

# DEVELOPMENT GUIDELINES FOR THE CENTER OF EAST LIBERTY

Submitted to the City Planning  
Commission by the East  
Liberty Development, Inc.

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East Liberty Chamber of Commerce

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BREAN ASSOCIATES

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East Liberty is a focus for regionally significant development. In anticipation of this increase in activity and change, these development guidelines were created with the intention of fostering development that balances community needs, physical goals, and market opportunities.

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### Reader's Guide Note:

If you are interested in determining whether East Liberty is the market and development location for you, please read the Executive Summary (page 1-3) followed by the Development Guidelines (starting on page 12).

If you are interested in a particular development site, please read the Development Guidelines (starting on page 12) first. Identify your parcel/property and familiarize yourself with the specific corridor description and recommendations. The remaining portions of the report will provide background and rationale.

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# EXECUTIVE SUMMARY

## PROJECT STATEMENT



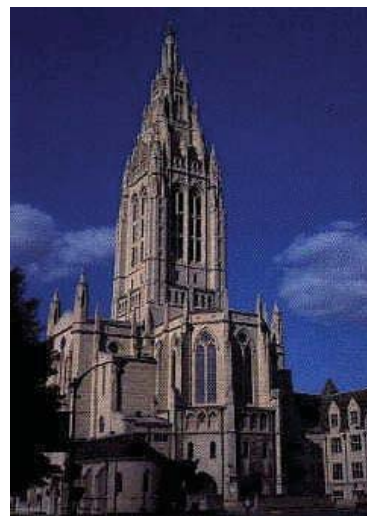
### Around the Center

East Liberty's Central Business District, once the third largest concentration of commercial activity in Pennsylvania, is poised for renewal. The **central location in Pittsburgh's East End** has recently attracted two national retailers. The periphery of the Central Business District is experiencing significant renewal, including the continued success of Walnut Street and Ellsworth Avenue in Shadyside, Whole Foods and the Hillman Cancer Institute on the high-density Center Avenue/Baum Boulevard corridor, and the Pittsburgh Glass Center and Penn Avenue Arts Initiative.

Housing markets to the North (Highland Park) and the South (Shadyside) are among the strongest in the City. To the West, reinvestment in Friendship and Garfield is reaching a critical mass. Major initiatives to transform the adjacent housing areas of East Liberty into attractive mixed use/ mixed income communities is underway.

### East Liberty will benefit from the current development climate.

With vision-driven change, these can be shared and multiplied across the entire community. In anticipation of change, a development vision was created for East Liberty that balances community needs and market opportunities, while addressing local and regional issues. The goal of this vision plan is to accelerate and assure the renewal of East Liberty as a dense, connected Urban Center.

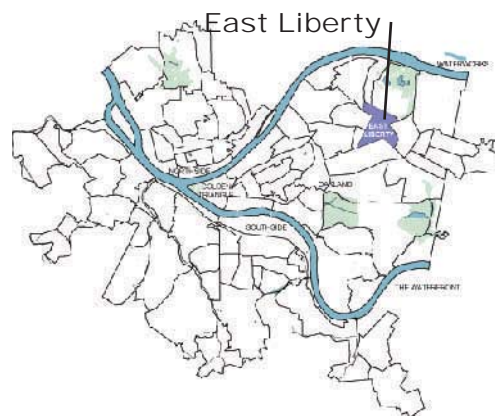


### Reinvesting in our Community

Efforts to civically engage and improve our existing communities has been recognized as **vital to the commonwealth, economic future, and competitiveness of the region**. Sprawl is recognized as being wasteful and deleterious to the environment while the continued extension of infrastructure threatens our region's economy. Our region, once a nexus of immigration, now lags far behind in its ability to break down social and racial boundaries. Urban communities, such as those that are centered in the East End of Pittsburgh, have been recognized as critical social, cultural, and economic generators for the region.

Renewal of East Liberty depends upon encouraging the business and residential diversity that has long been the appeal of city living. The strength of the core will rest on the concentration of residential, retail, service, civic, and business uses in the area. The architectural character and infrastructure necessary for a vital

neighborhood are largely intact, but a critical mass of activity and green spaces are lacking and awkward traffic patterns and vacuums of activity result in a disconnected community. By extending the hours of street activity, developing defined public spaces, clarifying road patterns, assuring pedestrian friendly environments, connecting to public parks, and creating urban living opportunities **East Liberty will again become a more thriving and active community center.**



Pittsburgh is a city of neighborhoods. East Liberty is a town within the city

# EXECUTIVE SUMMARY

## PROJECT STATEMENT

### People and Neighborhoods: The Keys to the City

In spite of the long period of decline, many individuals, businesses and organizations have remained fiercely loyal to East Liberty. Much of the remarkable historic architecture within the Central Business District remains. Surrounding neighborhoods are in demand. Some of the most successful and desirable commercial and residential real estate in the region is within and immediately adjacent to East Liberty.

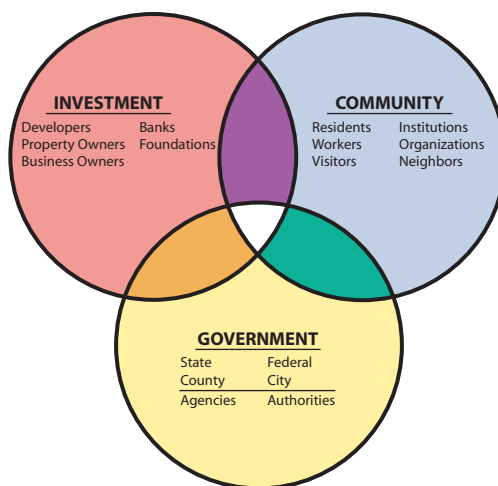
### This Report

Built upon a long-range community visioning process, housing strategies and traffic redesign studies, a steering committee engaged Rothschild Doyno Architects and Brean Associates to study the conditions and prepare vision-based development guidelines.

### Civic Consensus

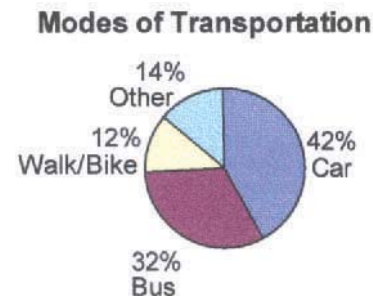
Stakeholder meetings were held to determine the needs and concerns of different community groups. Consensus was formed about where common and individual interests overlap.

Survey results from an intercept survey, conducted in the spring of 2002, showed strong support for an urban core reflecting a broad mix of uses. Fifty percent of those surveyed were in East Liberty because they worked or lived nearby. In addition, the survey showed an opportunity to capture suburban and downtown shoppers by incorporating a broader variety of stores, particularly restaurants, durable goods, and clothing.



### Transit

East Liberty can leverage its strength as a transit hub at the center of a walkable community. Second only to Downtown Pittsburgh in the frequency and routes, the opportunity for Transit-Oriented-Development would be enhanced greatly by the conversion of the busway corridor to light rail or similar premium fixed transit.



### Roads

Converting Penn Circle into conventional two-way city streets will be critical to connecting the Central Business District to surrounding neighborhoods. The extension of Centre Avenue to Washington Boulevard will create a major portal to the East End. The restoration of Euclid and Rural Avenues will complete the erasure of Penn Circle. Returning Broad Street to a pedestrian-friendly, continuous two-way road will create a diverse neighborhood mainstreet.

High automobile use underscores the importance of integrating parking with commercial and office development. The number of walkers and cyclists will increase as the housing, parks, and the commercial core are reconnected.



# EXECUTIVE SUMMARY

## VISION DESCRIPTION

### Sustainable Development and Smart Growth

Western Pennsylvania has established itself as a leader in sustainable building. Smart Growth principles guide us to use existing infrastructure, public transit, higher density mixed uses, and defined parks and open space. Local efforts to support sustainable architecture and land use planning have been gathering momentum, East Liberty will be a model for neighborhood renewal.

### Development Guidelines

These Development Guidelines articulate goals for the corridors, districts, and neighborhoods in East Liberty, with the goal of spurring thoughtful development in the community. The Guidelines are intended to facilitate the review process for new development. Years of planning, reflected in a single document, will encourage developers to consider opportunities that reflect community goals and expectations, allowing lead projects to reduce their risk of isolation. Similarly, government agencies can respond to opportunities with confidence and clarity.

### Corridors, Districts, & Neighborhoods

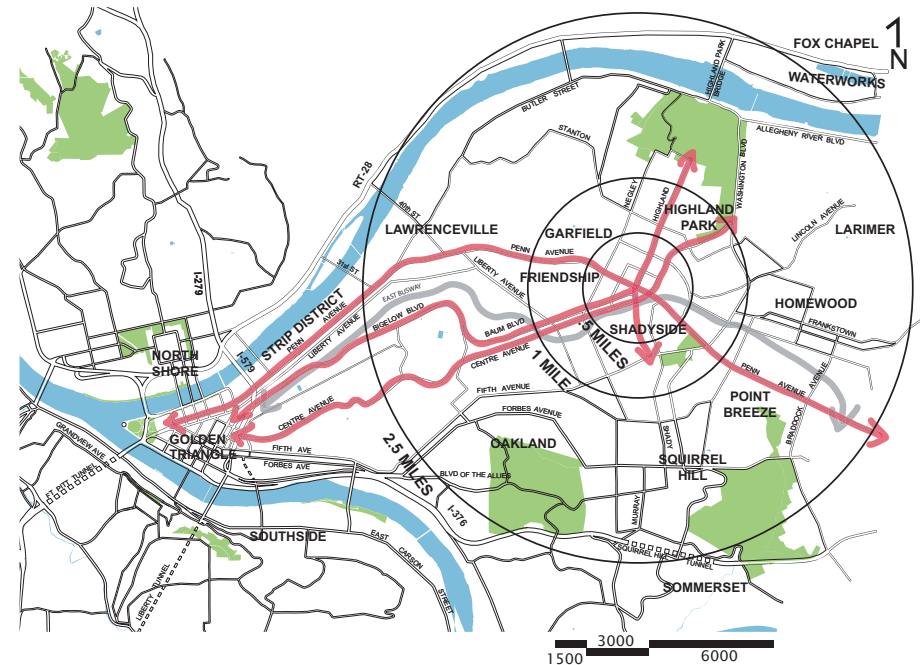
**Corridors** were identified as major roadways by which the Central Business district is perceived and connected to the region and other areas of the City. Each corridor's unique attributes were studied to understand their strengths, weaknesses, and opportunities for driving change.

**Districts** were understood as distinct areas within, between, and around the major transportation corridors. East Liberty has a unique opportunity to bring these corridors and districts together into a vibrant, active, diverse, and thriving Central Business District.

Three distinct residential **neighborhood** areas must flow seamlessly into the Central Business District.

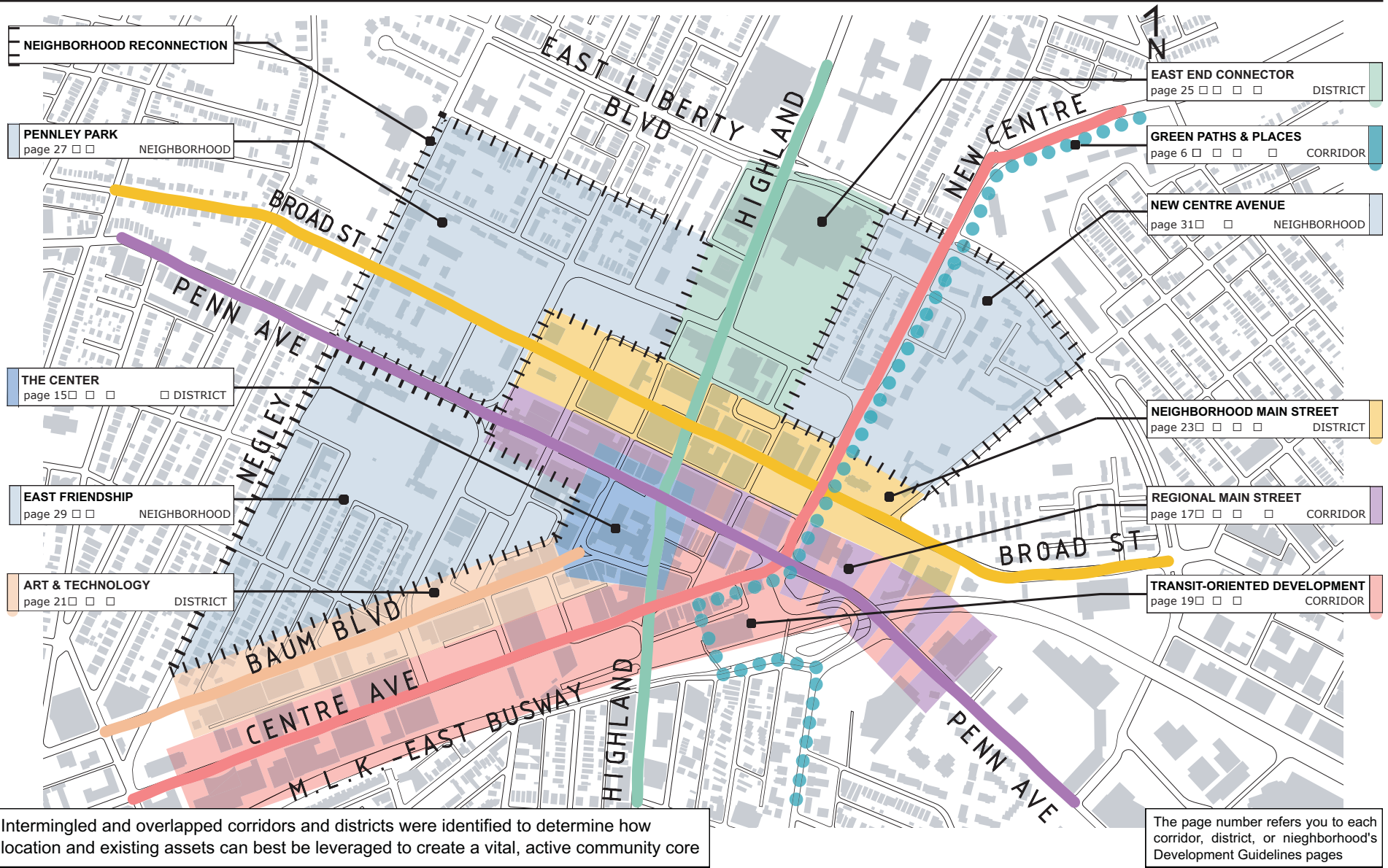
### Dynamic Communities

Our regional leaders are recognizing the need to foster diverse, authentic communities in order to attract and maintain entrepreneurs. East Liberty, adjacent to universities and medical centers, is an important part of this strategy. Planned infrastructure improvements, great transit access, committed institutions, as well as a dedicated and diverse community have come together to envision this future for East Liberty. With stunning architecture, incredible resources, and a market clamoring for stores and housing, the burgeoning Central Business District of East Liberty is ready to rise again.



# DEVELOPMENT VISION

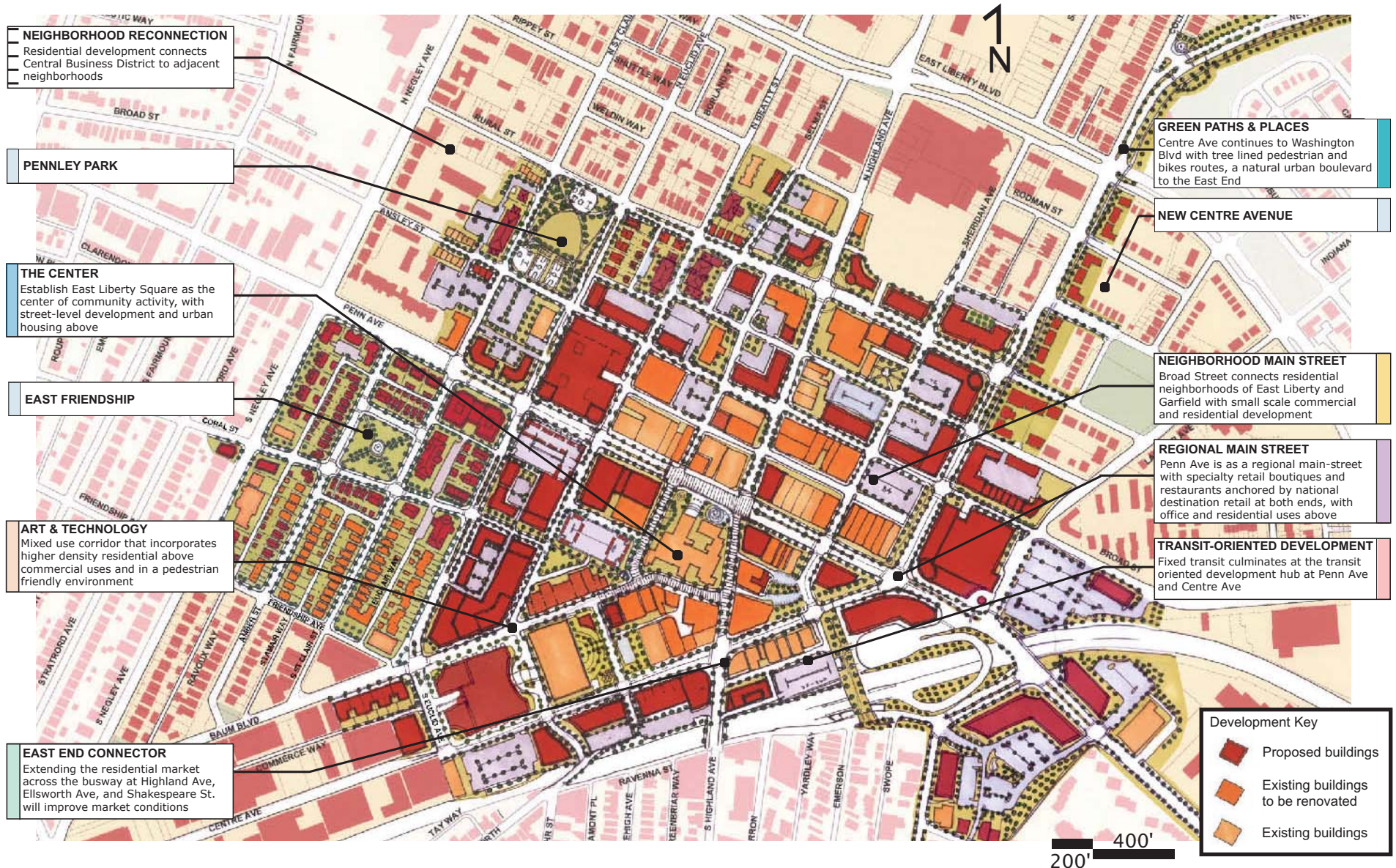
## CORRIDORS, DISTRICTS, & NEIGHBORHOODS





# DEVELOPMENT VISION

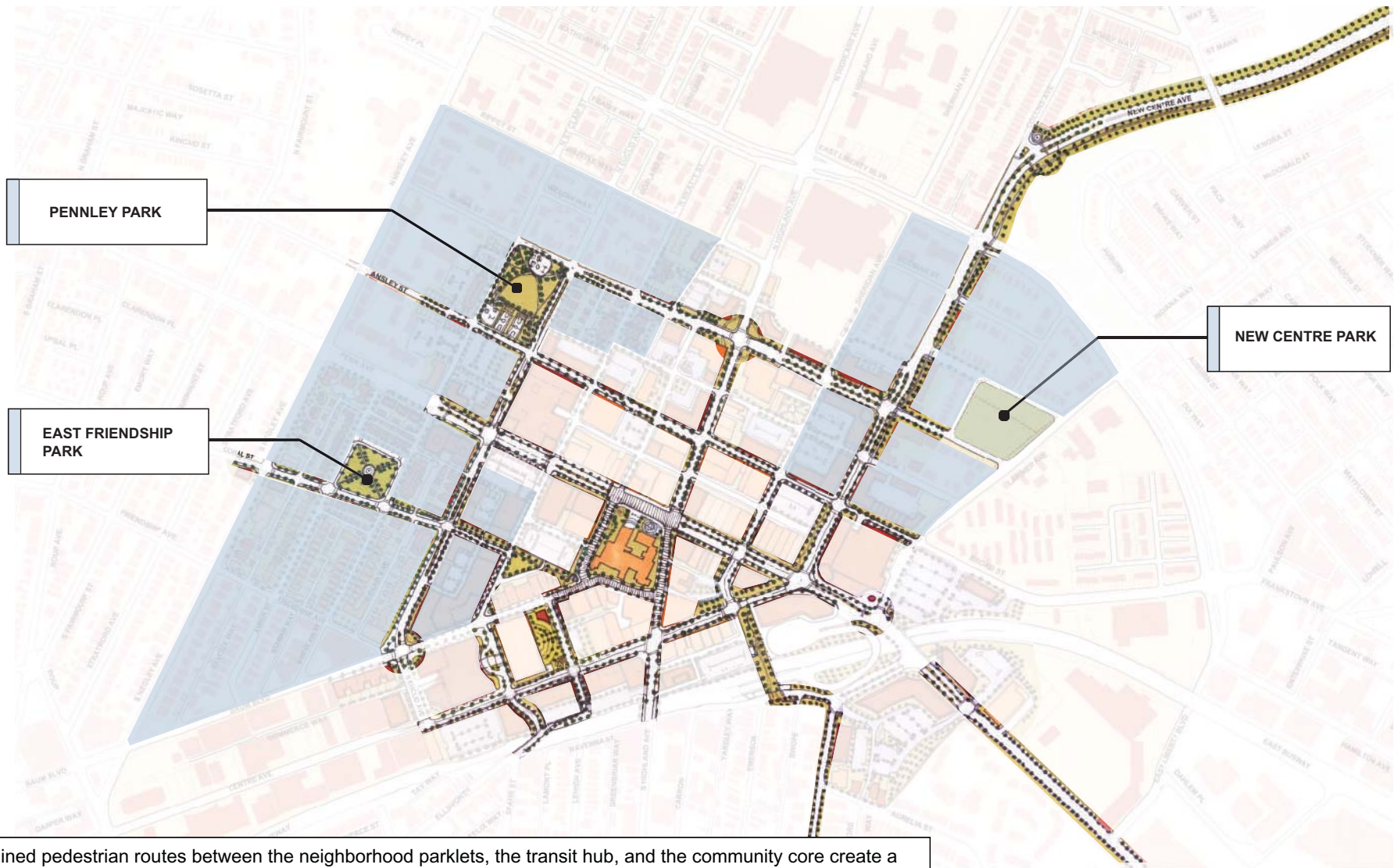
## COMMUNITY VISION





# DEVELOPMENT VISION

## GREEN PATHS & PLACES

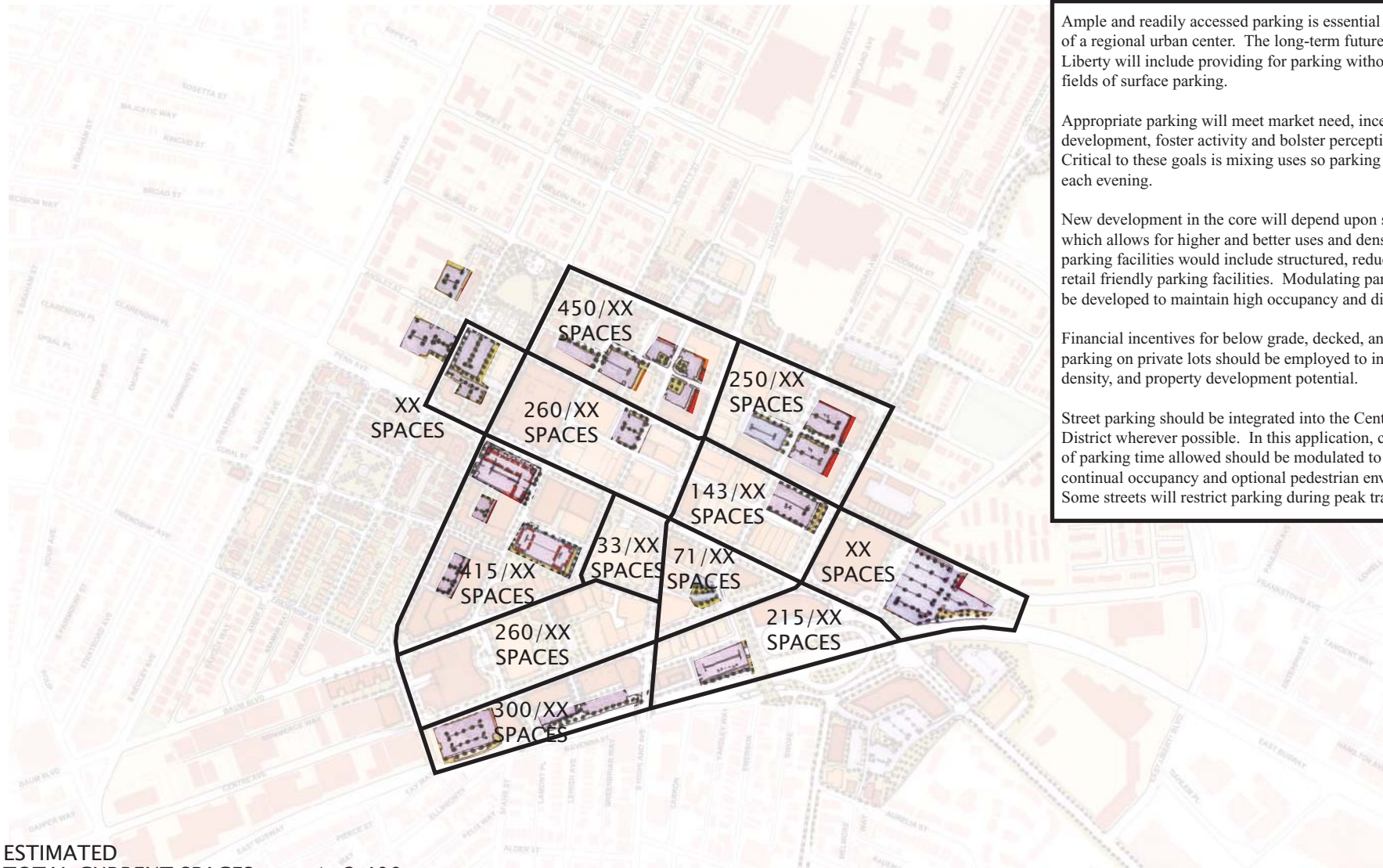


Tree-lined pedestrian routes between the neighborhood parklets, the transit hub, and the community core create a walkable community. The New Centre Avenue trail links East Liberty to lower Highland Park and the city's river trails.



# DEVELOPMENT VISION

## PARKING ZONES



Ample and readily accessed parking is essential to the creation of a regional urban center. The long-term future for East Liberty will include providing for parking without continuous fields of surface parking.

Appropriate parking will meet market need, incentivize development, foster activity and bolster perceptions of safety. Critical to these goals is mixing uses so parking is not empty each evening.

New development in the core will depend upon shared parking, which allows for higher and better uses and density. Joint parking facilities would include structured, reduced rate, and retail friendly parking facilities. Modulating parking rates will be developed to maintain high occupancy and district activity.

Financial incentives for below grade, decked, and multilevel parking on private lots should be employed to increase activity, density, and property development potential.

Street parking should be integrated into the Central Business District wherever possible. In this application, costs and length of parking time allowed should be modulated to encourage continual occupancy and optional pedestrian environments. Some streets will restrict parking during peak travel times.

ESTIMATED  
TOTAL CURRENT SPACES = +/- 2,400  
TOTAL PROPOSED SPACES = TO BE DETERMINED

# DEVELOPMENT VISION

## NEW ROADS & TRAFFIC PATTERNS

LEGEND

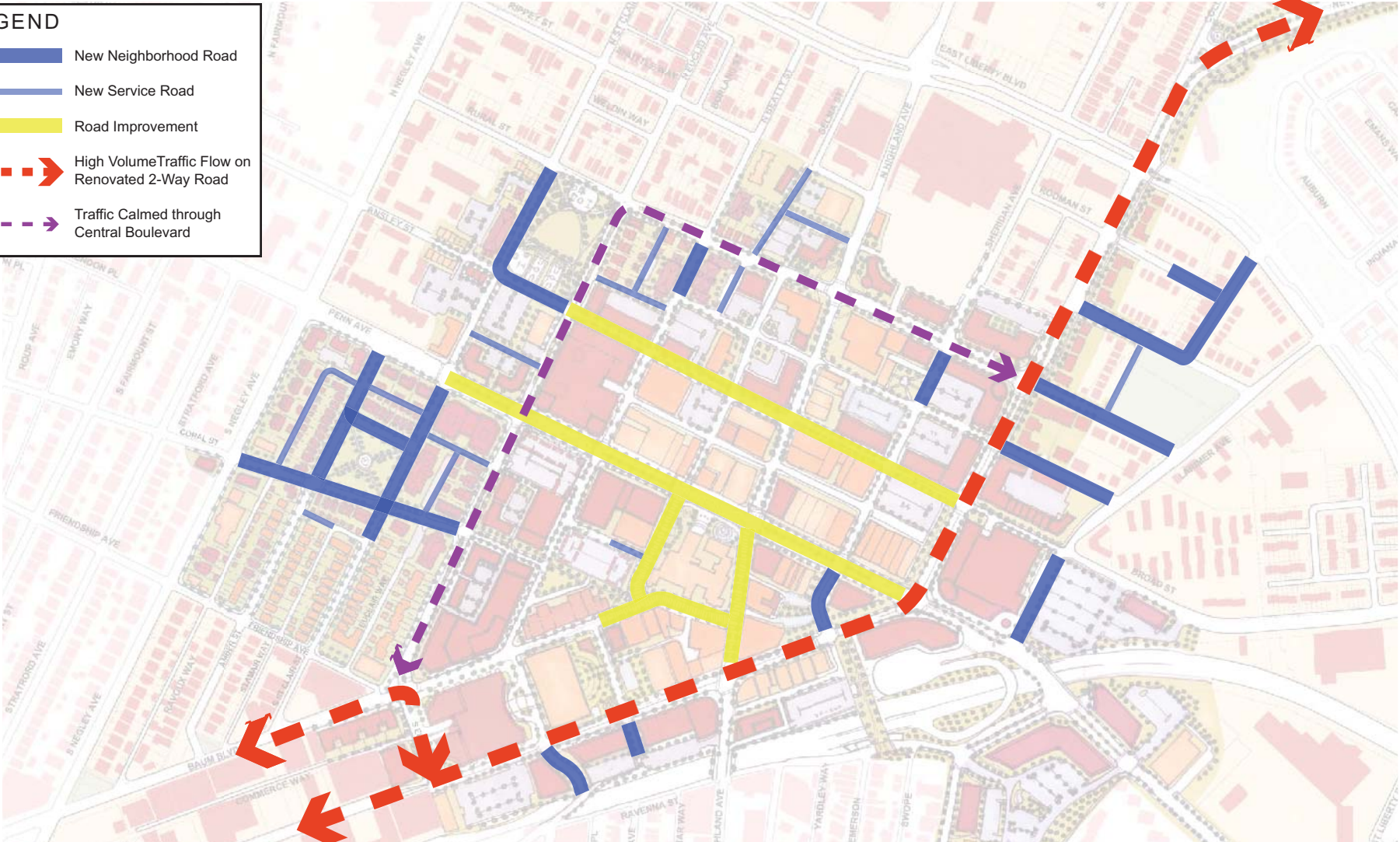
New Neighborhood Road

New Service Road

Road Improvement

High Volume Traffic Flow on Renovated 2-Way Road

Traffic Calmed through Central Boulevard

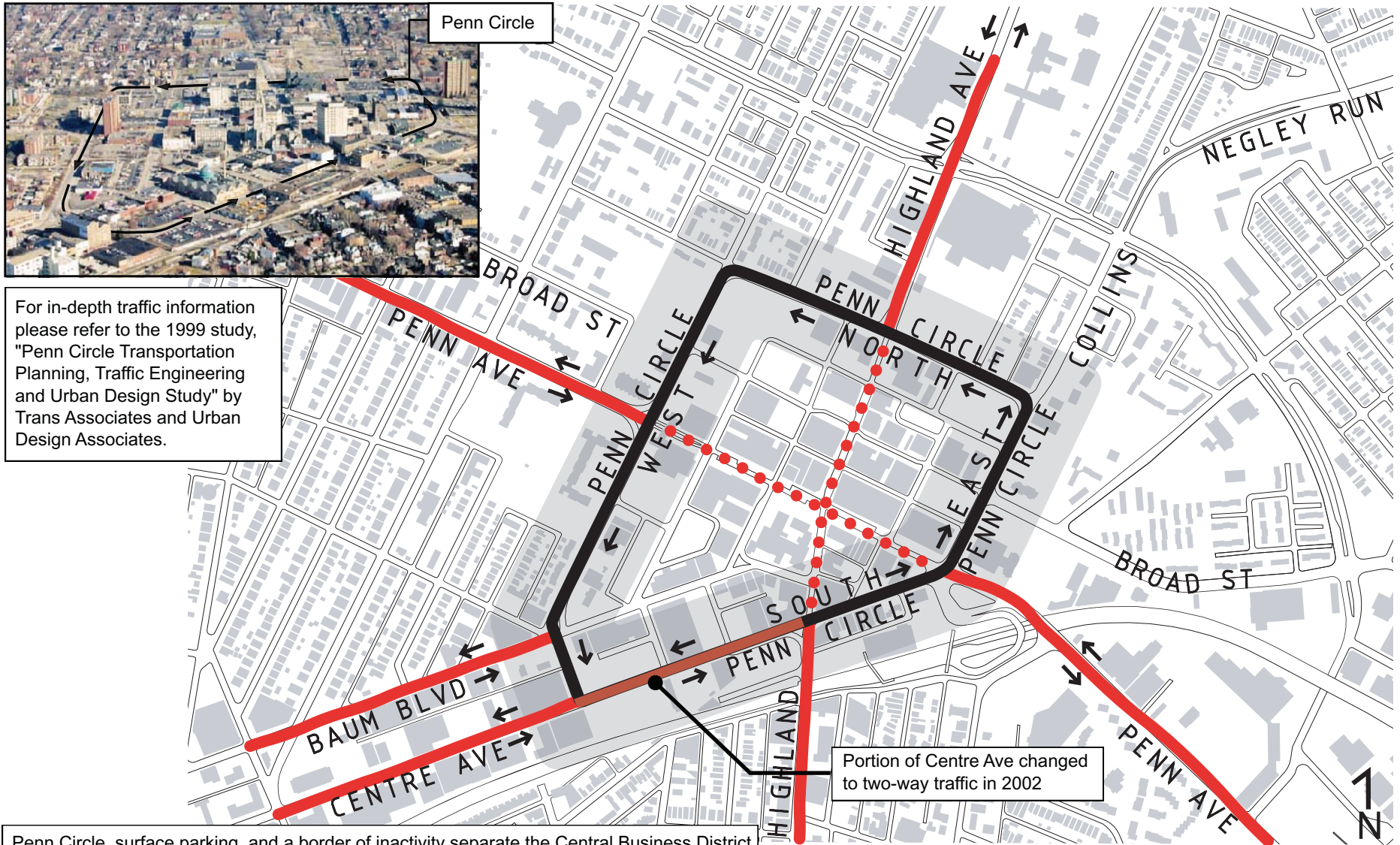


Renovation and development of roads must be pursued, as parcels along these roads are developed. Where possible, roads are to be continuous, two-way, allow for parking, and designed to balance pedestrian and vehicular environments.



# EXISTING CONDITIONS

## CURRENT ROAD NETWORK

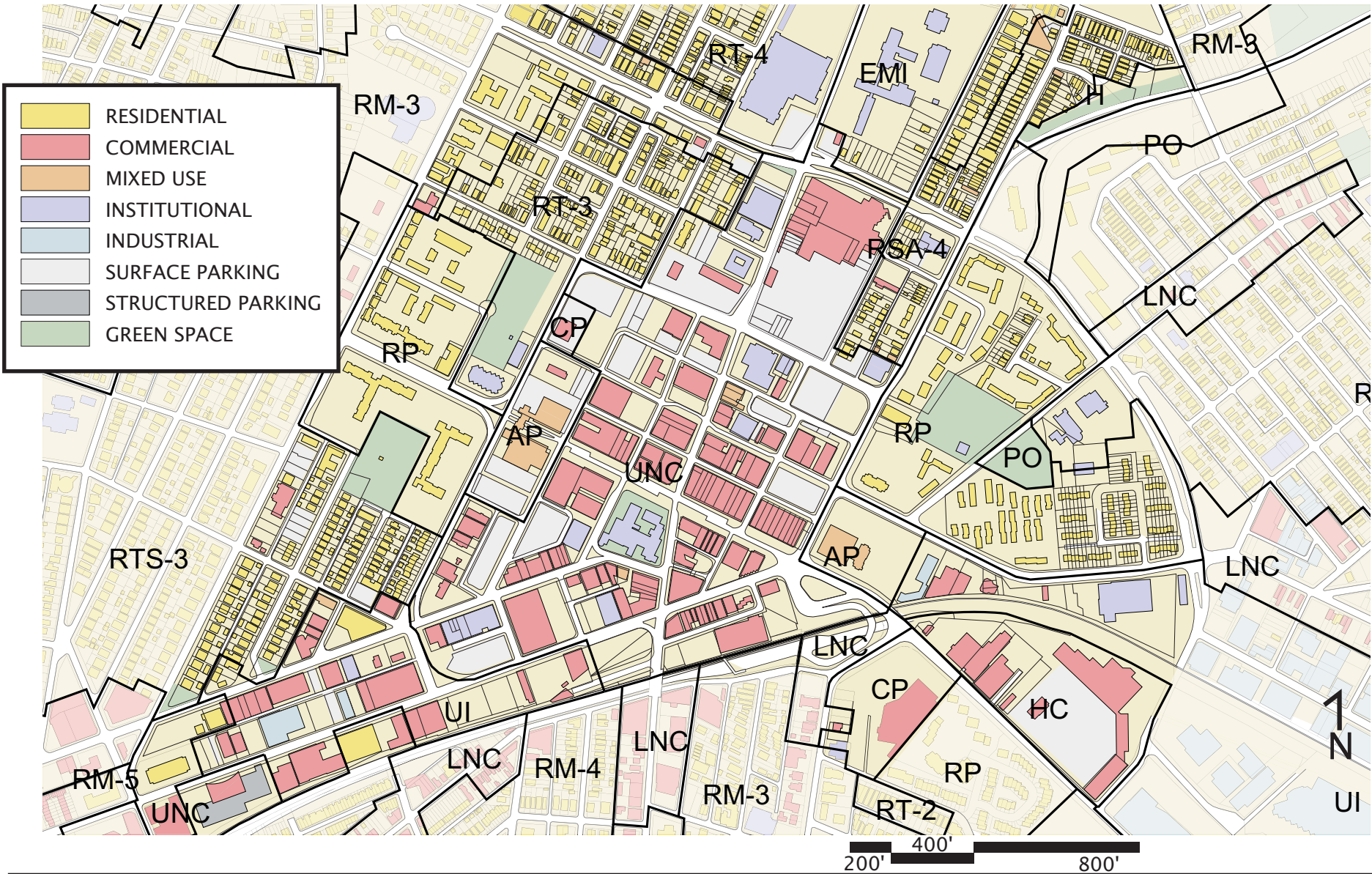


For in-depth traffic information please refer to the 1999 study, "Penn Circle Transportation Planning, Traffic Engineering and Urban Design Study" by Trans Associates and Urban Design Associates.

Penn Circle, surface parking, and a border of inactivity separate the Central Business District from the surrounding neighborhoods. Currently the road network is confusing to users.

# EXISTING CONDITIONS

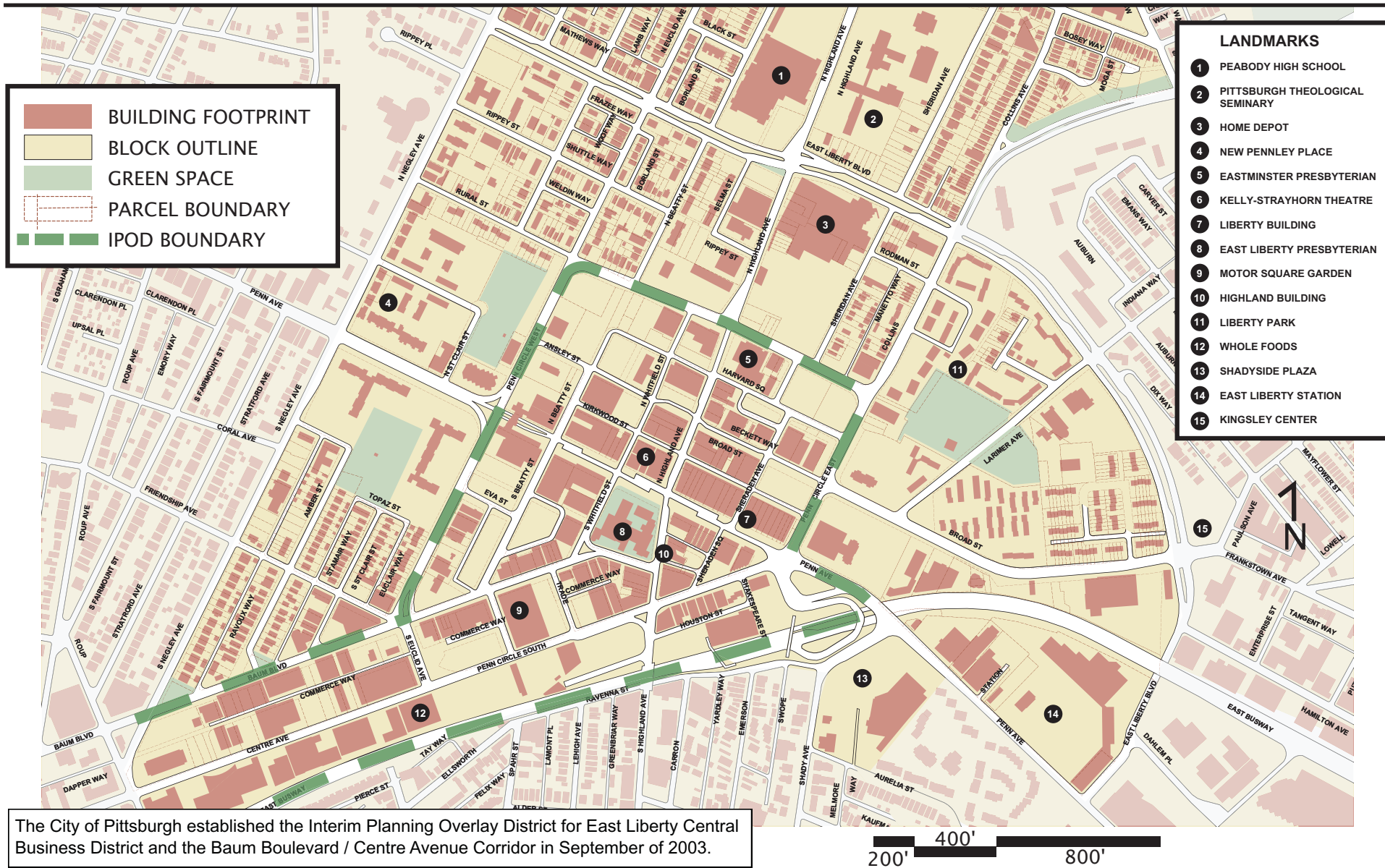
## CURRENT USE & PRIOR ZONING





# EXISTING CONDITIONS

## IPOD BOUNDARY & LANDMARKS



# DEVELOPMENT GUIDELINES

## INITIAL REVIEW

**Development Guidelines** articulate specific goals for corridors, districts, and neighborhoods so individual developments can play a role in creating the best overall future for the Central Business District of East Liberty.

### STEP 1

Using the *Corridors, Districts, and Neighborhoods* diagram (page 4), determine in which corridor, district, or neighborhood the location under consideration resides. In the case of locations in multiple districts review all districts.

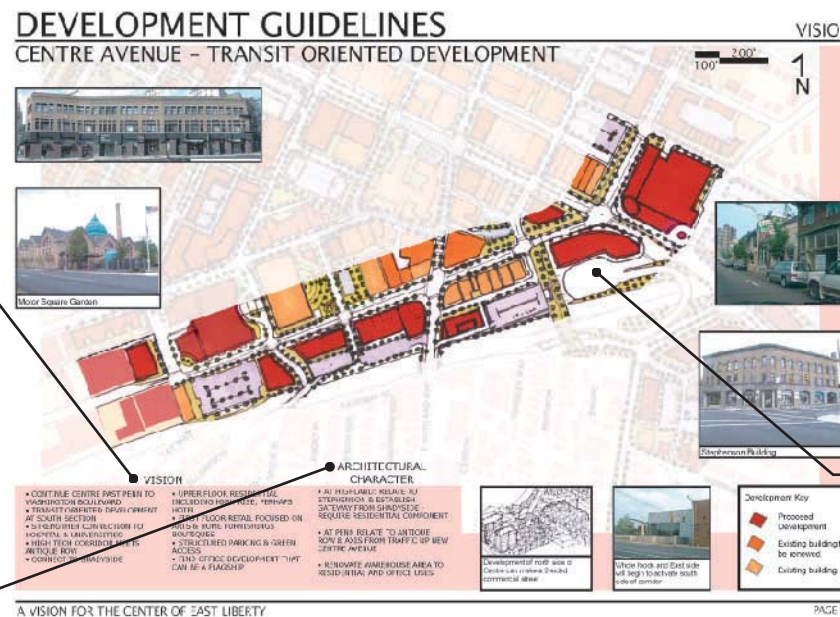


### STEP 2

Review the *Development Guidelines - Vision* and determine how this compares with the development intentions.

### STEP 3

Review the *Architectural Character* considerations and determine if these parameters align with the development intentions. Photographs identify buildings to be considered in design of infill sites.



### STEP 4

Pursue initial review of *Design Standards* to determine if these are copacetic with the development intentions.



### STEP 5

For larger scale sites and projects that will impact roads, parking or abut green pathways, it will be essential to review these issues in relation to on-going initiatives, infrastructure, and other public investment. This review can be initiated by contacting the City Planning Department or East Liberty Development, Inc.



# DEVELOPMENT GUIDELINES

## DESIGN REVIEW

### STEP 6 - Introduction

This review is intended to establish parameters for design of architecture and the public realm in order to create connected, intricate and compelling urban places. The Design Guidelines require that developers articulate the manner in which these issues have been addressed in their proposed design. Issues to be addressed will be as follows:

#### A - Development Imperatives

These text notes establish important location specific goals considered to be critical to improving the Central Business District of East Liberty.

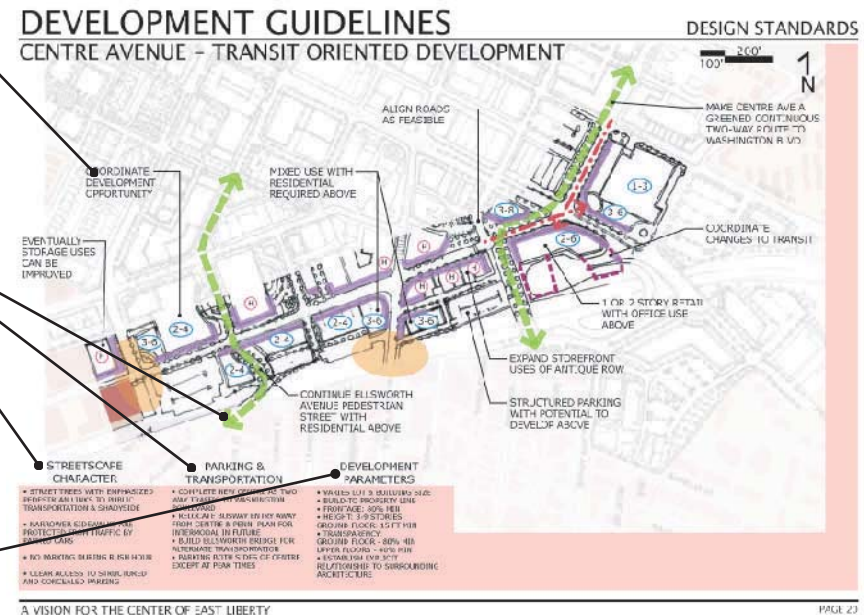
#### B - Urban Context

Location specific site conditions must be reflected in proposed development. These include responding to visual axes, gateways, and green pathways described on next page.



#### C - Building Context























Location specific building design criteria must be reflected in proposed design. These include maintaining street edge, designing interesting facades, minimum and maximum height requirements, and historic building identification described further on the next page.



The goal of these development guidelines is to outline parameters for development and design that will improve the urban and civic environment, improve the market environments, encourage reinvestment, foster new investment, protect individual property investments, guide new individual investment, and honor and improve that which we have inherited and that which we hold in common.

# DEVELOPMENT GUIDELINES

## SUMMARY OF DESIGN STANDARDS

URBAN CONTEXT	<b>VISUAL AXIS</b> 	<ul style="list-style-type: none"> <li>Architectural form responds to visual axis</li> <li>Coordinate functions &amp; forms to foster pedestrian activity</li> <li>Distinguish form from adjacent architectural language</li> <li>Provide a focal point with detail that is interesting at a distance and up close</li> </ul>		<p>The Penn Highland Building corner responds to the street change in Highland Avenue</p>		<p>Corner entrances promote visible pedestrian activity</p>
	<b>GATEWAY</b> 	<ul style="list-style-type: none"> <li>Architectural form or streetscape element marks the Central Business District</li> <li>Gateways establish formal relationship with elements and/or buildings across the street</li> <li>Create a spatial experience that marks movement across a threshold</li> <li>Noticeable increase in civic activity &amp; visual interest</li> </ul>		<p>Gateway elements mark the passageway into the Central Business District</p>		<p>Gateways can be marked by architectural elements on either side and/or "thresholds" that one literally crosses</p>
	<b>GREEN LINK</b> 	<ul style="list-style-type: none"> <li>Multi-modal transportation link</li> <li>Bicycle &amp; pedestrian friendly paths link to public spaces &amp; transit</li> <li>Shaded with sheltering greenery &amp; planted to encourage continuity of comfort</li> <li>Adjacent buildings observe space continuously</li> </ul>		<p>Shade encourages pedestrian presence &amp; reduces heat island effect</p>		<p>Linking parks, business districts, neighborhoods &amp; public transit with green space enhances quality of life</p>
BUILDING CONTEXT	<b>FACADE REQUIREMENTS</b> 	<ul style="list-style-type: none"> <li>Study &amp; relate to the cadence, material &amp; proportion of the identified "architectural character" buildings</li> <li>Maintain required openness &amp; views to the street</li> <li>Build to the sidewalk property line</li> <li>Coordinate improvement &amp; enhancement of immediate infrastructure or streetscape</li> </ul>		<p>Openness &amp; multiple views to the street promote activity &amp; security</p>		
	<b>HEIGHT REQUIREMENTS</b> 	<ul style="list-style-type: none"> <li>Balance diversification of uses &amp; coordinate with parking district parameters</li> <li>Encourage higher density &amp; better use of infrastructure</li> <li>Demands higher occupancy of area</li> <li>Uses must be constructed for all floors (no intentionally empty upper floors)</li> </ul>		<p>Continuity in heights with a range that maintains visual interest &amp; detail</p>		<p>Street level continuity in height with taller elements to increase density of occupancy &amp; promote more efficient land use</p>
	<b>HISTORIC BUILDING</b> 	<ul style="list-style-type: none"> <li>Historical incentives may apply</li> <li>Maintenance of building is required</li> <li>Establishes character basis for adjacent &amp; surrounding development</li> </ul>		<p>The Liberty Building is in the process of rehabilitation</p>		<p>The Highland Building and Whitfield YMCA Building are two critical historical structures to reoccupy</p>
PARKING	<b>SURFACE PARKING</b>  	<ul style="list-style-type: none"> <li>Develop roads to accommodate on street parking when practical</li> <li>Restricted parking can allow for parking in non-peak times &amp; on Sundays. Eventually, density &amp; success may require permit parking or other restrictions</li> <li>Flagship projects to be coordinated with traffic impact analysis &amp; road improvements</li> </ul>	<b>STRUCTURED PARKING</b> 	<ul style="list-style-type: none"> <li>Structured parking must be developed in conjunction with flagship projects</li> <li>It will be necessary to identify opportunities that will economically warrant structured parking</li> <li>Height of structured parking restricted to eave line of surrounding buildings</li> </ul>		



# DEVELOPMENT GUIDELINES

## EAST LIBERTY SQUARE: THE CENTER

VISION



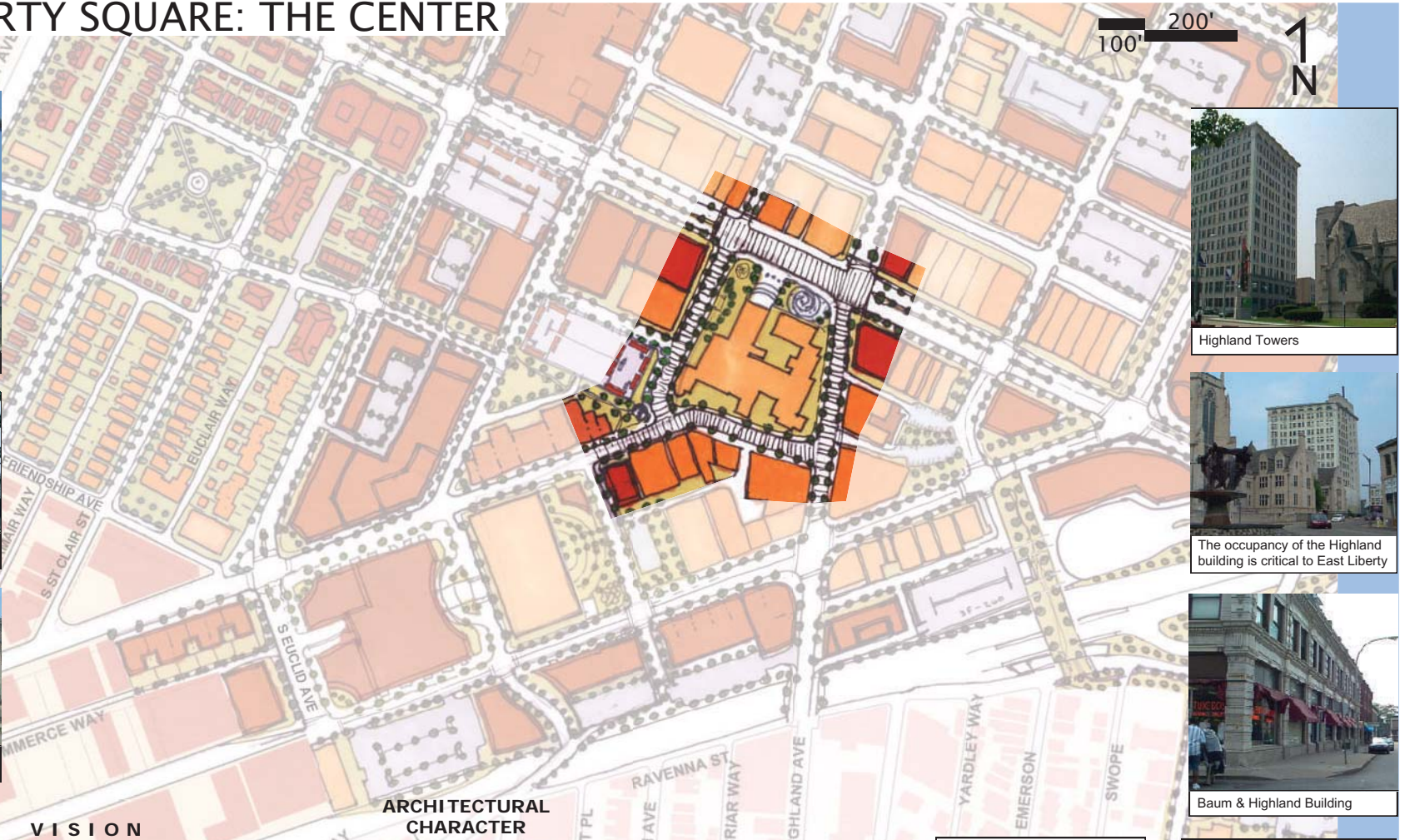
East Liberty Presbyterian



Kelly Strayhorn Theatre & Penn Highland Building



Whitfield Street -  
Former YMCA



Highland Towers



The occupancy of the Highland building is critical to East Liberty



Baum & Highland Building

### VISION

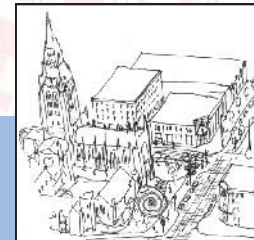
- RENOVATED HISTORIC BUILDINGS WITH SPECIAL LIGHTING
- STRONG CONNECTION BETWEEN BUILDING INTERIORS & EXTERIORS - LIMIT WINDOW COVERING
- CONSISTENT PROPORTIONS & RHYTHMS THAT CREATE A COHESIVE DISTRICT
- ELIMINATE ROLL DOWN GATES
- RESTAURANTS AND CAFES
- LIVE MUSIC VENUES
- ART GALLERIES, PERFORMANCE SPACE
- PRIME DESTINATION RETAIL
- UPPER FLOOR OFFICES & NIGHTTIME OCCUPANCIES INCLUDING RESIDENTIAL

### ARCHITECTURAL CHARACTER

- REINFORCE CENTER OF TOWN
- CULMINATION OF RENEWAL
- CENTRAL SQUARE EXTENDS TO FACADES OF SURROUNDING BUILDINGS
- ACTIVE STREETS AND SIDEWALKS
- EXTENDED HOURS OF ACTIVITY



Establish friendly comfortable spaces for positive activity



### Development Key

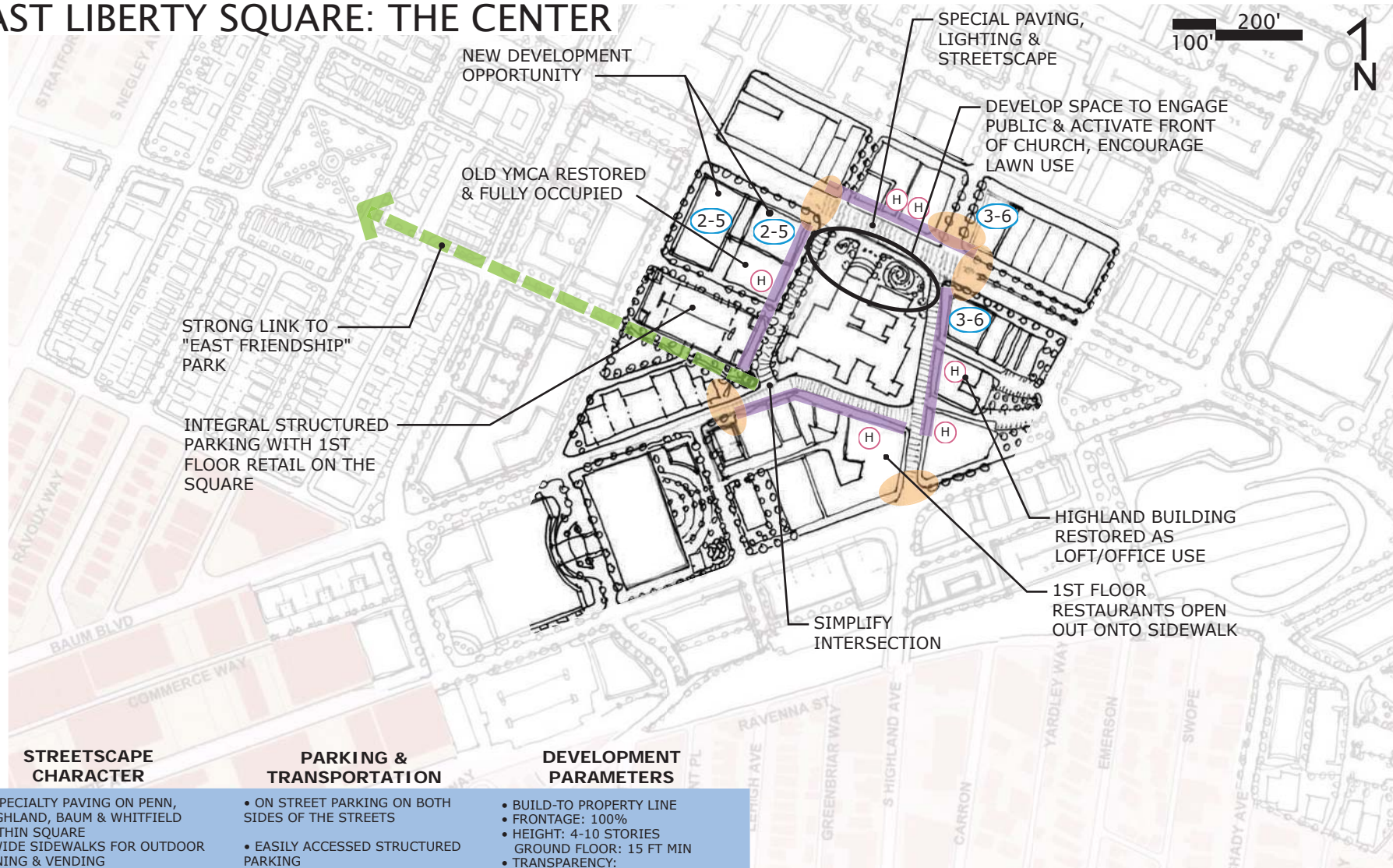
- Proposed buildings
- Existing buildings to be renovated
- Existing buildings



# DEVELOPMENT GUIDELINES

## DESIGN STANDARDS

### EAST LIBERTY SQUARE: THE CENTER



- SPECIALTY PAVING ON PENN, HIGHLAND, BAUM & WHITFIELD WITHIN SQUARE
- WIDE SIDEWALKS FOR OUTDOOR DINING & VENDING
- LIGHTING & ART EVENTS
- GREEN SPACE WITH PUBLIC ART
- MORE ACTIVITY & SCULPTURE ON PENN
- OPEN AND WELCOMING

- ON STREET PARKING ON BOTH SIDES OF THE STREETS
- EASILY ACCESSED STRUCTURED PARKING
- GREENWAY LINKS TO THE NEIGHBORHOODS & TRANSIT
- "GATEWAY" ELEMENTS MARK EDGES OF CENTRAL SQUARE

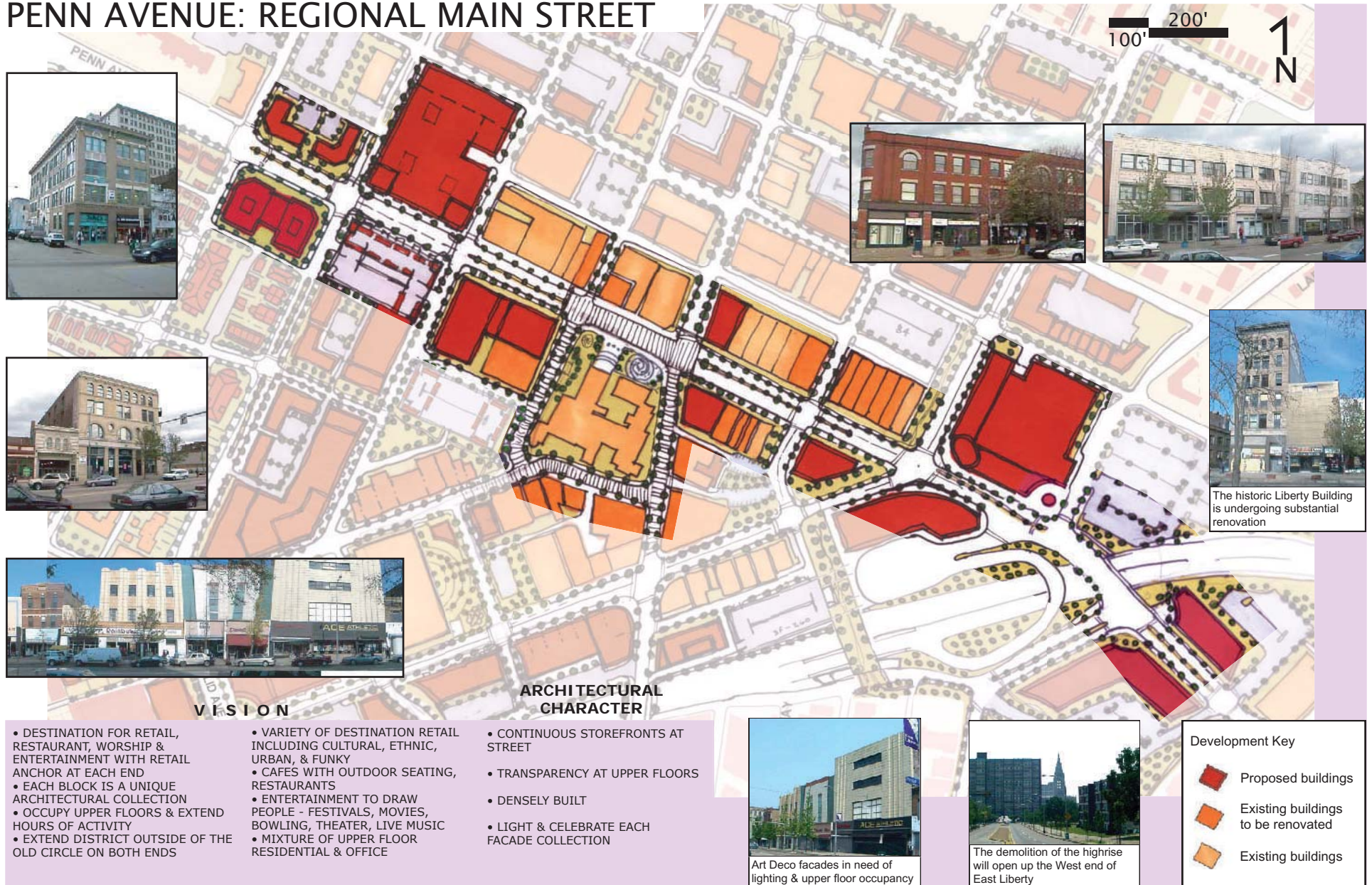
- BUILD-TO PROPERTY LINE
- FRONTAGE: 100%
- HEIGHT: 4-10 STORIES  
GROUND FLOOR: 15 FT MIN
- TRANSPARENCY:  
GROUND FLOOR: 80% MIN  
UPPER FLOORS: 50% MIN
- CORNICE, PROPORTION, PIERS RHYTHM & OPENINGS MUST RELATE TO ADJACENT HISTORIC BUILDINGS



# DEVELOPMENT GUIDELINES

## PENN AVENUE: REGIONAL MAIN STREET

VISION

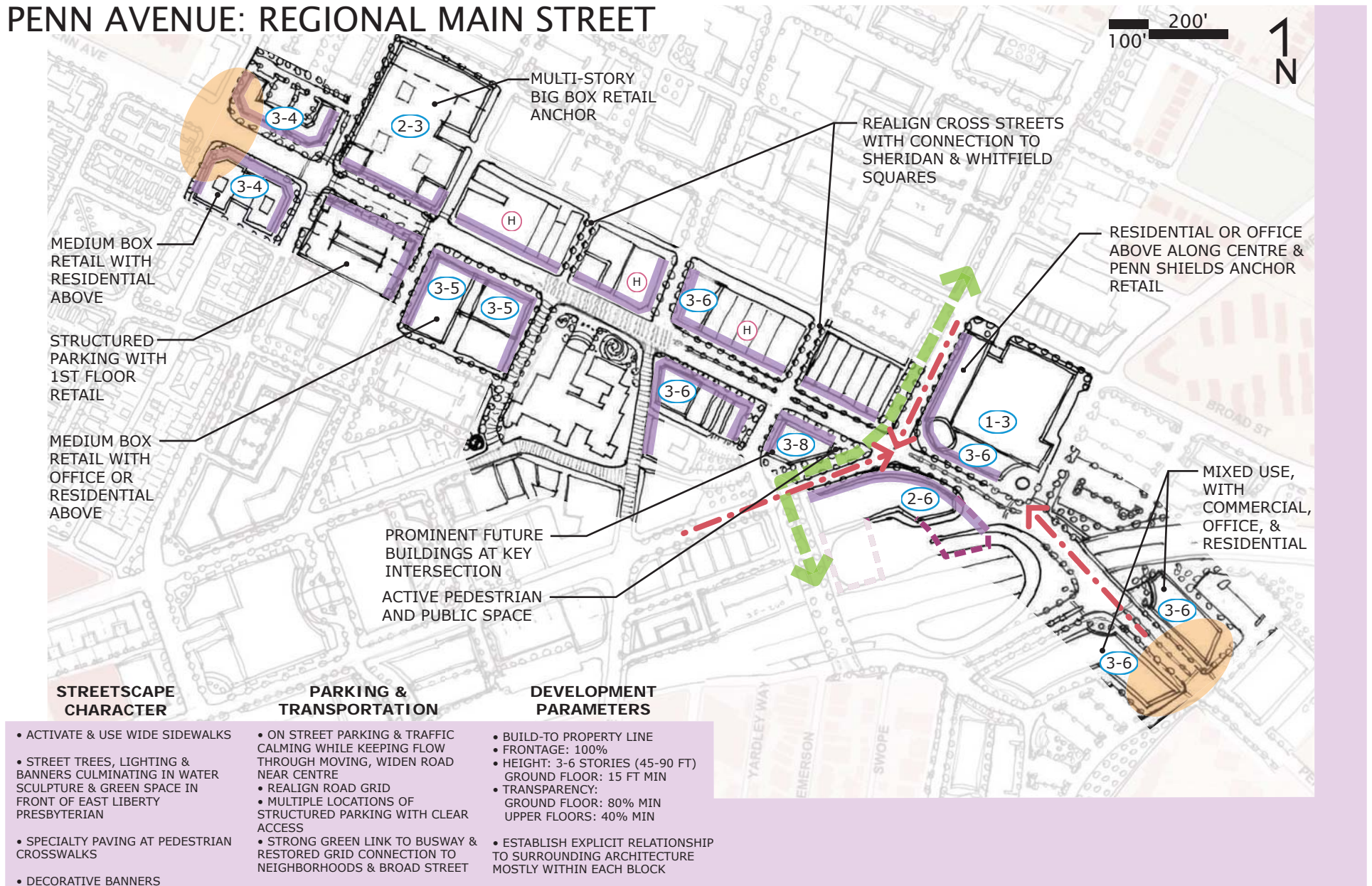




# DEVELOPMENT GUIDELINES

## DESIGN STANDARDS

### PENN AVENUE: REGIONAL MAIN STREET

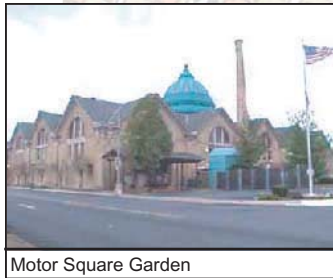




# DEVELOPMENT GUIDELINES

## CENTRE AVENUE: TRANSIT ORIENTED DEVELOPMENT

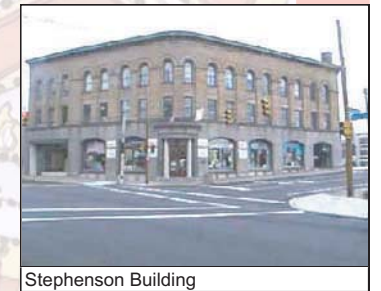
VISION



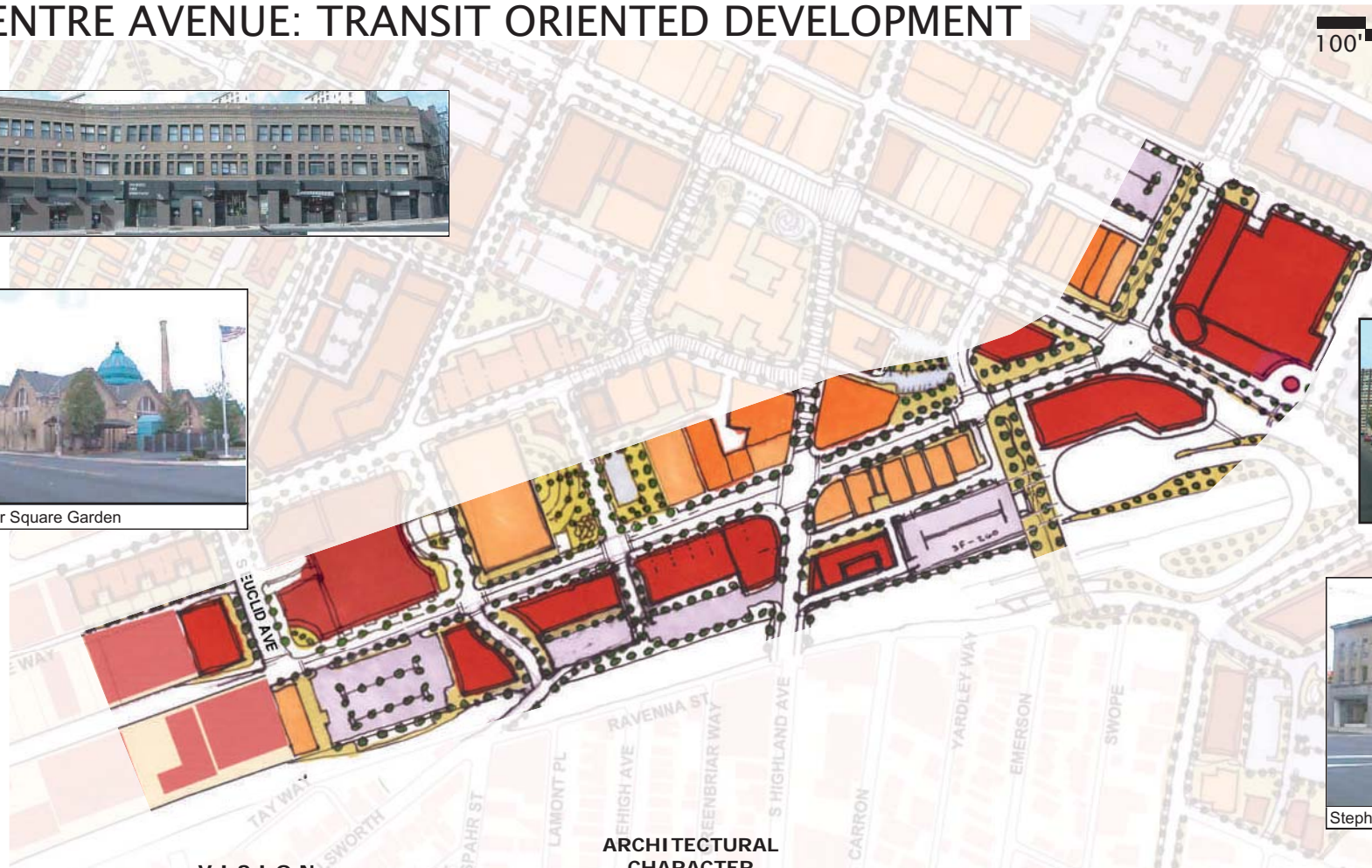
Motor Square Garden

100' 200'

1  
N



Stephenson Building



VISION

### ARCHITECTURAL CHARACTER

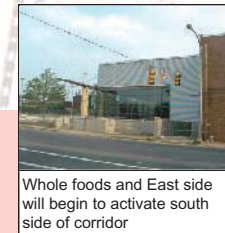
- CONTINUE CENTRE PAST PENN TO WASHINGTON BOULEVARD
- TRANSIT ORIENTED DEVELOPMENT AT SOUTH SECTION
- STRENGTHEN CONNECTION TO HOSPITAL & UNIVERSITIES
- HIGH TECH CORRIDOR MEETS ANTIQUE ROW
- CONNECT TO SHADYSIDE

- UPPER FLOOR RESIDENTIAL INCLUDING HIGH-RISE, PERHAPS HOTEL
- FIRST FLOOR RETAIL FOCUSED ON ARTS & HOME FURNISHINGS BOUTIQUES
- STRUCTURED PARKING & GREEN ACCESS
- FIND OFFICE DEVELOPMENT THAT CAN BE A FLAGSHIP

- AT HIGHLAND: RELATE TO STEPHENSON BUILDING & ESTABLISH GATEWAY FROM SHADYSIDE - REQUIRE RESIDENTIAL COMPONENT
- AT PENN RELATE TO ANTIQUE ROW & AXIS FROM TRAFFIC UP NEW CENTRE AVENUE
- RENOVATE WAREHOUSE AREA TO RESIDENTIAL AND OFFICE USES



Development of north side of Centre can make a 2-sided commercial street



Whole foods and East side will begin to activate south side of corridor

### Development Key

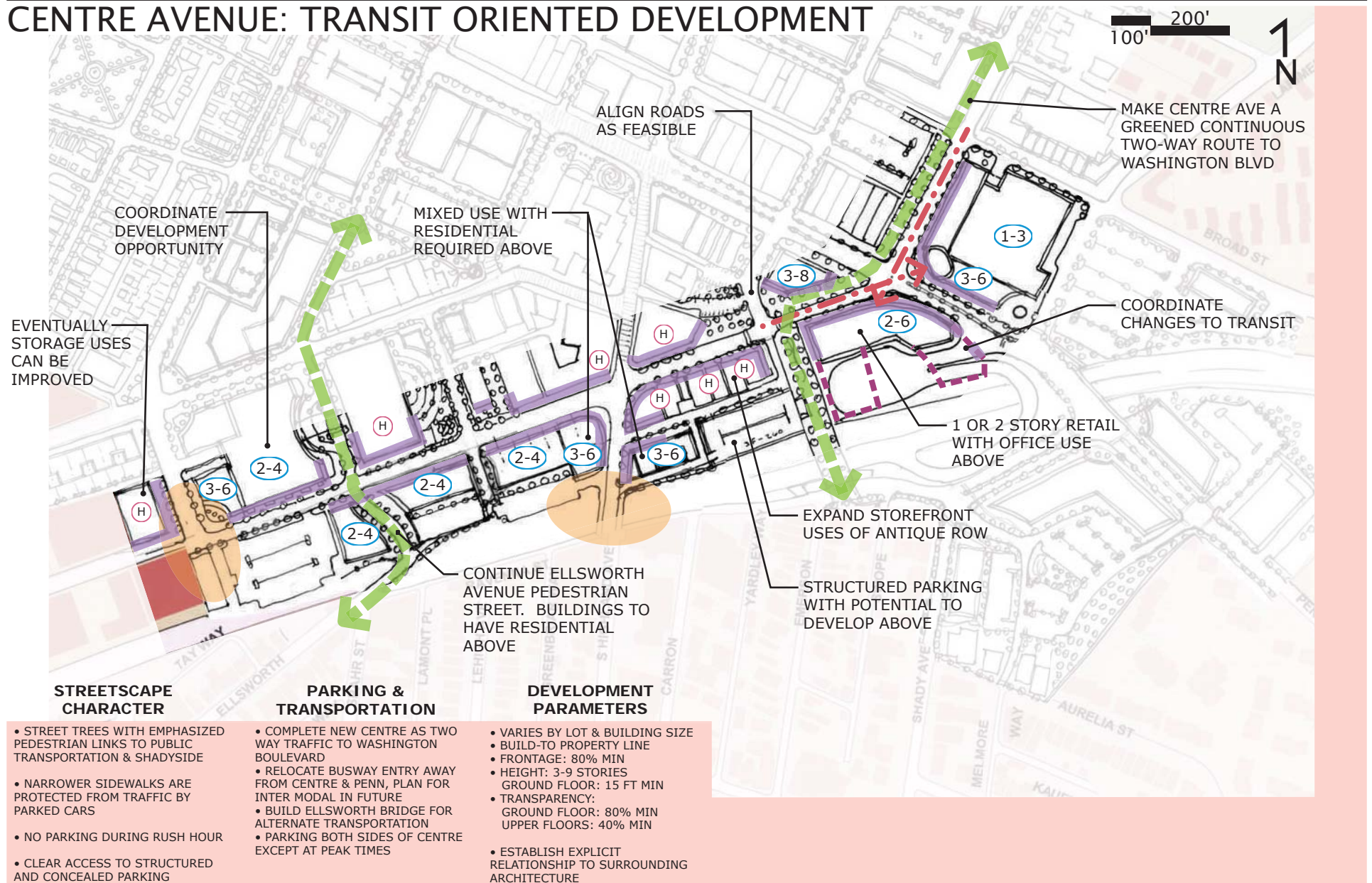
- Proposed buildings
- Existing buildings to be renovated
- Existing buildings



# DEVELOPMENT GUIDELINES

## DESIGN STANDARDS

### CENTRE AVENUE: TRANSIT ORIENTED DEVELOPMENT





# DEVELOPMENT GUIDELINES

## BAUM BOULEVARD: ART & TECHNOLOGY

VISION



Baum Boulevard at Highland Avenue



Motor Square Garden



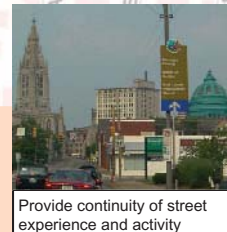
Spinning Plate Lofts

### VISION

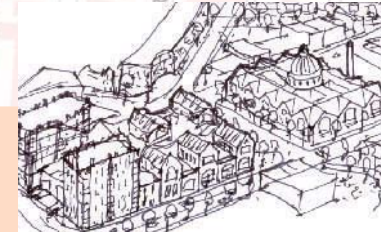
- MID RISE RESIDENTIAL & MIXED USE FUNKIER ARTISTS & TECHNOLOGY COMPANIES
- TRANSITION BETWEEN DENSE TRANSIT DEVELOPMENT TO SOUTH & RESIDENCES OF FRIENDSHIP
- TRANSITION FROM CAR ORIENTATION OF BAUM ON WEST SIDE OF NEGLEY TO PEDESTRIAN CENTERED LIBERTY SQUARE
- ARTS SPACES & COOL OFFICE
- MID-RISE RESIDENTIAL UP TO SPINNING PLATE LOFTS IN SIZE
- POTENTIAL SCHOOL ELEMENT
- SMALL SCALE TECH INCUBATORS
- RESIDENTS & WORKERS MIGRATE TOWARD CENTRE FOR MORE ACTIVITY CULMINATING IN EAST LIBERTY SQUARE

### ARCHITECTURAL CHARACTER

- WIDER ARRAY OF ARCHITECTURE SCALE & STYLE
- MARK GATEWAYS & AXIS AT TURN & AT END OF BAUM
- USE LIGHT TO DRAW PEOPLE TOWARD LIBERTY SQUARE
- ADAPT MOTOR SQUARE GARDEN & ADJACENT BLOCK TO DESTINATION USE



Provide continuity of street experience and activity



### Development Key

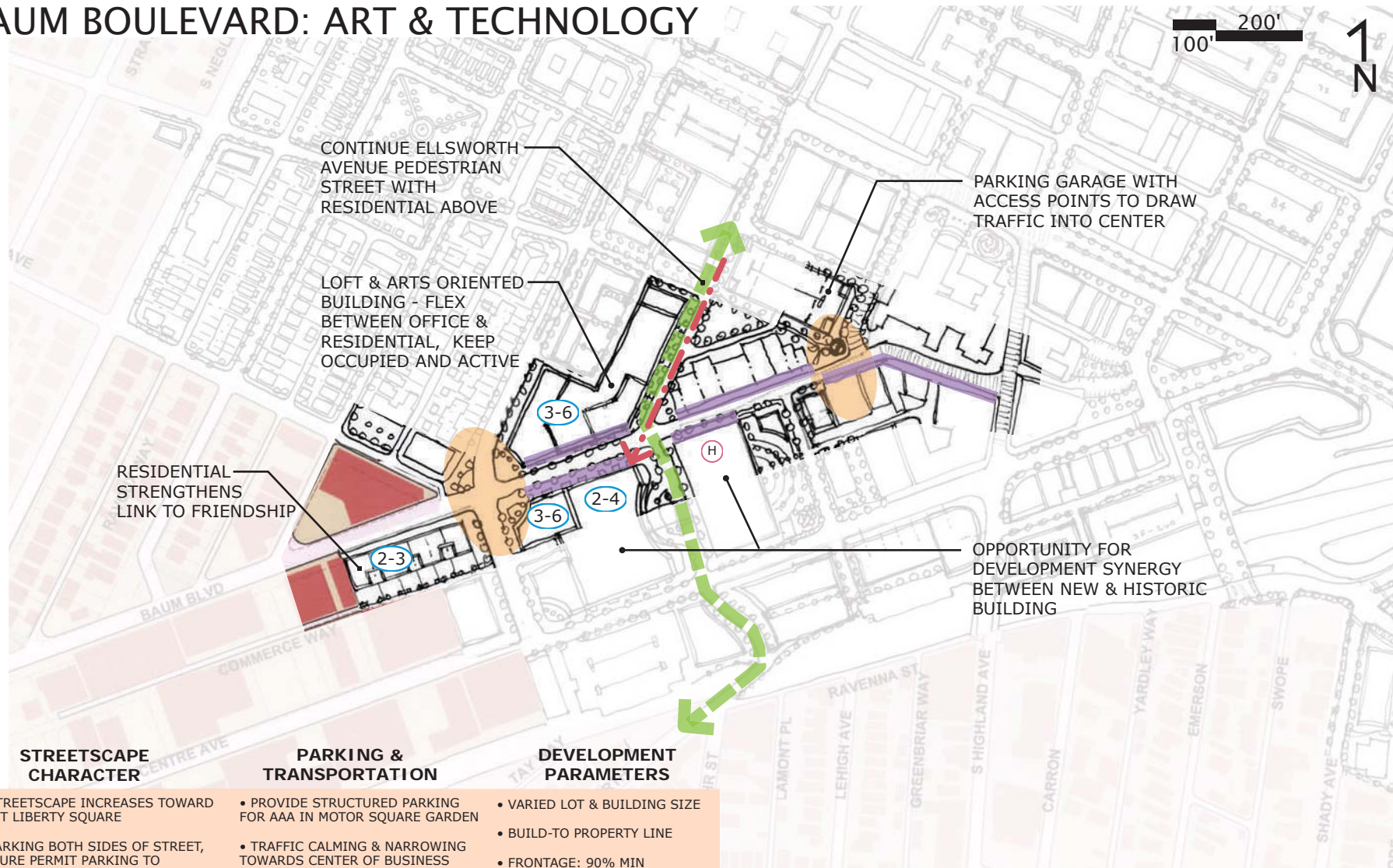
- Proposed buildings
- Existing buildings to be renovated
- Existing buildings



# DEVELOPMENT GUIDELINES

## DESIGN STANDARDS

### BAUM BOULEVARD: ART & TECHNOLOGY



- STREETScape INCREASES TOWARD EAST LIBERTY SQUARE

- PARKING BOTH SIDES OF STREET, FUTURE PERMIT PARKING TO BALANCE COMMERCIAL & RESIDENT NEEDS

- MAINTAIN VIEW OF EAST LIBERTY PRESBYTERIAN TO GREATEST EXTENT POSSIBLE

- PROVIDE STRUCTURED PARKING FOR AAA IN MOTOR SQUARE GARDEN

- TRAFFIC CALMING & NARROWING TOWARDS CENTER OF BUSINESS DISTRICT

- MAKE CONVENTIONAL INTERSECTION AT WHITFIELD

- VARIED LOT & BUILDING SIZE

- BUILD-TO PROPERTY LINE

- FRONTAGE: 90% MIN

- HEIGHT: 2-4 STORIES

- TRANSPARENCY:  
GROUND FLOOR: 60% MIN  
UPPER FLOORS: 30% MIN



# DEVELOPMENT GUIDELINES

VISION

## BROAD STREET: NEIGHBORHOOD MAIN STREET

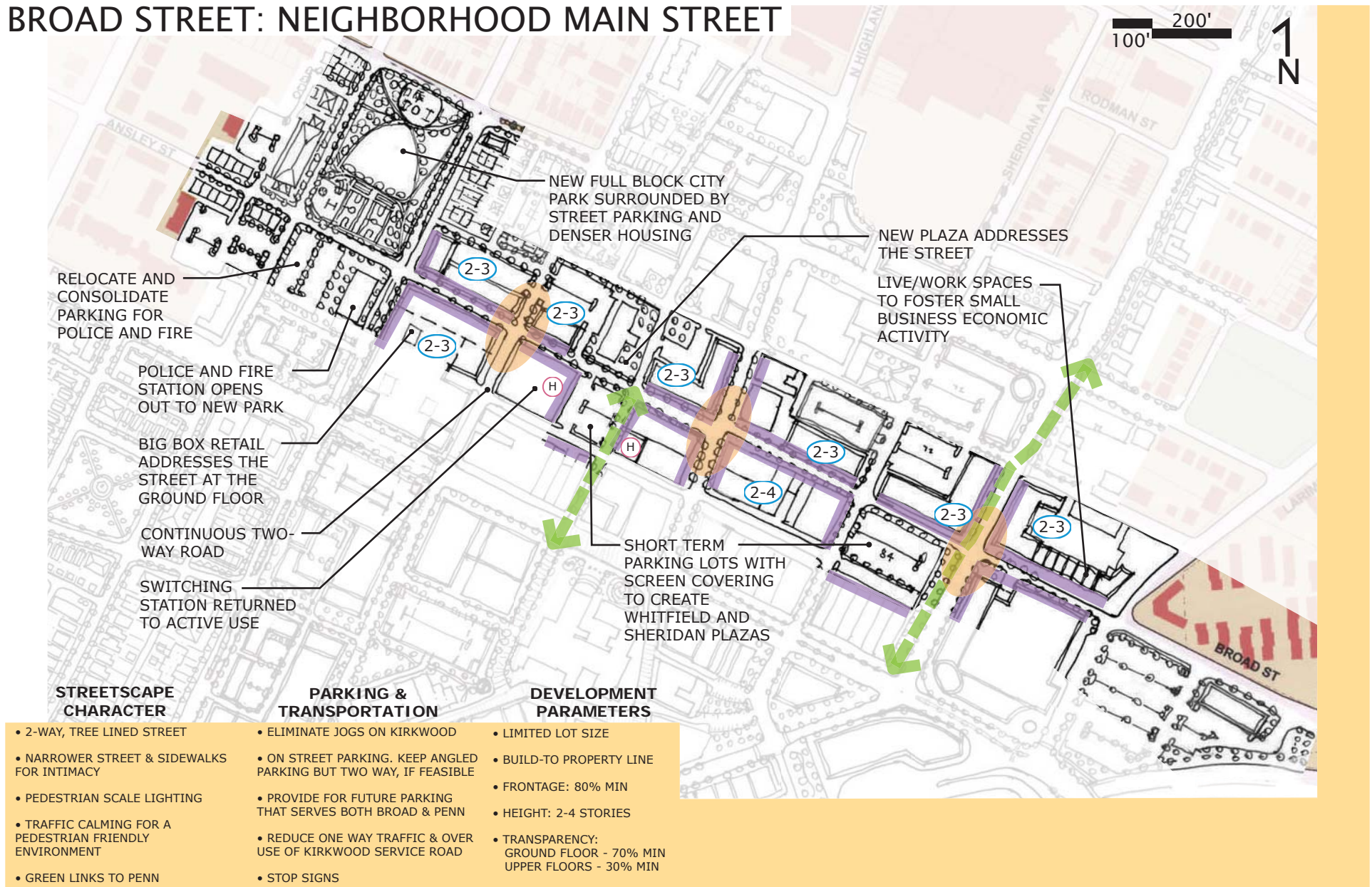




# DEVELOPMENT GUIDELINES

## DESIGN STANDARDS

### BROAD STREET: NEIGHBORHOOD MAIN STREET





# DEVELOPMENT GUIDELINES

## HIGHLAND AVENUE: EAST END CONNECTOR

VISION



Occupancy of the Highland Building is more critical than the use



Historic terra cotta facade near the end of Baum Boulevard



Restoration of the Penn Highland Building was a critical early step in East Liberty's renewal

### Development Key

- Proposed buildings
- Existing buildings to be renovated
- Existing buildings

### VISION

- SMALL SCALE BUSINESS & RETAIL INTERMINGLED WITH LARGE SCALE NATIONAL RETAIL & LARGE OFFICE TENANTS
- CONNECTS ALL THE OTHER CORRIDORS

- FOCAL POINT OF LUNCHTIME ACTIVITY
- NEED STRATEGY TO MEDIATE LACK OF APPARENT ACTIVITY AT CHURCHES, AS SINGLE SIDED RETAIL IS DIFFICULT

- WIDE RANGE OF BUILDING SCALES
- RHYTHM OF FACADES CONTINUES IN SPITE OF DIFFERENT USES AND BUILDING SCALE ABOVE

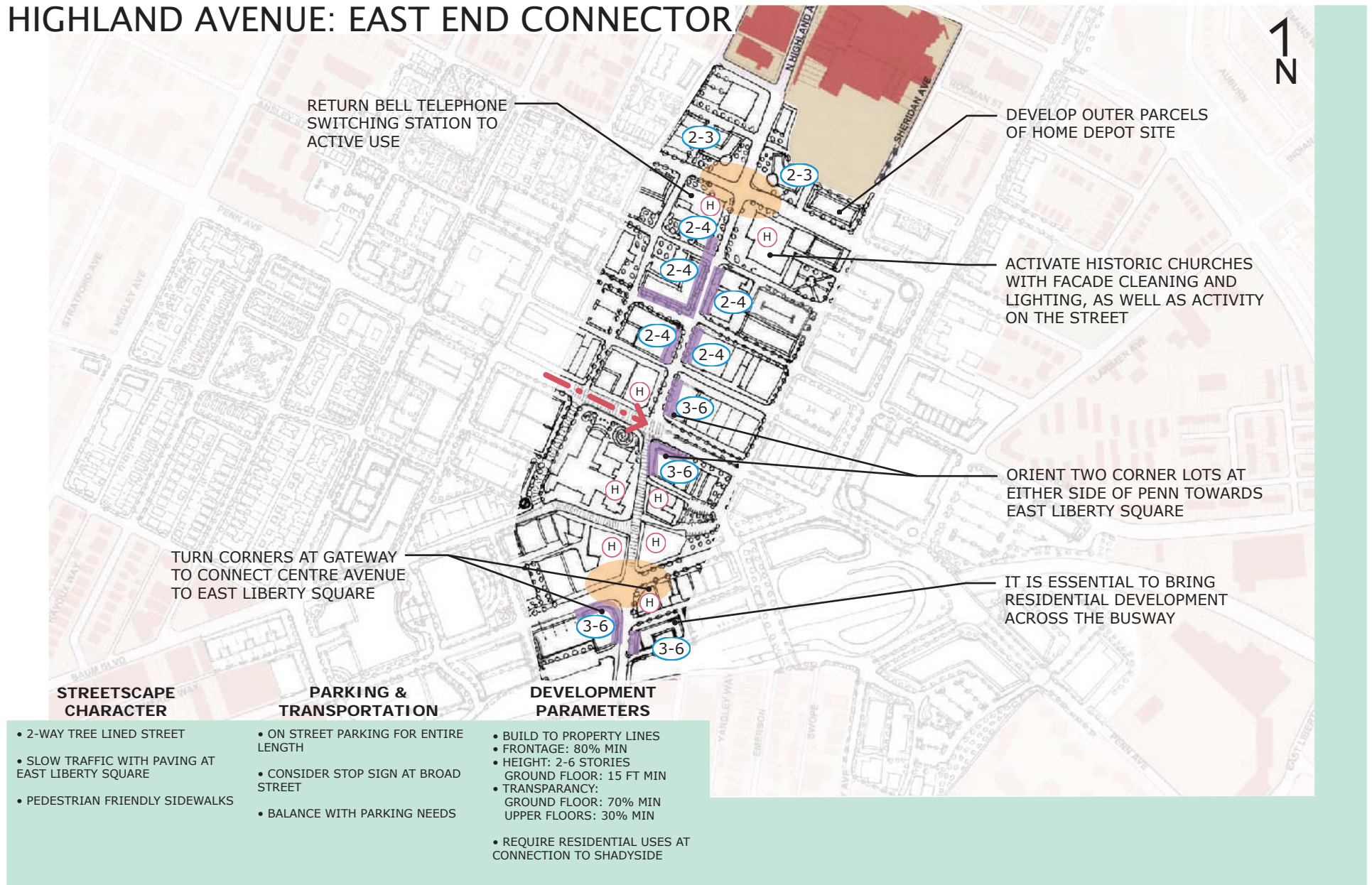
### ARCHITECTURAL CHARACTER



# DEVELOPMENT GUIDELINES

## HIGHLAND AVENUE: EAST END CONNECTOR

## DESIGN STANDARDS





# DEVELOPMENT GUIDELINES

## PENNLEY PARK: NEIGHBORHOOD

VISION



Police and Fire Station



Penn Circle North



### VISION

- INCREASE RESIDENTIAL DENSITY
- INCREASE ACTIVITY WITH A NEIGHBORHOOD PLAYGROUND
- BLEND NEIGHBORHOOD INTO THE CENTRAL BUSINESS DISTRICT
- CONTINUE BROAD STREET THROUGH TO ANSLEY STREET
- MIX OF SINGLE AND MULTI-FAMILY HOUSING, NO LARGE HOUSING COMPLEXES
- MIX OF ECONOMIC GROUPS
- RETAIN, REPAIR OR RENOVATE EXISTING RESIDENCES
- MAKE PENN CIRCLE NORTH PEDESTRIAN FRIENDLY BY SLOWING TRAFFIC, ADDING HOUSING AND GREENERY

### ARCHITECTURAL CHARACTER

- REINFORCE RESIDENTIAL ATMOSPHERE
- RELATE TO EXISTING HOUSING STOCK
- HOUSES WITH PORCHES OR STOOPS, BUILT TIGHT TO STREET, TO ACTIVATE SIDEWALK ACTIVITY



### Development Key

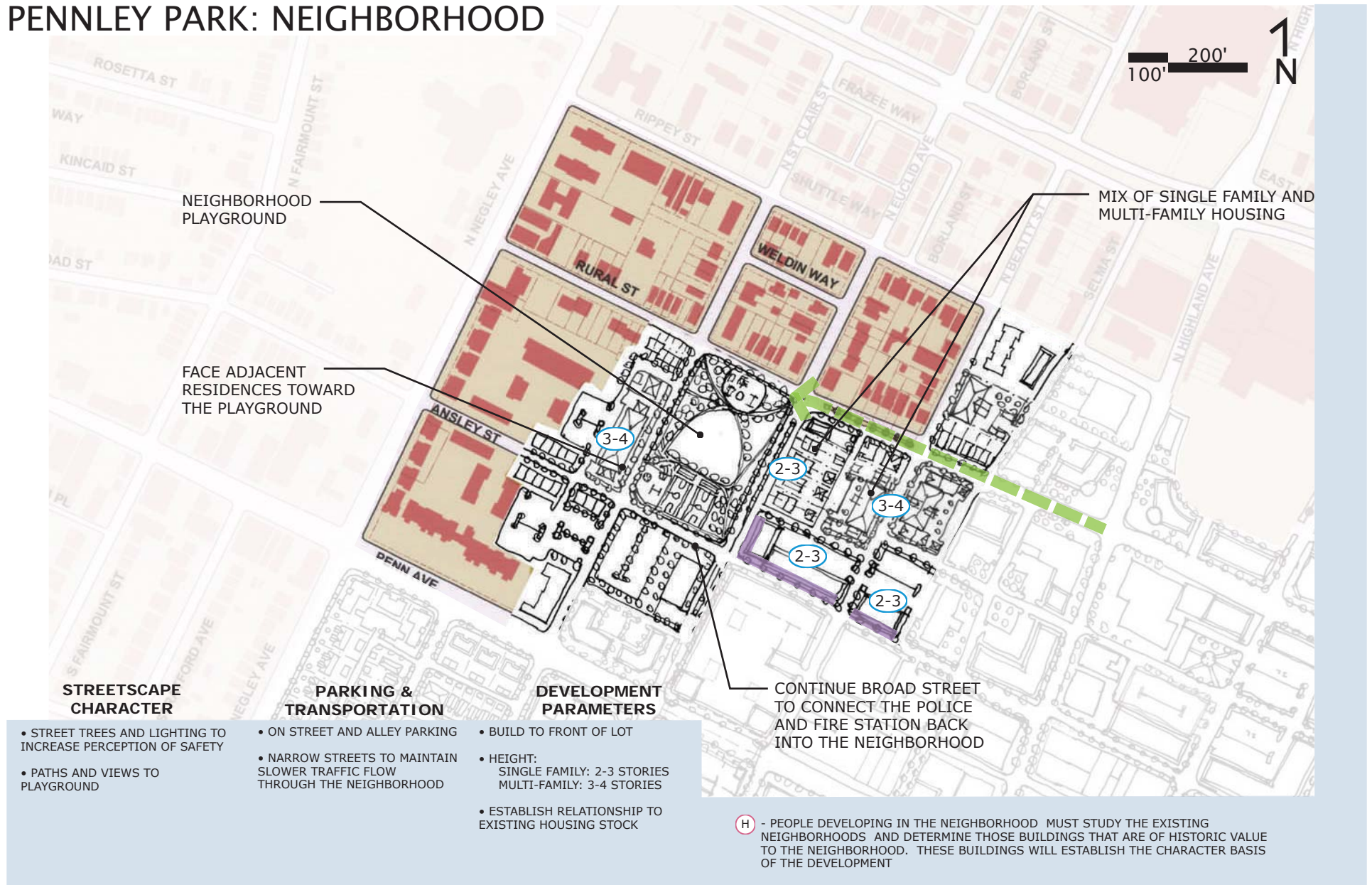
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- Existing buildings to be renovated
- Existing buildings



# DEVELOPMENT GUIDELINES

## DESIGN STANDARDS

### PENNLEY PARK: NEIGHBORHOOD





# DEVELOPMENT GUIDELINES

## EAST FRIENDSHIP: NEIGHBORHOOD

VISION



Friendship is benefiting from reinvestment & renewal



The Sharp Edge Restaurant blurs the boundaries between residential and commercial uses



Large parcels & dead end roads frustrate travelers & isolate the neighborhood & playground



### VISION

- CONTINUE EXISTING ROADS, THEREBY ELIMINATING DEAD-ENDS
- INCREASE DENSITY BY INFILLING EMPTY LOTS WITH HOUSING
- FRIENDLY AND ACCESSIBLE CENTRAL NEIGHBORHOOD PARK
- REDUCE LANES AND SLOW TRAFFIC ON PENN CIRCLE WEST TO ALLOW FOR SAFE PEDESTRIAN ACCESS TO THE COMMERCIAL DISTRICT

- BLEND NEIGHBORHOOD INTO THE CENTRAL BUSINESS DISTRICT AS WELL AS INTO FRIENDSHIP
- MIX OF ECONOMIC GROUPS
- MIX OF RESIDENTIAL PROPERTY TYPES, INCLUDING OWNER OCCUPIED, RENTAL, AND RENT TO OWN

### ARCHITECTURAL CHARACTER

- RELATE TO EXISTING HOUSING AND RENEWED FRIENDSHIP HOUSING
- ADJACENT HOUSES AND BUILDINGS FACE THE PARK
- BUILD CLOSE TO THE STREET TO REDUCE THE STREET SCALE AND ENCOURAGE SIDEWALK ACTIVITY



### Development Key

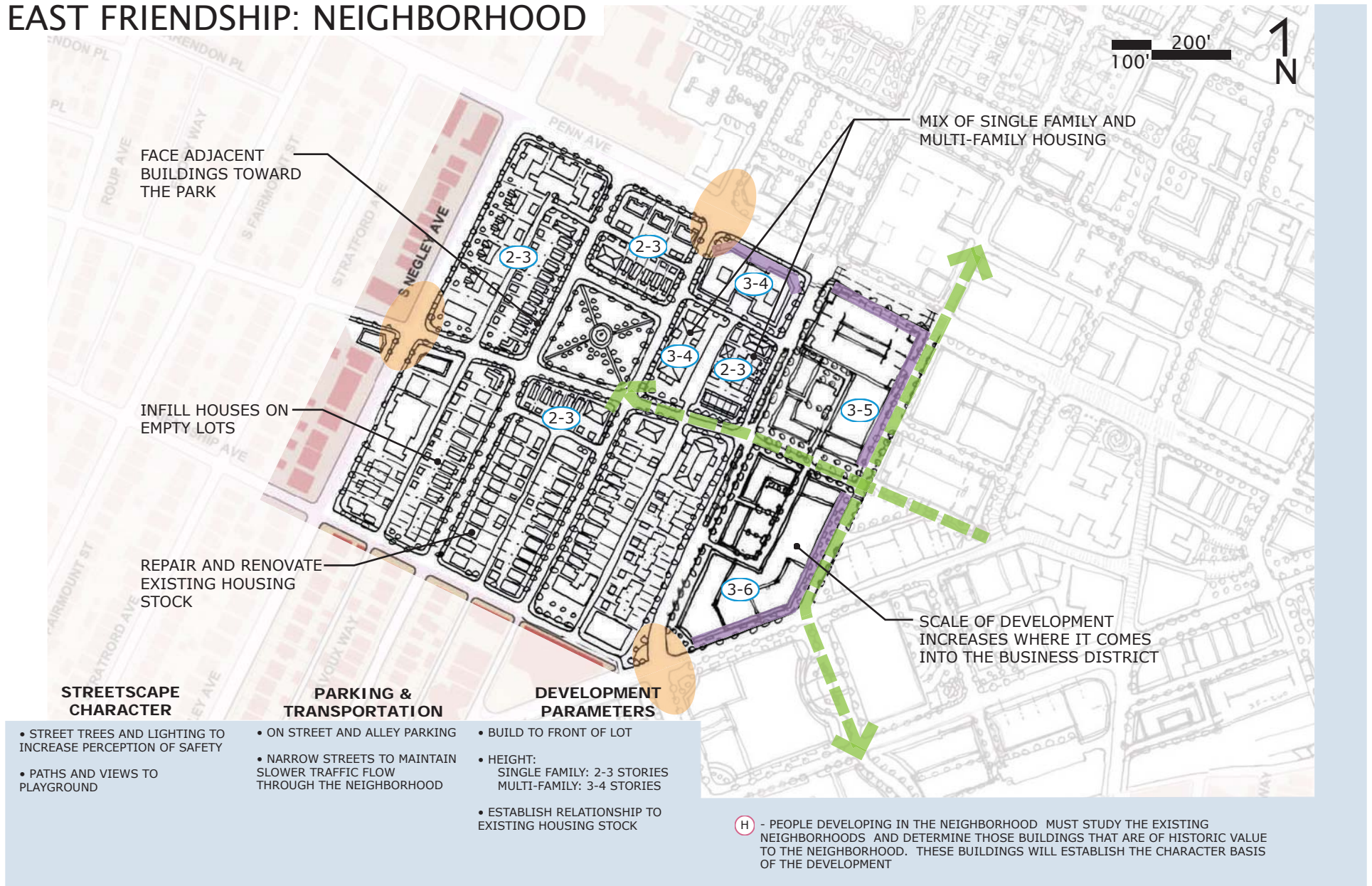
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# DEVELOPMENT GUIDELINES

## EAST FRIENDSHIP: NEIGHBORHOOD

## DESIGN STANDARDS





# DEVELOPMENT GUIDELINES

## NEW CENTRE AVENUE: NEIGHBORHOOD

VISION



100' 200'

1  
N



Integration of bike trails, streams & activity node will make Centre Avenue a key gateway to the East End




### VISION

- INCREASE DENSITY BY INFILLING HOUSING ON EMPTY LOTS
- MIXED USE DEVELOPMENT ALONG THE WEST SIDE OF NEW CENTRE AVENUE AND ON BROAD STREET
- RESTORE AND INTEGRATE HISTORICAL STRUCTURES WHERE POSSIBLE
- CENTRAL NEIGHBORHOOD PARK
- MIX OF SINGLE FAMILY AND MULTI-FAMILY HOUSING
- BLEND THE NEIGHBORHOOD INTO THE CENTRAL BUSINESS DISTRICT
- MIX OF ECONOMIC AND PROPERTY TYPES, INCLUDING OWNER OCCUPIED, RENTAL, AND RENT TO OWN

### ARCHITECTURAL CHARACTER

- REINFORCE RESIDENTIAL ATMOSPHERE
- BUILD HOUSING TIGHT TO THE STREET, WITH FRONT PORCHES AND STOOPS, TO ENCOURAGE SIDEWALK ACTIVITY
- RELATE TO EXISTING HOUSING STOCK
- FACE BUILDINGS TOWARD MAJOR NEIGHBORHOOD ELEMENTS, SUCH AS THE PARK

### Development Key

-  Proposed buildings
-  Existing buildings to be renovated
-  Existing buildings



## NEW CENTRE AVENUE: NEIGHBORHOOD

## DESIGN STANDARDS

