Our Approach
Question: Work the Perimeter First?

- Start on the outside & work to the core...
- Extend successful development with future complementary uses toward the center
- Prioritize development by short term vs. long term objectives with feedback from the market
Or Start With the Core...?

- And work out.
- There's less to build on, except the Church
- Strategy has long term impediments
- Puts pressure on immediate results, which Core may be limited in providing
A Smaller Core is a Stronger Core...

- Build on outside success because it’s market driven
- The edges will get defined
- Work at creating value now & in the future
- Pieces can evolve at their own pace. Less pressure minimizes mistakes
Each Zone has an Important Street...That Defines its Connection to Each Other

- Center Avenue
- Baum Boulevard
- Penn Avenue
- Highland Avenue
- Penn Circle
Market-Driven Strategies
There Needs to be an Immediate “Centre Avenue Strategy”

- It’s market based. Can happen right away...
- Builds on Whole Food’s success
- Responds to retailers desire to be near Shadyside
- It’s a retail corridor that can survive & be sustainable with little public assistance or subsidy
Let the “Penn Avenue Strategy” Evolve Over Time

- West Side must wait for “Tower of Poverty” redevelopment to happen
- Don’t let it pressure rest of redevelopment initiatives
- Both “ends” don’t have to be the same
- East Side is much more related to Whole Foods, existing shopping and Centre Avenue
From $20K to $60K--Attracting the Upper Incomes is our Goal

- We are attracting from 3 sides (Highland Park, Friendship & Shadyside)
- The demographics are skewed on 3 sides
- Education levels are high next door
- We want our merchandising mix to appeal to an upper income customer
- East Liberty has the potential to provide retail opportunities to satisfy the surrounding communities
Shaping the Future of Penn Avenue East now

- Opportunity surrounds a key site & intersection
- Penn Avenue East just “fades away” & needs a big anchor
- Ties in with Centre Avenue & downtown
- Tied into Mass Transit
- Close to Shadyside **A BIG PLUS**
Make Transition Areas Less Transitional

- Tie them to “the money”
- Tie them to all demographic levels
- Make them a stronger concept. & build on initial success
- Think of different alternatives & strategies to enhance day/night transitions
- Connect them to an existing neighborhood or center
Complementary - Retail Big Box

- Affects "the money"
- Least value, most risk
- More questions than answers
- Critical to Highland Strategy
- Can bring a community together (i.e. Englewood, NJ)
Option B
“Contrasting” Entertainment

Potential Spin-off on Highland

Movies Food

Home Depot

East Library

Highland

Night Candy

Childship

Commercial Way

Centre Avenue

Calkins Way

Trolley Way

Walnut Way

Beechwood Way

Flower Way

Linden Way

Baywood Way

White Way

Riverside Way

Caledonia Way

Knollwood Way

Cedar Street

West Market

East Market

Island Street

Franklin Street

Kingship Street

1

2

3

4

5

6

7

8

9

10
Option C
“Assimilate”
Residential Gets Absorbed
Option D
Every Day “Mix” Neighborhood
Long Term Initiatives
West Side Story is a Residential One

- Build on middle income successes
- Horizontal rather than vertical approach
- Accommodate rather than alienate lower income groups
- Connect streets together
- Make big blocks into small blocks
- Residential ground floors
- Don’t force retail, maybe at corners only
The Core Can Have More Than One Strategy

- South Penn strategy
- North Penn strategy
- Changes to its edges will help Penn Avenue evolve
- Church needs to have an impact. It’s an anchor - needs to take ownership
- The core will lead our parking strategy

“A North of Penn strategy”
“A South of Penn strategy”
A Better Circle Ties It All Together

- Keep it! But make it better
- Make it 2 way?
- Slow the traffic down
- Make it more attractive with an enhanced identity
- Different experiences
  - Residential Oriented
  - Retail Oriented
  - Civic Oriented
East Side Parking Strategy
Needs to Accomplish
3 Things

- Support Retail Anchor
- Support emerging residential
- Support East Penn Avenue redevelopment

Current Supply

<table>
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<tr>
<th>Location</th>
<th>#</th>
<th>% Occupied</th>
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<tr>
<td>Parking Authority Lots</td>
<td></td>
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<tr>
<td>Amos Beatty</td>
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<tr>
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<tr>
<td>Total/Average</td>
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<td>58%</td>
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Privately Controlled
Surface Parking: 1,108
On-Street Metered
Parking: 352

Additional Potential
on-street Parking: 244
2 Decks Strategically Placed to Support & Create Development Opportunities

- Each deck related to both local streets & Penn Circle
West Side Parking Strategy
Needs to Accomplish
3 Things

- Support Centre & Baum Redevelopment
- Support Motor Square
- Support Church