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**Project Name:** University of Pittsburgh Master Plan

**ASG Project #:** 21735

**Subject:** Real Estate

**Date:** Thursday, September 28, 2017

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

### **Strengths**

- Fairly compact campus, generally walkable, lots of street activity
- Synergies with neighboring institutions, lots of cooperation
- Oakland is comfortable with a certain level of density
- Students also have academic flexibility with other schools nearby
- Thriving business/retail district, but could be better
- Fantastic buildings that create a sense of place
- Central location in entire city, access
- Opportunities to partner to have nearby amenities

### **Weaknesses/Disadvantages**

- Not a lot of room for expansion
- Most, if almost all, of Oakland is occupied
- Concerns about quality of living for all residents
- Existing zoning code may not be up to date given the University's situation and other institutions
- Pressures on neighborhoods like South Oakland from the University
- Very few/no public schools in Oakland (not conducive to families)

### **Opportunities**

- Take advantage of views and central location
- Updates to zoning code (e.g. Uptown Innovation Corridor)
- Housing that could be focused on faculty and affordability
- More housing on campus to relieve pressure on Oakland neighborhood, diversity of housing types
- Communal spaces in Oakland that may attract a different demographic
- Development opportunities between CMU + Pitt, North Oakland, Craig Street
- Rezoning (more housing diversity in South Oakland)

### **Threats/Challenges**

- How do developers view Oakland in relationship to other up and coming neighborhoods in Pittsburgh? (the students, student housing)
- CMU is pushing its growth towards Pitt
- Pitt is expanding toward CMU
- Students are beginning to look further afield for off-campus housing as they are beginning to be priced out
- We may be looking just at Pitt's advantage to Oakland, not other way around