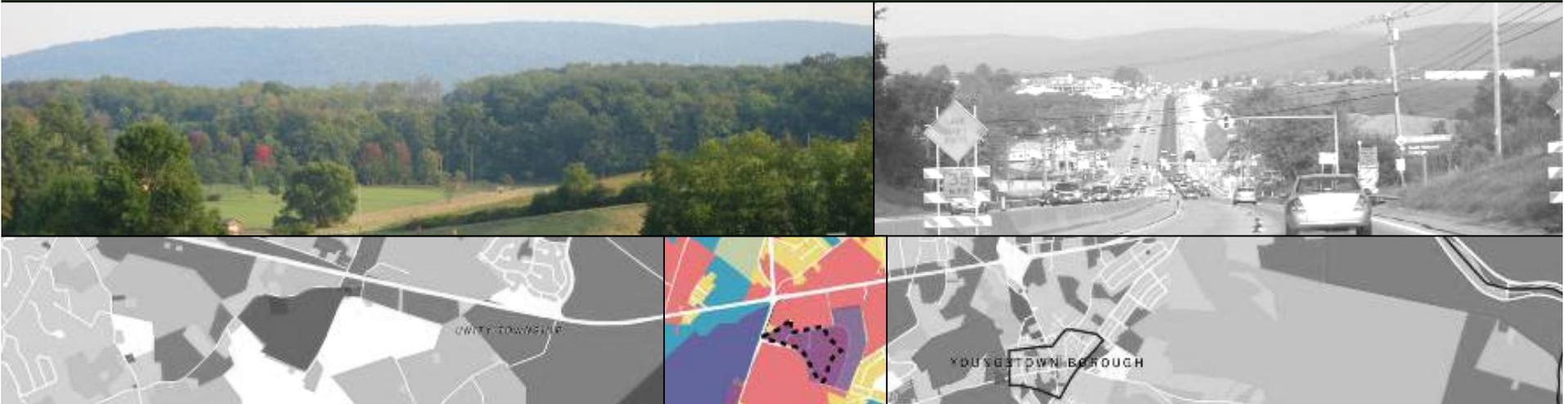


ROUTE 30 DEMONSTRATION PLAN DESIGN CHARRETTE

WELCOME!



ROUTE 30 MASTER PLAN

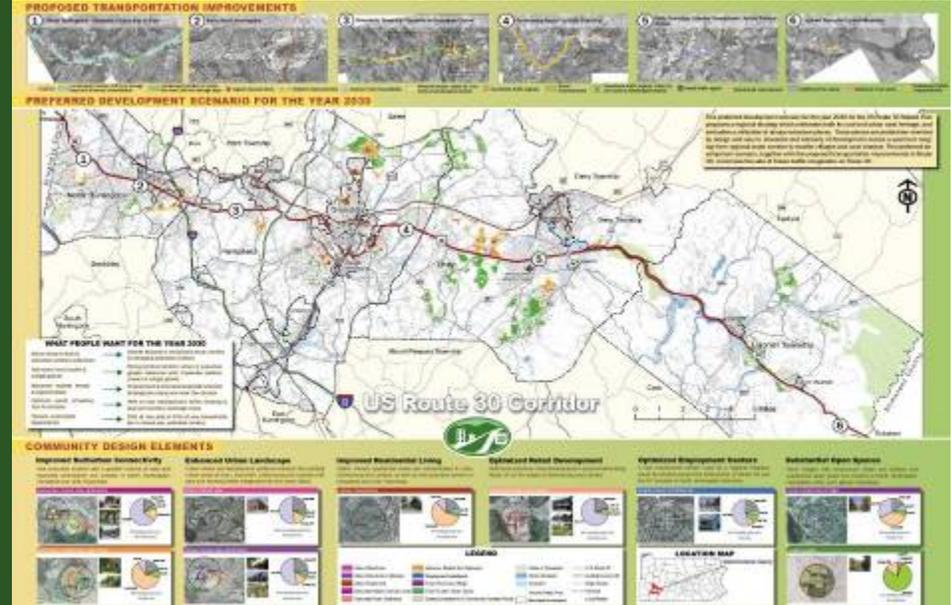
The Smart Growth Partnership of Westmoreland County

October 24, 2007

TONIGHT'S AGENDA

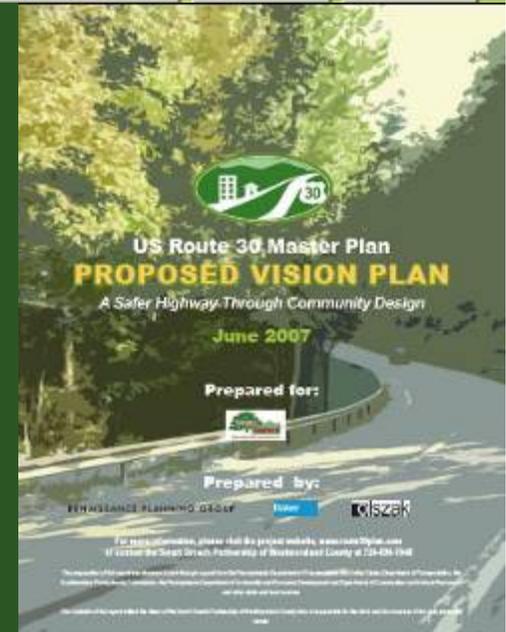
- OVERVIEW OF THE CHARRETTE PROCESS
- WHAT WE HAVE LEARNED TO DATE
- THE ALTERNATIVES
- EVALUATION EXERCISE

Phase 1: THE VISION



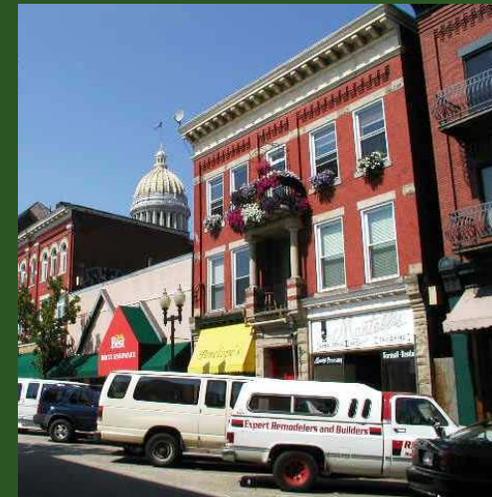
Route 30 Vision Statement:
“The Lincoln Highway is one of the best transportation corridors in the nation”

- Safe
- Efficient
- Vibrant
- High quality



Critical Opportunities

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

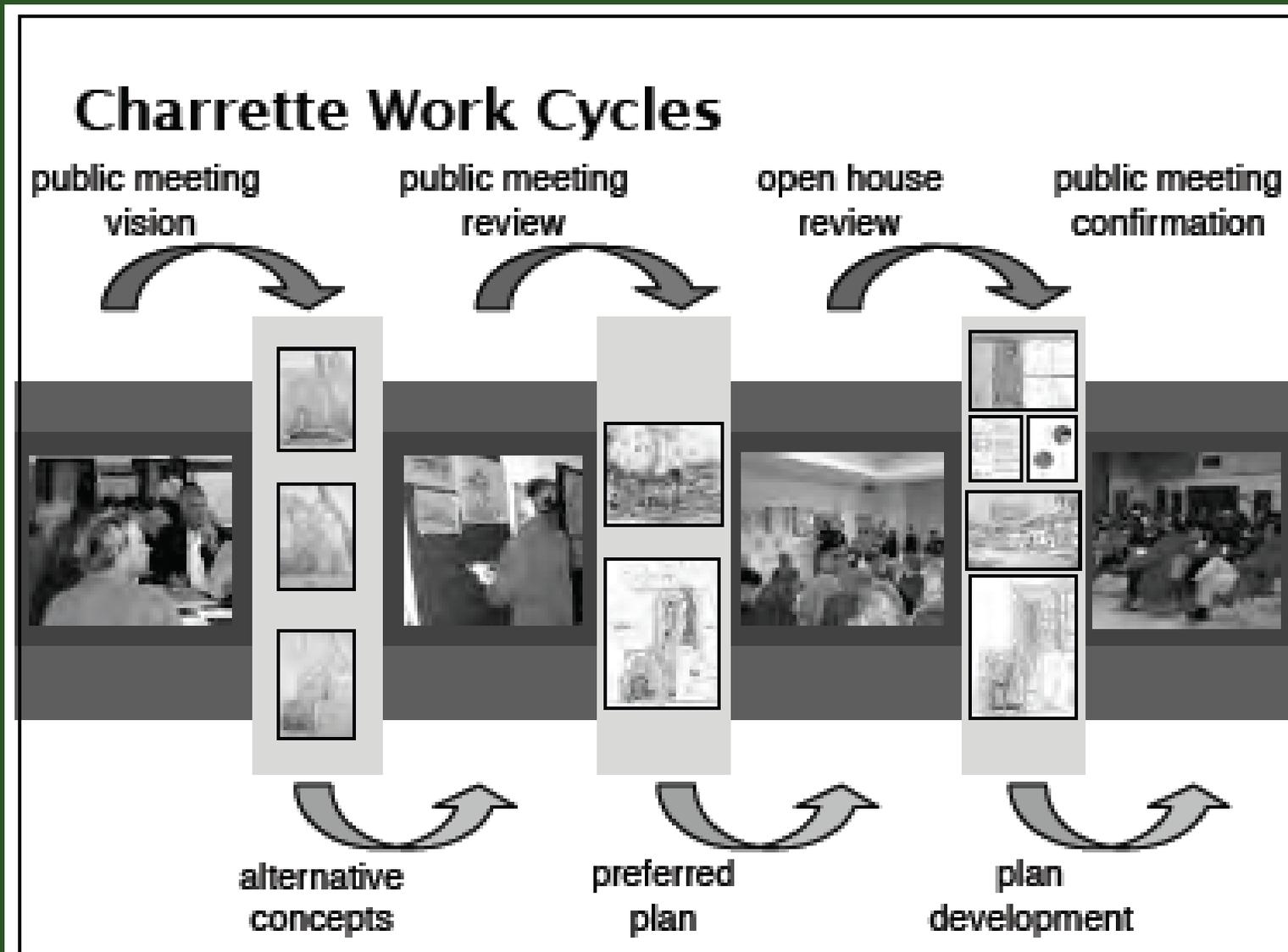


Phase 2: THE DEMONSTRATION PLAN



- Develop transferable solutions for the whole corridor
- Incorporate design elements from Phase 1: Walkability, Accessibility, Quality
- Week-long Design Charrette
- intensive work session on the Demonstration Plan

OVERVIEW OF CHARRETTE PROCESS



OVERVIEW OF CHARRETTE PROCESS

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US Route 30 Master Plan Design Charrette

October 22-26, 2007



University of Pittsburgh at Greensburg

Monday Oct. 22	Tuesday Oct. 23	Wednesday Oct. 24	Thursday Oct. 25	Friday Oct. 26	
Studio Setup	Design Team Develop Alternative Concepts	Refine Alternative Concepts	Refine Preferred Plan	Preferred Plan Production	8:00 am
Design Team Field Visit & Meetings	Stakeholder Interviews		Public Open House	Closing Public Meeting Final Plan Presentation	
Public Open House & Workshop		Public Open House & Workshop			8:00 pm

The purpose of the Charrette is to develop a site-specific demonstration plan along the Route 30 Corridor. Please visit the project website - www.route30plan.com. More information will follow.

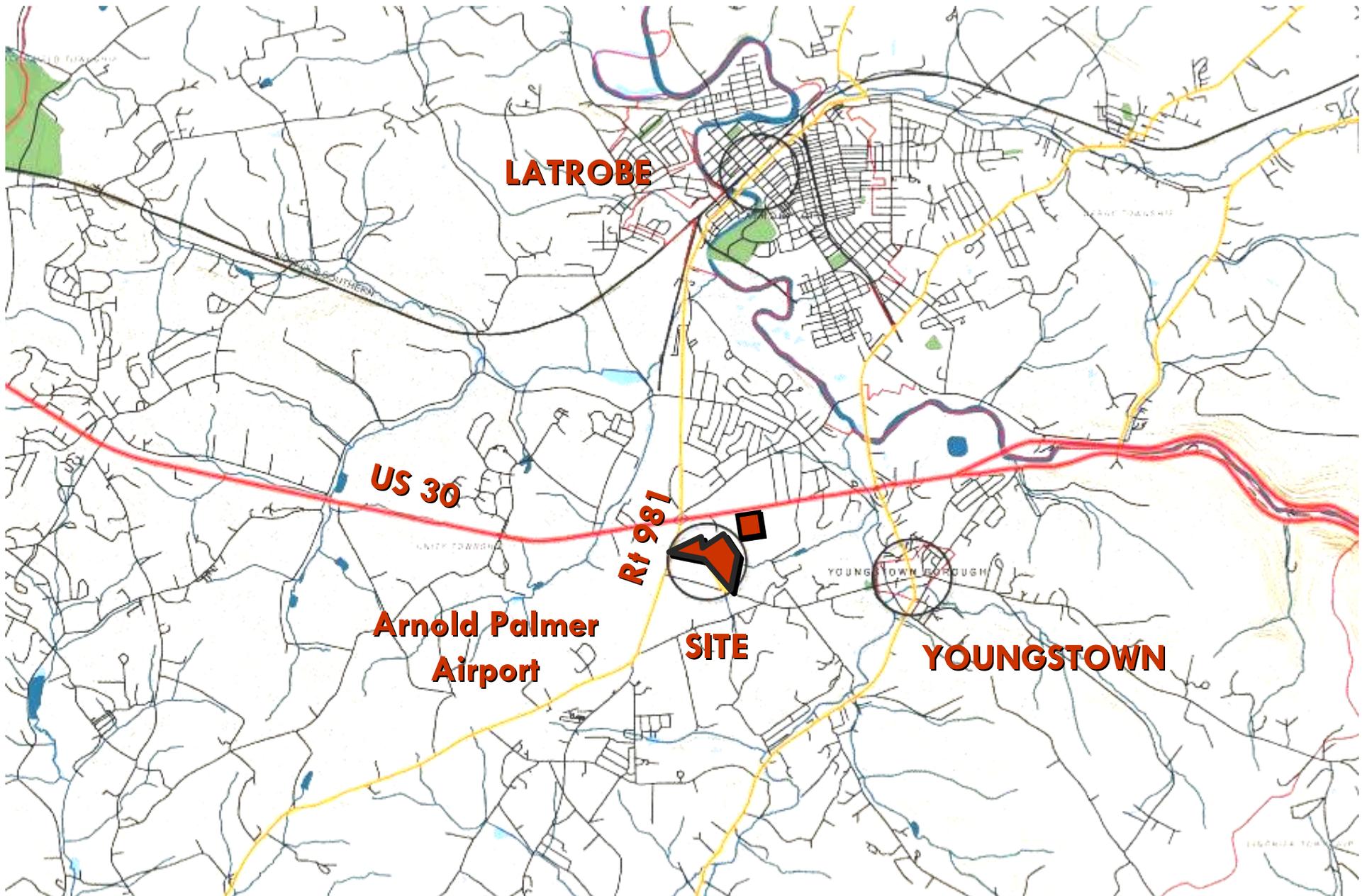
 Your Presence is Requested for Workshops & Public Open House - Drop In Any Time



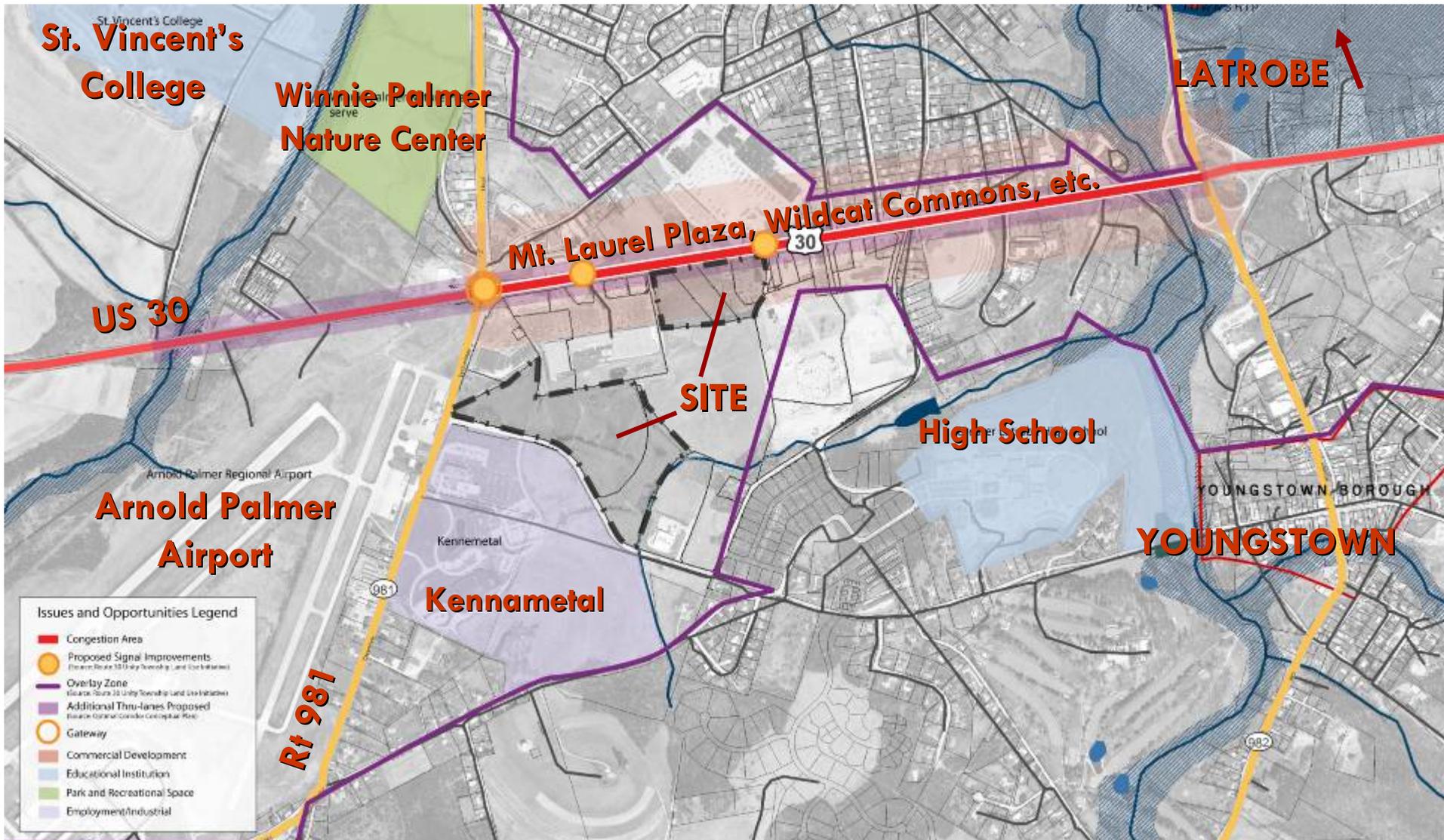
Phone: 724-634-3000
Fax: 724-634-3813
Email: charrette@route30plan.com
www.route30plan.com



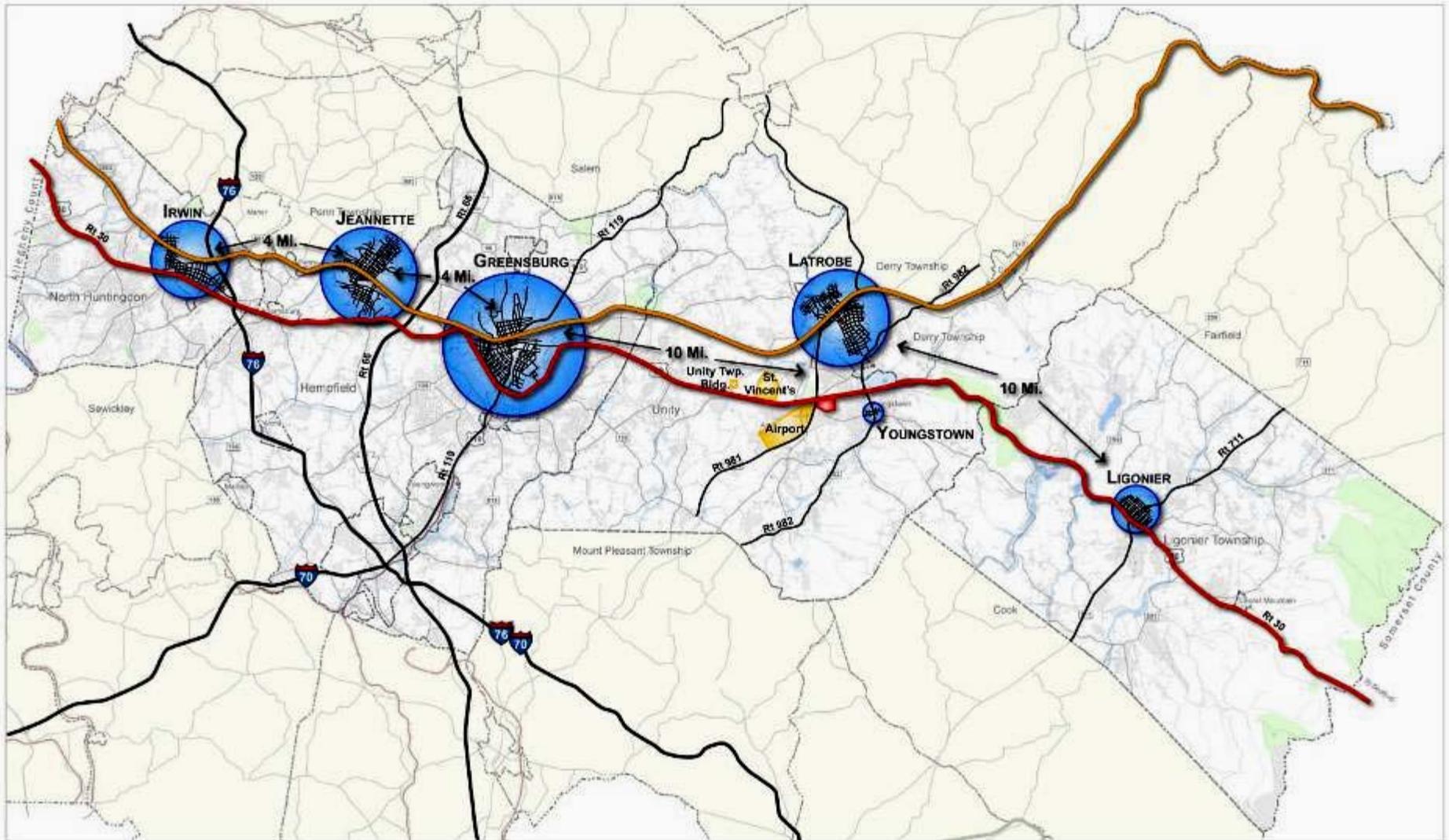
A part of the University of Pittsburgh at Greensburg



Demonstration Plan Site



Context



U.S. ROUTE 30 MASTER PLAN
 DEMONSTRATION PLAN CHARRETTE - October 22-24, 2007

ROUTE 30 CORRIDOR

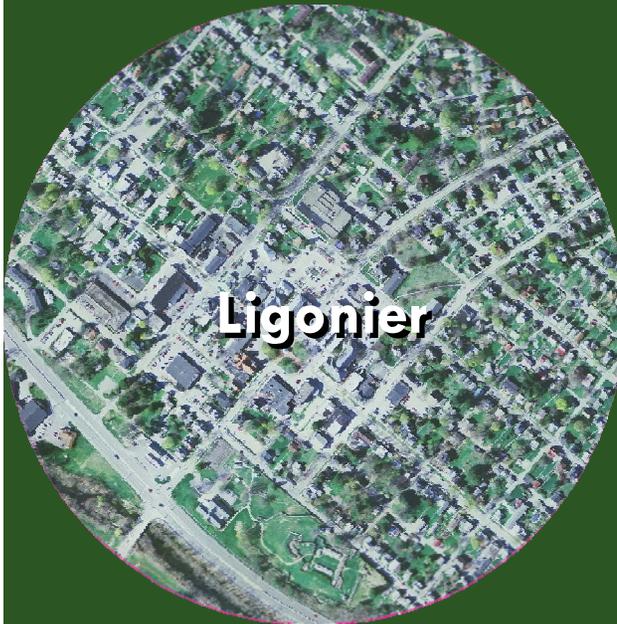
- | | | | |
|---------------------|---------------------|---|----------------------|
| Parks or Recreation | U.S. Route 30 | Railroad | Outside Study Area |
| Water Wetlands | Limited Access Toll | Local Roads | Municipal Boundaries |
| Floodplain | Major Roads | Existing Residential or Commercial Taxmap Parcels | |



A Comparison of Scale



10 minute walk



WHAT WE HAVE LEARNED TO DATE

Monday Evening



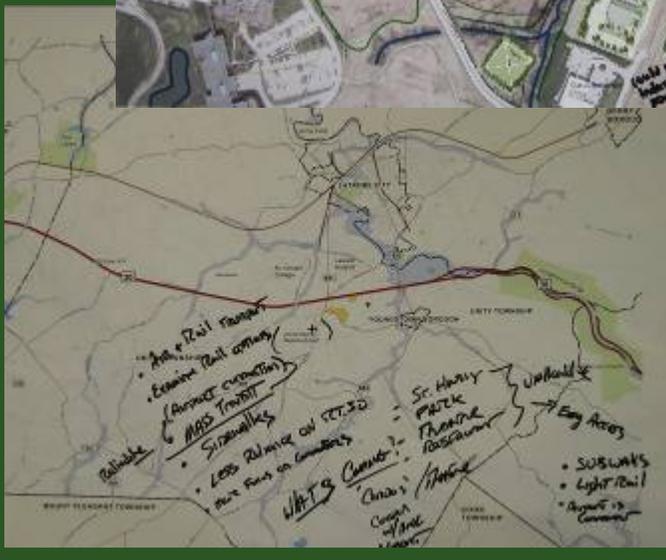


**WEST PENN SYSTEM
RAILWAY LINES**

STATE OF PENNSYLVANIA



The Exercise



What We Heard Monday Night – Common Themes

- Create **connections**
- Improve **access** to and from Route 30
- Make it **pedestrian-friendly**
- Create a **gathering place** for the community
 - Empty Nesters
 - Young adults
 - High school students
- Build on **local assets** to make a **Destination**
- Protect as much **green space** as possible
- Preserve **views** to Chestnut Ridge
- Promote a **mix of uses**
 - **Housing** for young adults and seniors
 - **Hotel/Conference Center** with proximity to **airport**
- Create **Landmark buildings**

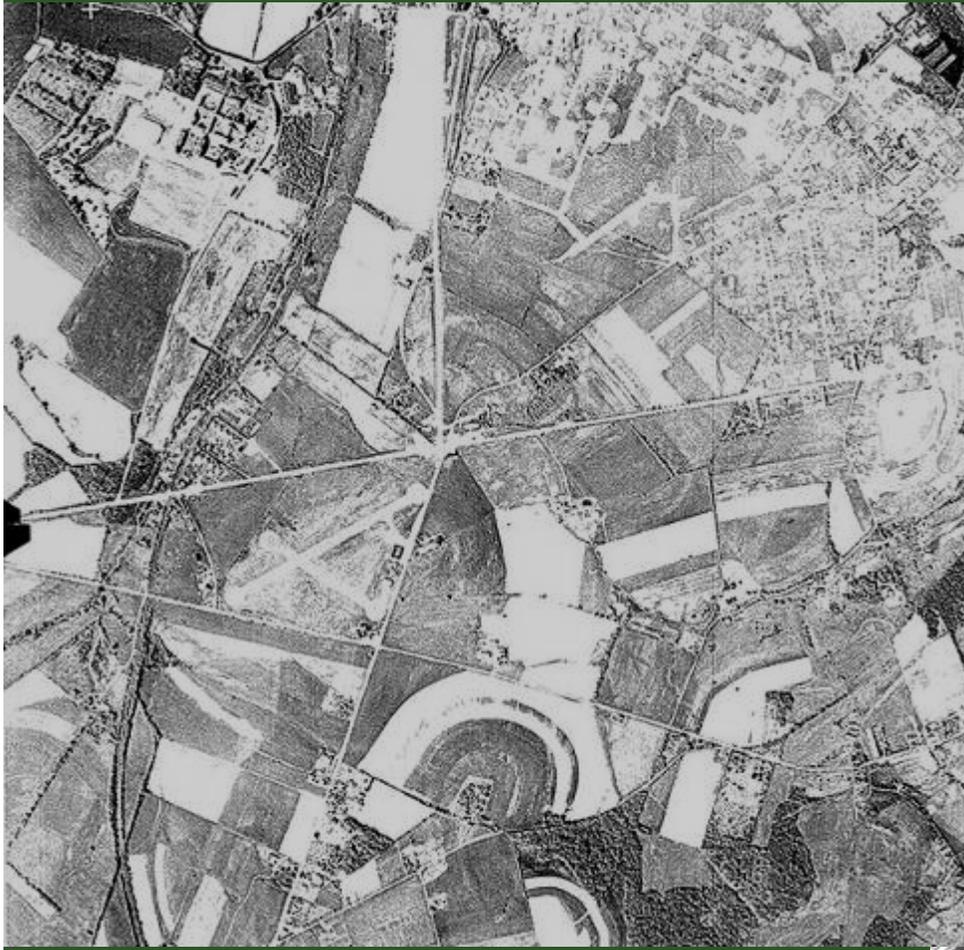
What We Heard from Stakeholders

- **Create value** for the community
- We need a **'third place'**
- We need **attractive, affordable** development
- Build **hotel and restaurant**
- Build **housing!** Don't build housing!
- Build more **offices!** Don't build more offices!
- Developing this suburban site helps **preserve rural farms**
- Promote **connectivity**
- Don't make level of **traffic flow** worse
- Study **commuter rail** from Latrobe-Pittsburgh (underway)
- *Can we really do things differently?*

Guiding Principles

- Improve **connectivity**
- Create a **pedestrian-friendly place**
- Develop a **unique community / sense of place**
- Incorporate **mixed uses**
- Acknowledge **views** to Chestnut Ridge
- Protect and enhance **stream corridors**
- Respect **topography**
- Enhance **gateway** to Laurel Highlands/ Latrobe

Change over time



1950's



1990's

PLAN ALTERNATIVES

“make no little plans”

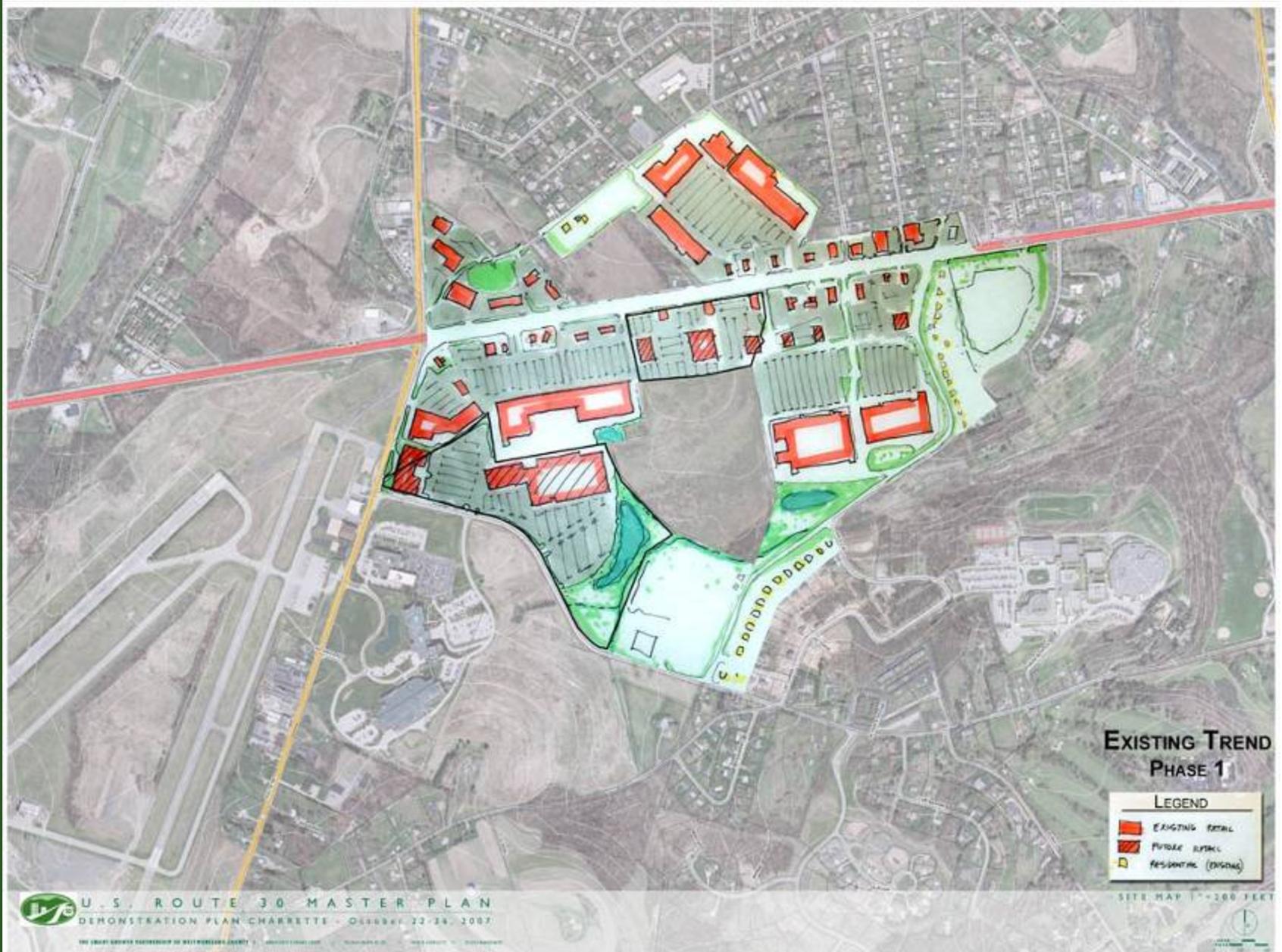
D. Burnham

THE TREND

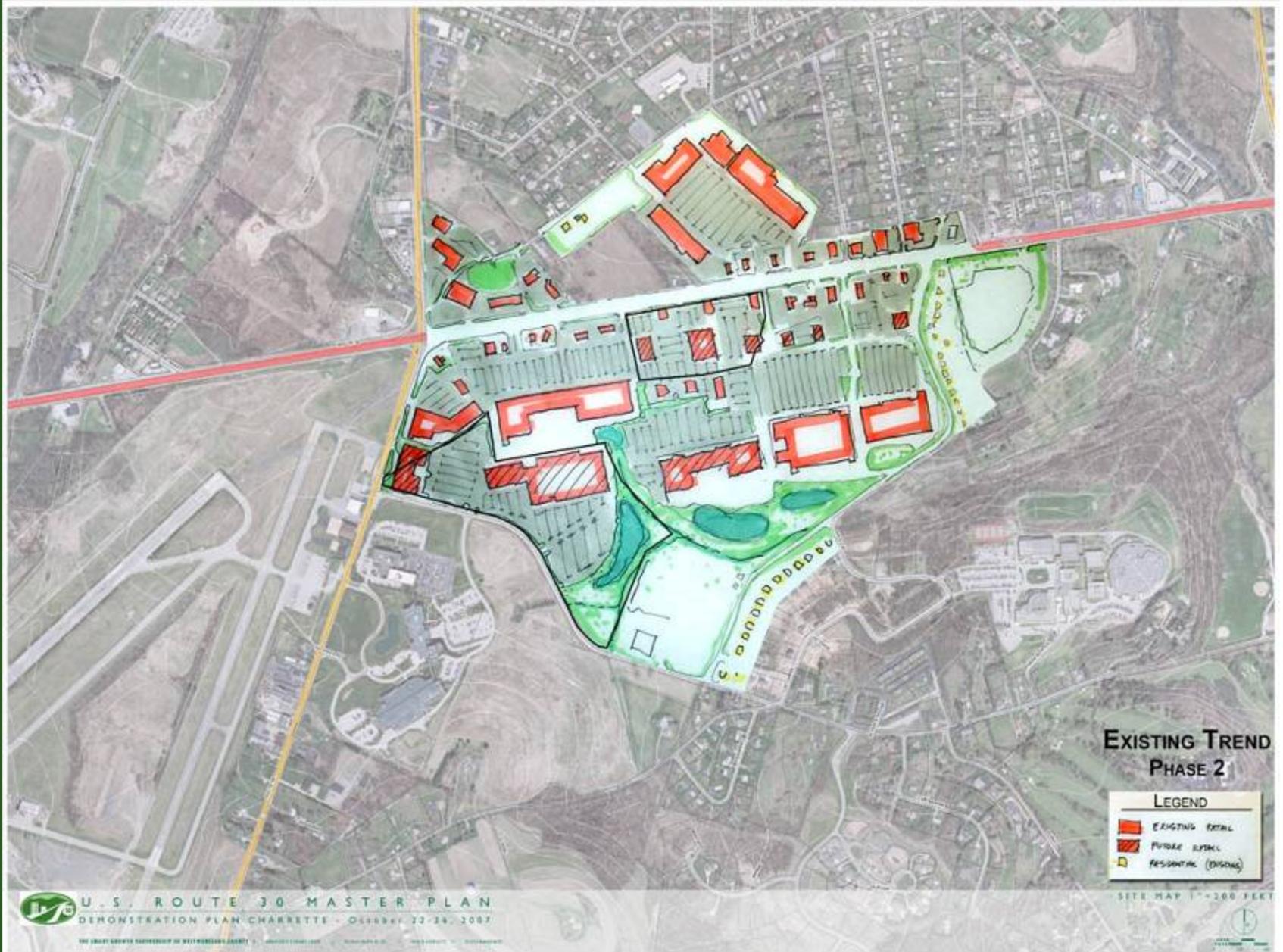
“trend is not destiny”

L. Mumford

TREND Short Term



TREND Mid Term



TREND

- Big Box and strip retail
- Disconnected parking
- Curb cuts on Rt 30
- Franchise – based architecture
- No sense of place or activity areas



EVALUATION

- We will review the alternatives
- Feel free to make notes on your Evaluation Sheet
- After reviewing the alternatives, we will discuss them in each group

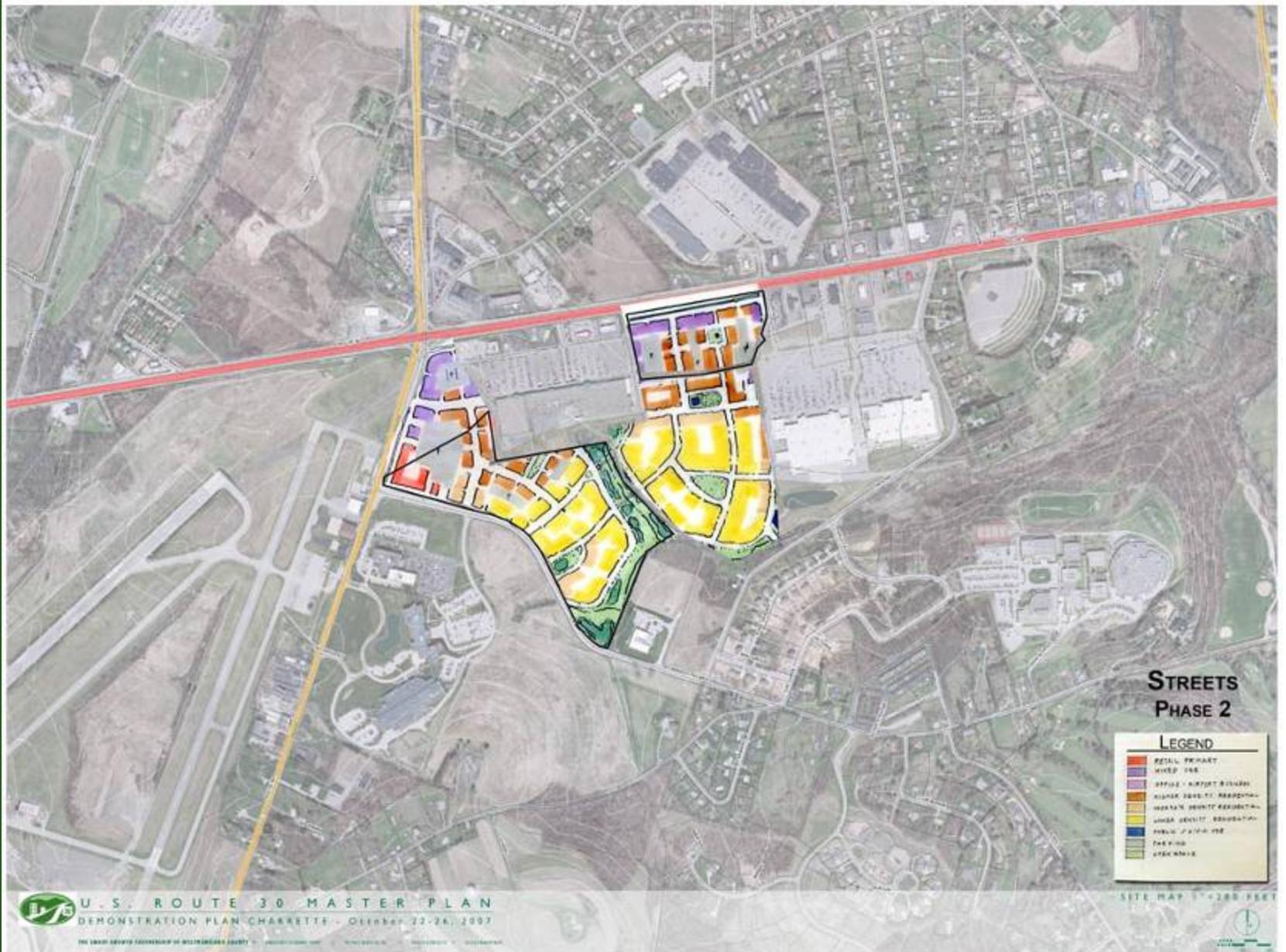
CONCEPT PLAN A.

- “STREETS”
- A connected system of streets with mixed uses
- Route 30 frontage is ground floor retail with professional offices above
- Behind Rt. 30 – a series of residential neighborhoods with local shops, and civic uses
- A regional recreation park next to the high school
- Stream valleys protected as open space

CONCEPT PLAN A. Short Term



CONCEPT PLAN A. Mid Term



CONCEPT PLAN A.

- Mixed use focus
- 3-6 story buildings
- Ground floor retail
- Parking behind buildings
- Linear parks



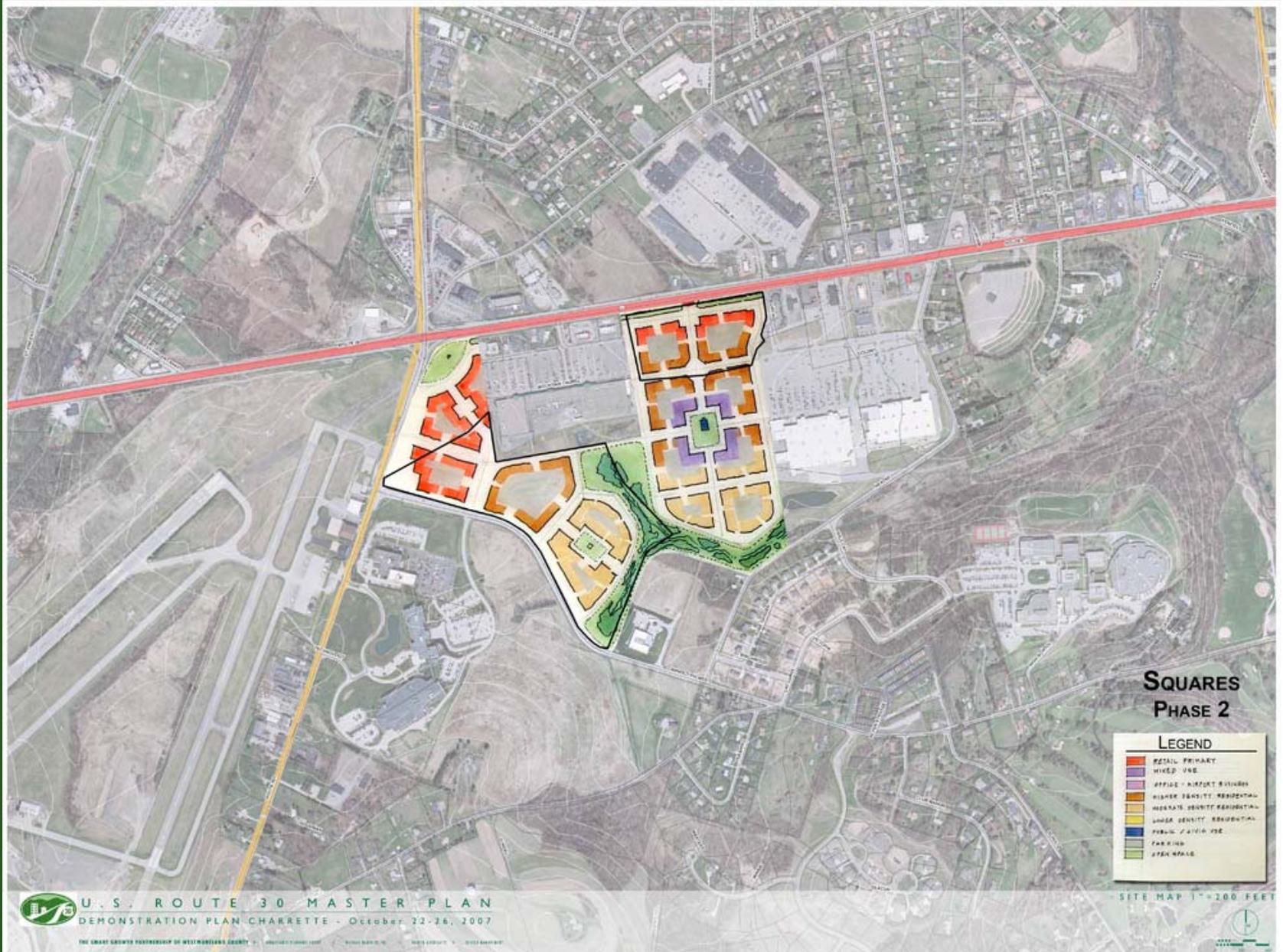
CONCEPT PLAN B.

- “SQUARES”
- A series of small neighborhoods centered around village greens
- Civic uses located in the village greens
- Retail shop fronts along Rt 30
- Stream valleys protected
- Landscaped Gateway feature at 30/981 intersection

CONCEPT PLAN B. Short Term



CONCEPT PLAN B. Mid Term

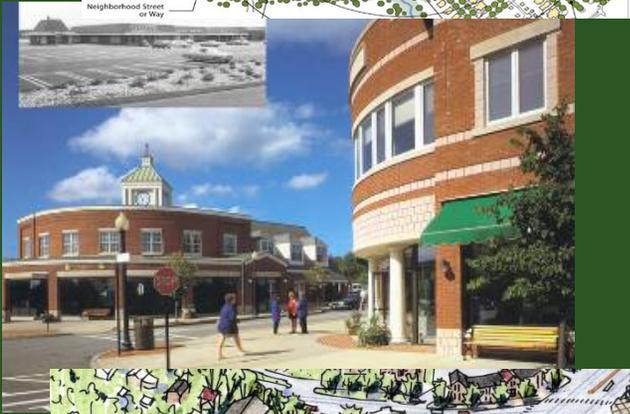


CONCEPT PLAN B. Long Term



CONCEPT PLAN B.

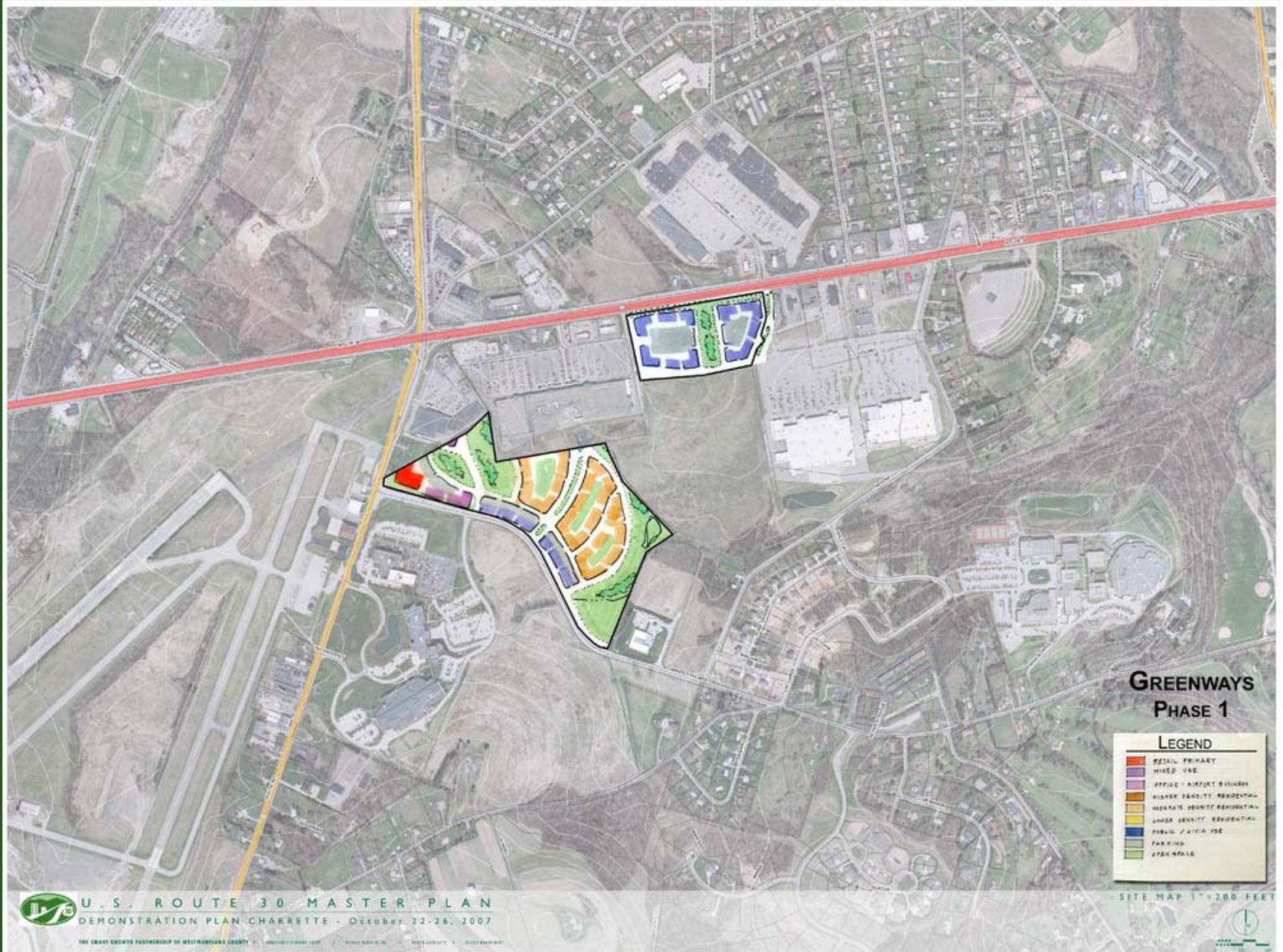
- Village Squares/Greens
- Neighborhood-focus
- 2-4 story buildings
- Ground floor retail – resident oriented
- Civic buildings at center of neighborhood



CONCEPT PLAN C.

- “GREENWAYS”
- Landscaped greenways winding throughout the area and used to unify the development
- Stormwater management and restored habitat areas in the greenways
- Retail frontage on Rt 30 and infill with some existing retail uses

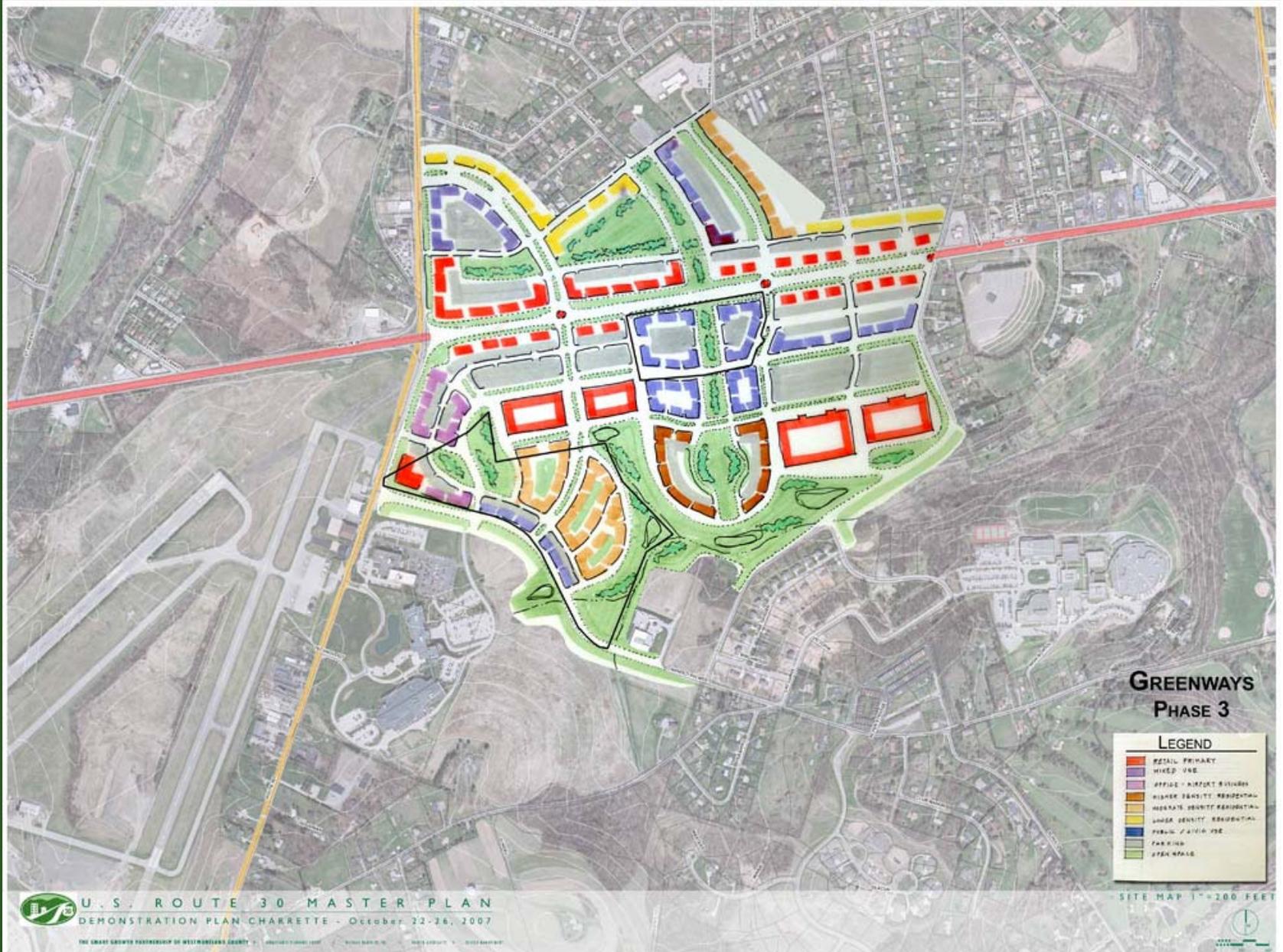
CONCEPT PLAN C. Short Term



CONCEPT PLAN C. Mid Term



CONCEPT PLAN C. Long Term



CONCEPT PLAN C.

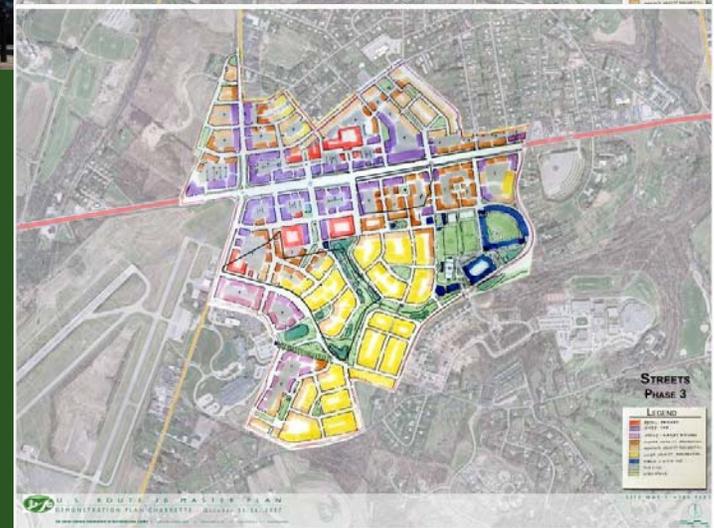
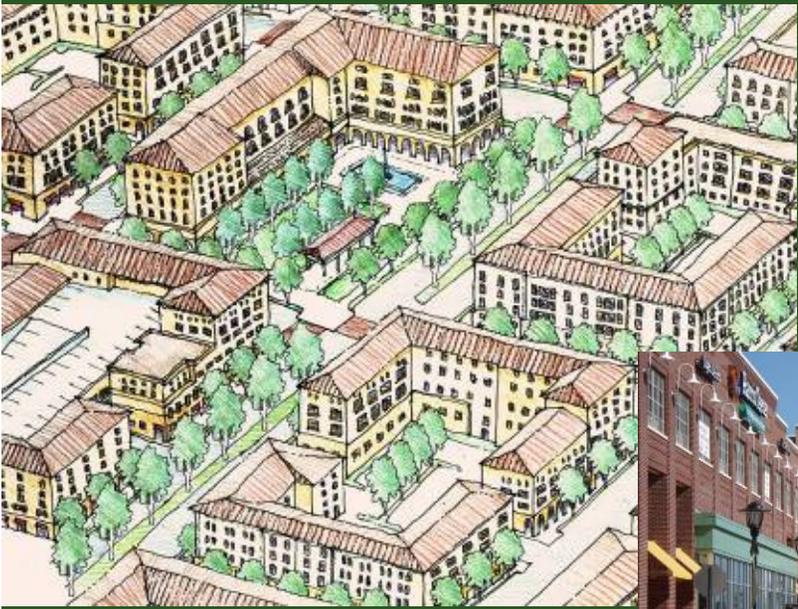
- Greenway focus
- Compatible architecture
- Walk-Up apartments
- Mixed use buildings
- Compatible office/industrial



SMALL GROUP DISCUSSION

- We will show each alternative on the screen for 15 minutes
- You will have discussion questions:
 - What do you like about the alternative?
 - What don't you like?
 - What would you change?
- Facilitators will record comments

CONCEPT PLAN A. "Streets"

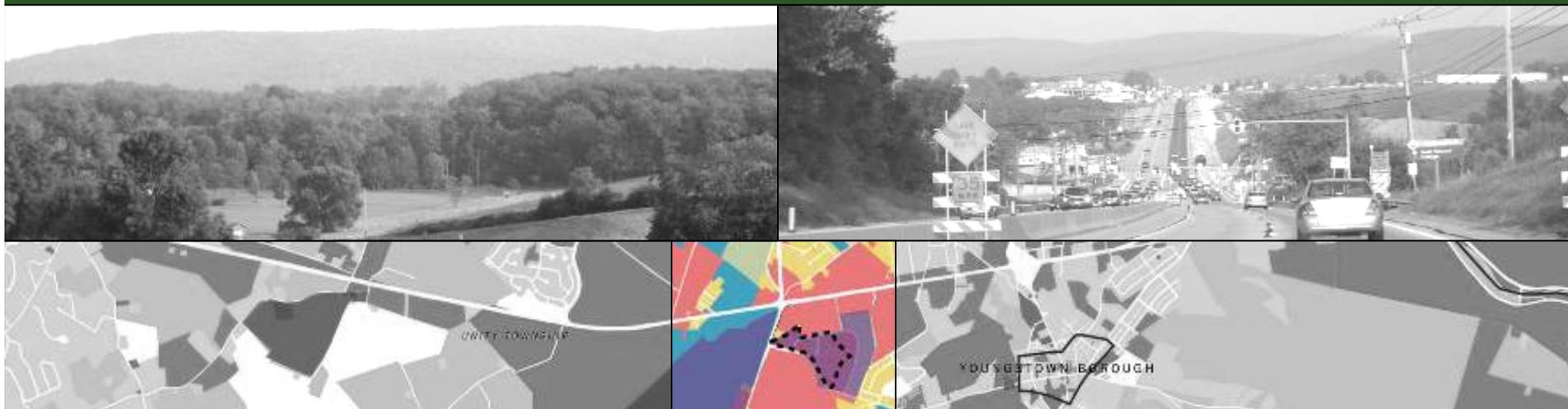


CONCEPT PLAN B. “Squares”



ROUTE 30 DEMONSTRATION PLAN DESIGN CHARRETTE

THANK YOU !



ROUTE 30 MASTER PLAN

The Smart Growth Partnership of Westmoreland County

October 24, 2007