Project Name: University of Pittsburgh Master Plan
ASG Project #: 21735
Subject: Wayfinding/Public Realm/Landscape
Date: Wednesday, September 27, 2017

Note: **Bold text** denotes a reoccurring comment

### Strengths
- Compact campus
- Transformations of previous “dead” space
- People help with wayfinding
- **Variety of architecture / green space**
- Maintenance, especially in winter
- Consistency of external signage
- Architectural gems
- Porous campus: “city is our campus”
- Branding
- Cathedral is the focal point
- Space between Heinz Field and Cathedral
- Panther Statue on Forbes
- Lots of Pitt gear (creates sense of place)
- Adjacency to CMU
- Blending styles together
- Green spaces/openness adds to sense of security
- Public transit communication on buses – “you have arrived”

### Weaknesses/Disadvantages
- Maintenance (e.g. PAA) of non-Pitt buildings
- Outside influences
- Dearth of rec space and green space
- One-way streets (safety) and wayfinding
- First time visitor parking experience
- Community of Oakland doesn’t have gateways
- One-sided signage (only respond to one way vehicular travel, not pedestrians)

### Opportunities
- **VARIETY** of green spaces
- Forced collision with community because of its location
- Subliminally define boundaries
- Better wayfinding system
- Public transit
- Defined styles for University vs. commercial district
- Ped focused signage plan underway
- Install message board about real time parking
- Cross signals projected on the ground
- Find common solutions with neighboring institutions (esp. signage)
- Public art
• Law school blank façade for art
• Sustainability on display
• Health/wellness on display
• District messaging
• Process for messaging (consistency)
• Fifth Ave approach
• Treatment of ground plane to establish clues
• Thing about how the buildings meet the street
• Gateways to draw people in

**Threats/Challenges**
• Addiction to cell phones – head down while walking
• Forced collision with community because of its location
• Aggressive drivers
• Some people don’t use crosswalks
• Move-in challenges
• Vehicular confusion and parking
• Patient wayfinding mixing with influences