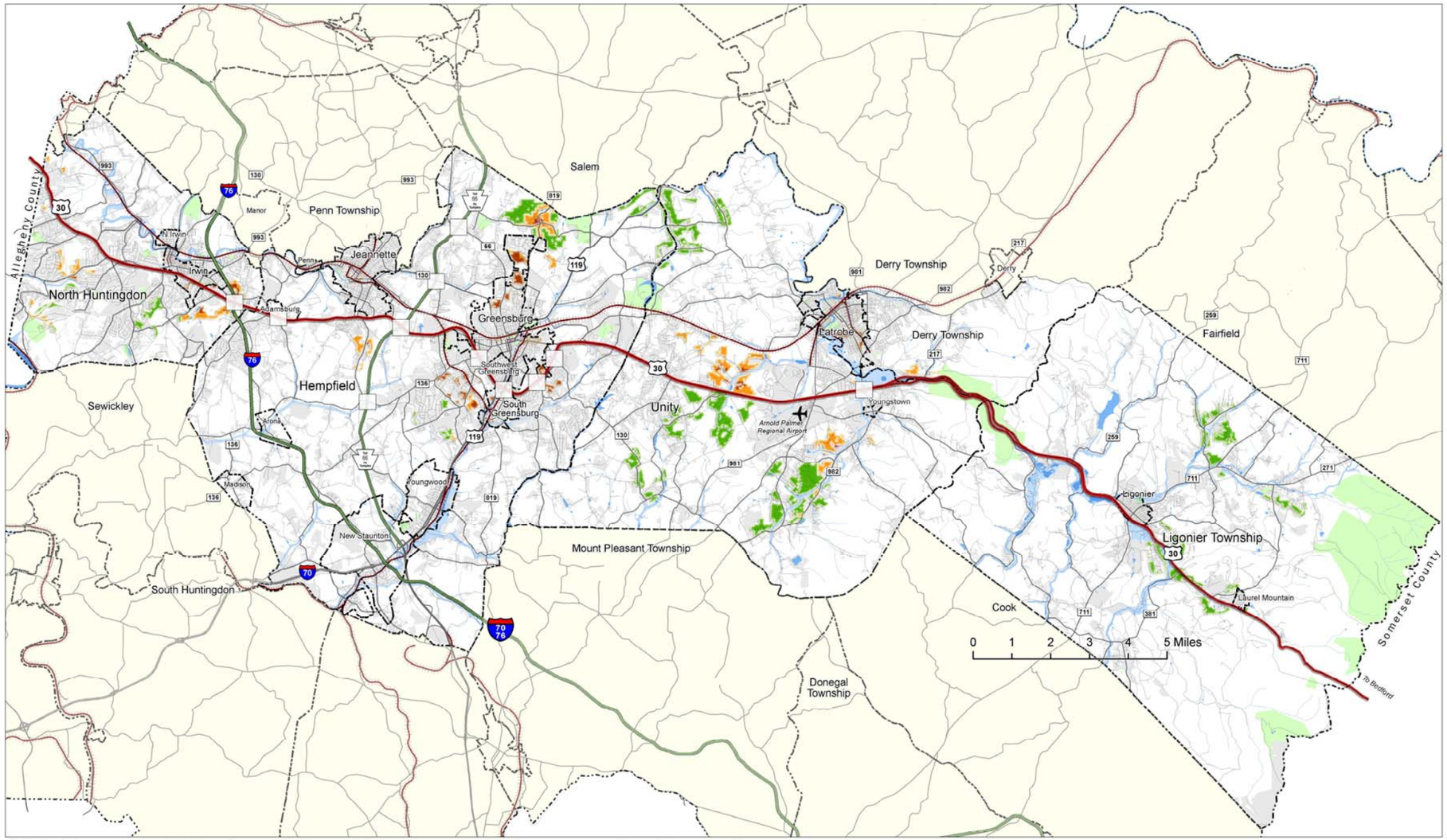


Figure 12 Preferred Scenario proposes regional strategy that balances growth along the corridor.

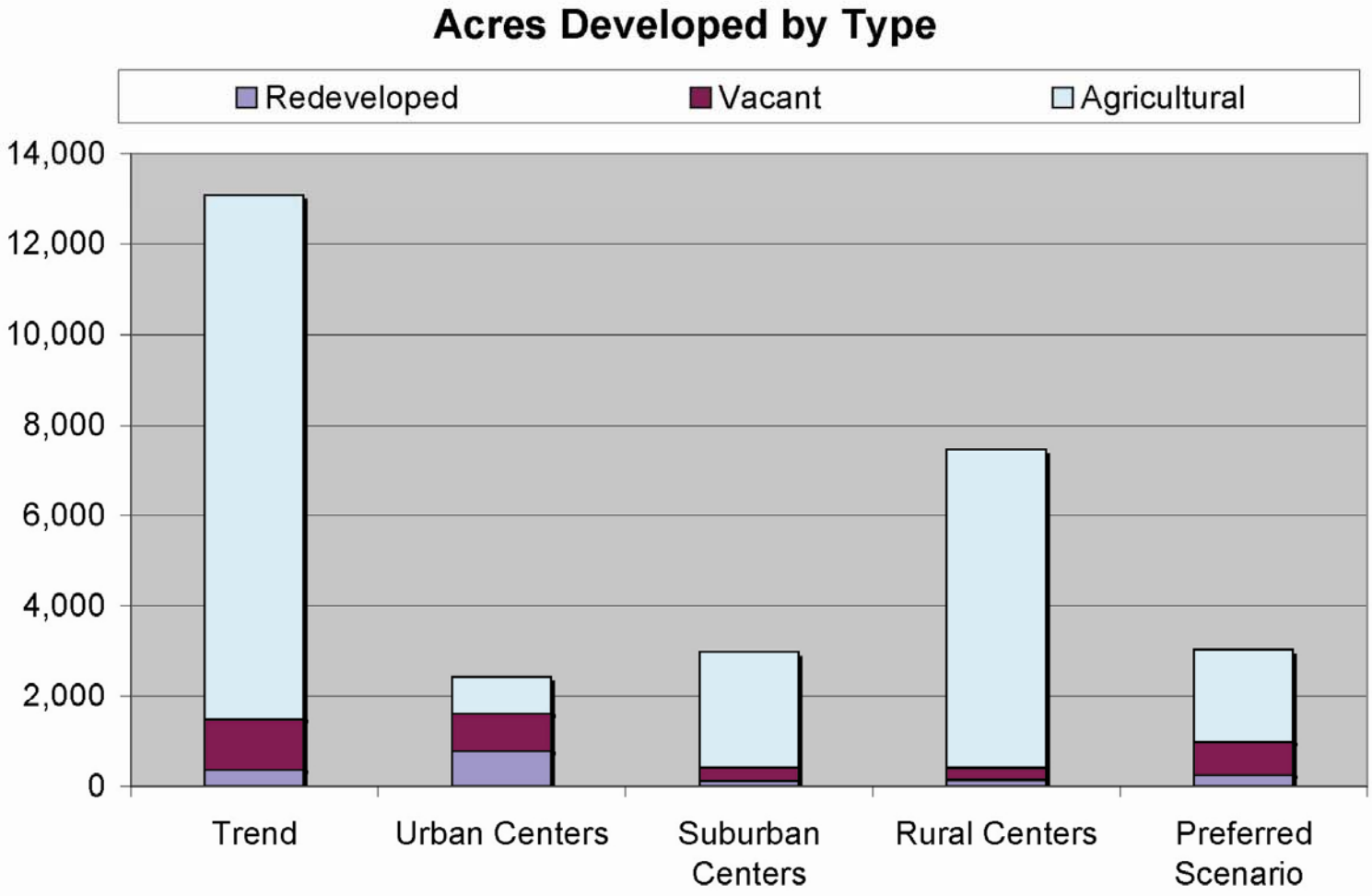


Figure 13. The preferred scenario consumes roughly the same amount of land as the urban and suburban centers and significantly less agricultural land than the trend scenario. Data is based on SPC projections through 2030.

Figure 14 Approximately 35% of new jobs and 20% of new households are concentrated in existing towns or cities under the preferred scenario. Data is based on SPC projections through 2030.

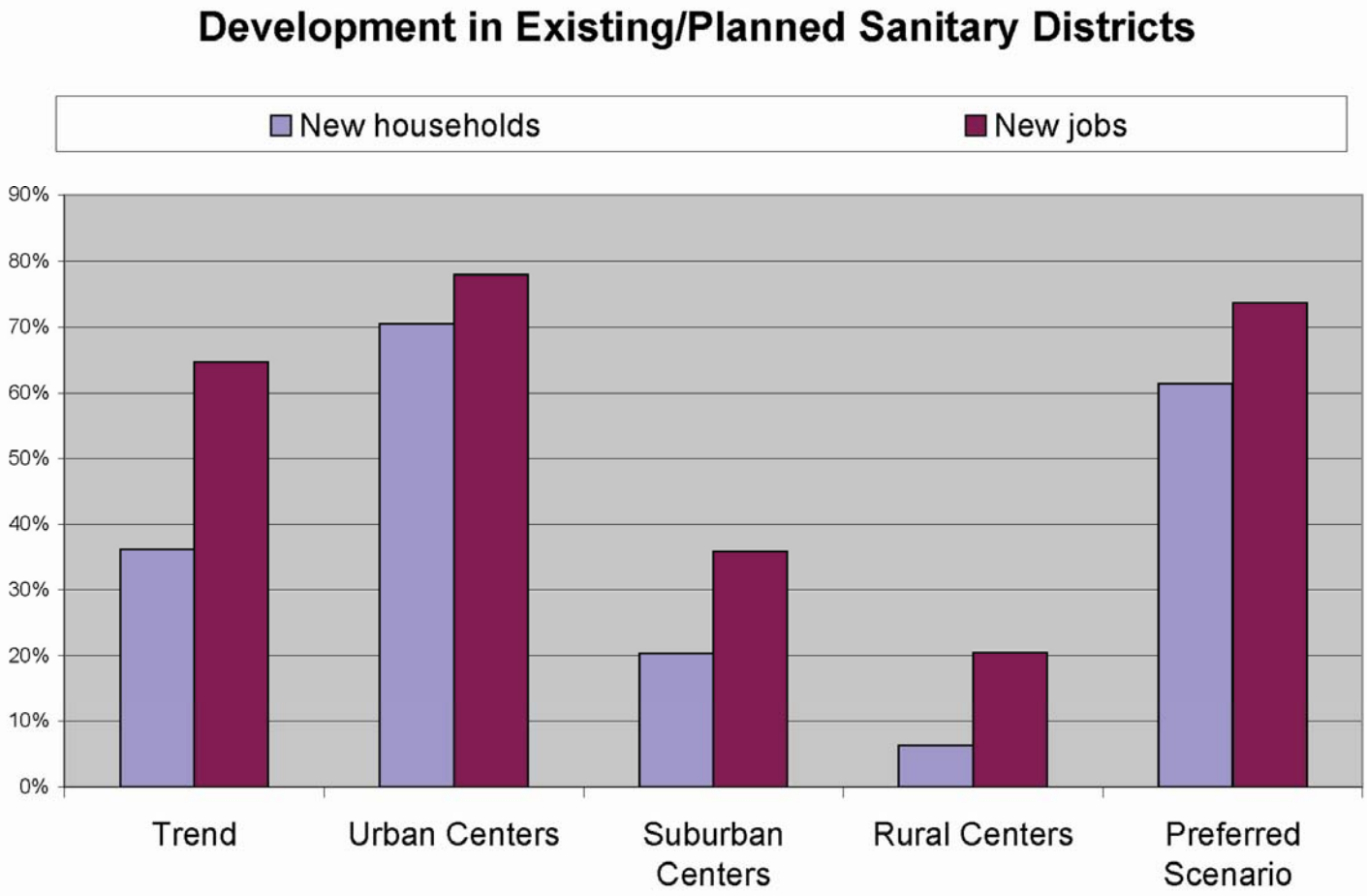


Figure 15 The preferred scenario concentrates approximately 60% of new households and 75% of new jobs in existing or planned sanitary sewer districts. Data is based on SPC projections through 2030.

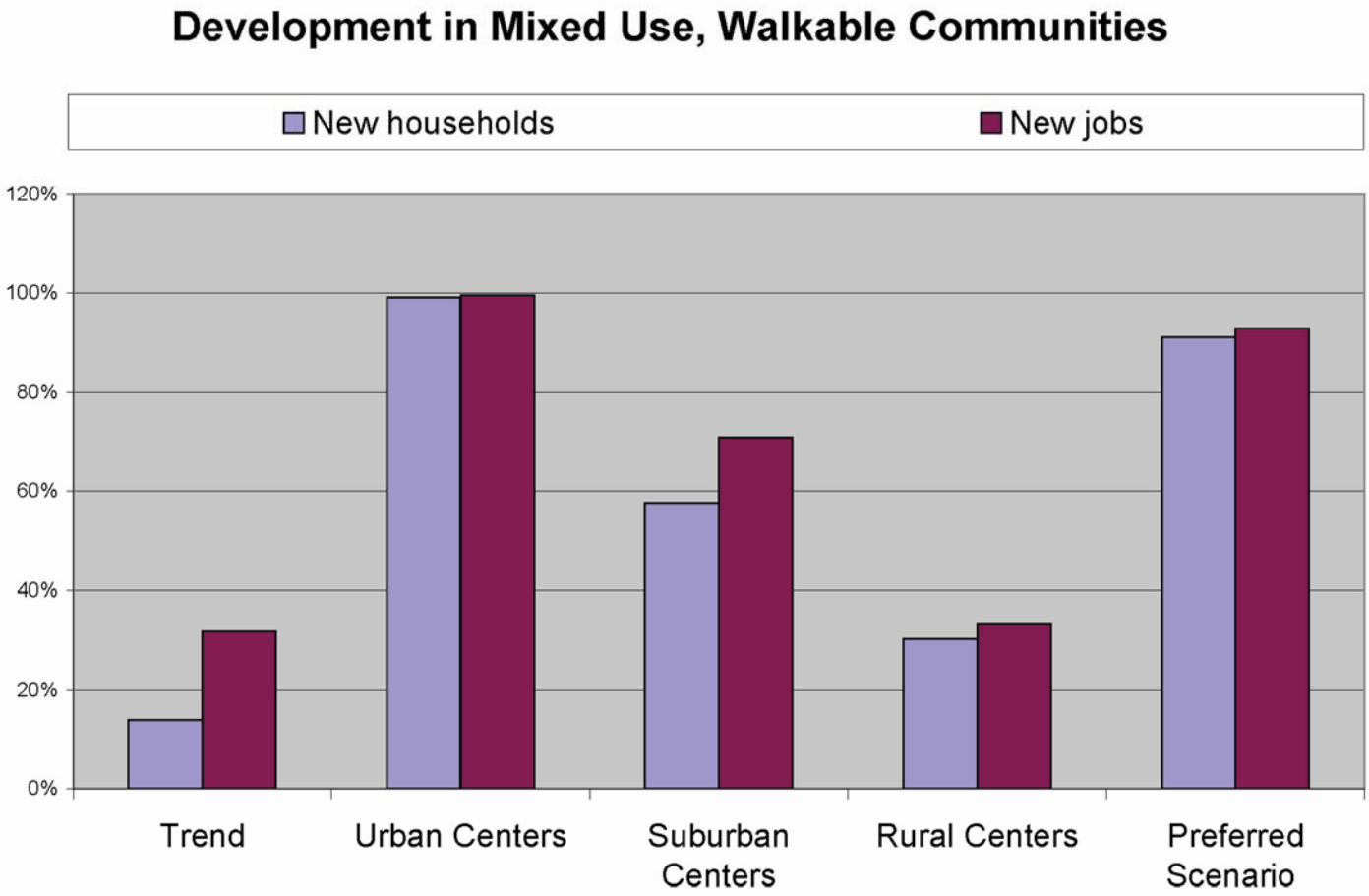


Figure 16. Approximately 95% of new jobs and households are located in mixed use, walkable communities under the preferred scenario. Data is based on SPC projections through 2030.

CLARIFYING THE VISION

Through their participation in the planning process, the residents of the Route 30 corridor communities in Westmoreland County have articulated a vision that represents the values important to redevelopment along the corridor. They have expressed goals of improving the quality of development, increasing accessibility to important destinations within the County, and enhancing walkability through the scale, safety and quality of the transportation network. They have indicated where and how these goals can be achieved through the scenario planning process, balancing 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 Preferred Scenario is the culmination of the vision and serves as basis for this Vision Plan, a critical first step in the development of the Master Plan.

The region's commitment to the Vision Plan for US Route 30 will result in a healthy mix of regional amenities and economic opportunities, such as:

- Vital downtown business, commercial, residential, and arts and entertainment districts;
- Popular venues for visitors who enjoy historic tourism, recreation, and summer agricultural festivals;
- Cutting-edge research and development initiatives anchored by the area's colleges and universities;
- World-class health care facilities easily accessible to community residents; and
- Thriving manufacturing industries centered around the hub of interconnected interstate and state highways.

The story of successful redevelopment and revitalization is an evolving, iterative process involving many players. The Southwestern Planning Commission (SPC), the region's transportation and economic development agency, and the Pennsylvania Department of Transportation (PennDOT) can play an important part in this story by focusing transportation investments on strategically selected pedestrian, transit and greenway improvements during the coming years, while continuing to maintain existing regional roadway and bridge networks. The preferred scenario is consistent with Project Region, the public process led by SPC for the development of the 2035 Transportation and Development Plan for Southwestern Pennsylvania. Local governments can continue to advance policies and programs such as brownfield redevelopment, pedestrian-friendly community design standards, and strategically located development and access. The municipalities can also work together cooperatively to develop a prioritized list of transportation improvements. The University of Pittsburgh at Greensburg can continue to nurture projects and programs that encourage students and faculty to become involved in the community's growth and revitalization through the Smart Growth Partnership. The Smart Growth Partnership can also continue to work with local governments, PennDOT and SPC to develop regional land use and transportation plans

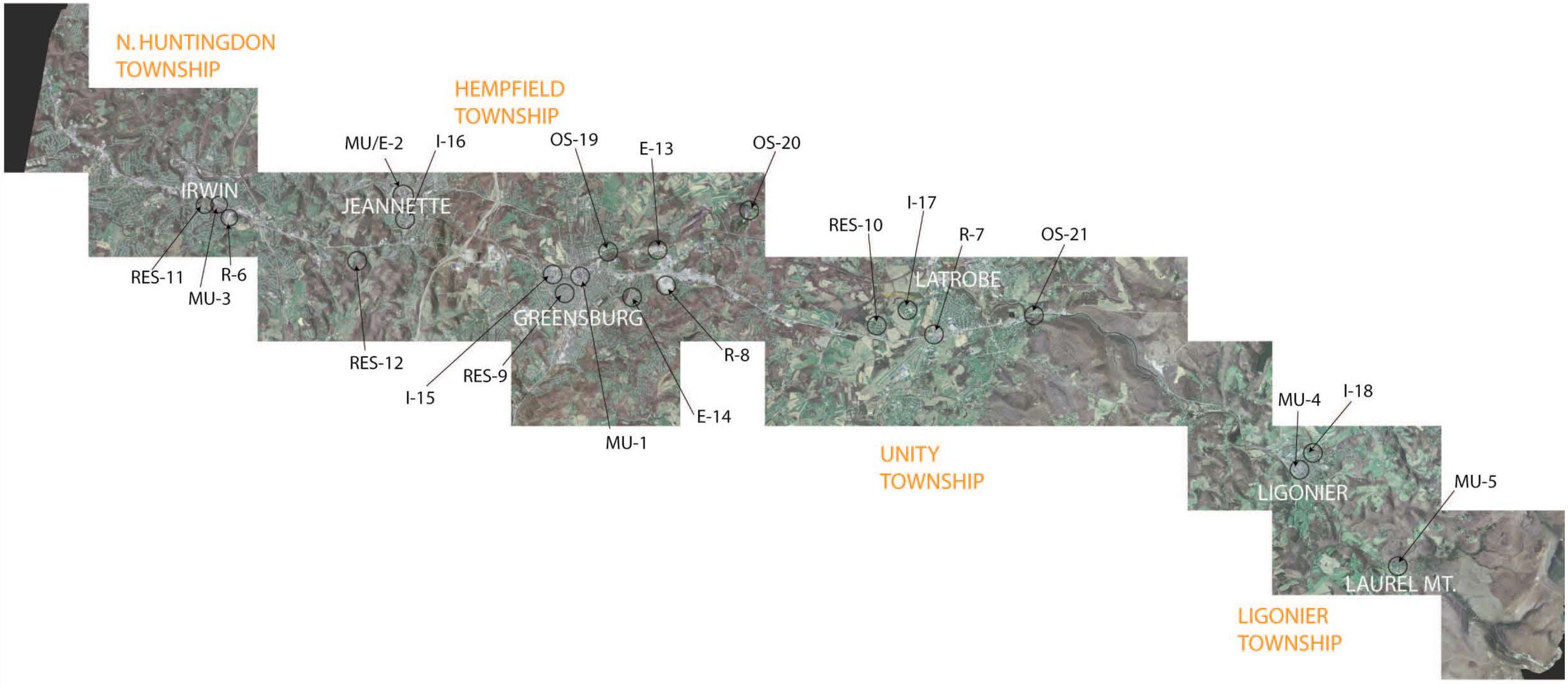
that knit each individual municipality more strongly into the fabric of the larger community. Private developers can continue their vitally important work restoring urban area buildings and introducing new economic engines, becoming increasingly involved with economic development and civic leadership programs.

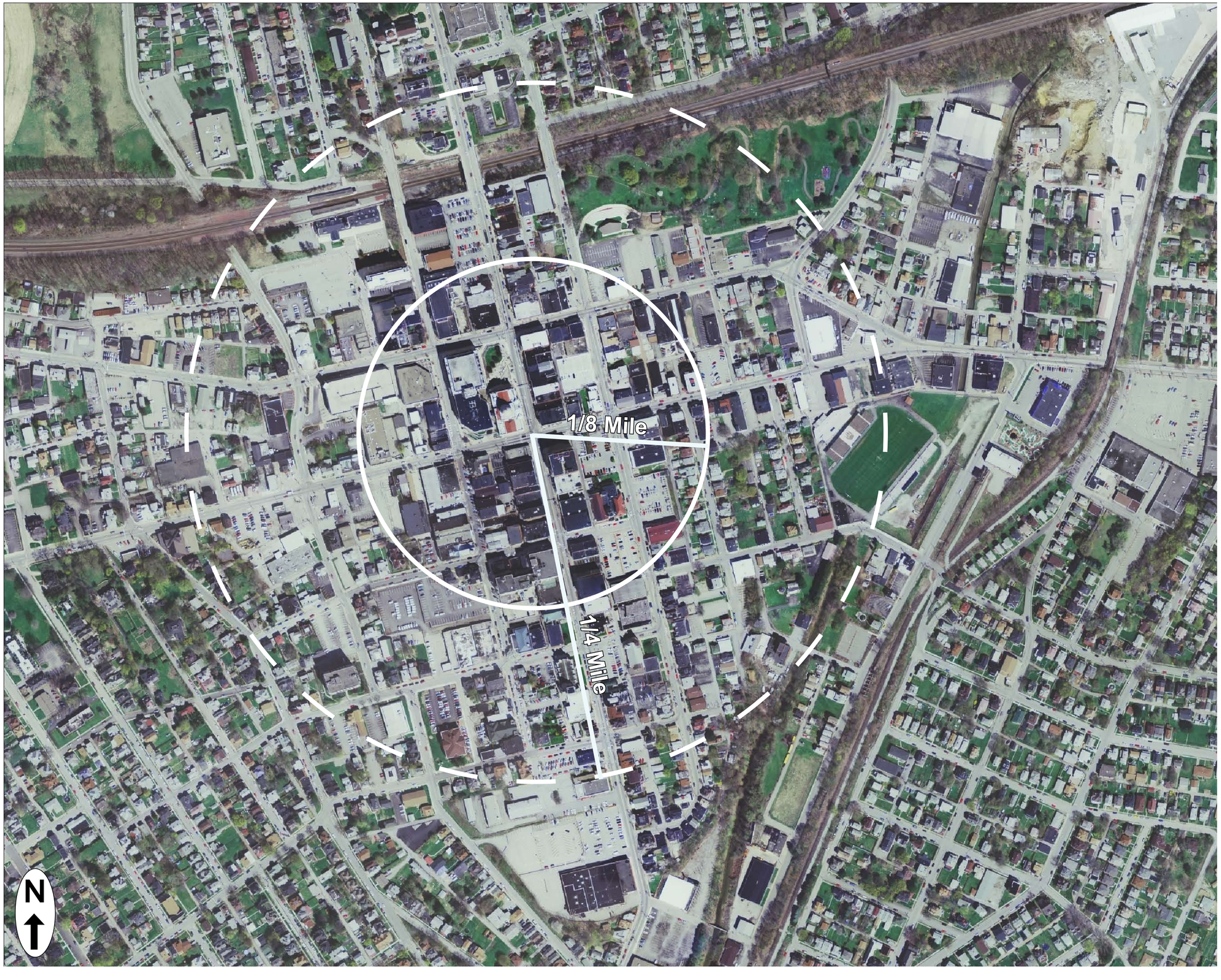
The key to success is a diverse network of people working together toward these shared goals. The community cannot rely on investments from only one major source, be it government or a large private employer. A network of partners focused on a clear mission can effectively leverage resources and coordinate investments. When resources are limited or momentum flags in one sector, partners can create more from other sources. For example, nonprofit foundation grants can be matched by federal funds, doubling the value of both. Private sector companies can contribute toward public transportation or health care services that benefit their employees. And, as part of their mission to encourage physical activity among children or independent living among seniors, public health agencies can target grant funds toward improving pedestrian networks.

The Smart Growth Partnership has been an important catalyst in nurturing such a multi-faceted coalition for this study. A first step in implementing the Vision will be to develop a voluntary coalition that signs on to a Memorandum of Understanding, or an Intergovernmental Cooperation Agreements as specified in Article XI of the Pennsylvania Municipalities Planning Code, and to communicate with all corridor municipalities and key stakeholders. This agreement will form the basis for a voluntary overlay district to be administered individually by each municipality that provides a framework for a consistent approach to the aesthetics, signage, access management, parking, and landscaping along Route 30.

In the coming year, the project team will work with the Community Vision Team and the Route 30 corridor municipalities of Westmoreland County to develop demonstration plans for specific sites along the corridor, showing how the vision could be achieved in both greenfield development areas and redevelopment sites. Preliminary areas identified for the demonstration plans include a new Suburban Community in Unity Township and a Reshaped Suburban Boulevard in North Huntingdon/Irwin. A critical step in this process will be a week long Community Design Charrette to be held October 22-26, 2007 hosted by the Smart Growth Partnership and project team. In addition, the project team will conduct an economic analysis to demonstrate the impacts of corridor development on existing urban areas (Irwin, Jeannette, Greensburg, and Latrobe) and identify key strategies to re-establish urban centers as desirable locations for future growth. The final step of the Master Plan will be the development of an Implementation Toolkit, which will include model development policies, design guidelines, and transportation improvements to be phased in over time.

APPENDIX A. COMMUNITY DESIGN AND TREASURED PLACES





Urban Mixed Use

space for notes

Features

- Walkable main street/downtown
- 5 Star Bike/Rail Trail
- St. Clair Park
- Multi-modal transit center
- Seton Hill University
- Palace Theatre
- Jack's Run
- Courthouse

MU-1 - Greensburg

Urban Mixed-Use/ Employment

space for notes

Features

- Walkable main street
- Mixture of uses
- Brownfield redevelopment

MU/E-2 Jeannette

Suburban Mixed Use

space for notes

Features

- Retail (local and regional)
- Single and multi-family housing
- Recreational fields
- Creek
- Norwin Library (not shown)
- Irwin "I" green triangle

MU-3 Irwin/N. Huntingdon

Rural Mixed Use - Village

space for notes

Features

- Vibrant history town with tourist attractions
- Town square "diamond"
- Fort Ligonier/Museum
- Gridded, interconnected streets
- Open space and river to the SW
- Loyalhanna Gorge

MU-4 Ligonier Borough

Rural Mixed Use - Hamlet

space for notes

Features

- Compact rural village
- Rolling Rock Country Club
- Compass Inn Museum
- Mixed use at center
- Surrounded by open space

MU-5 Laughlintown

Suburban Retail

space for notes

Features

- Retail Center
- Near Interchange 76 of Pennsylvania Turnpike
- New Wal-Mart to be located nearby
- Single family and multi-family housing

R-6 Norwin Hills Plaza, Irwin/
N. Huntingdon

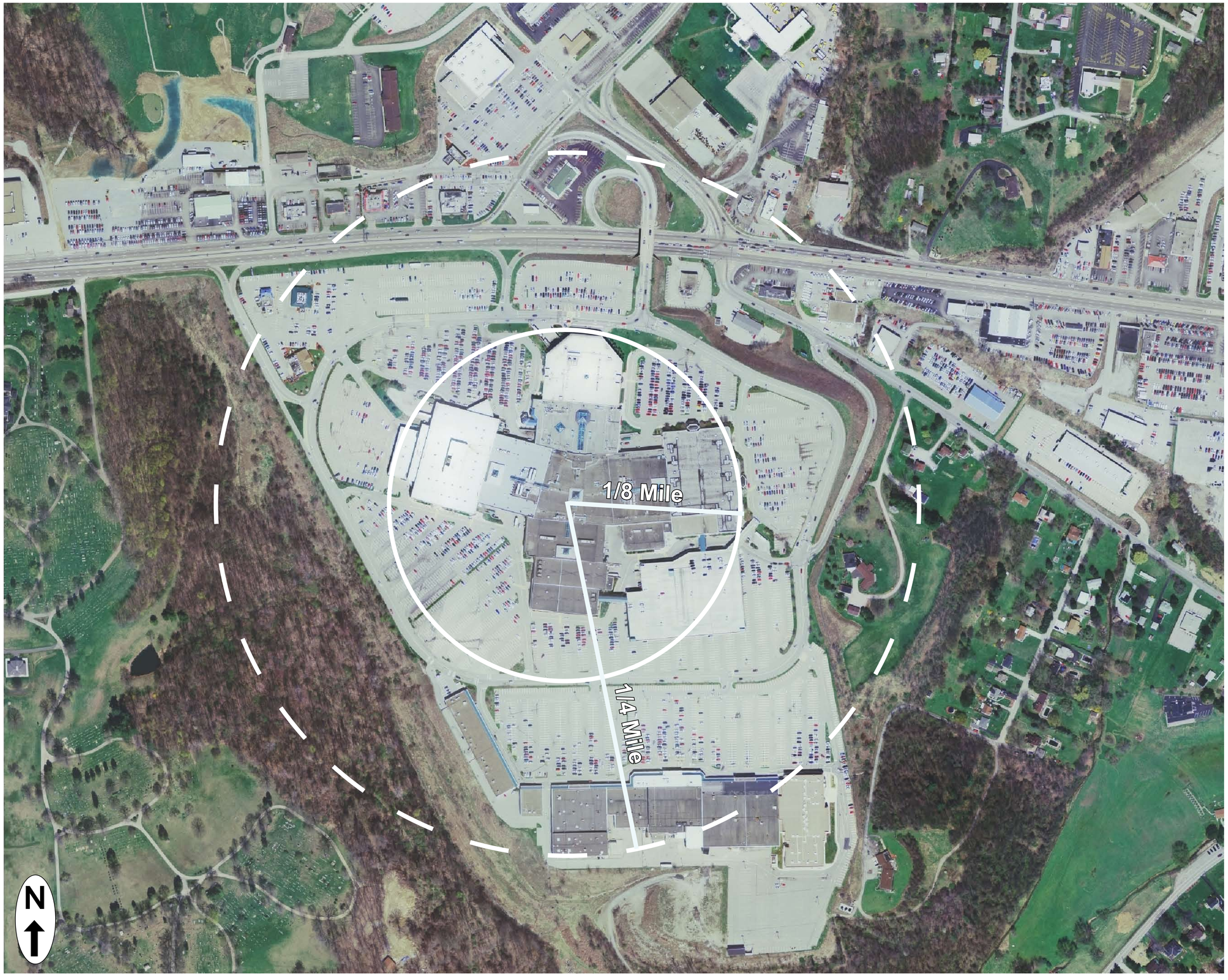
Suburban Retail

space for notes

Features

- Winnie Palmer Nature Reserve
- Retail centers
- Arnold Palmer Regional Airport
- St. Vincent College
- PennDOT 981/Rte 30 intersection upgrade project
- Viewshed: view of the Archabbey Basilica to NW

R-7 Intersection of 30 and 981/
Unity Township



Suburban Retail

space for notes

Features

- Large scale retail center
- Overpass and at-grade intersections
- Cemetery
- Parking garage and lots
- Desire footpaths

R-8 Westmoreland Mall

Urban Residential

space for notes

Features

- Single family housing
- Neighborhood Commercial shops
- 5 Star bike/rail Trail
- City Hall
- Near Greensburg

Suburban Residential

space for notes

Features

- Multi-family and single-family homes
- Walking trails to St. Vincent College
- Recreational facilities
- Surrounded by open space

RES-10 Wimmerton/
Unity Township

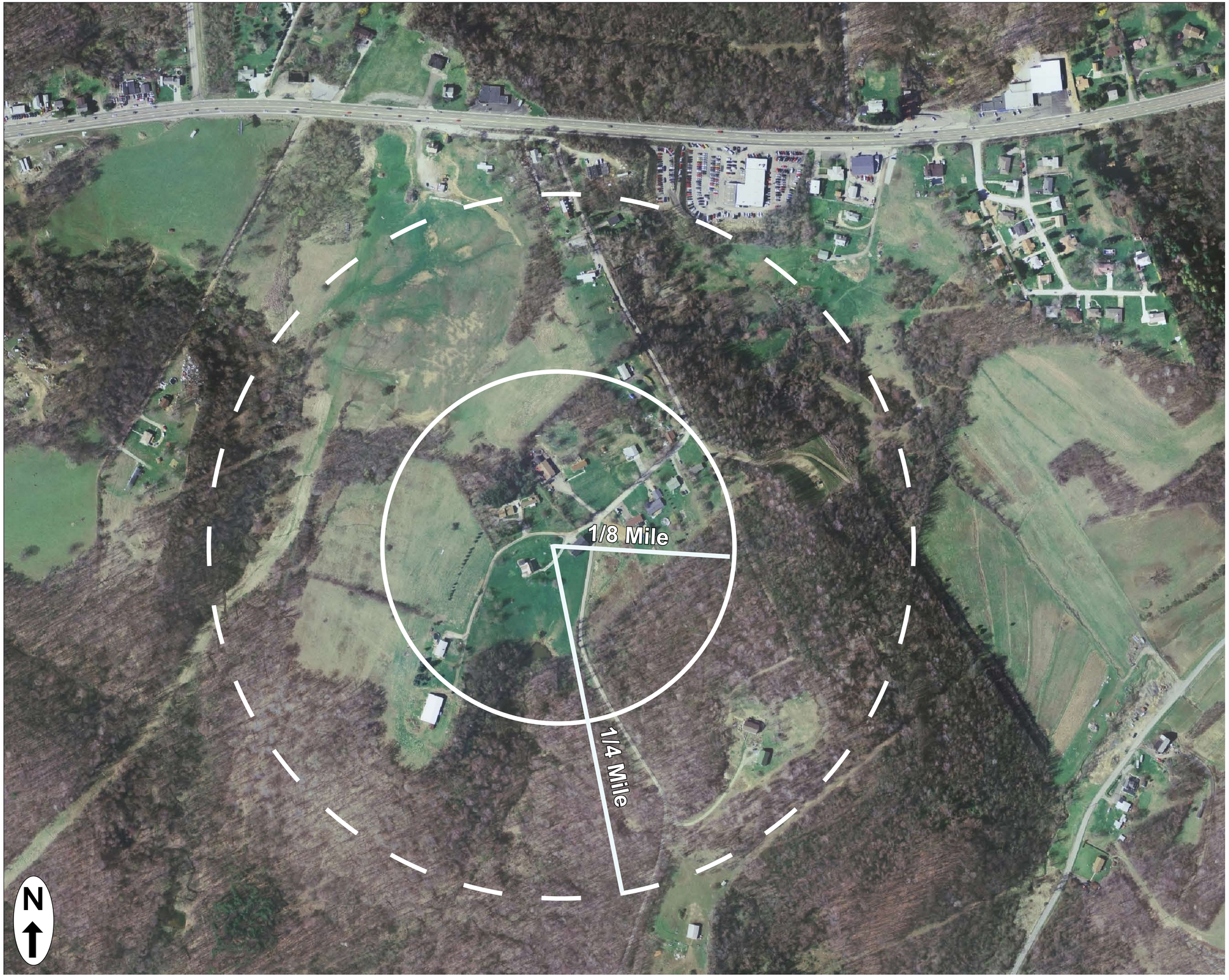
Suburban Residential

space for notes

Features

- Terraced multi-family housing
- Retail
- Single-family housing
- Irwin "I" green triangle

RES-11 Irwin Borough/
N. Huntingdon Township



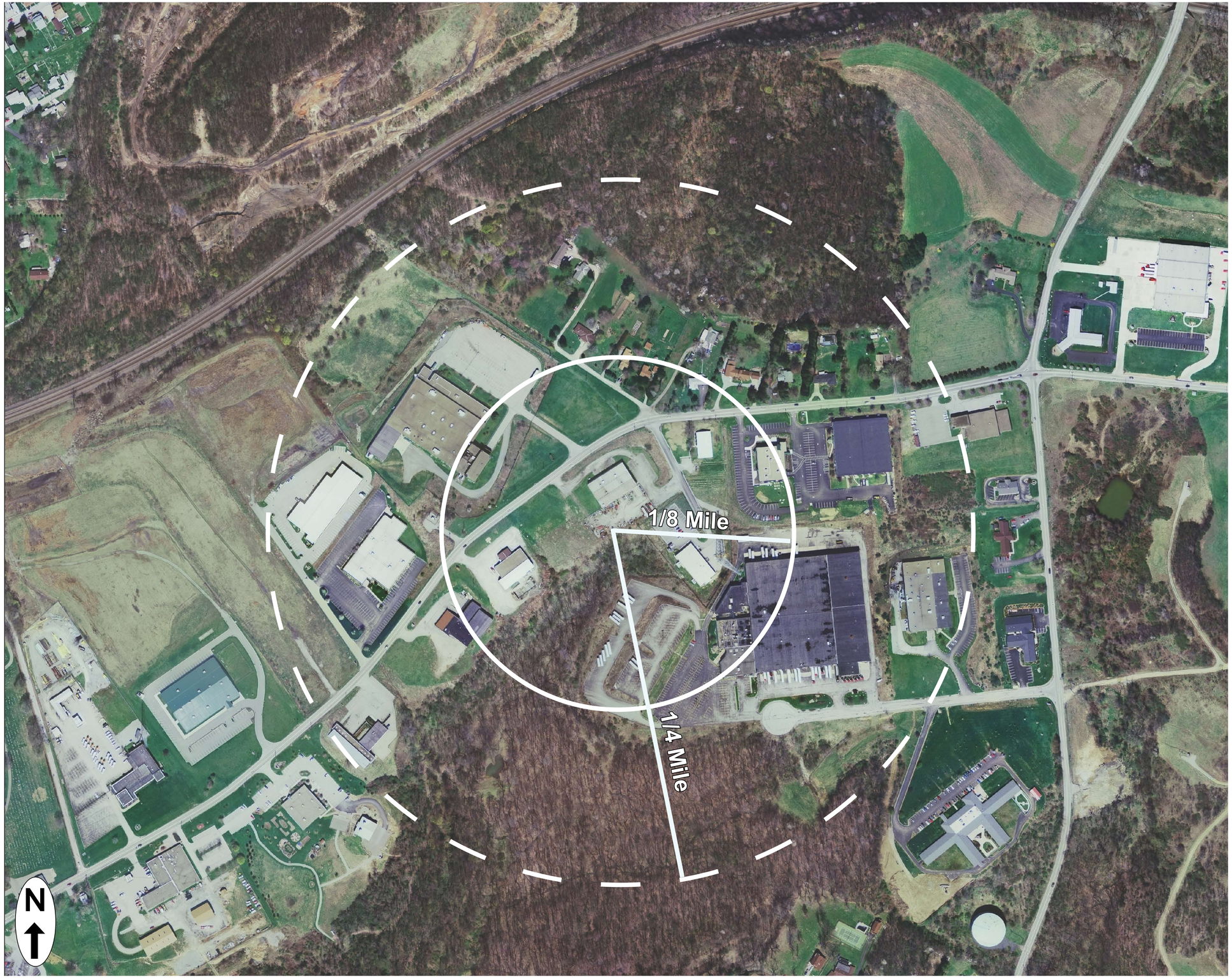
Rural Residential

space for notes

Features

- Subdivision of rural land
- Topographic challenges to development
- Proposing to extend sewer lines to area
- Divided highway along Route 30

RES-12 Hempfield Township
(West of Adamsburg between Irwin and Jeannette)



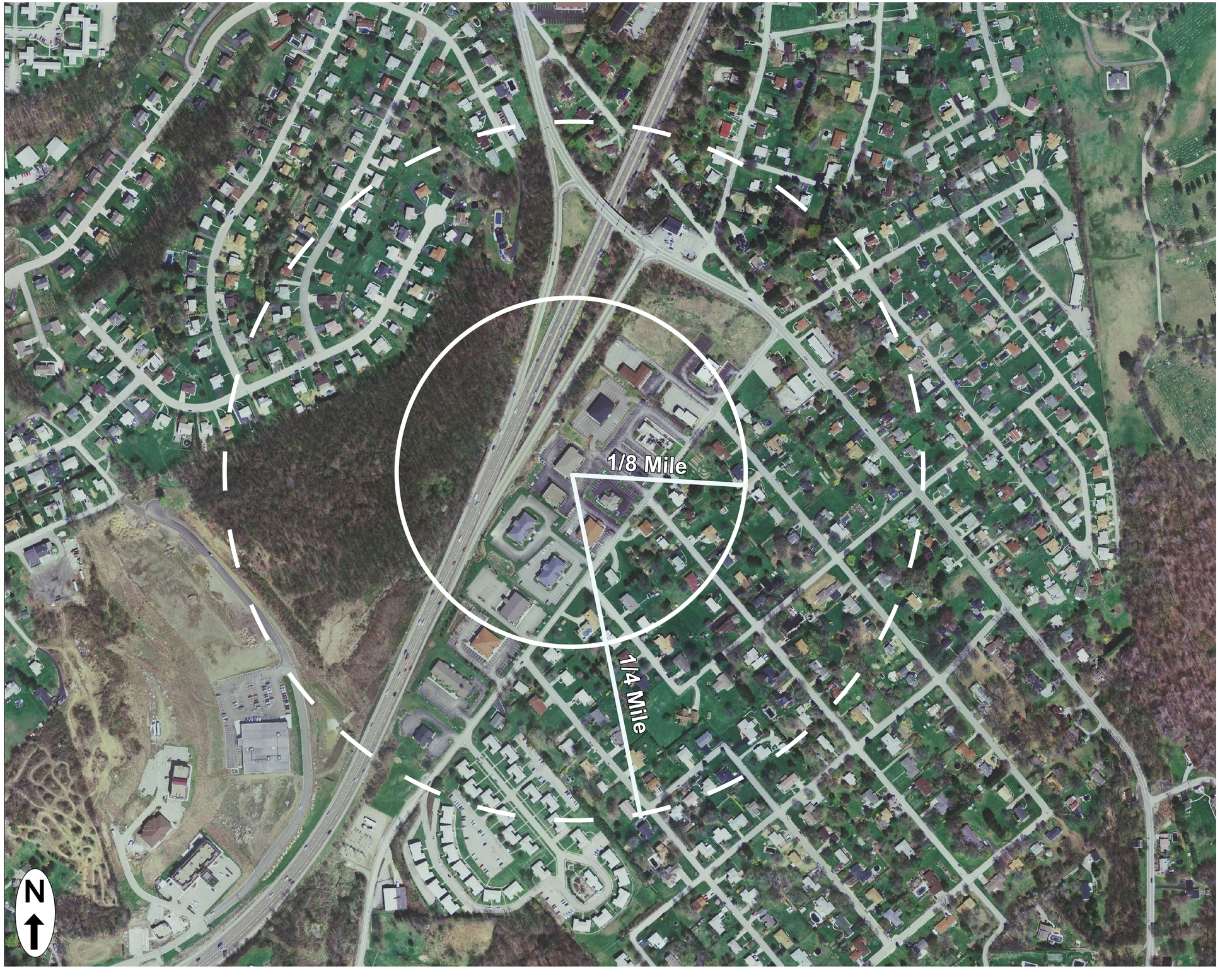
Suburban Employment

space for notes

Features

- Distribution center employment
- Offices and Manufacturing
- Cemetery
- Railroad

E-13 N. of Westmoreland Mall



Suburban Employment

space for notes

Features

- Individual businesses
- Individual driveways and parking lots
- Single and Multi- family residential

E-14 W. of Westmoreland Mall, Pellis Road/Hempfield Township

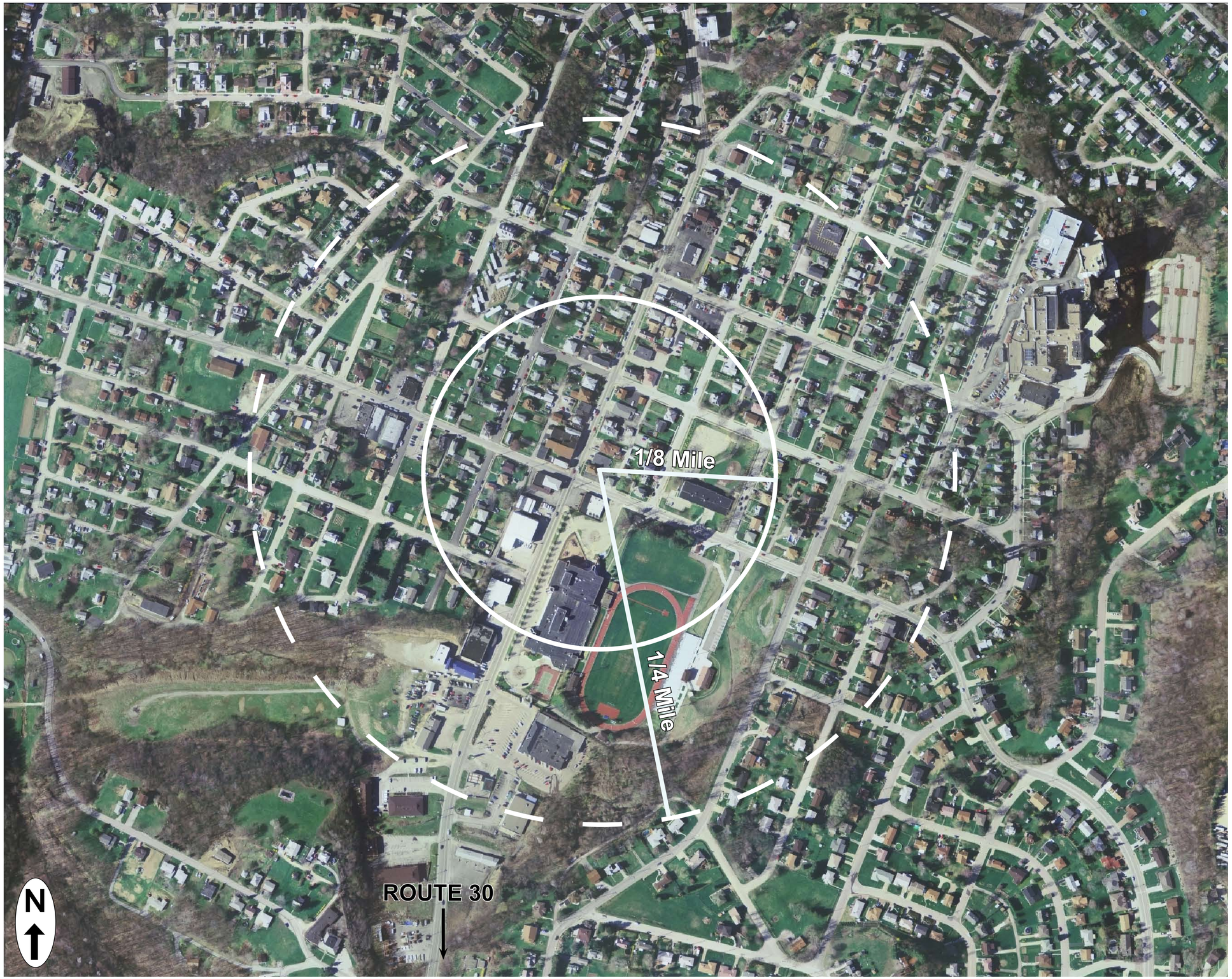
Urban Institutional

space for notes

Features

- Urban hospital: part of the Excela Health System
- Helipad to the North
- Service by transit
- Access to Route 30 Bypass

I-15 Westmoreland Regional Hospital/
City of Greensburg



Urban Institutional

space for notes

Features

- Middle/grade school along a mixed-use urban corridor
- Gridded network of streets
- Residential
- Mercy Jeannette District Hospital

I-16 Lowrey Avenue, Jeannette

Suburban Institutional

space for notes

Features

- Recreation
- Open space
- Passive wetlands for acid mine run-off treatment/Environmental Education
- Walking paths
- Peripheral parking
- St. Vincent Gristmill
- Archabbey Basilica

I-17 St. Vincent College/
Unity Township

Rural Institutional

space for notes

Features

- Recreational facilities
- Single family housing
- Interconnected streets
- Mill Run and open space

I-18 Ligonier Borough and Ligonier Township

Urban Open Space

space for notes

Features

- Indoor and outdoor recreational facilities
- Trailhead for 5 Star Trail
- Creek
- Residential
- US RTE 119
- Office/commercial
- Rail station

OS-19 Lynch Field/
City of Greensburg

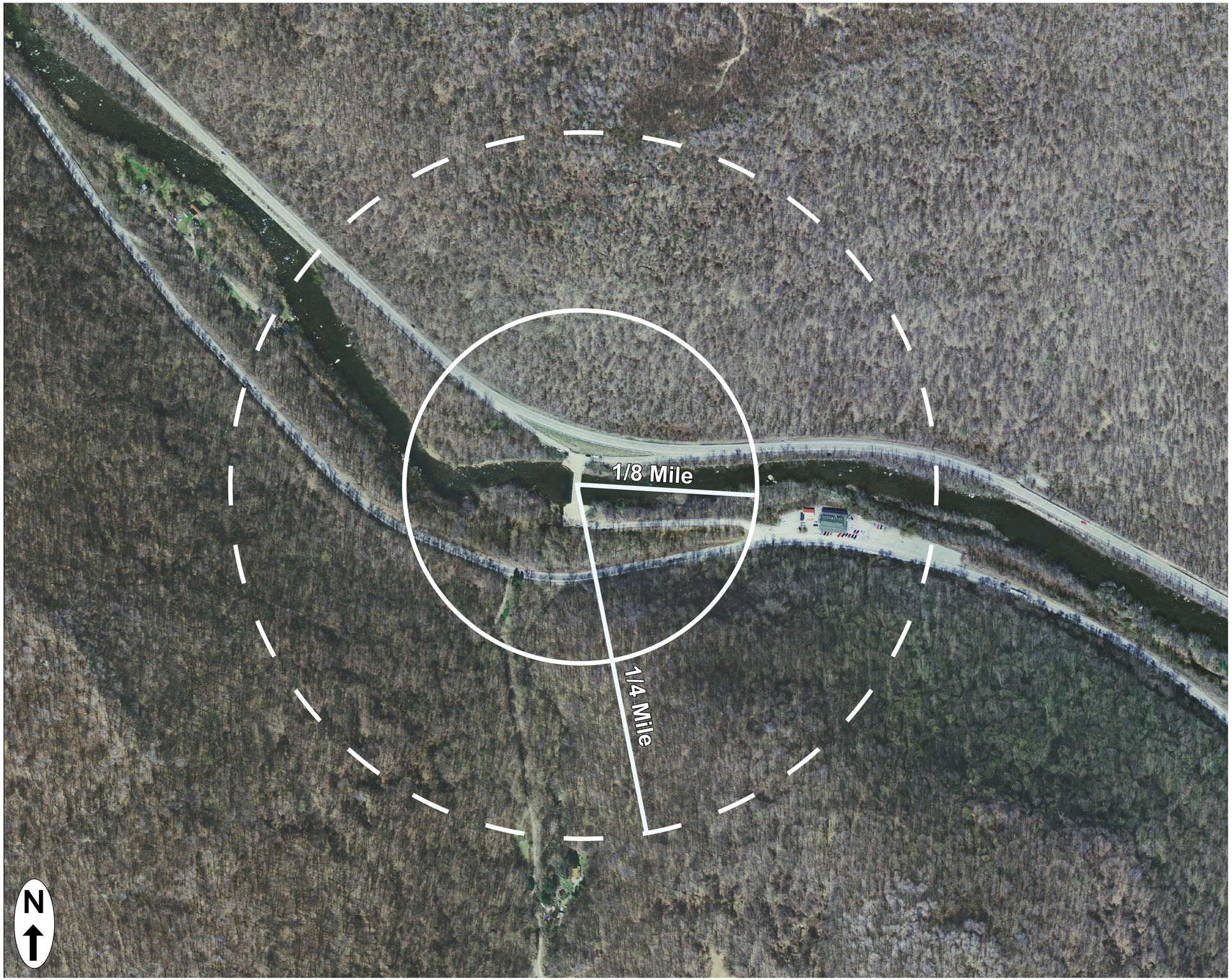
Suburban Open Space

space for notes

Features

- Trails and recreation
- Open space
- Lake
- Parking
- Westmoreland Arts and Heritage Festival
- Twin Lakes Park

OS-20 Twin Lakes/
Hempfield and Unity Townships



Rural Open Space

space for notes

Features

- Greenway
- Open space
- Residential
- The Hollow Tavern

OS-21 Loyalhanna Gorge Greenway/ Ligonier Township

Key Design Principles

APPENDIX A. COMMUNITY DESIG

- Quality:
  - Mixture of use
  - Aesthetics and safety
  - Parks and Recreation
  - Jobs and local amenities

- Accessibility:
  - Number and quality of connections
  - Trip length
  - Parking
  - Alternative transportation

- Walkability :
  - Scale, safety and quality of pedestrian network

Workshop exercise

Marked up community element

EXISTING URBAN MIXED-USE/EMPLOYMENT CENTER – Downtown Jeannette

APPENDIX A. COMMUNITY DESIG

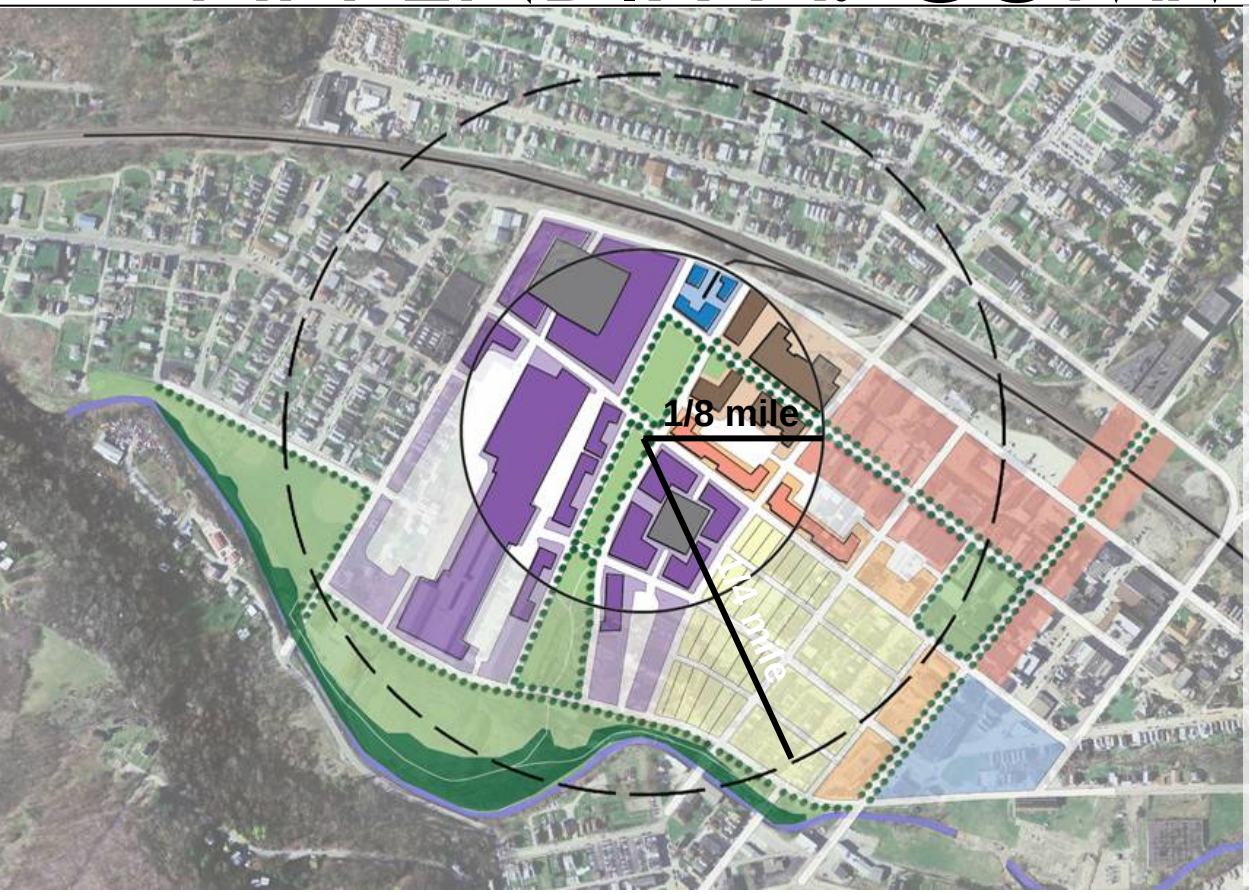
Quality:
Former industrial/employment town with a mixed-use main street; vacant and abandoned buildings/shops are prevalent

Accessibility:
Abandoned rail spur; indirect access to Clay Street

Quality:
Good existing pedestrian-oriented streetscape and network

RENEWED URBAN MIXED-USE/EMPLOYMENT CENTER – Downtown Jeannette

APPENDIX A. COMMUNITY DESIG



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

Accessibility:
Highlight access to Clay Street with street trees; Introduce transit station

Walkability:
Create a network of pedestrian paths, plazas, and parks that link to a new riverfront greenway trail

- SFR
- MFR
- CIVIC/INSTITUTIONAL
- COMMERCIAL
- MIXED USE
- EMPLOYMENT/ INDUSTRIAL

EXISTING SUBURBAN STRIP RETAIL – Norwin Hills Plaza, Irwin

APPENDIX A. COMMUNITY DESIG

Quality:
Auto-oriented retail center

Accessibility:
Parking lot frontage; Limited connections.

Walkability:
Limited walkability from parking lot to stores

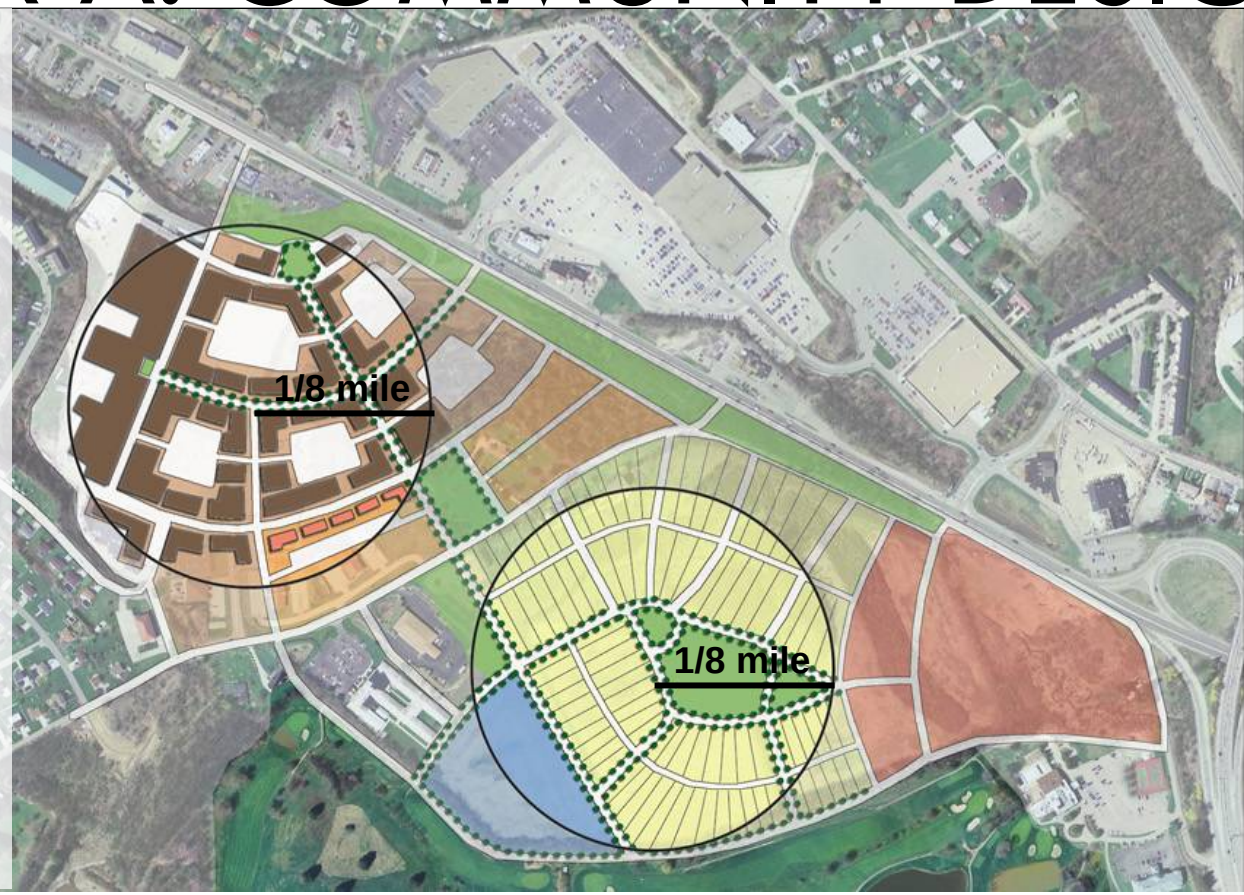
NEW MIXED USE CENTER – Norwin Hills Plaza, Irwin

APPENDIX A. COMMUNITY DESIG

Quality:
Create a new suburban mixed use center, supporting retail with residential development.

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

Walkability:
Support an active pedestrian streetscape and provide connections to new parks/plazas and the golf course



- SFR
- MFR
- CIVIC/INSTITUTIONAL
- COMMERCIAL
- MIXED USE
- EMPLOYMENT/ INDUSTRIAL

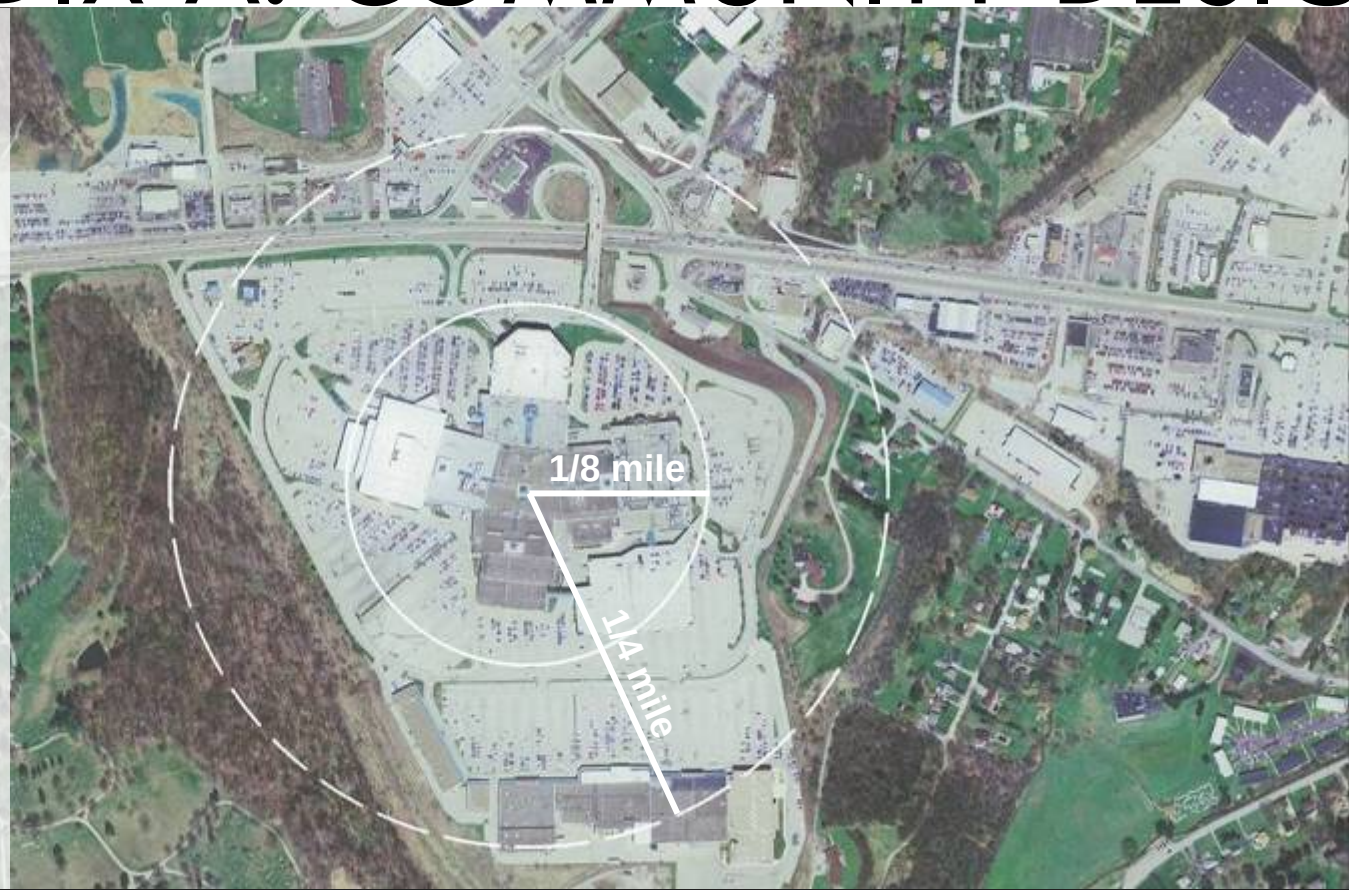
EXISTING SUBURBAN RETAIL CENTER – Westmoreland Mall

APPENDIX A. COMMUNITY DESIG

Quality:
Auto-oriented regional retail development;

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

Walkability:
Interior “main street”



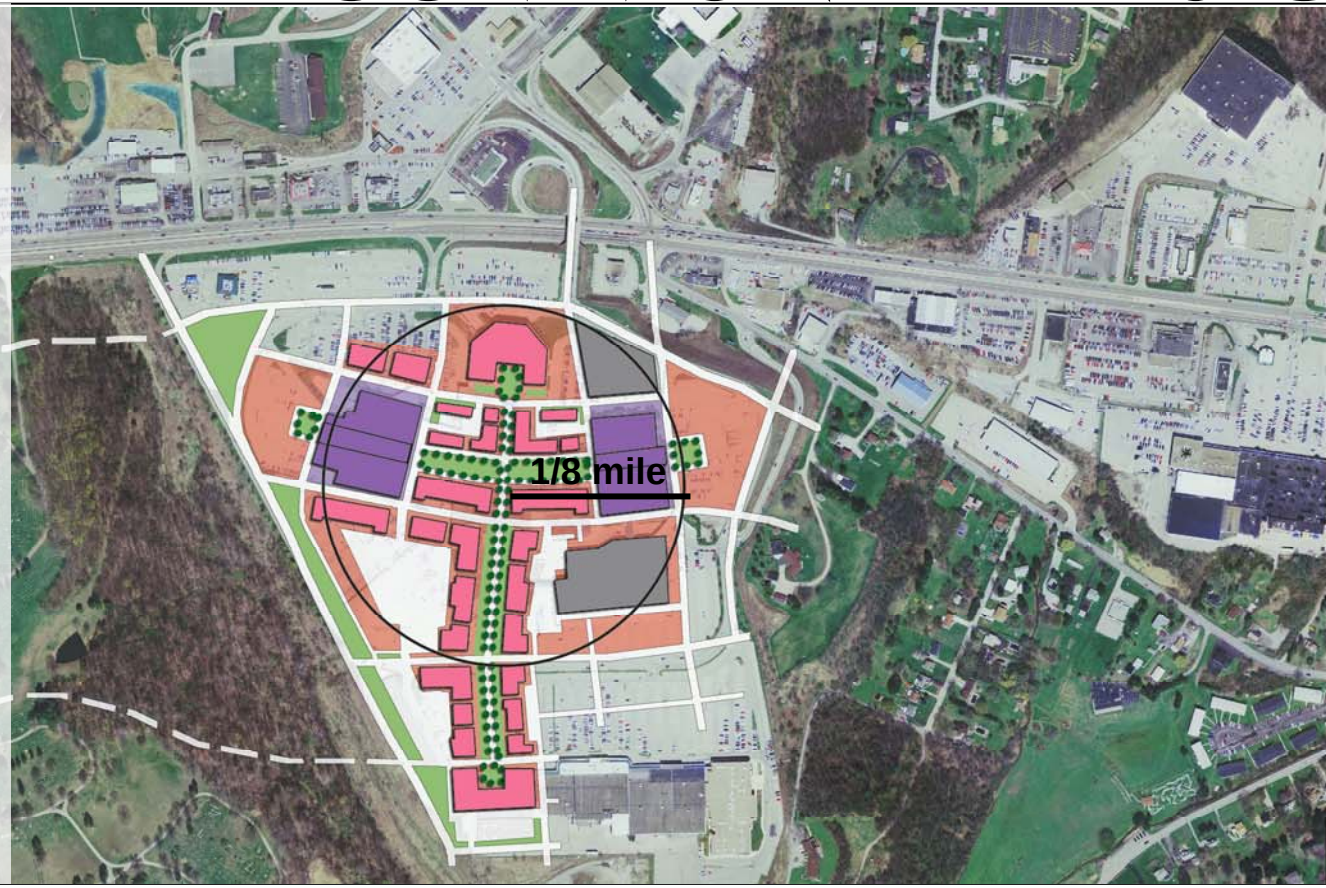
Option 1 - REGIONAL SUBURBAN CENTER – Westmoreland Mall

APPENDIX A. COMMUNITY DESIG

Quality:
Re-develop into an enhanced retail/office center with enhanced pedestrian orientation

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



- SFR
- MFR
- CIVIC/INSTITUTIONAL
- COMMERCIAL
- MIXED USE
- EMPLOYMENT/ INDUSTRIAL

EXISTING SUBURBAN RESIDENTIAL – Wimmerton

APPENDIX A. COMMUNITY DESIG

Quality:
Single and multi-family residential neighborhood with a community recreation center

Accessibility:
Cul-de-sac pattern limits connectivity

Walkability:
Lack of sidewalks, a disconnected network of streets, and lack of pedestrian destinations discourages pedestrian activity

Option 1 – LOCAL MIXED-USE SUBURBAN RESIDENTIAL – Wimmerton

APPENDIX A. COMMUNITY DESIG

Quality:
Incorporate mixed-use to serve the community on a local scale

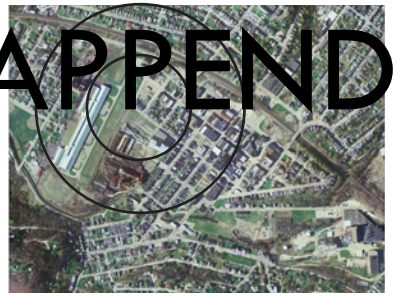
Accessibility:
Improve roadway network and connections.

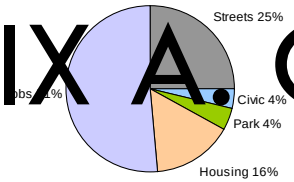
Walkability:
Improve and develop sidewalks and create a greenway network to encourage pedestrian activity

SFR
MFR
CIVIC/INSTITUTIONAL
COMMERCIAL
MIXED USE
EMPLOYMENT/ INDUSTRIAL

APPENDIX A. COMMUNITY DESIGN A

urban mixed use

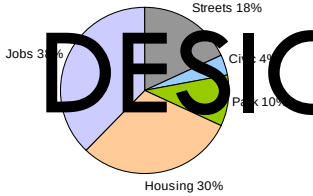




@10 net dwelling units/acre

@33 jobs/acre

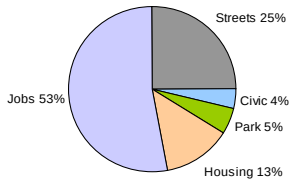
suburban mixed use



@6 dwelling units/acre

@7 jobs/acre

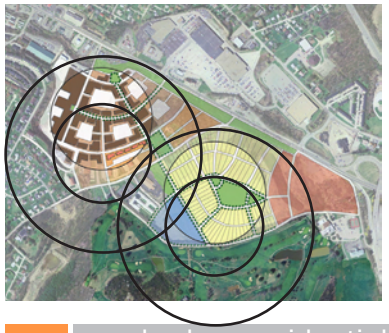
urban mixed use optimized

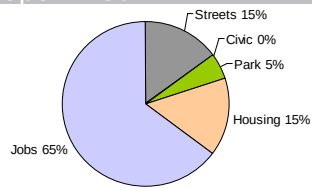


@10 dwelling units/acre

@40 jobs/acre

suburban mixed use optimized

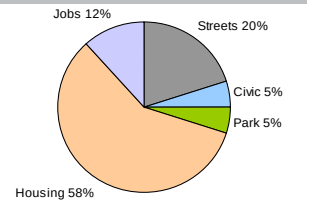




@5 dwelling units/acre

@21.5 jobs/acre

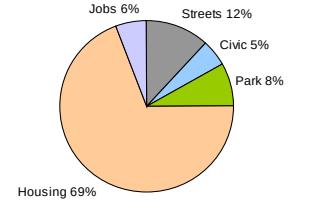
urban residential



@7 dwelling units/acre

@1.5 jobs/acre

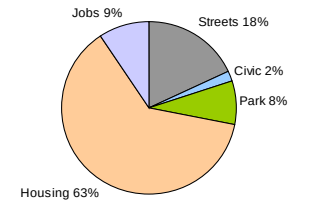
suburban residential



@4 dwelling units/acre

@ .5 jobs/acre

suburban residential optimized



@5 dwelling units/acre

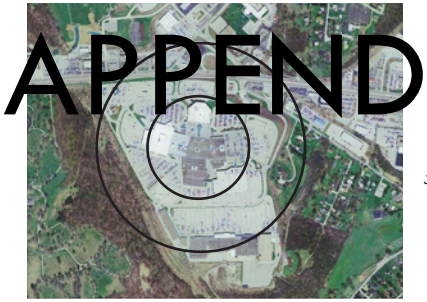
@1 job/acre

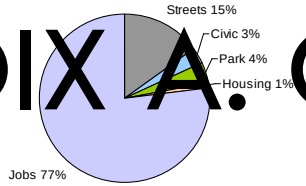
legend

- mixed use
- commercial
- civic/institutional
- employment/industrial
- single family residential
- multi-family residential
- park/open space
- inner circle = 1/8 mile radius
- outer circle = 1/4 mile radius (5 min. walk)

APPENDIX A. COMMUNITY DESIGN A

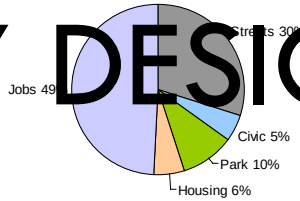
suburban retail





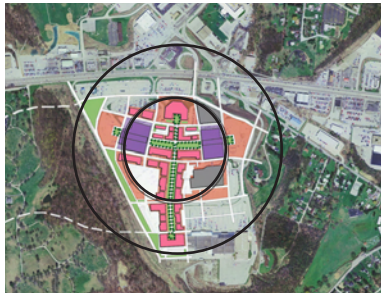
@ .5 dwelling units/acre
@16.5 jobs/acre

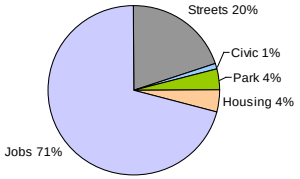
employment institutional



@1.5 dwelling units/acre
@11 jobs

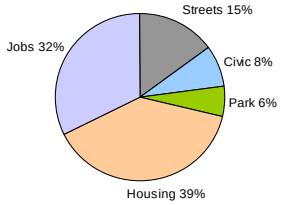
suburban retail optimized





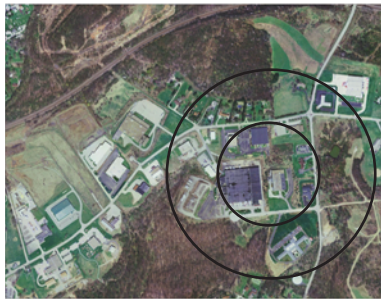
@1.5 dwelling units/acre
@26 jobs/acre

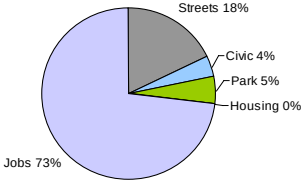
rural mixed use village



@5 dwelling units/acre
@4 jobs/acre

suburban office

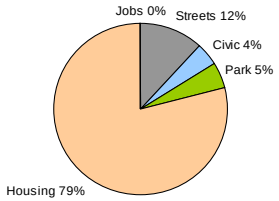




@ 0 dwelling units/acre

@37 jobs/acre

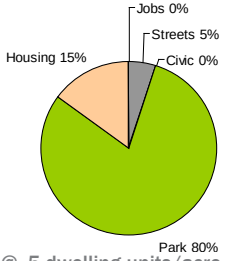
rural residential



@ .5 dwelling units/acre

@ 0 jobs/acre

rural cluster



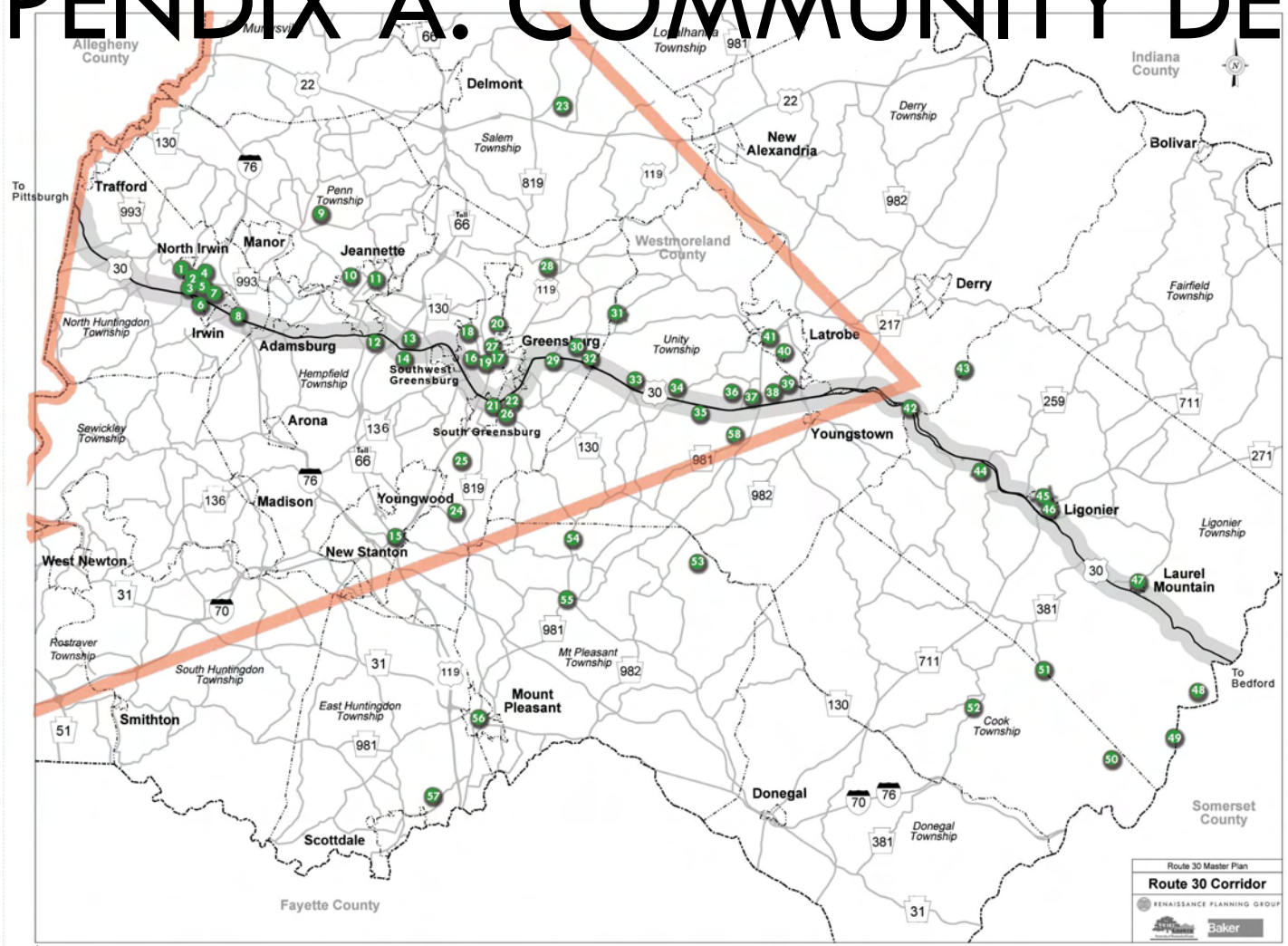
@ .5 dwelling units/acre

@ 0 jobs/acre

legend

- mixed use
- commercial
- civic/institutional
- employment/industrial
- single family residential
- multi-family residential
- park/open space
- inner circle = 1/8 mile radius
  outer circle = 1/4 mile radius (5 min. walk)

APPENDIX A. COMMUNITY DESIGN A



* The triangular shape is the development triangle as delineated in the Westmoreland County Comprehensive Plan.

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

1. Lamp Theater
2. Thompson Building - Westmoreland Cultural Trust
3. John Irwin House
4. Covenant Hall (Performing Arts)
5. Bike-Pedestrian Tunnel (Proposed)
6. Norwin Library
7. Scull House
8. End of the PA Turnpike 1940
9. Bushy Run Battlefield
10. Dimension X (1925 Water Authority/WWII memorial site)
11. Jeannette Nest
12. Delallo's
13. Mag Port (Proposed)
14. MAWC office
15. New Stanton
16. The Palace Theater
17. Westmoreland Museum of American Art
18. Seton Hill University
19. Downtown Greensburg
20. Tremont
21. South Greensburg Borough
22. Mount Pleasant Road Area
23. Wolf Lake Farm
24. Cherry Creek Golf Course
25. Five Star Trail
26. University of Pittsburgh at Greensburg
27. St. Clair Park
28. Old Hannastown
29. The Westmoreland Mall
30. Anne Rudd Saxman Nature Park
31. Twin Lakes
32. Innovative Park
33. Frye Farm
34. Trent Estate
35. St. Xavier
36. Saint Vincent College
37. Winnie Palmer Nature Reserve
38. Lawson Heights
39. Property Across from Drive-In Movie Theater
40. Latrobe
41. Legion Keener Park
42. Lincoln Highway along Loyalhanna Gorge
43. Chestnut Ridge
44. Idlewild Park
45. Ligonier
46. Fort Ligonier
47. Laurel Mountain
48. Laurel Mountain State Park
49. Laurel Ridge
50. Forbes State Forest
51. Linn Run State Park
52. Powdermill Nature Reserve
53. Friendship Farm
54. Westmoreland County Fairgrounds
55. Norvelt
56. Mount Pleasant
57. West Overton Village
58. Arnold Palmer Regional Airport

APPENDIX B. DOT MAP GAME RESULTS

How might we balance the density, design, and type of growth along the US Route 30 corridor in ways that support economic vitality, preserve environmental quality, and move traffic safely? And what are the implications of different growth patterns on the ability of each municipality to maintain high quality public services?

Participants discussed these questions and more at the second community workshop on January 18, 2007 at the University of Pittsburgh at Greensburg. Through gaming exercises and lively dialogue, participants brainstormed possible growth scenarios, and talked about land use and transportation strategies that could help achieve the best blend of development and preservation in the years to come.

Through a hands-on mapping exercise, participants created ideal development scenarios based on one of three goals: Vibrant Cities and Towns, Healthy Suburban Communities, or Thriving Rural Areas. Using colored dots to represent additional jobs (red dots) and housing (blue dots), participants identified places and potential transportation improvements that would support a bright future. Some key priorities emerged from this exercise including:

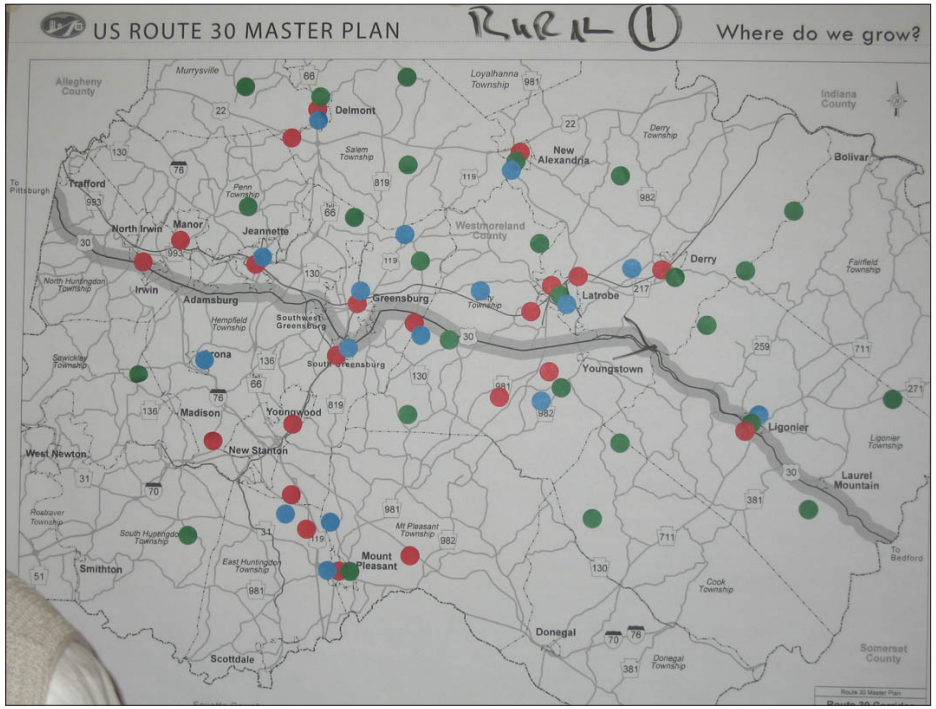
- Optimize existing infrastructure
- Redevelop existing communities
- Use transportation to spur desired development

The study team will use these ideas to generate development scenarios along the Route 30 corridor. A summary of each group's work is found on the following pages.

One group chose not to place dots on their map (map not shown) and felt strongly that government should not plan where development should occur. This is reflective of a limited government and property rights view held strongly by some in Westmoreland County. They, like other groups, shared their views with others in the oral presentation. Additional ideas and comments presented at the meeting included concerns about eminent domain and private property rights, taxation, and the impacts of limited access highways on economic development.

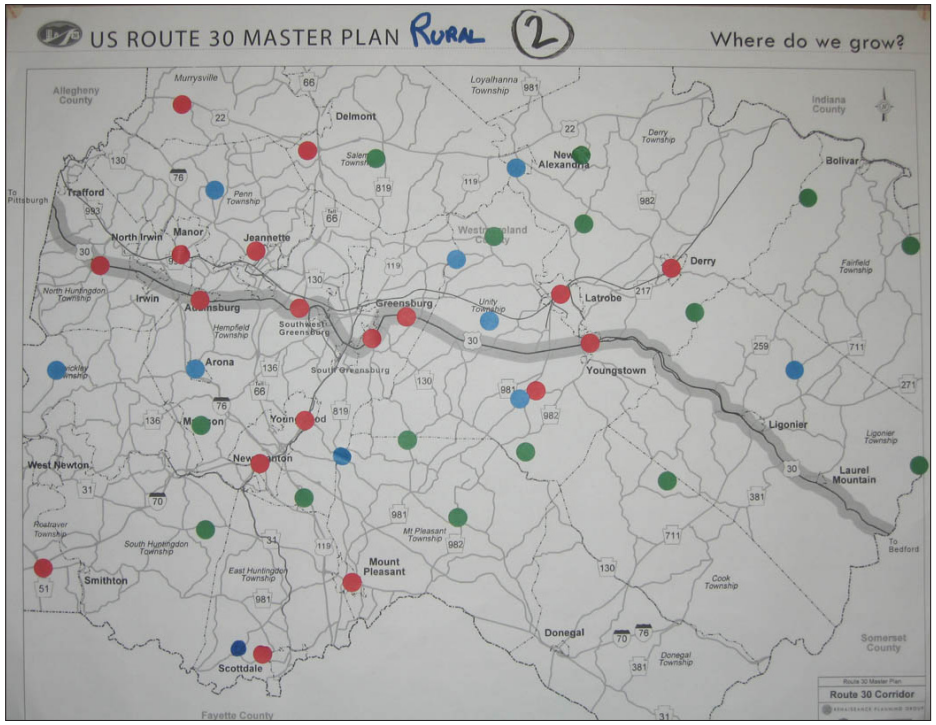
Thriving Rural Areas – Group 1

This group discussed the importance of attracting jobs, housing, and green space to older, urban areas to make them more attractive places to live. By creating vibrant urban centers, the group found they could also achieve the goal of creating thriving rural areas. Their approach in the rural areas was to focus on preserving bands of green that have important ecological or agricultural functions. Overall the group wanted to pull traffic off Route 30, with more feeder roads linking to connector roads along Route 30. They also identified job centers along the PA Turnpike, Toll 66, and Route 119, including the proposed Ethanol Plant in the Sony Industrial Park.



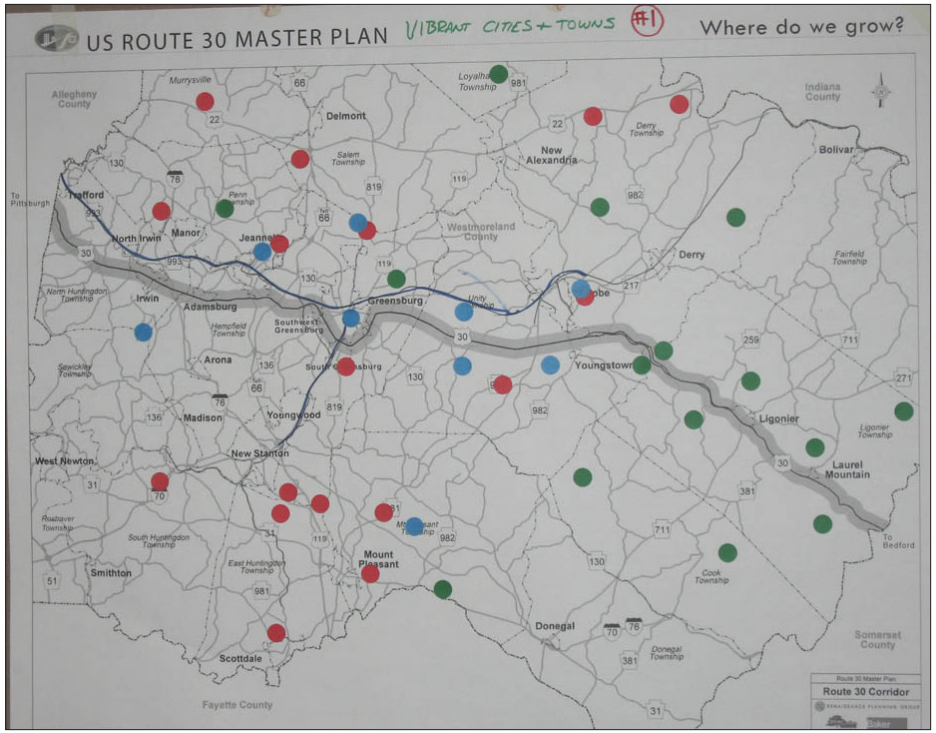
Thriving Rural Areas – Group 2

This group focused on clustering jobs and housing within "commutable distances" of Route 30 to preserve the rural areas. With jobs concentrated along Route 30, 119, and 22, the group identified Arona, Herminie, Unity, Latrobe, and Penn Township (among others) as logical places to add new housing. They also suggested maintaining green areas around Arona and Madison.



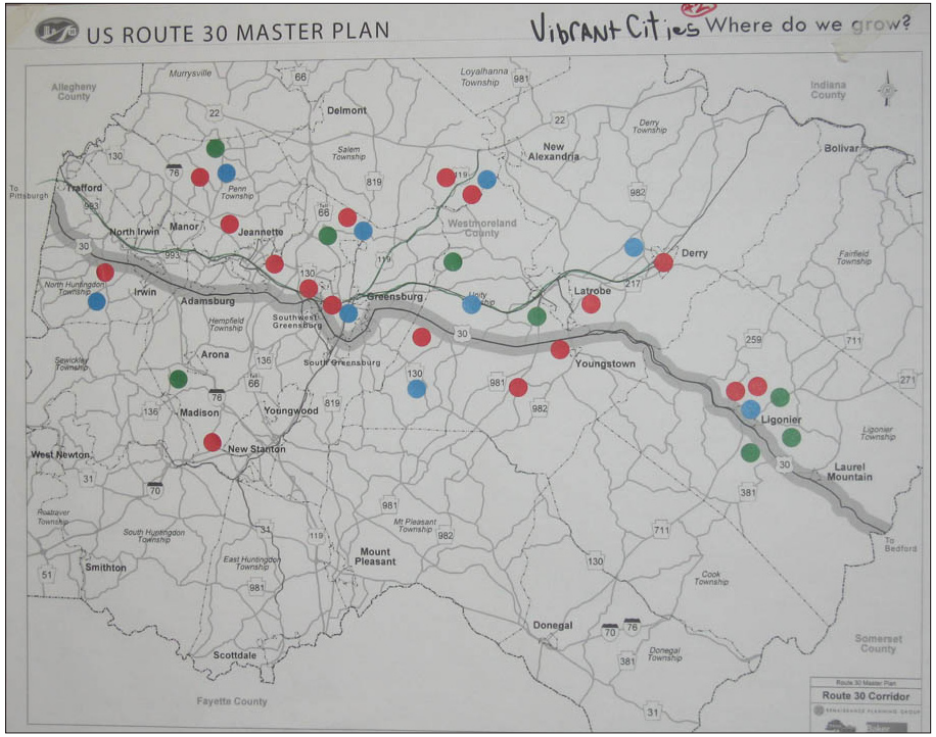
Vibrant Cities – Group 1

This group focused new housing and jobs on areas that are partially developed and identified areas where existing uses could be expanded. This approach created numerous smaller cities, with jobs clustered along the Norfolk Southern rail corridor and Route 30. Specifically, they identified new jobs in Mount Pleasant, Greensburg, Jeannette, Latrobe around the airport, Unity Township, the Route 30 corridor, and New Stanton. The group felt that additional housing should be located in Salem, Derry, Greensburg, New Stanton, Delmont (particularly if Westinghouse facility goes through), and the Mt Pleasant area (because of existing transportation infrastructure). They suggested maintaining green space in the eastern end of the County, and around the Loyalhanna Reservoir. The group discussed improving areas around the corridor where basic transportation infrastructure could be bolstered. They also proposed a commuter rail service using the Norfolk Southern railroad infrastructure between Greensburg and Pittsburgh, as well as park and ride lots in areas such as Latrobe and Jeannette.



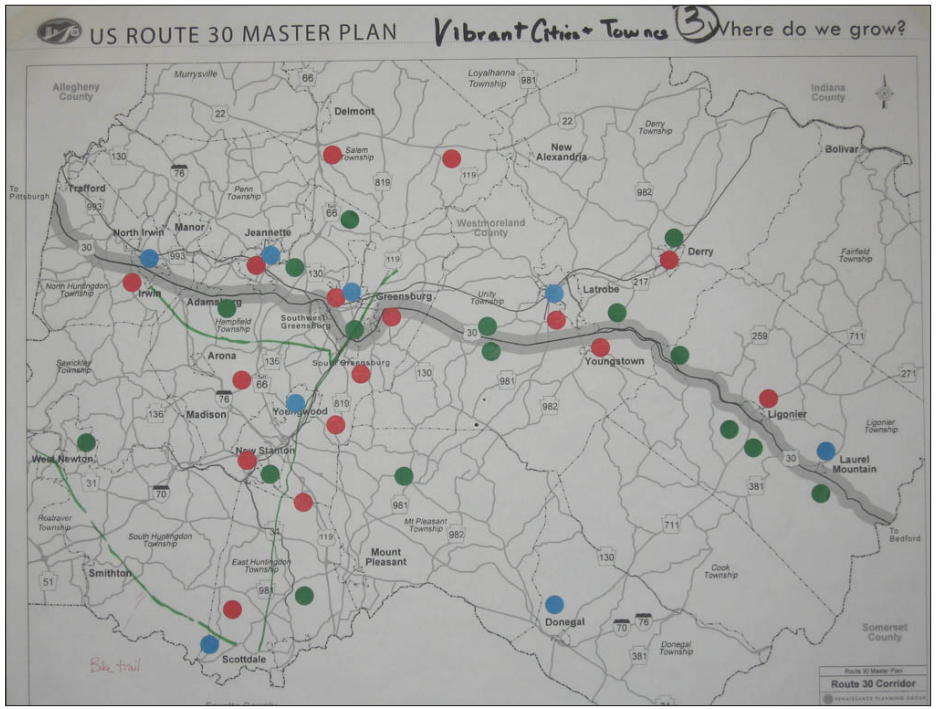
Vibrant Cities – Group 2

This group focused on placing new housing and jobs in areas that would bring life back to Greensburg, Latrobe and Jeannette. Specifically, they identified new employment in existing urban areas with some expansion in Latrobe (981/30) and along Route 22. The group also discussed a light rail system along the existing Norfolk Southern railroad that would connect Derry to Pittsburgh.



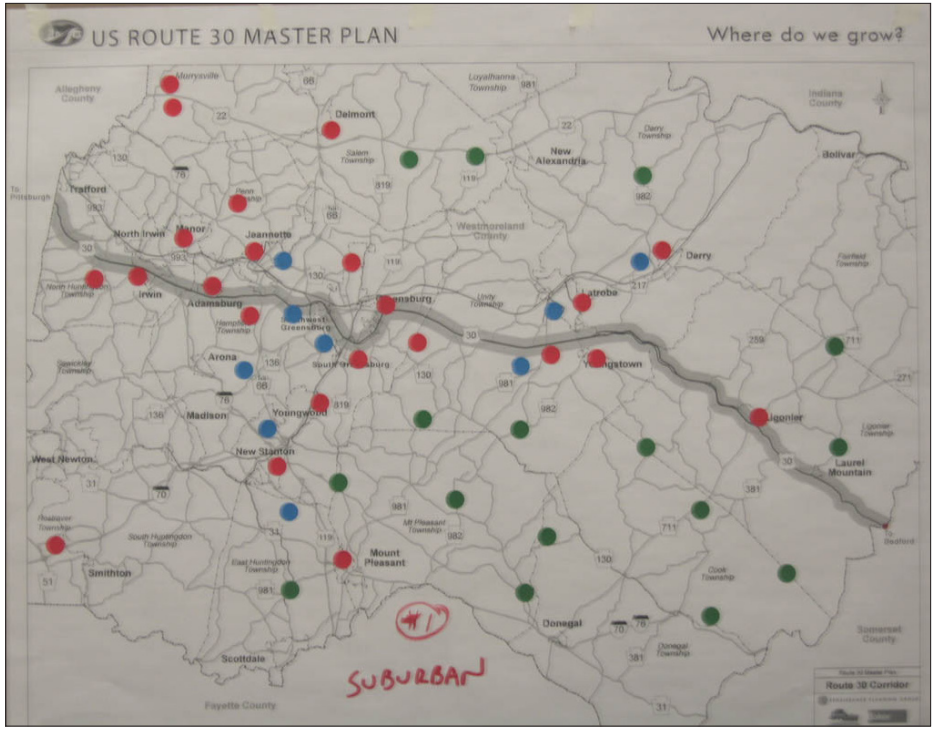
Vibrant Cities – Group 3

This group discussed university and health care sectors as important job generators for the area. Bio-technology and medical research jobs, for example, could be attracted to locations in and around universities and medical centers. In addition, the group discussed the possibility of accommodating new industrial uses in brownfields in Jeannette, Derry, Latrobe, Youngstown. They also suggested adding jobs to the north of the corridor along Route 22 and Toll 66. The group felt that the housing stock in the cities along the corridor could be revitalized and the existing housing stock in Scottdale could be better utilized. By pulling energy and activity off of Route 30, the corridor could become more efficient. The group also looked at incorporating bike trails from Greensburg to Irwin to connect trails that already exist.



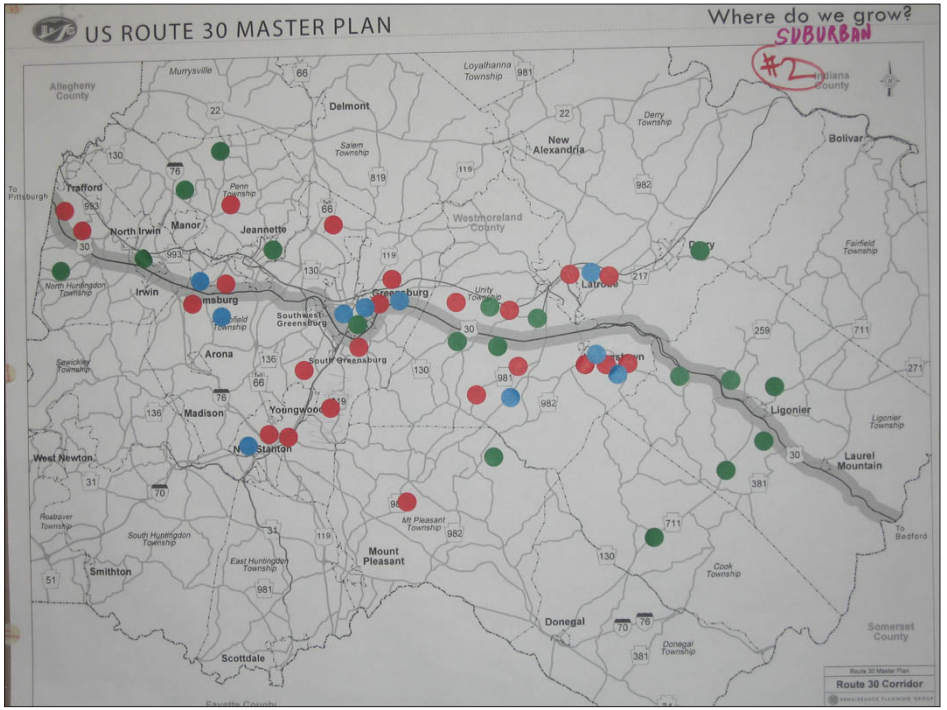
Healthy Suburban Communities – Group 1

This group focused on expanding and redeveloping existing housing, such as Ligonier, Latrobe, Youngstown, and areas north on Route 119. They also discussed opportunities that could arise from redeveloping brownfields in Derry, Greensburg and south to New Stanton. This approach was preferred over developing greenfields. They acknowledged the approach of the County growth triangle that seeks to preserve open space in the Eastern portion of the County, while also maintaining green space in the areas that are currently green within the Triangle.



Healthy Suburban Communities - Group 2

This group discussed the importance of providing jobs, housing, and green space in close proximity to one another to create better quality of life in places along the corridor. They identified Youngstown as a location that could incorporate both jobs and housing and potentially grow to become a place like Ligonier. Greensburg and Latrobe were also places where new housing and jobs could be located. The group talked about the existing transportation network around New Stanton as a catalyst for new jobs and housing and suggested a new transportation network connecting the airport to the turnpike in New Stanton. They also suggested adding jobs near the airport, thus making the transportation network even more important. This group also stressed the need to balance green space along Route 30, particularly by protecting green (such as public parks) in some of the denser areas.



APPENDIX C. EVALUATING SCENARIOS

The third public workshop for the US Route 30 Master Plan was conducted in two locations on Thursday, March 15th. The first session was held at the **Ligonier Township Building from 3:00 p.m. to 5:00 p.m.** The session was repeated at the **University of Pittsburgh at Greensburg Chambers Hall from 7:00 p.m. to 9:00 p.m.**

At this workshop, the study team presented three scenarios based on the development patterns identified in the second public workshop: concentrating growth in the existing urban areas, developing new suburban centers along the US30 Corridor, and clustering development in rural areas. Information about the land use and transportation impacts of each scenario were also presented. Information related to these scenarios can be found on the following pages and additional supporting information provided at the workshop can be found on the project website.

Workshop participants reviewed the land use and transportation scenarios and identified the blend of options that will best support traffic flow and safety, economic vitality, and environmental preservation throughout the corridor. Specifically, participants were asked to rate their preferences for each scenario on a scale of 1 to 5 (with 1 the least preferred and 5 most preferred). Feedback was gathered on comment forms and tallied to arrive at the overall vision for future development along the corridor, which includes a combination of urban centers, suburban centers and some growth in rural areas, so that growth within the corridor is balanced across all corridor municipalities.

	Trend	Urban	Suburban	Rural
1	1	4	4	1
2	1	5	4	2
3	1	4	5	2
4	1	5	3	2
5	1	5	3	2
6	2	3	4	
7	3	4	2	4
8	1	1	2	4
9	4	3	5	2
10	5	5	5	5
11	4	5	2	1
12	2	5	1	5
MEAN	2.17	4.08	3.33	2.72
MEDIAN	1.5	4.5	3.5	2
MODE	1	5	4	2

Smart Growth Partnership of Westmoreland County

PROJECT 18 DATA

Rural Centers	Suburban Centers	Trend	Urban Centers
1	2	1	3
1	2	1	3
1	2	1	3
1	2	1	3
1	2	1	3
1	2	1	3
1	2	1	3
1	2	1	4
1	3	1	4
1	3	1	4
2	3	1	4
2	3	1	4
2	3	1	4
2	4	1	4
2	4	1	4
2	4	1	5
2	4	1	5
2	4	1	5
2	5	1	5
3	5	1	5
3	5	1	5
3	5	1	5
3	5	1	5
3	5	1	5
4	5	1	5
Average	**1.88**	**3.44**	**1**	**4.12**

KEY

1	Very Poor
2	Poor
3	Fair
4	Good
5	Very Good

Results AVERAGES

Route 30	**1**
Rural	**1.88**
Suburban	**3.44**
Urban	**4.12**
Total Students	**25**

Rural Centers Totals

1's	10
2's	9
3's	5
4's	1
5's	0

Suburban Centers Totals

1's	0
2's	8
3's	5
4's	5
5's	7

Trend Totals

1's	25
2's	0
3's	0
4's	0
5's	0

Urban Centers Totals

1's	0
2's	0
3's	7
4's	8
5's	10

Corridor Description: The Lincoln Highway is a major east-west corridor which traverses the United States extending from New York, New York to San Francisco, California. Better known in Pennsylvania as US Route 30, the roadway traverses the entire state passing through Pittsburgh and Philadelphia. US Route 30 is part of the National Highway System and follows a path similar to the Pennsylvania Turnpike Route 76 (toll roadway) across the State.

Within Westmoreland County, US Route 30 is a principal arterial which extends through North Huntingdon Township, Irwin Borough, City of Jeannette, Hempfield Township, the City of Greensburg, Southwest Greensburg Borough, South Greensburg Borough, Unity Township, and Ligonier Township. The corridor also provides access to a number of nearby communities including the Manor Borough, the City of Latrobe, Ligonier Borough, and Laurel Mountain Borough. There are approximately 40 signalized intersections along the 40-mile corridor.

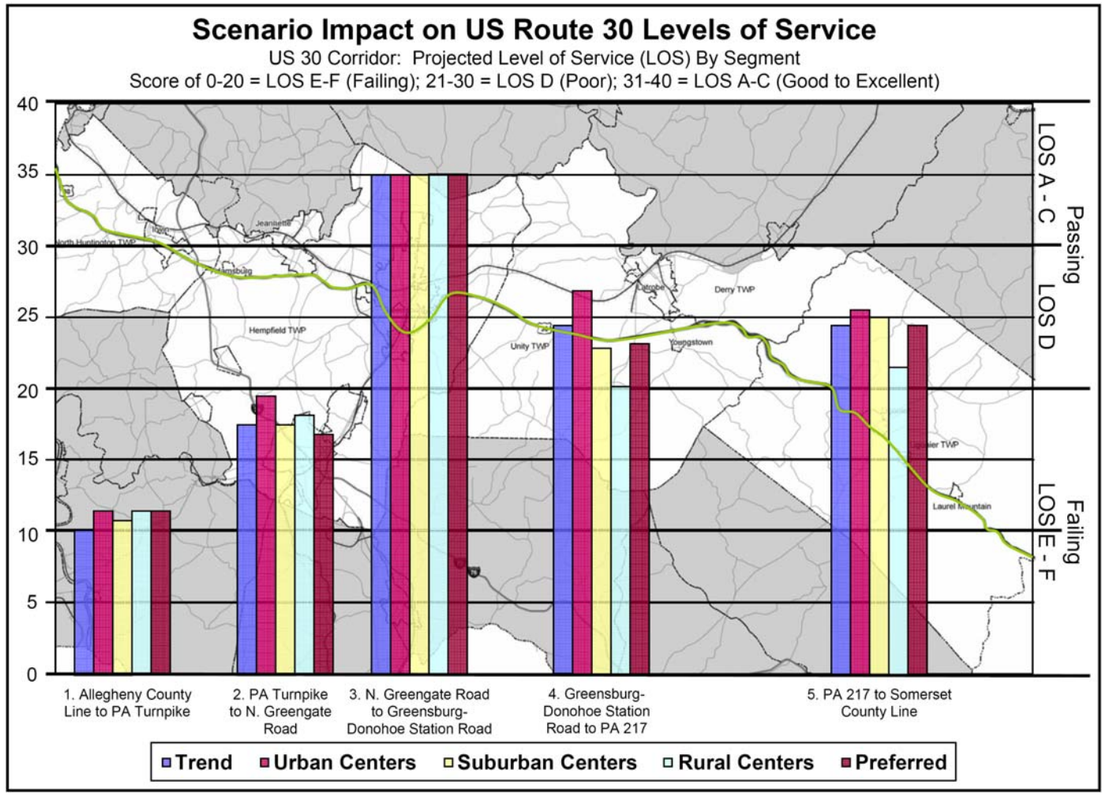
Transportation Improvements: A critical outcome of the Master Plan is a strategy to optimize traffic flow and safety along the existing US Route 30 corridor, without significant widening or construction. The Optimal Corridor Conceptual Plan is a "best-case scenario" conceptual plan that allows study participants to assume that future roadway capacity would be improved to the optimal level possible through a program of relatively low-cost, practical improvements to the operations of the facility.

A set of transportation improvements have also been identified including new facilities parallel to US Route 30 which connect activity centers, improved access to urban areas, new street grid networks in new suburban development areas, and improved transit centers and connections. The Optimal Corridor Conceptual Plan combined with the transportation improvements result in a transportation plan capable of supporting the vitality of the US Route 30 corridor.

Project Region: Project Region, the public process led by the Southwestern Pennsylvania Commission for the development of the 2035 Transportation and Development Plan, is the mechanism for connecting the region's vision to an official, coordinated implementation program of projects and actions. The Plan is intended to maximize regional assets and infrastructure to achieve balanced, cost effective growth; to capitalize on investments in existing communities; and to strengthen quality job creation and regional economic competitiveness.[1] The efforts of Project Region are consistent with the US Route 30 Corridor project and preferred land use scenario. The US Route 30 Master Plan recommended transportation improvements are in-line with Southwestern Pennsylvania Commission's 2035 Transportation and Development Plan for Southwestern Pennsylvania.

Levels of Service: Level of service (LOS) is a quality measure describing operation conditions within a traffic stream, generally in terms of such service measures as speed and travel time, freedom to maneuver, traffic interruptions, and comfort and convenience. Six LOS are defined, with letters designating each level, from A to F. LOS A represents the best operating conditions and LOS F the worst. Each level of service represents a range of operating conditions and the driver's perception of those conditions. The table below represents levels of service throughout the US 30 corridor grouped into five (5) segments for the Trend, Urban Centers, Suburban Centers, Rural Centers and Preferred Scenarios.

Levels of service are based on travel demand model output. Due to the broad nature of the analysis, a comparison of LOS is more relevant than the absolute values. Levels of service are worse in the western portion of the corridor compared to the east.



[1] Southwestern Pennsylvania Commission, spcregion.org

US Route 30 Master Plan Recommended Transportation Improvements

Area	Project ID	Location	Description	Source	Construction Cost Estimate	Funding Status
Area 1 – Allegheny County Line to Irwin	1A	US Route 30 @ Old Jacks Run Rd, Carpenter Ln/Leger Rd & Colonial Manor Rd	Minor traffic signal improvements such as loop detector upgrades.	Congested Corridor Improvement Program	$ 38,000	None
	1B	US Route 30 @ Carpenter Ln/Leger Rd	Modify to allow the WB right turn movement to be truck accessible.	North Huntingdon Township Comprehensive Plan	$ 1,388,000	None
	1C	US Route 30 from Allegheny County Line to Malts Ln and from Robbins Station Rd to the Main St Bridge	Widen US Route 30 to provide a landscaped median with left turn storage bays, curb, and provide driveway consolidation where feasible. Permit u-turns at signals or develop u-turn jug handles as needed.	North Huntingdon Township Comprehensive Plan & SPC Long Range Transportation and Development Plan	$ 14,608,000	None
	1D	US Route 30 from Malts Ln to Robbins Station Rd	Convert the existing 5-lane section of US Route 30 to incorporate a landscaped median to provide a continuous cross-section from the Allegheny County Line to Irwin. This option would be done in conjunction with Option 1C.	North Huntingdon Township Comprehensive Plan & SPC Long Range Transportation and Development Plan	$ 2,949,000	None
Area 2 – Irwin to PA Turnpike Interchange	2A	US Route 30 @ Tenth St/ Fairwood Dr, Ash St/ Colony Dr, Norwin Ave, Relocated Barnes Lake Rd, and Barnes Lake Rd	Provide a coordinated traffic signal system.*	Congested Corridor Improvement Program	$ 49,000	None
	2B	Fairwood Dr to Caruthers Ln	Connect roadways to create parallel facility.	US Route 30 Master Plan Project Team	$ 4,545,000	None **
	2C	Tenth St to North Huntingdon Square	Connect Tenth St to North Huntingdon Square to create a parallel facility.	US Route 30 Master Plan Project Team	$ 1,515,000	None **
	2D	Barnes Lake Rd	Improve capacity of Barnes Lake Rd.	US Route 30 Master Plan Project Team	$ 3,030,000	None **
	2E	Relocated Barnes Lake Rd to Pennsylvania Ave	Connect US Route 30 intersection with Relocated Barnes Lake Rd to Pennsylvania Ave.	US Route 30 Master Plan Project Team	$ 1,326,000	None **
Area 3 – PA Turnpike Interchange to Greensburg Bypass	3A	US Route 30 @ Wendel Rd	Provide for all movements and install a traffic signal.	PennDOT SR 30 Long Range Transportation Plan	$ 150,000	None
	3B	US Route 30 @ Arona Rd, Thompson Ln, and Wendel Rd	Widen to provide additional turning lanes and a coordinated traffic signal system. Widening to include a landscaped median with left turn storage bays, curb and driveway consolidation where feasible. Permit u-turns at signals or develop u-turn jug handles as needed.	PennDOT SR 30 Long Range Transportation Plan	$ 7,364,000	None
	3C	US Route 30 from Wendel Rd to West Penn Dr	Remove barrier and widen US Route 30 to provide access to adjacent businesses and homes via landscaped median with left turn storage bays, curb, and driveway consolidation. This option would be done in conjunction with Options 3B, 3D & 3E to create a consistent cross-section.	Consistent with PennDOT SR 30 Long Range Transportation Plan recommendations	$ 14,961,000	None
	3D	US Route 30 @ West Penn Dr, Lowry Ave, Lewis Ave, and Penna Blvd	Provide a coordinated traffic signal system and widen to provide additional turning lanes. Widening to include a landscaped median with left turn storage bays, curb and driveway consolidation where feasible. Permit u-turns at signals or develop u-turn jug handles as needed.	PennDOT SR 30 Long Range Transportation Plan	$ 12,162,000	Partially Funded by TIP ($4,800,000 near Jeannette)
	3E	US Route 30 @ Agnew Rd, Hempfield Pointe, Route 66 SB Ramps, Route 66 NB Ramps, Hempfield Plaza/Hempfield Square, Greengate Centre/West Hills Rd, South Greengate Rd, and North Greengate Rd	Widen to provide additional turning lanes and a coordinated traffic signal system. Widening to include a landscaped median with left turn storage bays, curb and driveway consolidation where feasible.	PennDOT SR 30 Long Range Transportation Plan & SPC Transportation Improvement Program	$ 13,997,000	None
	3F	Lowry Ave	Improve capacity of Lowry Ave in order to improve access to Jeannette.	US Route 30 Master Plan Project Team	$ 663,000	None **
	3G	Agnew Rd, Hempfield Pointe & Hempfield Plaza	Connect Agnew Rd, Hempfield Pointe, and newly opened connector road near Hempfield Plaza with parallel facility.	US Route 30 Master Plan Project Team	$ 3,409,000	None **
	3H	Hempfield Square & South Greengate Rd	Connect Hempfield Square and South Greengate Rd to create a parallel facility.	US Route 30 Master Plan Project Team	$ 3,789,000	None **
Area 4 – Greensburg Bypass to just east of Unity Township Line	4A	Greensburg Bypass	Improve ramp merges and diverges.	City of Greensburg, South Greensburg Borough, Southwest Greensburg Borough and Hempfield Township Plan	$ 39,517,000	None
	4B	Donohoe Rd / Westmoreland Mall area	Improve area operations. This option could include intersection improvements or reconfiguration to utilize existing available capacity on the Mall overpass.	City of Greensburg, South Greensburg Borough, Southwest Greensburg Borough and Hempfield Township Plan	$ 1,000,000	None
	4C	Humphrey Rd & Westmoreland Mall	Connect Humphrey Rd and Westmoreland Mall to create a parallel facility.	US Route 30 Master Plan Project Team	$ 1,515,000	None **
	4D	Georges Station Rd	Connect Georges Station Road to US Route 30 with a connector to the west.	US Route 30 Master Plan Project Team	$ 2,273,000	None **
Area 5 – Just east of Unity Township Line to State Route 217	5A	US Route 30 @ PA 981	Provide additional turning lanes at the intersection of US Route 30 and PA 981.	PennDOT Unity Township Traffic Analysis Study & SPC Transportation Improvement Program – This option is currently under construction	$ 10,892,000	TIP Funding ($10,892,000)
	5B	US Route 30 from Saint Vincent Dr to PA 982	Provide additional through lanes along US Route 30 from Saint Vincent Dr to PA 982.	PennDOT Unity Township Traffic Analysis Study & SPC Transportation Improvement Program		
	5C	US Route 30 EB @ PA 217	Provide traffic signalization to be coordinated with the existing signal at US Route 30 WB @ PA 217.	PennDOT Unity Township Traffic Analysis Study	$ 120,000	None
	5D	SR 982	Improve SR 982 capacity in order to improve access to Latrobe.	US Route 30 Master Plan Project Team	$ 1,136,000	None **
Area 6 – State Route 217 to Ligonier Borough	--	--	No recommended roadway improvements.	--	--	--
Area 7 – Ligonier to Somerset County Line	7A	US Route 30 near Laughlintown	Provide safety and pedestrian improvements along US Route 30 through Laughlintown.	US Route 30 Master Plan Project Team	$ 68,000	None
Total					$ 142,464,000	

Notes: * Once the proposed Wal-Mart is constructed and the proposed improvements to Barnes Lake Road are carried forward, additional studies may be required in the area of US Route 30 from Barnes Lake Road to the Pennsylvania Turnpike.
** Connections/parallel facilities could be built in partnership with private sector developers as growth occurs over time.
All proposed improvements are conceptual and require detailed engineering study to determine feasibility, particularly new connections and parallel facilities.
Cost estimates provided in year 2007 dollars.