

East End Planning: Penn Avenue Corridor Master Plan



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SURDNA FOUNDATION

PREPARED FOR

THE BLOOMFIELD-GARFIELD CORPORATION

EAST LIBERTY DEVELOPMENT, INC.

FRIENDSHIP DEVELOPMENT ASSOCIATES

THE LAWRENCEVILLE CORPORATION

shared distinct seamless aligned moving accessible
clean green healthy tree-lined connected positive
vibrant diverse efficient intuitive gateways public
art local ethnic family character history restaurants
cafes galleries shops storefronts schools funky bus
stops urban organic physical **penn avenue** social quirky
pedestrian regional well-lit easy cornerstones corner
stores gallon of milk flowerboxes life doughboy bride
research restoration collaboration innovation poets
paint white-collar blue-collar activist architect barista
suits grandmas jogging bike racks transplants local
fare fair sustainable friends opportunity abundant home

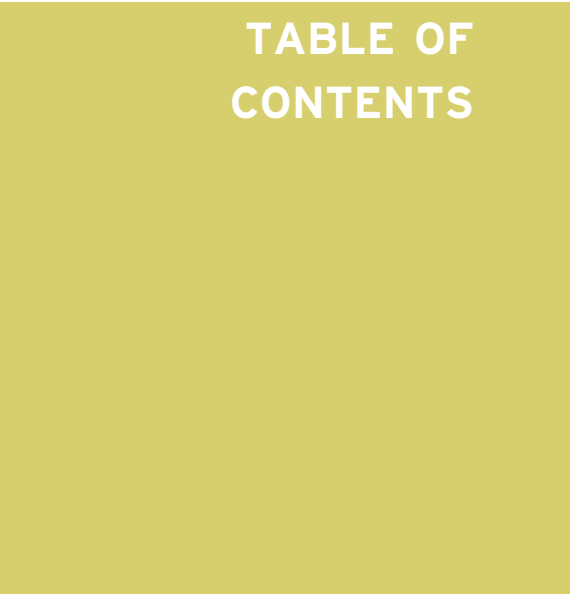


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Right: View of Penn Avenue Corridor from the Cathedral of Learning in Oakland. The new Children's Hospital of Pittsburgh is at left center, while Allegheny Cemetery and its landmark gate house tower may be seen at right.



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EXECUTIVE
SUMMARY
CONTEXT

urban design plan and market analysis

Combining an urban design plan and commercial/residential market analysis, **moss**Architects and W-ZHA, Inc. created a comprehensive plan for the Penn Avenue Corridor. Existing conditions data collection began in August 2006; final document revisions were completed in January 2008.

Penn Avenue is one of the City of Pittsburgh's primary streets with a long history of connecting many of the City's neighborhoods and being a primary corridor from the East Coast to the City of Pittsburgh. From its emergence as a Native American trade route to becoming the formal 1816 Greensburg Pike, it can be argued that Penn Avenue is the City of Pittsburgh's "Main Street".

Our study area, a unique 2.25-mile stretch of Penn Avenue, is defined by 34th Street at the edge of the Strip District and Penn Circle West in East Liberty. The Corridor serves as a galvanizing spine for the greater East End of Pittsburgh and physically connects 9 neighborhoods. The street winds its way across a varied topography, climbing approximately 225 feet from Doughboy Square to Friendship & Garfield. Because of the topography and four 'kinks' in the road, the Penn Avenue Corridor divides itself into several distinct areas with their own discrete dispositions.

- The Arts District maintains some of the most historic character of the corridor and most pedestrian-oriented commercial storefront infrastructure.
- As Penn Avenue bends, the district varies from commercial to institutional uses and changes from small storefronts to showrooms and galleries with larger floor plates.
- Negley Avenue is a significant north-south cross street, providing an opportunity to be one of the primary gateways into the Corridor.

design guidelines

The guidelines are intended to provide design direction and guidance to all new construction projects, renovations to existing buildings and storefronts, as well as additions to buildings. The guidelines are meant to guide projects in their initial phases of design and to expedite the development review process and city approvals. The guidelines are not intended as prescriptive rules but rather as a resource for design decisions. Each property and building development should look to the guidelines for direction; however, each building is not intended to comply with each guideline but rather the overall intent of the guidelines.

market potential	Arsenal District	Hospital District	Arts District	Total
Single Family Units	50-70	0	20-50	70-120
Multi-Family Units	15-25	85-147	40-70	140-242
Affordable Units	30%	30%	30%	66-109
Market Rate Units	70%	70%	70%	154-253
Retail S.F.	425-565	12,360-14,560	7,240-11,540	20,025-26,665
"Cool Space " Office S.F.	6,120-9,000	Medical	14,280-21,000	20,400-30,000

Arsenal District - Doughboy Square to Fisk Street

- Anchored on the west by Doughboy Square, an important crossroads with the potential to be a vibrant concentration of mixed uses.
- The most residential area of the Corridor with the potential to support an additional 120-235 market-rate residential units, primarily due to its proximity to Downtown, the Strip District, Butler Street and Children's Hospital.
- The Allegheny County Health Department/Canterbury Place campuses and 40th Street intersection act as a buffer between the Arsenal and Hospital Districts and could be enhanced with an expansion of Arsenal Park and a reorientation of the existing gas station.

Hospital District - Fisk Street to Mathilda Street

- The Penn-Main intersection is the most significant gateway along the Corridor, providing access to much of the East End as well as a key entryway to the large new Children's Hospital campus. This intersection should be sensitively reconfigured to allow for increased vehicular and pedestrian traffic.

Arts District - Mathilda Street to Penn Circle West

- Encompasses half of the Penn Avenue Corridor study area, from Allegheny Cemetery to East Liberty.

Renovation

For historic properties or those to be restored/rehabilitated, use the Secretary of the Interior's standards as a guide. URA Streetface Program design guidelines are also useful for buildings to be renovated in a traditional style. Adaptive reuse is encouraged in general as a sustainable practice; non-historic structures also contribute to the evolved character - street pattern, texture, style - of the Penn Avenue Corridor.

New Construction

New structures should be designed so as to preserve key gateways and vistas. New structures should respect existing fabric, without necessarily imitating. They should contribute to the streetface, demonstrate consistent scale/massing, proportions, complementary fenestration patterns, materials, and a similar ratio of window area to wall area.

development plan

The proprietary development plan stems from a common vision for community change and maps out strategic market interventions that can strengthen the fabric of the East End. In addition to informing the phased infrastructure improvement study being completed by L. Robert Kimball Associates, this Development Plan aims to direct near-term market opportunities, maximize their long-term potential impacts on other development and set the stage for opportunities in the more distant future.

Goals

- Prioritize development by short-term versus long-term objectives with feedback from the market
- Suggest a phased development strategy for each section/community that defines and strengthens edges and connections as well as distinct images of districts
- Define areas where the market can primarily drive development versus areas where public subsidy is needed; help the market and government prioritize their investments
- Address day-to-night experience in commercial corridors—recommend mix of civic, entertainment, retail, residential, office uses to achieve 24/7 vitality
- Recommend future development including location, scale, price points and amenities for both residential and commercial districts

EXECUTIVE SUMMARY

CORRIDOR-WIDE URBAN DESIGN RECOMMENDATIONS



1. Create an overall identity for the Corridor that is based on the sum of its distinct and unique districts.

Penn Avenue's character – the sum of its built conditions, uses and context – differs substantially over the length of the Corridor's 2.25 miles. Two areas, the Penn Main commercial district and the Penn Avenue Arts Initiative district (PAAI), have already been formally branded. There are additional opportunities to establish and reinforce distinct identities for the remaining portions of Penn Avenue. A unifying identity for the Corridor can then be created by drawing on the strength of each individual district. Creating a hierarchy of signature gateways and strong intersections will signal natural transitions in use and character.

2. Build on existing physical and social assets found along Penn Avenue and in adjacent neighborhoods; Phase out inconsistent uses and forms.

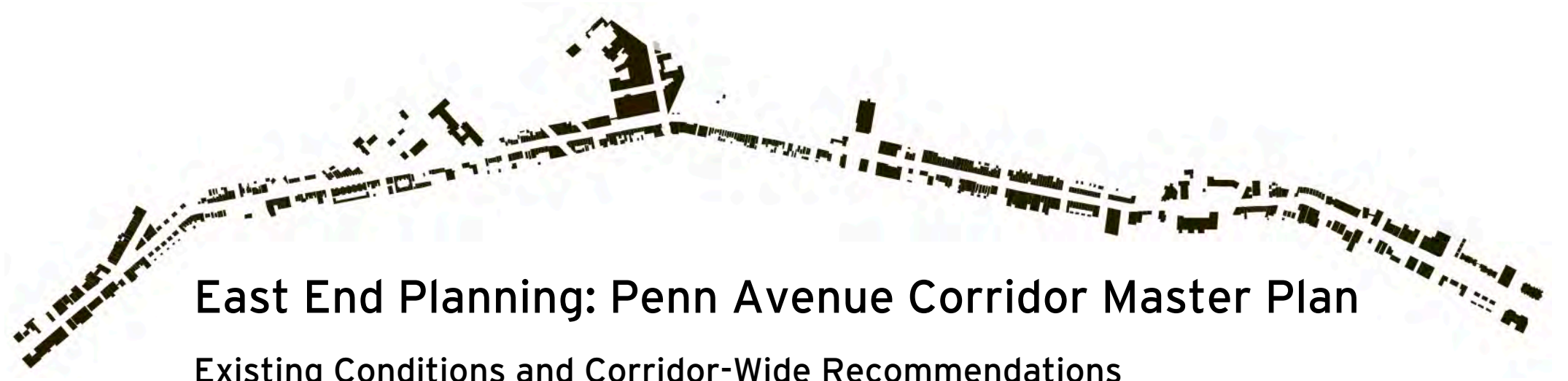
Penn Avenue and its surrounding areas are rich in historic and architecturally-significant structures, human-scale streets and culturally important places. The Corridor is supported by several distinct and established feeder neighborhoods, each containing cherished institutions and parks, and offering diverse cultural and artistic resources to Penn Avenue. Its topographical position lends itself to many superb and lasting views of city-wide landmarks and hillside landscapes.

3. Improve and organize the public realm; create opportunities for gathering and outdoor activity.

Built during an era that pre-dates the automobile, Penn Avenue features an essentially pedestrian-scale built frame and street width (in other words, great bones!). This terrific asset is missing essential streetscape amenities, such as outdoor seating and landscaping. Even historic trolley poles that no longer carry power lines can be reused creatively for banners or artwork. The Corridor also currently lacks outdoor public and private places where people can pause and meet.

4. Increase Penn Avenue's functionality as a multi-modal corridor.

As a local and regional destination and a major east-west connector, Penn Avenue is experienced by many as a thoroughfare by car, bus or bike. As a residential neighborhood 'main street', its shops, restaurants, institutions and residences are accessed by many as pedestrians. These different modes of transportation should be coordinated to accommodate a diversity of users. Integrated parking plans for each district should also be developed. Several intersections and stretches of the corridor have been identified as having unsafe or confusing infrastructure for one or more of these modes of transportation, creating potentially dangerous situations.



East End Planning: Penn Avenue Corridor Master Plan

Existing Conditions and Corridor-Wide Recommendations

SECTION A

INTRODUCTION PROCESS



introduction and process

Penn Avenue is one of the City of Pittsburgh's primary streets. It has a long history of not only connecting many of the City's neighborhoods but also being a primary corridor from the East Coast to the City of Pittsburgh. From its emergence as a Native American trade route to becoming the formal 1816 Greensburg Pike, it can be argued that Penn Avenue is the City of Pittsburgh's "Main Street".

Our study area, a unique 2.25 mile stretch of Penn Avenue, is bounded by 34th Street at the edge of the Strip District and Penn Circle West in East Liberty. The Corridor serves as a galvanizing spine for the Greater East End of Pittsburgh and physically connects 6 neighborhoods. The street winds its way across a varied topography, climbing approximately 225 feet from Doughboy Square to Friendship & Garfield. Because of the topography and four 'kinks' in the road, the Penn Avenue Corridor divides itself into several distinct areas with their own discrete dispositions.

In 2006, four Community Development Corporations (CDCs) began to reframe Pittsburgh's East End as a "super-neighborhood" - not quite regional in the traditional sense, yet larger than typical community boundaries. These CDCs, Bloomfield-Garfield Corporation (BGC), East Liberty Development Inc. (ELDI),

Friendship Development Associates (FDA) and the Lawrenceville Corporation (LC), have undertaken a three-phase planning process that will yield a collaborative community development system and position the four CDCs to make significant and strategic market change in the East End.

This document represents the first phase of the planning process, with the following deliverables:

- Residential Market Study
- Commercial Market Study
- Comprehensive Master Plan
- Design Guidelines
- Prioritized Development Plan

While ZHA, Inc. and Carnegie Mellon University's Center for Economic Development were preparing the market studies, mossArchitects, Brean Associates and the CDC partners held a number of community meetings, soliciting the input of local stakeholders and design professionals to address the following questions about the Penn Avenue Corridor:

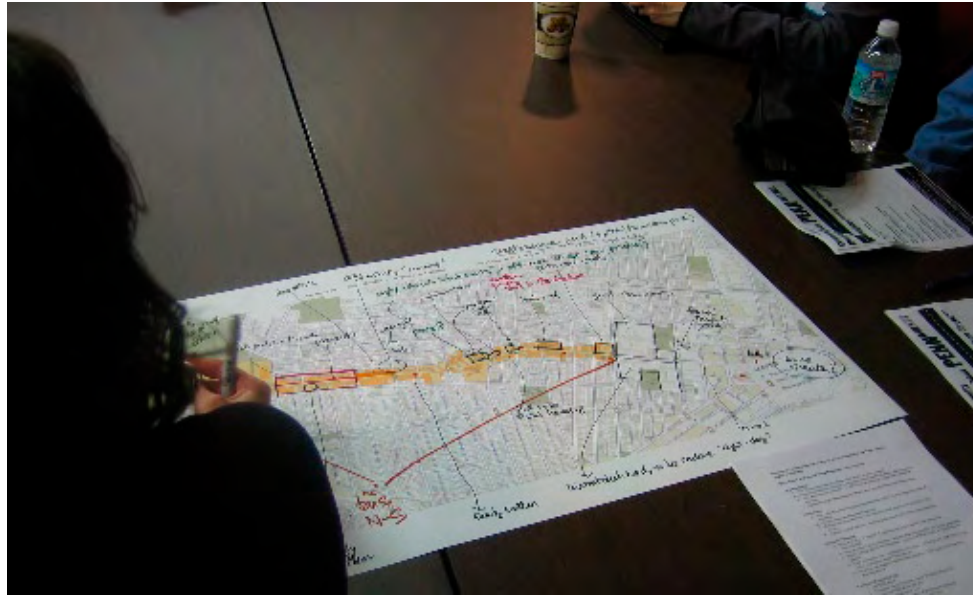
- How do several unique yet interdependent neighborhoods create a continuous and vibrant spine or link (a Main Street for the East End)?
- What does each neighborhood, business and resident (community stakeholders) want this Main Street to be?
- Is there a shared vision for this Corridor?
- How does a historic commercial Main Street such as Penn Avenue grow smaller gracefully?
- What are the strengths inherent to the area that can be built upon such as the arts, education & medical industry?
- What makes this Corridor unique?
- How does this street simultaneously serve its immediate neighborhoods and function as a city-wide mixed-use corridor?

The final step in this first phase of community planning was to bring the market study and urban design results together in a comprehensive set of recommendations to position the East End for change and facilitate organized, directed public and private investment.



URBAN DESIGN PRINCIPLES AND VALUES

Right and Far Right: Two views of the public stakeholder meetings held on December 4 and 5, 2006.



1. Create an overall identity for the Corridor that is based on the sum of its parts.

Penn Avenue's character – the sum of its built conditions, uses and context – differs substantially over the length of the Corridor's 2.25 miles. Two areas, the Penn Main commercial district and the Penn Avenue Arts Initiative district (PAAI), have already been formally branded. There are additional opportunities to establish and reinforce distinct identities for the remaining portions of Penn Avenue. A unifying identity for the Corridor can then be created by drawing on the strength of each individual district.

These urban design principles and values were defined by community stakeholders during public meetings held in December 2006.

2. Build on existing physical and social assets found along Penn Avenue and in adjacent neighborhoods.

Penn Avenue and its surrounding areas are rich in historic and architecturally-significant structures, human-scale streets and culturally important places. The Corridor is supported by several distinct and established feeder neighborhoods, each containing cherished institutions and parks, and offering diverse cultural and artistic resources to Penn Avenue. Its topographical position lends itself to many superb and lasting views of city-wide landmarks and hillside landscapes.

3. Improve the public realm and create opportunities for gathering.

Built during an era that pre-dates the automobile, Penn Avenue features an essentially pedestrian-scale built frame and street width (in other words, great bones!). However, the Corridor currently lacks outdoor public and private places where people can pause and meet. This terrific asset is missing essential streetscape amenities, such as outdoor seating and landscaping. Even historic trolley poles that no longer carry power lines can be reused creatively for banners or artwork.

4. Increase Penn Avenue's functionality as a multi-modal corridor.

As a local and regional destination and a major east-west connector, Penn Avenue is experienced by many as a thoroughfare by car, bus or bike. As a residential neighborhood 'main street', its shops, restaurants, institutions and residences are accessed on foot by many users. Several intersections and stretches of the corridor have been identified as having unsafe or confusing infrastructure for one or more of these modes of transportation, creating potentially dangerous situations.

The Penn Avenue Corridor is one of Pittsburgh's main commercial streets, encircled by a diverse collection of urban residential neighborhoods, collectively known as the East End.

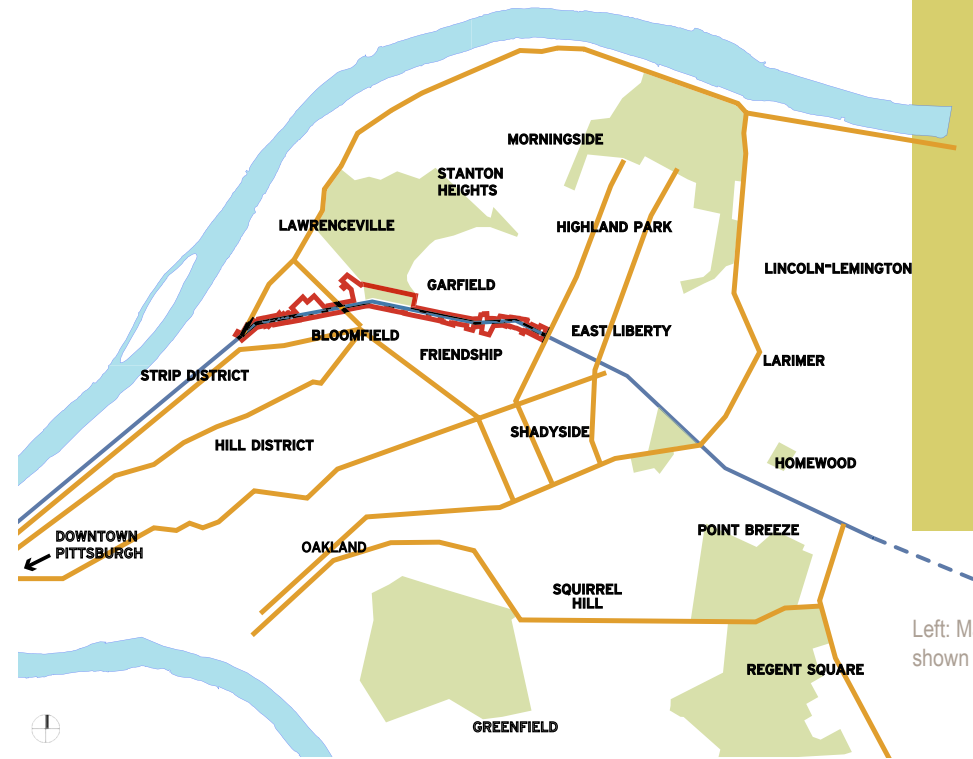
Pittsburgh's East End comprises several neighborhoods, including Friendship, Bloomfield, East Liberty, Garfield, Lawrenceville, and Point Breeze. Penn Avenue connects all of these neighborhoods and functions as the main commercial street for Garfield, Friendship and East Liberty. Penn Avenue serves as a major thoroughfare west to the Strip District and downtown Golden Triangle business district. The East End is bordered to the north and east by Stanton Heights, Highland Park, Larimer and Homewood, to the south by Shadyside and Squirrel Hill and to the west by Oakland, Hill District and Strip District.

Lawrenceville's dense housing stock, which dates back to the turn of the century, varies greatly. There are modest 1000 - 1500 square foot brick row houses built for the workforce of the early 20th century and tightly packed in alley houses. There are also large, historic homes purchased and restored by a growing base of "urban pioneers". This group of buyers is attracted to the classic architectural character of these homes and has the resources to make improvements. Lawrenceville is also home to loft style living on upper floors of commercial storefronts lining the business districts, primarily along Butler Street. In recent years, there has been some new construction which has sold very quickly, indicating a strong market opportunity exists; the challenge will be finding large enough developable tracts of land.

Garfield's housing stock is dominated by single-family and row homes built primarily in the first decades of the 20th century. Most homes are modest brick and frame structures built on small lots hugging the steep slopes of the bluff. A large public housing development at the top of the hill is being reinvented and rebuilt as mixed-income housing to blend in with the existing neighborhood. Further transforming the neighborhood's character are the numerous new single-family homes being constructed on scattered sites.

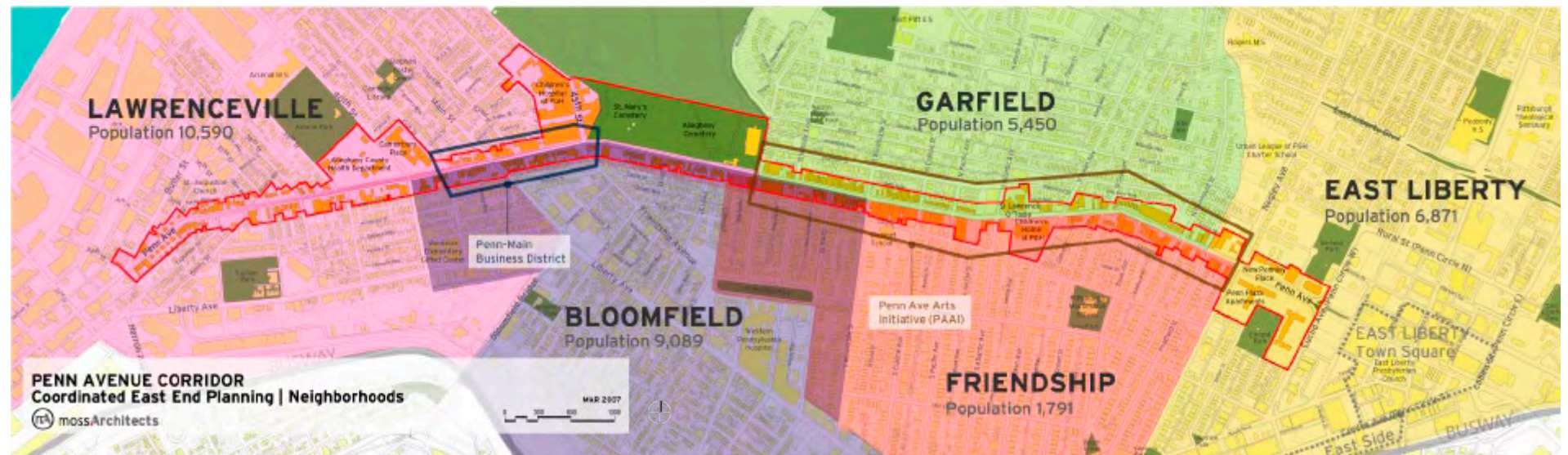
The streets of Friendship are lined with Victorian houses, ranging from modest to grand, built between the late 1890s and the early 1940s. The houses have a distinct character of brick or stone, three stories, with front porches and occasional detailed ornamentation on the front facade. The larger homes are located in the eastern half of the neighborhood, while the smaller, bungalow-style family homes are in the western half. Many of the larger homes have been converted back to single family or two unit homes.

The homes of East Liberty, mostly built in the early 1900's, range in size and style to fit the personalities and needs of the residents. Most of the models – Four Square houses, Gables, Mansards, Side-Gabled Victorians, Craftsmen Bungalows, and modest row houses – are usually built in near-identical groups, with 2 to 3 of one style on a block. These homes find their individuality with façade additions like decorative molding, framework or columns. The different styles are dispersed fairly evenly among the neighborhood. They are made from brick, stone, shingle, slate and siding.



EAST END NEIGHBORHOOD CONTEXT

Left: Map of the greater East End, with Penn Avenue shown in blue and the study area in red.



LOCAL CONTEXT



LAWRENCEVILLE

The largest of the four neighborhoods is Lawrenceville (pop. 10,590). With three business districts on Butler Street, Penn Avenue, and Liberty Avenue, it has a vibrant community of artisans and young entrepreneurs, with art galleries, studios, and specialty shops. Many boutiques, home decor shops, and cozy neighborhood coffee shops are housed in restored Victorian-era buildings. Lawrenceville is also home to the 16:62 Design Zone, a niche marketing initiative for design-related businesses managed by the Lawrenceville Corporation, the local CDC. In 2009, the Children’s Hospital of Pittsburgh will open its new facility in the Penn Main district of Lawrenceville, bringing nearly 3,000 employees and 150,000 patients each year.



BLOOMFIELD

Having Italian roots that go back at least five generations, Bloomfield (pop. 9,089) calls itself “Pittsburgh’s Little Italy” but it was also home to Polish and German immigrants. The main business district in Bloomfield is Liberty Avenue, with over 200 neighborhood-serving businesses as well as some of the best restaurants in the city. Community-based redevelopment efforts are coordinated by the Bloomfield Business Association and the Bloomfield Preservation and Heritage Society. This very walkable neighborhood is home to historic churches, coffee shops, and narrow streets with affordable wood-framed row-houses. Bloomfield is connected to Downtown and Oakland via the Bloomfield Bridge, built in 1914.



FRIENDSHIP

Friendship (pop. 1,791) is a community composed of large historic homes that were once neglected and broken up into smaller apartments. In the 1990s, new residents began to move into Friendship, looking for an opportunity to buy large affordable homes with outstanding architectural details and character not available in newer suburban homes. Friendship Development Associates (FDA), the local CDC, accelerated this trend, buying and rehabbing dilapidated properties and selling them to new residents, fundamentally transforming the residential market in Friendship. FDA and the Bloomfield-Garfield Corporation have jointly developed the Penn Avenue Arts Initiative (PAAI), using the arts to enhance public perception of the district and attract artists and arts-related businesses to Penn Avenue.



GARFIELD

In the past 30 years, the formerly Irish Catholic neighborhood of Garfield (pop. 5,450) has experienced dramatic population losses and white flight. The Bloomfield-Garfield Corporation has effectively advocated for community residents since the 1970s, organizing community activities, rehabilitating abandoned and neglected housing, building new and affordable housing, and keeping neighborhood-serving businesses open along Penn Avenue. The BGC is currently working with the public housing authority to replace a failed public housing project in the upper reaches of Garfield with mixed-income and tenure housing.



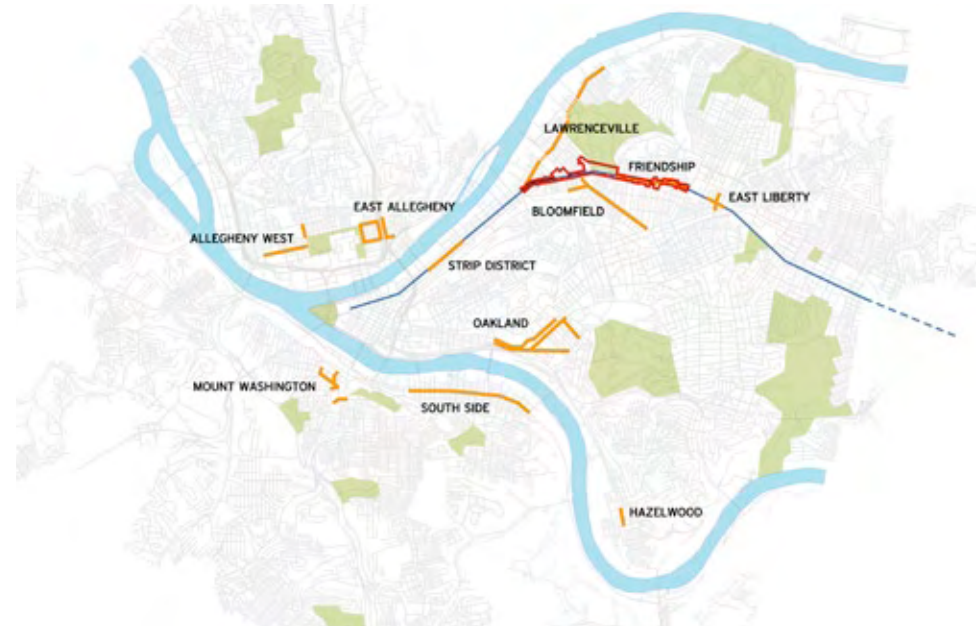
EAST LIBERTY

East Liberty (pop. 6,871) was once the third busiest retail center in Pennsylvania (behind only Center City Philadelphia and Downtown Pittsburgh). The neighborhood suffered suburbanization and misguided urban renewal efforts that destroyed community fabric in the 1960s and 70s, but has recently made a remarkable comeback. Through the efforts of the local CDC, East Liberty Development Inc. (ELDI), the neighborhood has replaced some of the City’s worst public housing with well-managed mixed income housing and has attracted national retailers like Home Depot and Whole Foods, several local design firms as well as upscale restaurants, clubs and shops.

The stretch of Penn Avenue termed the Corridor is one of the longest continuous commercial streets in the city. Serving double duty, it acts as a major east-west link between downtown Pittsburgh and points eastward as well as functioning as a destination with neighborhood-serving businesses, residences and several regionally-significant institutions.

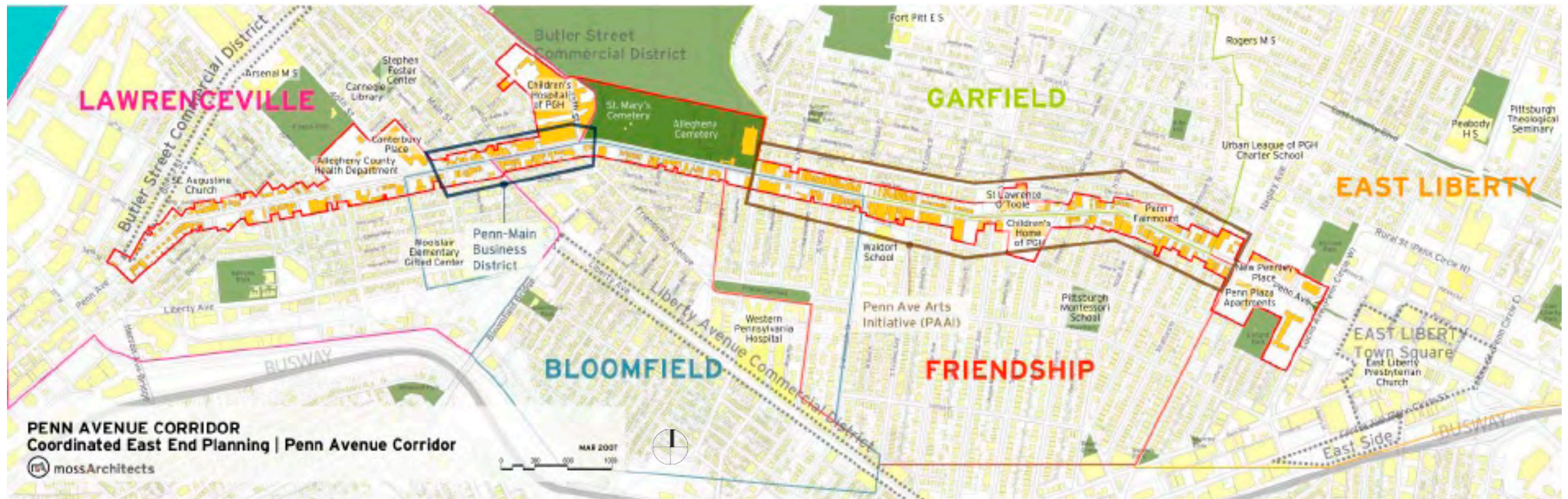
The Corridor is anchored to the east by the revival of East Liberty's mixed-use district. To the west is the Strip, a vast, flat warehouse district with a successful daily food market and growing night life on the formerly industrial south shore of the Allegheny River.

The Penn Avenue Corridor has been alternately described as an edge or boundary for neighborhoods like Bloomfield, Garfield and Friendship, and a seam connecting socioeconomically diverse residents via the businesses along Penn Avenue. An overall survey of the Corridor reveals a changing streetscape from one end to the other. Several districts clearly stand out due to their special physical attributes, uses and surroundings. Some areas have already been called out as having a special designation, for example the Penn Main commercial area and the Penn Avenue Arts Initiative district.



SITE CONTEXT OVERVIEW

Left: Map of Pittsburgh showing business districts participating in the URA Mainstreets program. Penn Avenue is shown in blue and the study area in red. See www.ura.org/mainstreets.html for more information.



SITE CONTEXT

PENN AVENUE ARTS INITIATIVE (PAAI) AND PUBLIC ART

Arts and culture have played a critical role in the renewal of the Arts District. The Penn Avenue Arts Initiative (PAAI) was formed by the Bloomfield-Garfield Corporation and Friendship Development Associates in 1998, with the mission to revitalize Penn Avenue between Negley Avenue and Mathilda Street “using the arts to enhance public perception of the district, instill pride in the neighborhood, foster inter- and intra-community ties, and establish an artist’s niche” (PAAI). Since its inception, the PAAI has leveraged over \$6.4 million in arts-related investment, resulting in a number of arts organizations, galleries, studios and artists residences moving to the avenue’s “cool space”.

Public art, especially murals, serve as a distinguishing feature of the Penn Avenue Corridor as a whole, beginning with the striking Doughboy statue at 34th Street gateway to Lawrenceville. Many of the murals were commissioned by the Sprout Fund, a Penn Avenue-based foundation, and were completed by local artists. Some of the pieces are commemorative works or speak to the conditions of life in the neighborhoods: Doughboy is dedicated to the fallen soldiers of WWI, while Tuesday’s Heroic Paragon is a mural in memory of Sidney Barlow, a local community activist and victim of violence, and The Loud Silence expresses a local artist’s feelings of frustration by way of a poem and self-portrait.

In addition to the many arts and performance venues, public art, culture-related institutions and workplaces, creative businesses have also been attracted to the Corridor. There are currently six architecture firms operating along Penn Avenue and several more just beyond the corridor’s boundary, the largest concentration of design firms outside of the Golden Triangle.





Penn Avenue is very well connected to the City's grid of streets, with the exceptions of the large parcels from Negley to Euclid Avenues and the Allegheny Cemetery. Between 34th Street and Euclid Avenue, there are 12 traffic lights and 49 direct vehicular access points. Negley Avenue brings traffic to the Corridor south from Highland Park and north from Shadyside. Main Street leads to Bloomfield and points south, and 40th Street connects to the 40th Street Bridge, carrying traffic to and from the City's North Side neighborhoods as well as North Hills suburbs, including Millvale, Etna and Fox Chapel. Primary bus line transfer points are at Penn Mall Station, Negley Avenue, Main Street and 34th Street. A bus trip from Penn and Main to Oakland on the 54C route lasts 20 minutes, and a trip Downtown on the 86B route takes 15 minutes.



TRAFFIC TRANSIT CONNECTIONS

Left: View from Penn Avenue to the 40th Street Bridge.
Far Left: Waiting for the bus at Penn and Main.



INFRASTRUCTURE
AND SERVICES



The general consensus of property owners, the City of Pittsburgh and local CDCs is that the Penn Avenue Corridor is in need of major infrastructure upgrading, both above and below the ground's surface.

The City has allocated federal and municipal funds to improve street conditions from 34th Street to Negley Avenue. Project elements may address congestion, safety and deteriorated conditions along the Corridor and may include new traffic/pedestrian signals, new crosswalks, new sidewalks at intersections with ramps, street trees and furniture, new street lighting and street repaving. A committee has been formed to oversee an engineering study and phasing plan. The overall project funding level for the Corridor is approximately \$4 million, subject to certain conditions. (Department of Public Works, 2/28/2007)

An upcoming study to be prepared by L. Robert Kimball & Associates will consider some improvements to the streetscape as well as seriously degraded conditions of water, sewer, gas, electricity and telecommunications infrastructure along Penn Avenue.

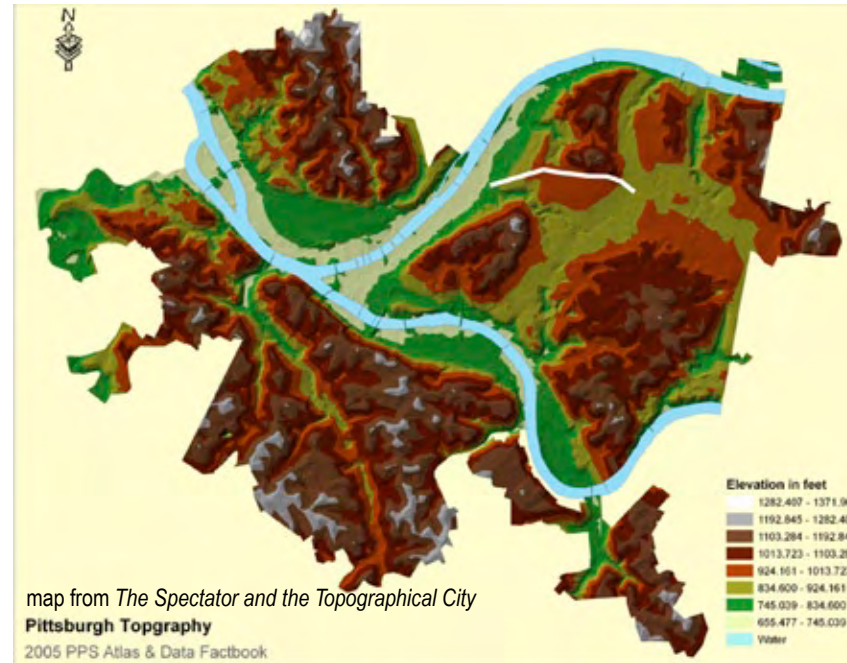




View down the hill towards the Strip District and Downtown Pittsburgh

Pittsburgh's topography ensures an abundance of ever-changing scenery. The hills and valleys provide for dramatic and variable backdrops according to the seasons, alternately screening and exposing some of the city's 88 neighborhoods.

The Penn Avenue Corridor climbs up from the flatlands of the Golden Triangle and Strip District through Lawrenceville, then flattens out as it forms the border between Bloomfield and St. Mary's/Allegheny Cemeteries, Garfield and Friendship. Beyond Graham Street, Penn Avenue slopes back down into the broad East Liberty valley.



TOPOGRAPHY AND NATURAL SETTING



EXISTING
LAND USE ZONING

The City of Pittsburgh, via its Map Pittsburgh program, is in the process of reviewing its Zoning Code in light of current land use and community input. Zoning for the area encompassing the Penn Avenue Corridor was approved in 2006.

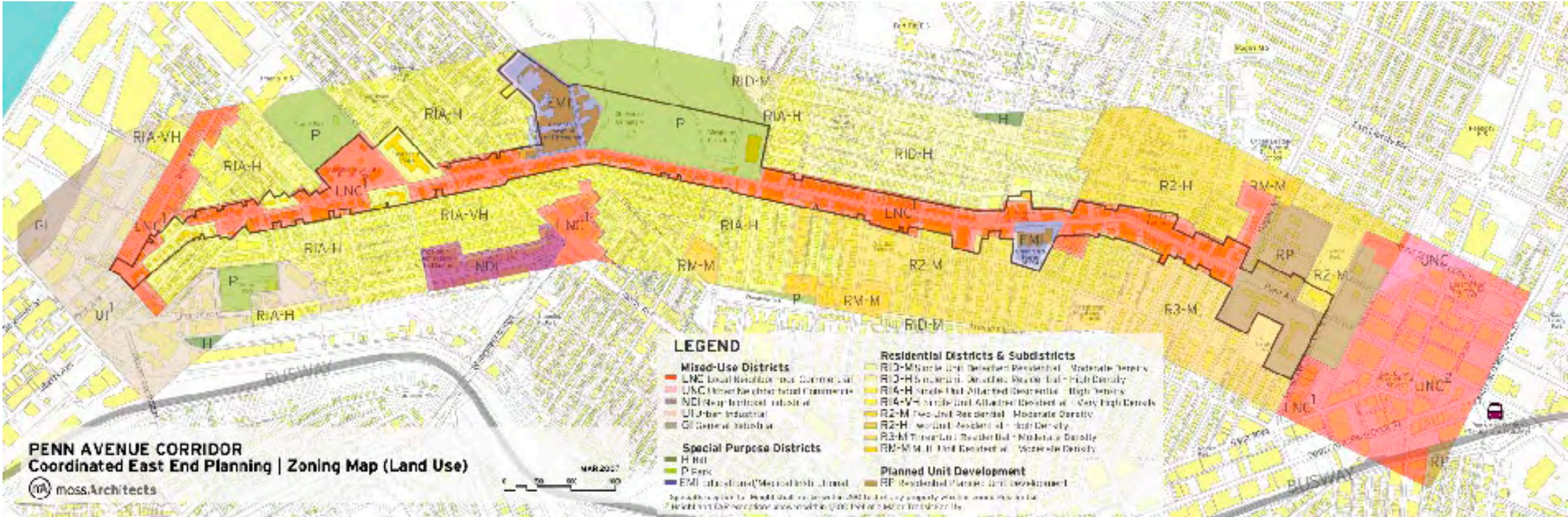
The Penn Avenue Corridor is largely subject to the LNC – Local Neighborhood Commercial – zoning district regulations and is in fact the city’s longest LNC district. There are two sites specifically indicated as EMI – Educational/Medical Institutional: the Children’s Hospital of Pittsburgh of UPMC, in the Penn-Main business district, and the Children’s Home of Pittsburgh, in the PAAI. Adjacent areas are mainly zoned residential, with some mixed-use, park and industrial districts.

According to the Pittsburgh Zoning Code (Art. II, Chapt. 904, Sec. 904.02.A), the purpose of the LNC is to:

- 1. Maintain the small scale and rich diversity of neighborhood-serving commercial districts;
- 2. Promote and enhance the quality of life in adjacent residential areas; and
- 3. Reduce the adverse impacts that are sometimes associated with commercial uses in order to promote compatibility with residential development.

Primary uses allowed in the LNC district are residential, commercial, cultural, institutional, office and parks (Appendix: Use Table of Sec. 911.02.).

Site Development Standard	LNC District
Minimum Lot Size	0
Maximum Floor Area Ratio	2:1
Maximum Lot Coverage	90%
Minimum Front Setback	none required
Minimum Real Setback when not adjacent to a way when adjacent to a way	20 ft. none required
Minimum Exterior Sideyard Setback	none required
Minimum Interior Sideyard Setback	none required
Maximum Height	45 ft. (not to exceed 3 stories)



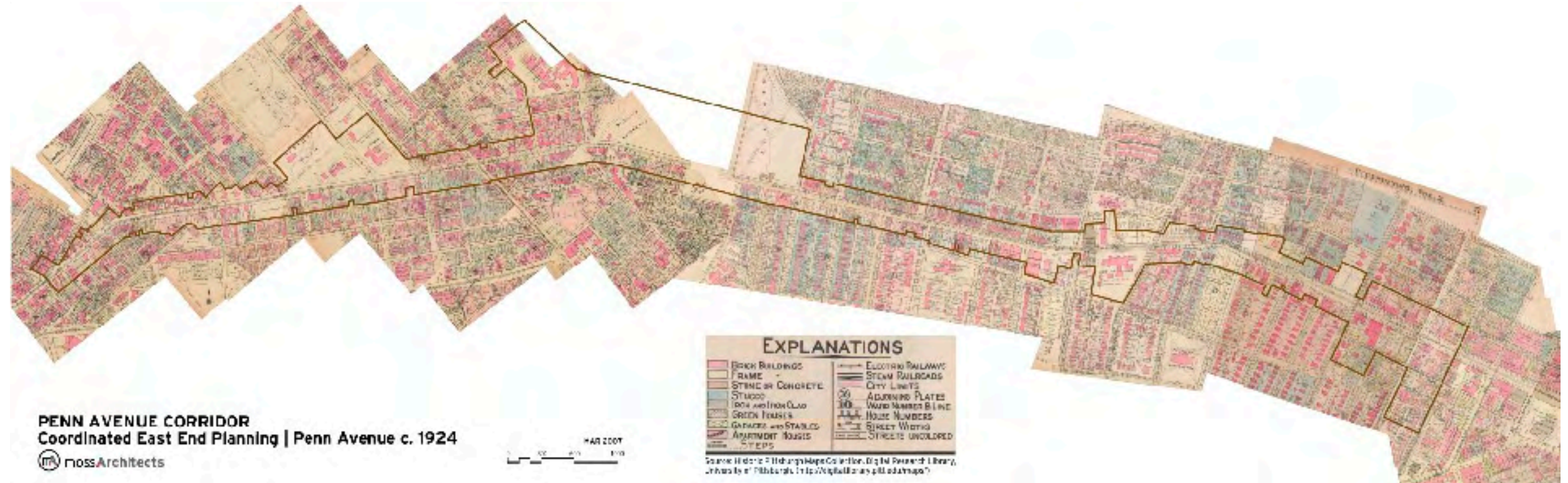
Penn Avenue is based on old Indian trails that were used, in part, in Gen. Edward Braddock's abortive assault and Gen. John Forbes' successful capture of Fort Duquesne, in 1755 and 1758. Unlike many Indian trails, these streets are straight and flat, because they run through the temporary river bed created millennia ago by the Monongahela River. (Toker)

- When the trolley lines were electrified around 1892, they consolidated in East Liberty as the trolley nexus of Pittsburgh (Toker), connecting to Downtown Pittsburgh via Penn Avenue.
- Penn Avenue's commercial base suffered during 60s and 70s with the rise of the suburbs.

During the 1960's and 1970's, jobs in the mills and foundries disappeared, household purchasing power diminished and the number of retail businesses that once lined Penn Avenue drastically decreased. By 1980, the street had assumed the appearance of a ghost town. In those two decades, more than 50 small businesses along Penn Avenue gradually closed their doors. By 1981, the Penn Avenue business district, with few exceptions, was no longer an attractive destination point for shoppers. Corner bars, once a ubiquitous social institution, had given way to poorly managed taverns where open-air drug trafficking and other illicit activity abounded.



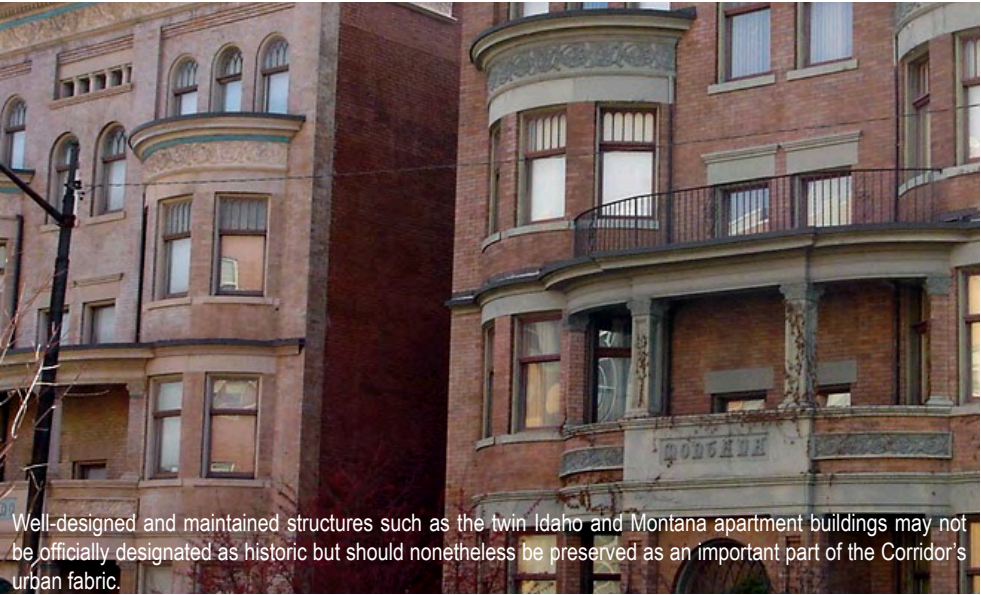
Far Left: Penn and 40th Street looking northwest, 1960. Photo: Historic Pittsburgh Image Collections, Digital Resource Library, University of Pittsburgh.
Left: Identical view, 2006.



BUILT HERITAGE

The East End (and the City of Pittsburgh in general) is blessed with an outstanding stock of heritage structures, streetscapes and districts. Penn Avenue's vintage and historic role as main thoroughfare between Pittsburgh and Greensburg (to Philadelphia) ensures a rich built heritage. The Penn Avenue Corridor includes many building types and structures that display a wide range of architectural styles. More than 10 structures and districts are designated historically significant or eligible according to various designating bodies. Several sites listed or eligible to be listed on the National Register of Historic Places include the Allegheny Cemetery, the Stephen Foster House and the Rosemont Hugus Building. The Young Preservationists Association of Pittsburgh also recommends historic designation for the Pennsylvania Bank Building, which anchors Doughboy Square at one of the most memorable gateway intersections in the city.

Many other buildings and streetscape segments are noteworthy for their contributions to the urban landscape, adding considerable cachet and value to the corridor with their steadfastness, rich material detail and human scale. Given the generalized increased awareness of the value of older buildings and streetscapes, efforts should be made to protect and highlight these structures and ensembles even as creative, innovative modern design is encouraged.



PROPERTY OWNERSHIP PATTERNS



Most of the properties along the Corridor are individually owned, and many are owner-occupied. There are a small number of private speculative players operating along the avenue, the largest single holder having 12 properties. Local development corporations have significant land holdings, especially in the Arts District. Friendship Development Associates owns six properties; the Bloomfield-Garfield Corporation owns four and the Lawrenceville Corporation owns three parcels. The BGC and FDA co-own three properties while the BGC co-owns another with a non-profit organization. East Liberty Development, Inc. does not own any properties within the Corridor but is a significant landholder in East Liberty.

There are also several large institutional landowners, including the Allegheny County Health Department, Canterbury Place/UPMC, the Children's Hospital of Pittsburgh and the Children's Home of Pittsburgh. The Community Builders, Inc. and a private development company own much of the land between Negley and Euclid Avenues.



DEVELOPMENT
PATTERNS
OVERVIEW

Development patterns along the Corridor vary from original two-, three- and four-story brick buildings set close to or along the sidewalk, townhouses set back from the street, large modern institutional buildings in campus-like settings, and multi-unit apartment buildings. Most buildings face the street and only a handful have surface parking between the building and the street. The typical block is between 200 and 400 feet long and 120 feet deep, and backs onto an alley. Blocks are typically divided into parcels 20 to 50 feet wide, such that Penn Avenue can be characterized overall as having fine-grained urban fabric with the occasional atypical block containing larger buildings.

Originally lined almost continuously with brick or frame row houses and mixed-use buildings, the Penn Avenue Corridor has lost an estimated 30 percent of its pioneer buildings. Some of the lots remain vacant, are used for surface parking or have been combined or subdivided. Others have been replaced with modern versions of the same or similar use. Buildings are notably absent at all important intersections and many lesser junctions, especially in commercial areas, having been replaced by gas stations and surface parking lots.

The most recent development initiatives in the corridor can generally be classified as either renovation of original building stock with minor additions or very large new infill construction. The bulk of new investments are located in the Penn-Main Commercial Area and in the Arts District, although there are plans for renovation and infill in the works in the Doughboy Square area.



A block in the Arsenal District that includes original buildings in various states of renovation as well as a vacant lot (to the left of the scaffolding) repurposed as a sideyard for the neighboring rowhouse.



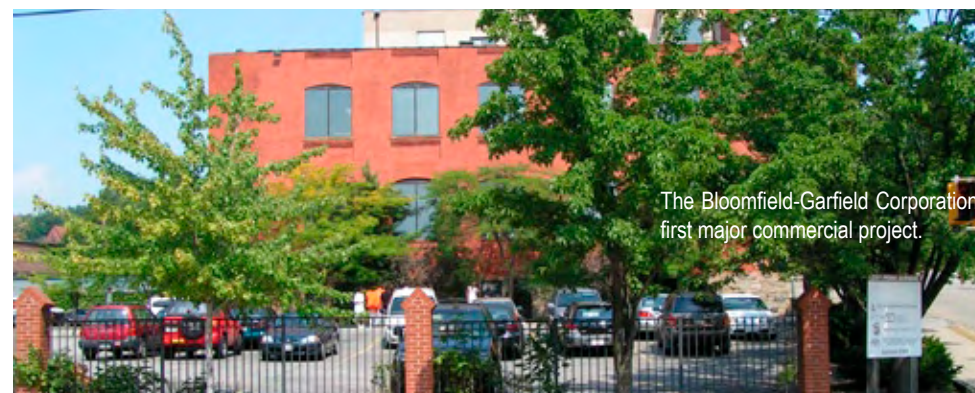
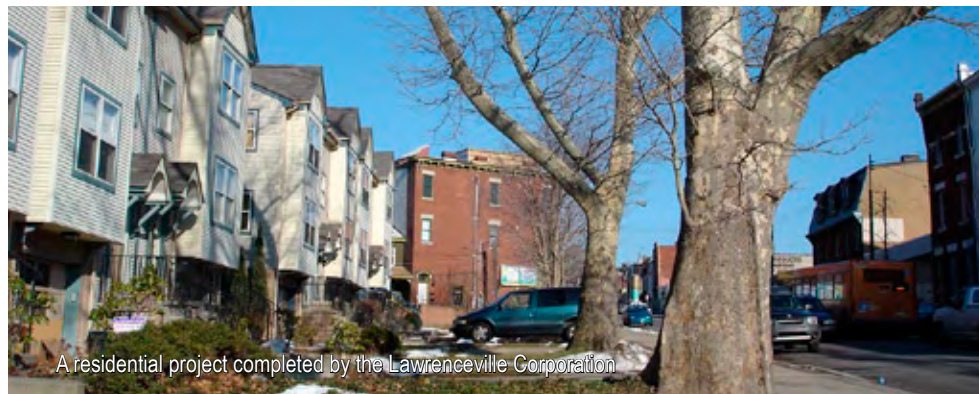
Community development corporations have played an important role in economic and real estate investment in the Penn Avenue Corridor at a time when there has been limited private sector interest.

- The Lawrenceville Corporation's (LC) focus is to develop new housing and commercial space and to assist private investors in acquiring blighted properties for suitable redevelopment. Their projects have included the renovation of the former Pennsylvania National Bank building at Doughboy Square, now home to Desmone & Associates Architects and the development of 33 townhouses on Penn Avenue. LC focuses on business attraction & district marketing through its Mainstreets & 16:62 design program, bringing more than 80 business to the neighborhood since 2000.
- The Bloomfield-Garfield Corporation (BGC) has acted as a developer or co-developer of over \$22 million in housing and commercial development projects from 1983 through 2006, creating over 78,000 square feet of retail, service and light manufacturing space along Penn Avenue alone. In partnership with the non-profit developer the Garfield Jubilee, the BGC is currently building 50 new single-family housing in Garfield, to be sold to first-time homebuyers.
- A significant factor in the recent influx of interest in the Garfield and Friendship portion of Penn Avenue has been the Penn Avenue Arts Initiative (PAAI), a joint FDA and BGC endeavor. Supported

by the URA, PPND and private foundations, this lending program has been responsible for providing grants to working artists for the renovation use of mixed-use buildings. Since 1998, over 70 arts spaces have been created along this stretch of Penn Avenue.

- Over the past ten years, the East Liberty Development Inc. (ELDI) has directly developed or facilitated the development of 152,000 square feet of commercial space, including a 12,000 square foot community performing arts center, in East Liberty. It has also constructed 120 units of affordable housing, 70 units of market-rate housing and is in the process of developing another 200 affordable units and 100 market-rate "green" housing units. As a partner with The Community Builders, the ELDI developed the \$7 million Penn Manor building located in the Penn Avenue Corridor, the first replacement housing for former tenants of the East Mall and Liberty Park high-rises.

DEVELOPMENT PATTERNS CDCs



DEVELOPMENT
PATTERNS
NEW DEVELOPMENTS

Several recent projects stand to have a substantial impact on the Penn Avenue Corridor and adjoining neighborhoods, none more so than the combined renovation and new construction of the Children's Hospital of Pittsburgh complex in the Penn-Main business district. The 10-acre site includes 1.5 million square feet of usable space, housing a 9-story clinical services building, more than 300 beds, an emergency and trauma center, operating suites, three parking garages, two office buildings and a 10-story, 300,000-square foot research facility. The \$575 million project is expected to create 791 full-time jobs and will feature 1400 parking spaces. While there have been a few renovation projects in the Penn-Main business district since the declaration of the CHP project, it is widely believed that certain vacant properties are in a holding pattern, with owners preferring to see what impact the finished project will have on property and rental values before committing to renovation or resale.

Other significant newly constructed or almost completed projects include:

- The 63,000-square foot Children's Home of Pittsburgh, occupying the 2.9-acre site between Atlantic Avenue and Pacific Avenue. This new facility replaces the former St. Joseph's Nursing Home, a structure dating back to the turn of the last century.
- New Pennley Place, a mix of 174 renovated and new market-rate and subsidized residential units in East Liberty. The neo-traditional style stands in sharp contrast to the Penn Plaza apartments across Penn Avenue.
- The 62,500-square foot Penn Fairmont building features 60 units of affordable housing for seniors and 7,500sf of retail space at grade. It was developed by the Friendship Development Associates.
- The proposed Glass Lofts, next to the Penn Fairmont, is also an FDA project. It is in the planning phase and will offer 15 for-sale loft condominiums, artists' studios, and 8,270 square feet of retail or restaurant on the ground floor.



The Penn Avenue Corridor features a wide variety of building types:

Original row houses (3400 S, 3600 N, 3900 S, 5100 N)

- Little or no setback; 3 stories; brick; gable roof; rear alley access; stoop or porch

Original single-family homes (3500 S, 4600 S, 5400 S, 5400 N, 5000 S)

- Setback at least 10 feet; 3 stories; gable roof; brick; porch

Original multi-unit residential (5400 S, 5500 N-S)

- Minimal setback; 4 stories; brick; central staircase

Original mixed-use commercial at grade, residential above (3800 N. corner, Penn-Main, 4900 N, 5401 N corner)

- Little or no setback; 2-4 stories; brick; flat roof; rear alley access; often corner buildings

Original single-use institutional (Children's Home original – Home for the Aged, Episcopal Orphan's Home, U.S. Marine Hospital, St. Francis Hospital)

- Large setback; 4+ stories; brick; building set in a campus-like setting, often taking up an entire block

Original single-use commercial/warehouse (Penn Theatre at Doughboy Square, 3600 S, Lackzoom Acidophilus general store, Red Star 4800 garage)

- No setback; low-rise; flat roof; brick;

Infill townhouses (3400 N, 3700 N, 5400 S)

- Larger setback; gable roof; parking garage accessed from Penn; side-entrance in some cases

Infill commercial (Exxon, DaVita 4200 S, TV station 4700 S, convenience store, 5501 KFC, Monroe Muffler)

- Larger setback; low-rise; not brick; functional style; parking in front or side with access to Penn Ave

Infill mixed-use (daycare building 5100 S, Fairmont Apartments 5400 N, Corner Building (proposed))

- Moderate to no setback; large floor plate; modern style; in some cases private parking lot accessed from Penn Ave

Infill warehouse/garage (3800 S, 5400 S)

- Variable setback; low-rise; concrete block walls; private surface parking lot in front or to side; functional architecture

Infill office/institutional (fire hall at 40th, CHP, Children's Home, Glass Center)

- Moderate setback; private parking accessed from Penn Ave; distinctive modern architecture (except Children's Home)

Vacant lots and parking lots (3400 S, 3600 N, 4400 N, 4500 S, 5100 N, 5400 N)

DEVELOPMENT PATTERNS BUILDING/PARCEL TYPES



PUBLIC PARTICIPATION MEETING NOTES



These notes were gathered at two public meetings held for Penn Avenue stakeholders on December 4 and 5, 2006.

Doughboy Square to 40th

- Doughboy side of Penn seems to be almost “done”; south side of Penn needs work
- Traffic lanes are confusing at Doughboy Square: reconfiguration of 34th Street corridor necessary; left off 31st Street bridge (?)
- Abandoned buildings at Doughboy Square need to be addressed
- Stretch from 34th to 40th is dark, has too few pedestrians, dim lights, little life on street, difficult to walk to due slope
- 36th Street – perception is that illegal street activities are occurring, “bad” hanging out
- Traffic too speedy
- Woolslayer Way has issues with trash
- Perception that the street is getting worse near Allegheny County Health Department (39th St)

40th to Mathilda

- Fisk to Main (Penn Main area): not much is happening; waiting for CHP (speculation); currently bad for walking due to construction
- Unwanted uses: tire place at 38th, Exxon gas station at 40th
- Penn-Main intersection dangerous for cyclists approaching Penn from Main
- Belief that the pay phone at Sunoco/Penn and Main is used for drug dealing
- Much concerns over increased traffic to come once CHP is built
- Need for parking, especially near Children’s Hospital
- Bus stop at Friendship Avenue sitting on a traffic island – dangerous to pedestrians
- Hospital will change cemetery portion of Penn
- Cemetery:
 - One of best assets of the neighborhood
 - Well-kept
 - Long walks, quiet
 - Could be an attraction, could be more inviting
 - Allowing bikes would be a plus
 - Underutilized

- Focus on park-like atmosphere
- Improvements at gateway to Garfield – residential or retail connection needed
- Not a lot of architecture to grab you – empty palette
- Cemetery stretch unsafe at night
- Cemetery is a hole in the fabric, not cohesive, a disconnect
- The buildings across the street from the cemetery: “blankness”
- People like to use cemetery but officially no bikes or dogs allowed right now

Mathilda – Atlantic (PAAI)

- PAAI is missing a restaurant anchor to draw people
- Some don’t go to the Garfield section of Penn because of lack of stores and services
- Friendship side seems safer
- Lack of crosswalks and bike racks between Mathilda and Evaline
- No bus shelters from 45th to Negley
- Perception of criminal activity, especially drug dealing and prostitution, all along Penn Avenue; hot points include:
 - Mathilda
 - between Mathilda and Gross
 - Winebiddle
 - N. Evaline
 - Penn-Aiken Dairy
 - Near Fairmont
- Penn and Mathilda is a gateway between Bloomfield and Friendship and should be beautified
- No more cheap buildings left along Penn Ave arts district (PAAI) for artists to buy; suggested that investment be drawn into Garfield and that non-residential uses be allowed (especially studios)
- Red Star Iron Works building should be reused

Atlantic – East Liberty

- North-east side of 5300 block (across from Children’s Home) blighted and needs work
- 5400 block needs work right to Negley (from Aiken)
- No bus shelters from 45th to Negley
- Perception of unfriendly loitering, drug-dealing between Aiken and Graham; Horoscope Lounge’s closure didn’t put end to prostitution, drugs, loitering at this intersection
- Dead zone by McCabe’s Funeral Home (Atlantic)
- Some appreciate the beer distributor; others think it’s a problem
- Between Graham and Aiken – Unblurred signs unstable and unattractive
- Façade improvements needed from Fairmont to Negley
- Penn Apartments (across from new housing at edge of East Liberty) are good
- Unwanted uses: trucks, tire shops don’t fit
- Make Children’s Home inviting to children

Negley to Euclid

- Empty space between East Liberty and Garfield (Negley-Euclid-Beatty) is a “no man’s land” and prevents pedestrians from wanting to walk by
- Open prostitution occurring at Negley-Penn Circle West (Euclid Avenue)

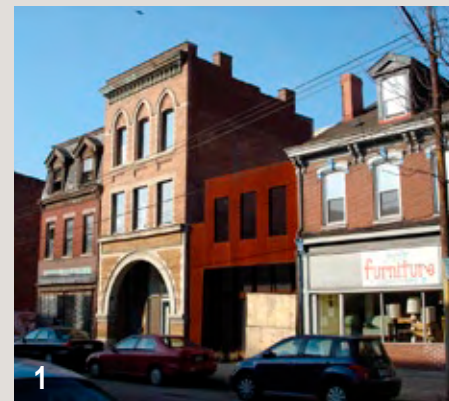


progress

- A number of studies and plans completed to equip communities with a good understanding of the Corridor's issues and potential
- Significant new institutional investment along the Corridor; surrounding neighborhoods among the "up and coming"
- Strong local leadership, especially CDCs, have leveraged and attracted new investment, residents and businesses through their programs
- Nuisance bar removed and replaced with neighborhood serving cafe.

assets

- Good scale, dense urban fabric along much of the entire Corridor
- Many examples of good architecture, old and new, spectacular and ordinary
- Topography affords memorable views and vistas
- Many local and city-wide landmarks
- Mature tree canopy along some sections
- Established and new businesses
- Stable surrounding neighborhoods with public amenities and strong institutions
- Numerous pieces of public art



corridor-wide issues

- Vacancies and vacant lots, especially at intersections
- Poorly organized intersections
- Deficient pedestrian and cyclist safety measures
- Lack of identity or evident branding in some stretches
- Lack of gathering spaces, private or public
- Awkward renovations and additions
- Lack of public amenities, such as benches, lighting and bus shelters
- Missing street trees
- Neglect of buildings and public space
- Old infrastructure, such as over-head cables, lamp poles and water mains
- Lack of consistency throughout
- Perceptions of public safety
- Lack of continuous open storefronts



SUMMARY ANALYSIS AND COMMUNITY CONCERNS CORRIDOR-WIDE

Photo (1) **Asset:** The Loysen + Kreuthmeier office is an example of successful historic reuse with an appropriate and creative solution of infill facade that maintains the streetscape scale.

(2) **Asset:** Not just a piece of public art, the Pittsburgh Glass Center mural marks one of the Corridor's numerous and regionally-significant arts institutions.

(3) **Asset:** The Stephen Foster house is one of many visual and historic landmarks along the Corridor.

(4) **Asset:** Mature trees fill the St. Mary's and Allegheny cemeteries and line the stone wall at their Penn Avenue boundary, creating a restful break in the activity along Penn Avenue.

(5) **Issue:** There are a number of intersections along the Corridor that feature vacant buildings or lots and a lack of public amenities, such as benches or bus shelters.

(6) **Issue:** An example of unsympathetic renovation, this is one of many buildings with original storefronts and window openings filled in using incompatible materials.

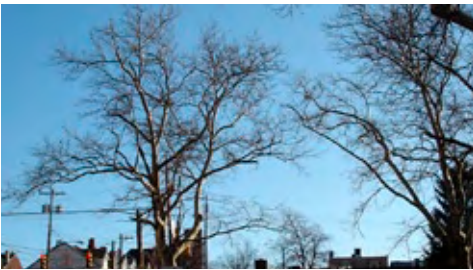
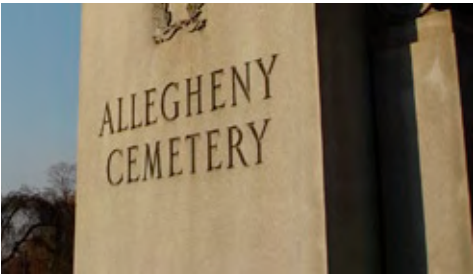
(7) **Issue:** Much of the Corridor suffers from inconsistent streetscaping, missing street trees and graffiti.

RECOMMENDATIONS
OVERVIEW

five corridor-wide recommendations

These recommendations:

- respond to the goals set by community stakeholders in public meetings (*page A20*)
- align with the Urban Design Principles and Values for the Corridor (*page A4*)
- attempt to resolve critical issues, such as infrastructure needs and market preferences, facing the whole of the Penn Avenue Corridor and its constituent districts (*page A21*)
- are not prioritized



1. CREATE A HIERARCHY OF SIGNATURE GATEWAYS AND STRONG INTERSECTIONS

2. ESTABLISH AND REINFORCE DISTINCT DISTRICTS WITH UNIQUE CHARACTER

3. PRESERVE AND ENHANCE NATURAL AND BUILT CULTURAL ASSETS; PHASE OUT INCONSISTENT USES AND FORMS

4. ORGANIZE THE PUBLIC REALM AND CREATE OPPORTUNITIES FOR OUTDOOR ACTIVITY

5. COORDINATE MULTIPLE MODES OF TRANSPORTATION ALONG THE CORRIDOR; CREATE AN INTEGRATED PARKING PLAN SPECIFIC TO EACH DISTRICT

Most people experience the Penn Avenue Corridor through one of three major gateways. Those unfamiliar with the surrounding neighborhoods may draw conclusions about their vitality based on the appearance of these important intersections. As such, gateways provide an opportunity to make a good first impression of the neighborhoods.

In addition to major gateways along the Corridor, there are several intersections that are meaningful to each district. These junctions are natural places to pause and allow traffic to traverse Penn Avenue, and typically feature important buildings, destination points and public places.

Corners at gateways and important intersections should be defined with beautiful and appropriately-scaled architectural, landscape and streetscape elements. Buildings should extend to the sidewalk on each corner of the intersection; strong architecture, or buildings that have unusual features or are a larger scale than others nearby, help to bring definition to a space. Lush landscaping and distinctive streetscaping elements, such as public art, banners, street trees and lighting strengthen the local sense of place.

Penn Avenue Corridor Gateways

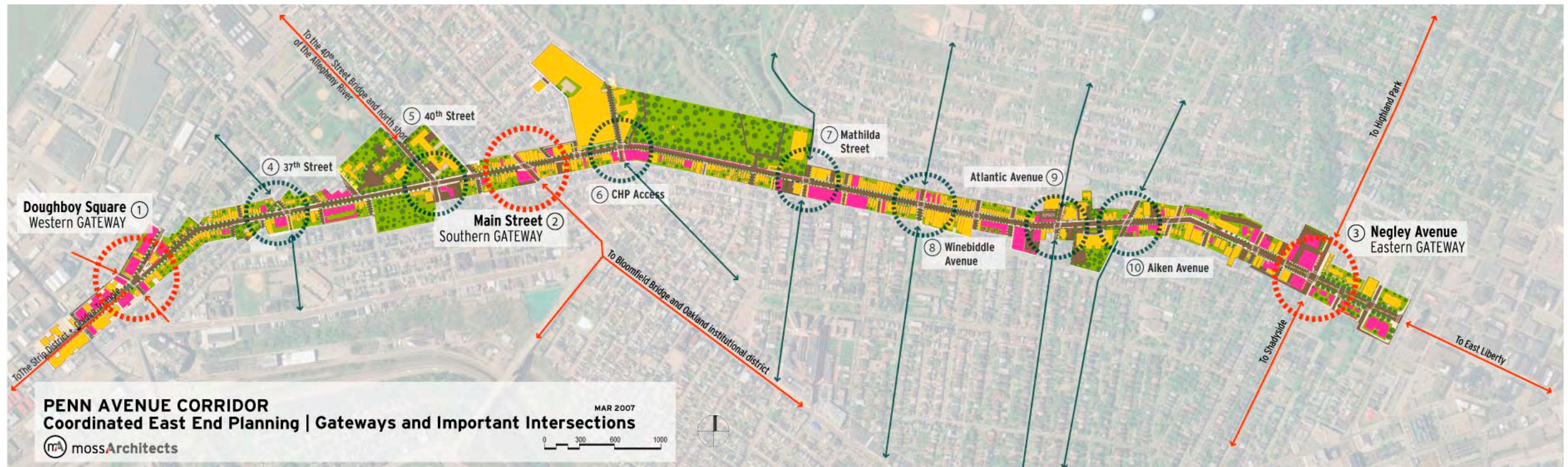
1. Doughboy Square / 34th Street :: western gateway
2. Main Street :: gateway from south
3. Negley Avenue :: eastern gateway

Important Intersections

4. 37th Street :: open island (potential future parklet), Stephen Foster House
5. 40th Street :: 40th Street bridge
6. Friendship Avenue :: CHP entry point
7. Mathilda Street :: Penn Avenue Arts Initiative (PAAI) entrance
8. Winebiddle Avenue :: center of PAAI corridor, access to Fort Pitt school
9. Atlantic Avenue :: institutional node, one-way traffic
10. Aiken Avenue :: one-way traffic

RECOMMENDATIONS

1. CREATE A HIERARCHY OF SIGNATURE GATEWAYS AND STRONG INTERSECTIONS



RECOMMENDATIONS

2.
ESTABLISH AND
REINFORCE DISTINCT
DISTRICTS WITH
UNIQUE CHARACTER

The Penn Avenue Corridor changes character several times, morphing from a quiet, residence-lined avenue in Lawrenceville, to a bustling mixed-use node at the Penn Main business district, and then reverting to an almost tranquil setting upon reaching the Allegheny Cemetery before hitting the quirky and dense Arts District.

The map below outlines gateway intersections and character areas for the entire corridor. These are based on positive existing and emerging physical, social and economic conditions, and takes into account ongoing planning initiatives, such as the already branded Penn Main business district and the Penn Avenue Arts Initiative district. Defining and reinforcing a desired character and identity for each area will allow for more pointed marketability and help direct investment.

These gateways and areas are further organized into three overall *districts* for the corridor: The **Arsenal District**, which stretches from the Doughboy Square gateway to the 40th Street Area; the **Hospital District**, from the Penn Main Gateway to the Cemetery Row Area; and the **Arts District**, from the Arts Commercial Area to the Negley Avenue Gateway. The districts are defined by the areas that are most similar or connected and are often delineated by a major gateway or important intersection.

Arsenal District

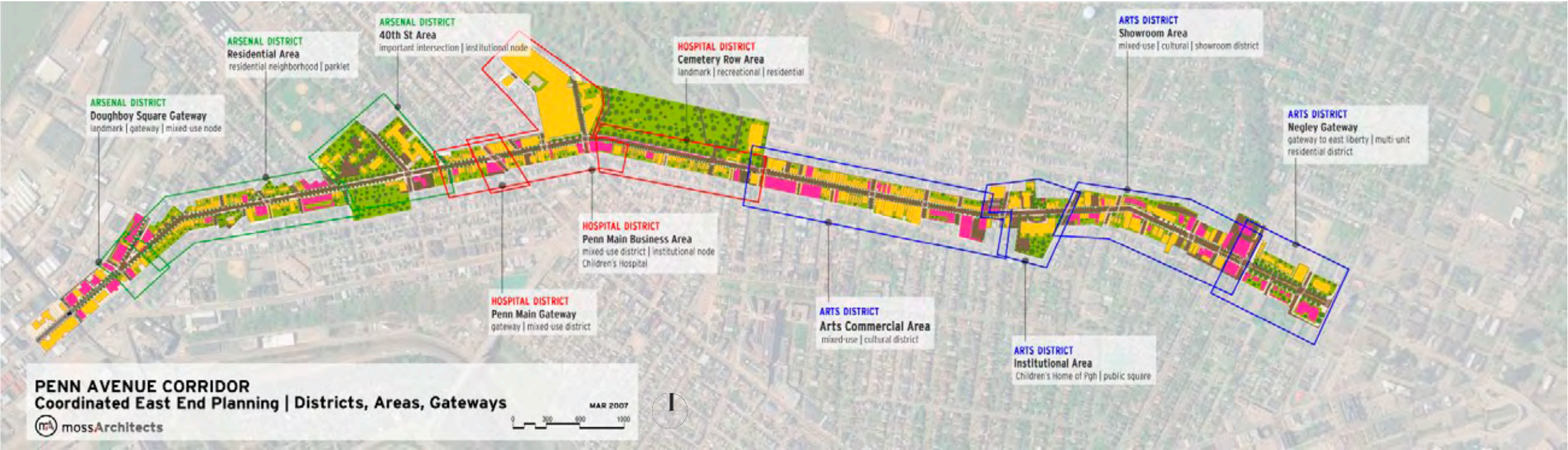
- 1. Doughboy Square Gateway
- 2. Residential Area
- 3. 40th Street Institutional Area

Hospital District

- 1. Penn Main Gateway
- 2. Penn Main Business Area
- 3. Cemetery Row Area

Arts District

- 1. Arts Commercial Area
- 2. Institutional Area
- 3. Showroom Area
- 4. Negley Gateway



Pittsburgh is blessed with a rich built heritage and dramatic landscape, and the Penn Avenue Corridor is no exception. The Corridor is home to several designated historic buildings and proposed historic districts as well as many more unrecognized buildings of historic value. In addition to individual buildings possessing stunning architecture, Penn Avenue has several notable ensembles of structures and many excellent views afforded by topographic deviations. The Corridor's tight urban fabric is integral to its identity and character and should be reinforced through design guidelines while promoting each district's unique and desirable characteristics.

The flip side of preserving and encouraging wanted uses and forms is phasing out those that contradict the desired character of each district. The most prevalent inconsistent uses in the Corridor are garages, warehouses, ill-configured gas stations and car-related businesses. Billboards and large surface parking lots detract from the aesthetic quality of Penn Avenue and should be phased out over time. An exception can be made for existing service stations at 40th Street and Mathilda Street, although these should be reconfigured to provide street-facing buildings with pumps set behind commercial 'zero lot-line' storefront.

(1) Allegheny Cemetery is a major asset to the Corridor; its trees and green space provide a pause in the dense urban fabric, enhanced by the picturesque wall and landmark gatehouse tower along Penn Avenue.

(2) The Lackzoom Acidophilous building, in which the company that became GNC Corporation was founded, is one of the many architecturally and historically important buildings along the Corridor that should be preserved.

(3) Rolling topography allows for stunning views, such as this view of St. Augustine Church in Lawrenceville, seen between two attractive 19th-century homes.

(4) This gas station at 40th Street should be reconfigured so that the building is at the corner, with the pumps behind.

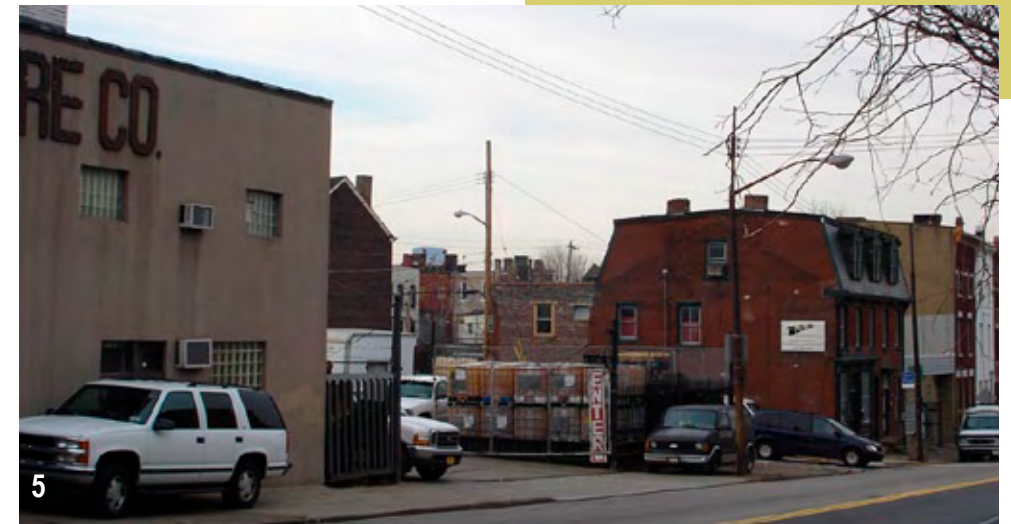
(5) Other inconsistencies, such as this light industrial use in the residential Lawrenceville portion of the Corridor, should be relocated to more appropriate areas.

(6) Some advertising, such as this auto-oriented billboard located nearly at pedestrian height, should be reconfigured or preferably eliminated.

RECOMMENDATIONS

3.

PRESERVE AND ENHANCE
NATURAL AND BUILT
CULTURAL ASSETS;
PHASE OUT INCONSISTENT
USES AND FORMS



RECOMMENDATIONS

4.
ORGANIZE THE PUBLIC
REALM AND CREATE
OPPORTUNITIES FOR
OUTDOOR ACTIVITY

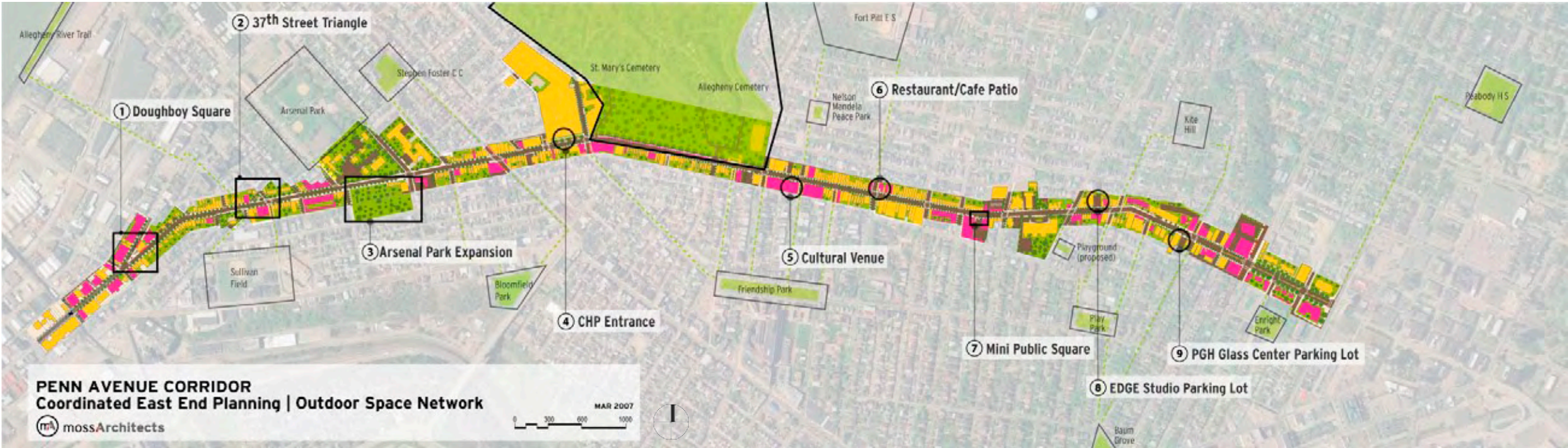
Some sections of the Corridor offer good quality public amenities. However there are many gaps and long stretches of Penn Avenue that lack basic amenities such as trees, benches, bus shelters and landscaping. Sidewalks currently constitute the primary public space along Penn Avenue. Although there are parks in adjacent neighborhoods and East Liberty is developing a public plaza, the Corridor currently does not offer any public spaces for pausing and gathering beyond Doughboy Square. Numerous vacant lots and surface parking lots have the potential to be sites for an assortment of new public spaces that can accommodate street markets, small parks, playgrounds as well as restaurant and café terraces.

The Penn Avenue public realm should include a clear area for **pedestrian circulation, merchandising zones** for outdoor display or restaurant seating, and a defined domain for **street trees, furniture and other amenities**.

Wayfinding to neighborhood parks: Street trees on streets leading to local parks should be differentiated by their species/leaf; differentiated paving or other creative, permanent solutions on streets leading to local parks. New uniform signage for amenities could include child height signage for Children’s Hospital users.

Details about the following improvements and additions to the Corridor’s public and private space network may be found within each District section:

- 1. Doughboy Square (renovation)
- 2. 37th Street Triangle (potential for a new parklet on the triangle lot at 37th currently identified as a street crime hot spot by stakeholders)
- 3. Extend Arsenal Park up to and across Penn Avenue
- 4. Children’s Hospital of Pittsburgh (plans include open space with public sculpture at Penn Avenue frontage)
- 5. Cultural venue (opportunity for outdoor performance space on current parking lot)
- 6. Restaurant/café patio (infill on current vacant lot should include outdoor patio space)
- 7. Mini public square/rest area (potential to create small public space in current large parking lot)
- 8. EDGE Studio parking lot (opportunity for architecture/art-centric outdoor activities)
- 9. PGH Glass Center parking lot (opportunity for glass/art-centric outdoor activities)



The Penn Avenue Corridor must reconcile the requirements of a major thoroughfare with the safety and access needs of local foot and bike traffic. Several intersections are currently unsafe from a pedestrian and cyclist standpoint, as well as being confusing for drivers. As Penn Avenue develops into a regional commercial, institutional and entertainment destination, its parking needs must also be reassessed and a strategy proposed that accommodates parking without compromising desired character. In recent years, a new parking paradigm has emerged that is based on parking management rather than supply. This new approach seeks to optimize parking resources while supporting wider urban planning and design objectives. Various parking management strategies can be combined to reduce the overall number of parking spaces needed. Additional benefits of this approach can include reduced development costs and increased affordability, improved quality of service, revenue generation, increased flexibility of facility location and design, improved walkability and transit support, and assorted environmental and aesthetic advantages.

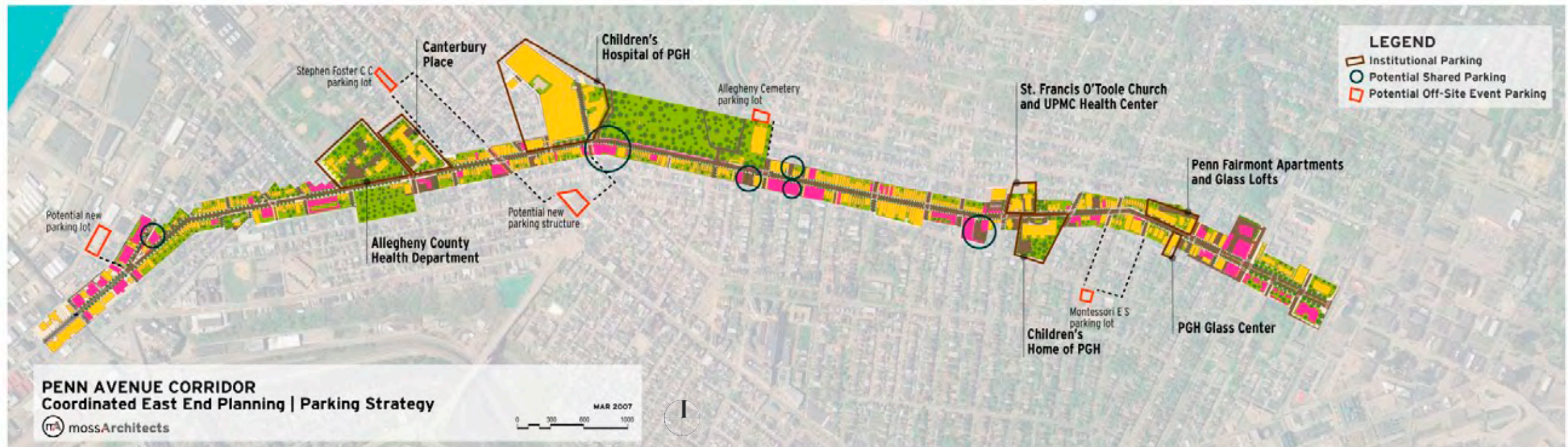
Each of the three districts along the Corridor should have an Integrated Parking Plan that defines existing and anticipated needs, establishes a clear evaluation framework, identifies and evaluates options and offers an implementation plan. These parking plans should conform to the Penn Avenue Urban Design Plan's overall vision and goals. Currently, the Penn Main Business Area is the only section of the Corridor with a preliminary plan.

- Surface parking lots along Penn Avenue should be “greened and screened” (see Penn Avenue Design Guidelines p.C11)
- Off-street parking should be at the back of buildings to maintain continuity of building frontage
- On-street parking requires less land area (144-200 square feet per space) than off-street parking
- Buildings along the Corridor should not be demolished to make way for surface parking lots
- Access and egress onto Penn should be limited as they reduce the number of on-street parking spaces and are dangerous for pedestrians and cyclists
- Identify parking needs and situate off-street parking lots nearby
- Favor short-term parking (30 minutes/90 minutes/2 hours) along Penn to ensure regular turnover; Longer-term parking should be located off the Avenue
- Encourage shared parking lots; make private lots available for public use in off-hours
- In designated areas, start off with large landscaped surface parking lots and replace with parking structures later, possibly including dedicated shared-car areas
- Consider consistent signage and maps indicating parking system (including bike parking)
- Efficient use of parking facilities: ensure that parking facilities are used for priority uses (deliveries, customers) and maintain parking use at about 85% (adjust rates to achieve this)
- Special rates for evenings, weekends

RECOMMENDATIONS

5.

COORDINATE
MULTIPLE MODES OF
TRANSPORTATION ALONG
THE CORRIDOR;
CREATE AN INTEGRATED
PARKING PLAN SPECIFIC
TO EACH DISTRICT





East End Planning: Penn Avenue Corridor Master Plan

Arsenal District

SECTION B1

SITE CONTEXT

INTRODUCTION

EXISTING LAND USE



introduction

The easternmost section of the Penn Avenue Corridor, the Arsenal District, extends from Doughboy Square to Fisk Street and is named for the site of the former Allegheny Arsenal, located between 39th and 40th Streets, stretching from Penn Avenue to the Allegheny River. This district breaks down into three smaller areas: the Doughboy Square Gateway, the Residential Area between 35th and 39th Streets and the 40th Street Institutional Area between 39th and Fisk Streets.

As the western entry to the Penn Avenue corridor study area, the Doughboy Square Gateway is a unique and distinctive urban threshold within the city's street patterns. The heart and focal point of Doughboy Square is the historic Pennsylvania National Bank building which diverges Penn Avenue from Butler Street. Penn continues east uphill toward Bloomfield while Butler is a level route northeast into Lawrenceville.

The public realm created at this 'Y' intersection is a natural landmark within the neighborhood of Lawrenceville despite its current condition - numerous vacant lots, vacant & dilapidated properties and an inhospitable pedestrian/vehicular traffic pattern. New businesses are beginning to regain a foothold in scattered storefronts on Butler Street only two blocks east of Doughboy Square, which points to a great potential for the Square itself to reinvent its mixed-use identity and become a formal gateway to the entire corridor. Over time this gateway district may extend a block to the west toward downtown and the 33rd Street overpass, a physical gateway structure.

The Residential Area lies up the hill to the east of Doughboy Square, a break between the grittiness of the Strip District and mixed-use bustle of the Hospital District. Through this Area, Penn acts as a zipper between quiet, stable neighborhoods to the north and south; a few appropriate and inappropriate commercial uses currently coexist with the single-family and row homes along the Corridor itself. Within the 40th Street Institutional Area, the park-like campuses of the Allegheny County Health Department and Canterbury Place signal yet another change of character, providing a buffer zone for the residential neighborhood to the west and an attractive gateway to those approaching Penn Avenue from the north on 40th Street.

existing land use

Of Penn Avenue's three Districts, the Arsenal District is the most residential in character. The housing stock in the Arsenal District comprises mostly townhouses and single-family detached houses of varying condition. As a place to live, the District benefits from its proximity to the Strip District, Downtown and Route 28, a major arterial to points north. Its attractiveness as a residential investment location is also bolstered by Butler Street's revitalization. In the past ten years, Lower and Central Lawrenceville's home appreciation was the second highest in the city, rising 8 percent annually. ("Real estate prices higher in some places," Pittsburgh Post-Gazette, November 2, 2007.)

The residential character on Penn Avenue is interrupted by older light industrial and service establishments. These uses are inconsistent with the overall character of this portion of Penn Avenue. Parcels containing these incompatible commercial uses offer a valuable redevelopment opportunity.

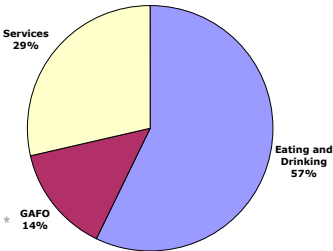
While memorable and significant, Doughboy Square (from 33rd Street to 35th Street) itself is a development challenge. Vehicular and pedestrian access and circulation are confusing at this location. The one-way street system in the Strip complicates a direct eastbound route from Downtown to Doughboy Square. Parcels are small and irregular in shape making site assembly, development and parking more difficult.

There are two eating and drinking establishments in the Arsenal District and limited shoppers goods and service space. The Arsenal District is not a shopping destination. Arsenal District residents are well served by the Butler Street commercial district, Downtown, the Strip District, Liberty Avenue in Bloomfield and East Liberty retail.

Retail and Service Space Distribution
Arsenal District
~7,000 Square Feet

Source: ZHA, Inc.

* GAFO: Retailers selling general merchandise, apparel, furniture and other department store-type goods.



Butler Street is Lawrenceville's most-retailed street, and the locus of much of the Design Zone-inclined retail. Butler Street retail primarily serves the needs of residents within a five-minute drive, though the Design-Zone retailers draw from a broader geography. The proximity to services available on Butler is a locational asset to Arsenal District residents. Butler Street also limits the potential for retail on Penn Avenue in the Arsenal District.

North/south vehicular access to the Arsenal District is very limited. 40th Street is a major north/south thoroughfare because it crosses the Allegheny River to Route 28. The 40th Street intersection with Penn Avenue contains Canterbury Place (an elderly housing complex) on the northeast corner, a gas station on the southeast corner, a fire station on the southwest corner and the Allegheny County Health Department Campus on the northwest corner. The Health Department's Campus serves as a transition point between the Arsenal and Hospital Districts.

The 40th Street and Penn Avenue intersection is one of the most important intersections along Penn Avenue. While this could be a prominent gateway to the Arsenal District (and the Hospital District), the land uses on the southern corners of the 40th and Penn Avenue intersection (a gas station and a fire station) do not signal "gateway".



SITE CONTEXT

STRENGTHS AND WEAKNESSES:
MARKET PROFILE AND URBAN DESIGN

These issues and opportunities were defined through a series of public meetings and interviews with community stakeholders.



40th institutional street area 39th to Fisk St

MARKET

- + Transition point between Arsenal and Hospital districts
- + 40th Street a major north/south thoroughfare along Penn Avenue
- + Could be a prominent gateway to both districts
- Land uses on southern corners of 40th do not signal "gateway"
- Major daytime activity anchor is in campus setting

URBAN DESIGN

- + Mature tree canopy and stone wall
- + Campus-like character of Allegheny County Health Department campus
- Gas station serves as visual terminus when approaching Penn on 40th Street
- Lack of connection through ACHD campus to Arsenal Park
- Perception of street crime near 39th St

doughboy square gateway Penn and Butler intersection

MARKET

- + Memorable and historic
- + Vacant parcels present attractive redevelopment opportunities
- Small, irregularly-shaped parcels make development/parking difficult
- One-way streets in Strip prohibit direct eastbound route from Downtown to Doughboy Square
- Retail potential limited because Butler Street has captured area retail investment momentum

URBAN DESIGN

- + Width of buildings, setback and massing on south side
- + Doughboy Square landmark
- Many vacant lots, especially on north side
- Most existing buildings are vacant or underutilized and in need of work
- Doughboy Square lacks definition and identity
- Landscape/hardscape old and inconsistent
- Lacking bus shelter and other pedestrian amenities
- Pedestrian safety an issue at intersection
- Traffic lanes confusing for traffic and cyclists

residential area 35th to 40th St

MARKET

- + Proximity to Downtown, Strip, Butler Street
- + Parcels containing inconsistent commercial uses offer valuable redevelopment opportunities
- North/south access is limited

URBAN DESIGN

- + Views of the north hills down many side streets
- + Pedestrian scale
- + Several good corner storefronts
- Incompatible uses on large parcels (south side)
- Underutilized and/or vacant storefronts
- Neglected open space
- High-speed traffic
- Street canopy hindered by overhead utilities
- Street dark at night
- Perception of street crime, especially near 36th and 39th St
- Stormwater flooding, with notable accumulation between 36th and 37th St



SITE CONTEXT

DOUGHBOY SQUARE

GATEWAY

34TH - 35TH STREETS



34TH STREET

35TH STREET

Large missing “teeth” resulting in lack of definition of “square”

Closed up storefronts create an unattractive pedestrian environment and are counterintuitive to promoting a safe pedestrian environment.

Doughboy statue: inaccessible underutilized plaza space

Good renovation and reuse of historic landmark: Pennsylvania National Bank Building

Townhouses developed by the Lawrenceville Corporation



SITE CONTEXT

RESIDENTIAL AREA
35TH - 36TH STREETS



35TH STREET

inconsistent use:
billboard

infill single-family home
inappropriately addresses
Street with garages

Future infill housing
Lawrenceville Corporation

Original residential
townhouses

closed up storefronts
turn back to street and
are counterintuitive to
promoting a safe pedestrian
environment

Stephen Foster House

36TH STREET

LIGONIER STREET



SITE CONTEXT

RESIDENTIAL AREA
36TH - 38TH STREETS



closed up storefronts turn back to street and are counterintuitive to promoting a safe pedestrian environment

vacant triangle of land; identified by stakeholders as crime hot spot

36TH STREET

37TH STREET

Stephen Foster House: in landscaped park-like setting, residential use

closed up storefronts break connection to street and hinder safe pedestrian experience.

"missing-tooth" vacant lot creates inconsistent pedestrian environment

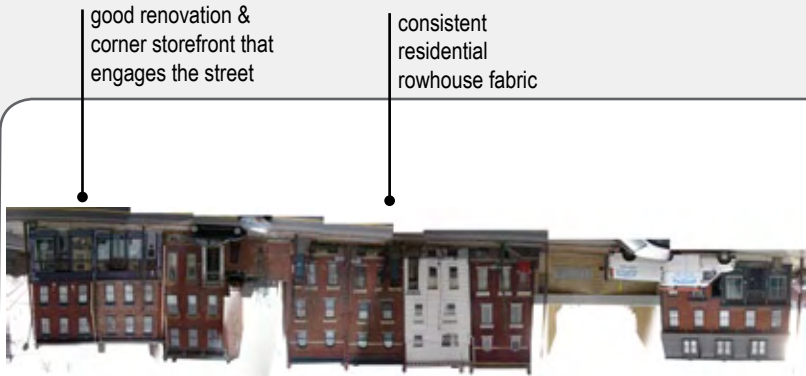


SITE CONTEXT

RESIDENTIAL AREA
37TH - 38TH STREETS



infill townhouses



good renovation &
corner storefront that
engages the street

consistent
residential
rowhouse fabric

37TH STREET

38TH STREET

SITE CONTEXT

RESIDENTIAL AREA
38TH - 39TH STREETS



38TH STREET

Good example of storefront renovation

Inappropriate scale

Mixed-use building “wraps” the corner but is closed off from the pedestrian realm

closed up storefronts turn back to street and are counterintuitive to promoting a safe pedestrian environment

39TH STREET

Inconsistent use that creates a poor pedestrian environment

Inappropriate scale



SITE CONTEXT

40TH STREET
INSTITUTIONAL AREA
39TH - 40TH STREETS



39TH STREET

closed up storefronts
turn back to street and
are counterintuitive to
promoting a safe pedestrian
environment

Neighborhood Asset: Historic
stone wall.

Chain-link fence around
interior parking lots detracts
from park-like character

Allegheny County Health
Department campus

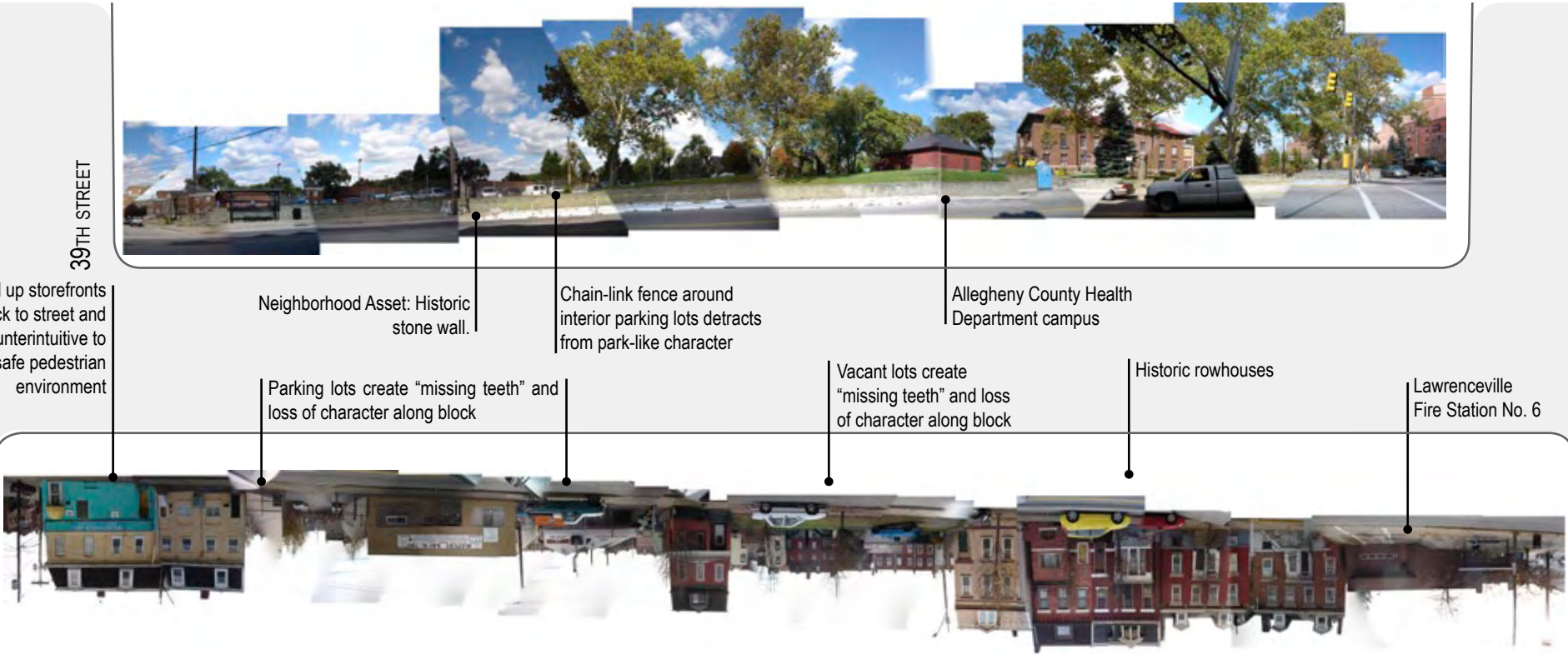
Parking lots create "missing teeth" and
loss of character along block

Vacant lots create
"missing teeth" and loss
of character along block

Historic rowhouses

Lawrenceville
Fire Station No. 6

40TH STREET



SITE CONTEXT

40TH STREET
INSTITUTIONAL AREA
40TH - FISK STREETS



Canterbury Place campus



gas station sign serves
as visual terminus to
40th Street

Gas station configuration
leaves corner empty.

40TH STREET

FISK STREET

market vision

Doughboy Square is at the intersection of Penn Avenue and Butler Street between 33rd and 35th Streets. With its landmark status, unique physical configuration and its proximity to Downtown, the Strip, and Butler Street, it has the potential to leverage its “address” into an economic asset. Doughboy Square has the potential to be a compact mixed-use, housing and office district.

Between 35th Street and the Allegheny County Health Department Campus, Penn Avenue has the potential to be a premiere residential neighborhood attractive for its a) housing stock, b) proximity to Downtown, the Strip and Butler Street and c) proximity to Children’s Hospital, a major employer.

The Allegheny County Health Department Campus represents one of the few semi-public open spaces along Penn Avenue. With redevelopment and additional investment in green streetscape, the 40th Street/Penn Avenue intersection and the blocks between 39th and Fisk Street have the potential to serve as a gateway to both the Arsenal District’s Residential Area and the Hospital District. The ultimate land use mix of this gateway ranges from office buildings to higher density multi-family housing – both of which are acceptable given the environs. As envisioned, redevelopment between 39th and Fisk St. will include green space to complement the Allegheny County Health Department Campus.



There is the potential for 200 to 365 market rate and affordable residential units on the entire Penn Avenue Corridor. Approximately one-third of this potential is for single family attached and detached housing units (60 to 120 units).

Among the three Penn Avenue Corridor Districts, the Arsenal District is best positioned to attract empty nesters and families because of its locational advantages and its current economic position as a stable residential neighborhood. The residential products best suited for the Arsenal District are for-sale townhouses, loft apartments and condominiums. The Arsenal District has the potential to capture 60 percent of the Corridor’s single family attached and detached market potential or 50 to 70 single family units. This District also has the potential to capture 10 percent of the Corridor’s multi-family housing growth. Such a capture translates into between 14 and 25 multi-family units.

Doughboy Square’s proximity to Downtown and the Strip and its unique and attractive buildings and environment make it an appealing location for tenants seeking “cool space” office. “Cool space” is defined as commercial real estate in walkable urban neighborhoods, where sidewalks and a traditional street grid promote pedestrian traffic and urban density. Cool space often exists in older buildings and spaces converted from other land uses.

Arsenal Park is a strong asset for the Penn Avenue Corridor in general and the Arsenal District in particular, though it is cut off from direct access to Penn Avenue by the ACHD campus. This view is looking southeast toward the ACHD and Canturbury Place campuses. The original c1815 Allegheny Arsenal powder magazine building is visible at center left.

The Corridor as a whole has the potential to support 20,000 to 30,000 square feet of this type of office space over the next five years. The Arsenal District, in particular Doughboy Square, has the potential to capture 30 percent of the Corridor’s potential or 7,600 square feet of this type of office over the next five years.

Small, owner-occupied office development is most likely in the near term. Professional service establishments like architects and lawyers, information and technology firms are strong candidates. Establishments in these industries are often attracted to mixed-use neighborhood environments. Parking will be a challenge at Doughboy Square given lot configurations and sizes. Off-street parking could be an important asset to private investors.

The area between 39th and Fisk Street across from the County Health Department Campus and Canterbury Place is also an attractive long term office location because of the 40th Street access and proximity to the Hospital District. Office development at this location would require the redevelopment of existing land uses.

Doughboy Square, while recognizable and memorable, is not a natural retail location. Existing retail clusters on Butler Street, the Strip District, Liberty Avenue, and East Liberty are better positioned to serve the retail market. Vehicular access is problematic at Doughboy Square. Many of the properties abutting the Square are small with little room for off-street parking. Finally, because of its small size, even with new infill office development, there is not a sufficient daytime population to support a significant amount of retail at this location.

For many of the same reasons cited for Doughboy Square, there is very little retail development potential in the remainder of the Arsenal District. Existing commercial clusters are already serving Arsenal District residents. Of the Penn Avenue Corridor’s 35,600 square feet of retail potential, the Arsenal District is projected to capture only 490 square feet (the equivalent size of a café). The near term opportunity is not retail but to strengthen the Arsenal District neighborhood niche with new residential infill.

SITE CONTEXT

MARKET VISION
ECONOMIC POSITION



Proximity to the Strip District and Downtown Pittsburgh is a major market advantage for Doughboy Square and the Arsenal District.

district-wide economic position

ZHA analyzed the market for new and/or significantly rehabilitated market rate and affordable housing on the Penn Avenue Corridor. Market rate units are affordable to households earning in excess of \$35,000 per year. Affordable housing units are affordable to households earning more than \$15,000 and less than \$35,000 per year. Housing development opportunities are a function of household growth and households moving within the market. Given household growth trends, the primary residential market area for Penn Avenue is Allegheny County households.

The household types most likely to be attracted to a Penn Avenue location are households with urban tastes and preferences (“urban lifestyles”). Target markets within this group include empty nesters, young singles and couples, and small or non-traditional families.

RECOMMENDATIONS

DOUGHBOY SQUARE
GATEWAY

economic position

A mixed-use District recognized for its unique “Y” configuration serving as a gateway to the Strip District and Butler Street commercial districts.

Market vacant buildings and sites at the “Y” intersection to area businesses. In the near term, existing buildings on the “Y” at Doughboy Square are most attractive for office use. Vacant land at Doughboy Square offers opportunities for build-to-suit office development, as well.

Improve the vehicular and pedestrian circulation system at Doughboy Square to make it less confusing and dangerous. Doughboy Square currently operates as a crossroads and it does this fairly poorly. To attract investment the Square’s circulation must be improved.

Invest in streetscape to improve Doughboy Square’s appearance and to reinforce its landmark status. Unique streetscape will re-enforce Doughboy Square’s unique identity. As a gateway to both the Penn Avenue Corridor and Butler Street, its appearance must be upgraded. Investment in quality streetscape signals the public and non-profit community’s commitment to a target area’s revitalization.



The vacant lots on the north side of Doughboy Square are key development opportunities.



The square itself should be emphasized as a pedestrian-friendly public space.

doughboy square as western gateway to penn avenue corridor

The western entry point to the Penn Avenue Corridor and threshold to Lawrenceville, Doughboy Square makes a strong impact with the Doughboy statue and Pennsylvania National Bank building as focal points. The surrounding area includes new residential units, offices and the midpoint of the 16:62 Design Zone.

appropriate uses

Several key properties at Doughboy Square are crucial to the the square’s form. With the commercial energy on Butler Street reenergizing and the distinctive character of the square there is a good opportunity to recreate a commercial business core in this area. While there is opportunity for street level storefront retail and restaurants, the majority of new development in this area should be focused on new residential units. New residential has the ability to pick up on the existing strength of the area. Any redeveloped storefronts and commercial buildings should be done in a way that allows for flexible uses.

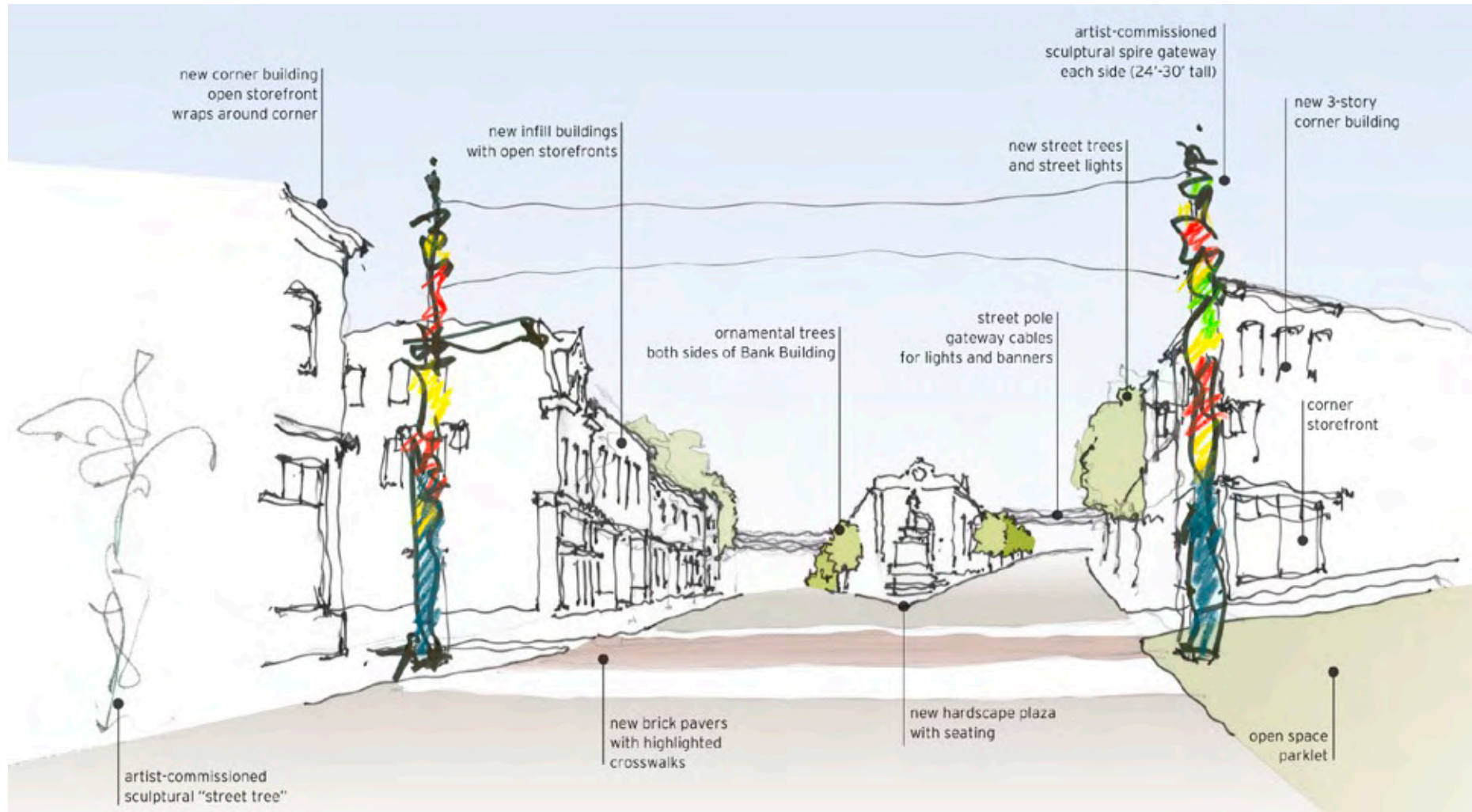


Sketch from the Urban Design Workshop illustrating Penn Avenue at Doughboy Square, if fully built-out and occupied.

- Preserve character and extant buildings of Doughboy Square; flexible space to support office and ground floor retail.
- Reopen ground floor glass storefronts.

building massing/height

- New buildings in Doughboy Square should build upon existing contextual scale and LNC zoning of two- and three- story buildings.
- New construction should work to reinforce and emphasize the Pennsylvania National Bank building.
- Historic zero lot line setbacks must be held to reinforce urban character of the street.



RECOMMENDATIONS

DOUGHBOY SQUARE GATEWAY

streetscaping

New streetscaping and public art will help reshape the urban space and define the pedestrian realm:

- New street trees - pull together a Street Tree Master Plan for the Doughboy Square area to determine which trees should remain, where new trees are planted and a planting schedule.
- Maintain and fill out rows of ornamental street trees adjacent to the historic Pennsylvania National Bank building.
- Artist-commissioned figurative gateway poles at 34th Street, designed to stand on their own or hold an overhead banner spanning Penn Avenue.
- Sculptural industrial “street trees” as a transition from historic Doughboy Square to gritty Strip District.
- Consistent, traditional street lighting package should be developed to emphasize historic nature of the square.
- Phase out billboards and other large-scale advertisements in this area with the exception of sign banners.
- Institute a system of wayfinding to neighborhood parks (use signage and/or different species of trees to accomplish this goal).

infrastructure/transportation

- 34th Street becomes one-way away from Penn; one component to reduce confusion and dangerous conditions at Doughboy Square intersection.
- Ensure all proposed above-grade infrastructure improvements (paving, lighting, street furniture, etc.) include artist input in design and implementation.
- New traffic signaling and stopping points to better enable pedestrian access across Penn & Butler.
- New decorative street paving that helps to slow traffic and define Doughboy Square.
- Create an Integrated Parking Plan to define existing and anticipated needs, establish a clear evaluation framework, evaluate options and offer an implementation plan, which should conform to the overall urban design vision and goals of the Penn Avenue Corridor.

RECOMMENDATIONS

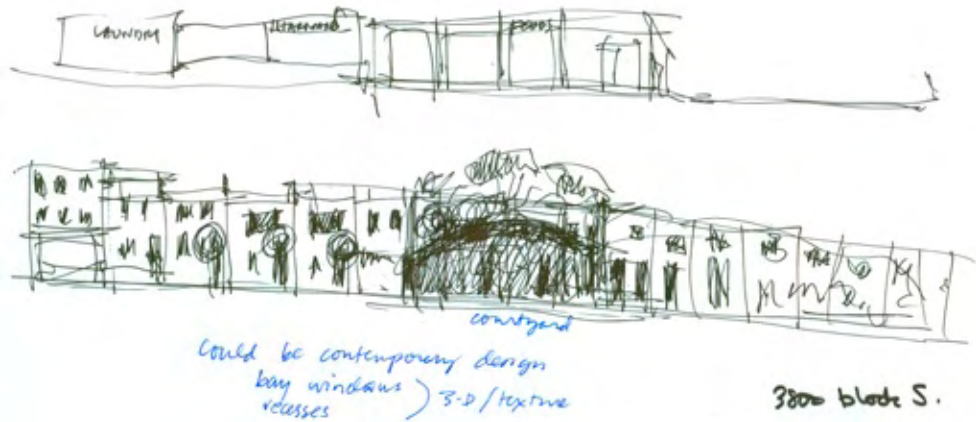
RESIDENTIAL AREA

economic position

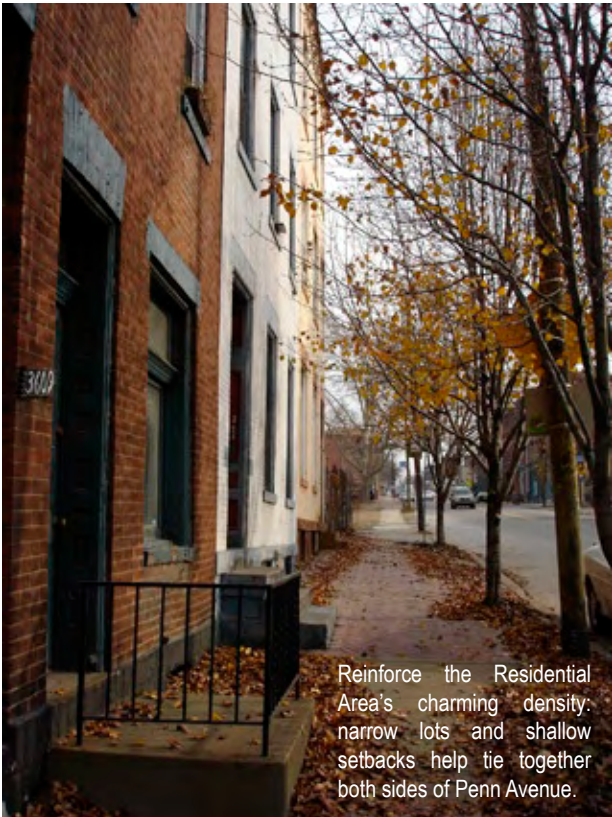
Premiere residential neighborhood comprising mostly owner occupied, single family detached and townhouse units.

The public and/or non-profit sector must identify near term residential redevelopment sites and apply financial incentives to encourage redevelopment. New infill residential development will strengthen the Residential Area's neighborhood character. As part of this strategy consider both adaptive re-use of older commercial buildings and site redevelopment if the buildings do not prove reusable. Financial incentives may include low interest loans and grants to existing property owners interested in pursuing redevelopment. Incentives may also involve buying property to create sites large enough to justify redevelopment.

The public and/or non-profit sector must invest in improving the appearance of select locations in the Arsenal District. Target locations for investment include Doughboy Square (streetscape and pedestrian circulation improvements), the vacant triangle of land at 37th Street (public art and greening) and the 40th Street/Penn Avenue intersection ("gateway" improvements like signage). Each of these areas are highly visible and in need of improvement.



Sketch elevations of potential new development in the 3800 block of the Residential Area. Created during the Urban Design Workshop.



Reinforce the Residential Area's charming density: narrow lots and shallow setbacks help tie together both sides of Penn Avenue.

appropriate uses

As Penn Avenue climbs the hill it bisects two strong residential neighborhoods. There is limited opportunity along this slope for continuous commercial development. There are, however, several properties on which new multi-family residential development can be introduced to strengthen the residential character of this area and help to knit together the neighborhoods on either side of the corridor.

- Preserve Stephen Foster house and grounds.
- New residential construction in this area should be low-medium density: two- to four-story condo/loft buildings as well as more street-focused townhouse units.
- Relocate inconsistent industrial and automotive service uses.
- Reopen ground floor glass storefronts of existing commercial buildings.

building massing/height

- New structures in the residential area should range from two to four stories, depending on surrounding existing buildings.
- New construction should support the urban residential feel of the area, with some front and side setbacks of no more than 5-15 feet. See the companion Penn Avenue Corridor Design Guidelines for further guidance.

streetscaping

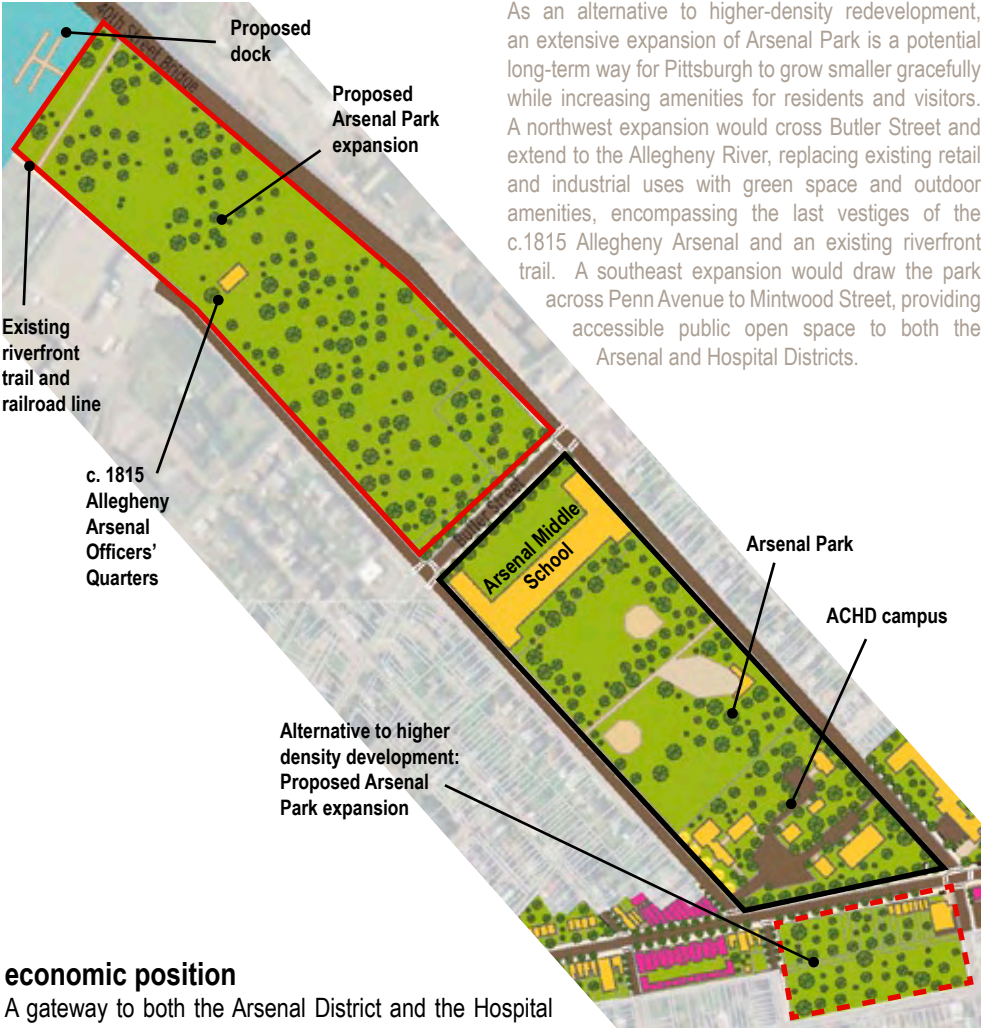
New streetscaping and public art will help reshape the urban space and define the pedestrian realm:

- Street trees - pull together a Street Tree Master Plan for the Residential area to determine which trees should remain, where new trees are planted and a planting schedule.

- Phase out billboards and other large-scale advertisements in this area.
- Revamp vacant triangle of land at 37th Street (landscaping, lighting, sculpture, place to pause and enjoy Foster House) This parcel is currently identified by the community as a crime hot spot but could be a highlight along the Corridor.
- Install bus shelters where noted on map; Install bike racks, benches and sculptural art pieces at 37th Street parklet.
- Institute a system of wayfinding to neighborhood parks (use signage and/or different species of trees to accomplish this goal).

infrastructure/transportation

- Add traffic signal at 37th Street as a traffic calming measure and to increase connectivity across the avenue [bonus of being beside a park and with a view of Stephen Foster House].
- Calm traffic on residential slope though most of this district, provide safer crossing point for pedestrians.
- Ensure all proposed above-grade infrastructure improvements (paving, lighting, street furniture, etc.) include artist input in design and implementation.
- Create an Integrated Parking Plan to define existing and anticipated needs, establish a clear evaluation framework, evaluate options and offer an implementation plan, which should conform to the overall urban design vision and goals of the Penn Avenue Corridor.
- Implement a consistent street lighting package to address both the residential and major-through-street character of Penn Avenue in this area.



As an alternative to higher-density redevelopment, an extensive expansion of Arsenal Park is a potential long-term way for Pittsburgh to grow smaller gracefully while increasing amenities for residents and visitors. A northwest expansion would cross Butler Street and extend to the Allegheny River, replacing existing retail and industrial uses with green space and outdoor amenities, encompassing the last vestiges of the c.1815 Allegheny Arsenal and an existing riverfront trail. A southeast expansion would draw the park across Penn Avenue to Mintwood Street, providing accessible public open space to both the Arsenal and Hospital Districts.

economic position

A gateway to both the Arsenal District and the Hospital District and a transition area between the residential neighborhood and the mixed-use commercial district.

In the near term, reinforce the gateway function at 40th Street and Penn Avenue by investing in streetscape and landscape improvements as well as attractive signage. Currently, the corner of 40th Street and Penn Avenue is not attractive on the southern side of Penn Avenue. This intersection is one of the Arsenal District's (and Hospital District's) front doors.

Allow for higher density office and/or residential redevelopment between 39th and Fisk Streets. From a market perspective, there is a higher and better use for the Penn Avenue south land between 39th and Fisk Streets. If and when redevelopment occurs this property is best positioned for higher density residential or office uses.



Mature Sycamore trees on the Allegheny County Health Department and Canterbury Place campuses are neighborhood assets that should be preserved.

building massing/height

At the 40th Street Gateway, the most important interventions will be on the south side of Penn Avenue, since the northern corners of the intersection are occupied by the Allegheny County Health Department and Canterbury Place campuses. The current gas station site should be reorganized so that a two- to three-story commercial building is at the corner, and any changes made to the Fire Department site on the opposite corner should preserve its low-rise zero lot line setback massing.

streetscaping

- We recommend new streetscaping to help reshape the urban space and define the pedestrian realm:
- Maintain existing mature trees on the Allegheny County Health Department and Canterbury Place campuses; fill in street trees on both sides of Penn Avenue
 - Create a comprehensive public realm lighting plan for the entire Institutional Area.
 - Create a street furniture package; include an artist in planning.
 - Institute a system of wayfinding to neighborhood parks; use a different species of tree to guide pedestrians beyond ACHD campus to Arsenal Park.

infrastructure/transportation

- Install bus shelters; Install bike racks and benches between 39th and 40th Streets.
- Ensure all proposed above-grade infrastructure improvements (paving, lighting, street furniture, etc.) include artist input in design and implementation.
- Create an Integrated Parking Plan to define existing and anticipated needs, establish a clear evaluation framework, evaluate options and offer an implementation plan, which should conform to the overall urban design vision and goals of the Penn Avenue Corridor.
- Introduce better signage, bike lanes and paths.

40th street as important intersection

- 40th Street is a major entry point from the north with heavy traffic to and across Penn Avenue due to the 40th Street Bridge across the Allegheny River
- To emphasize the intersection's importance, reorient the gas station on southeast corner to place the gas pumps at the rear of the site, with the building on the corner.

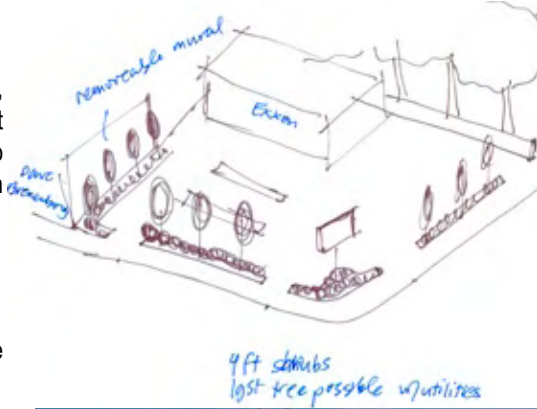
appropriate uses

To emphasize the Allegheny County Health Department campus' function as a break and transition point between the Arsenal and Hospital districts as well as its attraction as part of Arsenal Park, greenspace should be extended across Penn Avenue to the south, replacing vacant lots and inconsistent commercial uses with additional green space.

RECOMMENDATIONS

40TH STREET
INSTITUTIONAL AREA

Below: Sketch created during the Urban Design Workshop illustrating a potential first step in recreating and improving the existing gas station at 40th Street (Bottom).





East End Planning: Penn Avenue Corridor Master Plan

Arts District

SECTION B3

SITE CONTEXT

INTRODUCTION
EXISTING LAND USE

introduction

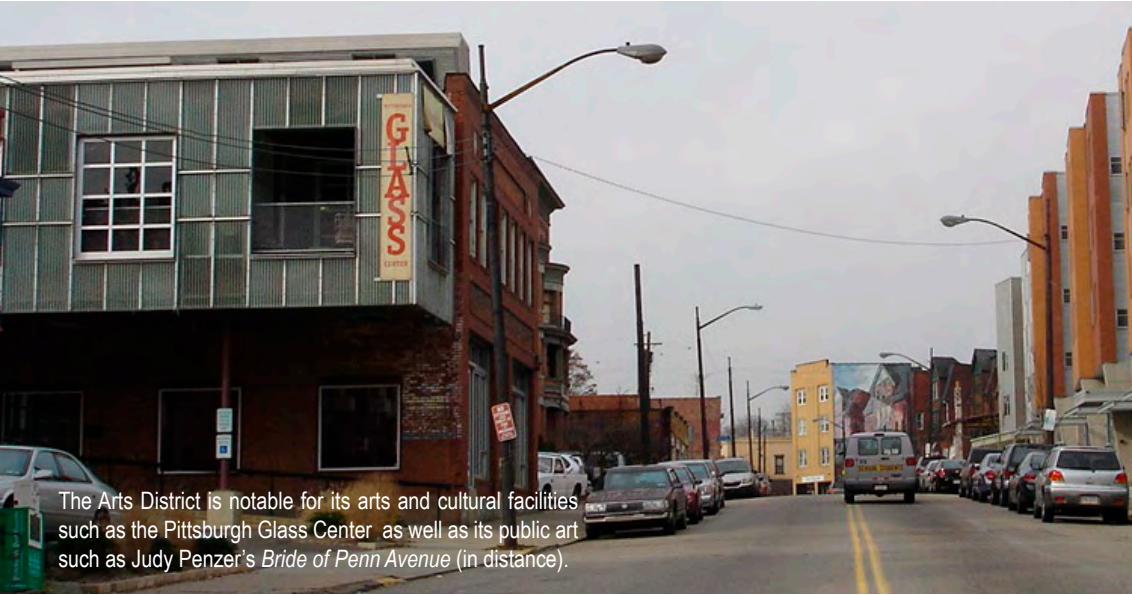
The Arts District is the stretch of Penn Avenue between Mathilda Street and Euclid Avenue (Penn Circle West) and breaks down into four areas: The Arts Commercial Area from Mathilda to Atlantic, the Institutional Area from Atlantic to Aiken, the Showroom Area from Aiken to Negley, and the Negley Gateway, between Negley and Euclid.

Penn and Mathilda is an important intersection, at the midpoint of the 2.25 mile Corridor study area and the western entrance to the Arts Commercial area of the Arts District. The scale and character of Penn Avenue changes quickly as the cemetery ends and the dense, narrow (20 to 25-foot-wide) building facades form the next 4-5 block stretch of Penn Avenue. The Arts Commercial area tends to hold a more historic character than other portions of the corridor. While there may not be many historically-significant individual structures, the area as a whole has maintained a character that is conducive to strong pedestrian-oriented commercial development due to the smaller, repetitive storefronts. This storefront character should be encouraged and emphasized to the greatest extent possible.

The long block between Atlantic and North Aiken on Penn Avenue - the Institutional Area - is a distinct pause in the fabric and scale of the Corridor with several larger scale sites and institutional uses such as the new Children's Home and the St. Lawrence O'Toole complex. This stretch is also notable for being the high point of the Corridor at 980 ft above sea level and sitting between two of the four "kinks" in the Avenue. The close proximity of these two bends reinforces the natural pause in the Avenue's character as we pass from one section to another.

As Penn Avenue bends and dips through the Showroom Area, the road widens from 35 to 60 feet. Wider lot size, longer building façade lengths and deeper setbacks from the street, particularly beyond Roup Street, provide for a memorable framed view of East Liberty. Because of this change in physical character the Showroom Area maintains a commercial sensibility, yet is distinctly different than the Arts Commercial Area. Developing a continuous pedestrian-oriented commercial district through this area is more difficult than in the Arts Commercial Area because of the larger storefronts and wider street crossings, but opportunities exist here for larger-scale art, cultural and commercial venues.

The Penn-Negley intersection, the eastern gateway to the Corridor, is a key location for development, with vacant and under-used parcels on the NW, SW and SE corners. New townhouses and renovated apartments of New Pennley Place at the northeastern corner set a positive tone for future development for this potentially great signature gateway. The residential uses between Negley Avenue and Euclid Avenue provides a quiet transition from the Arts District to East Liberty, at one time the third largest commercial center in Pennsylvania, and the current subject of an immense redevelopment effort. Strong design guidelines will help maximize the potential of this strategic transition area.



existing land use

The Arts District has broad mix of retail, residential, office and light industrial property. The Penn Avenue Arts Initiative actively works to locate artists as well as arts-related and conventional businesses in this area. As a testament to the effectiveness of this Initiative, there are a number of artists' studios, galleries and arts-related businesses in this portion of Penn Avenue.

According to a windshield survey, ZHA estimates that there are 54,000 square feet of retail/service space in the Arts District. The Arts District contains a number of storefronts, yet many of them are vacant or are being used for non-retail uses.

Retail is challenging within the Arts District because of its weak north-south access, close-in competing areas, and the lack of daytime employees.

- The Arts District can be broken down into four zones:
- The Arts Commercial Area between Mathilda Street and Atlantic Avenue;
 - The Institutional Area between Atlantic Avenue and Aiken Street;
 - The Showroom Area between Aiken Street and Negley Avenue; and,
 - The Negley Gateway Area between Negley Avenue and Euclid Avenue (Penn Circle West)

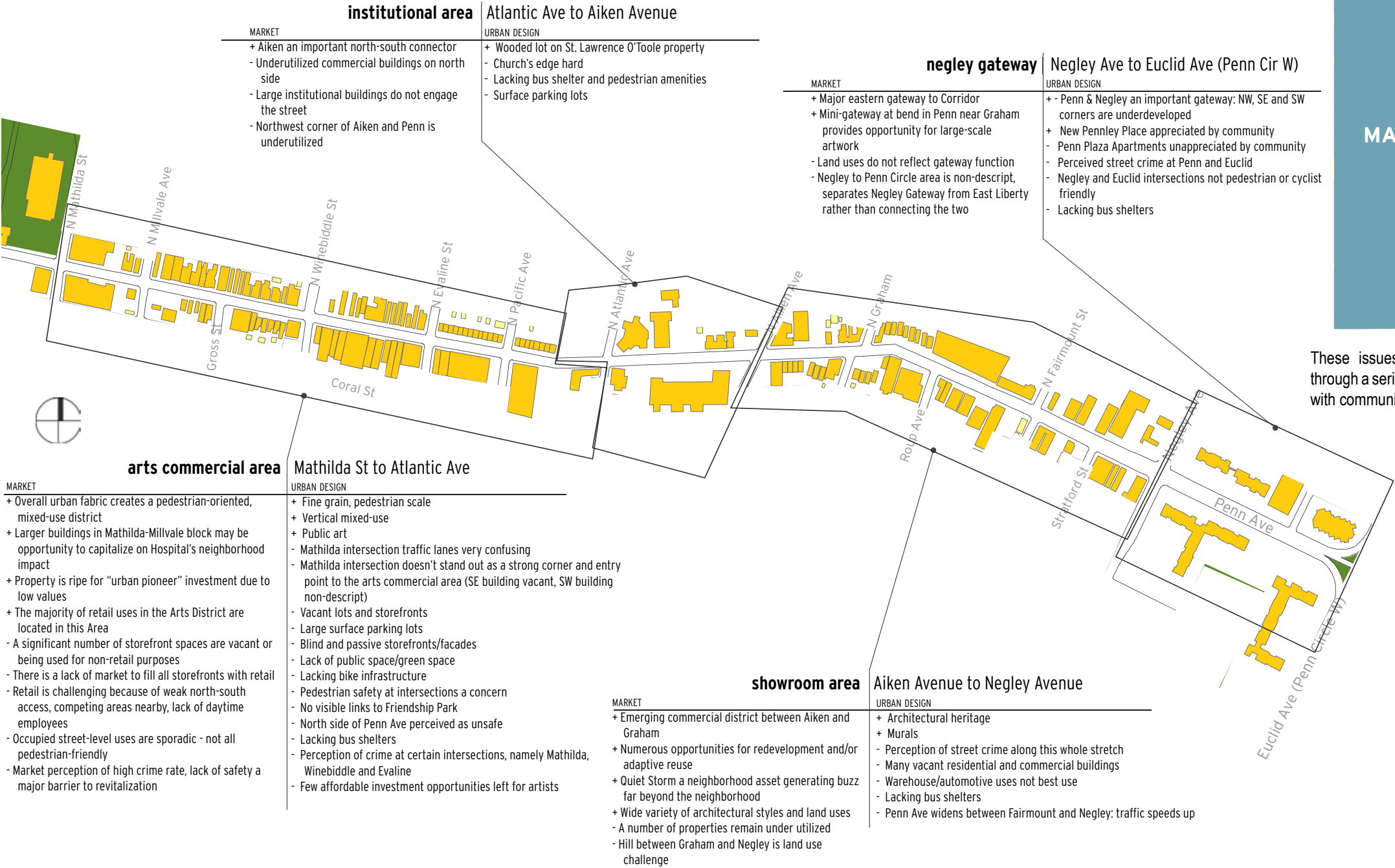
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SITE CONTEXT

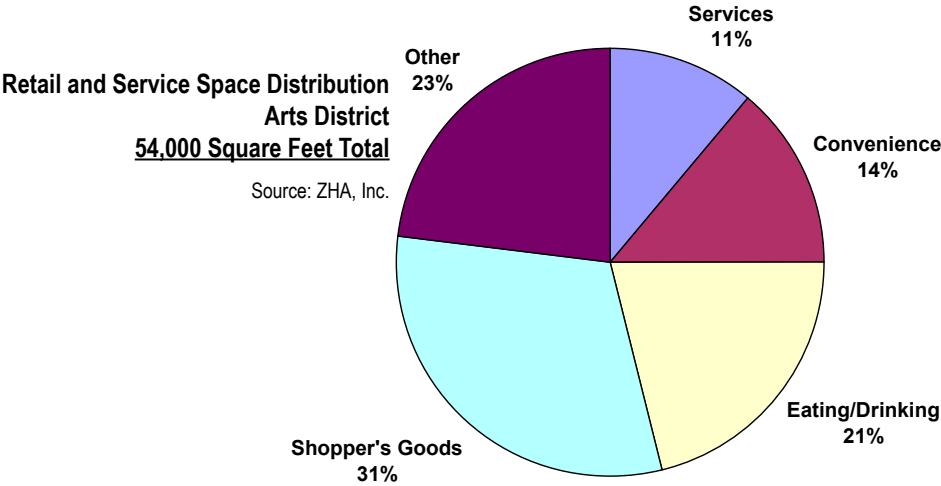
STRENGTHS AND WEAKNESSES:
MARKET PROFILE AND URBAN DESIGN

These issues and opportunities were defined through a series of public meetings and interviews with community stakeholders.



SITE CONTEXT

EXISTING LAND USE
(CONTINUED)



continued from page B34

arts commercial area

The block between Mathilda Street and Millvale Avenue contains some larger buildings that are nondescript in use and appearance. This block is an important gateway to both the Hospital District and the Arts District. Current uses are not performing a gateway function: the block contains “missing teeth” and underutilized buildings that do not relate to the street.

Penn Avenue between Millvale Avenue and Atlantic Avenue offers five blocks of continuous building frontage. The buildings range from small (20 to 25 feet wide), zero lot line, two- to three-story mixed-use buildings to single family homes to row houses to two relatively large floor plate, one-story commercial buildings. While the building types and uses are varied, the urban fabric creates a pedestrian-oriented, mixed-use district – the Arts Commercial Area. The core of this District is between Millvale Avenue and Evaline Street.

A majority of the retail in the Arts District is located in the Arts Commercial Area. The retail is oriented to serving the needs of neighborhood residents. Most of the retail in the Commercial Area is oriented to lower income households who generally reside north of Penn Avenue in Garfield. On the eastern edge of the Arts Commercial Area, near Atlantic Avenue, there are sites and buildings large enough to accommodate larger retailers like Family Dollar.

There is considerable vacancy among and within buildings in the Arts Commercial Area. There are a number of market reasons for the high vacancy rate. One factor is the lack of market to fill all the storefronts with retail. Another factor is the sheer number of property owners, each with their own real estate investment motives. Another fundamental issue is the perception that this is a high crime and unsafe area. This stigma has been, and continues to be, a major barrier to revitalization.

institutional area

The Institutional Area consists primarily of institutional uses. This area contains the new Children’s Home of Pittsburgh, St. Lawrence O’Toole complex and a funeral home, as well as a few under-utilized commercial buildings. In general, the buildings in this portion of the Arts District do not engage the street, but instead function as a self-contained campus-like facility. These spaces do, however, offer an opportunity for larger scale public art and street-level artistic connections.

showroom area

The Showroom Area is eclectic in its appearance and land use. There is an emerging commercial district between Aiken Avenue and Graham Street. The Quiet Storm restaurant and coffeehouse is an important anchor for this block as are newly renovated historic townhomes, the offices of the architecture firm Edge Studio and the offices of the Sprout Fund. Even with these recent investments in this block, there are still a number of under-utilized properties and many opportunities for redevelopment and/or adaptive reuse.

The Quiet Storm is a product of the PAAI’s revitalization program. The unique café and vegetarian restaurant is generating positive “buzz” about Penn Avenue and drawing patrons from all over the City. The two PAAI partners, FDA and BGC, jointly own the building that houses the Quiet Storm; according to the business owner, without PAAI involvement, the restaurant would not be able to economically survive even with its market success. In exchange for below-market rents, the Quiet Storm provides a valuable neighborhood amenity and revitalization catalyst.

Proceeding east from Graham Street to Negley Avenue, the mix of land uses varies widely. There are mansions, architecturally notable townhomes, the Pittsburgh Glass Center, Babyland (children’s furniture and accessories store that is arguably the only true mainstream regional destination business in the Arts District), fast food and service/automotive uses. There is very little retail in this portion of Penn Avenue. Adding to the land use complexity is the fact that there is a hill rising from Negley Avenue to Graham Street. This area has a number of sites and buildings ripe for redevelopment.

The Glass Lofts project is underway in this Area. Financed by Friendship Development Associates, this project consists of 18 for-sale lofts (priced between \$160,000 and \$360,000 with affordable financing available), as well as 3,100 square feet of restaurant space, and office and studio space (1,600 and 1,000 square feet, respectively).

There are two important gateways in the Showroom area. One is the Negley Avenue intersection, which is the major eastern gateway to the Penn Avenue Corridor. The land uses at this intersection do not reflect this function currently.

The other gateway is at the top of the hill at Graham Street where Penn Avenue jogs to the south. This is a visual terminus as one travels west from Negley Avenue. There is currently a mural terminating the vista, but in addition to the mural there may be an opportunity for a bigger artistic move at this location.

negley gateway area

The area from Negley Avenue to Euclid Avenue is currently residential in character and nondescript. On the southern side of Penn Avenue is a very large parcel with apartment buildings set back from the Avenue. Rather than linking the Penn Avenue Corridor to East Liberty, this block separates the two areas.

SITE CONTEXT

STREETSCAPE IMAGES
MATHILDA-MILLVALE



Mathilda Street
intersection: important
inter-neighborhood
connector

MATHILDA STREET



Little character
at this corner.
Closed, blank facades

Attack Theater space
signage promotes festive
Arts commercial district

Parking lots create “missing teeth” and
loss of character along block

Sensitively-renovated building
with good storefront

“Boarded-up” storefront
creates dead corner

Corner office building,
provides blank facade
to pedestrian corner.

Building is set back in the middle and
presents a blank face to street;
with potential for redevelopment

Vacant, blighted corner opportunity.

MILLVALE AVENUE



SITE CONTEXT

STREETSCAPE IMAGES
MILLVALE-WINEBIDDLE



MILLVALE AVENUE

Good new building renovation and storefront

Vacant lot creates "missing tooth" and loss of character along block

Gas station retail store at rear of lot creates empty corner

Significant stretch of recently renovated storefronts reinforces Arts Commercial character

Great example of creative materials

GROSS STREET

Missing tooth at vacant corner lot

Nice presentation of Single-family homes

Grand corner building - key opportunity

Closed up storefronts turn back to street and are counter intuitive to promoting a safe pedestrian environment

Highly visible corner opportunity including vacant lot at corner

WINEBIDDLE STREET



SITE CONTEXT

STREETSCAPE IMAGES
WINEBIDDLE-EVALINE



WINEBIDDLE STREET

Winebiddle Street intersection: important inter-neighborhood connector

Signature public art installation

Funky and unique facade renovation

Parking lot creates “missing teeth” and loss of character along block

Innovative solution to “missing tooth” issue

Architecturally significant renovation

Non-traditional renovation fits scale of area

Closed up storefronts turn back to street and are counter intuitive to promoting a safe pedestrian environment

Closed up storefront turns back to street and is counter intuitive to promoting a safe pedestrian environment

EVALINE STREET



SITE CONTEXT

STREETSCAPE IMAGES
EVALINE-PACIFIC



EVALINE STREET

Signature public art

Significant stretch of appropriately scaled residential buildings would improve the Corridor's character with only minor facade renovations.

1-story scale of these buildings isn't in character with scale of street and neighboring 3-story rowhouses across street.

Parking lot creates "missing tooth" and loss of character along block

PACIFIC AVENUE



SITE CONTEXT

STREETSCAPE IMAGES
PACIFIC-ATLANTIC



Significant stretch of appropriately scaled residential buildings would improve the Corridor's character with only minor facade renovations.

Highly visible corner opportunity

Atlantic Avenue intersection: important inter-neighborhood connector (see Arts District section)

PACIFIC AVENUE

ATLANTIC AVENUE

Warehouse building turns its back on Penn Avenue

Parking lot creates "missing tooth" and loss of character along block

Closed storefront one-story building too small for corner location



SITE CONTEXT

STREETSCAPE IMAGES
ATLANTIC-AIKEN



St. Lawrence O’Toole: Valuable neighborhood institution

Unscreened parking lot creates “missing tooth” and loss of character along block

Neighborhood Asset: WWII memorial. Blocked pedestrian sight lines and overgrown landscaping is inappropriate for Penn Ave and creates an unsafe environment.

Vacant building, overgrown landscaping decrease perception of safety for pedestrians

Empty lot leaves corner undefined and reinforces disinvestment of Penn Avenue

New Children’s Home of Pittsburgh: significant investment in neighborhood, yet disconnected from surroundings by deep setback



AIKEN AVENUE

ATLANTIC AVENUE

SITE CONTEXT

STREETSCAPE IMAGES
AIKEN+GRAHAM



AIKEN AVENUE

Aiken Avenue intersection: important inter-neighborhood connector (see Arts District section)

Critical opportunity for corner development: opportunity to reestablish appropriate scale at important intersection

Sensitively restored rowhouses

Unscreened lots create "missing teeth" and loss of character along block

Vacant lots create "missing teeth" and loss of character along block

Vacant storefronts create an unwelcoming environment and reinforces disinvestment of Penn Avenue

Neighborhood Asset: Quiet Storm with good, open storefront and actively engages pedestrian street.

GRAHAM STREET



SITE CONTEXT

STREETSCAPE IMAGES
GRAHAM-FAIRMONT



GRAHAM STREET

Significant stretch of appropriately scaled residential buildings could be renovated to improve overall character of Corridor

Blank facade and setback are inappropriate for Showroom Area

Significant new investment in commercial and residential space

STRATFORD AVENUE

Grand mansion is obscured by vacant commercial addition

Architecturally outstanding twin apartment buildings

“Missing teeth”
Parking lots: green/
screen opportunities
to reinforce
pedestrian edge

One story commercial to be replaced with new Glass Lofts residential development

Neighborhood Asset:
Pittsburgh Glass Center

Key neighborhood
retail: rehab
opportunity

FAIRMONT STREET



SITE CONTEXT

STREETSCAPE IMAGES
FAIRMONT-NEGLEY



FAIRMONT STREET

one -story building scale is inappropriately small for Showroom Area

New mixed-use renovation

Unscreened parking lot creates "missing tooth" and loss of character along block

Huge opportunity to make a Signature gateway at corner

Negley Avenue intersection: signature gateway

NEGLEY AVENUE

Historic Rosemont-Hugus building

Parking lot creates "missing tooth" and loss of character along block

Building setback leaves empty corner and automobile confusion

Neighborhood Asset: Babyland
Building scale is inappropriately small - opportunity for signature corner development



SITE CONTEXT

STREETSCAPE IMAGES
NEGLEY-EUCLID



NEGLEY AVENUE

New investment in residential

Missed opportunity to celebrate Penn Avenue as a boulevard
enlarged Penn Avenue R.O.W. street width creates an
undefined large expanse of asphalt and paving.

New investment in residential



ST. CLAIR STREET



Church building does not address street,
primarily a blank facade to the corner.

Euclid Avenue
intersection:
signature gateway

EUCLID AVENUE
(PENN CIRCLE WEST)



Empty corner - opportunity to create
signature gateway development

Large apartment buildings with deep setbacks
have no relationship with Penn Avenue

market vision

The Arts District will be a unique mixed-use district valued by the neighborhood and the City as a whole. As a neighborhood asset, Penn Avenue will offer a range of neighborhood-serving services and shops, a range of residential products as well as a unique “artsy” ambiance treasured by its residents. As a Citywide asset, the Arts District will leverage the existing building stock to attract an eclectic mix of businesses, artists, and entertainment venues. These unique offerings will attract patrons from both within and outside of the immediate neighborhoods to the Arts District.

The Vision is consistent with the Penn Avenue Arts Initiative's (PAAI) mission to revitalize Penn Avenue between Mathilda Street and Negley Avenue “using the arts to enhance public perception of the district, instill pride in the neighborhood, foster inter- and intra-community ties and establish an artist's niche.” PAAI's success on Penn Avenue allows the Vision to expand to include arts-related businesses as well as a mix of housing types.

With block after block of intact buildings, the Arts District has an abundance of product suitable for renovation and/or adaptive reuse. Unlike the Hospital District, there is no major anchor use poised to change the land use mix, the value of land and/or the pace of revitalization/redevelopment. The Arts District revitalization process will be incremental (as it has been to date) -- building-by-building and site-by-site.

As such, in the foreseeable future, the Arts District will continue to offer an eclectic mix of land uses and an ever-changing street environment. Every land use, from architects' offices to cafes to housing to galleries, will be energizing the street, making it unique and a place of enduring value. The land use mix will not be formulaic but will reflect an independent and entrepreneurial spirit.

district-wide economic position

The revitalization of the Arts Initiative Area will largely be driven by its:

- central location
- existing mixed-use character
- affordability
- market “buzz”

The market “buzz” is a product of Penn Avenue Arts Initiative's activities. These activities include everything from purchasing property for re-sale or lease to artists to purchasing properties to rent to arts-related uses to financing new development. The numerous success stories of businesses and artists successfully working with the Penn Avenue Arts Initiative add credibility to the revitalization effort. There is “buzz” about the Arts District, which is likely to grow with each new investment. It will also grow as the market momentum accelerates in flanking districts - the Hospital District/Lawrenceville and East Liberty.



A comprehensive, long-term plan should be implemented for future use of existing building stock throughout the Arts Commercial Area.

To fully realize market opportunities, the District must capitalize on its evolving market recognition (“buzz”) as well as its mixed-use character and affordability. Businesses seeking lifestyle-oriented office space or “cool space” are an important and potentially deep market for the Arts District. Characteristics of “cool space” are:

- Location in a walkable neighborhood
- Grid-based streets and sidewalks
- Commercial use, including offices and retail
- Class B and C space

The Cool Space Locator (CSL) recently issued a report entitled “Cool Space: Capturing the New Market in Urban Commercial Development” summarizing its experience with assisting businesses in their search for “cool space”. The CSL Report identifies the following target industries for “cool space” as follows:

- Fine Arts and Artists
- Communications, Advertising/Marketing, Media
- Information Technology
- Entertainment
- Health Services

The Arts District is well positioned to attract these types of companies particularly with the supply of buildings in a mixed-use setting and the continued efforts of the Penn Avenue Arts Initiative. According to the CSL report, Bloomfield and Friendship were listed among the top ten most requested neighborhoods in Pittsburgh. In fact, together Bloomfield and Friendship were requested more than East Liberty. (Although Lawrenceville is one of the top requested neighborhoods, the “cool space” seekers are more likely to look on Butler Street than on Penn Avenue due to the dominant residential and hospital-driven markets there.)

SITE CONTEXT

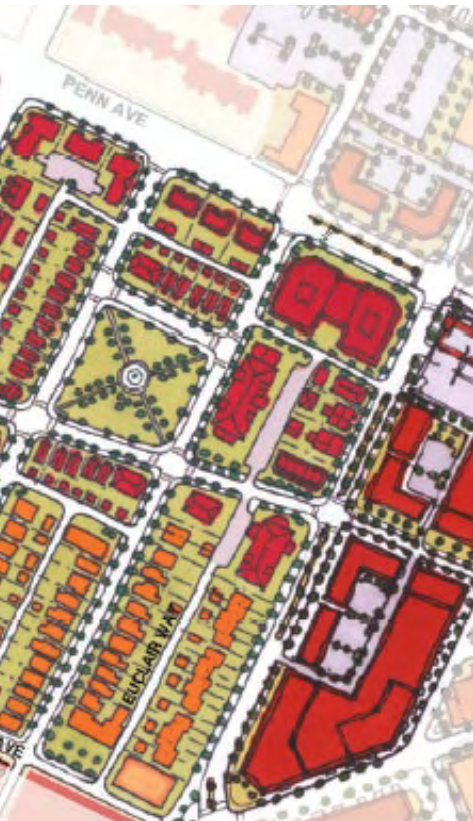
MARKET VISION
DISTRICT-WIDE ECONOMIC
POSITION

continued on following page

SITE CONTEXT

DISTRICT-WIDE
ECONOMIC POSITION

Below: Detail of the 2004 Rothschild Doyne Development Plan for East Liberty, which recommended reconnecting the blocks between Negley and Euclid to the existing street grid and replacing high-rise multi-family housing with low-rise units similar to New Pennley Place across Penn Avenue.



continued from previous page

A major finding of the report is the impact that supply has on a neighborhood’s ability to capitalize on these small companies looking for a pedestrian friendly, urban environment. Relatively few placements occur as compared to the interest in the neighborhood. The primary reason stated is the lack of suitable space. In other words, it is a supply issue.

It is imperative that spaces in the Arts District be renovated and made available for rent or sale to capitalize on the small business market. To date, there has been an emphasis on public (non profit)/private cooperation to create ownership opportunities in the Arts District. While ownership is an important method to ensure that those who helped create the Arts District actually benefit from its success in the long term, for business recruitment rental space must be made available in the District.

Successful mixed-use environments offer a range of products (both for-sale and rental) to satisfy the needs of a variety of prospective tenants/owners. Rental product is particularly important in revitalizing neighborhoods because potential investors may want to rent initially to “test” the location. Furthermore, for small businesses and start-ups, renting is often more practical than buying, allowing the business owner to avoid tying up limited capital in down-payments and transaction costs that is better used for operations. According to the CSL report most “cool space” tenants are renters.

Over 10,000 square feet or approximately 10 new businesses could be attracted to the Arts District over the next five years if improved space were made available in a mixed-use setting like the Arts Commercial Area. Because of the magnitude of supply of first and second story space in the Arts District, investment should be encouraged on ground floor space initially. The character and quality of ground floor uses is typically the measure by which visitors to an area judge its success. As a point in fact, both Charleston, SC and Annapolis, MD, nationally acclaimed Main Street environments, have considerable vacancy in upper level space.

Requested Neighborhoods and Placements					
2006					
Most Requested			Most Placed		
1	South Side	109	1	South Side	17
2	Lawrenceville	88	2	East Liberty	8
3	Strip District	61	3	Downtown Pittsburgh	7
4	Oakland	43	4	Northside	6
5	East End	42	5	Lawrenceville	5
6	Downtown Pittsburgh	39	6	Strip District	4
7	East Liberty	33	7	Squirrel Hill	4
8	Northside	27	8	Oakland	3
9	Bloomfield	24	9	Bloomfoeld	2
10	Friendship	16	10	Friendship	2

Source: Cool Space Locator, "Cool Deals: Capturing the Market In Urban Commercial Real Estate" (2006); ZHA, Inc.

From a retail market perspective, the Arts District currently lacks a critical mass of employees to support a daytime shopping environment. In the near term, the opportunities are in specialty shopper’s goods stores like galleries, eating and drinking establishments and entertainment. There is a market for only 9,300 square feet of additional retail in the Arts District.

Retail needs to be targeted strategically. The Arts Commercial Area is a logical location for galleries. The Arts Commercial Area will capture most of the 2,300 square feet of shopper’s goods space supportable in this District. The properties across from the Quiet Storm on Graham Street are well positioned for specialty retail targeting the vegetarian patrons at Quiet Storm. A health food store (gluten free for example) or an entertainment venue have potential at this location.

From a residential perspective, the market can support 140 to 255 market rate residential units on the Penn Avenue Corridor and 60 to 120 affordable housing units. The market study reveals that development subsidies will be required to provide housing affordable to households earning less than \$35,000 per year. Of the 140 to 255 multi-family residential potential on the Penn Avenue Corridor, the Arts District is projected to capture 30 percent or 40 to 70 units. Of the 60 to 120 single family attached and detached residential potential on the Penn Avenue Corridor, the Arts District is projected to capture 40 percent or 20 to 50 units.

From a market rate housing perspective, the target market for the Arts District are singles and couples and to a limited extent, young families with children. A mix of for-sale and rental housing is required to accommodate both younger and older households.

The Arts District is currently a mixed-income area. It is appropriate and beneficial to sustain this mixed-income character. Depending on the available project financing and other subsidy, a minimum of 40 units should be planned within the Arts District, with affordable artist housing presenting a natural and unique market niche that should be explored. Of the 40 units, an ideal ratio is 80 percent of units affordable to households earning over \$35,000 and 20 percent of units affordable for households earning less than \$35,000.

economic position

“Cool Space” district with a mix of arts uses, service and professional business establishments, housing, and retail.

Continue to employ the successful strategies of PAAI to create ownership opportunities for arts-related businesses including artists and businesses in the communication/advertising/ marketing/ media, information technology, retail and entertainment, and health services industries. Because of its building stock and mixed-use environment, the Arts Commercial Area is an excellent location for the “cool space” market. These businesses select neighborhoods within a 15 minute commute to Downtown Pittsburgh and are attracted to spaces within walking distance to restaurants, with sidewalks in front of the building, and buildings with interesting or historic features.

Engage in a strategy to fund the renovation of ground floor space in order to make it available for rent. In order to fully capitalize on market opportunities a supply of marketable rental space must be made available for rent in the Arts Commercial Area.

Engage in a strategy to renovate upper level space into rental apartments as the market warrants. There is a demand for for-sale condominiums as well as rental apartments. Buildings with upper levels suitable for apartment living should be identified and renovated. Not all upper level space needs to be renovated in the near term – the street level should take priority in order to generate revitalization momentum.

Continue the work of the local CDC’s to stabilize and revitalize the residential neighborhoods immediately north and south of Penn Avenue in the Arts Commercial Area. One of the key market barriers to investment on Penn Avenue is the perception that the street is unsafe. Efforts that address social issues and provide a healthy mix of housing types and prices will directly impact the character and pace of Penn Avenue’s revitalization.

Apply innovative streetscape to celebrate the eclectic and “artsy” nature of the Arts District. Standard streetscape vocabulary is not in order for the Arts District. Streetlights, street furniture, and paving treatments must reinforce the District’s originality and uniqueness. Streetscape cues are particularly important at Mathilda Street where the Arts District abuts the Hospital District and at Negley Avenue, a major gateway to the Arts District.

Consider larger scale redevelopment in the Mathilda Street to Millvale Avenue block. This block is an important gateway to the District. The block may also be able to capitalize on the proximity of the Hospital and the revitalization of Cemetery Row. An anchor use like a gallery or a visitor destination is most appropriate at this location. If a hotel were interested in locating near the Hospital this block would be an excellent location for such a use. A hotel anchor would require demolition and redevelopment. The re-use of existing buildings should consider arts uses that enliven the street.

Pursue infill development opportunities to both capitalize on market potential and eliminate problem sites. The northern corners of Winbiddle Street need to be redeveloped as this is an intersection that is perceived as unsafe. Build-to-suit office is an appropriate use for this location.



As it exists today, a parking lot and several commercial buildings line the south side, while three-story rowhouses in various states of repair line the north side.

Two views of Penn Avenue from Atlantic towards Evaline



Simulated view of rowhouses on both sides of Penn. New construction on the south side, a long-term facade improvement plan for existing buildings on the north side and new streetscaping would create an appropriate transition between the Arts Commercial and Institutional Areas.

arts commercial area

- Home to the Penn Avenue Arts Initiative (PAAI), artist involvement should be encouraged in all new developments - architectural, streetscaping and infrastructure - throughout the Arts Commercial Area.
- The Mathilda Street intersection is a critical transition point between the quiet Cemetery Row Area of the Hospital District and the bustling Arts Commercial Area of the Arts District and as such, should be emphasized with strong architecture, infrastructure and streetscaping.
- The Winebiddle Street intersection is also important as the midpoint of the Arts Commercial Area with a strong connection to the Garfield neighborhood, north of the Corridor. Strong corner buildings exist on the south corners of the intersection with vacant lots on the northern corners - opportunities to create a “100% intersection” (strong buildings on all corners) and a landmark location for neighborhood wayfinding.

appropriate uses

- Pedestrian-oriented, ground floor retail, restaurant, and gallery uses should be encouraged as much as possible to promote active storefronts. This five block stretch has great urban scale and pedestrian continuity to develop into both neighborhood and/or city destination for arts, culture, shopping and dining with mixed upper floor uses that encourage both day and evening activity on Penn Avenue.

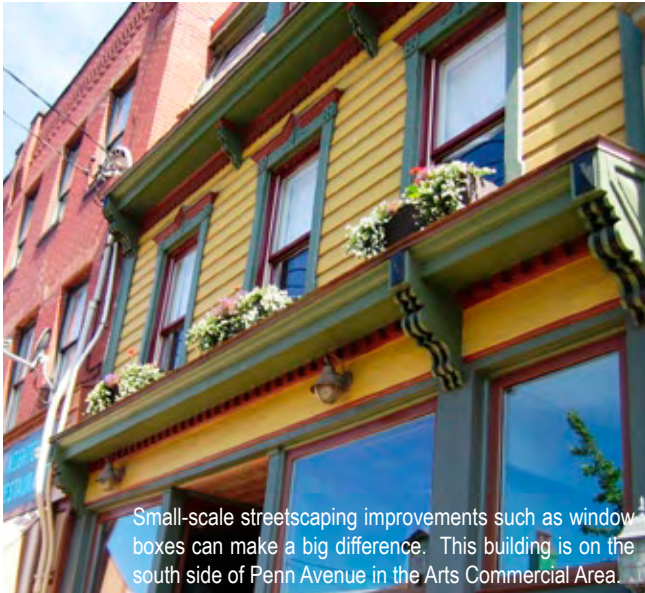
RECOMMENDATIONS

ARTS COMMERCIAL AREA

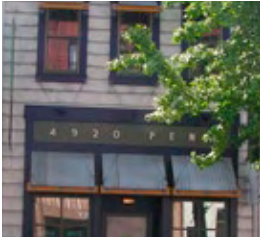
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RECOMMENDATIONS

ARTS COMMERCIAL AREA



Below: Unique materials and design blend in with the existing historic urban fabric and give the Arts Commercial Area a quirkiness that works. Clockwise from left: Image Box Productions, Inc. at 4933 Penn Avenue, 4920 Penn Avenue, 5122-5126 Penn Avenue..



continued from previous page

- There are numerous opportunities for development of apartments over retail/office/studio, in keeping with the character of the area.
- New buildings with continuous, open storefronts to encourage and develop ground floor retail and restaurant uses.
- An alternative for developing vacant parcels is to “green and screen” (softscape - plant/tree - elements to create a buffer) rather than construct new buildings. Greening and screening is less expensive to property owners than new construction, provides usable outdoor space for adjacent buildings and preserves the continuous streetface along the sidewalk while allowing the city to grow smaller gracefully. See also: Streetscaping.

building massing/height

- The existing LNC zoning should remain in effect in this area with 2-3 story buildings.
- Existing lot widths are 20 - 25ft; new construction should have a similar rhythm.

streetscaping/public art

New streetscaping and public art will help reshape the urban space and define the pedestrian realm.

- New street trees - pull together a Street Tree Master Plan for the Arts Commercial Area to determine which trees should remain, where new trees are planted and a planting schedule.
- New public art as interspersed objects along the corridor
- Introduce benches and outdoor seating including café tables and chairs.
- Unique streetscaping elements - alternate species of trees, sculpture, signage, etc. - as wayfinding to nearby public spaces, including Friendship Park to the south, Nelson Mandela Peace Park and Fort Pitt Elementary School to the north. Include artists and children in the design process.
- Support the development of landscaping and/or art screens at currently vacant parcels and parking

lots. See Appropriate Uses section for further discussion.

- South side of Penn, adjacent to old Service Electric building: Encourage on-site artist to create parking lot screen.
- Consider working with individual property owners to create a small-scale landscaping plans, using window boxes (particularly at south-facing locations), sidewalk planters and garden beds.
- Consider a public art focal point on axis with the Gross Street view terminus (see image on page 16)
- Renovations to blocked-in storefronts that were originally glass should be reopened to the pedestrian realm with large windows, doors with glazing, etc.
- Renovate and restore buildings with historic architectural character.
- Encourage property owners to undertake facade improvement, parking lot screening and appropriate signage at strategic locations such as corners, historically-significant structures, etc.
- Consider a plan to provide special incentives for facade improvements throughout the Arts Commercial Area.
- Create comprehensive exterior facade and storefront lighting plan for Arts Commercial Area.

infrastructure/transportation

- Restructure Mathilda Street intersection to reduce confusion for motorists and cyclists, particularly when turning left onto Mathilda from eastbound Penn Avenue.
- New decorative street paving that helps to slow traffic and define the pedestrian crossings at Penn & Mathilda and Penn & Winebiddle.
- Consider bike lane alternatives for cycling traffic along the Corridor, especially in the Arts Commercial Area, where the right-of-way is narrow with heavy street parking load.
- Create an Integrated Parking Plan to define existing and anticipated needs, establish a clear evaluation framework, evaluate options and offer an implementation plan, which should conform to the overall urban design vision and goals of the Penn Avenue corridor.



Looking west from Evaline Street



Looking west from Millvale Avenue

pedestrian-friendly commercial district

The photo at left illustrates many of the characteristics that make much of the Arts Commercial Area a successful pedestrian-oriented neighborhood:

- continuous streetface
- varied building details
- open storefronts
- minimal to no setback

In areas where there is a larger setback and facades that do not open to the street (below left), the pedestrian experience is significantly degraded.

alternative to infill construction

The Loysen+Kreuthmeier Architects office (below) is an architecturally-significant renovation in its own right as well as a great example of alternatives to filling in "missing teeth" of the streetscape with new buildings. A new, sculptural screen wall is set flush with the adjacent building facades, and includes simulated window openings that maintain the window opening patterns of the adjacent buildings. The screen allowed them to add private green space and opens up the side of their building to let in natural light. The cost of constructing this alternative screen was significantly lower than a new structure would have been.

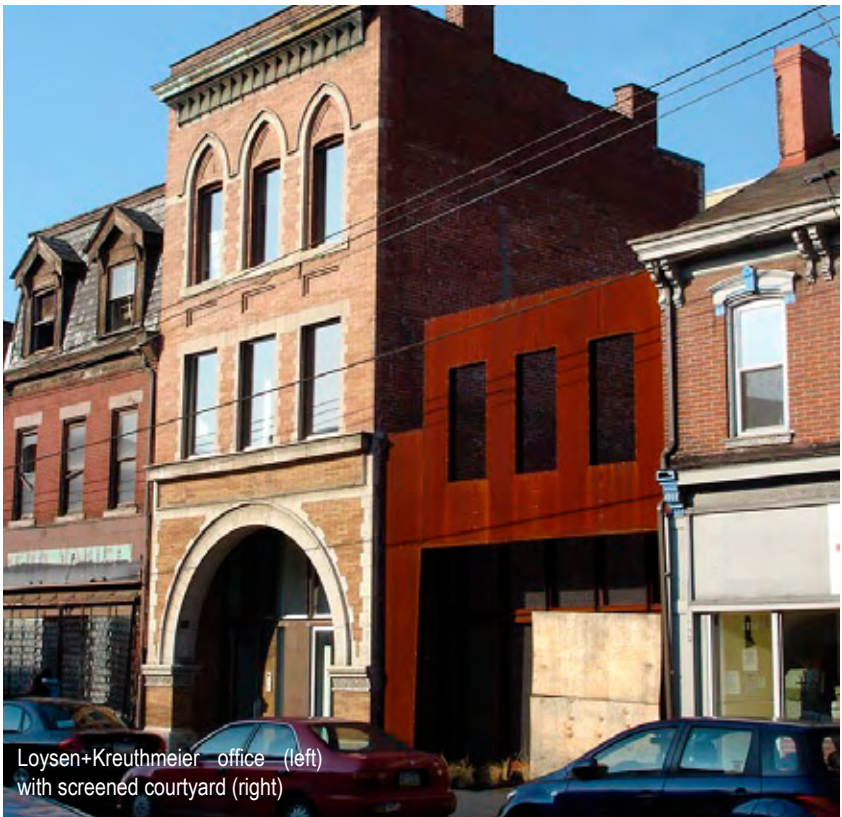
green and screen

Vacant parcels or surface parking lots benefit from even simple applications of softscape (plants/trees) elements along the sidewalk edge. See the Building: Parking and Loading section of the Penn Avenue Design Guidelines (page C11) for more details

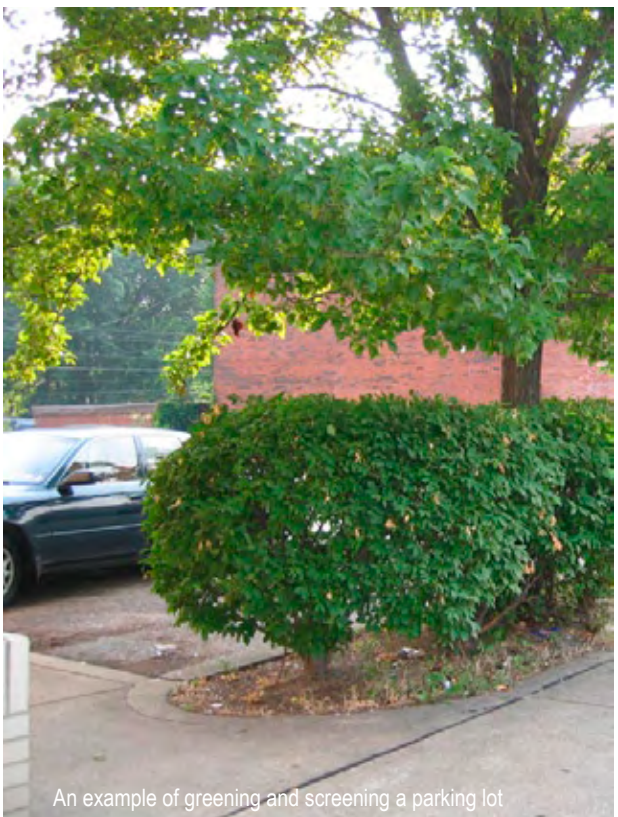
There are numerous opportunities along the Corridor for similar creative interventions.

RECOMMENDATIONS

ARTS COMMERCIAL AREA



Loysen+Kreuthmeier office (left)
with screened courtyard (right)

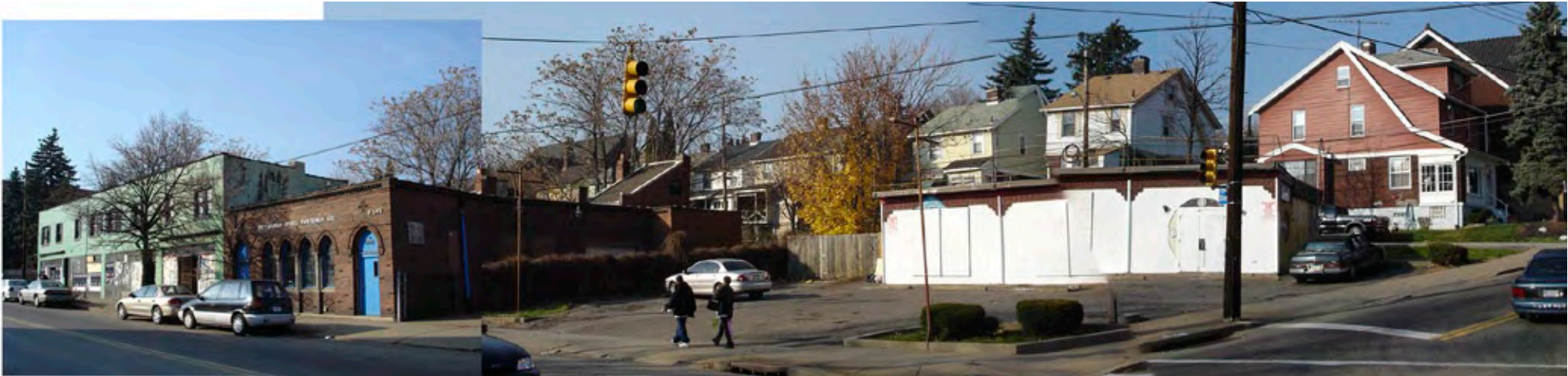


An example of greening and screening a parking lot

RECOMMENDATIONS

INSTITUTIONAL AREA

Right: The green Edgos building, quirky Gothic Pittsburgh Steel Fastener building and parking lot/vacant restaurant provide the most significant opportunities for development in the Institutional Area.
Below: The St. Lawrence O’Toole signage (top) and WWI/WWII memorial (bottom) are landmarks along the Penn Avenue Corridor.



economic position

An attractive, green, and safe transition area between the Arts Commercial and Showroom Areas.

Invest in and improve the streetscape. Investment in street trees, paving, pedestrian amenities, and street-sensitive redevelopment should seek to create a calm setting in this block. Accommodating a strong public art presence at street level will also help to create a unique pedestrian experience and extend the district identity to a section that is more institutional in nature.

institutional area as pause in corridor

- The Institutional Area is a pause in the commercial character of the Penn Avenue Corridor through Garfield and Friendship. The new Children’s Home of Pittsburgh, the St. Lawrence O’Toole complex and the WWI/WWII memorial in this area create a quieter, more institutional campus feeling than the bustling blocks on either side.
- This area should be emphasized as a pause, a break in the pedestrian traffic path. Safety, especially at night, should nonetheless be a priority streetscaping and lighting should vary from the commercial areas.
- Aiken Avenue should be emphasized as a key connector for this Area as well as the Arts District as a whole - Aiken is one of the only streets along the Corridor that reaches the most northern sections of Garfield Heights. Aiken is also a direct route south to the Baum-Centre Corridor, another major artery through the East End of Pittsburgh.

appropriate uses

- This area is appropriate for uses that are complementary to the existing institutions.
- As part of the pause in the Corridor, a public green space area should be redesigned with a new landscape plaza that provides a public open space amenity while recognizing the WWII memorial.

building massing/height

- Because the Children’s Home on the south side is set back from Penn Avenue, the north side of the street can have buildings set back from the street and up to 4 stories in height to create an institutional feel.

streetscaping/public art

- New streetscaping and public art will help reshape the urban space and define the pedestrian realm.
- New street trees - pull together a Street Tree Master Plan for the Institutional Area to determine which trees should remain, where new trees are planted and a planting schedule.
 - New public art as interspersed objects along the corridor - consider child-friendly and/or child-created art in this area.
 - Introduce benches and outdoor seating including café tables and chairs at the Aiken corner building.
 - Unique streetscaping elements - alternate species of trees, sculpture, signage, etc. - as wayfinding to nearby public spaces, including Friendship Park to the south, Nelson Mandela Peace Park and Fort Pitt Elementary School to the north. Include artists and children in the design process.
 - Support the development of landscaping and/or an art screen at the funeral home parking lot.
 - Work with St. Lawrence O’Toole on a new landscaping plan and public space improvements to create a more pedestrian-friendly face to the street.
 - Renovate the Edgos building to open up to the pedestrian realm what once were glass storefronts.

infrastructure/transportation

- Ensure all proposed above-grade infrastructure improvements (paving, lighting, street furniture, etc.) include artist input in design and implementation.
- Create an Integrated Parking Plan to define existing and anticipated needs, establish a clear evaluation framework, evaluate options and offer an implementation plan, which should conform to the overall urban design vision and goals of the Penn Avenue corridor.





Small buildings can make a big difference to a neighborhood. Above: The Quiet Storm, a former nuisance bar, was renovated into a successful restaurant/coffee shop/concert venue several years ago. Near Right: Doug Cruze and Liza Wellman have recently completed renovations to their mixed-use building, transforming their entire block. Far Right: The Lackzoom Acidophilus building, home to what became GNC Corporation, is an architecturally significant opportunity for a similar adaptive reuse.

economic position

An eclectic district oriented to serving artists and the arts industry.

Continue to employ the successful strategies of PAAI to create ownership opportunities for arts-related businesses. Real estate is still affordable in this portion of Penn Avenue and there are a number of sizable buildings ripe for adaptive reuse to arts-related uses.

Continue the work of the local CDC's to stabilize and revitalize the residential neighborhoods immediately north and south of Penn Avenue in the Arts Commercial Area. One of the key market barriers to investment on Penn Avenue is the perception that the street is unsafe. Efforts that address social issues and provide a healthy mix of housing types and prices will directly impact the character and pace of Penn Avenue's revitalization.

Retail opportunities are limited in the Showroom Area; strategically locate retail in locations where it makes sense. Largely because of the Quiet Storm restaurant and the Children's Home, the block between Aiken and Graham is a logical location for additional retail development. While there is not support within the next five years, a logical location for larger scale retail is at the intersection of Penn Avenue and Negley Avenue.

Given its eclectic building stock, the Showroom Area should offer a range of housing types. Infill development should continue to offer such diversity in product types. The residential market analysis identified a demand for multi-family as well as single family attached housing product. The Glass Lofts project is an excellent example of a multi-family infill project in this Area. For-sale and rental townhouse development is feasible in this Area as well as for-sale and rental multi-family housing. As in the Arts Commercial Area efforts must be made to ensure that a share of new/renovated housing is affordable to households earning less than \$35,000.



Pursue the concept of the Showroom Area offering guest housing for artists. There may be opportunities for the public/non-profit sector to purchase larger residences along this portion of the Avenue. Friendship Development Associates is exploring the concept of using these homes as housing for artists visiting the Pittsburgh area. Akin to an artist extended stay hotel, such a use could have a major impact on not only the Showroom Area's image, but on its revitalization.

Encourage larger scale, gateway uses at the Negley and Penn Avenue intersection. Negley Avenue is a major gateway to not only the Showroom Area, but also the Penn Avenue Corridor as a whole. Currently, the development on the corners of the Negley and Penn Avenue intersection (particularly the western corners) is suburban in character. These corners need to be redeveloped with projects of scale to visibly demonstrate the Penn Avenue Corridor's revitalization and to create an entrance to the Corridor. At the very least, design guidelines should be developed to force the buildings to abut the streets.

showroom area

- Home to the Penn Avenue Arts Initiative (PAAI), artist involvement should be encouraged in all new developments - architectural, streetscaping and infrastructure - throughout the Showroom Area.
- A significant amount of investment has already occurred throughout the Showroom Area in the past 5-10 years for projects such as the Pittsburgh Glass Center, Penn-Fairmont Apartments and upcoming Glass Lofts.

appropriate uses

- Mid- to larger-scale art uses including galleries, showrooms, studios, and residences.
- Corner storefronts should maintain commercial retail, gallery or restaurant uses.
- Build upon the existing arts facilities of the Glass Center and Dance Alloy studios.

continued on following page

RECOMMENDATIONS

SHOWROOM AREA

Below: Before the turn of the twentieth century, the Showroom Area was lined with residential buildings. Both of the examples below had commercial storefronts added sometime in the Twenties or Thirties. We recommend divergent strategies for these two buildings: the thriving corner grocery, top, is an asset to the community as-is, and should be renovated and opened to the pedestrian street, while the abandoned building, bottom, should have its commercial addition removed and original residential building renovated into apartments.



RECOMMENDATIONS

SHOWROOM AREA

Right: Three streets in the Showroom Area terminate at or intersect with Penn Avenue, providing opportunities for art as focal points. From left: Graham Street, Roup Avenue and Stratford Avenue
Below: Artist designed bike rack as part of overall infrastructure improvements. ...



continued from previous page

appropriate uses (continued)

- Pedestrian activity should be encouraged yet may not be as prevalent as in the other districts of the Corridor.
- Remove vacant commercial addition and renovate mansion at the southeast corner of Penn and Roup as multi-unit housing.
- Work with property owner to renovate/restore facade of corner market at Stratford Avenue.
- Work with owners of businesses such as Armstrong Auto Body and the garages from 5440 Penn to Roup Avenue to create pedestrian-friendly facades through innovative screening, paving, canopies, streetscaping, etc. Remain open to working with “good neighbors” but discourage additional development of uses such as these on Penn Avenue.
- Work with Pistella’s Beer Distributor to reorient the use on the existing site: move the building to the corner with parking/drive-thru access on the side.
- An alternative for developing vacant parcels is to “green and screen” rather than construct new buildings. Greening and screening is less expensive to property owners than new construction, provides usable outdoor space for adjacent buildings and preserves the continuous streetface along the sidewalk while allowing the city to grow smaller gracefully. See also: Streetscaping.

building massing/height

- The existing LNC zoning should remain in effect in this area with 2-3 story buildings.
- As Penn Avenue widens from 35 to 60 ft near Fairmont Street, a building scale should be permitted in this area that would slightly exceed the existing standard LNC zoning height to permit a 4 story building (45-50 ft).
- Existing lot widths tend to be wider at 40-50 ft; new construction should have a similar rhythm.

streetscaping/public art

New streetscaping and public art will help reshape the urban space and define the pedestrian realm.

- New street trees - pull together a Street Tree Master Plan for the Showroom Area to determine which trees should remain, where new trees are planted and a planting schedule.

- New public art as interspersed objects along the corridor.
- Buildings with open storefronts to encourage and develop ground floor retail and arts uses.
- Introduce benches and outdoor seating including café tables and chairs.
- Unique streetscaping elements - alternate species of trees, sculpture, signage, etc. - as wayfinding to nearby public spaces, including Friendship School and Baum Grove to the south, Kite Hill to the north and Garland and Enright Parks to the east. Include artists in the design process.
- Solicit Edge Studio to design a screen wall for its parking lot and adjacent gaps in the street face.
- Solicit artists from the Pittsburgh Glass Center to create a wall/landscaping screen at the Glass Center parking lot, to help create a pedestrian-friendly edge on the property.
- Convert the private Armstrong Auto Body lot, Pittsburgh Glass Center lot and Glass Lofts green space into quasi-public plazas to be used for special events.
- Encourage other property owners to undertake facade improvement, parking lot screening and appropriate signage at strategic locations such as corners, historically-significant structures, etc.
- Consider public art focal points on axis with the view termini of Graham Street, Roup and Stratford Avenues.

infrastructure/transportation

- Add curb bump-outs, crosswalks of contrasting material and a blinking school zone light at Fairmont intersection to calm traffic and create safer pedestrian crossing opportunity.
- Create a comprehensive district-wide infrastructure improvement plan. Ensure all proposed above-ground infrastructure - paving, street furniture, lighting - includes an artist in design and implementation.
- Create an Integrated Parking Plan to define existing and anticipated needs, establish a clear evaluation framework, evaluate options and offer an implementation plan, which should conform to the overall urban design vision and goals of the Penn Avenue corridor.



economic position

A transition area leading to the Negley Avenue Gateway.

Implement streetscape changes from Euclid Avenue to Negley Avenue in order to enhance its physical appearance. The blocks between Euclid Avenue and Negley Avenue are currently nondescript in appearance. Streetscaping to create a tree-lined boulevard effect would help to unify the Negley Gateway area. Such public improvements will also enhance the value of abutting land.

Ultimately, redevelop the existing apartment complex on the southern side of Penn Avenue between St. Clair Street and Negley Avenue into higher density mixed use residential development. This redevelopment will help to support both East Liberty's revitalization and the Penn Avenue Corridor. Development should abut Penn Avenue to create a comfortable pedestrian environment on the street. This residential building would be well positioned to attract the market rate empty nester and single/couple markets.

negley avenue as eastern gateway

- The intersection of Negley and Penn Avenue is the major eastern gateway to the Penn Avenue Corridor. In its current state, Penn-Negley is weaker than both the Penn-Main and the Doughboy Square Gateways from an urban standpoint.
- Additional recommendations for this intersection may be found in the 1999 Negley Corridor Study.

appropriate uses

- The northwest corner of this intersection provides an opportunity for redevelopment that can redefine this avenue with a building that creates a gateway and strong commercial base. Stringent Design Guidelines should direct the design of this location.
- A potential next step for CDCs may be to craft a masterplan for the west side of Negley Avenue between Penn and the former B'Nai Israel (now Urban League Charter School) building. An innovative plan would encompass the northwest corner of Negley and Penn and may include a new gas station, retail, office, residential and structured parking that enhance existing neighborhood fabric and uses.
- The southeast corner of Negley should also have a strong, four-story corner building.

RECOMMENDATIONS

NEGLEY GATEWAY



Left: As the street widens and building facade lengths increase, the Penn Avenue Corridor becomes a frame for the historic East Liberty Town Square.
Below: The Negley Gateway's potential as a connector could be maximized with a tree-lined center traffic island..

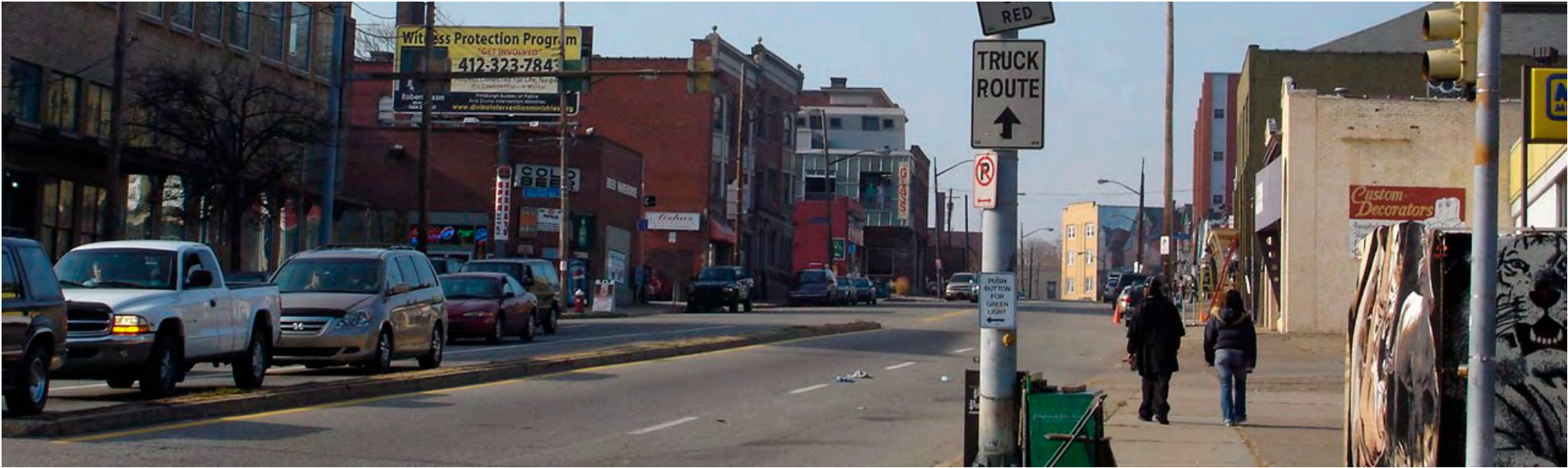


RECOMMENDATIONS

NEGLEY GATEWAY

Right: Recreate Penn Avenue at the Negley Gateway as a grand boulevard by replacing the existing curb median with a larger, landscaped median with trees and public art pieces.

Below: Currently fenced off and home to vacant, burned buildings, the northwest corner of Penn and Negley would be transformed by a four to five-story corner building set at the sidewalk.



building massing/height

- Because Penn and Negley Avenues are so wide this area should permit a building scale that would slightly exceed the existing standard LNC zoning height to permit a 4 story building (45-50 ft).
- Residential building setback is appropriate at the Gateway

streetscaping/public art

New streetscaping will help reshape the urban space and define the pedestrian realm.

- New street trees - pull together a Street Tree Master Plan for the Negley Gateway to determine which trees should remain, where new trees are planted and a planting schedule.
- Create a landscaped median down the middle of Penn Avenue from Stratford to Euclid Avenues.
- Install new public art as interspersed objects along the Corridor, particularly along the new boulevard median.
- Salvage and reuse some or all of the extant trolley poles as Arts District/Negley Gateway identifiers. These 50 to 75-year-old poles are found in numerous locations throughout the Arts District, either standing empty or used to post signs, and would likely be torn down as part of any infrastructure improvements. Rather than discarding these relics of Penn Avenue’s history, enlist artists to create new uses for the poles, either as signage or installation art.
- Install decorative street paving that helps to slow traffic and define the pedestrian crossings at Penn & Negley.

- Buildings with open storefronts to encourage and develop ground floor retail and arts uses.
- Introduce benches and outdoor seating including café tables and chairs
- Unique streetscaping elements - alternate species of trees, sculpture, signage, etc. - as wayfinding to nearby public spaces, including East Liberty Town Square to the east, Garland Park to the north and Enright Park to the south. Include artists and children in the design process.

infrastructure/transportation

- Create a comprehensive district-wide infrastructure improvement plan. Ensure all proposed above-ground infrastructure - paving, street furniture, lighting - includes an artist in design and implementation.
- Add contrasting/alternative crosswalk paving at Negley intersection to facilitate pedestrian crossing.
- Restructure Penn-Euclid (Penn Circle West) intersection to remove wide turning lanes on Penn.
- Reconnect Amber and St. Clair Streets to the south in concert with redevelopment of JJ Gumberg property on the south side of Penn between Negley and Euclid, to complement New Pennley Place on the north side of Penn. See 2004 Rothschild Doyno East Liberty Design/Development Guidelines.





East End Planning: Penn Avenue Corridor Master Plan

Hospital District

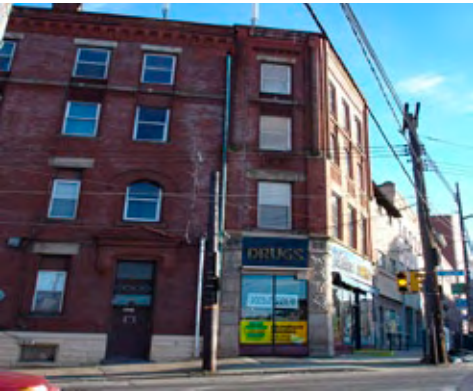
SECTION B2

SITE CONTEXT

INTRODUCTION

EXISTING LAND USE

Below: The Wilson's Drug building's height and lack of setback help to anchor the Penn-Main intersection.
Bottom: View east from Friendship Avenue of the stone wall and mature Sycamore trees along the edge of St. Mary's and Allegheny Cemeteries.



introduction

The Hospital District section of Penn Avenue breaks itself down into three areas: the Penn-Main Gateway, the Penn-Main Business Area and the Cemetery Row Area.

Penn Avenue's character changes significantly heading east up the steep slope past the Allegheny County Health Department campus. The corridor levels out at Main Street where we find, as the name suggests, the most significant intersection along Penn Avenue between Doughboy Square and East Liberty. Main Street connects Lawrenceville and points north to Bloomfield, Oakland and other points to the south, resulting in a great deal of both pedestrian and vehicular traffic at the Penn-Main intersection. With the new Children's Hospital opening in 2009 on ten acres between 42nd and 45th Streets, this section of Penn Avenue is poised to experience a drastic change in traffic flow and character. Smart management of this transition will be key for the future of the Penn-Main Gateway.

While a common reaction to the perceived increase in vehicular traffic might be to reshape the roadways, any infrastructure changes should be thoughtfully undertaken with consideration for the existing urban fabric of streets, sidewalks and buildings. Many people will remember this neighborhood by the Penn-Main Gateway intersection, which is currently only half-intact. The two northern corners have strong urban buildings anchoring that edge while the southern side is weak and void of character, with a dilapidated residential-scale building on the southeast corner and a gas station parking lot to the southwest.

The Penn-Main Business Area, three blocks east of Main Street encompasses the Children's Hospital campus supported by a commercial district in a state of flux. A number of cluttered and decrepit storefronts house service businesses and restaurants while others sit vacant. Streetscaping is inconsistent at best.

Friendship Avenue, due to become the official entry intersection for the hospital, is currently awkward and ill-designed, notable only for its impressive views north through the Children's Hospital campus and south towards the West Penn Hospital campus.

The Penn-Main and Penn-Friendship intersections are extremely important for defining the character and quality of this area surrounding the new Children's Hospital. Their weak southern sides present opportunities to create visual landmarks that will enhance these key intersections as well as the fabric of the corridor as a whole.

East of Friendship Avenue lies Cemetery Row: the under-utilized but picturesque St. Mary's-Allegheny Cemetery retaining wall enclosing memorials, quiet paths and mature trees to the north and a hodgepodge of row houses, single-family homes, low-rise medical office buildings and parking lots to the south. The fundamental lack of identity in this area is a common complaint among community stakeholders

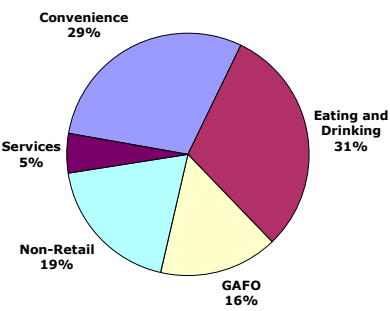
existing land use

The Hospital District contains the Corridor's most successful mixed-use center between Main Street and Friendship Avenue (Penn Main Business Area). Unlike most areas on the Corridor, the Hospital District has benefited from the past presence of a large institutional use in its core, strong north/south access and the presence of transit. These assets support the mixed-use function and, in particular, a range of retail uses.

There are approximately 15,000 square feet of retail/service space on Penn Avenue between Main Street and Friendship Avenue. The retail includes restaurants, the Brillobox bar, a drug store, and a convenience store. A gas station occupies the corner of Penn and Main. In addition to retail, there are office uses and some upper floor apartments between Main Street and Friendship Avenue.

Anchoring the District is the Children's Hospital, currently under construction. Once complete, Children's Hospital will contain 1.5 million square feet and occupy 10 acres of land in the Hospital District. The Hospital will include 296 beds, an emergency room, a research facility, a conference facility, faculty and administrative space. According to a Hospital representative, the Hospital's current Master Plan contains very little on-campus space for medical office or retail – meaning these uses will need to be provided in or around the Hospital District. When complete the Hospital will employ 3,000 people making Children's Hospital the largest employer in Lawrenceville.

It is important to note that while impressive in scale and impact, the Children's Hospital is "tucked away" in the Hospital District. The Hospital's presence is only evident between 42nd Street and Friendship Avenue. It is not easily visible from the Penn Main intersection, or from the Arts District to the east. As a result, while the Hospital may be the economic anchor of this District, it is not currently the "face" or "brand" of the District.



**Retail and Service Space Distribution
Hospital District
~15,000 Square Feet**
Source: ZHA, Inc.

** GAFO: Retailers selling general merchandise, apparel, furniture and other department store-type goods.*

St. Mary's Cemetery and Allegheny Cemetery are assets to the Hospital District yet not fully leveraged by existing land uses. These Cemeteries prohibit biking and running and thus are passive green space. The Cemeteries offer a quiet, green open space in an urban setting. As an amenity, the Cemeteries should increase the value of adjacent properties. .

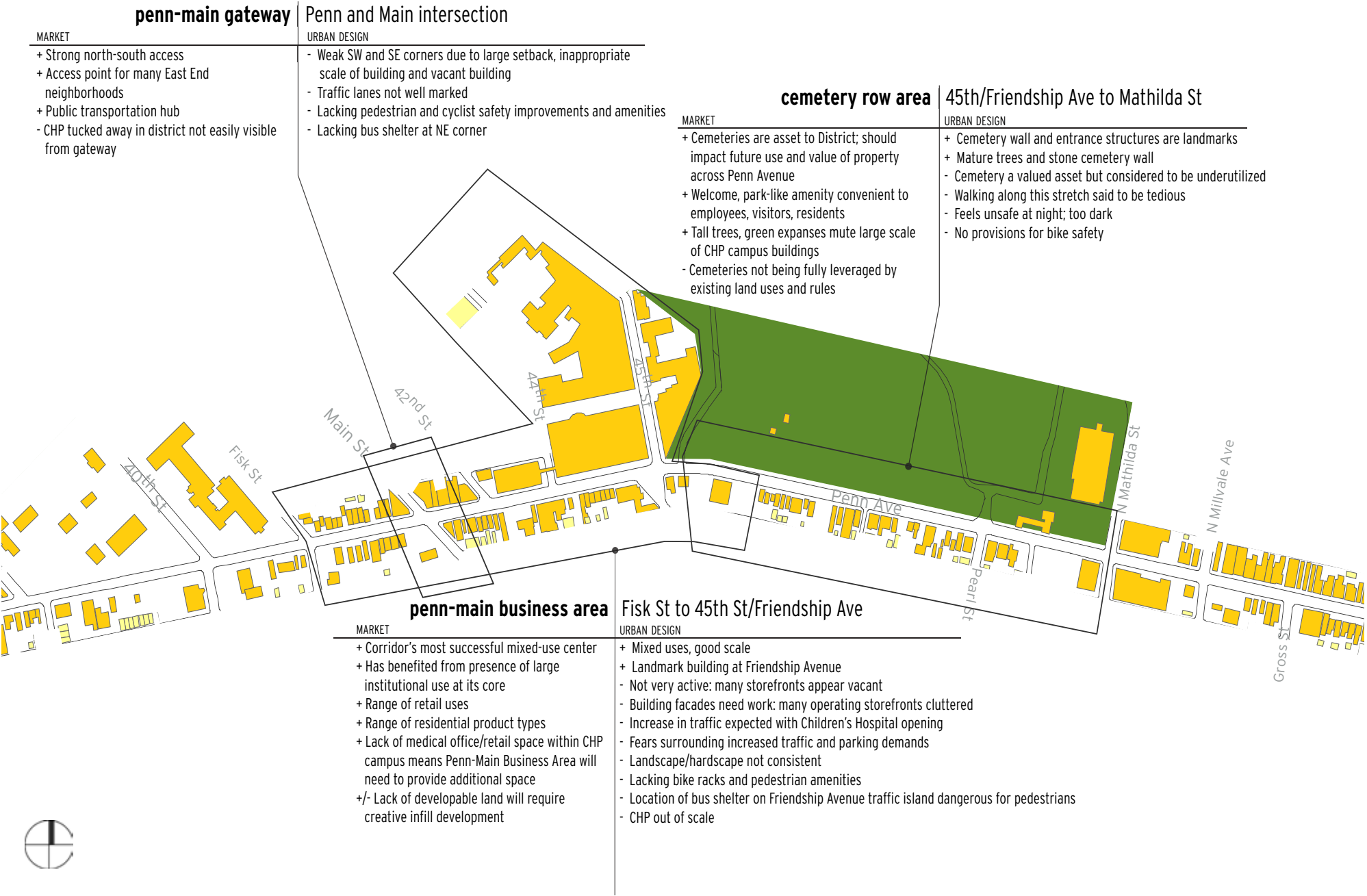
The intersection of Penn Avenue and Main Street is an important District asset that could be better leveraged. The Penn Main intersection is the primary entry point to the Hospital District particularly for persons traveling from the north and south. Currently, the land uses at this intersection do not signal "gateway" – they are low scale and visually unappealing.

There is very little vacant land in the Hospital District. Significant new development will likely require creative infill development and the demolition and redevelopment of existing, improved properties.

SITE CONTEXT

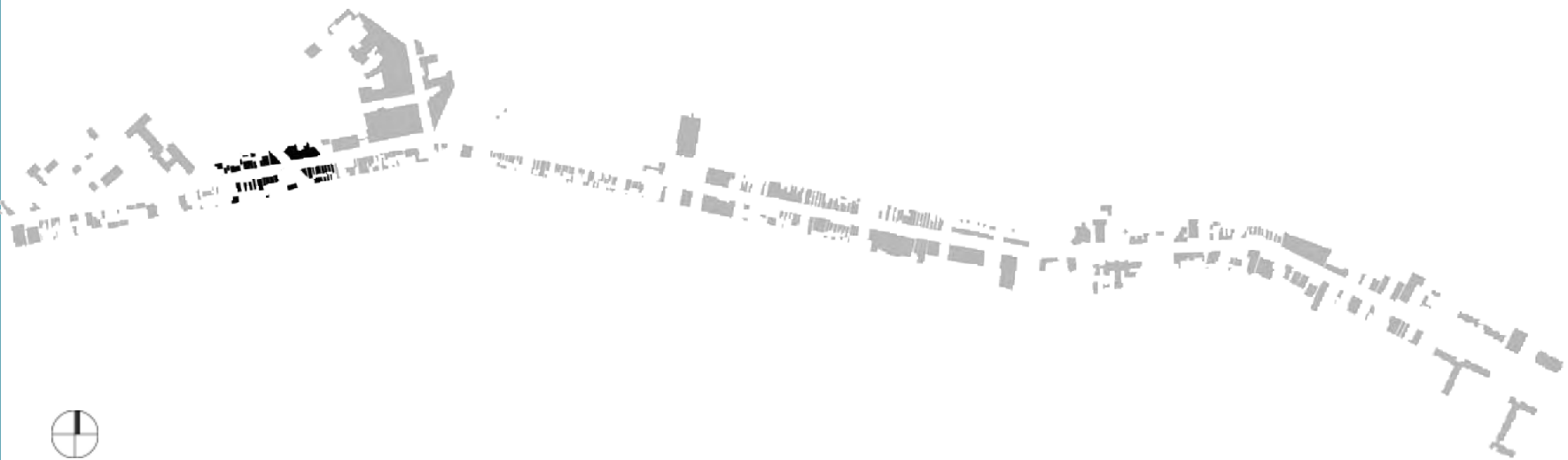
STRENGTHS AND WEAKNESSES:
MARKET PROFILE AND URBAN DESIGN

These issues and opportunities were defined through a series of public meetings and interviews with community stakeholders.



SITE CONTEXT

PENN-MAIN GATEWAY
FISK STREET -
42ND STREET



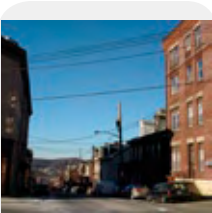
Vacant lots create “missing teeth” and loss of character along block

Closed up storefronts create an unwelcome, inconsistent pedestrian environment

Inconsistent use:
Gas station at gateway intersection, corner lacks definition

Mix of residential and commercial uses is appropriate for the transitional nature of this block

Inconsistent use:
Used-car lot



Intersection is unsafe for pedestrians, bicyclists

Key gateway building is vacant and dilapidated; opportunity to improve architectural character of



Main Street - 42nd Street:
Appropriate scale/massing and frontage but storefronts are cluttered, dilapidated

Block feels uninviting due to lack of trees or other streetscaping



FISK STREET

MAIN STREET

42ND STREET

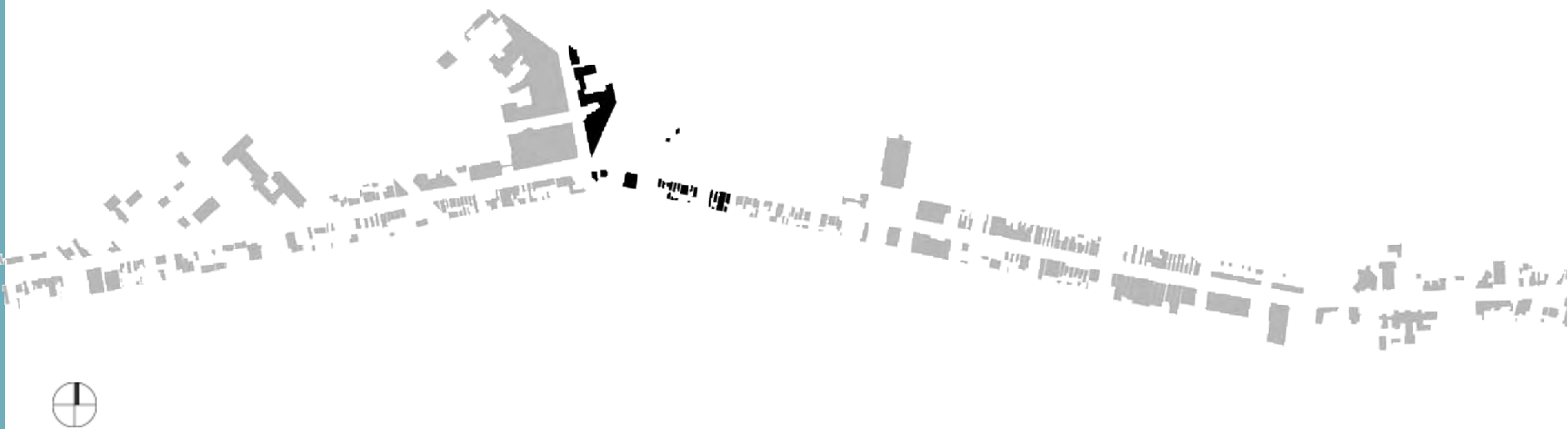
SITE CONTEXT

PENN+MAIN
BUSINESS AREA
42ND STREET -
FRIENDSHIP
AVENUE/45TH STREET



SITE CONTEXT

CEMETERY ROW AREA
FRIENDSHIP
AVENUE/45TH STREET -
CULLEN STREET



Flower guy

St. Mary's Cemetery

Long stone wall

Neighborhood asset: Large Sycamore trees inside cemetery wall

Parking lots create "missing teeth" and loss of character along block

Great views of cemetery from upper floors

Closed up storefronts turn back to street and are counter intuitive to promoting a safe pedestrian

Parking lot creates "missing tooth" and loss of character along block



SITE CONTEXT

CEMETERY ROW AREA
CULLEN STREET -
PEARL STREET



Allegheny Cemetery
(National Register of Historic Places)

CULLEN STREET

PEARL STREET

Good transparency
but could use
additional floors

Vacant lots create "missing teeth" and loss of
character along block



SITE CONTEXT

CEMETERY ROW AREA
PEARL STREET -
MATHILDA STREET



Allegheny Cemetery Gatehouse
(National Register of Historic Places)
Visual terminus of Edmond Street

Mathilda Street
intersection: important
inter-neighborhood
connector (see Arts
District section)

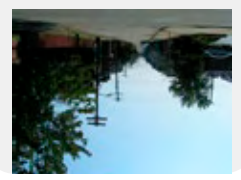
MATHILDA STREET

PEARL STREET

Vacant lot creates “missing tooth” and
loss of character along block



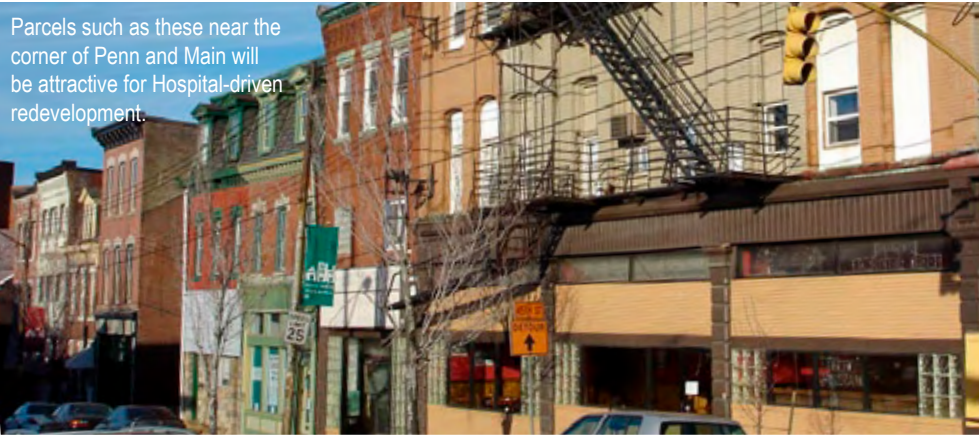
EDMOND STREET



Parking lot creates “missing tooth” and
loss of character along block



Blank ground floor facade
on corner building: loss
of storefront-pedestrian
interaction



market vision

The Hospital District will be an attractive 18-hour, mixed-use center for nearby residents, Hospital employees and visitors. The mix of land uses will include retail, medical and service office, a range of affordable and market rate housing options and, possibly, a hotel. The District will be clean, safe and welcoming. As such, the District itself will contribute to Children’s Hospital’s success as a health care provider, community anchor, and prestigious regional institution.

This District has the unique opportunity to capitalize on Children’s Hospital as a revitalization generator. The economic spin-off derived from the Hospital will allow the mixed-use center now concentrated between Main and Friendship to expand west of Main Street and east of Friendship Avenue. This functional expansion coupled with an urban design plan that reinforces gateways, pedestrian connections and quality streetscape will transform this District from a commercial service center to a Hospital District. A Hospital District includes retail and services as well as medical offices and overnight accommodations.

As a Hospital District land values will be higher than in the Arsenal and Arts Districts. This economic factor combined with the scale of Children’s Hospital will force higher density development. Rather than two- or three-story buildings, over time the Hospital District will contain a number of four- to six-story buildings.

There are sites and blocks within the Hospital District ripe for higher density development. These areas are mostly on the eastern (east of 45th Street) and western (between Main Street and Fisk Street) ends of the District. A combination of public, non-profit and private investment can accelerate the redevelopment of these areas.

The need to orchestrate land use and streetscape is particularly important in the Hospital District because of the visitor market. The District must offer a comfortable and intelligible environment so that patient visitors, visiting doctors, conference attendees, and/or prospective doctors have a positive experience. As an extension of the Hospital itself, the District will be positioned to offer a full range of services to visitors.

Children's Hospital Employee Spending Potential Full Time Employees				
Full Time Equivalent Employees	2,115			
	\$50,000+	<\$50,000	Total	
			\$'s	Sq. Ft.
Shopper's and Convenience Goods	\$679,490	\$269,148	\$948,638	3,160
Eating and Drinking	\$1,202,403	\$807,444	\$2,009,847	6,700
Total Spending	\$1,881,893	\$1,076,592	\$2,958,485	9,860
Source: International Council of Shopping Centers, "Office Workers Retail Spending," 1988				

district-wide economic position

The new Children’s Hospital of Pittsburgh (CHP) will create a wide range of market opportunities for a variety of land use types. The Hospital will employ 3,000 people and contain 296 beds. CHP will generate a demand for retail and services, office space and market rate and affordable multi-family housing.

Employees at the Hospital are a target market for Hospital District retail. According to Children’s Hospital, of their 3,040 employees approximately 2,115 or 70 percent are full time employees. A survey conducted by Carnegie Mellon University students in conjunction with the Children’s Hospital Marketing Department explored Hospital employee spending habits. 148 surveys were completed. The highlights of the survey results are:

- 60 percent of meals are either brought from home or eaten in the Hospital cafeteria;
- 95 percent of CHP employees spend less than \$10 per day on meals;
- 43 percent of respondents said they would be willing to walk 2 blocks or less to shop or eat; and
- 25 percent of employee spending was done in convenience or drug stores.

Hospital employees alone will support almost 10,000 square feet of retail.

An economic impact analysis has not been conducted for Children’s Hospital in Pittsburgh. There is no question, however, that those visiting CHP will demand goods, services and overnight accommodations. A recent economic impact analysis for Cincinnati Children’s Hospital (465 beds) concluded that patient family and visitors and visiting doctors created \$1.7 million in annual economic impact to the City. Most of this impact was from hotel stays and retail spending in the local economy. Given Children’s Hospital’s plan to limit retail and services on campus, the Hospital District is well positioned to service this market. If the Hospital District does not offer the goods and services demanded, visitors will likely not spend as much because of inconvenience or spend in other areas like Bloomfield’s Liberty Avenue commercial district or downtown Pittsburgh.

continued on following page

SITE CONTEXT

MARKET VISION
ECONOMIC POSITION

SITE CONTEXT

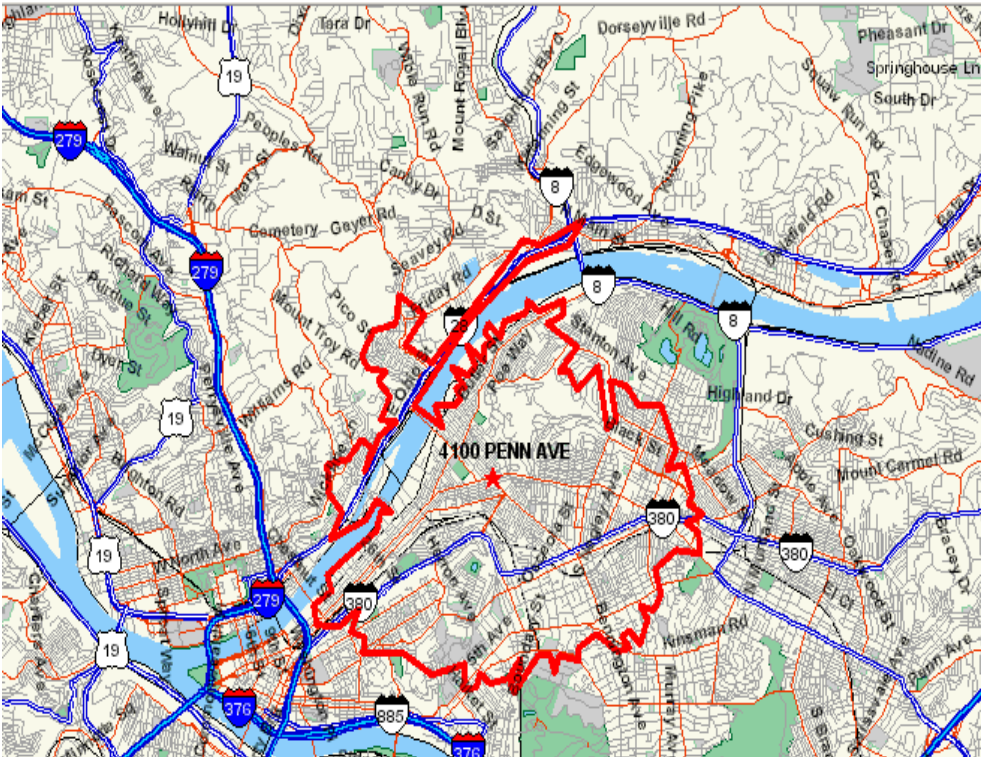
MARKET VISION
ECONOMIC POSITION



Left: The Hospital District is a mixed-use neighborhood with much potential. These restored historic rowhouses are across Penn Avenue from Children's Hospital.



Rendering of the main Children's Hospital building and its public space along Penn Avenue. Image courtesy of the Children's Hospital of Pittsburgh.



Below: map of East End convenience market trade area.

district-wide economic position (continued)

The Hospital District is also well positioned to service the local resident market's convenience retail needs. As the map below illustrates, the Hospital District is in the center of convenience market trade area. The Trade Area contains 35,000 households with buying power sufficient to support two to three community shopping centers.

Given existing competition by various store types, the Hospital District is well positioned to capture unmet resident demand for an additional drug store and eating and drinking establishments in addition to the square feet supported by Hospital employees and patrons. There is the potential to develop a 6,000 square foot drug store in the Hospital District as well as an additional 5,400 square feet of eating and drinking space and 2,300 square feet of shops.

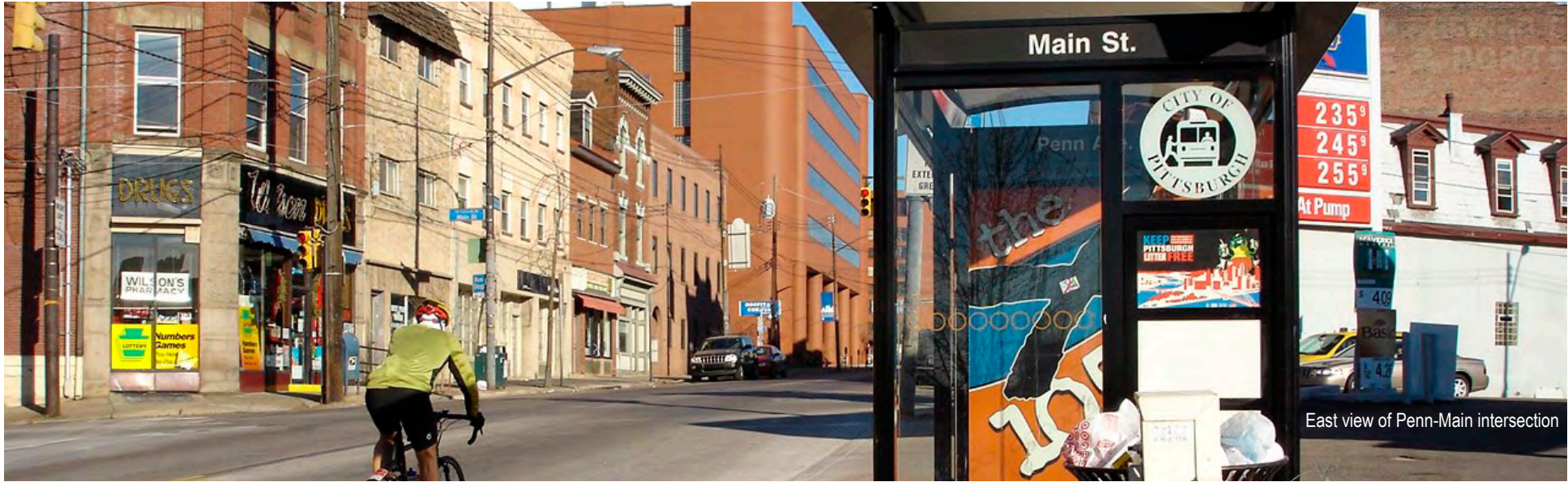
In sum, the employee and resident markets will support more retail space than is currently in the Hospital District. New demand will either be addressed with new development (i.e. additional square feet) or the tenant mix will change in the District. Without net new retail space, existing retailers who rent will be threatened by higher paying, credit tenants interested in entering the market.

Not only will the Hospital impact the retail market, it will also impact the District's position as it relates to residential development potential. Given the number, character and range of jobs available at the Hospital, the Hospital District is an excellent location for rental housing development and, to a lesser extent, for-sale residential development.

Target household types for the Hospital District include households with members working at the Hospital as well as young singles and couples attracted to the District's 18-hour cycle of activity. The Hospital District should incorporate affordable housing to allow lower wage Hospital workers to walk to work. Unlike the Arsenal District, housing in the Hospital District will be mostly multi-family and rental.

The District is well positioned to capture 60 percent of the Corridor's 140 to 245 multi-family residential unit potential over the next five years. This potential includes market rate units as well as subsidized units. The market study reveals that development subsidies will be required to provide housing affordable to households earning less than \$35,000 per year. The most likely location for this type of development is east of Friendship Avenue on property across from the Cemeteries.

A barrier to the Hospital District's development potential is the lack of readily developable land in the District. Public/private/non-profit leadership and investment will be required to facilitate the redevelopment of existing, improved, yet under-utilized property. A parking management strategy will also be required to ensure that the benefits of transit and shared parking in a mixed-use setting are fully leveraged.



East view of Penn-Main intersection

RECOMMENDATIONS

PENN-MAIN GATEWAY

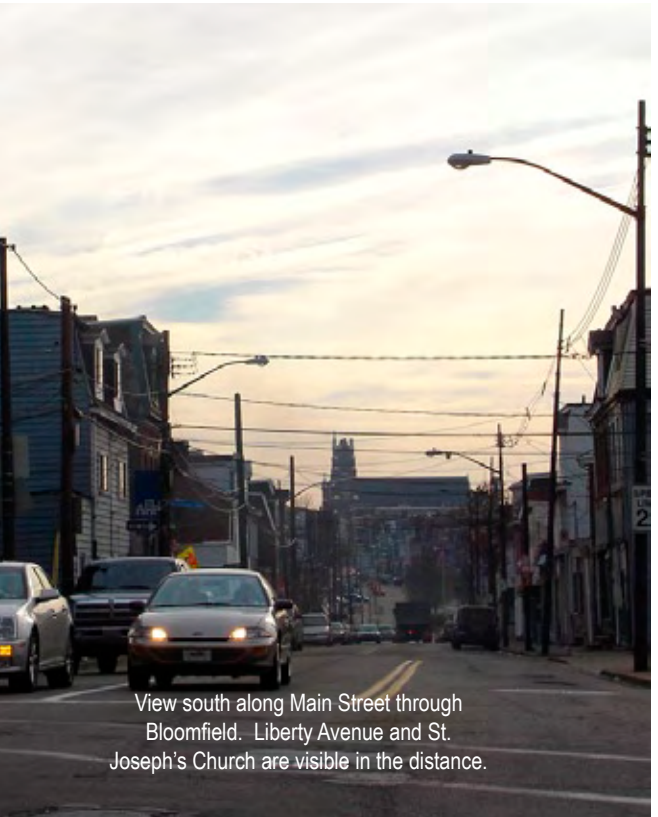
economic position

Gateway to Hospital District, transition area and mixed-use center

Through significant streetscape investment, define the entrance to the Hospital District and create a clean and safe image for the District. Many visitors will be entering the Hospital District via the Penn Main intersection and/or the bus stop. Streetscape improvements at the Penn Main intersection and on Penn Avenue must create a comfortable, safe, and attractive physical environment signaling the presence of Children's Hospital. These improvements will help to spread the economic impacts of the Hospital beyond the Penn-Main Business Area.

Pursue infill development opportunities. Smaller lot infill development in the Penn Main Gateway should reflect the scale of neighboring land uses. Infill development will require public/private/nonprofit cooperation to address parking. Infill development can take advantage of the opportunities for ground level retail and upper-story residential and office space.

Pursue public or non-profit funding to incent the renovation or adaptive reuse of older commercial properties. Historic tax credits, new market tax credits, façade improvement loans and other incentives can be made available to accelerate the revitalization of older buildings in the Penn-Main Gateway.



View south along Main Street through Bloomfield. Liberty Avenue and St. Joseph's Church are visible in the distance.

penn-main intersection as central gateway along penn avenue corridor

Directly east of Fisk Street, the character of Penn Avenue changes, approaching the gateway intersection at Main Street. The Main Street intersection is an important connection to all points south, a Port Authority bus transfer location and will be a major entry point for the new Children's Hospital, one block further east. To provide a strong sense of enclosure and highlight this important gateway along the Penn Avenue corridor, the south side should feature buildings on both corners, similar in scale to those on the north side.

appropriate uses

As Penn Avenue levels out at Main Street in the vicinity of the new hospital, opportunity exists for a strong, contiguous retail/restaurant commercial storefront strip. In addition to storefront retail uses, upper floors should predominately be office use with the opportunity of medical offices.

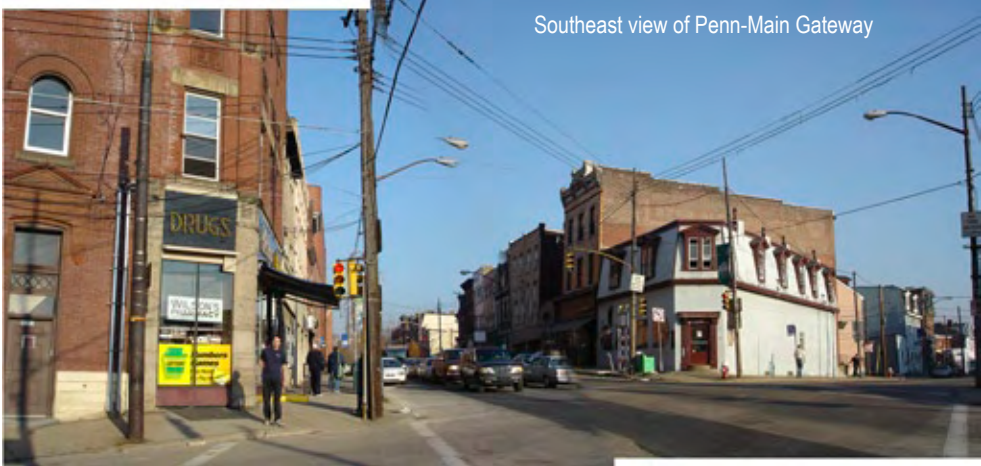
- Upper floor uses in the Fisk-Main block should be either office or residential
- Remove or relocate the existing gas station at Penn & Main



Northwest corner of Penn and Main. Detail showing historic building with decaying cornice, original window openings filled in.

RECOMMENDATIONS

PENN-MAIN GATEWAY



Southeast view of Penn-Main Gateway



Southwest view of Penn-Main Gateway

building massing/height

The corner of Penn & Main may provide an opportunity to build slightly higher than what is currently permitted by the existing LNC zoning. The existing historic building on the northeast corner of Penn Avenue is 4 stories in height. This intersection would be well served to be built up with buildings of similar scale ranging between 3-4 stories (35-48 ft.).

- New “corner” buildings on the south side to emphasize the significant intersection of Penn & Main.

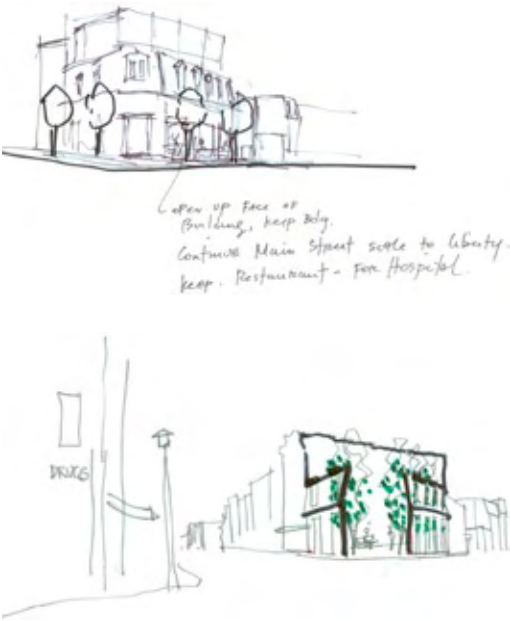
streetscaping/public art

- Fill out street trees on both sides of Penn Avenue
- New ornamental street trees at the Main Street intersection to highlight gateway and provide wayfinding to the Stephen Foster Community Center (north) and Bloomfield Park (south, under the Bloomfield Bridge).
- Develop street lighting, furniture and public art plans that promote a perception of safety 24 hours a day and emphasize family-friendly/kid-centric elements, reflecting Children’s Hospital’s location in the neighborhood.

infrastructure/transportation

- New curb alignment and right-turn lane on the southeast corner of Main Street to better enable traffic flow to the hospital.
- new decorative street paving that helps to slow traffic and define the pedestrian crossings at Penn & Main.

- Create an Integrated Parking Plan along with the larger Penn-Main area to define existing and anticipated needs, establish a clear evaluation framework, evaluate options and offer an implementation plan, which should conform to the overall urban design vision and goals of the Penn Avenue corridor.



Above: These sketches created during the Urban Design Workshop illustrate two of four potential design solutions for the southeast corner of the Penn-Main intersection. 1 (top): Preserve existing building, open up facade with windows and glass doors, add streetscaping. 2 (bottom): Architectural salvage: slice off corner of existing building and open up as patio/ balcony for Brillobox bar/restaurant next door. 3 (not shown): New building properly scaled for the narrow, oddly-shaped site. 4 (not shown): Tear down existing building.



View of northern corner buildings from Penn Avenue



View of Lawrenceville and North Hills from Penn Avenue

economic position

18-Hour mixed-use center

Through significant streetscape investment, create a unifying image for the District. Visitors are a key target market for the retail and services in this District as well as employees and nearby residents. Streetscape improvements must create a street environment that is attractive and feels like an extension of the Hospital – welcoming, safe and clean. Furniture, way-finding measures, lighting and street trees are needed in this area to fully capitalize on the Hospital-related spending potential.

Reconfigure Friendship Avenue and Penn Avenue intersection and create potential redevelopment opportunities. Most of the Penn-Main Business Area is built up and there are very few opportunities for new construction. Yet the Penn Main Business Area will directly benefit from Children's Hospital. From a revitalization perspective, the development strategy should support both the renovation of existing buildings and the demolition and redevelopment of property.

The Friendship Avenue and 45th Street intersection may offer an opportunity for redevelopment and new construction. Friendship Avenue and 45th Street are not aligned and 45th Street is an important entrance into Children's Hospital. The realignment of this intersection will enhance its function and the development potential of the two southern corners. These two corners are very valuable for office, residential and/or hospital use (with retail on the ground floor in all cases) and this location can accommodate a scale of 4-stories or more.

appropriate uses

The portion of Penn Avenue from Fisk Street to Friendship Avenue, especially between Main Street and Friendship, has a great opportunity to become a strong, vibrant pedestrian-oriented commercial district that will serve the surrounding neighborhoods as well as the thousands of Children's Hospital employees and visitors. The three to four blocks of this stretch have opportunities for historic façade renovations but also new development sites that will help to develop the architectural character and scale of this area. Development in this area can lead to new street level commercial spaces with upper level office, and medical uses. The south side of Penn in this area should be amenity-rich to balance the massive Children's Hospital campus on Penn's north side.

building massing/height

Existing buildings in the Penn-Main Business area, with the exception of the Children's Hospital campus buildings, are generally two to four stories in height, a scale which is appropriate for the desired uses of this area. New construction should be of similar scale.

- New infill construction on the northeast corner of 42nd Street should not be set back from the corner and may be as many as four stories to blend with its neighbors on either side.
- New corner buildings on the south side of Friendship may also be of a larger scale, as Friendship Avenue is slated to become the main route from the south into the Children's Hospital campus. The building on the southwest corner should be designed with a focal point along the Friendship Avenue axis.



RECOMMENDATIONS

PENN-MAIN BUSINESS AREA

Below: Building that will likely be developed as the new CHP nears completion. As a well-designed, appropriately-scaled structure, it should be restored rather than altered or demolished and replaced.



RECOMMENDATIONS

PENN-MAIN
BUSINESS AREA

streetscaping/public art

- Fill out rows of street trees along both sides of Penn Avenue
- Cohesive street tree plan along Penn Avenue.
- Child-friendly trees and landscaping in new public space in front of main hospital building.
- New ornamental trees along Friendship as wayfinding to Friendship Park to the south.
- New “corner” building (with landscaping) at Penn & Friendship to serve as visual terminus from Friendship.
- As at Penn-Main gateway, develop street lighting, furniture and public plans that promote a perception of safety 24 hours a day and appeal to Hospital visitors and employees.

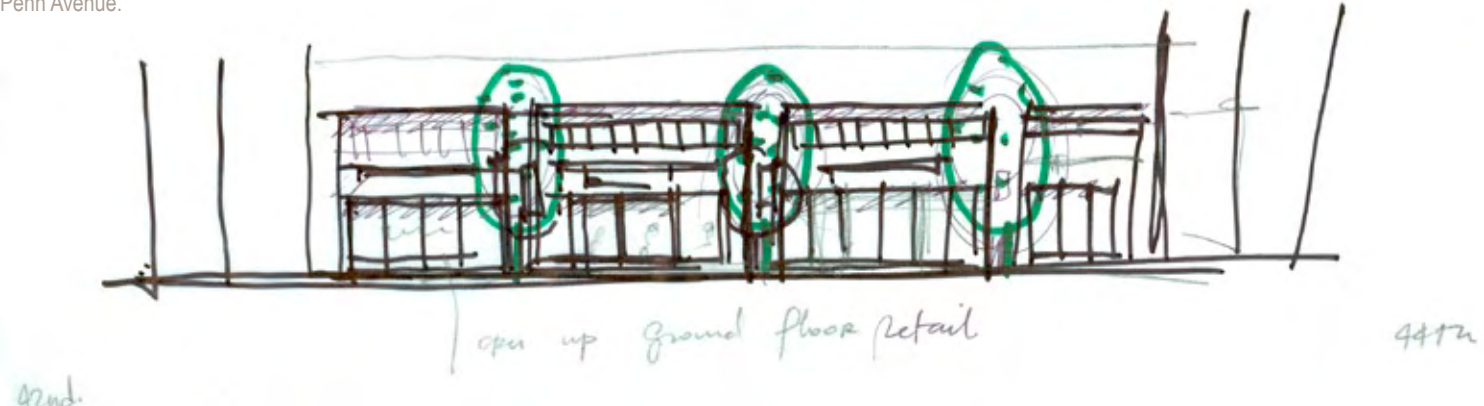
infrastructure/transportation

- Friendship Avenue intersection is restructured – eastbound right turning lane on Penn Avenue and bus shelter island are removed.
- New decorative street paving and clear signage that helps to slow traffic and define the pedestrian crossing at Penn & Friendship Avenues.
- Create an Integrated Parking Plan to define existing and anticipated needs, establish a clear evaluation framework, evaluate options and offer an implementation plan, which should conform to the overall urban design vision and goals of the Penn Avenue corridor.

Right: The St. Mary’s Cemetery gate at the 45th Street intersection is charming but is visually swallowed by the large-scale hospital campus, overhead utilities and lack of unified streetscaping. Infrastructure and streetscaping plans should highlight rather than hide this architectural asset.

Far Right: The setback and parking lot at DaVita Pittsburgh breaks up the continuous building face on Penn’s south side between 42nd and 44th Streets, but has provided a location for a Sprout Public Art mural.

Below: One idea generated at the Urban Design Workshop was to open the first floor space of the Children’s Hospital Administration building as storefronts to engage pedestrians on both sides of Penn Avenue.



The Penn-Friendship intersection provides a spectacular view southeast to the Western Pennsylvania Hospital in the distance. Friendship Avenue functions as a primary connector from the Penn-Main Business Area to the Liberty Avenue commercial district and residential portions of Bloomfield and Friendship.

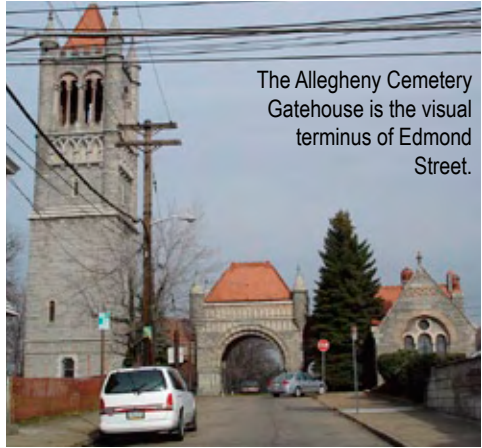
economic position

A mix of new residential and office buildings designed to service the Hospital markets

Through marketing and strategic partnerships encourage infill development and redevelopment in the area. Cemetery Row is prime for redevelopment given the nature of the existing land uses, the Hospital's proximity and the attractive green space of the Cemeteries. This area is well positioned for affordable and market rate housing development, office development and/or public parking development. This area's redevelopment will not only benefit the Hospital District, but could provide a captive market supporting the revitalization of the Arts District to the east.

Through land assembly and parking development incent redevelopment between Friendship Street and Mathilda Street. To satisfy a full range of market demand for any given land use, offering state-of-the-art newly constructed space is important. Cemetery Row is well positioned for new construction, but it will require the redevelopment of improved properties. Redevelopment typically requires a mix of public and private financing to offset the high costs of property assembly and parking. The public and non-profit sectors can incent new construction by assembling land for redevelopment and/or constructing public parking to support new development.

Invest in streetscape that both ties the Cemetery Row to the Hospital District and leverages the unique ambiance created by the Cemeteries. The Cemeteries' wall and large old trees distinguish this portion of the Hospital District from the more urban Gateway and Business Area. The physical appearance of the street in Cemetery Row should clearly articulate its function as a gateway to the Hospital District and its unique role and character within the District. Streetscape investment will demonstrate the public and non-profit sector's commitment to the redevelopment and revitalization of this portion of the Hospital District.



appropriate uses

As Penn Avenue continues east past Friendship Avenue the character changes again with the introduction of the long, visually calming wall of the St. Mary's and Allegheny Cemeteries. The commercial opportunities along this 4-5 block stretch of Penn Avenue are diminished as the street becomes one-sided. This area provides a pause in the busy street character and will likely serve as a place for people to "get away" and walk along a quieter stretch of Penn Avenue. New development opportunities in this area are more likely available for low to mid-rise office (medical) and/or residential.

building massing/height

The Cemetery Row area is currently occupied by two- and three-story residential and office buildings. Maintaining this scale for future development is acceptable, as it blends in with residential Bloomfield to the south. There is an opportunity, however, to develop this section of the Penn Avenue corridor with mid-rise residential and office, to take advantage of the sweeping, park-like cemetery views as well as the need for development space associated with the hospital.

streetscaping/public art

- Promote overall peaceful, bucolic and family-friendly nature of this area as amenity for hospital patrons/employees and neighbors.
- Maintain existing mature Sycamore trees within cemetery walls.
- New ornamental street trees along the cemetery wall, providing shade and protection to the pedestrian.
- Wall can be opened in select locations to offer views through to Cemetery beyond.
- Illuminate the cemetery wall with uplighting; will also provide additional lighting for pedestrians.
- New ornamental trees at Edmond and Mathilda streets as wayfinding to Friendship Park, two blocks to the south.
- Incorporate kid-centric streetscaping, public art and wayfinding throughout this Area.

infrastructure/transportation

- Restructure Penn-Main intersection – accommodate a right-turning lane on northbound Main Street as per CHP needs.
- Restructure Friendship Avenue intersection – remove right turning lane and bus shelter island at eastbound Penn Avenue.



RECOMMENDATIONS

CEMETERY ROW AREA

Below: The walk along the cemeteries' stone retaining wall is already a peaceful break from the bustle of surrounding commercial areas. The addition of ornamental trees along the curb, uplighting on the wall itself and even poetry or other art pieces embedded in the sidewalk would create a safer and even more pleasant pedestrian experience for hospital patrons and employees, neighbors and those just passing through the area.





East End Planning: Penn Avenue Corridor Master Plan

Design Guidelines

SECTION C

OVERVIEW

CONTENTS

PURPOSE

APPLICATION OF
DESIGN GUIDELINES
VISION

Purpose of Design Guidelines

These guidelines apply to the 2.25-mile corridor of Penn Avenue from East Liberty to Lawrenceville's Doughboy Square. This document is intended to provide design direction and guidance to all new construction projects, renovations to existing buildings and storefronts, as well as additions to buildings. The guidelines are not prescriptive rules and are not meant to be followed to the letter; adhering to the spirit of the content will inform a project's initial design phases as well as expedite development review and city approval processes.

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Application of Design Guidelines

Renovation

For historic properties or those to be restored/rehabilitated, use the Secretary of the Interior's standards as a guide. See nps.gov/history/hps/tps/standards_guidelines.htm for more general information on treatment of historic properties. URA Streetface Program (ura.org/streetfaceProgram.html) design guidelines are also useful for buildings to be renovated in a traditional style. Adaptive reuse is encouraged in general as a sustainable practice; non-historic structures also contribute to the evolved character - street pattern, texture, style - of the Penn Avenue Corridor.

New Construction

New structures should be designed so as to preserve key gateways and vistas. New structures should respect existing fabric, without necessarily imitating. They should contribute to the streetface, demonstrate consistent scale/massing, proportions, complementary fenestration patterns, materials, and a similar ratio of window area to wall area.



Vision

The Penn Avenue Design Guidelines represent the urban design vision for the emerging Penn Avenue Corridor from Doughboy Square in Lawrenceville to Euclid Avenue (Penn Circle West) in East Liberty. These Guidelines have been developed through a collaborative effort of four neighborhood community development corporations: The Lawrenceville Corporation, The Bloomfield-Garfield Corporation, Friendship Development Associates, Inc. and East Liberty Development, Inc. This endeavor is a means to establish a common long-term design strategy for the urban corridor linking these communities. The Design Guidelines form a piece of a strategic development framework that will realize a shared vision for how people work, live, travel, and play along the Corridor.

A Common Vision

While a shared vision encompasses this 2.25 mile length of Penn Avenue, the street's character and its uses vary among the three districts and ten distinct sub-areas; the application of these guidelines will vary accordingly.

A Shared Resource

These Guidelines are the culmination of the ideas of many people who live in, work in and travel this Corridor. They are intended for use by the City Planning Department, Planning Commission Design Review Board, Mayor's Office, City Council, other governmental agencies, neighborhood groups, community development corporations, developers, residents, and business people who are concerned with the planning, development, and neighborhood improvement of the Corridor.

Regulated by the City of Pittsburgh

The guidelines are neither an official zoning change, nor do they create or deny any property rights. Any zoning changes that may be proposed must be initiated under a separate procedure established by the City of Pittsburgh Zoning Administrator. Ultimately, the four CDCs will work together to form a community-based design review process for each project.

A Culmination of Previous Planning Processes

A number of plans and relevant materials have been developed for the Corridor over the past decade. These Guidelines work to incorporate both new ideas as well as those which have been developed through previous studies.

Our Goal - A Realized Vision

The groups and individuals involved in creating these Guidelines believe that if the property owners and developers along the Corridor work within this document's framework, the Avenue as a whole will develop cohesively and become stronger as a district.

Arsenal District
Doughboy Square gateway
Residential Area
40th Street Institutional Area

Anchoring the western end of the Penn Avenue Corridor, the Doughboy Square Gateway will be a mixed-use area of offices with housing on upper floors. The Residential Area will continue to develop as a quiet neighborhood of single-family homes, townhouses and smaller-scale multi-unit residential buildings with a small number of office and retail uses. The 40th Street Institutional Area - comprising established and new service uses as well as the southern end of Arsenal Park - is the transition point between quiet Lawrenceville and the bustling Penn-Main district.

Hospital District
Penn-Main Business Area
Penn-Main Gateway
Cemetery Area

The Penn-Main Business Area will be the focus of commercial development around the new Children's Hospital of Pittsburgh, primarily via rehabilitation of existing buildings with selective infill construction. The Penn-Main Gateway will feature a reconfigured intersection and appropriately-scaled corner buildings. The Cemetery Area will absorb additional medical office development as well as larger-scale multi-unit residential development in the longer term, with stunning views north to Allegheny Cemetery and south to the greater East End.

Arts District
Arts Commercial Area
Institutional Area
Showroom Area
Negley Gateway

The Arts Commercial Area, home to the Penn Avenue Arts Initiative (PAAI), will thrive as an eclectic, dense neighborhood commercial district, home to smaller offices, art galleries and upper-floor housing with an emphasis on innovative modern design. The Institutional Area will act as a quiet pause at a double bend in the Corridor, with the Children's Home of Pittsburgh facing small commercial structures and public open space. The Showroom Area will continue to build on recent significant investments, such as the Pittsburgh Glass Center, Penn Fairmont mixed-

use development and Glass Lofts. Innovative new developments and unique, artistic solutions for existing parcels and structures will continue to be prevalent in this Area. The Penn-Negley intersection, with new developments of appropriate scale on three sides, will anchor the Negley Gateway. Between Negley and Euclid Avenues, a large-scale new housing development on the south side will help create a residential transition between the Arts District and East Liberty.

OVERVIEW
CORRIDOR VISION

For more information, please see the complete Penn Avenue Corridor Master Plan



BUILDING

SCALE, MASSING, HEIGHT
OVERALL BUILDING

Scale, Massing, Height *Overall Building*

Most of the existing building stock along Penn Avenue is low-rise (1-3 stories) and current zoning allows for the same. Clearly articulating different uses at lower building levels - making a storefront look different than residential upper floors, for example - will aid in creating a sense of human scale in buildings. Architectural detailing and variation in the three-dimensional character of the building mass as it rises also help to create a building to which pedestrians can relate.

Required

- Build according to current Pittsburgh Zoning standards:
 - Much of the Penn Avenue Corridor is zoned LNC (Local Neighborhood Commercial), which allows for a maximum height of 45 ft. or 3 stories. Special exceptions for height shall not be within 200' of any property which is zoned residential. **1**
 - A small section of the Arsenal district is zoned residential.
 - The Children's Hospital of Pittsburgh and Children's Home of Pittsburgh are zoned EMI, which is a special zoning classification for educational and medical institutions, regulated on a case-by-case basis.

Recommended

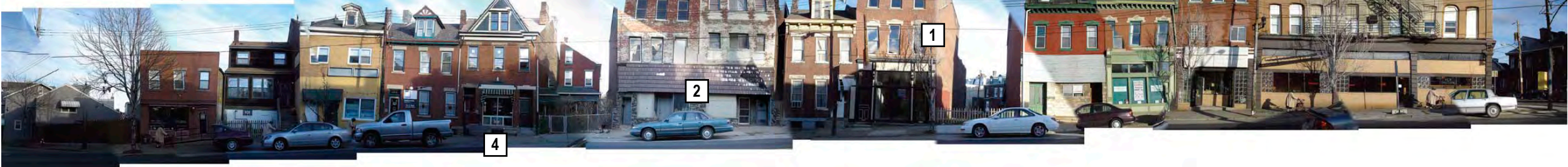
- Permit special zoning exceptions for height at certain key intersections along the Penn Avenue Corridor: Main Street, Friendship Avenue and Negley Avenue.
- Respect and respond to existing contextual pattern for each district. Lot widths vary between districts (for instance, lots are wider in the Showroom Area than the Arts Commercial Area), but in general, buildings are typically 15-25 feet in width, 2-3 stories tall, with similar scaling. **2**
- Vary architectural styling and detailing.
- Prohibit one-story new construction. **3**

Suggested:

- Encourage variations in massing at street corners and building entrances to provide architectural emphasis and visual interest. **4**
- Consider special zoning exceptions for height in secondary areas. The Cemetery Area could support mid-rise residential development.



These row houses fit into their surroundings: three stories, no setback, high level of detail.



Building massing is articulated on each floor.



One-story building is out of scale with its neighbors

The buildings in this block of Penn Avenue, below, are a good example of human scale. Each structure is two or three stories, their storefronts look markedly different than their residential upper stories and each contains a high level of detail. These are characteristics of buildings that people consistently consider positive. Pedestrians are able to relate to buildings like these rather than feeling overwhelmed or cut off from a blank wall or towering façade.

Scale, Massing, Height *Floor to Floor*

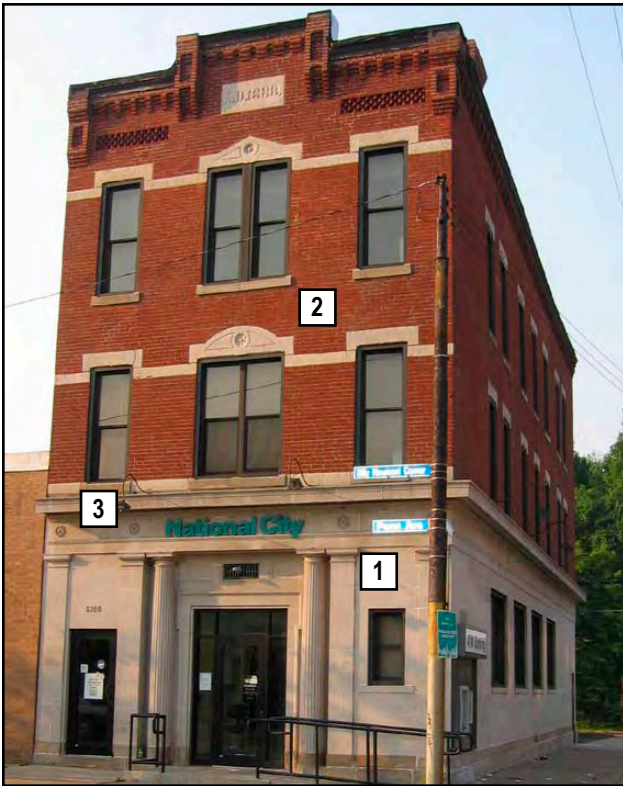
Recommended:

- Accentuate the ground floor of a mixed-use building or the entrance of a row house to keep it in scale with the street and adjacent storefronts. **1**
- Blend upper stories into a continuous wall. **2**
- Vary ground floor heights between 14 and 18 feet (12-foot minimum) and express on the façade as taller than upper floors. **3**

Suggested:

- Relate the storefront, particularly the storefront cornice, to the height of adjacent buildings. **4**
- Express each upper story as 10'-12' high or similar in height to adjacent buildings. **5**

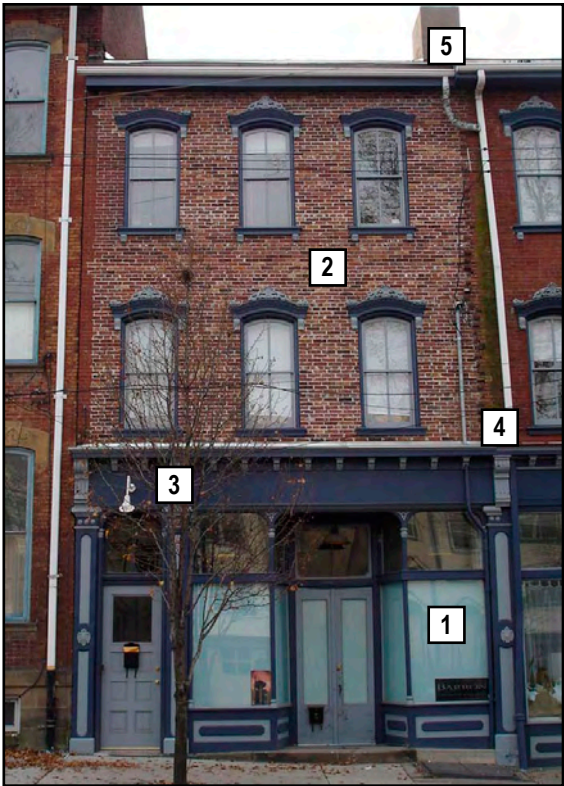
BUILDING
SCALE, MASSING, HEIGHT
FLOOR TO FLOOR



A high level of detail and an articulated commercial first floor.



The entrances of these row houses are emphasized.



Articulated ground floor.

BUILDING
SETBACK AND FRONTAGES

Setback/Frontages

Setback guidelines are intended to maintain a consistent frontage, or maximum dimension of building facade facing the street, along the Corridor. Pittsburgh City Zoning Standards recommend frontage across a minimum of 65% of each lot. Higher minimums will help to create a strong and continuous street presence.

The block of Penn Avenue, below, presents a continuous street façade with zero lot setbacks. The result is a strong street presence and the potential for a vibrant pedestrian commercial experience.



These row houses, located in the Hospital District, have a zero setback and use small stoops to define the break between public and private realms.



These buildings are pedestrian friendly: they sit at the front property line with frontages that encourage walk-in traffic.

Required

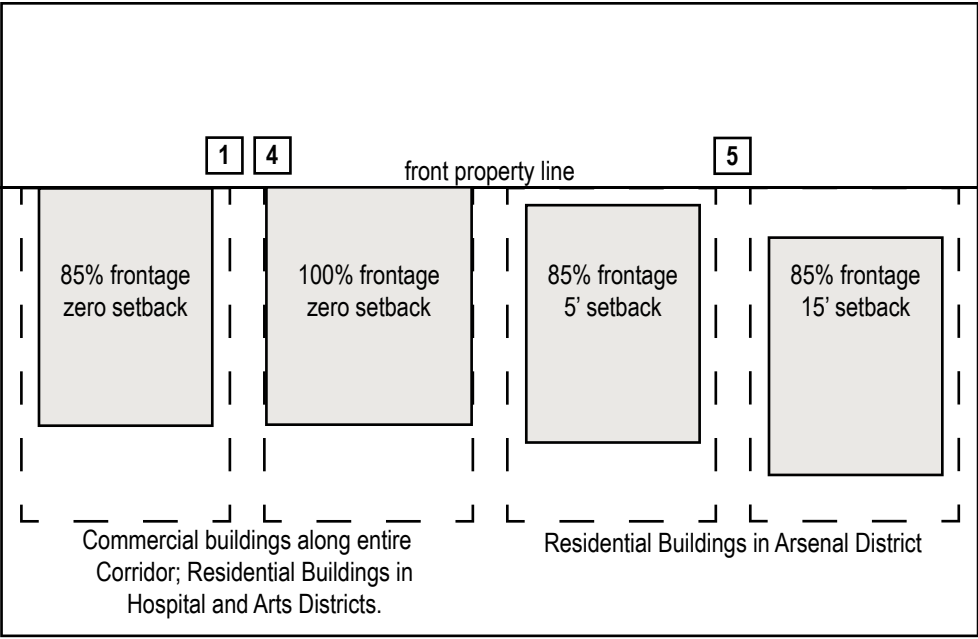
- City Planning must review and approve any proposed right-of-way projections.

Recommended:

- Build to the property line to the greatest extent possible with 85% minimum frontage, 100% preferred. 1
- Respect the continuous frontage that exists along much of the corridor. 2
- Allow upper floor setbacks only when they are not visible from street level.
- Prohibit setbacks within the Arts Commercial Area as well as in other districts or areas where existing fabric has no setback. 3
- Coordinate the placement of open space along the corridor within the larger Urban Design plan.

Suggested:

- Locate all non-residential buildings at the front property line, regardless of location along the Corridor. 4
- Set back residential-use-only buildings 5' to 15', unless in Hospital or Arts Districts. 5
- Dedicate a minimum of 75% street frontage to uses that encourage walk-in traffic. 6
- Strongly discourage drive-Thru uses.



Recommended setbacks and frontages.



A particularly creative use of art and landscaping to separate public and private at this house with a shallow setback.

BUILDING
CORNER BUILDINGS



Good examples of storefronts turning the corner and addressing the intersection on both sides.

Corner Buildings

Corner buildings represent an opportunity to define and celebrate spaces found at gateways and intersections throughout the Penn Avenue Corridor.

Required

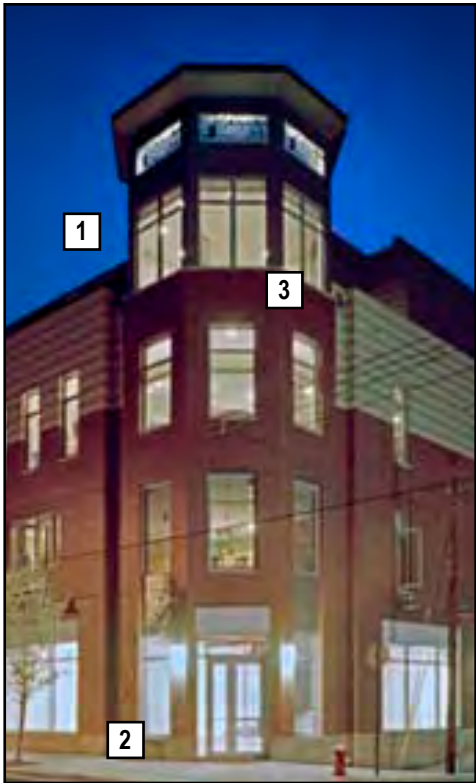
- Build according to current Pittsburgh Zoning standards. Much of the Penn Avenue Corridor is zoned LNC (Local Neighborhood Commercial), which allows for a maximum height of 45 ft. or 3 stories. Special exceptions for height shall not be within 200' of any property which is zoned residential.

Recommended

- Corner building height should at least slightly exceed that of neighbors. **1**
- Use glazing and display space to “turn” the corner on buildings at intersections. **2**
- Obtain height variances for corner buildings, especially at gateway locations.

Suggested:

- Draw attention to the corner with distinctive roof forms, sculpture or tower elements, which should exceed the typical height of adjacent buildings. **3**



Tower elements help define and draw attention to the corner.

BUILDING
FAÇADE

Façade

Although the façade (front elevation) and storefront are technically parts of the building, they should be primarily considered as part of the streetscape and pedestrian environment. Articulate façades with horizontal and vertical scaling components that are integral to the buildings.

In keeping with the rich history of the Penn Avenue corridor, buildings along the Corridor should convey a mutually supportive appearance that reinforces Penn Avenue as a dense, urban, mixed-use corridor. Use of materials and forms should generally be consistent with or sympathetic to the early-twentieth century vintage of the corridor, when many of the extant structures on the Avenue were built. Innovative, modern facade treatments that respond in some way to existing context - through materials, scale or rhythm, for example - are especially encouraged. Good design, whether cutting-edge modern or strictly traditional, is the ultimate goal.

Recommended:

- Extend visual continuity of vertical piers and columns to grade. **1**
- Mark 20'-25' bays for all commercial buildings with solid vertical piers or columns. **2**
- Do not extend any façade elements across multiple bays or in front of piers or columns, except storefront cornice (but not signboard). **3**
- Use vertical members, fenestration (window) patterns, detailing, entry placement, etc. to visually break up facades on buildings having frontages wider than the standard 20' to 25' lot width. **4**
- Encourage expressions of structural elements such as horizontal banding or belt courses (horizontal row of bricks) at floor levels; vertical piers or pilasters (flattened columns) at each bay; contrasting base materials at foundations. **5**

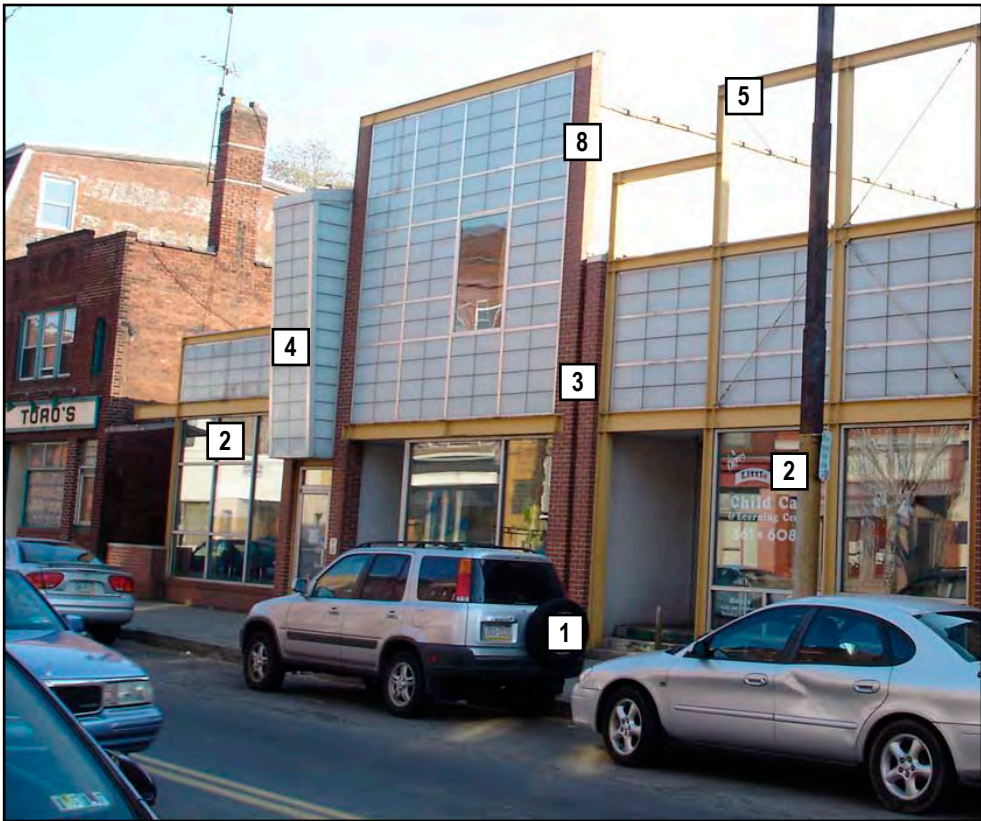
Suggested:

- Provide windows on every story or substitute other indication of stories. **6**
- Make vertical-shaped openings and vertical-shaped solids between openings. **7**
- Maintain a consistent color and detail for major vertical elements within each building facade. Storefronts may vary according to use between these major elements. **8**
- Relate fenestration (windows) to existing typical proportions.



Façade Organization: Rhythm

Thoughtful facade organization reinforces each building's individuality, ensures compatibility with adjacent structures and creates a coherent street facade. A good facade rhythm also articulates ground floor interest that maintains a pedestrian-friendly shopping environment.



BUILDING
FAÇADE RELIEF
CORNICES

Façade Relief and Cornices

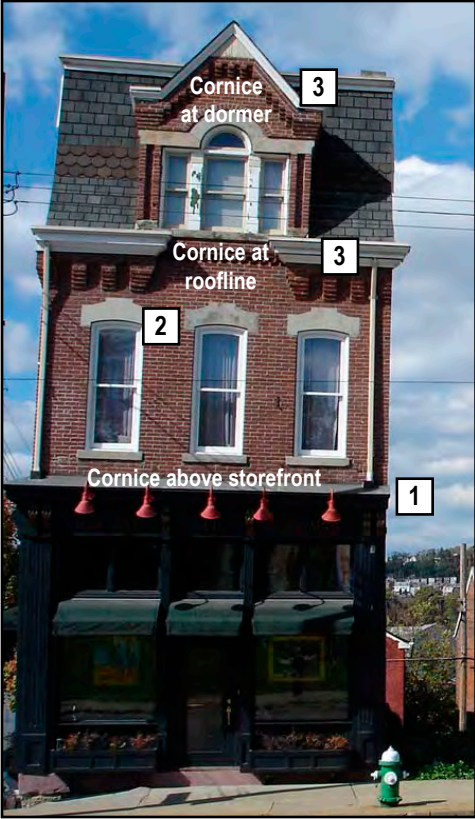
Variation in the three-dimensional character of a building mass as it rises (façade relief) helps to create a sense of human scale. All façades should have some 3D articulation. On residential buildings, introduce texture with entrance overhangs, eaves, sills and lintels (horizontal members). On commercial buildings, the ground floor should be made distinctive from the upper stories. One traditional method of distinction is the use of a cornice (projecting horizontal member) at the top of the storefront façade. Note that some continuity between ground and upper floors of façades is provided for within the “Façade Organization” and “Materials” sections.

Recommended:

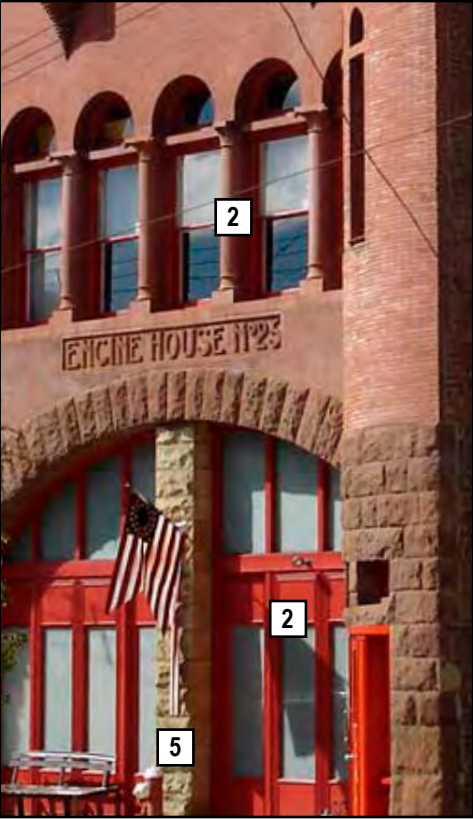
- Provide a cornice at the top of the ground floor on commercial buildings, which may extend the full width of the building. **1**
- Vary planar surfaces at doors and windows with details such as lintels, sills, mullions (divide panes of glass in a window). **2**
- Encourage rooftop cornices and other ornamental architectural patterns. **3**

Suggested:

- Make a distinct cornice or parapet (dwarf wall at the edge of a roof) on commercial buildings.
- Encourage projecting eaves or other articulation at rooflines of residential buildings. **4**
- Create multiple planes in the façade wall to give depth: make the total depth of the wall at least 6”, deeper if possible. **5**



Multiple cornices create texture on this Italianate storefront.



Three-dimensional variation.



Recessing a residential building's entry provides a layer of privacy from the public street in addition to adding depth and texture to a façade.



BUILDING
STOREFRONTS

Storefronts

URA Streetface Program recommendations should be followed where they reinforce the Penn Avenue Urban Design Plan. However, the individuality of storefronts and distinctiveness of each building should be stressed in storefront designs.

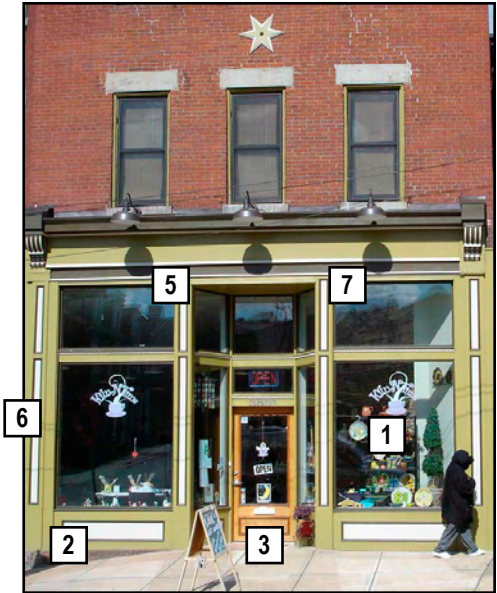


Recommended:

- Make a large area of the storefront transparent, with glass area at least 2/3 of total storefront area. **1**
- Use at least two colors, plus some use of color from upper stories. **2**
- Indent storefront entrance so door will not swing into sidewalk area. **3**
- Fit any replacement storefront inside the original opening.

Suggested:

- Do not apply any large solid surface areas (no surface that wraps around an opening, except for trim). **4**
- Compose the storefront façade of framing members and panels (either glass or solid). **5**
- Organize the façade from ground to storefront cornice in three divisions: (base or bulkhead = 1.67x), (display windows = 4x), (signboard = x). Subdivide each division further as desired. **6**
- Organize the façade horizontally in three or four divisions articulating separate windows and entry door. Subdivide each division further as desired. **7**
- Make the storefront wall 6" to 12" in depth. **8**



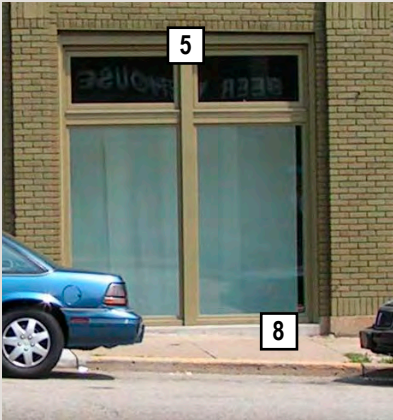
This appropriate traditional storefront is newly renovated but matches the look of the original.

converting storefronts to residential or office use

If a commercial storefront is to be converted to residential or office use, preserve the inherent character of the façade. Maintain the storefront proportions: base, large expanses of glazing, signboard and cornice. Use curtains, blinds or shutters inside display windows to provide privacy rather than filling in the glazing with solid materials.



Maintain full glass storefront.



Curtains for privacy.



Historic storefront is lost with brick infill and inappropriate window and door.



Connection with street is lost with closed façade.

BUILDING
PARKING AND LOADING

Parking and Loading

On-site parking and automobile entrances on the Avenue are detrimental to maintaining a continuous building fabric and successful pedestrian environment. Curb cuts create gaps in the street façade and can be potentially dangerous, especially to pedestrians. Where automobile or service entrances are necessary, they should be minimized.

Required:

- Comply with Pittsburgh Zoning regarding screening of parking areas that face residential zones Refer to City Code of Ordinances Section 914.09 (Parking Area Location and Design).

Recommended:

- Locate all vehicular access at rear or side of property. **1**
- Do not add curb cuts onto Penn Avenue.
- Strongly discourage front setbacks containing parking/loading.
- Screen any parcels on which parking abuts a sidewalk from the public realm using hedges, decorative fences and/or low walls. **2**
- Locate parking and loading away from corners. **3**

Suggested:

- Do not allow any vehicular garage doors or other vehicular entrances to face Penn Avenue.
- Provide no more than one curb cut on Penn Avenue if required because of land-locked property.
- Design screening to be architecturally compatible with the building and district.
- Landscape all parking lots with at least one tree per 6 cars. **4**
- Locate service areas (for Dumpsters, garbage cans, etc.) on the alley or at the side of the building whenever possible.



Green and Screen

The City of Pittsburgh zoning code defines screening as “a method of reducing the impact of noise and unsightly visual intrusions with less offensive or more harmonious elements, such as plants, berms, fences, walls or any appropriate combination.”

The Green and Screen approach emphasizes using softscape (plant/tree) elements to create a buffer between surface parking and the pedestrian realm.



When parking is located at a corner, the pedestrian environment has no definition.



This parking lot is “greened and screened”: a simple, effective and low cost screening solution.

DETAILS
MATERIALS
OVERALL BUILDING

Materials Overall Building

The Penn Avenue Corridor’s architectural character is one of varying styles and unique details. Creativity in materials and design solutions should be encouraged as well as quality detailing and craftsmanship. Materials that should be discouraged in all districts include “applied” materials; materials that would close in the ground floor (see Building::Storefronts on page C10 for recommendations on converting storefronts to residential use); materials that are suburban in nature, such as wood shingles and vinyl or aluminum siding; and materials that are not finished or have little inherent scale, such as concrete block. Care should be taken to avoid nostalgic reproductions, but to use the materials in a meaningful manner.

Incorporate durable materials that complement, though not necessarily match, the early-twentieth-century buildings along Penn Avenue. Only new, quality materials and well-executed construction details are encouraged within the demised premises and on the building façades. An exception may be any historically authentic artifact, decoration, sign, etc.

Recommended:

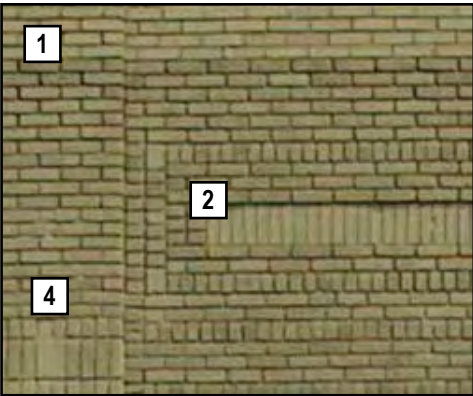
- Encourage brick, stone, clapboard. **1**
- Discourage vinyl siding, aluminum siding, EFIS, textured plywood, T-111 paneling. **2**
- Use different color brick or stone and/or distinctive patterns as decorative elements. **2**
- Do not use multi-color brick as the overall surface material.
- Do not use asphalt shingles on the façade surface of commercial buildings.
- Clean brick instead of painting wherever possible. **3**

Suggested:

- Use brick that is common to the street façade of the block. **4**
- Do not use glass block.
- Use high-quality materials that are compatible with the neighborhood character. **5**



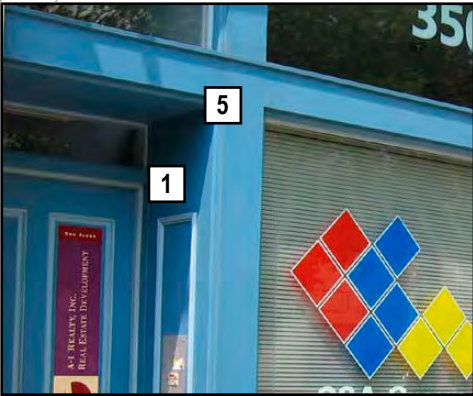
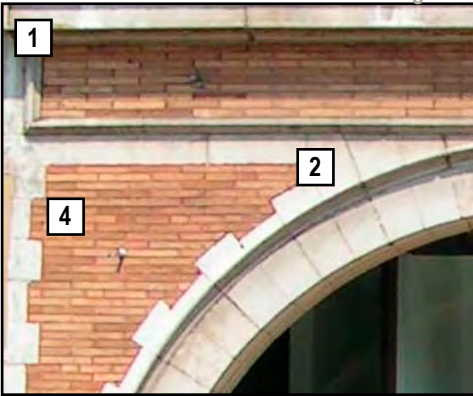
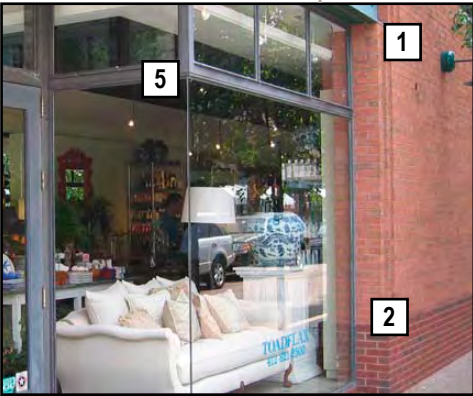
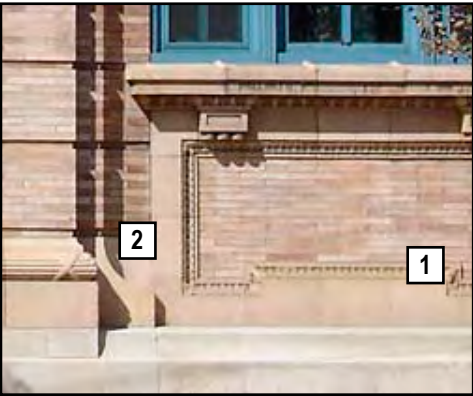
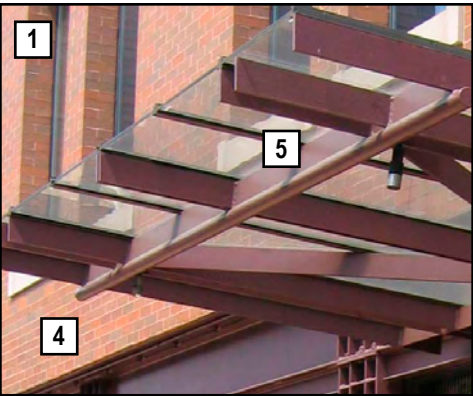
The use of brick and stone.



Brick craftsmanship.



Creative detailing in wood, steel, brick and stone.



DETAILS
MATERIALS
STOREFRONT



Materials Storefront

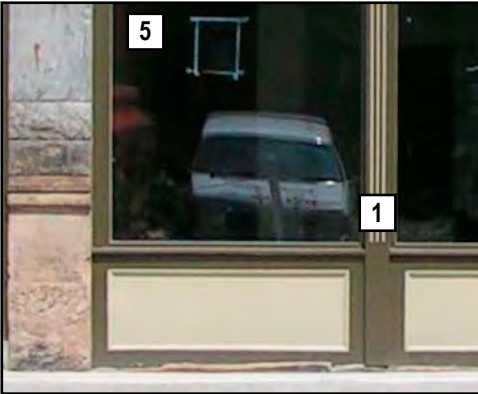
Maintain the consistency of the overall building by allowing structural elements and their materials to continue to grade. The storefront area is a place for experimentation, and should be permitted (and even encouraged) to be more expressive and individualistic.

Recommended:

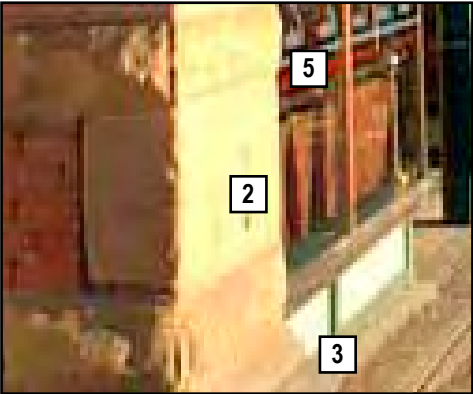
- Build the storefront frame of wood, steel or anodized aluminum. **1**
- Meet the following minimum criteria when using wood as a storefront finish: kiln dried with a quality finish, filled and sealed, clear poplar (painted), clear Douglas fir (painted), clear "B" grade or better pine (painted), or clear quarter-sawn oak or ash (stained doors or accents).
- Use brick/masonry storefront construction only in certain situations, as it is not commonly used along the Corridor. **2**
- Use stone within 6" of the base; construct of flagstone, sandstone, limestone or flame cut granite in most cases. **3**
- Use stone, terra-cotta and other similar materials as detailing in the storefront. **4**
- Use architectural metals other than cast iron/anodized aluminum storefront in special detail applications.
- Use clear tempered glass for display windows - reflective, tinted or otherwise opaque glass not acceptable. **5**
- Use special glazing, such as leaded, frosted or stained glass only in the transom (typically a window over a door) and/or as a detail in the storefront.
- Discourage materials such as: stucco and EIFS, exposed concrete block, imitation brick or stone.
- Vary material, texture, color, level of detail, and lighting effects between storefront and façade of upper floors. **6**
- Use high-quality materials that are compatible with the neighborhood character. **7**

Suggested:

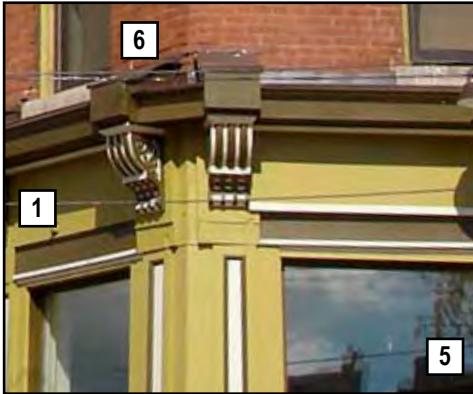
- Select material textures that are compatible with upper story materials and with other buildings on the block.
- Make the side piers the same material as the upper façade, or painted to look the same.
- Contrast modern and historic materials where appropriate.
- Apply exterior paint in one primer coat and two finish coats, semi-gloss or gloss.
- Restrict or discourage the following materials: simulated materials such as imitation brick, wood, marble; ceramic tile, in most cases; any materials that would constitute a fire and/or public hazard; shingles or wood tamber for the storefront panel; distressed woods; tinted glass or spandrel glass in the storefront construction; plastic laminate; vinyl and backlit awnings.



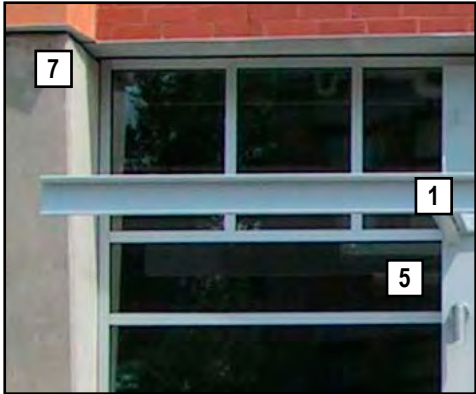
Picture-framed wood store front.



Stone base.



Wood cornice.



Steel canopy.

DETAILS
ROOF FORMS

Roof forms

Along Penn Avenue, roof forms range from gable or hipped on single-family houses to flat or sloped on commercial buildings. Some commercial buildings also have parapets. The great variety allows for a degree of freedom in design, but existing contextual fabric should be respected.

Recommended

- Respect contextual roof forms while encouraging creative design solutions.
- Locate utility, mechanical and electrical equipment inconspicuously, and screen if necessary, so that they are not visible on the principal façade(s) of the building as seen from public streets. **1**
- Prohibit mechanical exhaust outlets on building street façades.
- Design screening elements to be architecturally compatible with the building and the district. **2**

Suggested

- Paint utility, mechanical and electrical equipment colors that will cause them to recede visually if placed on a roof behind a parapet wall.
- Screen utility, mechanical, electrical and telecommunications equipment from residential uses.



Distinctive roof form adds visual interest to the facade of this building.



Commercial building with a parapet wall next to a residential building with a gable roof.



Hip roof with rafter tails on a public building.

Entries

Commercial building entrances should be street-oriented, accessible, well-lit and flush with the building line or recessed in a vestibule, and should be the dominant feature other than the display windows. Transparent, clear glass vestibule side walls and doors with sidelights and transoms are encouraged. Distinguish commercial entrances from upper floor residential uses.

On residential buildings, the front door should always be a distinctive feature of the building, and should be a part of an entrance sequence through several progressively more private zones, such as steps and porches.

Recommended:

- Give visual dominance to commercial ground floor entrances by recessing in vestibules, using canopies, etc. 1
- Make entrances to upper floor uses in commercial buildings apparent but visually secondary to the ground floor storefront. 2
- Paint front doors of residential buildings distinctive colors. 2
- Indent storefront entrance so door will not swing into sidewalk area (See also “Storefronts”). 3
- Construct the exterior entry soffit (underside of a projecting element) of exterior grade gypsum wall board, painted exterior grade wood veneer plywood, USG Imperial plaster system, painted weatherproofed plaster or sheet metal. 4
- Design any required handrails at entry steps to be compatible with the architecture of building storefronts.
- Allow double door entries. 5
- Construct porches or stoops at entrances to residential buildings to provide a buffer between public and private realms. 6

Suggested:

- Include entrances for each 20'-25' bay to maintain the rhythm of the Penn Avenue Corridor in blocks with storefront shopping (Penn-Main, Arts, Showroom Districts).
- Encourage unique and creative pulls. Door hardware should serve to compliment the appearance of the door and should be satisfying to the touch.
- Design entries to range from 5'-0" to 7'-0" wide and, if recessed, be a minimum of 3'-8" deep. 7

DETAILS
ENTRIES



Recessed entry vestibule.



Traditional entry.



Transparent entry.



Contemporary entry with canopy.



Inadequate latch side clearance

ADA Compliance

Typical Barriers to avoid:

- Steps at entrances
- Lack of adequate clearance on the latch side
- Undersized door leaves
- Projections in the entrance path
- Cumbersome door hardware
- Doors that require lots of force to open

DETAILS
GLAZING/TRANSPARENCY

Glazing/Transparency

Display windows play a major role in storefront design. One of the many wonderful aspects of the Penn Avenue corridor is the large expanse of storefront glazing (window glass). Window shopping and expansive views into the displays and beyond are the ultimate opportunities for promoting tenant identity.

Window displays should become dominant features in commercial areas. Ground floor facades should therefore be kept visually “open” to encourage pedestrian traffic and public awareness of ground floor uses. See the sidebar on page C10 for recommendations on converting storefronts to residential use.

New fenestration (window) patterns, proportions and placement should relate to, though not necessarily replicate, existing. Retain and/or reopen original window sizes in existing buildings. Recommended materials include: clear glass, wood, steel or aluminum frames complementary to existing.

Required

- Pittsburgh City Zoning Standards call for the street level façade to “... be transparent between the heights of three feet and eight feet above the walkway grade for no less than 60% of the horizontal length of the building façade”. 1

Recommended:

- Provide an area of glass on front façade (not including frame) no less than 2/3 of ground floor for non-residential buildings; 1/4 of upper floor façade. 2
- Extend glazing to the full height of the storefront, and include a transom space in most cases. 3
- Use display windows to maintain an open and unobstructed view into the retail space.
- Use clear and tempered glazing as required by code. Glazing should not be tinted, mirrored or coated.

Suggested:

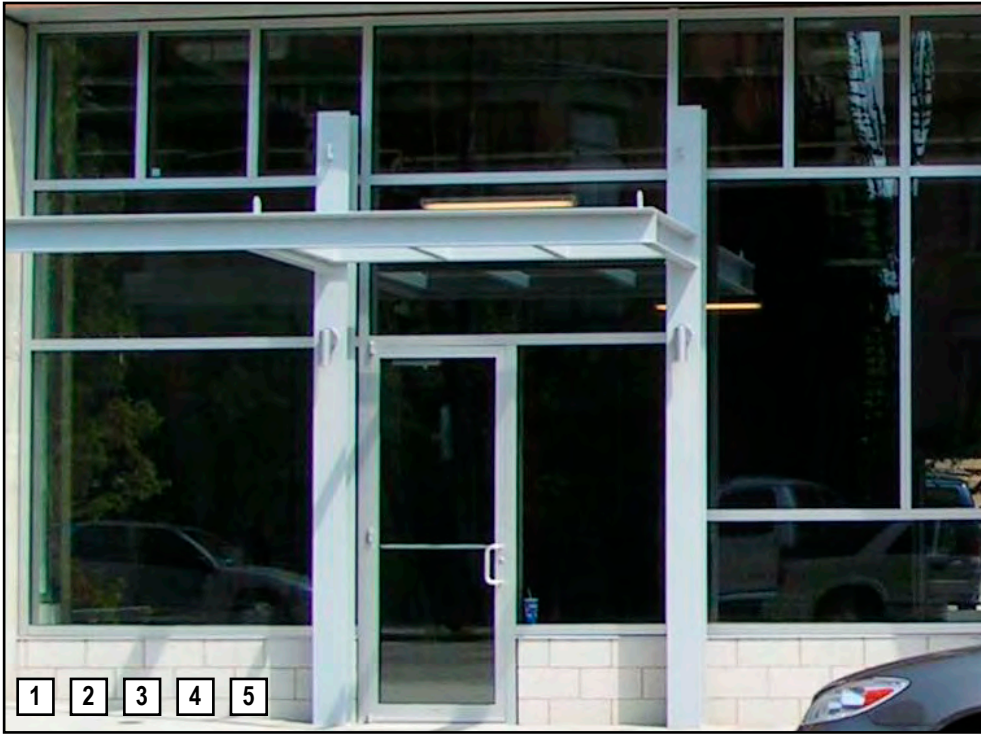
- Make vertically-oriented windows and openings. (See also Façade::p.C8).
- Create a more open and accessible storefront with a higher percentage of transparency than is required and clean (not tinted or reflective) glass. 4
- Design storefronts to have a minimum of 80% transparency; 50% minimum transparency for upper floors. 5
- Allow for less transparency in residential buildings.



Inventive transparency at professional offices.



Clearly not transparent.



Newly constructed storefront.

DETAILS
BASE

Base

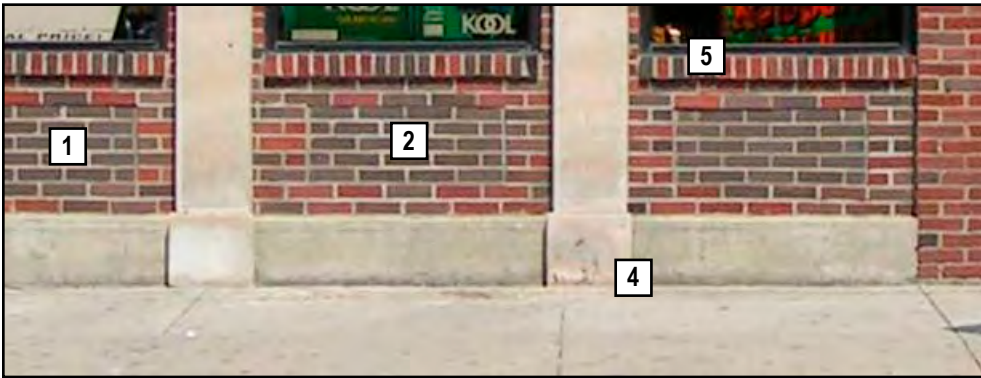
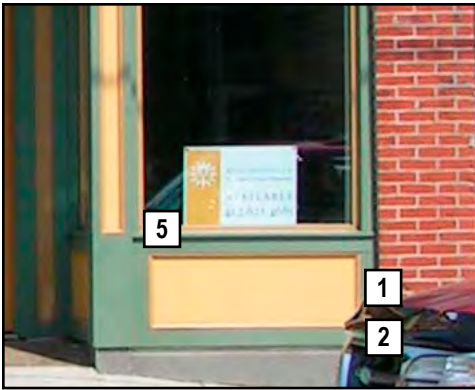
The storefront base is a typical element of a traditional storefront. The base is the area located below the storefront window.

Recommended:

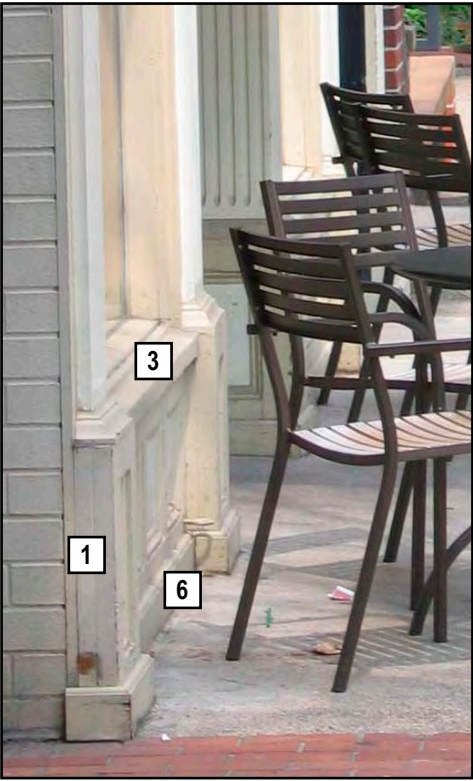
- Construct base to be 18" to 30" above the adjacent sidewalk. **1**
- Size base panels to be one raised or recessed panel per window bay. Bays correspond to column spacing inside the storefront space. **2**
- Discourage multiple individual raised panels within one bay.
- Design and detail the overall base to correspond with the building's design integrity. **3**
- Relate stone to existing sidewalk or banding detail. **4**
- Design base to discourage sitting: window sill at top of base should have a narrow profile or raised details. **5**

Suggested:

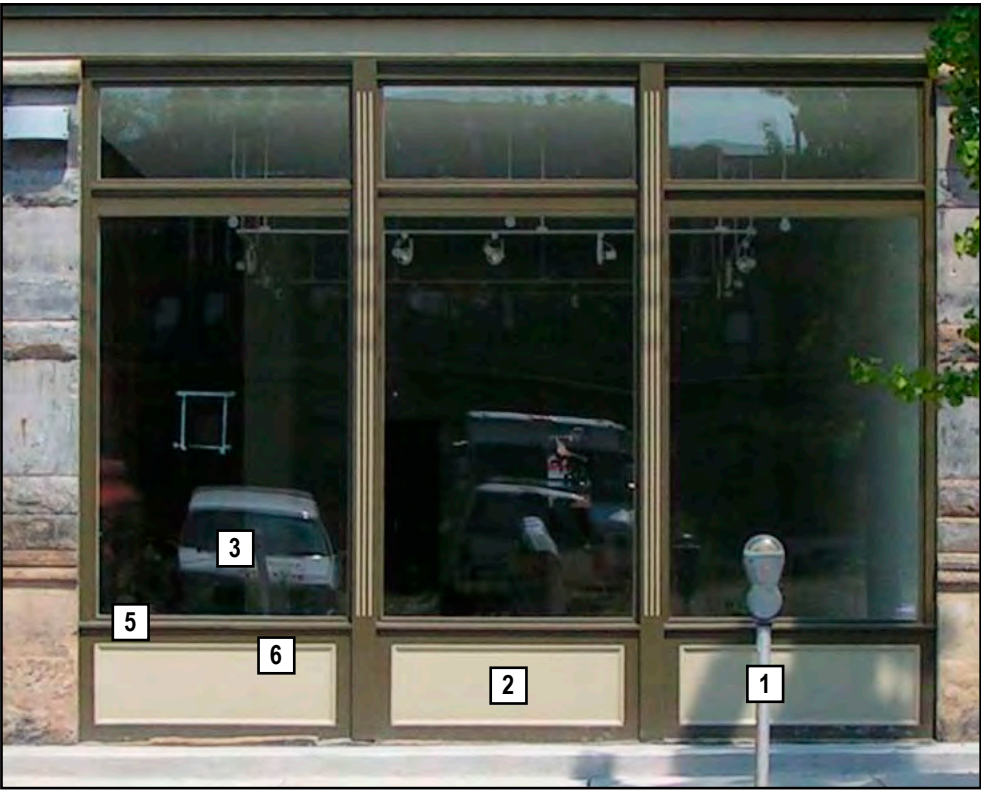
- Relate the base height to adjacent existing column details or other building elements.
- Use beadboard paneling or other historic detailing as an inset panel where appropriate and when a traditional storefront is desired. **6**



Examples of one panel per window bay.



Side view of paneled base at a corner.



Base details reflect the design of the whole facade.

DETAILS
INTERIOR DISPLAY ZONE
LIGHTING
WINDOW TREATMENTS

Interior Display Zone
Lighting
Window Treatments

The purpose of lighting the display zone is to highlight merchandise in the storefront window and provide security, both inside and outside.

Storefront occupants are encouraged to take maximum advantage of the large expanse of storefront glass to develop strong identities with their space designs and merchandising displays. The use of dramatic lighting and powerful, simple design to set off merchandise can achieve a strong statement. Display lighting should be maintained into the evening (even after hours) to maintain street lighting and safety.

Recommended

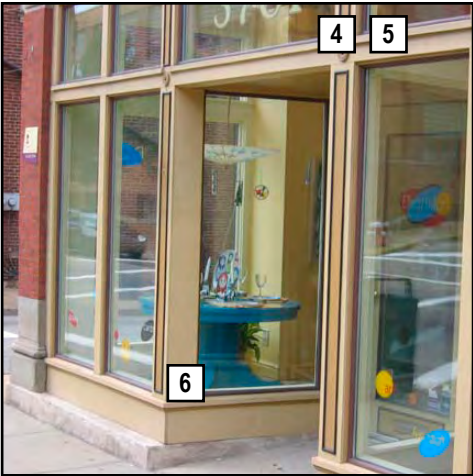
- Base interior lighting levels and colors on display of merchandise and the tenant's identity - maintain display lighting into the evening to promote visibility. **1**
- Discourage excessive neon or overly colorful lighting.
- Strongly discourage pseudo-antiqued, distressed or pitted woods such as cypress, indoor/outdoor carpet, vinyl tile, brick pavers, wood plank siding, asphalt shingles or any materials that would constitute a fire and/or public hazard.
- Use incandescent, low voltage or indirect fluorescent (as uplighting or concealed source instead of 2x4 troffer fluorescent fixtures) as general lighting throughout the retail space. **2**
- Allow track lights, incandescent pendant-type fixtures and fluorescent uplights as the only fixture types to drop below the ceiling plane. **3**
- Maintain a drywall, plaster or painted wood ceiling within the tenant's "display zone": the front 5'-0" of interior retail space. **4**
- Design the ceiling within the display zone to be at or above the storefront glass height. The ceiling may then be stepped lower (3'-0" maximum) beyond the display zone. **5**
- Do not allow the height of a structured display platform to be higher than the window sill height at the front of the window. The platform may step up to a maximum of 3'-6" at the back. **6**

Suggested:

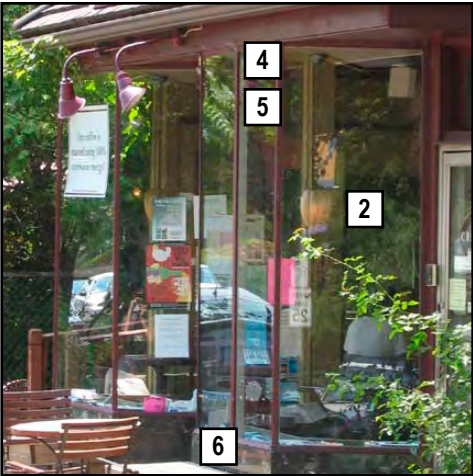
- Construct ceilings away from the display zone out of either finished drywall, beveled edge, concealed spline or wood slat ceilings. Pressed tin ceilings are also appropriate in certain instances.
- Conceal electronic surveillance monitors located adjacent to the tenant's entry within the interior architectural elements.
- Use incandescent and/or low voltage accent lighting in the display zone.
- Use track lighting and/or recessed can light fixtures and/or concealed floor mounted light fixtures in the display zone.
- Direct light spreads to prevent glare on the display windows.



Simple pendant lighting accentuates the display zone.



5'-0" interior display zone.



DETAILS
EXTERIOR LIGHTING

Exterior Lighting

Creating the perception and reality of a safe experience after dark is just as important as a safe daytime experience, and is frequently more challenging. Exterior lighting can be used at several levels to increase the feeling of safety, create a continuous streetscape, form a pedestrian canopy, add visual interest and enhance architectural detail or artistic elements.

Recommended:

- Light the main entry of commercial buildings from dusk to dawn with overhead fixtures. **1**
- Light the front door or front porch of residential buildings. **2**
- Use exterior façade lighting such as column sconces and detail uplighting. **3**
- Use interior storefront and display lighting. **4**
- Use signage lighting such as overhead or illuminated letters.
- Achieve exterior signage lighting with an indirect lighting source, such as small accent lights or recessed lighting in an entry soffit. **5**
- Discourage internally-illuminated and other direct-source illuminated signage.

Suggested:

- Direct 2/3 of the storefront lighting onto the storefront and 1/3 onto the upper stories. **6**
- Light entire commercial and institutional buildings with low level ambient lighting.
- Respect context with fixtures, either matching existing or using complementary styles. **7**



Signband lighting.



Residential entry lighting.



Overhead light in alcove.



Ambient lighting from sidewalk.

DETAILS

OUTDOOR RAILINGS AND FURNITURE

Outdoor Railings and Furniture

Sidewalk cafes add a festive nature to the sidewalk, but they need to be properly located and configured to assure good pedestrian flow. Restaurants, especially those serving alcoholic beverages, may desire outdoor patio seating at the street level. These establishments are required to provide barricades that define the outdoor eating area. It is desirable that the design of these barricades be consistent with building design.

Required

- City Planning must review and approve all new right-of-way projections.
- Meet City code requirements for means of egress.

Recommended:

- Encourage outdoor café seating with open storefronts and perimeter railings. 1
- Maintain a minimum of 4-5' of pedestrian space to curb. 2
- Encourage owners of residential buildings to retain, repair, replace or construct open porches matching or sympathetic to the contextual scale and materials.

Suggested:

- Separate seating from the sidewalk by a railing or a low fence. 3
- Design barricades to be demountable and should be stored by the occupant in the off season.



Clearly defined pedestrian area.



Festive, yet defined sitting areas.



Sidewalk presence reinforces cafe identity.

DETAILS
AWNINGS

Awnings

Awnings and canopies add human scale to the ground floor, provide protection from harsh sunlight and offer opportunities for signage. Awnings work with trees and other streetscape elements to form a ‘pedestrian canopy’ that creates a more welcoming environment for foot traffic. Canopies physically protect pedestrians as they enter and exit a building and viscerally extend the entrance to the street.

Required

- City Planning must review and approve all right-of-way projections.

Recommended:

- Encourage canopies to be installed at all entrances and awnings at all storefronts. **1**
- Visually balance awnings over building facades and use consistent colors per structure.
- Constrain size of awnings to no more than a 30 degree slope or 42” overall height.
- Do not place ground supports in the sidewalk area. Cantilever or hang the awning from the building façade.
- Use incandescent spot lights to illuminate the awnings from above. Backlit awnings are not acceptable. **2**

Suggested:

- Provide signage only on the fascia of the awning.
- Keep awning ends open. **3**



Humanly scaled extension of the storefront.



Pedestrian canopy.



Awnings provide protection from the weather.



Even when retracted, an awning can add detail to an opening.

DETAILS
SIGNAGE

Building Signage

The intention of the signage guideline is to create a hierarchy of signage information. A variety of signage is encouraged. The primary message should be located on the upper signboard and be kept simple. Secondary signs, located within the display window area (including transom area) can offer additional information as well as lend visual interest to the storefront. Placard signs and signs or advertising posted on windows should be used sparingly, since they obstruct the transparency of the storefront and create an appearance of transience or low-quality improvements. Creative signage with three-dimensionality or depth adds variety to the streetscape. Materials for signage should be substantial and of high quality.

(continued on next page)



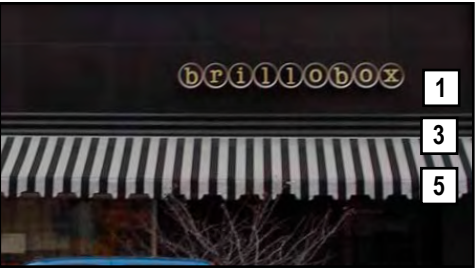
Awning and blade sign combine to form identity.



Complimentary business district signage.



Simple Neon



Awning and sign panel combine to form identity.



Building Signband

Lower level cornices allow for the use of individual letters for tenant signage. Individual letters should be a maximum of 12" high and 1-1/2" deep. Letters should be constructed of cast resin, high density painted foam, enameled porcelain, metal, wood, cut brass or bronze. Illuminated individual letters are strongly discouraged.



Sign Panel

An independent sign panel mounted to the building storefront should be integrated within the other storefront elements. Sign panels should not exceed 15 sq.ft. in area and should be no more than 14" high. Letters should not exceed 12" in height. Design, materials and details of a sign should be consistent with or better than the overall quality of that currently found on Penn Avenue. Internally illuminated sign panels are strongly discouraged, though neon signs are acceptable.



Storefront Window Signage

Occupants are encouraged to display identity at the pedestrian level with the use of storefront window signage. Storefront window signage might be the occupant's logo or name. Painted signage on the storefront glazing should be either silk screened, back painted, metal leafed or sandblasted onto the glass. The maximum area of the sign should not exceed 144 sq.in.



Awning Signage

Signage on awnings is a highly effective method of providing tenant identity, while adding color and interest to the storefront design. Typography on the awning valance should be a maximum of 9" high, and should not be script. The body of the awning is appropriate for the tenant logo or mark, which should be a maximum of 200 sq.in., centered on the awning. The logo should not appear on the valance. Letters and logos are to be made of cloth and sewn directly onto the awning. The letter and logo color should be a contrast to the field colors of the awning.

(continued from previous page)

Recommended

- Locate storefront signage principally on spandrels (space between top of first floor windows and sill of second floor windows). **1**
- Do not install business signs above the ground floor. Designate only the building name above the ground floor.
- Do not install ground signs. Mount signs on the building. Movable and sandwich board ground signs may be acceptable. **2**
- Locate the primary business sign above the entry in the “signboard” zone or stenciled on the display windows or entry door. Write only the business name on the primary sign. Do not exceed the signboard size and do not extend the sign over structural piers or display windows. Maintain 20” as the maximum lettering height on the signboard. **3**
- Strongly discourage backlit or internally-illuminated awnings or sign panels. Neon is acceptable. **4**
- Encourage three-dimensional signs, which add texture to a storefront. **5**
- Avoid hand-lettered signs unless professionally executed.

Suggested

- Use individual backlit letters only in special cases.
- Do not post solid panel signs in windows or on doors.
- Avoid projecting signs and banners in residential areas, such as in the Arsenal District.
- Keep message clear and direct.
- Use doors, inside display window area, bulkheads and awnings for secondary signs. **6**



Sign panel and blade signage together.

DETAILS
SIGNAGE



Blade Sign

Blade signs provide tenant identity to approaching pedestrians and are an interesting alternative to awning signage. Blade signs are attached to mounting brackets which project perpendicularly to the face of the storefront. In general, blade signs should not exceed 4 sq.ft., should be a minimum of 7'-6" above grade and should project up to 3'-0" from the storefront face. They may be constructed of a sculptural or ornamental art, painted baked enamel or cut brass or bronze to create an interesting and expressive sign on a decorative panel.

Transom Window Signage

An option for signage painted on the storefront glass is to display the occupant's logo or letters on the transom glass above the entry door. The transom window sign area should not exceed 300 sq.in. Painted signage on storefront glazing may be silk screened, back painted, metal leafed or sand blasted onto the glass.

Plaque Signs

Plaque signs displaying tenant's name or logo are to be mounted, typically at eye level, on the opaque surfaces of the storefront. They should be a maximum of 3 sq.ft. and should be constructed of substantial, high-quality materials. Would include historic landmark signs where appropriate.

Operating Hours Signage

An 8"x8" silk screen of the operating hours is encouraged in the corner of the glass next to the door. Tenant's logo and script language in conjunction with the hours are discouraged.