



HAZELWOOD
SECOND AVENUE DESIGN STRATEGY
JANUARY 2005

LOYSEN + KREUTHMEIER ARCHITECTS

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Project Management

Department of City Planning, Susan Golomb, Director

Project Team Participants

Jim Richter, Coordinator, Hazelwood Initiative, Inc.

Lisa Kunst Vavro, Chair, Hazelwood Initiative, Inc.

Wanda Wilson, Department of City Planning

Bob Reppe, Department of City Planning

Julie DeSeyn, Urban Redevelopment Authority

Eric Milliron, South Side Local Development Corporation

Geoff Panian, Hazelwood Main Street Task Force



Introduction to the Design Strategy

Loysen + Kreuthmeier Architects were retained by the Department of City Planning in the fall of 2003 to prepare a Design Strategy for Second Avenue, taking into account new and on-going development efforts in the community. The Study Area for the project was identified as Second Avenue, from Minden Avenue to Elizabeth Street, with primary focus being placed on the blocks containing Urban Redevelopment Authority (URA) properties. These properties are concentrated between Hazelwood Avenue and Flowers Avenue.

With the designation of a portion of Second Avenue and adjacent blocks as a Keystone Opportunity Zone (KOZ), and the anticipation of development on the former LTV site, the Hazelwood community is poised to capitalize on a resurgence of development interests along Second Avenue. The Residential Study, prepared by Rothschild Doyno in 2002, and planning for the LTV site/ALMONO development have established several goals that have been carried as assumptions within this planning and design phase. These assumptions include:

- The identification of Second Avenue as the retail core for the new development on the former LTV site;
- The identification of the site at Minden Avenue and Second Avenue as the location for a new residential community amenity, such as an ice cream parlor; and
- The extension of Flowers Avenue and Tecumseh Avenues towards the river in the future.

By preparing a design strategy for the retail corridor of Second Avenue now, at an early stage in the development process, the community will be better equipped to work with developers as a proactive partner, rather than taking a reactionary

stance. The end result will be a higher quality of design and investment in the community that will enhance the existing assets of this riverfront neighborhood.

The purpose of this document is to provide a design framework for the commercial corridor that will take into consideration the existing context of Hazelwood's neighborhoods while balancing the development of Second Avenue as a desirable location for new businesses and uses. This document is not intended to provide prescriptive uses for the Avenue, but rather to provide a flexible physical framework that will ensure neighborhood compatible development while mitigating potential negative impacts, such as increased demands for parking. It is intended to be used both by developers — to understand the physical context and design guideline requirements for their projects, and by the community members — to provide a tool that can be employed during project review, and as a reflection of the long-term vision for the commercial district.

The established goals for this document include:

- Develop and adopt Design Guidelines that will address issues of building form, scale, and materials;
- Locate and develop guidelines for additional parking, service and loading for new and existing development;
- Prepare lighting and other strategies for creating a safe nighttime environment;
- Create strategies for identifying and designing new urban open spaces; and
- Identify interim and short-term strategies for addressing vacant lots and buildings in the district.

District Overview

Hazelwood is a diverse neighborhood located on the northeastern side of Pittsburgh's Monongahela River. The community was founded in the 19th century as the home to some of Pittsburgh's wealthiest families. With the introduction of the railroad and riverfront industry, however, the community's wealthy families retreated from the neighborhood, and Hazelwood became a working class community whose livelihood was dependent upon the new industry. Second Avenue developed as a neighborhood business district that served the families and workers. Small businesses thrived.

In the 20th century, the flight of the industrial base from the city, characterized by the closing of the steel mills, left the community with vast acres of industrial brownfields on the rivers, and fewer workers and families to support the business corridor. As a result, many businesses were shuttered. Some property owners permitted these physical structures to deteriorate. Deteriorating properties were demolished to reduce hazards. The resulting neglect has left some blocks of Second Avenue a ghost town.

Due to the conditions of topography and the presence of the large industrial sites along the river, the neighborhood has few direct connections to the larger urban fabric of the city. The majority of visitors to Hazelwood enter the business district from the northern end of Second Avenue. The perception of the business district as being deteriorated and desolate is further heightened by the large concentration of vacant businesses and abandoned lots in the blocks from Flowers Avenue along Second Avenue/Irvine Street towards the intersection with Greenfield Avenue, while the more stable blocks of the avenue that stretch from Flowers Avenue to the Glenwood Bridge are overlooked as the heart of an active business district.

Typical of Pittsburgh neighborhoods, the Second Avenue business district is a long narrow district that stretches almost the full length of the neighborhood. This defining characteristic makes the district even more vulnerable to blight in times of economic recession: the closing of individual businesses leaves empty teeth in the linear streetscape, breaking down the continuity of the district and giving an impression of greater blight than may in fact be the case. Further, the adjacency of the former LTV site and the rail line on the western side of Second Avenue creates a series of narrow and undeveloped parcels that make the commercial avenue a one-sided street from the intersection of Greenfield Avenue at the far end to Hazelwood Avenue. The unkempt nature of these sites deepens the perception of a deteriorating business district.

Development Context

Keystone Opportunity Zone

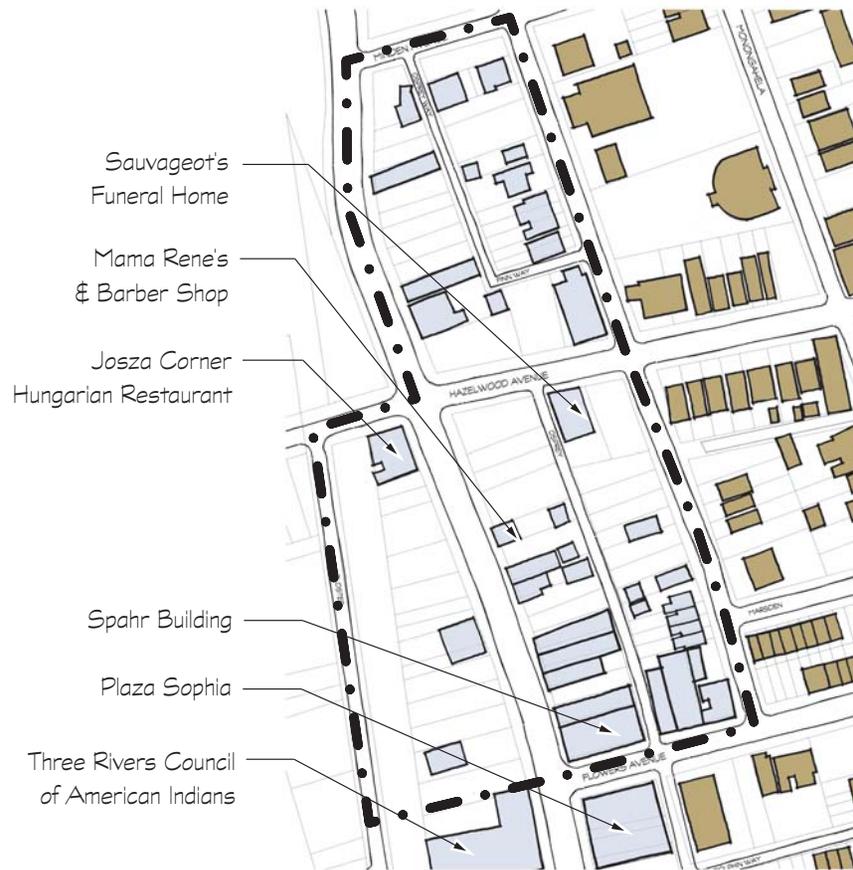
On January 1, 2000, the stretch of Second Avenue from Minden Avenue to Flowers Avenue was designated as a Keystone Opportunity Zone (KOZ) by the Commonwealth of Pennsylvania. This 10-year designation results in the 100% abatement of local and state taxes, working to create development interest in the properties. This abatement is open to property owners, businesses, and residents of the KOZ.

The focus of the KOZ on Second Avenue from Minden to Flowers took into consideration the high degree of physical deterioration in those blocks. In addition, a large portion of the properties located in KOZ have been acquired by the Urban Redevelopment Authority and are available for purchase and development. The URA continues to work towards acquiring properties in order to assemble larger sites for development by new businesses.

ALMONO, LLP Development

In 2002, a group of Pittsburgh-based foundations came together to form a nonprofit partnership with the Regional Industrial Development Corporation (RIDC) of Southwestern Pennsylvania. The new partnership, under the name of ALMONO, purchased the 170-acre site of the former LTV Hazelwood Works that spans the land from Second Avenue to the riverfront.

The purpose of this move was to set a new standard for brownfield development that would take full advantage of the site's location along the riverfront. A year-long planning effort for the site engaged members of local government, the community, and regional and national expertise. The draft master plan outline that was



Extent of Keystone Opportunity Zone

developed identifies potential for the site as mixed-use including office and residential development as well as parkland and recreational trails.

The initial outline plan focuses retail development activity for the corridor on Second Avenue, extending the grid of streets site across the railroad tracks and reconnecting with the existing neighborhood to the east of Second Avenue/ Irvine Street. The proposed design focuses on reinforcing and strengthening the existing business district through these connections and the adjacent development. The proposed connections occur at Greenfield Avenue, Flowers Avenue and Tecumseh Avenue, as well as maintaining and strengthening the existing connections at Hazelwood and Elizabeth.

Plaza Sophia and the Carnegie Library of Pittsburgh: Hazelwood

In the summer of 2002, a new commercial development opened at the corner of Second and Flowers Avenues. The development, named Plaza Sophia, has been well received by the community and houses neighborhood-serving retail businesses, including the Super Suds Laundromat and Sal's Scotch Bottom Deli. Large windows from these businesses overlook the sidewalks, and the continual flow of pedestrians in and out of the businesses adds additional "eyes on the street".

In the spring of 2004, the Carnegie Library of Pittsburgh relocated the Hazelwood branch of the library to the second story of the new development. The new location provides parking and accessibility for seniors and persons with limited mobility that were not available at the original location. In addition, the Library anticipated that

the relocation of the library to a central spot on Second Avenue would heighten the branch's visibility in the community and improve usage by the neighborhood.

Since the branch's reopening in March, the community's response has been outstanding. The new location has brought in new customers, and has provided returning customers with improved access. Circulation and foot traffic to the facility have increased substantially.

It is the intention that the positive development at Flowers and Second will continue to act as an anchor for improvements to the business district, and provide a true destination within the community for residents and visitors alike. Increased positive activity on the street is also likely to deter negative actions, such as vandalism and drug dealing, that have eroded both the streetscape and its real and perceived sense of safety in recent years.

The Mon Fayette Expressway

The status of the proposed Mon Fayette Expressway connection from Downtown Pittsburgh to Route 51 continues to be in limbo due to a variety of factors. The Final Environmental Impact Statement (FEIS) was released in January 2004 and identified the North Shore Alternative as the preferred plan for the project. In this alternative, the project would comprise a 4-lane highway running parallel to Second Avenue between the commercial corridor and the river. New interchanges would be located adjacent to the Glenwood Bridge and in Oakland near Bates Street to connect to the Parkway. If implemented, the project would require significant property acquisition on the river side of Second Avenue.



The Plaza Sophia development anchors the heart of the study area.

Various proposals have been made to mitigate the impact of the highway on both the neighborhood and commercial avenue. One is depressing the highway in an open-air trench, which would allow crossings from Second Avenue to be made at the same grade as the existing road. However, there are still serious concerns about the impact of the project on both the existing community and anticipated future development along the river. Alternatives to the Mon Fayette and its proposed route continue to be studied and evaluated by a number of organizations.

For the purposes of the the Second Avenue Design Strategy, the project team adopted the following assumption: the Mon Fayette Expressway project should have little to no impact on the development of Second Avenue as the commercial corridor for both the community and the anticipated new developed on the brownfield sites on the river. It is the position of the client and the community that the enhanced value of the commercial corridor will strengthen the arguments for mitigating the negative impacts of the roadway's construction and enhance the community's arguments for a high quality design solution should the project come to pass.



*Proposed Mon Fayette Expressway Route, Option 5A & C
source: PA Turnpike Commission website*

Key Issues for Development

The Urban Redevelopment Authority and Hazelwood Initiative continue to work to identify potential development interests for the Second Avenue corridor.

In recent years, the URA has been in conversation with a number of different parties who have expressed interest in properties for both new construction and renovation. Most recently, developers were in talks about renovating the Spahr Building for a restaurant and office use. However, a series of constraints, ranging from financing for developers to the physical constraints of building sites, have hindered these projects from moving beyond the early planning stages.

Hazelwood Initiative, in conjunction with the Main Streets program, has been working to create a marketing plan to small businesses to occupy upper stories of commercial properties on Second Avenue that are currently vacant. It is the intention that, by bringing life to the street through the second floor uses, the ground floor locations will, with time, become increasingly attractive to business owners as well.

In addition, the community continues to pursue businesses that would bring much needed services to the community, including food stores and other neighborhood serving retailers.

Site Constraints

The available sites on Second Avenue present a series of constraints for development. On the western side of the corridor, sites are shallow, limited by the rail line that runs behind them, reducing the ability to provide alley-side access to each property for parking and loading. Lots on both sides of the street are narrow,

averaging 20 feet in width, which reduces their development potential. Acquisition of properties by the URA has made it possible to develop larger parcels, however, there are still several scattered hold-out properties whose owners have refused to sell. This presents challenges to long term planning strategies where the creation of larger parcels with shared parking and loading is desirable.

Parking, Loading & Access

As with all development scenarios, the provision of safe, secure, and nearby parking is an on-going need. On-street parking is currently permitted on the east side of Second Avenue, outside of the morning rush-hours. However, new development projects will require that new solutions for creating shared parking reserves are developed. At the same time, guidelines that will mitigate the negative impacts that are typically associated with off-street parking need to be developed. These negative impacts include the creation of “missing teeth” in the urban streetscape and the creation of additional curbcuts that interrupt the pedestrian zone of the sidewalk. Closely related to the parking issue, locations for service and loading zones must be identified.

Safety & Security: Real and Perceived

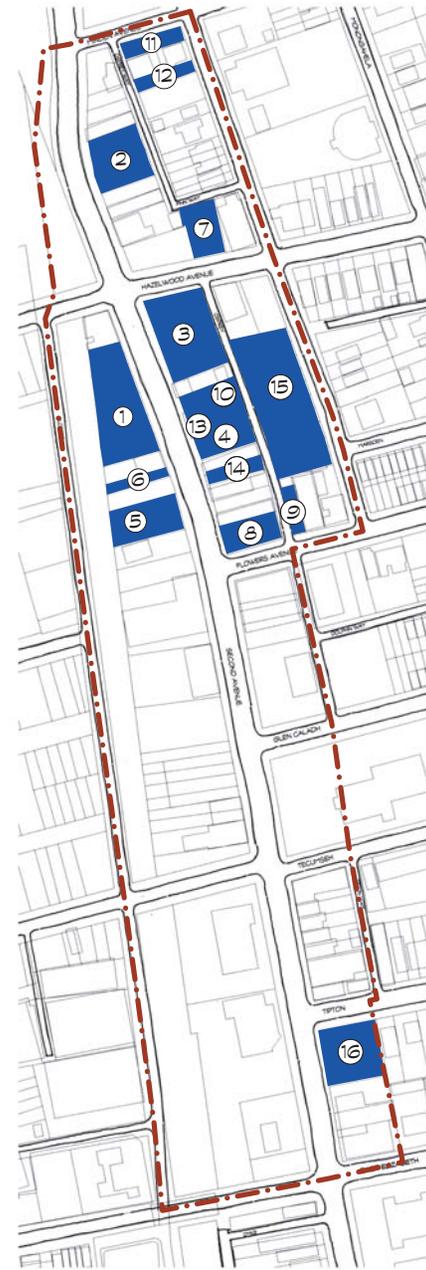
Both a real and perceived lack of safety and security along Second Avenue continue to present challenges to the development efforts for the community. The lack of “eyes on the street” presented by blank building facades contributes to the sense that the street is generally unobserved, while the “missing teeth” presented by vacant lots create dark holes in the night that invite speculation about lurking threats. At the same time, the incidence of drug trafficking and petty crime, including vandalism and graffiti on both public and private property, has hurt the

neighborhood's reputation. A lack of destination-type businesses that would attract walk-in pedestrian traffic, such as restaurants, coffee shops, galleries or other active storefronts, further contributes to the sense of desolation along the corridor at different times of the day. This lack of activity becomes particularly apparent in the evening, where shuttered storefronts and dark, vacant windows present an ominous face.

In order to encourage development, both the real and perceived issues relating to safety and security need to be addressed. Customers to businesses must feel comfortable parking their car and walking a block or more to their destination. Business owners need to feel secure that their windows will not be broken or their walls tagged with graffiti. Even if statistics illustrate that the real incidence of crime is low, the physical character of the district must be developed in order to convey a tangible sense of security through lighting, human activity, and connection between the street and businesses.

Property Acquisition

As stated previously, the URA continues to pursue a policy of property acquisition within the KOZ zone. (see figure 3) Several properties along Second Avenue continue to be hold-outs that the URA does not anticipate acquiring in the foreseeable future. Due to their size and location, some of these properties divide the larger study area into less flexible parcels that may create development challenges. One of the tasks of this document is to develop a design framework which can be adapted to the changing landscape of property ownership.



KEY	
Site 1.	15,511 square feet (URA)
Site 2.	9,250 square feet (URA)
Site 3.	13,111 square feet (URA)
Site 4.	4,700 square feet (URA)
Site 5.	7,644 square feet (URA)
Site 6.	1,814 square feet (URA)
Site 7.	4,293 square feet (URA)
Site 8.	4,800 square feet The Spahr Building (URA)
Site 9.	2,016 square feet (URA)
Site 10.	4,800 square feet (URA)
Site 11.	3,106 square feet (City of Pittsburgh)
Site 12.	2,592 square feet (City of Pittsburgh)
Site 13.	2,592 square feet (under negotiation)
Site 14.	2,400 square feet (under negotiation)
Site 15.	24,867 square feet (future acquisition)
Site 16.	10,000 square feet (City of Pittsburgh)

Figure 3
Location diagram of publicly-owned properties



Overview of the Design Strategy for Second Avenue

Design Strategy: Creating Public Street Space

The development of Second Avenue as a strong and vibrant public street will attract residents, businesses and patrons. This goal will be achieved through the application of a series of design and planning principles:

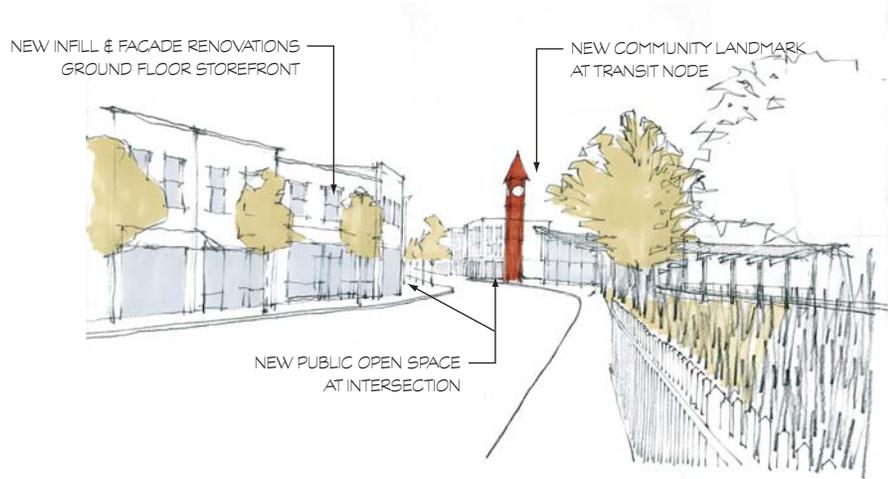
- Concentrate new development efforts around successful existing development in order to generate increased activity and investment in a focused area, rather than diluting investment across the district.
- Strong identity reinforces sense of place. Develop visual cues that tell people when they have arrived in the business district. Enhance the quality of the district as a destination.
- People go where people are. Public spaces should be built to enhance the presence of people, rather than creating new spaces that compete for users or fragment the existing public space.
- Accessibility comes in many forms. Pedestrians must be made to feel welcome, while at the same time vehicular traffic and transit also need to be accommodated. Crossing Second Avenue should be a comfortable activity that allows users to navigate back and forth with ease.
- Maximize building potential with minimal interruption to the urban fabric by creating shared parking reservoirs, loading, and access roads.
- Employ temporary means to enhance the district in the short-term, while evaluating new ideas and projects.

Retail and office development will be focused on the properties bounded by Hazelwood and Elizabeth, where the double-sided street and greater access to parking opportunities increases their viability. A mix of office and residential development will be focused on the properties bounded by Minden and Hazelwood, where the single-sided street and reduced parking opportunities

reduce the viability of businesses that rely on steady foot-traffic.

The Second Avenue commercial core will be bounded by two landmarks. At the intersection of Hazelwood and Second, a newly created landmark will be located at the portal that will be the location of future transit connections and connection to the new development on the former LTV site. At the opposite end of the Study Area, Saint Stephen's Church marks the transition between the commercial and residential neighborhoods on Second Avenue. The core of the retail district is located around the intersection of Second and Flowers. The intention is to concentrate new retail energy alongside the existing success of the Plaza Sofia, thereby enhancing both existing and new businesses.

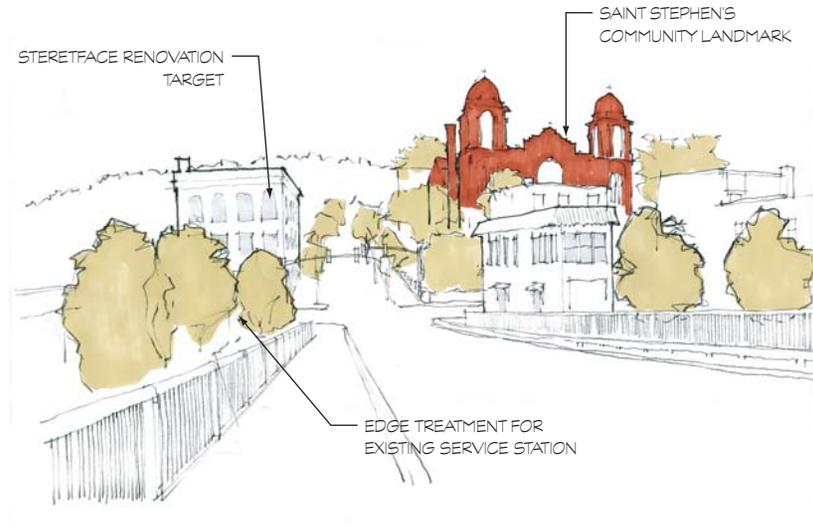
The guidelines that follow focus on developing strategies to address requirements for successful development— such as parking, safety, and access— while enhancing the street to be a lively and attractive environment in which to live and work.



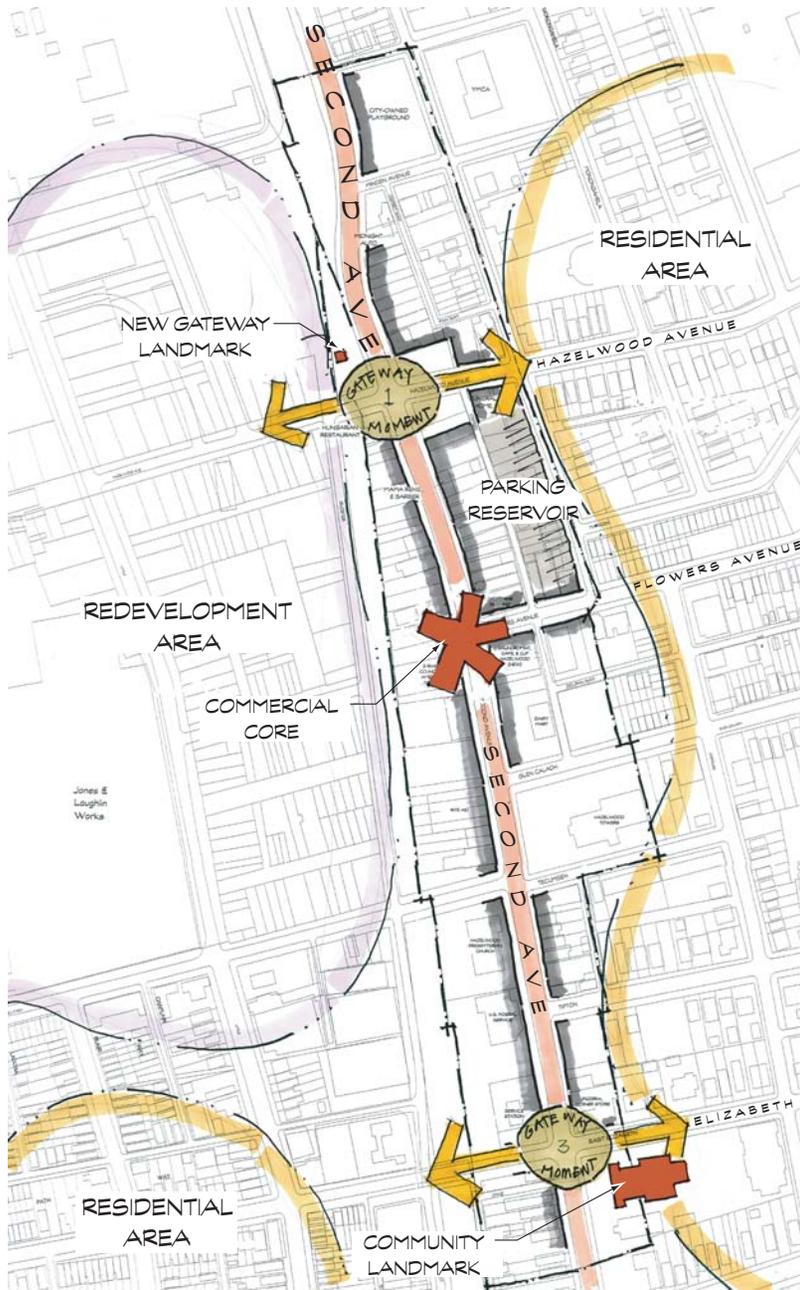
Gateway to the Community: Minden to Hazelwood



Heart of the Commercial Core: Flowers at Second Avenue



Gateway between the Commercial & Residential Neighborhood: Second Avenue at Elizabeth



Key Intersections & Portals

The intersections of Second Avenue and Hazelwood Avenue, Second Avenue and Flowers Avenue, and Second Avenue and Elizabeth Street serve as multi-directional portals into the Hazelwood Commercial District, adjacent residential areas, adjacent neighborhoods, and the proposed development on the former LTV site. These corners will become focal points for new development and will be perceived as cohesive urban spaces. In order to achieve this, development must:

- Provide a unique visual landmark for the street at each of these locations.
- Locate primary entrances to new buildings at these locations.
- Locate new public spaces, including seating, bus stops and plazas, at these portals.
- Provide a variety of amenities at these locations, including seating, bus stops, trash cans, landscaping, and unique lighting elements.
- Enhance pedestrian accessibility at these locations through the use of traffic calming devices, including changes in paving and wider sidewalks.

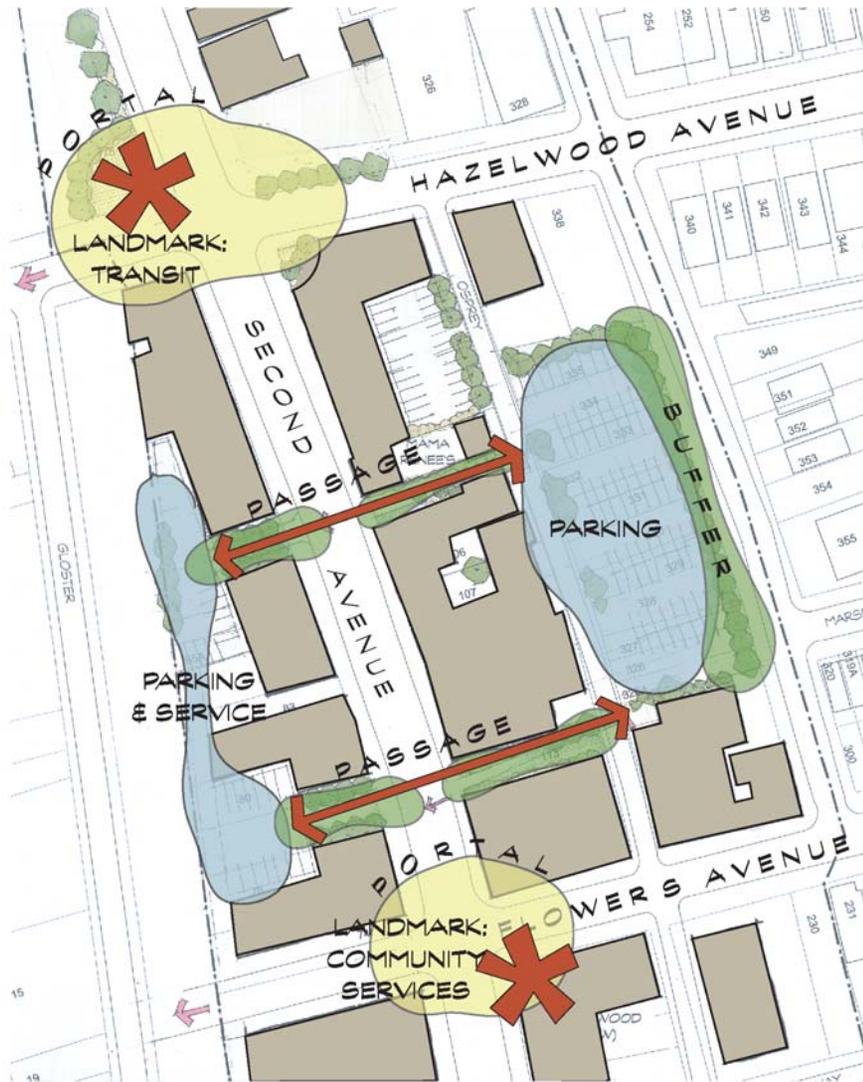
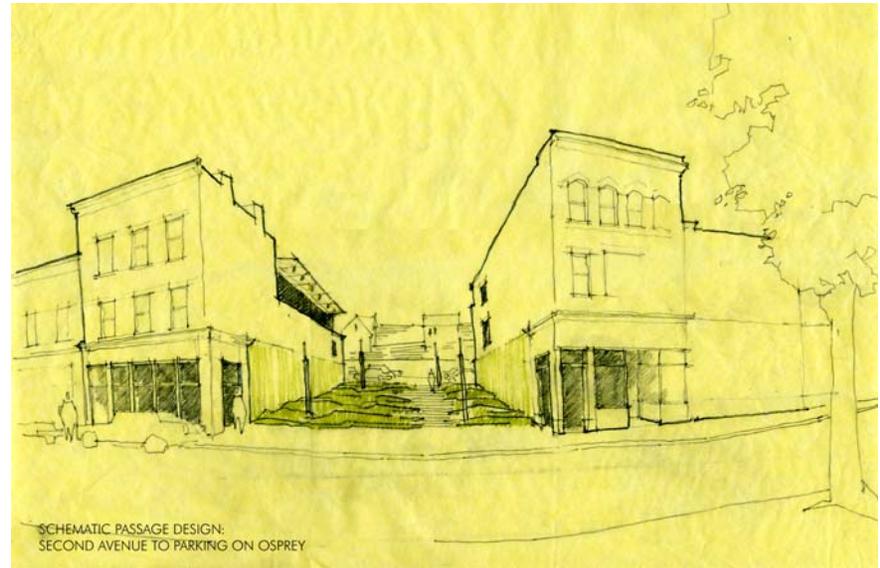


Diagram of Urban Open Spaces



New Public Passage to parking reservoir



Semi-Private and Semi-Public spaces on the west side of Second Avenue

Urban Open Spaces

While new open spaces along the street have the potential to generate a richly varied street texture with a high degree of public amenity, there are concerns regarding both the safety and functionality of these small urban spaces. The Design Strategy recognizes these concerns and addresses them through the creation of Public, Semi-Public, and Semi-Private open spaces.

Public open spaces are part of the publicly owned land of the street, and include such amenities as bus stops, passages, sidewalks, and neighborhood gathering spaces.

Semi-Public open spaces are privately owned, yet accessible to the public with some limitations. They include outdoor cafes and seating areas adjacent to retail businesses.

Semi-Private open spaces are privately owned outdoor spaces with strict limitations on their use by the public. They include gated courtyards that may be opened to the public as the owner sees fit.

In order to enhance one another and the streetscape as whole, these different types of open spaces become stronger when combined. For example, a Public passage may be established as an easement across a privately-owned lot that is used as outdoor seating for a Semi-Public use, such as a cafe or gallery. The “eyes on the street” that are provided by the Semi-Public use then help provide an increased level of security to the Public passage.

- Open spaces will contribute to an active and safe street-life, focused on Second Avenue.
- Open spaces are defined by a mix of “Public,” “Semi-Public,” and “Semi-Private” spaces, each with varying levels of control determined by adjacent occupancies.
- Public Open Spaces include: bus stops, public parks or gathering spots, sidewalks and passageways.
- Semi-Public Open Spaces include: outdoor cafes and outdoor gathering areas that are directly related to adjacent retail uses.
- Semi-Private Open Spaces include: courtyards that are secured by garden gates, providing transparency to the street but with the option to close the outdoor spaces to public access, as determined by the owner.
- Identify Public passages that will connect to parking reservoirs and other amenities through deed restrictions and easements that are incorporated into the development packages offered by public agencies.
- Provide a high degree of amenity in all newly created open spaces, including unique lighting, seating, waste receptacles and landscaping.
- Engage artists to work with the architect or developer for such sites.

Streetwalls, Setbacks & Build-to-Lines

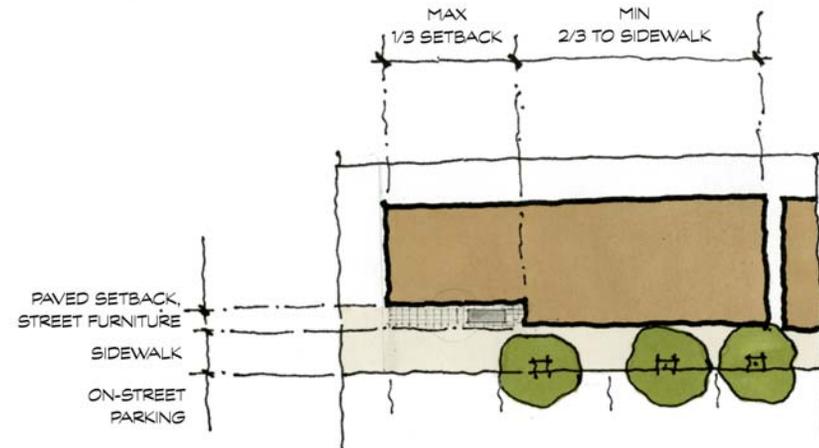
The space of the street is defined by the walls that are created by buildings along its length. Strong urban streets are typically characterized by strong street walls and continuous facades. Sidewalks are continuous and entrances to buildings are located along the primary facades of the buildings. Streets that are marked by empty lots and large setbacks between the sidewalk and the face of the buildings are perceived as having an undefined space.

Second Avenue has a history as a strong urban street. The Design Strategy for Second Avenue seeks to reinforce its urban fabric and strengthen the space of the street as a place for people. Buildings and other new construction will be designed and sited to reinforce the public space of the street and open spaces, as well as enhance the level of activity and the perception of safety along its length.

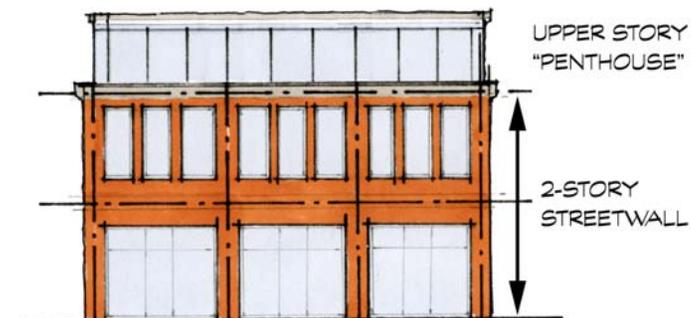
- Use buildings to define the street and other public spaces.
- Maximize continuous facades along Second Avenue. Minimize uninhabited gaps between buildings, such as service drives.
- Construct buildings to the edge of the sidewalk. Maintain a minimum of 2/3 of the building face along the sidewalk edge.
- Treat the setback area as an urban sidewalk. Maintain continuous paving and appropriate urban plantings within the setback.
- Locate primary entrances on Second Avenue and key portal locations. Secondary and staff entrances may be located on side streets and entry courts.
- Do not locate off-street parking on Second Avenue.
- Minimize the number of curb cuts on Second Avenue. Continue sidewalk materials across private drives and other vehicular crossings.
- Design buildings to overlook streets and open spaces to create a “self-policing”

atmosphere.

- Do not orient buildings with primary entrances located on parking or service areas.
- Avoid the creation of remnant open spaces through careful siting of the buildings.



Building Setbacks and the Sidewalk



Defining the Streetwall

Building Scale and Form

The strongest fabric of the existing Second Avenue commercial district is comprised of fine-grained commercial buildings, articulated through vertical bays and windows. The building proportions are based on modules of between 15 - 20 feet in width and two to three stories tall. Larger buildings, such as the Spahr Building and Plaza Sofia, are composed by articulating the bay module along the longer width of the building. Smaller buildings are built from lot line to lot line and range between 18 - 25 feet wide. Ground floors are generally taller than upper stories, giving the buildings the quality of a base upon which the upper stories sit. Together, these elements of proportion give the buildings a scale that relates to the proportion of the street and the pedestrian.

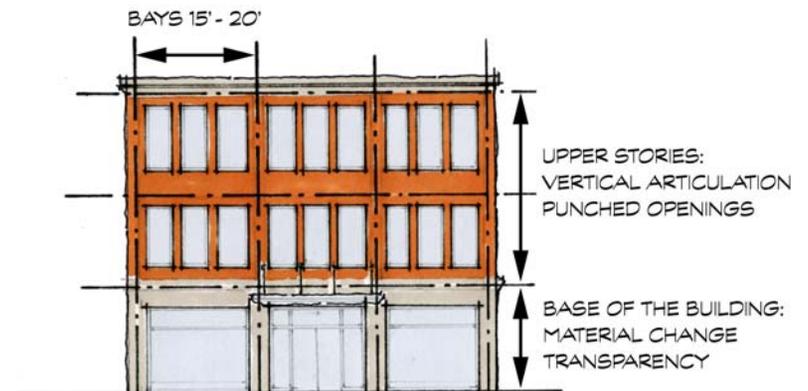
New development along Second Avenue needs to be compatible with both the surrounding neighborhood and the scale of new development on the former LTV site. Together, the new buildings will rebuild the urban fabric of the street and enhance the district as a public place.

- The pattern of building form, scale and articulation is intended to weave new development into the character of the existing historic structures.
- Buildings along Second Avenue, Hazelwood Avenue and Flowers Avenue will combine to form traditional urban streetscapes, meeting the sidewalk with a constant street wall, interrupted only by the creation of the identified open spaces.
- Maintain vertical proportioning for new and renovated buildings.
- Overall building width may vary, but modulate buildings through articulation of 15 - 20 foot bays. Articulate bays through the use of material detailing and opening proportion, including the use of piers or reveals, structural grids, and areas of transparency.

- Buildings should be a minimum of 2 stories tall and a maximum of 3 stories.
- Step down the height of buildings on side streets to be compatible with the neighboring residences.

Ground Floors

- Define the ground floor as the “base” of the building. The ground floor should be of a taller proportion than the upper stories and may include a change of materials or scale of detailing.
- Use ground floor transparency to promote visual connections from the building to the street, promoting visual interest and a sense of safety with “eyes on the street”.



Building Materials

The choice of building materials applies scale and texture to structures. Materials can be large and monolithic, such as masonry units or unbroken areas of glass, or comprised of a fine-grained texture such as standard brick. Building materials also are used to convey character to neighborhoods, with the power to instill a sense of durability and stability, such as the use of stone and brick, or impermanence, such as the use of thin-sheet siding materials.

The existing buildings located along Second Avenue are primarily comprised of brick and stone, with glass storefronts. New development along the corridor provides opportunities for the use of a variety of materials and material scales, while enhancing the existing palette and establishing the character of the district.

- Masonry and glass will be the predominant materials in the district.
- Materials such as wood and metal may be used as accent materials.
- Select building materials that are compatible with the existing context, but encourage variety.
- Use smaller scaled materials such as standard brick on facades along side streets and adjacent to existing small scaled buildings.
- The use of clear glass is encouraged in windows and openings.
- Ground floors of commercial buildings located on Second Avenue will be highly transparent.
- Use of the following materials is discouraged in the business district:
 1. Vinyl siding
 2. Wood roof shingles
 3. Split-faced concrete block
 4. Reflective glass
 5. Stucco or exterior insulation and finish system (EIFS) products



An example of new construction that emphasizes brick and glass



A ground floor with a high-degree of transparency.



Fine-grained textures can be applied to transition between building types

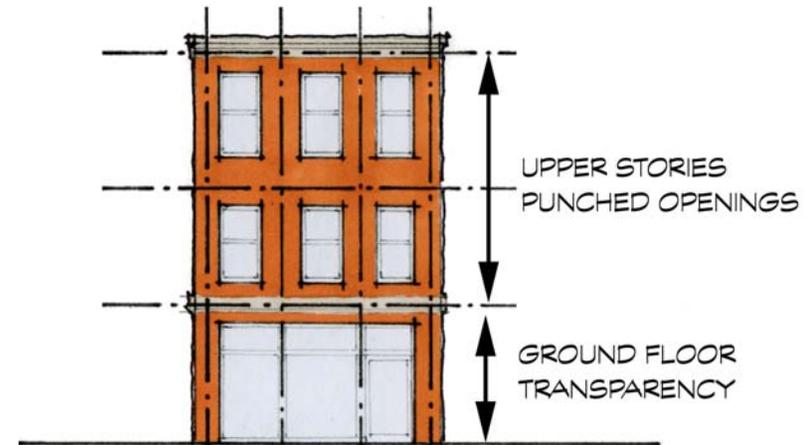
Windows & Glazing

Windows and large glass areas function not only to provide views from the interior of buildings to the outside, but also to promote visual connections from the street into buildings and lobby areas. Windows provide proportional elements to facades. In addition, there may be many different types of window treatments that can be used, ranging from “punched” windows, which set the surface of the window back from the surface of the exterior wall, to glass curtain walls that may expose structural grids and interior spaces.

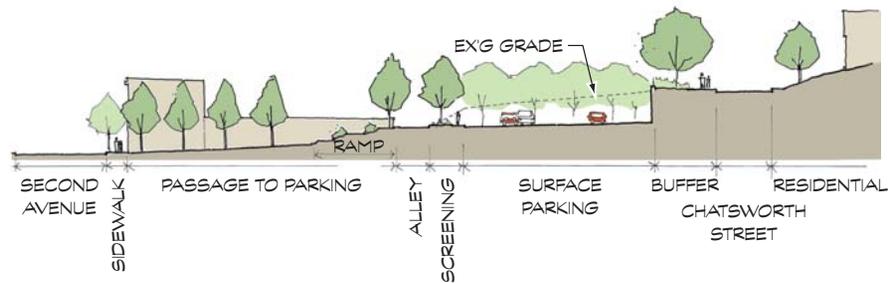
The existing window vocabulary on Second Avenue includes ground floor storefronts with upper level punched openings. The Design Strategy encourages continuing this rhythm, while providing for opportunities to change the vocabulary where “special” events occur, such as at the intersections with Hazelwood and Flowers Avenues. At these locations, larger expanses of glass may be appropriate.

- Use windows with vertical proportions, with the height being greater than the width.
- Use a variety of window types and glazing treatments that respond to existing facades.
- Design the ground floors of buildings on a storefront model with greater transparency.
- Encourage ground floor uses that are intended to be visible from the street.
- Locate larger glass areas and windows along Second Avenue.
- Design facades on side streets to respond to adjacent small scale buildings through the use of smaller punched openings.
- Avoid unbroken horizontal window bands.
- Use transparent clear glass at the ground floor to promote visual connections

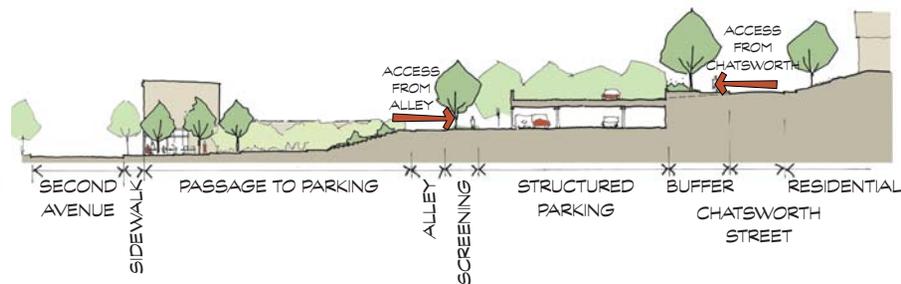
to the outside, as well as to promote a sense of safety and “eyes on the street”.



New storefront at the Quiet Storm coffeeshop in Garfield connects the building to the street and invites customers into the space. Next door, a temporary art installation decorates a building awaiting renovation.



Parking Option 1: Surface Parking



Parking Option 2: Structured Parking

Parking

As stated in the principles for design, accessibility comes in many forms. Successful business districts are pedestrian friendly, but also provide sufficient clearly marked parking resources for users who do drive to the neighborhood. The dimensional restrictions of Second Avenue place physical constraints on the amount of on-site parking that can be successfully achieved while still maintaining the physical coherence of the urban fabric. Other communities in Pittsburgh and the region have successfully addressed the parking needs of their business district through the creation of public parking reservoirs. In both Squirrel Hill and Oakmont, parking lots located behind the business district provides off-street metered parking that is used by visitors to the shopping district and offices located above the storefronts. Due to the topography of the sites, access to upper floor offices is provided directly off of the parking areas and public walkways provide access to the primary district.

The Design Strategy for Second Avenue includes the creation of a new public parking reservoir along Osprey Way. The URA has previously begun acquiring properties for the purpose of creating such a parking area. Due to both the lot's location and the elevation difference from Osprey Way to Second Avenue, new access points will need to be created in order to maximize the lot's usefulness for businesses located both mid-block and along the western side of Second Avenue. The Design Strategy envisions the creation of two new Public "urban passages", providing needed linkages from the parking reservoir to the street front. On the western side of Second Avenue, these passages are continued as Semi-Private open spaces, which may be used by adjacent development for employees or as secured entrances to lobbies and upper floor offices.

- Continue to encourage the provision and use of on-street parking. Meter on-street parking such that it is used for short-term visitors (1/2 - 1 hour) with parking in the new Osprey Way lot providing for longer-term parking.
- Do not permit the creation of new parking lots fronting on Second Avenue.
- Provide a high degree of landscaping along the Chatsworth Street side of the new parking reservoir so as to mitigate "negative creep" into the adjacent residential neighborhood. Ensure that lighting does not spill outside of the parking lot or put glare on the residences.
- Create a high level of access to the new parking reservoir by providing two new public passages, connecting from Second Avenue back to Osprey Way.
- Encourage developers to make use of the parking reservoir and on-street spaces rather than building on-site parking areas.
- Locate staff and service parking for new development on the western side of Second Avenue along a new service drive adjacent to the railroad right-of-way.
- If and when development extends across the railroad right-of-way parallel to Second Avenue, use the core of the newly created city blocks to locate additional on-site parking.
- Parking for development at the corner of Hazelwood and Second Avenue may be located as an upper-level lot accessed from Osprey Way, with significant landscaping and screening employed to create a "green wall" for the adjacent Public and Semi-Public open space.



- TEMPORARY SERVICE ACCESS
- SERVICE DRIVE/ALLEY
- ← PROPOSED SERVICE/LOADING POINTS

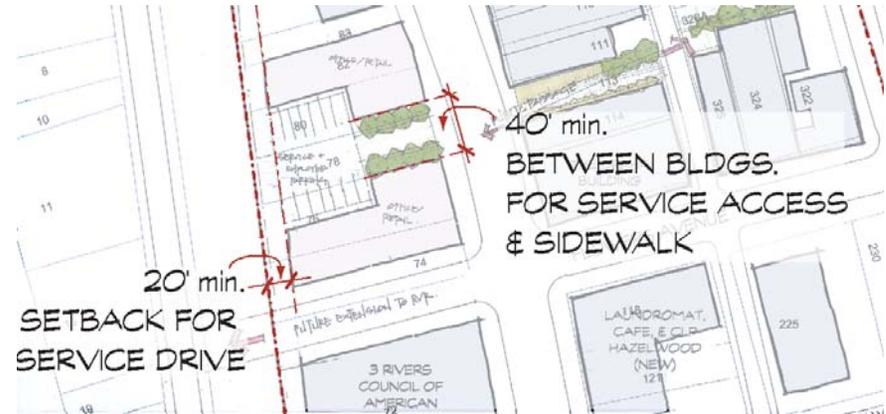
Service & Loading

Similar to parking, service access and loading for properties present unique challenges in an urban business district. With lot configurations limited, it becomes increasingly difficult to locate dumpsters and loading zones away from the pedestrian areas without creating large numbers of curb cuts and private drives that will interrupt the pedestrian zones. Buildings located along Second Avenue need to address the street as their primary address. Service areas need to be located away from primary routes and important side streets, such as Hazelwood and Flowers Avenues.

On the east side of Second Avenue, service and loading access will be provided along Osprey Way in conjunction with the new parking reservoir. On the west side of Second Avenue, new development will be served by a new private access drive that runs parallel to the railroad right-of-way. Service access, trash pickup and some employee parking will be provided along this new access drive.

- Locate service entrances away from the primary pedestrian-oriented streets, including Second Avenue, Hazelwood Avenue and Flowers Avenue.
- Locate loading and service areas (including regular deliveries and trash disposal) along Osprey Way or the new service road.
- Completely screen dumpsters and other receptacles from view.
- Locate loading and service areas in a manner that is responsive to the adjacent residential community. Use additional buffers, changes of grade, and screening where appropriate and necessary in order to reduce conflicts between uses.
- Locate passenger drop-off and pick-up areas off of the new service road or on Osprey Way. Provide canopies or arcades for waiting areas.

- Do not allow drive-throughs along Second Avenue.
- Do not permit additional curb cuts on Second Avenue.



Maintain setbacks in order to anticipate future development patterns and access routes.

*Architectural lighting washes the faces
of buildings on an urban boulevard.*

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*Pedestrian-scale lighting reduces
shadows cast by tall overhead lighting.*



Lighting

The use of lighting is an important component in developing an environment that is both visually appealing and physically comfortable at all times of day and night. Pedestrian scaled lighting fixtures within the public right-of-way provide a continuous texture to the street, while well-illuminated urban spaces ensure a safe, attractive nighttime environment. Lighting can also be used to highlight architectural features and to define building entrances.

Lighting along Second Avenue needs to address two key concerns: providing safe, clearly marked evening routes for users; and enhancing the character of the street, bringing a sense of liveliness and occupancy to it.

- Provide lighting in newly created open spaces and passages. Provide an illumination level that is oriented to put an even light at face-level.
- Properly shield all fixtures to ensure that light and glare is not viewed from residences.
- Design parking structures and surface lots to be well-lit and accented to provide a safe environment. Shield lighting such that it does not spill onto adjacent residential properties.
- The use of metal halide light sources is encouraged in order to provide good color rendition and color temperature. High pressure sodium sources are discouraged.
- Tall overhead lighting is discouraged as site lighting and in urban open spaces.

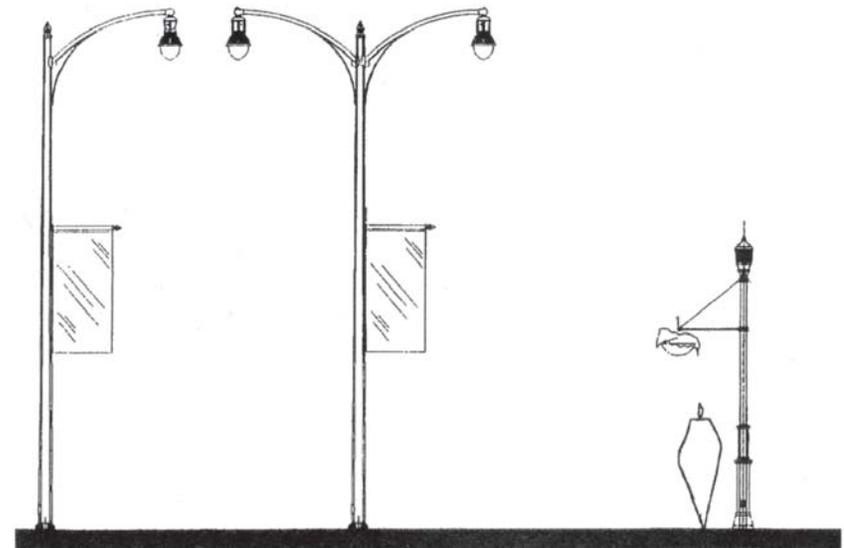
Street Lighting

- Utilize the City's Neighborhood Commercial lighting standards.
- Provide pedestrian-scaled lighting along all public faces of buildings.

- Minimize negative impacts of illumination such as high illumination levels, distracting glare, and spillover into surrounding areas.
- Screen adjacent residential uses from excess light, particularly as parking areas.

Architectural Lighting

- Use lighting to highlight architectural features of buildings, such as entries and corner features at key locations.
- Provide lighting in all storefronts from sundown until midnight.
- The use of colored light is encouraged on building facades and in windows.



City of Pittsburgh's Neighborhood Commercial Lighting Standards, with optional banners

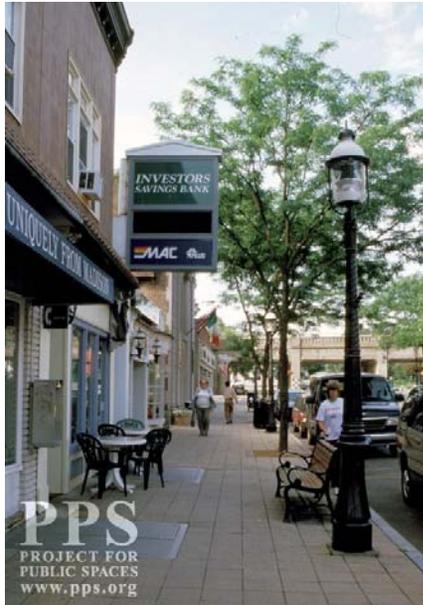
Tree grates protect the delicate root structure in the urban environment. Power can be provided to allow for seasonal lighting.



The presence of street trees can soften even the harshest of urban streets.
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Street Trees & Landscaping



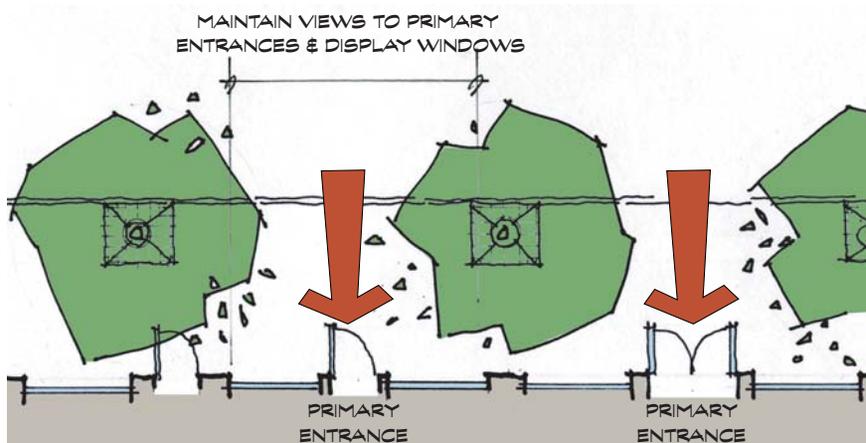
Using fine-leaved trees, such as the honey locust shown here, preserves views into and out of storefronts while providing much needed shade to the street.

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In keeping with the character of Second Avenue, landscaping should be urban in nature, making use of street trees and other elements of street furnishings. Setback areas and entry areas should be primarily hardscape materials that are treated as an extension of the public space of the street. Landscaping must be hardy and resistant to pollution.

- Plant street trees in the sidewalk right-of-way.
- Coordinate street tree locations with entrances to ensure visibility from the street.
- Coordinate tree locations with overhead and underground utility lines.
- Use hardy tree species that are well-suited to environments with high levels of air pollutants.
- Provide break-out tree grates to protect the root zone of the trees.
- Build facades to the lot line or use hard paving materials to provide a continuous sidewalk to the building face.
- In keeping with the urban character of the street, discourage the use of shrubs and foundation plantings as screening devices. Raised planting beds with masonry or concrete walls are encouraged in open spaces and adjacent to entrances.



Signage

Signage is an integral element of the design and character of a successful business district. It is used to both advertise the diversity of businesses in the neighborhood, and to enliven the streetlife. While signage is regulated by the Pittsburgh Urban Zoning Code, there are additional recommendations that can be made for the district.

- Design signage as an integrated part of the building.
- Orient signage at the ground and second floors to pedestrian and local traffic.
- Utilize the signage standards for Neighborhood Business Districts in the Pittsburgh Urban Zoning Code, including limitations on the size and number of signs per business.
- Illuminate sign faces with shielded spotlights or neon tubing attached to the face of the sign.
- Do not permit backlit awning signs, and flashing, moving or intermittently illuminated signs.
- Do not permit advertising signs along Second Avenue.



Fanciful signage can be used to animate simple buildings and give them presence on the street.



Neon tubing face mounted on the sign.



Cut steel plate makes a simple and clear sign. At night, spot lights illuminate the plane behind the steel.



Small fabric banner signs are oriented perpendicular to the building and catch the pedestrian's eye.

Interim Improvements & Site Uses

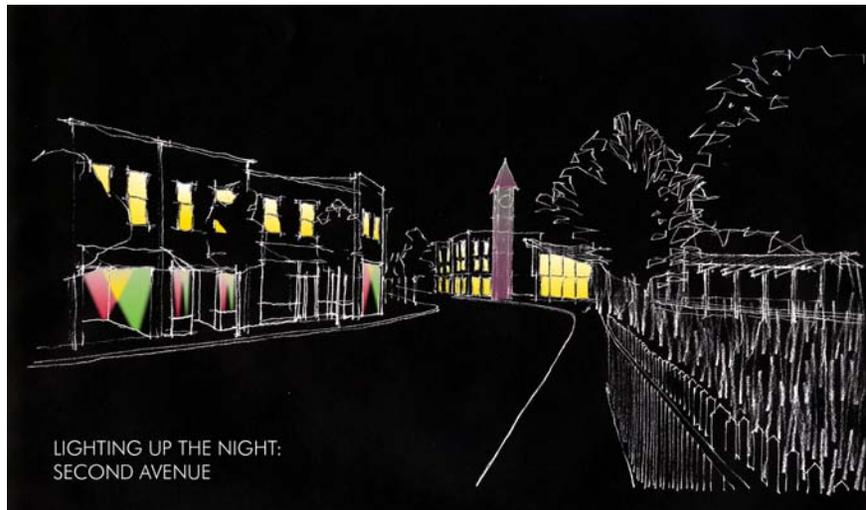
The Primary Study Area, bounded by Minden and Flowers Avenue, has both a high number of vacant lots and vacant storefronts. Many have been sitting vacant for several years. The high vacancy rates and the associated lack of activity and lighting further add to the sense of vulnerability and exposure for visitors.

Even with the projection of coming development on the ALMONO site and renewed interest in Second Avenue from other developers, it may be several years until new streetlife through the development of these vacant sites becomes a reality. In the interim, steps can be taken to introduce a greater sense of security and enhance the existing street through minimal investment.



SHORT-TERM STRATEGIES:
TEMPORARY INFILL FENCES & WALLS

Temporary Infill



LIGHTING UP THE NIGHT:
SECOND AVENUE

Lighting up the Night

Empty Lots

As properties are acquired and dilapidated buildings demolished to assemble larger development parcels, lots will sit vacant. In order to both secure the lots and re-establish the street wall along Second Avenue, temporary “facade” installations should be created and installed. These installations can be assemblies of plywood and fencing, establishing a texture to the street and closing off the front of the lot to prevent access to vandals. In addition, the lot, now screened from view, can be used for construction equipment storage and temporary parking while work is being done on other sites in the district. Cyclone fencing along the rear of the lot can be installed to maintain security from the rear, as it will be screened from view from the street. Possible resources for these temporary installations include the Sprout Fund and other arts-related initiatives.

Vacant Buildings

Empty storefronts and upper stories can be simply and economically retrofitted with inexpensive light fixtures and colored gels on fluorescent tubes in order to

provide light and life to the night-time street. In the lower level storefronts, temporary partition walls, erected 3 - 4 feet from the glass, can be erected to provide a reflective surface for new lights. Linear fluorescent fixtures can be mounted at the top and/or bottom of the storefront and gelled to put a color wash on the partition wall. These lights would be placed on timers in order to be on from dusk until midnight. The operating costs would be minimal and, by using fluorescents, the re-lamping and maintenance, once installed, would be practically non-existent.

These temporary partition walls can also be used to provide display space for future plans and visions for the neighborhood. The developers of the ALMONO site can use a storefront in order to highlight the coming plans and projects. The Hazelwood Initiative would be able to promote their projects and resources as well. By creating visual activity in the storefronts, a sense of inhabitation is created. Additional energy is added to the street simply through the process of seeing something happen as displays are changed and maintained.



Translucent curtains and artwork are used to animate the windows while screening the ground floor interior space from view on the street.



Colorful window decals animate vacant storefronts



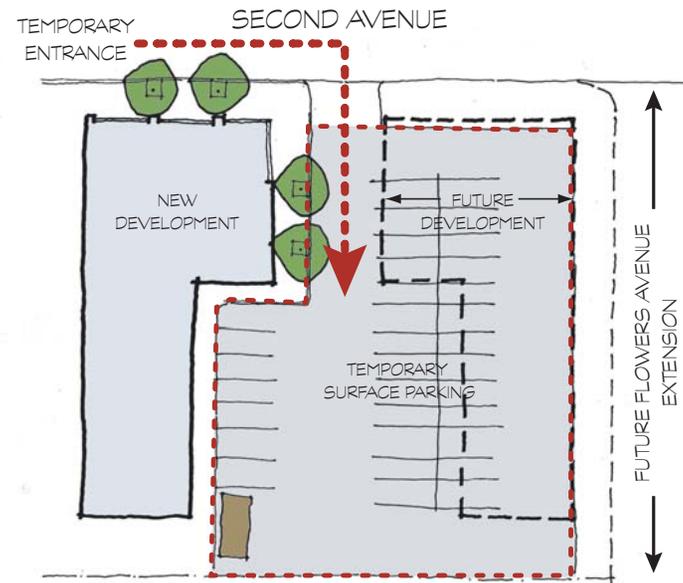
Painted murals bring life to the edges of vacant lots and indicate that they are being cared for.



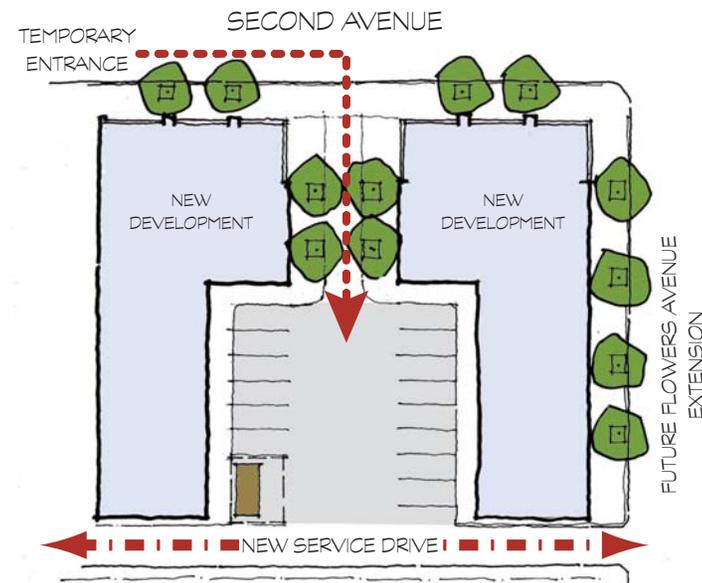
Temporary Parking

There are currently a high number of vacant sites on the western side of Second Avenue. With new development in progress, it is anticipated that, in the short term, several of these sites may be used for surface parking for new development. While off-street parking lots are not a desirable use for Second Avenue, with proper planning and design, it may be possible to mitigate their negative impacts on the street in the short term.

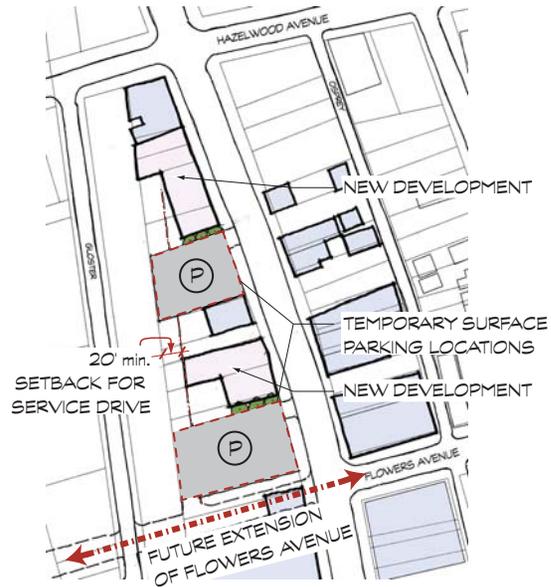
- Parking should be laid out to correspond with the long-term vision for Second Avenue. Buildings must be designed to address Second Avenue as the primary entrance.
- Maintain the established setbacks for future development in order to ensure that service drives and road extensions can be constructed in the future. This includes both the 20' rear setback and the 40' width provided between buildings for both pedestrian and service access along the west side of Second Avenue.
- Provide sufficient screening along temporary surface parking lots and empty sites in order to define the streetface.
- Locate entrances to parking lots where future service access will be located. Do not provide additional curb cuts to parking areas.
- Ensure that surface parking lots will not be permanent uses through conditions placed on occupancy permits.
- Maintain on-street parking spaces on Second Avenue.



Temporary Parking During Build-Out



Long-Term Parking Strategy



Possible locations for temporary surface parking.

Conclusion

The Hazelwood community is uniquely positioned to take advantage of new development and revised interest in its commercial core. The community, working through Hazelwood Initiative and the City of Pittsburgh, has both the foresight and the resources required to actively engage this renewed interest to serve as a catalyst for more extensive revitalization efforts that will bring positive impact on both the commercial and residential neighborhoods. The creation of the Second Avenue Design Strategy furthers this effort by establishing the framework for new development that can be clearly understood by developers and community members alike.