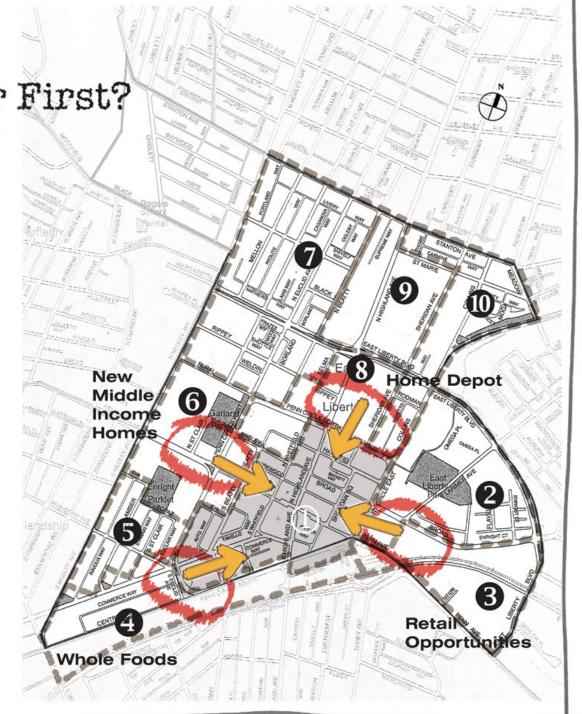
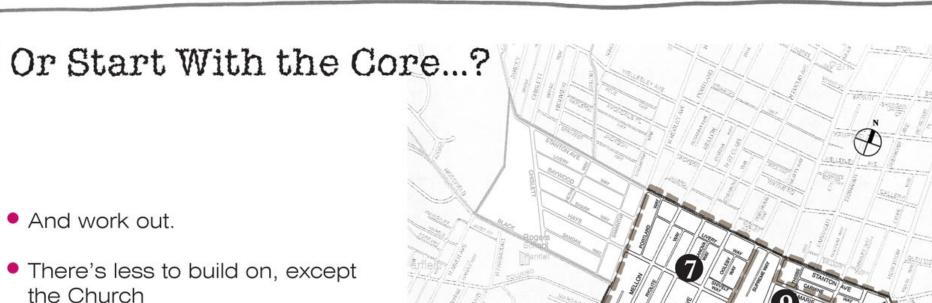
Our Approach

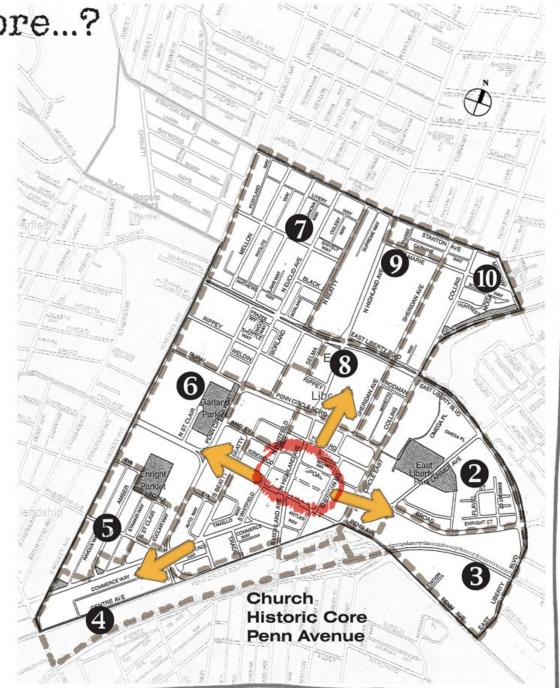
Question: Work the Perimeter First?

- 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



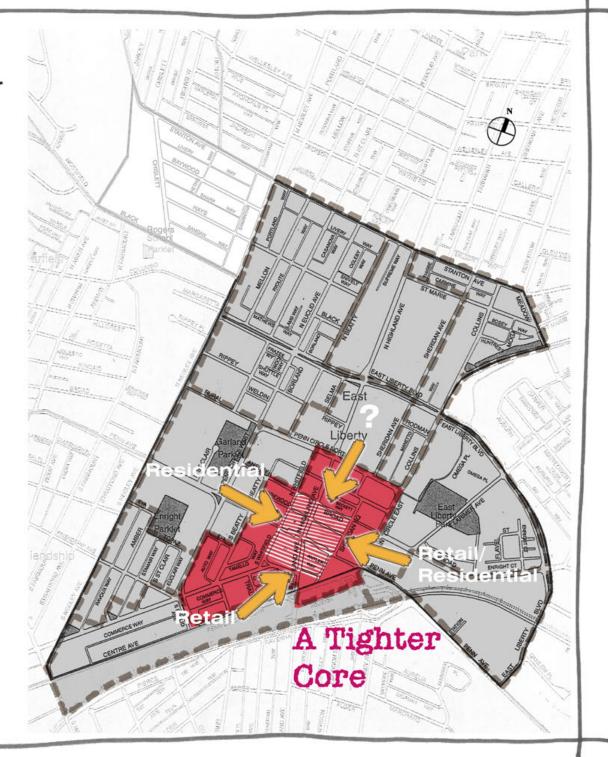


- Strategy has long term impediments
- Puts pressure on immediate results, which Core may be limited in providing



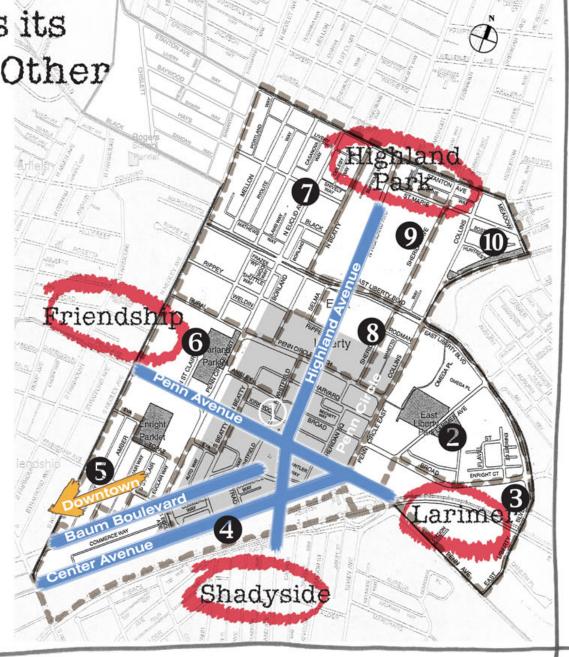
A Smaller Core is a Stronger Core...

- 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

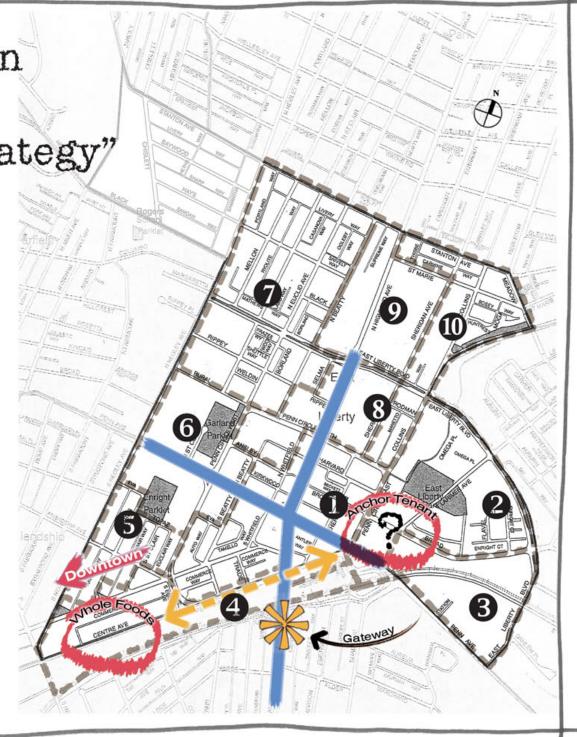


Market-Driven Strategies

There Needs to be an Immediate

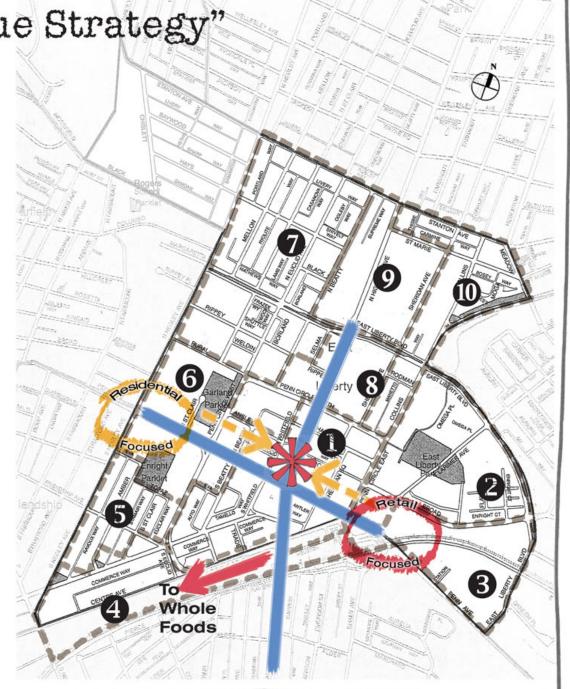
"Centre Avenue Strategy"

- 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



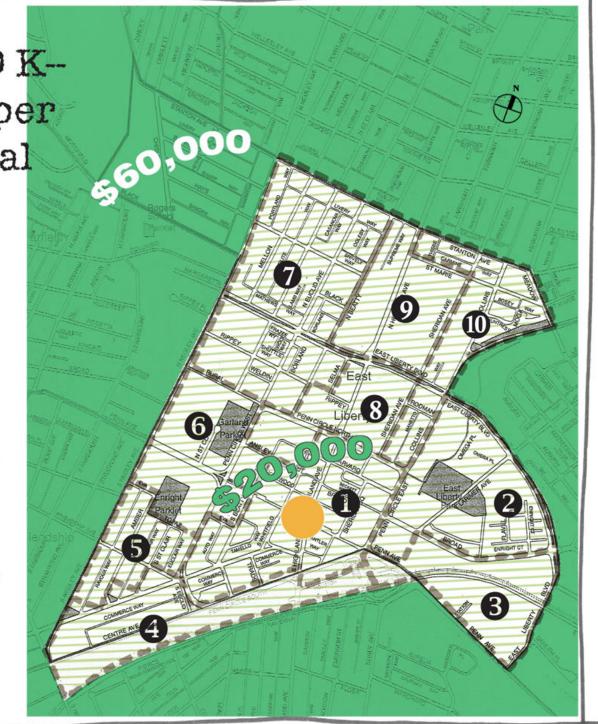
Let the "Penn Avenue Strategy" Evolve Over Time

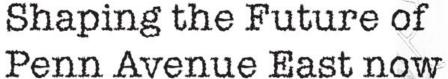
- West Side must wait for "Tower of Poverty" redevelopment to happen
- Don't let it pressure rest of redevelopment initiatives
- Both "ends" don't have to be the same
- East Side <u>is much more</u> related to Whole Foods, existing shopping and Centre Avenue



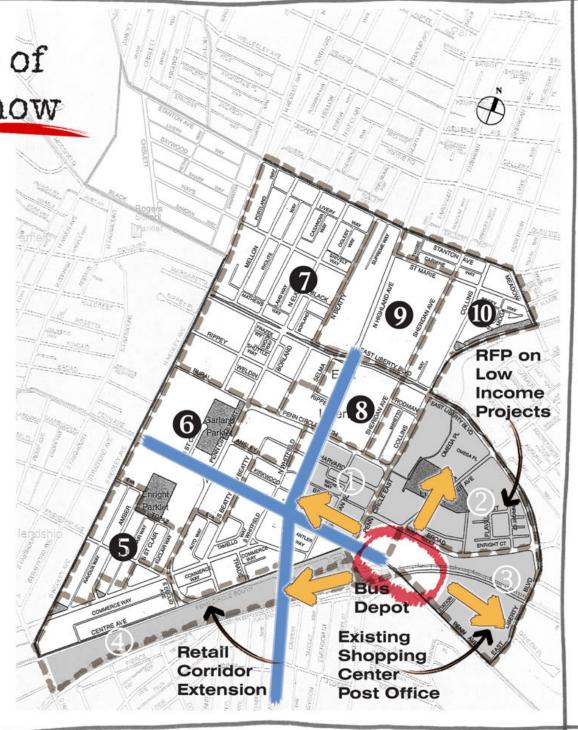
From \$20K to \$60 K-Attracting the Upper Incomes is our Goal

- 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



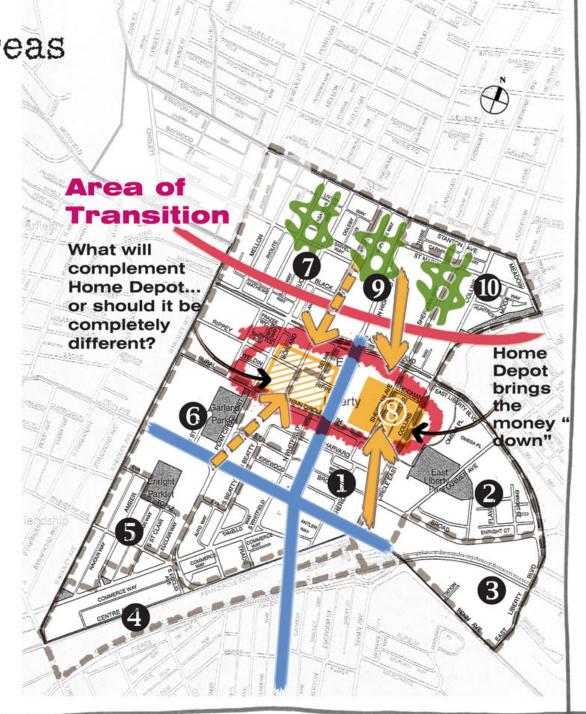


- Opportunity surrounds a key site & intersection
- Penn Avenue East just "fades away" & needs a big anchor
- Ties in with Centre Avenue & downtown
- Tied into Mass Transit
- Close to Shadyside A BIG PLUS



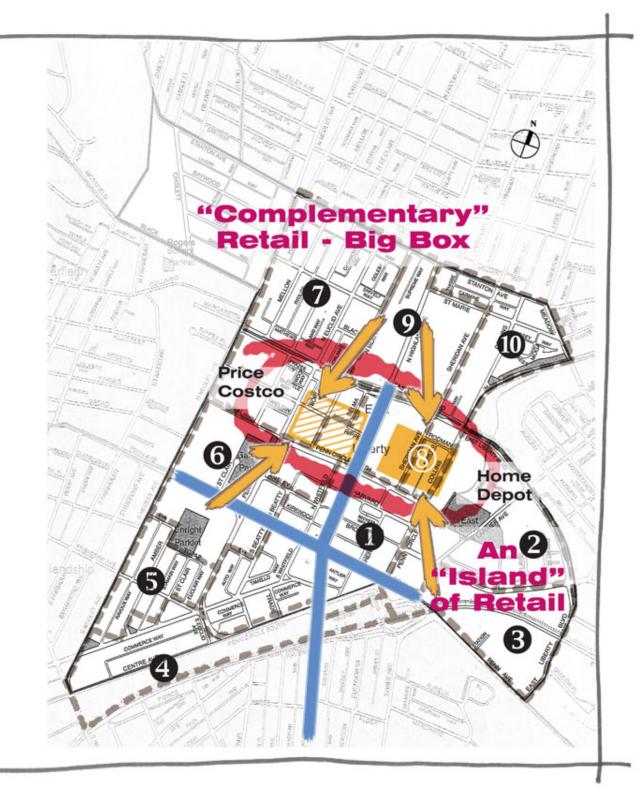
Make Transition Areas Less Transitional

- 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

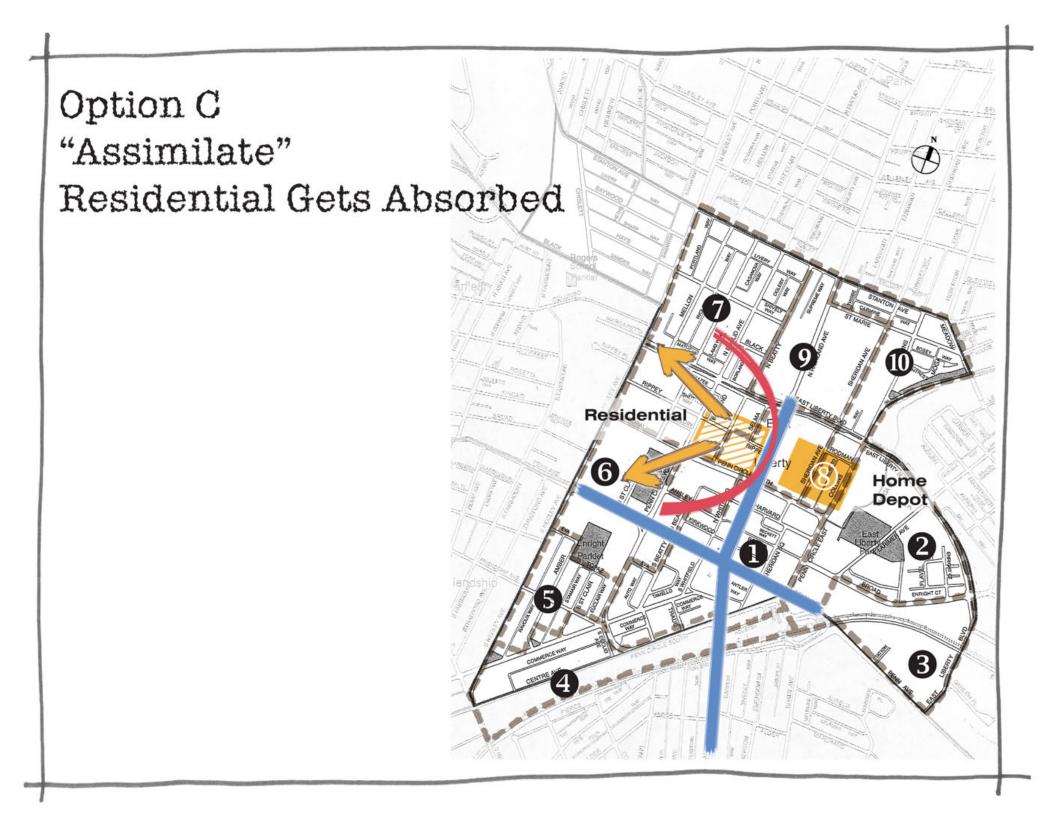


Complementary -Retail Big Box

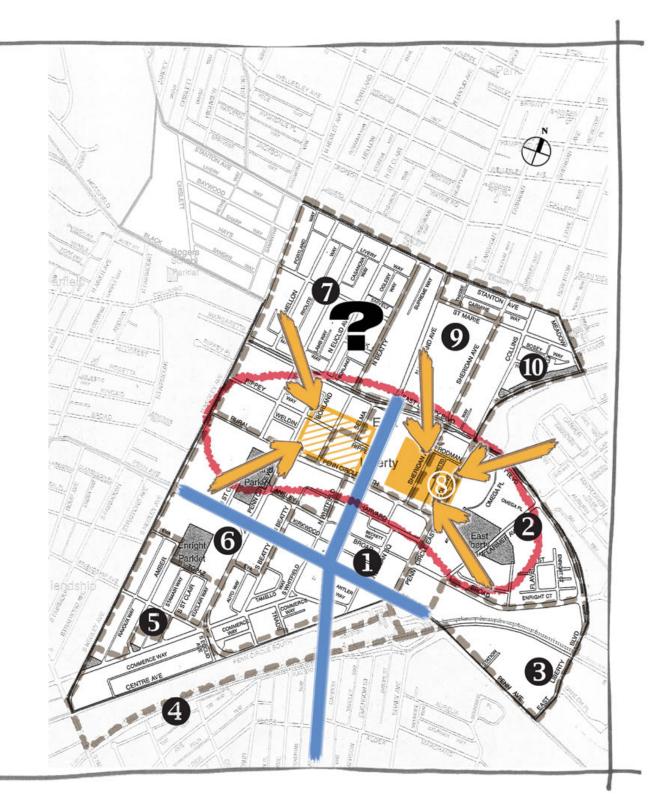
- Affects "the money"
- Least value, most risk
- More questions than answers
- Critical to Highland Strategy
- Can bring a community together (i.e. Englewood, NJ)



Option B "Contrasting" Entertainment **Potential** ighland Movies Food Home Depot



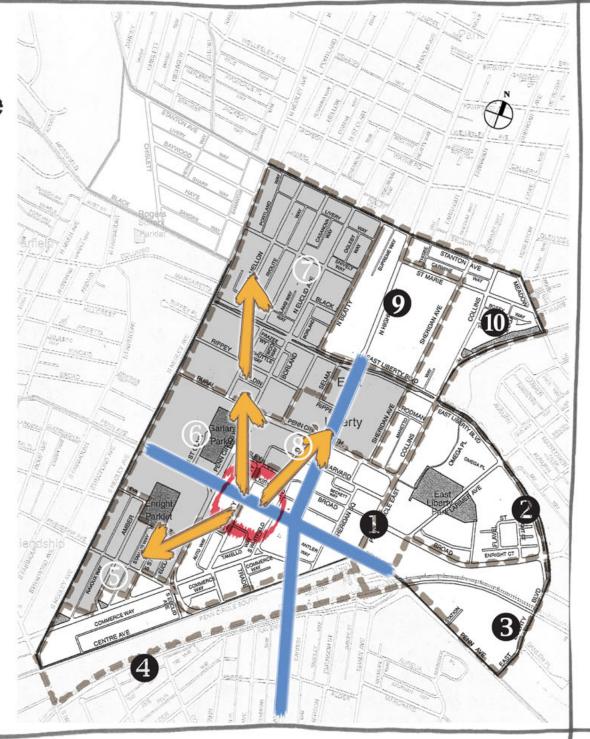
Option D Every Day "Mix" Neighborhood

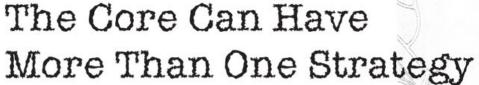


Long Term Initiatives

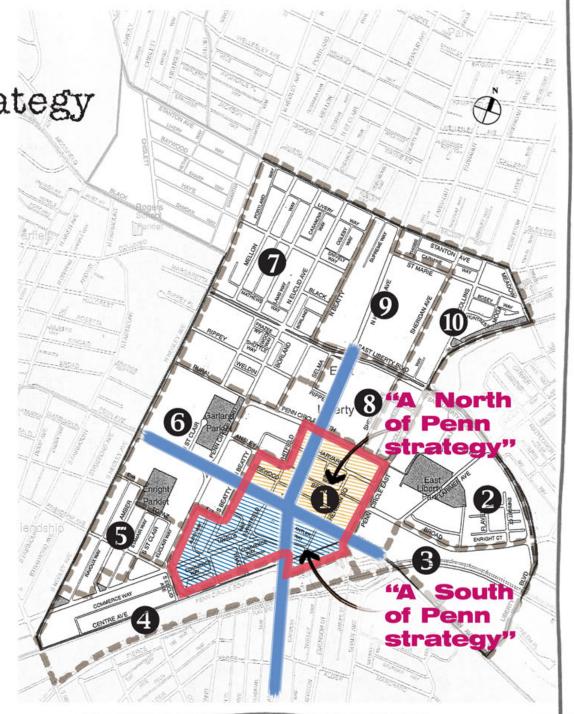
West Side Story is a Residential One

- 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
- <u>Don't</u> force retail, maybe at corners only



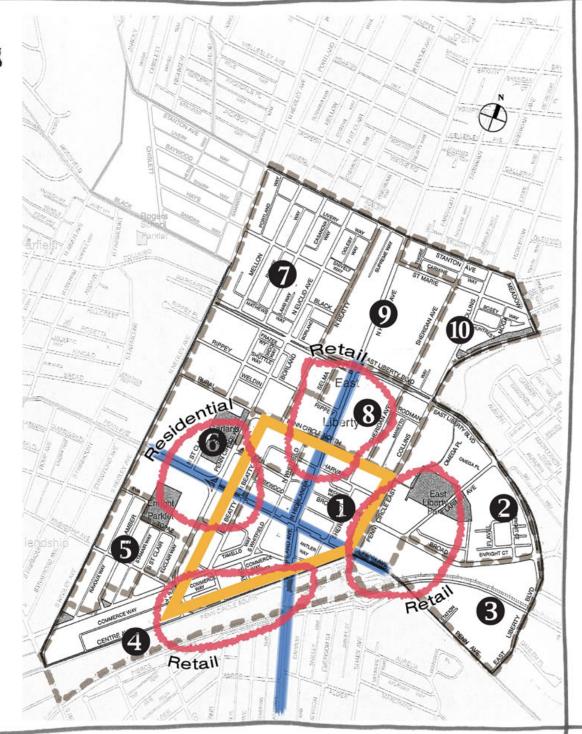


- South Penn strategy
- North Penn strategy
- Changes to its edges will help Penn Avenue evolve
- Church needs to have an impact. It's an anchor needs to take ownership
- The core will lead our parking strategy



A 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

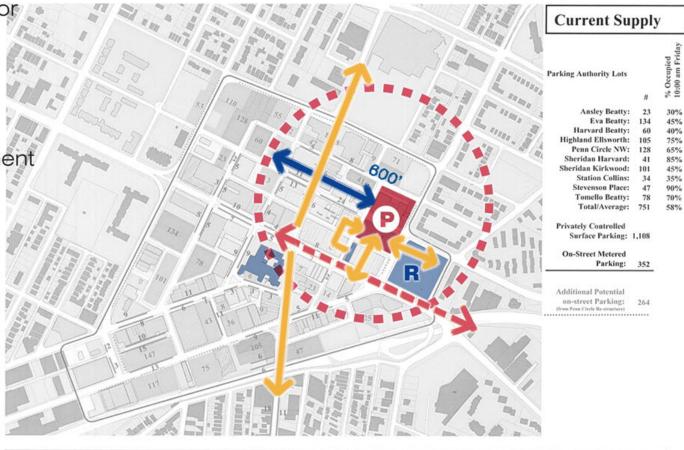


East Side Parking Strategy Needs to Accomplish 3 Things

Support Retail Anchor

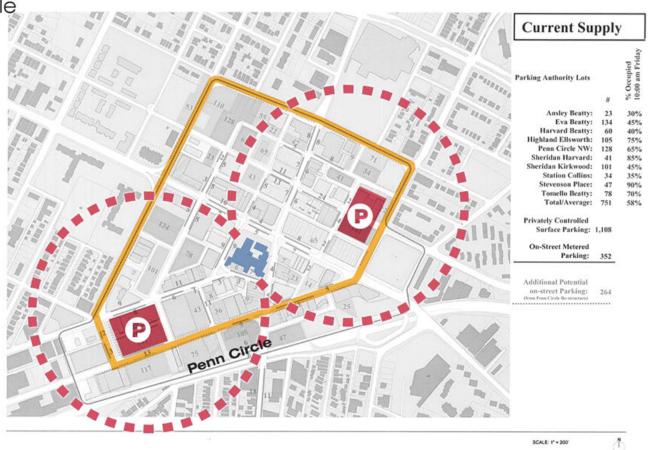
 Support emerging residential

Support East Penn Avenue redevelopment



2 Decks Strategically Placed to Support & Create Development Opportunities

 Each deck related to both local streets & Penn Circle

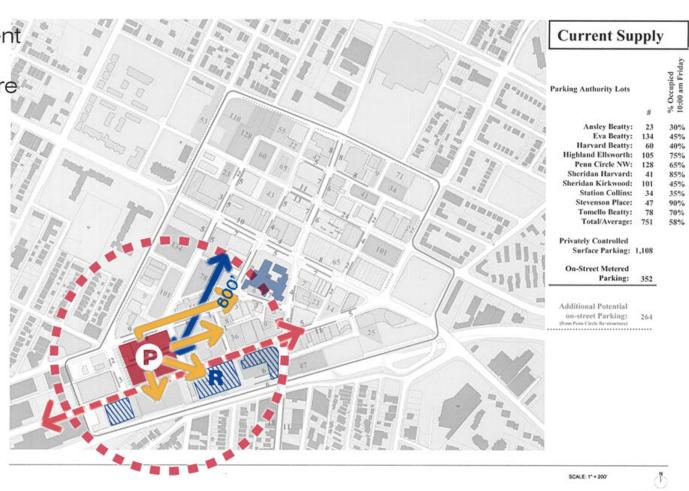


West Side Parking Strategy Needs to Accomplish 3 Things

 Support Centre & Baum Redevelopment

Support Motor Square

Support Church





MELLON'S ORCHARD INITIATIVES

This area will build on the continued success of the New Pennley Place mixed-income housing project and will ultimately lead to the removal of the existing URA Housing. URA-Housing should be replaced with low-rise residential in a more pedestrian friendly, neighborhood environment with public green space. This initiative should be a number one priority since it will affect the overall evolution of East Liberty through a change in its perception.

1. New Residential

HISTORIC CORE

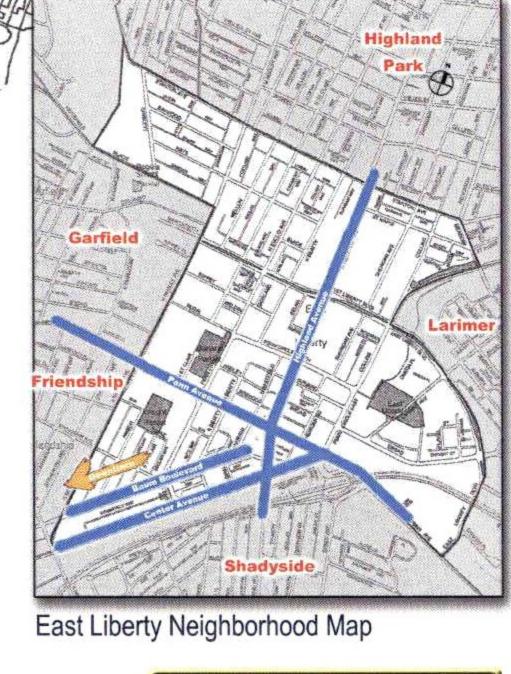
Include a Fine Arts Cinema along with a food cluster to bring nighttime and cultural activity to East Liberty. The core will evolve as the balance of East Liberty progresses, and the Mixed Income Housing initiatives will be instrumental in this evolution. Plans should be made to include residential with ground level space that can be converted to retail as the initiatives for the entire district move forward.

- 1. Fine Arts Cinema 25,000 sf
- 2. Restaurants
- 3. Mixed Income Housing Initiatives
- 4. "Town Square" Initiative (bring new uses, use the church to make changes to the area)

NORTHSIDE INITIATIVES

The Northside initiative will feed off of the continued success of Home Depot and will include some free-standing restaurant pads and residential with ground floor retail. Critical to the Northside initiative will be a change in the traffic circulation at Rural Street/Penn Circle South to slow traffic down and create an important gateway into the heart of East Liberty.

- Residential / Retail Ground Floor
- Free Standing Pads/ Restaurants



FAIRFIELD INITIATIVES

The North End initiative will take advantage of the RFP decision relative to the URA buildings bounded by Penn Circle East & Larimer Avenue. Of critical importance will be selecting a developer that can transform this area into a safe and desirable neighborhood that will attract a new demographic and will strategically connect to the East Side District. Consider expanding Initiative to entire North End.

- 1. Residential
- 2. Neighborhood/Service Retail

PENN CIRCLE INITIATIVES

- Encourage 2-way traffic flow.
- Green this Boulevard.
- · -Manage traffic.
- -Manage it with medians and roundabouts.

1. Whole Foods

- 2. Mixed-use Opportunity
- 3. Neighborhood Retail (Starbucks)
- 4. Drug Store
- Combined Commercial & Civic Building-Motor Square Garden
- 6. Restaurant Grouping

7. Retail

- 8. Decorator's Row
 - 9. Public Garage
 - 10. Convenience / Service Retail with rear parking & office above
 - 11. Bus circulation modified to accommodate more retail

12. "Depot Square" - Reconfigured Bus Depot & Island

- 13. Retail Anchor 120,000 sf - 2 Level
- 14. Residential / Mixed-Use
- 15. Retail / Residential Parking
- 16. Mixed Income Housing Initiatives - Public/Private?
- 17. Residential

EAST SIDE INITIATIVES

Building on the success of Whole Foods, the East Side initiative will add neighborhood uses, such as Starbucks and a Drugstore, a restaurant grouping and public parking facilities.

The transformation of the Bus Depot into a more pedestrian friendly and convenience retail location will create a brand identity for this critical intersection. With the addition of a 120,000 sf anchor and public parking, this area is destined to become a key initiative for the East Liberty Redevelopment.

This entire area should be implemented as a Phase I plan.

A DEVELOPMENT PLAN
FOR
EAST LIBERTY, PITTSBURGH, PA