



Ayers Saint Gross
1040 Hull Street, Suite 100
Baltimore, Maryland 21230
410 347 8500

60 E. Rio Salado Pkwy, Suite 701
Tempe, Arizona 85281
480 921 1515

1100 First Street NE, Suite 800
Washington, DC 20002
202 628 1033

www.asg-architects.com

Project Name: University of Pittsburgh Master Plan

ASG Project #: 21735

Subject: Government

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*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)