

US ROUTE 30 DEMONSTRATION PLAN

Unity Township, Pennsylvania

“The model process utilized to create the model land development for Route 30”



February 2008

prepared for:



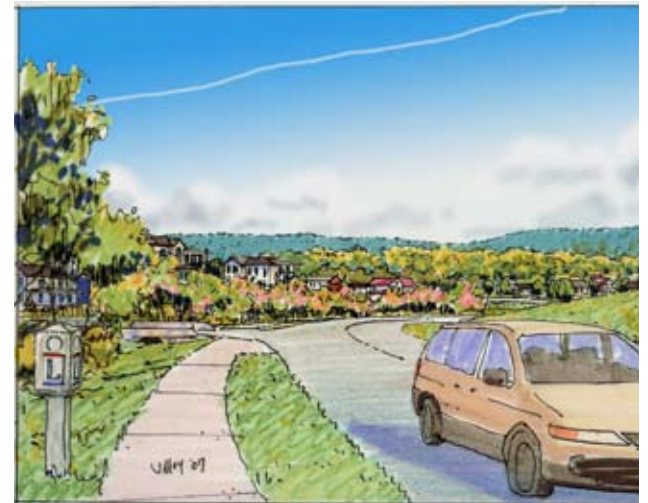
SMART GROWTH PARTNERSHIP
OF WESTMORELAND COUNTY

prepared by:



RENAISSANCE PLANNING GROUP

In association with
Michael Baker, Jr. Inc, Pashek Associates,
and Olszak Management



ACKNOWLEDGEMENTS

Many people and organizations contributed to this demonstration plan. We would like to thank all of those charrette sponsors who contributed to the process, as well as Mr. Arnold Palmer, for his generosity in allowing us to use his property for this demonstration plan. We could not have done it without the support of the community.

Charrette Signature Sponsor



Charrette Gift Donors

Sony Technology Center – Pittsburgh
Westmoreland County Airport Authority
Smail Automotive Group
Westmoreland Conservation District
Municipal Authority of Westmoreland County

Funding Partners

RK Mellon Foundation
Katherine Mabis McKenna Foundation
Heinz Endowments
McCune Foundation
Laurel Foundation
Jack Robertshaw, Jr.
McFeely-Rogers Foundation
Sarah Scaife Foundation
Sony Technologies Center - Pittsburgh
Robertshaw Charitable Foundation
Arnold/Winifred Palmer Foundation

Kim Miller - Wolf Lake, Inc.
Senator Bob Regola
Representative Jess Stairs
Southwestern Pennsylvania Commission
Westmoreland County Planning
Westmoreland County Commissioners
Unity Township
Hempfield Township
North Huntingdon Township
Irwin Borough
Ligonier Township
Ligonier Borough
City of Greensburg
Derry Township
Adamsburg Borough
South Greensburg Borough
PA DCED Land Use Planning and Technical Assistance Program
PA DCED Community Revitalization
PA DCNR
PA DCNR Growing Greener Program
Lincoln Highway Heritage Corridor of the PA HAP under the PA DCNR



CONTENTS

I	EXECUTIVE SUMMARY	5
II	INTRODUCTION.....	9
III	CONTEXT AND HISTORY.....	21
IV	DEMONSTRATION PLAN.....	37
V	TRANSPORTATION STRATEGY.....	51
VI	POLICY FRAMEWORK + IMPLEMENTATION	61



EXECUTIVE SUMMARY

Looking at land use to improve transportation.

“The Route 30 Master Plan represents the approach we must take as we prepare for the future of transportation in Pennsylvania. Partners all along our corridors must coordinate and think about the impact their development decisions will have.

We simply cannot afford a haphazard development approach that fails to consider traffic impacts. Taxpayers have clearly said they will not support either the cost or the disruption created by after-the-fact transportation improvements.”

**Allen Biehler, Secretary
Pennsylvania Department of Transportation**



View from the site looking west toward the Chestnut Ridge.



Executive Summary - Looking at land use to improve transportation

“It was interesting to see the ideas presented and observe the different approaches to land management and improving Route 30.”

Transportation researchers have identified four specific land use characteristics that have a strong impact on traffic patterns in all communities. Known informally as “the Four Ds,” these elements are density, diversity, design, and destination. When the Four Ds are balanced properly, drivers can choose from a variety of routes, or they can opt to walk, take transit, or bike for some trips. Traffic can spread out more evenly across a connected roadway network. When the Four Ds are out of balance, virtually everyone has to drive everywhere. Traffic quickly begins to clog up a few major streets. Crash rates go up, especially in locations where people are turning onto or off of the main road. The problems mount exponentially when new development generates more drivers. But traffic congestion and safety problems can build up even in communities that aren’t growing much overall, simply because of shifts in development patterns.

By focusing on land use, the **US Route 30 Master Plan** is a vital piece of the overall effort necessary to revitalize and enhance personal

mobility and livability along the US 30 Corridor in Westmoreland County. The Route 30 corridor is a significant thoroughfare for this part of the state and its functionality and appearance is critical to the continued vitality of Westmoreland County. The Master Plan will examine the adequacy of the transportation network to support current and future growth, as well as to enhance the safety and accessibility of the corridor for all modes and people of all ages and abilities.

As part of the Master Plan, the study team applied the concepts of how and where growth should occur along the corridor to a particular demonstration area, located at the southeast corner of the Route 30/981 intersection in Unity Township, approximately two miles south of downtown Latrobe. The demonstration plan was developed through a charrette process that involved extensive public input and a team of design professionals, land use planners, and transportation engineers. The resulting plan reflects the needs and desires of the public, as well as a variety of design considerations, including existing physical features, current and projected market conditions in the project area, and implementation feasibility.

Key elements of the plan include:

- Defining development areas and connections to rural context through greenways
- Creating a mixed use livable community to gradually replace the commercial strip development on both sides of Route 30
- Providing public open space as gathering places throughout the site
- Creating a gateway at the intersection of Route 30/981 to serve as an arrival point to Latrobe and the Laurel Highlands
- Maintaining the Route 30 corridor as a regional connector with parallel roads to provide local circulation

In these ways, the demonstration plan calls for leveraging the elements of Greater Latrobe’s unique natural, cultural, and historic legacy to create a distinctive and inviting center of community. The plan concludes with a series of implementation steps to systematically pursue this vision over time. By working together to implement the plan, the Greater Latrobe community has a rare opportunity to enhance its small town character, and create a dynamic neighborhood for current and future generations of residents.

Bird's eye view of the Laurel Plaza and demonstration site looking west toward the Chestnut Ridge.



INTRODUCTION

Phase 2 of stage 2 of the US Route 30 Master Plan looks to develop implementable land use development practices for a better highway.

The US Route 30 Master Plan is a three-stage, multi-phase project, over a period of three or more years. The three stages include:



Aerial photo of the demonstration site and surrounding area.



Background

In June 2007, the project team completed Phase One of the US Route 30 Master Plan, which culminated in the development of a proposed Vision Plan. The Vision Plan integrated land use, transportation, and urban design elements along the Route 30 corridor in Westmoreland County with the goal of improving personal mobility and fostering both new development and redevelopment that benefits the community and strengthens neighborhoods. The plan engaged citizens to shape a preferred development scenario for the year 2030 that embraces revitalized small towns, well-designed suburbs and preserved rural areas, while improving traffic flow along the corridor. The Vision Plan serves as a guide for the corridor municipalities to develop in a cohesive manner that promotes walkability through human-scaled, safe transportation networks; ensures accessibility with close proximity and good connections between jobs, housing and daily services; and generates quality communities attractive to businesses and residents.

Phase Two of the US Route 30 Master Plan kicked off in August 2007 with the selection of the demonstration site by the Community Vision Team. In October, the SGPWC hosted a week-long community design charrette.

This collaborative planning process took place during the week of October 22 – 26, 2007 at the University of Pittsburgh at Greensburg. It included a series of public workshops and stakeholder interviews during which local residents, business owners and officials worked hand-in-hand with the project team to generate an economically feasible, demonstration site plan that applies the concepts from the Vision Plan to an area along Route 30 in Unity Township.

A demonstration site was selected by the Community Vision Team in August 2007, consisting of two parcels. One is a 23 acre greenfield parcel located at the corner of State Route 981 and Arnold Palmer Drive, southeast of the Route 30/981 intersection in Unity Township. The other is an additional 11 acres along the frontage of Route 30 that includes Arnold Palmer Motors.

“I greatly appreciate the work of Smart Growth. Regional planning can only help Westmoreland County.”



Above: Optimized community element from the Vision Plan showing improved urban design - City of Jeannette.



Map showing location of demonstration site at the southeast corner of the 981 / Route 30 intersection.

Objectives + Strategies

While the demonstration site was identified as the two parcels, totaling over 30 acres, the study area boundary quickly expanded - based on the community input at the charrette work sessions - to the area roughly bounded by Arnold Palmer Drive to the south, Mission Road to the north, Winnie Palmer Nature Reserve and the airport to the West, and Theater Drive to the east. At the most fundamental level, the issue is whether this area can integrate all of the pieces that define the Greater Latrobe area into a functioning, unique whole. While the zip code indicates a unified community, the area operates as a collection of separate places with Route 30 serving as both the primary connection and barrier, and City/Township boundaries defining distinct service areas.

On the positive side, the area has all of the amenities that contribute to a vibrant and thriving place: a variety of housing types, neighborhood churches and schools, a college, an airport, employment opportunities, proximity to downtown Latrobe, access to public transportation, and a diverse array of retail, all within a few square miles. It also has proximity to Pittsburgh as well as the Laurel Highlands outdoor recreational opportunities. But it does

not have the coherence that brings all of these uses together. An additional challenge is developing/redeveloping an area on the outskirts of Latrobe in such a way that supports revitalization of the lagging downtown even though limited growth is projected for the entire area.

The intent of the charrette process is to apply the concepts of how and where growth should occur from the 40-mile vision developed in Phase I of the Master Plan to this demonstration area, and identify specific design, policy, and management recommendations for creating a critical mass of positive transformation throughout the corridor.

In the months leading up to the charrette, the Community Vision Team outlined the following measurable objectives and implementation strategies to help guide the process:

1. Create town center for Unity Township that serves as a catalyst for revitalization of Latrobe and the surrounding region

- Create multi-modal connections to St. Vincent's, Fred Rogers Center, Winnie Palmer Nature Reserve, and Latrobe (such as transit circulators and the proposed greenway from airport to Latrobe along abandoned railroad)

- Showcase the Latrobe area and the Lincoln Highway Heritage Corridor
- Create a structure that benefits the students at the high school/middle school
- Include a mix of residential and commercial uses, including visitor attractions and local employment and shopping activities.
- Promote land development that is compatible with airport operations

2. Ensure market feasibility in the near future

- Build upon economic energy of the surrounding places (Kennametal, shopping centers, airport, St. Vincents, Latrobe)
- Build upon economic opportunities of greater Pittsburgh (health, technology, green design)
- Create regulations & incentives to encourage appropriate private development

3. Make quality of place a profitable investment for long-term economic sustainability

- Plan for needs/ desires of next generation

- Apply multi-use, flexible, green building design
 - Make efficient use of green space
- 4. Reduce rate of future traffic congestion on Route 30 by promoting a more efficient network and increasing the availability of travel choices.**
- Consolidate driveways into managed intersections on Route 30
 - Create additional access points from other roadways to reduce dependence on the Rt 30 corridor
 - Design multi-modal street grids and parallel routes
 - Expand transit linkages
 - Connect existing development activities to one another as well as to future development in the demonstration site.
- 5. Create a plan within the legal framework of the Pennsylvania Municipalities Planning Code (MPC) and state and federal case law.**
- Model best design practices for mixing of uses, access management, modal choices, internal circulation, parking, lighting, signing, landscaping, storm water management, airport compatibility, sustainability principles, energy efficiency, external integration into the existing fabric of land use

The objectives and strategies provide a framework for preserving what citizens love most about their area's character and its past while enabling new development to sensitively blend in and enhance the community's character and sense of place.

Monday night's public workshop



Photos from the first public workshop. Courtesy of: Mark Jackson, Westmoreland Conservation District



Small group exercise



Small group presentation



High school students from Greater Latrobe School District



Site visit - Unity Township



Small group exercise



Exercise work example of one of the twelve teams

Charrette Process

Understanding the perspectives and priorities of the people who live, work and play along the US 30 Corridor is critical to the development of a successful plan. The five day, collaborative planning process hosted at the University of Pittsburgh's Greensburg campus allowed more than 200 people – municipal officials, developers, residents and students – to provide suggestions on what they'd like to see as a prototype development for a 30-acre parcel on Route 30 in Unity Township. The charrette included a series of public workshops and stakeholder interviews during which local residents, business owners and officials worked hand-in-hand with the project team to generate a development plan for the Unity Township demonstration site and strategies that can clarify and implement the concepts in the Vision Plan.

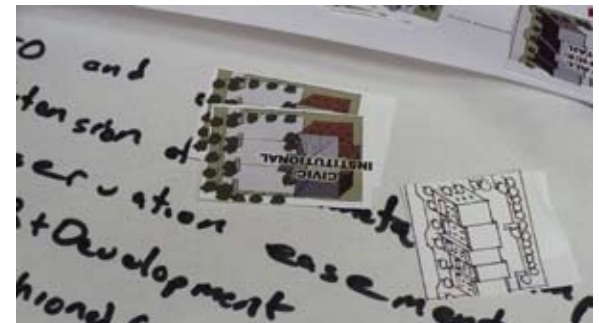
Before, during and after the charrette a charrette gallery, located in the Millstein Library on the University of Pittsburgh at Greensburg campus, included a display of maps, charts and drawings allowing the students and general public a view of the charrette progress. The project Website was utilized featuring a charrette blog and information was posted to the site as it was developed.

Three public workshops and numerous formal and informal stakeholder interviews were held

to hear the public's ideas about the site and surrounding area. In the first public workshop, participants were asked to envision the future of the site in the context of the greater Latrobe region. They were asked both to describe and illustrate how they would like the site to change over the next 30 years. The groups were divided into tables of about eight people. Each group was given a large-scale map of the greater Latrobe area, and a smaller scale map of the site. In words, they were asked to describe the vision for the site. Then participants were asked to place "chips" (small pieces of paper that contained various kinds of buildings and uses) on the map and draw the kinds of open space and transportation improvements they would like to see.

The workshop results helped focus and organize the approach used for the plan. Participants helped identify a set of guiding principles to create a more vital, active, and pedestrian-friendly area that becomes a place with economic vitality and community pride. The following section includes a brief description of the guiding principles outlined during the first workshop and in discussions with stakeholders and community leaders.

Top right: Small group exercise. Middle right: Building chips used in small group exercise. Bottom right: Charrette Introduction and Conclusion by Alex Graziani.



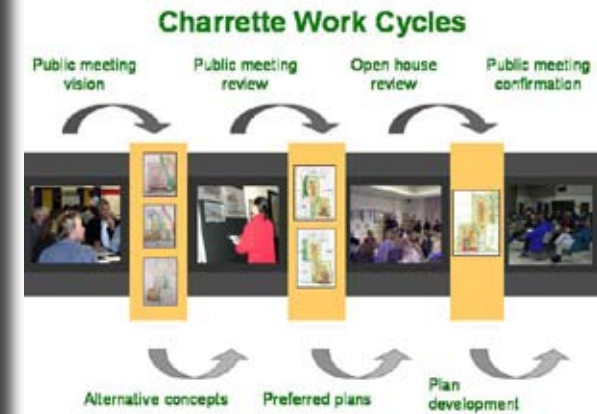
What is a Charrette?

The charrette model that was used for the Route 30 Master Plan was developed by the National Charrette Institute (NCI). NCI is a nonprofit educational institution that teaches the transformative process of dynamic planning to create healthy community plans. It was founded by professionals who utilized charrettes as the primary means to create feasible plans to share that knowledge with other planning professionals. To learn more about National Charrette Institute (NCI) charrettes, please visit www.charretteinstitute.org. Route 30 project team members have attended NCI training to become certified charrette planners, managers and facilitators.

The charrette is a multiple-day, collaborative planning event that harnesses the talents and energies of all affected parties to create and support a feasible plan that represents transformative community change. Charrettes help to build community capacity for collaboration to create healthy community plans. A NCI Charrette is a generalist, holistic process of at least four consecutive days. It is a collaborative process involving all disciplines in a series of short feedback loops that produces a feasible plan.

Even high quality architectural and planning projects with demonstrable public benefit may lose support without a collaborative approach like the NCI charrette. The public design charrette has emerged as an alternative to the “design and present” convention. Dynamic planning charrettes aid in creating a shared vision with community involvement, directed by consultants representing all key disciplines. Dynamic planning is a three-part approach for leveraging positive change in public and private planning efforts.

The use of the charrette process to develop the vision for the demonstration site was a strategic means to showcase the charrette as a model method or “best practice” for meaningful public participation for transformative change. In the months leading up to the charrette the SGPWC hosted numerous “Introduction to NCI Charrettes” workshops and attended various meetings to explain the charrette process.



“Very well done and most important endeavor. Learned a lot that can be applied to our community’s development.”

Route 30 Design Charrette Schedule

October 22 - 26, 2007

	Monday - Oct 22	Tuesday - Oct 23	Wednesday - Oct 24	Thursday - Oct 25	Friday - Oct 26		
8:30 AM			Team Arrives	Team debriefing			
9:00	Library Open	Team Debriefing	"Reality Check" of alternatives	Summarize evaluation comments	Final Production		
9:30							
10:00							
10:30		Stakeholder Interviews				Work Teams Develop Alt. Concepts	
11:00		Lunch		Work Teams Synthesize to Preferred Alternative	Team rehearsal		
12:00							
1:00 PM	Debrief with Alex + full consultant team	Stakeholder Interviews	Stakeholder Review + Summary	Work Teams Refine 3 Alternatives	Set-up		
2:00	CVT + stakeholder briefing				Charrette Room Set-up	Informal Technical Review drop-in	Public Final Presentation Smith Hall
3:00	CVT + Stakeholder Site Visit				Open House Set-up		
4:00	Volunteer check-in + Facilitator Training						
5:00							
6:00	Open House Ready/Dinner	Dinner	Set-up / open house	Volunteer check-in + Facilitator Training	Dinner		
7:00	Public Workshop #1 Smith Hall	Team pin-up	Public Workshop #2 Smith Hall	Team pin-up			
8:00				Story Development	Drawing Production		
8:45							
9:30							

	Input Sessions CVT/Stakeholders Schedule TBA		Workshops Public, CVT, Stakeholders		Informal Drop-In Public, CVT, Stakeholders
--	-----------------------------------------------------------	--	--------------------------------------------------	--	---------------------------------------------------------

Providing for demonstration site planning activities within a compressed time frame

Demonstration Site Guiding Principles

1. Improve connectivity

Create a continuous network of streets, sidewalks, and parks that are safe, vibrant, and pedestrian-friendly.

2. Create a pedestrian-friendly place

Improve the pedestrian environment with a combination of public improvements and enhanced design guidelines for private development.

3. Develop a unique community that evokes a sense of place

Build on the area's natural, historic and cultural assets to enhance the community's identity. Develop a unique identity for the area that will attract tourists to visit; young singles, couples and families to live and work; and businesses to locate.

4. Incorporate mixed uses

Encourage mixed-use infill development that brings more residents, businesses, and regular activity to the site. More "eyes on the street"

throughout the day creates a safer public realm.

5. Acknowledge views to Chestnut Ridge

The views to the Chestnut Ridge are key aspects of resident's quality of life, and contribute to the area's distinctive identity and attractiveness as a place to live, work, recreate, and visit. Views of hillsides and hilltops should be acknowledged in the design of the site.

6. Protect and enhance stream corridors

Protect and improve views and access to creeks and stream corridors. Preserve their functions

7. Respect topography

Design road networks and buildings that work with the landforms and minimize disturbance to the natural topography.

8. Enhance gateway to Latrobe/Laurel Highlands

The Route 981/30 intersection is an important gateway announcing a visitor's arrival in Latrobe and the western entrance to the Laurel Highlands. The gateway should be enhanced to appropriately symbolize the arrival in these important destinations.

National Examples of New Development Trends



Orlando, FL



Austin, TX



Portland, OR

In the second public workshop, the project team presented three alternative concepts (Streets, Squares, and Greenways) for how the demonstration plan site might develop over time. Participants at the workshop were asked to discuss the concepts and provide feedback for each of the alternatives. Specifically, participants were asked the following questions: What elements of the design do you like? What elements of the design don't you like? What elements would you change? Participants discussed these questions in small groups and reported back to the entire group at the end of the night. The ideas generated further clarified the direction of the final charrette plan that was presented at the third and final public workshop.

The group of people who participated in these various venues was diverse – residents who have lived here for years as well as newer residents. Smaller focus groups were held with developers, land owners, realtors, heritage advocates, County staff, and others. We heard a wide array of opinions and advice through one on one and small group discussions, public meetings, and online comments posted on the Route 30 website. People have been generous in helping us understand their different perspectives and in finding common ground. All comments received can be found on the Route 30 Plan website, www.route30plan.com.



Below: Alternative concepts for the year 2035 presented for public feedback during the second public workshop. Right: Photos of small group discussions during the second public workshop. Courtesy of: Mark Jackson, Westmoreland Conservation District



Squares



Greenways



Streets

Historic photos showing development of the site and surroundings over time. Photos courtesy of: Westmoreland Conservation District, Natural Resources Conservation Service and PennDOT



1950s



1970s



1990s



Intersection of Routes 30/981 - 1930's



USGS map - 1980's

CONTEXT AND HISTORY

The historic pattern of land use is closely linked to transportation. As each mode of transportation was developed (foot, horse and wagon, rail, and automobile) the land use pattern changed, as well.

Birds eye view of Latrobe, Pennsylvania 1900. Drawn by T. M. Fowler



St. Vincent's College c. 1946.



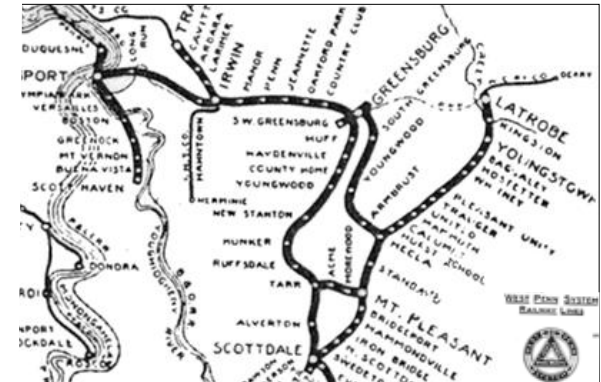
Map showing both Braddock's Road and Forbes' Road. Adapted from Guns at the Forks by Walter O'Meara, 1979, by permission of the University of Pittsburgh Press. Redrawn by Kent Steinbrunner



Painting by William Hoffman of Steel Mill in Latrobe.



Remnants of Lincoln Highway in Unity Township.



West Penn System Railway lines

Regional Context and History

Latrobe is recognized across the nation for its contributions to our country's culture and heritage. Among its claims to fame, Latrobe is the home of the world's first banana split, golfer Arnold Palmer, the Latrobe Brewery (the original brewer of Rolling Rock beer), and St. Vincent College (home to the training camp of the Pittsburgh Steelers). It was also the childhood home of Fred Rogers, children's television personality and creator of the popular children's program, "Mister Rogers Neighborhood."

The history of Latrobe, like many of the communities along the Route 30 corridor, is intricately linked to the evolution of transportation. The land known today as the city of Latrobe began as an early Native American settlement, situated between the meanders of the Loyalhanna Creek, and located at the crossroads of many Indian paths including what would later become historic Lincoln Highway. Eighteen years before the War for Independence, British General John Forbes and his troops cut through 200 miles of Pennsylvania wilderness from Bedford to Fort Duquesne (Pittsburgh). Forbes Road as it became known, was cleared in the summer and fall of 1758 and crossed the project area. This Indian path made military road was supported by system of forts including nearby Ligonier and Hanna's Town and facilitated immigrants from Eastern

Pennsylvania to begin the white settlement of Westmoreland County. Though settled by whites in the late eighteenth century, the growth of Latrobe was tied to the construction of the Pennsylvania Railroad in the 1850's. By 1854, the Borough was incorporated and the Latrobe station opened. Latrobe's proximity to both the railroad and the Loyalhanna Creek helped Latrobe develop into a significant industrial hub with a paper mill, tanneries, distilleries, and breweries. The discovery of coal in the region led to still more industrial growth, with the establishment of brickyards, mills and foundries.

In 1909, the idea of an automobile highway stretching from coast to coast was birthed by Carl Fisher, the man also responsible for the Indianapolis Motor Speedway and Miami Beach. To honor the 100th anniversary of the birth of Abraham Lincoln the highway was dubbed the "Lincoln Highway". The Lincoln Highway followed the Forbes Road through the demonstration site area south of Latrobe.

By 1960, the population of Latrobe reached its peak with 11,932 residents. The area became an important economic center in Western Pennsylvania with coal mines, steel mills, and the railroad as major employers, along with a steadily growing variety of businesses and stores in

downtown. As the end of the decade approached, however, a number of events propelled the city into decades of decline:

- The shift from railroad to automobile as primary mode of transportation created new opportunities for development along Route 30.
- Unity Township, Youngstown, and Latrobe Borough schools merged in 1962 to form the Greater Latrobe School District. Greater Latrobe High School was relocated from the city to its present site, stretching the size of Latrobe and creating a new center for the community.
- Industries began to consolidate with private, local ownership passed on to large out-of-town conglomerates.
- Kennemetal's headquarters relocated from downtown Latrobe to Unity Township and the continued growth of the Latrobe Airport (now known as the Arnold Palmer Regional Airport) further solidified Route 30 between Routes 981 & 982 as an important economic center for the area.

By the year 2000, the number of Latrobe residents had declined to 8,994. During this same

period of time, the population of Unity Township increased 36%. Businesses and services shifted from the downtown area of Latrobe to strip shopping centers, big box retail, and industrial parks just outside of town on Route 30, creating traffic congestion and unsightly development patterns along the corridor. While the economic activity of the area is centered along Route 30, a number of those early shopping centers have reached their useful life and are showing signs of decay.

The demonstration site at the corner of the 981/30 intersection is part of an evolving story that emphasizes the connections between land use and transportation. The challenge is to encourage development on the site in such a way that revitalizes the lagging downtown of Latrobe when limited growth is projected for the entire area. This challenge is an opportunity for change, rejuvenation, and empowerment in communities throughout the corridor.

Photos: Top right - Downtown Latrobe, middle right - Latrobe Elementary school, bottom right - Latrobe Hospital.

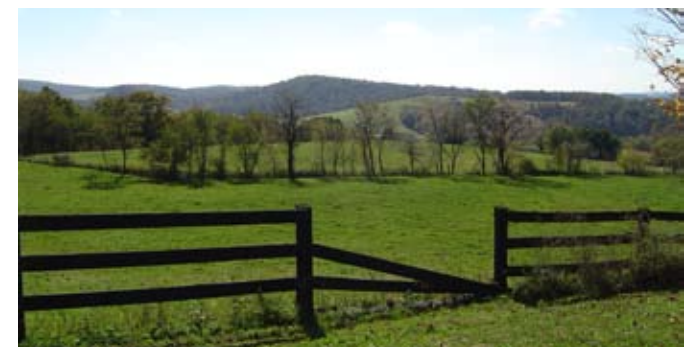


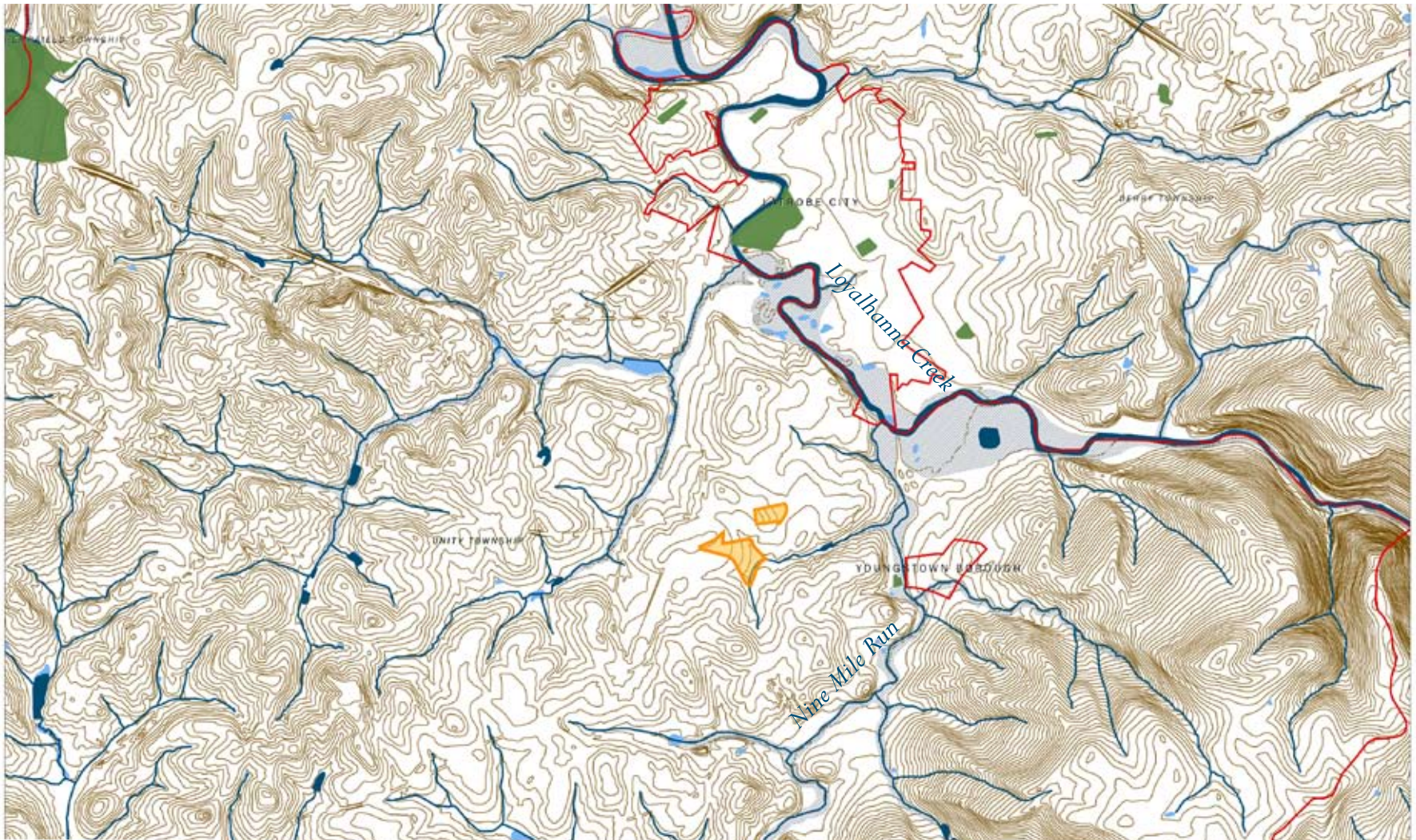
Understanding the context of the natural and built environment helps to guide the land development process. The following sets forth the natural conditions, transportation, land use, and community design context, as well as a comparison of the physical scale of development.

Natural Conditions

The eastern boundary of Unity Township lies along the summit of Chestnut Ridge, the western most fold of the Allegheny Mountains and the most prominent and appreciated scenic feature of the area. Loyalhanna Creek flows northwesterly along the north border of Unity Township and with its tributary creeks forms a broad and reasonably level valley in the Latrobe area. To the south the valleys are narrower and the topography is more characterized by rolling to steep hills and valleys. Route 30 parallels the Loyalhanna Creek through the Loyalhanna Gorge.

Photos: Top right - Loyalhanna Creek and Chestnut Ridge at Kingston Dam, middle right - Route 30 demonstration site, bottom right - view from Friendship Farm in nearby Lycipus.





US Route 30 Demonstration Plan: Unity

- Legend**
- Municipal Boundary
 - Study Area Boundary
 - Waterbody
 - Floodplain
 - Topography
 - Parks & Recreation

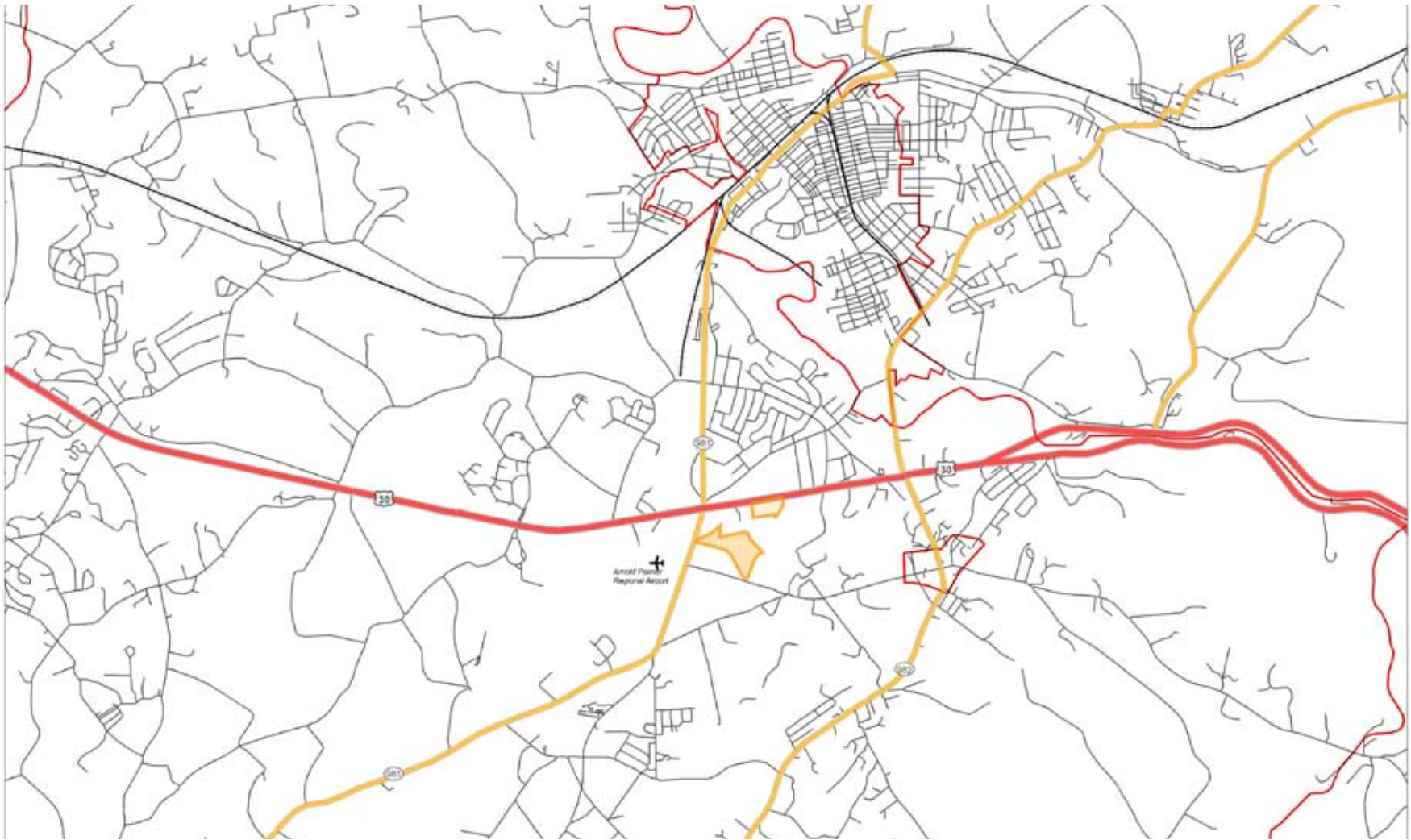


Transportation Context

The study area is bracketed by several major transportation corridors, including Route 30, SR 981, and Arnold Palmer Way. The Arnold Palmer Regional Airport is located to the southwest of the site and offers four non-stop flights to Detroit daily, as well as a park and ride facility. The Westmoreland County Transit Authority provides bus service (Routes 9, 9S, 9A, 9AS, 2F, 11) from the greater Latrobe area to Pittsburgh, Greensburg, and Derry. There is a train station in Latrobe that is served by Amtrak Pennsylvanian trains, which operate once per day in each direction. Potential for commuter rail to Pittsburgh is currently being discussed. There is also a proposal for a new Pennsylvania Turnpike interchange with State Route 981 ten miles south of the site. This transportation investment would improve access to the Pennsylvania Turnpike and Interstate 70.

Photos: Top right - Intersection of Routes 30/981, middle right - Arnold Palmer Regional Airport, bottom right - Amtrak Station





US Route 30 Demonstration Plan: Unity

Legend

- Highway
- Local Road
- Municipal Boundary
- Major Road
- Railroad
- Study Area Boundary

0 0.25 0.5 0.75 1 Miles

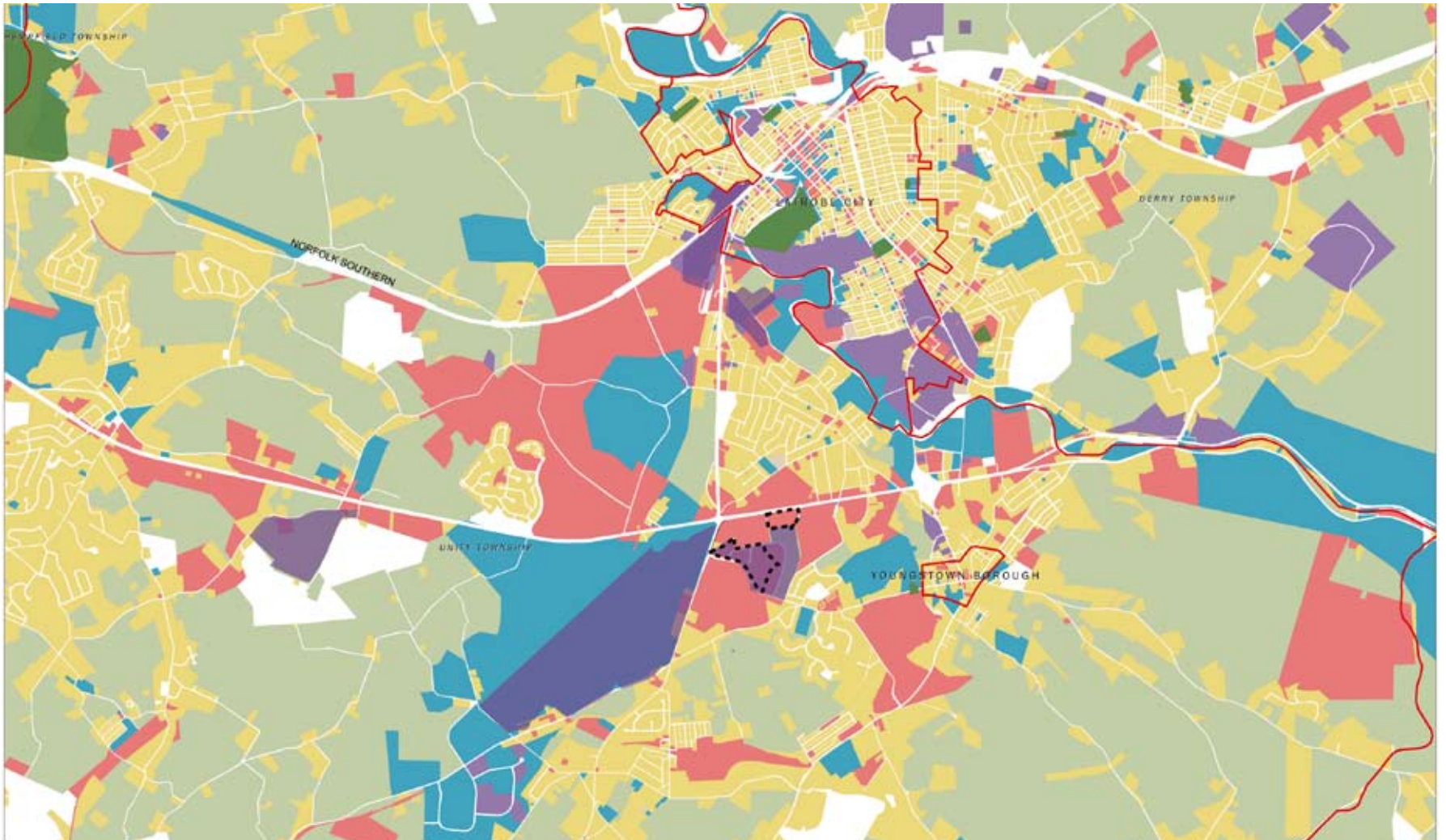


Land Use Framework

The existing land use in the study area is characterized as primarily commercial along the frontage of Route 30, with single family residential neighborhoods generally located just off the corridor. While the residential and commercial uses are adjacent to each other, there are few connections between them and little mixed-use development. A number of industrial areas are located in and around Latrobe, while agricultural and open space uses characterize much of the remainder of the study area. Latrobe and Youngstown offer insightful comparisons of the fine grained scale of uses that can be accommodated in a given area.

Photos: Top right - Kennametal, middle right - Laurel Plaza, bottom right - Victorian Heights





US Route 30 Demonstration Plan: Unity

Legend

- Commercial
- Civic/Institutional
- Farm
- Industrial/Business
- Residential
- Utility
- Study Area Boundary
- Municipal Boundary

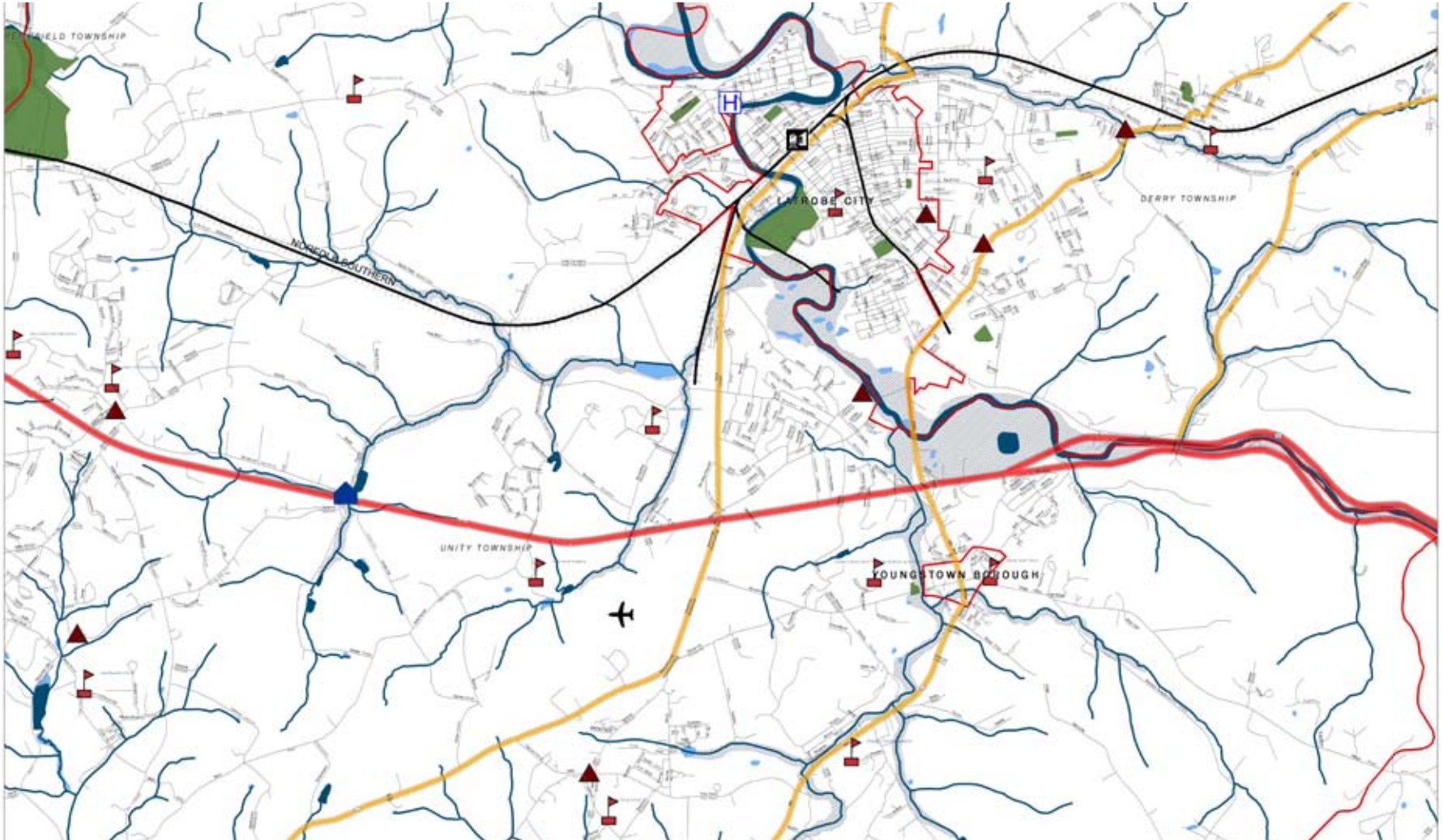


Community Design Characteristics

In the study area, the places where residents live, work, shop, and play are typically segregated, common public space is scattered or hidden, and the automobile is the most accommodated mode of travel. Some places, such as Youngstown and Latrobe, present a mix of uses with well-connected, walkable centers that serve as gathering places for community life, recreation, and commerce and are accessible to but not centered on the automobile. The auto-oriented nature of commercial development along Route 30 and lack of connectivity to neighboring development currently precludes effective access to these important community focal points.

Photos: Right - St. Vincent College, far right top - Laurel Plaza, far right bottom - Latrobe Junior High School





US Route 30 Demonstration Plan: Unity

- Legend**
- Municipal Boundary
 - Highway
 - Major Road
 - AMTRAK Stations
 - Airport
 - Waterbody
 - Floodplain
 - Parks & Recreation
 - School
 - Church
 - Public Building
 - Hospital

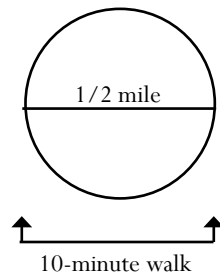
0 0.25 0.5 0.75 1 Miles

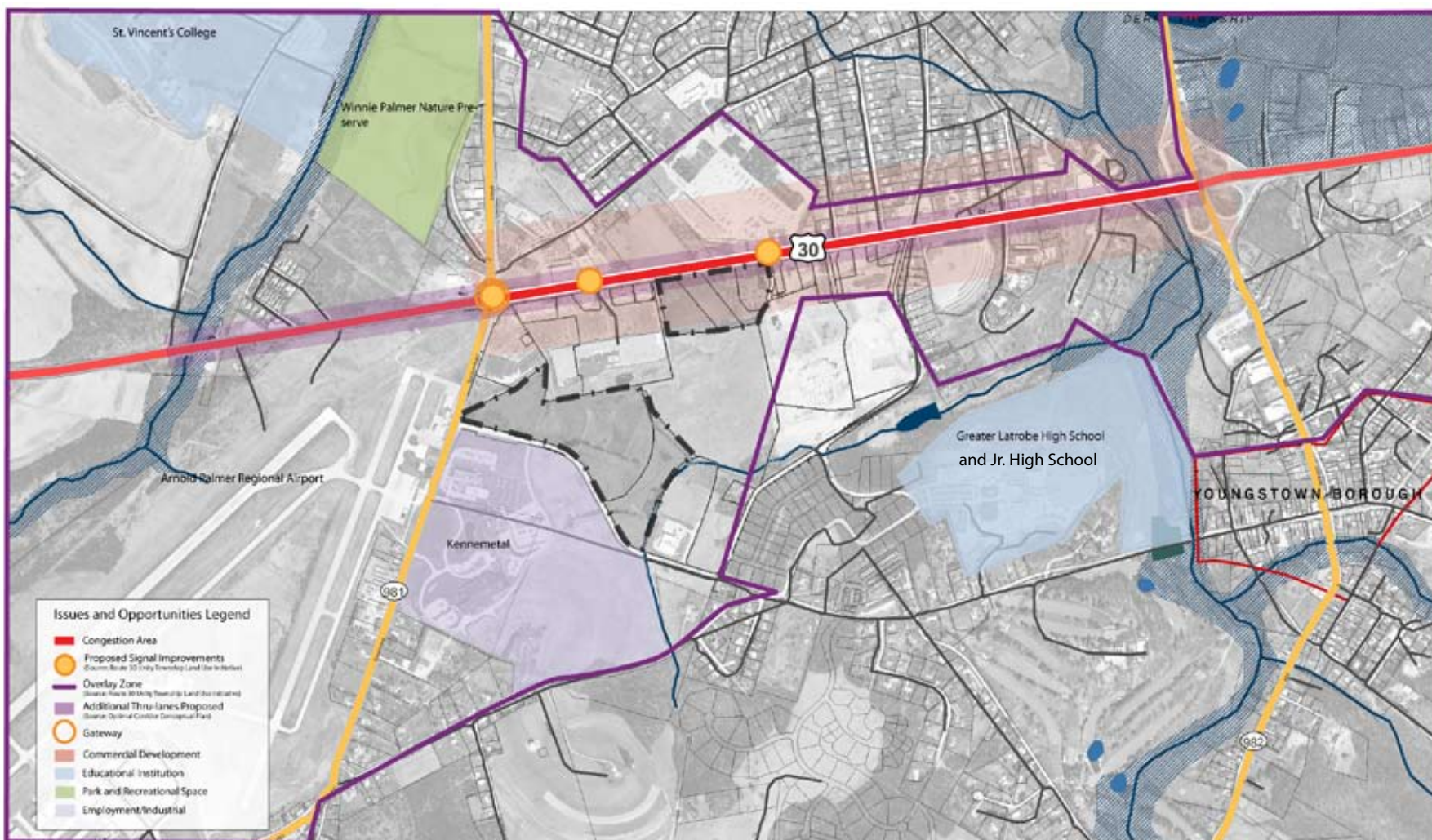


Scale Comparisons

Scale comparisons helped the charrette team and community participants to better understand the scale of the demonstration site in relation to other familiar places along the corridor. Below is the site at the same scale as other local towns, roughly the distance a person could walk in ten minutes or 1/2 mile. The scale comparisons give light to the vast amount of land available for redevelopment on the site, and make vivid one key source of the corridor's traffic problems, its sparse road network. A sparse road network not only limits choice for automobiles but also for pedestrians. In addition, a mix of commercial, residential and other uses establishes a complete community.

Images: Top left - Demonstration site, Bottom left - Ligonier, Top right - Greensburg, Bottom right - Youngstown. All images are shown at the same scale, roughly 1/2 mile diameter or 10-minute walk.





The final charrette plan presented on October 26, 2007, incorporates ideas generated from public input received during the charrette and represents a 30-year phased approach. The demonstration plan on page 37 updates the final charrette plan with slight modifications.



DEMONSTRATION PLAN

The purpose of the demonstration plan is to focus the 40-mile corridor vision to a particular area along Route 30 to create the prototype development.

Defining features of the Charrette plan include neighborhood parks, preserved natural areas and innovative stormwater management. Proposed McKenna Square (below) is ringed by housing providing safe oversight and activity in the adjoining park.



McKenna Square

Design Elements and Guiding Principles

The demonstration plan builds upon the concepts outlined in the Vision Plan, which is designed to help achieve and sustain the Vision of a balanced community along the Route 30 Corridor in Westmoreland County. A scenario planning process was used to help corridor communities understand and coordinate plans for the factors that most influence growth: community design, regional policies, and transportation investments. Through the Vision Plan’s public process, the following principles for encouraging desirable, efficient community design were discerned:

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

The design elements of the demonstration plan reinforce two strategic objectives: (1) build upon the existing strengths of the area, and (2) increase connections within the site and to all parts of the surroundings. The site has the unique opportunity to present itself as a walkable neighborhood of Latrobe that fits the historic fabric of the community while accommodating modern travel,

shopping, and living conveniences. The charrette recommendations are not about creating an entirely new place, but about enhancing what exists to help revitalize the greater Latrobe area and accommodate future projected growth. The effort was not to create an imminent plan for development of the site, but a concept plan with transferable ideas to the rest of the corridor.

Unless a better pattern is adopted, it is reasonable to expect that redevelopment and new development of the remaining vacant areas of the area will proceed according to the same patterns that have made this part of the corridor a congested commercial strip center. The Demonstration Plan proposes a better way - a pattern that will reduce the auto-oriented character of the area and develop a complete, livable community over time. The guiding principles are meant to serve as framework for the plan and, though unique to this particular site, can be adapted to fit the different communities across the corridor.

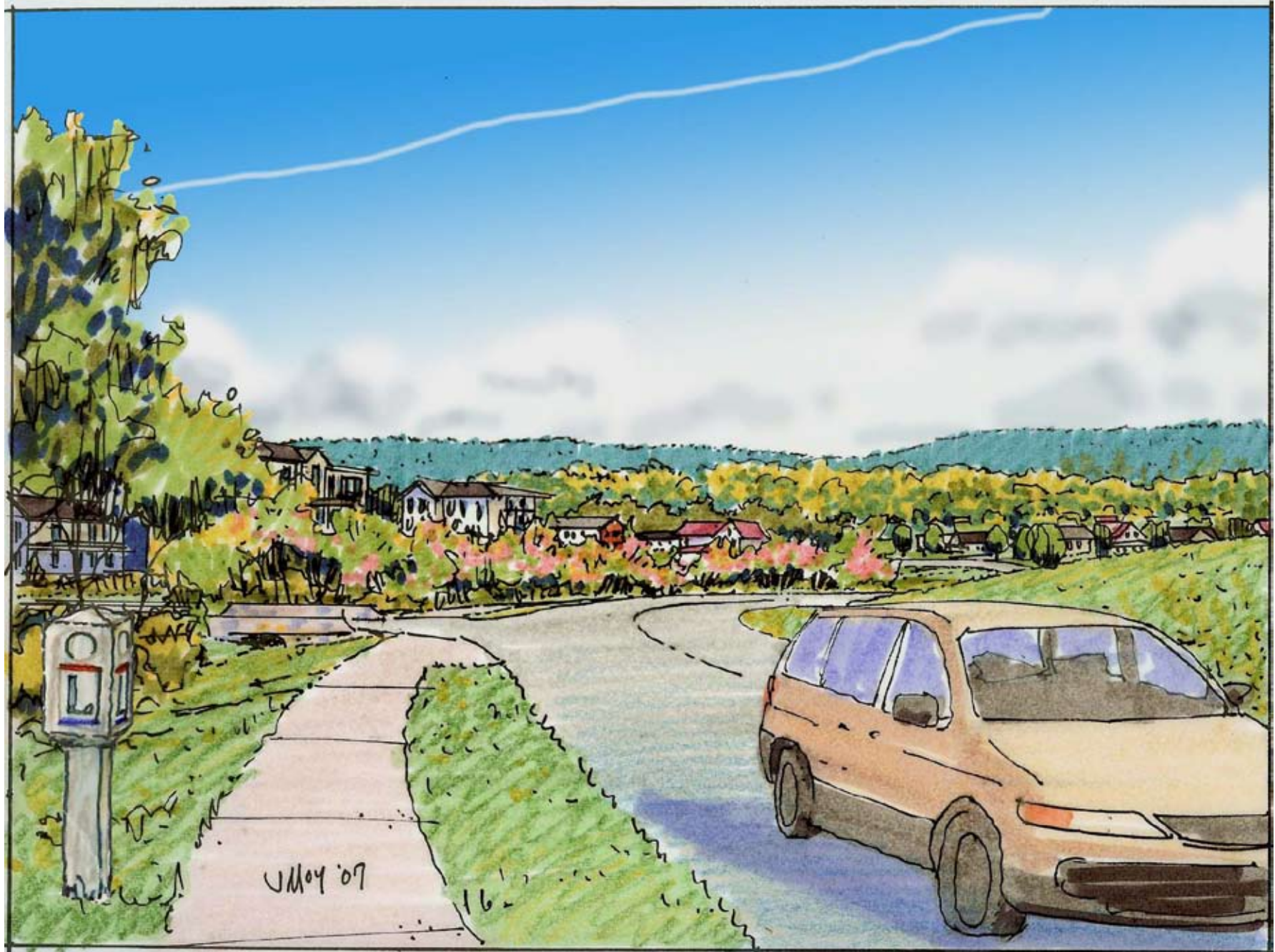
1. Improve Connectivity

US 30 is one long road that connects the site and the surrounding region with downtown Pittsburgh and the Laurel Highlands. It serves as a regional connection east and west, but locally creates a barrier north-south due to the large scale of the road and amounts of traffic. In addition, the block

and street network north and south of the corridor is fairly disconnected, which is largely a result of strip-commercial development.

The current development pattern along the corridor is representative of conventional development where land uses are separated from one another and virtually every auto trip, even a short one, ends up requiring a drive along the regional road corridor. From team observations and community input both before and during the charrette, it is apparent and essential that residents need more than that single way to get from one place to another. A complete street network of interconnected blocks and streets can disperse everyday trips along Route 30 through various street alternatives. In addition to an internal block network, a parallel street system, running east-west allows daily trips, especially very local ones, to avoid using Route 30.

Providing for improved connections does not just mean providing for better vehicular connections. Connections also mean providing for bicycles and pedestrians. Beyond that, the revitalized corridor should also offer the kind of connectedness that one gets from getting to know neighbors encountered on a regular basis in a coherent environment, as well as the kind of connectedness that imparts a personal sense of awareness of, and relationship



to, the surrounding natural setting. This increased sense of connection to one's community means incorporating things like gathering places and a pedestrian-friendly street network in the plan.



Regional map showing transportation and open space connections between the site and downtown Latrobe.

2. Create a pedestrian-friendly place

As it exists today, neither the site, nor US 30 is any place for a pedestrian. Pedestrian-friendly places are well-connected areas, promoting pedestrian activity by making connections between destinations accessible and convenient. They contain quality, well-designed streets that function equally well as places of mobility and active open space for people to gather and enjoy their environment. Pedestrian-friendly streets allow for good visibility,

adequate buffers from vehicle traffic, shelter from the rain and heat, and offer places to rest or linger. Most importantly, they find a balance between mobility and livability through good accessibility. Making a street supportive of pedestrian activity requires more than mere sidewalks and other capital improvements; it takes attention to the design details such as building scale, orientation, parking, lighting, vegetation furniture and signage.

3. Develop a unique community that evokes a sense of place

With icons like Arnold Palmer, summer home of the Pittsburgh Steelers at St. Vincent College, the birth place of Fred Rogers and the banana split, along with connections to the past in the Forbes Road and Lincoln Highway, the Latrobe area is a special place with a unique heritage and community fabric. The strip shopping malls, gas stations, and fast food chains that comprise much of the Route 30 corridor have lost all connection to the natural, historic and cultural assets that make Greater Latrobe a special place. By building on the area's natural, historic and cultural assets the site begins to enhance the community's identity, attracting tourists to visit; young singles, couples and families to live and work; and businesses to locate. To accomplish this, new development,

redevelopment, and public investment in the area should say, "This is Latrobe," reflecting the area's unique regional geography, climate, history, and character and rejecting "Anywhere USA" models that would erase everything that is special about Latrobe.

4. Incorporate Mixed uses

To make US 30 functional as it grows, it is important that development along the corridor not just support retail or hotels, but also support housing and workplaces, offices, green spaces, and civic uses. The future of Route 30 should include a mix of uses.

A mix of uses is essential to addressing transportation problems. The traffic in this part of Unity Township is becoming legendary. As population increases only modestly, growth in traffic congestion seems to skyrocket. The reason that Unity Township and Westmoreland County are experiencing increased traffic congestion is because land uses are all separated and far apart. This separation of land uses requires multiple long car trips to get the errands of daily life accomplished and, since the highly traveled streets are poorly interconnected and rarely unburdened by parallel routes, everyone seems to need the same road at the same time.



Congestion would be better managed by having mixed land uses and streets interconnected in parallel routes north and south of Route 30 in key places along the corridor in Westmoreland County than road widening could.

Existing view along Arnold Palmer Drive looking west toward the Chestnut Ridge.



5. Acknowledge views to Chestnut Ridge

The views to the Chestnut Ridge are key aspects of Latrobe's quality of life, and contribute to the area's distinctive identity and attractiveness as a place to live, work, recreate, and visit. The plan seeks to protect the views of the hillsides and hilltops by designing with the topography of the site and promoting lower profile buildings that do not block the important views.

6. Protect and enhance stream corridors

The County's Draft Open Space Plan has a big-picture vision for creating a "greener" County and part of that vision is focused on the north side of US 30 along the Loyalhanna Creek in Latrobe. The Open Space Master Plan is incorporated into the demonstration plan and is expanded to gradually assemble a continuous linear park along Nine Mile Run connecting up to the Loyalhanna. In addition to providing a recreational amenity to the area, the park features a buffer zone along the creek providing for wildlife habitat and water filtration. Buffers slow down water run off and help direct it into the ground water system instead of the stream. The added stabilization from the root systems of buffer vegetation helps to keep the soil in place, also reducing stream bank erosion.

In addition to a park along the stream corridor, citizens expressed a desire for multiple types of green space, such as a town square or village green. A series of greens serve as a gathering place for residents and visitors and contribute to the area's green network, providing pervious surfaces for water to infiltrate rather than runoff the site. The plan depicts a series of such spaces, including neighborhood parks, preserved natural areas and innovative stormwater management.

7. Respect Topography

The topography of the site is gentle to rolling

with the high point occurring near the 981/30 intersection. From that point, the site gradually slopes downward toward the creek and Theater Drive. The design of the site should protect the integrity and character of the hills, mountains and ridgelines that are important in framing and defining the area. New development minimizes grading by following the contours of the site and stepping buildings with the slope to capitalize on views to the Chestnut Ridge. The high ground at the intersection also allows for interesting architectural and urban design treatments that create a gateway at the intersection and frame the street.

8. Enhance gateway to Latrobe/Laurel Highlands

The highest quality of life is achieved in places that provide a full spectrum of places and experiences across a range of natural and built landscapes. The Route 981/30 intersection holds the potential to connect to that range of places that exists in the area. Preserving the natural settings surrounding the Winnie Palmer Nature Reserve and St. Vincent's, while enhancing the urbanity towards downtown Latrobe and adjacent neighborhoods would create an appropriate gateway that allows one to feel a sense of arrival.

The Trend

44

If development continued along its current trajectory, it is reasonable to assume that the existing pattern of the surrounding area would continue to replicate itself on the site. Both logic and the market say the future of the site is more big box retail, disconnected parking, more curb cuts on Route 30, and franchised base architecture. Current plans for the expansion of Wildcat Commons demonstrate this trend. It is, therefore, important NOT to compare the site to what's there now, but to compare the site to what will happen if you do not do anything.

Example of the character of development that will continue without a plan for the corridor.



The Demonstration Plan - Route 30, Unity Township

- Residential neighborhood designed as an extension of the existing neighborhood
- Lloyd Avenue/Route 981 - key link to downtown Latrobe - improved with new landscaped median and hiking/biking trail
- New Gateway park to link to Winnie Palmer Nature Center and preserve views to St. Vincents College
- Congestion on the Route 30 corridor managed by separating local and through traffic and creating a human-scaled and walkable streetscape on each side
- Signature Gateway featuring decorative landscape treatments at Rt. 30/Rt. 981 intersection
- Mixed uses with retail along Rt. 30, transitioning to mixed residential and employment uses behind the corridor
- Signature hotel and restaurant with golf theme on Arnold Palmer property
- Elderly housing community centered around "Village Greens"
- Open space "fingers" link the community to adjacent natural areas and stream valley parks
- Protected stream valleys with storm water management ponds and trail systems
- Restored section of the old Lincoln Highway with interpretive signage and pavilion
- New employment uses in "campus" settings



Evaluating the Plan

Careful observation of the demonstration plan reveals that it includes significant redevelopment of existing development, as well as new development, in a mixed use, higher density manner. Evaluating the feasibility of this plan and its impact on the region requires making some assumptions about how much growth is reasonable to expect in the future. The Southwestern Pennsylvania Commission (SPC) is the Pittsburgh Region’s federally designated Metropolitan Planning Organization (MPO). As the area’s MPO they forecast future population, household and job trends. In phase 1, the Vision Plan’s scenario planning process used the SPC Cycle 7 (adopted in 2003) demographic forecasts to project future population, households, and work-place employment data for the years 2000-2030. For the methodology used in the vision plan, please see the Route 30 Master Plan Phase 1 Summary Report (August 2007).

Figure 1. Table represents the absolute change projected for the Greater Latrobe area (includes Unity, Latrobe, and Youngstown).

	Add'l Jobs	Add'l Households	Add'l Pop
Demo Plan	630	398	989
Vision Plan	1275	4974	4380
Cycle 7	-240	3091	2852
Cycle 8	2252	4580	5470

Under Cycle 7 trends, the Greater Latrobe area would see little change; there will be modest population growth and perhaps a slight decline in employment. Updated Cycle 8 numbers (adopted in June 2007), project a more hopeful future through 2035 (See Figures 1 and 2). The phase 2 demonstration plan uses the updated Cycle 8 numbers as a baseline for comparing demographic trends.

This demonstration plan is intended to both attract growth to this area and increase the Latrobe’s area share of Westmoreland County’s regional prosperity without significantly taking away from the modest amount of growth projected for the entire corridor.

The site currently contains 1.25 million square feet of commercial building. If the current development pattern continues, the site would mostly likely increase its commercial space to 1.86 million square feet of commercial space. Under current regulations*, this would require an additional 2,100 parking spaces, further solidifying the existing development pattern with vast parking lots and large big-box retail and fragmented landscapes. Compared to what exists today plus the trend, the demonstration plan would not significantly increase commercial building square footage and it would decrease

the total amount of parking required. Compared to the trend, the amount of commercial square footage actually decreases, and the amount of parking required is 4,400 spaces less than required by the existing trend. In both cases, the demonstration plan establishes a framework for an improved development pattern on the site and creates opportunities for people to live close to where they work, shortening and reducing the number of necessary automobile trips. If Unity Township reduced parking requirements entirely, the development pattern for all conditions would improve significantly.

The additional commercial and residential development that is proposed under the demonstration plan represents 28% of the new jobs and 9% of the housing that is projected for the area. Based on the SPC Cycle 8 projections, the plan would better accommodate growth in Unity Township, without taking away from downtown Latrobe.

* Parking spaces calculated based on current zoning regulations for Unity Township: Retail: Average of Retail Stores and Shops, Restaurant, Fast Food Restaurant, Gas Station = 1 space/138.75 SF of gross floor area; Office: 1 space/300 SF of gross floor area; Lt Industrial: Average of Manufacturing Plants/Warehouses and Offices/Clinics = 1 space/1150 SF of gross floor area

Figure 2. Comparison of the projections for each municipality of the region. Cycle 8 projections paint the most hopeful future for the region.

	SPC Cycle 7 Projections (2003)				SPC Cycle 8 Projections (2007)				Vision Plan				Demo Plan
	Unity	Latrobe	Youngstown	Total	Unity	Latrobe	Youngstown	Total	Unity	Latrobe	Youngstown	Total	
Jobs	364	-736	132	-240	950	1336	-34	2252	958	317	0	1275	630
HH	2617	404	70	3091	3894	716	-30	4580	4436	538	0	4974	398
Pop	2410	363	79	2852	4882	698	-110	5470	3876	504	0	4380	989

Figure 3. Site development program for the demonstration plan compared to existing and trend scenarios.

	Non-residential					Total Jobs	Residential			Add'l Jobs*	Add'l HH	Add'l Persons**
	Retail	Office	Lt. Industrial	Hotel	Total		SF	MF	Townhomes			
Existing	1,202,100	10,400	16,800	28,500	1,257,800	1,870	0	0	0	N/A	0	0
Trend	1,459,550	73,150	272,400	61,300	1,866,400	2,964	0	0	0	1,094	0	0
Plan	725,825	362,913	142,300	177,200	1,408,238	2,500	78	219	101	630	398	989

* Additional jobs were calculated based on the gross building space occupied per employee. The following assumptions were used: 671 SF/retail employee; 349 SF/office employee; 497 SF/light industrial employee; 1919 SF/hotel employee.

** Additional persons calculated based on the following assumptions: 2.75 persons/SF; 2.29 persons/MF; 2.70 persons/Townhouse

A Phased Approach

The demonstration plan illustrates the hypothetical build-out of the corridor and the properties along this important roadway. Understanding that the complete transformation of the corridor will not happen overnight, the plan for this site is designed to show how development could happen over a long period of time. Regardless of how long it takes to reach the end vision, the plan encompasses the ideals and desires of the community for how the corridor should evolve over time. If property owners and community leaders desire to implement the demonstration site vision it would take a committed and concerted long-term effort.

During the charrette, the design team discussed and strategized how properties along the corridor could be redeveloped. The design team worked to create a plan that can be broken down into pieces so that when the time is right, portions of the land along the corridor could be redeveloped. This long-term approach to phased, incremental growth allows for infill development and redevelopment to happen naturally as opportunities arise. By having a plan in place for the study area, the corridor could change and grow over time; the end result would possibly be a livable, economically vital corridor which is representative of the community's goals for the area.



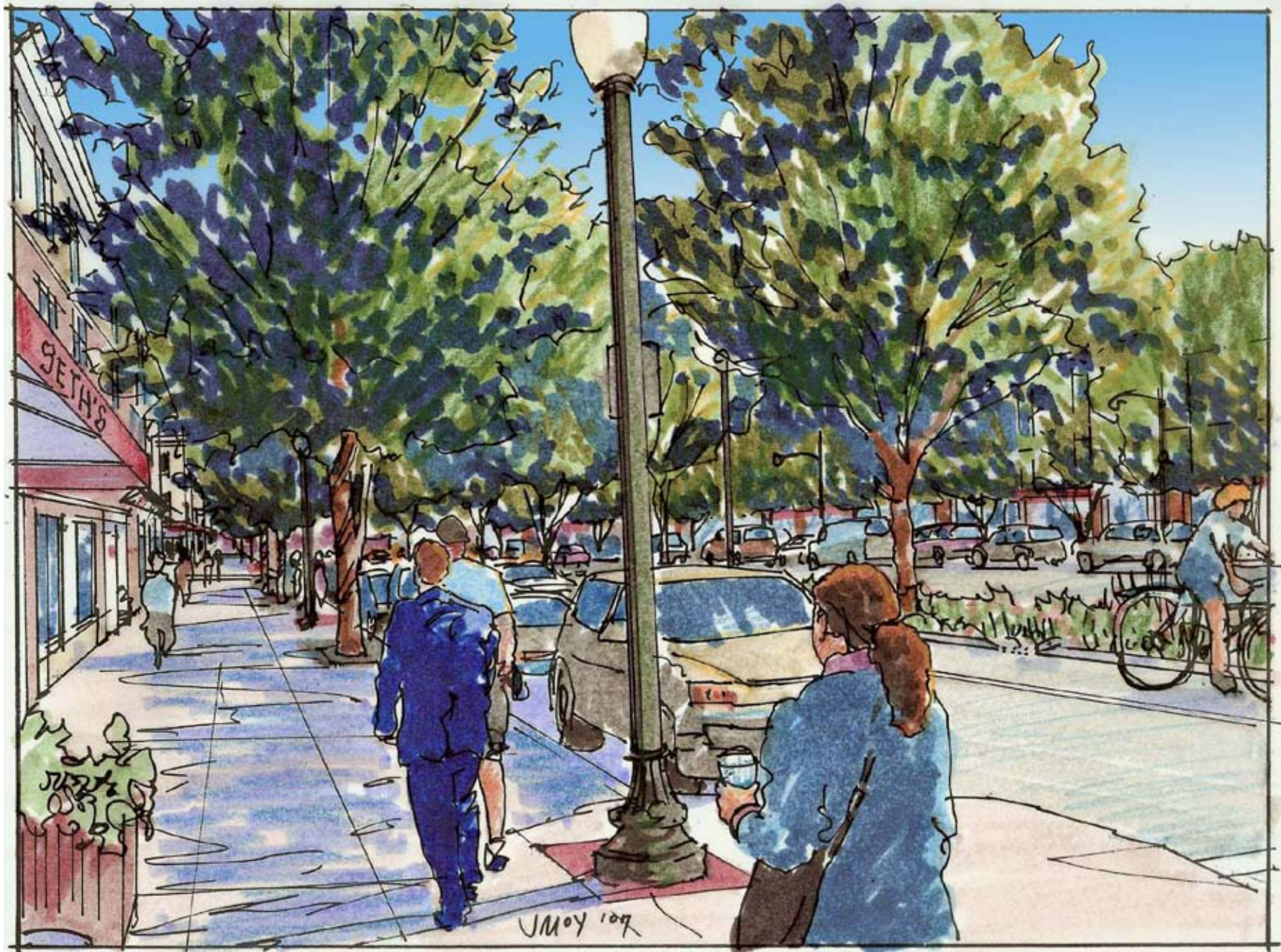
Next 5 - 10 years

10 - 20 years

30 years

(This page intentionally left blank.)

Concept sketch of Charrette recommendations for the future of Route 30, including the addition of new parallel local lanes with parking, a landscaped median separating through lanes, and new pedestrian-scaled infill development along the roadway.



TRANSPORTATION STRATEGY

The key transportation goal is to allow for regional trips to continue safely while allowing for local trips to be made efficiently.

Introduction

The relationship between transportation systems and land use is a key component of the US Route 30 Demonstration Plan. Land use patterns can result in a more efficient use of the available transportation network. The transportation improvements recommended as part of the Demonstration Plan are intended to efficiently utilize the existing infrastructure and are transferable to other sections of the US Route 30 corridor.

Unity Township and Youngstown Borough are currently in the process of developing a multi-municipal comprehensive plan. Coordination has been conducted to assure consistency between the transportation elements of the Demonstration Plan and the comprehensive plan.

Traffic Volume Generation

Traffic along US Route 30 is a combination of regional through and locally generated vehicle trips. The development along US Route 30 in this area determines the locally generated trips. Site generated traffic volumes were estimated using the Institute of Transportation Engineers (ITE) Trip Generation Manual, 7th Edition, in order to project the amount of trips projected to be generated. For the purposes of the traffic

Average Daily Site Generated Trips	Existing	Trend	Plan
	6,800	8,800	3,100

volume generation, the site is defined as the area encompassed by the entire Demonstration Plan development. Three scenarios were calculated: Existing, Trend, and the Plan. The volume projections for the Plan were based on an estimate of the potential type and amount of land uses within the site. Table 1 shows the projected average daily trips for each scenario.

A comparison of the site generated traffic shows an estimated 2,000 trips are projected to be added under the Trend compared to the Existing condition. 3,100 trips are projected to be generated under the Plan which is 3,700 less than the Existing condition and 5,700 less than the Trend. This shows that a mixed use, compact development pattern in the Development Plan area can potentially reduce the number of locally generated vehicle trips by greater than 60%.

Traffic Operations

A key element of the transportation component of the plan is to assure that a degradation in traffic operations does not occur. This can be

done reducing site-generated traffic volumes and/or constructing roadway improvements. As mentioned in the previous section, the Plan is projected to generate fewer local trips compared to both the Existing condition and the Trend.

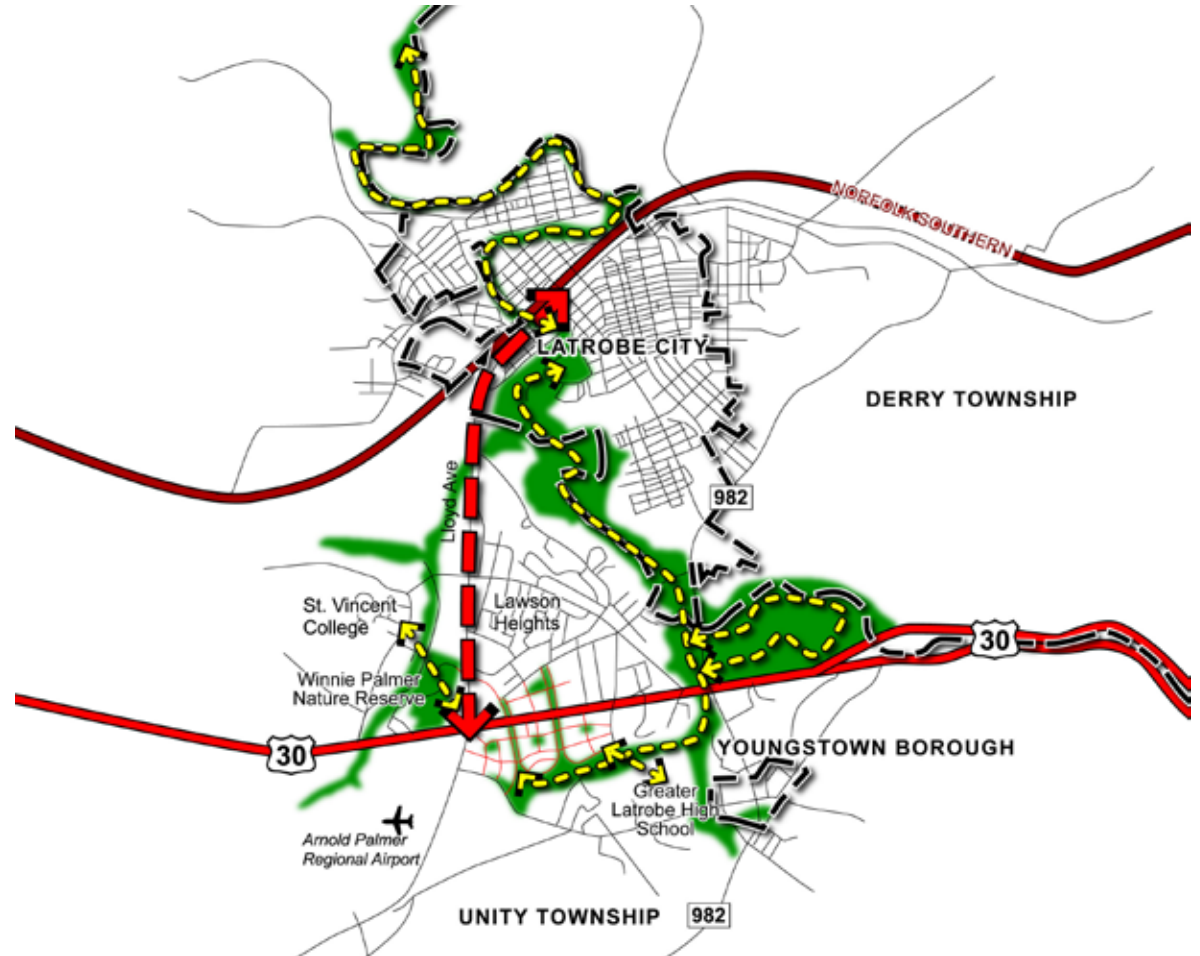
PennDOT is currently constructing capacity and operation improvements along US Route 30 from Saint Vincent Drive through the SR 981 intersection as well as along SR 981. Future improvements are also being planned along US Route 30 between SR 981 and SR 982, at the US Route 30 & SR 982 Interchange, and along SR 981 to the south towards Arnold Palmer Regional Airport. The PennDOT US 30/SR 981 project was designed to provide acceptable operating conditions. Since the Plan includes a projected decrease in site generated traffic, it is likely that a full-build out of the site as shown in the Plan would result in improved future operations along the US Route 30 corridor, compared to the Trend.

Connections

Creating transportation connections is critical to an efficient transportation system. The Plan creates a number of new or improved automobile, bicycle and pedestrian connections to the following key locations:

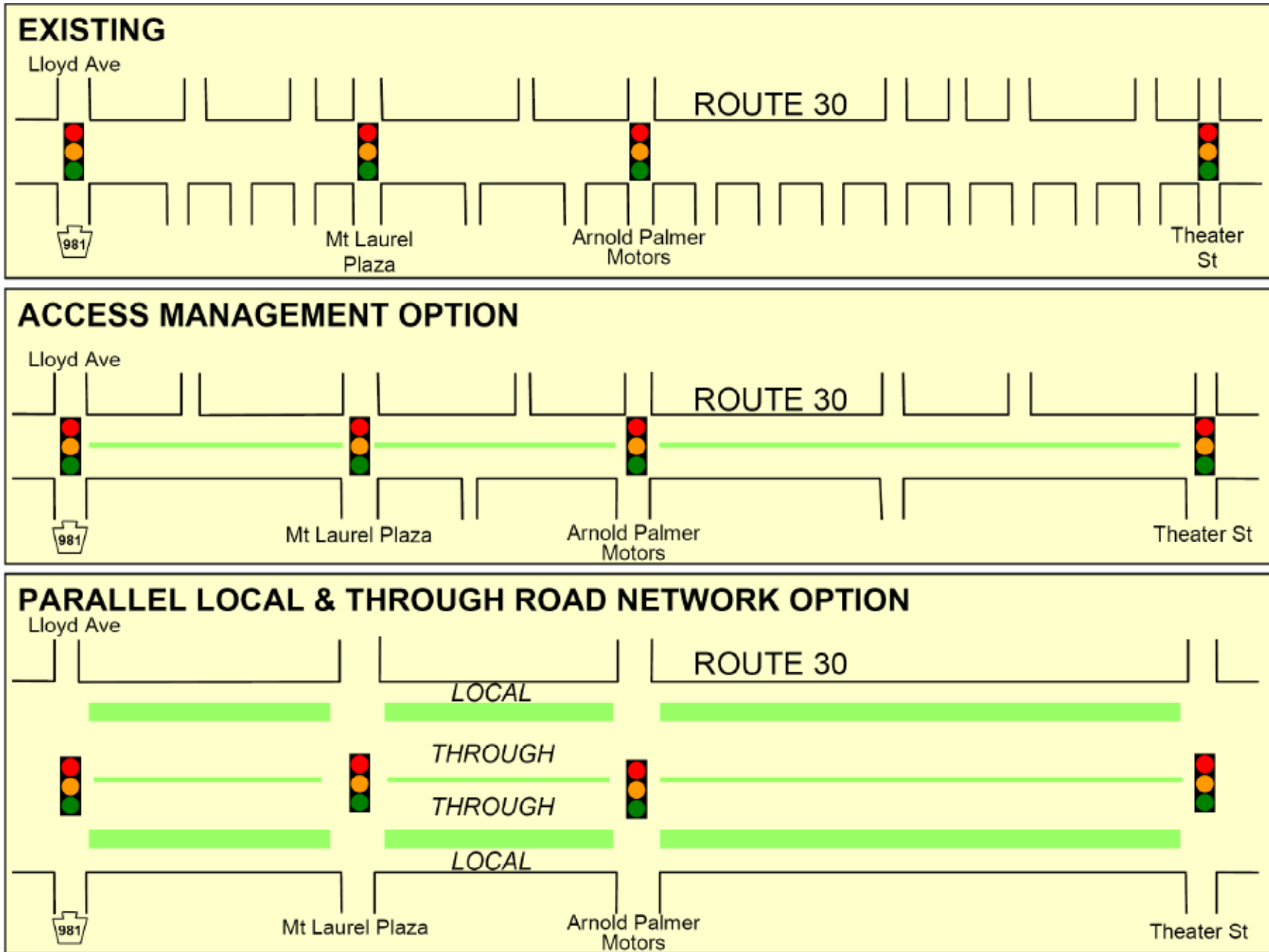
- Latrobe via Lloyd Avenue
- US Route 30 via existing signalized intersections
- North/South and East/West connector roadways within the site
- Existing Kennametal campus
- Arnold Palmer Regional Airport
- Businesses with frontage along US Route 30
- Mission Hills residential area
- Winnie Palmer Nature Reserve
- Other local and regional destination points near the site

The connections created within the site serve the important role of diverting traffic from US Route 30 thus improving operations along the corridor.



Concept sketch of Charrette recommendations for the future of Route 30, including the addition of new parallel local lanes with parking, a landscaped median separating through lanes, and new pedestrian-scaled infill development along the roadway.

Figure 1. Concept sketch of Charrette recommendations for the future of Route 30, including the addition of new parallel local lanes with parking, and a landscaped median separating through lanes.



US Route 30 Treatments

Transportation treatments can be conducted along the US Route 30 corridor to improve operating efficiency and safety. The treatments can be conducted in phases.

Treatments that can be conducted in the short-or medium-term to improve operations and safety include:

- Consolidate driveways / minimize curb cuts
- Limit the number of traffic signals along the corridor
- Coordinate signalized intersection timings
- Incorporate pedestrian phase into signal timings
- Provide a landscaped median and funnel left turning traffic to signalized intersections
- Provide sidewalks
- Create cross-access connections between parking lots

Potential long-term improvements include:

- Develop a system of interior local roads for access to developments and for local traffic
- Provide a bicycle lane on the local access roadways
- Create a gateway at SR 0981 & US Route 30
- Widen US Route 30 to provide additional capacity (current project planned on SPC Long-Range Transportation Plan) to widen to three lanes in each direction with a center turn lane
- Create a landscaped boulevard with safe pedestrian crossings
- Include interior parallel networks as part of corridor in PennDOT improvements/plans
- Provide landscaped buffer zones between US Route 30 and local access roads

Providing access management (short- and medium-term improvements) results in improved operations and safety. Figure 1, on the previous page, shows how the number of driveways can be reduced through access management.

Widening of US Route 30 between SR 981 and SR 982 may not be required if the projected reduction in site generated traffic is realized.

The types of improvements identified in the Demonstration Plan are transferable to other portions of the US Route 30 corridor, particularly the short- and medium-term improvements. The long-term improvements have a significant impact on the right-of-way along the corridor and may not be feasible in the more built-up areas of the corridor, particularly in the western portion of Westmoreland County.



Photomontage showing the phasing of roadway treatments and improved urban design over time.



Demonstration Site - Internal Roadway Treatments

Various site roadway treatments can be included in the Plan as the site is further refined. The location of the site parking is critical to traffic operations. Appropriately locating a sufficient amount of well-lighted parking will have a positive impact on both traffic operations and vitality of the businesses in the area. The design of the parking areas should not hinder other modes including bicycle and transit activities. Parking areas will be designed to account for pedestrian movements including those pedestrians accessing the site via the parking areas as well as other pedestrians within the site.

The following is a list of potential transportation network improvements which may be appropriate based on the projected traffic and context within the demonstration plan site (off of Route 30):

- Roundabouts
- Curb extensions / bulb-outs (Figure 2)
- Wide sidewalks
- Gateways
- On-street parking
- Raised medians / pedestrian refuges



Figure 2. Curb extensions/bulb outs slow down traffic and provide safer crossings for pedestrians.

Bicycle & Pedestrian Accommodations

The Plan strives to create a pedestrian- and bicycle-friendly environment. The Plan includes pedestrian and bicycle accommodations throughout the site including:

- Sidewalks
- Pedestrian crosswalks
- Pedestrian crossing timings at signalized intersections
- Midblock pedestrian crosswalks at unsignalized locations (where warranted)

- Adequate shoulders
- Bicycle lanes, bicycle travel ways, or shared travel lane pavement markings
- Plantings & buffer strips
- Curb extensions (to define on-street parking and to minimize crossing distances)
- Lighting
- Curb ramps
- Americans with Disabilities Act (ADA) compliant accommodations such as truncated domes for the visually impaired
- Back-in angled parking (Figure 3)



Figure 3. Back-in angled parking provides better visibility to drivers entering busy streets.



Transit

Transit can have a significant impact on a transportation network. While the Demonstration Site will be dependent upon the motor vehicle, providing transit service to and within the site can help to alleviate traffic and more importantly provide additional access to the site. Access allowed by transit provides another travel option for motorists and can serve as the only transportation option for a portion of the population.

Transit options include multimodal connections in the form of a circulator system between the site, Arnold Palmer Regional Airport, St. Vincent College, Latrobe, and other regional assets. A study is currently underway to explore commuter rail in Westmoreland County to and from Pittsburgh. A circulator route connecting to this potential commuter rail in Latrobe would greatly improve access to the site. A further study of the feasibility of this and other corridor circulator routes is recommended.



The Demonstration Plan proposes a new pattern of development - one that will reduce the auto-oriented character of the area and develop a complete, livable community over time.



POLICY FRAMEWORK + IMPLEMENTATION

The goal of the demonstration plan was to develop a concept of the ideal development for Route 30 in the Greater Latrobe area. If the concept of the ideal is to move forward to reality the property owners, local government and community leaders, and PennDOT would have to take the lead roles.

Policy Framework Analysis + Implementation

Policy Framework Analysis

Eventual implementation of the demonstration plan concepts will require substantive revisions to the Unity Township land use codes. Existing zoning provisions do not permit elements of the plan to happen, as well as not providing sufficient standards to assure that the desired plan outcomes would occur.

Unity Township, in conjunction with Youngstown Borough, is currently in the process of developing a new multi-municipal Comprehensive Plan, which will be followed by the development of new zoning and subdivision/land development ordinances. In regard to the Route 30 Demonstration Project, this Comprehensive Plan will include:

- An endorsement of the mixed-use development principles included in the plan;
- An endorsement of establishing design principles and standards to facilitate the desired outcomes of the plan;
- Identification of the site as an area of opportunity in the future land use map with this type of development scenario;

- Developing a development approval process and outlining the steps necessary for the development of a Specific Plan for plan approval and implementation as allowed by the Pennsylvania Municipalities Planning Code, Section 1106.

Besides the will of the property owners, the most critical implementation measure needed to facilitate the demonstration plan is the development of amendments to the Unity Township zoning and subdivision/land development ordinance. This amendment process should not only address the potential of the eventual implementation of the demonstration plan elements, but should also focus on development that could occur under the current provisions that could be incompatible with the Demonstration Plan scenario. It is recommended that an audit of the ordinances be conducted seeking uses and standards in the potential site area that would be in conflict with the desired development scenario.

It is also essential that the efforts undertaken to facilitate this potential development also be transferable to other areas of the Route 30 corridor. This will be accomplished through the development of model ordinances and strategies that other municipalities can utilize for all or parts of this type of development.

Between now and the spring of 2008, a Master Plan and Implementation Toolkit for the entire corridor will be developed with transportation projects and land use policies that can help the community carry out its vision. Transportation improvements will include priority projects from the Conceptual Corridor Plan, as well as strategies such as interconnected local streets, sidewalks, and transit services. Land use recommendations will include model comprehensive plan and design policies that each locality could use to achieve a consistent approach to urban design, aesthetics, signage, access management, parking, and landscaping along Route 30.

Implementation

Implementation of the demonstration plan ultimately will require the desired will of the property owners to advance. The purpose of the Route 30 Maser Plan Demonstration Plan was to focus the 40-mile corridor vision developed in phase 1 to a particular development area to create the prototype development. Out of the prototype model development, code language is to be developed to guide development toward the concepts embodied in the demonstration plan. Elements of the prototype could be replicated along the entire corridor if the proper regulatory environment was in place.

An example of design principles and guidelines incorporated in a Comprehensive Plan. Images from the award winning, Crozet Master Plan.

SITE DEVELOPMENT GUIDELINES BY TRANSECT ZONE

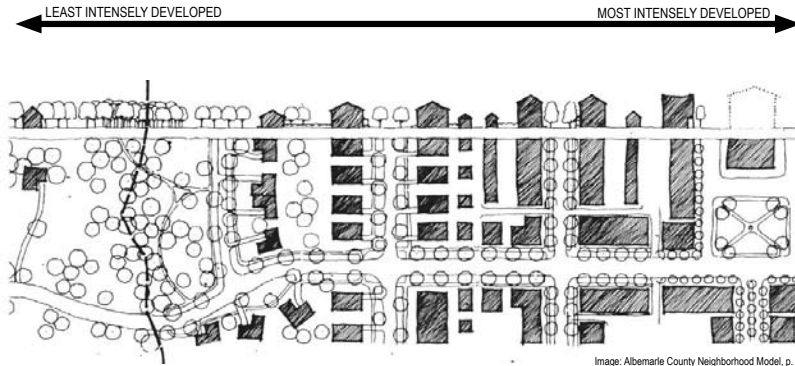


Image: Albemarle County Neighborhood Model, p. 31

Place Type Neighborhood Model Zone	HAMLET		NEIGHBORHOOD/VILLAGE		DOWNTOWN	
	EDGE	GENERAL	CENTER	CORE	District	
Crozet Transect (CT) Zone	(CT1 & CT2)	(CT3)	(CT4)	(CT5)	(CT6)	District
General Description	Preservation of open space & agricultural history. Clearly defines the edge of development as opposed to a "sprawling" business pattern of development.	Supports center with moderately residential uses, especially single-family detached.	Supports the Downtown Core or Neighborhood Center with a variety of residential uses and some mixture of uses. It is the focal point for the Hamlet, with a variety of residential types and a very limited mixture of uses.	Supports the Downtown Core with a mix of uses, residential types, amenities, when applied to the Neighborhood. It is a focal point for the Hamlet, with a variety of residential types and some mixture of uses. However, its market area may extend beyond the 14 mile radius by 1 to 2 miles.	The commercial "hub" for several neighborhoods and/or villages, extending an area approximately 2 to 5 miles out from its center.	Special single uses which are either incompatible with neighborhood uses or large enough to be shared by neighborhoods, villages, towns and cities. Such areas can be used to define and connect distinct places.
Area & Constituent Parts	50% of the total Hamlet area.	See the "Master Matrix of Crozet Place Types & Design Guidelines."	See the "Master Matrix of Crozet Place Types & Design Guidelines."	See the "Master Matrix of Crozet Place Types & Design Guidelines."	25-50% of the total Downtown area. Junction of two to three neighborhood centers at an intersection or existing "hub" of activity.	Typically no more than 20% of the neighborhood or downtown area.
Land Uses (TABLE)	Very Restricted. Development areas open space preserve or reserve with very low residential density.	Restricted Use. Detached houses, ranch-style dwellings, guest cottages in ancillary subdivisions. Home offices in ancillary structures, corner stores on lot fronts @ corner lots (see also CT1 do.). Schools are encouraged.	Limited. Houses, town/condominiums, multi-family, accessory units, B & Bs, inns, home offices on lot fronts & ancillary buildings, child care, coffee houses, neighborhood commercial stores, Home, art & craftwork workshop, books and furniture repair. All civic uses.	Open. All attached, detached and mixed use residential (necessity dwellings), hotels, cottages and neighborhood offices, shop front stores. All civic uses permitted.	Very Open. See CT5 & CT4.	Warehouses and light manufacturing in center zones. Adaptive reuse/office parks, regional parks and preserves @ outer edge zones.
Density	Net Residential Density	Very low residential density no greater than 1 unit/acre	3.4-5 units/acre @ 5 unit/acre if accessory apartments added for 50% of the residential block.	4.5-6 units/acre @ 5 units/acre if accessory apartments added for 25% of residential block. Up to 12-18 units/acre @ townhouse, apartment & residential mixed use blocks.	6 units/acre. Up to 18 units/acre @ townhouse, apartment & residential mixed use blocks.	8.5 units/acre. Up to 20 units/acre @ townhouse, apartment and mixed use residential blocks.
Block Dimensions	Lot Area & Coverage	Min. 20 acre average, maximum lot coverage NA	10,000 SF average, 40% maximum lot coverage	2500 SF average, 60% maximum lot coverage	1500 SF minimum, 80 maximum lot coverage	No minimum lot size, 100% maximum lot coverage
Spatial Enclosure	Maximum Building Height	NA	250-500' Maximum Perimeter = 2400'	250-500' Maximum Perimeter = 2400'	250-500' Maximum Perimeter = 2400'	250-500' Maximum Perimeter = 2400'
Tree Canopy	Building Height/Street Width Ratio	NA	1-2 stories from main entry @ street level. (2-3 stories by exception).	1-2.5 stories from main entry @ street level (3 stories by exception).	When spatial enclosure falls below 1:3, enclosure by tree canopy is 1:2 except @ retail establishments.	When spatial enclosure falls below 1:3, enclosure by tree canopy is 1:2 except @ retail establishments.
Building Siting	Lot Type	NA for CT1. Farmssteads/agricultural concerns possible in CT2.	Primary cottage and village lots. Estate lots acceptable.	Village, cottage, duplex, retail, townhouse and townwork lots.	Cottage, duplex, townhouse, live/work, plus and multifamily lots, some commercial lots.	Commercial, multifamily, live/work and townhouse lots.
Infrastructure	Frontage Type	NA	Common lawn @ thoroughfares where design dictates, porch & fence.	Arcades, dooryards, porch & fence.	Arcades, dooryards, stoops, porch & fence.	Shop, Arcade and Stoop.
Water Retention	Side Setbacks	NA	5-30' maximum.	5-20' maximum.	0-15' maximum.	0-8'.
Parking & Parking Garages	Thoroughfare Type	Parkways, drives	Parkways, drives, ways, roads	Streets, ways, avenues, alleys	Main Streets, commercial & neighborhood streets, avenues, ways, alleys.	Side streets, Main Streets, Streets, Avenues, Alleys.
Parks & Open Space	Water Retention	NA	Common and on-site water retention areas.	Common and on-site water retention areas.	Common water retention areas.	Common water retention areas.
	Parking & Parking Garages	NA	Structural surface parking to rear of buildings. Residential garages recessed or off alleys.	Structural surface parking to rear of buildings. Residential garages recessed or off alleys.	Structural surface parking, relegated to the rear of buildings whenever possible.	Structural surface parking, relegated to the rear of buildings. Structured facilities.
	Parks & Open Space	CT1: Development Area (preserve natural area or greenway) or CT2: Reserve (low density residential, 1 unit/20 acres).	Greenway, Greenbelt, Elementary & Middle School Parks, High School Yards, Health or Meadow Park Park, Eyebrow, Close	Greenway, commons, elementary school yard, square, green pocket park, eye-brow	Greenway (as a terminus), commons, square, pocket park, eye-brow	High School or College Yards (as a terminus), District-wide parks & preserves.

SOURCES: The Neighborhood Model (Tom Gallo DCM), New Urbanism: Comprehensive Report and Best Practices Guide, Lesson of the New Urbanism (DUP), The Regional City (Catherine & Fulton) and NODOT TND Street Design Standards.

DESIGN ELEMENT: FRONTAGE TYPES

COMMON LAWN

A common lawn front uses a substantial building setback. The front yard created may be fenced or unfenced and should have similar landscaping to adjacent yards. With the deep setback as a buffer, the common lawn front can be suitable for higher speed thoroughfares.

RESIDENTIAL



CT 2
CT 3

PORCH & FENCE

A porch and fence front is designed to promote social interaction between pedestrians and residents of individual houses without compromising the privacy of those same residents. It is typically found in American neighborhoods built between 1890 and 1940.

RESIDENTIAL



CT 3
CT 4

DOORYARD

A dooryard front has a paved or landscaped surface between the right-of-way and front facade line to provide gradual transition from the sidewalk to the building. The large transitional space and elevated entrance allow the building to negotiate elevation change. The open surface can be enclosed as a porch or retained as outdoor space.

RESIDENTIAL AND MIXED USE



CT 4
CT 5
CT 6

SHOP

A shop front is intended to promote retail activity. The front building facade should be at or near the edge of the right-of-way. Higher ground floor heights ensure a civic presence at street level. The ground floor often has large windows, drawing attention inward and allowing pedestrians to window shop. Awnings and signage may cantilever over the right-of-way.

RETAIL AND MIXED USE



CT 4
CT 5
CT 6

Implementation Strategy	Phasing			Responsible Party									
	Short-term (0-5 years)	Medium-term (5-10 years)	Long-term (10-20 years)	Property Owners	PennDOT	SPC	SGPWC	Westmoreland County	Unity Township	Latrobe	Corridor Municipalities	Local Businesses	Local Residents
Stewardship and Advancement of Charrette Plan Recommendations													
Commit to developing the two existing vacant parcels according to the vision of the development plan				●									
Establish a charrette stewardship group, staffed by the SGPWC, that meets regularly to review, prioritize, and actively pursue the design, policy and management recommendations generated by the charrette and through on-going deliberations.	●			●	●	●	●	●	●	●	●	●	●
Develop a marketing plan to promote the charrette plan and recommendations and continue the dialogue.	●												
Zoning and Codes													
Amend zoning ordinance to ensure that current zoning districts are compatible with the general intent of the demonstration plan. The code should encourage and facilitate mixed use, pedestrian-friendly building on the site.	●								●				

Implementation Strategy	Phasing			Responsible Party									
	Short-term (0-5 years)	Medium-term (5-10 years)	Long-term (10-20 years)	Property Owners	PennDOT	SPC	SGPWC	Westmoreland County	Unity Township	Latrobe	Corridor Municipalities	Local Businesses	Local Residents
Examine and revise the Township's current sign regulations to improve clarity and reflect design standards that are consistent with the design character specified in demonstration Plan.	●								●				
Revise the official zoning map to reflect changes currently only documented through individual files for re-zonings	●			●					●				
Coordinate planning efforts and zoning efforts with Westmoreland County, and adjacent corridor municipalities.	●	●	●					●	●	●	●		
Include the site plan and its objectives within the 2008 Unity Twp. Comprehensive Plan and use the specific plan process to provide for master plan approval	●								●				
Preserve viewshed of the Chestnut Ridge by limiting maximum heights on high points of the site.				●					●				

Implementation Strategy	Phasing			Responsible Party									
	Short-term (0-5 years)	Medium-term (5-10 years)	Long-term (10-20 years)	Property Owners	PennDOT	SPC	SGPWC	Westmoreland County	Unity Township	Latrobe	Corridor Municipalities	Local Businesses	Local Residents
Transportation													
Lobby for state capital assistance funding to make feasible transportation and infrastructure improvements consistent with the development plan vision.													
Revise current plans to upgrade Route 30 from Laurel Plaza to Route 982 to reflect the demonstration plan vision					●								
Develop the stream bank as a regional green link for walking and bicycling into downtown Latrobe		●		●				●	●	●			
Pursue grant programs and private investments to infill pedestrian and cycling infrastructure on the site.				●					●				
Submit annual recommendations to PennDOT and SPC for road improvements.	●	●	●						●				
Create a parking plan that will accommodate future development on the site.				●					●				
Improve signal timing and operations along Route 30.	●				●				●				
Consolidate driveways along Route 30.	●				●				●			●	

Implementation Strategy	Phasing			Responsible Party									
	Short-term (0-5 years)	Medium-term (5-10 years)	Long-term (10-20 years)	Property Owners	PennDOT	SPC	SGPWC	Westmoreland County	Unity Township	Latrobe	Corridor Municipalities	Local Businesses	Local Residents
Conduct feasibility study for improved transit connecting the site and other important features to downtown Latrobe to support business and tourism.		●				●			●				
Streetscape													
Improve key walking routes for students heading to Greater Latrobe High School through additional lighting, sidewalks, and pedestrian safety campaigns. .		●		●					●				
Improve wayfinding. Develop a hierarchy of signs from vehicular access along 30/981 to pedestrian directories on site and downtown.	●								●	●			
Establish an appropriate gateway at Route 30/981 intersection.	●				●	●		●	●	●			
Establish a street tree planting program and promote proper care and pruning of existing trees as a way to build a strong visual character along Route 30 and 981		●			●				●	●			●
Work with the City of Latrobe to continue revitalization plans for streetscape improvements and infill development along Lloyd Avenue/981.		●							●	●			

Implementation Strategy	Phasing			Responsible Party									
	Short-term (0-5 years)	Medium-term (5-10 years)	Long-term (10-20 years)	Property Owners	PennDOT	SPC	SGPWC	Westmoreland County	Unity Township	Latrobe	Corridor Municipalities	Local Businesses	Local Residents
Investigate opportunities to implement underground utilities for new & upgraded services on the site.			●					●	●	●			
Designate funds through CIP to improve facilities and parcels along Route 30 and 981 that will serve as catalyst for economic development	●								●	●			
Improve Route 30 streetscape elements in conjunction with new development, including landscaped median, on-street parking, street trees in grates, and sidewalk widening utilizing easements as required.		●	●					●	●			●	
Environment													
Conserve valuable natural resources on the site by developing an action plan of protection, conservation and appropriate land management	●			●					●				
Minimize the environmental impact of developing the site through use of "Best Management Practices"	●							●	●				
Establish a tree protection ordinance to preserve large specimen trees.	●								●				

Implementation Strategy	Phasing			Responsible Party									
	Short-term (0-5 years)	Medium-term (5-10 years)	Long-term (10-20 years)	Property Owners	PennDOT	SPC	SGPWC	Westmoreland County	Unity Township	Latrobe	Corridor Municipalities	Local Businesses	Local Residents
Develop a transfer of development rights ordinance to preserve open space in other areas around the township.		●						●	●				
Promote green roofs, alternative pavers, and porous concrete to reduce impervious surface coverage with incentive programs such as reduced stormwater utility fees, density bonuses for green roofs.	●			●					●				
Community/Economic Development													
Consider entering into an agreement with the City of Latrobe that would create a regional authority to oversee public water and sewer, similar the one that exists for local schools.		●											
Conduct a market feasibility study to refine and identify specific opportunities for mixed use development at this site.	●			●									
Examine financial incentives to attract desired uses and design.	●												

Implementation Strategy	Phasing			Responsible Party									
	Short-term (0-5 years)	Medium-term (5-10 years)	Long-term (10-20 years)	Property Owners	PennDOT	SPC	SGPWC	Westmoreland County	Unity Township	Latrobe	Corridor Municipalities	Local Businesses	Local Residents
Develop a brand identity for Latrobe/Unity demonstration site that will attract tourists to visit, young professionals and families to live and work, and businesses to locate (or relocate).	●			●									
Identify and advertise housing opportunities that appeal to different market segments: young singles and couples, empty nesters, and workers in nearby office centers.		●		●									
Support schools with additional funding and activities to uphold their reputation to homebuyers.		●											
Participate in the Trust for Public Land's National Parking) Day to increase awareness of the need for public open space on the site.	●												