

BACKGROUND

This proposal resulted from a study initiated by the East Allegheny Community Council (EACC) in partnership with Northside City Shops and its Pittsburgh Streetface program.

Using site visits, historical photographs, and city base map information, Pfaffmann + Associates prepared an initial set of design concepts and criteria for presentation to numerous local stakeholders. From their suggestions, refinements were made and presented to the EACC for review and final approval.

MAKE IT HAPPEN

These streetscape recommendations establish the critical groundwork for real world design and construction. Each of the Streetscape projects ranks priorities for the facades in terms of cost and impact. Building and business owners should take this information and work with architects to develop final construction documents. The drawings should then be reviewed with the Urban Redevelopment Authority (URA) to determine eligibility for matching grant money through the URA's Streetface Program and other financing incentives.

Contacts:

Northside Leadership Conference/	
Northside City Shops	412.231.4714
East Allegheny Community Council	412.321.1204
Northside Chamber of Commerce	412.231.6500
Community Design Center of Pittsburgh	412.391.4144
Renovation Information Network	412.391.4144

Resources:

Northside Community Development Financial Institution (CDFI)	412.322.0290
URA Business Development Center	412.255.6669
-Streetface Program	
-Urban Development Fund (UDF)	
-Community Development Investment Fund (CDIF)	
-Pittsburgh Business Growth Fund (PBGF)	
-U.S. Small Business Administration Section 504	
-Minority Loan Programs	
-Tax Exempt Programs	
-Pennsylvania Industrial Development Authority (PIDA)	
State Enterprise Zone for the Northside	412.255.6669
U.S. Department of the Interior: Federal Historic Preservation Tax Credit program	717.783.8947

Business Development Assistance:

Minoity Enterprise Center	412.434.5806
Duquesne University Small Business Development Center	412.396.6233
Small Business Administration Business Information center	412.322.6441
University of Pittsburgh Institute for Entrepreneurial Excellence	412.648.1544
Service Corps of Retired Executives (SCORE)	
www.sba.gov/starting/aboutscore.html	

CREDITS:

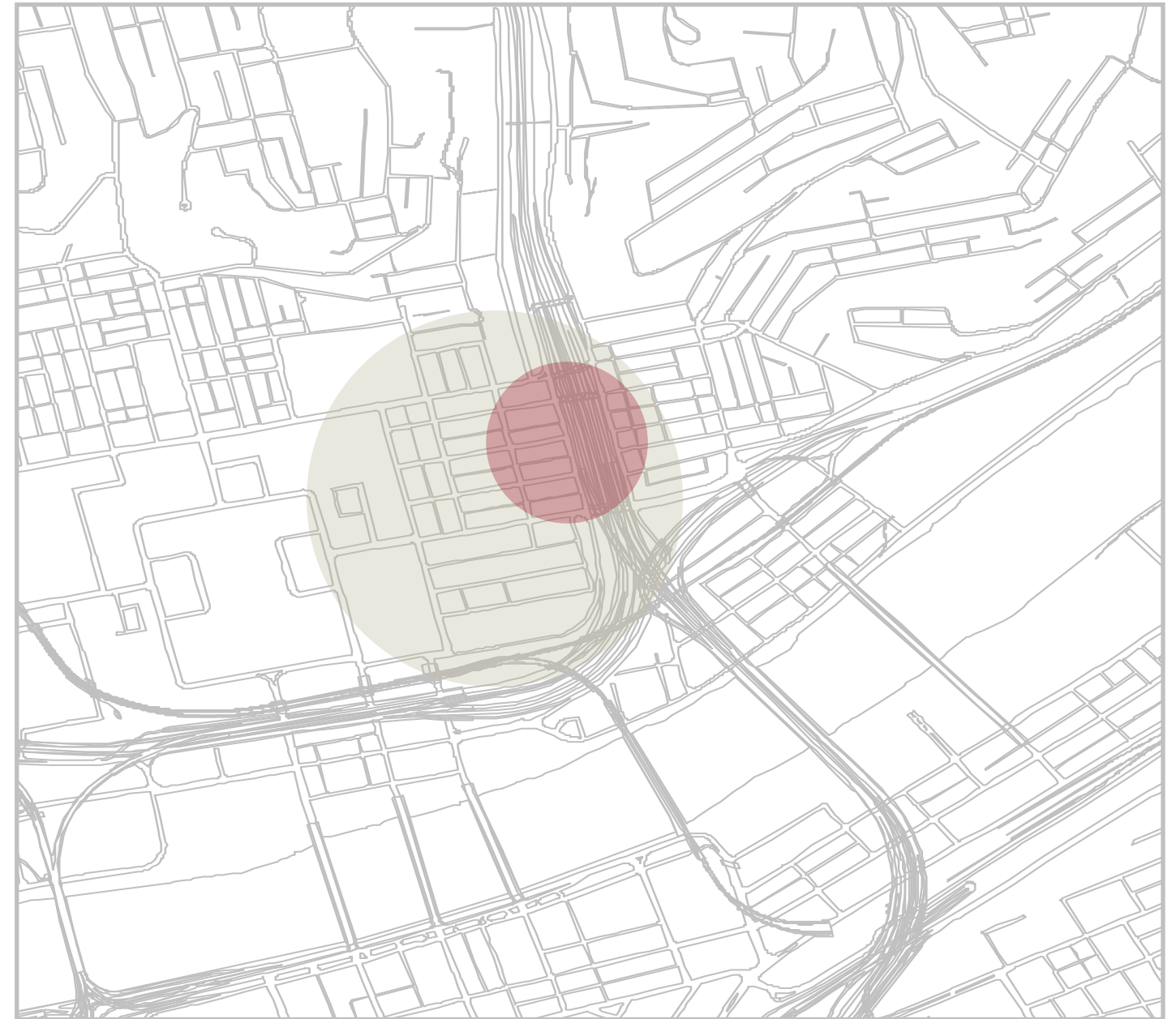
Northside City Shops
Northside Leadership Conference
East Allegheny Community Council
Community Design Center of Pittsburgh

This activity is being funded (in part) through the Urban Redevelopment Authority of Pittsburgh on behalf of the City of Pittsburgh, Mayor Tom Murphy, the Commonwealth of Pennsylvania and the Federal Government.

PFAFFMANN + ASSOCIATES



NORTHSIDE EAST STREET: PITTSBURGH'S NORTHERN GATEWAY
Storefront Renovation Opportunities
A project of Northside City Shops
www.pittsburghnorthside.com



INVEST IN EAST STREET REDEVELOPMENT

Capture North Shore development spin off
Capitalize on funding advantages
Profit by being a catalyst for change

THE GOAL & THE QUESTION

The Big Goal in the community of East Allegheny is to create a lively, appealing and profitable "Main Street" in the largest business district on the North Side. Are you the kind of entrepreneur who can help make this happen for the mutual benefit of your business, your customers, visitors and residents?

The designs, strategy, calculations and other information in this package will spur facade improvements in the East Allegheny business district, acting as a catalyst for additional investments nearby. A companion proposal spotlights the five 'gateways' or entrances to the community, also with the purpose of reinvigorating this historic and strategically located community.



View of East Street and downtown

Count the advantages of following the recommendations in this package! First, the concepts here are provided free of charge to potential investors. Second, they were shaped by professional architects in conjunction with the Community Design Center of Pittsburgh, the URA and a highly qualified community advisory panel. Third, the concepts come preapproved by numerous stakeholders, which means enthusiastic support of the development proposed here. Fourth, they incorporate a larger concept of historic renovation, which will help create a unique, unified identity for the business district. Capitalizing on history and appealing architecture will help attract businesses, consumers and cultural tourists.

PRIME LOCATION

Once part of a thriving business district, East Street defines the eastern edge of the historic East Ohio Street business district and East Allegheny community. Easily accessible from I-279, downtown Pittsburgh and new North Shore development, this business district is the largest on the North Side, with more than 90 businesses operating here. It is also easily accessible to:

- 130,000+ daily commuters into Pittsburgh's central business district
- 13,000+ employees at North Side and North Shore companies and institutions
- 50,000+ North Side residents
- Pittsburgh's Cultural District and 8 North Side sports and cultural attractions

STRATEGIC IMPORTANCE

East Street presents a highly visible edge and gateway to East Allegheny and downtown. Featuring a high volume of vehicular traffic from the adjacent neighborhoods and I-279. It is also part of the East Ohio Street business district, and will benefit from the revitalization of this connecting street.

The six properties spotlighted for this 2002 design project were chosen for two basic reasons. Each sits prominently on a corner at an intersection where vehicles and pedestrians approach from several directions. In addition, these properties are critical elements for reestablishing a consistent style and texture for East Street. Located in this well traveled gateway to Pittsburgh and the North Side, the condition and style of these business structures, and the activity they generate, sends a strong message to thousands of passersby everyday.

KEY DESIGN & MARKETING PRINCIPLES

The design recommendations for each facade draw from the rich historic character of the surrounding district to enhance both business activity and property values, creating a better neighborhood edge and lowering investment risk. A pleasing, inviting exterior is a basic marketing commandment.

Historic Integrity

Because historic urban business districts cannot compete head-to-head with suburban shopping malls they must offer something unique. In East Allegheny, part of that uniqueness is the beauty and integrity of its historic architecture, which these facade designs capitalize on.

Street Presence

The designs emphasize transparent, active storefronts and retail service bays, which makes for a more pleasant pedestrian environment and an invitation to customers. First floor spaces should be occupied by businesses such as wholesale and retail shops that are not impacted by the adjacent highway noise.

Occupied upper floors

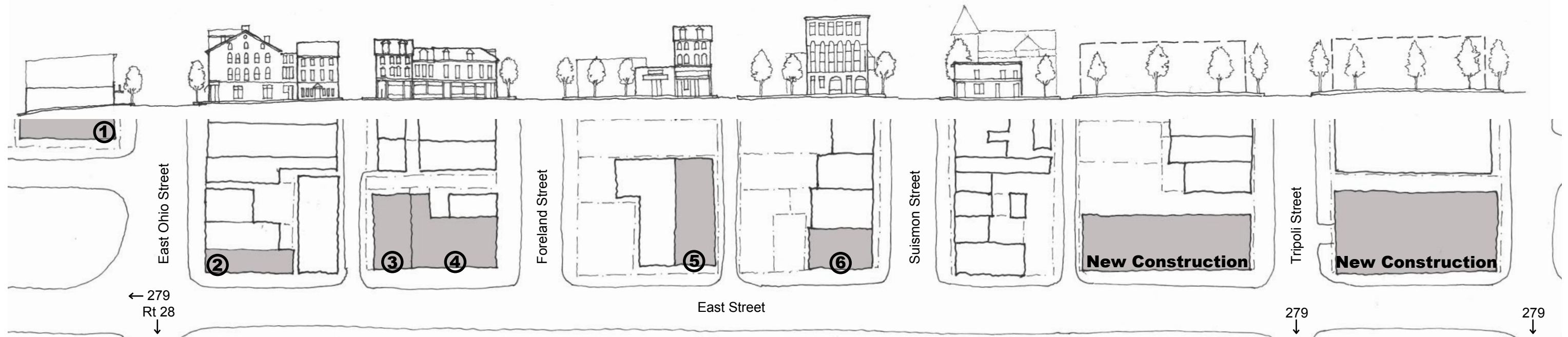
The upper stories could be occupied by live/work type tenants who value the flexibility, location and access. These residents will contribute to a active, 24 hours a day, street environment.

Compatible Architectural elements

The designs are historically inspired storefronts with appealing details, including correctly proportioned and designed windows, cornices and signboards. Applied elements such as awnings, perpendicular signs, window signage, and appropriate lighting give the buildings a more pedestrian scale. Quirky details, such as themed elements reflecting the products of the business, can be cautiously encouraged.

NEW CONSTRUCTION

The Streetface projects described here are coordinated with proposed new infill construction on East Street. The proposed new buildings are also compatible with the historic character of the street and provide flexible live/work uses ("flex space") for artisans and other small businesses where "living over the store" and easy access in a neighborhood environment is a desirable feature.



632 East Ohio Street

Conceptual Budget Summary

Facade Area

East Ohio Street	4,860
East Street	3,517
Total	8,377 Square Feet

Project Construction Costs

		Allowance
Demolition	Storefront, Signboard/Cornice, Faux Stone, Aluminum Windows	\$2,500
Masonry	Repair, Spot Repoint, and Paint (\$4)(3650SqFt)	\$14,600
Carpentry	Window Trim, Cornice/Signboard (34Ft)	\$4,200
* Storefront	(\$45sf)	\$15,000
Doors	wood and glass entry doors (2x\$1500)	\$3,000
Windows	9(9'x3'), 9(6'x3'), 3(2'x4')	\$7,500
Finishes	Paint	\$10,722
Awning		\$2,000
Signage		\$1,500
Electrical	Exterior Lighting (4x\$300)	\$1,200
Subtotal		\$62,222
General Conditions/ OH & P	15.00%	\$9,333
Subtotal		\$71,555
Contingency	10.00%	\$7,156
Construction Subtotal		\$78,711

Streetface Subsidy

When Non-Prevailing Wage Funds are used	\$23,000
When CDBG Wage Funds are used	\$27,600

*Assuming existing storefront is found underneath

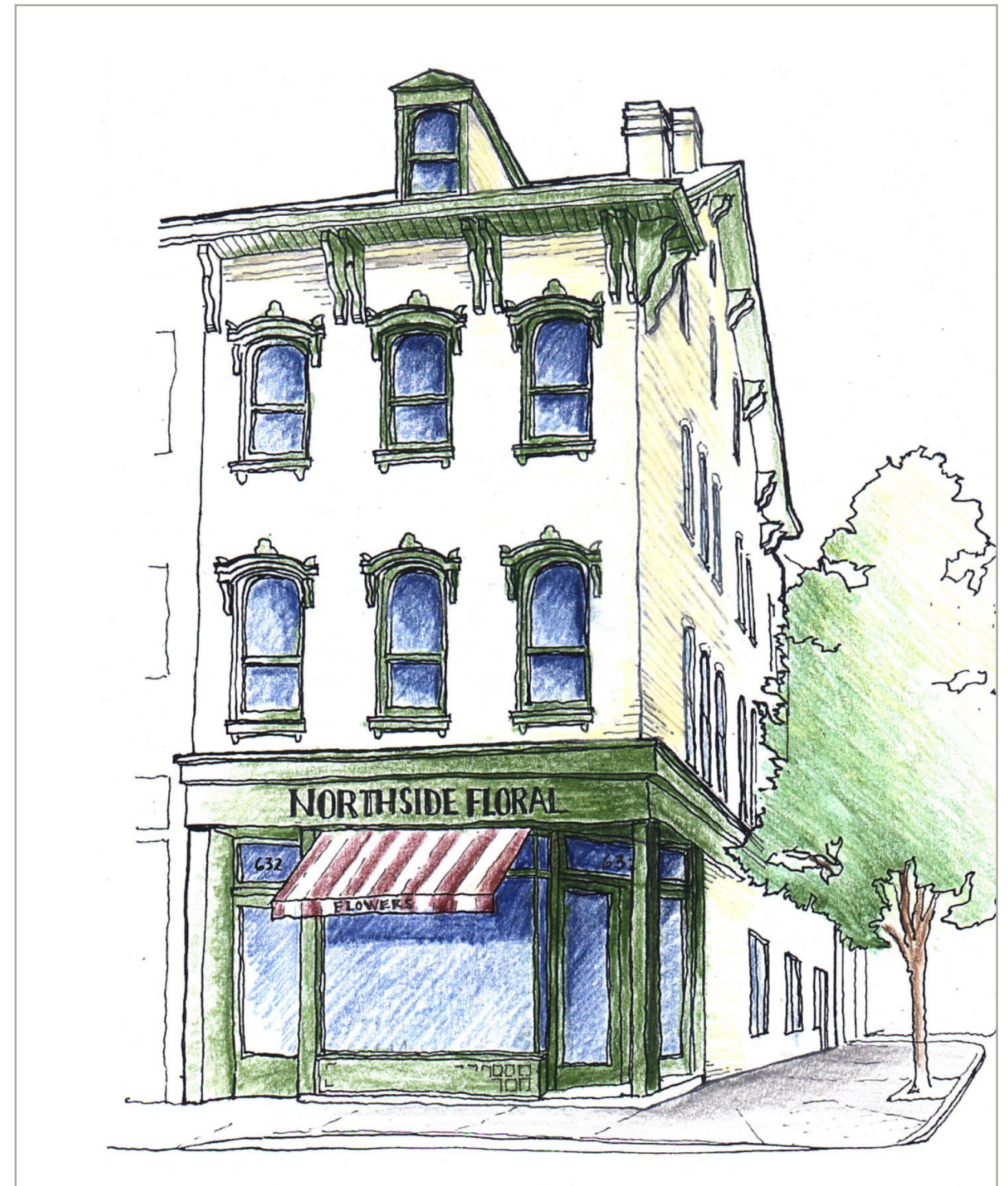
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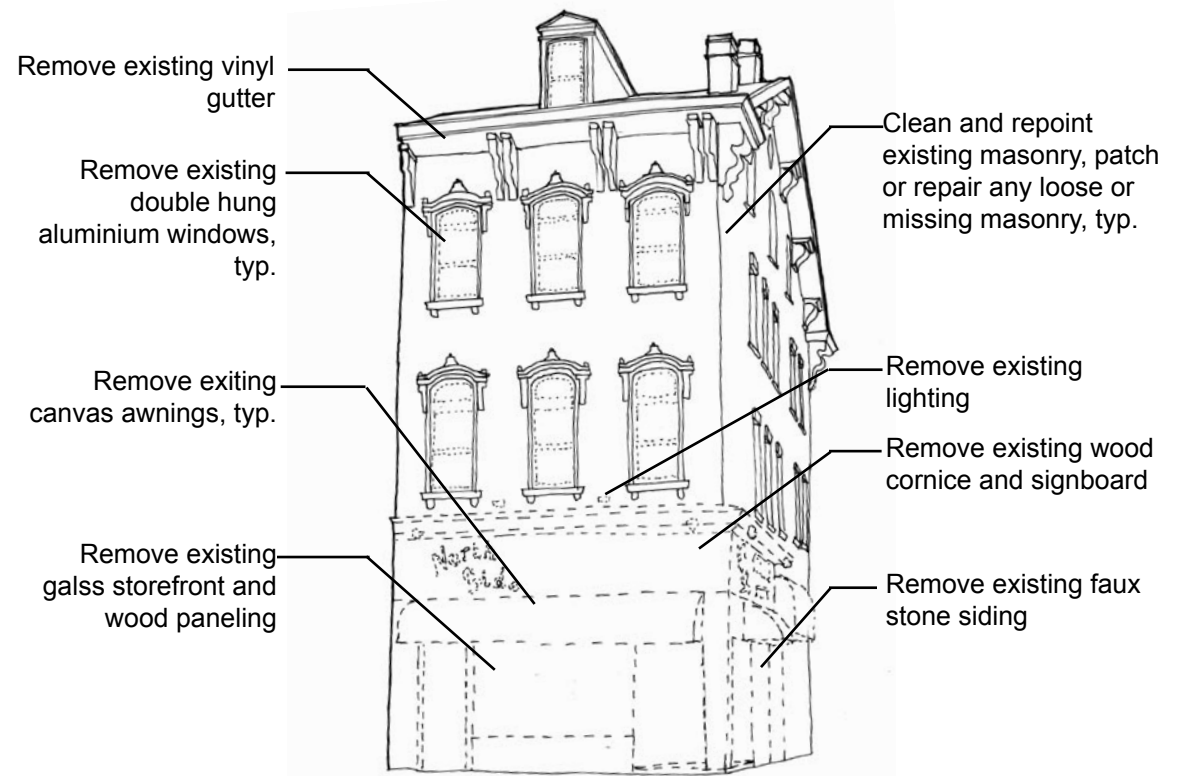
Credits:

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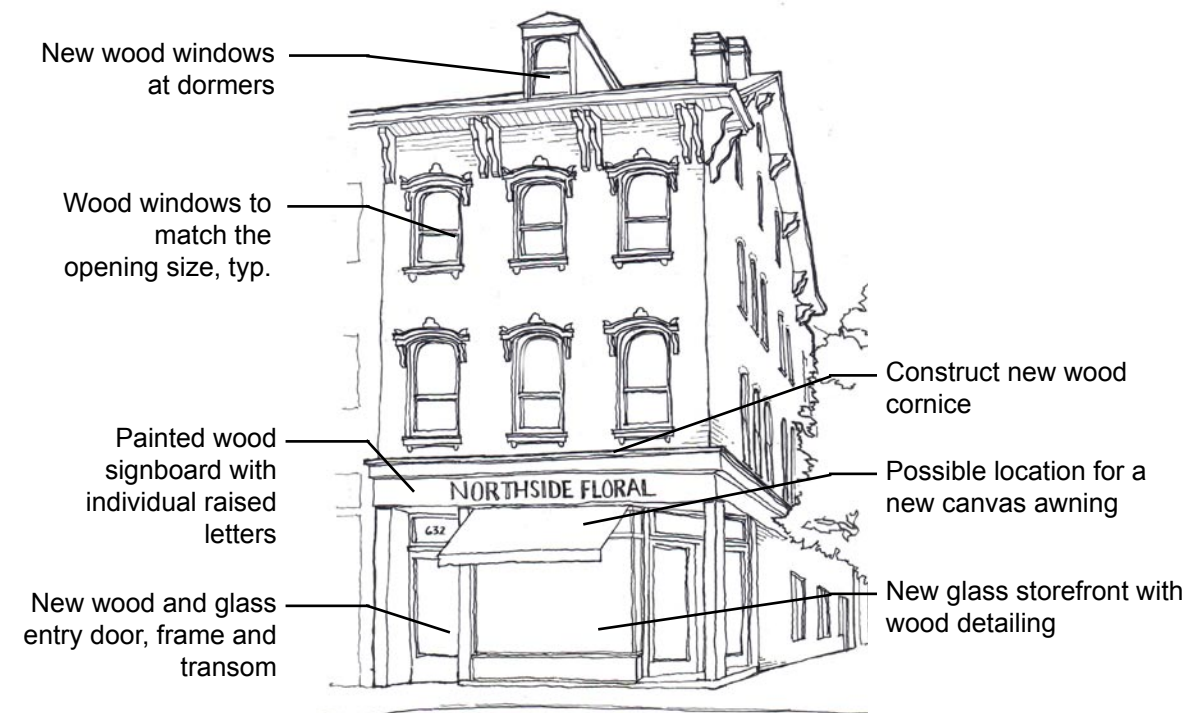
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	<p>632 EAST OHIO STREET Storefront Renovation Opportunity</p> <p>A project of Northside City Shops www.pittsburghnorthside.com</p>	2
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Proposed Demolition



Proposed Changes

632 East Ohio Street (Corner Project)



The building currently occupied by the Northside Floral Shoppe is located at the East Street and East Ohio Street intersection. It plays a key role in the gateway to East Allegheny. The building's heavy Italianate architecture makes it a classic candidate for restoration. The three-story masonry building has most of the detailing still intact except for the storefront which has been either covered over or removed.

The first floor should have the existing aluminum storefront removed along with the sign board and cornice. The new storefront should be constructed of wood and glass in keeping with the context of the original building and neighboring structures on East Ohio Street. A new sign board and cornice should be similarly constructed of painted wood. The cornice should be detailed to accommodate an awning below it. Compatible light fixtures should be considered to illuminate new signage.

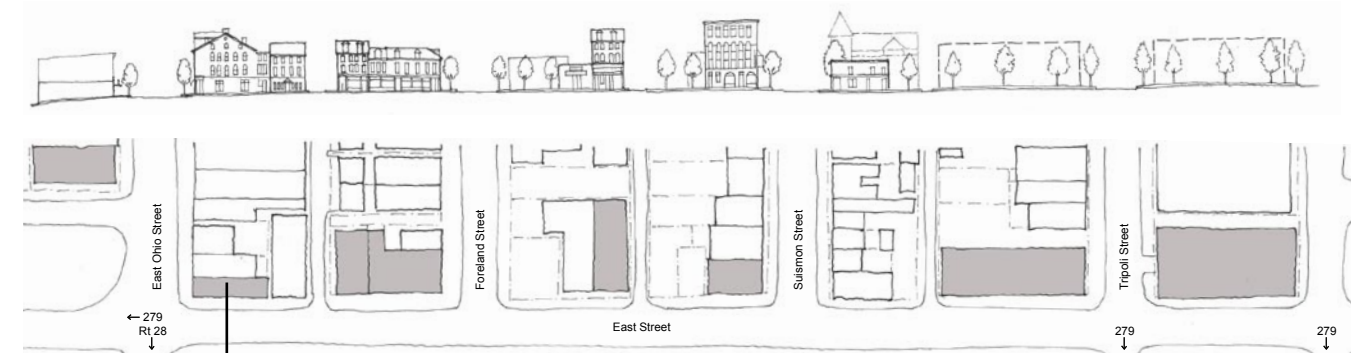
The faux stone on the East Street facade should be removed and the masonry below should be repaired and repointed.



Historic Photograph

The upper floors should have the masonry scraped, repointed where necessary, and then repainted. The existing aluminum windows in second and third floor as well as the dormer should be replaced as conditions permit. Any new windows should be one over one double hung window and be constructed of wood.

The vinyl gutter at the cornice should be removed and a new wood gutter should be built. The siding on the dormers should be repaired or replaced.



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635 Suismon Street

Conceptual Budget Summary

Facade Area

East Street	3,300
Suismon Street	1,815
Total	5,115 Square Feet

Project Construction Costs

		Allowance
Demolition	Window/door infill	\$2,500
Masonry	Repair + spot repointing (\$6 sf)	\$24,924
Carpentry	Door/window trim, window repair	\$3,000
Storefront	Arched windows with wood paneling (3x\$5000)	\$15,000
Doors	Wood + Glass entry doors with transoms (2x\$1500)	\$3,000
Overhead door	10'x10' Wood Panel	\$2,500
Windows	Sash and Track(4x\$350), Sashes (13x\$150), transoms (5x150)	\$3,550
Finishes	Window and Trim Painting	\$4,950
Awnings	(3x\$330)	\$990
Signage		\$2,500
Electrical	Exterior lighting	\$2,500
Subtotal		\$65,414
General Conditions /O. H. & P.	15.00%	\$9,812
Subtotal		\$75,226
Contingency	10.00%	\$7,523
Construction Subtotal		\$82,749
Streetface Subsidy		
When Non-Prevailing Wage Funds are used		\$21,000
When CDBG Wage Funds are used		\$25,200

Contacts:

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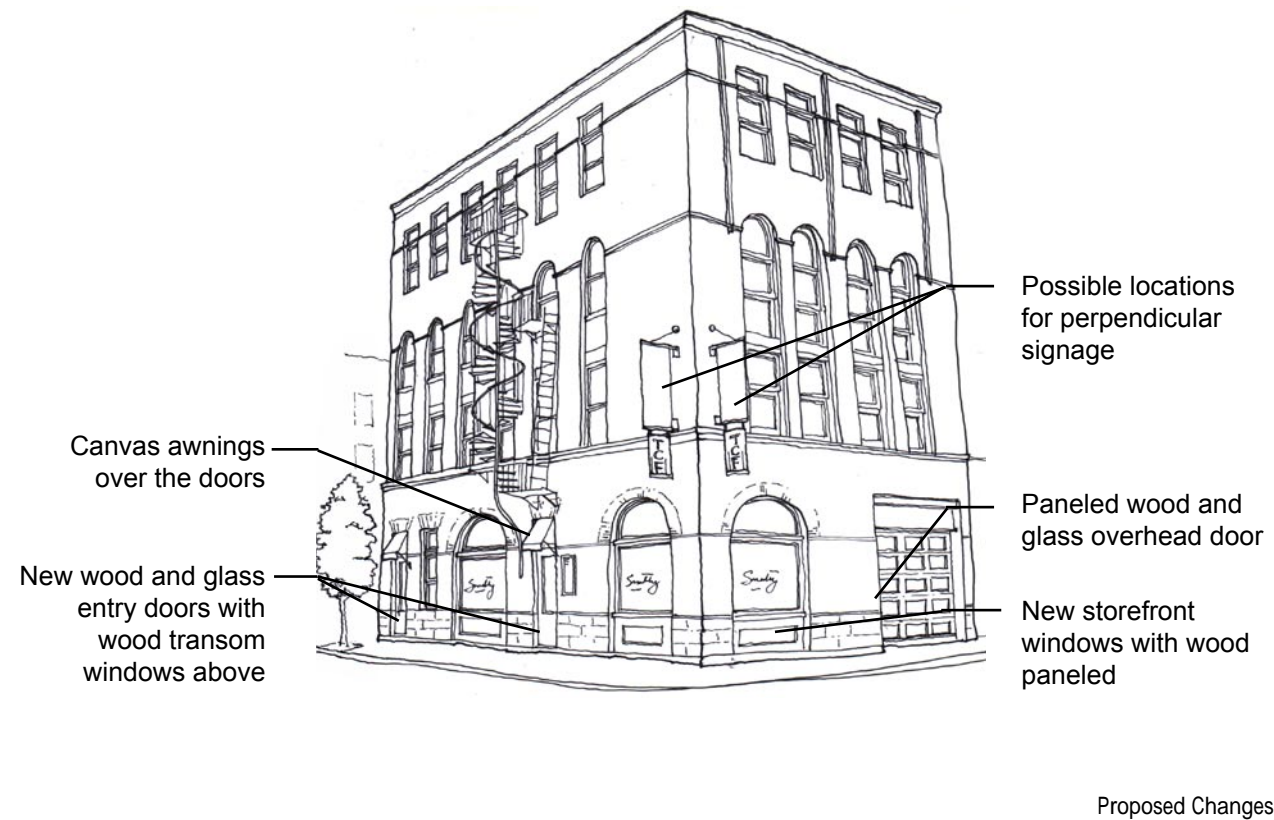
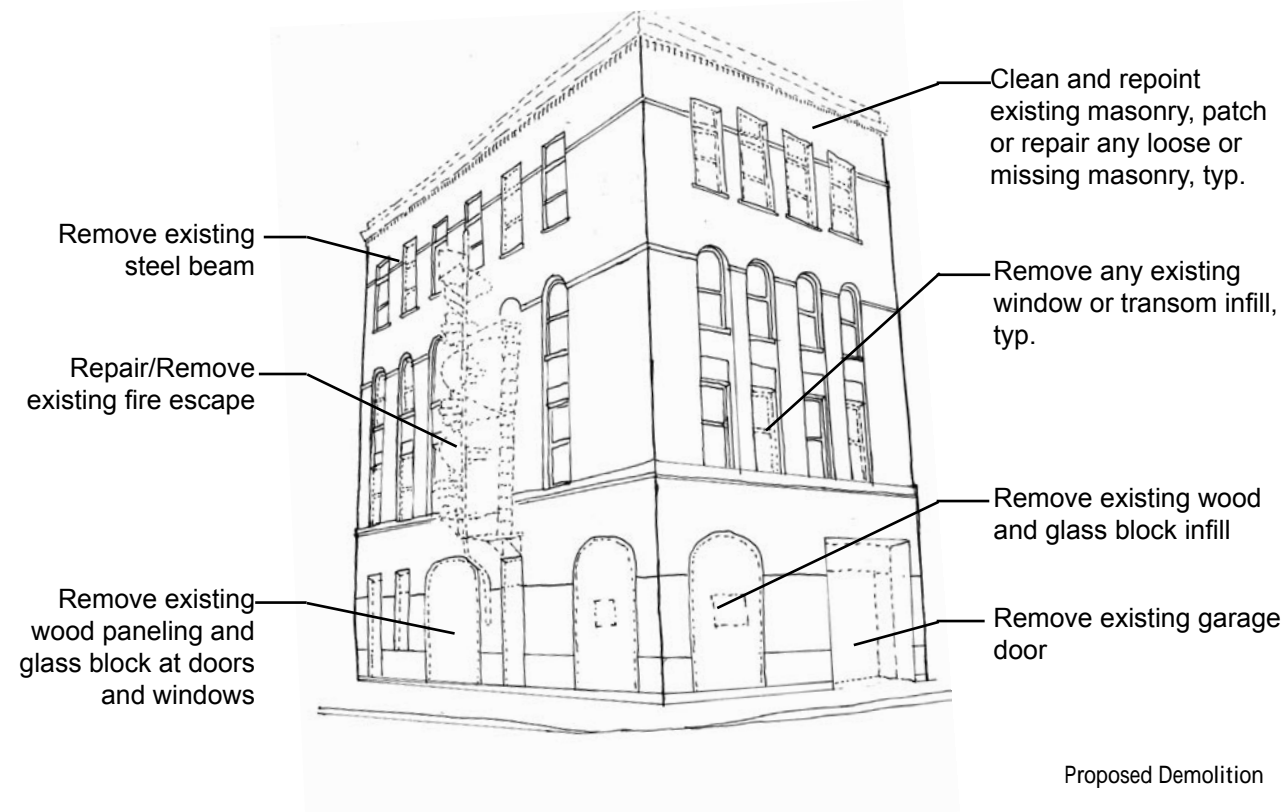
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	<p>635 SUISMON STREET Storefront Renovation Opportunity</p>	6
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635 Suismon Street (Corner Project)



Existing Conditions

This former cigar factory, located at the corner of East and Suismon Street is currently unoccupied. The four story masonry building has had little alteration from the original condition. The arched service door openings, windows and transoms that have been closed-in should be reopened.

The spiral fire escape is not an unpleasant addition to the facade if properly repaired and painted. It needs to be properly evaluated in conjunction with the proposed use and code mandated requirements for the upper floors. It is important to note that new rehab code provisions are expected to be adopted under the new state-wide building code in 2003-4.

The masonry facade is in reasonably good shape. At minimum the two street facades should be restored. Extensive repointing or selective repointing may require that the facade be properly cleaned. In addition, removing the paint at the first floor will likely require careful matching with the masonry above. Drain

leaders are original to the building, if possible they should be retained. Replacements should match material and form.

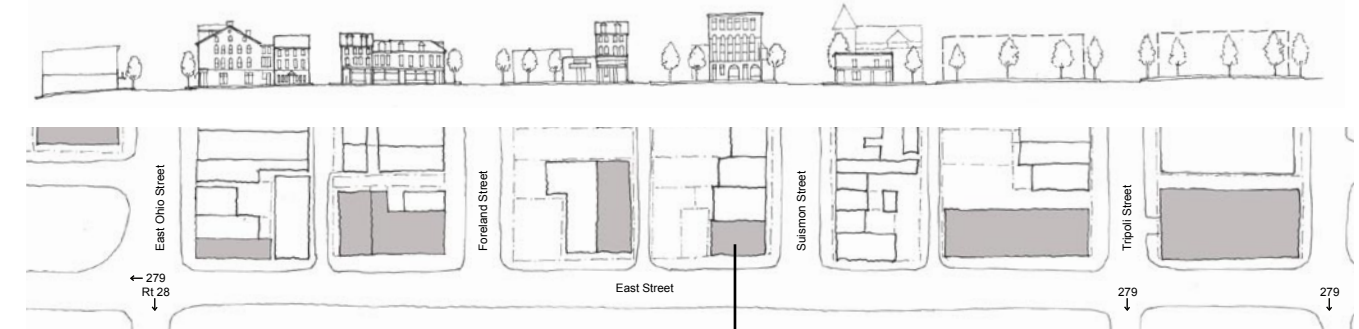
A third facade, (the south facade) is also quite visible and should be part of the project scope if possible. Two billboards face away from the direction of street traffic and ideally should be removed. Additional windows may be possible, depending on adjacent construction.

Existing windows should be replaced or repaired if possible and conditions permit. Arched topped sash on second floor should be retained.

New garage door openings or storefronts shall be designed and constructed to fill the entire opening. The ground floor of this building is a key asset to the street and could become a good location for a regional artisan's shop or retail activity that fits the historic character of the building.

Due to the strong historic architectural character of the building, this project should follow the Secretary of the Interior Standards for rehabilitation carefully.

As with all commercial storefronts, internal lighting at night after hours is a key aspect of communicating occupancy and community pride. This building is a model for new infill construction nearby.



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709 East Street

Conceptual Budget Summary

Facade Area

East Street **1,800 Square Feet**

Project Construction Costs Allowance

Demolition	First Floor, Mansard Roof, Vinyl windows	\$2,500
General Carpentry	Cornice and Signboard (30sf), Trim	\$3,250
Doors	wood and glass storefront doors (2x\$1500)	\$3,000
Storefront	(\$45sf)	\$18,000
Windows	Windows (4x\$500), (8x\$200)	\$3,600
Paint	trim/cornice/dormers/storefront	\$2,400
Signage		\$1,500
Electrical	Exterior Lights (4x\$200)	\$1,200
Subtotal		\$35,450

General Conditions/ OH & P	15.00%	\$5,318
Subtotal		\$40,768
Contingency	10.00%	\$4,077
Construction Subtotal		\$44,844

Streetface Subsidy

When Non-Prevailing Wage Funds are used	\$21,000
When CDBG Wage Funds are used	\$22,422

Alternate

Replace Exist Siding	8" Wood Lap siding (1320sf)	\$3,100
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* Replacement of siding may require the removal of asbestos containing siding material.

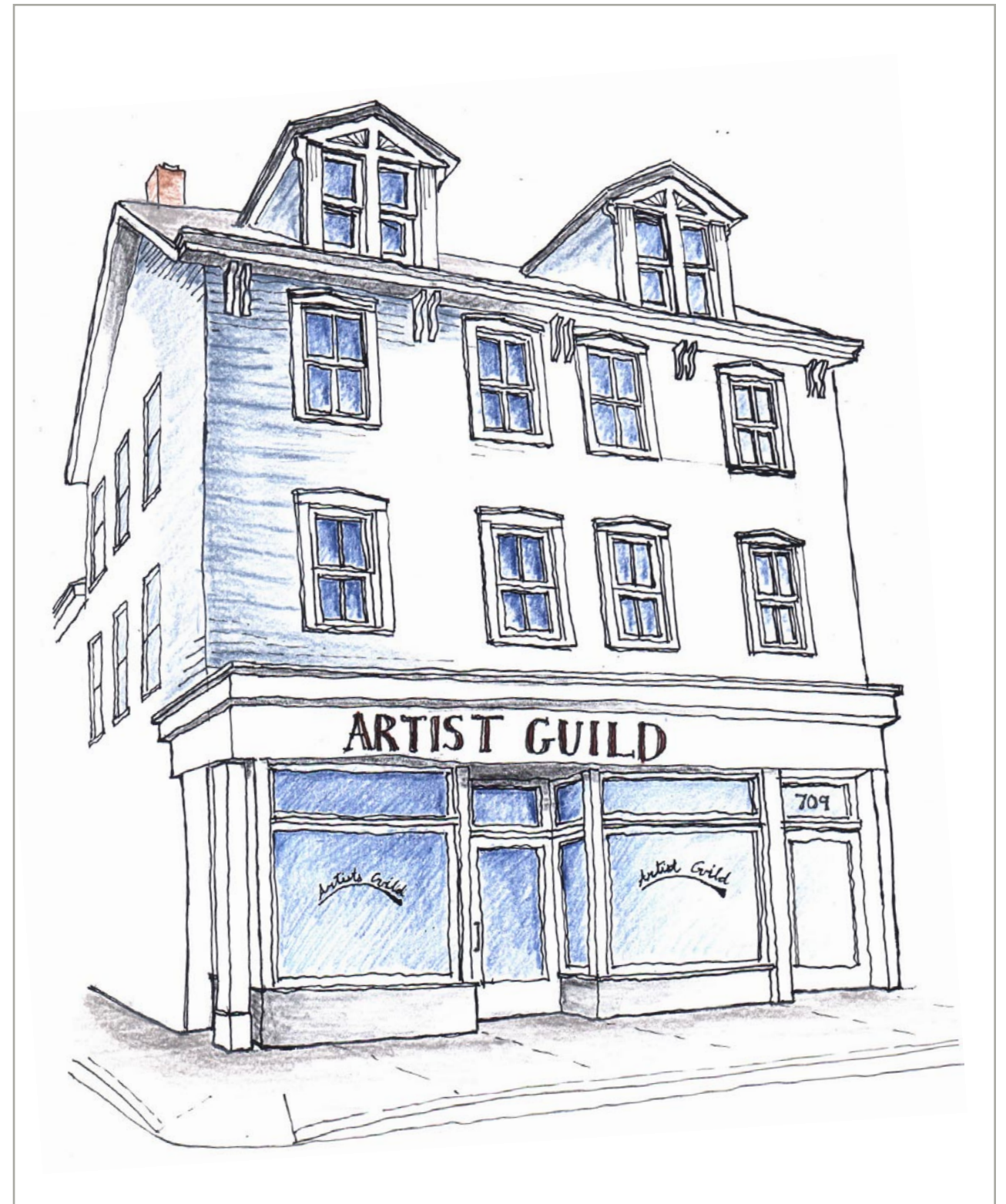
Contacts:

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	<p style="font-size: 1.2em; margin: 0;">NORTHSIDE 709 EAST STREET</p> <p style="margin: 0;">Storefront Renovation Opportunity</p> <p style="margin: 0;">A project of Northside City Shops</p> <p style="margin: 0;">www.pittsburghnorthside.com</p>	3
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709 East Street (Potential Corner Project)



Existing Condition Photograph

The three story victorian building located at East and Emlin street has most of its original details intact on second and third floor, but has had the storefront covered over or removed.

The existing face brick, dormers, doors and windows at the first floor should be removed. A new storefront should be constructed of wood and masonry with transparent glass windows. The proposed drawings shows a recessed door on center with two large windows with transoms. Above the door a painted wood cornice with raised letters should be placed. The sign board should be lit with compatible historical light fixtures. Perpendicular signage boards are acceptable options.

The vinyl windows and trim in the second floor should be removed and replaced with two over two wood double hung windows to match the third floor.

The existing siding is not original to the building and has some minor damage to it. A decision should be made

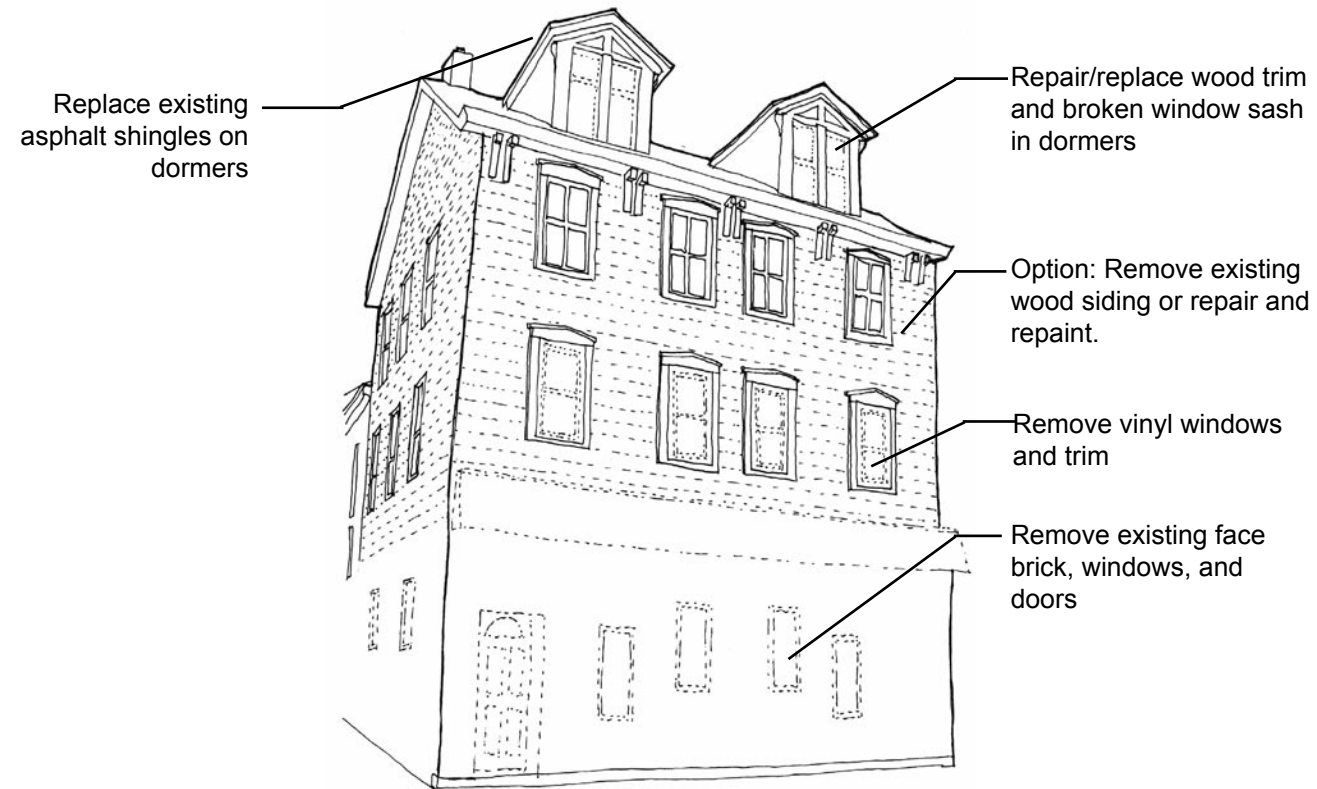
as to whether it should be removed and replaced with wood siding or should be repaired and replaced at a later date to reduce costs.

The dormers, cornice, and trim appear to be in good shape and should be repaired where necessary. The existing window sash in the dormers should be repaired and reglazed when possible. When repair is not possible or the sash is missing the a new sash should be built to replicate the existing one over one double hung window.

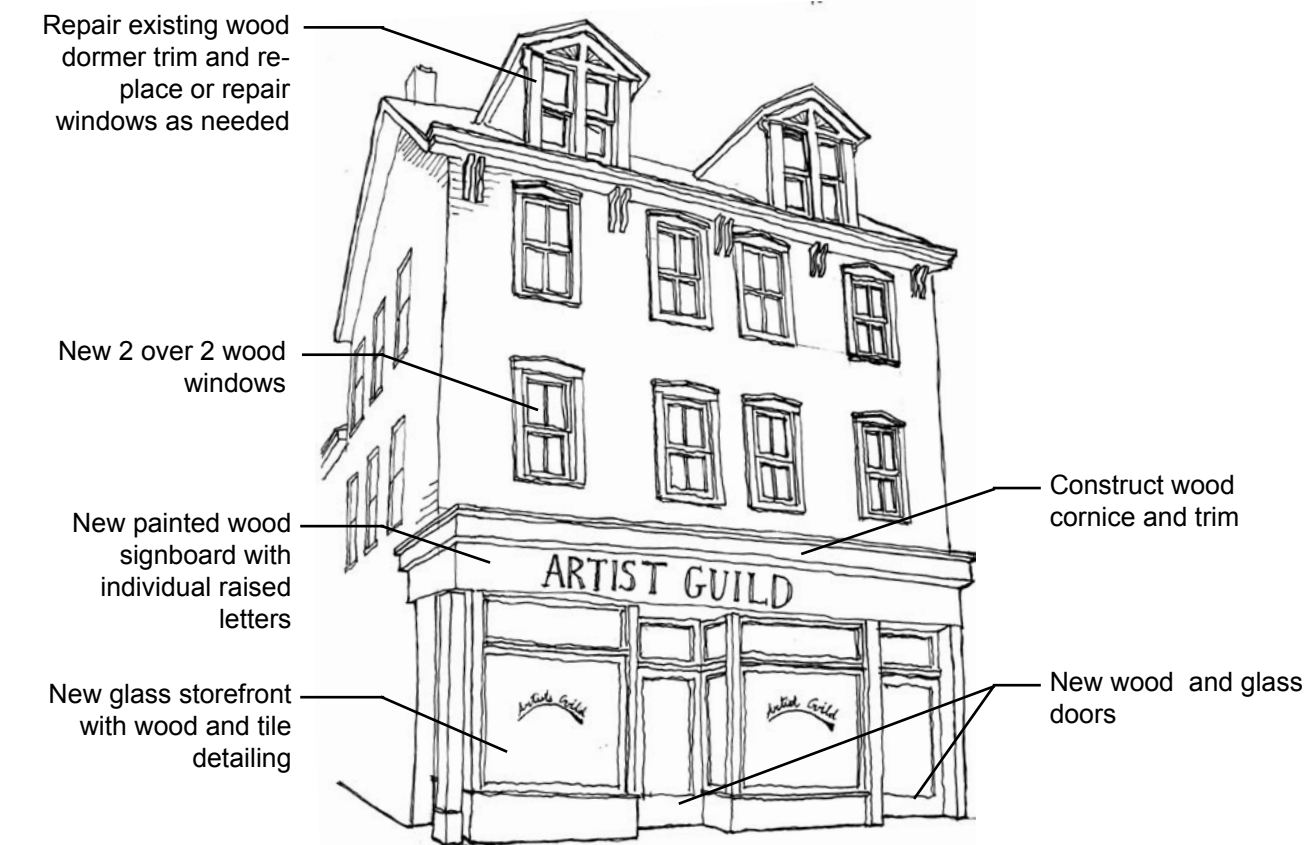
The building sits at an alley corner and thus is quite visible from the oblique view. This facade needs to be restored along with the primary East Street facade.



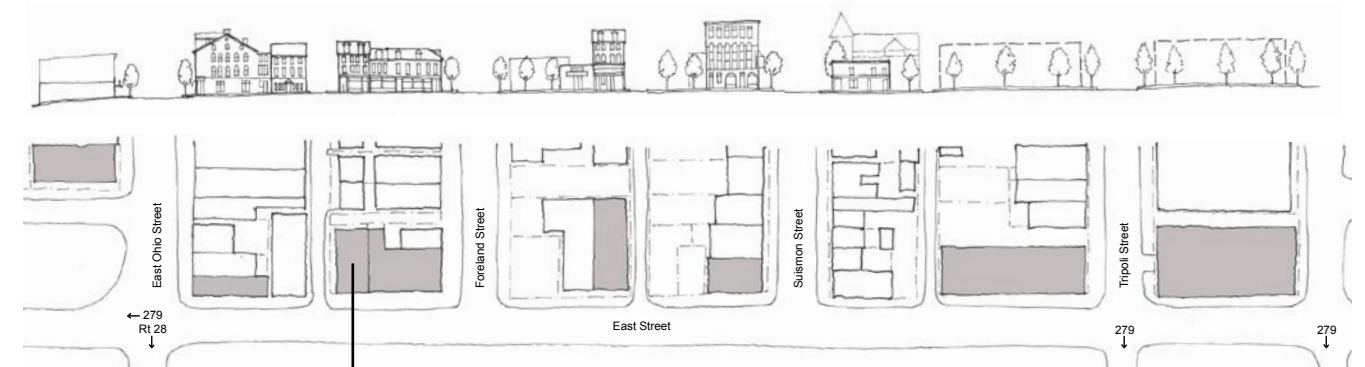
Historic Photograph



Proposed Demolition



Proposed Changes



715/719 East Street

Conceptual Budget Summary

Facade Area

East Street	1,944
Foreland Street	1,008
Total	2,952 Square Feet

Project Construction Costs

		Allowance
Demolition	First Floor, Mansard Roof, Vinyl windows, Wood	\$7,000
Masonry	Clean, repair, and spot repointing (\$6)	\$5,328
General Carpentry	Cornice and Signboard (91ft)	\$6,500
Doors	wood and glass storefront doors (2x\$1500)	\$3,000
Storefront	80 feet	\$25,000
Windows	Windows (8x\$350)	\$2,800
Paint	trim/cornice/dormers/storefront	\$5,000
Signage		\$3,000
Electrical	Exterior Lights (8x\$400)	\$3,200
Subtotal		\$60,828
General Conditions/ OH & P	15.00%	\$9,124
Subtotal		\$69,952
Contingency	10.00%	\$6,995
Construction Subtotal		\$76,947
Streetface Subsidy		
Wnen Non-Prevailing Wage Funds are used		\$32,000
Wnen CDBG Wage Funds are used		\$38,400

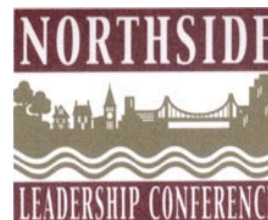
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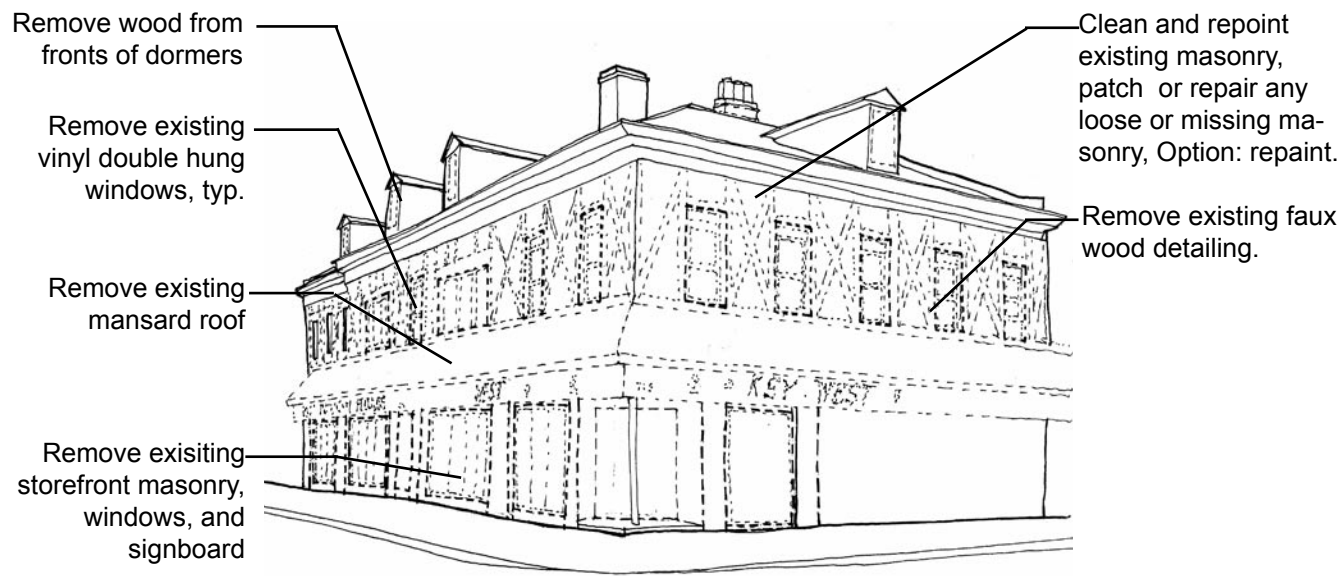
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715/719 EAST STREET
Storefront Renovation Opportunity

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4



Proposed Demolition



Proposed Changes

715/719 East Street



Existing Condition Photograph

The building currently occupied by the Key West Bar and North Pittsburgh Flowers is located on the corner of East and Foreland Street. The two-story Victorian building has been largely remodeled leaving little of the original character.

A key issue for the facade redesign is the removal of the existing storefront, masonry piers, and mansard roof located at the first floor. The storefront wall is currently not aligned with the building above. The new storefront should be constructed of wood and glass in keeping with the context of the original building and similar structures in the neighborhood. A new signboard and cornice should be similarly constructed of painted wood. Compatible light fixtures should be considered to illuminate new signage.

On the second floor, the faux wood detailing should be removed along with the existing aluminum windows and frames. The original window rhythm should then be restored to individual double hung windows with wood or masonry lintels above. The paint on the masonry should be removed and reviewed for any potential problems and the two street facades at a minimum should be restored.

The vinyl gutter and downspouts should be replaced with compatible painted systems. The box gutter cornice will probably need to be rebuilt and the detailing should be similar to that of the storefront. The roof should receive new slate or slate-look asphalt shingles. The dormers shall be restored by installing new windows and repairing and replacing the trim. The wood shingle siding should be repaired or replaced where necessary.

Perpendicular signage and awnings should be considered for the first floor businesses. Lighting shall be used to highlight storefront and signage during non-business hours. Do not use glare producing security type fixtures. Incandescent, compact fluorescent or metal halide lamps shall be used.



809 East Street

Conceptual Budget Summary

Facade Area

East Street **1,320.00 Square feet**

Project Construction Costs

Allowance

Demolition	Sign, Canopy, Asphalt shingles, Wood (windows, paint)	\$3,500
Masonry	Remove Paint, Repair, + Spot Repoint (\$6 sf)	\$6,540
Carpentry	signboard/cornice(30'), wood repair	\$4,750
Dormers	2 Wood	\$6,500
Roof	Slate roofing (345 sfx\$3.72)	\$1,283
Doors	Wood and Glass Storefront Doors (2x\$1500)	\$3,000
Windows	Wood Windows (11x350)	\$3,150
Overhead Door	10'X8' Wood and Glass panel door	\$4,500
Paint	trim/cornice/dormers	\$3,500
Awning	30'	\$3,450
Signage		\$2,000
Electrical	exterior lights (4x\$400)	\$1,600
Subtotal		\$43,773
General Conditions/ OH & P	15.00%	\$6,566
Subtotal		\$50,339
Contingency	10.00%	\$5,034
Construction Subtotal		\$55,373
Streetface Subsidy		
Wnen Non-Prevailing Wage Funds are used		\$23,000
Wnen CDBG Wage Funds are used		\$27,600

*Deduct alternate Wood detail is left in place and is repaired and repainted

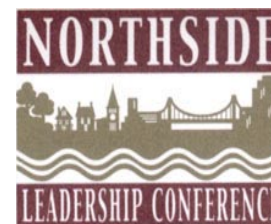
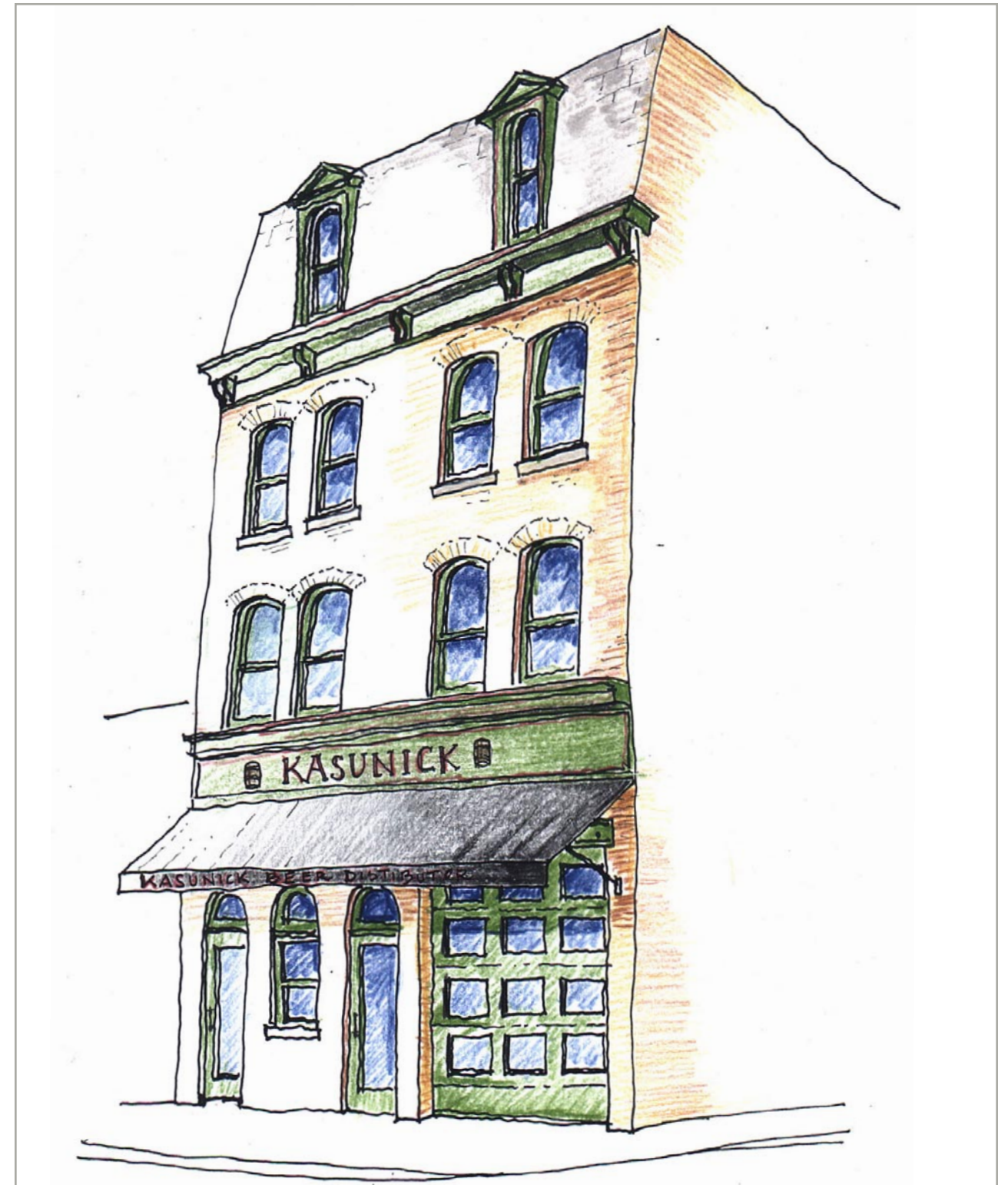
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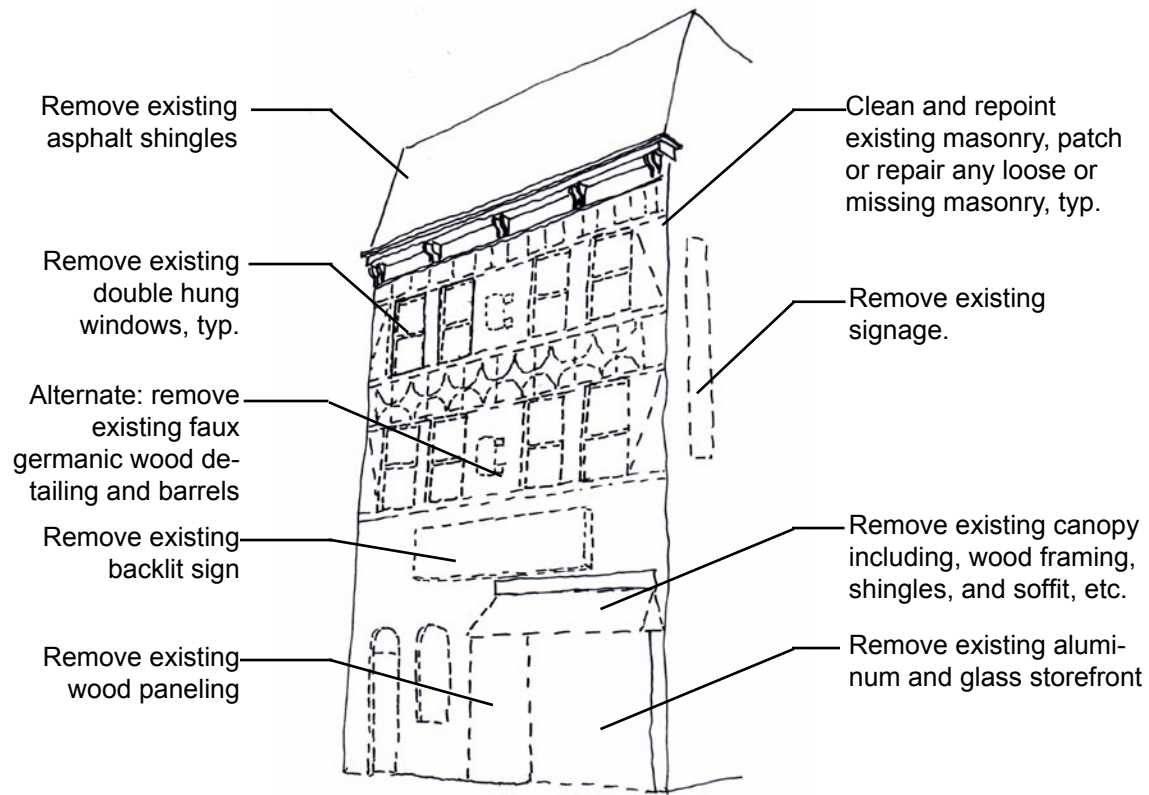
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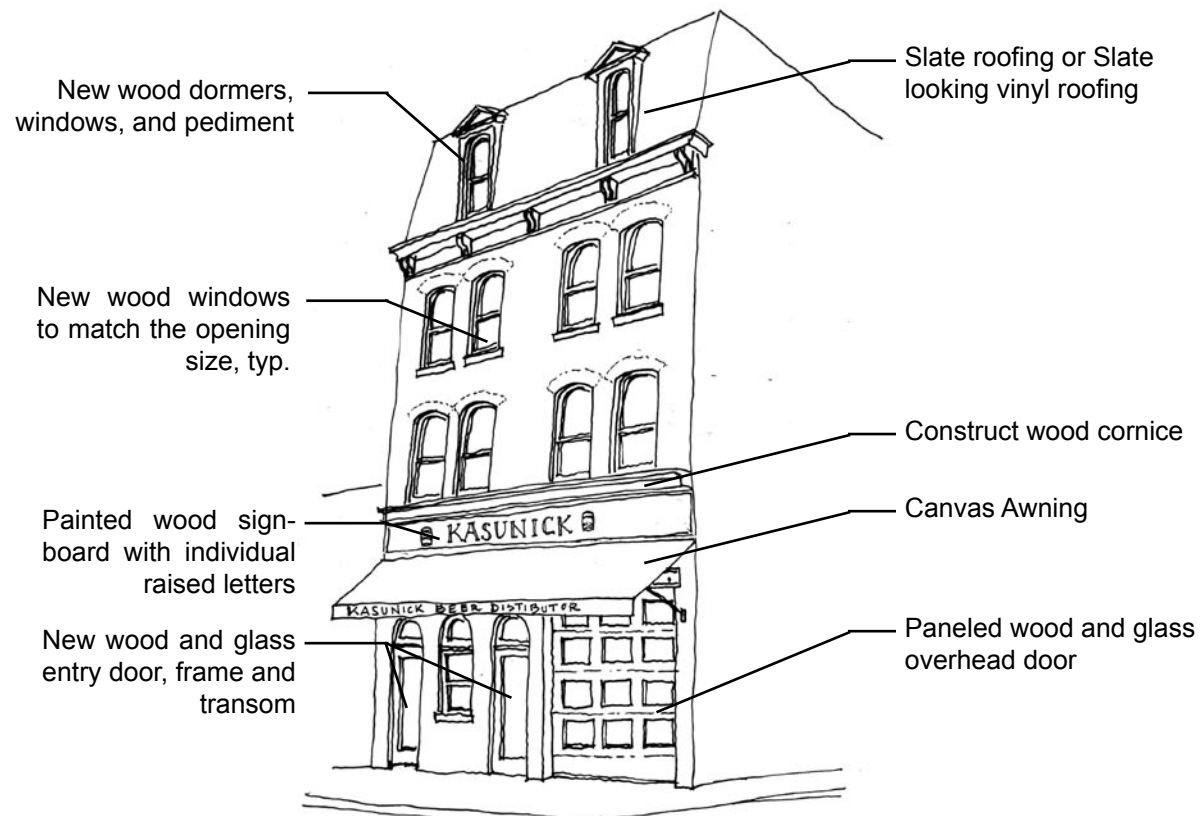
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5



Proposed Demolition



Proposed Changes

809 East Street



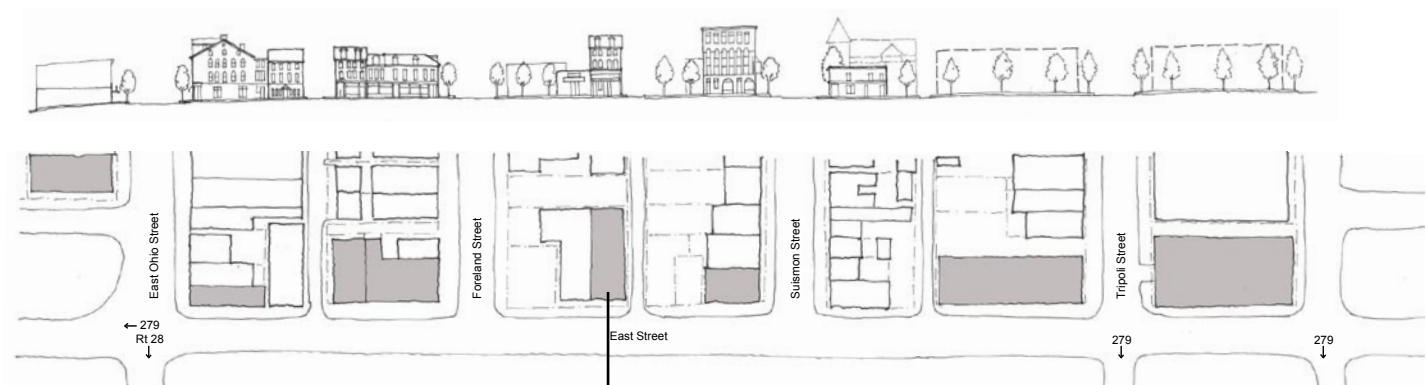
Existing Conditions

The building currently occupied by Kasunick Beer Distributor is located on the corner of East and Shawano Street. The four story masonry building is in good condition, but has few of the original details intact. The faux Germanic wood detailing from a previous streetscape project has covered the tops of the arched windows which have been replaced with square aluminum windows. The storefront has had the cornice and signboard removed and the original entrance door has been covered with wood.

The scope of the project should include removing the existing canopy and wood surrounding the existing storefront, the backlit sign and the existing aluminum door and transom. The door should be wood and glass entry doors and the windows should also be wood. In the large opening where the entrance is now located a paneled wood and glass overhead door would allow the business a street presence, but would allow loading to still occur. Above the door a painted wood and cornice with raised letters should be placed. The cornice should be detailed to accommodate an awning below it. The signboard should be lit with compatible sign board light fixtures.

The faux stick detailing is extensive on the second and third floors and part of an earlier URA funded streetscape project in the early 80's. One option would be to leave the wood intact and repair or replace it where necessary. This should be done only if the first floor and mansard are appropriately redesigned. The second option would be to remove the detailing to allow for full height windows and for the brick lintels to be expressed. The paint should be removed and the masonry inspected. The street facade should at a minimum should be repointed.

The mansard roof should have the dormers reconstructed to make the fourth floor usable. The dormers should have wood details and trim, and wood windows. The existing asphalt shingles should be removed and replaced with slate or slate looking vinyl shingles.



623/625 East Ohio Street

Conceptual Budget Summary for the "Modern" approach

Facade Area

East Ohio Street	1,428
Nash Street	943
Total	2,371 sf

Project Construction Costs

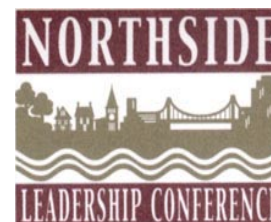
		Allowance
Demolition	Storefront, Signage, Masonry (90sqft)	\$1,500
Masonry	Around new opening	\$1,000
Metals	Misc. Allowance	\$8,500
Store front	118 sqft	\$5,000
Finishes	Paint	\$3,000
Signage		\$2,000
Canopy		\$18,000
Electrical	Exterior Lights (4x\$200), (6x\$150)	\$1,700
Subtotal		\$40,700
General Conditions/ OH & P	15.00%	\$6,105
Subtotal		\$46,805
Contingency	10.00%	\$4,681
Construction Subtotal		\$51,486
Streetface Subsidy		
When Non-Prevailing Wage Funds are used		\$12,000
When CDBG Wage Funds are used		\$14,000

Contacts:

Northside Leadership Conference/Northside City Shops	412.231.4714
East Allegheny Community Council	412.321.1204
Northside Chamber of Commerce	412.231.6500
Community Design Center of Pittsburgh	412.391.4144
Renovation Information Network	412.391.4144

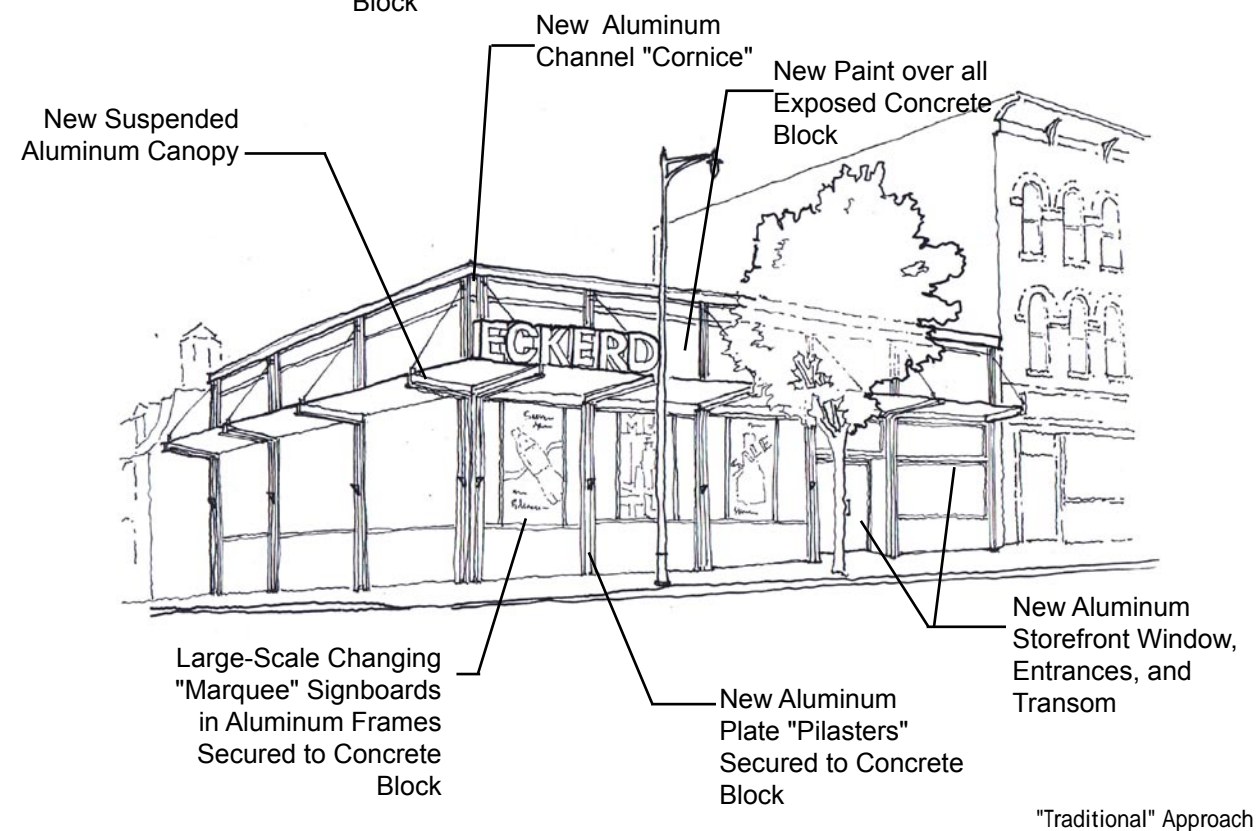
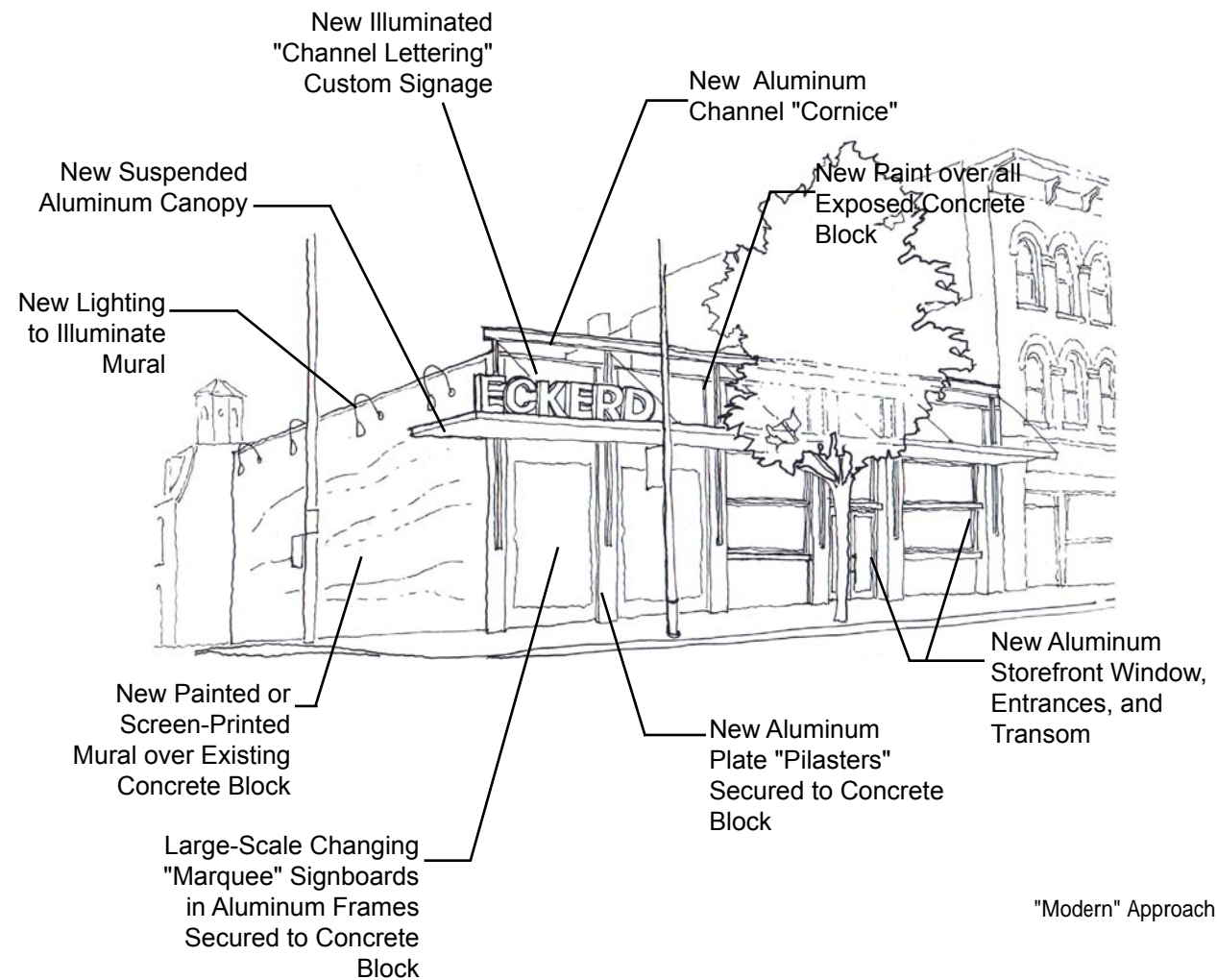
Credits:

This activity is being funded (in part) through the Urban Redevelopment Authority of Pittsburgh on behalf of the City of Pittsburgh, Mayor Tom Murphy, the Commonwealth of Pennsylvania and the Federal Government.



623/625 EAST OHIO STREET
Storefront Renovation Opportunity

A project of Northside City Shops
www.pittsburghnorthside.com



623/625 East Ohio Street



Existing Condition Photograph

The single story building located at the corner of Nash and East Ohio Street has an existing concrete block box which is in good condition. In an effort to make the building better fit in with the existing context the proposed project scope of changes consists of adding various decorative and functional elements to the two existing non-descript facades.

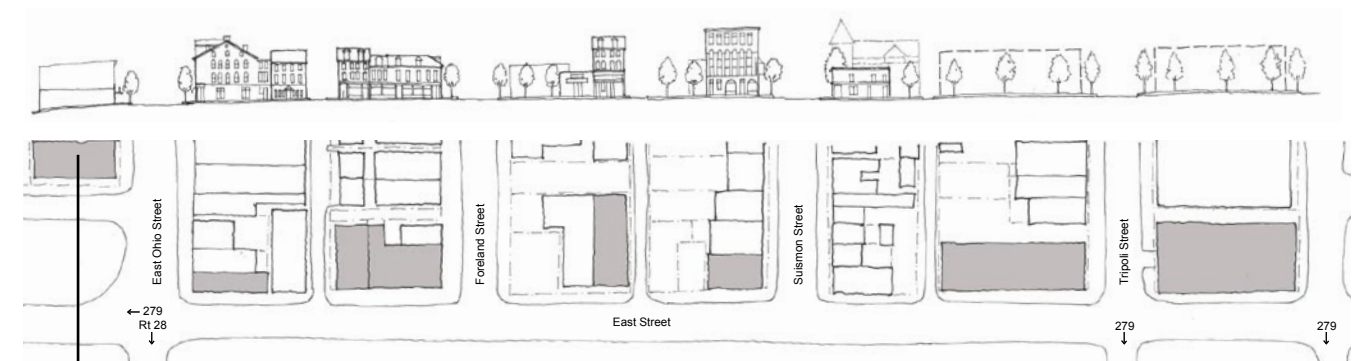
The concept behind the changes is geared towards enlivening this prominent corner by adding visual interest to the "blank box", while allowing the building tenant to continue its current viable drugstore operation.

The primary 'Additive' elements will be structurally supported entirely from the existing masonry and provide various opportunities for communicating visual information and colorful artwork. The mural provides the East Street/East Ohio Street intersection with something stunning to look at while entering the commercial district. The Marquees provide opportunities for pedestrians and people waiting at the bus stop to notice large-scale signs and/or displays which could be provided either by the tenant for advertising purposes or by other sources.

A new canopy allows depth and shade to be added to the facade during the day, and an exciting opportunity for indirect lighting at night. The canopy also provides shelter for individuals waiting on East Ohio Street for the bus.

These additive elements would be constructed out of aluminum wherever possible to be essentially maintenance-free and give the storefront a more "updated appeal."

While the concepts presented here represent alternative Street Face upgrades to this critical building, this highly visible gateway to the City, the North Side and the North Shore would be better served long range by a three story building compatible with the architecture and aesthetics of the numerous historic structures on East Ohio Street.



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