

V. PROJECTS DEMONSTRATING THE USE OF THE POLICIES AND TOOLS

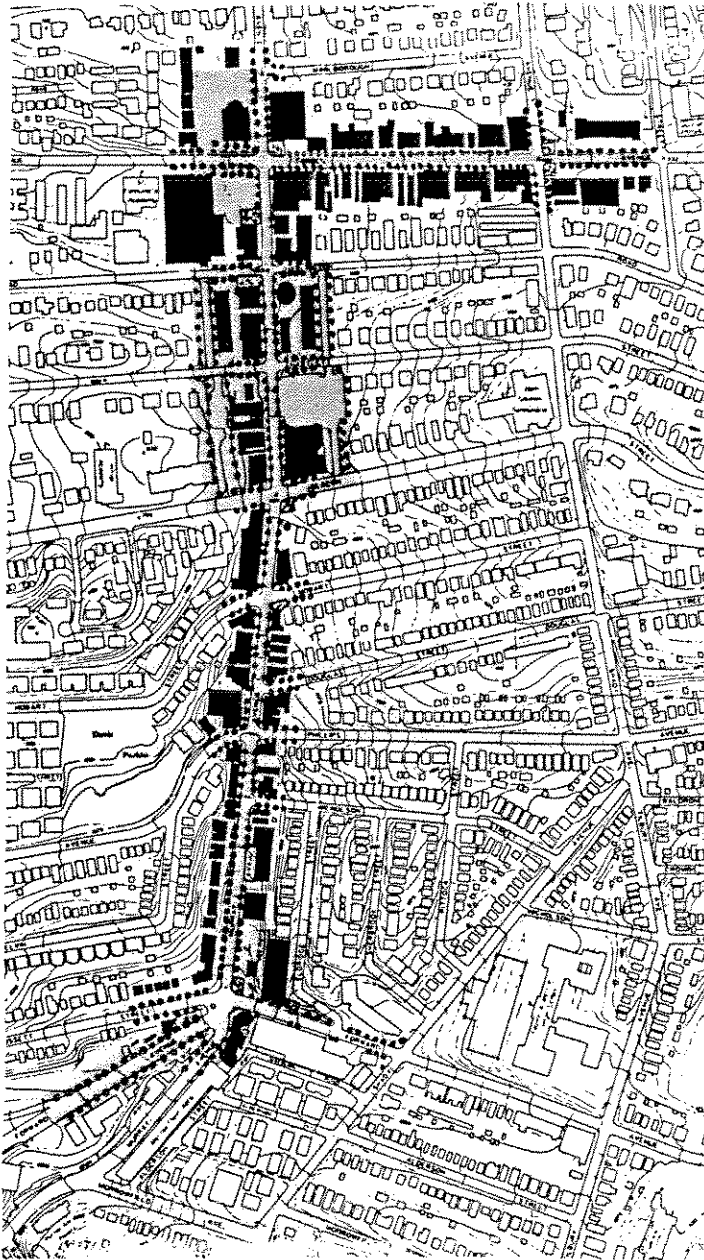
PROJECTS DEMONSTRATING THE USE OF THE POLICIES AND TOOLS

A number of sites in Squirrel Hill are being considered for development. Some of these are in the early stages of design, others are in the preliminary feasibility stage, and still others are not currently being considered for development, but are in sensitive locations. Each project demonstrates how one or more of the policies and tools can be used. They include projects in the retail area, in the neighborhoods, and on the periphery.

Core Projects

COMMERCIAL DISTRICT CONSERVATION

A phased program should be implemented for all shopping streets in the retail core. This could include programs encouraging property owners to rehabilitate storefronts according to design guidelines provided in the plan. New construction should also conform to the design guidelines.



Commercial District Conservation

V. PROJECTS DEMONSTRATING THE USE OF THE POLICIES AND TOOLS

1. FORBES/MURRAY STREETSCAPES

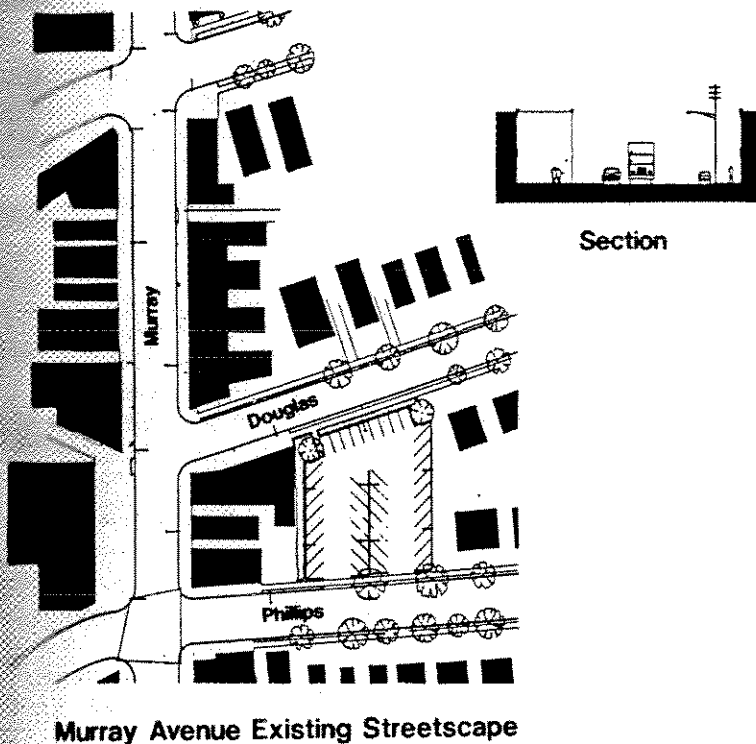
Squirrel Hill's retail core, particularly Murray Avenue, is not attractive. The sidewalk spaces are inadequate, poorly paved, and not landscaped. Many of the shop fronts have been poorly remodeled over the years. The result is a hodge-podge which is inappropriate as the center of such a community. Better maintenance of the stores is required of the shopkeepers, but the streets and sidewalks also need improvements to create a lively, attractive shopping environment. For instance, on Forbes, which instituted a tree-planting program several years ago, many gaps still exist but the trees that are there have done well and provide welcome shade on hot and sunny summer days. They also provide relief in an otherwise hard and sometimes harsh environment.

Forbes has adequate sidewalk width to accommodate the additional trees. Murray Avenue, in many places, is too narrow for tree planting. At certain mid-block areas and at all corners the sidewalks should be widened for trees and much needed benches and bus shelters. Widening the sidewalks at Murray's crosswalks would accomplish two objectives: shorter crosswalks for the elderly and areas where trees can be planted.

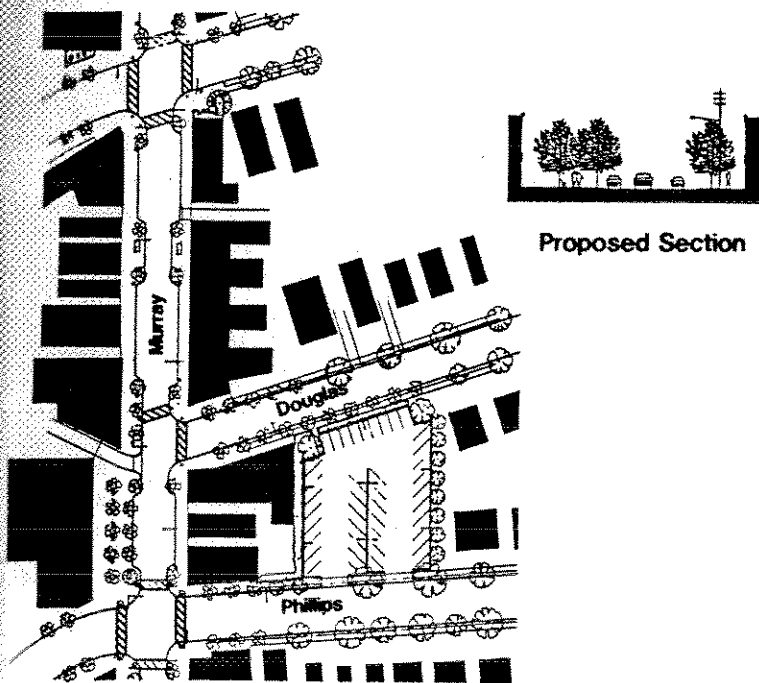
Areas where the sidewalks are wider, such as in front of the Born Building and in front of the commercial structure at Phillips and Murray, should become tree-planted plazas with benches, bus shelters, and possibly special street lighting.

The Commercial Guidelines encourage a 13 - 15 foot setback for future development on Murray Avenue. The setback established by the existing buildings on Forbes should be enforced.

Where the commercial properties turn corners and intrude into residential neighborhoods, trees should be planted as well. All parking lots, loading docks, and service alleys must be suitably buffered with vegetation as directed in the Design Guidelines.

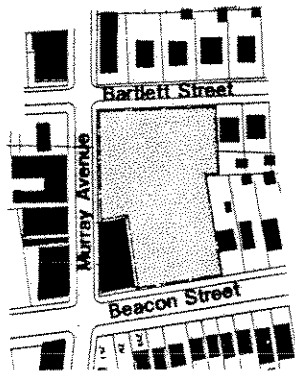


Murray Avenue Existing Streetscape



Murray Avenue Proposed Streetscape

V. PROJECTS DEMONSTRATING THE USE OF THE POLICIES AND TOOLS

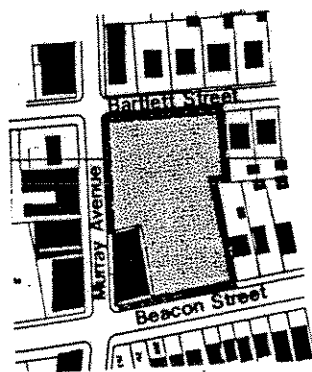


The Site

2. NEW GIANT EAGLE SITE ON MURRAY AVENUE BETWEEN BARTLETT AND BEACON STREETS

The present Giant Eagle site and adjacent properties along Murray Avenue and Beacon Street are currently being planned as a site for a larger Giant Eagle store, a parking garage and mixed retail use.

Both the retail stores and parking garage are appropriate uses for the site along Murray Avenue. However, Bartlett and Beacon Streets are predominately residential and the site design should respect the scale of neighborhood houses and provide substantial buffer space to mitigate the impact of a commercial use adjacent to residential use.



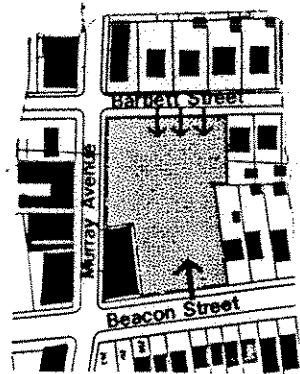
Setbacks

a. The Site

The site is indicated by a patterned tone. The site has frontage on three streets. Bartlett and Beacon are residential streets. Murray Avenue is a commercial street. The site dominates the corner of Murray Avenue and Bartlett Street.

b. Setbacks

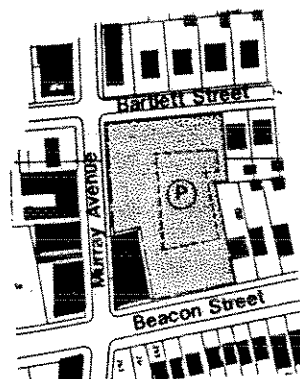
The setbacks are derived from adjacent structures of similar usage. A 15'-0" minimum buffer zone is located along the edge of the site adjacent to residential use. This should be heavily planted to form a screen. The setback on Murray should be 13'-0" minimum to establish larger sidewalks along Murray Avenue.



Access

c. Access

Commercial access to the property should be from Beacon Street. There can be minor access to the site from Bartlett Street. Large trucks and service vehicles should not be allowed to back out onto either Bartlett or Beacon Streets.



Parking

d. Parking

A parking lot on the site should be located behind the proposed buildings. Parking should not have street frontage. It should be screened by buffer yards and planted with trees.

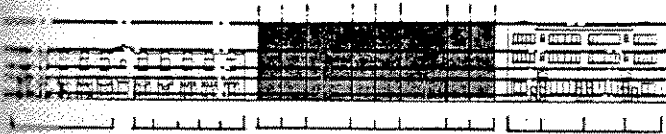
V. PROJECTS DEMONSTRATING THE USE OF THE POLICIES AND TOOLS



Massing on Bartlett

e. Massing

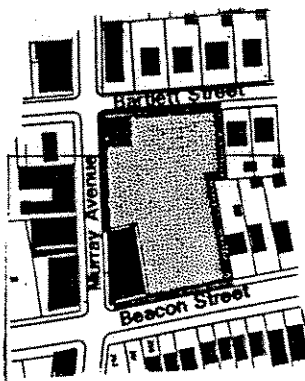
The massing of the building along Murray Avenue should relate to the predominate scale of adjacent commercial structures. The buildings scale should become more residential along Beacon and Bartlett Streets.



Articulation on Murray

f. Building Articulation

The façade of the building along Murray should be commercial in nature and express patterns and materials consistent with the proportions of adjacent structures. Recessed entries along Murray should be encouraged. The building façades along Beacon and Bartlett should not be blank walls and the scale of architectural elements should be sensitive to the residential neighborhood.



Special Features

g. Special Features

The corner of Murray Avenue and Bartlett Street should be built to a minimum 35'-0" height. It is important that the corner be built to the height of existing buildings in the area.

The square footage and bay width of the new retail along Murray Avenue should not exceed 35'-0". This will help to maintain the existing rhythm of the street and discourage an influx of chain stores.

V. PROJECTS DEMONSTRATING THE USE OF THE POLICIES AND TOOLS

3. FORBES AND MURRAY INTERSECTION

The parking lot around the Sixth Presbyterian Church on the northwest corner and the Gulf Station property on the southwest corner are currently being discussed for development. The intersection at Forbes and Murray is the heart of Squirrel Hill and the development of these two sites should reinforce and enhance that fact.

The Sixth Presbyterian site is adjacent to residential uses, while the Gulf station is adjacent to institutional and commercial uses. The developments should respect the scale of adjacent uses and provide public open space in character with both Forbes and Murray.

The most appropriate uses for the Sixth Presbyterian site would be residential, in scale with adjacent residential and church uses. The Gulf Station site is appropriate for retail, office, institutional, and public uses. A change to AP Zoning would give the community maximum control over development on each of these sites.

There was strong support in the planning process for well-landscaped public open space in these locations.

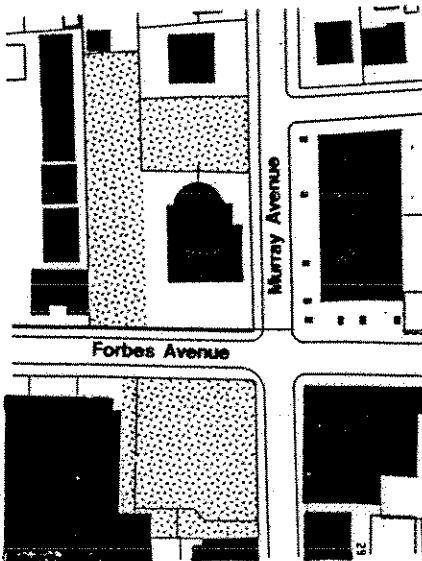
The following diagrams illustrate the method recommended in the design guidelines for both sites:

a. The Sites

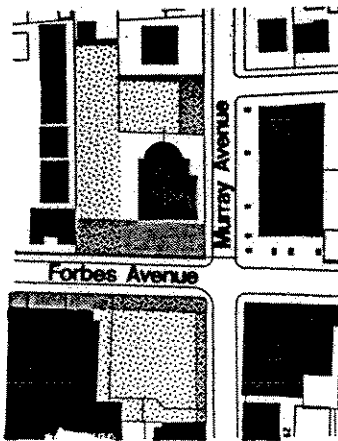
The sites are indicated in a patterned tone to illustrate their relationships to adjacent uses. The L-shaped, Sixth Presbyterian site has frontage on both Forbes and Murray. The nearly square Gulf station site dominates the corner.

b. Setbacks

The setbacks are derived from adjacent structures. The Sixth Presbyterian Church itself has an ample front lawn which should be extended in front of the building site. The Murray Avenue setback is determined by adjacent residential buildings. The Gulf station property should have a setback on Forbes in alignment with the JCC, but the Murray Avenue frontage should have a 15 foot setback from the street in an effort to widen the Murray Avenue sidewalks.



The Site

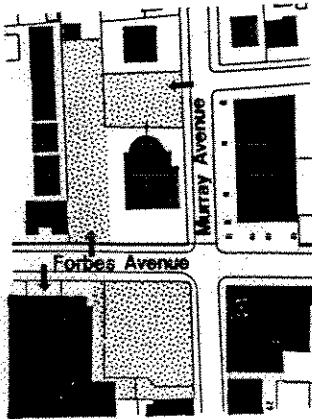


Setbacks

V. PROJECTS DEMONSTRATING THE USE OF THE POLICIES AND TOOLS

c. Access

Access to Sixth Presbyterian Church property can be from either Forbes or Murray or both, since there is ample distance from the corners.

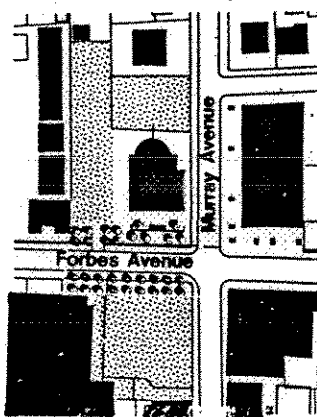


Access

The Gulf station site should limit parking access to the present entrance of the JCC. It is preferred not to have vehicular access from Murray Avenue other than a service alley to the rear of the property.

d. Massing

The massing for the buildings on the Sixth Presbyterian site should be related to the adjacent residential building on Murray. As indicated, this would be limited to three or four stories depending on the height of floors. It should not overshadow the church, which is an important landmark.

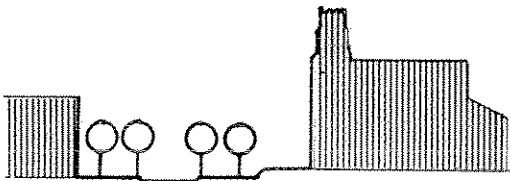


Special Features

Massing on the Gulf station property should be limited to three stories above grade, both to conform to zoning and to relate to the adjacent JCC building. Consideration should be given to an additional floor if the building adheres to the 15 foot set back recommended for Murray Avenue.

e. Building Articulation

The façades of buildings on the Murray Avenue part of the Sixth Presbyterian site should relate to the adjacent large house, in terms of articulation and fenestration. The Forbes Avenue frontage of the Gulf station site should be related to the JCC, be "civic" in scale, and should create a landmark element on the corner. The Murray Avenue frontage should reflect the retail character at the ground floor and have appropriately scaled windows on the upper floors.



Section: Forbes Avenue

Materials should be a form of masonry on both properties, in colors consistent with Squirrel Hill buildings.

V. PROJECTS DEMONSTRATING THE USE OF THE POLICIES AND TOOLS

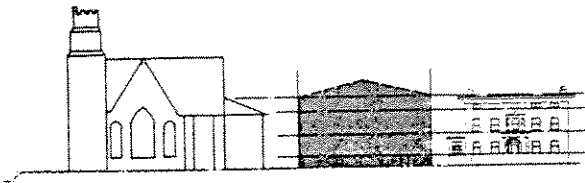
f. Special Features

The Forbes setbacks on both properties should be paved and landscaped to create the public open space or plaza vital to reinforcing this corner's role as the heart of Squirrel Hill.

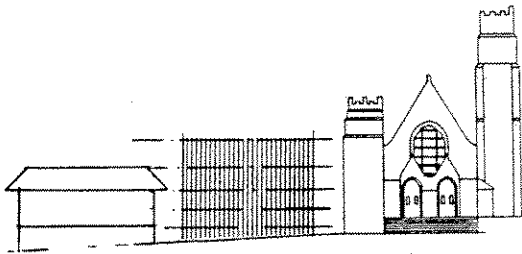
g. Future Efforts Should Include:

Planters and benches at the base of the Library columns.

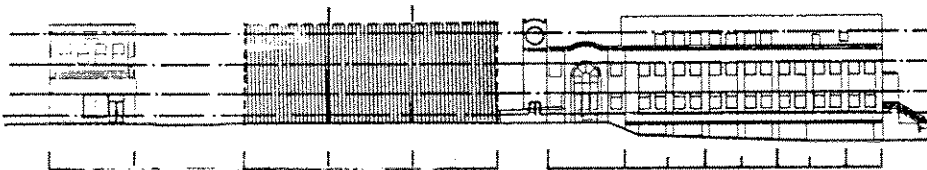
Removal of the large Prudential sign on corner of Forbes and Murray. A recessed corner entrance to the building would improve the corner as well.



**Massing on Murray
Sixth Presbyterian Site**



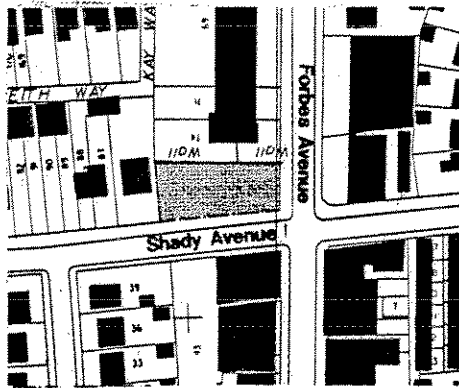
**Massing on Forbes
Sixth Presbyterian Site**



**Articulation on Forbes
Gulf Station Site**

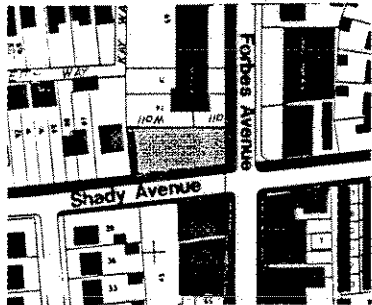
V. PROJECTS DEMONSTRATING THE USE OF THE POLICIES AND TOOLS

4. EXXON PROPERTY: CORNER OF FORBES AND SHADY



Site

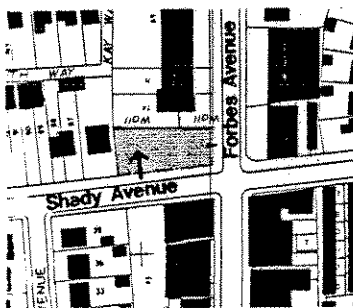
The Exxon station property at the corner of Shady and Murray Avenues is a highly visible location in the "heart" of Squirrel Hill. Because service stations have been disappearing from similar sites, and because the plan advocates alternative uses for corner sites, an analysis of potential development opportunities is presented. The site is located at a corner where residential use on Shady meets commercial use on Forbes and the development should address this dual nature. AP Zoning is recommended for the site.



Setbacks

a. The Site

The site is indicated in a patterned tone to illustrate its relationship to adjacent uses. The Forbes Avenue frontage should be commercial because it is adjacent to commercial use and large scale residential. Commercial use also exists on the other side of Forbes. Shady Avenue is residential and the development on the Shady Avenue frontage should be residential.

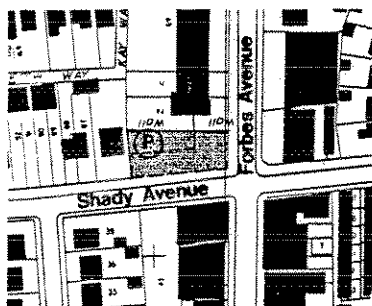


Access

b. Setbacks

The setbacks are derived from the predominant patterns established on adjacent streets. Therefore, the setback on Forbes is determined not by the Wendy's Building or Maxon Towers, but by the continuous, constant setback on Forbes between Shady and Murray.

The setback on Shady is determined by a comparison of the setbacks on the other three corner sites.



Parking

c. Access

Access to the site can occur from Shady and Forbes but Forbes is more appropriate for major access.

If parking is necessary for development, it should be to the rear of the site screened by buildings. A buffer should be established between parking and the adjacent sites.

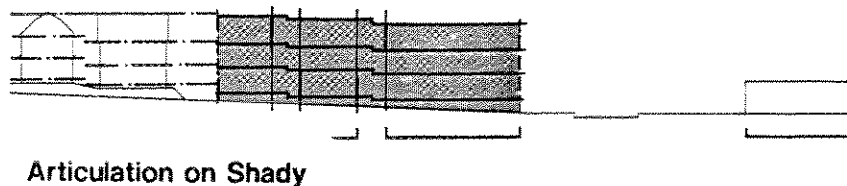
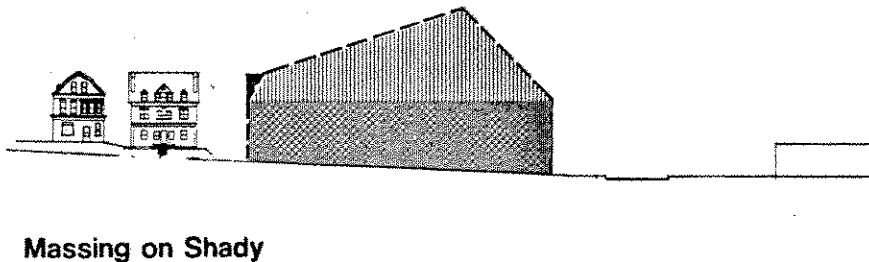
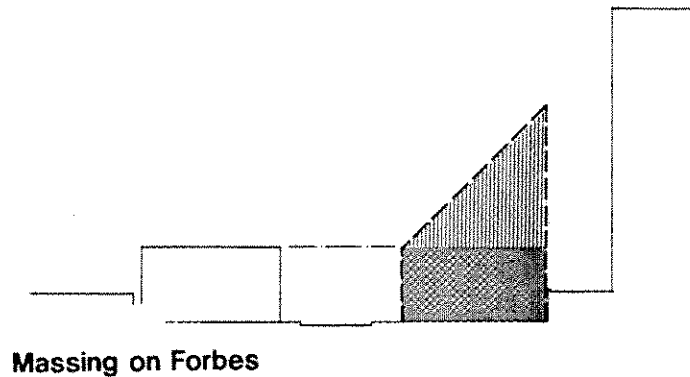
V. PROJECTS DEMONSTRATING THE USE OF THE POLICIES AND TOOLS

d. Massing

The massing of the building should respond to its corner location and be a minimum 35'-0" high at the corner. Because Maxon Towers is a high rise, a new structure on Forbes may be taller than many of the existing buildings in the area without creating a negative impact. The building height should be limited where it is adjacent to residential uses.

e. Building Articulation

The façades of the building or buildings should reflect their own use and adjacent uses. The residential portion of the site along Shady should express the patterns of adjacent residential use. However, the portion of the site opposite the Wendy's Building may be more commercial in nature.



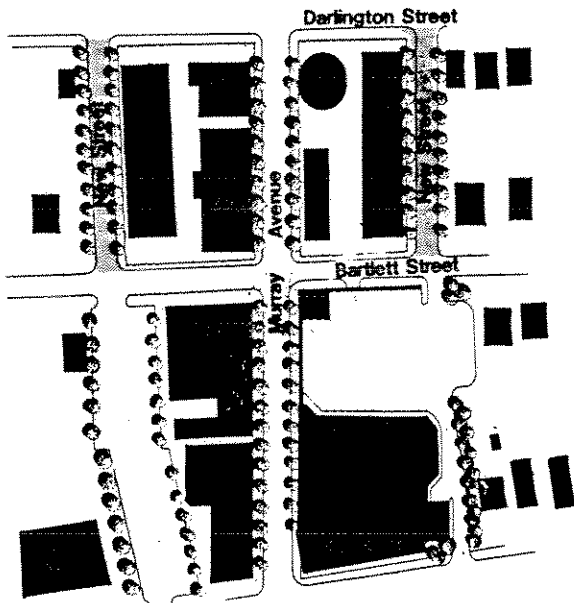
V. PROJECTS DEMONSTRATING THE USE OF THE POLICIES AND TOOLS

5. MURRAY RENEWAL

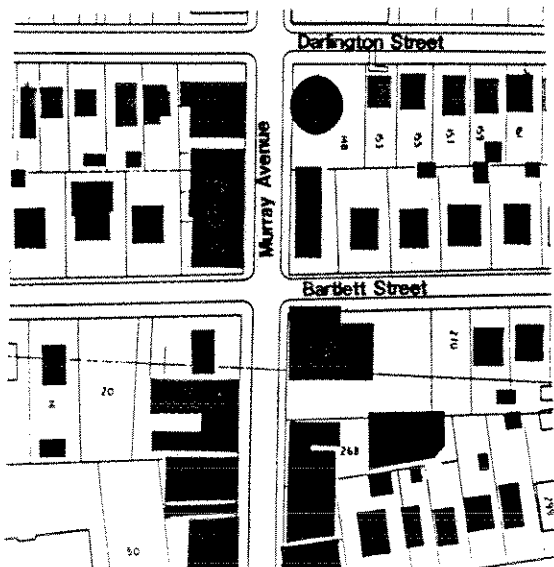
The proposed design requires the construction of two new streets running parallel to Murray Avenue between Darlington and Bartlett Streets. One new street is located to the west of Murray, the other is located to the east.

The proposal responds to a number of conditions in the area:

- The addition of two new streets would help to alleviate some of the traffic congestion in the area. The eastern street will be especially useful in easing traffic flow when the new Giant Eagle store and parking lots are completed.
- The new streets will create development opportunities and sites for the construction of high density housing, a need which is implied by the illegal conversions of many area houses to apartments. The centralized location adjacent to the commercial district and bus stops makes this an ideal location for elderly and student housing.
- The two new streets will provide a much needed buffer between the commercial use on Murray and the residential use on Darlington and Bartlett. One of the areas for concern in Squirrel Hill is the neighborhood between Murray and Shady Avenues. It suffers from the relationship of a commercial street running perpendicular to a series of residential streets. The short blocks and many intersections between Murray and the residential streets result in poorly defined edges and creeping commercialism on the residential streets. High density residential located on the proposed streets will provide a clear transition from commercial to residential.



Proposed Plan



Existing Plan

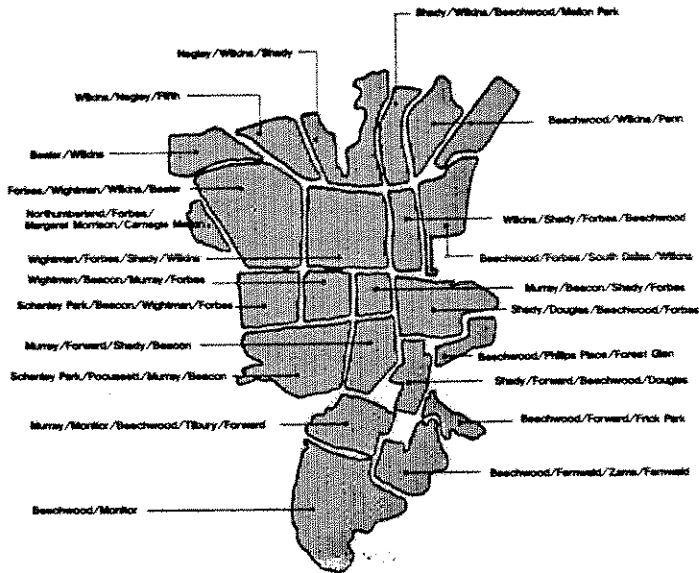
V. PROJECTS DEMONSTRATING THE USE OF THE POLICIES AND TOOLS

Neighborhood Projects

NEIGHBORHOOD CONSERVATION

The most detailed part of the Analysis Section of the plan consists of a series of portraits of individual neighborhoods. These portraits identify a series of problems, such as code violations; zoning violations; missing trees; deteriorated buildings; and land use conflicts. The plan recommends a program of residential conservation. The Coalition should support neighborhood based groups in an effort to correct these problems by finding appropriate public support.

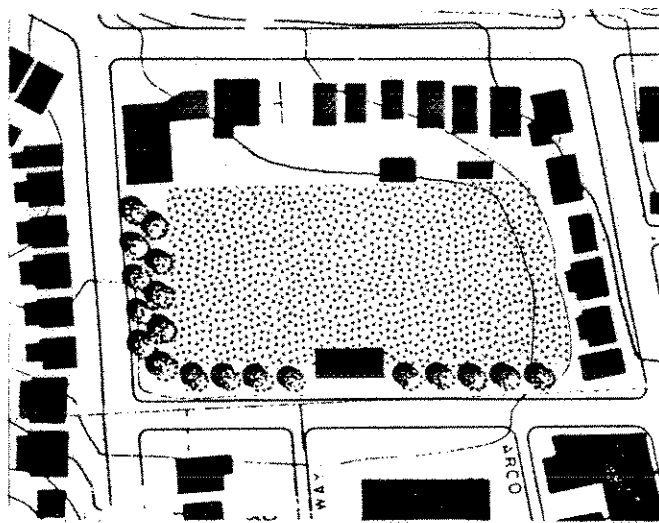
(See Appendix for analysis of specific neighborhoods.)



Squirrel Hill Neighborhoods

6. WIGHTMAN COMMUNITY FIELD

The plan proposes 20 feet of sloping land-fill at the Wightman Street edge of Wightman Park. The plan's purpose is to provide a street level edge to the park which can be planted with trees and provide an area for sitting and walking as well as a good vantage point for viewing ball games. The planted strip will allow a greater variety of outdoor activities, create an attractive tree-planted street edge along Wightman Street, and make the park an accessible extension of the neighborhood.



Proposed Plan

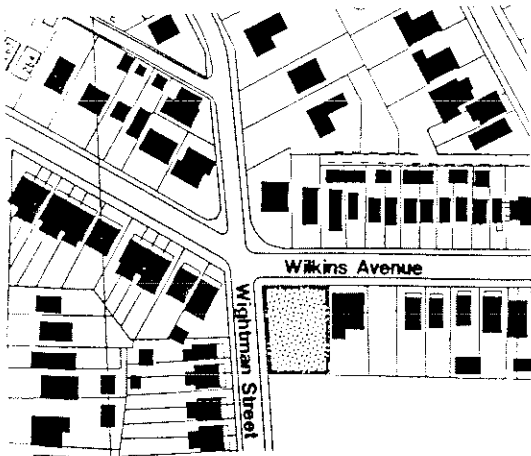


Existing Section



Proposed Section

V. PROJECTS DEMONSTRATING THE USE OF THE POLICIES AND TOOLS

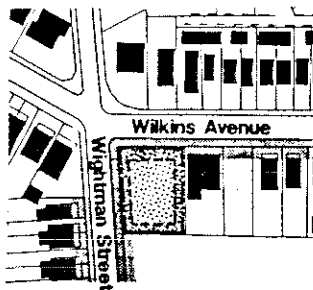


The Site

7. MERGE MOTORS PROPERTY: WILKINS AVENUE AND WIGHTMAN STREET

The Merge Motors site is currently being considered for development. Although the adjacent streets are predominantly residential, the intended retail use does not pose a major problem. The former use, a service station, the existing adjacent restaurant and public park, and the location of the site on a major artery diminish the negative impact a commercial use can have on a residential site.

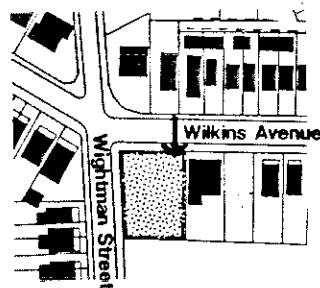
The following diagrams illustrate the method recommended in the design guidelines:



Setbacks

a. The Site

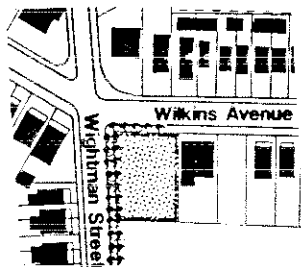
The site is indicated in a patterned tone to indicate its relationship to adjacent uses. The site has frontage on Wilkins Avenue and Wightman Street. The corner is on axis with Wilkins Avenue.



Access

b. Setbacks

The setback along Wilkins is determined by the average setback of adjacent buildings. The setback along Wightman responds to the setback of the houses on the other side of the street. The adjacent use on Wightman is a park. Buffer yards are of particular importance when a commercial building is located in a residential neighborhood. Two rows of trees along Wightman will mitigate the impact.

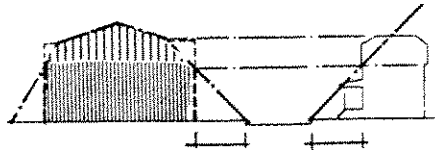


Planting Buffer

c. Access

Existing access to the site from Wilkins Avenue should be maintained. Wilkins is a major artery in Squirrel Hill. Parking should be located to the rear of the site and screened from adjacent uses.

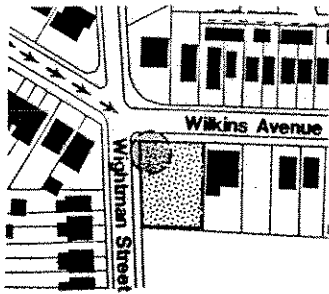
V. PROJECTS DEMONSTRATING THE USE OF THE POLICIES AND TOOLS



Massing

d. Massing

The massing of the buildings should relate to that of the majority of buildings in the immediate context. The massing of the adjacent commercial building is inappropriate to the site and should not be used as a guideline.



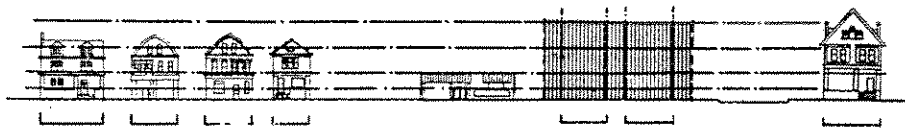
Special Feature

e. Building Articulation

The façades along Wilkins and Wightman should relate to the existing residential buildings. The design should reflect the existing patterns and proportions of the nearby streets. This can be achieved in a number of ways, such as roof forms, glazing patterns, architectural elements, and the type of materials used. Large blank walls or continuous bands and walls of glazing are inappropriate to the site.

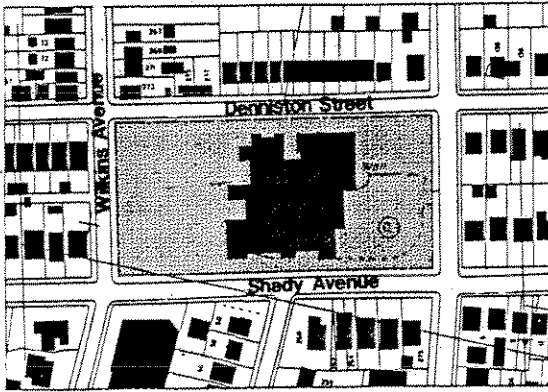
f. Special Features

The corner location, on axis with Wilkins Avenue, is an important design consideration. The design should recognize the distinction through appropriate architecture or an open space plaza.



Articulation on Wilkins

V. PROJECTS DEMONSTRATING THE USE OF THE POLICIES AND TOOLS



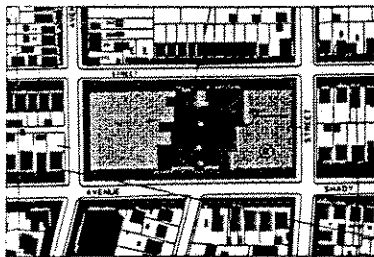
The Site

8. REHABILITATION INSTITUTE: SHADY, NORTHUMBERLAND, DENNISTON, AND WILKINS

The Rehabilitation Institute located on Shady Avenue is currently planning for expansion. The Institute has acquired the adjacent residential properties along Shady, Wilkins and Denniston, and is proposing an addition on the site which includes a parking garage and a health care facility. The addition is located to the northwest of the existing building.

As the site is located in a predominantly stable residential neighborhood, it is important that the development respond to the character of the area and the concerns of the residents.

The following diagrams illustrate the method recommended in the design guidelines.



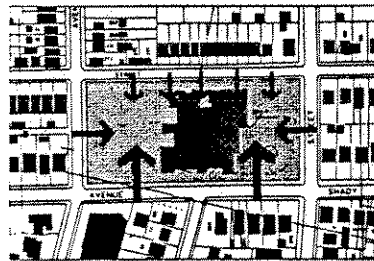
Setbacks

a. The Site

The site is indicated in a tone to illustrate its relationship to adjacent uses. The existing Rehabilitation Institute is the large mass in the center of the site.

b. Setbacks

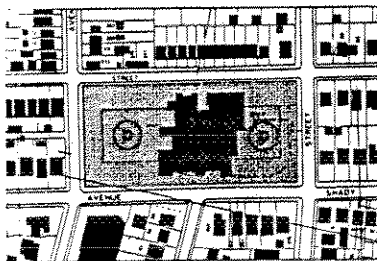
The setbacks are derived from adjacent structures. The setbacks along Denniston Street and Shady Avenue are large because they are adjacent to and across from front yards. The setbacks along Northumberland Street and Wilkins Avenue are smaller because they are side yard conditions.



Access

c. Access

Access from Wilkins and Shady Avenues is recommended. Shady Avenue is most appropriate for public access to the site. Access from a small residential street like Denniston should be avoided for it was not designed to handle heavy traffic flow. Parking lots should not be located along street edges. If they are visible from the road they should be planted and screened from view as demonstrated by the existing lot.



Parking

V. PROJECTS DEMONSTRATING THE USE OF THE POLICIES AND TOOLS

d. Massing

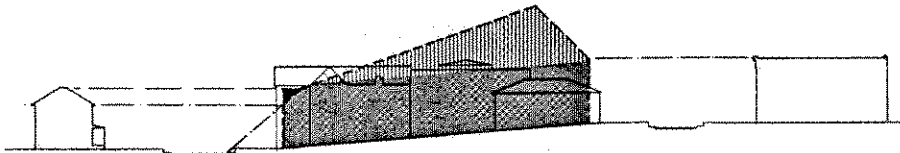
The massing of the building should respond to the residential nature of the site and the different physical characteristics of the adjacent streets. An analysis of the site with regard to adjacent building heights and setbacks suggests that the massing of the buildings on Shady Avenue can be greater than the massing on Denniston Street.

e. Building Articulation

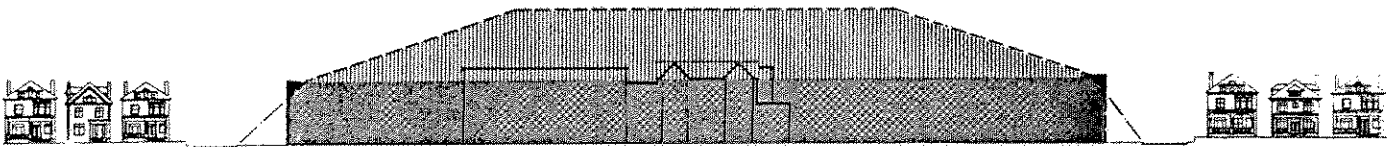
The articulation of the building should respond to the scale and patterns of the existing houses. Architectural elements such as porches, dormers, and roof styles should be considered in the design of the addition.

f. Special Features

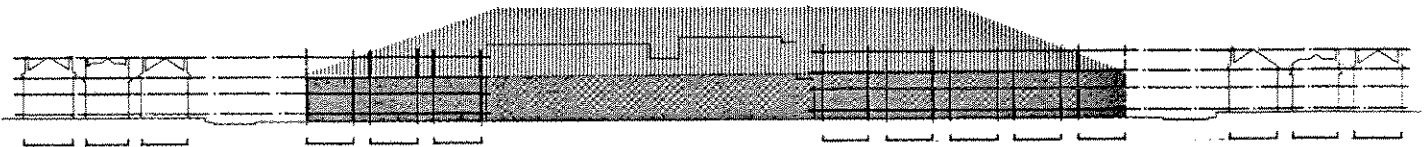
Memo of Understanding - The Squirrel Hill Urban Coalition should encourage the establishment of a written document between the Institution and the community similar to the Carnegie Mellon Memo of Understanding. (See Appendix)



Massing on Wilkins



Massing on Denniston



Articulation on Denniston

V. PROJECTS DEMONSTRATING THE USE OF THE POLICIES AND TOOLS

9. ST. PHILOMENA'S SCHOOL: BEECHWOOD BLVD. AND FORWARD AVE.

St. Philomena's property is a potential development site because of the recent school closure. The site is located in a residential neighborhood, but within walking distance of Squirrel Hill's commercial center, Frick Park, and two public schools, Allerdice and Colfax.

These factors and the perceived need for new housing in Squirrel Hill strongly support some type of residential development for the site. An educational or institutional use would also be appropriate.

a. The Site

The site is indicated in a patterned tone to illustrate its location and relationship to adjacent uses. The existing large building on the site is a church and school, the smaller building is church-related. The site occupies more than half a block. If the existing buildings remain, the streets where development can occur are Beechwood Boulevard (which wraps two sides of the site) and Forward Avenue.

b. Setbacks

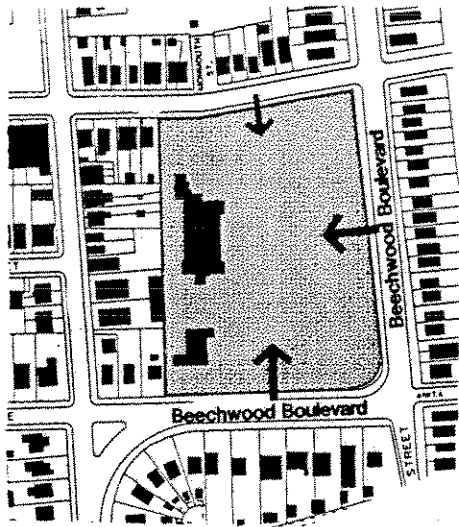
The setbacks on the site are determined by the adjacent setbacks. The setbacks along Beechwood Boulevard at the southern edge of the site are determined by the gracious lawns opposite the site. Beechwood Boulevard is a major artery running through Squirrel Hill and the setbacks, on this boulevard should be larger than the adjacent setbacks on Morrowfield Avenue and Anita Avenue.

c. Access

Major access to the site should occur from Beechwood Boulevard. Secondary access or individual driveways are appropriate along Forward Avenue.

If the development of the site should require large parking areas, they must be located off the street and behind the new structures. Parking can be located next to the church but a 15'-0" planted buffer strip should be incorporated into the design.

V. PROJECTS DEMONSTRATING THE USE OF THE POLICIES AND TOOLS



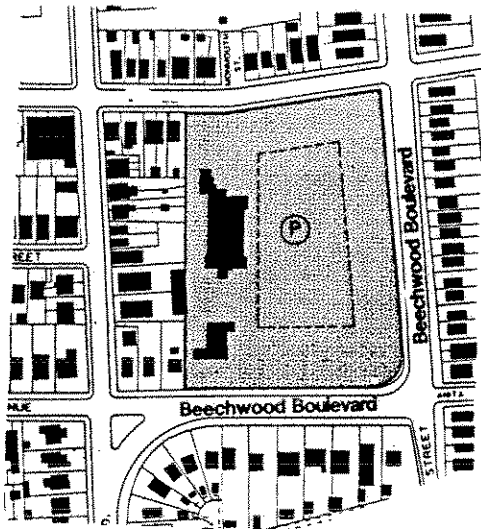
Access

d. Massing

The scale of the buildings should reflect the existing residential scale surrounding the site. Larger buildings should be located on the southern edge of the site in response to the larger houses located opposite the site. The site is located on a hill and this might allow for the construction of buildings taller than the 35'-0" limit at the lower end of the hill.

e. Building Articulation

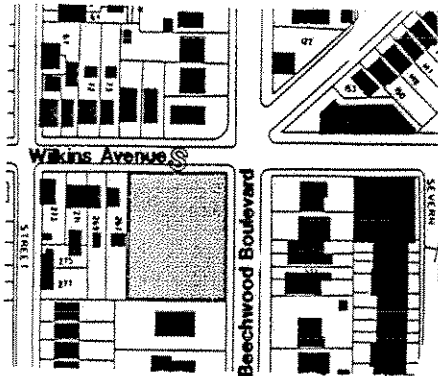
The patterns and architectural elements of the new structures should reflect those of the neighborhood and adjacent structures. If the development is not for single-family detached houses but larger buildings with long façades, it will be important to establish rhythms and patterns on the façades similar to those found on the opposite or adjacent streets. The three sides of the site with street frontage should be considered as locations for building frontage. There are no side yards adjacent to, or across from the site along these streets.



Parking

V. PROJECTS DEMONSTRATING THE USE OF THE POLICIES AND TOOLS

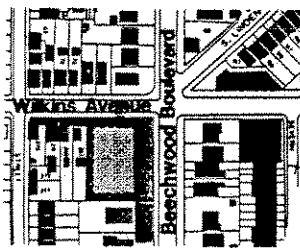
10. DARLINGTON NURSERY AT BEECHWOOD AND WILKINS AND WILKINS



The Site

Darlington Nursery occupies a large site at the corner of Beechwood and Wilkins. The Nursery is a popular and successful addition to a residential neighborhood. However, there is the possibility that the site may become a development parcel in the future. If this does occur, the primarily residential nature and zoning of the adjacent properties, its location on Beechwood Boulevard, an important residential street, and the need for housing in Squirrel Hill indicate that residential use would be the desired type of development.

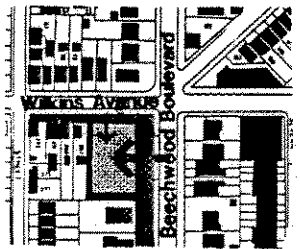
The following diagrams illustrate the method recommended in the design guidelines:



Setbacks

a. The Site

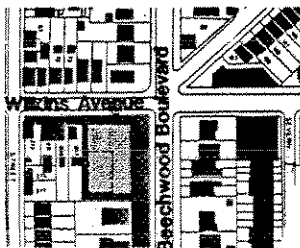
The site is indicated in a patterned tone to illustrate its relationship to adjacent uses. The rectangular corner site has frontage on Beechwood Boulevard and Wilkins Avenue, which are two of the major arteries in Squirrel Hill.



Access

b. Setbacks

The setbacks are derived from the setbacks on adjacent streets. The setbacks on Beechwood Boulevard are significantly greater than those on Wilkins.



Parking

c. Access

If needed, primary or public access to the site should be from Beechwood Boulevard. Private driveways would be appropriate for Wilkins Avenue. If a parking lot is required for the development, it should be located at the rear corner of the site behind buildings and screened from the adjacent residential area by planted buffer yards.

V. PROJECTS DEMONSTRATING THE USE OF THE POLICIES AND TOOLS

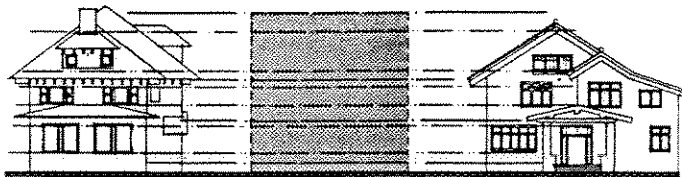


a. Beechwood Boulevard



b. Wilkins Boulevard

Massing and Street Rhythm



Building Articulation

d. Massing

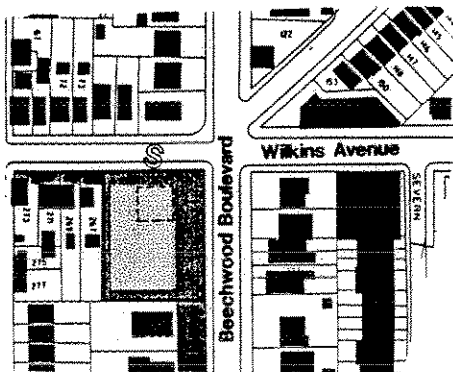
The massing should reflect the scale of the surrounding structures. Large houses or a building with massing similar in scale to a large house would be suitable for the Beechwood Boulevard frontage.

e. Building Articulation

The articulation of the façades should be determined by examining the surrounding architecture and establishing guidelines for windows, eave height, porch location, and other similar common elements. The articulation and rhythm of the Wilkins and Beechwood façades should be different, because the patterns established by the existing houses on these two streets are different.

f. Special Features

The corner of the site should be given special consideration. A building located on the corner should front Beechwood Boulevard.



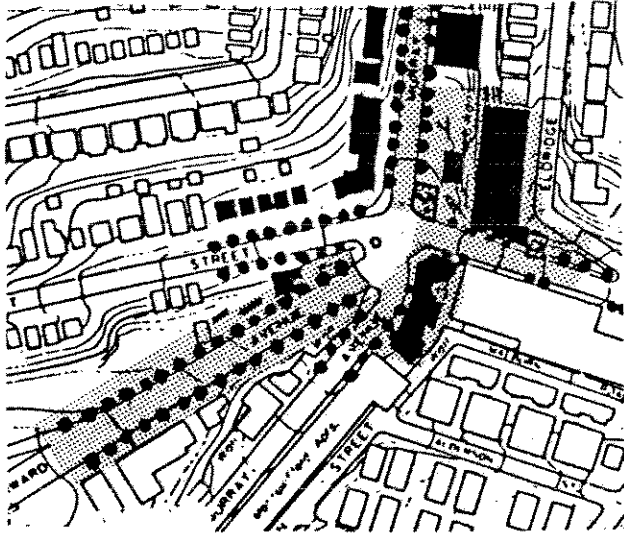
Special Features

V. PROJECTS DEMONSTRATING THE USE OF THE POLICIES AND TOOLS

Perimeter Projects

11. FORWARD RENEWAL

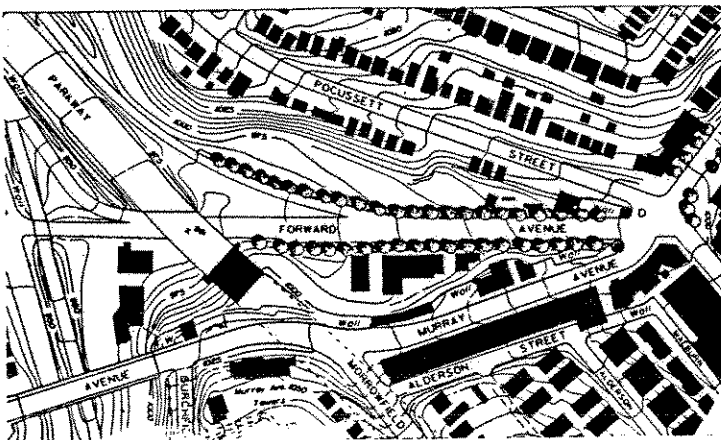
The Forward/Murray portal should be a second renewal area. A comprehensive approach would involve acquisition of some properties to provide better road configuration and sites for new multi-use structures. Additional retail, residential and office uses would establish this area as an important center of activity in the geographic center of Squirrel Hill. Improvements to the Forward Portal would be an integral part of this areas redevelopment.



Forward Renewal

12. FORWARD AVENUE PORTAL

The intersection of Murray Avenue with Forward Avenue, Pocusset Street and the Parkway entrance forms one of the most important gateways to Squirrel Hill. Unfortunately, it is also the least attractive. The plan proposes a landscape design solution in the form of a double row of tall trees on earthen berms which flank the entrance from the Parkway. At the intersection a structure or structures should be designed to act as a focal point at the end of the tree-lined axis and to serve as an entrance to Squirrel Hill.



Forward Avenue Portal

V. PROJECTS DEMONSTRATING THE USE OF THE POLICIES AND TOOLS

13. NINE MILE RUN

The Nine Mile Run study area is the only remaining large tract of undeveloped land in the city of Pittsburgh between the Allegheny and Monongahela Rivers. Located between Squirrel Hill and the Monongahela River, the site provides development opportunities on approximately 116 acres of land, which will have a considerable impact on Squirrel Hill's future. Therefore, any development activity will be of vital interest to Squirrel Hill residents. Their ability to act with a common purpose can help ensure that Nine Mile Run becomes an asset to their community.

Currently, the area consists of a massive land fill and a network of wooded and barren slopes.

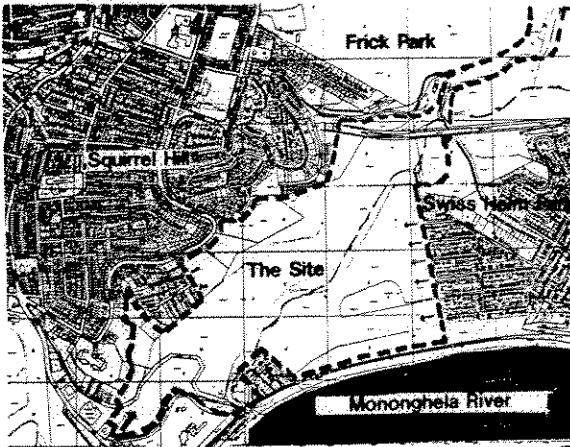
The plan proposes the development of (a.) housing and office research and development (not retail) use and (b.) a linear public park which would link Frick Park to the Monongahela River. Development of the site will integrate Riverview Center for Seniors into the community.

a. Housing and Commercial Use

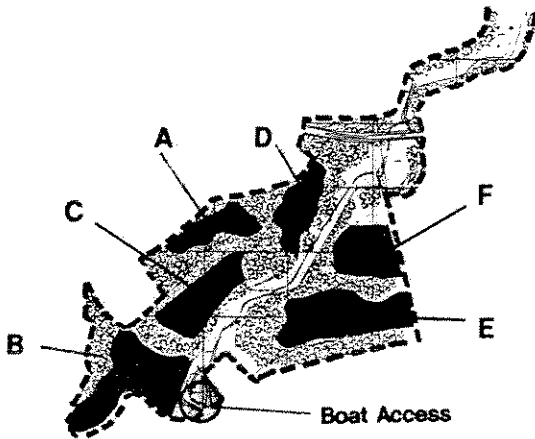
A 1982 study by the City of Pittsburgh, Department of Planning, titled "Nine Mile Run Development Proposal," determined six parcels of land suitable for development purposes. Diagram B illustrates six sites which the study deemed buildable.

Site A	12 acres	Site D	20 acres
Site B	27 acres	Site E	14 acres
Site C	18 acres	Site F	25 acres

- Sites A, B, C, and D are located on the Squirrel Hill side of Nine Mile Run. Sites E and F are adjacent to Swisshelm Park and should be developed as extensions to that existing neighborhood.
- Sites A, D, E, and F should be developed as single family detached residential with a 6 - 7 dwelling units/acre ratio.
- Site C should be developed as townhouse apartments with a 12 dwelling units/acre ratio.
- Site B, because of its proximity to Browns Hill Road, should be developed at a higher density of 20 dwelling units/acre.



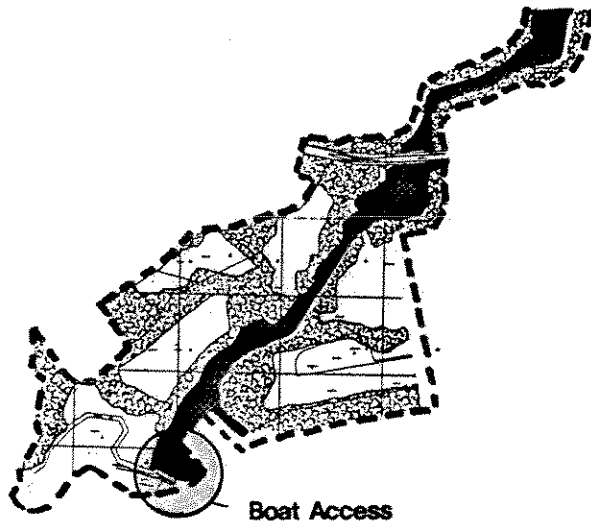
Nine Mile Run Site



Development Parcels

V. PROJECTS DEMONSTRATING THE USE OF THE POLICIES AND TOOLS

- The land along Nine Mile Run should be left as open green space and developed as a park linking the Monongahela River and Frick Park with a running and biking trail.
- The proximity of Squirrel Hill's shopping area and a new shopping center in Swissvale are strong factors against a large retail development on the site.
- Access points/traffic issues will be critical to the successful development of the site. A study should be done.
- A marketing study should be made of the site to determine the best types of development. Community involvement will be important.
- Site Lines: Views of the Monongahela River from Beechwood Boulevard and the development sites should be protected by height restriction guidelines.
- Parkway Extension to Second Avenue: The possibility of a Parkway extension linking I 376 to Second Avenue was discussed. Residents of Squirrel Hill and Swisshelm Park are opposed to the plan. The recommendation is that it would be detrimental to the site.



Nine Mile Run Park

b. Linear Park

The plan's proposal for the development of Nine Mile Run includes a linear park which runs parallel to Nine Mile Run and links Frick Park to the Monongahela River. The park would be ideal for recreational activities such as biking, jogging, and hiking. Development of the area should include a paved bikeway as an extension of the existing bike lane. Development of the park should be done in conjunction with the City's proposal for boat and pedestrian access to the river, which is outlined in "The Plan for the Pittsburgh Riverfronts".

VI. IMPLEMENTATION

IMPLEMENTATION

This plan has been endorsed by the Board of the Squirrel Hill Urban Coalition and the Coalition intends to use it as a guide for action by the Coalition and the Community over the course of the next twenty years. Its implementation is dependent on the efforts of the Coalition and its members to enlist cooperation and support from the City and from institutions and individuals interested in development.

One suggested vehicle for the process is to establish a Squirrel Hill Task Force modelled on the Oakland Task Force. Membership would include members of each relevant City Department and members of the Coalition. It would meet regularly to review an agenda that would be prepared by the Coalition and its committees. It would provide a forum for communication between the agencies and the community as issues develop.

The Coalition should establish a committee structure based on the categories of recommendation in the plan. Each of these types of recommendation raises different implementation issues, whether it be funding or enforcement.

Special Tax Assessment District

A new source of financing is the creation of a special assessment district. This requires additional discussion between the City and the Community. It permits the Community to assess itself, with the City overseeing the funds raised to a predetermined limit. The total pool of funds would then be allocated annually to finance public improvements as proposed in this plan. This approach would demonstrate the willingness of the Community to make an extra effort. It also asks the City to recognize that Squirrel Hill is the major community contributor to the City's annual budget. In short, Squirrel Hill is an area worth preserving as called for in this plan.

VI. IMPLEMENTATION

Zoning and Land Use

A committee to work with the Department of City Planning should review the recommendations for changing zoning at Nine Mile Run and the implementation of an overlay district for the retail core area. Both of these require action by the Planning Commission and City Council, which in turn would require broad community support.

Enforcement of current zoning is a constant problem. The committee could identify areas with violations and suggest a zoning "SWAT" team approach to the task force in those areas.

Traffic and Parking

The key recommendations should be reviewed by the task force, perhaps with a committee of the Coalition. The most radical change is in the Murray Avenue core area and would involve several City departments. The Task Force could act as the Liaison with Port Authority Transit for the suggested bus route change.

Open Space

Open space improvements require public funding or a combination of public funding and private support. Several options have been discussed for the streetscape program. First, a committee should be created to establish priorities for this program. The streetscape program could be phased in small increments, and the Task Force could attempt to obtain annual expenditures in the City's Capital Budget to gradually implement the program. The same approach could be applied to park construction.

Additional funds through Community Development Block Grants and foundation support should be explored by the Task Force.

VI. IMPLEMENTATION

Design Guidelines

Design Guidelines are not easily enforced by law in the same way zoning can be enforced. They need to be a basis for consensus in the planning process rather than mandated. The process requires meeting with developers and institutions interested in developing properties early in their program in order to avoid confrontation. For each project a committee should be established to provide continuity for citizen participation.

Design guidelines can be an effective way of realizing major improvement in the current market. It appears that new medical office space is needed in Squirrel Hill. There is a market for it and developers will be able to build profitable development. The design guidelines should reflect the Plan's goals of encouraging residential uses in the retail core, creating appropriate open space, and promoting appropriate architecture. The Coalition should consider density and height bonuses for conforming to guidelines. For example, in exchange for providing housing, new buildings in the center of Squirrel Hill could exceed current height limitations.

Social Issues

The planning process raised a wide range of social issues. Although the focus of the plan is on the physical form of the community, there are a series of recommendations which respond to those issues.

The creation of better open space, in the Shopping District Streetscapes (2), particularly in the Forbes Murray core area will provide more opportunities for interaction among different groups. Constructing more housing for elderly citizens and encouraging the development of health care facilities in the retail core at the Forbes and Murray Intersection (5) and the Murray Renewal Area (7) will further enhance it as a social center as well as address the problems of Squirrel Hill's large and growing elderly population.

Another site, St. Philomena's School (12), has also been proposed as a potential site for elderly housing and open space.

The loss of small merchants to chain stores should be discouraged through a variety of means including the consideration of a zoning policy that limits the size of retail tenants and policies for assisting small merchants in property improvements.

VI. IMPLEMENTATION

The Plan's concept of "Portraits" provides a framework for dealing with social issues. The portraits have identified a series of distinct neighborhoods within Squirrel Hill. Social issues often deal with different scales of concern. For example, crime in a specific neighborhood calls for action by the members of that neighborhood, while health and education issues are community-wide issues. The committee structure of the coalition could include community-wide committees on topics, as it now does, and also encourage neighborhood committees based on the boundaries of the "Portrait" for local issues. Such a neighborhood committee would be ideal for setting up block watches and other programs to deter crime. They also can become a vehicle for block parties and other means of fostering a sense of community within the neighborhoods.

The Board of the Coalition and the community-wide topical committees should have representation from all of these neighborhoods.

The Coalition's role will continue to be as a forum for discussing increasing public awareness of social issues.

Project Matrix

Each of the projects described is in a different phase of realization. Some have been in progress for some time, others just beginning, and still others are only future possibilities.

The matrix on the following pages is a method of coordinating the participants and timetable for each of the projects. We recommend that the Coalition continue to work with this matrix and revise it on a regular basis.

VI. IMPLEMENTATION

	Interim Projects	S H U C Topical Committee	S H U C Neighborhood Committee	Developers	Department of City Planning	Public Works	URA	Foundation	Property Owners	Volunteer Groups	Adjacent Community Involvement	1991	Time Line 2000	2010
Commercial District Conservation	-	•	•	-	•	•	-	-	•	-	-	•	•	
Signage Controls	-	•	•	-	•	•	-	-	•	-	-	•	•	
Streetscapes	-	•	•	-	•	-	-	-	•	-	-	•	•	
Zoning Changes	-	-	-	-	-	-	-	-	-	-	-	-	•	
Forbes & Murray Streetscapes	-	•	-	-	•	•	•	-	•	-	-	•	•	
Giant Eagle	-	•	•	•	•	-	-	-	•	-	-	•	•	
Forbes & Murray Intersection	• removal elec. signs	• housing open space commercial	•	•	• zoning	• plaza	-	-	•	-	-	•	•	
Exon Property	• planting	• housing commercial	-	•	-	-	-	-	-	-	-	•	•	
Murray Renewal	-	•	•	•	•	•	•	•	•	-	-	•	•	
Neighborhood Conservation	-	•	•	-	-	•	-	-	-	•	-	•	•	
Wightman Community Field	-	•	-	-	-	•	-	-	-	•	-	•	•	
Merge Motors	-	•	•	•	•	-	-	-	-	-	-	•	•	
Rehabilitation Institute	-	•	•	•	•	-	-	-	-	-	-	•	•	

VI. IMPLEMENTATION

	Interim Projects	S H U C Topical Committee	S H U C Neighborhood Committee	Developers	Department of City Planning	Public Works	URB	Foundation	Property Owners	Volunteer Groups	Adjacent Community Involvement	Time Line 1991	Time Line 2000	Time Line 2010
St. Philomena's	seed field	● housing open space	● concerns	●	● zoning existing R2	—	—	—	—	—	—	—	—	—
Darlington Nursery	—	● housing	●	●	● zoning	—	—	—	—	—	—	—	—	—
Forward Avenue Renewal	—	● Mixed Commercial Residential traffic	●	●	●	●	●	—	●	—	—	—	—	—
Forward Avenue Portal	—	●	—	—	●	●	—	●	—	—	—	—	—	—
Nine Mile Run	—	● open space residentl commercial	●	● waterfront	● zoning parks	●	●	●	●	—	●	—	—	—
Recreation Schenley Park	—	● crime maint. fee	—	—	●	●	—	●	—	●	●	—	—	—
Bike Lane	—	●	—	—	● co-ord. w/ Biking in Pittsburgh Committee	●	—	—	—	—	●	—	—	—
Real Estate Tax Assessment District	—	●	—	—	●	●	—	—	●	—	—	—	—	—

APPENDIX

APPENDIX: DIRECTIONS FOR OUR FUTURE

THE PLANNING PROCESS

UDA was retained by the Squirrel Hill Urban Coalition in September of 1989 to conduct a one-year community-wide planning process composed of 3 parts and 14 steps. A brief description and chronology of each follows:

PART ONE: PROGRAM AND INVESTIGATION

Step One:

An initial meeting between UDA and the Coalition's Management Committee comprised of:

Wayne Gerhold, President
Brigitte Alexander
Jim De Angelis
Mike Eannerino
Karen Feinstein
Eloise Hirsch
Eileen Lane
Clark Lloyd
Ray Reaves
Dan Rothschild
Arlene Stromberg, Executive Director/ followed by
Karen Brean, Executive Director

At this meeting, the product and expectations for the product were discussed along with the overall goal of enfranchising as many residents and business people as possible.

Step Two:

Collection and Analysis of Data

Data was assembled by UDA Architects with assistance of the Coalition. It was transformed into graphics and "x-rays" and then analyzed.

Step Three:

Focus Groups/Survey

UDA Architects and the Coalition convened four "special interest" groups asking them to "focus" on their level of expertise regarding how the following topics affect or are affected by Squirrel Hill:

1. Business and Professional Interests
2. Education
3. Health Care
4. Market Housing

While the focus groups were meeting, UDA Architects and the Coalition were preparing the announcement for the first Public Town Meeting, 19 February 1990, and an accompanying survey which was mailed to Fifteen thousand homes and businesses in Squirrel Hill.

Step Four:

Synthesis of Material/Plan First Public Meeting

UDA Architects began to synthesize the soft data generated by the focus groups and the mailing and examined the interface of the new information with the hard portrait data. At the same time, UDA Architects began to plan with the Coalition the Public Meeting, its agenda, and publicity. Andrew Moss of UDA Architects designed a logo for the Public Meetings, and it has since become the logo for the process.

Step Five:

Finalize Agenda for Public Town Meeting

UDA Architects and the Coalition formed twelve workshops with facilitators and recorders for each workshop. The workshops covered the following topics:

Crime
Education
Housing
Neighbors
Not In My Back Yard
Open Space
Opportunities
Recreation
Social Issues
Streets and Ways
Traffic and Parking
Transportation
Zoning

APPENDIX

Step Six:

The Public Town Meeting - 19 February 1990

The Town Meeting was held at the Jewish Community Center and attended by well over two hundred energetic and enthusiastic residents and business people. The meeting was composed of three parts:

1. An initial presentation to explain the evening's format.
2. The Workshops.
3. A plenary session where each workshop summarized their findings. This session was very well attended.

PART TWO: ANALYSIS

Step Seven A:

Public Town Meeting Results

UDA Architects prepared and presented a summary of the Public Meeting to the Management Committee. At this time, UDA Architects presented an outline of the plan's content and areas of opportunity, interest, and general concern. An agenda for the Advisory Committee was agreed upon.

Step Seven B:

Advisory Committee Meeting - 26 April 1990

UDA Architects continued to assemble material while at the same time they began to develop design guidelines for residential and commercial change. Also during this time, and in subsequent months, UDA Architects attended a number of public meetings that dealt with two specific on-going projects: The Rehabilitation Institute and the Giant Eagle. Guidelines that grew out of these meetings are contained with the planning document. With this material in hand, UDA Architects met with the Advisory Committee on 26 April 1990 in order to get their reaction and input to these guidelines and the approach.

Step Eight:

Alternatives

Initially, UDA Architects and the Coalition anticipated a need for a broadbased and far reaching plan, but the input from nearly a thousand "Squirrel Hillers" was to preserve and enhance what they had. This direction led to the idea of a "Portrait of Squirrel Hill" with proposals ranging from creating a new street between Darlington and Bartlett just

east of Murray, to what kinds of fences are most appropriate to one's front yard.

Step Nine:

Prepare for Second Town Meeting

With input from the Advisory Committee, UDA Architects and the Management Committee were able to plan the next Town Meeting, again to be held at the Jewish Community Center, on 18 June 1990.

Ray Reaves, Eileen Lane's Co-Chair, indicated

"that the plan will contain specific design recommendations related to the physical environment."

UDA Architects' Jimmy Goldman and Ray Gindroz then explained the background that led to the detailed aspects of the "Portrait" that each workshop would be covering.

The meeting was well attended, especially considering that it was a pleasant summer evening.

It was decided to begin the Town Meeting with a summary slide presentation by UDA Architects followed by two sessions of each of six Workshops. The Workshops were to cover the following:

1. Preserving Residential Character
2. Where Institutions Meet Neighborhoods
3. The Heart of Squirrel Hill
4. Development Strategies
5. Public Open Space
6. Getting There

Step Ten:

The Second Public Town Meeting - 18 June 1990

The Town Meeting began with opening remarks from Eileen Lane, Co-Chair of the Coalition's Long Range Planning Committee, where she reported that the purpose of the evening's meeting was to present the preliminary findings and recommendations to the Squirrel Hill community. She then stated that the Coalition was

"anxious to elicit citizen reaction to UDA Architects' development guidelines that aim to preserve and enhance the character and integrity of the neighborhood."

APPENDIX

PART THREE: THE PRODUCT

Step Eleven:

Present Results of the Second Town Meeting

UDA Architects assembled the summaries of each Workshop, evaluated them, and presented their findings to the Management Committee. Also during this period discussion began regarding the best way to present UDA Architects' findings and recommendations to the community at large. One idea that seemed to answer this goal was to develop a one page poster format on quality newsprint that would be folded and mailed to every household and business in Squirrel Hill.

Step Twelve:

The Draft Master Plan

UDA Architects prepared a first draft of the Plan to be reviewed by the Management Committee for their input and direction.

Step Thirteen:

Presentation of the Draft Master Plan

UDA Architects met with the Management Committee to hear their evaluation of the draft plan and to make a decision on its final format.

Step Fourteen:

The Master Plan

UDA Architects made revisions and adjustments to the plan based on the Coalition's input.

APPENDIX

SOFT DATA

INTRODUCTION

The following documents are summaries of the various methods used in the planning process to solicit opinions, perceptions, aspirations, and ideas from the citizens of Squirrel Hill.

A series of focus group meetings were held on specific topics. Summaries of the minutes of these meetings are included to indicate the range of concerns and perceptions which helped define the scope of recommendations.

Two public Forums were held: the first provided workshops on fourteen different topics; the second presented a series of preliminary recommendations, followed by workshops on the various types of areas and uses in Squirrel Hill. The results of both of these forums are summarized.

Survey questionnaires were widely distributed with over 600 persons responding. A table summarizes the results.

FOCUS GROUP MEETINGS

Focus Group Meeting: Squirrel Hill Business Leaders

PURPOSE OF MEETING:

Jimmy Goldman of UDA Architects opened the meeting with an overview of the current planning process for Squirrel Hill and the respective roles of UDA Architects, the Business Leaders and the Squirrel Hill Residents in the process. The purpose of the Focus Group Meeting was to provide UDA with first-hand information from the Squirrel Hill Business Leaders and to promote discussion among them regarding their perceptions of the community and their particular role in it.

DISCUSSION:

1. Affordable Housing:

The first issue questioned the availability of affordable housing for young families and first-time homeowners. There is believed to be a gap in the housing market between expensive, "up-scale" houses which predominate, and less expensive houses which are often too small for families and, often, need work.

It was recognized that young families with children are vital to the community as are young people moving to Pittsburgh from other parts of the country. The question of how to maintain the current mix of population by attracting new people to the area led to an examination of what Squirrel Hill has to offer its residents.

2. Squirrel Hill's Assets:

Squirrel Hill is perceived as a stable, affluent, dynamic, community with a healthy mix in the population both in age and religion. It was noted that Squirrel Hill is often wrongly thought to be a predominately Jewish Community. In actuality it is about 40% Jewish and 40% Roman Catholic.

It was generally agreed that the school system is very good. Other favorable characteristics are its proximity to the city, a sense of caring neighbors, the presence of independent, well operated businesses, the "walkability" of the area and the fact that it is self-sufficient but does not isolate itself from other communities. One person described it as the "hub" of the city because of its constant, stable population. It is generally regarded as a unique community with many strengths.

3. Existing Retail and Its Future:

One of the primary strengths and attractions of the community are the small stores and shops located within walking distance to each other and the residential streets.

The ensuing discussion addressed the question "what will keep people shopping in Squirrel Hill?" A major concern is the growing number of absentee owners. Only 10% - 25% of store owners actually own the store property. For those who rent, the length and type of lease they can obtain is critical. Many store owners rent year to year and it was agreed that a five year minimum would be advantageous. It is hoped that the landlords will be involved in the planning process to address this problem. The leases must be practical and consider the small business owner.

Another major concern is that Squirrel Hill avoid the onslaught of national chains which completely altered the shopping district on Walnut Street in Shadyside. The

APPENDIX

question of how to encourage other types of privately owned business to enter the community should be explored.

4. Traffic/Parking:

Improvements to Squirrel Hill should address the public parking situation, especially around Forward Avenue's Commercial District. The traffic congestion on Forbes between Murray and Shady should be studied. The possibility of more affordable parking and the inclusion of a bus route between Shadyside and Squirrel Hill will help to bring outsiders to the shopping areas.

The possibility of a "Spring Fling" to promote the Commercial District was discussed. Enticements such as free parking for a day might be made available to the public.

5. Streetscapes:

Another issue is the necessity for cosmetic or "beautification" treatment on the shopping streets. This concern is closely related to the lease/landlord issue. It was suggested that there should be guidelines concerning the up-keep of storefronts and that some degree of continuity be maintained. It was noted however, that the various shops must not lose their uniqueness or individuality in the process.

The streetscapes can also be designed to make the area more "lively" and attractive. The sidewalks on Murray should be widened. The sidewalks on Forbes are thought to be adequately wide.

6. Giant Eagle:

The pending alterations and new construction of the Giant Eagle is an issue which must be addressed. There is concern among Squirrel Hill residents regarding the impact these changes will have on certain groups.

7. Future Planning:

A more general concern is that the planning process organized by the Squirrel Hill Urban Coalition coordinate with all City Planning proposals for the future of Squirrel Hill.

8. Funding:

The availability of city funds for various projects was also discussed. Squirrel Hill must examine the methods by which other neighborhoods within the city obtain funding. There is the possibility of forming an organization for this purpose.

Focus Group Meeting: Health Care Providers

PURPOSE OF MEETING:

Jimmy Goldman of UDA Architects opened the meeting with a description of the current planning process for Squirrel Hill titled "Directions for our Future." An explanation of the respective roles of UDA Architects, the Squirrel Hill Urban Coalition, and the Residents of Squirrel Hill followed.

DISCUSSION:

1. Elderly Citizens and Medical Facilities:

The discussion began with a topic of primary concern to health care providers. Allegheny County has the second largest percentage of elderly people in the United States. New types of health care facilities will be needed to respond to the specific needs of this growing population.

It has been suggested that a joint development by a group of local hospitals could provide a whole range of out-patient services. The establishment of a "Medical Mall" would bring a health care facility directly into the community. At present, they are located on the edges of Squirrel Hill. This will offer easy accessibility to the aged and provide a unique but important option in health care.

The types of services provided by such a facility must be explored. Michael Rose is going to supply UDA with a list of possible, appropriate services. Parking must be considered along with easy access from public transportation routes and residential areas within the community.

2. Decentralization:

There is a desire to "decentralize" future growth and development in Squirrel Hill. The area around Forbes and Murray cannot accommodate much new development.

APPENDIX

A study of the housing stock and potential sites for future development will be undertaken by UDA and included in the plan. It is more than likely that future development will have an impact on the residential areas of the community.

3. Not-in-my-Backyard:

It is important that institutions with plans for development in Squirrel Hill prepare themselves for the "Not In My Backyard" syndrome. Eric Hogan cited the problems encountered by Shadyside Hospital when establishing Heritage House. He feels that with foresight and good public relations, many problems can be avoided. Mr. Hogan is going to provide UDA with information regarding his experience with Heritage House. A set of guidelines to aid institutions and communities in their dealings with one another could be included in the Squirrel Hill Plan. The success of the Oakland plan in this capacity was acknowledged.

4. Institutions and Public Relations:

It is important for institutions to create a greater public awareness of the positive impact they can have on a community. A large percentage of the Rehabilitation Institute's employees are Squirrel Hill residents. Not only do such institutions provide jobs, they bring people into the community and provide convenient access to needed services and facilities.

In an effort to promote positive public awareness, it was recommended to include a list of available institutions and resources in Squirrel Hill.

5. Rehabilitation Institute:

The biggest problem for The Rehabilitation Institute, which is generally well-liked and accepted by the community, is a lack of parking space.

6. Public Transit:

Public transportation must be addressed. At present, buses are the only available form of public transportation, and the routes are limited. Communities outside of Pittsburgh are more easily accessible from Squirrel Hill than are communities adjacent to Squirrel Hill.

Rapid transit into downtown is going to become critical. Routes into Shadyside and other neighboring communities are necessary.

7. Need for a Hotel:

The group discussed the need for a hotel in Squirrel Hill. It was felt to be particularly important if Squirrel Hill wants to continue to grow.

Focus Group Meeting: Religious and Educational Leaders

PURPOSE OF MEETING:

Jimmy Goldman of UDA Architects opened the meeting with an explanation of the current Squirrel Hill Planning Process and the respective roles of UDA Architects and the citizens of Squirrel Hill in the process. The purpose of the Focus Group Meeting was for UDA to obtain first hand information from the religious and educational members of the community and to promote discussion about Squirrel Hill and its future among members of this community.

DISCUSSION:

1. Squirrel Hill's Strengths as a Community:

The discussion began with an examination of what made Squirrel Hill successful as a community. It was noted that the scale of the community promotes a sense of belonging and gives Squirrel Hill an identity. It has an identifiable center with a collection of shops that provide for easy walking access. This in turn leads to person-to-person contact. It was described as the largest family, residential community in Pittsburgh. Its diversity and various religious and educational opportunities are recognized as assets. The people are viewed as urbane.

Members of the Jewish Planning Community stated that from their perspective Squirrel Hill is a rarity. It is very stable and can support the many Jewish institutions present in the community.

2. The Elderly:

The group agreed that there were specific problems which needed to be addressed. There is a growing elderly population. It was also recognized that the growing elderly population will have an impact on housing

APPENDIX

in Squirrel Hill. Members of the group suggested the need to accommodate the residents of the community as they grow older, perhaps offering smaller, congregate living communities within Squirrel Hill. The elderly housing issue is a national concern and Squirrel Hill, with one of the countries largest, per capita, elderly populations, should consider innovative solutions as an example to other communities.

Concern for the personal safety of the elderly was expressed. The incidences of purse-snatching and other criminal occurrences has increased. The elderly do not feel safe walking at night. Possible suggested solutions include: greater police visibility, citizen's crime watch groups, safer parking areas. Young teens populating Murray Avenue at night are a cause for concern. The drug problem is escalating and it was suggested that contact be made with Mr. Fisher of Allderdice High School to facilitate some program or method of dealing with the problem.

3. Affordable Housing:

Another housing concern is the increasing number of young families moving to the North Hills because of the cost of living and affordability of houses. One group member stated that there are affordable homes in Squirrel Hill and that the problem is in many ways one of public relations and talking to realtors.

It was agreed that living in Squirrel Hill is expensive, but the schools and the variety of available resources are amenities to be advertised. There was concern that unless some effort is made, Squirrel Hill may lose the diversity of its population and become a homogenous community. The erroneous perception of Squirrel Hill as a primarily Jewish community was also discussed.

The housing stock creates problems beyond its non-affordability to young families. Many of the houses are too small for today's families. Other larger houses are being divided into smaller apartments. This produces parking problems and is detrimental to the sense of "neighborhood". People know fewer of their neighbors and renters who are often transient don't concern themselves with the up-keep of a neighborhood. The area on Denniston between Forbes and Aylesboro was cited as a particular problem.

4. Promoting Squirrel Hill:

This raised the question "why don't people promote Squirrel Hill"? It is believed that residents take Squirrel Hill for granted. Many are second and third generation and while this promotes a stable community with strong family heritage, people don't always recognize that Squirrel Hill is unique in this and other respects. Once people can identify the favorable attributes of the community, they can begin to promote and sustain them for the future.

5. Squirrel Hill's Image:

It was suggested that studying the demise of the East End neighborhoods might offer some insight into the planning process for Squirrel Hill. The fact that Squirrel Hill is unique is not lost to other communities. There is some resentment towards Squirrel Hill. It was suggested that this be a topic for discussion at the Community Forum on February 19th. An example of the misconceptions is that Squirrel Hill is no longer the community of activists that it has been in the past.

Focus Group Meeting: Residential Real Estate Professionals

PURPOSE OF MEETING:

Jimmy Goldman of UDA Architects opened the meeting with an overview of the current planning process for Squirrel Hill and the respective roles of UDA Architects, the real estate professionals and the Squirrel Hill Residents in the process. The purpose of the Focus Group Meeting was to provide UDA with first hand information from the Squirrel Hill real estate professionals and to promote discussion among them regarding their perceptions of the community and their particular role in it.

DISCUSSION:

1. Viability of Squirrel Hill Real Estate:

All responded in a most positive manner by using words such as outstanding, excellent, etc. They see Squirrel Hill as only "getting better". A reservation they have is that Squirrel Hill needs more housing, both single family town houses and apartments - naturally, all priced reasonably.

APPENDIX

2. Cut-up Units:

Concern was voiced regarding the larger older houses that have been illegally subdivided, thereby reducing the value of nearby houses. There are now a number of good examples of large houses that have been subdivided, such as the units on Forbes near Wightman, that "fit" the neighborhood and enhance the property values.

3. Elderly Population:

It is recommended that more housing is needed for Squirrel Hill's elderly, thereby freeing up their homes for young families, and in the case of the large houses, they can be redone as mentioned above (Item 2).

4. Loan Packages:

There is a need for more progressive financing packages that would permit "young families" to purchase a small house in "need of work." Some of these houses are in need of improvements equal to the purchase price of the house. At this time Squirrel Hill does not qualify for any of the subsidized programs.

5. No Need:

Squirrel Hill is perceived by everyone (politicians, residents within and outside of Squirrel Hill, etc.) as a community with no needs. This is not the case.

6. Schools:

With the exception, possibly, of Taylor Allderdice, the city schools are perceived as a negative.

7. Planning:

- a. Expanded commercial is seen as a need, but people do not want to see an invasion of national chain stores.
- b. A new Giant Eagle.
- c. The group feels that City Planning works well. Most changes to existing residential properties require Zoning Variances. Less enthusiasm expressed for dealing with the SHUC.

APPENDIX

SURVEY RESULTS

The following survey was mailed to 15,000 households in Squirrel Hill. The 500 responses which the Squirrel Hill Urban Coalition received were overwhelmingly positive in every age group. The age groups with the largest number of respondents were the 30-39, 60-69, and 50-59 age groups.

From the survey, it was determined that the three things people like most about Squirrel Hill are:

- a. Centralization: Being in a location that is accessible to a variety of places without "having to go out of your way".
- b. Variety: The diversity in shops, people, ethnic and religious cultures.
- c. Stability: The ability of the community to hold onto its heritage through the changing times.

The three things people most commonly agree need improvement are:

- a. Better Parking: Residents are not able to park near their homes due to students from nearby universities.
- b. Cleanliness: Streets and sidewalks which are cluttered with litter need to be cleaned.
- c. Crime: The feeling of needing a stronger, more noticeable police force due to the rise in crime. For example: muggings, burglaries, auto thefts, etc.

In addition to the above, respondees would also like to see a growth in retail business and an improvement in the school system.

APPENDIX

SURVEY RESULTS BY AGE GROUP

Key:

A = Number of Responses to Likes in Squirrel Hill
 B = Number of Responses to Dislikes in Squirrel Hill

Age Group	Housing	Retail/Coml.	Adult Educ.	Parks/Rec.	Cultural	Pedestrian Pub. Places	Youth	Medical	Senior Citizens	Child Care	Civic Org.	Taxes	Crime	Cleanliness	Traffic	Planning	
10-19	A	10	9	4	6	6	12	6	3	4	2	2		2	2		2
	B	2	1	3	5	2	2	2	1							1	5
20-29	A	23	24	13	26	14	31	3	8	9	7	8	2	2	2	3	9
	B	3	2	1	2	6	5	1	1	4		2	3	6	9	5	6
30-39	A	62	76	27	69	37	70	32	19	26	38	27	2	4	11	10	23
	B	19	18	6	17	25	18	9	5	3	14	8	16	19	28	17	22
40-49	A	64	66	29	59	49	65	31	29	27	18	25	4	8	11	13	33
	B	11	9	17	11	10	12	10	2	4	10	5	5	17	32	25	12
50-59	A	44	43	27	43	43	50	19	20	26	24	20	1	4	7	9	20
	B	8	3	2	6	4	11	2	1	3	4	2	7	19	29	12	11
60-69	A	46	55	28	47	20	35	20	25	30	19	23	2	8	9	9	34
	B	15	6	4	6	4	5	5	2	5	8	9	9	19	36	21	21
70+	A	27	26	17	22	17	19	7	15	19	8	12	2	1	3		11
	B	3	1	1	3	3	2	1		2		2	1	6	9	6	5

APPENDIX

THE SURVEY

DIRECTIONS FOR OUR FUTURE

DIRECTIONS FOR OUR FUTURE

You know what you like, don't like, and would like to see in Squirrel Hill. Now is the time to tell us how you feel. "Directions for Our Future" is the name of the Long Range Planning Process for Squirrel Hill. The first public meeting will be held at the Jewish Community Center on February 19, 1990 at 7 - 9 p.m. That is the time to be part of the discussion of the specific areas of concern.

OPINION SURVEY

The survey document attached to this newsletter is your first chance to tell us how you feel about Squirrel Hill. Drop them off at any bank or the library in Squirrel Hill or mail them to the Coalition today.

PLANNING PROCESS

"This won't mean anything. Who's listening anyway? Why should I bother?" Does this sound familiar? Most folks feel that no one is listening when they have complaints or new ideas. Here is your chance to prove the ordinary wrong. The Squirrel Hill Urban Coalition is beginning the public planning process to outline the future of Squirrel Hill for the next 20 years. Let's see what that really means. This first public meeting will create a wish list and a complaint list. Smaller meetings will refine the issues. Who's listening? We expect city and county officials to participate in an active manner in the discussion groups. We expect developers to listen. We expect citizens to listen to each other.

PUBLIC MEETING PROCESS

Be part of the crowd attending the first public meeting to plan for the future of Squirrel Hill on February 19 at the Jewish Community Center. Wayne Gerhold and Ray Reaves of the Coalition will introduce the consultants and explain the role of the community in the planning process. Jimmy Goldman of UDA Architects, our consultants, will define the process of discussion for the evening. We are assuming that there will be interest in transportation, housing, parks/recreation, parking problems, land use of key commercial locations, as well as many others issues. Additional topics will come to light through the surveys you return in the mail and through the evening's discussion. The staff of UDA Architects will be available at the discussion groups for resource and to hear the concerns directly from the neighbors. Following the small group discussions future meetings will be scheduled in order to arrive at consensus on the more difficult areas.

1 9 9 0 S Q U I R R E L H I L L C O A L I T I O N 2 0 1 0

APPENDIX

THE SURVEY

DIRECTIONS FOR OUR FUTURE

PUBLIC MEETING
FEBRUARY 19, 7-9 PM
JEWISH COMMUNITY CENTER



- 1. On which street do you live?
Nearest intersection?
2. How long have you lived in Squirrel Hill?
3. Do you own a business in Squirrel Hill? Location
4. Please checkmark:
A. What do you like about Squirrel Hill?
B. What changes would you like to see made in Squirrel Hill?
5. How has Squirrel Hill changed since you have lived here and how do you like this change?
6. What improvements would you like to see made in Squirrel Hill?
7. What do you like best about Squirrel Hill?
8. Your age group: 10-19 20-29 30-39 40-49 50-59 60-69 70+

PLEASE RETURN IMMEDIATELY!
By mail to the Squirrel Hill Urban Coalition or
drop in box at the library or any Squirrel Hill bank

1990 SQUIRREL HILL URBAN COALITION 2010

APPENDIX

FORUM I RESULTS

Workshop on Crime

Facilitator: Clark Lloyd

SUMMARY:

There is a general perception among Squirrel Hill residents that crime in the area is a growing problem. Residents link the increasing incidence of vandalism, theft, and physical violence in the community to drugs, gangs of youths on the streets, and the isolation and unfamiliarity among neighbors as well as a professional criminal element.

Specific problem sites have been identified but the pervasive feeling that people are no longer safe walking in the streets and parks of Squirrel Hill is a concern for the entire community. Squirrel Hill residents must act as a united whole. Information, communication, and involvement will be effective tools in building a safer community for Squirrel Hill

GOAL: Safer Streets

IMPLEMENTATION AND STRATEGY:

1. Locate areas in need of better street lighting.
2. Improve lighting at The Carnegie Library.
3. Provide information about local block watch groups.
4. Encourage people to leave lights on in yards and alleys.

Workshop on Education

Facilitator: Dee Davis

SUMMARY:

The workshop saw a need for greater parental and Coalition involvement in the school system. Concern was expressed over the high percentage of white students attending private schools throughout the City and the number of families leaving the City for better suburban schools. There were many suggestions for improvements to the existing school system as well as the proposal for a new private school in Squirrel Hill. Residents see potential in extracurricular school activities and day care programs.

GOALS:

1. Increase parental involvement in schools.
2. More facilities for Day Care and Senior Citizen Care.
3. Greater use of existing educational facilities.
4. Greater community awareness of existing community services and facilities.

STRATEGIES AND IMPLEMENTATION:

1. Suggest guidelines or role of SHUC for enlisting parental assistance.
2. Suggest potential sites for location of needed facilities and provide design guidelines if sites are found.
3. Establish framework for SHUC to act as a mediator between educational institutions and potential user groups.
4. Provide a list and map of local institutions and community services.

Workshop on Housing

Facilitator: Leslie Kaplan

SUMMARY:

A major concern expressed in the workshops is the inadequate supply of medium priced housing and rental units in Squirrel Hill. In order to maintain a desired diversity among Squirrel Hill residents, affordable housing must be made available to young families, students, and the elderly. The location of areas for possible development, the conversion of older houses to rental units, and the marketing of Squirrel Hill must be explored. Current zoning laws, tax and assessment policies, and specific city policies which may hinder development should be re-evaluated.

GOALS:

1. More affordable housing for young families.
2. More housing for elderly.
3. Improve condition of eye-sores.
4. Stop illegal conversions.
5. Establish guidelines for conversions and for new construction.

APPENDIX

IMPLEMENTATION AND STRATEGY:

1. Determine possible sites for more affordable housing. Possible sites are: Allderdice Field, the proposed block between Darlington and Bartlett and above the new Giant Eagle shops on Murray.
2. Examine proposal for elderly housing on Forbes near South Dallas.
3. City is exploring homeowner improvement incentives and buyer incentive programs.
4. Determine areas where conversions from single family houses to apartments are appropriate and establish guidelines to monitor changes.
5. Examine zoning designations and the character of different areas. Suggest zoning changes if appropriate.

Workshop on Neighbors

Facilitator: Jim De Angelis

SUMMARY:

A diverse mix of people and institutions are vital to the success of Squirrel Hill. People see a need for more young families and non-caucasians to maintain a healthy mix. New institutions are also needed, but must establish productive relationships with their residential neighbors. It is important to encourage new people and growth to enter the community, but residents must establish stronger relations with their existing neighbors and neighboring institutions as well.

GOALS:

The addition of young families and appropriate institutions to the community.

IMPLEMENTATION AND STRATEGY:

1. Study what institutions Squirrel Hill will need in future: day care, elderly medical services, and half-way houses.
2. Establish guidelines for residents and institutions in their dealings with one another. An example is the Carnegie Mellon University Memorandum of Understanding.
3. Cite examples of successful relationships between institutions and residential communities, for example, Forward Shady housing, and the Public Housing for Elderly on Murray.

Workshop on Not-in-my-Backyard

Facilitator: Peter Kaplan

SUMMARY:

People are generally adverse to specific types of development and institutions near their houses, but members of the workshop acknowledged the necessity for certain types of growth and change which must be accepted by the community. Social responsibility and the idea that "time can heal" are strong positive arguments for a future of successful development in Squirrel Hill.

The following is a list of potential Not in my Backyards:

1. Institutions
2. Businesses in residential areas
3. Something that wasn't there when you selected your residence
4. Parking in residential areas
5. Group homes
6. Larger scale uses than the area can accommodate
7. Subway transit
8. Parking garages
9. Subsidized housing
10. Student residences in rental housing in home owner area
11. New housing developments
12. Converting former schools to other use
13. Trash factors - conversion to energy, etc.

Workshop on Open Space

Facilitator: Rabbi Stephen Steindel

SUMMARY:

Squirrel Hill residents appreciate the large open parks which flank their community but feel a need for a greater variety of open spaces which are more accessible to residential areas. Spaces designed for specific activities and age groups are desired. People would also like to see more green interspersed in residential and commercial zones, especially in existing open spaces such as parking lots and along the streets.

APPENDIX

GOALS:

1. Greater number of small parks and public seating areas.
2. More green space.

IMPLEMENTATION AND STRATEGY:

1. Locate suitable sites for small parks in residential areas. Suggest tree planting where needed.
2. Locate sites for benches and small open spaces along Forbes and Murray.
3. Sixth Presbyterian Church: lower grade and create a parking plaza with a grid of trees. This will provide green space for benches and outdoor activities as well as additional parking. It will also strengthen the implied center of Squirrel Hill at Forbes and Murray.
4. Planting in existing public parking lots behind Murray and Forbes.
5. Forward portal: make more green and attractive.
6. Wightman School: fill in field, plant trees and provide benches.

Workshop on Opportunities

Facilitator: Dan Rothschild

SUMMARY:

The workshop recognized that Squirrel Hill has many opportunities for improvement. In order to transform these opportunities into assets there must be communication and cooperation among neighbors, neighborhoods in and out of Squirrel Hill, and leadership by a group such as the Squirrel Hill Urban Coalition. Through a joint effort, opportunities can become positive realities.

Workshop on Recreation

Facilitator: Brigitte Alexander

SUMMARY:

Frick and Schenley Parks support many activities, but people feel a need for a greater variety of recreational opportunities ranging in scale from the construction of a new recreation center to the addition of more benches along the commercial streets. Improvements to existing facilities are also necessary.

GOALS:

Greater variety of recreational spaces and improvements to existing facilities.

STRATEGY AND IMPLEMENTATION:

1. Study of Nine Mile Run and waterfront recreational opportunities.
2. Infill Wightman Playground.
3. Study neighborhoods for possible park sites.
4. Suggest city repaint white Bike Line and enforce its use.
5. Establish framework for better communication between residents and local schools to ensure fullest use of facilities. For example, Allderdice Pool could be used by the public during the summer.

Workshop on Retail/Commercial

Facilitator: John Burke

SUMMARY:

There is a consensus that Squirrel Hill is a good place in which to shop. "Clean it up a little, but keep it the same." What it takes to maintain this vitality was the primary concern. This was expressed in small suggestions and specific recommendations; no major, radical measures were proposed.

People who attended the workshops (2 or 3 shop owners and former shop owners were present at the first session, none at the second) seemed to have a good understanding of the shop owners' problems (competition with malls, etc.); they were not as understanding about landlords.

Common to both groups was the attitude, "What can we really do, after all, shop owners could just leave and how could you force landlords not to raise rents, lease to chain stores, or install bland, ugly storefronts. You hurt the merchants if you don't shop there. Landlords are free to do what they want." The groups did not explore the issue of the powers of persuasion that they have as a community and this may have affected their willingness to envision what the commercial community should look like in 2010. It is hard to make recommendations about a situation that you feel you have no control over.

Attendees, still, were possessive enough to think about the commercial district as "our stores" and the comings and goings of different shops are an important part of

APPENDIX

neighborhood gossip ("What's going to go in Freedmans?", "What's the scoop with Ratners?", "Obviously, the Giant Eagle needed improvement, but will the final appearance be OK?") They "feel bad" when they see an empty storefront, and they hope merchants are doing "all right".

GOALS: Make Murray more attractive.

STRATEGY AND IMPLEMENTATION:

1. Plant trees
2. Provide benches
3. More trash cans
4. Suggest ways to improve general up-keep

Workshop on Social Issues

Facilitator: John McCall, Convener

SUMMARY:

Social problems in Squirrel Hill are primarily focused on the elderly and young. Both groups are in need of appropriate facilities and attention. Other concerns are the housing problem, racial issues, and crime.

Workshop on Streets and Ways

Facilitator: Saul Davis

SUMMARY:

Many specific areas were cited for improvement throughout Squirrel Hill with a concentration of problems located near Murray between the Parkway and Forbes. General comments on the condition of streets and ways called attention to the unhealthy state of trees lining the streets, the poor condition of sidewalks, the necessity for more trash cans, and the problems of snow removal and parking.

GOALS: More attractive streets and ways. Better parking conditions.

IMPLEMENTATIONS AND STRATEGIES:

1. Plant trees in cited areas.
2. Guidelines for proper sidewalk materials.
3. Establish signage guidelines.
4. Provide more parking at 6th Presbyterian Church.

5. Need for City to study possible sticker parking programs around institutions:

CMU
Rehabilitation Institute
Wightman Center
Forbes and Murray

Workshop on Traffic and Parking

Facilitator: Karen Feinstein

SUMMARY:

There are many isolated problems with traffic, parking, and signage in Squirrel Hill. In general, parking is a problem, especially in commercial areas. Traffic laws are not well enforced and certain laws need to be re-examined.

GOALS: Better parking conditions.

IMPLEMENTATIONS AND STRATEGIES:

See Streets and Ways.

Workshop on Transportation

Facilitator: Mike Eannerino

SUMMARY:

The workshops had mixed opinions concerning bus transportation in Squirrel Hill. The possibility of a spine line coming into the community raised many questions and concerns. Other forms of transportation, walking, biking, and driving present minor problems.

Issues:

1. Trans-neighborhood bussing.
2. Spine line.

APPENDIX

Workshop on Zoning

Facilitator: Eloise Hirsch

SUMMARY:

The workshop described a need for a complete survey of Squirrel Hill by the City Planning Department. Changes to zoning procedures and zoning designations may be necessary. The group also felt it would be helpful to have design guidelines for commercial areas and some means of directing apartment conversions.

GOALS: Change zoning in areas where appropriate.

IMPLEMENTATION AND STRATEGY:

1. A study of various areas to see where change has occurred might be necessary.
2. Provide outline of process for zoning changes.

A SYNOPSIS OF THE WORKSHOPS: AREAS OF COMMON INTEREST

A. Elderly:

1. Affordable housing.
2. Quality of life:
 - a. Social.
 - b. Physical, i.e. benches, Jitney system, retirement communities.

B. Housing:

1. Lack of affordable mid-priced market.
2. Lack of affordable rental for students and elderly.
3. Zoning violations.
4. Eye-sores - undeveloped areas.
5. Changes in existing housing stock, i.e. large houses being sub-divided into apartments. Need for some control.
6. Incentives and programs to help homeowners with purchase and up-keep.

C. Diversity:

1. Shops - good mix, maintain.
2. People - good, but need more young families and minorities if mix is to be maintained.
3. Neighborhoods - a need for greater mix of institutions, parks, small shops, and residential.

D. Parking:

1. Commercial areas - need more.
2. Residential - some streets have problems (identify).

E. Appearances: "Clean But Keep Same."

1. Commercial areas - need sprucing.
2. Residential - few problem areas mostly near commercial.
3. Trash.

F. Marketing/Public Relations:

1. Need to consider the promotion of Squirrel Hill to attract new families and business.

G. Institutions and Development:

1. Dialogue between institutions and community (set up guidelines).
2. Types of institutions and development which are important to Squirrel Hill's future. Possible sites. Zoning.
3. Malls and chain stores - AVOID!!!

H. Crime:

1. Perceived increase, people don't feel safe at night.
2. Community involvement.
3. Communication - between community and police.
4. Youths - gangs, drugs.
5. Elderly - vulnerable.
6. Problem areas (facts).
7. Need for physical changes - i.e., more lights, cut back trees.
8. Law enforcement - zoning, parking, crimes.

J. Transportation:

1. Bus routes - need for access to adjacent neighborhoods.
2. Shuttle bus or Jitney for Squirrel Hill.
3. Spine line - NO!!!

K. Youth:

1. Drugs.
2. Activities - need things to do and places to do them.
3. Racism.

APPENDIX

L. Favorable Attributes - "Preserve":

1. Stability.
2. Scale - size.
3. Convenience, walk-ability.
4. Proximity to city.
5. Sense of community - people know one another.
6. Diversity.

M. Communication:

1. Dialogue between institutions, between neighbors and neighborhoods.

N. Open Space:

1. Mini-parks - dispersed around communities.
2. Green - more grass and trees on streets, lots, etc.
3. Consider new types of open space - user groups and uses.
4. Clean up trash on streets; better maintenance of some park facilities.
5. Remove abandoned Pittsburgh R.R. Poles.

FORUM II RESULTS

OPEN SPACE WORK SHOP

Primary Issues:

A. Forbes/Murray Streetscapes:

1. Enthusiastic response.
2. More bus shelters and benches.
3. Trees - Keep small with guidelines for pruning.
4. Landscape materials - Guidelines for streets and parking lots.

B. Forward Portal:

1. Important first impression of Squirrel Hill.
2. Monuments - Liked the idea of markers at end of Forward Avenue.

C. Sixth Presbyterian Church:

1. The proposal for creating a green space and parking lot adjacent to the church was well received. Treatment of all four corners at Forbes and Murray with pedestrian amenities.
2. Feasibility - Even with church approval, property under option. (Possible trade to another site.) Church concerns must be addressed.
3. Physical impact - Concern over the effect created by removing earth around the church.

D. Nine Mile Run:

1. Liked idea of connecting Frick and River with bike and footpaths.
2. Development - People are willing to accept some commercial development if necessary. Development as part of city park plans for the waterfront should be explored.
3. Sewage - Nine Mile is polluted.

E. St. Philomena's:

1. Housing site.
2. Park site - Perhaps Senior Citizen Park.

F. Bike Route:

1. Current route - Poorly laid out.
2. Loop - Access to Nine Mile, Frick and Schenley (access to river a must).
3. Separation from cars - Must be more clearly defined.

G. Wightman:

1. In-fill - No need since recent renovation.
2. Improvements - Eliminate tall fence. Build bleacher hillside at ball diamond.
3. Buffer between park and commercial - Additional play equipment.

SUMMARY:

People are in favor of the streetscape scheme for Murray Ave. and Forbes St., but with strict guidelines to keep trees and landscape materials healthy and beautiful. A portal marker at Forward Ave. is vital to the first impression of Squirrel Hill. A public square at Forbes and Murray is of great need but should include extensive development of pedestrian and bus amenities on *all four* corners and rely less on the Sixth Presbyterian Church property. Nine Mile Run is seen as an excellent park link between Frick Park and the river. St. Philomena's is seen as ideal for single family residential development though part of it should remain as a "senior citizen's" park. The bike route needs an improved loop type layout and better definition. Wightman playground is fine as is but needs to be made more inviting and should be buffered from nearby commercial development.

APPENDIX

RESIDENTIAL GUIDELINES WORKSHOP

Primary Issues:

- A. Who establishes guidelines?
- B. Who is responsible for enforcing the guidelines?
- C. Other guidelines to consider:
 1. Tree planting.
 2. Street lighting.
 3. Signage and posters on trees and light posts.
 4. Sideyards/frontyards.

SUMMARY:

Generally, people approved of the guideline concept and felt that new construction should fit in with the *scale* of existing structures. Implementation and the degree of control allocated to guidelines must be determined. The process employed by a designer in determining guidelines for a particular site should be described as well.

HEART OF SQUIRREL HILL WORKSHOP

Primary Issues:

- A. Housing:
 1. Affordable.
 2. Elderly.
- B. Overlay Zoning.
 1. Change in zoning.
 2. Community involvement.
 3. Guidelines.
- C. Mixed Development - Favorable Response.
- D. Controlling Development:
 1. Guidelines.
 2. Public process.

SUMMARY:

In general, people liked the concept of an overlay zone, mixed use development and the idea of providing higher density, affordable housing in the "heart of Squirrel Hill." Some uncertainty was expressed concerning the establishment of design guidelines and a public process as a means of controlling development but many people felt that both guidelines and the public should play a role in

the development process. The question is how and to what extent the process will actually control and direct development.

DEVELOPMENT STRATEGIES WORKSHOP

Primary Issues for Nine Mile Run:

- A. Access to the site.
- B. Land use: Are residential units economically feasible? (Market Analysis should be conducted.)
- C. Squirrel Hill Residents - The potential role of Squirrel Hill and Swisshelm Park residents in the development process.

Primary Issues for Murray Renewal:

- A. Impact of one-way vs. two-way streets on traffic.
- B. Type of housing? People prefer low rise housing for the elderly.
- C. Location of new streets.
- D. What can be done for the existing problems on Beacon and Bartlett?
- E. Density of housing and its impact on the parking situation.

SUMMARY:

In general, people reacted favorably to both the Nine Mile Run Proposal and the Murray Renewal Proposal as concepts but expressed concerns over the specifics which need further examination.

GETTING THERE WORKSHOP SESSION

Primary Issues:

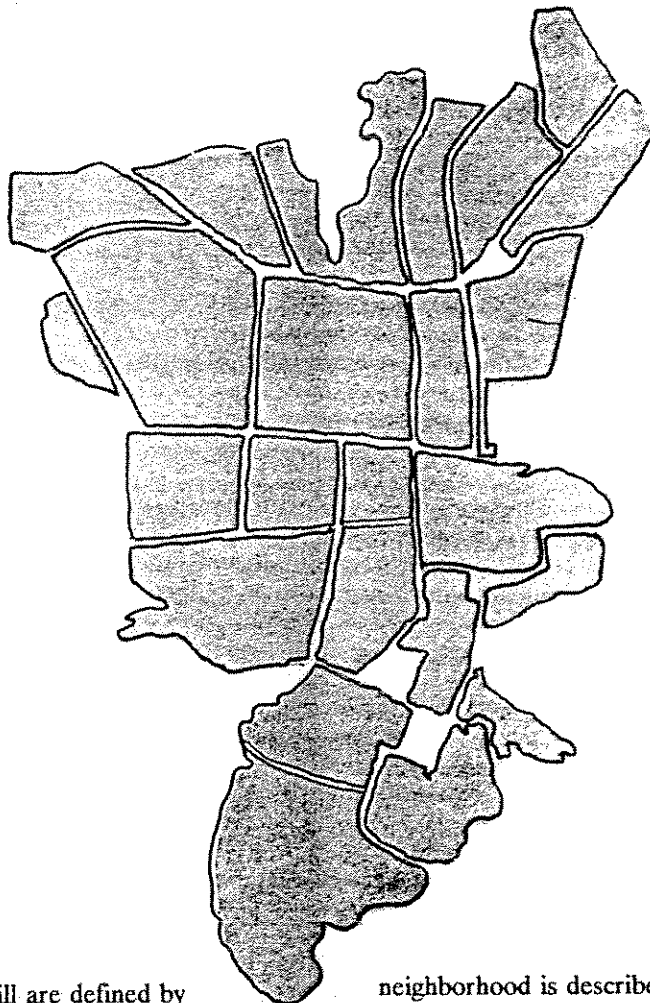
- A. One way vs. two way streets in the area around Murray commercial core.
- B. Need for traffic signals on Shady cross streets.
- C. Traffic congestion in commercial core and a conflict between planning for local traffic vs. through traffic.

APPENDIX

- D. Better enforcement of traffic laws.
- E. Poor visibility at intersections throughout Squirrel Hill.
- F. If there is a need for light rail transit, where should it be located?

SUMMARY:

Most of the traffic problems in Squirrel Hill are located in the core where conflict between through and local traffic create congestion problems. Other problems are primarily safety concerns that result from inadequate intersection conditions both for drivers and pedestrians or vehicle violations. There is no need to alter the basic road system or public transit system.



NEIGHBORHOODS

The neighborhoods of Squirrel Hill are defined by boundaries, some of which are steep hillsides, others are major streets, and still others are non-residential uses such as playfields or shopping districts.

Each of these neighborhoods has its own character. The combination of lot sizes, the street grid, topography, landmarks, and the size and type of houses results in a different personality for every neighborhood. The plan identifies each of these neighborhoods as defined by its physical boundaries.

Similarly, each of these neighborhoods has its own set of issues and problems which will be addressed in appropriate parts of the plan. In some cases the issues are non-conforming uses and poorly maintained properties; in others they are conflicts between residential uses and institutional or commercial uses; and in still others a lack of street trees and damaged sidewalks detract from the quality of the environment.

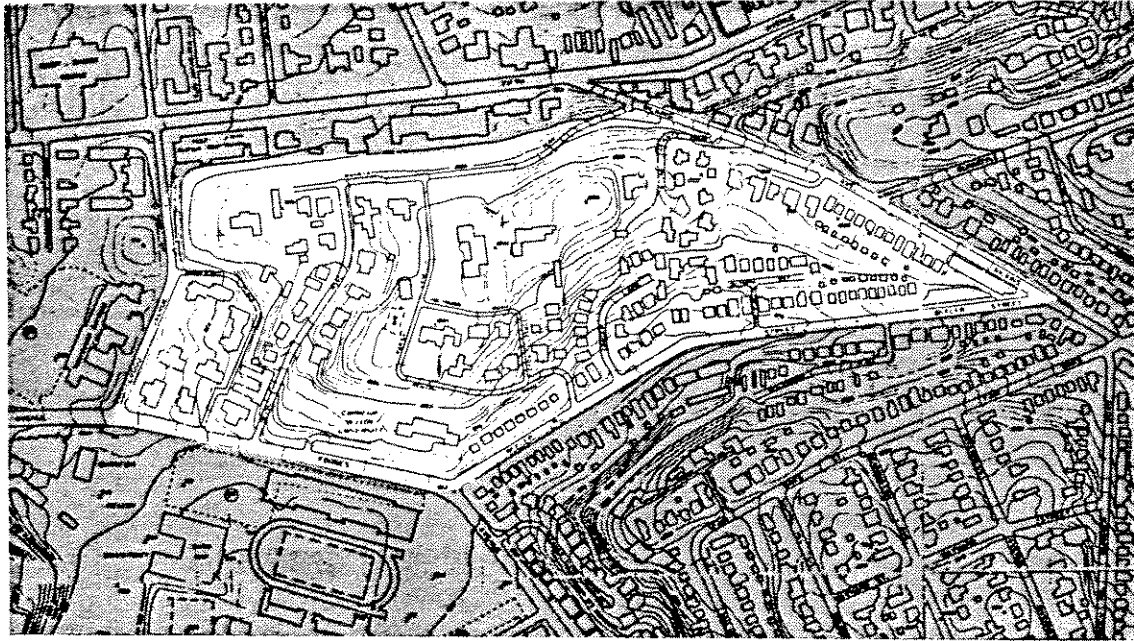
The following "mini-portraits" portray each of these neighborhoods. First the general character of each

neighborhood is described followed by comments on specific issues which were identified during the planning process.

A summary of the "Mini-Portraits" reveals that the most consistent characteristic among Squirrel Hill's predominantly residential neighborhoods is the diversity in housing type and commercial and institutional uses to be found in each one. Only one of the twenty-two neighborhoods is limited to a single type of use by zoning.

The unusually hilly topography contributes to the successful mix of different uses in relatively small areas. However, friction between institutional and residential use is a problem common to many of the neighborhoods. A few neighborhoods also reflect a need for zoning changes in specific areas while other areas manifest a need for stronger enforcement of zoning regulations.

The general upkeep and appearance of the neighborhoods is good. However the greatest common need among the neighborhoods is better tree maintenance and the establishment of tree planting programs.



Beeler / Wilkins



Beeler/Wilkins is bounded by Beeler Street, Wilkins Avenue, Fifth Avenue, Morewood Avenue, and Forbes Avenue. Steep topography divides it into two general areas, a lower one along the main streets and a higher one on the hilltops.

It encompasses a wide range of housing types including modest row houses, two-family houses, small and medium size single family houses, and some of the largest and most expensive houses in the city.

This neighborhood forms the western edge of Squirrel Hill and is immediately adjacent to Carnegie Mellon University. The proximity of the campus to a residential neighborhood has caused friction between residents and

the University and a deterioration of the housing stock. Illegal conversions of some houses to multi-family units has increased the density of the neighborhood. The University has worked closely with the Coalition and neighbors to resolve these and other issues such as the University's expansion program. This process resulted in a Memorandum of Understanding between the community and University, the first of its kind (See Appendix), and the resolution of many problems.

Poor conditions are still present on properties not controlled by the University. Therefore, code and zoning policies need to be enforced more rigorously. The zoning is a mixture of R1, R1A, and IC which does not reflect the multi-family areas on Beeler. Consideration should be given to changing these areas to R2 and R3 districts.

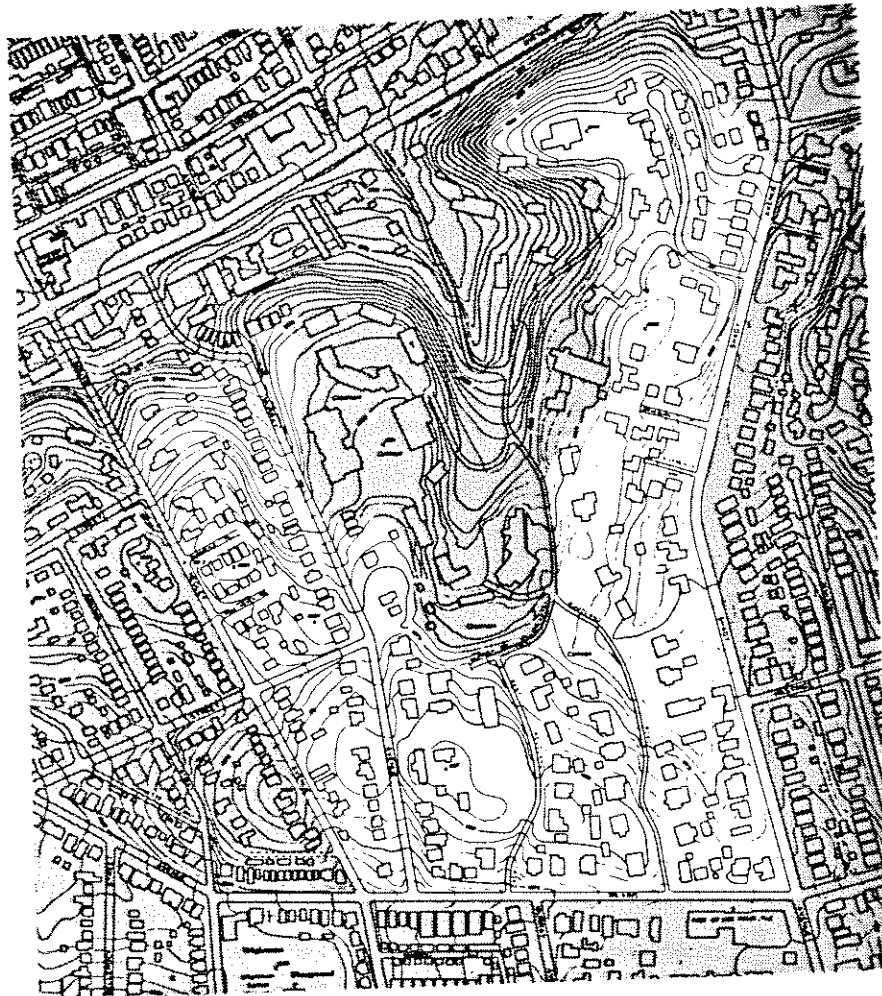


Wilkins / Negley / Fifth

Wilkins/Negley/Fifth slopes gradually from Wilkins to Negley but slopes steeply from Dunmoyle down to Fifth Avenue.

This difference in topography is marked by a difference in housing types. Apartments and smaller lots and houses are located on the gradual slope while larger houses are situated atop the steep hillside. This neighborhood forms part of Squirrel Hill's northern edge and like its neighbor, Beeler-Wilkins, has both small and medium sized single

family houses along with some large expensive houses. This neighborhood has very few through streets and, with the exception of its boundary streets, is almost quaint in its scale. Tree planting on the boundary streets, which carry quite a bit of traffic into and through Squirrel Hill could improve the appearance of the neighborhood. The need for fence guidelines is evident in the recently constructed townhouses on Fifth/Wilkins where the yard fence on Wilkins violates the City code.



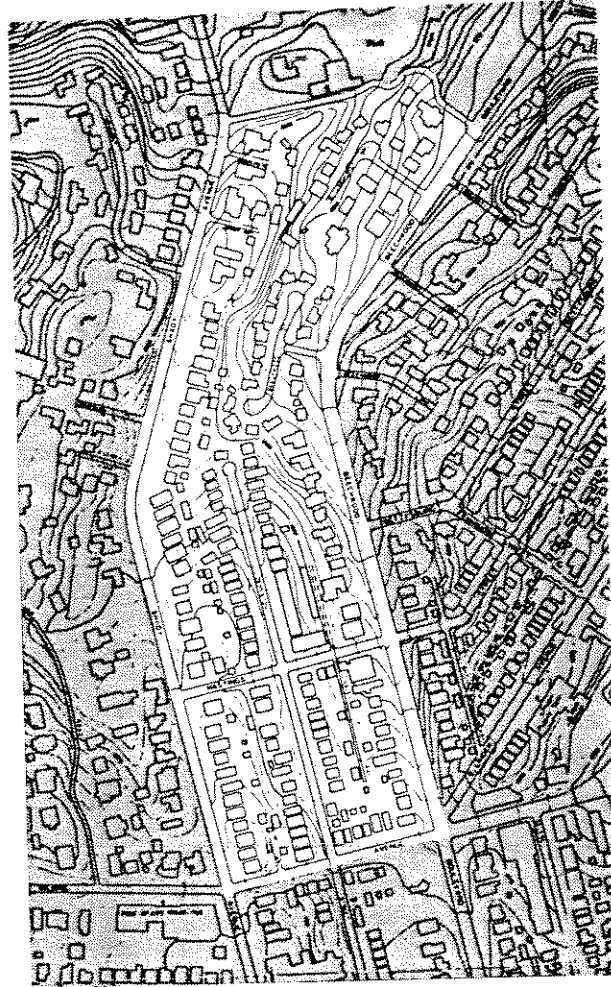
Negley / Wilkins / Shady



Negley/Wilkins/Shady is bounded by these three avenues and Fifth Avenue on its north. Topography plays a role in its housing diversity and the unique relationship of a small institution, Chatham College and a private housing development on Woodland Road. Some of Squirrel Hill's most expensive houses are located on Woodland Road. This area continues to attract new housing such as the condominiums along Fifth Avenue and an occasional new

house on Woodland Road. Woodland Road is a distinctive setting with meandering narrow roads and verdant properties.

In contrast to the area they surround, the boundary avenues of this neighborhood are busy with traffic and suffer from an absence of trees in some stretches. Unfortunately, there is a general need for trees on Squirrel Hill's main arteries.



Shady / Wilkins / Beechwood / Mellon Park



Shady/Wilkins/Beechwood/Mellon Park slopes almost uniformly from Wilkins on the south to Mellon Park on the north. This is another northern edge neighborhood with a mix of medium and large homes. A number of newer homes

dot this area and a small group of very nice townhouses are located in this neighborhood adding to the richness of the housing mix.

Trees abound both within and around this area but gaps are beginning to appear and trees should be planted

before the streets lose their tree shaded charm. The proposed addition to The Rehabilitation Institute does not appear to have adversely affected property values in this neighborhood but great care should be given to the design of the new building. The height and scale of the new structure must be sensitive to the surrounding residential character. The neighborhood and The Rehabilitation Institute should work towards the establishment of a Memorandum of Understanding (See Appendix).



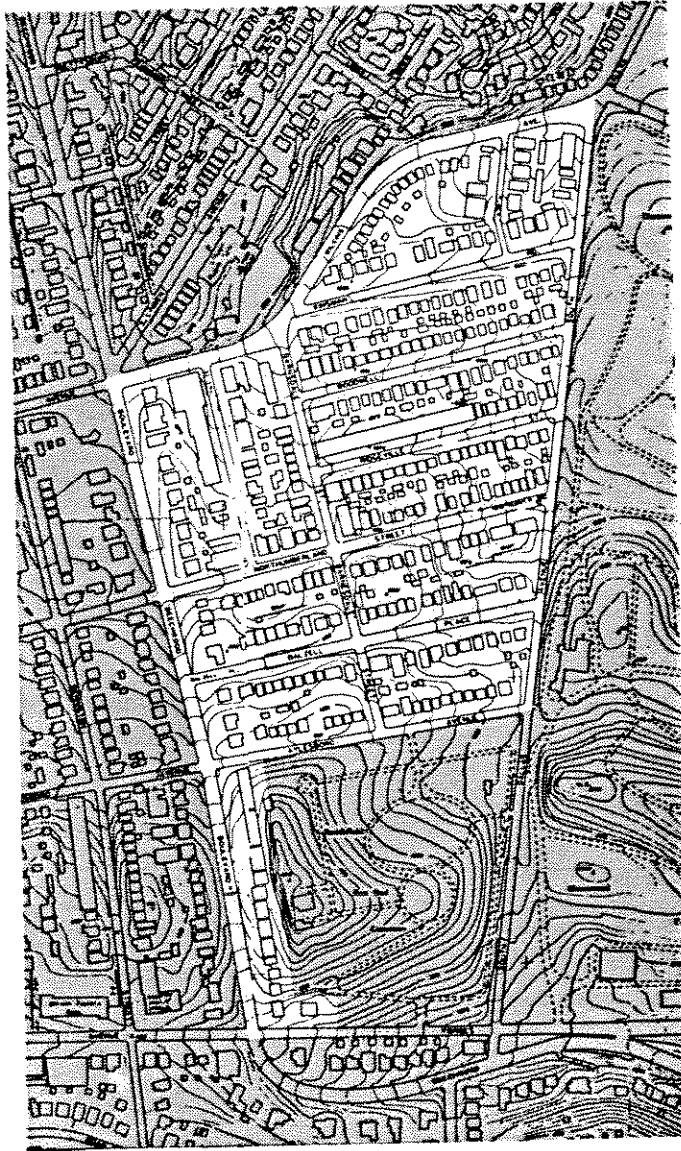
Beechwood / Wilkins / Penn



Beechwood/Wilkins/Penn slopes gradually up hill from Wilkins then down to Beechwood and Penn. This neighborhood marks the northeasterly most point in Squirrel Hill and is where Squirrel Hill and Point Breeze meet.

Part of Point Breeze is included in this Portrait because some of the residents participated in the planning process and the two communities have common concerns.

Like the other northern neighborhoods this area has a fine mix of housing types which is reflected in the zoning categories of R1, R1A and R2. A very nice commercial district and the Linden Public School are an integral part of this neighborhood. Unfortunately Linden School's lower fence is an eyesore which accumulates debris. The Wilkins Avenue portal would be greatly enhanced by screening the lower fence with a row of trees or by its removal.



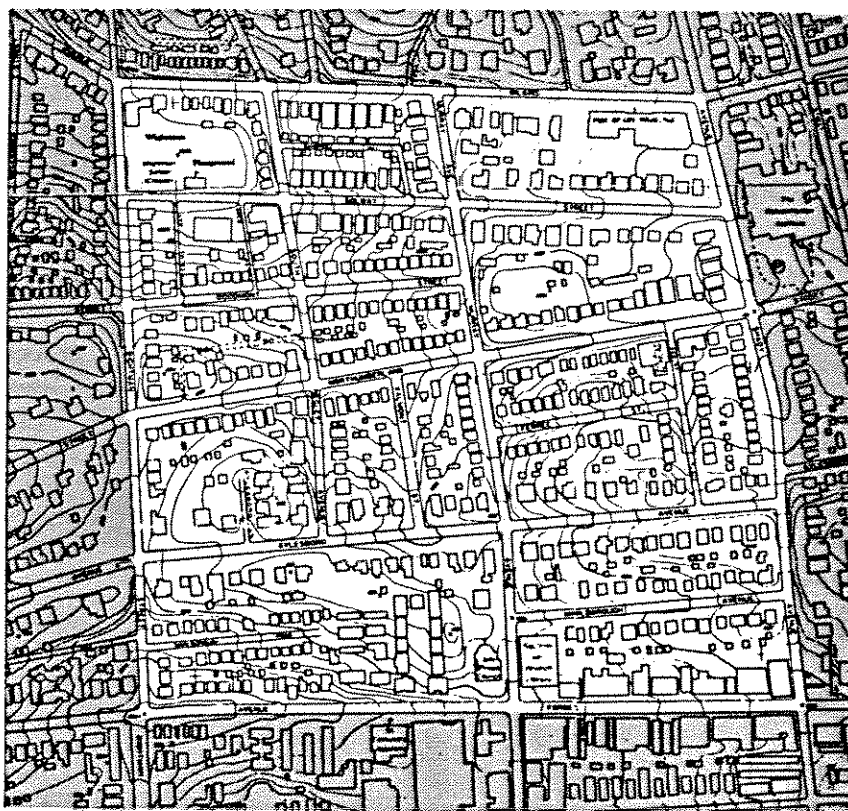
Beechwood / Forbes / South Dallas / Wilkins



Beechwood/Forbes/South Dallas/Wilkins has, for its small size, a great variety of housing types ranging from the modest townhouses in the R3 area, which encompasses most of the neighborhood, to the larger single family houses in the R1 zone along Beechwood Boulevard. Very little traffic passes through the neighborhood because most

of the streets are a block in length and are made narrow by the fact that most of the multiple family houses are without garages and parking is permitted on both sides of the street. The high density in this neighborhood is off set by the green open space of two cemeteries to the east.

Several of the streets are in need of street trees to soften the effect of so much on-street parking.



Wightman / Forbes / Shady / Wilkins



Wightman/Forbes/Shady/Wilkins rises quickly from Wilkins up Wightman and rises gently from Wilkins to Shady. The highest point is close to Forbes and Shady. This neighborhood, even with a change in elevation equal to a ten story

building, appears to be almost level. The abundance of tree lined streets adds to the illusion. This neighborhood has a broad range of housing types, several institutions and houses of worship as well as a part of Squirrel Hill's most successful business district. Pressure to expand and change the institutional and commercial interests will always exist and care must be taken to preserve the balance of residential and institutional use.

The lovely historic brick house "Part of Springfield" on Northumberland Street with its outstanding wrought iron fence is located in this neighborhood. Like most of the other neighborhoods north of Forbes, this neighborhoods diversity contributes to its strength and vitality. "FOR SALE" signs do not remain on any one property for long.

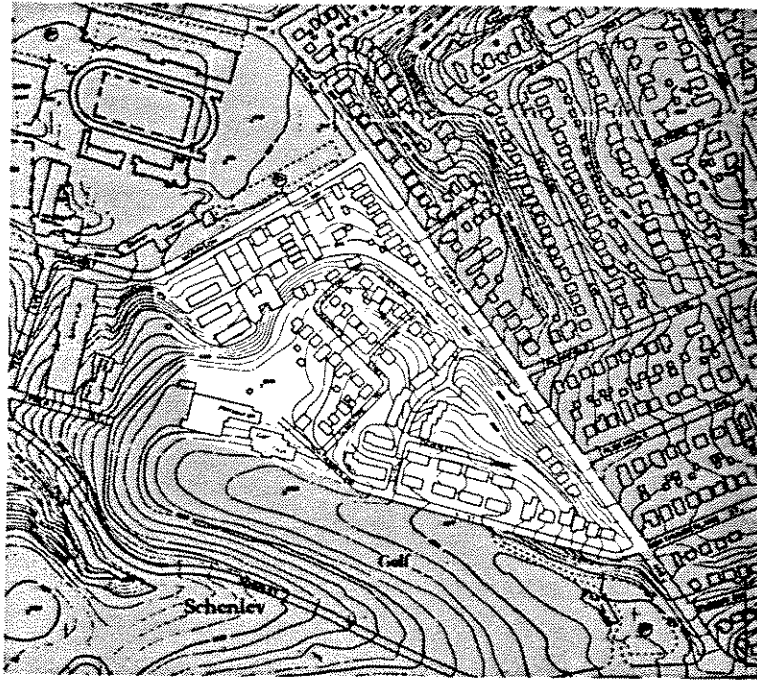


Forbes / Wightman / Wilkins / Beeler



Forbes/Wightman/Wilkins/Beeler rises steeply from its western corner, Forbes and Beeler, which is Squirrel Hill's most western portal, to its eastern corner at Forbes and Murray. The 150 foot rise along Forbes between Margaret Morrison and Murdoch is an integral part of any Pittsburgh runner's or biker's training program. Carnegie Mellon University and Squirrel Hill's largest Planned Residential Development are located to the west of this neighborhood. The neighborhood includes a broad range of housing types; the Planned Residential Development, doubles, townhouses, modest and large single family houses in the much admired Murdoch Farms, as well as a former mansion that was converted to a house of worship on Forbes. Forbes, which acts as the western portal into

Squirrel Hill has lost many of its magnificent sycamores. Through the efforts of a few homeowners the City has provided a variety of maples as replacements. Carnegie Mellon University has done an exceptional job by planting large specimen maples along Forbes adjacent to their new play fields. The type, size and spacing of Carnegie Mellon University's street trees should serve as an example for the rest of Forbes. The plan opposes the proposed spine line extension beneath Forbes due to the anticipated disruption of this neighborhood during construction. A concern in this neighborhood is the group of double houses along Forbes that have had their garages converted into living spaces thereby becoming illegal three story houses. For want of garages, people park in the driveways, on the front lawns and on the sidewalks. Another concern is a group of houses on Beeler near Wilkins.



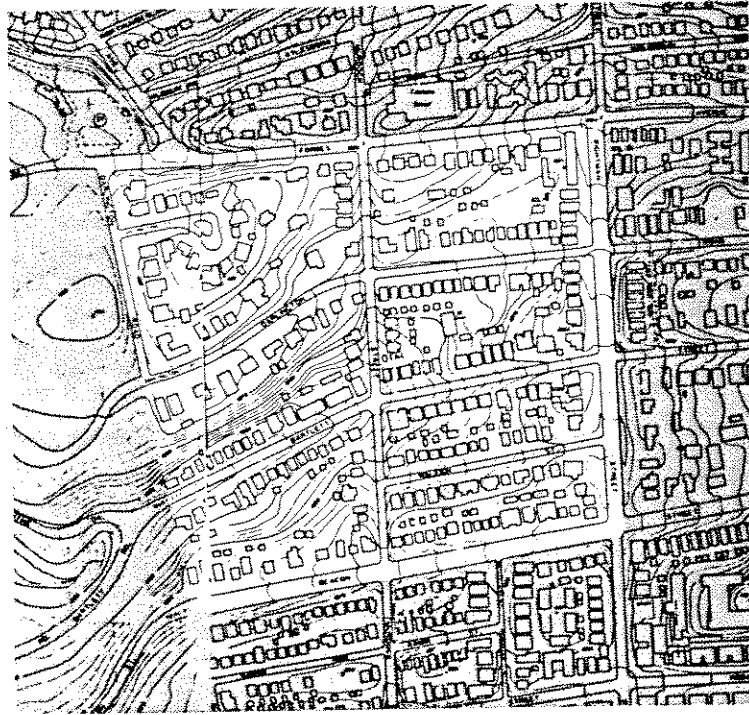
Northumberland / Forbes / Margaret Morrison / Carnegie Mellon



Northumberland/Forbes/Margaret Morrison/Carnegie Mellon border the neighborhood on Squirrel Hill's western most edge. Changes in topography provide adequate buffering between the diverse uses located in this neighborhood

which include single family houses, townhouses, a university and a private club. Some deterioration has

occurred in the rental housing along the lower part of Forbes adjacent to Carnegie Mellon University. This is a problem area and dialogue should be established with the property owners (some of whom do not live in Pittsburgh) and the neighborhood. Street trees are needed to replace the sycamores that have been or will soon be removed. The plan opposes the proposed spine line extension beneath Forbes due to the anticipated disruption of this neighborhood during construction.



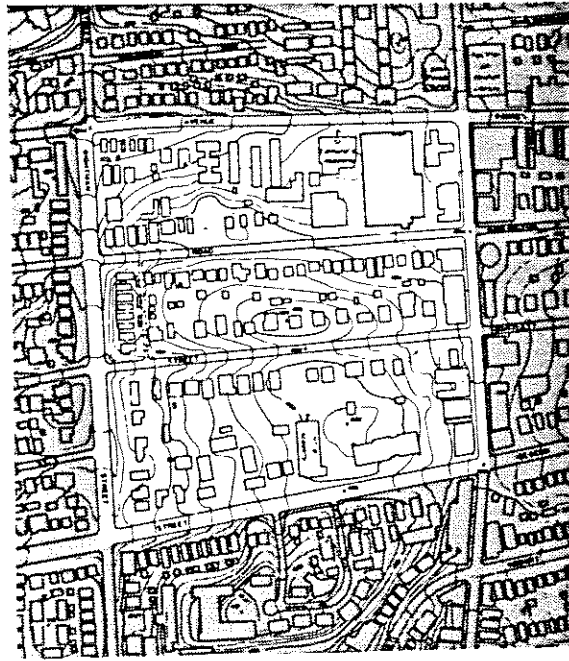
Schenley Park / Beacon / Wightman / Forbes



Schenley Park/Beacon/Wightman/Forbes is bordered on its western edge by Schenley Park and on its eastern edge by Wightman, the widest street in Squirrel Hill. Forbes, Darlington, Bartlett and Beacon are all entrances into Squirrel

Hill and care should be taken to maintain their current tree lined condition. This neighborhood has the broadest range of zoning and housing types. The mix works quite

well, due in part to the topography change between lower Darlington and Bartlett. The diversity of zoning categories, from R1-A to R4, creates a flexible environment where property owners can easily respond to changing housing markets. One of the best examples of this type of change can be seen at 5556 Forbes where a typical, large, single family home was converted into two, four bedroom townhouses. The result is exemplary.



Wightman / Beacon / Murray / Forbes



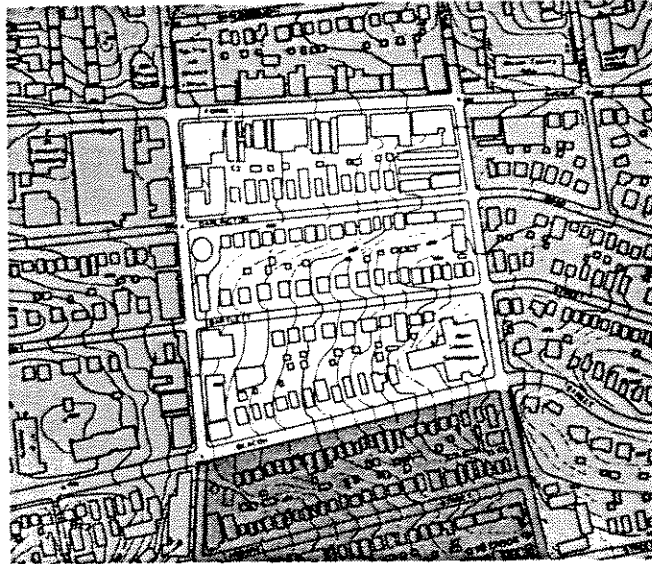
Wightman/Beacon/Murray/ Forbes suffers from the fact that all its east-west streets: Forbes, Darlington, Bartlett and Beacon carry vehicular traffic to and from the Commercial district. In addition the neighborhood contains three

institutions, several houses of worship, and an entirely commercial eastern edge. This would be enough diversity for a neighborhood twice its size. The range of Residential zoning districts, R1 through R3 and RP, help to stabilize this mix of demands and the resulting tensions. The higher density housing in R2 and R3 zones acts as buffer between the commercial uses and the lower density housing.

Wightman is lined with mature shade trees in contrast to Beacon where the shade trees have died and have not been replaced. Wightman, and possibly Beacon, could be enhanced by the addition of a center island with trees. The western end of Beacon Street, which consists of single and double family houses, contrasts with the eastern end where a clustered townhouse development is located between apartment buildings and institutions. Both the townhouses and the apartment building's courtyard park need better maintenance. The sidewalks on Beacon Street need repair especially where the grass planting strip has been overtaken by asphalt paving. Forbes, which runs parallel to Wightman, has similar problems. Several

apartment properties are in need of upkeep, retaining walls and driveways have deteriorated, and some lawns are unkept. The institutions and the church have been good neighbors with low scale structures and well planted front yards. All three institutions help reduce the on-street parking demand by providing off-street parking. A walk up either Darlington or Bartlett between Murray and Wightman clearly demonstrates the need for some additional buffering between the commercial on Murray and the residential use on these streets. This is discussed in the Land Use and Zoning section of the plan.

Murray Avenue on the east suffers by comparison to its commercial counterpart Forbes Avenue. It does so for two basic reasons; the narrow sidewalks and the short blocks. Other factors which diminish its general appearance include a lack of street trees, poor shop signage, overhead utility lines and a lack of coordinated guidelines for the street signage. Nothing positive can be said about this important edge but there is hope that this block may be changing in the very near future. The community should be prepared to make certain trade-offs to insure that new construction adheres to a constant 15'- 0" setback until a 15'- 0" setback requirement is established. The plan opposes the proposed spine line extension beneath Forbes due to the anticipated disruption of this neighborhood during construction.



Murray / Beacon / Shady / Forbes



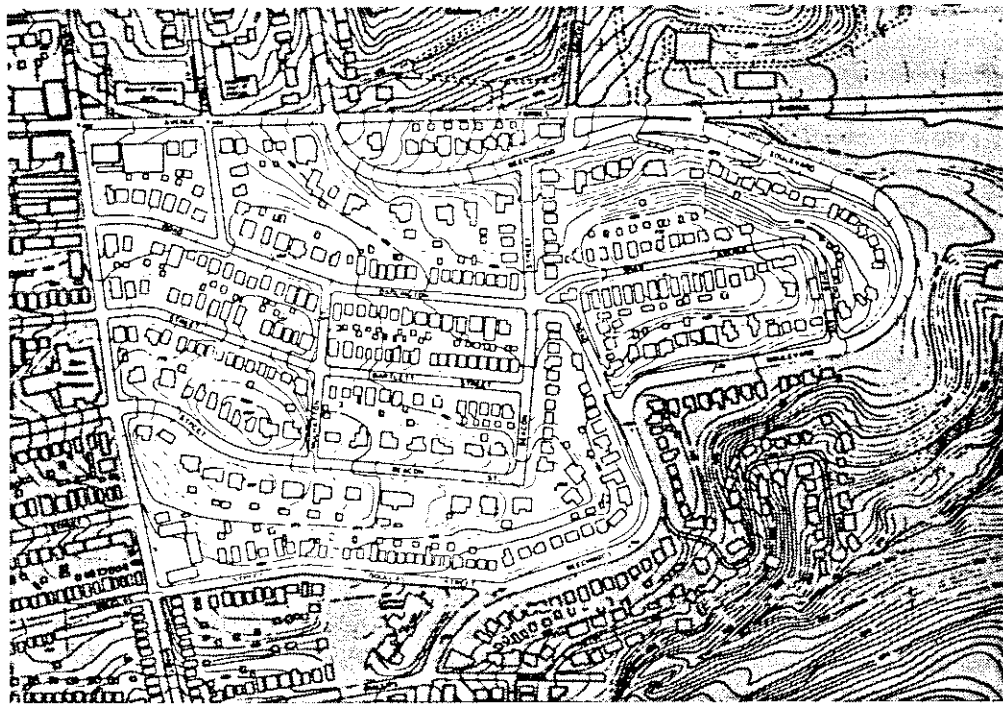
Murray/Beacon/Shady/Forbes is the smallest but the most intensely developed neighborhood in our Portrait. It slopes very gently from Forbes and Murray up to Beacon and Shady. This gentle slope and a broad range of higher density

residential zoning districts, R2 through R4, along with the commercial zones on Forbes and Murray have produced a concentration of development. The density of this neighborhood is appropriate to its location in the center of Squirrel Hill and the proximity of Squirrel Hill's commercial streets. The density however is not without a price. Areas of the sidewalks on Darlington, Bartlett and Beacon are in need of repair, street trees need to be planted, and some rental properties need attention.

Forbes, between Murray and Shady, is Squirrel Hill's busiest commercial street and for good reasons. Its long flat uninterrupted blocks with wide and partially tree-

planted sidewalks contribute to the success of this area. In addition, practically all the shops have recessed entries.

Beacon like Forbes is quite wide but is predominately residential with commercial use near Murray. A large synagogue and school and some small houses of worship are located in the block between Shady and Murray. Commercial and institutional signage should be discouraged when located in a residential area or at least stringently controlled.



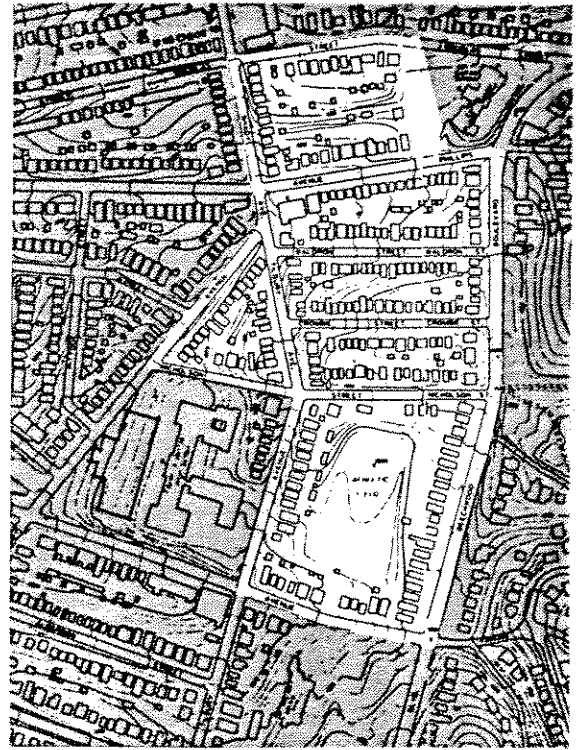
Shady / Douglas / Beechwood / Forbes



Shady/Douglas/Beechwood/Forbes features several of the highest points in Squirrel Hill. The highest point is located between Beacon and Darlington and is 500 feet above both The Monongahela and Allegheny Rivers. The topography

falls and rises within this neighborhood separating its R1-A and R2 housing districts. This area has two distinct edges. The end of the Forbes Avenue Commercial district marks its northwest corner. Its eastern edge is bordered by the graceful, curving Beechwood Boulevard and Frick Park. Very little through traffic can be observed in this neighborhood due to the topography and curving streets. Beechwood Boulevard is a favorite of walkers, joggers and bicyclists. One of Pittsburgh's more unique landmarks, a series of white strips painted across Beechwood Boulevard which denote the starting line of Pittsburgh's Great Race, is found in this neighborhood. The race route follows Forbes Avenue through the heart of Squirrel Hill for

almost two miles before making a right hand turn onto Morewood at Carnegie Mellon. The greenery that characterizes this neighborhood is absent from Forbes at both its commercial end and residential edge. It is imperative that a tree planting program begin at once for this eastern portal of Squirrel Hill. The visual contrast of Forbes at Shady and Forbes between Frick Park and the Cemetery is startling as one approaches Squirrel Hill from Braddock Avenue. The importance of Squirrel Hill's portals can not be over-emphasized.



**Beechwood / Phillips Place /
Forest Glen Road**



Beechwood/Phillips Place/Forest Glen Road compose the smallest Portrait, but it is quite typical of Squirrel Hill's neighborhoods. Situated adjacent to Frick Park, it forms a part of Squirrel Hill's eastern edge. This is predominately an

R1-A district with a successful mix of R1, R2, RP and small Commercial components. An abrupt change in topography makes this possible. In fact, Forest Glen is almost as steep as Negley hill, with incredible twists and turns, as it winds its way down to its terminus at Frick Park. Like its northern neighbor, Shady/Beechwood/Forbes, this neighborhood is located in a park-like setting. Together, these two neighborhoods create a strong and beautiful edge for Squirrel Hill.

**Shady / Forward / Beechwood /
Douglas**



Shady/Forward/Beechwood/Douglas is unique for both its topography and its zoning. The topography rises and falls like a roller coaster. It is high on Douglas, drops to Phillips, rises to Nicholson, and falls to Forward. This is

the only Mini-Portrait with a single zoning category, R2. Although primarily residential, it is not without diversity, for it contains an elementary school, a high school with playing field, and a synagogue. The houses are modest and well kept, but there are areas where trees have been removed and not replaced. Forward Avenue in front of Taylor Allderdice is such a location. Forward is one of the portal streets serving the Parkway from the south and the less known heavily used Commercial Road from the east. Upgrading a portal street is important for Squirrel Hill's image and important for the lasting impression of a neighborhood.



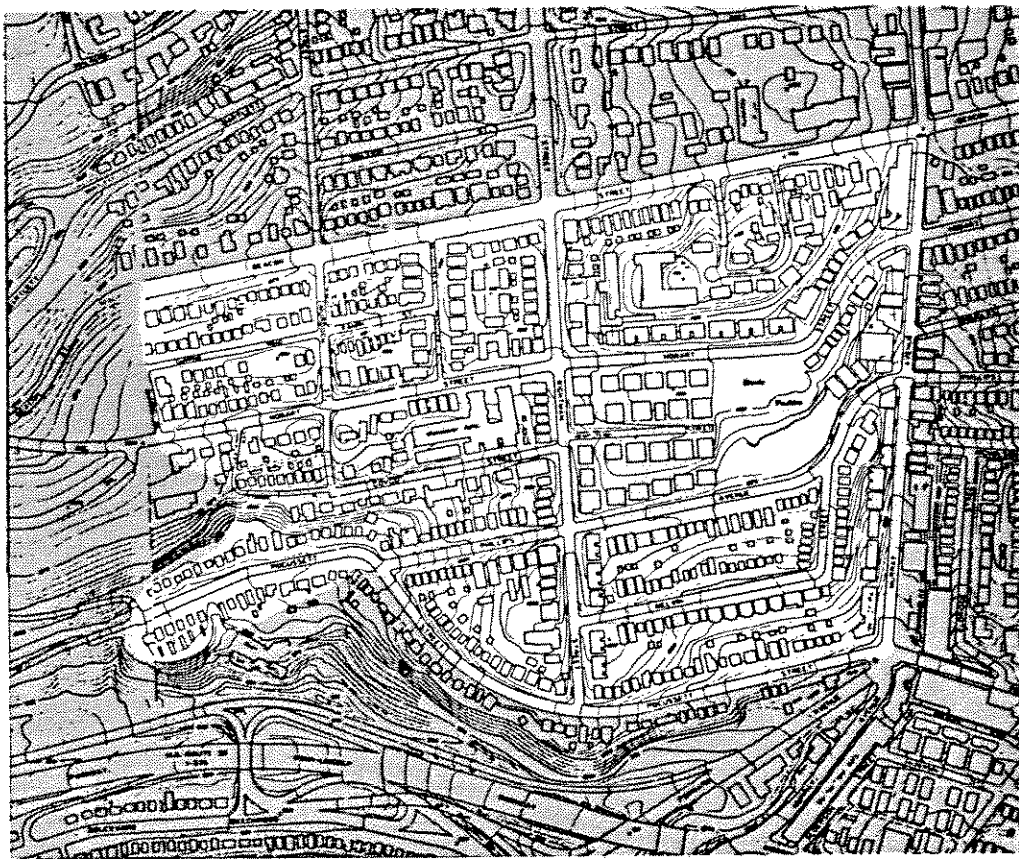
Murray / Forward / Shady / Beacon



Murray/Forward/Shady/Beacon is predominantly an R-4 multiple family residential district. Its western edge is the Murray Avenue commercial district and much of its eastern edge along Shady is an R-2 residential district. All four

boundary streets carry through traffic, with much of it coming from the Parkway and the Forward Avenue portal. The topography slopes down to a low point at Forward and Murray Avenues. As clearly demonstrated by the

Forward Shady Housing for Elderly, the edges of this neighborhood, specifically on Forward behind the Murray commercial, can accommodate mid-rise residential structures quite well, but would require a change in zoning to R-5 or R-P. In fact, the corner at Forward and Murray would be ideal for a mixed-use commercial and residential mid-rise complex not exceeding nine stories in height. This neighborhood is almost without trees and is in dire need of a tree planting program.



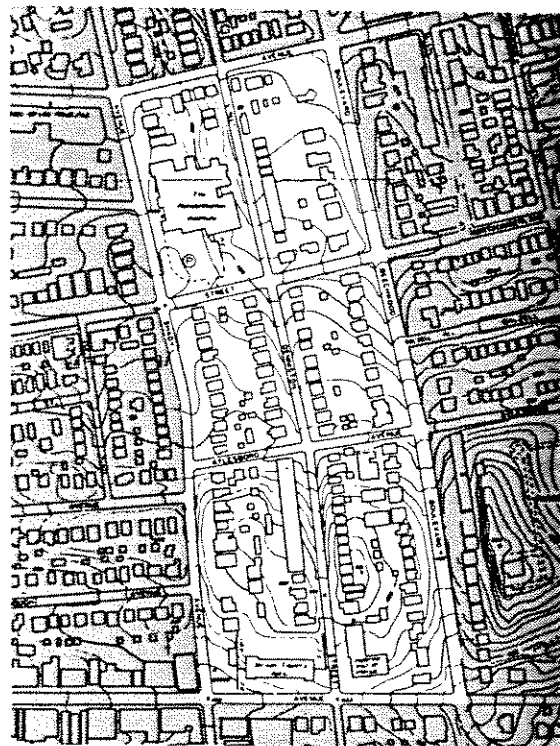
Schenley Park / Pocussett / Murray / Beacon



Schenley Park/Pocussett/Murray/Beacon. Among the most impressive entrances to Squirrel Hill is that which takes you through Schenley Park and along either Bartlett, Hobart, or Beacon. Beacon, with its wide, tree lined street space, is an

especially beautiful portal. If only one thing is ever done for this neighborhood, it should be to retain the beauty of its portals. Even though this area has no R1-A or R-1 single family districts, and is zoned mainly R-2, R-4, R-5, and C-3, it has the feel of an open single family neighborhood.

Due to the abrupt change in topography between the Murray commercial district and the housing to its west, one is not aware of this neighborhood's commercial eastern edge. This, and the curving change in direction of Pocussett, Melvin, Phillips, and Hobart, help buffer the residential district from the commercial district. However, where the density is greater and institutions are adjacent to residential uses, it would be helpful to institute a Residential Permit Parking program. This would encourage the staffs of the institution(s) to car pool or to take public transportation. Future development must provide sufficient off-street staff and guest parking so as not to further burden this neighborhood.



Wilkins / Shady / Forbes / Beechwood



Wilkins/Shady/Forbes/Beechwood presents a microcosm of the diversity to be found in Squirrel Hill. The walkability and small town scale which are vital to Squirrel Hill are exemplified here by the proximity of Frick Park and the commercial streets of Forbes and Murray. The presence of the Hebrew Institute and The Rehabilitation Institute in this predominately residential community are examples of the diversity of land use. Diversity is reflected in the type, size, and character of the houses as well.

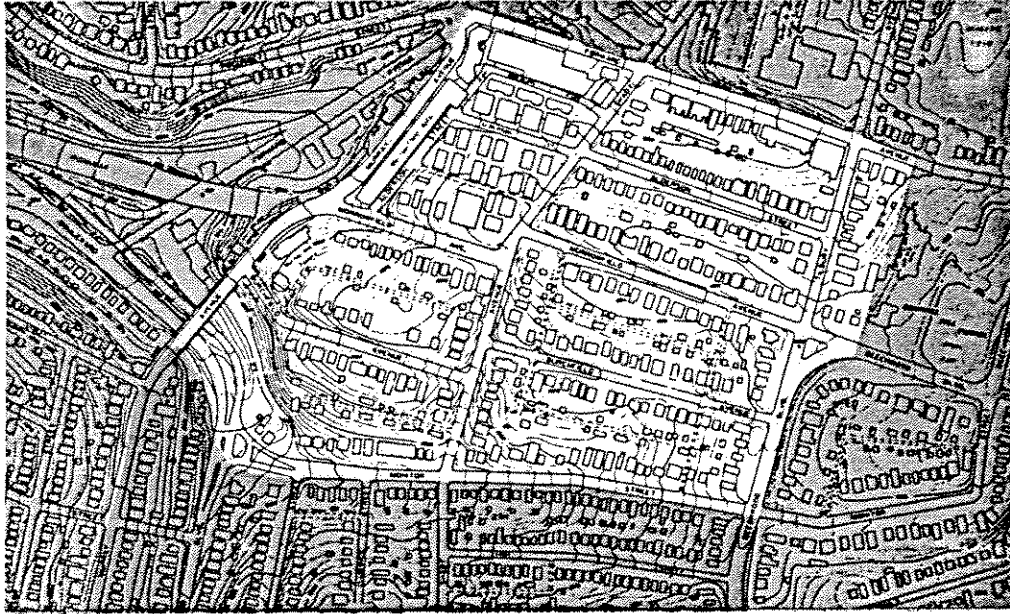
Large houses, with gracious lawns, line Beechwood Boulevard and Shady Avenue. Smaller lots and houses are found on Denniston, and the Maxon Towers, located at the corner of Denniston and Forbes, is one of the few high-rise apartment buildings in Squirrel Hill. Row houses and some conversions of single family houses to apartment units are also found in this area. In general, the upkeep of property and houses is good, but there are isolated problems.

Most houses appear to be single family but there are signs of at least one conversion of a single family houses to an

apartment building at the corner of Denniston and Aylesboro. The condition of this house and its neighbors is not good. Two small bungalows on Denniston near the Hebrew Institute present another type of concern. The scale, set-back and style of these houses is incompatible with the existing houses on Denniston.

The Hebrew Institute and Maxon Towers, located on the periphery of the area, do not adversely affect the overall residential nature of the community. Planting along the chain link fence by the Maxon Towers pool and removal of some of the signs in the Hebrew Institute parking lot would improve the appearance of the street.

In contrast, The Rehabilitation Institute is surrounded by residential use and it will be expanding in the future. Great care should be taken to minimize the institutional impact. At present, the scale of The Rehabilitation Institute along Shady Avenue seems appropriate but the building is less sensitive to the residential scale on Denniston Avenue. Darlington Nursery is a successful commercial space located in this area. The plan provides guidelines for development of the site in the event that the nursery is no longer located there.



Murray / Monitor / Beechwood / Tilbury / Forward

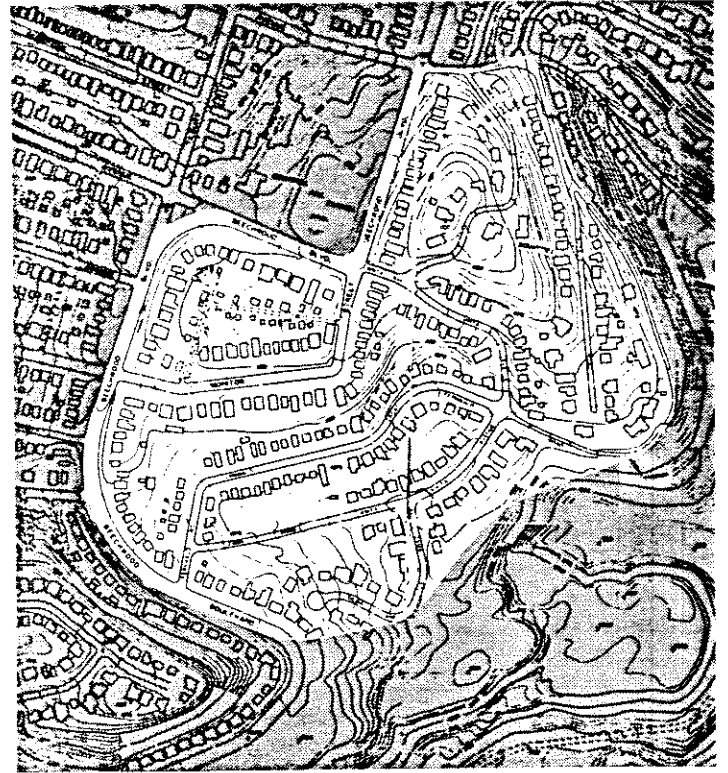


Murray/Monitor/Beechwood/Tilbury/Forward sits adjacent to the Forward Avenue portal. Building density is very high along Murray, from Forward to Morrowfield. At Burchfield the ground drops precipitously to Beechwood and

Monitor. Monitor is, in effect, a secondary portal, sitting in a slight valley. Motorists going to and from the Parkway use it as a way to circumvent Forward. The

neighborhood fits its zoning of R-2 and R-4 even though it has several blocks of very nice single family houses and a small strip of commercial along Forward.

Forward and Murray are both in need of street trees. They are both wide, and carry a lot of vehicular and pedestrian traffic. This neighborhood has provided many young families with their first house, thereby serving a very valuable service to the community.



Beechwood / Forward / Frick Park

Beechwood / Fernwald / Zama / Fernwald



Beechwood/Forward/Frick Park is an R1 district consisting of medium to large single family houses. At its eastern edge is an apartment house zoned R-P. The districts are separated by an abrupt change in topography of over 100 feet, which forms a successful natural buffer between the two districts. Some sidewalks are missing along Forward and should be replaced with new ones in conjunction with a tree planting program.

Beechwood/Fernwald/Zama/Fernwald is an all single family neighborhood and is designated as R1. Parts are almost suburban in character with winding roads, an absence of sidewalks, cul de sacs, open space and attached garages. Limited access through this area is needed in order to develop additional small clusters of one and two family dwellings. Single family lots are currently for sale with views overlooking Nine Mile Run and the Monongahela River.



Beechwood / Monitor



Beechwood/Monitor is Squirrel Hill's southern most neighborhood and is comprised of R2, Two Family Zoning even though a significant portion of it is single family with some apartment buildings and row houses. A Zoning

change is not necessary for the combination of topography and dead-end or short streets provides natural, physical boundaries which compliment the zoning. This neighborhood reveals how topography enables buildings of different scales to be compatible neighbors. An example of this is the very steep descent of Guy and Kemper

Streets just off Beechwood. The houses perched on top of the hill are stylistically very different from the those at the bottom of the hill. Like the adjacent neighborhoods, this neighborhood is in need of a street tree planting program in some areas.

The terminus of the Beechwood Boulevard Bikeway is located in this neighborhood, but there is an opportunity to continue the bikeway through Frick Park to Nine Mile Run and the Monongahela River. Eventually the bikeway could be designed to follow the B & O right-of-way to the "Golden Triangle".

**THE COMMUNITY/GUIDELINES
PLANNING PROCESS AT WORK: THE
GIANT EAGLE**

THE PROCESS

The Design Guidelines included in this plan are intended for use in a community wide public process directed at new development and coordinated by the Squirrel Hill Urban Coalition as well as for use by the City Planning Department.

The process is comprised of three important steps:

- A. Public Meetings - One or more public meetings should be held to introduce the project to the community, to establish dialogue between the community and those putting forth the project and to identify the big issues and community concerns. Follow up meetings with specific groups such as City Planning, neighborhood organizations and Squirrel Hill Coalition committees should be organized as needed.
- B. Guideline Review - Simultaneous to the Public Meeting(s) the Squirrel Hill Urban Coalition should review the proposed design for the development. The Master Plan guidelines will serve as a reference and standard for the Coalition's review of each project. Anyone proposing a development or construction project should be made aware of the Master Plan and guidelines early in the process.
- C. Written Agreement - At the conclusion of the process a written agreement should be established between the community, represented by the Coalition, and those proposing the new construction. The agreement should serve as assurance that the built project will respect the guidelines and recommendations agreed to during the process. A Memorandum of Understanding should also be established at the end of the process if the project involves or creates an institution's or company's long-term relationship with the community.

THE GIANT EAGLE EXAMPLE

The process is exemplified by a series of meetings which took place between February, 1990 and January 1991. The meetings were held to discuss the proposed construction of the new Giant Eagle on Murray Avenue.

Because the guidelines for the Master Plan were being developed concurrent to the Giant Eagle process they were not a factor in early discussions.

- Feb. 14, 1990: A public meeting was held at St. Edmunds School.

Early issues were:

- Ingress and egress traffic movement on Beacon and Bartlett.
- Buffer between parking and residential.
- Delivery times.
- Noise of trucks - covered and closed loading dock.
- Pedestrian safety.
- Building mass.
- Shopper safety.
- Mechanical equipment noise.
- Building materials.
- Feb. 27, 1990: SHUC Housing and Land-use Committee held a meeting at the Wightman School. Key issues included truck unloading, egress and ingress, keeping the existing store open for as long as possible during construction, zoning, the size of the store, setbacks, lighting and materials.
- May 7, 1990: City Planning Meeting.
- May 17, 1990: City Planning Meeting.
- Sept. 4, 1990: Follow up meeting at NADCO with the Giant Eagle, Architect and Developer, the S.H.U.C. and the Planners.

Discussion included the time frame for construction, traffic flow and delivery truck flow. Other issues responded to guidelines in Master Plan such as buffer yards between the site and adjacent residential properties, street tree planting, an enclosed loading dock with garage door, recessed shop entries along Murray, paving materials for upper level parking

area, and the treatment of the corner at Bartlett and Murray. At the conclusion of the meeting the Architect and Developer agreed to a public presentation with a model and rendered drawings.

- Oct. 30, 1990: Public meeting at St. Edmunds School.
- Nov. 5, 1990: Follow up public meeting at Jewish Community Center. The Architect presented a model and rendered drawings of the proposed building.
- Jan. 21, 1991: Meeting between Developer and Squirrel Hill Urban Coalition. The Developer and the Squirrel Hill Urban Coalition discussed the necessity for a written agreement between the developer and the community.

Present: Currently the Coalition and Developer are in the process of arriving at a written agreement.

Conclusion:

During the course of the year long process, many improvements were brought to the proposed development by the involvement of City Planning, concerned community members, and the Coalition.

Design guidelines were instrumental in providing an objective and consistent way of understanding the projects potential impact on the community.

In conclusion, the architect and developer agreed to:

- A 15'- 0" set back on Murray Avenue.
- Recessed entries along Murray Avenue.
- A planted buffer strip between residential use on Beacon and the store.
- A planted trellis above the parking garage ramp.
- An enclosed truck loading dock.
- Improved design of traffic flow so that delivery trucks will not back onto Beacon or Bartlett.
- Shops at Murray street level with upper level public parking.
- No exiting of delivery trucks onto Beacon.
- A small parklet with seating along Beacon at the corner of the new building and the driveway.

- The screening of the dumpster on Bartlett.
- The provision of shuttle access (by the store owners) to nearby Giant Eagles in the event that the Squirrel Hill store is closed during construction.
- The introduction of architectural elements to bring scale to the windowless façade on Beacon Street.

Postscript:

The developer subsequently decided to scale down the project. The Coalition and the community are in the process of renewing the proposal and negotiating design issues.

APPENDIX

MEMORANDUM OF UNDERSTANDING

This document is intended to record the understandings reached between Carnegie Mellon University (the University) and the Squirrel Hill Urban Coalition (the Coalition) in discussions during 1988 and 1989 concerning the relationship between the University and Squirrel Hill.

The University recognizes the contribution of a healthy, strong, viable neighborhood in achieving its goal of excellence as an institution of higher education and research.

The Coalition recognizes the importance of the strength and success of the University to the well-being of Squirrel Hill and of the City of Pittsburgh.

The University and the Coalition both recognize their responsibilities for channeling information to one another about the concerns of their constituencies on issues pertaining to the campus and the neighborhood.

Based on our discussion of housing, zoning, parking, traffic, campus construction and campus events issues, the following paragraphs summarize the course of action we have agreed upon :

- 1) Parking - The University is supportive of the notion that student parking should not detract from the ambience and safety of the residential neighborhoods surrounding the campus. Therefore, the University has taken and will continue to take steps to encourage students not to bring cars to campus and to make it convenient for students to live on campus or off-campus in surrounding neighborhood apartments without the use of a personal car.
- 2) Housing - The University is supportive of the Coalition's efforts to enforce zoning codes and occupancy limitations. The University will continue to work with realtors and landlords to convey its commitment to legal occupancies for students and to educate students about their rights and about legal occupancy requirements. In particular, the University will continue to seek assurance of a valid occupancy permit before listing any rental apartment in its off-campus housing office. We expect to continue our cooperative efforts to support enforcement actions where violations occur.
- 3) Reporting-the University will continue to monitor the success of these efforts, to review them in periodic meetings with the Coalition, and to seek Coalition input on related matters. The University will report in writing at least annually on the progress and success of the measures outlined above.
- 4) Continuing Dialogue - The University and the Coalition will continue the dialogue now established concerning future areas of mutual interest. The University intends to keep the Coalition informed on a regular basis, about campus events and other campus activities or changes that would affect the neighborhood or offer opportunities for neighborhood participation. In particular, we have agreed to maintain a dialogue on the following issues:

Student housing

Parking and traffic

Long range community planning

Student events such as fall term opening, campus-wide Fraternity activities, Spring Carnival and Commencement

New construction and major campus changes

Items of mutual interest affecting properties adjacent to the campus

Other items of mutual concern as they arise, such as long term changes in enrollment and employment

CARNEGIE MELLON UNIVERSITY

SQUIRREL HILL URBAN COALITION

By: _____
Vice President

By: _____
President

Date: _____

Date: _____

APPENDIX

CITY OF PITTSBURGH NEIGHBORHOOD BUSINESS SIGN DISTRICT REGULATIONS

Proposed Neighborhood Business District Sign Regulations

987.05 Neighborhood Business District Sign Regulations

(a) **PURPOSE**

The purpose of these special provisions is to provide a level of control over signage in commercial areas of the City which include uses which are within and adjacent to residential neighborhoods, where such uses are physically oriented toward pedestrian traffic rather than vehicular traffic, and where the existing general provisions regulating signage allow types and sizes of signs which are not appropriate to these districts.

(b) **APPLICATION**

These regulations shall apply only to those areas specifically listed hereunder, and shall be used in addition to the general provisions for signs found above. Where differences occur between the provisions of Section 987.05 and those found elsewhere in Chapter 987, the provisions of Section 987.05 shall apply.

In the Neighborhood Business Sign Districts, there shall be applied the regulations prescribed in this chapter and the qualifying regulations prescribed in other chapters specifically referred to in the following sections of this chapter.

(c) **DISTRICT CLASSIFICATIONS**

To carry out the purpose and provisions of this Zoning Ordinance, the following Neighborhood Business Sign Districts are hereby established:

Name	Boundary
1. East Carson Street	That area defined by the AI Commercial-Residential Associated District along and adjacent to East Carson Street, as defined by ordinance on the City's Zoning District Map.

(d) **SPECIAL DEFINITIONS**

1. "Projecting Sign" means any business or identification sign which sole means of support is by attachment to a legal structure on a zoning lot and which projects more than twelve inches into a public right-of-way. A projecting sign shall contain no more than two sign faces which include lettering, and these sign faces shall be back-to-back.

(e) **GENERAL PROVISIONS**

The provisions of this section apply to all Neighborhood Business Sign Districts as designated hereunder, except for those Special Provisions found in Section 987.05 (f) below. For other applicable general provisions, not limited to Neighborhood Business Sign districts, see Section 987.01 through 987.04.

APPENDIX

1. Number of Signs

- A. For each street level business, a maximum of one (1) wall sign, two (2) window signs, and either one (1) awning sign or one (1) projecting sign or one (1) ground sign shall be permitted for each facade of a structure facing a street.
- B. For each upper floor business, a maximum of two (2) window signs, one (1) door sign, and either one (1) awning sign or one (1) projecting sign shall be permitted for each facade of a structure facing a street.
- C. The maximum area of all signs, including ground signs, shall be fifteen percent (15%) of the area of the face of the building on which the signs are proposed. For ground signs, the area of the face of the building nearest to and visible from the ground signs shall be considered for this calculation.

2. Size of Signs

- A. Wall signs shall be a maximum of two (2) square feet in area for every lineal foot of building frontage, up to a maximum of forty (40) square feet. Maximum lettering size shall be eighteen (18) inches high.
- B. For each street level business window and door signs shall be a maximum of twenty percent (20) of the glazed area of the window or door in which they are placed up to a maximum of eight (8) square feet. For each upper floor business, window or door signs shall be maximum of fifty percent (50%) of the glazed area of the window or door in which they are placed, up to a maximum of ten (10) square feet.
- C. Projecting signs shall be a maximum of nine square feet per side. The area of irregular or three-dimensional shapes shall be computed by multiplying the height and width at the widest points.
- D. Ground signs shall be limited to forty (40) square feet, and the sign and sign structure shall be no higher than twelve (12) feet.

3. Location of Signs

- A. No sign or sign structure or support shall be placed onto or obscure or damage any significant architectural feature of a building, including but not limited to a window or door frame, cornice, molding, ornamental feature, or unusual or fragile material.
- B. No sign shall be painted onto any significant architectural feature, including but not limited to a window or door frame, cornice, molding, ornamental feature, or unusual or fragile material.
- C. No sign or sign structure or support shall be located on the roof of any building or structure, nor shall any sign or sign structure or support extend beyond the cornice line of any building or structure.
- D. Projecting signs shall extend no more than four (4) feet from the front of a building or structure or two-thirds (2/3) of the width of the sidewalk beneath the sign where such sidewalk exists, whichever is less. The bottom most point of a projecting sign shall be no less than ten (10) feet from above grade beneath the sign.

4. Sign Materials

- A. The following types of signs and materials shall not be permitted for signs in a Neighborhood Business Sign District:
 - 1. Internally illuminated box signs;
 - 2. Individually illuminated channel letters;
 - 3. Flashing, moving or intermittently illuminated sign;
 - 4. Internally illuminated awnings.
- B. Wall signs shall be painted only onto a separate material which is applied to the facade of the building.
- C. For awning signs, letters shall be applied or painted onto the valance portion of the awning only.

5. Sign Illumination

- A. Internally illuminated signs or sign letters shall not be permitted.
- B. The sign face may be illuminated with small shielded spotlights which are placed as to not glare onto the public right of way or onto adjacent properties or neon tubing may be attached to the face of the sign for illumination.

6. Historic Plaques

- A. In addition to the signs permitted above, the City's historic designation plaque and one other historic plaque may be applied to a wall of a building or structure. These historic plaques shall be a maximum of one and one-half (1-1/2) square feet in area.

(f) SPECIAL PROVISIONS

The provisions in this section apply specifically to the particular districts as designated. For supplementary regulations applying to all Neighborhood Business Sign Districts, see Section 987.05 (a) through (e).

East Carson Street

A. Intent

This commercial area is an historic district with a unique collection of nineteenth and early twentieth century structures, built in a variety of architectural styles, but forming a continuous urban fabric along an important city arterial. The vast majority of structures are attached brick structures built to the property line along the street with narrow sidewalks along a two or three lane cartway.

The intent of these special provisions is to minimize the possibly adverse effect of signs on these significant architectural resources, to improve the safety of pedestrian and vehicular traffic, and to improve the communicative value of the signage for the primary users of the district.

A further intent of these regulations is to provide for signage which is compatible with the architectural character of the district, so that the historic characteristics of the district are not adversely impacted by inappropriate signage.

APPENDIX

B. Number of Signs

1. One (1) ground sign shall be permitted per zoning lot and shall substitute for a projecting sign or an awning sign.

C. Size of Signs

1. Ground signs shall be limited to twenty five (25) square feet in area, and the sign and sign structure shall be no higher than eight (8) feet.
2. The limitation on the total area of all signs shall not include signs which are determined to be a significant historic element of the building and which are an integral part of the building facade.

D. Location of Signs

1. Signs for street level businesses shall be located below the sills of the second floor windows and above the frame of the storefront windows.
2. Ground signs shall be located within the buildable area of the lot. Ground signs shall be used only where the building or structure on a zoning lot is set back from the front property line by at least twenty (20) feet. Ground signs shall not be supported by poles, uprights, braces or other means of support which are not a part of the sign face.

E. Sign Materials

1. Sign supports and structures shall be designed to be the minimum necessary to safely install the sign. Sign structures and supports shall be designed to be compatible with the architecture of the building.