

Development Activities Meeting Report (Version: 02/20/2026)

This report created by the Neighborhood Planner and included with staff reports to City Boards and/or Commissions.

Logistics	Stakeholders
Project Name/Address: Permanent light pole banners along Fifth and Forbes Avenues Fifth Avenue (from Neville to Clyde) and Forbes Avenue (from Forbes Ave Bridge to Beeler)	Groups Represented (e.g., specific organizations, residents, employees, etc. where this is evident): Oakland Planning and Development Corporation Squirrel Hill Urban Coalition Oakland Business Improvement District Area residents & stakeholders DCP Staff
Parcel Number(s): N/A	
ZDR Application Number: PACD-2026-00235	
Meeting Location: Virtual	
Date: October 12, 2026	
Meeting Start Time: 5:30 PM	
Applicant: Carnegie Mellon University	Approx. Number of Attendees: 11
Boards and/or Commissions Request(s): Public Art and Civic Design Commission	

How did the meeting inform the community about the development project?

Ex: Community engagement to-date, location and history of the site, demolition needs, building footprint and overall square footage, uses and activities (particularly on the ground floor), transportation needs and parking proposed, building materials, design, and other aesthetic elements of the project, community uses, amenities and programs.

1.5 years ago, CMU submitted an application to DOMI for temporary banners on 26 new light poles. Earlier this year, CMU decided to make permanent; this is initial step and initial engagement with the community for that process. The applicant shared a site plan of the banners located along Forbes and Fifth Ave, as well as photo renderings of the design, which includes the name "Carnegie Mellon University" on a solid red background.

Discussion

Topic / Issue	Recap
Appropriateness of banner placement	5 th Avenue section is to remind people that CMU is located on a portion of 5 th Avenue. Main areas mark territory from Craig Street to Bueller. CMU also owns land of WQED building, but not the building; there's a 45-year lease. CMU has a building across the street, in upper corner of Neville and 5 th ; no new light poles there, and not proposing to change those anytime soon.
Traffic Calming Benefit	"When we advocated for street trees on Forbes; study for street trees and light poles make a tunnel effect. Narrows field of view a bit; if narrower, people tend to slow down. I'm sure I could find someone at CMU to study it."

Link to Video Recording: [2026-10-12 17.34.29 Oakland DAM](#)

Planner completing report: Keith Portugal