



# The Strip District

# Sustainable Community Strategy

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# Agenda

**A Place of Yesterday and Today** Background

**A District in Transition** Opportunities & Challenges

**A Pathway to Sustainability** Existing Sustainable Strategy Study

**A Picture of Success** Case Study

**A Guideline that Leads to Future** Sustainable Metric System & Guideline

**Next Step** Stakeholder Participation

# **Needs of the client- scope of the project**

## **Summary of current state**

Community research and provide summary/key insights of the Strip District reports.

## **Suggestions to be considered for future state/vision**

Using Sustainability Community frameworks, highlight key metrics for consideration and best practice examples of similar districts.

## **Survey/Stakeholder engagement**

Provide recommendations as a framework and take next step to prepare for the launch of survey.

# A Place of Yesterday and Today

Background



# Strip District: The Corridor of Riverfront

- Two-mile-long strip running along Allegheny River from Lawrenceville into Downtown.
- A transition zone from industrial district to market place.
- A riverfront transportation and recreation corridor.



Source: <https://www.pittsburghcurrent.com/strip-district/>

# A District with Rich History

- Emerging at 1800s, began with early industrial roots in iron, steel and glass
- Historic warehouses and buildings become urban pattern.
- By 1920s, Strip District was the economic center of Pittsburgh.



Source: Strip District Transportation and Land Use Plan

## **Site Map and Photograph Key**

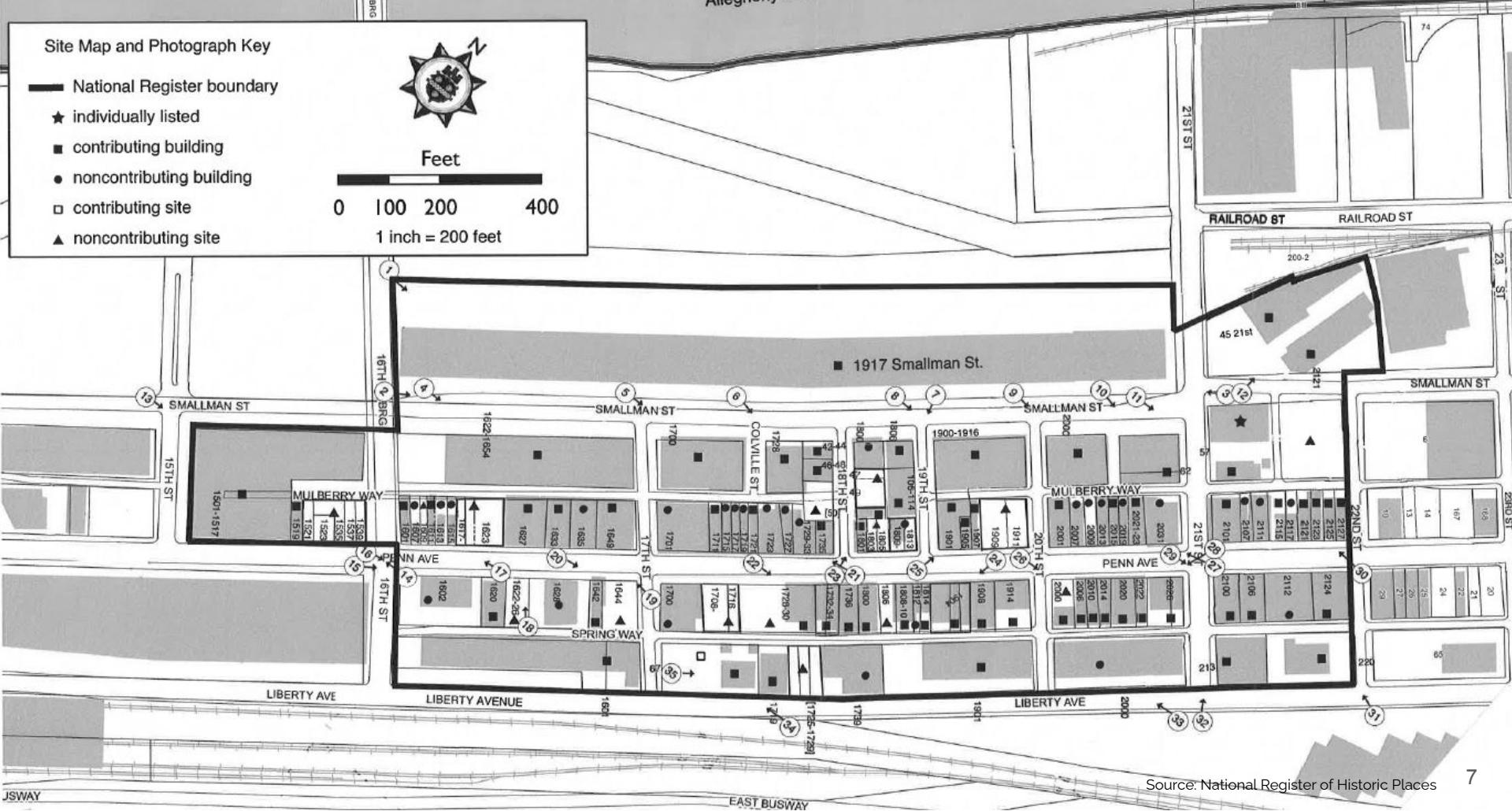


Feet

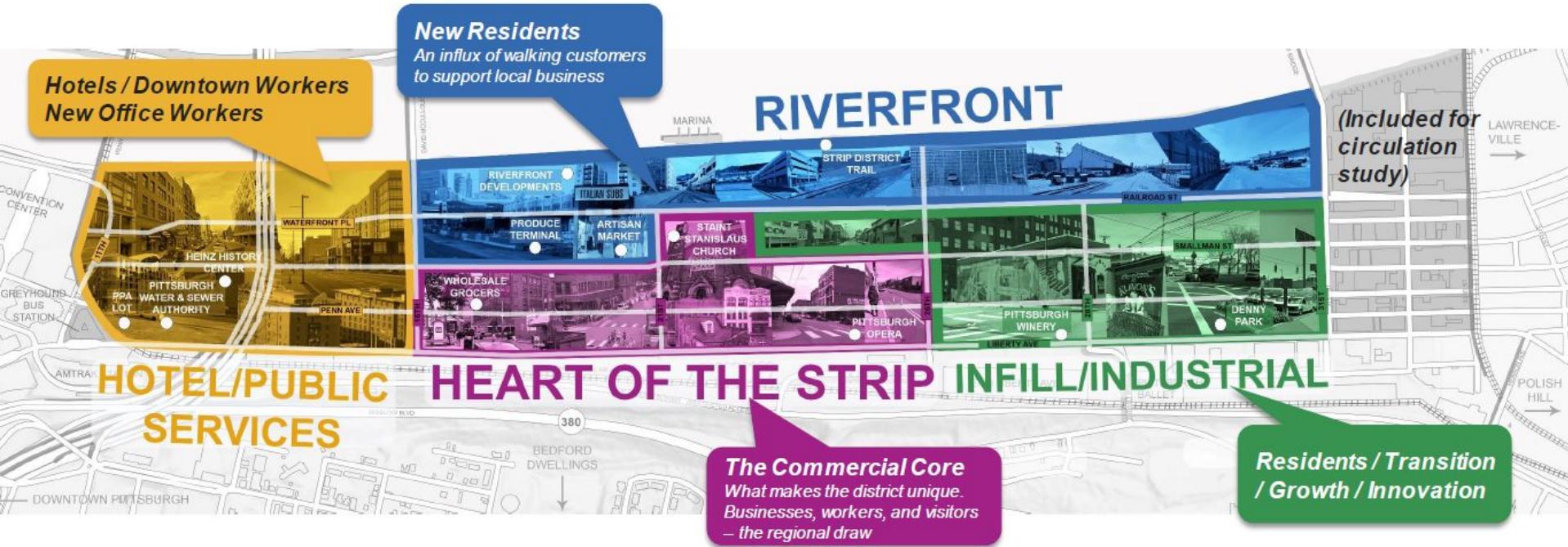
0    100    200    400  
1 inch = 200 feet

- National Register boundary
  - ★ individually listed
  - contributing building
  - noncontributing building
  - contributing site
  - ▲ noncontributing site

## Allegheny River



# A Redefined District



# Strip District's Today

*“one of public life. It’s vibrant, it’s bustling, there’s something for everyone here, there’s..old school shops that have been around for a long time, but there’s new condos that are going in, there’s new restaurants that are going in”*



Source: National Register of Historic Places

# A District in Transition

## Opportunities & Challenges



# Opportunity Increasing Development and Market Demand

- An opportunity zone that attracts the influx of development including newly-built and reuse projects.
- Create a market-based model of sustainable development.
- Emerging land use framework provides opportunities for transit-supportive uses and development types.

Market Analysis Demand Projections

Development Type	10-Year (sq. ft.)	20-Year (sq. ft.)
<b>Industrial and Office</b>		
Traditional Industrial	86,143	135,815
Flex Office / R&D / Industrial	297,000	468,258
General/Neighborhood Office	256,429	404,292
<b>Market Estimate Demand</b>	<b>639,571</b>	<b>1,008,366</b>
<b>Transit Related Additional Demand</b>	<b>25,580</b>	<b>100,840</b>
<b>Total Industrial and Office Demand</b>	<b>665,151</b>	<b>1,109,206</b>
<b>Retail</b>		
Household Retail Demand	40,420	69,714
Employee Supportable Retail SF	18,464	94,825
Regional Retail Demand	108,056	236,515
<b>Market Estimate Demand</b>	<b>166,940</b>	<b>401,054</b>
<b>Transit Related Additional Demand</b>	<b>2,360</b>	<b>16,450</b>
<b>Total Retail Demand</b>	<b>169,300</b>	<b>417,504</b>
<b>Residential</b>		
<i>For-Sale</i>		
Townhouses (renovated)	736,200	897,424
Townhouses (new)	630,000	767,966
Condominiums	300,000	365,698
<i>Rental</i>		
Townhouses (renovated)	82,800	100,933
Apartments	942,000	1,148,293
<b>Market Estimate Demand</b>	<b>2,691,000</b>	<b>3,280,314</b>
<b>Transit Related Additional Demand</b>	<b>107,650</b>	<b>328,030</b>
<b>Total Residential Demand</b>	<b>2,798,650</b>	<b>3,608,344</b>
<b>Total New Square Footage</b>	<b>3,623,101</b>	<b>5,135,054</b>

# Opportunity Unique Historic and Cultural Character

- Dynamic and engaging pattern along Penn Avenue.
- Opportunities for diverse amenities, culture and residents - increase diversity, inclusiveness of neighborhood.



Source: <http://1700penn.com/>

# Challenges Weak Connection from Riverfront

- The various ownership of land along the riverfront.
- Physical barriers - railroad, industrial structures, lack of open spaces



Source: <https://www.stripriverfront.org/>

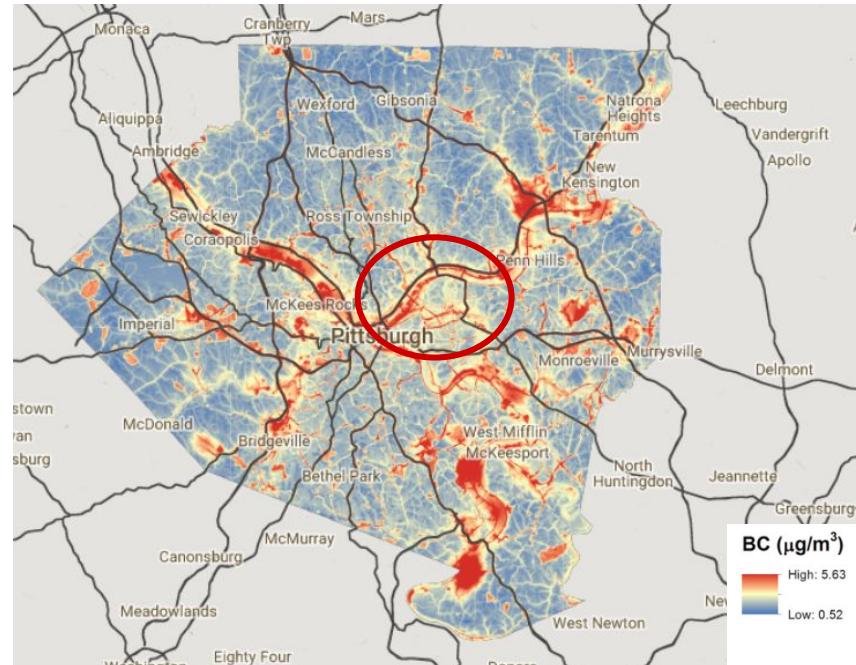
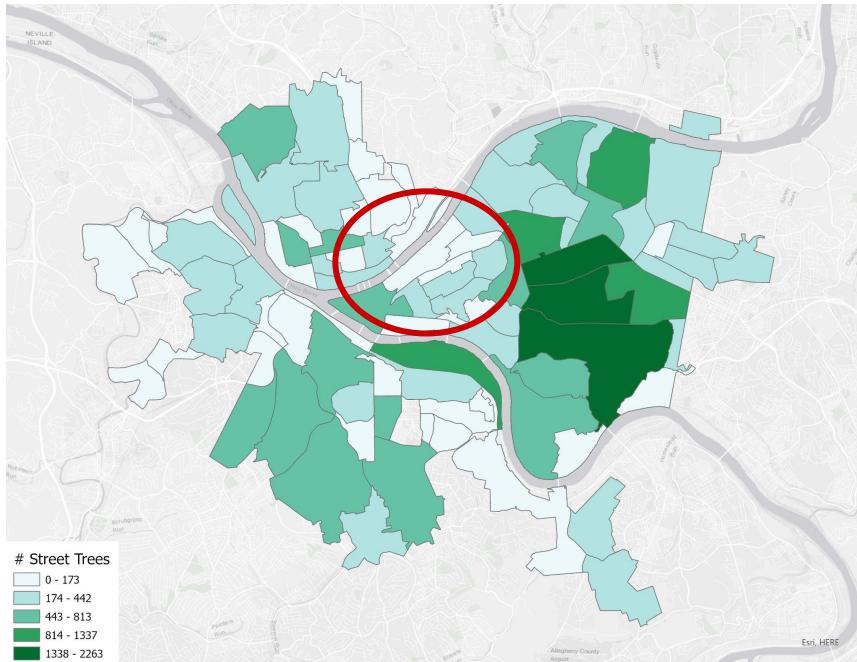
# Challenges Increasing Transportation Pressure

- Private developers are building on private parking lots that were previously open to the public.
- Increase residents and employees bring heavy traffic to main street.



# Challenges Environmental Concerns

- industrial site, energy efficiency, air quality, tree canopy loss.



Source: <https://breatheproject.org/pollution-map/>

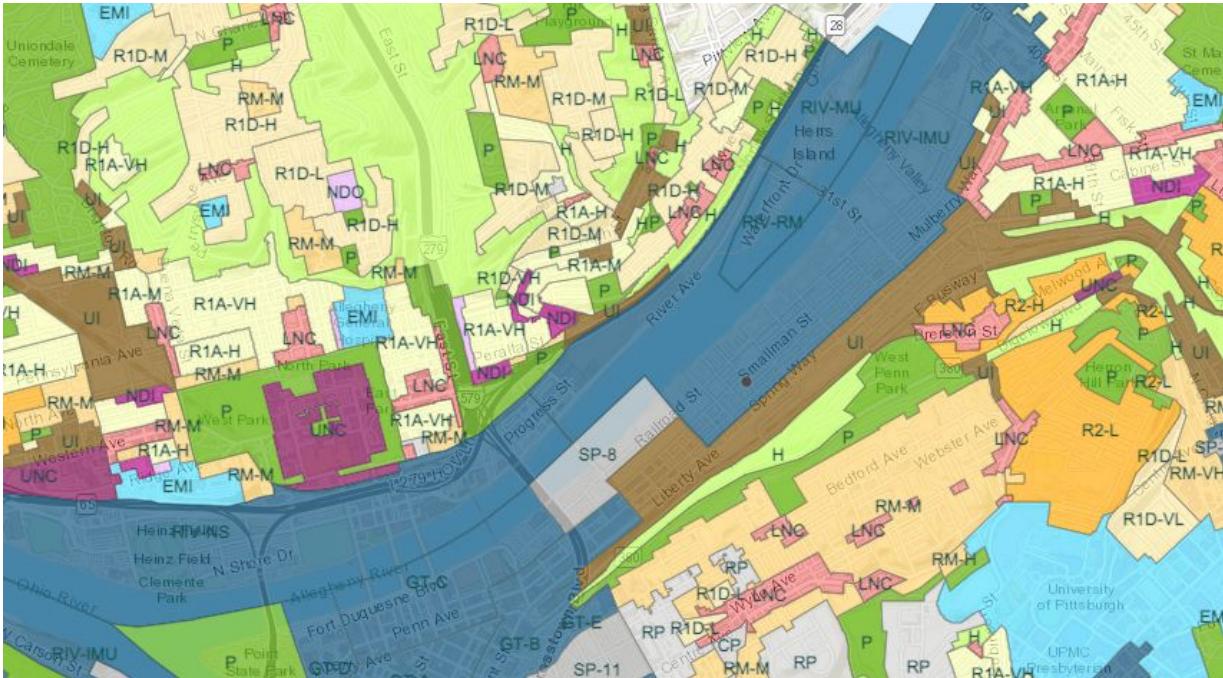
# A Pathway to Sustainability

Existing Sustainable Strategy Study



# **Stakeholder input from Literature Review**

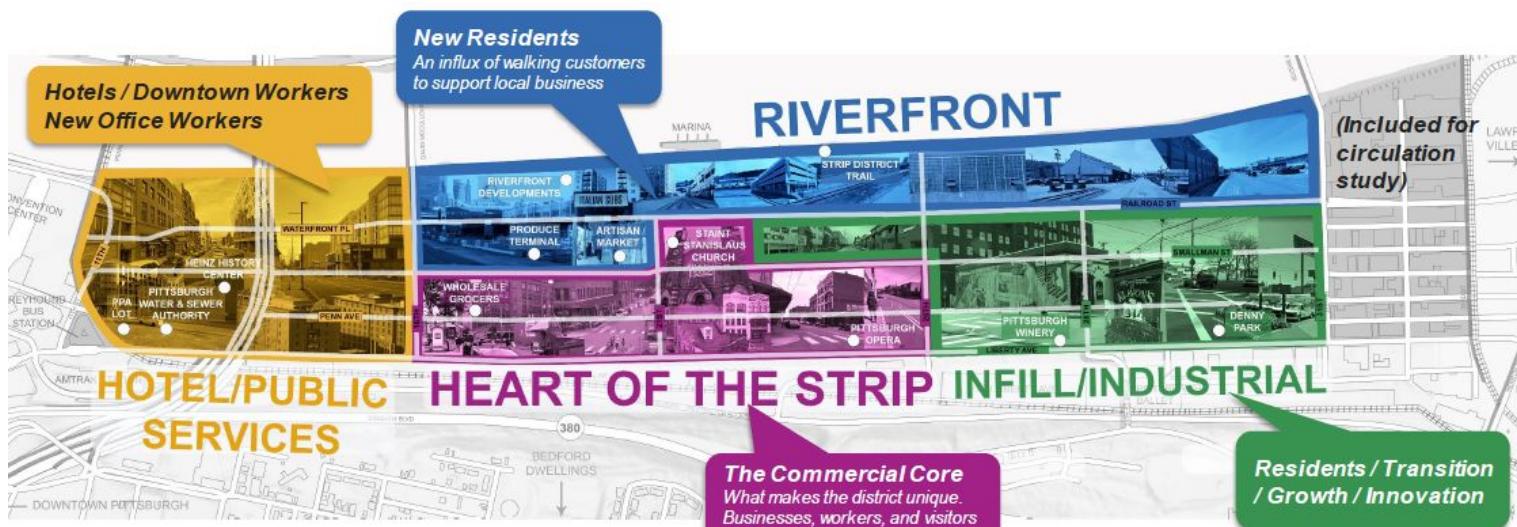
- Land Use
  - Building Height
  - Site Development
  - Environmental
  - Open Space/Recreation
  - Transportation and Mobility



Source: <https://qis.pittsburghpa.gov/pghzoning/>

# Recommendations

- For Strip District from 11th Street to 21st Street
- Strategic catalyst properties on the Strip
- Maintenance recommendation
- Recommended heights in the Strip District to 33rd Street
- Parking recommendations
- Mobility and transport recommendations



# Picturing Success

Case Studies



# Strip District

- Former heavy industrial use
- Many property owners
- Some residential/mixed use
- Multigenerational/traditional businesses and innovative businesses
- Lots of tourism/visitors
- Waterfront
- Room for improvement in transportation and accessibility

# Fulton Market Innovation District in Chicago



Source: <https://www.architecture.org/tours/detail/fulton-randolph-market/>

# Faneuil Hall Marketplace in Boston



Source: <https://www.afar.com/places/faneuil-hall-marketplace-boston>

# Dockside Green in Vancouver



Source: <https://hcma.ca/project/dockside-green/>

# Comparison Matrix

	Strip District	Fulton Market	Faneuil Hall	Dockside Green
Active Transportation Infrastructure	Room for improvement; trail that could be connected into larger network; sharrows	Dedicated bike lanes proposed; plans for a Metra Station; e-scooter pilot	Located on Boston's Freedom Trail, pedestrian oriented	Bike and ped trails
Connectivity to Public Transportation	Some connectivity by bus	Connectivity by bus, train, the L	Connectivity by bus, train, and subway	Discount for no car on site, car-share program, shuttles and harbor ferry
Accessibility	Room for improvement	Design guidelines include accessibility	Wheelchair accessible	Designed for universal accessibility <sup>24</sup>

# Comparison Matrix

	Strip District	Fulton Market	Faneuil Hall	Dockside Green
Planned neighborhood?	No	No	No	Yes
Funding Type	Improvements could be funded by city/grants	Innovation Zone run by city/zoning, improvements by city	Privately owned/funded	Land revitalized and bought by city, privately owned and operated by developer
Character of the Case	Home to the beginning of many of Pittsburgh's iconic brands	Home to Chicago's last Market District	Site of Massachusetts political debates	Developer pledged \$1 million CDN if failed to meet LEED Platinum

# A Guideline that Leads to Future

Sustainable Metric System



# Sustainable Standard Research



**Pittsburgh Neighborhood Plan Guide**

*Adopted March 2020*

# Sustainable Metric System

Access and Connection

Renewable Energy

Waste Management

Local Economy Prosperity

Environmental Resilience

Community Identity



# Access and Connection

Pedestrian access, street walkability

Transit-based development

On- and off-street parking strategy  
and management



# Local Economy Prosperity

## Local Business and Informal Economy

- Local business diversity (Compact, mixed use and transit oriented development)
- Increase local employment
- Increase rentable commercial space
- Community markets and events

## Affordable Housing and Offices

- Housing and workspace affordability
- Increased ownership and occupation
- Housing type diversity



# Renewable Energy

Alternative fuel vehicles and charging infrastructures

On-site renewable power and thermal energy

Green buildings and building energy use intensity reduce



Source: [https://issuu.com/evolveea/docs/millvale\\_pivot\\_2\\_final\\_report\\_highr](https://issuu.com/evolveea/docs/millvale_pivot_2_final_report_highr)

# Waste Management

Waste is diverted from landfills through reduction, reuse, and recycling

The residual value of organic waste is captured



Source:

<https://www.pittsburghmagazine.com/construction-junctions-inventory-goes-online/>

# Environmental Resilience

## Natural Systems and Habitat Integrity

- Public space accessibility and quality
- Natural Resources Conservation and Restoration
- Pollution Reduction

## Water Efficiency

- Stormwater management
- Water quality is protected from pollutants.
- Water use/recycling efficiency



Source: Strip District Riverfront Park Vision Plan

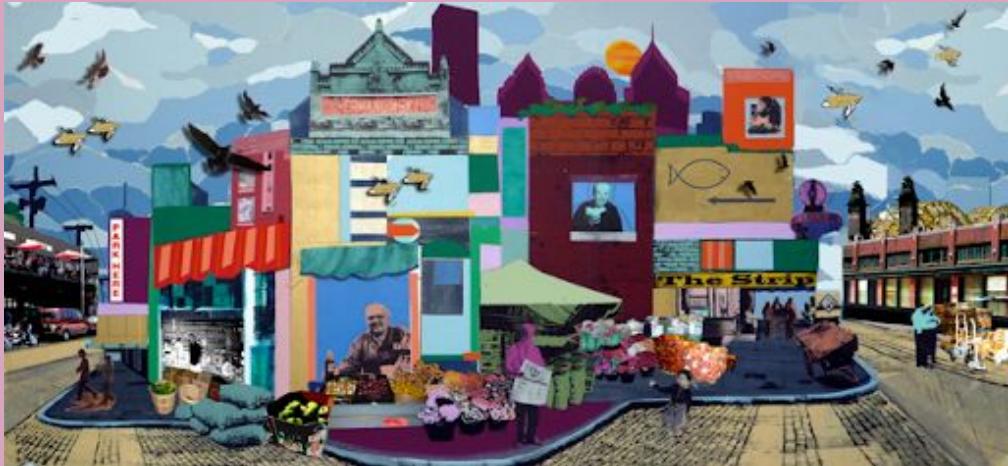
# Community Identity

# Social & environmental justice

# Cultural heritage and preservation

## Public health and safety

# Engagement + Inclusion



# What's needed?

- **Understand** the past and now, and **engage** in future.
- **Depict a picture** of successful future and devote in **longer-term commitment**.
- **Measurements of the success** from multiple dimensions of sustainability.



# Next Step

## Stakeholder Participation



# Survey for Public Participation

- **Idea behind the survey**

- Better understanding of stakeholder priority
- Induce stakeholder engagement
- Understand the need for specific amenities

- **Guiding principles in design**

- Avoid survey fatigue
- Develop insight into sustainability preference of the stakeholder
- Understand the present degree of satisfaction
- Get an estimation of the demographic statistics

Resident	Not at all	Not much	Neutral	Some	A lot
How important do you think these sustainable features are to Strip District's development? *					
Transportation and Mobility	<input type="radio"/>				
Renewable Energy	<input type="radio"/>				
Local Business/Informal Economy	<input type="radio"/>				
Affordable Housing and Offices	<input type="radio"/>				
Ecosystem/Green Spaces	<input type="radio"/>				
Riverfront/Water System	<input type="radio"/>				
Material & Resources Efficiency	<input type="radio"/>				
Social & Environmental Justice	<input type="radio"/>				

[Source: Survey](#)

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# Thank you!

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