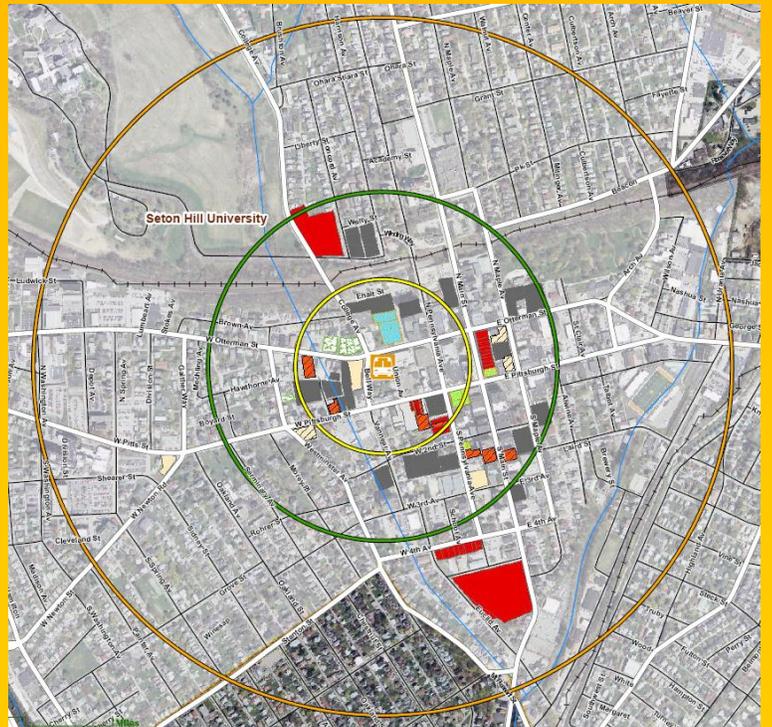


# Transit Revitalization Investment District

A Study for the  
City of Greensburg,  
Westmoreland County



## 3. Needs Assessment





The analysis of current conditions in the proposed TRID planning area revealed a base line of information, which was augmented by a needs analysis. Several site visits and field views combined with input received through stakeholder interviews, steering committee meetings, and public meetings revealed a variety of issues or needs that would affect the successful implementation of TRID.

## Land Use

The crux of the TRID concept is to use transit and related activities to encourage the revitalization of the downtown in Greensburg. In terms of land use, encouraging Transit Oriented Development (TOD) and compatible infill development is the ultimate goal for the downtown; focused around the WCTA Facility.

The major components to TOD design are (<http://www.transitorienteddevelopment.org/tod.html>):

- Walkable design with pedestrian as the highest priority
- Train station as prominent feature of town center
- A regional node containing a mixture of uses in close proximity including office, residential, retail, and civic uses
- High density, high-quality development within 10-minute walk circle surrounding train station
- Collector support transit systems including trolleys, streetcars, light rail, and buses, etc
- Designed to include the easy use of bicycles, scooters, and rollerblades as daily support transportation systems
- Reduced and managed parking inside 10-minute walk circle around town center / train station

In order to evaluate the specific types of land uses that are more likely to attract private investment within the proposed Greensburg TRID, Synergy Real Estate Corporation conducted a market analysis of Westmoreland County. The analysis included evaluation of current site conditions within the TRID as well. Results included recommendations for the following potential developments:

- Niche opportunities for town center and lifestyle developments;
- Opportunities for development of new multi-family residential for both market rate buyers and tenants as well as for increasing numbers of seniors and students;
- Specialized retail and office development, particularly as it relates to healthcare and education; and
- Niche hospitality establishment like a bed and breakfast inn.

In addition to the Market Study, the general public and City officials were asked to identify what they felt was needed in terms of land use and development within the proposed TRID. The following priority development needs were identified through the public participation process:

- Redevelop identified vacant and/or underutilized sites
- Need for support facilities for Seton Hill University, Excelsa Hospital, and entertainment venues (overnight accommodations, restaurants, coffee shops, day care, etc.)
- Encourage stores and restaurants to expand evening hours
- Utilize upper floors of commercial buildings for residential units and/or office space
- Provide a variety of residential units, catering to students, professionals, empty-nesters, and seniors

The following priority land uses needs were also identified:

- Commercial / Entertainment Development Opportunities
  - After-hours shopping – stores need to stay open past 5pm
  - Downtown grocery store or shuttle access to stores
  - Support facilities for Excelsa Hospital and Seton Hill University i.e. accommodations, meals, etc.
  - Need support services for the Palace Theatre and St. Clair Park i.e. restaurants, coffee shops, etc.
  - Need kid-friendly activities
  - Day care for visitors to Hospital
  - Need student friendly businesses such as coffee shops, Internet cafes, sports bars, small theaters/ stage for performing, etc.
- Residential Development Opportunities
  - Affordability and location
  - Close to downtown and entertainment
  - Want to raise family in city but lacking locations
  - Incorporate playgrounds for kids
  - Preserve green space—maintain for recreation (safety is a priority)
  - Need off-campus housing for Seton Hill University, medical school
  - Offer a range of residential options
  - Upper-story residential development of downtown commercial buildings
  - More suitable for student housing

- Patio homes – single story better for empty-nesters and seniors, or at least elevators; stairs are not safe
- Loft apartments
- Apartments buildings with amenities such as a fitness center, parking, etc.
- Apartment buildings with shared space, common areas (code), i.e. Heinz Lofts in Pittsburgh

## Infrastructure

Interviews were conducted in 2008 with staff from the Greater Greensburg Sewage Authority (GGSA) to identify infrastructure improvements or projects that could possibly be included under the TRID. The main concern at that time was the combined system and reducing stormwater infiltration, however no specific locations or streets were identified. The GGSA recently completed the construction of three new CSO equalization tanks on Brown Street, Euclid Avenue, and South Main Street below Mount Pleasant Street. Ongoing maintenance of manhole castings was another problem mentioned. Infrastructure is something that should be continued to be monitored within the proposed TRID and as new needs, issues, or projects arise, the City of Greensburg should update the TRID Planning Study so that these needs are addressed and can be funded through the TRID.

## Zoning

Zoning is an integral aspect of ensuring the success of TRID, because TRID specifically excludes single real estate projects and requires instead a collection of projects, usually mixed-use, at a neighborhood scale that are oriented to transit nodes. As a result, a variety of zoning initiatives can be used to promote TRID. What these zoning regulations do is create an interconnected and consistent district that emphasizes the importance of the transit node, which in turn creates greater opportunities for “value capture.”

A thorough review of the City of Greensburg Zoning Ordinance revealed the following needs, as it pertains to the districts that fall within the boundaries of the proposed TRID:

- R-2 General Residential
  - Although there are Design Guidelines in place for the two overlay districts, there are no Design Guidelines regulating the historic structures located within the more residential portions of the TRID Project Area. That leaves these structures vulnerable to insensitive alterations, and more importantly, to demolition. Ensuring that the appearance of all historic properties in the Project Area is appropriate will result in increased real estate values.

- C-1 Neighborhood Shopping District
  - There are currently no major issues or weaknesses in this District applicable to the TRID project.
- C-2 Business District
  - This District does not permit by right any upper-floor housing types including apartments, condominiums, lofts, or live/work space. Permitting these types of residential uses on the upper floors can minimize the vacancy rates on the upper floors of commercial buildings and increase value in the TRID Project Area.
- M- Industrial District
  - This District does not currently allow for flexible live/work residential development options. Allowing a more flexible use of space would permit artists' residences or similar uses and hence increase values within these areas. In addition, the M-Industrial District does not currently permit basic commercial services, which could be helpful in encouraging greater diversity in use such as live/work units.
- S-Special Institutional District
  - There are currently no major issues or weaknesses in this District applicable to the TRID project.
- R-T Recreational District
  - The Ordinance does not precisely describe the boundaries of this district, which makes it difficult to ensure adequate code enforcement. This could prove problematic as revitalization within the TRID Project Area gains momentum. In addition, currently hotels and motels with lounges and fitness centers are a by-right use in this district. The Market Study indicates that the hotel market is somewhat saturated in the TRID Project Area, so permitting these by right may result in over-saturation of the market and result in very limited or no increased values.
- Overlay Districts
  - There is too much similarity between the Downtown District and the Gateway Overlay District. Either the language within these two districts requires some refinement in order to differentiate between the two districts, or the City should combine them. In addition, although both overlay districts have objectives that complement the TRID project well, it is unclear exactly what parcels these districts apply to, and there is no cohesiveness to their boundaries. The City may want to consider an expansion of these overlays to include the entire TRID Project Area.

#### 1. Downtown District Overlay

- It is not immediately clear which projects and in which cases the design guidelines are applicable, which can cause confusion for applicants. While many of the principles outlined in the overlay regulations support TOD, there is no specific reference to it. By adding a few regulations that support transit-related activities, the overlay can create a greater emphasis on development around the Transit Center. These could include incentives for increasing connectivity between neighborhoods via pedestrian paths, sidewalks, crosswalks, or other connections, and bicycle lanes and/or trails, as well as shared parking strategies. In addition, no specific uses that would complement historic rehabilitation are listed; the underlying zoning is rather limited and having additional uses that complement the objectives of the overlay would be helpful.

#### 2. Gateway District Overlay

- The language of the Zoning Ordinance does not clarify that the overlay district regulations pertain to those properties adjacent to the aforementioned corridors. In addition, the boundaries of the Gateway District are vague and do not create a cohesive district. It should be clear that the focus of this District is not the same as the Downtown District, but rather to increase connectivity to other neighborhoods and ease the transitions from suburban or less developed areas outside Greensburg into the City.

In addition to addressing language in the current Zoning Ordinance, there are additional opportunities for Greensburg to incorporate more innovative incentives into the ordinance to encourage development supportive of TRID.

#### *Transit-Oriented Development Ordinance*

The most common initiative is a Transit-Oriented Development (TOD) ordinance. A TOD ordinance often encourages more intensive development patterns by offering height and density bonuses; feature maximum setback (rather than minimum setback); restrict off-street parking (rather than requiring a minimum of off-street parking); and reduce or eliminate frontage and lot size requirements (in order to promote higher density). In return for these zoning regulation “giveaways,” TOD (or TRID) ordinances often require the developer to provide urban design amenities to stimulate pedestrian activity at the street level as well as additional open space oriented towards pedestrian use. Some TOD (or TRID) ordinances include architectural and aesthetic criteria and/or the establishment of a design review board.

### *Encourage Loft Apartments in the Downtown*

One of the priority development concepts for the City of Greensburg is to encourage the development of more upper story residential units, particularly in commercial buildings downtown. While the City's current zoning ordinance permits this type of use, there are more innovative concepts to provide better incentives to developers and building owners to do so.



Example of a Loft Apartment (dwell, June 2008)

Loft apartments have been very popular as adaptive residential reuse of former commercial and industrial space. This style of apartment has assisted in revitalizing areas and vacant buildings and in attracting young professionals to downtown living. The City of Greensburg can update their Zoning Ordinance to include specific provisions that will encourage loft apartments, rather than just upper story residential dwellings, in specified areas of the Downtown. The City will need to take great care in the defining the term loft to ensure the end result is the desired use.

- Typically, the term “loft” refers to a type of building constructed prior to 1930 for commercial or manufacturing use.
- However, many zoning ordinances will allow for the residential conversion of non-residential buildings in existence prior to 1961.
- Can also require a specific amount of square footage or Floor Area Ratio (FAR) to be considered a loft building.

In addition, it is important to remember that some industrial and commercial space should be preserved, especially if the community has a strong manufacturing base. (This could also be appropriate for one district, i.e. the Industrial District, to ensure that the district's integrity is maintained). In this instance, some communities will require that a certain amount of floor area be preserved for appropriate manufacturing or commercial uses, either in the same building or elsewhere in the district, using a deed restriction.

Some communities have a separate definition for loft-style housing, and refer to it as adaptive residential development. The definition can be something similar to the following:

*A residential use that is located on a lot or within an existing building located within the urban services district, having the majority of its frontage on an arterial street or collector street, and where a minimum of 40% of the existing or proposed building's gross floor area will be devoted to residential uses.*

Conditions upon these uses can then be added, such as design standards or square footage or floor area specifications. Design Standards or other conditions can include:

- Regulating single family and two family use mixtures
- Floor area ratio or density requirements do not have to be met in non-residential district where an adaptive residential conversion is taking place (or can be reduced)
- Typically no more than 1.5 parking spaces shall be required per residential dwelling
- Can require that the building must be worthy of conservation (as deemed by HARB/city) in order to be an adaptive residential conversion
- Can allow home occupations/low impact home businesses

Greensburg could do a Mixed-Use District Overlay for those areas where student apartments are wanted. A possibility would be to update the current Downtown Overlay District to meet these needs. To encourage historic renovation of upper floors into apartments, Greensburg can use a variety of incentives.

- Can allow for the waiver of off-street parking requirements for those renovations or rehabilitations of existing buildings that are deemed historic or architecturally important by the HARB or other review board, or allow for the transfer of these spaces to an off-street lot near a transit stop or shuttle stop.
- Could also increase allowable density or do a transfer of density from one site to another.

### *Live/Work Space*

In order to encourage live/work space, some areas have also restricted the type of conversion that is allowed. For example, a community may not allow a commercial / industrial building to be converted for residential use unless the structure is occupied as joint live/work quarters by artists certified by the city. These types of districts or overlays can also have restrictions on ground floor uses.

### Case Study: WALDO (Work And Live District Overlay) in Jersey City (NJ)

In 1999, Jersey City passed a zoning ordinance that supported the development of a portion of its downtown neighborhood as an art district. This district required that anyone living in the district must be an artist and allowed for residential use provided that the buildings were brought up to code. In addition, only art-related uses were to be allowed in the retail spaces. The thinking was that by restricting the district to art uses, rental costs to residents would be kept low as individuals in trades that generally earned higher income could not move into the neighborhood and drive up property values by their sheer ability to pay a higher rate than the art community. WALDO was conceived as an overlay so that building owners could choose to adopt it, or to retain the current industrial zoning.

The initial WALDO was ineffective and so the city re-assessed and refined the concept. The new WALDO plan allowed for a 51% majority of artist live/work space to exist within each new development project, and permitted the remaining 49% to be offered as market-rate residential space. Retail art uses were to occupy 1/3 of retail space, while 2/3 could be occupied by restaurants, cafes, and other retail uses.

These changes were significant as WALDO began to be seen as an area that would serve the entire community of Jersey City as an art and entertainment district. It was also hoped that the new less-restrictive zoning would encourage development where the old zoning had not.

A similar approach could be used to encourage a mix of student housing with market-rate housing (a certain percent set aside specifically for students, a certain percent set aside for residents) or to encourage live/work to lawyers who may wish to have a law office and a residential space combined. Examples of Live/Work ordinances can be found online at <http://www.planning.org/smartgrowthcodes/pdf/section42.pdf>.

### Case Study: Live-Work District in Cleveland, OH

Cleveland, Ohio established a Live-Work Overlay (LWO) District to permit and promote shared occupancy by residential uses in combination with work activities in suitable locations. By facilitating establishment of such “live-work” space, the district is intended to meet an identified need for buildings that combine living space with work space. In addition, the district is intended to assist in revitalizing areas impacted by the presence of under-utilized and deteriorated buildings suitable for re-use as live-work space.

The ordinance also allows live-work spaces as a conditional use in other districts, provided they meet certain criteria regarding noise levels, and fire hazards, etc. No additional parking is required for a building constructed before the adoption of the ordinance, but for new construction, parking shall meet the requirements of the underlying zoning district.

- “Live-Work Unit” means a room or rooms used by a single household both as a dwelling unit and as a “Work Space,” as defined herein, where such Work Space occupies at least fifty percent (50%) of the unit’s total floor area. The living space of a Live-Work unit shall contain a kitchen area and sanitary facilities.
- “Work Space” means an area within a Live-Work Unit that is designed or equipped exclusively or principally for the conduct of work activities and is to be regularly used for such work activities by one or more occupants of the unit.

## Transportation Network

Mackin Traffic Engineers conducted field views of the City of Greensburg and proposed TRID boundary area. During this effort, the existing transportation network was analyzed for deficiencies or attributes that would detract or support the TRID goals, which are:

- Implement traffic calming and safety improvements
- Improve bicycle and pedestrian connectivity in the Downtown
- Improve accessibility and connectivity between the downtown and the Elm Street neighborhood north of the Train Station
- Wayfinding signage system for both pedestrians and parking

## Traffic Circulation

### *Traffic Signal Technology*

There are nineteen signalized intersections within the TRID study area, sixteen of which are either along the Otterman Street, Pittsburgh Street or Main Street corridors. Most of the traffic signals were designed in 1983 and the majority of signals were upgraded in 1995. Signals along Main Street were again updated for the Streetscape Project in 2006. Since 1983, technology in traffic signal equipment has been greatly improved, resulting in more efficient and safer traffic signal operations.

All existing traffic signal heads and pedestrian signal heads should be upgraded to LED (light emitting diode) technology. It is uncertain at this time how many signals are not LED, but it appears that the vast majority are not LED, based off of the traffic signal permit plans. LED are more efficient than incandescent signals because they:

- Provide for greater longevity; they can last up to ten (10) years, compared to two (2) years for conventional signals;
- Provide greater visibility;
- Use 90% less energy;
- Reduce harmful greenhouse gas emissions;
- Rarely fail, thus reducing the risk of accidents; and
- Have lower maintenance costs because they need to be replaced less frequently.



Traffic Signal (Mackin, 2007)

In addition, it is required by PennDOT that all new traffic signal designs employ LED technology. During an interview with the City Electrician, it was determined that LEDs are not being used at any of these nineteen traffic signals. LEDs can be retrofitted into existing signal head casings, therefore not requiring the purchase of entirely new signal heads. It is estimated that 145 traffic signal heads and 56 pedestrian signal heads are present at these nineteen intersections.

Other general traffic signal upgrades could include the following:

- Provide 12" traffic signal lenses, metal back plates and tunnel visors on certain difficult to see traffic signal heads to provide better visibility for motorists. Currently, all nineteen traffic signals are equipped with 8" traffic signal lenses. 12" lenses are not required in closely spaced intersections, like those in the downtown. However, PennDOT Districts 11 and 12 both currently use 12" lenses on all new traffic signal designs. Note that the additional weight on the mast arms could require a new mast arm installation, due to the height restriction requirements of traffic signals. Backplates improve the visibility of signals otherwise impaired by background lighting, sun light, or glare behind the signal face. Since Otterman and Pittsburgh Streets run east-west, the mainline signal heads at the intersections along these two streets are potential locations for installing backplates, although a traffic study should be conducted in order to further prove this.
- Relocate pedestals and mast arm poles further away from the road to conform to PennDOT's standard of 18" from the edge-of-curb. A pedestal that was knocked over at the intersection of 3rd Street and S Main Street was noticed during one of the field views.

### *Traffic Signal Timing*

The most immediate benefit in terms of traffic congestion relief in the downtown area would result from performing traffic signal retiming along the Main Street, Otterman Street and Pittsburgh Street corridors, although all traffic signals in the TRID study area should be studied. The creation of a periodic signal timing maintenance project could create a reduction in delay without the need for any capital expenditure. A traffic signal retiming program should be implemented with the approval of the City and PennDOT District 12-0 to relieve traffic congestion in the downtown area.

### *Traffic Signal Coordination*

One possible upgrade to the traffic signal system would be to provide better coordination. Coordination of traffic signals along a corridor is used to get vehicles through in groups, so that vehicles don't need to stop at each and every intersection along a corridor. Currently a time-based coordination system is used along the Pittsburgh Street, Otterman Street and Main Street corridors. Time based coordination is the most basic type of coordination, as it does not use a hardwire connection such as fiber optic cable, nor does it used a radio wave technology, such as spread spectrum radio.

After discussions with PennDOT 12-0 and the City Electrician, it was determined that time based coordination is used 24 hours a day in Greensburg. These timings are fixed and therefore do not change throughout the day, whether the traffic patterns and volumes change or not. Because traffic patterns and volumes do change throughout the day, a possible improvement to the traffic signal system in Greensburg would be to install side street detector loops, which could be used at night while the traffic signal system is running in free mode. Many of the existing traffic signals are already equipped with side street loops, yet they are not being used. During this free mode, traffic on the main line gets the green all of the time until a call is put in on the side street.

It is recommended that a traffic study be conducted by an engineering firm to determine the best scenario for the traffic signal system and coordination in the City of Greensburg. In order to upgrade, passage detector loops would need to be installed along Pittsburgh Street, Otterman Street and Main Street at a minimum, and the spread spectrum radio antennas and equipment would also need to be installed. Note that these are three separate corridors and can be done individually. Some controllers may need to be upgraded. By providing a spread spectrum radio interconnection of traffic signals, and the necessary detector loops, this would provide for more efficient traffic signal operations, providing coordinated movements along these major roads, ultimately lowering the overall delay and gas emissions by motorists.

### *Deficient Intersections*

#### W 4<sup>th</sup> Street / S Westminster / Stanton Street

The traffic signal at the intersection of W 4th Street / S Westminster / Stanton Street is outdated and in bad condition. This intersection was permitted in 1948 and apparently has never been upgraded. It would not meet PennDOT traffic signal standards today. It is recommended to conduct a traffic study at the intersection to see if it warrants a signal. If not, all traffic signal equipment should be removed, and the intersection could operate as stop controlled. If it does warrant a traffic signal, a new signal should be designed and installed, utilizing modern PennDOT standards.



W 4<sup>th</sup> Street / S Westminster / Stanton  
(Mackin, 2007)

W Pittsburgh Street / Bell Way / Vannear Avenue



The traffic signal at the intersection of W Pittsburgh Street / Bell Way / Vannear Avenue is outdated. The intersection was designed in 1983 and revised in 1995 and appears very old looking due to the spanwire installation and rusted signal support poles. The intersection does appear to warrant a traffic signal. The City of Greensburg has already had this intersection redesigned and is due for construction in 2009. It is recommended to continue with this intersection redesign and reconstruction.

W Pittsburgh St / Bell Way / Vannear Ave  
(Mackin, 2007)

College Avenue / Seton Hill Drive



The intersection of College Avenue and Seton Hill Drive is noted as deficient due to poor sight distances looking southbound when turning left onto College Avenue from Seton Hill Drive. To date, PennDOT has maintained the intersection does not warrant a traffic signal. It is recommended that a traffic study be conducted to determine if a traffic signal is warranted at the intersection of College Avenue and Seton Hill Drive. Another possibility for this intersection is to construct a roundabout. The roundabout could act as a gateway to the Central Business District of Greensburg, as well as provide attention to Seton Hill College and the Elm Street Project neighborhood. A roundabout would also act as a traffic calming device, slowing traffic down. Furthermore, a roundabout should eliminate the sight distance problems created by the railroad overpass. Note that College Avenue is PA Route 130; therefore PennDOT District 12-0 would be involved in the review process.

College Ave / Seton Hill Drive  
(Mackin, 2007)

## Pedestrian Network

Noted deficiencies within the existing pedestrian include a few locations where the sidewalk or curbing is in poor condition, such as along the southern section of Maple Avenue, College Avenue, Westminster Avenue, Bell Way, 4<sup>th</sup> Avenue and some local roads outside of the Central Business District. Another noted issue was the lack of visibility of crosswalks within the downtown.

The City should continue efforts to complete Phase 2 and Phase 3 of the Hometown Streets Program – scheduled for summer of 2008. Phase 2 involves the replacing of the brick ribbon from the sidewalks and the curbs around pedestrian crosswalks as well as creating decorative pedestrian crosswalks in mid-block crossing areas along West Otterman Street from Main Street to College Avenue and up to the tunnel. Phase 3 involves improving the structure and appearance of the tunnel. Phase 2 and 3 are estimated to cost \$1.2 million. The City is also applying to DCED for similar improvements along East Otterman Street from Main Street to Arch Avenue.



Deficient Sidewalk (Mackin, 2007)

As future funding becomes available, it is recommended to extend the existing streetscape work and pedestrian safety features. Of highest priority would be the following intersections:

- W. Pittsburgh Street and Pennsylvania Avenue
- W. Otterman Street and Pennsylvania Avenue

At both intersections, improved crosswalk pavement markings and WALK/DON'T WALK pedestrian signal heads should be installed. Additionally, the brick stamped concrete crosswalks used on Main Street could be added.

The next highest priority would be to extend these improvements to the following four intersections:

- E. Otterman Street and N. Maple Avenue
- E. Pittsburgh Street and Maple Avenue
- W. Otterman Street, College Avenue, and Bell Way
- W. Pittsburgh Street, Bell Way, and Vanneer Avenue

At the intersection of E. Otterman Street and N. Maple Avenue, improved crosswalk pavement markings and WALK/DON'T WALK pedestrian signal heads should be installed. Currently, no crosswalk exists across E. Otterman Street. The wheelchair ramps in the southeast and northeast corners should also be improved to current ADA standards. Additionally, the brick stamped concrete crosswalks used on Main Street could be installed.

At the intersection of E. Pittsburgh Street and Maple Avenue, improved crosswalk pavement markings and WALK/DON'T WALK pedestrian signal heads should be installed. Currently, no crosswalk exists across E. Pittsburgh Street. Additionally, the brick stamped concrete crosswalks used on Main Street could be installed.

The intersection of W. Otterman Street, College Avenue, and Bell Way was discussed under a previous section. However, with its close proximity to the Transit Center, Seton Hill College, AMTRACK Train Station, and downtown Greensburg, pedestrian safety is a concern here. The intersection currently has no pedestrian signal heads and worn crosswalk pavement markings. As with the other intersections, improved crosswalk pavement markings and WALK/DON'T WALK pedestrian signal heads should be installed. Additionally, the brick stamped concrete crosswalks used on Main Street could be added.

Finally, to complete the grid along Otterman and Pittsburgh Streets, the intersection of W. Pittsburgh Street, Bell Way, and Vannear Avenue should have its pedestrian safety improved as well. This traffic signal has been redesigned, but has not been reconstructed yet. The proposed traffic signal permit shows pedestrian signal heads, improved crosswalk pavement markings, and even pedestrian push buttons. Further work recommended at this intersection includes curb improvements and improving rutted pavement. Additionally, the brick stamped concrete crosswalks used on Main Street could be installed.

Ultimately, the streetscape could be extended even further out from the center of town, encompassing the intersections of Westminster Avenue with W. Pittsburgh Street and W. Otterman Street, as well as the intersections of Arch Avenue with these same streets.

In order to improve pedestrian visibility in the TRID area, the City of Greensburg should re-paint their existing crosswalks on a regularly scheduled basis. The crosswalk pavement markings should be thermoplastic, instead of paint, for better durability. Additionally, it is recommended that the continental style crosswalk marking is used, which greatly improves pedestrian and driver visibility over standard latitudinal crosswalk markings. The continental style uses both latitudinal crossbars as well as the longitudinal zebra stripes. This continental style should be used in places where the brick stamped concrete pattern is not used.

### Bicycle Network

The bicycle network in the City of Greensburg is practically non-existent, with the exception of the Five Star Trail that does pass through the eastern edge of the City. In order to create a more bicycle friendly Greensburg, one must determine where bicyclists are coming from and where they would want to go to. The goal is to make it easier for these bicyclists to get into town from the Five Star Trail and to several of the various landmarks in and around town. Possible landmarks include the downtown restaurants and shops, Seton Hill College, the proposed Seton Hill building on W. Otterman Street and at the Hospital, the Transit Center and the Train Station. The majority of the restaurants and shops can be found on Pennsylvania Avenue, Main Street, Otterman Street and Pittsburgh Street.

As part of the field observations, street widths were recorded around the TRID study area, including on Pittsburgh Street and Otterman Street, to determine which streets may be suitable to identify as bicycle routes. The location and number of on-street parking spaces was also

recorded along these roads. It was assumed that the City of Greensburg would not be interested in eliminating much on-street parking, especially in the central business district.

It was determined that Pittsburgh Street and Otterman Street would not be adequate for bicycle travel between Bell Way and Urania Avenue for numerous reasons, including the following.

- On-street parking is located along the right side of W. Otterman Street between Main Street and Bell Way.
- On-street parking is located along the right side of Pittsburgh Street between Bell Way and Talbot Avenue.
- A right turn lane is located on Otterman Street at Main Street and on Pittsburgh Street at Main Street.
- These roads are heavily traveled, have narrow lanes, and steep grades.
- Finally, several sunken inlets were located along the right sides of these roads which would present a hazard for bicyclists if left unrepaired.

One possible route for bicycle traffic around the central business district may include Laird Street, S. Maple Avenue, 3<sup>rd</sup> Street, Vannear Avenue, Bell Way and College Avenue. In addition, bicycles can be routed from College Avenue along W. Otterman Street, N. Spring Avenue, and W. Pittsburgh Street back to Vannear Avenue since these roads are wider, have less on-street parking, and grades are less. In order to direct bicycle traffic into the central business district, Pennsylvania Avenue could be used.

Along these routes, Share-the-Road signs (PennDOT Nomenclature W16-1) can be utilized. The purpose of Share-the-Road signs, as shown in Figure 3.1, is to alert motorists to the presence of bicycle riders. These signs are inexpensive to purchase and install. Approval for the installation of these signs on state routes must be approved by PennDOT, which will provide the Share-the-Road signs.



Figure 3.1: Share the Road Sign

In conjunction with the Share-the-Road signs, shared lane pavement markings could be utilized. Shared lane pavement markings do not designate a bicycle lane but instead direct bicyclists to travel outside the parked car “door zone” and encourage safe co-existence between bicycles and cars.

Shared lane pavement markings may have the following effects:

- Informing motorists to expect bicyclists on the roadway;
- Informing motorists that bicyclists may legally ride in the travel lane;
- Informing bicyclists how to position themselves in the travel lane with respect to the curb or parked cars;

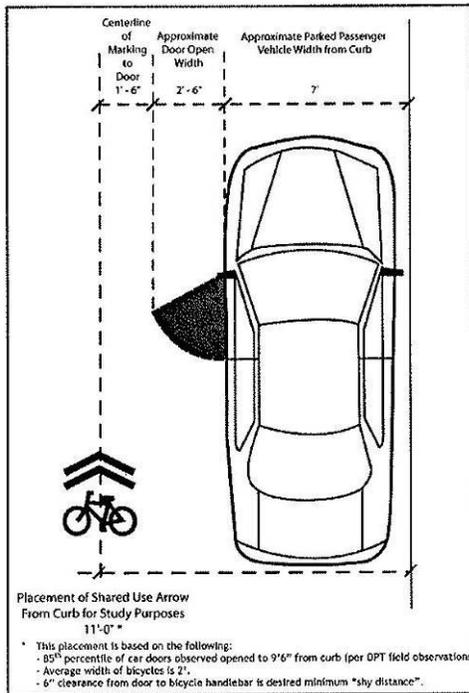


Figure 3.2: Pavement Markings

- Reducing aggressive motorist behavior;
- Encouraging correct bicyclist riding behavior; and
- Increasing the number of bicyclists in the community as people become more comfortable riding on streets with lane markings.

Shared lane pavement markings have been used in several cities including Denver, Gainesville, Portland and Paris, France. There are several different designs for the pavement marking, none of which are included in the Manual of Uniform Traffic Control devices or in PennDOT design manuals. The pavement marking shown in Figure 3.2 has been used and evaluated in San Francisco.

In Greensburg, the roads designated to receive shared lane pavement markings could coincide with the placement of Share-the-Road signs. If the City is interested in implementing pavement markings, Greensburg may desire to contract with a traffic engineering firm to evaluate these streets to ensure the appropriate placements of the markings. Implementation costs are relatively modest considering the markings could be completed by the City's street maintenance department. The implementation should also include a public information campaign to educate motorists and bicyclists on the purpose of the pavement marking.

Implementation costs are relatively modest considering the markings could be completed by the City's street maintenance department. The implementation should also include a public information campaign to educate motorists and bicyclists on the purpose of the pavement marking.



Bike Parking Rack on Main Street (Mackin, 2007)

A necessary component of a bicycle-friendly community is the provision of bicycle racks. Bike racks on buses encourage multimodal trips, contribute to cleaner air, expand ridership, and improves bicycle access. The WCTA should purchase and install bike racks for all new buses, especially the proposed shuttle busses. There are a number of different racks available for installation on a variety of different bus types.

Currently, there are a few bicycle racks located around town, including in front of the Transit Center, at the corner of Third Street and Main Street, and at the corner of Main Street and Tunnel Street. As Greensburg and the Five Star Trail continue to develop, bicyclists will be more attracted to the area. If bicycle parking racks are not available, they may choose to lock their bikes to streetscape elements such as trees, parking meters, and benches.

Bicycle parking racks should be installed throughout the downtown and along the Five Star Trail.

### Downtown & Elm Street Neighborhood Connections

The proposed Elm Street Project neighborhood lies just north of the Greensburg AMTRAK Train Station and railroad tracks between College Avenue and N. Main Street. Currently there are three connections between this neighborhood and the downtown, via College Avenue, N. Pennsylvania Avenue, and N. Main Street. However, a priority issue identified throughout the public participation process was the need for improved and additional pedestrian / bicycle connections between the Elm Street neighborhood and the downtown.

#### Amtrak Station Connection

A fourth connection along Harrison Avenue was open years ago that featured a pedestrian walkway under the railroad tracks and through the Greensburg AMTRAK Train Station. It appears that stairs once existed here, going from the northern portion of Harrison Avenue under the tracks and train platform, where they connected with the train station and two sets of steps going up to the existing train station loading platform. These stairs have since been covered up by a large concrete slab. Fencing has been placed around it to keep pedestrians out.

The City of Greensburg should negotiate with Norfolk Southern to re-open the pedestrian tunnel from Harrison Avenue to the Amtrak Station. At a minimum, this would require removal of the concrete slab and fencing; sidewalk constructed along the approach to the stairs; trees would need to be cut back or eliminated; and appropriate signage should also be installed. The condition of the stairs under the concrete slab is unknown, and these would probably need to be reconstructed. As far as access through the train station, these details would need to be worked out with the property owner, the City of Greensburg and Norfolk Southern.

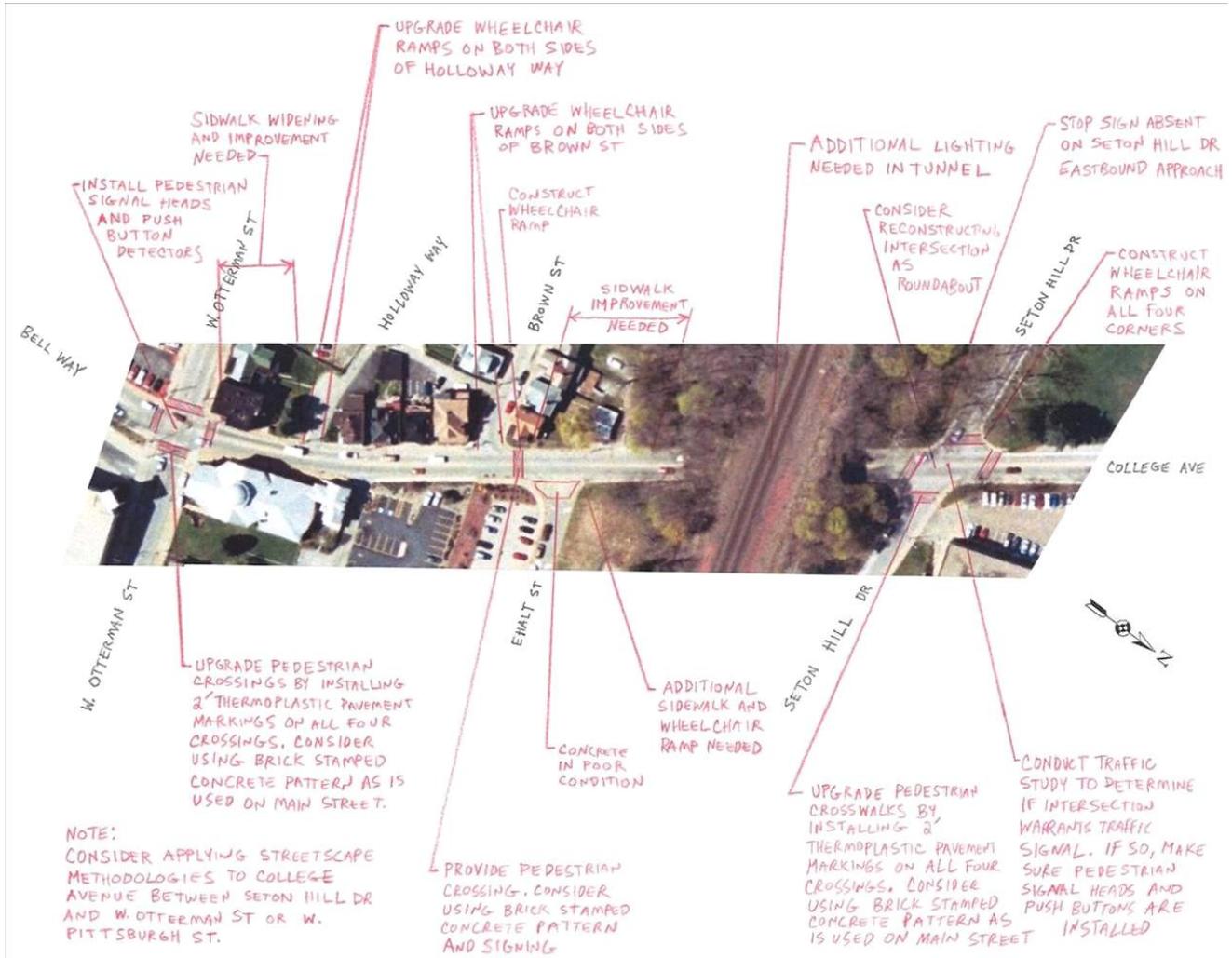
#### College Avenue

Improvements to College Avenue (PA Route 130 East) between Seton Hill Drive and W. Otterman Street should also be considered due to the high usage by college students and other pedestrians between the downtown and Seton Hill College / Elm Street Project neighborhood. Additionally, with the new construction of the Seton Hill College Performing Arts Building in the downtown, even more Seton Hill students will be using this corridor to go between the two parts of campus. This section of two-lane roadway is approximately 750 feet in length and goes underneath the railroad tracks through a tunnel. Sidewalk is currently constructed on both sides of the road, although it is in poor condition in places, and several crossings lack wheelchair ramps and crosswalks. Furthermore, some of the existing wheelchair ramps are not up to current ADA Standards. The following improvements are recommended to College Avenue in order to improve pedestrian accessibility along this roadway, as depicted in Figure 3.3.



*College Avenue Tunnel (Mackin, 2007)*

Figure 3.3: College Avenue Improvements



Seton Hill Connection

A potential new connection was identified and field viewed between W Otterman Street and Seton Hill Drive, west of College Avenue. This connection was thought to exist years ago between Stokes Avenue and Seton Hill Drive. The field view determined that the only connection that exists here today is a worn footpath through the woods on both sides of the railroad tracks. The City would also need to negotiate with Norfolk Southern, Seton Hill University, and other private property owners in order to construct a pedestrian connection between W Otterman Street and Seton Hill Drive, west of College Avenue. At a minimum, sidewalks would need to be constructed for approximately 500', including an elevated crossing over the railroad tracks.

## Signage

### *Pedestrian Wayfinding*

While the City of Greensburg instituted a directional signing program for motorists, the City would benefit from a wayfinding system directed towards pedestrians and commuters. As the County Seat of Westmoreland County, the City's population doubles in the daytime during the week and such a system could help to spur retail and orient visitors to major destinations. There are several key placement locations that would be ideal for pedestrian signs that would specifically target visitors and commuters:

- Westmoreland County Courthouse & Annex
- WCTA Center
- Amtrak Station
- Entrance to Seton Hill University (SHU)
- Excelsa Health
- St. Clair Park / Amphitheatre
- Offit Field
- Five Star Trail
- Public parking lots / garages
- Proposed Bus Stops / Shuttle Stops
- Gateways / key intersections



*Public Parking Lot (Mackin, 2007)*

A good example of a pedestrian oriented signage system is in the City of Portland, Oregon. Portland's Pedestrian Wayfinding Signage System is pedestrian-oriented that is both informational and directional for the downtown. The signs are two-sided aluminum pylons that display maps of the downtown with specifically marked destinations. The intent of the wayfinding system is to:

- Enhance pedestrian circulation and sense of place
- Strengthen downtown retail
- Direct and orient visitors and residents to major destinations
- Prolong daily and extended stays of visitors and residents
- Enhance the overall identity of the City



<http://www.portlandonline.com/shared/cfm/image.cfm?id=150334>

While an initial capital outlay from the City paid for the installation of the original signs, the program seeks sponsorships for the signs from any business, public agency, community group, non-profit organization, professional service provider or other entity, headquartered and/or physically located within the system's district boundaries. Sign sponsors pay \$200 per sign face per year for a two year term and the sponsorship allows for maintenance and expansion of the sign system without using additional tax payer dollars. Brochures could also then be developed to complement the signing program and help to orient visitors as well as promote downtown businesses, cultural events, and other opportunities located in the downtown. The brochure could also be used to publicize public parking locations as well as transit routes and schedules. These could be distributed to Seton Hill University, the University of Pittsburgh – Greensburg, the County Courthouse, the Westmoreland Museum of American Art, Palace Theatre, and other major attractions and destinations.

Revenues are then deposited in an interest bearing, dedicated City fund for maintenance and upgrade of the sign system. Any excess funds that exceed maintenance costs may then be used for other components of the sign program, such as the creation of paper maps, expansion of the sign program into additional districts, or fabrication and installation of additional signs (<http://www.portlandonline.com/transportation/index.cfm?c=40500>).

### *Bicycle Signage*

It is recommended that a kiosk be installed at the Five Star Trailhead in the City to direct bikers along the trail into the Downtown. The kiosk should include a map of the City and identify possible attractions such as the Courthouse, City Hall, the Palace Theatre, schools, and other restaurants and amenities. The trailhead kiosk could be supplemented with additional signs at key locations throughout town.

### *Parking*

The Greensburg Parking Authority is currently in the process of completing a parking study. The main goal of the study is to determine how the authority can better serve the downtown patrons. An interview with the Parking Authority was conducted on February 11, 2008. The authority stated that most of the lots are usually full, especially those closer to the courthouse. Approximately 35,000 people visit the City during peak hours to either work, dine, or shop.

## Public Transit

The consultant team conducted field views, interviews, meetings and research to determine the needs for public transportation services in Greensburg's TRID. The field views consisted of visits to document current conditions of transit services and facilities, determine potential transit routings through Seton Hill's campus and downtown Greensburg, and to identify possible opportunities for public transportation facilities' expansion. Interviews were held, either in person or by phone, with every member of Greensburg TRID's Steering Committee to discuss their perception of public transportation and ideas for improving transit services. Meetings were held with the primary Steering Committee members, most notably the City of Greensburg, WCTA and Seton Hill University (SHU), to vet ideas and share information. Finally, the consultants conducted exhaustive research to compare the City with similar locations, and identify industry standards and best practices.

As a result of these efforts, several needs were identified regarding the existing public transit services within the proposed TRID boundary. The issues that emerged surrounded two primary suggestions:

- 1) Connecting downtown Greensburg areas by implementing shuttle service
- 2) Improving WCTA's Bell Avenue Transit Center and access to the AMTRAK Station

## Shuttle Service

Based on discussions with Greensburg TRID's stakeholders, most notably WCTA, SHU and the City of Greensburg, it was determined that there is a desire to connect the various downtown areas by public transportation. The university has a total population of nearly 2,400, all of whom are disconnected from the downtown area by distance and topography. The City has many parking lots, located off of Main Street, which are less desirable because of their remote locations and their situate to Main Street. Although WCTA is a thriving and growing transit system, it does not have bus service in and around downtown Greensburg.

Even though the desire for new transit service was identified, it was important to determine whether a need for these improvements could be demonstrated. To that end, the consultant team subsequently examined two important factors:

- 1) Whether there was demand for transit service in the downtown area; and, if so,
- 2) What the potential routing of a downtown shuttle would be.

*Transit Demand*

Assessing transit demand is more of an art than it is a science, particularly in an untested market area like downtown Greensburg. However, there was data available in the transit industry that enabled the consultant team to gauge potential usage of a downtown shuttle. The methodologies that were identified and applied to Greensburg’s TRID marketplace were:

- American Public Transportation Association’s reports that 15 percent of its ridership is student-based (which includes both college and K-12 students)
- About 10 percent of Southwestern Pennsylvania’s regional population rides transit
- Based on a case study of college-based ridership in Greensboro, North Carolina, 17 percent of its college and university student population rides transit

Seton Hill provides a pool of potential transit riders based upon their total population and their need to move students between campus and the new Performing Arts Center on Harrison Avenue downtown. Seton Hill has a total population of about 2,400 consisting of approximately 2,000 students, 258 staff and 100 professors. Approximately 750 of those students are campus residents. Applying the methodologies described above to the wide-ranging segments of the university population could result in a potential transit demand of 75 to 408 riders a day.

Table 3.1: Potential Riders			
	10%	15%	17%
SHU Population	10%	15%	17%
750 Campus Residents	75.00	112.50	127.50
2,000 Students	200.00	300.00	340.00
2,400 Total Population	240.00	360.00	408.00

Source: Clear View Strategies

University officials also estimate that about 200 of their students will need to get to the Performing Arts Center on a daily basis. Because the new facility does not include parking in its plans, it is conceivable that all of these students will ride a shuttle on a regular basis from campus to the Performing Arts Center.

It is expected that employees and visitors who park remotely will demand a more convenient way than walking to get around the Central Business District. There are about 14 parking lots located along the periphery of the district on streets like Maple, Second and Pittsburgh which are disconnected from Main Street. There are also hundreds of parking meters interspersed throughout the City. In total, there are more than 1,000 parking spaces located off Main Street, which would be enhanced by the implementation of a downtown shuttle. The parking lots within the TRID are shown on *Map 2.6: Transportation Network*.

### *Shuttle Routing*

Greensburg TRID stakeholders identified a variety of key destinations in the downtown area for which they would like a shuttle to serve. The City felt it would be important to serve Main Street including employers and shops, and remote parking areas. WCTA said it was essential to serve Seton Hill and to make connections at WCTA's transfer center with other routes that serve downtown Pittsburgh, Westmoreland Mall and Greengate Centre. Seton Hill officials stated the importance of serving the campus, the new Performing Arts Center, businesses on Pennsylvania Avenue and off-campus housing locations. Other destinations identified by stakeholders included the Post Office and Art Museum.

Through a series of meetings and field views, the consultant team along with WCTA officials identified several routing alternatives for a shuttle that will connect the university with downtown and provide circulator service for residents, employees and visitors of Greensburg. Three potential shuttle routings have been identified, as described in Figure 3.4 and shown on *Map 3.1: Transit Routes*. There are a variety of ways to serve downtown and Seton Hill and, as such, WCTA officials will need to make the final determination of the most conducive routing.

Figure 3.4: Potential Shuttle Routes

**ALTERNATIVE 1 Routing:**

WCTA to R- Rte 130; L-Seton Hill Dr to Lot "A"; R- Mt Thor Rd;  
 R- Rte 130; L-Ohara; R- Main St; L - 3rd St; L - Maple; L-  
 Otterman; L-Pennsylvania; R- W.4th St; R- Westminster; R -  
 Pittsburgh; L - Bell Way to WCTA.

**Alternative 2 Routing:**

WCTA to R- Rte 130; L-Seton Hill Dr to Lot "A"; R- Service Rd  
 to Seton Hill Dr.; L-Seton Hill Dr to Rte 130; R-Rte 130; L-  
 Ehalt Rd.; R-Harrison Ave; R-Otterman; R- Rte 130; R- Seton  
 Hill Dr; L-Harrison Ave; R-Ohara; R- Main St; L - 3rd St; L -  
 Maple; L-Otterman; L-Pennsylvania; R- W.4th St; R-  
 Westminster; R - Pittsburgh; L - Bell Way to WCTA.

**EXCELA Extension:**

From Bell Way; L-Otterman; L-Depot; L-Pittsburgh St.; L-Bell  
 Way to WCTA.

**ALTERNATIVE 3 Routing:**

WCTA to L-Otterman; R- Rte 130; L-Seton Hill Dr to Lot "A"; R-  
 Mt Thor Rd; R- Rte 130; L-Clopper; R- Pennsylvania; R-  
 Otterman; L-Bell Way; L-Pittsburgh; R-Pennsylvania; L - 3rd St;  
 L - Maple; L-Otterman to WCTA.

**Other Variation:**

Instead of making L-Bell Way, replace with L-Poletta to serve  
 new City parking lot.

### *Trip Times and Frequency*

A variety of factors were considered prior to developing sample trip times and frequencies for the downtown shuttle route alternatives. Taken into consideration were the following important factors:

- Coinciding service with Seton Hill's class times;
- Corresponding spans of service with Seton Hill's semester schedules;
- Connecting with WCTA routes to Pittsburgh, Westmoreland Mall and Greengate Centre;
- Appropriately serving Greensburg residents, employees and visitors; and
- Focusing on adequately serving the TRID boundary area.

### Seton Hill's Class Times

Seton Hill's class times are Monday through Friday from 8 a.m. until 10 p.m. University officials expressed desires to have transit service coverage that coincides with class start and end times. Additionally, officials discussed the possibility of operating service later in the evening in consideration of events and late hours at the Performing Arts Center.

### Seton Hill's Semester Schedules

Seton Hill's semesters run from late August through mid-May with classes on weekdays and Saturdays. The university has a limited summer schedule with classes available through early July.

### Connections with WCTA Routes

WCTA already serves a wide-range of destinations in Westmoreland and Allegheny counties and, according to Steering Committee members, locations to which Greensburg's constituency would like to connect. Primary destinations that were identified include downtown Pittsburgh, Westmoreland Mall and Greengate Centre. In the table below WCTA's routes and trip times from the transfer center are depicted to demonstrate potential connections that a new downtown shuttle could make.

Table 3.2: Potential Connections with Shuttle Routes		
Route	Leave WCTA	Arrive WCTA
4F Greensburg to Pittsburgh	30 minutes after even hours beginning at 6:30 a.m. and ending at 4:30 p.m.	9 minutes after even hours beginning at 10:09 a.m. and ending at 8:09 p.m.
4S Greensburg to Pittsburgh – Saturdays	10:30 a.m. and 2:30 p.m.	2:09 and 6:09 p.m.
1F Greensburg to Pittsburgh	From 5:25 a.m. until 7 a.m.	Between 5:10 p.m. and 7:10 p.m.
Route 5 Greensburg to Jeannette Shopper	15 minutes after even hours from 8:15 a.m. until 8:15 p.m.	10 minutes after even hours from 8:10 a.m. until 8:10 p.m.
Route 5S Greensburg to Jeannette – Saturdays	15 minutes after even hours from 10:15 a.m. until 4:15 p.m.	10 minutes after even hours from 10:10 a.m. until 4:10 p.m.
Route 9 Greensburg to Latrobe Shopper	15 minutes after even hours from 8:15 a.m. until 8:15 p.m.	10 minutes after even hours from 10:10 a.m. until 8:10 p.m.
Route 9S Greensburg to Latrobe – Saturdays	15 minutes after even hours from 10:15 a.m. until 4:15 p.m.	10 minutes after even hours from 10:10 a.m. until 4:10 p.m.

Source: Clear View Strategies

Greensburg Residents, Employees and Visitors

Throughout our meetings and conversations with Steering Committee members, the consultant team heard how difficult it is for residents, employees and visitors to traverse the hills in the downtown area. The City and Seton Hill identified the barriers that residents face when trying to walk to Main Street and Seton Hill’s campus. The City also expressed concerns about the lack of use of its parking lots that are located off Main Street and along the periphery of town. Strategically routed bus service to the residential areas and parking lot locations would enable better access to the City’s business district and community destinations.

TRID Boundary Area

Integrating transportation with land use is one of the main initiatives of TRID. Serving Greensburg’s TRID area with efficient shuttle service would generate ridership and increase likelihood that people will use transit to access new development in the TRID. The frequencies and spans of service should coincide with new shopping and employment opportunities in the TRID.

As a result of this accumulation of information and requests from Steering Committee members, the shuttle could operate a minimum of two trips an hour and run as follows:

Table 3.3: Potential Weekday Schedule		
Leave WCTA		Arrive WCTA
7:45 a.m.	Serving stops @ SHU and along alternative route	8:10 a.m.
8:15 a.m.		8:40 a.m.
8:45 a.m.		9:10 a.m.
9:15 a.m.		9:40 a.m.
<i>Continuing every 30 minutes until last trip @ 10:15 p.m.</i>		

Source: Clear View Strategies

On Saturdays, the shuttle could also operate two trips every hour but utilize an abbreviated schedule beginning at 10 a.m. and concluding at 6 p.m.

## Transit Capital (Infrastructure) Improvements

Discussions with Westmoreland County Transit Agency officials, and site visits to the transfer center, AMTRAK passenger station and the TRID area revealed the need for public transportation infrastructure improvements throughout the district. The physical site of WCTA's is constrained, which restricts the ability to expand services and park-n-ride space. The AMTRAK passenger station area is constrained on the backside of the property with no access to Seton Hill Drive or Harrison Avenue.

Downtown Greensburg, including the surrounding Seton Hill campus area, lacks the appropriate transit amenities to provide adequate service to customers. Based on meetings with officials, site visits and observations, it was determined that there is a need for capital investments in transit in the TRID and related areas.

### *AMTRAK Passenger Rail Station*

Officials from the Westmoreland Trust, owners of the AMTRAK Station facility, cited the need to make several minor improvements to the Station. Over the years, the windows, panes and roof have fallen into disrepair; otherwise, the Station is in good condition.

For several years, both Westmoreland Trust and the City of Greensburg discussed ways in which a pedestrian connection behind the Station could be developed to better connect the neighborhood and enhance pedestrian access and development. Funding availability, to this point, has mostly sidetracked this initiative.

### *WCTA Bell Avenue Transfer Center*

When the Bell Avenue facility was built, it was originally intended to provide layover capacity for up to four transit vehicles. However, because of WCTA's ridership growth, the facility is now accommodating seven vehicles. The potential addition of a new route – the downtown shuttle – will create even further constraint.

Furthermore, the antiquated design of the bus layover and customer boarding area creates unsafe conditions for riders. The current bus layover configuration was implemented at a time when activity and ridership at the center area were much lower than today's levels. As such, the facility was designed so that vehicles could pull forward into designated spaces when entering the facility and then back-up upon exiting the center. It is generally considered unsafe to back up transit vehicles in public spaces that have high activity levels.

According to representatives of WCTA, the facility also lacks the appropriate number of parking spaces for park-n-ride and visitors to the site.

Because of WCTA's need to provide safe and adequate transit and parking operations, the consultant team identified two potential alternatives for facilities expansion, which are described below. These alternatives need to be assessed further to determine the feasibility of such undertakings.

### Site Expansion

There are several properties immediately south and contiguous to WCTA's transfer center that might be able to be utilized for facility expansion and reconfiguration of bus layover, passenger boarding and park-n-ride areas. The properties, which are currently occupied, are located along Pittsburgh Street which would enable WCTA to comprise the entire block between Otterman and Pittsburgh streets.

### Site Acquisition

The Water and Sewer Authority occupies an under-utilized site directly across College Avenue from WCTA's transfer center. The City owns a surface parking lot on Poletta behind the Authority which is also under-utilized. Acquisition and assembly of these two sites would provide a site adequate to addressing WCTA's pressing concerns.

### Vehicles

Implementation of a route serving the university and downtown area twice an hour will require three vehicles to fill the service. Two vehicles will be utilized to operate the route and one will serve as a "spare" which is a fleet requirement. The transit vehicles, it is envisioned, will be small buses, possibly 28-feet in size and able to accommodate 28 passengers.

### Bus Stops

The shuttle alternatives that have been identified will require about 25 bus stops to adequately serve each route. The signs will be located throughout the community and on Seton Hill's campus. WCTA is in the midst of implementing a new bus stop program with defined stop locations and new signs. It is conceivable that the additional signs needed for the new downtown route could be absorbed into WCTA's new program which is anticipated to begin around April 2008.

Pedestrian amenities for transit riders are adequate along Main Street. Most every corner, if not all, have curb cuts and handicapped access.

### Shelters

Seton Hill officials have identified the need to implement bus stops throughout campus including a major stop located near Lot A, and at the Performing Arts Center. According to transit industry standards and best practices, main stops should incorporate a shelter, which should be adequately covered and lighted with basic customer information materials available.

## Fare Structure and Payment Methods

The operational cost of the new shuttle route can be recovered in a variety of ways including through fares, partner contributions and student fees.

- Downtown shuttle or circulator routes typically have a fare that is less than the transit agency's regular base fare. WCTA's current base fare is \$1.50 with free transfers. It is likely that a fare in the range of \$.50 to \$1.00 would be a sufficient price point for this service.
- Both the City of Greensburg and Seton Hill University have an interest in the implementation of a downtown shuttle route. The shuttle could increase use of the City's remotely located parking lots by providing direct connections from the lots to Main Street. Implementation of the route will also enable the University to connect its campus to the Performing Arts Center, off-campus housing and the Central Business District. This provides an opportunity for WCTA to engage in discussions with City and University officials to subsidize a portion of its costs.
- The University's student population most likely will be the primary benefactor of this service. By using this new route, students will be able to access shopping districts, jobs, housing and entertainment. As such, semester fees could be implemented to offset the cost of operating the service, which most likely will coincide with Seton Hill's hours of operation.