

Mellon's Orchard South

Development Guidelines

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Urban Redevelopment Authority of Pittsburgh

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Planning Principles

Background

The planning for Mellon's Orchard South started with a community visioning process that included public workshops, community outreach including survey and a "Meet & Greet" at the Farmers' Market, and stakeholder interviews. This process resulted in the following guiding principles for the development of the Mellon's Orchard South site.

Site Planning Principles



- **Build Complete Streets and enhance the secondary street network**
Expansion and improvements to the pedestrian realm, public transportation, streetscape conditions, and identification of placemaking opportunities shall be undertaken to greatly improve walkability, safety, and public perception of neighborhood streets.
- **Improve and create additional open spaces, parks and plazas**
Improvements, additions and better connections to the existing open space network shall be made to enhance both residential neighborhoods and the East Liberty Business District.
- **Retain Farmers' Market in the neighborhood**
The East Liberty Farmers' Market is a great asset to the community, and shall be retained on or near the site.
- **Promote community service**
Community services such as seniors' centers, childcare, after-school and athletic programs shall form the foundation of a strong neighborhood plan.
- **Provide a mix of housing types and affordability**
A mix of housing types and affordability offering a wide range of choices to residents and markets shall be provided to ensure continued diversity and long-term neighborhood stability.
- **Improve work environment and create job opportunities**
Commercial uses shall be blended with residential uses, and compact, higher density urban development shall blend with East Liberty's character and aid workforce development efforts.
- **Boost affordable retail, restaurants, and neighborhood conveniences**
Affordable neighborhood services shall be provided to respond to the community needs of a socially and economically diverse neighborhood.
- **Expand East Liberty's cultural and arts tradition**
Development shall support the cultural and arts legacy of East Liberty through cultural preservation, education, entrepreneurship, and youth development programs in music, performances, and other arts, thereby strengthening the community and building strong business and institutional partnerships.
- **Adopt a shared parking strategy and minimize at-grade parking lots**
Parking requirements for mixed use development shall be shared among the users, thus reducing the amount of required parking spaces and resulting in cost savings, environmental benefits and public realm improvement in the neighborhood.



Guidelines Context

East Liberty Business District

A number of factors that influenced the development of these guidelines including historical context, community input, and recent developments in East Liberty. Key physical factors that influenced the guidelines include:

- The changing character between the business district and the residential neighborhoods
- The transitional future of the old Penn Circle becoming Station Street and Euclid Avenue
- The emergence of Beatty Street as a future development spine with many soft sites
- The addition of open spaces along Broad Street
- The adjacency and frontage of Garland Park in relation to the site
- The visual connection to East Liberty Presbyterian Church, the iconic East Liberty landmark



Bridging the Physical Gap



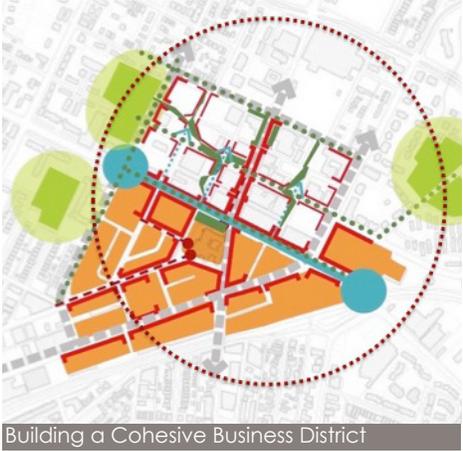
The Two Halves of the Business District

Understanding East Liberty

Mellon's Orchard South is currently partially used for parking. On Monday afternoon from May to November, it provides a location for the popular East Liberty Farmers' Market. As the development forces from the surrounding areas move closer to this quadrant of the business district, the site presents an opportunity to bridge the physical gap that exists between the business district and the residential neighborhoods.



Development Influences



Building a Cohesive Business District

The business district is cohesively connected by walkable streets and historic buildings on the south side of Penn Avenue but less connected in the areas near the site. The area north of Penn Avenue can help restore the district to its legendary glory through these strategies:

- extending the pedestrian environment from the business district
- introducing a series of neighborhood amenities such as parklets and open spaces
- creating an economically sustainable mix of uses to support the long-term stability of the business district

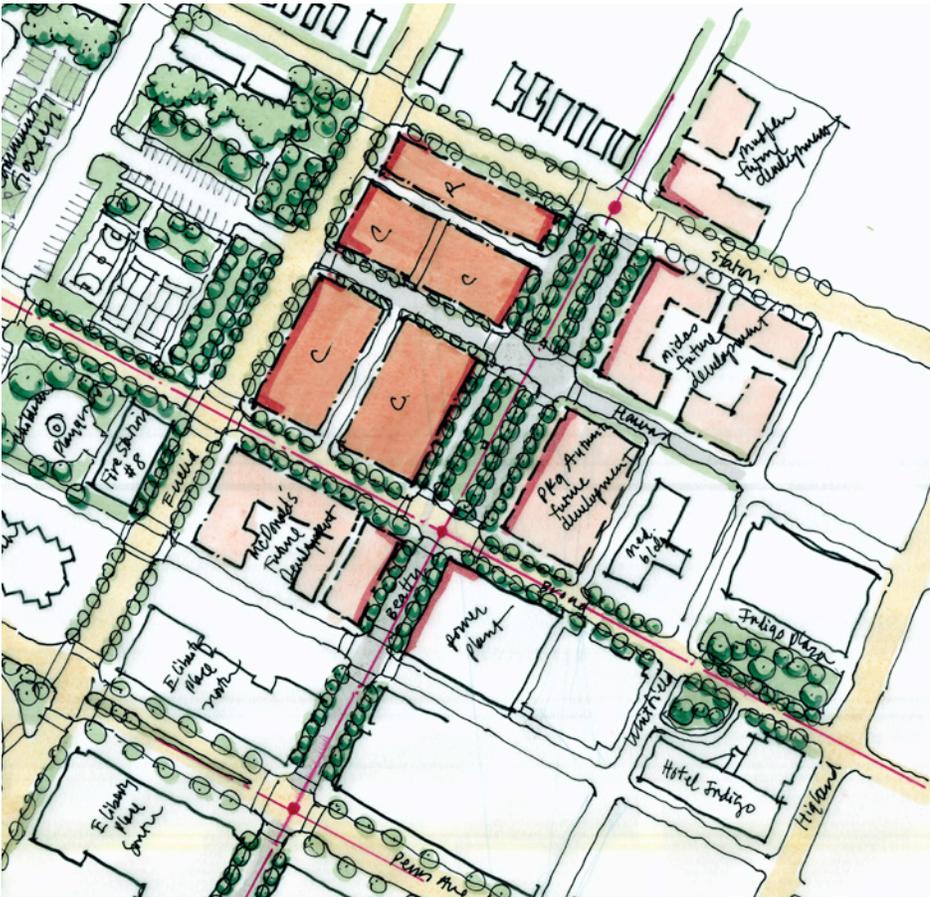
Guidelines Context

Neighborhood Framework

Building upon the urban infrastructure of East Liberty, Mellon's Orchard South will be better connected to the residential neighborhood to the north, Garland Park to the west, and the business district to the south and east through the creation of a series of streets, blocks, and open spaces that enhance the urban experience.

The two-way transformation of the old Penn Circle will improve neighborhood circulation and accessibility, while Beatty Street, with many potential development sites, can become the heart of a new community. Broad Street is an important east-west street connection linking Garland Park, Indigo Plaza, and East Liberty Park in Larimer.

As the catalyst in the area, the quality of the development at Mellon's Orchard South has the potential to set high standards for future development sites along Beatty Street and other under-utilized parcels.



Neighborhood Framework Concept

Illustrative Site Vision

The overall development shall transition from the business district's mixed-use urban character to the residential neighborhood. It is strongly recommended that this development follows the density and lot coverage of the business district except for areas near Station Street. A variety of housing types and affordability such as row houses, stacked townhouses, apartments, and live/work units with affordable and market-rate prices should be considered. Parking should not dominate the view or the use of the site.

The streets and open spaces can contribute to the quality and character of public realm in the neighborhood and provide engaging and exemplary places.

The illustrative site plan shows one way that the site can be developed with a mix of housing types and a series of open spaces. Parking in this scenario can be accommodated either with one level of underground parking or off-site in this scenario. The actual allowable FAR and development economics will need to be confirmed.



Illustrative Site Plan

Development Guidelines

1. Streets and Blocks

Proposed development shall reconnect the existing city street grid. Beatty Street shall connect from Broad Street to Station Street in the north-south direction, and Harvard Street shall connect from Whitfield to Euclid in the east-west direction.

Two large blocks will be created by the street extensions. The blocks can be further subdivided into smaller parcels with alleys and driveways to serve the buildings.

Strongly Recommended:

It is strongly recommended that Beatty Street be treated as an important neighborhood spine providing pedestrian linkages from the residential neighborhoods to the north and the business district to the south. The design should be guided by *Complete Streets* principles, including landscaped sidewalks, lighting and on-street parking in order to improve safety, encourage walking and biking, reduce congestion, and accommodate multiple travel choices in a variety of pleasant ways.

Furthermore, a public open space should be incorporated along Beatty Street to enhance the transition between the business district and the residential neighborhoods, serve as a community amenity, and accommodate the East Liberty Farmers' Market and other neighborhood events.



Development Guidelines

2. Land Use

All of the parcels shall be mixed-use. Block A shall be primarily residential to make a context-sensitive transition between the business district to the residential areas north of Station Street.

Block B may be primarily residential or commercial.

Strongly Recommended:

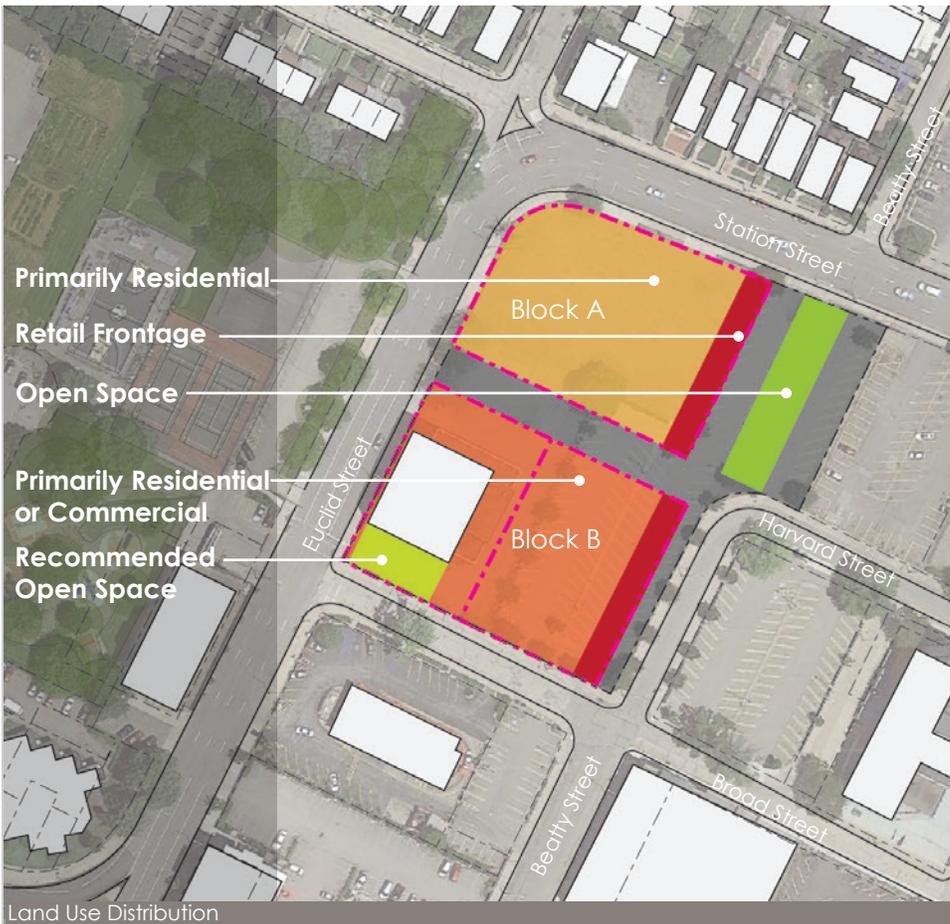
It is strongly recommended that the development provides neighborhood conveniences and retail for the frontages along Beatty Street to activate the street as a place and a community center.

All residential unit types shall be considered including row houses, stacked townhouses, apartments, and live/work lofts.

Unconventional office spaces such as shared work spaces and small professional offices are strongly encouraged in order to add variety to the mix of uses on Beatty Street.

Examples:

In addition to neighborhood convenient retail, production-related retail that engages the local community should be especially welcomed. Some examples include on-site bakeries, galleries with artists-in-residence, printing shops, and farm-to-table restaurants using local produce.



Production-related Retail Precedents



Density Distribution

Development Guidelines

3. Density

A variety of densities shall be considered as Mellon's Orchard South is in the transition zone that bridges the business district and the residential areas north of Station Street.

The area fronting Station Street shall be similar in scale to the residential neighborhood across Station Street and gradually become higher density towards the business district.

Low Density is generally defined as less than 20 dwelling units per acre. Medium density generally ranges from 20 to 40 dwelling units per acre. Mid-High density is generally anywhere between 40 to 80 dwelling units per acre.

Strongly Recommended:

To be consistent with East Liberty's urban character, it is strongly recommended that this development simulates the density and lot coverage of the business district, except for areas near Station Street.

Examples:

Mid-High to Higher density development typically has a high percentage of lot coverage and is built to the property line. The buildings form purposefully-designed public spaces that create amenities rather than left-over unbuilt areas or open parking lots.



Various Medium and High Density Precedents

Development Guidelines

4. Height and Massing

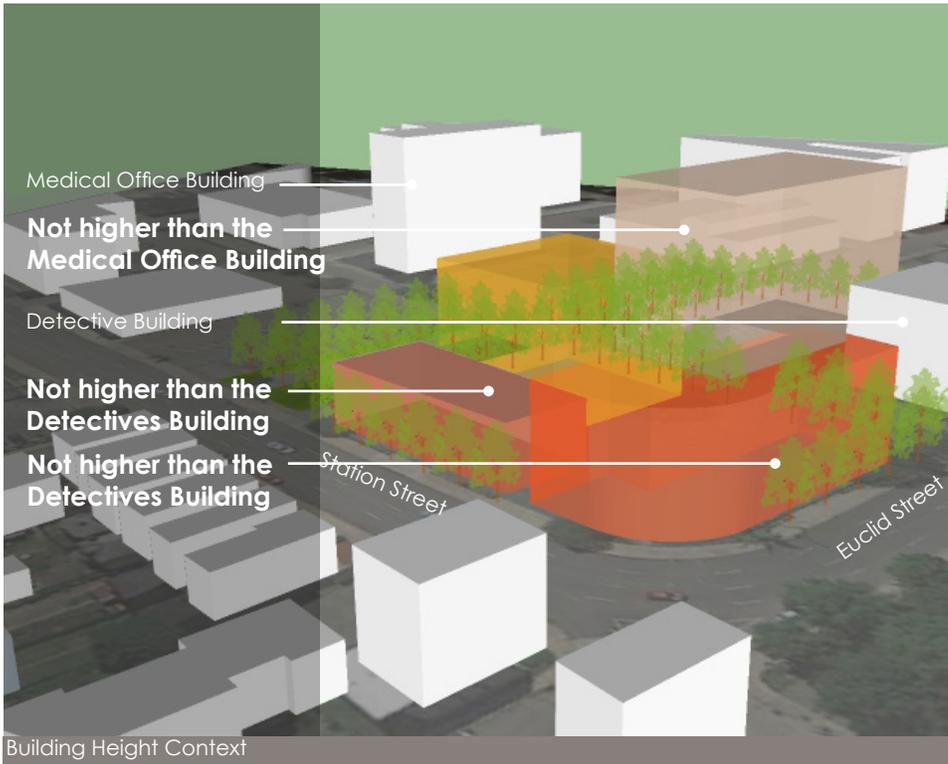
Height and massing shall respond to the neighborhood context. The general guidance for building height is based on surrounding buildings such as the 8-story Medical Office Building to the east of the site, the 4-story Detectives Building and the single-family dwellings to the north.

The general massing of the development shall create street walls built to the property line, provide visual interest, and use multiple materials including brick, the prevalent building material in this neighborhood.

Strongly Recommended:

Buildings should include setbacks or recessed balconies or terraces for visual interest in the facades.

Ground floors are recommended to have high ceilings with grand fenestration and entry ways to respond to the urban setting in East Liberty.



Development Guidelines

5. Open Spaces

Streets and parks set the tone for the public realm in the neighborhood. Mellon's Orchard South shall be exemplary in setting high standards for the quality of streets and open spaces.

All street design shall be guided by *Complete Streets* principles, prioritize pedestrians and include landscaped sidewalks with lighting and with continuous curb with minimal curb-cuts.

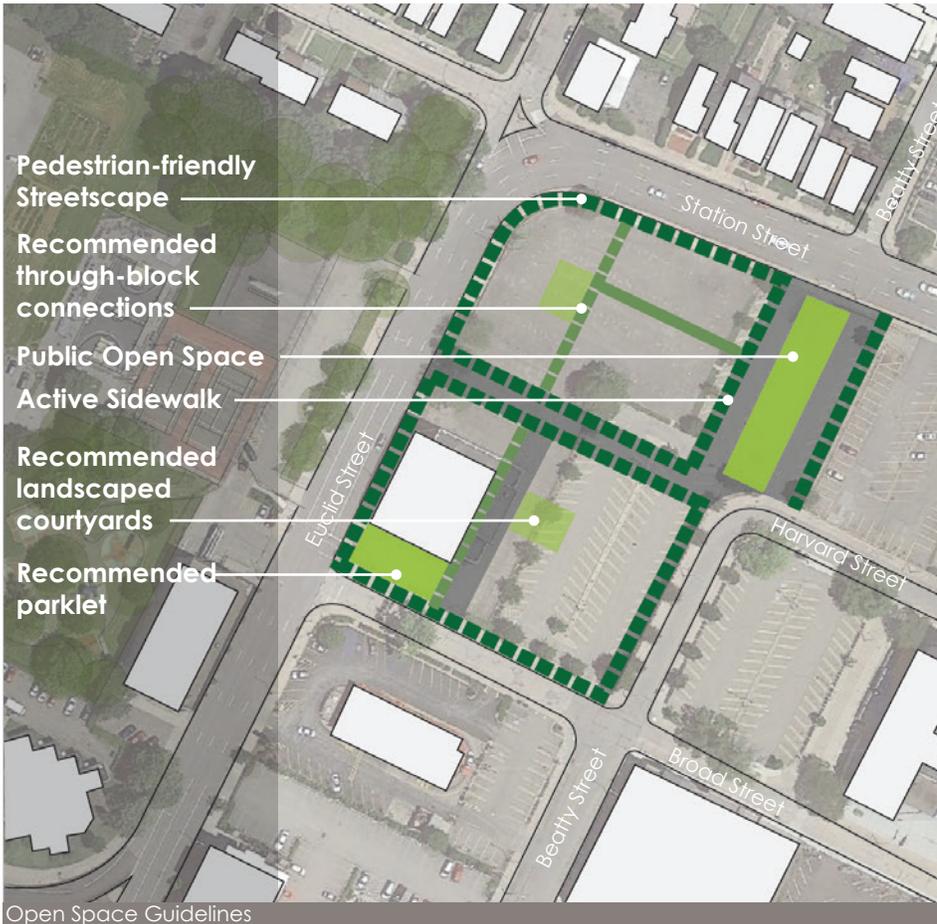
The open space set within the Beatty Street shall be designed as a landscaped mall with a central grassed or paved area to accommodate neighborhood festivities such as the Farmers' Market and other events.

Private open spaces internal to the development parcels shall be an extension of the public realm, providing connectivity through landscaped walk-streets and courtyards.

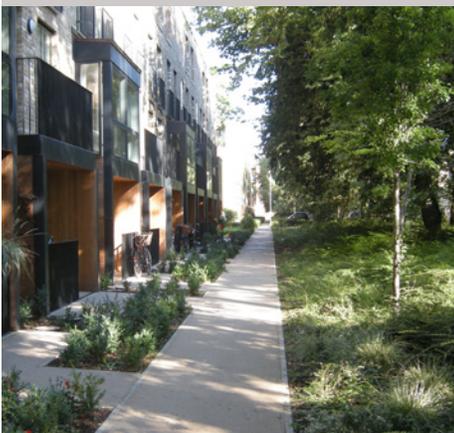
Strongly Recommended:

A parklet at the corner of Broad and Euclid Streets will continue the tradition of small public open spaces along Broad Street and also signify a gateway to Garland Park.

Green infrastructure such as water retention basins for tree pits and storm water run-off shall be considered for the entire site.



Beatty Street Open Space Precedent



Through-block Walkway Precedent



Parklet Precedent



View from Beatty Street Open Space

Development Guidelines

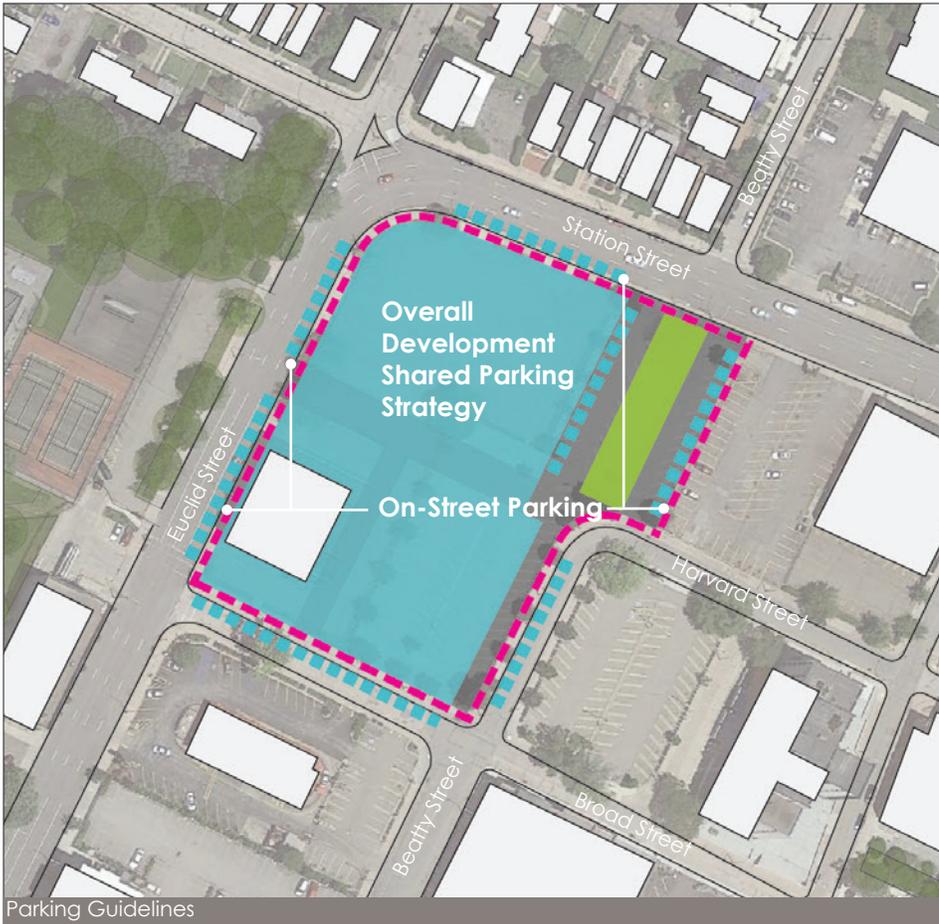
6. Parking

Consistent with the recommendations of the East Liberty Circulation and Mobility Plan (2014), a shared parking strategy shall be considered for the entire development site.

Strongly Recommended:

To provide a compact and urban site character, it is strongly recommended that underground parking, parking garages, or off-site parking solutions be evaluated for this development.

Minimal at-grade parking is recommended. Open parking lots or parking garages should not dominate the view from surrounding streets and should be screened by landscaping.



Parking Guidelines



Landscaped Parking Lot Precedents



Green Garage Precedent