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Westmoreland County 2006 Sixth Annual Smart Growth Summit

October 18, 2006

8:30 a.m. – 1:00 p.m.

**St. Joseph Center
2900 Seminary Drive
Route 30 East
Greensburg, PA 15601**

Hosted by:



Celebrating Five Years of

Improved Growth Strategies for Westmoreland County

Welcome to the Sixth Annual Westmoreland County Smart Growth Summit. This year's summit will focus on transportation and the US Route 30 Corridor.

SIXTH ANNUAL SMART GROWTH SUMMIT

October 18, 2006

Agenda

Registration and Continental Breakfast (*Indiana Room*)

Welcome and Overview (*Chapel*)

Presentation by Joel Kotkin (*Chapel*)
“*The Future of Transportation in Suburban Communities*”

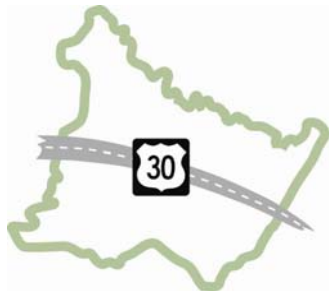
Break – Book Sale (*Indiana Room*)

US Route 30 Community Workshop (*Main Dining Room*)
“*Where Are We Now and Where Are We Going?*”

Break – Book Sale (*Indiana Room*)

Lunch (*Main Dining Room*)

Wrap Up and Adjourn



About the Smart Growth Partnership

The mission of the Smart Growth Partnership of Westmoreland County (SGPWC) is improved quality of growth in Westmoreland County. We provide education and technical assistance to municipalities and developers to enable them to incorporate smart growth principles into their plans and developments. The SGPWC is housed on the beautiful campus of the University of Pittsburgh at Greensburg and supported by the Katherine Mabis McKenna Foundation, John A. Robertshaw, Jr., Richard King Mellon Foundation, McCune Foundation, Laurel Foundation, PA Department of Economic and Community Development, PA Department of Conservation and Natural Resources, Westmoreland County, Sony, Robertshaw Foundation, McFeely Rogers Foundation, and Kim Miller – Wolf Lake, Inc.



Have you visited our website lately? Our website offers valuable news, information and links to good community development. Visit it today at:

www.smartgrowthpa.org

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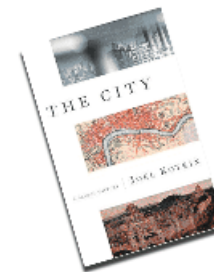
Joel Kotkin

An internationally-recognized authority on global, economic, political and social trends, Kotkin is the author of the critically acclaimed *“The City: A Global History”* from Modern Library.* He is also author of the widely acclaimed, best-selling book, *The New Geography, How the Digital Revolution is Reshaping the American Landscape* (Random House, 2000). Kotkin is an Irvine Senior Fellow at the New America Foundation and is a highly respected speaker and futurist. He consults for many leading economic development organizations, private companies, regions and cities. In addition, Kotkin serves as senior advisor to the Planning Center, a major planning, design and environmental consulting firm based in Costa Mesa, California.

For three years, he was Business Trends Analyst for KTTV/Fox Television in Los Angeles where, in 1994, he won the Golden Mike Award for Best Business Reporting on the changing dynamics of the entertainment industry.

Kotkin has completed studies on the future of several major cities, including New York, St. Louis, Phoenix, Los Angeles, the San Fernando Valley and the Inland Empire region of Southern California. In November 2005, in association with the Planning Center, he finished a year-long study on the future of suburban development. He is currently completing a study for the Reason Foundation on the future of transportation mobility in the United States.

Kotkin lectures widely in the United States, Asia and Europe and has addressed both Democratic and Republican Congressional groups. He has testified before the Joint Economic Committee of the Congress, the State of California Economic Strategy Panel and is highly sought after as a speaker by major business and financial organizations.



**Books are available for purchase at the Summit.*



US Route 30 Master Plan

Corridor Vision

Endorsed by SPGWC in April 2006

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.

Master Plan

Launched September 1, 2006

The Smart Growth Partnership of Westmoreland County, in affiliation with the University of Pittsburgh at Greensburg, along with the US Route 30 Municipalities of Westmoreland County, hired the Renaissance Planning Group Team to complete a US Route 30 Master Plan in September 2006. The plan will flesh out the community's long-term vision for the corridor and identify land use and transportation strategies to enhance safety, efficiency, and mobility while promoting economic vitality, environmental stewardship, and overall quality of life.

Technical support for the process is being provided by a consultant team headed by Renaissance Planning Group (www.citiesthatwork.com), a planning & policy firm nationally recognized for its innovative planning techniques and modeling tools. 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.

Community Workshop

"US Route 30: Where Are We Now and Where Are We Going?"

Immediately following Kotkin's keynote address, Summit attendees will have an opportunity to participate in the first of three Community Workshops scheduled for the US Route 30 Master Plan. At the workshop, participants will learn and share insights about how development trends have affected mobility and quality of life among communities along the US 30 corridor.

Key characteristics that strongly influence land use and transportation patterns will be discussed, such as the mix of activities, the scale and proximity of buildings, the usefulness of the transportation network, and the quality of open space. Through hands-on exercises and lively discussions, participants will identify ways in which today's land use and transportation patterns work, don't work, and could be improved in the future. Participants will also map "treasured places" along the corridor to be preserved or enhanced, as well as areas people want to improve.