Project Name: University of Pittsburgh Master Plan
ASG Project #: 21735
Subject: Government
Date: Thursday, September 28, 2017

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

**Strengths**
- Economic contribution from institutions
- Cultural, recreational opportunities spill over into areas beyond Oakland
- Massive concentrations of research, development (co-located with other institutions, lots of maintained co-operation)
- Oakland is its own city; 4th largest economic concentration in PA, a “mini-city”

**Weaknesses/Disadvantages**
- Lack of comprehensive retail venues in Oakland
- Forbes has improved from a retail standpoint, but Fifth needs more help (e.g. narrow sidewalks)
- Campus lacks enough corporate partners, may improve retail situation
- Large transient population, whether staff, visitors, etc.
- Lack of market for restaurants, esp. in the evening
- Lack of comprehensiveness of corporate partners, disconnected to rest of Oakland
- Fifth/Forbes being one-way, is it still necessary?

**Opportunities**
- Innovation District (5-minute walk to amenities, all levels + types of research, small + large)
- Opportunities to create centers for workforce development
- Think holistically about the housing situation in Oakland (e.g. housing for staff near campus)
- Retail oriented corporate partners
- Greater residential diversity (low end + high end, other than student housing)
- Zoning mechanisms that are student specific?
- Zoning controls that create some targeted diversity of retail
- Creative massing of new development to act as transition between low and high density
- Examples: University Circle, Cleveland, Cortex Innovation District

**Threats/Challenges**
- The density of Oakland may remain a challenge for additional development
- Lack of opportunities for physical land development due to growth of University, UPMC
- Current zoning may not allow for transitional development (don’t take out the existing single-family neighborhoods)
- Institutional Master Plan (IMP) structure may not reflect realities of what may happen (sustainability, retail strategy)