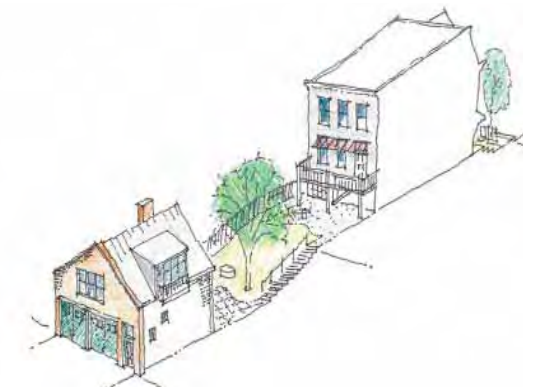


LAWRENCEVILLE COMMUNITY PLAN:



SUPPORT AND FUNDING FROM:

COUNCILMAN LEN BODACK



community design center of pittsburgh



Plan Main - Mixed Use Concept



Little main street

PAFFMANN+ASSOCIATES

PLANNING REPORT AND DESIGN RECOMMENDATIONS



THE LAWRENCEVILLE COMMUNITY PLAN

PREPARED FOR:

THE LAWRENCEVILLE MASTER PLANNING TEAM

IN COLLABORATION WITH:

THE LAWRENCEVILLE CORPORATION
LAWRENCEVILLE UNITED
LAWRENCEVILLE STAKEHOLDERS

WITH FUNDING BY:

COUNCILMAN LEN BODACK

COMMUNITY DESIGN CENTER OF PITTSBURGH

AND SPECIAL THANKS TO:

THE CITY OF PITTSBURGH, DEPARTMENT OF PLANNING

BOB O'CONNOR, MAYOR
PAT FORD, DIRECTOR
BOB REPPE, PLANNING TEAM FACILITATOR

CONSULTANT TEAM:

PFAFFMANN + ASSOCIATES
Rob Pfaffmann, Principal
Carl Bergamini, Project Manager
223 Fourth Avenue, Suite 800
Pittsburgh, PA 15222

BREAN ASSOCIATES
Karen Brean, Principal
7300 Penn Avenue
Pittsburgh, PA 15208

VALENTINA VAVASIS CONSULTING
Valentina Vavasis, Principal
1505 Denniston Street
Pittsburgh, PA 15217

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EXECUTIVE SUMMARY

Lawrenceville is a thriving Pittsburgh neighborhood with many strengths. The community boasts loyal long-term residents, and its rich architectural beauty has attracted hundreds of new residents in recent years. Home to three business districts, the new entrepreneurs and large institutions that are locating in Lawrenceville offer everything from one-of-a-kind boutiques to state-of-the-art health care. Alongside these strengths are many challenges that come with an aging city – aging population and housing stock, crime, and poverty.

We believe in Lawrenceville’s future. The purpose of this plan is to look to the future with a common purpose and reaffirmed commitment to the neighborhood. We want to strengthen our community for the next generation and will work together shoulder to shoulder to preserve our community assets and position the neighborhood for a bright future. We also hope to show in this document that there are many areas in LV that are ripe for development. Lawrenceville is an excellent investment--- for prospective residents, business owners and real estate developers.

The Lawrenceville Community Plan is the result of several years of organizing, fundraising and intensive planning efforts, spearheaded by the Lawrenceville Master Planning Team, a consortium of three community organizations. A competitive selection process identified a highly qualified consultant team that crafted the plan with constant input from the Planning Team. Three well-publicized community meetings convened residents, business owners and other stakeholders to brainstorm ideas and comment on neighborhood priorities.

From a long list of concepts, proposals and ideas, six opportunities in particular stand out as keys to Lawrenceville’s revitalization in the coming years.

Neighborhood Gateways: Visitors’ first impressions of a community can make or break their long-term perceptions of the neighborhood. Major gateways into Lawrenceville offer an opportunity to announce to commuters, shoppers and other passersby that they are entering a vibrant, unique and authentic neighborhood. With better signage, landscaping and innovative public art, Lawrenceville can utilize underdeveloped spaces to define its boundaries for visitors unfamiliar with the neighborhood and signal the amenities and assets that are contained within its borders. Key gateways for examination include Doughboy Square, 40th and Butler Streets, the 62nd Street Bridge, and the intersection of Penn Avenue and Main Street.

Demographic Transition: In the next 5 to 10 years, Lawrenceville will experience a demographic shift that will transform our community. With a large share of elderly homeowners, the neighborhood must pave the way for replacement buyers for homes in order to maintain the community’s stability. Community organizations must work with homeowners, city government, private funders and developers to create a program that obtains site control, fairly compensates elderly homeowners and their families for their properties, and ensures that the properties are redeveloped for new homebuyers. An aggressive marketing and branding campaign will accelerate demand for Lawrenceville homes. This is an unparalleled opportunity to reshape our neighborhood and positively position Lawrenceville’s housing stock to compete in today’s market.

10th Ward Housing: The 10th ward is home to some of the most historic structures, as well as some of the most blighted properties in Lawrenceville. With large grand homes awaiting restoration and rehabilitation, the 10th ward is likely one of the best buys in the neighborhood. Demolition of adjacent alley houses in Dresden and Natrona Ways will only enhance the attractiveness and market value of houses along Carnegie and Keystone Streets. The Commonwealth’s Department of Community and Economic Development has recognized the potential of this area by designating it an official “Elm Street” district. This program incorporates volunteer support, the leveraging of private dollars, strategic planning, rehabilitation and reuse of existing buildings, as well as streetscape improvements. With a coordinated strategy and intensive focus on the area, the 10th ward will make a major leap forward in the near future.

Riverfront Properties: Located on the Allegheny River, Lawrenceville has nearly 3 miles of riverfront property, more than most Pittsburgh neighborhoods. While nearly all of this property is zoned GI (general industrial) and some remains in active use by local firms, much is also underutilized. Riverfront access is restricted to a few easily accessed spots and other makeshift trails used by fishermen and neighborhood children. With a concerted effort, Lawrenceville can make the river an integral part of the neighborhood, developing new access points and re-purposing underutilized properties for residential and low-impact commercial uses.

Penn Main/Children’s Hospital: Children’s Hospital of Pittsburgh is currently developing a new, state-of-the-art, comprehensive pediatric health care campus in the Lawrenceville neighborhood of Pittsburgh. CHP expects to have nearly twice as many employees as the former St. Francis facility did in the late 1990s; when fully operational, this substantial new workforce will represent 20 percent of the neighborhood’s employment base. The new Children’s Hospital facility brings with it great promise, but also raises a number of questions about how the surrounding communities will plan for and respond to their new institutional neighbor. We must develop strategies that support the growth of existing businesses in the Penn Main district and attract complimentary businesses that will serve hospital employees, visitors and local residents. Additional parking development and infrastructure changes will be necessary to accommodate the rapid growth of the district as well.

Butler Street Business District: Butler Street’s commercial and retail success has in many ways led the residential resurgence in Lawrenceville. Business attraction remains strong, and concerns about rising rents and property values have not dampened interest in a Lawrenceville location. District marketing efforts will work to capitalize on the positive momentum to date and expand customer and business awareness of the district. A handful of challenges remain: How do we convert underutilized or nuisance properties such as used car lots or bus parking along Butler Street to positive development? How do we propel the district’s momentum forward and attract new investment and desired businesses (restaurant, dry cleaner, bakery, design-related firms) to Butler Street? And finally, how do we maintain the balance between neighborhood-serving businesses and regional destination businesses to avoid serving one customer group at the expense of another?

I. NEIGHBORHOOD INTRODUCTION

Lawrenceville, one of the largest neighborhoods in Pittsburgh, stretches from the eastern edge of the Strip District, along the banks of the Allegheny River, to the western border of Highland Park. Barely a mile from Downtown, Lawrenceville is a neighborhood with tremendous potential, offering affordable and historic housing, convenient access to several neighborhood business districts, and easy commutes to work in the Downtown and Oakland, the two largest employment centers in the region.

A. WHY PLAN?

It's hard to get where you want to go without a road map, and affecting neighborhood change is a complex matter made even more difficult without an informed and prioritized agenda. Today, the Lawrenceville community is experiencing widespread change on many fronts--- the relocation of Children's Hospital to Penn Avenue; business districts in transition, with Butler Street on the upswing and Penn-Main currently in flux; the redevelopment of the Heppenstall Steel site and changing industrial composition along the riverfront; the existence and evolution of several diverse housing markets within the community; and new and emerging resident populations, ranging from affluent empty-nesters to Somali Bantu refugees.

Home to several neighborhood groups with differing priorities and approaches, Lawrenceville's challenge is to avoid ad hoc and fragmented decision-making and effectively mobilize constituents around fast-moving and long-range development issues. If we are not organized and watchful, these changes could yield a recipe for decentralized chaos--- decline in some areas, gentrification in others. Proactive, localized leadership is necessary to manage current environmental changes and to anticipate and guide future development.

The Lawrenceville Master Planning Team formed in response to this need for leadership, and this community plan is the culmination of several years of collaboration by the three constituent groups: Lawrenceville Corporation, Lawrenceville United and the Lawrenceville Stakeholders. The plan aims to begin a conversation about the vision for Lawrenceville's future and offers early answers to

the following questions.

- What is the vision for Lawrenceville's future? What are our current strengths? What community elements are we missing?
- Where should community development be targeted? What types of development are most desirable?
- What is the desired mix of homeownership and rental? How can the community best support existing residents while attracting new replacement populations?
- How should the community look? What design standards could improve the physical appearance of the neighborhood?
- How does the community relate to its industrial sector and large institutional neighbors (e.g., Children's Hospital)? Where should new industrial and commercial developments be concentrated?
- What existing uses and/or businesses in the community are nuisances? What strategies can eliminate them?

B. ENGINES OF CHANGE

A neighborhood as large and diverse as Lawrenceville is influenced by a variety of factors. Many demographic and market forces are in play in the neighborhood, some creating rapid and sweeping changes as well as more subtle and organic transitions in the community. In order to provide some additional neighborhood context, we describe below some of the major forces that are driving the changes and challenges in Lawrenceville.

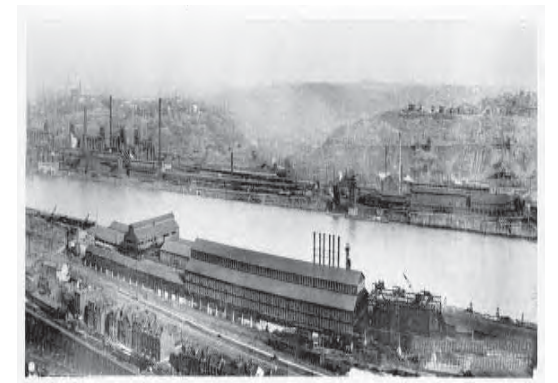
1. Changing resident population and housing market(s)

Between 1990 and 2000, Lawrenceville lost population at a faster rate than the City of Pittsburgh, with roughly 11 percent fewer residents compared to 10 percent citywide. The residential composition of the neighborhood will continue to change dramatically in the next ten years; at the present time, whether that change will be positive or negative remains an open and unnerving question. In addition, the density of Lawrenceville's housing stock creates an environment where problematic properties rapidly and exponentially affect neighboring properties and public perception; an entire block can quickly "tip" from stable to blighted. Conversely, targeted developments can be a catalyst for positive change.

The rising cost of real estate in Lawrenceville is another concern for some businesses and residents. Real estate development and governmental policies should be attentive to rising prices and preserving affordability, and programs should be developed to smooth the effects of property speculation and gentrification.



Historic Lawrenceville: Residential streets



Historic Lawrenceville: Industrial corridor



A Hidden Riverfront: View from 40th St. Bridge

Increasing sales prices: Lawrenceville property values are rising. The median house price was \$25,000 in 1999 rising only to \$25,500 in 2002, but jumped to \$35,000 in 2004. The range of housing prices is quite wide. For example, in 2004, housing sales ranged from below \$10,000 for small alley houses to \$133,900 for larger rehabbed homes.

New homebuyers and renters: With an historic housing stock and a median sales price below \$50,000 in 2004, Lawrenceville has become an attractive community for homebuyers who don't want to sacrifice exceptional architecture for affordability. As middle and upper income buyers are rehabbing affordable and historic fixer-uppers, entire streets (like Main and Fisk) are being transformed and the local customer base for local coffee shops, restaurants and boutiques grows stronger.

Elderly homeowners: One statistic starkly demonstrates the magnitude of the neighborhood's vulnerability: while Lawrenceville's population in 2003 was roughly 24 percent elderly (65 years old or older), forty percent of the owner-occupied housing units are owned by people aged 70 and over. The elderly are often less able to maintain these properties. As their homes become vacant, there may be insufficient new residents to occupy their homes and the transfer of these properties has great potential to destabilize the community. Like all of Pittsburgh, Lawrenceville will need strategies to address the aging population.

Rental conversions: Today, many of Lawrenceville's inexpensive properties are being converted from owner-occupied to rental housing. The balance of owner-occupied versus non-owner occupied housing is shifting in favor of non-owner occupied. An analysis of 135 sales in 2000 revealed that owner-occupants comprised 69 percent of sellers but only 46 percent of buyers. The same study showed that the median price for owner-occupied housing was \$37,000 while the median price for non-owner occupied housing was \$19,000. A more recent examination of 175 sales in 2004 found that only 33 percent of sales were to owner-occupants, again at higher prices than those sold to non-owner occupant buyers.

The loss of owner occupancy is a subtle but important change in the market. Often, it is the owner occupants that take the most active interest in maintaining properties and more generally, in the condition and life of a neighborhood. The data also indicates that it is the owner occupants that are buying more expensive properties. There is an assumption in some of the studies that some of the non-owner occupants are buying inexpensive property in order to operate them as low-cost, low-quality rentals.

Absentee landlords: Lawrenceville has many competent, responsible developers and tenants. However, it also has its share of irresponsible landlords and problematic

tenants who do not maintain their properties. Some less-than-scrupulous landlords are deferring necessary property maintenance and refusing to screen their tenants, leading to neighborhood blight as substandard conditions are not corrected and tenants create quality of life issues for neighbors. Unfortunately, as more of these properties become available, Upper Lawrenceville in particular is increasingly becoming a magnet for inferior-quality rental housing for low-income tenants: in 2003, absentee landlords purchased four out of every five residential properties sold. Over half of all residential properties in Upper Lawrenceville are in substandard condition.

Lower-income residents: The neighborhood's rising poverty rate reflects the lower income of many new residents. (In 1979, only 12 percent of Upper Lawrenceville residents were poor; today, almost a quarter live below the poverty line and more than a third of children under the age of 18 are poor 36 percent compared to 28 percent citywide.) Median household incomes in Lawrenceville are also lower than in the city as a whole: \$22,427 for Lawrenceville households versus \$28,588 for city residents in 2000.

2. Crime and perception of safety

Crime and the perception of crime are deterrents to investment in housing and commercial areas and a deterrent to visitors and shoppers. Today, escalating crime in the community is closely tied to trends in the local housing market. During the 1980s and early '90s, crime rates in Lawrenceville were generally lower than in the City of Pittsburgh. Crime rates increased sharply in the neighborhood in the mid-1990s while remaining flat or declining slightly citywide. Today, Lawrenceville crime rates are higher than those for the City. Data for 2003 shows that for Part 1 crimes (e.g. homicide, rape, burglary, theft), Upper Lawrenceville had 10 crimes per 100 people versus 6 per 100 citywide. For Part 2 crimes (e.g. prostitution, vandalism, public drunkenness, family violence, disorderly conduct), Upper Lawrenceville had 14 crimes per 100 people versus 8 per 100 city-wide.

Lawrenceville's relatively soft housing market has become an attractive alternative for low-income renters. As demand for affordable rental properties in the neighborhood increased, irresponsible absentee landlords positioned themselves to serve this rental market without aggressively screening or monitoring tenants. The increase in criminal activity that followed these new residents has not only affected actual crime rates but has impacted the perception of crime in the community. Long-time residents perceive a negative trend in the community that may be out of proportion with actual criminal behavior. Drug activity and prostitution are visible in certain pockets of the community, adding to negative perceptions about safety.



3. Business district trends

Design Zone cluster: The neighborhood has gained substantial attention for the Design Zone, a cooperative, niche-focused marketing initiative that transcends the traditional neighborhood boundaries between the Strip District and Lawrenceville. Promoting the growth of the neighborhood's interior-design and home furnishings cluster has resulted in the arrival of new design-related businesses and increased customer traffic. Since the program's launch in late 2000, 51 niche-related businesses have moved into the district, with the majority of these businesses located in Lawrenceville.

Butler Street district: In the Butler Street business district, declines coincided with the departure of the neighborhood's industrial firms in the 1970s-80s. With a committed cadre of business owners and an aggressive marketing effort, Butler Street has garnered positive press coverage and increased visibility, along with a growing base of customers from around the region. By positioning the neighborhood as a destination for unique shopping (antiques, handcrafted goods, gifts), the district has witnessed the arrival of complimentary businesses capable of serving both neighborhood residents and regional customers. In the past three years, nine art galleries, five restaurants, two clothing boutiques, and 2 coffee shops have opened along Butler Street.

Penn Main district: During the 1970s-80s, the Penn Main Business District was stabilized by the presence of St. Francis Hospital. The hospital's closure resulted in the departure of approximately 1,400 hospital employees from the district and the closure or relocation of several supporting businesses near the hospital. Today, there is a 29 percent vacancy rate in the district, with approximately 16 available "business ready" first-floor commercial properties. In addition to an increase in vacancies, the district's property and business owners have reported increases in crime, ranging from vandalism and graffiti to burglaries.

District image and appearance: Although Pittsburghers have many positive associations with Lawrenceville, there are some that perceive it to be unsafe or unclean. The community needs to address both real and perceived image issues. The community has the opportunity to greatly improve and enhance its gateways and streetscapes. Marketing of the community to prospective visitors and investors should continue.

Incompatible or undesirable uses in business district: Lawrenceville's business districts also reflect the neighborhood's industrial heritage, and many of these firms remain in our revitalizing districts. The Butler Street corridor is home to many

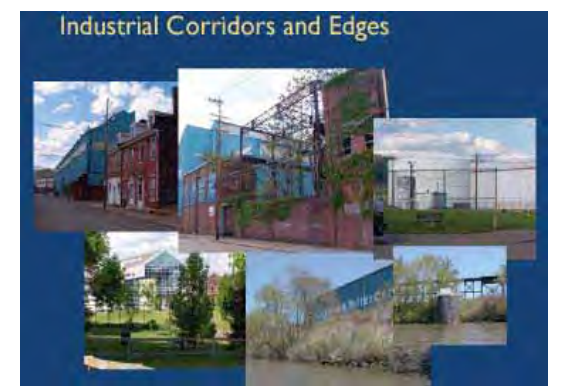
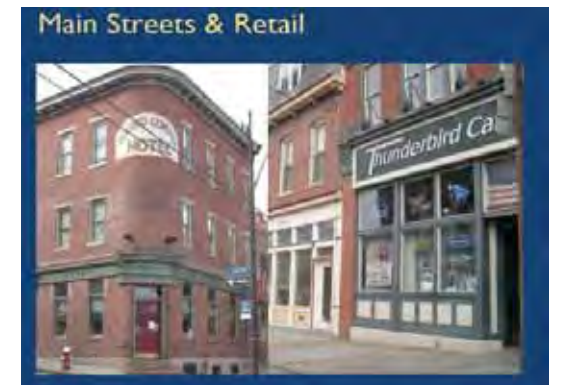
auto-related businesses, including auto parts stores, a sheet glass manufacturer, auto collision specialists, used car lots, and other light manufacturing operations. These businesses break the continuity of the retail shopping district, making the pedestrian experience less attractive, and potentially block the arrival of complimentary retail or restaurant operations. Nuisance bars are also a problem in Lawrenceville, posing public safety challenges like drug dealing and violence.

4. Large institutional neighbors

Children's Hospital of Pittsburgh (CHP) is currently developing a new, state-of-the-art, comprehensive pediatric health care campus in the Penn Main district of Lawrenceville. With a 10-acre campus and 1.45 million square feet of office and medical space, CHP will bring more than 150,000 patients to Lawrenceville annually. CHP will also have nearly twice as many employees as the former St. Francis facility did in the late 1990s, eventually representing 20 percent of Lawrenceville's employment base. The relocation of this regional institution is an unprecedented economic opportunity for the neighborhood's business districts, housing market, and workforce. Children's Hospital has already proven to be an excellent and responsive community partner, and we are confident that our current relationship will only grow stronger as the facility's opening date grows nearer. However, without dedicated planning and subsequent programming, the hospital's arrival could have an adverse impact on neighborhood quality of life, or could operate as an island with little connection to the neighborhood in which it resides.

5. Underutilized industrial tracts along riverfront

Lawrenceville's riverfront property was historically populated by businesses classified as Urban Industrial or General Industrial. Many of these properties are still populated with thriving businesses. Others became abandoned during the citywide economic downturn related to the decline of the steel industry in the 1970s and 1980s. Within the past five years, two regional economic development agencies—the Urban Redevelopment Authority (URA) and the Regional Industrial Development Corporation (RIDC)—have acquired substantial riverfront properties once affiliated with the Heppenstall Company. Both agencies have targeted their sites, which are adjacent to Carnegie Mellon University's Robotics Consortium, as potential developments related to the robotics industry. However, redevelopment of the larger sites has been slow to materialize, leaving large underutilized brown field parcels along the riverfront.



6. Open and green space

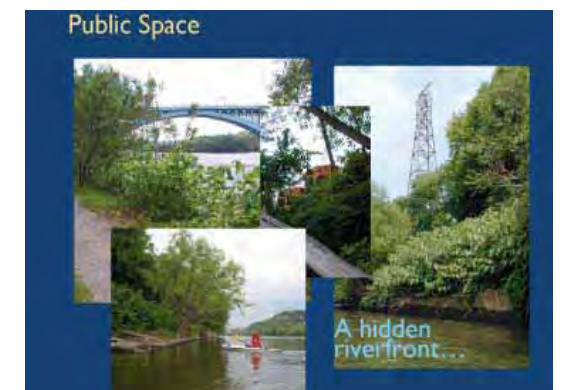
Lawrenceville is fortunate to have several large open spaces that are either currently available to residents for active or passive recreational use or could be converted to such uses. These include Arsenal Park; Allegheny Cemetery, one of the oldest and largest cemeteries in the nation; and a short recreational trail, including a kayak and canoe launch, along the Allegheny River stretching from 37th Street to 43rd Street. Other community assets include several ball fields and small playgrounds. Enhancing existing recreational facilities and increasing the amount of quality open or green space in the community is a major priority for neighborhood residents and could be an important feature in marketing the neighborhood to future residents and businesses.

7. Transportation

Lawrenceville is easy to access by car, and located near several major traffic arteries that serve the entire region: Butler Street is a heavily trafficked commuter route for downtown workers living in Fox Chapel; Route 28 is easily accessed via the 40th or 62nd Street bridges; downtown Pittsburgh is a short drive down Penn or Liberty Avenues; the 62nd Street Bridge connects drivers to Route 8; and the neighborhood is nearby almost all East End and North Side communities. Several bus lines serve neighborhood residents as well, including the 91A and S busses, the 86B, and others. While Oakland is easily accessed by car and by bus from Penn Avenue, transit connections from Butler Street to Oakland are inadequate. Alternative modes of transportation are not necessarily well-accommodated in Lawrenceville. Narrow, hilly and congested streets create impediments to bicycling and busy intersections make it difficult for pedestrians to navigate streets safely. Truck traffic from industrial companies along the riverfront also poses a challenge for residents, and progress on a proposed industrial access road has stalled, leaving Butler Street as the main option for truck drivers.



View of Washington's Crossing Bridge from the 40th St. Riverfront Park kayak launch



II. COMMUNITY PROCESS AND PRIORITIES

While constructing the plan, broad involvement in the planning process was sought to ensure its acceptance. The insight and input from Lawrenceville residents, businesses, institutions, organizations, and other stakeholders proved vital to the development of the plan. The following outlines the steps taken to ensure broad input.

A. PLANNING PROCESS AND COMMUNITY INPUT

- Prior to engaging the consultant team, a planning team convened composed of the Lawrenceville Corporation, Lawrenceville United, and the Lawrenceville Stakeholders. Additional participants included representatives from the Community Design Center of Pittsburgh and the Pittsburgh Department of City Planning. The planning team jointly developed the Request for Proposals for the Community Plan, reviewed the proposals, and interviewed and selected the consulting team. The planning team met monthly throughout the planning process.

- The consultant team reviewed existing planning documents to ensure that prior and on-going planning issues and initiatives would inform current thinking. This analysis was presented to the planning team for review and discussion. Through this process, the planning team developed a set of planning themes for presentation to the community at large.

- Three town meetings were convened throughout the planning process. Lawrenceville residents, business owners, institutional representatives, and other stakeholders were invited to these facilitated discussions. Over 150 participants attended at least one community meeting; many were present at all three meetings.

- The first community meeting was convened on May 25, 2005. After a presentation on the key themes, attendees participated in one of the following discussion groups:

- Housing
- Business Districts
- Industrial Corridors
- Transportation
- Public Space

- Following the community meeting, the planning and consulting teams reviewed the discussions and developed a set of policies and proposed interventions for each of the discussion topics.

- The second community meeting was held on July 11, 2005. The planning session was structured to summarize issues discussed in the first community meeting and establish priorities. In a round robin format, the planning/consultant teams circulated among smaller breakout groups. Participants heard an overview of potential policies and design opportunities and voted on their physical design and policy priorities in each of the five discussion areas.

- Following the second community meeting, the results were condensed into the top twelve ideas included in the summary of community design goals below. The consultant team worked collaboratively with the planning team to develop a set of proposed interventions in focused geographic areas based on these priorities.

- To round out participation on policies and interventions, the planning team convened a developers' roundtable on August 15, 2005.

- The final community meeting, led by the consultants, was convened on September 7, 2005. The meeting began with a poster session, staffed by the planning team, around the following geographic study areas:

- 40th and Butler Streets
- 43rd through 48th Streets
- Tippins property/62nd Street
- Hanlon-Gregory site
- McCandless Avenue
- Penn Main District
- Doughboy Square

The consultants summarized the proposed design concepts and strategies in a brief Power Point presentation. In a question and answer period following the presentation, attendees were given an opportunity to voice their reactions and concerns. Finally, the planning team organizers announced that a meeting would be held early in 2006 to organize volunteers around action items needed to move from planning to implementation.



Community Meeting #1: Generating ideas



Community Meeting #2: Voting on design priorities

B. ELM STREET PLANNING

While the community and Lawrenceville Planning Team undertook a neighborhood-wide planning process, a concurrent planning process for statewide Elm Street designation took place in Lawrenceville's 10th Ward. The underlying premise for the Elm Street program was that state revenues could be instrumental in revitalizing some of Pennsylvania's older neighborhoods. This in turn would make these communities more sustainable and economically competitive.

Lawrenceville's participation in this program was part of a competitive process whereby the Pittsburgh's Urban Redevelopment Authority (URA) and the Pittsburgh Partnership for Neighborhood Development (PPND) selected five of Pittsburgh's neighborhoods to compete for Elm Street funds out of eighteen neighborhoods that were identified as eligible. Working in conjunction with the Community Design Center of Pittsburgh and Brean Associates, the planning organizations conducted a series of community meetings and developed concept sketches for neighborhood improvements in each of these areas. Final applications were then assembled and submitted to the state for review and approval as part of a statewide competitive bid for funding.

While the Elm Street Planning efforts addressed only a small portion of the overall Lawrenceville Community Plan study area (focusing on Upper Lawrenceville), many of the issues raised during these meetings informed the overall community plan process. Residents of the Elm Street District who participated in the Elm Street meetings were present at the larger community meetings and shared their insights and concerns with the larger community. In addition, the consultant teams seized the opportunity to enrich both processes by sharing information and strategies.



10th Ward concept showing awning and streetscape improvements

C. DEVELOPER'S ROUNDTABLE DISCUSSION

Lawrenceville is fortunate to have a strong, active group of private developers investing in the neighborhood. Most of these developers are rehabilitating and renting properties for both residential and commercial uses.

Understanding that positive and widespread neighborhood change largely depends on the investment of private entrepreneurs and investors, the Lawrenceville Planning Team and consultants were especially interested in the viewpoint of developers who had already bought into the community. Although some of these developers participated in the larger public meeting process, the consultant team held a discussion separately with these developers to understand their particularly important perspective. The roundtable discussion was held on August 15, 2005.

The developers' discussion centered on several key market interventions that could be spearheaded by local community groups. In particular, they perceived market failures that impeded private sector investment and gaps in city services that made it difficult for them to effectively acquire, redevelop and market properties and the neighborhood. A summary of the developers' priorities are detailed below.

Make Lawrenceville more attractive

- Use public art, signage, and landscaping to enhance gateways into community (bridge entry points, Stanton Ave, Doughboy Square, Penn Main)
- Acquire and improve properties at important neighborhood entry points (e.g., homes facing the 62nd Street Bridge)
- Beautify streetscapes (e.g., historic lighting, street trees, public art, sidewalk repair, street furniture)
- Reduce litter, trash and graffiti

Eliminate nuisances

- Demolish or renovate blighted and substandard properties
- Address problem property owners and landlords
- Work with City around tax delinquent and foreclosed properties

Market the neighborhood

- Continue niche marketing of 16:62 Design Zone businesses
- Expand promotional efforts in Butler Street business district
- Create residential marketing campaign to generate demand for for-sale and rental properties

Improve public safety

- Increase police presence
- Improve street lighting
- Act as a clearinghouse for public safety complaints
- Organize citizens and business owners around public safety campaigns

Support and guide private development

- Influence developers/owners of large properties on a project-by-project basis
- Assist developers with acquisition and assembly of properties, particularly problem or blighted properties that may negatively affect nearby developments
- Provide gap financing for expensive but catalytic development projects (e.g., Streetface façade grants)
- Work with the URA to convert their Lawrenceville properties to beneficial and active uses



Developer's roundtable discussion

SUMMARY OF COMMUNITY DESIGN GOALS

Public Space (Public Realm, Parks, Riverfront):

- We would like to improve the quality and safety of Lawrenceville's existing open spaces.
- Lawrenceville should take advantage of its adjacency to the Allegheny River and improve its riverfront connections.
- Creating safe, high-quality spaces for active and passive recreation is highly desirable if done in a way that does not create conflicts with residential uses.
- Improvements to gateways and streetscapes will help improve the image of Lawrenceville and will contribute to the walkability and quality of life in the neighborhood.

Housing:

- Lawrenceville's strengths are its walkability, livability, and neighborliness, and proposals for housing should build on these assets.
- Lawrenceville's housing should continue to accommodate a diversity of residents and housing types.
- There is an opportunity in Lawrenceville to develop new housing types, such as multigenerational, accessible, co-housing (spaces with shared amenities), and mixed income housing to accommodate the neighborhood's changing demographics and attract new residents to the neighborhood.
- Improvements to the Lawrenceville's infrastructure, schools, businesses, and transportation systems are essential to attract and sustain Lawrenceville's residential population.
- Lawrenceville must control nuisance problems and other safety issues in the community such as absentee landlords, vacant properties, and nuisance bars.
- When feasible, Lawrenceville's existing housing stock is an asset that should be preserved.

Business Districts:

- We need to support business district strategies that improve the perception of the neighborhood and create a safe, vibrant place for residents and visitors alike.
- We need to support a mix of businesses that serve daily resident needs as well as 'destination' uses.
- Our business strategy should support businesses that promote the economic health of the neighborhood.
- The rising cost of real estate prices in Lawrenceville is a concern to businesses and residents. Real estate policies need to be developed to smooth the effects of property speculation and gentrification.

Industrial Districts:

- We need to sort out competing land uses at Lawrenceville's industrial edge and balance the need for jobs, recreation areas and high quality places to live.
- With many industrial sites now underutilized or vacant, the industrial areas present a unique opportunity to shape future physical and economic development in Lawrenceville.
- There needs to be better communication between residents, planners, developers and landowners in Lawrenceville's industrial district.

Transportation:

- We need to support and create a diversity of transportation options in Lawrenceville that add value to the neighborhood.
- We should look to support efforts that connect the different areas of the neighborhood and that link Lawrenceville to other parts of Pittsburgh and the region.
- Lawrenceville needs to capitalize on its proximity of Oakland and Downtown, and not just endure the influx of traffic through the neighborhood.

DESIGN VISION

LAWRENCEVILLE COMMUNITY PLAN

THEMES

Revitalize underutilized and vacant sites and improve future physical and economic development in Lawrenceville's industrial district.

Sort out competing land uses at Lawrenceville's industrial edge.

Balance the needs for jobs, recreation areas and quality places to live.

Improve communication between residents, developers and landowners in Lawrenceville's industrial district.

POLICIES

Improve dialogue between developers and community groups through the creation of a developer's roundtable group that holds regular discussion meetings.

Develop development capacity studies for targeted industrial brownfield sites.

Develop a formal inventory of industrial sites including a list of environmental remediation issues.

Sponsor Phase I environmental assessments for targeted industrial sites.

- A** Explore options for redevelopment in the area between 40th and 48th Streets.
- B** Identify candidates for retrofit or adaptive re-use for targeted industrial buildings.
- C** Redevelop Tippens River Industrial Park at 62nd Street. Potential Uses Include:
Marina/Recreation, Intermodal Transit, Retail
- D** Explore options for relocating the bus and truck parking along the river.
- E** Map and plan for viable industrial zones.
- F** Identify potential new housing or commercial corridors within the industrial zone to connect the neighborhood to the river.



DESIGN OPPORTUNITIES



INDUSTRIAL CORRIDORS

- A** Make improvements to Doughboy Square Gateway
- B** Mitigate the impact of used car lots on the business district main streets.
- C** Explore options to incorporate medium box retail into the neighborhood
- D** Increase parking and access to main street retail.
- E** Improve the Penn Main gateway
- F** Improve the benches, streetscapes and lighting along main street districts.
- G** Improve the main street zone across from Allegheny Cemetery



DESIGN OPPORTUNITIES

DESIGN VISION

LAWRENCEVILLE COMMUNITY PLAN

THEMES

- Support business district strategies that improve the perception of the neighborhood and create safe, vibrant places for residents and visitors.
- Support a mix of businesses that serve everyday resident needs as well as 'destination' uses.
- Support businesses that promote the economic health of the neighborhood.
- Real estate development and governmental policies should be attentive to rising prices and affordability, and programs should be developed to smooth the effects of property speculation and gentrification."

POLICIES

- Expand streetface and facade grant programs to include targeted areas such as Doughboy Square.
- Develop design standards for main street facades.
- Expand main streets hours of operation to encourage neighborhood vitality.
- Expand marketing/branding of the business districts.
- Provide support for small business development.
- Establish committee to monitor private developments that involve medium or big box retail.



BUSINESS DISTRICTS

DESIGN VISION

LAWRENCEVILLE COMMUNITY PLAN

- A** Address the problems of alley housing.
- B** Develop a master plan for housing that identifies areas for housing rehabilitation, new infill construction and selective demolition.
- C** Create new mixed income and co-housing in selected sites in Lawrenceville.
- D** Develop kit of standard improvements for porches, awnings and facades.
- E** Create affordable new loft construction.
- F** Identify commercial, industrial and institutional candidates for adaptive reuse for housing.
- G** Explore river living opportunities.



DESIGN OPPORTUNITIES

THEMES

- Develop housing strategies that build on the neighborhood's assets such as Lawrenceville's walkability, livability and neighborliness.
- Develop new housing to accommodate a diversity of incomes, ages and housing types.
- Preserve Lawrenceville's historic housing stock.
- Improve Lawrenceville's infrastructure, schools, businesses and transportation systems in order to attract and retain the neighborhood's residential population.
- Control issues which negatively affect the quality of life in Lawrenceville, such as code noncompliance, absentee landlords, blighted properties, vacant space, and nuisance bars.

POLICIES

- Create a housing task force to address housing code violations and issues related to Section 8 properties.
- Develop matching funds to assist homeowners with building renovations.
- Create an association of landlords to address common issues.
- Create a network of resources for potential renters or homeowners in Lawrenceville with information about contractors, landlords, consumer loan products and the CDCP's Renovation Information Network.
- Expand and strengthen block watch programs.
- Develop residential streetface program for residents who want to fix up their houses.
- Assess near term and long term demand for senior housing and strategies to meet this demand.
- Develop housing acquisition strategies or reverse mortgage programs to prevent properties from being converted into rental housing.

HOUSING



DESIGN VISION

LAWRENCEVILLE COMMUNITY PLAN

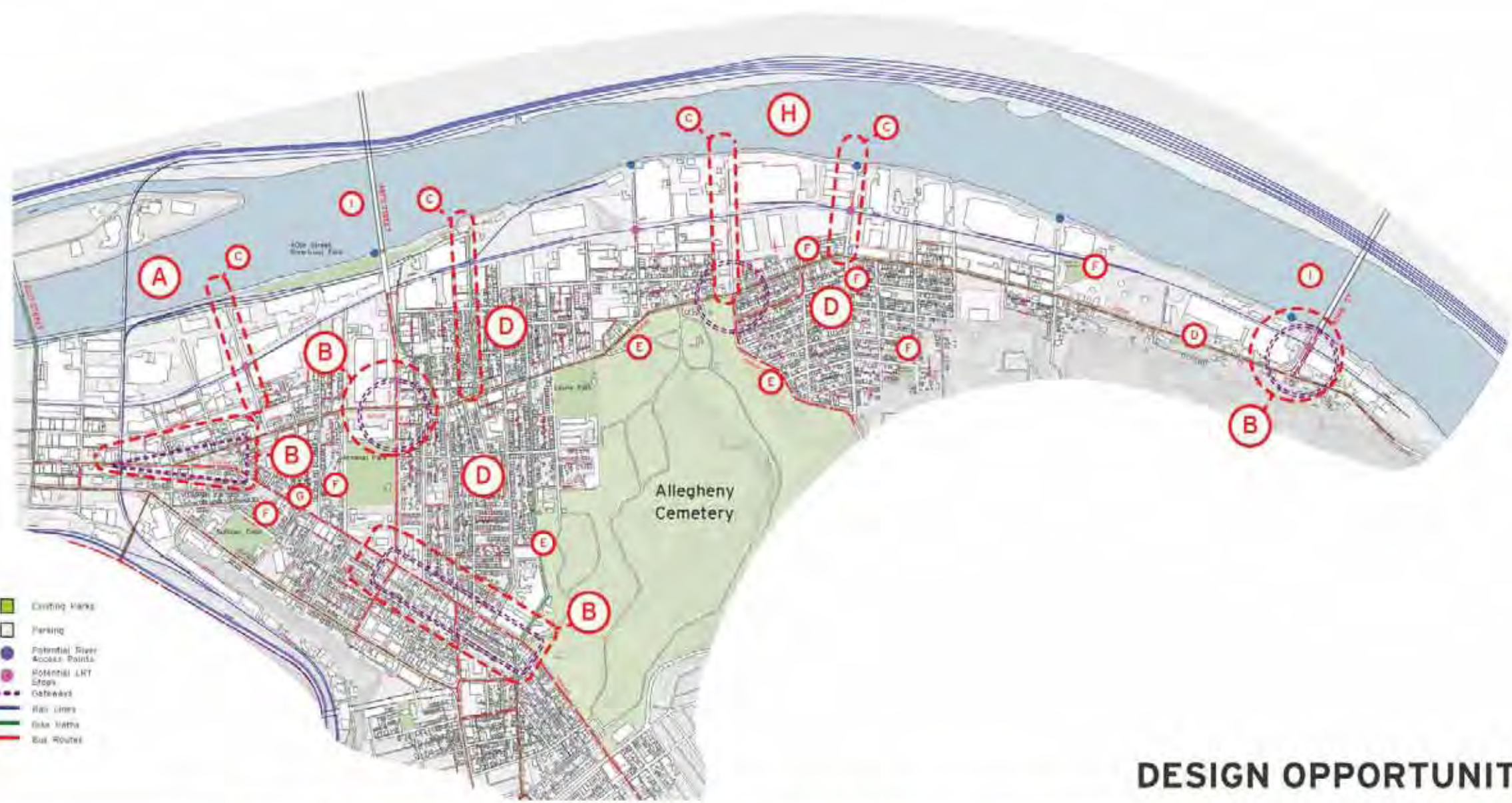
THEMES

- Develop strategies to improve the quality and safety of Lawrenceville's public spaces.
- Improve gateways and streetscapes as a means of improving the overall image of the neighborhood.
- Support public space improvements that contribute to the neighborhood's walkability and livability.
- Improve connections to Lawrenceville's riverfront while accommodating existing industrial uses.
- Promote strategies that increase awareness of the river as an economic and open space asset.
- Develop and maintain safe, high-quality active and passive recreation parks for neighborhood residents to enjoy.

POLICIES

- Develop anti-graffiti program to reduce vandalism.
- Explore options such as a mural program, or 'art walk' to incorporate public art into open spaces.
- Expand and create 'quality of life' initiatives to help reduce noise and litter.
- Work with electric and cable companies to clean up overhead cables and wires.
- Work with the City of Pittsburgh Department of Public Works to maintain streets and sidewalks.
- Develop strategies such as community gardens and side yard programs in areas with vacant land.
- Expand organized recreation activities for children.
- Plan events and activities such as flea or farmer's markets, performances, or community ovens in neighborhood parks.
- Develop a fisherman's stewardship or 'adopt a river edge' program to help clean up riverfront.
- Develop a green space marketing program.

- A** Extend existing recreation trail to connect Lawrenceville to Downtown.
- B** Provide traffic and streetscape improvements at Doughboy Square, Penn/Main, 62nd St. gateways.
- C** Create physical connectors to the riverfront in each of Lawrenceville's wards.
- D** Make improvements to street trees, sidewalks, stairs, and lighting along main streets and residential areas.
- E** Improve the connections and edges at Allegheny Cemetery.
- F** Revitalize parks and playgrounds so that there are safe place for children to play.
- G** Create new community gardens and public parks in areas where there is vacant land.
- H** Create new public boat launches or marinas in Lawrenceville.
- I** Utilize bridges as a way to announce and improve visibility of Lawrenceville.



DESIGN OPPORTUNITIES



PUBLIC SPACE

- A** Create new public transit routes that connect Lawrenceville to other neighborhoods such as Oakland.
- B** Explore the feasibility of creating an intermodal transit hub at Tippiens Riverfront Industrial Park at 62nd St
- C** Explore transit oriented development opportunities in conjunction with Allegheny Valley Railroad and light rail transit proposals.
- D** Examine ways of mitigating traffic congestion along Butler St.
- E** Explore signal and pedestrian crosswalks at Doughboy Square, Penn/Main and 40th Street gateway.
- F** Explore changing street configurations to connect 6th and 9th wards at 40th St.
- G** Reconfigure the one way street systems in residential areas in order to improve safety and parking.
- H** Explore options for creating new bike routes, lanes and trails.

DESIGN VISION

LAWRENCEVILLE COMMUNITY PLAN

THEMES

- Support and create a diversity of transportation options that add value to the neighborhood.
- Connect different areas of Lawrenceville to each other and link Lawrenceville to other parts of Pittsburgh
- Capitalize on the neighborhood's proximity to Oakland and Downtown while mitigating the impact of commuter and truck traffic through the neighborhood.

POLICIES

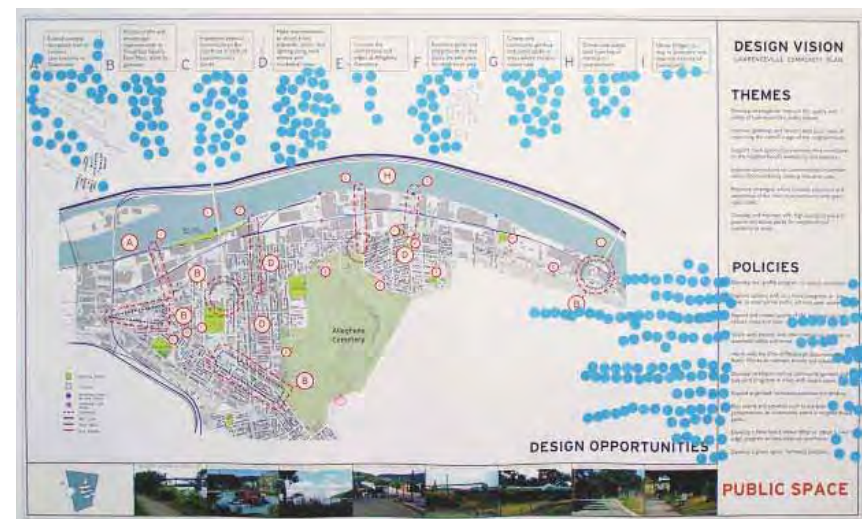
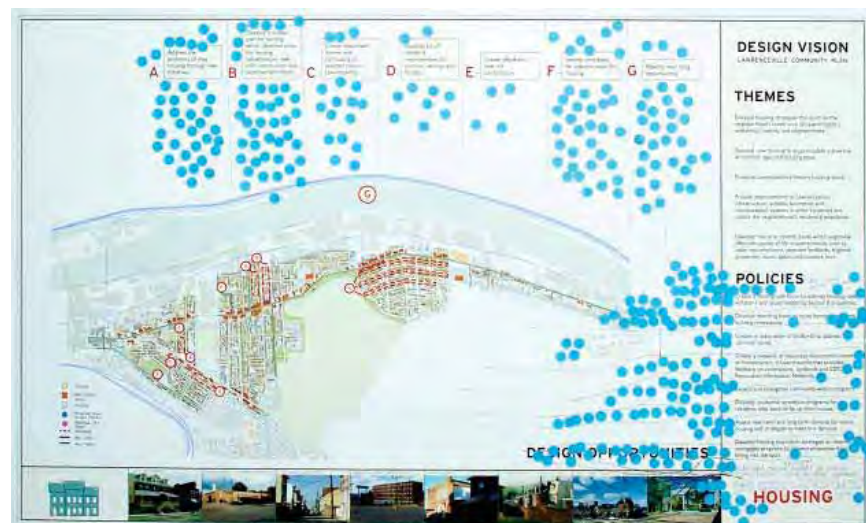
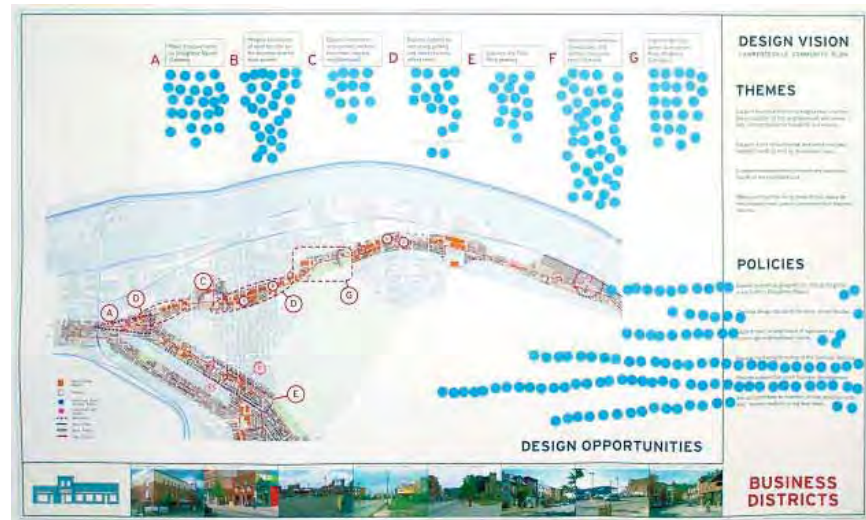
- Establish dialogue with Port Authority and PENN DOT to discuss improvements to public transportation within Lawrenceville.
- Develop dialogue with Port Authority (and others) regarding potential light rail transit and commuter rail lines through Lawrenceville.
- Coordinate transportation planning with the highway improvements along Route 28.



DESIGN OPPORTUNITIES



TRANSPORTATION



PLANNING PROCESS:

The design and policy opportunities described in the drawings above were prioritized through a community selection process. The blue dots represent votes cast by community members during the second community meeting. These were then tallied and organized to create a list of the top twelve design priorities, and a list of design study areas. These are described below.



DESIGN STUDY AREAS:

- A. Doughboy Square
 - Gateway Improvements
 - Commercial Streetscapes
 - Housing
 - Retail Development (Main Street)
 - Traffic and Transportation Improvements
- B. 40th Street Corridor
 - Retail Development (Medium Box)
 - Gateway Improvements
 - Riverfront Connections and Development
 - Commercial Streetscapes
 - Traffic and Transportation Improvements
- C. 40th-48th Street Area
 - Housing
 - Residential Streetscape
 - Traffic and Transportation Improvements
 - New Transit Oriented Development
 - Trails and Public Space Improvements
- D. McCandless Street Corridor
 - Housing
 - Residential Streetscape
 - Riverfront Connections and Development
 - New Transit Oriented Development
 - Trails and Public Space Improvements
- E. Hanlon-Gregory Site
 - New Retail Development (Big Box)
 - Industrial Adaptive Reuse
 - Commercial Streetscapes
- F. Tippins Site/62nd Street Gateway
 - Industrial Adaptive Reuse
 - Gateway Improvements
 - Housing
 - Riverfront Connections and Development
 - New Retail Development (Big Box)
- G. Penn Main District
 - Business District Improvements
 - Commercial Streetscapes
 - Gateway Improvements
 - Retail Development (Main Street)
 - Housing



A. DOUGHBOY SQUARE
 B. 40TH ST. CORRIDOR
 C. 43RD - 48TH ST.
 D. McCANDLESS ST. CORRIDOR
 E. HANLON GREGORY SITE
 F. TIPPINS / 62ND ST.
 G. PENN-MAIN ST.

**LAWRENCEVILLE COMMUNITY PLAN
 DESIGN STUDY AREAS**

SUMMARY OF TOP TWELVE DESIGN PRIORITIES:

1. Develop a master plan for housing which identifies areas for housing rehabilitation, new infill construction and selective demolition as well as:
 - Address the problems of alley housing through initiatives.
 - Identify candidates for adaptive reuse of for housing.
 - Explore river living opportunities.
2. Provide traffic/streetscape improvements and development catalysts at Doughboy Square, Penn/Main, 40th Street and 62nd Street Gateways.
3. Explore options for redevelopment in the area between 40th and 48th Streets, McCandless Ave and Hanlon-Gregory sites.
4. Improve the benches, streetscapes and lighting along main street and residential districts.
5. Identify new housing or retail corridors and candidates for retrofit or adaptive reuse within the industrial zone to connect neighborhood to the river.
6. Explore options for relocating the bus and truck parking along the river.
7. Implement physical connectors to the riverfront in each of Lawrenceville's wards.
8. Revitalize parks and playgrounds and create new community gardens and public parks on vacant land.
9. Explore transit oriented development opportunities in conjunction with Allegheny Valley Railroad and light rail transit proposals.
10. Explore options for creating new bike routes, lanes, trails and connects to downtown.
11. Create new public transit routes that connect Lawrenceville to other neighborhoods such as Oakland.
12. Examine ways of mitigating traffic congestion along Butler Street and Penn Avenue.

III. PHYSICAL IMPROVEMENT AND POLICY RECOMMENDATIONS

The first and second community planning meetings were organized to identify and prioritize issues and design opportunities in Lawrenceville. This helped the planning team to develop a list of Community Design Goals and Top Twelve Design Priorities. Analyzing Lawrenceville's strengths and weaknesses thematically encouraged community members to think beyond the perimeters of their residential blocks and sub-neighborhoods to consider issues that affected the community as a whole. This contextualized the individual design efforts and helped to organize a complex and interrelated set of neighborhood issues.

In the final planning phase of the study, the consultant team developed specific planning proposals to address the goals and priorities established in the earlier phases of the plan. The consultant and planning teams selected seven development study areas for further study. The criteria for selecting these areas included: the importance to the community members and community groups, visibility, feasibility, and the potential to promote future economic development. The consultant team developed these studies as prototypes that could then be applied to other areas of Lawrenceville. The studies to follow thus synthesize generalized themes with specific sites and spell out areas that are prime for future reinvestment or development.

It must be also noted that these studies were developed to generate discussion and debate about Lawrenceville's future. They are intended to help us all envision what the neighborhood could be and to consider what the neighborhood should be. The drawings and descriptions to follow are thus as vehicles for generating ideas and awareness of issues. They are the first of a series of design investigations.

The case studies that follow demonstrate that Lawrenceville's future contains a great deal of opportunity and potential. With its proximity to the Allegheny River, Oakland, Downtown, and the Strip District, the neighborhood is in a prime geographic location for future growth and development. Lawrenceville's industrial corridor, historic housing stock, and proximity to the riverfront present many development opportunities and challenges. Some of these are described on the pages to follow; others will certainly be discovered as the community plan for Lawrenceville continues to grow and develop.

A. DOUGHBOY SQUARE

Located at the triangular intersection of Penn Avenue and Butler Street, Doughboy Square is an important point of entry into Lawrenceville from Downtown and the Strip District. A highly visible and symbolic gateway into the neighborhood, this area contains a number of historic buildings that have been recently renovated and several large vacant parcels suitable for redevelopment. Currently many of the square's commercial buildings are vacant and dilapidated, particularly along Penn Avenue. A nuisance bar in this area was recently closed down.

While this district has a number of important assets, it also suffers from a lack of connection to the surrounding neighborhood fabric and from unsafe pedestrian and vehicular circulation patterns. The surrounding zones of housing are threatened by steady stream of high-volume automobile and truck traffic through and around the gateway.

The design recommendations call for the revitalization of the historic buildings and for the creation of new mixed-use infill opportunities along Penn Avenue and Butler Street. New infill housing is proposed at 34th and Ligonier Street to strengthen the connections to the commercial zone. The study also recommends that the one way street configuration of Ligonier Street should be reversed to prevent shortcuts through the residential street.

Recognizing that the entrance into the neighborhood starts at 31st Street, the plan proposes that Penn Avenue should be changed into two-way street between 31st and 32nd Streets. This will improve access to the neighborhood from the 31st Street Bridge and provide a more logical gateway experience. New artwork and signage could be integrated into the 33rd Street Rail Bridge. New street tree planting along Penn Avenue would help screen the scrap yards and other unsightly industrial uses and improve the entry experience into neighborhood.

Finally a new bus ramp at the Herron Avenue Busway station will allow busway access into Lawrenceville. If feasible, this would provide an opportunity to establish a transit link between Lawrenceville and Oakland.

Next Steps: The initial focus of this effort should be on strengthening the sense of entry into Lawrenceville and improving key intersections (33rd Street and Penn Avenue and Doughboy Square) to set the stage for infill development. The transportation, traffic and safety issues are keys to making this gateway work. Next steps are to conduct a traffic study in conjunction with the City and to work with a transportation engineer to document proposed changes. Less costly streetscape and signage improvements will help lead the way to development interest in the area.



Doughboy Square: Concept Sketch: Illustration by Jonathan Kline



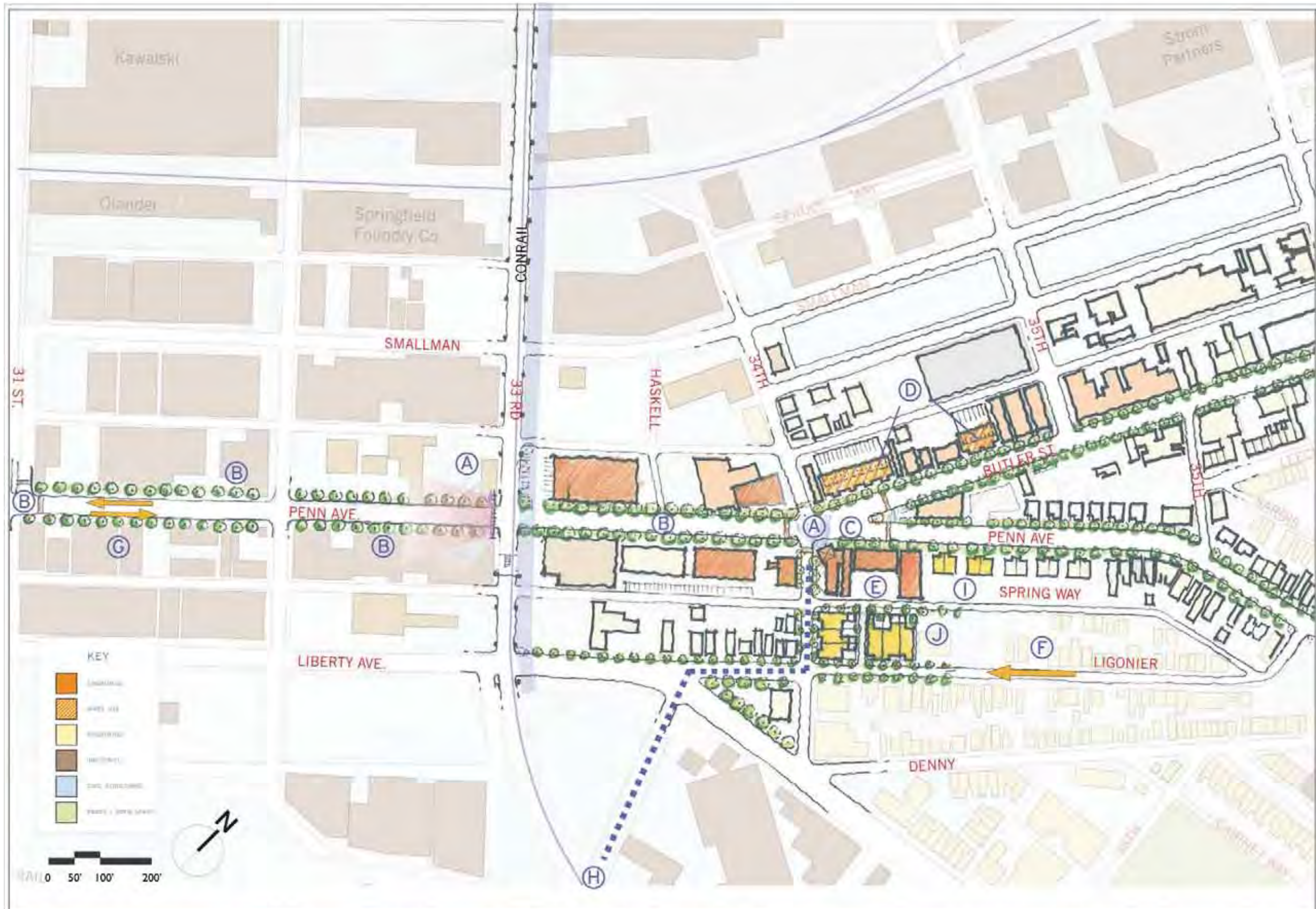
33rd St. Train bridge entry to the neighborhood



Doughboy Square: Vacant redevelopment sites



Doughboy Square: Iconic public space



DESIGN STUDY AREAS
LAWRENCEVILLE COMMUNITY PLAN

- Gateway Improvements**
- (A) Provide new welcome sign at Conrail Bridge & other key locations.
 - (B) Provide new screen trees between 31st St. and 34th St.
- Commercial Streetscapes**
- (C) Improve pedestrian crosswalks/signals at Doughboy Sq. intersection.
- Retail Development (Main Street)**
- (D) Develop new mixed-use infill along Butler Street
 - (E) Renovate existing main street fabric in targeted locations.
- Traffic and Transportation Improvements**
- (F) Change traffic direction of Ligonier Street to reduce traffic flow.
 - (G) Make Penn Avenue a two way street to improve neighborhood entry.
 - (H) Create new busway ramp at Heron Avenue, to enhance PAT bus service to Lawrenceville.
- Housing**
- (I) Develop new infill housing on targeted Penn Ave. sites.
 - (J) Develop new infill housing on targeted Ligonier St. sites.

A	EXISTING CONDITIONS		SKETCHES AND PRECEDENTS		DOUGHBOY SQUARE
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B. PENN MAIN

Extending along Butler Avenue from Doughboy Square to Children's Hospital, Penn Avenue is Lawrenceville's second Main Street and a major transportation spine from downtown to Pittsburgh's East End neighborhoods. It connects downtown to East Liberty via the Penn Avenue Arts Initiative in Garfield-Friendship and divides portions of Pittsburgh's Bloomfield neighborhood from Lawrenceville.

Designs for this district aim to preserve existing neighborhood uses, scale and character, and guide the successful expansion of the new Children's Hospital Development set to occur along Penn Avenue between 42nd and 45th Streets. While the new hospital plan is a major potential economic asset for the neighborhood, care must be taken to mitigate potential adverse affects to the neighborhood's residential quality of life.

Building on existing use patterns, the plan establishes three use zones along Penn Avenue: a residential area from Doughboy Square to 39th Street, mixed transitional main street from 39th to Fisk Streets, and main street business district between Fisk and 45th Streets. The plan proposes new mixed development on underutilized sites in the 3800 and 3900 blocks of Penn Avenue. It also recommends new housing development along 38th, 39th and Woolslayer Streets, and new infill housing along the 3700 Block of Penn Avenue.

To support the main street district, new back-block parking is proposed between Fisk and Main Streets. Pedestrian signal and crosswalk improvements and screen tree plantings are proposed for intersections at 40th Street, Penn-Main, and Friendship Avenues. The designs also call for the preservation of the Wheeler Paint Building located at the corner of Penn and Main, and the development of a retail mix to support both the hospital and residents. The traffic plan for the Avenue, especially the routing of ambulances, should be developed in ways that do not adversely affect the residential character of the neighborhood.

Next Steps: Because of the shape and nature of this district, the first step is to strengthen all key intersections and gateways. They can be strengthened both in appearance and in economic health. These improvements will set the stage for infill development. Areas of initial focus should also be safety and parking, as these are key components of a healthy shopping district.



Penn Main mixed use concept sketch



Penn and Main: The heart of the district



Penn Avenue looking toward Children's Hospital site



New infill housing along Penn Avenue

DESIGN STUDY AREAS

LAWRENCEVILLE COMMUNITY PLAN

Gateway Improvements

- (A) Provide pedestrian and crosswalk improvements at the intersections of 40th & Penn, Main & 45th - Penn.

Retail & Commercial Development

- (B) Renovate existing main street commercial fabric in targeted locations.
- (C) Develop parking to support Main Street Business district.
- (D) Proposed mixed use infill development: ground floor commercial with housing above.
- (E) Target and support businesses that serve hospital and residences in this area.

Housing

- (F) Promote new infill housing along lower Penn Avenue and Mintwood.
- (G) Future housing development sites

Commercial Streetscapes

- (H) Promote new infill housing along lower Penn Avenue.
- (I) Provide new screen tree planting in targeted locations.
- (J) Develop traffic study and streetscape improvements around Children's Hospital.



B

EXISTING
CONDITIONS



SKETCHES AND
PRECEDENTS



**PENN-MAIN
DISTRICT**

C. 40TH STREET CORRIDOR

Bisecting Lawrenceville's 6th and 9th wards, the 40th Street Corridor is a major automobile access road onto Route 28, one of Pittsburgh's regional highways. It is also a highly visible gateway that comes into the heart of Lawrenceville's Butler Street commercial corridor. Anchored by the historic Arsenal Middle School and the Washington Polytechnic School (a good candidate for adaptive re-use), this intersection presently is dominated by automobile oriented businesses that break up the pedestrian scale of the neighborhood and separate Lawrenceville's residential pockets.

The 40th Street Corridor presents a number of interesting redevelopment opportunities. The Arsenal Terminal property, currently home to Rite Aid, Scott Electric and other tenants, is central to successful redevelopment in this area. The site presents an opportunity to develop national retail presences and anchors for companies that can benefit the neighborhood and the city as a whole. If designed well, this new development could also knit back together Butler Street's main street districts in the 6th and 9th wards. The 40th Street Corridor also provides the opportunity to strengthen river access and connections to the riverfront recreation trail.

The proposed site plan for the 40th Street Corridor includes space for a large retail establishment (approximately 50,000 s.f.) and for several smaller retail spaces to be located along 40th Street. The new retail development might include a supermarket on the larger site complemented by a new neighborhood library, offices, or other smaller retail establishments. The massing for the site maintains a strong street presence along 40th and Butler Streets, with parking to be located in the center of the block. A new signalized access road is proposed at 40th and Foster Streets. Existing secondary access is maintained along Butler Street.

The design integrates a new greenway into the new development to connect Arsenal Park to the riverfront along 40th Street. It also introduces under-bridge road access at Willow Street to re-connect Lawrenceville's 6th and 9th Wards. Finally, the study recommends streetscape improvements and new public art along 40th Street to calm traffic and improve the entry experience from the 40th Street Bridge into the neighborhood.

Next Steps: The next step for this corridor is to undertake a small master planning exercise to establish goals and priorities for redevelopment. Simultaneously, the community groups must begin discussions with the major property owners on the South side of 40th Street because these properties will be central to any redevelopment. The master planning exercise should include streetscape and transportation enhancements as integral to the larger plan.



40th St. Corridor: In need of streetscape improvements



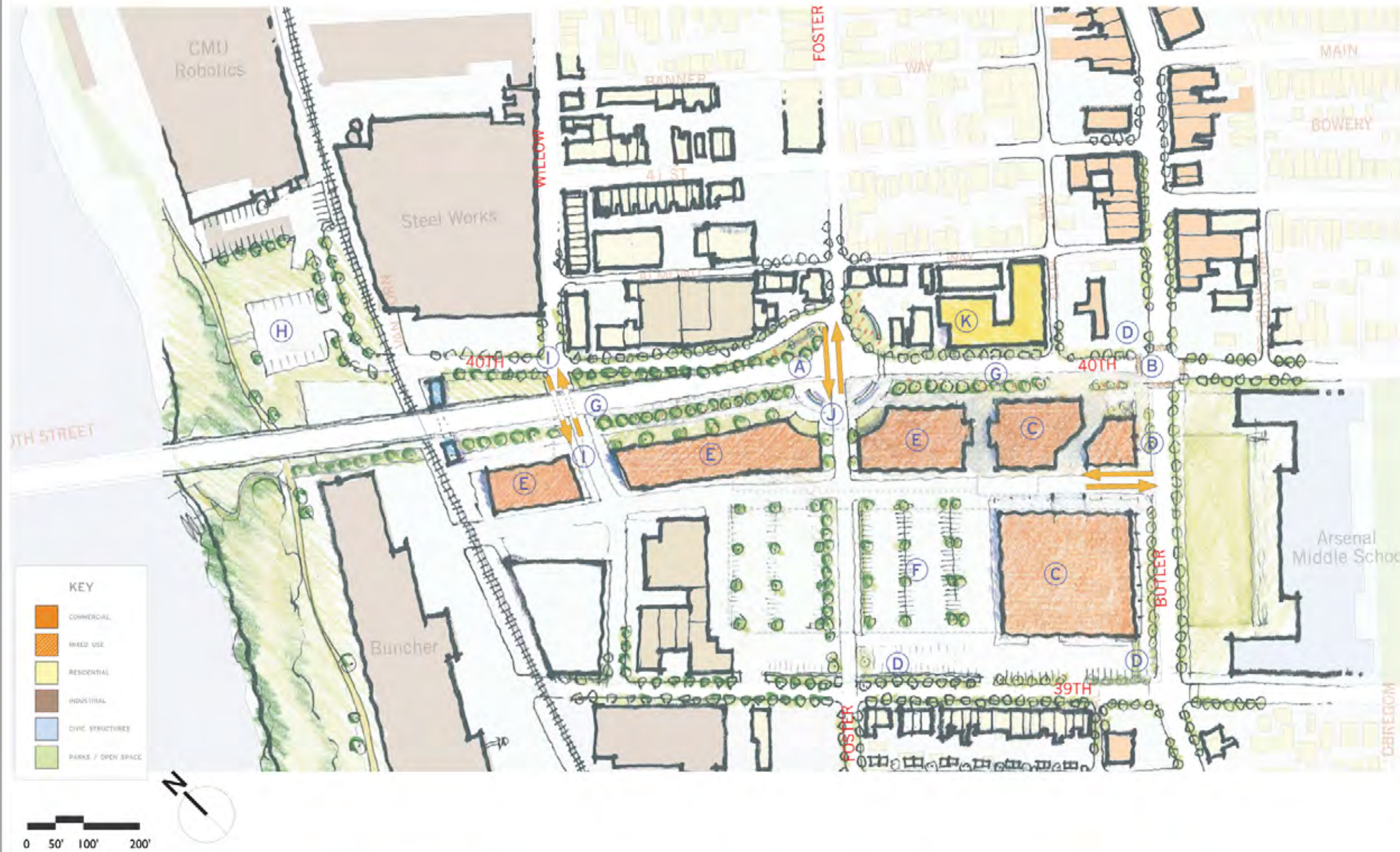
40th St Corridor: Access from Route 28



Willow Street Under 40th St. Bridge

DESIGN STUDY AREAS

LAWRENCEVILLE COMMUNITY PLAN



Gateway Improvements

- (A) Provide new trees, landscaping and public art along 40th St.
- (B) Provide pedestrian improvements at intersection of 40th & Butler St.

Retail & Commercial Development

- (C) Explore options for redeveloping the Rite Aid site. Potential to re-use Scott Electric Building, and provide space for relocated library and new supermarket.
- (D) Provide new landscaping and street trees.
- (E) Provide new mixed use development along 40th St. to reinforce streetface edge.
- (F) Develop interior structured parking courtyard to support new commercial development.

Riverfront Connections

- (G) Develop new walkways/greenways to link Arsenal Park & 40th St. Park.
- (H) Improve vehicular access connections and parking for 40th St. Park.

Traffic and Transportation Improvements

- (I) Provide Willow-Wellington connector street underneath 40th Street Bridge.
- (J) Provide Foster Street street connection at new 40th St. development.

Preservation and Adaptive Re-Use

- (K) Develop housing adaptive re-use for Washington Polytechnic when site is not longer used as a school.

C

EXISTING CONDITIONS



SKETCHES AND PRECEDENTS



40TH ST. CORRIDOR

D. 43RD TO 48TH STREETS

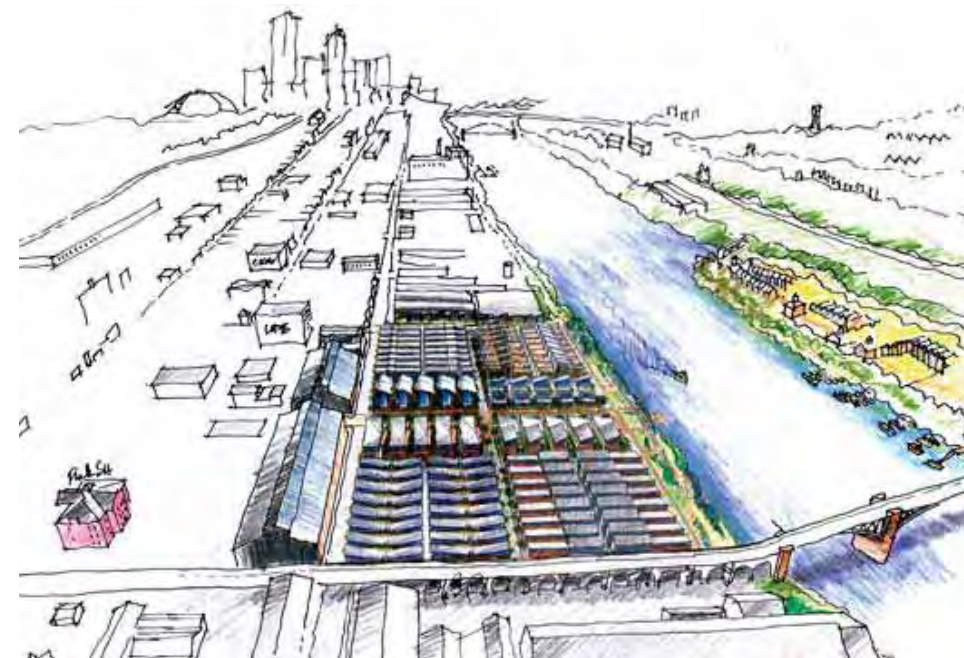
The study area between 43rd and 48th Streets contains a number of large development parcels owned by the Regional Industrial Redevelopment Corporation (RIDC) and other industrial landowners. Many of these sites are currently underused or vacant. Their proximity to adjacent residential areas presents challenges for new development proposals that are compatible with residential uses. Hatfield Street, which runs parallel to the river between 44th and 48th Streets, marks the conceptual boundary between residential and industrial uses; the designs for this area maintain this relationship.

While the housing in this area is relatively stable, one of the main opportunities in the 43rd to 48th Street zone is the potential for new residential development in conjunction with new and existing light industrial re-development. In this regard, 43rd Street is an important point of connection between new development and river trail access. A new art gallery and restaurant have recently opened on this street, and a riverfront trail head was established at the river edge.

The design recommendations integrate the improvements called for in the Heppenstall Redevelopment Plan, recently completed by Edge Studio, and build on existing redevelopment projects. The 43rd Street Concrete parcel is a good candidate for new river-oriented housing. A new commuter light rail station at 43rd Street integrates with the proposed housing at this site. This can be expanded if the Buncher Warehouse site becomes available. The plans also show an expanded river trail incorporated into the development.

The Giant Eagle site on 47th Street provides another potential redevelopment site. If it becomes vacant, the site presents an opportunity for new senior housing and infill housing along 47th Street. New street tree plantings at the perimeter of the Teamster Temple and 47th Street will strengthen the residential character of this area and connections back to the cemetery.

Next Steps: This area has substantial redevelopment potential and has already seen significant investment. It is recommended that the community do an inventory of all properties in the study area and forge relationships with major property owners to keep abreast of developments and property for sale. The expansion of the trail system can be immediately addressed with the City, riverfront groups and adjacent private landowners. Trail access will also enhance the attractiveness of investing in this area.



River edge housing concept sketch



43rd St. Corridor: River access point



Hatfield Street: Industrial / residential boundary



Heppenstall: Redevelopment opportunity

DESIGN STUDY AREAS

LAWRENCEVILLE COMMUNITY PLAN

Housing

- (A) Develop new river oriented housing between 43rd and 44th St.
- (B) Develop new infill housing and new senior housing on the Giant Eagle site when it becomes available.
- (C) Maintain Hatfield St. as the dividing line between residential and industrial development.
- (D) Re-use or convert targeted industrial properties into housing.
- (E) Reduce alley housing density in targeted locations

Commercial Development

- (F) Develop Heppenstall site for new mixed use development.
- (G) Redevelop Buncher warehouse into housing and mixed use development when property becomes available.

Riverfront Connections

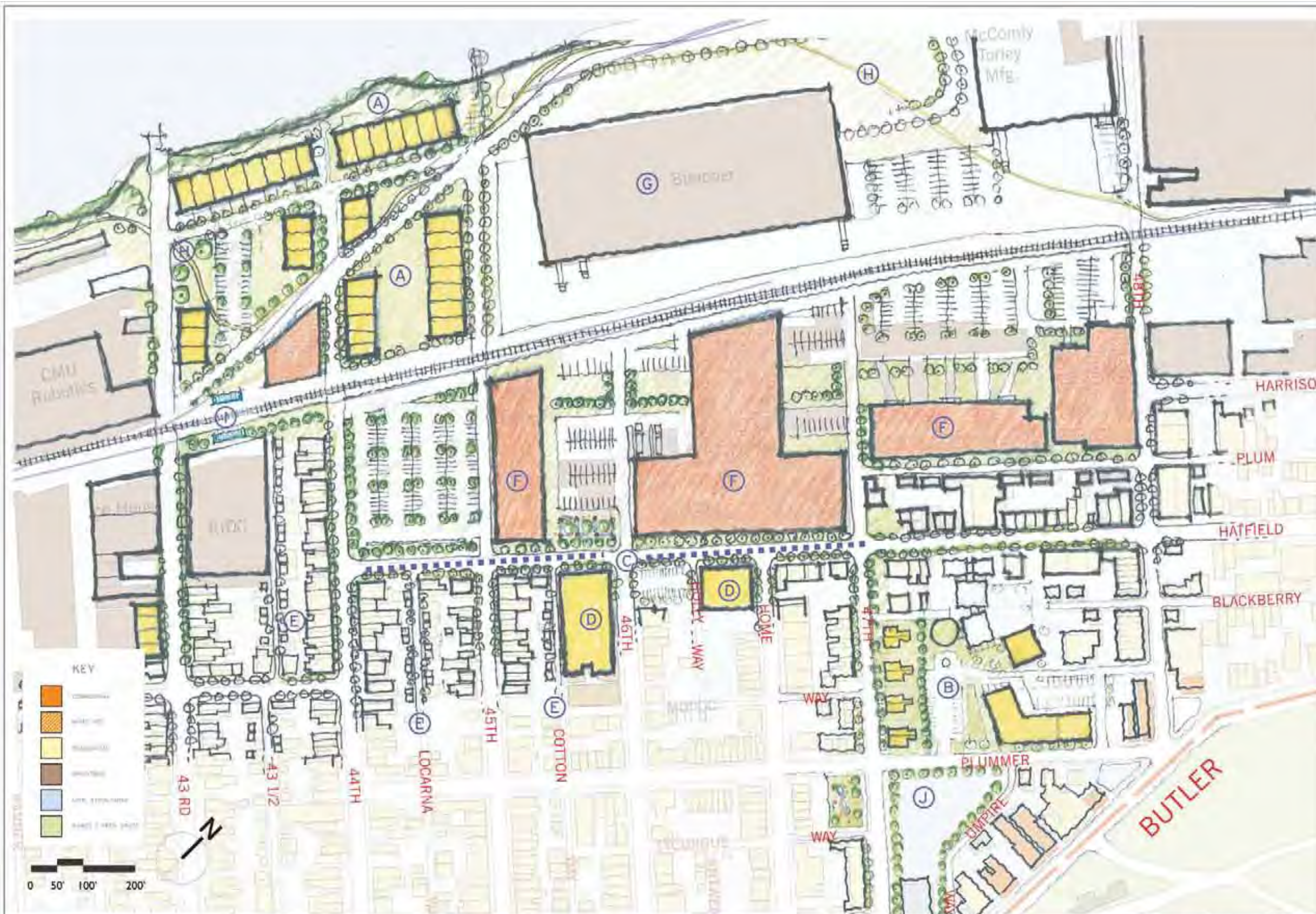
- (H) Expand riverfront trail and integrate into new development.

Traffic and Transportation Improvements

- (I) Integrate new light rail or commuter rail station in new 43rd St. residential development.

Residential Streetscapes and Open Space

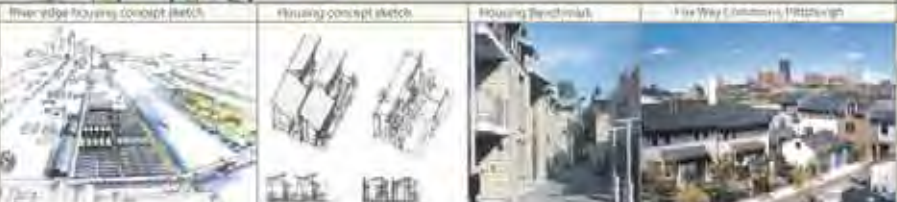
- (J) Provide new street trees along 47th St. and Teamster Temple parking lot.



D EXISTING CONDITIONS



SKETCHES AND PRECEDENTS



43RD-48TH ST.

E. McCANDLESS STREET CORRIDOR

The McCandless Corridor study area extends from the Allegheny River edge across Butler Street and into the heart of Lawrenceville's 10th ward residential district. The proposed designs for this area demonstrate how new riverfront development can be used as a tool to help revitalize existing residential areas. They also show the need to integrate transportation planning and open space development into new development projects in the neighborhood.

The large parcel of land currently used by Schreiber Trucking for bus maintenance and parking at the river edge presents a unique opportunity to develop new riverfront housing. If developed in conjunction with a new transit stop, the site could provide approximately 30 units of housing with river views and river and recreation trail access. Parking for the transit facility could be shared with the existing West Penn parking lot. The Schreiber Trucking facility between the railroad and Berlin Way could be retrofitted to accommodate new mixed use development expansion as needed.

Like 43rd and 62nd Street, McCandless Street presents an opportunity for developing river access. A proposed accessible fishing pier and kayak at the McCandless Street terminus will serve as an important stop along Pittsburgh's waterfront trail system. Streetscape along McCandless Street between Butler Street and the river edge would be developed to support pedestrian access and connection. To link the residential and commercial areas, new mixed-use development along Butler Street is proposed on the parking lot between McCandless and 53rd Streets and on the corner properties at the intersection of Butler and McCandless Streets.

The designs for this zone also include improvements to the existing residential neighborhood to the south of Butler Street. The alley houses along Dresden Way and Natrona Way will be thinned in accordance with the alley house strategies discussed in the housing section to follow. This selective demolition will be coupled with new apartment unit development on the block ends to anchor the street and provide a variety of new housing options for neighborhood residents. New streetscape tree planting and side yard programs will help improve the quality of open space in the neighborhood.

Next Steps: The community should survey approaches to improving alley housing from around the country. The community can then propose a pilot project, to be undertaken with the full participation of the City and County, to address one or two blocks. The proposal will need three components – physical improvements/

demolitions, financing and community participations. At the same time, the community can begin strengthening the McCandless corridor to improve both its appearance and its image. The community can begin to study the potential river access point, both as an amenity to existing residents and as a lure for potential riverfront development.



McCandless Corridor housing and new river access



McCandless Corridor: View toward Butler Street



McCandless Street river edge access



Typical 10th Ward residential street

DESIGN STUDY AREAS

LAWRENCEVILLE COMMUNITY PLAN



Housing

- (A) Reduce alley housing density in targeted locations
- (B) Provide new river oriented housing to strengthen river edge connection .
- (C) Strengthen numbered cross streets with new, market-rate apartments.

Commercial Development

- (E) Create new mixed use development along Butler Street.
- (F) Possible future mixed-use development expansion.

Riverfront Connections

- (G) Provide new, accessible riverfront access at McCandless St. terminus.
- (H) Develop elevated walkway to permit continuous recreation trail.

Traffic and Transportation Improvements

- (I) Integrate new light rail or commuter rail station in new residential development.
- (J) Existing West Penn parking site to be shared for transit parking.

Residential Streetscapes and Open Space

- (K) Provide new street trees along numbered cross streets.
- (L) Encourage adoption of alley back yards for parking, yards, and community gardens.



E

EXISTING CONDITIONS



SKETCHES AND PRECEDENTS



McCANDLESS ST. CORRIDOR

F. HANLON GREGORY

The Hanlon Gregory study area contains several large brownfield sites that are currently vacant or underutilized. The six-block area is comprised of the 3.66-acre former mill site of the Hanlon Gregory Galvanizing Company and several other industrial properties that extend from 55th to 57th Streets between Butler Street and the Allegheny River. The Hanlon Gregory property is currently under option by PinPoint Real Estate Company with tentative plans to redevelop the site for neighborhood convenience shopping.

The design recommendations incorporate a proposed senior housing development by Rothschild Architects, Caldarelli Construction and S&A Homes. It also shows the opportunity for future expansion of this type of housing along Butler Street. If done properly, this new housing would complement the housing along Donson Street and help restore streetface continuity to the Butler Street corridor.

The designs show how the Hanlon property and others along Butler Street (if they become available) can be converted into flexible, neighborhood-oriented mixed-use spaces. Massing for the development creates a strong street presence with parking located behind Butler Street along Harrison Street. These proposed new developments could be used for arts-related businesses or they could also become medical offices related to the senior housing or other commercial uses. If feasible, the study recommends the incorporation of historic industrial fabric into the new commercial development. The Hanlon Gregory offices building, the existing Hanlon brick wall, and the Hunter Saw and Machine Company structures are candidates for adaptive re-use. The area between Harrison and the railroad right of way provides an opportunity for future development expansion, or for open space development in conjunction with the 57th Street Playground and river trail.

The study recommends exploring whether the traffic flow along Carnegie and Keystone Streets can be reconfigured to limit the influx of traffic from the Shop and Save complex along Carnegie and Keystone Streets between 54th and 55th Streets. Street trees and other streetscape improvements along 55th Street will help screen the back of the shopping center and strengthen the residential character of these blocks.

Next Steps: With the new development of the Shop & Save plaza and the proposed rehabilitation of the Hanlon-Gregory site, the community can focus on the finishing touches that will make the two sides of the street work in concert. Specifically addressing streetscape and traffic improvements will make it more appealing to commercial tenants and users.



Hanlon Gregory Site: View from 55th and Butler St.



Hanlon and Foodland sites aerial photograph



57th and Butler St.

DESIGN STUDY AREAS

LAWRENCEVILLE COMMUNITY PLAN

Commercial Development

(A) Provide new mixed use commercial development along Butler Street to reinforce commercial edge. Opportunity to incorporate some existing industrial structures.

(B) Candidate for adaptive reuse.

Commercial Streetscape

(C) Provide new street trees along Butler Street to improve streetscape.

(D) Parking for new development to be provided along Harrison St.

Housing

(E) Opportunity to expand senior housing along Butler St.

Traffic and Transportation Improvements

(F) Reconfigure Carnegie and Keystone St. traffic to discourage shortcut into shopping plaza.

Residential Streetscapes and Open Space

(G) Provide new street trees along 55th St. to reinforce residential edge.



F EXISTING CONDITIONS



SKETCHES AND PRECEDENTS



HANLON-GREGORY

G. TIPPINS / 62nd STREET

The Tippins parcel is a large brownfield site located at the intersection of 62nd and Butler Streets. The former mill site property and surrounding streetscape are highly visible as one enters Lawrenceville from Highland Park and the 62nd Street Bridge. Because it is one of the largest underutilized properties in the neighborhood, the 18-acre property was identified at an early stage for its prime location and potential for redevelopment.

The design for the site includes renovating the existing mill structure to provide space for new mixed-use development. This might include expanding the successful 16:62 Design Zone marketing efforts already underway. Taking advantage of their proximity to the Plumbing Supply Company, these renovated spaces could include other types of building supply outlets, or types of commercial or light industrial space. The site plan involves reconfiguring several of the existing shed buildings and re-using others. Existing access roads would be maintained, with new parking in front of the renovated shed building.

The study also proposes expanding the existing marina to include public boat launch facilities, a boathouse and trailer parking to support the marina. A new transit stop or intermodal access could potentially be developed in conjunction with the new development. New lighting, public art, street tree plantings, and Philadelphia boat-house row style lighting on the houses facing the 62nd Street Bridge would improve the gateway experience, and strengthen the entry into Lawrenceville. Streetscape improvements along Butler Street would also strengthen connection to the 55th Street commercial zone.

Next Steps: This property has tremendous potential for mixed-use redevelopment because of its size; ownership by a single owner; and easy access to the river, the 62nd Street Bridge, and Butler Street. The next step is to establish a relationship with the current owner and propose a mini-master planning effort, the results of which can be used to market the property to a new buyer/developer. At public meetings, the community members were enthusiastic about a development that embraces the waterfront and attracts boaters from other communities. While the redevelopment of this site will be a major undertaking, there are many precedents for similar mixed-use waterfront redevelopments in other cities.



62nd St Bridge Gateway: neighborhood entry



Tippins Site: Industrial re-use candidate



Existing 62nd St. Marina

DESIGN STUDY AREAS

LAWRENCEVILLE COMMUNITY PLAN

Commercial Adaptive Reuse:

- (A) Redevelop Tippins Site to provide space for new mixed use development. Opportunity to create building supply zone.

Riverfront Connections

- (B) Develop new public boat launch at 62nd Marina with trailer parking along river edge.
- (C) New Boathouses or Marina Storage Buildings

Traffic and Transportation Improvements

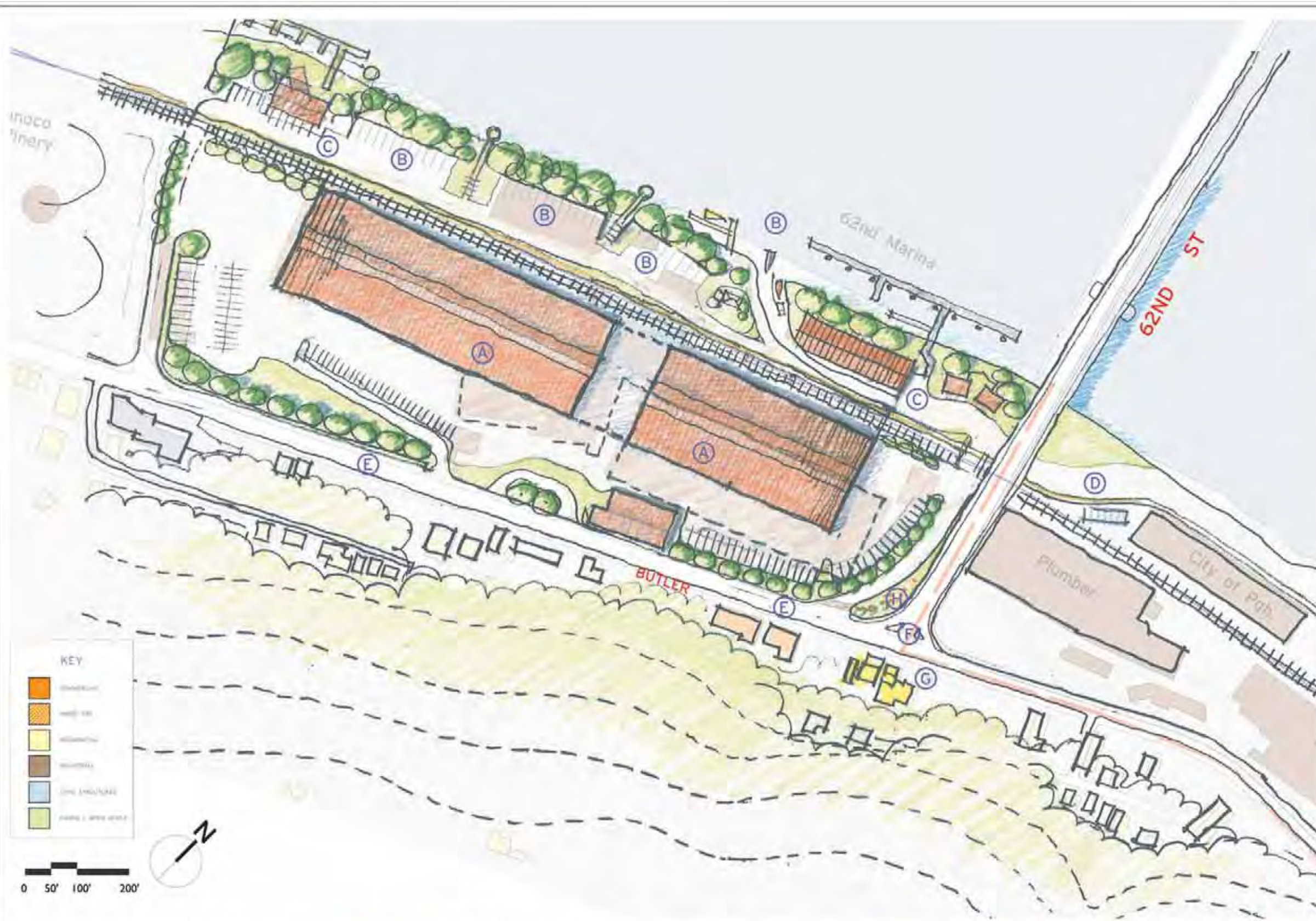
- (D) Integrate new light rail or commuter rail station into new commercial development.

Commercial Streetscapes

- (E) Provide new street trees along upper Butler Street.
- (F) Improve pedestrian crosswalks at 62nd and Butler St.

Gateway Improvements

- (G) Develop new lighting on houses facing 62nd Street, similar to Philadelphia's Boathouse Row.
- (H) Opportunity for art or signage at the gateway intersection.



G EXISTING CONDITIONS



SKETCHES AND PRECEDENTS



TIPPINS / 62ND ST.

IV. LAWRENCEVILLE HOUSING PLAN

In the community meetings, Lawrenceville constituents were particularly interested in improving the quality of life and housing in the neighborhood. The housing discussion group attracted the largest number of participants, in part because the community meetings attracted a large proportion of residents and housing issues most directly impact the daily lives and experiences of residents. But the residents' interest in the topic also reflects some apprehension about where Lawrenceville as a community is heading.

As recent housing market analysis indicates, there are a number of residential trends, the ultimate impact of which is unknown. In the past several decades, the percentage of owner-occupied housing units in Lawrenceville has been declining, and this trend appears to be continuing. Large numbers of housing units will become available as elderly residents leave the neighborhood, raising the question of how community groups and concerned residents can develop strategies to manage this transition smoothly and minimize instability. Finally, Lawrenceville's housing market is also directly linked with the economy of the city and region. A city that is losing jobs and population will have a difficult time maintaining vibrant urban neighborhoods. Improvements to Pittsburgh's overall economic health will directly benefit neighborhoods like Lawrenceville, but the community must also recognize that it is competing with other city neighborhoods for its slice of a shrinking residential pie.

Because each of the community groups in Lawrenceville is particularly invested in the issue of housing, extra care was taken during the community planning process to develop consensus-driven strategies for housing. The recommendations below synthesize work already done on the subject and introduce new ideas for input and discussion.

A. HOUSING TRENDS: A TALE OF TWO COMMUNITIES

Because of its size and the diversity of uses and residents, Lawrenceville's housing market is a study in contrasts. This poses a challenge for community developers, public agencies and private investors who attempt to catalyze new market forces in the neighborhood. It also underscores the need to understand the unique conditions in areas smaller than the neighborhood as a whole—at the ward and even block level. Below we discuss the different trends at play in various sections of the neighborhood in greater detail.

Property Values and Sales Volume:

When viewed in the aggregate, residential properties in Lawrenceville appear to have appreciated substantially in value in a relatively short period of time. Between 1999 and 2004, median housing prices rose from \$25,000 to \$35,000, an increase of 40 percent over 5 years. The median price is still quite low, but masks a wide range of pricing. Small, substandard alley houses often sell for far less than \$10,000, while large stately and restored homes on streets like Main and Fisk have sales prices well above \$100,000, and luxury loft condominiums along Butler Street have sold for more than \$300,000.

When we isolate the residential market in Lawrenceville's 10th ward, a very different picture emerges. Long-time homeowners are selling their homes at prices that have depreciated over the past 20 years. The number of residential sales increased from less than 20 in 1986 to a record high of 81 in 2003, while in the same time period sales prices dropped from a median of \$52,000 to \$31,000, a decline of 40 percent over 17 years.

Property Condition and Rehabilitation:

There is also a divergence in condition and value between properties that are being carefully restored and those whose condition continues to decline. A growing base of "urban pioneers" has settled in Lawrenceville, purchasing and rehabilitating large historic homes. This influential group tends to be dedicated to historic preservation and has the personal resources to complete the renovations themselves. However, this is a relatively small group, and the average homebuyer is typically less willing and able to spend several years and tens of thousands of dollars on their homes.

On the flip side of this trend are properties that have either suffered through years of deferred maintenance or undergone "updates" that eliminated historic features and/or added design elements that are no longer attractive to new buyers (aluminum awnings, removal of original windows and woodwork, the addition of dropped ceilings, etc.). These properties no longer have the architectural features that appeal to the urban pioneer buyer and, despite affordable sales prices, many properties have the additional financial liability of needing major, expensive work to make them habitable and updated with the modern amenities. To use Upper Lawrenceville as an example, more than half of the residential properties in the 10th ward are in substandard condition.

Owner-occupied/Rental and Single Family/Multi-unit Properties:

The properties in poor condition do have one ready and eager market: absentee landlords purchased four out of every five residential properties sold in 2003 in Lawrenceville's 10th ward. Unfortunately, many landlords purchase affordable properties in substandard condition, make minimal investments to correct only



Modest row housing: 36th Street

the most egregious problems, and then rent the properties to tenants without having properly screened them. The wear-and-tear from this rental use then exacerbates the condition problems, but so long as the demand for low-quality housing is high and the return on their investment is steady, landlords have little incentive to make improvements or change their business model. As an indication of the extent of the problem, absentee landlords purchased four out of every five residential properties sold in 2003 in Lawrenceville's 10th ward.

Lawrenceville residents are also concerned about property owners converting single family housing units to multi-family units. Underlying this concern is a desire to increase the homeownership and reduce the share of rental properties, along with typical complaints about parking. While Lawrenceville does not have as many large homes as other neighborhoods (like Friendship or Highland Park), zoning regulations permitted these conversions until late 2005 when Map Pittsburgh was passed by City Council. Today, most of Lawrenceville's residential area has been changed from RM-M (Multi Unit Residential Moderate Density) to R1-H (Residential Single Unit Attached Residential High Density) or VH (Very High Density). This change better reflects the existing use and housing stock, and equips the community to block new conversions.

B. HOUSING TYPOLOGIES

In many Pittsburgh neighborhoods, years of demolitions have left large tracts of land that can be developed as newly constructed housing. In Lawrenceville, however, the neighborhood remains largely intact, with a dense housing stock that dates to the turn of the century and other properties that have been re-purposed for residential use. This housing stock is diverse and the diversity demands a variety of approaches to redevelopment. The major housing types are discussed in more detail below.

Modest row houses:

The majority of Lawrenceville's housing stock is composed of modest attached row houses, built in the early 20th century for workers from local industrial employers. Most tend to have fewer than 1,500 square feet of living space. These homes are typically brick and are sturdily built, though many have suffered from deferred maintenance over the years. With small yards and no off-street parking, the "curb appeal" of these homes is further limited by "unsympathetic" modifications to exteriors, such as window replacement and removal of architectural features.

Large historic housing:

Located throughout Lawrenceville, larger historic homes have attracted new buyers to the neighborhood. With affordable sales prices, original features and desirable architecture, many of these homes have been transformed by buyers who have

invested substantial time and money into their restoration. Dating from the early 1900s, these homes are larger than other Lawrenceville homes, with between 2,000 and 3,000 square feet of living space. Lawrenceville's larger and more architecturally significant homes have been selling at a brisk pace and at prices that are pushing the Lawrenceville market to new heights. Especially along Main and Fisk Streets (two central arteries in Central Lawrenceville), new homebuyers are snatching up houses at sales prices topping \$100,000.

Alley housing:

These houses, found mainly in the 10th ward and on a handful of alleyways in the 6th and 9th wards, are small and densely spaced. Living area does not exceed 1,000 square feet with either no yard or a small yard. Most properties are in poor condition, and public safety problems such as drug dealing and prostitution have arisen in many alleyways. Some alley houses have been demolished, leading to the missing tooth phenomenon, where vacant lots become magnets for litter and party walls go untreated.

Senior housing:

Lawrenceville has several large senior housing complexes, including Canterbury Place, I.W. Abel, and St. Francis Plaza. A new senior housing development has been proposed for Butler Street in front of the Shop n' Save plaza. Many Lawrenceville seniors have aged in place, staying in their homes. In fact, forty percent of owner-occupied homes in Lawrenceville are owned by someone aged 70 or older. This represents more than 1,000 homes--- 17 percent of our total stock--- that will likely be changing hands in the next 10 to 15 years.

Upper floor loft housing:

Lawrenceville has taken good advantage of the spaces above storefronts, converting them from low-yield uses like storage to high-end residential spaces. Along Butler Street in particular, several private developers have built a niche by converting 2nd, 3rd and 4th floor spaces into condominiums and apartments. Rental rates for these apartments are between \$600 and \$1200 per month, and median sales prices for Butler Street condominiums since 1996 have averaged \$180,500.

New construction:

While limited by the existing density and difficulty in assembling large tracts of land, new construction in Lawrenceville has been quite successful. Town homes built in the 1990s along Penn Avenue have re-sold at substantially higher prices than the original purchase price, which was subsidized by second and third mortgages. In one new development, second mortgages were unnecessary and sales prices topped \$160,000 with strong demand from buyers. New construction condominiums along Butler Street have also sold briskly at prices between \$99,000 and \$400,000.



New loft construction: 35th and Butler St.



Alley housing: 55th and Natrona Way



LAWRENCEVILLE COMMUNITY PLAN
HOUSING PLAN

C. DESIGN STRATEGIES

Developed during the first community meeting, five housing objectives guided the planning team through the design process. These included:

- Developing housing strategies that would build on the neighborhood's walkability, livability and neighborliness.
- Creating new housing to accommodate a diversity of incomes, ages and housing types.
- Preserving Lawrenceville's historic housing stock.
- Providing improvements to Lawrenceville's infrastructure, schools, businesses and transportation systems in order to attract and sustain the neighborhood's residential population.
- Developing means to control issues that negatively affect the quality of life in Lawrenceville, such as code noncompliance, absentee landlords, blighted properties, vacant space, and nuisance bars.

To support these goals, the consultant team created a master plan for housing identifying areas of design interest and developed a series of design studies addressing the issue of alley housing. These are discussed below.

1. Housing Study Plan:

As part of the design process, the planning team assembled a map of Lawrenceville's residential districts. With input and consensus from the three community organizations, the team identified areas for potential new housing development, housing renovation and preservation, and selective demolition. This map is included below for reference.

The areas highlighted for possible new housing development include several large parcels along the river, including the 43rd Street Concrete and Buncher properties, the Schreiber Trucking parking lot and the Tippins mill site. If these sites become available for redevelopment, these properties would provide opportunities to reconnect Lawrenceville to its river edge. Smaller new infill housing developments along Penn Avenue and between 38th and 39th would also strengthen the residential fabric in Lawrenceville's lower 6th Ward. Finally, the site currently used by Giant Eagle (between 47th and 48th Streets) and the two areas along Butler Street (between 55th and 57th Streets) could be developed for new senior housing. If these properties become available, there is an opportunity to build on existing (and proposed) senior housing developments to increase the supply of housing for elderly residents, clearly a need given the neighborhood's future demographic transition.

The planning team also targeted four zones for housing rehabilitation. Portions of Carnegie, Keystone and McCandless Streets and Stanton Avenue in Lawrenceville's 10th Ward were selected for housing renovation. This area generated a significant amount of discussion because of social problems associated with adjacent alley house streets and their negative impact on the 10th Ward housing market. While the topic of alley housing will be discussed below, all community groups agreed that a strategy of improving the 10th Ward's quality housing stock paired with selectively thinning the dilapidated alley houses in this area would improve the overall residential quality of life in this district.

Other areas targeted for renovation/preservation include: the historic brick row houses on Hatfield Street between 47th and 51st Streets; the residential areas along/between Ligonier and Penn Avenue adjacent to Doughboy Square because of its potential to positively impact new gateway improvements; and the Washington Polytechnic Institute if the site becomes available.

Finally the housing map indicates areas targeted for selective residential thinning demolition. These include portions of Natrona Way, Dresden Way, Kent and Poe Streets in Lawrenceville's 10th Ward, 43 1/2 Street, Almond Way, and Locarna Way in the 9th Ward, and Ater Way in the 6th Ward.

2. Alley House Studies:

While purchasing and removing abandoned or dilapidated properties has been effective in improving quality of life and public safety in certain residential areas, it also has the potential for negatively impacting the neighborhood if not done properly. The potential problems of vacant space and interrupted urban fabric associated with demolition were of particular concern to the consultant team and community groups throughout the planning process.

In areas slated for alley house demolition, the planning team developed studies showing examples of how to undertake this process in ways that would strengthen the remaining urban residential fabric. These recommend that demolition should be paired with other programs such as community gardening efforts, side yard/back yard expansion programs, and incentives to put new garages and carriage houses back on these demolished properties. The goal of these efforts is to encourage appropriation and ownership of the missing teeth, and is as much a policy as it is a physical improvement effort.

Using the residential area around the McCandless Street corridor as a prototypical example, the design studies show that there is also a potential to develop new



6th Ward Housing Plan



9th Ward Housing Plan



10th Ward Housing Plan

housing typologies such as back yard garages with companion apartments in areas where structures are being removed. By combining lots and sideyards, and developing new companion units in conjunction with existing housing renovation efforts, these new housing types could be used to supplement the incomes of neighborhood residents and provide space for elderly residents in the neighborhood.

3. Policy Improvements:

The community based prioritization process also helped to establish three policy improvement strategies to help improve Lawrenceville's housing. These include:

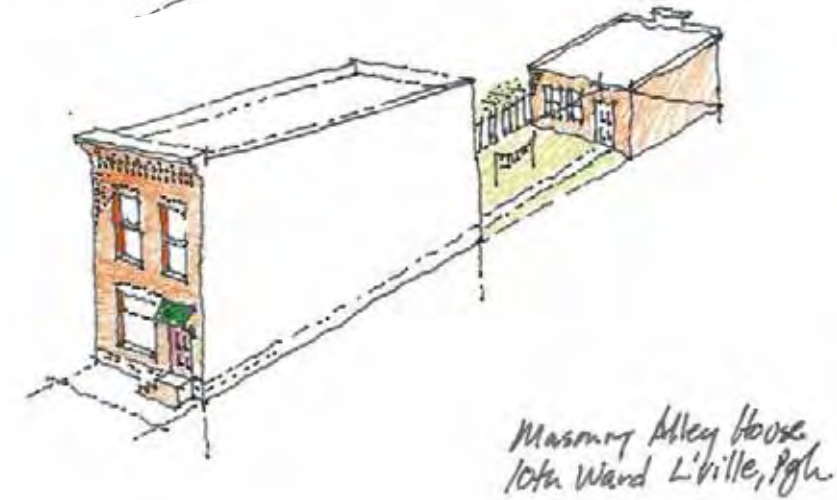
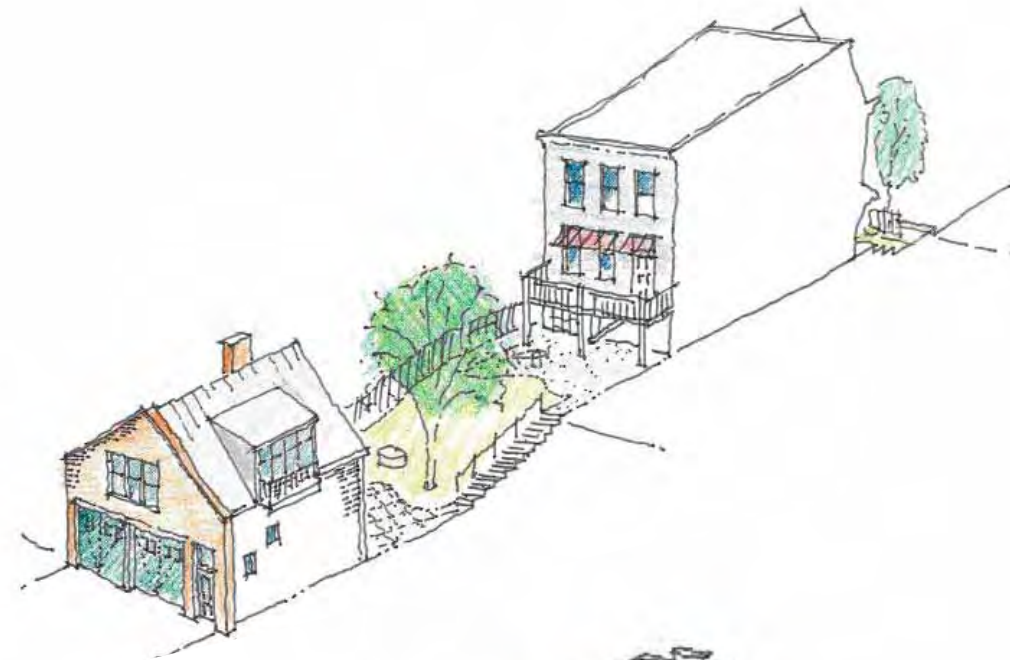
- Developing housing acquisition strategies or reverse mortgages programs to prevent properties from falling into disrepair.
- Creating a housing task force to address housing code violations.
- Developing matching funds to assist homeowners with building renovations.

While these topics are typically beyond the scope of a physical master plan, they indicate the need for community groups and designers to work together for positive change on both a physical design and policy level.

4. Conclusion:

As the preceding analysis has shown, a variety of forces are currently shaping Lawrenceville's housing market, whose aggregate effect on the neighborhood as a whole remains to be seen. Certain residential areas are benefiting from new investment, while others are experiencing disinvestment and decline. The story of housing in Lawrenceville is a study in contrasts.

The recommendations described in this planning report clearly demonstrate that thinking comprehensively about housing is essential to improving Lawrenceville's overall future. The housing plan maps, design studies, and policy recommendations described in the body of this report are just the beginning of a process. While much was accomplished during the planning process, major challenges with respect to planning and implementation still lie ahead.



Alley House Studies: New garages and companion units



Alley House Studies: Alley house thinning and infill

V. NEXT STEPS

This community plan document reflects current community priorities gathered from a broad set of neighborhood constituents. The implementation of this plan will require the volunteer efforts of a similarly large and diverse assortment of residents, business owners and other stakeholders, organized around specific elements of the plan.

The first step in shifting from planning to implementation is informing key groups and individuals about the community plan. In particular, the following people and organizations should be briefed on the final plan:

- Local and state elected officials, including Councilman Len Bodack, State Representative Don Walko, State Senator Jim Ferlo
- Government agencies, including the Office of the Mayor, City Planning and Zoning, and the Urban Redevelopment Authority of Pittsburgh
- Large property owners and institutions, including Children's Hospital of Pittsburgh, the Rubinoff Company, Buncher Company, RIDC, and the Tippins family
- Private foundation funders including the Pittsburgh Partnership for Neighborhood Development, Richard King Mellon Foundation, McCune Foundation and Heinz Endowments

Originally formed as a multi-organization planning group, the Lawrenceville Master Planning Team has begun to discuss its evolution as the plan is completed and the implementation phase begins. After each group individually approves, endorses or ratifies the Lawrenceville Community Plan in January 2006, the Lawrenceville Master Planning Team would become the steering group for new subcommittees that work on discrete parts of the plan and report back to the full group. The chairs of the new subcommittees should have seats on the Lawrenceville Master Planning Team in order to ensure continuity and regular communication.

Another community meeting will be held in the first quarter of 2006 to publicly announce the formation of these subcommittees and recruit participants to serve as volunteer members.

Once the subcommittees are formed, they will develop workplans for the year that include a committee mission statement, outcomes, major projects and tasks, along with a projected timeline and fundraising needs. The subcommittees should

select projects with an eye to including both quick wins (shorter term projects that can be accomplished in 6 to 12 months with minimal fundraising) and longer-term high impact projects (multi-year projects that may require substantial fundraising and organizing to accomplish). The subcommittees should also articulate a process by which they solicit broader community input on projects.

Representatives of the 3 participating organizations (Lawrenceville Corporation, Lawrenceville United and the Lawrenceville Stakeholders) would then have the responsibility of informing their membership about progress made on the plan and opportunities for participation.

The three subcommittees that have been discussed include:

Housing:	Residential development is a major focus for each of the three groups. While each group approaches housing with different priorities and guiding principles, the community planning process revealed much common ground. The housing subcommittee would work in conjunction with existing committees such as the Lawrenceville Corporation's Real Estate Committee and Lawrenceville United's Housing Committee.
Public Space:	This proposed subcommittee would cover a variety of topics related to recreation, beautification and green space. These may include improving gateways into the neighborhood; organizing community clean-up days; extending riverfront trails; investing in streetscape improvements such as lighting and holiday decorations; expanded community garden plantings; tree tending; and public park maintenance and facilities.
Strategic Opportunities:	Lawrenceville is home to many large developable sites that are currently underutilized or blighted. For sites that are 3 acres or larger, the community has been challenged to assert its vision for the properties and to work effectively with property owners to guide development in a way that does not negatively impact surrounding uses. The Strategic Opportunities subcommittee will work closely with property owners and developers to ensure that new development benefits the entire community and adheres to the community vision outlined in this plan.

APPENDIX: ABOUT THE COMMUNITY ORGANIZATIONS

A. THE LAWRENCEVILLE CORPORATION



5170 Butler Street
Pittsburgh, PA 15201
Contact: Lisa Pilewski, Manager of Operations and Outreach
Phone: (412) 782-5100
E-mail: lisa@lawrencevillecorp.com
Web: www.lawrencevillecorp.com

The Lawrenceville Corporation (LC) is a 501(c)(3) non-profit organization dedicated to the revitalization of the Lawrenceville neighborhood. A membership organization with roughly 200 members, the mission of the Lawrenceville Corporation is "to act as a catalyst and conduit for reinvestment in the Lawrenceville community." The Lawrenceville Corporation was formed in January 2000 as a merger of the Lawrenceville Development Corporation (LDC) and the Lawrenceville Business Association (LBA). Both the LBA and LDC had been in existence since the mid-1980s and were formed in response to neighborhood decline stemming from Pittsburgh's economic crisis during the 1970s and 1980s.

Consistent with this community plan, the LC's vision for the Lawrenceville community includes the following elements:

- A diverse community that embraces newcomers and long-time residents, homeowners and renters, children and senior citizens, low-income and middle-class families alike.
- A thriving and competitive business district that attracts customers from around the region with unique stores and products, while continuing to meet the day-to-day needs of community residents.
- A safe, healthy and clean community free from crime, drugs, prostitution, violence and litter.
- An attractive neighborhood full of amenities including shopping, restaurants, green space, parks and recreational facilities.

Today, the Lawrenceville Corporation works to make this vision a reality in several ways: by promoting local businesses, by developing commercial and residential real estate and by supporting community constituents through positive and productive events and activities.

Business Development: The Lawrenceville Corporation is the home of the innovative Design Zone program, a niche marketing program that promotes design-related businesses in Lawrenceville and the Strip District. To date, the Design Zone has attracted more than 50 new design-related businesses to the area. The LC is also the lead Main street organization for both the Butler Street and Penn Main business districts. The LC facilitates Streetface façade renovation grant applications and has facilitated the renovation of more than 75 building facades since the early 1990s. The LC also supports popular and innovative district promotional events.

Real Estate Development: The LC spearheaded the redevelopment of several large commercial properties including the Pennsylvania Bank Building, the Stable and Bathhouse Buildings and the Engine House No. 25. In the 1990s, the LC developed 26 townhouses on Penn Avenue, and recently completed 3 new town homes on Penn Avenue in 2005.

Community Activities: The LC participates in a wide range of community events and activities including: conducting neighborhood planning; serving as a fiscal agent for Lawrenceville's wildly successful Art All Night event; working collaboratively with Lawrenceville United on community clean-up days; attending and testifying at zoning hearings; organizing volunteers to tend street trees and community gardens; and raising funds for the Butler Street holiday lighting.

The Lawrenceville Corporation's Board of Directors and staff are supported by a number of volunteer committees that focus on different aspects of the organization's work. In addition to serving on the Lawrenceville Master Planning Team, LC committees include: Executive, Audit and Finance, Real Estate, Membership and Marketing, Personnel, Design Zone and Elm Street.

B. LAWRENCEVILLE UNITED

4825 Butler Street
Pittsburgh, PA 15201
Contact: Tony Ceoffe, Executive Director
Phone: (412) 802-7220
E-mail: lunited@earthlink.net
Web: www.lunited.org

Lawrenceville United is a non-profit, resident-driven, community-based organization, which was established in May of 2001. As of December 2005, LU had over 362 members. The group works to represent neighborhood concerns in Lawrenceville's 6th, 9th, and 10th wards. The organizational mission of Lawrenceville United is to improve the quality of life of all Lawrenceville residents through grass roots organizing, advocacy, and planning.

Lawrenceville United works with the residents of Lawrenceville to give voice to the concerns of the citizens. This includes working with city council representatives, law enforcement, building inspectors and other community groups. We also seek to compliment the work of the Lawrenceville Corporation. Membership is open to all residents of Lawrenceville, regardless of ward, race, number of years lived in Lawrenceville, age, income, religion, sexual orientation, political views, or disability.

Lawrenceville United's involvement in the planning process was structured to insure that meaningful resident input made its way into the Community Master Plan for Lawrenceville. The organization advocated for centrally held meetings that were well published to insure that the voices of our neighbors were heard and that the biggest cross section of community input made its way to the planning process.

In addition to the community advocacy, Lawrenceville United helps to coordinate events that promote neighborhood solidarity, including:

Independence Day Celebration: an annual event designed to bring together the residents of the community.

Working with **Lawrenceville Corporation** on special events such as Sprout, Community Gardens, and Lawrenceville Clean-Up Days.

Halloween Party: A Lawrenceville tradition that invites children ages 14 and under to a night of family oriented entertainment. Halloween costume contest and treats for the kids.

Lawrenceville United has developed a number of committees organized to address resident concerns, discuss issues, and plan for long and short-term solutions. Committee Meetings are held monthly to discuss issues that have been brought to the committee's attention. These are described below.

Membership Committee: Recruits new members and maintain existing ones, distributes membership information, helps with elections.

Public Safety Committee: Works to stop drug and criminal activity, prostitution, and graffiti, and also coordinates efforts to remove problem tenants from housing both public and private.

Housing Committee: Deals with slum landlords and bad tenants, the physical deterioration of housing, works on development strategies and the demolition of blighted alleyway housing.

Fundraising and Grant Seeking Committee: Plans fundraiser's and seeks grants to keep the organization running strong and able to fulfill its mission.

Diversity Committee: Works to improve race relations with the Lawrenceville community.

Neighborhood Planning Committee: Partnering with the Lawrenceville Corporation and others to create long-range neighborhood plan.

Lawrenceville United welcomes new member involvement, and can be reached by telephone via email.

C. LAWRENCEVILLE STAKEHOLDERS

P.O. Box 40232
Pittsburgh, PA 15201

Contacts:

John Axtell, john.axtell@verizon.net
Carol Peterson, cpeterson155@yahoo.com
Andy Ostrowski, tfpld1963@aol.com

Lawrenceville Stakeholders, Inc. is an all volunteer, non-profit, membership-driven, community organization dedicated to promoting the revitalization and development of Lawrenceville's residential sector. Our organization seeks to create the highest possible quality of life in the neighborhood through the following:

- Supporting and establishing housing rehabilitation programs and other initiatives that foster home ownership.
- Organizing and advocating for planning, zoning and building code policies (and their enforcement) that support the neighborhood's interests and foster sustainable growth.
- Stewarding, preserving and marketing of the neighborhood's assets.
- Creating new groups and/or cooperating with existing groups' efforts to nurture socially responsible growth in Lawrenceville.

Lawrenceville Stakeholders was founded in 2002 on democratic principles. It has an open membership policy and relies on membership consensus for organizational decision-making. Stakeholder membership is open to all Lawrenceville residents, business or property owners in Lawrenceville, and all other interested or invested citizens. Currently 100 members are active in the organization.

Stakeholder initiatives include:

- Conducting Lawrenceville House Tour jointly with the Lawrenceville Historical Society, another Lawrenceville non-profit organization. This annual event attracted 400 visitors in 2004 and 540 in 2005 and utilizes an all-volunteer staff and donated goods and services. This program serves a key marketing effort to showcase neighborhood revitalization.
- Organizing a Zoning Action Network to represent the interests of neighborhood residents at key public land use hearings.
- Drafting a Housing Revitalization Strategy for Lawrenceville in 2003. This major volunteer effort outlines goals and a detailed implementation plan for rehabilitating a significant number of key residential buildings as owner occupied housing at affordable prices. This was a precursor to the Lawrenceville Community Plan that will hopefully move to implementation

as a complement to the overall neighborhood planning process.

- Drafting an application to nominate Lawrenceville to the National Register of Historic Places. This program is aimed at preserving the large stock of historic structures within the community and leveraging increased funding for development and revitalization.
- Investigating restoration opportunities for a now vacant, partial log structure, adjacent to the historic Allegheny Arsenal. The log construction dates circa 1820 and is possibly the only surviving privately owned log house within the city of Pittsburgh. It is therefore a rare asset for the community and a great marketing opportunity.

New membership is welcome and interested parties can contact any or all of the above facilitator team members.