

HELLO
my name is

UPPER
LAWRENCE
VILLE



**UPPER
LAWRENCEVILLE
COMMUNITY VISIONING**
TARGETED DEVELOPMENT
STRATEGY STUDY | APRIL 2013

WITH SUPPORT FROM
LAWRENCEVILLE CORPORATION
LAWRENCEVILLE UNITED
DESIGN CENTER



...and I can bring

**LOCAL
VALUES**
to
LAWRENCEVILLE

Acknowledgments

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10TH WARD

1.0 EXECUTIVE SUMMARY

Upper Lawrenceville, or the 10th Ward as it affectionately called by the residents, is part of the thriving Lawrenceville neighborhood of Pittsburgh. Known for its youthful culture within historic urban fabric, Central and Lower Lawrenceville have transformed in the past years with significant investment and planning efforts. This development energy has also surfaced in Upper Lawrenceville and this Strategy Study is the first significant planning effort dedicated solely to the 10th Ward area.

The Study examined Upper Lawrenceville at three scales, the parcel, the corridor or block scale, and the neighborhood or district scale. As originally conceived, the Strategy Study was to focus at the parcel level to create strategies that could catalyze a few prominent underused properties in the neighborhood. The study soon expanded to address the needs of a larger community vision when it was discovered that there was private interest in developing many of these properties. Plans specific to a building or parcel were contextualized within a broader view of a community vision.

To give more flexibility to the plan, the Study expanded to explore how the corridors of the 10th Ward could give identity to the community. The dominant corridor, Butler Street, shares many physical characteristics with its Central and Lower Lawrenceville neighbors and is beginning to experience some of the same development pressures. The other major corridor, McCandless Street, is far less distinct as the major thoroughfare through residential, institutional and industrial areas. Despite the need for physical improvements, McCandless connects the hillside community to the river and the intersection of McCandless and Butler marks the heart of the community.

Lastly, the Study examined Upper Lawrenceville as a district by creating an identity and series of principles that would help prioritize future development to suit the community's long term livability goals. The principles built upon existing physical and cultural legacy of the 10th Ward, but also were aspirational, seeding a vision for a future yet to come. The district wide principles suggest indicators of success that focus on economic, cultural and environmental issues.

1.0 EXECUTIVE SUMMARY

The community focused on three themes: Upper Lawrenceville is an affordable and authentic place to live, Upper Lawrenceville is a place where people make (and grow) things, and lastly, Upper Lawrenceville's recreational amenities attract visitors who are inclined to stay as residents. The community then identified six projects or programs that would be essential to create a place where people wanted to live, work and play.



Alley Housing

Long thought of as a liability, alley housing can be renovated into small and affordable units lining a street with character and charm. Upper Lawrenceville is one of a handful of neighborhoods in the city with alley housing and the Study identified the opportunities to create shared open space gardens, bike areas and car parks to make the “alley commons” a desirable place for young professionals, families and older residents.

Green Streets

As McCandless Street traverses through past hillside houses, flat residential and commercial areas, and industrial areas, it lacks a cohesive experience and is often used as a speedy shortcut. In addition to catching traffic from the side streets, it also retraces an original streambed and funnels stormwater from the surrounding streets. The Study proposes the a series of green infrastructure improvements on McCandless Street such as stormwater planters that use planters and tree wells to narrow wide streets at intersections, capturing water and calming traffic.



Define the Center

As one of the longest continuous commercial corridors in the city, it can be difficult to create a critical mass of business traffic. This is especially true in Upper Lawrenceville, where there are vacant storefronts and properties create significant gaps in the identity and experience of the district. The Study identified that creating a center at the intersection of McCandless and Butler would help to define the district as activity radiates out from planned improvements.

Pop-Up! Fill-In!

Currently one of the defining factors of the Upper Lawrenceville stretch of Butler Street is that it has more vacant storefronts and properties than other areas of Butler. The Pop-Up! Fill-In! initiative is a program that works with property owners and potential tenants to encourage short term use and branding of underused spaces that later develop into long term tenure. The Study identified three innovative business development models that could be used to create energy (“pop-ups”) and maintain momentum (“fill-in”) for the business district.



River Recreation

Riverfront access and recreation will help redefine McCandless Street as the corridor that connects residents and businesses to the river. The community envisions a park that serves neighborhood needs, including connection to regional bike trails, a small park, access for kayaks and canoes, and a floating barge pool that attracts seasonal visitors. The green stormwater infrastructure that defines McCandless Avenue gives the riverfront park its character and the overlook celebrates the improved quality of the water by returning water to the river that is cleaner than when it left the sky.

Green Space Network

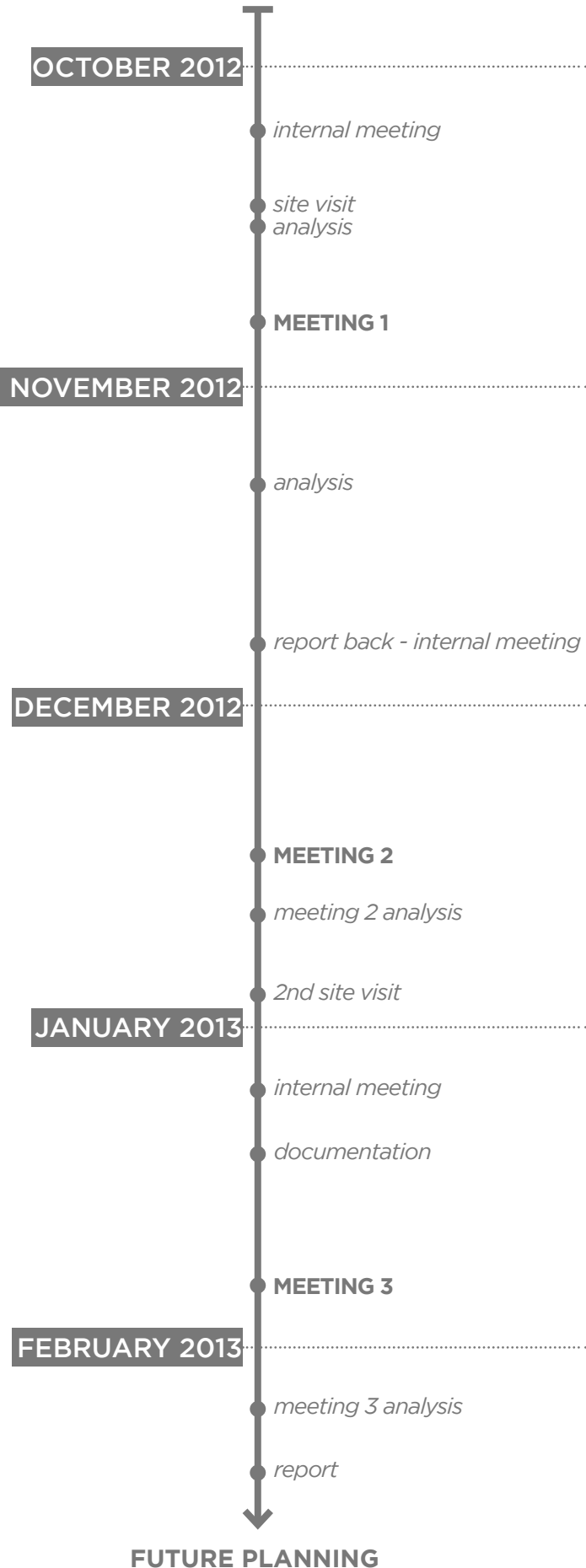
The Green Space Network proposes to transform underused open space into a group of gardens, trails and parklets that better serve the community’s growing needs. Allotment gardens are proposed as part of an overhaul of the Duncan playground. Urban parklets are part of plan for public space to be developed as part of new development such as alley housing and renovations like the McCleary school. The community would also like to create a trail system in the adjacent hillside and cemetery to create a network of trails that connect new and existing green spaces.

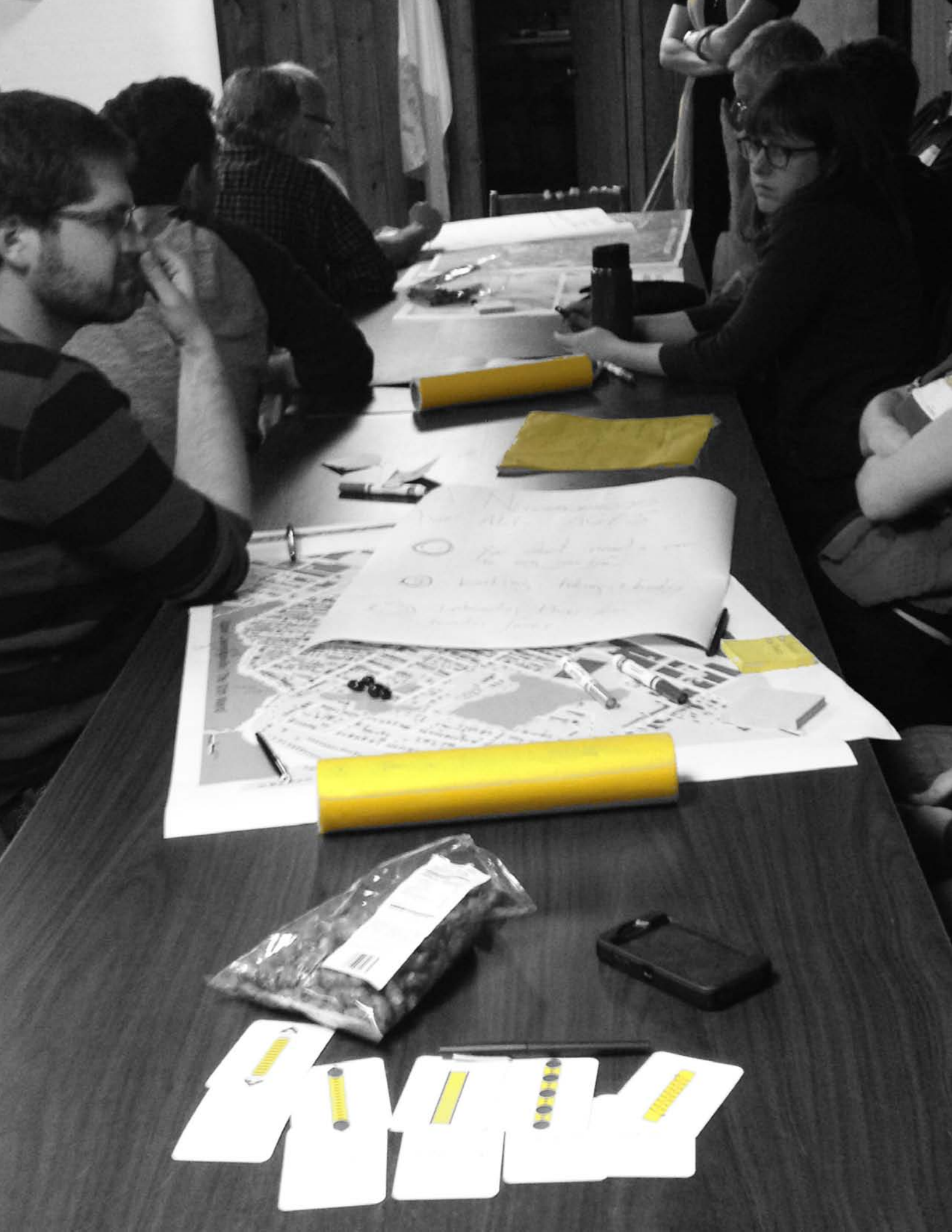
20 DESIGN+ENGAGEMENT PROCESS

Envisioning a community's future is a powerful event that shapes both the physical environment and the people within it. The Upper Lawrenceville Community Vision and Targeted Development Strategy Study is significant because it has identified priorities while forging the community spirit to see the vision to completion. The plan is a product of active community engagement, data driven analysis, and formal and spatial investigations, from which has emerged a commitment to long term horizons and sustained actions.

Lawrenceville Corporation and Lawrenceville United jointly organized a core Advisory Team that reflected the diversity of the community interests. This group helped identify major issues facing the community, provided background knowledge on the built environment and history, and assisted in encouraging participants to come to the major community meetings.

The process was structured around a proposal that the neighborhood vision needed to be created from investigation at three different scales: the smallest scale of the parcel, the corridor or block scale, and the largest scale of the district. Each community meeting would help people understand the potential of change at each of these scales and would synthesize broad vision to the specifics of action.





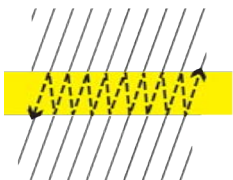
Understanding the corridor Defining the vision

How does McCandless Street define Upper Lawrenceville?

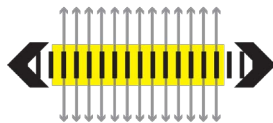
What is the community's vision for Upper Lawrenceville?

The first meeting was organized to understand the community vision for the 10th Ward through investigation of the existing context of the neighborhood and induction of key principles related to corridors.

A corridor can be...



A seam that unites two areas parts into a whole



A spine that carries people, materials and information between places



A boundary that separates two sides



A line that connects strong anchors



A necklace that strings together many places or experiences

McCandless Street does not have a consistent or unified character as it descends quickly down a steep hillside, to a gently sloping series of streets before meeting the busy intersection at Butler Street. North of Butler Street, McCandless changes character as cars line both sides of the street with haphazard parking adjacent to industrial buildings and lots. McCandless unceremoniously terminates at a guard rail that inhibits but does not prevent pedestrian access to the river and stormwater structure twenty feet below.

Given the lack of a strong pattern or identity for McCandless, the team wanted to better understand how the community understood how McCandless currently functions as well as the community's aspirations.

To help imagine how a renewed McCandless corridor might become part of a larger vision, six groups of participants were asked to imagine the community's future as described by a "Livable Communities" newspaper. Six groups quickly distilled aspirational themes and projects for the entire neighborhood:

- A Wonderful Place to Live, Work, Play, N'at!
- McCandless Station & Waterfront
- A Neighborhood for All Ages
- Art Finds a Home on Holmes!
- From Embarrassed to Adorable
- A Place to Live, Play, Socialize

The groups produced highly imaginative ideas, yet there were many consistent concerns that highlighted a focus on local needs, including the desire for:

- Connectivity within the neighborhood and beyond
- Walkability to needs and amenities
- Housing and services that are family friendly for a diverse community

The community also identified that the amount of investment that is projected for Central and Lower Lawrenceville may not be suited for the speed or scale of development possible in Upper Lawrenceville. The community expressed that a more locally focused, small scale development would be compatible to maintaining affordability and character of the existing neighborhood.

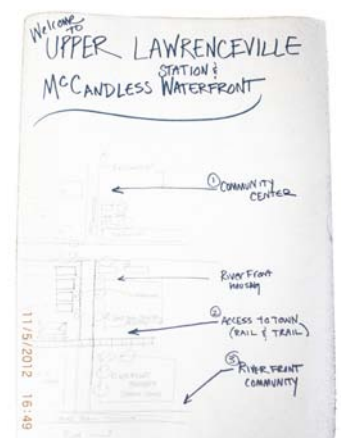
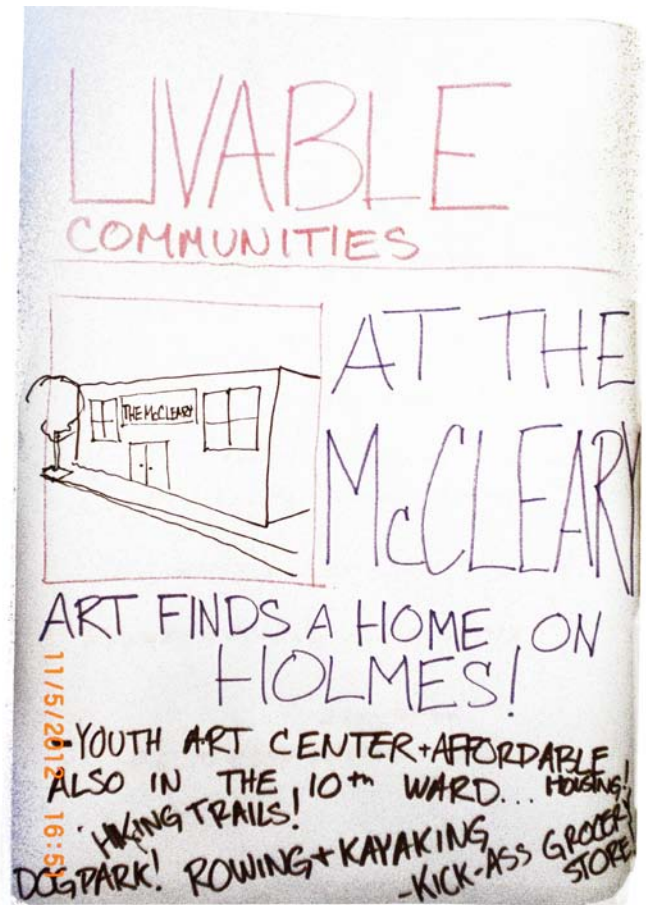


Figure 1: Newspapers created by the community groups



MAP 11 | community meeting one feedback: Assets - Liabilities - Opportunities



LIABILITIES

1. Extended bus parking
2. West Penn Hospital Parking
3. Vacancies - Traffic
4. Dangerous traffic spot
5. Unpopular business
6. Dangerous traffic spot



ASSETS

1. Parklet
2. Green Space
3. Park-Playground
4. Community Garden
5. McCleary School
6. Green Space



OPPORTUNITIES

1. River Access
- 2-3. Barber Springs
4. Future bike rail connection
5. Train Station
6. McCandless-Butler intersection
7. McCleary school and adjacent open space
8. Possible opening to the cemetery
9. Park
10. Trails on the hills restoration
11. Wider entrance to the cemetery

Parcels,
Projects
& Priorities

How can individual projects or parcels contribute to the community vision?

The community gathered again to consider what projects or initiatives would contribute to the themes distilled from Session One. Based on the community feedback and priorities from Meeting One, six different programmatic concerns were identified in the following categories: including businesses, family & social programming, food, green space, housing, and industry & riverfront.

Business

The community is very supportive of hosting a diversity of businesses, with many that serve Lawrenceville residents and some that become a regional attraction and bring people to the neighborhood. The community would like to see businesses that are owned and operated by residents and support a neighborhood culture of making things.

Family and Social Programming

The neighborhood is in transition with many new residents bringing life to the community and many long time residents lending stability and legacy; this transition should be facilitated and seen as an asset. There is a lack of program spaces for youth and teens, including indoor or outdoor places to gather or events, and public spaces like streets are often unsafe places to play due to high speed traffic. Institutions that historically served the neighborhood, such as schools, churches, and clubs, are closing or

losing members. It is unclear what will fill this gap.

Food

The community identified a need for better local healthy food options. The local chain grocer is thought to be poorly managed and does not adequately meet the community needs. The community would like to encourage a local food economy, with local production and retail.

Green Spaces

The community identified that there are few green spaces and the ones that exist are underutilized or unattractive. The neighborhood lacks street trees and narrow sidewalks or alley housing can be a challenge to healthy trees. The neighborhood is adjacent to wooded hillsides, the picturesque environment of Allegheny Cemetery, and long views up and down river, yet they are not accessible or developed as an amenity.

Housing

There is great diversity in the residents of Upper Lawrenceville. The old-time residents are utterly welcome to the newcomers. Both of them identified the need of retrofitting existing buildings, eliminating slum landlords and creating housing opportunities for residents of all ages, incomes, types and with different means of transportation.

Industry and Riverfront

The community embraces its industrial neighbors but would like to see businesses that employ local residents. In addition, a number of the properties are underused for parking or other vehicular use whose traffic adversely impacts the quality of life without much direct benefit. The community also identified a need for a transition between the residential area of the neighborhood and the industrial area, with the inclusion of access to the river.

Neighbors convened in small groups with each group addressing one of the six program areas. The groups were encouraged to use the set of Idea Cards to spark creative thinking about neighborhood programming while also considering cost, time, scale and community capacity. Each group discussed which strategies would be most effective and most desirable given the cost, scale of implementation and time required. Community members were asked to evaluate the ideas presented by others to help determine priorities and preferences.

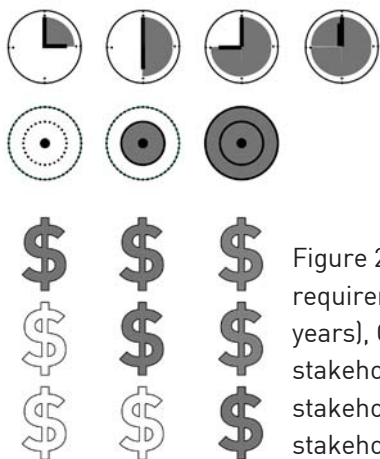


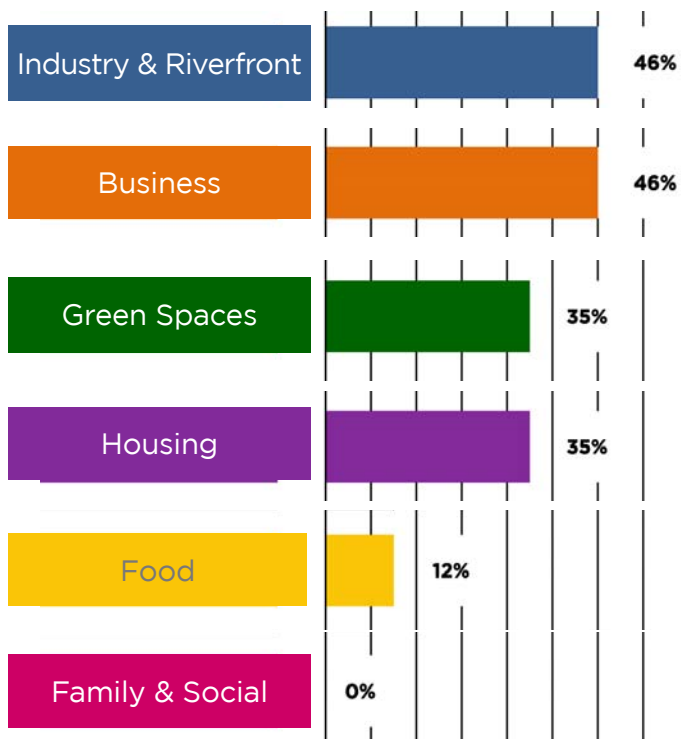
Figure 2: Key indicators for time requirements (5, 10, 15 and 20 years), Capacity (neighborhood stakeholders, Lawrenceville stakeholders, Pittsburgh city stakeholders) and cost



Figure 3: Cards provided to the community in order to prioritize programs and parcels

The feedback from the above exercise resulted in very creative feedback and ideas.

The ideas that attracted more interest and were more important to the community as general categories were the “Riverfront & Industry”, as well as “Business”.



Moreover, the community went on and selected specific projects, or added new ideas which they found more aligned with their vision for 10th Ward. After presenting them, everyone had to select the most interesting projects. The survey showed the following:

POPULAR EMERGING PRINCIPLES:

Alley Housing retrofit

“A place where people make things!”

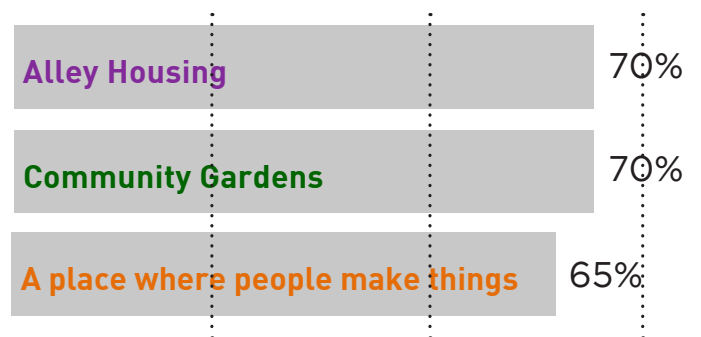
Community Gardens and local Food Economy

Kayak docks/river access

Bike and zipcar parking on vacant lots

Pop-up Retail

From the above the three most important individual projects for the community were the following:



Neighborhood vision

How do we reach the community vision?

Building on the results of Meetings One and Two, the team identified “Live, Work and Play” as umbrella concepts that linked the community’s priorities to improve quality of life. For each category key ideas were identified with two projects or initiatives that would be most transformational to the community fabric. Short, middle and long term issues were charted as well as gaps in current community capacity to achieve the goals.

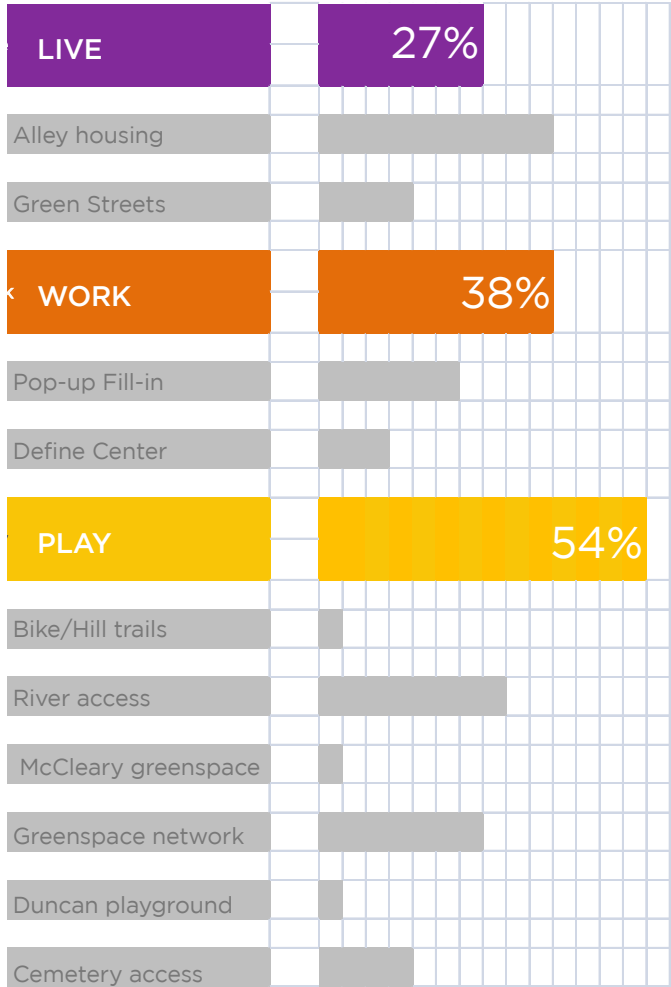


Figure 4: Level of engagement at the different visioning categories in Meeting three





3.0 RECOMMENDATION 1 | LIVE

3.1 OVERVIEW

Upper Lawrenceville will be a place where people want to live because it is **affordable** and **authentic**.

The neighborhood will remain affordable with a fabric that supports a **diversity of residents**—from homeowners to renters, including newcomers to long time residents. The neighborhood will celebrate its **unique and local** identity, as one where homes, businesses and industry are woven together into a rich urban fabric.

RECOMMENDATIONS:

| Monitor and Maintain Housing diversity |

The housing market in Lawrenceville has gone through rapid transformation, with the focus of development in Central and Lower Lawrenceville. Although Upper Lawrenceville has not had the same catalytic projects or level of public/private investment, the 10th Ward is seeing increased interest from people looking for more affordable properties to buy or rent. This transformation has accelerated in recent months with the announcement of the larger scale residential or mixed use developments planned for vacant property on Butler and renovation of the McCleary School.

The Alley Commons prototype addresses the need for affordable housing unique to Upper Lawrenceville. However, future studies should examine the current housing stock, values and expected demand in more detail to determine additional goals and strategies to maintain affordability. For many years, “affordable housing” attracted moderate income residents to neighborhoods with

shrinking population and declining income levels. Upper Lawrenceville, like some other East End neighborhoods, will likely continue to experience increasing population and rising property values. Planning for affordable housing will be important to maintain the identity and attractiveness of the neighborhood.

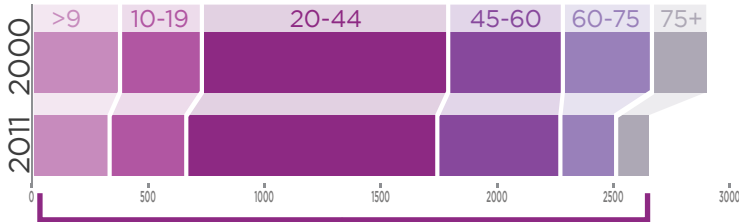
| Encourage Improvements on a Block Scale

Upper Lawrenceville can increase the impact of individual property investment with block-wide education programs or financial incentives for residents and homeowners. Programs can help residents understand renovation basics, connect homeowners with designers who can help them plan their improvements, and even create tool or material sharing cooperatives that can aid do-it-yourself-ers. Sharing knowledge and efforts can help enable community relationships and attract new homeowners. The Alley Housing Focus Project would be an opportunity to develop the block-wide programs that can be used elsewhere in the community.

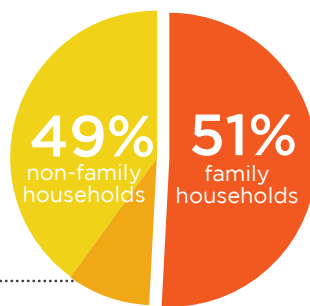
Creating a sense of a “critical mass” of improvements is especially important because the residential fabric of Upper Lawrenceville is relatively intact; it has few opportunities for the highly visible infill investments that define the rebirth of Lower and Central Lawrenceville. The majority of homes of Upper Lawrenceville are two story, wood framed houses and range from 1,200 square feet to 2,400 square feet. Built at the turn of the century to house workers from the adjacent industrial sites, the homes are modest and most houses have gone through various stages of prior improvements, from window replacement to vinyl or aluminum

2,669
residents

residents' distribution by age

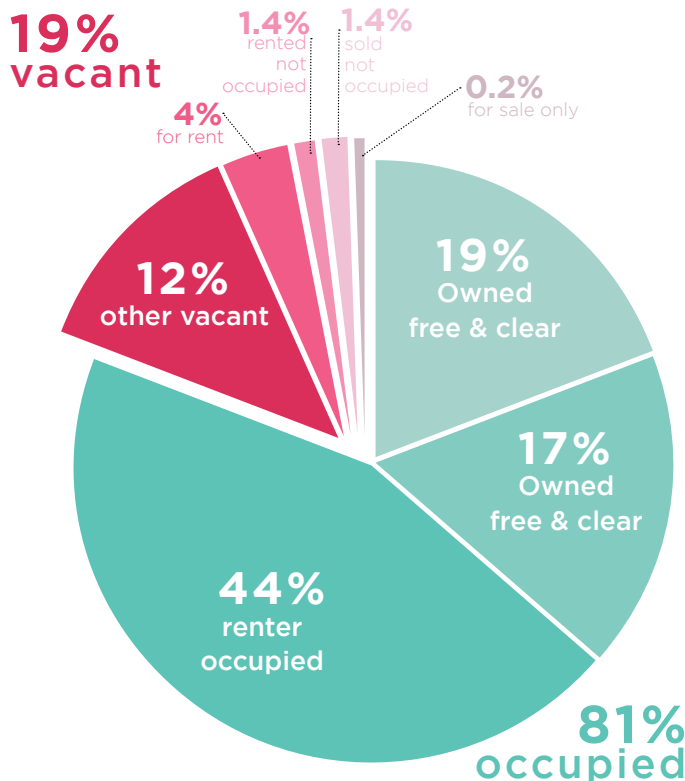


living in
1,168 households



9% changed from family
to non-family housing
units since 2000

1,442 existing
housing units



siding installed over the original wood siding. Many houses are in need of another round of maintenance and the programs can encourage high quality and creative solutions to further define the unique character of the neighborhood.

| Be Intentional About Preserving and Creating Community Places

At its peak population, Lawrenceville was served by a rich variety of public serving places operated by community institutions. These places included publicly administered parks and playgrounds, as well as privately administered churches, clubs and associations. Years of declining population has caused a decline in both, as dwindling attendance at churches, schools, and ethnic clubs force their closure.

The community is mindful that new types of community places will emerge as the population grows and they would like to be intentional about maintaining a variety of spaces that will serve the local neighborhood. The community identified the following programs as being important to maintain quality of life in the 10th Ward: day care facilities, a community center, classrooms or other places for art and DIY classes, a place for public meetings, community gardens, improved playground facilities, a school, outdoor recreation such as trails and river access, and a place for a farmer's market.

Today's community places are often formed through some combination of businesses, nonprofit organizations and public entities. Models might be place-based, similar to the

Ice House, where a number of businesses and community groups are housed within a physically significant structure. Other models might be program-based, such as The Zone, where job training can inform the physical space design. Two possible locations for such a facility, the McCleary School and St. Matthew Parish were already receiving attention by private developers and the community should engage these projects early to discuss opportunities for including community serving places in the developments. Additionally, the enthusiasm around the emerging artisanal crafts and food in the neighborhood could be formalized into a coop that could actively steward an innovative public serving institution.

residents. Few residents were enthusiastic about the adjacent XXXX grocery stores due to management and stocking issues. There is a seasonal farmer's market, but its size is limited if it draws only from the 10th Ward.

The community should continue these conversations and consider creating a group to advocate for healthy food choices. The efforts could emphasize individual action through education on personal health, cooking, and farm-to-fork nutrition. The efforts can also encourage increased capacity for local food

| Cultivate Programs to Serve Families

The community would like to retain and attract young residents as they transition to having families. The community will need institutions that serve children such as schools, day care centers, playgrounds and other club and activity spaces. Special consideration should be given to attracting and cultivating these programs in advance of projected demand.

| Create Better Access to Healthy Food

According to geographic analysis, Upper Lawrenceville is amply served by food purveyors. However, the community does not feel that these businesses meet the community's needs for fresh and healthy foods. New businesses, such as Wild Food Purveyors, do indeed offer healthy food, but perception of long time residents is that it is expensive and unfamiliar. Older businesses, such as the recently closed Foster's Meat Market also was identified as meeting neighborhood needs, however, it was not well known to the newer

3.0 RECOMMENDATION 1 | LIVE FOCUS PROJECTS

FOCUS PROJECT

green streets

feature stormwater infrastructure that becomes the neighborhood identity, improves safety and helps improve river quality

FOCUS PROJECT

alley housing

is unique to UL and can offer affordable and accessible housing, with amenities tailored for a car-free lifestyle



- renovated institutions
- green spaces
- traffic calming

3.0 RECOMMENDATION 1 | LIVE

3.2 ALLEY COMMONS

production through community gardens and support of the farmer's market. Lastly the community should inventory and promote food stores and restaurants that serve the local and regional population, creating awareness of the options that exist and attracting other businesses to the area.

Long considered a liability, alley housing can be renovated into a uniquely livable pattern for affordable living. It has become a highly desirable housing type in areas of Philadelphia and Chicago and is part of the industrial legacy of the 10th Ward history.

At its industrial peak, Lawrenceville's alley houses were created when homeowners divided and sold their lot, or built the alley house themselves to rent for additional income. These houses are smaller than the average house (750sf to 1100sf) and built right on the public way without benefit of a sidewalk or rear yard space. The small size, lack of parking, and generally poor construction quality meant that these houses were often abandoned or purchased by absentee landlords.

As a result of recommendations in the XXX community plan, the 10th Ward has been intentional in removing the most deteriorated houses and in enforcing nuisance laws for absentee landlords. This has resulted in a relative stabilization of the remaining alley housing and newcomers to the neighborhood have expressed interest in these small units, citing their small size, DIY potential, affordability, and potential charm.

Despite the recent interest in the units, there are considerable challenges to attracting investment including lack of public/private transition, small size, and no accommodation for the auto. The Alley Commons concept addresses these issues by shifting emphasis from the single unit renovation to plan for

public space amenities. Alley Commons can also address the adjacent, street-facing units to create a block-wide emphasis on shared improvements.

There are five key elements that create successful alley housing: housing, transport, safety, infrastructure design and materials.

| Infrastructure and Ownership

Given the small size of the houses, access to common areas, including parking areas, gardens and green spaces and trash bins, need to be held through a cooperative or condominium agreement. In the cases where the majority of units on a street join the agreement, they may also want to consider privatizing the alley itself, still allowing for public and vehicular access but allowing for street improvements and occupancy more conducive to the intimate scale of the buildings.

IO-1 Green Spaces: Open space at the entrance to the Commons can be the entry "porch" to engage the neighborhood

IO-2 Rain Gardens: Rain gardens can manage stormwater for multiple houses and capture for reuse

IO-3 Waste Management: recycling and waste can be gathered at the end of mod-block open spaces

IO-4 Food Production and Composting: Vacant lots and sideyards can be designated for shared gardening and composting

| Housing Types

Alley houses can range in size from 750sf to 1,800sf and include minor rehabilitation of existing units, renovation or combination of



3.0 RECOMMENDATION 1 | LIVE

3.2 ALLEY COMMONS

existing houses, and the construction of new houses.

H-1 Retrofit of existing single-family housing of about 1000sf. Renovation range: \$50K to \$150K

H-2 Retrofit of existing housing combining 2 units into one, Area of 1,800 to 2,000sf. Renovation range: \$100K to \$300K

H-3 New construction: Can be made accessible. Area of 1,200 to 1,800sf. Renovation range: \$180K to \$270K

| Transport

Residents of the Alley Commons may not be dependent on cars as their primary means of transport, but should have access to different types of transit, including, walking, biking, public transit, car shares, and if needed, car ownership.

T-1 Public Transit: Most alley housing is convenient to public transit

T-2 Bike Parking: Midblock bike parking incorporates a small parklet with secure or covered bike parking and repair station

T-3 Midblock Autoparking: When lots are available, midblock parking can offer offstreet access for both alley residents and street residents.

T-4 Street Autoparking: Street parking at alley ends is the most convenient for alley residents and can have car

| Safety

Successful alley housing often has an active pedestrian streetscape. Traffic control, surveillance from the units, and lighting are important to create this environment.



S-1 Traffic Calming: Narrowing of street with green infrastructure and crosswalks increase safety and pedestrian connections.

S-2 Street Lighting: Low street lights are recommended for safety and to reinforce the small scale and identity of the street. Implementation range: \$200-\$5,000 each

S-3 “Limited” Car Access:

While vehicular access is always possible, streetscape improvements make it less likely to be used as a drive through.



| Materials and Systems

The small size of these houses and the potential of cooperative ownership could allow for progressive systems to be shared between units. This might include shared utilities, high performance construction, and innovative infrastructure materials.

M-1 Passive house:

Small houses with high levels of insulation can be inexpensive to heat and cool, making it affordable for those who might be on limited incomes.

M-2 Permeable paving

It can be used in small hardscaped places to help limit impact from excess stormwater and snow.

M-3 Progressive Technologies

Systems like solar PV, geothermal heating/cooling or green roofs can be expensive but costs or systems can be shared by adjacent

3.0 RECOMMENDATION 1 | LIVE

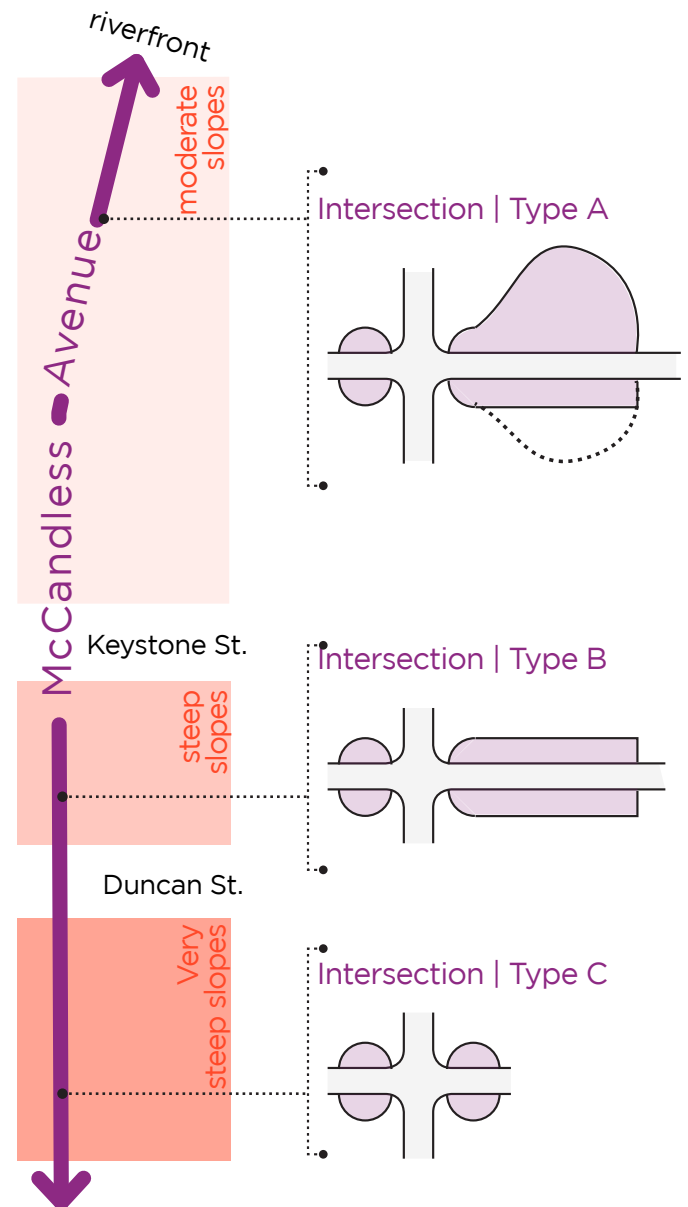
3.3 GREEN STREETS

units.

Improving the quality and quantity of stormwater is one of the biggest challenges to the Pittsburgh region. Like many other cities who built their infrastructure in the past 150 years, Pittsburgh's combined sewer system contributes to poor water quality and flash flooding in even the smallest of storms. Significant changes will need to be made in the upcoming decades and communities like Lawrenceville need to advocate for green infrastructure improvements that create pleasant public places while improving stormwater performance.

The Green Streets concept proposes green infrastructure improvements to the McCandless Street Corridor to accomplish both place making and performance goals. Green Streets are a reconfiguration of the existing public sidewalk and street to create beautiful streetscapes that calm traffic, create more pedestrian friendly intersections, improve air quality, and decrease cooling demand for nearby structures. Green Streets improvements also decrease stormwater runoff by infiltrating, cleaning or slowing water from the nearby rooftops, sidewalks and streets.

The McCandless corridor appears to have been constructed in a natural depression, likely the location of a small seasonal waterway leading to the river. The topographical watershed shows that adjacent streets drain to McCandless and it is likely that the sewershed follows this same pattern. As the geographic heart of the community, green infrastructure improvements on McCandless will address stormwater issues for adjacent properties and streets while creating a lush and memorable



center for the community. It will allow for a more pleasant pedestrian experience and will become the major connector from the residential areas to the business district, industry and ultimately, the river.

The changing grade of McCandless Street will require distinct approaches to infrastructure

systems design. Across the low, moderate and steep slopes, street trees will help to define the architecturally ragged edge of the corridor. Planting areas for retention or infiltration will vary depending on the slope. Adjacent parks and open spaces will become part of the system with planting and infrastructure that celebrates water.

At the time of this study, PWSA and other administrative authorities are considering system-wide reform that will allow for green infrastructure to be adopted and may even change the economic case for these types of improvements. The UL community should track these changes and pursue potential funding to be a neighborhood scale demonstration site.

A-1 Intersection

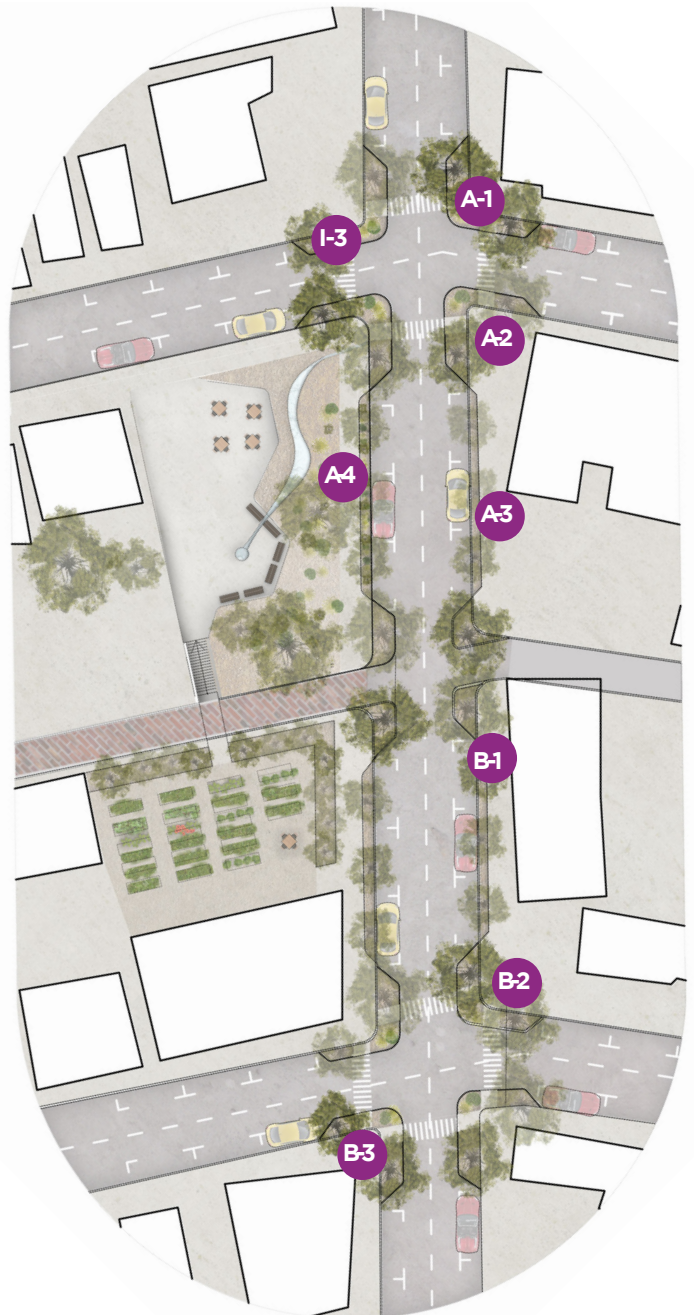
Intersections can be configured to include tree wells and groundcover planting areas in the existing street width to narrow intersections and sequester water. Tree wells should be sized to allow for larger trees that can create a tree canopy. Other infrastructure such as electricity and cable should be incorporated into below grade improvements.

A-2 Continuous Sidewalk Planting

A continuous planting area in the existing sidewalk can be used for trees and groundcover, where the sidewalk width allows. Depending on the adjacent building needs, the planting can be limited to tree wells or can be more continuous as a planting bed. Water drains and moves below grade.

A-3 Rain Gardens and Parks

Adjacent open space can be used for rain garden infiltration. Significant locations include the existing playground XXXX site and the proposed riverfront park access (see Play: River





4.0 RECOMMENDATION 2 | WORK

4.1 OVERVIEW

Upper Lawrenceville will be a place where **people make and grow things!**

Industry is essential to our neighborhood's past and future.

Our business district will **serve our local needs and bring people** into our community.

RECOMMENDATIONS:

| Maintain the Industrial Character by Welcoming Compatible Industries

Upper Lawrenceville is a classic industrial era “complete” community. Housing, retail and services, institutions and industry were all located in close proximity and walkable to residents. People and their daily needs were served on pathways perpendicular to the river. The community's businesses and industries were connected to the region via the river and the Butler Street corridor. The hierarchy of local to regional is still visible today in a walk along McCandless Avenue.

Industry and manufacturing still can be found in Lawrenceville, despite the massive economic shift away from industry in the 1970's and 80's. The community embraces these remaining industrial sites as economic opportunities and would like to continue to coexist with industry in the future.

The community identified current uses that are more compatible with the community goals. Businesses that provide a density of jobs are better than passive uses like storage or parking. Businesses that take advantage of non-vehicular transportation, such as the railroad or river, would lessen impact on the Butler

Street corridor. Businesses whose processes do not have negative environmental impacts such as noise, air quality, water quality, etc., are welcome. Lastly, the community indicated a respect for companies that manufacture or craft things, contributing to the identity of the community as a place where “people make and grown things.”

Regional dynamics continue to change, and it is possible that tech sector or medical businesses could take root in this area. The community does not oppose these, but would like to maintain the industrial identity of the existing buildings and urban fabric and does not want to see demolition and reshaping of the riverfront at the scale and character of South Side Works or the Waterfront. The community would like to see incremental and organic change, which seems well aligned with the market realities since there are significant large developments that will come into the market in the next 5-7 years (Strip District, Hazelwood, etc.).

| Build Critical Mass by Creating Clusters

When related businesses locate near to each other, they can share resources and more effectively attract customers. This principal is important in both the retail strip of Butler Street as well as the industrial area between Butler and the river.

Certain industries are well suited to physical co-location. For example, retail and hospitality enterprises do better when they are located near businesses offering similar wares. Visitors may be more likely to visit a highly desirable restaurant if they know that they have alternative choices should their first choice not be available. Retail stores relate to each other

in much the same way, when competing stores locate near each other they are attracting customers by offering a broader selection. Specialized stores are also able to thrive in a broader ecosystem of clustered businesses.

Currently there are early signs of business clustering that could be built upon and encouraged to expand. For example, there is a growing number of restaurants on Butler Street that have informal and perhaps formal relationships (e.g. restaurants that send customers to the neighboring wine bar while waiting for their table). The community should consider creating a neighborhood business group to identify beneficial collaborations, group purchasing opportunities, complimentary services, the creation of an identity for the area, and the recruitment or cultivation of compatible businesses to strengthen the core.

The same should be done for the industrial area. Though the industrial sites north of Butler Street were not the focus of this study, there is anecdotal evidence that some businesses may be clustered around certain industries (such as railroad related manufacturing) and might gain from having more like minded businesses nearby, addressing vertically or horizontally integrated relationships.

| Invite People to Support Existing and New Businesses

The community process identified that there are lines of distinction drawn between old and new businesses in their appeal to certain segments of the population. This is partially due to consumer knowledge (or lack thereof) about the retail or service offerings. It is also



due to the businesses lack of knowledge about the 10th Ward consumer preferences and buying power. For example, new businesses are often specialized and cannot survive serving local needs exclusively. Marketing to the broader population often does not reach the adjacent community; reaching this community with specific events, information or relationships can help to build goodwill and to strengthen the local market.

Likewise, existing businesses that have historically relied on the adjacent community for support are often challenged to build their appeal to the broader market. An Upper Lawrenceville business group could lead marketing efforts that benefit existing and new businesses and create a strong retail district identity.

Existing industrial parcels could also become more economically productive if they are marketed to, especially those that are weak economic generators but bring large amounts of people to the neighborhood, such as the park-and-ride lots.

| Set Targets and Track Improvements

Future community planning will need better data on businesses in the 10th Ward. Gathering this data will give the community a better economic baseline for setting targets and tracking progress. These could lead to the creation of a Livability Index that monitors things like:

- The percentage of community needs that can be purchased within the 10th Ward
- Clusters of related businesses
- The success of community efforts to cultivate, recruit, or retain desirable businesses
- The number of Upper Lawrenceville

residents working in the neighborhood

- The number of people working in Upper Lawrenceville who then moved to the neighborhood
- The increase in business due to community development efforts

Existing information gaps were revealed as part of this study. In addition to the indicators listed above, future studies should inventory existing businesses to analyze them by:

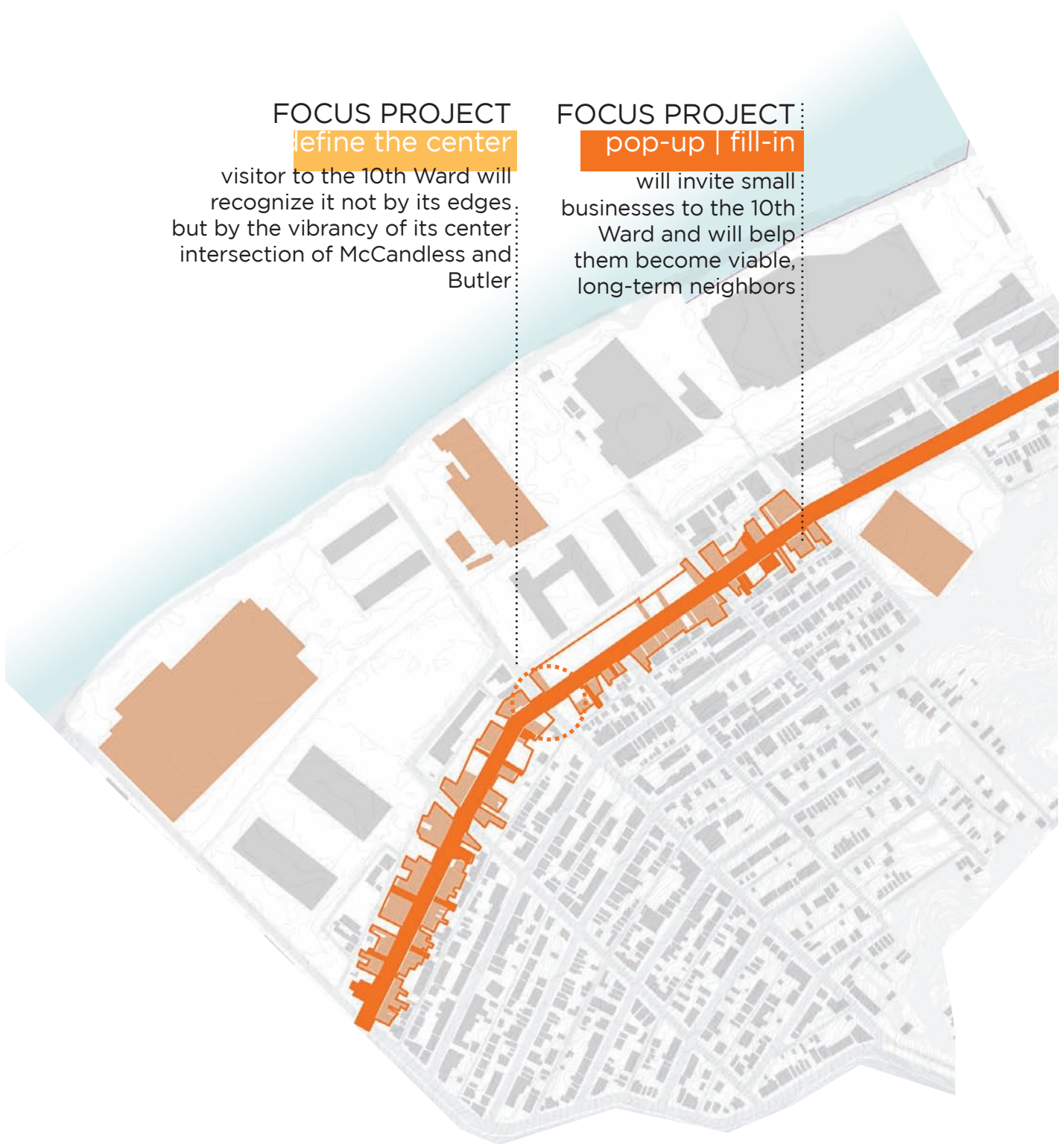
- Location (residential area, Butler Street, industrial area)
- Market sector (service, retail, hospitality, manufacturing, etc.)
- Size (home office, small, medium, large; by revenue, by number of employees)
- Tenure (length of time in business, in current location)

FOCUS PROJECT define the center

visitor to the 10th Ward will recognize it not by its edges, but by the vibrancy of its center: intersection of McCandless and Butler

FOCUS PROJECT pop-up | fill-in

will invite small businesses to the 10th Ward and will help them become viable, long-term neighbors



4.0 RECOMMENDATION 2 | LIVE

4.2 POP-UP FILL-IN

Develop a marketing plan and programs to attract businesses and customers with the theme, “WE MAKE THINGS”. Invite short term business (pop-ups) to activate empty storefronts and develop a support network to help them transition to long term businesses (fill-ins). Promote and support keystone businesses as well as new businesses through a formal or informal business association. Develop a series of indicators that communicates the viability of the Butler business district, such as number of businesses, average age, size, employment totals, employed residents, neighborhood/regional serving businesses, etc.

Pop-up retail is a strategy that has been used by cities and communities to reactivate vacant storefronts. Different communities have implemented the strategy with different goals, different methods, and different outcomes. The strategy that you chose depends upon your goals and the resources available to you, both financial and social. The strategies can be generally categorized by three different models: the broker model, the contest and grant model, and the incubator model.

BROKER MODEL

The goal of the broker model is to connect spaces with entrepreneurs. This is generally the lowest cost model, whereby the CDC matches owners of vacant commercial properties with prospective tenants. Tenants sign short term leases for below-market rates and receive minimal assistance with renovating the property. Dayton has used this model, dubbed Activated Spaces, as part of their Greater Dayton Downtown Plan.

Model In the first phase, fill vacated storefronts with public art. In the second phase, match property owners with short-term tenants on a lower risk lease. Works primarily with volunteer-led endeavors. Aim to convert pop-up leases to traditional long-term lease

Success Rate Thus far, two of the six pop-up businesses have decided to convert temporary leases to long-term agreements since beginning in 2011

Needs Willing property owners, entrepreneurs with enough funds to remain responsible for rent, utilities, furniture, equipment, inventory, lease requirements and other costs

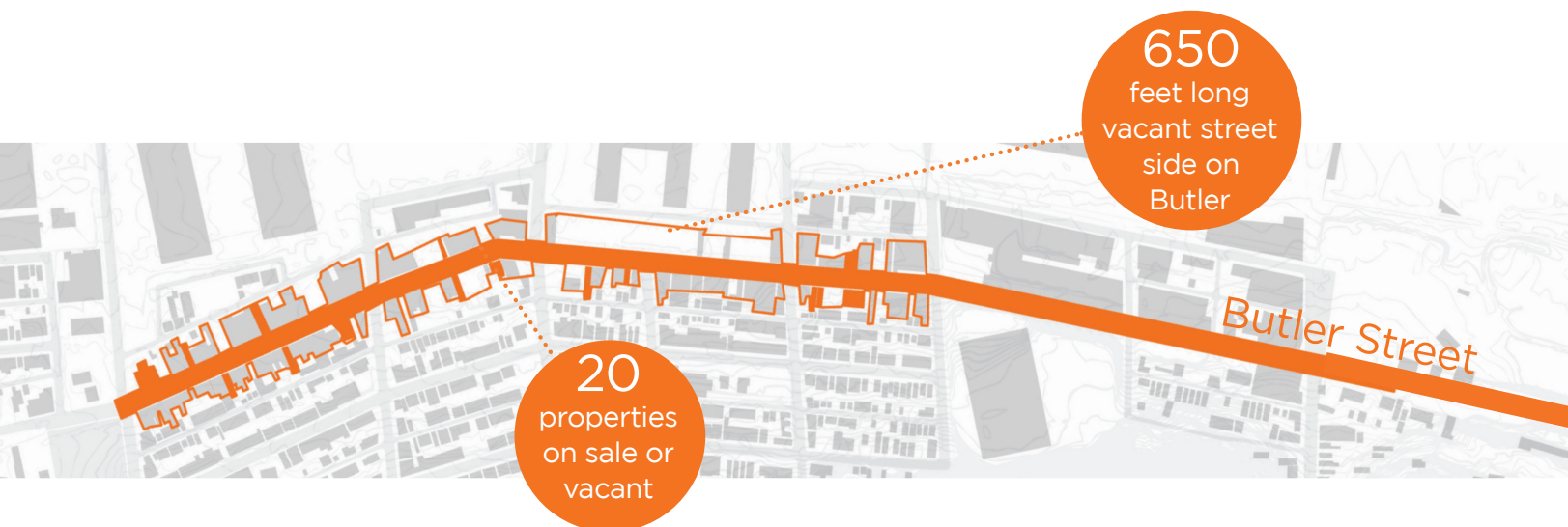
Collaborations necessary for success

Collaborative project of updayton and Generation Dayton with support from Greater Downtown Dayton Plan Project volunteers

CONTEST & GRANT MODEL

The Contest and Grant Model goes one step further by having potential tenants compete for additional funds to support their business, and possibly free rent for a period of time. This model requires additional financial support and therefore partnership with a foundation or corporate funder. Downtown Pittsburgh has utilized this model, with support from the City of Pittsburgh, the Urban Redevelopment Authority, the Department of City Planning, and the Pittsburgh Downtown Partnership. In addition to traditional businesses, this program also attracted artists to activate vacant storefronts.

Model RFP for artists & entrepreneurs; CDC signs MOA with property owners to grant free rent for period of time; tenants work with URA for biz plan/ financial assist; \$10,000 grants



(foundations/URA) to build out space, but also had to invest own money

Success Rate Three businesses now pursuing long-term leases downtown; other seven storefronts are arts-based

Needs Willing propoerty owners, project management, grant funding, limited business support

Collaborations necessary for success

Collaboartive effort by foundations, URA, PDP, property owners

ACCELERATOR/INCUBATOR MODEL

Finally, the Incubator Model, which requires the greatest resources and partnerships, goes even further to provide pop-up businesses with mentoring and advisory services in order to further their chances of becoming permanent tenants. Oakland, California's popuphood project leverages the larger business, government and tech sectors to connect micro-businesses to a variety of strategic partnerships and business development services. They work with businesses to secure long-term leases, with up to six months of free rent. This multi-faceted program is a partnership of many community

and economic development organizations and private businesses.

Model Provide up to six months free rent, as well as tools, services, products, resources to support businesses block-by-block. Aim to transition businesses to long-term lease

Success Rate Two businesses have signed long-term leases out of eight businesses introduced since beginning of the program in December 2011

Needs Willing property owners, business development tools, funds to provide incubator services, consulting services

Collaborations necessary for success Multi-sector program for business incubation and workforce development: Women's Initiative, SBDC of Alameda County, Neighborland, Community Benefits Districts in Oakland.



	BROKER MODEL	CONTEST & GRANT MODEL	ACCELERATOR / INCUBATOR MODEL
Strategy	Connect spaces to entrepreneurs	Accept applications from potential entrepreneurs; winners granted small business grants and reduced/free rent for a short period of time	Matching of businesses to property owners. Large role in the development of businesses by providing mentoring and advisory services
Costs	\$	\$\$	\$\$\$
Impact	+	++	+++
Goals	Fill storefronts with businesses through matchmaking process	Activate sidewalks and storefronts; convert businesses to permanent leases	Retain businesses and promote large-scale economic development
Partners	Property owners, entrepreneurs	Property owners, funders, entrepreneurs	SBDCs, URA, City, property owners, advisory consultants
Responsibility	Matching property owners with first-floor storefront space to prospective retail tenants	Securing funding, property owners, management of contest	Business consultation, marketing, workshops, community partnerships, business and property recruitment, long-term planning for vacancies
Examples	Dayton's Activated Spaces [www.activatedspaces.org/pop-up_project/info-for-tenants/]	Downtown's Project Pop-Up Pittsburgh [http://projectpopuppittsburgh.wordpress.com/]	Oakland's popuphood [www.popuphood.com/index.html]

Lawrenceville's main commercial district along Butler Street is known regionally and nationally as a highly successful neighborhood business district. Certain areas are well known for their clusters of compatible businesses such as fashion, galleries or restaurants. Upper Lawrenceville is becoming known for similar clusters, but not at the level of other areas in Central and Lower Lawrenceville. Define the Center addresses two issues that contribute to the slower growth in the 10th Ward.

First, Butler Street is one of the longest continuous neighborhood retail districts in the city. It has strong areas where keystone attractions, a density of businesses, and improvements to the storefronts and streetscapes create a strong identity. Both the length and the need for a strong identity are challenges for Upper Lawrenceville. The main intersection of McCandless and Butler is XXX miles from downtown and XXX miles from the nearest strong Butler Street cluster at XXX and XXX, separated by the Allegheny Cemetery. The lack of continuity is also evident at a smaller scale within the 10th Ward itself. Shoppers are not likely to stroll from Central Lawrenceville and when they do enter Upper Lawrenceville at Stanton Avenue, they will be greeted by stretches of unoccupied storefront. In addition, the intersection of McCandless and Butler is at a bend in the road where the primary view is of a currently vacant lot that stretches for almost two blocks. The neighborhood business district is gaining in keystone attractions, but lacks a density of businesses and storefront and streetscape improvements are lacking.

In the Define the Center proposal, visitors to the 10th Ward will recognize it not by its edges

but by the vibrancy of its center near the intersection of Butler and McCandless. This intersection is one of the most travelled, with significant Butler Street traffic as well as that of McCandless Street. Yet many of the existing businesses do not need this visibility or are infrequently visited and attract little street life. The intersection is also ill defined, with each corner having a different architectural character, including an architecturally historic building, a building with no windows to the street, and open lots for car sales.

Rather than making the edges of the 10th Ward, Define the Center will magnetize the community to a core that connects local to regional, hillside to river, and business to residential. The intersection will be programmed with activity relevant to the 10th Ward. It will have destination businesses and be a recreational "on-ramp" that will attract others to the neighborhood. It will bring a diversity of uses and visible urban activities that will create a memorable identity to the neighborhood.

The Define the Center proposal has two stages. Phase One, "Retain, Recruit and Activate!" will continue to support the existing businesses while encouraging them to make improvements to their properties and will feature short term installations and activities to bring people to the area. Phase Two, "Invest & Infill!" will make longer term architectural and infill improvements to create high quality urban space.

Phase One

Retain Recruit
Activate!



Short term strategies activate the intersection by bringing a constant cycle of different activities to the area, including farmer's markets and art installations.

RETAIN The community would like to retain and support existing community serving businesses such as the car dealership, which meets the needs of many community members. Support could be given to encourage owners to invest in their properties' appearances.

RECRUIT Key properties are identified by visibility, proximity and building type. Find related businesses to create a critical mass to attract customers. Food related businesses are prominent but spread out in the 10th Ward and could be supported with active recruitment

ACTIVATE! Reinforce the "We Make It" them with events and engagements. This might popups, displays or visual material about art, craft or manufacturing, or food in Upper Lawrenceville. Projects should create civic space and dialogue and also support the needs of local merchants.

GROWING + MAKING Bring the farmer's market to Butler Street to activate the highly visible, yet vacant edge of Butler. Redesign sidewalk access at Butler to allow for access and visibility.

ARTS + CRAFTS Feature creative installations or advertise activities and local artists or craftsmen. Partner with local businesses where possible.

Phase Two

Retain Recruit
Activate!



As development becomes attractive to market forces, progress will be visible through investment in buildings and landscape and by businesses that serve local and regional amenities.

RETAIN Investments in infrastructure like lighting, green streets and streetface improvements should be targeted for this area to create a highly visible neighborhood identity.

INFILL Low density uses will likely be replaced with higher density uses if the market continues to create development pressure for the neighborhood. Focus on high quality projects that address the public realm practically and poetically.

ACTIVATE! As parcel use changes, target uses that will continue to define or activate the intersection and serve the crossroads communities well, including retail for bike (or car commuters), or high frequency uses such as restaurants. Encourage high quality and visible outdoor spaces.



5.0 RECOMMENDATION 3 | PLAY

5.1 OVERVIEW

In Upper Lawrenceville, recreation can **bring them in and keep them**.

We will have **unique river recreation** that attracts visitors.

We have **neighborhood parks and recreation spaces** that serve all ages and stages.

RECOMMENDATIONS:

| Create Active Recreation Amenities for Public Health and to Attract Residents

Studies have shown that public health improves when the community is walkable and has active recreation nearby. Upper Lawrenceville currently has few recreational amenities within easy reach, despite being bounded by the Allegheny River and being adjacent to walking trails in Allegheny Cemetery. Walkability is also a challenge with the current traffic volume and speed along Butler Street and McCandless Streets. The community is separated from the nearest major recreational amenities in Central Lawrenceville and from the closest city park, Highland Park.

If connections were made to existing amenities and new green space networks were created, the community would have recreation opportunities unique among its Central and Lower Lawrenceville neighbors. These improvements would become part of the community identity, attract new residents, and

provide resources for residents of all ages.

| Connect to Larger Networks

Upper Lawrenceville is somewhat isolated from its neighbors, which contributes to its small town charm. Currently roads are the major means of travel in and out of the community. Similar to national trends, the community has seen more residents using alternative transit, including bikes and walking, to commute to work, shopping and other activities. The community would like to connect to other networks such as the proposed Green Boulevard bike trail, possible rail transit, and small boat travel on the river.

5.0 RECOMMENDATION 1 | LIVE FOCUS PROJECTS

FOCUS PROJECT McCandless Beach

is the new, distinctively industrial, access to the river attracting bicyclists, kayakers and other recreational enthusiasts

FOCUS PROJECT green network

look for opportunities to revitalize open spaces with new programming or by connecting them



5.0 RECOMMENDATION 3 | PLAY

5.2 McCANDLESS BEACH

McCandless Avenue comes to an unceremonious end at the river. For those daring enough to go over the guard rail barrier, there is a set of wooden stairs that take you down to a large concrete platform—the top side of a combined sewer overflow structure that in heavy rains spills thousands of gallons of water into the river. Walk further up or down the river and there are wooded hillsides and places where tree branches touch the water. There are places to fish and places that can transport you beyond the gritty industry just a few yards away.

This is the magic that the McCandless Beach proposal hopes to capture. In the spirit of what was once called BAB (Bare Ass Beach), McCandless Beach would be a distinctively industrial (and definitely safer) access to the river that will attract cyclists, kayakers, swimmers, and other recreational enthusiasts. It will be the terminus of the new green infrastructure projects, celebrating the release of clean water into the river right next to the (now diminished) industrial era stormwater overflow. It will connect the community to a little known amenity and become a memorable destination on the bike trails that bring visitors to the 10th Ward.

McCandless Beach consist of two areas, a landside park that connects the bike trail to the river and is the front door for pedestrian and vehicular access. The second area, the floating riverside park, is anchored onto existing bulkhead moorings and can be changed seasonally simply by floating the barges into new configurations.

The park design is influenced by a number of community concerns and physical constraints. First, the community does not think that large scale commercial development is in the



character of Upper Lawrenceville. They would prefer kayak access to a marina but are not adverse to some commercial development anchoring the site. They do not want large scale riverfront development such as that planned for South Side, Lower Lawrenceville, and the Strip District nor do market studies suggest that this is possible. None of the current masterplans include recommendations for commercial scale marina or riverfront development in Upper Lawrenceville.

Second, McCandless Beach is designed to allow for staged construction as necessary properties become available. In the short term, a river overlook can be built along with green infrastructure and streetscape improvements. Access to the bulkhead mooring could be created and the barge beach, theatre and platforms could be accessed from the river overlook. The landside park could be created when then necessary property and rights of way become available, completing the complex and connecting to the trails.



Program

P-1 River Overlook: A cantilevered deck brings provides a view up and down the river. Clean stormwater from the green infrastructure flows through the deck structure. It is celebrated at the edge as it drops to the river, silhouetted against the rusty door of the combined sewer overflow 20 feet below.

P-2 Bike Trail “Offramp”: An unmanned bike repair station, seasonal rental facility, and vending machines can serve both trail and beach users. As the first stop bikers coming from Highland Park & Heth’s Run on the new bike trail, there is a map kiosk to share information. Featured on the map are the nearby Butler Street businesses, including places to eat, get bike parts, and even a bike-friendly youth hostel just two blocks away.

P-3 The Beach (or Bare Ass Barge, as named by the community) **FOOTNOTE:** The Beach is a configuration of barges that include a seasonal pool/ice rink, decking, kayak/river access, and other flex uses.

P-4 Cinema on the River: Projection screen and seating for evening movies and performances on the river

P-5 Farmer’s/Flea Market: Existing steel structure can be retrofitted to become an open air pavilion for flea markets, farmer’s markets, and kayak or vendor storage.



**REACHING
OUT TO
THE RIVER**



Green Space

G-1 Green Streets: Green infrastructure extends from the top of McCandless to the Allegheny River, including sidewalks and a bike lane.

G-2 Landscape Plaza: Trees and planting shades paths and creates a plaza with areas to walk, bike, gather or linger.

G-3 Wetland: A wetland is integrated into the park plaza for stormwater management from the parking lot and roofs.

A-2 Car Park: Riverfront and trail parking is available off McCandless with a landscaped lot of pervious pavement. Existing street parking is organized and made safer as part of the Green Streets project.

The Green Space Network reinvigorates existing parks with new physical or programmatic connections. The Network is defined by projects on the edge, including existing hillside trails to the east, Allegheny cemetery to the west, and the bike trail to the north. Other projects in the center of the neighborhood are programmatically related through as community gardens or playgrounds.

C-1 A Lot (of) Gardens

Vacant lots are relatively few and can be topographically challenged but can become community administered gardens or a creative expression of an adjacent homeowner. Assist homeowners with the acquisition process.

C-2 Repurposing Duncan Playground

Duncan Playground is remote from areas with concentrations of children and is topographically difficult to access. The community has requested that it be transitioned from a playground to a community garden. As one of the largest green spaces in the neighborhood, the community gardening efforts might be headquartered here, demonstrating techniques and centralizing resources for other smaller gardens.

C-3 McCleary Schoolyard

Given its prominent location in the residential area of Upper Lawrenceville,

the community expressed a desire to have some type of public space on the former schoolyard site. The community should work with potential McCleary School developers to consider public greenspace on the McCleary grounds or streetscape.

C-4 Green Streets

Green infrastructure like that planned for the McCandless Corridor can create small greenspaces dispersed throughout the neighborhood. Other locations off of McCandless should be considered as possible candidates for the green street planters, especially when there is adjacent redevelopment.

E-1 Cemetery Access

Upper Lawrenceville is neighbors with the verdant Allegheny Cemetery, where trails and small roads are coveted by walkers, joggers, and recently bikers. The shared boundary along Stanton Avenue extends for nearly one quarter mile and six intersections but the closest access is close to half a mile away. The community would like to explore a gated pedestrian entrance at the intersection of Keystone and Stanton, across from the recently completed Tree Park.

E-2 The Food Front Door and Greenway Gateway

The community indicated that there great potential for the Shop-and-Save and Save-



A-Lot to better serve the community (See Play: Create Better Access to Healthy Food for operational recommendations). In addition to operational changes, some of the improvements could come from physical improvements to the site. The

front door of the shopping center is from Butler Street, which is not pedestrian friendly for the adjacent community. Reconfiguring the street access at Keystone Street could create a more welcoming entrance to the site and less of



**A LOT (of)
GARDENS**



a back door feel. This might also become one of the entry points to the Greenway Trails on the hillside and connect to Stanton Heights.

E-3 Greenway Trails

Upper Lawrenceville is bounded by a large greenspace spanning the hillside between the 10th Ward and Stanton Heights. The community identified a number of informal trails that they would like to have more formalized access as a trail system. This could become similar to other neighborhoods (Hill District, Mount Washington) who have recently designated unbuildable hillside properties into trail parks along their borders. There is potential for this system to extend nearly undisturbed to Morningside and Heth's Run.

E-4 Bike Trail and River

The other significant boundary to Upper Lawrenceville is the Allegheny River. Creating safe and celebrated "on-ramps" with the planned railroad bike trail and to the river would connect the 10th Ward to larger networks like the Great Allegheny passage to Washington, DC and even to the mighty Mississippi! More likely, it will be a great attraction for alternative commuting to work, recreation and shopping from Downtown to Oakmont.



6.0 PHASING

Short Term

Green Streets

SHORT

Create proposal to apply for demonstration project status for McCandless

Identify and acquire adjacent infiltration lots.

Decrease base load by educating and incentivizing upstream property owners to implement on-site stormwater mitigation, like rain barrels, green roofs and rain gardens.

MID

Planning for green streets, including advocacy for infrastructure with public agencies.

Develop infiltration lots into parks and gardens.

LONG

Implement green infrastructure in public right of way.

Alley Commons

SHORT

Identify a block where the Alley Commons could be implemented to the fullest extent.

Prioritize properties suitable for alley housing redevelopment (throughout the neighborhood).

Acquire properties to stabilize or to cluster development.

Create development handbook and

education programs to attract potential residents or developers.

MID

Develop units, focusing community development efforts in Alley Commons block and encouraging private development on scattered sites.

Plan infrastructure improvements for Alley Commons.

LONG

Implement infrastructure improvements, including common areas and programs like bike and car share programs.

Define the Center

SHORT

Hold an ideas competition for the physical improvements, programs and identity and to create awareness of the campaign.

Encourage existing businesses to creatively address the intersection.

Identify desirable businesses that will activate the intersection and serve the community.

MID

Plan and implement programs to activate the intersection, including the flea. farmer's market, street art, streetscape improvements, and façade improvement program.

Create a masterplan for the infill development and cultivate interested developers.

LONG

Implement infill projects and public space improvements.

Implement green infrastructure projects on McCandless Street.

Pop-Up! Fill-In!

SHORT

Inventory empty or underused properties and prioritize high impact properties.

Identify business development resources that would be supportive of the program.

Create a marketing plan for the properties and develop a database of possible tenant enterprises.

Develop the identity of the Pop-Up! Fill-In! program for the 10th Ward (for example, “We make things!”) and create a campaign with goals to reach a critical mass of projects.

MID

Connect pop-up businesses with entrepreneurial consultants who can help them transition from short term to long term enterprises.

Inventory and track business indicators for these enterprises, including indicators of the health of their business as well as contributions they make to the community’s quality of life goals.

Create marketing for new businesses that benefits old and new.

LONG

Expand Pop-Up! Fill-In! program to other areas of Lawrenceville and the City.

Riverfront Recreation

SHORT

Create masterplan suitable for fundraising.

Begin property acquisition.

MID

Build overlook at terminus of McCandless.

Develop barge area and riverside access.

LONG

Acquire and develop landside property and build park area.

Connect to bike trail and recruit aligned businesses to the business district (bike outfitter, youth hostel, etc.).

Green Space Network

SHORT

Convene a green space planning committee to manage due diligence on projects. Consider a more in-depth planning study to help prioritize projects and investigate current and projected community recreation demand, including needs of youth and teens. Study should propose short and long term stewardship models for projects and identify possible funding sources.

Formalize community garden organization to plan and implement neighborhood-wide vacant lot and community gardening.

Identify possible garden properties throughout the neighborhood and create acquisition/use plan.

Cultivate relationship with Allegheny Cemetery and begin discussion on entry.

Identify ownership of hillside properties and investigate hillside greenway models.

MID

Implement prioritized projects, likely to be community gardens and possibly Allegheny Cemetery connection.

LONG

Implement Hillside Greenway development and Food Front Door.

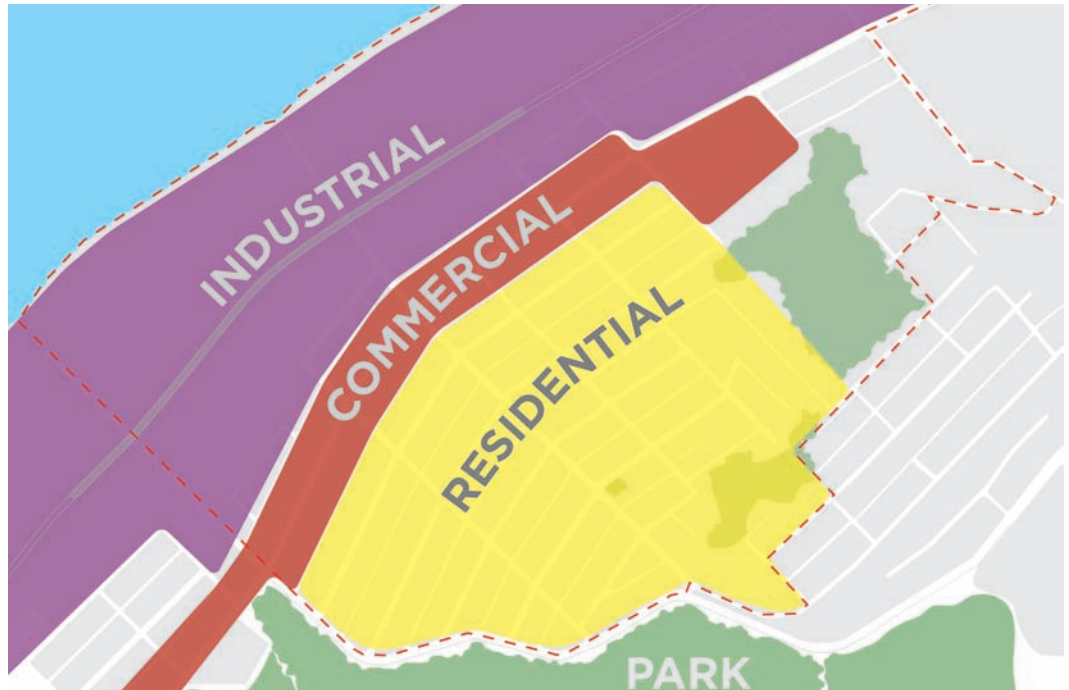
7.0 APPENDIX

7.0 NEIGHBORHOOD ANALYSIS

7.1 ZONING + LAND USES

MAP 01 | zoning

Industrial uses along with extended parking areas are still remaining along the riverfront. Butler Street defines the boundary between the industrial uses and the housing area. Butler Street also consists the main commercial corridor that connects Upper, Middle and Lower Lawrenceville.



MAP 02 | land uses

Industrial buildings that are still in use operate along the river. One of those, Barber Springs, is located at the end of McCandless and it is welcome by the community. Commercial uses along Butler Str include local shops and restaurants that attract people from other neighborhoods too. The housing area includes great opportunities for parks and a community garden.



7.1 NEIGHBORHOOD ANALYSIS

7.2 RIVERFRONT USES



MAP 03 | parking

On map 03 the extended parking area along the riverfront is obvious. Future redevelopment should take into consideration reducing the parking for possible recreation uses along the river. Moreover, issues of stormwater management should be taken into account as the great amount of impervious surface significantly adds up to the combined sewer overflows that discharge into the river.

7.0 EXISTING CONDITIONS

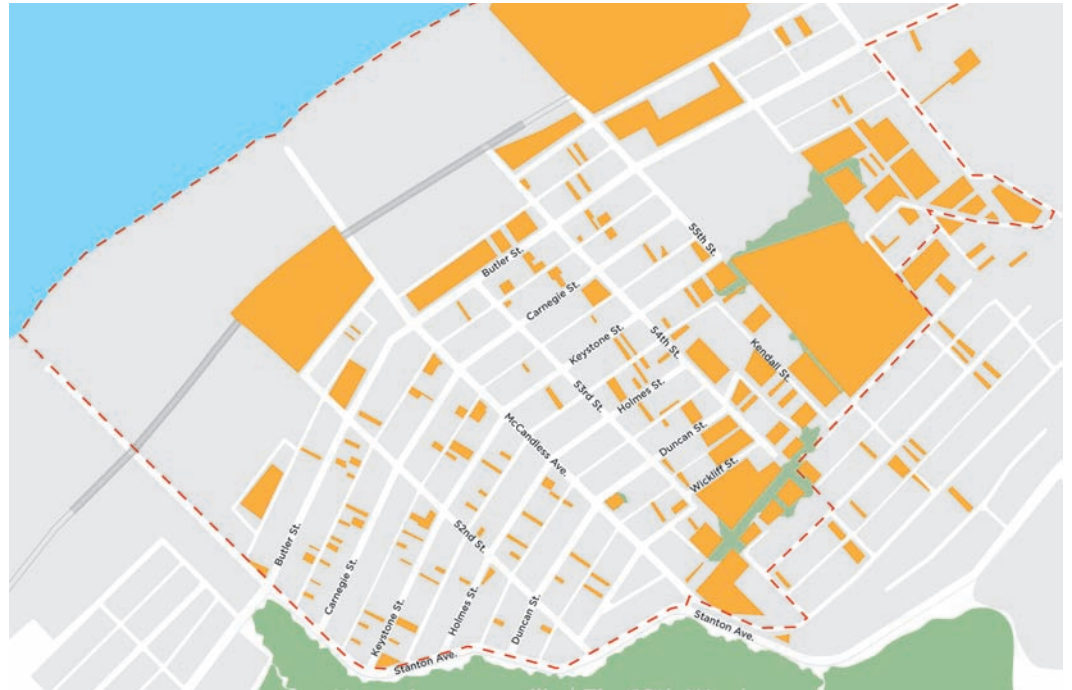
7.3 OPEN SPACE+TAX DELINQUENCY

MAP 04 | open spaces

The 10th ward has a great amount of vacant lots and parking areas.

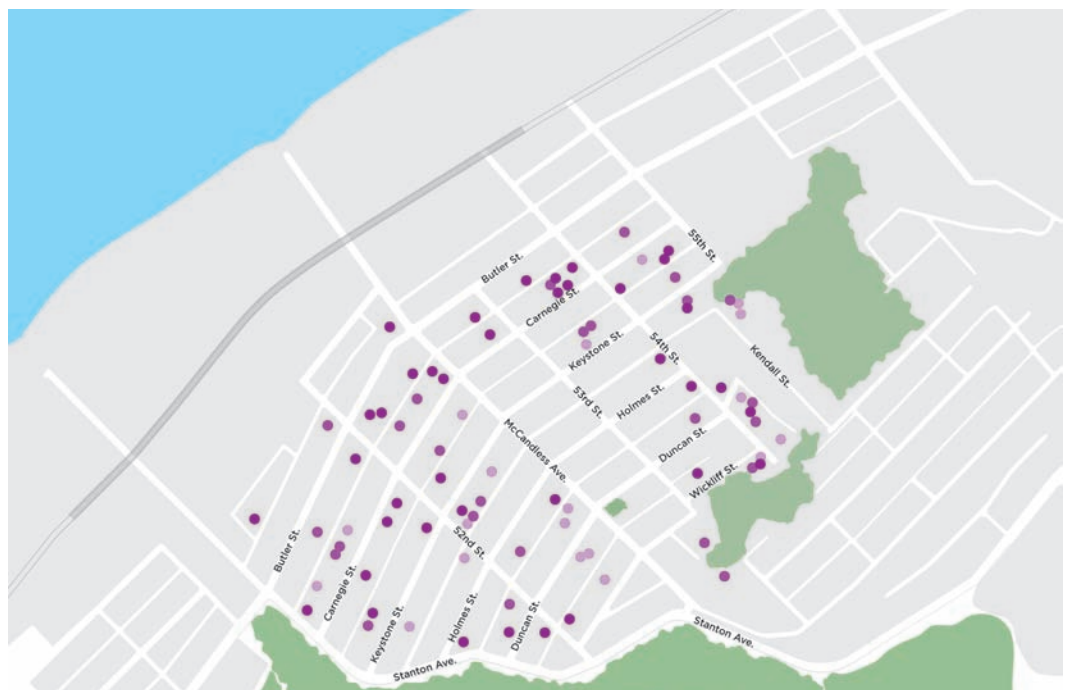
Extended vacant in the urban landscape decreases the feeling of walkability, safety and sense of place in the neighborhood. However, vacant lots create opportunities for in-fill and creative projects.

The neighborhood also includes great parks and the hill where the retrofit of the old trails can be a great walking experience.



MAP 05 | tax delinquent

Upper Lawrenceville includes great number of tax delinquent properties as shown at this map. Those properties if purchase by the community can become great opportunity for redevelopment.



7.0 EXISTING CONDITIONS

7.4 TOPOGRAPHY



MAP 06 | topography

The 10th ward has intense topography. The area between the riverfront and Butler Str is flat. As you move away from Butler, the slopes are becoming steeper and steeper, going up the hill and leading you to the upper part of the cemetery.



MAP 07 | street slopes

The topography of the neighborhood is perfectly represented by the slope steepness on 10th Ward's spine, McCandless Avenue. McCandless becomes steeper and steeper as you go up hill, while the perpendicular streets are almost on the same level throughout.

7.0 EXISTING CONDITIONS

7.5 FLOWS & ACCESSSES

MAP 08 | pedestrian

There are several bus routes that reach Upper Lawrenceville. Most of the bus stops are situated along Staton Ave, 10th Ward's border. The rest of the bus stops are found along Butler, the commercial corridor.

That gives the opportunity for people from inside & outside 10th Ward to reach the business on Butler. Residents have to walk from the limits of the housing area to their houses.



MAP 09 | general traffic

The heaviest auto traffic takes place along Staton Avenue and Butler Street. McCandless Avenue undertakes also heavy traffic along with intense school bus routes. The intersection of McCandless and Staton needs to be reconsidered as it consists a dangerous traffic point. The river access from McCandless is currently not used and needs to be reconsidered.



7.1 EXISTING CONDITIONS

7.6 BUILDING FRONTAGE



MAP 10 | frontage

McCandless Avenue consists the spine of the neighborhood. An interesting observation is that the buildings along McCandless Avenue do not always have their frontage on McCandless. Moreover, there are a lot of vacant lots that face McCandless. Hence, the avenue seems significantly wider than it actually is. Strategic tree planting along the avenue along with sidewalk improvements will support walkability in the neighborhood, minimizing the car use.