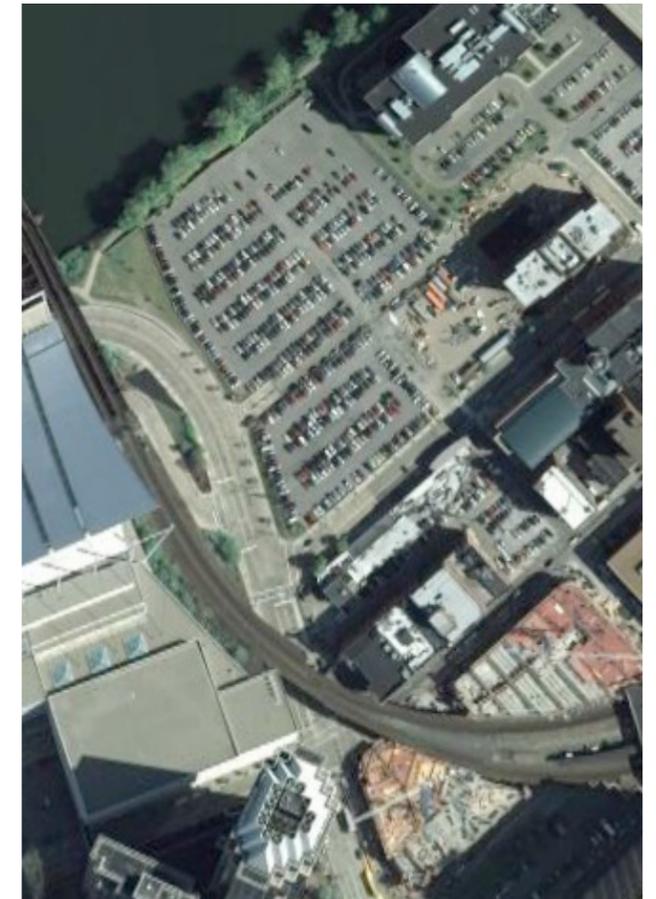


# STRIP PORTALS

## Concept Plan



**PFAFFMANN + ASSOCIATES**  
223 Fourth Avenue  
Pittsburgh, PA 15222  
412.471.2470

Second Draft • December 2008

# STRIP PORTALS

## Concept Plan

### Project Team

Neighbors in the Strip  
1212 Smallman Street  
Pittsburgh, PA  
15222  
412-201-4774  
www.neighborsinthestrip.com  
rrodgers@yahoo.com

### Project Funding

Buhl Foundation

### Portals Committee

Andy Masich, Chair  
*add members here*

### Staff

Becky Rodgers  
Cindy Cassell

### Design Consultant

Rob Pfaffmann, AIA  
Whitman Rogers  
Pfaffmann + Associates  
412.471.2470  
www.pfaffmann.com

### 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 should stand 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 and 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  
Reinforces STRIP Brand & Identity  
Adaptable to multiple locations  
Multiple "readings" Past/Future  
Way finder/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 lit 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 string pedestrian connection between the Allegheny River and the City Portal Area of Phase 1. Key elements include:

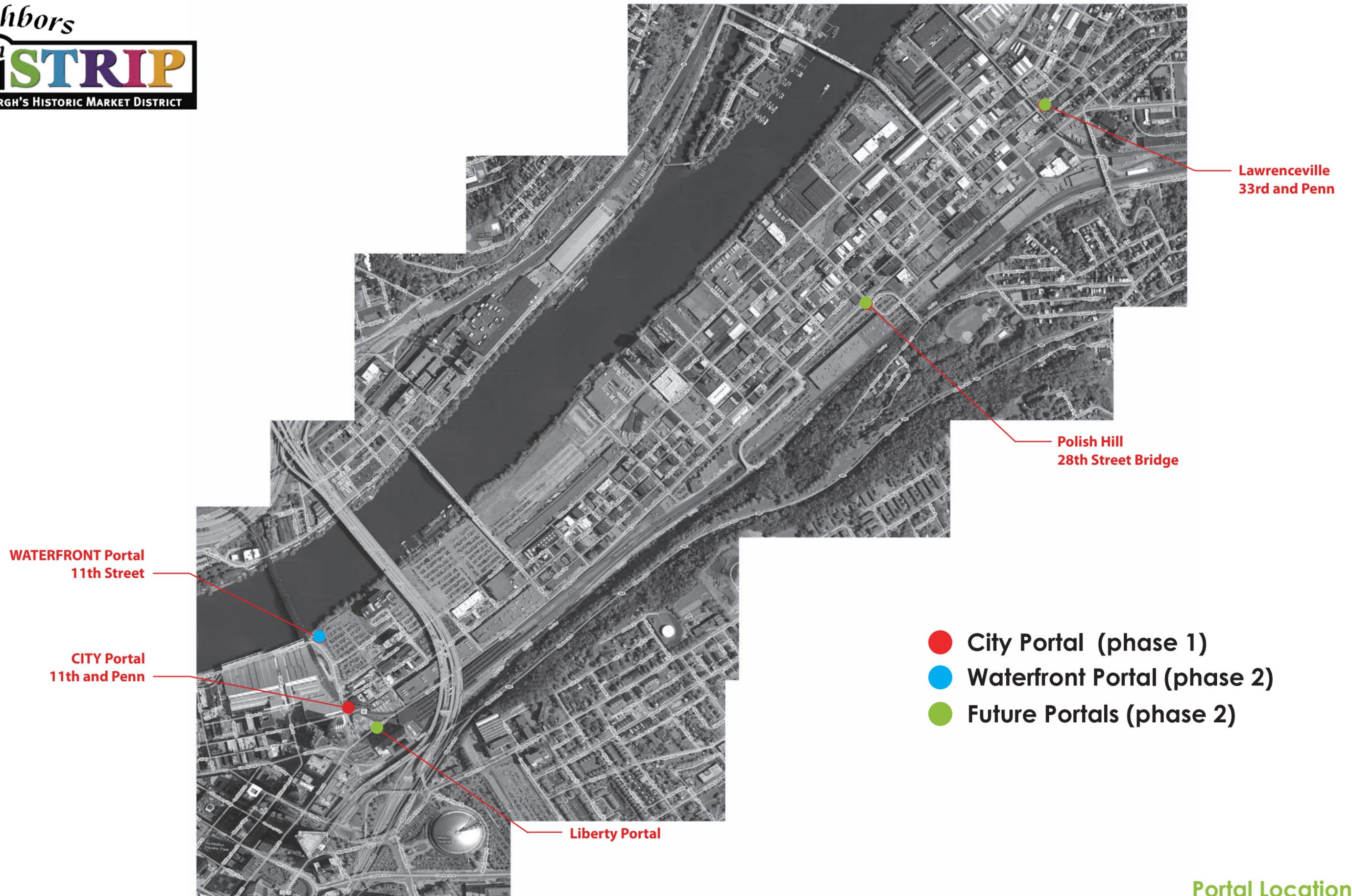
1. Walkway connection to Trail
2. Landscape (trees, ground covers, seating)
3. Portal Pylons for FT. Duquesne entry.
4. Proposed interpretive art illustrating the Lewis And Clark Keel-boat that was constructed close by.

### BUDGET

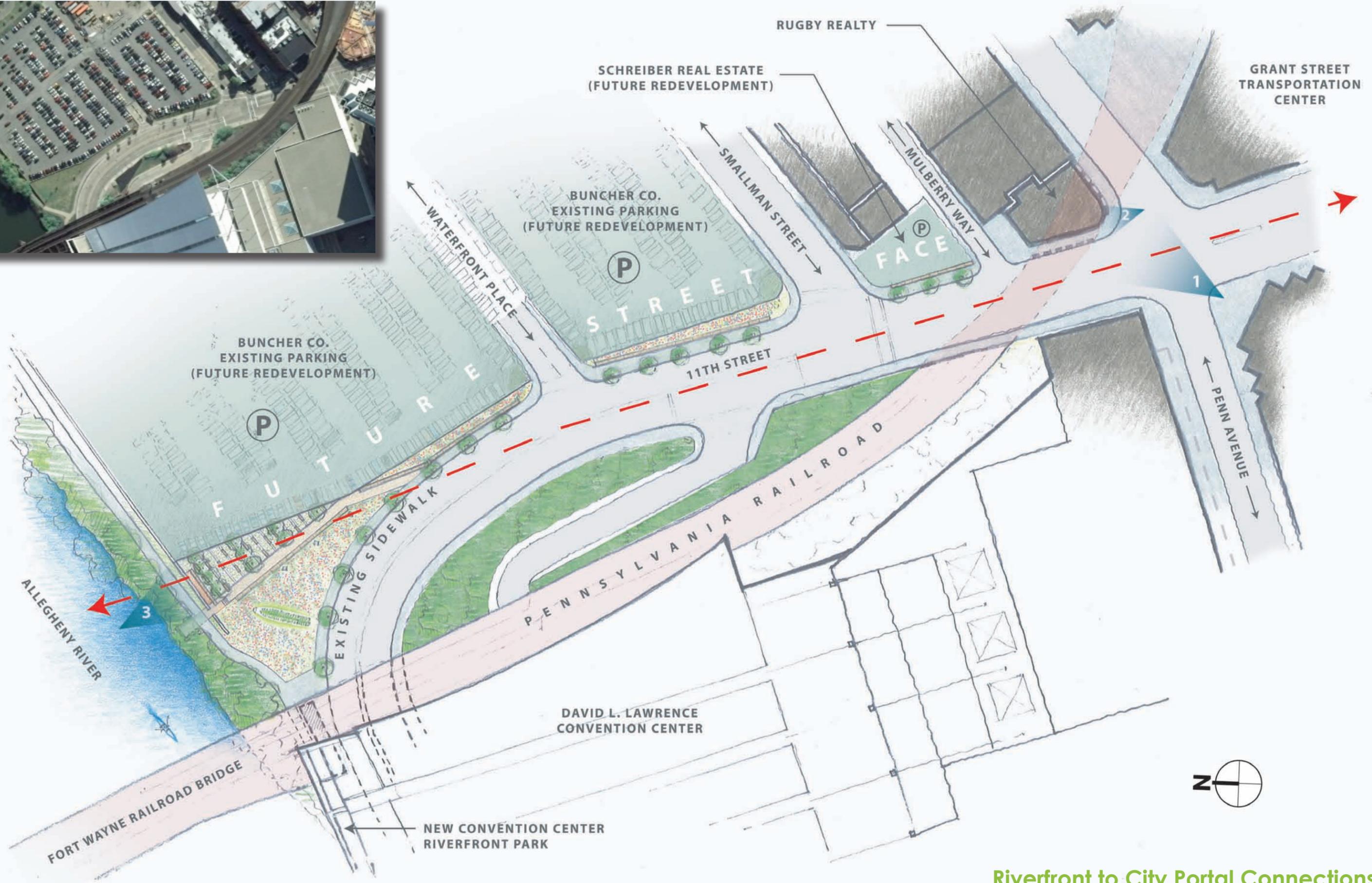
A preliminary budget for the designs presented are detailed in this report. The budget is preliminary. The greatest unknown is cost for cleaning and repainting the Railroad overpass. Variables include staging and environmental protection (Lead paint removal).

### NEXT STEPS

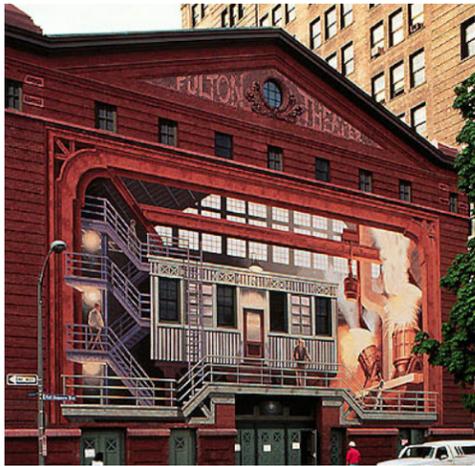
The final design and engineering of Phase 1 City Portal will be funded through a \$50,000 allocation in the PENNDOT grant. The project will need to be reviewed by the Art Commission and engineering agencies for PENNDOT and the City.



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



**Riverfront to City Portal Connections**



Richard Haas: Fulton Building



Diego Rivera: Building of a City



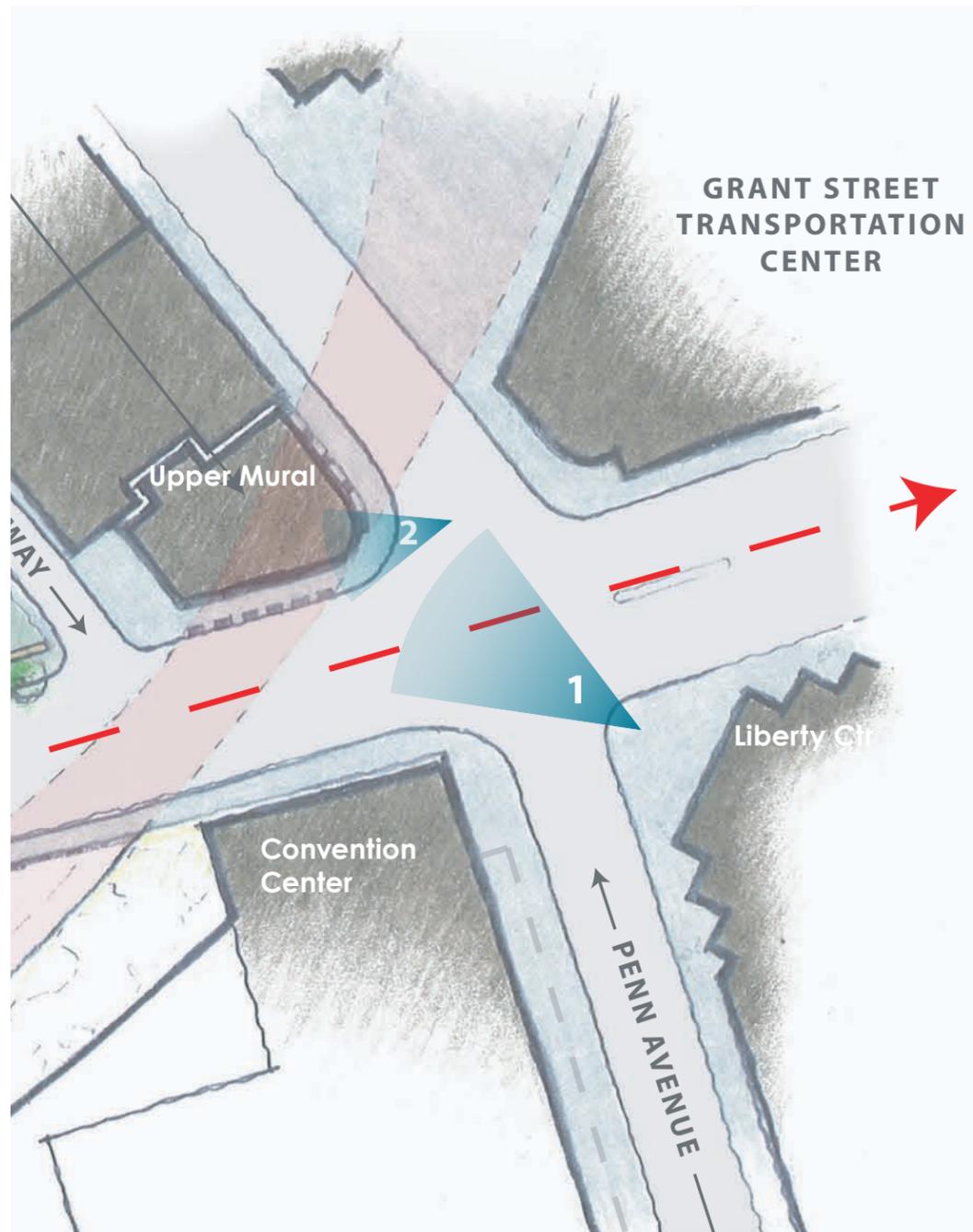
Alt #2: colored fruit with FULL STRIP LOGO



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



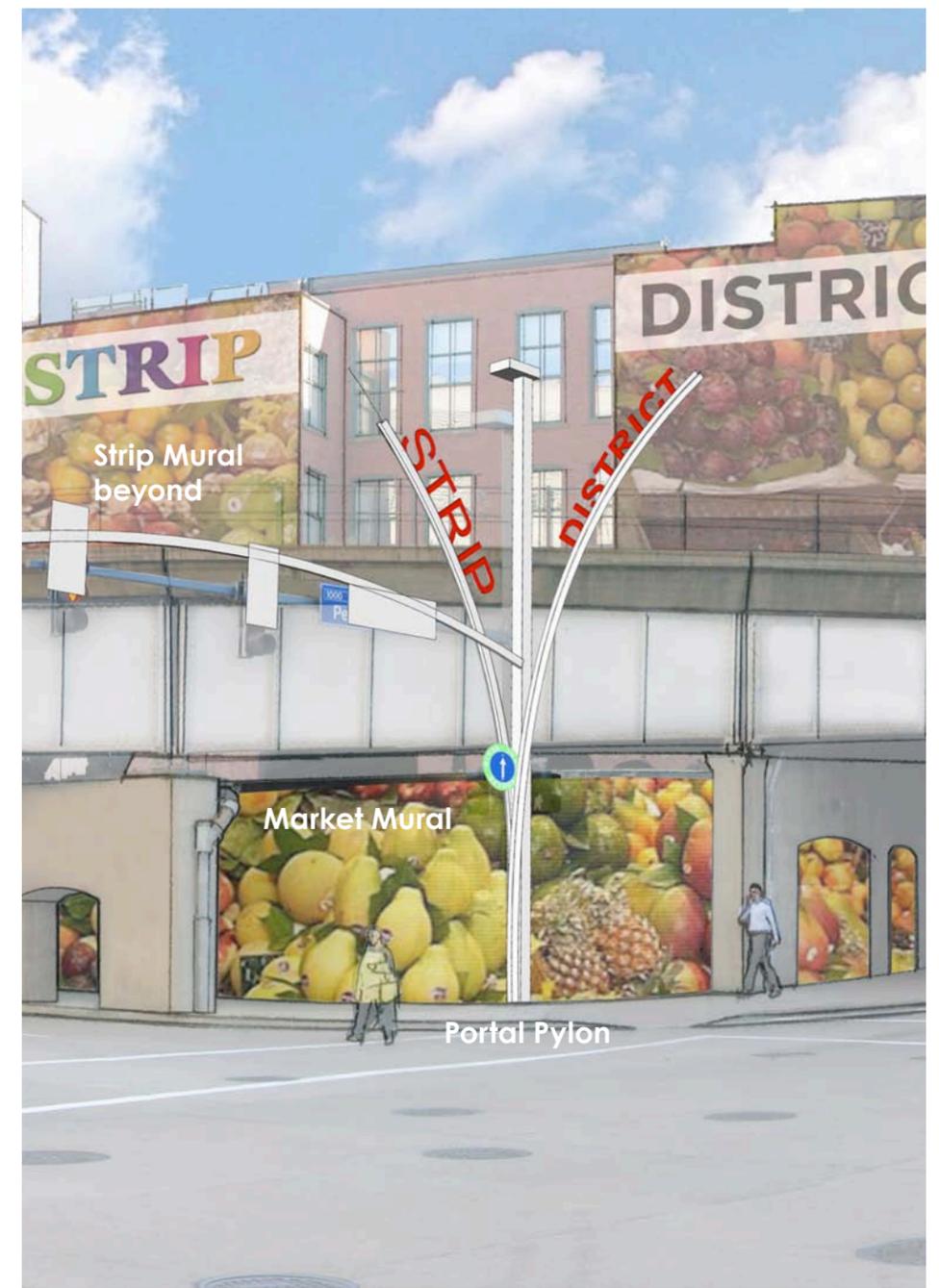
View 1: towards Strip from City with preferred mural



Site Plan



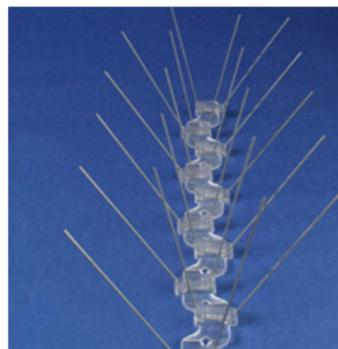
View 2

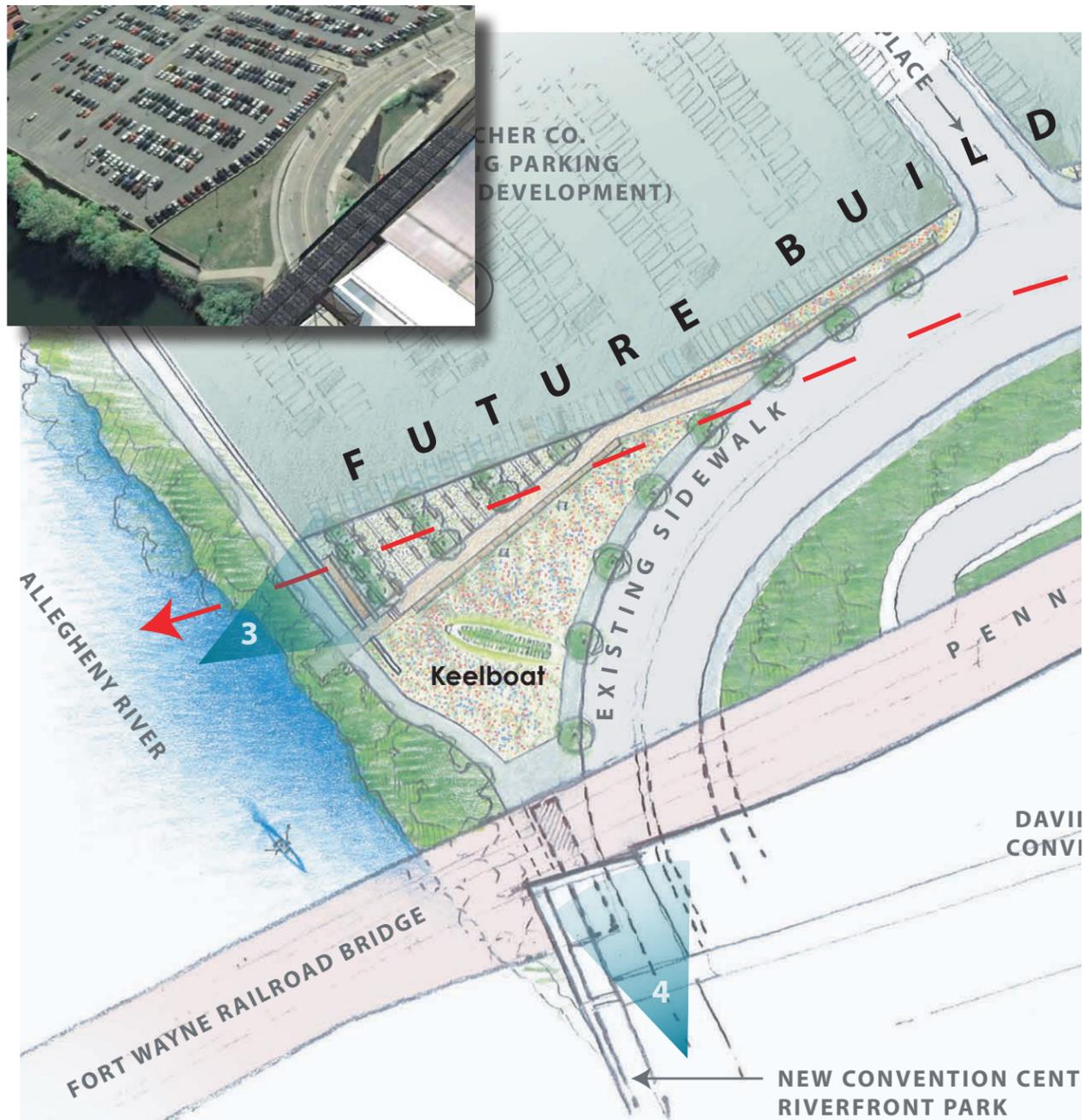


View 1

# STRIP PORTALS

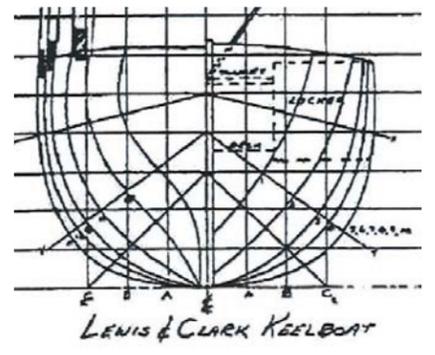
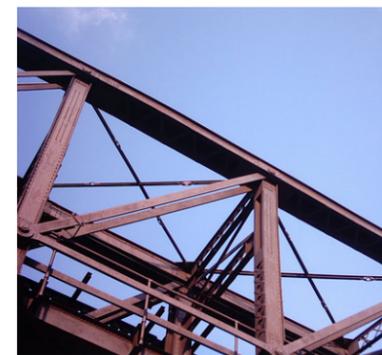
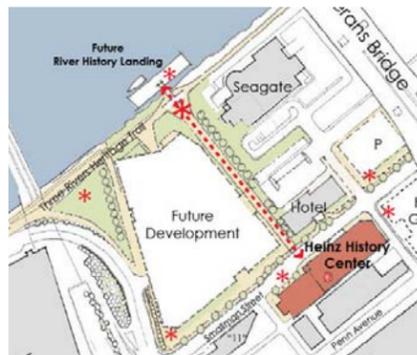
City Portal





# STRIP PORTALS

## Waterfront Portal & Trail Connection: "Keelboat Landing"





Option A - IN FRONT of RR Pier

Option B - IN PARKLET  
Road Curve Line of Sight

View #4 from Ft Duquesne Blvd.

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

### Option A:

Pros:  
Strong visual legibility 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

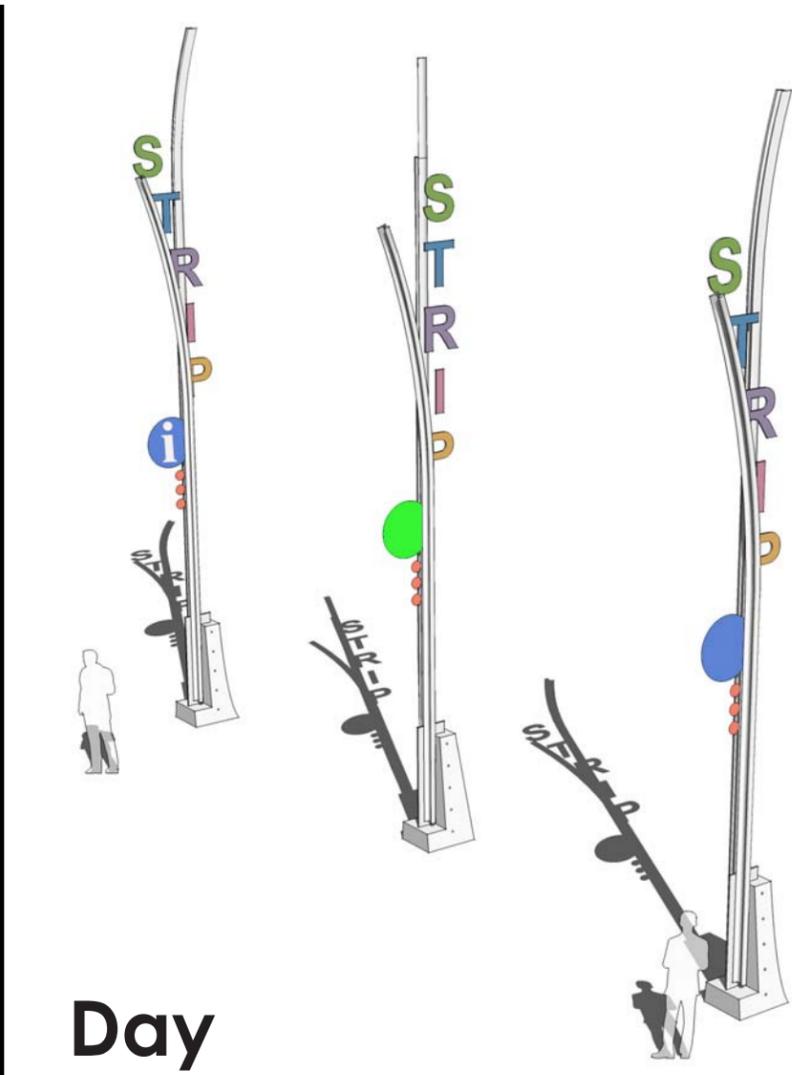
### Option B:

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

Cons:  
In front of future building facades.



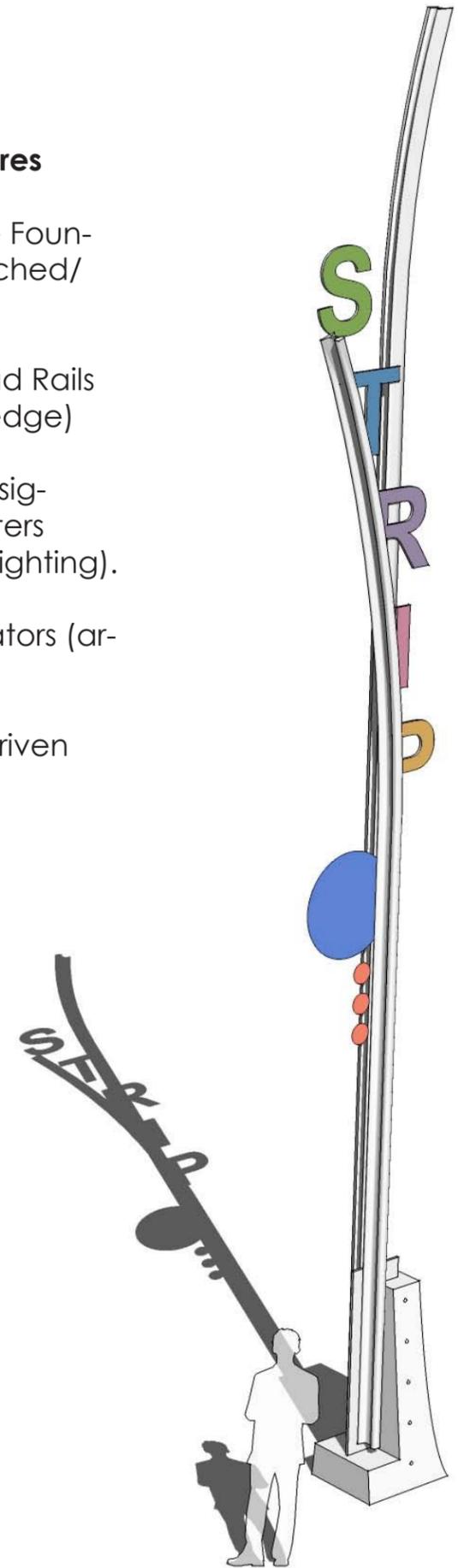
Night



Day

**Portal Pylons Features**

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



# STRIP PORTAL IDENTITY PYLONS

