

The LoLa Plan



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Lawrenceville Corporation (LC)
Lawrenceville Planning Team
Lawrenceville Stakeholders (LS)
Lawrenceville United (LU)
Senator Jim Ferlo
Urban Redevelopment Authority of Pittsburgh

The LoLa Plan was prepared for the



LoLa Plan, illustrations and report prepared by

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**LAWRENCEVILLE
STAKEHOLDERS**

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Executive Summary

4

A Vision for the Butler Street Business District from Doughboy Square to 40th Street

The vision presented in this document draws its inspiration from the energy, initiative and creative spirit of Lower Lawrenceville's Butler Street business district. In the last ten years LoLa has experienced an influx of new residents and businesses along the Butler Street corridor. However, the district still contains numerous vacant buildings and storefronts and large tracts of underutilized riverfront property.

This plan is designed to encourage, prioritize and guide public and private investment in the retail district and the surrounding neighborhood in a way that supports community needs. Building upon the *Lawrenceville Community Plan* and the *Penn Avenue Corridor Master Plan*, the eight-month planning process was guided by community meetings, steering committee meetings, a designer and developer walking tour, and several meetings with LoLa business owners at which ideas and input were solicited. The LoLa planning process could be the first phase of a larger effort that would also study improvements for the rest of Butler Street and adjacent areas in Lawrenceville.

A common vision for Lower Lawrenceville emerged around three key principles: sustainability, river life and entrepreneurial spirit. LoLa is envisioned as both a regional destination and a neighborhood-serving district, with a diverse mix of residential offerings as well as unique local businesses, restaurants and



Shopping on an active and vibrant Butler Street

cultural spaces. Butler Street will be revitalized – it will look different, with more activity in the evening, but it will maintain the existing neighborhood scale. LoLa's retail district will provide a continuous mixed-use experience, offering living, shopping, dining, socializing, entertainment, and a range of outdoor recreation options at LoLa Park, Arsenal Park and the expanded Allegheny Riverfront Trail and Park.

The six strategies included in this plan support this vision by addressing the following themes: development, public safety, greening, marketing and identity, parking and movement. Specific recommendations include long-term development projects for underutilized Butler Street parcels, such as mixed-use infill buildings, dedicated public parking and new green space. Five focus areas are considered in greater detail: Doughboy Square, LoLa Park, the Butler Street corridor, the Arsenal Terminal property and the expanded River Neighborhood. Butler Street



LoLa Park at 35th and Butler Street

infrastructure improvements are called for, including modernized streetlights and sidewalks, to enhance the district's safety and character. Relatively inexpensive lighting, furniture, signage, public art and landscape elements are recommended to quickly activate the pedestrian environment. Streetscape improvements should be considered for the entire Butler Street retail corridor from 33rd to 62nd Street.

A three-phased strategy for implementing the district vision is proposed. Phase 1 recommends stabilizing the Butler Street corridor: adding new development, expanding parking capacity and creating LoLa Park. Phase 2 strengthens the Butler Street corridor through infill development, building renovations and pedestrian connections to an expanded trail and riverfront park. Phase 3 connects Lower and Central Lawrenceville with a mix of retail, civic and residential uses along Butler Street and transforms the 40th Street gateway. New street connections are also

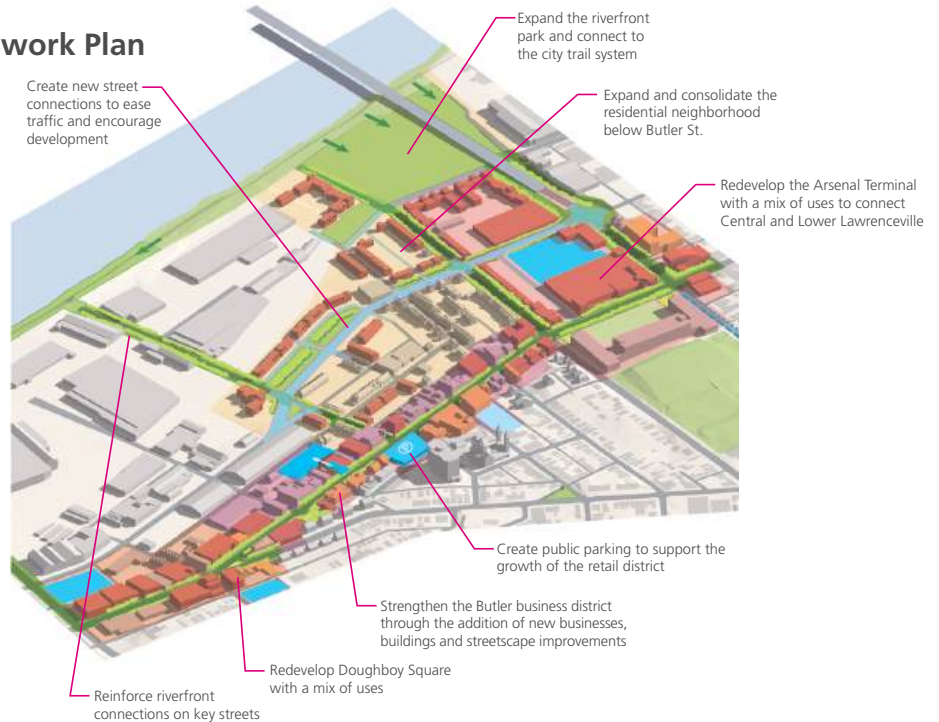


New riverfront park and housing

proposed and the existing residential neighborhood and riverfront park at 40th Street are expanded. Although any individual or entity can become involved in helping to implement plan elements, the phasing diagrams suggest which Lawrenceville organizations might lead those efforts.

This focused study is timely. As Lower Lawrenceville planning winds down, the *Allegheny Riverfront Vision* process is starting up. The Riverfront Vision project will result in an urban design vision and market-based implementation plan for the southeast bank of the Allegheny stretching from Pittsburgh's Convention Center to Highland Park. Lawrenceville's riverfront is a significant part of the overall study area. Many of the strategies and elements identified in this vision for Lower Lawrenceville should be further explored at a larger scale – especially in relation to future riverfront land use and multi-modal connections between the Strip District and Lower, Central and Upper Lawrenceville.

Framework Plan



The Butler Street Corridor

Why plan now?

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In the last ten years Lower Lawrenceville experienced an influx of new residents and businesses along the Butler Street corridor. However, the district still contains numerous vacant buildings and storefronts and large tracts of underutilized riverfront property. Building on the successful efforts of dedicated individuals and community groups, greater outcomes can be achieved through coordinated planning.

As a retail district experiences a level of success, it is often necessary to upgrade local infrastructure to support growth. The LoLa Plan reviews existing conditions relating to present and future land-use, development, parking, open space and multi-modal circulation. It also considers how a range of different infrastructure improvements can support future retail, office and residential development in Lower Lawrenceville.

Community-based planning processes are often necessary to leverage funding for district-wide infrastructure, public realm and greening enhancement projects. Focused investments will support existing businesses and help to perpetuate the district's revitalization. Coordinated improvements to Lower Lawrenceville's retail district will help to raise its visibility as a distinct place and destination.

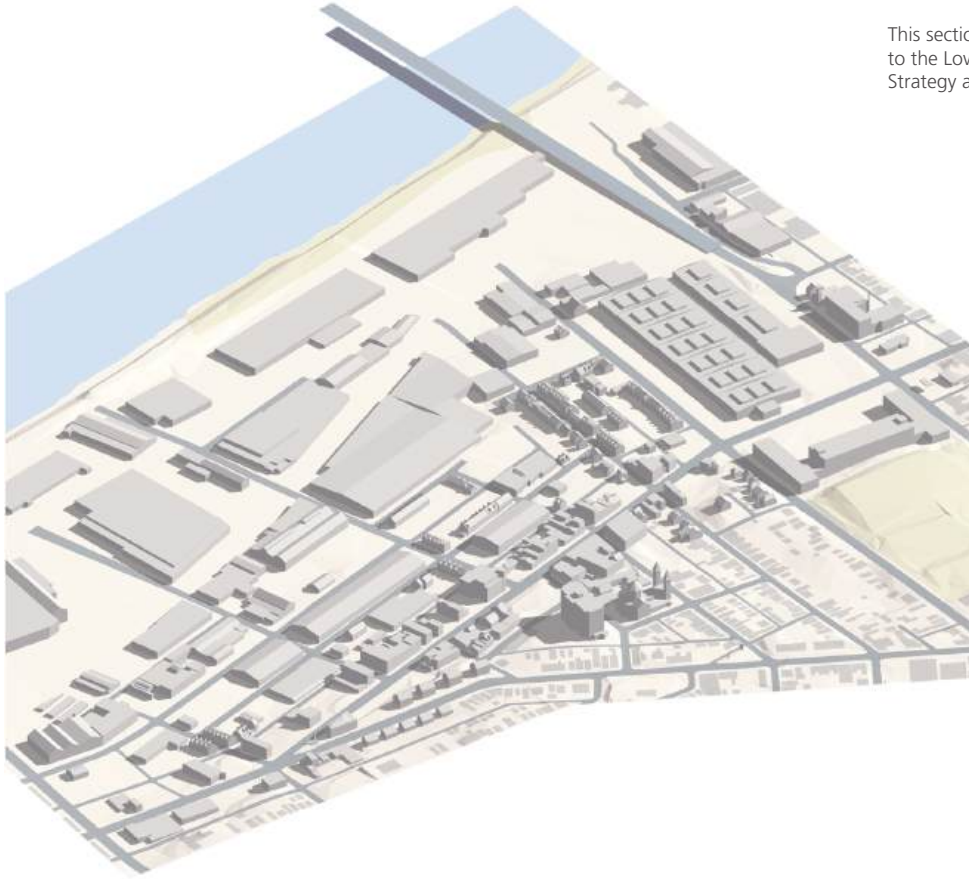
This Plan is also timely as a way to promote Lower Lawrenceville to a new audience: drivers diverted onto Butler Street during Route 28 construction. During the planning process, the "LoLa" district branding identity was developed along with proposals for streetscape improvements. LoLa planning consultants also worked with PennDOT, Senator Ferlo and the City of Pittsburgh to help ensure that improvements to Doughboy Square and the 40th Street intersection result in pedestrian-friendly neighborhood gateways.

The LoLa Plan builds upon the *Lawrenceville Community Plan* and includes a level of detail and analysis that would have been difficult to accomplish through a planning study encompassing all of Lawrenceville. However, this Plan is intended to be the initial phase of a broader urban design and merchant strategy for the entire Butler Street corridor. Finally, many Plan recommendations should also be examined at a larger scale in the context of the *Allegheny Riverfront Vision* project that is beginning at the time of this writing.

Background

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This section includes background information related to the Lower Lawrenceville Urban Design and Merchant Strategy and the community-based process that guided it.



**Community Planning
Process**

Community Input

**Lower Lawrenceville
Study Area**

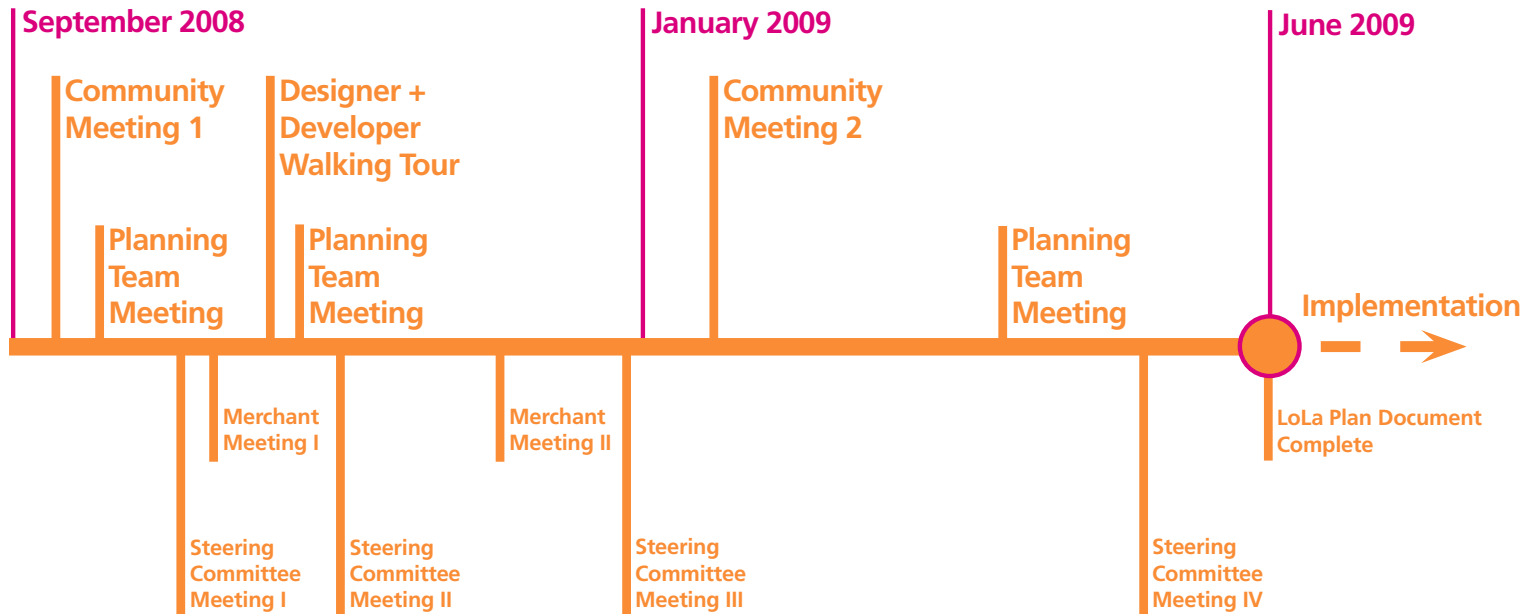
**Lawrenceville Long
Range Planning Goals**

Project Goals

Vision Statement

Community Planning Process

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Building upon the *Lawrenceville Community Plan* and the *Penn Avenue Corridor Master Plan*, Studio for Spatial Practice (SfSP) led an eight-month planning process that was guided by community meetings, steering committee meetings, a designer and developer walking tour, and several meetings with LoLa business owners at which ideas and input were solicited.

For the project a twenty-one person steering committee was convened with leaders from the Lawrenceville Corporation, Lawrenceville United, the Lawrenceville Stakeholders, business owners, district residents and public officials including State Senator Jim Ferlo, City Councilman Patrick Dowd, City Planning Director Noor Ismail, and Urban Redevelopment Authority Executive Director Rob Stephany.

The four-phase community planning process included: information gathering and analysis, findings and visioning, preliminary recommendations, and final recommendations. Details are provided at right.

A website was also created at <http://groups.google.com/group/butler-street-planning> to provide information about the LoLa Plan process and solicit feedback.

Information Gathering and Analysis

Phase 1 - September 2008

- Community Meeting #1 - Visioning Session (9/10/08)
- Steering Committee recruited to guide and inform the planning process
- SfSP attended the Lawrenceville Planning Team meeting regarding proposed PennDOT improvements to Butler Street (9/15/08)

Findings and Visioning

Phase 2 - October 2008

- Steering Committee Meeting #1 - Visioning Session (10/15/08)
- Merchant Meeting #1 - discussed short-term and long-term physical improvements to support district-wide programming, events and activities (10/16/08)
- Walking Tour with Designers and Developers - discussed status of parcels and ideal retail/residential mix and building types and reviewed initial master plan framework and design concepts (10/17/08)
- SfSP attended the Lawrenceville Planning Team meeting to update the group regarding the LoLa planning process (10/20/08)

Synthesis: Preliminary Recommendations

Phase 3 - November and December 2008

- Steering Committee Meeting #2 - Principles and Framework (11/19/08)
- Merchant Meeting #2 - discussed short-term streetscape improvements and the LoLa branding identity to be used for district marketing (12/8/08)
- Steering Committee Meeting #3 - Preliminary Design Ideas (12/17/08)

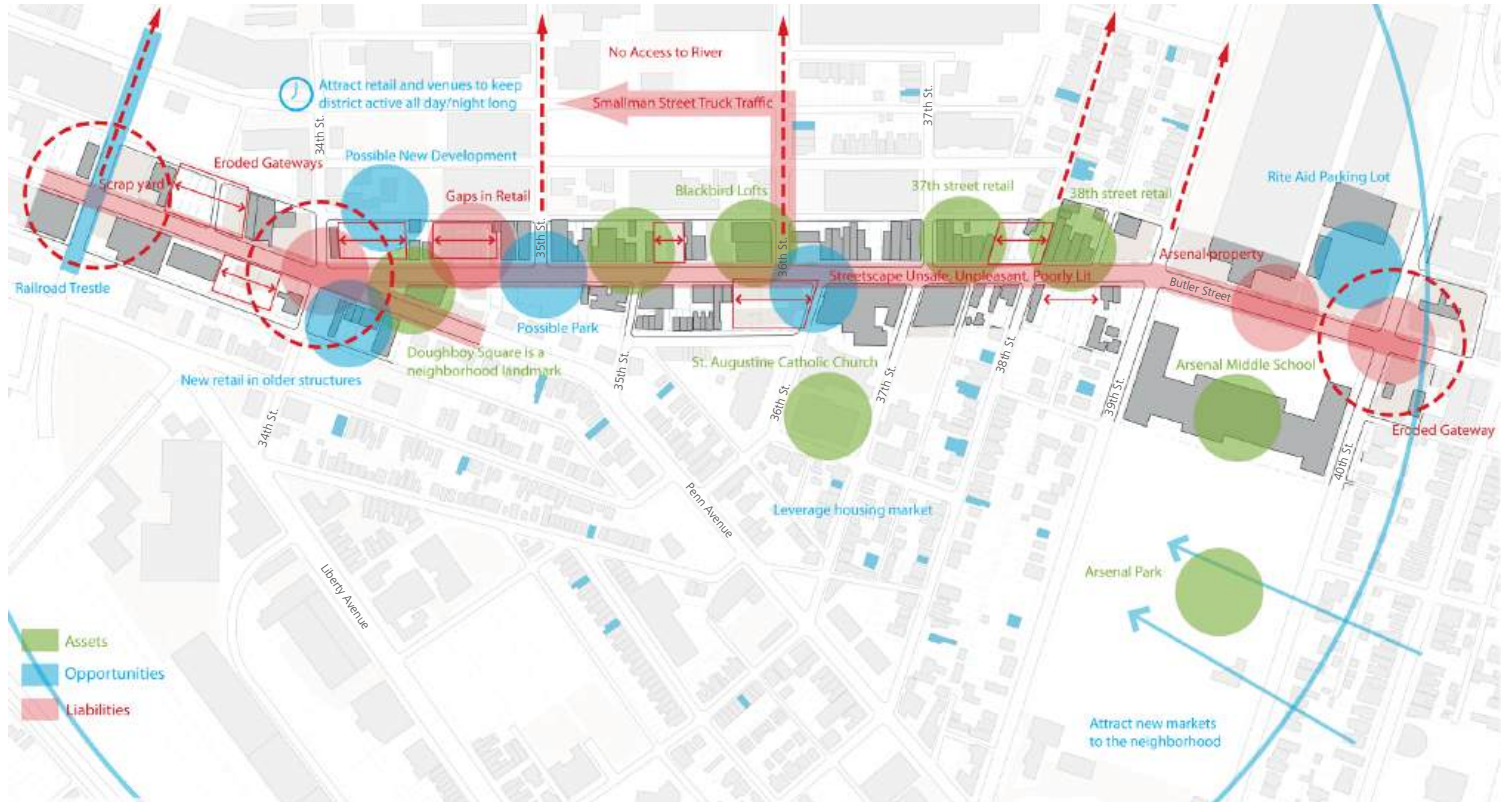
Final Recommendations: Urban Design and Merchant Strategy

Phase 4 - January-April 2009

- Community Meeting #2 - Preliminary Recommendations (2/12/09)
- SfSP attended the Lawrenceville Planning Team meeting to present the pre-final plan (3/16/09)
- Steering Committee #4 - Implementation Priorities Identified (4/15/09)
- Final report document (end of April 2009)

Community Input

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The above diagram, indicating district assets, opportunities and liabilities, reflects public input from the first Community Meeting.

The following goals for the Lower Lawrenceville retail district were identified by local residents, merchants and developers.

District Gateways

- Strengthen Doughboy Square and 40th Street intersections with new, high-quality buildings that respect the architectural character and scale of the surrounding business district
- Enhance gateways' identity and character through plantings and infrastructure improvements

Butler Street Pedestrian Environment

- Increase lighting
- Provide seating
- Improve sidewalks
- Plant more street trees and encourage the use of outdoor planters
- Provide more public art

Building and Land Use

- Improve facades to make buildings more transparent and inviting
- Attract more residential – leverage Lawrenceville's successful housing market
- Attract new anchor tenants and other retail to fill vacant buildings and land
- Reduce and/or improve areas in front of setback buildings with parking lots, eg: Circle K
- Relocate businesses that detract from Butler Street's pedestrian environment, eg: the scrap yard at 33rd Street and transmission repair shops
- Engage owners of vacant properties and private parking lots in a discussion about the district's future

Retail Mix

- Attract a market or a grocery store to provide fresh produce
- Attract neighborhood-serving businesses, such as a bakery, a dry cleaner, etc.
- Attract cultural / entertainment venues
- Provide retail for people of mixed incomes
- Attract a range of retail and other venues to keep the district active all day / night long
- Attract more restaurants

Open Space and Greening

- Create visible connections to the riverfront from Butler Street
- Improve built conditions and offerings at Arsenal Park
- Soften the Butler Street edge of Arsenal Middle School and make it more accessible
- Create green space in vacant lots
- Develop a Sustainable Community Strategy for all of Lawrenceville, not just "greening," that includes building reuse, solar panels on roofs, green roofs, pedestrian and bicyclist amenities, transit-oriented development, etc...

Movement

- Improve physical connectivity between 6th, 9th and 10th ward neighborhoods and retail districts
- Address conflicts relating to truck traffic at the corner of Butler and 36th Streets

Parking

- Provide bicycle parking
- Provide a public parking lot or deck (with ground floor storefront space) in the central Lower Lawrenceville business district

Identity and Events

- Brand the Lower Lawrenceville district to enhance its specific identity
- Coordinate with other successful local branding initiatives, such as the 16:62 Design Zone and Lawrenceville History in the Remaking.
- Participate in merchant programs such as the Cookie Tour, House Tour and Blossom Tour
- Create new, complementary community programs and events
- Improve and facilitate communication and marketing via community organizations

Public Safety

- Improve street lighting – light levels and quality
- Improve pedestrian crossings at intersections
- Fill vacant lots with new development and public park space

Community Building

- Sponsor Lawrenceville-wide events
- Work with existing community organizations to encourage communication
- Develop youth programs supported by engagement, programming and business contribution plans

Lower Lawrenceville Study Area

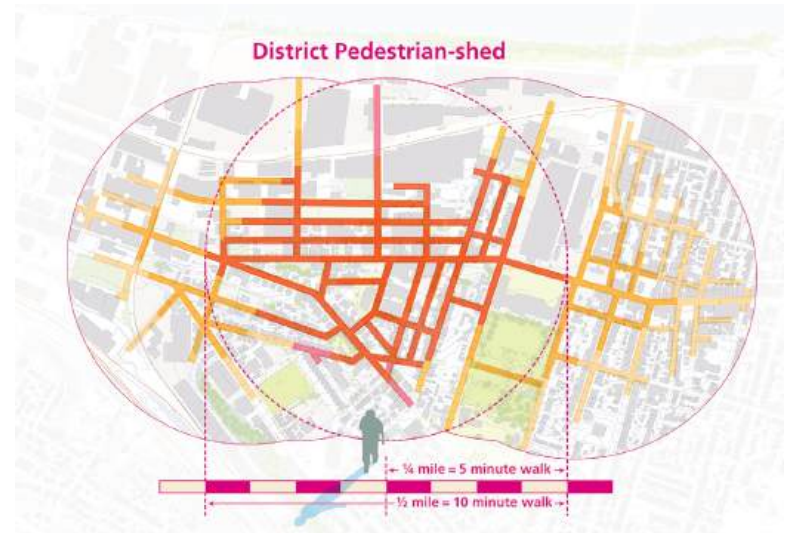
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Lower Lawrenceville extends west to east, from 33rd Street to 40th Street / Arsenal Park, and north to south from the Allegheny River to Liberty Avenue. Significant assets include its architecture, institutions, the Butler Street retail district, Arsenal Park, the potential for riverfront access, and Lower Lawrenceville's excellent connectivity to the rest of the City and region.

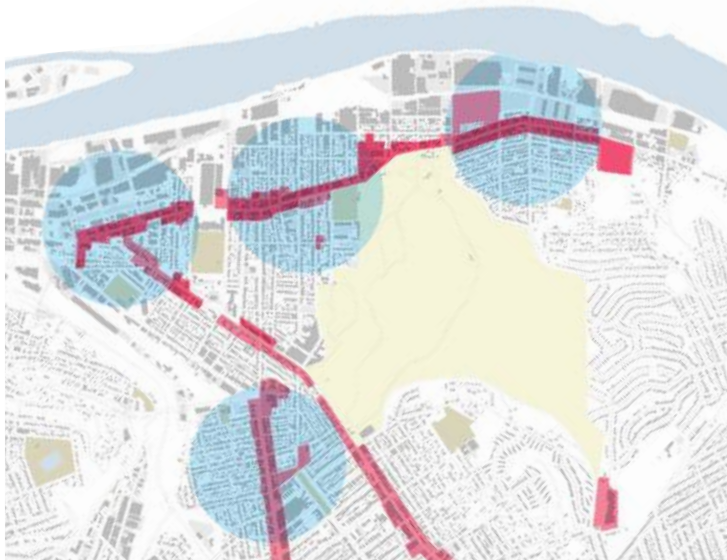
The neighborhood is served by Butler Street and Penn Avenue, major arterial roads that intersect at Doughboy Square – a highly-visible neighborhood gateway. Lower Lawrenceville has traditional residential neighborhood fabric located between Butler Street and Liberty Avenue and a smaller area sited between Butler Street and the Allegheny River. The neighborhood also contains an active riverfront industrial and warehouse area, with several underutilized parcels, that is accessed via Railroad and Smallman Streets. Several public bus routes pass through the neighborhood, connecting Lower Lawrenceville with Central and Upper Lawrenceville, Downtown, the North Side, the South Side, Oakland, the East End, North Hills and beyond.

With the exception of Arsenal Park, located at the far end of the retail district, Sullivan Field (on Liberty Avenue), and a small green space located at the Allegheny Riverfront below the 40th Street Bridge, there is little public open space in Lower Lawrenceville. The riverfront is largely inaccessible and invisible from the neighborhood and Butler Street. Doughboy Square is presently dominated by through-traffic and despite the monument does not currently serve as an occupiable public space. There are several vacant and/or underutilized lots along Butler Street, but there is no place where residents, patrons and business owners can hold events or gather informally outdoors.

Butler Street's continuity is broken at 40th Street where the bridge, Arsenal Park, Arsenal Middle School, the Arsenal Terminal building, a gas station and a fast food restaurant interrupt the traditionally-scaled two-sided commercial corridor. The integrity of Butler Street in Lower Lawrenceville is further eroded at Doughboy Square where there are several long-standing empty and underutilized parcels of land. A scrap metal facility and used car lot on Penn Avenue at 33rd Street further detract from the quality and character of the streetscape leading up to Doughboy Square.



Several of the challenges identified here should also be viewed as significant opportunities for improving and revitalizing Lower Lawrenceville. Prioritized recommendations for neighborhood improvements are explored in the planning document that follows. One of Lower Lawrenceville's greatest assets is its pedestrian scale, which is shown above. The walk from Doughboy Square to 40th Street is approximately half a mile, or a ten minute walk for an average pedestrian. This is an ideal scale for a successful pedestrian retail environment.



The width of each circle indicates a ten-minute (1/2 mile) walking distance. Ten minutes is upper limit that the average person will walk to get to a specific destination during their daily activities. It is also the physical size of a typical neighborhood-scale retail district. This diagram illustrates the three distinct pedestrian-oriented retail districts that exist along Butler Street in Lawrenceville.



This diagram shows Lawrenceville's walkable retail districts within the context of other neighborhood shopping destinations: Southside's Carson Street, Bloomfield's Liberty Avenue, East Liberty's commercial core, Shadyside's Walnut Street and Ellsworth Avenue, and Squirrel Hill's Forbes and Murray Avenue retail district. Lawrenceville is notable for its great length and fragmented character relative to other successful districts in the city. Carson Street, dominated by entertainment uses, is the only district that has a continuous retail stretch of similar scale to Lawrenceville. Districts oriented towards small destination retail and restaurants, such as Walnut Street, Ellsworth Avenue and Forbes Avenue, tend to be significantly smaller, often only a quarter-mile in length.

Lawrenceville Long Range Planning Goals

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The *Lawrenceville Community Plan* identified a series of long range planning issues affecting the neighborhood, along with long-term strategies for overcoming those challenges. Each of those issues - gaps in the Butler Street retail corridor, fragmented neighborhood edges along industrial areas, and the post-industrial condition of the Allegheny Riverfront edge - exist in Lower Lawrenceville, impacting the quality of the built environment and limiting the area's future development potential.

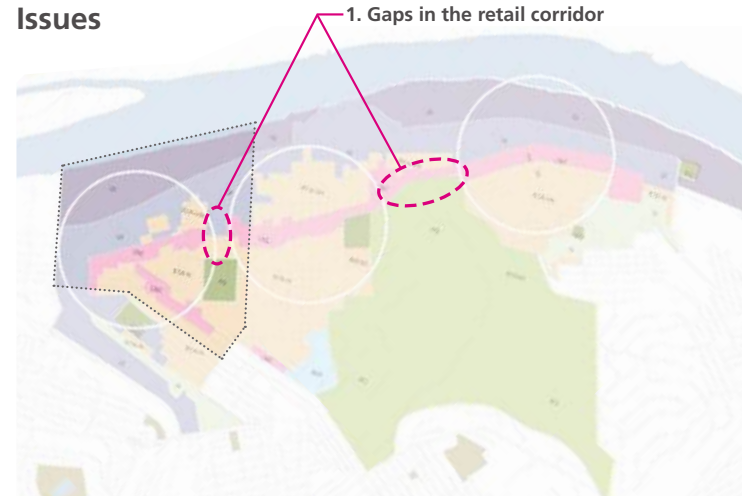
Industrial and institutional land uses between 39th and 40th Streets on Butler Street, and car-oriented businesses at the 40th Street intersection divide Lower and Central Lawrenceville's traditional, pedestrian-scaled, urban retail districts. The fragmented residential neighborhood below Butler Street is negatively impacted by warehousing and trucking activities north of Butler Street. Like the rest of the neighborhood, Lower Lawrenceville also lacks clear access points to the Allegheny Riverfront.

The LoLa Plan was guided in part by goals identified in the *Lawrenceville Community Plan*. This Plan recommends that a more continuous retail corridor be developed along Butler Street between Lower and Central Lawrenceville, that industrial land uses below Butler Street be reconsidered, and that the neighborhood north of Butler Street be expanded with celebrated connections to the riverfront.

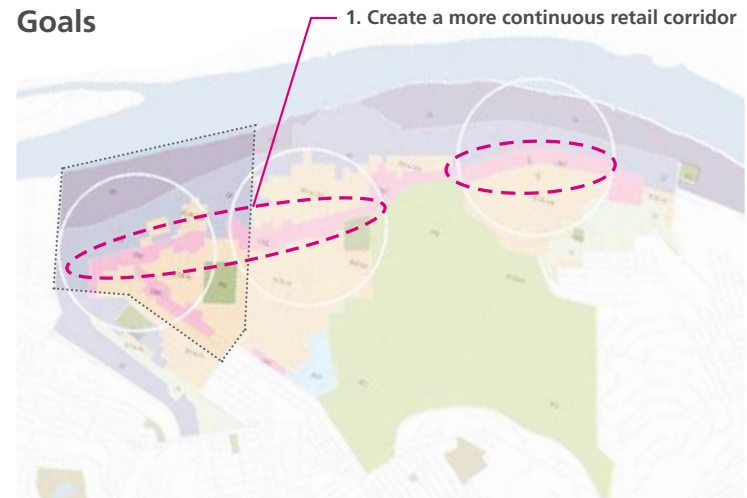
Existing Zoning

- Local Neighborhood Commercial
- Single Family Residential
- General Industrial
- Urban Industrial

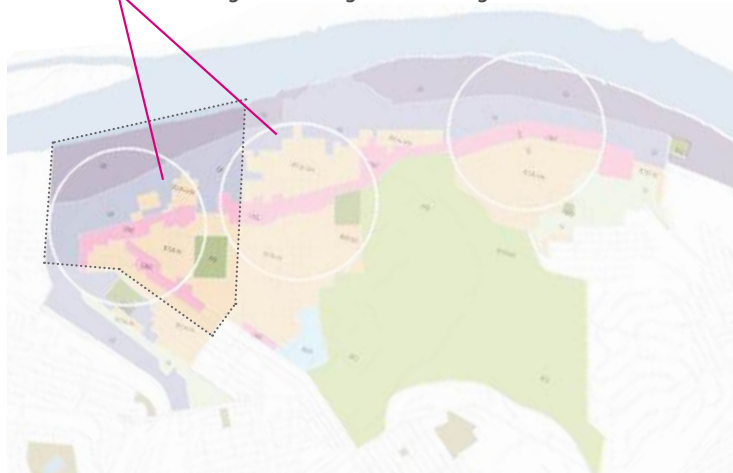
Issues



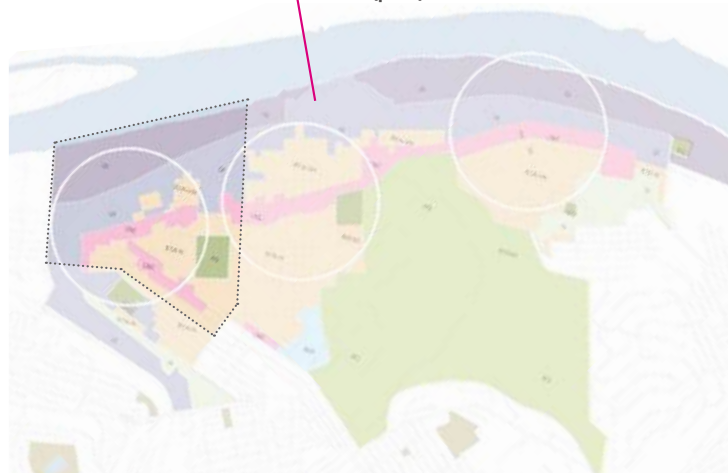
Goals



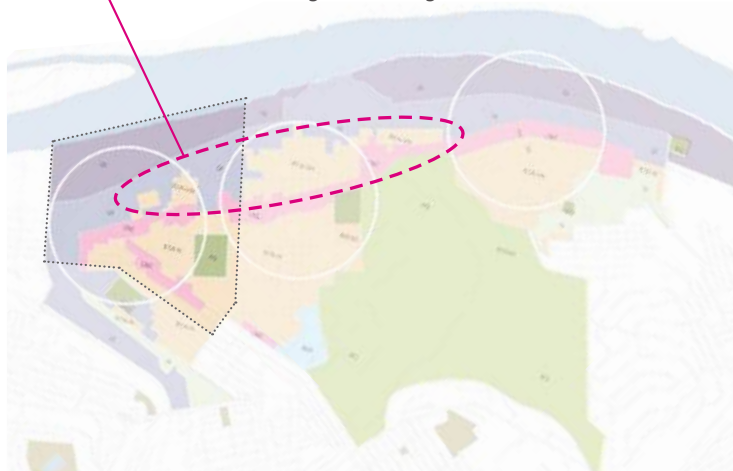
2. A fragmented neighborhood edge



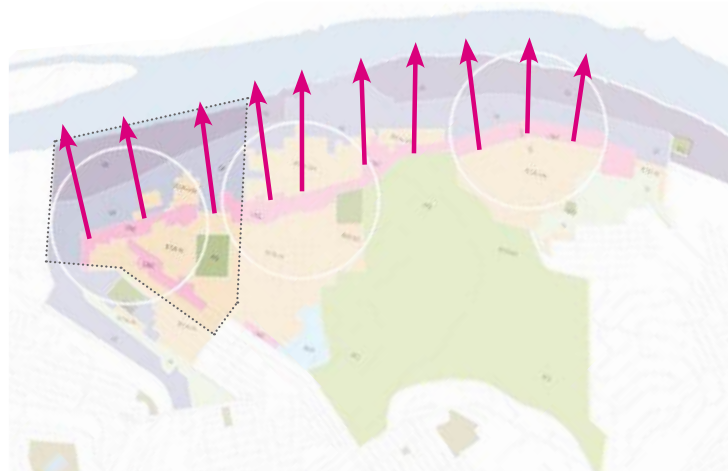
3. A (post)industrial waterfront



2. Create a less fragmented neighborhood North of Butler Street



3. Create more connections to the riverfront



Project Goals

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Primary Planning Goal

Developing a community-supported vision - and a road map for achieving that vision - for the Lower Lawrenceville retail district and adjacent areas that prioritizes and guides future investments.

Other Planning Outcomes

Bringing disparate community stakeholders, including local merchants, residents, developers and property owners, together with Lawrenceville Planning Team representatives for information-sharing and consensus-building

Initiating community discourse and improving communication channels

Revealing complex issues that should be tackled, but that are outside of the scope of this planning study

Identifying prioritized plan elements along with local leadership to spearhead their implementation

Vision Statement

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In the year 2015, **LoLa**, a vibrant mixed-use commercial district in Lower Lawrenceville, has become one of the city's premier Main Streets attracting customers from around the region while continuing to serve existing residents. It has achieved a national reputation for its unique mix of historic preservation, cutting-edge modern architecture and equally diverse mix of locally-grown businesses, restaurants and cultural venues.

Underpinning its success are 3 key principles: sustainability, riverlife and entrepreneurial spirit.

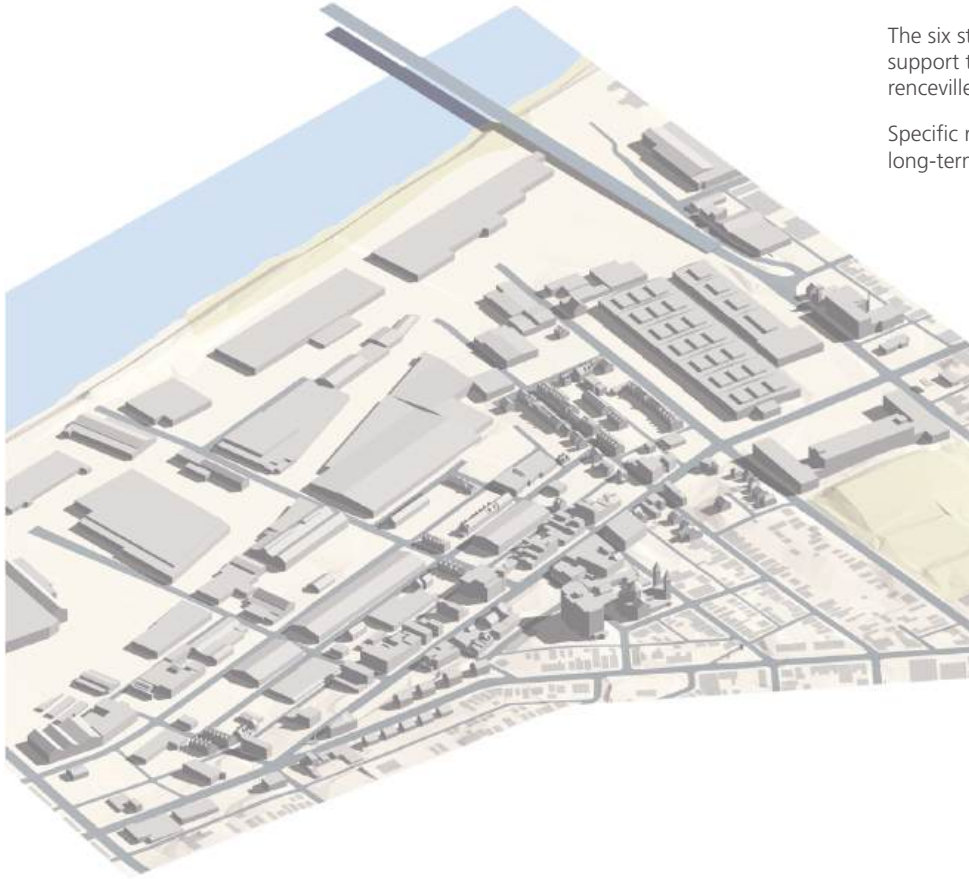
LoLa is alive with vibrant activity from early morning into the evening. It is a place for families and the young and old alike, and it offers one of the most diverse shopping experiences in the city. Retail sales are robust and driven in part by the high-quality specialty items that can be purchased here and by the synergies that exist in the large number of retailers within a few blocks of each other. Having 1000 new neighbors living in the immediate vicinity helps as well.

Come to **LoLa**. Shop in our great stores. Take a break in one of our renowned restaurants, or grab it to-go and hang out with your dog in the mist of the fountain at LoLa Park. Take a walk through a great neighborhood and along the river. Come back later for a sophisticated evening of sushi and wine or a slightly more relaxed night of beer and bowling.

But be careful, we'll grow on you. Before you know it, you'll be living in a great condo at Doughboy Square, above the urban shoe store, or in the Warehouse Lofts next to the river.

Planning Framework

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The six strategies included in the following pages support the community's vision for Lower Lawrenceville.

Specific recommendations include short-term and long-term improvement projects.

Existing Conditions
Development
Public Safety
Greening
Marketing & Identity
Parking
Movement

Existing Conditions

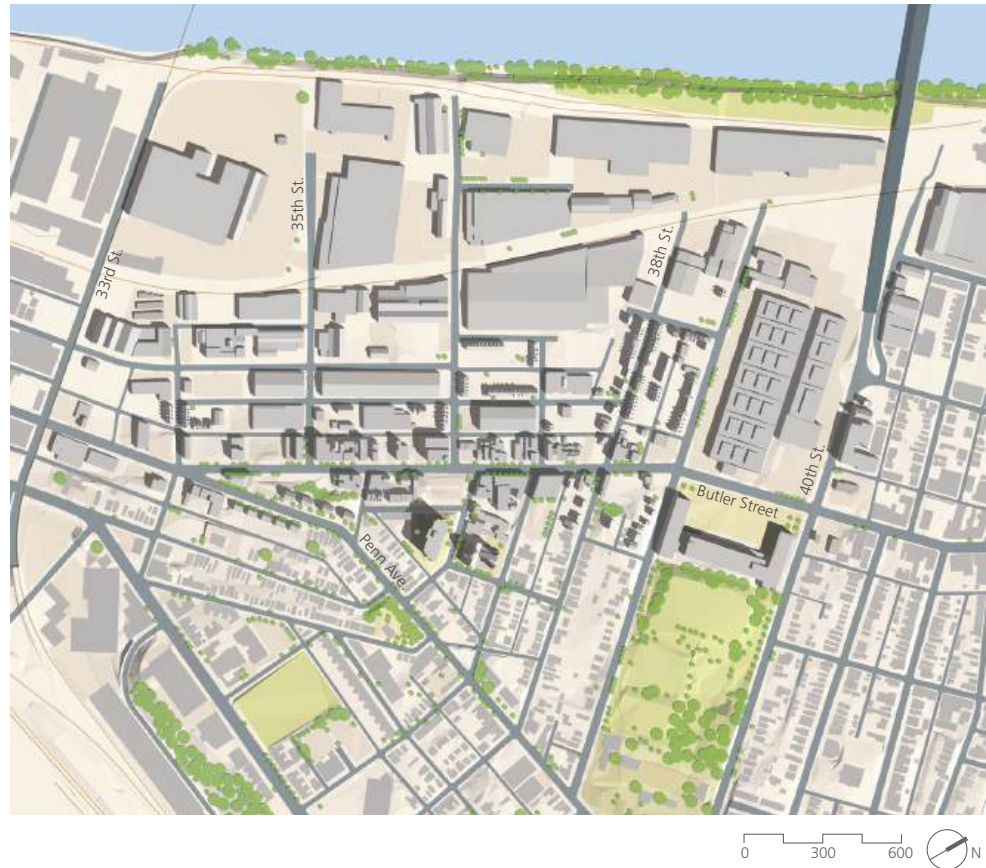
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In the last 15 years, Lawrenceville has attracted new businesses and residents and has become a center for art and design. Dozens of individual buildings have been beautifully restored, new events and organizations have emerged and a community master plan has been completed. Lawrenceville is becoming a place where old and new mix in innovative ways. This project seeks to enhance the emergent identity of the Lower Lawrenceville business district by coordinating future development, marketing and events with an urban design strategy for physical improvements.

Lower Lawrenceville, a microcosm of the neighborhood's greatest assets and challenges, is being revitalized through the efforts of visionary developers, building owners, entrepreneurs and residents. The Butler Street corridor has seen a particularly dramatic transformation from being a mostly-vacant area to becoming a unique retail and dining destination. While significant efforts have been made to improve the neighborhood's public image – new signage, banners and tree-plantings – this plan identifies other opportunities for enhancing Lower Lawrenceville's unique identity and strengthening its distinctive business district.

With guidance from community members, this plan was developed to prioritize and coordinate improvements to streetscapes, open space, parking and underutilized properties with a merchant strategy for marketing, signage and events. This plan also identifies opportunities to enhance Lower Lawrenceville's retail district by connecting to adjacent areas and amenities - Doughboy Square, the 40th Street Gateway and the Allegheny Riverfront.

Plan



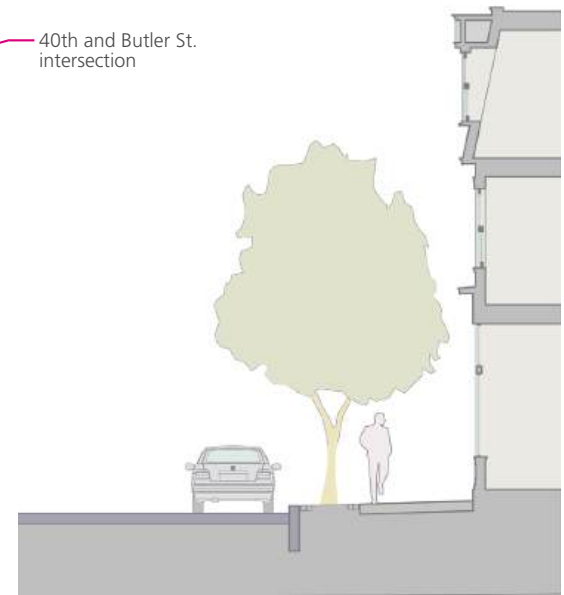
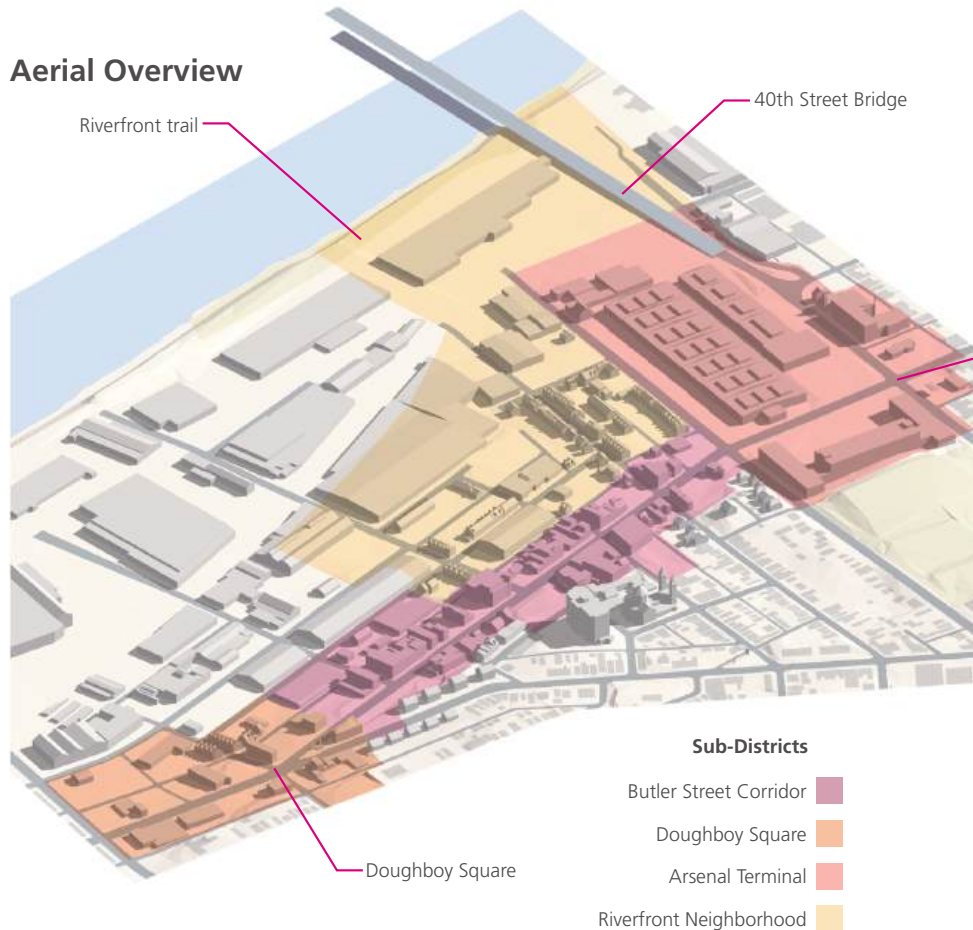
Existing Conditions

District Stakeholders

- Business Owners
- Residents
- Lawrenceville Planning Team
- Lawrenceville Corporation
- Lawrenceville United
- Lawrenceville Stakeholders
- Senator Jim Ferlo
- Urban Redevelopment Authority of Pittsburgh

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Aerial Overview



Typical Butler Streetscape

Development Analysis

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Analysis

The Lower Lawrenceville Butler Street retail district is becoming revitalized largely through the efforts of long-time business owners, developers, and new merchants and restaurant owners. However, the district continues to be challenged on three fronts.

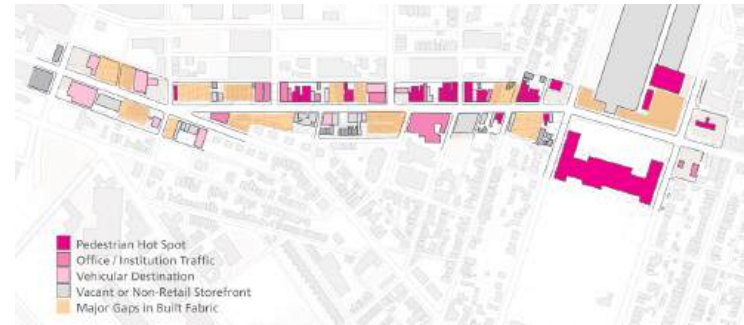
- Nearly all businesses are located on the north side of Butler Street, limiting the vitality of what would ideally be a two-sided business district.
- Several major gaps in the business district break the continuity of the street. The gaps are due to vacant land parcels, parking lots and larger institutional buildings whose internal programming is invisible to the public.
- There are several businesses along the corridor whose appearance and business offerings do not contribute to the pedestrian character of the street: a scrap metal yard, a used car dealership, generator repair businesses, etc. Such businesses do not need to be located centrally within a business district.

Recommendations

This LoLa development strategy has six major components.

- Develop contextually-sensitive, mixed-use infill buildings on vacant Butler Street parcels. The Doughboy Square gateway is a prioritized focus area.
- Renovate underutilized buildings on Butler Street and fill vacant ground floor storefronts with complementary, pedestrian-oriented businesses.
- Relocate incompatible uses to other sites. The URA recently acquired the Tippins property in Upper Lawrenceville - some warehousing and light industrial functions could possibly be consolidated there.
- Develop residential options in LoLa. The Butler Street retail district would benefit from pedestrian activity associated with an expanded local resident population. Consider rezoning riverfront land parcels to allow residential development, eg: a warehouse loft district north of Butler Street.
- Redevelop Arsenal Terminal so that it better serves neighborhood needs, enables connections between Lower and Central Lawrenceville, and celebrates the prominent 40th Street neighborhood gateway.
- Actively manage the business district using Mainstreet principles and recruit complementary businesses.

Pedestrian Activity



Development Opportunities



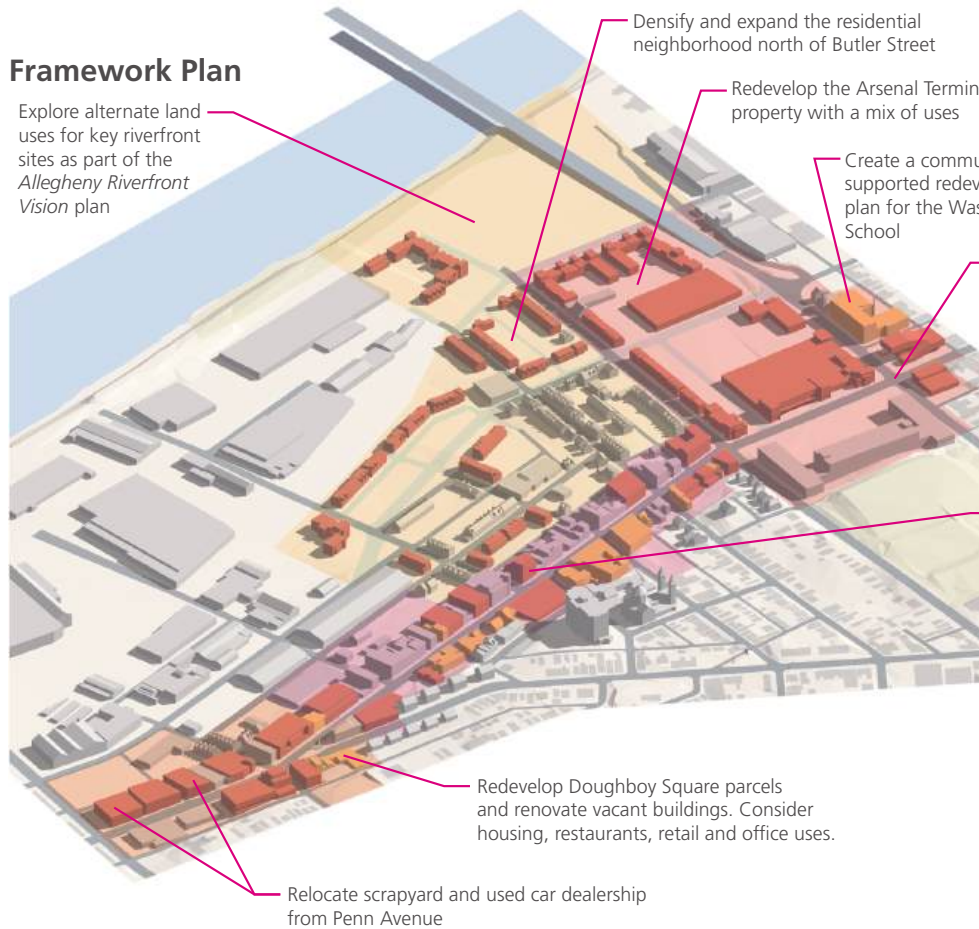
Development Strategy

District Management

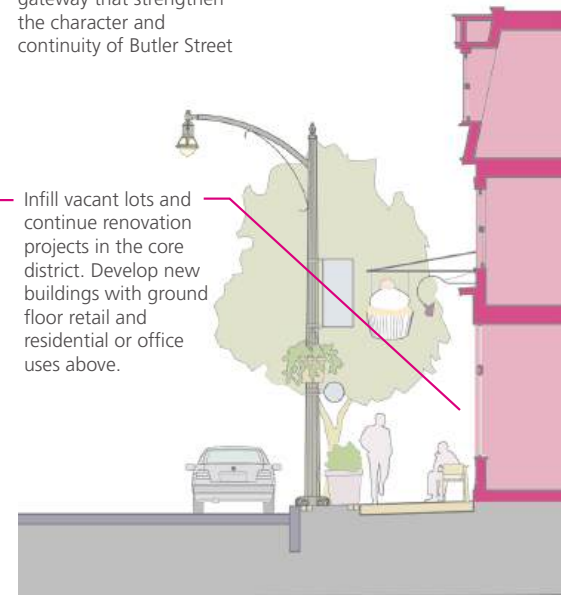
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Framework Plan

Explore alternate land uses for key riverfront sites as part of the *Allegheny Riverfront Vision plan*



- Recruit complementary new businesses
- Strengthen management of the business district using Mainstreet principles
- Ensure that new buildings relate to existing district proportions and setbacks (see development guidelines provided in the *Penn Avenue Corridor Master Plan*)



New Streetscape Elements

Public Safety Analysis

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Analysis

Community members identified the following challenges in the LoLa retail district and surrounding neighborhood.

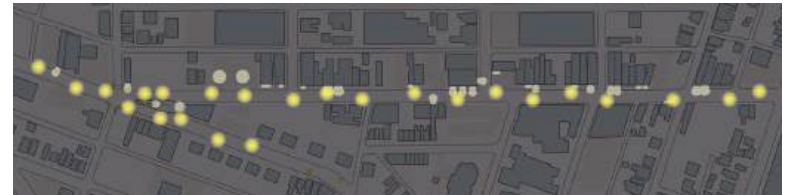
- Vacant lots, inadequate street lighting levels and dark storefronts contribute to a perceived lack of safety along the Butler Street corridor.
- The inconsistent condition of sidewalks along Butler Street is hazardous to pedestrians.
- The high volume of fast-moving traffic along Butler Street and at major intersections makes it difficult to cross the street. There are insufficient and inadequate pedestrian crosswalks and signals throughout the district.
- Many side streets off of Butler Street and within the residential neighborhood are dark and unsafe at night.

Recommendations

This strategy recommends the following tactics for enhancing public safety:

- Upgrade street light infrastructure. The 25' tall City standard pole should be used throughout the Butler Street corridor to provide illumination on the street and sidewalks. In the Focus Areas section of this document, see Butler Street Corridor Street Lighting for more information.
- Encourage merchants and building owners to leave their storefront lights on at night to make the business district feel safer to pedestrians. Develop a program to incentivise upgrading outdoor lighting to photocell-operated, low-energy fixtures.
- Develop a porch light incentive program to encourage property owners on residential side streets to install low-energy porch and entry lights that can be kept on throughout the night. Friendship Development Associates, Inc. has instituted such a program.
- Develop a matching-grant incentive program to encourage the repair of sidewalks throughout the LoLa district.
- Work with local neighborhood groups to advocate for additional crosswalks along Butler Street. Pedestrian signals are being added at the 40th Street and Doughboy intersections as part of PennDOT's scheduled improvements related to Route 28 construction.

Butler Corridor Lighting



Crime Locations



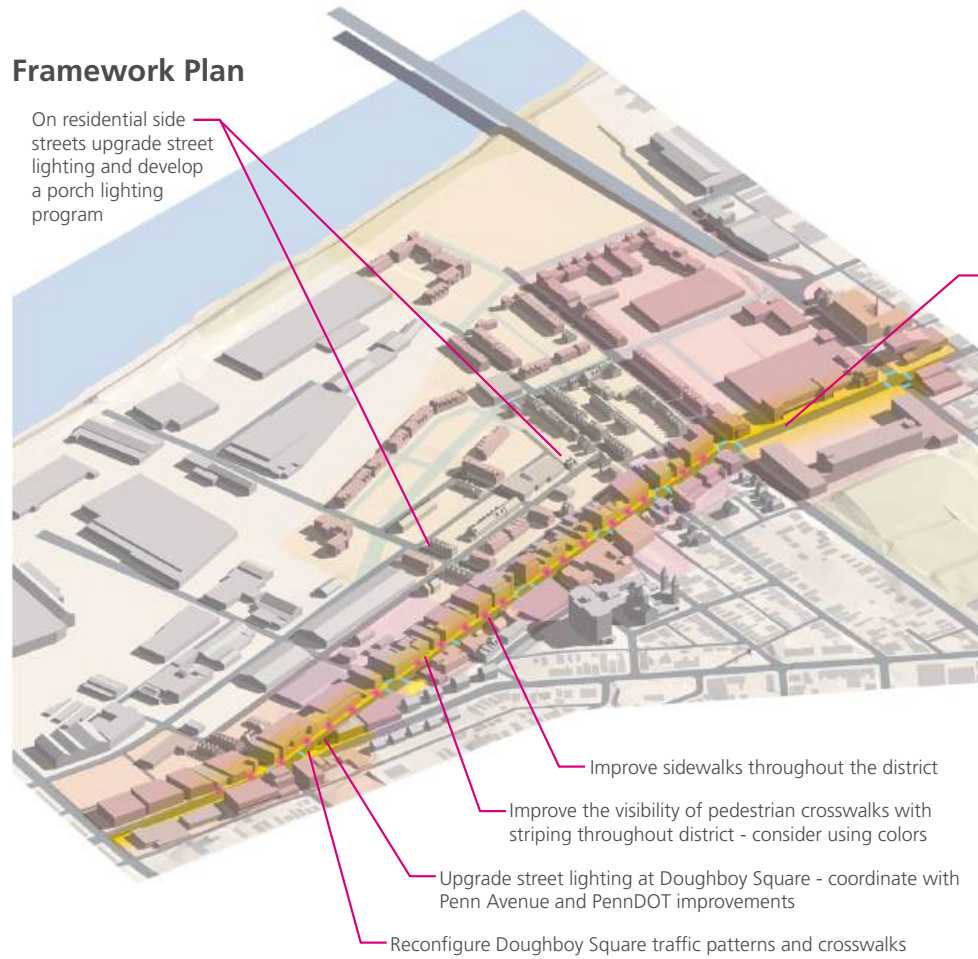
Public Safety Strategy

District Management

25

Framework Plan

On residential side streets upgrade street lighting and develop a porch lighting program



Improve sidewalks throughout the district

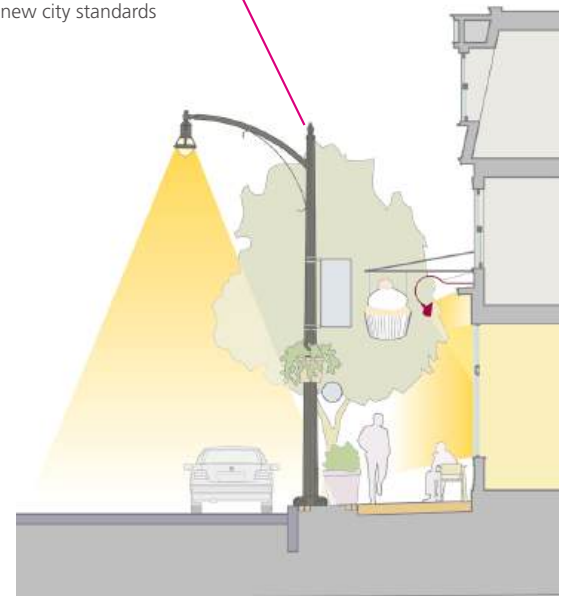
Improve the visibility of pedestrian crosswalks with striping throughout district - consider using colors

Upgrade street lighting at Doughboy Square - coordinate with Penn Avenue and PennDOT improvements

Reconfigure Doughboy Square traffic patterns and crosswalks

Upgrade street lighting along Butler Street to new city standards

- Encourage businesses and property owners to keep their storefront and signboard lights illuminated at night
- Develop a matching funds sidewalk replacement program to encourage participation by property owners
- Continue efforts of the 6th Ward Block Watch to monitor crime



New Streetscape Elements

Greening Analysis

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Analysis

With the exception of Arsenal Park, located at the far end of the retail district, Sullivan Field (on Liberty Avenue), and a small park and kayak launch located below the 40th Street Bridge, there is little public green space in Lower Lawrenceville. Although the Allegheny River is only three blocks north of Butler Street, it is largely inaccessible and invisible.

Recommendations

Six major tactics are recommended for greening LoLa.

- Create a Sustainable Community Strategy for Lawrenceville to encourage walkable neighborhoods, transportation alternatives, community connectivity, building reuse, the use of energy-efficient technology and green roofs, green jobs and economic development.
- Develop new public open space in Lower Lawrenceville. LoLa Park, in the central retail district, is a prioritized recommendation (see the LoLa Park Focus Area part of this document). In the future, an expanded riverfront trail and park between 39th and 40th Streets could become a regional amenity.
- Develop a landscape design and maintenance strategy for the new planter areas that will be built by PennDOT at the Doughboy Square intersection.
- Encourage the use of planters in the retail district and plant additional street trees along major neighborhood corridors, including Penn and Liberty Avenues and Butler, Main and Fisk Streets.
- Create “green corridors” that connect Butler Street to the Allegheny Riverfront trail and River access points.
- Enhance, renovate and activate Arsenal Park. Arsenal Park is an undervalued neighborhood amenity with a range of recreational offerings but it has suffered from neglect over the years. As part of a green revitalization of the neighborhood, Arsenal Park should be revitalized to accommodate current community needs.
- Make Arsenal Middle School’s front yard and edges more attractive and accessible to the public. The school could be part of the Western Pennsylvania Conservancy’s School Greening initiative which works directly with caretaking staff to add sustainable, low-maintenance greenery to school properties. Visit www.paconserve.org/237/school-greening for more information.

Existing Green Space



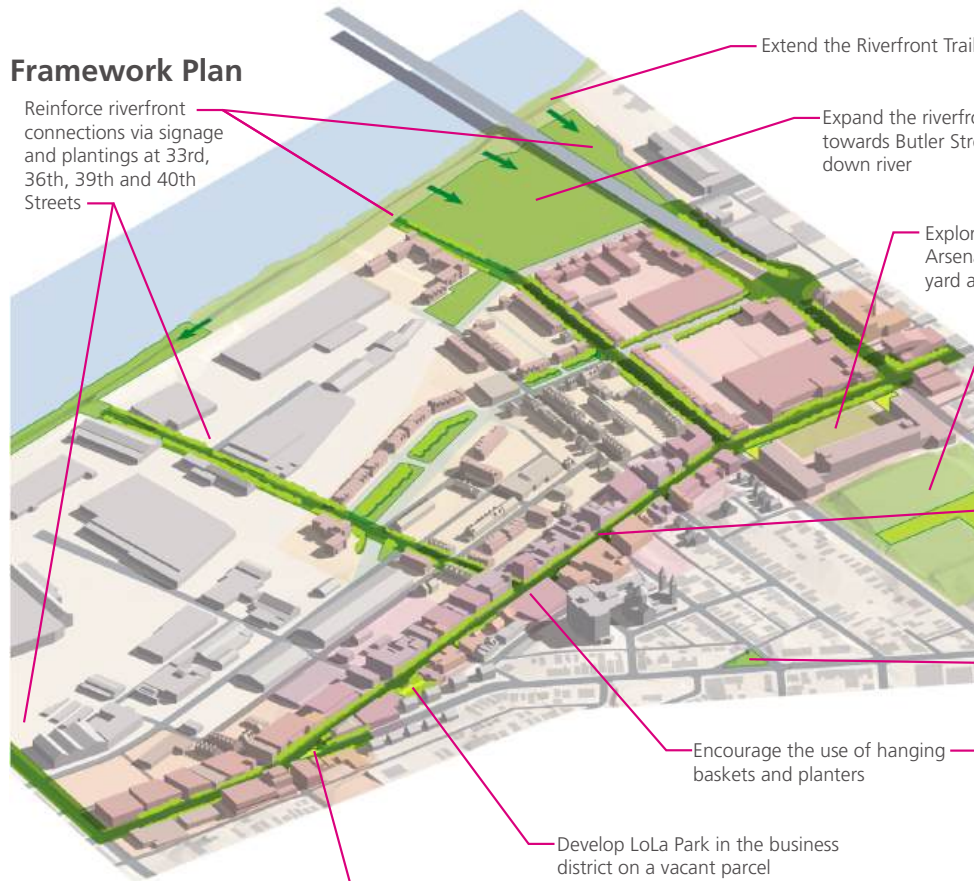
Greening Strategy

District Management

27

Framework Plan

Reinforce riverfront connections via signage and plantings at 33rd, 36th, 39th and 40th Streets



Extend the Riverfront Trail

Expand the riverfront park towards Butler Street and down river

Explore options for greening Arsenal Middle School's front yard and edges

Enhance Arsenal Park - coordinate with the Parks Conservancy and the City of Pittsburgh

Plant additional street trees throughout the business district and neighborhood

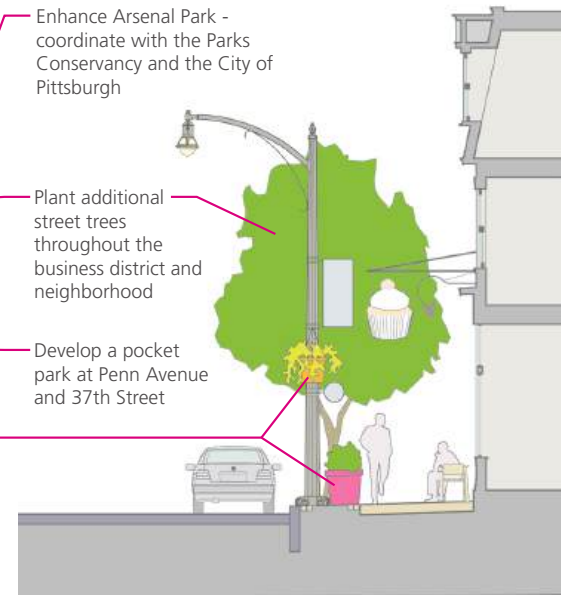
Develop a pocket park at Penn Avenue and 37th Street

Encourage the use of hanging baskets and planters

Develop LoLa Park in the business district on a vacant parcel

Develop a planting and maintenance plan for the redesigned Doughboy Square intersection

- Encourage property owners to submit applications for street trees
- Encourage merchants' use of outdoor planter boxes, seating and benches
- Coordinate greening efforts with the upcoming *Allegheny Riverfront Vision* planning process



New Streetscape Elements

Marketing & Identity Analysis

28

Analysis

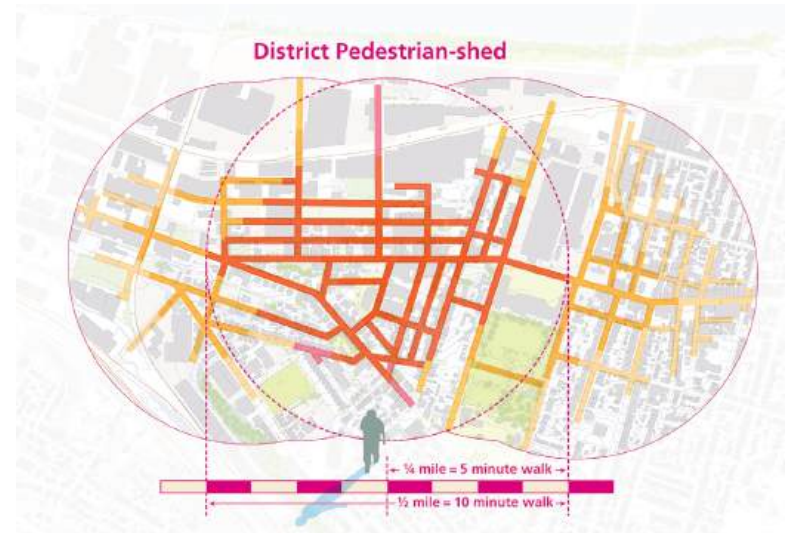
The 16:62 Design Zone has successfully marketed Lawrenceville as a unique destination for shops, galleries, studios and professional design services. The Lawrenceville Corporation's *History in the Remaking* identity campaign also simultaneously promotes the neighborhood's historic significance and its fresh, artistic sensibility. Until recently the Lower Lawrenceville segment of Butler Street, between 33rd and 40th Streets, was nearly empty of pedestrian-oriented businesses but it is now developing a distinctive vibrancy and character of its own.

Recommendations

The following marketing and identity tactics are meant to support efforts to promote the Lower Lawrenceville district as a local and regional destination for dining, shopping, living and more.

- During the planning process, a group of Lower Lawrenceville merchants adopted the use of "LoLa" as a district brand - reflecting a fresh take on the historic neighborhood. LoLa is being used on the www.lowerlawrenceville.com website and it should be incorporated into other district marketing media in the future.
- LoLa initiatives and events should continue to be coordinated with Lawrenceville-wide marketing efforts to leverage the greatest impact.
- Develop a system of neighborhood way-finding signage for all of Lawrenceville that identifies landmarks and destinations such as Arsenal Park; Doughboy Square; the Allegheny Riverfront Trail; the Library; the Lower, Central and Upper Lawrenceville business districts; Childrens' Hospital; etc.
- Work with Lawrenceville's Public Art Committee to initiate projects in LoLa, ranging from artist-inspired planters, signs, fences and sidewalk materials to murals and creative garden plantings in LoLa Park.
- Install colorful outdoor accent lighting at storefronts and in street trees to attract visitors to the district. Consider developing a program to help fund the installation of outdoor electrical boxes at building facades to enable the widespread use of string lights, etc. along Butler Street. During the planning process, solar-powered and -operated LED lanterns were tested as accent lights for the district, but they were not powerful enough to compete with nearby street lights. However, the inexpensive lanterns could be used during winter months as colorful, festive tree ornaments when branches are bare of leaves. Any elements or lighting installed in street trees must be removed at intervals to keep the trees healthy.

Walking Distance

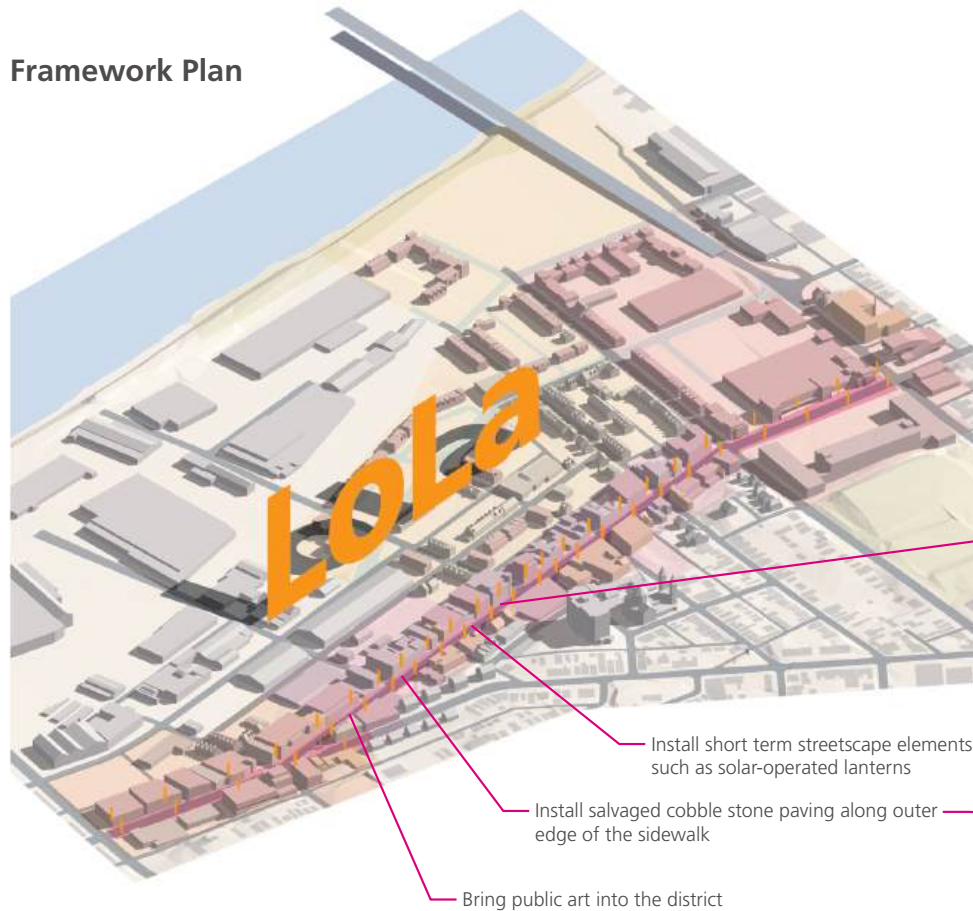


Marketing & Identity Strategy

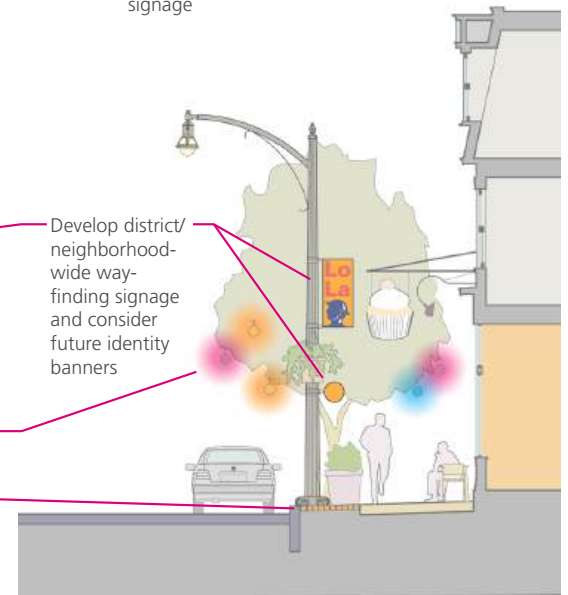
District Management

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Framework Plan



- Develop a Lower Lawrenceville (LoLa) district branding identity, website and marketing package
- Coordinate LoLa initiatives with neighborhood-wide marketing efforts
- Formalize the merchant group - institute shared leadership and decision-making processes
- Work to recruit complementary new businesses
- Work with Lawrenceville's Public Art Committee to bring public art into the district
- Encourage the creative use of merchant identity signage



New Streetscape Elements

Parking Analysis

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Analysis

There is presently a good deal of on-street parking spaces along Butler Street and adjacent sidestreets. Butler Street and nearby areas also contain a large number of private parking lots associated with office and institutional uses that are largely underutilized during evenings and weekends. There is usually enough on-street parking to serve existing businesses on a daily basis. But it becomes challenging to find parking spaces when special events occur, such as when there are performances at the Gray Box Theatre. As the business district expands and becomes denser, it will be necessary to provide additional public parking options in Lower Lawrenceville.

Recommendations

Parking recommendations range from short- to long-term solutions.

- A shared parking strategy would immediately assist Butler Street businesses. During this planning process, Father John (the Pastor at Our Lady of Angels) was open to the possibility of creating a shared parking arrangement for a portion of their lot, which is located just above Butler Street at 37th Street. Our Lady of Angels uses the lot during business hours and on Sunday mornings. Business district patrons could possibly use the lot during evenings and weekend afternoons.
- Bicycle parking should be provided throughout the district in areas that do not obstruct outdoor cafe seating areas.
- A mixed-use parking deck structure may be developed at 36th Street and Butler Street at the current location of the Saint Augustine Plaza parking lot. It would be accessed from 36th Street and have first floor retail space along Butler Street. Part of 36th Street would have to be made two-way to allow for adequate vehicle access. See the Butler Street Focus Area part of this document for a conceptual rendering of this recommendation.
- New pervious-pavement surface parking lots could be located 1/2 of a block north or south of Butler Street, connected to the retail district by well-lit side streets or pedestrian passages.
- In the future, a public parking deck could be developed on 37th Street on Our Lady of Angels' parking lot.
- Future Lower Lawrenceville development projects should provide parking.

Parking Capacity

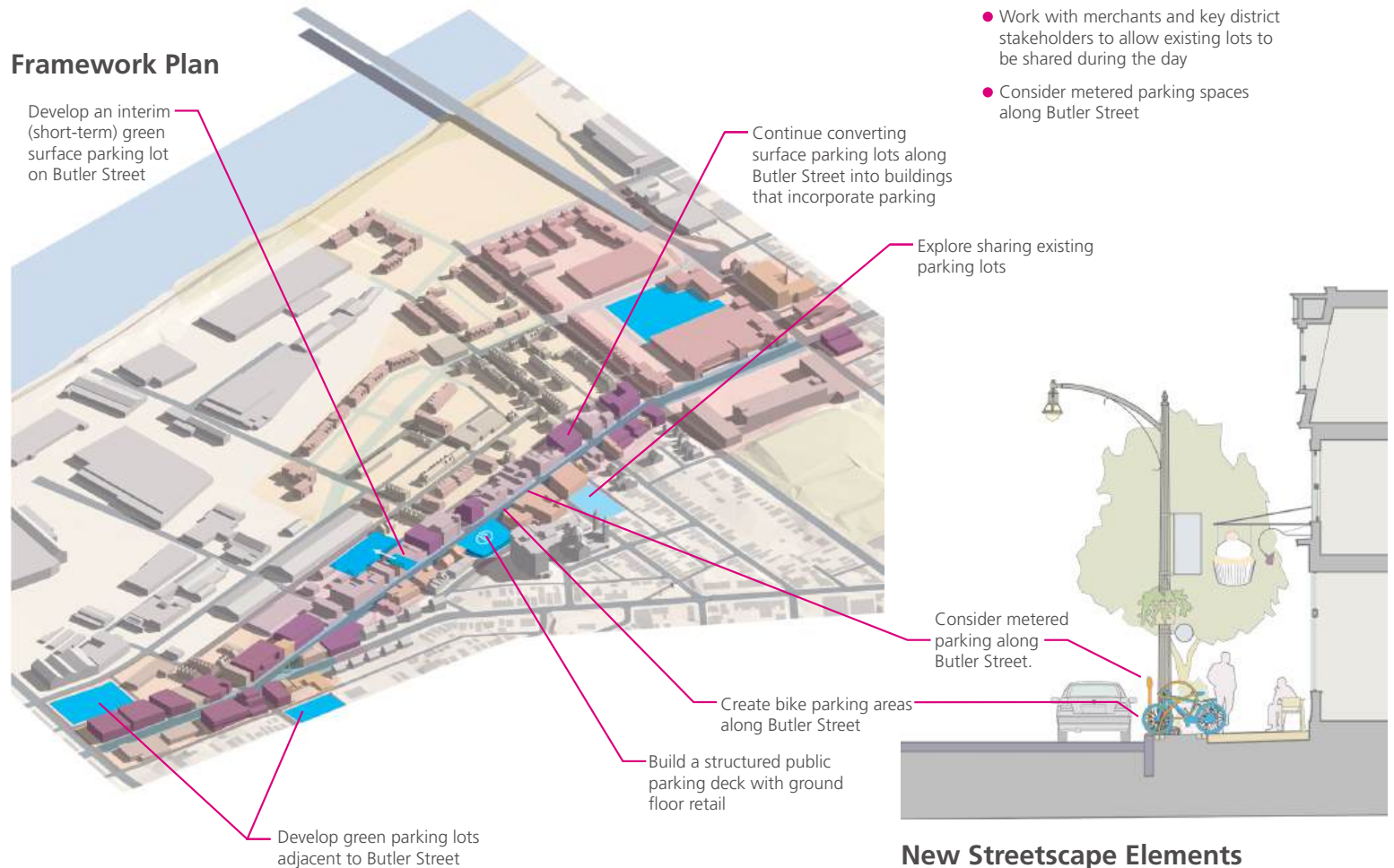


Parking Strategy

District Management

- Work with merchants and key district stakeholders to allow existing lots to be shared during the day
- Consider metered parking spaces along Butler Street

Framework Plan



New Streetscape Elements

Movement Analysis

32

Analysis

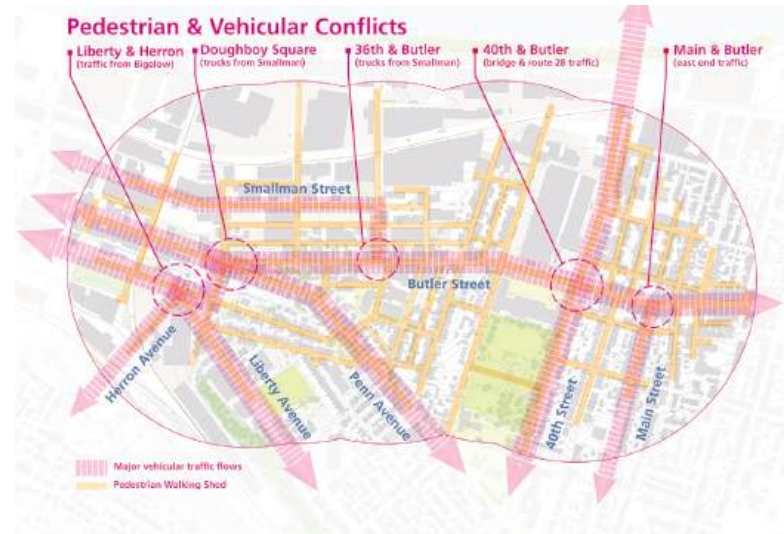
Lower Lawrenceville is generally well-served by arterial roads and public bus transportation, but there are several significant mobility challenges.

- A large volume of traffic accumulates on Butler Street during rush hours. There are no parallel roads below Butler Street that would allow traffic to be dispersed or permit local residents to bypass suburban commuters.
- Smallman Street ends at 36th Street and all traffic is directed onto an unsignalized intersection at Butler Street. To make this sharp turn, semi-trailer trucks obstruct traffic and narrowly miss parked cars in the process. Large trucks and fast-moving vehicular traffic make Butler Street inhospitable to bicyclists and pedestrians.
- There are limited bus shelters, pedestrian crosswalks and signals along the Butler Street corridor.

Recommendations

- In the spring of 2009, PennDOT will begin infrastructure improvements to Doughboy Square, the 40th and Butler Street intersection and the Herron/Liberty Avenue intersection, making these important neighborhood gateways more easily navigable by vehicles and pedestrians. The community of Lawrenceville should develop a sustainable planting and maintenance plan for Doughboy Square to make it a neighborhood asset. Working with the Western Pennsylvania Conservancy may be an option.
- This plan recommends that infrastructure improvements be implemented to mitigate traffic on Butler Street by connecting Smallman Street to a newly signalized intersection at Foster and 40th Streets. The connector is envisioned as a new, multi-modal roadway that accommodates bikes, pedestrians, cars and trucks. See the Riverfront Neighborhood Focus Area in this document for more details.
- A multi-modal roadway should be built along Willow Street, below the 40th Street Bridge, to directly connect Lower and Central Lawrenceville. The roadway would support an expansion of residential uses along the riverfront. This connection was first proposed in the *Lawrenceville Community Plan*.
- Bike Pittsburgh recommends that a bike lane be established on the uphill portion of 40th Street between Penn Avenue and Butler Street. The downhill lane should be designated as a shared lane.
- Protective bus shelters should be installed at high-traffic intersections and at transfer points, such as 40th Street and Doughboy Square. It may also be possible to consolidate some Butler Street bus stops to facilitate traffic movement. Contact David E. Wohlwill, Planner for the Port Authority, regarding public transit issues. Wohlwill can be reached by phone at 412.566.5110 or at dwohlwill@portauthority.org via e-mail.

Traffic Flow



- Work with the City of Pittsburgh to implement additional crosswalks at key Butler Street intersections. For example, pedestrian crossings should be added at 35th Street and Butler Street where LoLa Park will be located.
- A comprehensive traffic study for Butler Street and Smallman Street should be commissioned. It may be possible to include a riverfront traffic study as part of the upcoming *Allegheny Riverfront Vision plan*.

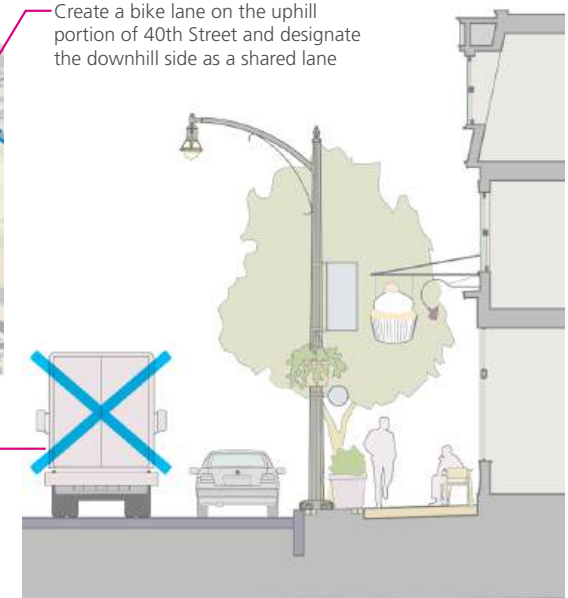
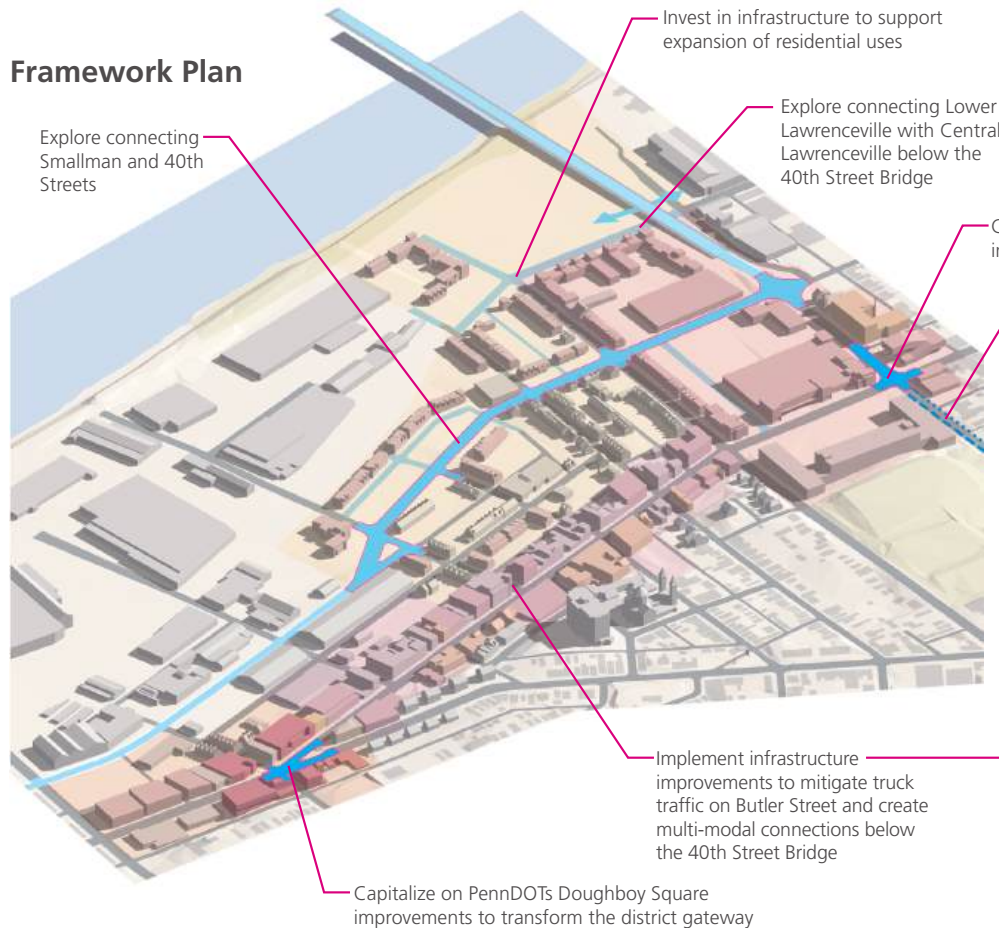
Movement Strategy

33

District Management

- Commission a traffic study of Butler Street, Penn Avenue and Smallman Street
- Coordinate infrastructure improvements with the upcoming *Allegheny Riverfront Vision* planning process

Framework Plan



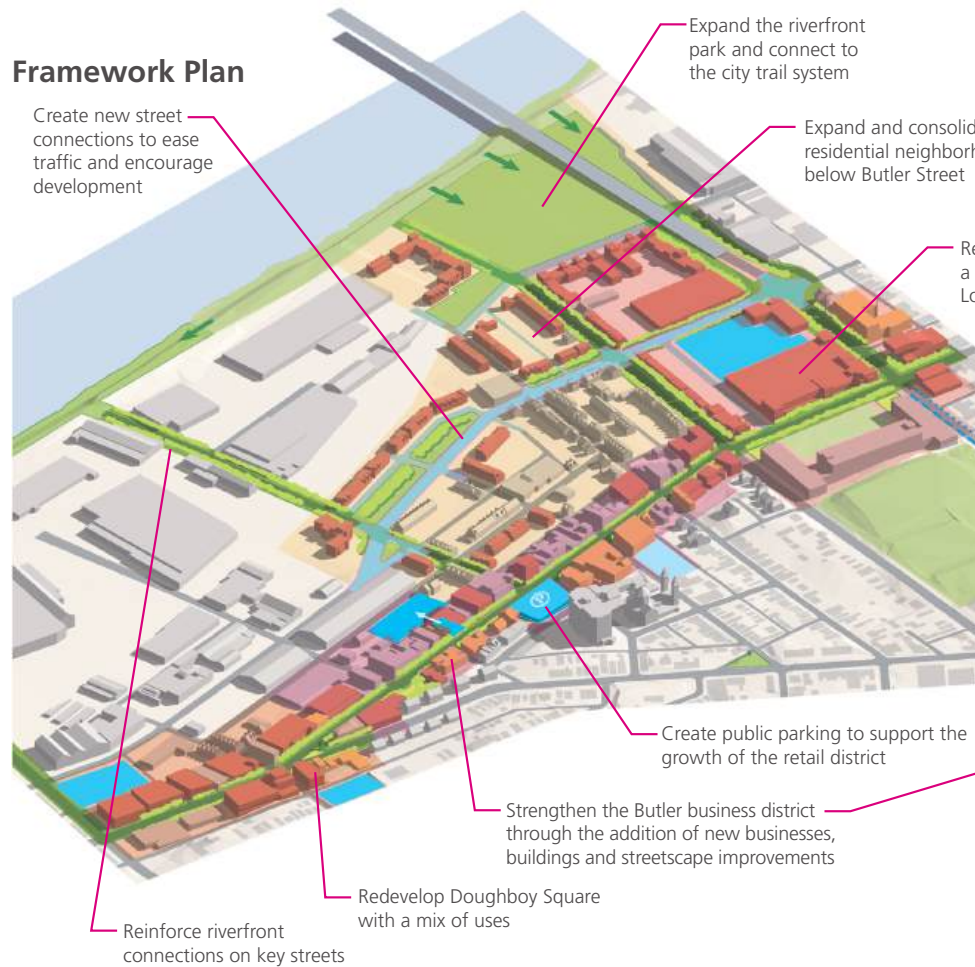
New Streetscape Elements

Planning Framework

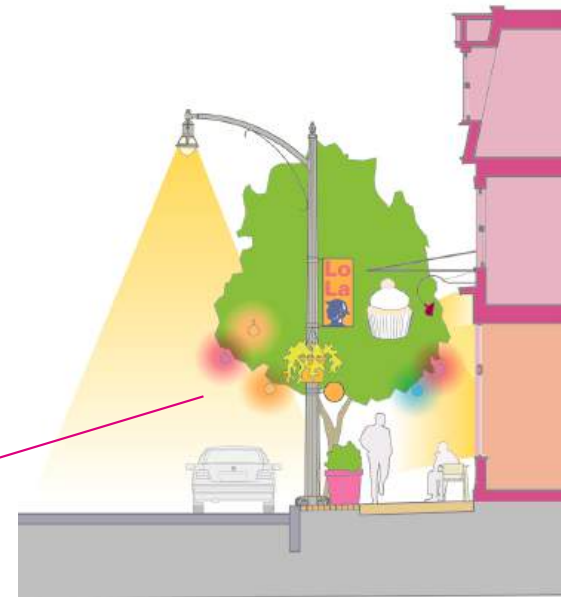
District Management

35

Framework Plan



- Coordinate district planning and marketing efforts with other neighborhood wide initiatives
- Strengthen the business district using Mainstreet principles
- Coordinate with the upcoming *Allegheny Riverfront Vision* planning process

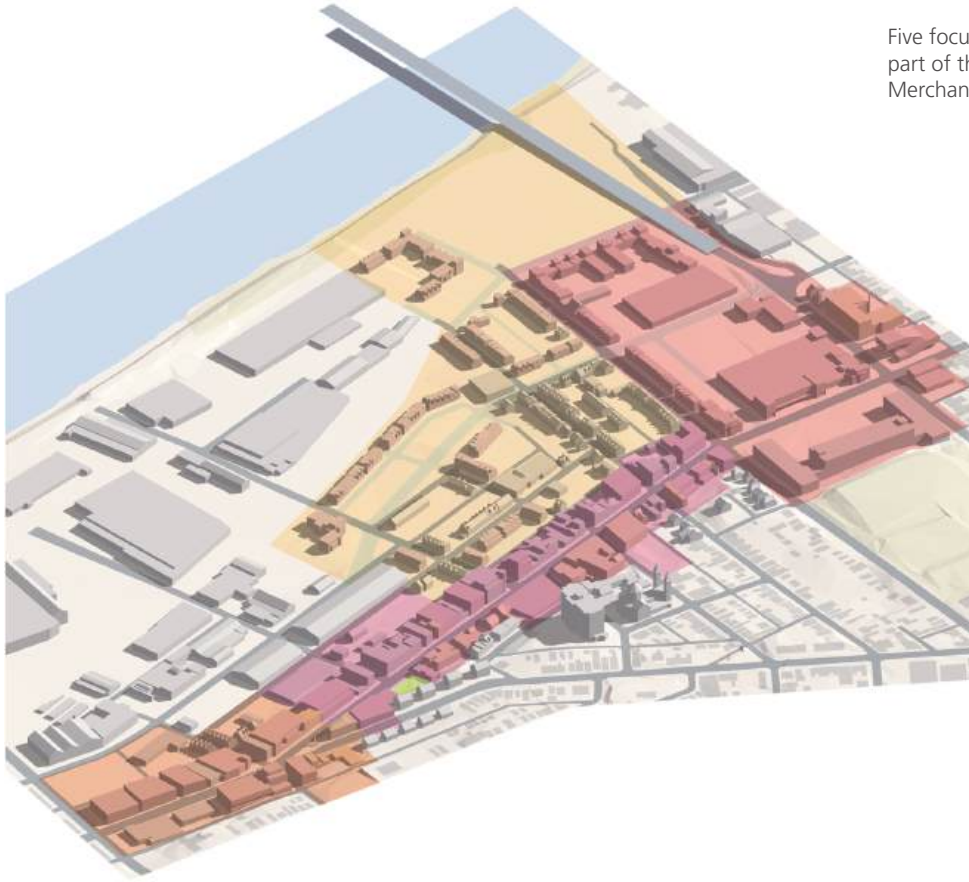


New Streetscape Elements

Focus Areas

37

Five focus areas are considered in greater detail as part of the Lower Lawrenceville Urban Design and Merchant Strategy.



- **Butler Street Corridor**
- **Doughboy Square**
- **LoLa Park**
- **Arsenal Terminal**
- **Riverfront Neighborhood**

Butler Street Corridor

38

Just as Butler Street is Lower Lawrenceville's core retail district, it is also central to the LoLa Plan. Although an influx of new residents and businesses have set up shop along LoLa's Butler Street corridor, the district still contains numerous vacant buildings and storefronts and much of the public infrastructure needs to be upgraded. The recommendations included in this section are intended to support the efforts of developers, property owners, residents and business owners who have invested time, energy and money in the district, and to help facilitate the district's continued revitalization and future growth.

LoLa's business district is envisioned as both a regional destination and a neighborhood-serving district, with a diverse mix of residential offerings as well as unique local businesses, restaurants and cultural spaces. A revitalized Butler Street will have more activity in the evening but it will maintain the existing neighborhood scale. The retail district will provide a continuous mixed-use experience, offering living, shopping, dining, socializing, entertainment, and access to a range of outdoor recreation options at LoLa Park, Arsenal Park and the Riverfront Trail.

Three important principles emerged through the planning process: sustainability, riverlife and entrepreneurial spirit. These principles should guide future investments, from street light upgrading and infill development projects, to the selection of streetscape elements and public art initiatives. The retail corridor should express LoLa's energy, initiative and creative spirit as well as its aspiration to be a model of a walkable, sustainable, urban retail district and neighborhood.



Butler Street at 36th Street today



Housing with small scale retail - Austin



Mixed-use building with upper-floor housing - Vancouver



A Saturday afternoon on Butler Street - A view towards a new public parking deck with ground floor commercial space, located at the southwest corner of 36th and Butler Streets.

Butler Street Corridor

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Butler Street Corridor

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The sequence of images to the right illustrates how the character of the Butler Street retail corridor can be enhanced incrementally through the use of short-term and long-term streetscape elements.

To quickly activate the streetscape, merchants can use outdoor planter boxes, decorative lighting, cafe seating and benches. Several merchants already maintain these elements during warmer months of the year. Long-term improvements may include upgrading City light poles and fixtures (see the following pages) and adding cobblestones along the sidewalk edge. Cobblestone pavers would add character to the sidewalk, increase the perviousness of the paving surface and create a distinct zone for street furniture (trashcans, newspaper boxes, bike racks, etc.) to sit within. LoLa merchants are also interested in expanding the use of outdoor streetscape elements in combination with public art.

All of the streetscape elements included in this section (lighting, street furniture, planters, etc.) could be implemented throughout the entire Butler Street retail corridor, from 33rd Street all the way to 62nd Street.



An artistic outdoor planter

Butler Street today



Addition of new decorative lighting, signage and planters



Addition of new City standard street lights and cobblestone sidewalk edging





Shopping in LoLa at Butler
Street and 37th Street

Butler Street Corridor Street Lighting

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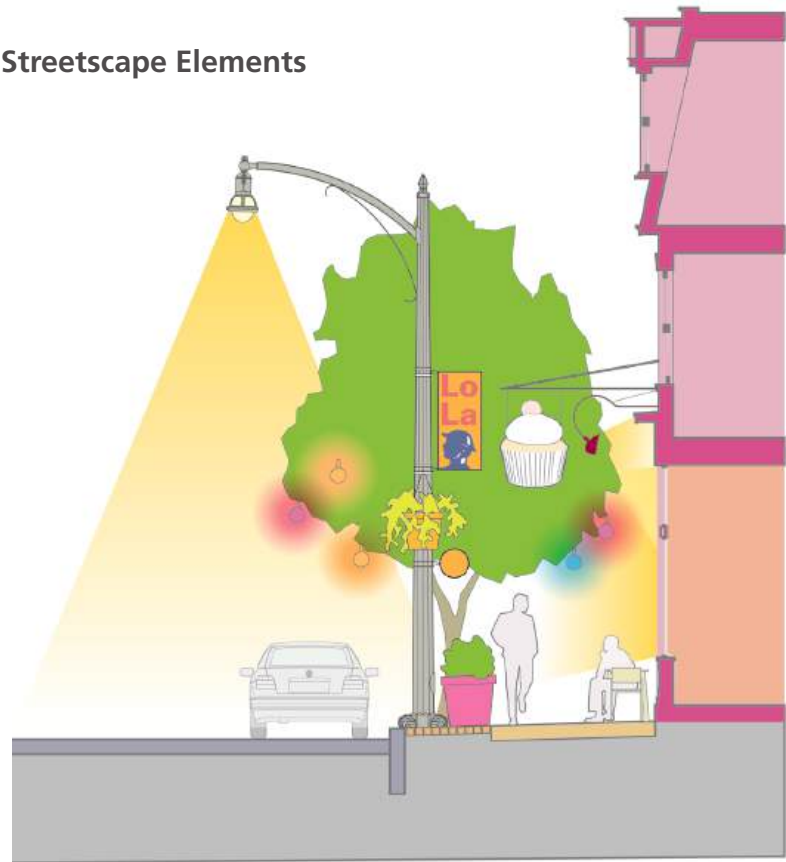
Three distinct types of lighting improvements are recommended for the Butler Street corridor: street pole upgrades, storefront lighting and streetscape accent lights.

This plan recommends upgrading existing street lights to the 25' City standard pole illustrated at right. The poles have an elegant appearance that would complement the traditional scale of the retail district. New 25' poles cost approximately \$5,000 each including materials and labor to install them.

Property owners and merchants should keep their storefronts illuminated at night. Storefronts can add a significant amount of light to the pedestrian streetscape, contributing to a sense of safety and district vitality. Illuminated storefronts also encourage window-shopping and help attract customers. Energy-saving technologies, such as solarcells and compact-florescent bulbs, can minimize operating costs and turn lights on only when they are needed. Many storefronts also have under-utilized goose-neck-type lights for sign boards which could another layer of light and animation to Butler Street.

Accent lights in storefronts and street trees would also help attract visitors to the district. Festive string lights are an old standby that now come in high-efficiency LED varieties. Consider developing a program to help fund the installation of outdoor electrical boxes at building facades to better enable the use of accent lighting. It is important to remember, however, that any elements or lighting installed in street trees must be removed at intervals to keep trees healthy.

New Streetscape Elements





Existing Street Lighting

Today Butler Street has cobra head light fixtures in a staggered arrangement spaced between 100' - 150' apart. Some additional lighting is provided by storefront and parking lot lights. The street feels dark and somewhat unsafe for pedestrians.



Proposed Butler Street Lighting

The proposed lighting scheme elevates light levels along the corridor to increase the perception of safety. New lights are placed on average every 70' feet in a staggered arrangement. The spacing is reduced around Doughboy Square to emphasize the district gateway. It may be appropriate to also use the smaller City light pole standard within the central Doughboy Square triangle.

Doughboy Square

46

Doughboy Square is a key neighborhood gateway that is currently underdeveloped. Today the square is home to a few beautifully renovated historic buildings, including the Pennsylvania National Bank and the (former) Firehouse, but the majority of structures are vacant or underutilized and more than half the street frontage is composed of vacant lots or surface parking. The square also has a dangerous and confusing traffic signal and crosswalk configuration.

This study recommends that Doughboy Square be reinvented as a mixed-use entry to Lawrenceville with a mix of housing, office, small-scale retail uses and internal parking. New development should strive to match or exceed the scale of existing structures using new infill such as the Blackbird Lofts at Butler and 36th Street as a prototype. Buildings should relate to the surrounding historic buildings through proportions and massing. Infilling lots and renovating existing buildings around the Penn, Butler and 34th Street intersection should be prioritized. All parcels should eventually be built out, beginning at the railroad viaduct at 33rd Street, and including the redevelopment of surface parking lots and smaller setback buildings.

In the spring of 2009, PennDOT will begin a major reconfiguration of the intersection including new traffic signals, crosswalks and an expanded sidewalk that connects Penn and Butler. This investment should be leveraged to encourage new development and renovations, particularly on parcels owned by the Urban Redevelopment Authority. Doughboy Square is an excellent candidate for Transit-Oriented Development due to its proximity to numerous public bus routes.



Doughboy Square today



Retail with upper-floor housing - Portland



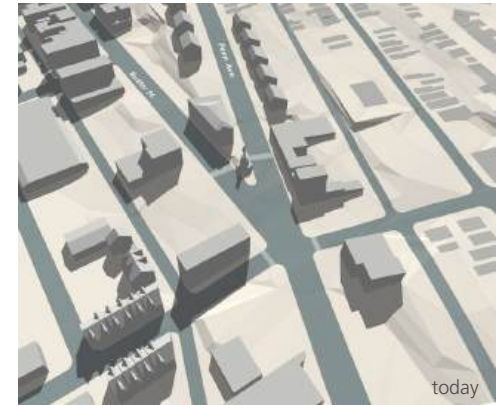
Retail with upper-floor housing - Portland



Living at Doughboy Square

Doughboy Square

48



- New Mixed-Use Development
- Renovated Buildings
- New Park Space
- New Public Parking Lot



Potential long-term development sites and surface parking lot

New mixed-use development of three to five stories. Retail or office uses on ground floors with housing or office above. New development should focus on vacant lots facing the square first.

New pedestrian plaza with reconfigured lighting, crosswalks and gateway plantings

Public surface parking lot

Remaining historic buildings renovated with a mix of uses

Doughboy Square



LoLa Park

50

There was strong consensus among Lawrenceville community members that the former used car lot on Butler Street (at the end of 35th Street) should be developed into LoLa Park. The site is currently owned by the Urban Redevelopment Authority of Pittsburgh.

A variety of amenities, including a bocce court, chess tables, built-in planter seating walls, bicycle parking and an area for performances and gatherings, will attract a wide audience. The Park will provide an opportunity for residents and visitors alike to pause and enjoy being in the heart of LoLa's business district. LoLa Park may host a seasonal farmers' market and other district programming. The park could also include edible plantings such as berries and fruit trees. Pedestrian crosswalks should be added at the 35th Street intersection to facilitate street crossings.



Existing conditions: the park site at Butler and 35th Street

New pedestrian crosswalks

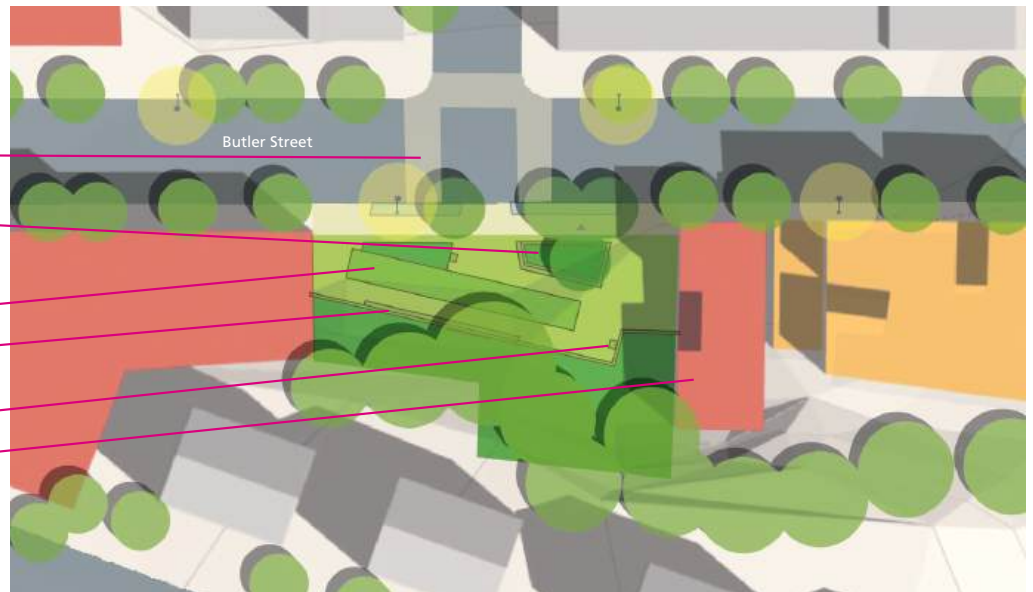
Seating walls define raised beds for edible plantings

Raised bocce court

New retaining wall with built-in seating

Built-in chess tables

New development faces the park with active uses



0 25 50  **LoLa Park**



Bocce court, farmers' market and raised planter beds in LoLa Park at 35th Street and Butler Street

Arsenal Terminal

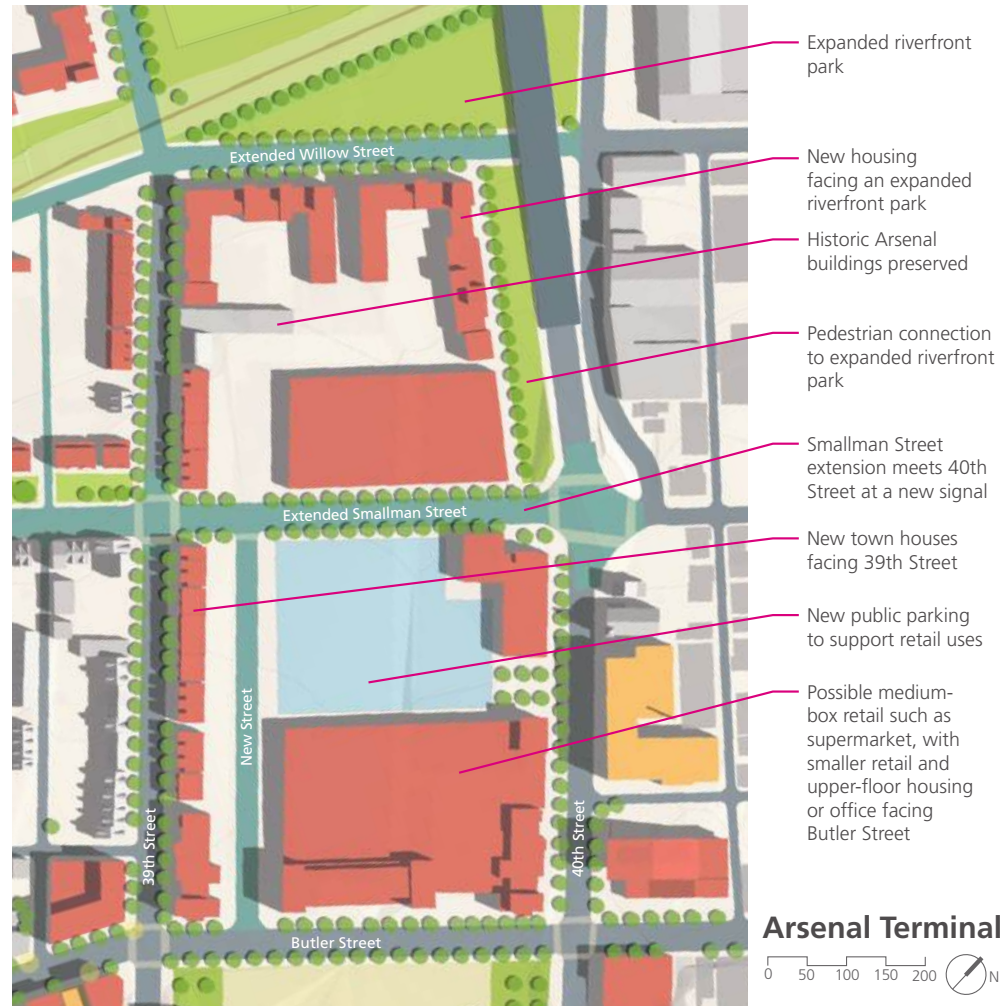
52

The *Lawrenceville Community Plan* suggests that the Arsenal Terminal buildings be redeveloped. The proposal recommends adding a mix of new neighborhood-serving elements on the site, such as a relocated Lawrenceville Library and a new supermarket. An important aspect of the proposal was connecting the two ends of Foster Street across 40th Street and through the Arsenal Terminal property. The proposal also recommends a Willow-Wellington Street extension below the 40th Street Bridge to better connect Lower and Central Lawrenceville.

Expanding on those ideas, this proposal suggests a mix of uses including new retail and residential uses for the Arsenal Terminal property. New retail is oriented towards Butler Street and 40th Street while new housing wraps the edge of the property along 39th Street and the extension of Willow Street. When redeveloping the Arsenal Terminal, the reuse of sections of the existing warehouse building should also be explored.



Photo: Payton Chung
Box-retail mixed with upper-floor housing - Vancouver



- New Mixed-Use Development ■
- Renovated Buildings ■
- New and Expanded Park Space ■
- New Streets and Alleys ■
- New Public Parking Lot ■



Arsenal Terminal today

New mixed-use development connects Lower and Central Lawrenceville

New buildings at the 40th and Butler intersection redefine the neighborhood gateway with civic or public uses, such as a new library

Washington School renovated with a mix of community-supported uses

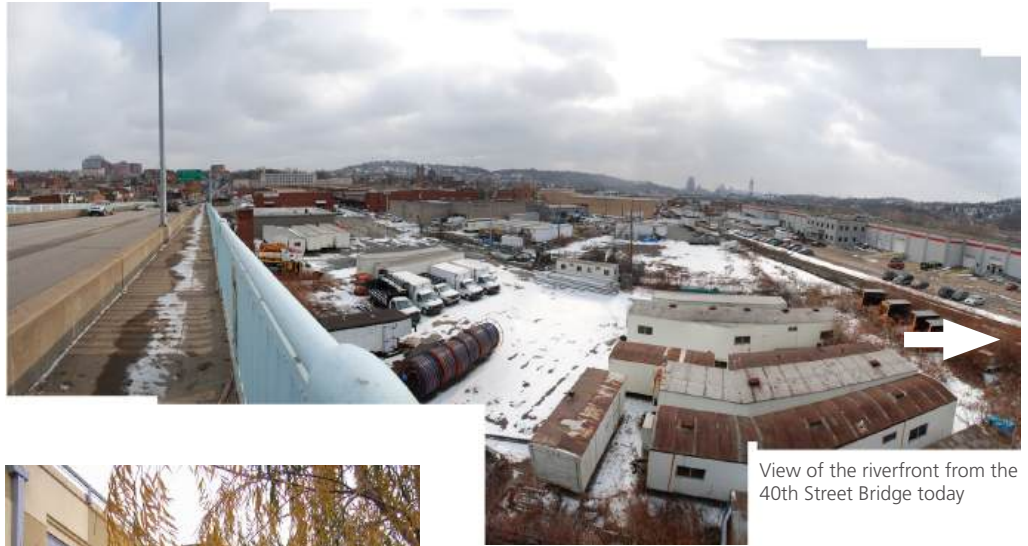
Riverfront Neighborhood

54

The *Lawrenceville Community Plan* suggested that several large, underutilized parcels along the Allegheny River be redeveloped as housing. The area between 43rd Street and 48th Street was highlighted due to its proximity to existing residential areas. Such areas could be redeveloped along with the expansion of the Allegheny Riverfront Trail.

This proposal suggests that the existing industrial land uses north of Butler Street in Lower Lawrenceville also be reconsidered for new purposes. Riverfront land north of the Arsenal Terminal building is currently being used for warehousing, distribution and truck parking. The Urban Redevelopment Authority of Pittsburgh recently acquired the Tippins property at 62nd Street, making it possible to consolidate some warehousing and trucking activities at the eastern end of the neighborhood.

Lawrenceville's residential housing market is strong. This plan recommends expanding and consolidating the existing fragmented residential neighborhood north of Butler Street. The proposed neighborhood expansion would be supported by new infrastructure investments connecting Smallman Street to the 40th Street Bridge and extending Willow Street. New development would be complemented by an expanded Riverfront Park with active recreation, an extension to the Riverfront Trail and tree-lined connections to the Butler Street retail district. A riverfront neighborhood and park extension would radically transform a highly visible gateway to the neighborhood, strengthening the market for both residential and retail properties in Lower Lawrenceville.



View of the riverfront from the 40th Street Bridge today



Photo: Payton Chung

Urban town houses: Archer Courts - Chicago



Photo: Feilden Clegg Bradley Studios

Waterfront apartments: Wapping Wharf - Bristol



Watching people in the riverfront park from the 40th Street Bridge

Riverfront Neighborhood

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- New Mixed-Use Development
- Renovated Buildings
- New and Expanded Park Space
- New Streets and Alleys
- New Public Parking Lot



The riverfront at 40th Street today



Riverfront Neighborhood



A new linear park marks the transition of Smallman Street into the residential riverfront neighborhood and buffers new townhouses

New townhouses extend the residential neighborhood toward the river on 38th and 39th Streets

New townhouses and small apartments front the expanded riverfront park

The riverfront park is expanded to Willow Street while accommodating the existing AVVR railroad tracks

Riverfront Neighborhood

58



The existing neighborhood below Butler Street

- New Mixed-Use Development
- Renovated Buildings
- New and Expanded Park
- New Streets and Alleys
- New Public Parking Lot



37th Street and Smallman Street

Infrastructure improvements should be implemented to mitigate traffic on Butler Street by connecting Smallman Street to a newly signalized intersection at Foster and 40th Streets. This proposal would directly connect vehicular traffic from the Strip District and other portions of Lower Lawrenceville to the 40th Street Bridge. It would be a long-term project requiring modifications to the Arsenal Terminal property and property acquisition along the proposed connector's path. A 40th Street connector would open up riverfront development options north of Butler Street. It would also facilitate long-needed pedestrian and bicyclist improvements at the Foster and 40th Street intersection. The impact of the proposed infrastructure should be evaluated in the larger context of vehicular patterns throughout Lower, Central and Upper Lawrenceville. The connector is envisioned as a new, multi-modal roadway that accommodates bicycles, pedestrians, cars and trucks; supports the expansion of residential uses in Lower Lawrenceville below Butler Street; and ensures the long-term viability of light industry along portions of the riverfront.

Two Smallman Street extension options were explored. Both utilize the existing Foster Street right of way and bisect the Arsenal Terminal property. The preferred option affects two additional industrial properties: one is vacant and the other contains an active distribution center. The preferred scenario avoids existing housing and creates opportunities to expand residential uses. An alternate scenario was explored, requiring the acquisition and demolition of multiple houses, that does not meet the goal of consolidating and expanding the residential neighborhood north of Butler Street.

- Extended Smallman Street Cartway ■
- Affected Parcels ■
- New Traffic Signal ⬮



Extending Smallman - Preferred Option

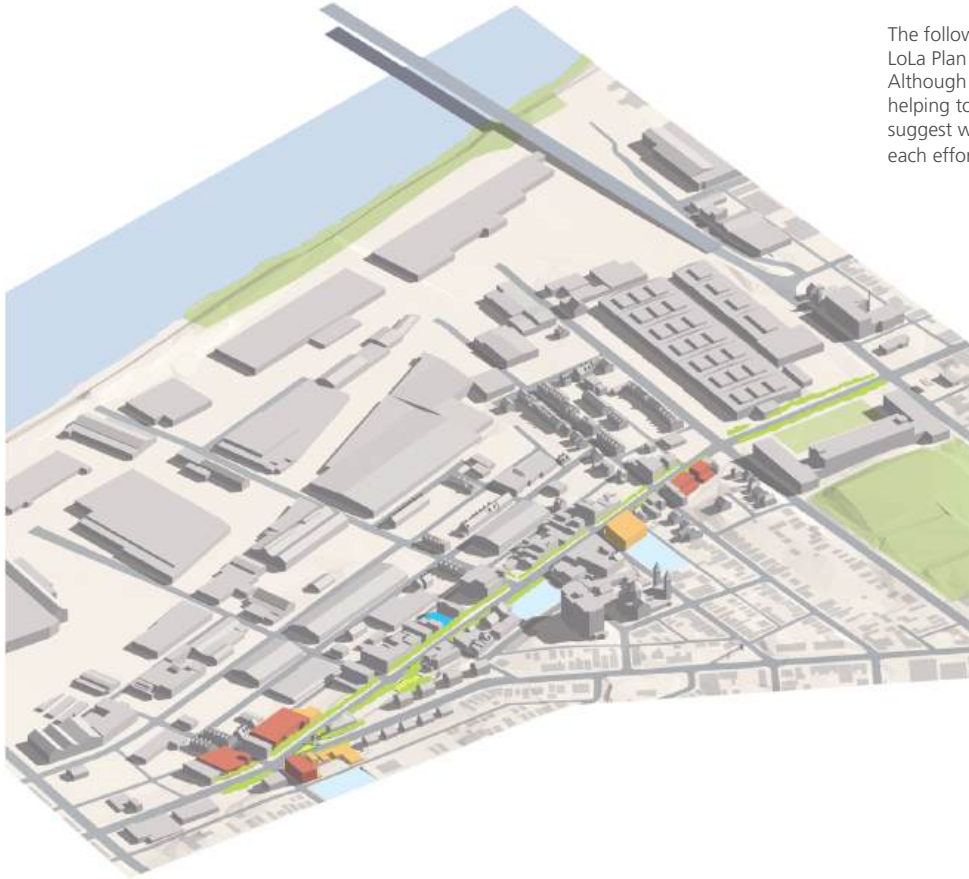


Extended Smallman - Alternate



Phasing & Implementation

61



The following pages outline a phasing strategy for the LoLa Plan including short-term prioritized elements. Although any individual or entity can become involved in helping to implement plan elements, the phasing diagrams suggest which Lawrenceville organizations might lead each effort.

Next Steps: Prioritized Plan Elements

Phase I

Phase II

Phase III

Next Steps Prioritized Plan Elements

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1. Develop LoLa Park

Convene a group to meet and implement near-term improvements. Park elements should include a bocce court, chess tables, low-maintenance plantings, an area for performances, and possibly an edible garden. Work toward hiring a design firm to formalize technical elements such as a water feature. Develop LoLa Park identity signage and public art. Reconcile long-term park ownership issues and pursue the development of small mixed-use buildings at the eastern and western ends of the LoLa site.

Lead role:
Business District Manager

2. Improve Sidewalks

Assess current sidewalk conditions in LoLa and work with Senator Ferlo's office to develop a matching grant sidewalk repair / replacement program

Lead role:
Business District Manager
Senator Ferlo's Office
Volunteers

3. Install Bike Racks

Identify promising locations in the LoLa district where bike racks can be installed. Work with property owners to acquire and install bike racks in locations that do not obstruct outdoor cafe seating. Contact the City of Pittsburgh's City's Bicycle / Pedestrian Coordinator. The City may be purchasing a large volume of bike racks to install in local business districts.

Lead role:
Business District Manager
Senator Ferlo's Office
Volunteers



4. Improve Doughboy Square

Develop a sustainable way to beautify and maintain built-in gateway planters at the soon-to-be upgraded Doughboy Square intersection. Also manage the reinstallation of the flagpole.

The Western Pennsylvania Conservancy may be a useful resource to contact regarding the gateway planters. Duquesne Light's Power of Light program may be a useful resource that can help provide uplights to illuminate the Doughboy Monument and relocated flagpole. Information and an application form can be accessed at:

www.duquesnelight.com/OurCommunity/CommunityRelations/CorporateGiving/FundingPriorities-AndGuidelines/default.cfm

Lead role:

Lawrenceville Corporation
Senator Ferlo's Office



5. Upgrade Storefront Lighting

Encourage shop owners to keep storefront lights on at night. Implement a grant program to help building owners install outdoor-rated junction boxes at building exteriors to facilitate the use of tree lights. Implement another grant program to support upgrading exterior building lights to energy-efficient, photocell-controlled compact-flourescent fixtures. Photocells turn lights on at dusk and turn them off at dawn. Enhanced storefront and building lighting will improve sidewalk illumination levels and public safety.

Lead role:

Business District Manager
Senator Ferlo's Office



6. Provide Artist-Decorated Planters

Implement a program that provides artist-designed and / or -decorated planters at merchant locations. Investigate the possibility of working with a local material supplier such as 43rd Street concrete. This program could be implemented for all of the Butler Street retail corridor.

Lead role:

Business District Manager
Lawrenceville Public Art Committee
Senator Ferlo's office

Phase 1 Strategy Matrix

64
Years 1-2

Development	Public Safety	Greening	Marketing and Identity	Parking	Movement
<ul style="list-style-type: none"> ● Redevelop Doughboy Square parcels and renovate vacant buildings. Consider housing, restaurants, retail and office uses. [URA, LC, LVPT + City] ✓ ● Strengthen management of the business district using Mainstreet principles. [LC, LVPT + URA] ✓ ● Recruit complementary new businesses. [LC + LVPT] ✓ ● Explore alternate land uses for key riverfront sites as part of the <i>Allegheny Riverfront Vision</i> plan. [LC, LVPT, LV Community, + City] ✓ ● Ensure that new buildings relate to existing district proportions and setbacks (see development guidelines provided in the <i>Penn Avenue Corridor Master Plan</i>). [LC, LVPT, LV Community + City] ✓ 	<ul style="list-style-type: none"> ● Encourage businesses and property owners to keep their storefront and signboard lights illuminated at night. [LC + LM] ✓ ● Upgrade street lighting at Doughboy Square - coordinate with Penn Avenue and PennDOT improvements. [URA + City] ● Reconfigure Doughboy Square traffic patterns and crosswalks. [PennDOT + City] ✓ ● Develop a matching funds sidewalk replacement program to encourage participation by property owners. Improve sidewalks throughout the district. [URA + City] ● Continue efforts of the 6th Ward Block Watch to monitor crime. ✓ 	<ul style="list-style-type: none"> ● Develop a planting and maintenance plan for the redesigned Doughboy Square intersection. [LC + LU] ● Plant additional street trees throughout the business district and neighborhood. [LVTT + City] ✓ ● Encourage merchants' use of outdoor planter boxes, hanging baskets, seating and benches. [LM + LC] ● Develop LoLa Park in the business district on a vacant parcel. [URA + LC] ✓ ● Encourage property owners to submit applications for street trees. [LC + LVTT] ✓ ● Coordinate greening efforts with the upcoming <i>Allegheny Riverfront Vision</i> plan. [URA + LVPT] ✓ 	<ul style="list-style-type: none"> ● Institute shared leadership and decision-making processes within the merchant group. Continue to work with the LC. [LM + LC] ● Develop a Lower Lawrenceville (LoLa) district branding identity, website and marketing package. [LM] ✓ ● Coordinate LoLa initiatives with neighborhood-wide marketing efforts. [LM + LC] ● Install short-term streetscape elements: lanterns, etc. [LC, LM and URA] ✓ ● Recruit complementary new businesses. [LC] ● Bring public art into the district. [LVPT, PT-Public Art] ● Encourage the creative use of merchant identity signage. [LC] ✓ 	<ul style="list-style-type: none"> ● Develop an interim (short-term) green surface parking lot on Butler Street. [URA] ● Create bike parking areas along Butler Street. [URA + LM] ● Work with merchants and key district stakeholders to allow existing lots to be shared during the day. [LC, LM + URA] ✓ ● Consider metered parking along Butler Street. [LC + City] 	<ul style="list-style-type: none"> ● Capitalize on PennDOT's improvements to Doughboy Square and the 40th Street intersection to further enhance the district's gateways. [URA, Senator Ferlo, LC + LV Community] ● Create a bike lane on the uphill portion of 40th Street and designate the downhill side as a shared lane. [Bike Pittsburgh, City + LV Community] ● As part of the <i>Allegheny Riverfront Vision</i> plan commission a traffic study of Butler Street, Penn Ave. and Smallman St. Explore connecting Smallman and 40th St. Explore connecting Lower Lawrenceville with Central Lawrenceville below the 40th Street Bridge. [URA + City] ✓ ● Coordinate infrastructure improvements with the upcoming <i>Allegheny Riverfront Vision</i> plan. [URA + LVPT]

The following organizations and groups are likely to take a leadership role in implementing the improvements listed above, but any private individual or entity can also become involved in these efforts:

the Lawrenceville Corporation (LC), Lawrenceville United (LU), the City of Pittsburgh (City), the Urban Redevelopment Authority of Pittsburgh (URA), the Lawrenceville Planning Team (LVPT), the Green Lawrenceville LVPT Committee (PT-Green), the Lawrenceville Public Art LVPT Committee (PT-Public Art), the Lawrenceville Trail LVPT Committee (PT-Trail), the LoLa Merchant Group (LM), Friends of the Pittsburgh Urban Forest Lawrenceville Tree Tenders (LVTT), and the WPC (Western Pennsylvania Conservancy).

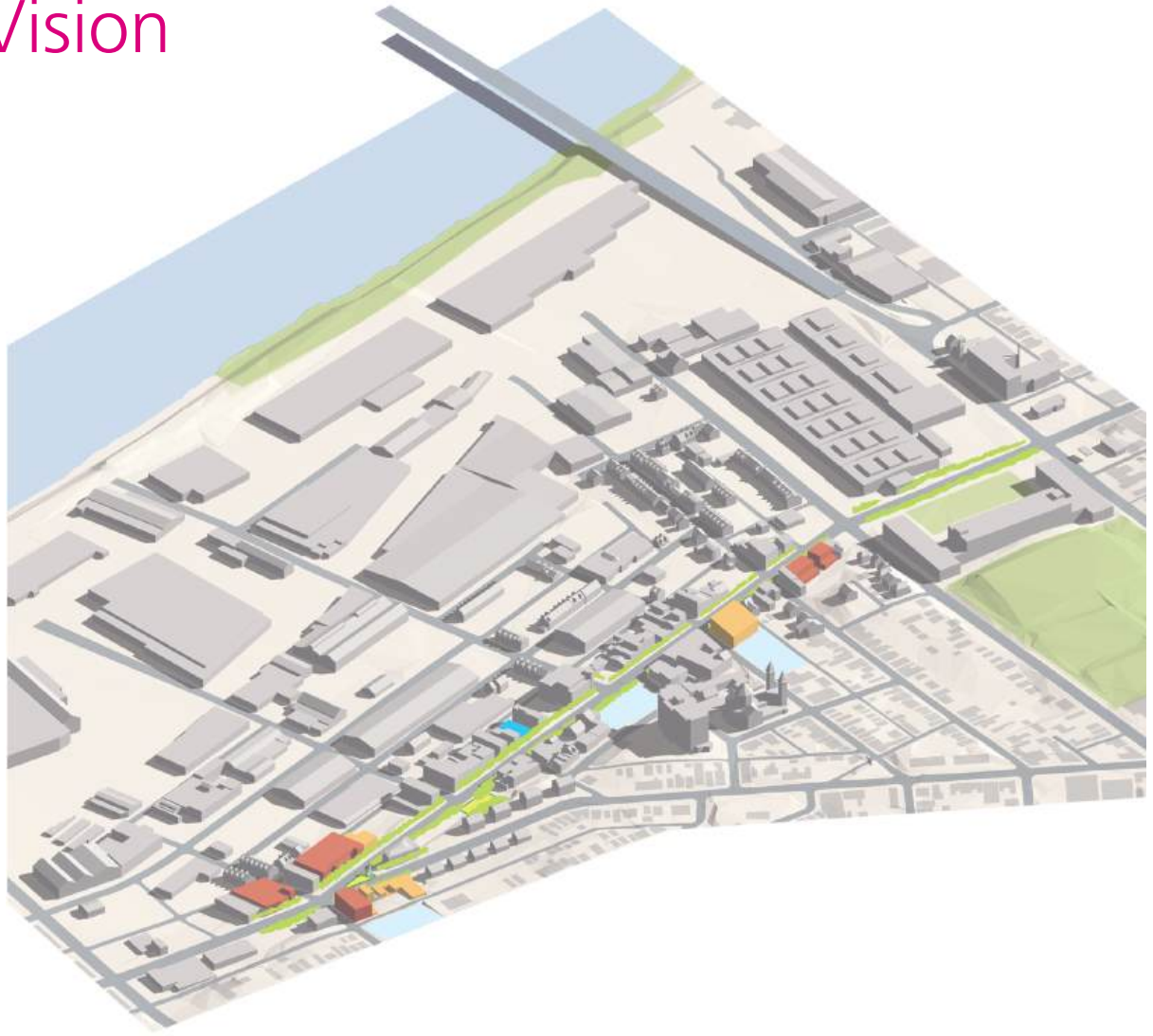
Items marked with "✓" have been initiated at the time of this writing.

Phase 1 Vision

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Years 1-2

Phase 1 focuses on stabilizing the Butler corridor, adding new development, expanding parking capacity and creating a small park space.



Phase 1 Plan

Years 1-2

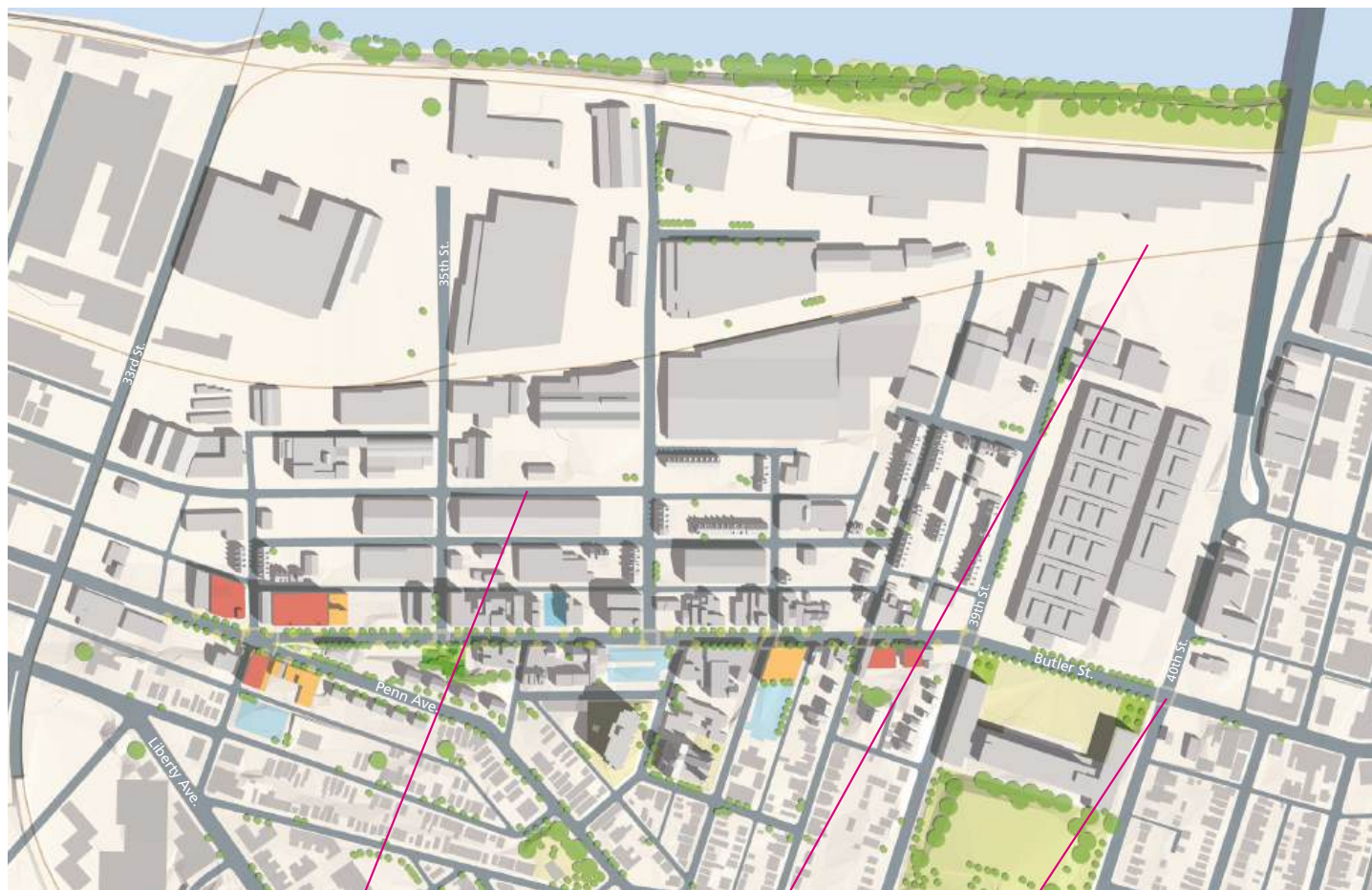
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Butler Corridor

- | | | |
|--------------------------------------------------------------|-----------------------------------------------------------------|-----------------------------------------------------------|
| ■ New Mixed-Use Development | ■ New Public Parking Lot | ■ New Park Space |
| ■ Renovated Buildings | ■ New Public Parking Garage | ■ Existing Park Space |
| ■ Existing Buildings | ■ New Streets | ● New Trees |
| | ■ Existing Streets | ● Existing Trees |





Lower Lawrenceville

Commission a traffic study of Butler Street, Penn Avenue and Smallman Street. Explore connecting Smallman and 40th Street. Explore connecting Lower Lawrenceville with Central Lawrenceville below the 40th Street Bridge.

Explore alternate land uses for key riverfront sites as part of the *Allegheny Riverfront Vision* plan.

Capitalize on PennDOT's 40th Street intersection improvements to further enhance the district gateway.



Phase 2 Strategy Matrix

68
Years 3-5

Development	Public Safety	Greening	Marketing and Identity	Parking	Movement
<ul style="list-style-type: none"> ● Infill vacant lots and continue renovation projects in the core district. Develop new buildings with ground floor retail and residential or office uses above. [Private, LC, URA + City] ● Develop a community-supported plan for the Washington School. [LC, LVPT + URA] ● Relocate scrapyard and used car dealership from Penn Avenue. [LC + URA] 	<ul style="list-style-type: none"> ● Upgrade street lighting along Butler Street to City standards. Install salvaged cobble stone paving along outer edge of the sidewalk. [LC, City + URA] ● Improve the visibility of pedestrian crosswalks with striping throughout the district - consider using colors. [City] ● On residential side streets upgrade street lighting and develop a porch lighting program. [URA, LC + City] ● Continue efforts of the 6th Ward Block Watch to monitor crime. 	<ul style="list-style-type: none"> ● Extend the riverfront trail. [URA, City, LC, PT-Trail + LVPT] ● Reinforce riverfront connections via signage and plantings at 33rd, 36th, 39th and 40th Streets. [PT-Green, LVTT, LC and LU] ● Explore options for greening Arsenal Middle School's front yard and edges. [PT-Green + WPC School Greening Program] ● Enhance Arsenal Park. [Parks Conservancy, City + PT-Green] ● Encourage property owners to submit applications for street trees. [LC + LVTT] 	<ul style="list-style-type: none"> ● Continue marketing efforts and business recruitment. [LM + LC] ● Develop a system of neighborhood-wide way-finding signage. [LM + LC] ● Bring public art into the district. [PT-Public Art] ● Encourage the creative use of merchant identity signage. [LC] 	<ul style="list-style-type: none"> ● Develop green surface parking lots adjacent to Butler Street. [URA] ● Build a structured public parking deck with ground floor retail within the center of the district. [URA] 	<ul style="list-style-type: none"> ● Invest in infrastructure to support the expansion of residential uses north of Butler Street. [City + URA]

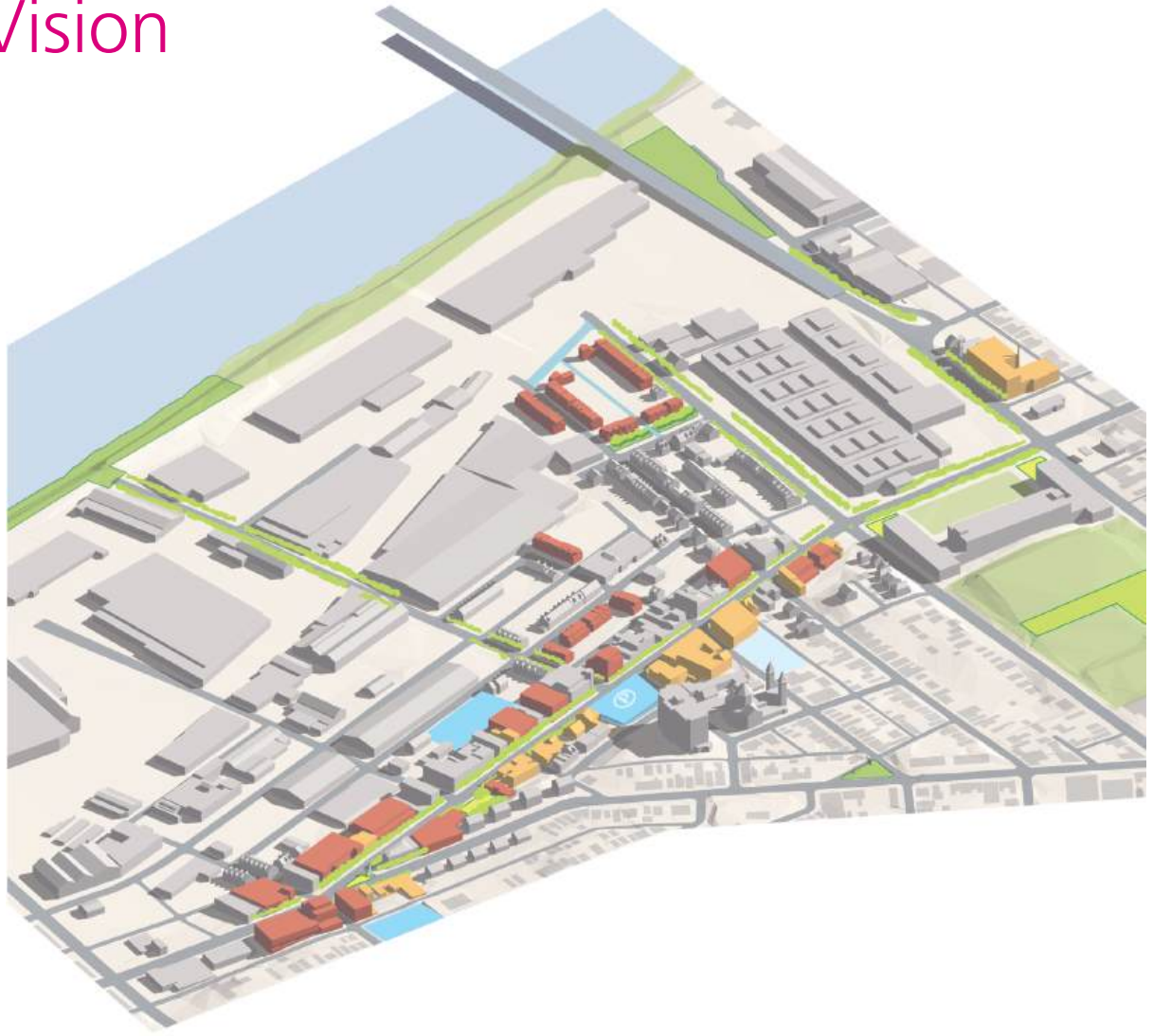
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Phase 2 Vision

Years 3-5

Phase 2 focuses on new infill development and the renovation of existing buildings in the Butler corridor. This phase also expands the neighborhood north of Butler Street through new residential development and stronger pedestrian connections to an expanded riverfront park and trail.



Phase 2 Plan

Years 2-5

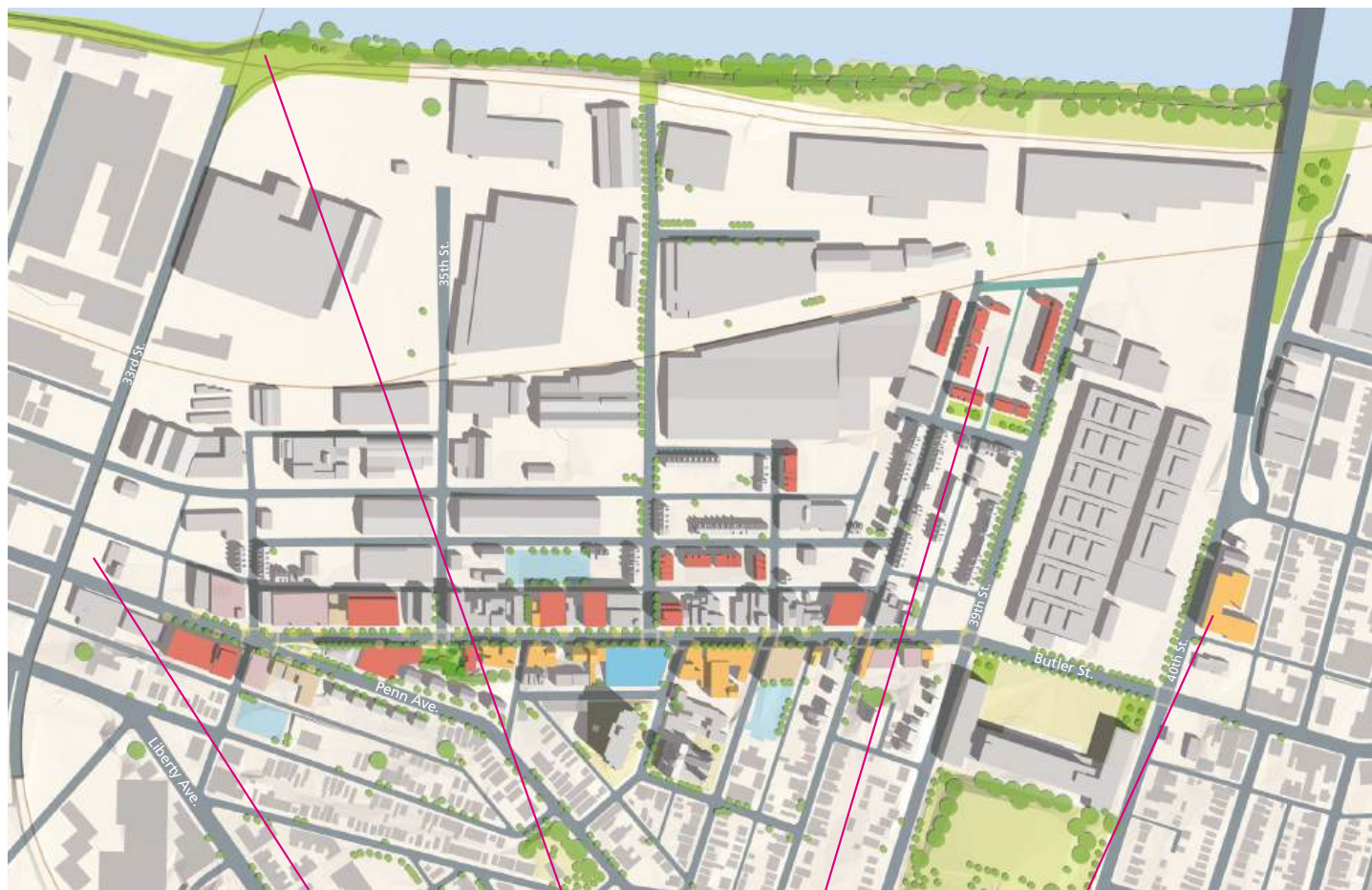
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Butler Corridor

- | | | |
|--------------------------------------------------------------|-----------------------------------------------------------------|-----------------------------------------------------------|
| ■ New Mixed-Use Development | ■ New Public Parking Lot | ■ New Park Space |
| ■ Renovated Buildings | ■ New Public Parking Garage | ■ Existing Park Space |
| ■ Existing Buildings | ■ New Streets | ● New Trees |
| ■ Existing Streets | ● Existing Trees | |





Lower Lawrenceville

Relocate scrapyard
and used car dealer-
ship from Penn Ave.

Extend the
riverfront trail

Invest in infrastructure
to support the expan-
sion of residential uses
north of Butler Street

Develop a community-
supported plan for the
Washington School



Phase 3 Strategy Matrix

72
Years 6-10

Development

- Redevelop the Arsenal Terminal property with a mix of uses. [Private, LC, URA + City]
- Densify and expand the residential neighborhood north of Butler Street. [URA, City + LC]
- Develop buildings at the 40th Street neighborhood gateway that strengthen the character and continuity of Butler Street. [City, URA, LC + Private]

Public Safety

- Continue efforts of the 6th Ward Block Watch to monitor crime.

Greening

- Expand the riverfront park towards Butler Street and down river. [URA, City, LC, LVPT, PT-Trail + PT-Green]
- Encourage property owners to submit applications for street trees. [LC + LVTT]

Marketing and Identity

- Continue marketing efforts and business recruitment. [LM + LC]
- Bring public art into the district. [LVPT + PT-Public Art]
- Encourage the creative use of merchant identity signage. [LC]

Parking

- Continue converting surface parking lots along Butler Street into buildings that incorporate parking. [URA + Private]

Movement

- Implement infrastructure improvements to mitigate traffic on Butler Street and create multi-modal neighborhood connections below the 40th Street Bridge. [City + URA]
- Continue to invest in infrastructure to support expansion of residential uses. [City + URA]

The following organizations and groups are likely to take a leadership role in implementing the improvements listed above, but any private individual or entity can also become involved in these efforts: the Lawrenceville Corporation (LC), Lawrenceville United (LU), the City of Pittsburgh (City), the Urban Redevelopment Authority of Pittsburgh (URA), the Lawrenceville Planning Team (LVPT), the Green Lawrenceville LVPT Committee (PT-Green), the Lawrenceville Public Art LVPT Committee (PT-Public Art), the Lawrenceville Trail LVPT Committee (PT-Trail), the LoLa Merchant Group (LM), Friends of the Pittsburgh Urban Forest Lawrenceville Tree Tenders (LVTT), and the WPC (Western Pennsylvania Conservancy).

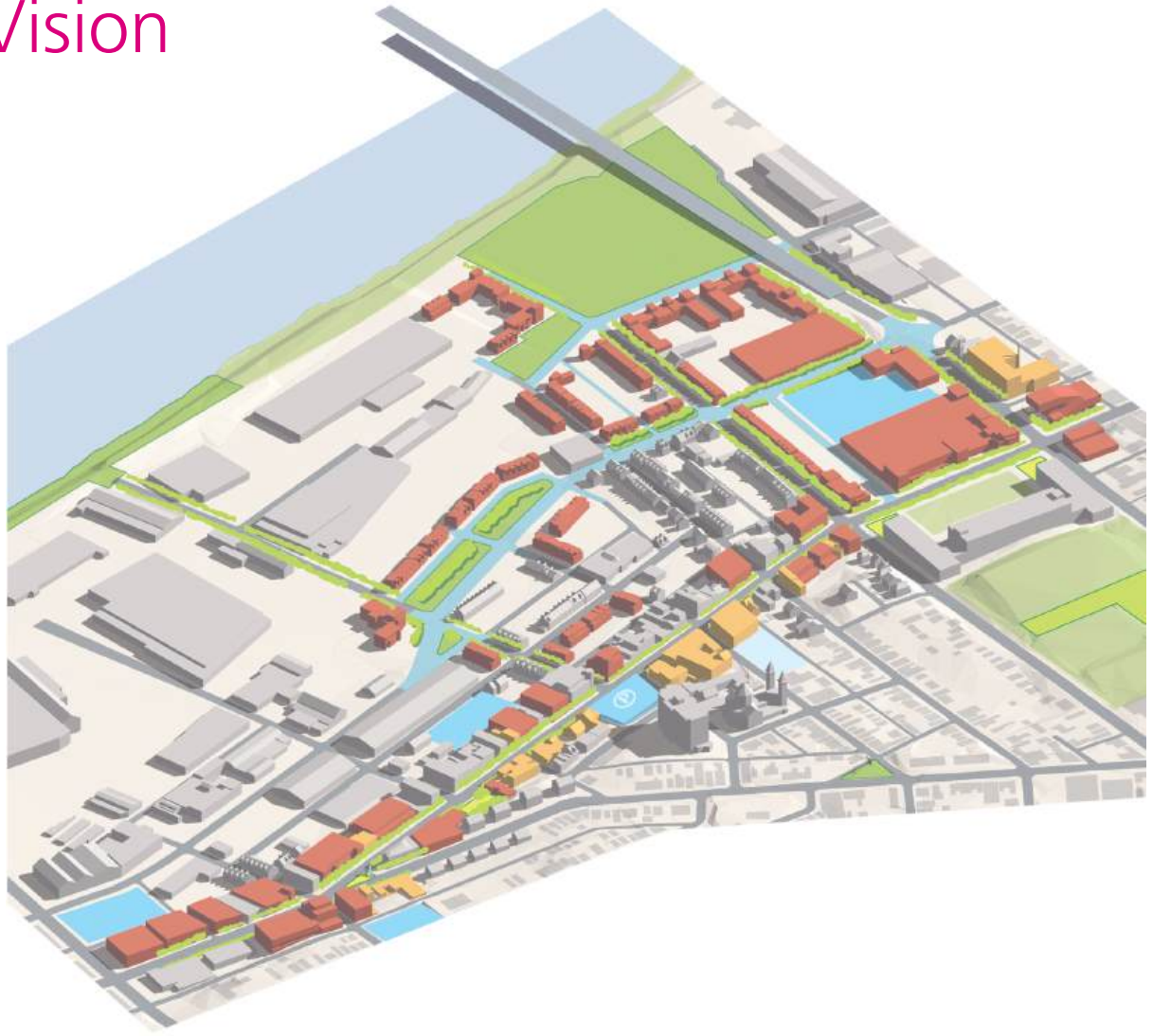
Items marked with “✓” have been initiated at the time of this writing.

Phase 3 Vision

73

Years 6-10

Phase 3 transforms the Arsenal Terminal to connect Lower and Central Lawrenceville with a mix of retail and residential uses along Butler Street. New street connections, including an extended Smallman Street, create a framework for expanding the residential neighborhood to the river. Finally, the addition of new park space connects the neighborhood to the Allegheny River and transforms the 40th Street gateway.



Phase 3 Plan

Years 6-10

74

Continue converting surface parking lots along Butler Street into buildings that incorporate parking

Continue marketing efforts and business recruitment, and encourage the creative use of merchant identity signage

On residential side streets upgrade street lighting and develop a porch lighting program



Butler Corridor

- | | | |
|--------------------------------------------------------------|-----------------------------------------------------------------|-----------------------------------------------------------|
| ■ New Mixed-Use Development | ■ New Public Parking Lot | ■ New Park Space |
| ■ Renovated Buildings | ■ New Public Parking Garage | ■ Existing Park Space |
| ■ Existing Buildings | ■ New Streets | ● New Trees |
| | ■ Existing Streets | ● Existing Trees |





Lower Lawrenceville

Implement infrastructure improvements to mitigate traffic on Butler Street and support an expansion of the residential neighborhood north of Butler Street

Expand the riverfront park towards Butler Street

Redevelop the Arsenal Terminal property with a mix of community-serving uses

Develop buildings at the 40th Street neighborhood gateway that strengthen the continuity of Butler Street



References

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Lawrenceville Community Plan: Planning Report and Design Recommendations. September 2005. Prepared for the Lawrenceville Master Planning Team. Consultants: Pfaffmann + Associates, Brean Associates and Valentina Vavasis Consulting. Visit www.lawrencevillecorp.com/programs/lcp.htm to download the Plan.

East End Planning: Penn Avenue Corridor Master Plan. January 2008. Prepared for the Bloomfield-Garfield Corporation; East Liberty Development, Inc.; Friendship Development Associates; and the Lawrenceville Corporation. Consultants: mossArchitects and ZHA, Inc. Visit www.eastendpartnership.org to download the Plan.

Also visit the groups.google.com/group/butler-street-planning website, created to inform the Lawrenceville community about **The LoLa Plan: Lower Lawrenceville Urban Design and Merchant Strategy** and to provide a forum for feedback and discussion about related issues.