



Envisioning the  
**FORWARD-MURRAY**  
**Gateway**

December 2014  
Pittsburgh, PA

This Report documents the studies, findings and design proposals made by the students in the Masters of Urban Design program, Carnegie Mellon University, with close interaction with the Squirrel Hill Urban Coalition, in the Fall of 2014.

**Carnegie Mellon University**  
School of Architecture





# ACKNOWLEDGEMENTS



The MUD Studio with Stefani and Suzy

# Thank You

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# INTRODUCTION





## Project Overview

Fall 2014 semester for Masters of Urban Design program, focused on working with the Squirrel Hill Urban Coalition (SHUC) to design a new neighborhood gateway and mixed-use center for one of the most high-visibility sites in Pittsburgh: the area at the Murray-Forward intersection. The intersection of the Parkway East ramps, Murray Avenue, Forward Avenue, and Pocussett Street creates a major place of arrival in the city, since the bridge is linked by major arterials from Downtown, Oakland, and the regional highway system. It serves not only the Squirrel Hill neighborhood, but destinations throughout the East End. The area also anchors the southern end of the Squirrel Hill Business District. All around it, the fabric of the neighborhood is largely intact, which situates the site within a highly walkable and potentially sustainable urban community. From an urban design perspective, it serves three key functions simultaneously: gateway, crossroads, and primary destination. Its significance and potential are extraordinary.

The site is complex and challenging. It is a major five-way intersection that includes access to an interstate highway. The topography as well as the streets tend to isolate one block from another. Instead of a place of welcome and pride, the site conveys a sense of neglect and placelessness.

In the last few years, the Squirrel Hill Urban Coalition has initiated efforts to improve the gateway. With the help of Pittsburgh's Design Center, they had a study of the area prepared, and they've implemented its first phase including; street lights, trees, decorative signage, community gardens, bicycle racks. For over thirty years, however, the blocks surrounding this key intersection have had little investment, and many of the buildings and open spaces are banal or not well-maintained. Some of the existing uses fall well short of the best use of land at such a landmark location.



The five-point intersection itself is a hybrid of streets and highway ramps that drivers would avoid if they could, that cyclists dread, and all but the most intrepid pedestrians bypass. The public realm here, despite a few planting beds, is dismal and unfriendly. From an ecological perspective, the development of the site has seriously impeded the functioning of natural systems and is dependent on an unsustainable level of public utility services and maintenance.

This project focuses on an issue that is emerging in post-industrial cities throughout the United States. Urban neighborhoods built in the nineteenth century offer the density and connectivity that would make them attractive and sustainable communities for the future. However, in the automobile era in the United States, suburbs have drawn away those who have the affluence to make choices. All neighborhoods need to attract residents and investment in order to stay viable. In terms of urban ecology, every successful neighborhood establishes a “niche” for itself in the city by creating a distinctive sense of place that attracts and sustains certain types of residents, organizations, and business owners and patrons (its “market”).

Even if a neighborhood has a wonderful physical environment that looks stable, it is constantly changing—people, money and other resources are flowing in or out all the time. To continue to be stable, there must be continuous investment. In cities throughout the world, the choices that younger generations are making determine their viability for the future. Pittsburgh, having lost such a large proportion of its younger population in the 1980's, is on the front wave of this trend. Neighborhoods like Squirrel Hill are viable today but show many effects of the city's fifty-year population drain and a notable tendency of its older residents to look backward rather than toward the future. Today, younger people are interested in the urban lifestyles, amenities, and convenience that urban neighborhoods can provide. The premise we will explore in the studio is that it is only by attracting new younger residents--meaning, today, the Millennials--that the vitality of Squirrel Hill can be enhanced and its viability for the future assured. The studio this semester will address this important issue by investigating the forces that support the current situation, understanding the concept of “complete communities”, utilizing principles of place making in design, and making research-based design recommendations for a new mixed-use “anchor” development.

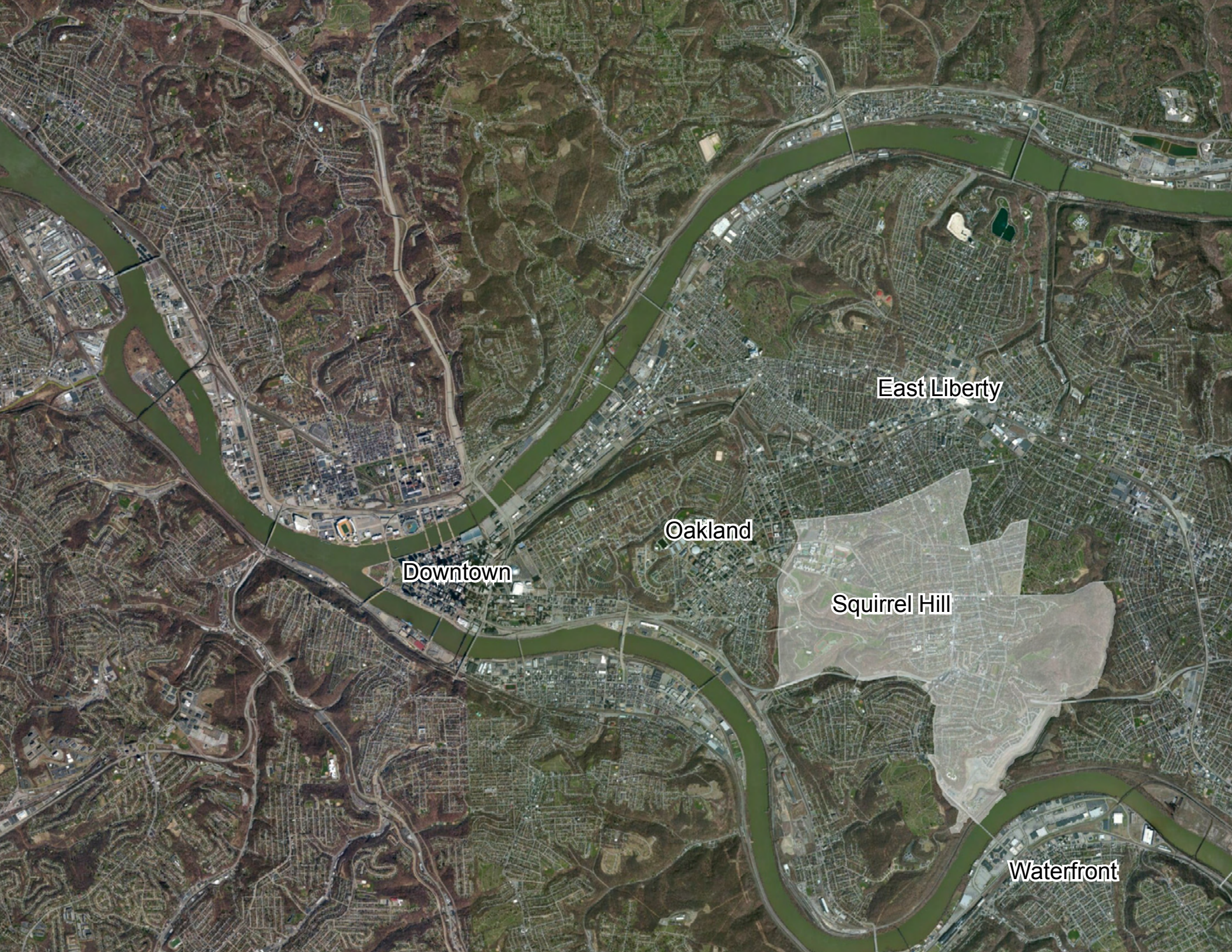
## Design Objective

- To develop the site area in a way that attracts people to live, work and shop in the neighborhood and attracts investors to develop property there
- To enhance a sense of identity for the site and the neighborhood
- To allow for diverse occupancies over time
- To create a welcoming and walkable environment
- To help restore the natural and cultural ecology of the area
- To link the new development to the surrounding fabric to encourage investment in existing buildings

[previous page](#)

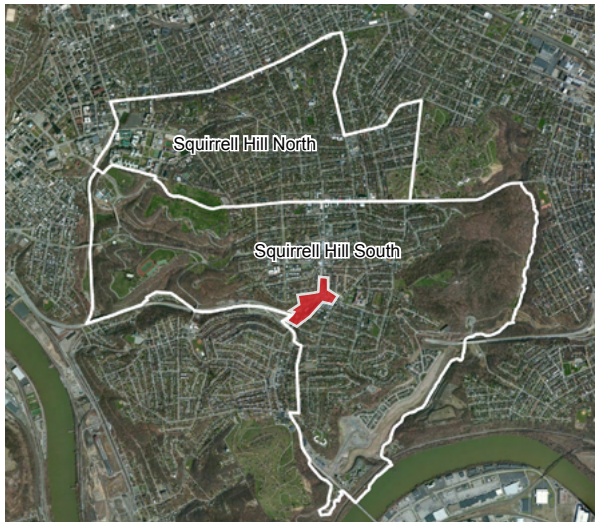
Aerial view of Squirrel Hill  
Source: Google Maps





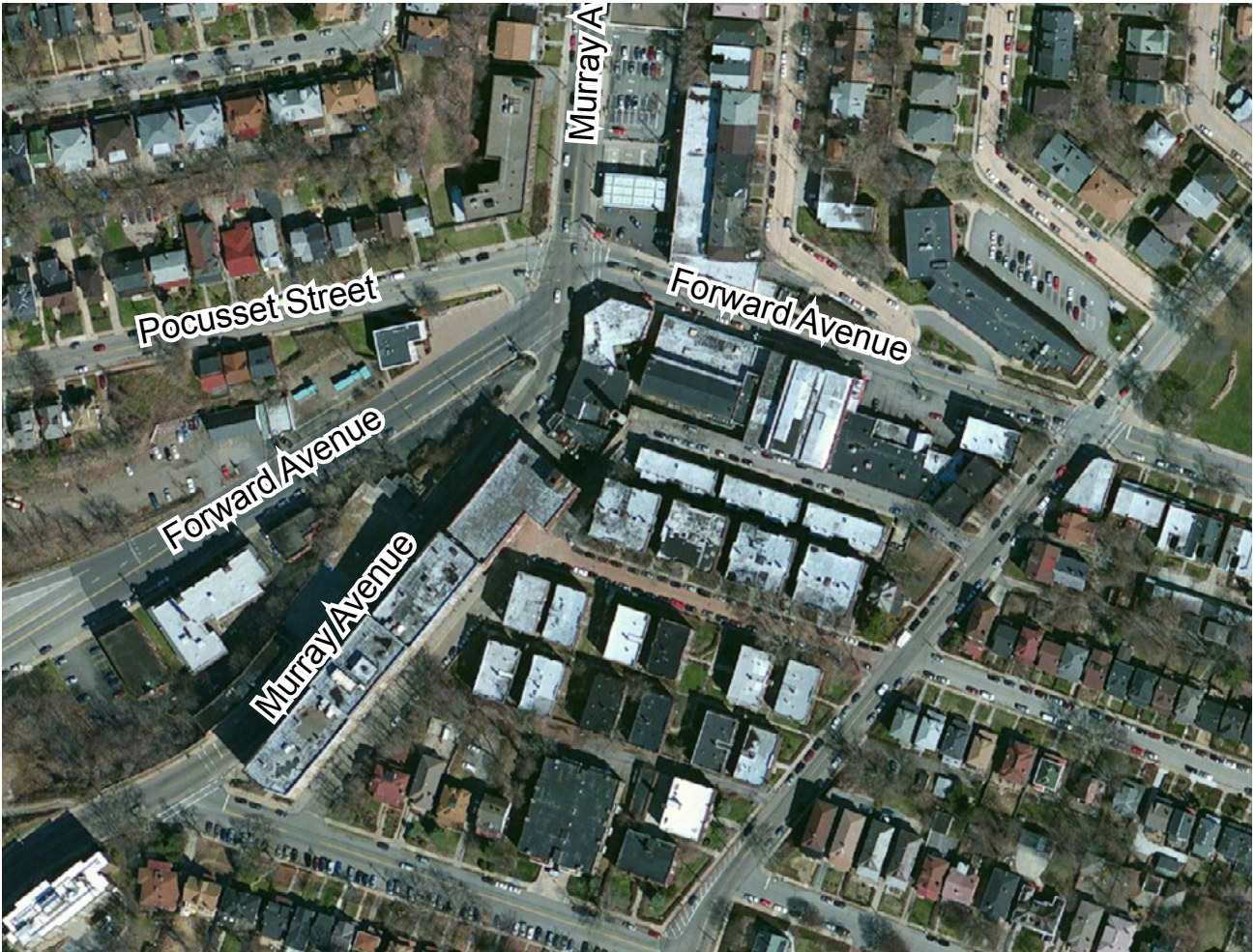
# The Gateway

The Gateway site is located at the intersection of Forward And Murray Avenue, extending from the Parkway to the Shady Avenue along Forward, and from the Shaare Torah Synagogue to the Morrowfield Apartments. Spanning over sharp gradient changes the site includes several blighted properties, residential units of varying typologies, commercial buildings and vacant land.

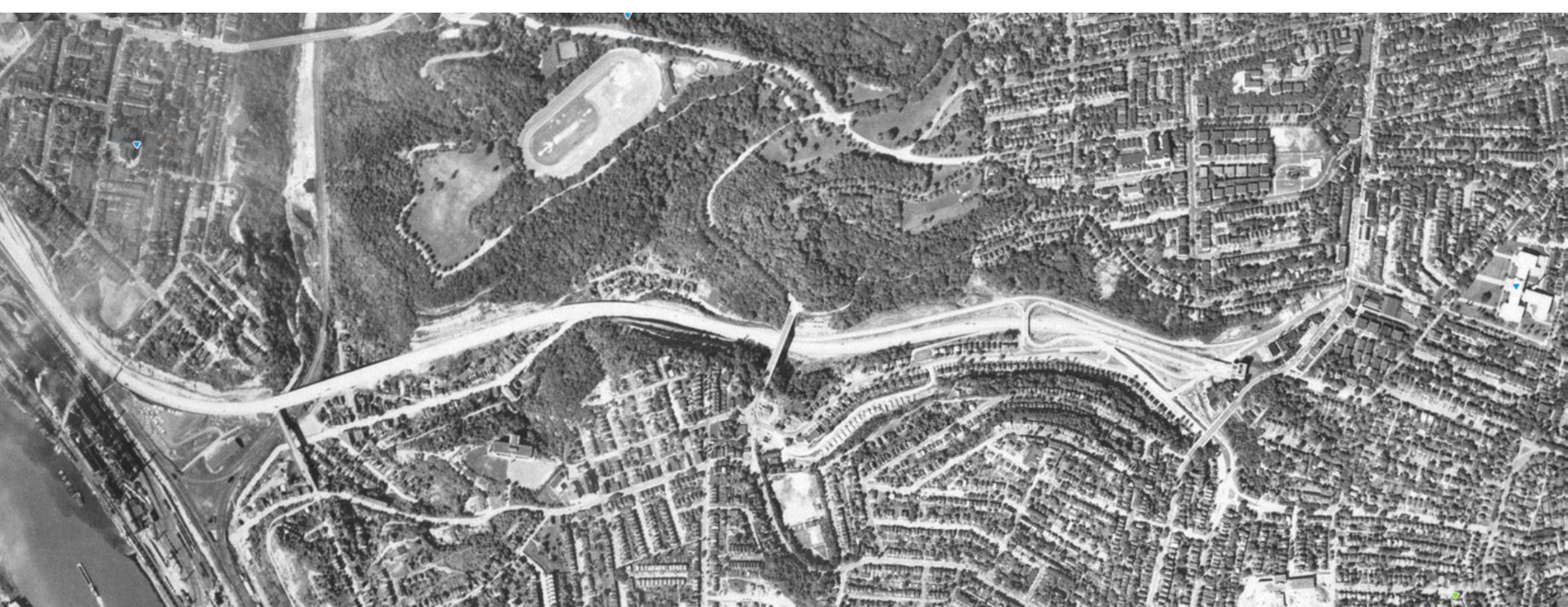


facing page  
bottom left  
bottom right

Location of Squirrel Hill  
Location of Site in Squirrel Hill  
Site zoomed in







# History

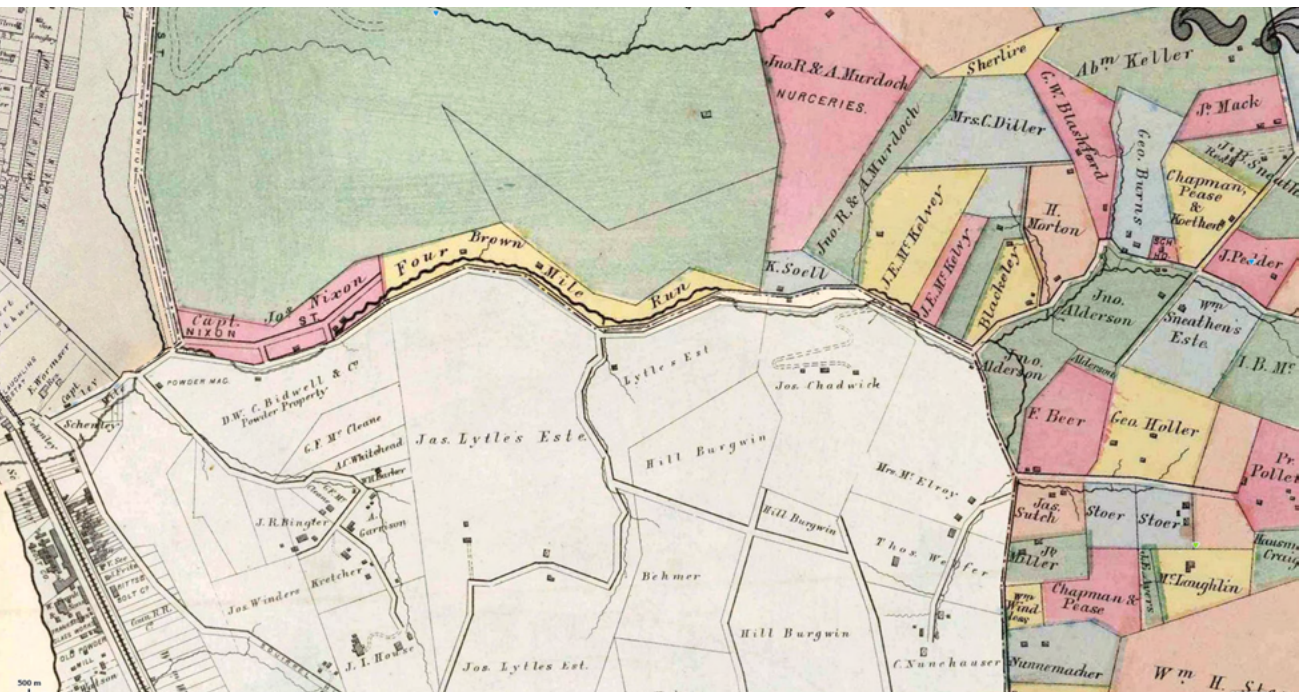
The first settlement was along the Monongahela River in present Summeret with a house built by Colonel James Burd, a soldier at Fort Pitt. A bustling commercial district later developed near the intersections of Brown's Hill Road and Beechwood Boulevard. The business district still exists, but as Squirrel Hill developed over the course of the 19th century, the area's center of commerce relocated to present day Forbes Avenue and Murray Avenue.

The advent of a trolley line in 1893 along Forbes and down Murray and the opening of the Boulevard of the Allies in 1927 continued to spur development. Once farmland and forest, Squirrel Hill by the 1930s had developed into an affluent city neighborhood.

The thing that stands out in the history of Squirrel Hill is the absence of activity till the 19th century. The proximity to Fort Pitt, established in 1759, would have made it the same desirable location 250 years ago that it is today, but traveling to the forested area was challenging and would prove to be beneficial as the slow development of the area would provide the community with two of the largest public parks in the country: Schenley Park and Frick Park.



facing top 1939 map of Squirrel Hill  
 facing bottom 1957 map of Squirrel Hill  
 left Construction of Morrowfield Apartments  
 middle row Taylor Alderdice High School, Bell Telephone Building, Shaare Torah Congregation Center  
 bottom 1872 Zoning Map of Pittsburgh







## Ecology: Watershed

The Murray and Forward Intersection is found within the Monongahela River watershed, a 7,340 square miles watershed stretching across three states Maryland, West Virginia and Pennsylvania. According to the Monongahela River Watershed Initial Watershed Assessment September 2011 by the U.S. Army Corps of Engineers - Pittsburgh Chapter, this watershed is home to over 90 species of fish, 250 species of birds, 47 species of mammals and 51 species of amphibians and reptiles. The vegetation of this watershed is classified as Appalachian mixed mesophytic forest. Within the City of Pittsburgh, the site is part of the Four Mile Run Watershed, a watershed that covers approximately 2,352 acres. The site's unique topography as bowl with steep hillsides explains the flow and collection of water as shown in the adjacent maps.

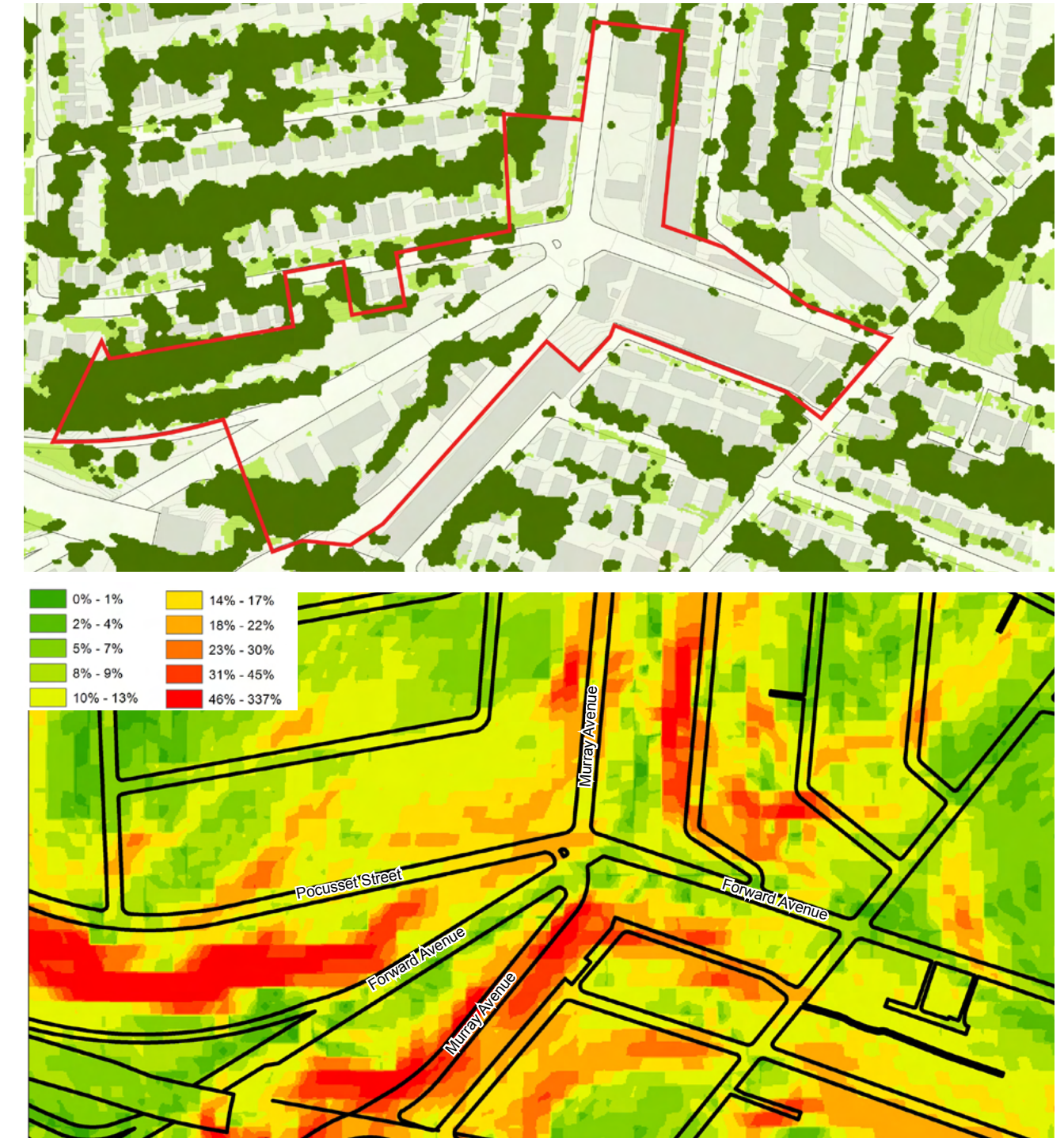
**Report Source:**  
[http://www.lrp.usace.army.mil/Portals/72/docs/HotProjects/signed%20IWA\\_final\\_revised%20FEB12%20public%20comments%20incorporated.pdf](http://www.lrp.usace.army.mil/Portals/72/docs/HotProjects/signed%20IWA_final_revised%20FEB12%20public%20comments%20incorporated.pdf)

## Ecology: Vegetation

Tree canopy in Squirrel Hill South mostly lies within parks, yards of town houses and along the streets, among which the most essential and centralized wooded areas in SH is the Schenley Park and Frick Park.

Pittsburgh is among the "Nine Cities That Love their Trees" according to the ranking of Nation Geographic website and is of high tree canopy coverage. Because of the hilly landscape and complex topography of the city, woods and forests are kept for the steep slopes.

Moreover, the restrictions in the city, made since the city beauty movement, working against cutting down trees and digging in the hills for development, made a significant contribution to the green environment. And Squirrel Hill South at present has tree canopy coverage of 42 percent which is over the standard of most neighborhoods and the average rate of entire Pittsburgh.





City of Pittsburgh		Squirrel Hill South
Race		
27.2%	% African American	3.2%
2.9%	% Asian	11.4%
2.5%	% Other	1.0%
67.4%	% White	82.0%
Age		
5.0%	% Under 5	5.4%
17.4%	% 5-19	11.8%
27.0%	% 20-34	29.4%
31.2%	% 35-59	32.5%
11.1%	% 60-74	10.3%
8.3%	% 75 and Over	10.6%
Housing Units		
163,414	Total # Units (2000)	7,069
156,165	Total # Units (2010)	7,514
Vacancy		
87.2%	% Occupied	94.6%
12.8%	% Vacant	5.4%
Age of Housing Stock		
165,421	Est. Total Units	7,595
4,175	Built 00-09	160
4,257	Built 90-00	138
6,753	Built 80-89	377
23,092	Built 60-79	1,144
39,503	Built 40-59	2,028
87,641	Built before 1939	3,748

City of Pittsburgh		Squirrel Hill South
Educational Attainment		
12.2%	Less than High School	4.8%
47.3%	High School Graduate	21.3%
10.8%	Assoc./Prof. Degree	14.6%
17.3%	Bachelor's Degree	27.4%
12.4%	Postgraduate Degree	32.0%
Income and Poverty		
\$26,563	1999 Median Income ('99 Dollars)	\$40,327
\$35,732	2009 Median Income ('09 Dollars)	\$54,473
\$35,286	1999 Median Income ('11 Dollars)	\$53,570
\$36,860	2009 Med. Income ('11 Dollars)	\$56,193
292,618	Est. Pop. for which Poverty Calc. (2010)	14,692
63,373	Est. Pop. Under Poverty (2010)	1,721
21.7%	Est. Percent Under Poverty (2010)	11.7%
Detailed Statistics Source: PGHSNAP		

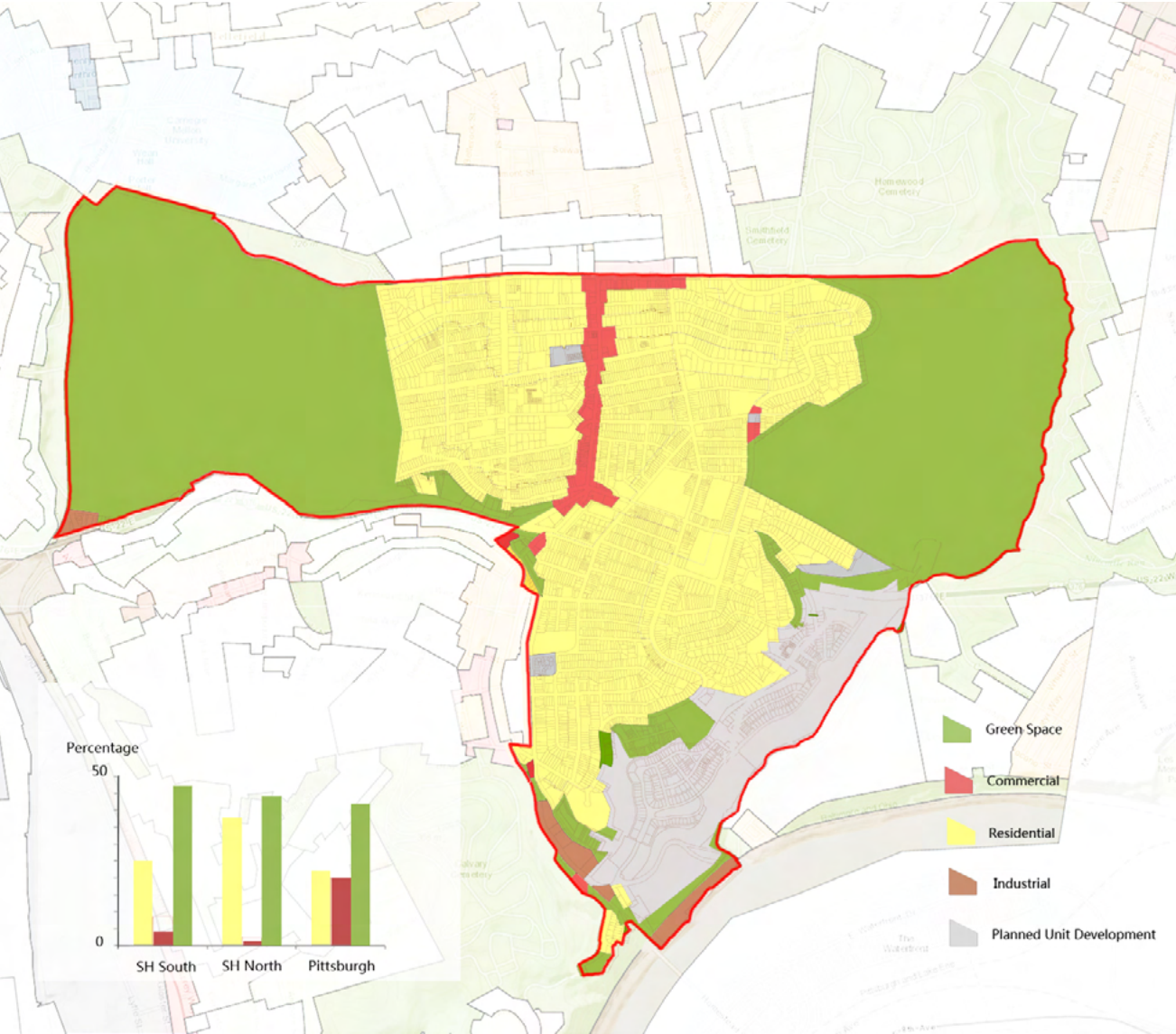
# Demographics

The neighborhood of Squirrel Hill is divided into two sections: North and South Squirrel Hill. According to PGH Snap in 2010 Squirrel Hill North had a population of 11,363 and 3,892 housing units. Unlike the city of Pittsburgh, Squirrel Hill North grew 9.2% from 2000 to 2010. In terms of race Squirrel Hill North is 3.2 % African American, 17.0% Asian, 2.2% Other and 75.0% White.

In 2010, South Squirrel Hill had a population of 15,110 and 7,514 housing units. This area of Squirrel Hill had a more moderate population growth of 4.2%. In terms of race, Squirrel Hill South was 3.2% African American, 11.4% Asian, 1.0% Other, and 82.0% White.

City of Pittsburgh		Squirrel Hill South
305704	2010 Population	15110
333,527	2000 Population	14,507
27,823	Pop. Change # 2000-10	603
-6.2%	Pop. Change % 2000-10	4.2%

below Map of Land use distribution



# Land Use

The majority of Squirrel Hill South, which the City of Pittsburgh has demarcated with Forbes Avenue as the northern boundary, consists of a mix of residential uses, from single-family houses to dense apartment buildings.

Commercial areas, largely characterized by local neighborhood shops and eateries, are distributed along Forbes Avenue and Murray Avenue.

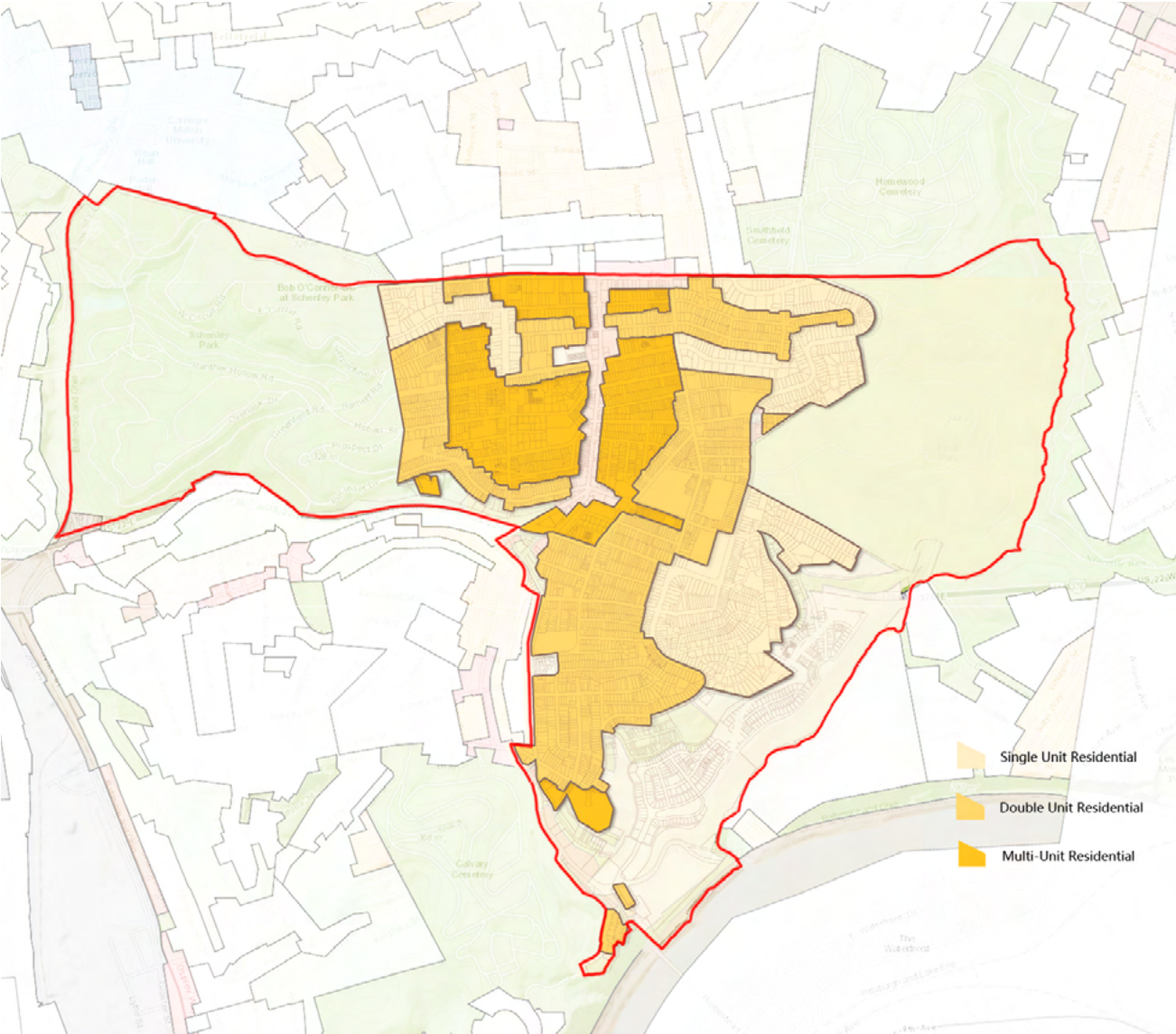
For comparison, Squirrel Hill North is characterized with more residential and less commercial uses.

A few unique land uses characterize this site. First, the area is sited between two of the regions largest parks: Schenley and Frick Park. These historic open spaces create potential connections for recreation to residents, as well as a defined edge to the neighborhood's western and eastern boundaries. There are few areas to expand. Second, the neighborhood reaches south to the riverfront which was historically characterized by industrial uses.

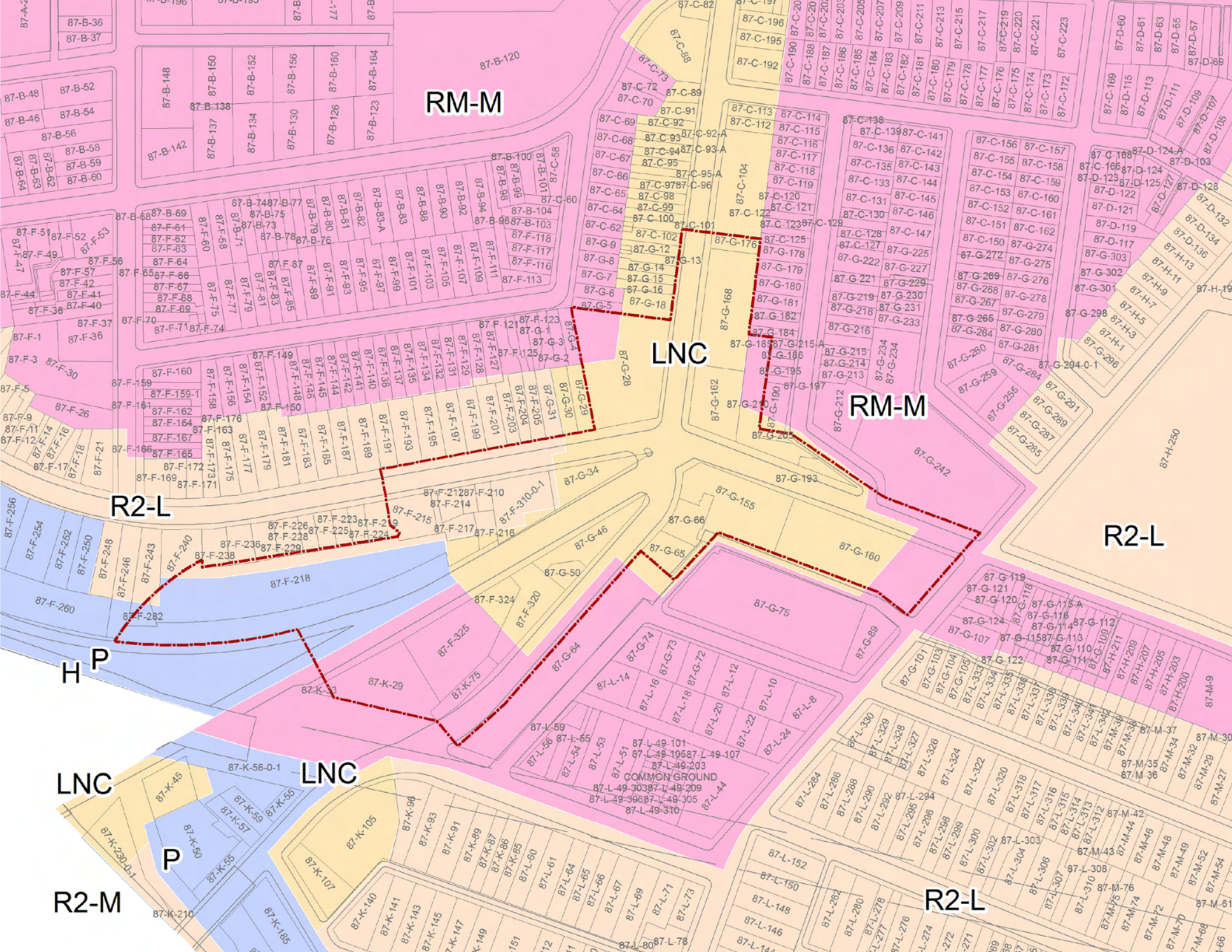
# Residential Land Use Types

Squirrel Hill South has a variety of housing types, including both single-family and multi-unit buildings. While the double-unit (duplex) housing occupy the largest land area, multiunit housing is more predominant in the neighborhood.

below Map of Residential Landuse distribution

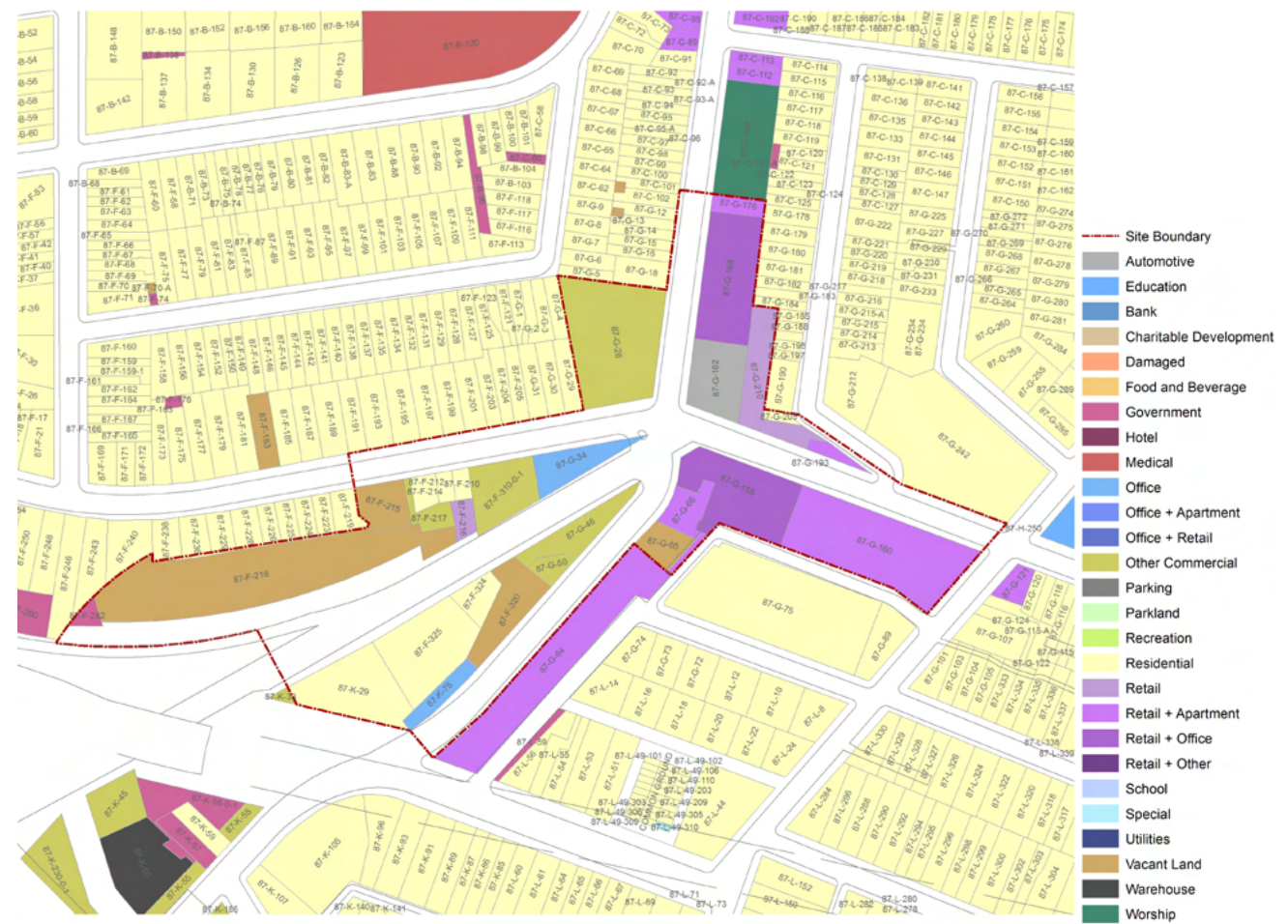






# Parcels, Zoning and Use Description

The majority of the site is designated as LNC- Local Neighborhood Commercial. There are two residential zones on the site: RM-M- Residential Multi-household moderate density, and R2-L Residential 2 family, low density. The third zoning category on the site is P- Park







## Residential Building Typology

There are three types of housing units found within the site. Along Murray and Forward Avenue are the high density apartments with shared public spaces. The moderate density housing structures composed of multi-unit residential structures, are interspersed with the low density single or double unit structures. The occurrence of diverse building types in the neighborhood, helps to provide housing for diverse family types.



images Different residential typologies  
Source: Google Maps

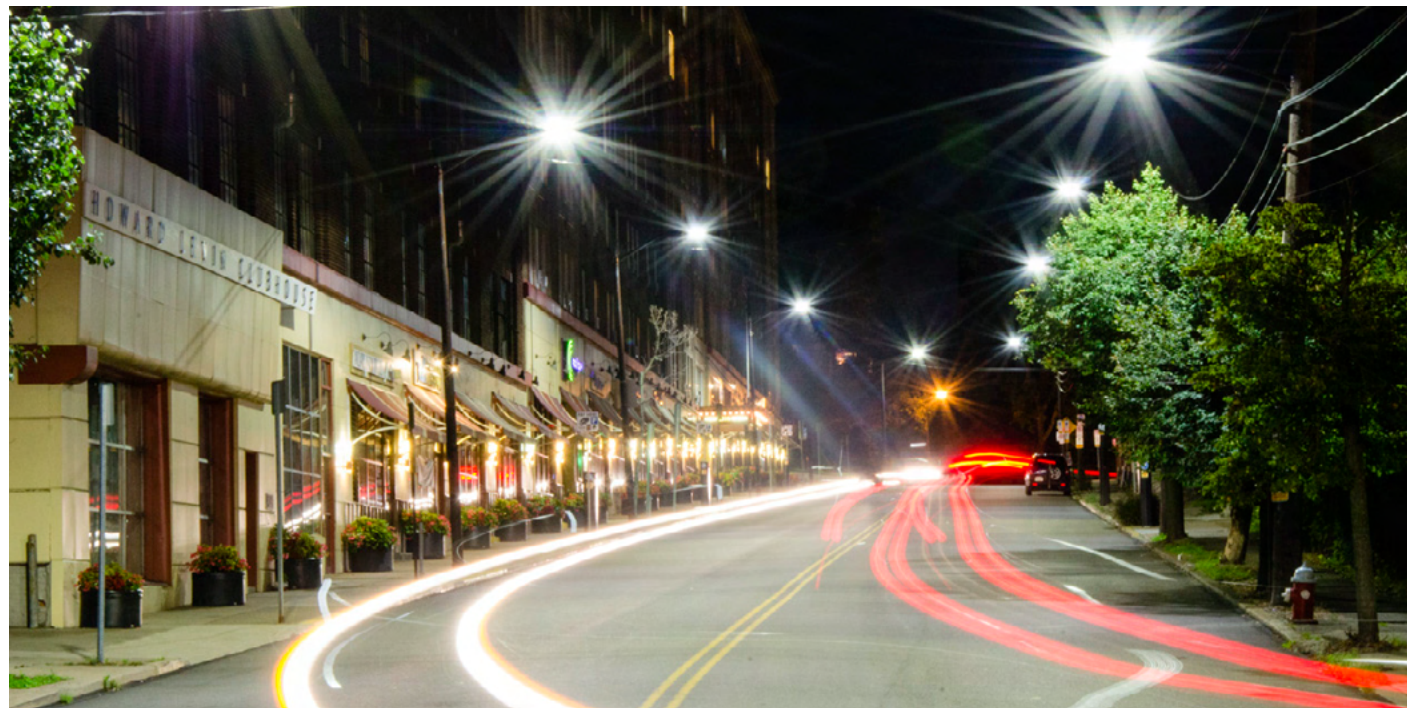
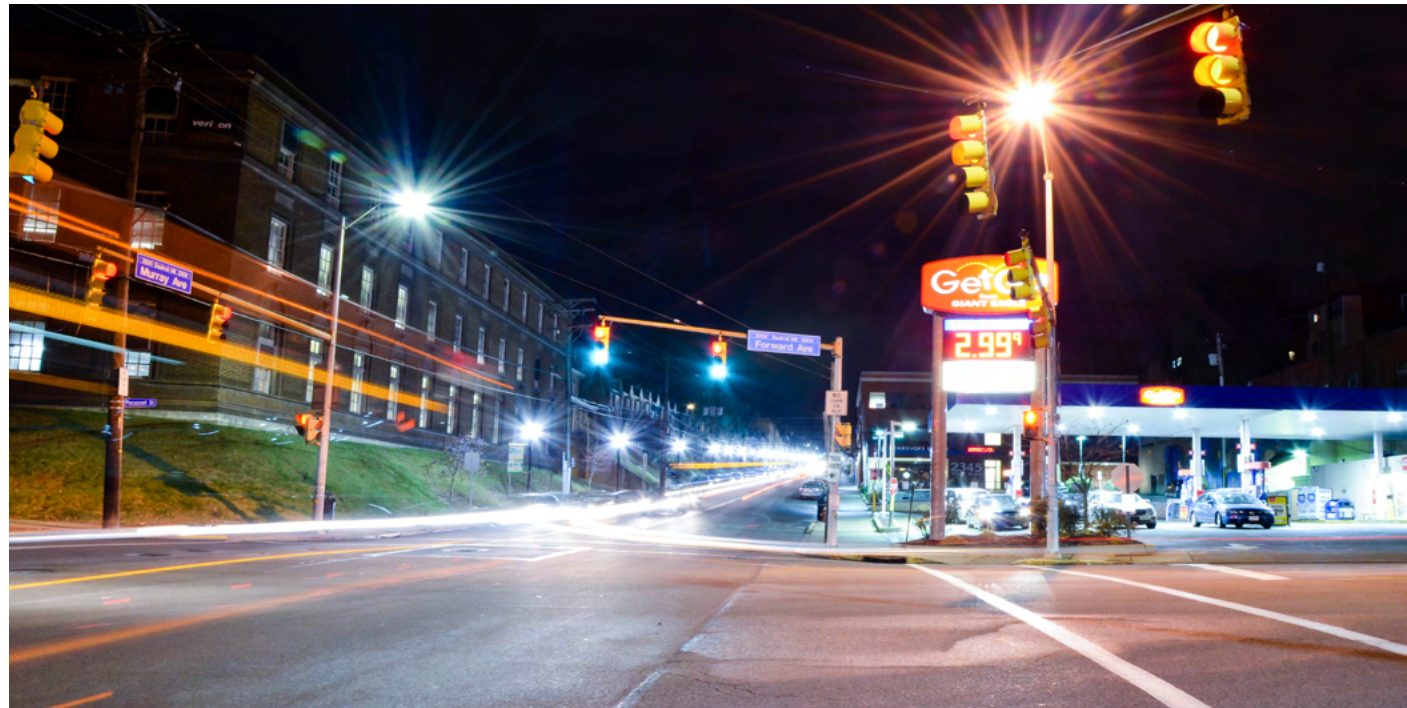
## Commercial Building Typology

The commercial buildings along Murray Avenue are mostly two or three story units, with footprints that are ideal for use by small business owners. The unique feature of the Murray Avenue built environment is the residential units which are attached to the rear of the commercial buildings at a higher elevation. The houses were built first and commercial street front additions were later built onto them as the street became more intensively developed.



images Different commercial buildings  
Source: Class photos





## Neighborhood Patterns

Diversity and location have played a vital role in the social and economic vibrancy of Squirrel Hill neighborhood. Due to its proximity to regional centers, East End business districts, and recognized institutions, the neighborhood attracts a lot of students and professionals.

Architectural diversity is another notable feature of Squirrel Hill neighborhood. Historical architectural landmarks like the Verizon building, Morrowfield apartments, Taylor Alderdice and Shaare Torah synagogue are some of the features that impart a unique identity to the Squirrel Hill South neighborhood.

To improve the vitality and prosperity of the neighborhood, a number of short term improvements have been implemented, such as installing new street lights, Squirrel Hill banners, new bike racks, and trees along Murray Avenue, and introducing the new farmers market.



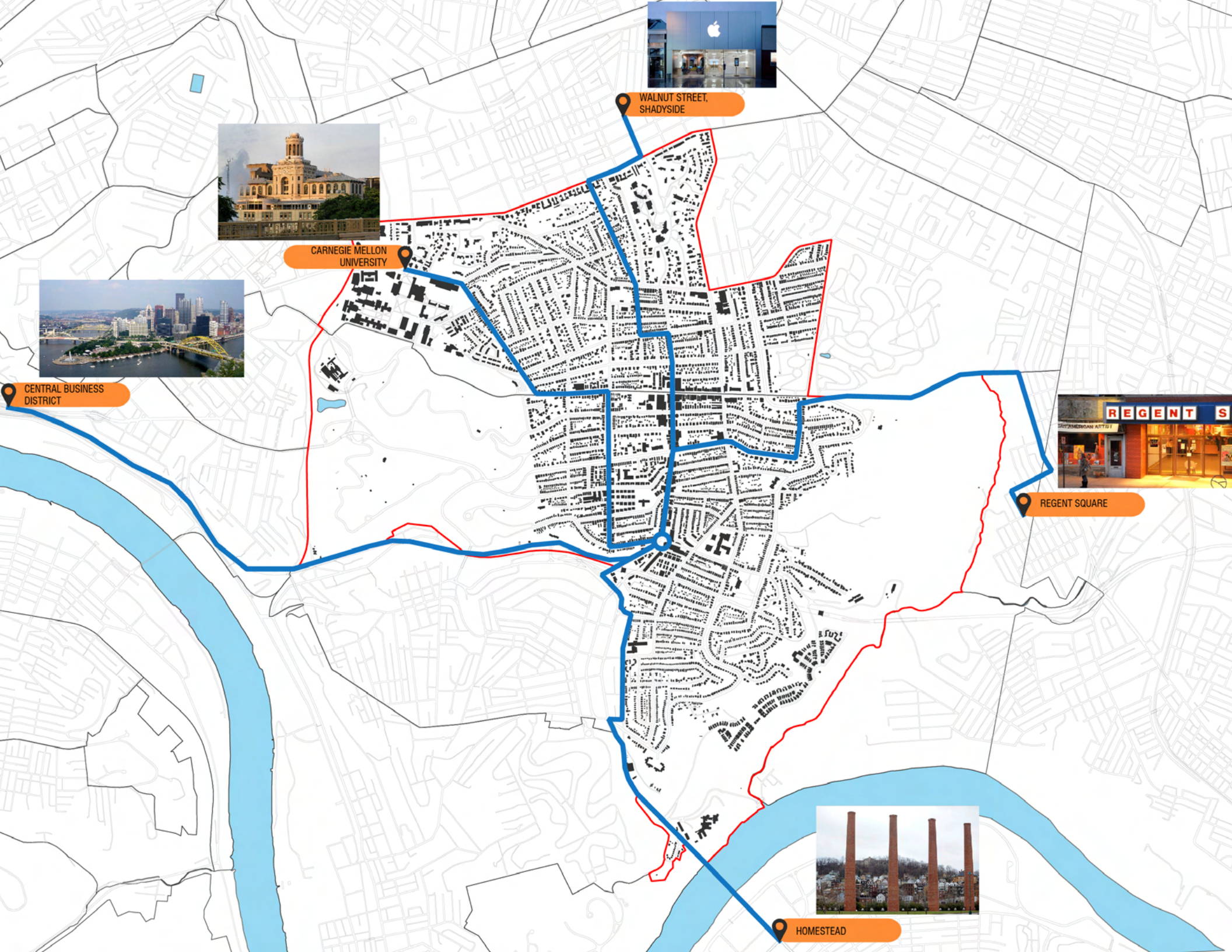
facing page

(Clockwise from left): Squirrel Hill Banner, GetGo Gas Station, Lights on Morrowfield Apartments

below

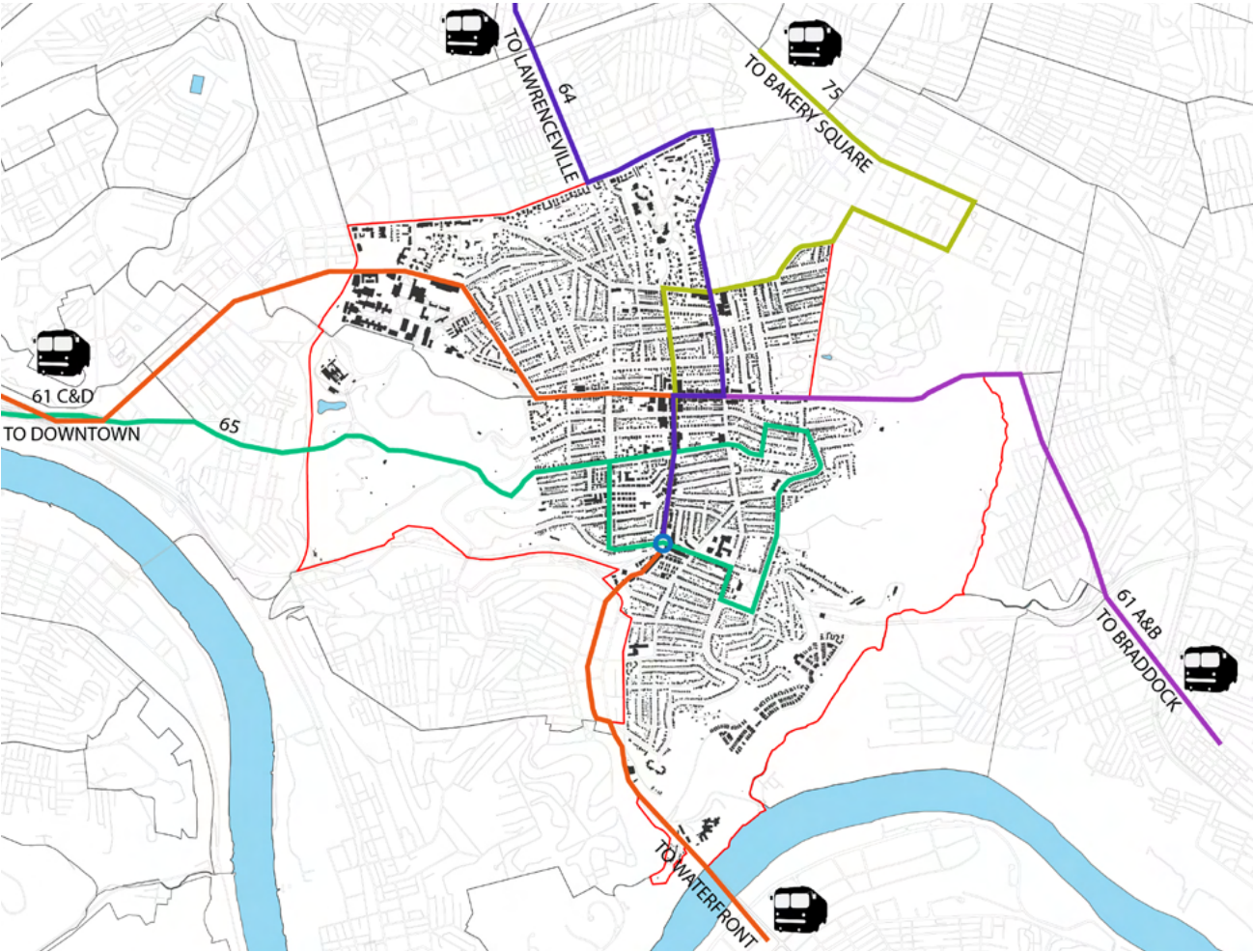
Beacon Street Farmers Market



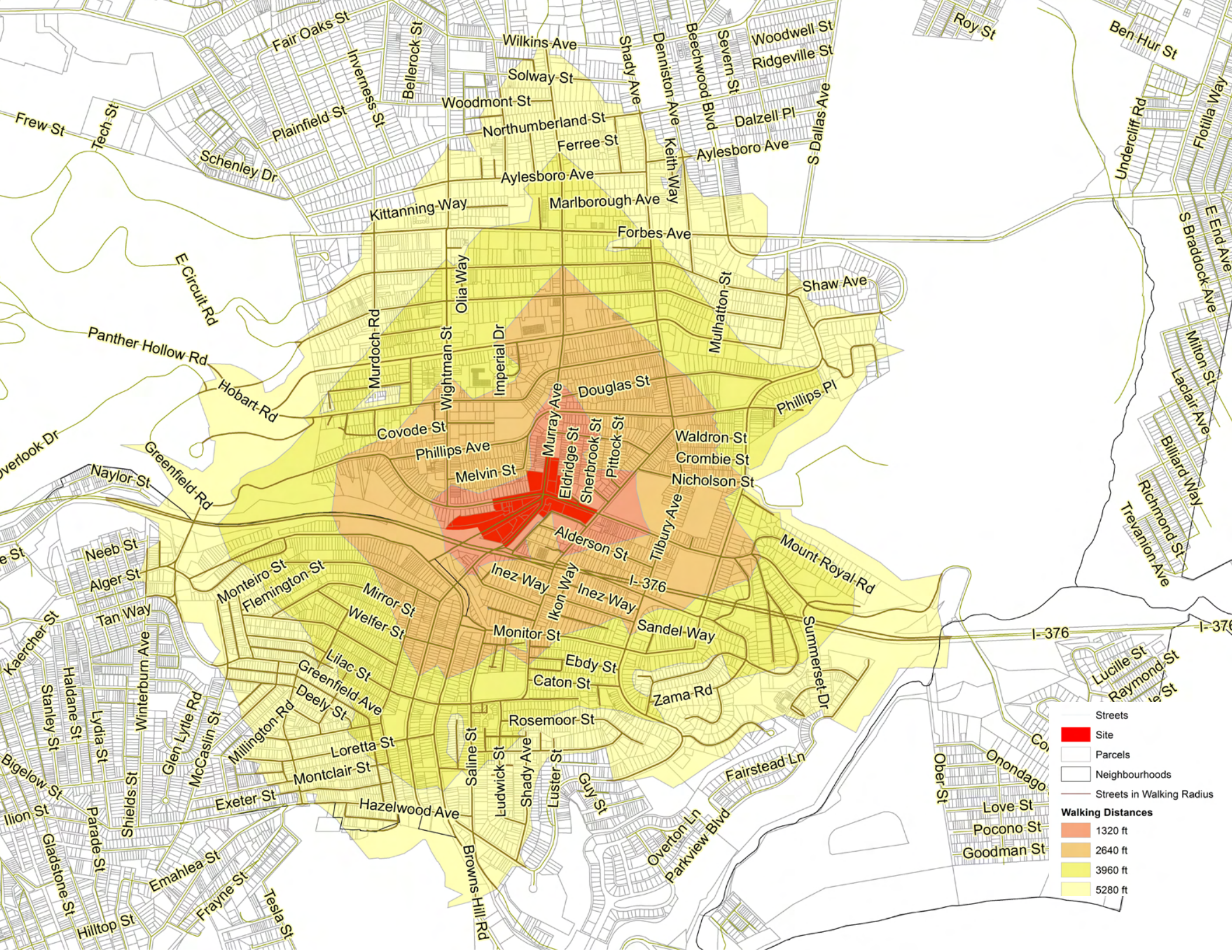


# Connectivity

Squirrel Hill South is well connected to the regional centers across the city by Port Authority bus transit system. There are five major bus routes passing through the Squirrel Hill neighborhood that connect it to the major economic, residential and shopping districts like Downtown, Homestead, Shadyside etc. Squirrel Hill neighborhood has a greater potential of being multi modal transportation hub due to its proximity and connectivity to the various parts of the city.







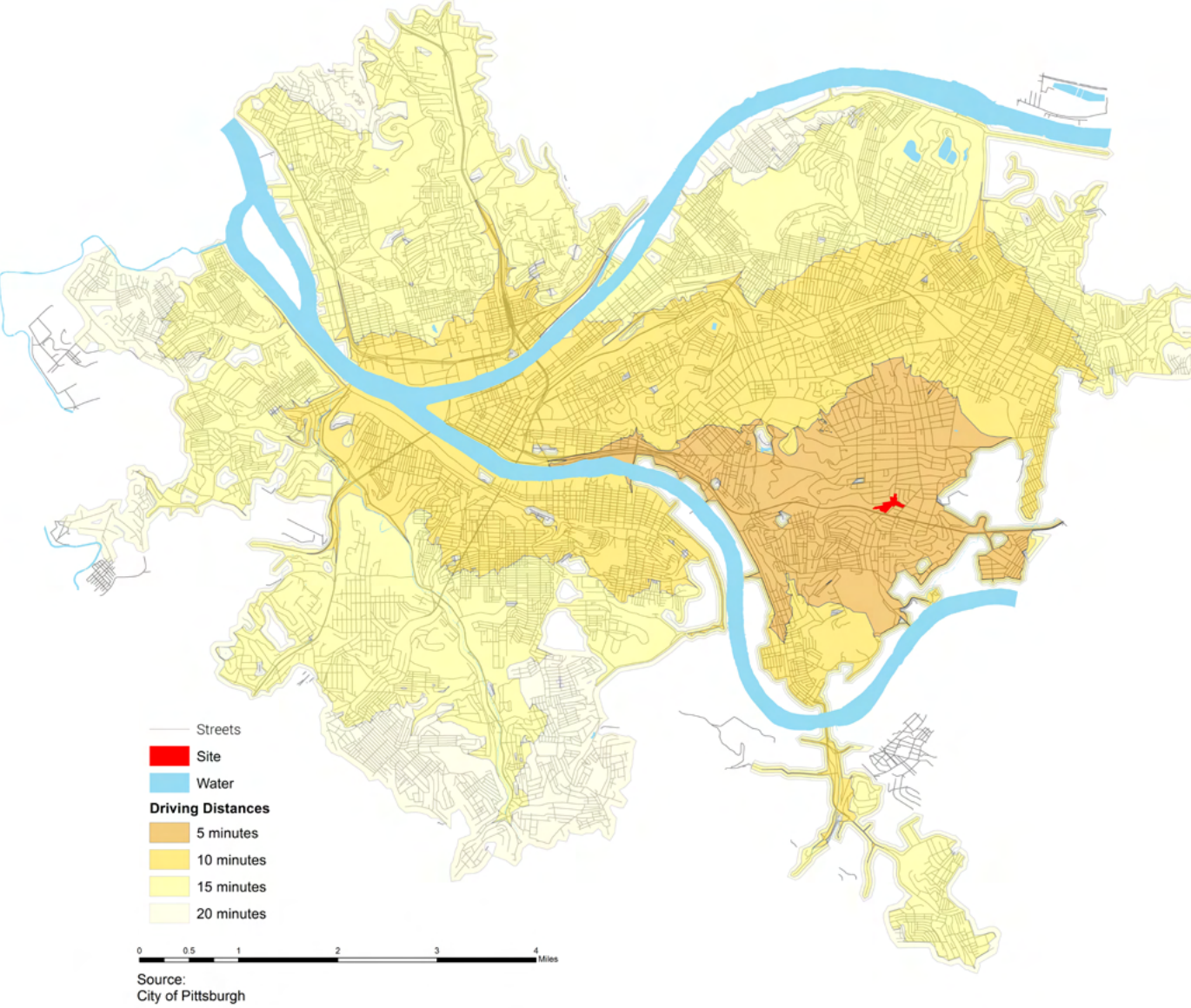
# Travel Distances

Various network analysis operations were carried out to test the travel distance by pedestrian and vehicular traffic to identify the service and served distance for whatever development is proposed on the site.

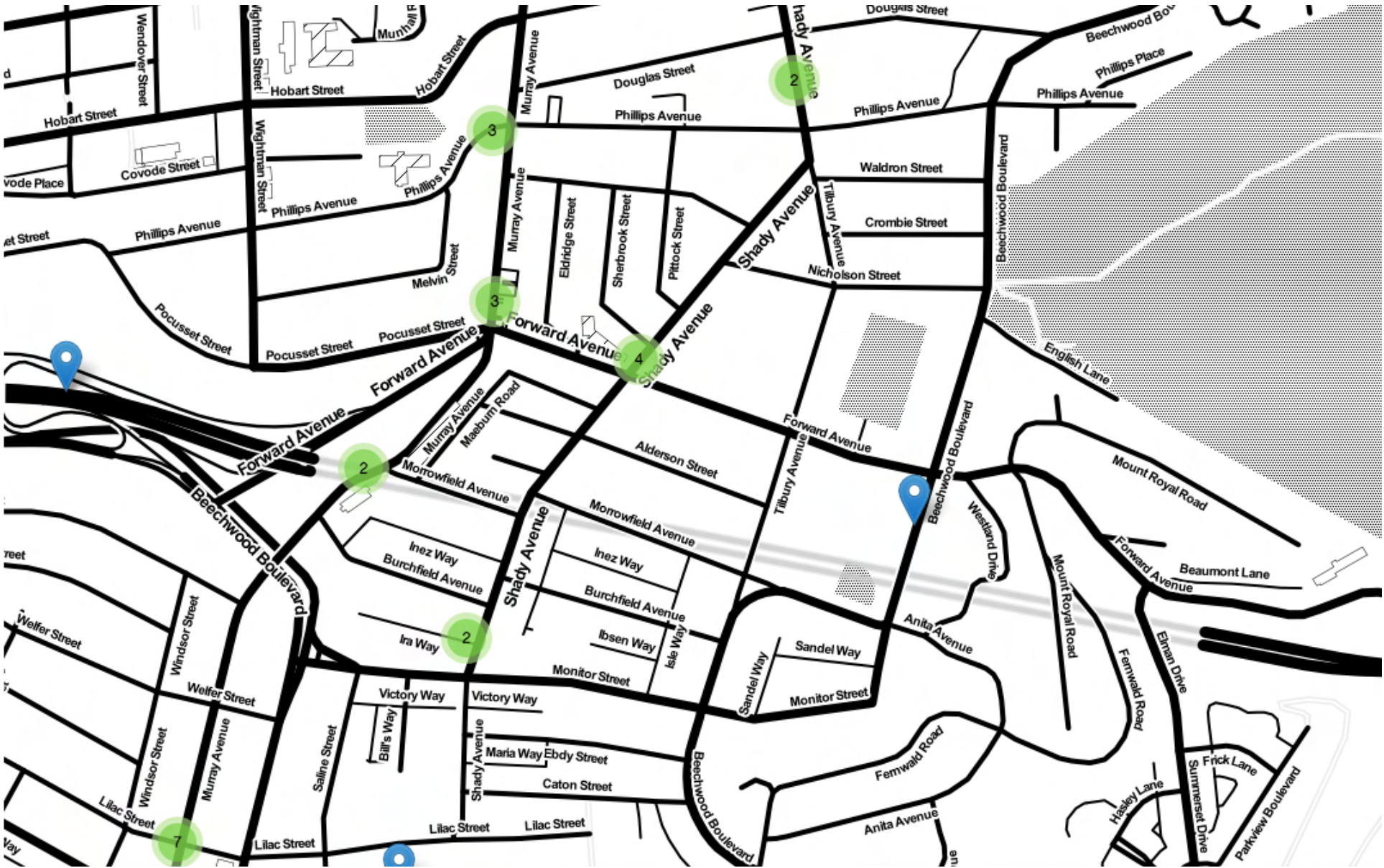
The half-mile walking distance reached the next major intersections, and the one-mile walking distance covered the entire distance between the two parks. The large number of residential parcels within this catchment area would provide a local market for commercial areas.

The 10 minute driving distance reached areas as far as Downtown, making business areas easily accessible to the residents in the site area and the site easily accessible from the entire East End. The Parkway East links the site to regional destinations. These analyses show the potential for both local- and regional-serving development in this area.

**facing page** Map of walking distance from the site  
**right** Map of driving distance from the site.







Pedestrian crashes in Pittsburgh between 2006 and 2013, as reported in the Post-Gazette's article 'Intersections'. This interactive map has been zoomed into the region surrounding our site.

# Traffic Study

As we learned from community interviews and surveys, lack of pedestrian safety and vehicular speeding are two issues that are community concerns. This study began to explore the major factors which have created an unsafe intersection.

First, the study revealed that, between 2006 and 2013, the intersection of Forward and Murray has experienced 3 major pedestrian crashes. As a neighborhood, many other intersections have also been the sites of pedestrian injuries, painting a larger picture of unsafe pedestrian infrastructure. As a city, there were 2,100 pedestrian collision between 2006 and 2013, 40 of which were fatal.

Second, the study explored the factors that contribute to pedestrian crashes. The research revealed that the speed of the vehicle is one of the main factors that leads to serious injuries. The table on the right shows that a pedestrian hit by a car going 35mph is 10 times more likely to die versus a car going 25mph.

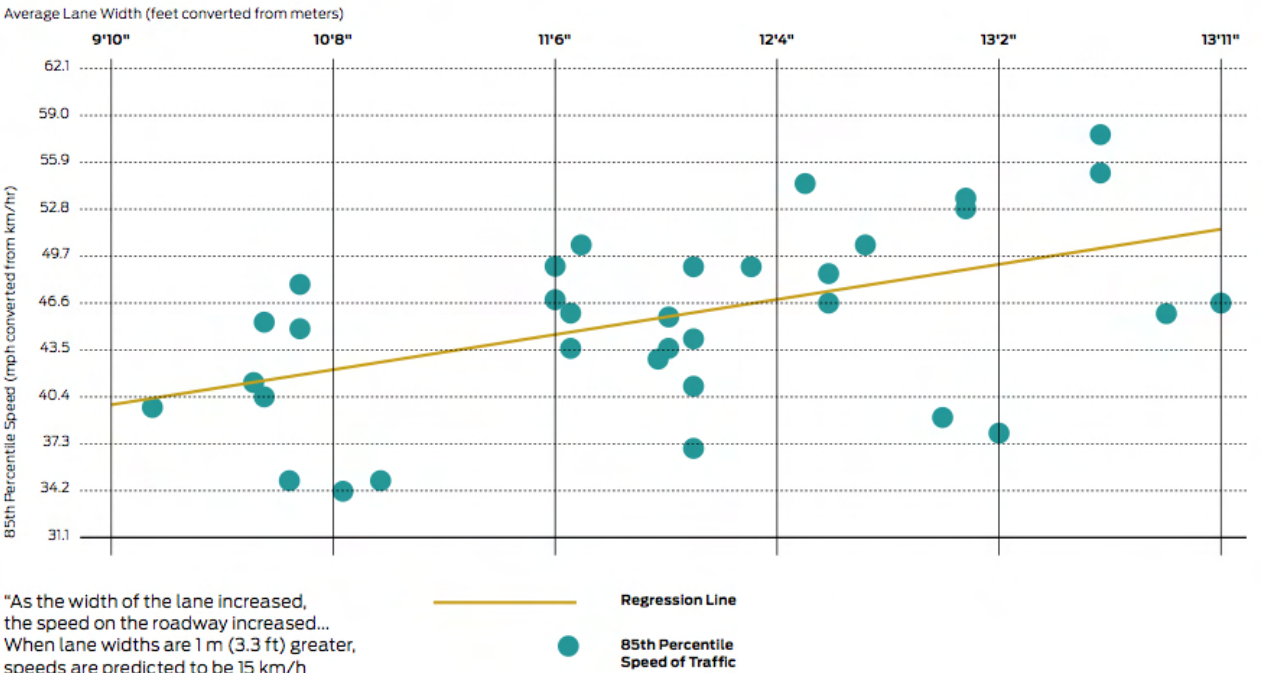
Finally, the study explored what factors contribute to these increased vehicular speeds, revealing that lane widths are one of the main contributors to increased vehicular speeds. This is particularly applicable to our site where lane widths are especially generous and non-standardized along Forward and Murray Avenues.

SPEED (MPH)	STOPPING DISTANCE (FT)*	CRASH RISK (%)†	FATALITY RISK (%)†
10–15	25	5	2
20–25	40	15	5
30–35	75	55	45
40+	118	90	85

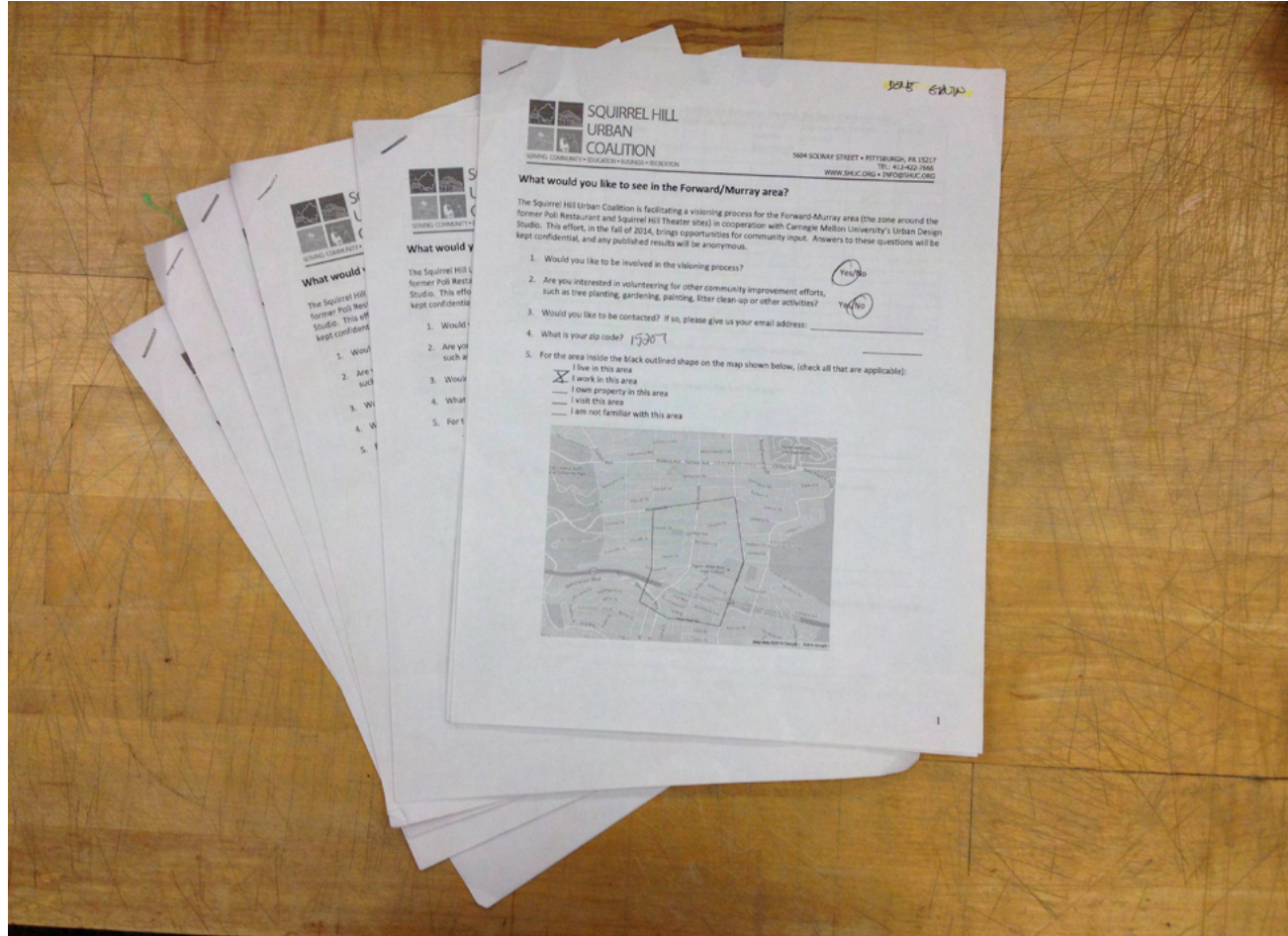
Stopping Distance includes perception, reaction, and braking times.

Source: Traditional Neighborhood Development: Street Design Guidelines (1999), ITE Transportation Planning Council Committee 5P-8.

Wider travel lanes are correlated with higher vehicle speeds.







# Community Survey Results

## Initial Survey:

Paper Form

4 Questions

## Expanded Survey:

Paper & Online Forms

(<https://www.surveymonkey.com/s/forward-murray>)

13 Questions

## Marketing & Outreach:

Email Campaign

Squirrel Hill Magazine

Word of Mouth

Survey Days on-site at the Jewish Community Center,

Carnegie Library - Squirrel Hill Branch,

and the Murray Avenue Starbucks.

Refer Appendix for detailed survey responses.

# Stakeholder Interviews

We interviewed 12 people who were active citizens and stakeholders in the area.

The list included public figures, residents, shop owners, lawyers

and city officials who were asked the same set of questions

over an interview which lasted around 30-45 minutes.

The class of nine students, in teams of three, each interviewed four people recommended by SHUC, and the results were discussed and compiled.

The interviews provided valuable insights into what the community thought about the place. The stakeholders also shared their professional experience about developing a project in the area.

**What are the strengths or best features of that area? What's there now that should be kept or perhaps made even better?**  
Diversity!!! – Squirrel Hill is diverse in its people, businesses, and housing stock

Connections!!!! – Squirrel Hill is easily accessible to surrounding neighborhoods, the parkway, public transit, and the bike trails  
Locally owned businesses and shops/ boutiques

**What are the weaknesses or worst aspects of that area? What would you like to see changed?**

Parking!!! – Parking was the one weakness identified by all groups

Not pedestrian friendly – This area is not a safe place for pedestrian movement

Need for more restaurant – The need for more family friendly and nicer restaurants

**What would you like to see there in the future?**

Hotel or extended stay housing

Improvements to the existing buildings

**What opportunities can you think of that might improve the area?**

No consensus – range of recommendation

Verizon building is an asset

Get the community involved

Composting from Squirrel Hill restaurants

TIF funding

Gateway improvements What threats do you see?

Cars

Property Acquisitions – some property owners will not sell their properties

**Do you have any comments or suggestions about the Gateway Committee's Goals?**

KEEP UP THE GOOD WORK!!!

# INCREMENTAL IMPROVEMENTS



## Areas of Action

The following five areas of action represent a set of recommended improvements that may be accomplished within a 3 month to 2 year time span. These incremental changes are meant to address some of the immediate concerns for the site and build community support and momentum for larger improvements in the future.

1. Lighting
2. Finding You Way
3. Room for People
4. Room for Nature
5. Community Building

bottom left  
top right  
bottom right

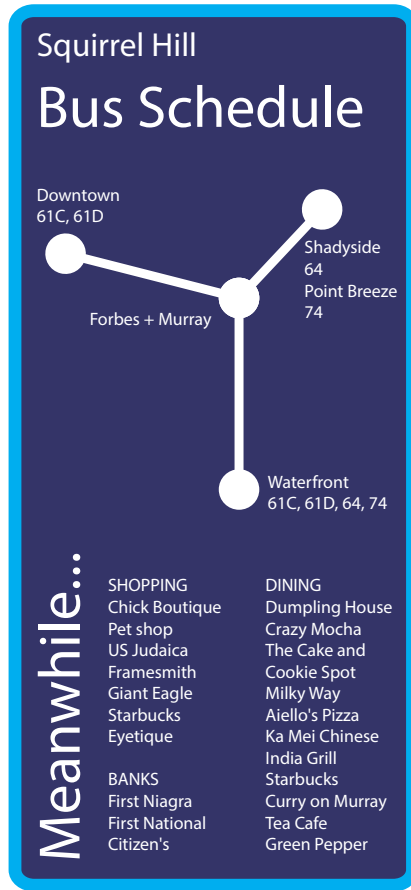
Sketch showing windows enlivened on Upper Forward Ave  
Illustration showing lighting up Bell Telephone Building  
Holiday lights above a street  
[http://cdn.theatlantic.com/static/infocus/christmas120211/s\\_c25\\_34257643.jpg](http://cdn.theatlantic.com/static/infocus/christmas120211/s_c25_34257643.jpg)

## Lighting

Animating the sky and the storefronts with lights creates a vibrant and inviting atmosphere for inhabitants and visitors. Storefront lighting also imparts a sense of security to pedestrians along the sidewalk. Use of different lighting techniques enriches the look and the feel of an otherwise dull and lifeless structure. The empty storefronts and windows present opportunities to enliven the street with a series of vignettes about the history of Squirrel Hill or about what's to come in the future.







## Finding Your Way

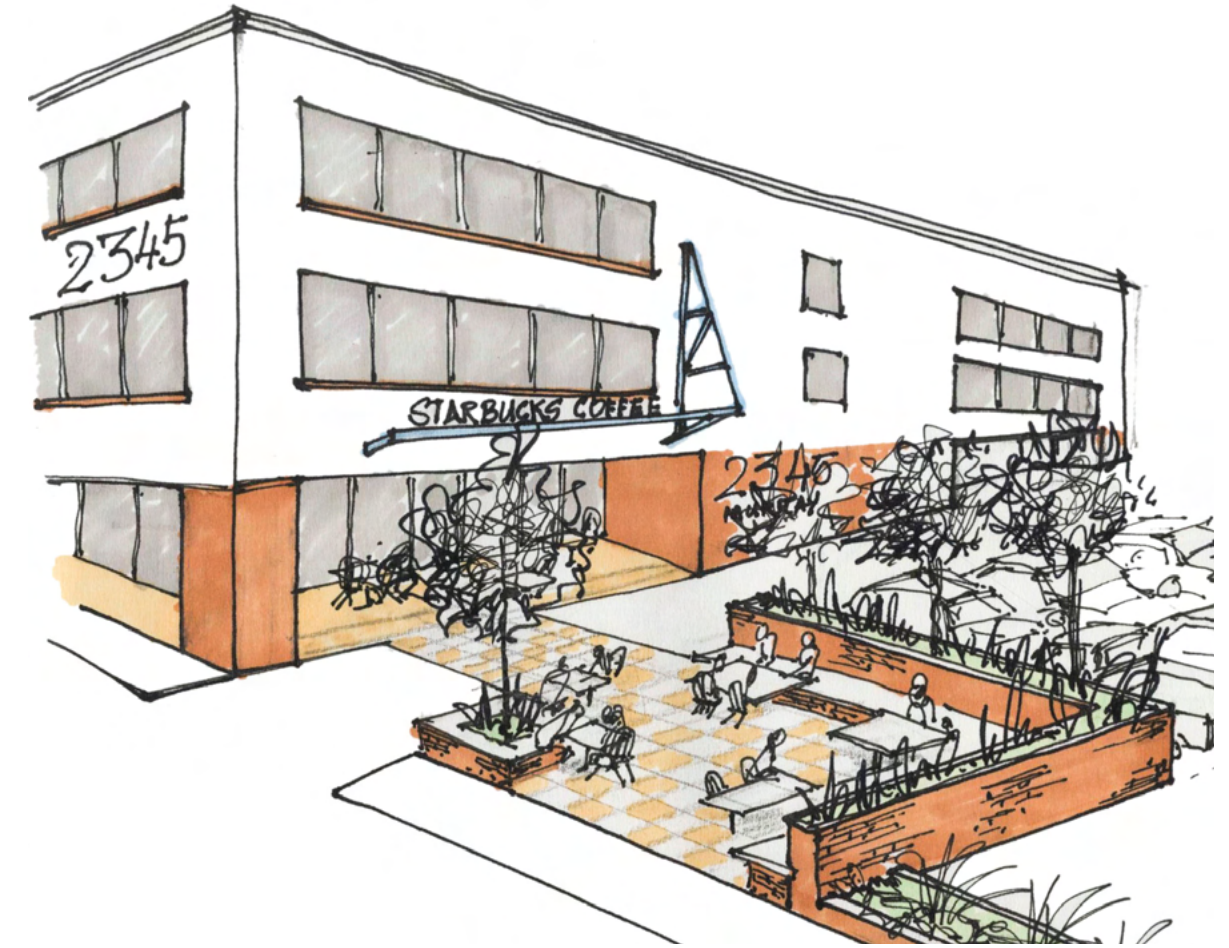
Wayfinding and interpretive signage can create a sense of place. While guiding the residents and visitors to the area's shops, restaurants and cultural amenities, it can also be a landmark element within a particular area.

Bus transit, being the primary means of commute for many of Squirrel Hill's residents and visitors, would benefit greatly from added signage showing bus schedules, routes and area amenities.

far left Information maps used by commuters  
left Example of an infographic map

## Room For People

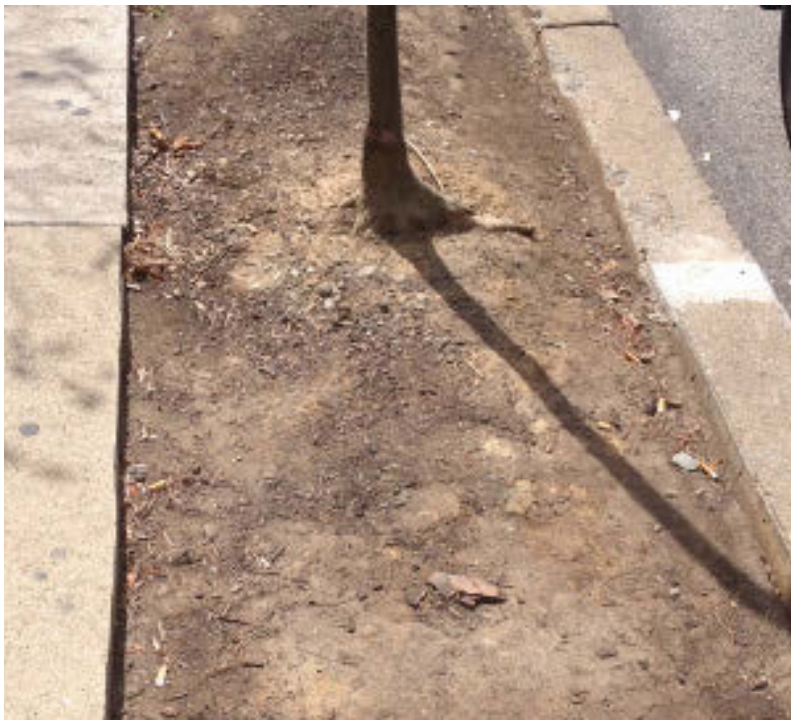
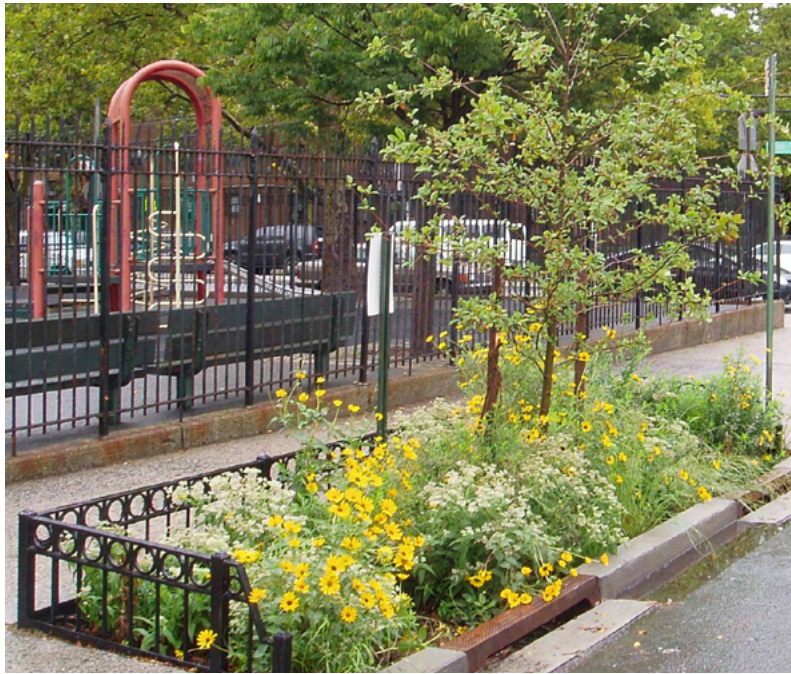
Creating dedicated leisure pockets for people by altering and modifying the existing urban context can improve the scope of human interaction. Pedestrians will tend to spend more time in these areas and thus activate the sidewalk. Such leisure pockets coupled with bus stops can create a much comfortable and safe environment for the commuters.



top  
bottom left  
bottom right

Parking spots claimed for seating  
Bench cutting in to the mound  
Bike corral at Independent Brewing Company





## Room For Nature

Though Squirrel Hill has sufficient green cover, the trees are aging and require investment to sustain a healthy tree canopy. Any sidewalk upgrade along the site should include pockets of permeable soil beds to help support tree growth. These would keep the neighborhood green and provide spaces that could help in the percolation of water and reduce the amount of water that would enter the combined sewer network in the event of a heavy rainfall.

Tree Pit guards integrated with seating provide not only protection for the tree and plantings, but can provide a much needed seating amenity for pedestrians.

**top left** Flowering shrubs at the sidewalk  
**bottom left** Dried planter beds along Murray Ave  
**top right** Seating integrated with planter  
**middle right** Seating integrated with planter  
**bottom right** Artistic street furniture

<http://switchboard.nrdc.org/blogs/plehner/autumn%20after%20cropped.jpg>  
<http://www.myrtleavenue.org/wp-content/uploads/2013/08/tree-guard-bench-sponsor-620x350.jpg>  
<http://harrismetalsmith.com/wp-content/uploads/2013/12/Craftsman-Style-Oak-Gate.gif>

## Community Building

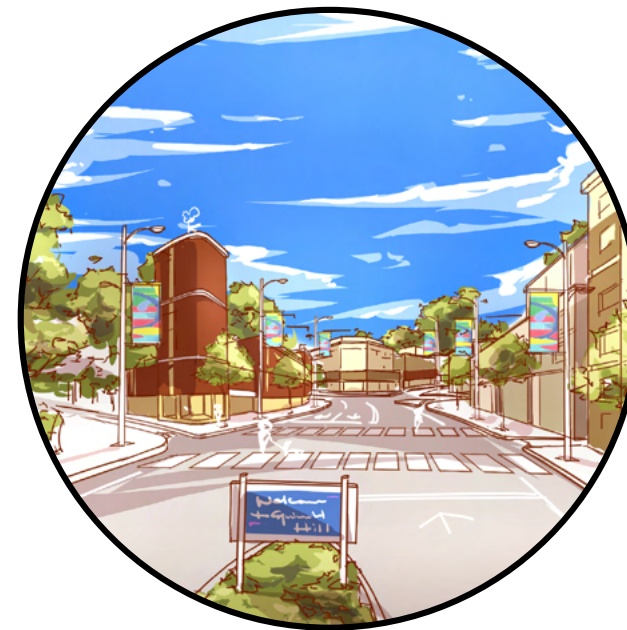
A few days of the year could be designated to help foster the sense of community, as well as reinforce the idea of ownership of the street and help drive the idea that the street is not meant only for the car but also for the pedestrian. Through co-ordination with various city agencies, selected streets could be shut down for traffic and public events organized on the street.

**top** Yoga at Market Square  
**bottom** Walk to School Day

[http://38.media.tumblr.com/3a268debec79d9f075ea7ab986d8d3be/tumblr\\_n96b91pzfZ1qz5zffo1\\_1280.jpg](http://38.media.tumblr.com/3a268debec79d9f075ea7ab986d8d3be/tumblr_n96b91pzfZ1qz5zffo1_1280.jpg)  
[http://uploads.thealternativepress.com/uploads/photos/72/best\\_cf8ec9714de09c2597c4\\_Walk\\_to\\_School\\_Day.JPG](http://uploads.thealternativepress.com/uploads/photos/72/best_cf8ec9714de09c2597c4_Walk_to_School_Day.JPG)







# DESIGN PROPOSALS

## The Meadow & The Hill

Bruce Chan  
Gavin D'souza  
Yu Lei

## Point Murray Place

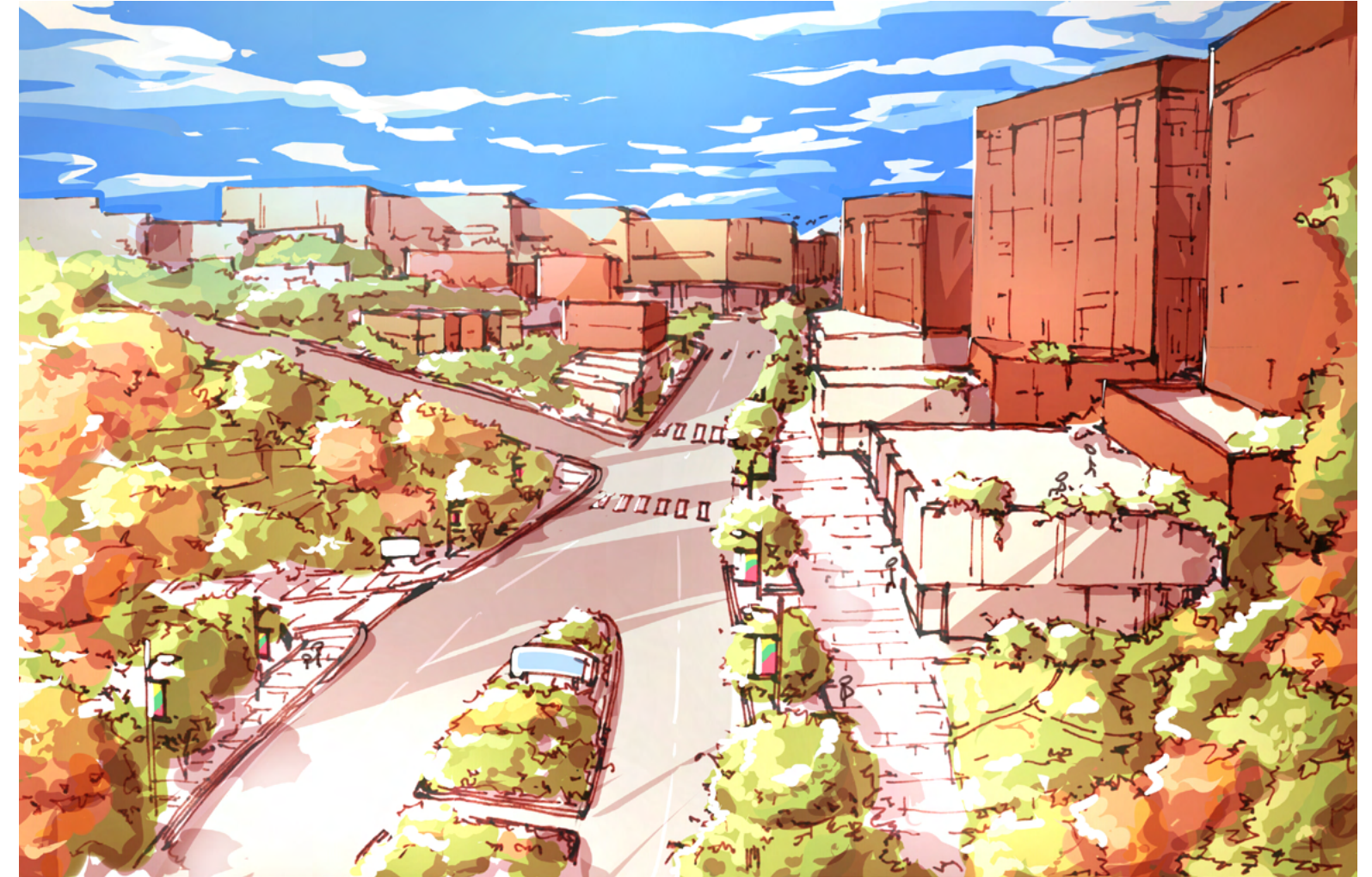
Pradipta Banerjee  
Juan Castellanos  
Hannah Schmitt

## Cascade Park

Ashley Archie  
Apurva Samant  
Xuan Xu

# THE MEADOW & THE HILL





## Design Objective

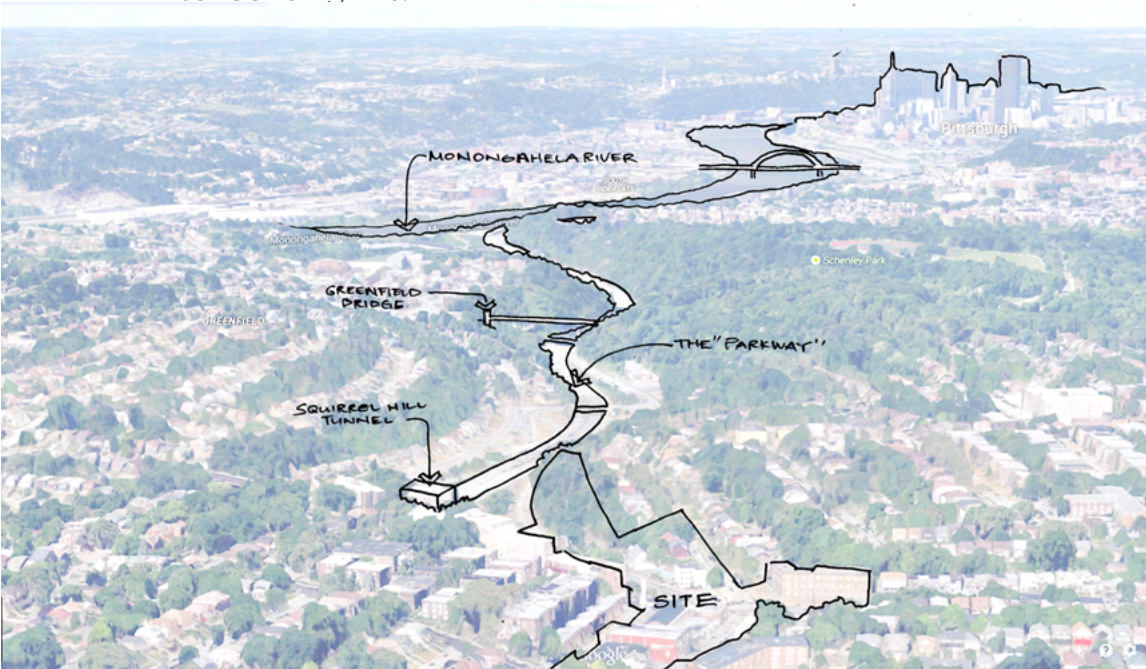
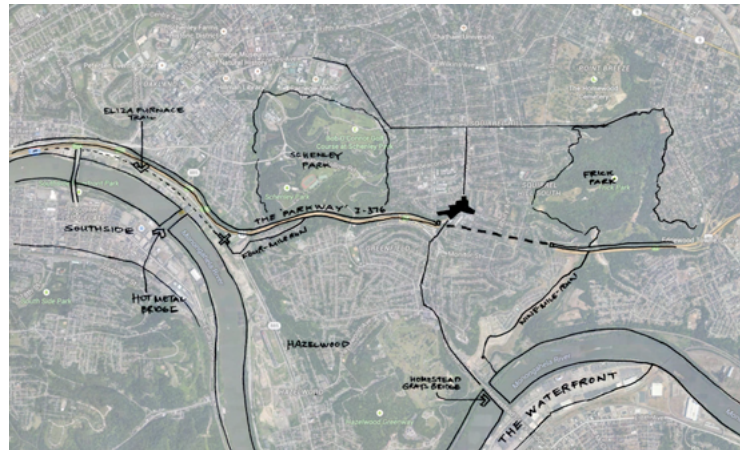
In re-envisioning the intersection, this proposal looks to the past and history to create a design that seamlessly melds into the existing urban fabric. This proposal's built environment mimics the stepped and terraced characteristics along Murray Ave., re-creating the 'hill' and sloped feature of the region. As a response to the lack of stormwater management and access to the river in Squirrel Hill, this proposal also provides a 'meadow' that filters storm run-off from the adjacent hills and provides much needed open space for the community. All of these design intentions are centered around a re-routed Pocusset Street.



# Existing Site Conditions

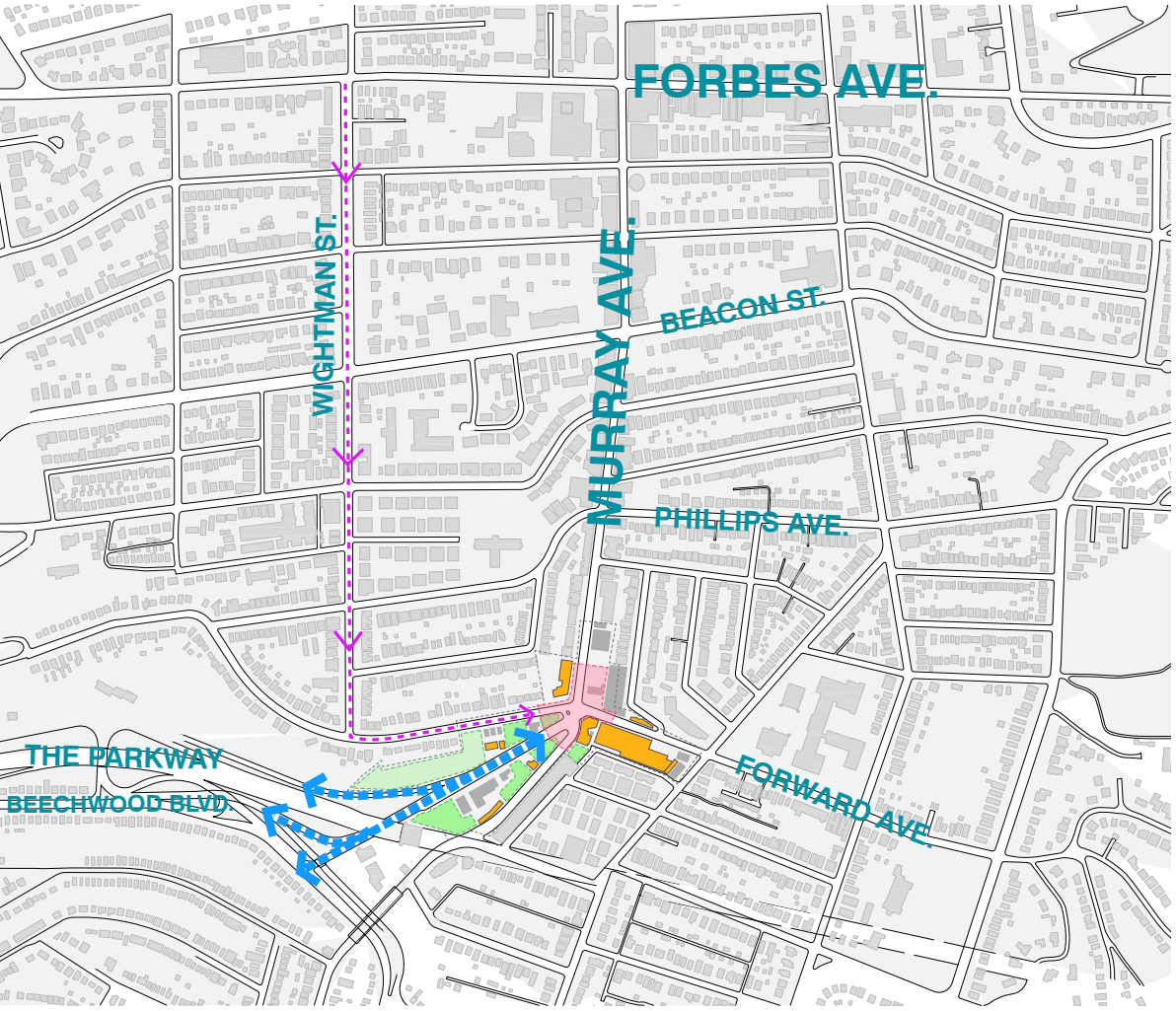
As is obvious from its namesake, Squirrel Hill has historically carefully navigated and taken advantage of the surrounding hills. Mostly low-rise development has characterized this area, affording great views and sightlines for many properties.

On the other hand, this sloped feature of the site has also created a bowl-like environment which pools storm run-off from the surrounding hills.



# Existing Site Challenges

Through insight provided by the Squirrel Hill Urban Coalition, this proposal addresses 5 main site challenges, which were substantiated by the community through the interviews and surveys. The challenges deal with 2 main characteristics of the site: vehicular traffic and underutilized parcels.



## Existing Site Challenges

- 1 Intersection**  
The 5-way vehicular intersection is confusing and difficult to navigate for both vehicles and pedestrians.
- 2 Speeding**  
The road configuration and Parkway on/off-ramps create ideal conditions for fast vehicular speeds.
- 3 Underutilized Buildings**  
Many of the buildings at the intersection have passed their useful lifespan, and are either vacant or would require significant modernization.
- 4 Vacant Land**  
There are many vacant and restrictively zoned parcels on the site which create a disjointed urban fabric.
- 5 Cut-Through**  
To avoid traffic, many vehicles utilize Wightman St. as a shortcut, creating higher traffic volumes than designed for on a neighborhood street.



# Proposed Transformational Tactics

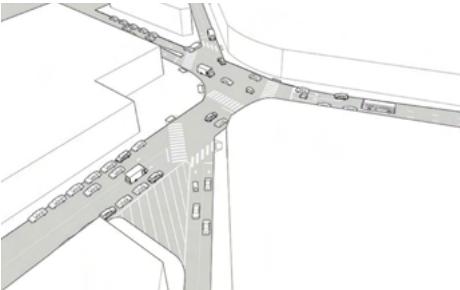
To address the 5 site challenges and achieve the 2 main objectives set forth by the Squirrel Hill Urban Coalition, this proposal utilizes 4 tactics to improve the identity, liveliness, and inclusiveness of the site.

## OBJECTIVES

- 1 Increase Investment Opportunities
- 2 Increase Pedestrian Activity

## TACTICS

1



### Re-Imagine the Intersection

- Provide multiple compact crossings.
- Create smaller blocks.

2



### Extend the Murray Ave. Built Patterns

- Continue the mixed-use commercial street facade.
- Improve the pattern of cut-ins.

3



### Link to the 4-Mile Run Hike & Bike Trail

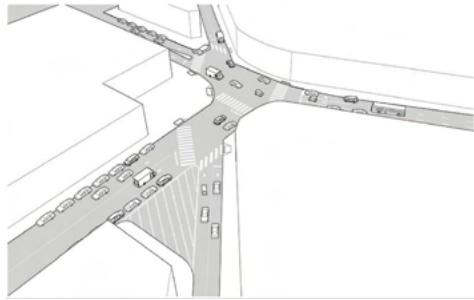
- Connect Squirrel Hill to the Monongahela River.

4



### Re-Envision the Gateway

- Build on the efforts of the Squirrel Hill Urban Coalition in creating a sense of arrival to the neighborhood.



Complex Intersection Analysis  
**Source:** *Urban Street Design Guide*. National Association of City Transportation Officials, October 2013.

## 1) Re-Imagine the Intersection

- Increase safety for drivers, cyclists, and pedestrians by improving lane striping and widths.
- Discourage cut-through traffic down primarily residential & narrow Wightman St. by relocating a street out of the intersection.
- Alleviate vehicular traffic by improving traffic lights and traffic patterns at the intersection



Storefronts along Murray Ave. between Hobart St. and Douglas St.  
**Source:** Googlemaps.

## 2) Extend the Built Patterns of Murray Ave. & Forbes Ave.

- Maintain the local neighborhood character of Squirrel Hill by retaining the architectural language of Murray Ave.
- Re-enforce the mixed-use commercial/residential vibrancy of Forbes & Murray to attract new development.



**Top:** This portion of Pocusset St. along the southern boundary of Schenley Park, which connects to the Greenfield Bridge, was converted in early 2014 from a vehicular street into a bicycle and pedestrian street.  
**Bottom:** The western most parcel on the proposed site, which runs along the on-ramp to the 'Parkway', is currently zoned as Park and is underutilized.  
**Source:** Photos by Bruce Chan.

## 3) Link to the Eliza Furnace Trail & to Greenfield

- Re-introduce a trail connection to the river that can connect Squirrel Hill to Downtown.
- Re-connect the residents & businesses on Beechwood Blvd. and Greenfield to south Squirrel Hill.
- Provide a Stormwater management meadow at the bottom of Murray Ave. that can be holistically integrated with the Monongahela River.



**Top:** A view looking north on Forward Ave. from Beechwood Blvd.  
**Bottom:** A rendering from Rothschild Doyno Collaborative's *Gateway to Squirrel Hill* study, June 2009.  
**Source:** Googlemaps and shuc.org

## 4) Re-Define the 'Gateway' into Squirrel Hill

- Introduce a bold, unique, and experiential traffic calming gateway at the bottom of Forward Ave..
- Build upon the investment already implemented by SHUC along Murray Ave. h attract the city county and state in creating a sense of arrival for the entire region.
- Integrate The Parkway into the Gateway experience.



# Proposed Transformational Site Plan

'The Meadow and the Hill' Proposal strategically executes the 4 tactics on the site. In addition, the proposal extends the site extent south to also include the on- and off-ramp of the 'Parkway' along Beechwood Blvd.

## 1) Re-Imagine the Intersection

Pocusset Street, characterized as a mainly residential neighborhood street, is the most unlike of the 5 streets entering the intersection. Therefore, Pocusset Street is proposed to be re-routed closer to the 'Parkway' across currently 3 vacant residential parcels. The existing Pocusset Street leading into the intersection can then be converted into a cul-de-sac street. The intersection can then be re-striped with a reduced 4 lanes of traffic instead of 5.

## 2) Extend the Murray Ave. Built Patterns

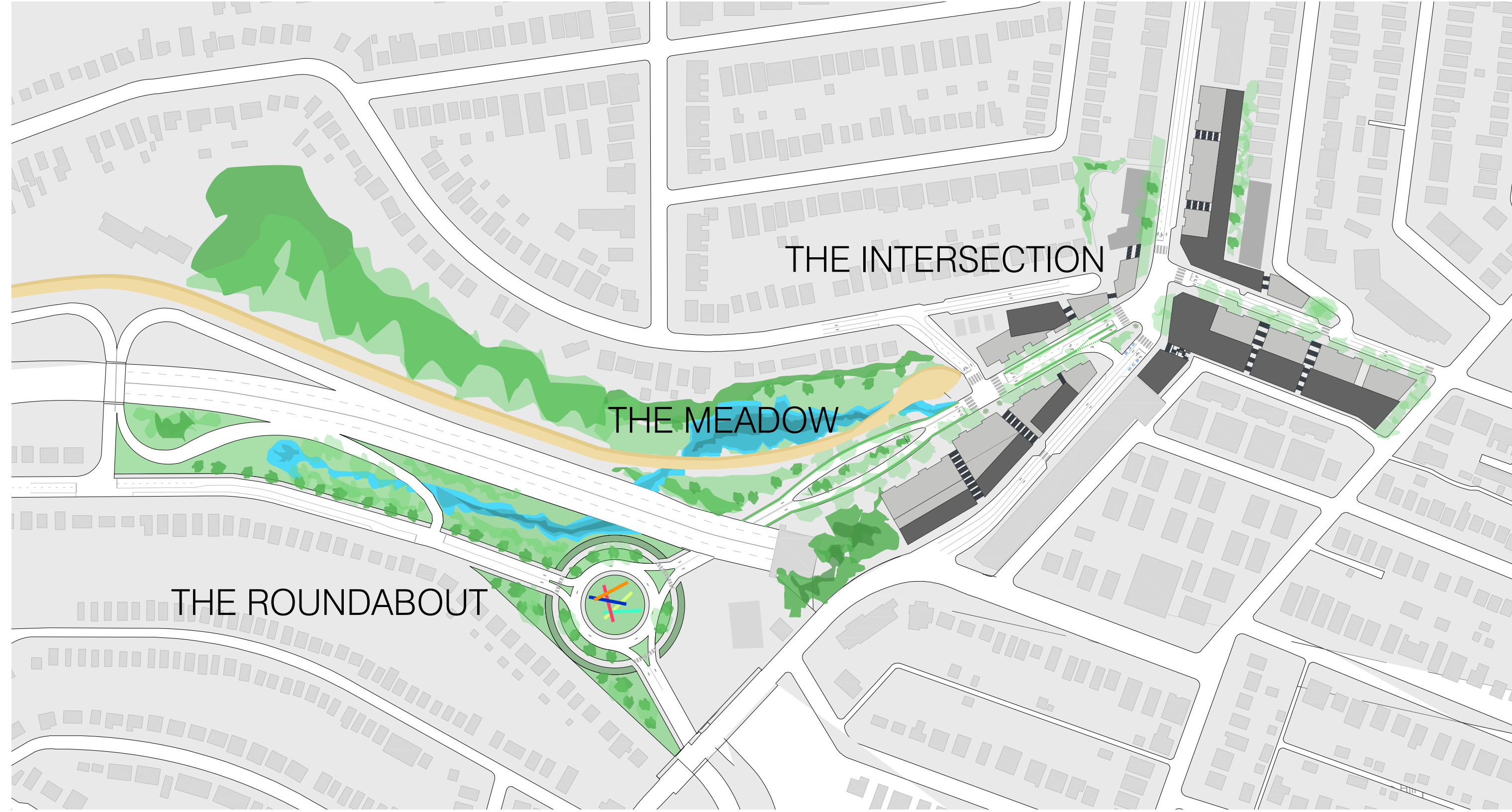
As a holistic and uniformed approach to the site, the proposed built forms recreate the stepped and terraced buildings. The street edge

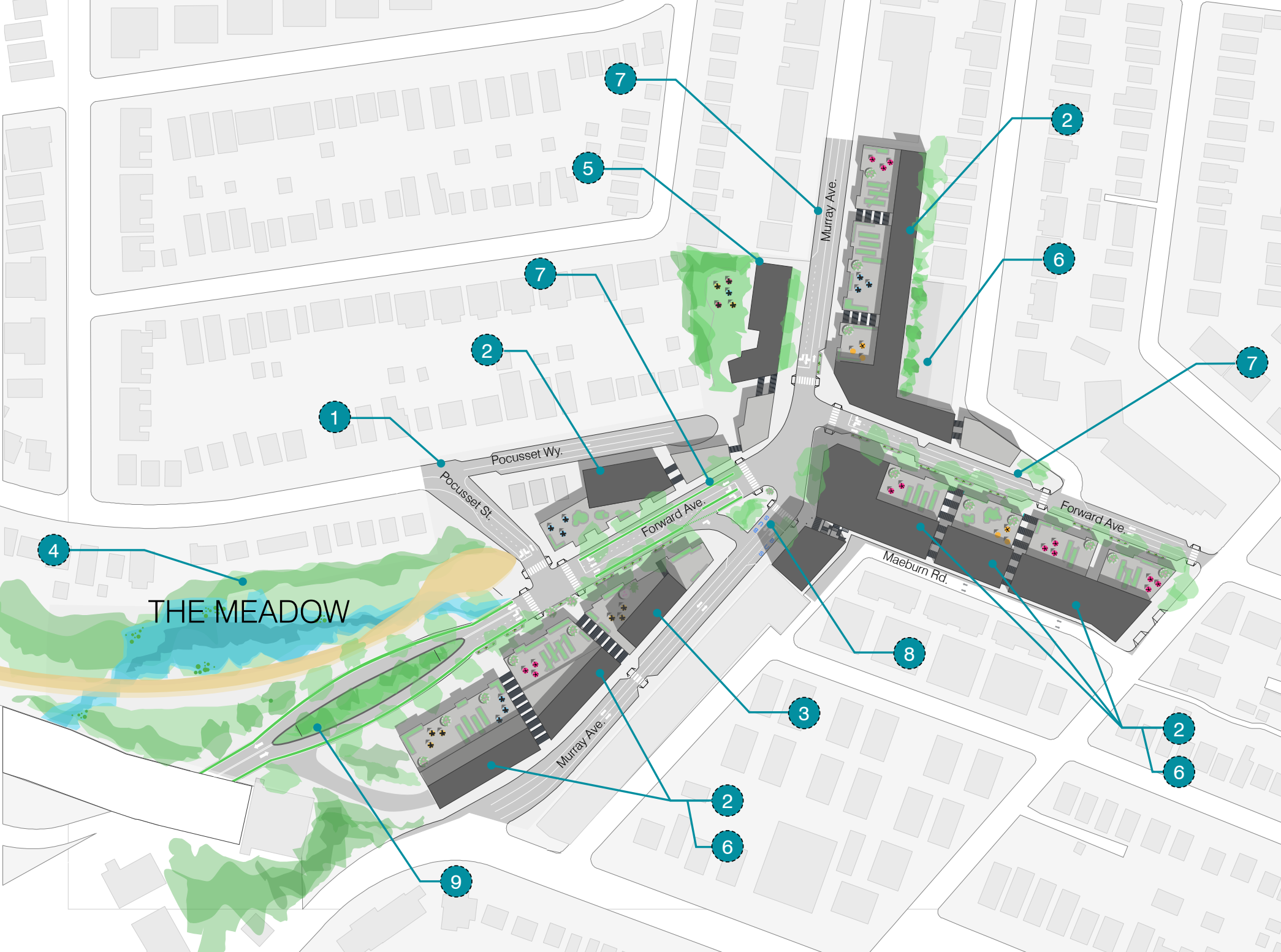
## 3) Link to the Eliza Furnace Trail & Greenfield

To reduce speeding vehicular traffic from Forward Ave. to the west-bound on-ramp of the 'Parkway', this proposal analyzed the existing routes that connect to the highway structure. The research revealed that there are currently two duplicate on-ramps for west-bound traffic: one from Forward Ave., and another from Beechwood Blvd. Furthermore, upon further research, it was revealed that there was a historic link from the river to Squirrel Hill via Saline Street, which was replaced by the 'Parkway' in 1953. Therefore, this proposal suggests converting the on-ramp from Forward Ave. into a trail connection to this historic link.

## 4) Re-Envision the Gateway

The idea of a 'Gateway' into Squirrel Hill is proposed to be incorporated with a re-design of the 'Parkway' on- and off-ramps. A 'Roundabout', which can self-regulate and organize traffic flow, is designed at the intersection of Forward Ave. and Beechwood Blvd, providing a connection between Greenfield and Squirrel Hill. The 'Roundabout', as a traffic organizing tool, can also act as a 'Gateway' to Squirrel Hill.

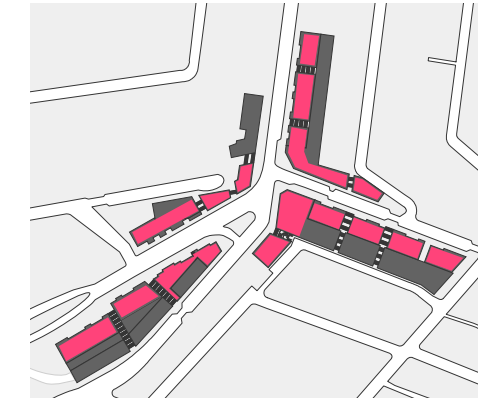




## Proposed Intersection Site Improvements

- 1 Re-Routed Pocusset St.
- 2 Mixed-Use Buildings w/ Roof Terraces
- 3 New Hotel
- 4 Stormwater Management The Saline St. Hike & Bike
- 5 Re-Purposed Bell Telephc Exchange Building
- 6 Buried Parking Structure
- 7 Re-Striped into Complete Streets
- 8 Bus / Transit Hub
- 9 Traffic Calming Island

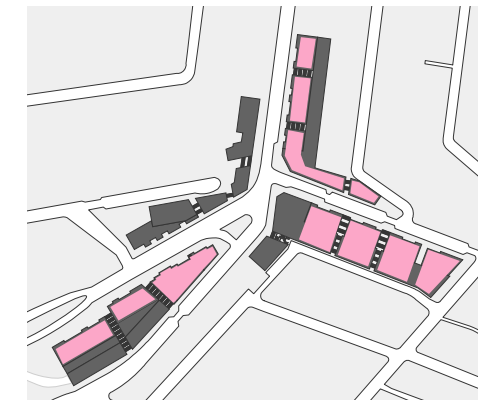
### Program Distribution



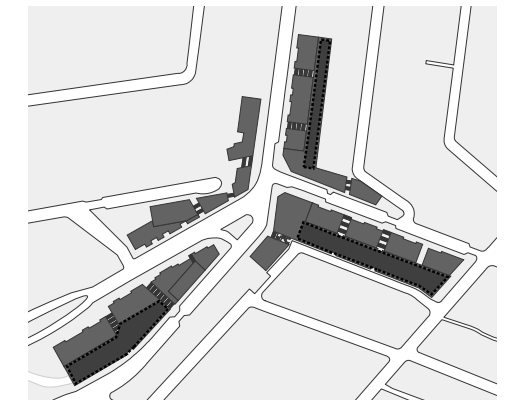
Commercial Uses



Residential Uses



Office Uses



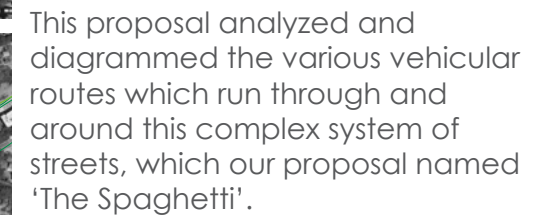
Parking Improvements

The pattern of ground-floor storefronts and stepped-back residential units is proposed for the built forms.





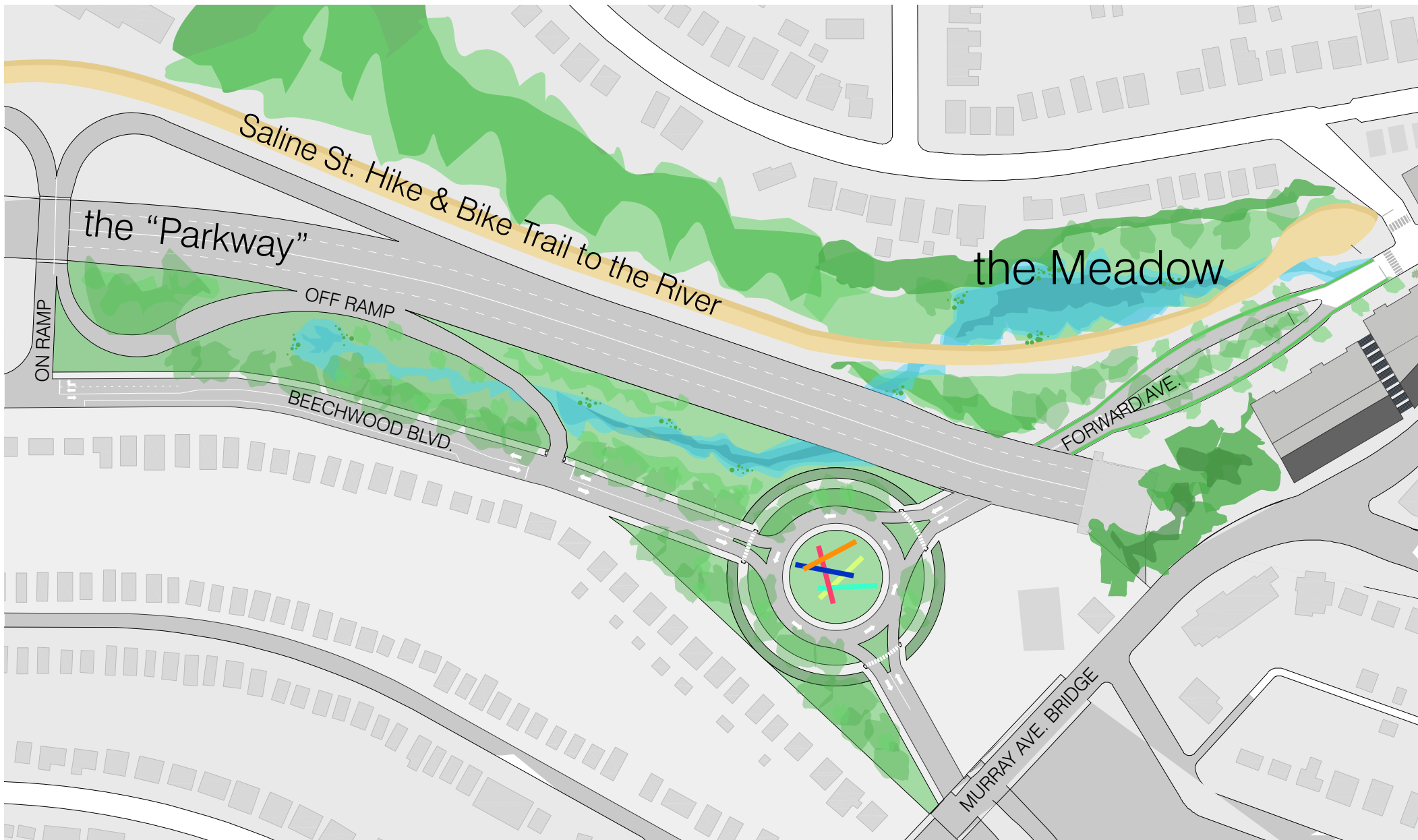
**Top:** Parcel Map, 1872  
**Middle:** Aerial Photo, 1939  
**Bottom:** Aerial Photo, 1957  
**Source:** G.M. Hopkins Maps, [peoplemaps.esri.com](http://peoplemaps.esri.com)





# The Gateway

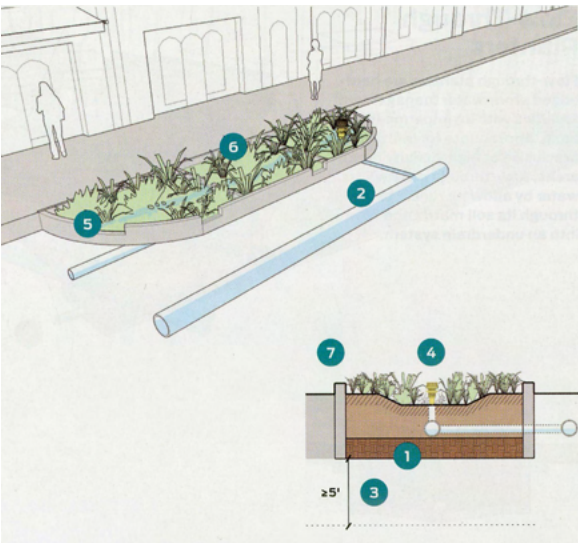
Incorporating the 'Roundabout' and the 'Meadow', the proposal for the 'Gateway' begins to address the logistical and regional issues that currently characterize the site. The re-designed 'Gateway' provides improved vehicular flow and pedestrian connections between Squirrel Hill and Greenfield .



# Precedents: Roundabouts & Bioswales

Following the success of the Roundabout in Rochester, PA in 2012, PennDOT is looking into expanding the use of roundabouts in troubled areas. Bioswales are vegetated, shallow, landscape depressions designed to capture, treat, and infiltrate stormwater runoff as it moves downstream.

Roundabouts  
L: Rochester, PA  
R: West Haven, CT



Bioswales  
L: Indianapolis, IN  
R: NACTO Urban Street Design Guide



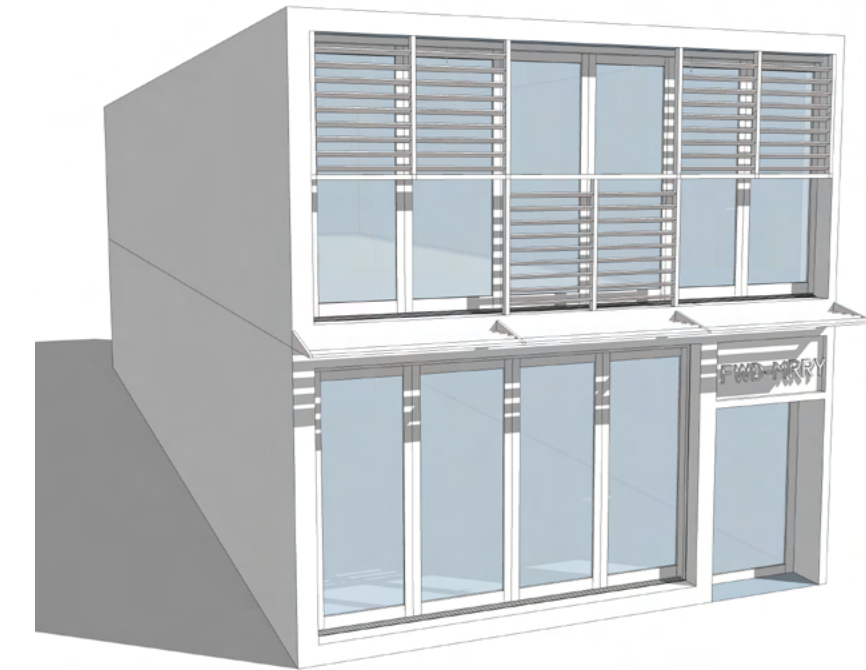


Module System with Open Space Between.

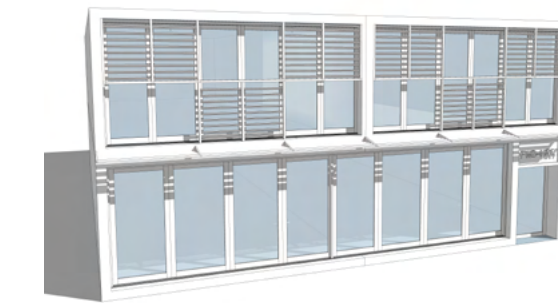
## The Modular System

The site is envisioned as an incubator and supporter for local businesses. The small to medium scale businesses not only are supported by the residents and visitors to the neighborhood, but also act as an important amenity for the community. In order to facilitate and encourage local stakeholders to occupy the rentable spaces, efforts are made to reduce the cost of construction and convert the savings into reduced rents, making it more accessible to prospective small business owners. Thus, this proposal utilizes a modular unit as a method to standardize the design.

Based on a survey conducted on Murray Avenue of current stores, the benchmark for the ideal unit dimension is 20' x 30' which can be used as a single unit or in combination. By arraying these units along the street edge, the commercial hub of the site takes shape. The absence of a unit provides a space for stairway connections, reminiscent of the 7 stairs along Murray Avenue which provide access to the set-back houses overlooking the street.

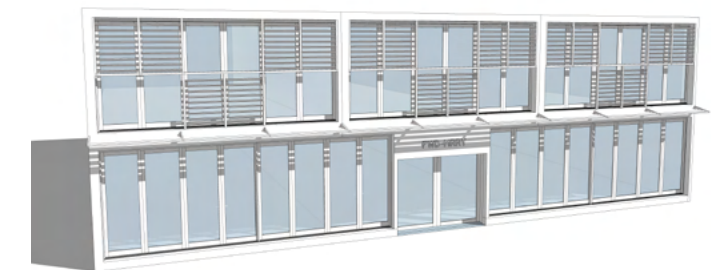


- BASE MODULE
- Cricket
  - Waffalonia
  - Razzzy Fresh



### TWO MODULES

- Cold Stone Creamery
- First National Bank
- Pinsker's Judaica Center

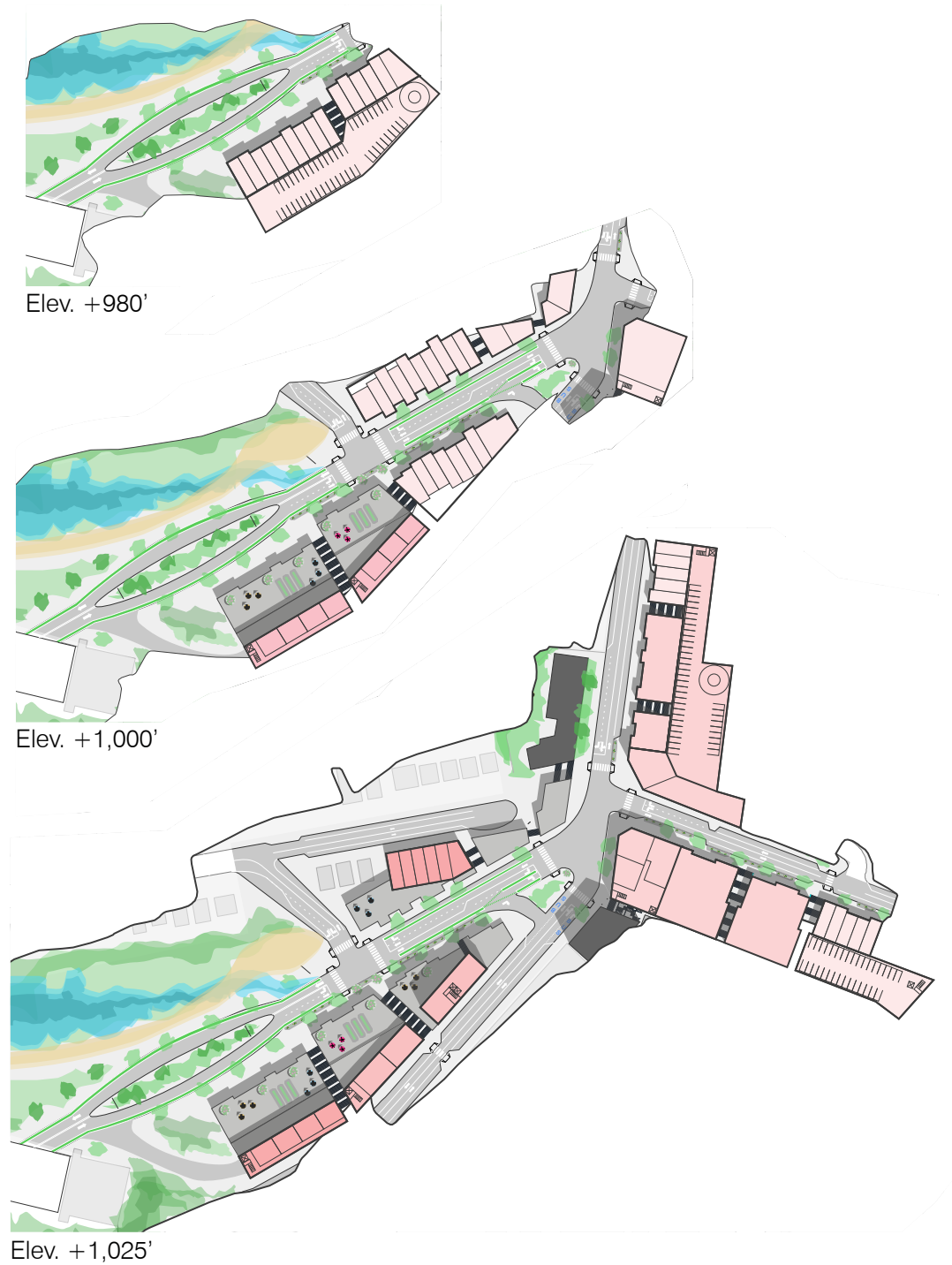


### THREE MODULES

- Schoolhouse Yoga
- Pamela's Diner
- Squirrel Hill Jewelry

Units of the proposed Module System with Potential Uses from existing Squirrel Hill Businesses.

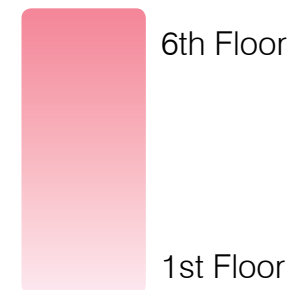




## Building Typology: Floor Plans

The Modular System is utilized to house ground- and second-floor commercial and office uses. The modules are 'plugged' into the more traditional building structure which are programed as residences. These residential building structures, which are set-back from the street, recreate the unique stepped and terraced building typology found along Murray Avenue.

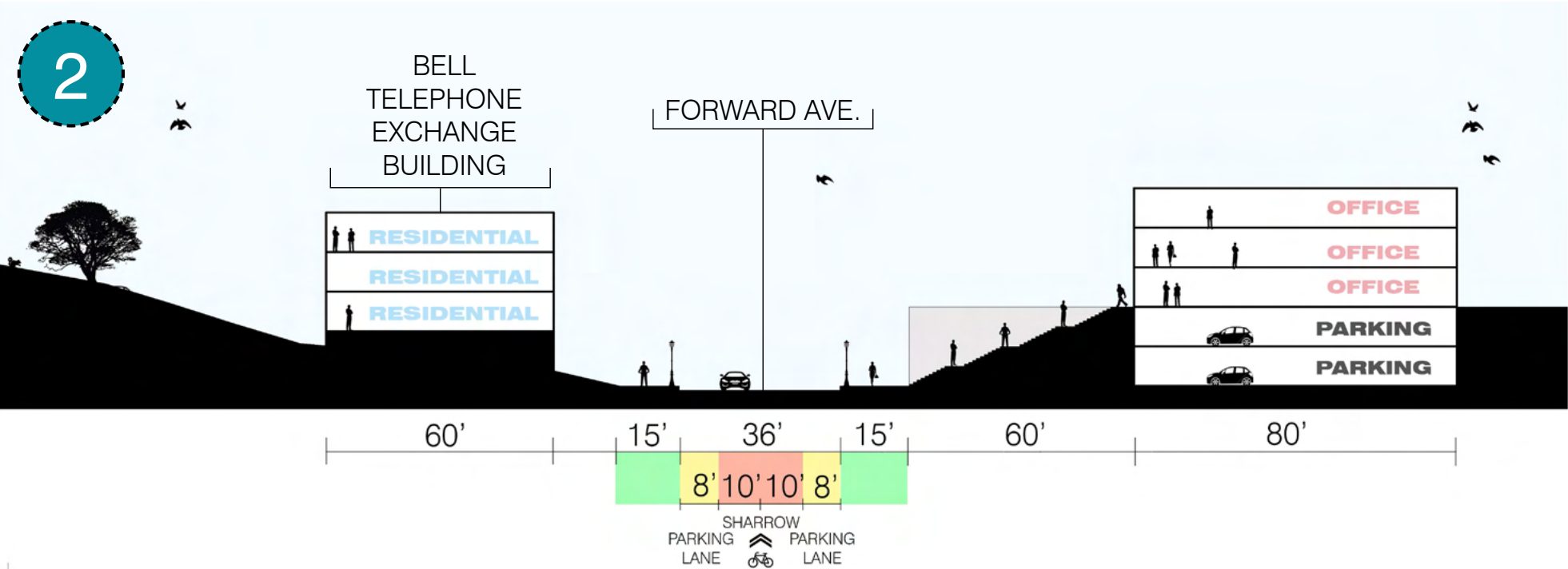
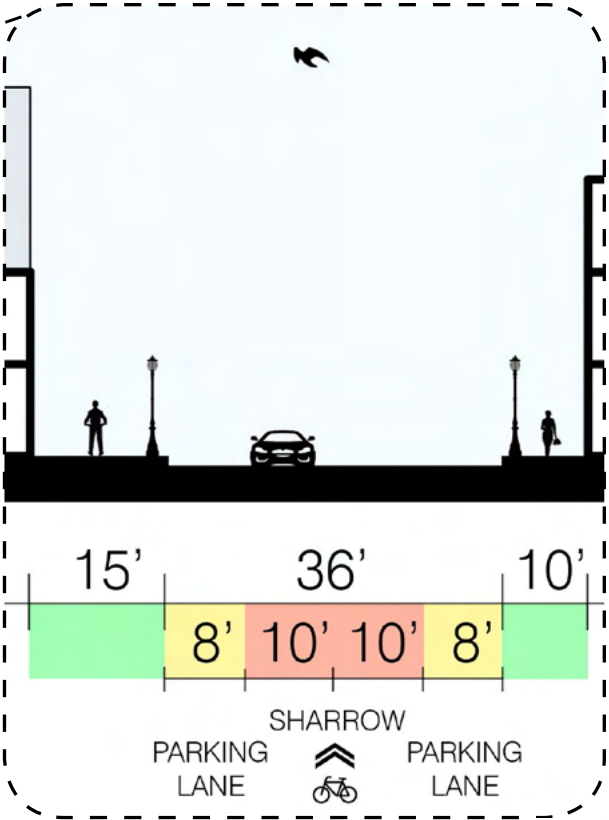
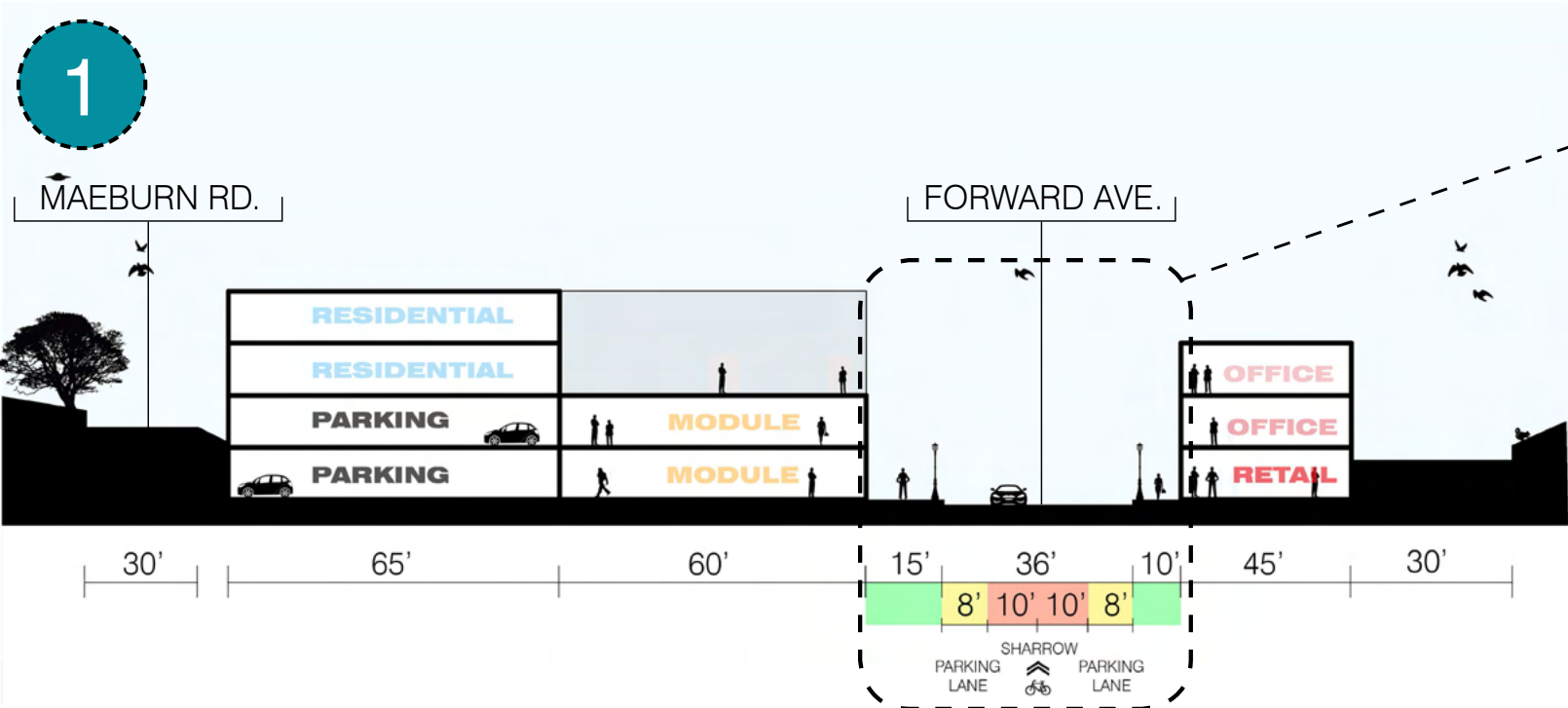
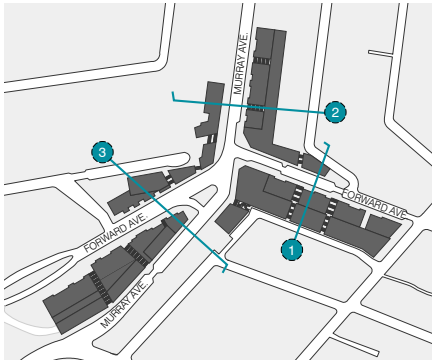
The Approximate Floor Shown from each Building's Ground Floor



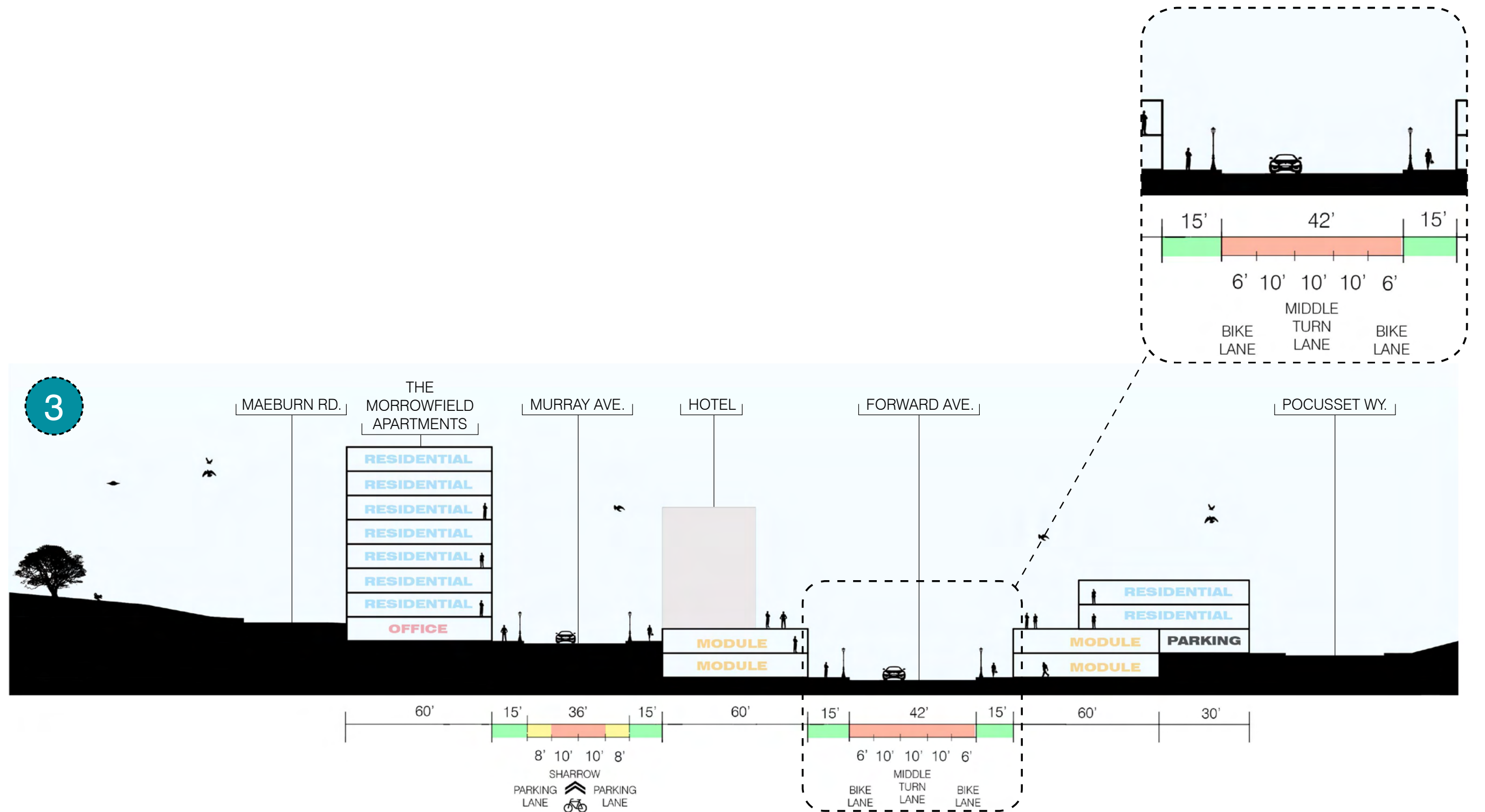
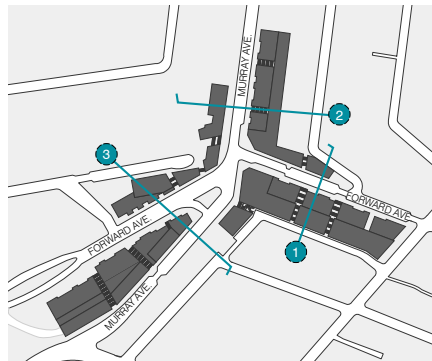


# Building Typology: Site Sections

The proposed buildings are laid out to follow the bi-axial contours of the site, reinforcing the sloped and stepped character of Squirrel Hill. By retaining similar heights along the entire extents of the site, a gentle stepping of masses is achieved, providing visual access to the buildings in the background. The particular steep gradient in the region, as well as the past grading undertaken, provide opportunities to sequester parking structures into the hillsides, affording necessary parking while at the same time maintaining a more human-centric building street facade.



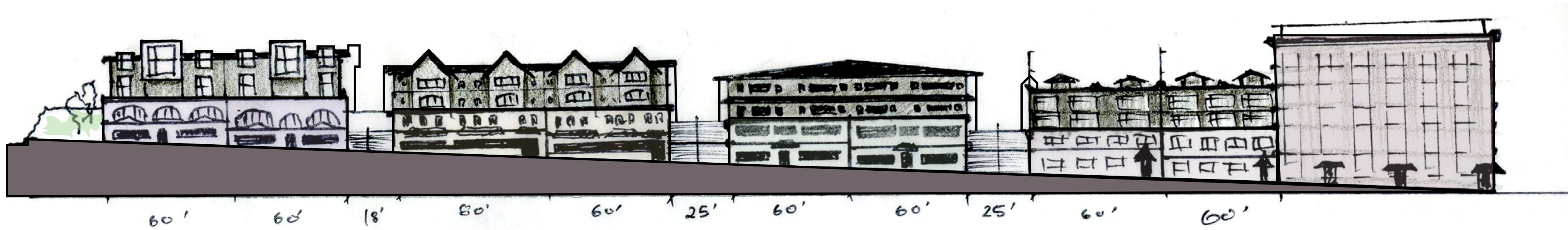








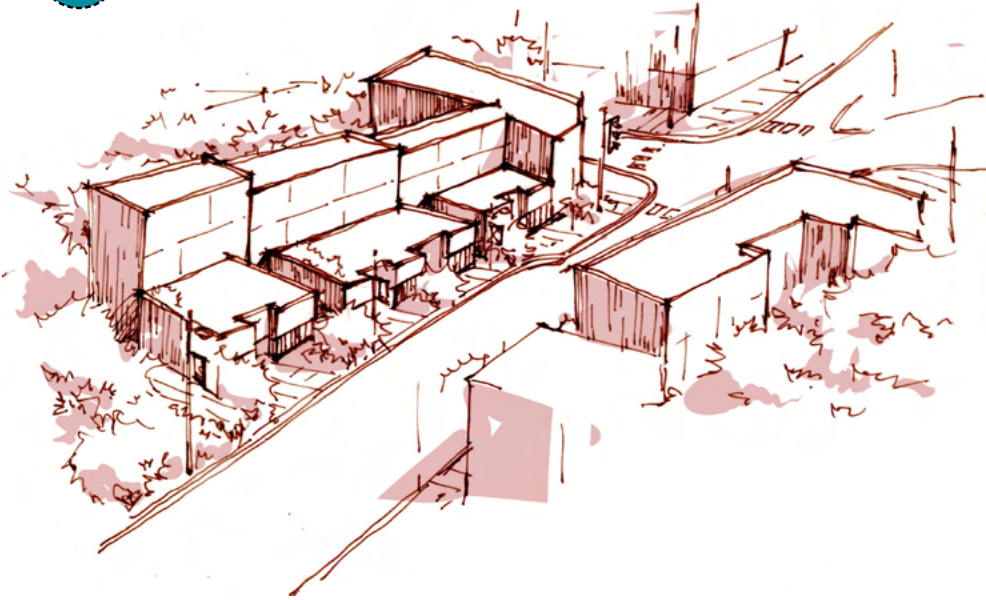
Existing Elevations Along Murray Avenue.



Proposed Elevations At The Gateway.



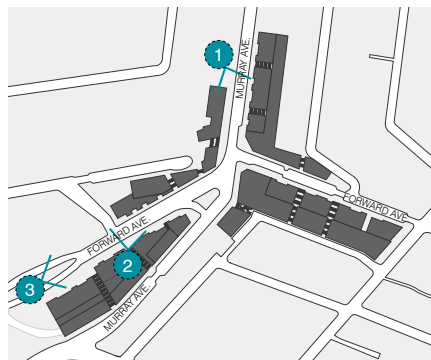
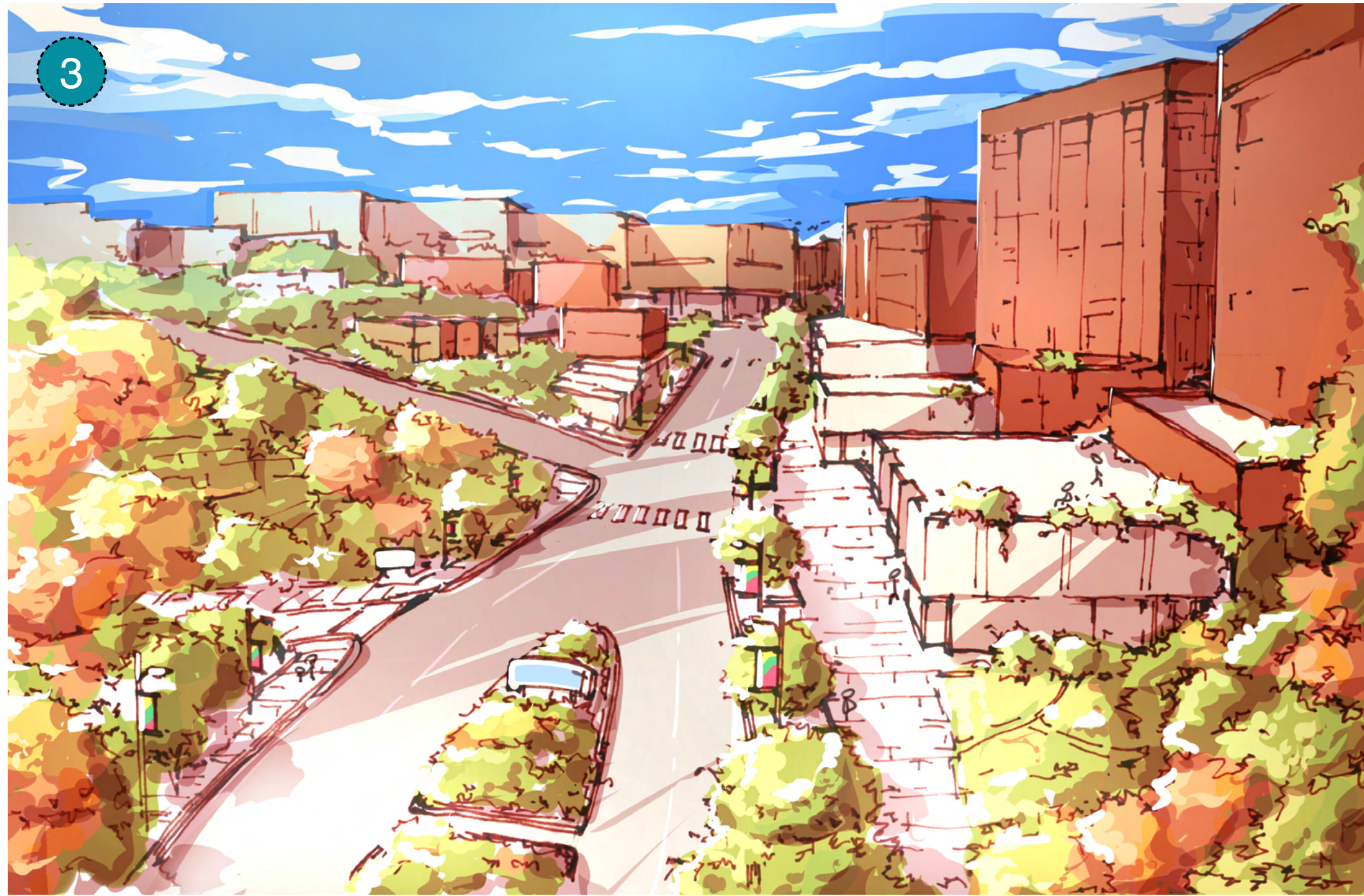
1



2

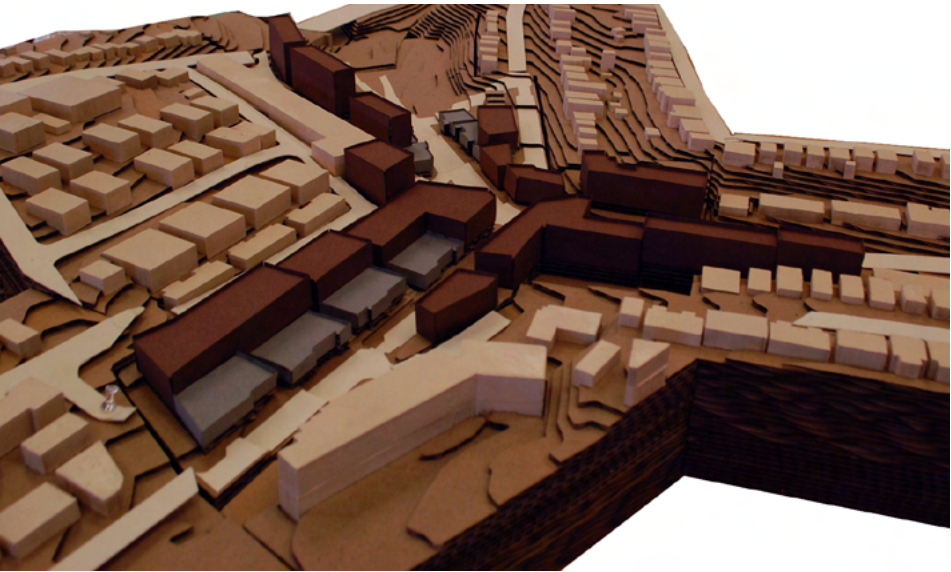
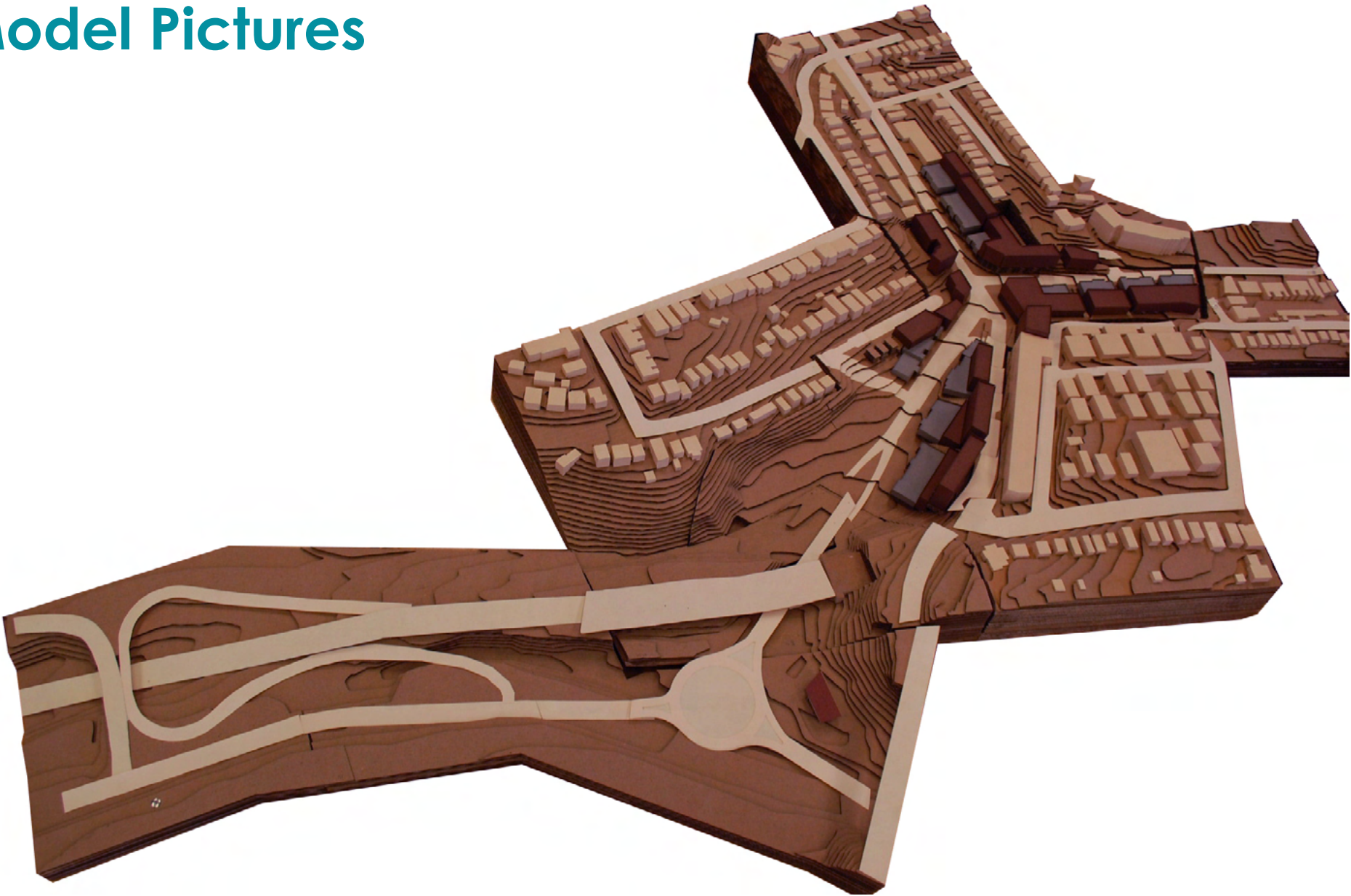


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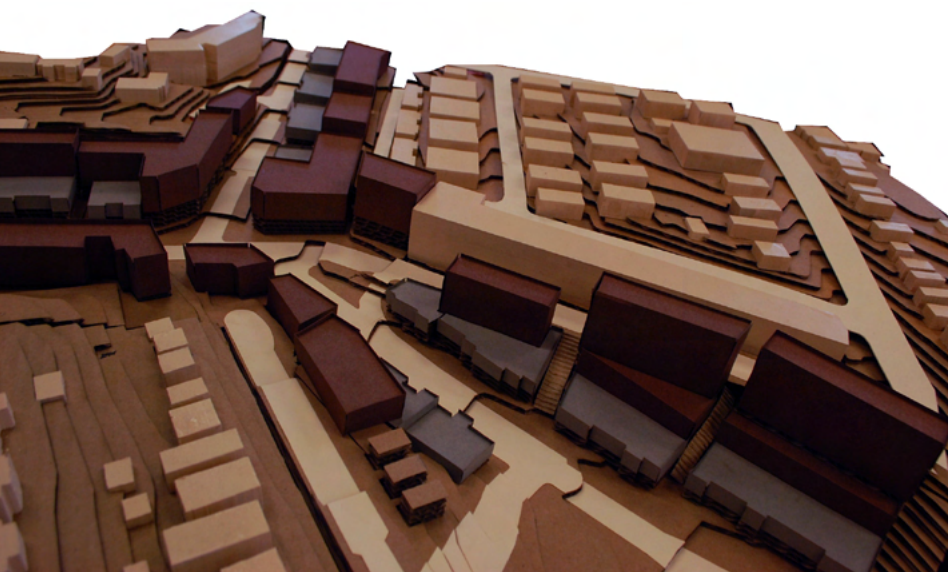




# Model Pictures



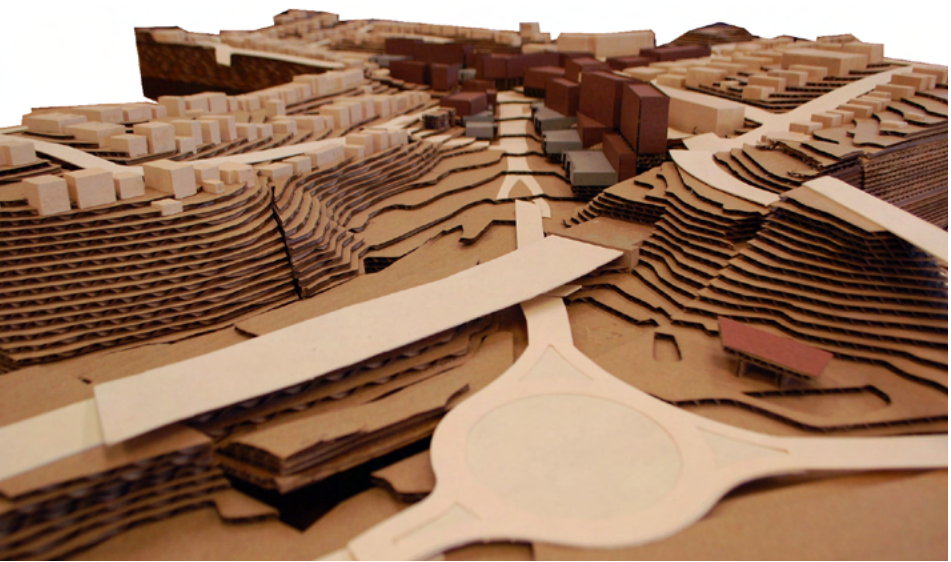
A south-west view, with the Shady Ave. Apartments in the foreground, and the Squirrel Hill Tunnel in the background.



An east view, with the Shady Ave. Apartments in the background, and cul-de-sac Pocusset Way in the foreground.



A north view, with the Morrowfield Apartments in the foreground, and Murray Ave. in the background.



A north-east view, with the Squirrel Hill Tunnel and proposed Roundabout in the foreground.



# POINT MURRAY PLACE





## Design Objective

Squirrel Hill is unique: A diverse local flavor with an international presence, large expanses of green space and main street living. Point Murray presents the opportunity to bring together all the good things that make you go nuts for Squirrel Hill. We seek to add to the essence of the neighborhood charm by creating active, fun, and safe spaces. By extending the rhythm of Murray Street to this intersection we want to celebrate Murray's southern gateway. By bringing multi-family housing we seek to create a smooth transition to the low density family residences in the surrounding streets. By adopting creative solutions, each of the spaces become multi-functional places.





Source: Google Maps

## Identity

Point Murray Place seeks to highlight the unique identity of the project site by:

- Creating signature buildings that honor the unique triangular lots formed by the intersection of five streets.
- Forming an end cap to the Murray Avenue retail corridor at the intersection of the residential and commercial streets.
- Reducing the LANE of each of the five streets to allow for an expanded greenway.

## Liveliness

Point Murray Place seeks to add to the liveliness of Squirrel Hill by:

- Expanding the sidewalk to allow for greater activity spill out from the ground level businesses and for greater physical connection between each side of the street.
- Concentrating a variety of building uses and housing types at Point Murray Place, animating the intersection with a diversity of residents, workers and visitors.
- Gradually revealing the site as the road lanes converge, giving a strong sense of arrival from each direction.



Source: <http://blog.timesunion.com/tablehopping/files/2010/03/sidewalk-cafe.jpg>



Source: <http://www.qgtlaw.com/files/6113/5249/6698/Arcade.jpg>





Source: [http://www.blogto.com/city/2008/08/pedestrians\\_learn\\_to\\_scramble\\_at\\_yonge\\_dundas/](http://www.blogto.com/city/2008/08/pedestrians_learn_to_scramble_at_yonge_dundas/)

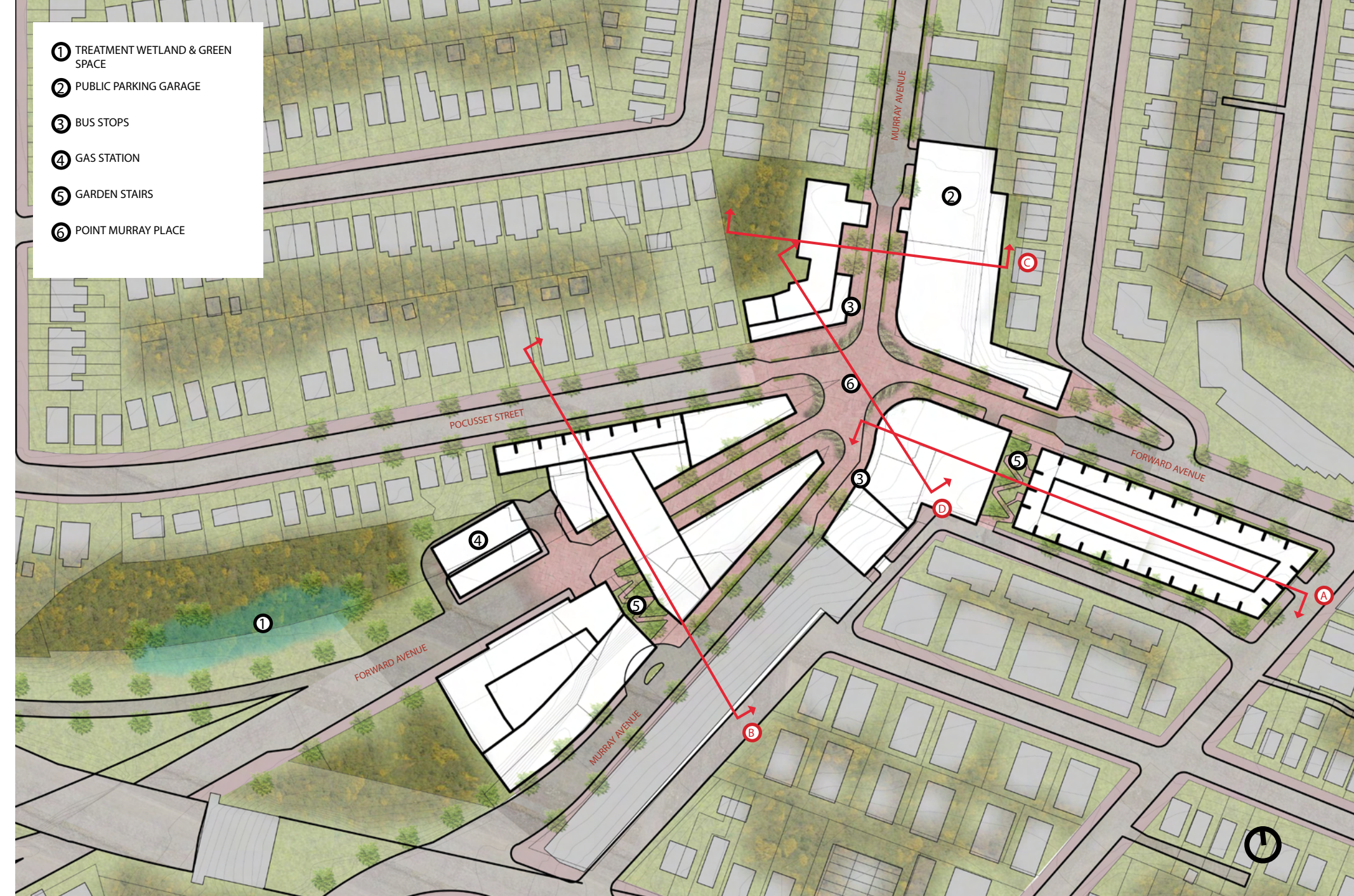


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## Inclusiveness

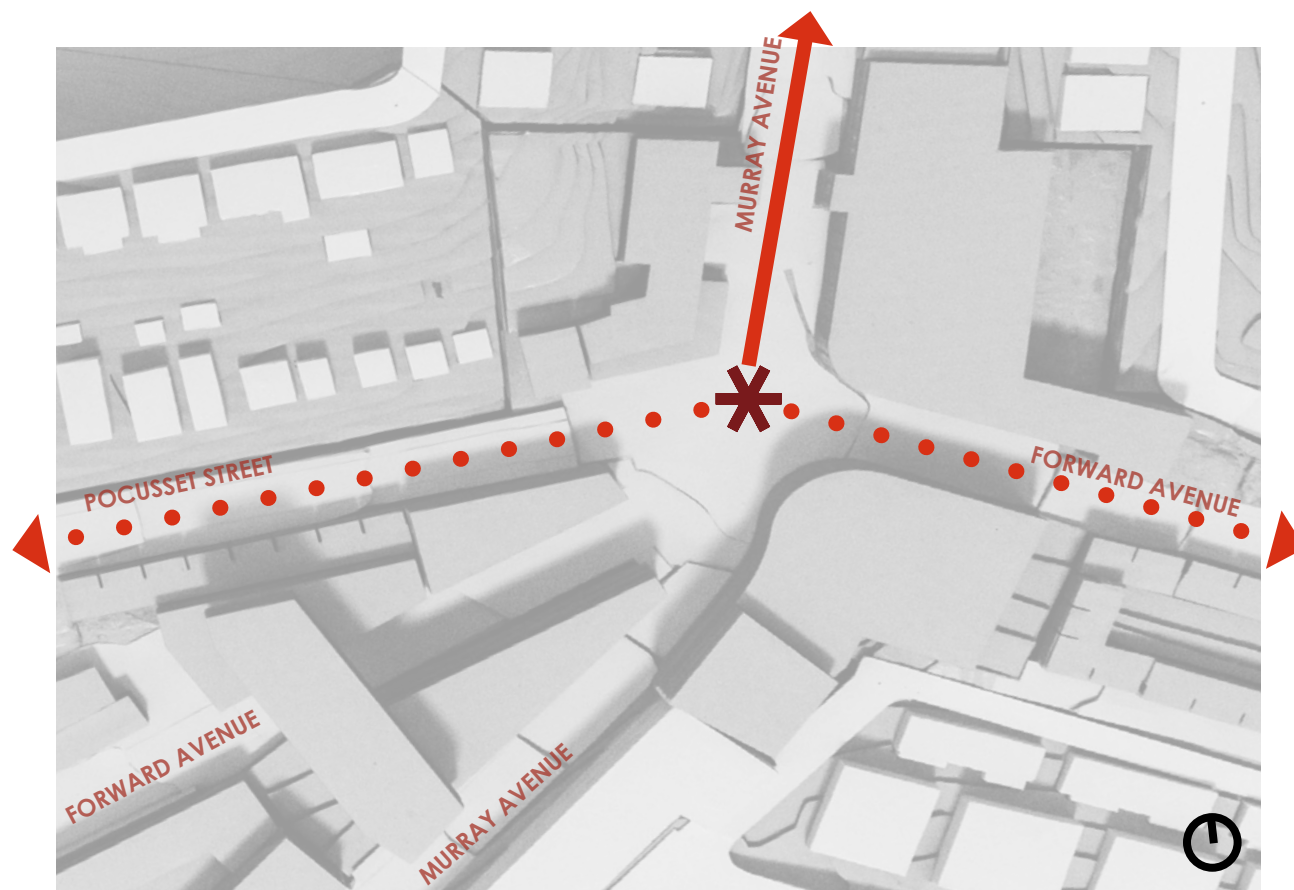
Point Murray Place seeks to create a more open and inclusive space by:

- Facilitating connections between existing housing areas and Point Murray Place's commercial core.
- Enhancing the safety of all modes of transportation at the intersection through lane reductions, expanded sidewalks and an All Walk Signal.
- Relocating the gas station to a more suitable location closer to the Parkway onramp and improving its offerings to provide a wider array of services and energy needs for its users.



## Site Plan





# Study Diagrams: Concept

The site is characterized by two types of streets: the local residential street type of Pocusset Street and Upper Forward Avenue and the neighborhood commercial retail corridor of Murray Avenue. The design seeks to bridge and link these two street typologies as they meet and cross the Forward-Murray Intersection. This creates an opportunity to cap and celebrate the southern end of the retail corridor.

The design organizes the urban form and programming to work within the context of the existing conditions and provide a seamless transition between the retail businesses on Murray Avenue, the single-family homes on Pocusset Street and the medium density apartment buildings behind the Morrowfield Apartments.

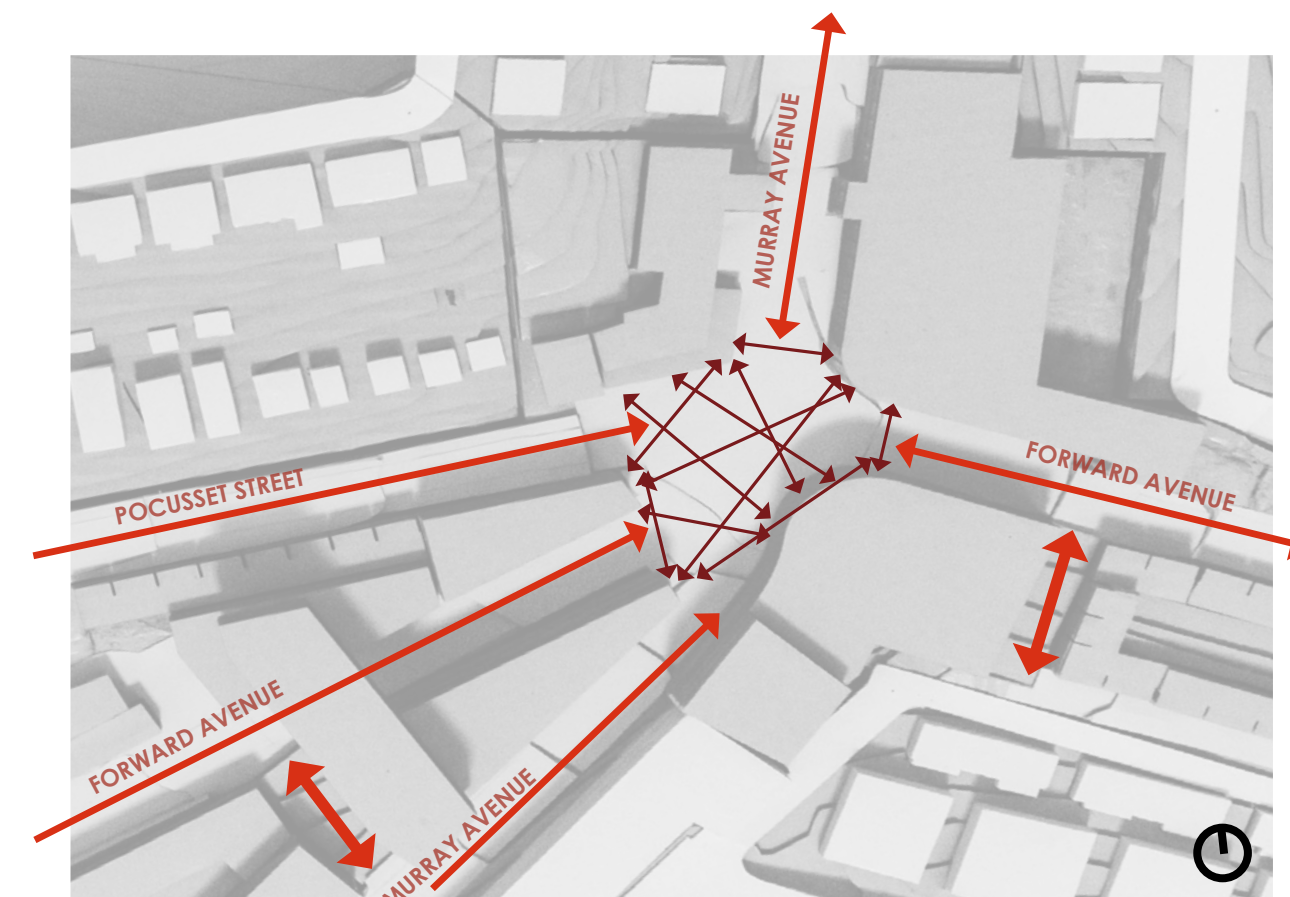
This is an unique location shaped by the intersection of 5 distinct streets and we seek to celebrate the triangular lots created by this condition. Our design pushes out the building edge to the property line along commercial streets, while providing a sizable setback along the residential ones.

# Study Diagrams: Pedestrian Circulation

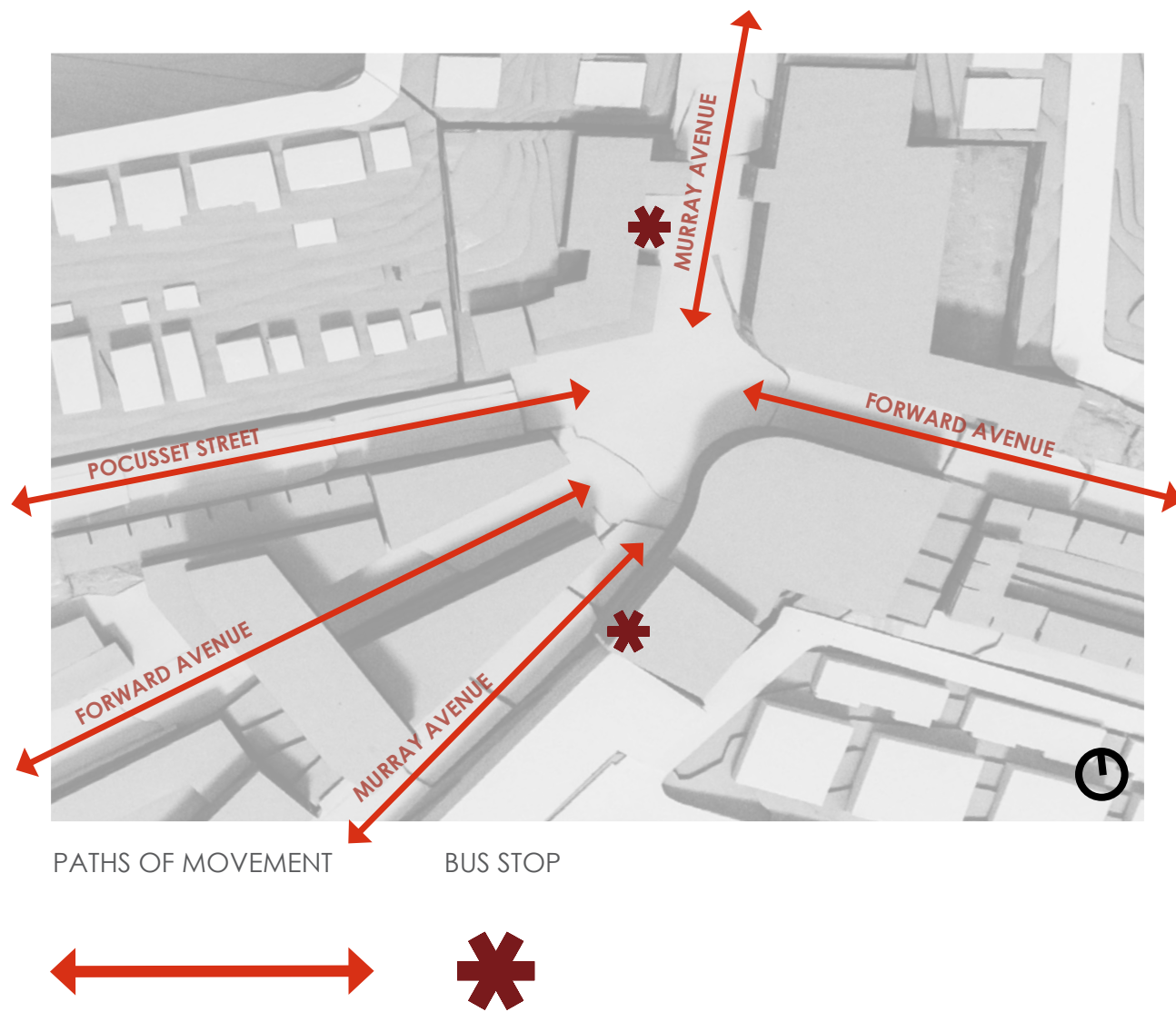
Improving pedestrian safety and accessibility at the Forward-Murray intersection was set as an important goal by the community. The design seeks to enhance the safety of the site by expanding the sidewalk area and providing ample space for walking and street-level activities. The more activities at the street-level the more attention drivers will pay.

The design proposes an 'All Walk' pedestrian signal at the intersection to allow visitors to cross and reach any point on the site. This simplified signalization will allow for a better pedestrian experience.

In order to provide greater connectivity, a series of 'Garden Stairs' connect existing residential areas to the new amenities at Point Murray Place. Two Garden Stairs have been placed, one between upper Forward Avenue and Maeburn Road and another between lower Forward Avenue and Murray Avenue. These public green spaces provide a much needed amenity to residents and visitors alike.







## Study Diagrams: Vehicular Circulation

The Forward-Murray Intersection is a challenging site to navigate not only for pedestrians, but also for vehicular traffic. The design seeks to clarify this space by reducing the number of vehicular lanes as the roads approach the intersection. Each lane has been reduced to a single lane for each direction. This allows for an expansion of sidewalk space and greater greenery along the sidewalk.

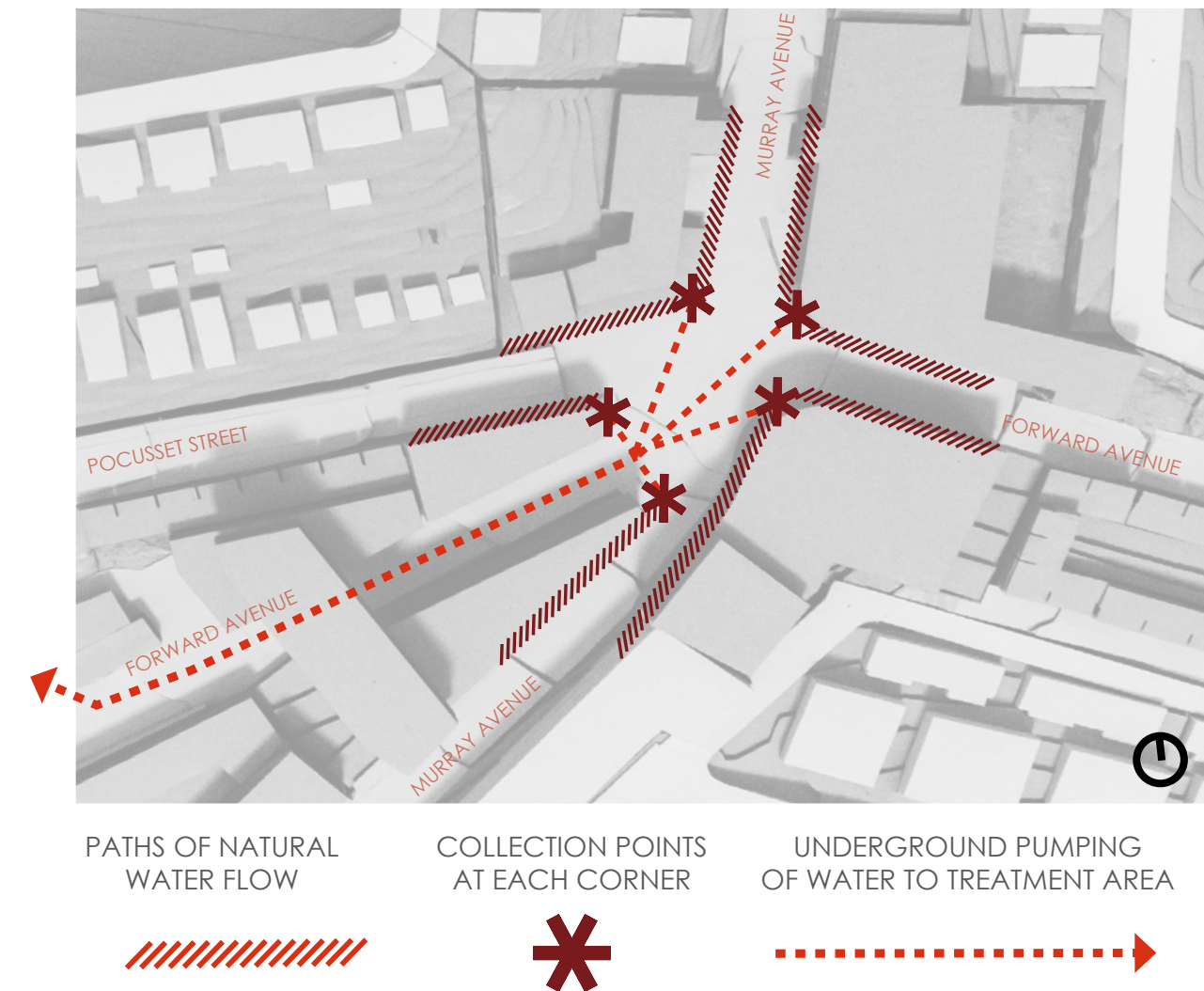
The design also understands the importance of having a diverse range of transportation choices. We propose that the two existing bus stops be integrated into the two proposed buildings. These enhanced bus stops provide amenities to make the bus riding experience a more memorable and safer one. All major structures will have onsite parking and a Public Garage Facility will be located to provide additional parking for visitors.

## Study Diagrams: Water Flow

The combined sewer system is a major issue not only for this site but for the whole City of Pittsburgh. This proposal seeks to celebrate the topography of the site as a collection 'bowl' for the water that falls within its vicinity. A series of bioswales and rain water gardens along the streets and intersection edges allow for the capture of water before going into the storm drains.

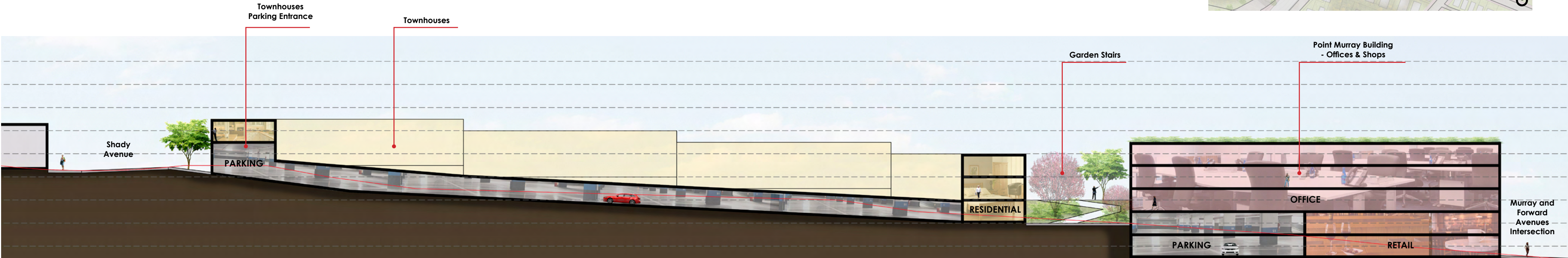
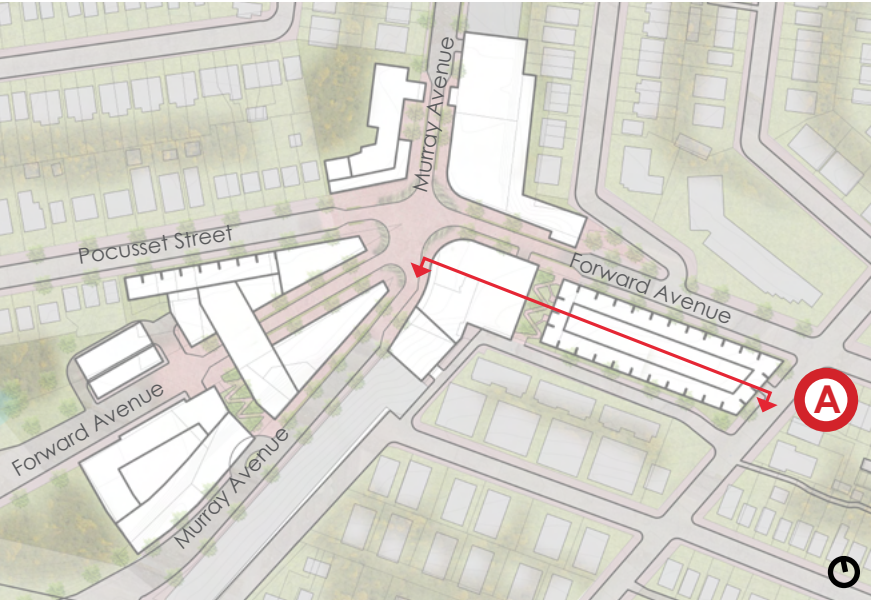
The expanded sidewalks allow for larger tree pits along the street creating better conditions for optimal street tree growth.

All new building structures will have green roofs installed to allow for further interception of water at Point Murray Place.





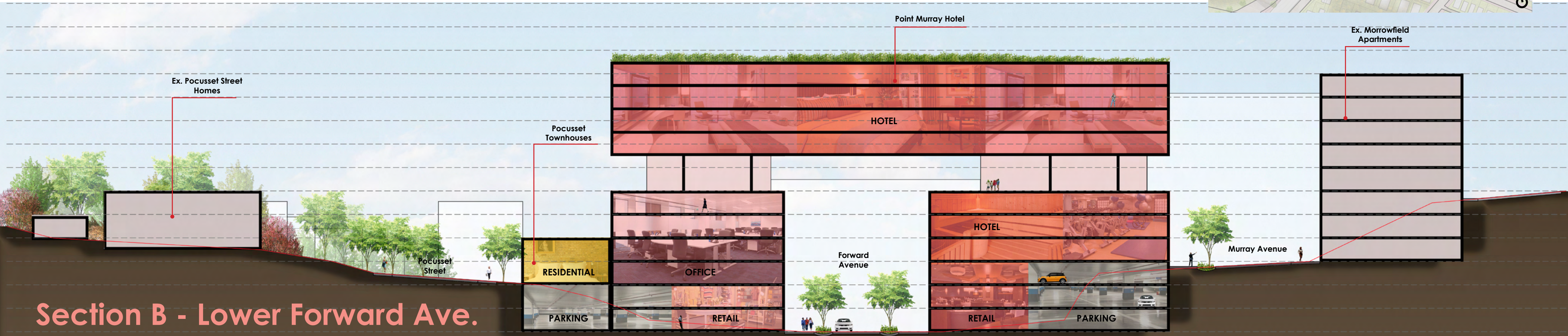
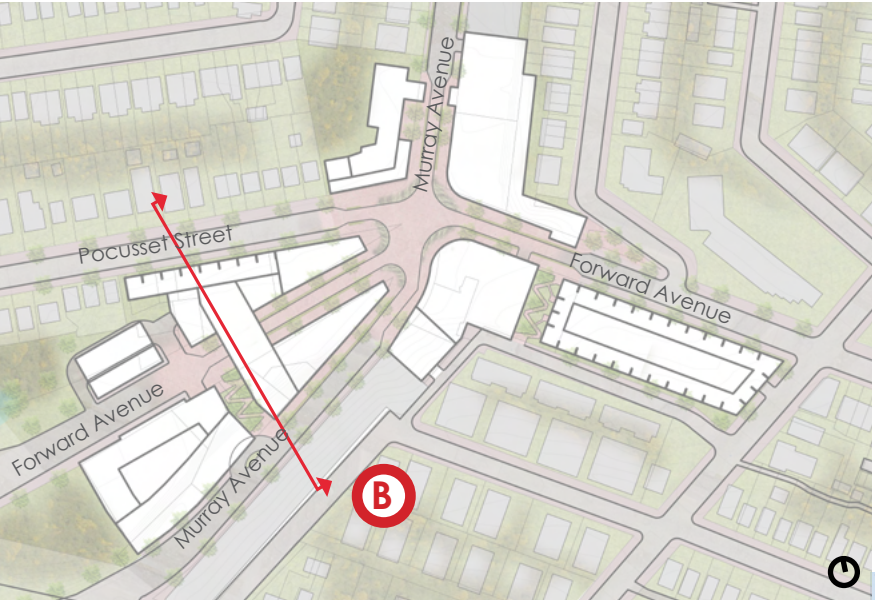
In order to provide a smooth transition into the residential areas of upper Forward and Shady Avenue, development will be restricted to 2-story townhouses. The first floor is characterized by townhouse entrances and small private green spaces. A set of 'Garden Stairs' will serve to not only connect residents behind this new development but also create a green amenity between the residential uses and the commercial corridor.



Section A - Upper Forward Ave.

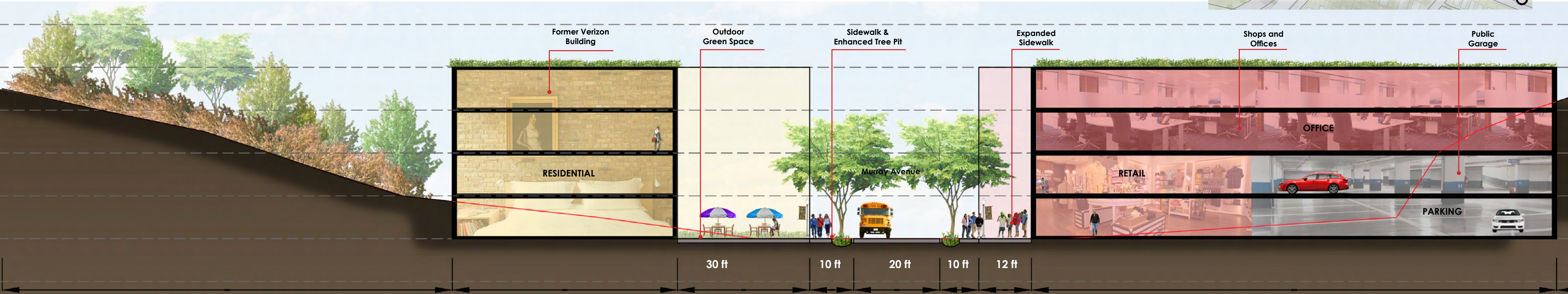
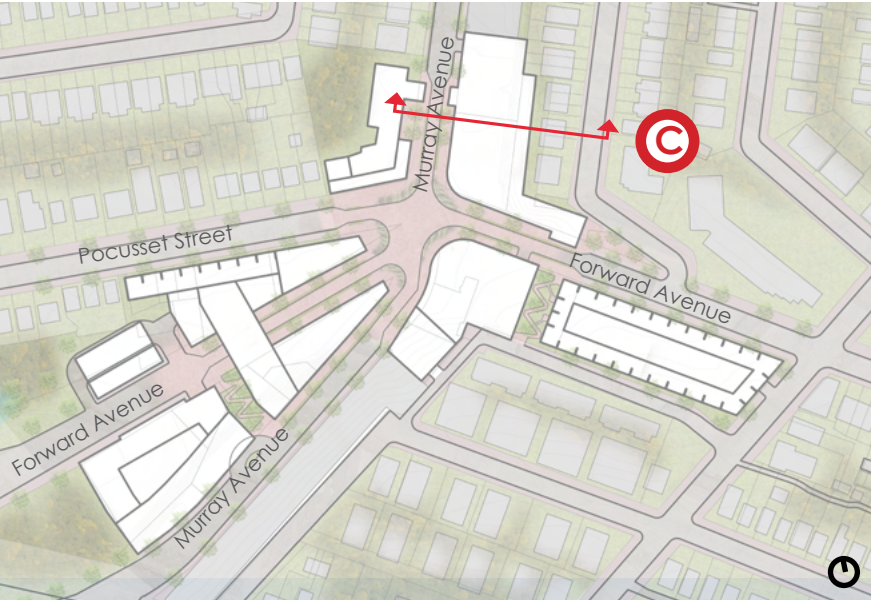


The Point Murray Hotel will be the highlight of Point Murray Place proving an amenity for residents and visitors alike. The hotel consists of both a base building and structure above lower Forward Avenue. This provides a visually appealing architectural statement as one arrives from the Parkway and the height complements the Morrowfield apartments across the street. Due to the topographical limits of the site, parking for the hotel and the residential units is confined to the areas with the largest potential floor plates allowing for optimal parking design. The internal circulation of this parking garage connects Murray and Forward Avenues at each street level.





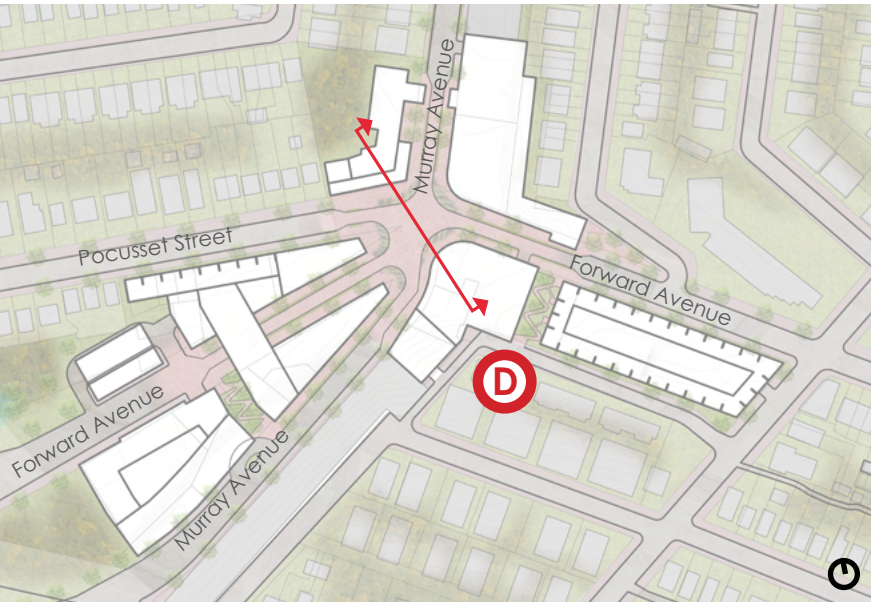
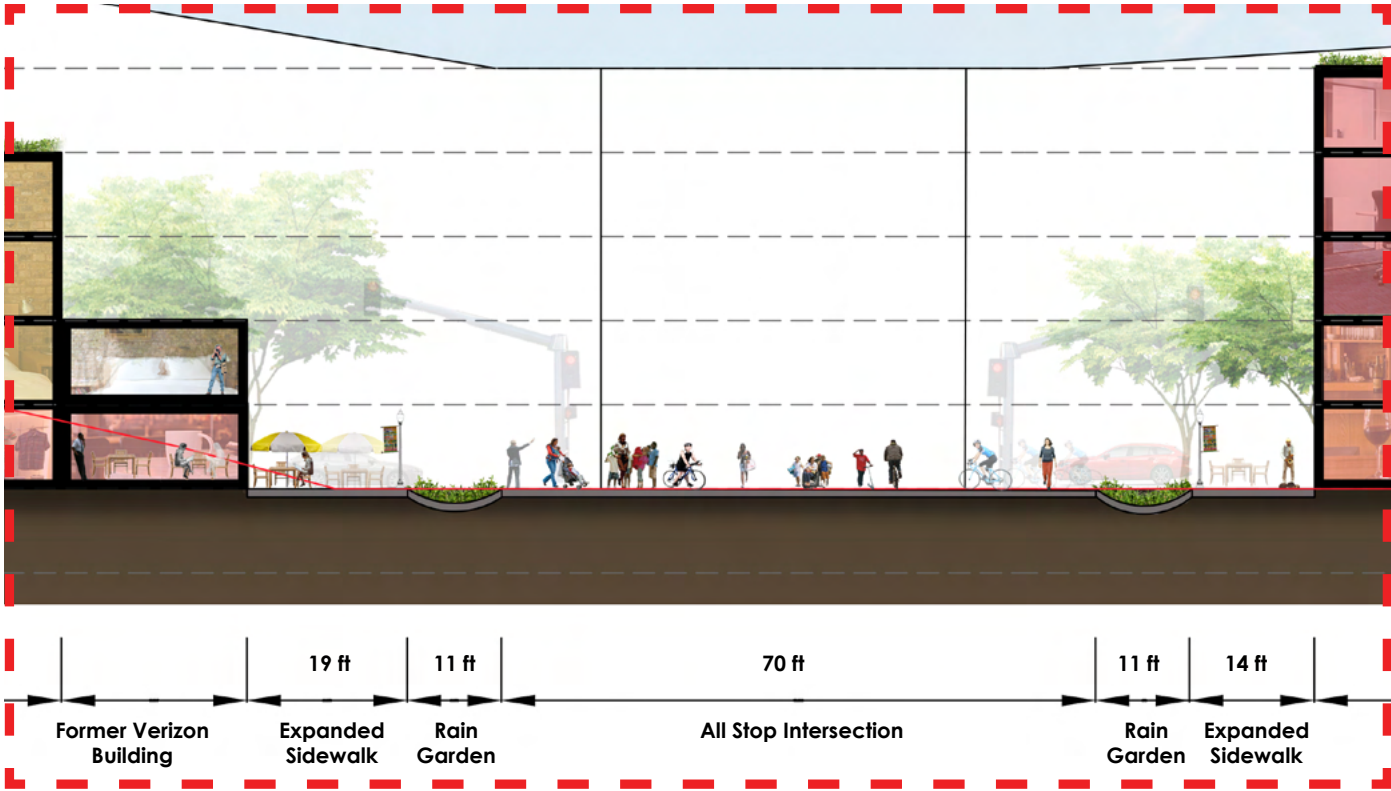
The sidewalk of all the streets increase in width as they approach the intersection allowing for larger planting areas for trees and rain gardens. A public parking garage accommodates the current and future parking needs for the area. The parking garage is hidden behind retail frontage allowing for a continuous street facade of stores and pedestrian oriented uses. The large office floor plates offer an unique amenity for potential office tenants.



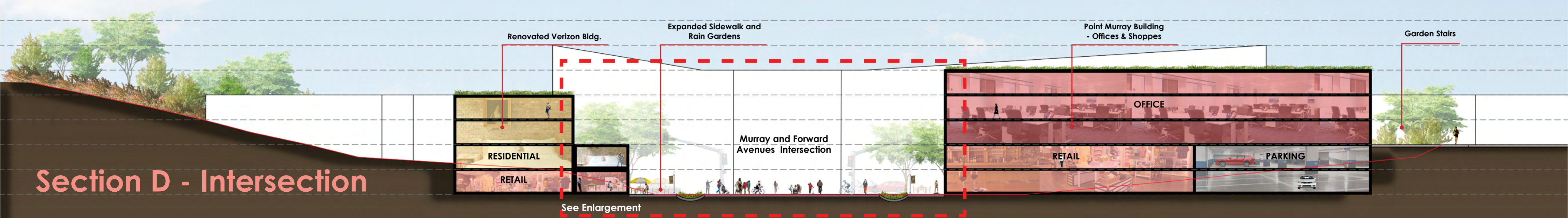
Section C - Upper Murray Ave.



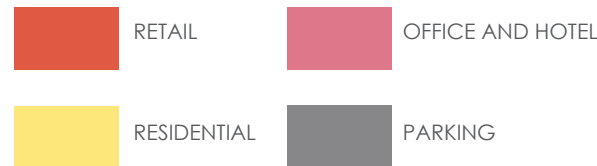
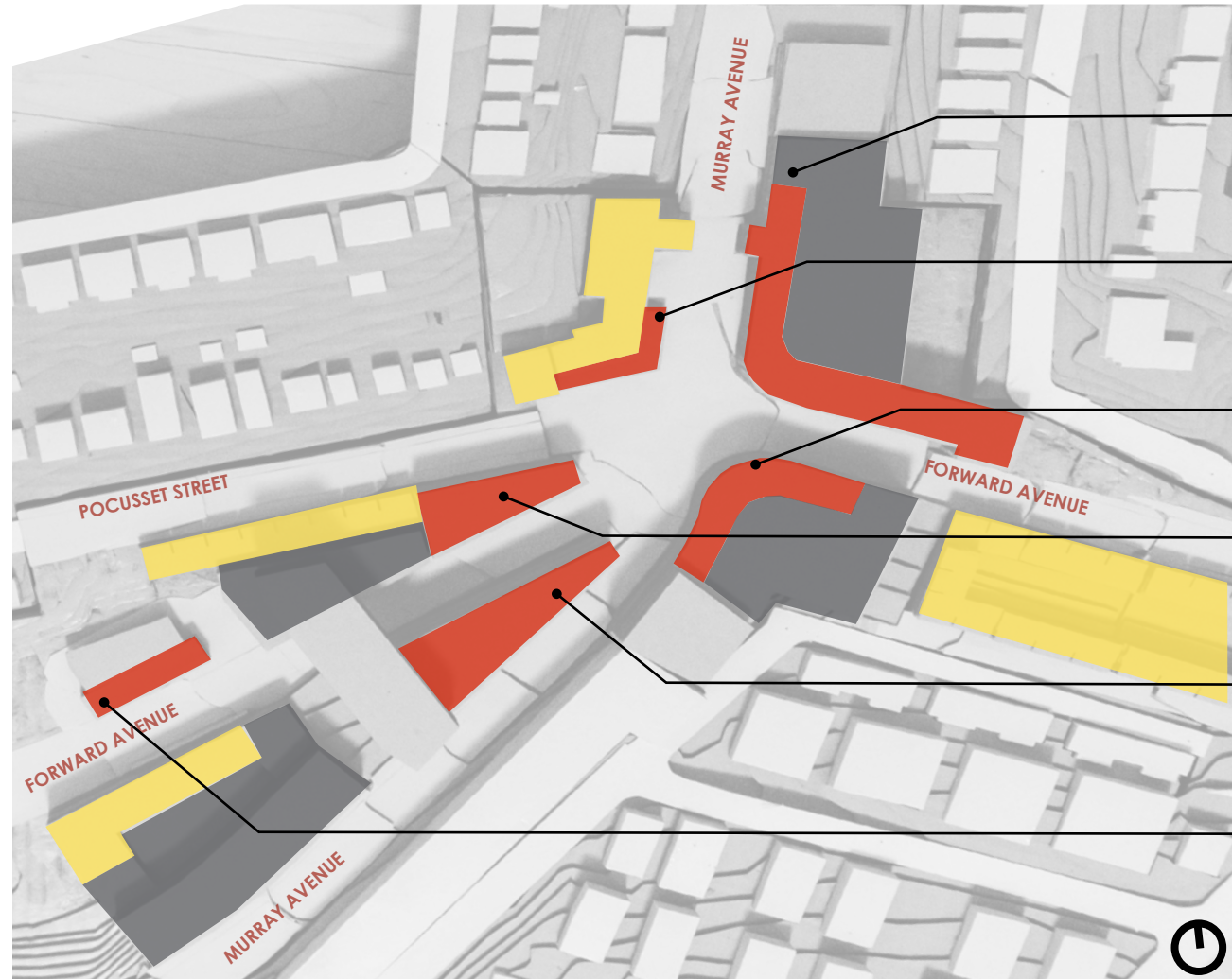
The Verizon Building, built in the 1920s is a historical asset of this intersection. The design seeks to repurpose the space into retail and lofts units. By removing the grassy mound and expanding the 1st and 2nd floors out into the street the building is better connected to the street level activities and is no longer a place to look at, but a place to be.



## Section D - Intersection







**MURRAY/FORWARD BLDG**  
TOTAL BLDG SIZE: 110,500 SQ.FT.  
MIXED: RETAIL AND OFFICE  
TOTAL PARKING: 120 SPACES + 60 BIKE SPOTS

**FORMER VERIZON BLDG**  
16 LUXURY LOFTS  
TOTAL RETAIL SIZE: 6,500 SQ.FT.  
PARKING INCLUDED IN MURRAY/FORWARD BLDG

**POINT MURRAY BLDG**  
TOTAL BLDG SIZE: 70,000 SQ.FT.  
MIXED: GROUND FLOOR RETAIL AND OFFICE  
TOTAL PARKING: 100 SPACES + 30 BIKE SPOTS

**POCUSSET AND FORWARD**  
TOTAL RETAIL SIZE: 6,750 SQ.FT.  
GROUND FLOOR RETAIL

**POINT MURRAY HOTEL**  
10,000 SQ.FT. RETAIL/OFFICE  
10,000 SQ.FT. RESTAURANT  
ACCESS FROM FORWARD AND MURRAY AVENUES  
PARKING INCLUDED IN LOWER FORWARD BLDG

**NEW GET GO GAS STATION**  
7,200 SQ.FT. CONVENIENCE STORE

The design seeks to create an active street edge and facade at the intersection by allocating first floor uses to retail such as shops and restaurants. The expanded sidewalk space allows these uses to spill out into the street and create a lively outdoor atmosphere. The high activity spaces will intrigue visitors and serve as a traffic calming measure. Green infrasture along the sidewalk provides visual interest and captures stormwater. See precedent imagery in the following page.



Source: <http://www.pps.org/wp-content/uploads/2010/09/BIG-beautiful-Market-in-Pittsburgh-smaller.jpg>



Source: <http://www.paris4travel.com/wp-content/uploads/2010/08/Cafe-de-Flore1.jpg>



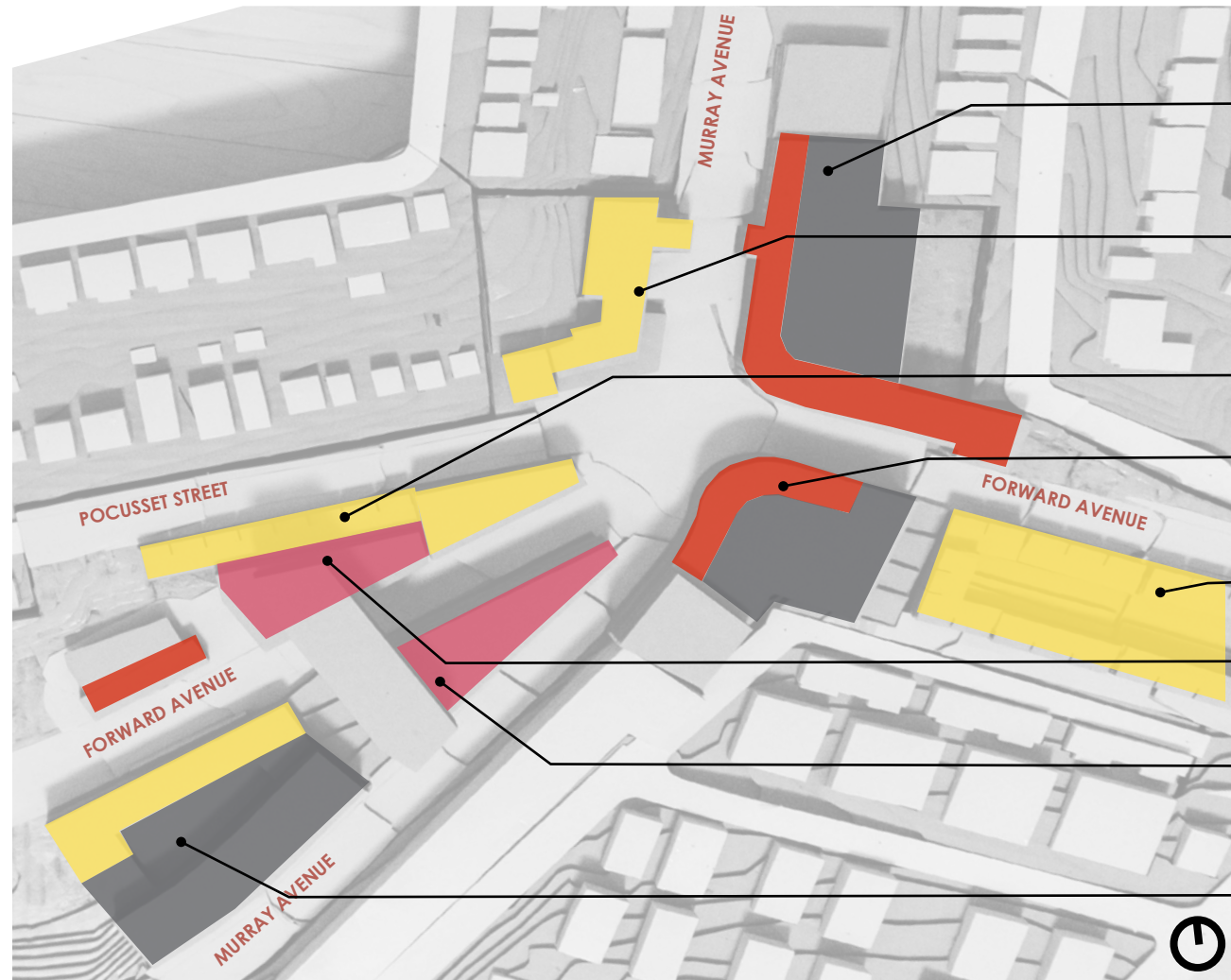
Source: [http://theyrecallingtome.files.wordpress.com/2014/01/img\\_5231\\_street-cafe.jpg](http://theyrecallingtome.files.wordpress.com/2014/01/img_5231_street-cafe.jpg)



Source: <http://muralmouth.files.wordpress.com/2011/07/swale9.jpg>

## Site Program: First Floor





<span style="display: inline-block; width: 20px; height: 20px; background-color: red; border: 1px solid black;"></span> RETAIL	<span style="display: inline-block; width: 20px; height: 20px; background-color: pink; border: 1px solid black;"></span> OFFICE AND HOTEL
<span style="display: inline-block; width: 20px; height: 20px; background-color: yellow; border: 1px solid black;"></span> RESIDENTIAL	<span style="display: inline-block; width: 20px; height: 20px; background-color: grey; border: 1px solid black;"></span> PARKING

#### MURRAY/FORWARD BLDG

TOTAL BLDG SIZE: 110,500 SQ.FT.  
MIXED: RETAIL AND OFFICE  
TOTAL PARKING: 120 SPACES + 60 BIKE SPOTS

#### FORMER VERIZON BLDG

16 LUXURY LOFTS  
PARKING INCLUDED IN MURRAY/FORWARD BLDG

#### POCUSSET AND FORWARD

8 TOWNHOMES

#### POINT MURRAY BLDG

TOTAL BLDG SIZE: 70,000 SQ.FT.  
MIXED: GROUND FLOOR RETAIL AND OFFICE  
TOTAL PARKING: 100 SPACES + 30 BIKE SPOTS

#### UPPER FORWARD

35 TOWNHOMES

#### LOWER FORWARD

TOTAL BLDG SIZE: 57,000 SQ.FT. OFFICE

#### POINT MURRAY HOTEL

20,000 SQ.FT. CONFERENCE CENTER  
ACCESS FROM FORWARD AND MURRAY AVENUES  
PARKING INCLUDED IN LOWER FORWARD BLDG

#### LOWER FORWARD BLDG

63 APARTMENTS  
TOTAL PARKING: 285 SPACES + 50 BIKE SPOTS

The second floor of all buildings are designated as living or working spaces. Offices, hotel units and residential apartments will all be above the ground level. Structures will share facade features and building materials in order to provide visual similarity across the entire site. See precedent imagery in the following page.



Source: <http://www.qgtlaw.com/files/6113/5249/6698/Arcade.jpg>



Source: <http://static.panoramio.com/photos/large/21605965.jpg>



Source: <http://www.vancouver-real-estate-direct.com/blog/images/block-render.jpg>



Source: <http://dwellarizona.com/wp-content/uploads/2011/04/brownstone1.jpg>

## Site Program: Second Floor





<span style="display: inline-block; width: 20px; height: 10px; background-color: red; margin-right: 5px;"></span> RETAIL	<span style="display: inline-block; width: 20px; height: 10px; background-color: pink; margin-right: 5px;"></span> OFFICE AND HOTEL
<span style="display: inline-block; width: 20px; height: 10px; background-color: yellow; margin-right: 5px;"></span> RESIDENTIAL	<span style="display: inline-block; width: 20px; height: 10px; background-color: grey; margin-right: 5px;"></span> PARKING

**MURRAY/FORWARD BLDG**  
 TOTAL BLDG SIZE: 110,500 SQ.FT.  
 MIXED: RETAIL AND OFFICE  
 TOTAL PARKING: 120 SPACES + 60 BIKE SPOTS

**FORMER VERIZON BLDG**  
 16 LUXURY LOFTS  
 PARKING INCLUDED IN MURRAY/FORWARD BLDG

**POCUSSET AND FORWARD**  
 17 APARTMENTS

**POINT MURRAY BLDG**  
 TOTAL BLDG SIZE: 70,000 SQ.FT.  
 MIXED: GROUND FLOOR RETAIL AND OFFICE  
 TOTAL PARKING: 100 SPACES + 30 BIKE SPOTS

**LOWER FORWARD**  
 TOTAL BLDG SIZE: 57,000 SQ.FT. OFFICE

**POINT MURRAY HOTEL**  
 190 ROOMS  
 AMENITIES/SERVICES  
 PARKING INCLUDED IN LOWER FORWARD BLDG

**LOWER FORWARD BLDG**  
 63 APARTMENTS

The third and upper floors consist of office spaces, hotel units, and residential apartments. Structures will share facade features and building materials in order to provide visual similarity across the entire site. See precedent imagery in the following page.



Source: <http://www.trendir.com/house-design/old-london-home-gets-fresh-glass-addition-1.jpg>



Source: [http://4.bp.blogspot.com/-RaW0bDwbRts/UAh-R5\\_Cq0I/AAAAAAAAAu0/nG0uLBU0e0w/s1600/NYC2012+-+02JUL+-+008.JPG](http://4.bp.blogspot.com/-RaW0bDwbRts/UAh-R5_Cq0I/AAAAAAAAAu0/nG0uLBU0e0w/s1600/NYC2012+-+02JUL+-+008.JPG)



Source: <http://2.bp.blogspot.com/-2uNlwDB5jK8/T0TQ1bLFV6I/AAAAAAAAAGE/vMWLb5gU33Y/s1600/Aardman+Animations1.jpg>



Source: <https://thesmokingnun.files.wordpress.com/2010/11/dscn4652.jpg>

## Site Program: Third Floor

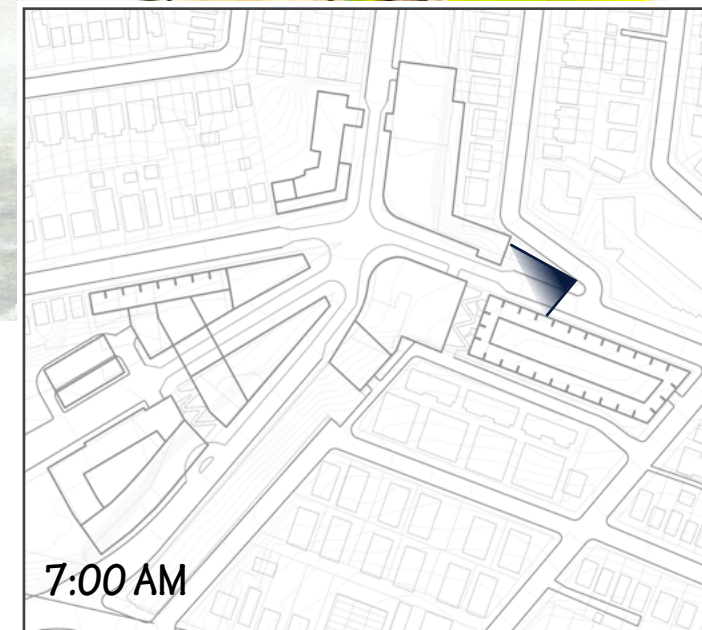


A DAY IN THE LIFE....  
FOLLOW HANNAH, A SQUIRREL HILL RESIDENT, AS SHE LEARNS TO

‘EMBRACE SQUIRREL HILL’



MEET HANNAH... A 28 YEAR YOUNG PROFESSIONAL. SHE JUST MOVED BACK TO PITTSBURGH AFTER LIVING FOR A FEW YEARS IN NYC. SHE'S EXCITED TO BE BACK WHERE SHE GREW UP. SHE WAKES UP AND PREPARES FOR WORK.

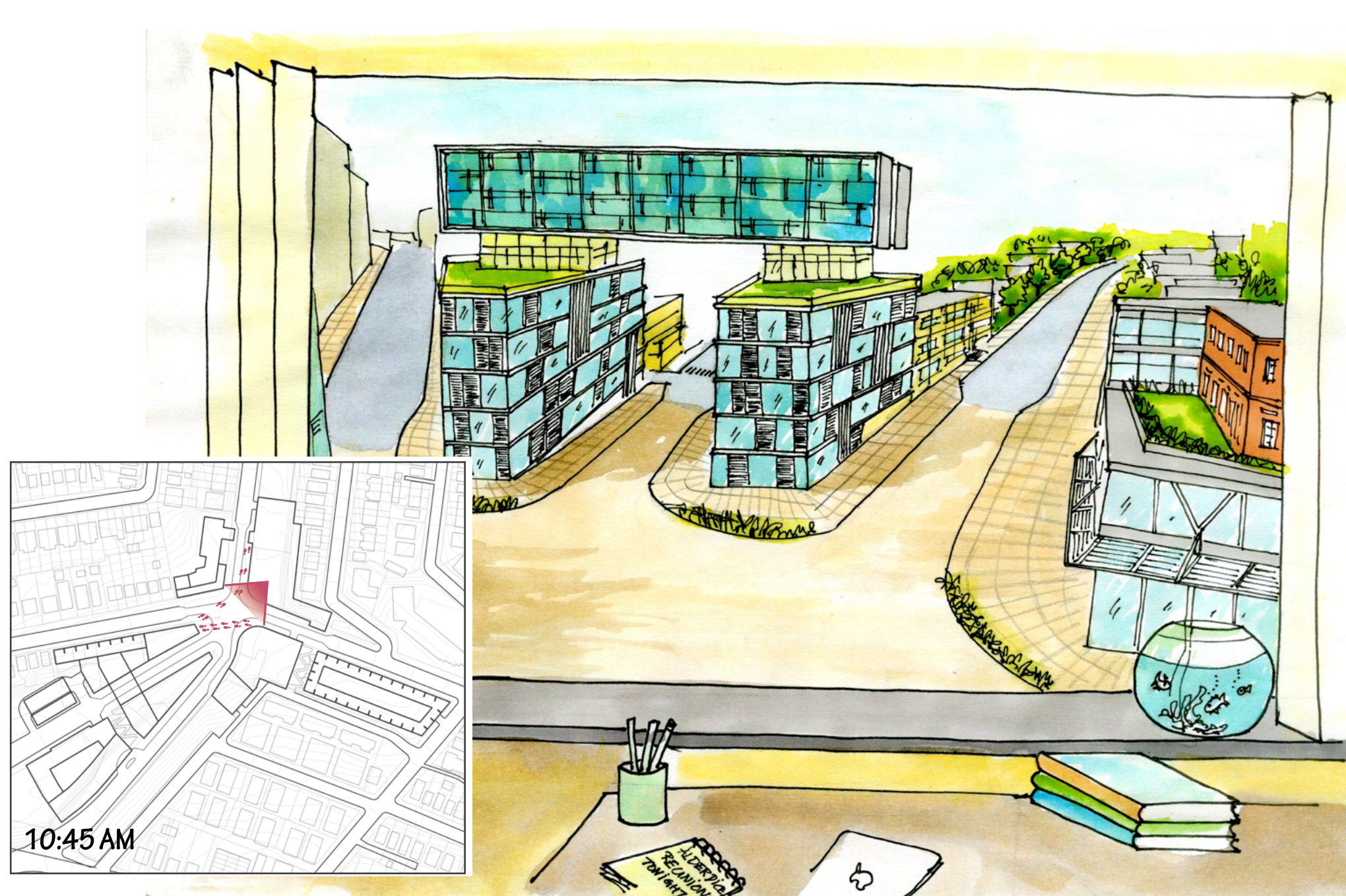


7:00 AM





HANNAH LEAVES HER APARTMENT TO GRAB COFFEE BEFORE WORK. SHE WAITS FOR THE 'ALL WALK' SIGNAL AND WON-  
DERS WHICH COFFEE SHOP WILL BE THE LEAST BUSY- THIS NEIGHBORHOOD IS HOPPING!



AFTER DEVOURING A PASTRY AND LATTE, HANNAH HEADED TO WORK. AS SHE COLLABORATES WITH TEAMMATES ON A  
PROJECT THAT THE LOCAL HEADQUARTERS HAS REQUESTED, SHE CAN'T HELP BUT LOOK OUT THE WINDOW AWAITING THE  
NIGHT'S EVENT'S...





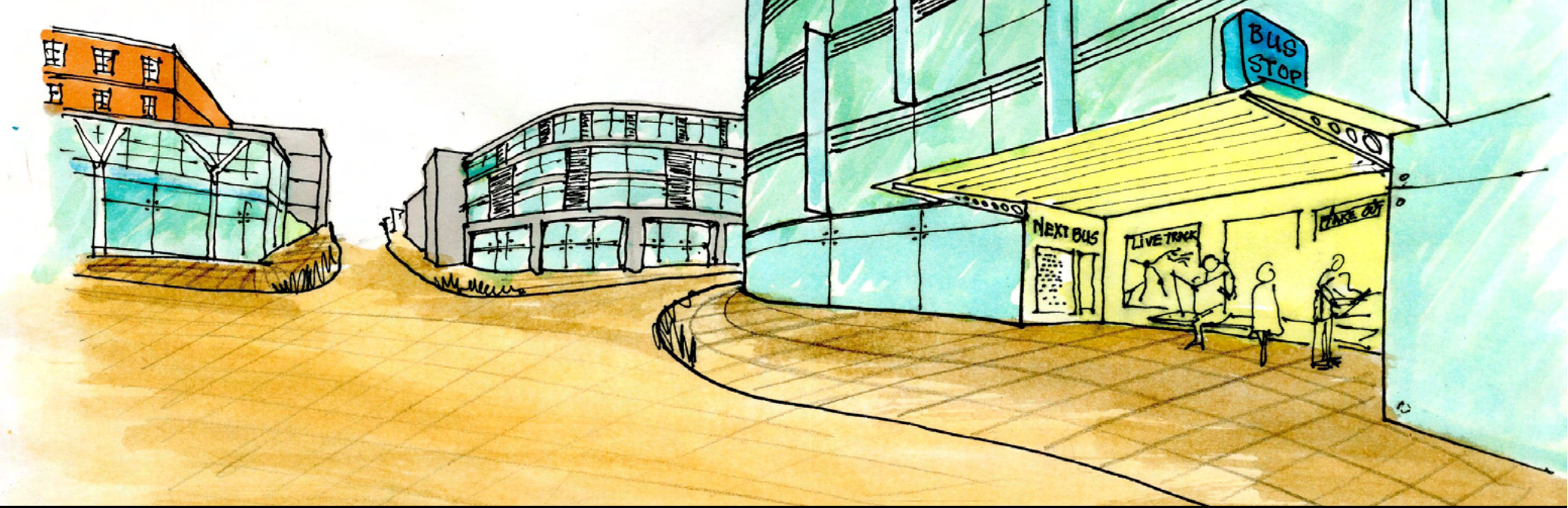
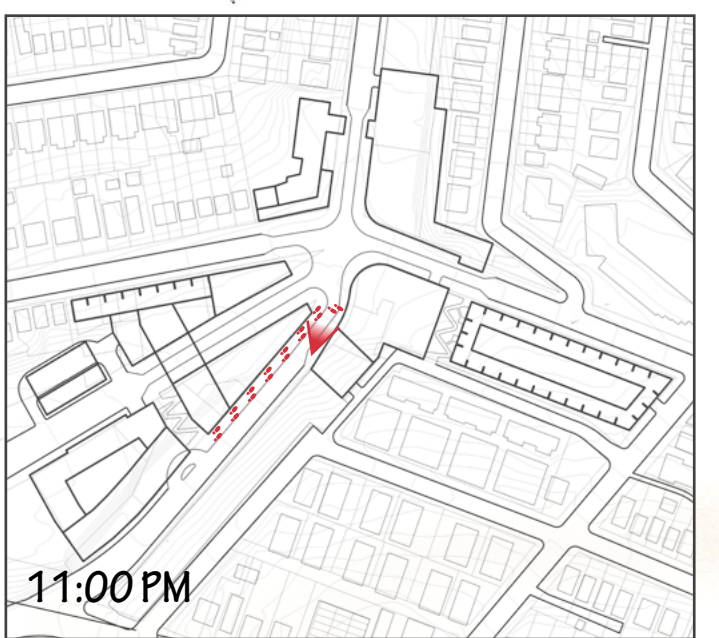
Source: <http://www.brainandspinesurgeon.com/wp-content/uploads/2010/06/road-trip1.jpg>

IN THE MEANTIME... HANNAH'S FRIENDS HAVE ARRIVED IN TOWN FOR THE TAYLOR ALLDERDICE HIGH SCHOOL REUNION CLASS OF 2014 - 10 YR REUNION. THEY ARE CURRENTLY DRIVING IN FROM THE AIRPORT.



AS HANNAH'S FRIENDS DRIVE UP THE PARKWAY, THEY QUICKLY LOCATE THE NEW POINT MURRAY HOTEL, THE LOCATION OF THE REUNION AND THEIR HOME FOR THE NIGHT. IT'S BEEN A LONG DAY, GIVEN THE 6 HOUR FLIGHT FROM SAN FRANCISCO, SO THEY DECIDED TO REST UP FOR THE AFTERNOON!

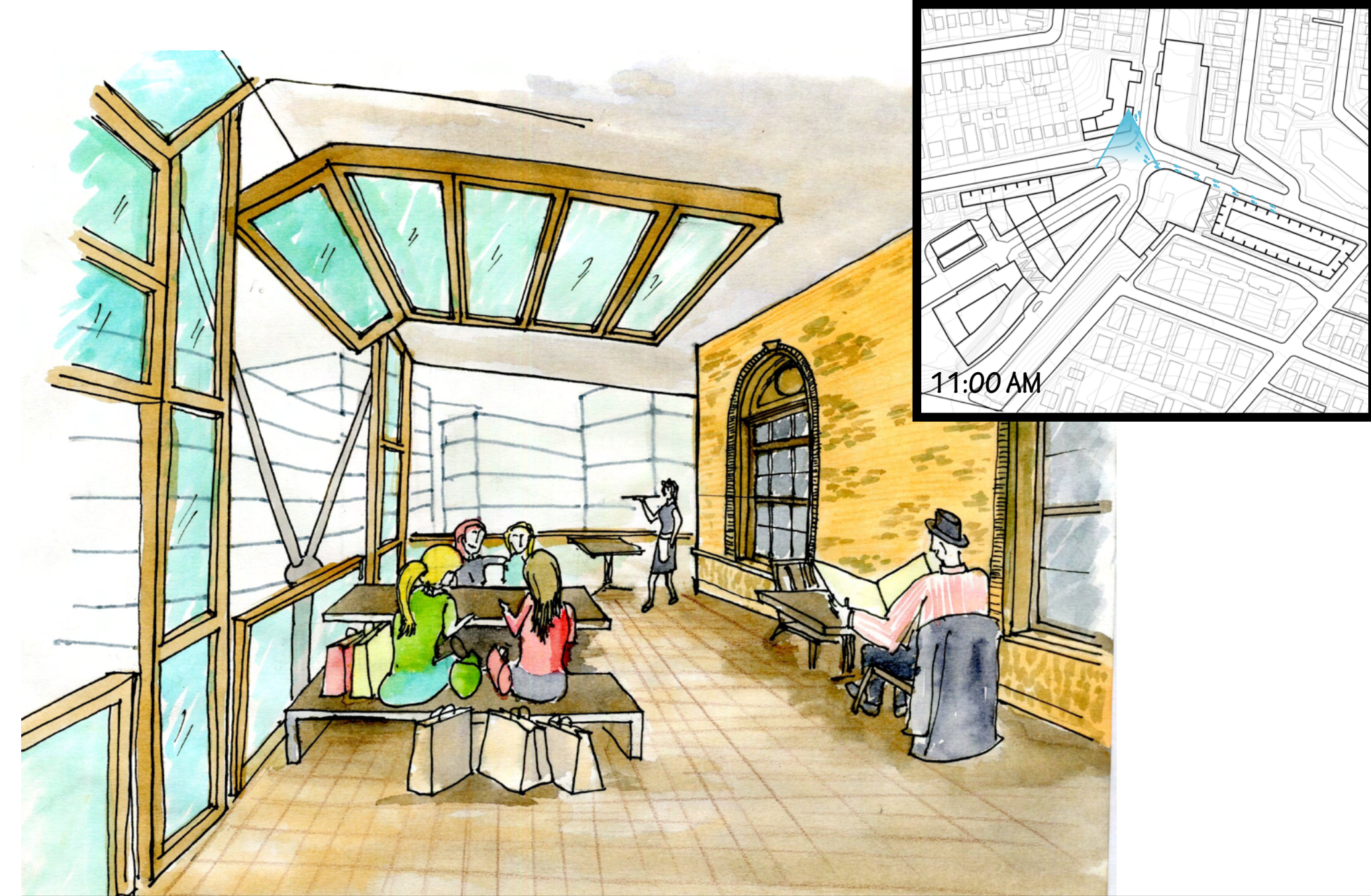




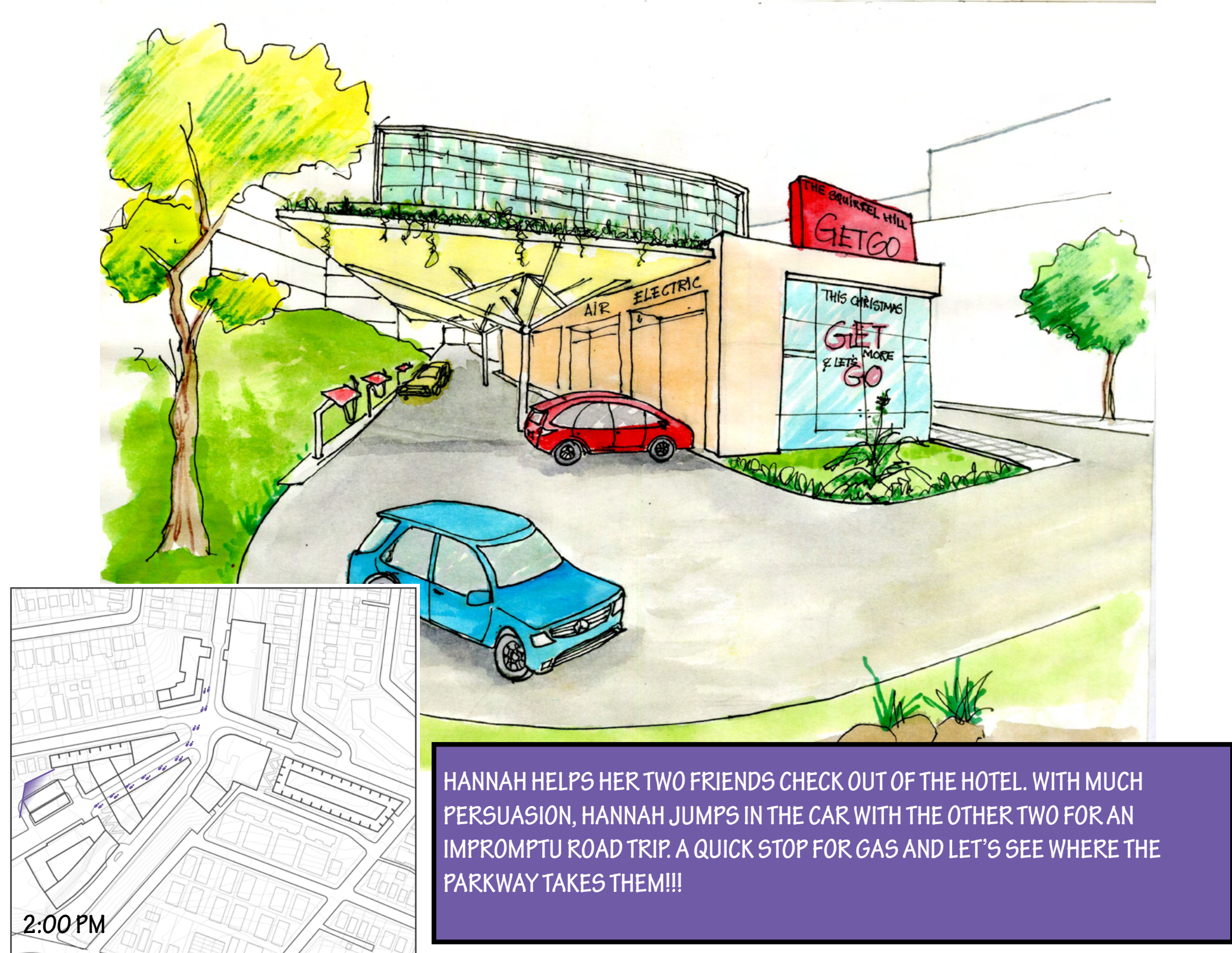
SHORTLY AFTER WORK HANNAH HEADS DOWN TO THE HOTEL TO MEET HER TWO FRIENDS. THEY GET READY AND HEAD TO THE HOTEL'S ROOFTOP FOR THE REUNION EVENT. TIME TO SEE HOW MUCH EVERYONE HAS CHANGED!

AFTER CATCHING UP WITH FRIENDS, HANNAH, HER TWO FRIENDS FROM SAN FRANCISCO, AND A FEW OTHERS DECIDE TO HIT THE TOWN FOR MORE CHATTER, LAUGHS, DANCING AND FUN. WHO KNOWS WHERE THE NIGHT WILL TAKE THEM?!



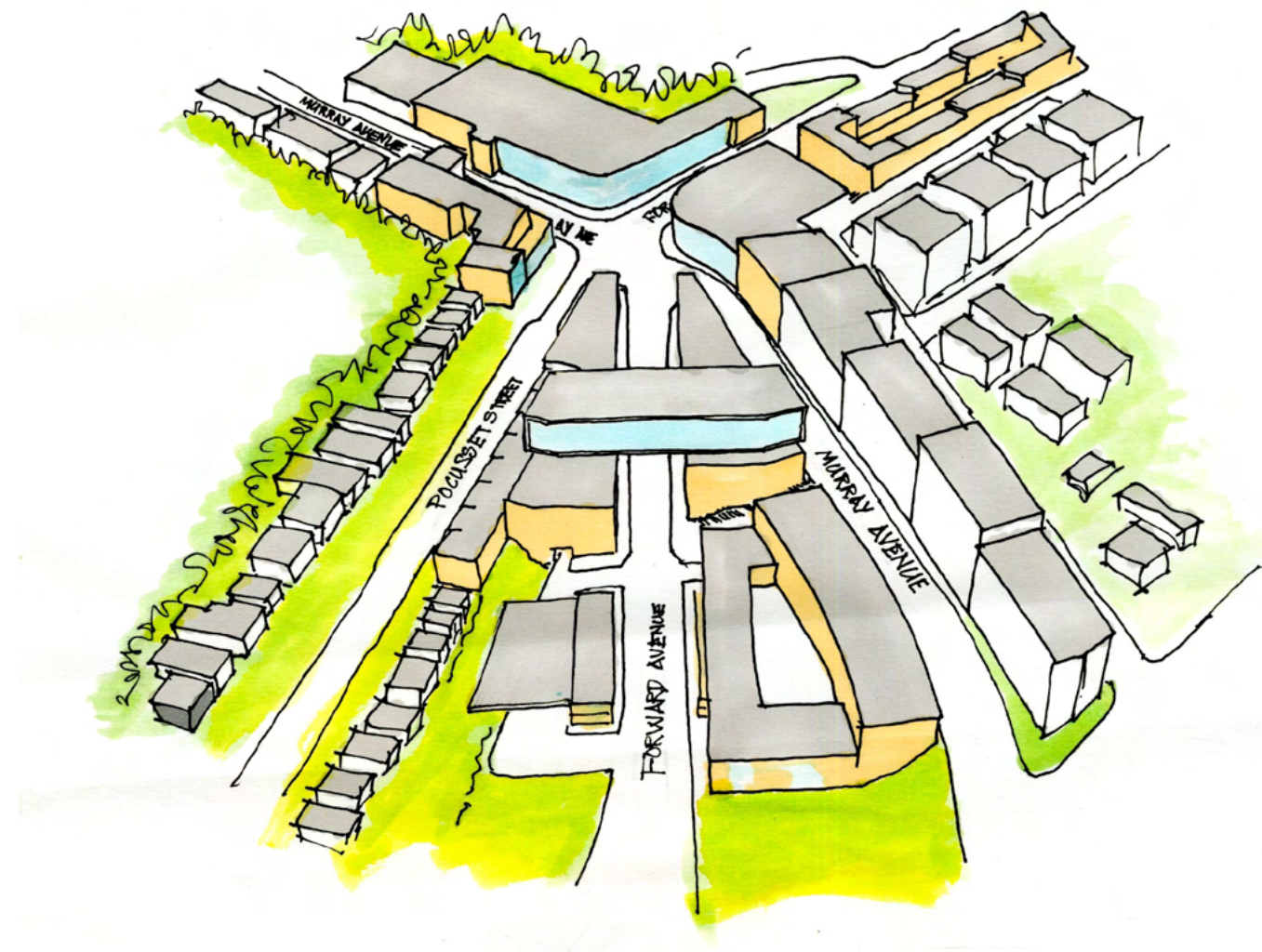


THE NEXT MORNING, THOUGH EXHAUSTED, SOME CLASSMATES DECIDE TO FINISH THEIR REUNION OFF WITH SOME SHOPPING AND CATCH UP ON THE NIGHT'S ADVENTURES OVER SOME BRUNCH!



HANNAH HELPS HER TWO FRIENDS CHECK OUT OF THE HOTEL. WITH MUCH PERSUASION, HANNAH JUMPS IN THE CAR WITH THE OTHER TWO FOR AN IMPROMPTU ROAD TRIP. A QUICK STOP FOR GAS AND LET'S SEE WHERE THE PARKWAY TAKES THEM!!!





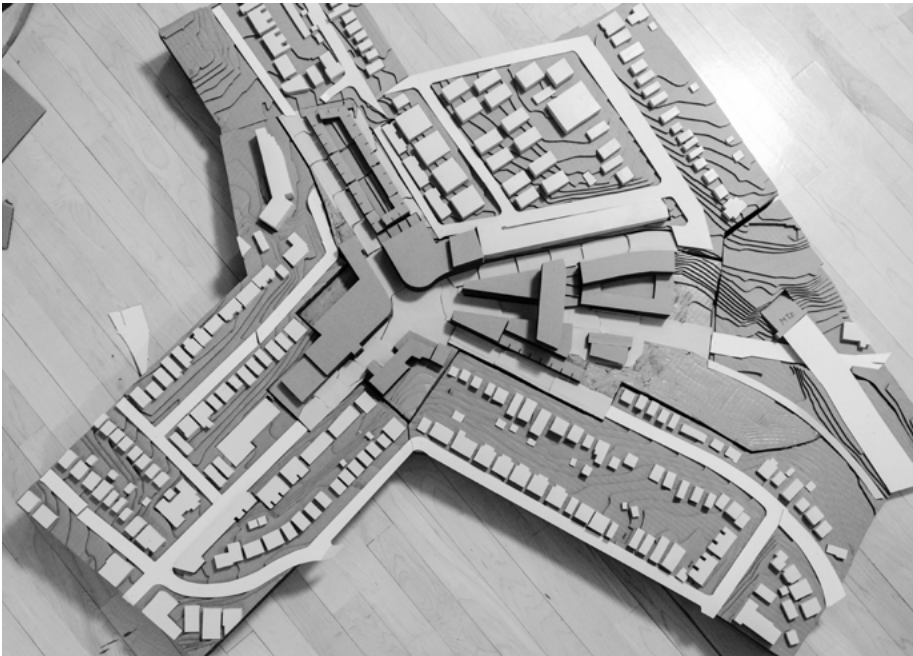
## Model Images

WHAT A GREAT WEEKEND IN THE BEAUTIFUL SQUIRREL HILL NEIGHBORHOOD OF PITTSBURGH!

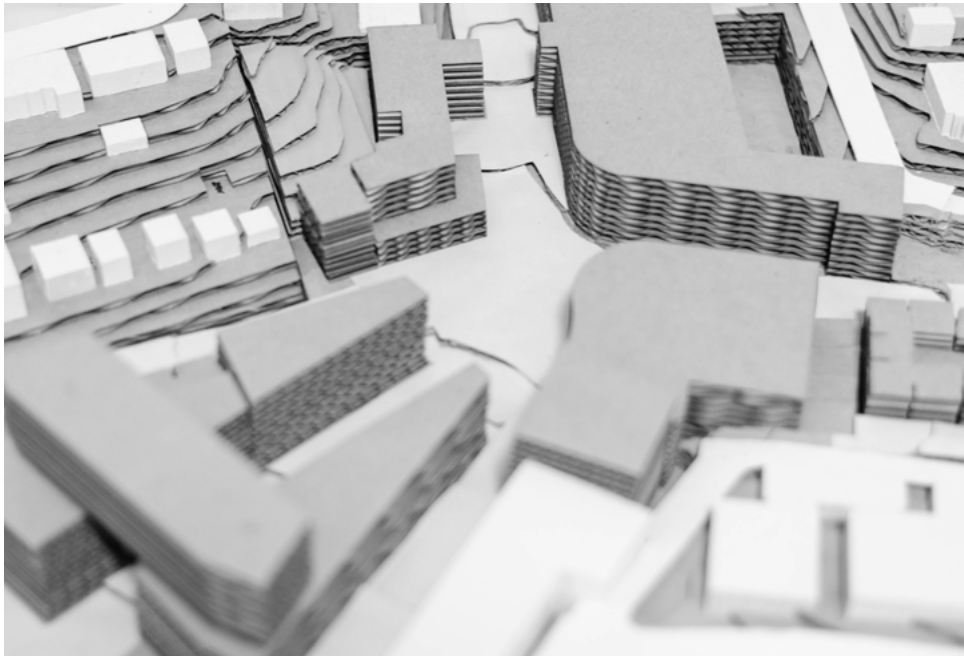




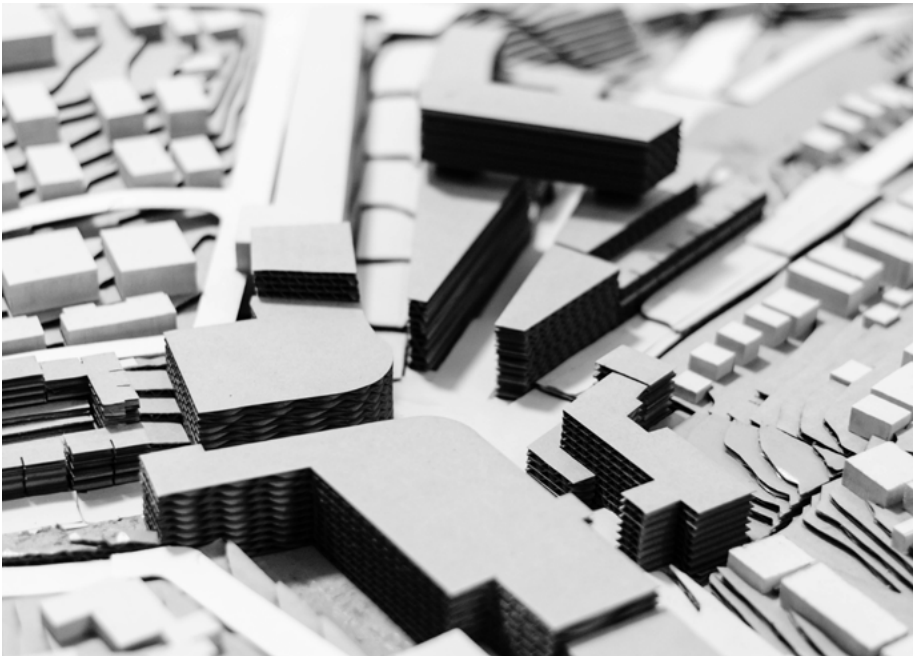
Model Image



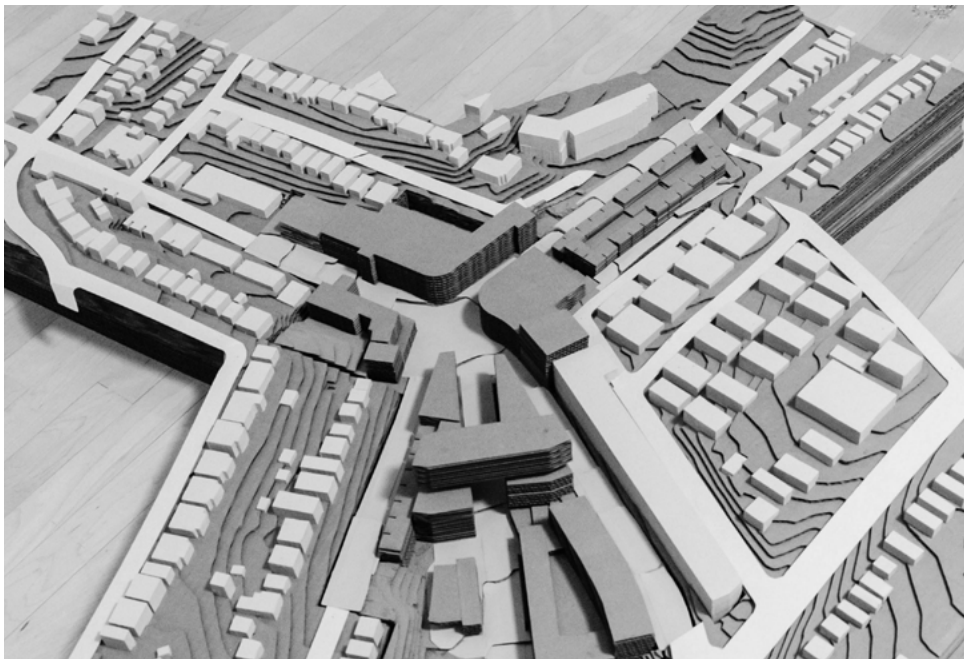
Model Image



Model Image - Close up of intersection.



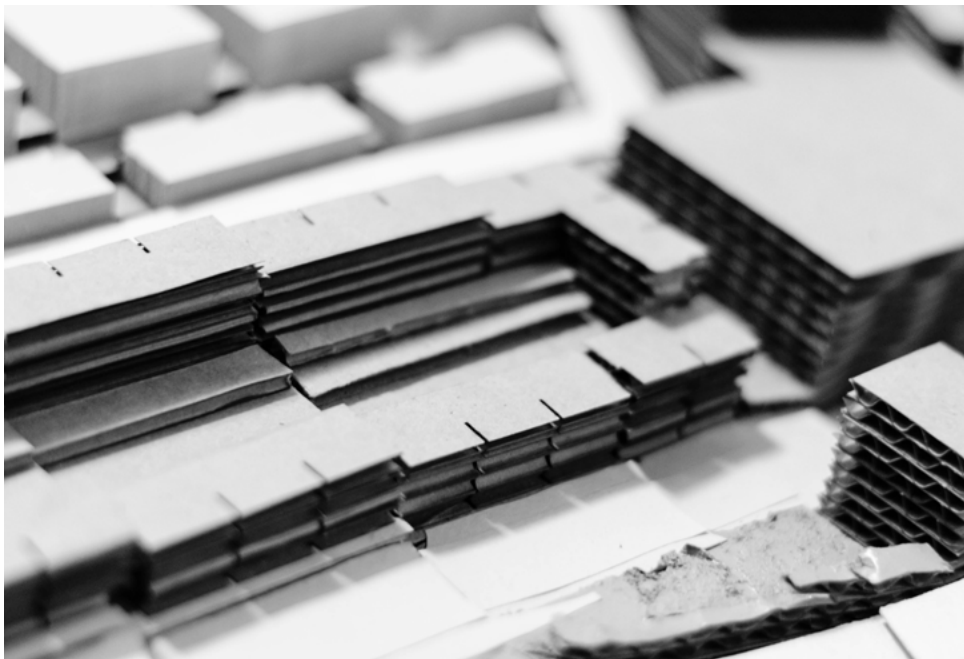
Model Image - Close up of intersection.



Model Image



Model Image



Model Image - Close up view of upper Forward Avenue.



Model Image - View of lower Forward Avenue.



# CASCADE PARK





## Design Objective

Squirrel Hill is uniquely diverse in its people, businesses, and natural landscape. Even though Squirrel Hill is a melting pot of culture, its residents have a strong sense of community pride. As we re-envision the possibilities of the Gateway area of Squirrel Hill, we are proposing a strategy that brings the identity of Squirrel Hill into future development. The Cascade Park Eco District will encompass all the characteristics people identify as uniquely Squirrel Hill but revamp them to create a sustainable and resilient neighborhood. It will focus on transportation, greening, and energy initiatives that will transform the Gateway into a more welcoming, safe, vibrant, and friendly place.





Above image shows the Initial Concept of Vortex

## Vortex: Initial Concept

Outlined by the Squirrel Hill Urban Coalition, the three main goals for this project are to create a good first impression, provide the opportunity for mixed-use development, and transform the area into a lively, diverse, enjoyable, and walkable place for people.

After doing multiple studies in and around the site, we noticed that there is a lot of energy focused in the center of the site. We wanted to harness that energy and then distribute it along the legs of the intersection.

To do this, we decided to go with a radial scheme to organize the site area. The project proposes a single, dominant, high density mixed use center which reduces in density radiating away from the intersection.

## Cascade Park

After going through multiple iterations of massing studies and keeping in mind the culture and identity of the neighborhood, the design concept aims at shifting the focus from the intersection to the site which is proposed to be a Transit Oriented Park.



Above image marks the shift in the concept from Intersection oriented to the Cascade Park





Source: <http://www.restreets.org/taxonomy/term/35?page=2>

## Identity

To enforce the idea of entering through the Gateway of Squirrel Hill while existing the parkway, the design intends on proposing buildings along Forward Avenue, that are similar in height, to create an entrance corridor into the neighborhood. This corridor will then open out into grand urban room, also know as Cascade Park.

Since the tree canopy is an important identifier of the neighborhood, the design aims to increase the density of the existing tree canopy by designing curb bump-outs that will act as tree pits and rain gardens. The bump-outs will allow for adequate space for the trees to grow and thrive. These additions will not only increase the tree canopy of the area but will also serve a storm water management tactic that will help with storm water run-off and overflow.

## Liveliness

To make the Forward/ Murray Ave Gateway area a more active and lively place, the proposal showcases a transit oriented, community gathering space the Cascade Park. By providing multiple platforms for different types of social interactions the residents of the neighborhood and the surrounding area will have a space that promotes different activities for all age groups and their recreational requirements.

An important element to neighborhood liveliness is safe and active sidewalk. The design proposes road diets which aim at adequate road widths for a two lane vehicular movement, thus widening the sidewalks for comfortable pedestrian access. This will create a welcoming and safer place for pedestrians which in turn will help to activate the storefronts of the businesses in the area.



Source: <http://criticaldetroit.org/wp-content/uploads/2009/07/CapitalPark.jpg>  
[http://safety.fhwa.dot.gov/PED\\_BIKE/tools\\_solve/walkways\\_brochure/images/pg2\\_2.jpg](http://safety.fhwa.dot.gov/PED_BIKE/tools_solve/walkways_brochure/images/pg2_2.jpg)





Source: <http://photos.listhub.net/WPMLPA/1034284/0?lm=20141103T232927v>  
[http://realdealesurance.com/wp-content/uploads/2014/01/apartment\\_insurance.jpg](http://realdealesurance.com/wp-content/uploads/2014/01/apartment_insurance.jpg)  
[http://seattlecondosandlofts.com/wp-content/uploads/2007/03/pittsburgh\\_queen\\_anne.jpg](http://seattlecondosandlofts.com/wp-content/uploads/2007/03/pittsburgh_queen_anne.jpg)  
[http://www.asla.org/2011awards/images/largescale/436\\_07.jpg](http://www.asla.org/2011awards/images/largescale/436_07.jpg)

## Inclusiveness

To echo the idea that Squirrel Hill is an inviting and welcoming place for different types of people and family structures, the design proposes multiple housing options. Extended-stay hotels, apartments, condos, and town houses allow for a variety users including newly married couples, to the traditional nuclear families, to transitional ones to like an enjoy Squirrel Hill.

The design intent is to highlight and promote the diversity of businesses in the neighborhood by providing a variety of flex-commercial office spaces. This will allow for start-up, small business incubator spaces, shared-office spaces, and larger 20,000 offices all within walking distance from each other. This will allow for a variety of people with different backgrounds to share their knowledge and increase the vitality of the area.

## Cascade Park EcoDistrict

What is an Eco District? It is designing sustainable and resilient cities and neighborhoods for all. Eco Districts looks at eight performance areas in order to provide a vision with specific goals, targets, and indicators. They include access and mobility, energy, water, habitat and ecosystem function, equitable development, health and wellbeing, community identity, and material management. Breaking down the strategies used in each performance area, they fall into three distinct categories- transportation, energy, and greening.

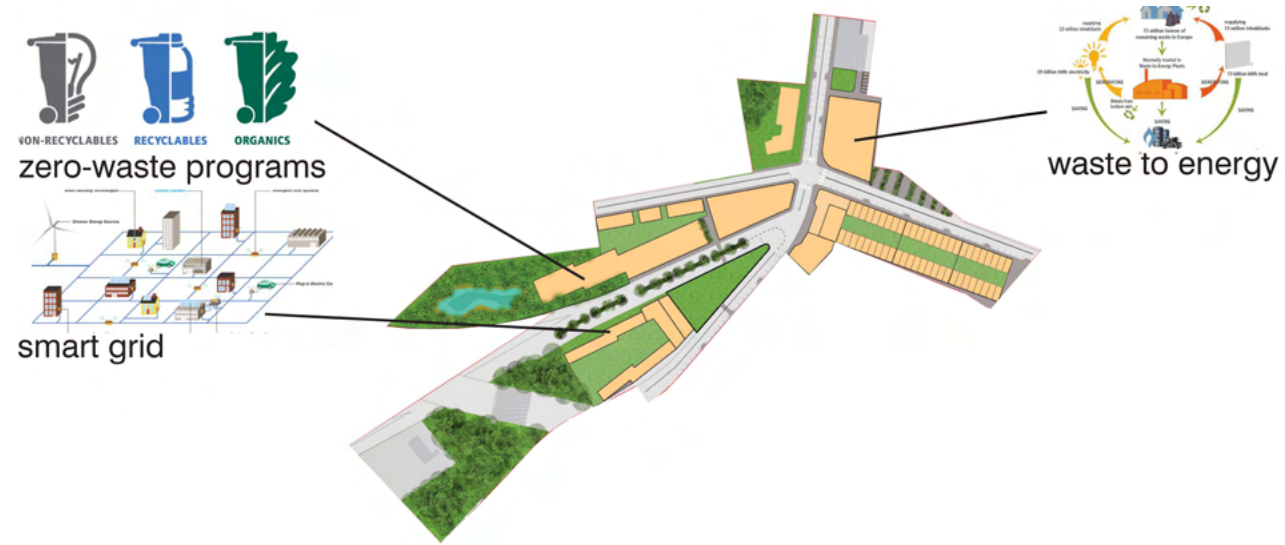
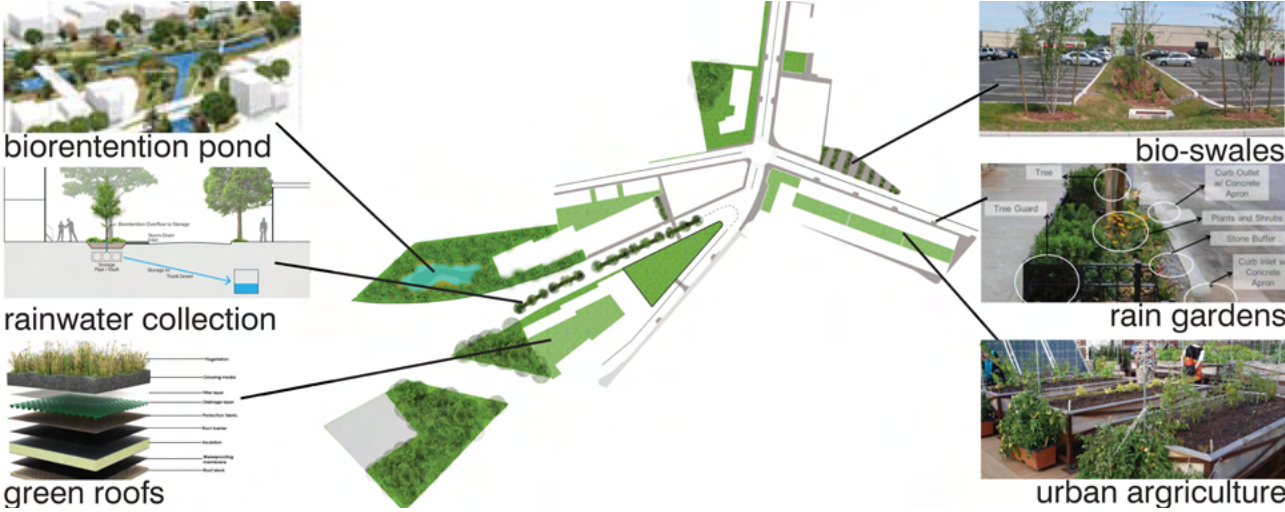
The proposal intends to bring together neighborhood stakeholders, property developers, utilities and municipalities to create neighborhood sustainability innovation with specific goals in mind, including improved environmental performance, economic development for local businesses, and safer means of transportation for all.



Proposed Site Plan



below     Diagrams showing Eco district strategies

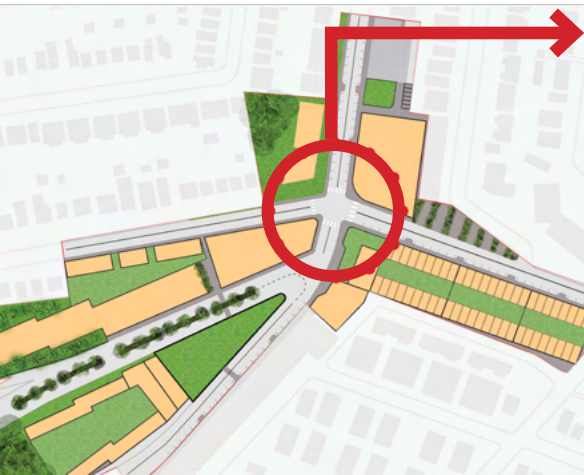


# Eco District Strategies

Eco District strategies can take many forms depending on the unique characteristics of a neighborhood and the community's priorities. Based on these priorities, the design focuses on strategies that will improve pedestrian and vehicular safety, tackle storm water management issues, and take advantage of emerging technologies that improve building performance.

# Proposed Re-routing

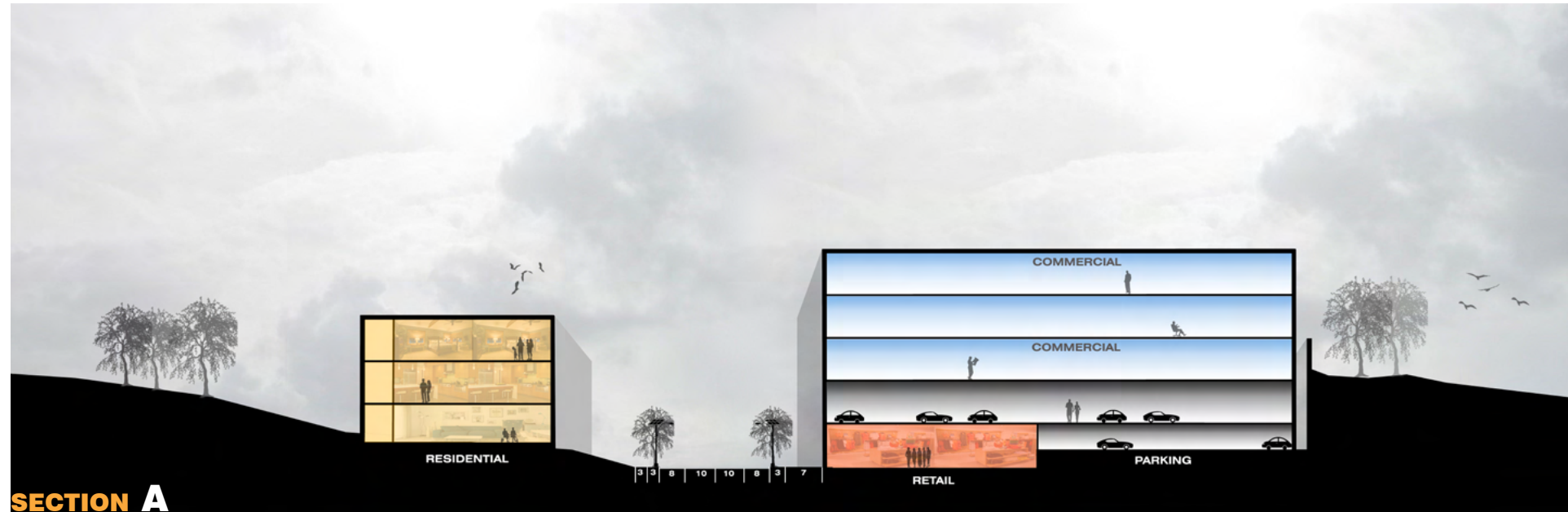
In order to create a pedestrian friendly and safe intersection, and to create a strong sense of arrival into the neighborhood, the design transforms five way intersection to four way intersection. This move will decrease the distance and the travel time of people crossing the street. The four way intersection also modifies the earlier odd triangular piece of land into a decent parcel fit to cater to a functional built setup.



right     Sketch showing proposed intersection. Blowup of the routing changes.  
below







Section(A): looking from the intersection to the Murray Avenue. The diagram highlights the proposed use of the Verizon building as a high end residential setup. It also depicts the street facing retail and the parking behind it to cater to the commercial use on the top floors of the building.



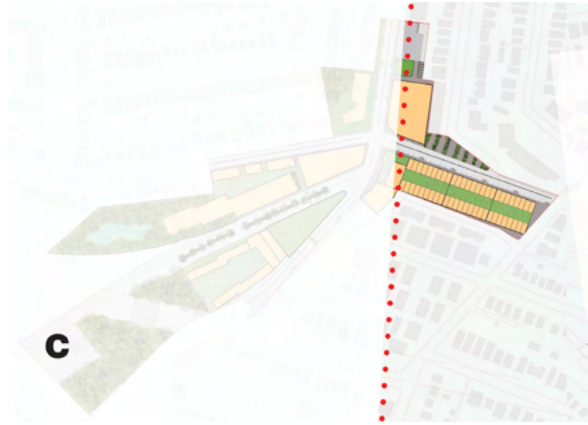
Section (B): looking from Forward avenue towards intersection. The diagram highlights the design intent of creating an entrance corridor to the neighborhood having similar building heights and architectural style. It also gives an idea of the proposed tree canopy cover.



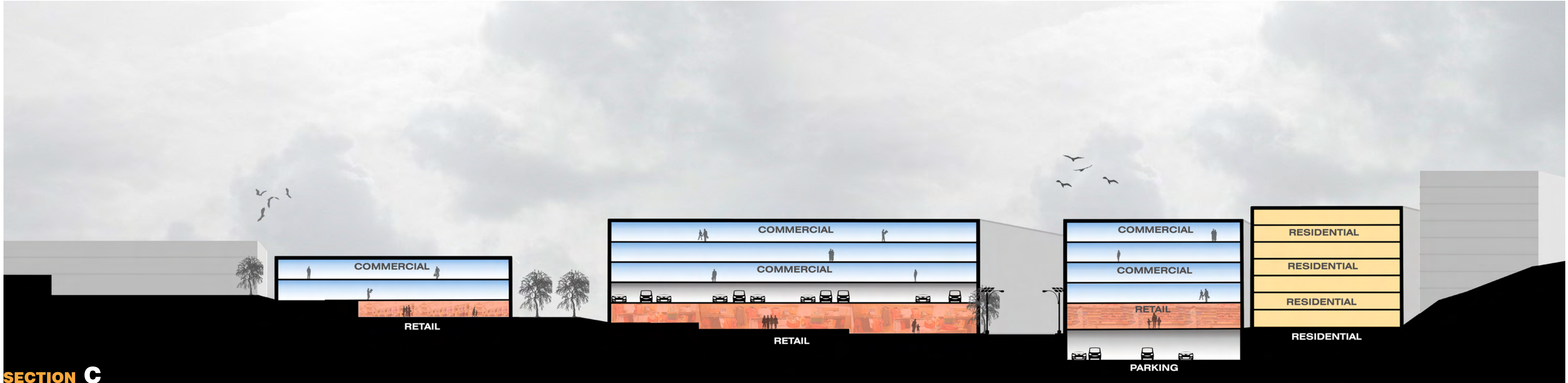
## Sections







Section (C): looking at existing and proposed buildings along the Murray Avenue. The design aims at retaining the Starbucks and the proposed action housing building. It depicts the design intent of having retail along street frontages with parking occupying the area behind it.



**SECTION C**



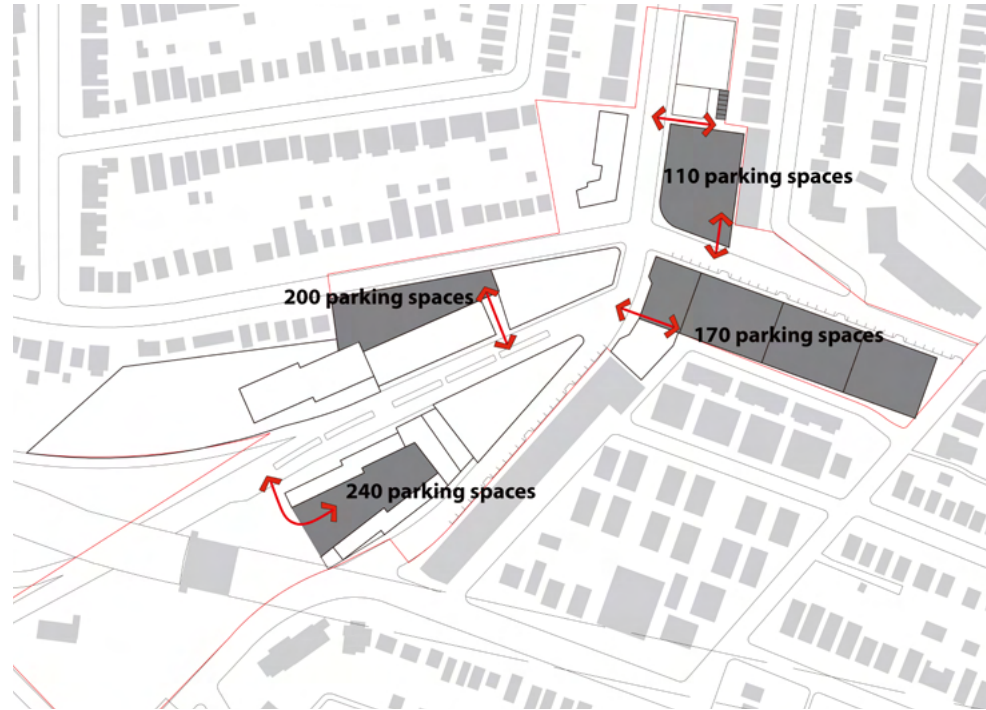


Section (D): looking at the cascade park and the extended stay hotel along the forward avenue. The design aims at restoring the original topography and creating a terraced park for the neighborhood.



**SECTION D**





Parking

↔ Car entrance/exit



Circulation

■ Elevator

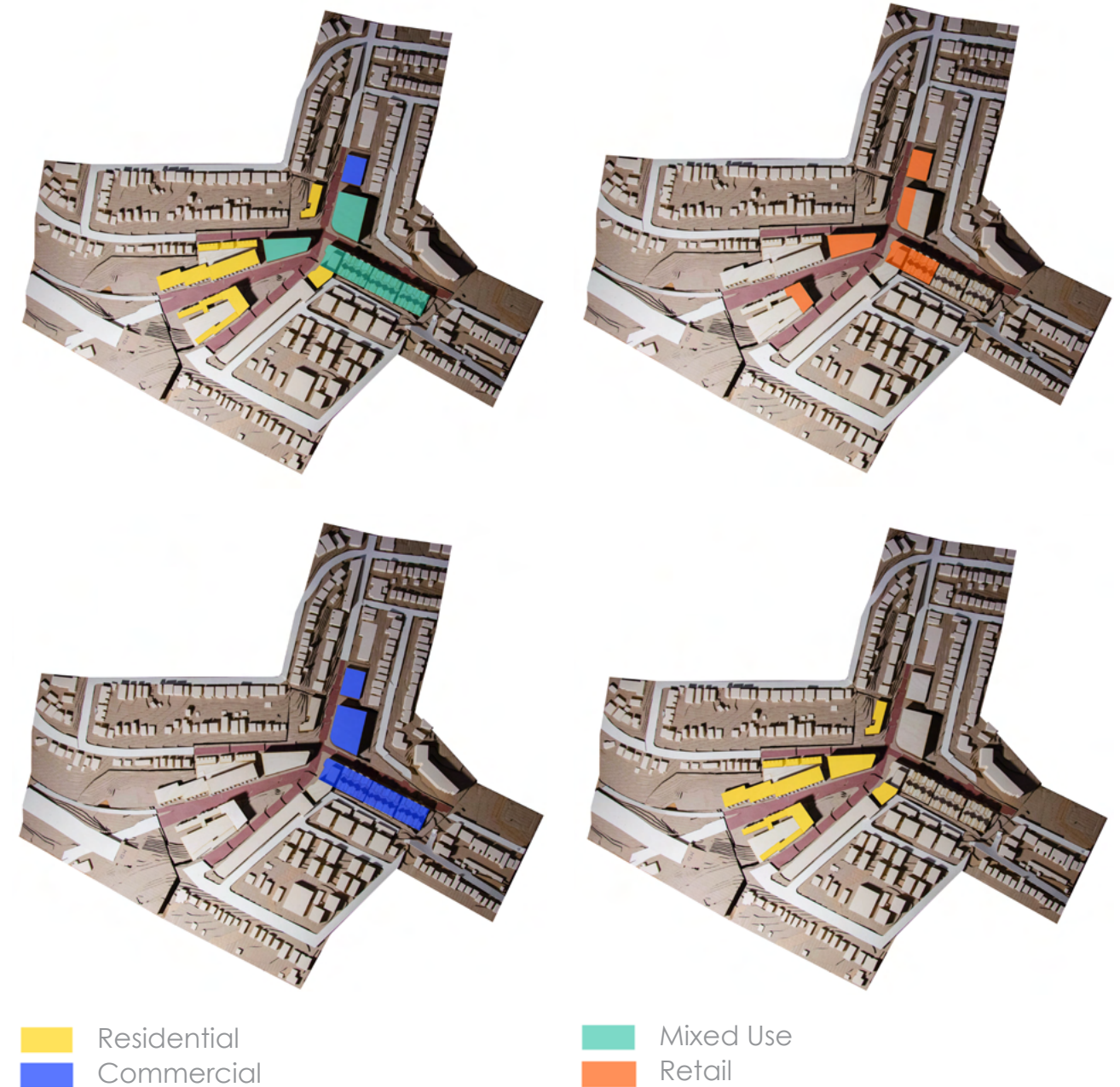
➔ Pedestrian Entrance

## Circulation & Parking study

To incorporate with the business, retail, and residential uses in the proposed plan, the design accommodates total of 720 parking spaces. In order to create pedestrian friendly and safe place. This decreases the conflicts between car and pedestrian movement by separating parking entrance and exits with pedestrian entrance.

## Building Use

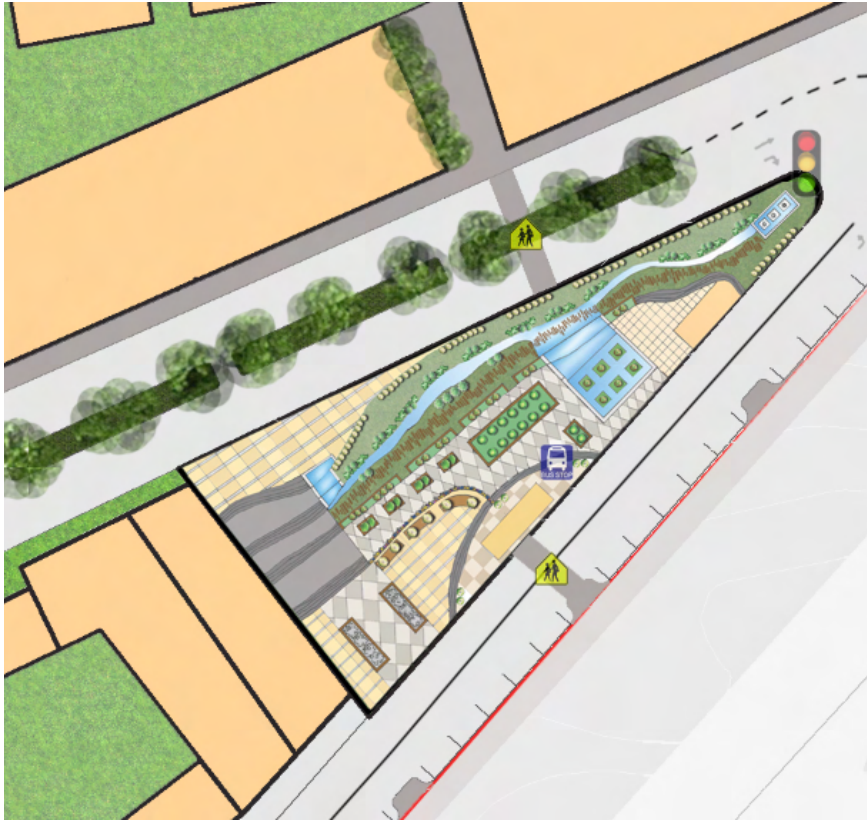
The design proposal aims at having a dense intersection with functions that demand heavy vehicular flow. Hence a mixed use development is proposed towards the intersection. To create pleasant walking experience along the sidewalks, the street frontages are dedicated for retail purposes to invite more pedestrian activity. Residential use is more concentrated between the Pocusset street, Forward Avenue and Murray Avenue. The design also intends to provide residential along Mayburn street to compliment the existing residential across Mayburn street.



■ Residential  
■ Commercial

■ Mixed Use  
■ Retail





## Cascade Park

The driving idea behind creating a Cascade park by reinventing the original topographical pattern was to use the earth excavated out to create the basement parking.

This Cascade park makes full use of the restored contours to create different terraces for activities. It provides a gathering place for neighborhood. Activities there will meet needs for different ages and different social groups creating a vibrant and lively urban room for Squirrel Hill.

In order to fulfill a transit sensitive approach the design proposal relocates the Verizon bus stop within the extents of the park. This move envisions the bus stop to be an integral part of the park. This imparts an additional identity of the park being Transit Oriented Development.

## Model Images

Views showing Forward Avenue entrance corridor.



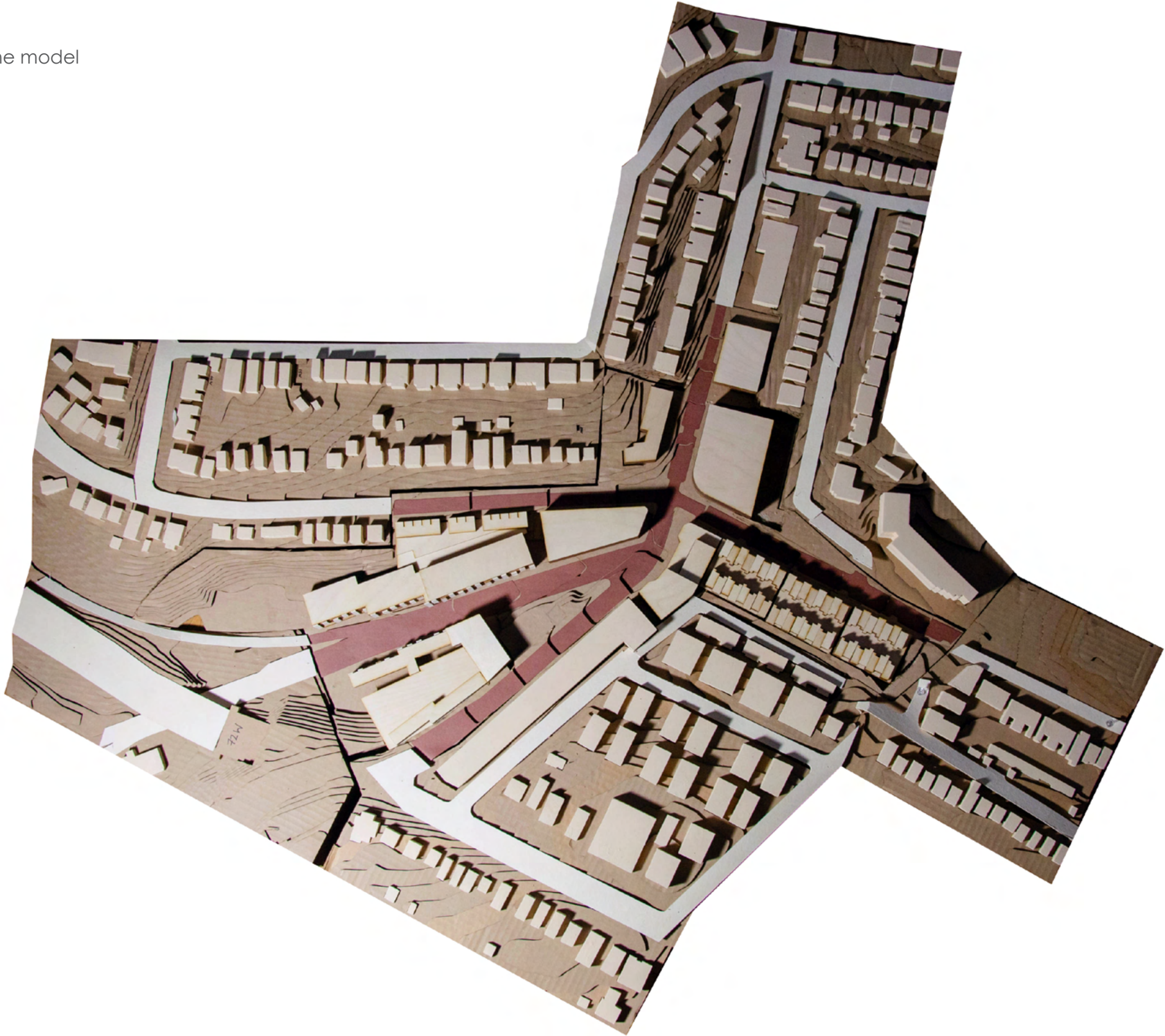
Source:<http://blog.zingarate.com/newyork/wp-content/uploads/2014/08/high-line-2-lawn.jpg>  
<http://www.architecturaldigest.com/blogs/daily/2014/09/pittsburgh-mellon-square-slideshow>  
<http://www.lukez.com/website/wp-content/uploads/2013/02/11-schemeA-north-view-copy-1024x662.jpg>  
<http://www.tgogc.com/images/products/lloyd-park-waltham-forest-london-8tbN.jpg>  
[http://1.bp.blogspot.com/--B8osLxGNYo/UgDE3vBG83I/AAAAAAAAE0o/nXYtJ7o5dIM/s640/IMG\\_3253.JPG](http://1.bp.blogspot.com/--B8osLxGNYo/UgDE3vBG83I/AAAAAAAAE0o/nXYtJ7o5dIM/s640/IMG_3253.JPG)



Views showing proposed massing at the Forward-Murray intersection.



Plan view of the model





# APPENDIX



# 1. Survey Raw Data

In conjunction with the Squirrel Hill Urban Coalition, the MUD design studio released a community survey to the public in mid-October. This survey was comprised of a number of questions assessing the current state and future needs of the Murray-Forward intersection. Questions were built off of an initial survey created by the Squirrel Hill Urban Coalition during the summer of 2014, completed by 33 people. A total of 94 people, including residents, visitors, and employees of the area, responded to the second, more detailed survey. Each of the three design teams analyzed and integrated data gathered from both surveys in order to create informed development proposals. All of the responses from both surveys have been combined and can be read below. Data is summarized both graphically and textually in order to easily compare responses.



Would you like to be involved in the visioning process?

52 People Responded 'Yes'  
33 People Responded 'No'  
(85 People Answered and 9 People Skipped)

Are you interested in volunteering for other community improvement efforts,such as tree planting, gardening, painting, litter clean-up or other activities?

37 People Responded 'Yes'  
45 People Responded 'No'  
(82 People Answered and 12 People Skipped)

What is your zip code?

71 People Responded '15217'  
3 People Responded '15218'  
2 People Responded '15207'  
3 People Responded '15221'  
1 Person Responded '15238'  
1 Person Responded '15213'  
1 Person Responded '15206'  
1 Person Responded '15201'  
1 Person Responded '15232'  
1 Person Responded '15289'  
1 Person Responded '15208'  
(86 People Answered and 6 People Skipped)

Would you like to be involved in the visioning process?

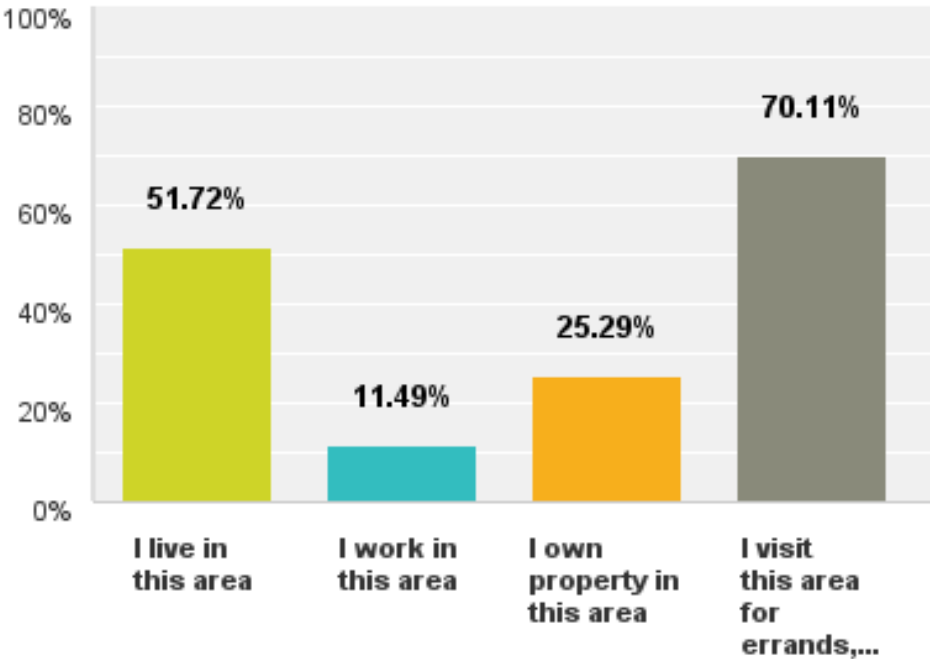
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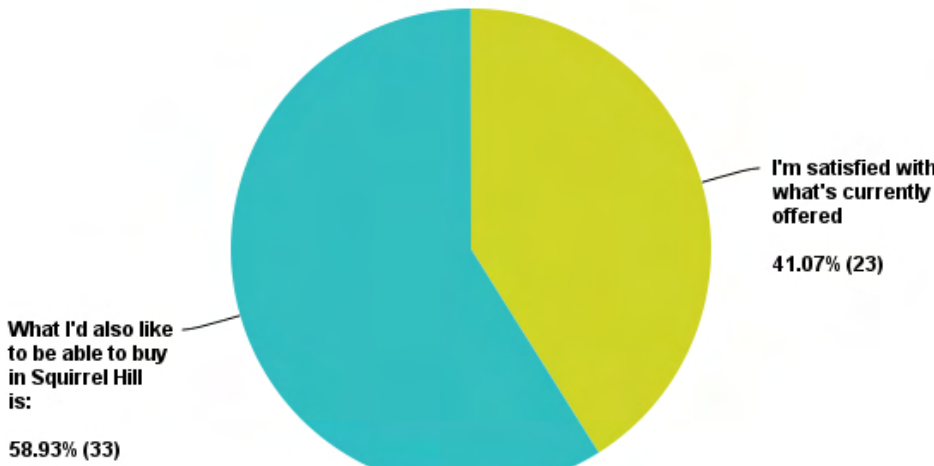
In the highlight site area as shown in the map, check all that are applicable:

45 People Responded 'I live in this area'  
10 People Responded 'I work in this area'  
22 People Responded 'I own property in this area'  
61 People Responded 'I visit this area for errands'  
47 People Responded 'I travel through this area'  
1 Person Responded 'I am not familiar with this area'  
(87 People Answered and 7 People Skipped)



What would you like to buy in Squirrel Hill that's not currently available?

23 People Responded 'I am satisfied with what's currently offered'  
33 People Responded 'What I'd also like to be able to buy in Squirrel Hill is:'  
(56 People Answered and 38 People Skipped)



Total list of responses:

- Goods or services
- Whole Foods, household furniture/small items, arts productions (eg small playhouse)
- More restaurants
- Cosmetics
- Housewares, mac store, gift shop with variety like Kards Unlimited
- Hotel Rooms
- Gun Store / Rifle Range.
- Good wine.
- Book store, clothing
- Hardware, clothing (outdoor wear)
- McDonald
- Hardware
- Children's Toys
- General store like what Woolworth's used to be
- Better restaurants
- Groceries. Better than the current giant eagle.
- A great bar. Maybe some kind of communal space. Not sure what that would be, but something that could be of use to the entire community
- Healthy, American food, not ethnic food. No more asian food, pizza, bakeries. Just good, non greasy food.
- A better Giant Eagle like Market District or Whole Foods

- Fabric (yard goods), live theatre, an old-fashioned soda fountain
- Indian, chinese grocery store; whole foods/trader joes
- I would probably answer this question differently if it weren't for the internet.
- Small gifts
- Bars
- Books
- Tools, hardware, home maintenance supplies
- Full-service bookstore
- More organic and locally grown food.
- Clothing for a younger age group (35-40); food other than bakery/noodles/pizza,
- Nice bakery, better groceries than wretched Giant Eagle, CB2 type store
- Inexpensive hotel/motel (we don't need a luxury hotel)
- More books. Sewing supplies. Cheap lunches.
- Drug store
- More extensive hardware store; affordable home goods store
- Audio equipment, kitchen utensils etc.,
- Clothing stores - everything store -no more restaurants
- High-end groceries; boutique clothing; kitchen supplies; good homey Italian restaurant
- Asian grocery store
- Department store items instead of going to Target in the waterfront
- Less expense property
- A better grocery store! A bookstore with new books.
- Goods
- Books, hardware
- Cost-co
- More boutiques, restaurants, perhaps b&b or small boutique hotel
- Small Food Market (Shadyside market), cafe bakery, reopening of movie theater, sewing/fabric/craft store, wine bar
- Diesel gas, fabric, bulk food (East End Coop), hotel (for family to stay)
- A high-end restaurant like Poli used to be
- Healthy soup/salad/sandwich/juice, beauty products,



- books
- I would like to have a better understanding of what is available. There is no directory or listing anywhere of local businesses. I imagine there is a lot here that I just don't know about but could patronize if I did.
- Vegan/vegetarian restaurant
- A bookstore/cafe that is open late at night. High quality vegetables and fruit year round. The farmer's market is a good start. Can there be an indoor market in the winter? Also, maybe housewares like kitchen gadgets.
- Indian & Chinese Grocery stores, dance pub.

Which Type of Housing does Squirrel Hill Need?

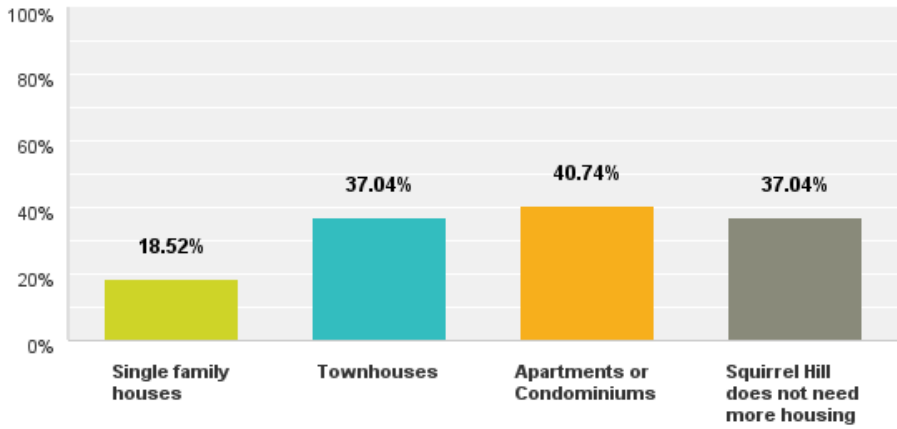
15 People Responded 'Single-Family Houses'

30 People Responded 'Townhouses'

33 People Responded 'Apartments or Condominiums'

30 People Responded 'Squirrel Hill does not need more housing'

(81 People Answered and 13 People Skipped)



If you drive to the Forward-Murray area, where do you park? (check whichever is most typical, even if you don't have any preferred type of parking)

22 People Responded 'I do not drive there'

19 People Responded 'On street parking and I can count on finding a spot'

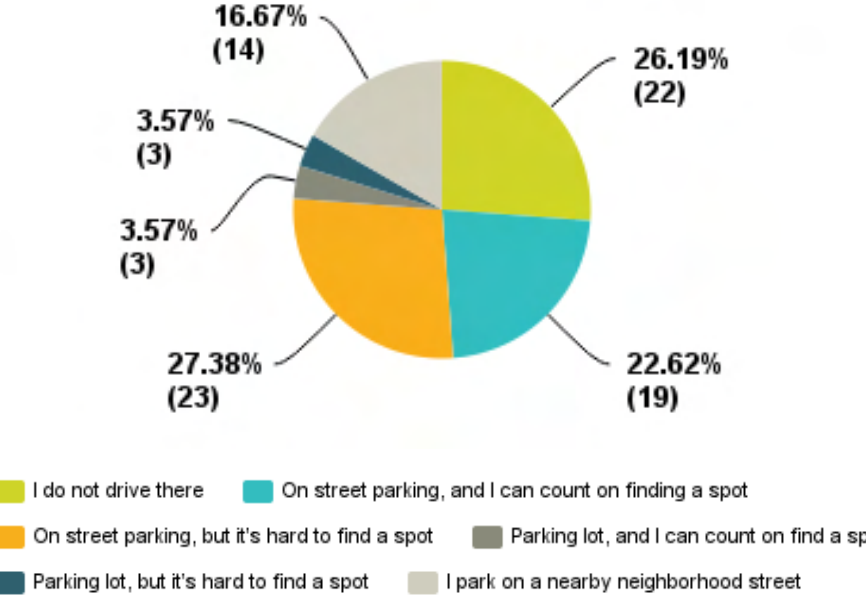
23 People Responded 'On street parking but it's hard to find a spot'

3 People Responded 'Parking lot, and I can count on finding a spot'

3 People Responded 'Parking lot, but it's hard to find a spot'

14 People Responded 'I park on a nearby neighborhood street'

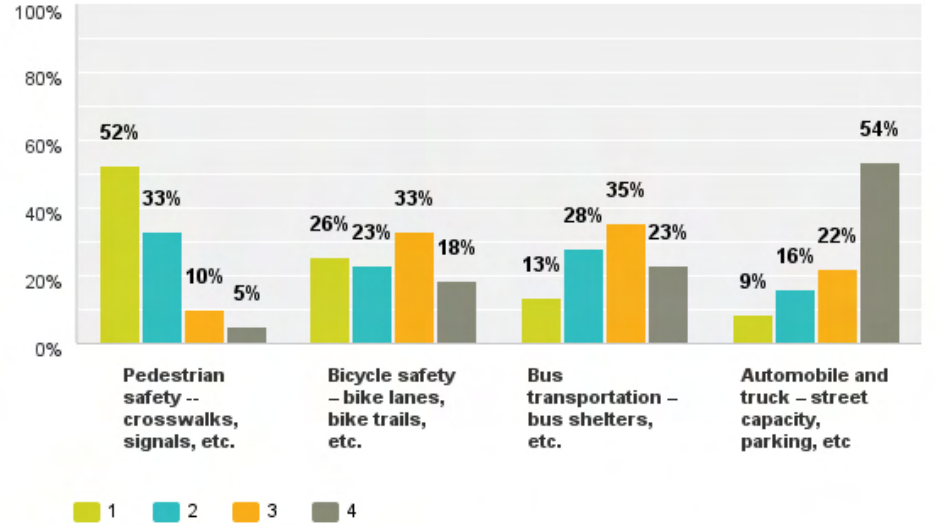
(84 People Answered and 10 People Skipped)



If there is limited public money available for making traffic improvements in the Forward-Murray intersection, how should the city spend it: (1=highest priority, 4=lowest priority)

(82 People Answered and 12 People Skipped)

	1	2	3	4	Total	Average Ranking
Pedestrian Safty- crosswalks, signals,etc	52% 43	33% 27	10% 8	5% 4	82	3.33
Bicycle Safty- bike lanes, bike trails, etc	26% 21	23% 19	33% 27	18% 15	82	2.56
Bus transportation- bus shelters, etc	13% 11	28% 23	35% 29	23% 19	82	2.32
Automobile and truck- street capacity, parking, etc	9% 7	16% 13	22% 18	54% 44	82	1.79



What kinds of businesses or other uses would you like to see near the Forward-Murray intersection?

(65 People Answered and 29 People Skipped)

- Perhaps a smaller off-shoot of Crunch gym??
- Gym, electronic store, restaurant
- Clothes store after dining out.
- More Pizza shops
- Big used book store like P wells in Portland, Ethnic supermarket, like lout foods in strip or
- Movies. Coffee House. Parking Garage
- Hotel! We need a hotel in Sq. Hill. Darlington Rd needs to be paved!
- A land bridge to cross to bus stop on Murray and Forward
- New restaurants. Kids playspace. Clothing stores.
- Apartments & condos.
- Re-Open a first rate movie theater. No bars. A Barnes & Noble Book Store.
- Not sure
- Macdonald
- Parking Garage
- More affordable apartments, and single family homes on low income
- It would be great to have more bodega/corner grocer options in the neighborhood, and this would be a good place to have them.
- More shops, restaurants, things that attract foot traffic
- Grocery
- Bars, clothing stores, maybe a deli/corner store, coffee shop, pharmacy,
- Saks fifth avenue
- A park would be nice
- Fabric (yard goods), live theatre, an old-fashioned soda fountain, some sort of destination business.
- Some urban restaurants, indian grocery store
- Bring back a movie theater (more parking would help, though); a small specialty eatery (if it were also kosher, jewish people could come) with area inside for local musicians or artists; some kind of
- "Maker-space."
- Restaurants, re-open the theater, convenience store



- After thinking long and hard I can't seem to think of anything that could be added that wouldn't take away from the area's charm (i.e. a few bars, a "Target"-like store). Also, maybe some appeal to local artists, musicians, and poets beyond the few coffee shops in the area that kinda-of promote this. For example, only Te Cafe and CommonPlace Coffee display local artists works and only Te Cafe held an open-mic night.
- Grocery stores, coffee shops, restaurants, boutiques, Start-Up Spaces, Bars, Karaoke Places, Bicycle stores
- Used book store
- Hardware store
- High end restaurant, condos, upscale bar.
- (You mean Forward-Murray, right?) After-school center for elementary aged kids. Branch of East End
- Food Co-op. A restaurant like Kazansky's was, or other good affordable restaurants.
- I would like to see green space, like a small Park for people waiting for the bus. For businesses, restaurants, cafes.
- Hotel, small upscale retail stores, restaurant
- Cafes with outdoor seating, boutique shopping, outdoor space
- Hotel, nice food stores, interesting home goods shops like CB 2
- Mamma Pappa stores
- Homes and hotel/motel.
- Do you mean Forward/Murray? Forbes/Murray already has a lot...
- Drug store
- More trees and greenery. High-density, green, affordable housing. Protected bike lane to connect Pocusset bike path to Beechwood, via Forward. Above all, businesses should be local and independently owned.
- Condo with stores beneath it. Bring back a restaurant like Poli
- Zone the portion of Murray south of the intersection to promote patio use along the sidewalk. Re-landscape the west portion of that hill to promote downtown views. Spruce up the streetscape across the board to make it prettier.

- Restaurants and small businesses
- Do you mean Forward? I'd like to see a better way to navigate that area on a bicycle. I live in the area, but avoid it via a circuitous route because it's dangerous.
- Fruit market
- Movie theater replacing the one that closed. Restaurant.
- A real bakery-- not just bread
- I would like to see a grocery store or bodega, for instance something like a Trader Joe's or on a smaller scale a place like the Allegheny City Market. I'd also like to see a gift shop that offers cards, wrapping paper, flowers and other novelties.
- Hotel, motel
- Healthy food (no fast food ever!) Multi-age use space, meeting space rentals/co-share office space, wine lounge,
- No rundown bars...a wine bar coupled with a nice restaurant would be perfect. Perhaps CMU or Pitt could purchase the vacant theater and use it as an offsite theater for stage and videos as well as an art gallery.
- Sidewalk cafe, hotel,
- High-end restaurant BOOK STORE!!!
- Healthy soup/salad/sandwich place, bookstore with a sit-down cafe, affordable gym, whole foods type of store, beauty products store, trendy restaurant
- Not sure, but the car repair shop looks terrible. It's not an inappropriate use for the location, but a terrible looking building and lot. Empty Poli storefront and lot are also terrible. The building on the northwest corner of the intersection is just blah. Would be nice to have something actually interesting there.
- Panera. .. Hello bistro, Vegetarian food spots
- Bookstore. Bookstore. Bookstore. We have one of the highest concentrations of educated people in the country. Can we have a bookstore? Or can the library get a coffee shop and stay open until 11pm every day? It would be good to have a concert hall or place for cultural activities.
- Restaurants, shops such as those in the Morrowfield complex, other clean, reliable retail or service businesses
- Restaurants! Small hotel!

- Obviously the abandoned shops are a problem. I would prefer retail to residential moving in to the corner. How about some bold restaurants that offer creative food and funky ambiance rather than the safe drab boring Asian choices that proliferate in Sq Hill. A dance studio - I loved watching the karate through the windows, it made the corner more interesting. Why not try something like that again -- a business that doesn't need to depend on pedestrian passersby but instead has a dedicated clientele -- a space for art, dance, sewing classes, even a beauty school with make up studios. Squirrel Hill has been ruined by banks going in where retail should be; don't let that happen. Or else swap out a bank on Forbes and put it here if you can get retail back onto Forbes. What about the Bruster's Ice Cream we lost in Greenfield -- how about putting it here - yay!
- Womens clothing store, shoe store, jewish deli and butcher shop.
- You mean the Forward-Murray intersection, right? Restaurants or cafes--somewhere nice, clean, and relatively healthy to grab breakfast or lunch. A bookstore or other type of nice retail location that encourages foot traffic and browsing. The businesses don't necessarily have to be high-end but it would be nice if they were clean, welcoming, and useful/convenient.
- Poli needs to be torn down and new businesses there. maybe aldi or dunkin donuts. Something with a brand name
- I don't have strong feelings about the need for more business
- It's a highly populated / utilized space - use it for advertising.
- We have low income and disability housing -- many--morrowfield, on the bridge to greenfield, forward and shady, Darlington Road, and many more.
- We were hoping for a bakery square kind of development, or better. This plan offers NO HOPE. The design seems "designed" to maintain and contribute to the decline of this part of Sq. Hill.
- Not low-income housing in this location. This corner is the entrance to Sq. Hill. I would like to see nice restaurants,

- cafes, green trees; a reason for me to come to this corner to walk for fun with my family to see people, hear music, extend the urban center of Forbes, Murray Ave., Forward. I think your plan misses the point. Yet is not good enough to do something in this location - but to do the right thing.
- A multi-purpose living structure. Apts and Condos.
- No Bars! Good would be additional openings of good "chain" restaurants: Walnut Grill, Pamelas, Nu Grill across street from the Manor Theater. Please no fast food. No more "nail" places. A great, not low end, consignment store like ambiance or second hand up-scale. Open the Forward Avenue Theater (movie) again. Bring in nice people to neighborhood. Another Clavens. Chinese Restaurant. Good Candy Store. Decent drugstore, well supervised. Must keep Quest Diagnostics, very convenient. Get Go is very convenient for gas. Mini-Market again better supervised than last one. Chinese restaurant. Better not be a fast food type. If 2nd hand clothing store is low end undesirable, tough people will enter senior neighborhood.
- Since this area is your introduction to Squirrel Hill from the parkway this area should be a showcase for Squirrel Hill. Right now it is a shabby entrance. The boutique hotel that was once proposed was a wonderful idea. We were very disappointed that the initial plan did not go through.
- I agree that subsidized, and non-profit housing serves a critical need. But a larger commercial vision - a beautiful renovation for all of us who enter the Sq. Hill area.
- Great ideas, and serious commercial development that will not only preserve this area, but influence the other neighborhoods throughout the city.
- Hotel
- Hotel
- Home improvement hardware
- I would appreciate seeing a business that is accessible for people with low income.
- Always like to see housing, esp. apartments and would like to see stores on first level.
- Housing with limited commercial, i.e. businesses that would attract nearby residents to walk to.
- Special needs housing with regular housing --



- environmentally green with urban garden space
- This area is ideal for housing or commercial uses, or a mixed-use development. This area is not suitable for recreational use owing to the heavy traffic and existing commercial character. The proposed ACTION-Housing development will be an excellent replacement for the Poli's building.
- Think of how successful the Tango Cafe was. I like first floor commercial/retail.
- Upscale commercial
- Hotel
- We need some nice upscale apartments. Maybe nice rentals. Also some upscale shops that would attract consumers to squirrel hill esp. women's clothing.
- Convenience store, parking areas, stores
- Hopefully some sort of market rate housing.
- Gas station at site of SQ Hill Prof. Bldg and Prof. Bldg at site of Gas Station Get go. Aim High! Artist studios/ incubator like 'spinning plate' in East Liberty. Current art studios in the Morrowfield could end at any time. Gaps between experiencing public art on price monument."
- Motel/Hotel
- A round about of the corner with flowers and plants inside.
- Restaurants, Theater- Movie and Live
- Retail space with parking near Poli. Parking lot on forward avenue. Hotel 1.3 Acres site average.
- Apartments (Condos) Shopping. A restaurant, not fast food.
- Middle income, Consignment store, Mini Market, Drug store - soda foundation, Restaurant, Parking
- Mini Market
- Retail sales...There are many residents of Forward-Shady that would like a grocery/convenience store that is larger than the GetGo.

**What do you think would improve the look of the area around the intersection?**  
(69 People Answered and 25 People Skipped)

- It would improve considerably if it were more occupied.
- More Greenery
- Forest, more trees and plants
- Polis! do something with it
- Banners pravlily lights or entry signs
- Gateway Welcome. Polis, Get-go, temply lots.
- Remove the electrical wires from in front of the buildings to underground or behind.
- Modernize.
- A gateway. Welcome to Sq. Hill
- Make the middle divi - attractive, some flowers, plants. Make crossing SAFER, delayed traffic lights.
- a small park, more trees.
- Improvement in traffic because too many stores and customers.
- Not concerned about this so much the community is old but not that bad looking...
- Clean empty lots/ use them
- Cross walks, some sort of line painting or something to more clearly designate lanes
- Cafe
- A space looks best when it is in use. As it is now, it looks derelict. So, finding a use for it would help.
- Welcome to Squirrel Hill sign; green space
- Fountain
- Easier pedestrian crossing
- Occupied businesses rather than vacant. Fewer (no) billboards.
- Murray avenue needs MUCH more attractive "Squirrel Hill" banners. The ones that are there look old and too busy. Flower beds and benches. More awnings on store fronts for more unified look. Maybe a wonderful tree-or-plant/flower landscape for the hill on which the old brick building stands across from the gas station? An attractive "portal" to the community when people enter Forbes-Murray?
- Influx of stores and restaurants. Fixing the intersection-

- the 5 way intersection sees too much close call action everyday.
- I think it's fine as is.
- Anything that is "conforming" in height and character (the tall building housing Rite Aid is very borderline)
- Maybe provide some aid to the local homeless?
- Whole Foods
- Art displays - outdoor sculpture, lighting, display cases or other.
- Fewer billboards, nice sidewalks, greenery, decorative street lights
- More trees, a place to sit outdoors with shelter
- Litter is a big issue. Do something with poli's former parking lot. Eye sore.
- Trees. More attractive ground cover on slopes around Verizon building. The white brick vacant building on Murray just south of Phillips and the vacant lot next to it are eyesores. Tear that down and build something that uses that valuable space effectively!!
- Trees and other plants, wider sidewalks at the corners for pedestrians and bus riders. Well planned plantings can help mitigate air and water pollution.
- A hotel and entertainment!
- The building all look old and need facelifts. They look run down.
- NOT building the proposed housing monstrosity that looks like the ugly structures being torn down elsewhere
- Police on horses
- Add a grass margin (with lots of trees) on the road-edge of all the sidewalks. Get some Boston Ivy to cover both red-brick buildings by the intersection.
- Trees. Anything to make it less gritty and urban.
- No more vacant store fronts with boarded up look please
- More trees and greenery. Less street parking and fewer parking lots.
- Tree plantings and flowers
- \* Improve traffic flow. \* Close the entrance to forward west of the Forward/Murray exchange (where Forward becomes Pocusset). I realize this is controversial but I think the traffic flow can handle it, especially if the entrance from southbound Pocusset to Murray remains open.

- More greenery
- More and bigger trees throughout the area. Buried utility lines.
- Less unused buildings
- Bury the electrical wires and plant trees where the poles were. The wires just make everything look low-• rent and trashy.
- Gardens, art, plaza-like thoroughfare
- More trees and flowers. parts of the street where Poli's used to be look terrible.
- Flowers or trees
- Fix up the old Poli's parking lot.
- Can the telephone company central office look less like a prison?
- Occupied retail space, more green space.
- Trees
- Unsure, besides not having empty business buildings
- The Sports bar cooks outside and leaves a huge mess with cooking grease everywhere. It smells like something died mixed with human urine. Get rid of it! see above for use of the theater. Also...at the corner of Forward, Murray, please move the bus stop a bit up the hill and put some big flower planters on the corner.
- Calmer traffic! pedestrian walk ways (with medians so calm traffic & permit pedestrian refuge), nice lamp posts and street trees, benches, nice bus stop. Get rid of billboards (i.e. brain garbage)!!
- Put something in the windows of the abandoned storefronts-- even if it is just displays so it reduces look of abandonment
- Public place, green area, fountain
- The entire intersection is a very unattractive and confusing entrance to the neighborhood. If you were a first time visitor, you would have a hard time just navigating the intersection (understanding which street goes where, how to get to 376 ramps, etc.). I think a small median on the road going south to the 376 ramps would help slow down the traffic and allow for beautification. That road is the worst - no ped access, ugly businesses and parking lots.
- Green space,
- Haven't thought about this.



- Hard to do much to intersection itself, but landscaping where possible
- Gateway project drawings looked nice. When you drive in now the area on the left is a mess. Love the new SqHill sign!
- Fix the Poli parking lot -- plant an urban garden there as a lovely welcome to Squirrel Hill. Get businesses into the abandoned shop fronts. If residential goes in, please do not have street level parking -- dig a garage or put it on the roof, but do not let the corner get eroded. We already have eroded corners with the gas station and where the Poli parking is. Keep the urban edge intact with nice shopfronts.
- How about a stylish bus stop from a funky architecture firm -- let Edge Studio architects come up with something unique. That would make another nice entry into Sq Hill. Accentuate the big smokestack -- paint it bright green and put a super graphic on it that says what it is for -- give us a chance to say "Oh, now I get it, cool."
- No vacant store fronts. No billboards and graffiti proof poles/boxes.
- Anything to fill the vacant spaces! Renovating the old, crummy storefronts. New signage for existing businesses. More trees all along Forward Ave, more plantings in general. Plenty of street lighting. Easily accessible trash cans. Maybe a mural like the one at Murray & Beacon. Any evidence that business owners actually care about the appearance of their stores.
- Green space. Maybe a park with benches and playground where the poli parking lot is
- More trees and bits of green.
- Development in this area should be only of a high quality and aesthetically appealing. New restaurants are a good idea.
- More trees, more consistency in store fronts
- Just would not like for there to be abandoned or unused space.
- I would like to see a more welcoming site at Forward/ Murray Aves. Empty buildings are not attractive.
- I would like to see a dramatic architectural statement that could be a signature building for the Sq. Hill gateway.

- The vacant land and surface parking on Forward Ave. between the Parkway and Murray Ave could be put to better use as it is ugly in its current state. The old Poli's building seems outmoded and would be better replaced. But the old brick building on the corner (formerly the Karate studio) is very attractive and hopefully can be preserved.
- Something done about the mud on the sidewalk of Murray and Aylesboro. I'm tired of having to walk in the street!
- A stunning architectural statement.
- The building shown to the group looks like a "project".
- My aesthetic concern is that the proposal is already UGLY. It looks like the "projects" -- unimaginative public housing. This will likely stymie any hope of having anything else built of architectural interest.
- It should be a pleasant looking visual look as we enter Sq. Hill.
- As the gateway to squirrel hill, the site could be visually attractive/ village like. perhaps the PGH conservatory could do a lovely planting.
- The planting of trees.
- Please, no parking lots in the front of the property or strip center.
- Trees!
- Hanging Flowers
- Grass-Walls on buildings, or even the gas station
- See #1 - people do not walk past the gas station unless absolutely necessary!
- The traffic islands would make great placements for public art."
- Conference
- Same as above
- Forward avenue city and state trees removed along exist and entrance to the town.
- Anything would make an improvement. Landscaping after construction.
- More trees, new sidewalks, roads repaved
- Sidewalks
- More Tree
- Would it be possible to create murals to make the area from the former SQ Hill Theater to the corner of Forward

and Murray more aesthetically pleasing?

### What thoughts would you like to share about transportation (vehicle, bicycle, walking) in that area?

(72 People Answered and 22 People Skipped)

- The Forward-Murray intersection is dangerous to pedestrians, motorists and cyclists alike. Where motorists should stop should be more clearly indicated and rigorously enforced. Also: irresponsible property owners fail to properly maintain sidewalks.
- It's very frustrating; it takes forever to cross the Street, and then I still don't feel totally safe.
- More parking/ more bike safety
- Be better for bikes
- More buses
- More parking! and more parking! free parking
- Dangerous intersection needs to be improved
- Please keep bikes in planning.
- I think the city needs more education on bicycles( for cars and bicycles) RULES OF THE ROAD
- Keep Uber & Lyft!
- A bus shelter. Lighted & Heated.
- Difficult to navigate in a car. No parking.
- Bike Lanes.
- Different traffic light design would help. Traffic is delayed too long down Murray Ave.
- Free bus zone from Forbes+Murray to Forward+Murray
- There's growth of bicycle transportation then previously before maybe because of the new bicycle store.
- The traffic light timing is very bad and the sight lines at the intersection are dangerous.
- Left turn signals... well marked lanes... this applies to all of Murray avenue
- Confusing intersection is dangerous
- Safer intersections/ crosswalks
- This is an extremely tricky intersection, for pedestrians/ cyclists and vehicle traffic. I think some work needs to be put into making the lights for each line of traffic clearer, as I've almost seen several near accidents happen because drivers are confused as to which set of traffic

lights is there. Better crosswalks for pedestrians would also be a welcome change...perhaps all traffic stops to allow pedestrians to cross, like the intersection of Forbes and Murray?

- Consider "traffic calming devices" such as speed bumps.
- It is very tough/dangerous to cross the intersection there. I know there are walk signals, but one does not feel confident, even when one has the appropriate signal. There must be infrastructure to support pedestrians, bicyclists, etc, especially folks who are disabled. I can't stress enough how dangerous the intersection is. Also, for drivers, it's very confusing. It's not immediately obvious which lane one should be in, where one should go. Proper signage would help drivers and I imagine would help reduce congestion/accidents.
- Not a safe area of cyclists - too much traffic. They should get off bikes and walk through that intersection.
- Better bike lanes
- Pedestrians should be able to cross from the southern side of Murray (by the Bell Telephone Building) across Pocussett and across Forward, to head down Forward. Additionally, crossing over the parkway exit / Beechwood Boulevard at the bottom of Forward Avenue is difficult. It is an unofficial crosswalk, but has long been used by many persons each day. It is particularly used by Allderdice students from Greenfield. That whole Parkway interchange gives a first impression of both Greenfield and Squirrel Hill South as industrial. Recently all the trees and foliage was shaved down to nothing in the interchange. Rather than that, we need \*more\* trees, more of a neighborhood feel.
- The intersection can be confusing, even for motorists. Clearly marked signs for when and where to turn for all constituencies would be good, especially for bikers. Bike trails are good for a community.
- N/A
- It's always difficult to find parking along Forbes near Murray, and I think some of the crosswalk buttons are broken at the bottom of the Murray hill (Murray and Pocussett).
- Designated bike lanes that would encourage bikers to use the street, rather than the sidewalks ( NOT a good idea ).



- I don't drive there always seems to be a large amount of traffic.
- More constructive bike lanes needed
- Current mix of bikes and auto on Forbes and Fifth avenue is dangerous. Making bike lanes or clear alternate path is a high priority.
- There needs to be a better/safer pedestrian crossing from Pocusset and Murray opposite GetGo to corner opposite Poli/theater lot.
- The problem with bike access is not so much this intersection, it's on Beechwood on the other side of the Parkway.
- I bike through it every day. it's a horrible intersection to bike through because every direction is uphill with no safe bike space, but there is nothing better.
- Murray forward interchange is dangerous. Traffic/signs need to be discussed. Travel through there everyday and have close calls all the time from those coming on forward to the parkway. Not realizing that Pocusset has the right away after light changes.
- Pedestrian crossing at Forward-Murray is horrible in every direction! Maybe a pedestrian bridge? Drivers leaving the Get Go have a hard time turning onto either street, and many feel entitled to drive into Forward on a diagonal, blocking both lanes.
- Driving is ok as long as I avoid peak hours, although the Parkway exit traffic pattern is confusing. Walkers and cyclists face a lot of hazards at the main intersection, which has no crossing guard. Also the gas station entry and exit are dangerous because there is no clear traffic flow and cars come and go in any direction.
- There should be a more friendly bicycle or motorcycle way.
- Bicycle use is here to stay, and this intersection is menacing for a bicyclist. Lots more walkers in Squirrel Hill than other communities. This intersection can be confusing to a vehicle visitor. Maybe better signage. Exiting the gas station is challenging. Requires alot of fellow driver cooperation to merge onto Forward or Murray.
- Bike transportation is important, but the bike lanes should be on the side streets, it is safer for everyone.

- Crossing the street is quite difficult. There should be no provisions for bicyclists until bikes are licensed and riders held to traffic rules. It's rare to see bicyclists observe stop signs or traffic signals, which makes them a hazard to pedestrians and vehicles
- The intersection is TERRIBLE. Pedestrians don't wait for the walk signal, cars do not know where the lanes are or when they are allowed to turn, bicycles just wip through. Terrible. There should be more protected left arrows.
- Put in a rotary, it will help traffic flow with that odd-shaped intersection. With the size, shape, and traffic of the intersection a rotarty is \*PERFECT\*. I know they are uncommon in the US, but sometimes an intersection just screams out for one. The center of it can be used for seasonal community displays (events, religious holidays, etc), and can have a large green area with a flower margin (that helps with the look of the area).
- Lots of people bike from here to CMU/Pitt. It'd be nice to have better bike infrastucture on a side street somewhere.
- Can kill yourself crossing poccusset; wait forever for the lights to turn for pedestrian
- Discourage car traffic as much as possible. Add protected bike lane to connect Pocusset path to Beechwood, via Forward.
- The intersection needs to be rethought. The current attempt to accommodate all incoming streets is a losing proposition.
- The traffic lights need to be re-synced. Traffic often gets backed up easily.
- I'd like to see a better way to navigate that area on a bicycle. I live in the area, but avoid it via a circuitous route because it's dangerous. I bike from Oakland to Beechwood and Forward. I'd take Pocusset on my way home except for the fact that once I cross Murray, I'm jammed between traffic speeding up the hill and a row of parked cars. It's seriously stressful and dangerous. The next street up the hill is Nicholson which is cobbles and horrid on a bike. Same with Phillips. Douglas is one-way the wrong way and doesn't connect across Murray. Hobart is dangerous coming uphill into SqHill after its connection from (the highway through) Schenley Park so

- going that way sucks. Beacon doesn't connect directly to Oakland or Beechwood Blvd. even though that's supposedly the designated 'bike route.' That leaves me to come home through the Schenley golf course and then connect to potholed Darlington Street to Beechwood, then home. If even one thing improved in that chain of misery it could make my commute way better.
- We need better biking infrastructure on Forbes and Murray; especially from Forward to Forbes along Murray. Would a (free) SqH Shuttle help ease traffic and parking--along Forbes and Murray?
- Murray and Forward have a very bad light system. There should be a turn on red coming down Murray and needing to make left turns to Pocussett and to the Parkway. Traffic is always backed up there.
- Scary to cross the street there.
- That's a scary intersection on foot. I've never dared it on a bike.
- The intersection at Forward and Murray can be treacherous, particularly for cars turning onto Forward of off Beechwood Ave. There's no clear signage so people are often in the wrong lane for where they are planning to turn. This makes the intersection hazardous, not only for vehicles, but also for pedestrians and bikers. Clearly defined cross walks would also be a plus.
- Free parking
- Too dangerous now
- Shared Bike rental program- like nyc & London have??
- Walking is tough because the run down space on Forward avenue is scary.
- Fix the impossible 5-way intersection and make it 4-way. Poccusett could be made one-way and reduced to outbound only.
- It is a nightmare to walk across murray ave! Why must there be 5 way intersection?! And there is no crosswalk on Puccusett
- That intersection looks very industrial and not welcoming. Mostly because of the Poli parking lot and the gas station. It is not welcoming. I do n;t risk to walk or run there. I would like to see it more green, maybe with a roundabout with flowers in the middle.

- I cannot imagine feeling safe walking in that area, although I have never done it. For vehicles, there needs to be much better signage, both so drivers know which way to go and also so drivers can yield appropriately. It's a very confusing intersection with 5 access points, and it's not always clear who has right of way.
- Timed cross walks , keep lots of busses...wide sidewalks, No litter
- I like buses and pedestrians. Bikes are good too. I live here so that I don't have to drive. Do everything possible to support non-drivers. Public transportation brings customers to Squirrel Hill. Keep the buses running. Keep Forbes and Murray as a hub.
- It's a tough intersection to cross on foot, but the Walk lights help. Please, no more bicycle lanes; we've gone bike-friendly crazy in Sq. Hill/Schenley Park, to the detriment of pedestrians and, sometimes, to the detriment of safe driving.
- Would like dedicated bike lane if there's room.
- The lights are incredibly long with a 5 way intersection. Install a pedestrian overpass or underpass. Make a 3 lane zone on Pocussett as it approaches Murray from Wightman -- far right lane exits to highway, middle lane turns right on Murray, far left lane either goes street onto Forward or turns left on Murray. Help the cars move along. Do not remove car lanes for bike lanes, it only exacerbates the traffic problem, particularly at rush hour.
- Need to improve the intersection for pedestrians. Better overhead signage to let drivers unfamiliar with the area better directions.
- It's pretty tough to cross the street as a pedestrian because of the traffic coming on/off of 376, so more crosswalks and perhaps a dedicated pedestrian crossing light would be helpful.
- There needs to be a yield on green sign for traffic coming down forward , there are so many near accidents with traffic coming straight from pocusset!
- This is my suggestion concerning the traffic light at the intersection of Forward and Murray Avenues. To be able to turn left on Murray toward Pocusset St as well as to be able to turn left toward Forward on Murray there needs



to be a ""Left Turn Signal"", as it's is so difficult to do. From both directions at that intersection it is terribly difficult. Please consider my suggestion.

- People drive fast and pushing light and thoughtlessly at forward/murray and forward/shady dangerously. And their loud radios.
- It is a busy intersection that seems to work. I would not like to introduce new complications.
- We need bus shelters
- In Sq. Hill (and in Pgh in general), clearly demarked bike lanes are needed for the safety of bicyclists.
- It is a confusing, dangerous intersection, especially for pedestrians. We should try to minimize pedestrian traffic crossing to the old Poli's parking lot.
- Safety 1st and for most pedestrian signal like top of Murray.
- Clearly some expert help is needed particularly in regard to pedestrian and bicycle safety.
- I like the bike trail idea.
- Keep developing safe and usable bicycle lanes for safety and bikers.
- Transportation by bus is very good. But a left turn, green arrow at the corner of forbes & murray( coming from forbes and making a left turn) would be helpful.
- We need reliable stop lights and police presence to slow down traffic.
- Better busing+ stations
- Pedestrian crossing is an after-after thought. Work out w/ Forward Avenue Bike Trail
- Its settled now.
- I do not drive
- I am the block watch chairman for my block on Darlington Road. We have many new families + young children. Several of us are quite concerned about the traffic. The cars are going much too fast. The city is not much help.
- Crosswalk - needs more time
- Underage Drinking - Sport Bar
- Signs to remind ppl to slow down
- Bicycle riders not obeying traffic laws
- Speeding to get on parkway"
- Sign slow down.
- Crosswalk, more time

- Would it be possible to have the police enforce the speed limit laws? There are senior citizens and disabled residents that have problems walking across the street. Vehicle traffic should slowdown. Parking is also difficult along Forward Avenue.

#### **What role might the public sector be asked to play in encouraging future positive development by the private sector?**

(42 People Answered and 52 People Skipped)

- Not sure
- Manager
- Educate bicycles about rules for road and safety issues sometimes the bicycles are in worse shape than junk cars.
- Traffic improvements make any dead buildings easier to develop
- good how attract developer invest.
- Get grants for tech start ups. Repurpose Poli's.
- Shop Local.
- Lower rents for space. Tax Breaks.
- \$\$\$
- Trying to get in the gas station at Forward and Murray ave is a problem. Try to move it.
- To be made aware prior to major changes to the area.
- Fund raising
- Good question.... not sure
- What? Improving parking, traffic, and encouraging destination spots.
- No tax breaks. This is a bad way of "encouraging" the private sector to do anything. We should stop asking how the public sector can help "encourage" the private sector. We should instead ask how the public sector, which can be the most direct form of democratic action, can undertake projects that improve public space for the use of all. We don't need the private sector to do this for us.
- Come to the area to spend money.
- What makes any neighborhood tick? Locally owned businesses. We need to support our neighbors in their businesses. We don't need national chains, we need

local business - it is a proven formula in this area.

- Specific volunteer roles made available and advertised. Promote the concept of building community "resilience."
- Should actively participate to promote growth of this area. It is at a prime intersection, thus could potentially be a very lucrative area for private sector.
- Perhaps a yearly or biyearly poll similar to this one.
- Public hearings with meaningful impact for public decision-making.
- Maybe provide some aid to the local homeless?
- Provide seed capital at an interest free rate for people to develop on the area
- Create space for displays on street. Plan lanes and bike paths to separate bike and auto.
- Tax penalties for certain uses, zoning that requires ample parking and traffic flow for high-traffic uses
- Fine property owners who are not maintaining their buildings; if it gets too expensive to hold the property, they will be motivated to sell. Give tax incentives to green, community-friendly businesses. Provide free trees for planting in parking lots.
- Zoning laws promoting walking, biking, and gathering in the area. Also mixed use housing, funding for paving and sewer upgrades
- Invest in tourist type attractions..
- It should NOT be siting subsidized housing in what ought to be prime real estate.
- Uh, I don't know. I'm not entirely sure what this question means.
- Show our buying power?
- I suppose a survey like this is a good place to begin.
- Improving traffic flow patterns.
- Burying the electrical wires sounds like a start. If that area looked nicer maybe people would want to hang out there.
- Landscaping badly needed
- No idea
- Patience!
- Fighting for the use of our tax dollars to be used in our neighborhood.
- Eliminate billboards, make GetGo sign smaller -- providing

a cue to cars to slow down. Slow traffic.

- Write to our local council people to pressure the private sector to be a "good neighbor!"
- Matching pledges for every dollar u raise the private sector donates 100 Petitions too
- Haven't thought about this.
- An improvement will play a big role.
- Need to advocate w/property owners for positive changes to empty buildings/properties.
- Possible tax incentive for future investments.
- Not sure.
- Public meetings that include an interesting speaker to get people there and involved.
- I would like to see the sidewalk signs held down by the sand bags removes. Many trip on the sandbags
- Zoning changes without extra meetings+ delays added to zoning process.
- Note: By public sector I include SHUC."Not a barrier be" (Streamline Process.) Encourage local dev/big to be involved - keep X percent in local community -services big by \_\_\_, \_\_\_, or \_\_\_."



## 2. Community Meeting Feedback

On October 13th, the Squirrel Hill Urban Coalition hosted the MUD studio at their public meeting so that students could share the first half of the semesters work with community members. All three design teams presented their incremental improvements, changes that could easily be made from now through 2 years from now, as well as initial long-term development ideas. The incremental improvements included the ideas listed in the introduction of this report: Lighting, Finding Your Way, Room for People, Room for Nature, Community Building. Many constructive comments were gathered at the discussion tables after each team's presentation. Below is a summary of all feedback collected during the meeting, which later influenced the direction of the three team's design projects.



Table 1

Participants: Residents: 1 mo, 1 year, 30 years, 40 years, 63 years and more than 63 years

Teams:

- Team 1 (The Meadow & The Hill)
- Team 2 (The Cascade Park)
- Team 3 ( Point Murray Place)

Team 1

Dreary Entrance – like the median – but don't slow traffic too much!  
Do something with the corner building, was a drugstore, then marshall arts, then campaign? It's terrible – and will be worse when Poli's project is finished.  
Demolish the ugly – all that is ugly!  
The alley behind this building – is it still a usable street?  
Story from resident: Note the smokestack – it was higher – quite a bit - it was lowered years ago (more than 30) by pushing the bricks over from the top into the center – then cutting a hole at the bottom to remove the bricks?  
Recommend making Murray improvement beginning at Forward and repeat then up Murray to Forbes – make it look unified somehow.  
Where is the parking?  
We use Lifetime Auto – but it is ugly. Should be improved.  
Can't imagine a property owner giving up a parking lot?

Team 2

Move the intersection – yes – good idea.  
Poccusset island, remove – close off – do something there for pedestrians.  
Install lights in the pedestrian crossings – embedded, underneath, have seen this in other cities.  
Worry about putting in comfortable public places – we'll get homeless at this end of Murray if you make the places too comfortable – avoid that.  
Why don't we have angled parking on Forbes, you would have

so many more spaces and it would be so much easier – the street is wide enough? (Unless people grew up in a city – they can't parallel park?)  
Older people don't want to walk from a lot or a distance to wherever. They want to get close?  
Understand that young people want it festive – sure, lights, banners – but don't let them become old and tattered, and don't put up anything that is tacky.  
Love the Way finder idea – especially at a bus stop listing the businesses.  
Like the idea of sidewalk dining – but there should be something pretty to look at – make it an aesthetically pleasing experience.

Team 3

Trees on the sidewalk is a good idea, but do those pit rails decorative and to keep people off.  
Like the containers for trees, trees with benches surrounding the pit, and plantings, good ideas.  
Nice benches – but don't narrow the sidewalks too much.  
We who are older recognize that it must be more pleasant to attract visitors, to attract young people.  
Lighting the Verizon building is a good idea.  
To keep the Alderdice kids safe, develop a “funnel” on the sidewalks to steer them to the bus stops and toward their destination.  
Yes definitely to Way finders.  
Yes to using the empty store fronts – good idea - put in windows.  
Make it look like something other than a vacant building in a declining neighborhood. When you see vacant buildings, that's what you think – neighborhood is declining!  
Painted trash cans – interesting, frog example.

Table 2

Team 1

Vacant lot use, pop up art  
Signage to clarification  
Trees  
Meadow  
Crosswalks—be sure clear  
Seating = animate sky  
Lighting more subtle

Issues:  
Pocusset closed?!  
Too many demos, so busy  
Close ramp  
Transit stops clear  
Correct (?), amplify  
Sidewalks  
Rotary (traffic Round about?)  
Pedestrian only signal

Team 2

Like  
Facade imp – pkg change +  
Asphalt away +  
Get go move ++ (Can't read well)  
4 way intersection  
Make sure parklets are defensible

Issues  
Not so transformational: cars, buses, pedestrians, get traffic moving!  
Close pocusset  
Scale proposed may be too large  
What you need to know  
Traffic impact  
Tiers for passage but not a by-pass

Team 3

Like  
Pt Murray hotel  
Move getgo  
Dramatic entry  
Stairs  
Incremental steps  
pucks (?) space  
Lighting  
Signage  
Lots  
Way finding (signage)  
Corner stepping (nice)  
Maintaining original character  
Green infrastructure

Issues  
Balance commuting vs local traffic  
Transit pall offs!  
Use the greenways  
Lanes too narrow?

Know  
Traffic from impact  
Intersection

Table 3

Likes:  
Extended Sidewalks  
Murals  
Seating @ bus stop at big intersection  
Defined Crosswalks  
Slowing big traffic  
Parking garages  
Gas station 2 exits

Dislikes:  
Not putting too many creative/artsy things in the area, keep it simple/less disturbing



Park at intersection	Greening as cleaning (air and water)		
Both Like and Dislike: Parking on lower Murray? Bike parking? Make the changes to make it pet friendly then the ascetics What is private prep? Desire to landscape vacant lots and make into parklets with trees Seating at parking lot	Function first Point of intersection is to move traffic  Bad: Convenient location of Get Go Turn Pocusset one-way Tunnel-effects of taller buildings Moving gas station-environmental stores on Murray-nice businesses Murray – walk only if necessary New name		
<b>Table 4</b> <b>Team 1</b>	<b>Team 3</b>	<b>Table 5</b> <b>Team 1</b>	<b>Team 3</b>
Good: Wider sidewalks Better crosswalks-safer Green, color-banners and lights over street Using empty lots and buildings Pocussett change  Bad: Pocussett change- drivers use shortcut Banners-not attractive  Questions: How to improve traffic New housing-condos, apartments Howard Levin club? New action housing	Good: Look at get go traffic pattern Seats around trees-gardens Parking garage to free up spaces More sense of neighborhood First impression; window stories Verizon building lighting Extra seating Hotel point Murray Cyclist: bike lane Forward-P4  Bad: Slow traffic Bike lanes Take spaces away from Starbucks lot  Question: Coventry business district parking Cleveland heights? Need whole area plan not just one building Short range improvements need to be part of long range plan --- short+long Business's need to buy in to short term standards, quality improvements	Likes: Landscaping and trees using lighting to animate Clarifying routes Extending sidewalk No car streets-European (hard to do?) Closing Pocussett Cut out for buses (so they don't block area in rush hour especially) (Forbes NU + Aylesboro) Bikeway to parks good but has to be safe Walking over roads above Quickly could do: crosswalks, bus cut away, lights, signage Bus cutout where USA karate used to be  Dislikes Closing Pocusset- people use it to escape traffic Opening streets-does that apply to smaller streets only Need time horizon: Short-term 3-38 months Midterm 3-10 years Long-term, 10 years +  <b>Team 2</b>  Good: Open green space at intersection Increasing density materials for traffic calming landscaping Slow down traffic 5way 4 way Moved Get-go big building-grand entrance to squirrel hill Beautification of parking lot/specific lord Duncan Storefront improve Planters Verizon building as community center Façade improvements Consider Greenfield bridge in planning Pocusset is different from other arteries Good to match scale on both sides of exit	Bad: Slides too simplified Graphics hard to tell buildings apart Hard to reroute roads Short term section Car/ car/ bike / parking - not clear Worry about Murray more than immediate exit from parkway  <b>Team 3</b>  Good: Hotel flanking street, cool identity Integrating seating landscaping signals Good short term Decorating store front Starbucks extended seating Verizon lighting good short term Example church on right side of parkway as example Need strategy for traffic management during bridge construction, development to give new character Small shops plus housing plus parking is the right answer  Bad Is there enough room for a hotel with arch? Missing-need to plan stormwater management better  Need Men's clothing store Natural foods store Sporting goods William and Sonoma type store  But new stores need parking and not to further longest intersection  Example: neighborhoods with good small retail: Lawrenceville, Southside



## Table 6

### Team 1

North of lower forward- park zone  
Should be made park legally  
Closing pocusset will be good – more neighborly  
How to manage traffic? Going up Murray from Poc  
Parking-for public-garage?  
Long term more development expected

Priority #5#6 safer for pedestrians, children, scared of traffic  
running lights  
Light timing  
Hazelwood, Beechwood

Hard ware is too cold in winter  
Banners replaced every 3 months  
Murals are doing good  
Bike trails to Greenfield road

### Team 2

Parking vs seating  
Close streets  
Art  
Street landscaping  
Stops and stays  
Building beautiful bus stop at Verizon (doable now)

Transformative:  
Pocusset, paving pattern, new development  
Intersection with crossing  
Corner park is great  
We need parking—retail, office will follow (can't rent)  
Ground is expensive  
City has to pay (for parking)  
Pocusset solution is less drastic  
Verizon-too exempt public utility-nobody works there  
Beechwood and 5th spray park

\$300 trees, dead in 6 months  
Primitive way dealing with snow  
CaCo3 is better than salt  
Bakery Square, waterfront, shady—parking competition (free parking)  
Cannot have more density  
U make long commute quickly  
Taking property from private owners  
Plan shouldn't sit on a shelf

### Team 3

Starbucks, steps, outdoor seating  
Painted crossings  
More density = more cars = more parking vs bus, walking  
Residential neighborhood used as a throughway  
Or content being residential





**The MUD Class**

First Row (L to R)

Xu Xuan, Ashley Archie, Pradipta Banerjee

Second Row (L to R)

Yu Lei, Hannah Schmitt, Apurva Samant, Juan

Castellanos, Gavin D'souza, Doug Cooper

Third Row (L to R)

Bruce Chan, Stefani Danes