



Community Workshop #5

Meeting Summary: December 13, 2007

Summary of Workshop

In total, 27 people attended the December 13, 2007, public workshop to review the final demonstration plan and provide input on steps needed for implementation. In addition to the public, the following project team members were present: Hannah Twadell, Carla Santoro, Alan Cohen, and Glenda Murphy and Smart Growth staff, Alex Graziani, Bev Poole, and Carolyn Royle.

Alex welcomed meeting attendees and provided the purpose of the evening's meeting. Hannah took the group through a PowerPoint presentation sharing the "How We Got Here" story and leading to the purpose of the evening's meeting. The powerpoint from the meeting, as well as the draft demonstration plan can be found on the project website, www.route30plan.com

Breakout Group Notes

Breakout Table Exercise - Think about the Corridor as a Whole

- Where can we apply what we learned during the demonstration plan?
- What should we be doing there?
- What kind of ordinances will we need?

Table 1

- Areas of focus – Jeannette, Irwin, Mountainview
- Put zoning in place in each community. Need ad hoc committee with representation from each community.
- Need access management in Jeannette
- Irwin has a Main Street program. Can probably implement more quickly. Already has a road that runs parallel to Route 30.
- Mountainview – plan for development before it occurs. Look at mixed use development. Already has a parallel road.

Table 2

- Rural highway
- Bike trail and recreation from Mt. Pleasant Township



Table 2 (continued)

through Derry towards Blairsville

- Boulevards
 - Youngstown
 - Four Points
 - New Development (Lincoln Place)
 - Redevelopment in Irwin-Norwin Towne Square
- Route 22 – apply processes and corridor plans like Route 30

Table 3

- Connect Latrobe to the Turnpike (Laurel Valley Expressway)

Table 4

- Potential for housing development (government subsidized?) behind the Target store
- Residential development behind Sam's Club and WalMart
- Mixed use encouraged.
- How do we do it – local governments implement planning

Table 5

- Develop brown fields / gray fields vs. green space
- Family restaurants
- Create jobs – bring in new revenue
- Arnold Palmer investment (spur development)



- Improve traffic flow along Route 30 between Adamsburg and intersection with 66

Table 5 (continued)

- Route 30 east of Greensburg is prime for retail development
- Potential for mixed use development along Route 30 near Wimmerton and St. Vincent's
- Development may occur west of Derry Township
- Laurel Highlands present physical constraints

Table 6

- Sewers are coming to Four Mile Run (Buttermilk Falls?)-connector road from Youngstown provides alternate route to 30 and may replace gorge as development corridor
- Tax increment financing district to allow developments to afford master plan ideas
- 4 major communities control corridor – North Huntingdon, Hempfield, Unity and Ligonier Townships
 - Find a way to coordinate development along corridor
 - They must all agree to do the same so one community does not lose development because of harsher requirements
- Major players include PennDOT, townships, boroughs and County – too many entities with different agendas may never come together on one plan
 - Find a way to work it out
- Bicycle centers in dense urban areas will cut down on car traffic

- Latrobe as a cultural and business center
- Divert traffic off of Route 30
- Target underutilized retail
 - Norwin Towne Square
- Westmoreland Mall bridge
 - Incorporate boulevard idea
 - Plus more rural areas
- More connections with Latrobe, Greensburg, Irwin, and other areas
- Develop uniqueness
 - Outlet Mall
 - More jobs
 - Economic Market Analysis
- How to develop dollars
 - Get all taxing bodies together to develop TIF
- Roads to get people off of Route 30 – restore parallel roads
- Retain college age residents
- More transit
 - Why can't we do more
 - Need funding
 - Westmoreland County is a bedroom community for Pittsburgh but it is not organized around Transit Oriented Development
- Better quality of life
- Build Laurel Valley Expressway
- Mt. Pleasant site
- Implementation requires education, marketing, visualization, zoning text, communication
- Recognize the role that technology will play in where people live
- Create a sense of immediacy with public and government

Comments Following Table Breakouts

- Route 30 is not currently walkable – redevelopment could add sections which could be
- Need zoning – interconnect development, zoning with all municipalities along the corridor
- Focus area – Intersection of 66 and Route 30
 - Planned development
 - Dying strip malls – think of different uses
 - Sam's Club and Wal-Mart connector
- Connect St. Vincent's with the city of Latrobe through walking
 - Would like to see some of the college-town feel

Next Steps

Over the next few weeks, the Study Team will finalize the demonstration plan and it will be presented to Unity Township and Mr. Arnold Palmer. The demonstration plan in combination with the overall Vision Plan will serve as a basis for the corridor-wide Master Plan to be completed in the Spring of 2008. The Master Plan will contain specific transportation recommendations, and an "implementation toolkit" that will help local, regional and state partners work together to realize the vision over the coming years.