

Project Area Master Plan

January 11, 2011

Magee-Womens
Hospital of
UPMC



BURT HILL



PROJECT AREA MASTER PLAN

300 Halket Street, Pittsburgh PA

January 11, 2011

TABLE OF CONTENTS

- I. Master Plan
- II. Planning Area
- III. Mission and Objectives
- IV. Existing Property and Uses
- V. Institutional Needs
- VI. Ten Year Development Envelope
- VII. Twenty-Five Year Development Envelope
- VIII. Transportation Management Plan
- IX. Environmental Protection Plan
- X. Open Space and Pedestrian Circulation Plan
- XI. Urban Design Guidelines
- XII. Neighborhood Protection Strategy
- XIII. Appendix – Community Meeting Minutes

PREPARED BY:
Magee Womens Hospital of UPMC
Burt Hill Associates
Trans Associates

I. Master Plan

Introduction

Magee-Womens Hospital of UPMC is a world-class center for both women's health and comprehensive medical-surgical care. Ranked among the top 12 hospitals in the nation for gynecological care, Magee-Womens Hospital of UPMC is a National Center of Excellence in Women's Health, one of the first recognized by the U.S. Department of Health and Human Services. An innovative leader in the delivery of women's health care and research, Magee is elegantly designed and welcoming with state-of-the-art technology for diagnosis and treatment.

Nearly 10,000 babies are born at Magee each year, accounting for 45 percent of all births in Allegheny County. The Neonatal Intensive Care Unit (NICU), the largest in Pennsylvania and one of the largest in the country, treats more than 1,500 seriously or critically ill babies each year. Magee-Womens Research Institute is a nationally and internationally recognized center for women's health study. Our Department of Obstetrics, Gynecology and Reproductive Sciences is among the nation's top departments of its kind in funding from the National Institutes of Health, a vital indicator of high quality patient care and clinical staff.

One of the first recognized as a National Center of Excellence in Women's Health by the U.S. Department of Health and Human Services, Magee serves as the teaching facility for obstetrics, gynecology, gynecologic oncology, and neonatology for the University of Pittsburgh. Members of our medical staff hold academic appointments at the university and are actively involved in education and research, as well as patient care.

WOMANCARE PHILOSOPHY

Magee-Womens Hospital of UPMC is guided by the principles established in the Womancare Model of Care, which focuses on the unique attributes of each woman and places her at the center of the health care delivery system. This is accomplished by focusing on the essential characteristics of the services provided:

- quality
- access
- respect
- education
- research
- empowerment
- integrated care
- advocacy

Magee is committed to treating each woman with dignity, empowering her through education, and bringing comprehensive and appropriate care into our communities.

SPECIALTY SERVICES FOR WOMEN

Magee has clinical programs for women in the following specialties:

- bladder and pelvic health
- breast cancer
- fetal surgery and fetal medicine
- gynecologic cancers
- lupus
- neonatology
- obstetrics and gynecology
- women's health at midlife

NOT JUST FOR WOMEN

Magee has expanded our clinical care to men, as well as women, with a full-service Emergency Department and services including imaging, cardiology, orthopaedic surgery, lupus, gastro-enterology, colorectal surgery, pulmonology, and urology. We are an American Society for Bariatric Surgery Center of Excellence, performing close to 1,000 surgical treatments for morbid obesity each year. Members of Magee's medical staff hold academic appointments at the University of Pittsburgh and are actively involved in education and research, as well as patient care.

Our services for men and women now include:

- full-service Emergency Department
- cardiology: stress testing, echocardiography, EKG, and Holter monitoring
- weight management and bariatric surgery
- orthopaedics
- gastroenterology
- plastic surgery
- vascular surgery
- imaging services: MRI, CT, PET-CT, ultrasound, nuclear medicine, DEXA, and general radiology procedures
- dialysis
- EEG (electroencephalogram)
- infusion and chemotherapy
- pulmonology
- thoracic surgery
- neurology
- urology

The ability of Magee Womens Hospital of UPMC to meet that growing need depends on its readiness to support technology advances and to provide services in a comfortable environment for its patients and staff. To accomplish this, Magee Womens Hospital of UPMC will undergo a major physical transformation.

II. Planning Area

The Planning area of the Project Master Plan is bounded by Halket Street on the northeast, Forbes Avenue on the northwest, Craft Avenue on the southwest, and the Boulevard of the Allies to the south.

The planning area includes the complete area for the EMI – Educational/Medical Institution zoning district and is composed of four additional parcels, which are included in the OPR-D - Oakland Public Realm – D zoning district, so noted on the following plans.

The following plans indicate the institutional ownership and zoning for the surrounding parcels.



Magee-Womens Hospital of UPMC

PLANNING AREA ADJACENCIES

SATELLITE VIEW

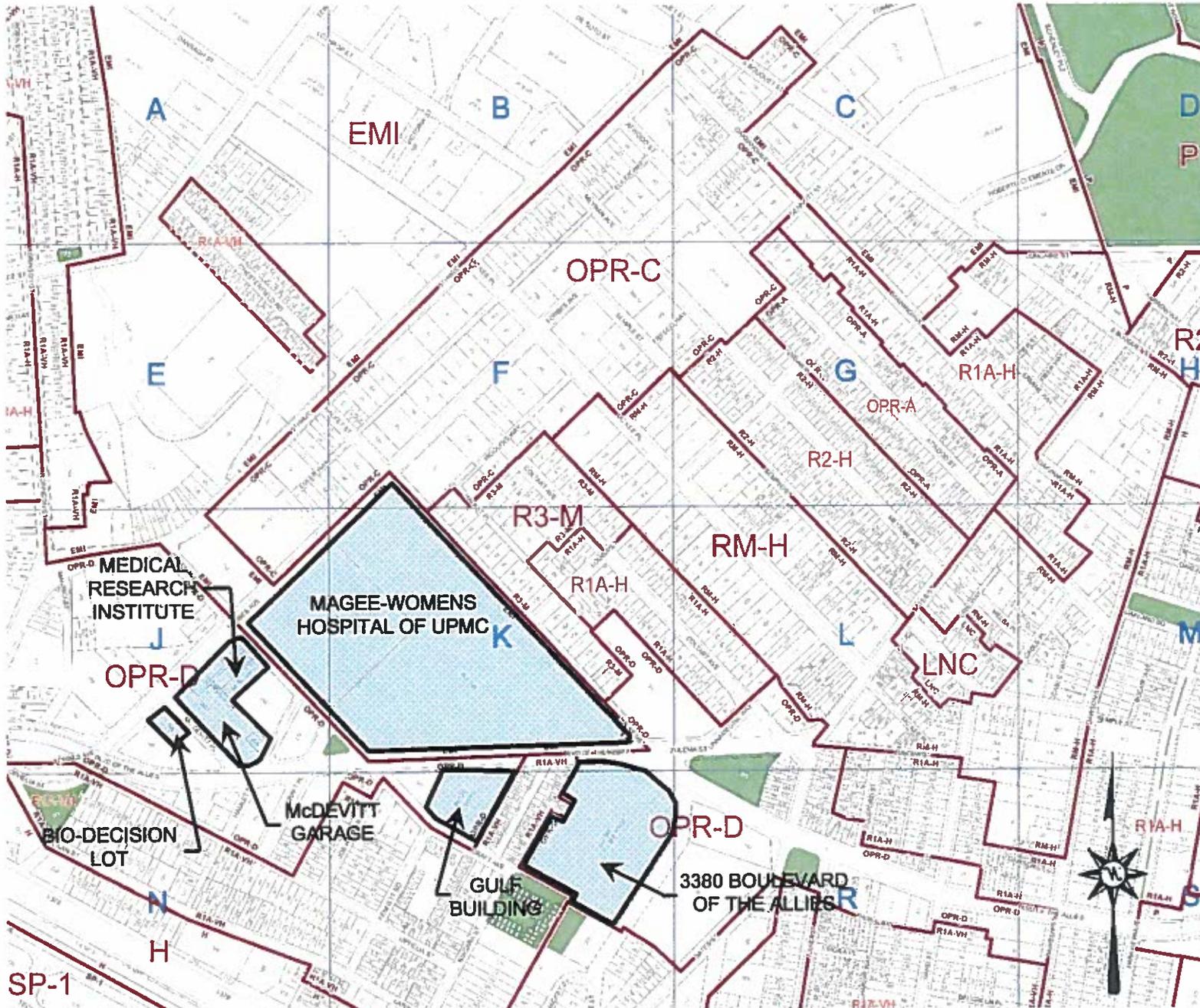
January 11, 2011

BURT, HILL



Magee-Womens Hospital of UPMC

PLANNING AREA ZONING MAP



 PLANNING AREA

ZONING DISTRICTS

EMI - EDUCATIONAL/MEDICAL
INSTITUTION

OPR-D - OAKLAND PUBLIC
REALM - D

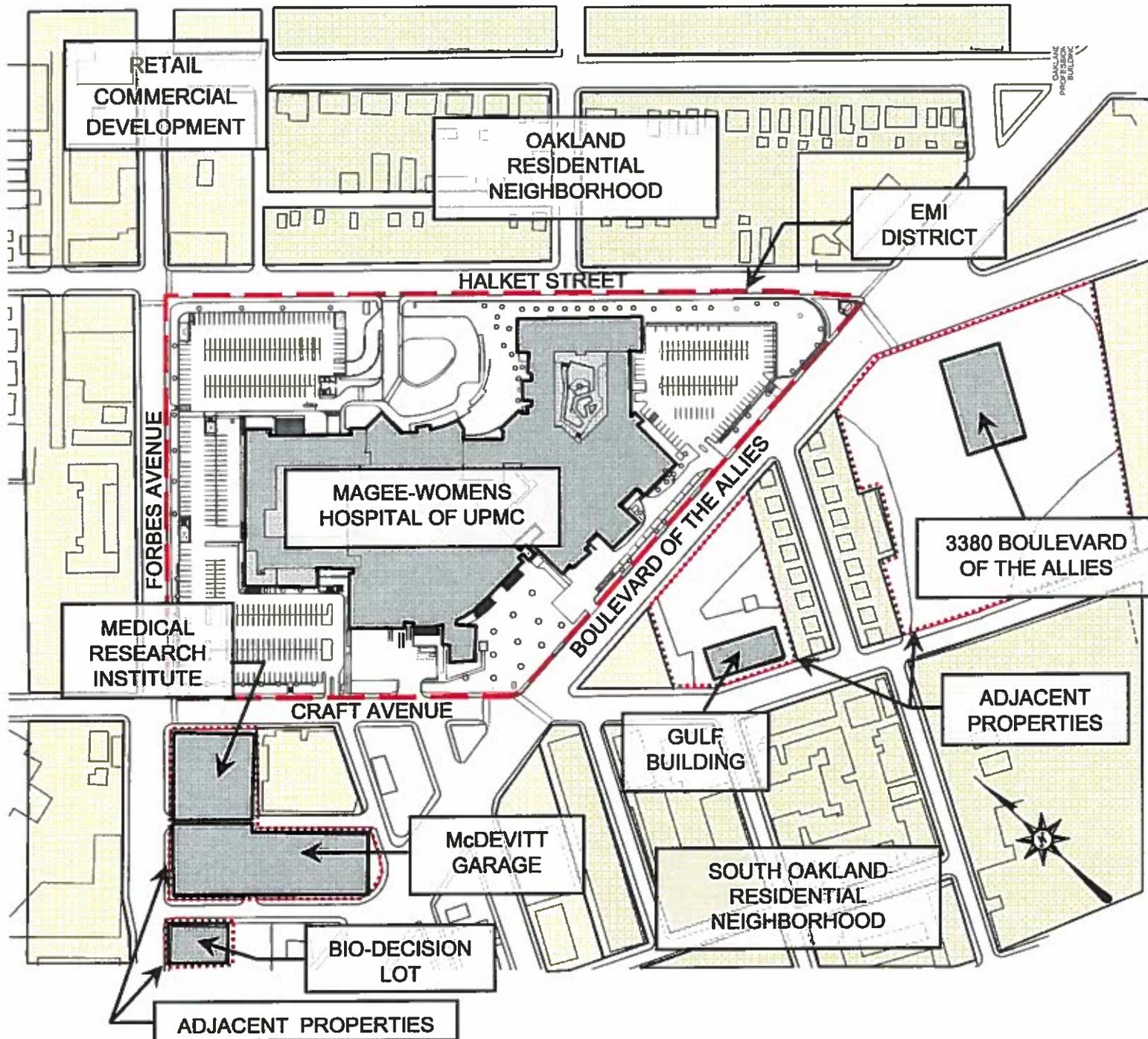
January 11, 2011

BURT HILL



Magee-Womens Hospital of UPMC

PLANNING AREA ADJACENCIES



-  EMI DISTRICT
-  ADJACENT PROPERTIES

January 11, 2011

BURT HILL



III. Mission and Objectives

Our Mission, Vision, and History

Magee-Womens Hospital of UPMC is committed to providing superior health care to the families of western Pennsylvania, including women, infants, and men, and to being a regional and national leader in innovative women's and infants' health care and research.

Since opening our doors in 1911, Magee has striven to advance the understanding of women's health and the practice of gender-specific medicine. Our first patients were 14 women and their infants brought in horse-drawn ambulances to a make-shift facility at the home of Christopher Lyman Magee. More than 500,000 babies have been born at Magee during the ensuing years and our outpatient visits have grown to 200,000 a year.

Our focus on local women, regardless of ability to pay, has been fundamental to Magee's growth and evolution as a national center for clinical programs in breast and gynecologic cancers, genetics, infectious diseases, and reproductive endocrinology. Our philosophy has always been that each woman is unique and central to the delivery of medical care. Our vision of personal and inclusive health care includes an emphasis on research that moves quickly from lab to bedside.

Magee-Womens Hospital of UPMC continues to strive in these areas:

- medical excellence and innovation
- outstanding patient care
- education
- research
- standards development
- advocacy
- health and environment

IV. Existing Property and Uses

Building Coverage

The Existing property and uses are fully described on the following Existing Land Use Plan and Existing Land Use Chart.

Parking and Loading

The current parking is split between surface parking and a three level parking garage and is contained within the present site. Adjacent properties include surface parking and a five level parking garage.

On the primary site Lot 3 is reserved for physicians and employee parking while Zone 3 surface lot is divided between physician and visitor parking. The parking garage is reserved for visitors and patients. The surface parking at the Gulf building and 3380 Boulevard of the Allies are reserved for employee & visitor parking. The McDevitt parking garage is primarily employee parking with the upper level dedicated to the adjacent hotel. Off-site parking is available to hospital staff at a 220 space lot on second avenue. A shuttle service is provided.

The current Hospital loading facility (5 bays) is at the service entrance along the southwest side with an additional loading bay for the food service along the south face. The employee entrance is located on the west side of the ACC wing facing Forbes Avenue. The emergency entrance is located on the northeast side facing Halket Street, all other patients enter either thru the main entrance on the northeast or from the ground level of the garage via a tunnel.

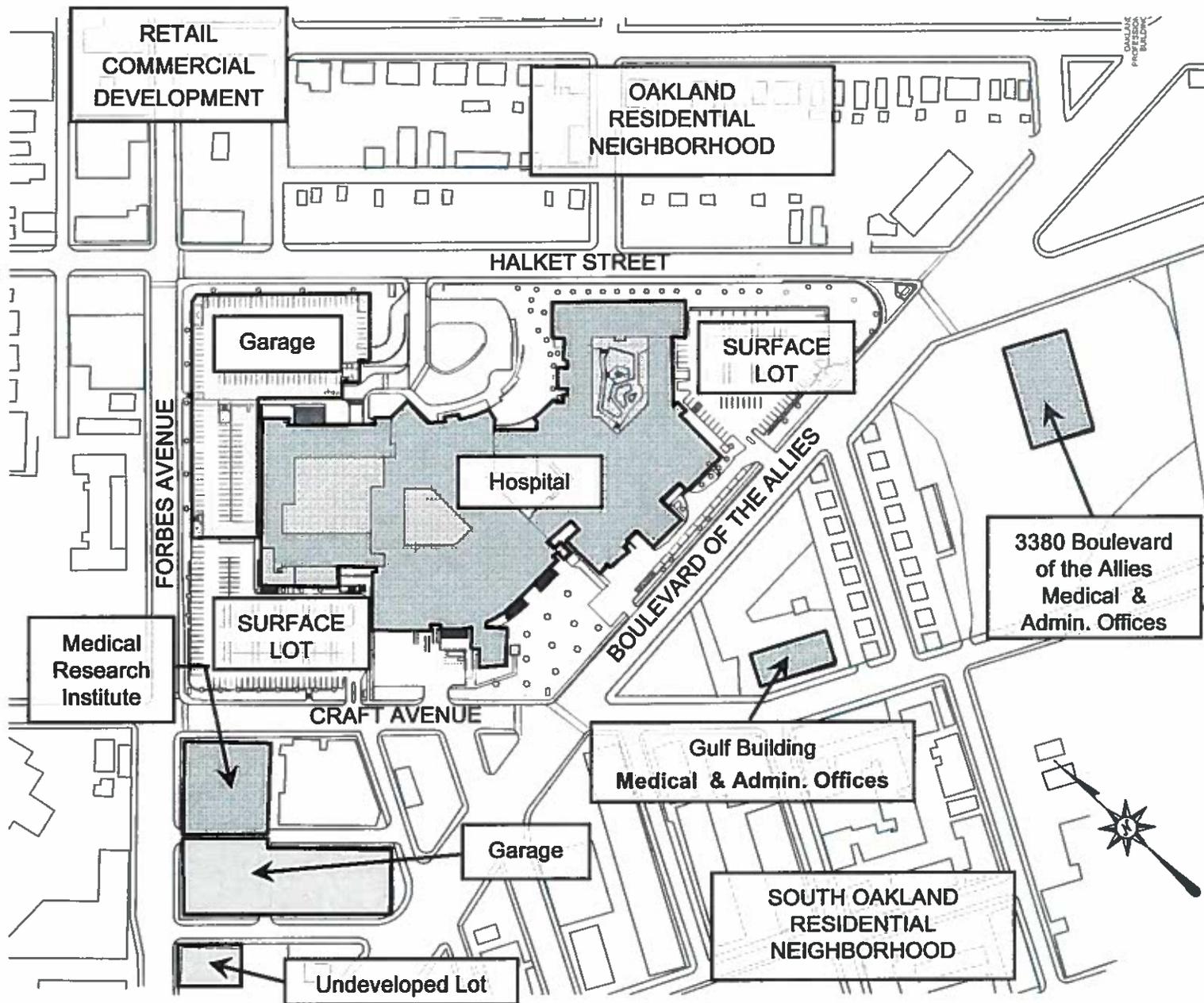
Existing Land Use Chart

Building/Site	Existing Land Use					
	Primary Land Use	Gross Square Feet of Floor Area; Dwelling Units	Parking Spaces	Number of Stories (including below grade)	Height in Feet	Acreage
Hospital	Hospital	919,583 SF		6	VARIABLE	13.49
Lot 3 Parking	Surface Parking		111			
Zone 3 Parking	Surface Parking		155			
3380 Blvd. Allies	Offices – Medical Offices - Admin	61,409 SF	363	4	60	4.19
Gulf Building	Offices – Medical Offices - Admin	19,310 SF	52	4	60	
Magee Parking Garage	Parking Garage	212,256 SF	513	3		
Medical Research Institute	Research	160,147 SF	46	10	85	
McDevitt Garage	Parking Garage	168,602 SF	410	5		
*Bio-Decision Lot	Undeveloped	5,200 SF				.12
Total Site	As above	1,546,507SF	1,650	As above	N / A	

*The Bio-Decision lot is currently undeveloped, the hospital has no current plans to develop this area.

Magee-Womens Hospital of UPMC

EXISTING LAND USE PLAN



January 11, 2011

BURT HILL



V. Institutional Needs

The construction of the new elements of the new master plan is indicated by the drawing in Part I of this document and is in response to the needs of the community and staff of Magee-Womens Hospital of UPMC.

Ten Year Development Envelope

- 800 Wing Vertical Expansion
 - Additional support space on second and third floors
 - Additional 14 Critical Care beds with support space on fourth floor.
 - Additional 28 Acute Care beds with support space on fifth floor.

Twenty-Five Year Development Envelope

- Parking Garage Expansion
 - Additional parking spaces for patients and visitors to the campus.
- Ambulatory Care Facility – 300,000sf to 350,000 sf -- Adjacent to OB Pavilion
 - A multi-story Ambulatory Care facility
 - Additional parking in basement
- East Wing Addition – 110,000 sf to 120,000 sf – Connecting to Existing E-Wing
 - A multi-story addition to the existing east wing providing additional area for hospital functions.

At this time there are no modifications planned for the Medical Research Institute, McDevitt Garage, the Bio-Decision Lot, the Gulf Building or 3380 Boulevard of the Allies.

VI. Ten Year Development Envelope

The ten-year development envelope is the same as the Project Area Master Plan area. Within this envelope there is one primary development proposal:

1. **800 Wing Vertical Expansion**
 - Location: Above the present 800 wing of the OB Pavilion
 - Description: A 2 -story vertical expansion for acute care and critical care areas directly above the present facility
 - Maximum Floor Area: 41,500 SF
 - Maximum Height (Stories): 2 Stories with additional support spaces and mechanical penthouse
 - Maximum Height: 85 FT
 - Setback: Existing
 - Other:

NOTES:

1. All maximum floor area, height (stories), and height (feet) shown above are the requested zoning envelopes for the proposed buildings. Proposed buildings may be smaller, but will not be larger than the maximum numbers.
2. Proposed sizes shown in Proposed Land Use chart are approximate and are based upon anticipated building criteria at the time of this Master Plan.

VII. Twenty-Five Year Development Sites - Envelope

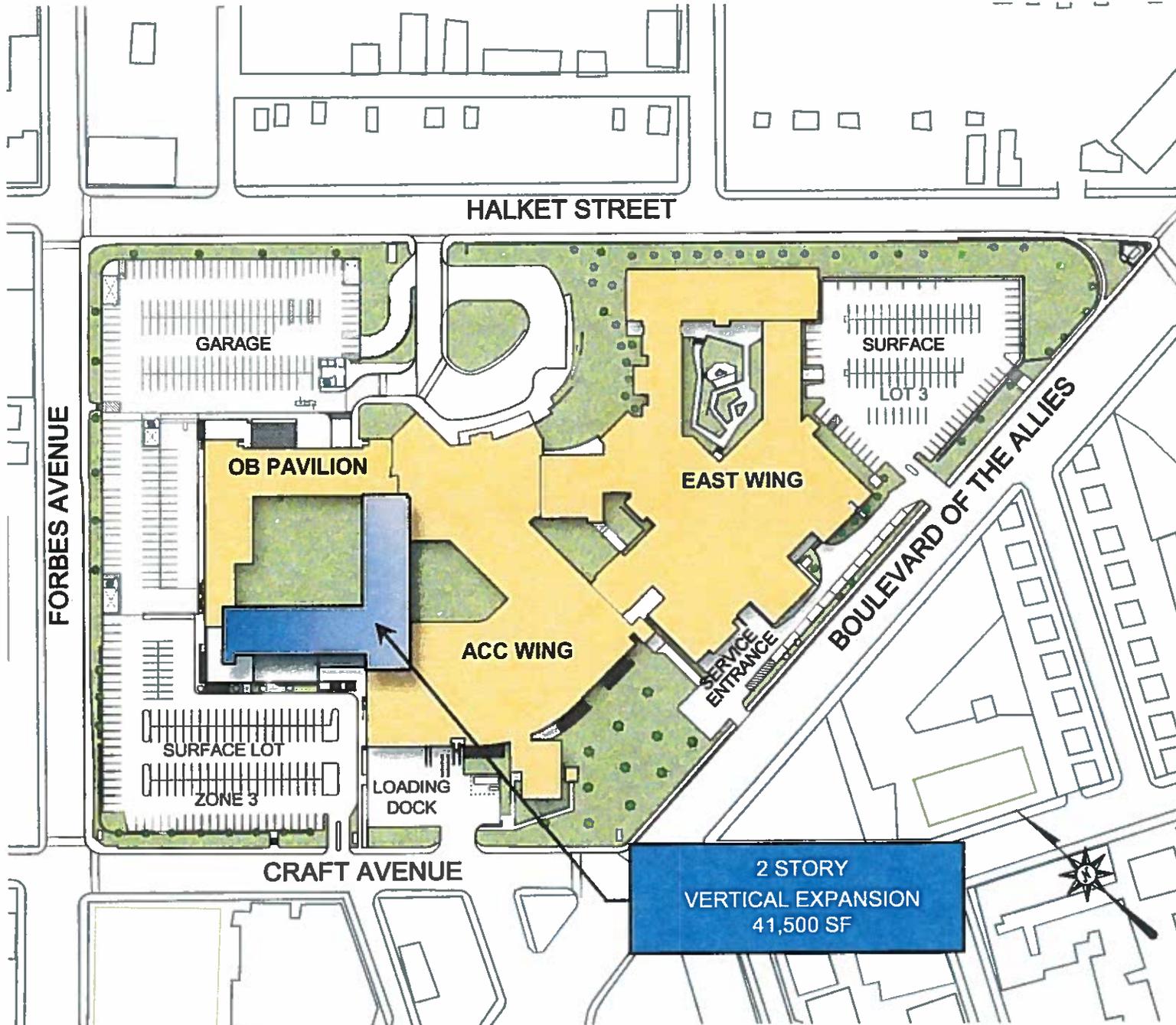
The twenty-five year development envelope is the same as the ten-year development envelope. Any expansion beyond the parameters of the ten-year plan will need to be reconsidered through the Master Plan process.

1. **Parking Garage Expansion**
Location: Above existing parking garage
Description: Additional parking for visitors and patients.
Maximum Floor Area: 47,620 SF – second level: 47,620 SF –third level
Maximum Height (Stories): To be determined
Maximum Height: To be determined
Setback: N/A
Other:
2. **Ambulatory Care Facility**
Location: Existing Zone 3 parking lot, at the corner of Forbes Ave. and Craft Ave.
Description: A multi-story medical building to house hospital functions with additional parking in basement
Maximum Floor Area: 300,000 – 320,000 SF Total
Maximum Height (Stories): To be determined
Maximum Height: To be determined
Setback: 20 ft from Forbes Ave and 20 ft from Craft Ave.
Other:
3. **East Wing Addition**
Location: South side of existing building, over existing Facilities offices and maintenance shops.
Description: A multi-story medical building to house hospital functions
Maximum Floor Area: 110,000 -- 120,000 SF Total
Maximum Height (Stories): To be determined
Maximum Height: To be determined
Setback: 20 ft from the Boulevard of the Allies
Other:

Magee-Womens Hospital of UPMC

PROPOSED SITE MASTERPLAN

10 YEAR SITE
DEVELOPMENT PLAN



2 STORY
VERTICAL EXPANSION
41,500 SF

January 11, 2011

BURT HILL



**Magee-Womens
Hospital of UPMC**

**PROPOSED
SITE
MASTERPLAN**

**10 YEAR SITE
DEVELOPMENT PLAN**



VIEW FROM FORBES AVE AND CRAFT AVE

January 11, 2011

BURT HILL



Page 15

Magee-Womens
Hospital of UPMC

PROPOSED
SITE
MASTERPLAN

10 YEAR SITE
DEVELOPMENT PLAN



January 11, 2011

BURT HILL



Page 16

Magee-Womens Hospital of UPMC

PROPOSED SITE MASTERPLAN

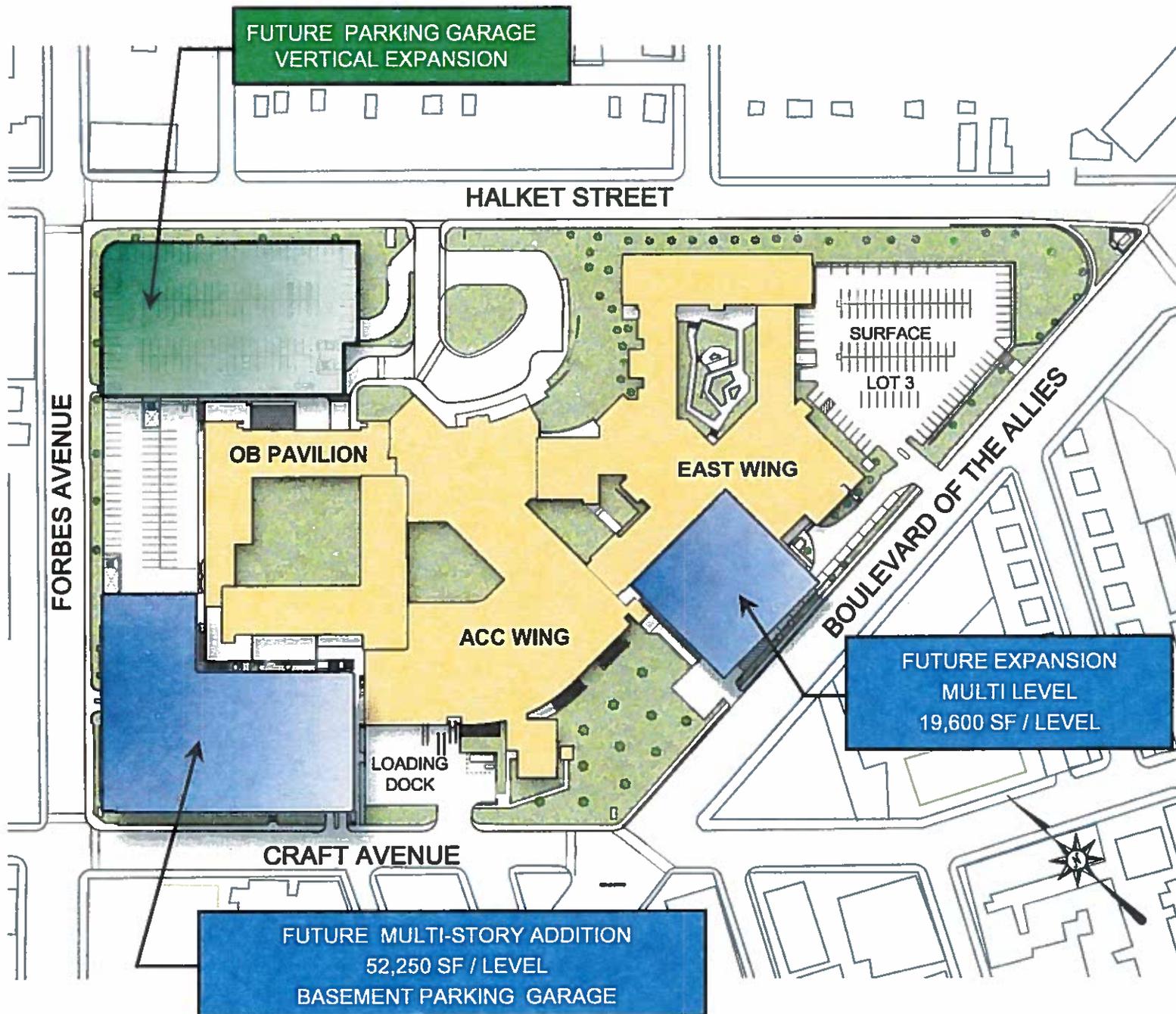
25 YEAR SITE
DEVELOPMENT PLAN

January 11, 2011

BURT, HILL



Page 17



Magee-Womens Hospital of UPMC

PROPOSED SITE MASTERPLAN



25 YEAR SITE
DEVELOPMENT PLAN

January 11, 2011

BURT HILL



Page 18

VIII. Transportation Management Plan

**MAGEE-WOMENS HOSPITAL OF UPMC
2010 MASTER PLAN
TRAFFIC AND PARKING STUDY**



Transportation Solutions for Everyday Transportation

Prepared for:
MAGEE-WOMENS HOSPITAL OF UPMC
Pittsburgh, Pennsylvania

Prepared by:
TRANS ASSOCIATES ENGINEERING CONSULTANTS, INC.
Pittsburgh, Pennsylvania

November 22, 2010

1.1 PURPOSE OF REPORT AND STUDY OBJECTIVES

Trans Associates (TA) has completed a traffic and parking study for the Magee-Womens Hospital (MWH) of UPMC campus, located in the Oakland section of the City of Pittsburgh. The campus is bounded by Forbes Avenue to the north, Boulevard of the Allies to the south, Craft Avenue to the west, and Halket Street to the east.

The study, as documented in this report, was performed in order to determine the traffic, parking, loading, and pedestrian impacts of the proposed Magee-Womens Hospital of UPMC 2010 Master Plan.

The study objectives were accomplished through performance of the following analysis tasks:

- Collection of detailed field data on the study intersections, including information on the traffic operations, geometric configurations, traffic signal phasings and timings, lane usage, crosswalks, pedestrian signal equipment, etc.;
- Collection of existing available data on MWH physicians, staff, patients, students and visitors.
- Completion of an inventory of the existing off-street parking within the master plan study area including parking garages and surface lots as well as any off-site parking facilities used by MWH parkers;
- Performance of peak period traffic counts and pedestrian counts on a peak weekday, from 7:00 AM to 9:00 A.M and from 2:00 PM to 6:00 PM;
- Determination of existing (year 2010) peak parking demand;
- Determination of future year 2012 with the 800 Wing Vertical Expansion peak parking demand;
- Determination of future year 2022 with the 800 Wing Vertical Expansion peak parking demand;
- Development of a future year 2012 and 2022 with the 800 Wing Vertical Expansion parking allocation and management plan for the MWH campus;
- Determination of existing (year 2010) levels of service for the study intersections;
- Projection of future (year 2012 and 2022) traffic volumes without the master plan development in place, including determination of intersection levels of service under those conditions;
- Projection of future (year 2012 and 2022) traffic volumes with the master plan 800 Wing Vertical Expansion in place, including determination of intersection levels of service under those conditions;
- Evaluation of pedestrian access and safety within the master plan study area ;

- Determination of necessary mitigation measures, if required, for future (year 2012 and 2022) conditions with the proposed 800 Wing Vertical Expansion development in place;
- Summary of current and future shuttle operation between the MWH campus and satellite parking and/or other UPMC facilities as applicable; and
- Preparation of schematic drawings of any recommended intersection and/or roadway improvements.

1.2 Executive Summary

An overview of the project description, principal findings resulting from the analysis, and recommended mitigation strategies is presented in this summary.

1.2.1 Site Location and Study Area

As shown in **Figure S-1**, the hospital campus is bounded by Forbes Avenue to the north, Boulevard of the Allies to the south, Craft Avenue to the west, and Halket Street to the east within the Oakland section of the City of Pittsburgh.

1.2.2 Development Description

The proposed Magee-Womens Hospital of UPMC 2010 Master Plan Ten-Year Master Plan is planned to consist of the following:

1. A 2-story (41,500 SF) vertical expansion above the existing 800 wing of the OB pavilion;
2. Additional support space on the second and third floors;
3. Additional 12 Critical Care beds with support space on the fourth floor; and
4. Additional 28 acute care beds with support space on the fifth floor.

A copy of the proposed 2010 Master Plan projects has been included with this report as **Figure S-2**.

1.2.3 Land Development Control Status

The hospital campus is comprised of the following planning zone districts:

- EMI – Educational/Medical Institution; and
- OPR-D – Oakland Public Realm – D;

A map of the hospital campus within its corresponding zoning districts is presented with this report as **Figure S-3**. No zoning changes are proposed with the Ten-Year Master Plan.

1.2.4 Principal Findings

Parking Analysis

Parking space needs were estimated based on both 100 percent and 90 percent operational efficiencies. The 100 percent efficiency case reflects full utilization of all spaces. The 90 percent case takes into account operation inefficiencies such as parking and unparking maneuvers, time spent searching for a space, vehicles parking in more than one space, obstruction of parking spaces by snow or other materials, etc. Parking provided should fall within the range between the 90 and 100 percent efficiency needs or higher.

Parking conditions have been evaluated under existing, 2012, and 2022 conditions. A plan for parking space reassignments, as well as identification of the opportunity for 57 additional parking spaces, has been developed. The parking supply/demand comparison performed for both future years indicates that at the peak period of the peak day, parking provided will be adequate to serve the needs of the campus with the appropriate use of valet parking for patients and visitors.

Future parking spaces assignments were made based on a priority of accommodating patient and visitor parking needs, predominantly on the main campus, with 49 spaces at the Isaly's lot for business visitors, then physician spaces, the employee spaces. All but eight (8) employees will be displaced from the main campus, with employees moving from the main campus to the Isaly's lot and to the Second Avenue Lot, where 212 additional spaces not presently used will be open for their use, and utilizing the MWH shuttle service.

Further details of the parking demand analysis are presented in Section 3.4 of this report.

Traffic Analysis

Capacity analyses were performed at the study intersections for the 2010 existing, 2012 no-build, 2012 build, 2022 no-build, and 2022 build conditions. Analyses were performed using the methodologies published in the *Highway Capacity Manual 2000*, by the Transportation Research Board.

Results of the capacity analyses indicate that the following approaches currently operate with poor levels of service under the 2010 existing conditions:

- Boulevard of the Allies and Craft Avenue
 - Southbound Craft Avenue left turns and approach operates at LOS F during the AM and PM peak hours.
- Boulevard of the Allies and Halket Street/Zulema Street/Isaly's Driveway
 - Eastbound Boulevard of the Allies left turns operate at LOS F during the AM and PM peak hours.
 - Eastbound Boulevard of the Allies approach operates at LOS F during the AM peak hour and at LOS E during the PM peak hour.
 - Southbound Halket Street approach operates at LOS F during the AM and PM peak hours.
 - Southwest bound Zulema Street approach operates at LOS E during the AM peak hour and at LOS F during the PM peak hour.

- The overall intersection operates at LOS E during the AM peak hour and at LOS F during the PM peak hour.
- Boulevard of the Allies and Site Driveway #2
 - The southbound Site Driveway #2 approach operates at LOS F during the PM peak hour.

Results of the future year analysis scenarios 2012 No-Build (without Master Plan projects) capacity analyses indicate that the following approaches are projected to continue operating with poor levels of service:

- Boulevard of the Allies and Craft Avenue
 - Southbound Craft Avenue left turns and approach operates at LOS F during the PM peak hour.
 - The overall intersection operates at LOS F during the PM peak hour.
- Boulevard of the Allies and Halket Street/Zulema Street/Isaly's Driveway
 - Eastbound Boulevard of the Allies left turns operate at LOS F during the AM and PM peak hours.
 - Eastbound Boulevard of the Allies approach operates at LOS F during the AM peak hour and at LOS E during the PM peak hour.
 - Southbound Halket Street approach operates at LOS F during the AM and PM peak hours.
 - Southwest bound Zulema Street approach operates at LOS E during the AM peak hour and at LOS F during the PM peak hour.
 - The overall intersection operates at LOS E during the AM peak hour and at LOS F during the PM peak hour.
- Boulevard of the Allies and Site Driveway #2
 - The southbound Site Driveway #2 approach operates at LOS F during the PM peak hour.

Level of service delays at the Boulevard of the Allies and Craft Avenue intersection/approaches are improved over the 2010 exiting conditions due to traffic signal retiming/optimization. In particular, at the intersection of the Boulevard of the Allies and Craft Avenue, the southbound Craft Avenue left turns have improved to a LOS D with a decrease of at least 223 seconds of delay during the AM peak hour. The southbound approach has also improved to a LOS D with a decrease in delay of at least 195.2 seconds. During the PM peak hour, this same movement and approach is projected to have a decrease in delay of at least 285.2 seconds and 247 seconds, respectively.

Results of the future year analysis scenarios 2022 No-Build (without Master Plan projects) capacity analyses indicate that the following approaches are projected to continue operating with poor levels of service:

- Boulevard of the Allies and Craft Avenue
 - Southbound Craft Avenue left turns and approach operates at LOS E during the AM peak hour and at LOS F during the PM peak hour.

- The overall intersection operates at LOS F during the PM peak hour.
- Boulevard of the Allies and Halket Street/Zulema Street/Isaly's Driveway
 - Eastbound Boulevard of the Allies left turns operate at LOS F during the AM and PM peak hours.
 - Eastbound Boulevard of the Allies approach operates at LOS F during the AM peak hour and at LOS E during the PM peak hour.
 - Southbound Halket Street approach operates at LOS F during the AM and PM peak hours.
 - Southwest bound Zulema Street approach operates at LOS E during the AM peak hour and at LOS F during the PM peak hour.
 - The overall intersection operates at LOS F during the AM and PM peak hours.
 - Boulevard of the Allies and Site Driveway #2
 - The southbound Site Driveway #2 approach operates at LOS F during the PM peak hour.

Level of service delays at the Boulevard of the Allies and Craft Avenue intersection/approaches are improved over the 2010 existing conditions due to traffic signal retiming/optimization. In particular, at the intersection of Boulevard of the Allies and Craft Avenue, the southbound Craft Avenue left turns have improved to a LOS E with a decrease of at least 202.3 seconds of delay during the AM peak hour. The southbound approach has also improved to a LOS E with a decrease in delay of at least 177.2 seconds. During the PM peak hour, this same movement and approach is projected to have a decrease in delay of at least 182.1 seconds and 157.9 seconds, respectively.

Results of the future year analysis scenarios (2012 and 2022 Build with Master Plan projects) capacity analyses indicate that levels of serviced and delays will remain consistent with those projected for the 2012 and 2022 No-Build analysis scenarios. No increases in delay are projected as a result of the Ten-Year Master Plan projects. This is accomplished through implementation of the proposed parking management plan which re-allocates parking to provide better service for patients/visitors on campus. This conservative analysis assumes no additional vehicular trips will be generated during the peak weekday periods over existing conditions. In fact, a decrease in peak period vehicular trips on the main campus and study intersections may be experienced due to MWH employees being re-assigned to off-campus parking facilities.

TA has also observed poor pedestrian compliance with pedestrian signage and crosswalks within the study area. In particular, pedestrians have been observed crossing mid-block along Craft Avenue and the Boulevard of the Allies. It is TA's recommendation that MWH post signage just inside access doors to Lot 3 and the Zone 3 Lot indicating "No Mid-Block Crossing" with arrows directing pedestrians to appropriate signalized crossing locations. MWH security personnel will periodically monitor these pedestrian crossing areas and provide reinforcement of the crossing policy. In addition, TA recommends the installation of pedestrian signal countdown equipment, pedestrian audible crossing equipment, and ADA compliant ramps at the intersection of Boulevard of the Allies and Halket Street/Zulema Street/Isaly's Driveway.

A graphical summary of the recommended improvements are presented in **Figure S-4**. Further details of the traffic analysis are presented in Sections 4.0 and 5.0 of this report.

1.2.5 Recommendations

The following intersection mitigation measures are recommended as a result of the Ten-Year Master Plan:

Forbes Avenue and Craft Avenue

- Optimize traffic signal timings.

Forbes Avenue and Halket Street

- Optimize traffic signal timings.

Boulevard of the Allies and Craft Avenue

- Optimize traffic signal timings.

Boulevard of the Allies and Halket Street / Zulema Street / Isaly's Driveway

- Optimize traffic signal timings.
- Install pedestrian signal count down equipment, pedestrian audible crossing equipment, and ADA compliant ramps.

The following pedestrian crossing mitigation measures are recommended as a result of the Ten-Year Master Plan:

- Post signage at pedestrian access doors to Lot 3 and Zone 3 Lot indicating "No Mid-Block Crossing" with arrows directing pedestrians to appropriate signalized crossing locations.

A summary of the recommended intersection mitigation measures are presented in **Figure S-4**. A summary of the recommended parking assignment mitigation measures are presented in **Figure S-5**.

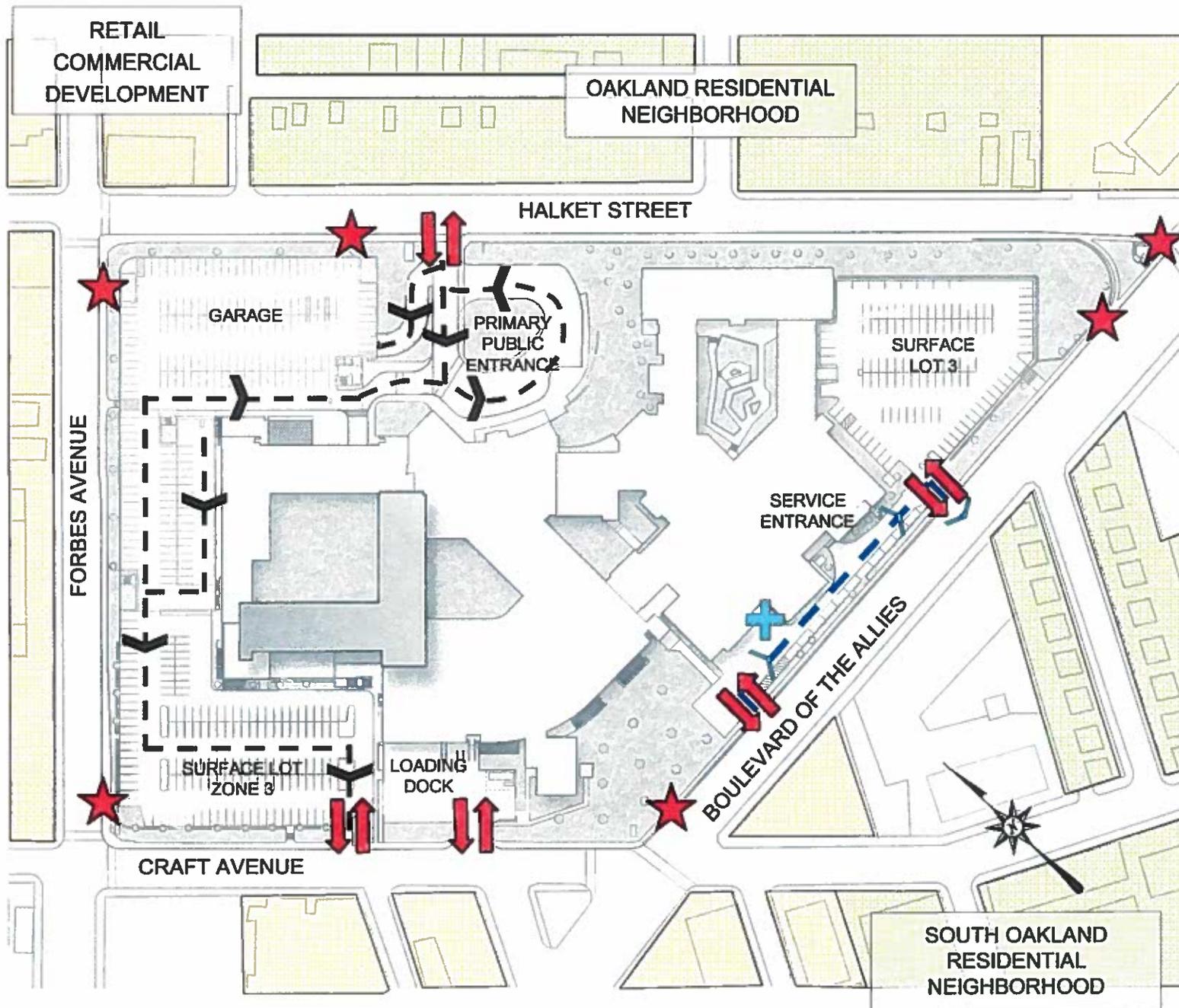
The campus parking space reassignments as well as identification of the opportunity for 57 additional parking spaces, should be utilized to mitigate future parking projections.

The following Transportation Management Plan (TMP) has been developed for the Magee Hospital Campus:

1. Reassign parkers as per the proposed parking assignment plan.
2. Post signage just inside pedestrian access doors onto Lot 3 and Zone 3 Lot indicating "No Midblock Crossing," with arrows directing pedestrians to appropriate signalized crossing locations on Craft Avenue and the Boulevard of the Allies.
3. Install pedestrian signal countdown equipment, audible pedestrian equipment, and ADA compliant ramps at the pedestrian crossings at the Boulevard of the Allies/Halket Street/Zulema Street/Isaly's Driveway signalized intersection.
4. Provide Security personnel as available during peak pedestrian activity times to reinforce the "No Midblock Crossing" policy.
5. Include a review of safe pedestrian crossing behavior at all new employee orientation sessions.
6. Include pedestrian crossing safety reminders in general employee emails on occasion.
7. Provide follow-up mechanism with employees disregarding this policy, either directly, through their supervisors or through some other identified means.

Magee-Womens Hospital of UPMC

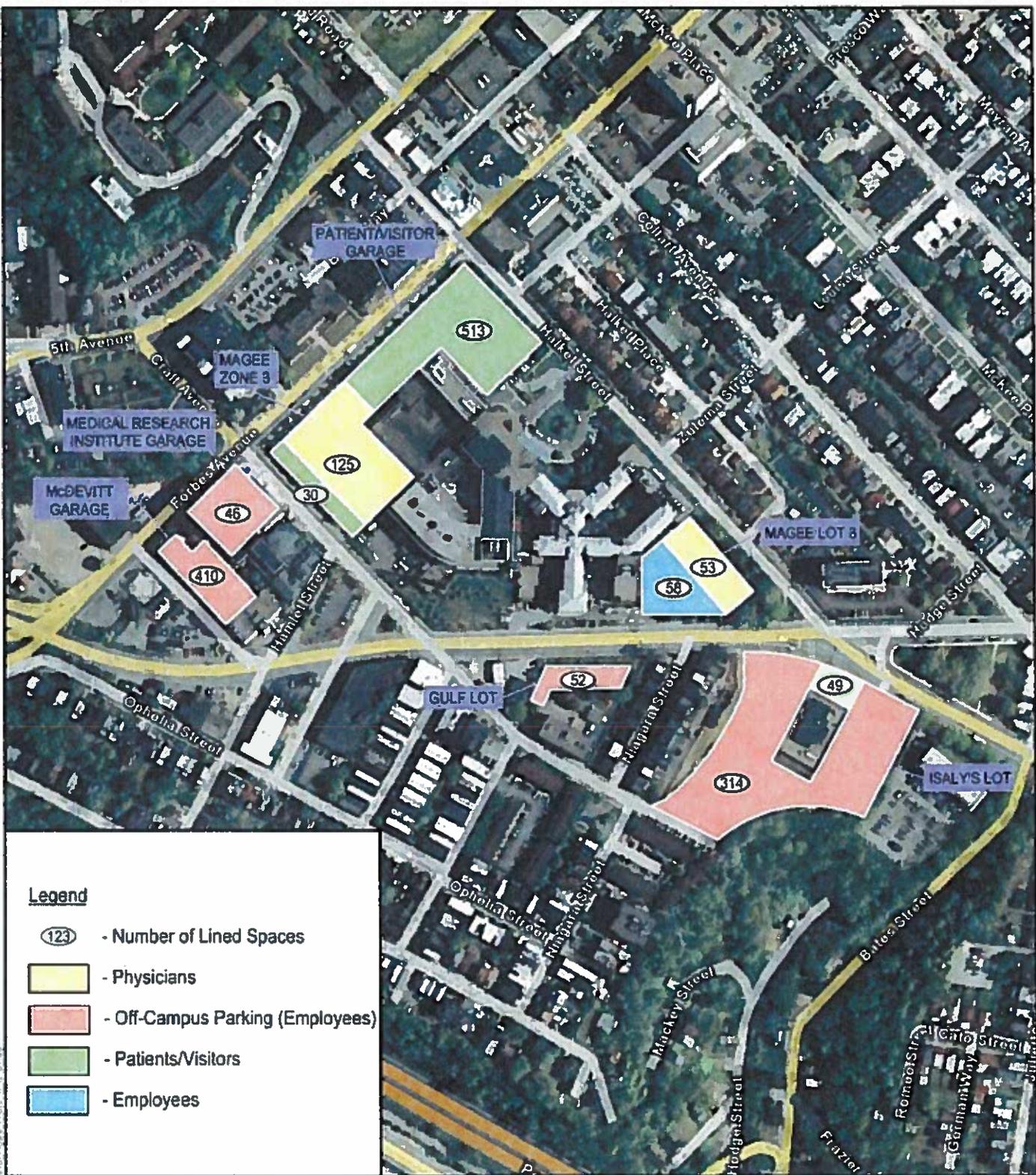
PROPOSED TRANSPORTATION PLAN



-  CAMPUS VEHICLE CIRCULATION
 -  TWO-WAY VEHICULAR TRAFFIC ENTRANCE/EXIT POINTS
 -  CITY BUS STOP
 -  EMPLOYEE SHUTTLE
 -  EMPLOYEE SHUTTLE STOP
- January 11, 2011

BURT, HILL





Legend

- 123 - Number of Lined Spaces
- Physicians
- Off-Campus Parking (Employees)
- Patients/Visitors
- Employees



SCALE: N.T.S.



Transportation Solutions for Today and Tomorrow
 Twin Towers Suite 400 / 4955 Steubenville Pike
 Pittsburgh, Pennsylvania 15205 / (412) 430-0630

PROJECT NO. MAGEE00 - 10285

PROJECT: Magee-Womens Hospital of UPMC
2010 Master Plan

TITLE: Existing Parking Locations
Main Campus

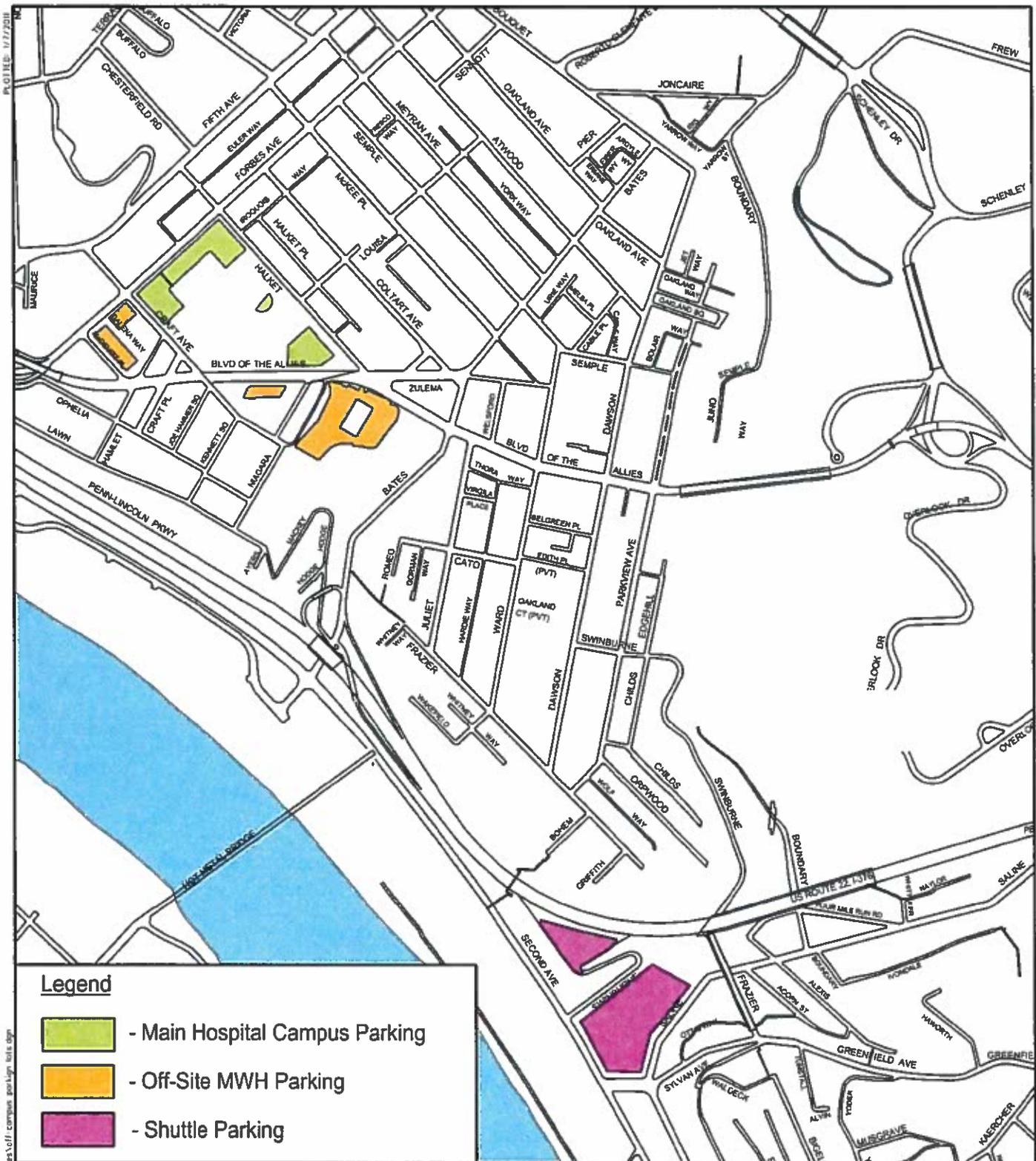
FIGURE

8

D.B. MAP

C.B. CAJ

REV. CAO



P:\01018-1177201
 FILE NAME: P:\img\0101851\0101851\off-campus_pdr\lgn_tsite.dgn

Legend

- Main Hospital Campus Parking
- Off-Site MWH Parking
- Shuttle Parking

N

SCALE N.T.S.

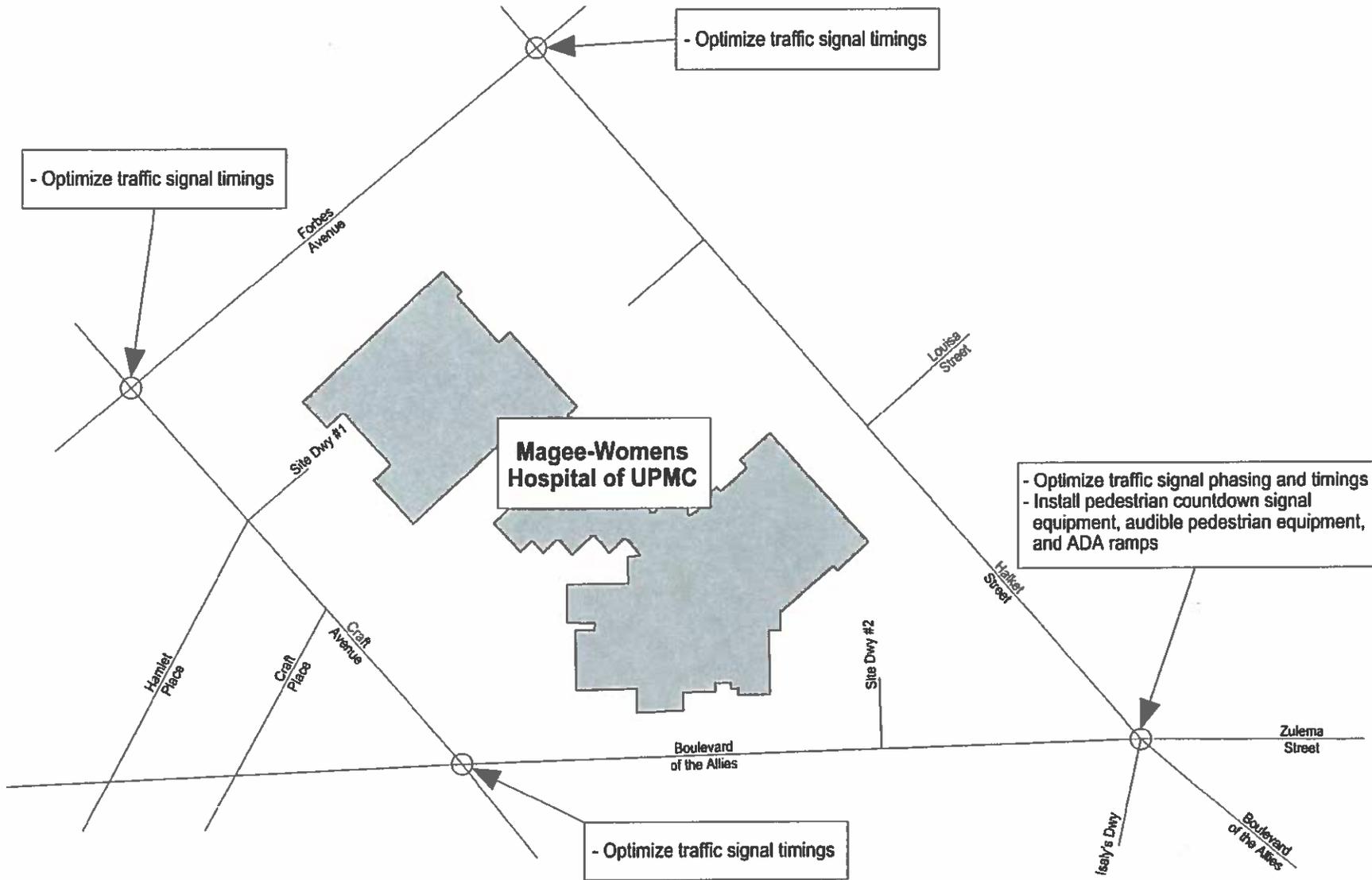
Trans Associates

Transportation Solutions for Today and Tomorrow
 Twin Towers Suite 400 / 4955 Steubenville Pike
 Pittsburgh, Pennsylvania 15205 / (412) 490-0630

PROJECT NO.	MAGEE00 - 07534	FIGURE
PROJECT:	Magee-Womens Hospital Parking Update 2007	A-1
TITLE:	Off-Site Employee Parking	
		D.B. <u>MAP</u> C.B. <u>CAJ</u> REV. <u>CAD</u>

PLOTTED: 1/7/2011

FILE NAME: D:\projects\0010285\Figures\Figures.dwg




 SCALE: N.T.S.


 Transportation Solutions for Today and Tomorrow
 Twin Towers Suite 400 / 4955 Steubenville Pike
 Pittsburgh, Pennsylvania 15205 / (412) 490-0630

PROJECT NO.	MAGEE00-10285
PROJECT:	Magee-Womens Hospital of UPMC 2010 Master Plan
TITLE:	Recommended Improvements

FIGURE	1
D.B. cad	
C.B. cai	
REV	

IX. Environmental Protection Plan

The Master Plan Area is a developed, urban site with no sensitive environmental resources within its boundaries. The Planning area of the Project Master Plan is bounded by Halket Street on the northeast, Forbes Avenue on the northwest, Craft Avenue on the southwest, and the Boulevard of the Allies to the south.

The planning area includes the complete area for the EMI – Educational/Medical Institution zoning district and is composed of four additional parcels. The sites are surrounded by a mix of urban residential and commercial districts.

The site is currently covered by approximately seventy five percent impervious surfaces including roadways, parking lots and buildings. The proposed Master Plan will redevelop areas of impervious surfaces by vertical additions on existing buildings. Minimal impact to the remaining green space on site is anticipated.

Environmental Overlay Districts

Flood Plan Overlay District: The project area does not fall within a designated flood plain.

Riverfront Overlay District: The property is separated from the river by residential neighborhood,

Landslide-Prone Overlay District: No steep slopes or landslide prone soils are found within the property limits.

Undermined Area Overlay District: The site is not undermined.

View Protection Overlay District: The site has limited views due to its proximity to the local retail district and its distance from the riverfront. There are limited views from the upper floors of the existing structures that will be impacted by the proposed development, however, the vertical expansion that is planned will provide new opportunities for expanded view corridors.

Stormwater Management Overlay District: The site is currently approximately seventy five percent impervious and is serviced by an existing stormwater management conveyance system. The proposed development will be designed to have no impact on this system.

Environmental Performance Standards

Steep Slope Protection: The site is located to the north of the Monongahela River and has limited topographic relief across the property, therefore, there are no natural slopes in excess of fifteen percent.

Tree and Vegetation Protection: While there is relatively mature tree growth on the site, all of the vegetation has been planted throughout the course of the hospital's development. There are no native tree stands within the project boundaries. The proposed master plan will not necessitate the removal of parking lot trees.

Maximum Impervious Surface: The existing plan currently has approximately seventy five percent impervious surface area. The proposed master plan development has minimal impact to the remaining green space as it proposes to develop on existing parking lots and building additions to existing structures.

EXISTING
IMPERVIOUS
SURFACES
PLAN

EXISTING
IMPERVIOUS
MATERIALS

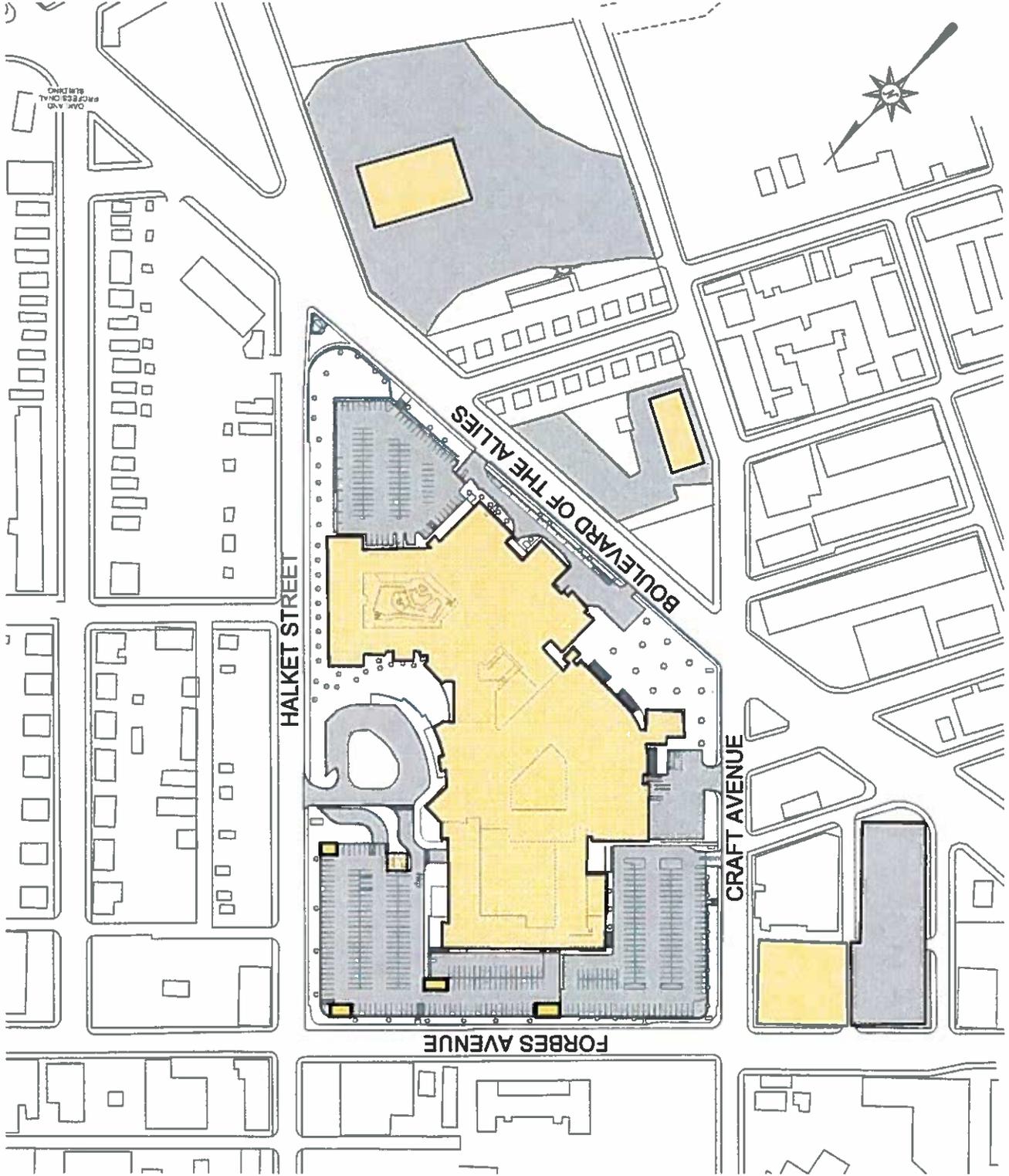


EXISTING
FACILITY
FOOTPRINTS



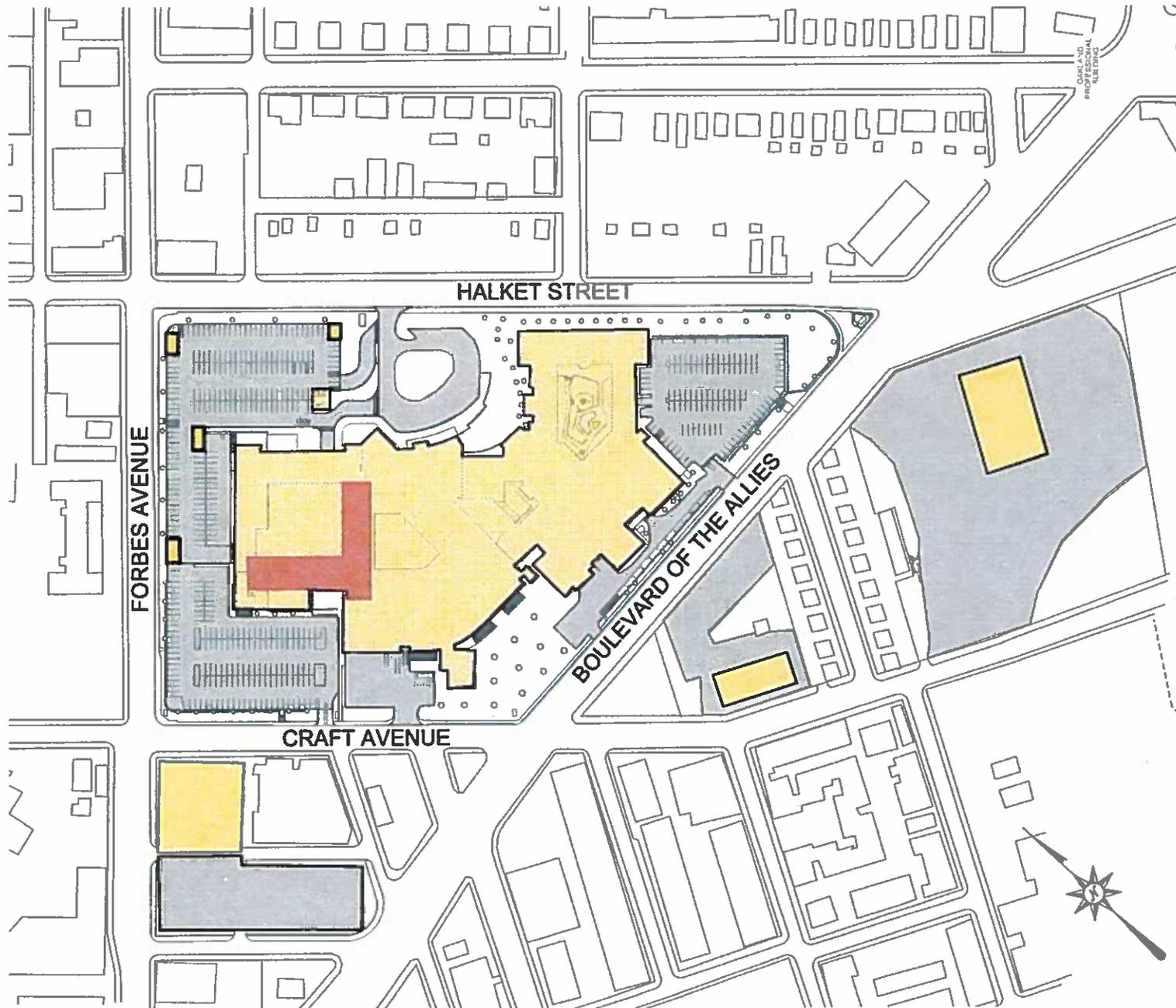
January 11, 2011

BURT HILL



Magee-Womens Hospital of UPMC

PROPOSED IMPERVIOUS SURFACES PLAN



- EXISTING IMPERVIOUS MATERIALS
- EXISTING FACILITY FOOTPRINTS
- NEW BUILDINGS / IMPERVIOUS AREAS

January 11, 2011

BURT HILL



X. Open Space and Pedestrian Circulation Plan

As discussed earlier in this report, the hospital is situated in an urban setting. It is bounded on all sides by public thoroughfares and other development. This requires the hospital to expand within its current boundaries, primarily vertical expansion on existing infrastructure. The Master Plan continues the inward development of the site while preserving the green space. These open spaces are defined by two distinct areas within the site.

1. **Central Green:** The primary public access of the campus has developed around an open space at the heart of the campus. This open space provides a unifying element in the landscape.
2. Three separate open courtyards distributed within each wing of the building provide a landscaped gathering space for patients and visitors.
3. A green roof is planned for the second floor roof, over the OB Pavilion giving patient rooms facing the courtyard on the second floor a landscaped view from the exterior windows.
4. **Perimeter Buffer:** The existing landscape buffer provides the second area for open space on the project site. This area is appropriately balanced in relationship to the adjacent land uses. Areas of development adjacent to commercial and retail uses are sufficient to distinguish the hospital while the buffers adjacent to the residential district are much more generous and offer substantially more open space.

The Master Plan maintains all of the remaining open space by developing on existing parking lots and by expanding building programs as vertical additions to existing structures.

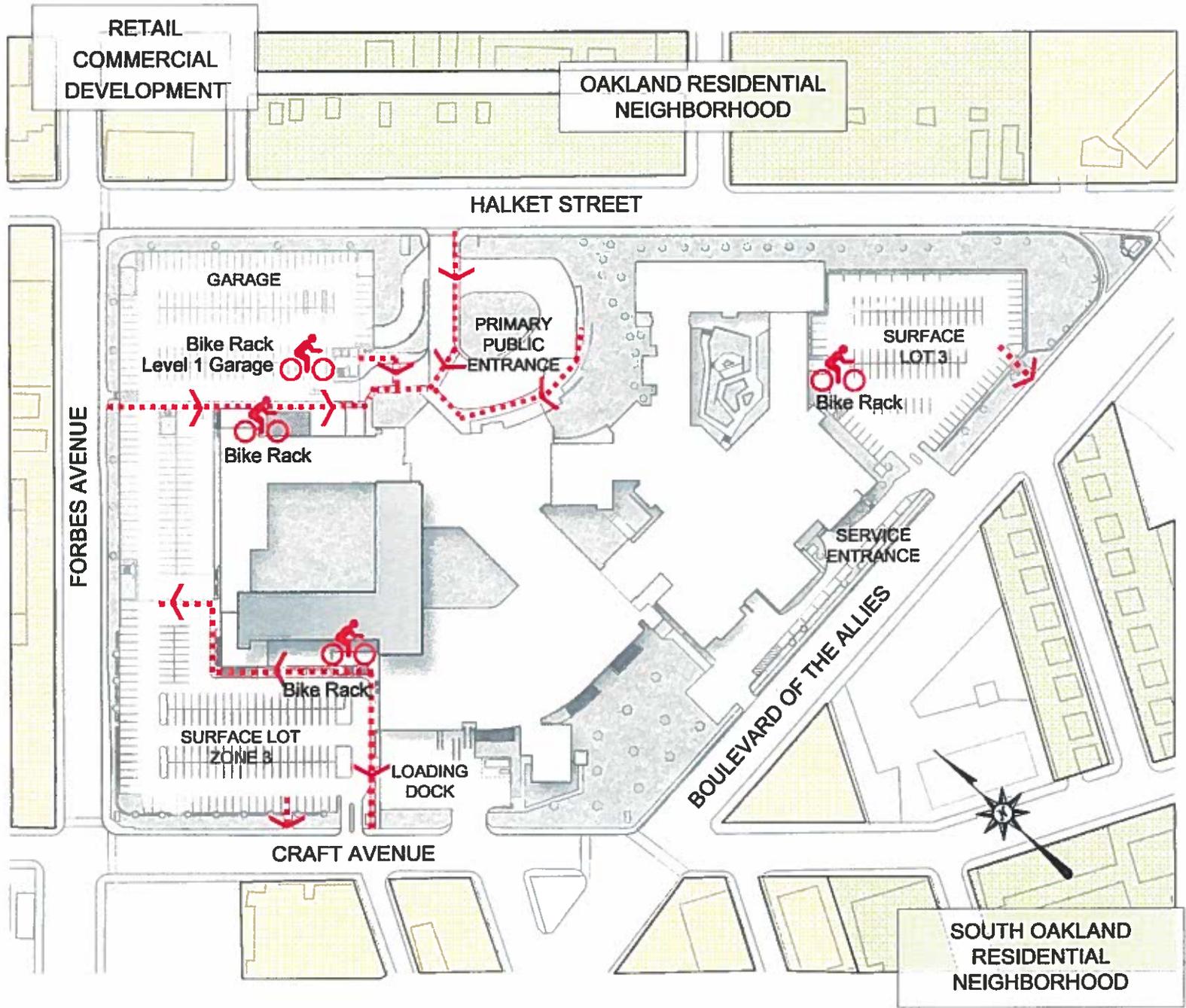
There are two distinctly different pedestrian circulation patterns within the project area.

1. **Primary Circulation:** This represents the primary circulation for pedestrians to travel from the parking lots and parking garage to building entrances. The core campus defines this area through the use of sidewalks that orient the pedestrian around the central entry. It provides clear, direct access from the adjacent parking lots to building entrances. Access to the building entrances on the south end of the campus is clear and well defined.
2. **Perimeter Circulation:** There are existing pedestrian sidewalks that facilitate circulation to and from the perimeter of the site. These will be maintained.

The Master Plan does not provide for radical changes to pedestrian circulation or way finding, however, the hospital is committed to continued evaluation and upgrades to the current system.

Magee-Womens Hospital of UPMC

PROPOSED PEDESTRIAN CIRCULATION PLAN



-  MAJOR CAMPUS PEDESTRIAN CIRCULATION
-  BICYCLE RACK

January 11, 2011

BURT HILL



XI. Urban Design Guidelines

Materials, Colors and Design Elements

This Master Plan acknowledges that the existing subject area is reasonably compact, defined, and architecturally similar in character. Materials and colors of new construction will be selected for appropriate quality and durability, and with an effort to create continuity and clarity within the project area. It is the intent to utilize the same architectural envelope materials that have been used in the last major expansion as they have set an architectural language that combines the character of the older facilities with a new vision of the future. The masonry is planned to utilize the same red brick and stone/precast elements as the recent addition. The scale of the masonry details will closely mimic the adjacent facility to provide visual interest and relief as well as humanize the scale of the facility. In addition the exterior glazing is planned to be similar in color, reflectivity and scale as the adjacent building elements.



Buildings will receive special treatment at important locations including entrances and view termini. Such treatment shall be appropriate to its unique situation and shall help to enhance aesthetics and overall project intelligibility.

Signage

No additional signage will be included in this project.

Setbacks

The setback requirements along Halket Street, Forbes Ave., Craft Ave. and Boulevard of the Allies will be 20 FT.

Height

The maximum height of any building on the campus will be the existing building, a height (including mechanical equipment) of 100 FT. The surrounding base building and the other support buildings will be kept to a lower height so as to minimize the visual impact on the neighborhood.

Bulk and Massing

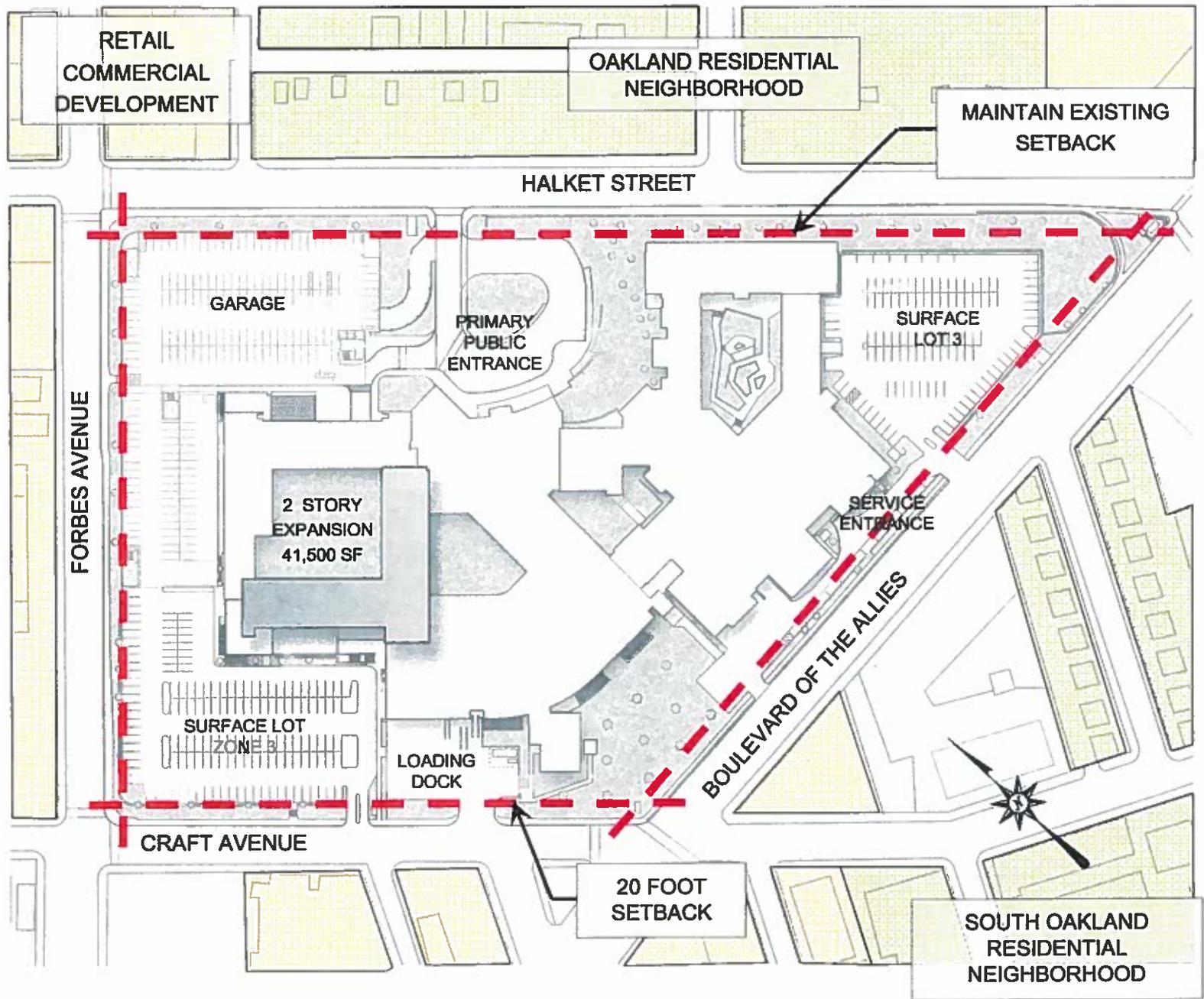
Buildings shall be arranged and massed to allow for light, air, and circulation while optimizing overall site development. Typically, the buildings will be built in similar patterns that have already been established on the campus. The green space at the perimeter of the campus will be maintained.

Landscaping

In general, landscape treatment of any new construction areas shall be appropriate to the urban nature of the project area and be primarily achieved through use of street trees and planters. A reasonable amount of green space will be maintained, responding to the commercial feel of the Forbes and Craft Avenue sides as well as the residential feel of Halket Street. Landscape design shall be developed in an effort to create a unified and harmonious pedestrian environment, mitigate objectionable views while enhancing favorable ones, and offer a calming and therapeutic atmosphere. Consideration will be given to the fact that plantings will be seen both from street level as well as from buildings. Plant choices will be made based upon the need for minimizing maintenance while maximizing the green benefits. Opportunities for Healing Gardens should also be explored.

Magee-Womens Hospital of UPMC

PROPOSED SETBACK PLAN



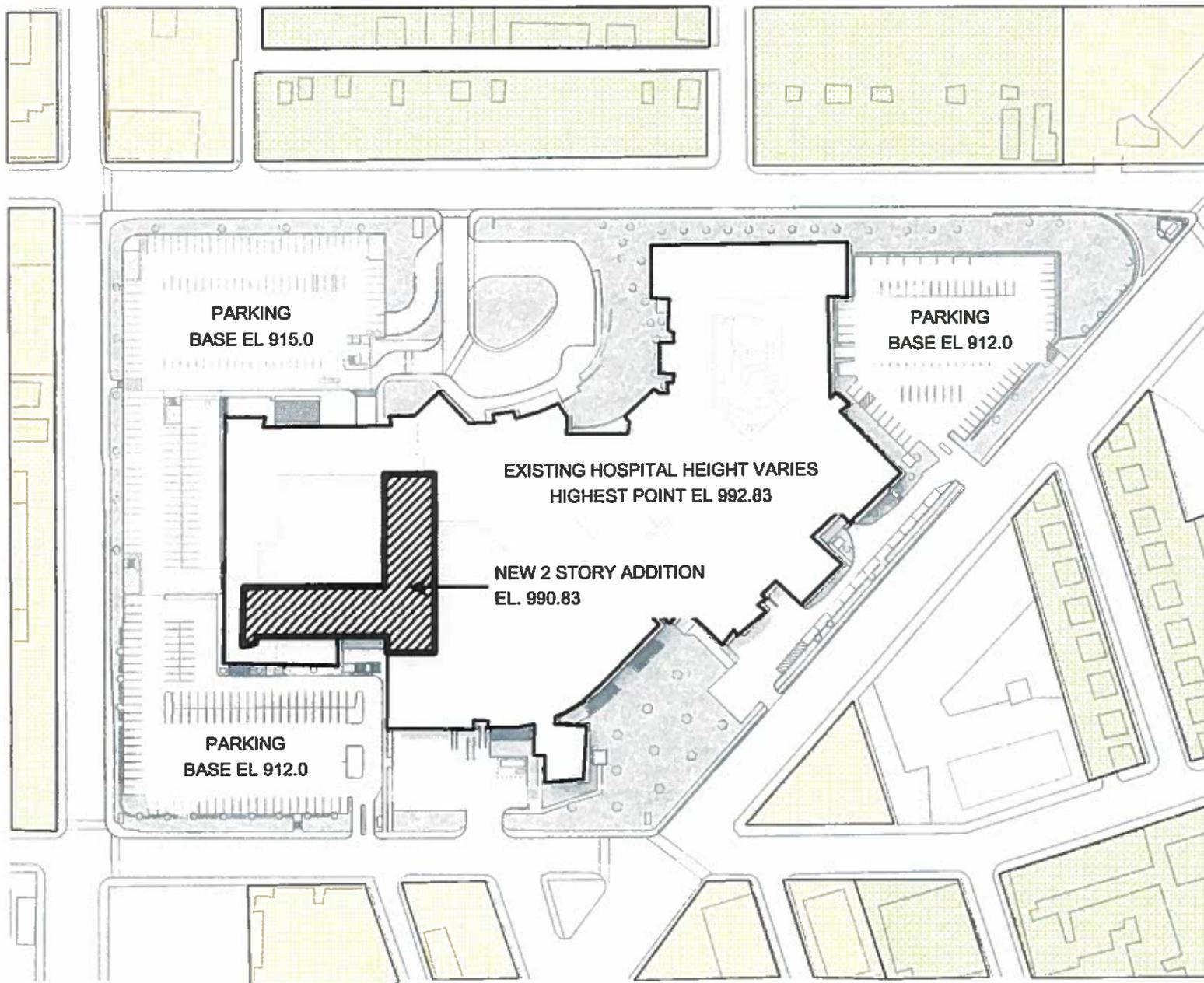
January 11, 2011

BURT HILL



Magee-Womens Hospital of UPMC

PROPOSED BUILDING HEIGHT PLAN

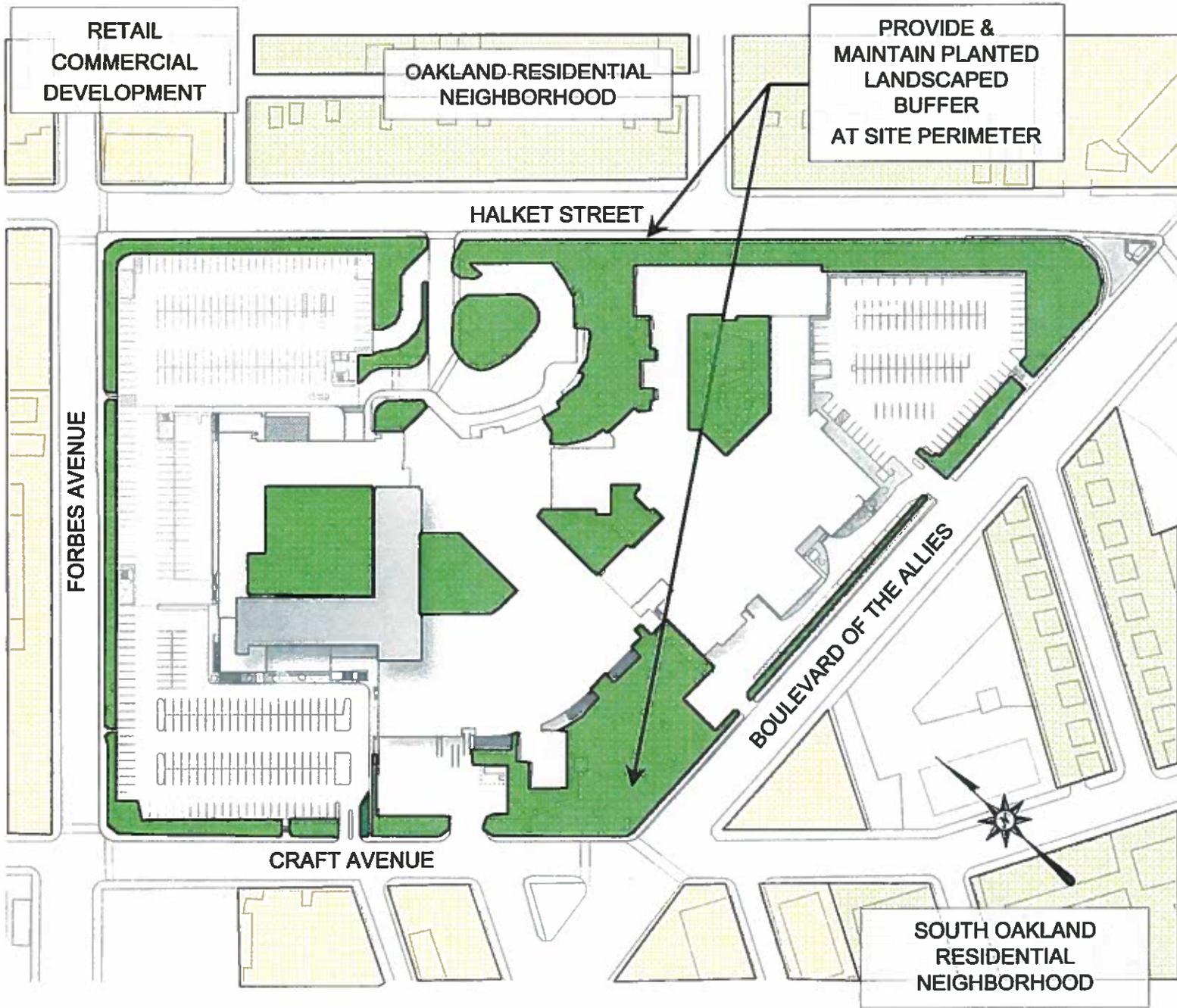


January 11, 2011

BURT HILL



Page 39



Magee-Womens Hospital of UPMC

PROPOSED LANDSCAPE BUFFER PLAN

January 11, 2011

BURT HILL



XII. Neighborhood Protection Strategy

This Master Plan describes the development of this area while maintaining or minimizing the impact of the existing and new facilities on the quality of the surrounding neighborhoods. Specific impacts that are addressed in the Master Plan include:

Vehicles

The existing public access points to and from the campus will be maintained.

Loading Docks

The present loading dock locations will be maintained on the southwest side of the hospital and the south side of the hospital.

Emergency Entrances

Emergency traffic routes are not affected by the changes in the plan.

Lighting

The present site lighting design standards will be maintained. Presently the parking facilities are lit with cut-off style fixtures, limiting the light spill onto neighboring properties.

Residential Compatibility Standards

The present site is bounded on the northeast by the Oakland residential neighborhood with multi-family dwellings. The other neighbors consist of South Oakland residential neighborhood, to the south. The Master Plan maintains the present character of the campus and respects the residential neighborhood to the northeast and the south

XIII. Appendix – Community Meeting Minutes

Oakland Task Force
November 9, 2010
Phipps Conservatory

In Attendance:

Clark, Renny - Pitt
Manko, Susan – UPMC
Logan, Sean – UPMC
Wilds, John – Pitt
Mergner, Fred – PAT
Wilson, Wanda – OPDC
Johnson, Sally – UPMC
Phillips, Sandy – Peoples Oakland
Supowitz, Paul – Pitt

Bettinger, Joe – Heiber's Pharmacy
Muir, Georgia – OBID
McFalls, Maggie – CLP
Knepper, Bruce – Burt Hill
Cairns, Jeff – Burt Hill
Antonelli, Linda – Magee
Vinski, David – Playhouse
Layman, Jenn – CMU

Presentations:

Richard Piacentini updated the Task force on construction due to begin in 2011 on the Center for Sustainable Landscapes (CSL). The CSL will emerge as a "living building" exceeding the LEED platinum certification. The building will produce its own energy from renewable resources while being an environmental teaching center. Partners in the project are: CMU, Center for Building Performance & Diagnostics, Chatham University, Green Building Alliance and the Mascaro Sustainability Initiative at the University of Pittsburgh. Phipps will conduct and share research to help transform the way people relate to nature.

Linda Antonelli presented an update on the Magee MSP for both 10 and 25 years. Funding has been acquired for the 2010 two story vertical expansion above the current OB Pavilion for a gain of 45,000 sq. feet. Current project goals are to address patient care needs, will incorporate environmental sustainability into design and incorporate patient and family focused care design principles. This addition is needed to add both ICU and Post-Partum beds. Construction materials will mirror the current building. Construction contract will be awarded in March of 2011 with construction beginning in April, 2011, substantial completion in March of 2012 and patient occupation in April, 2012. Trans Associates will study pedestrian, bicycle, public transit and parking issues. Employment for the addition will be 200 full time construction jobs and 115 full time staff employees.

OTF Business:

OBID – Innovation Oakland RFQ's have been sent out and the RFP's should be out before the end of 2011.

Heiber's Pharmacy will begin hosting "Ladies Night Out" events with the focus on nutrition and skin.

Pitt – Fire Works went very well, with no complaints from neighbors. Pitt hired an additional pumper truck and firemen to watch the homes along Boundary Street. Ron Leibow gave updates on several of the construction projects currently under way:

Chevron Science Center – work has now started on internal systems, design.

GSPH – Work on the addition should begin in March of 2011.

Bouquet Gardens – Still on track for August opening.

Benedum – Work continues on internal structures.

Olympic Sports Complex – Concrete work completed, construction fence will be pulled, cross walk striping will soon be completed and then finish internal details.

UPMC – Unveiling new logo/branding. UPMC will hold veterans programs at both Presby and Shadyside and their toy drive begins next week in conjunction with the County Homeless Initiative.

PAT – Fred Mergner has begun working on the 35% service cut versus the implementation of the TDP. Service cuts will begin March 13, 2011 if funding is not found. Cuts will begin for 550 PAT employees (mostly drivers/maintenance staff) and two garages will be closed.

CMU – Currently working on Craig Street improvements. CMU's 5th Avenue property will go before the Zoning Board on the 17th.

Oakland Business Improvement District
Meeting Minutes
Tuesday December 14, 2010

In Attendance:

Board: Mike Abriola, Carol Hurley, John Krolicki, Dan Lavelle, Ron Levick, Nick Pawlenko, Louise Cavanaugh Sciannameo, Eli Shorak, Andrea Sobel, Paul Supowitz, Rand Werrin, John Wilds and Barry Zwibel.

Board Guest: Linda D. Antonelli, Vice President, Magee-Womens Hospital of UPMC.

Staff: Georgia Petropoulos Muir, Alex Coyne and Mary Davidson.

In Absentia:

Board: Jeff Abramovitz, Lena Andrews, Joe Bettinger, David Gancy, Michael Glasser, Kim Graziani, Annemarie Hoffman, Jason Kambitsis, Jennifer Meccariello Layman, Larry Schiller, Florence Schwartz, Adrienne Walnoha, Lawrence Wechsler, and Wanda Wilson.

Note: Jeff Abramovitz provided board vote by proxy.

I. Guest Presentation

Linda D. Antonelli, Vice President of Magee-Womens Hospital of UPMC, presented the Magee-Womens Hospital of UPMC 2010 Campus Master Plan. Ms. Antonelli also presented the current project underway which is the ICU and Medical/ Surgical Expansion project to include 34,700 s.f. of new construction plus 6,800 s.f. of new equipment. The project is scheduled to begin construction April, 2011 with an anticipated completion by April, 2012. Ms. Antonelli provided the Board a color printed handout with photos, text and maps describing the project. A few questions that were asked include: 1) the hospital should consider removing Women from the name since it services men and women. Ms. Antonelli explained that name reflects the merger of two hospitals of which one hospital included women in the name. She thought the idea was good; and 2) Will there be traffic interruption during construction and Ms. Antonelli stated that there should not be interruption and if there was it would be at night and it would be temporary.

II. Business

A. Consent Agenda-Mike Abriola

MOTION: To approve the following Board documents:

- OBID Board Meeting Minutes, July, 2010 and October, 2010
- Committee Minutes: Marketing Committee and Innovation Oakland Committee
- OBID Board Vision and Mission
- Budget vs. Actual, October 31, 2010
- OBID Final Audit, 2009/08
- Executive Director's Report

Moved: Ron Levick. **Second:** John Wilds.

Approved: Unanimous (includes vote by Jeff Abramovitz provided by Proxy)

B. OBID Budget-Georgia Petropoulos Muir and Nick Pawlenko

Georgia Petropoulos Muir presented the proposed OBID 2011 Budget to the Board. There were various drafts that were reviewed by the Executive Committee (twice: October and November meeting) and by the Finance Committee (three times: October meeting and at two November meetings). Regarding the income section of the budget, the proposed budget is calling for an increase in both the millage rate for the assessments and the fair share contributions provided by the institutional members. One member stated he was not in favor of approving the millage increase at this time. Georgia reviewed the handout titled Summary of Income and Program Impact that complimented the Budget to explain the increase. The handout included a summary of 2010 Programs and Initiatives. a summary of OBID's income since inception (along with a descriptive chart of income from 1999-2010). The income items to note: a) the cost of OBID's services have increased annually; b) OBID's services have expanded including the creation of new services such as flower baskets and on going pressure washing service; c) since 1999, the OBID has raised the millage rate only once, in 2003 which went from 3.1 mills to 3.5 mills-the proposed increase for 2011 is 3.7 mills; d) the max cap rate for millage is 3.8 mills and if the Board wants an

increase to this cap rate they will need to organize a public hearing process in partnership with Pittsburgh City Council and the Mayors Office; e) due to successful fundraising, the OBID was able to rely on reserve funding annually to cover service costs and increases but the reserve funding is too low to cover future costs-the reserves are currently at about 20% and the Finance Committee is looking to increase the reserves back to 30% of annual budget; f) the highest assessments collected was in 2002 at \$284,276 and in 2011 the projected amount will be \$253,475; g) Assessment decrease was primarily due to property status changes to "exempt" and to a reduction in property value; and h) on average, each year the OBID does not collect approximately \$9,000 in assessments from owners that do not pay.

Regarding the Expense section, Georgia reviewed each section. The OBID plans to continue to provide critical services from Cleaning, to beautification to marketing and business development and outreach. One new item she has included in the budget is an explanation of OBID staff time committed to the various programs and initiatives. Georgia also explained that for 2011, the Innovation Oakland project will have separate budget for both income and expense related to the project (this was reflected in the proposed budget). The OBID Board will therefore review two budgets: one for OBID general operating and one for the Innovation Oakland project. The OBID will also be setting up a separate checking account for the Innovation Oakland project.

Georgia also noted that the increase in the millage rate will be met by an increase in the fair share contributions from both UPMC (\$15,000 increase) and by the University of Pittsburgh (\$9,000 increase). There is also a new category called in the income section of the budget called *Memberships* which will include Carnegie Mellon University. The creation of a Membership category is a good strategy for the OBID which will allow the inclusion of more Oakland based institutional members that are critical to the community and that, like CMU, do not own land in the BID but can become more involved (for example The Carnegie Museums and Phipps Conservatory). Andrea Sobel inquired about the opportunity for creating business memberships for the Craig Street business district community. There was dialogue around the idea that in future, Craig Street may also look to create a BID which could cover the memberships at that time.

Georgia asked for questions or comments. Rand and Barry asked about debt collection for members who have not paid. One suggestion was to go public with the names of these owners. Georgia stated that due to the sensitivity of the issue, the OBID presents the non payment names list to the Finance Committee and on occasion to the Executive Committee. After much discussion on this topic, it was agreed to not go public with the names but to present the non payment reports to the full Board. Georgia also explained that the OBID works with the City of Pittsburgh Department of Finance to have liens placed against the properties of owners who do not pay the BID assessment. On occasion there is usually a payoff to the OBID due to a bank refinance or to property sale. Georgia has already started looking into the idea of a third party debt collector. She has learned so far that the OBID lien portfolio may be too small for a debt collector but we increase our chance to sell off the liens if we partner with other BID in Pennsylvania that have similar lien portfolios.

MOTION: To approve the BID Assessment Millage rate increase to 3.7 mills.

Moved: Eli Shorak. **Second:** John Krolicki.

Approved: Unanimous.

MOTION: To approve the proposed 2011 OBID Budget

Moved: Ron Levick. **Second:** John Wilds.

Approved: Unanimous (includes vote by Jeff Abramovitz provided by Proxy).

B. Board Committee Elections-Mike Abriola

Georgia presented a ballot developed by the OBDI Nominating Committee to the board for review. She explained that all members listed had approved their interest to serve on the Committee and as Board officers and Chairs expect for two members who are listed but she was unable to get a response for interest (Kim Graziani and David Gancy). Georgia also noted that at any time a member can get involved with any of OBID's project committees. Regarding the OBID Board committees including Executive, Finance and Nominating, members can join with Board approval (note that Executive committee is restricted to nine members maximum).

MOTION: To approve the proposed 2011 Board Officers, Committee Chairs and Representatives.

Moved: Barry Zwibel. **Second:** John Wilds.

Approved: Unanimous.

