

Downtown Pittsburgh

Public Realm Action Plan

April 2016

Gehl

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Gehl

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Thanks

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Livable cities are in high demand

This matters in the 21st century, where cities need to **compete for talent.**

And where livable neighborhoods need to be **accessible to all people**

Pittsburgh was ranked **#1 for livability**

Why a Public Realm Action Plan?



56%
OF MILLENNIALS



46%
ACTIVE BOOMERS

Would prefer to live someday in a **walkable community, whether an urban, suburban or small town location.**

Why a Public Realm Action Plan?



81%
OF MILLENNIALS



77%
ACTIVE BOOMERS

**say affordable and convenient alternatives
to the car is at least somewhat important
when deciding where to live work.**

Why a Public Realm Action Plan?



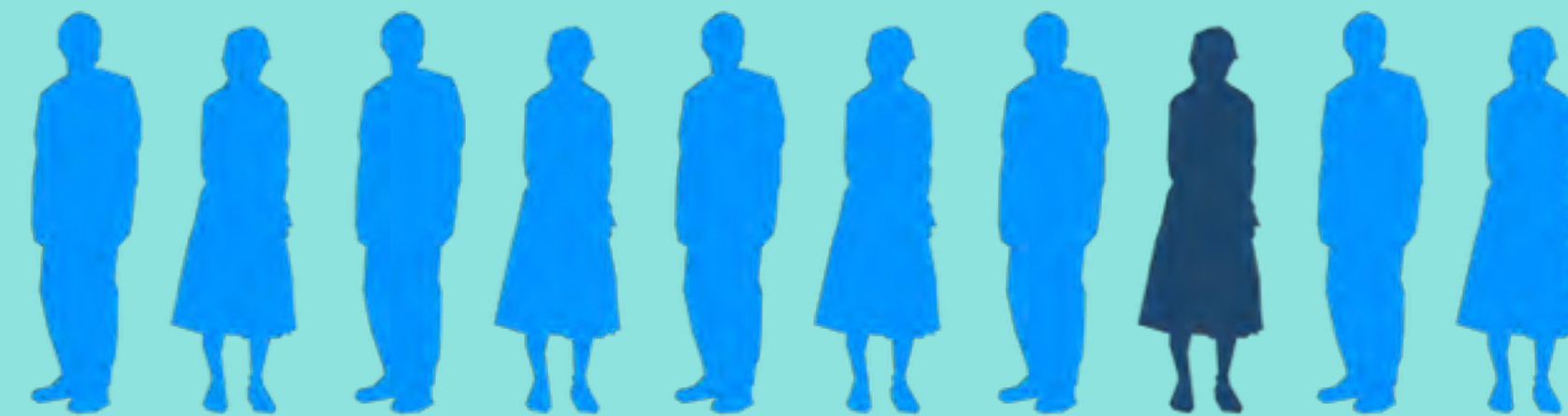
74%
OF MILLENNIALS



2/3
OF ALL
RESPONDENTS

**believe investing in schools,
transportation choices and walkable areas
is a better way to grow the economy than
recruiting companies.**

9/10



OF MILLENNIALS AND ACTIVE BOOMERS
prefer not to live in a suburb that requires
driving to most places

Why a Public Realm Action Plan?



1999



2007

Downtown PGH
hasn't
comprehensively
addressed its public
realm in years

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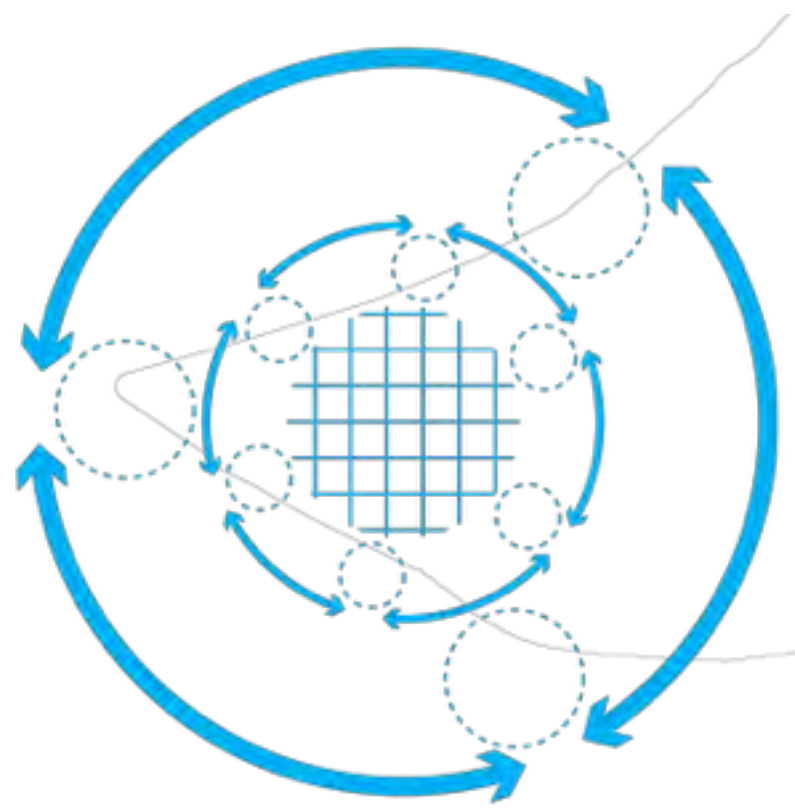
To reach its goals
and stay competitive,
Pittsburgh needs a
world class
public realm.

Project Process

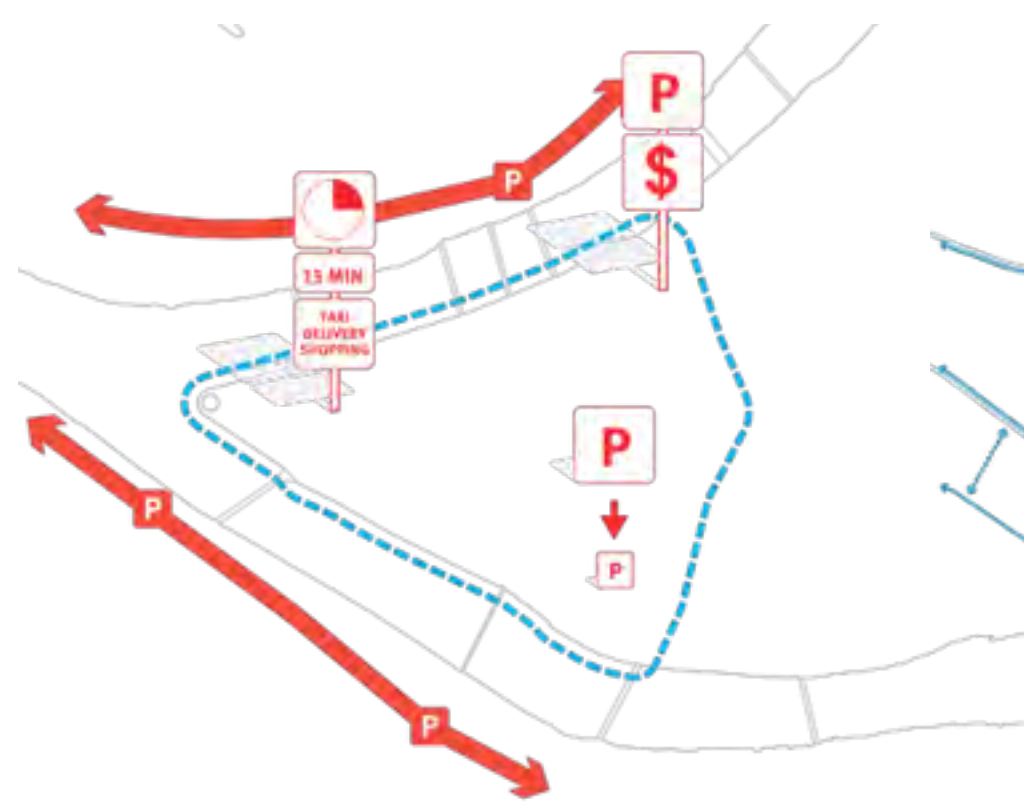


Embracing Public Life in Downtown Pittsburgh

2030 Vision



21st Century Transit



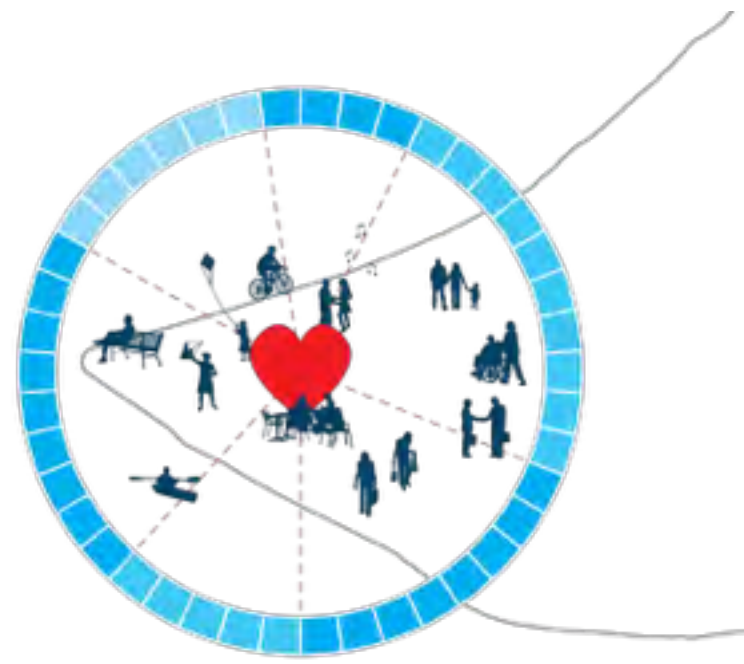
Making room for Public Life



People-First Pittsburgh



World Class Waterfront City



Downtown is a Complete Neighborhood

Strategies

- 1. Unlock the potential of the public realm to meet the demand for public life
- 2. Use the public realm to explore the kind of life you want to create downtown

Love your transit riders

Enhance pedestrian connectivity & expand cycling networks

Prioritize different modes on different streets

Create more invitations for social mixing

Celebrate and enhance Downtown district identities

Create more reasons to visit Downtown - and stay longer!

Take your great public spaces to the next level

Pilot Projects



A Great Route



Activate Urban Edges



Streetlife Lab

21st Century Transit

Goal: 80% transit ridership by 2030

Pittsburgh deserves a 21st Century transportation network. Optimizing different modes on different streets and the way transportation serves different users will make riders happier and make more room for public life in Pittsburgh's public spaces.

Match mode to trip-type

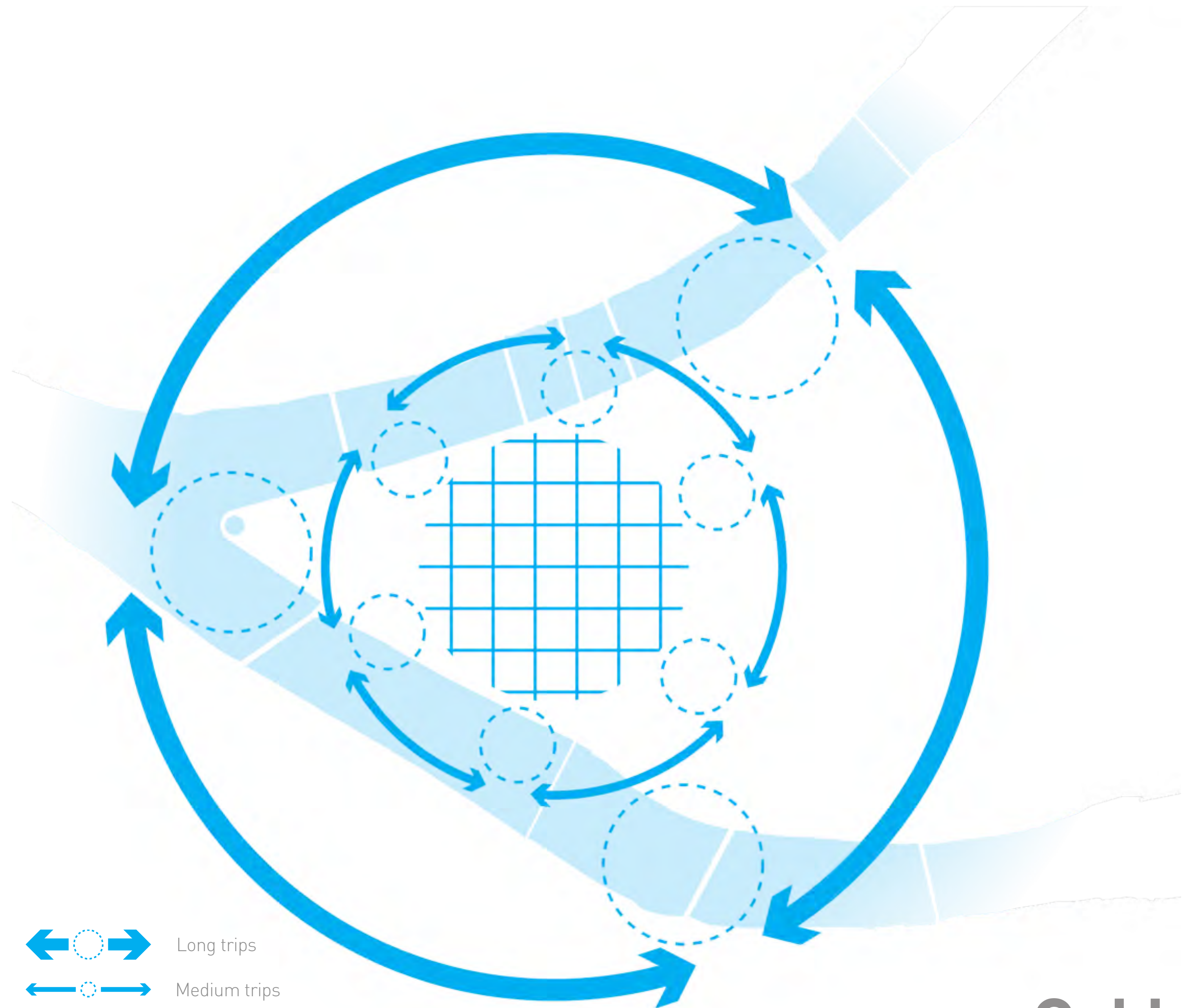
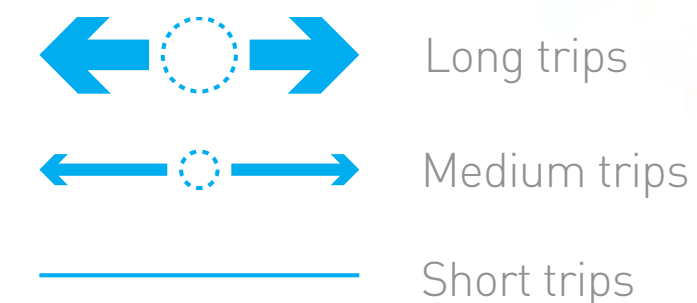
Ensure short trips are serviced by flexible above-ground shuttles and long trips serviced by more efficient modes.

Celebrate transit stops

Intermodal transit exchanges are opportunities for placemaking and reinforcing a strong civic identity.

Intersection priority

Prioritize busses at intersections: consider level of service based on the number of people transported - not by mode.



Making Room for People

Making a People-First Pittsburgh requires tradeoffs in how the public realm is shared. Some tradeoffs between private vehicles and people-first planning can also mean major strides towards sustainability goals.

Reduce all speeds in Downtown Pittsburgh to 25 mph.

No private vehicles on People Streets

Increase traffic capacity by restricting long-term parking and reduce conflict with deliveries. Make more space for short term staying - deliveries, taxis, and short term shopping

No free parking in Downtown Pittsburgh. Regulate parking with rates to make sure there is always 5-10% of parking spaces ready for use

Gradually reducing parking spaces from the center of the city will slowly reduce the traffic load in Downtown

Convert highways to allow pedestrian and cyclist connection to the waterfront



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People-first Pittsburgh

Goal: “Every route is a great route”

Downtown Pittsburgh is graced with walkable blocks and human-scaled architecture. Its public right of way should put people first so walking downtown is comfortable and enjoyable for people of all mobility types.

Safe Streets

- Adopt a “Vision Zero” goal to work towards zero traffic deaths in downtown - and citywide
- Ensure every sidewalk is in good condition and safe to walk down for people of all mobility levels
- Prioritize pedestrians at intersections, especially highway overpasses

Active Alleyways

- Embrace the natural human scale of the alley network by activating alleyways and integrating them into the great walking paths of downtown Pittsburgh

Interesting and Active Streets

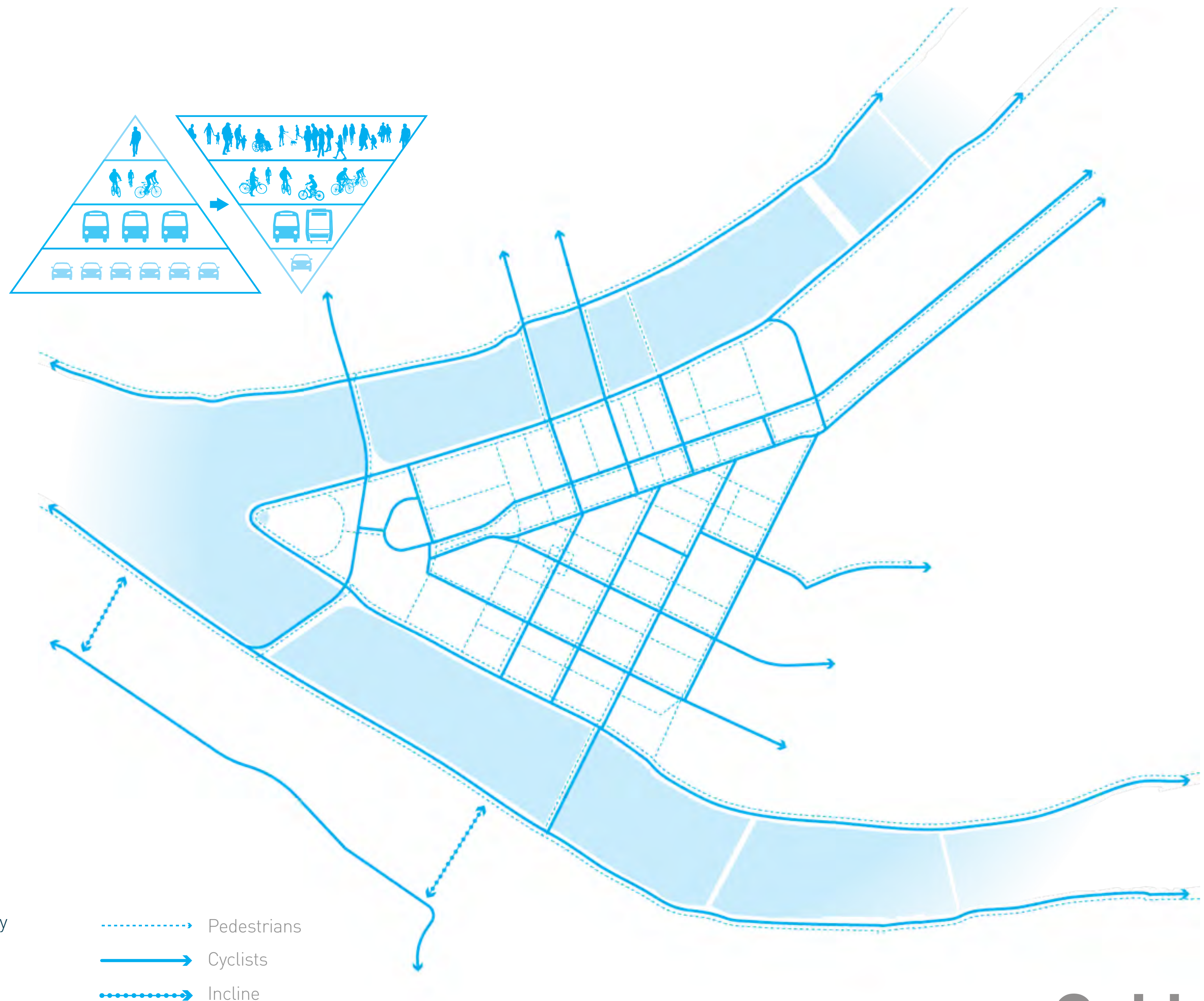
- Ensure pedestrian corridors have active facades
- Encourage outside cafe uses
- Expand public seating where there are clear community stewards

Bicycle Network

- Create a network of protected bike lanes downtown so biking to work door-to-door is the most efficient way to commute
- Pair downtown connections with city and suburban trails

Complete People Streets

- Leverage plans and policies already in motion to work towards a people-first public realm



2030 Vision

World Class Waterfront City

Goal: Reconnect Pittsburgh to its waterfronts through a network of green streets

Pittsburgh is a world-class waterfront. Embrace this identity by investing in an active waterfront, green streets, unique public spaces, and neighborhood connections

Reunite the people with their waterfront

Invest in creative solutions to the grade-separation between the street grid and the waterfront on both sides of Downtown

Connective Tissue

Treat downtown open space as a network, not a series of separate spaces

Neighborhood connections

Improve pedestrian and cyclist connections to dramatic views of downtown from the Hill District and South Shore



Gehl

Downtown is a Complete Neighborhood

Goal: Downtown has all the neighborhood amenities a resident or employee might need within a 10-minute walk

A diverse mix of uses and users make the golden triangle a complete neighborhood.

“All within a 10-minute walk”

Develop a local criteria for a complete Pittsburgh neighborhood - then fill in what's missing Downtown

A regional destination

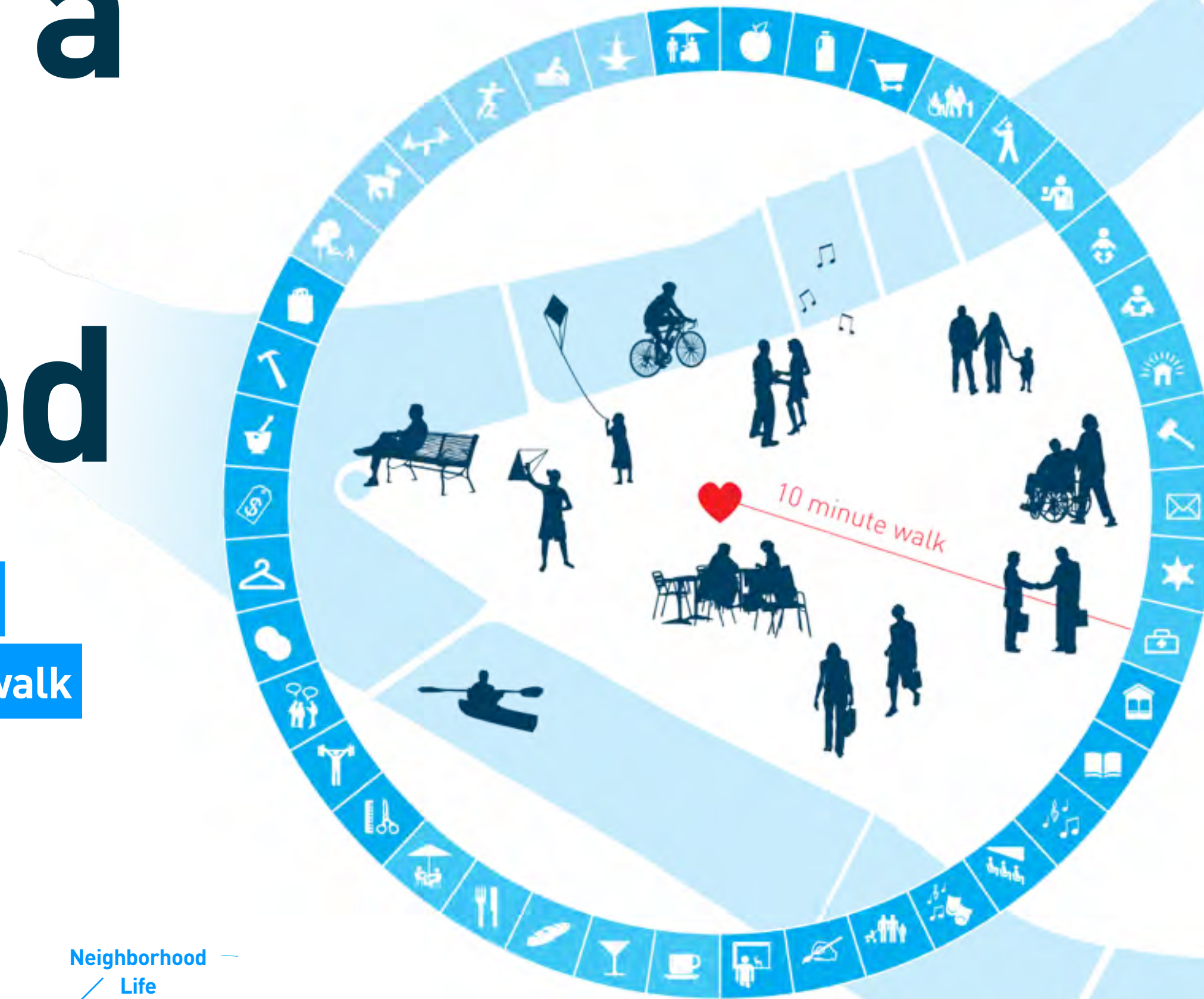
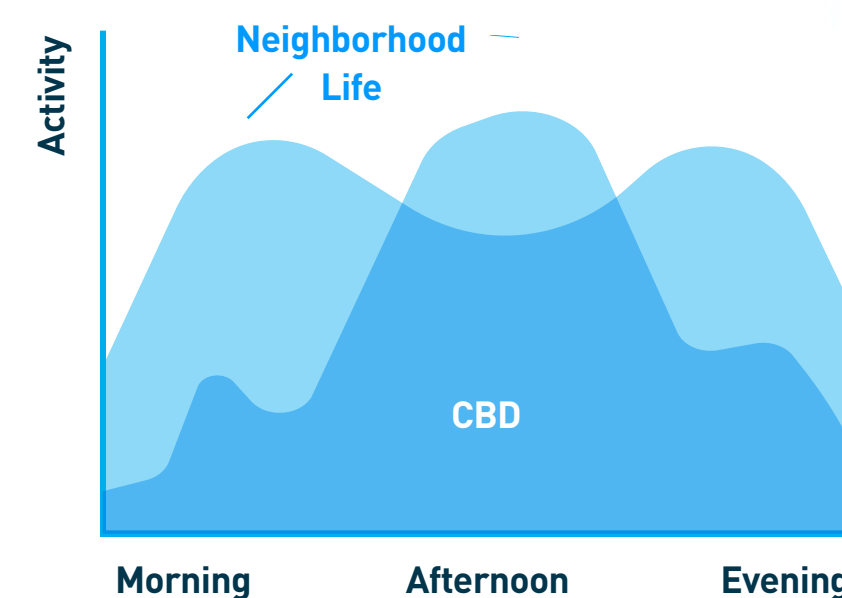
Downtown is also a destination for art, sports, and recreation. Enhance art, culture, and recreational opportunities downtown.

Distinct identity

Distinct neighborhood identities are created through strong community stewards and signature public spaces (including streets) where community gathering and conviviality can take place. Cultivate this capacity in local institutions and stakeholders.

Festival culture

Use Pittsburgh's strong festival culture to pilot new permanent uses and activities downtown



Strategies

1. Unlock the potential of the public realm to meet the demand for public life

There are many public realm improvements that can have a dramatic improvement on the way people experience downtown Pittsburgh as it is today.



Create a contiguous public realm network

Treat the public realm as a connective tissue that bridges unique public space assets. Combine Pittsburgh's great existing public space assets like Market Square and Point State Park with the underutilized network of Privately Owned Public Spaces (POPS) and smaller, informal gathering spaces.



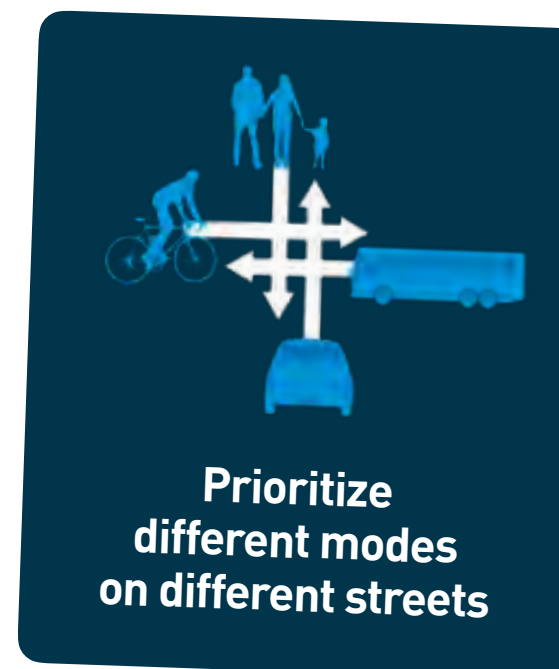
Don't forget about transit riders while they're waiting for the bus

Pittsburgh has an excellent transit network, and lots of good work is going into supporting transit riders while they are on the bus. Expand this investment to the transit waiting experience. Take advantage of people waiting for the bus as an existing public life engine by stacking functions at transit stops and making them people places with seating, shade, food, and entertainment. Bus riders are customers too!



A beautiful public space isn't worth much if it is hard to get to

Connect Downtown's public- and privately-operated open spaces and waterfront assets through pedestrian- and cyclist-friendly streets. Pedestrian and cycling paths are networks - they get better the more connected they are. Start by investing in sure-win projects that connect existing pedestrian and cycling infrastructure to itself. Then identify new routes for expansion that connect people to where they want to go.



Think carefully about how to prioritize certain modes on certain streets

Key corridors in downtown Pittsburgh are doing too much, and none of it very well - especially for pedestrians and cyclists. Make room for new types of life on specific corridors by ensuring the comfortable and safe flow of pedestrians and cyclists.

Strategies

2. Use the public realm to explore the kind of life you want to create downtown

Pittsburgh is changing. How can the public realm invite the type of life you want to see downtown?



Elevate public spaces to civic spaces by ensuring they invite people from different walks of life
Interactions between people from different backgrounds can foster understanding and tolerance across socioeconomic divides. Create the conditions for this interaction by using the built environment and programming as a catalyst.



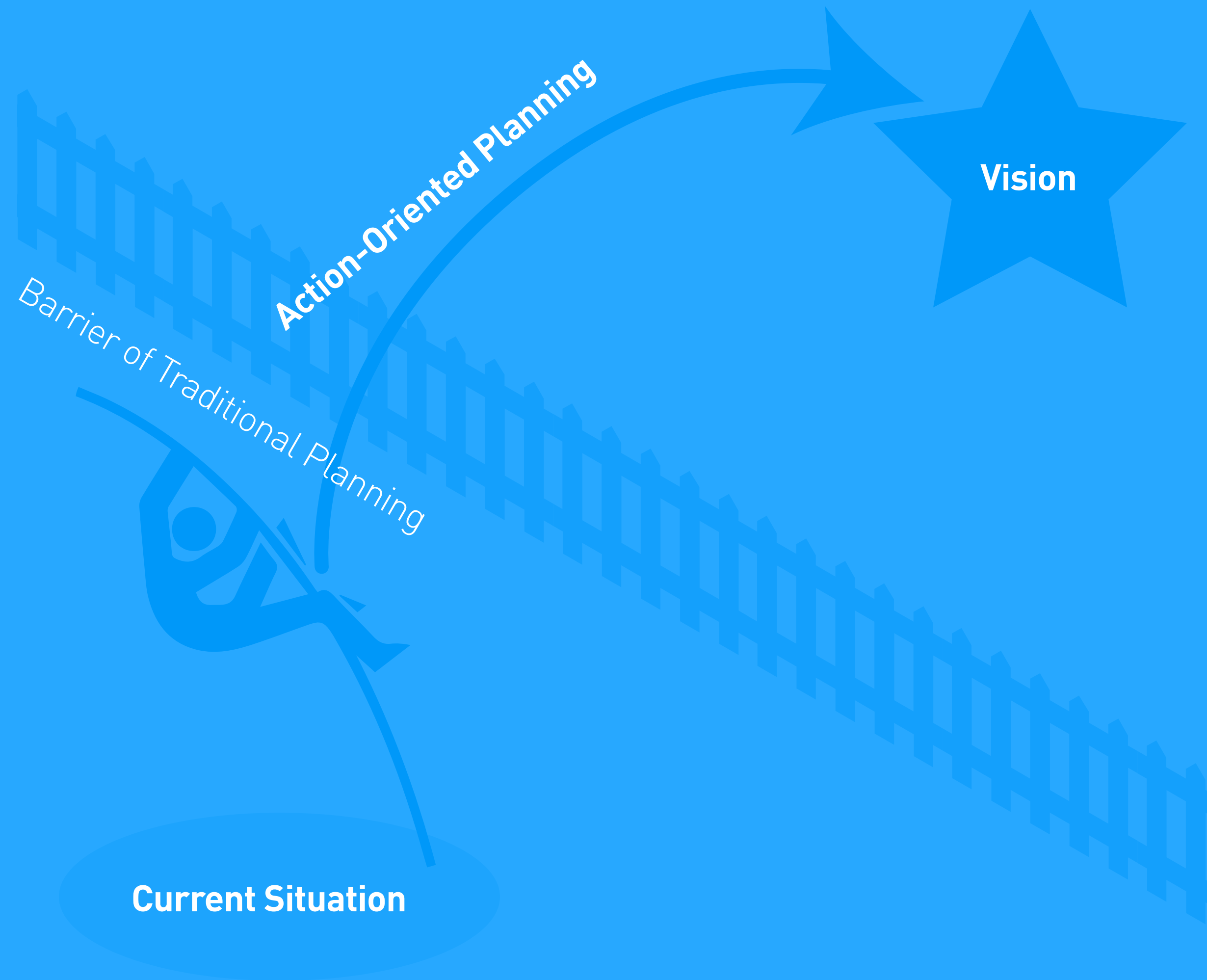
Invite the type of life you envision in each downtown district
Strengthen existing and nascent districts through a mix of hardware and software. Identify natural stewards of each sub-district and help them build their unique identity.



A complete neighborhood includes a variety of robust invitations to participate in public life - retail, food, entertainment, and business
Pittsburghers know how to make their downtown come alive with special events, sports, and festivals. But, it lacks vibrancy in its 'everyday' public life, such as a vibrant nightlife, invitations for women, young people, families, and weekend activity. As downtown transforms into a complete neighborhood, it will need to invite new users into its public life.

Why Pilot a Vision?

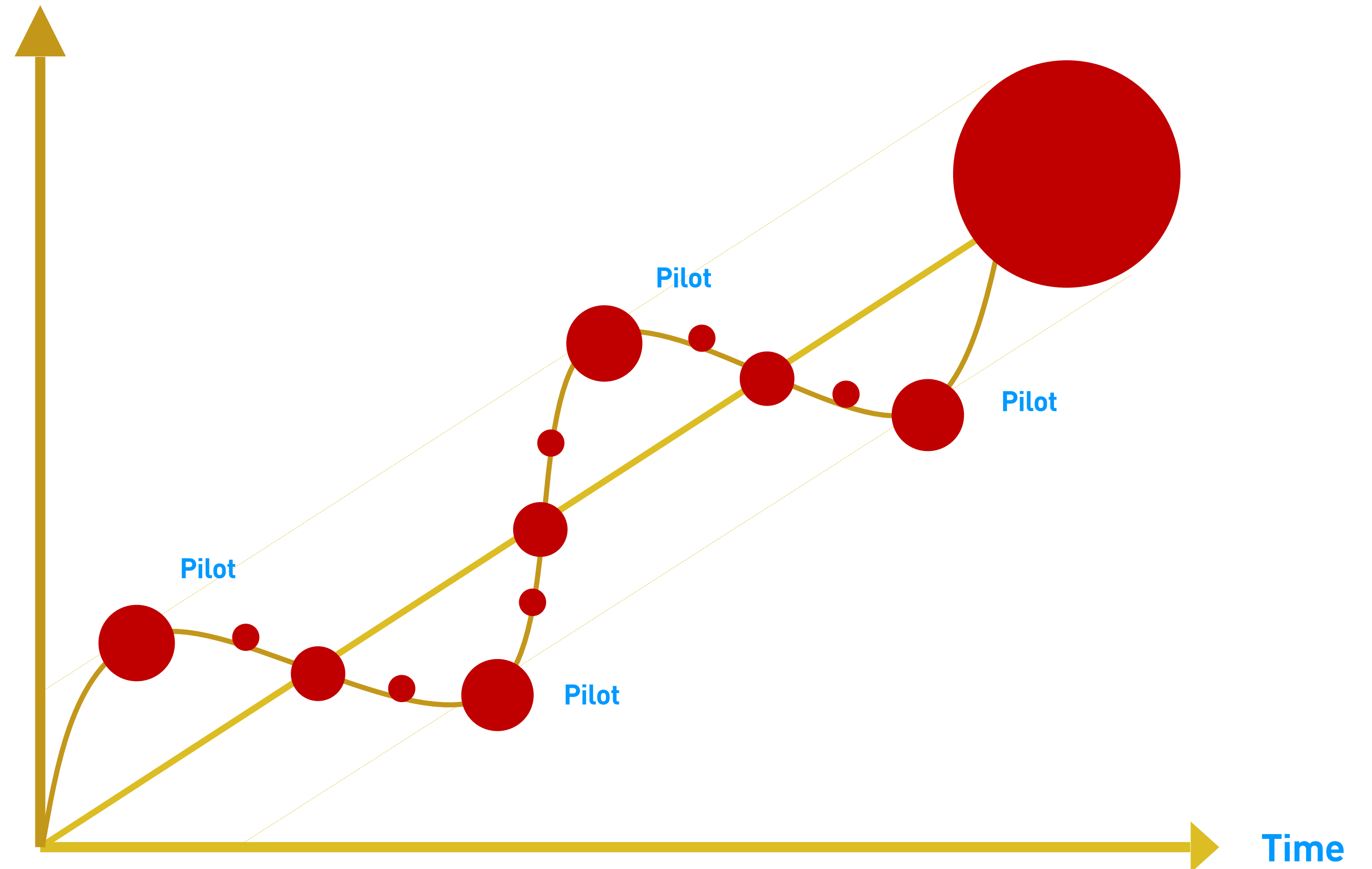
- **Test an idea on a 1:1 scale.** Engage more people than traditional planning ever can by engaging with people as part of their everyday routine
- **Shorten the distance** between citizen and decision maker, and idea and implementation
- **Create a feedback loop** between community need, intervention, and use
- **Fail fast.** Make adjustments to a long-term vision based on real information
- **Envision the unimaginable**
- **Manage risk** inherent in capital projects by testing ideas in a low-risk environment before full-scale implementation



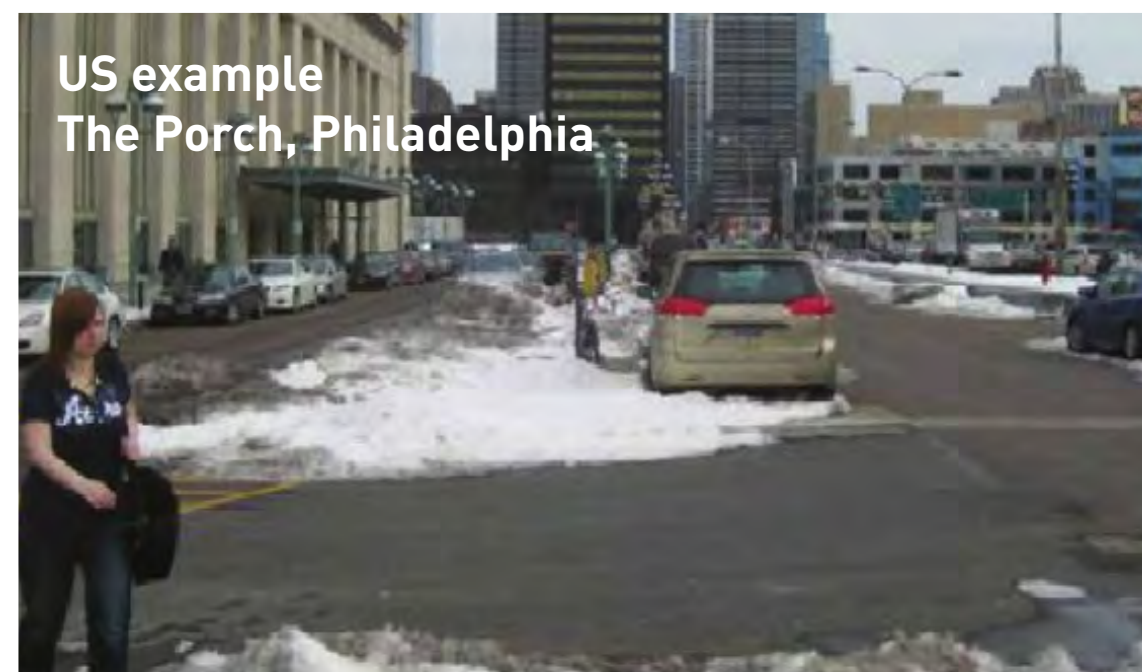
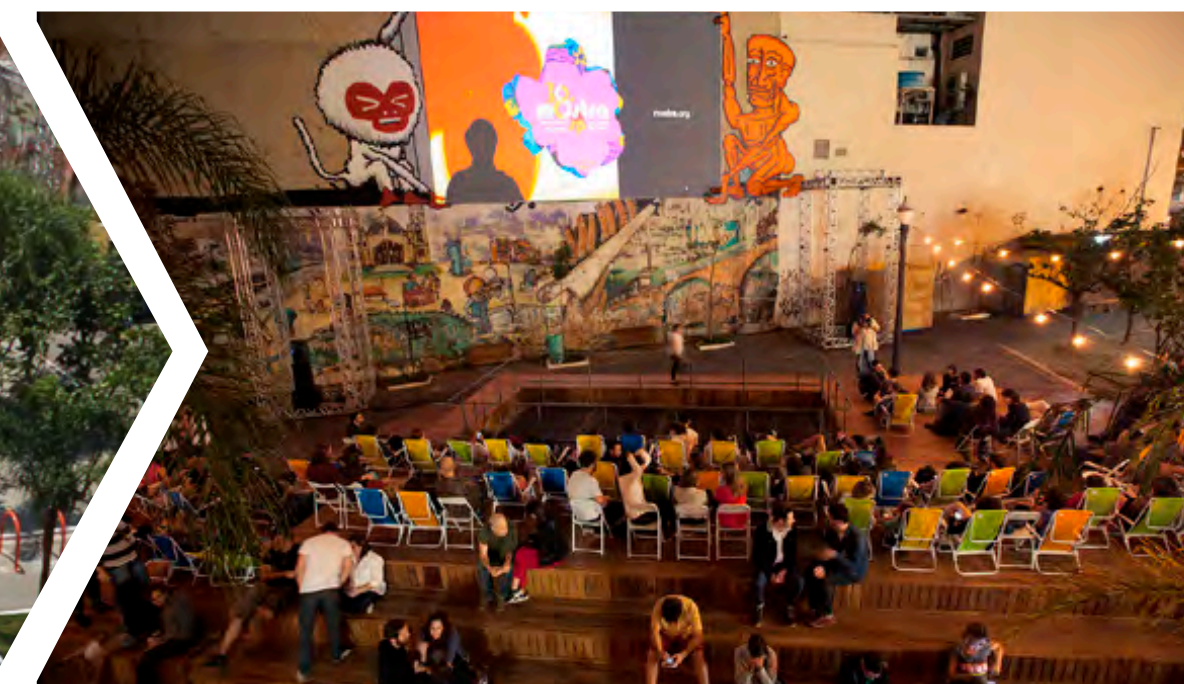
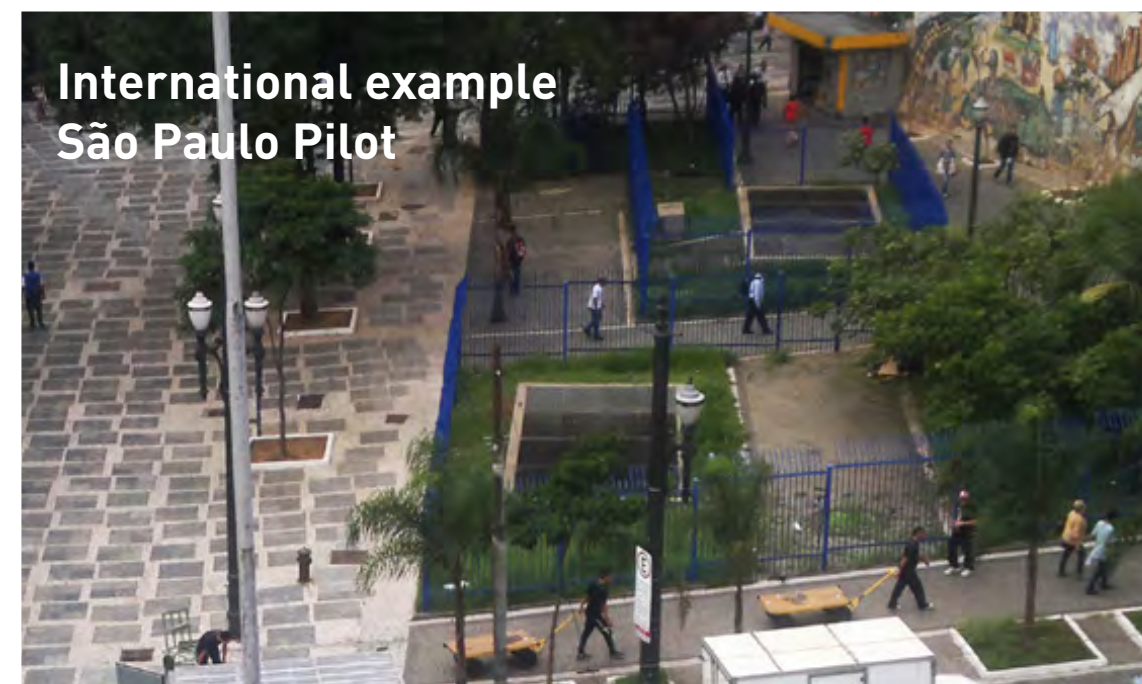
Iterative Placemaking

Urban Transformation

Strategic Vision



Taking Action / Pilot Projects



Prioritizing Pilots

Effective

Move the needle on at least one key strategy - ideally more than one!

Tied to Vision

Start with projects that can display **long-term visions** and show best-practice solutions

Test new stakeholder + implementer relationships

Pilots should test **new collaborations across silos** between elected officials, city agencies and departments, the public, the nonprofits, the office workers and downtown residents

Feasible & Adaptable

Project can be tested **quickly and cheaply** - and can iterate in the future.

Leverage community stewards + existing investment

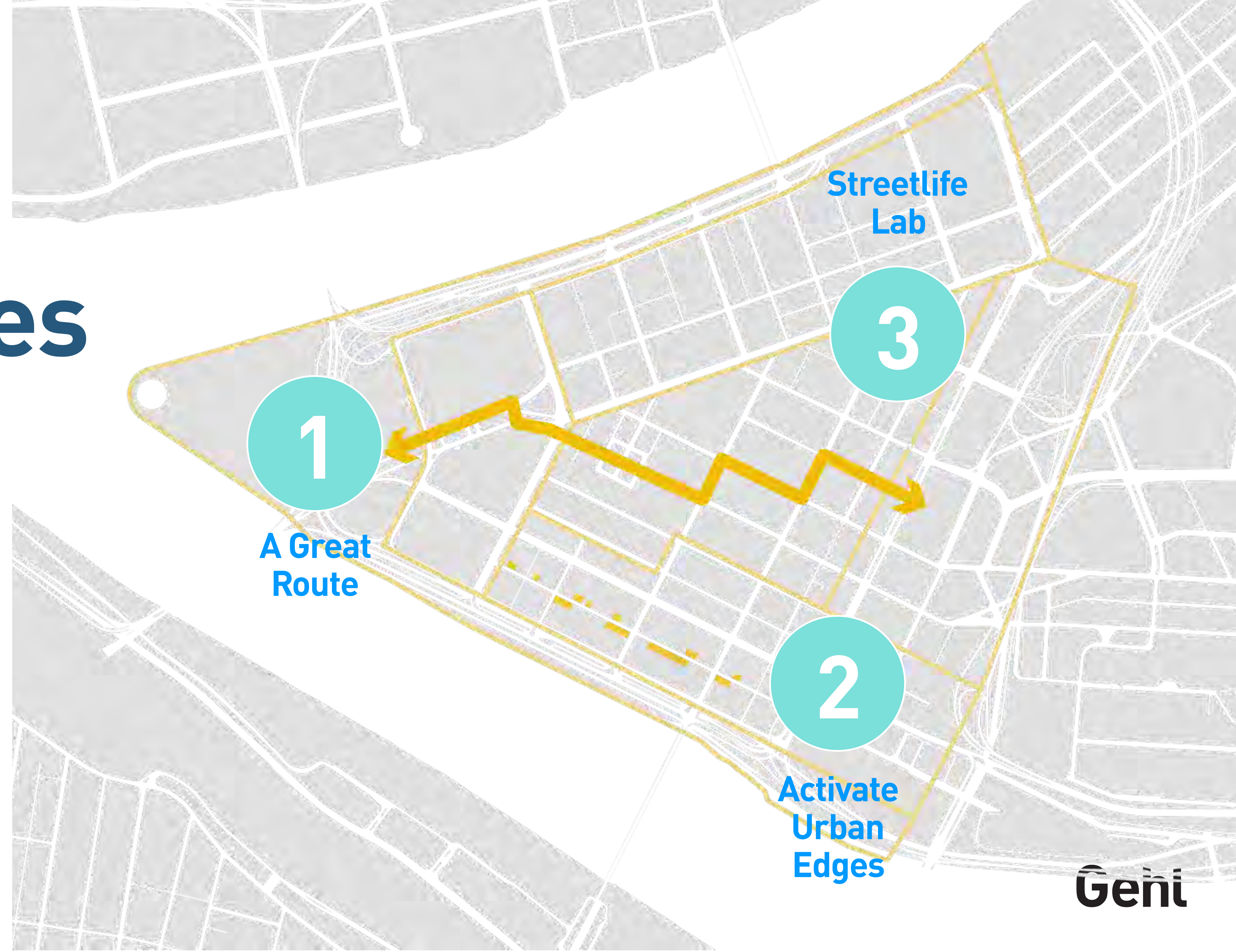
Prioritize projects where **stakeholders are engaged** and/or where they are already working

Visible / iconic

Start with something people can see and experience. Selecting a highly-trafficked/ iconic/strategic location expands the conversation by simply being part of people's everyday routines

Taking Action / Pilot Projects

Test Strategies through Pilots



Taking Action / Pilot Projects

**PILOT
ONE**

**A Great
Route**

A Great Route

Goals

A Safer Route / A Route for People

What if every route downtown was a great route? This pilot tests public realm improvements in one of the busiest pedestrian areas of the city. Improve crosswalks and prioritize pedestrians in places where cars and people share space.

An Interesting Route / A Street as a Place

This route connects two of Pittsburgh's most successful public spaces - but the place in between is dull. Make the connective tissue between Point State Park and Market Square just as interesting and engaging as these public space assets.

Connecting Public Space Assets

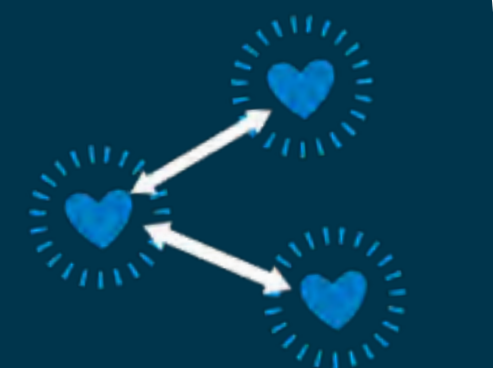
Thousands of people walk between Point State Park, Gateway Center, Gateway Station, and Market Square each day. But this is not yet a gateway for people. Test wayfinding and a public realm network that connects quality open spaces with quality streets and sidewalks.

Champions of Better Routes

Identity natural champions of better routes in Pittsburgh through outreach and events. Build an appetite for more active, high quality streets!

1

Tests Strategies:



Enhance pedestrian connectivity & expand cycling networks



Prioritize different modes on different streets



Take your great public spaces to the next level

Taking Action / Pilot Projects

A Great Route

Informed by Key Findings

Missing Connective Tissue

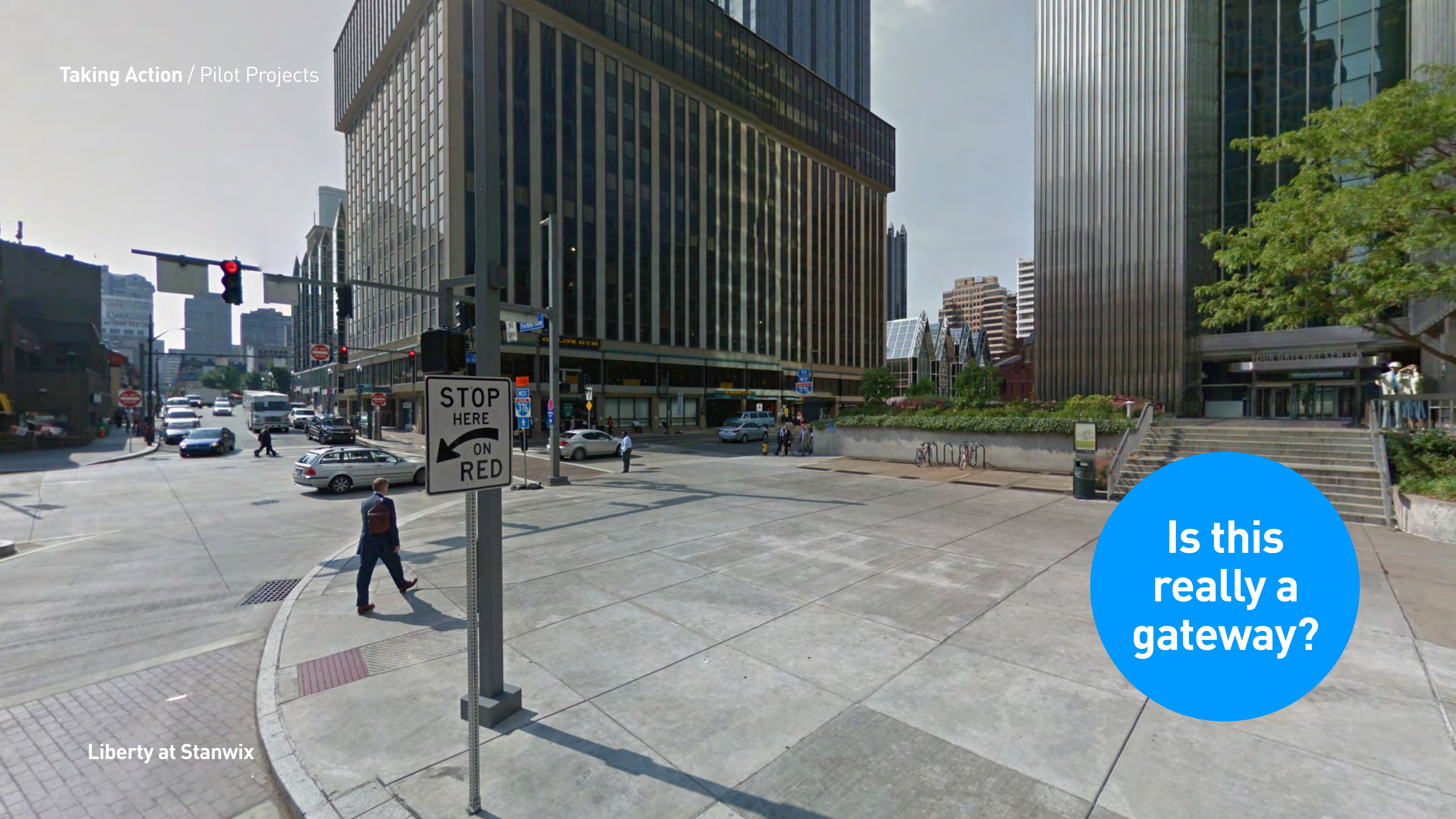
Many downtown streets are characterized by poor pavement, missing pedestrian lights, dull facades, and a missing urban tree canopy.

Poor Pavement

Uninteresting Walks

Dark Streets

Missing Tree Canopy



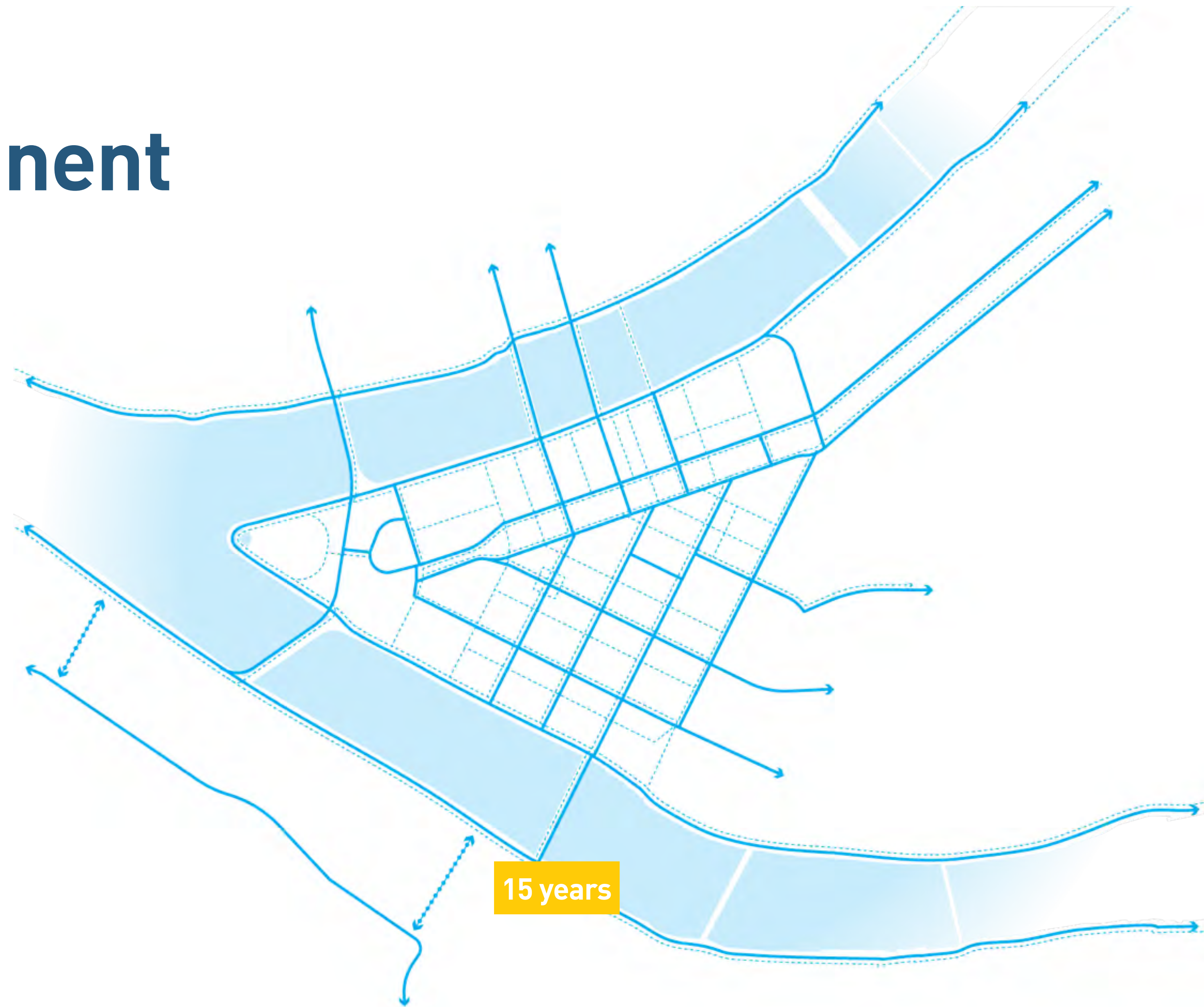
Is this
really a
gateway?

**What if it
were safer to
cross here?**

From Pilot to Permanent

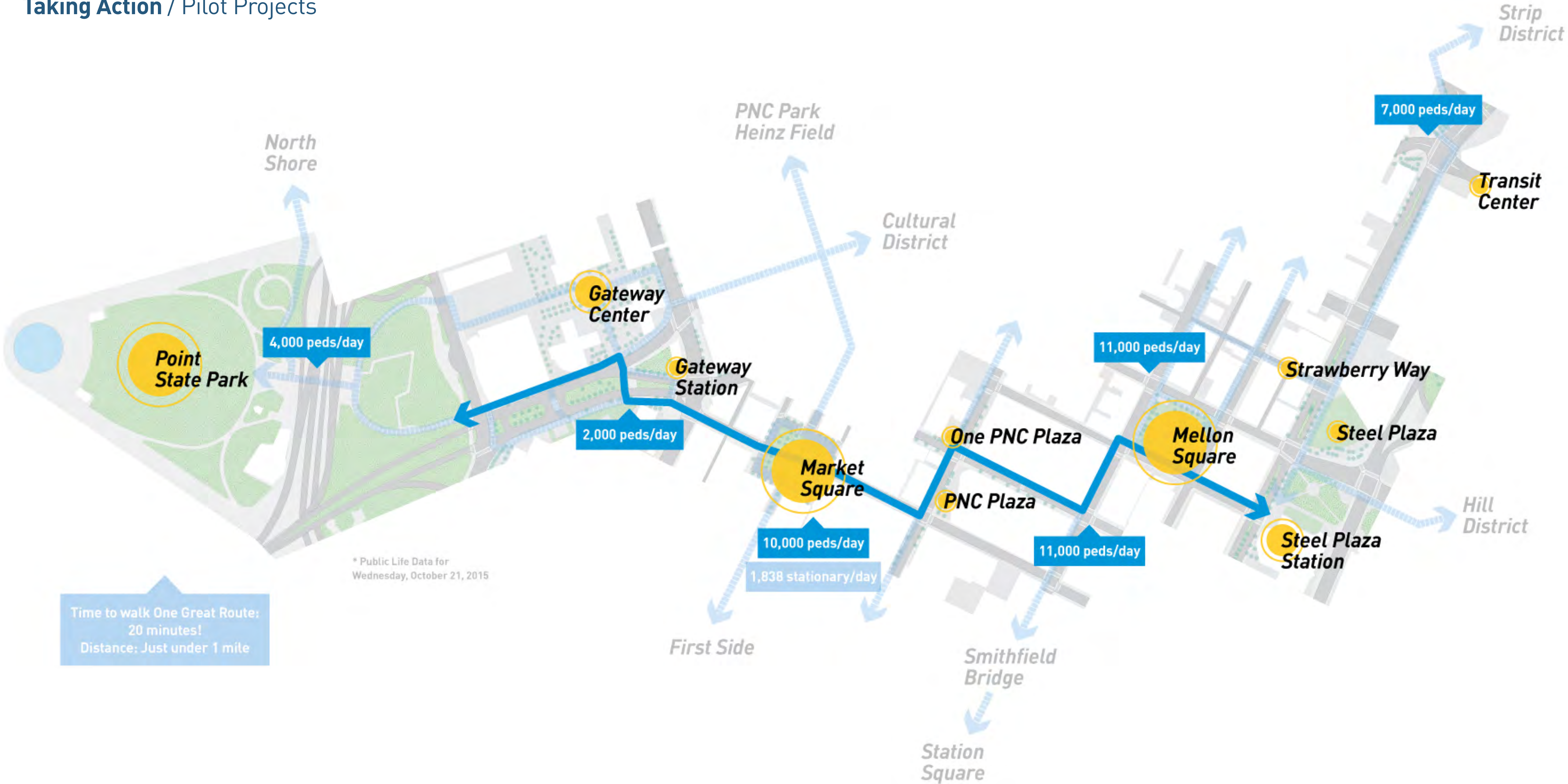


6 months



15 years

Taking Action / Pilot Projects



Taking Action / Pilot Projects

New Crosswalk

Continue Bike Lane to Point State Park

Generous public space at Gateway Station

Seating for Transit Riders

Seating and Wayfinding

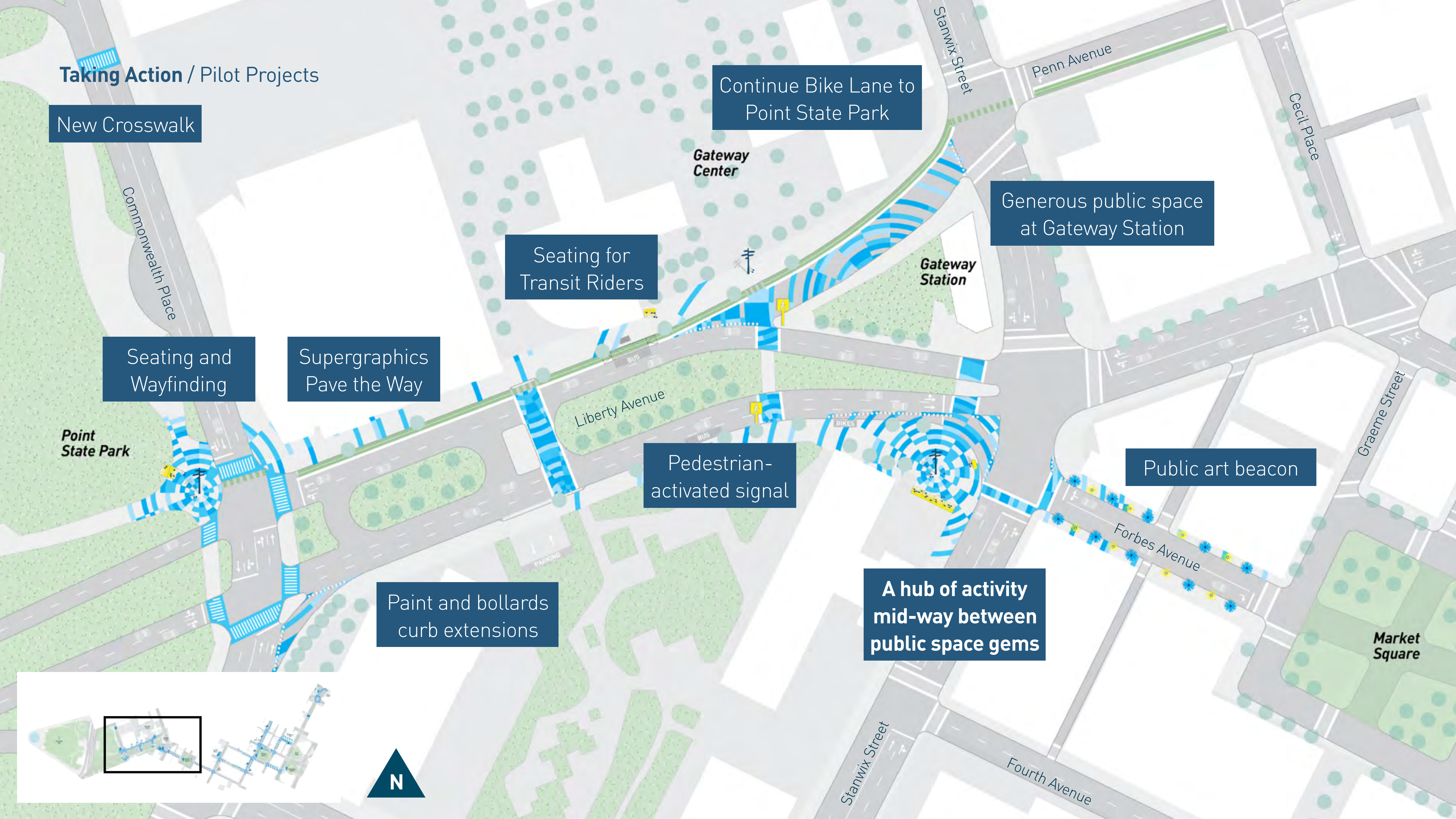
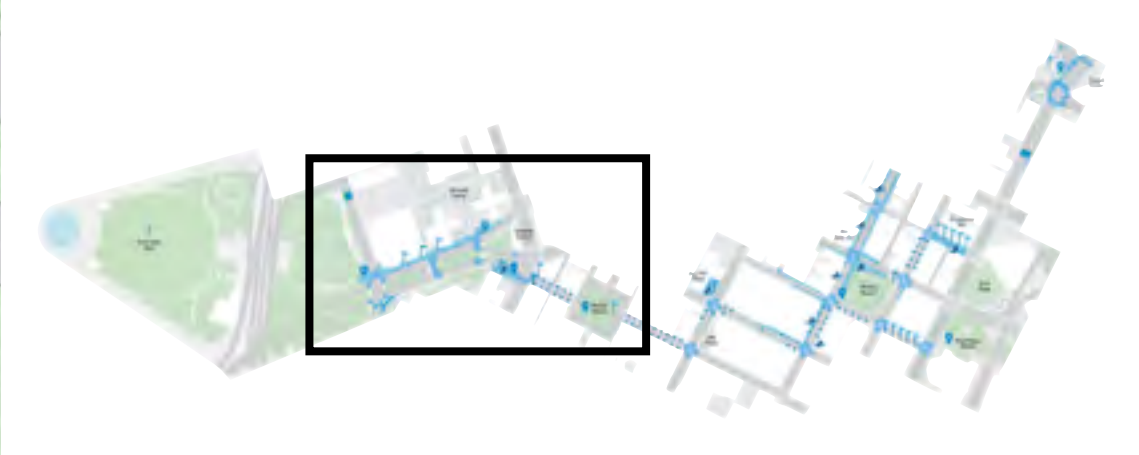
Supergraphics Pave the Way

Pedestrian-activated signal

Public art beacon

Paint and bollards curb extensions

A hub of activity mid-way between public space gems



Taking Action / Pilot Projects



Taking Action / Pilot Projects



Elements of a Great Route

Bringing dignity to the walking experience

Walking should be a safe and comfortable experience, free from tripping hazards, conflicts with vehicles, and clear and safe intersection crossings.

Walking should also be a fun experience, with interesting things to look at and interact with along the way.

Elements of a great route details some of these qualities piloted in A Great Route.



Taking Action / Pilot Projects

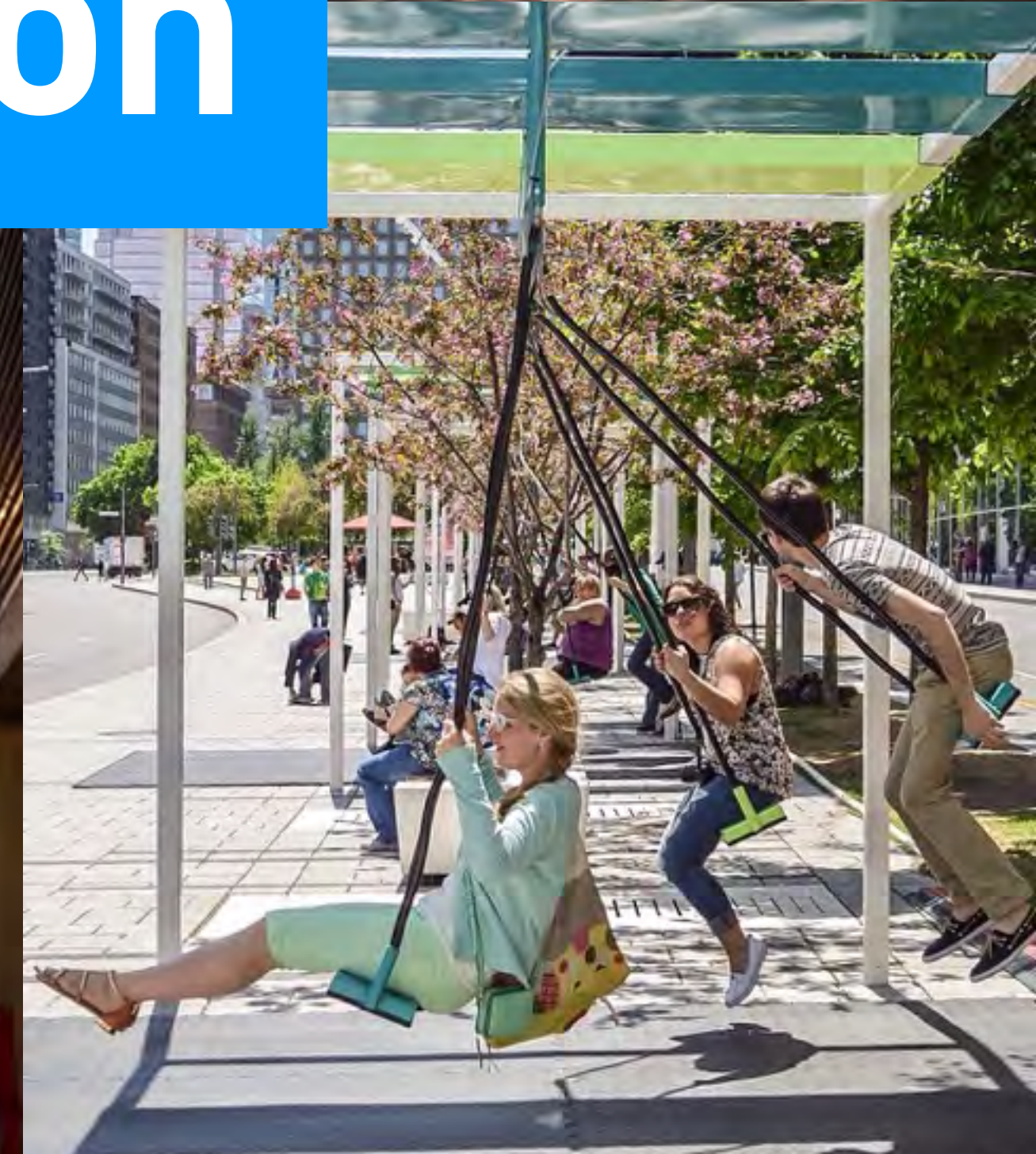
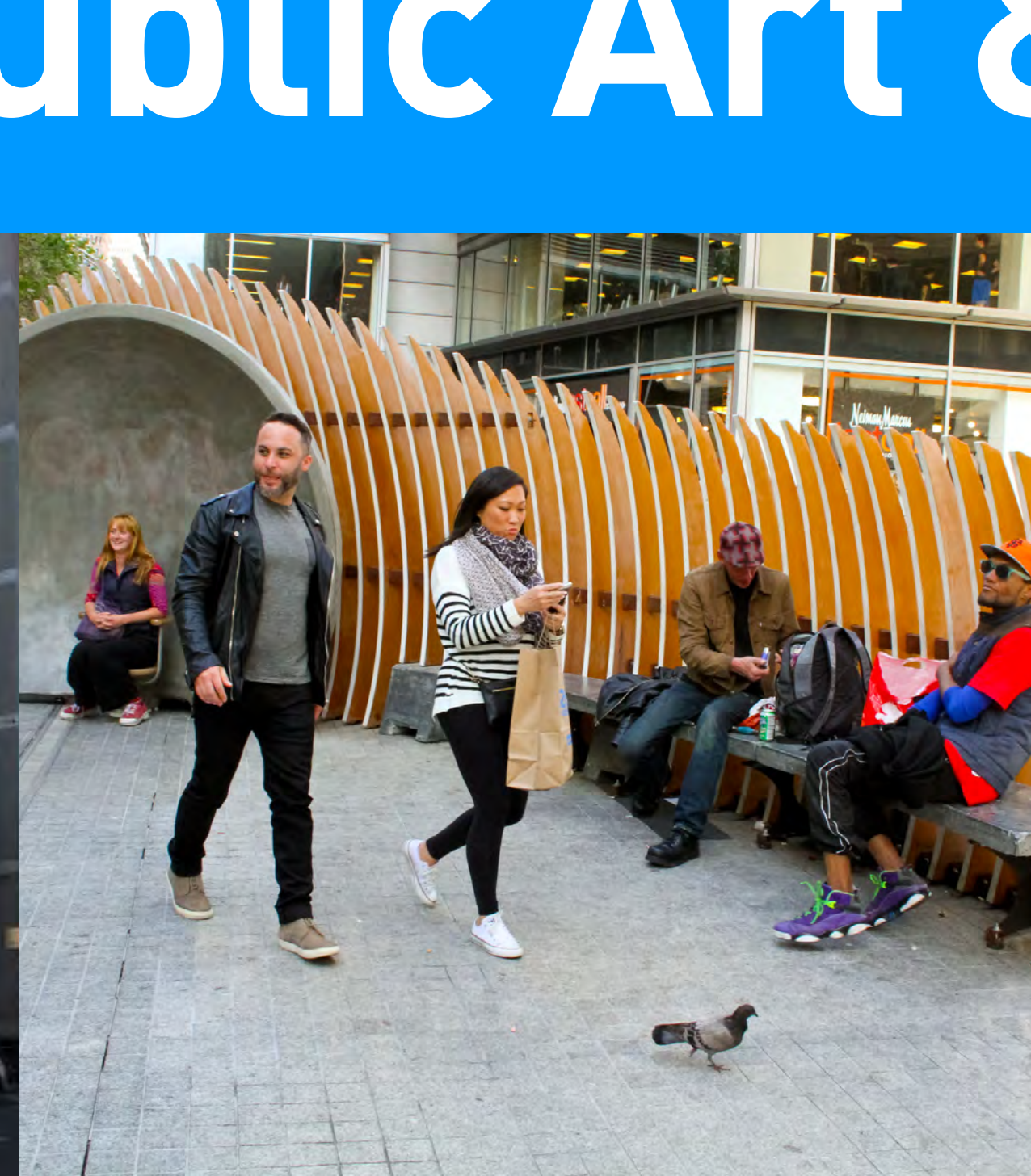


Pedestrian Crossings

Taking Action / Pilot Projects

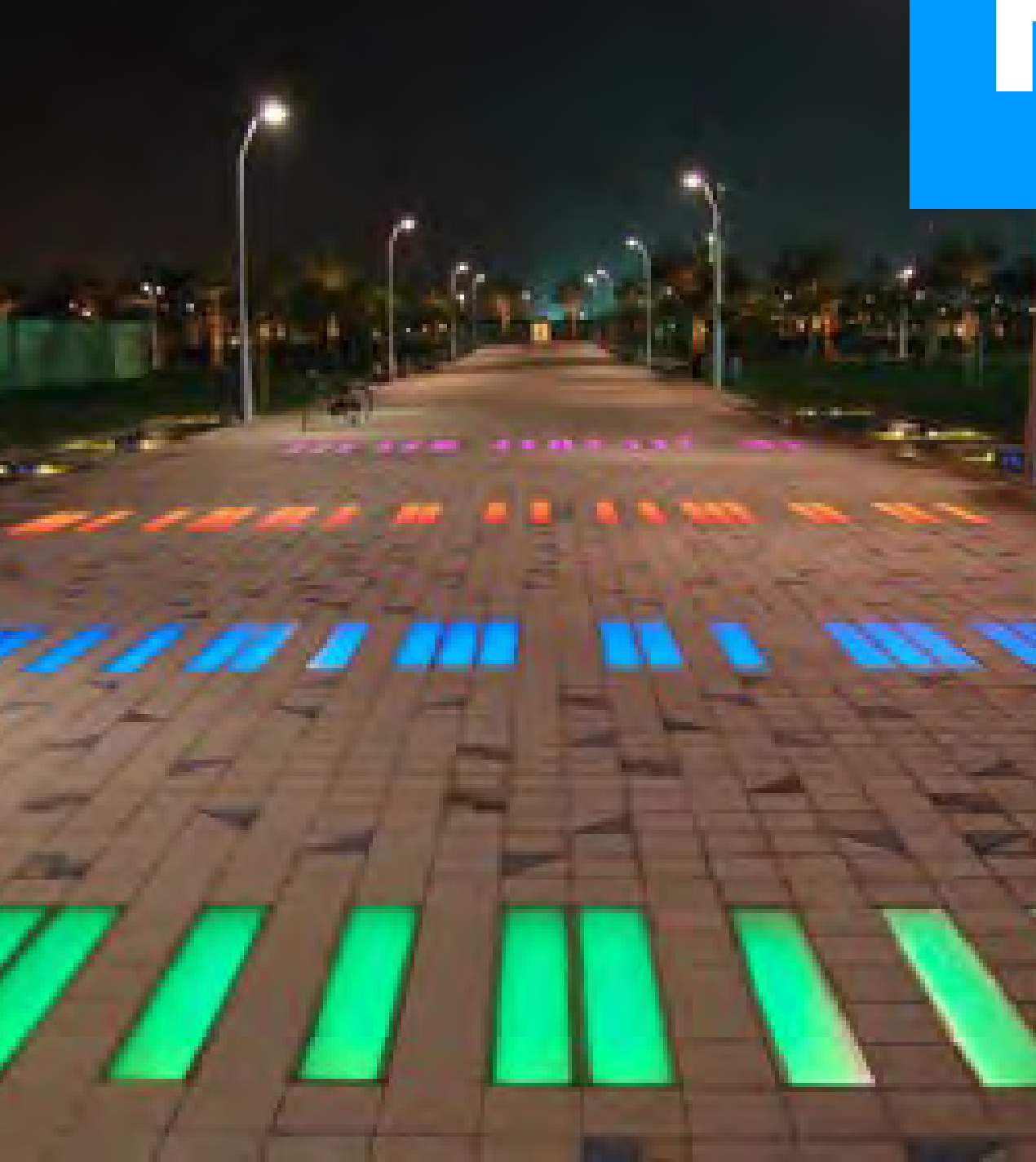


Public Art & Activation



Taking Action / Pilot Projects

Pedestrian Lighting



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Seating & Planting





Wayfinding



Pilots as Outreach/ Software

Pilots can be outreach tools in-and-of-themselves.

Bringing the community meeting to the street can have a powerful impact on bringing more people into the conversation about urban change

Programming, social events, and other public life catalysts, or “software” reinforce the material intervention of pilot projects, and vice-versa.

Associations with place are formed because of unique and memorable experiences in these places.

Here are some concepts for leveraging this pilot as outreach, and community partners to make the events a success:

Activities / Events

- **Walkshop: Your Great Route** Ask members of the public to draw their “favorite route downtown.” Gather into 2-5 routes, then walk them with an event at the end.
- **Gap to the Point** Run a series of simultaneous events at Market Square and Point State Park to strengthen the connection between these two public space gems
- **Light the Way** Launch a public art competition for the public art beacons attached to street lights on the way to Market Square. Launch a similar competition or commission for pavement Super-Graphics

Community Partners

- Bike PGH
- Open Streets PGH
- Department of City Planning
- Riverlife
- Pittsburgh Art Commission

Evaluating Success

GOAL
METRIC

A safer route

What to measure: decrease in crashes, decrease in jaywalking

An interesting route

What to measure: increase in retail sales of adjacent businesses, decrease in poor/dull facades, increase in programming along route

A route for people / a street as a place

What to measure: increased pedestrian volumes, increase in diversity and presence of stationary activities, decreased secondary seating, decrease in poor/dull facades

Connected Public Space Assets

What to measure: Better navigation measured through intercept interviews

Champions of better routes

What to measure: increased demand for pedestrian improvements

Taking Action / Pilot Projects

PILOT TWO

Activate Urban Edges

Taking Action / Pilot Projects

Activate Urban Edges

Goals

Reveal demand for life in this unique district / A strong identity for First Side

First Avenue is graced with beautifully scaled architecture, narrow streets, and proximity to cultural anchors like Point Park University, and natural features like the Monongahela River. But there are few reasons to visit. Capitalize on the latent potential of the incredible history and human-scaled blocks of this street and put the surface parking lots on First Avenue to better use! Help identify local champions who will continue to cultivate and steward the district's identity and public life.

Prove the market for a greater variety of programs and amenities downtown

Can downtown support a retail economy? Can food activate Firstside into the evening? Will local manufacturers and artisans help jump-start these activities downtown? This pilot tests the market for new uses, new businesses, and new life downtown.

A more inviting urban edge

Demonstrate a higher value than parked cars. Downtown has too much surface parking. Help the public re-imagine them as places for people through temporary programming and activation.

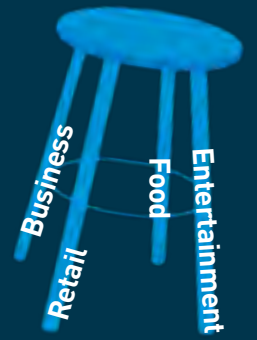
Tests Strategies:



Create more invitations for social mixing



Celebrate and enhance downtown district identities



Create more reasons to visit Downtown - and stay longer!

2

Geht

Taking Action / Pilot Projects

Activate Urban Edges

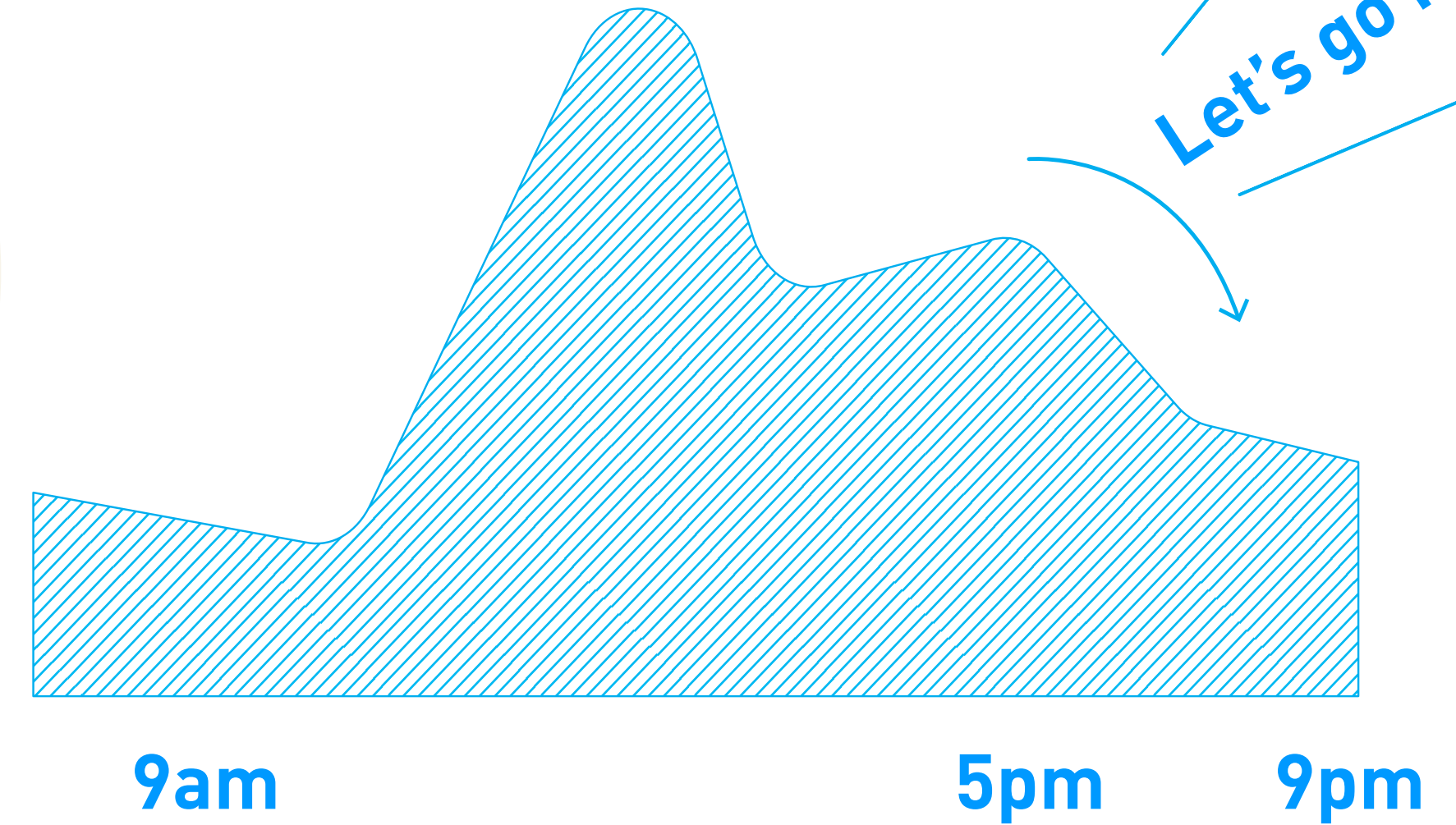
Informed by Key Findings:

Nearly 60% of Downtown's key corridors have inactive or dull facades - often due to parking lots.

Activate Urban Edges with a combination of commerce and culture to enhance public life, district identity, and economic activity.

People leave right after work

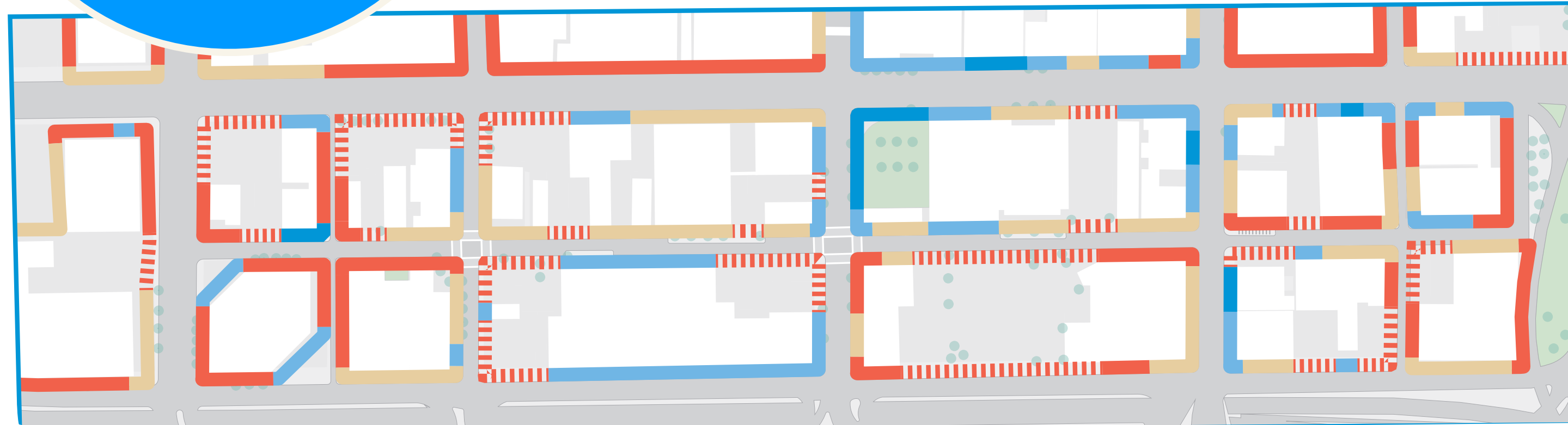
Many dull & inactive facades



Weekday Peak - for all count locations

Facade Quality

- Vibrant
- Active
- Dull
- Inactive



I could be
so much
more than a
parking lot!

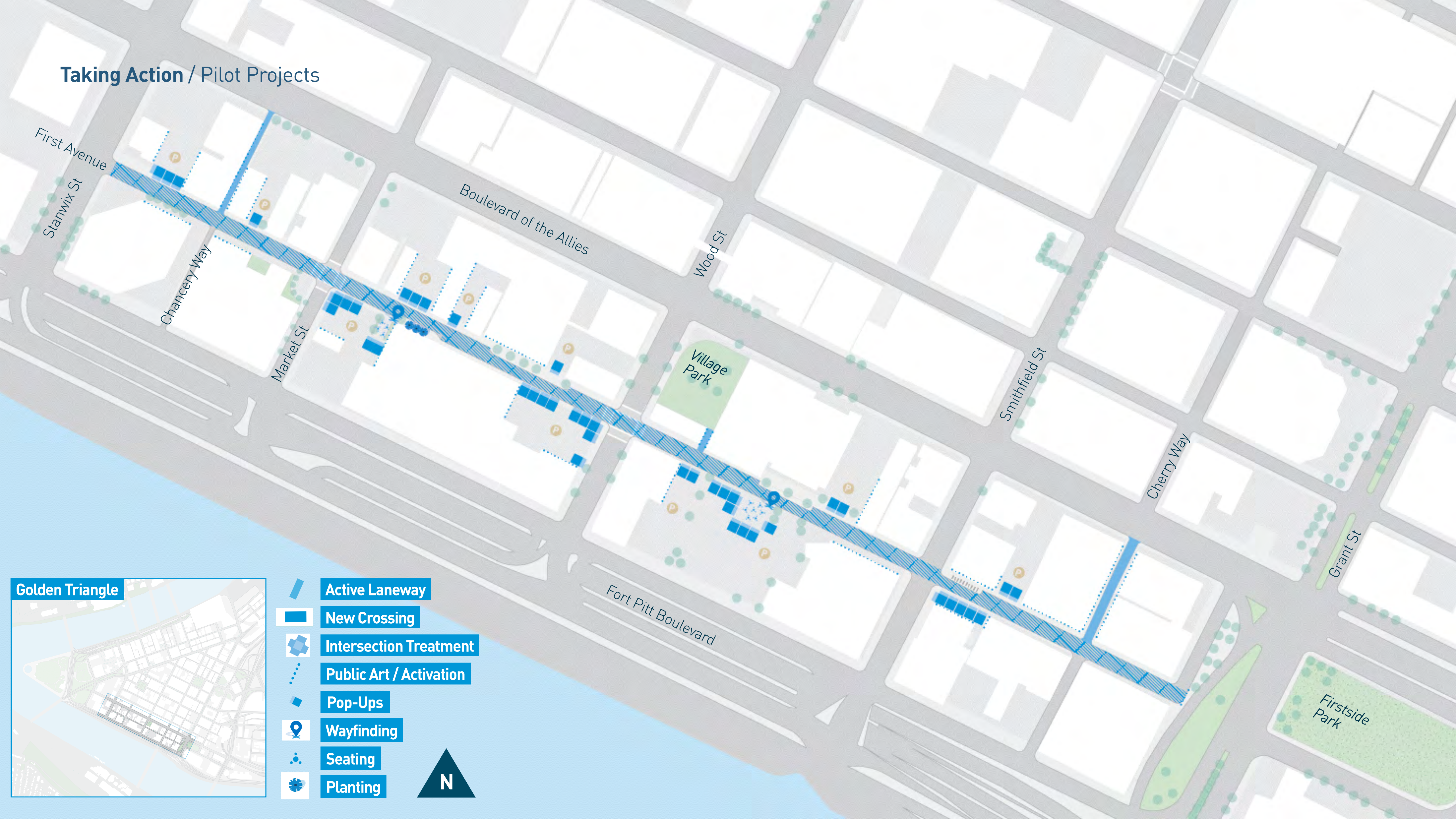
Hey,
where
did the
building
go?

1st Avenue at Market Street

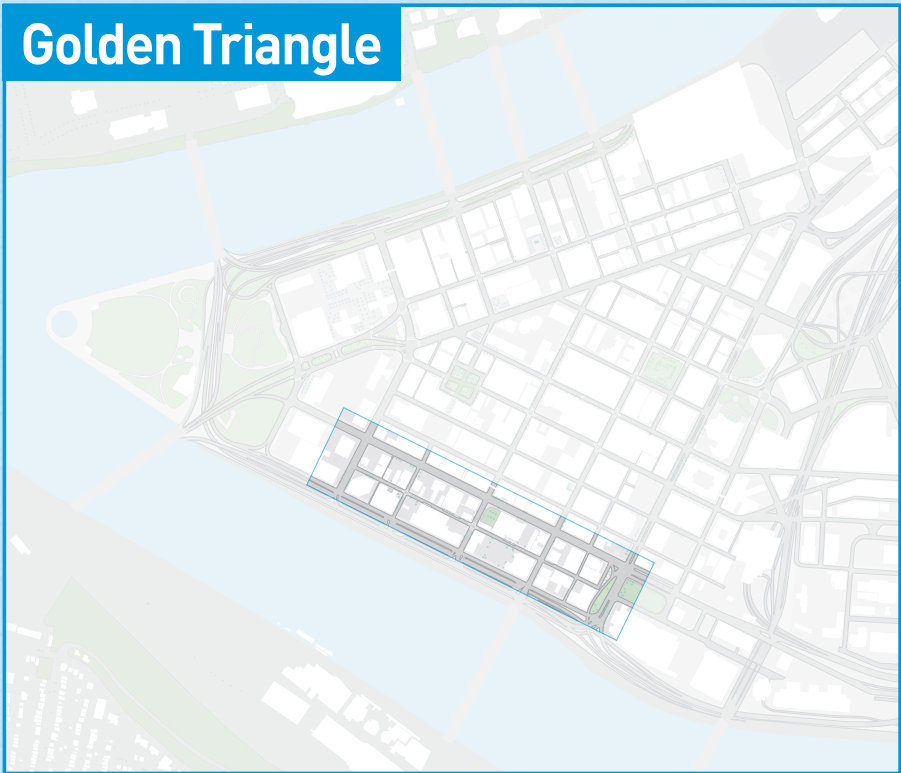




Taking Action / Pilot Projects



Golden Triangle



-  Active Laneway
-  New Crossing
-  Intersection Treatment
-  Public Art / Activation
-  Pop-Ups
-  Wayfinding
-  Seating
-  Planting



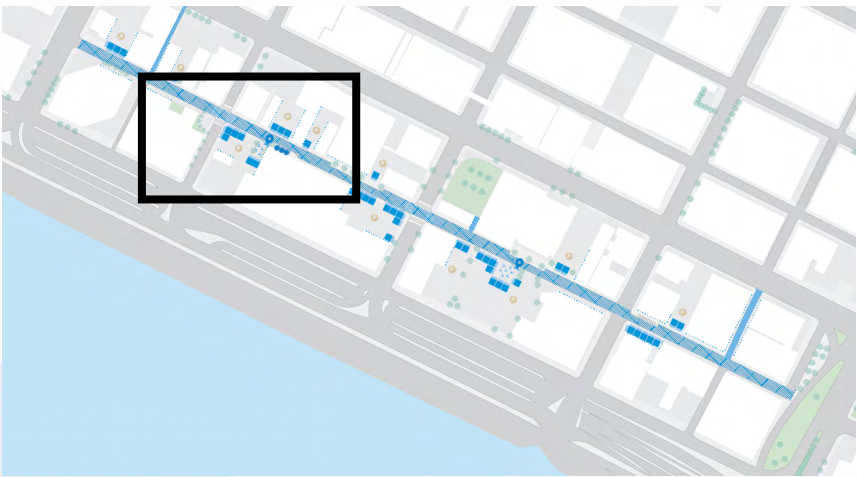
Taking Action / Pilot Projects

Testing new patterns of life on Firstside

Test the market for new activities downtown while distinguishing the identity of Firstside as a place for art, culture, food, and retail.

Pop-up hub attracts new activities. The illuminated lantern is a beacon for pedestrians coming from Market Square and fills in the urban edge.

Performing Arts Beer Garden serves as a flexible space for culture, with natural performance space, projection screen, and climbing wall.



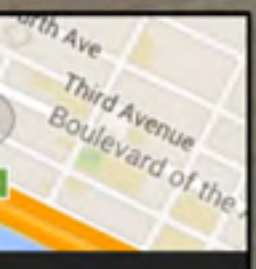
Beer garden and movie theater/performance space

Active Laneway

Pop-up vendors

Food trucks and coffee cart

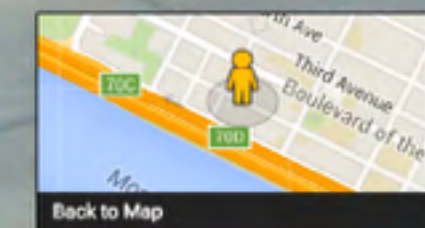
Flexible social seating and greening



Taking Action / Pilot Projects



Taking Action / Pilot Projects



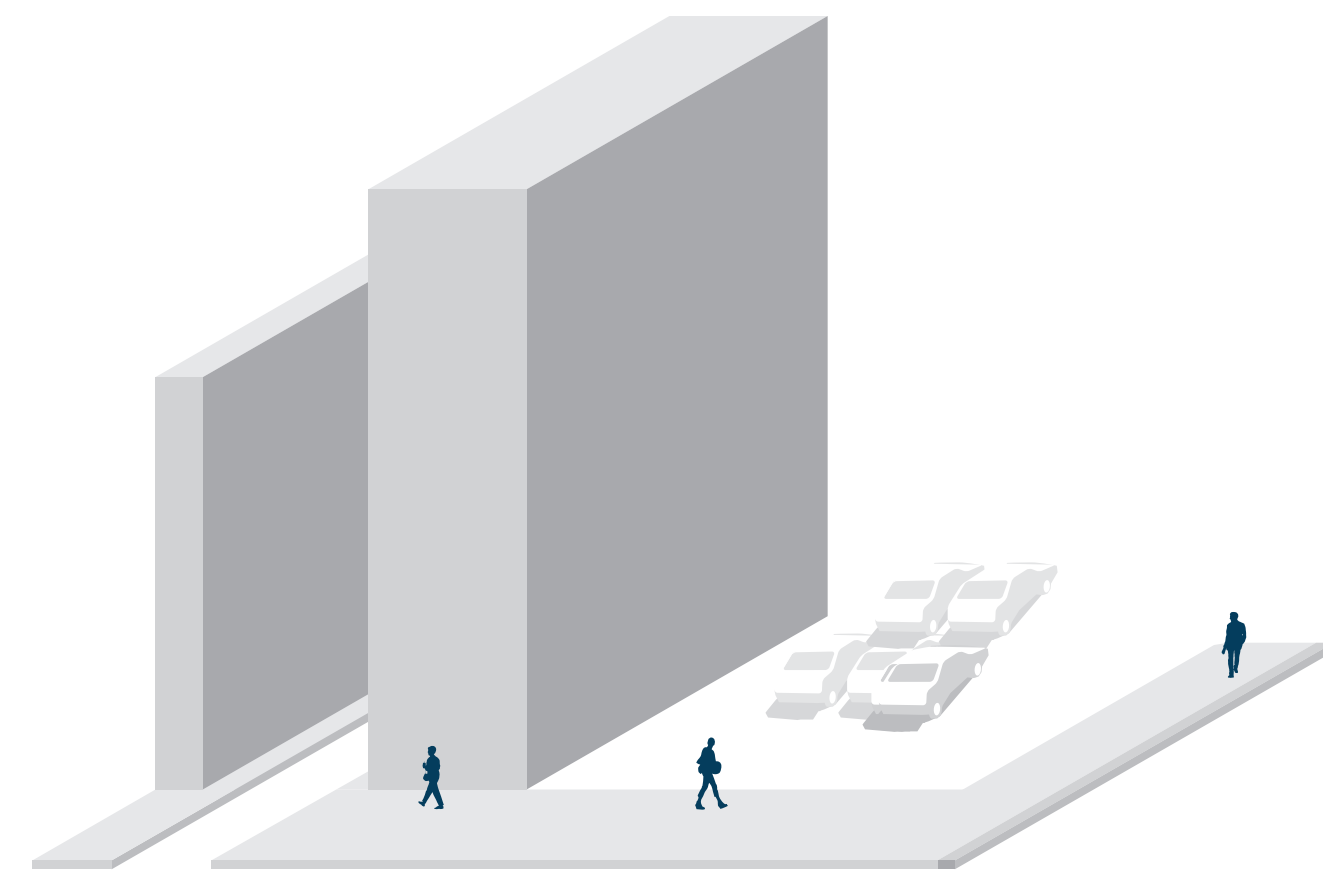
Taking Action / Pilot Projects



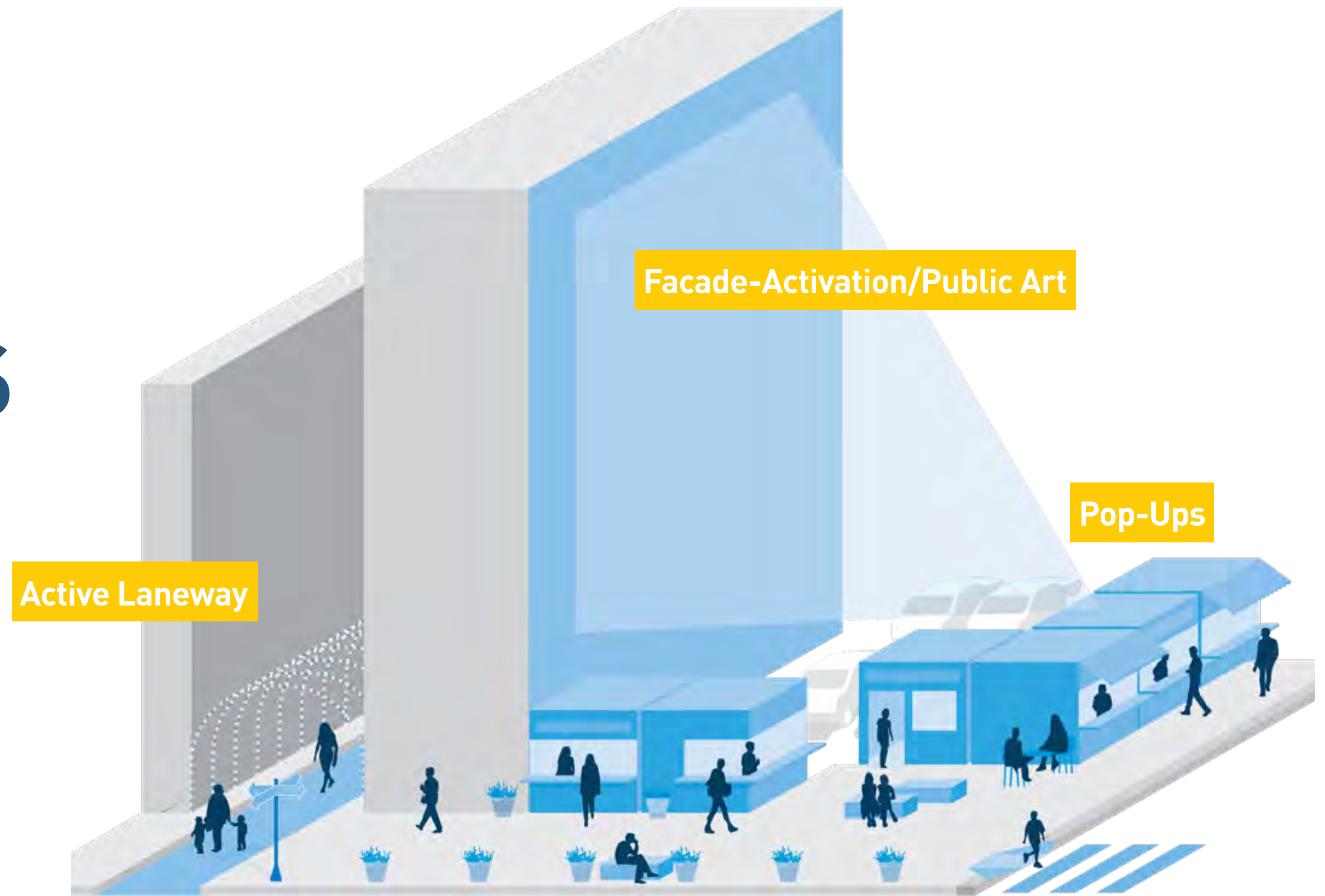
Taking Action / Pilot Projects



Elements of Active Urban Edges



Before



After

Wayfinding

Seating

Planting

New Crossing

Pop-Ups

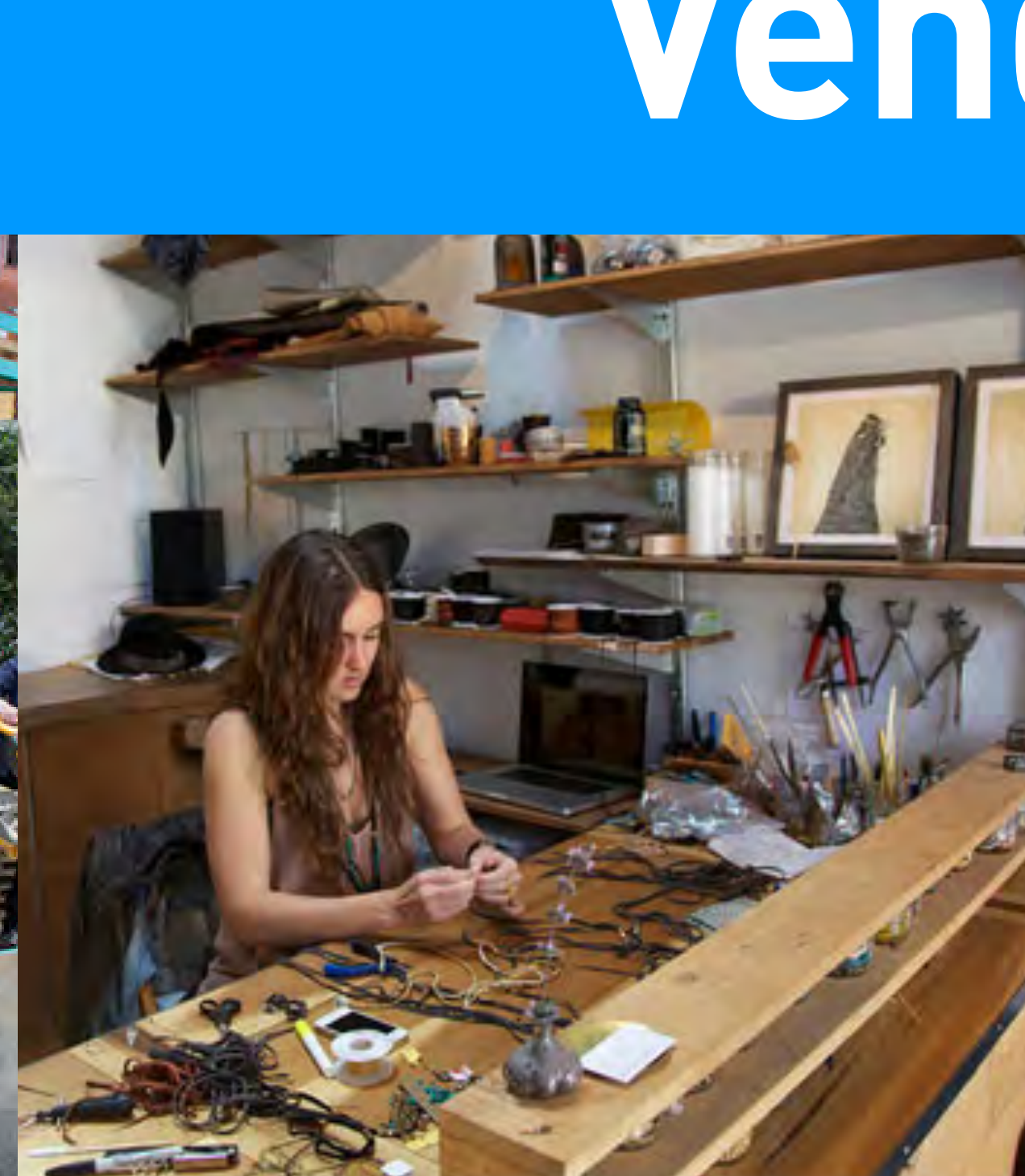
Facade-Activation/Public Art

Active Laneway

Taking Action / Pilot Projects



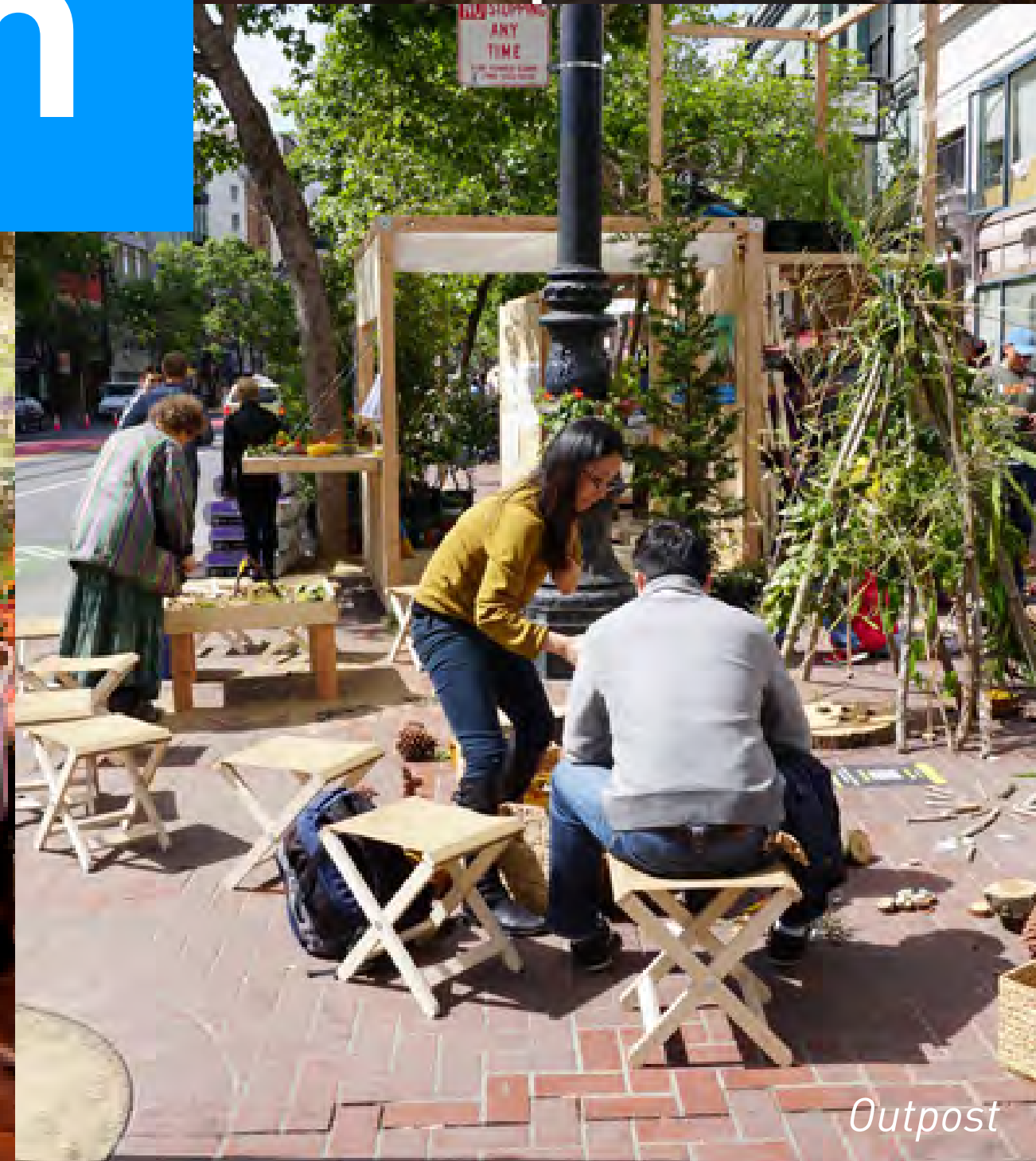
Vendors



Taking Action / Pilot Projects



Culture + Activation



Taking Action / Pilot Projects



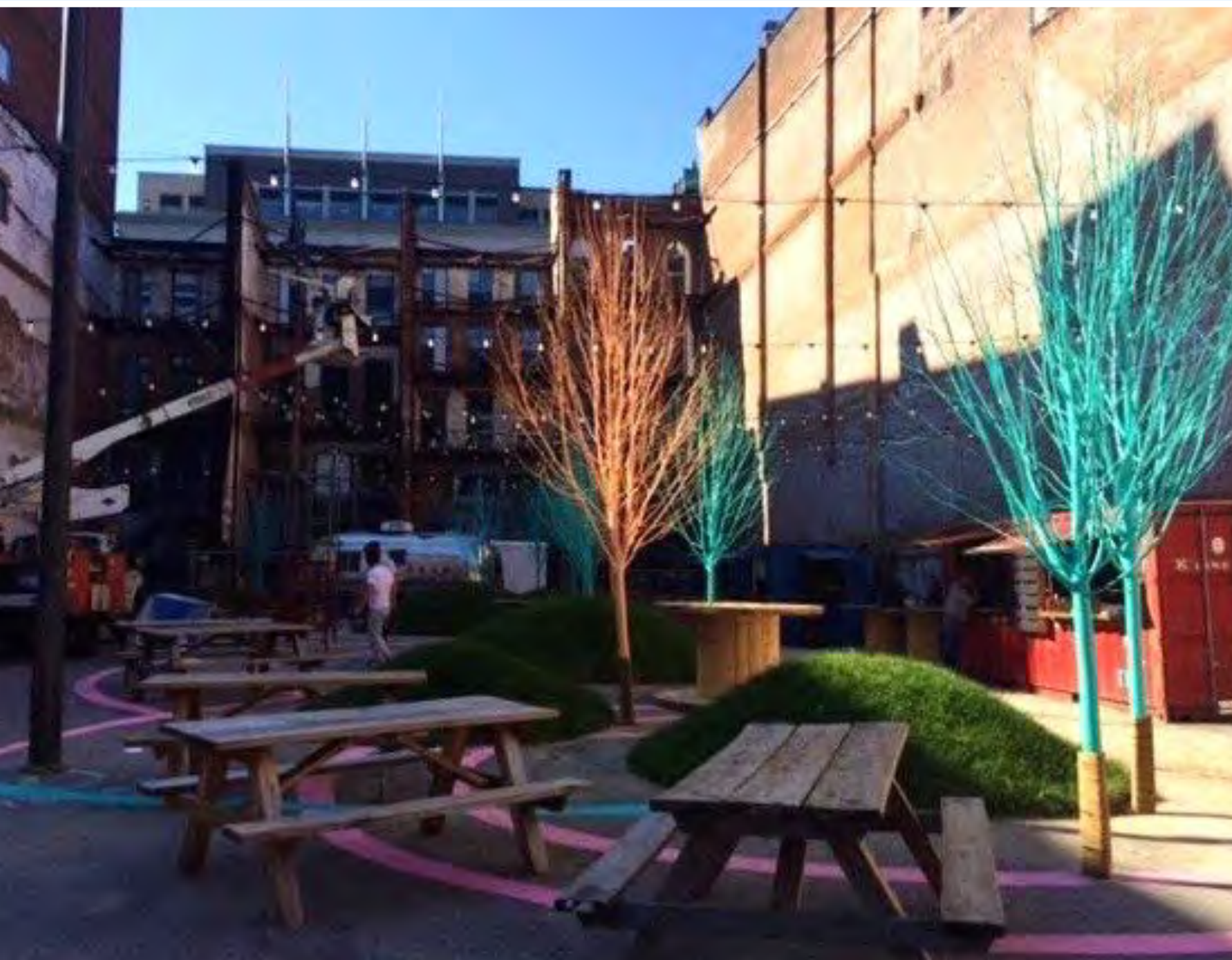
Social Furniture



Taking Action / Pilot Projects

Resurfaced

Louisville, KY



Taking Action / Pilot Projects

Dekalb Market

Brooklyn, NY



Taking Action / Pilot Projects

The Yard

San Francisco, CA



Pilots as Outreach/ Software

Pilots can be outreach tools in-and-of-themselves.

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Programming, social events, and other public life catalysts, or “software” reinforce the material intervention of pilot projects, and vice-versa.

Associations with place are formed because of unique and memorable experiences in these places.

Here are some concepts for leveraging this pilot as outreach, and community partners to make the events a success:

Activities / Events

- **“1st Side Sundays”** A series of events each Sunday (or, every first Sunday) that close the street to cars and celebrate arts, culture, and commerce near the riverfront. Build off events at Market Square and the Cultural District.
- **Open House History** Get to know the companies, artists, and businesses on First Side through a series of open houses. Pair contemporary open houses with tours of the architectural and maritime history of the district.
- **Bank to Bluff** Point Park University Dance Department leads a site-specific dance and music festival that has its home base on First Avenue, and links the Monongahela and Allegheny waterfronts through culture

Community Partners

- Point Park University *Dance Department*
- Local Chefs - e.g. *Smallman Galley*
- Local Merchant’s Association
- Pittsburgh Art Commission
- Pittsburgh History and Landmarks Foundation
- Local small manufacturers and artisans

Evaluating Success

GOAL
METRIC

Reveal demand for life in this unique district

What to measure: increase in pedestrian volumes, increase in number and diversity of stationary activities

Prove the market for greater variety of program and amenities downtown

What to measure: increase in retail sales, investment in vacant or under-utilized buildings on 1st Avenue

A more inviting urban edge

What to measure: decrease in dull facades, improvement in sidewalk quality

A strong identity for first side

What to measure: identify a local champion for 1st Avenue

Taking Action / Pilot Projects

PILOT THREE | Streetlife Lab

Taking Action / Pilot Projects

Streetlife Lab

Goals

Explore district character through public programming and streetscape standards

Downtown Pittsburgh has an incredible range in urban character. Enhance and celebrate district identities by exploring experimental events, activities, and experiences while piloting new streetscape material palettes.

A tool for engagement / gather public opinions for a new streetscape palette on Smithfield and in Downtown

Test Streetlife Palettes on a 1:1 scale on an area of Smithfield Street to gauge community feedback - they can vote with their feet!

Evaluate material palette success

Test materials on a 1:1 scale to understand how they hold up against the elements

Street as a place for people: a safer and more enjoyable staying experience

Invite more people to spend time on Smithfield Street

A safer and more enjoyable walking experience

Improve the walking experience of this street that serves more than 10,000 people walking per day

3

Tests Strategies:



Love your
transit
riders



Enhance pedestrian
connectivity & expand
cycling networks



Celebrate and enhance
downtown district
identities

Streetlife Lab

Informed by Key Findings

Streetscape material and quality can be a sign of district identity - or lack of it

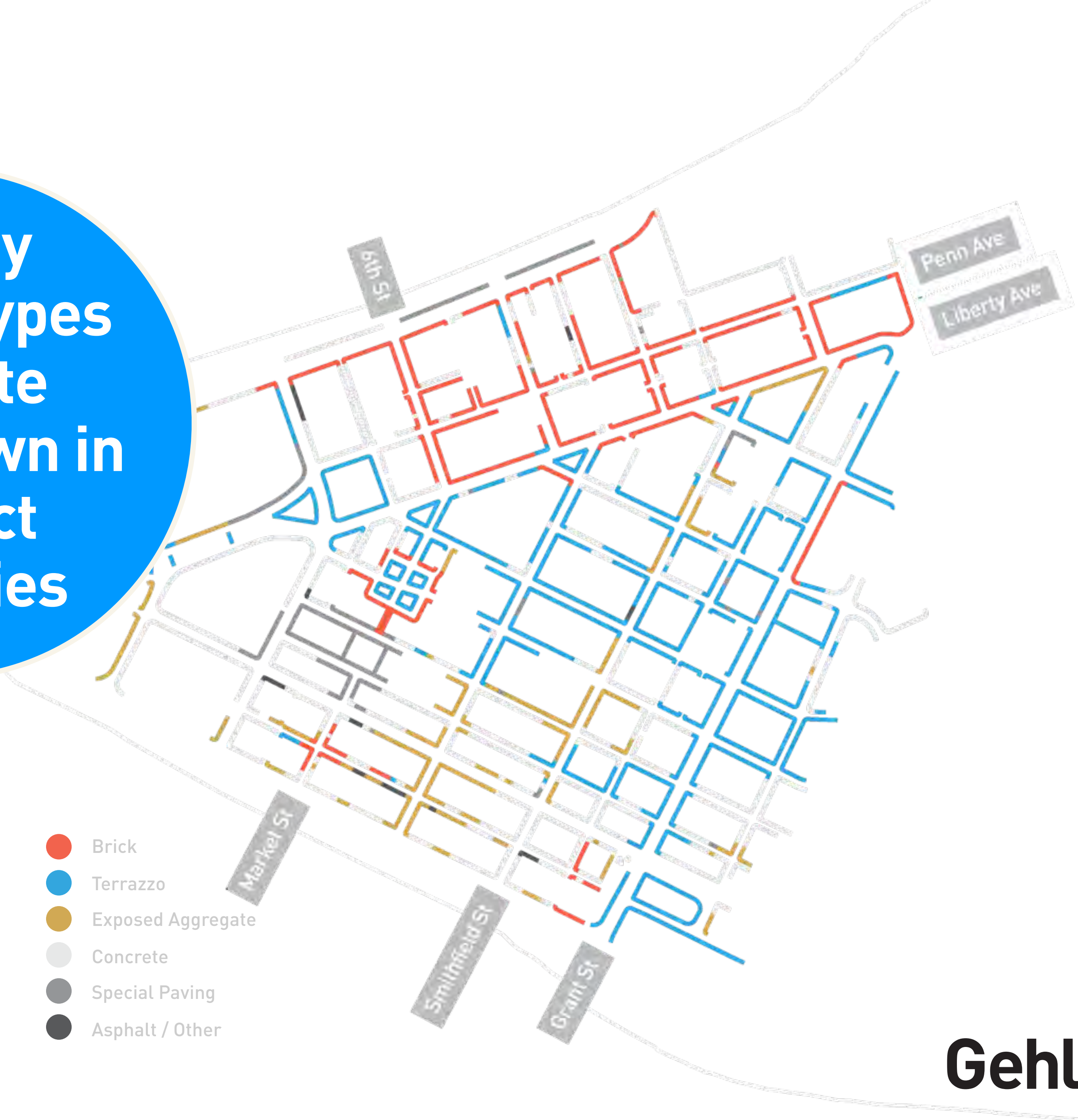
When a district has a strong identity - it is often apparent in a coherent streetscape palette that reinforces identity.

If a district lacks a strong identity, this often shows up in the streetscape.

Firstside, Smithfield Street, and Gateway each have an extremely varied paving palette. These areas could also have stronger identities.

Smithfield Street has 50% fair or poor paving, reinforcing the fact that there are few or disorganized stewards of this corridor.

Patchy paving types indicate breakdown in district identities

- 
- Brick
 - Terrazzo
 - Exposed Aggregate
 - Concrete
 - Special Paving
 - Asphalt / Other

Streetlife Lab

Informed by Key Findings

Streetscape material and quality can be a sign of district identity - or lack of it

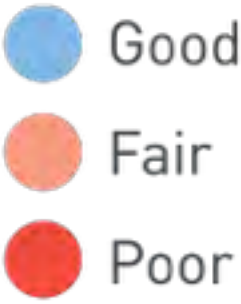
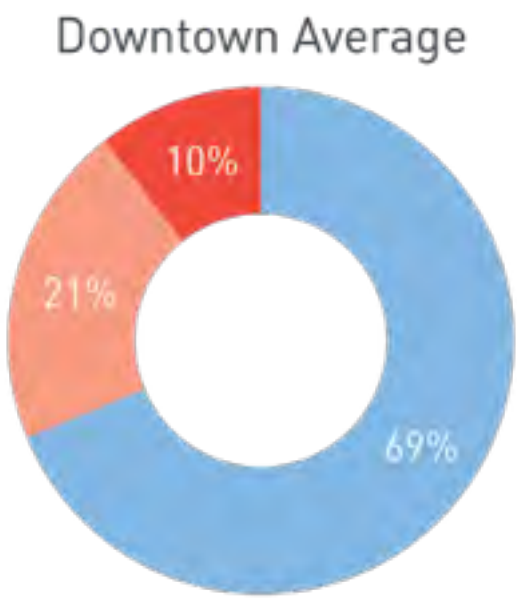
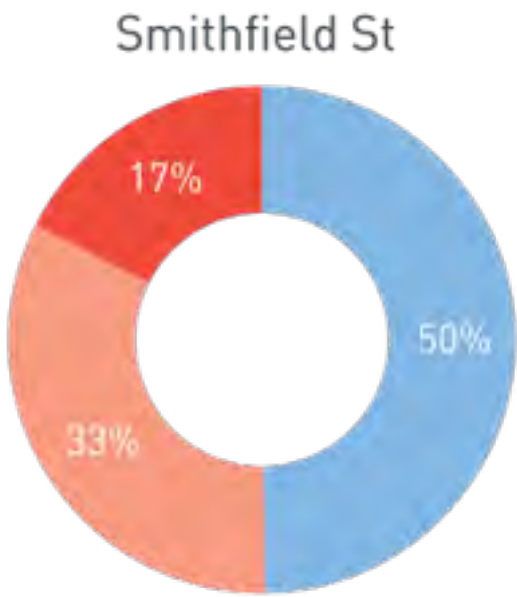
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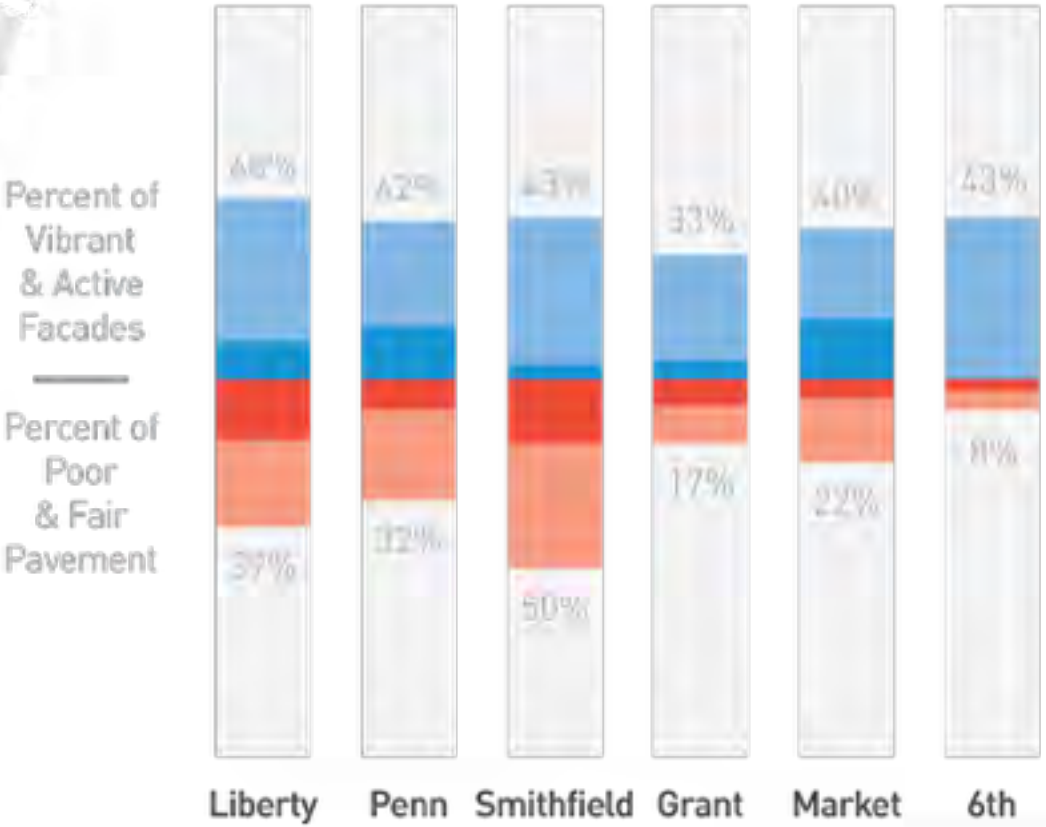
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Smithfield has 50% poor or fair pavement - and many active facades



Latent Potential: Locations with poor or fair quality pavement and active facades



King Action, Pilot Projects

Smithfield
used to be the
center of public
life in this
city...

It deserves to
be reimagined!

Smithfield at Oliver



Taking Action / Pilot Projects

**Software:
People, events
and activities make
streets vibrant
and memorable**

Market Street Prototyping Festival



**Software:
People, events
and activities make
streets vibrant
and memorable**

Market Street Prototyping Festival

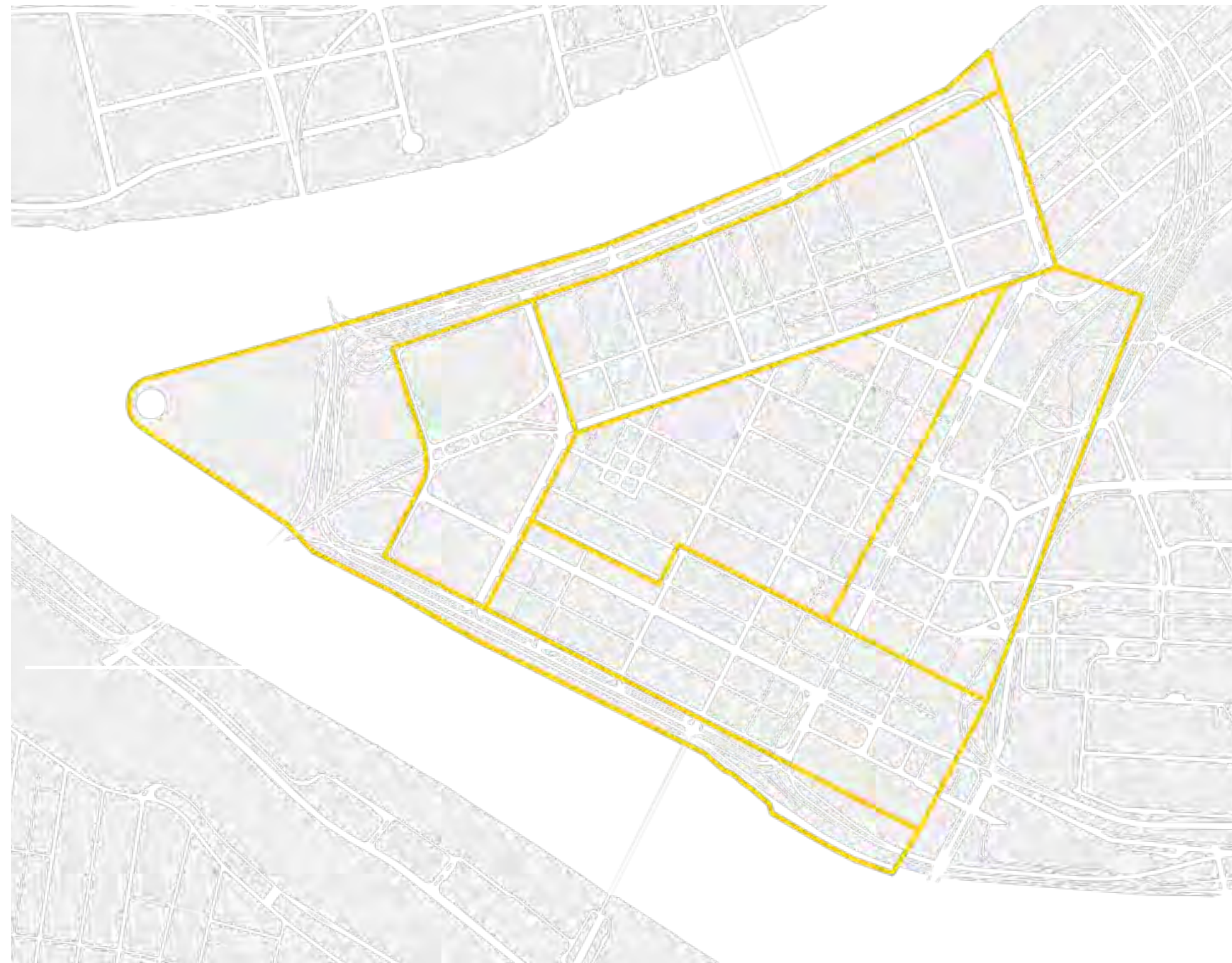
Taking Action / Pilot Projects

Hardware:
A nice
streetscape
goes a long
way

PNC Plaza



From Pilot to Permanent



6 months



15 years

Taking Action / Pilot Projects

Distinguishing District Character and Embracing Public Space Gems

The Nolli Map at right highlights areas in the public realm - streets, sidewalks, and open spaces. Together they comprise 45% of downtown Pittsburgh's total land area.

This public realm is characterized by roughly six different districts. Each district has a distinct public life profile. Different people use the public realm at different times of the day, week, and year for different reasons.

These districts can better serve their users by embracing their unique character and programming their public spaces accordingly.

District, corridor, or citywide streetlife palettes can help reinforce these distinct identities and public life profiles.

1
Waterfront

2
Gateway

6
Firstside

3
Cultural District

4
Central Core

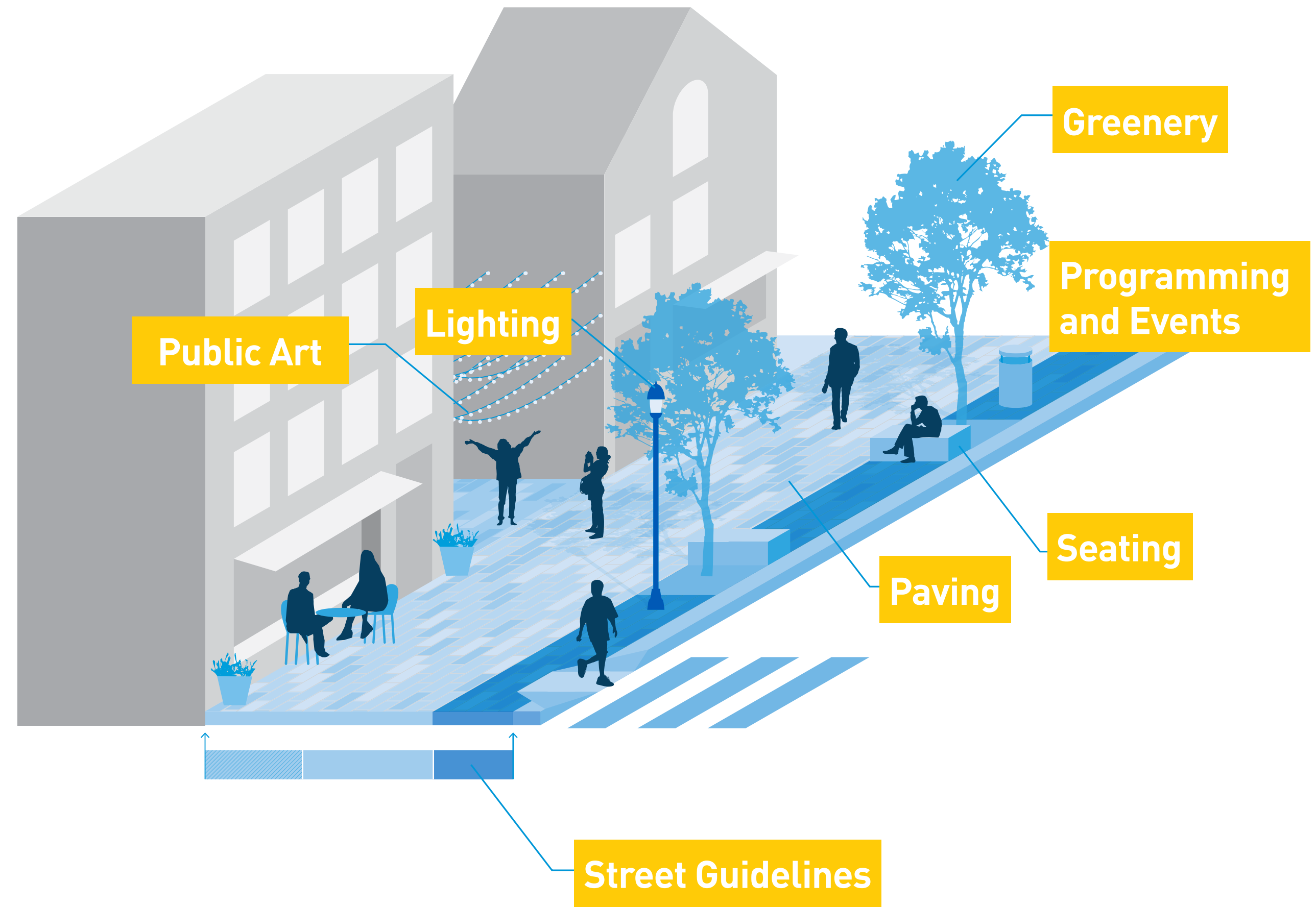
5
Civic Corridor



Elements of a Streetlife Palette

Streetlife is both hardware and software

A streetlife palette includes traditional elements that are part of a streetscape plan like paving materials and tree standards. It also includes recommendations for how to include public art and creative elements to encourage the public life profile desired.



Streetlife Lab

1

Option 1

Classic + Sturdy



1

Classic + Sturdy

P₁ - Cast in Place Concrete (large scoring)

P₂ - Cast in Place Concrete (small scoring)

P ₁		P ₂	



Paving - cast in place concrete with scoring patterns to differentiate the furnishing zone, colorant and sparkle added to darken and enhance appearance



Seating - dark, neoclassical bench with curving iron ascent sides



Greening - gray, circular pots



Tree Grate - dark, circular



Trash / Recycling - dark



Seating - yellow movable chairs



Bike Rack - dark, circular

1



Street Tree - Blackgum (*Nyssa sylvatica*)



Lighting - dark, circular, sturdy



Public Art - artist-designed tree grate



Public Art - artist-designed tree grate

Streetlife Lab

2

Option 2

Elegant + Flexible

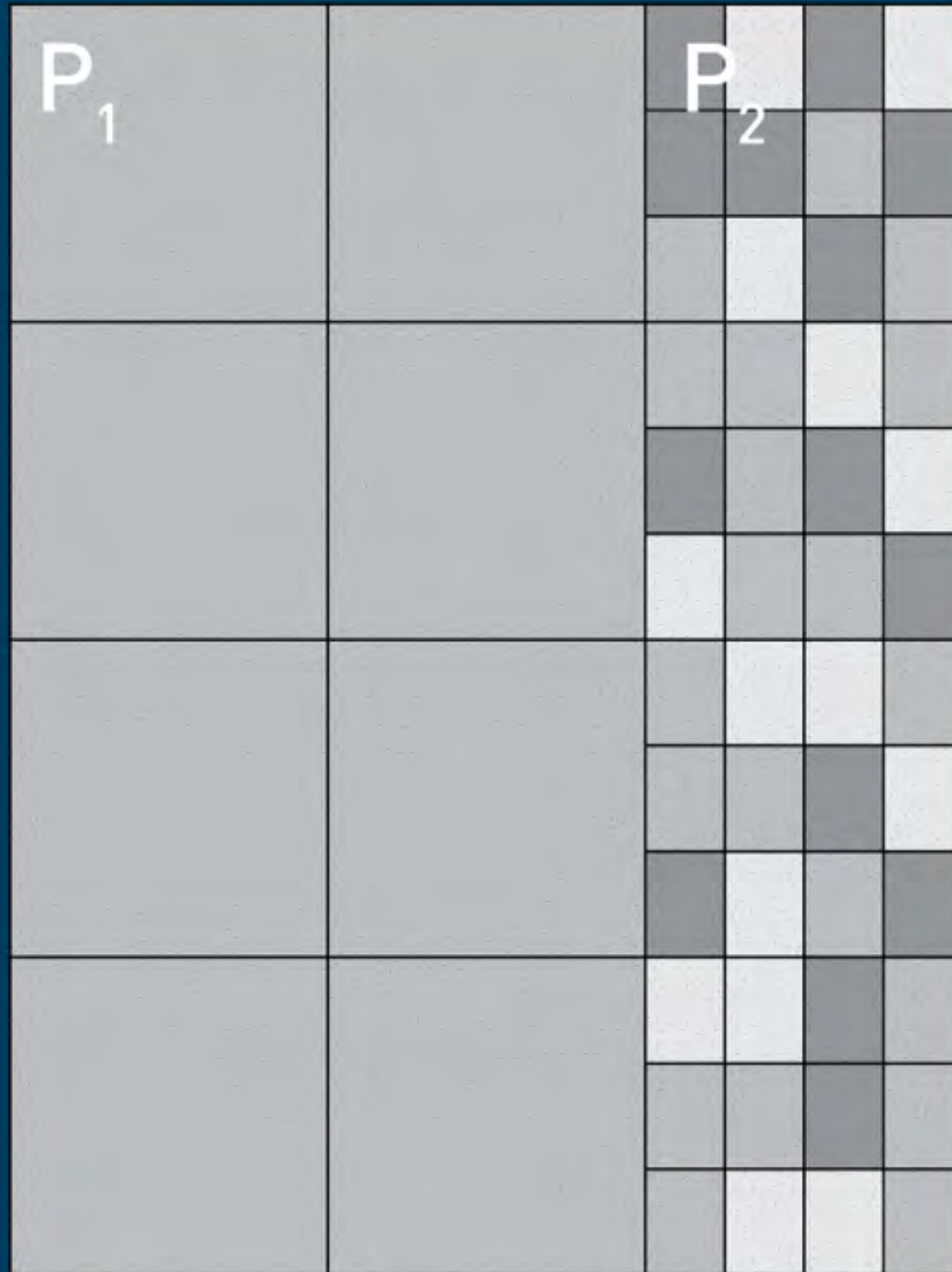


2

Elegant + Flexible

P₁ - Cast in Place Concrete (large scoring)

P₂ - Unit Paver (designed to allow infiltration)



Paving - cast in place concrete with permeable unit paver edge



Greening - movable, wooden planters



Seating - modern, elegant bench with wood seating



Trash / Recycling - circular, angular



Seating - integrated bench



Bike Rack - light, elegant

2



Lighting - modern, thin, clean lines



Lighting - modern, thin, clean lines



Public Art - artist designed concrete etching



Public Art - custom LED accent lighting and coloring



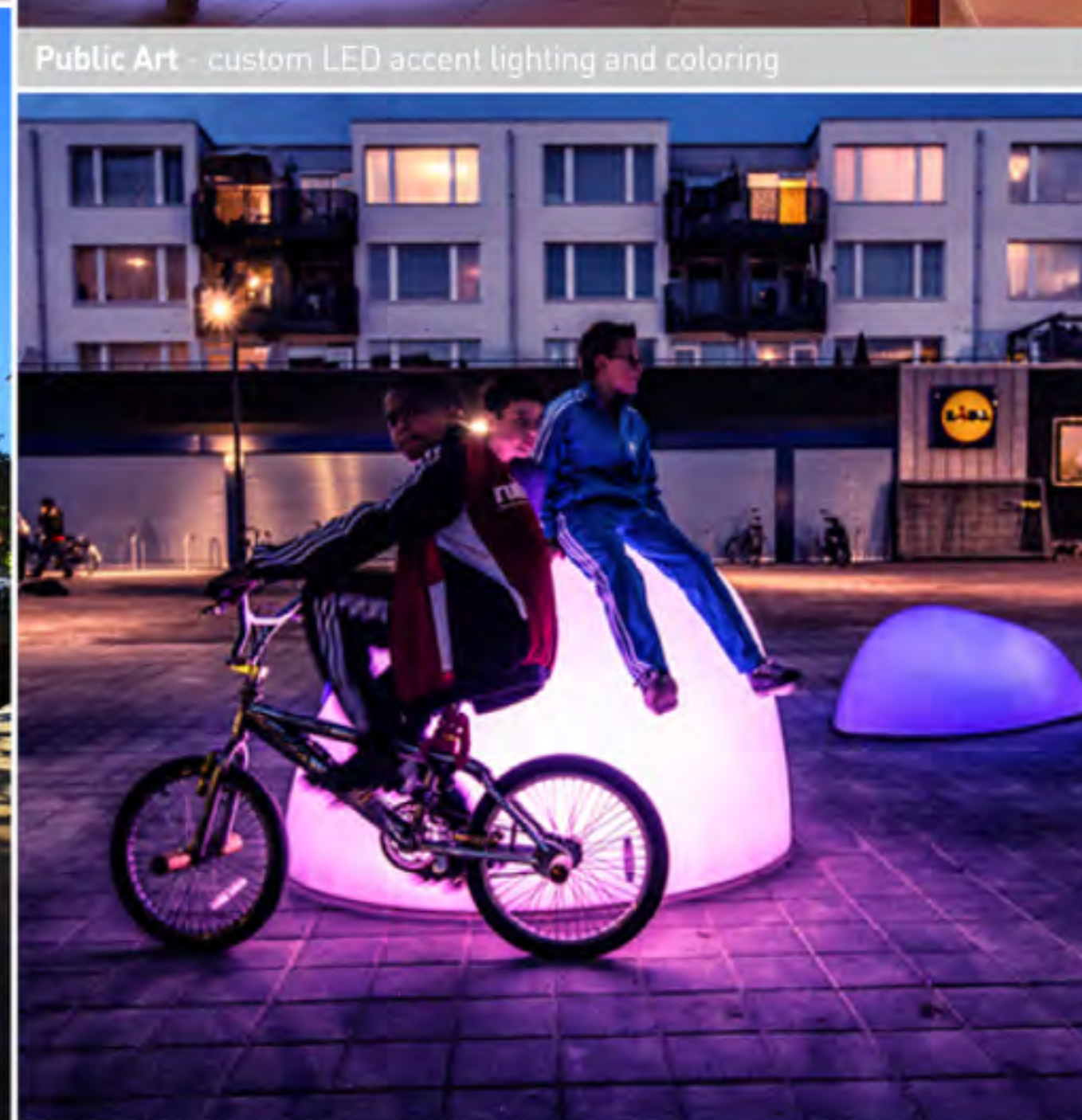
Street Tree - Honeylocust (*Gleditsia triacanthos*)



Lighting - modern, thin, clean lines



Public Art - custom light patterning



Public Art - artist-designed glowing light orbs

Streetlife Lab

3

Option 3

Modern + Green

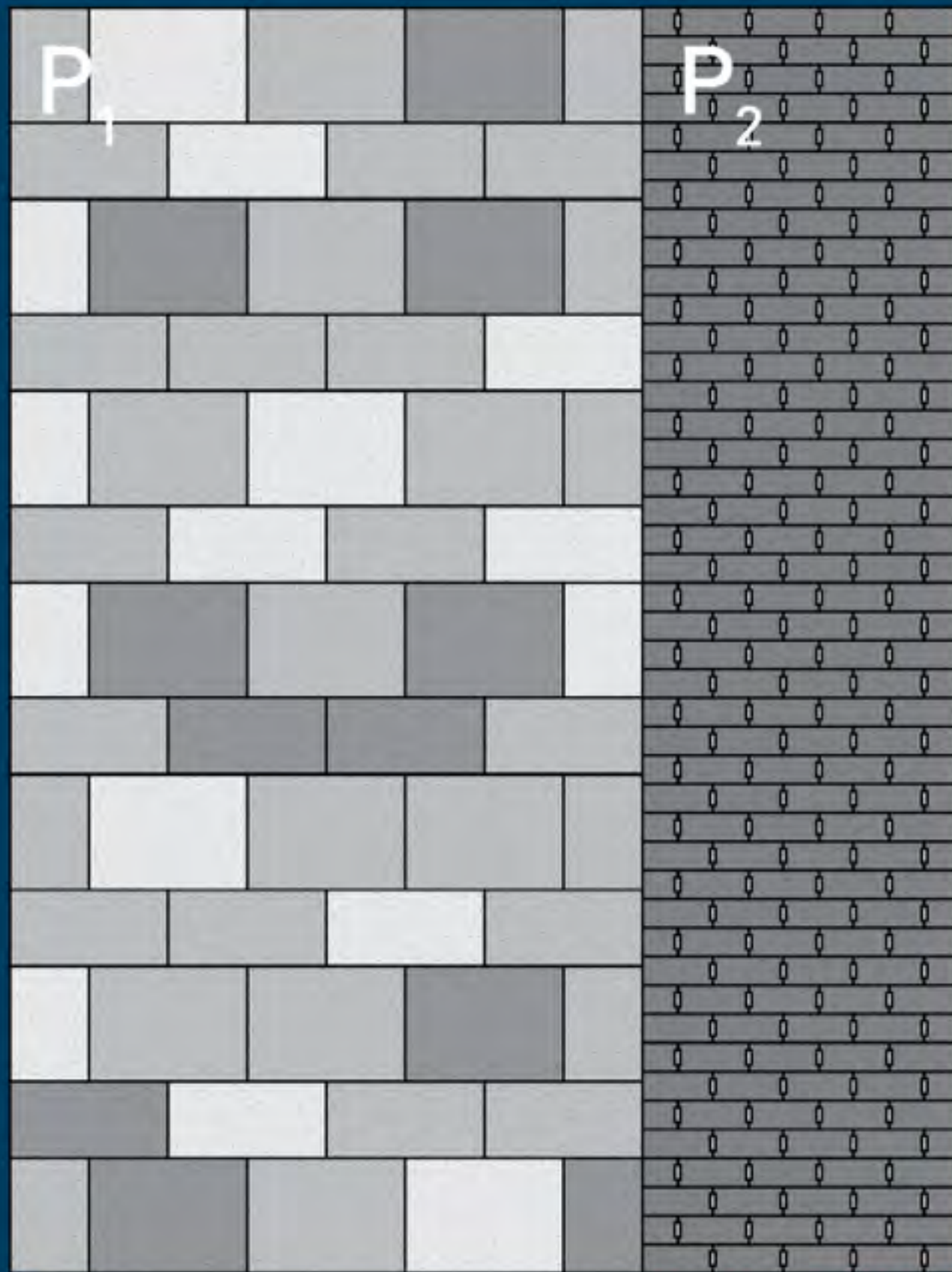


3

Modern + Green

P₁ - Unit Paver (size varied for interest)

P₂ - Brick Paver (designed to allow infiltration)



Paving - unit paver with permeable brick edge



Seating - classically modern



Greening - long, linear planters with integrated seating / seatwalls



Tree Grate - integrated into the brick paving



Bike Rack - modern



Trash / Recycling - modern

3



Public Art - colorful invitations for play



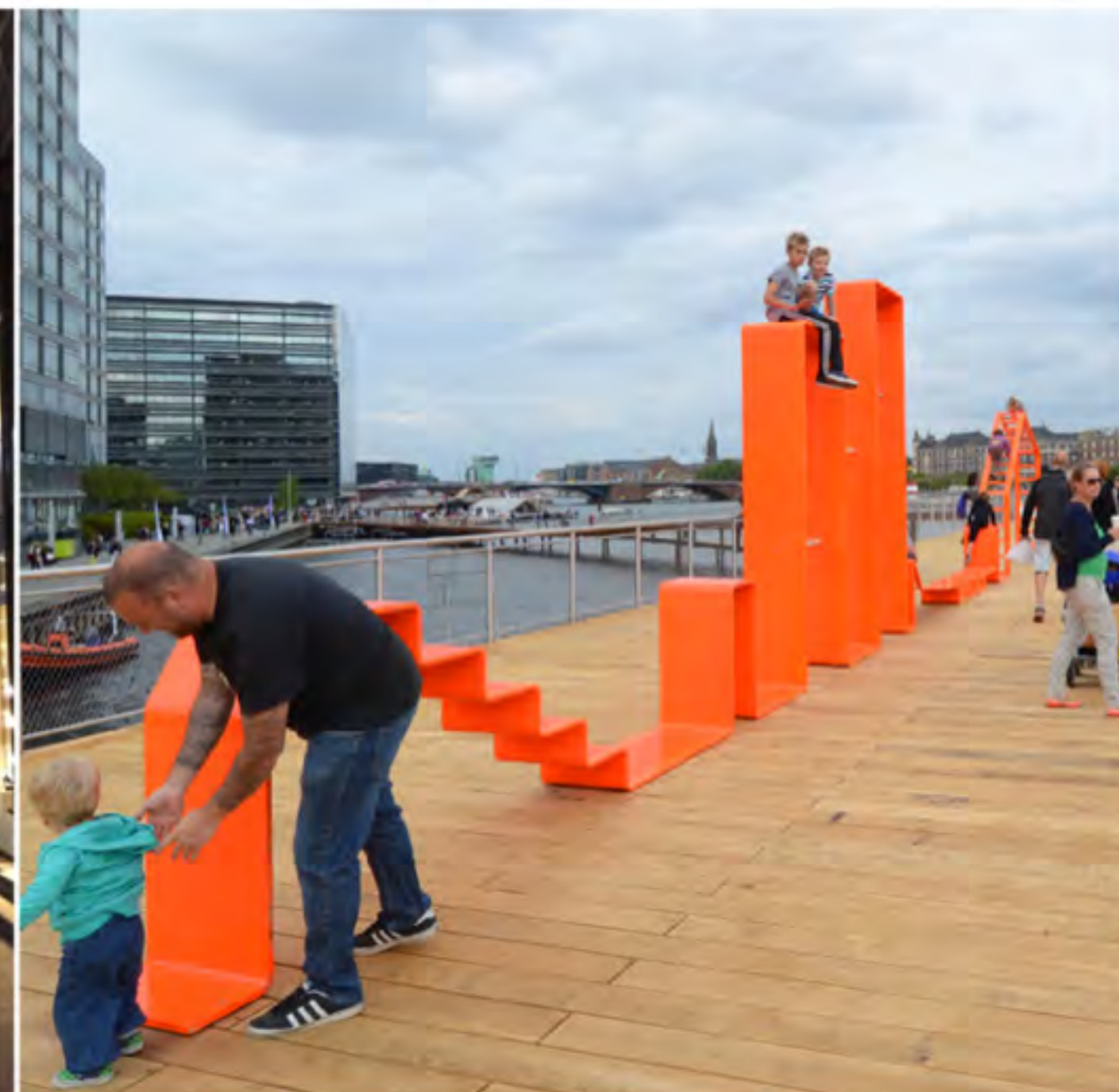
Street Tree - Princeton Sentry (*Ginkgo biloba*)



Lighting - elegant, playful, modern



Public Art - pedestrian scaled lighting



Public Art - artist-designed linear and colorful play structure



Public Art - artist-designed bench



Public Art - artist-designed linear and playful bench

Streetlife Software

Programming, social events, and other public life catalysts, or “software” reinforce the material intervention of pilot projects, and vice-versa.

Associations with place are formed because of unique and memorable experiences in these places.

Here are some concepts for leveraging this pilot as outreach, and community partners to make the events a success.

Pilots can be outreach tools in-and-of-themselves.

Bringing the community meeting to the street can have a powerful impact on bringing more people into the conversation about urban change

Community Partners

- Parks Conservancy
- The Port Authority
- Department of City Planning
- Department of Public Works
- Office of Management and Budget
- New Smithfield tenants
- Community Design/Build groups (*like Public Workshop in Philly*)
- Pittsburgh Art Commission
- Open Streets Pittsburgh

Taking Action / Pilot Projects

Walk to Work Day

Celebrate this national day of pedestrian advocacy by hosting walk to work days along the Smithfield Street Streetlife Lab.

Walk SF San Francisco, CA



Taking Action / Pilot Projects

Bench Lab

Test different ways to add furnishings, play, and seating to Smithfield Street by hosting a design/build community workshop in Mellon Square. The city learns about preferences for seating on Smithfield, and participants get to take home their benches.

5x5 ArtPlace Washington, DC



Gehl

Taking Action / Pilot Projects

River to River Open Streets

Reinforce Smithfield Street as a North/South connector between the two rivers by holding a regular open streets event that closes the street to vehicular traffic and shows the public the value of this people street. Make sure to include activities that appeal to children and families to test the potential for downtown as a family-friendly place.

Sunday Streets San Francisco



Gehl

Taking Action / Pilot Projects

Walkshop

Host an event where members of the public vote with their feet about which streetscape palette they prefer. Have a computer with “StreetMix” on hand so people can draw their ideal streetscape.

Dundas Street Workshop London, ON



Evaluating Success

GOAL
METRIC

A tool for engagement / gather public opinions for a new streetscape palette on Smithfield

What to measure: public sentiments gathered through intercept interviews and workshops, increased demand for public realm improvements

Evaluate material palette success

What to measure: durability of material and other furnishing selections over pilot timescale

Street as a place for people: a safer and more enjoyable staying experience

What to measure: increase in number and diversity of stationary activities, decrease in secondary seating

A safer and more enjoyable walking experience

What to measure: improved sidewalk quality

Steps to a strategic vision

Next Steps: prioritize investment and build momentum towards a common vision

Measure/Test/Refine

Continue to measure public space and public life in Downtown Pittsburgh through regular PSPL surveys which track Downtown's progress towards its public life goals.

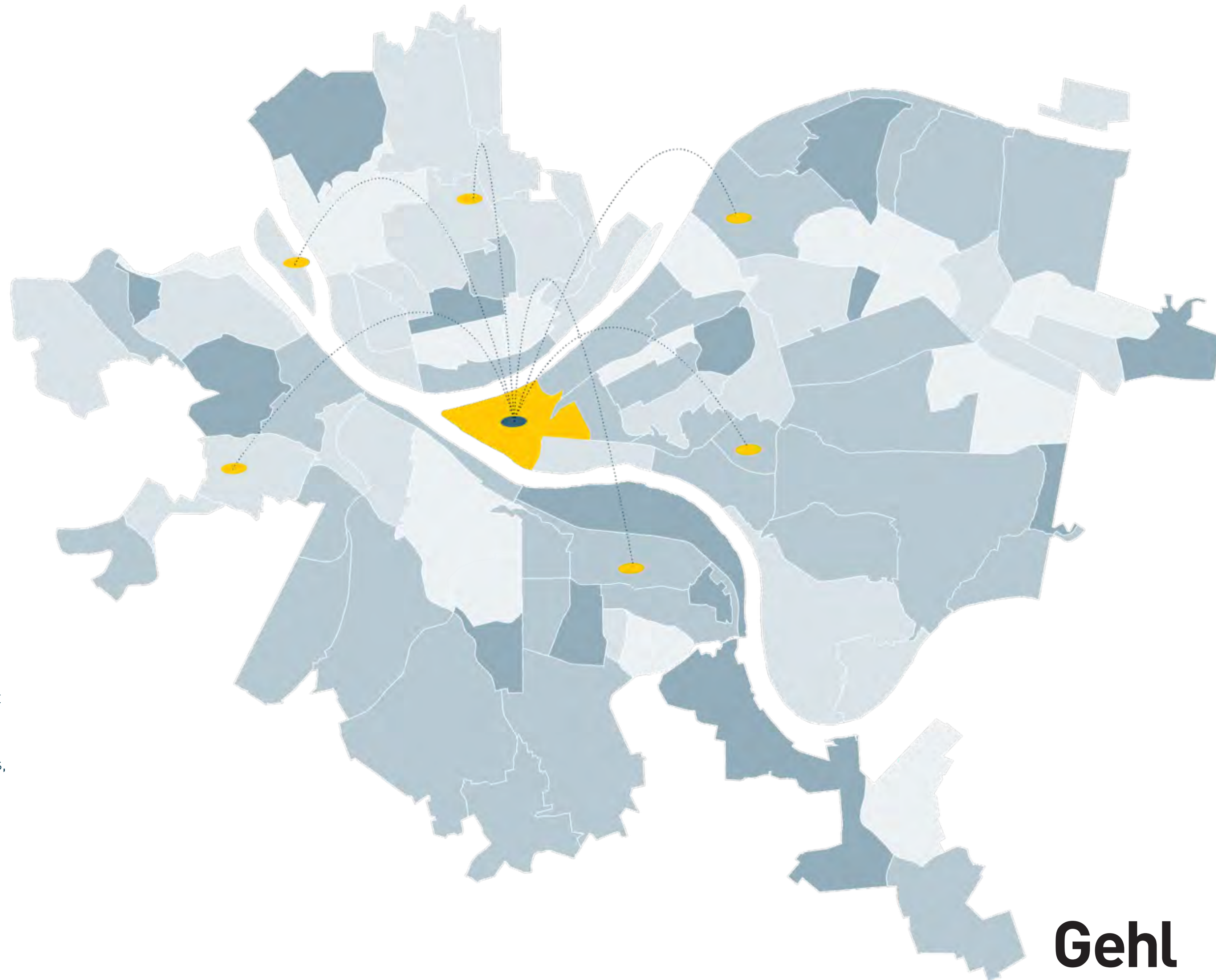
Bring lessons outside the Golden Triangle

Some pilots may have lessons for other parts of Pittsburgh. Where appropriate, re-deploy pilot concepts and processes elsewhere in the city where they can have a catalytic effect.

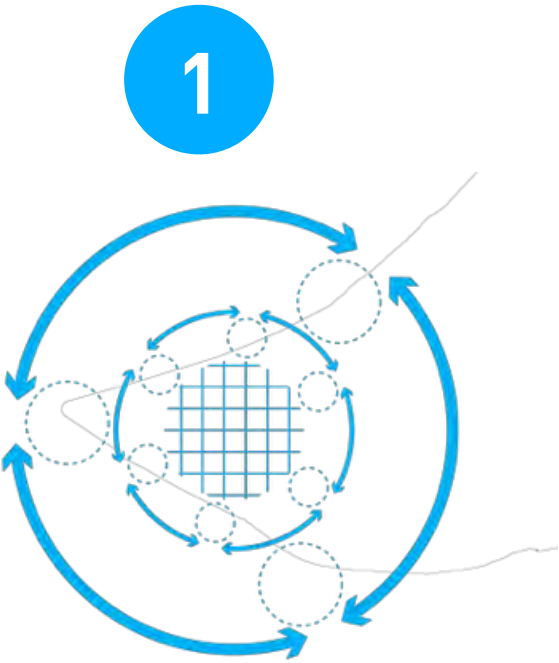
Commission a Streetlife Plan

Take the lessons from PSPL surveys and pilot projects to craft an informed design brief for a Streetlife Plan that includes

- "Hardware": a set of standards, guidelines, and material palettes for street form
- "Software": a plan that choreographs programming and events, activities and experiences in downtown
- a plan for streamlining and optimizing stewardship and care of the public realm



Taking Action / Steps to a Strategic Vision



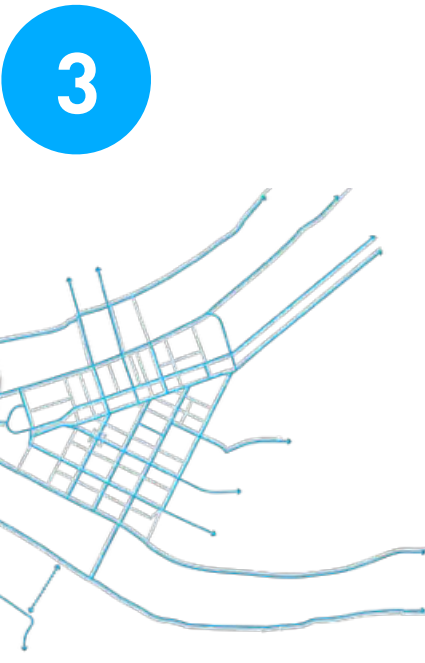
21st Century Transit

- Small**
Pilot mode prioritization on Liberty Avenue
- Support the creation and activities of downtown walk/bike advocacy groups
- Medium**
Pilot optimized bus routing downtown
- Large**
Regional rail connections integrated into downtown



Making Room for Public Life

- Small**
Pilot limited loading times
- Enforcement of vehicular regulations
- Review long-term parking strategy
- Pilot slow zone downtown
- Medium**
Encourage development on surface parking lots
- Large**
Removal of private vehicles on select streets
- Transition busways to lightrail
- Implement highway removal



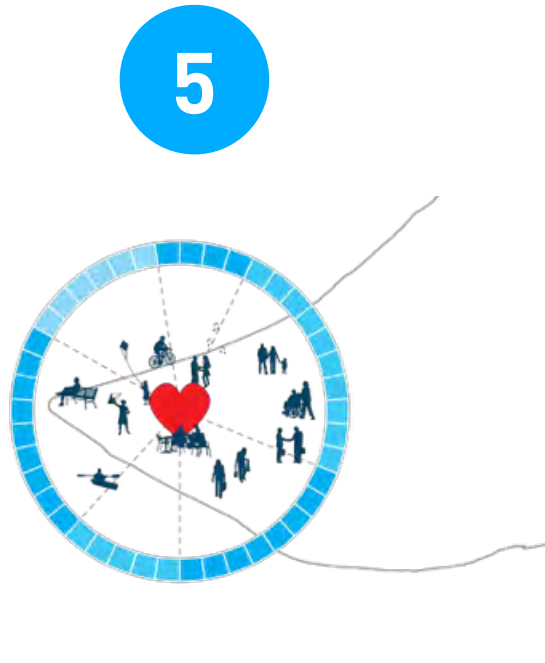
People-First Pittsburgh

- Small**
Test new streetscape palettes 1:1
- Pilot a great route
- Review financing for for downtown streetscape improvements
- Connect existing bicycle infrastructure
- Medium**
Give special treatment to highway overpasses so they are connections not barriers
- Create protected North/South bicycle connection(s)
- Large**
Initiate a new downtown streetlife masterplan



World Class Waterfront City

- Small**
Celebrate access to the Monongahela River
- Create downtown public space working group that includes privately owned public space managers (POPS)
- Medium**
Include POPS in downtown comprehensive planning
- Connect pedestrian paths to the Duquesne Incline
- Large**
Ensure each downtown district has a signature open space that serves a distinct user profile



Downtown is a Complete Neighborhood

- Small**
Leverage festival culture to pilot new activities downtown
- Determine what a downtown complete neighborhood means in Pittsburgh
- Initiate a streetlife improvement grant for activation, facade improvements, and other improvements
- Medium**
Include principals for a complete neighborhood into downtown comprehensive planning
- Large**
Identify new regional destinations that might thrive downtown