

# Redeveloping the McDaniel Street Corridor for the Pittsburgh Neighborhood

an Urban Land Institute mini-Technical Assistance Panel  
for the Pittsburgh Community Improvement Association

May 15, 2018



## ULI mTAP Team

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## PCIA's Initial Ask

*Provide recommendations to guide desirable mixed-use development along the McDaniel Street corridor.*

### Review of Current Conditions

- Safety & Aesthetics
- Lack of Occupied Residential / Not Enough Density
- Small Lot Sizes
- Lack of Code-Compliant & Market-Demanded Parking
- Income Limitation
- Lack of Cohesive Local Leadership
- Multiple Previous Planning Efforts / Planning Fatigue

## Our Recommendations

Pause Initial Plans

Re-Establish Credibility & Capacity

Re-Gain Social Capital

Secure a Quick Win

# PCIA – City of Atlanta Partnership: The Pink Store Site

Redevelop The Pink Store and Pittsburgh Laundry Site

Partner with City of Atlanta on Demonstration Project

- City as Anchor Institution and “Resource Magnet”
- PCIA as Quarterback

Three Focal Areas:

- Community Engagement
- Corridor Improvements / Enhancements: “Clean, Pretty, Safe”
- Product Delivery: Interim Site Re-Activation & Long-Term Development Plan

## Focal Areas

### Community Engagement

- Leadership Training
- Development Education
- Community Building – United Pittsburgh

### Corridor Enhancements – “Clean, Pretty, Safe”

- Trees and Landscaping
- Lighting
- Street Furniture
- Branding – Crosswalks, Street Sign Toppers, Planters

### Product Delivery

- Interim Site Re-Activation & Long-Term Development Plan



# Why This Approach?

Neighborhood Significance



Bypass Market Conditions



Willing & Potential Partners



## Why This Approach?

Visible, Timely Success Will Help:

- Re-Establish Credibility & Capacity
- Re-Gain Social Capital
- Pave the Way Forward for Revitalization of McDaniel Street Corridor, and
- Pittsburgh Master Plan Implementation



# The Pink Store Solution

## Existing Conditions



## The Pink Store Solution

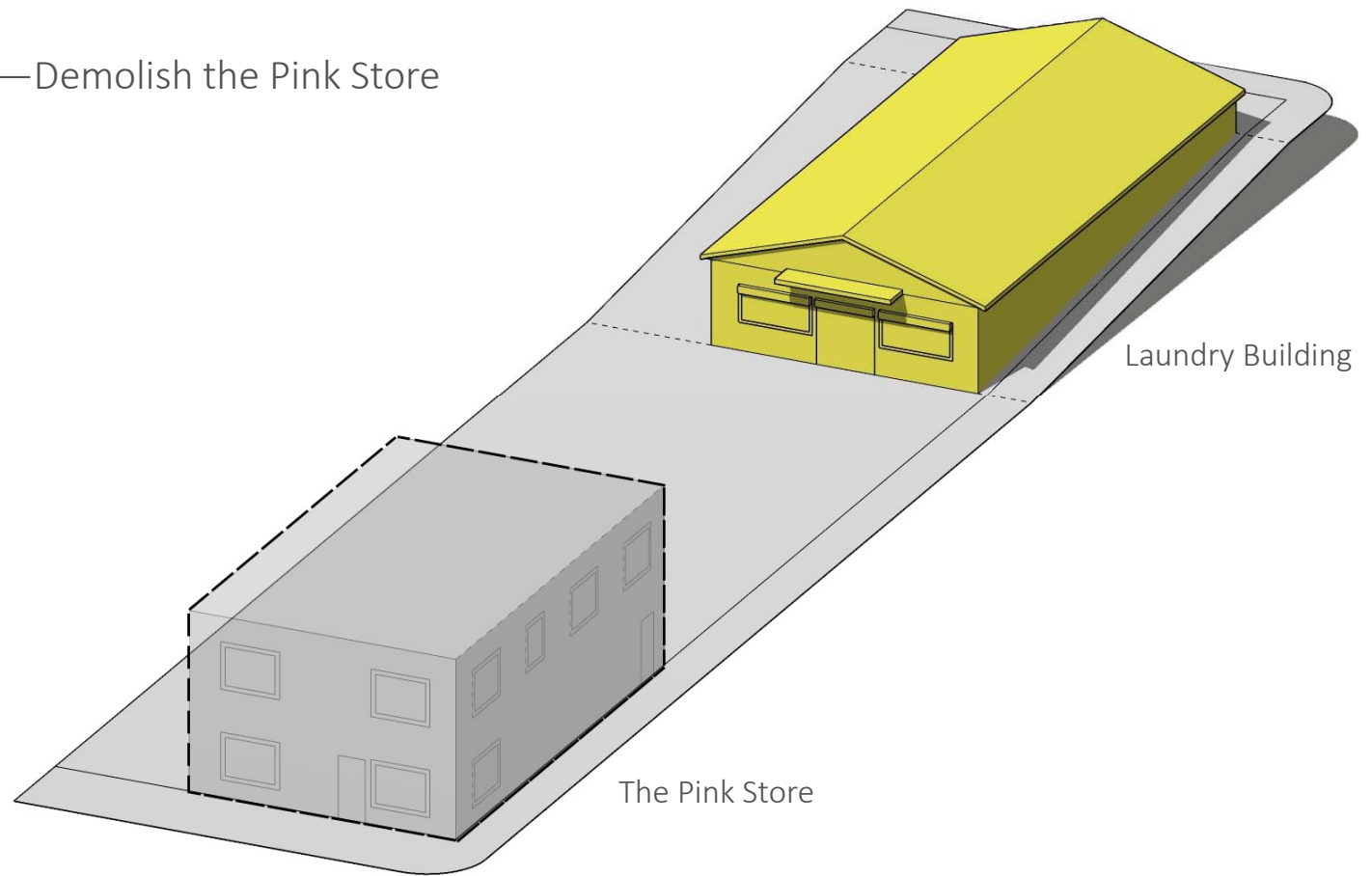
Immediate Recommendation—Community-Led Clean-Up / Site Prep (“Preservation of Pittsburgh” MP 10.5)

- Re-establishes neighborhood site ownership
- Sets stage for on-site design program (physical + immediate = powerful)
- Sets pace of continuous quick wins, visible progress
- Re-establishes PCIA communication lines



# The Pink Store Solution

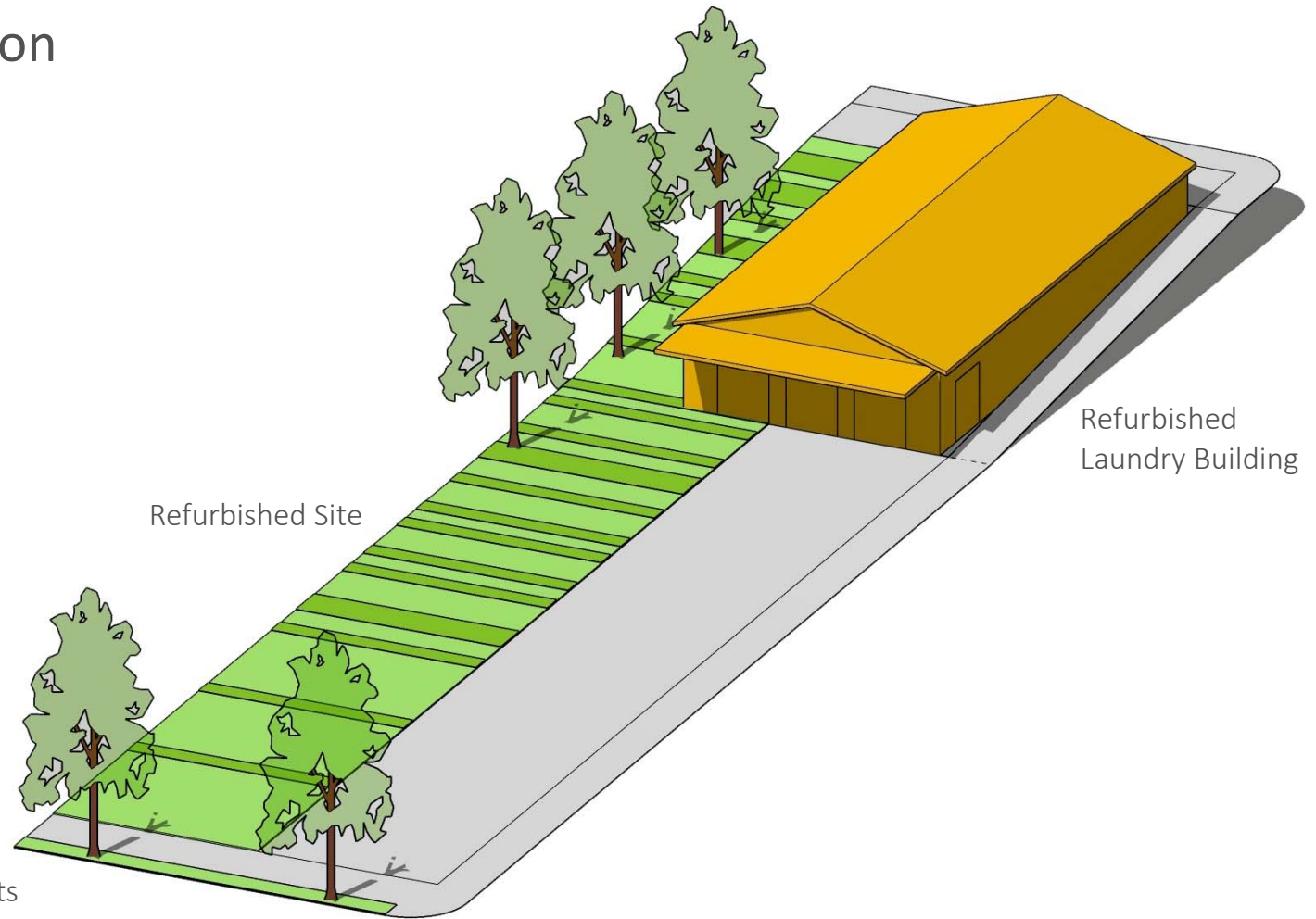
Immediate Recommendation—Demolish the Pink Store





# The Pink Store Solution

Interim Vision

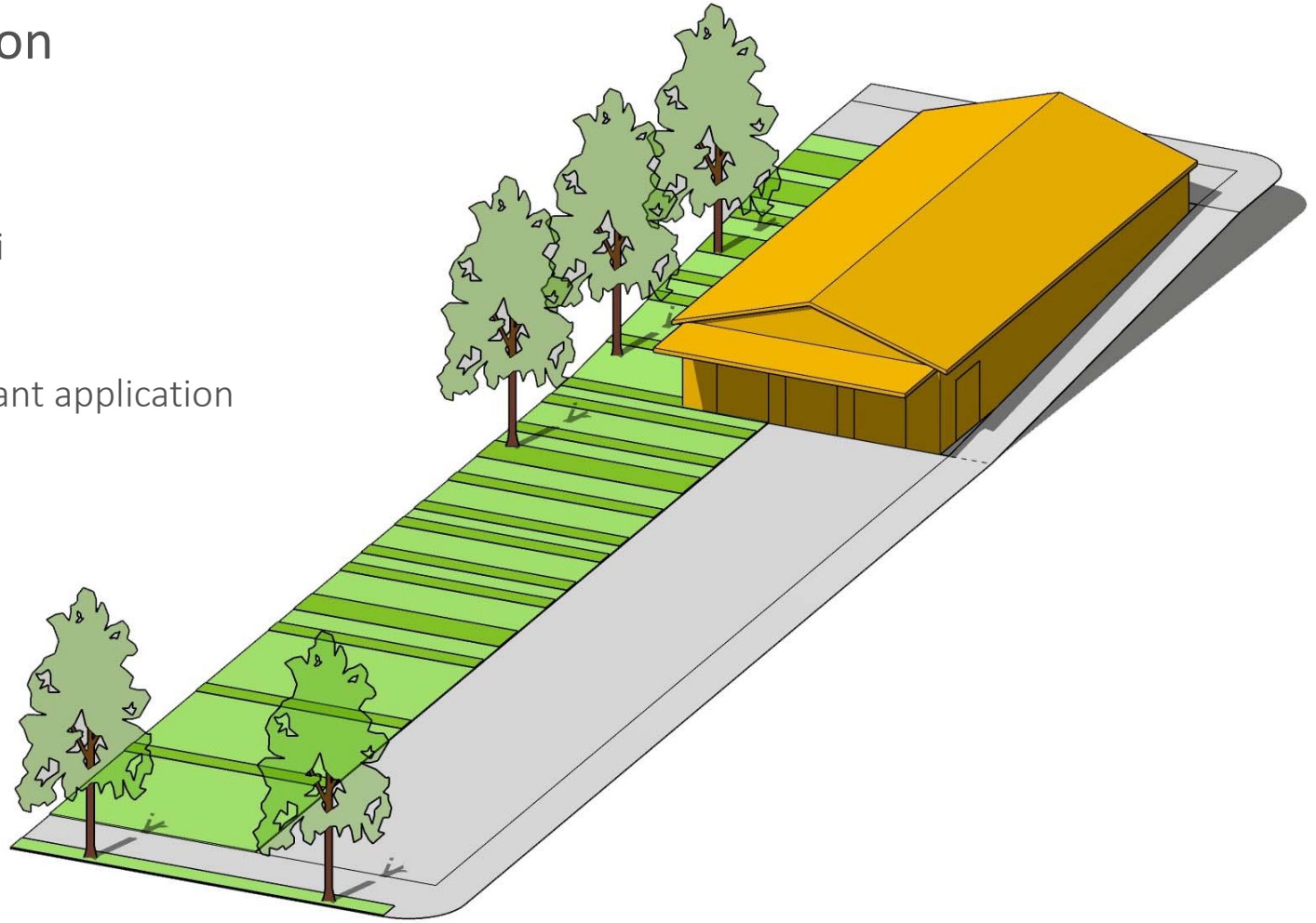


Streetscape & sidewalk improvements

# The Pink Store Solution

## Interim Program?

- Yoga studio
- Laundromat with wi-fi
- Farmer's market
- Food truck location
- "Positive loitering" grant application



# The Pink Store Solution

## Interim Building Program?

- Community Meeting Room (PoPMP 8.14)
- “A robust revitalization plan will be even more successful when all parties involved have a central and accessible location...to assemble and have questions answered or to find out about new opportunities for making improvements in the neighborhood.”



# The Pink Store Solution

## Interim Site Program?

- Community Garden (PoPMP 5.16)
- “This doesn’t just reclaim vacant property; it also offers an opportunity to strengthen connections among residents, to improve the quality of the land and water in the city, to provide residents of Pittsburgh with healthier food options, and to teach technical skills to an underdeveloped workforce.”



Phase 1: New community gardens on empty lots.



# The Pink Store Solution

## Interim Building & Site Program?

- Community Learning Center (PoPMP 8.14 – 8.15)



# The Pink Store Solution

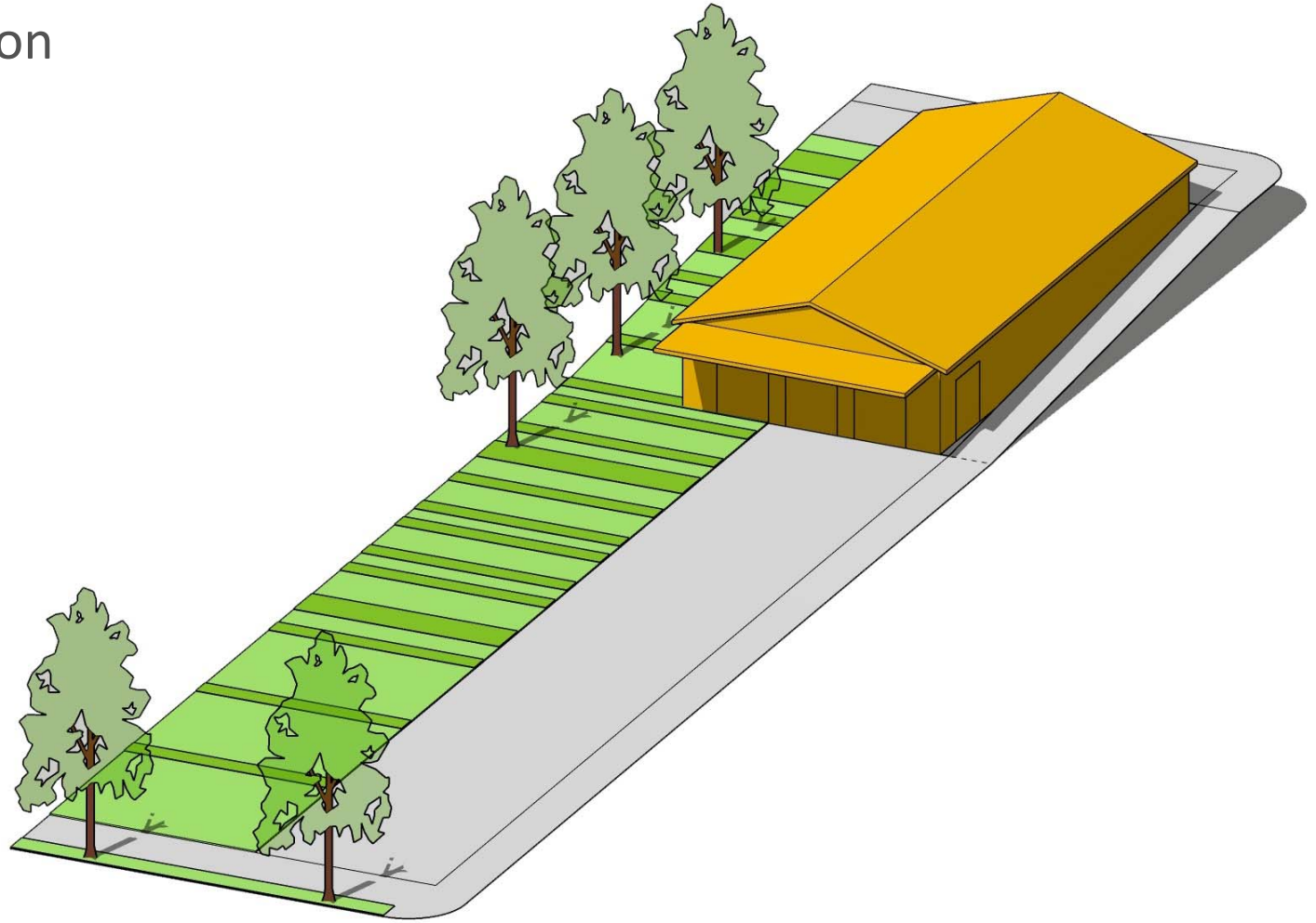
Interim Building & Site Program?

- Community Learning Center (Edgewood Community Learning Center & Garden)



# The Pink Store Solution

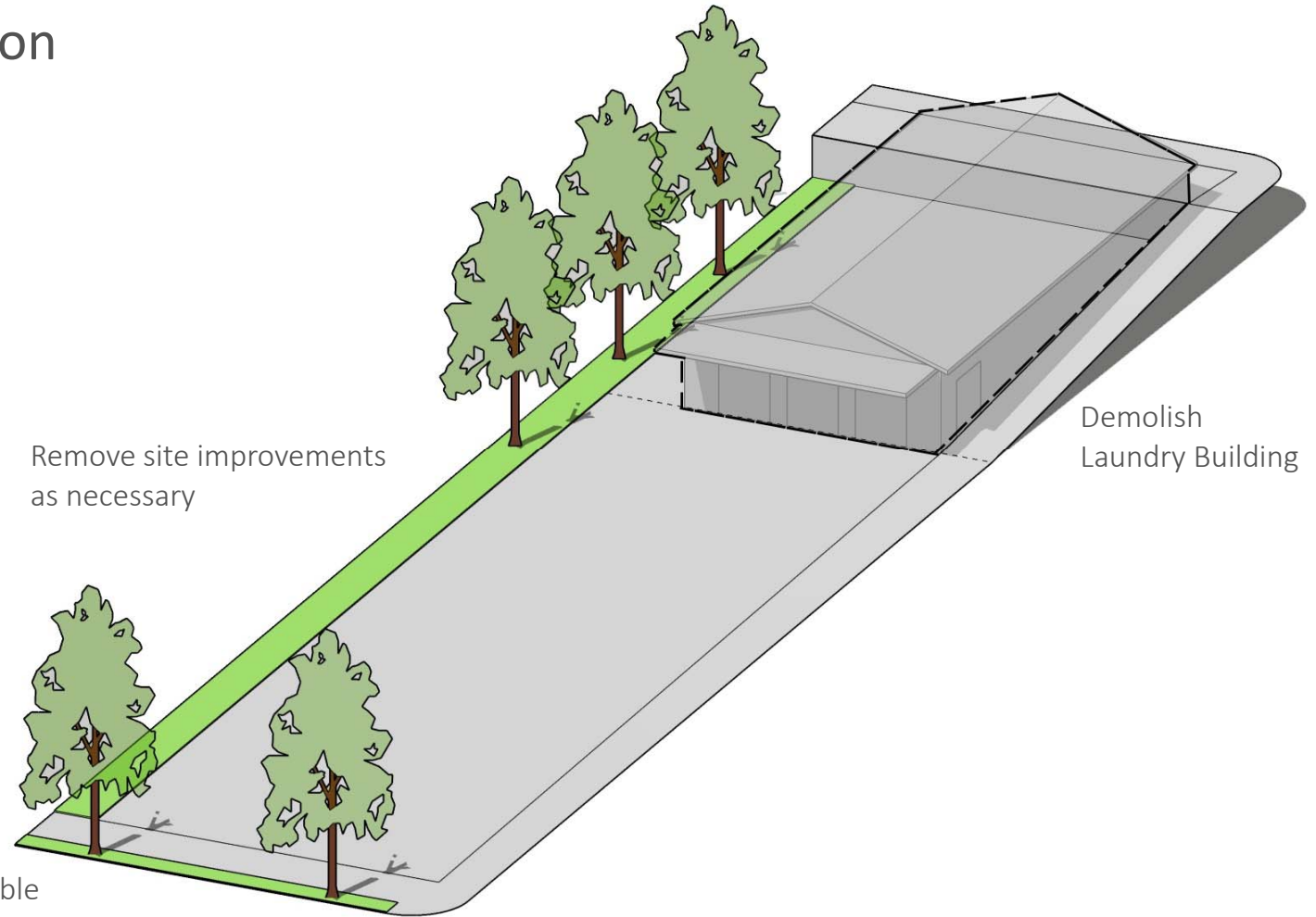
Long-Term Vision





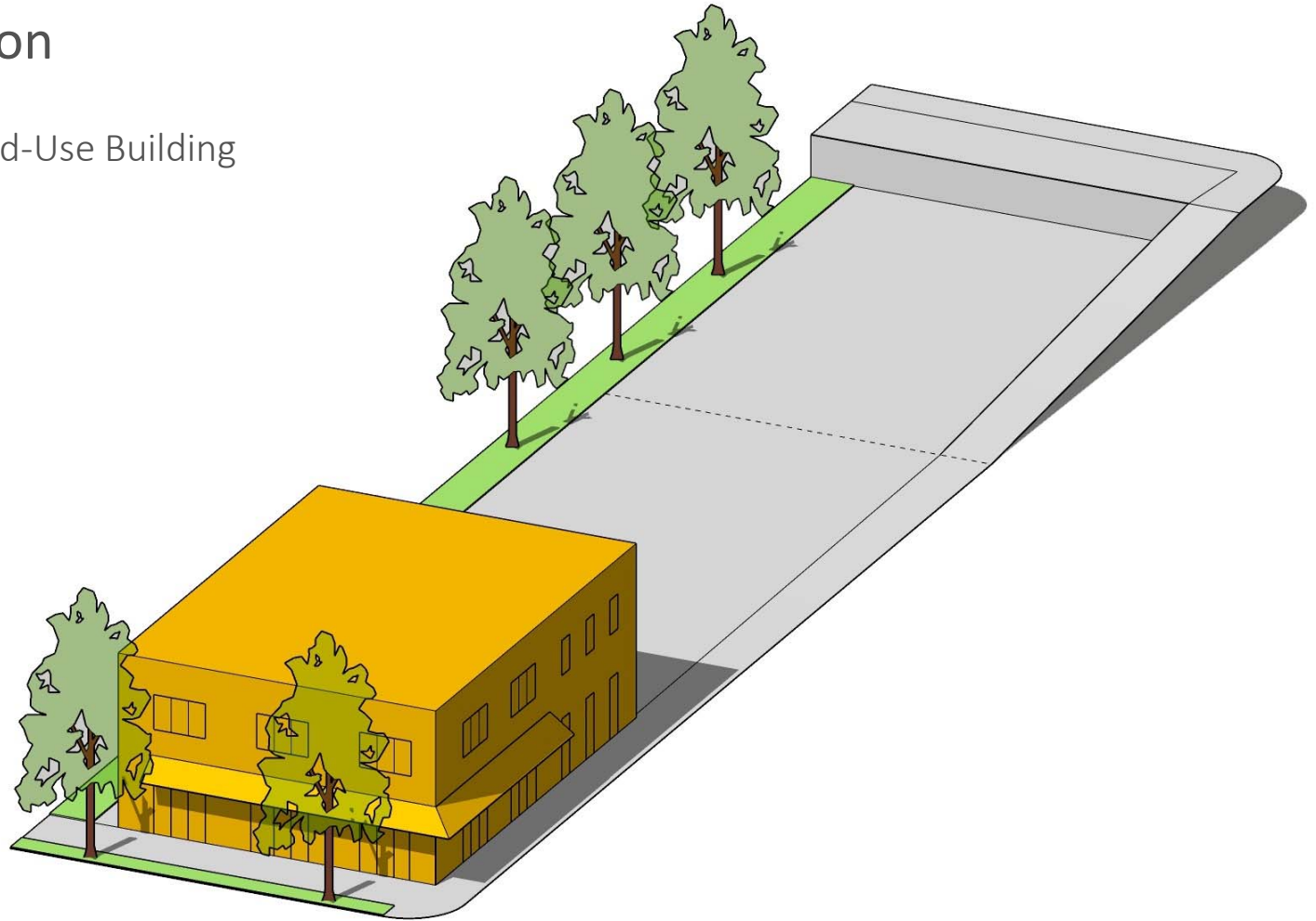
# The Pink Store Solution

## Long-Term Vision



# The Pink Store Solution

Long-Term Vision – New Mixed-Use Building

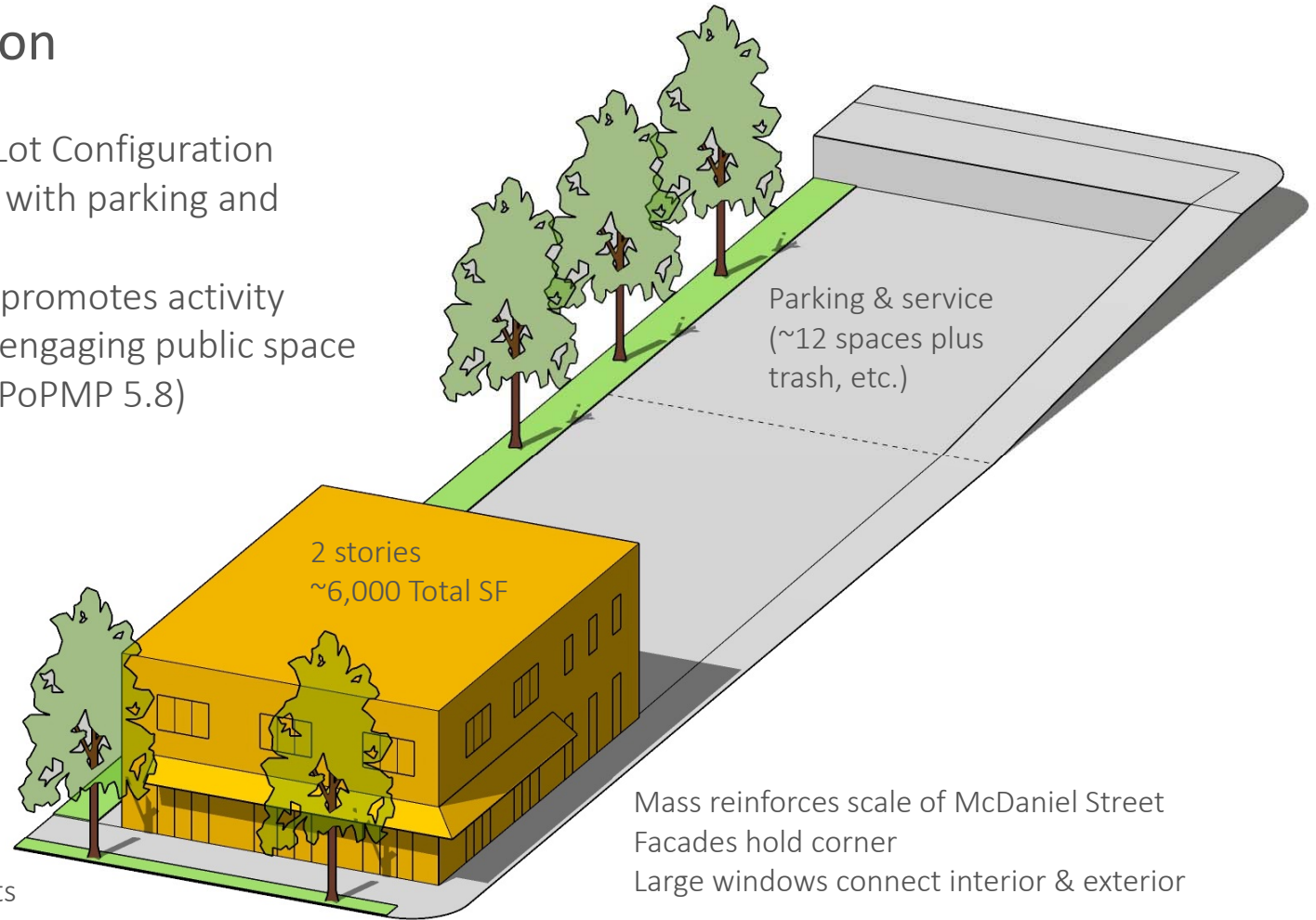


# The Pink Store Solution

## Takes Advantage of Through-Lot Configuration

- Street-facing building with parking and services behind
- Engages pedestrians, promotes activity
- Creates comfortable, engaging public space
- “Eyes on the street” (PoPMP 5.8)

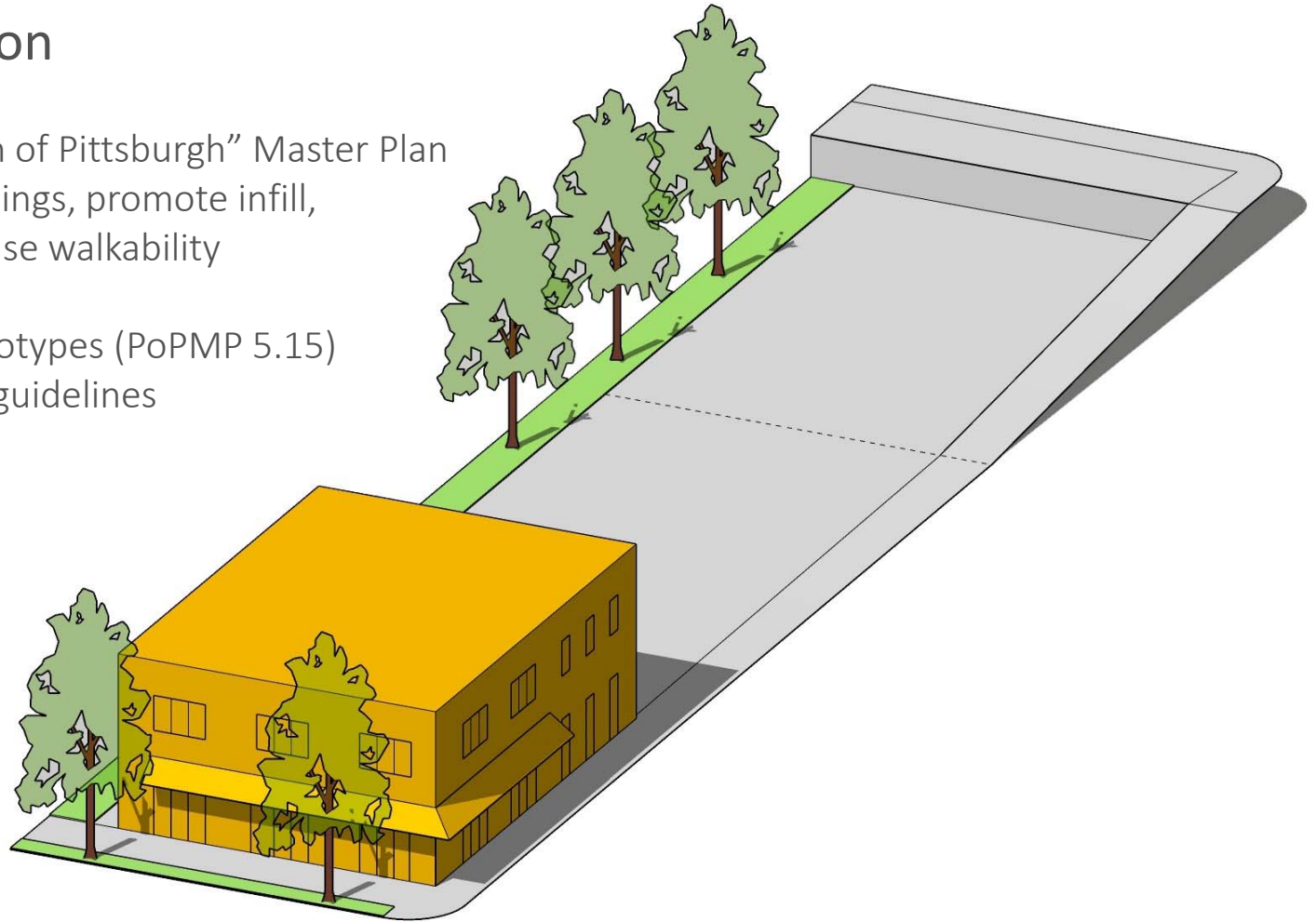
Tie in to interim streetscape & sidewalk improvements



# The Pink Store Solution

Implements the “Preservation of Pittsburgh” Master Plan

- Decrease vacant buildings, promote infill, increase safety, increase walkability (PoPMP 5.14)
- Key sites used as prototypes (PoPMP 5.15)
- Follows architectural guidelines (PoPMP 5.27)

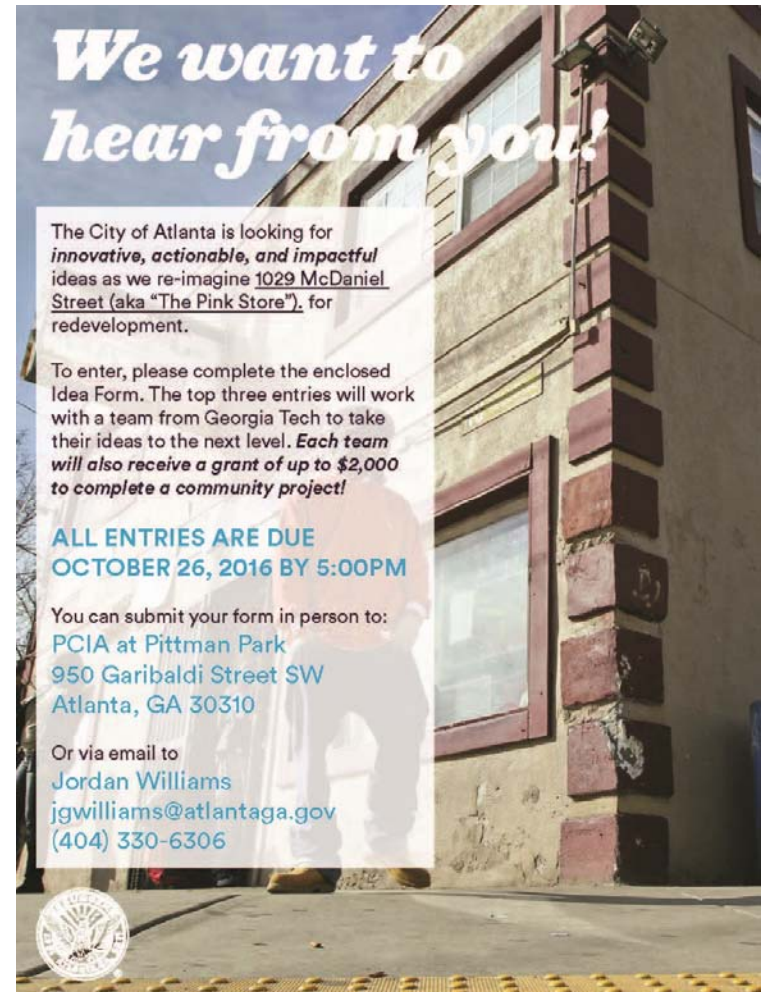




# The Pink Store Solution

## Long-Term Program?

- Community space for socializing (PoPMP 7.10)
- 2016 Community Input Competition
- City of Atlanta “One-Stop Shop”
- Local pop-up retail
- Grocery store
- Community newspaper offices
- Community bookstore
- Satellite police station
- Any of above with housing on top floor



***We want to hear from you!***


The City of Atlanta is looking for ***innovative, actionable, and impactful*** ideas as we re-imagine 1029 McDaniel Street (aka “The Pink Store”), for redevelopment.

To enter, please complete the enclosed Idea Form. The top three entries will work with a team from Georgia Tech to take their ideas to the next level. ***Each team will also receive a grant of up to \$2,000 to complete a community project!***

**ALL ENTRIES ARE DUE  
OCTOBER 26, 2016 BY 5:00PM**

You can submit your form in person to:  
**PCIA at Pittman Park**  
950 Garibaldi Street SW  
Atlanta, GA 30310

Or via email to  
**Jordan Williams**  
jgwilliams@atlantaga.gov  
(404) 330-6306



# The Playbook

## *Process-Oriented Approach to Achieve the Redevelopment of The Pink Store*

1. Community meetings to present the idea of redevelopment
  - o Neighborhood inclusion and engage all different groups and stakeholders to buy into and refine the process and timeline.
  - o Cost: Minimal signage to promote meetings
  - o Timeline: 60 days
2. PCIA info campaign & heavy follow-up
  - o Attend Pittsburgh Community Meetings to promote PCIA and process to communicate to those who did not attend focused meetings
  - o Meet with COA Departments to talk logistics of access to and demo and coordination
  - o Coordinate with City and Economic Development resources
    - COA Planning
    - COA Planning Economic Development
    - Invest Atlanta
  - o Cost: Minimal
  - o Timeline: Concurrent with Step 1 and 60-90 Days



# The Playbook

3. Community site clean-up and activation of Laundry Building
  - o Promote community pride- start with the initial “easy” clean up and demo of the Laundry Building
  - o Cost: \$10-15k for dumpsters, materials, safety gear
  - o Timeline: 30-60 days after the Initial Community Meetings (Step 1) in order to retain community momentum
4. On-Site Community Workshop(s) Opportunity 1
  - o Led by City Design Studio
  - o Coordination with Community Groups and resources at the COA to have a vision session to discuss ideas and options for a Community Focused Interim Use for the Laundry Building
  - o Cost: \$2k (signage, food and drinks)
  - o Timeline: within 30 days of the CLEAN UP



# The Playbook

5. Construction Fencing
  - Opportunity for community engagement through signage and communication
  - Cost: \$5-10K (Fencing and Fence Wrap)
  - Timing: 30 days after CLEAN UP- Same and above
6. Demolish Pink Store & Site Clean Up
  - **Key**—First Meetings with the City to get the budget approved
  - **Scope**: Demo interior and tear down 2 story building  
Demo Pavement and haul off grease trap  
Grade remaining pad and grass
  - Cost: \$50-\$75k
  - Timeline: Immediately after Fencing is complete



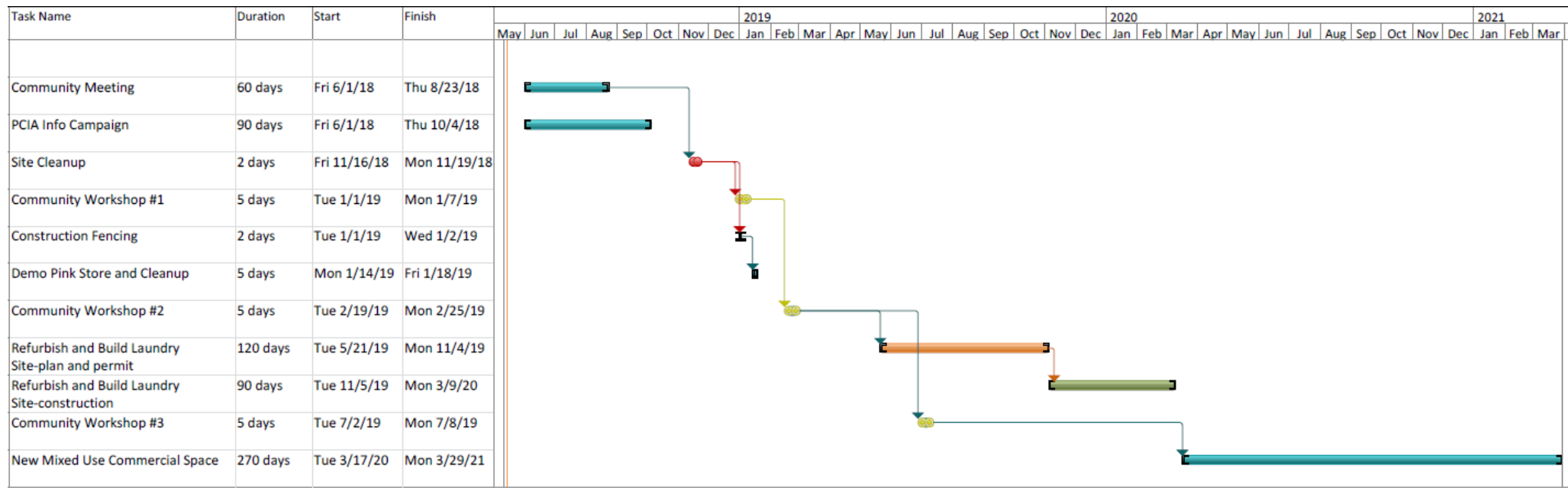
## The Playbook

7. On-Site Community Workshop(s) Opportunity 2
  - Further develop plan for Laundry Community Space and former Pink Store area
  - Cost: 2k (signage, food and drinks)
  - Timing: 60 days after Workshop 1(?)
  
8. Refurbish Laundry Building & Site
  - Process: Engage architect for design, bid project with multiple contractors, raise capital/funding from COA and Invest Atlanta, commence construction
  - Construction Scope: Demo, interior and exterior build out/rehab. Landscaping
  - Cost: \$40k for design  
\$150k-200k for construction
  - Timing: 60 days for drawing planning, 60 days for permitting, 90 days construction

## The Playbook

9. On-Site Community Workshop(s) Opportunity 3
  - Plan for Long Term Mixed Use Building-multiple meetings
  - Continue programming of existing new space
  - Cost: 2k (signage, food and drinks)
  - Timing: Multiple phases
10. New Mixed-Use / Commercial Space at 1029 McDaniel Street
  - Process: Determine size and scope of new Development. Engage architect for design, bid project with multiple contractors, raise capital/funding from COA and Invest Atlanta, commence construction
  - Construction Scope: New ~6,000 SF 2 Story Building
  - Cost: \$125k for design
  - \$1.2MM - \$1.5MM k for construction
  - Timing: 120 days for drawing planning, 90 days for permitting, 8 month construction

# The Playbook- Schedule





# The Playbook- Cost Outlay

<u>Project Task</u>	Jun-18	Jul-18	Aug-18	Nov-18	Dec-18	Jan-19	Feb-19	May-19	Jun-19	Jul-19	Aug-19	Dec-19	Jan-20	Feb-20	Mar-20	2020 AND BEYOND
Community Meeting	\$ 500	\$ 500														
PCIA Info Campaign	\$ 1,000	\$ 1,000	\$ 1,000													
Site Cleanup				\$ 15,000												
Community Workshop #1						\$ 2,000										
Construction Fencing						\$ 10,000										
Demo Pink Store and Cleanup						\$ 75,000										
Community Workshop #2							\$ 2,000									
Refurbish and Build Laundry Site-plan and permit								\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000					
Refurbish and Build Laundry Site-construction												\$ 50,000	\$ 50,000	\$ 50,000	\$ 50,000	
Community Workshop #3																
New Mixed Use Commercial Space																\$ 1,500,000
<b>Monthly Cost</b>	\$ 1,500	\$ 1,500	\$ 1,000	\$ 15,000	\$ -	\$ 87,000	\$ 2,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 50,000	\$ 50,000	\$ 50,000	\$ 50,000	\$ 1,500,000
<b>Cumulative Cost</b>	\$ 1,500	\$ 3,000	\$ 4,000	\$ 19,000	\$ 19,000	\$ 106,000	\$ 108,000	\$ 118,000	\$ 128,000	\$ 138,000	\$ 148,000	\$ 198,000	\$ 248,000	\$ 298,000	\$ 348,000	\$ 1,848,000

## Beyond the Playbook

*“In order to achieve this vision, a combination of physical, economic, and social measures must be taken...”*  
(PoPMP 5.7)

- PCIA re-branding effort—literal and figurative
- PCIA presence at neighborhood association meetings
- Leadership training & capacity-building technical assistance (CM Sheperd)
- Re-introduce / re-emphasize “Preservation of Pittsburgh” Master Plan
- Coordinate with adjacent & ongoing efforts by others
  - Renew Atlanta Complete Streets on University Ave (Sep 2019 – Aug 2020)
  - CM Sheperd’s Metropolitan Parkway re-zoning effort
  - Pittsburgh Yards, BeltLine, AUC, others

Conclusion / Q & A  
Thank you!

