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Borough of Irwin, PA DOWNTOWN REVITALIZATION STRATEGY

Client

The Borough of Irwin is located in Westmoreland County, about 30 miles east of Pittsburgh, PA.

Project Description

M&L prepared a revitalization strategy for the downtown and surrounding residential neighborhoods as well as a comprehensive plan for the entire Borough.

Challenges

Irwin has an attractive and vibrant downtown with many older buildings. But its downtown area consists of only three face blocks. The remainder of the downtown has been destroyed over time by a series of fires and has been redeveloped with suburban types uses. For this reason, it is essential to preserve the urban character of the core commercial area. In addition, U.S. Route 30 bisects the community and it is difficult for the uninitiated to navigate the network of local streets that lead from the highway to the downtown.



Solution

The revitalization plan calls for the preservation of key older properties in the downtown, including the Thompson Building and the Lamp Theater. The circulation plan features a streetscape enhancement initiative that creates a highly visible vehicular link between Route 30 and the downtown. In addition, a pedestrian trail network has been proposed that will link the downtown to outlying residential neighborhoods, including areas on the south side of Route 30.

Benefits

Irwin has used the strategic planning process to prioritize the projects and initiatives identified in the plan. The Borough has secured Main Street designation from the Commonwealth of PA and has commissioned the design of streetscape improvements to and through the downtown. In addition, the Borough has enlisted the services of The Westmoreland Cultural Trust as a development partner to stimulate the rehabilitation of both the Thompson Building and the Lamp Theater.

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