

COUNTY OF WESTMORELAND

*in partnership with*

US ROUTE 30 MUNICIPALITIES

*and*

SMART GROWTH PARTNERSHIP OF WESTMORELAND COUNTY

LUPTAP NARRATIVE

FOR

US ROUTE 30 MASTER PLAN

A STRATEGIC BLUEPRINT FOR WESTMORELAND COUNTY'S GROWTH CORRIDOR

The Westmoreland County, in partnership with the US Route 30 municipalities and the Smart Growth Partnership of Westmoreland County, is seeking \$111,200 from the Pennsylvania Department of Community and Economic Development's (DCED) Land Use and Planning Technical Assistance Program (LUPTAP) to match local and other funds raised by key partners of the Smart Growth Partnership of Westmoreland County to complete a US Route 30 Master Plan. The Plan will develop model development regulations and other strategies to maintain and enhance the safety, efficiency, and mobility of the corridor, positively impacting our quality of life.

SUBMISSION DATE: December 2006

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## **I. OVERVIEW**

The intent of this planning effort is to prepare an action-oriented land use and transportation plan for US Route 30 over its entire length in Westmoreland County, Pennsylvania. This strategic blueprint will guide the cost-effective implementation of future community and economic development initiatives. It will include a comprehensive land use and transportation management strategy for the implementation of consistent development regulations and programming capital improvements along the approximate 40-mile corridor.

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:

- Getting Started
- Developing the Plan
- Institutionalizing the Framework for Implementation

Stage one is complete and stage three is beyond the scope of this grant request. The RPG Team will be expected to complete the plan through stage two (See page 11).

An Early Analysis Report will be due on June 30, 2007. This report is necessary to stay within the FHWA funding limitation. The Early Analysis Report will identify alternatives and options that will be advanced and those that will not be advanced for further analysis and consideration.

This narrative provides an overview of the project, an area description and work program for the US Route 30 Master Plan.

**Project History** – Beginning with the establishment of the Smart Growth Partnership of Westmoreland County (SGPWC) in 2001, there has been a desire to address land use and transportation along the US Route 30 Corridor. In the spring of 2003, under the leadership of then State Senator Allen Kukovich, the US Route 30 Quality of Life Task Force met to discuss common issues and concerns across the corridor. In March 2005, SGPWC submitted a request to the DCED for a Community Revitalization grant. Through the efforts of current State Senator Robert Regola, a grant amount of \$200,000 was awarded in October 2005. In January 2006, the SGPWC facilitated a US Route 30 Summit to begin the discussion related to a corridor vision, project outcomes and building support for the Master Plan.

To get input from businesses and municipalities, the SGPWC formed the Community Vision Team (CVT) and a subset of the CVT, the Project Working Group (PWG), out of the attendees at the US Route 30 Summit. These two groups worked with the SGPWC to finalize the vision and desired project outcomes. The PWG worked with SGPWC staff to develop an RFP, hire the consultant and create this project narrative. In August 2006, the Renaissance Planning Group, along with Baker Engineering and Olszak Management Consulting (RPG Team), was hired to complete Phase 1 of stage two of the Master Plan.

**Project Costs** - It is anticipated that the total project costs for the US Route 30 Master Plan will be \$501,200. Two hundred thousand dollars (\$200,000) has been secured through the above-mentioned Pennsylvania DCED Community Revitalization Program grant. This grant will be

used to leverage other sources of revenue, including funds totaling \$65,000 from the Federal Highway Administration (FHWA) for the Southwestern Pennsylvania Commission (SPC) Land Use Initiative (LUI). Another \$156,200 for the Master Plan is expected to come from two additional state grants; a Pennsylvania Department of Conservation and Natural Resources (DCNR) Lincoln Highway Heritage Corridor (LHHC) request for \$50,000 submitted in December 2005, and this \$111,200 Pennsylvania DCED LUPTAP request. The US Route 30 Municipalities are being asked to contribute \$50,000, and Westmoreland County has committed \$25,000 of in-kind services in the form of their GIS data layers (See Table 1).

**TABLE 1**  
**US ROUTE 30 MASTER PLAN REVENUE**

COMMITTED	DATE		FUNDING SOURCE	AMOUNT	SHARE
	COMMITTED	SUBMITTED			
Yes	Mar-05		DCED Community Revitalization Program	\$200,000	40%
Yes	Nov-05		FHWA/SPC 2007 UPWP - Land Use Initiative	\$65,000	13%
Yes	Apr-06		DCNR Heritage Program - Lincoln Highway	\$50,000	10%
Partial	Apr-06		Route 30 Municipalities	\$50,000	10%
Yes	Apr-06		Westmoreland County (Digital Mapping)	\$25,000	5%
	Jul-06		DCED LUPTAP	\$111,200	22%
			Other revenue	-	0%
<b>TOTAL</b>				<b>\$501,200</b>	<b>100%</b>

A portion of the funding raised will go directly to the hired consultant team to complete the plan, while the balance will be utilized by the Smart Growth Partnership of Westmoreland County for project management and municipal coordination.

**Estimated Time Frame** - The estimated period to complete all three stages and begin implementation of the US Route 30 Master Plan is 24 - 36 months. Stage two will be completed in two phases (see work program) and is expected to last eighteen (18) months. With the RPG Team start date of September 2006, the first phase of the consultant's work should end by June 30, 2007 and phase two by March 2008. Stage three will commence after the completion of stage two and will last at least twelve (12) months (See Table 2).

**TABLE 2**  
**Estimated US Route 30 Master Plan Project Schedule**  
**October 2005 – May 2009**

STAGE	TIME FRAME
1. Getting Started	October 2005 - August 2006
2. Developing the Plan	September 2006 – March 2008
Phase 1	September 2006 - June 30, 2007
Phase 2	July, 2007 – March 2008
3. Institutionalizing the Framework for Implementation	April 2008 – May 2009

**Purpose and Need** - The purpose of this study is to analyze land use regulation and transportation management options to identify and implement actions to address corridor safety, efficiency and mobility. Existing and future growth in this region is tied to the safe and efficient flow of traffic along the US Route 30 Corridor. US Route 30 provides access to and from Westmoreland County communities and metropolitan Pittsburgh. As traffic volume continues to increase, gridlock may form, hinder economic prosperity, and negatively affect the high quality of life enjoyed by many residents. Opportunities to widen the highway to accommodate future traffic growth are limited. Therefore, municipalities in Westmoreland County need to identify and implement alternative methods to address traffic congestion.

Moreover, it is imperative that the US Route 30 municipalities work together to prioritize capital transportation needs and communicate those needs to decision-makers in the region, in Harrisburg and in Washington, D.C. Communicating and working together is more effective than working separately.

**Project Goals** - The overall goal is to form a public/private partnership, working together to address land use management and transportation infrastructure needs in a cost-effective manner, in a way that is compatible with local community goals and objectives. This overall goal is consistent with commonwealth, county, and local municipal planning objectives. For example, this plan will address many of the key themes coming out of the commonwealth's "**2003 Conference on Transportation and Land Use for Economic Development**" held in Hershey on May 28, 2003:

- *Base transportation, land use and economic development decisions on sound planning and reward collaboration.*
- *Improve relationships and intergovernmental cooperation among the public sector at all levels.*
- *Coordinate projects and funding to streamline initiatives.*
- *Better integrate transportation and land use planning.*
- *Encourage public/private partnerships to maximize resources and build coalitions.*
- *Enhance education and outreach efforts for elected officials, community leaders and the public.*

As an outgrowth of the above conference, PennDOT commenced work on the development of "smart transportation" themes and policies. The following "Smart Transportation Themes" were outlined by Allen D. Biehler, P.E., Pennsylvania Transportation Secretary, at the US Route 30 Summit on January 27, 2006.

All of the following themes will be guiding principles for the US Route 30 Master Plan:

### **Smart Transportation Themes**

1. Money counts
2. Preserve and leverage existing investments
3. Choose projects with high value/price ratio
4. Safety first and maybe safety only
5. Look beyond level-of-service

6. Accommodate all modes of travel
7. Enhance local network
8. Build towns, not sprawl
9. Understand the context; plan and design within the context
10. Develop local governments as strong land use partners

The intent of this plan is consistent with the Westmoreland County Comprehensive Plan. The project goal to develop multi-municipal development regulations which will address corridor safety and mobility was expressed as an action step in the Westmoreland County Comprehensive Plan adopted in December of 2004. The plan states:

*“Lead a multi-municipal planning effort along the Route 30 Corridor to produce guidelines for future development and work with existing development to minimize congestion.”* (This phrase is underlined for emphasis.)

Beyond the Commonwealth and Westmoreland County planning objectives, the project intent is consistent with local comprehensive plans. This plan will build upon the work completed in recent local municipal comprehensive planning efforts. Each of these efforts recognized the vital importance of US Route 30 to their economic success and quality of life. The US Route 30 Master Plan will seek to implement local plans as they relate to US Route 30.

For example, one high priority strategy from the recently adopted multi-municipal plan, completed by Hempfield Township, the City of Greensburg, Southwest Greensburg Borough and South Greensburg Borough, states:

*“Coordinate with neighboring municipalities to develop a regional land use and transportation plan for the entire Route 30 Corridor. Implement access management standards along Route 30 to improve traffic flow and reduce curb cuts along the corridor.”*

#### **Recent municipal comprehensive planning efforts**

- Hempfield Township, City of Greensburg, Southwest Greensburg Borough and South Greensburg Borough Multi-Municipal Plan, 2006
- Ligonier Valley Policy Plan, to be completed September 2006
- Unity Township and Youngstown Borough Multi-municipal Comprehensive Plan, to begin in July 2006
- Irwin Borough Comprehensive Plan underway, began in October 2005
- Westmoreland County Comprehensive Plan, December 2004
- Derry Area Multi-Municipal Comprehensive Plan, adopted in July 2004
- North Huntingdon Township Comprehensive Plan, March 2000

#### **Recent US Route 30 Studies**

- Eastern Corridor Transit Study: Ongoing, Undertaken by SPC and the region’s transit agencies
- 2020 Vision Transportation Study: Released 2006, completed by SPC and the Port Authority

- S.R. 30 Long Range Transportation Plan Westmoreland County, Pennsylvania: October 2004, PennDOT Engineering District 12-0
- US 30 Corridor CCIP Analysis of Early-Action Corridors: February 2003, PennDOT Engineering District 12-0 Study limits SR0030 from Old Jackson Road to Barnes Lake Road in North Huntingdon Township and Irwin Borough.
- Route 30, Unity Township Land Use Initiative: June 2001, SPC
- Lincoln Highway Heritage Corridor Interpretive Plan: July 2000
- “Every Mile Of The Day’s Run Was A Pleasure”: Community Action Steps to Preserve the Character and Beauty of the Lincoln Highway Heritage Corridor: 2000
- A Management Action Plan for the Lincoln Highway Heritage Corridor: 1995

## **II. LUPTAP PROGRAM OBJECTIVES**

The Route 30 Municipalities, along with its partners, intend to develop the Route 30 Master Plan in a manner that addresses the above project need and is consistent with the LUPTAP’s objectives and guidelines, as developed by the DCED’s Center for Local Government Services (LUPTAP Program Guidelines, October 2005, found online at [www.newPA.com](http://www.newPA.com)). The objectives of the commonwealth and the Route 30 municipalities are to:

1. Cooperate with neighboring municipalities, counties, entities such as school districts, chambers of commerce, and other economic development organizations to seek general consistency between the township and other levels of government;
2. Revitalize existing developed areas through planning for economic development, infrastructure, housing, environmental protection, natural and historic resources, and recreational enrichment;
3. Grow the rural economy while conserving undeveloped land for agriculture, extractive industries, timbering, recreation and tourism and preserving our rural communities;
4. Eliminate poorly planned development and conserve fiscal resources;
5. Use advanced planning and implementation techniques, which include, but are not limited to, planned residential development, traditional neighborhood development, transit-oriented development overlay districts, official maps and other techniques;
6. Devise economic development strategies that will attract and retain businesses, job opportunities and a young, diverse and educated workforce by:
  - a. Re-use of “brownfields” and other previously developed sites for activities that will promote job growth, housing, mixed-use development and recreational assets;
  - b. Promote new infill development in and around our developed areas, such as villages, cities, and boroughs;
  - c. Improve existing sewer, water, transportation and technology infrastructure;
  - d. Foster well-designed, walkable, bikeable communities, which offer healthy lifestyle opportunities for township residents.

7. Improve the quality of life by directing public investment toward projects sufficient in scale and scope to have lasting impacts on local economies;
8. Plan for and promote the present and future economic viability of agriculture, and explore the permanent preservation of productive agricultural land through the Westmoreland County Farmland Preservation Program;
9. Conserve watersheds and natural resource areas;
10. Improve and maintain recreational infrastructure, including parks, forests, open space, greenways, fishing and boating areas which offer recreational opportunities for both residents and tourists.

### **III. AREA DESCRIPTION**

The project area consists of more than a forty-mile corridor stretching across the middle portion of Westmoreland County, Pennsylvania. The US Route 30 Corridor is a state route and is designated as a principle arterial road, and is part of the Lincoln Highway Heritage Corridor. It traverses thirteen (13) municipalities and is within one mile of three (3) additional municipalities. The US Route 30 Corridor is a belt of growth in Westmoreland County. According to the 2000 U.S. Census, these municipalities had a population of 161,475, representing 43.6% of the total population in Westmoreland County. Since 1960, the population in these municipalities increased by 8.5%, while Westmoreland County grew by 4.9% and the commonwealth by 8.6% (See Table 3).

**TABLE 3**  
**POPULATION CHANGE**  
**1960 - 2000**

	1960 Population	1970 Population	1980 Population	1990 Population	2000 Population	Change 1960 - 2000	Percent Change
Pennsylvania	11,305,093	11,800,766	11,863,895	11,881,643	12,281,054	975,961	8.6%
Westmoreland County	352,629	376,935	392,294	370,321	369,993	17,364	4.9%
<b>North Huntingdon Township</b>	<b>21,853</b>	<b>29,443</b>	<b>31,517</b>	<b>28,158</b>	<b>29,123</b>	<b>7,270</b>	<b>33.3%</b>
Irwin Borough	4,270	4,059	4,995	4,604	4,366	96	2.2%
North Irwin Borough*	1,143	1,306	1,016	956	879	(264)	-23.1%
<b>Hempfield Township**</b>	<b>29,704</b>	<b>36,208</b>	<b>43,371</b>	<b>42,609</b>	<b>41,555</b>	<b>11,851</b>	<b>39.9%</b>
Adamsburg Borough	191	251	251	257	221	30	15.7%
Jeannette City	16,565	15,209	13,120	11,221	10,654	(5,911)	-35.7%
Greensburg City	17,383	17,077	17,558	16,318	15,889	(1,494)	-8.6%
Southwest Greensburg Borough	3,264	3,186	2,898	2,456	2,398	(866)	-26.5%
South Greensburg Borough	3,058	3,288	2,605	2,293	2,280	(778)	-25.4%
<b>Unity Township</b>	<b>15,519</b>	<b>18,419</b>	<b>19,964</b>	<b>20,109</b>	<b>21,137</b>	<b>5,618</b>	<b>36.2%</b>
Latrobe City*	11,932	11,749	10,799	9,265	8,994	(2,938)	-24.6%
Youngstown Borough*	590	478	482	370	400	(190)	-32.2%
Derry Township	15,445	15,902	16,141	15,446	14,726	(719)	-4.7%
<b>Ligonier Township</b>	<b>5,566</b>	<b>6,278</b>	<b>7,513</b>	<b>6,979</b>	<b>6,973</b>	<b>1,407</b>	<b>25.3%</b>
Ligonier Borough	2,276	2,258	1,917	1,638	1,695	(581)	-25.5%
Laurel Mountain Borough***	-	-	-	195	185	NA	NA
<b>TOTAL</b>	<b>148,759</b>	<b>165,111</b>	<b>174,147</b>	<b>162,874</b>	<b>161,475</b>	<b>12,716</b>	<b>8.5%</b>

Shaded municipalities have the most significant portion of the corridor within their borders

\* These communities do not have the highway within their municipality, but are within close proximity

\*\* A portion of the loss was the result of the US Census Bureau not including SCI Greensburg in Hempfield's total population

\*\*\* Formed out Ligonier Township during the 1980's

The land area for the Route 30 Municipalities is 370.7 square miles. The population density of these municipalities is 435.5 persons per square mile. The corridor lies within six (6) Westmoreland County school districts.

The Route 30 Municipalities have a diverse use of land within its 370.7 square miles, including agriculture, a regional airport, Seton Hill University, University of Pittsburgh at Greensburg, St. Vincent College, Westmoreland County Community College, two state parks, a regional recreational park, and regional commercial, institutional and industrial sites. From west to east, the corridor transitions from urban and suburban to rural. The mainline Pennsylvania Railroad of Norfolk Southern parallels Route 30 throughout much of Westmoreland County. The Westmoreland Transit Authority utilizes Route 30 for many of its bus routes.

**TABLE 4**  
**POPULATION DENSITY**

	Square Miles Land	Persons Per Square Mile	2000 Census Population
<b>Pennsylvania</b>	44,816.6	275.9	12,365,455
<b>Westmoreland County</b>	1,025.5	360.8	369,993
<b>Municipality (from west to east)</b>			
<b>North Huntingdon Township</b>	27.3	1,065.2	29,123
North Irwin Borough*	0.2	4,395.0	879
Irwin Borough	0.9	4,851.1	4,366
<b>Hempfield Township</b>	76.6	542.5	41,555
Adamsburg Borough	0.3	736.7	221
Jeannette City	2.4	4,439.2	10,654
Greensburg City	4.2	3,783.1	15,889
Southwest Greensburg Borough	0.4	5,995.0	2,398
South Greensburg Borough	0.7	3,257.1	2,280
<b>Unity Township</b>	67.1	315.0	21,137
Latrobe City*	2.3	3,910.4	8,994
Youngstown Borough*	0.1	4,000.0	400
Derry Township**	95.8	153.7	14,726
<b>Ligonier Township</b>	91.8	76.0	6,973
Ligonier Borough	0.5	3,390.0	1,695
Laurel Mountain Borough	0.1	1,850.0	185
<b>Totals</b>	370.7	435.5	161,475
Percentage of County Total	36.2%		43.6%

\*Route 30 does not pass through each municipality

\*\*Frontage encompasses north half (westbound only)

The eastern half of the land mass of the Route 30 Corridor drains into the Loyalhanna Watershed. The western half drains into the Sewickley Creek and Brush Creek watersheds. Its western border is Allegheny County and the eastern border with Somerset County is the Laurel Ridge. The corridor also crosses the Chestnut Ridge through the Loyalhanna Gorge, which divides the Pittsburgh Low Plateau Section Physiographic Province from the Allegheny Mountain Section. The soils in the corridor cross the spectrum of soil types in Westmoreland County.

**Recent Growth** – Over the last number of years, Route 30 has had a dramatic increase in commercial development. North Huntingdon, Hempfield and Unity townships have had national “Big Box” retailers open stores.

On the residential front, according to RealSTATs, since 2002, Route 30 Municipalities have had 889 new construction, detached, single-family houses sold. The average price was \$253,864. Last year, 295 new homes were sold along the Route 30 Corridor at an average price of \$259,729. Over this four-year time period, over half of the new homes (55%) were sold in the three municipalities along US Route 30: North Huntingdon Township, Hempfield Township and Unity Township (See Tables 5 & 6).

**TABLE 5**  
**NEW SINGLE FAMILY RESIDENTIAL CONSTRUCTION**  
**2002 – 2005**  
**VALUE \$50,000 to \$1,000,000**

Year	Westmoreland County	Route 30 Corridor
2002	292	158
2003	390	220
2004	396	209
2005	421	295
<b>TOTAL</b>	<b>1,499</b>	<b>885</b>

**TABLE 6**

Municipality	Average Price	Total Sales Volume	# Of Sales
North Huntingdon Township	\$ 274,123	\$ 104,715,175	382
Hempfield Township	\$ 238,341	\$ 70,548,908	296
Unity Township	\$ 242,986	\$ 42,765,544	176
<b>Westmoreland County</b>	<b>\$ 241,064</b>	<b>\$ 378,230,670</b>	<b>1,499</b>

SOURCE: RealSTATs

**IV. US ROUTE 30 MASTER PLAN WORK PROGRAM**

**Stage 1. GETTING STARTED (10 months)** - Since the Community Revitalization grant was announced in October 2005, the primary responsibility of the SGPWC has been to build consensus to develop a unified strategy, working countywide across the forty-mile corridor. Work tasks undertaken by SGPWC include coalition building, fundraising, visioning and program development. Stage 1 was completed when the RPG Team was hired in August 2006 to complete stage two.

1. **Coalition Building** – This task involved gathering the multitude of stakeholders into dialog about the opportunity to develop a plan useful to most stakeholders. It included the facilitation of the initial Community Revitalization Program grant announcement and the US Route 30 Summit on January 27, 2006. Following the US Route 30 Summit, the SGPWC assisted in the formation of a Community Vision Team to provide overall guidance and input for the plan. The CVT is comprised of over one hundred persons and includes many private and public interests.

A smaller Project Working Group has also been established to guide the development of the Master Plan objectives contained in this narrative, work to secure more funding, and provide guidance and feedback for the consultants hired to write the Master Plan.

**Project Management** - The US Route 30 Municipalities recognize the leadership provided by the Smart Growth Partnership of Westmoreland County in developing a coalition to support the US Route 30 Master Plan. The SGPWC will continue, through facilitating the Steering and Project Working Groups, to manage the US Route 30 Master Plan project, along with individual municipal outreach. The SGPWC will also continue to facilitate municipal coordination, and provide technical assistance and fund development throughout project development and implementation.

**Education** - The education component for this planning process has involved local government officials and the public in the participation of sound land use planning education and training. The US Route 30 Municipalities recognize that meaningful public participation begins with education. Training has included the Smart Growth Annual Summit in October 2006 and the fall 2007 Annual Summit, day-long annual summits that focus on the issues of transportation and land use for economic development. Education will continue through stage two of the work plan.

2. **Fundraising** - Raising the support for the Master Plan began in 2003. The first funding request was submitted to the DCED CR program. Since that time, numerous meetings and two additional funding requests have been submitted. The LUPTAP request represents the Partnership's latest effort. Fundraising will continue throughout Stage Two, Developing the Plan, and Stage Three, Institutionalizing the Framework for Implementation. As additional funding becomes available, the scope of services contract will be amended to accommodate expansion of, or increase in, the number of work tasks.
3. **Vision** – In order to establish clarity of aim for the entire project, a facilitated discussion was initiated at the US Route 30 Summit. All one hundred fifty (150) summit participants were asked to provide two to three words that best describe their ideal future for US Route 30. Comments were distilled and a pattern of consistency emerged. The following Vision represents the fruit of their work:

## **WESTMORELAND COUNTY U.S. ROUTE 30 CORRIDOR VISION**

Known to many as the Lincoln Highway, the U.S. Route 30 Corridor is central Westmoreland County's primary east-west highway. Its position as a transportation facility dates back to the French and Indian War and has played a nationally and regionally significant role in economic growth and westward expansion.

By leveraging key capital investments with intelligent transportation systems and sound land use practices, the U.S. Route 30 Corridor in Westmoreland County will be a national example of a safe and efficient transportation corridor of economic opportunity.

Spearheading these actions is a coalition of business and municipal officials who work collaboratively with each other and with PennDOT to ensure that the U.S. Route 30 of the future is characterized by:

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

4. **Program Development** – Once the orientation for “where” stakeholders want the corridor to be was developed, the next step is to determine “how to get there.” Mission and strategy state the means to achieve the vision. Providing the overall guidance is the vision, with an orientation toward outcomes necessary to achieve the vision. Outcomes are measurable results of inputs (e.g. time and money) and activities (e.g. meetings and public feedback).

**Mission** – To develop a master plan that will become a strategic blueprint for Westmoreland County which will enhance and improve the safety, mobility and efficiency of the county's growth corridor through sound land use and transportation planning.

**Strategy** – The Master Plan will help to provide a “bridge” or “connection” between existing ongoing planning activities and transportation, water and sewer, and other

infrastructure development projects. It must also put in place a forum for effectively dealing with future short-term and long-term transportation infrastructure needs, in a manner that will help maintain the integrity of local communities within this region. The plan will provide model development regulations to protect and enhance corridor capacity.

**Master Plan Study Outcomes** - The overarching desire of the Master Plan is to link land use and transportation to enhance economic opportunities. Therefore, the study will include outcomes in the areas of land use, transportation and economic development. The intent is to provide for a quality intermodal transportation network that is consistent with the corridor vision, while serving the short and long-term needs of communities. Transportation plans and projects will be integrated with land use and economic development initiatives along the corridor, and encourage development and design that is compatible with the character of the communities, while maintaining and enhancing the quality of life.

❖ **Land Use Outcome** – Improve the safety, efficiency and mobility of US Route 30, using a multi-municipal approach to development regulations that balances development and preservation, enhances aesthetics, encourages sound land use concepts, while respecting property rights. Local comprehensive plans will provide a basis for the land use section.

- Graphically portray alternative development/redevelopment scenarios based on existing and proposed development regulations
- Develop a future land use map based on planned infrastructure improvements, and desired development scenarios
- Create a set of model development regulations appropriate to the US Route 30 Corridor
- Utilize visualized development scenarios to communicate desired development

❖ **Transportation Outcome** – Improve the safety, efficiency and mobility of US Route 30 using a corridor-wide, context-sensitive solutions engineering approach, incorporating all modes of transportation, and focusing on maintenance and realistic capital upgrades. The idea here is not to “reinvent the wheel” but to build upon the current PennDOT transportation planning work.

- Identify a network of parallel roads to compliment local and through movement along US Route 30
- Identify critical, cost-realistic, capital needs related to maintenance and upgrades to US Route 30
- Develop a long range (20 years) capital improvement plan
- Identify multi-modal links and necessary improvements
- Develop congestion management strategies
- Identify new technology and intelligent transportation systems to improve traffic flow and safety
- Develop a preliminary transportation sufficiency profile

- Develop a US Route 30 transportation modeling system to accurately anticipate traffic impacts
  
- ❖ **Economic Development Outcome** – Improve the economic opportunities along the US Route 30 Corridor through transportation improvements and sound land use practices. The goals and strategies of the Westmoreland County Industrial Development Corporation (IDC) and the Economic Growth Connection (EGC) of Westmoreland County will complete the framework for this section.
  - Determine market needs to identify saturation points for retail commercial development
  - Identify opportunities to improve access to development and redevelopment sites
  - Graphically communicate redevelopment and development before and after opportunities

**Strategy Objectives** - In order to meet the mission and achieve the study outcomes, the following key objectives shall be incorporated within the plan development process:

1. Graphically portray development choices to develop consensus for a Corridor Vision that correlates with the appropriate mix of land uses and desired development styles and patterns. Clearly establish corresponding community goals and objectives that will support land use, community development, and design goals and objectives.
2. Identify transportation options necessary to support the desired land use development scenarios identified above.
3. Determine if such infrastructure identified in objective #2 is compatible with maintaining community goals and objectives, and, if not, modify the land use development patterns in order to provide a better opportunity to provide transportation infrastructure that is compatible.
4. Model and evaluate the existing land use management environment to ensure that existing and future transportation infrastructure can function as planned.
5. Using an integrated approach, establish the most feasible transportation network and land use environment to support the above objectives.
6. Develop consensus on the immediate and short-term land use scenario that should be used to evaluate existing planned and programmed transportation projects. Graphically portray desired development scenarios.
7. Develop a partnership agreement for systematically evaluating and programming short-term transportation needs and maintaining a forum for addressing the long-term sustainable future scenario.

8. Develop and implement local land use management controls, including regulations and capital improvements programming to support the desired land use patterns and associated transportation network resulting from the Planning Process.
9. Monitor the plan implementation process as it proceeds through the use of measurable indicators.
10. Develop a public process for each stage, with the appropriate techniques to form consensus on the Corridor Vision and encourage implementation of the Master Plan.

**Stage 2. DEVELOPING THE PLAN (18 months)** - With the vision, mission, study outcomes, and strategy objectives in place, the Renaissance Planning Group consultant team (RPG Team) will provide professional services necessary to inform the partnership of choices and impacts related to future development and redevelopment under existing development regulations, compared with alternative development regulations. To develop the US 30 Master Plan, the RPG Team will work with the SGPWC, and the communities and agencies it serves, to answer the following four questions. The process of working through these questions allows the community to, in essence, write its own story – past, present, and future:

- **Where are we now?** The first “chapter” of the visioning story is the inventory of who and what makes up the community today, and the attitudes, beliefs and values held by the people living there.
- **Where are we going?** “Chapter Two” describes how many new people and jobs are anticipated in the future, and where those new people will likely live and work, based on the existing plans and processes.
- **Where do we want to be?** “Chapter Three” explores contrasting scenarios that explore how the future could change, for better or worse. Based on a comparison of the scenarios against the status quo, it culminates with a vision based on the preferred scenario.
- **How do we get there?** The fourth and final “chapter” describes the steps the community will take to move toward its vision.

The Master Plan process will be conducted in two phases. The first phase, to be conducted between September 1, 2006 and June 30, 2007, will focus on addressing the first three questions listed above, and outlining recommendations and a strategic plan for addressing the fourth question. The process is organized around the following key tasks, each of which involves a blend of community participation and technical analysis activities:

1. **Advisors and Champions:** Working with the technical advisory group (Project Working Group) and a group of community leaders and key stakeholders (Community Vision Team) who will lead the process and advise the RPG Team;
2. **Public Information and Outreach:** Developing public information and outreach tools, including presentations, newsletters, flyers, and a project Web site;
3. **Existing Conditions and Conceptual Corridor Operations Plan:** Developing an inventory of current land use and transportation conditions and issues, and a conceptual

- corridor plan of operational improvements that would optimize traffic flow and safety;
4. **Shared Values and Guiding Principles:** Validating the recently developed corridor vision statement and guiding principles, and discerning ways in which the vision could be defined and measured in physical terms such as preferred community development and design patterns, types of transportation investments, and goals;
  5. **Future Scenarios:** Developing and evaluating alternative future land use and transportation scenarios using criteria based upon local values and priorities, and identifying a preferred scenario that supports the community vision and guiding principles; and
  6. **Vision and Recommendations:** Articulating a vision statement that is supported by a conceptual map based on the preferred scenario, illustrations of preferred community development patterns, and recommendations for planning and policy tools to help move the vision forward in the second phase of the Master Plan.

Throughout the development of Phase 1, the RPG Team will work with the SGPWC to shape the detailed approach and budget for the second phase. Phase 2 is anticipated to be complete by the spring of 2008, and will be supported by the anticipated additional funding that the SGPWC hopes to secure. In general, the phase is envisioned to include planning and educational resources such as demonstration plans for typical sites, design guidelines and model ordinances, context-sensitive transportation strategies, and an implementation “toolkit” that local planners and the SGPWC can use to continue the work.

### **Phase 1 Task 1: Project Communications**

By establishing an effective approach to project communication up front, the SGPWC will be more assured of a clearly articulated vision that enjoys significant support. In addition, the RPG Team will be able to base the technical analyses and public outreach activities on a solid understanding of the community context and key issues. Toward that end, the following tasks include the establishment of technical and advisory groups, a collaborative effort to design the process in more detail, and the development of public involvement strategies and tools:

#### **Project Working Group**

The proposed Project Working Group (PWG) is a technical advisory committee, comprised of key SGPWC staff, and/or other local, regional, or state agency staff or technical experts, as designated by the SGPWC. The PWG will meet regularly throughout the process to review technical analyses, draft documents, and plans for upcoming meetings. As the project moves along, the PWG will play a valuable role in keeping the project on a productive, positive track by helping to foresee opportunities and resolve problems quickly and efficiently.

#### **Community Vision Team**

Participation in the study process by a broad spectrum of community members is vital to the success of the plan. Toward this end, a Community Vision Team (CVT) has been formed to oversee the process and ensure effective outreach. CVT members will play a key role in shaping a plan that truly reflects community needs and inspires enthusiastic commitment. They will serve

as “ambassadors” for the process among their respective communities and special interest groups, and be a valuable source of information and feedback for the study team, from a wide variety of perspectives.

The CVT is drawn from the community. Participants include local elected and appointed officials; economic development staff and business community representatives; local realtors and developers; freight industry representatives; public health officials and educators; and members of environmental preservation groups.

The CVT will meet periodically to discuss plans for upcoming workshops, review key reports, and shape a plan and recommendations that will carry the vision forward. The following summary of meetings and workshops includes three anticipated CVT meetings; the project budget includes an opportunity for one additional meeting to be scheduled as needed.

### **1.1 Project Working Group/Community Meetings**

The PWG plans to meet three times, in addition to their participation in community workshops and CVT meetings. Deliverable(s): Three meetings with the PWG.

- Estimated Completion: June, 2007

### **1.2 Public Information and Outreach**

Working with the SGPWC, the RPG Team will design a project Web site ([www.route30plan.com](http://www.route30plan.com)), newsletter templates, a media campaign, and outreach strategies to support the project. The RPG Team will develop three project newsletters and a summary brochure of the vision recommendations. The RPG Team will also host and maintain the project Web site, which will include complete, current project information, reports, a sign-up list for e-mail announcements, and user comment forms. In addition, the RPG Team will develop interactive features to augment input from community workshops, such as a visual preference survey and scenario interactive exercises. A password-protected page will facilitate information-sharing and dialogue among project advisors and the RPG Team.

- Deliverable(s): Three project newsletters; one summary brochure of the vision statement and recommendations; public project Web site with a password-protected page for PWG members (and advisors, as desired).
- Estimated Completion: June 2007 (continued as desired during Phase 2).

## **Phase 1 Task 2: Process Design and Guiding Principles**

### **2.1: CVT/PWG Meeting #1: Designing the Process**

At the start of the project, the RPG Team facilitated a joint work session with the CVT and the PWG to discuss the approach to the process, issues and opportunities related to community involvement and desired outcomes. Based on the ideas and feedback from this meeting, the RPG Team developed a Process Design Summary that articulates the context and approach to the

planning process, desired outcomes, key participants, and timeframe.

- Deliverable(s): CVT meeting and Process Designs Summary
- Estimated Completion: September 2006

## **2.2: CVT Meeting #2: Shared Values & Guiding Principles**

Early in the planning process, the RPG Team facilitated a meeting with the CVT to introduce them to the planning process, review the initial inventory of data, plans and policies, and clarify their goals and desires. During this meeting the RPG Team took time to ensure a common understanding of key assumptions and defined the vocabulary used for the process, such as the meaning of the words the RPG Team uses to describe issues and places. Through oral and mapping exercises, the RPG Team worked with the CVT to discern areas of agreement and disagreement in terms of major issues.

The result of this session was a set of overarching principles that articulate the values and priorities established for the visioning process. These principles will be validated at the first community workshop, and serve as a key resource in shaping criteria for the evaluation of alternative scenarios and the development of implementation strategies.

- Deliverable(s): CVT meeting and summary
- Estimated Completion: October 2006

## **Phase 1 Task 3: Alternatives Analysis**

The scenario planning process is designed to promote a clear understanding throughout the community of the relationships between and among the key factors that most influence growth: community design, regional policies, and transportation investments. Graphics and scenario maps help local residents quickly perceive and make informed decisions about the key issues that affect the quality of a place, including the density of the built environment, the diversity of activities, and the design of streets and buildings. Mapping and interactive exercises are excellent tools for stimulating creative dialogue about how regional growth patterns can be shaped to achieve community goals. The process of evaluating scenarios and crafting a vision helps participants to understand trade-offs, visualize solutions, and identify optimal public investments and policies.

To support the process, the RPG Team will use CorPlan, a GIS-based model that estimates land development potential, using prototypical community elements as its building blocks. Developed by Renaissance Planning Group with funding from the Federal Highway Administration TCSP program, CorPlan allows communities to easily and quickly determine potential impacts of alternative land development patterns on locally defined criteria, such as land consumption, employment and retail activity, and housing density.

The CorPlan data and GIS tools built for this study will reside with the SGPWC to use with its partners as a resource for future transportation and land use planning. For example, some localities have used CorPlan community elements to guide master plans and zoning updates,

while others have used the model to assess fiscal, environmental, and transportation impacts of growth as it occurs over time.

### **3.1: Corridor Profile**

To develop the CorPlan model structure and a comprehensive inventory of community elements for the study area, the RPG Team will begin by assembling available GIS data, maps, local plans, and aerial photographs from the SGPWC, such as the following:

- Environmental and policy constraints to land development (such as historical, agricultural, or preservation areas)
- Existing land uses
- Planned future land uses as identified in local and regional plans
- Aerial photographs
- Existing population by census blocks and traffic analysis zones
- Existing employment by traffic analysis zones
- Additional data or studies that identify land use and growth issues and trends

The RPG Team will meet with the PWG and conduct field visits to review our understanding of land use and development prototypes in the region. PWG and CVT members are encouraged to accompany the RPG team on the field trips and provide advice and insights, as well as discuss questions and ideas. The RPG Team will then develop an inventory of community element diagrams and prototypical data representing the unique types of places that exist in the region today. The inventory may include as many as 25 to 30 community elements, which the RPG Team will edit and refine, with advice from the PWG.

In addition, the input gathered from the first community workshop will provide us with information needed to develop several additional “enhanced” community elements that illustrate desired future development patterns. The complete inventory of existing and enhanced elements will be used as the building blocks for community workshops and modeling exercises to develop alternative future growth scenarios.

The RPG Team will also develop a narrative summary of key events and trends that have shaped the corridor’s development pattern and transportation conditions to date. This summary will highlight the major factors that have contributed to current problems, and opportunities to address them, by considering alternative approaches to land use and transportation planning and decision-making.

- Deliverable(s): Corridor Profile Technical Memorandum with associated maps and graphics.
- Estimated Completion: December 2006

### **3.2: Community Workshop # 1: Where Are We Now and Where Are We Going?**

This workshop was an opportunity to both educate the public and to inform the technical team about community preferences for the design of the built environment. Elements of community

design discussed included characteristics such as the diversity of activities, the scale and proximity of buildings, the usefulness of the transportation network, and the quality of open space.

Through a visual preference survey and hands-on discussion of the community elements, the RPG Team worked with participants to identify their desires and preferences for community design by discussing what works, what doesn't work, and what should be improved in the future. Participants were asked to identify "treasured places" along the corridor to be preserved or enhanced, as well as areas they want to see improved.

As a result of the workshop discussions, the team will have a clear understanding of the unique characteristics of the neighborhoods and communities along the corridor, and local preferences for how these communities should grow and develop. Based on this information, the RPG Team will develop enhancements to selected community elements.

- Deliverable(s): Community workshop and summary
- Estimated Completion: November/December 2006

### **3.3: "Optimal Corridor" Conceptual Plan**

A critical outcome of the US Route 30 Master Plan is a strategy to optimize traffic flow and safety along the existing US Route 30 corridor, without significant widening or construction of expensive bypasses. Early in the process, the RPG Team will work to establish a "best-case scenario" conceptual plan that allows study participants to assume that future roadway capacity would be improved to the optimal level possible through a program of relatively low-cost, practical improvements to the operations of the facility. Scenario planning discussions can then focus upon key questions of land use, urban form, and multi-modal transportation accessibility, rather than getting "off-track" with discussions of operational problems.

The corridor has been studied extensively. The conceptual plan is not intended to re-invent the wheel, nor involve extensive new traffic analysis, but will reflect a realistic consensus-based program to achieve optimal safety and capacity improvements such as the following:

- Intersection improvements such as turning lanes, signage, and signalization improvements;
- Access management opportunities to consolidate entrances, connect shopping centers, and develop parallel service roads;
- Operational strategies such as medians, jughandles, U-Turn locations; and
- Intelligent Transportation Systems (ITS) investments such as optimized traffic signalization, traveler information systems, etc.

For the scenario modeling process, the RPG Team will estimate the level to which the Conceptual Plan would improve the capacity of each segment along the corridor and adjust the SPC's travel demand model data accordingly. Meanwhile, the conceptual recommendations will help provide a framework for more detailed transportation analyses during Phase 2.

- Deliverable(s): Optimal Corridor Conceptual Plan
- Estimated Completion: December 2006

### **3.4: Community Workshop #2: Where Do We Want to Be?**

Having defined how the community should grow in terms of design characteristics, the next step is to discuss where growth should occur at the corridor-wide level. Participants in this workshop will first review the preferred community design characteristics developed as a result of the first workshop. The RPG Team will also discuss the interplay of the influences on the region's growth, including those that are more or less "fixed" such as the constraints of the natural landscape, and those that are variable such as development and transportation investments. Through an interactive mapping exercise called the "Dot Map Game," participants will brainstorm various regional development patterns by arranging different combinations of community elements to meet various growth and development goals.

- Deliverable(s): Community workshop and summary
- Estimated Completion: January/February 2007

### **3.5 Alternative Scenarios**

Based on the inventory of existing conditions and community design characteristics, the RPG Team will prepare a CorPlan scenario that shows the development pattern likely to result in the future if no major changes are made to current plans, policies, and community design characteristics. This "trend" scenario, displayed on a base map of environmental features and the current transportation network, will be used at the initial community meetings to help participants focus on key issues and areas that are likely to be most affected by a "business as usual" approach to growth.

Alternatives to the trend scenario will be developed based on the results of the mapping exercises conducted during Community Workshop 2. The team will prepare alternative scenarios for consideration by the PWG, CVT, and community at large. Scenario evaluation criteria will be designed to support the shared values and principles identified in the beginning of the process. For example, economic development outcomes could be measured by the capacity to support desired new jobs and local tax revenues, while land conservation could be assessed by the amount of undeveloped acres utilized for new development.

The RPG Team will estimate transportation impacts using Southwest Pennsylvania Commission (SPC) latest Cycle 7 model. In addition to the usual future volumes and volume/capacity ratios produced by the model, The RPG Team will develop other measures based on the interests and values of the community. Such measures could include travel time, percentage of trips using transit or walking, and trip lengths.

- Deliverable(s): Summary of Transportation and Land Use Scenarios, including maps, graphics, and tables illustrating the Optimal Corridor Conceptual Plan and results of scenario evaluation.

- Estimated Completion: March, 2007

## **Phase 1 Task 4: Vision and Strategies**

### **4.1 Community Workshop #3: How Will We Get There?**

At this session the community will review the scenarios and identify the components of their preferred future, which may be a combination of more than one of the tested scenarios. The Guiding Principles will serve as a key resource to ensure that all major issues are identified and discussed. For example, issues may include transitions in scale and density from regional commercial centers to adjacent residential areas; transit development and freight movement along the corridor; and pedestrian networks that allow people to walk within their communities.

- Deliverable(s): Community workshop and summary
- Estimated Completion: March/April 2007

### **4.2 CVT Meeting #3: US 30 Master Plan Vision and Recommendations**

Based on the input from community workshops and the technical analysis, The RPG Team will meet with the CVT to flesh out the corridor vision and guiding principles with a conceptual map, illustrations of preferred future development patterns, and recommendations for Phase 2 of the master plan, including specific actions to be undertaken by the RPG team, the SGPWC, and local governments, as well as regional and state agencies and private sector partners.

- Deliverable(s): CVT Meeting and summary
- Estimated Completion: April/May 2007

### **4.3 Vision and Strategies Report**

To flesh out the Vision Statement, the RPG Team will work with the PWG and CVT to develop a series of specific recommendations and strategies to carry the vision forward. These recommendations will articulate the work to be done during the Phase 2 portion of the study, such as demonstration site plans and an implementation toolkit, as well as complementary activities which local governments, public agencies, and private sector partners have committed to undertake.

The report will highlight the ways in which local land use and design decisions influence regional growth patterns, and how local plans and preferences can be balanced with the guiding principles and associated goals for the entire corridor. It will include packages of transportation improvements that would support the vision, including transit, highway, bicycle, pedestrian, ITS, TDM, and other investments, along with descriptions of related economic development, growth management, and community design policies and strategies.

The RPG Team will prepare an executive summary of the Vision and Strategies report with maps and graphics suitable for broad distribution to the community and posting on the project Web site. Details about the recommendations and a summary of the planning process, as well as

technical information about the development of the model, will be provided in the full report.

- Deliverable(s): Vision and Strategies Report, including vision statement, conceptual map, guiding principles, policy and project recommendations, and specific next steps to be taken by SGPWC and the RPG team, as well as public and private sector partners.

Estimated Completion: June, 2007

### **Phase 2: How do we get there?**

The first phase focused on addressing the first three questions listed above, and outlining recommendations and a strategic plan for addressing the fourth question. Phase 2 entails further analysis and further describes the steps the community will take to move toward its vision. Project communications, including Web site, newsletters and community workshops, will continue and will be integral to the success of the Phase 2 work product. Phase 2 will begin in July 2007 and last another eight months until March 2008. Deliverables for Phase 2 include:

- Demonstration site plans and land use /transportation plans
- Design guidelines and model ordinances
- Context-sensitive transportation strategies
- Implementation toolkit

**Stage 3. INSTITUTIONALIZING THE FRAMEWORK FOR IMPLEMENTATION (12 months)** - At the conclusion of the US Route 30 Master Plan, there will be a concerted effort to take action on the implementation strategies. This may involve memorandums of understanding or intergovernmental cooperation agreements. The plan will set forth the necessary frameworks for long-term implementation.

## **V. SUMMARY**

The purpose of the US Route 30 Master Plan is to develop an action-oriented land use and transportation plan for US Route 30 over its entire length in Westmoreland County, Pennsylvania. This strategic blueprint will guide the cost-effective implementation of future community and economic development initiatives. It will include a comprehensive land use and transportation management strategy for programming capital improvements and the implementation of consistent development regulations along the approximate 40-mile corridor. This narrative provides an overview of the project, an area description and work program for the US Route 30 Master Plan.