

COMMUNITY INVOLVEMENT



Several hundred people, in addition to a diverse Community Vision Team, provided input to the Vision Plan through the community participation process. These included three public workshops, four newsletters, website updates, and extensive media coverage.

WORKSHOP 1: (OCTOBER 2006)
Where are we now?
 Treasured Places & Community Design

WORKSHOP 2: (JANUARY 2007)
Where are we going?
 Generating Scenarios

WORKSHOP 3: (MARCH 2007)
Where do we want to be?
 Evaluating Scenarios

COMMUNITY MEETING: (MAY 2007)
How will we get there?
 The Preferred Scenario

"This study is unusual in that it looks to deal with the root cause of congestion problems by looking at the trip generation from different land development."

ALLEN BIEHLER, P.E.
 Secretary of Transportation
 Pennsylvania Department of Transportation

"We look forward to this unique opportunity to identify practices for more effective land use and transportation needs, and their ever-growing impact on the challenge of identifying, planning, programming and financing these improvements."

JOSEPH SZCZUR, P.E.
 District 12 Executive
 PennDOT

"Working with our partners to build consensus on the most effective solutions for important corridors like Route 30 helps the SPC advance its commitment to collaborative regional planning that strengthens the critical link between transportation and economic development."

JIM HASSINGER
 President & CEO
 Southwestern Pennsylvania Commission



WHERE ARE WE NOW & WHERE ARE WE GOING?

The scenario planning process is designed to help communities understand and coordinate plans for the factors that most influence growth: community design, regional policies, and transportation investments. Key elements that affect transportation and land use include: the density of the built environment, the diversity of activities, and the design of streets and buildings.

Optimizing Community Design

To answer these questions, a Community Vision Team made up of over one hundred representatives of the municipalities along the corridor used hypothetical scenarios to understand choices for future growth. Based on input from the first community workshop in October 2006, design professionals, discerned the following guiding principles for encouraging desirable, efficient community design:

- Promote *walkability* through human-scaled, safe transportation networks
- Ensure *accessibility* with close proximity and good connections between jobs, housing, and daily needs
- Generate *quality* communities attractive to businesses and residents

The images below illustrate several ideas for applying these principles in communities along the corridor:



This example demonstrates how a former urban industrial/employment center, such as *downtown Jeannette*, could be revived as a *mixed-use business district* with a *pedestrian-oriented Main Street*, *interconnected system of parks and plazas*, and a *broader range of housing types*.



This example shows how a suburban retail center along Route 30, such as the *Westmoreland Mall*, could be redeveloped into an *enhanced retail/office center*. By creating a *block network with parallel connections of Route 30, re-orienting parking, and developing a system of public parks, accessibility and walkability can be improved.*

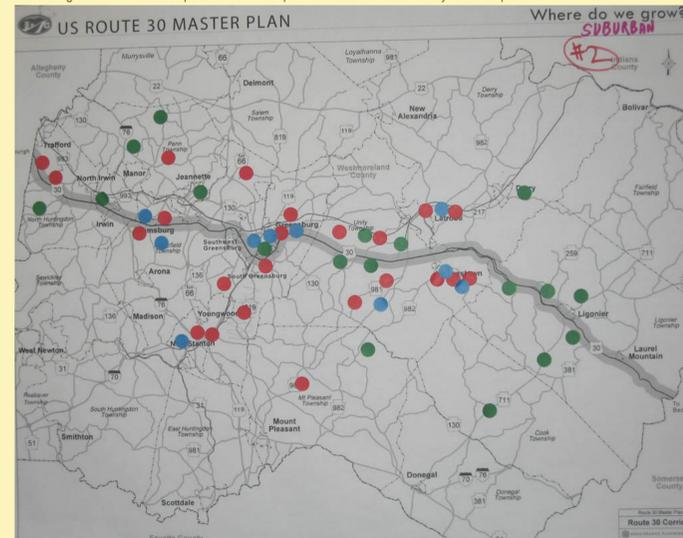
- COMMERCIAL
- CIVIC/INSTITUTIONAL
- MULTI-FAMILY RESIDENTIAL
- SINGLE FAMILY RESIDENTIAL
- MIXED USE EMPLOYMENT/INDUSTRIAL
- PARK GREENWAY

Deciding Where We Should Grow

Participants at the January 2007 workshop used colored dots to allocate growth, attempting to balance the needs of older communities, newer suburbs, and enduring rural lands. The colored dots represented additional jobs and housing projected for the study area (11,419 additional persons, 13,068 additional households, 3,485 additional jobs). The process resulted in four scenarios (see below). **Priorities emerging from this exercise included:**

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

This image shows one example of the dot map exercise from the January workshop:



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, Greensburg and Latrobe as places where new housing and jobs could be located. 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 more urban areas.

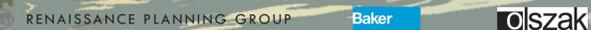


US Route 30 Corridor PROPOSED VISION PLAN FOR THE YEAR 2030 Enhanced Community Design for a Better Highway July 2007

Prepared for:



Prepared by:



For more information, please visit the project website at www.route30plan.com or contact the Smart Growth Partnership of Westmoreland County at 724-836-7048

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The contents of this report reflect the views of the Smart Growth Partnership of Westmoreland County which is responsible for the facts and the accuracy of the data presented herein.

PURPOSE

The Smart Growth Partnership of Westmoreland County (SGPWC) has initiated a collaborative corridor planning process to create a vision and plan for a 40-mile stretch of the historic "Lincoln Highway." This section of Route 30 connects the historic small cities and growing suburbs east of Pittsburgh to the scenic Laurel Highlands. When complete, the Route 30 Master Plan will become a strategic blueprint for Westmoreland County's economic growth corridor.

VISION ENDORSED APRIL 2006

In January 2006, the Smart Growth Partnership of Westmoreland County, Pennsylvania, along with State Senator Robert Regola, hosted a summit to identify key issues, craft initial goals, and provide input to the desired vision and outcomes of the Route 30 Master Plan. From their efforts the following vision statement was developed:

By leveraging key capital investments with intelligent transportation systems and sound land use practices, the U.S. Route 30 corridor in Westmoreland County will be a national example of a safe and efficient transportation corridor of economic opportunity. Spearheading these actions is a coalition of business and municipal officials who work with each other and PennDOT to ensure the U.S. Route 30 of the future is characterized by:

- A **consistent approach** to land use regulation that enhances economic activities, balancing the historic character and rural beauty of the highway while respecting individual property rights;
- The use of the **latest technology** to intelligently move people and goods safely;
- An **appropriate mix** of commercial, industrial, residential, agriculture, open space and other vital land uses that underlie a great quality of life;
- A **multi-modal approach**, including transit, air, and rail freight to accommodate the movement of people and goods efficiently;
- A **network of parallel road systems** that provides choices for local residents and for the convenient flow of through traffic, including the tourist traveler; and
- An **enhanced motoring experience** through well-maintained surfaces, landscaping and traffic control systems that work together.

The following agencies provided input, feedback and technical advice throughout the vision plan process: Economic Growth Connection of Westmoreland County • Governor's Southwest Regional Office • Hempfield Township • Lincoln Highway Heritage Corridor • Loughran, Mlaker & Blik • North Huntingdon Township • Northwood Realty Services • Pennsylvania Department of Community & Economic Development • Penn State Cooperative Extension Service • Pennsylvania Department of Transportation • Pennsylvania Gaming Control Board • Redevelopment Authority of the County of Westmoreland • Senate of Pennsylvania • Small Auto Group • Smart Growth Partnership of Westmoreland County • Southwestern Pennsylvania Commission • Unity Township • University of Pittsburgh at Greensburg • W.E. Piper Consulting, Inc. • Westmoreland Conservation District • Westmoreland County • Westmoreland County Office of Planning & Development • Westmoreland County Transit Authority • Wolf Lake, Inc.

WHERE DO WE WANT TO BE?

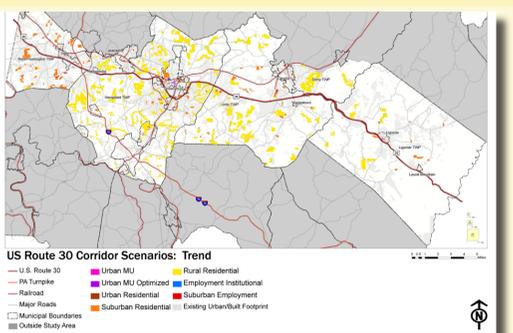
Evaluating Scenarios and Developing a Preferred Scenario For the Year 2030

WHAT PEOPLE WANT

- Blend vibrant cities & suburban centers scenarios
- Add some rural cluster & village growth
- Maximize market trends & opportunities
- Optimize public infrastructure & services
- Reduce automobile dependence

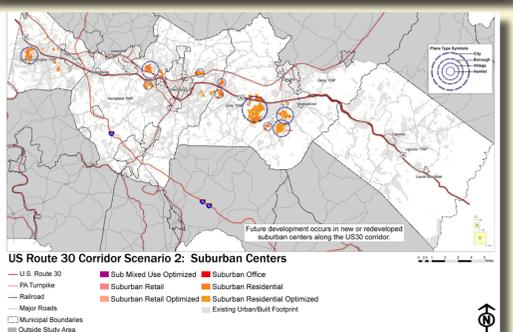
TREND:

Growth continues spreading away from cities in a low-density, dispersed pattern, consuming 13,000 acres, about 16% of existing farms and open spaces.



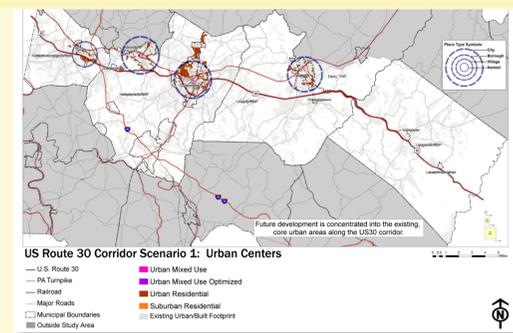
SUBURBAN CENTERS:

Growth is channeled into compact, walkable, mixed-use suburban centers, consuming 3,000 acres, about 3% of current open space.



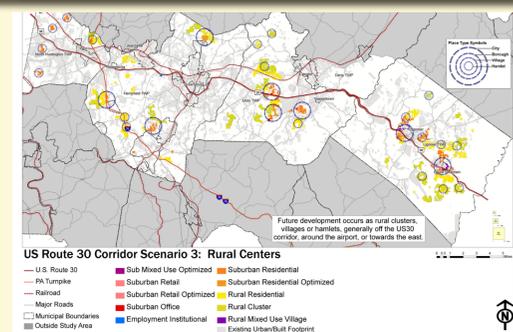
URBAN CENTERS:

Growth is funneled into existing cities, consuming 2,400 acres, about 2% of existing open space.



RURAL CENTERS:

Growth is scattered among small towns and villages consuming 10,600 acres, about 13% of current open space. Some 80% of this consumed land is preserved as shared open space or farmland through conservation by design techniques.



NEXT STEPS

HOW WILL WE GET THERE?

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.

This Proposed Vision Plan provides a framework for balancing the revitalization of urban centers such as Latrobe, Greensburg and Jeannette with strategies to promote well-designed, strategically located suburban centers in areas such as North Huntingdon and Unity, while preserving rural villages and farmlands in places like Ligonier.

The Partnership is now moving into Phase 2 of the Master Plan, which will feature a community-wide charrette to be held October 22-26, 2007. At the charrette, local residents, business owners and

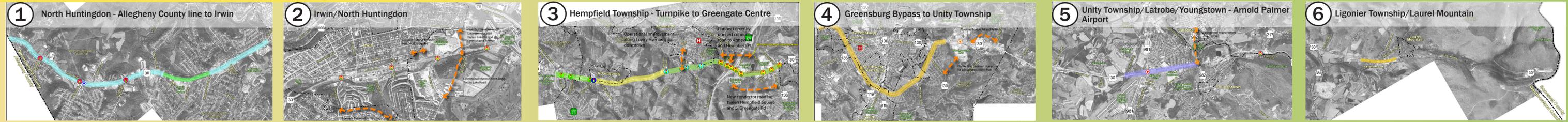
officials will work with the project team to generate demonstration site plans and strategies that can clarify and implement the concepts in the Vision Plan. Based upon the results of the charrette and subsequent analyses and public meetings, the Partnership will present the community with a proposed Master Plan in the spring of 2008.

The final master plan will identify transportation projects, land use policies, and economic development strategies that can help the community carry out its vision. Transportation improvements are expected to include priority projects from the Conceptual Corridor Plan as well as strategies such as interconnected, multimodal local street networks and access management policies. Land use recommendations will include proposed comprehensive plan policies, design guidelines, and strategies such as a corridor overlay district ordinance, administered individually by each municipality, that provides a consistent approach to key elements such as urban design, aesthetics, signage, access management, parking, and landscaping along Route 30.

"Together we can collectively look at the assets and the detriments of the highway as it now stands and we can work toward developing a regional consensus about desired land uses and transportation improvement measures in the corridor while establishing community and economic development priorities that will drive future growth."

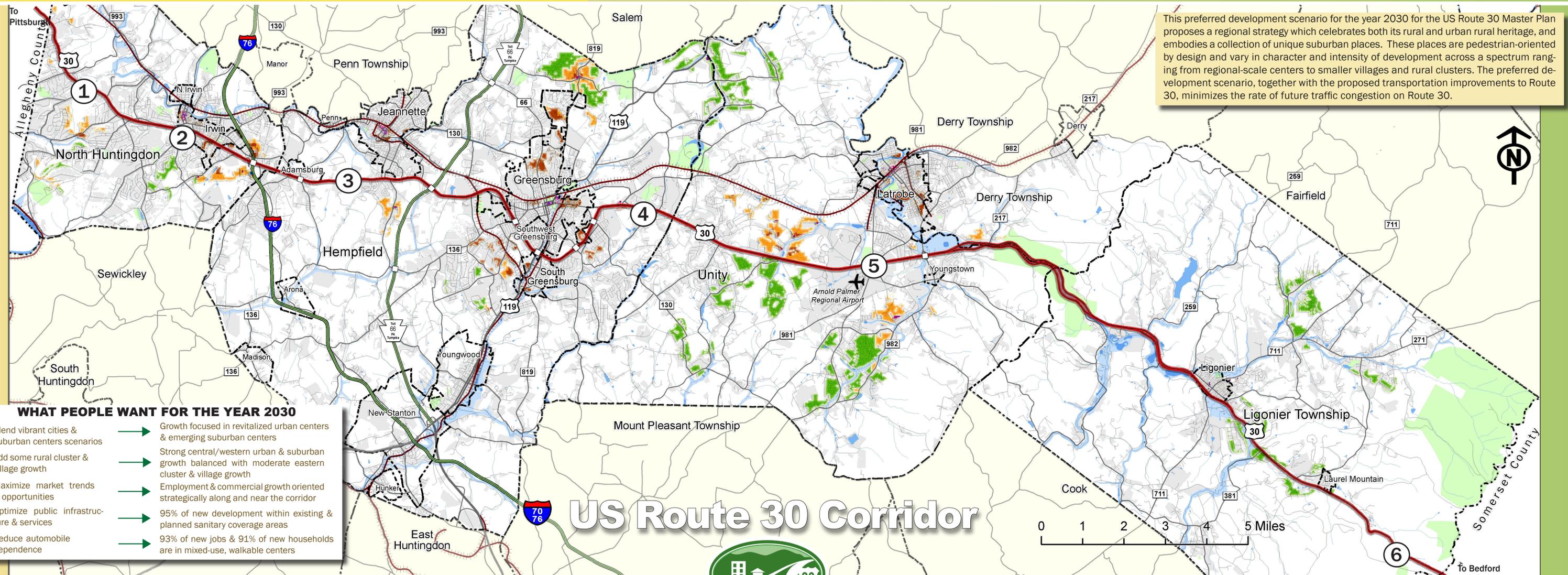
*Bob Regola
 State Senator, 39th District*

PROPOSED TRANSPORTATION IMPROVEMENTS



- LEGEND: Landscaped median, left turn storage bays and driveway consolidation; Landscaped median in center turn lane, left turn storage bays; Signal Improvements; Network Improvements; Improve Truck Accessibility; Coordinate traffic signals; Remove barrier, widen for turn lanes & landscaped median; Coordinate traffic signals, widen for turn lanes & landscaped median; Install traffic signal; Ramp Improvements; Operational Improvement; Additional thru lanes; Additional Turn Lanes; Pedestrian/Safety Improvements

PREFERRED DEVELOPMENT SCENARIO FOR THE YEAR 2030



WHAT PEOPLE WANT FOR THE YEAR 2030

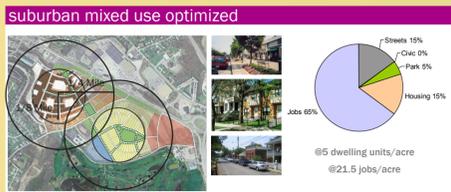
- Blend vibrant cities & suburban centers scenarios
- Add some rural cluster & village growth
- Maximize market trends & opportunities
- Optimize public infrastructure & services
- Reduce automobile dependence

- Growth focused in revitalized urban centers & emerging suburban centers
- Strong central/western urban & suburban growth balanced with moderate eastern cluster & village growth
- Employment & commercial growth oriented strategically along and near the corridor
- 95% of new development within existing & planned sanitary coverage areas
- 93% of new jobs & 91% of new households are in mixed-use, walkable centers

COMMUNITY DESIGN ELEMENTS

Improved Suburban Connectivity

New suburban centers with a greater mixture of uses and improved connectivity are created in North Huntingdon, Hempfield and Unity Townships.



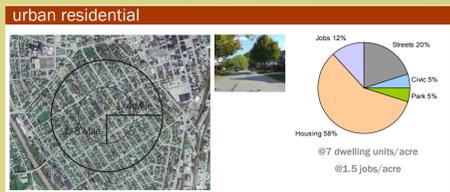
Enhanced Urban Landscape

Urban mixed use development patterns enhance the existing urban areas of Irwin, Jeannette, Greensburg and Latrobe with jobs and housing better integrated into the urban fabric.



Improved Residential Living

Higher density residential areas are concentrated in Irwin, Greensburg and Latrobe, as well as new suburban centers in Hempfield and Unity Townships.



Optimized Retail Development

Optimized suburban retail development is concentrated along Route 30 on the edges of Greensburg and Latrobe.



Optimized Employment Centers

A new employment center, such as a regional hospital, could be located around the intersection of Route 30 and the PA Turnpike in North Huntingdon Township.



Substantial Open Spaces

Rural villages with small-scale mixed use centers and substantial open space are created in North Huntingdon, Hempfield, Unity, and Ligonier Townships.



LEGEND

- Urban Mixed Use
- Urban Mixed Use Optimized
- Urban Residential
- Suburban Mixed Use Optimized
- Suburban Retail Optimized
- Suburban Residential Optimized
- Employment Institutional
- Rural Mixed Use Village
- Rural Cluster / Open Space
- Existing Residential or Commercial Taxmap Parcels
- Parks or Recreation
- Water, Wetlands
- Floodplain
- Outside Study Area
- Municipal Boundaries
- U.S. Route 30
- Limited Access Toll
- Major Roads
- Railroad
- Local Roads

