

# recommendations for projects at different scales

The Vision Plan proposes improvements that involve various degrees of intervention over a broad range of scales. Some entail new development on large underutilized sites that would create a market for neighborhood property; others are specific to individual sites where an infill change will make a difference; and many will evolve on their own. They cover a range of scales from very large to small, yet each has a strategic purpose:

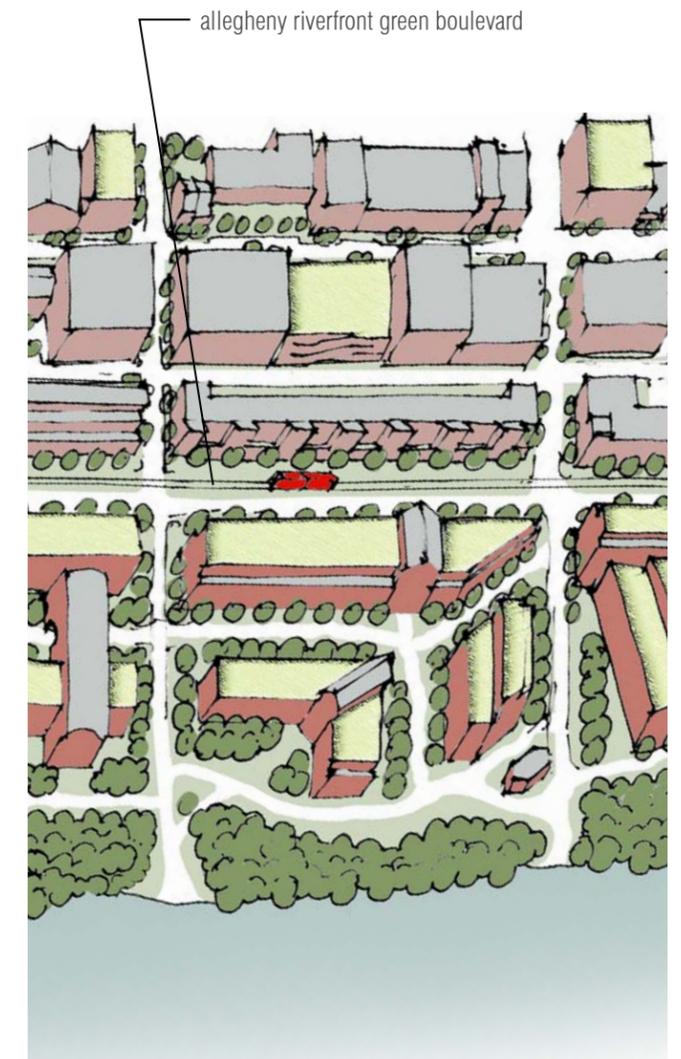
- Transformative Development
- Strategic Catalysts
- Repurposed Places
- Maintenance
- Conservation

## Transformative Development

### Redevelop Major Underutilized Sites

Large underutilized sites are located in key places where development could transform the landscape and create new opportunities. They would have a significant design and market impact, and exhibit catalytic qualities to help spur investment toward achieving sustained growth.

- Strip District from 11th Street to 21st Street between the riverfront and Smallman Street, including the North Side across the river between the Veterans and 16th Street Bridges
- 33rd Street Corridor/Doughboy Square from Liberty Avenue to the river
- 40th Street Corridor from Penn Avenue to the river
- Central Lawrenceville from 43rd Street to 48th Street along the riverfront, including the Heppenstall Site



Most transformative development will occur along the riverfront in the Regenerative Zone

### Strip District from 11th Street to 21st Street and North Shore general design recommendations

- Development should be ecologically sustainable, multi-use, built to green standards, residentially compatible, with access to the riverfront along its length.
- Establish the riparian buffer, street grid, rights of way, and infrastructure to support future high-density development along the riverfront.
- Rebuild the public trail along the riverfront and continue the complete Allegheny Riverfront Green Boulevard as an extension of Railroad Street to 11th Street.
- Utilize Railroad Street as the front door to riverfront buildings.
- Control building heights to maintain Downtown's iconic image.
- Do not incent change of the historic retail/wholesale nature of Penn Avenue and established sites in the Strip District, but allow change to occur as an evolutionary process.
- Provide parking facilities to support the public use of the area's amenities but discourage commuter parking.



Proposed land use



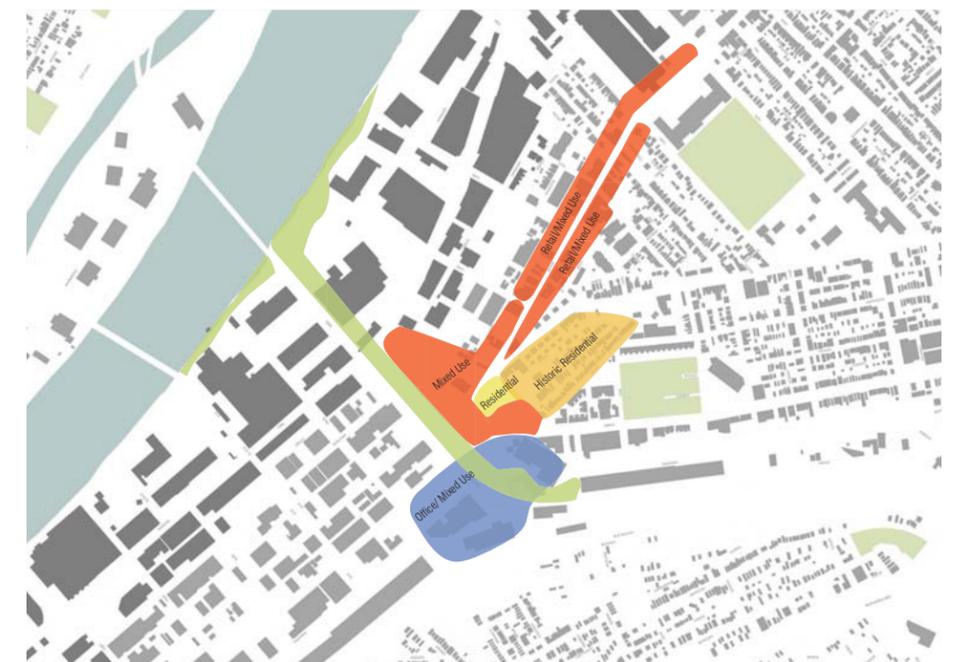
Strip District from 11th Street to 21st Street and North Shore



33rd Street Corridor/Doughboy Square

### 33rd Street Corridor/Doughboy Square general design recommendations

- Develop as a mix-use and transit-oriented hub with some ground floor retail activity.
- Allow higher densities because of the open space and transit opportunities.
- Increase building heights to 6-7 stories in the vicinity of the Iron City Brewery and the 33rd Street railroad trestle. Maintain 3 story heights at Doughboy Square.
- Connect Herron Avenue to Doughboy Square by extending Herron perpendicular to Penn Avenue.
- Install a 100' wide open space along the east side of the trestle from the Busway to the river where it could meet the riparian buffer. Use the open space to capture stormwater from the adjacent public realm and plant with trees to achieve an 80% tree canopy coverage.
- Transform the trestle with an art installation, such as a "living green wall" or urban graphic.

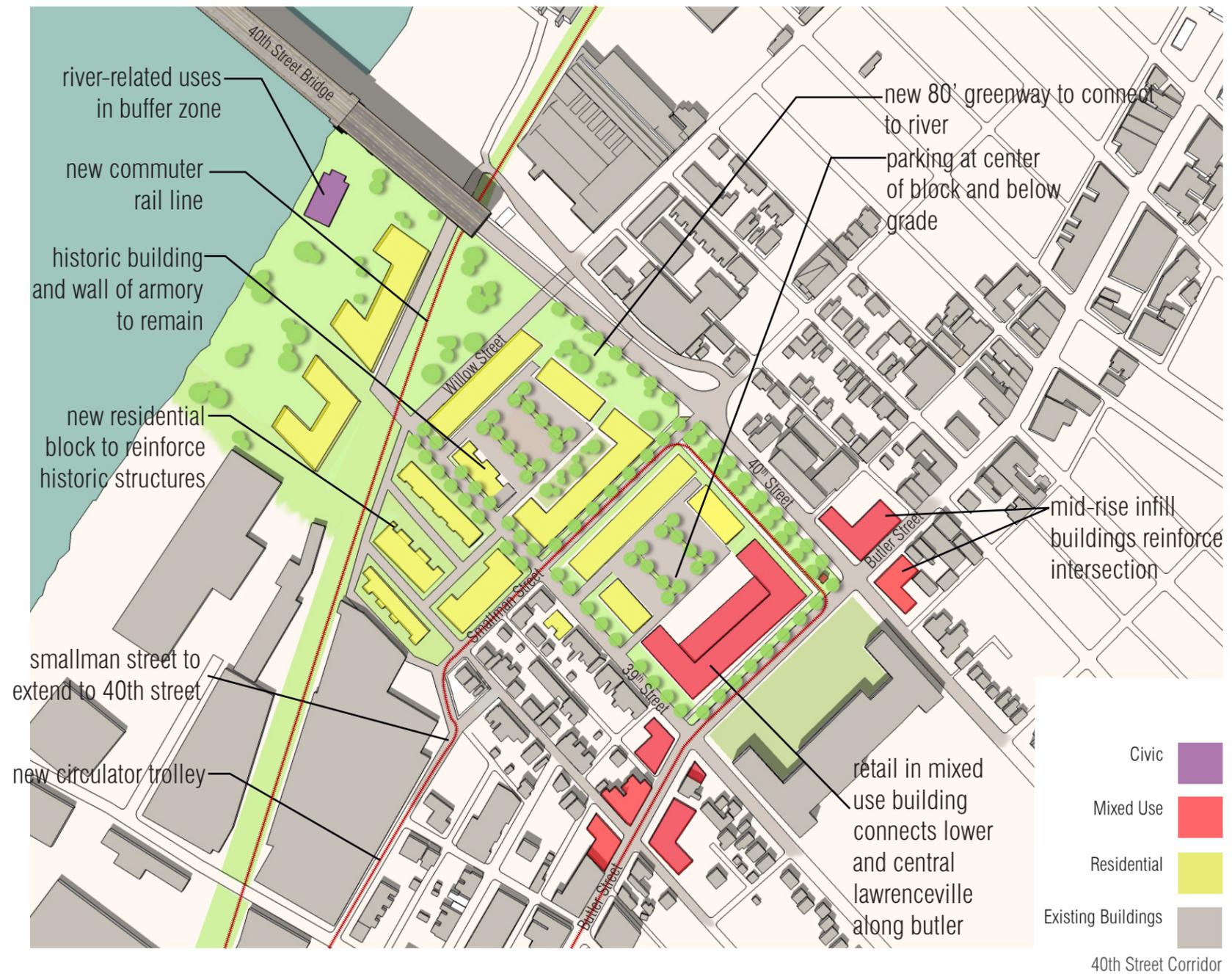


## 40th Street Corridor general design recommendations

- Encourage development of the 40th and Butler location as Lawrenceville's civic center with mixed-use community-oriented retail and residential uses. The large parcel at 40th and Butler is critical to this area's future success and should be planned accordingly.
- Establish the riparian buffer, street extensions for Smallman and Willow Streets, rights of way, and infrastructure to support future higher-density development along the riverfront up to 40th Street.
- Encourage public access of the riverfront and the water's edge and encourage river activities, such as a marina and water taxi stop.
- Provide continuous retail storefront activity at the sidewalk property line along Butler Street.
- Use landscaped open space to connect Penn Avenue to the riverfront along the west side of 40th Street. Capture stormwater from adjacent streets and provide trees to achieve an 80% tree canopy coverage from the river to Penn Avenue.
- Provide decked parking facilities to support retail activities. Provide residential parking on-site in parking facilities below buildings, surface lots in the middle of the block, or shared parking facilities off-site. The 40th Street Corridor should not become a commuter park-and-ride location.



Proposed land use





Central Lawrenceville from 43rd Street to 48th Street

### Central Lawrenceville from 43rd to 48th Street general design recommendations

- Extend Central Lawrenceville residential uses to the riverfront.
- Adopt the Lawrenceville scale for all development and maintain the neighborhood's gritty character.
- Install a public park space at the foot of 43rd Street with access to the river.
- Relocate the rail spur to McConway & Torley so that residential uses occupy the 43rd Street Concrete and Buncher Company properties at the riverfront.
- Allow 4-story buildings along the riverfront and maintain existing building heights south of the railroad.



Proposed land use



Large underutilized sites have transformative potential

## Strategic Catalysts

### Initial Projects to Spur Local Development

This intervention targets individual sites that could have a catalytic impact to either spur a localized market or be the first with infrastructure improvements so that others would follow. Many of these strategic catalysts are specific sites within the larger transformative development sites, yet a few others are not. They are first-step locations to achieving economic development.

### Buncher Company Properties

- 21st Street at the River and/or 16th Street at the River: These two sites both within the Strip District transformative area, one at the end of 21st Street at the river's edge and the other just east of the 16th Street Bridge at the river's edge, would signal the beginning of new riverfront development in the Strip District. The 21st Street site is more suited to mixed-use development, with office-type uses facing onto Consumers Produce and residential uses oriented toward the river. The 16th Street site would be ideal for residential occupancy adjacent to the outdoor market proposed for under the 16th Street Bridge.
- Between the Veterans Bridge and the 16th Street Bridge along the south bank of the River: This Strip District site has been identified as a new entertainment destination with restaurants fronting the River and public access to the water's edge.
- Flex Building Property between 43rd and 48th Streets: This property has been identified for moderate-scaled residential development and would be the first riverfront development in the Lawrenceville 43rd Street to 48th Street transformative area.

### URA Properties

- Produce Terminal: Rehabilitation of this historic building will lead the revitalization of Smallman Street in the historic Strip District. Not intended to mimic the retail nature of Penn Avenue between 16th and 22nd Streets, the adapted Produce Terminal anchored by The Society for Contemporary Craft at 21st Street and the Neighbors in the Strip's Pittsburgh Public Market at the 16th Street end will set the tone as an artistic and professional center of the Strip District's transformative area.

- Tippins International Site: Redevelopment of this site into a distribution center is a strategic decision to locate distribution facilities where they have minimal impact on neighborhoods. It is also intended to absorb some distribution activities in the Strip District and those in the Buncher Company's flex buildings where other development is more appropriate.

### City Property

- Tow Pound Site: Although there are no recommendations made for the eventual use of this site, it is strategically located in the Regenerative Zone making it ideal for mixed use activities. It could be one of the first sites to be developed as a regenerative demonstration.

### Regional Industrial Development Corporation Property

- Heppenstall Site: This catalytic site in the 43rd to 48th Street transformative area has a key role in the future of residential development. RIDC's proposed all-industrial use would block the extension of residential development to the riverfront and have a detrimental effect on the value of the riverfront. It would be in the community's interest to promote residential development of this site and minimize industrial uses.

### Other Strategic Properties

- 39th Street to 40th Street between Butler Street and Foster Street: This large property in single ownership is key to Lawrenceville’s viability as a riverfront community. It occupies “the” strategic location in Lawrenceville.
- Wendy’s and Get-Go sites at the intersection of Butler and 40th Streets: These two auto-oriented retail establishments break the retailing pattern of Butler Street, create a hazardous condition for pedestrian traffic, and do little to improve the visual quality of this important gateway into Central Lawrenceville. Replacing them with taller mixed-use structures that hold the lot lines at the intersection will assist in linking Central to Lower Lawrenceville and improving the perception of Lawrenceville.
- 43rd Street Concrete: Relocating the concrete plant to another location in the Allegheny Riverfront Area would allow 43rd Street to develop as Lawrenceville’s main access to the riverfront, allow for a new riverfront park to be installed, and contribute land for more riverfront residential development as the western anchor of the 43rd to 48th Street transformative area.
- Pitt-Ohio Property between 33rd and 35th Streets along the River: This is one of the larger sites along the riverfront that has the potential as a Regenerative Zone demonstration development.



40th and Butler Streets



Individual sites can have a catalytic impact



Repurposed buildings demonstrate sustainable investment and respect for distinctive structures

## Repurposed Places

### Reuse Existing Buildings to Create Distinctive Places

The Strip District and Lawrenceville are full of substantially built structures that could have second and third lives as repurposed places. Renovation and adaptive-reuse not only helps to sustain a healthy revitalization and increase in quality of the neighborhood, but also retains the structure's inherent value. Generally privately financed, these improvements are important and strategic to maintaining neighborhood character and should be encouraged wherever possible.

A number of buildings in the Upper Strip District provide good examples of reused and repurposed buildings. The conversion of the Armstrong Cork Building into apartments is the most notable example; however there have been a number of these conversions over the years involving many different uses that have helped revive the Upper Strip District and Lawrenceville:

- Chocolate Factory as flex industrial
- Cigar Factory as mixed use office
- Crane Building as mixed use
- 31st Street Lofts from industrial to residential
- Ice House as artists' studios
- NREC building as robotics research
- Brake House Lofts as residential apartments
- Midwife Center from offices to a birthing and healthcare center
- Pittsburgh Opera from industrial to rehearsal and office space
- Pittsburgh Ballet to rehearsal and office space

Upcoming repurposed buildings include:

- Otto Milk Building from industrial to residential
- Produce Terminal to a marketplace, boutique storefronts, and professional offices.

## Maintenance

### Allow for Continued Evolution

The hearts of the Strip District and Lawrenceville have evolved on their own and will continue to do so in the future. We've seen the increasing popularity of retailing along Penn Avenue in the historic market district; renovated storefronts along Butler Street as new uses, particularly restaurants, are changing this neighborhood street into a city-wide destination; the relocation of truck-oriented distributors to other locations outside the area; the populating of the Upper Strip with new residential development; and reinvestment in the residential neighborhoods as new residents renovate their homes.

These are the places where transformative and catalytic interventions are not needed because the market is working. The Vision Plan recommends the following notable locations for sustained maintenance:

- Historic Penn Avenue and Smallman Street market district between 16th and 22nd Streets
- Upper Strip District in the Transition Zone
- Butler Street retailing in Lower and Central Lawrenceville
- Central and Upper Lawrenceville residential neighborhoods

Evolutionary change is more acceptable to most people because incremental change is less threatening and less detrimental to its context. In commercial areas, change is more acceptable, and greater variety is often desirable. The Vision Plan's influence will be indirect, yet positive, in slowly raising the quality of life throughout the area.



Maintenance locations are "all right"



Conserve and restore the Allegheny Riverfront's historic resources

## Conservation

### Preserve and Enhance Authentic and Significant Resources

Although the Riverfront Vision Area is comprised of some of Pittsburgh's earliest settlements, designated historic buildings in the Strip District and Lawrenceville are sparse. Fortunately most of the bridges are designated historic structures and a good share of Lower and Central Lawrenceville is mapped as an historic district eligible for historic tax credits. Nonetheless, there remain significant buildings and streets that should be preserved either by designation actions or by community initiative to purchase and restore them. Repurposing older buildings contributes significantly to a conservation strategy.

Notable locations for conservation include:

- Market district on Penn Avenue and Smallman Street
- Doughboy Square area
- Residential buildings along 38th and 39th Streets in Lower Lawrenceville
- Catalyst Building
- Leslie Park
- Hillside bluffs from Stanton Heights to Washington Boulevard