An aerial photograph of a lush green forest with a stream winding through it. The water is a light, milky green color, contrasting with the darker green of the surrounding trees. The stream flows from the upper left towards the lower right of the frame.

within-sight

**the 10-year “Community Vision” for advancing
neighborhoods, nature, recreation, education
and business vitality in Murrysville, Pennsylvania**

February 2015

ACKNOWLEDGMENTS

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WELCOME

**There is no single way to
train or do anything well.
You have to keep
thinking, keep doing
things.**

*~ Alexander Dale Oen, Norwegian
champion swimmer (1985-2012)*

All Eyes Forward

It was nearly 200 years ago when Jeremiah Murry, an Ireland native, first established the town of Murrysville – several hundred acres divided into streets and lots. The Municipality’s landscape has evolved to include farms, suburban neighborhoods, open spaces and vibrant business corridors. Yet, while many of the community’s aspects have changed physically throughout the past two centuries, one consistent success is found in the Municipality’s ability to find “balance.” This balance is achieved in the community’s proactive planning for its abundant natural resources, residential and business aspirations, along with the delivery of quality services.

Since Murrysville’s formal incorporation in 1878, advancement has been the cornerstone of the Municipality. The community offers desirable neighborhoods, opportunities for employment, quality education, respect for green space and responsible government. Murrysville’s leaders, staff, residents and business operators invest time and attention within their respective environments in order for the community to continue thriving in years to come. Just as the opportunities that are presented in one’s youth vary from those

as one matures, the same can be true for a community. In a region where many communities experience declines in population and investment, Murrysville counters those trends. That is not to say those trends aren’t influential to Murrysville, because they are. Influences within and outside the Municipality (patterns of development, conservation and traffic; demographics; cultural perspectives; national economic and employment trends; etc.) contribute to the scale and focus of future community possibilities.

What decisions will the community make to expand its past successes of local government and services, land use and housing patterns, transportation networks, along with recreation and open space? *There is no single way to train or do anything well. You have to keep thinking and keep doing things.* This Community Vision frames a community statement, goals, objectives and a range of recommendations so that Murrysville may achieve its vision. Thanks to the input received throughout this planning process, responsible ways to further enhance quality of life in Murrysville are within sight.

What is Community Visioning?

This effort is both a document and a process. It is a public policy guide for big picture thinking about what makes a place to live and work actually a community – its land use patterns, housing choices, transportation networks, utility systems, recreation and the coordination to keep ideas moving forward.

Planning is continuous; the penning of a Community Vision captures both a reflection of past influences and the evolution of emerging ideas and aspirations. This 10-year vision outlines the Municipality's intentions and desires for the coming decade regarding its future physical character and all of the requirements to make that happen.

This Community Vision includes, and goes well beyond, a wide range of elements required by the Pennsylvania Municipalities Planning Code. A Community Vision contains a Community Statement, Goals, Objectives, Recommended Actions and analyses of various considerations. A Community Statement describes what the community aspires to be.

Adopted by resolution, a Community Vision is not legally binding as is a zoning ordinance (adopted by ordinance). The community's ordinances are amended as appropriate in order to legally implement the Community Vision. Building on a series of technical analyses, observations from fact finding and field work, along with feedback from the public, the Community Vision presents a range of concepts and recommended actions for the Municipality and its lead or potential partners to pursue over the coming decade. Focusing on the community's future, the document presents aspirations. Supporting information is peppered throughout the Vision, with more extensive facts and detailed analyses included within the document's appendix.

Goals:

- Describe an idea or sought-after conclusion
- Are non-specific/general statements that may be modified as necessary
- Are the foundation to which policies should refer

Objectives:

- Advance a goal's specific purpose, aim, ambition or element
- Suggest a course of action

Actions:

- Describe how an objective will be carried out
- Describe methods or provide guidelines
- Are usually measurable and/or time sensitive
- May have an associated cost
- Identify lead agencies for implementation



OVER THE HORIZON

The first part presents the big aspirations: a community statement, its goals and its objectives. These statements lay out the overarching ideas to answer “**What are we, as a community, trying to achieve?**”

The Vision’s Community Statement, goals and objectives build upon the framework of Murrysville’s existing Comprehensive Plan. They aim to stay true to the community’s established planning philosophy while responding to emerging realities. A summary of key planning influences – evolving patterns over the past decade – follows these aspirations.

Community Statement

A community statement outlines the old adage “**who** do we want to be?”

Murrysville’s residents, businesses and civic leaders seek to maintain and enhance the community’s commitments to quality education, open space, fiscal management, responsible development and business opportunity.



All of this may not affect what you choose to eat for breakfast, but it certainly will shape what kind of community to which you wake up in the morning.

Goals

Goals identify **what** the community wants to achieve in the coming decade.

IMPROVE QUALITY

Balance development with conservation to maintain the ambiance and quality of Murrysville’s neighborhoods, business corridors and rural landscape.

MANAGE GROWTH

Carefully, manage the Community’s growth and promote responsible development by aligning appropriate development opportunities with realistic infrastructure and services.

IMPROVE TRANSPORTATION

Improve the efficiency and safety of vehicular and non-vehicular networks through land use, access management strategies and physical improvements and the support of public transit to destination points outside the community.

CELEBRATE COMMUNITY

Enhance Murrysville’s sense of community and history through appropriate venues.

FISCAL RESPONSIBILITY

Maintain fiscal responsibility while delivering cost effective services.

OVER THE HORIZON

Objectives

How can Murrysville achieve its Goals? Our Vision Plan has identified these objectives:

Objective 1: Position and “promote” Murrysville as a dynamic community that *protects, preserves, enhances and balances environmental, economic, social, cultural and aesthetic values.*

Objective 2: Support appropriate public services and facilities necessary to meet the needs of a growing and aging community.

Objective 3: Promote meaningful citizen participation in all aspects of local government so that residents are informed of and actively engage in emerging trends.

Objective 4: Encourage in-fill and adaptive re-use development to best utilize existing building stock and complement appropriate and existing neighboring land uses.

Objective 5: Encourage retention of long-term residents and attract a new generation of long-term residents.

Objective 6: Ensure that quality development complements established



community character and is environmentally responsive through land-use controls.

Objective 7: Update existing zoning and subdivision ordinances in order to encourage retention and enhancement of the community’s existing landscape.

Objective 8: Coordinate and mitigate transportation impacts which might be caused by local development and regional activity.

Objective 9: Enhance the transportation infrastructure to promote ease and safety for both vehicular and non-vehicular traffic.

Objective 10: Emphasize quality recreation and open space.

An Influential Decade

What shapes the Municipality's vitality? A number of things: its socio-economic conditions, trends in real estate, fiscal resources, development capacity, development policies, development character/conditions and public input.

Within the past decade, the national housing market and the national economy experienced a severe downturn, national unemployment has increased and remained stubbornly high and state budget constraints have further tightened.

At the time of this Community Vision update, the national economy appears to remain in a very slow recovery while government budget issues are largely unresolved, creating uncertainties.

Several Big Drivers

Murrysville continues to grow in size – new residents arrive each year, and new homes and businesses are constructed. Murrysville also continues to grow in the sophistication and efficiency of its services. External influences in development, regional projects and economic trends have triggered shifts in resident, business and municipal needs and decision-making.

As part of this Visioning effort, some of the most significant discussions about present and future influences have focused on trends in housing density and diversity, connectivity and culture.

Density and housing diversity

Historically, the Franklin Regional School District, along with the Municipality's larger residential lots, have been primary draws for its residents. As the community's population ages and maintains affluence, fewer families (in the traditional definition of the US Census) and children reside in households. This pattern is prevalent throughout the region and nation-wide. As such, demand is growing for higher density housing and rental-type units. It may be advantageous to consider discussing varying housing densities and/or products in the coming years.

Connectivity

For Southwestern Pennsylvania's 528 municipalities, connectivity is an on-going opportunity. Murrysville's access to Pittsburgh and Greensburg provides employment opportunities in nearby business centers. The adjacent convergence of the Pennsylvania Turnpike, Route 22 and I-376 (Parkway East) provide ready access to main transportation corridors. Within the Municipality, the community's system of interconnected trails continues to evolve with implementation of a region-wide walking and cycling trail.

Other Notable Trends

Socio-economic Conditions

Expanding 55 and older population

While the overall population of the Municipality remained relatively unchanged, Murrysville's residential population between 55 and 64 years of age has grown 31 percent between 2000 and 2010. This age group most commonly consists of smaller households (e.g., empty nesters or single persons) and has relatively higher discretionary income. The presence of an aging population will influence relationships and decisions regarding future land use and supporting services/amenities.

Stable student-aged population

In 2010, Franklin Regional School District provided basic educational services to 3,784 students (12 more students than the District's 2000 enrollment of 3,776 students). As fewer households in a maturing community have children, the Pennsylvania Department of Education's "Enrollment and Projections by School District" (January 2009) and the Franklin Regional School District's projections are anticipating a slow enrollment decline over the coming decade, this trend could influence resident housing choices and, in turn, zoning policies.

Increasing non-family households

Based on available population projections that examined community patterns between 2010 and 2015, the total number of households is anticipated to incur slight growth in Murrysville and exhibit modest

declines within the greater Pittsburgh metropolitan region. These findings suggest demand for new housing in Murrysville will be modest over the next 10 years or so. Non-family households (dwellings that include a householder living alone or with nonrelatives only) increased 12.4% in Murrysville between 2000 and 2010. This far outpaces non-family household formation in the surrounding primary market area (commonly referred to as the **PMA** or a 10-minute drive from Murrysville's primary commercial districts along Route 22) and the Pittsburgh metropolitan region over the same period. The growing influence of non-family households on local and regional markets is projected to remain strong with growing demand for smaller housing units, smaller lot sizes and supporting amenities (e.g. more dining out establishments).

12%

Increase of non-family households in the Municipality over the past decade

31%

Rate of growth in the past decade among Municipality residents 55 to 64 years of age

Increasing household income

Within a 10 minute drive of Murrysville, household income patterns have shifted in the past decade. Specifically, in 2000, about 33 out of every 100 households earned more than \$75,000 annually (in 2000 dollars). By 2010, this increased to an estimated 42 out of every 100 households – a 27 percent increase. The growth in upper income households is projected to rise through 2015, with about half of these same households projected to earn more than \$75,000 annually.

Despite the projected increase in these households, Murrysville and the surrounding area will remain solidly middle-class and, as such, will have strong demand for goods and services (including housing choices) reflective of these demographic patterns. Increases in household discretionary income bode well for current and future dining and specialty retail establishments.

Real Estate Market Trends***Home ownership versus renting***

In contrast to other portions of the Pittsburgh metropolitan area, Murrysville and its surrounding communities have experienced flat apartment inventory growth over the past five years. As rental unit demand picks up in coming years, rental rates on existing units will rise

2/3 to 3/4 fewer

The 2011-2012 average annual amount of new housing units proposed in Murrysville compared to 2008 (prior to the severe national housing downturn)

correspondingly. Those investing in home ownership versus renting may have different perspectives on what community amenities and activities are attractive.

Increasing demand for higher density and rental housing

Trends from 2000 to 2010 show a relatively strong increase (nearly 20% greater than the previous decade) in the share of renter-occupied housing units in Murrysville. The share of renter-occupied units within a 10-minute drive of Murrysville and the Pittsburgh metropolitan area has flattened and declined, respectively, over the same period. Through 2015, these trends are anticipated to continue.

Over saturation in the office sector and large-format retail

While increased non-medical office space demand is projected for the Pittsburgh metropolitan area, this market remains weak for communities east of Pittsburgh. As the economy recovers, demand will likely increase for Downtown Pittsburgh before it would for east suburban communities. National trends, along with local socio-economic characteristics, indicate the potential for increased demand for medical office space, signifying a niche market which may do well in Murrysville.

Similarly, reinvestment in existing large-scale retail prospective development is more likely to occur prior to new construction. Big box retail (e.g. retailers such as Marshall's, Kohl's, Target, Walmart, etc.) - a retail category which has struggled over the past five years because of economics, the growth in on-line shopping and changing demographics is anticipated to continue.

OVER THE HORIZON

Given the anticipated retail markets, re-use development and build-to-suit offices are likely to be more attractive than speculative, new development or large scale retail centers.

Potential growth area in restaurant and small-scale specialty retail

Based on 2010 US Census's Consumer Expenditure Survey (CES) data, an evaluation of average annual household spending on a range of goods and services identifies spending for dining out and entertainment/recreation of particular relevance in Murrysville. Within the Municipality, there is a relatively large and increasing share of households having higher disposable incomes. As of 2010, residents of Murrysville households spent 33 percent more on dining out and 35 percent more on entertainment and recreation than residents of households within the Pittsburgh metropolitan area. This fact is particularly attractive to investors in new retail and entertainment venues.

33-35% more

Average Murrysville household spending on dining out, entertainment and recreation compared to average household in the Pittsburgh Metropolitan Area

Types of jobs/employment opportunities

On average, 5,248 primary jobs in the three leading white-collar industries were added annually (2005-2009) in the Pittsburgh metropolitan area. These industries include health care; education; and professional, scientific, and technical services. These industries' growth is expected to continue in coming years. This growth will significantly influence land in Murrysville (e.g., new professional offices and medical buildings). Over the next 5 years, there is an annual 3.4 % projected growth in employment for professional, scientific, and technical services in the Pittsburgh metropolitan area. This industry also employs relatively high wage and salaried workers – a trend which bodes favorably for Murrysville.

Fiscal Resources

Municipal taxes

The Municipality has established a track record of being fiscally prudent while delivering high quality services. In doing so, the municipal administration has prioritized and balanced projects and efforts to keep the average annual tax rates associated with Municipal services stable for many years.

Fiscal Health Analysis 2001-2011

Concurrent to the comprehensive planning process, the Municipality of Murrysville conducted an analysis to understand fiscal trends in the general fund and operating fund. Community needs indicators were studied for the same time period to understand what has happened between 2001 and 2011, what may continue to happen in the future and how these trends may impact the community's fiscal health. This is an incredibly valuable tool in understanding trends and planning for fiscal responsibility. A summary of the trends includes:

Community Needs

Population growth is a positive trend. Even though growth has slowed in recent years, there is still a strong increase compared to the City of Pittsburgh and Westmoreland County, where population has been declining. Murrysville's aging population is a negative trend because, as the population gets older, there is less of a tax base for the Earned Income taxes to generate revenues. Median household income, which has increased, is a positive trend for the Municipality. Residential values have decreased by 50% during the study period, which is a neutral trend and should be monitored in the future.

General Fund Fiscal Indicators

General Fund revenues have increased every year although revenues per capita have fluctuated and dropped due to a reallocation of millage. In 2009, millage was reallocated among the General Fund, the Library, Medic One and capital projects. Until then, the Real Estate Tax had increased every year, although it had not kept up with inflation. Earned Income Tax is a positive trend for the Municipality; it has increased every year, is increasing at a steady pace and should continue to increase.

Budgeted Revenues are a positive trend because every year, the Budgeted Revenues have been fairly close to actual revenues. It shows that the budget planning process is successful.

General Fund Expenditures are growing at a faster rate than the population. This is a potential negative trend for the Municipality. Expenditures are also growing at a faster rate than revenues, although revenues have remained consistently higher than expenditures between 2001 and 2011.

Major Tax Revenues

Real Estate and Earned Income Taxes make up a major portion of the Municipality's revenues. Even though real estate taxes have increased, they are not keeping up with the rate of inflation and should be monitored to see if the trend continues

in the future. Earned Income increased nearly every year during the study period, which was a positive trend. Assessed Valuation has increased 17% during the study period, which is a positive trend. The percentage of uncollected taxes was below three percent (industry benchmark) in nearly all of the study years and is a positive trend.

Gross Operating Fund

Gross Operating Fund includes the General Fund (previously discussed), Capital Reserve, Debt Service, Recreation, Hydrant Tax, Police Forfeiture, State Highway Aid and Special Purpose.

Gross operating revenues have increased at a steady pace. Most variations are due to the one-time funds received for capital projects. Gross operating expenses are a neutral trend because, even though expenditures are increasing, the Municipality received "turn back money" for a number of recent projects, which would not otherwise have been done.

Fixed costs are difficult to eliminate and more than half of the gross operating expenditures are fixed costs every year. Fixed costs increased 60% during the study period and represent a negative trend for the Municipality. From 2001 to 2011, total municipal employees have decreased by 7%, reducing fixed costs for salaries and creating a positive trend. Fringe benefits have increased, but only by a small amount.

Annually, revenues exceeded expenditures by almost one million dollars except for 2009. This is a positive factor, but expenditures are growing faster than revenues. This is largely due to money from the capital reserve, grants and loans being used to do capital projects.

Liquidity (cash on hand) was positive from 2004 to 2008, although municipal debt is increasing and could signal a negative trend. However, debt service (principal and interest on bonded long-term debt) stayed between 3% and 7% during the study period. The unfunded liability of the two Municipal pension plans has stayed constant and is a positive trend. Maintenance effort (expenses) for Municipal assets are positive because they have stayed constant and indicate that the assets are not deteriorating. Decreasing capital outlay for operating equipment for more than three years could mean that needs are being deferred and consideration for this trend will need to remain closely monitored.

OVER THE HORIZON

Property taxes

The Municipality's 2012 real property assessed value was \$322,259,520. This value is a slight increase from the 2011 value of (\$320,536,800). The 2013 assessed value grew 0.8% to \$324,833,870. Real estate tax is one of the Municipality's most important sources of revenue accounting for 29% of total revenue.

Municipal costs and revenues per capita

During the past decade, municipal expenditures per capita have remained approximately equivalent to the change in the national Consumer Price Index (2.8% increase annually). The Municipality has also been able to maintain a balance in its reserve funds to cover any unforeseen major capital expenditures.

School District financial commitments

In recent years, the general allocation of Murrysville property owners' real estate taxes equate to the following: approximately 72% to Franklin Regional School District, 18% to the County and 10% to the Municipality. It remains important for the Franklin Regional School District to correlate capital, salary and benefit costs and staffing levels with its changing student population, so revenue and expenses can be adjusted gradually, thereby minimizing unanticipated spikes.

Development Policies and Conditions

Developable land in the Municipality

Through the evaluation of the current land use patterns and topography, approximately 10,500 acres may be available for future development. Slightly

more than 30% of that acreage has some aspect of environmental sensitivity (steep slopes, floodplains, wetlands, etc.).

Approximately 5,200 acres of land remains available for development when subtracting environmentally sensitive lands and parcels of less than 5 acres. How this property is developed will influence the community's overall character, as well as the extent and cost of services needed for an expanded population.

Impacts of zoning requirements

The pace of development in the Municipality has fluctuated over the past 10 years – some years with sizeable development, others with very limited construction. Likely development scenarios indicate that up to 2,700 additional dwelling units could be constructed in the foreseeable future. However, the current infrastructure would need significant upgrades with a commensurate increase in tax rates. Further, the pace and location of future development could influence the efficiency and delivery of services needed for an expanding population.

Energy resources

Over the years Murrysville aimed to prudently plan for energy resource management in accordance with the legislation of the Commonwealth, as well as relevant legal decisions. In recent years, the issue of unconventional drilling for natural gas resources has come to the forefront in the Commonwealth, as well as within the Municipality. The Pennsylvania Supreme Court has recently ruled that Pennsylvania municipalities have the right, under the provisions of the Pennsylvania Municipalities Code (MPC) to use their

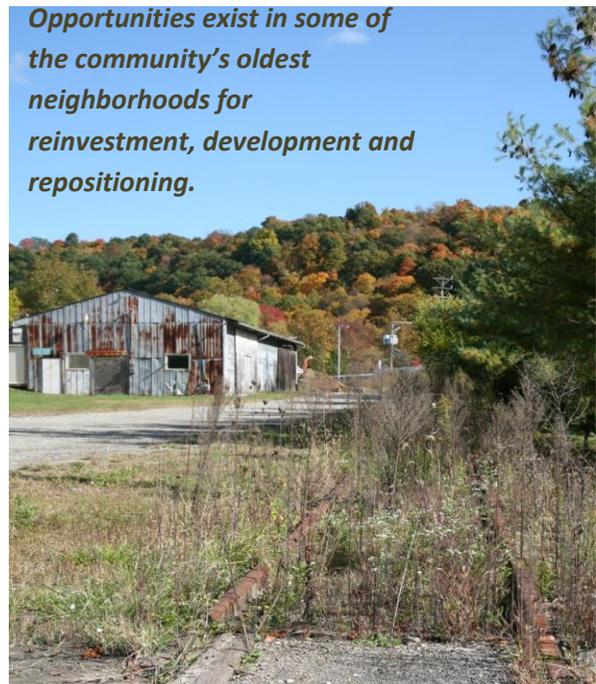
Comprehensive Plan and their zoning powers to regulate the location of oil and gas drilling well sites, as well as establish standards to protect the public health and safety under the provisions of the Pennsylvania Constitution's Environmental Rights Amendment. Accordingly, the Municipality needs to review its current zoning regulations on oil and gas drilling to assure, as a primary objective, that the public health, safety and welfare is protected to the maximum extent possible through its authority under Pennsylvania law. Further, the Municipality shall strive to keep an ongoing dialogue with neighboring communities in an attempt to have regional cohesiveness in the preservation of the environment and the development of energy resources.

Age of neighborhoods

The construction of neighborhoods throughout the Municipality has been ongoing since the community's original settlement. Approximately 10% of the community's housing stock has been constructed in the past 30 years. However, nearly 40% of the construction occurred between 1950 and 1980. As potential and current residents consider a home purchase within the Municipality, several factors are likely to shape their decisions. These factors include the condition and features of the housing along with overall neighborhood character. These factors will influence buyers when choosing to invest in an older residence with the possibility of renovation or to seek newer stock which already includes more modern amenities.

A decade of development

Between 2001 and 2011, the Municipality has approved more than 650 new building lots, 82 new nonresidential construction projects and more than 730 dwelling units have been constructed in this same period.



While development pace has fluctuated locally and nationally, the Municipality has

grown at an average of 8 nonresidential developments and 73 dwelling units annually over the past decade. Densities and locations of future development will impact the costs of services needed for an expanding population.

Public Impressions

The Community Vision is the result of many ideas. The review committee's monthly discussions were complemented with a series of stakeholder/focus group interviews and public meetings. The Municipality's website blog hosted information about the plan and solicited

OVER THE HORIZON

input. A brief summary of focus group members' feedback and thoughts includes:

1. Residents in the Murrysville area tend to live within the same house for a long time (e.g. 35 to 40 years).
2. Light industrial development should be focused in areas which would not negatively impact other land-uses (e.g., residential and office).
3. Strong support/demand remains for more retail in Murrysville. The Blue Spruce mixed-use retail project is expected to satisfy some of this demand; there is favorable support for this type of development.
4. Many of the older subdivisions in Murrysville will likely remain over the long-term but require rehabilitation for those neighborhoods exhibiting evidence of disrepair and aging housing stock. New development may occur outside of existing subdivisions (e.g., areas with convenient access to existing roads, utilities and commercial services).
5. In the context of discussing national and regional trends of growing demand for smaller housing units by non-family households, participants believe there is a growing demand in Murrysville among this demographic for both smaller and larger housing units.
6. Real estate professionals that participated in focus group discussions agreed there is a growing demand for multi-family rental units in the Murrysville area. They also pointed out that there are relatively few such units available in the area today.
7. The concept of development density and how the community should approach it has varying preferences.

8. The Municipality has several long-standing appealing/attractive elements including:
 - a. Quality Schools
 - b. Safety/security
 - c. Green Space
9. Overall, opportunities to do things have significantly expanded over the past decade. In some cases, the sense of community in Murrysville is shifting (more turnover / less engagement in overall activities designed to build community). Some service organizations are struggling to attract new members and to keep the members they do have.

Character and sense of community

With years of continuing growth, the community's rural identity has, in part, waned. However, as expressed by a majority of the community members participating in the Vision Plan, Murrysville is best characterized by its larger residential lot sizes and retention of many of the community's wooded hillsides and valleys, enabling the Municipality to retain its sense of "green."

Along with changes in the residential landscape, changes to the base of non-residential development and employment opportunities have occurred. More commercial development exists in the community today. However, some of the former larger companies (e.g. Westinghouse) employing Murrysville residents were influential in creating a tightly-knit sense of community. The way in which future residents can experience a genuine sense of community in Murrysville will shape residents' quality of life and their desire to make further investments of time and talents within the Municipality.

LOOKING AHEAD

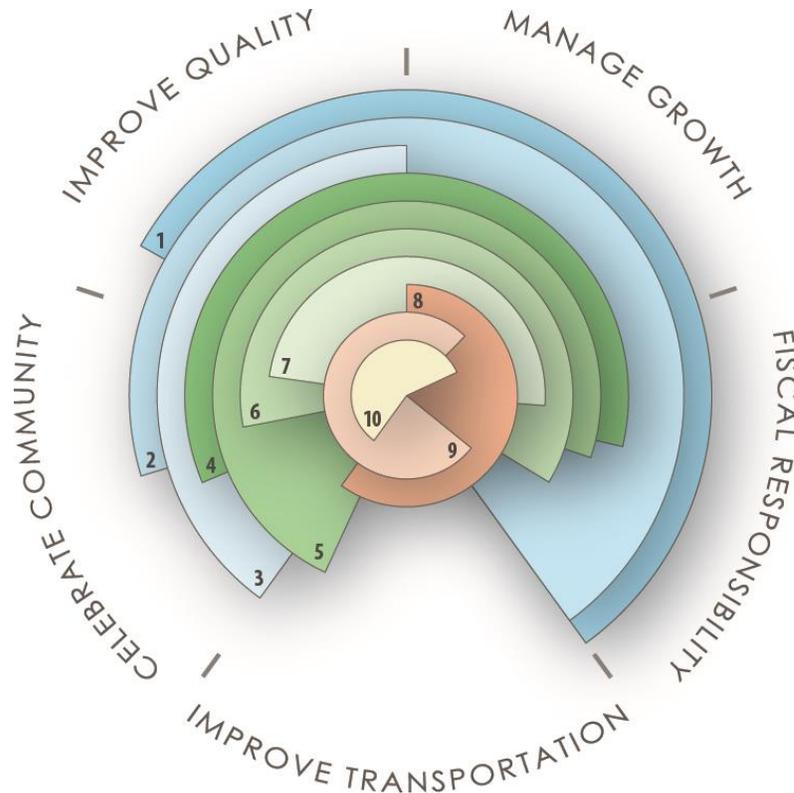


Overview

From the goals and objectives, the Community Vision’s ideas for the future come together. The recommendations within this Community Vision aim to produce positive results for the overall Murrysville community, while being straightforward and cost effective.

Central themes to meet these recommendations include local government and services, land use and housing, transportation, civic resources and amenities.

relate to one another. The Community Vision’s five goals are captured in the perimeter of words below. Each of the 10 objectives is assigned its own “ring.” As you can see, most objectives relate to multiple goals. On the following pages, you can see how each of the Community Vision’s recommendations relates to these all important objectives.



It is important to recognize that each of the goals and objectives in Part I

LOOKING AHEAD

Local Government and Services

The Municipality seeks to provide its residents and businesses with high quality services while maintaining fiscal responsibility. Balancing investments of time and resources as part of delivering improvements and programs to the public are critical in determining how the Municipality will operate in the future.

Murrysville's leaders and staff are committed to delivering cost effective services. As identified through the comprehensive planning process, the Municipality is dedicated to further enhancing communication and cooperation in order to successfully implement the Vision's recommendations.

As part of delivering Murrysville's Vision for improving local government and services, the Municipality has identified three objectives to address continued community distinction. These objectives are covered in detail on the following pages.



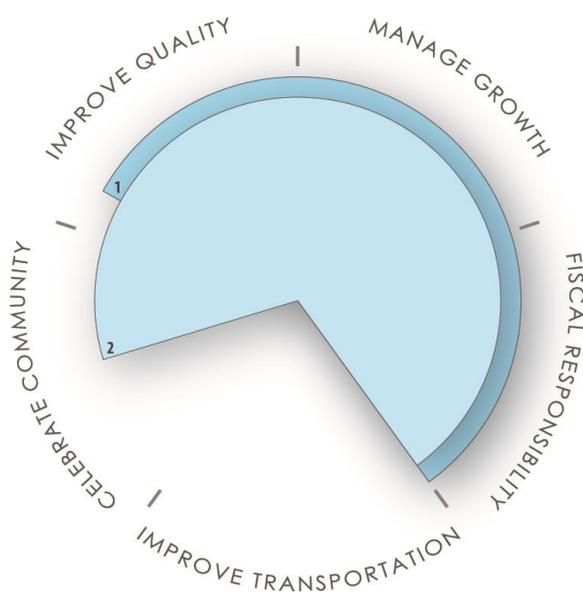
Local Government and Services Objectives

Objective 1: Position and “promote” Murrysville as a dynamic community that protects, preserves, enhances and balances environmental, economic, social, cultural and aesthetic values.

Objective 2: Support appropriate public services and facilities necessary to meet the needs of a growing and aging community.

Recommendations

- Annually review and report to Council on the progress in implementing the Municipality’s Vision
- Outline recommended upcoming actions within the annual review report
- Work with Municipal Boards and Commissions to promote their inclusion in implementation of the goals and objectives
- Work with public water and sewer providers to time and align system extensions within areas of population growth
- Continue striving for increased material and service procurement efficiencies in cooperation with other regional entities
- Align public safety and public works personnel and equipment levels with population changes as needed
- Continue support to improve current recycling efforts and setting annual goals for increased participation/volume



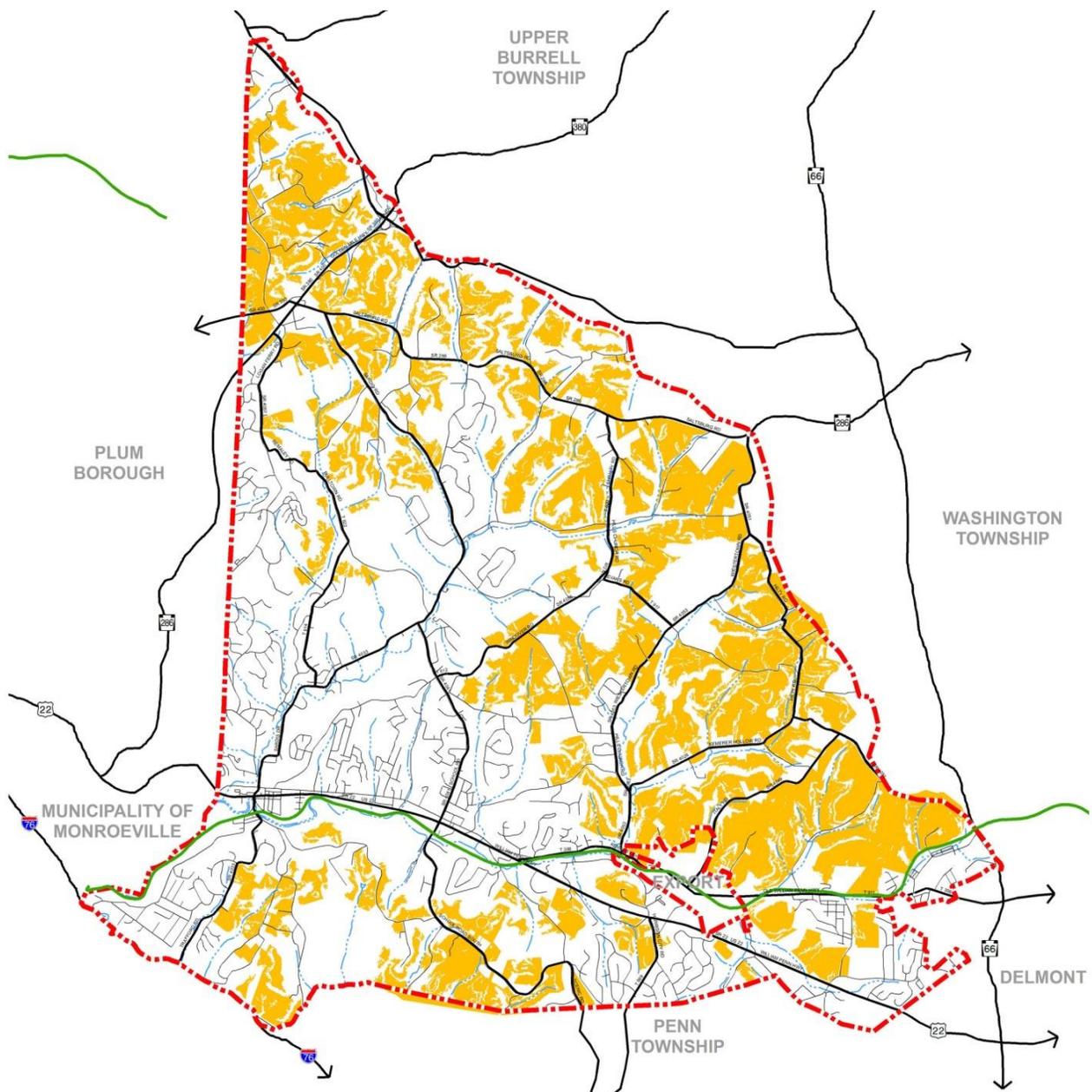
LOOKING AHEAD

Infrastructure Planning:

Generally Anticipated Timeframes

Based upon strategic planning targets for infrastructure expansion, several areas of future growth could be supported in the coming decades. As illustrated below, areas of land (shaded) could host development in the future.

How and/or when infrastructure expansion could occur in the next several years to service these areas will be important collaborative discussions.



Local Government and Service Objectives

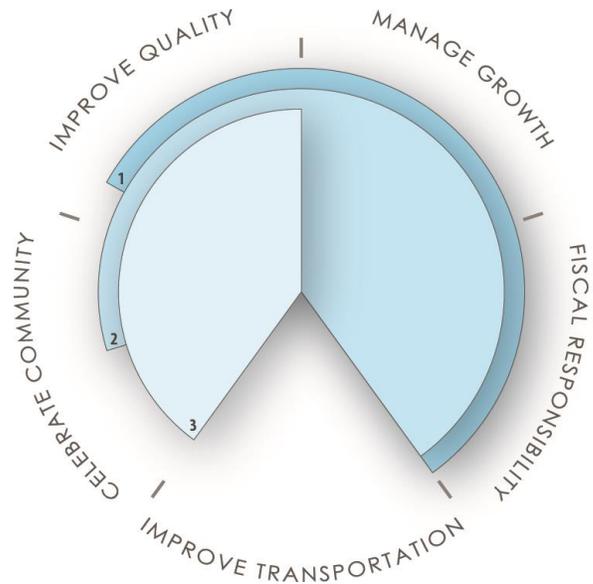
Objective 3: Promote meaningful citizen participation in all aspects of local government so that residents are informed of and actively engaged in emerging trends.

Recommendations

- Outline and implement a coordinated communications strategy and publish up-to-date opportunities for involvement in public and quasi-public groups' activities; use a variety of electronic and print media to raise awareness of opportunities in which people can volunteer/stay involved
- Conduct periodic information get-togethers (e.g. informational breakfasts) with interested stakeholders to share insights and observations of current and emerging trends within development, education, employment and other relevant community/regional patterns. Consider and respond to relevant planning policy impacts as appropriate
- Continually evaluate the role of the Municipality in providing administrative/public works support within a community-wide integrated system of volunteers
- Promote local government involvement with a community development corporation to serve existing businesses and seek new businesses that would complement development that currently exists.
- Develop Murrysville's quality-of-life campaign that highlights the opportunities and benefits of residing/conducting business in the Municipality. Customize messages to

the wide range of age groups, households and levels of businesses that may consider the Municipality for a future home and/or that may remain within the community as part of transitioning from one stage of life to another

- Organize and expand opportunities for collaboration with Franklin Regional School District to energize the community's youth in becoming and staying involved in municipally sponsored/offered activities
- Expand Community Day to include event-specific recognition of the extensive network of volunteers and their associated annual achievements





Land Use and Housing

In meeting the objectives of the Vision into the coming decade, land use and housing remains an important aspect of community discussion and action. For Murrysville, upholding quality within the community's character is not just a generic planning concept; in the Municipality, it is a valued frame of mind in context of a long-standing tradition of community distinction.

Over the course of the next 10 years, the Municipality seeks to encourage continued housing/neighborhood stability, be cognizant of impacts on land and natural resources and encourage development of properly placed commercial, industrial and mixed use opportunities. Diversity in the Municipality's tax base has been proven to be a prudent approach to Murrysville's fiscal management.

In delivering a plan for land use and housing, the Municipality has identified objectives to encourage continued quality development, an influx of future

generations of long-term residents and coordinated community ordinances.

The community's demographic patterns will shape land use-related discussions in the coming decade. These socio-economic patterns will also shape what housing products and other development ideas are realized.

Based on US Census findings, as the country's population changes, so are its real estate preferences. These lifestyle changes have significant implications for suburban development. For the first time, there are more single-person households (26.4 percent) than married-couple-with children households. The groups growing the fastest, people in their mid-20s and empty nesters in their 50s, are the groups most likely to look for an alternative to low-density, single family housing. (ULI, *High Density Development, Myth and Fact*, 2005)

Land Use and Housing Objectives

Objective 4: Encourage in-fill and adaptive re-use development to best utilize existing building stock and complement appropriate and existing neighboring land uses.

Recommendations

- Encourage the development of south Murrysville as a safe pedestrian oriented mixed use area while preserving the existing residential core. Support maintenance of the historical landmarks (People's Gas "company homes", Murrysville Community Center, etc.) and development of parcels outside the residential core with low impact mixed use development.
- Develop a strategy to obtain property within the designated Pedestrian District for use as parking lots.

Objective 5: Encourage retention of long-term residents and attract a new generation of long-term residents.

Recommendations

- Prepare a housing strategy that reflects existing residential development characteristics and supports housing that is:
 - Sustainable, well-designed and barrier-free
 - In character with the surrounding neighborhood
 - Strategically located to complement public safety, public works, infrastructure and transportation system capacities
- Work with non-government stakeholders in jointly preparing and sharing data that addresses myths and facts associated with housing densities
- Pursue strategies that:
 - Are geared to attract new families to fill existing available/upcoming housing stock
 - Outline advantages for long-term residents to remain in the community
 - Encourage homeownership throughout the community, especially within traditional, single-family neighborhoods

Myth versus Fact

Myth: Higher-density development overburdens public schools and other public services and requires more infrastructure support systems.

Fact: The nature of who lives in higher-density housing – fewer families with children- puts less demand on schools and other public services than low-density housing. Moreover, the compact nature of higher-density development requires less extensive infrastructure to support it.

-Urban Land Institute, *Higher Density Housing Myth Versus Fact*, 2005

LOOKING AHEAD

Land Use and Housing Objectives

Objective 6: Ensure that quality development complements established community character and is environmentally responsive through land-use controls.

Recommendations

- Promote the strongest standards of education, school safety and school recreation as part of continuing the community's "stand-out" identity
- Encourage the continuation of lands and locations for locally cultivated agriculture and its economy
- Encourage development of and reinvestment in commercial, light industrial and business parks along major corridors in non-residential areas
- Outline talking points for property owners and renters in primarily single family, owner-occupied neighborhoods regarding the significance and impact of property maintenance to the community as a whole
- Develop a straight forward Property Maintenance Code for all neighborhoods
- Promote continued cooperation with other municipalities, school districts and agencies in the region whenever possible to address major issues related to housing
- Outline criteria and create an evaluation worksheet related to code enforcement; increase dedication to enforcement
- Evaluate the applicability of creating a community architectural review board for non-residential properties; pursue as warranted

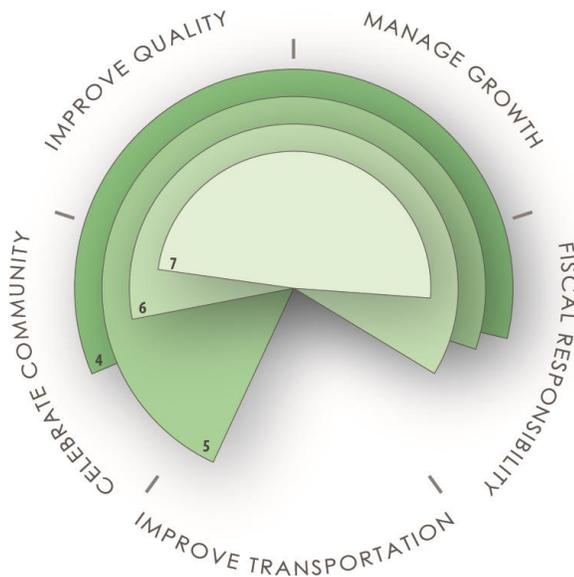


Land Use and Housing Objectives

Objective 7: Update existing zoning and subdivision ordinances in order to encourage retention and enhancement of the community’s existing landscape.

Recommendations

- Explore the potential benefits and feasibility of permitting mixed land uses and higher density (e.g. 8 units/acre) in conjunction with coordinated, accessible open space in south Murrysville to promote professional business growth



- Annually review ordinances regulating gas and oil development to insure they meet current case law and protect the health, safety and welfare of the community.
- Continue to support zoning provisions as applicable that concentrate commercial and residential development in the areas where they already exist and in those areas where the land meets these specific uses
- Monitor the applicability of Ordinance measures pertaining to the evolution of development along Old William Penn Highway in the context of the Pedestrian District concept
- Prepare a Specific Area Concept for South Murrysville and support collaboration with the private sector for its implementation
- Refine zoning criteria (e.g. buffering, reuse) for the south side of Old William Penn Highway
- Encourage innovative construction practices for major new buildings to use less energy and help offset their resource demands
- Evaluate the Business District and Mixed Use zoning classifications to determine if they adequately meet the needs of the community
- Assess the implications of future light industrial and business park development uses and associated accessibility issues along Routes 22, 380 and 286

LOOKING AHEAD

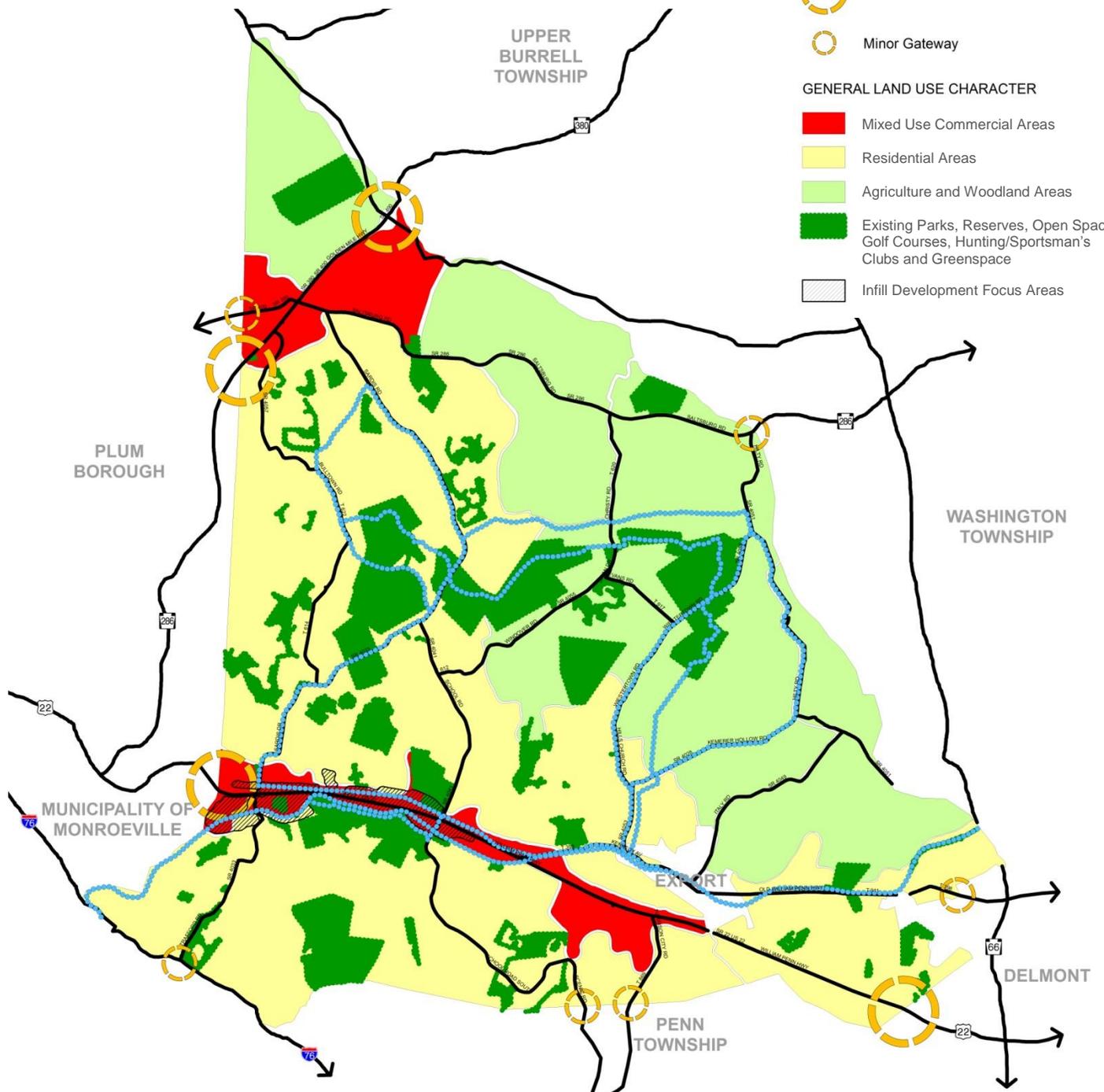
Land Use and Housing Planning: General Land Use Designations and Potential In-fill Development Areas

LEGEND

- Roads
- Trail Corridor
- Major Gateway
- Minor Gateway

GENERAL LAND USE CHARACTER

- Mixed Use Commercial Areas
- Residential Areas
- Agriculture and Woodland Areas
- Existing Parks, Reserves, Open Space, Golf Courses, Hunting/Sportsman's Clubs and Greenspace
- Infill Development Focus Areas



Transportation

The community's transportation system continues to play a significant role in the Municipality's future. With specific annual funding allocated to road maintenance, the focus of future enhancements will be on projects that benefit safety or improve intersections for capacity and function where appropriate. In addition, the potential for expanding the system of trails within Murrysville continues to gain momentum.

The community developed trail plan provides a framework for consideration of partnerships among the public and private sectors. In delivering a plan for **transportation**, the Municipality has identified two objectives on the following page.

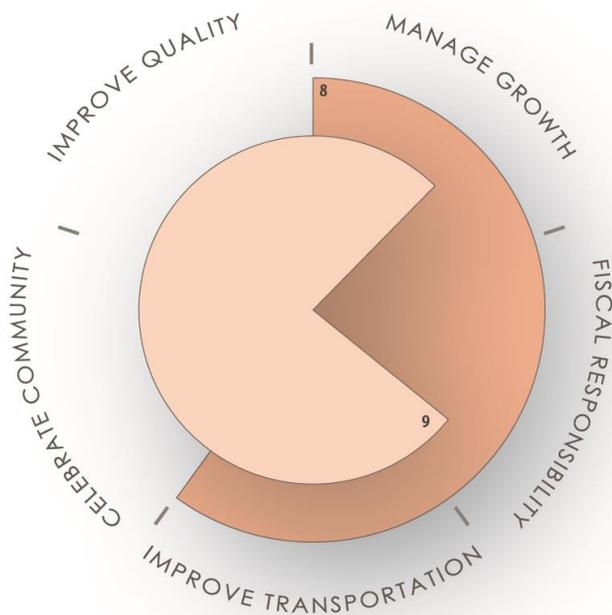
LOOKING AHEAD

Transportation Objectives

Objective 8: Coordinate and mitigate transportation impacts which might be caused by local development and regional activity.

Recommendations

- Analyze and amend transportation impact fee legislation as appropriate based upon future growth scenarios and assessment of municipal costs
- Prioritize and pursue transportation network projects to improve overall safety, efficiency and alignment on Murrysville roads



Objective 9: Enhance the transportation infrastructure to promote ease and safety for both vehicular and non-vehicular traffic.

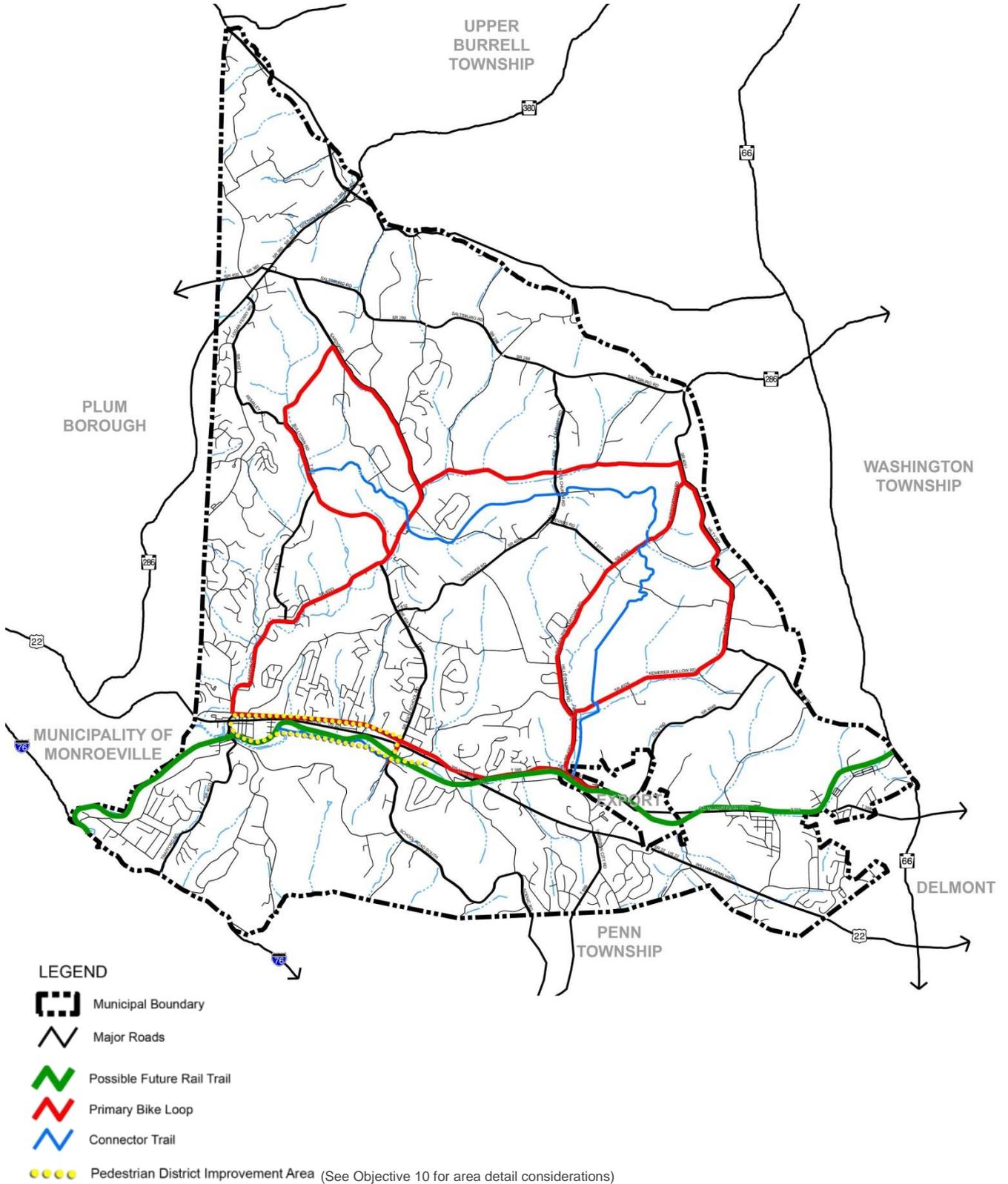
Recommendations

- Continue working with Westmoreland County and local stakeholders to realize rail-to-trail implementation and

complementing tie-ins and/or buffering of surrounding land uses

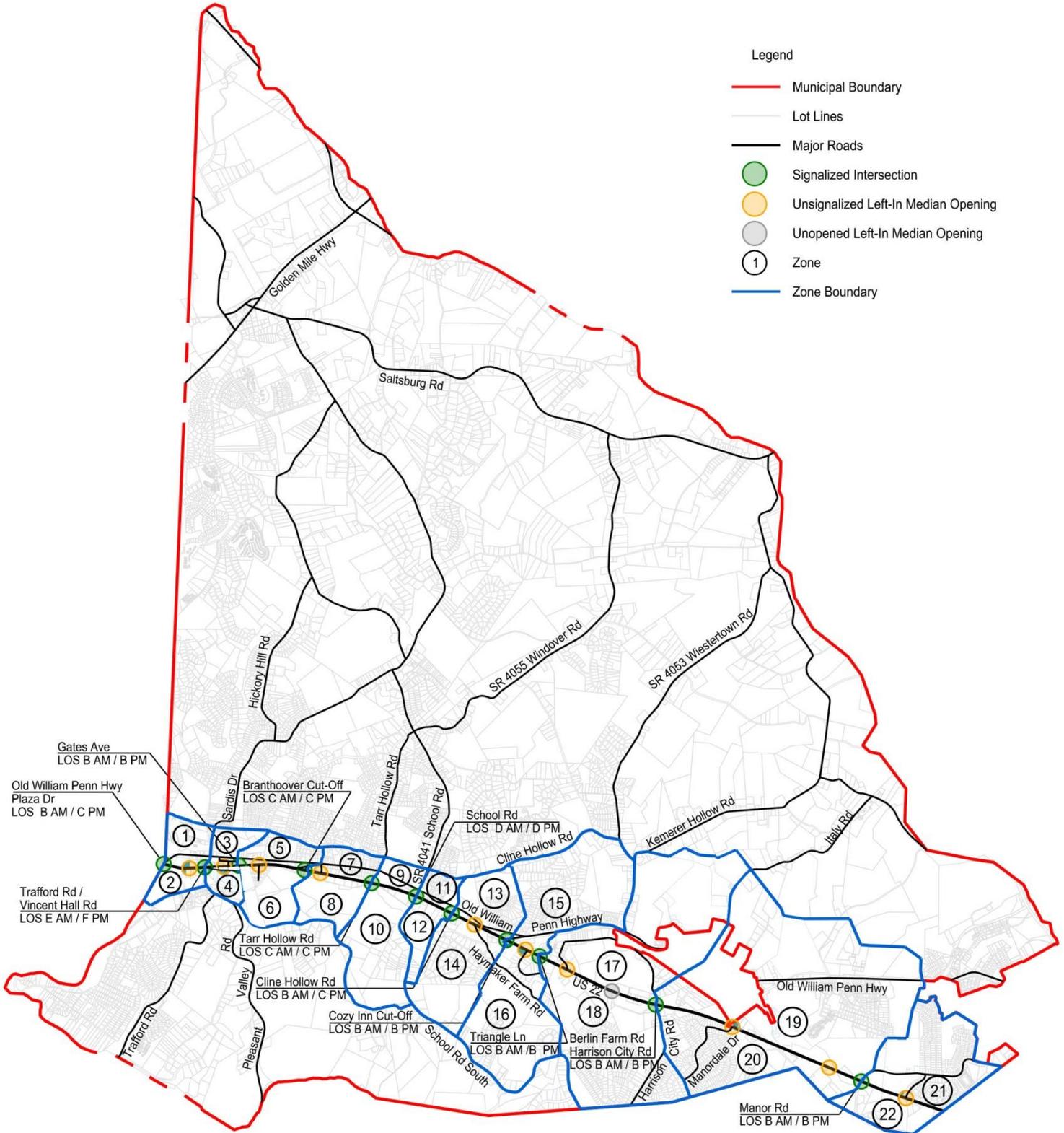
- Promote programs and projects which provide for the efficient movement of traffic along Route 22.
- Coordinate with community and regional organizations as applicable regarding the extent and pursuit of potential funding avenues for trail and sidewalk improvements
- Initiate a cooperative effort with the Westmoreland County Transit Authority in surveying, evaluating and proactively enhancing commuter opportunities, parking and infrastructure; encourage public/private partnerships/parking where applicable
- Identify feasible pedestrian and bike crossing locations from Old William Penn Highway across Route 22 to the Pedestrian District and future rails to trails area
- Identify funding, designate and implement key on-road bike routes to establish the community's formal "baseline" of a bicycling network as outlined in the Murrysville Trails Plan
- Evaluate the applicability of a designated Pedestrian District Overlay to coordinate and expand sidewalk and trail connectivity within the community core (see also Recreation and Open Space Objective 10)
- Pursue implementation of other portions of the community's expanding pedestrian network as resources allow
- Evaluate regulating vehicles in excess of 22,000 pounds on Old William Penn Highway between Cline Hollow and Gates Avenue

**Transportation Planning:
Potential Components of the
Community's Official Map**



LOOKING AHEAD

Transportation Planning: Potential Considerations for Future Evaluation



Murrysville has an extensive transportation network outside of the Route 22 corridor. The Municipality owns 143.93 miles of road (per the PennDOT Type 5 map, revised 10-31-12). Out of that length, an estimated 72.91 miles (51%) consist of through roads, and the remaining estimated 71.02 miles (49%) consist of roads in subdivisions, cul-de-sacs, etc. Therefore, approximately 51 percent of Murrysville’s roads are through streets. An additional 33.78 miles of roads in Murrysville are on the state highway system.

Beyond the Plan’s 10-year timeframe, additional development opportunities may be realized. The Municipality may need to consider a range of transportation improvements resulting from continued growth in the coming decades. **A sampling of potential changes for future evaluation (noted on the corresponding map and below) includes the following:**

- Zone 1: Mitigate traffic impacts at intersections and create a connection to Old William Penn Highway if required
- Zone 2: Mitigate traffic impacts at intersections as required. Construct an access road, including a bridge, if connection to Trafford Road is required
- Zone 3: Mitigate traffic impacts at intersections as required
- Zone 4: Widen Reed Boulevard as required. If development requires a connection to Trafford Road, construct an access road including a railroad crossing and a bridge over Turtle Creek

- Zone 5: Realign Old William Penn Highway and Branthoover Cut-Off intersection
- Zone 6: Construct an access road to US 22 if required, including a bridge, railroad crossing and a median break. Upgrade local roads
- Zone 7: Upgrade intersections along US 22 and Old William Penn Highway if mitigation is required
- Zone 8: Add median break opposite intersection not signalized (Andrews Drive) if additional access is needed. Add an access road to realigned Tarr Hollow Road intersection
- Zone 9: Upgrade local roads and create a break in the US 22 median if required
- Zone 10: Construct an access road to School Road or realign the Tarr Hollow Road intersection with US 22 to connect to proposed development to the south. Upgrade School Road as required

Gateways

In addition to the recommendations outlined for the Route 22 gateways, there are opportunities to develop minor gateways in association with other transportation improvements by partnering with adjacent municipalities to create site-specific solutions. Specifically, the following minor gateways should be addressed as development drives transportation improvements along the borders with:

- Plum Borough
- Washington Township
- Upper Burrell
- Penn Township
- Delmont
- Export

LOOKING AHEAD

Zone 11: Upgrade local roads as required

Zone 12: Upgrade local roads as required.
An access road may be required,
connecting to US 22 in Zone 14

Zone 13: Realign the intersection of Old
William Penn Highway and Cozy
Inn Cut-Off and upgrade local roads
as required

Zone 14: Upgrade Haymaker Farm Road as
required or construct an access road
to connect to the Cozy Inn Cut-Off
intersection to connect to new
development

Zone 15: Upgrade local roads as required

Zone 16: Construct an access road to the
Cozy Inn Cut-Off signalized
intersection, including a bridge over
Turtle Creek and a railroad
crossing if required, to improve
access for new development in this
zone

Zone 17: Construct a median break between
intersections not signalized, and
consider a new or upgraded facility
to connect to US 22 in Zone 17 or
19 if required for development

Zone 18: Connect development to the
unused median opening; upgrade
local roads as required

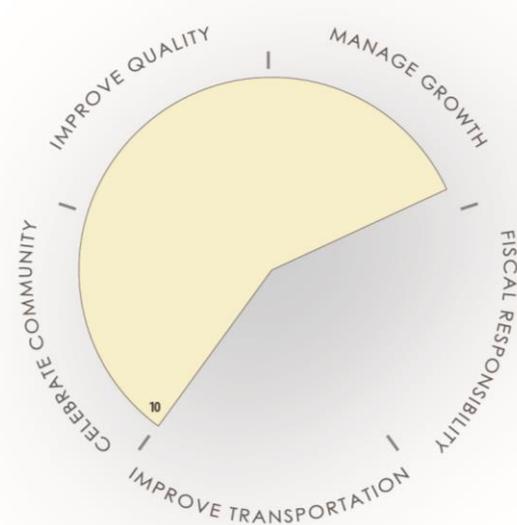
Zone 19: Construct a median break between
intersections not signalized if
needed. Consider a new or upgraded
facility to connect to US 22 in Zone
17 or 19

Zone 20: Construct a median break between
the existing intersections not
currently signalized if needed and
upgrade local roads as required

Zone 21 and 22: Upgrade local roads as
required

Recreation and Open Space

The Municipality’s recent related planning efforts for the management of its resources are an interwoven part of everyday land use, transportation and public services planning.



Objective 10:

Emphasize quality recreation and open space.

Recommendations

- Continue the implementation of Murrysville’s 2011 Comprehensive Parks, Recreation and Open Space Plan
- Collaborate with stakeholders of the Turtle Creek Greenway to realize the expansion of this regional asset
- Identify and formalize policies associated with ways in which existing and future civic space becomes 1) integral with development and 2) accessible to the community’s overall pedestrian network
- Continue to support volunteer efforts (Friends of Murrysville Parks, Westmoreland Conservancy, Murrysville Trails Committee, etc.) in maintaining the Municipality’s parks and open space.

Connectivity and Recreation Planning: Pedestrian District Concept

The Pedestrian District Concept aims to frame areas of opportunity for greater connectivity between businesses, surrounding neighborhoods and existing centralized locally and regionally oriented recreation resources.



Regional Relationships and Compatibility

The Municipality of Murrysville is located in Westmoreland County. It is bordered to the north by Upper Burrell and Washington Township, to the east by Delmont Borough and Salem Township and to the south by Penn Township. Allegheny County lies to the west. This Community Vision is compatible with the Westmoreland County Comprehensive Plan adopted in 2005. It is also compatible with the Comprehensive Plan for neighboring Allegheny County, *Allegheny Places*, adopted in 2008. This Community Vision is compatible with neighboring communities' existing land uses and planned land uses as laid out in their Comprehensive Plans.

Westmoreland County

- **Upper Burrell Township**
- **Washington Township**
- **Salem Township**
- **Delmont Borough**
- **Penn Township (Comprehensive Plan adopted in 2005)**
- **Export Borough**

Allegheny County

- **Municipality of Monroeville (Comprehensive Plan adopted in 2005)**
- **Plum Borough (Comprehensive Plan adopted in 2012)**

Coming Together

The following Action Plan summarizes the ideas for implementation. This Action Plan is the result of public input, collaboration with Municipal staff and input from elected officials. In understanding the recommendations in context of their objectives (and goals), the community's action plan table reinforces each action. The timeframe for implementation and the lead are all factors unique to each recommendation.

While a municipal department, board or leadership will take the lead in implementing each recommendation, there are others in the municipality who can contribute to the completion of the task or who will need to support the completion of the task. Additionally, outside agencies, neighboring municipalities, county and state governmental organizations, as well

as others, could partner with Murrysville in the completion of the tasks. Volunteerism will be another important component in implementing this plan.

To implement complex projects, the cooperation and collaboration of many will most likely be needed. Each project, policy and action will require the commitment and cooperation of civic leaders, authorities, residents, institutions and businesses. Complex projects also will typically have a high level of direct involvement with elected leaders and the Municipality's staff. Smaller-scale projects should be initiated by community leaders but may be supported by volunteers. The manner in which the community's volunteers become engaged in and remain aware of opportunities will be critical to the success of implementing the Community Vision's actions.

LOOKING AHEAD

A range of timeframes is associated with the Community Vision's actions:

- Immediate – within 1 to 3 years
- Short-term – within 3-5 years
- Long-term – within 5-10 years
- On-going – multiple instances of action anticipated over the course of the Plan's life

With numerous ideas to explore throughout the next decade, the Vision's targets for immediate action include the following:

A. Maintain, support and continue to improve current recycling efforts setting annual goals for increased participation/volume

Mass collection of recycling continues to be an increasing success for the Municipality. Annually renewed targets for greater collection provide the Municipality's residents with benchmarks for improving the sustainability of the materials they manage.

B. Prepare a housing strategy that reflects on existing residential development characteristics and supports housing that is suitable for the community's needs.

Within Murrysville, the success of all aspects of housing - occupancy, range of options, quality, targeted demographics and more - is imperative. Policy linkages between housing, transportation, employment areas, municipal services and the whole spectrum of community needs will be considerations in preparing the community's housing strategy. As housing issues can transcend municipal boundaries, opportunities that exist to cooperatively develop coherent long-term local housing policies with insights

from the private sector may be beneficial to the Municipality.

C. Outline and implement a coordinated communications strategy

A well-organized communications effort is becoming one of the greatest tools municipalities employ in today's digitally-rich world. To optimize the strategy's effectiveness, it should, at a minimum, convey up-to-date opportunities for involvement in public and quasi-public groups' activities, along with use of a variety of electronic and print media (e.g. social media, municipal web links, business advertising, place of worship announcements, neighborhood organizations' publications) to raise awareness of opportunities in which people can volunteer/stay involved in community happenings.

D. Conduct periodic information get-togethers

Community planning is equal parts creating ideas and communicating ideas. On a regularly occurring basis (possibly two to three times per year), the Municipality should gather with representatives in real estate, Franklin Regional School District, developers and business owners, preservation

groups and other interested stakeholders. The purpose of these get-togethers is very pointed - to share insights and observations of current and emerging trends within development, education, employment and other relevant community/regional patterns. As discussions occur, considerations and responses to relevant planning policy impacts can emerge as appropriate.

E. Explore the feasibility and roles of the Municipality providing support within a community-wide integrated system of volunteers

It is recommended Murrysville explore the feasibility and roles that a cohesive, formalized system of volunteers may be able to provide the Municipality. The benefits and challenges of such an approach need to be outlined. When residents share their time and talents in a well-managed municipal volunteer program, they are able to assist to solve problems, develop a stronger sense of community, improve lives, connect to others and transform their own lives.

The analysis should explore the extent to which volunteers provide benefits in:

- Cost savings
- More detailed attention to the people being served
- Increased public support for programs, or improved community relations
- Increased quality of services or programs the Municipality provides
- Capability to provide services or levels of services the Municipality otherwise could not provide

- Access to specialized skills possessed by volunteers

It should also explore the extent issues may be a problem for the community:

- Recruiting sufficient number of volunteers
- Recruiting volunteers with the right skills or expertise
- Recruiting volunteers available during the workday
- Extent of paid staff time to properly train and supervise volunteers
- Extent of adequate funds for supporting volunteer involvement
- Regulatory, legal, liability constraints on volunteer involvement
- Volunteers' absenteeism, unreliability, or poor work habits or work quality

The net benefit of managing volunteers is the value of the benefits that volunteers bring to the community when the costs of dealing with recruitment and management challenges are taken into account

F. Encourage non-residential development/reinvestment

Continued and enhanced appropriate commercial development and re-investment should be encouraged along major corridors to complement existing non-residential and mixed use development.

LOOKING AHEAD

G. Explore the potential benefits and feasibility of permitting higher density and mixed land uses in conjunction with coordinated, accessible open space in South Murrysville to promote professional business growth

An area of focused discussion within the comprehensive planning process outlined some general benefits and challenges of introducing a mixture of land uses, in some cases at greater intensity than what is currently found there, in the area of South Murrysville. It is recommended that the Municipality continue furthering these initial discussions by strategizing the benefits and trade-offs of encouraging development of different scales and functions.

The essence of mixed-use development is that it brings people closer to the things that they need on a day-to-day basis. It provides more options for both residents and workers. It allows an area to be useful for a much longer period than within single-use development. If done well, mixed use developments can also make more efficient use of public infrastructure.

Several criteria that all successful mixed-use developments meet are:

- They include a combination of related uses in one place.
- They provide a significant proportion of each use within the “mix” with emphasis on preserving the existing residential core and historical landmarks

- They provide convenient and safe non-vehicular connections, both within the development and to places outside the development.

Action Plan

	Time	Potential Lead
Local Government and Services Objectives		
Objective 1: Position and “promote” Murrysville as a dynamic community that <i>protects, preserves, enhances and balances environmental, economic, social, cultural and aesthetic values.</i>		
Actions		
1.A. Annually review and report to Council on the progress in implementing the Municipality’s Community Vision.	Ongoing	Municipal Staff
1.B. Outline recommended upcoming actions within the annual review report	Ongoing	Mayor/Municipal Staff
1.C. Work through the Municipal Boards and Commissions to promote inclusion in the implementation of the Goals and Objectives	Ongoing	Council/Municipal Staff
Objective 2: Support public services and facilities necessary to meet the needs of a growing and aging community.		
Actions		
2.A. Work with public water and sewer providers to time and align system extensions within areas of population growth. Support appropriate sewer/water infrastructure improvements consistent with current development patterns	Ongoing	Municipal Staff
2.B. Continue striving for increased material and service procurement efficiencies in cooperation with other regional entities	Ongoing	Municipal Staff
2.C. Align public safety and public works personnel and equipment levels with population changes as needed	Ongoing	Council/Municipal Staff
2.D. Continue support to improve current recycling efforts, setting annual goals for increased participation/volume	Ongoing	Municipal Staff
Objective 3: Promote meaningful citizen participation in all aspects of local government so that residents are informed of and actively engage in emerging trends.		
Actions		
3.A. Outline and implement a coordinated communications strategy which publishes up-to-date opportunities for involvement in public and quasi-public groups’ activities; use a variety of electronic and print media to raise awareness of opportunities in which people can volunteer/stay involved	Immediate	Municipal Staff
3.B. Conduct periodic information get-togethers with interested stakeholders to share insights and observations of current and emerging trends within development, education, employment and other relevant community/regional patterns. Consider and respond to relevant planning policy impacts as appropriate	Immediate	Municipal Staff

LOOKING AHEAD

	Time	Potential Lead
Local Government and Services Objectives		
Objective 3: Promote meaningful citizen participation in all aspects of local government so that residents are informed of and actively engage in emerging trends.		
Actions (continued from previous page)		
3.C. Continually evaluate the role of the Municipality providing administrative/public works support within a community-wide integrated system of volunteers	Short term	Council/Municipal Staff
3.D. Promote local government involvement with a community development corporation to serve existing businesses and seek new businesses that would complement development that currently exists.	Short term	Council
3.E. Develop Murrysville's quality-of-life campaign that highlights the opportunities and benefits of residing/conducting business in the Municipality. Customize messages to the wide range of age groups, households and levels of businesses that may consider the Municipality for a future home and/or that may remain within the community as part of transitioning from one stage of life to the next.	Short term	Municipal Staff
3.F. Organize and expand opportunities for collaboration with Franklin Regional School District to energize the community's youth to become and stay involved in municipally sponsored/offered activities	Short term	Franklin Regional School District
3.G. Expand Community Day to include event-specific recognition of the extensive network of volunteers and their associated annual achievements	Short term	Municipal Staff
Land Use and Housing Objectives		
Objective 4: Encourage in-fill and adaptive re-use development to best utilize existing building stock and complement appropriate neighboring land uses.		
Actions		
4.A. Encourage the development of south Murrysville as a safe pedestrian oriented mixed use area while preserving the existing residential core. Support maintenance of the historical landmarks (People's Gas "company homes", Murrysville Community Center, etc.) and development of parcels outside the residential core with low impact mixed use development.	Long term	Planning Commission
4.B. Develop a strategy to obtain property within the designated Pedestrian district for use as parking lots.	Immediate	Planning Commission/Staff

	Time	Potential Lead
Land Use and Housing Objectives		
Objective 5: Encourage retention of long-term residents and attract a new generation of long-term residents.		
Actions		
5.A. Prepare a housing strategy that reflects existing residential development characteristics and supports housing that is: <ul style="list-style-type: none"> - Sustainable, well-designed and barrier-free - In character with the surrounding neighborhood - Strategically-located to complement public safety, public works, infrastructure and transportation system capacities 	Immediate	Planning Commission
5.B. Work with non-government stakeholders in jointly preparing and sharing data that addresses myths and facts associated with housing densities	Short term	Municipal Staff
5.C. Pursue strategies that: <ul style="list-style-type: none"> - Are geared to attract new families to fill existing available/upcoming housing stock - Outline advantages for long-term residents to remain in the community - Encourage homeownership throughout the community, especially within traditional, single-family neighborhoods 	Long term	Municipal Staff
Objective 6: Ensure that quality development complements established community character and is environmentally responsive through land-use controls.		
Actions		
6.A. Promote the strongest standards of education, school safety and school recreation as part of continuing the community's "stand-out" identity	Ongoing	Franklin Regional School District/Council
6.B. Encourage the continuation of lands and locations for locally cultivated agriculture and its economy	Ongoing	Council/Municipal Staff
6.C. Encourage development of and re-investment in commercial, light industrial and business park uses along major corridors in non-residential areas.	Immediate	Council/Planning Commission
6.D. Outline talking points for property owners and renters in primarily single family owner-occupied neighborhoods regarding the significance and impact of property maintenance to the community as a whole	Short term	Municipal Staff

LOOKING AHEAD

	Time	Potential Lead
Land Use and Housing Objectives		
Objective 6: Ensure that quality development complements established community character and is environmentally responsive through land-use controls.		
Actions <i>(continued from previous page)</i>		
6.E. Develop a straightforward Property Maintenance Code for all neighborhoods	Short term	Planning Commission/Municipal Staff
6.F. Promote continued cooperation with other municipalities, school districts and agencies in the region whenever possible to address major issues related to housing	Long term	Council
6.G. Outline criteria and create an evaluation worksheet related to code enforcement; increase the time dedicated to enforcement	Immediate	Municipal Staff
6.H. Evaluate the applicability of creating a community architectural review board for non-residential properties; pursue as warranted.	Short term	Planning Commission
Objective 7: Update existing zoning and subdivision ordinances in order to encourage retention of the communities existing landscape.		
Actions		
7.A. Explore the potential benefits and feasibility of permitting mixed land uses and higher density (e.g. 8 units/acre) in conjunction with coordinated, accessible open space in South Murrysville to promote professional business growth	Immediate	Planning Commission
7.B. Annually review ordinances regulating gas and oil development to insure they meet current case law and protect the health, safety and welfare of the community.	Ongoing	Council/Municipal Staff
7.C. Continue to support zoning provisions as applicable that concentrate commercial and residential development in the areas where they already exist and in those areas where the land meets these specific uses	Ongoing	Planning Commission
7.D. Monitor the applicability of Ordinance measures pertaining to the evolution of development along Old William Penn Highway in the context of the Pedestrian District concept	Ongoing	Planning Commission
7.E. Prepare a Specific Area Concept for South Murrysville and support collaboration with the private sector for its implementation	Short term	Planning Commission

	Time	Potential Lead
Land Use and Housing Objectives		
Objective 7: Update existing zoning and subdivision ordinances in order to encourage retention of the communities existing landscape.		
<i>Actions (continued from previous page)</i>		
7.F. Refine zoning criteria (e.g. buffering, reuse) for the south side of Old William Penn Highway	Short term	Planning Commission
7.G. Encourage innovative construction practices for major new buildings to use less energy and help offset their resource demands	Short term	Municipal Staff
7.H. Evaluate the Business District and Mixed Use zoning classifications to determine if they adequately meet the needs of the Community	Short term	Planning Commission
7.I. Assess the implications of future light industrial and business park development and associated accessibility issues along Routes 22, 380 and 286	Long term	Planning Commission
Transportation		
Objective 8: Coordinate and mitigate transportation impacts which might be caused by local development and regional activity.		
<i>Actions</i>		
8.A. Analyze and amend transportation impact fee legislation as appropriate based upon future growth scenarios and assessment of municipal costs	Short term	Council
8.B. Prioritize and pursue transportation network projects to improve overall safety, efficiency and alignment on Murrysville roads	Long term	Council
Objective 9: Enhance the transportation infrastructure to promote ease and safety for both vehicular and non-vehicular traffic.		
<i>Actions</i>		
9.A. Continue working with Westmoreland County and local stakeholders to realize rail-to-trail implementation and complementing tie-ins and/or buffering of surrounding land uses	Ongoing	Council/Municipal Staff
9.B. Promote programs and projects which provide for the efficient movement of traffic along Route 22	Ongoing	Council/Municipal Staff
9.C. Coordinate with community and regional organizations as applicable regarding the extent and pursuit of potential funding avenues for trail and sidewalk improvements	Ongoing	Council/Municipal Staff

LOOKING AHEAD

	Time	Potential Lead
Transportation		
Objective 9: Enhance the transportation infrastructure to promote ease and safety for both vehicular and non-vehicular traffic.		
Actions (continued from previous page)		
9.D. Initiate a cooperative effort with the Westmoreland County Transit Authority in surveying, evaluating and proactively enhancing commuter opportunities, parking and infrastructure; encourage public/private partnerships/parking where applicable	Ongoing	Council/Municipal Staff
9.E. Identify feasible pedestrian and bike crossing locations from Old William Penn Highway across Route 22 to the Pedestrian District and future to trails area	Short term	Municipal Staff
9.F. Designate and implement key on-road bike and walking trail routes to establish the community's formal "baseline" of a bicycling network as outlined in the Murrysville Trails Plan	Short term	Council/Municipal Staff
9.G. Evaluate the applicability of a designated Pedestrian District Overlay to coordinate and expand sidewalk and trail connectivity within the community core (see also Recreation and Open Space Objective 10)	Short term	Council/Municipal Staff
9.H. Pursue implementation of other portions of the community's expanding pedestrian network as resources allow	Long term	Council
9.I. Evaluate regulating vehicles in excess of 22,000 pounds on Old William Penn Highway from east of Gates Avenue and west of Cline Hollow.	Short term	Council/Municipal Staff
Recreation and Open Space		
Objective 10: Emphasize quality recreation and open space that serves residents of all ages, interests and abilities		
Actions		
10.A. Continue the implementation of Murrysville's 2011 Comprehensive Parks, Recreation and Open Space Plan	Ongoing	Council
10.B. Collaborate with stakeholders of the Turtle Creek Greenway to realize the expansion of this regional asset	Ongoing	Municipal Staff
10.C. Identify and formalize policies associated with ways in which existing and future civic space becomes: <ul style="list-style-type: none"> - integral with development and - accessible to the community's overall pedestrian network 	Long term	Council
10.D. Continue to support volunteer efforts (Friends of Murrysville parks, Westmoreland Conservancy, Murrysville Trails Committee, etc.) in maintaining the Municipalities parks and open space	Ongoing	Council

WITH INSIGHT

Supporting information helps substantiate quality decision-making. As part of the planning process, the Municipality examined patterns of socio-economic conditions, real estate market trends, development character and conditions, development capacity and policies and fiscal resources.

Socio-economic Trends and Projections

Three geographic areas were evaluated as part of the Community Vision's various trend analyses: 1) the municipality within its political boundary, 2) a 10-minute drive contour based upon the transportation network's defined speed limits and average drive times (10 minutes was measured from the community's approximate center of its core/densest population; this area is also known as Murrysville's primary market area (**PMA**)) and 3) the Metropolitan Statistical Area (**MSA**). MSAs are geographic entities defined by the federal government's Office of Management and Budget. A metropolitan statistical area contains a core urban area of 50,000 or more population. Each metro or micro area consists of one or more counties and includes the counties containing the core urban area, as well as any adjacent counties that have a high degree of social and economic integration (as measured by commuting to work) with the urban core. Based upon local and national data, projections through the year 2015 were identified in several cases.

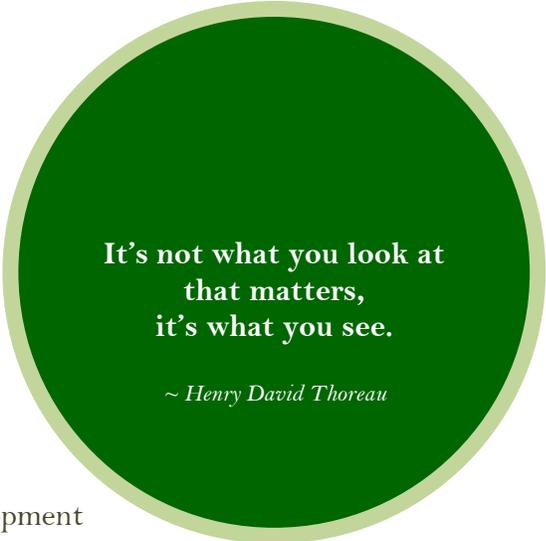
Key Findings

Flat population and household growth

Murrysville and the community areas within in a 10-minute drive both experienced slight decreases in household population (-0.1 percent annually within the Murrysville boundary) from 2000 to 2010. This observation reflects the combination of declining birth rates and a decrease in in-migration to the region.

31 percent

This equates to growth over the past decade in Murrysville's population between the ages of 55 and 64. Nationally, this demographic cohort typically resides in small households (e.g., empty nesters or single persons) and has relatively higher discretionary incomes.



It's not what you look at
that matters,
it's what you see.

~ Henry David Thoreau

More than Half

The percentage of households within Murrysville that earned more than \$75,000 in 2010. These upper income households are projected to increase to nearly 60 percent of all households by 2015. This increase in household income bodes well for current and future dining and specialty retail establishments.

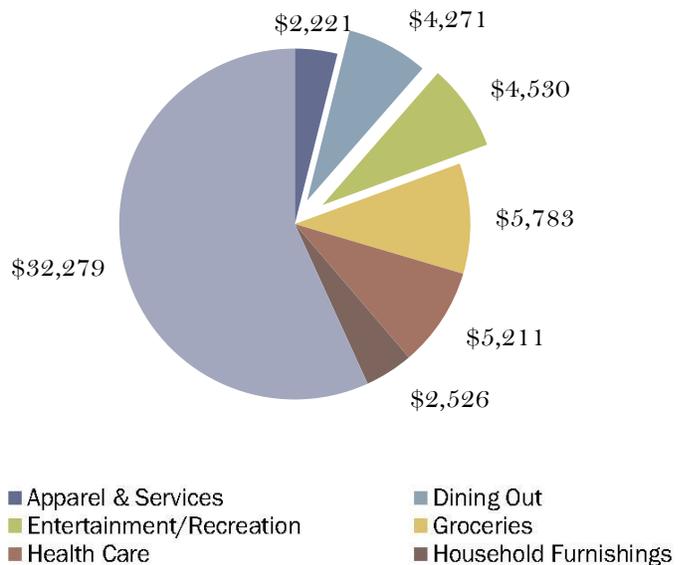
12.4 Percent Over 10 Years

The increase in non-family households, such as widowed individuals or those living together but not related by birth or marriage, in Murrysville between 2000 and 2010, which far outpaced non-family household formation in the surrounding primary market area and the Pittsburgh MSA over the same period.

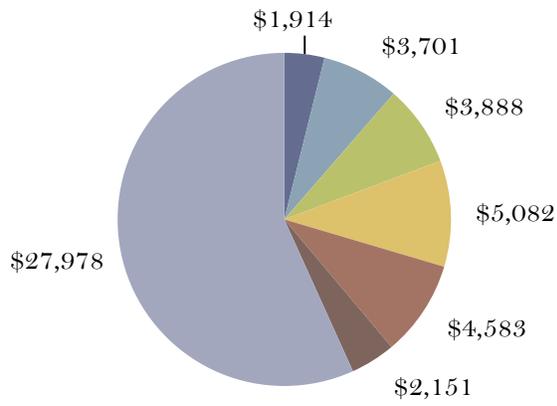
Consumer Spending

The pie charts below and on the following page illustrate average annual household spending on a range of goods and services in 2010, extrapolated from the US Census’ Consumer Expenditure Survey (CES) data set. Spending sectors of particular relevance are the Dining Out and Entertainment/Recreation categories – based on Murrysville’s relatively large and increasing share of households having higher disposable incomes. Households in Murrysville spent 33 percent more on dining out and 35 percent more on entertainment and recreation than households within the Pittsburgh MSA – this fact is of particular interest to investors of new retail and entertainment venues.

Average Consumer Spending, 2010, Murrysville

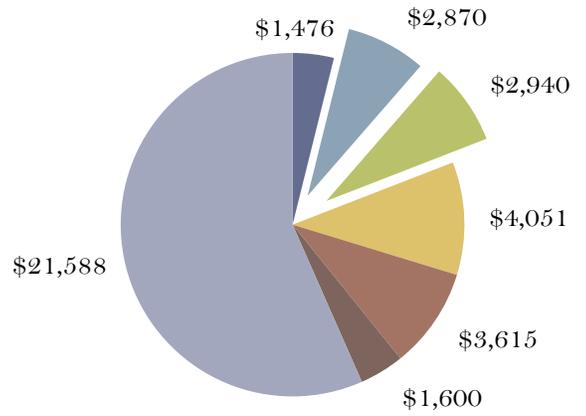


Average Consumer Spending, 2010, 10-min Drive Contour



- Apparel & Services
- Dining Out
- Entertainment/Recreation
- Groceries
- Health Care
- Household Furnishings

Average Consumer Spending, 2010, Pittsburgh MSA



- Apparel & Services
- Dining Out
- Entertainment/Recreation
- Groceries
- Health Care
- Household Furnishings

Socio-economic Takeaway

Relatively flat population and household growth across the region is anticipated through 2015. However, given that gains are anticipated among upper income households (households earning greater than \$75,000 per annum), *discretionary retail, entertainment and dining out service establishments in Murrysville should fare well over the coming decade.*

Murrysville housing demand/living preferences will, principally, be driven by three demographic groups in the near-term (the next ten years): Young Professionals (25 to 34 year olds); Young Empty Nesters (55 to 64 year olds); and Older Empty Nesters (65 to 74 year olds) - with many of these persons living in one- and two-person households. Further, a large proportion of these households will seek smaller living quarters, located within walking distance of retail and entertainment amenities and prospective employment opportunities. Over the long-term (beyond the next ten years), persons who are currently associated with the Late Stage Families (45 to 54 year olds) will begin entering the empty nester years and will, on net, further increase demand for walkable neighborhood living and associated amenities.

The above identified trends will not be without challenges in Murrysville, however. Specifically, as a greater number of persons shift from family rearing to empty nest living, the number of single-family detached dwelling units coming to the market will likely exceed demand. Such a trend is already taking place in all regions

of the country and will present both opportunities and challenges to local municipal officials (e.g., relaxation of current zoning to permit multi-family rental within a formerly single-family residential area).

Labor and Industry Analysis

Key Findings: Labor and Industry

22.2 percent

The percentage of workers in a 10-mile radius from the Route 22 corridor who also lived within that area in 2009—decreasing from 25 percent in 2005. Workers in a given area, if they do not already live in that area, represent prospective demand for housing, and retail goods and services.

5,248

The average number of primary jobs added annually in the Pittsburgh MSA between 2005 and 2009 in the three leading white-collar industries: health care; education; and professional, scientific, and technical services. The growth of these industries in the region is a trend that is expected to continue in the coming years and will influence land-use investments in areas such as Murrysville (e.g., new professional offices and medical buildings).

3.4 percent

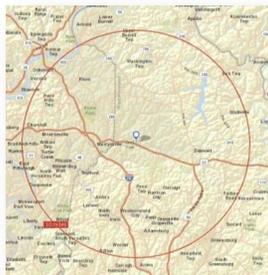
Projected growth in employment for Professional, Scientific, and Technical Services in the Pittsburgh MSA from 2010 through 2018. This is the industry with the highest average annual growth rate expected for Pittsburgh's top six industries,

and the industry also employs relatively high wage and salaried workers – a trend

which bodes favorably for Murrysville.

Study Areas – Labor & Industry Trend Analysis – 2009 Summary

10-mile
radius from
Route 22
Corridor



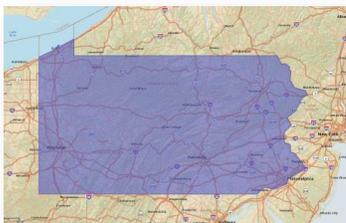
Total Primary Jobs: 97,654

Pittsburgh MSA



Total Primary Jobs: 1,011,159

Pennsylvania



Total Primary Jobs: 4,983,969

Top Six Industries by Employment – 10-mile radius

Over the 2005 to 2009 period, the 10-mile radius surrounding the Route 22 commercial corridor featured an average annual primary job base of 97,654 jobs (*while an individual may hold more than one job, a primary job is considered that job which pays most in wages or salary*). In 2009, the three leading industries within this radius, by employment, each held between 12- and 16-percent share of total employment, combining for 40 percent of total regional employment. The Health Care and Social Assistance industry experienced slight growth from 2005 to 2009, while change in the Manufacturing sector was slightly negative. Employment share in the four remaining categories was largely flat over the observed time frame.

The Pittsburgh MSA is experiencing employment growth in professional and white collar service sectors such as Health and Social Services, Educational Services, and Professional, Scientific, and Technical Services. Largely, these industries are projected to continue to employ growing numbers of workers, while the Retail Trade and Manufacturing sectors exhibit decreasing shares of employment in the region.

INSIGHTS

The Retail Trade industry is the leading sector in the 10-mile radius surrounding the Route 22 corridor in Murrysville. This sector has maintained its area employment share at 16 percent since 2005 while, region-wide, the Retail Trade industry is losing shares, giving the Murrysville area a comparative advantage.

As professional industries in both the local area and the region remain prosperous, ***demand for both office space and housing to accommodate employees is likely to increase. Further, this growing number of well compensated white collar professionals suggests a forthcoming increase in dollars spent locally on dining, personal services, and other related businesses.***

Real Estate/Market Analysis

Key Findings – Residential

Zero

The five-year change, or lack thereof, in multi-family rental inventory for the Pittsburgh East Submarket

16 percent Increase

The five-year projected increase (through 2016) in apartment rentals within the Pittsburgh East Submarket, based on current inventory and projected demand for apartments.

Apartments

The change in apartment inventory in the Murrysville PMA is projected to remain relatively flat over the next few years. This is reflected in the limited inventory projections, a vacancy rate below six percent and a dramatic 16 percent projected increase in average effective rents in the PMA. Furthermore, there appears to be very little inventory currently available within a ten minute drive of Murrysville; the majority of rental demand is currently met in Pittsburgh. Together, these trends suggest a strong opportunity for the development of new multi-family rental housing in the Murrysville PMA, with a portion of these units being in Murrysville.

However, in order to accommodate new, appropriately positioned multi-family rental housing within areas of Murrysville, local zoning will need to be crafted to accommodate a mix of uses which can be developed with the rental housing – including convenience retail along with personal and professional services.

Two

The number of multi-family units available for rent within five miles of Murrysville as of August 2012, indicating very limited supply in the study area.

4 percent

The current vacancy rate for multi-family residential rental units in the Pittsburgh East Submarket, which indicates a relatively tight supply.

INSIGHTS

Residential Supply-Demand Analysis

Selection of Population and Household Growth Scenario

The Planning Team examined a modest growth scenario based on our 2015 projections for population and households. While population and household growth trends could increase at a more robust pace through 2015, absent a large influx of large employers to the area, such a trend is not likely.

Estimation and subtraction of physically obsolescent housing units in the market area

Housing units, like most things, wear out over time. Depending upon the age of local housing stock and the manner of care applied to it, generally, the annual housing obsolescence rate can range from 0.5 percent annually (solidly built homes that are well cared for) to as high as two percent annually (older housing stock which has seen little preventative maintenance over the years). Based on conditions observed and data analyzed for the Murrysville housing market, the Planning Team utilized an 0.75-percent annual obsolescence rate for its analysis.

Typically, some percentage of workers who commute to places of employment at considerable distance from their homes desire living arrangements closer to their place of employment. For reasons of inadequate housing stock (type, price, location, etc.) currently near their place of employment, these workers do not enter the local housing market and, therefore, are said to represent pent-up demand for local housing. While short of surveying area workers who commute from outside the housing area about their desire to live locally, there is not a precise method for estimating pent-up housing demand among local workers. However, the Planning Team believes that five out of every 100 workers is a conservative estimate for the pent-up demand which likely exists in a market, all other things being equal. Accordingly, we have assumed that five percent of the identified in-commuting workers to the PMA represent pent-up demand.

Estimation of demand for owner-occupied versus renter-occupied units

Analysis and projection of demand for owner- versus renter-occupied housing units is based on a number of factors within a given market area. These include:

- Current ratio of owner-occupied to renter-occupied units
- Household income levels and trends
- Household type (e.g., family versus non-family households) and trends
- Population age trends
- Current & forecasted financial conditions (employment outlook, mortgage rates, ease of mortgage qualification, etc.)

In general, the estimation of one-, two-, and three-bedroom units as a percentage of all housing units, whether the housing type is for-sale or for-rent, involves many of the same factors

identified as part of estimating demand for owner-occupied versus renter-occupied units, as well as an examination of current market trends for various bedroom-unit mixes. The overall existing constructed and potentially saleable housing stock is considered the net marketable housing stock.

Estimation of the natural vacancy rate

A housing market’s natural vacancy rate is a function of such factors as whether or not the area is a seasonal tourist destination (higher vacancy rates during the off-season) or whether the area is well established and desirable (typically associated with relatively low vacancy rates). Every housing market has some degree of vacancy, as households are constantly in motion. Nationally and regionally, stable and generally well-maintained housing markets exhibit vacancy rates ranging from three percent to six percent. Without construction of new stock and maintenance of existing aging stock, this number generally declines over time, based on condition, unless replacement or substantial rehabilitation to aging units occurs. Under a flat growth scenario, if no new housing were built in the Murrysville PMA...

...by 2016 there would be

Households:	10,404
Net Marketable Housing Units:	10,237
Pent-Up Worker Demand in Units:	2,719
Annual Average Number of Vacant Units:	717
<i>Estimated Net Housing Unit Demand:</i>	3,603

...by 2021 there would be

Households:	10,404
Net Marketable Housing Units:	10,109
Pent-Up Worker Demand in Units:	2,959
Annual Average Number of Vacant Units:	708
<i>Estimated Net Housing Unit Demand:</i>	3,961

...by 2026 there would be

Households:	10,404
Net Marketable Housing Units:	9,983
Pent-Up Worker Demand in Units:	3,219
Annual Average Number of Vacant Units:	699
<i>Estimated Net Housing Unit Demand:</i>	4,339

INSIGHTS

The preceding metrics demonstrate that, under a flat household growth scenario, a significant amount of the housing unit demand in the PMA, over the coming decade, will come from pent-up worker housing demand. In looking at another scenario where modest growth occurs, a number of assumptions, based on regional construction and work-force trends, can be applied.

Key Assumptions Underpinning the Moderate Household Growth Scenario

Net Household Formation Increases by 0.5 Percent per Annum from 2011 to 2026

This assumption is based on increased in-migration from the metropolitan area and increased immigration in response to local area job growth.

Number Employed within the Murrysville PMA Increases from 27,774 to over 35,000 by 2026

This estimate is based on a modest one-percent annualized increase over 2011 base employment.

Ten Percent of Those Working in the PMA but Living Elsewhere Represent Pent-Up Demand

Based on an assumption that one-in-ten workers would trade their commute if there were adequate housing choices in the PMA.

Five-percent of the PMA's Current Housing Stock is Physically Obsolescent and Unmarketable

Much of the PMA's rental housing stock is more than forty years old, increasing the incidence of aging housing stock.

1.25 Percent of the PMA's Remaining Housing Stock Becomes Obsolescent Annually

All housing stock gradually wears out over time and, on average, one out of every 100 units becomes obsolescent annually.

60 percent of New Unit Demand will be for Rental Housing

Based on current and likely future socioeconomic characteristics of the area and tight lending standards into the future.

The PMA will Maintain an Annual Housing Vacancy Rate of Seven-Percent

The PMA's naturally occurring annual vacancy rate will remain relatively tight, based on steady demand factors.

Projected Growth Scenario Takeaway

In 2011, the estimated net housing demand within the 10-minute drive time contour (PMA) of Murrysville was approximately 3,200 units. Based on a flat growth scenario, pent-up worker housing demand and replacement demand from physically obsolescent housing units is projected to steadily increase housing demand to approximately 4,339 housing units by 2026.

Assuming a moderate growth scenario, should no additional units be built, housing demand is projected to increase to approximately 5,147 units by 2026. Approximately 60 percent of these are estimated to be rental units.

Residential Supply-Demand

Based on the modest household growth estimates, there will be demand for thousands of new housing units within the Murrysville PMA (not all of these units will be developed in Murrysville) over the coming years. Based on current and projected socio-economic trends, more than half of this demand will be for rental units (some portion of these rental units can be satisfied in Murrysville). Approximately half of the households demanding new housing will earn more than \$75,000 per year in income and, based on earlier demographic analyses, a relatively large percentage of these households will be led by persons older than 50 years of age.

Retail Trends Analysis

Key Findings - Retail

31 million

The approximate square feet of gross leasable area (GLA) of major retail space developed or under development within the Pittsburgh MSA. Thirty percent of this space is classified as Community Centers containing up to 500,000 GLA.

Below 10 percent

Projected vacancy rates for community and neighborhood retail centers are expected to gradually fall below 10 percent through 2016, a rate lower than those of the last five years.

Limited

The Murrysville PMA can support limited net new retail, amounting to approximately 200,000 to 300,000 square feet. The majority of this demand is convenience in nature.

Retail Business Mix

Esri is the leading international geographic information systems program builder and geographic data analyst. According to Esri's forecast data for 2012, the Murrysville PMA was home to 190 retail businesses, representing just a 1.5 percent of the total number of retail businesses within the Pittsburgh MSA. Building Material and Garden Equipment and Supplies Dealers represented the largest percentage of all retail businesses in the Murrysville PMA. The number of Food and Beverage Stores, Food Services and Drinking Places, and Arts, Entertainment, and Recreation businesses followed closely.

INSIGHTS

Retail Trends

The retail market in the Murrysville PMA and in the Pittsburgh MSA is expected to remain weak through the next five years, with a modest decrease in vacancy rates overall. However, these vacancy rates will likely occur not due to net new retail business entering the market, but rather, because of selective demolition and consolidation in the retail industry. Comparison shopping in particular - those stores most often seen in community shopping centers (between 100,000 and 300,000 square feet) found communities neighboring Murrysville - are expected to continue to suffer due to the competition from online shopping.

Consequently, Murrysville will want to reexamine its current business zoning and associated build-out to determine if zoning reflects future demand in the market area. Land which is zoned for business in a market area where demand is low to non-existent will prevent other higher and better uses from entering the market.

Retail Supply-Demand

The Retail Supply-Demand Analysis indicates that the Murrysville PMA (equivalent to the 10-minute drive contour) has limited retail demand in select categories. Specifically, there is net new demand for approximately 200,000 to 300,000 square feet of retail stores through 2025, based on a flat or moderate growth strategy, respectively. The analysis shows excess supply in all other retail store types. The retail types that can be supported include:

- Limited-service eating establishments
- General merchandise
- Entertainment or recreation
- Shoe stores
- Beer, Wine, & Liquor stores

Based on these findings, Murrysville may want to update its zoning to further accommodate areas for the development of mixed-use centers that are well-suited to house these retail types.

Office Trend Analysis

Key Findings - Office

One percent

The average growth rate of office space inventory for the Pittsburgh East Submarket in the last five years. However, no new inventory has come on the market in the last three years.

\$18 per square foot

The average asking rent for office space in the Pittsburgh East Submarket, a figure that rose by one percent in the last year.

Stubbornly High

The Pittsburgh East Submarket experienced an increase in office space vacancy in the last year, rising to 21 percent. The submarket has exhibited higher vacancy than the Pittsburgh MSA, the Northeast, and the United States throughout the past five years.

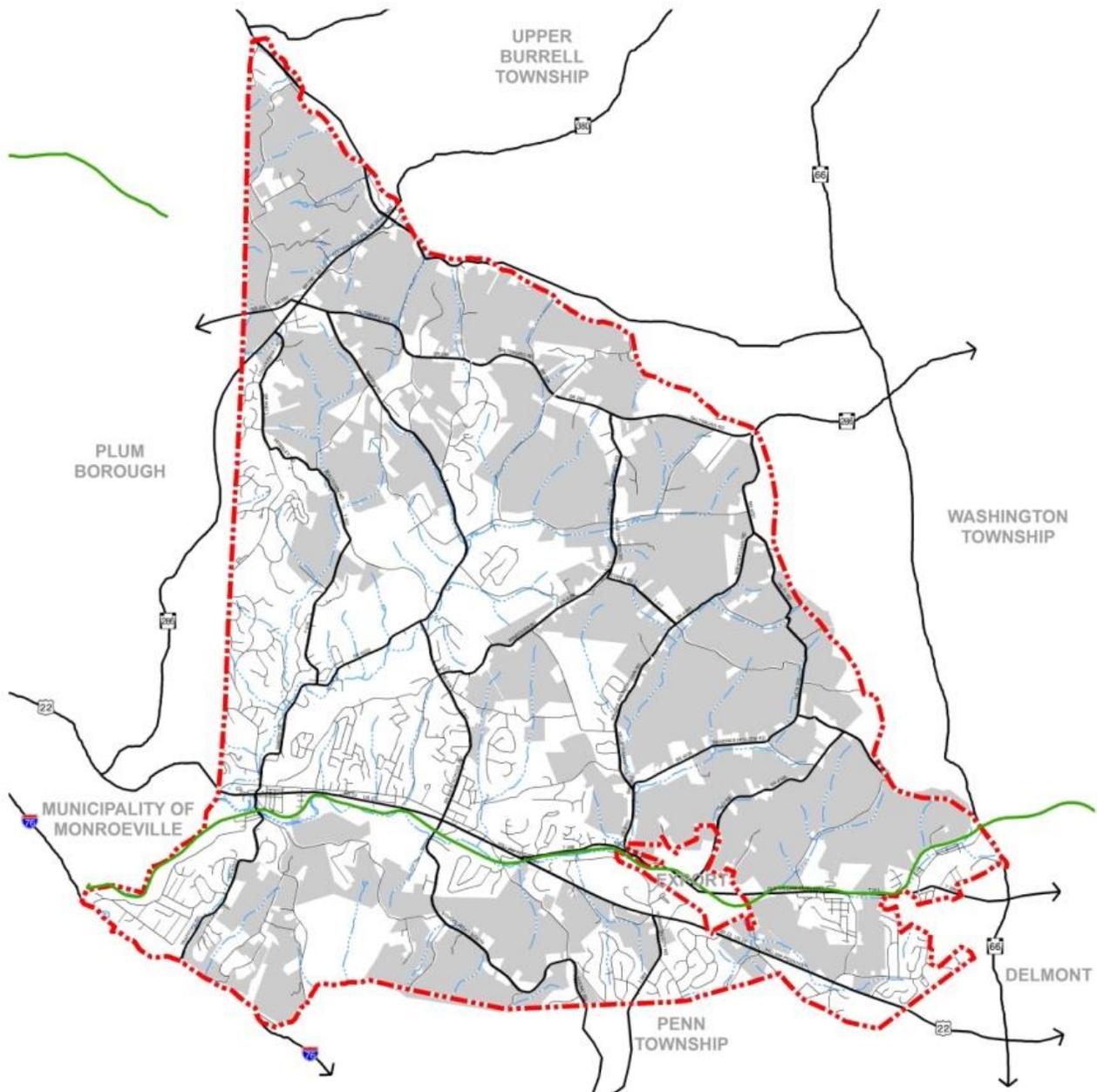
Office Trends

The combination of high vacancy rates and little new office product delivered within the Pittsburgh East Sub-Market over the past five years suggests the area encompassing Murrysville has little attraction for corporate office space users. Further, it will take several years of absorption of existing space within the Pittsburgh East submarket before any new significant office development will be constructed in or around the Murrysville area.

However, and notwithstanding the above observations, niche office product, such as medical office buildings, may find demand in the Pittsburgh East submarket, based on area demographics (e.g., an aging population which will drive demand for outpatient medical services).

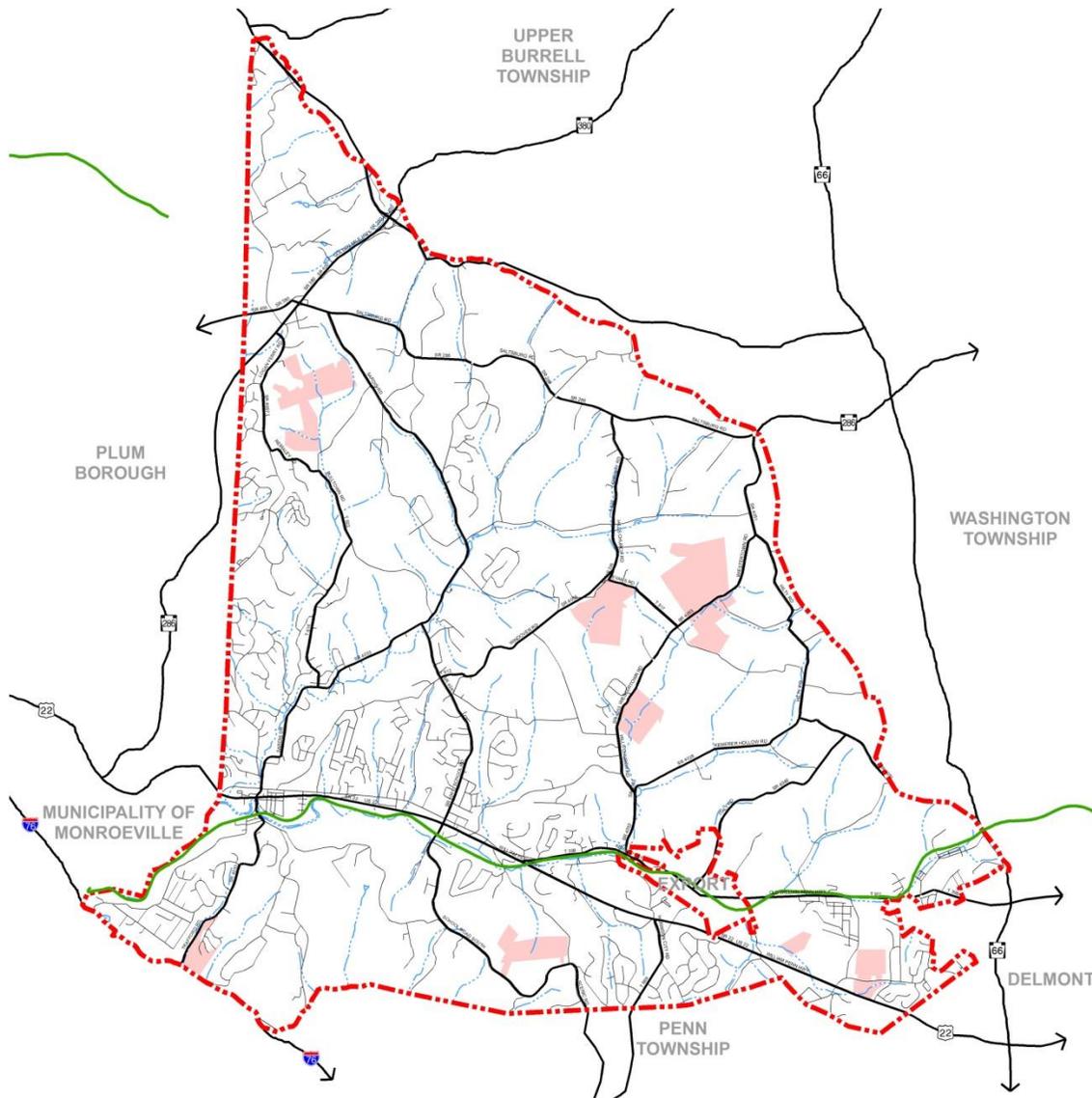
INSIGHTS

Development Capacity and Policies

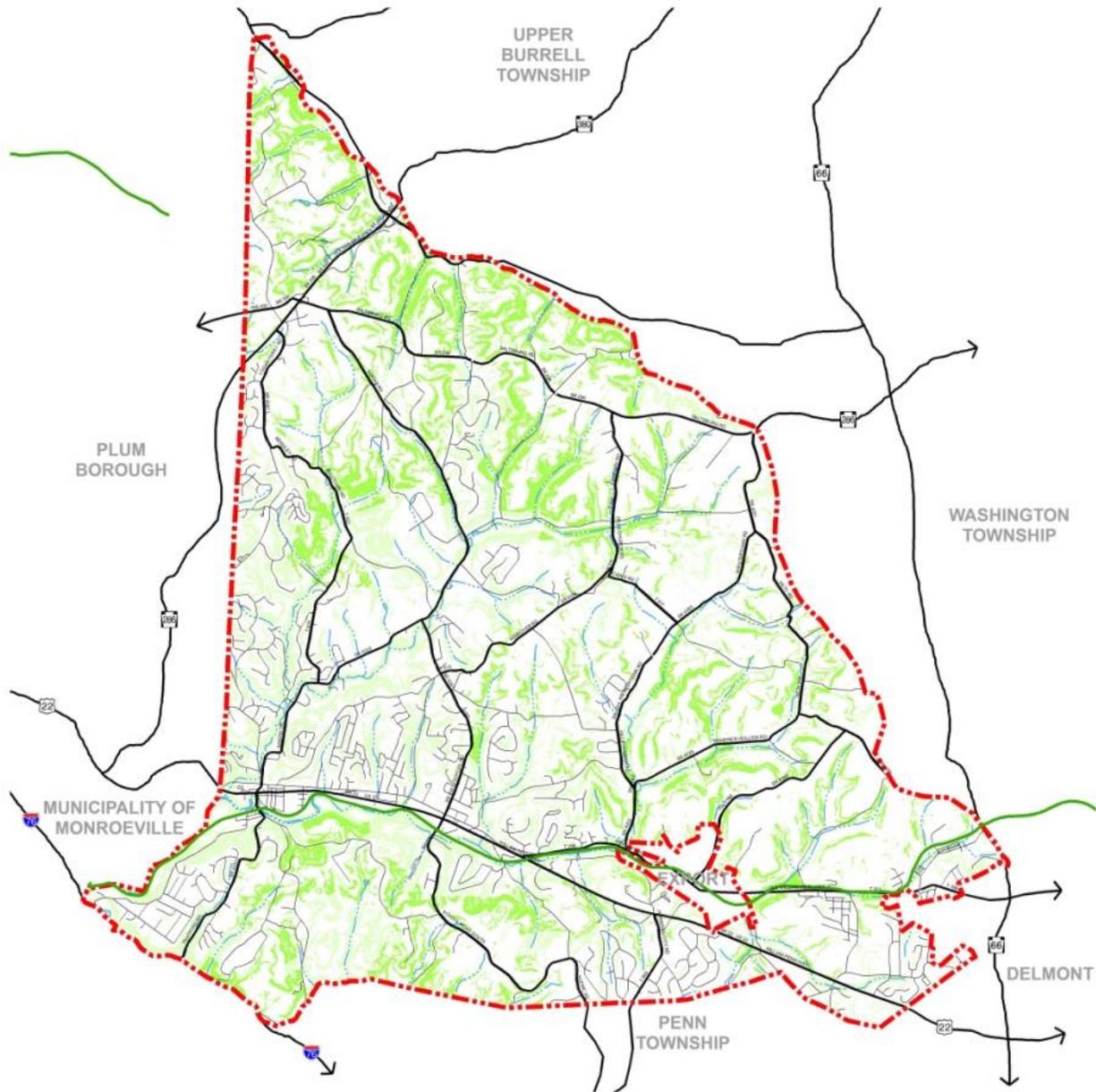


As part of the comprehensive planning process, analysis was completed to identify what various types of development changes occurred in the past decade. Mapping from the 2002 Comprehensive Plan was used as a starting point to identify the location and extent (grey area shown above) of the then 11,500 acres of gross developable acreage existing in the Municipality. Gross developable acreage also is commonly known as potentially developable land.

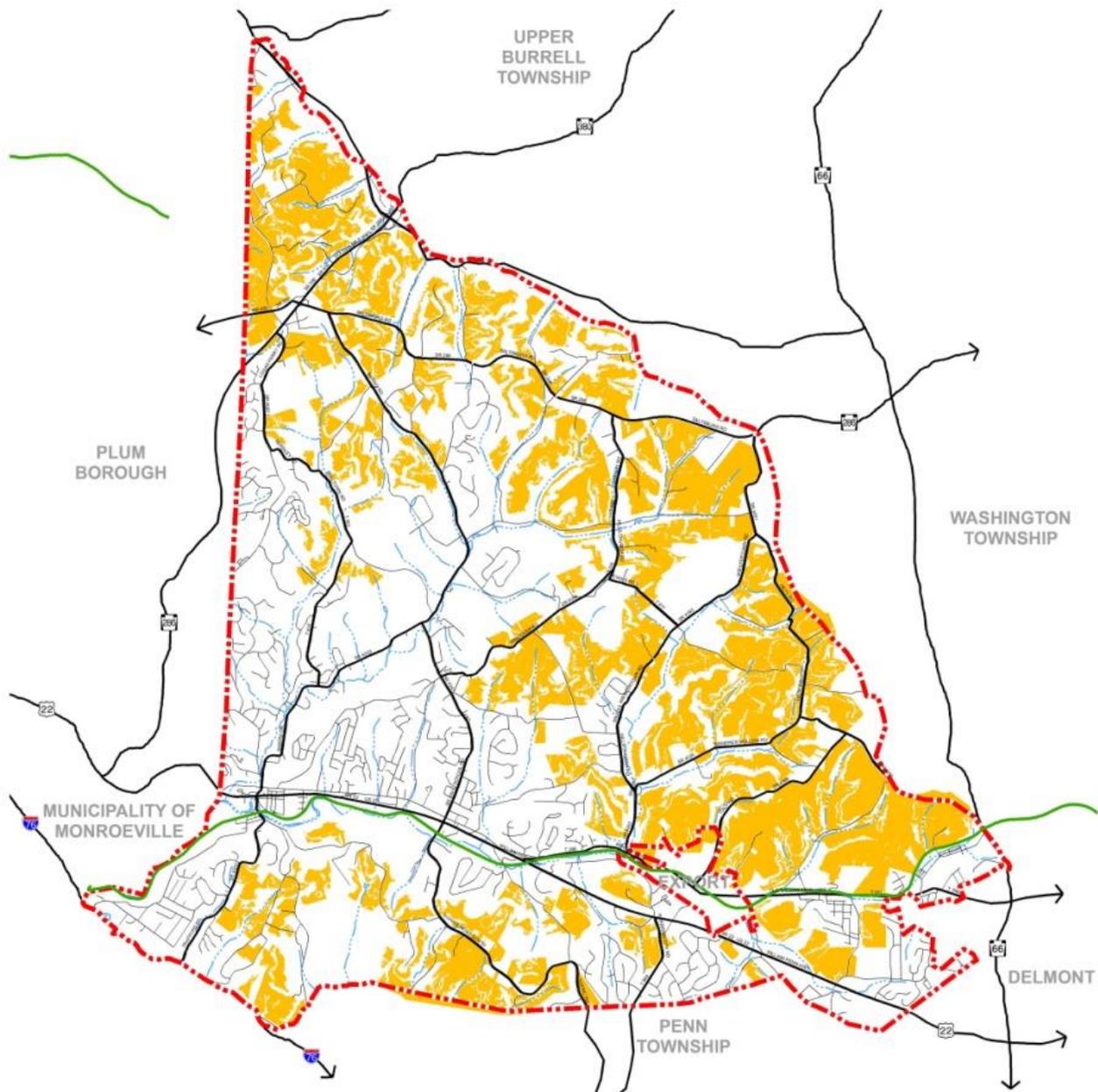
Between 2002 and 2012, approximately 800 acres (as shown in the shaded areas below) experienced a change in land use and are no longer considered available for development.



INSIGHTS

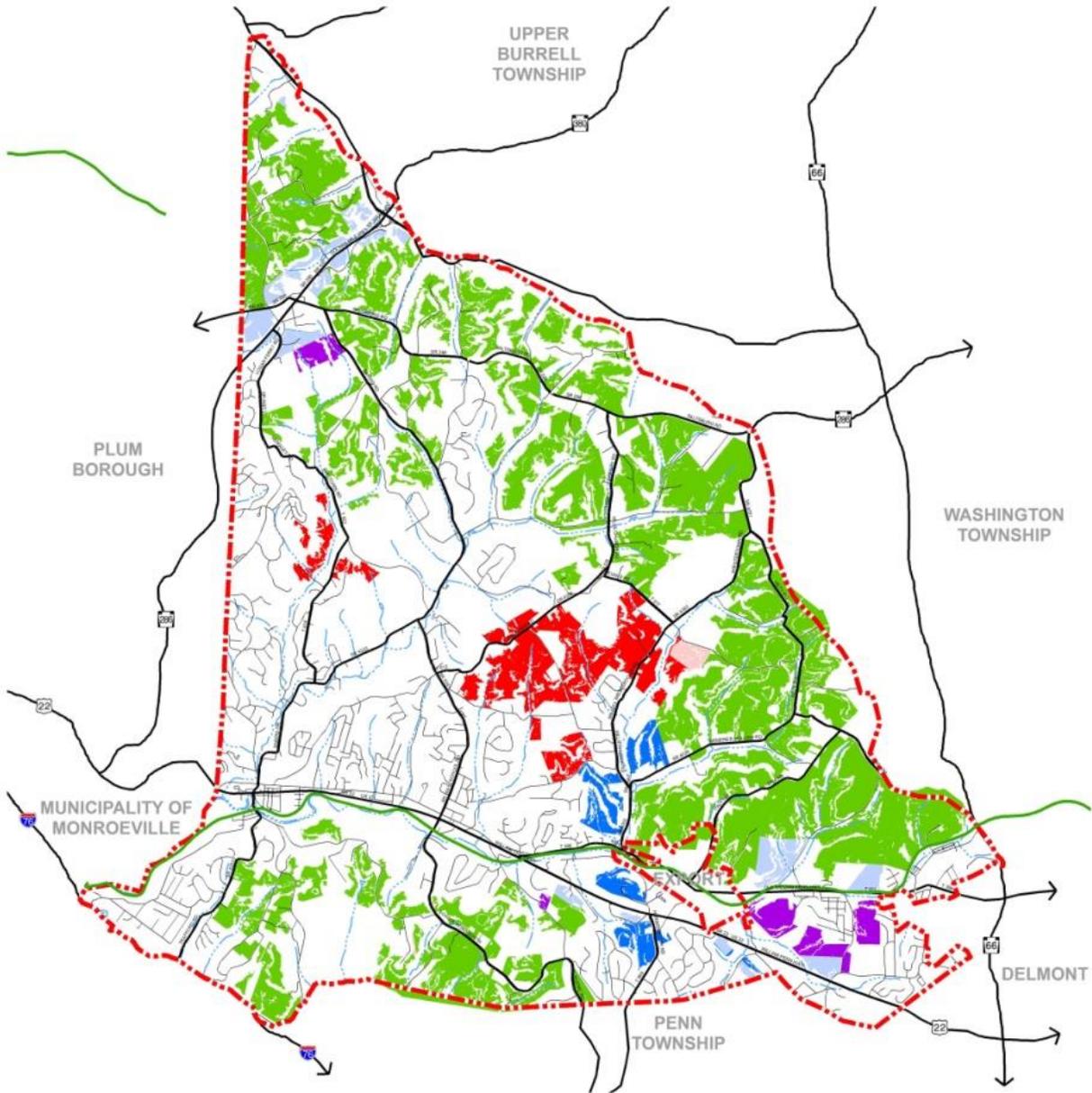


Of the 2012 net acreage of potentially developable land (10,700 acres), 3,175 acres, as shown in green above, have some extent of environmental constraint. More than $\frac{3}{4}$ of that land consists of steep slopes and the remainder is characterized by the presence of floodplain, wetlands or other water features.

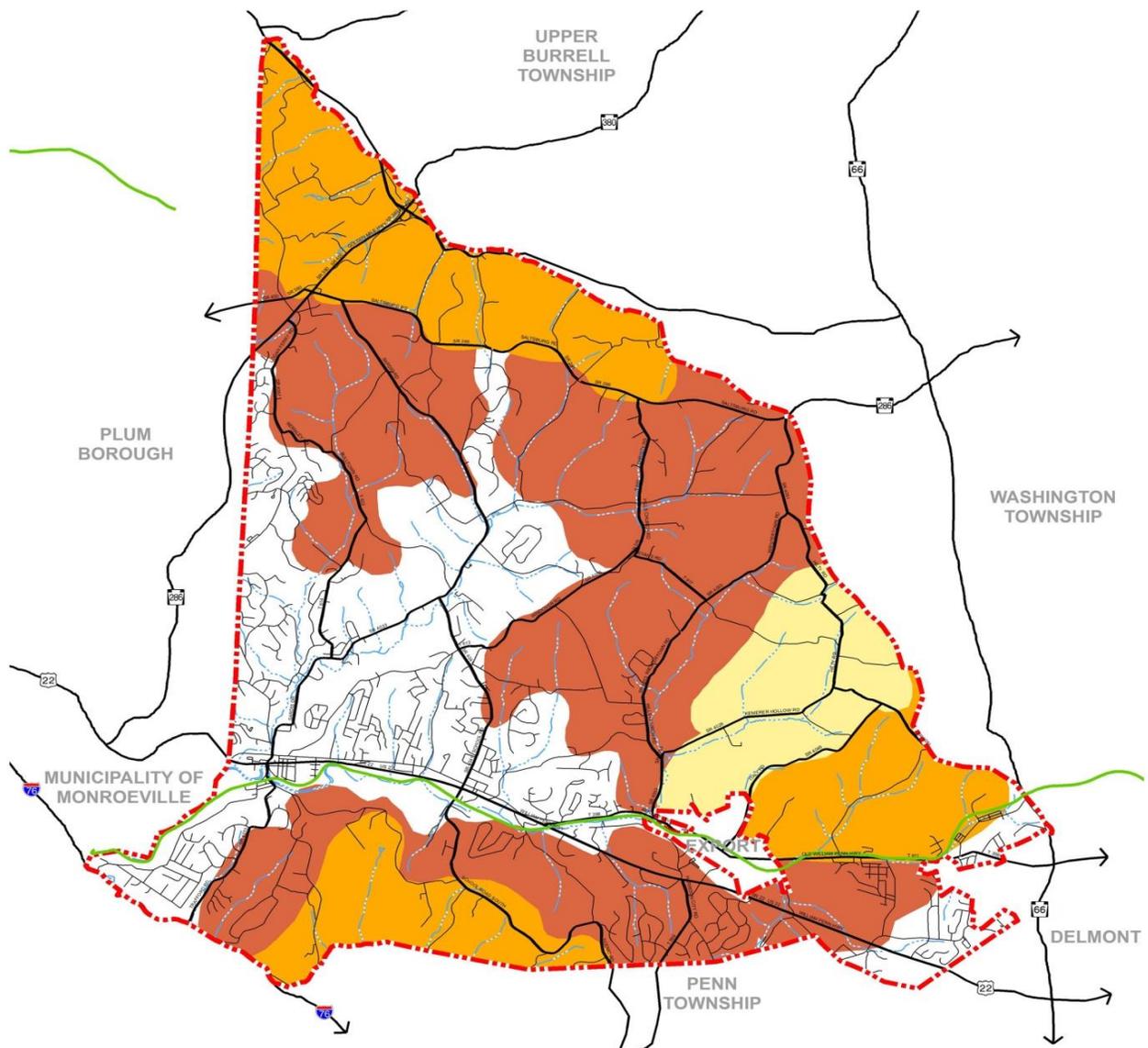


How much net developable land remains in the Municipality? By the time the small parcels (those <5 contiguous acres) are removed, and the land with some sort of environmental constraint is considered, the updated analysis illustrates there are approximately 6,840 acres of potentially buildable area remaining within Murrysville. 5,200 of these acres are located in areas where sewer will likely expand within 10 to 20 years.

INSIGHTS



Approximately 85% of the 2012 calculated net developable land is located in the Municipality's rural residential zoning district.



Areas of future sewer expansion are part of other regional scale planning efforts with the municipal authorities servicing the community. In the graphic above, generalized sewer service expansions within the next decade are generally anticipated to be within the darkest shaded area; the medium shading represents 10-20 years. The area of lightest shading will likely not have sewer for at least 20 years.

The following pages present a series of calculations matching areas of potential development on the preceding page with the provision of future sewer service as generalized on the graphic above. Totals represent the number of potential dwelling units (“dus”)

INSIGHTS

A. NET BUILDABLE ACREAGE

= Developable Land - Environmentally Constrained Land - <5 Acre Lots

Zoning District	Density dus per acre w and w/o San. Sew.	0 - 10 Year Growth Area			10 - 20 Year Growth Area		
		Existing Sanitary Sewer	Antic. Sanitary Sewer	No Sanitary Sewer	Existing Sanitary Sewer	Antic. Sanitary Sewer	No Sanitary Sewer
B		105	39		46	63	86
P-L		1	0				0
R-1	1 / 0.5	381	223				
R-2	2.2 / 0.5	203	12				
R-3	5.6 / 0.5	198	1		0		
R-R	0.67 / 0.5	319	814	583	76	908	1,164
	Total	1,208	1,089	583	122	971	1,250

B. GROSS DWELLING UNITS

= Net Buildable Acreage x Permissible Zoning Density

Zoning	Density dus per acre w and w/o San. Sew.	0 - 10 Year Growth Area			10 - 20 Year Growth Area		
		Existing Sanitary Sewer	Antic. Sanitary Sewer	No Sanitary Sewer	Existing Sanitary Sewer	Antic. Sanitary Sewer	No Sanitary Sewer
R-1	1 / 0.5	381	223				
R-2	2.2 / 0.5	441	26				
R-3	5.6 / 0.5	1,102	7		0		
R-R	0.67 / 0.5	213	543	291	38	454	582
	Total	2,138	798	291	38	454	582

C. ADJUSTED GROSS DWELLING UNITS

= Gross Dwelling Units - 15% Development Infrastructure Dedication

Zoning	Density dus per acre w and w/o San. Sew.	0 - 10 Year Growth Area			10 - 20 Year Growth Area		
		Existing Sanitary Sewer	Antic. Sanitary Sewer	No Sanitary Sewer	Existing Sanitary Sewer	Antic. Sanitary Sewer	No Sanitary Sewer
R-1	1 / 0.5	324	189			0	
R-2	2.2 / 0.5	375	22				
R-3	5.6 / 0.5	937	6		0		
R-R	0.67 / 0.5	181	462	248	32	386	495
	Total	1,817	678	248	32	386	495

D. RANGE OF POTENTIAL AVERAGE ANNUAL GROWTH

Rate of Growth	Annual Average	
	# of Dwelling Units	Population Increase
conservative	41	103
moderate	82	206
aggressive	137	343

INSIGHTS

Initial Neighborhood Planning Considerations

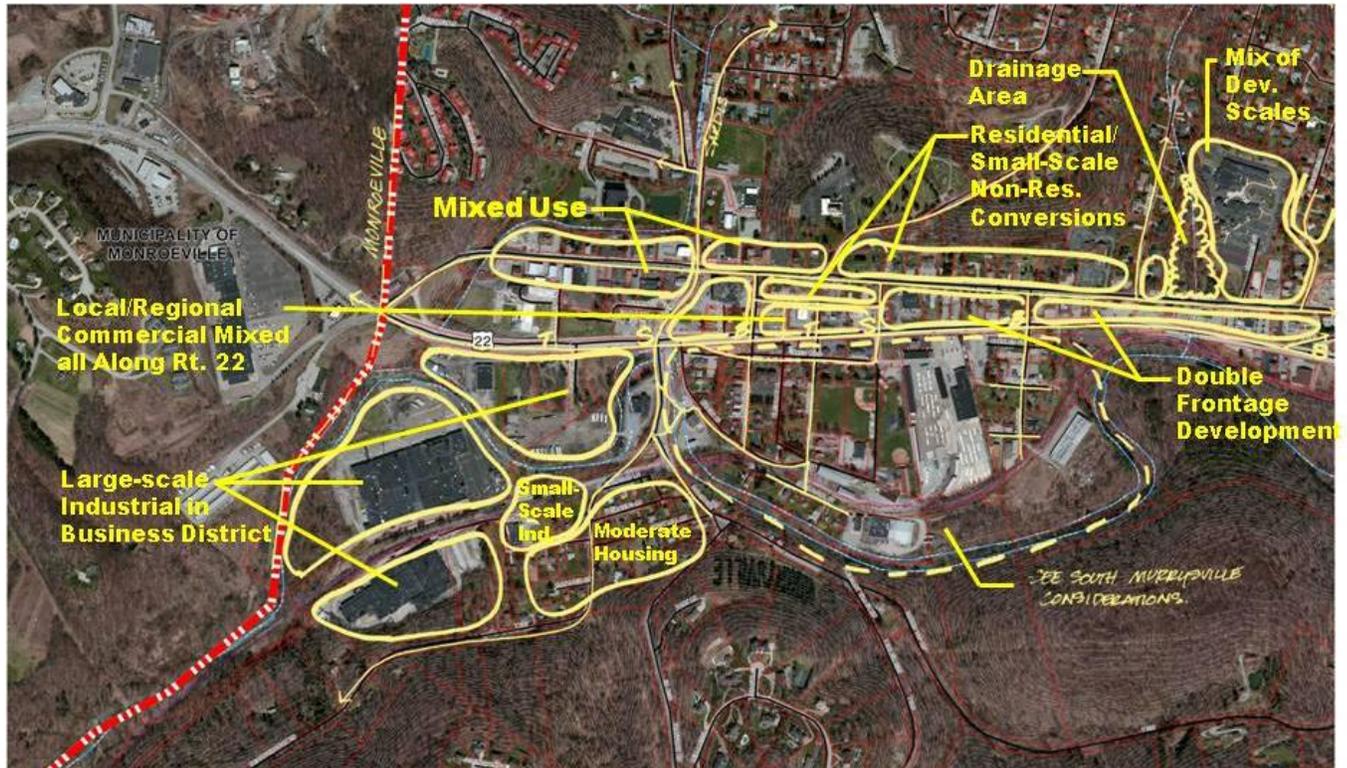
Following the updated community-wide analysis of potential growth and physical changes, a series of reviews were conducted at a more detailed, “neighborhood” level for three areas: Route 22 West, Route 22 East and South Murrysville. These neighborhoods, each primarily non-residential in nature, were examined to identify possible advantages and limitations associated with development, in-fill and connectivity. As part of these discussions, private sector developers outlined a number of talking points about regional development trends and possibilities. Most significant to the comprehensive planning process was the insight shared regarding housing trends and potential demographic patterns that are emerging in surrounding communities and the greater Pittsburgh region.

These three “neighborhoods” are important elements of several Community Vision recommendations. Westmoreland County’s regional-scale efforts to enhance connectivity, bolster economic development and explore the feasibility of potential housing create a rich tapestry of opportunity for the Murrysville community. In the decades to come, through further private-public sector dialogue and potential cooperation, residents and businesses alike can join together in realizing the benefits of:

- Concentrating resources and efforts so that positive impacts can be demonstrated quickly
- Strengthening core areas of the communities so that additional revitalization radiates outward
- Taking advantage of some immediate opportunities which could produce big dividends

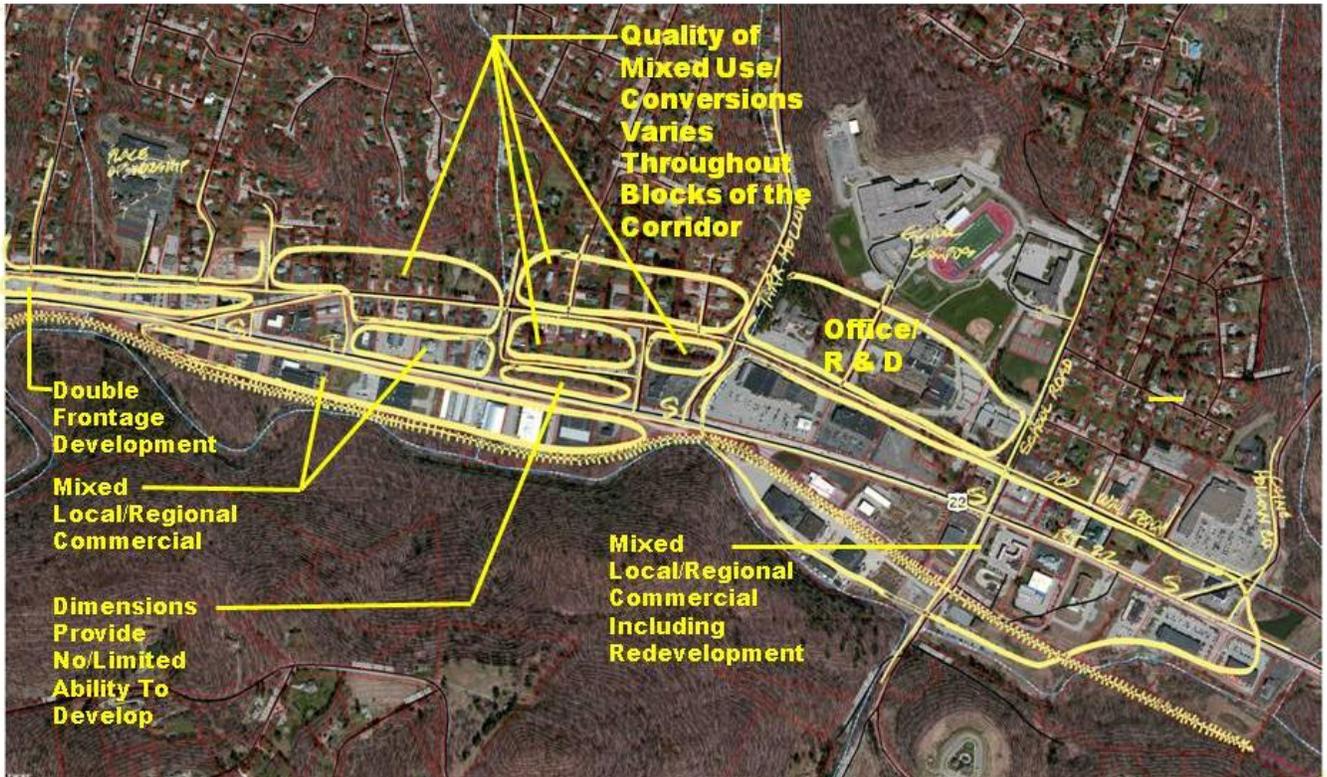
Each area has the potential for additional development investment, considerations for connectivity and, in the case of South Murrysville, the feasibility of exploring a genuine mixed use development. General diagrams of potential use considerations as well as snapshots of some existing conditions are included for reference.

ROUTE 22 WEST and VICINITY



INSIGHTS

ROUTE 22 EAST and VICINITY



SOUTH MURRYSVILLE

