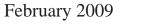
THE HEART OF

TROY HILL PLAN







This project was funded by a grant from the Community Design Center of Pittsburgh



CKNOWLEDGMENTS

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Troy Hill Citizens Council

Citizens of the Troy Hill neighborhood

City of Pittsburgh, Department of City Planning

Troy Hill Study Committee

- Andrea Lavin
- · Andrew Dash
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NTRODUCTION

Study Purpose

The purpose of this project is to make sustainable, aesthetic, and structural improvements to the business district in Troy Hill. Some of the main issues include: making connections, defining sustainable solutions, capitalizing on tourism, and enhancing the business district. To address these issues, we've considered the following neighborhood improvements: streetscape construction, wayfinding signs, park developments, stormwater best management practices (BMPs), marketing strategies, upgrading facades, parking solutions, and opportunities for reinvestment. All of these elements may contribute to an enhanced sense of place for Troy Hill. The outcome will be an increased quality of life for residents, new businesses, raised property values, and new residents.

How Can this Plan Help You?

Troy Hill Citizens Council (THCC) - This Plan helps guide your efforts and decision making along with providing funding sources for improving the Heart of Troy Hill. It will also help you promote sustainable design and planning practices to willing residents, business owners, and developers.

Troy Hill Business and Building Owners – This Plan offers you tips and ideas for improving the aesthetics of your building façade, thereby attracting more business, while helping to improve the district as a whole. A more attractive business district helps attract new residents, which in turn, creates more business.

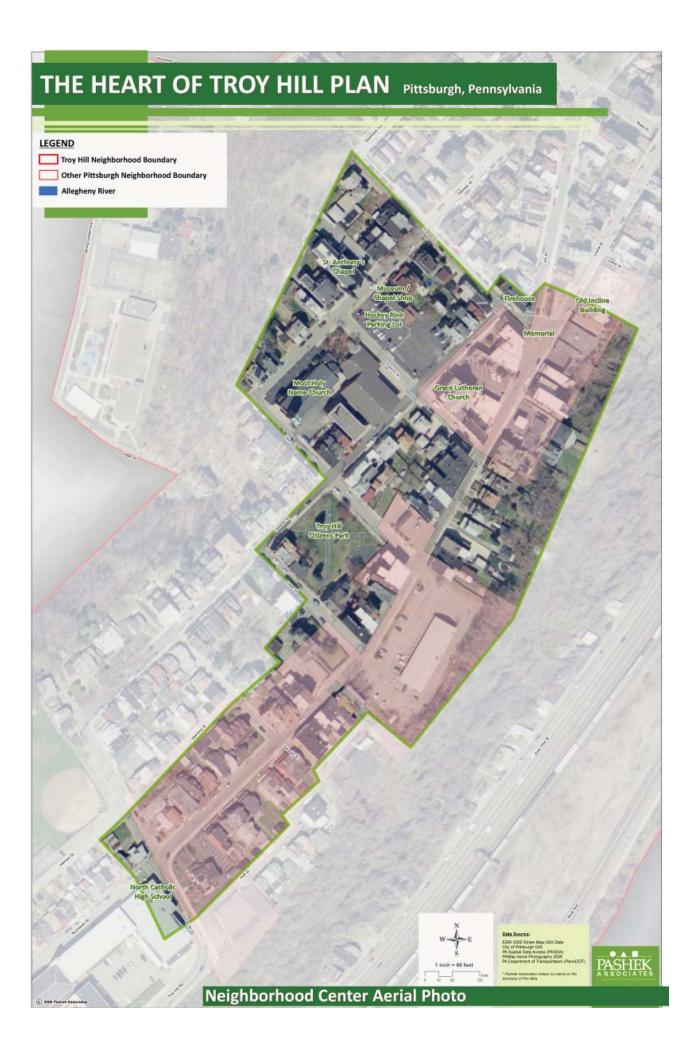
Potential Developers – This Plan offers you good planning and design principles in order to make the most out of your planned development, while preserving the unique character and improving the market value of Troy Hill.

New and Existing Residents – This Plan, while focused mostly on the business district, presents an exciting vision for the future of the Troy Hill neighborhood. This Plan also offers sustainable solutions that can be applied to residential situations.

Business District Context and Study Area

Troy Hill is located on Pittsburgh's Northside on a flat hilltop with views of the Allegheny River and the rest of the City. The neighborhood is surrounded by the River, Spring Garden, North Shore, and East Allegheny. Rich with German heritage, the dense neighborhood retains the look and feel of an Old World village. Narrow streets, brick sidewalks, Romanesque stone churches, and other historic landmarks sprinkle the hilltop.

This project encompasses a majority of the businesses, the historic Troy Hill Fire House, three churches (including Saint Anthony's Chapel) and several blocks of neighborhood residences. This area includes most of the major assets of the neighborhood, which makes up the "Heart of Troy Hill."



ESIGN PROCESS

The Heart of Troy Hill Plan includes conceptual plans and illustrations that capture the vision and goals of the community residents for the project area. Local community members provided specific information about the district. This information helped guide the development of the concept plan and supporting illustrations throughout the design process.

The design process included the following steps:

- 1. Inventory and Analysis
 - Review project goals, existing documentation, and solicit input.
 - Review existing conditions and identify key design opportunities.
- 2. Preliminary Recommendations
 - Create design alternatives.
- 3. Refinement & Final Recommendations
 - Refine and present recommendations.
 - Prepare final vision plan and other relevant drawings.



A committee of key stakeholders was formed to provide input for the district improvement plans. Several committee meetings were held to gather ideas and input from committee members. In addition, several public meetings were held early in the process to gather input from the community. Meeting minutes for all the meetings are located in the appendix of this report.

NVENTORY AND ANALYSIS

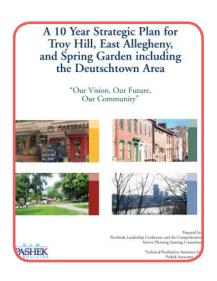
Relevance of Existing Documentation

The following studies were reviewed for information relating to the Heart of Troy Hill Plan:

Northside 10 Year Strategic Plan (Northside Leadership Conference, Comprehensive Service Planning Steering Committee, and Pashek Associates, 2002)

The intent of this Plan is to strategically improve the Troy Hill, Spring Garden, and East Allegheny neighborhoods over the next ten years focusing on: job training, education, housing development, local business district development, crime prevention, and community planning. The following goals identified for Troy Hill relate to the Heart of Troy Hill Plan:

- Capitalize on views of the City
- Develop gateways
- Leverage presence of historic landmarks

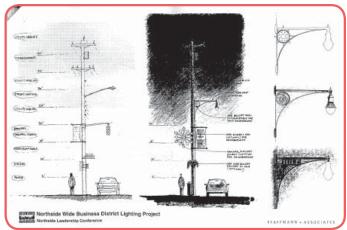


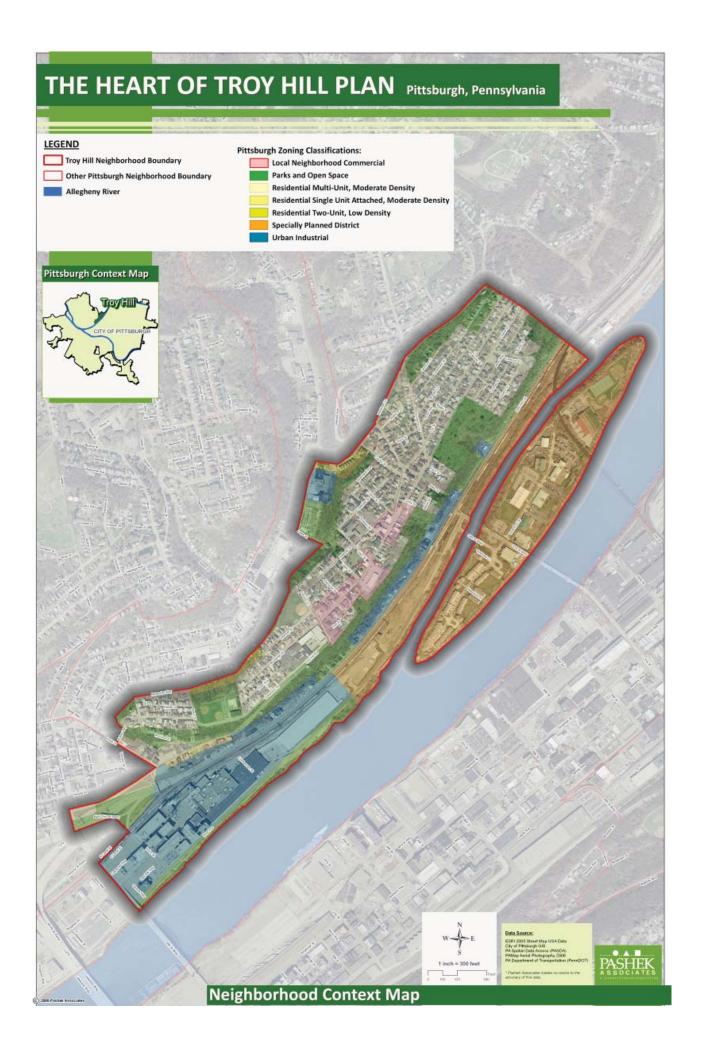
Northside Wide Business District Lighting Project (Pfaffmann Associates, 2002)

This project offers lighting solutions for Troy Hill. These solutions were incorporated into the Concept Plan and other illustrations for the Heart of Troy Hill Plan. The Lighting Project is located in the Appendix.

Existing Conditions and Design Opportunities

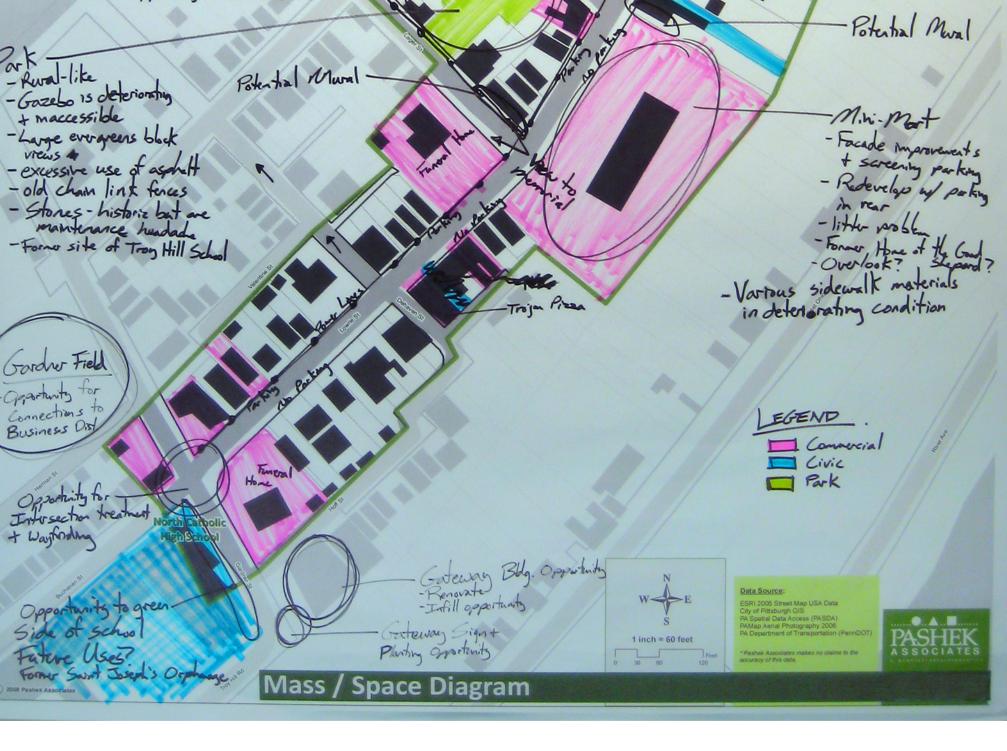
Pashek Associates visited the project area, took photos, and recorded existing conditions and design opportunities on base maps. The following map includes notes taken during the site visit.







THE HEART OF TROY HILL PLAN Pittsburgh, Pennsylvania LEGEND Study Area Boundary Buildings Parcel Boundary Right-of-Way Boundary Streets Parking L and lighter or pervious Hockey Rink Parking Lot Name Church traffic pattern is New oly. Porking? Confusing Potential Mural opportunty for Infill Residential? - Opportunity for Shrab plantings Troy Hill THC Potential Mwal Potential Mural Gazelo 15 deterioration + maccessible -Mini-mort Large evergreens block Facade improvements + screening parking excessive use of asphilt-old chain link forces - Redevelop by paking - Stones - historie but are mantenance headada - Forno site of Trong Hill School - Various sidewalk materials in deteriorating condition Garder Field apartenity for Connections to Business Ord EGEND Connecial Civic



ECOMMENDATIONS

Recommendations for the Heart of Troy Hill were developed by the study committee and general community with the help and guidance of the consultant. The goal of this Plan is to recommend sustainable, aesthetic, and structural improvements to the business district in Troy Hill. These recommendations propose to create a more attractive and inviting business district by strengthening Troy Hill's existing assets and Old World sense of place. The purpose is to encourage new shoppers, grow new businesses, attract new residents, and enhance the quality of life in the neighborhood. This is done through identifying:

- 1. General District Guidelines Describes good design and planning principles that preserve and restore the character of the Heart of Troy Hill. The Old World feel is what makes Troy Hill unique and attractive for people to live, work, and shop.
- **2. Streetscape Improvements** Identifies improvements to the street right-of-way that enhance the character, attractiveness, and uniformity of the district. The more comfortable and attractive it is to walk in the district, the more people will want to stop, shop, visit, and reside here.
- **3. Façade Improvements Guidelines** Identifies guidelines for storefront renovations and redevelopment. Even small improvements can make a big difference in attracting new business.
- **4. Sustainable Solutions** Provides best management practices and ideas for creating a more sustainable and attractive neighborhood. Sustainability not only promotes saving the natural environment, it also promotes a healthier and more attractive environment.
- **5. Potential Reinvestment Sites** Identifies quality design solutions to several potential reinvestment sites within the district. These sites were selected based on the significance of the site to help enhance and restore the character of the district.
- **6.** Small Enhancement Projects Identifies small projects in which private landowners or the Troy Hill Citizens Council can accomplish with little or no money. These projects, while small, can renew pride and become a tipping point for new improvements within the neighborhood.

The Concept Plan Provides a Graphic Overview of Recommendations

The following Concept Plan is a graphic portrayal of the above six elements. Some General District Guidelines shown include land use and parking suggestions. Streetscape Improvements include where enhanced sidewalks, street trees, directional signs, lighting, and intersection treatments are proposed. Façade Improvements shown on the Concept Plan suggest which buildings are encouraged to make improvements. Sustainable Solutions include where permeable paving and green roofs are recommended. Several Potential Redevelopment Sites are shown on the Plan including short-term options. Small Enhancement Projects shown on the Plan include plazas, murals, and re-directing streets. More detailed information about proposed improvements is described after the Plan.



1. General District Guidelines

The following guidelines provide information on community character, land use, and parking.

Community Character

Preserve the physical character of Troy Hill

As mentioned in the introduction, Troy Hill has an Old World feel because of its history, density, architecture, and scale. Community members feel that it is important to preserve this character. Therefore, any new developments are encouraged to respect and be compatible with this character by following construction design guidelines*:

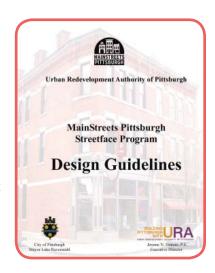
- **Height:** Infill construction should respect the general height of the surrounding buildings. If at all possible, new buildings in neighborhood commercial districts should be more than one story tall and match neighboring structures.
- Width: An infill structure should reflect the characteristic rhythm of facades along the street. If the building site is large, the new facade can be broken into a number of smaller units or bays.
- **Proportion:** The characteristic proportion, or relationship between height and width, of the existing facades should be repeated in new construction.
- **Relationship to Street:** The new building should set back from the street to the same degree as its neighbors.
- **Composition:** The composition (organization of the parts) of the façade of the new structure should be similar to that of surrounding facades.
- **Rhythm:** Rhythms (including window spacing and location of doors) that carry through the block should be incorporated in the new façade.
- **Proportion of Openings:** The size and proportion of window, door, and storefront openings should be similar to those of adjacent buildings, as should the ratio of window area to solid wall for the façade as a whole.
- **Materials:** An infill structure should be composed of materials that complement those of adjacent buildings, and which do not stand out among the others.
- Color: The colors chosen for the infill structure should tie it to its neighbors.

Enhance the social character of Troy Hill

Another aspect of community character is the social quality of the neighborhood. Neighborhood gatherings and festivals can play an important part in attracting new residents and business. Festivals help advertise and strengthen community assets such as landmarks, attractions, and businesses. The following are some ideas for festivals created during the second public meeting:

- Anything involving artists and/or musicians
- River City Brass Band
- Oktoberfest
- Maifest (May Festival) or Maypole Festival
- Other German-themed events
- Community Day, with more than what is offered in its current state
- Beerfest
- Ice sculpture competition/exhibit







^{*} reproduced from the Mainstreets Pittsburgh Streetface Program

> Land Use

Concentrate business development in pockets along Lowrie Street

Businesses benefit from being located close together, forming a core shopping area or commercial destination. There are currently three pockets of commercial buildings along Lowrie Street: one at the corner of Gardner Street; the second between Dehaven and Claim Streets; and the third between Tinsbury and the Memorial. These pockets are separated by small stretches of quality residential homes. Replacing these quality homes would be unwise and unrealistic. We recommend renovation and redevelopment efforts within the existing commercial pockets to leverage the benefits of core business areas.

Encourage mixed use buildings with retail on the first floor

Business districts are more vibrant with retail on the first floors to encourage more pedestrian traffic. Offices and residential units, on the other hand, have less pedestrian traffic and can create a break in the action for visitors. Therefore, offices and residential units are better suited on the second and third floors. These second and third floor tenants will need to purchase the goods and services offered on the first floor.



> Parking

Parking is an important element in any business district. In order for a district to be successful, there needs to be attractive, safe, and accessible parking that does not create large void spaces along the street.

Screen all existing and new parking

All parking, whether existing or proposed, should be screened using low-level shrubs or walls. Lower growing shrubs, kept at about three feet in height, softens the look of parking while still allowing views for safety. Tall shrubs or walls, on the other hand, create potential hiding places for attackers.

Discourage large expanses of parking

Large expanses of parking are both unattractive and inappropriate for a steep, urban setting such as Troy Hill. Due to the compactness of the neighborhood, make use of on-street parking to satisfy parking requirements, where possible.



Locate parking lots to the rear or side of buildings

Parking hidden behind buildings is most appropriate. Limited parking along the side of buildings is acceptable. Good lighting and accessibility creates a safe place to park, even at night. Moving the buildings closer to the sidewalk restores some of the street scale from the 1800's and early 1900's.

2. Streetscape Improvements

The purpose of streetscape design is to make the space attractive for both people and cars and to encourage pedestrian traffic. The pedestrian experience is important. Unless visitors feel safe and comfortable, they will tend to stay away. An aesthetically pleasing streetscape that promotes sociability,

includes a variety of activities, and is accessible tends to be the most attractive. In addition, a defined streetscape pattern along with signage will help guide visitors to various areas of the district. This streetscape pattern will tie the three pockets of commercial areas together, helping visitors know that businesses exist further down the street. It's a good idea to design the entire streetscape in the beginning of the process to create uniformity and cut down on costs later. However, construction can be completed in phases and specific elements, such as the gateway sign can be designed immediately.

> Sidewalks

Install a new sidewalk pattern reflecting the local stone churches

Saint Anthony's Chapel already has a stone pattern stamped concrete sidewalk. Repeating this pattern on the sidewalks (shown on the Concept Plan) defines the business district. The community felt it important to extend the sidewalk treatment up Tinsbury Street to tie in with Saint Anthony's Chapel. Costs for sidewalk improvements are estimated to be about \$240,000.

Intersection Treatments

Slow traffic and create safer pedestrian crossings

To go along with the Old World feel, cobblestone filled intersections and brick crosswalks are proposed at five different intersections along Lowrie Street. These treatments slow traffic and create a safer and more attractive pedestrian environment. While less authentic than real cobblestone and brick, several products exist that are less expensive and easier to install such as patterned and colored asphalt. Five intersection treatments along Lowrie Street are estimated to cost approximately \$150,000 using the lower cost materials.

Lighting and Signage

Install new street lights with wayfinding signs

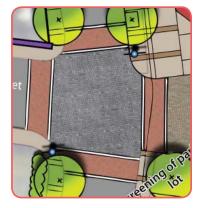
Install new light poles with banners and hanging flower baskets. New light poles that reflect the existing and historical character of Troy Hill add to the safety and uniqueness of its business district. Modifying the City standard light pole can both save money and provide a unique design that reflects the character of Troy Hill. Banners and hanging flower baskets add to a more vibrant and colorful atmosphere. Wayfinding signs direct visitors where parking, businesses, overlooks, historic buildings, and other attractions are located. New street lights with hanging flower baskets, banners, and wayfinding signs are estimated to cost approximately \$365,000.

Install new street signs

New street signs that reflect architecture of the rest of the streetscape improvements add one more historic element to the character of Troy Hill. Decorative street signs placed along Lowrie and Tinsbury may cost around \$6,000, depending on the design.

Install new gateway sign near East Ohio Street

Gateways help identify and define the entrance to the neighborhood and set the tone for the rest of the business district. The sign should be well lit at night, vandel proof, and include landscaping. The gateway sign is estimated to cost approximately \$25,000.









> Site Furniture

Install matching street furniture

Include benches, trash receptacles, and cigarette outposts throughout the business district. Benches installed in key areas, such as in plazas and along wider sidewalks, promote sociability and offers resting places. Wherever benches are installed, add trash receptacles and cigarette outposts. Matching street furniture that compliments Troy Hill's Old World charm enhances the character of the district. Benches, trash receptacles, and cigarette outposts can cost about \$700 to \$2,000 each including installation.



Utilities

Bury the power lines

Currently, numerous power lines litter the sky within the business district. They distract from the overall character of the streetscape and hinder the planting of street trees. Moving power lines to back alleys is less expensive than burying them. However, there are no alleys which can be used for relocation. A discussion with utility companies needs to take place to see if all the lines are currently needed. The cost for burying power lines can vary depending on the amount and types of lines. Expect to budget for hundreds of thousands of dollars.

Highlight landmarks with light

Troy Hill's many historic buildings and memorials provide great assets during the day. Lighting them at night creates an even more dramatic effect. An architect should be consulted for lighting design and to create an estimate.

Landscaping

Plant street trees where feasible

Trees help create a comfortable and inviting streetscape for pedestrians. Troy Hill has been working with the City's forester to examine the possibilities of applying the TreeVitalize Program in the neighborhood. Without the TreeVitalize Program Troy Hill could expect to pay up to \$100,000 for street trees within the study area.



> Funding and Resources for Streetscape Improvements

Hometown Streets – Safe Routes to School provides funds for sidewalk improvements. Duquesne Light – Power of Light Program provides assistance with lighting landmarks and signage. The City of Pittsburgh may help provide light posts and some street furniture. TreeVitalize helps provide free street trees in the City of Pittsburgh. City Councilwoman Darlene Harris, the Community Development Block Grant Program, County Representative Amanda Green, State Senator Jim Ferlo, State House Representative Don Walko, the Growing Greener II Program, and the Urban Redevelopment Authority can also help provide or assist in identifying sources of funds for streetscape improvements.

3. Façade Improvement Guidelines

Another important aspect of the pedestrian experience is building facades. Facades provide an important backdrop for the streetscape and give character to the neighborhood. Well kept, attractive façades reflect a safe and appealing environment that tends to draw more people to the district. The following Guides apply to all retail storefronts including bars and restaurants, pharmacies, convenience stores, and any other establishment that sells goods and services.

Façade Improvement – Quick Solution Guide

The basic storefront design includes large windows, recessed entrance with overhead transom, a lintel or a horizontal sign panel at the top of the storefront, and low bulkheads at the base to protect the windows. These storefront elements not only balance the look of the building as a whole, but also create a more attractive and welcoming business.

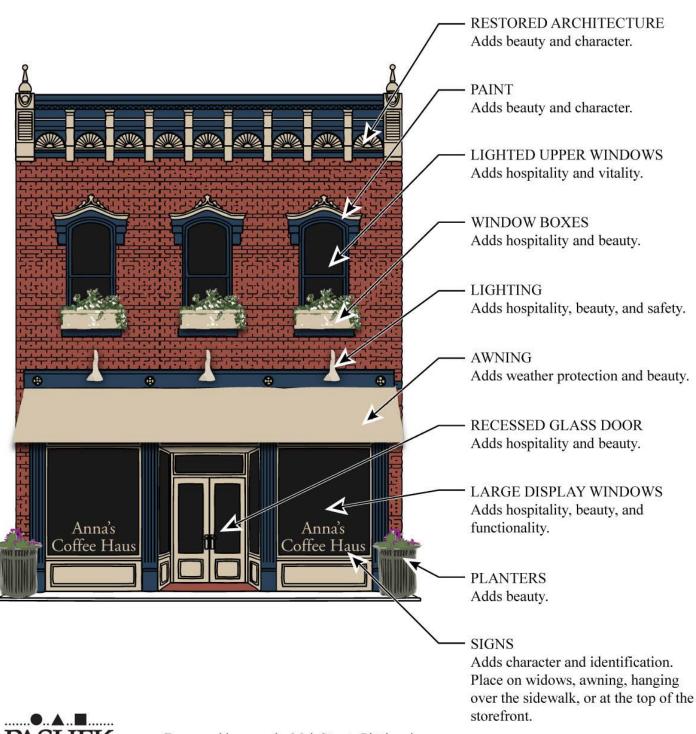
Key features to consider:

- Large, clear glass windows allow pedestrians to see what the business offers and helps them
 determine whether they want to enter. If glass is not appropriate for the business, consider the
 use of window treatments.
- A glass, recessed entry welcomes pedestrians into the business and provides overhead cover during inclement weather.
- Transom windows, located above the door and display windows, lets in more natural light.
- Bulkheads, also known as spandrels, protect and provide a base for the display windows.
- Restoring original architectural elements and materials preserves the historical character.
- Signage identifies the business and can add character. Fonts and sign design give hints to the type and character of business.
- Lighting provides safety while highlighting attractive features of the building.
- Awnings provide more dimension and protection from inclement weather.

The following Quick Solution Guide provides basic information and simple solutions to renovating a storefront facade.

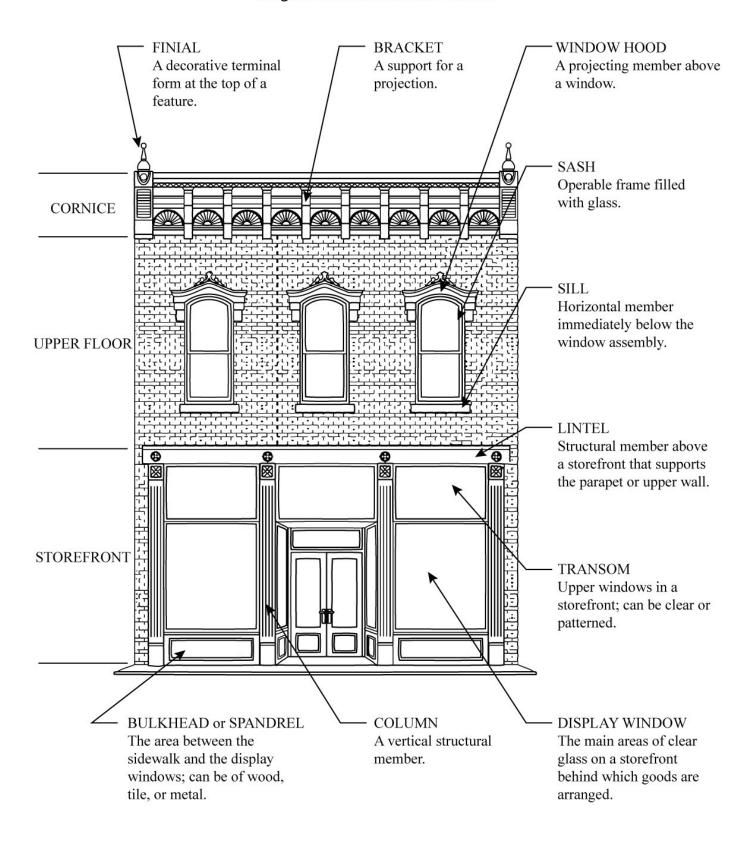
Facade Improvements - Quick Solution Guide

Simple, low cost improvements that help make a business more attractive



Architectural Elements - Commercial Building

Basic features of a mixed-use building within a neighborhood business district



MainStreets Pittsburgh Streetface Program Design Guidelines

The City of Pittsburgh, through the Urban Redevelopment Authority, has developed more detailed Design Guidelines for storefronts. The purpose of these Guidelines is to provide basic standards for maintaining, improving, and/or restoring the character of neighborhood commercial districts. The Guidelines, found in the appendix, provide information on good storefront design whether or not a business owner applies for funding through the URA.

Funding and Resources for Façade Improvements

Business owners interested in making façade improvements can find assistance through the Community Design Center's Renplan Program, and the Mayor's Storefront Renovation Program.

4. Sustainable Solutions

The community of Troy Hill is interested in becoming more environmentally sustainable. Sustainability not only helps preserve the environment, but can also save money, improve air quality, reduce flooding problems, and creates a more comfortable place to live, work, and play.

> Green Infrastructure

- Use native plants Native plants tend to need less maintenance, irrigation, fertilizers, and pesticides. This reduces pollutants, water, energy, and costs.
- Plant "no mow" lawns in private and public spaces No-Mow lawns do not require
 weekly mowing and are not dependent upon harsh chemicals or supplemental watering. Most
 importantly, no pollutants are emitted into the environment from gasoline engines since the only
 mowing required is once a year in late spring.
- Use organic weed and insect control methods Using safer soaps, beneficial insects (lady bugs, nematodes), mulches and even warm salt water reduces the use of herbicides and pesticides that pollute groundwater, streams, creeks and rivers.
- Install green roofs where feasible Green roofs reduce energy costs, impervious surfaces, and urban heat islands. They also help create more oxygen in the air.
- Introduce urban agriculture on vacant properties until they can be redeveloped This provides efficient use of vacant land while providing local produce. Check out GTECH for more information (http://www.gtechstrategies.com/)
- Plant trees to shade parking lots, buildings, and streets Shade helps reduce the urban heat island, air pollution, energy consumption, and stormwater runoff.
- Use rain barrels or cisterns to capture and reuse stormwater Reusing stormwater for irrigation and other uses reduces potable water use and increasing runoff downstream.

- Install rain gardens Rain gardens filter pollutants from stormwater runoff and allow it to infiltrate into the ground rather than flowing into storm sewers.
- **Install bio-swales or vegetated swales** Similar to rain gardens, they filter pollutants from stormwater runoff and allow it to infiltrate into the ground.
- Encourage composting and/or create a composting program Creating and using compost reduces waste and use of harmful fertilizers.
- **Plant community gardens** Community gardens reduce energy consumption by growing produce and flowers locally.
- Encourage farmers markets or local produce drop-off This encourages community members to buy local, while giving them a place to do so. Additionally, shopping at the farmers market or picking up from a drop off saves a trip to the store.
- **Protect steep slopes** Avoiding building on steep slopes minimizes erosion and protects habitat.

> Built Infrastructure

- Remove unnecessary impervious surfaces Removing pavements that are no longer in use, such as excessive parking spaces or the center sections of driveway, reduces stormwater runoff and increases infiltration. (see http://depave.org/blog/ for ideas on how to depave your property)
- **Promote alternative transportation** Installing bike racks and encouraging the use of public transportation reduces greenhouse gases and the use of fossil fuels.
- Attract a diversity of businesses Businesses that residents would use more often, such as cafés, pharmacies, bakeries, small grocers, restaurants, and convenience stores, reduces greenhouse gases and energy consumption by providing goods closer to home.
- Install ash urns and/or trash receptacles with ash lid options Ash urns promote a cleaner outdoor environment.
- **Install recycling containers** Recycling containers located in specific areas can reduce the amount of plastics and glass being tossed in the trash.
- Use durable, low VOC products with recycled content These products reduce the amount of waste going into landfills and hazardous pollutants while increasing longevity.
- **Reuse existing materials** Reusing on-site materials reduces waste, pollution from shipping new materials, and costs.
- **Use local products** Buying products from local companies reduces energy consumption, pollution, and shipping costs compared to shipping products across the country.
- **Promote dense, mixed use redevelopment** This kind of development leads to more walkable and less car dependent communities.



- Encourage LEED certification for new or existing buildings Promoting the benefits of LEED encourages buildings to be more energy independent and reduces pollutants and waste.
- **Redevelop brownfields** This encourages the reuse and cleanup of polluted areas.
- **Promote alternative fuel refueling stations** Using alternative fuels reduces greenhouse gases.
- **Encourage sharing parking facilities** Shared parking reduces the amount of impervious pavement.
- **Use pervious pavements** Pervious pavements allow more stormwater to infiltrate into the ground rather than flowing into storm sewer systems potentially causing flooding.
- **Reduce light pollution** Energy can be saved by using light only when and where it's needed, using only as much light as needed, shining lights down not up, and using efficient light sources for outdoor lighting.



- Use light colored materials for pavements and surfaces Light colors reduce heat absorption and increase air quality.
- Provide an appealing and comfortable pedestrian street environment This promotes
 more pedestrian activity which leads to more physical activity and increased public health.
 This is accomplished by implementing the General, Streetscape, and Façade recommendations
 mentioned above.
- **Provide a variety of public open spaces** This encourages walking, physical activity, and time spent outdoors.
- **Provide housing for a variety of ages, abilities, and incomes** This increases the diversity and vitality of the neighborhood.
- Look into renewable energy solutions such as solar panels on roofs and geothermal systems.

Education and Promotion

- Encourage home and business recycling with advertisements or newsletters Many times people don't know where to go or what can be recycled. See http://www.city.pittsburgh.pa.us/pw/html/recycling.html for more information.
- Continue to encourage community participation.
- Promote sustainable solutions to the whole community through meetings, education sessions, and newsletters.
- Organize neighborhood cleanups and recruit EcoStewards. See http://www.city.pittsburgh.pa.us/redduppgh/index.html for more information.

Funding and Resources for Sustainable Solutions

Many of the sustainable solutions listed above can receive financial and/or technical assistance from the **The Heinz Endowments** and the **Brownfield Economic Development**Initiative. There are also tax incentives for building sustainably.

5. Potential Reinvestment Sites

The following sites present key reinvestment opportunities for enhancing the sense of place for Troy Hill.

> Troy Hill Road and Gardner Street

This site is one of the first properties people see when arriving at the top of Troy Hill. First impressions can make a big difference. The existing site contains an unattractive building surrounded by asphalt. Several options exist to help make this corner a more appropriate entrance to the business district and the rest of the neighborhood. They include:

Short-term Options

- Screen and soften with plantings Removing some of the asphalt paving making room for a low hedge and trees to be planted along the street edge and/or along the building. This softens the building while still allowing views into the site, making it safer and more comfortable for pedestrians to walk by.
- **Improve the building façade** Repairing the façade and adding minor changes can make a big improvement to the property.

Long-term Option

The community feels that this property is a perfect site for an overlook and green open space. Therefore, if this property ever becomes available on the market, the THC should consider buying it. The following are site features to consider:

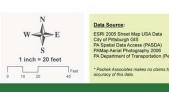
- Construct an overlook The design of the overlook should reflect Troy Hill's Old World sense of place. Stone, brick, and wrought iron fencing are good materials to use. An overlook at this location has beautiful views of downtown and the Strip District.
- Create a green space Trees provide shade while a low hedge screens the parking from the adjacent funeral home and a larger planted screen buffers the adjacent residences.
- Construct a gazebo A gazebo with picnic tables allows small lunch outings with shade.
- Construct pathways the paths connect the gazebo and overlook to the neighborhood.
- Add lighting and benches Lighting helps create a safe place at night while benches provide places to rest and view the scenery.

Considering the above site features for the long-term option, this new overlook and green space may cost around \$150,000 in 2009 dollars, excluding acquisition and demolition costs.

THE HEART OF TROY HILL PLAN Pittsburgh, Pennsylvania



Troy Hill Rd. and Gardner St.
Potential Future Redevelopment
Enlargement Plans





Uni-Mart Site

This site has a lot of potential for improvement and/or redevelopment. The existing site is located in the central commercial pocket and consists of a one story development surrounded by parking and asphalt on all sides. A thin strip of grass and Norway maples separates the sidewalk from the parking. This property is a major part of the business district, yet does not fit in with the character and sense of place for Troy Hill. Therefore the owner should consider the following options:



Short-term Options

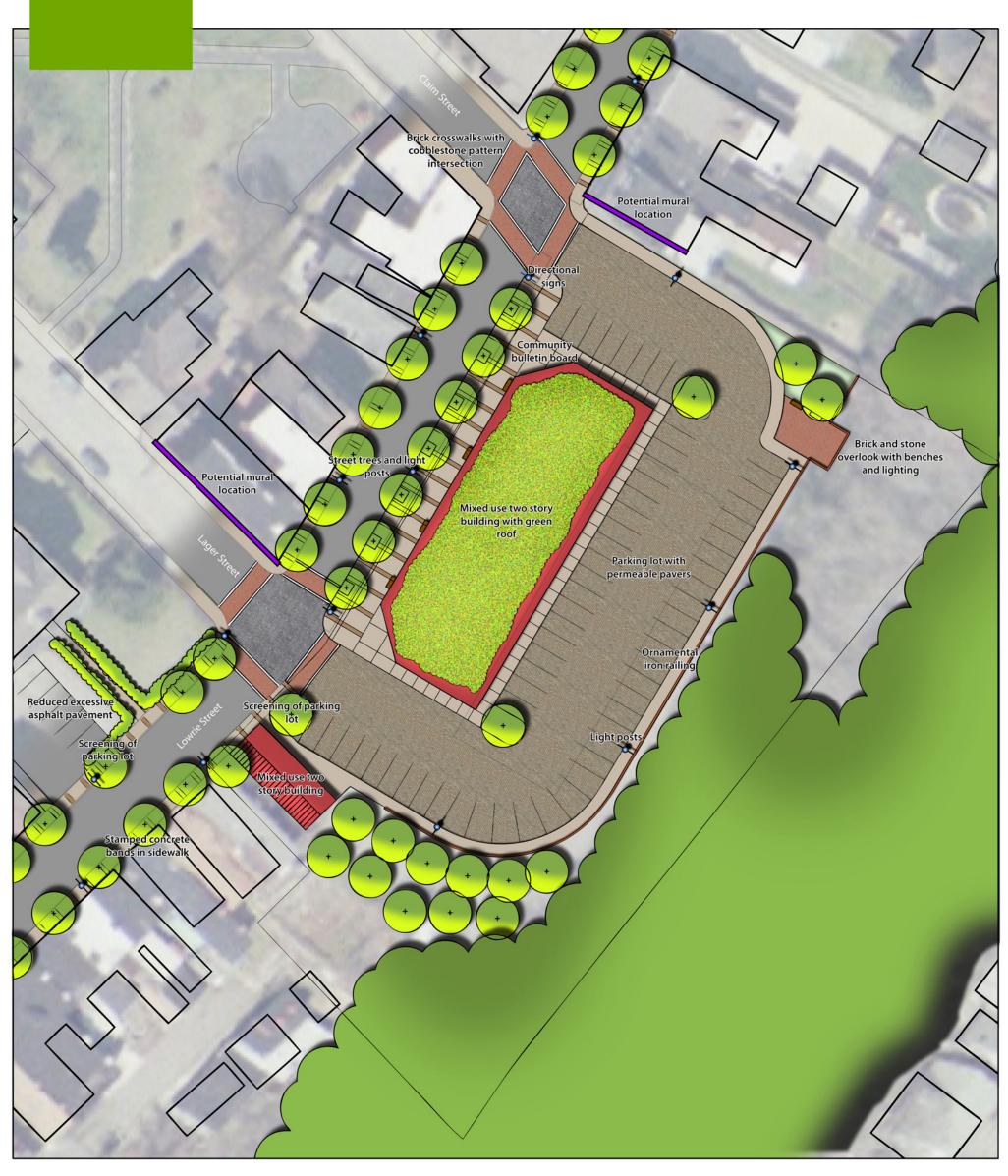
- Soften the parking lot with a low hedge. This may cost around \$4,000-\$8,000.
- Improve the building façade.
- Create an overlook with seating and lighting behind the building.

Long-term Option

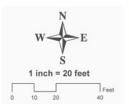
The owner should take advantage of the size of the property without detracting from the surrounding character. The new redevelopment should include the following:

- Construct a mixed-use two story LEED certified building This building should be broken up into several storefronts and include a green roof.
- Create a widened sidewalk for benches and/or café tables.
- Install a permeable parking lot with lighting on the sides and rear of the building.
- Construct an overlook with seating and lighting.
- Add a community bulletin board.

THE HEART OF TROY HILL PLAN Pittsburgh, Pennsylvania



Uni-Mart Site Potential Future Redevelopment **Enlargement Plans**



Data Source: ESRI 2005 Street Map USA Data City of Pittsburgh GIS PA Spatial Data Access (PASDA) PAMap Aerial Photography 2006 PA Department of Transportation (PennDOT)



Memorial

The current memorial located at the center of Lowrie, Ley, and Froman Streets is hard to approach. While in a prominent and visible location, this memorial is surrounded by asphalt and traffic making it dangerous to access. There are several solutions the community has discussed in creating a more pleasant and appropriate surrounding for the memorial. They include:

Option A: Create a small island for the memorial

This allows people to use a crosswalk and safely walk up to and read the inscriptions on the memorial without the fear of oncoming traffic. The island narrows the intersection and slows traffic. The proposed crosswalk and intersection material also slows down traffic and adds to the sense of place. This option is estimated to cost around \$20,000.





Option B: Create a four way intersection with a plaza

This creates less confusion for drivers when entering the intersection. The memorial is placed in the plaza, still prominently located, where small gatherings can take place. Rain gardens within the plaza catch stormwater runoff while benches provide social gathering and resting spots. The new four way intersection, with proposed crosswalk and intersection material slows down traffic and creates a safer intersection. This option is estimated to cost around \$65,000.

Option C: Move the memorial in front of the Fire House

The easiest way to create a safe place for the memorial is to move it to a new plaza in front of the Firehouse. This solution, however, does not address the excessive asphalt and confusing intersection. The cost to move the memorial and create a new plaza in front of the Firehouse is about \$20,000.

Options A and B are illustrated on the following pages.

THE HEART OF TROY HILL PLAN Pittsburgh, Pennsylvania



Memorial - Option A
Potential Future Redevelopment

Enlargement Plans



Data Source:
ESRI 2005 Street Map USA Data
City of Pittsburgh GIS
PA Spatial Data Access (PASDA)
PAMap Aerial Photography 2006
PA Department of Transportation (PennDOT)



THE HEART OF TROY HILL PLAN Pittsburgh, Pennsylvania



Memorial - Option B
Potential Future Redevelopment
Enlargement Plans



Data Source:

ESRI 2005 Street Map USA Data
City of Phtsburgh OIS
PA Actis (PASDA)
PAMap Aerial Photography 2006
PA Department of Transportation (PennDOT,
*Pasthek Associates makes no claims to the



Hockey Rink and Parking Lot

Currently, about 10,000 people visit Saint Anthony's Chapel yearly. Lined with guide rails and full of asphalt, this large parking lot is one of the major things they see when they arrive. The asphalt sidewalk along Tinsbury Street blends the road, sidewalk, and parking lot into one, asphalt and vehicle dominated space. Creating a more attractive and pedestrian oriented space is important and presents visitors with a better entrance to Saint Anthony's while framing views of the Second Empire rectory. Therefore, the property owner should consider the following:

- Paint the hockey rink with lighter colors to reduce the heat island effect and reflect surrounding building colors.
- Replace the rest of the parking lot with permeable pavers to reduce stormwater runoff.
- Plant a low hedge that screens and softens the parking lot.
- Consider replacing the guiderail with an ornamental fence.
- Replace the asphalt sidewalk with concrete replicating the same stone stamped pattern as in front of Saint Anthony's.
- Plant shade trees along the street and within the parking lot.
- Plant shrubs and trees to soften the side of the adjacent residence on Hatteras Street.
- Improve the façade of the garage building to reflect the colors and architectural features of the Chapel Shop.
- Relocate the recycling bins to the northeast corner.





Improvements to the hockey rink and parking lot are estimated to cost around \$200,000. This does not include façade improvements to the garage building.

> Troy Hill Community Park

Owned by the THC, this Park was the former site of the Troy Hill School. Currently, the Park includes a gazebo, asphalt paths lined with stones, flower beds, a couple of benches and a split rail fence. However, the gazebo is not ADA accessible, the stones create more maintenance, large evergreen trees block views, the asphalt paths are unattractive, and overgrown areas give the Park an unkempt look. Therefore, the Troy Hill Citizens Council should hire a consultant to develop a Park Master Plan to address these issues in more detail. The Master Plan Process should include public participation in order to create a Plan that incorporate the community's input. The Master Plan should also include a cost es



incorporate the community's input. The Master Plan should also include a cost estimate for proposed improvements.

> North Catholic High School

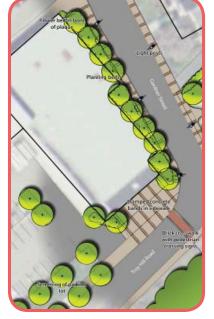
At this point, it has still not been decided whether North Catholic will move to Cranberry Township. If the School stays, it will continue to be a great asset to the neighborhood. If the School leaves, there are many opportunities for reuse. Some of the ideas considered by the community include:



- Residential There are many examples within the City of abandoned schools turning into successful residential developments. This would attract new residents to the neighborhood. Proximity to downtown is also an advantage.
- Small business incubator Developing the School into several flexible business spaces can bring young entrepreneurs into the neighborhood, attracting more infill residential and bringing more business to the local shops.
- Café or restaurant on roof of School This unique idea takes advantage of beautiful views of downtown.

All of these ideas are positive options for redeveloping the School property if it moves. The Troy Hill Citizens Council should keep in contact with School officials to keep up to date on this issue.

In the mean time, improvements can be made to the School property. They include softening the existing North Catholic High School building, adding a crosswalk to the proposed green space, parking lot screening, benches, and enhancing the existing memorial plaque with a flower bed.



> Residential Infill and Redevelopment

Attracting new residents should be the first priority for vacant houses. However, some houses may not be able to be remodeled and need to be demolished in order for the site to be reused. Currently, the community is beginning a neighborhood-wide planning study. The neighborhood study should look into potential options for vacant properties within the neighborhood.



> Incline Building

Currently owned by Fidelity Bank, the community has expressed interest in reusing the Incline Building for a restaurant. The THC should talk with the bank in order to see whether this is a viable option for the property.



> Firehouse

The City has committed money for renovating the Firehouse into a firefighting museum. The THC should talk with the Heinz History Center staff to see if they would be interested in becoming a partner in this effort. The Firehouse Museum will become an asset and attraction for the neighborhood.

Funding and Resources for Key Reinvestment Sites

Funding for the above reinvestment sites includes City Councilwoman Darlene Harris, the Community Development Block Grant Program, County Representative Amanda Green, State Senator Jim Ferlo, State House Representative Don Walko, the Urban Redevelopment Authority, and the Community Design Center's Renplan Program. The State's Redevelopment Assistance Capital Program also provides for the acquisition and construction of regional economic, cultural, civic, and historical improvement projects.



6. Small Enhancement Projects

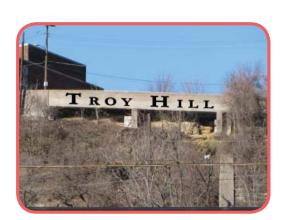
> Murals

Murals add beauty and interest to otherwise blank walls. There are several potential mural locations in Troy Hill shown on the Concept Plan. The community would like the murals to reflect the character and history of Troy Hill. Murals can cost anywhere from \$20-50 a square foot.



The community expressed interest in creating some sort of sign or visual marker that identifies Troy Hill from surrounding neighborhoods across the Allegheny River. One idea was to create a "Hollywood" type sign on the hillside. In addition to a sign, working with an artist and the community would generate other creative ways of identifying the neighborhood.







Utility Poles

Many communities have painted utility poles as an easy, fun, and cheap way of bringing color, pride, and character to their neighborhoods. This is a short term solution for the utility poles, which ideally would be buried underground. The THC should contact the utility company to make sure they allow painting of their poles. Providing examples of other painted poles may help convince the utility company to allow this. The community has offered several ideas for pole painting that are consistent with Troy Hill's Old World sense of place:

- German crests or words
- Vines
- Green and sustainable theme

One-Way Streets

Currently, Claim Street, one block of Harpster Street, and Tinsbury Streets are one-way in a clockwise direction. Reversing their direction allows visitors to Saint Anthony's Chapel a better and more direct entrance with views of the historic rectory building seen from Lowrie Street. Tourist destinations, along with sacred places all over the world, pay close attention to designing how visitors enter their attractions. The entrance creates anticipation and preparation in visitors as they arrive at a special place.

Convincing a community to change a one-way street can sometimes be a hard effort to accomplish. However, the outcome can be very fruitful. The THC should contact the City in order to start the process and determine if it is feasible. Community meetings with affected residents and churches will help determine whether changing the one-way directions is possible.

> Potential Plazas

The community has identified several opportunities where property owners can redesign or construct new plazas to help enhance the neighborhood. These plazas should be designed with the neighborhood character in mind.

- Behind Billy's as a new outdoor seating space
- The entrance to Most Holy Name School
- In front of the Firehouse

> Funding and Resources for Small Enhancement Projects

The Sprout Fund and MLK Community Mural Project provide assistance for developing murals in Pittsburgh. **Duquesne Light – Power of Light Program** can help in lighting the hillside sign and murals.







OMMUNITY PRIORITIES

The neighborhood of Troy Hill has identified a lot of projects for the THC to work on. To help guide the THC on which recommendations to focus on first, community members at the last public meeting prioritized several projects. These projects are listed below in order of importance with the number of votes next to them. This list does not mean that projects towards the bottom may not be accomplished before items at the top. All of the proposed projects have value and will enhance the neighborhood. Ultimately, the availability of public and private funding may define the first project to be implemented.

- 1. Redesign Memorial Area 11 votes
- 2. Implement Streetscape Improvements 9 votes
- 3. Improve Façades 7 votes
- 4. Reinvest in Troy Hill and Gardner St. Building 6 votes
- 5. Convert Firehouse to Museum 4 votes
- 6. Redesign Community Park 3 votes
- 7. Develop Gateway Signage 2 votes
- 8. Develop a Hillside Sign for Troy Hill 2 votes
- 9. Promote Sustainable Solutions 2 votes
- 10. Examine Changing One-way Streets 2 votes
- 11. Paint Murals 1 vote
- 12. Redesign Hockey Rink and Parking Lot 1 vote
- 13. Develop new Plazas 1 vote
- 14. Paint Utility Poles
- 15. Convert Incline Building to Restaurant
- 16. Reinvest in Uni-Mart Plaza

EXT STEPS

The following are immediate steps for the THC to start to implement this Plan:

- 1. Adopt this Plan by the THC.
- 2. Add this Plan to the THC website.
- 3. Distribute this Plan to City, County, and State officials.
- 4. Meet with business owners to distribute and promote this Plan.
- 5. Contact the City Engineer to discuss the different options for the Memorial.
- 6. Continue to keep in touch with property owners.





Meeting Minutes



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SITE DESIGN, RECREATION PLANNING, LANDSCAPE ARCHITECTURE, COMMUNITY PLANNING, ZONING

Meeting Minutes

Heart of Troy Hill Plan

Steering Committee Meeting

Meeting Date: Thursday, August 28, 2008 – 7:00 pm

Location: 1800 Harpster St. (Margie's House)

Attending:

Jan LoneyAndrew DashRichard LibertoJeffrey BergmanPatricia RenwickSara ThompsonAndrea LavinPaul GilbertMargie Maier

The following represents a brief overview of discussions held during the above meetingⁱ:

Everyone introduced themselves before Sara reviewed the goals of the project and asked the committee if there were any elements that should be added or amended. Andrea mentioned that the committee was hoping that the plan would exhibit some level of transferability to areas of the community beyond the heart of the neighborhood. Richard mentioned that he would like to see streetscape improvements within the business district as part of the goals. Sara expressed her thinking that streetscape improvements would be part of "enhancing the business district." It was decided that "enhance streetscapes" would be added to the goals as bullet (v.).

Paul briefly described the four general elements of the Northside Plan that may be applicable to the Heart of Troy Hill Plan (capitalizing on views of the City; developing gateways, leveraging historic landmarks, and improving the Lowrie St. Bridge) and asked for the committee's feedback regarding whether these were still priorities or not. The committee agreed that gateways and leveraging historic elements were still important but the Lowrie St. Bridge improvements might be a lower priority and potentially outside the scope and geographic area of the Heart of Troy Hill Plan. Discussion turned to the geographic area of the study. Jan drew a general study boundary on the aerial photo (encompassing an area generally stretching north from the Troy Hill Citizens Park to St. Anthony's; then east to the old incline building; then south to the Uni-Mart building; then west to the Troy Hill Citizens Park). The four corners of "the turn" into Troy Hill along Lowrie St. were also included.

The City's work with the Market Value Analysis of Pittsburgh's neighborhoods was mentioned. It was asked if this information would be part of this planning effort. Andrew thought it would be more a part of the neighborhood-wide planning effort instead of the Heart of Troy Hill Plan.

Margie mentioned that the upcoming work on Route 28 would offer an opportunity for recruiting businesses that must be relocated.

The committee seemed to agree that the Heart of Troy Hill Plan would function as a subset of the neighborhood-wide plan.

Sara began a brainstorming session by asking the committee members to describe what they like about the neighborhood and what they would change or improve. Things that committee members liked about the neighborhood included:

- Unique architecture
- Nice people
- Unique appeal of the business district
- Walkability
- Proximity to neighboring communities, Downtown, other amenities
- Convenient location
- Historical assets

Things that the committee members would change or improve included:

- Making use of the potential views
- Improve streetscapes
- Create additional gathering spaces
- Add seating along Lowrie St.
- Improve area in front of Uni-Mart
- Improve Uni-Mart structure
- Enhance the block building at "the turn" into Troy Hill along Lowrie St.
- Improve aesthetics
- Look at ways to reduce the amount of pavement
- Discourage parking on the sidewalk
- Enhance bikeways/pedestrian ways
- Create more of a destination
- Look into creating events (e.g. Bellevue's wine crawl)
- Improve consistency among the aesthetic appeal of buildings
- Improve the memorial and create a public square type of space

The discussion then turned to involving additional stakeholders. The committee seemed to agree that involving neighborhood business owners was very important. Andrea suggested having these individuals attend part of a committee meeting as well as the public meetings. Jan suggested inviting the funeral home owner.

Regarding advertisement of the public meetings, it was suggested that someone talk to the neighborhood newsletter to determine the potential for a special mailing. It was also suggested that all three public meetings be publicized on a single mailing. It was decided that Pashek Associates would propose a schedule for the public meetings to be discussed at the next committee meeting.

Andrew asked Sara to describe how the public meetings would be run. Sara responded that the meeting attendees would be divided into groups to focus on certain topics and define issues and solutions. She mentioned that if a large number of residents attend, it may be necessary for the committee to help facilitate some of the discussion groups. Richard suggested using the categories that we have been discussing as the topics for the groups at the meetings (e.g. park, views, connectivity, wayfinding, etc.).

The next Steering Committee Meeting was scheduled for Tuesday, September 16th, 2008 at Jeff's house. The idea f doing a walking tour at the next committee meeting was discussed. Alternatively, the committee decided to do the walking tour without Pashek Associates and provide an overview of some of their thoughts at the next committee meeting.

Prepared by:

Paul Gilbert August 29, 2008

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Meeting Minutes

Heart of Troy Hill Plan

Steering Committee Meeting

Meeting Date: Tuesday, September 16, 2008 – 7:00 pm

Location: Harpster St. (Jeff's House)

Attending:

Jan Loney Richard Liberto Patricia Renwick Andrea Lavin Margie Maier Jeffrey Bergman Sara Thompson Paul Gilbert

The following represents a brief overview of discussions held during the above meetingⁱ:

Sara opened the meeting with a discussion of the means of advertisement that we had previously discussed. The committee felt that email was an effective vehicle for advertising the public meetings. Margie offered to talk with Jean (sp?) regarding creating and printing a flyer for the meetings. She also volunteered to speak with the Most Holy Name Church to see if we can hold the meetings there. Patty offered to help distribute the flyers once they are printed.

The meeting dates that were agreed upon were the following:

- Public meeting #1: October 21st 7:00pm
- Committee meeting #3: November 11th 7:00pm
- Public meeting #2: November 18th 7:00pm
- Committee meeting #4: December 16th 7:00pm
- Public Meeting #3: January 13th 7:00pm

Someone asked when the final report would be completed. Sara responded that it would be ready in February.

At the last meeting the committee agreed to brainstorm ideas (via a neighborhood walk through or other means) to be discussed at this meeting. Sara asked the committee for their thoughts from this. The neighborhood's efforts to turn the old fire hall into a museum and moving the Troy Hill Citizens' office into the building were discussed.

SITE DESIGN, RECREATION PLANNING, LANDSCAPE ARCHITECTURE, COMMUNITY PLANNING, ZONING Someone asked when the appropriate time was to engage the business owners. The opinion that waiting until after the first public meeting would be better was expressed. It was felt that being able to approach the owners by saying that the plan represents the entire neighborhood's vision would be better than if it was only the committee's vision.

Someone mentioned that the historic character along Lowrie St. is interrupted by the building housing the Uni-Mart. The committee felt that things like new trash cans or crosswalks in this area would improve things greatly. It was also mentioned to expand the sidewalk in front of the Uni-Mart plaza to include a few benches, lamp posts and possible plantings.

A committee member discussed the Tree-Vitalize program and its potential for the Troy Hill neighborhood. It was concluded that the neighborhood should not focus tree planting efforts on the business district yet because of the potential for other improvements that may interfere with these plantings. It was mentioned that the Tree-vitalize application is due October 31st and that the program would support between 10 and 25 trees this time. Someone suggested that the neighborhood focus on the area near the parking lot and St. Anthony's. It was mentioned that the program wants involved residents living near the trees to help care for them. Another committee member mentioned the potential of neighborhood residents attending "tree-tender" classes.

A committee member asked Sara what the project's deliverables would be. Sara described the deliverables as a Master Plan.

Discussion turned to the Troy Hill Citizens Park. It was decided that this project would focus on the exterior of the park and try to incorporate the ideas of other plans studies (for the interior of the park) if possible. It was also decided that it would be better not to mention the interior design of the park at the public meeting.

Someone described her idea to replicate the Deutschtown signage at 16th St. and Chestnut St. (bottom of the hill). Sara described the opportunities at the bend (Troy Hill Rd./Gardner St.) as a Gateway into the neighborhood. Another member mentioned the potential mural along Troy Hill Rd. via the Sprout Fund. There seemed to be consensus that the neighborhood's gateway should be closer to the bottom of the hill rather than at the bend in Troy Hill R./Gardner St. but that this area could use some improvements.

A committee member offered the idea that this project could include a plan for engaging the property owners. They described their experience in Regent Square where they successfully solicited support for their project by hosting a VIP breakfast for stakeholders and potential funders. Sara asked if this should be part of the last public meeting. The committee agreed that it should follow the completion of the plan (not part of the public meeting).

Someone offered the idea that two options could be presented for the future: a short-term option that includes "window dressing"; and a long-term option with more intense or more drastic changes.

A committee member described the 3 new houses on Cowley as good examples of new construction that fits into the neighborhood. They went on to say that the neighborhood should market to a younger crowd and that these individuals are looking for a unique character and experience.

Someone mentioned that they really liked some of the Pfaffman Plan's recommendations for the "memorial V" area. Others agreed. An idea was to create a German village character. Sara described her feeling that the intersection is unfriendly to pedestrians and asked about traffic patterns. It was mentioned that the PAT buses turn from Lowrie onto Froman there. Another member asserted that this area is the closest thing the neighborhood has to a town center. Someone mentioned using permeable paving. Sara described using cobblestones or brick in the pavement. Sara mentioned a new technique that "raises" the asphalt or "texturizes" it as a means of identifying crosswalk areas. The group expressed that there would be strong opposition to the idea of moving the monument.

From the discussions at the meeting four zones of focus emerged: 1 – the bend (Troy Hill Rd./Gardner St.); 2 – the Uni-Mart building; 3 – the memorial V area; and 4 – St. Anthony's parking lot area.

Discussion turned back to the upcoming public meeting. Sara committed to emailing the committee the agenda prior to the meeting. Someone asked about training for the committee if they would be helping to facilitate the meeting. Sara said that we could meet 30 minutes prior to the meeting to discuss tactics and techniques for effective facilitation. It was decided that Pashek Associates would give a brief introductory presentation with examples from other projects showing redevelopment possibilities. The committee wanted to stress that we are utilizing the findings of other plans so our efforts do not look duplicative.

The last discussions of the meeting focused on the potential for the park. Also, someone asked if it's possible to pursue a Main or Elm St. designation.

Prepared by:

Paul Gilbert September 17, 2008

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Meeting Minutes

Heart of Troy Hill Plan

Steering Committee Meeting

Meeting Date: Tuesday, December 16, 2008 – 7:00 pm *Location:* 619 E. Ohio St. (Pashek Associates' Office)

Attending:

Jan Loney Richard Liberto Patricia Renwick Andrea Lavin Andrew Dash Sara Thompson Paul Gilbert

The following represents a brief overview of discussions held during the above meetingⁱ:

Sara opened the meeting and asked if there were any comments on the "Sustainable Solutions" handout. The committee did not have any comments and generally agreed that the items listed on the handout were appropriate.

Sara then went through a PowerPoint presentation that was revised from the public meeting to show the general results of the input from the public meeting. She showed several options for the neighborhood's welcome sign. Someone mentioned that Polish Hill uses the Polish language on their welcome sign.

The Troy Hill "Hollywood sign" prompted the committee to discuss the potential of the graffiti covered wall further down from 31st St. An idea of a lighting display that compliments or communicates with the installation is currently underway in the Hill District.

Pashek Associates will investigate the feasibility of painting the neighborhood's light poles. It was suggested that the Citystandard light pole be utilized. Some neighborhoods have deviated from the City-standard. However, the City-standard could be built upon and provide clear cost savings.

SITE DESIGN, RECREATION PLANNING, LANDSCAPE ARCHITECTURE, COMMUNITY PLANNING, ZONING Regarding the banners/flags for the neighborhood: It was expressed that someone associated with the firehouse may still have historic banners that were used at the firehouse. These banners could be used by the neighborhood. It was mentioned that the City's 2009 budget includes funds for rehabilitation/renovation of the firehouse to house a museum and Troy Hill Citizens office. It was suggested that the Heinz History Center could be a partner in this effort.

In regard to the fencing in the neighborhood: The committee valued simplicity, cost-efficiency, and ease of maintenance.

Imprinted pavement was the committee's preferred method for creating the proposed textures at crosswalks. A concern was expressed regarding potential damage to the pavement by snow plows.

It was asked if changing the direction of a one-way street was a major hurdle. It seemed that it would not be a quick change but that a process must be navigated and studies might have to be done to ensure the safe operation under a new arrangement. It can be done, just not overnight. The costs to the neighborhood should be low. A committee member mentioned that a study was done on the South Side along Pius St. and that we could look at the process and results of that study for an idea of what the neighborhood would need to do.

Next, Sara presented "Enlargement Plans" for three areas:

- 1. The Memorial Area
- 2. The Overlook near North Catholic
- 3. Uni-Mart Plaza
- 1. Other ideas discussed for the memorial area included:
 - a. Making the intersection a four-way intersection by extending the sidewalk along the south side of Lowrie St. out to the memorial.
 - b. Moving the memorial to the corner of the firehouse.
 - c. Talks with the City engineer can gain further insight to see whether these ideas can be implemented and how. A temporary installation can be done by the engineer to determine what works best.
- 2. Other ideas discussed for the overlook area included:
 - a. How does this plan correspond to the decisions made at the tree-vitalize discussions?
 - b. The potential for developing overlook areas along the steps down to 28 from Troy Hill Rd.
 - c. The location of the crosswalk should be shifted from the corner.
 - d. Signs, speed bumps, or other traffic calming devices should be used in the area.
 - e. Consider converting the intersection at Lowrie and Gardner into a four-way stop.
 - f. There should be continued contact with the School to provide the latest information on plans for the building.

- 3. Other ideas discussed for the Uni-mart area included:
 - a. Intersection treatments should be added at the Lowrie and Lager intersection.
 - b. Many residents of the area currently use the Uni-Mart plaza lot to park their cars. We should continue to accommodate the needs of these residents for off-street parking.
 - c. A short-term strategy for the site is to simply plant more trees in the planting area in front of the plaza.

The committee then decided on the 2 sites for which Pashek Associates will create photosimulations. The committee chose the memorial area and the hockey rink parking lot area.

The next public meeting is scheduled for January 13th, 2009 at the Most Holy Name Church.

The next Steering Committee Meeting will be scheduled in early February. Sara will email potential dates to the committee for their input before a date is decided upon.

A committee member also suggested that a neighborhood bulletin board be recommended and shown on the plans near the Uni-mart. Pashek Associates will add this to the plan.

Prepared by:

Paul Gilbert December 17, 2008

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Meeting Minutes

Heart of Troy Hill Plan

Steering Committee Meeting

Meeting Date: Tuesday, February 10, 2009 – 7:00 pm Location: 619 E. Ohio St. (Pashek Associates' Office)

Attending:

Jan LoneyMargie MaierRichard LibertoAndrew DashPatricia RenwickSara ThompsonAndrea LavinPaul Gilbert

The following represents a brief overview of discussions held during the above meetingⁱ:

Sara opened the meeting and asked if there were any comments on the Draft Report. Most were minor comments including changing the name of the report title and providing a little more detail within some of the sections. The report will be revised and a final version will be delivered to Jan to distribute.

The next step is for the THCC to discuss the plan with stakeholder groups such as politicians and business owners to gain support and funding.

Prepared by:

Sara Thompson

February 12, 2009

SITE DESIGN, RECREATION PLANNING, LANDSCAPE ARCHITECTURE, COMMUNITY PLANNING, ZONING

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SITE DESIGN, RECREATION PLANNING, LANDSCAPE ARCHITECTURE, COMMUNITY PLANNING, ZONING

Meeting Minutes

Heart of Troy Hill Plan

Public Meeting

Meeting Date: Tuesday, October 21, 2008 – 7:00 pm

Location: Most Holy Name

The following represents a brief overview of discussions held during the above meetingⁱ:

Pinky opened the meeting with an introduction of the Troy Hill Citizens. Jan then described how this project got started.

Sara then gave a PowerPoint presentation that included a summary of the project process, what has been done so far, some examples of what other communities wanted, and an introduction to the four different areas or zones that groups of participants worked on.

Jim facilitated the group exercise. All participants split up into four groups to develop ideas for four different zones of the project area. Each group had an aerial map of their zone, markers, pencils, and sheets of paper with questions to answer.

At the end of the group exercise, each group presented their ideas to the rest of the participants. Jim then asked if anyone else had any other suggestions. The following are combined comments from each group:

Zone 1

- Trees
- Signage at gateway to community
- Signage for business district at Gardner Field
- Signage to historic areas to points-of-interest
- Victorian ornamental fencing and street lighting at gateway and intersections
- Screening around parking areas
- Painting utility poles
- Pedestrian crosswalks larger / safer / slow traffic / more stylish / more interesting
- Accentuate plaque on building North Catholic
- Keystone Zones North Catholic

- Soften the Cliff Building
- Different murals, soften façade Frank's Chicken & Pizza
- Green space and play areas for young children
- Replace sidewalks other designs
- Keep bus in neighborhood
- Future of North Catholic condos, small business enterprise zone, bring young entrepreneurs to the neighborhood

Zone 2

- Street trees, window boxes, sidewalk planters
- Nicer sidewalks & intersections patterns in surface
- Pool
- Signage for chapel
- Signage to slow traffic / speed limit signs
- Grocery store / state liquor/beer store / bakery / coffee shop / ethnic restaurant
- Ornamental fences
- Soften hard spaces and building facades and at Miller Funeral Home parking lot
- Overlooks
- Uni-Mart Plaza: Buffer zone along Lowrie Street in front, new paving & façade improvement, permeable pavement, replacing asphalt with green or remove Uni-Mart building / Incredible views
- Intersection improvements
- Park with picnic areas / lighting / brick oven / soften shape of gardens
- Parking lots on vacant lots / permeable parking lot surfaces

Zone 3

- Welcome to Troy Hill sign at top of the hill with plants and flowers
- Celebrate German heritage / history of neighborhood's origin
- Restore area
- More trees, light poles with banners, American flags on display, "T"
- Benches, pots for plants
- Sidewalk repair/replace with brick w/possible "yellow brick road" to chapel
- Crosswalks and its pavers to match to tie into existing pattern of chapel walkway
- Enhance St. Anthony's pavement
- Period lighting and more lighting
- Wall on School looks dull
- Plaza in front of church
- Repair potholes
- Eliminate street
- More green space

Zone 4

- German theme
- What is going on in Germany today that we may use? What are sustainable ideas that we may incorporate?
- Memorial: Raise / elevate, enhance with period lighting, ornamental ironwork
- Firehouse: Turn it into a firefighter's museum
- Incline: Great views! Restore as a tourist destination with restaurant / coffee shop / bakery / pretzel shop
- Beautify & calm traffic with special paving or entire street as cobblestone
- Façade improvements, flower boxes, awnings, street planters, trash/recycling cans
- Vacant buildings: Lights on in 2nd floors and window treatments in windows
- Way-finding system for tour busses
- ESB lot: No cut-through
- Gas station: Screen / make more inviting
- Recruit new homeowners / rowers from TRRA / proximity to Herr's Island for early morning and late evening practices
- Tie areas together to create an auto-free zone
- Apartment create a rooftop garden to grow food
- Troy Hill sign visible from across the river ala Hollywood sign
- Overhead power lines put underground
- Lowrie Street bridge sidewalks
- Bakery, cheese shop

Jim then explained that the design team will take these comments and start to develop conceptual sketches. We will discuss them with the committee and present them at the next public meeting to gather further input. We will then refine the sketches and present them at a final public meeting.

The next meeting dates are:

- Committee meeting #3: November 11th 7:00pm at Pashek Associates (619 East Ohio Street)
- Public meeting #2: November 18th 7:00pm at Most Holy Name
- Committee meeting #4: December 16th 7:00pm (location TBD)
- Public meeting #3: January 13th 7:00pm at Most Holy Name

Prepared by:

Sara Thompson October 24, 2008

ⁱ These minutes are not intended to be interpreted as quotations. Many of the participants' comments have been paraphrased to capture the nature of the conversations without misrepresenting specific details. If you feel that your comments have been misrepresented, please contact Pashek Associates so that we may address your concerns.



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SITE DESIGN, RECREATION PLANNING, LANDSCAPE ARCHITECTURE, COMMUNITY PLANNING, ZONING

Meeting Minutes

Heart of Troy Hill Plan

Public Meeting

Meeting Date: Tuesday, November 18, 2008 – 7:00 pm

Location: Most Holy Name

The following represents a brief overview of discussions held during the above meetingⁱ:

Pinky opened the meeting with an introduction of the Troy Hill Citizens and the design team.

Jim then introduced the project and the purpose of the meeting.

Sara then gave a PowerPoint presentation that included a summary of the project process, what has been done so far, and a summary of the Concept Plan.

The second half of the presentation included a Community Preference Exercise in which several options were shown for specific improvements such as sidewalk patterns, signage, light posts, and fencing. Each participant was asked to fill out a questionnaire commenting on which options they liked the best.

Then, participants were asked to get into groups around the printouts of the Concept Plan and discuss their choices and come up with any new ideas. At the end of the group exercise, each group presented their ideas to the rest of the participants. The following are the results of the exercise:

- 1. What do you think of the Gateway sign?
 - Like the design & idea
 - Like it, but maybe different letters for Troy Hill
 - I like the sign, but not the lettering. Stones from the Old Water Basin that are now in the park should be used more creatively
 - Very nice!
 - Coat of Arms on sign
 - Great!
 - Good concept! I like the use of stone but the design looks too "tombstone like".

- Like it. "Welcome" in German? Engraved stone instead of raised lettering.
- It fits with the iron fence along Troy Hill Road
- Yes, good idea!
- Nice concept
- O.k. overall. Nice "monumental" look but the type is too swirly
- Bottom of hill
- Troy Hill Road. Triangle sign
- Very nice
- German lettering is very nice.
- Very nice
- Very nice at the bottom of the hill
- Hate the font, good start. Like the iron work. Unsure about the stone work.
- Great idea! Looks amazing!
- Where is it being located? Lettering of Troy Hill?
- Very well done, classy. Possibly add Est. date to pronounce the history.
- Love it!
- The gateway sign is a little busy. Maybe a little more stark
- Text sign font too illegible. Looks like Cyrillic Hill = H999

2. What do you think of the hillside sign?

- Not needed
- No
- At bottom of Rialto Street, bas relief "sign" depicting pigs, etc. being run up the hill from stock yards to Spring Garden
- Great idea!
- Good
- Great
- Love it!
- Kind of tacky
- Great idea
- Like it
- Great
- Good idea
- Great idea
- Great idea
- I think it's a good idea. Well lit.
- I like the idea of it. But too "Hollywood". Something more subtle, arty? Lights ala the top of new Children's Hospital
- Good way of identifying our Troy Hill
- O.k.
- Yes
- Yes
- Don't need that
- Not so much

- I like the sign
- Cool idea. Can you show a view from Liberty Ave or from the 31st Street Bridge?
- Great. I like it.
- Route 28 improvement will impact this sign?
- Don't like it.
- Not sure if I like it.
- I love the hillside sign and I think it's unique to Pittsburgh
- Undecided. Not particularly fond of the idea, though. (always thought the Hollywood sign was cheesy)
- 3. Which light post do you like better?
 - A 15 votes
 - B 11 votes
 - Like the hanging plants
 - Both are nice
 - Bad design
 - O.k., not much difference. Would like to see more options
 - Xmas lights
 - How about this? (Accompanying sketch included a triangular banner with Troy Hill on it)
 - Narrow streets. Less clutter.
 - B is too busy.
 - Need to think about Xmas pole lights that we put up
 - Lower height, please...lighting the sidewalks instead of the streets
 - Looks too large for the tight spaces
 - Both light post designs seem to overpower the space. Its difficult to get a sense of scale from the illustration provided. I would like to see other alternatives. Neither of these is Victorian they look like contemporary attempts to mimic the Victorian era.
- 4. Which street sign do you like better?
 - A: 16 votes
 - Comments: But simplify the fraktur script to make it more legible; Option A if cost is not exorbitant; Old historic look
 - B: 14 votes
 - Comments: easier to read
- 5. What do you think of painting the poles? Do you have any other ideas for painting patterns?
 - No votes: 9
 - Yes votes: 9
 - Who will keep it painted?
 - Prefer vines, real or iron metal

- No, prefer the murals only as a "punch of color"
- A textured paint would be better
- Different German crests, German words, textured paint
- Red, white and blue
- Doesn't have to be same colors as German flag...what about green with all the ideas of sustainability and greening?
- Good short-term solution
- Not consistent with the Victorian feel of the total design
- 6. Which flag idea do you like the best?
 - A (Church flags) 4 votes
 - B (Landmarks) 17 votes
 - C (Famous residents) 3 votes
 - D (Other) An assortment; other historic German flags; firehouse flags; alt. US & German flags
 - 3 votes for "none"
- 7. Which site furniture do you like the best?
 - A 3 votes
 - B 8 votes
 - C-16 votes
 - D (Other) Recycled materials important
 - 2 votes for "none"
- 8. Which ornamental fencing do you like the best?
 - A 8 votes
 - B-8 votes
 - C-13 votes
 - Any of the 3 designs would work
 - Either/any is an improvement
 - Don't need fences
 - Simple is best
- 9. Which crosswalk treatment do you like the best?
 - A 6 votes
 - B-13 votes
 - C-10 votes
 - D-3 votes
 - E-8 votes
 - Style
 - Recyclable materials?
 - Imprint?
 - E, in smaller areas
 - First choice: E, Second choice: C, Third choice: B

- First choice: E, Second choice: B, Third choice: D
- I like the cobblestone look best, but the first three choices look good, too
- I have seen this (choice C) done and it looks great!
- Cobblestone pattern
- 10. Which sidewalk treatment do you like the best?
 - A 11 votes
 - B-6 votes
 - C − 12 votes
 - D (Other) comments below
 - What about a "Grant Street" appearance?
 - Exposed abstract stain?
 - Squares?
 - Cobblestone breakers
- 11. Do you think we should change the one-way direction of Tinsbery, Claim, and Harpster Streets?
 - Yes -18 votes
 - No -9 votes
 - Only change Tinsbery
 - Which intersection is easier for a tour bus to make a left turn?
 - Mall?
 - Yes, it's a great idea.
- 12. What other types of community festivals / events can you think of?
 - Anything involving artists and/or musicians
 - River Brass Band?
 - Oktoberfest
 - Maifest (May Festival)
 - Other German-themed events
 - Harvest?
 - "Family" Oktoberfest
 - Spring/Maypole Festival
 - Community Day, with more than what is offered in its current state
 - An event that features international music or one that features art
 - Beer fest
 - Art fair
 - Ice sculpture competition/exhibit
- 13. What other comments do you have about the Concept Plan?
 - I love the plans, I hope I live to see them realized!
 - Weeds on the hill overlooking city and throughout the neighborhood must be removed.
 - Maintenance?

- Concept plan is good. What about the back end of Lowrie Street where the cemetery is? Good place for overlook is in back of cemetery at end of Lowrie.
- Any fountains?
- Benches: What considerations have been given to potential vandalism?
- Overlooks: What about an additional overlook or two across the street from North Catholic?
- Trees on Lowrie Street sounds good, but Lowrie is dark enough, too dark for me to walk town the street. It needs more lights. Thanks.
- Coat of Arms
- Fireman's Monument / Volgety Cemetary
- Great direction for Troy Hill!

Jim then explained that the design team will take these comments and start to refine the ideas and create a more detailed Vision Plan. We will discuss the Plan with the committee and present it along with supporting images at the final public meeting.

The next meeting dates are:

- Committee meeting #3: December 16th 7:00pm (location Pashek Associates)
- Public meeting #3: January 13th 7:00pm at Most Holy Name
- Committee meeting #4: TBA

Prepared by:

Sara Thompson November 20, 2008

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SITE DESIGN, RECREATION PLANNING, LANDSCAPE ARCHITECTURE, COMMUNITY PLANNING, ZONING

Meeting Minutes

Heart of Troy Hill Plan

Public Meeting

Meeting Date: Tuesday, January 13, 2009 – 7:00 pm

Location: Most Holy Name

The following represents a brief overview of discussions held during the above meetingⁱ:

Pinky opened the meeting with an introduction of the Troy Hill Citizens and the design team.

PowerPoint Presentation

Jim introduced the project and design process. Paul then described the inventory and analysis phase, the concept plan, and started to explain the six categories of recommendations. Sara finished the presentation on the recommendations which include:

- General District Guidelines
- Streetscape Improvements
- Façade Improvements
- Sustainable Solutions
- Potential Reinvestment Sites
- Small Enhancement Projects

To help guide the THC on which recommendations to focus on first, community members were asked to prioritize several projects. These projects are listed below in order of importance with the number of votes next to them:

- 1. Redesign Memorial Area 11 votes
- 2. Implement Streetscape Improvements 9 votes
- 3. Improve Façades 7 votes
- 4. Reinvest in Troy Hill and Gardner St. Building 6 votes
- 5. Convert Firehouse to Museum 4 votes
- 6. Redesign Community Park 3 votes
- 7. Develop Gateway Signage 2 votes
- 8. Develop a Hillside Sign for Troy Hill 2 votes
- 9. Promote Sustainable Solutions 2 votes
- 10. Examine Changing One-way Streets 2 votes
- 11. Paint Murals 1 vote
- 12. Redesign Hockey Rink and Parking Lot − 1 vote

- 13. Develop new Plazas 1 vote
- 14. Paint Utility Poles
- 15. Convert Incline Building to Restaurant
- 16. Reinvest in Uni-Mart Plaza

Jim then explained that the design team will compile all the public information into a report that the THC can use to guide their decision making and help implement these recommendations.

The last Committee meeting is 7:00pm, Tuesday February 10 at Pashek Associates office.

Prepared by:

Sara Thompson January 22, 2009

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Pittsburgh Streetface Design Guidelines



Urban Redevelopment Authority of Pittsburgh

MainStreets Pittsburgh Streetface Program

Design Guidelines



City of Pittsburgh Mayor Luke Ravenstahl



Jerome N. Dettore, P.E. Executive Director

URA, 200 Ross Street, Pittsburgh, PA 15219 / 412-255-6550 / www.ura.org

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<u>URA Board of Directors:</u>
Yarone S. Zober, Chairman
William C. Rudolph, Vice Chairman
Jim Ferlo, Treasurer
Tonya D. Payne, Member

These guidelines were prepared by Michael Eversmeyer Architect, PC, under the direction of the URA's Economic Development (Anita Stec) and Construction & Engineering (Maribeth Hook and Melissa Bilec) Departments.

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Effective 03/08/07

Introduction

Statement of Purpose

Neighborhood commercial districts in the older sections of Pittsburgh have a visual continuity and interest that result from being built according to a traditional design formula. When most of these districts were developed, in the late 19th and early 20th centuries, commercial buildings shared a number of important characteristics that made them parts of a larger, interrelated whole. The consistency of the commercial building tradition produced a unity of appearance that defined and enhanced the shopping experience, and strengthened the visual character and image of the commercial districts.

The purpose of these Design Guidelines is to provide basic standards for maintaining, improving, and/or restoring these characteristics in neighborhood commercial districts of the city of Pittsburgh. Adherence to these standards will make business districts more attractive and inviting to potential new businesses and shoppers.

Administration

These Design Guidelines are part of the administration of the Streetface Program of MainStreets Pittsburgh. All facade improvements funded through this program must comply with these Guidelines. The Streetface Program is administered by the staff of the Urban Redevelopment Agency. In some cases, when a building is historic, there will be an additional review by the staff of the Department of City Planning and/or the Pittsburgh Historic Review Commission. For historic information, call the Department of City Planning at (412) 255-2243.



Figure 1. Intact neighborhood commercial buildings



Figure 2. A mix of historic and remodeled storefront buildings



Figure 3. A typical traditional commercial building

General Principles

Commercial Building Design

Traditional commercial buildings of the 19th and early 20th centuries (Figure 3) are the cornerstones of Pittsburgh's neighborhood business districts. These buildings are typically two- to four-story brick structures with a storefront on the first floor, smaller uniformly-arranged windows in the upper stories, and a decorative cornice at the roofline. The storefront is usually framed by brick or stone side walls and an elaborate horizontal cornice or lintel above the storefront windows. The basic principle in the original design of the storefront was to make it as transparent as possible by using as large an expanse of glass as possible.

Transom windows above the display windows provided as much daylight as possible inside the store, which was important in a period when interior light fixtures were not very efficient. Store entrances were usually recessed behind

the plane of the facade, and secondary doorways opened to stairs that led to the apartments on the upper floors. The lintel or cornice separates the storefront from the simpler upper floors, in which the masonry wall is usually broken only by the windows and their decorative frames (if any). The architectural style of the building derives only in small part from the design of the storefront itself. Instead, it manifests itself mostly in the design of the window frames and moldings and of the building's cornice.

Commercial buildings that were built in the mid-20th century (Figure 4) are often shorter, one- or two-story buildings with a storefront at the first floor. Although an occasional commercial building from this period is decorated, for the most part they bear little or no ornamentation. They relate to the earlier commercial buildings by the expanse of glass that marks their storefronts.

Only in recent decades have building owners and tenants rejected the standard principles of storefront building design that guided the builders of Pittsburgh's commercial districts in the past. In an attempt to compete with the suburban commercial districts that sprang up after World War II, merchants and owners often copied



Figure 4. A typical mid-20th century commercial building

elements from shopping center and highway strip commercial design, however inappropriate they may have been for traditional urban settings. Some covered storefronts (and sometimes



Figure 5. Inappropriate remodeling: inauthentic Tudor details added to a Greek Revival building

construction. In other words, the very qualities that made Pittsburgh's neighborhood commercial districts distinctive and attractive were tossed aside in the course of inappropriate and expedient alterations to the buildings in those districts.

The goal of these Design Guidelines is to recover and emphasize the distinctive design characteristics of the traditional commercial buildings in Pittsburgh's commercial districts, while restoring the elements that give visual continuity to the shopping areas. The aim is not to create a "Disneyland" effect by imposing a historic theme on all of the buildings. It is explicitly recognized that all things change over time, and buildings must change as the uses that they house change. The crucial point is to accommodate necessary changes while maintaining the valuable qualities of individual buildings and of districts as a whole. This can be achieved by recognizing and appreciating the unique characteristics of each building, capitalizing on the surviving assets of each one, and by reinstating the design formula by which the traditional commercial buildings were originally designed and built.

entire facades) with smooth metal panels. Others pasted inauthentic historic themes – Tudor, Wild West, Oriental - onto their buildings (Figure 5). Still others installed greatly oversized signs, separating the storefronts from the upper facades. The transom windows of many storefronts were covered up, display windows were reduced in size, and upper-story windows boarded up or bricked in, often with materials such as plywood, cedar shakes, synthetic stone, and metal panels (Figure 6). None of these changes were cost-effective or aesthetically successful. They ignored the assets of the traditional commercial buildings: their oneof-a-kind designs, their ornamental character, and the quality of their materials and



Figure 6. Inappropriate remodeling: closing up storefronts and windows, covering transom windows

Basic Principles for Renovation

• **Keep all original materials and designs.** The removal or alteration of original building materials or distinctive architectural features should be avoided whenever possible, especially if they are important in defining the overall historic or visual character of a building. If the materials and features are original and in serviceable repair, they should be maintained as they are.

- Repair is the first priority. Deteriorated materials and architectural features should be repaired, rather than replaced, whenever possible. Proper maintenance should be the overall goal.
- Replacements should match originals. Any material and/or architectural feature that is too deteriorated to repair should be replaced with an exact duplicate, or with a substitute material or feature that looks the same (if replacement with the same materials is not technically or economically feasible). The appearance of the replacement should match the appearance of the original material or feature.
- **Design new features to fit with the old.** New features that are designed and installed to replace original features that are completely missing should either be:
 - an accurate restoration of the original features (based on photographs, drawings, or physical evidence), or
 - (2) new designs that are compatible with the scale, material, and color of the historic buildings (even though they may be constructed with modern materials and details).
- **Do not disguise the building.** All buildings and structures are products of the design and construction methods of their own time. All buildings were designed, and the original design is almost always the best design for the building. Alterations that attempt to make a building look older or newer than it is, or that try to change the architectural style of the building (such as in Figure 5), should be avoided.
- <u>Keep all good work from the past</u>. Later additions to an old building, or remodeled facades or storefronts (especially Carrara glass facades from the 1930s and 1940s), may have gained significance in their own right as examples of historical changes to the building. If so, these additions or alterations to the original building should be recognized, respected, and retained (such as in Figure 7).
- **Do not change the openings.** Original window openings should not be altered on the principal façade(s) of a building, because enlarging, reducing the size, or eliminating openings can dramatically alter the appearance and character of a building.
- **Do not cover the building up.** Original building materials and architectural features should not be covered by other materials, in an attempt to change the design of the building or reduce maintenance costs. Instead, the original design of the building and quality materials and craftsmanship should be emphasized.



Figure 7. Significant Art Deco storefront from the 1930s, added to a Victorian building

• <u>Clean the building carefully</u>. The cleaning of buildings should be undertaken by the gentlest means possible. Often, cleaning with household detergents and scrub brushes is sufficient. Do not sandblast or use other abrasive cleaning methods to clean the exterior of a building, since these methods will damage the original building materials and make the building vulnerable to further deterioration.

Storefront Renovations

The design guidelines for renovation of storefronts vary, depending on the age of the building and the current condition of the storefront:

- (1) a traditional (historic) commercial building with an original storefront that is intact;
- (2) a traditional (historic) commercial building with an original storefront that has been altered;
- (3) a traditional (historic) commercial building that has lost its original storefront completely;
- (4) a newer (non-historic) commercial building (built after 1940);
- (5) a building that was not originally designed as a storefront commercial building (for instance, a residence or a theater)
- (1) Existing Historic Storefront: If the original storefront and distinctive features of a commercial building built before 1940 are still intact, they shall be retained, and repaired if necessary (see storefront renovation guidelines on page 8).
- (2) and (3) <u>Historic Storefront Altered or Missing</u>: If the original storefront and distinctive features of a commercial building built before 1940 are dramatically altered or completely missing, either of two approaches may be taken:
 - a) the original storefront may be reconstructed if its appearance can be documented through photographs or drawings (Figure 8); or
 - b) a new storefront may be constructed, compatible with the design of the building, according to the storefront design guidelines. However, if the current storefront is a high-quality alteration of the original that has attained an historical significance of its own (such as an Art Deco storefront), it shall be retained, and repaired if necessary (Figures 7 and 9).

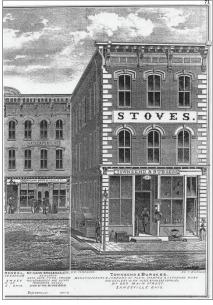


Figure 8. 19th century print of original building design

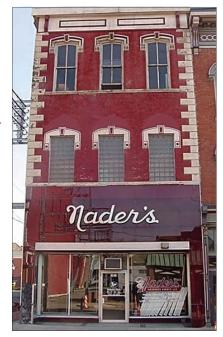


Figure 9. The same building today, remodeled with a significant later storefront

- (4) <u>Non-Historic Storefront (Existing or Altered)</u>: If the commercial building in question was built after 1940, it will be considered non-historic. The storefront of a non-historic commercial building may be treated in either of two ways:
 - a) the existing storefront may be repaired, to match its present appearance, if it is compatible with the commercial district and is of high-quality design and materials; or
 - b) a new storefront may be constructed, according to the storefront design guidelines.
- **(5)** <u>Building Without a Storefront:</u> If the building in question was not designed or originally intended for storefront commercial use (such as a residence, a theater, etc.) it may be treated in either of two ways:
 - a) if the building is historically important, or if it has a distinct historical character, or if it is of a high architectural quality, it shall be renovated with as few changes to the exterior as possible to accommodate the new use (that is, a full storefront should probably not be inserted into the façade); or
 - b) if the building does not have a distinct historical character or if it is of low architectural quality, it may be altered according to the storefront design guidelines (that is, a full storefront could be inserted into the façade).

Storefront Renovation Guidelines

Storefronts were traditionally simple in design: large expanses of glass in display windows, transom windows, and doors, opened up the interior to view and to light. The display windows spanned from one exposed brick or stone side wall to the other (unless there was also an entrance door to the upper floors), and from bulkhead panels at ground level up to the lintel or cornice that supported the brick wall above. The storefront was seldom ornamented; ornament was usually limited to the cornice over the storefront and to the upper façade.

- Retain original materials and features. Original materials and features of the storefront (which may still exist under recent remodelings) shall not be removed or destroyed. If it is impossible to repair them, they shall be replaced with the same material or one that matches the original visually.
- Remove unhistorical alterations. Alterations with no historical basis, or which seek to create an appearance that the building and its storefront were built earlier than they actually were, should be removed. These include solid infill materials (wood, brick, synthetic stone or stucco, glass block, metal panels, etc.), mansard or pent roofs, solid or colonial doors, small-paned windows, coach lanterns, and panels or signs that cover the transom windows (such as in Figure 5).
- Retain or restore the glass storefront. The open commercial character of the storefront shall be retained, regardless of use, by filling it almost entirely with glass (Figure 11). The storefront shall not be filled in or closed up; instead, other interior

devices to ensure privacy (including but not limited to interior shades, curtains, and opaque glass in transoms) may be employed.

- Retain the location of the main entryway in an intact historic storefront.
- Retain or restore an appropriate door. If the historic character of the storefront remains intact, an appropriate commercial wood-and-glass door shall be installed in the main entrance (if needed). A solid paneled wood door may be installed in the entranceway to a non-commercial use. The design of the doors shall be relatively simple, and shall not be over-decorated or inappropriately "historical" (Figures 15, 16, and 17).



Figure 10. Storefront set in structural frame

New Storefront Design Guidelines

- General Principle: The design of a new storefront may be traditional or contemporary, but in either case it shall be compatible with the character of the building in which it is constructed.
- <u>Location</u>: The storefront shall be designed to fit within the original structural "frame" made up of the side walls and the lintel that spans the storefront opening. It may be set back slightly within the frame, but it shall not be pulled back into the building to create a recessed arcade (Figures 10 and 12).



Figure 11. Storefront filled with glass

- <u>Cornice or Lintel</u>: A lintel, or cornice, shall be provided above the storefront in order to separate it from the upper façade and to provide a signboard for the business (Figures 13 and 14).
- <u>Viewing Zone</u>: The "viewing zone" of the storefront (from two to eight feet above the floor) shall have a minimum of 75% clear glass (excluding entries) for commercial uses and a minimum of 40% clear glass (excluding entries) for service uses. It is desirable that new storefronts be glazed up to the lintel or cornice that ran above the storefront originally (Figures 12 and 15).
- Glazing: Storefront glass (as well as glass in doors) shall include safety glass, in accordance with the requirements of the International Building Code (Chapter 24, section 2406). Reflective, opaque, or heavily-tinted glass shall not be used in the storefront, with the exception that opaque glass may be used in transom windows above the viewing zone in cases where dropped ceilings need to be concealed. However, it is

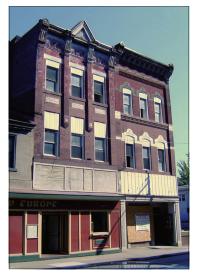


Figure 12. Storefronts with not enough glass (left) or recessed too far (right)



Figure 14. Ornamental storefront cornice



Figure 16. Storefront with recessed entrance



Figure 13. Storefront with signboard cornice



Figure 15. Glass storefront viewing zone



Figure 17. Storefront with commercial wood-andglass doors

preferable to rework dropped ceilings so that they start several feet back from the storefront, in a vertical or slanted bulkhead.

Entrances: The main entrance shall be recessed at least three feet from the front plane

- of the building, in order to visually emphasize the entryway, to accommodate the swing of the door, and to provide shelter from the elements (Figure 16). The floor of the recessed entrance was traditionally covered
 - floor of the recessed entrance was traditionally covered with ceramic tile (often mosaic tile in a decorative pattern) or terrazzo. It will be desirable to restore entrance floors with traditional materials.
- **Doors:** The main entry door into a commercial space should be a traditional wood-and-glass door (especially in an original or new wooden storefront), or it may be a simple metal-and-glass door. In either case, the door shall be commercial in character, with a large panel of clear safety glass (Figures 15, 17, and 19). Secondary doors, including doors that give access to the upper floors, should be either paneled wood or wood-and-glass doors, but not solid metal doors (Figure 18). "Natural" or mill-finish metal doors or pseudo-historic doors shall not be used.
- Materials: Storefronts shall be constructed of high quality, durable materials, similar in type and scale to traditional materials, such as wood, cast iron, structural metal, and glass. The bulkhead panels below the display windows should be made of wood panels, stone slabs, or ceramic tile (Figures 20, 21, and 22). Brick may be used in narrow vertical piers, but only if appropriate to the design of the building. Corrugated metal panels, aluminum or vinyl siding, synthetic stucco, plywood siding, and concrete block shall not be used in storefronts. Storefronts shall not be decorated with half-timbering, shingles, pent roofs, or other pseudo-historical materials or treatments. Glass block is only appropriate in certain "Art Deco" designs from the 1930s and 1940s.

Upper Façade Renovations

The exterior surfaces of the upper facades of older commercial buildings are usually masonry (brick or stone), with stone, terra cotta, or sheet metal details. It is in these details that the architectural style and character of the buildings is expressed.



Figure 18. Intact storefront with paneled door to upper floors



Figure 19. New storefront designed in accordance with traditional principles



Figure 20. Paneled wood bulkhead panels below display windows



Figure 21. Stone bulkheads below display windows



Figure 22. Tiled bulkheads below display windows



Figure 23. Commercial building with inappropriate synthetic stone on brick facade

- General Principles: Original materials and features of upper facades shall not be removed or destroyed, but shall be retained and repaired, if possible. If it is impossible to repair them, they shall be replaced with the same material(s) or with material(s) that visually match the original.
- Masonry Exteriors: Upper-floor masonry shall be repaired or replaced to match the appearance of the original materials as closely as possible (including color, texture, size, shape, placement, detailing, and type of joint). Masonry surfaces should be cleaned, if necessary, by the gentlest means possible (water and detergent, or a mild acid, with low-pressure water wash not to exceed 600 psi). Abrasive cleaning methods (such as sandblasting or sanding) shall not be used. Repointing of masonry shall be done with a mortar that matches the original as closely as possible in lime and cement content (high-Portland cement mortars shall not be used with older brick), color, and profile. No waterproofing or water-repellant coatings, artificial siding, stucco, or synthetic stucco material shall be applied over existing masonry. Existing unpainted masonry surfaces shall not be painted (except in certain cases of advanced deterioration) (Figures 23, 24, and 25).
- **Wood:** If the upper facade has wood siding, the wood siding shall be repaired or replaced to match existing (Figure 26). If artificial (aluminum or vinyl) sidings have been installed in the past (over wood or masonry), they shall be removed and the surfaces under them repaired. No artificial siding (aluminum, vinyl, asbestos, asphalt, insulbrick, etc.), shingles, or stucco shall be applied over existing wood siding. All wooden trim and ornament, including cornices and brackets, shall be retained and repaired or replaced to match, if necessary.
- **Roofs:** All mansard roofs shall be repaired or replaced, if necessary, with slate or artificial slate, in a color and pattern to match the original (Figures 27 and 30).
- Window Openings: Original window openings shall not be altered, either by enlargement or by closing them in. All closed-up windows in the front façade shall be reopened to their original sizes and windows re-installed, if part of the overall renovation plan. All enlarged windows in the front facade shall be rebuilt to their original sizes and windows re-installed, if part of the overall renovation plan (Figure 28).
- Windows: Original wood windows shall be retained and repaired, if possible. If the existing windows cannot be repaired, or if the existing windows are inappropriate for the building, they shall be replaced by new windows. In historic districts, all replacement windows in the principal facades shall match the original in material (in most cases, wood). Outside of historic districts, all replacement windows shall be constructed of wood, clad wood, or metal, in that order of preference. All metal windows shall be anodized or painted to match the color of the window trim; a metallic "natural" mill finish shall not be permitted. Regardless of material, all replacement windows shall match the original windows in muntin and pane arrangement and molding profile (Figure 29).



Figure 24. Brick façade cleaned and repointed

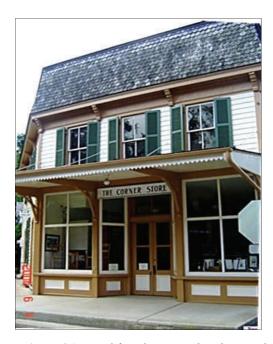


Figure 26. Wood façade restored and painted



Figure 25. Stone trim cleaned and repaired



Figure 27. Mansard roof restored with slate

- Glass: Window glass may be double-glazed (insulated) and clear; reflective and opaque glass, and artificial muntin grids, shall not be permitted. Storm windows shall be installed so as to be inconspicuous (colored to match the window frames, sized to fit the openings, divided like the windows that are being covered).
- <u>Façade lighting</u>: All lighting of the facade of the building shall be done in a discreet manner, using fixtures that are unobtrusive and that have light sources shielded from the public view.

Accessories

Accessory elements – those elements of the building façade that are not part of the permanent structure of the building – can play an important part in the ornamental character of the building. They can also serve the owner and tenant by helping to identify and advertise the business located in the storefront. However, the building façade itself and the display windows should be thought of as the best and most effective sign for the business. Signs should be designed as elements of the building, not as unrelated items merely attached to it, should complement the style of the building, and should be sized to relate to pedestrian, not vehicular, traffic.

• Awnings: Awnings are always acceptable on the storefront of the building, and may also be installed over all of the upper-floor windows (Figure 30). They shall be sloping and triangular in section, in most cases (arched awnings should be used only over arched openings). They shall be made of canvas or canvas-like materials (not metal), and they shall not have internal illumination (Figures 31 and 32).

• Signs:

- (a) <u>Number</u>: A maximum of one wall, one window sign, and one awning sign per first-floor business, and one projecting sign (if permitted) per entrance into a business, shall be permitted per street facade. A maximum of two window signs and one awning sign per upper-floor business shall be permitted.
- (b) <u>Type</u>: Only business and identification signs shall be permitted; advertising signs and mass-produced signs supplied by national distributors shall not be permitted.
- (c) <u>Size</u>: Wall signs shall be a maximum of two square feet in area for every lineal foot of building frontage, up to a maximum of 40 square feet (though they may be limited by district-specific zoning guidelines). Window signs shall be a maximum of 20% of the glazed area of storefront windows in area, or a maximum of 50% of the glazed area of upper-floor windows in area. Awning signs may include one small business identification sign (measuring no more than six inches in height) on the front vertical flap of the awning. Projecting signs, if permitted, shall meet the zoning ordinance in terms of size and placement. For businesses located on a corner and having two street facades, the frontage on each street shall be computed and employed separately for the determination of sign areas.



Figure 28. Inappropriately small replacement windows

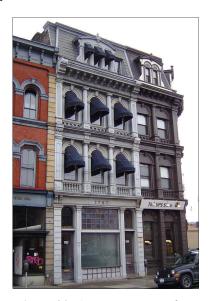


Figure 30. Awnings over window openings on upper floors

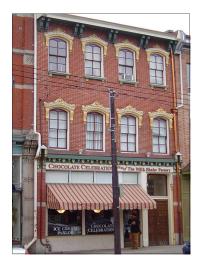


Figure 32. Storefront with awning below transom windows



Figure 29. Wood replacement windows with arched tops to fit openings



Figure 31. Storefront with awning below transom windows



Figure 33. Signboard with individual letters and window signs

- (d) <u>Location</u>: No sign may be placed in such a way as to obscure any architectural feature or ornament. Signs for first-floor businesses shall be located below the sills of the second-floor windows, preferably on the lintel or signboard over the storefront. Signs may be painted onto the insides of the storefront windows. Signs for upper-floor businesses shall be painted onto the insides of the upper-floor windows. No signs shall be located on the roof of the building, nor shall the supports for any sign extend above the cornice of the building.
- (e) <u>Materials</u>: Wall signs shall be painted onto wood, metal, or opaque plastic backboards, or individually-applied letters may be used. Individually-illuminated channel letters, back-lit (silhouetted) letters, neon signs, and signs illuminated by small shielded spotlights may be used. Internally-illuminated plastic-faced box signs, and signs that move, flash or are intermittently illuminated, shall not be permitted. See Figures 33 through 38.
- <u>Security Gates</u>: Security gates shall be installed on the inside of the storefront windows. They shall be a type of gate that can be removed or folded completely back when not in place, and shall be painted so as to be as inconspicuous as possible.

Painting

Historically, wooden and cast iron storefronts were painted to prevent the harmful effects of weathering (moisture, ultraviolet rays from the sun, wind, etc.) as well as to define and accent architectural features. Repainting exterior surfaces is an inexpensive way to provide continued protection from weathering and to give a fresh appearance to the storefront and building façade.

- <u>Basic Guidelines</u>: Existing unpainted masonry surfaces shall remain unpainted (except in certain cases of advanced deterioration). Masonry surfaces that have been painted in the past may be repainted. Exterior masonry, wood, and cast iron surfaces should be prepared properly by removing loose paint by the gentlest means possible (usually scraping or sanding by hand) and by cleaning the surface before applying a primer appropriate to the material and at least two coats of exterior grade paint.
- Colors: Building colors should be considered in relation to the colors of the other buildings in the block and down the street. Buildings should be "good neighbors" and not clash visually with adjacent buildings. Muted colors are preferable to bright ones; primary colors should not be employed except in signs. Color should be used to "tie together" all of the building's parts, including the storefront, windows, doors, and cornice. This can be done by choosing a single body color (or using the color of the existing masonry), a trim color that is a shade lighter or darker than the body color, and (if desired) a third, contrasting color for the ornament. No more than three colors should be used. Aluminum and steel windows, doors, and frames should be painted or anodized in accordance with the overall color scheme for the building. A metallic "natural" mill finish shall not be permitted.
- <u>Historic colors</u>: If a traditional color scheme is desired, the following points should be considered:



Figure 34. Signboard with individual letters and gooseneck lighting



Figure 36. Painted wooden signboard and awning sign



Figure 35. Sign in storefront window and projecting sign



Figure 37. Projecting and awning signs



Figure 38. Projecting and banner signs

- a) it may be possible to discover the original color scheme by carefully scraping or sanding an area down to the first coat of paint
- b) in the mid-1800s, soft, neutral tints were popular
- c) in the late 1800s, darker, richer shades of color were in vogue
- d) in the early 1900s, lighter, calmer colors were fashionable
- e) white paint was not widely used in the 19th century

Green Design / Energy Conservation

The design of the exterior of an older commercial building provides limited scope for the employment of techniques of "green design". However, it can be made more energy-efficient by the use of a number of low-cost, low-technology measures that do not entail any great changes in the appearance of the building, and can achieve substantial savings in heating and cooling costs.

- <u>Upper-floor windows</u>: All upper-floor windows should be repaired so that all of their parts fit together tightly, and all loose or broken glass panes should be reglazed. Windows should be carefully weather-stripped and caulked, to seal the cracks between the sashes and window frames. If new windows are installed, they should be double-glazed (two layers of glass with an air space between) with the highest R-value possible. Storm windows may be installed on the inside or outside of the upper-floor windows.
- **Doors:** All doors should be repaired so that all of their parts fit together tightly, and all loose or broken glass panes should be reglazed. They should be carefully weather-stripped and caulked, to seal the cracks between the door and the frame. If new doors are installed, they should be double-glazed (two layers of glass with an air space between) with the highest R-value possible.
- Storefront: Storefront windows should be carefully caulked and sealed. New storefront windows should be double-glazed (two panes of glass with an air-space between) with the highest R-value possible (but at least R-2). Where the sun is a factor, an operable awning should be installed. It can be projected to shade the storefront in the summer, reducing heat gain, and retracted in the winter to allow the sun to penetrate and warm the interior.
- <u>Insulation</u>: All solid surfaces should be insulated, caulked, and sealed to prevent the loss of heated or cooled air to the outdoors. The interiors of bulkhead panels below storefront display windows should be insulated. The first floor should be insulated in order to protect the commercial space from the cold of the basement below. If the building is one story in height, the roof should be substantially insulated to protect the store from both heat and cold. If the upper floors of the building are not in use, the second floor should be temporarily insulated to trap heat on the first floor.

• <u>Paint</u>: Paints should be "Low V.O.C." paints – that is, paints having a low concentration of volatile organic compounds that contribute to air pollution and indoor air quality problems.

New Construction Design Guidelines

The design of an addition or a new building in an established commercial district is a special and difficult design problem. The appearance of the addition or new building should be compatible with its neighbors. It may be traditional in style, or it can be designed in a contemporary style, as long as it is sensitive to the design of the buildings around it (Figures 39 and 40). This can be achieved by allowing the design of the new building to "grow out of" the designs of its neighbors. Since this means that a good infill structure will respond to its surroundings, it is impossible to develop specific guidelines that will apply in all cases. However, the following general considerations should govern the visual relationship between an infill structure and its neighbors.

- <u>Height</u>: Infill construction should respect the general height of the surrounding buildings. If at all possible, new buildings in neighborhood commercial districts should be more than one story tall.
- <u>Width</u>: An infill structure should reflect the characteristic rhythm of facades along the street. If the building site is large, the new facade can be broken into a number of smaller units or bays.
- **Proportion:** The characteristic proportion, or relationship between height and width, of the existing facades should be repeated.
- Relationship to Street: The new building should set back from the street to the same degree as its neighbors.
- <u>Composition</u>: The composition (organization of the parts) of the façade of the new structure should be similar to that of surrounding facades.



Figure 39. New construction: one-story storefront building with traditional storefront design



Figure 40. New construction: Two-story commercial building with traditional design and contemporary materials

• **Rhythm:** Rhythms (including window spacing and location of doors) that carry through the block should be incorporated in the new façade.

- **Proportion of Openings:** The size and proportion of window, door, and storefront openings should be similar to those if adjacent buildings, as should the ratio of window area to solid wall for the façade as a whole.
- <u>Materials</u>: An infill structure should be composed of materials that complement those of adjacent buildings, and which do not stand out among the others.
- <u>Color</u>: The colors chosen for the infill structure should tie it to its neighbors.

Funding Sources

The following are potential funding sources for projects within the Heart of Troy Hill:

Mayor's Storefront Renovation Program

This program provides a grant up to 50% or \$5,000 maximum to improve the physical appearance of commercial storefronts in Pittsburgh's neighborhoods. Priority will be given to projects located outside the City's designated primary Mainstreets districts.

Contact

Quianna Wasler

Mainstreet Development Specialist

Business Development Center

Urban Redevelopment Authority of Pittsburgh

200 Ross Street, 11th Floor, Pittsburgh, PA 15219

412-255-6550 phone – 412-255-6542 fax

Email: qwasler@ura.org - website: www.ura.org

Community Development Block Grant Program:

Funds are available for grants and technical assistance for federally designated municipalities for any type of community development. The Competitive Program provides funding up to \$500,000 with 70% of the grant having to be used for activities that benefit low to moderate income persons. Many communities use these funds for infrastructure improvements. These HUD funds are channeled though the state to counties and entitlement communities.

Contact

Cheryle E. Campbell, Field Office Director - Pittsburgh Field Office

Heinz 57 Building

339 Sixth Avenue

Pittsburgh, PA 15222-2507

Phone: (412) 644-6428 Fax: (412) 644-6499

www.hud.gov

www.ReadySetSucceed@newPA.com

City Councilwoman Darlene Harris

Telephone: 412-255-2135

Fax: 412-255-2129 City County Building Suite 510/Floor 5 414 Grant Street Pittsburgh, PA 15219

County Representative Amanda Green

County of Allegheny 436 Grant Street Pittsburgh, PA 15219 Phone (412) 350-6495 Fax (412) 350-6499 State Senator Jim Ferlo 3519 Butler Street Pittsburgh, Pa 15201 Phone: (412) 621-3006

Fax: (412) 621-0373

State House Representative Don Walko

3880 Perrysville Avenue Pittsburgh, PA 15214 (412) 321-5523

Fax: (412) 321-5517

Duquesne Light - Power of Light Program

The "Power of Light" program places a special focus on illuminating regional and neighborhood landmarks, recreational lighting, as well as lighting initiatives promoting economic vitality, safety and security in the various communities and neighborhoods Duquesne Light serves. Preference is given to organizations with documented non-profit 501(c)(3) status with the IRS.

Contact

Power of Light Duquesne Light Company 411 Seventh Avenue Mail Drop 6-3 Pittsburgh, PA 15219

Email: communityrelations@duqlight.com

Community Design Center's Renplan Program

The CDCP's RenPlanSM program provides affordable consultations with architects, landscape architects, and interior designers to homeowners and now business owners who are planning improvements.

Contact

Tara Nelson

CDCP

938 Penn Avenue

Pittsburgh, PA 15222

Phone: 412.391.4144 Fax: 412. 391.1282

412.391.4333

tnelson@cdcp.org

The Heinz Endowments

The Endowments supports projects designed to improve the quality of life in southwestern Pennsylvania and to address challenges it shares with communities across the United States. They focus on five disciplines: Arts & Culture; Children, Youth & Families; Education; Environment; and Innovation Economy. The Heinz Endowments has invested significantly in various intermediaries and specific projects designed to promote green building in the Pittsburgh region.

Contact

Howard Heinz Endowment Vira I. Heinz Endowment 30 Dominion Tower 625 Liberty Avenue Pittsburgh, PA 15222

Phone: 412.281.5777 Fax: 412.281.5788

Web Site: www.heinz.org

Assessment District (NID/BID):

Neighborhood Improvement Districts/Business Improvement Districts allow for assessment of property within a specified area for public improvements. Assessments are usually based on the estimated cost of proposed development, say new sidewalks and streetlights, divided by the length of the project, divided by 2 (for each side of the road). Each business is then assessed their pro-rated share based on their property's linear frontage on the street.

Legislative Grants (Community Revitalization Program):

Funds are available for a variety of development projects. Your senator and representative can propose projects for funding.

Growing Greener II:

Grants are provided to municipalities and nonprofits to help a community's downtown redevelopment effort, focusing on the improvement of downtown sites and buildings. The eligible projects may include approaches that assist in business development and/or public improvements in core communities. Typical grants are \$250,000 to \$500,000; no required match level but matching should be demonstrated.

<u>Contact</u>

Rachel Carson State Office Building, 15th Floor 400 Market Street, PO Box 8776 Harrisburg, PA 17105-8776 (717) 705-5400 GrowingGreener@state.pa.us

First Industries Fund:

A grant and loan program aimed at strengthening agriculture and tourism industries. Loans up to \$200,000 and planning grants up to \$250,000. I understand that this program may be out of funds and awaiting replenishment. We have seen projects where local legislators have obtained project specific funds and moved the funds through this program.

Housing and Redevelopment Assistance:

There are grants for community revitalization and economic development activities to occur on a local level. Funds are available to assist in community revitalization in the area of housing. These are state funds funneled through DCED.

<u>Contact</u>

Department of Community and Economic Development Jack Machek, Director

1405 State Office Building 300 Liberty Avenue Pittsburgh, PA 15222 (412) 565-5002

Fax: (412) 565-2635

Infrastructure Development Program:

This program provides grants and low interest loans for public and private infrastructure improvements through DCED. Loans and grants up to \$1,250,000. Grants have been made for public infrastructure. Contact your local industrial development authority or redevelopment authority.

Contact

Department of Community and Economic Development Center for Business Financing, Site Development Division Infrastructure Development Program 400 North Street, 4th Floor Commonwealth Keystone Building Harrisburg, PA 17120-0225 Telephone: (717) 787-7120

Urban Development Program:

DCED grants are provided for urban development and improvement projects to municipalities and nonprofit entities. Grants typically are for \$5,000 to \$25,000.

Contact

Department of Community and Economic Development Customer Service Center Commonwealth Keystone Building 400 North Street, 4th Floor Harrisburg, PA 17120-0225 1-800-379-7448 ra-dcedcs@state.pa.us

US Department of Commerce – Grants for Public Works and Economic Development:

Grants that promote long-term economic development and assist in the construction of public works and development of facilities needed to initiate and support the creation or retention of permanent jobs in the private sector. Contact the Department of Commerce at 1-215-597-4603 or www.doc.gov/eda.

Redevelopment Assistance Capital Program - Office of the Budget

This state grant program provides for the acquisition and construction of regional economic, cultural, civic and historical improvement projects. Contact 1-866-466-3972 or www.newPA.com.

Industrial Site Re-use:

This is a DCED funded program of grants and low interest loans to perform environmental assessments and remediation work on former industrial sites. Grants up to \$200,000 are

available for environmental assessment and up to \$100,000 for remediation. There is a 25% match required.

Contact

Department of Community and Economic Development Center for Business Financing Site Development Division 400 North Street, 4th Floor Commonwealth Keystone Building Harrisburg, PA 17120-0225 (717) 787-7120

Brownfield Economic Development Initiative:

This is a HUD competitive grant program to stimulate and promote economic and community development. This program is designed to assist cities with the redevelopment of abandoned, idled and underutilized industrial and commercial facilities where expansion and redevelopment is burdened by real or perceived environmental contamination.

Sprout Fund

The Sprout Fund is a nonprofit organization supporting innovative ideas and grassroots community projects that are catalyzing change in Pittsburgh. Communities apply and are selected by Sprout Public Art to receive murals. All supplies, materials and design and artist fees are provided by Sprout Public Art and murals are provided at no financial cost to participating communities.

Contact

Mac Howison, Funding Programs Manager or Matt Hannigan, Manager of Programs and Business Operations 5423 Penn Avenue Pittsburgh, PA 15206-3423 412.325.0646 www.sproutfund.org

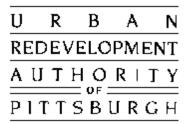
MLK Community Mural Project

Communities are selected to receive murals by the KH Design Advisory Board. Community Selection is based on criteria such as need to decrease blight, public accessibility, visibility, potential for impact in the community, number of at-risk youth, need for positive outlet for artists and youth of community and if community has graffiti problems in which murals help reduce or eliminate.

Contact

Kyle Holbrook, CEO kyle@mlkmural.com (724)531-2184 www.mlkmural.com

Mayor's Storefront Renovation Program



BUSINESS DEVELOPMENT CENTER 200 ROSS STREET PITTSBURGH, PA 15219 412-255-6550

Thank you for your interest in Mayor Luke Ravenstahl's Storefront Renovation Program. Following are the program materials for your information.

Please don't hesitate to contact me if you have any questions.

Sincerely,

Quianna Wasler
Mainstreet Development Specialist
Business Development Center
Urban Redevelopment Authority of Pittsburgh
200 Ross Street, 11th Floor, Pittsburgh, PA 15219
412-255-6550 phone – 412-255-6542 fax
Email: gwasler@ura.org – website: www.ura.org



Mayor Luke Ravenstahl's Storefront Renovation Program Program Guidelines

I. Statement of Purpose

Mayor Luke Ravenstahl's Storefront Renovation Program (SRP) is intended to improve the physical appearance of commercial storefronts in Pittsburgh's neighborhoods.

II. Program Funding

SRP may be funded in part through the City of Pittsburgh, the Commonwealth of Pennsylvania Department of Community and Economic Development, the U.S. Department of Housing and Urban Development's Community Development Block Grant (CDBG), and the Urban Redevelopment Authority.

III. Eligibility

The following criteria will be used to determine whether an applicant is eligible for a SRP grant:

A. <u>Area Eligibility</u>

SRP projects must be located within the City of Pittsburgh. Priority will be given to projects located outside the City's designated primary Mainstreets districts and other URA commercial façade programs.

B. Types of Businesses

- 1. Commercial establishments (retail and wholesale trade).
- Service establishments to include:
 - a. Professional services (e.g.: doctors, lawyers, accountants, architects, etc.);
 - b. Personal services (e.g.: dry cleaners, laundromats, barber & beauty shops, etc.);
 - c. Certain repair services (e.g.: office equipment, radio/television, bicycle, furniture, locksmith, etc.); and
 - d. Business services (e.g.: advertising, office management, printing, etc.).

Banks, savings and loan associations, gas and service stations, used car lots, home-based businesses and adult entertainment establishments are not eligible.

IV. <u>Eligible Activities</u>

Exterior building improvements based on an approved work plan which can include: storefront lighting, signage, windows, painting, etc.

V. <u>Parameters of Grant</u>

A. Grant Size:

Up to 50% or \$5,000 maximum for eligible improvements. Please note that the grant agreement will be with the property owner (tenants must secure the property owners agreement to access this program).

B. Fees:

\$250 application fee per eligible property (non-refundable) payable to the Urban Redevelopment Authority of Pittsburgh.

C. Other:

Projects greater than \$25,000 may require the State's prevailing wage rates. Other conditions may also apply.

VI. Waiver of Provisions

The Board of Directors of the URA may waive certain provisions of these guidelines based on a determination of the private and public benefits of the project.

VII. Notification

URA reserves the right to:

- A. Reject any and all applications.
- B. Notify the appropriate community-based organization of applications received from businesses in their neighborhoods.
- C. Announce all loan commitments publicly.

VIII. Additional Information

For additional information, please contact the Urban Redevelopment Authority, Business Development Center at 412-255-6550 or via our web site at www.ura.org. Our TDD number for the hearing impaired is 412-255-6644.

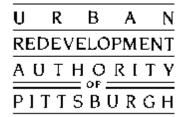
The Urban Redevelopment Authority of Pittsburgh does not discriminate on the basis of race, color, sex, religion, marital status, disability, age, sexual orientation or national origin. No person, solely on the basis of any of the above factors, shall be excluded from participation in, be denied the benefits of, or otherwise be subjected to discrimination under the loan and grant programs operated by the Business Development Center of the Urban Redevelopment Authority of Pittsburgh.

U R B A N
REDEVELOPMENT
AUTHORITY
PITTSBURCH

MAYOR LUKE RAVENSTAHL'S STOREFRONT RENOVATION PROGRAM (SRP) GRANT BASIC PROCEDURES

- STEP 1: Property owner (applicant) submits SRP application to the URA with photograph(s) of building, copy of current occupancy permit, \$250 application fee and description of requested improvements.
- STEP 2: URA will review the submitted requested improvements (work plan). Such review may include a design consultation with URA staff or their agent. If design is acceptable, the URA will provide a notice to proceed letter within fifteen business days.
- STEP 3: Once applicant receives the notice to proceed letter, they will need to secure cost estimates based on the approved work plan. The applicant must submit these cost estimates to the URA within 60 days of receiving the notice to proceed.
- STEP 4: The URA will review the cost estimates and then proceed to issue a commitment letter to the applicant within ten business days.
- STEP 5: Upon applicant signing and returning the signed commitment letter, work may begin. URA will monitor progress of the building improvements.
- NOTE: THE URA CANNOT PAY FOR ANY WORK THAT HAS BEEN COMPLETED PRIOR TO A SRP COMMITMENT LETTER BEING EXECUTED.
- Applicant must pay the matching portion of the project costs first. The URA will make payment when all work is complete. Applicant will be required to complete all work within four-months of acceptance of the commitment letter. Once work is completed, the URA will schedule a closing for execution of the grant agreement and the disbursement of grant funds. Disbursement of grant funds is contingent upon applicant providing receipts for completed improvements.
- NOTE: The SRP Grant provides up to 50% or \$5,000 maximum for eligible improvements. If your project costs exceed \$10,000 and you are located within one of the City's Mainstreets-eligible neighborhoods, you may be interested in utilizing the Streetface program which could provide a larger dollar amount towards your project costs. For more information on the Streetface program, please contact Quianna Wasler, Mainstreet Development Specialist, of the URA at 412-255-6550 or gwasler@ura.org.

BUSINESS DEVELOPMENT CENTER ~ 200 ROSS STREET, 11™ FLOOR ~ PITTSBURGH, PA 15219 ~ 412-255-6550



(LERTA).

All bids must conform to approved work write-up.

BUSINESS DEVELOPMENT_CENTER 200 ROSS STREET, 11TH FLOOR PITTSBURGH, PA 15219 412-255-6550

MAYOR LUKE RAVENSTAHL'S STOREFRONT RENOVATION PROGRAM (SRP) GRANT APPLICATION

| <u>APPLICANT INFORMATION</u> | | URA I.D. # | | | |
|--|-----------------------|-----------------------|-------------------------|--|--|
| Name of Applicant | |) Telephone Number | E-Mail Address | | |
| | | | | | |
| Street Address | City | State | Zip | | |
| IF TENANT, PLEASE PROVIDE: | | | | | |
| Name of Building Owner | | (| Telephone Number | | |
| Street Address of Building Owner | City | State | Zip | | |
| PROPERTY TO BE IMPROVED | | | | | |
| Name of Business | | () | Telephone Number | | |
| Street Address | City | State | Zip | | |
| Jobs To Be Retained: | Jobs To I | Be Created: | | | |
| Type of Business: | Ne | eighborhood: | | | |
| Current Use of Building: | | | | | |
| Ground Floor | Up | Upper Floor(s) | | | |
| Proposed Use(s): Ground Floor | Up | oper Floor(s) | | | |
| ADDITIONAL INFORMATION/DOCUM | <u>MENTS</u> | | | | |
| The following information must accom | pany this application | : | | | |
| Description of requested improvematerials, colors, dimensions, local Photos of facade. A copy of the occupancy permit. Conflict of Interest Disclosure Forms. \$250 application fee payable to the | ation of improvements | on the façade, etc. | clude where applicable, | | |
| I have provided all information requiunderstand the program guidelines ar | | | | | |
| Signature: | | Date: | | | |
| | | | | | |

NOTE: 1. For your convenience, we have attached an application for the City of Pittsburgh's Tax Abatement Program

URBAN REDEVELOPMENT AUTHORITY OF PITTSBURGH BUSINESS DEVELOPMENT CENTER CONFLICT OF INTEREST DISCLOSURE

All applicants for loans or grants from the Urban Redevelopment Authority of Pittsburgh (URA) are requested to disclose if they are employees or related to employees of the URA or the City of Pittsburgh. If you are an employee or related to a City or URA employee, a formal Conflict of Interest waiver must be presented to the URA's Board of Directors. If the source of funding for your URA financing is the U.S. Department of Housing and Urban Development (HUD), then you must also submit a formal Conflict of Interest waiver to City Planning and to HUD for approval.

PLEASE COMPLETE APPLICABLE SECTION AND SIGN AT BOTTOM

| SECTION A | | | | | |
|---------------------------------|--|--|----------------------------------|-------------------|--|
| l, | , hereby | hereby acknowledge that I am an employee of the: | | | |
| | City of Pittsburgh | | _ Department | | |
| | URA of Pittsburgh | | | | |
| OR SECTION B | | | | | |
| I, | , hereby | acknowledge | that I am relat | ed to (Employee's | |
| | , an employee of | | | | |
| | City of Pittsburgh | | _ Department | | |
| | URA of Pittsburgh | | | | |
| My relationship to the en | mployee: Spouse, | Father, | Mother, | Daughter, | |
| Son, Other | (Specify | relationship) | | | |
| He/she is employed in the | he (Department/Position): | | | | |
| | OR | | | | |
| | SECTION | С | | | |
| I, the City or URA of Pittsk | , hereby ourgh, nor am I am employee of the | certify that I a | am not related of Pittsburgh. | to an employee of | |
| cancellation of my appli | ree that any misrepresentation of cation for a loan or grant, or, if the required to repay the loan or grant | misrepresenta | | | |
| DATE | APPLICANT'S SIGNATURE | | | | |
| DATE 5/10/00 | CO-APPLICANT'S SIGNATURE | | | | |