STRIP PORTALS

Concept Plan

Neighbors in the STRIP
PITTSBURGH'S HISTORIC MARKET DISTRICT

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STRIP PORTALS
Concept Plan

Project Team

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Project Funding
Buhl Foundation

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DESIGN & HISTORIC CONTEXT
Throughout the 19th century, the Strip's location and access to transportation made it ideal for industrial development. The Strip District "Portal" design themes are inspired by past present and a vision of the future of the Strip as a regional destination. From iron and glass foundries to its unique markets, the Strip looks to a future preserves the authentic while emphasizing the district's 21st century's creative business and artisan talent.

Study Scope
The scope of this study is focused on implementation in the coming year as Phase 1 of a $400,000 PENNDOT funded Portal known as the CITY PORTAL at the intersection of 11th and Penn Avenues.

DESIGN GOALS & PRINCIPLES FOR DESIGN:
- Clean and Safe
- Strong Identity part of the STRIP brand.
- Adaptable to future Portal location/installations
- Flexible "Kit of Parts" solution.
- Accommodates Interpretive Content/Way finding
- Avoid Railroad Structural attachments
- PennDOT/DPW regulatory compatibility.
- Design stands out against complex urban backdrop
- Compact Footprint due to tight urban conditions.
- Inspired by Strip Past, Present, Future
- Artful use of local metals/glass/concrete
- Sustainable design, easily maintained, sourced locally.
- Affordable in increments as funding is identified.

What is a PORTAL PYLON?
While the key part of the City Portal is cleaning and painting of the Railroad overpass, the over arching need for an identifier is required that can adapt to a wide range of tight urban conditions. As part of Phase 1, a portal pylon will be constructed to provide a lively focus for the proposed new STRIP themed murals.

The concept for the Portal Pylon is one component of a larger plan for identity:
- Reinforces STRIP Brand & Identity
- Adaptable to multiple locations
- Multiple "readings" Past/Future
- Wayfinder/Directory
- Artful use of local materials & technology

PHASE 1: CITY PORTAL (PUBLICLY FUNDED)
Key elements include:

1. Cleaning and painting of the Railroad overpass that has not been painted in many decades, to create a safe and attractive experience between downtown and the Strip.

2. Lighting of the pedestrian walks under the overpass using long lived energy efficient indirect LED flood lighting.

3. A featured "Portal Pylon" with internally lit LED identity signage. This pylon will be the first of a common design family of pylons that will in future phases, provide an innovative, distinctive identity at all key entrances to the district.

CITY PORTAL MURALS (PRIVATE FUNDING)
In addition to the PENNDOT funded work, Phase 1 two STRIP themed murals to be commissioned to a local artist in collaboration with the design goals and concepts developed for the portal.

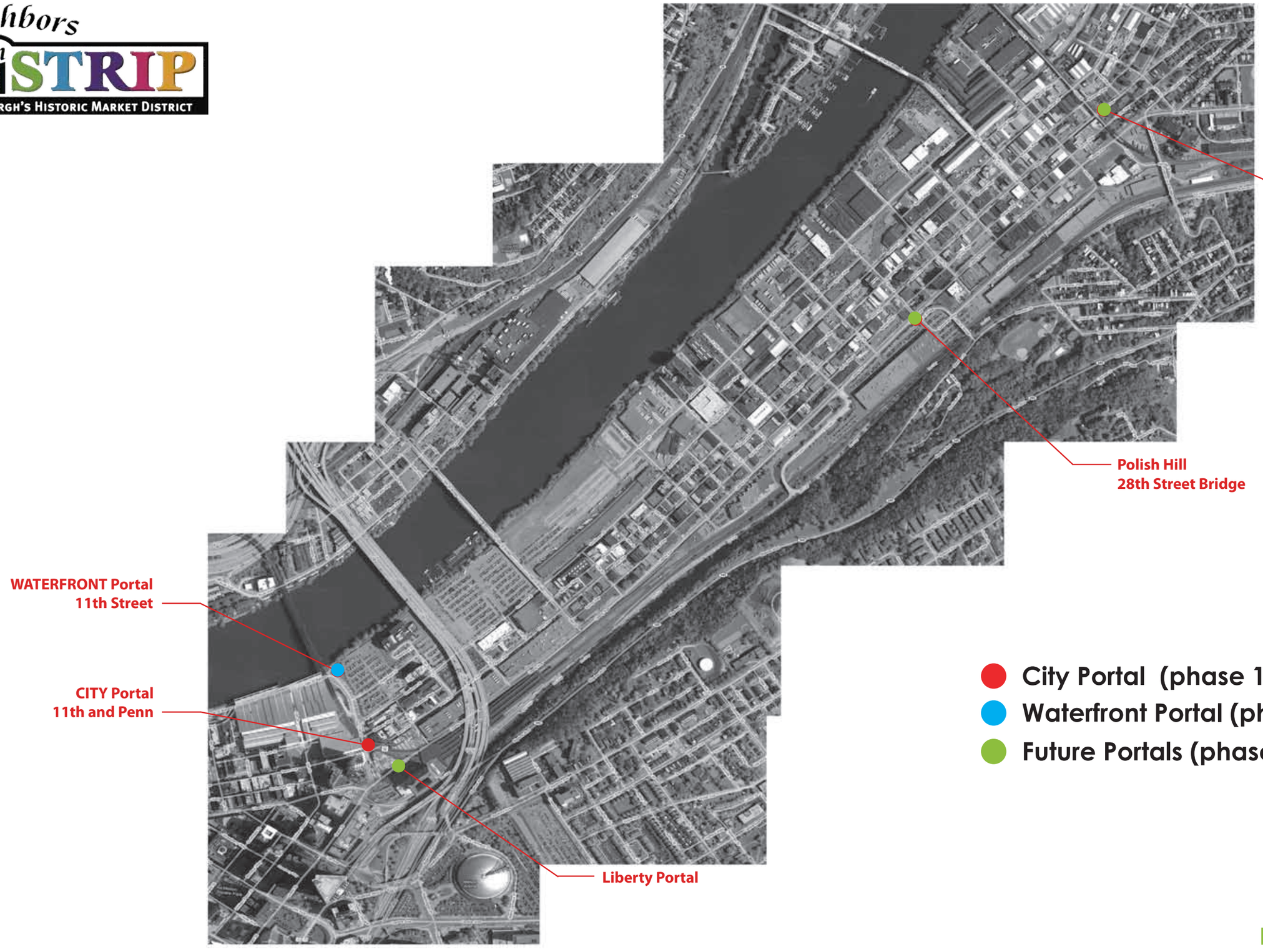
PHASE 2: WATERFRONT PORTAL
As part of a later phase, and in coordination with other stakeholders (SEA, RLT, Buncher), the first of a number of "Waterfront" portals will be developed. The proposal illustrated in this report proposes a strong pedestrian connection between the Allegheny River and the City Portal Area of Phase 1. Key elements include:

1. Walkway connection to Trail
2. Landscape (trees, ground covers, seating)
3. Portal Pylons for FT. Duquesne entry.
4. Proposed interpretive art illustrating the Lewis And Clark Keelboat that was constructed close by.

BUDGET
A preliminary budget for the designs presented are detailed in this report. The budget is preliminary. The greatest unknown is cost for cleaning and repainting the Railroad overpass. Variables include staging and environmental protection (Lead paint removal).

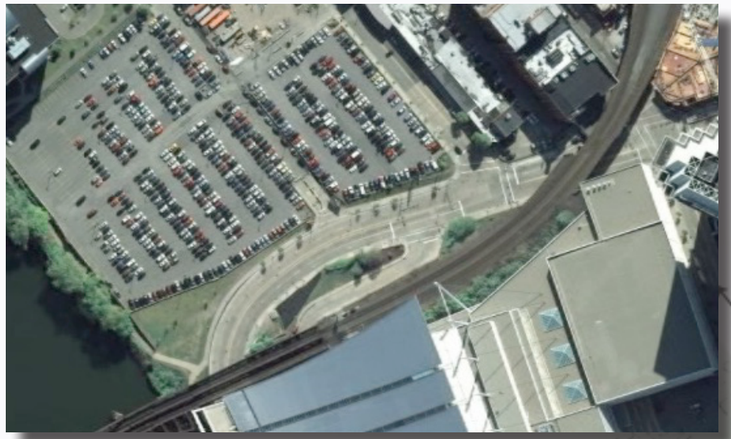
NEXT STEPS
The final design and engineering of Phase 1 City Portal will be funded through an allocation in the PENNDOT grant. The project will need to be reviewed by the Art Commission and engineering agencies for PENNDOT and the City.

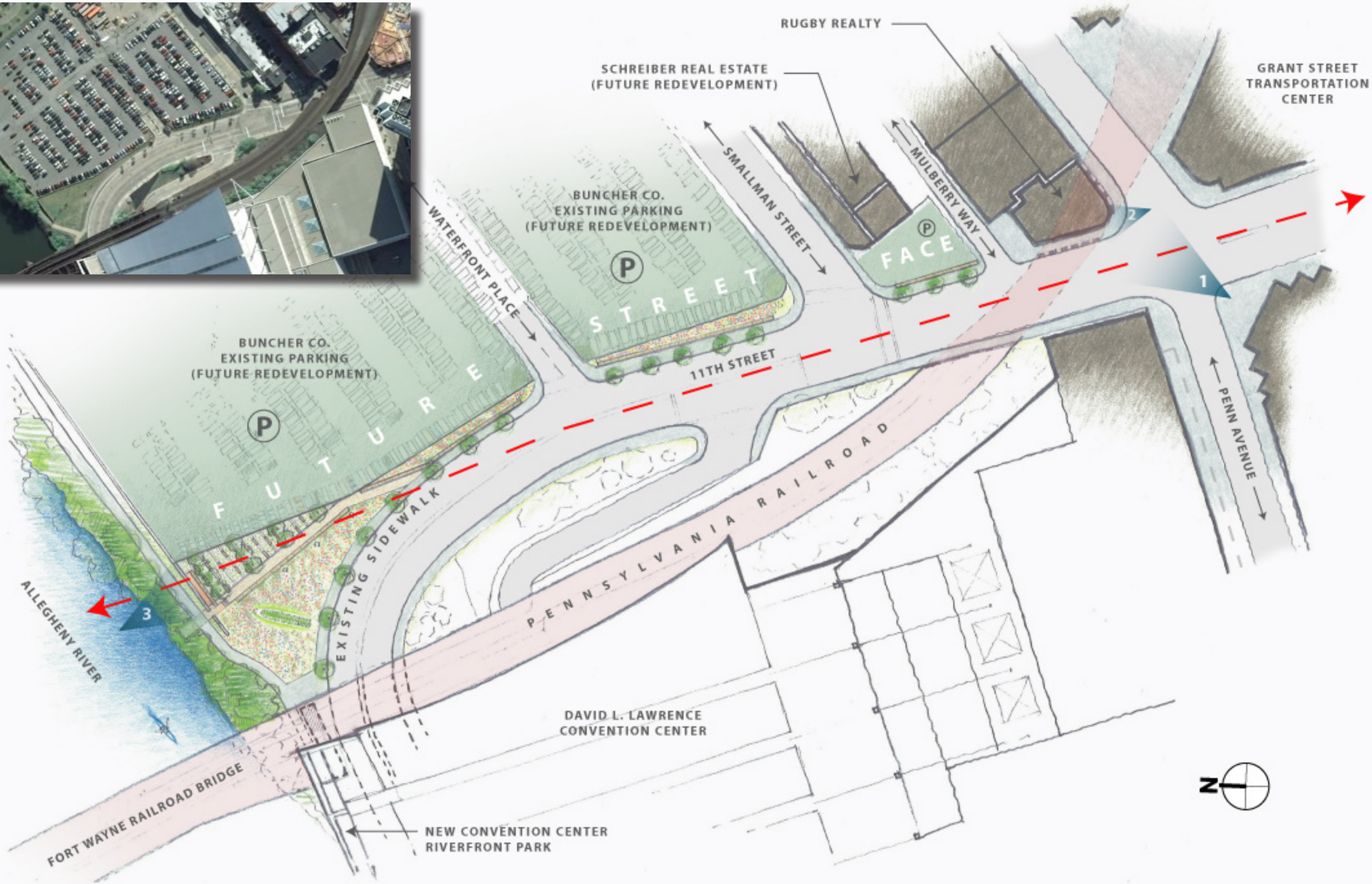
Neighbors in the STRIP
Pittsburgh's Historic Market District



- City Portal (phase 1)
- Waterfront Portal (phase 2)
- Future Portals (phase 2)

Portal Locations





NEIGHBORS IN THE STRIP - STRIP PORTALS SITE STUDY

December 15, 2008

WATERFRONT/RAILROAD PORTAL CORRIDOR

PFAFFMANN+ASSOCIATES PC

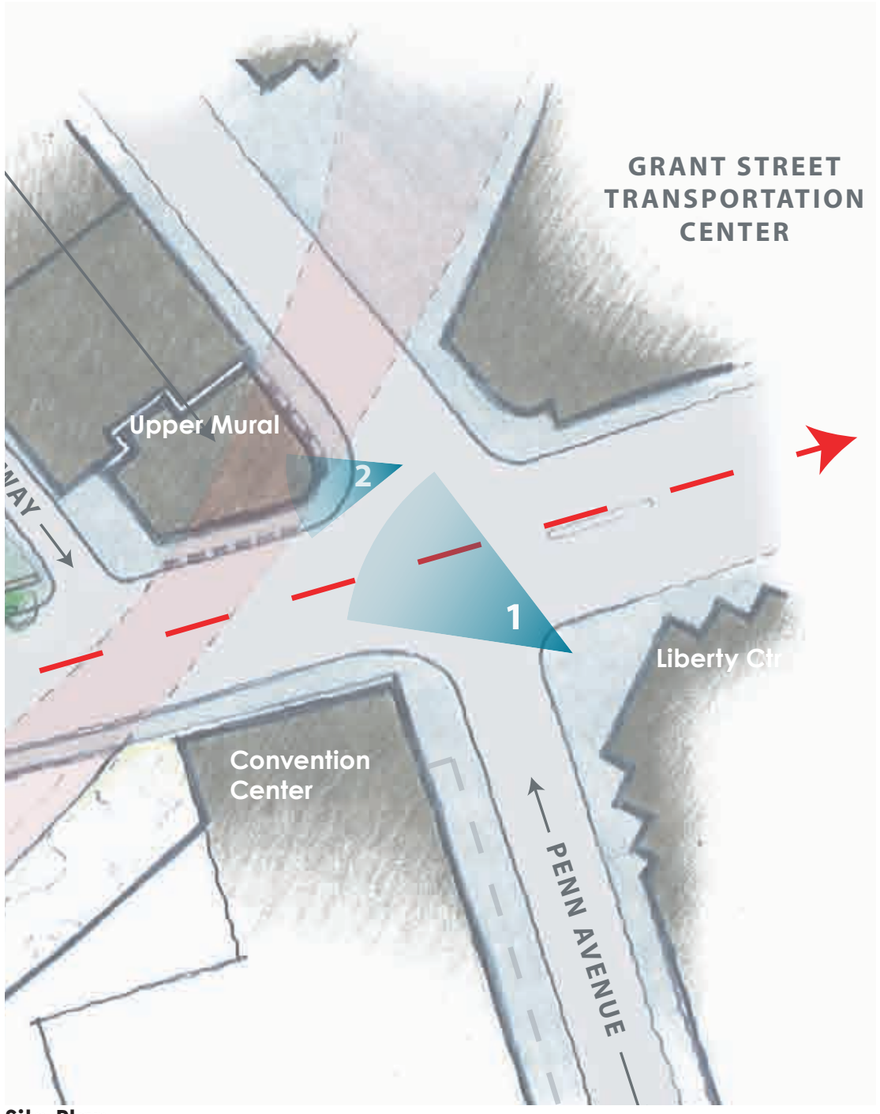
Richard Haas: Fulton Building

Diego Rivera: Building of a City

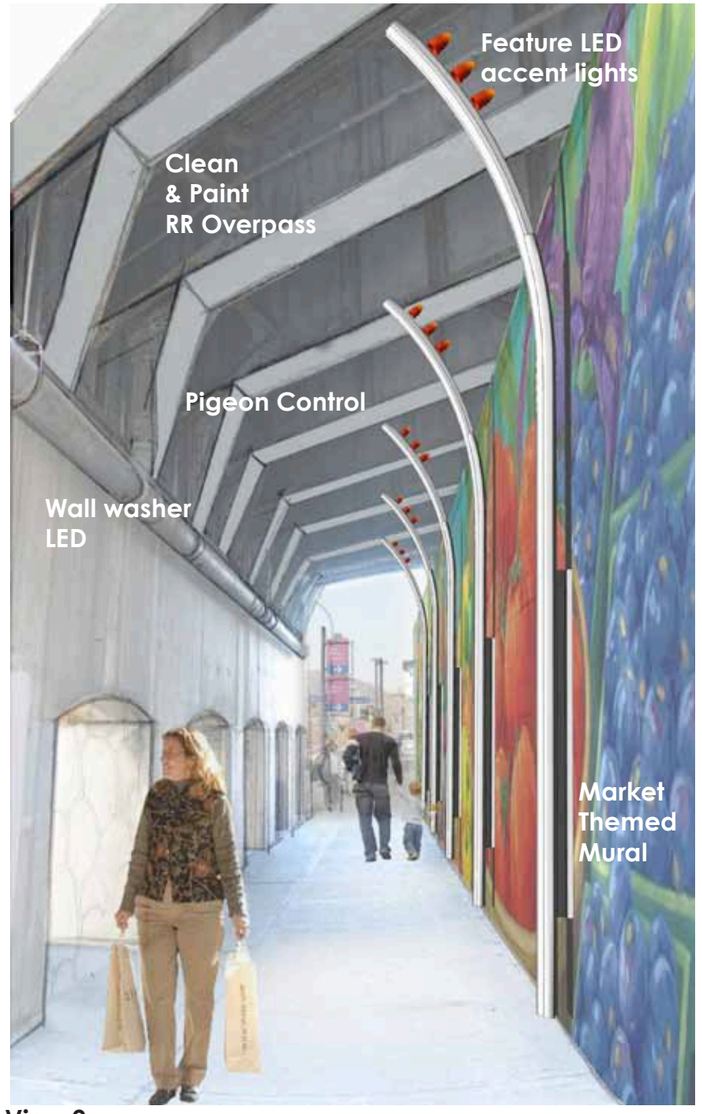
Alt #2: colored fruit with FULL STRIP LOGO

Alt #3: B&W w/selected colored fruit with STRIP wordmark

***View 1:* towards Strip from City with preferred mural**



Site Plan

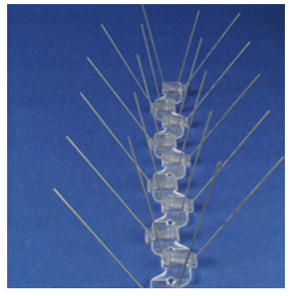


View 2

View 1

STRIP PORTALS

City Portal



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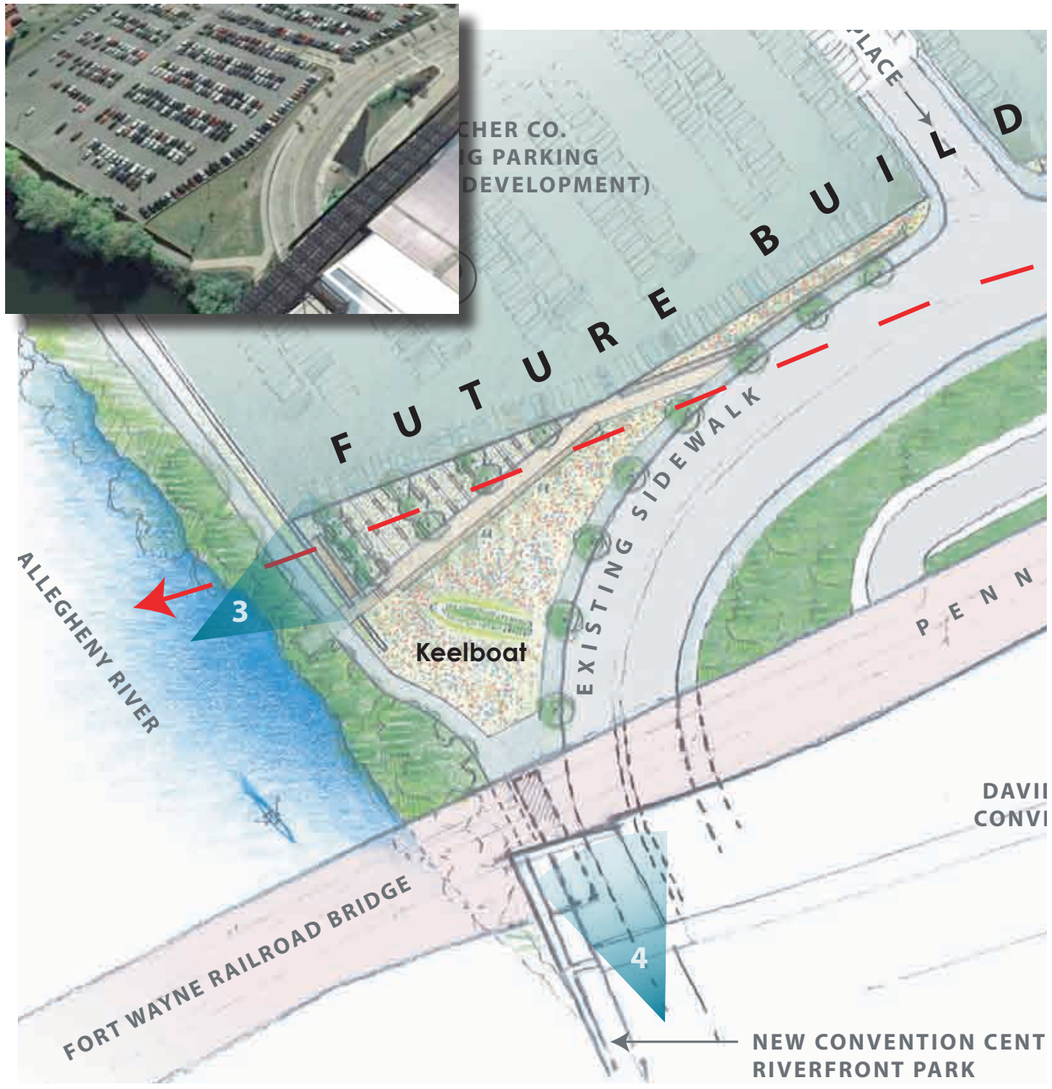
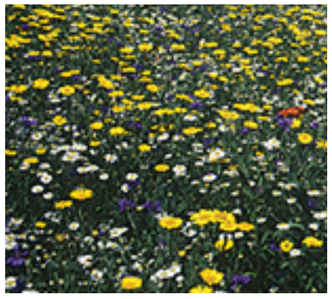
PITTSBURGH'S HISTORIC MARKET DISTRICT

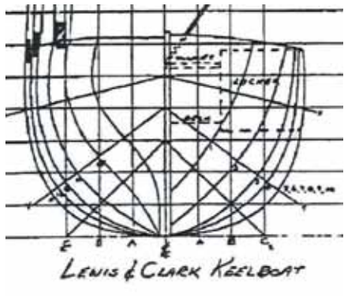


View #3 from trail to City

STRIP PORTALS

Waterfront Portal & Trail Connection: “Keelboat Landing”





View #4 from Ft Duquesne Blvd.

The Ft. Wayne Railorad Bridge is a key part of the Strip's identity and is a key threshold via auto and foot.

Option A (preferred):

Pros:
Visible from all directions (trail and 10th street approaches)

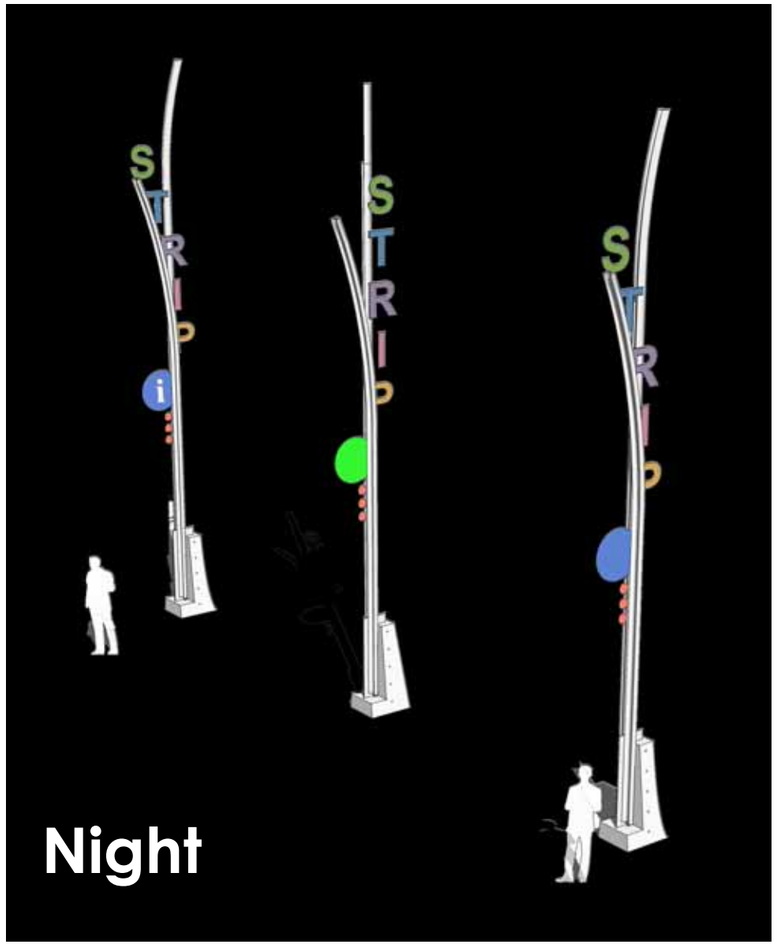
Cons:
In front of future building facades.

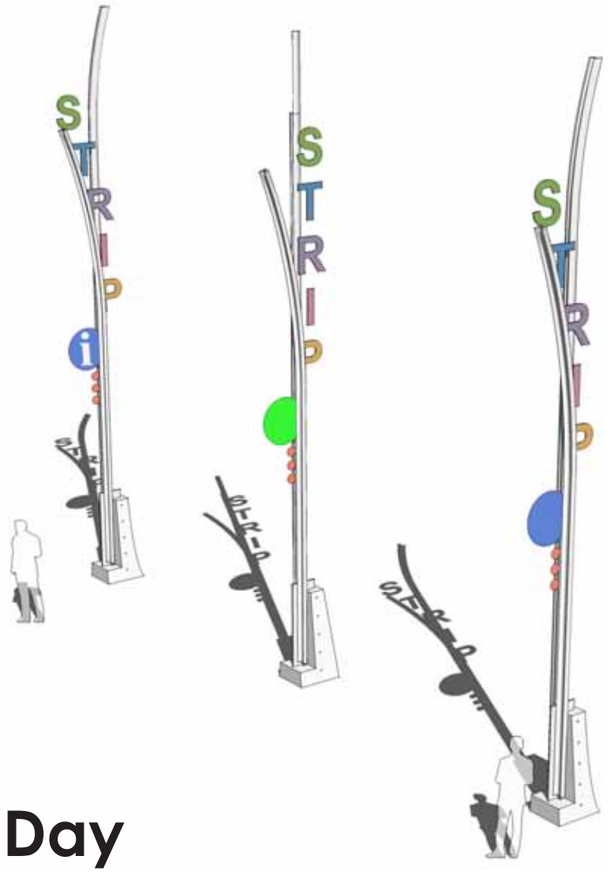
Option B:

Pros:
Strong visual legibilty with railroad bridge elements behind.

Works in tandem with the physical portal of the bridge

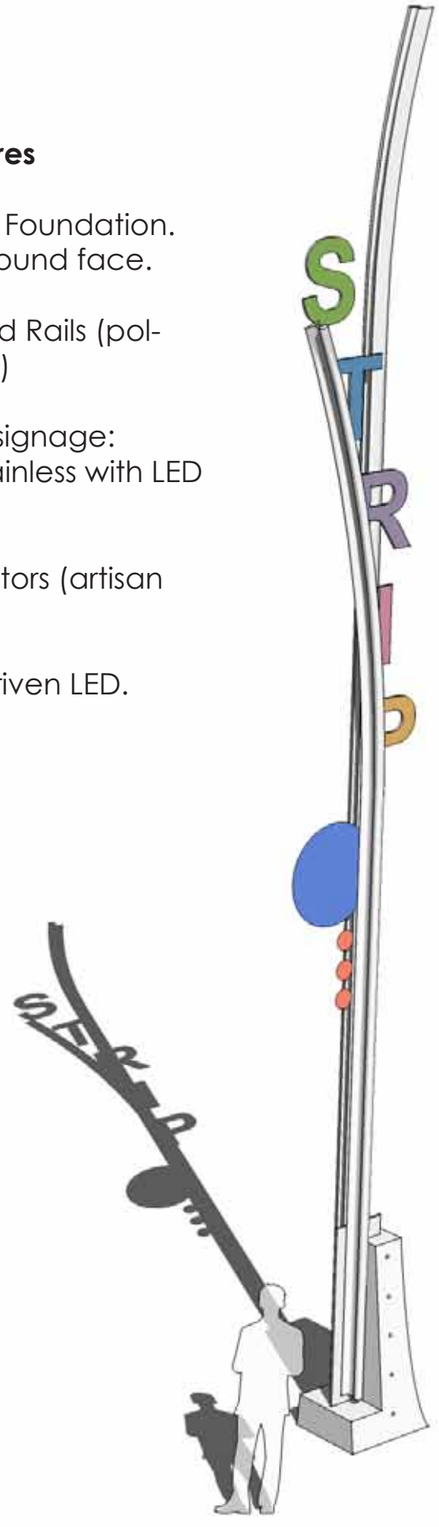
Cons:
Only visible when approaching from the city side
Additional signage required to bring identity into park and from upstream





Portal Pylons Features

- Artisan Concrete Foundation. stained/etched/ground face.
- Recycled Railroad Rails (polished on one edge)
- "STRIP" Indentity signage: Channel letters (stainless with LED lighting).
- LED lit glass insulators (artisan fabricated)
- Option for solar driven LED.



STRIP PORTAL IDENTITYPYLONS