

SECTION II

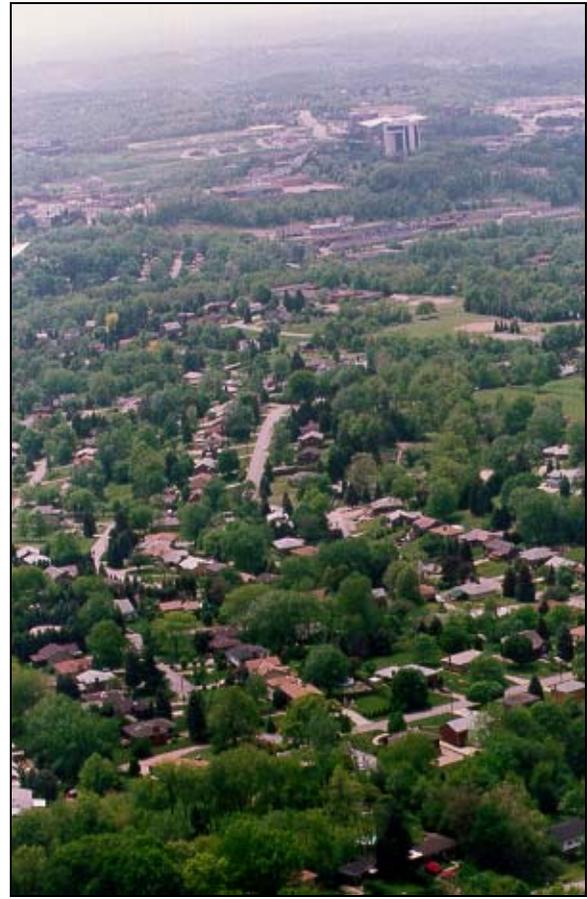
MANAGING GROWTH

***“Shoot for the Stars,
you may hit the Moon.”***

This section consists of two components: (1) Growth Management Objectives that serve as the basis for the land use plan; and (2) the Future Land Use Scenario that reflects the growth management objectives and goals of the Municipality.

GROWTH MANAGEMENT OBJECTIVES

Growth management objectives describe the physical nature of land use planning and should be used to guide future growth, reuse and development in the Municipality.



An aerial panorama of the Garden City neighborhood, looks to the center of the Municipality and the commercial area of Route 22/William Penn Highway, highlights a growth management objective of balancing commercial development while encouraging a variety of housing types.

I. LAND USE

*Growth Management
Objectives:*

1. Streamline and update land use control ordinances.
2. Facilitate balanced development by updating the zoning ordinance, and develop a process for continuous updating of land use control ordinances to ensure adequacy of provisions.
3. Reverse the negative visual impacts of strip-commercialization by promoting landscaping, steep slopes, and streetscape improvements such as providing sidewalks, awnings, shade trees, and landscaping.
4. Initiate Streetscape Program, phasing by major commercial highway corridor, with Business Route 22 being the first project.
5. Maintain community quality and character and provide adequate public facilities and services.

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I. LAND USE *(Continued)*

*Growth Management
Objectives:*

6. Develop specific design standards for adaptive reuse, infill projects and facade improvements in key commercial areas.
7. Expand pedestrian activity by providing sidewalks and promoting internal walkways to commercial developments.
8. Encourage greater architectural interest in commercial structures through building material color, texture and material and a design that relates and interacts with the surrounding community and streetscape.
9. Reactivate the Shade Tree Commission. Endeavor to have Monroeville designated as a Tree City USA.
10. Encourage innovative and orderly development of vacant areas.
11. Maintain community quality and character and provide adequate public facilities and services.
12. Maintain Industrial and Commercial Tax Base.
 - a. Address property and business tax issues.
 - b. Encourage continued reinvestment.
 - c. Improve appearance of commercial areas.
 - d. Foster the redevelopment of older commercial areas.
13. Promote the maximum measures available to ensure mobility and access for Monroeville's senior and disabled population.

II. HOUSING AND NEIGHBORHOOD QUALITY

*Growth Management
Objectives:*

1. Protect the residential integrity of neighborhoods.
 - a. Enforce building, housing and maintenance codes.
 - b. Establish adequate buffer zones between residential and non-residential areas.
 - c. Maintain public facilities and services.
 - d. Restrict commercial vehicular parking.
2. Achieve pedestrian friendly residential developments with sidewalks and walkways.

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II. HOUSING AND NEIGHBORHOOD QUALITY - *(Continued)*

HOUSING AND
NEIGHBORHOOD QUALITY
*Growth Management
Objectives:*

3. Create a system of interconnected pathways throughout the Municipality.
4. Continue to encourage the construction of a variety of housing types to provide affordable housing for all incomes and age groups.
5. Promote and foster the revitalization of neighborhoods; upgrade areas in municipality that are experiencing decline.
 - a. Develop plans for public action.
 - b. Involve citizens in the decision making process.
 - c. Explore possible assistance programs.
6. Address changing housing needs.
 - a. Provide for housing alternatives.
 - b. Modify the zoning ordinance to accommodate innovative housing concepts.
7. Encourage cooperation and leadership among civic and neighborhood groups.
8. Ensure that park facilities are integrated in future residential uses.
9. Promote and support the development and revitalization of open space and recreational areas that are integral elements of residential and mixed use areas.

III. COMMUNITY FACILITIES AND SERVICES

*Growth Management
Objectives:*

1. Annually review and update the Strategies for Action Program contained in Section III of this plan.
2. Enhance and update the current Zoning Ordinance and Subdivision Land Development Ordinance to reflect the intent of this plan.
3. Continue to support proactive planning practices and the involvement of Municipal Staff, Boards, Commissions, and Council.
4. Support intergovernmental cooperation in service and equipment sharing with the School District and surrounding Boroughs and Townships.

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III. COMMUNITY FACILITIES AND SERVICES

Growth Management Objectives

5. Promote and support intergovernmental/public/private cooperation.
6. Support regionalism to address recreation and other capital and service needs.
7. Develop joint facilities for the Municipality and School District, such as meeting rooms, youth center, recreational facilities and play areas and a cultural arts center.
8. Address problems created by the 1987 Neighborhoods in Transition and Rezoning.
9. Maintain a reasonable level of services and keep property taxes as low as possible.
 - a. Encourage new industrial, commercial and residential development.
 - b. Strategically plan public improvements and expenditures so to use resources effectively.
 - c. Prepare Capital Improvements Program.
10. Encourage the active participation of community volunteers.
11. Encourage and support recreation and open space planning efforts in the Municipality.
12. Promote and support the development of recreation and community facilities such as a teen center, and bicycling path and linear open space trails.
13. Promote, encourage and support intergovernmental cooperation in the provision of and operation of recreational facilities and services.
14. Continue to support and enhance the Municipality's police, fire and emergency services.
15. Continue to update fire and building codes to be in compliance with National standards.
16. Maintain an ongoing awareness of the shifts in population to ensure that public services address the needs of all age groups.

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IV. TRANSPORTATION

Growth Management Objectives:

1. Improve public transportation services
 - a. Taxi service for senior citizens
 - b. More buses and extension of routes
 - c. Ride sharing and commuter parking lots

2. Develop a program for implementing transportation improvements.

3. Acquire right-of-way for roadway improvements.

4. Develop a program to beautify roadway intersections and corridors.

5. Address traffic congestion problems and improve traffic flow.
 - a. Update Comprehensive Traffic Plan.
 - b. Develop short, medium and long range recommendations to resolving traffic problems.
 - c. Identify potential funding mechanisms.

6. Determine potential impact of Mon-Fayette Expressway connector.
 - a. Develop a strategy regarding the routing of the roadway, interconnections and to lessen the impact to the Municipality.
 - b. Promote Municipality's position with Turnpike and PennDOT Officials.

7. Maintain local roadway system:
 - a. Identify problem areas,
 - b. Develop a pavement management system.

8. Develop various modes of public/private transportation:
 - a. Bicycles,
 - b. Pedestrians,
 - c. Interconnecting pathways.

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V. ECONOMIC DEVELOPMENT

*Growth Management
Objectives:*

1. Support the attraction of businesses that add to the quality of life and increase the economic base in the Municipality.
2. Establish a fair and appropriate basis for property taxes, including the reevaluation of all business taxes.
3. Ensure economic viability by providing a business friendly climate.
4. Build upon location advantage and access to regional and cultural facilities and other amenities.
5. Secure adequate funding for improvements in areas of need, including innovative funding and grant programs.
6. Upgrade older commercial areas; explore possible assistance programs for revitalizing commercial areas.
 - a. Prepare conceptual plan identifying development and design issues,
 - b. Work with property owners.
7. Promote and market the community.
8. Promote local work force.

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VI. ROUTE 22 BUSINESS CORRIDOR

Growth Management Objectives:

1. Ignite Leadership and Nurture Partnership
 - a. Joint funding of this planning effort has been a major first step in creating a public/private partnership necessary for transforming the character of Route 22 and creating a downtown. This partnership must continue. The costs for transforming Monroeville will involve public funds and private investment. A proper forum should be established for discussing financing strategies.
 - b. Consider creating a nonprofit development corporation or business improvement district to:
 - i. Reach consensus on the community vision for what the strip can become.
 - ii. Participate in the redevelopment of the district.
 - iii. Participate in land acquisition, real estate development and infrastructure financing.
 - iv. Coordinate the activities of public agencies responsible for government services.
 - v. Manage traffic and parking so that they do not dominate the landscape.
 - vi. Manage security problems.
 - vii. Coordinate the collection and dissemination of information to prospective investors, developers, retailers, consumers and public agencies.
 - viii. Handle marketing and promotion.
2. Revise Zoning
 - a. The vision established by this study was developed in a public planning process involving a broad range of people including land owners, developers, municipal officials, residents and professionals. This study provides the foundation needed to revise the existing zoning law, a necessary pre-requisite to change. Zoning attorneys with expertise in new urbanist and town friendly development should be retained to evaluate and revise the existing zoning ordinances to allow the community to implement the vision established by this study. The scope of their work should include the following concepts:

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VI. ROUTE 22 BUSINESS CORRIDOR (Continued)

Growth Management Objectives:

Revise zoning to control use, form and character in a way that is compatible with the vision. This may involve the creation of a zoning overlay district.

- i. Revise zoning to facilitate private developers in implementing the public's strategy. Zoning should not be seen as a form of punishment but rather as a guide to creating a commonly shared vision.
- ii. Provide incentives for land assembly, increased density and multiple uses.
- iii. Encourage shared parking as an incentive for increased density. Lower parking requirements and offer more flexibility to developers, tenants and lenders in determining parking strategies. Provide site planning controls to limit the visual impact of parking lots and garages as illustrated in this study.
- iv. Prevent deadening uses from moving in such as mini-storage facilities.
- v. Consider minimum parcel sizes of 10 acres to reduce curb cuts and encourage coordinated developments that discourage a proliferation of stand alone stores.
- vi. Require the landscape easement along Route 22 as shown in this study to implement the vision for Route 22.

VII. ENVIRONMENT

Growth Management Objectives:

1. Promote the development of greenways and trail system.
2. Encourage the preservation of environmentally sensitive areas and acquire areas for passive public recreational use.
3. Enhance the quality of life through the preservation of environmentally sensitive areas.
 - a. Wooded areas
 - b. Steep slopes
 - c. Stream corridors
 - d. Flood prone areas
4. Support and promote efforts to reclaim mining problem areas.

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OVERVIEW:

Future Land Use Scenario

The land use scenario proposed for the Municipality of Monroeville focuses on improving or enhancing the existing developed areas of the Municipality. Ideas¹ for improving the development pattern include creative adaptive reuse; the enhancement of existing residential areas; the application of planned development concepts; compatible infill development; streetscape enhancements; the development of an interconnected street system; and the preservation of the community's remaining environmentally sensitive areas.

This land use scenario promotes Monroeville as a unique community. It has an identifiable sense of place with viable neighborhoods and an economic activity center.

Using the Future Land Use Scenario

What is a future land use scenario and how should it be used? The future land use scenario is a conceptual guide for establishing policy regulating growth management and development practices. The "Future Land Use Scenario" is not meant to be a zoning map. For that reason, property lines have not been shown and land use classifications are shown in a general and schematic manner. The conceptual guide presented on Map 2 translates the community's vision and goals into a graphic plan describing a future character of the Municipality.

A basic idea behind the scenario is to ensure that development fits together in an integrated and harmonious manner while achieving the ideals of the community. Specifically, the scenario provides policy recommendations for developing a wide range of land use planning concepts which

¹The Comprehensive Plan Advisory Committee developed conceptual ideas for future use and reuse as part of three workshop meetings held during the months of September and October 1996, and January 1997.

include among others, the creation of transitional areas designed to mitigate the negative impact of intensive uses; additional commercial/retail land use classifications which permit a gradation of use intensities, and innovative planned residential concepts.

This guide will assist the decision-makers and planners of Monroeville in updating ordinances and design objectives for use in reviewing plans for new development or plans for reuse, alteration or expansion of a site. Important questions to consider during plan review include: "How will the proposed development impact an adjacent site? Does the proposed building fit the scale and intended character of a particular streetscape? How will adjacent streets and sidewalk connections fit together? How much traffic will be generated? Where and what types of shade trees are proposed? How will stormwater run-off be handled?"

Many times a proposed development will be designed by examination of the site only. It is the responsibility of the municipal planners and decision makers to examine the whole picture and not just that site, and determine the level of continuity and compatibility between the uses. Ultimately, one should ask the question, "Does this development plan fit into the vision, goals and desired land use pattern as stated in this Future Land Use Map, and further defined in the Land Use Enhancement section?"

Some general design concepts that will serve to unify the residential, office, industrial, commercial, mixed uses of Monroeville include the following:

- Enhancing building facades along select corridors to improve the visual quality and character of an area;
- Designing new buildings and adaptively re-using older buildings so that no blank walls face the street;
- Capitalizing on the uniqueness of key streets to show early successes of streetscape enhancements;
- Utilizing large open display windows

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in order to permit the consumer to view the activity taking place within the store. This practice will begin to reduce negative impact/appearance of box retail or warehouse style development;

- Interconnecting vehicular and pedestrian ways between sites and uses to limit the need for accessing adjacent uses via the main travel route. According to an APA Planning Advisory Services memo on Transit - Supportive Site Design and Density, "walking is, in fact, the most convenient means of transportation for distances up to 1,500 feet." As such, it is very important to make pedestrian travel routes as direct and convenient as possible;
- Improving and increasing sidewalks to provide access for all residents;
- Designing new and enhancing existing parking areas with landscaping and pedestrian connections to create a pleasant environment for walking;
- Permitting shorter building setbacks in order to (1) make the street environment more comfortable to pedestrians, (2) provide visible and direct access to buildings along the street, and (3) provide room on the site for parking to the rear of a structure and (4) unify the streetscape;
- Promoting the use of street furniture in site design to encourage pedestrian travel and to provide places for resting along the path;
- Requiring pedestrian scale lighting and signage that fits into the character of the area;
- Encouraging the use of small pockets of green space or urban places in office or commercial site design; and
- Capitalizing on the Municipality's undeveloped creek frontages and wooded valleys for recreation

opportunities.

The combined implementation of these design concepts should ensure that the Municipality of Monroeville remains a viable community for the enjoyment of its residents and visitors.

Land Use Character Enhancements

This section recommends specific design objectives for enhancing the land use character of Monroeville. Generally, these land use character enhancement areas fall under the following 10 categories:

- RESIDENTIAL NEIGHBORHOOD AREAS;
- PLANNED RESIDENTIAL;
- HIGH-DENSITY RESIDENTIAL;
- COMMUNITY COMMERCIAL AND HIGHER DENSITY RESIDENTIAL MIX;
- PROFESSIONAL, MEDICAL AND EDUCATIONAL CENTER;
- NEIGHBORHOOD COMMERCIAL CENTER;
- CORE BUSINESS DISTRICT;
- OFFICE/INSTITUTIONAL/COMMERCE PARK CENTER;
- LANDFILL/RECLAIMED RECREATION; AND
- INDUSTRIAL/WAREHOUSING CENTER.

The conceptual locations of unique character areas are graphically shown on the Future Land Use Scenario, Map 2. It should be noted that, while the majority of land in the Municipality has been developed, there are a number of scattered parcels that have development potential.

In addition to the enhancement of ten specific land use areas spread throughout the Municipality, consideration is also given to four important structures that emphasize the viability of the community. These structures are outlined on Table 5 and include the following:

- GATEWAYS;
- CORRIDORS;
- OPEN SPACE AND LINEAR LINKAGES
- PEDESTRIAN PATHS

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Table 4

LAND USE ENHANCEMENTS

1. NEIGHBORHOOD RESIDENTIAL AREAS

Definition: *Residential neighborhood areas represent the existing residentially developed land within the Municipality that focused on single family detached housing constructed over many years.*

Summary: The residential neighborhood land use character areas represent the existing residentially developed areas in the Municipality. These areas are shown in yellow on Map 2 and are the dominant land use within the Municipality. Most of these neighborhood areas are in excellent structural condition. However, a few of the older residential areas of the Municipality would benefit from strategic rehabilitation efforts.

- Design Objectives:**
- a. Maintain and enhance the existing residential housing base/stock.
 - b. Promote neighborhood self-help activities in order to foster a sense of community and pride in areas where dwellings are deteriorating.
 - c. Designate an overlay zone to receive tax incentives for improvement.
 - d. Publicize available programs, services and grant resources available to perform rehabilitation efforts.

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Table 4 (Continued)

2. PLANNED RESIDENTIAL

Definition: *A typical planned residential design concept permits residential development while preserving the natural character and amenities of the site. Typically, innovative design is accomplished by separating the regulation of lot size from the density of the site (e.g., placing homes on smaller lots than provided for by the allowed **gross** density, while defining an acceptable **net** density and dedicated open space areas). This design concept can benefit both the landowner and the developer by reducing the infrastructure and service delivery costs over a conventional development.*

Summary: The majority of the easily developable areas within the Municipality have been developed and much of the land that remains contains factors that can limit development such as steep slopes, undermined areas, dense wooded lands, valleys and floodplains. The general areas proposed for planned residential are shown on Map 2 and are represented by the yellow hatched pattern. In order to preserve the unique natural features of these areas and still permit an economically viable use of land, innovative and flexible design options should be encouraged.

- Design Objectives:**
- a. Require innovative design that preserves unique environmental features (e.g., steep slopes, valleys, wooded areas, etc.).
 - b. Require the dedication of open space as part of the site planning process and the construction of pedestrian linkages to existing recreational and open space areas where feasible.
 - c. Encourage design based upon “density” and permit a mix of dwelling types.
 - d. Permit mixed use areas within the planned communities to promote pedestrian access.
 - e. Allow flexibility in setbacks to achieve design concepts such as the development of small hamlets or village areas with a defined neighbor core.

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Table 4 (Continued)

3. HIGH DENSITY RESIDENTIAL

Definition: *High-density residential areas are intended to provide the community with a buffer or transitional zone between the existing lower-medium density residential areas and the “core commercial” areas of the Municipality. The densities could range between 8 to 12 units for townhouses and duplexes or 16 - 36 units per acre for multi-family apartments that should include mixed uses.*

Summary: Historically, the areas shown in orange on Map 2 have been developed with residential uses but currently are under going a transition due to their location between the more homogenous single family residential areas and the core commercial areas. Design objectives for this period of transition are necessary to promote compatibility for infill development and adaptive reuse.

- Design Objectives:**
- a. Create special activity areas with a neighborhood focus that includes a mix of multi-family and attached residential uses.
 - b. Promote businesses, office, service, cultural and governmental facilities and functions as secondary uses.
 - c. Design should be based on density and oriented to promote ease of access to goods and services.
 - d. Require pedestrian access (sidewalks or pathways) - design should be sensitive to access needs (e.g., senior citizens and children). Maintain practical walking distances between sites.
 - e. Require landscaping which serves as a unifying element in the streetscape and incorporate small urban plazas or passive green spaces as part of site design.
 - f. Require connections between uses (vehicular and pedestrian) with pedestrian-style lighting and street trees, etc.
 - g. Require architectural integrity and design that integrates or unifies the streetscape.

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Table 4 (Continued)

4. COMMUNITY COMMERCIAL/ HIGH DENSITY RESIDENTIAL MIX

Definition: *The Community Commercial/High Density Residential Mix classification is intended to promote the development of land uses that are compatible and which mutually support each other economically. The activities within this area should be integrated and occur at different times of the day in order to promote a sense of community and viability. This area should support the surrounding office and residential base as well as those uses within the corridor.*

Summary: The area shown in purple on Map 2 defines the majority of the Golden Mile Highway area. The land along this corridor is currently developed with older strip commercial style uses, deep building setbacks and vast paved parking areas and is very auto-oriented. However, this area appears to be in transition from a strong retail area to a mix of uses. It is suggested that this area be developed in the future with mixed uses that would support the surrounding office and institutional uses and residential neighborhoods. This corridor will serve as a buffer and resource to the surrounding neighborhoods. Future infill and adaptive reuse should be focused to serve the community and the region.

- Design Objectives:**
- a. Encourage high density residential and office developments.
 - b. Promote a mix of professional offices, retail, service, cultural and governmental facilities and residential uses (e.g., multi-family, personal care facilities, etc.). Note, residential uses would be a secondary use with this classification and provide a buffer between the retail and predominantly residential areas.
 - c. Require pedestrian connections and transit service opportunities.
 - d. Promote the use of parking structures rather than surface parking.
 - e. Require sites to be developed with pedestrian access, street trees, landscaping, and shorter building setbacks from the street. Design parking to the rear or side of structures with interconnected access.
 - f. Promote innovative site design using density-based design, floor area ratio concepts, etc.
 - g. Discourage blank walls facing the street and improve building interest by requiring street level windows and entrances on the public street.

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Table 4 (Continued)

5. PROFESSIONAL, MEDICAL AND EDUCATIONAL CENTER

Definition: *Professional Medical and Educational Center is a use classification which promotes a regional draw as an employment center. This area is intended to be designed with a “campus style” pattern. Uses would include: professional offices, research laboratories, hospitals, and support services, education centers, support retail, etc.*

Summary: The Professional, Medical and Educational Center classification is shown on Map 2 under the blue/green category. Currently, this area contains a cluster of medical uses, professional offices, public and semi-public institutional uses which include the Gateway School District, the library and the hospital. The future land use scenario intends to promote the north-central segment of Mosside Boulevard as the focal point for medical and professional office related uses. This area will serve as an important center for the residents of Monroeville and the region.

- Design Objectives:**
- a. Encourage medical and related uses - hospitals, offices, residential care facilities, residential uses (innovative design), cultural and governmental functions, etc.
 - b. Promote infill development.
 - c. Encourage higher buildings (8 - 10 stories)/density based designs - floor area ratios.
 - d. Encourage the development of pedestrian plazas and greens as part of the site design by providing density bonuses or other incentives.
 - e. Drive-through uses are discouraged. This classification is intended to be strongly pedestrian-oriented.
 - f. Require landscaping which serves to unify the elements of the streetscape.
 - g. Permit shorter building setbacks and require pedestrian orientation (sidewalks and pathways) and parking to rear or side of structures. Maintain practical walking distances between sites and uses.
 - h. Discourage blank walls from facing the street and improve building interest by requiring street level windows.
 - i. Limit large-scale retail uses.

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Table 4 (Continued)

6. NEIGHBORHOOD COMMERCIAL CENTER

Definition: *The Neighborhood Commercial Center character areas are intended to serve local residential neighborhoods. Small-scale retail and service uses would be encouraged. The uses would be restricted in size to promote local orientation and to limit adverse effects on residential uses. e.g., Each individual business would be limited to 1,500 - 2,000 square feet of total floor area, exclusive of parking. Also, residential uses could be encouraged above retail uses.*

Summary: The areas designated in the orange striped portion on Map 2 represent existing retail corridors and small activity nodes that include Garden City Drive retail area, Broadway Boulevard, Old William Penn Highway, and Monroeville Boulevard. The intent of this classification is to promote small-scale retail shops, personal service and office uses that have a local clientele.

- Design Objectives:**
- a. Encourage “softer” commercial uses as the primary focus (no strip-commercial centers). Such uses would include smaller retail, offices and service uses. Secondary focus - residential uses (multi-family options). Traditional suburban style strip-commercial centers are not intended as a use in this classification.
 - b. Promote higher buildings (height 3 - 5 stories); shorter building setbacks; landscaping which serves to unify and define the character of the streetscape; and parking to rear or side of structure.
 - c. Encourage design based upon density/floor area ratios coupled with flexibility in building height to reduce the size of the building footprint and to promote innovative design.
 - d. Encourage compatible mixed uses such as office, multi-family, and limited retail.
 - e. Require signage that is harmonious with the character of the streetscape.
 - f. Require sidewalks along the street frontage which connect to the main entrance of the building to promote pedestrian activity between uses.
 - g. Discourage blank walls from facing the street and improve building interest by requiring street-level display windows at various intervals. Blank expanses of walls should not exceed 20 feet in length.

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Table 4 (Continued)

7. CORE BUSINESS CENTER

Definition:	<i>The Core Business Center is intended to be the financial and business hub of the community. This area should be encouraged to develop with a critical mass of people and activity present to make travel on foot easier than by automobile. This area should contain attractive development, pedestrian amenities, landscaping that unifies the streetscape, plazas, parks and other facilities that are inviting to residents and visitors, and retain businesses.</i>
Summary:	The “Core” Business Center area is shown on Map 2 along key areas of Route 22. The continued success of this area is very important to the economic health of the community. The intent of the future land use scenario is to build upon the strength of the existing land uses and enhance the character in order to provide an identity which establishes Monroeville’s Core Business Center as the premiere commerce center on the east side of Pittsburgh. When residents, visitors, or large corporations think of a key economic area with a distinct unifying character in the Pittsburgh region, they will immediately envision Monroeville’s Core Business Center. This area will become a regional focal point and a primary destination area.
Design Objectives:	<ul style="list-style-type: none"> a. Encourage architectural integrity and design consistency. b. Promote block style development and connecting roads to promote alternative or secondary routes of travel. c. Require buildings to be oriented parallel to and facing the street. d. Permit higher buildings (e.g., 10 stories) to permit more intensive uses and to define the streetscape. Consider requiring the provision of pedestrian plazas, etc., as a condition of building height extension. e. Promote design based upon density/floor area ratios. f. Encourage the development of urban plazas or greens as part of site design, density bonuses or other incentives. g. Encourage building scale transition using a variety of scale, pattern texture and landscaping elements to create a more visually interesting project. h. Require pedestrian circulation through the parking lot by providing defined routes that are well lit and buffered from vehicular areas. These mixed pathways should be provided from the parking areas to the entrances of establishments. i. Require pedestrian-scale street lighting. j. Require facade enhancements including facade modulation, repeating window patterns, porches, covered entry, roofline modification and non-repetitive building materials.

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8. OFFICE/INSTITUTIONAL/COMMERCE PARK CENTER

Definition: *The office, institution and commerce park center classification is intended to provide areas for lower-intensity office type or research uses. Structures are intended to have exterior designs that are compatible with the surrounding developments, topography, and vegetation. These areas are intended to act as a buffer between residential and more intensely developed properties.*

Summary: Historically, the areas shown on Map 2 in grey, consisted of large research centers. The existing centers have been developed in a park-like manner that incorporated the rural landscape into site design. The Municipality intends to continue promoting centers that are aesthetically pleasing and provide a buffer to the surrounding residential neighborhoods. However, it should be noted that the Municipality recognizes that the areas shown on Map 2 under this classification represent the majority of the remaining relatively flat areas of land and, should the market dictate a use other than office/institutional and commerce park, planned residential would be desirable. The planned residential would include a mix of multi-family and single family design concepts.

- Design Objectives:**
- a. Encourage park or campus design with access to adjacent sites.
 - b. Require buildings to face the street.
 - c. Require sidewalks, landscaping and pedestrian oriented lighting.
 - d. Discourage blank walls from facing the street by requiring street level windows to enhance the visual interest and character of the streetscape. Blank expanses of wall should not exceed 20 feet in length.
 - e. Encourage unique architectural elements and design.
 - f. Locate parking areas behind or to the side of buildings.
 - g. Permit the development of unique planned residential concepts should the market dictate a need.

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Table 4 (Continued)

9. LANDFILL/RECLAIMED RECREATION

Definition: *This is an area representing a unique opportunity to convert a potential community liability into a positive benefit. Limited in development possibility, commercial recreation at this site would be a community asset.*

Summary: Currently, the area shown in burnt umber on Map 2 is used as an active landfill located to the east of Wilmerding and Monroeville Roads. It is anticipated that the landfill will be in operation for several years. When operations at this location cease, development of the site for "recreational purposes should be pursued as an option based on approval by DEP. Possible reclaimed recreational uses include a skateboard or rollerblading park, cross-country skiing, passive open space area, golf course, and/or hiking and biking trails, etc.

- Design Objectives:**
- a. Promote the reclamation of the site to become a community recreational asset.
 - b. Maintain a woodland buffer surrounding the edge of the site to provide a visual break from the adjoining uses.

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Table 4 (Continued)

10. INDUSTRIAL/WAREHOUSING CENTER

Definition: *The industrial and warehousing center classification is intended to provide suitable areas for development where the primary land uses are essentially industrial in nature with a transportation orientation.*

Summary: The area proposed for the industrial and warehousing classification is shown on Map 2 in brown and is located in the southern section of the Municipality at the intersection of Mosside Boulevard and Broadway Boulevard. This area is a major gateway into Monroeville. Therefore, it is recommended that any design of this area represent sophistication and quality development patterns. Types of uses could focus around storage, warehousing, shipping as well as other spin-off uses from the proposed park-in ride lot and rail access.

- Design Objectives:**
- a. Require sidewalks, landscaping and pedestrian oriented street lighting.
 - b. Discourage blank walls from facing the street. Require unique architectural elements every 20 feet.
 - c. Encourage unique architectural design that projects a sense of pride.
 - d. Require buffering of all outdoor storage areas, etc.
 - e. Provide density, height and setback incentives to encourage site design that incorporates natural open spaces, ravines, woodlands and urban plazas or greens, etc. into the project.

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Table 5

LAND USE ENHANCEMENT STRUCTURES

1. GATEWAYS

Definition: *A gateway is an “entrance corridor that heralds the approach of a new landscape and defines the arrival point as a destination”.*

Summary: There are numerous undefined “gateways” which lead into the Municipality of Monroeville. Gateways are denoted by the asterisk symbol on Map 2. These access points play an important role in defining perceptions as to the character of the community. As noted by Michael Barrette in his article, Planning Basics for Gateway Design, “gateways are located on transportation paths including sidewalks, streets, highways, intersections, and river paths which dominate the landscape for most people because they do most of their viewing from them. Lasting images of the landscape are often remembered from the point at which they are viewed. One reason why gateways include streetscape improvements is that the character of the path is fundamental. If the path lacks identify, then the entire image of the place suffers.” It is the intent of the Municipality to enhance the identified gateways by development of entry features, landscaping, street trees, signage, facade improvements, sidewalks, etc. The Municipality of Monroeville has defined the gateways into the community as follows:

Gateways: EAST

The Route 22/William Penn Highway; beginning at the border of Municipality of Monroeville, Allegheny County and the Municipality of Murrysville, Westmoreland County provides a primary focal point of entry, and should visibly delineate a transition from the village commercial character of Murrysville to the more urbanized commercial area of Monroeville, and would include the following study intersections,

- (29) Old William Penn Highway and Miracle Drive
- (27) Route 286 Connection and Alpine Village Drive
- (26) Northern Pike (East)
- (24) Old William Penn Highway
- (23) Turnpike Off Ramp

MIDWAY

The Route 22/William Penn Highway at Route 48/Mossie Boulevard is a major arrival point, converging with the Pennsylvania Turnpike and the Parkway. This Major Gateway provides the first impression of the Municipality, being the intersection moving the greatest volumes of traffic in Monroeville. This Midway Gateway, stretching from Route 48, west to the intersection with Stroschein/Center Roads, has experienced the greatest transformation over the past five years and have begun to take on its own identity. This area was “visioned” as being the “Town Center”. A conceptual drawing was prepared by Urban Design Architects as part of the Streetscape Project. Study Intersections include:

- (22) Mossie Boulevard
- (21) McMasters Drive and Lowes Drive

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1. GATEWAYS (Continued)

b. West - Route 22/William Penn Highway at Wilkins Township

The “West Gateway” is a primary entrance point to the “Core” Commercial Center for the Municipality of Monroeville, leading to a regional destination that includes among other centers, the Monroeville Mall. The gateway is characterized by a four-lane highway, signalized intersections, and arterial service roads.

Gateways:

MAJOR (Continued)

c. East - Route 22/William Penn Highway at Municipality of Monroeville/Westmoreland County

The “East Gateway” is another “Core” Commercial entryway that is less intensely developed.

d. Northeast - Route 286/Golden Mile Highway and Old Frankstown Road at Plum Borough

The “Northeast Gateway” is an area in transition with a mix of uses and was originally developed as the community’s first shopping area during the 1960’s.

e. Southeast-Center - Route 48/Mossie Boulevard and Haymaker Road

The “Southeast-Center Gateway” is a major destination point and represents the most intense medical and office complexes in the area.

f. South - Route 48/Mossie Boulevard and Route 130/Broadway Boulevard

The “South Gateway” is Monroeville’s southern most arrival point which is anticipated to become the focus of a regional economic development initiative which will include park and ride facilities and rail transportation. This area will become a destination and departure point for many people in the region.

SECONDARY

a. Southwest - Route 130/Broadway Boulevard and Spring Hill Bridge

The “Southwest Gateway” is a point of access that provides an entry into the more historic neighborhoods of the Municipality. This gateway

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reflects a traditional “borough” style character.

Table 5 (continued)

1. GATEWAYS (Continued)

- b. West-Center - Monroeville Boulevard, Monroeville Road and James Street

The “West-Center Gateway” is a destination point that signifies the Municipality’s highest intensity of uses and is reflective of a business district that is alive with activity and identity.

- c. North - Center Road and Old Frankstown Road at Plum Borough

The “North Gateway” is the Municipality’s northern most entry point. This area is characterized by wooded rolling hills and institutional and residential land uses.

- d. James Street Gateway

Main entranceway from the Turtle Creek Valley and provides access to many residential neighborhoods.

- e. Patton Street Gateway

Provides access to a variety of residential neighborhoods.

- f. Route 130 at the Trafford Borough Line Gateway

Provides an entrance from the older style borough character into the commercial and industrial areas of Monroeville.

- g. Monroeville Road Gateway

Provides access to a variety of residential neighborhoods.

- h. Saunders Station Gateway

Provides access to a variety of residential neighborhoods.

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Table 5 (Continued)

2. CORRIDORS

Definition: *A corridor is comprised of all elements along a streetscape which includes the basics of urban design; “color, texture, rhythm and spacing, massing, bulk of buildings, landscaping and street furniture” - all of which contribute to a sense of place.*

Summary: The Municipality of Monroeville, due to its diverse land use patterns (urban to rural), has a multitude of important corridors that establish the character of a given area of the community. Improvements along these corridors should serve to unify elements within each unique streetscape and promote Monroeville as a desirable place to live and do business.

Corridors: Commerce and Office Corridors

- a. *Golden Mile Highway* - Promote a mix of land uses which include commercial, office and higher density residential. Pedestrian orientation, sign control and landscaping enhancements should be required in site design.
- b. *William Penn Highway (Route 22)*- Eliminate industrial uses, promote vehicular and pedestrian linkages, and focus the highest intensity of commercial uses along this corridor. Example uses would include office buildings, hotels, shops, department stores, and some multi-family residential. This is the “core” commercial area of the Municipality.
- c. *Monroeville Boulevard* - Promote small retail shops which serve the surrounding neighborhoods; promote pedestrian orientation and landscaping; and permit medium density multi-family residential uses.
- d. *Broadway Boulevard* - Create an edge area with the Borough of Pitcairn. Ensure that development near Pitcairn Borough is sensitive to the quaint character of the Borough and provides a continuation of the “small-town look”. Promote the development of an industrial park near the intersections of Mosside Boulevard and Broadway Boulevard.
- e. *Mosside Boulevard* (Near its intersection at Haymaker Road) - Promote a mix of uses that focus on medical and professional related uses. Strip retail development should be discouraged. Pedestrian linkages are recommended to facilitate foot traffic. Where feasible, parking lots should be oriented to the rear or sides of structures and interconnected between uses to facilitate auto and pedestrian traffic circulation.

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2. CORRIDORS (Continued)

- f. *Old Frankstown Road* - Encourage the development of mixed uses and the application of innovative design concepts in site planning to incorporate the unique features of each site.
- g. *Garden City Drive and Laurel Drive Area* - Encourage the rehabilitation and reuse of the existing shopping center. Uses that would be appropriate include small offices, specialty neighborhood retail uses, or an activity center. Sidewalks should be developed along the corridor which connects to the surrounding neighborhood.
- h. *Northern Pike-Turnpike West* - Promote light commercial uses, smaller scale retail and other compatible mixed uses.

Residential/Rural Corridors

- a. *Beatty Road* - Maintain the character and promote residential development that is innovative and preserves woodlands and sloped areas.
- b. *Haymaker Road/Saunders Station Road* - Maintain residential character, facilitate ease in pedestrian access by supporting pathway or sidewalk construction along these routes.
- c. *Old William Penn Highway* (East of Route 48) - Maintain residential neighborhood character. (West of Route 48) - Promote light commercial uses.
- d. *James Street* - Maintain the residential character.
- e. *Monroeville Road* - Maintain the residential character.
- f. *Center Road* - Contain commercial growth and promote the residential character of the corridor.
- g. *Logan's Ferry Road* - Maintain the residential character from Old Frankstown Road to Center Road.
- h. *Old Northern Pike* - Promote innovative residential design concepts that incorporate a mix of single and multi-family dwelling types.
- i. *Garden City Drive* - Maintain residential character.
- j. *University Park* - Maintain residential character.
- k. *Patton Street* - Maintain residential character.

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3. OPEN SPACE AND LINEAR LINKAGES

Definition: *Open space linkages are greenspaces that are either developed with a trail or left in their natural state which can follow streams, valleys, ridge lines, abandoned railroads, and other natural corridors. These greenspaces usually connect to one another and to other community facilities, businesses, residential areas, or recreation areas, etc. Open space linkages provide opportunities for biking, hiking and walking. They also provide continuous bands of vegetation or woodlands that offer a visual break within an urban area.*

Summary: An objective of the residents of Monroeville is to “preserve open spaces and develop linear pathways for passive recreation such as bicycling and walking”. Map 2 presents conceptual linear path routes that could be developed along the undeveloped wooded hillsides, roadways and abandoned railroad tracks. It is intended that these areas will be connected to the existing parks located throughout the Municipality. Existing open space areas and parks have been shown on Map 2 by the “park-open space symbol.”

- Linkages:**
- a. Promote and support efforts to design, develop and acquire a multi-use open space trail system throughout the community.
 - b. Acquire wooded hillsides and residual tracts of land that surround existing neighborhoods and incorporate these areas into an overall system of open space or “greenbelt”.
 - c. Require the dedication of park and open space land as part of the subdivision and land development process, where feasible.
 - d. Provide tax incentives, density bonus or other flexible design options to developers who agree to set aside a significant land area for perpetual open space.

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4. PEDESTRIAN PATHS

Definition: *Pedestrian paths and sidewalks are transportation routes designed to facilitate foot or pedestrian traffic. Such routes are essential to provide residents, visitors, and people employed within the Municipality the opportunity to safely access employment, community facilities (churches and schools), and recreation areas, etc.*

Summary: With over 14% (1990 U.S. Census) of the population being comprised of persons over 65, a concern of the Planning Advisory Committee, throughout the development of this Plan, has been the need of the Municipality to guide or encourage development that is sensitive to its aging citizens. Similarly, children should have the opportunity to safely walk to places of interest. The desired future character of the Municipality is reflective of a livable community that supports the equitable use of streets for pedestrians and vehicles. Map 2 shows existing transportation routes that have been identified by the community as being important for pedestrian travel. These routes are shown as a dashed line.

- Pedestrian Paths:**
- a. Sidewalk Construction:
 - Golden Mile Highway
 - Monroeville Boulevard
 - Mosside Boulevard
 - Old William Penn Highway
 - James Street
 - College Park Drive
 - William Penn (Route 22)
 - Broadway Boulevard
 - Frankstown Road
 - Garden City Drive/Laurel Drive
 - Monroeville Road
 - b. Pathway Construction:
 - Mosside Boulevard
 - Monroeville Road
 - Northern Pike
 - Logans Ferry Road
 - Stroschein Road
 - Beatty Road
 - Haymaker Road
 - Center Road
 - Old Northern Pike
 - Tilbrook Road

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