

## Project Schedule

### Community Workshops

Workshop 1: Where Are We Now & Where Are We Going? October 18, 2006

Workshop 2: Where Do We Want to Be? January 18, 2007

Workshop 3: How Will We Get There? March 15, 2007

### Project Reports

Corridor Conceptual Plan December 2006

Summary of Transportation and Land Use Scenarios March 2007

Vision and Strategies Report June 2007

### Ideas? Questions? Contact Us!

Alex Graziani, AICP, Executive Director  
724-836-7048  
contact@smartgrowthpa.org

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## Upcoming Community Workshop

Please Join Us for  
**Community Workshop 1**  
**Where Are We Now? and**  
**Where Are We Going?**  
**Community Design & Quality of Life**  
**October 18, 2006**  
**St. Joseph Center**  
**2900 Seminary Drive**  
**Route 30 East**  
**Greensburg, PA 15601**



Smart Growth Partnership of Westmoreland County  
University of Pittsburgh at Greensburg  
166 Millstein Library  
150 Finoli Drive  
Greensburg, PA 15601

## Smart Growth Summit Schedule

Wednesday, October 18, 2006

8:30 a.m. - Registration / Continental breakfast

9:00 a.m. - Welcome and overview

9:30 a.m. - Presentation by Joel Kotkin

10:15 a.m. - Break

10:30 a.m. - US Route 30 Community Workshop

11:45 a.m. - Lunch

1:00 p.m. - Wrap up and adjourn

RSVP to the SGPWC at 724-836-7048. A registration fee of \$35.00 is required. Please make checks payable to UPG.

## US Route 30 Master Plan



# Community Newsletter

Issue 1 | September 2006



## Project Overview & Process

As we grow over  
the coming years,  
how can we

**Preserve Our Rural Areas?**  
**Revitalize Our Towns?**  
**Ensure Safe and**  
**Efficient Transportation?**

To answer these questions, the Smart Growth Partnership of Westmoreland County (SGPWC) has initiated a process with local planners and community stakeholders to flesh out a vision and plan for a 40-mile stretch of the historic "Lincoln Highway" that connects the historic small cities and growing suburbs east of Pittsburgh to the scenic Laurel Highlands. The study will build upon numerous transportation and land use planning efforts conducted over the past several years and will pinpoint strategies to implement the US Route 30 Vision Statement developed last spring (see pg. 3).

The project is unique in that a non-profit entity is taking a proactive, collaborative approach to help shape communities along the corridor that will optimize their ability to reap the benefits of growth, while avoiding negative consequences, such as soaring housing prices, clogged roadways and vanishing open space.

When complete, the Route 30 Master Plan will become a strategic blueprint for Westmoreland County's economic growth corridor. It will utilize sound transportation and land use planning approaches to develop cost-conscious investment priorities, intelligent strategies for congestion management and multi-municipal development regulations and design guidelines.

continued on page 2

## Workshop 1: Where Are We Now? and Where Are We Going?

### October 18th Workshop at the Smart Growth Summit to Focus on Community Design & Quality of Life Our Places - Delightful or Dismal?

What makes a place special? Why are we drawn to some towns, shopping centers, or neighborhoods, while others leave us cold? How can we make sure our communities are the kind of places in which we really enjoy living, shopping, and working?

These questions and more will be explored at the first of three community workshops for the US Route 30 Master Plan to be held as part of this year's Annual Smart Growth Summit on October 18. At this meeting, local residents and officials have an opportunity to learn about how community design can make the difference between a delightful place and a dismal one. Through hands-on exercises and informative dialogue, participants will examine the types of characteristics along the US Route 30 corridor, and identify specific ways in which the land use and transportation strategies of the Master Plan can shape these essential elements of place to support a bright future.

The workshop will begin at 10:30 a.m. on October 18 at St. Joseph Center, 2900 Seminary Drive, Route 30 East, following the Summit keynote address by Joel Kotkin. All area residents, merchants, and civic group members are encouraged to attend. For more information, please contact Alex Graziani at 724-836-7048 or contact@smartgrowthpa.org.



US Route 30 Master Plan

US Route 30 Master Plan

**Local, State, and National Resources Assembled**

With the assistance of Pennsylvania State Senator Bob Regola, the Smart Growth Partnership of Westmoreland County was awarded a \$200,000 grant to conduct the Master Plan. Matching funds, additional grants, and in-kind resources are being provided by the Southwestern Pennsylvania Commission (SPC), the state Department of Community & Economic Development, Westmoreland County, and the following municipalities: City of Greensburg, Borough of Irwin, Ligonier Township, Ligonier Borough, Unity Township, Hempfield Township, and North Huntingdon Township.

Technical support for the planning process is being provided by a consulting team headed by Renaissance Planning Group ( www.citiesthatwork.com), a planning & policy firm that is nationally recognized for innovative planning techniques and modeling tools that help communities envision and integrate land use, urban design, and transportation. The team also includes the highly regarded transportation planning firm, Michael Baker, Jr. Inc. (www.mbakercorp.com), and public involvement experts, Olszak Management Consulting (www.olszak.com), both of which are based in Pittsburgh.

**Study to Address Four Key Questions**

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 below, and outlining recommendations and a strategic plan for addressing the fourth question. The study recommendations and strategies will then be developed in phase 2, which will wrap up in Spring 2008. The process of working through these questions allows the community to, in essence, write its own story – past, present, and future.



COMMUNITY PROFILE  
Descriptive Information  
Community Values

*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.



TREND STATEMENT  
Trend Information  
Probable Scenario

*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.



ACTION PLAN  
Goals, Strategies, Actions  
Action Agendas & Priorities

*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.



VISION STATEMENT  
Possible/Preferred Scenarios  
Community Vision

*How will we get there?* The fourth and final “chapter” describes the steps the community will take to move towards its vision.

**Planning Process Weighs Alternative Future Scenarios**

The study process will be organized around the following key activities, each of which involves a blend of community participation and technical analysis:

*Community Involvement*

Community participation is vital to the plan’s success. In addition to holding community workshops SGPWC is inviting residents, business owners, farmers, civic organizations, planning and economic development officials, and local leaders to participate in a “Community Vision Team.” Through regular meetings and public workshops, outlined in the draft schedule on the back page, the Community Vision Team will guide the study process and help ensure effective outreach to corridor area residents and others with an interest in the plan.



*Corridor Profile*

The study team will develop an inventory of community element diagrams and prototypical data representing the unique types of places that exist in the region today. The study team will also gather input from the first community workshop 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.

*“Optimal Corridor” Conceptual Plan*

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



*Growth Scenarios*

Based on the inventory of existing conditions and community design characteristics, the study team will prepare a 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. Alternatives to the trend scenario will be developed based on the results of the community workshops. The study team will work with the communities to examine alternative scenarios. Issues considered for each scenario will include the natural environment, transportation networks, land preservation and economic development opportunities, and others identified as important by the community.

*Vision and Strategies*

The study team will work with the community to review the scenarios and identify the components of their preferred future, which may be a combination of more than one of the tested scenarios. To flesh



out the Vision Statement, the study team will work with the Community Vision Team 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 policies.



**Vision Endorsed by the SGPWC in April 2006**

SGPWC hosted a summit in January 2006 where 180 participants identified key issues, crafted initial goals, and provided input as to the desired vision and outcomes of the Route 30 Master Plan. Out of the summit participants, a steering committee of more than 100 people was formed to provide guidance for the plan. From their efforts the following vision statement was developed:

*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; and*
- *Well-maintained surface, landscaping and traffic control systems that work together to enhance the motoring experience.*

After the vision was developed, a 19-person Executive Committee was formed from the larger Steering Committee. This group worked throughout the spring and summer to develop the work plan and select the project’s consultant team.