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 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.

**Executive Summary**
- Project Statement 1
- Vision Description 3

**Development Vision**
- Corridors, Districts & Neighborhoods 4
- Community Vision 5
- Green Paths & Places 6
- Parking Zones 7
- New Roads & Traffic Patterns 8

**Existing Conditions**
- Current Road Network 9
- Current Use & Prior Zoning 10
- IPOD Boundary & Landmarks 11

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**Development Guidelines**
- Initial Review 12
- Design Review 13
- Summary of Design Standards 14
- Corridors & Districts
  - East Liberty Square: The Center 15
  - Penn Avenue: Regional Main Street 17
  - Centre Avenue: Transit-Oriented Development 19
  - Baum Boulevard: Art & Technology 21
  - Broad Street: Neighborhood Main Street 23
  - Highland Ave: East End Connector 25
- Neighborhoods
  - Pennley Park 27
  - East Friendship 29
  - New Centre Avenue 31

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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

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 civicly 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.
EXECUTIVE SUMMARY

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.
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.
Intermingled and overlapped corridors and districts were identified to determine how location and existing assets can best be leveraged to create a vital, active community core.
DEVELOPMENT VISION

COMMUNITY VISION

DEVELOPMENT VISION

COMMUNITY VISION

NEIGHBORHOOD RECONNECTION
Residential development connects Central Business District to adjacent neighborhoods

PENNLEY PARK

THE CENTER
Establish East Liberty Square as the center of community activity, with street-level development and urban housing above

EAST FRIENDSHIP

ART & TECHNOLOGY
Mixed use corridor that incorporates higher density residential above commercial uses and in a pedestrian friendly environment

EAST END CONNECTOR
Extending the residential market across the busway at Highland Ave, Ellsworth Ave, and Shakespeare St. will improve market conditions

GREEN PATHS & PLACES
Centre Ave continues to Washington Blvd with tree lined pedestrian and bike routes, a natural urban boulevard to the East End

NEW CENTRE AVENUE

NEIGHBORHOOD MAIN STREET
Broad Street connects residential neighborhoods of East Liberty and Garfield with small scale commercial and residential development

REGIONAL MAIN STREET
Penn Ave is as a regional main-street with specialty retail boutiques and restaurants anchored by national destination retail at both ends, with office and residential uses above

TRANSIT-ORIENTED DEVELOPMENT
Fixed transit culminates at the transit oriented development hub at Penn Ave and Centre Ave

Development Key
- Proposed buildings
- Existing buildings
- Existing buildings to be renovated
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.
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
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.
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.

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.

Portion of Centre Ave changed to two-way traffic in 2002.
The City of Pittsburgh established the Interim Planning Overlay District for East Liberty Central Business District and the Baum Boulevard / Centre Avenue Corridor in September of 2003.
DEVELOPMENT GUIDELINES

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.
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

<table>
<thead>
<tr>
<th>VISUAL AXIS</th>
<th>GATEWAY</th>
<th>GREEN LINK</th>
<th>URBAN CONTEXT</th>
<th>PARKING</th>
</tr>
</thead>
<tbody>
<tr>
<td>Architectural form responds to visual axis</td>
<td>Architectural form or streetscape element marks the Central Business District</td>
<td>Multi-modal transportation link</td>
<td>Linking parks, business districts, neighborhoods &amp; public transit with green space enhances quality of life</td>
<td></td>
</tr>
<tr>
<td>Coordinate functions &amp; forms to foster pedestrian activity</td>
<td>Gateways establish formal relationship with elements and/or buildings across the street</td>
<td>Bicycle &amp; pedestrian friendly paths link to public spaces &amp; transit</td>
<td>Shaded with sheltering greenery &amp; planted to encourage continuity of comfort</td>
<td></td>
</tr>
<tr>
<td>Distinguish form from adjacent architectural language</td>
<td>Create a spatial experience that marks movement across a threshold</td>
<td>Shaded with sheltering greenery &amp; planted to encourage continuity of comfort</td>
<td>Adjacent buildings observe space continuously</td>
<td></td>
</tr>
<tr>
<td>Provide a focal point with detail that is interesting at a distance and up close</td>
<td>Noticeable increase in civic activity &amp; visual interest</td>
<td>Shade encourages pedestrian presence &amp; reduces heat island effect</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

#### URBAN CONTEXT

- **FACADE REQUIREMENTS**
  - Study & relate to the cadence, material & proportion of the identified “architectural character” buildings
  - Maintain required openness & views to the street
  - Build to the sidewalk property line
  - Coordinate improvement & enhancement of immediate infrastructure or streetscape

- **HEIGHT REQUIREMENTS**
  - Balance diversification of uses & coordinate with parking district parameters
  - Encourage higher density & better use of infrastructure
  - Demands higher occupancy of area
  - Uses must be constructed for all floors (no intentionally empty upper floors)

- **HISTORIC BUILDING**
  - Historical incentives may apply
  - Maintenance of building is required
  - Establishes character basis for adjacent & surrounding development

- **SURFACE PARKING**
  - Develop roads to accommodate on street parking when practical
  - Restricted parking can allow for parking in non-peak times & on Sundays. Eventually, density & success may require permit parking or other restrictions
  - Flagship projects to be coordinated with traffic impact analysis & road improvements

- **STRUCTURED PARKING**
  - Structured parking must be developed in conjunction with flagship projects
  - It will be necessary to identify opportunities that will economically warrant structured parking
  - Height of structured parking restricted to eave line of surrounding buildings

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*The Penn Highland Building corner responds to the street change in Highland Avenue

*Gateway elements mark the passageway into the Central Business District

*Gateways can be marked by architectural elements on either side and/or “thresholds” that one literally crosses

*Corner entrances promote visible pedestrian activity

*Shade encourages pedestrian presence & reduces heat island effect

*Linking parks, business districts, neighborhoods & public transit with green space enhances quality of life

*Openness & multiple views to the street promote activity & security

*Continuity in heights with a range that maintains visual interest & detail

*Street level continuity in height with taller elements to increase density of occupancy & promote more efficient land use

*The Liberty Building is in the process of rehabilitation

*The Highland Building and Whitfield YMCA Building are two critical historical structures to reoccupy
DEVELOPMENT GUIDELINES

EAST LIBERTY SQUARE: THE CENTER

VISION

• REINFORCE CENTER OF TOWN
• CULMINATION OF RENEWAL
• CENTRAL SQUARE EXTENDS TO FACADES OF SURROUNDING BUILDINGS
• ACTIVE STREETS AND SIDEWALKS
• EXTENDED HOURS OF ACTIVITY
• RESTAURANTS AND CAFES
• LIVE MUSIC VENUES
• ART GALLERIES, PERFORMANCE SPACE
• PRIME DESTINATION RETAIL
• UPPER FLOOR OFFICES & NIGHTTIME OCCUPANCIES INCLUDING RESIDENTIAL

ARCHITECTURAL CHARACTER

• 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

Establish friendly comfortable spaces for positive activity

Development Key

- Proposed buildings
- Existing buildings to be renovated
- Existing buildings
OLD YMCA RESTORED & FULLY OCCUPIED
INTEGRAL STRUCTURED PARKING WITH 1ST FLOOR RETAIL ON THE SQUARE

STREETSCAPE CHARACTER
- 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

PARKING & TRANSPORTATION
- 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

DEVELOPMENT PARAMETERS
- 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

NEW DEVELOPMENT OPPORTUNITY

DEVELOP SPACE TO ENGAGE PUBLIC & ACTIVATE FRONT OF CHURCH, ENCOURAGE LAWN USE

STRONG LINK TO "EAST FRIENDSHIP" PARK

SPECIAL PAVING, LIGHTING & STREETSCAPE

HIGHLAND BUILDING RESTORED AS LOFT/OFFICE USE
1ST FLOOR RESTAURANTS OPEN OUT ONTO SIDEWALK
SIMPLIFY INTERSECTION

DEVELOPMENT GUIDELINES FOR THE CENTER OF EAST LIBERTY
DEVELOPMENT GUIDELINES

Penn Avenue: Regional Main Street

**Vision**

- Destination for retail, restaurant, worship & entertainment with retail anchor at each end
- Each block is a unique architectural collection
- Occupy upper floors & extend hours of activity
- Extend district outside of the old circle on both ends

**Architectural Character**

- Variety of destination retail including cultural, ethnic, urban, & funky
- Cafés with outdoor seating, restaurants
- Entertainment to draw people - festivals, movies, bowling, theater, live music
- Mixture of upper floor residential & office

- Continuous storefronts at street
- Transparency at upper floors
- Densely built
- Light & celebrate each facade collection

The historic Liberty Building is undergoing substantial renovation

The demolition of the highrise will open up the West end of East Liberty

Art Deco facades in need of lighting & upper floor occupancy

DEVELOPMENT GUIDELINES FOR THE CENTER OF EAST LIBERTY
DEVELOPMENT GUIDELINES
PENN AVENUE: REGIONAL MAIN STREET

STREETSCAPE CHARACTER
- Activate & use wide sidewalks
- Street trees, lighting & banners culminating in water sculpture & green space in front of East Liberty Presbyterian
- Specialty paving at pedestrian crosswalks
- Decorative banners

PARKING & TRANSPORTATION
- On street parking & traffic calming while keeping flow through moving, widen road near Centre
- Realign road grid
- Multiple locations of structured parking with clear access
- Strong green link to busway & restored grid connection to neighborhoods & Broad Street

DEVELOPMENT PARAMETERS
- Build-to property line
- Frontage: 100%
- Height: 3-6 stories (45-90 ft)
- Transparency: Ground floor: 80% min, upper floors: 40% min
- Establish explicit relationship to surrounding architecture mostly within each block

REALIGN CROSS STREETS WITH CONNECTION TO SHERIDAN & WHITFIELD SQUARES

RESIDENTIAL OR OFFICE ABOVE ALONG CENTRE & PENN SHIELDS ANCHOR RETAIL

MIXED USE, WITH COMMERCIAL, OFFICE, & RESIDENTIAL

PROMINENT FUTURE BUILDINGS AT KEY INTERSECTION
ACTIVE PEDESTRIAN AND PUBLIC SPACE

MULTI-STORY BIG BOX RETAIL ANCHOR

STRUCTURED PARKING WITH 1ST FLOOR RETAIL

MEDIUM BOX RETAIL WITH RESIDENTIAL ABOVE

MEDIUM BOX RETAIL WITH OFFICE OR RESIDENTIAL ABOVE

DESIGN STANDARDS

PENN AVENUE: REGIONAL MAIN STREET

DEVELOPMENT GUIDELINES FOR THE CENTER OF EAST LIBERTY
DEVELOPMENT GUIDELINES
CENTRE AVENUE: TRANSIT ORIENTED DEVELOPMENT

VISION

• 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

ARCHITECTURAL CHARACTER

• 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 & AXES 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

Motor Square Garden
Stephenson Building
DEVELOPMENT GUIDELINES

CENTRE AVENUE: TRANSIT ORIENTED DEVELOPMENT

DEVELOPMENT PARAMETERS
- Varies by lot & building size
- Build-to property line
- Frontage: 80% min
- Height: 3-9 stories
- Ground floor: 15 ft min
- Transparency:
  - Ground floor: 80% min
  - Upper floors: 40% min
- Establish explicit relationship to surrounding architecture

PARKING & TRANSPORTATION
- Complete new Centre as two way traffic to Washington Boulevard
- Relocate busway entry away from Centre & Penn, plan for inter modal in future
- Build Ellsworth bridge for alternate transportation
- Parking both sides of Centre except at peak times

STREETSCAPE CHARACTER
- Street trees with emphasized pedestrian links to public transportation & Shadyside
- Narrower sidewalks are protected from traffic by parked cars
- No parking during rush hour
- Clear access to structured and concealed parking

EVENTUALLY STORAGE USES CAN BE IMPROVED

COORDINATE DEVELOPMENT OPPORTUNITY

MIXED USE WITH RESIDENTIAL REQUIRED ABOVE

ALIGN ROADS AS FEASIBLE

MAKE CENTRE AVE A GREENED CONTINUOUS TWO-WAY ROUTE TO WASHINGTON BLVD

COORDINATE CHANGES TO TRANSIT

EXPAND STOREFRONT USES OF ANTIQUE ROW

CONTINUE ELLSWORTH AVENUE PEDESTRIAN STREET. BUILDINGS TO HAVE RESIDENTIAL ABOVE

1 OR 2 STORY RETAIL WITH OFFICE USE ABOVE

STRUCTURED PARKING WITH POTENTIAL TO DEVELOP ABOVE
DEVELOPMENT GUIDELINES
BAUM BOULEVARD: ART & TECHNOLOGY

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
- 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

ARCHITECTURAL CHARACTER

Provide continuity of street experience and activity

Development Key
- Proposed buildings
- Existing buildings to be renovated
- Existing buildings

DEVELOPMENT GUIDELINES FOR THE CENTER OF EAST LIBERTY
PAGE 21
DEVELOPMENT GUIDELINES
BAUM BOULEVARD: ART & TECHNOLOGY

CONTINUE ELLSWORTH AVENUE PEDESTRIAN STREET WITH RESIDENTIAL ABOVE

LOFT & ARTS ORIENTED BUILDING - FLEX BETWEEN OFFICE & RESIDENTIAL, KEEP OCCUPIED AND ACTIVE

RESIDENTIAL STRENGTHENS LINK TO FRIENDSHIP

PARKING GARAGE WITH ACCESS POINTS TO DRAW TRAFFIC INTO CENTER

OPPORTUNITY FOR DEVELOPMENT SYNERGY BETWEEN NEW & HISTORIC BUILDING

STREETSCAPE
• 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

PARKING & TRANSPORTATION
• PROVIDE STRUCTURED PARKING FOR AAA IN MOTOR SQUARE GARDEN
• TRAFFIC CALMING & NARROWING TOWARDS CENTER OF BUSINESS DISTRICT
• MAKE CONVENTIONAL INTERSECTION AT WHITFIELD

DEVELOPMENT PARAMETERS
• 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**

**BROAD STREET: NEIGHBORHOOD MAIN STREET**

- Neighborhood serving commercial district
- Restored connection between East Liberty, Garfield, Larimer & Homewood
- Preserve & create funky retail space for small independent businesses

**Vision**

- Residential conveniences - laundry, grocer, barber/salon, drugstore, bakery, farmers market
- Independent retail
- Local dining - coffee shop, diner, corner bar
- Upper floor community serving offices & residential

**Architectural Character**

- Small scale buildings, tight to the street
- Repeated rhythm of storefronts
- Understated architecture blending into a common fabric
- Make buildings on Kirkwood Street double faced where exposed to plazas

**Development Key**

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

**Development Key**

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

**Baum Boulevard at Highland Avenue**

**Spinning Plate Lofts**

**Motor Square Garden**

**Development Key**

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

**Broad Street wraps around Whitfield Square, providing strong connection to East Liberty Square**

**Keystone Plumbing building with active uses opens onto Sheridan Square**
NEW FULL BLOCK CITY PARK SURROUNDED BY STREET PARKING AND DENSER HOUSING

NEW PLAZA ADDRESSES THE STREET

LIVE/WORK SPACES TO FOSTER SMALL BUSINESS ECONOMIC ACTIVITY

SHORT TERM PARKING LOTS WITH SCREEN COVERING TO CREATE WHITFIELD AND SHERIDAN PLAZAS

LIVE/WORK SPACES TO FOSTER SMALL BUSINESS ECONOMIC ACTIVITY

NEW FULL BLOCK CITY PARK SURROUNDED BY STREET PARKING AND DENSER HOUSING

NEW PLAZA ADDRESSES THE STREET

LIVE/WORK SPACES TO FOSTER SMALL BUSINESS ECONOMIC ACTIVITY

SHORT TERM PARKING LOTS WITH SCREEN COVERING TO CREATE WHITFIELD AND SHERIDAN PLAZAS

STREETSCAPE CHARACTER
- 2-WAY, TREE LINED STREET
- NARROWER STREET & SIDEWALKS FOR INTIMACY
- PEDESTRIAN SCALE LIGHTING
- TRAFFIC CALMING FOR A PEDESTRIAN FRIENDLY ENVIRONMENT
- GREEN LINKS TO PENN

PARKING & TRANSPORTATION
- ELIMINATE JOGS ON KIRKWOOD
- ON STREET PARKING. KEEP ANGLED PARKING BUT TWO WAY IF FEASIBLE
- PROVIDE FOR FUTURE PARKING THAT SERVES BOTH BROAD & PENN
- REDUCE ONE WAY TRAFFIC & OVER USE OF KIRKWOOD SERVICE ROAD
- STOP SIGNS

DEVELOPMENT PARAMETERS
- LIMITED LOT SIZE
- BUILD-TO PROPERTY LINE
- FRONTAGE: 80% MIN
- HEIGHT: 2-4 STORIES
- TRANSPARENCY: GROUND FLOOR - 70% MIN 
UPPER FLOORS - 30% MIN
DEVELOPMENT GUIDELINES
HIGHLAND AVENUE: EAST END CONNECTOR

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

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

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.

Occupancy of the Highland Building is more critical than the use.

Development Key
- Proposed buildings
- Existing buildings to be renovated
- Existing buildings

Occupancy of the Highland Building is more critical than the use.
RETURN BELL TELEPHONE SWITCHING STATION TO ACTIVE USE

DEVELOP OUTER PARCELS OF HOME DEPOT SITE

ACTIVATE HISTORIC CHURCHES WITH FACADE CLEANING AND LIGHTING, AS WELL AS ACTIVITY ON THE STREET

ORIENT TWO CORNER lots AT EITHER SIDE OF PENN TOWARDS EAST LIBERTY SQUARE

IT IS ESSENTIAL TO BRING RESIDENTIAL DEVELOPMENT ACROSS THE BUSWAY

DEVELOPMENT PARAMETERS

BUILD TO PROPERTY LINES
FRONTAGE: 60% MIN
HEIGHT: 2-6 STORIES
GROUND FLOOR: 15 FT MIN
TRANSPARENCY:
GROUND FLOOR: 70% MIN
UPPER FLOORS: 30% MIN
REQUIRE RESIDENTIAL USES AT CONNECTION TO SHADYSIDE

PARKING & TRANSPORTATION

ON STREET PARKING FOR ENTIRE LENGTH
CONSIDER STOP SIGN AT BROAD STREET
BALANCE WITH PARKING NEEDS

STREETSCAPE CHARACTER

2-WAY TREE LINED STREET
SLOW TRAFFIC WITH PAVING AT EAST LIBERTY SQUARE
PEDESTRIAN FRIENDLY SIDEWALKS

DEVELOPMENT GUIDELINES FOR THE CENTER OF EAST LIBERTY
DEVELOPMENT GUIDELINES
PENNLEY PARK: NEIGHBORHOOD

- Reinforce residential atmosphere
- Relate to existing housing stock
- Houses with porches or stoops, built tight to street, to activate sidewalk activity
- 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
- Increase residential density
- Increase activity with a neighborhood playground
- Blend neighborhood into the central business district
- Continue Broad Street through to Ansley Street

VISION

ARCHITECTURAL CHARACTER
- Reinforce residential atmosphere
- Relate to existing housing stock
- Houses with porches or stoops, built tight to street, to activate sidewalk activity

DEVELOPMENT GUIDELINES FOR THE CENTER OF EAST LIBERTY
DEVELOPMENT GUIDELINES
PENNLEY PARK: NEIGHBORHOOD

- BUILD TO FRONT OF LOT
- HEIGHT:
  - SINGLE FAMILY: 2-3 STORIES
  - MULTI-FAMILY: 3-4 STORIES
- ESTABLISH RELATIONSHIP TO EXISTING HOUSING STOCK - PEOPLE DEVELOPING IN THE NEIGHBORHOOD MUST STUDY THE EXISTING NEIGHBORHOODS AND DETERMINE THOSE BUILDINGS THAT ARE OF HISTORIC VALUE TO THE NEIGHBORHOOD. THESE BUILDINGS WILL ESTABLISH THE CHARACTER BASIS OF THE DEVELOPMENT

- MIX OF SINGLE FAMILY AND MULTI-FAMILY HOUSING
- FACE ADJACENT RESIDENCES TOWARD THE PLAYGROUND
- ON STREET AND ALLEY PARKING
- NARROW STREETS TO MAINTAIN SLOWER TRAFFIC FLOW THROUGH THE NEIGHBORHOOD
- STREET TREES AND LIGHTING TO INCREASE PERCEPTION OF SAFETY
- PATHS AND VIEWS TO PLAYGROUND

- CONTINUE BROAD STREET TO CONNECT THE POLICE AND FIRE STATION BACK INTO THE NEIGHBORHOOD

- PEOPLE DEVELOPING IN THE NEIGHBORHOOD MUST STUDY THE EXISTING NEIGHBORHOODS AND DETERMINE THOSE BUILDINGS THAT ARE OF HISTORIC VALUE TO THE NEIGHBORHOOD. THESE BUILDINGS WILL ESTABLISH THE CHARACTER BASIS OF THE DEVELOPMENT

DEVELOPMENT GUIDELINES FOR THE CENTER OF EAST LIBERTY PAGE 28
**VISION DEVELOPMENT GUIDELINES**

**EAST FRIENDSHIP: NEIGHBORHOOD**

- **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**

**ARCHITECTURAL CHARACTER**

- **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**

**VISION**

- **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**

**Development Key**

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

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.
DEVELOPMENT GUIDELINES
EAST FRIENDSHIP: NEIGHBORHOOD

MIX OF SINGLE FAMILY AND MULTI-FAMILY HOUSING

SCALE OF DEVELOPMENT INCREASES WHERE IT COMES INTO THE BUSINESS DISTRICT

STREETSCAPE CHARACTER
- STREET TREES AND LIGHTING TO INCREASE PERCEPTION OF SAFETY
- PATHS AND VIEWS TO PLAYGROUND

PARKING & TRANSPORTATION
- ON STREET AND ALLEY PARKING
- NARROW STREETS TO MAINTAIN SLOWER TRAFFIC FLOW THROUGH THE NEIGHBORHOOD
- BUILD TO FRONT OF LOT
- HEIGHT: SINGLE FAMILY: 2-3 STORIES MULTI-FAMILY: 3-4 STORIES
- ESTABLISH RELATIONSHIP TO EXISTING HOUSING STOCK

DEVELOPMENT PARAMETERS

- PEOPLE DEVELOPING IN THE NEIGHBORHOOD MUST STUDY THE EXISTING NEIGHBORHOODS AND DETERMINE THOSE BUILDINGS THAT ARE OF HISTORIC VALUE TO THE NEIGHBORHOOD. THESE BUILDINGS WILL ESTABLISH THE CHARACTER BASIS OF THE DEVELOPMENT

FACE ADJACENT BUILDINGS TOWARD THE PARK
INFILL HOUSES ON EMPTY LOTS
REPAIR AND RENOVATE EXISTING HOUSING STOCK

PAGE 30
DEVELOPMENT GUIDELINES
NEW CENTRE AVENUE: NEIGHBORHOOD

VISION

- 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

ARChITECTURAL CHARACTER

- 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

VISION DEVELOPMENT GUIDELINES FOR THE CENTER OF EAST LIBERTY
GREEN GATEWAY ACTS AS NORTHERN ENTRANCE TO EAST LIBERTY

ORIENT RESIDENTIAL TOWARD PARK

BUILD BACK FROM STREET TO ALLOW FOR CONTINUATION OF GREENWAY ON NEW CENTRE AVENUE

STREETSCAPE CHARACTER
- STREET TREES AND LIGHTING TO INCREASE PERCEPTION OF SAFETY
- PATHS AND VIEWS TO PARK AND TRAILS

PARKING & TRANSPORTATION
- ON STREET AND ALLEY PARKING
- REDUCE LANES AND SLOW TRAFFIC ON OLD PENN CIRCLE EAST TO ALLOW FOR SAFE PEDESTRIAN ACCESS TO THE BUSINESS DISTRICT

DEVELOPMENT PARAMETERS
- BUILD TO FRONT OF LOT
- HEIGHT:
  - SINGLE FAMILY: 2-3 STORIES
  - MULTI-FAMILY: 3-4 STORIES
- ESTABLISH RELATIONSHIP TO EXISTING HOUSING STOCK

H - PEOPLE DEVELOPING IN THE NEIGHBORHOOD MUST STUDY THE EXISTING NEIGHBORHOODS AND DETERMINE THOSE BUILDINGS THAT ARE OF HISTORIC VALUE TO THE NEIGHBORHOOD. THESE BUILDINGS WILL ESTABLISH THE CHARACTER BASIS OF THE DEVELOPMENT

- NEIGHBORHOOD PARK

- BUILD BACK FROM STREET TO ALLOW FOR CONTINUATION OF GREENWAY ON NEW CENTRE AVENUE