



Steering Committee Members:

UPTOWN PARTNERS

- Peter Smerd
- Jeanne McNutt
- Anthony Williams
- James Simon
- John Fleenor
- Renee Aldrich

HILL ECONOMIC DEVELOPMENT CORPORATION

- Bill Generett
- Karen Lockett

OAKLAND PLANNING AND DEVELOPMENT CORPORATION

- David Blenk

LEADERSHIP PITTSBURGH

- Phil Bender

PITTSBURGH CITY PLANNING

- Justin Miller

URBAN REDEVELOPMENT AUTHORITY

- Lena Andrews

Funders:

URBAN REDEVELOPMENT AUTHORITY

PITTSBURGH PARTNERSHIP FOR NEIGHBORHOOD DEVELOPMENT

SAL WILLIAMS REAL ESTATE

Project Team:

ROTHSCHILD DOYNO COLLABORATIVE

METROPULOS DEVELOPMENT

GSP CONSULTING

**Rothschild
Doyno**
COLLABORATIVE
ARCHITECTURE AND URBAN DESIGN

Metropulos



Uptown
COMMUNITY VISION
04.17.09

VERSION 1.0



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PROJECT STATEMENT

Uptown is poised for investment that improves the neighborhood for an expanding community of residents, students, employers and workers. This vision plan was created with the intention of fostering development by balancing community needs, drawing upon Uptown's unique physical qualities, and identifying market opportunities. The community of Uptown will create the conditions that welcome improvement, protect investments, and make Uptown a better place.

UPTOWN IS residents, institutions, and business owners working together to build a vibrant, thriving, clean, safe and green neighborhood.

I. EXECUTIVE SUMMARY

A Time for Change

THE CHALLENGE

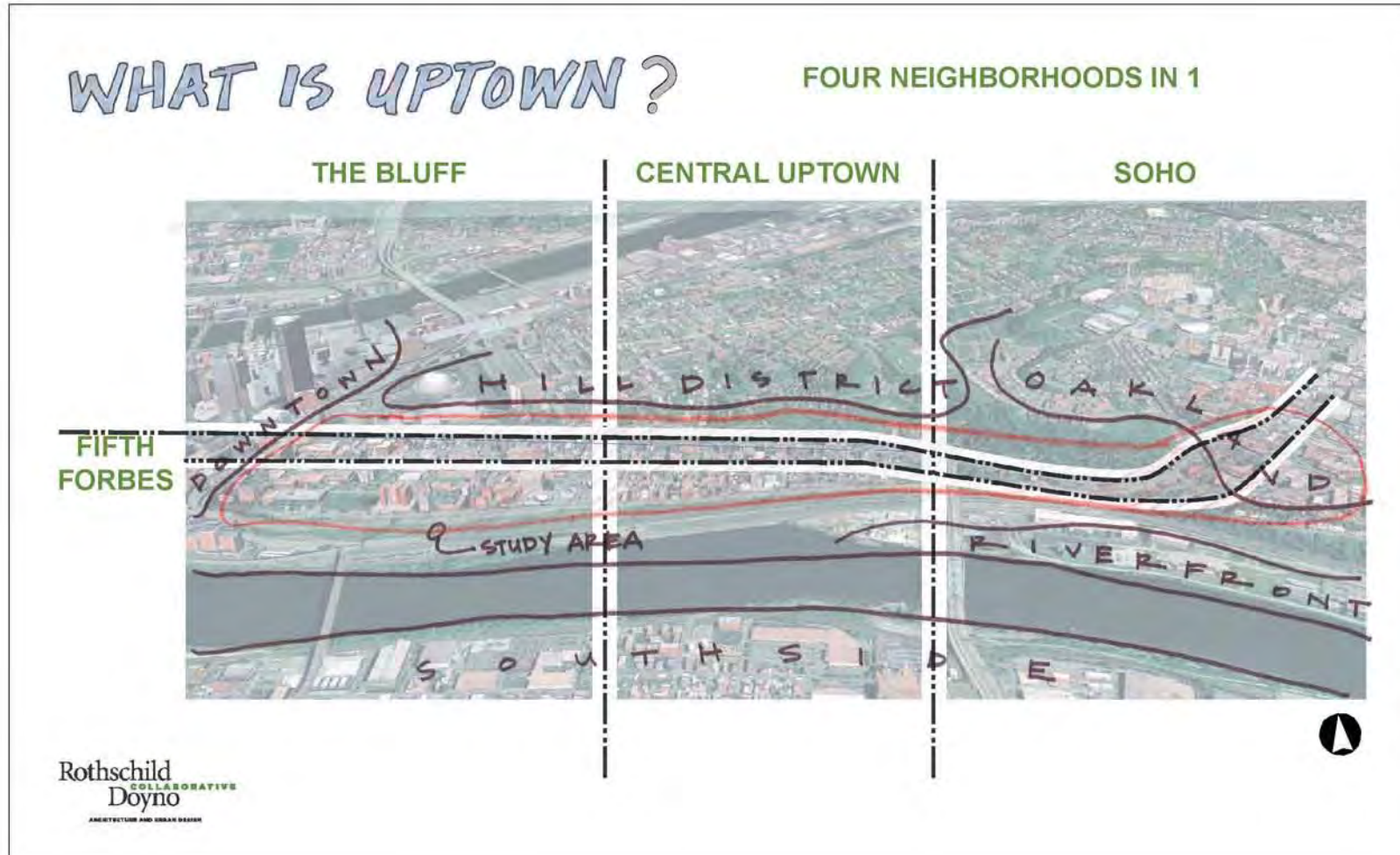
Uptown's challenges are real and must be acknowledged. Population has eroded to just over 700. Resulting empty lots and abandoned buildings create losses in property value and occupancy. Reduction in activity creates an unsafe and unpleasant environment. Full city blocks have moved through tax delinquency, abandonment, acquisition and consolidation. In many cases, under utilization of land has diminished the value of the buildings and people that remain. In the midst of this condition, individual projects that serve an economic need, have had mixed impact on the economic, social or physical aspects of the community. For example:

- Automobile commuters are served by parking lots, but the lots create heat islands and at night become empty, dark spaces.
- Large dense buildings create workspace and commerce, but increase the demand for parking.
- Industrial uses in residential areas provide much needed employment. However, blank walls, chain link fence, and fumes reduce the quality of life for residents.
- Convenient transit provides easy access to Downtown and Oakland, but bus and car traffic and unbuffered sidewalks make biking and walking unpleasant.

Most important, this history has resulted in neighborhood spaces that feel unsafe and a deterioration of trust amongst the very people who can make things better.

THE OPPORTUNITY

Uptown's future is in its hands. Trust is being built, people are working together, taking pride and respecting their neighborhood. In ten years, Uptown will be a popular and diverse Pittsburgh neighborhood, a national example of uniting people, institutions, and assets to effect positive change. This begins through developing a common understanding of Uptown.



FOUR ZONES OF UPTOWN:



FIFTH FORBES

44,000 transit riders each day traverse between the 'D.U.O.' markets: Downtown, Uptown, and Oakland. The pedestrian and local traffic, public art, and new landscape are ready to enliven the avenues and foster more localized activity.



THE BLUFF

Historic, tall, thin buildings hold businesses a quick walk from Grant Street. Neighborhood anchors of Duquesne, UPMC/Mercy, and the new Penguins arena create an electric pulse of knowledge, care, and sport.



CENTRAL UPTOWN

is a mixture of industrial properties of various sizes and historic 20' wide, 3-bay townhouses maintained by stalwart residents. New residents are fixing up houses and artists are sharing their work; enriching the streets of Central Uptown.



SOHO

This remarkably central location is nestled into sloped, green hillsides. New residents are beginning to care for space long ago given over to busy roads and high speed traffic. It is time to make this a pleasant environment for all.

Looking up in Uptown

Uptown leads region in population and business growth

2020 In Uptown – Just Imagine!

The mostly residential streets of Locust, Gist, Tustin, and Pride, and the vital Fifth and Forbes corridors are lined with trees and benches, bike racks, and art pulsing with cool city activity.

Throughout the day and into the evening there is a constant stream of people coming and going, from home and work, to stores and coffee shops, to yoga studios, restaurants, and book stores.

From throughout the region thousands of people make their way to Uptown to see a Penguins game and then stop for dinner at one of the restaurants lining Fifth Avenue. Young and old, people of all races, ethnic groups and incomes have found their way to this revitalized and international community that fifteen years ago was almost deserted. People live in renovated buildings, in new in-fill housing, in work-force housing and energy efficient apartments that were specifically designed to take advantage of the bright South facing Bluff that on a sunny day can feel like a day at the beach. They shake their heads and wonder how this energetic and welcoming community, could have been unrecognized for so long. They may even wonder how Uptown was to be able to change as many communities floundered. It wasn't easy. Through the leadership of the City and the neighborhood's institutional members – Duquesne University, UPMC/Mercy Hospital, the Pittsburgh Penguins, and the Sisters of

Mercy – combined with the diligence of Uptown Partners and the residential community as well as the participation of early investors and business owners like Sal Williams Real Estate and MedTech, this once abandoned neighborhood found its voice and took control of its future.

In ten years' time, dozens of surface level parking lots were replaced with beautiful multi-story buildings with neighborhood retail and services on the first floor and apartments, offices and programs above. Even the upper stories of these buildings contribute to the vibrancy of the street life, boasting balconies, terraces, roof top gardens, and green roofs. All new construction has managed to divert 100% of its rainwater from the sewer system.

The value of the historic architecture was recognized, and steadfastly preserved, while new structures established the neighborhood as a destination place for those interested in significant new urban architecture. The balanced blending of both acknowledges the district's history while not getting lost in it.

Medical offices and hospital-related research and business blend seamlessly with the renovated historic residential community along Locust Street. Inviting green spaces, on the hospital campus have become welcome escapes for residents and patients. In fact, it is hard to discern where UPMC/Mercy ends and the neighborhood starts. Through the involvement of the Hospital and the Sisters of Mercy, Uptown has embraced wellness as an important value that weaves its way throughout all aspects of the community and offers

numerous opportunities for its residents, employees, and visitors.

Duquesne University has expanded its campus with a beautiful new entrance to the main campus on Forbes Avenue, across from newly built commercial and educational buildings and community-oriented retail. Additionally, the University has helped hundreds of students move into the neighborhood and its academic community contributes thousands of service hours each year to strengthening the neighborhood. Each night musicians from the School of Music can be heard at coffee houses and balconies.

Through strong design guidelines that all new construction and renovation projects embrace, the varied building designs all add to the activity of the neighborhood through open windows and entrances. The neighborhood now has 125 sidewalk planters, 70 benches and over 200 new trees along Fifth and Forbes Avenues, with too many to count in the residential zones. The creation of a neighborhood-wide arts initiative, combined with a voluntary "percent for art" program has resulted in the creation of 15 public art projects that animate the Fifth and Forbes spine, including each of the newly built transit stops.

Drawing upon the tremendous educational and engineering talent in the region, Uptown became the first community in the region to install a district-wide alternative energy system available for all income levels and suitable for all structures, new and old, big and small. The synergy of this system

with the connection to the Landslide Farm and grid of park space throughout the Hill, has made Uptown a "green" community in which hundreds of recent graduates have chosen to live and work, creating a hot bed of activity and creativity. Oakland, Downtown, South Side and most East End neighborhoods are easily accessed through dedicated bike lanes and trails, and the best transit service in the region. It's a neighborhood that feels good to be in. Uptown is now home to thousands of residents (compared to just 780 in 2009), has 85,000 s.f. of additional retail space and over 500,000 s.f. of new commercial space. It's no surprise that it has become one of Pittsburgh's favorite neighborhoods.

All of this came with a price:

- No longer can businesses in other parts of the city use Uptown solely for their remote parking needs.
- No longer are Fifth and Forbes Avenues defacto freeways between Oakland and Downtown.
- No longer are drug dealers haunting abandoned and neglected buildings.
- No longer do nuisance bars hold residents hostage to the bad behavior of their customers.

All of this was possible because of a concerted effort of the government, businesses, institutions, and - fueled by their vision - passion of the people who live and work in Uptown.

Uptown is a community that Pittsburgh can show off to the whole world.

I. EXECUTIVE SUMMARY

Seeing Uptown 2020



Pride Street connects UPMC Mercy and Uptown to the Hill District.



View from the Locust Street restaurant row and wellness center looking towards the Gist Street Arts District.

I. EXECUTIVE SUMMARY

Three Pillars for Market Restoration



RESIDENTIAL MARKET

Creating an International Gateway

For more information see Page 20

What we know:

- There are 4,200 residents; 3,500 are students
- There are only 135 senior residents
- There are only 100 children residents
- Of 721 housing units; 461 are occupied (127 own, 341 rent)
- The current housing prices are low
 - Single-family: avg. \$33,399
median \$8,725
 - Multi-family: avg \$50,226
median \$21,920

What we think:

- Any interventions need to be made at a high density to generate a meaningful change to the market
- It is easiest to build by serving the people that are in and through Uptown on a daily basis; these include students, faculty, health care workers, walkers and transit riders.
- Given the lack of senior residents and children, a large-scale senior housing or family focused development is not in demand by this market, and would compete with other city developments
- Quality of life amenities, such as recreational spaces should be integrated with parks and trails planning

What we recommend:

The city needs a gateway neighborhood for young professionals and new residents (both domestic and international)

- 40% for-sale units
- 60% rental units, some could transition to for sale
- 750 new units of housing: (190 own, 560 rent)
 - International: 150 units (60 own, 90 rent)
 - New Resident Workers: 200 units (80 own, 120 rent)
 - Grad Students: 400 units (50 own, 350 rent)

What we don't know:

- How much subsidy will be needed to develop these units and maintain urban densities
- Parking accommodations needed

COMMERCIAL / OFFICE MARKET

The power of Eds and Meds

For more information see Page 21

What we know:

- Office vacancy rates around Uptown range
 - 15% Pittsburgh
 - 17% Downtown
 - 6% Oakland
- Research and Development expenditures are on the rise in Pittsburgh, and are critical to secure and develop in the region now

What we think:

- Large developments such as the Oakland Portal, Pittsburgh Technology Center and the Almonro site are still many years from even beginning, let alone completion. As a result, Uptown is a prime location for Institutions and Office space due to its proximity to Downtown and the Universities

What we recommend:

- Professional Medical Office Space
 - 175,000 - 275,000sf
 - employing 700-1,200 health care workers
- Research and Tech Space
 - 40,000 - 100,000sf +
- Public structured parking to facilitate office development and building adaptive reuse.

What we don't know:

- Facilitation of property acquisition by developers/ investors
- Zoning, parking and other needs will likely be complicated and require substantial cooperation to work across properties and interest boundaries

LOCATION, LOCATION, LOCATION!



RETAIL / SERVICE MARKET

Neighborhood Marketplace

For more information see Page 22

What we know:

- The size of the current residential population of Uptown does not support any additional retail space. The business district currently relies on commuters and through traffic. And new space must attract more of these consumers or capture more of their expenditures.

What we think:

- As new residential and office space is developed, and by drawing upon and attracting visitors and transit riders, there are smaller entrepreneurial businesses that could be supported. As this grows, restaurants and other services can develop to fill in and add up to create a vibrant scene

What we recommend:

- Small neighborhood deli/grocery store
- 3 small restaurants (3,000-4,000sf each)
- Gas station - if sited appropriately
- Small entertainment venues
- Service Industry, such as dry cleaning and banking

What we don't know:

- The affect the arena will have on the growth of this market

I. EXECUTIVE SUMMARY

Social Assets and Stakeholders



DUQUESNE UNIVERSITY is bustling with student and faculty activity.



ARTIST RESIDENTS enliven the streets with their craft.



GIST STREET READING SERIES attracts new people to the neighborhood.



ARCHIE THE BARBER has been cutting hair in Uptown for 60 years.



COMMUNITY CLEANUPS have shown the pride and social responsibility of residents.



UPMC MERCY continues to care for the community, connecting the mission of the Sisters of Mercy with the resources of UPMC.



THE ARENA brings more than a million visitors to Uptown's doorstep each year.



REBUILDING HOMES and historic properties as people rediscover the convenience and opportunity.



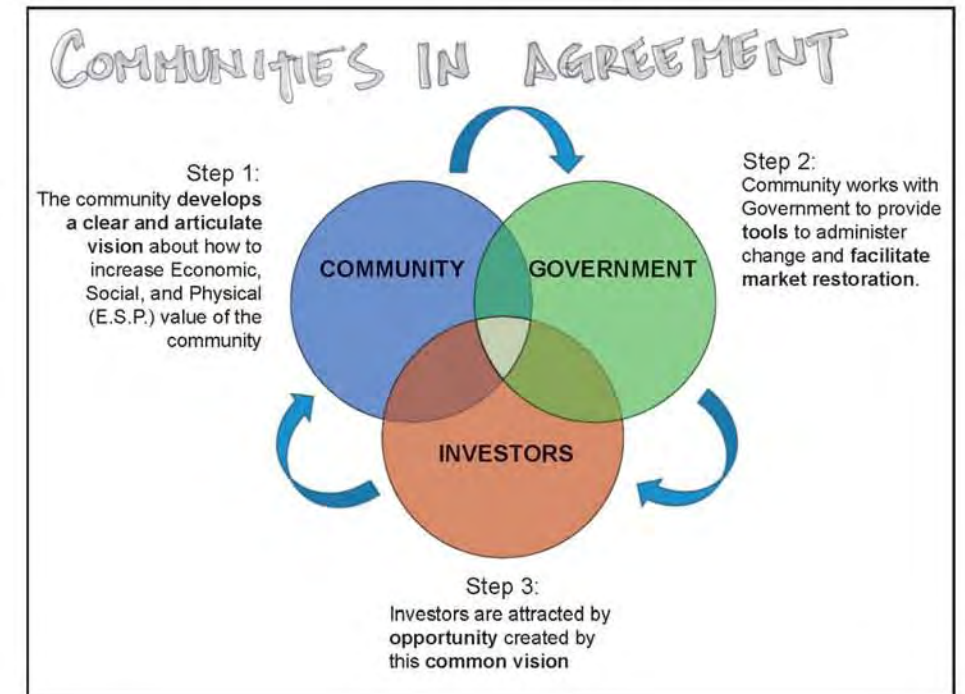
ENGAGED CITIZENS forming consensus around a shared vision.



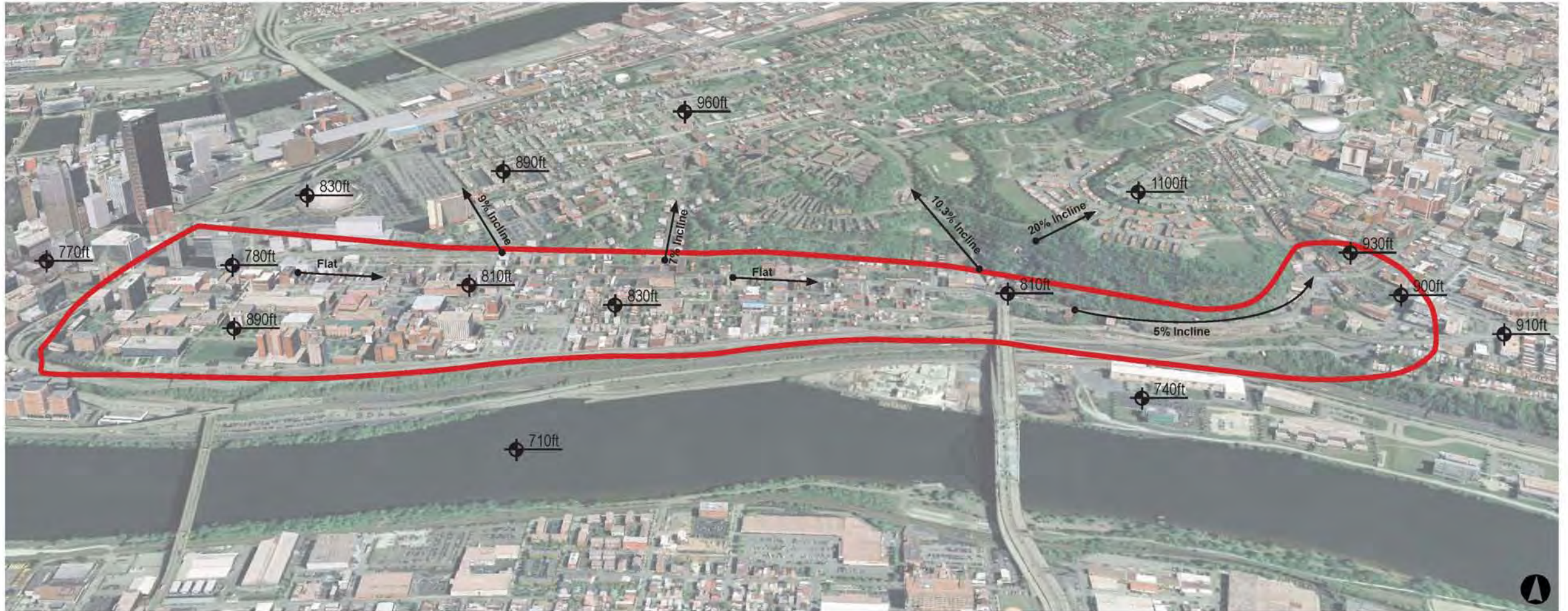
COOPERATION AND NATURE Landslide Farms and Find the Rivers are activating sloped hillsides

A community is created and driven by the people who live, work, study, and play within it. This community visioning process started by recognizing some of the many community assets of Uptown, a few of which are identified here. The organizing and continued engagement of the numerous stakeholders of the community will be the foundation for change. At the February 4th Community Workshop more than 100 people shared their ideas and agreed to the principles of community driven change. Community stakeholders must work to create and sustain a vision that is:

- Shared and supported
- Comprehensive and detailed
- Positive and inspiring



A community is people agreeing to be close to each other for both mutual and individual benefit. Together Uptown will endeavor to develop and maintain shared and supported goals that energize, inspire, and welcome more participation in the community. This entails work, communication, trust, candor, and reflection so that actions happen, end in positive outcomes, and are achieved for all.



GEOGRAPHY

Topography, the physical geography of a place greatly affects the way a neighborhood is used, experienced, and developed. Uptown was settled from West to East along a gently rising plateau. Bound by a bluff to the South and steep sloping hills to the North, the dominant West to East movement continues to define and shape Uptown.

CONNECTING MARKETS

Uptown is located between two of the largest economic activity centers in the state. Transit between Downtown and Oakland runs through Uptown and has the highest ridership in the region. This gives Uptown the opportunity to leverage its location. With thoughtful development, Uptown can utilize this competitive advantage to shape its future to benefit the whole community and region.

CROSSTOWN TRAFFIC

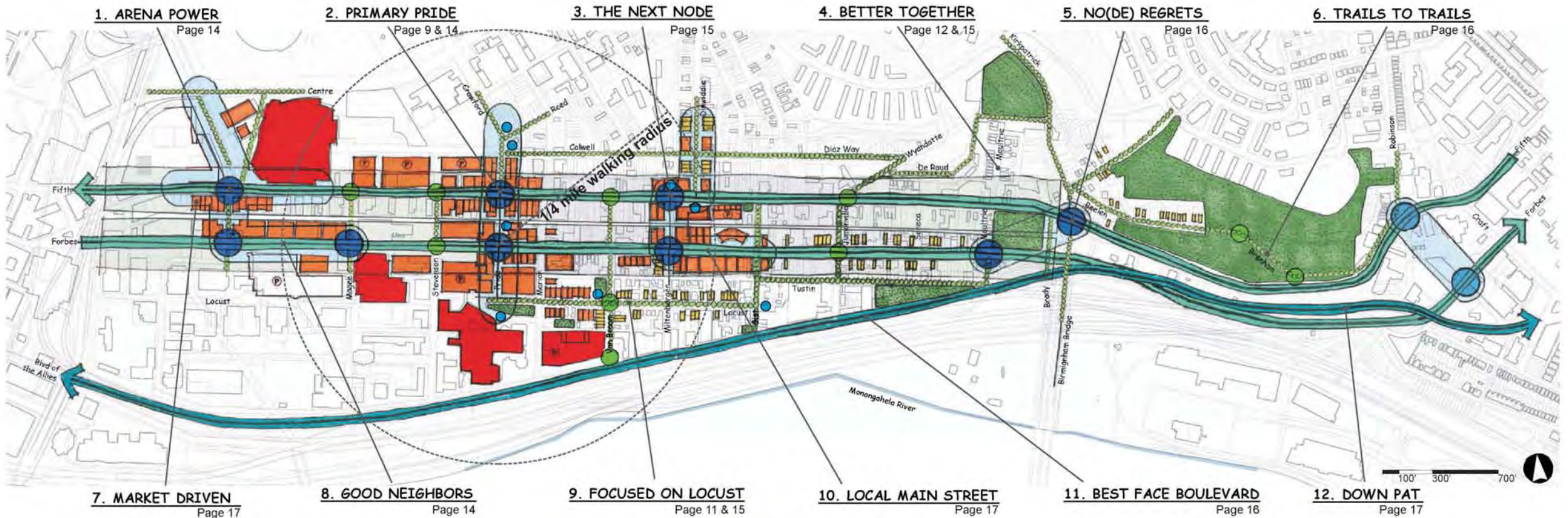
Because of the dominant West-East axis, many of the cross streets of Uptown have been preserved as residential enclaves at a scale similar to the Mexican War Streets in the Northside of Pittsburgh. New developments along Fifth and Forbes are market drivers for the residential areas to connect North-South with the on-going revitalization in the Hill District.

I. EXECUTIVE SUMMARY

Shared Vision Diagram

Based upon the community and stakeholder input, the steering committee and consultant team have developed this diagram to provide an outline of initiatives to immediately improve the Economic, Social, and Physical Value of Uptown. This diagram will continue to evolve and guide Uptown stakeholders as they shape the future.

SHARED VISION DIAGRAM



- | | | |
|---|--|---|
| BUILDINGS | PLACES | PATHS |
| ■ Large scale | ■ Open space | Fifth/Forbes Transit Corridor |
| ■ Medium scale | ● 'Green' Node | Regional Route |
| ■ Small scale | ● Transit Node | Neighborhood Route |
| P Parking | ● Visual Focal Point | |

12 INITIATIVE AREAS
 The community has agreed upon twelve distinct areas to focus collaborative efforts in order to bring about improvements across the entire neighborhood.

4 LEADERSHIP INITIATIVES
 To advance these efforts the study recommends four organizational development initiatives vital to facilitating revitalization.

- | | |
|--|---|
| A. LOCALIZED LEADERSHIP
Page 13 & 18 | C. GREENING UP TOWN
Page 18 |
| B. DEVELOPMENT GUIDELINES
Page 18 | D. HOUSING THE FUTURE
Page 18 |

I. EXECUTIVE SUMMARY

Initial Catalytic Projects

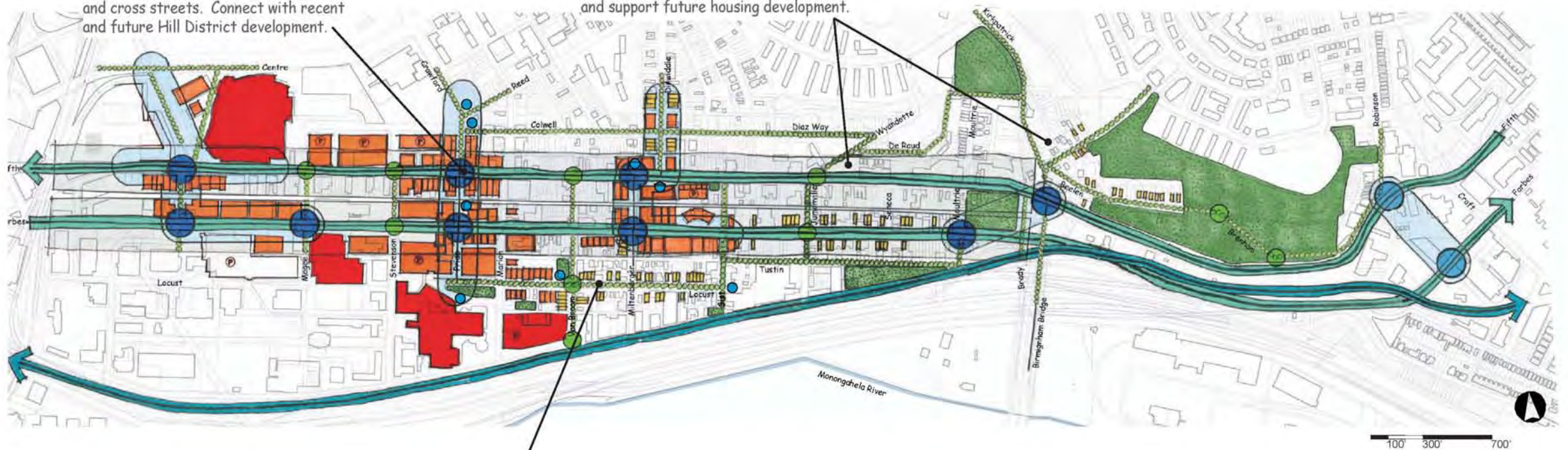
From the sixteen initiatives, the following projects were identified as the first four efforts to pursue following the adoption of the community vision.

2. PRIMARY PRIDE

Develop these corners as a key transit hub with mixed-use retail at ground floor, office and higher density housing above with integrated and shared structured parking. Connect UPMC Mercy hospital and Duquesne University activity to Fifth, Forbes, and cross streets. Connect with recent and future Hill District development.

4. BETTER TOGETHER

Pursue a diverse, progressive Weed & Seed program to increase safety and eliminate crime. Bring together residents for parks & trails development, public art, neighborhood gateway, and other creative lot and building reuses. Restore or demolish blighted buildings, and support future housing development.



9. FOCUSED ON LOCUST

Uptown Partners works together with UPMC Mercy to pursue collaborative development in concert with Hospital expansion. Includes new and restored homes, professional offices, neighborhood retail and services, pocket parks, adequate parking, new street trees and lighting, and transformed and improved industrial properties.

A. LOCALIZED LEADERSHIP

Build capacity to organize and advance this shared community vision. Facilitate and expand participation of residents, institutions, property owners, businesses, workers, students, and visitors to Uptown.

II. INITIAL CATALYTIC PROJECTS Primary Pride

New, medium-sized, mixed-use buildings along Pride Street contribute to a pedestrian friendly, continuously active street. Shops and restaurants along the sidewalks with offices, apartments, and boutique hotels are covered by green roofs with dramatic terrace views.

Key development points include:



- ① Building size peaks at Fifth Avenue and Pride Street to reinforce transit 'node'.
- ② Vertical building 'slices' face Fifth and Forbes Avenues to reinforce historic property patterns and the importance of the Avenues. Buildings on the South side of the Avenues are lower than buildings on the North side of the Avenues to keep streets brighter with lighter materials.
- ③ Structured parking is behind main buildings with clear exits directly to Fifth and Pride.
- ④ Key historic buildings are recognized and renovated with active first floor retail/commercial uses.
- ⑤ Existing and new landmarks are illuminated and provide orientation points.

II. INITIAL CATALYTIC PROJECTS

Primary Pride

Ground floor retail with residential above. Turn corner and lead uphill towards Washington Plaza and Crawford Square development with continuous pedestrian friendly environment.

Integrate shared public parking to support neighborhood development with direct visible exits to Pride St and Fifth Ave.

Consider building design across the slope as an opportunity for stacked decks of development; for example, residential apartments span over the alley, or deck of parking above continuous ground floor retail.

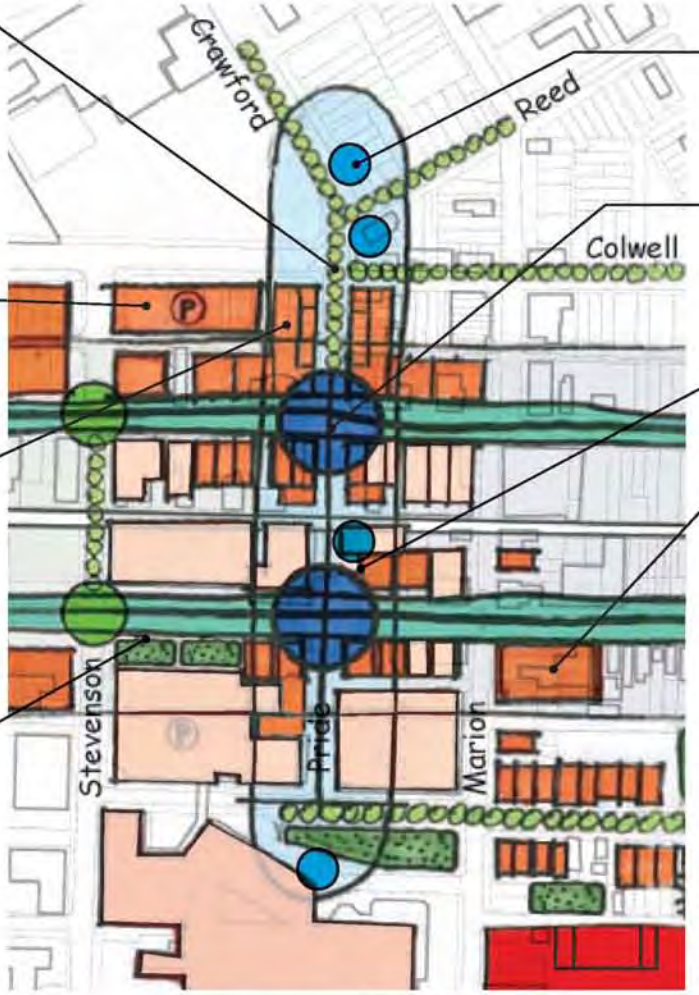
Continue street improvements from the Power Center. Coordinate transit stops and parking.

Create visual 'destinations' to welcome pedestrians up the hill or across from future Hill development and down into Uptown.

Establish traffic calming and streetscape improvements to create a safe, pedestrian, transit-oriented development.

Hold back building mass to keep view to mid block church tower from Pride St and Forbes Avenue.

Consider ground floor retail with research and residential or professional office space above.



BUILDINGS	PLACES	PATHS
 Large scale	 Open space	 Fifth/Forbes Transit Corridor
 Medium scale	 'Green' Node	 Regional Route
 Small scale	 Transit Node	 Neighborhood Route
 Parking	 Visual Focal Point	
 Existing Building		

FIFTH AVENUE



FORBES AVENUE



II. INITIAL CATALYTIC PROJECTS Focused on Locust



MARKET ANALYSIS

Locust Street provides a great starting point for undertaking a residential development strategy that strengthens the home ownership and restoration of Central Uptown. Locust benefits from its connection and proximity to the major employers in Uptown. From January 2000 to July 2008, 14 residential properties were sold along Locust Street with an average sales price of \$52,351 and a median sales price of \$35,500. Housing sales prices ranged from \$1 to \$135,000. Although Locust Streets demonstrates a stronger market opportunity than the neighborhood as a whole, any intervention strategy will have to take into account the streets that intersect Locust. A closer look at Marion, Van Braam, Miltenberger and Gist demonstrates a much weaker market. During the same time period, 23 residential properties sold along those streets at an average sales price of \$17,159 and a median sales price of \$12,000. The highest sales price in the area was \$68,000 on Gist Street.

Any initial intervention must be of substantial scale and be coordinated with UPMC Mercy site master planning, site acquisitions, and homeownership strategy.

Key development points include:

- A** New street trees, district street light standards, and banners activate pedestrian zones.
- B** Consolidate transit stops and provide safe, identifiable shelters.
- C** 'Bulbouts' and crosswalks with differentiated paving slow down traffic and provide safe pedestrian crossings.
- D** Small parklets, benches, and public spaces at key locations. Limit surface parking access to service alleys only.
- E** Bicycle accommodations provided along streets with distributed bike racks.

Medium density residential above with retail below to hold street edge. Coffee shops, restaurants, and neighborhood retail to support residential and daily worker needs. Quiet gardens create local gathering or dining spots.

Preserve this block with reuse of intact historic buildings at key locations. Build upon positive streetscape elements.

Facilitate houses facing Locust with alley based parking where practical.

Explore prospects for creating change in use of industrial properties as the market develops.

Infill housing to preserve historic context and scale.

Extend campus atmosphere and walkable neighborhood up and down the cross streets and Marion. Strengthen link to hospital and University campus along Locust.

Hospital expansion at Boulevard of the Allies with integrated parking, acts as sound buffer to neighborhood and a transition in building scale.

Consider focusing Boulevard traffic access to every other cross street, closer to busy nodes. This results in destination 'parking' at South ends of access streets and public green space terminating at South end of neighborhood streets.



BUILDINGS

- Large scale
- Medium scale
- Small scale
- Parking
- Existing Building

PLACES

- Open space
- 'Green' Node
- Transit Node
- Visual Focal Point

PATHS

- Fifth/Forbes Transit Corridor
- Regional Route
- Neighborhood Route

II. INITIAL CATALYTIC PROJECTS Focused on Locust

Locust Street buildings will transition from medium scale adjacent to the hospital to smaller scale house lots in scale with the historic housing stock.

VAN BRAAM AND LOCUST



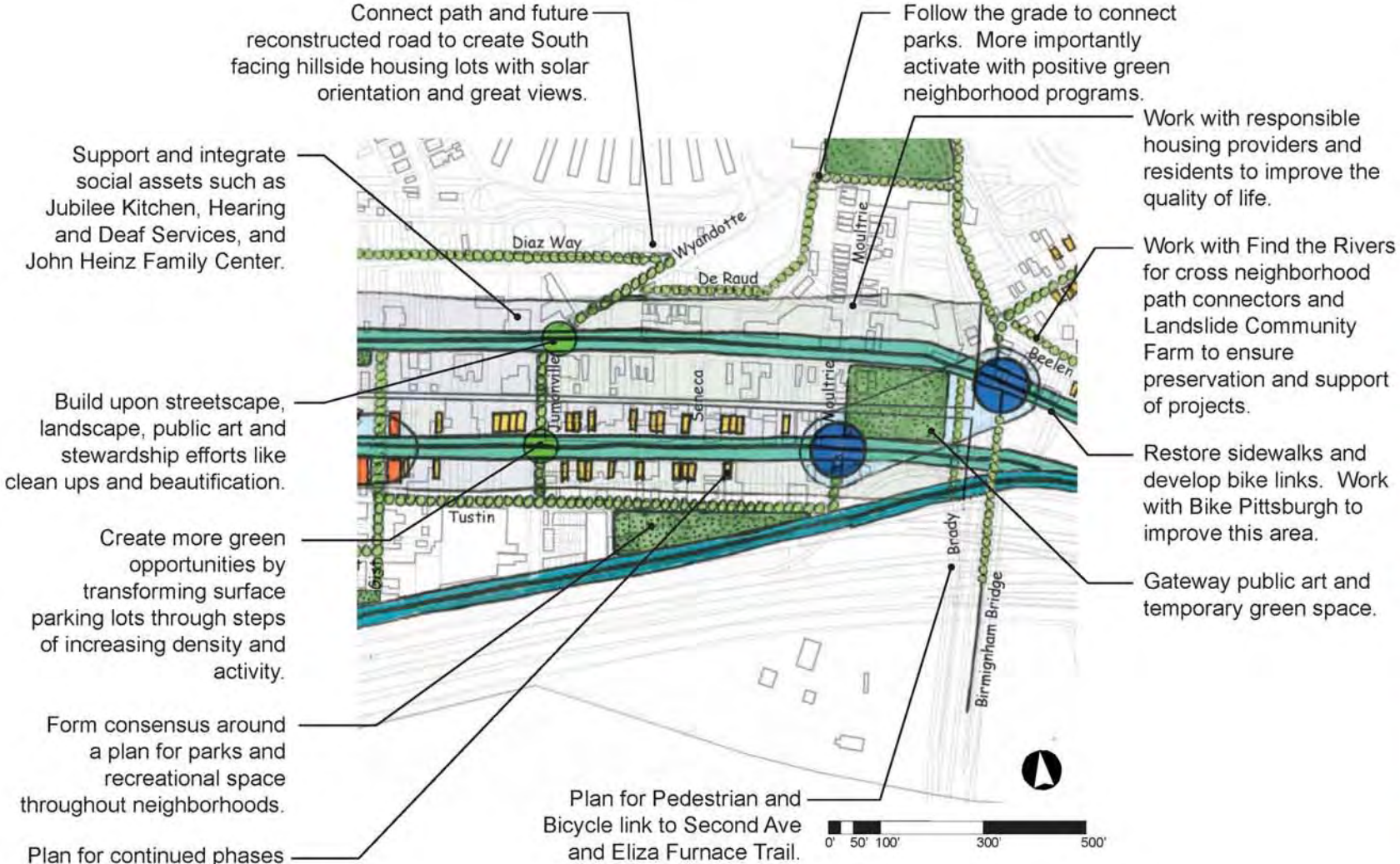
GIST AND LOCUST



II. INITIAL CATALYTIC PROJECTS

Better Together

Before physical changes and economic development investment can occur, crime and safety must be addressed. Weed and Seed funding will be pursued in order to assist the community in this effort.



BUILDINGS	PLACES	PATHS
■ Large scale	■ Open space	 Fifth/Forbes Transit Corridor
■ Medium scale	● 'Green' Node	 Regional Route
■ Small scale	● Transit Node	 Neighborhood Route
 Parking	● Visual Focal Point	
■ Existing Building		

JUMONVILLE AND FIFTH



FORBES AND TUSTIN



II. INITIAL CATALYTIC PROJECTS

Localized Leadership

The amount of work to be undertaken in pursuit of this vision is substantial and will require significant public and private “ownership” of the effort. To lead, coordinate, and oversee this effort we are proposing an expanded organizational structure, one that brings all necessary elements to the table in a comprehensive approach that engages both the grassroots network of the neighborhood and the institutional leadership that will be essential to fostering investment and development is present in Uptown, the City of Pittsburgh, and the region.

In order to get started, we are suggesting that there be two “entities” to move the plan forward. The two entities would be Uptown Partners to represent the current residential and business community and a newly formed public-private taskforce of neighborhood institutions, funders, and government entities. These two entities would work collaboratively to pursue the development of the neighborhood. Each would be tasked with distinct, specific responsibilities.

SHARED VISION

Serves as a foundation for pursuing common goals of the community. Requires continued refinement and interaction to balance the individual and mutual benefits of changes in Uptown.



ESSENTIAL TASKS

1. Coordinate with URA and others on the restoration of residential district
2. Drive a community organizing process that brings together neighborhood constituents, businesses, and institutions to address the most common community identified nuisance issues
3. Apply for and manage Weed and Seed Funding Coordinate greening efforts throughout neighborhood
4. Establish and implement a comprehensive strategy for arts throughout the community including public art projects and arts programming
5. Play leadership role on safety issues
6. Support efforts of Public-Private Partnership on special initiatives
7. Encourage a dialogue that makes the community and institutions aware of constituent needs in development plans affecting the Uptown neighborhoods
8. Interact with the Hill District CBA planning
9. Facilitate and coordinate development efforts of current stakeholders. Build economic case for development through additional planning efforts and research
10. Create “Uptown Story” and market neighborhood to developers
11. Work with government (city, state and federal) to secure \$ for initiatives
12. Be “first-stop” shop for anyone interested in doing development in neighborhood to facilitate small and large efforts
13. Develop strategy for the creation of new housing with the goal of adding 2000 to 3000 units of housing over 10 years
14. Help carry forward the “big ideas” for the neighborhood -- trolley, district energy, etc.
15. Work with URA on determining best use of land currently under its control
16. Work with City and URA on development of parking strategy and creation of solutions
17. Work with City and URA on development of a strategy for demolition and preservation of notable buildings and architecture
18. Explore creation of Business Improvement District
19. Support efforts of Uptown Partners on special initiatives

Uptown Partners

Public and transparent community organization bringing together residents, business owners and institutions around common goals and interests.

Uptown Taskforce

Development entity representing major employers and regional economic drivers, this group will leverage resources to advance development around common goals and interests expressed through the shared vision.

← ALLOCATION OF RESPONSIBILITIES NEEDS TO BE ESTABLISHED →

1. ARENA POWER

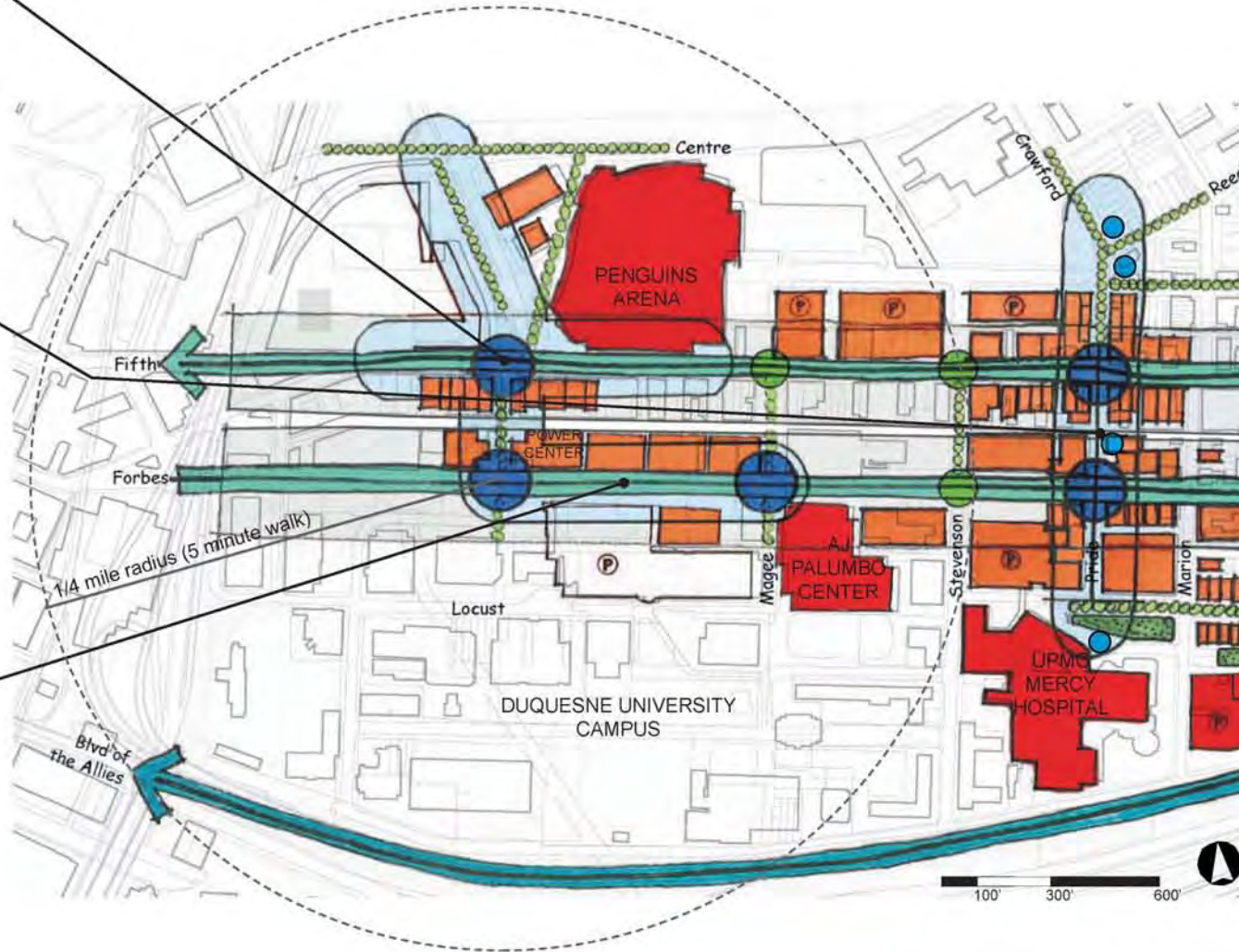
Welcome influx of pedestrians with buildings, restaurants, streetscape improvements, and public art displays that connect cultural activity of Penguins Arena, Duquesne Power Center, & A.J. Palumbo Center. Establish street face program and other financial incentives for investment.

2. PRIMARY PRIDE

Develop these corners as a key transit hub with mixed-use retail at ground floor, office and higher density housing above with integrated and shared structured parking. Connect UPMC Mercy hospital and Duquesne University activity to Fifth, Forbes, and cross streets. Connect with recent and future Hill District development.

8. GOOD NEIGHBORS

Continue to support Duquesne University's master plan, especially development and activation of Forbes Ave. Increase opportunities for interaction between faculty, students, and the Uptown community.



III. FOUR ZONES OF UPTOWN

The Bluff

Development in this area should be concentrated in these key areas as a first step to area revitalization. The following are key assets in the Bluff:

PENGUINS ARENA

- influx of >1.0 million visitors
- Holds street edge on Fifth
- Parking throughout neighborhood
- Support retail for events
- Transportation node



DUQUESNE UNIVERSITY AND POWER CENTER

- Retail on ground floor
- Connects University to Forbes
- Future expansion East
- 3,500 students live on campus
- 10,000 students attend classes



UPMC MERCY HOSPITAL

- >1.8 million visitors a year
- > 2,000 employees
- Sisters of Mercy
- Future expansion anticipated with more need for offices, shops, hotels, and restaurants



ARENA POWER



GOOD NEIGHBORS



PRIMARY PRIDE



BUILDINGS

- Large scale
- Medium scale
- Small scale

PLACES

- Open space
- 'Green' Node
- Transit Node
- Visual Focal Point

PATHS

- Fifth/Forbes Transit
- Regional Route
- Neighborhood Route

III. FOUR ZONES OF UPTOWN Central Uptown

Development in this area will build upon these key neighborhood assets of Central Uptown:

- HISTORIC HOMES**
- Renovation opportunities
 - Infill with similar character
 - Some have alley access
 - Neighborhood support spaces
 - Integrate public green spaces



- HISTORIC LANDMARKS**
- Adaptively reuse large historic buildings, if possible.
 - Understand historic context, if replacing historic buildings with new development.



- INDUSTRIAL NEIGHBORS**
- Consider opening up to street to create interest.
 - Consider reusing properties over time.
 - Accommodate traffic needs.



BUILDINGS	PLACES	PATHS
■ Large scale	■ Open space	 Fifth/Forbes Transit
■ Medium scale	● 'Green' Node	 Regional Route
■ Small scale	● Transit Node	 Neighborhood Route
	● Visual Focal Point	

3. THE NEXT NODE

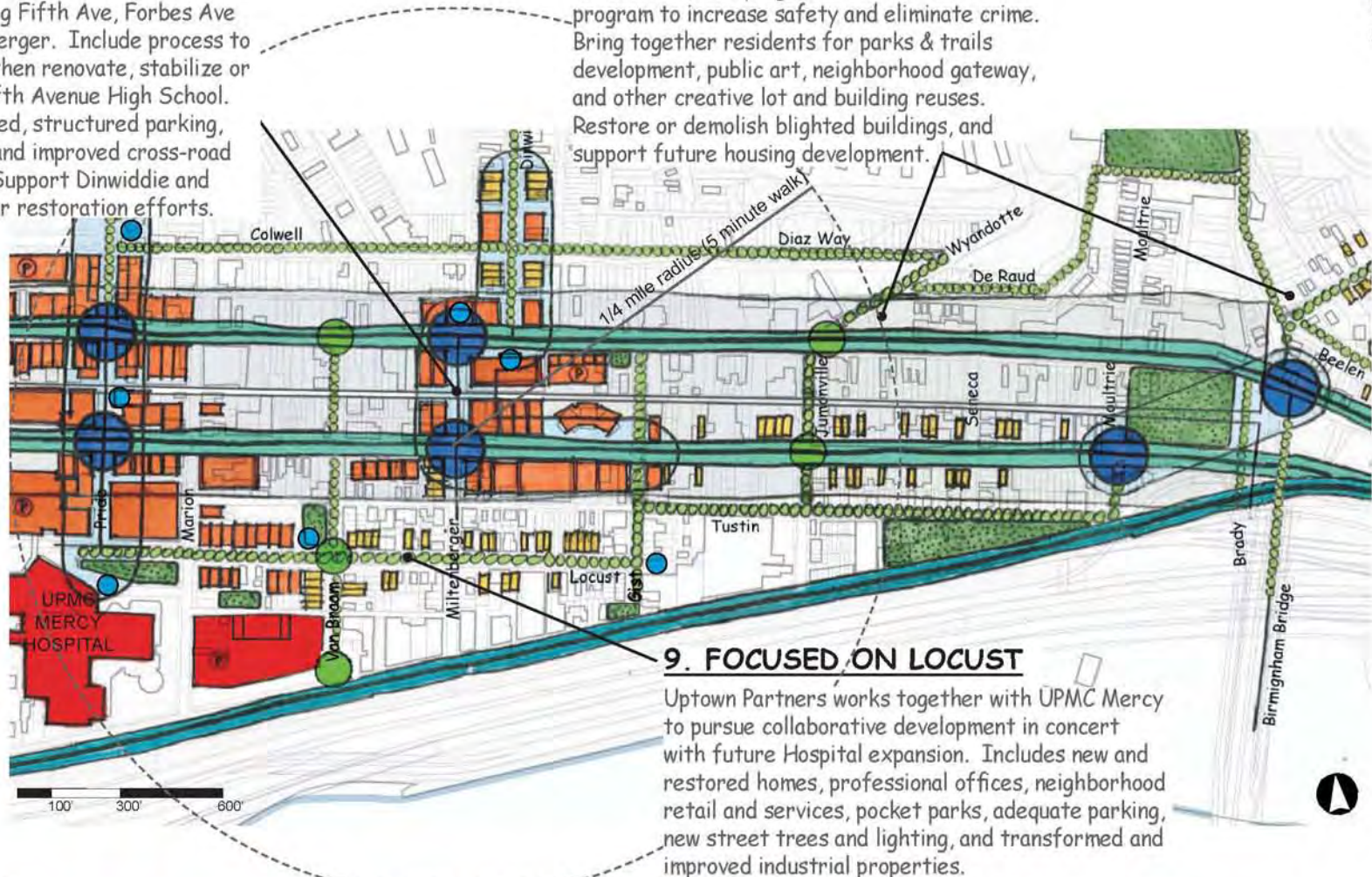
Pursue development with street level activity along Fifth Ave, Forbes Ave and Miltenberger. Include process to assess and then renovate, stabilize or demolish Fifth Avenue High School. Create shared, structured parking, park space and improved cross-road movement. Support Dinwiddie and Miltenberger restoration efforts.

4. BETTER TOGETHER

Pursue a diverse, progressive Weed & Seed program to increase safety and eliminate crime. Bring together residents for parks & trails development, public art, neighborhood gateway, and other creative lot and building reuses. Restore or demolish blighted buildings, and support future housing development.

9. FOCUSED ON LOCUST

Uptown Partners works together with UPMC Mercy to pursue collaborative development in concert with future Hospital expansion. Includes new and restored homes, professional offices, neighborhood retail and services, pocket parks, adequate parking, new street trees and lighting, and transformed and improved industrial properties.



THE NEXT NODE



FOCUSED ON LOCUST



BETTER TOGETHER



III. FOUR ZONES OF UPTOWN Soho

Development in this area will initially concentrate on social revitalization through good policing and activating areas.

INDUSTRIAL NEIGHBORS

Over time these properties may change use. Until such time, it is vital to support jobs and legitimate business activity



COMMUNITY GARDENS

Landslide Community Farm and Find the Rivers are using common activity in order to activate and engage neighbors and youth.



CROSS CONNECTIONS

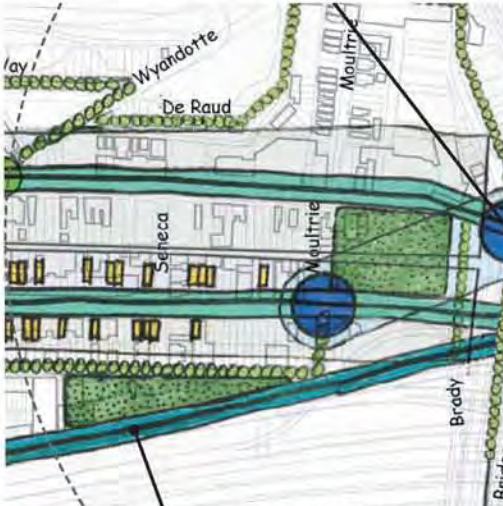
Presently vacant sites at key urban nodes, such as the Birmingham Bridge, could someday foster substantial development activity.



BUILDINGS	PLACES	PATHS
■ Large scale	■ Open space	 Fifth/Forbes Transit
■ Medium scale	● 'Green' Node	 Regional Route
■ Small scale	● Transit Node	 Neighborhood Route
	● Visual Focal Point	

5. NO(DE) REGRETS

Allow for future growth including Transit Oriented Development. Mark this Uptown gateway with public art, signage and interim public green space. Create safe trail connections to the River level and Birmingham Bridge.



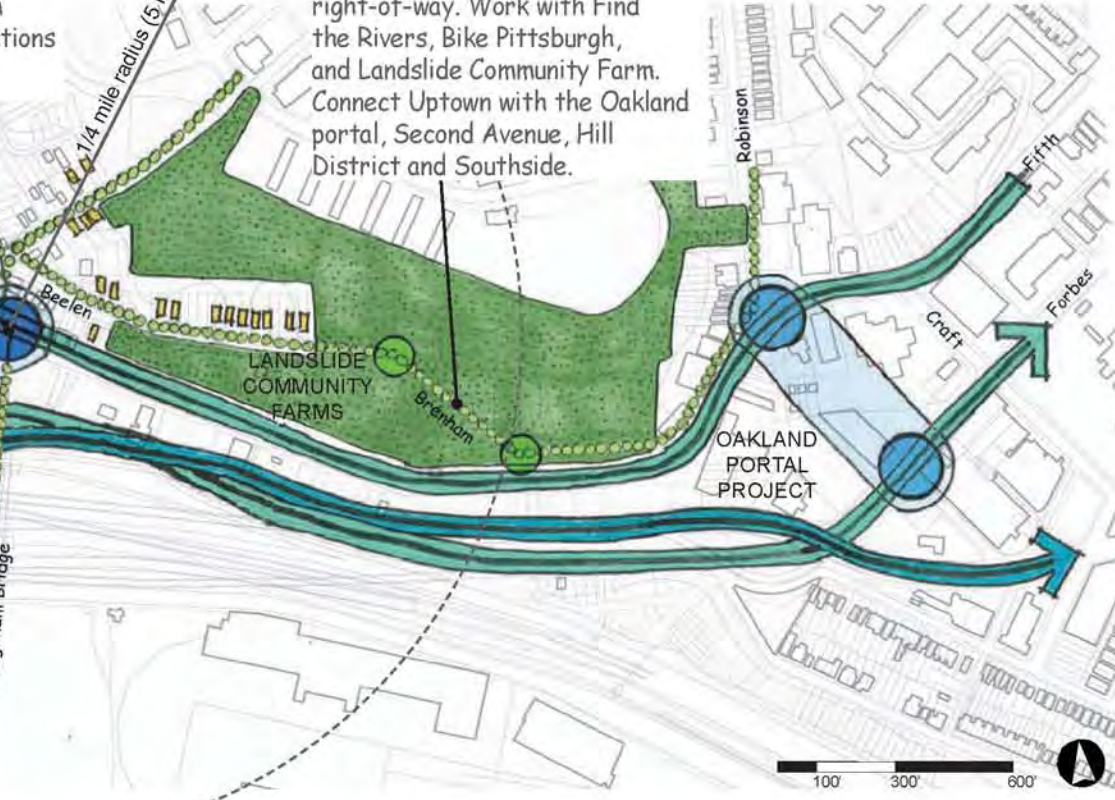
11. BEST FACE BOULEVARD

Develop guidelines for the transition of properties along Boulevard of the Allies. Provide public viewing areas to river and welcome signs to invite people into Uptown. Study solar and wind collection to provide energy and show-off neighborhood progress.



6. TRAILS TO TRAILS

Establish bike lanes on Fifth Avenue and trails through hillside right-of-way. Work with Find the Rivers, Bike Pittsburgh, and Landslide Community Farm. Connect Uptown with the Oakland portal, Second Avenue, Hill District and Southside.



NO(DE) REGRETS



TRAILS TO TRAILS



III. FOUR ZONES OF UPTOWN Fifth Forbes

The two regional avenues have very different character in Downtown, Uptown, and Oakland. Transit and traffic planning, as well as development must focus upon improving the Avenues character for pedestrians, residents, and workers.

7. MARKET DRIVEN

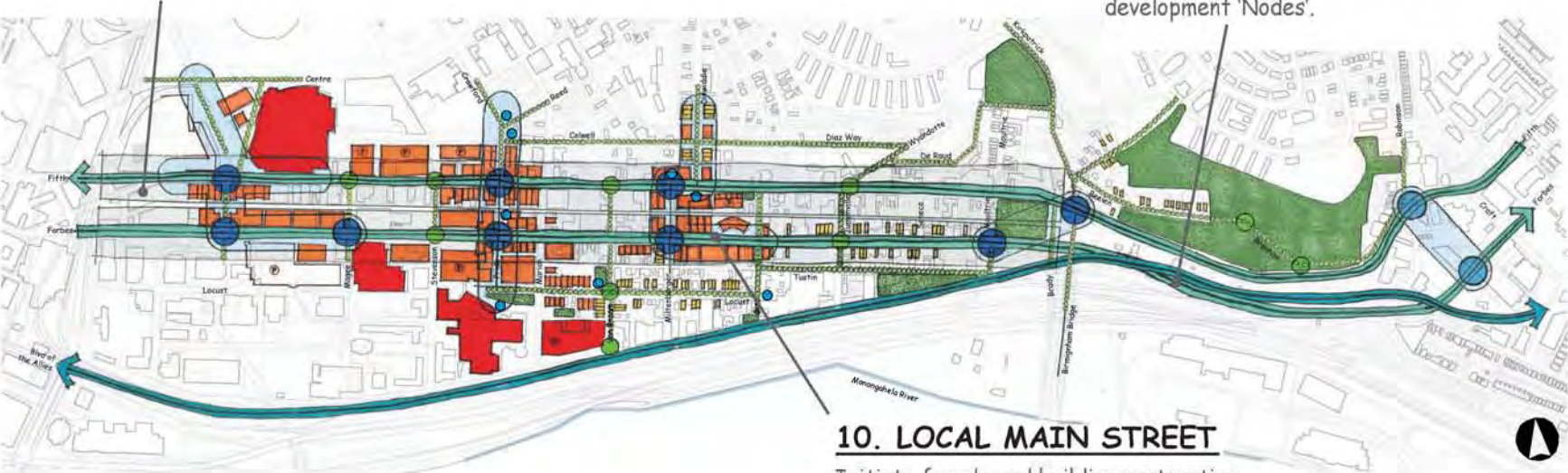
Foster and improve historic buildings through creative, adaptive reuse. Make a more pedestrian-friendly, business driven district through active ground floor uses and streetscape improvements that strengthen the identity of Uptown.

12. DOWN PAT

Work with Port Authority to establish a partially dedicated lane for public transit trolley line (into city on Fifth, out on Forbes). Integrate bicycle lanes. Focus on five transit oriented development 'Nodes'.

10. LOCAL MAIN STREET

Initiate facade and building restoration. Support new businesses, especially at street level, with residential options above. Adaptively reuse larger buildings and establish parking strategy. Support neighborhood restaurant, grocer, and arts/social activities.



MARKET DRIVEN



LOCAL MAIN STREET



DOWN PAT



FIFTH AVENUE
Build upon historic properties around arena.



FORBES AVENUE
Allow for return of residential and neighborhood Main Street uses.



TRANSIT CORRIDORS
Plan for and take advantage of high transit uses and be active advocates on behalf of Uptown as regional transit investment increases.



BUILDINGS	PLACES	PATHS
■ Large scale	■ Open space	 Fifth/Forbes Transit
■ Medium scale	● 'Green' Node	 Regional Route
■ Small scale	● Transit Node	 Neighborhood Route
	● Visual Focal Point	

III. FOUR ZONES OF UPTOWN Neighborhood-wide Projects

Change happens because groups of people work together toward common goals. Some of these goals and tools were identified as vital to the successful pursuit of Uptown's vision.

A. LOCALIZED LEADERSHIP

Build capacity to organize and advance this shared community vision. Facilitate and expand participation of residents, institutions, property owners, businesses, workers, students, and visitors to Uptown.

B. DEVELOPMENT GUIDELINES

Create more specific physical design and use parameters to improve predictability for private development and investment. The next level of articulating community goals and imperatives would build on the project recommendations of this vision plan.



C. GREENING UP TOWN

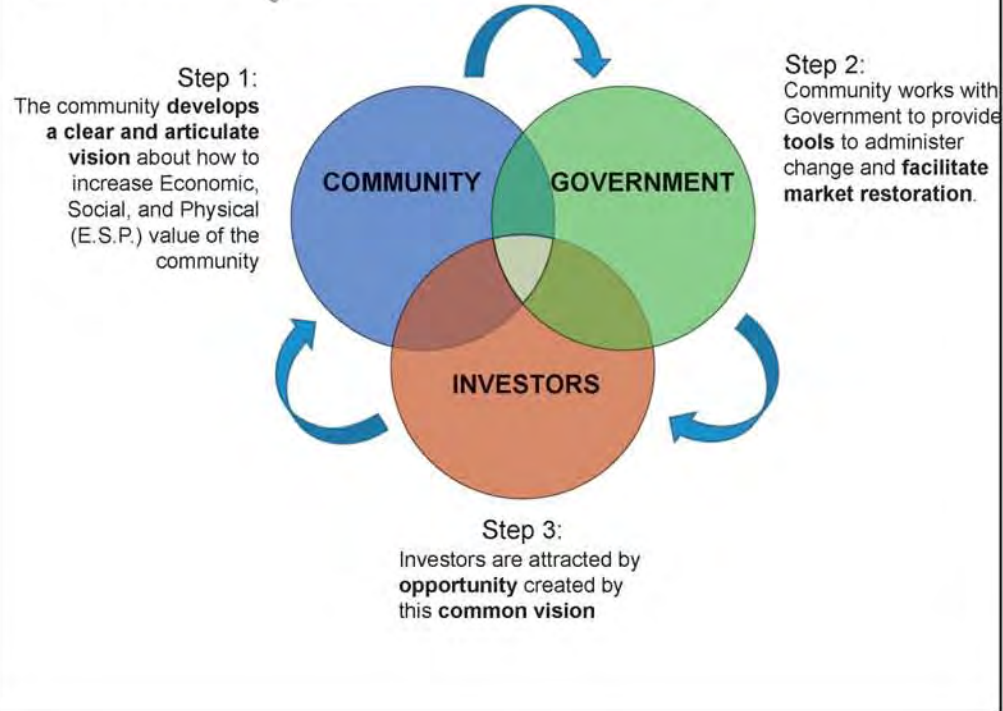
Establish necessary district-wide infrastructure improvements for public utilities. Stabilize, improve, and sustain parks and green spaces. Explore district-wide heating and cooling loops and other green strategies for a healthier future. Make Uptown urban and green because urban is green.

D. HOUSING THE FUTURE

Establish a housing strategy that will promote long-term investment in the Uptown community and growth in the resident population. Include housing options for; undergraduate and graduate students that will be a positive stabilization force, starter homes that encourage energetic settlement by young people and the international community, as well as employee housing that will support a live-where-you-work culture.



COMMUNITIES IN AGREEMENT



Timeline		
Nov 24	STEERING COMMITTEE MEETING: Review scope & analysis	Uptown Community Vision Steering Committee
Dec 22	DUQUESNE UNIVERSITY: Stakeholder interview	Steve Schillo, Vice President of Management and Business
Dec 29	SAL WILLIAMS COMPANY: Stakeholder interview	Tony Williams
2008		
2009 Jan 7	CITY COUNCIL: Stakeholder interview	Councilwoman Tonya Payne
Jan 14	STEERING COMMITTEE MEETING	Uptown Community Vision Steering Committee
Jan 16	CARLOW UNIVERSITY: Stakeholder Interview	Louise Cavanagh Sciannameo, VP University Communications and Community Relations
Jan 30	PITTSBURGH PENGUINS: Stakeholder Interview	Ron Porter, Senior Consultant to the Pittsburgh Penguins
Jan 31	LEADERSHIP DEVELOPMENT INITIATIVE: Review Mtg	Leadership Pittsburgh and Uptown Partners
Feb 4	COMMUNITY MEETING: Review analysis and share ideas	Uptown Community
Feb 6	LANDSLIDE COMMUNITY FARM: Stakeholder interview	Claire Schoyer
Feb 18	AHRCO DEVELOPMENT: Stakeholder interview	Lara Washington
Feb 25	STEERING COMMITTEE MEETING: Vision diagram	Uptown Community Vision Steering Comm.
Mar 5	FIND THE RIVERS: Stakeholder interview	Denys Candy, Terry Baltimore, Susan Rademacher
Mar 10	UPMC MERCY: Stakeholder interview	Will Cook and staff
Mar 17	URBAN REDEVELOPMENT AUTHORITY: Draft presentation	Rob Stephany and staff
Mar 30	MCAULEY FOUNDATION: Stakeholder Interview	Michele Cooper
Apr 1	STEERING COMMITTEE MEETING: Draft Presentation	Uptown Community Vision Steering Comm.
Apr 7	UPMC MERCY: Draft presentation	Will Cook and staff

IV. ANALYSIS Community Engagement

USING ESP TO SHAPE THE FUTURE

In order to analyze the neighborhood, our E.S.P. framework was used. Understanding Economic, Social, and Physical values across many scales and interests creates an analysis that encompasses a wide range of issues and concerns that need to be addressed through the vision plan.

Economic Analysis

Addresses the financial conditions of the neighborhood. Also studies the impact of potential projects and resulting "spin-off" value generated for the surrounding properties.

Social Analysis

Develop an understanding of the people, groups, and uses that have and will drive change in the neighborhood and region.

Physical Analysis

Encompasses a project's connection to the network of streets and properties including its environmental conditions, the architectural typologies and histories, and generators of new meaningful urban forms.

	ECONOMIC	SOCIAL	PHYSICAL
RESIDENT			
BUSINESS OWNER			
INSTITUTIONS			



More than 110 people participated in the February 4th community presentation where observations were shared.



Individual groups developed ideas for improvements in each of the four zones: Fifth and Forbes, The Bluff, Central Uptown, and Soho.



Residents presented ideas to each other, then voted for favorite ideas.

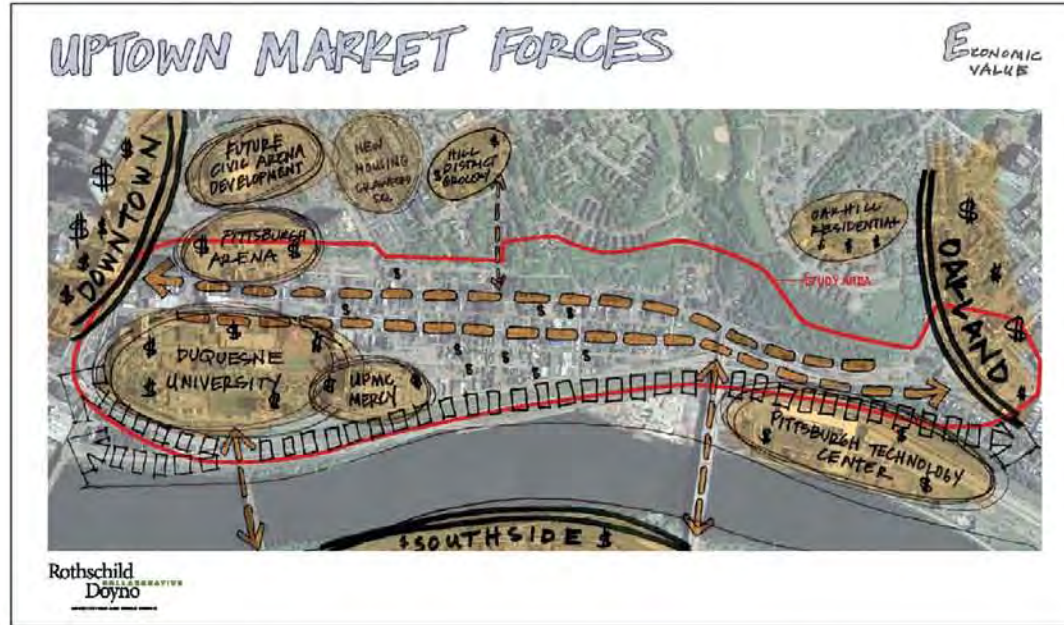


rendering by HOK architects

Types of investment in the neighborhood range from large scale investment (new Penguins arena development- above) to small scale investment (rehabilitation of existing housing stock- below).



It is important to pursue an informed vision for the future of the Fifth Avenue High School (below). Its current deteriorated state requires immediate attention.



IV. ANALYSIS

Economic Value

DYNAMIC D.U.O.

Uptown sits directly between the second and third largest urban economic centers in Pennsylvania. With proper guidance and leadership the three markets can grow to create the most critical economic corridor of the region; **Downtown.Uptown.Oakland.**

EDS AND MEDS

Between the Point and Shadyside, the Fifth/Forbes corridor houses seven universities and four hospitals.

UPTOWN MARKET FORCES

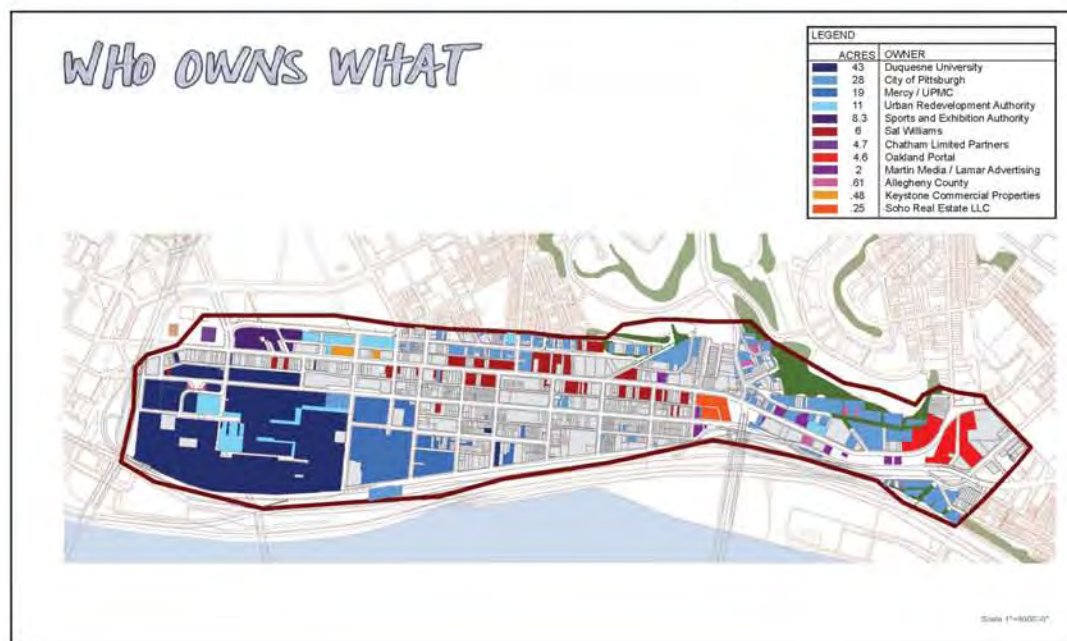
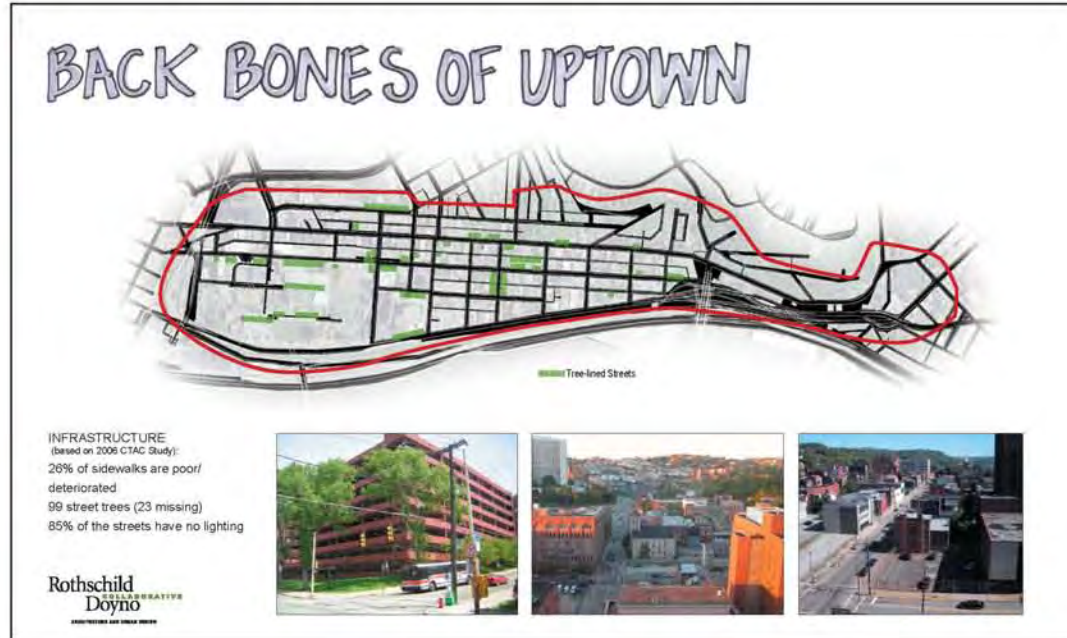
While these adjacencies to strong markets pose a great economic opportunity for the neighborhood, it also creates pressures to develop quickly or in a manner that serves narrow interests.

UPTOWN OPPORTUNITIES

Once a thriving urban neighborhood, many historic properties and treasures remain ready for rehabilitation. There is also an abundance of open lots in the area with the opportunity to impact the built environment and the economic stability of the area in a positive way. Differential property value, tax delinquencies, abandonment, land banking, and speculation will all create substantial challenges to thoughtful, broad-based revitalization.



There are many parcels standing empty, ready for redevelopment under a unified vision.



IV. ANALYSIS

Economic Value

BACKBONES OF UPTOWN

Infrastructure has an important impact on the economy of a neighborhood. Investment in updated streetscapes, sewer lines, and other district-wide utilities/amenities lays the framework for new development and transitioning the economic value of an area.

To date much of this investment has been limited to the road network for private vehicles and the heavily used bus routes, including dedicated bus lanes in some locations.

WHO OWNS WHAT

Uptown is in the unique situation of having a large amount of property owned by a few major property owners, who have expressed interest in developing their property. Though interest in development has been stated, a more articulate vision for the desired future of Uptown must be developed in order to facilitate development in a more effective manner.

IV. ANALYSIS Economic Value

UPTOWN MARKET ANALYSIS RESIDENTIAL MARKET

Residential Markets

There were 206 residential properties sold between January 2000 and July 2008. The average sales price of a residential property was \$33,399. The median sales price was \$8,725. During the same time period, seven apartment buildings were sold. The average sales price of a rental property was \$50,226. The median sales price was \$21,920. Overall, residential real estate activity is sluggish. According to RealStats there were only 6 transactions for more than \$200k – about three percent of the total transactions. Since most of the current housing stock is selling on the very low end of the scale, any interventions into the residential market must be large in scale to generate meaningful change, but they also have to take a reasonable approach to bridging the gap from where the market is, to where we want it to go. In many cases it would be easier to do if there were NO market in Uptown. Lacking that clean slate we have to carefully move the market so that values of \$8,000 or \$30,000 don't sink the new and renovated stock that would be created.

In order to build population within the neighborhood and generate market interest, we recommend an initial mix of 40% for-sale housing and 60% rental housing that would be priced to raise the market, but not priced too far above the market. Over time, the focus can shift toward more for-sale housing as residential base is built in the neighborhood. The following chart delineates those populations that present the greatest opportunity for Uptown to attract new residents.

	TOTAL UNITS	OWNER	RENTER
New International	150	60	90
New residents and workers	200	80	120
Grad students	400	50	350
TOTAL	750	190	560

An analysis of the economic characteristics of the people who work within a mile radius of Uptown indicates price points at which both for-sale and rental housing can be set. The incomes and housing affordability range for those people working within a mile of Uptown is as follows:

- 10.4% of the people who work within a mile radius of Uptown earn between \$14,000 and \$20,000. The highest range of housing sales prices this group could afford is \$29,929 to \$50,985.
- 27.1% of the people who work within a mile radius of Uptown earn between \$20,000 and \$30,000. The highest range of housing sales prices this group could afford is \$50,985 to \$85,952.
- 16.6% of the people who work within a mile radius of Uptown earn between \$30,000 and \$40,000. The highest range of housing sales prices this group could afford is \$85,952 to \$116,902.
- 14.2% of the people who work within a mile radius of Uptown earn between \$40,000 and \$50,000. The highest range of housing sales prices this group could afford is \$116,902 to \$144,183.
- 19% of the people who work within a mile radius of Uptown earn between \$50,000 and \$75,000. The highest range of housing sales prices this group could afford is \$144,183 to \$209,930.
- 6.5% of the people who work within a mile radius of Uptown earn between \$75,000 and \$100,000. The highest range of housing sales prices this group could afford is \$209,930 to \$277,344.
- 2.4% of the people who work within a mile radius of Uptown earn between \$100,000 and \$125,000. The highest range of housing sales prices this group could afford is \$277,344 to \$344,758.
- 3.2% of the people who work within a mile radius of Uptown earn between \$125,000 and \$150,000. The highest range of housing sales prices this group could afford is \$344,758 to \$412,171.

For the purposes of determining appropriate sales prices for the houses constructed in the neighborhood, we will focus upon 62% of potential residents who earn \$30,000 per year or more.

HOUSING PRICE RANGE	NUMBER OF UNITS
\$85,952 - \$116,902	51
\$116,902 - \$144,183	44
\$144,183 - \$209,930	58
\$209,930 - \$277,344	20
\$277,344 - \$344,758	7
\$344,758 - \$412,171	10
TOTAL	190

Residential Segments

Focus: New Residents

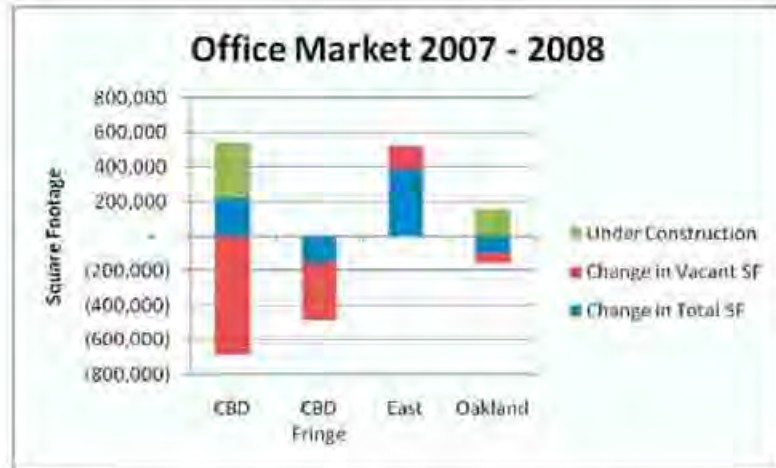
People moving into Allegheny County. There are about 18,000 households per year that move in. 1,000 of these households are not from the United States. The City has nearly 40% of the foreign born population of the County and nearly 50% of the those that moved in within the last 10 years. Since 9/11, or more correctly our response to 9/11 the international migration has been trailing down and that trend is likely to continue as the economies of China and India improve. But if we focus Uptown on these new migrants, particularly international and create the kind of Gateway community that Pittsburgh lacks, that could be a good market. A conservative estimate would expect the City to get 300 to 450 of the internationals per year – so if Uptown got only 10% of that, that would be at least 30 new households per year – so over five years, we have 150+. Then if Uptown got only one percent of the City's share of the other new migrants, that might be another 40 units per year or 200 over five years.

Focus: Students

Duquesne has 10,000 total students and there are anywhere from 15,000 to 18,000 in or around Uptown. Most of the schools in this area draw from a local base and have a significant number of commuting students, but there are still about 1/3 of the students in university housing. Duquesne has more than 4,000 graduate students including the Law School which provides a good base for graduate student housing in the range of 400 units. University apartments are leasing for more than \$1,300 per month.

Focus: Live-Work

People who work within 1 mile of uptown and live in the City represent another market opportunity. However, we want to limit the number of people that would be poached from other parts of the City. That may not be bad, if we are getting folks from relatively healthy communities such as Shadyside and Squirrel Hill that have virtual waiting lists. This market would also overlap significantly with the 17,000 U.S. residents moving to the area. Of the 132,000 people that work within one mile of Uptown, we estimated how many already live in the City and take the bus or walk to work. Assuming you capture only one or two percent of those segments, that could account for 50-150 units.

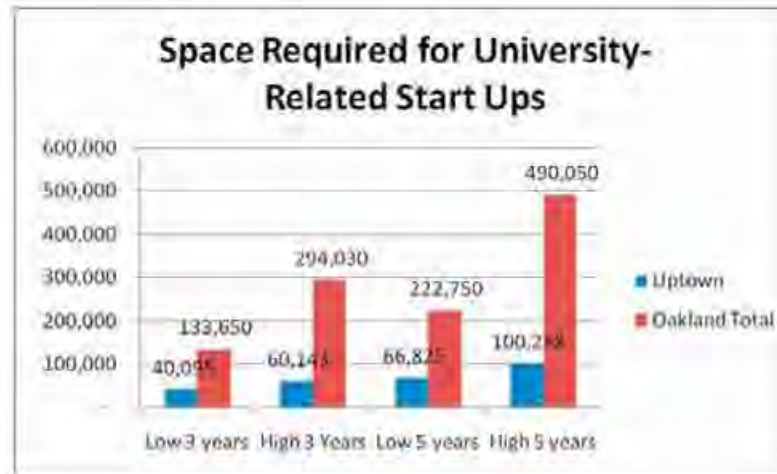


Source: Grubb & Ellis, Office Market Trends Pittsburgh, Fourth Quarter 2008.

Vacancy rates range from 17% in the CBD to 14% in the CBD fringe and East suburbs to a low of 6% in Oakland. Total vacancy for the MSA is only 15% by Q4-2008. The absolute amount of vacant space in the CBD, fringe and Oakland actually declined during the tough economy of 2007-2008. In the fringe and Oakland this was due in part, but not entirely to a decrease in total square footage.

In 2006 Battelle conducted a study for the University of Pittsburgh and Carnegie Mellon University that estimated that the growth from the academic research activity would require an additional one to four million square feet of space. This growth would absorb nearly all of the vacant space in the CBD, fringe, Oakland and East suburbs, which have a total of 5 million square feet of vacant space and only 480,000 square feet under construction. At the high end, this would leave the core with a vacancy of only 3% and would put enormous pressure on rents.

Overall the vacancy rate is only 15% in the MSA and only 2.2 million square feet is under construction, so the growth in Oakland would have a regional effect on the office market. More importantly for Uptown is that most of the research-oriented activity desires to remain near the universities and that means proximity to Carnegie Mellon, Duquesne and Pitt. There are plans calling for adding 500,000 to 1 million square feet of space by expanding the Pittsburgh Technology Center into the 12 acres currently occupied by MetalTech and the concrete plant. Long term, the Almona site offers another 80 to 178 acres that can accommodate some of this growth – but the current Hazelwood community does not support a university takeover of all of that space. Furthermore, the PTC expansion and Almona development are large, complicated projects that will require tens of millions of dollars and many more years.

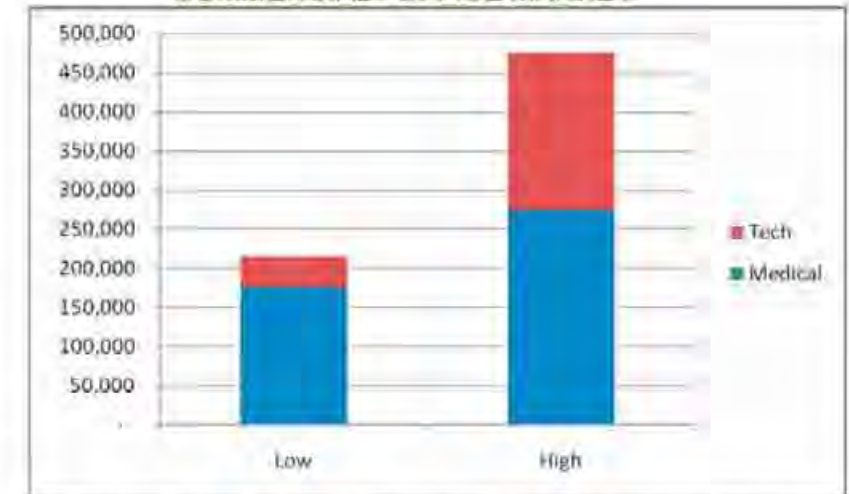


In the meantime, Uptown can capture some of the activity that is expanding along the Baum-Centre corridor and on the South Side. Two critical markets for Uptown will be space for medical offices and technology / research space. Annual R&D expenditures in Pittsburgh have grown to more than \$760 million per year and has been rising by more than \$30 million annually. Battelle has estimated our annual research level at closer to \$1 billion annually. The University Partnership reported that the region created one startup for every \$56 million in R&D, which translates to 13 to 18 startups per year depending on how much R&D we actually have. The Universities have created an average of about 15-18 startups per year, but the number has been as high as 26. With the Obama Administration increasing science funding, it is reasonable to assume that at least 15 new research spin-outs will be created each year. These new startups will need between 133,000 to 500,000 square feet of space. A need that cannot currently be met in Oakland.

The business plan for the Central KIZ set a goal of fostering 2 startup firms and attracting one company from outside the region. If Uptown were to capture only 3 new firms per year, then depending on the growth rate of those firms, Uptown could easily fill 40,000 SF to more than 100,000 SF of research and tech space. If the KIZ is meeting its goal of 3 firms and Uptown has the space to capture some of the Oakland activity, Uptown could absorb twice that amount.

IV. ANALYSIS Economic Value

UPTOWN MARKET ANALYSIS COMMERCIAL / OFFICE MARKET



Another critical market segment are medical offices for the doctors affiliated with UPMC Mercy and related health clinics. UPMC Mercy's experienced team of health care professionals specializes in providing: (UPMC)

- neurology, neurosurgery, and treatments for strokes
- cardiology, cardiovascular and thoracic surgery services
- trauma and burn care through a Level I Regional Resource Trauma Center
- orthopedics, hip resurfacing, and joint replacement surgery
- physical medicine and rehabilitation services
- wound services
- obstetrics and gynecology, maternal-fetal medicine, and neonatal intensive care
- pediatrics
- diabetes management
- medical and surgical oncology

UPMC Mercy has 402 affiliated physicians. 218 doctors at 142 different practices are within Oakland, the South Side or Uptown (16219). Each practice has an average of 1.5 doctors and employs between 10 to 16 people (including the doctors). The average square footage for a practice is 2,700 SF or 236 SF per employee. UPMC has a number of doctors located in sub-standard space that is expected to close down. In addition, UPMC is shifting activity from the South Side facility to UPMC Mercy, which may provide a strong incentive for these doctors to relocate. The South Side and Oakland both have reasonably strong markets, therefore we expect that any vacancy created by these shifts will be absorbed by new activity. If Uptown added space sufficient for just 50 percent of these practices, it would require 175,000 to 275,000 SF of space for 700 to 1,200 health care workers.

IV. ANALYSIS Economic Value

UPTOWN MARKET ANALYSIS RETAIL / SERVICE MARKET

Expenditure Type - Dollar Amounts in \$1,000	Current			Projected with New Development	
	Current Uptown Sales	Current Resident Spending	Current Spending Surplus (Deficit)	Projected Spending	Projected Spending Surplus (Deficit)
Groceries	\$ 149	\$ 1,260	\$ 1,111	\$ 3,759	\$ 2,610
Restaurants	\$ 540	\$ 891	\$ 151	\$ 2,002	\$ 1,542
Housekeeping Supplies	\$ -	\$ 191	\$ 191	\$ 556	\$ 556
Household furnishings and equipment	\$ 1,297	\$ 361	\$ (936)	\$ 1,189	\$ (108)
Apparel and services	\$ 6,970	\$ 551	\$ (6,419)	\$ 1,561	\$ (5,409)
Vehicle & parts purchases	\$ -	\$ 721	\$ 721	\$ 2,367	\$ 2,367
Gasoline and motor oil	\$ 430	\$ 620	\$ 196	\$ 1,964	\$ 1,534
Entertainment	\$ -	\$ 557	\$ 557	\$ 1,708	\$ 1,708
Personal care products and services	\$ 2,046	\$ 154	\$ (1,892)	\$ 461	\$ (1,565)
Miscellaneous	\$ 6,250	\$ 394	\$ (5,856)	\$ 1,153	\$ (5,097)

Expenditure Type	Number	
	Surplus (Deficit) of Consumers to Support Projected Spending	Demand for New Business (Business reliant on external consumers)
Groceries	1,138	1
Restaurants	637	3
Housekeeping Supplies	500	0
Household furnishings and equipment	(78)	(0)
Apparel and services	(3,096)	(5)
Vehicle & parts purchases	428	0
Gasoline and motor oil	997	1
Entertainment	760	1
Personal care products and services	(3,268)	(1)
Miscellaneous	(4,523)	(2)



Induced Demand for Commercial Activity

Currently, the Uptown area has more commercial and retail activity than it can sustain with resident spending. It relies on capturing some of the spending of various groups:

- 7,500 workers in Uptown
- 132,000 workers w/in 1 mile of Uptown
- 12,000 to 18,000 college students in and near uptown, or
- 44,000 daily bus riders
- 1 million visitors to the nearby entertainment venues

Based on estimated sales levels for Uptown businesses and income adjusted consumer expenditures, the Uptown commercial district is surviving by capturing between \$80 per month from 150,000 monthly non-resident consumers, or by capturing \$100 per month from 122,000 non-resident consumers.

Currently, Uptown does not have the consumers to support any additional retail or commercial businesses. There would have to be an increase in jobs downtown, or Oakland, or more bus riders or other visitors passing through the neighborhood in order to sustain additional businesses.

Adding the new housing units and the new medical and tech offices will increase the level of resident consumer activity. Based on the additional residential and commercial space, Uptown would add enough expenditure to support a small grocery store, such as the current planned store, as well as three small restaurants (most likely less than 10,000 SF total for all three), a gas station (which may not be desirable unless there is an appropriate site) and some small entertainment venue. This additional retail and commercial activity could be expected to help Uptown capture additional non-resident and visitor consumers that would then sustain an expansion of such space.

No Target

The average sales for a discount retailer such as Target is \$40M per store. This amount greatly exceeds the current resident spending and the projected resident spending. A large retail facility would most likely cannibalize some of the existing \$18M in retail activity in Uptown, as well as poaching sales from the CBD, South Side, Oakland and other adjacent areas.

(Footnotes)

¹ Based on market data from The HDL Companies and Target's total revenues and stores.

IV. ANALYSIS Social Value

Uptown holds a diverse range of groups with distinct and overlapping interests.

WHO LIVES IN UPTOWN

There are many different housing typologies in the Uptown neighborhood. Supporting and expanding upon this diversity and mix of residents will be an important feature of Uptown's renewal. At the individual level these include long time residents who have watched the neighborhood empty out and deteriorate to new young urbanites who are fixing up houses and moving in. Elsewhere, renters and students occupy a small cache of apartments that range from project-based Section 8 to University-run dormitories.

WHAT GROUPS ARE IN UPTOWN

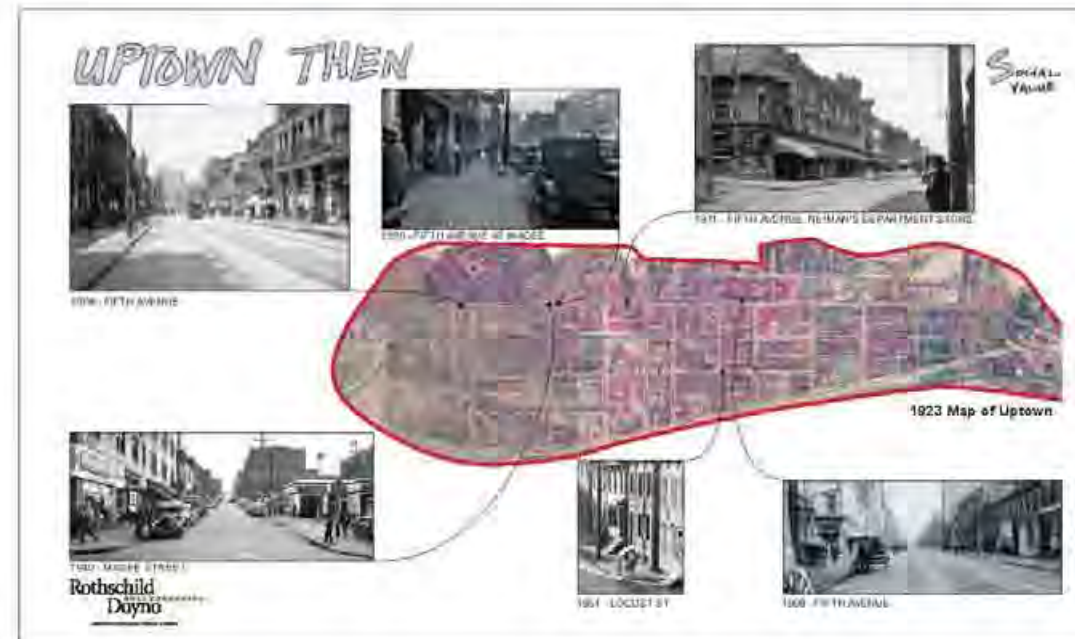
There are many active groups serving a wide range of social roles in Uptown. These include the Sisters of Mercy, Uptown Partners, numerous commercial and industrial business owners, employees, as well as professional offices adjacent to Downtown. The deaf community and social support organizations, such as Life's Work and Bethlehem Haven, have also become key supportive social groups in Uptown. Uptown also has a strong community of artists. Public display of art along Gist street is becoming a community identifier.

LARGE GROUPS AND INSTITUTIONS

Uptown has served large social anchors that include Duquesne University, UPMC Mercy, and - as they move into their new home - the Penguins. These large organizations are complex 'neighborhoods' in themselves. They are also significant investors that drive continued positive change.



An example of strong social continuity in the neighborhood includes the relocation of Archie the Barber (above) within the neighborhood to ensure his 60 year career of hair cutting could continue in Uptown.

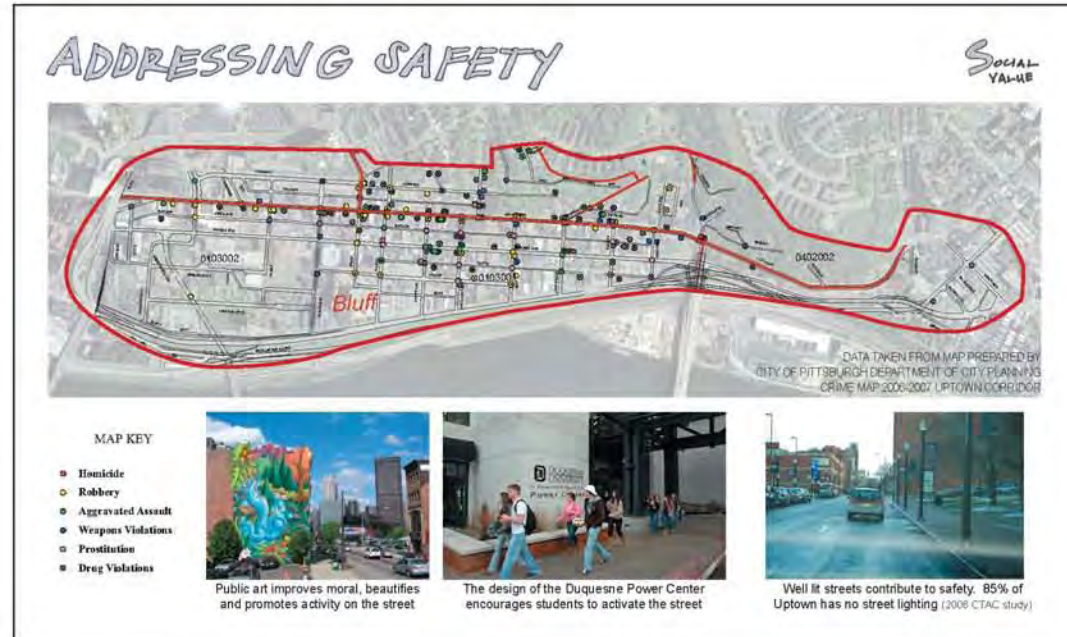




The Uptown community also currently performs community wide cleanups in conjunction with Duquesne University and other willing participants.



The Gist Street Reading Series is one example of a successful outdoor activity in Uptown that can be built upon.



IV. ANALYSIS

Social Value

ADDRESSING SAFETY

There are many different aspects vital to making a neighborhood inviting, but none is more important than creating a safe atmosphere. With increased and coordinated support of local law enforcement, Uptown must begin to reclaim its streets. Concurrently, streetscape improvements such as lighting and positive around the clock activity, along with public displays of art can help to bring pride and order to the streets of Uptown.

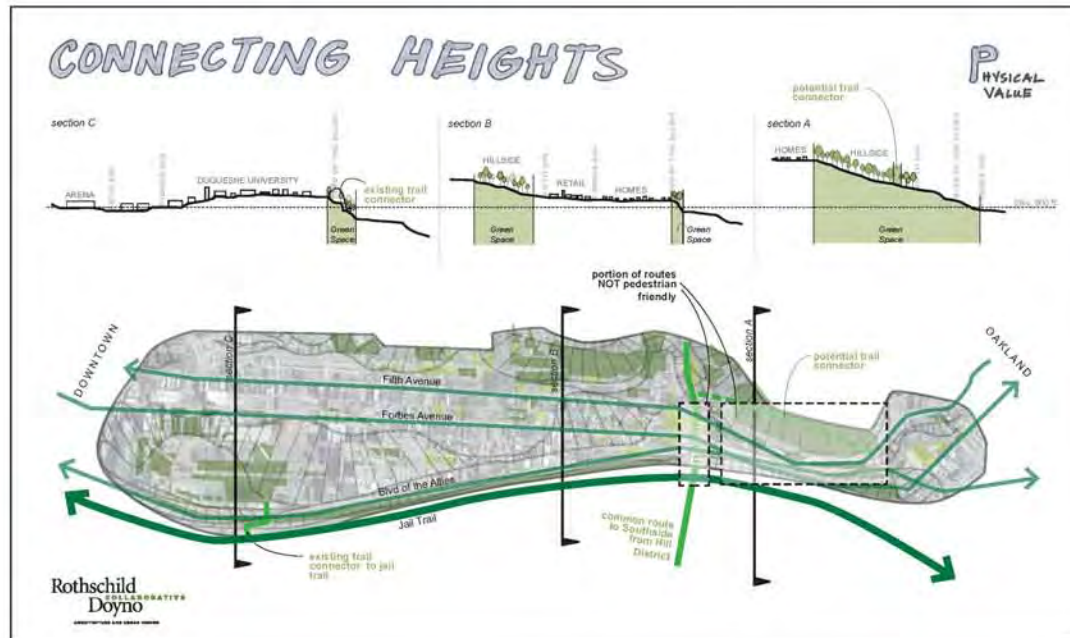
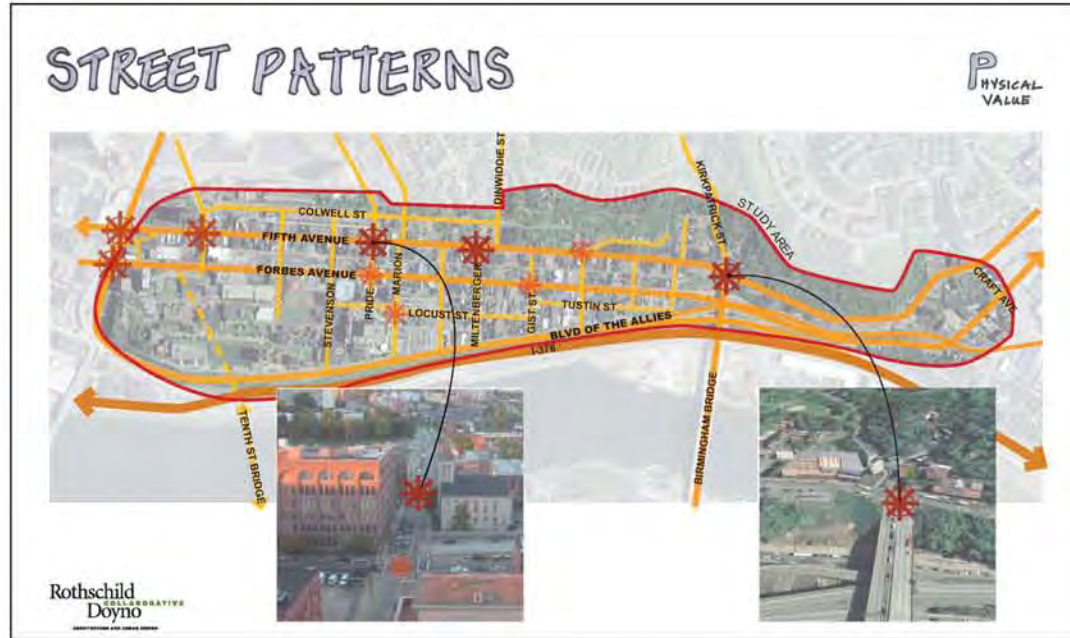
GREENSCAPE

At the time of analysis, there were not many public green spaces available to residents in Uptown. The spaces that are public are difficult to access or not adjacent to activity areas and therefore not perceptually safe. An exception to this pattern are the well-kept and well-monitored green spaces around the hospitals and the University campus. With numerous open lots in Uptown, there is a great opportunity to develop parks and recreational space that balances the built environment with the natural environment. These amenities must be planned and located in a manner that adds to the vitality of Uptown.





Properties along the Boulevard of the Allies have the opportunity to capture and capitalize on views across the River.



IV. ANALYSIS

Physical Value

STREET PATTERNS

The narrow plane of Uptown has always depended upon the East-West travel. The Fifth/Forbes corridor now has the highest ridership for a transit corridor in the entire region. Coupled with this heavy traffic artery is the Boulevard of the Allies that establishes the Southern edge of Uptown. The relative scale and activity along the North-South cross streets is small in comparison, but extremely important as these are the neighborhood serving streets where “the community” happens.

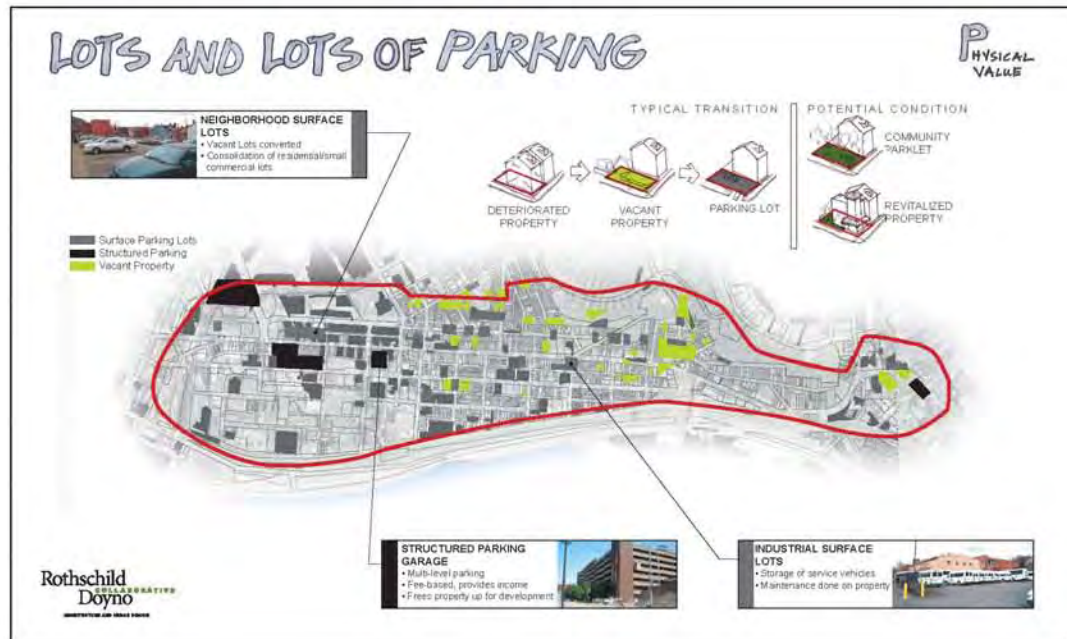
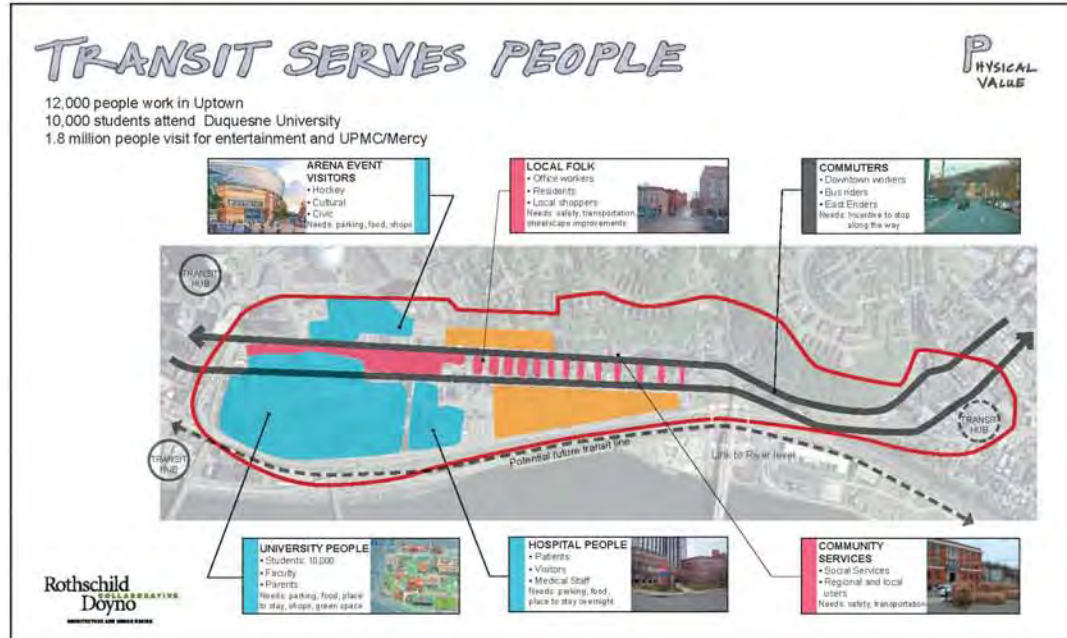
There are several key intersection points where the East-West connectors of Fifth and Forbes Avenues and the neighborhood cross street patterns overlap. These have become key nodes in the vision plan, as they strengthen the connections of Uptown and the Hill District to the markets and opportunities of Downtown and Oakland.

CONNECTING HEIGHTS

Uptown was settled on a gently sloping plateau rising from the Golden triangle to the West and the middle-plateau of Oakland to the East. It is bound by a cliff to the South and the steep Hill District rising to the North.

As Uptown moves from the Bluff to Soho the Uptown plane gets smaller and the steepness of the hills to the North increases. This means it will be easier to move North to South closer to Downtown while North to South travel in Soho is a vertical climb.

Beyond the southern cliff at the edge of Uptown lies the Monongahela River, and the incredible vistas of the Southside slopes beyond. Below, many city trails line the Monongahela River on both sides. Identifying key places to overcome the vertical topography to connect to adjacent neighborhoods and city river trails will be important but difficult. However, creating an East-West Uptown bike route is readily achievable.



IV. ANALYSIS

Physical Value

TRANSIT SERVES PEOPLE

Uptown is one of the most heavily travelled corridors in the region. Since this key transit corridor serves and carries people, ensuring that road, transit and streetscape improvements also serve local traffic and are friendly to residents and pedestrians is essential to Uptown's future. As Uptown develops, its leaders must explore different types of transit solutions that improve the quality of the neighborhood.

LOTS AND LOTS OF PARKING

Over time blocks and lots in Uptown have transitioned from functioning homes or businesses to abandonment. As properties deteriorated and buildings became unsafe, they were eventually demolished. These vacant lots served a parking need as the use of personal automobiles became prevalent. With a unified vision, Uptown can guide these vacant properties to higher and better use.

This transition will require increased use of transit, as well as the development of shared and structured parking facilities. Additional and consolidated parking must be coordinated to accommodate new development. This will require careful coordination with City agencies, developers, and local leaders.

IV. ANALYSIS

Summary of What We Heard

FIFTH & FORBES & WHAT WE'VE HEARD

GOALS:

- PUBLIC TRANSIT: Improve public transportation transit by consolidating stops into key nodes of development and activity
- IMAGE OF UPTOWN: Improve image of Uptown neighborhood & bring major streets up to visual street standards
- KEY NODES: Focus development in key areas for catalytic effect



BIG IDEAS from the Community Meeting:

- KEY NODES: Develop five key nodes along the corridor at:
 1. near intersection of 4th and 5th
 2. near intersection of 5th and 6th
 3. near intersection of 6th and 7th
 4. near intersection of 7th and 8th
 5. near intersection of 8th and 9th
 - BALANCE TRANSIT: Create a balance of different modes of transit with parking at just a few nodes
 - MAXIMIZE: Develop multi-use housing between key nodes
 - TWO-WAYS: Convert two-way traffic on both Fifth & Forbes
 - TRAILHEADS: Provide safe, beautiful, convenient to walking city edge
 - MIX TRAILS: Provide trails for walking and biking
 - CONTINUOUS STREETSCAPE: Preserve continuity of streetscape and storefront to main urban corridor
 - SHARED ASSETS: Improve existing establishments (e.g. new bike lanes, lighting, etc.)
- Additional BIG IDEAS from Stakeholder Interviews:
- LOOPS & TROLLEYS: Provide public transportation improvements, bus stop between 4th and 5th, and 6th and 7th, and 8th and 9th
 - STREETLY ENERGY: Have a discussion about street lighting energy (e.g. central street light poles)
 - DEDICATE LANE: Dedicate lane for bicycle and/or transit, also serve as a bike lane
 - CURB PARKING: Provide flexible street parking like Curbside to allow for better use
 - CROSSING STREETS: Focus on cross streets to connect to the community, address connectivity and calm traffic
 - GUIDELINES: Establish development guidelines

CENTRAL UPTOWN & WHAT WE'VE HEARD

GOALS:

- REVIVEST BY HOUSING: Create strategies to promote revitalization of historic housing stock
- VISUAL STREETSCAPE: Revitalize existing residential areas by creating walkable streets, calming traffic and stabilizing safe corridors. Establish neighborhood businesses that support everyday needs and are within a walkable distance from residential areas
- IDENTIFYING UPTOWN: Increase safety and improve perceived identity and awareness of Uptown through strategy for level of the street architecture, create an infrastructure, community initiatives, signage and forecasts



BIG IDEAS from the Community Meeting:

- EVERYDAY UPTOWN: Increase and support neighborhood businesses
 - o increasing any corner grocery store
- REHAB: Revitalize rehabilitation of existing housing at individual student housing
- PARKS & TRAILS: Create an engaged and safe park and walk with trails
- ECONOMIC: Encourage housing along major transit nodes to create positive economic
- ADAPTIVE SELECT: Consider innovative development of Fifth Avenue High School and Franklin Yards with a gallery of retail features
- LET THERE BE LIGHT: Increase safety through better lighting
- URBAN MOBILITY: Create a plan that prioritizes the placement of street trees
- TREES HERE: Create a plan that prioritizes the placement of street trees
- WALKABILITY: Create a walkable community, sidewalks and street lighting

Additional BIG IDEAS from Stakeholder Interviews:

- URBAN HOMES: Create a home ownership choice: Neighborhood Development Initiative Plan for housing opportunities in existing neighborhood
- POOLING RESOURCES: Focus development on key intersections, Downtown and Fifth, Third and Park, and Messenger and Forbes
- REGIONAL DRAIN: Provide neighborhood and further regional level along Fifth
- CALYPSO VILLAGE: Provide higher density housing along Forbes St
- ORBIT: Connect Central Station to Downtown and into Midtown
- PUBLIC PARKING: Encourage public parking along major transit nodes in respect of transit use
- FIFTH AVENUE'S FUTURE: Engage residents to work with the Mayor's High School
- BUS RAMP: Increase station use from currently 10% to 20% and add a new station
- BUS RAMP: Increase station use from currently 10% to 20% and add a new station

UPTOWN BLUFF & WHAT WE'VE HEARD

GOALS:

- CONNECT MERCY: Connect UPMC Mercy hospital to Forbes Ave and to existing healthcare jobs through a well-coordinated and planned hospital address, include neighborhood-scale streetscape improvements, structured parking, and home ownership opportunities for students, faculty, and employees
- CONNECT DUQUESNE: Encourage and facilitate Duquesne University's master plan to increase connectivity and presence at Forbes Avenue, include some potential opportunities for student & faculty
- ACTIVATE CULTURAL HUBS: Create vibrant community, retail, and mixed-use activity connecting the Avenue, 4-11, Esplanade Center, and Three Center, include filling gaps of public art, sidewalk activities, and public art occupancy



BIG IDEAS from the Community Meeting:

- WALKABILITY & CYCLING LANE: Create a pedestrian and/or bicycle lane along Forbes Avenue and a dedicated lane of the ArtCenter Center
 - COMMIT TO PARKING: Provide more structured, free-standing and covered parking, research neighborhood-level parking
 - HIGH-QUALITY ART: Provide more structured and creative opportunities for public art
 - MERCY ON FORBES: Encourage UPMC Mercy consider senior Park Ave location
- Additional BIG IDEAS from Stakeholder Interviews:
- UNIVERSITY PARK: Provide a link between University and community
 - STRENGTHEN THE COVER: Continue to develop and use of Three Center
 - GRADUATE HOMES: Provide housing for 400 graduate students at Duquesne University
 - URBAN CORRIDOR: Build higher density along Fifth and Forbes
 - COMMERCIAL CORE: Strengthen the Fifth & Forbes commercial corridor, focus on Fifth Avenue access from the Ave
 - QUALITY OF LIFE: Increase safety
 - SOVA WALK: Increase safety and connectivity of a local walking group
 - EVENT PARKING: Increase amount of event parking throughout neighborhood
 - PARKING UP: Develop additional parking to address street space and structured parking
 - VISUAL: Connect to Park Ave with new and existing development of Fifth and Park Ave

UPTOWN-SOLO-CENTRAL & WHAT WE'VE HEARD

GOALS:

- GREEN SLOPES: Increase safety and provide public access to green spaces, trails and community gardens
- THROUGH CONNECTIONS: Reconnect areas with one access point to the rest of the neighborhood through trails and street connections
- QUALITY OF LIFE: Increase safety and perception of life
- TRAILHEADS: Provide new bike and walking trails that connect into trail parks to existing city trails and neighborhoods: Second Avenue, Central Hill District, and Downtown



BIG IDEAS from the Community Meeting:

- HOUSING QUALITY: Increase quality of existing housing and provide new housing options
- ROCKY HILL: Create green space for recreation with trails, bird walks
- QUALITY OF LIFE: Increase safety
- CYCLING: Increase the number of existing systems and increase
- SAFE ROUTES: Make Fifth Avenue safer for cyclists and pedestrians in a variety of ways (e.g. bike lanes)
- WALKABLE: Increase and maintain the walkable spaces in greenways

Additional BIG IDEAS from Stakeholder Interviews:

- PORTAL CONNECTIONS: Work with Oakland Portal project to increase connectivity from and throughout the Hill
- PARKS: Develop parks along major transit lines
- BARRIERS OF ART: Increase connectivity and safety along the community corridors through art
- SAFETY: Increase safety of existing Fifth and Park Avenue and provide to the neighborhood, create a link from Hill District
- VISUAL: Increase connectivity through new and existing development to help to bring them more use as they connect to transit-related development

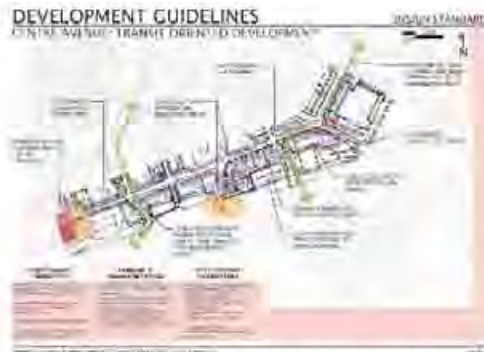
The East Liberty development guidelines were accepted by City Planning in 2002 and are currently being used to review private development proposals.



Diagram is refined and developed



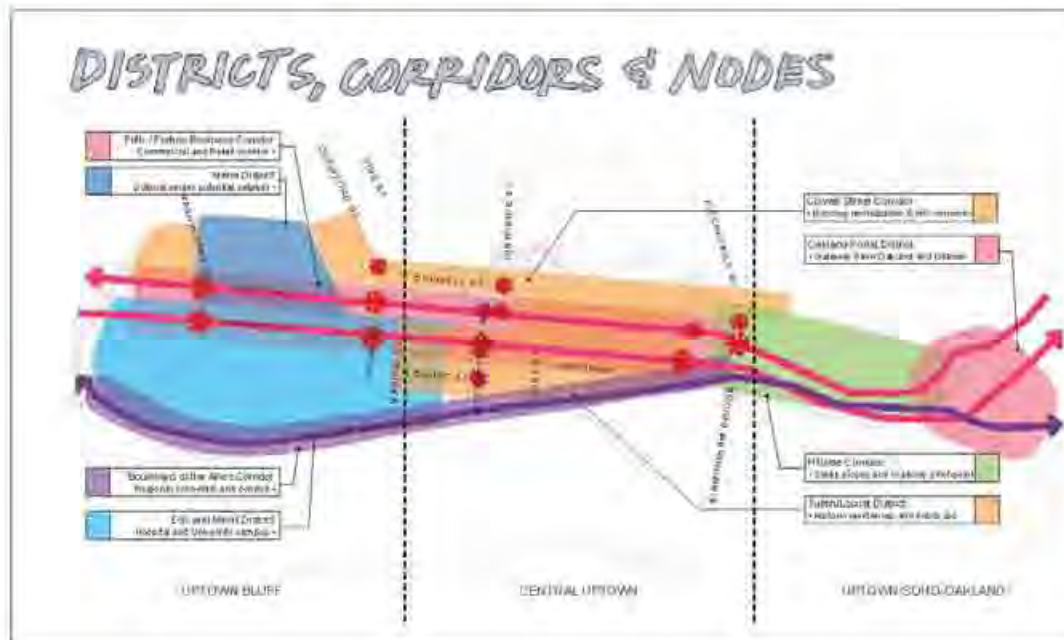
Proposed urban site plan of the community is refined.



Location specific guidelines are developed to improve the urban and civic design qualities of property development

SPEAKING THE SAME LANGUAGE

SPACES - THE IDENTITY...	CORRIDORS - CONNECTING COMMUNITIES...	NODES - WHERE THE ACTION IS...
<p>Large contiguous areas with consistent uses and character. Can be considered communities, subdistricts or nodes.</p> <p>THE NEW DISTRICTS</p> <ul style="list-style-type: none"> • Mid-rise commercial area • Two 5-10 block nodes • Single level medium 	<p>Character zone movement, transportation route. Main arterial street and secondary street to the street.</p> <p>Secondary street to the street</p> <p>Corridor</p>	<p>Nodes at connectivity points. Can be built when specific conditions are met by the community.</p> <p>Public art Public art Public art</p> <p>HERVET SQUARE</p> <ul style="list-style-type: none"> • Located in the middle of the street • Enclosed a building front to the street • It will be a public space
<p>MEMORIAL STREETS</p> <ul style="list-style-type: none"> • Wide and scenic • Two-lane street • Improved "historic" style from old • Small structures with architectural styling theme 	<p>Public art Public art Public art</p> <p>Public art Public art Public art</p> <p>Public art Public art Public art</p> <p>Public art Public art Public art</p>	<p>Public art Public art Public art</p>



IV. ANALYSIS

Defining the Vision - Next Steps

SPEAKING THE SAME LANGUAGE

In order to understand the future character and land use in Uptown, it is important to agree upon and understand terminologies for defining it. The adjacent sketchbook page explains the terminology of 'Districts', 'Corridors', and 'Nodes' discussed with the steering committee in an effort to 'zoom in' and 'zoom out' of the neighborhood and provide good guidance. As the effort to develop Uptown moves forward the challenge of zooming in and out will be even greater and will require patience, communication, good will, trust, and leadership.

DISTRICTS, CORRIDORS, AND NODES

Uptown is made up of an enormous variety of scales and uses. Each section of Uptown has its own character and charm. New development that may fit in and respond to these identities in one area may not be suited to another area of the neighborhood. In order to build agreement around this issue the design team and steering committee developed this rough diagram to identify zones and their character. The adjacent sketchbook page is a starting point for forming consensus around Uptown's identity and future, and could serve as a basis for the pursuit of development guidelines.



VERSION 1.0

This report is intentionally labeled as 'Version 1.0'. Like computer software, a community vision is a beginning and a statement by community leaders that they are ready to make things better in their neighborhood. Making things better means being continuously open to insights and inspiration, and struggling through the hard choices. It means learning from mistakes and adjusting to new considerations. It means creating new knowledge, new versions, and new visions beyond what any one person can imagine or conceive.

A neighborhood is an immeasurably complex array of economic, social and physical forces. A community is people coming together to better align these forces for the greater good. May it be so.

UPTOWN IS residents, institutions, and business owners working together to build a vibrant, thriving, clean, safe and green neighborhood.