Central Northside Community Plan

Steering Committee

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PFAFFMANN + ASSOCIATES
Sheila Washington
Jackson/Clark Partners
Bob Gradeck, Zenit Solutions
Studio for Spatial Practice

Support from:

MEETING AGENDA

Introductions
The Plan
Stewardship of the Plan
Discussion
Plan Outreach

Since late last year, the planning team conducted:
3 major public meetings with breakouts
18 public hands-on workshops
Dozens of interviews and more....

<table>
<thead>
<tr>
<th>DISCUSSION TOPICS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Education Youth, Arts &amp; Culture: 3 working groups; 2 focus groups</td>
</tr>
<tr>
<td>Safety &amp; Transportation: 3 working groups; 1 City Official</td>
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<tr>
<td>Architecture &amp; Urban Design: 3 working groups; 3 walking tours</td>
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<tr>
<td>Residential: 3 working groups; 1 walking tour</td>
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<tr>
<td>Economy, Market, Jobs &amp; Retail: 3 working groups; 369 surveys, mtgs</td>
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<tr>
<td>Garden Theater Block: 3 working groups; 3 NST mtgs</td>
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</table>

The Education, Youth, Arts and Culture Working Group sought to create a dialogue about the opportunities for youth to play and plan for adulthood.

Connect & engage with existing programs and services.

Use the Arts to foster a strong, vibrant community.

Collaborate with social services organizations.

Cross-generational connections with youth as a catalyst.
- Build on programs for youth & families
- Address lack of social integration
- Always start with existing resources, services and programs
- Enhance neighborhood communications & dialog (face to face)
- Improve neighborhood safety
- Support mentorship, for youth and parents

**GOALS & VISION**

**PROJECT PROPOSAL**

1. Further define need & engage partners
2. Multiple options for location:
   - Existing Columbus School site
   - Federal Street near new library
   - North Avenue

**Key Issues:**
- Accessibility: An open-door policy
- A place for arts, recreation and intergenerational learning
- Integrate Social services where there is programmatic compatibility/opportunity

**GOALS & VISION**

**PROJECT PROPOSAL**

- Create gateways to Alpine Gardens at Monterey, Garfield and Jackson
- Enable the playground area to be securely closed at dusk
- Convert Alpine Ave. into a green alley with minimal through-traffic
- Replace parking in front of Alpine Gardens with trees, landscaping and stormwater management
- Eyes on the Gardens: Install additional (green) lighting and security cameras
- Organize community to maintain and keep a strong eye on the space.
- Add to the diversity of activities that can occur in the park: Seating, BBQ
- Reconnect with KABOOM! to see if there are additional funds for improvements
- Use PPS “Placemaking Principles as a guide;”

**PROJECT PROPOSAL**

- Build on the strengths of the cultural and arts institutions
- Maximize and connect to the potential of the Charm Bracelet Project
- Promote the Garden Theater can become a new “family & youth charm”
- Develop a “Charm Committee” to explore CNS neighborhood “charmettes”
- Diverse, affordable and accessible charms oriented to neighborhood residents

**PROJECT PROPOSAL**

- Expand the Charm Bracelet
- Develop a plan to replace/upgrade the Jefferson recreation center
- Improve the Alpine Gardens to make the park a celebrated, defensible community space
- Create a Central Northside Cultural Resource Guide
- Activate and secure vacant lots and parcels
- Identify additional community gathering spaces
- Design a walking guide map of local arts landmarks
- Investigate community bulletin boards (see Friendship)

**ACTION AGENDA**

**PROJECTS & PLACES**

- Improve dialogue with existing arts organizations
- Partner with existing neighborhood institutions & programs
- Collaborate more fully with social services agencies
- Advocate for better programs to address youth drugs and crime

**ACTION AGENDA**

**POLICIES & REGULATIONS**

- The CNS builds on its arts, culture and educational institutions to provide unique neighborhood based collaborations and becomes a key regional attraction
- The scattered sites for youth oriented services and programming become more focused, taking advantage of nearby institutions such as the Library & Garden Theater
- Families with children move to the Central Northside to take advantage of the youth, arts and educational resources

**ACTION AGENDA**

**PROGRAMS & PEOPLE**

- Create a youth Council/Forum
- Coordinate events to build community
- Foster diversity through the arts, green arts
- Support Northside-specific arts/cultural programs
- Participate in parks & open space initiatives
- Collaborate on a vision plan for human & social services with Northside service providers

**ACTION AGENDA**

**LONG TERM VISION**
Public Safety

The vision for the community is one where our residents and guests feel comfortable walking the streets day or night, where our children and families can work and play in a safe environment.

Transportation

Address the topic of transportation comprehensively: Walking, biking, traffic, parking, public transit and the impact of events.

Goals & Values

Public Safety

- Make the Central Northside a safe place to live, work and play
- Promote defensible space tactics: “Eyes on the street”
- Improve walkability in the neighborhood
- Create resident-centered traffic patterns
- Develop solutions for dangerous intersections with low visibility
- Develop solutions to discourage speeding
- Support efforts to reduce poverty
- Work with City to identify new traffic patterns that balances cut through/drug traffic and resident access

“There must be eyes on the street, eyes belonging to those we might call the natural proprietors of the street.”
Jane Jacobs

Transportation

- Explore street grid options to reconnect lower and upper portions of the neighborhood
- Consider altering east-west traffic patterns to reduce “cut throughs”
- Improve pedestrian safety along North Avenue, through crosswalks and other traffic calming measures (medians, bumpouts)
- Strategize with City to enforce existing traffic regulations
- Proposed improvements should not significantly reduce access to on-street parking

Safety & Transportation

INTRODUCTION

Safety & Transportation

PROJECT PROPOSAL

Circulation Focus Focus Areas
- Stops along Brighton and North Ave are particular areas of concern
- Improve lighting on connecting streets
- Explore solar bus shelter illumination and opportunities to improve shelter visibility
- Opportunity to relocate bus stops to better connect to the neighborhood

**Safety & Transportation**

**LONG TERM PROJECT**

- Support transportation initiatives that support walkability (Arch Street & Federal Street Corridors)
- Monitor strategy with PAAC to connect CNS with Light Rail Transit System (Arch & W. North)
- Reduce impact of bus routes in the center of the neighborhood (in new plan)
- Improve bike routes and amenities to support biking in the neighborhood
- Support lighting and safety improvements in park and underpasses that making walking a viable transportation option

- Improve lighting in the park
- Develop a program to expand porch light use
- Improve lighting at bus shelters
- Develop lighting levels that are appropriate to the historic character of the neighborhood.
- Retrofit Parkhurst lighting as a LED demonstration project
- Support under bridge lighting efforts currently underway

**Safety & Transportation**

**PROJECT PROPOSAL**

- Bus Related Improvements

**Safety & Transportation**

Explore long term street and safety improvements

**Safety & Transportation**

Lighting Improvements
Safety & Transportation

General Transportation Improvements

- Green Transportation Improvements
- Provide spaces for bike and scooter parking
- Install bike racks at targeted locations
- Improve sidewalks in selected locations
- Where streets are narrow encourage street design strategies that allow cars and pedestrians to share the road
- Improve lighting to encourage pedestrian activity

Projects & Places

- Create a Community Safety Action Plan
- Study and reconfigure one way street system
- Develop crosswalk improvements on targeted streets
- Create safety and streetscape improvements along Brighton, including bus stop relocations, lighting improvements
- Secure and reoccupy alleys and vacant lots
- Develop a lighting improvement plan that takes advantage of adapts city standards to the unique characteristics of the Central Northside, such as porch lights and alley lighting
- Improve safety in Alpine Gardens parklet
- Work with Zone 1 Police to improve communications and enforcement
- Support Green Transportation Initiatives that improve walkability, bikability, and skatability in the CNS
- Develop neighborhood strategies such as block watches, Weed and Seed
- Encourage residents to get involved with beautification efforts, cleanups
- Support mural and arts policies to reduce graffiti (Philadelphia Anti-Graffiti network)
- Develop resident-centered traffic patterns
- Improve pedestrian safety & walkability
- Educate residents about defensible space programs & techniques
- Connect neighborhood to Light Rail Transit
- Continue programs that provide security cameras in targeted areas to reduce crime

Light up the Night

Create a "Light up the Night Coalition" to distribute energy-efficient light bulbs to homeowners and to encourage them to leave their exterior lights on from dusk until dawn every day, as a way to combat crime

Because streetlights aren't enough.
Safety & Transportation

- Develop an informal program to organize residents to advocate better enforcement of existing crime and traffic ordinances (phone trees, text messages, safety walks)

- Organize the community to advocate for improved police presence/community policing on an ongoing basis

Programs & People

Safety & Transportation

- The CNS becomes a model Safe Streets Community with green, well-lit streets and defensible public spaces

- The CNS transit is well integrated through connections to light rail using “feeder loop” small bus systems

- The CNS designates context sensitive “Complete Streets” Corridors for Brighton, North and Federal

Long Term Vision

Architecture

This working group examined principal aspects of the existing architectural resources and created guidelines for ongoing construction projects throughout the Central Northside.

Urban Design

This working group examined its urban design characteristics. Best practices were discussed and better outcomes sought to support the scale and character of the neighborhood.

Architecture & Urban Design

- The historic architecture is a key community & market asset

- Utilize vacant lots & buildings for purposes appropriate to the context of the neighborhood

- New development should be sustainable by building on what is already here

- Contemporary design is compatible when it supports the scale and character of the neighborhood

- New urban infill should reflect urban not suburban characteristics

- Diversity of cultural expression that is builds off the architecture and design of the neighborhood (see poets houses)

- Strengthen edges/entry points to the neighborhood through high quality design

INTRODUCTION

GOALS & VISION
• Connect the wooded hillsides & Allegheny Commons
• Integrating vacant lots, and existing community gardens
• Develop infill urban gardens, farmette plan (temporary/transitional/permanent)
• Calm traffic in alleys
• Plan for next generation of street tree plantings
• “vertical green” projects
• Permeable paving and rain gardens
• Greener lighting and sidewalk improvements
• Inject public art into public works

Architecture & Urban Design

Option 1: Expand local historic district to match National Register District
Option 2: Create a new Conservation District

Architecture & Urban Design

• CENC can help announce and connect residents with URA home rehabilitation programs.
• Take advantage of federal stimulus money for home weatherization
• Work with city officials to improve the transfer of tax delinquent properties to willing buyers and developers
• Improve communications with City DPW and CNS community groups regarding demolition
• Support programs to train people how to rehabilitate old houses
• Develop a set of design guidelines, with recommendations about demolition
• Complete survey of historic structures in the CNS to identify key historic assets

Architecture & Urban Design

Preservation/Adaptive Reuse

Architecture & Urban Design

Explore existing zoning along Allegheny Commons Park, encouraging contextual new infill, adaptive reuse.

• Encourage events and retail in the park to connect the CNS with other neighborhoods, and Allegheny Commons
• Develop a multi-neighborhood strategy to give each neighborhood retail area a distinct identity

Architecture & Urban Design

Connect neighborhoods
**Architecture & Urban Design**

- **Conceptual Plan**

**Build on the successes of City of Asylum Program**

- Mattress Factory artist residency programs and integrate art into alleys and alley houses. The block of Sampsonia between Monterey provides inspiration for integrating art into the alley streetscapes.

**Opportunity to clarify zones of pedestrian and vehicular circulation through changes of materials**

- There is a precedent in the neighborhood for alleys to serve as greenways.

- Permeable paving can help reduce storm runoff and calm traffic.

- Integrate green lighting into the alleys.

- Encourage alley residents to plant at the edges of the alleys.
Architecture & Urban Design

- Hillside greenwalk and connection to Allegheny Commons
- North Avenue Corridor Plan, focusing on pedestrian Commons crossing safety
- Create a Brighton Corridor Visioning Plan
- Create a Federal Corridor Plan, including a connection thru Allegheny Center
- Implement green streets & alley improvements
- Streetscape improvements, to address street tree health and maintenance and sidewalks
- Identify appropriate, specific parcels for greening and urban agriculture

Architecture & Urban Design

- Integrate preservation strategies with City-wide preservation planning efforts
- Develop proactive policies to address demolition
- Reinforce existing zoning mapping through new development. Explore options to encourage corner markets & West North RM-M zone
- Improve development review committee process
- Coordinate sustainable design initiatives with City
- Create Residential Compatibility Guidelines
- Study historic district expansion options
- Create incentives to reoccupy vacant buildings

Architecture & Urban Design

- Encourage design education via Charm Bracelet Project. Apply for a Charm grant...
- Job creation via historic preservation
- Build on existing beautification programs to create clean & safe environment

Architecture & Urban Design

- POLICIES & REGULATIONS
- PROJECTS & PLACES
- PROGRAMS & PEOPLE
• The Central Northside is a model sustainable community utilizing best practices in preservation and design

• Strong, safe connections will link the CNS with Downtown through a revitalized Allegheny Center

Central Northside’s commercial zones (LNC) present opportunities to strengthen and sustain adjacent residential areas

Key data/discussion
- Quality Healthy Food
- Housing Stock
- Job Training
- Target safety & image
- Establish a major regional Event

The Plan’s Resource Guide contains all of the collected interviews and data.

Economy & Market

- Baseline 2000 census data
- Comparable 1990 census data
- Recent census data including:
  - Zenit Solutions
  - HUD/Department of Labor data
  - Neighborhood survey data
  - Rental data property from owners, renters, Craigslist
  - December 2007 S&A Homes study
  - June 2009 bbpc Associates study.
Population: 3,200
Housing Units: 1,992
Area: .3 Square Mile
Density per Square Mile: 12,500
Housing Density/Square Mile: 7,752

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<tr>
<th></th>
<th>Allegheny County</th>
<th>Central Northside</th>
<th>Proximate Market</th>
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<tbody>
<tr>
<td>Median Household Income</td>
<td>$38,329</td>
<td>$23,920</td>
<td>$22,587</td>
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<tr>
<td>Per Capita Income</td>
<td>$22,491</td>
<td>$14,348</td>
<td>$15,536</td>
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</tbody>
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Source data: Jackson/Clark Partners

- CN continues to lose population, yet retains one of the City's higher population density rate
- CN Has a predominantly male population base but a significantly Higher % of female headed and "nonfamily" households
- Predominant age sector is 25 - 44 years
- A majority African American population and integrated racial mix within the neighborhood make the Central Northside one of the City's most distinctly diverse communities

- Median household income for Central Northside is 16% below that of the City
- Percentage of households with less than $15,000 annual income is 11% higher than the City
- Income percentages are evenly divided among middle-income to upper-middle income brackets
- The largest occupation for residents is Healthcare and Social Assistance, which is also the highest employer sector in the market, yet residents make markedly less
**Northside Workers Place of Residence**

This map is for demonstration purposes only. For a more detailed and customizable map output, please use the "Print Map" tool located above the Map Viewer.

**Economy & Market**

**Central Northside Workforce Composition**

"One cannot understand the Central Northside’s economy without considering the Northside as a whole”

- Workers earn more than residents; Northside is a net job generator
- CNS underserved by Retail; vacancy below average
- Institutions comprise more than a quarter of the economy
- Median Income is 16% below city average

The Plan’s Resource Guide contains all of the collected interviews and data.

**Northside Workforce Monthly Income**

<table>
<thead>
<tr>
<th>Income Range</th>
<th>NS Resident</th>
<th>NS Worker</th>
</tr>
</thead>
<tbody>
<tr>
<td>$1200 or less</td>
<td></td>
<td></td>
</tr>
<tr>
<td>$1201 to 3400</td>
<td></td>
<td></td>
</tr>
<tr>
<td>More than $3400</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Economy & Market**
Economy & Market

5 Minute 1/4 mile Walking Radius

Retail:

Economy & Market

WHAT’S THE BUSINESS MIX?

BRIGHTON CORRIDOR
moderate scale urban auto-traffic retail corridor

FEDERAL NORTH is moderate scale urban local destination retail corridor

RESIDENTIAL DISTRICT
BUSINESSES are scattered small-scale, historically significant walkable community retail district

• 53% Core customer base in zip code 15212
• 23% Secondary customer base in 15214 and 15233 (north and west)
• 15% Tertiary customer base in 13 additional scattered zip codes
• 9% Additional customer base in 21 additional scattered zip codes

Economy & Market

Retail Vacancy

Economy & Market

Retail Customer Footprint

- Squirrel Hill
- Morningside
- Bloomfield
- Northside
- East Liberty
- Mt Washington

- Industry 28%
- Institutions 9%
- Retail 11%
- Vacant 11%
- Office 9%
- Food 19%
- Giant Eagle
- Rite Aid
- Doug’s Market
- Monterey Pub
- Keystone Plumbing
- Nikki’s Thai Kitchen
- Mueller’s Hardware

**Top Supported Businesses**

- Retail Services
- Healthy Food Options
- Restaurants (Somewhere to eat after 10 p.m.)

**What’s Missing?**

- Redevelopment of Brighton Rd. in the context of an overall Northside business district improvement strategy: each neighborhood business district to develop distinct identity
- Short term vision for Brighton Road might be more auto-oriented development
- Long term vision might be to create a retail identity for the corridor that is centered on home renovation or restoration
- Multi-neighborhood planning strategy with Cal-Kirkbride will help to develop a shared vision for Brighton Corridor
- Focus on customers/commerce already utilizing the Brighton Rd. Corridor

**Develop a comprehensive vision for Brighton Road**

**Brighton “Restoration Rd.” Improvements**
99,000 GSF building on a large site

Development should be tied into Brighton Rd. redevelopment efforts

Opportunity to create diverse incubator for small trade oriented business & related training organizations

The building requires an environmental assessment

Potential benefit from integration with creative economy businesses (functional arts, design, green fabrication)

- Reinforce existing local service retail and restaurants
- Build off the library as an anchor for surrounding businesses
- Explore the possibility of new community amenities near the existing Light of Life site.
- Coordinate with Garden Block retail and destinations.

Economy & Market

Columbus Middle School
Reuse of Building or Site

• Develop initiative for “corner storefront” program that places a priority on compatible businesses and retail within the residential blocks (i.e. Monterey & Jacksonia).

• Engage City Planning and neighbors in discussion about how to implement in R1 zone to mitigate impact of mixed use on corners

• Review compatible and economically viable uses (family cafe, bakery, deli, green grocery, gallery, pizza shop, etc.)

Economy & Market

“Corner-Storefronts” Revitalization Plan

Economy & Market

Garden EAST
Vision Plan Concept

• Close the gap between who lives in the Central Northside and who works on the Central North Side.

• Build off existing job creating assets: university, health care, construction, cultural institutions

• Restoration theme for labor market: buildings (preservation trades), landscape (farming and gardening) and people (social services).

Economy & Market

Support Sustainable Job Initiatives
- Build on strength of the cultural assets of the entire Northside assets
- Build on the Charm Bracelet to include “micro-charms” within CNS
- Convene a brand workshop
- Connect multiple brands/identities of surrounding neighborhoods
- Web based Design/Identity toolkits and social networks
- Obtain professional PR/Communications assistance

**Economy & Market**

**Neighborhod Marketing & Branding**

- Initiate a collaborative Brighton Corridor Plan
- Incremental renewal of the Garden East Block
- Leverage urban farming and food security initiatives
- Columbus Middle School adaptive re-use study
- Create a retail development plan that will attract:
  - Family & Ethnic restaurants
  - Bakery, deli, home, renovation
  - Financial & personal services
- Improve communications & collaboration with job creators
- Advocate for business diversity
- Create a “walk to work” plan utilizing safe, green streets

**Economy & Market**

**Projects / Places**

- Develop and support neighborhood retail
- Support existing/local businesses, with organizational supports such as a Business Improvement District or Chamber.
- Attract new commercial development that is compatible with scale and character of neighborhood and job market.
- Work to synchronize this plan with City Agencies (Planning, URA)

**Economy & Market**

**Policies/Regulation**

- Leverage job training and creation founded on existing providers.
- Support bridge training, second chance programs
- Marketing/Branding/PR Program focusing on safety & image
The greenest neighborhood is where you live, work and support local businesses.

The Central Northside becomes a model for diverse employment growth, with a high proportion of educated, creative workers from the neighborhood, sustaining local and regional business.

WORKING GROUP MEETINGS

- Existing social economic and physical context
- Demographic profile of Central Northside
- Diversity and multiculturalism in the community
- Benchmarks of a successful housing plan
- Types and mix of housing in the Central
- CNS housing market and potential new residents
- Role of public and Private Sector Partnerships
- Impact of zoning and transportation on housing
- Interrelationships between housing and businesses in the neighborhood
- Sustainable (green) housing strategies

WORKING GROUP MEETINGS GOALS & VALUES

- Build on the strengths of what is existing in the neighborhood and allow for new housing types. Respect history, but allow for something new and innovative
- Establish the CNS to act as a role model for other communities to follow, especially in the realm of sustainability
- Increase home ownership in the Central Northside
- Conserve the existing historic housing stock
- Create a new housing prototype targeted to evolving demographics and market conditions
- Reinforce social and economic diversity
- Define affordable housing goals supported in the neighborhood
- Develop housing policies and projects that allow residents to stay in the neighborhood
- Improve the relationship between landlords and homeowners
- Create an appropriate balance and distribution of rental and owner occupied units and subsidized to market rate rentals
The images show various bar and pie charts related to real estate data in the Northside of Pittsburgh, Pennsylvania. The charts include:

- **Residential % Vacant Addresses**: A bar chart showing the percentage of vacant addresses by neighborhood.
- **2008 Tax Delinquency**: A bar chart showing the percentage of tax delinquency by neighborhood.
- **Central Northside Percent of Mortgages with High Cost Loans**: A bar chart showing the percentage of mortgages with high cost loans by neighborhood.
- **Central Northside Uses By LAND AREA**: A pie chart showing the percentage of land use by type, including residential, commercial, and other uses.

The data suggests a focus on real estate trends and property characteristics in the Northside area.
• New resident analysis identified 34 new residents who had moved into Central Northside and 45 residents who moved out of the Central Northside.

• Of movers in, 74% were from within the City, 18% moved from elsewhere in the region and 9% were from outside the region.

• Of movers out, 56% moved elsewhere within the City, 27% moved elsewhere in the region and 18% moved outside the region.

• People moving in came from communities with lower incomes than destination communities of people who left the neighborhood.

Residential

Central Northside Rental Vacancy Rates

Residential

Central Northside Mover’s Origin & Destination, 2007

The median sales price of $109,000 in 2008 represents a 12% increase over rate for the period 2000 - 2007.

60% of home sales in Central Northside can be considered as affordable for occupations including Pharmacists, Marketing Managers, Lawyers, Dentists, Chief Executives and Surgeons.

Fewer than 20% of home sales can be considered as affordable for Carpenters, Computer Support Specialists, Medical/Lab Technicians, Dental Assistants, Secretaries.

Current residential sales listings for May 2009 required a median estimated income of $41,197 for prospective buyers.
• Over 2/3 of new residents previously lived in a City neighborhood, while less than 10% moved in from outside the region.

• Nearly 50% of those leaving the neighborhood moved outside the City.

• Nearly 70% of people moving to the neighborhood traveled less than 5 miles from their previous residence, while less than half of people leaving the neighborhood moved less than 5 miles away.

• Next to comparable neighborhoods, the CNS finished in the middle for attractiveness to people moving in from outside the region.

Home ownership has grown since 1990 but remains 14% below rates for the City as a whole.

The neighborhood has one of the highest overall rates of subsidized housing in all City neighborhoods.

Rental vacancy rates are lower than the City average and rental prices are increasing.

Housing sales prices appreciating at 6.4% since 2000 (about double the rate for the City) and 4.7% since 1988.

“Market Data is the foundation for the new residential strategy.”
Build on the vernacular of the old farmstead sites, smaller houses with side yards, provide more space to garden/small scale farm.

- Build on the success of the Federal Hill
- Maintain affordability by creating mix of smaller residences
- Create innovate green “Allegheny City House” prototype; “cottage or granny flat” RI detached or attached prototypes for starters, empty-nesters, seniors, the newly single.

What is the market?
Cottage developments built to-date have attracted large numbers of buyers who are single. Some developments have attracted young or empty-nester couples.

A somewhat larger cottage could work for families with children

Planning decisions can affect the ability of builders to target certain market segments.

Zoning that makes a single floor possible will make cottages attractive to seniors who want to avoid stairs.
In 1980, according to the National Association of Home Builders, the median single-family home sold was 1,570 square feet. By 2005 that had expanded to 2,235 square feet.

The indications now, though, are that the trend is to scale back.

Median size of home starts dropped to 2,114 square feet in the fourth quarter of 2008.

- Code Enforcement / Property Maintenance policies
- Track market and demographic trends
- Adapt City lighting programs to unique character of CNS
- Create sustainable design initiatives focused on weatherization and utilization of existing building stock
- Residential design compatibility guides
- Develop historic preservation strategy that emphasizes cultural diversity and future tax credit/grant programs
- Incentives to reoccupy vacant housing

- Create programs to allow elderly and long term residents to stay in their homes-long term care trends
- Explore programs/policies to improve landlord relations
- Encourage market based programs to incent job creation in the preservation trades
- Develop a strong branding and marketing strategy for residential opportunity areas

- The CNS becomes the neighborhood of choice for people looking for a sustainable, historic, diverse community
- The community becomes a local/national role model for urban revitalization

Lowes Kit: $43,000 612 Sf
GardensBlock
Suite 800
223 Fourth Avenue
Pittsburgh, Pennsylvania 15222
412.471.2470

PFAFFMANN + ASSOCIATES
Architecture
Workplace Design
Urban Design
Preservation

NorthsidesTomorrow

Garden Market Context Plan

Transit/Science Ctr/Casino
Downtown Allegheny Center North Shore

Garden Block
Historic Districts

Garden Block
View from Allegheny Center
Garden Block
Historic 1923 Map

Garden Block
Federal & North 1927

Garden Block
Existing Conditions

Garden Block
Federal & North 2009
### Area Summary Total Approx 60,000 GSF

<table>
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<tr>
<th>Parcel</th>
<th>Building</th>
<th>No. of Floors</th>
<th>GSF per Floor</th>
<th>Rentable / Assignable</th>
<th>Gross SF</th>
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<td>3,887</td>
<td>13,772</td>
<td>15,548</td>
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<tr>
<td>2</td>
<td>Masonic Hall</td>
<td>4 +M</td>
<td>5055</td>
<td>16,118</td>
<td>17,502</td>
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<tr>
<td>3</td>
<td>Garden Theater</td>
<td>2</td>
<td>9,321</td>
<td>11,829</td>
<td>12,551</td>
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<tr>
<td>4</td>
<td>8 W. North Ave</td>
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<td>2,400</td>
<td>7,387</td>
<td>9,600</td>
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<tr>
<td>5</td>
<td>6 W. North Ave</td>
<td>3</td>
<td>1,390</td>
<td>3,390</td>
<td>4,170</td>
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### Garden Block Development Statistics

- Garden Theater is a “Charm in the Charm Bracelet”; collaborate with arts organizations
- Family Friendly Destination: Daytime Entertainment
  - Cartoon Series, etc
  - Ice Cream Parlor/Yoga etc on upper floor
- Destination Venue:
  - Flexible Digital Film with optional Dinner Music (Blues, Jazz)
  - Rental Events (weddings, seminars etc)
- Masonic: Destination Restaurant with residential above
- Bradberry: Residential 1/2BR affordable market rate
- 6/8 West North: Professional 1st flr/residential above

### Garden Block Goals

- Create walkable attractions for residents
- Garden Block development should have activities for all ages
- Mix of entertainment and practical uses
- Creating a regional destination is okay, as long as it serves residents
- Flexibility in Use – particularly theater
- Changes proposed should be “of the Northside” in character
- Northside community group(s) as master developer

By Associated Press

LOS ANGELES (AP) - Tired of being turned away at the theater box office when a movie’s sold out? Unhappy there’s no art-house theater in your neighborhood to cater to your hoity-toity theatrical tastes? Those days could be ending, say representatives of a company called Digital Cinema Implementation Partners.
The Garden Block is the symbol of the Northside’s renewal as an anchor for both neighborhood and destination visitors. With new connections to the city along a new Federal Street Connector through a redesigned Allegheny Center.

The Garden Theater is a unique destination for a wide range of events and films, connected to a destination Masonic restaurant.

Families with children visit on Saturdays to see films, buy ice cream while the upstairs Yoga studio attracts parents.

Visitors learn about the neighborhoods creative talent at storefront gallery and take urban hike along the green streets of the neighborhood.

DEVELOPMENT KEY
1 The Garden: film & events
2 The Masonic: Restaurant & Residential
3 The Bradberry: Apartments (1,622 SF)
4 6-8 West North: Rehab Lofts & Professional Space
5 JRA Parking Lot: 6-8 West North Access Easement
6 JRA Development: Mixed Use Retail & Rental Residential

Combination Music and Film Venue
364 Seats (218 tables/142 seats)

Traditional Film Venue 600 Seats fixed
Southeast Portland’s marvelous relic of Hollywood’s Golden Age is a stunning movie palace full of wonder and surprises. For nearly four generations now, the Bagdad’s Mediterranean and neon persona offerings of celluloid adventures have made it an icon of Portland’s vibrant Hawthorne District. Kick back in the theater and enjoy a slice of pizza and a handcrafted ale during the show, or come early and enjoy dinner in the casual pub that fronts the theater. But be forewarned -- outdoor tables in the summertime may be hard to come by!

The Bagdad Theater & Pub
Popular pub and picture palace

CONCERTS / BREW & VIEW
For all concert information see the Vic Theatre home page at: www.victheatre.com. When there’s no live music, hit the Brew & View. The Brew & View is the Vic’s alter ego, transforming the theater from music to movies.

- Three bars are open throughout the films, creating a cinematic experience miles away from the strip-mall multiplex.
- Movies at Brew & View tend to be second-run, as well as cult and underground favorites. The crowd will often speak along with the dialogue or even dance (go see ‘Grease’ there).
- If you want to quietly concentrate on the movie, this is the wrong place. But if you want to see an old or new favorite for five bucks while with a beer, this is paradise.
- The Brew & View can easily accommodate large groups and holiday parties, send an email to GM@brewview.com for more information.

The Roseway is one of the few vintage single-screen theaters in the country equipped with digital picture and sound. We do not want to give away the secrets, but we believe we have the best presentation and sound quality you can find anywhere. Come see and hear it for yourself!

Update: The Roseway now has 3D capabilities!
Masonic Upper Floor
GSF: 17,502
6-8 Units (1-2BR)

Bradberry Upper Floor (Duplex)
GSF: 15,548
12-16 Units (1/2BR)

8 West North Upper Floor
GSF: 9,600
3 Units (lofts)

6 West North Upper Floor
GSF: 4,170
1 4BR Townhouse

Next Steps:
Development Plan
- Northside Tomorrow
- URA
- JRA Development

Stewardship of the Plan
Collectively you helped us develop
125 Ideas for Projects, Program and Policies
Now its your turn!

| Education Youth, Arts & Culture: | 30 ideas |
| Safety & Transportation: | 25 ideas |
| Architecture & Urban Design: | 26 ideas |
| Residential: | 20 ideas |
| Economy, Market, Jobs and Retail: | 24 ideas |
| Garden Theater Block: | 1 Big Idea idea! |
Your Future, Your choice.

Are you ready to be a Steward for your Plan?

Suggested early action projects:

- Alpine Garden, Youth Council
- Safety Initiative, Street/Alley Traffic plan
- Green Streets & Alleys, Preservation, Prototype
- Develop Residential Plan for Alpine District
- AC House prototype, Vacant Properties Plan
- Brighton Restoration Road Plan, Regional Event, Branding
- Access & Code Infrastructure Phase 1, Marquee project