



Bridgeville Borough

Comprehensive Plan

Draft: January 30, 2024

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Acknowledgments

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BRIDGEVILLE BOROUGH

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The Comprehensive Plan was prepared with assistance from:



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INSERT RESOLUTION



Foundations



Downtown Bridgeville, Photo Courtesy of Bridgeville's Facebook Page

Planning Context

What is this document?

Authorized by the Pennsylvania Municipalities Planning Code (MPC), a community's Comprehensive Plan lays out strategies for the nature, pace and location of physical development as well as plans for future economic and social conditions.

In short, a Comprehensive Plan is:

- An educational tool for understanding current conditions, issues and opportunities.
- An assessment and prioritization of needs.
- A statement of the optimally desirable vision of future growth and development.
- A public policy guide to community decision-making adopted by the governing body.

Unlike traditional Comprehensive Plans of the past, which studied topics in isolation (housing, transportation, etc.), Bridgeville's updated plan is organized to address priority community issues. In keeping with the implementable plan model promoted by Pennsylvania's Department of Community and Economic Development (DCED), the plan frames key issues within the context of all of the planning topics it covers.

Using the plan

This document identifies a future vision for Bridgeville and includes a playbook of projects and strategies that will help the Borough realize its vision. The plan will function as a decision-making guide for the Borough's elected and appointed officials. The project's Steering Committee assisted with gathering input to identify key issues and devise strategies to address them.

The **Demographic Outlook** includes information from the 2020 Census.

The **Vision & Guiding Principles** includes the vision statement developed for the Comprehensive Plan as well as the statements guiding the plan development.

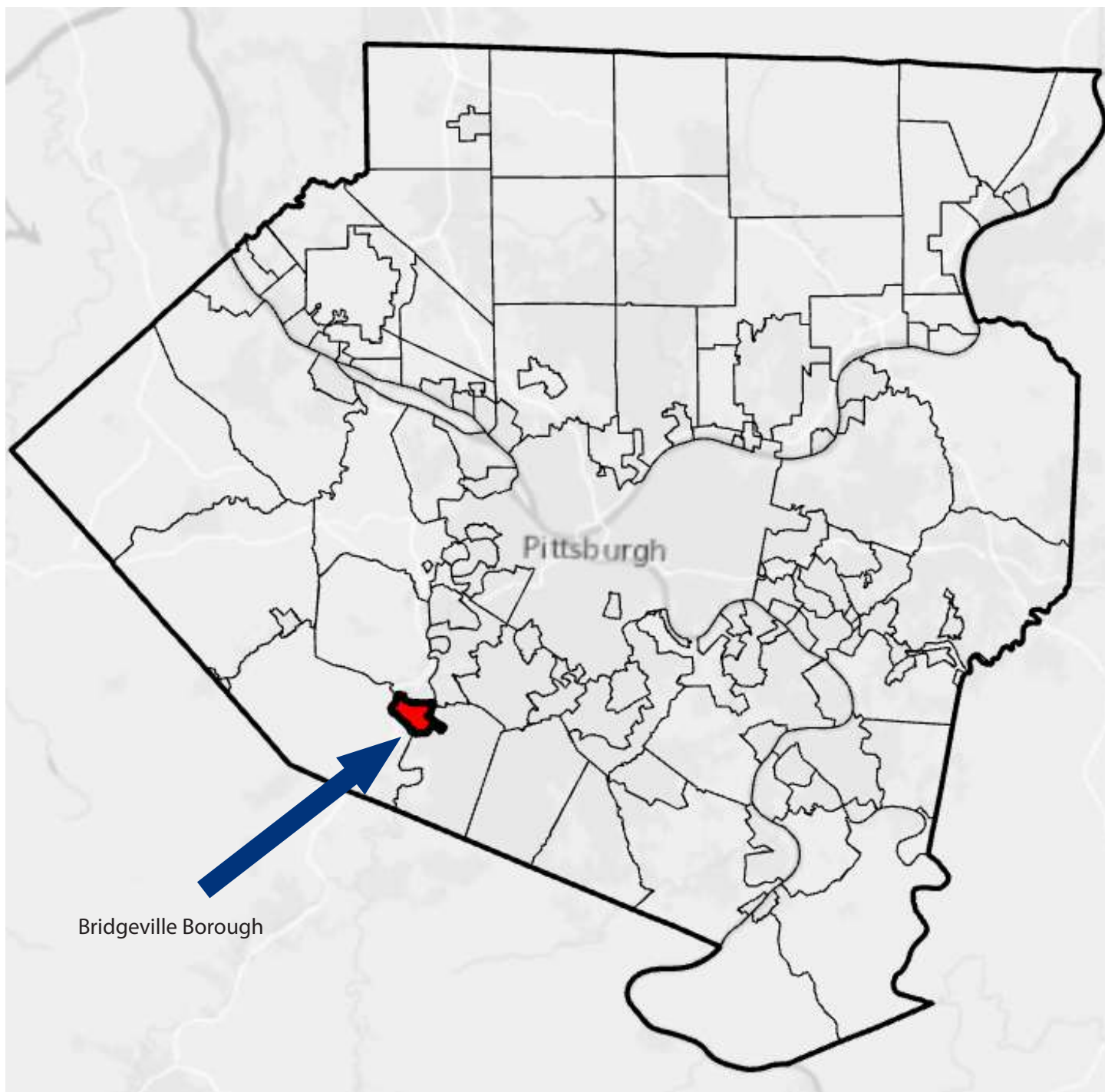
Four **Focus Areas** were developed as targeted areas for the plan (Downtown & Business; Traffic, Parking, & Signage; Quality of Life; and Flooding). This section includes priority action steps for each Focus Area.

The **Implementation Tools** section provides detail on how the Borough can set this plan into motion. This section includes detail on responsible party, partners, cost, and potential funding sources for all the priority action steps.

Appendices include supporting information for the plan including additional action items that were identified during the planning process, but not ranked as priority.

In addition, a **Market and Financial Feasibility Study** was prepared by 4ward Planning as a companion document and can be found in the Appendices. This includes a socio-economic trends analysis, labor market analysis, real estate analysis, and improvement to land value analysis along with key findings and takeaways. The data shown in this study may differ from information in the Demographic Outlook due to the different sources and years used for the information.

Figure 1: Reference Map



Data sources: PASDA Allegheny County

Previous studies

The Comprehensive Plan incorporates and builds upon the research and direction established by various planning studies completed on behalf of Bridgeville Borough. Recommendations from these documents were considered and, where relevant, have been carried forward into the analysis and recommended action steps for this project.

These documents included, but were not limited to:

Bridgeville Comprehensive Plan (2005)

Bridgeville's latest Comprehensive Plan outlined Community Development Objectives and Goals for the overall plan and detailed an existing conditions analysis and recommendations plan elements including history and character, community facilities and infrastructure, transportation, housing, economic development, parks and recreation, natural resources, and land use.

Prior to beginning this planning process, the Borough Planning Commission completed an audit of the existing plan. Many of the concepts and recommendations are still valid including enhancing traffic flow and circulation, improve pedestrian safety, attract new businesses, expand parking capacity, improve areas prone to flooding, and enhance the park system.

Baldwin Street Corridor Study (2017)

This study analyzed flooding conditions on a parcel by parcel basis along McLaughlin Run in the Borough and provided concept plans and design recommendations to reduce flood events and property damage.

McLaughlin Run Flood Study (2021)

This study built upon the 2019 U.S. Army Corp of Engineers flood reduction investigation. The Borough implemented several improvement projects to react to flood events and subsequently commissioned the Flood Study to evaluate additional improvements to reduce flooding in the Borough. The study developed options to address all structure flooding along McLaughlin Run including earthen levees, structural levees, bridge removal and replacements, flood control tunnel and detention basin. Currently the Borough is seeking funding to begin implementing Phase I of the project.

Active Transportation Plan (2022)

This plan was designed to improve mobility and safety of all citizens throughout Bridgeville Borough by "identifying popular destinations and provided strategies to interconnect them for non-motorized users". The Borough is currently working on implementation by including this topic quarterly on the Planning Commission agendas, a grant application was submitted for the reconstruction of the Gregg Avenue steps, and Council approved partnering with PennDOT to add bump outs on Bank Street at Gregg Avenue and Winfield Street in 2024.

The Planning Process

Borough staff, elected and appointed officials and community stakeholders worked together on this update to the Comprehensive Plan with assistance from Mackin Engineering & Consultants, Denny Puko, and 4ward Planning. Following the Borough's selection of Mackin as a planning consultant in the Spring of 2022, the project began as staff, elected officials and appointed leaders identified a wide range of community stakeholders whose points of view should be reflected in developing an understanding of current conditions, developing community goals and devising practical, effective strategy alternatives.

Initial research included demographic and socio-economic analysis, an inventory of local resources and amenities and a review of recommendations from prior plans and their implementation status.

The consultant team then worked with elected and appointed municipal officials, staff, community leaders, business owners, students, the residents to develop a Vision for the plan update. The Vision was revisited throughout the planning process to ensure that it continued to reflect the input received. The Vision was also used to prioritize recommendations and strategies developed during the planning process.

Timeline of milestones



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Public and Stakeholder Outreach Summary

In addition to regular meetings with a Borough appointed steering committee, which included Borough Council, planning commission, staff and residents, the planning process included a variety of outreach methods designed to publicize the plan, generate excitement, and get people involved in determining what the future of Bridgeville could be.

Stakeholders

The Steering Committee constructed a list of more than 30 people they believed could provide insight and perspective on the plan, all of whom were contacted to participate. Stakeholders represented agencies and organizations while others were long-standing business owners or community leaders. The primary goal of all stakeholder input was to collect information that would help the Borough understand and prioritize local issues and formulate practical, well-calibrated strategies to address them.

Public Input Sessions

An initial public event was held at the Fleet Depot Lot in October of 2022. The event offered opportunities for attendees to provide input on their vision for the future and key issues that need to be addressed. Food trucks, entertainment and local EMS and Fire Trucks were also available for everyone's enjoyment.

A second Public Input Day was held after recommendations were developed for the plan. People were given the option to participate in one of three ways: online survey available all day, virtual meeting at lunch or an in-person evening meeting. Results from all three options showed that, in general, the recommendations are on track and supported.



Bridgeville Needs Your Input

**GET INVOLVED IN THE
COMPREHENSIVE PLAN**

WEDNESDAY, AUGUST 16TH

THREE WAYS TO PARTICIPATE
CHOOSE ONE

CLICK THE

BELOW FOR MORE INFORMATION

ONLINE SURVEY

AVAILABLE ALL DAY

VIRTUAL MEETING

IN PERSON MEETING

6PM @ BRIDGEVILLE VFD

Survey

An online survey was made available to the general public early in the planning process to gain information about key local priorities. There were 286 responses to this survey and results showed that respondents felt that public works/fire/police, community safety, access to high-speed internet, and schools were major strengths while pedestrian and bike safety, parking, traffic movement and safety were major weaknesses.

Downtown/Business Development Focus Group

A focus group was held in March of 2023 with Bridgeville business owners and representatives from the Borough, Allegheny County and Mt. Lebanon. Allegheny County and Mt. Lebanon representatives were invited to discuss assistance available from the County and successes from a neighboring business district.

Priority action items identified the attendees included: Establishing a Main Street Organization; Focus on identity; Install traffic calming measures to increase walkability; and Provide better wayfinding and signage for parking.

Public Comment Period & Public Hearing

Once the draft plan was finalized, copies were sent to adjacent municipalities, Allegheny County and Chartiers Valley School District. The plan was also published online and in print for the general public to review and comment. Comments received during the comment period were reviewed and considered prior to adoption.

Council held a public hearing on **INSERT DATE** to solicit final comment on the plan prior to its adoption.

Bridgeville Borough Public Survey

Bridgeville Borough wants to hear from you!

The Borough is updating its Comprehensive Plan, which will be the blueprint to direct resources over the next 10-15 years. Please take a few minutes to answer the following questions to tell us what the priorities should be for the Borough. If you would like to be kept informed as the Comprehensive Plan develops, please include your email address at the end of the survey. For questions, contact project consultant Brandi Rosselli at brusselli@mackinengineering.com. The survey will be open through October 31, 2022.

1. Indicate if the following options are a strength or weakness for Bridgeville. ♀ ♂

	Great Strength	Somewhat a Strength	Neutral	Somewhat a Weakness	Great Weakness
Community safety	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Community image	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Community organizations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Housing cost	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Housing options	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



You're Invited!

Downtown/Business Development Focus Group

As part of the Borough's Comprehensive Plan, we are holding an input session focused on identifying ways to strengthen business development and growth in Bridgeville.

Please join us for an evening of discussion and brainstorming.

When: Thursday, March 2, 2023

Time: 5:30PM - 7:00PM

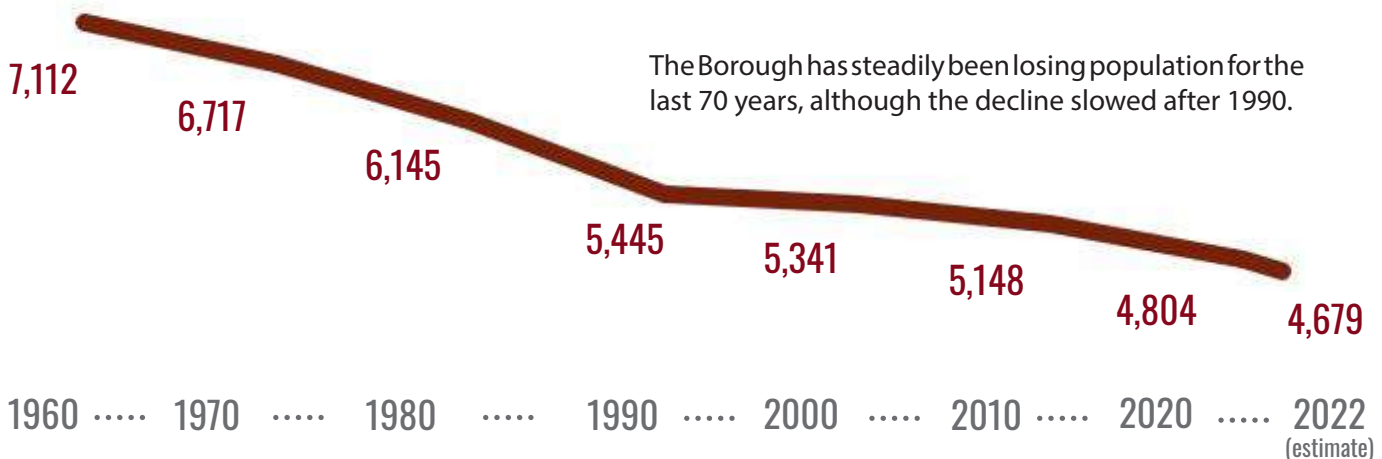
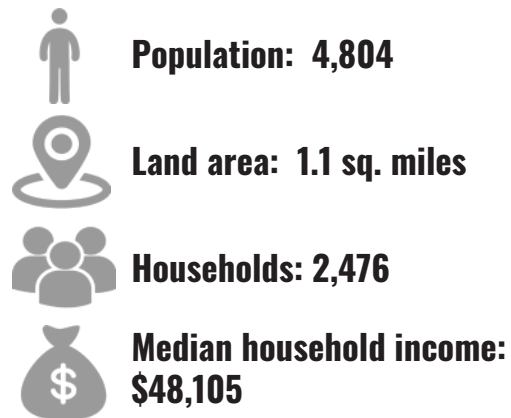
Demographic Outlook

Borough population

Population patterns in Bridgeville reflected rapid growth in the years following the municipality's incorporation as a Borough in 1901 followed by its peak starting in the 1960s. After its high point, Bridgeville's population has been on a steady decline losing roughly 32.5% of its population over the last 60 years.

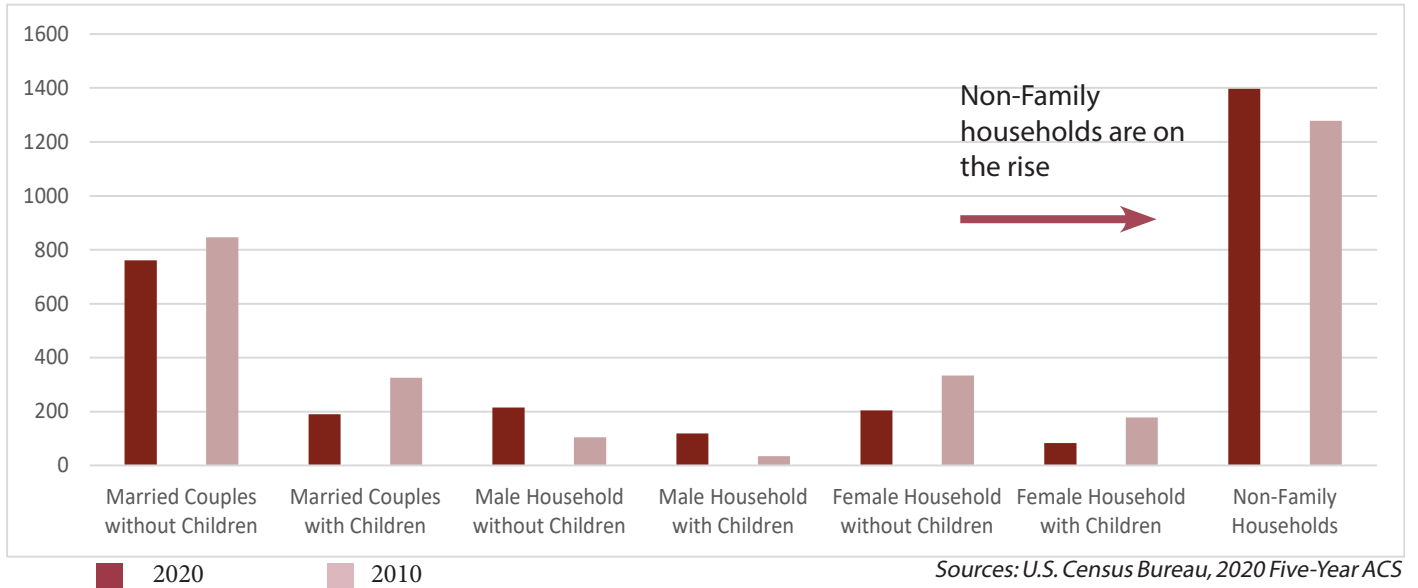
The Census figures here describe characteristics and trends for the Borough of Bridgeville using the most recent 2020 data when available.

2020 Census:



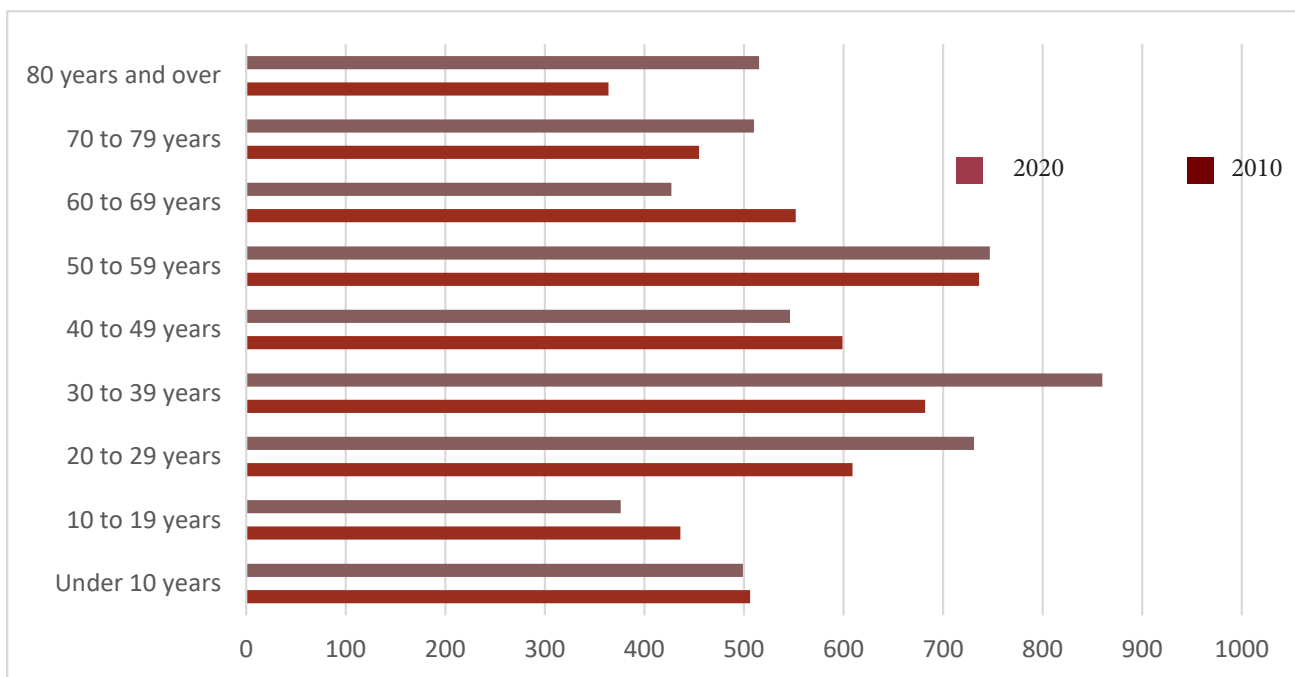
Age and household type

In keeping with a regional and national trend, non-family households represent an increasing share of all Bridgeville households. These include non-related people living together and people living alone. Non-family households now represent 54%, compared to 49% in 2010. At the same time, the total number of households with children decreased from 540 in 2010 to 392 in 2020.



Bridgeville's age distribution has shifted sporadically over the last decade, reflecting a loss of 258 (-8.9%) working-age people (20 to 60) and a gain of 67 (7.7%) people age 19 and lower. Even though Bridgeville's median age of 43.8 years in 2020 was lower than 2010, it was still notably higher than the 40.8 median age in Allegheny County.

Bridgeville's median age decreased from 45.2 in 2010 to 43.8 in 2020, possibly reflecting the gain of residents under 19.



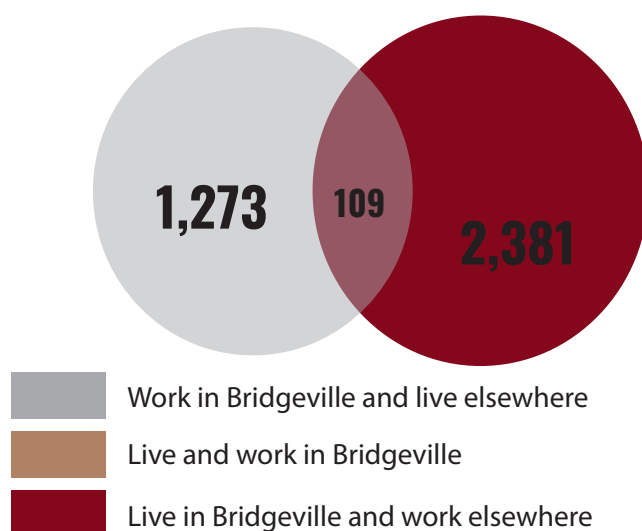
Local Economy

The census estimates that Bridgeville employed 1,382 people in 2020, 92.1% of which were filled by people who lived elsewhere. The number of workers who commute into the Borough was roughly equivalent to the number of residents who commute out each day (95.6%).

The largest category of jobs within the municipality was Health Care & Social Assistance (18.5%), Accommodation and Food Services (18.3%), and Retail Trade (15.1%).

Bridgeville's workforce is well-educated, with 95.3% of those age 25 and over having attained at least a high school diploma and 25.6% with a bachelor's degree or higher. This is comparable to Allegheny County for high school diplomas (94%) but lagging behind in bachelor's degrees (42%).

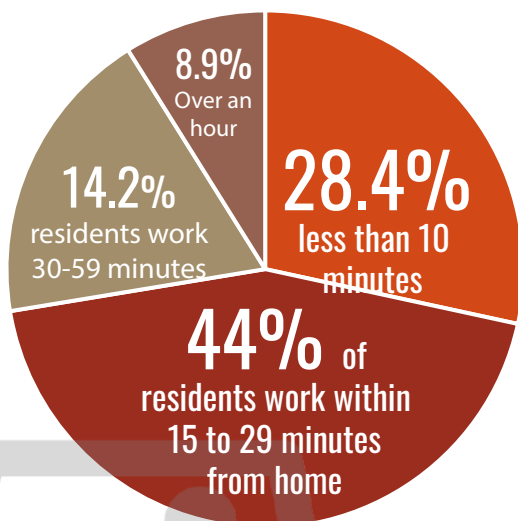
92% of people who work each day in Bridgeville live elsewhere.



The table below shows the principal types of businesses and industries in the Borough for the most current year available (2020) and the most recent year prior to the pandemic (2018).

Jobs in Bridgeville Borough by Business/Industry Type	2020		2018	
	Number	%	Number	%
Health Care & Social Assistance	255	18.5%	273	17.9%
Accommodation & Food Services	253	18.3%	214	14.0%
Retail Trade	208	15.1%	228	14.9%
Professional, Scientific, & Technical Services	160	11.6%	166	10.9%
Other Services (excluding Public Administration)	146	10.6%	140	9.2%
Construction	99	7.2%	153	10.0%
Wholesale Trade	80	5.8%	91	6.0%
Finance & Insurance	44	3.2%	65	4.3%
Manufacturing	33	2.4%	45	2.9%
Other	104	7.5%	151	9.9%
Source: US Census Bureau				

Commute



The Borough's workers scatter to a variety of destinations across the region, including regional employment hubs such as Pittsburgh, county hubs such as Washington and nearby municipalities such as Bethel Park, Dormont and Carnegie. The Borough's highway connections afford its workers access to a variety of job markets. However, as shown at left, more than one fourth of employed residents have less than a 10 minute drive each day.

Strongest sectors:

Health care and social assistance, accommodation and food services, retail trade



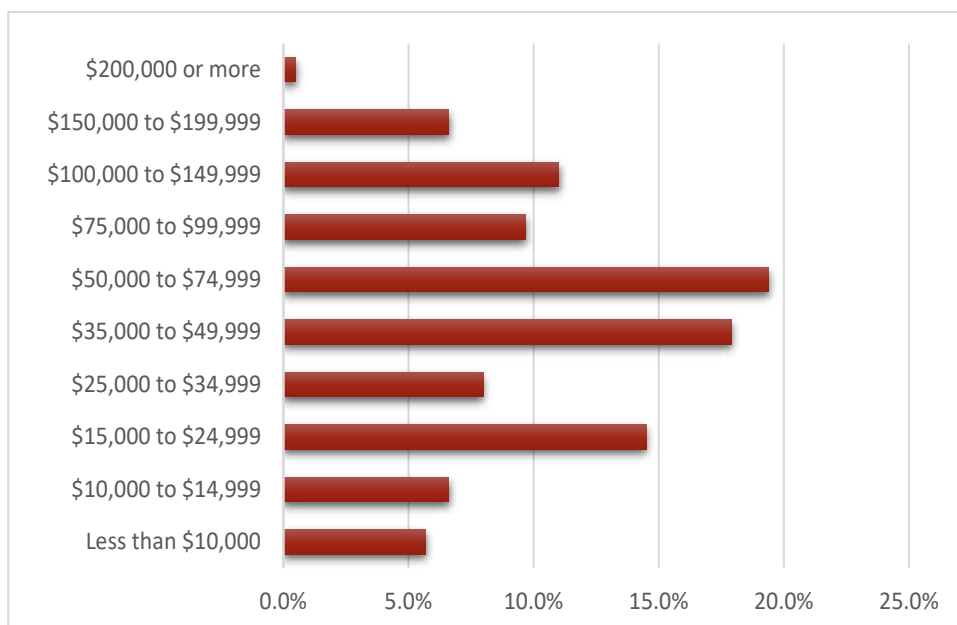
Income

Over half of household incomes in the Borough (55%) fall between \$25,000 and \$100,000 per year, as shown at right. An additional 26.8% of households made less than \$25,000, and 18.1% make more than \$100,000.

The median household income was \$48,105 in 2020, much lower than the Allegheny County median (\$62,320).

In 2020, 10.6% of Borough residents fell under the poverty threshold, compared to 11.3% at the County level.

Households by income level, 2020



Housing Stock

The Census Bureau counted 2,587 total housing units in Bridgeville in 2020, compared to 2,677 in 2010, a net loss of 90 homes. This includes new units in single-family or multi-unit configurations minus any units lost to demolition, abandonment or conversion.

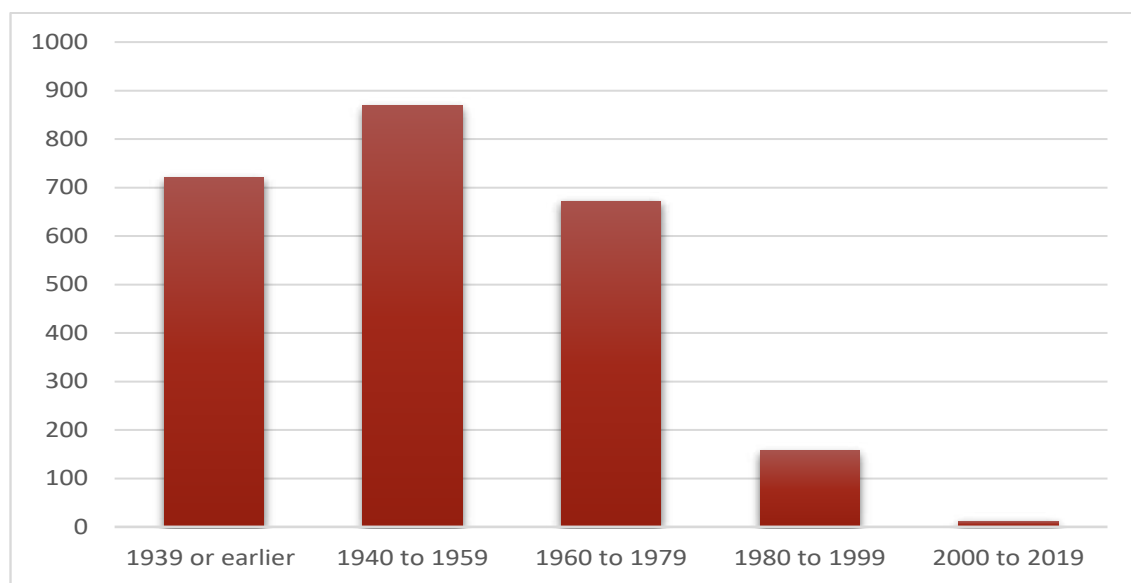
As the graph below illustrates, the housing construction in Bridgeville was at its peak during the 40's and 50's. New housing construction decrease steadily up to the latest 20-year period in which minimal new housing occurred.



The Borough's homes are **38.8%** renter-occupied.

This represents stability since 2010, when the rate was 38.4%.

Year Structures Built



Housing Costs

Across the region, household incomes have kept pace with rising housing costs since 2010. Adjusted for inflation, the median income of Bridgeville residents has risen by approximately 23% since 2010. In addition, housing costs have also increased by 17%. The cost of rent has increased compared to income rising 39%. Thus, while the actual median dollar amount of rent or home value in Bridgeville has climbed substantially since 2010 (from \$558 and \$114,000, respectively), housing has become more affordable due to the higher increase of the median household income.

Housing costs v. income, 2010 and 2020

	Median housing value	Median gross rent	Median household income
2010	\$114,000	\$ 558	\$36,839
2020	\$134,200	\$776	\$48,105
Change	17.7%	39%	23.4%

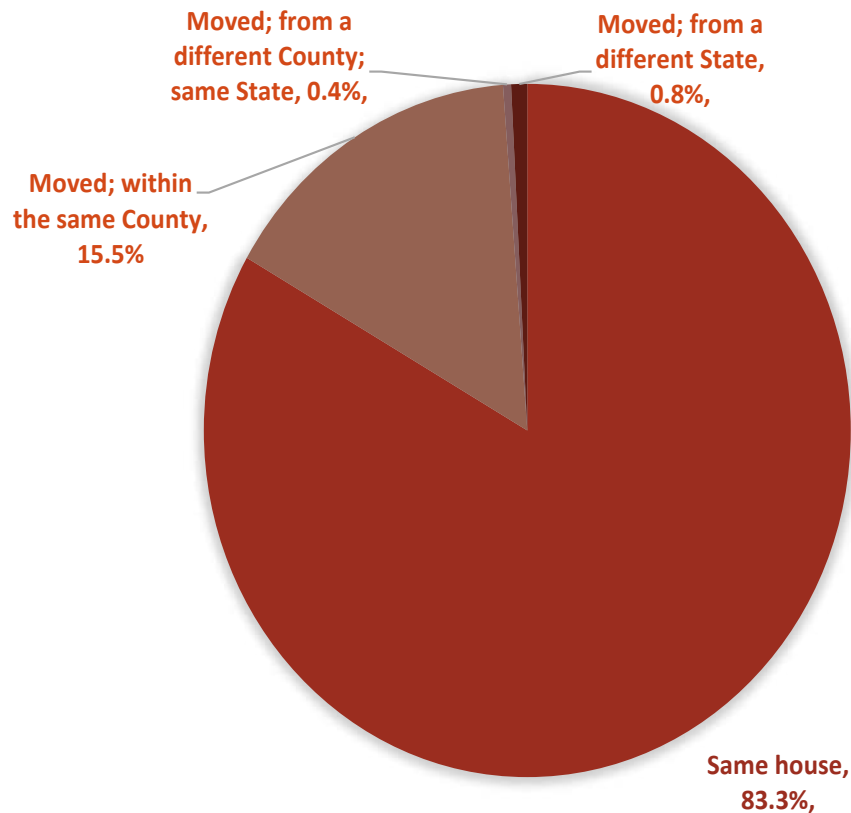
Housing type

Approximately three quarters of Bridgeville homes are single-family detached structures. (72.8%) The next most common type is units in large buildings (10 or more apartments), of which there were 414 units in 2020.

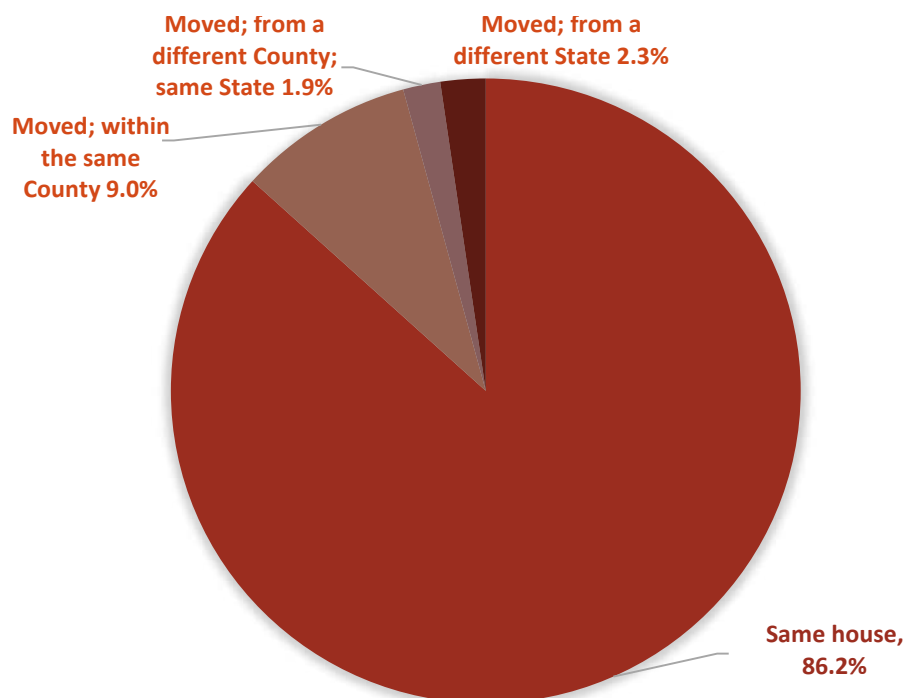
Mobility

Bridgeville's exceptional residential stability is evident in the share of residents who remained in their homes in 2020: 83.3%. During the same year, 15.5% moved in from elsewhere within Allegheny County, 0.4% moved in from a different county and 0.8% moved from a different state or country. The rate of those in the same home is slightly lower than Allegheny County, which was 86%.

Bridgeville Borough



Allegheny County



Vision & Guiding Principles

Below is the vision for the future of Bridgeville that was developed through public input collected during the planning process. The vision expresses the hopes and goals of the community, drives the goals and actions in the plan and sets a strategic benchmark or “test” for projects going forward.

The Vision:

Bridgeville Borough will continuously strive to enhance the quality of life for its residents and be a place people are proud to call their hometown.

The Borough will preserve and build on its small-town charm and sense of community including:

- *Public places – like the downtown, parks, and the library – and community events and organizations that connect people to each other.*
- *An authentic downtown – traditional, human-scaled, and sidewalk-oriented – filled with popular and successful businesses.*
- *Walkable neighborhoods.*

The Borough will give priority to public safety and sound and reliable public services.

The Borough will seek to improve its position as:

- *A hub in a growing greater Bridgeville region.*
- *A destination of its own.*
- *A small town well connected to a major city and metro area and all they have to offer.*
- *An attainable community, affordable and welcoming to a diverse population.*



Bridgeville residential neighborhood, Photo Courtesy of: Mackin

In general, the vision is the foundation upon which all other plan elements were formed. The following generally accepted principals informed the vision and the plan focus areas that followed:

Guiding Principles:

- ***The Borough should develop an identity and further enhance the local business environment to attract entrepreneurs and retain existing businesses.***
- ***The Borough's transportation network should balance the needs of all of its users, creating routes that, beyond conveying vehicles efficiently, represent a safe and inviting public space.***
- ***The Borough should promote and further develop assets to build a reputation as a desirable living environment with housing options and a full complement of cultural and recreational amenities.***
- ***The Borough should address its flooding issues to sustain existing neighborhoods and promote new development/redevelopment and preservation opportunities.***



Focus Areas



Old Train Station, Photo Courtesy of: Mackin

Priority Issues:

The following areas were identified as priority for the Comprehensive Plan. These focus areas were developed from the issues gathered for the plan. The Action Items developed are categorized in the appropriate focus area. The four Focus Areas are:

- ***Downtown & Business***
- ***Traffic, Parking & Signage***
- ***Quality of Life***
- ***Flooding***



Art in downtown Bridgeville, Photo Courtesy of: Mackin

Downtown & Business

Guiding Principle:

The Borough should further develop an identity and further enhance the local business environment to attract entrepreneurs and retain existing businesses.

Bridgeville Borough is largely defined by its downtown. By far, the downtown business area with its shops and restaurants is the favorite place of Bridgevillites according to the public survey. A popular and successful downtown is a main ingredient of the community vision at the heart of this plan. The downtown is the part of the community outsiders see when traveling through in large numbers on Washington Avenue.

Bridgeville has an authentic, pedestrian-oriented downtown. Sidewalk line both sides of Washington Avenue. Most businesses are oriented and built to the sidewalk. There are streetlights, benches, and other streetscaping features.

Most Borough businesses are located in or adjacent to the downtown. There is a mix of retail and restaurants, some popular across a larger region, plus services and offices. Most are local, non-chain establishments.

Bridgeville does not have an area of heavy industry (or a liability of underused legacy industrial properties) common to cities and boroughs in Southwest Pennsylvania. Bridgeville does, however, have light industries and other operations that provide employment opportunities.



Downtown Bridgeville, Photo Courtesy of Mackin

Related findings

■ Market Analysis was prepared

A market analysis was prepared to provide support data for the Comprehensive Plan. The analysis examined socio-economic conditions and potential within a primary market area (PMA) based on a 15-minute drive from Downtown Bridgeville.

■ Borough's business environment and housing market is stable

The market analysis describes the PMA as having strong recent population growth, middle and upper-middle income consumers, and a steady housing market with stable middle-income values, a moderate pace of new construction, and robust housing markets surrounding Bridgeville. The Borough itself is not as strong as surrounding areas. Population has declined. People on average are older and household incomes are lower than the PMA overall. Still, the Borough's business environment is stable, and the Borough's housing market was rated as steady – average housing values, average levels of foreclosure, and low levels of vacant lots and poor property conditions – in a 2021 Market Value Analysis prepared by Allegheny County Economic Development.

■ There will be a demand for housing

The market analysis dug further with housing. It says there will be demand in the PMA in the next ten years for housing, and Bridgeville could capture as many as 220 new housing units. Demand could come from young professionals and empty-nesters seeking rental housing with low maintenance and higher-end amenities who would value living in a walkable community near a vibrant downtown.

■ The Borough's location is a positive

The Borough is well positioned. Its location on PA Route 50 (Washington Avenue) by an I-79 interchange sends high commuter and other traffic through town. Daily traffic volumes average 14,000 to over 21,000 vehicles in the heart of downtown, and higher in the southern and northern ends. Those are all potential customers. Demand for new housing and retail and service offerings is expected to originate from within the PMA and, according to the market analysis, "the Borough is well positioned to leverage the market area's relatively high educational attainment and household income levels in support of this private investment activity."

■ The market can support an increase in local businesses and additional housing

The market analysis recommends increasing the number of small-scale, locally owned businesses, particularly restaurants, entertainment venues, and recreational based service businesses, to add to the downtown's unique, authentic experience. The market analysis also recommends promoting development of housing targeting young professionals and empty-nesters. Attracting new residents is an economic development strategy. New residents in a walkable environment in or near downtown will grow the customer base for downtown businesses.

Related findings (con't.)

■ Businesses owners provided input

To discuss how to capitalize on market potential, the Borough staged a business focus group workshop as part of the Comprehensive Plan process. Participants included business people, community leaders, a business professional from nearby Mt. Lebanon and one from Allegheny County, and the consultant team. The focus group provided a mixed assessment of downtown Bridgeville. It also identified needs for improvements.

<i>Results from Business Focus Group</i>	
<i>Assessment of Downtown</i>	<i>Priority Needs</i>
<ul style="list-style-type: none"> • There is a good mix of existing businesses. The challenge is keeping it. • Bridgeville is a different market than surrounding suburban areas. It relies more on foot traffic. • Square foot rents are low and inhibit financial feasibility of renovations and new buildings. • Washington Avenue traffic is both a liability and an asset. • Parking problems are partially a matter of perception, but business people do have concerns and lack consensus on how best to address them. 	<ul style="list-style-type: none"> • There is a need for a “Main Street” organization, some organized manner for businesses to network and promote improvements. • Downtown needs an “identity”. What makes it unique as a destination. • Traffic calming and other measures are needed to make downtown more walkable. • Better signage and wayfinding are needed for public parking.

■ The Bottom Line

- The success of Bridgeville’s downtown is important - Bridgeville and its character as a community are largely defined by the downtown. Most of the Borough’s businesses and employers are located in or adjacent to the downtown.
- Bridgeville’s downtown is unique - Surrounding suburban development is largely corporate, chain, and auto-oriented. Downtown Bridgeville is local, authentic, and people-oriented. It offers a place-based experience to go along with the shopping
- The market area around Bridgeville has potential for new investment - Bridgeville is positioned to capture a share, but it must be more organized in marketing and improving its unique “product,” its authenticity, walkability, and place-based experience. Also, Bridgeville must include attracting new residents as a big part of its economic development strategy.

Action Items:

How do we address the issues and achieve goals?

Action Get downtown businesses organized and working together.

1

Establishing some form of “Main Street” organization was the top priority for action suggested by participants at the business focus group meeting. Currently there is no organization dedicated to downtown businesses. Bridgeville businesses can and do participate in the South West Regional Chamber of Commerce, but the chamber serves a broad area of the South Hills and I-79 corridor in Allegheny and Washington Counties. Also, some business owners say they do informally communicate with each other, but that effort can be grown.

A downtown organization can be informal, simply, a forum for networking. It can base itself on a verbal Kane, McKean County

- “Coffee Shop Partnership”
- Borough, businesses and community leaders meet regularly for coffee to discuss the improvement projects.
- Whether the project is large or small, the participants agree to “pitch in” to complete it.

Carnegie, Allegheny County

- Has a building and business owners committee
- Works with the Community Development Corporation and Borough to plan and carry out events/projects.

Or, a downtown organization can be formal, based on a written agreement, even incorporated with a decision-making board. Examples include Mt. Lebanon and McKees Rocks, which have community development corporations involved in downtown activities and improvements.

A downtown organization in Bridgeville should be informal to start. Creating a business and building owners group is a good approach. The group should focus on tasks not talk.

- Agree on common goals, small at first, to enhance downtown.
- Provide organized efforts to market and improve Bridgeville’s unique “product.”
- Exercise the clout of the group members pitching in and working together in good faith to get things done.

Over the long-term, as the organization becomes more firmly established, it could seek to capitalize on bigger project opportunities and available funding by establishing a community development corporation. Zelienople in Butler County is a good example of a volunteer organization becoming formal. A case study regarding the Borough can be found in the Appendices.

Bridgeville Borough should be active with a downtown organization. The borough along with South West Regional Chamber of Commerce, could be the convener for start-up of this organization as well as be a partner, addressing matters within its sphere of involvement, in undertaking downtown enhancements.

What is a community development corporation?

A community development corporation (CDC) is a 501(c)(3) non-profit organization created to support and revitalize a community. A CDC can focus on a downtown or neighborhood or serve a whole community. A CDC may work closely with a local government, but it is not a government entity. CDCs are tax-exempt and may receive funding from private and public sources not available to local governments. An example is Pennsylvania’s Neighborhood Assistance Program, a major state program which offers tax credits to for-profit companies that donate funds to CDCs and other non-profits for community revitalization projects.

What Bridgeville should do:

- Arrange a meeting of downtown business and building owners. In advance, actively recruit interest and participation.
- Set an outcome of the first meeting to decide a goal and a project, small at first, to add value to or improve downtown, and decide how to pitch in to get it done.
- Sustain the effort. Focus on tasks not talk. Don't meet as a routine: Meet to plan goals and projects and to sustain progress, to exchange ideas on what works, to plot strategy to attract business.
- Coordinate with the South West Regional Chamber and Allegheny County, Economic Development Department. They have both offered assistance.
- As the group gets established, be a cooperating, not dominant, partner. If the Borough creates a business development position, that person should be a prime resource for generating ideas and facilitating action of the group.

Action 2 Create a Business Development Director position with the Borough.

2

Bridgeville can make an impact in partnering with and providing real help to a downtown organization by creating and hiring a business development director position. Relying on volunteer business and property owners to undertake projects will have ups and downs, and will practically limit what can be accomplished. Volunteers must provide primary attention to their own businesses and properties. A business development director will provide capacity, working in conjunction with volunteers, for sustained effort and follow-through on downtown enhancements.

The following tasks should be assigned to the position:

- Develop and maintain a property inventory, to be aware of vacant and/or for sale spaces and buildings.
- Recruit occupants and investors for vacant properties.
- Facilitate planning, projects, and events with a downtown organization.
- Help with promotions and marketing and be the single point of contact for Downtown Bridgeville.

What Bridgeville should do:

- Create the position on a part-time basis, at least initially. It will be challenging to attract a qualified candidate half-time, but it is successfully being done in nearby Canonsburg.
- Undertake a recruitment and hiring process with assistance from the South West Regional Chamber of Commerce.

Action 3 Develop a Bridgeville identity.

3

Establishing an “identity” for Bridgeville and its downtown was the second highest priority for action suggested by participants at the business focus group meeting.

The key to establishing an identity is to ask the question, “What makes Bridgeville and its downtown unique as a destination?” Similarly, “What makes Bridgeville stand out in the competitive landscape of places to shop, dine, and spend time and money?”

What Bridgeville should do:

- Undertake an organized effort to create an identity for downtown Bridgeville.
 - The process could range from an “in house” effort of the Borough and a business and building owners group to a larger effort involving a paid professional consultant. A consultant is not necessary, but could facilitate the process and provide data analysis and experience with successful downtowns. The choice would depend on the goals of the Borough and businesses and availability of funding for a consultant. Another option would be to work with the Allegheny Together Program (out of the Allegheny County Economic Development Department) or the PA Downtown Center. The PA Downtown Center offers discounted, fee-based technical assistance for these types of projects to member municipalities and downtown organizations.
 - Start with the information gathered for the Comprehensive Plan. The Vision Statement emphasizes Bridgeville’s small town charm, safety, and welcoming feeling and emphasizes the goal of Bridgeville being a destination of its own, not a pass-through community. The market analysis says Bridgeville should capitalize on its local authenticity, walkability, and place-based experience.
- Ensure that the identity is folded in with any marketing done for the Borough (see page 44) and included on all information for the Borough, including the website, social media, newsletter, etc.



Art installation at Bridgeville Library, Photo Courtesy of Denny Puko

Community Branding Case Studies:

These case studies represent ways communities have developed and identity and used it to brand themselves for visitors, new businesses, new residents, etc. These communities may not be exactly like Bridgeville, but the concepts are able to be replicated.

Denison, Texas

Denison, Texas, sought to distinguish itself from similar communities along the shore of Lake Texoma, one of the nation's largest lakes. Like Warren, Denison is situated in a region rich with outdoor recreation attractions but needed to determine the local assets and advantages that made it a unique destination.

Research during the community branding process revealed what set the community apart: Denison was not only a lakeside resort, but could draw upon a storied history as the home of Dwight D. Eisenhower, wine industry hero Thomas Volney Munson and famed pilot Sully Sullenberger.

Thus, Denison's identity became a combination of "get-it-done gumption with a relaxed, easy-going nature that makes getting ahead a lot more fun." The City adopted a slogan of "moving forward, kicking back" and a sailboat logo that incorporates the letter D and symbolizes forward progress "in an easy, breezy way." The logo appears on all communications and on its website, in advertising materials and in gateway signage.



Wall, South Dakota

More than 90 years ago, The Wall Drug Store in Wall, South Dakota used the promise of free ice water to jump start a marketing campaign that has turned into an enterprise that attracts millions of visitors each year. The owner of the local drug store and his wife determined that the numerous visitors to Mt. Rushmore, etc. need a drink of water on their long journey so they developed signage to be put on the highway indicating that travelers could stop in to the drug store for a glass of ice cold water. This led the store becoming a stop for thousands of travelers, who can still get a free glass of water.





Washington Avenue Business District, Photo Courtesy of Mackin

Action 4 Create a zoning ordinance district for the downtown.

4

The Bridgeville Borough zoning ordinance, last comprehensively updated in 2015, lacks a key component for promoting a unique and vibrant downtown. The ordinance does not have a distinct zoning district covering the downtown, which would better accommodate downtown uses.

Downtown Bridgeville is situated within a larger Mixed-Use (M) Zoning District that covers Washington Avenue two to four blocks deep and Baldwin Street and McLaughlin Run Road to McLaughlin Run Park. The M district is the Borough's only commercial district, and allows the full array of commercial uses including retail, offices, auto sales/repair/gasoline, light industry and warehouses.

The existing M District should be evaluated to determine what is and is not working from a Downtown perspective. If appropriate, a zoning district specifically for the downtown should be more developed. It should target uses and building designs that cater to pedestrian traffic and enhance the local experience.

Additional zoning recommendations are included on pages 63-64.

What Bridgeville should do:

- Hire a planning consultant to update the zoning ordinance to create a separate, distinct zoning district for the downtown.
 - The boundaries should include: Washington Avenue from bridge to bridge with a depth that would capture properties strategically integral to the downtown experience.
- Ensure that the process includes the following for the district:
 - Give preference with first floor and sidewalk facing spaces to customer-oriented uses for retail, eating and drinking, arts, and entertainment.
 - Allow a mix of uses with nonresidential on the ground floor and offices or residential in upper floors or back spaces.
 - Not allow uses that are auto oriented, not frequented by customers, or overly expansive in land consumption such as gas stations, car washes, kennels, and warehouses (all of which are currently permitted in the M district).
 - Make sure uses as defined are appropriate for downtown, and accommodate new and emerging uses which would be appropriate downtown such as craft brewery or distillery or artisan workspace.
 - Flexibility in permitting temporary uses like entrepreneurial pop-ups and other small-scale start-up enterprises.
 - Consider exempting downtown uses from requirements to provide off-street parking, or make it easier to obtain an exemption.
 - Consider revising design standards, currently applicable in the M district, to be more suitable for a downtown district. Sample downtown design standards are included on page 65.

Action 5 Pursue a mixed-use redevelopment opportunity.

5

The planning process identified an opportunity to redevelop a four-acre area (4-blocks) along Washington Avenue north of Bower Hill Road (see concept on the following page). This is a big idea to significantly enhance the downtown and the whole Borough. The proposal aims to capitalize on the potential of the primary market area around the Borough. It aims to establish a competitive product that offers both exciting new development and an addition to the authentic downtown experience.

The concept plan calls for a mixed-use development. Buildings fronting on Washington Avenue would extend the downtown and be pedestrian oriented. First floors would offer space for customer-oriented businesses with a focus on small-scale, locally owned businesses that are a competitive key to downtown Bridgeville's unique experience. Upper floors and other parts of the development would provide needed housing opportunities and choices. The market analysis completed for the planning process recommends development of 100-125 rental units offering higher-end amenities and low maintenance – such as townhome, cottage court, and apartment housing – targeted to young professionals and empty-nesters. The concept plan also calls for creating green and open space for residents' enjoyment and for community events, a farmers' market, and other activities.

The business and residential components would have a synergistic effect. Street-front businesses would add walkability and tailored retail offerings attractive to young professionals and empty-nesters. New residents would add to the customer base for new businesses and for the entire downtown. New residents would also plant seeds of new households to later "move up" to buy homes in the Borough.

There are challenges to overcome. Almost the entire redevelopment area sits within a designated 100-year flood prone area. The designation inhibits development of the property due to building requirements and high cost of flood insurance. Bridgeville Borough has a plan and is pursuing implementation funding to mitigate flooding of the area and remove it from designation as flood prone. The other challenge is property ownership. The majority of area is owned by one party which is interested in the redevelopment project. The remaining area includes smaller parcels under a handful of different owners.

The overarching objective of the redevelopment proposal is to expand the downtown and add space, otherwise limited in the Borough, to grow businesses and places to live. Specific objectives are designed to implement the vision, needs, and opportunities identified in the Comprehensive Plan. They include:

- To make more productive use for the benefit of the community of vacant and underutilized properties, and to eliminate their blighting influence.
- To make more land available for development that will enhance the social and economic welfare of Borough residents, increase tax revenue to support Borough services, and improve living conditions.
- To better position Bridgeville Borough to capture projected growth in the regional market.
- To encourage development that provides for a mix of uses and a physical design that is consistent with and extends the existing authentic small-town experience of Downtown Bridgeville.
- To provide opportunities for new businesses, particularly those that are locally grown and owned.
- To provide opportunities for housing demand in the market area targeted to young professionals and empty-nesters who would choose to live in the Borough except for the lack of housing of the type and price they desire.
- To provide green space areas to enhance the health of area residents and provide space for community events and other activities that bring citizens together and enhance the Borough's small-town character.

What Bridgeville should do:

- Prepare a pro forma for a prospective project. The pro forma could analyze the financial bottom line for multiple development scenarios. It would tell what uses, development components, and financing will make up a successful project. Having such information would be key to attracting developer interest.
- Reach out to developers that have undertaken similar projects. Two benefits would be getting the project on the radar screen of prospective developers and learning what they believe are keys to a successful project.
- Lay the groundwork for the Borough's role in the project. Contributions from the local government will likely be integral to the project's success. Borough contributions could be funding, a tax abatement, and an increase in allowed density of development or other land use regulation waivers or revisions. The pro forma will help identify what Borough contributions will be needed for the project.



Sample Mixed Use Concept for northern end of Washington Avenue, Photo Courtesy of Mackin

Traffic, Parking & Signage

Guiding Principle:

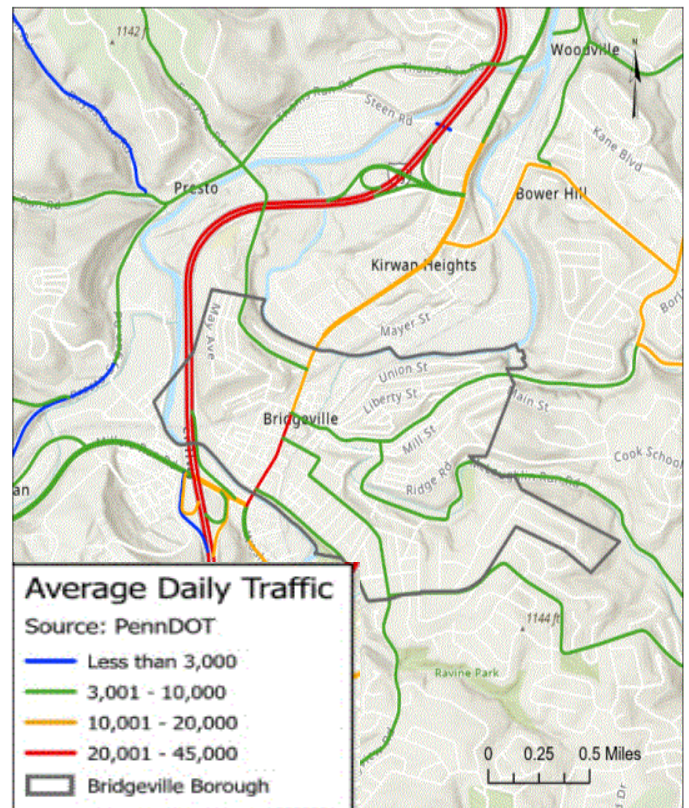
The Borough's transportation network should balance the needs of all of its users, creating routes that, beyond conveying vehicles efficiently, represent a safe and inviting public space.

The Borough benefits from an extensive transportation network, involving roads, transit routes and bicycle and pedestrian pathways. Bridgeville connects to the region via I-79, a major north-south corridor and highest-volume route (approximately 43,000 southbound vehicles and 31,300 northbound vehicles per day) and State Route 50 (approximately 21,600 vehicles per day between Millers Run and Bower Hill Roads and 17,000 vehicles per day north of Bower Hill Road), which is also the Borough's main street.

Bridgeville also has sidewalks throughout much of the Borough, and Pittsburgh Regional Transit offers a Bridgeville route, which has two stops in Bridgeville (Washington Ave. at Chartiers St. and Washington Ave. at Station St) and connects to Downtown Pittsburgh.

The planning process revealed that improved traffic flow through the Borough is a priority need.

Additionally, the Borough must ensure that it provides safe, inviting routes that support neighborhood and economic development and meet the needs of all users. A community's streets represent public spaces with the potential to stimulate investment and social inclusion. Business districts that are easy to navigate and offer safe pedestrian connections can generate tangible economic benefits, increasing property values, local business activity and the number and frequency of visitors.



Average Daily Traffic for Bridgeville and surrounding areas

Courtesy of: "Activate Bridgeville"

Related findings

■ Improved safety and connections are needed

Bridgeville adopted “**Activate Bridgeville**”, the Borough’s active transportation plan in 2022. This plan identified and prioritized traffic calming techniques, pedestrian/bicycle improvements, and potential connections within the Borough and larger region. “**Activate Bridgeville**” can be viewed on the Borough’s website and in the Borough Building.

The Borough does have an extensive sidewalk network, but according to “**Activate Bridgeville**”, there are issues with gaps in the network, sidewalk maintenance, missing lighting, and non-ADA compliant curb ramps.

■ Improved traffic flow is a priority for Bridgeville

In a public survey conducted for the planning process, traffic congestion was the highest rated item for what needs to change in the Borough. Bridgeville is in the center of major traffic generators with increased development in South Fayette Township to the south and Collier Township to the north. I-79, a major regional transportation corridor also funnels traffic into the Borough from the Collier exit (north of the Borough) and the Bridgeville exit (just south of the Borough line). This creates a bottle neck through the center of the Borough along Washington Avenue at certain times of the day.

■ Traffic improvements are being made in the Borough

In 2023, PennDOT District 11 widened the bridge over Chartiers Creek on Washington Avenue to seven lanes using Accelerated Bridge Construction techniques as part of the \$10.78 million improvement project. Additionally, an exclusive lane from southbound Washington Avenue to northbound I-79 was constructed, and Chartiers Street was widened to add an additional turning lane.

In addition, Bower Hill Road Bridge, owned by Allegheny County, is scheduled to be replaced in 2026.

■ Additional traffic improvements are needed in the northern end of the Borough

While improvements have been made regarding traffic congestion in the southern end of the Borough, there are additional needs in the northern end. Washington Avenue decreases from two lanes to one lane from Collier Township as it enters the Borough causing traffic congestion entering the Borough. There are constraints in this area due to the railroad bridge crossing over Washington Avenue in between Prestley Road and Brookfield Street.

■ Improved signage and connections is a necessity for Borough destinations

There is a perception that the Borough does not have enough off-street parking. Field views of parking lots within the Borough at various times of the day indicate that parking is available. The issue may be that motorists may not know where the parking exists or how to safely get from parking to destinations.



Traffic improvements at south end of Washington Avenue, photo courtesy of Mackin

Action Items:

How do we address the issues and achieve goals?

Action 1 Install traffic calming and pedestrian safety features Downtown Bridgeville.

1

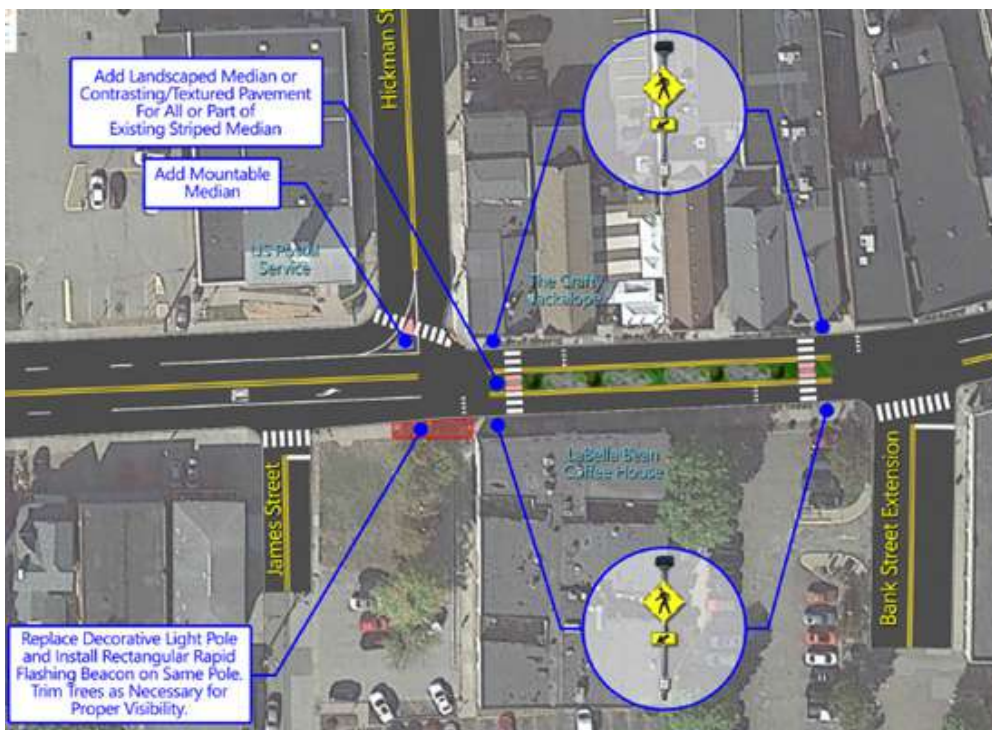
Various physical design measures can improve safety as well as enhance the street environment for non-motorists, regarding the street as something more than a conduit for vehicles to shoot through a neighborhood as quickly as possible.

To begin addressing multiple modes of traffic, the Borough completed “**Activate Bridgeville**” in 2022. The plan aims “to provide a blueprint for modernizing the transportation network within the Borough to provide safe connections between local destinations and provide residents with amenities to keep Bridgeville as a desired location to reside”. This process further supports the efforts to improve safety and connections for all modes of traffic including vehicles, pedestrians and bicyclists.

The Borough has already started implementation of “**Activate Bridgeville**”. Additional street lighting has been added to Murray, Station and Sarah Streets and the re-establishment of McLaughlin Run Park to Romano Drive Trail. The Borough is also seeking grant funding for the Gregg Avenue Steps Project and the Chartiers Park Greenway Trail.

What Bridgeville should do:

- Pursue funding for priority recommendations from “**Activate Bridgeville**” including:
 - Incorporate strategies such as lane narrowing, vegetative plantings, textured cross walks and signage
- Coordinate efforts with PennDOT District 11, due to the fact that Washington Avenue is a state route.
- Additional traffic calming tools, which can be pursued by the Borough, are found on the following page.



Sample pedestrian improvements along Washington Avenue, Courtesy of: “**Activate Bridgeville**”

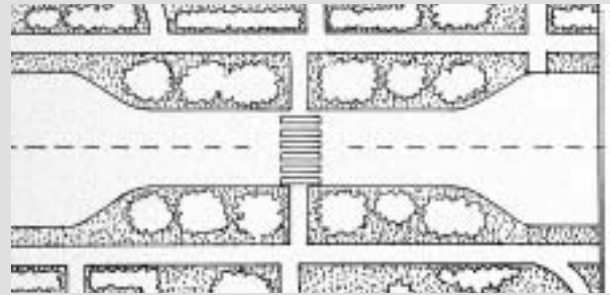


Examples of pedestrian safety amenities in downtown areas

Traffic-calming tools

Bulbs, chokers and neckdowns

Extensions of sidewalk and/or landscaping at intersections narrow the road to about 20 feet for two-way traffic, which improves pedestrian safety and typically reduces speeds by up to 14%. Some applications use an island that allows drainage and bicyclists to continue between the choker and original curb line. Islands also represent an opportunity to incorporate stormwater infiltration features.

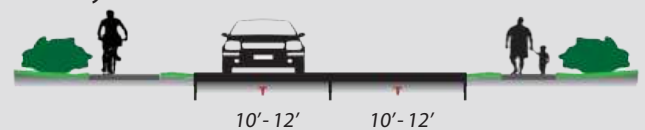


Narrowing streets and traffic lanes

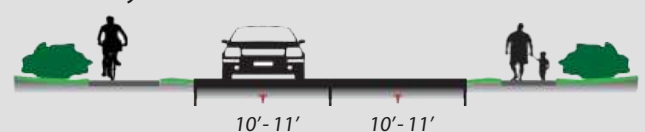
Lane widths on a local road should be determined by intended function, traffic volume, intensity of adjacent uses and neighborhood design (lot sizes, setbacks, parking needs, etc.). Local and internal roadways tend to fall into one of three categories:

- **Primary distributor:** Moves traffic from neighborhoods or subdivisions to larger arterial or collector roads at speeds of 25-45 mph and daily volumes of 750-2,500. Access should be more limited than on the following two local road types. On-street parking is inappropriate except in more dense villages.
- **Secondary distributor:** Moves traffic through a neighborhood or subdivision to a primary distributor, or directly to larger roads, at speeds of 15-25 mph and daily volumes of 200-1,500.
- **Local access:** Speeds should be 15 mph or less, daily volumes below 500. Design features will vary: A narrow cartway would be appropriate for a subdivision of large lots with off-street parking, but not necessarily for a local access street serving large commercial or industrial development.

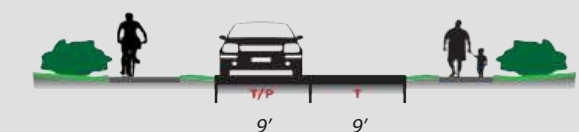
Primary distributor



Secondary distributor



Local access



Lanes as narrow as nine feet can still be safe for driving on certain local roads, particularly local access. Primary and secondary distributors can carry traffic safely in lanes of 10-12 feet.

Neighborhood traffic circles

Small roundabouts can replace intersections of local or collector streets to reduce mid-block speed by about 10% and impact an area about 200 feet upstream and downstream. Traffic is only minimally diverted, and collisions are typically sharply reduced by this configuration.



Action

2

Improve signage and pathways between parking lots and Borough destinations.

During the planning process, it was consistently mentioned that parking is an issue and people do not feel comfortable walking from Borough parking lots to downtown businesses. The Borough does not have on street parking along Washington Avenue, but there are 7 lots with a total of 273 spaces nearby to the downtown business district (some of which are permit only). These lots are metered and patrons can pay by coins or credit card. There are three mobile payment options as well. In addition, there are metered street parking spaces on Shady Avenue, Station Street, Hickman Street and Railroad Street.

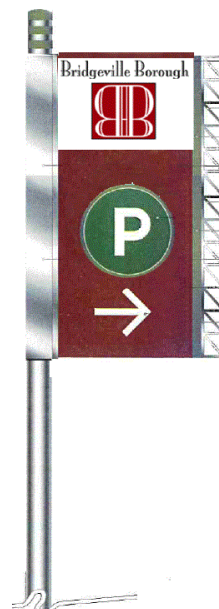
It seems that there may not be a need for additional spaces, but rather a need for more education about where these lots are located and how to safely navigate from the lots to the area businesses.

What Bridgeville should do:

- Analyze the connections from the various parking lots and develop a plan to install well defined pathways with sidewalk markings, lighting and signage to easily lead pedestrians from the parking areas into the Borough's downtown district.
- Ensure the wayfinding signage is consistent with current signage in the Borough. Bridgeville is currently undergoing a project to replace street signs through the Borough. These signs have a consistent look and feel and utilize the updated Borough logo. Duplicating the look and feel of these signs in any future signage development is critical to develop and promote the identity discussed previously.
- Place the wayfinding signs along major routes throughout the Borough leading motorists and pedestrians to parking areas, other businesses and other destinations.
- Design clearly marked and lighted pathways from parking areas to the downtown business district. This will greatly improve the feeling of safety and ease for people to access Borough businesses.



Sample directional signage using the updated Borough logo





Pictures of the upgraded streetscape project in 2012, Photos Courtesy of Pittsburgh Tribune Review

Action 3 Pursue walkability and streetscape upgrades in the north end of the Borough along Washington Avenue.

The Borough underwent a streetscape project in 2011. This project removed trees (due to the shallow soil), installed/replaced sidewalks from Hickman Street to Bower Hill Road with a two-toned cement, installed numerous trees and other shrubbery, installed new garbage cans and updated the light poles with upgraded wiring and fixtures for LED lighting.

What Bridgeville should do:

- Seek funding to continue the streetscape on Washington Avenue north from Bower Hill Road to the Borough line and south from Hickman Street to the Borough line. This would be especially important if a mixed-use redevelopment project would take place in this area (as discussed on page 32).
- Explore opportunities to install pedestrian crossings upgrades, similar to what is discussed on page 36 in this area of Washington Avenue.



Existing conditions along northern end of Washington Avenue, Photo Courtesy of Mackin

Action Seek funding to undertake North End Intersection Improvements.

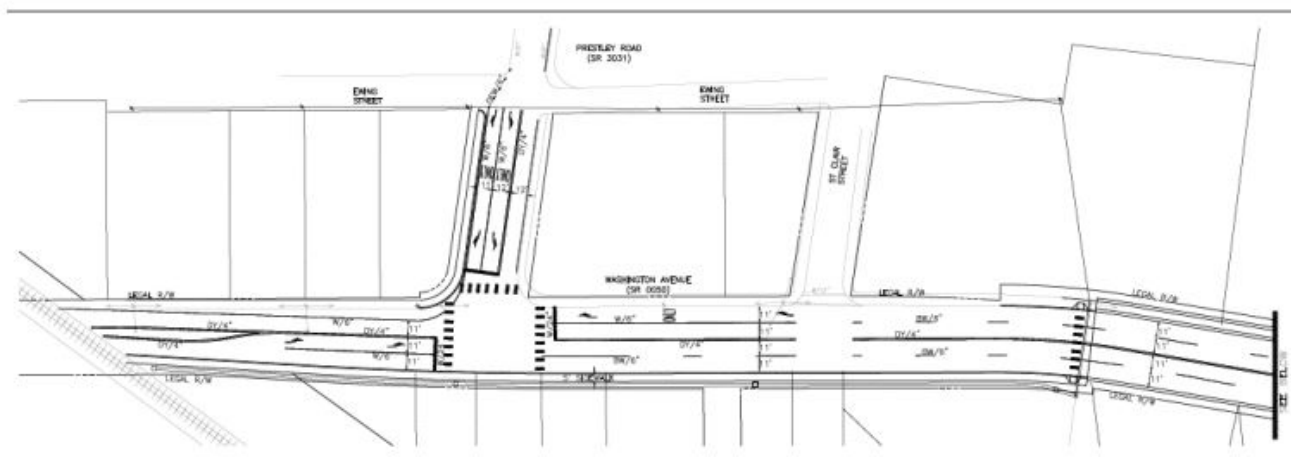
4

In 2015, a Route 50 Task Force was created, which included officials from Bridgeville and neighboring communities, commercial developers, and state and county officials. This Task Force developed concept plans to address several areas within the Borough that are the source of traffic congestion. One plan was for the south end of Washington Avenue. A PennDOT sponsored project has recently been completed to widen the bridge that connects Bridgeville to South Fayette Township, add lanes onto the ramp connecting to I-79 and widen Chartier's Street. A concept plan was also developed by the Task Force for the northern end of Washington Avenue to address the bottleneck between Chartiers Valley Shopping Center in Collier Township and Prestley Road. This plan widens Washington Avenue to two lanes in each direction. Traffic coming from Prestley Road onto Washington Avenue would get one lane dedicated to right turns and another for left turns. There is an obstacle with the barriers that were placed next to the bridge beams to prevent vehicles from hitting the bridge. These could potentially be moved back to allow room for widening in this area.

The Southwestern Pennsylvania Commission (SPC) works with PennDOT and partner counties to develop a Long Range Plan. The Transportation Improvement Plan (TIP) is included as part of this process and outlines priority transportation and bridge projects designated for funding for the next four years. Major transportation projects, like those discussed above, need to be reviewed and added to the Long Range Plan and TIP in order to be eligible for funding.

What Bridgeville should do:

- Coordinate with PennDOT to determine if this concept (for the northern end of Washington Avenue) or something similar can be added to the TIP for funding.
- Coordinate with Collier Township. Due to the project being multi-municipal, Collier should also be brought into the process and consulted. As of 2023, Collier Township was also working on an update to their Comprehensive Plan, which provides an opportunity for coordination.
- Stay updated on opportunities to become involved with County and SPC programs, particularly those regarding resources that could benefit Bridgeville and strengthen its transportation connections both internally and to the region.



Sample rendering for north end improvements along Washington Pike in Bridgeville. Courtesy of Gateway Engineers

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Quality of Life

Key Principle:

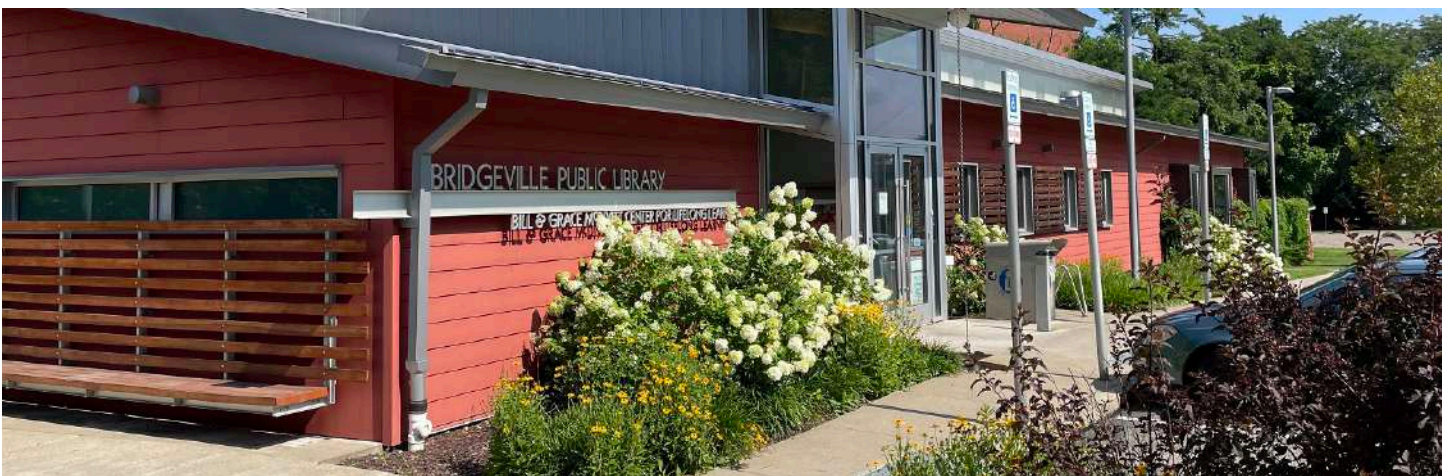
The Borough should promote and further develop assets to build a reputation as a desirable living environment with housing options and a full complement of cultural and recreational amenities.

Neighborhoods are complex systems. It is fairly easy to sense the status of a neighborhood by simply walking or driving through it: Are there people around? Are buildings occupied and well cared for? Does this place feel safe? Is it beautiful? It is much more difficult to determine why certain places do or do not prosper.

In Bridgeville, it is obvious that pride of place is especially important. The Borough has high quality, well maintained residential neighborhoods (while there are some areas that need additional attention, blight was not mentioned as a high priority need during the planning process). There are beautiful recreational areas and

cultural resources such as the Bridgeville Library offering numerous amenities and facilities for all ages. In addition, Public Art Bridgeville is a public/private cultural initiative that celebrates the history and the future of Bridgeville through art installations throughout the Borough.

The Borough will also need to prioritize broadening its mix of housing options and building programs that will allow all of its current and future residents to maintain a high quality of life.



Bridgeville Library, Photo Courtesy of Denny Puko

Related findings

■ The Borough must lead the repositioning of its housing inventory

Bridgeville is characterized by quaint neighborhoods with primarily single-family detached housing. The market analysis completed for the Comprehensive Plan estimates that the Borough could capture about 2-5% of the regional demand for housing over the next 5-10 years. This would equate to approximately 80-220 units. The report further highlights that housing choices such as town homes, cottage courts and rental units along with improvements to the downtown business district could attract young professionals and young families.

■ Changing demographics makes imperative the need to serve all

The Borough's median age is higher than Allegheny County and is projected to remain higher than surrounding communities over the next 5 years. The Borough will need to find ways to preserve the quality of life for households as their needs change and mobility is limited, making the option to age in place a viable one supported by adequate and accessible infrastructure, programs and services. Even though the median age is higher than the County and surrounding communities, it has decreased over the last 10 years due primarily to an increase in residents under the age of 19. This will also require the Borough to examine services, such as park facilities and programming, to ensure adequate resources for this younger population.

■ Borough parks are local gems

The Borough has four well used parks, Chartiers Park, Cook School Park, McLaughlin Run Park and Triangle Park, which provide a multitude of opportunities for recreation for Bridgeville residents.

■ Additional events and programming is needed

Bridgeville does sponsor community events throughout the year, including the very popular "Day on the Avenue" each June, input collected through the planning process indicated there is a need for more.

■ Regional trail connections could strengthen recreation options

While there are currently no direct connections to regional trails from Bridgeville, opportunities do exist. This would primarily be for connections from the Borough to the Montour Trail in Peters Township.

■ For a small town, Bridgeville has a lot to offer in terms of recreation, culture and arts.

In addition to four community parks and the Bridgeville Library, there is a robust public arts program that includes placing large sculptures in public spaces throughout Bridgeville and an annual, juried exhibit of smaller sculptures.



Homes along Gregg Avenue, Photo Courtesy of Denny Puko

Action Items:

How do we address the issues and achieve goals?

Action

1

Actively market the Borough as a place for young adults, families and seniors.

Bridgeville has a lot to offer residents, business owners and visitors. As identified during the planning process, the Borough has a walkable downtown with local businesses; safe and affordable neighborhoods; and cultural and recreational facilities; and an array of community events. Finding ways to promote what makes the Borough a great place to live and visit, will help solidify it as a unique regional destination.

What Bridgeville should do:

- Develop a marketing plan to promote the “identity” of Bridgeville (as discussed on page 29) to attract additional residents and businesses. Marketing Plans vary greatly depending on the needs and resources of the user. Ideas for what a marketing strategy may look like were discussed during the planning process and are included in the call out box below.
- Include the following components in the marketing plan:
 - Ensure all public material (website, social media, newsletter, signage, etc.), is consistent and promotes the same message for the Borough.
 - Develop a strategy to launch the marketing plan and ensure that the message is widespread and hits targeted audiences (new businesses, residents, etc.). Utilizing local realtors can help spread the message.
- Work with the South West Regional Chamber of Commerce as a resource for building and promoting the

Marketing Ideas for Bridgeville

The following “programs” could be developed and promoted through the Bridgeville marketing strategy:

- Corridor Program - Establish “corridors” and market these as companions to Bridgeville’s Downtown Corridor:
 - * *Arts and Cultural Corridor: Continue to promote and fund the outdoor sculpture exhibition and Art/Literature/History Exhibitions/Programs at and with the Bridgeville Library and the Historical Society. A “Visual Bridge” between the library, neighborhoods and downtown could be established with this by working with volunteers to clean up brush along the railroad.*
 - * *Recreational/Nature Corridor: Bridgeville is surrounded by Borough Parks - Chartiers Park, Cook School Park and McLaughlin Run Park. This “Nature Ring” could be defined and marketed. This could also tie into connections with regional trails discussed on page 45.*
- Local Organizations/Volunteer Program - Partner with volunteer organizations such as the library, VFD, EMS, Historical Society and market their creative programming such as the “Sculpture Crawl”, which also supports local businesses.
- Sustainability and Quality Municipal Program - market code enforcement programs, existing recycling programs (and invest in others) and sustainable initiatives as they are developed (investigate alternative energy options, additional stormwater best management practices, etc.)
- Housing and Development Program - market affordable housing options, walkability, downtown business district, recreation, events, etc.

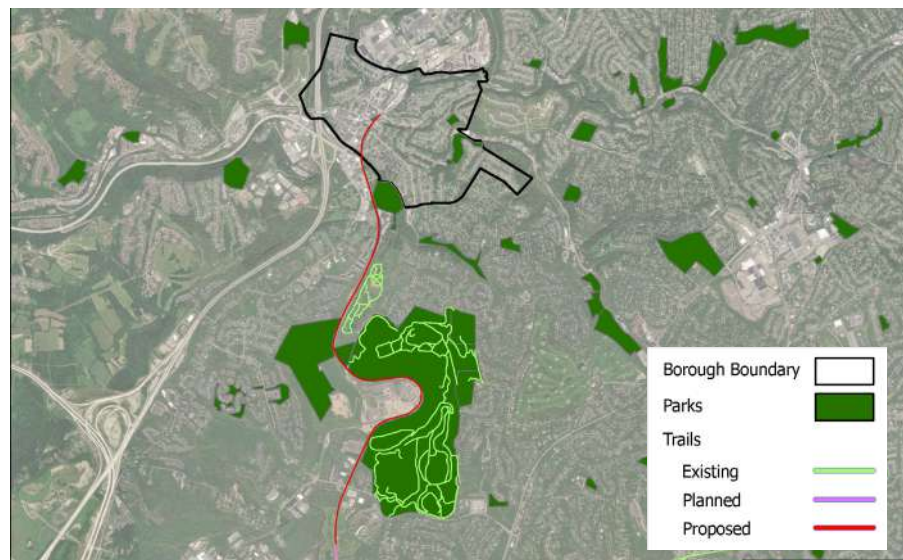
Action 2 Investigate options to connect Bridgeville to regional trails.

“Activate Bridgeville” identified potential trail connections for Bridgeville to connect to the larger trail system, particularly the Montour Trail. This was further discussed as a viable opportunity during the Comprehensive Plan process. These connections were identified in Allegheny Places, the Allegheny Comprehensive Plan and would be longer term options including:

- Connecting south along Chartiers Creek and the Pittsburgh & Ohio Central Railroad corridor to the trails in nearby Wingfield Pines and Boyce Mayview Park in Upper St. Clair.
- If a connection can be established into Boyce Mayview Park, there remains only a one-mile gap through Upper St. Clair and Cecil Townships to the Montour Trail in Peters Township.
- Connecting north along Chartiers Creek along a proposed regional rail trail that follows the Pittsburgh & Ohio Central Railroad into Carnegie.
- Other high-level views of corridors identified in Allegheny Places include the McLaughlin Run Road pedestrian corridor and bicycle route from Bridgeville into Upper St Clair.

What Bridgeville should do:

- Contact regional trail organizations, like the Montour Trail Council to determine if connections are possible or are currently being considered.
- Hire a consultant to conduct a feasibility study for trail connections from Bridgeville to regional trail systems (include regional trail organizations in this process).
- Search for funding to implement feasible connections that are identified.
- Develop a Park and Recreation Plan for the Borough. This plan could help with maintaining existing park facilities as well as identify new opportunities for facilities (including trails). A sample scope of work for a Park and Recreation Plan can be obtained from the PA Department of Conservation and Natural Resources (www.dcnr.pa.gov).



Regional Park and Trail network near Bridgeville

Action 3 Promote the development of new housing types.

3

Information gathered during the planning process indicates that Bridgeville's existing housing stock is currently not suited to accommodate the type of housing often sought by young professionals, young families and aging seniors. The Borough's existing housing stock is primarily single family detached (72.8%) and built prior to 1980.

Market research indicates a preference for smaller easily maintained living spaces with upgraded amenities in walkable communities. As mentioned earlier, options such as town homes, cottage courts and rental units are needed in Bridgeville.

In addition, the Borough's population is aging. Seniors may be looking for options to age in place. They may not want to care for a larger home and yard. Bridgeville does have Bridgeville Towers, which is a senior, affordable housing community with apartment units. Offering additional housing choices, however, could help to keep seniors in Bridgeville, which does offer the walkable downtown with amenities often sought by this age group.

What Bridgeville should do:

- Ensure that the Zoning Ordinance allows for the type of housing units described above and at a density greater than a single-family district. This is especially important in a downtown zoning district, discussed on page 31.
- Allow accessory dwelling units (ADUs) in appropriate districts, which would empower owners to build small units for family or rent out garage apartments, for example. This is a means of expanding affordable housing opportunity without materially changing a neighborhood's character.
- Work with developers to promote residential infill that both respects the architectural context of existing buildings and meets anticipated demand for smaller, manageable, energy-efficient housing. This would be especially important if the mixed-use redevelopment opportunity along Washington Avenue (discussed on page 32) is pursued.



Bridgeville Towers, Photo Courtesy of bridgevillertowersbc.com

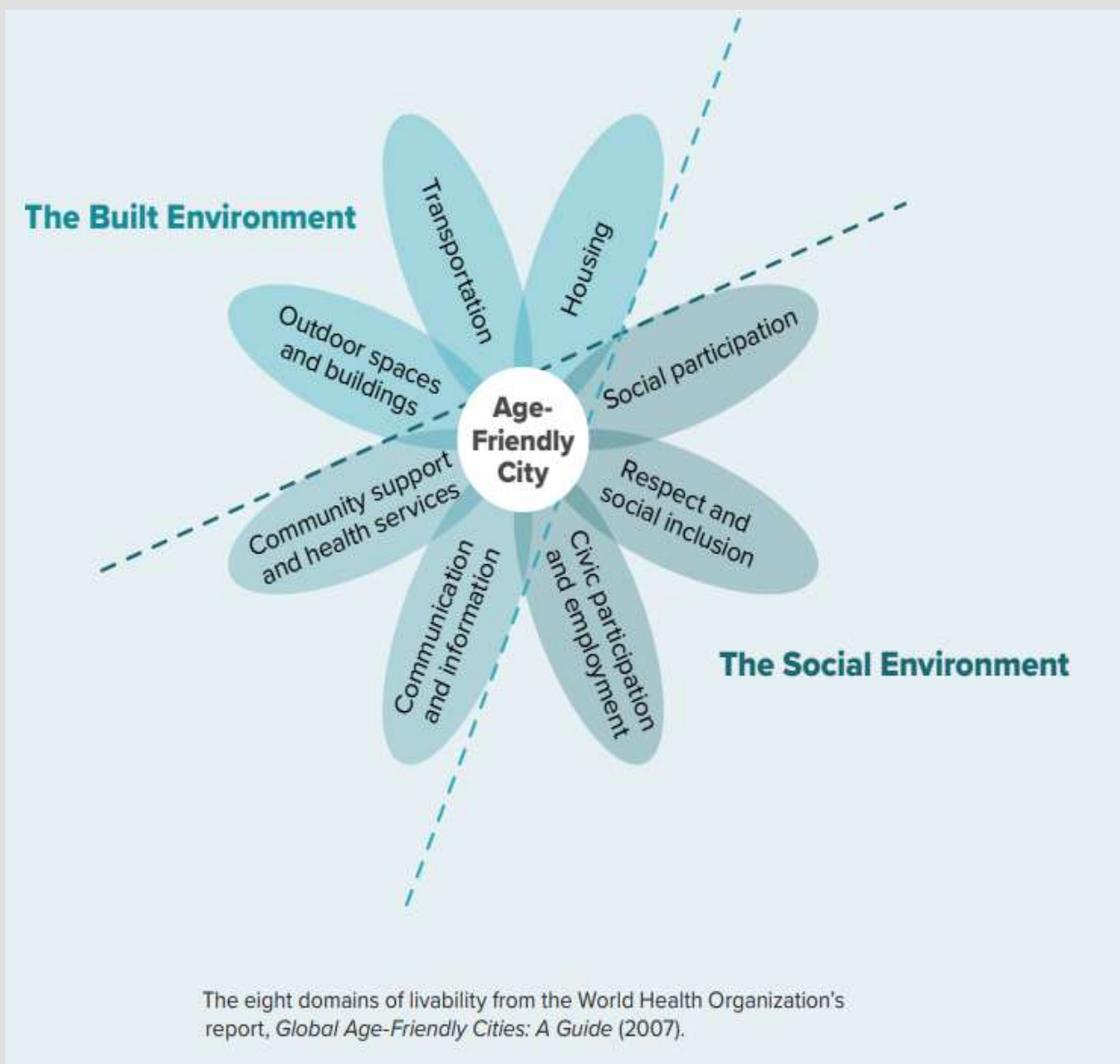
Age-Friendly Communities

Age-Friendly Greater Pittsburgh is dedicated to making our region more inclusive and respectful of all ages.

Our population is growing older—and fast. Every day across the country, 10,000 Baby Boomers turn 65. Here in Southwestern Pennsylvania, between 2015-2030, we will experience a 40% increase in the number of people ages 65+. Between 2030-2045, we will experience a 75% increase in people ages 85+.

At Age-Friendly Greater Pittsburgh, we see this new demographic reality as an opportunity. It means our region has a new, growing resource—people with career expertise, lived experience, buying power and diverse skills and interests.

And it means it's time for us to take action. A region that's more accessible and welcoming is one that's better for older people—and better for everyone.





*A Day on the Avenue
Photo Courtesy of Bridgeville Borough*

Action 4 Offer additional Borough sponsored recreation programs and community events.

The Borough currently offers a number of community events throughout the year including:

- Movies in the park on Fridays throughout the summer (Cook School Park)
- Day on the Avenue - Community Day in June (Washington Avenue Business District)
- Easter Egg Hunt (Chartiers Park)
- Trunk or Treat (VFD Parking Lot)

Public input received during the planning process indicated that there is a need to offer additional Borough sponsored events.

Currently there is no indoor community center in the Borough. The library, however, does have space for programming and does offer numerous events each month. During the planning process, the library was identified as a potential partner for the Borough to offer more programming for Bridgeville residents and visitors.

What Bridgeville should do:

- Begin discussions with the library regarding the possibility of partnering on future events and programs to determine their interest and capability to handle more or larger events.
 - Catalog what programming is currently offered through the Borough, library and other local organizations to identify gaps in types of programs, ages served, etc.
- Coordinate with other communities in the region to determine what they provide and if similar programming should be duplicated in Bridgeville
- Survey program participants and residents in general to identify what types of events or programming they would attend or utilize.
 - Develop a catalog of events and programs and promote through the marketing initiative (page 44), Borough newsletter/website, etc.
 - Consider closing Washington Avenue for other community events in addition to Day on the Avenue (examples of open street programs can be found on the next page).
 - Identify volunteers who would be willing to clear out brush on either side of the railroad tracks to improve visibility from downtown and the library (and vice versa).

Streets are for People!

These case studies present Open Streets events that could be adapted for Bridgeville to reinforce the suitability of its main thoroughfares for active transportation, attract visitors and spur local economic activity.

OpenStreetsPGH

Hosted by BikePGH, OpenStreetsPGH is a community-building, family-friendly, city-transforming event series held every summer in Pittsburgh. The events connect neighborhoods together with safe spaces where friends and families can experience the best the city has to offer on a summer day. All programs are free of charge and open for all to participate.

The annual event brings together tens of thousands on the last weekend of May, June and July to run, walk, bike and skate in some of Pittsburgh's most iconic streets. OpenStreetsPGH offers something for everyone, from fitness workshops to kids' activities, shopping, brunch, community arts, and special promotions presented by over 100 local businesses and organizations. Three event hub stages around the routes feature free fitness classes by the YMCA of Greater Pittsburgh providing dance, strength and mind/body workshops.

<https://openstreetspgh.org/>

Philly Free Streets

Philly Free Streets is a people-powered initiative of the City of Philadelphia. Managed by the City's Office of Transportation & Infrastructure Systems, the event temporarily closes streets to cars, inviting people to walk, bike and play. Free Streets Philly provides an opportunity to educate participants on how street design can promote, "healthy, livable neighborhoods," by making walking and biking in the city easier. Organizers also include educational programming on benefits of good street design.

<http://www.phillyfreestreets.com/>

Open Streets Carnegie

Open Streets Carnegie offers residents and visitors an opportunity to see what Main Street looks like without vehicles. The event closes West Main and East Main Streets to allow individuals to choose what they would like to do in a safe environment such as walking, running, biking, skating, etc. Many local and surrounding businesses and organizations offer demonstrations and lessons that will include yoga, dance, physical therapy, skateboarding, bicycling, and other activities, including a scavenger hunt.



openstreetspgh.org

Flooding

Key Principle:

The Borough should address its flooding issues to sustain existing neighborhoods and promote new development/redevelopment and preservation opportunities.

Bridgeville has a long history of flooding. For decades, McLaughlin Run, which discharges into Chartiers Creek, has flooded adjacent residential and commercial areas. Most recently, there was a major flood event in 2018 with two additional major events in 2021. These flood events destroyed or damaged numerous businesses and homes in the Borough.

In 2021, the Borough's engineer reviewed a previous study completed after the 2018 flood and developed a Flood Study for McLaughlin Run that identified four options (with multiple phases) for flood mitigation in Bridgeville. Once all phases are completed, these mitigation efforts will benefit 172 structures within the Borough.

The Borough sought funding for Option 1, Phase 1A and was awarded a FEMA grant in August 2023 for over \$5 million to construct a soldier beam and levee wall along the west bank of the creek from Commercial Street through Chartiers Creek along Carol Avenue and other improvements. This grant, along with others received by the Borough (including \$1 million from a Local Share Account grant) has fully funded this project. This will make a significant improvement to decrease the flooding issues along McLaughlin Run.



Flooding in Bridgeville, Photo Courtesy of Bridgeville Borough

Related findings

■ Catastrophic flood events caused the need for intervention

As a result of the 2021 flooding, the Borough has reconfigured a flood-prone ball field in McLaughlin Run Park, purchased and demolished six flood-prone houses along Baldwin Street, reconstructed existing flood walls, and installed a trash rack in the creek to capture debris.

■ Former flood prone areas can be reused for community enjoyment

The former ball field at McLaughlin Run Park was converted into a flood retention area and is going to be further redeveloped into a meadow with walking paths.

The Borough received over \$1 million to buy and demolish the flood-prone properties along Baldwin Street. These lots will be limited to passive or open space areas but can be used for community gathering spaces.

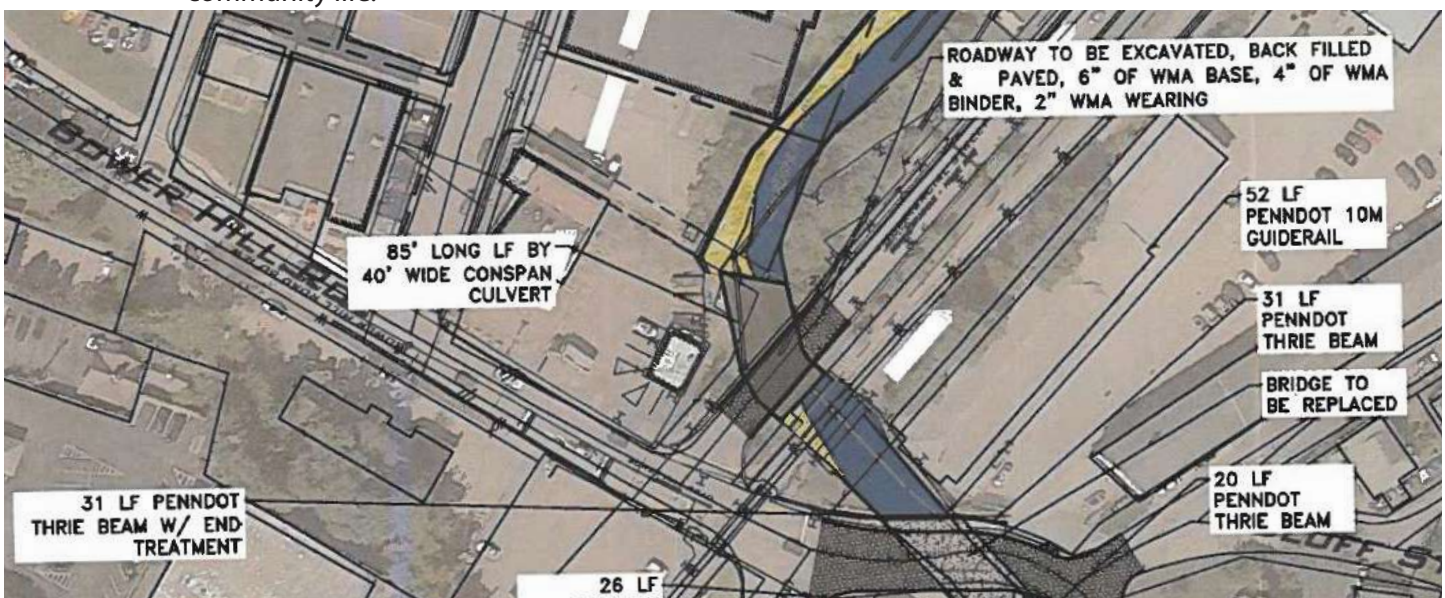
■ Additional major funding is still needed

While the Borough was fortunate to receive a large amount of aid for clean up and remediation after the 2021 flooding, and numerous grants to assist with the first phase of flood mitigation along McLaughlin Run, significant additional investment will be needed to fully address the flood issue.

■ Additional community space is beneficial

The Borough can serve many purposes by increasing the number of “third spaces” beyond home and work where people can gather, relax and socialize. Ray Oldenburg introduced the concept in his book, “Great Good Place”, describing neutral, low-stress hang-out places such as cafes, parks and barber shops as the core settings of informal public life and essential for social cohesion.

Neighborhood gathering spaces such as community gardens, libraries, parklets or walking paths can promote intergenerational interaction, increase public safety (eyes on the street) and promote enjoyment of the natural environment. They can also host activities that make people feel more engaged in community life.



Partial schematic for Option 1A - Phase 1 from McLaughlin Run Flood Study

Action Items:

How do we address the issues and achieve goals?

Action 1 Implement Option 3 from the McLaughlin Run Flood Study.

1

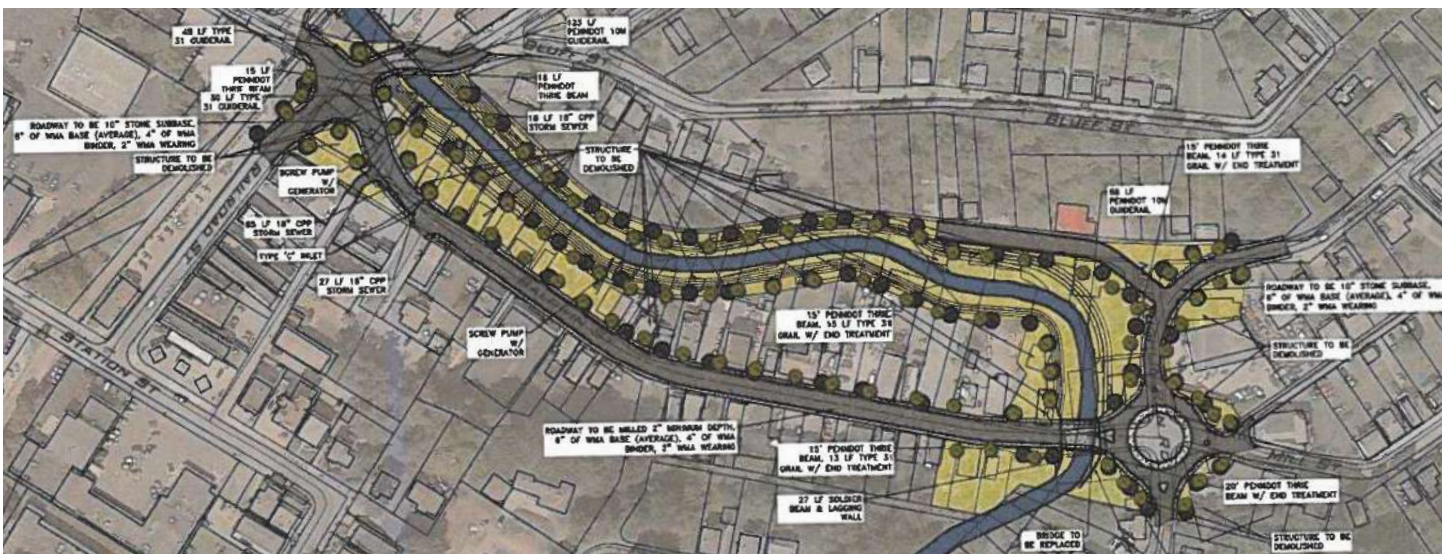
While the Borough has begun implementing portions of the Flood Study, there is still work that will need to be done and significant funding that will need to be secured.

As part of the Comprehensive Plan process, the additional options from the Flood Study were reviewed by Mackin's engineering division to determine which phase would provide the most benefit as a next step for the Borough. It was determined that Option 3, while the most costly and affects the most structures, would be a logical next step. Major tasks included with this option include:

- Closing Bower Hill Road from Railroad Street to McLaughlin Run Road
- Reducing the size of Bower Hill bridge (this should be coordinated with planned PennDOT work being done to the bridge)
- Reconfiguring Baldwin Street, Bower Hill Road and Railroad Street into a plus intersection
- Condemning 37 properties
- Installing a roundabout at Baldwin Street and McLaughlin Run Road
- Various flood control measures along McLaughlin Run

What Bridgeville should do:

- Work with property owners to determine needs moving forward if properties are condemned.
- Coordinate with local, state and federal representatives to build support for the project.
- Meet with funding agencies to discuss project and ensure they are aware of Bridgeville's needs.
- Apply for funds to implement the project (potential funding sources are listed in the Implementation Matrix on page 68).



Schematic for Option 3 - Phase 2 from McLaughlin Run Flood Study

Action Utilize best management practices for stormwater management.

2

Controlling stormwater was identified as high priority in the planning process, for quality of life as well as to assist with flooding. Currently the Borough has one rain garden at the library, but has the desire to implement more tools throughout the Borough.

The Southwestern Pennsylvania Commission's Water Resource Center has compiled stormwater management best management practices (BMPs). Their website identifies two types of BMPs: structural (engineered systems) and non-structural (planning and design approaches) as well as BMPs for various types of land uses since the approaches differ based on land use.

In addition, The US Environmental Protection Agency (EPA) identifies green infrastructure tools that can be incorporated into infrastructure projects such as roads and sidewalks. These include permeable pavements, which infiltrate, treat and/or store rainwater right where it falls; bioswales; trees; and rain gardens. Additionally, projects to control vegetation along creek banks; riparian buffer fencing and planting as well as stream bank restoration can all assist with managing and controlling stormwater. Links to these tools can be found in the Appendices.

What Bridgeville should do:

- Identify locations for additional stormwater management tools such as rain gardens.
- Utilize best management practices, when possible, when replacing/repairing streets, Borough lots, sidewalks and other infrastructure.
- Provide education to property owners about stormwater BMPs. Post on Borough website, place articles in newsletter, etc.

What are BMPs?

Best Management Practices (BMPs) are methods used to manage stormwater runoff by controlling the rate and volume of runoff and improving water quality.

The most proactive form of stormwater BMP is the type of control that avoids the problem: low-impact development principles. These would include such measures as reducing impermeable surface area (removing parking minimums, reducing street widths, promoting reduced building footprints, preserving green spaces) as well as promoting green infrastructure such as bioswales, rain gardens, rain barrels, porous pavement and green roofs.

On the whole, it is far less expensive to handle excess runoff by implementing green solutions than to expand water treatment facilities.



Example of stormwater control measures in State College, PA

Action 3 Turn the lower end of McLaughlin Run Park into a flood meadow.

3

The ball field at McLaughlin Run Park was experiencing significant flooding issues due to its location next to the horseshoe curve of McLaughlin Run. Since the field was inundated and unplayable for periods of time, the ball field was removed and the area was lowered to the elevation of the floodplain acting as a large detention facility during periods of heavy rainfall. This helped alleviate flooding of the community downstream. After heavy rainfall, however, the Borough typically has to remove debris and garbage left over from flooding. As a result, this space cannot facilitate any permanent structure including fencing.

The concept plan that was created is shown on the following page. This goal of this design was to provide a user experience in this space while helping to screen the park from McLaughlin Run Road. The design needed to be tolerant of flooding and easy to maintain. As such a series of interconnected walking paths set within meadow plantings were included. The park user would be led through the space via interconnecting “destination nodes”. These nodes could include elements of interpretive signage, park benches and art sculptures.

The meadow plantings are to be large swathes of meadow seed mixes providing contrast of texture and color. The paths are to be regular turf grass and designed at a width of the Public Works Department’s lawn mower for easy maintenance. Once established over the course of two growing seasons, the meadow grass could be mowed down at the end of the fall season. This would allow for easy cleanup of debris when flooding occurs through the spring. Removal of any invasive species currently growing in the park should also be considered.

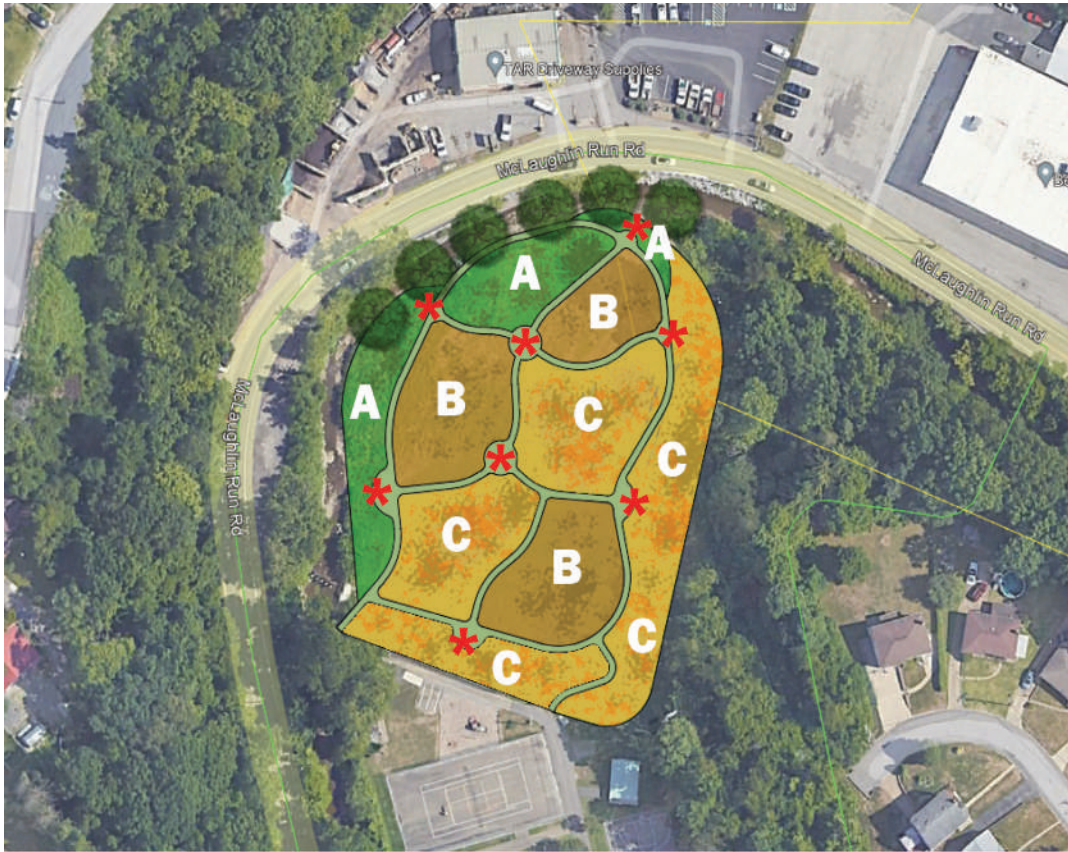
The plantings along McLaughlin Run stream not only help screen the park from the road but also help with streambank stabilization at the horseshoe curve. Canopy trees such as American Sycamores and understory plantings such as Arrowwood Viburnums are species which thrive along a streambank providing filtered views to and from the park. The meadow mix specified along the streambank is specifically designed detention basins and will be appropriate for long periods of saturation.

What Bridgeville should do:

- The Borough has already begun implementation of this project. Bridgeville was chosen by the PA Department of Conservation and Natural Resources (DCNR) for their Lawn to Meadow Conversion Program. Through this program, DCNR will complete the planting portions of the project. It is expected to be completed in 2024. The Lions Club and Bridgeville Rotary are in the process of raising funds for signage and benches to be incorporated into the site.



Potential meadow at McLaughlin Run Park, Photo Courtesy of Mackin



LEGEND

*** DESTINATION NODES** (BENCHES, PUBLIC ART, INTERPRETIVE SIGNAGE, ETC.)

SEED MIXES



RETENTION BASIN FLOOR MIX
ERNST SEED MIX #126



RETENTION BASIN WILDLIFE MIX
ERNST SEED MIX #127



DEER RESISTANT MEADOW MIX
ERNST SEED MIX #155

Sample conceptual rendering for meadow at McLaughlin Run Park, Photo Courtesy of Mackin

Action

4

Reuse vacant lots on Baldwin Street for passive open space and gardens.

Following the flooding event in 2021, the Borough received \$1.2 million to purchase six flood-prone properties on Baldwin Street. These properties are deed restricted and cannot have structures built on them. In October 2023, the Borough partnered with Tree Pittsburgh to plant a dozen trees on a lot on Baldwin Street that is too steep to be used as gathering space or gardens.

The Borough currently is maintaining the other properties as green space. As part of the planning process, various renderings were created to depict future scenarios for the lots. An online survey was also made available asking residents what their preference would be for the future of these properties. Survey options included:

- Butterfly and Pollinator Garden
- Baldwin Street History Walk
- Community Space (for occasional parking and community functions such as farmers markets)
- Raised garden Beds (for residents to maintain)

Over 350 people responded. The majority of respondents, 44.4%, would like to see Community Space.

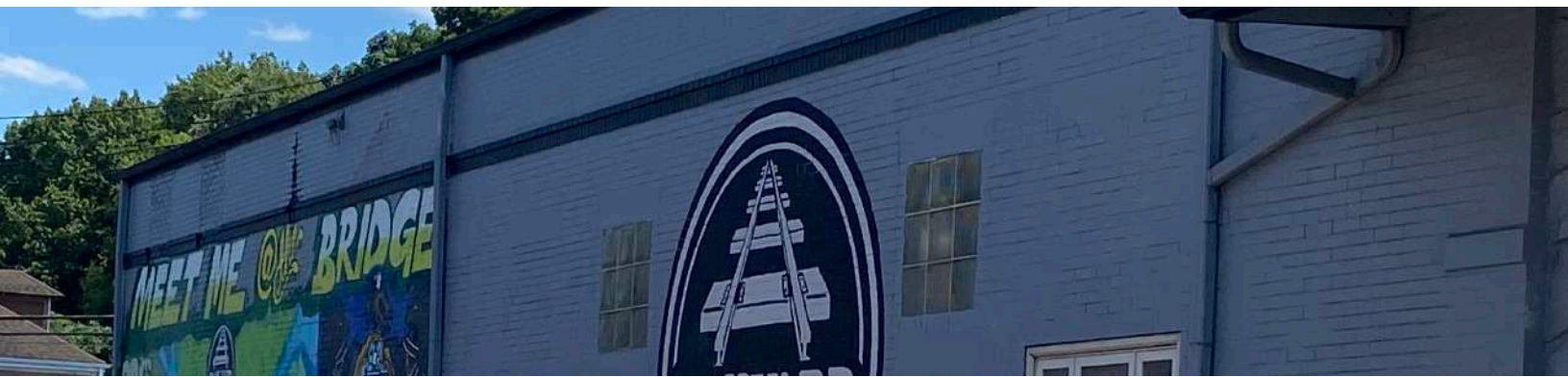
What Bridgeville should do:

- Continue the partnership with Tree Pittsburgh.
- Identify volunteers and organizations, such as the Rotary and Lions Club, to assist with developing community space on one of the other five lots on Baldwin Street. Once established, it could be duplicated on other lots. Determine what types of community events or functions could be offered.
- Coordinate with other towns who have successful Farmers Markets to determine the feasibility of offering a market in Bridgeville. An organization will need to be established to operate the market. This could be the downtown organization or Business Development Director discussed in the Downtown and Business Focus Area of the plan.



Sample community space on Baldwin Street Lot, Photo Courtesy of Mackin

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Implementation Tools



Mural on Bridgeville Business, Photo Courtesy of Mackin

General Action Steps

Overall Implementation

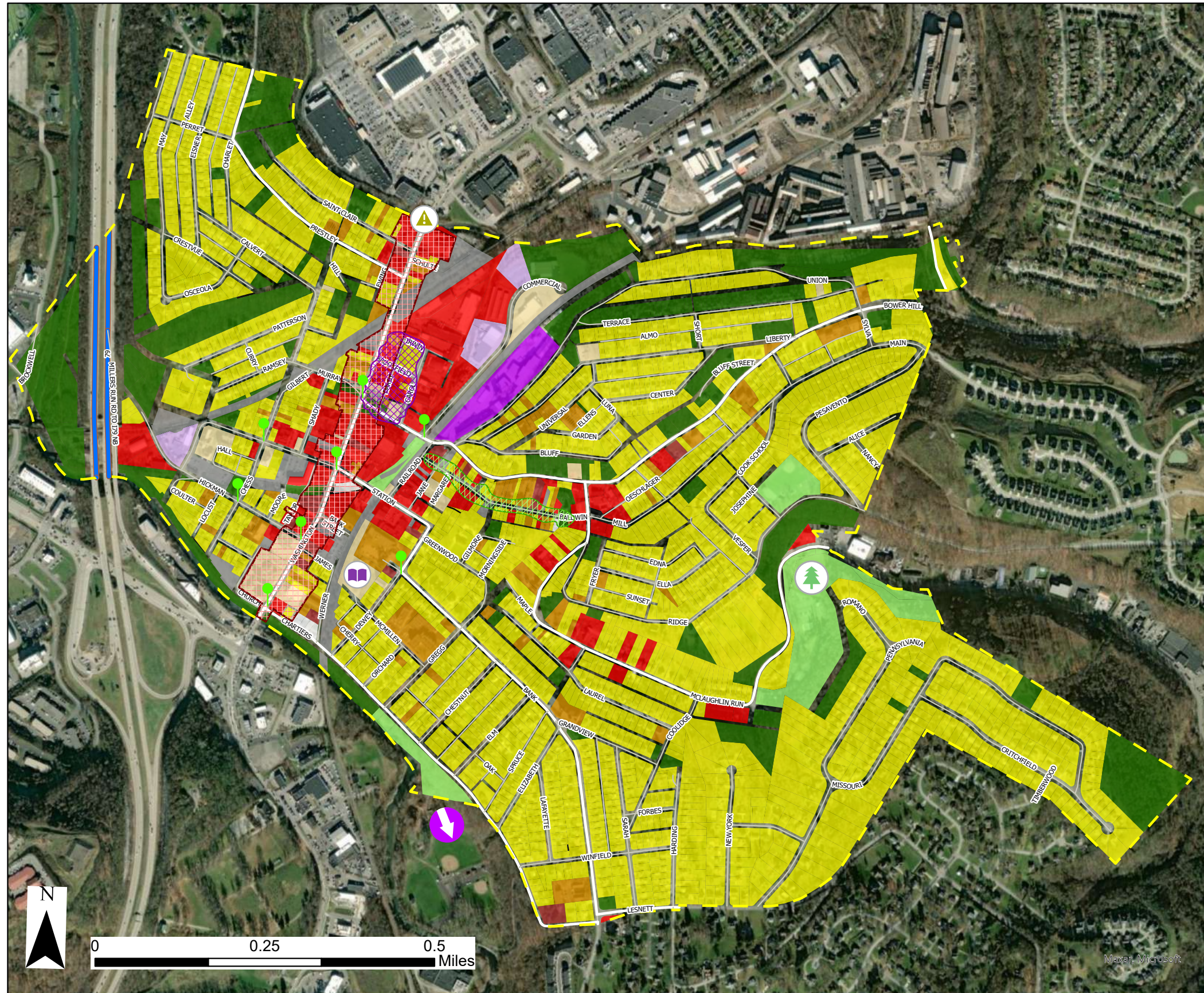
Successful implementation of the Comprehensive Plan will require continued commitment from the Borough, specifically the following:

- Assign the Planning Commission to oversee the implementation of the Comprehensive Plan. The commission would not be responsible for directly carrying out actions, but would initiate tasks and coordinate with agencies, volunteers, staff, local organizations and/or other groups to help carry them out.
- Submit priority implementation projects as part of Borough budget discussions. If projects require municipal approval and/or funding, ensure that they are presented to Council with plenty of time for deliberation.
- Continue efforts to secure funding for projects and initiatives through lobbying state/federal officials and agencies.
- Annually evaluate implementation of the Comprehensive Plan, documenting actions taken during the past year to help achieve the vision and address goals, and make recommendations to Council of modifications to the Comprehensive Plan. Append the annual update to the Plan document to create an ongoing record of progress.
- Update the zoning ordinance to achieve consistency with the Comprehensive Plan. Specific methods to implement the Plan's goals are included in this chapter.

Investment Priority Map

This map represents catalytic points for change as well as shows existing land use for the Borough. Not to be confused with current mechanisms for regulating development, such as the zoning ordinance, the Investment Priority Map identifies areas the planning process identified as ripe for redevelopment or improvements as indicated.








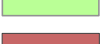


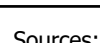
Because the Borough is effectively built out, the realization of its vision is necessarily gradual, at least as it relates to the built environment. This is particularly true where current development patterns are inconsistent with what is envisioned for the future. However, this map establishes a picture that local leaders can begin to create by channeling market forces in desired directions and by collaborating with partner agencies to focus funding and efforts in these targeted areas.



Targeted Areas for Investment

-  Downtown/Business Development Corridor
-  Potential Mixed-Use Redevelopment Area
-  Flood Mitigation Corridor
-  Traffic Calming / Pedestrian Safety Upgrades
-  McLaughlin Run Park - Retention Meadow
-  Potential Borough/Library Community Center
-  North End Traffic Improvements
-  Potential Trail Connections into Boyce Bayview Park to the Montour Tail

Existing Land Use

-  Commercial
-  Residential - Low Density
-  Residential - Medium/High Density
-  Community Facility
-  Industrial - Light
-  Industrial - Heavy
-  Open Space
-  Parks & Recreation
-  Mixed Use
-  Transportation
-  Vacant Land

Sources: Allegheny County & Bridgeville Borough

Date:9/14/2023



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Ordinance Updates

Recommendations to update Bridgeville's Zoning Ordinance occur throughout the Comprehensive Plan according to the topic area where they are most relevant. Additional updates to be considered for the Borough's Zoning Ordinance are included below.

■ Promote infill residential development

The Borough zoning ordinance currently provides for two residential zoning districts. The R-2 zone is open to infill development in the form of single-family and multi-family residential. The R-1 zone permits only single-family residential. An option is to establish and permit in R-1 an "infill residential" use allowing limited, small-scale multi-family residential fitting the context of the surrounding residential uses and/or neighborhood. Infill residential could require an applicant to demonstrate compatibility of density and design features with existing buildings.

■ Establish a cultural corridor (option: Dewey Avenue)

Zoning could play a part in an active effort to establish a cultural corridor. An option, for example along Dewey Ave., which is zoned part R-2 and part M, is to create an overlay zone promoting culture-oriented uses. The overlay could separate uses like museums and libraries from the public buildings definition and permit them along with select other uses like art galleries and performing venues. Preference via by-right approval instead of conditional use approval can be given for any public establishments and for private establishments that are adaptive reuses of existing buildings. Requirements could be set for design compatibility.

■ Reuse vacant lots on Baldwin Street for gardens, passive open space, community gathering space

Baldwin St. is currently in the M mixed-use zoning district. The M district permits by right public open space and recreation. However, those uses are limited to "public" (operated by government agency) and may not be interpreted as including gardens. An option is to establish and permit uses for community gardens (for use by individuals) and, possibly, market gardens (for use by a commercial grower), whether publicly or privately owned and operated. Such uses could be added to the neighborhood zoning overlay which covers Baldwin St. (The overlay also covers McLaughlin Run Road where the addition of garden uses may also be compatible.)

■ Utilize BMPs for stormwater management

Though uncommon, there are examples of zoning ordinances that contain low-impact stormwater management provisions. Sewickley Borough is one. The Borough's zoning ordinance contains requirements to lessen stormwater runoff and incentivize on-site infiltration. That said, Bridgeville has a separate stormwater management ordinance containing a current set of regulations. The ordinance requires development to utilize green infrastructure or other low-impact development methods in the Pennsylvania Stormwater Best Management Practices Manual. If the Borough desired to strengthen those requirements, it would be better to do so in the stormwater management ordinance.

■ **Urban agriculture**

A growing number of communities like Bridgeville are allowing and controlling by zoning small-scale keeping of fowl, goats, sheep, and bees as accessory uses on residential properties. Urban agriculture has economic, health, and environmental benefits. A good source of information and sample zoning regulations is the University of Pittsburgh publication *Urban Agriculture, A Guide for Municipalities*.

■ **Short-term rentals**

Short-term rentals (AirBnB, Vrbo) are a current zoning hot topic. Bridgeville's zoning ordinance could contain regulations establishing short-term rentals as a distinct use. It could permit them in certain zoning districts and set requirements for outward appearance, occupancy, use and conduct, and management designed to minimize impacts. Bridgeville could alternately enact a standalone licensing ordinance that would allow short-term rentals anywhere in the Borough and set impact requirements similar to those mentioned for zoning.

■ **Accessory dwelling units**

Interest in accessory dwelling units is growing along with the age of residents of communities. ADUs are a means of allowing, typically, family members to remain with other family as they are less capable of keeping up a home of their own. ADUs can be either additions to a home or detached small dwellings on the same lot as a home. Bridgeville's zoning ordinance could permit an ADU as an accessory to a principal residence and set requirements to minimize impact.

Design Standard Tools

Reduce or eliminate setbacks

In walkable downtown areas, buildings are commonly required to be set at a build-to line, with exceptions for specified architectural elements, in order to create a cohesive street wall and sense of space. A consistent setback and continuity of building height would help reinforce this effect in Bridgeville's business district.

Concentrate local retail

Use a downtown district to target the location of smaller-scale retail to the exclusion of most other uses—for instance, larger general commercial or light industrial uses.

Let go of parking minimums

Many communities set no minimums for downtown off-street parking, allowing the market to determine what is actually needed. Another option is to allow a developer to leave some required parking spaces as unpaved green space unless it's later determined that they need to be built (which, in practice, they rarely are).

Demand quality form

Municipalities may impose certain architectural requirements, such as prohibiting blank facades along street frontages, the incorporation of recesses, projections, windows or other elements to break up wide facades and a minimum percentage of window coverage. Municipalities can also *suggest* specific design considerations that would advance neighborhood goals, such as the use of brick and the limitation of large logos and/or proprietary colors used over large expanses of buildings.

Envision landscaping and lighting

Design standards should include specific provisions for the type and placement of amenities such as street furniture, landscaping and lighting in a downtown district. In Bridgeville this should be consistent with the existing streetscape.



Implementation Matrix

Bringing it all together

The Implementation Matrix on the following pages outlines all the priority recommendations with the supporting information for each. This is to allow easy access to all the action items in one place.

Action Item	Timeframe	Responsible for Implementation	Potential Partners	Cost	Funding Sources
Downtown & Business					
Get downtown businesses organized and working together	Short-term	BridgevilleBorough(staffand council)	Southwest Chamber of Commerce; Allegheny County Economic Development Department	Staff time (minimal costs for meeting arrangements)	N/A
Create a Business Development Director position within the Borough	Short-term	BridgevilleBorough(staffand council)	South West Chamber of Commerce; Canonsburg Borough	\$40,000-\$45,000 annually (salary or contract cost for part-time position)	Borough Budget
Develop a Bridgeville identity	Short-term	Business & Building Owners Group (discussed in first action item) and Business Development Director	Allegheny County Economic Development Department (Allegheny Together Program); PDC	\$10,000 (if a consultant is used or PDC performs services for a fee); Annual cost for PDC is \$375-\$775 (depending on membership type)	PA DCED Municipal Assistance Program or Keystone Communities Program
Createazoningordinancedistrict for the Downtown	Short-term	BridgevilleBoroughPlanning Commission	Business & Building Owners Group (discussed in first action item) and Business Development Director	\$10,000-\$15,000	PA DCED Municipal Assistance Program or Keystone Communities Program
Pursueamixed-usedevelopment opportunity	Long-term	BridgevilleBorough(staffand council)	Allegheny County Economic Development Department	\$5,000-\$7,000 for Pro Forma analysis	PA DCED Keystone Communities Program (facade improvements, streetscaping, infrastructure, building rehab or demolition and housing development; RCAP, Office of the Budget (major economic development projects); PA DCED LSA (acquisition; construction, demolition, infrastructure for projects that improve quality of life), PA DCED & PennDOT multi-modal funds (enhance road, bike and pedestrian facilities); PA Housing Finance Agency Community Revitalization Fund Program (development and site improvements for mixed-use properties to promote affordable housing and commercial corridor development)
Traffic, Parking & Signage					
Install traffic calming and pedestrian safety features downtown	Short-term	BridgevilleBorough(staffand council)	PennDOT; Business & Building Owners Group (discussed in first action item) and Business Development Director	See “Activate Bridgeville”	See “Activate Bridgeville”
Improve signage and pathways between parking lots and Borough destinations	Short-term	BridgevilleBorough(staffand council)	PennDOT; Business & Building Owners Group (discussed in first action item) and Business Development Director	\$1,000 - \$1,500 per sign	Borough Budget
Pursue walkability and streetscape upgrades in the north end of the Borough along Washington Avenue	Short-term	BridgevilleBorough(staffand council)	PennDOT; Business & Building Owners Group (discussed in first action item) and Business Development Director	\$30,000 - \$50,000 (dependent on scope)	PA DCED Keystone Communities Program; PA WalkWorks
Seek funding to undertake north end intersection improvements	Long-term	BridgevilleBorough(staffand council)	PennDOT; SPC; Business & Building Owners Group (discussed in first action item) and Business Development Director	Dependent on scope	IIJA Grants; SPC TIP & Long Range Plan

Table Key: FEMA = Federal Emergency Management Agency; IIJA = Infrastructure Investment & Jobs Act; LSA = Local Share Account; PA DCED = Pennsylvania Department of Community & Economic Development; PA DCNR = Department of Conservation and Natural Resources; PDC = Pennsylvania Downtown Center; RCAP = Redevelopment Assistance Capital Program; SPC = Southwest PA Commission; TIP = Transportation Improvement Plan

Action Item	Timeframe	Responsible for Implementation	Potential Partners	Cost	Funding Sources
Quality of Life					
Actively market the Borough as a place for young adults, families, and seniors	Short-term	Business & Building Owners Group (discussed in first action item) and Business Development Director	South West Chamber of Commerce	Staff time. If a consultant is hired - \$15,000-\$25,000 (dependent on scope)	Borough Budget
Find ways to connect Bridgeville to regional trails	Long-term	Bridgeville Borough (staff and council)	Regional trail organizations such as Montour Trail Council	Park and Recreation Plan = \$30,000-\$40,000 (to hire consultant)	PA DCNR
Promote the development of new housing types	Short-term	Bridgeville Borough (staff and council)	Business & Building Owners Group (discussed in first action item) and Business Development Director	Staff time	N/A
Offer additional Borough sponsored recreation programs and community events	Short-term	Business & Building Owners Group (discussed in first action item) and Business Development Director	Bridgeville Library; Rotary	Staff time	N/A
Seek funding to construct a pedestrian connection between the library and downtown	Long-term	Bridgeville Borough (staff and council)	Bridgeville Library	See “Activate Bridgeville”	See “Activate Bridgeville”
Flooding					
Implement Option 3 from the McLaughlin Run Flood Control Project	Long-term	Bridgeville Borough (staff and council)	Property Owners	See McLaughlin Run Flood Control Project	FEMA; LSA; Act 13 Flood Mitigation Program
Utilize best management practices for stormwater management.	Long-term	Bridgeville Borough (staff and council)	DEP; SPC - Water Resource Center	Dependent on scope	DEP Loan, Grant & Rebate Program
Reuse vacant lots on Baldwin Street for passive open space and gardens	Short-term	Bridgeville Borough (staff and council)	Rotary; Lions Club	Dependent on scope	Borough budget
Turn lower end of McLaughlin Run Park into a flood meadow	Short-term	Bridgeville Borough (staff and council)	Rotary; Lions Club	\$20,000 for tilling, seeds, cover crop and trees; \$8,000 for benches; \$4,500 for interpretive signage	PA DCNR, Lawn to Meadow Program

Table Key: DEP = Department of Environmental Protection; FEMA = Federal Emergency Management Agency; LSA = Local Share Account; PA DCED = Pennsylvania Department of Community & Economic Development; PA DCNR = Department of Conservation and Natural Resources; RCAP = Redevelopment Assistance Capital Program; SPC = Southwest PA Commission; TIP = Transportation Improvement Plan

Benchmarking Implementation

The Borough should collect baseline data following the adoption of the Comprehensive Plan and revisit these benchmarks in future years to gauge the effectiveness of implementation. Should the completion of action steps fall short of achieving progress by the benchmarks, the Borough will know to re-evaluate its approach to realizing the vision for its long-range future.

Downtown & Business

The Borough should develop an identity and further enhance the local business environment to attract entrepreneurs and retain existing businesses.

Benchmarks:

- Downtown Business Group Formed
- Hired Economic Development Director
- Created downtown zoning district
- Began discussions regarding potential redevelopment opportunity

Traffic, Parking & Signage

The Borough's transportation network should balance the needs of all its users, creating routes that, beyond conveying vehicles efficiently, represent a safe and inviting public space.

Benchmarks:

- Number of crosswalks improved for pedestrian safety
- New/Updated directional signage in Downtown Bridgeville
- Streetscape extended the length of Washington Avenue
- Discussions with PennDOT and Collier have begun for north end traffic improvements

Quality of Life

The Borough should promote and further develop assets to build a reputation as a desirable living environment with housing options and a full complement of cultural and recreational amenities.

Benchmarks:

- Market strategy in place
- Discussions started with trail organizations regarding connecting Bridgeville to regional trails
- Increased housing units other than single-family detached units
- Number of Borough-sponsored events increased

Flooding

The Borough should address its flooding issues to sustain existing neighborhoods and promote new development/redevelopment and preservation opportunities.

Benchmarks:

- Additional flood-prone properties acquired
- Completion of Phase 1A of Flood Study
- Begin work on next phase of Flood Study
- Meadow completed in McLaughlin Run Park
- Community Space created along Baldwin Street

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Appendices



Additional Provisions

This section includes themes and language incorporated into Bridgeville's plan to comply with Pennsylvania's Municipalities Planning Code (MPC). The Code was the primary framework for the plan's formulation, and its process was designed to satisfy and exceed MPC requirements.

Adjacent communities

As per Article III, Section 301 (5) of the MPC, the relationship of the existing and proposed development in Bridgeville should be analyzed in relation to the existing and proposed development in adjacent communities and the region. The planning process for Bridgeville involved providing a copy of the draft plan to all adjacent communities surrounding Bridgeville as well as to Allegheny County Economic Development Department.

Interrelationship

The synthesis of interrelated activities to resolve issues and problems is an important foundation to good community planning. In this regard, there are linkages among the elements, goals and action items of the Bridgeville Comprehensive Plan. All are related and should further the overall vision, of the plan.

State water plan

In recognition of the Pennsylvania Municipalities Planning Code, Article III, Section 301 (b), the Bridgeville Comprehensive Plan supports efforts to provide a reliable supply of water and provisions aimed at adequately protecting water supply sources. These should be developed in consideration of current and future water resources availability and its uses and limitations. The Comprehensive Plan is in conformance with the Pennsylvania State Water and recognizes that:

- Lawful activities such as extraction of minerals impact water supply sources and such activities are governed by statutes regulating mineral extraction that specify replacement and restoration of water supplies affected by such activities.
- Commercial agriculture production impact water supply sources.

Additional Action Items

These are additional action items identified during the planning process that did not rank as high priority. Bridgeville should consider them if priorities change or funding sources become available.

Downtown & Business Development

- Help existing businesses “reinvent themselves” every 5-7 years
- Promote strong office market (upper stories)
- Market low rents as entrepreneurial opportunity
- Promote technical and financial resources to entrepreneurs
- Encourage membership in the Chamber
- Adopt complete street policies
- Address parking (more lots, no hassle parking, limited free parking, tiered parking rates in lots, etc.)

Traffic, Parking & Signage

- Enforcement (Stop Signs/Speeding)
- Bower Hill/Railroad St. Intersection Improvements
- Roundabout at Bank/Lesnet
- Parking Garage
- Public Parking in North End
- Conduct a parking study to determine if there are adequate spaces provided in the right locations and to analyze cost of parking.
- Determine suitability and potential locations for EV Charging Stations.

Quality of Life

- Redo the streetlights on Washington Avenue to
 - be more inviting (go bridge to bridge)
- Make Railroad Street more attractive (expand streetscape)
- Promote walking paths through Bridgeville (could be visual paths with paint)
- Examine the use of alternative energy solutions (i.e. solar/green/sustainable power) to operate municipal buildings and sites
- Coordinate with County and State officials to address businesses that pollute
- Expand the yard waste program (composting and include grass clippings)
- Formalize the art program so it is sustainable
- Ensure that future improvements to utilities be
- Seek funding for the pedestrian bridge included in “**Activate Bridgeville**” to connect the library to downtown
- Continue communications with train operators to ensure safety
- Promote infill residential development
- Support progressive code enforcement rather than reactive
- Work with homeowners to promote programs to keep housing safe and marketable
- Complete the fitness trail in Chartiers Park
- Develop a dog park
- Offer parks/tot lots on the west side of Bridgeville

Web Links

Stormwater Best Management Practices (BMPs)

- PA Stormwater Best Management Practices Manual – PA Department of Environmental Protection Bureau of Watershed Management (www.depgreenport.state.pa.us/elibrary/GetFolder?FolderID=4673): Stormwater management approach to land development projects
- SouthwesternPACommission–WaterResourceCenter(spcwater.org/topics/stormwater-management/stormwater-best-management-practices-2/): List of Non-Structural BMPs and Structural BMPs (by land use)

PA Department of Conservation and Natural Resources: Sample scope of work for Comprehensive Park, Recreation and OpenSpacePlan(<https://www.dcnr.pa.gov/Communities/Grants/CommunityParks%20andRecreationGrants/Pages/default.aspx>)

Downtown Case Study: Zelienople, Butler County

The downtown revitalization project for Zelienople began when a stakeholder group, consisting of council members and business owners, was formed in 2009/2010. Nonprofit status was obtained and stakeholders contributed initial funds to leverage additional money through grants for an initial study and facade program. The downtown revitalization of Zelienople is based upon existing assets of the historic central business district. These include two and three story buildings that line Main Street, the Four Corners Park, the restored Strand Theatre, retail stores/commercial offices, restaurants, library, churches, premier and expanding retirement community and adjacent location to interstate highways.

Downtown Revitalization

A consultant was hired to develop a plan for the continuation of the downtown revitalization. At this point, the project broken into three phases. The first phase focused on parking and included a \$3 million project to bring in more parking spaces. The second phase included buying and refurbishing “The Kaufman Building” which brought in jobs by adding a restaurant on the first floor and offices in the upper floors. The final phase of the project included the use of a Redevelopment Assistance Capital Program (RCAP) grant for continued development.

Partners

The downtown revitalization project process was led by the Zelienople, PA Revitalization, Inc., a nonprofit corporation, the Borough of Zelienople, and the consulting firm of E.G.&G. Z

Funding

Funding sources included fundraising event such as a Wine & Cheese Tasting, Golf Outing, and others. Other funding sources include Facade mini-grants through Explore Zelig’s Facade Improvement Grant Program which is intended to promote reinvestment and restoration of commercial buildings in the downtown district and grants through Butler County.

Bridgeville Market Analysis

The following pages include a Market Analysis that was completed by 4ward Planning as a companion document to the Comprehensive Plan. Please note: the information included in this report was derived primarily from estimates provided by ESRI. This is why some of the information included in this report may vary slightly from the demographic information included in the Comprehensive Plan, which is from the US Census Bureau, 2020 Census.