

Corridor of Innovation **AN IDEA BOOK AND PLAN OF ACTION FOR DOWNTOWN NEW KENSINGTON**

A TOOLKIT FOR PLANNING AND REVITALIZING

Public Open Space

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ACKNOWLEDGMENTS	01
FORWARDING INNOVATION	03
GOALS & OBJECTIVES	09

INNOVATIVE PILLARS	18
SMART CITY	18
PUBLIC AMENITY	25
MOBILITY	35
BUILDING	47
LAND USE & URBAN FORM	58
BUSINESS DEVELOPMENT	78
ACTION PLAN	84

ACKNOWLEDGMENTS

City of New Kensington Leadership

Residents and Businesses of New Kensington

Economic Growth Connection

Forward Cities

Penn State New Kensington

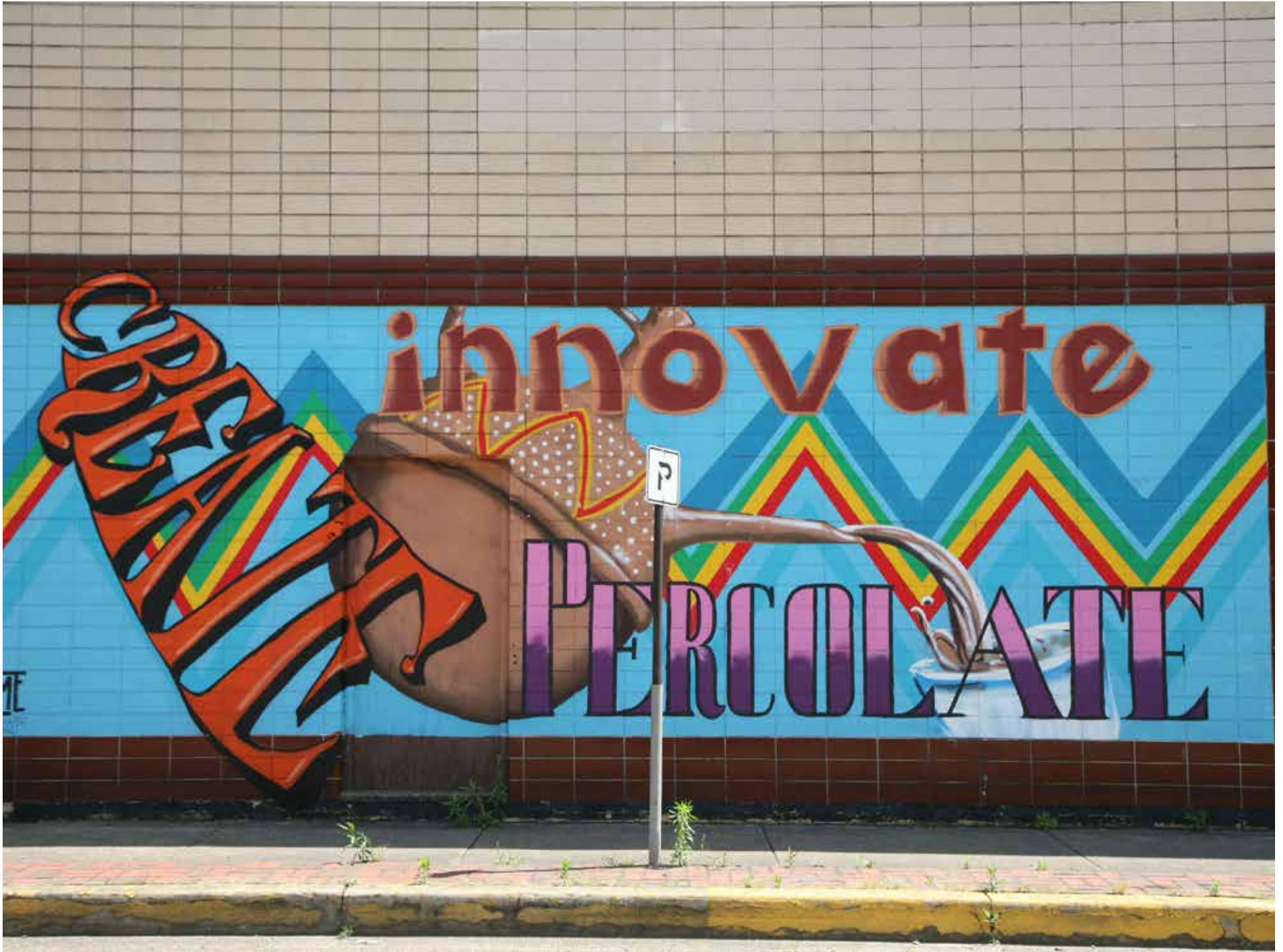
Redevelopment Authority of the City of New Kensington

Westmoreland Community Action

Westmoreland County Department of Planning & Development

Consulting Partners





New Kensington Downtown Mural

Forwarding **INNOVATION**

Throughout its history, the City of New Kensington has been a place rich in innovation. The City's business-focused Downtown has hosted retail, industry and health services. Laying this groundwork decades ago and moving beyond challenging times of more recent years, the City is on the path to re-center itself and emerge through innovation once again.

In 2018, the City of New Kensington, in collaboration with an advisory committee, initiated the strategic planning of the City's Downtown area now often referenced as the Corridor of Innovation. While "corridor" is commonly considered a single linear route or set of blocks, New Kensington's Corridor captures a number of streets and land use areas (generally bounded by 12th Street to the north, 6th Street to the south, 6th Avenue to the east, and 2nd Avenue to the west) within the City's Downtown.

This idea book and plan of action examines assets within the City in context of a modern economy. The overarching goal of this plan is to develop initiatives, policies, actions and programs that will drive development and redevelopment

throughout the Corridor so that the coming generations of New Kensington residents and businesses can flourish within this river town. The strategic planning process reveals and highlights how opportunities of the innovation economy exist and will further emerge with collaboration. The bigger vision also initiates a Downtown reinvestment model to serve as an example for the other communities throughout the region. From land use to physical and policy recommendations, this study underpinnings are out of the box. Desire is rooted in effectuating change and shifting ideas into actions. The superlatives are present as is collaboration. With a can-do attitude, the City is ready for its marathon; training, in the vein of crawl, walk, run, leads to winning. One small win builds upon another, so that through continued pursuits and successes, big wins abound.

Purpose

The purpose of the strategic planning effort is to obtain community consensus, set priorities, focus energy and necessary identity improvements. This effort will also embed value by enhancing the competitiveness of the local economy and improving the quality of life for residents. Specifically, transformative ideas which help reimagine the City in the midst of challenges, will target the following aspects:

- Advance entrepreneurship
- Leverage local talent
- Champion skilled labor
- Connect with tech
- Cultivate arts and entertainment
- Direct density
- Provide housing options
- Cultivate restaurant industry
- Utilize planning best practices
- Enhance the trail system
- Increase access to parks
- Invest in beautification
- Go green
- Eliminate blight
- Prioritize transit-oriented development
- Create a development playbook
- Develop high speed broadband capacity
- Introduce new technologies
- Upgrade infrastructure
- Link transit and jobs
- Develop efficient infrastructure
- Increase walkability
- Augment ride-share options

Approach

Pre-Charrette “Foundation Building”

The first step was for the Planning Consulting Team to meet with the Advisory Committee to establish a schedule and desired outcomes for subsequent meetings and for the project itself. Once the schedule and outcomes were formulated, the Planning Consulting Team began thoroughly reviewing and mapping existing conditions including land uses, building footprints, lot vacancy, business inventory, transit routes, zoning documents, Southwestern Pennsylvania Commission (SPC) region land cover, traffic patterns, sidewalk conditions, street tree canopy locations and species and regional assets. An inventory and analysis of the current existing infrastructure in Downtown New Kensington were performed based on the data obtained. This included reviews of transportation infrastructure (streets, sidewalks, crosswalks), public amenities (street trees, site furnishings, greenspace, public plazas) utilities, and parking. A land surface usage inventory/analysis was also completed as part of this review.



Leadership Charrette

Leadership Charrette

After completing the “foundation building” phase of the project, the Advisory Committee worked with the Planning Consulting Team to convene a three-(3)-day design charrette. During the charrette, leadership and community groups were organized in a systematic way to aspire visions, unveil the intricate issues, identify areas, figure out priorities, and concentrate efforts. What was achieved are listed as follows:

- Refined goals, vision, deliverables, and directives
- Discussed the issues, challenges, and opportunities
- Brainstormed possible solutions related to identified topics – **Innovative Pillars**
- Identified priority street segments, buildings, and areas
- Met with key stakeholders identified by the Advisory Committee
- Categorized long-term and short-term solutions/recommendations for each pillar
- Developed a draft future land use plan framework
- Concluded by reinforcing solutions and ideas with entire group

Public Meeting and Open House

In June 2019, a public meeting and open house were held to communicate the planning directions to the general public. The events were well attended by Downtown business owners, residents and key institutional leaders of varying age and ethnic diversity. The results and ideas of the charrette were shared with the public which received positive feedback. Issues including safety, communication, social media outreach, clean energy, waterfront connection and parking spaces were raised by the attendees. The feedback was collected and incorporated into the **Recommendations** and **Action Plan**.

Post-Charrette Visioning

The Planning Consulting Team formalized its **Recommendations** following the public meeting. For each **Innovative Pillar**, these **Recommendations** consisted of pertinent case studies with examples of implementation and strategies which were successfully used in other communities that are appropriate and substantive to the region. They will be applicable to Downtown New Kensington however will not target specific intersections, buildings, parking lots, streets, etc. Instead, they will serve as future-oriented models and potential strategies for both the City and its fellow Westmoreland County communities to consider.

The **Action Plan** demonstrates tangible design solutions for each **Innovative Pillar**. Two areas of priority were identified and selected with illustrations of urban design

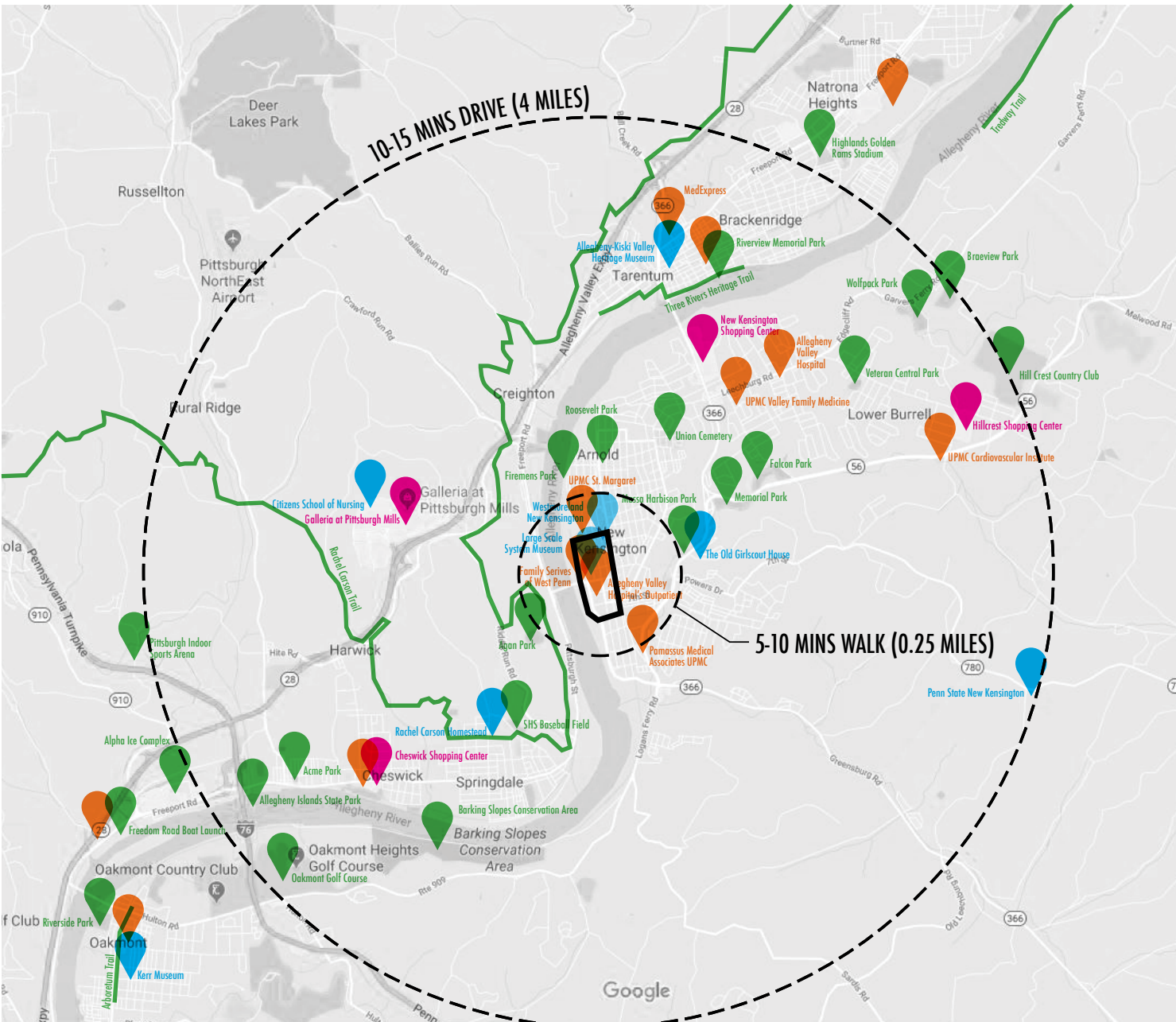


Public Meeting and Open House

concepts. These included visuals of streetscapes, urban infill, new buildings, parking improvements, green space improvements, transit hubs, plazas, and playgrounds.



New Kensington Downtown Aerial Photo 2019



- Mall and Shopping Center
- Museums and Higher Education
- Medical Services
- Parks and Recreation
- Regional Trails

REGIONAL ASSETS

CORRIDOR OF INNOVATION MASTER PLAN

Prepared for: WCPD
MAY 16, 2019



environmental planning & design LLC
landscape architects | urban designers | community planners

GOALS AND OBJECTIVES

Vision

With the emerging opportunities of Evolving Industries and the Commerce of Creativity, Downtown New Kensington will be geared to be an INNOVATION DISTRICT of OPEN EXCHANGES & IMMERSIVE INSPIRATIONS

The vision for the Corridor of Innovation expresses the desired outcome resulting from planning implementation and is an agreed upon target for the future. This will set the tone for recommendations in strategic planning and define goals and policies.

The Layered Network

INNOVATIVE PILLARS

A sustainable transformation of New Kensington calls for an integrated network. Connecting land use and design strategies will encourage economic growth, align city systems, provide open space, and strengthen neighborhoods. An updated framework for decision making and regulation will result in a rapid response to business opportunities, urgent public health needs, imperative job growth and residents' quality of life. The Strategic Framework focuses on six (6) aspects of equal level of importance: Smart City, Public Amenity, Mobility, Building, Land Use & Urban Form, and Business Development. This will develop goals and objectives and set forth specific recommendations based on local feasibility.

Smart City

Public Amenity

Mobility

Building

Land Use & Urban Form

Business Development

Smart City

INNOVATION THAT SUPPORTS PEOPLE

Goals

- Become a recognized community for innovative infrastructure
- Integrate utility and infrastructure with potential development sites and opportunities

Objectives

- Use infrastructure as a demonstration for innovation
- Art, health, engineering, science & technology as infrastructure
- Promote technology in new construction
- Provide service to accommodate future demand

Public Amenity

PLACES THAT INSPIRE PEOPLE

Goals

- Celebrate sense of place and history of the City
- Encourage synergy and interaction between exterior/interior space and users
- Glorify past innovators of the community

Objectives

- Remedy decay of existing public spaces
- Use durable materials with low embodied carbon
- Reuse and leverage existing assets
- Comply with MS4 requirements, pollutant reduction
- Provide space to socialize and engage
- Showcase technology
- Host variety of activities
- Plan space in walking distance
- Create canopy maintenance and replacement strategy
- Develop interactive places for innovators to test and showcase their efforts/research

Mobility

MODES THAT CONNECT PEOPLE

Goals

- Connect to major destinations and open spaces
- Reduce vehicle miles traveled and greenhouse gas emissions
- Increase the availability and attractiveness of transit (routes between the Corridor and Penn State New Kensington campus)
- Support alternative modes of transportation inclusive of bicycle, pedestrian and autonomous vehicles

Objectives

- Allow travel to Downtown as smooth and easy experience
- Create safe streets for all; embrace universal accessibility
- Re-establish Downtown as the mobility center
- Enhance the riding experience for public transportation

Building

NEIGHBORHOODS THAT ATTRACT PEOPLE

Goals

- Express and enhance New Kensington's unique cultural character
- Strengthen the Downtown identity, image and sense of place
- Increase citizen awareness of the architectural heritage in Downtown

Objectives

- Create an appealing and safe Downtown environment
- Maintain the existing scale of Downtown
- Provide continuity between the old and the new in the existing environment
- Support entrance and facade remodeling on Downtown buildings
- Develop City programs to improve the pedestrian and aesthetic nature of the Downtown environment

Land Use & Urban Form

POLICIES THAT BRING IN PEOPLE

Goals

- Rebuild a vivid, around-the-clock Downtown life
- Restore a place for strolling
- Adopt land use and development policies that anticipate the future
- Fashion Downtown as a place to have coffee and people watch

Objectives

- Restore the street interface of 5th Avenue
- Define potential riverfront connections
- Align existing policies to vision
- Encourage/require mixed use development

Business Development

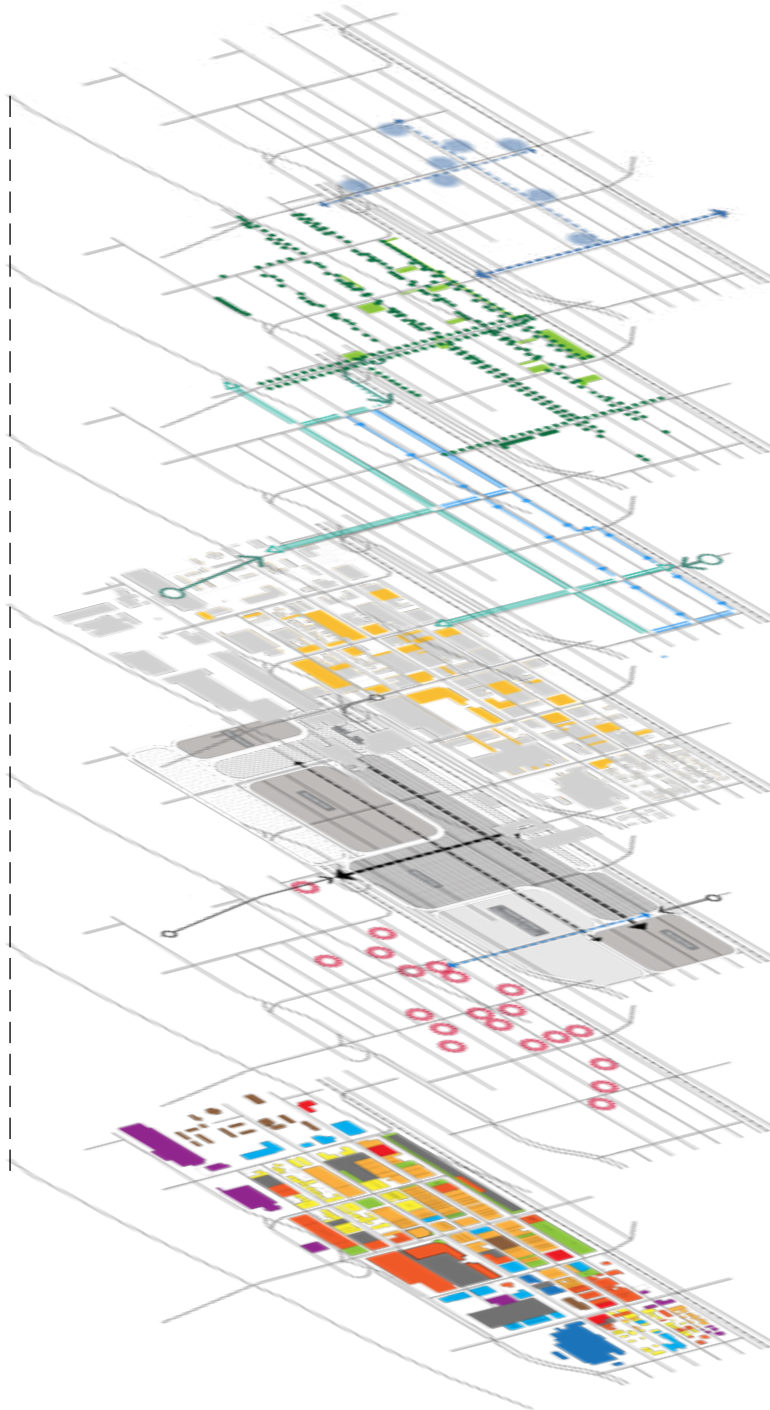
JOBS THAT EMPOWER PEOPLE

Goals

- Provide a place to “spark,” to test failure and success
- Provide an environment to showcase innovations
- Promote the Downtown as a model

Objectives

- Communicate to the “outside world” that the City is **OPEN**
- Create collaborative space
- Use the innovation & businesses to create localized anchors
- Strengthen and expand the destinations
- Build an environment that fosters startups and keeps them around
- Minimize permitting process and start-up obstacles



A district of :

Innovation that supports people

Places that inspire people

Modes that connect people

Neighborhoods that attract people

Policies that bring in people

Jobs that empower people

Vision for Future Transformation

SMART CITY

A Smart City is one that uses technology to transform its infrastructure and make better use of energy and resources. Information and Communications Technologies (ICT) can be deployed to create new, intelligent ways of making our urban centers more resource efficient and reduce their carbon footprint. ... Smart Cities are not simply those that deploy ICT. They combine new technology with smart new ways of thinking about technologies' role in organization, design and planning.

– The Smart Solution for Cities, 2011

Overview

Cities have always been complex. As new methods for creating, communicating, and using data continue to emerge, information and infrastructure become more interconnected and the complexity of cities is elevated. Increasingly, cities are employing digital systems to communicate with citizens and stakeholders, utilizing data and information for planning and service delivery, and honing the digital skills required to participate in society and be economically successful. For cities to become both smart and sustainable – more environmentally sound, economically prosperous and socially just – they must integrate the use of big data and Information and Communications Technologies (ICT) both into daily processes and in the pursuit of their pressing goals.

This explosion of “Big Data” is fed, in part, by the growth of what is called “the Internet of Things”: the infusion of data-collecting sensors and actuators in common, everyday objects such as parking meters, pacemakers, and thermostats.

Historically siloed, most city agencies have been established to focus on a specific mission, service or purpose within the city. Moreover, city departments tend to establish separate data and management systems with little cross-departmental coordination. This limits government’s ability

to scale cross-cutting initiatives and innovations, and often results in isolated, legacy operations and data systems. When it comes to Smart Cities, sustainability directors and information technology directors converge on a shared purpose: to find synergies across departments, sectors, and even jurisdictions that can advance technology and sustainability goals simultaneously.

Smart City-related technology has multiple successful applications through the fields of buildings, transportation and water.

Buildings

A Smart Building is defined as “a facility that utilizes advanced automation and integration to measure, monitor, control and optimize building operations and maintenance.” The SMARTer 2020 report states that, in the US, “ICT can abate 1.6 Gt Carbon dioxide equivalent (18 percent of total) in this sector by providing occupants with the systems required to support the generation of renewable energy and incorporate it into the building’s power supply.” The integration of intelligent building automation systems is also referenced as part of this abatement potential.

Transportation

According to International Data Corporation (IDC) Government Insights, intelligent transportation systems

include traveler information systems, public transportation systems, parking management, traffic & transportation management, tolling and congestion pricing systems. Smart transportation systems use sensors to detect congestion and bottlenecks in traffic patterns. They also rely on cameras to enforce speed and traffic infractions. In doing so, these tools gather real time information that can be used by the City to make mobility networks safer and more efficient.

Water

The water utility industry is focused on using data from smart meters, sensors, and other intelligent devices to help forecast supply and demand, optimize capacity, detect leaks, enable conservation programs, and optimize assets and resources. Smart metering, real-time communications, analytics, and process optimization are largely the functions of Smart City devices according to IDC Government Resources. The “smart water grid” uses smart meters instead of traditional water meters to gather water use data at more frequent intervals (hourly vs. every few months) creating more real-time analysis and adjustment opportunities both for the water utility and for the customer.

Existing Conditions & Analysis

New Kensington's current condition of Smart City-related improvements is at an essential level. In the Innovation zone, places like "The Corner" are providing high speed Wi-Fi service to its user. Another notable project was the replacement of streetlights to LED fixtures. Along 5th Avenue and 4th Avenue, individual business owners installed solar panels on building roofs. However, a systematic clean energy grid at the municipal level is not in place yet.

In the near future, Duquesne Light Company will work with the City to upgrade Downtown electricity service. The improvement will provide opportunity to upgrade broadband Internet service as well. Free Wi-Fi in Downtown public space might be a possibility in the future.

The current alignment for the new broadband will be along 7th Street and introduced into the Innovation district. During the charrette process, possible extension of broadband was considered along Moss Alley and Ivy Alley in the back on 4th Avenue and 5th Avenue. The form of the broadband (aerial or underground conduit) is to be determined.



Boardband Conduit



Boardband Aerial Line

Focal Points

Based on the understanding of New Kensington's context and input from stakeholders, the planning recommendations on the Smart City pillar will be mainly focused on four (4) aspects. Under these focal points, more specific recommendations will be discussed in the Recommendations Section:

Infrastructure

- Broadband
- Electric system upgrade
- Local hotspots/Public Wi-Fi

Energy

- LED street lighting
- Encouraging more solar
- Charging stations

Technology Demonstration

- Public art
- Digital plaza
- Outdoor Exploratorium

Communication

- Essential needs of businesses and those engaged in the District

Issues Challenges & Opportunities

OPPORTUNITIES

- Collection and integration of data from multiple sources (fieldwork/ground-level, outside sources such as Census Bureau, Westmoreland County, Southwestern Pennsylvania Commission (SPC), etc.) to guide city planning
- Enables cities to find patterns, predict results, and reduce negative outcomes and waste
- Takes advantage of opportunities to address social, economic, and environmental challenges and to develop sustainability and resilience strategies
- Can be thought of as a “fitness tracker” for a city, measuring real-time data on a city’s environment, infrastructure, and activity for research and public use as well as factors that impact livability such as climate, air quality, and noise
- Use of sensors to collect stormwater runoff data, record precipitation amounts, humidity levels, soil moisture, air pressure levels, and chemical absorption rates

Issues Challenges & Opportunities

POTENTIAL RESOURCES

Breathe Project

Detailed real-time air quality information, including:

- Spatial patterns

- Clean Air Act criteria pollutant levels

Recruits volunteers to mount air pollution monitors in their yards or on roofs

Mobile app to report smells and toxic air

City of Pittsburgh Department of Innovation and Performance

Mobile-friendly app with parcel map (separate from Allegheny County) showing the following:

- Delinquent properties

- City-owned properties

- Properties in a tax abatement program

- Building permit summaries

- Information from multiple City departments in one place

- Designed for easier determination of which parcels may be up for public sale and which have the potential to be put in public sale

- Designed to be useful for neighborhood planning (citizens, community groups, and community development practitioners) and fighting blight

- Centralizes information that was previously scattered across multiple sources

Western Pennsylvania Regional Data Center

Grounded Strategies

Grant-supported data collection and analysis and training of residents in disadvantaged communities to perform mobile data collection

Key Recommendations

Broadband

The City has opportunity to work with Duquesne Light Company (DLC) to establish broadband service in the Downtown area and optimize the appeal of its business environment having state-of-the-art technology. To minimize short-and long-term construction costs and disruptions, the broadband's physical location is recommended occur within alley right-of-way, such as Moss Alley and Ivy Alley, to the great extent possible, thus accommodating flexibility for aerial and/or underground conduits.

Communication

There is an essential need of communication for businesses and those engaged in the District. Build public platforms for business owners and stakeholders to be informed on actions and plans.



Local Hotspots/Public Wi-Fi

Public Wi-Fi and information kiosks could be established in major Downtown public spaces, like parks and plazas. It will help attract people using public space more often, providing wayfinding information to visitors and promoting the public image of the Downtown area.

Public Art

Demonstrate the fun and aesthetic experience of "Science, Technology, Engineering, Art and Mathematics" (STEAM) using the form of interactive public art. Enrich the public space with layers of education and empower the local creative community.



Electric System Upgrade

The electric system upgrade could be synchronized with the upgrade of streetscapes and possible mobility improvements.

- Primary Recommendations
- Secondary Recommendations
- Other Supporting Recommendations

Charging Stations

Serving a mobile and connected public, charging stations could be provided at public locations to make the Downtown area more navigable.



Collaboration

The City should look for ways to partner with universities, non-profits, and the private sector.

Digital Plaza

State-of-the-art interactive technologies could be considered for important urban nodes like 4th Avenue and 9th Street crossings as well as the Gold Star Mother's Memorial Park and Library intersection.



Community Engagement

Use social media as a platform for public engagement. Increase the virtual connectivity of the residents and make resources more accessible to the public.



Atlanta City Planning Store Front for Public Participation

Living Innovation Zones

Consider initiating projects that help businesses transform prototypes into products and services by designating zones throughout the Downtown where businesses can use City's assets to demonstrate new and emerging technologies. The project provides innovators with a real-world setting to test new ideas, evaluate next generation technologies, and collect data about impact.



Outdoor Exploratorium

Encourage public or private users to explore new technology through science, art, and human perception in an outdoor space, making it a special scene in Downtown New Kensington. The realization of this recommendation requires architectural design carefully woven into the public domain.

Renewable Energy Options

Currently, there are business owners in Downtown experimenting with solar panels. Opportunities on Micro Grid and other green energy options could be explored and discussed for policy support.



PUBLIC AMENITY

What defines the character of a city is its public space, not its private space.

-Dr. Joan Clos, Executive Director, UN Habitat

Overview

Good public amenities often include quality streets, parks, squares, waterfronts, and public buildings. Research increasingly suggests that they are critical to the well-being of a community. They could increase productivity and attract human capital while providing an improved quality of life.

One key vision for the strategic planning for New Kensington's Innovation District is to develop a vibrant, pedestrian-oriented, mixed use urban center. In order to support the anticipated outcome, it is critical that the development of the public amenity is in place for the private sector investment to materialize. The public amenities in our discussion consist of several components including stormwater, park and trail system, streetscape, and public space.

Public space is an instrument of urban transformation. There is an increase in demand from cities to enhance urban spaces as a part of their urban projects. Successful practice proves that the improvement of infrastructure and streets help individuals enjoy a better quality of life, businesses generate increased profits and provides the community an opportunity to participate in improving their lives. The potential connection to waterfront access with vibrant public spaces could improve local economic and cultural development.

Improve Street as Place

A key element to improving public spaces is revising decades of car-oriented planning into a pedestrian-oriented plan. More traffic and greater road capacity are not the inevitable results of growth. They are products of very deliberate choices made to shape our communities to accommodate the private automobile. It is time to make different choices — starting with the decision to design streets as comfortable and safe places for everyone — for pedestrians and bicyclists as well as drivers.



New Kensington Downtown Community Park

Existing Conditions & Analysis

The existing conditions of New Kensington's public amenities in the study area are at a fair level. There is adequate green space, well managed community garden programs and well-maintained vacant lots. (See Green Parcels Map) The existing street tree canopies are established assets for the Downtown area. The connected coverage of trees provides for a good pedestrian walking experience.



New Kensington Downtown Open Space



Issues regrading street trees breaking sidewalks and dying exist. Replacing them with a biodiversity and succession plan will help increase the street tree condition. Current street tree locations and species were mapped out during the planning exercises. (See Existing Street Trees Map)



New Kensington Downtown Street Trees



The sidewalk conditions in the study area were evaluated, with around 34% of length needing major improvement. The established sidewalk system greatly contributes to walkability. Possible Green Infrastructure locations are identified as well. (See Existing Sidewalk Conditions Map)



New Kensington Downtown Sidewalk



Focal Points

Based on the understanding of New Kensington's context and input from the stakeholder workshop, the planning recommendations on the Public Amenity pillar will be mainly focused on four (4) aspects. Under these focal points, more specific recommendations will be discussed in the Recommendations Section:

Streetscape

- New sidewalks
- Strategic replacement of street trees
- Crosswalks

Green infrastructure

- Rain gardens
- Bump-outs
- "Sponge" (porous) street
- Wet weather parks

Riverfront/regional trail connections

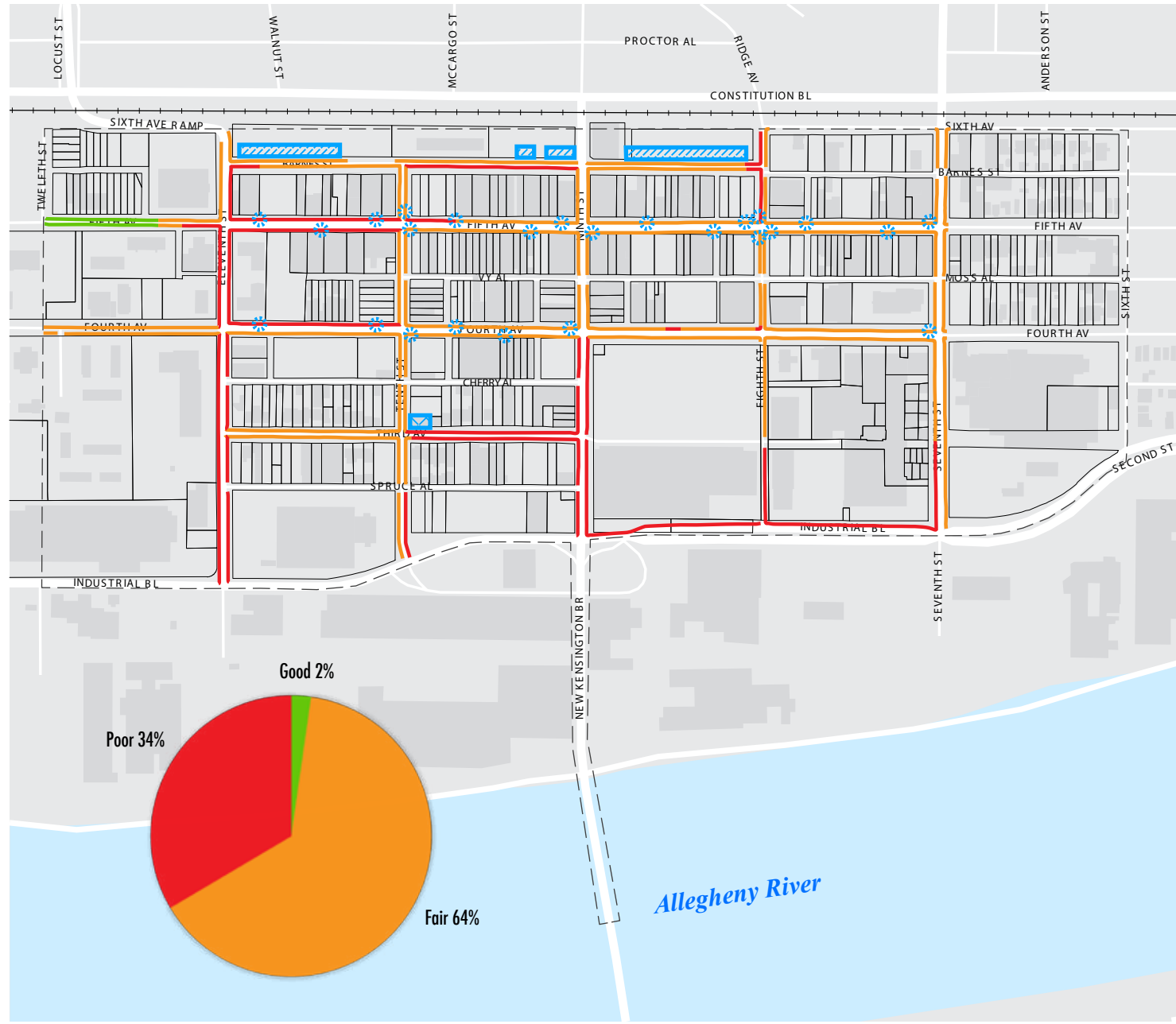
- 7th Street Promenade
- 9th Street Cyclotrack

Public Spaces

- Playground
- Pocket park
- Public art (E.g. STEAM Punk sculpture, Murals, etc)



New Kensington Downtown Community Park



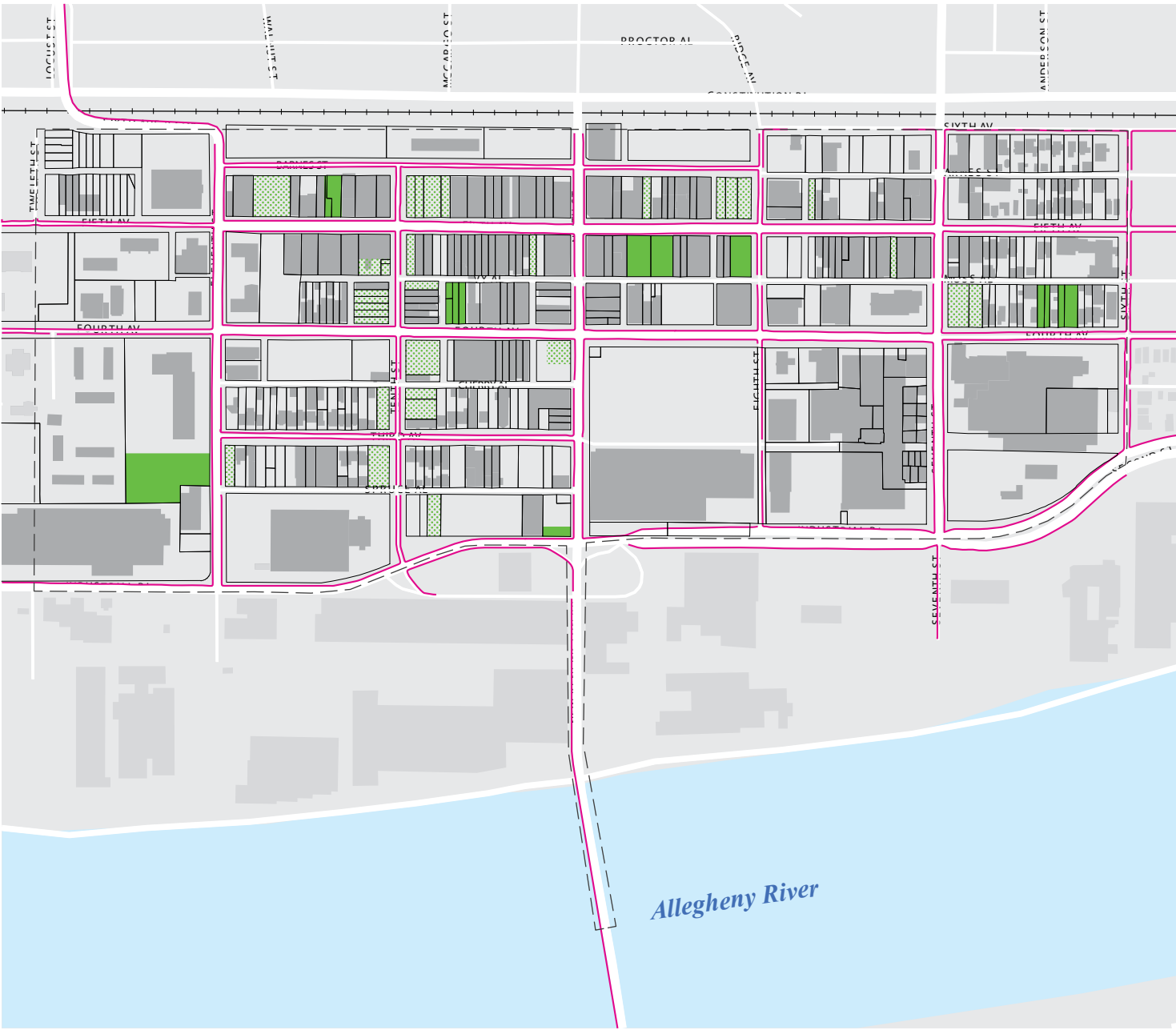
SIDEWALK AND GREEN INFRASTRUCTURE CONSIDERATIONS

CORRIDOR OF INNOVATION MASTER PLAN

Prepared for: WCPD
MAY 16, 2019

0 300 ft NORTH

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- Legend**
- Study Area
 - Parcels
 - Railroads
- Building Footprint Area**
- Buildings
- Improved Parcels**
- Parcels Currently Used as Community Garden, Sports Field or Outdoor Dining
 - Parcels Currently Landscaped
- Existing Sidewalk

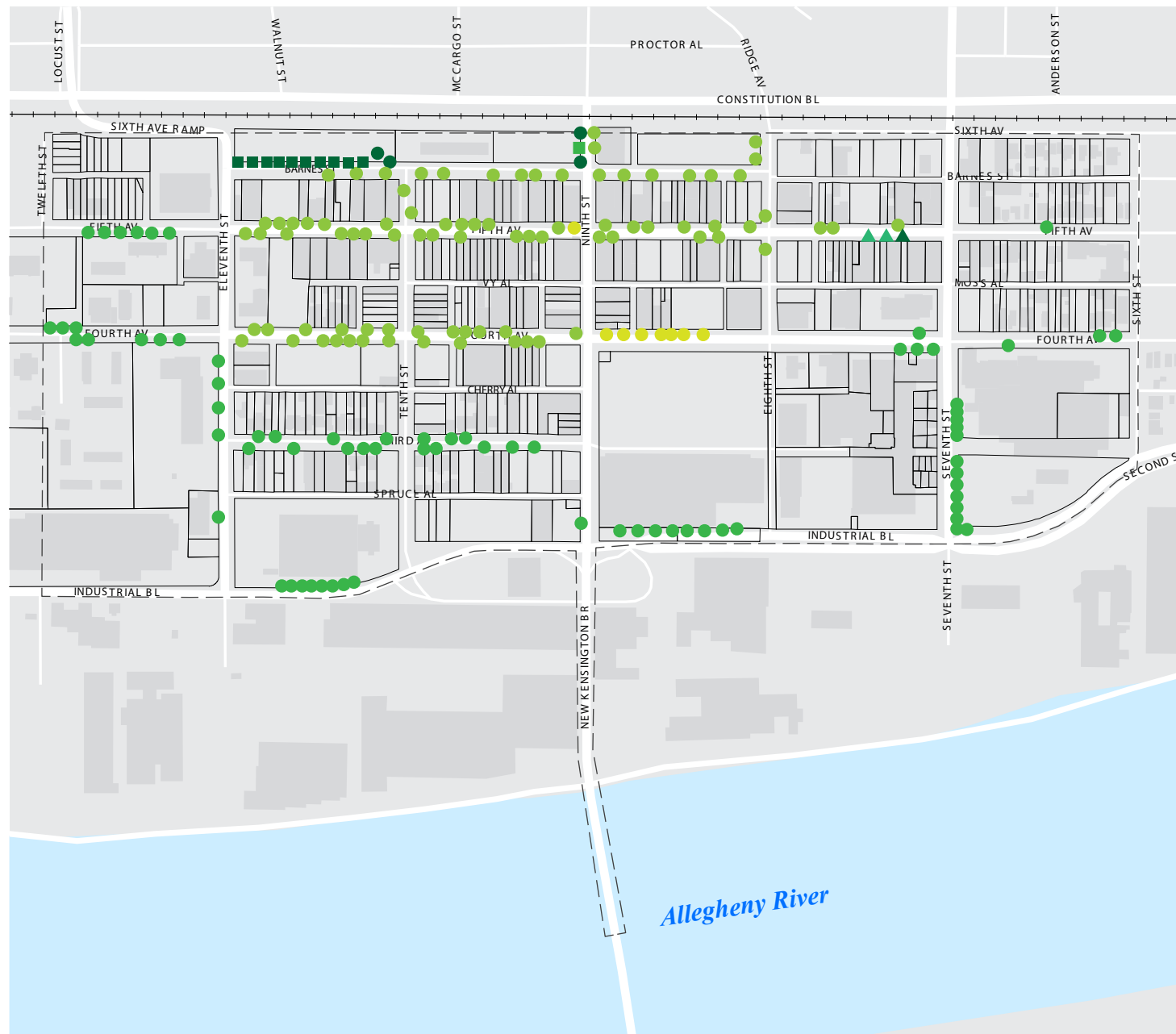
GREEN PARCELS

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Street Tree Species

- Ginkgo, *Ginkgo biloba*
- Honey Locust, *Gleditsia triacanthos*
- Sycamore, *Plantanus occidentalis*
- Black Cherry, *Prunus serotina*
- Choke Cherry, *Prunus virginiana*
- ▲ Bradford Pear, *Pyrus calleryana*
- ▲ Callery Pear, *Pyrus calleryana*
- Other (Noted by Google Earth)

Legend

- Study Area
- Parcels
- Railroads
- Buildings

EXISTING STREET TREES

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Issues Challenges & Opportunities

CURRENT STRENGTHS

- Walkable scale in corridor area
- Established streetscape (street trees, street furniture, street lights)
- Good maintenance of all Downtown green space
- Established park & plaza space
- Plans for public space improvement are in the works

ISSUES & CHALLENGES

- Excessive amount of car based & auto related development in Downtown
- Shopping mall development which is out of scale
- Overall formal plan/priorities have not yet been created

OPPORTUNITIES

- Potential of connecting destinations
- Incorporate current public space to a systematic urban design
- Improve Downtown entry & connection experience
- Revitalizing street
- Locating spaces in most advantageous places in context

Key Recommendations

New Sidewalks

Establish a sidewalk improvement plan based on the existing condition evaluation and the priority projects/area identification. Replace the grade "Poor" area and repair the "Fair" portion as needed.

Pocket Parks

In the short term, undeveloped vacant lots could be transformed into pocket parks.



Strategic Replacement of Street Trees

While the beautiful and continuous canopy creates a precious element to the Downtown area, street trees in bad condition become a challenge for the City and the adjacent businesses. Strategically replacing the problematic street trees will be necessary for safety and maintenance reasons. The replacement will also provide an opportunity for the City to consider sustainable practices including structural soil to diversifying species.

Bump-outs

The existing "Bump-outs" along 4th Avenue and 5th Avenue could be utilized as the location for rain gardens, bike stations, information kiosks or other functions serving public uses.



"Sponge" (Porous) Street

Consider porous construction methods which make the surface and sub surface of the right-of-way a green infrastructure, including porous pavement in street parking area, rain garden in "Bump-out" areas, and underground stormwater cisterns.



- Primary Recommendations
- Secondary Recommendations
- Other Supporting Recommendations

7th Street Promenade

7th Street is an important connection for the uphill residents to come Downtown, and visitors from regional highway to it. It is also a potential future connection to the riverfront. Envision 7th Street as a promenade rather than a street, including placemaking streetscape improvements and buffered two-way cyclotrails (Designated Bike Lanes) on the west side of the street.

9th Street Gateway

9th Street currently functions as the gateway from New Kensington Bridge to Downtown. It is a highly visible corridor from the Allegheny River to the municipality. Projects which enhance the approaching experience could be considered. A two-way cyclotrack on north side of 9th Street could also be considered to make a potential connection to regional trail system.

Crosswalks

Accessible design standards for crosswalks could be established, taking into consideration of ramp slope, catch basin location and surface bumpiness.

Public Art

Team up with resources including Neighborhood Partnership Program, to create public art opportunities, enriching urban environment and engaging local talents. (E.g. STEAM Punk sculpture, Murals, etc)



Rain Gardens

The concept and successful examples of rain gardens in the western Pennsylvania prove to be an effective improvement to reduce urban flooding in rain events. In the improvement of parks and green spaces, rain gardens could be considered with high ecological and environmental ethics value.



Wet Weather Parks

Public parks in the City could be designed to accommodate extreme weather. Using salt and water tolerant plantings and grading drainage structures can transform traditional urban parks to a place, functioning for public good even on rainy days.



Playgrounds

Potential future playground plan on 8th Street and Barnes Street.

Park Reprogramming

Activate underutilized park space for pop-up events. Evaluate the current use and programming of Downtown parks and green space, making what is the best program or development opportunity for each spot a priority.

Waterfront Access

Based on the feedback from the workshop and the public meeting, there is strong interest in connecting Downtown with the waterfront. It is recommended to evaluate the needs and feasibility to develop a short term and long-term strategy for a waterfront connection plan.



Materials & Detail

In the spatial improvement of the Downtown public domain, materials and construction details should be taken into consideration, to demonstrate a level of continuity with the Downtown historical environment.



MOBILITY

An integrated transportation network of greenways, sidewalks, bikeways, transit services, roadways and freeways that provides for the safety of all travelers – including the elderly, youth and disabled – both within downtown and to surrounding communities. It is a transportation network that provides convenient access to valuable community resources such as employment centers, parks and the waterfront, cultural and entertainment attractions, and civic uses. It is a transportation network that supports community health and well-being, promotes a strong economy, and builds social capital.

Overview

City centers across the nation are experiencing revival and renaissance. Urbanized communities are becoming increasingly desirable, with more people showing interest in living and working in locations with a variety of mobility, cultural, entertainment, employment, and housing options. A combination of transportation strategies is needed to accommodate these shifting attitudes and accompanying influx of residents, employees, and visitors to urbanized areas.

Mode choice also has significant health implications. The way we choose to travel has subsequent health effects on individuals and surrounding communities. Individuals are positively affected by the physical activity benefits of walking and biking and can be adversely affected by stress and time spent sedentary in long vehicle commutes. In addition, air and noise emissions from motor vehicles create conditions that put people at risk for multiple negative health outcomes.

Throughout the Greater Pittsburgh Metropolitan Area and cities across the nation, people increasingly rely on and expect a variety of transportation options. Decreases in personal vehicle commuters, and increases in public transportation, walking and bicycling trips are evidence of this change and put additional pressure on local and

regional jurisdictions to accommodate these modes through improved infrastructure, service, and supporting policies.

The Complete Streets movement, combined with the safety advancement of Smart Cities's design, are at the heart of this shift. This approach will allow for community members and visitors to enter, exit, and travel within Downtown by whichever mode they choose.

With these trends in mind, the Corridor of Innovation Planning Consulting Team are committed to a vision for Downtown that supports a lifestyle where active transportation options, specifically walking and bicycling, are comfortable, safe and fun.



Artist Visual Representation of Multi-Modal Transportation System in Downtown

Existing Conditions & Analysis

There are currently three (3) main entrance connections to Downtown New Kensington from neighboring municipalities or the upper hill residential area. There is busy truck traffic through 7th Street. Segments of 4th Avenue, 5th Avenue and 6th Avenue are one-way streets (See Existing Traffic Pattern Map).

There are four (4) bus lines serving the Downtown area. All lines converge between 8th Street and 9th Street and 4th Avenue block. Bus service is actively used. (See Transit Map). There are an increasing number of bike and electric bike users, while there is no bike facility existing in Downtown area yet.



4th Avenue Transit Area



Bike User in Downtown Area

Focal Points

Based on the understanding of New Kensington's context and input from the stakeholder workshop, the planning recommendations on the Mobility pillar will be mainly focused on three (3) aspects. Under these focal points, more specific recommendations will be discussed in the Recommendations Section:

Multi-modal Transportation

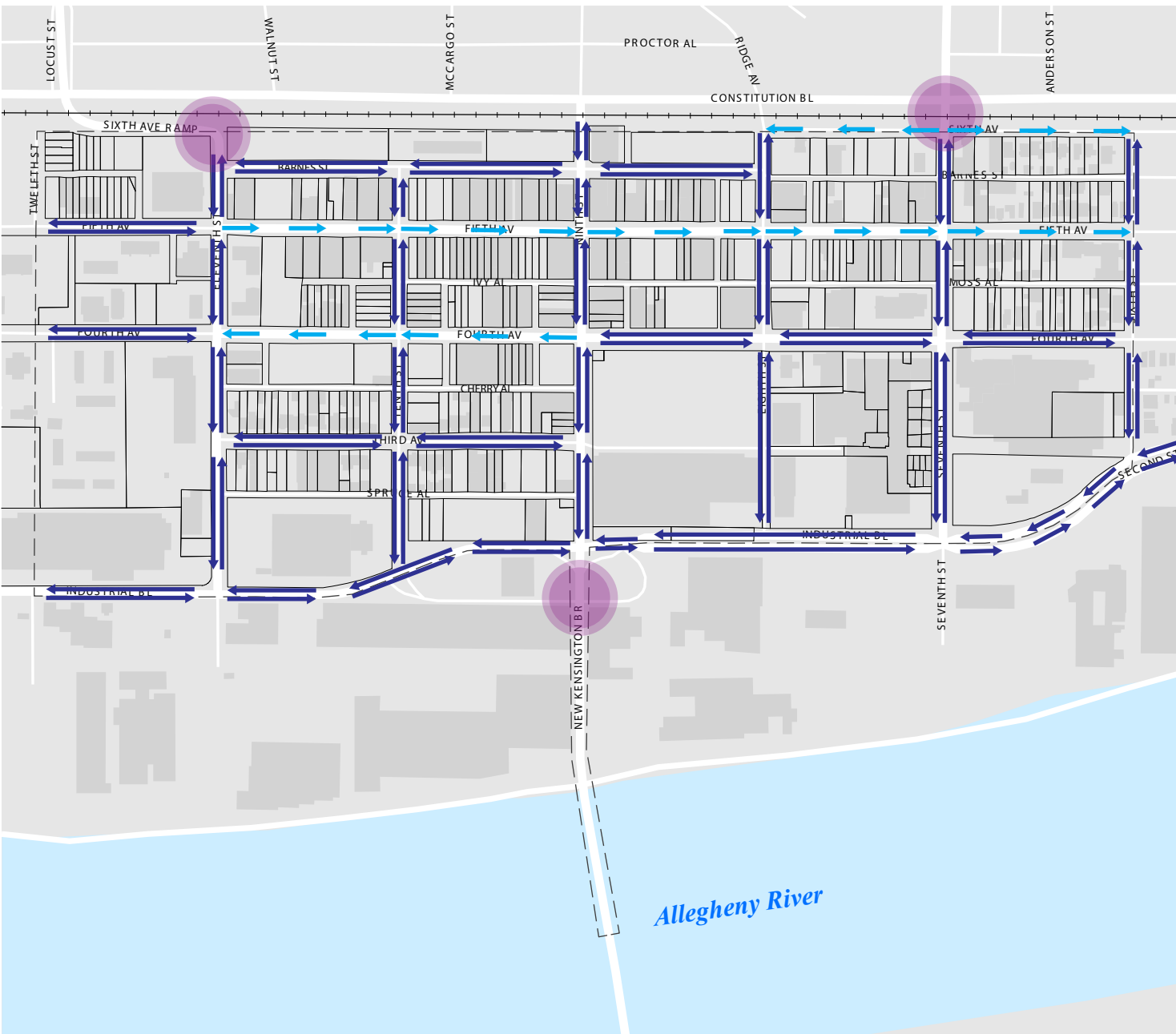
- Cyclotrack
- Sharrows
- 4th Avenue Transit Hub

Pedestrian Safety


- Sidewalk improvements
- Crosswalk improvements
- Universal Accessibility

Neighborhood Connection





- Cyclotrack
- Sidewalks
- Streetscape improvement
- Crosswalks
- Universal Accessibility



Traffic Direction

-  Two-Way Street
-  One-Way Street
-  Entry Point to Downtown

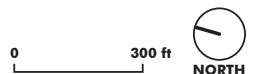
Legend

-  Study Area
-  Parcels
-  Railroads
-  Buildings

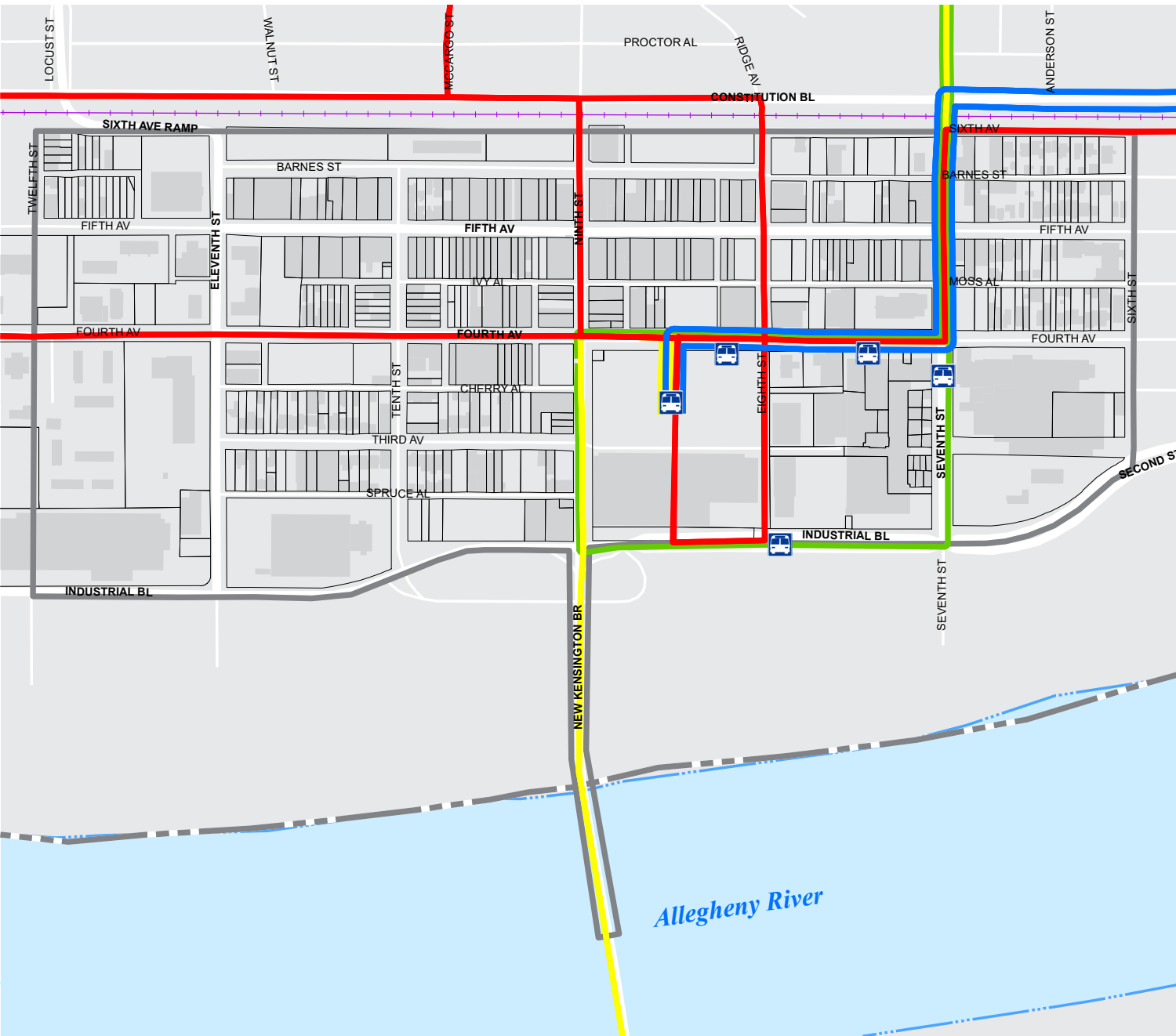
EXISTING TRAFFIC PATTERN

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MAY 16, 2019



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Legend

- Study Area
- Municipal Boundary
- Parcels
- State Roads
- Other Roads
- Railroads
- Streams/Ponds
- Buildings

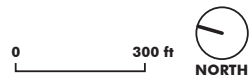
TRANSIT

- Transit Stop
- Route 12 (Greensburg - New Kensington)
- Route 14 (Local New Kensington)
- Route 14J (New Kensington - Penn State - Pittsburgh Mills)
- Route 15 (Avonmore - New Kensington)

TRANSIT MAP

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Issues Challenges & Opportunities

CURRENT STRENGTHS

- Good connectivity of street network
- Good public transportation service
- Adequate amount of people using public transportation

ISSUES & CHALLENGES

- Bus stops lacking improved amenities for bus users
- Lacking bike related facilities, including bike lane
- Regional traffic using 7th Street as a shortcut between highways should be avoided
- Degrading sidewalk conditions may cause safety issue
- Aging community's way of transportation needs to be considered

OPPORTUNITIES

- Consider bike transportation network, including lanes and facility
- Car sharing related services
- Electric bicycle and scooter
- Spatial improvement for transit hub
- Complete street as a method of thinking

Key Recommendations

Sharrows

To provide a bike route network, a few street segments are considered to accommodate Sharrows, which means “Share the road with Bicycles.” Sharrows would make drivers aware of cyclists, and in effect slowdown through traffic in Downtown area.



Crosswalk Improvements

Accessible design standards for crosswalks could be established, taking consideration of ramp slope, catch basin location and surface bumpiness. Artwork in crosswalks is also an opportunity.



Cyclotrack & Bike Facility

Improve multi-modal transportation in the Downtown area. Cyclotrack (Designated Bike Lanes) are introduced to the future mobility plan. Taking consideration of the existing right-of-way, cartway width, traffic pattern and major connecting points, feasible segments of a cyclotrack would be on 9th Street, 11th Street (west of 4th Avenue), 9th Street (east of 4th Avenue) and 4th Avenue.



- Primary Recommendations
- Secondary Recommendations
- Other Supporting Recommendations

4th Avenue Transit Hub

Currently, Route 12, Route 14, Route 14J, Route 15 all travel through the segments of 4th Avenue (from 9th Street to 7th Street). Bus queuing in this area needs to be organized. It is also an actively used bus stop for local residents. A transit hub with more amenities could be considered in the future, including a better bus shelter, more seating, bike storage facility, and a small plaza.



Sidewalk Improvements

See Public Amenity Recommendations.

Universal Accessibility

Those aging, people with disabilities and families with strollers, should be able to use the street as well as anyone else. Universal Accessibility design and construction standards should be incorporated in Downtown street improvements.

Streetscape Improvement

Street as an important public amenity, is a conduit of people and as a result business opportunity. Prioritized streetscape improvement projects were identified in the workshop by stakeholder groups, ranking from the most important:

5th Avenue

7th Street to 11th Street Segment

9th Street

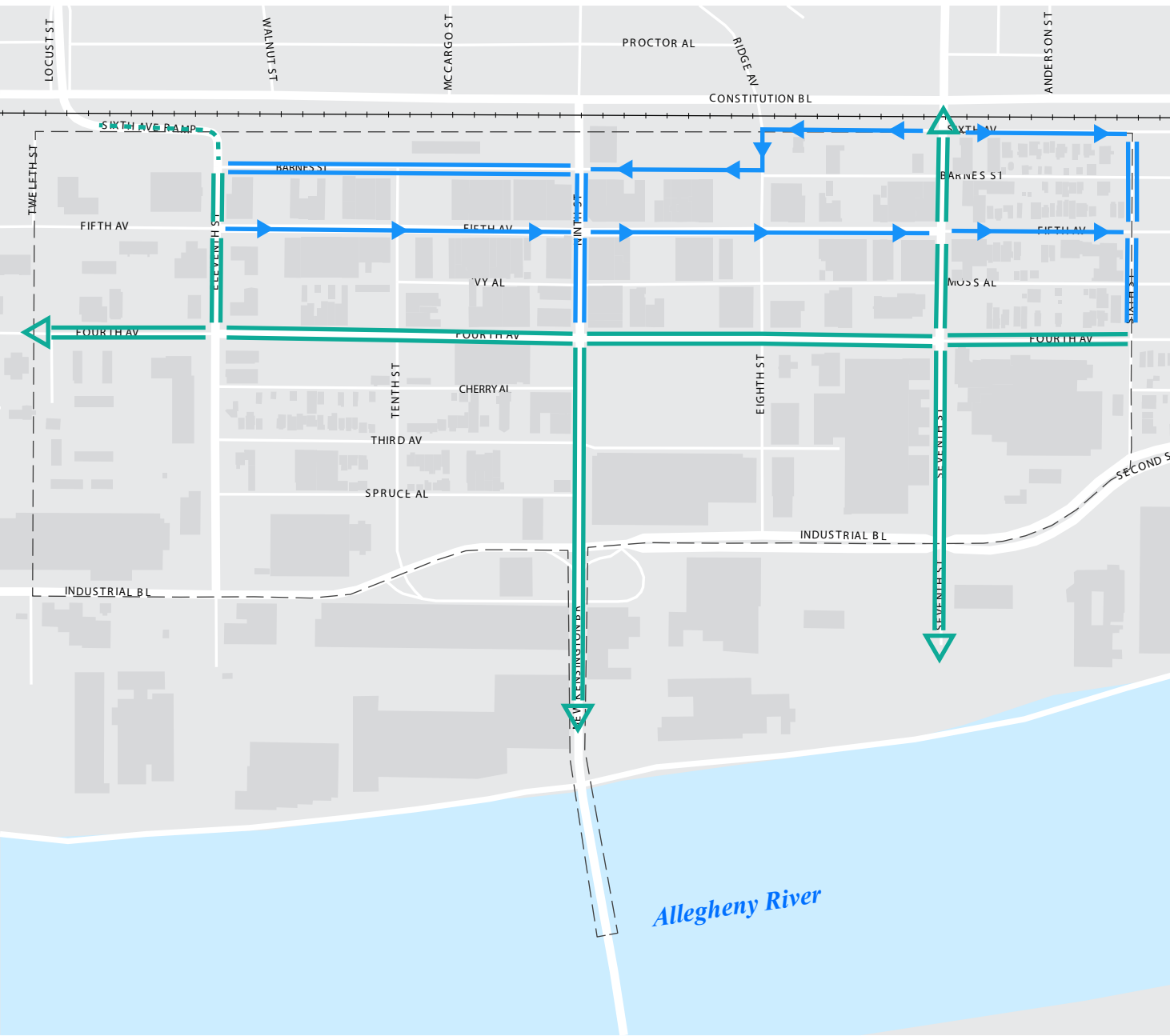
Industrial boulevard to 5th Avenue

4th Avenue

7th Street to 10th Street Segment

Barnes Street

8th Street to 11th Street Segment

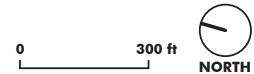


- Legend**
- Study Area
 - Railroads
 - Building Footprint Area
 - Buildings
 - Mobility**
 - Cyclotrack (Sep. Bike Lanes; Both Directions)
 - Sharrow Both Directions (Bike Using Travel Lane)
 - Sharrow One-Way (Bike Using Travel Lane)

BIKE MOBILITY

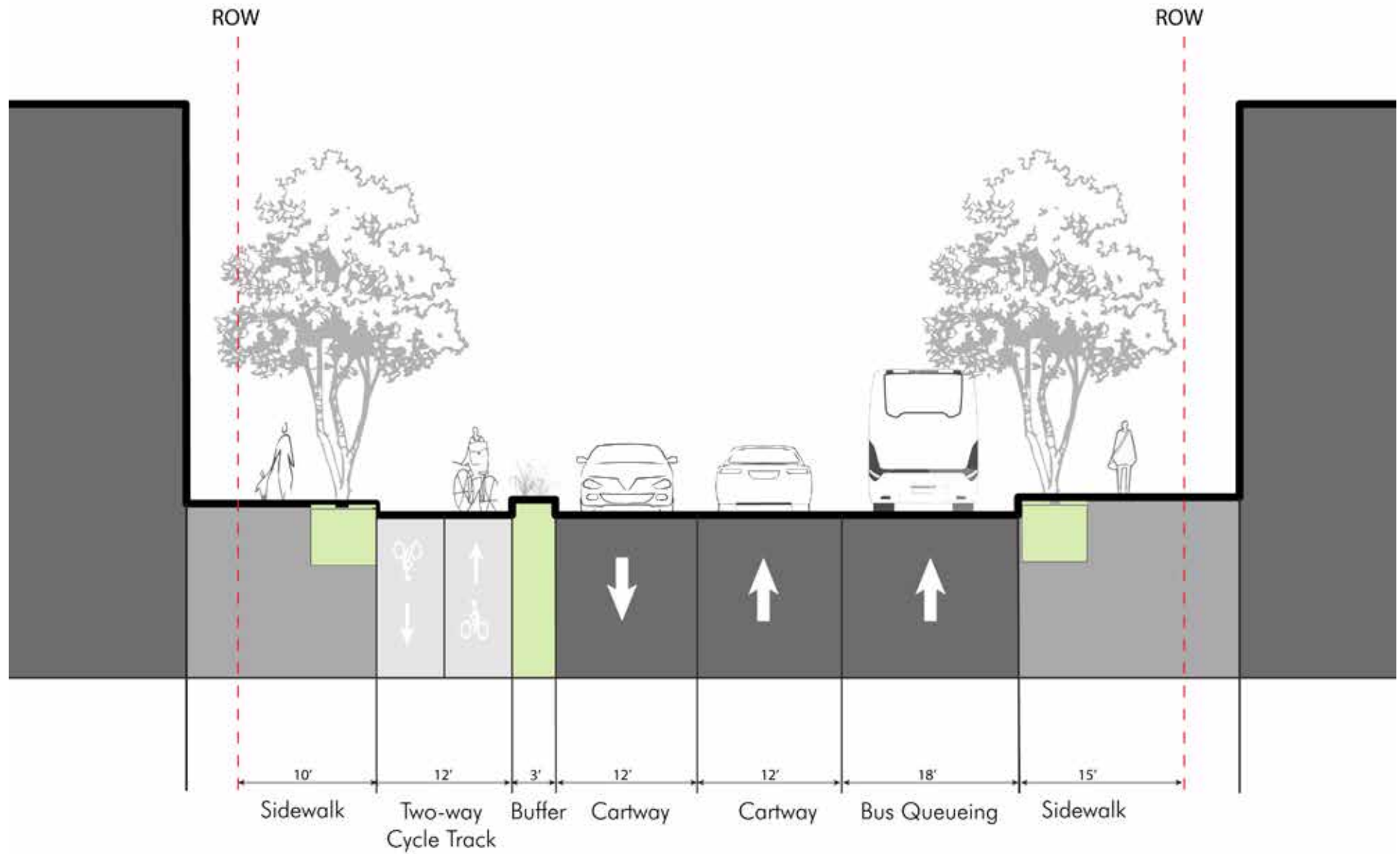
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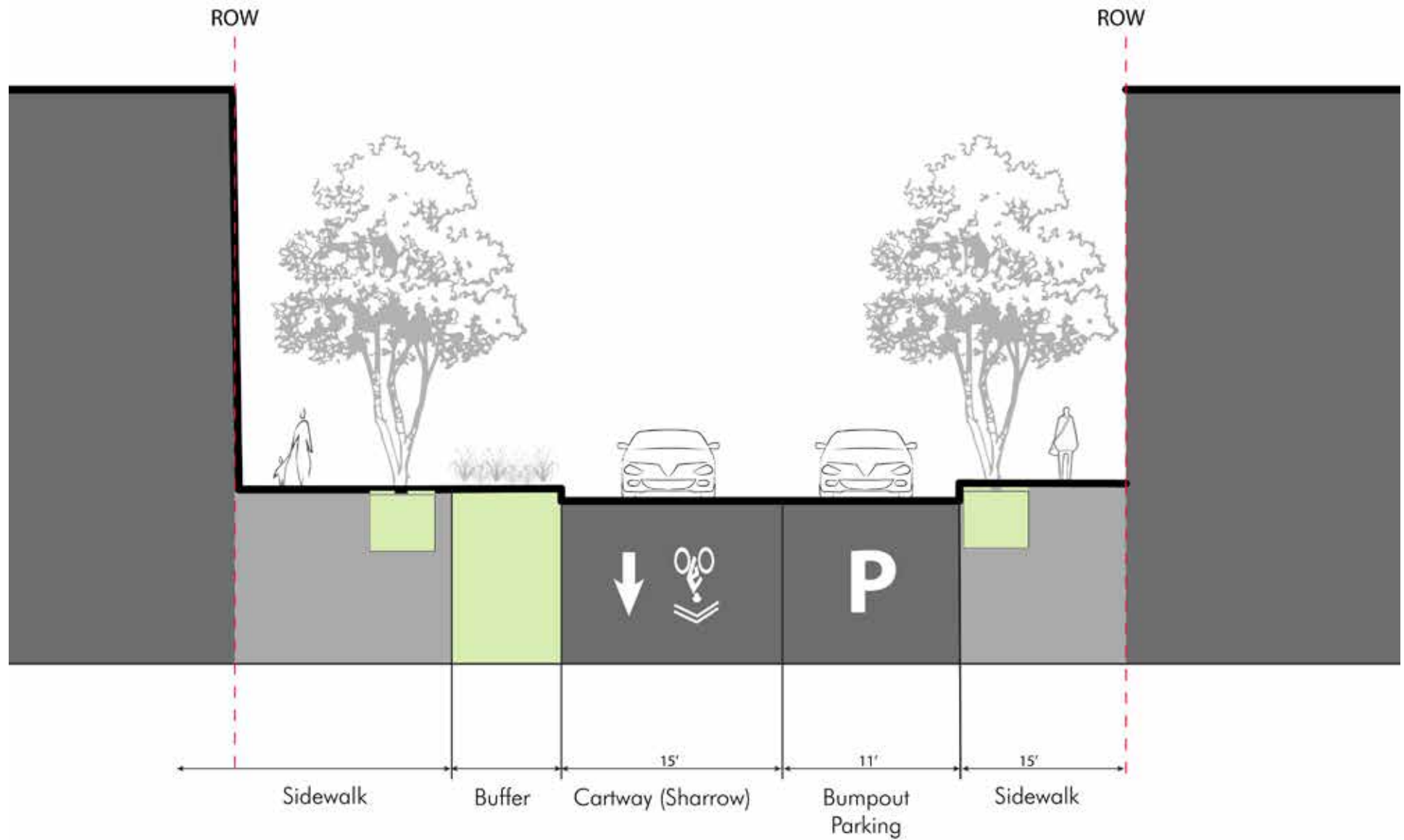


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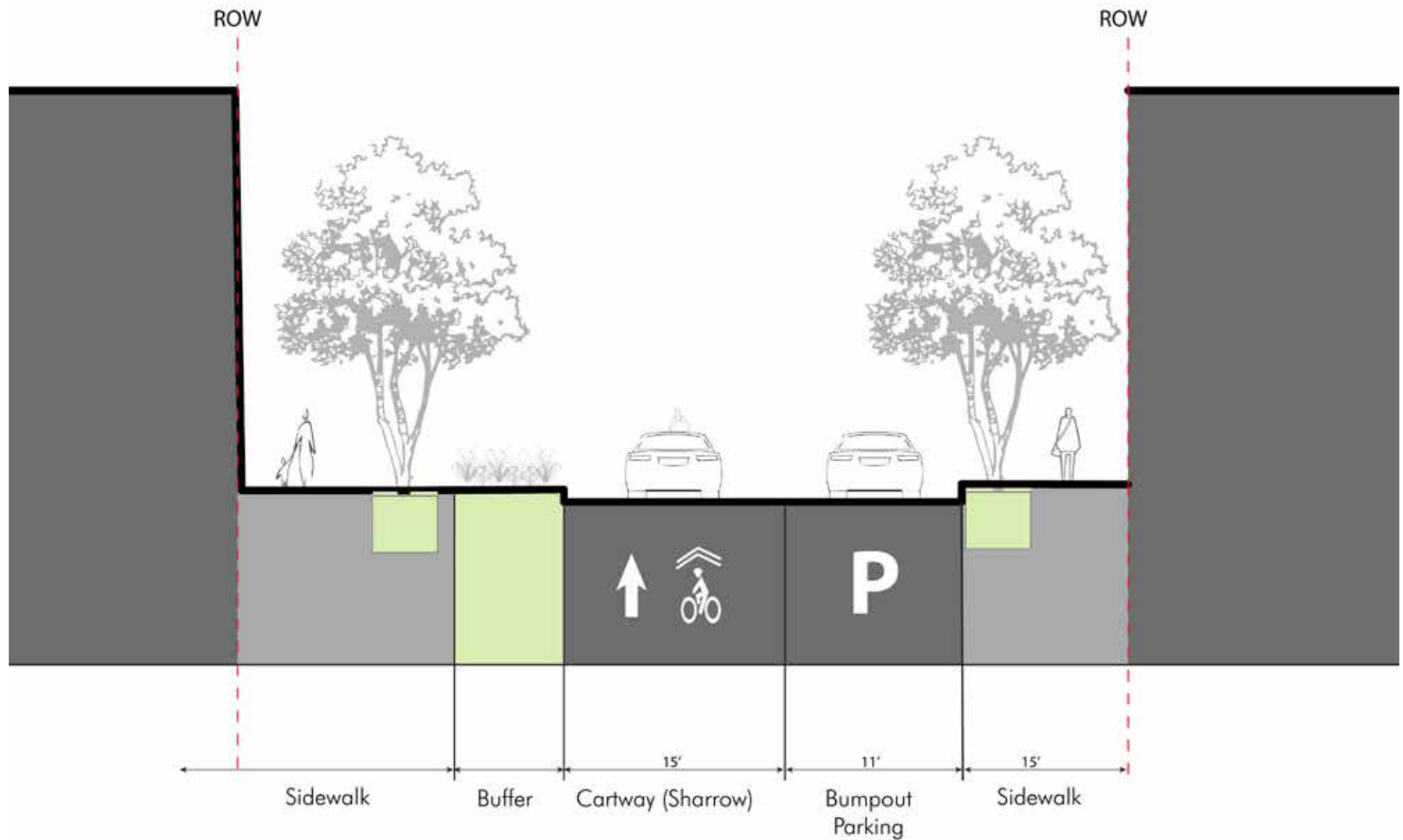
Cyclotrack on 4th Avenue Concept Section A



Cyclotrack on 4th Avenue Concept Section B



Sharrow on 5th Avenue Concept Section



BUILDING

The surviving fabric is significant as an example of commercial and residential buildings associated with the aluminum industry, 1891 to 1947. The district as a whole reflects the architecture of a period working class aluminum community.

-New Kensington Historic District, City Website

Overview

The New Kensington 5th Avenue commercial corridor has a litany of positive attributes. The district contains a large inventory of intact building stock, many of the buildings featuring historic character. The street is highly walkable with a good tree canopy, which is a great feature to conserve. There is a plethora of on street parking with traffic calming bump-outs. However, the district's retail environment is weak and experiences high vacancy. A good portion of the buildings along

the street are poorly maintained and there exist buildings where the adjacent building has been demolished and, in turn exposes, the remaining structure's shared party wall to the elements for which it was not designed to withstand. Demolition of buildings on 5th Avenue are leaving gaps in the continuous line of facades, creating "missing teeth." Effort could be made to preserve vacant buildings by stabilizing the structures and mothballing until redevelopment catches up to them.

There was a noted perception of safety issues in the district, which statistically bears out to be perception and not fact. Also noted in the field study was a number of non-functioning parking meters, those meters should be repaired, removed or replaced. Adequate parking exists and non-street parking is within reasonable walking distance of retail.

The New Kensington Department of Public Works maintains the vacant lots at a high standard, that coupled with new benches and new bike racks may have some influence in mitigating safety concerns. Effort in creating public gathering places in the form of community gardens and gazebo are quite effective.

Existing Conditions & Analysis

The existing building conditions in the business corridor vary greatly. Some buildings are in good to fair condition while others are in very poor condition and appear beyond salvage. Some runs of storefronts, particularly “Building G” (See Building G on the Selected Building Reference Images page) are in extremely poor shape and disrepair. However, some parts of 5th Avenue have short runs of storefronts that are in better condition and retain a level curb appeal. Most of the structures, with few exceptions (See Building C on the Selected Building Reference Images page) are two to three stories high, but upper story vacancy is nearly universal with many buildings plagued by boarded windows or worse broken out windows. Despite the dire condition of some structures, many buildings have a lot of unique character and are candidates for stabilization, mothballing and eventual restoration. As noted previously, party walls of certain buildings are exposed to the elements due to the adjacent building’s demolition. Salvation of many of the buildings noted and many others lies in the stabilization and mothballing of structures and tough and universal code enforcement. Code enforcement is an effective tool to move neglected real estate to market and to preserve buildings for future redevelopment.



New Kensington Downtown Buildings

Focal Points

Based on the understanding of New Kensington's context and input from the stakeholder workshop, the planning recommendations on the Building pillar will be mainly focused on three (3) aspects. Under these focal points, more specific recommendations will be discussed in the Recommendations Section:

Infill

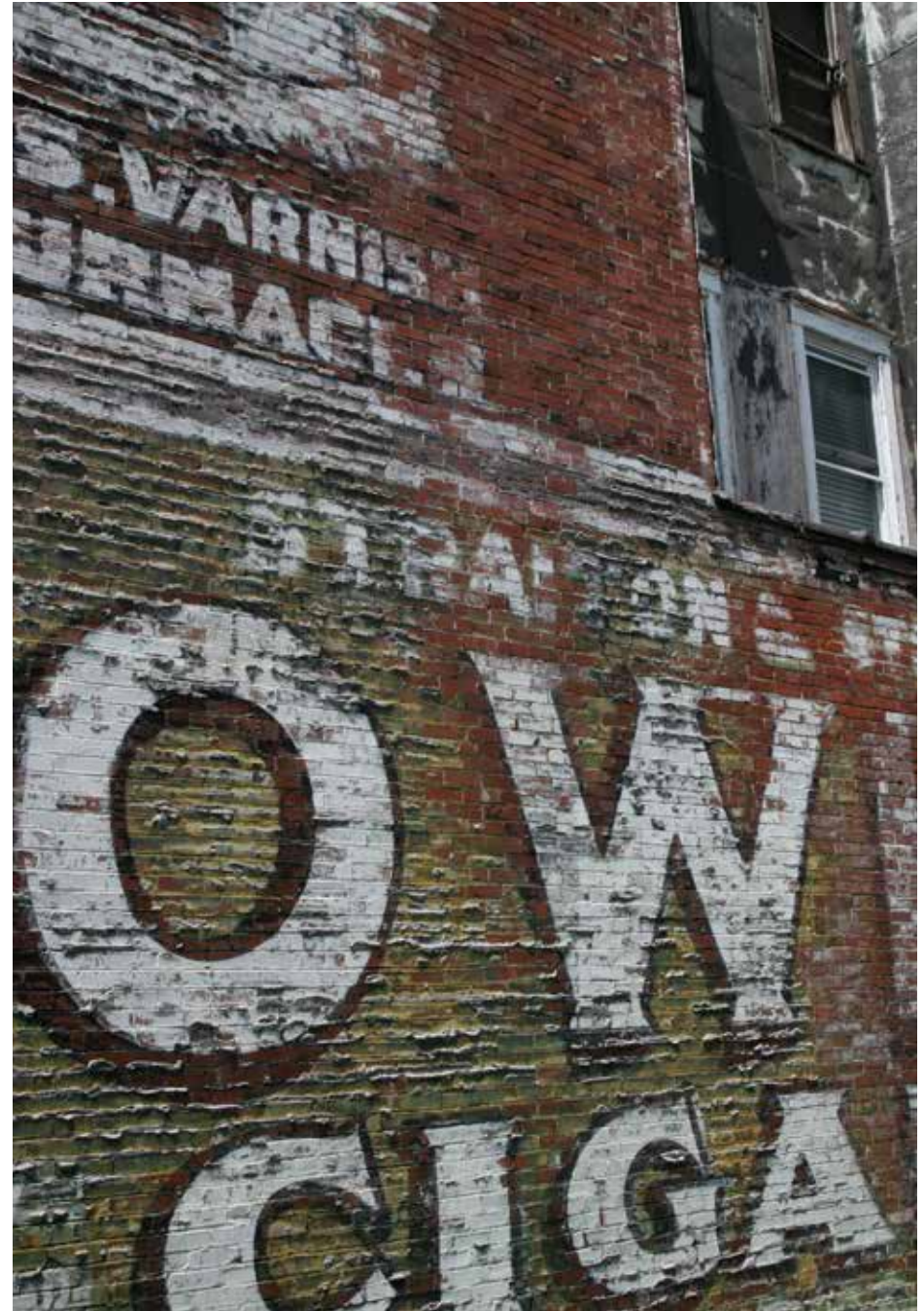
- Residential
- Mixed use
- Commercial
- Institutional/Educational/Medical

Re-purposing

- Historic preservation
- Use conversions
- Facade improvements
- Structural improvements

Catalytic Projects

- Digital labs
- Maker spaces
- Incubator space/Shared workspace



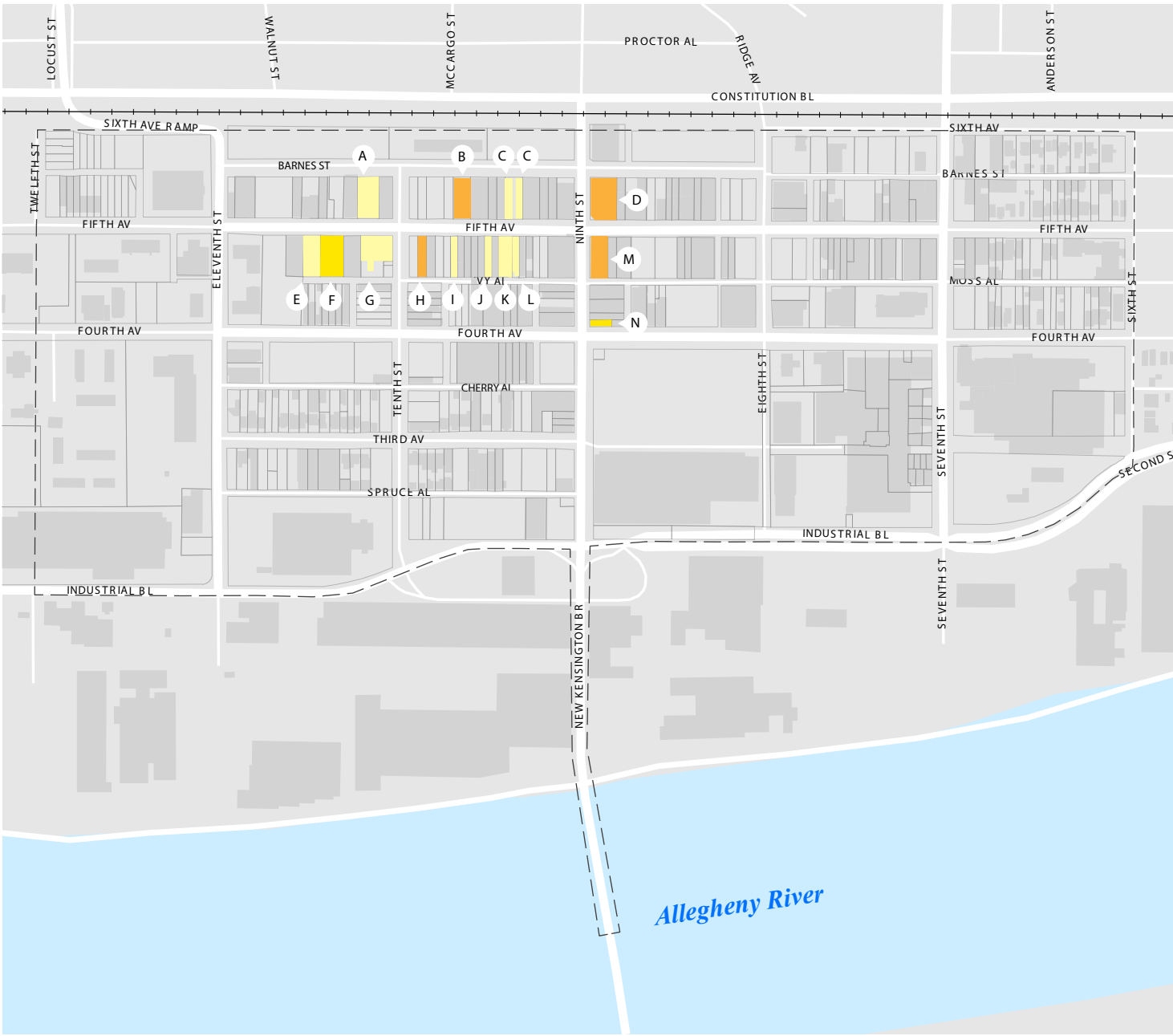
New Kensington Downtown Building

Building Condition Assessment Table

Building No.	A	B	C	D	E	F	G
Name/ID/Description	Sons of Italy Bingo Hall	Voodoo Brewery	vacant mews-style office building	closed 3 story bank	1043 Fifth Avenue	former art-deco style movie theater	McDonough Building
Type	former theater; used as assembly space/bingo hall	historic movie theater; 1920's façade	pair of office buildings with interior courtyard that connects to front and rear	former bank	3 story masonry building (may be former department store/specialty retail)	former art-deco style movie theater	single story with multiple retail (~7) storefronts on corner location
Vacancy Status	occupied	currently vacant during renovation	vacant	vacant	vacant	vacant	vacant
Overall Condition	good-fair	under renovation; good condition	good-fair	façade appears sound with interior/roofing/structural	fair	good w/ great art deco façade features	poor
Overview/Existing Conditions	good street anchor; appears physically sound; good community gathering location; mid-block of	very strong community anchor being established; micro brewery with loyal following in multiple	vacant building; for sale/lease; masonry structure appears relatively sound on streetfront	strong corner anchor building; structural assessment completed indicating poor condition	large masonry structure w/ boarded windows	boarded first floor windows with theater imagery decorations	boarded retail storefronts convey near abandonment
Number of floors	1 floor/high ceilings w/ possible mezzanine	2+ stories w/ probable high ceilings from movie	1 story	3 stories	3 story	1 1/2 story	1 story
Front facade	great candidate for façade improvement program; needs windows/transparency on retail level and possibly second level if mezzanine	historic second floor façade in solid condition; contributing building to historic district; first floor requires	unusual mews-style opening that is currently fenced/gated; otherwise presents solid wall w/ single window on each side	strong corner building with active facades on both 5th Ave and 9th Street	midblock presence w/ "modernized" concrete retail frontage	art deco themed theater	7 retail frontages boarded poorly
Roof form	flat roof	appears as gable/peaked	unknown	missing	flat roof	flat roof	small gable roof in poor
Any suspected structural issues/deficiencies/concerns	none identified	under renovation	unknown	yes; structural assessment completed	unknown	unknown	probable structural issues
Street visibility	high visibility due to theater marquis	acts as corner building to block as adjacent/corner parcel is vacant lot	average; front door internal to mews and not street facing	strong corner presence	among last buildings w/ street presence on this block; adjacent vacant lots/parking	good street presence created by art deco façade and 3-bay wide building stock	good frontage on two sides (5th Ave & 10th Street) as large corner presence
Level of ground floor street level porosity		needs to be improved; good candidate for ground	minimal, but appropriate for building type	good transparency on both street-facing facades	good window transparency	if occupied, would provide good window transparency	large retail fronts, but boarded and poor
Approx. building/structure width	double lot	double lot	double lot	double lot	1 1/2 lot wide	3 lots wide	4 lots wide
Character of current street	walkable scale; some occupancy/some vacancy; good tree canopy; curb bump outs provide traffic calming	walkable scale; a few vacant lots; adjacent/corner lot is a good site for programming of community gatherings	walkable scale; a few vacant lots	walkable scale; a few vacant lots; good corner presence of bank building	walkable; higher levels of vacancy and distress identified by more vacant land adjacent and across the street	walkable; higher levels of vacancy and distress identified by more vacant land adjacent and across the street	walkable scale; some occupancy/some vacancy; good tree canopy; curb bump outs provide traffic calming; boarded retail
Availability of nearby parking	on street parking in front; large parking lot in rear	on street parking in front; large parking lot in rear	on street parking in front; large parking lot in rear	on street parking with lots nearby	on street parking with nearby lot	on street parking; lots within walking distance	on street parking on both streets; lots within walking distance
Other		Good anchor that will generate visitors to New	for sale/lease	structural issues to be reviewed		for sale	very poor condition; good site for consideration for

Building Condition Assessment Table

Building No.	H	I	J	K	L	M	N
Name/ID/Description	Catoris Candies; Fraternal Order of Eagles bldg	Eger Jewelers	945 5th Avenue	933 5th Avenue	931 5th Avenue	Apothecary Soap Company/BidNow.com	former 9th Street Café/Walt's Deli
Type	3 story art-deco inspired building with columns	2 story art deco jewelry store	2 story early 20th century upstairs/downstairs building	2 story mid-century department/furniture store retail	2 story mid-century retail storefront	3 story corner building	3 story upstairs/downstairs retail front w/ apartments above
Vacancy Status	occupied	vacant	probably vacant	occupied	vacant	first floor occupied; upper floors appear vacant	vacant
Overall Condition	good	good	fair	fair	good	good	poor w/ broken windows
Overview/Existing Conditions	popular candy retail/mail order location on ground floor; acts as corner building w/ adjacent vacant lot	2 story art deco former jewelry store with vacant retail	building in poor condition with unique second story architectural features and degraded first floor retail experience	ground floor occupied by rock/bead retail with second floor storage/vacancy	generally good condition due to recent façade repair	large 3 story building on 100% corner location of 5th Avenue & 9th Street	dilapidated building on corner location w/ vacant lots adjacent from prior demolition
Number of floors	3 stories	2 stories	2 stories	2 stories	2 stories	3 stories	3 stories
Front facade	strong historic character w/ art-deco inspired design elements	most prominent art deco featured building in the historic district	unique second story architectural features and degraded first floor retail experience	poor condition w/ dilapidated sign and potentially leaking windows	mid-century retail storefront w/ solid second floor (no windows) and office-style ground floor frontage	5th Avenue façade with large retail windows for merchandising; 9th Street façade mostly solid masonry	retail windows for restaurant on 9th street w/ masonry and upper floor windows on 4th Avenue
Roof form	flat	flat	flat	flat	flat	flat	unknown
Any suspected structural issues/deficiencies/concerns	none identified	none identified	unknown	unknown	none identified	none identified	probable structural issues due to vacancy and adjacent demolition
Street visibility	strong historic character on "corner" location provides good street anchor	eye catching design and adjacent parking lot provide for better visibility in otherwise continuous building cadence	less than average visibility in continuous building cadence	good visibility due to double width building and high retail transparency	good visibility w/ architectural detail that calls attention to the building; adjacent parking area provides "corner" building type visibility	high street visibility as anchor building on 100% corner	high visibility corner across from large retail strip center
Level of ground floor street level porosity	good level of transparency through merchandising window	large retail windows provide good transparency	very large retail windows and high transparency, but currently obscured internally	exceptional transparency due to 1 1/2 story retail window expanse	good; large display windows intact	5th Avenue provides high transparency w/ large retail/glass expanse; 9th Street minimal	large open windows on 9th street for café experience
Approx. building/structure width	single lot	single lot	single lot	double lot	single lot	double lot	single lot
Character of current street	walkable scale; a few vacant lots; adjacent/corner lot available for beautification strategies	walkable scale with on street parking on both sides are good attributes, but buildings in poor condition and high vacancy	buildings in poor condition and high vacancy	buildings in poor condition and high vacancy	buildings in poor condition and high vacancy	retail vacancy but good building stock on 100% corner	high traffic corner at gateway location w/ inhospitable walking experience
Availability of nearby parking	on street parking; lots within walking distance	private lot next door; on street parking; public lots are walking distance	on street parking, but mid-block location provides longer distance to public lots than other locations	private bank parking lot one lot adjacent, but otherwise on street parking only w/ mid-block location further from public lots	private parking for bank on vacant lot next door (not an actual parking lot); on street parking; mid-block location further away from public lots	on street parking w/ public lots in walkable distance	no on street parking on either street; large privately owned strip center lot across the street
Other	retail operation hours on door not accurate with street experience	for lease			2017 participant in façade improvement program	adjacent building (gun store) continues building façade	demolition candidate



Legend

Buildings

The Letter Signifies the Building's Image on the Building Reference Page

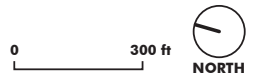
- Primary
- Secondary
- Tertiary

- Study Area
- Parcels
- Railroads
- Buildings

MAY 2019 SELECTED BUILDINGS MAP*

* As Identified by May 2019 Charrette Participants
CORRIDOR OF INNOVATION
MASTER PLAN

Prepared for: WCPD
JUNE 06, 2019



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SELECTED BUILDING REFERENCE IMAGES

CORRIDOR OF INNOVATION
MASTER PLAN

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Issues Challenges & Opportunities

CURRENT STRENGTHS

- Adequate amount of existing building spaces
- Most buildings are structurally stable
- Have special historical buildings/places that the community values and is bonded to
- A few potential new developments are drawing public attention
- High quality existing gallery and museum
- Educational institution

ISSUES & CHALLENGES

- An excessive amount of vacant buildings
- An excessive amount of vacant lots
- Many buildings need to be mothballed properly for later reuse
- Neighborhood of intimate scale might pose a restriction for larger development
- Historic buildings and unique architecture

OPPORTUNITIES

- Penn State New Kensington is interested in supporting Downtown revitalization
- Extension of VooDoo Brewery
- Planned Wesley Family Service Apartments
- Regional investors have expressed interest
- Potential for second story residential
- Great building stock
- Historic tax credits for investment in building renovations

Key Recommendations

Digital Labs

Collaboration between Penn State New Kensington might lead to the opportunity of a Digital Lab project in Downtown. The preferred locations of the project were voted by the stakeholder group to be along the 5th Avenue.

Mixed Use

In Downtown infill land parcels, mixed use components should be considered as a successful revitalization method. Mixed use developments connect different land use typologies for a cohesive and dynamic urban experience. A significant number of parcels in the study area are considered to have great potential to be developed into mixed use projects, which have the flexibility to adapt to a changing market.



Institutional/Educational/Medical Uses

Institutional, educational and buildings with medical uses are essential components in Downtown as of today. As the collaboration of City and educational institutions deepens, new projects of the above uses might emerge in the Downtown area.

Maker Spaces

New Economy typology like Maker Spaces could be considered by New Kensington for the relevance of the local industrial history and the creative group. It is a marriage between education and hobby related commerce. It is a type of business that caters to a wide audience of different ages and education levels.



- Primary Recommendations
- Secondary Recommendations
- Other Supporting Recommendations

Facade Improvements

Facade improvement efforts along 4th Avenue and 5th Avenue has multiple goals: First, to prevent deterioration of existing conditions; secondly, to restore facades which historically had been renovated which was considered a “disrupter” by the community; thirdly, to encourage facade transparency on ground level, including innovative materials and semi open storefronts to building extensions and new projects.



Residential

In Downtown infill land parcels, residential components should be considered. Residency in Downtown areas provide enough flow to make business economically viable. Local dwellers also create after hours street activities, which enhance the neighborhood watch for safety.

Use Conversions

Adaptive reuse of a building usually means its new use is drastically different in purpose from the first. To accommodate the new program, a certain level of interior and exterior modification might be necessary, see Facade Improvements. Adaptive reuse allows cities to take a second look at old spaces, especially those that are abandoned or located along struggling, industrial waterfronts. It can also be a key method to reduce urban sprawl.



Structural Improvements

To safely restore or repurpose historical structures, necessary structural improvements might need to be implemented with professional structural engineering service. City could help property owners to find resources.

Commercial Use

The domain experience along 4th Avenue and 5th Avenue is still intended to be commercial, which is consistent with its Downtown feature. New Economy related commercial uses will be encouraged.



Incubator Space/Shared Workspace

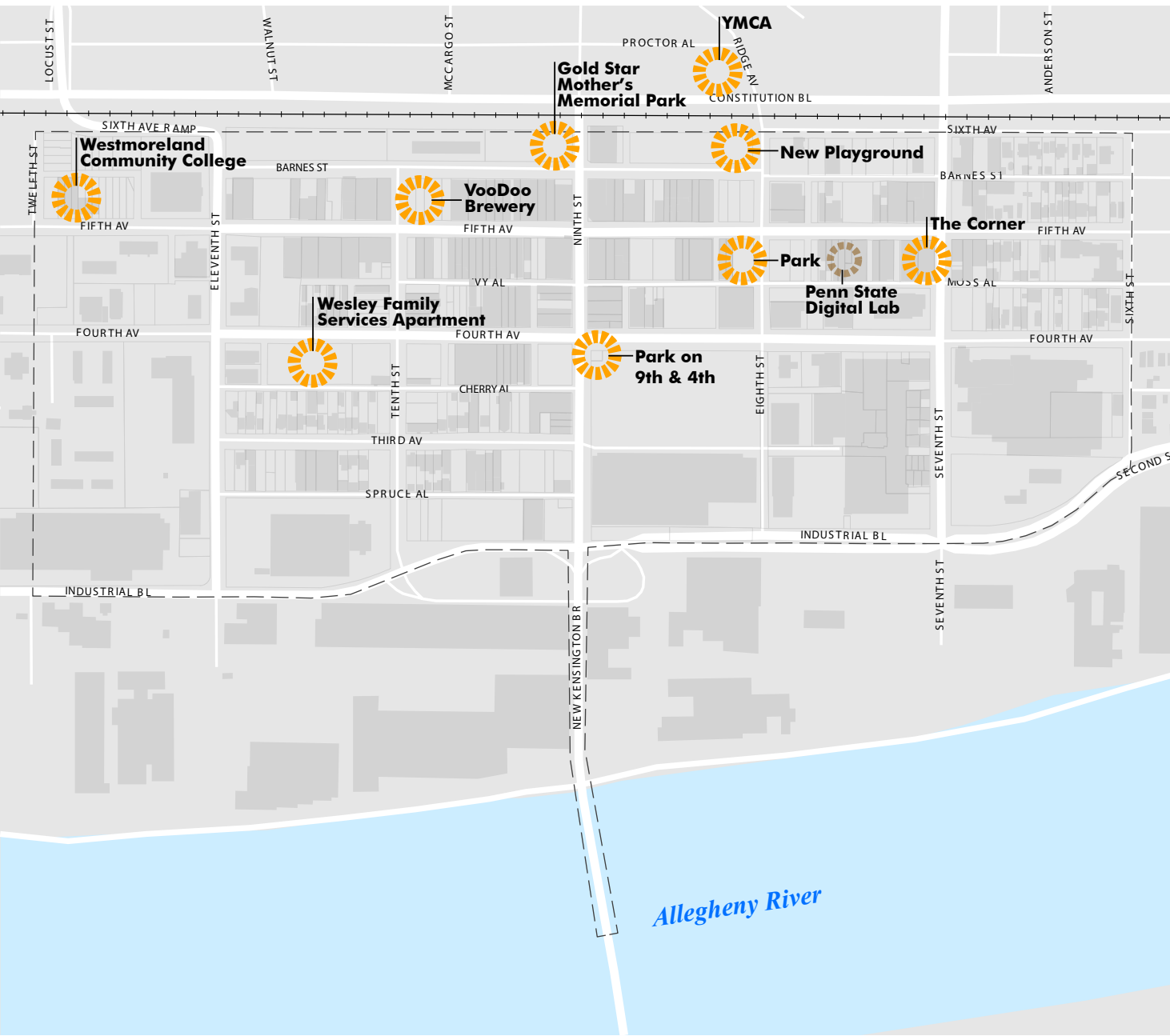
Successful incubator project “The Corner” has well established itself on 5th Avenue and has become a new social space for the Downtown communities. Shared workspaces support local small businesses and startups, and encourage local talent retention.



Historic Preservation

Creatively renovate and preserve historic buildings and structures for their unique architectural feature and space. Efforts to document and investigate the cultural value, structural stability, thermal performance and preservation feasibility could be performed, to identify historical buildings of different preservation level. Based on the evaluation, further develop downtown preservation guidelines.





Legend



Recent / Planned Addition



Alternative Location

- Study Area
- Parcels
- Railroads
- Buildings

RECENT / PLANNED ADDITIONS AS OF MAY 2019

CORRIDOR OF INNOVATION MASTER PLAN

Prepared for: WCPD
MAY 16, 2019



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Overview

Historically, Downtown New Kensington had reached a distinctive identity and a character of its own. Now, the new challenge for the local community is to face the transforming network of industries and commerce, while offering a quality urban experience to existing and new residents. New Kensington has the opportunity to lead the region in creating a new downtown revitalization model, providing useful cases to reform a local economy with the aid of physical tools. Here, amid all challenges, is the opportunity to transform the City using land use policies.

LAND USE AND URBAN FORM



New Kensington in 1896

During the strategic planning process, smart growth concepts are deeply embedded, which directs development towards districts already served by infrastructure. Thus, smart growth principles seek to use the resources that existing neighborhoods offer and maintain the value of public and private investment. By encouraging development in existing areas, communities benefit from a stronger tax base, closer proximity to jobs and services, increased efficiency of already developed land and infrastructure, reduced development pressure in edge areas, and preservation of open space. The public sector can also often avoid the cost of new road, sewer, and water networks that are needed in greenfield development.

Reusing abandoned or underused properties can help eliminate blight, make the community a more attractive place to live and enhance the quality of life. Wherever feasible, the City should emphasize developing land that was previously used for all types of activity - residential, commercial, industrial, and even community gardens.

Mixing land uses (commercial, residential, recreational, and others) in neighborhoods or places that are accessible by bike and foot can create vibrant and diverse communities. A mix of uses encourages people to congregate and live in urban neighborhoods or smaller regions. Old shopping centers and strip malls, as well as downtown buildings have been successfully converted

to mixed use communities. Mixed land uses are critical to achieving the great places to live, work, and play that smart growth encourages.



An Urban Transect of Mixed Use Urban Center - Medium Density



An Urban Transect of Mixed Use Urban Center - Medium to High Density

Existing Conditions & Analysis

The study area of New Kensington has a dense urban fabric with a variety of uses, including mainly commercial, some residential (single family), healthcare facilities, public facilities, open space, light industrial in the periphery and institutional uses. The existing uses of each building was mapped during the strategic planning exercise to the best ability (See Existing Land Use Map).

The current rate of vacant lots and vacant buildings in the commercial area are a major concern. The high percentage of land surfaces used for parking is considered to be excessive. Current surface usage is mapped, and the percentage of each category is analyzed (See Parking Analysis Map and Surface Analysis material).

Existing zoning in the studied area include R-1, C-2, C-3, C-4 and I-1. Mixed Use is not an option for development.

The building massing (scale and size of an individual building) in the study zone is medium to small, which provides for an intimate and pedestrian friendly commercial environment. This is an important urban feature to be maintained. “Shoebox” types of existing development, and huge surface parking lots, are considered to be an interruption of walkable Downtown urban fabric.

Along 4th Avenue and 5th Avenue, planning efforts should be made to keep a continuous street storefront. Current vacant lots and vacant buildings within the corridor have a negative impact to the image of an active urban center.



Various Urban Fabric of New Kensington Downtown



Focal Points

Based on the understanding of New Kensington's context and input from the stakeholder workshop, the planning recommendations on the Land Use and Urban Form pillar will be mainly focused on four (4) aspects. Under these focal points, more specific recommendations will be discussed in the Recommendations Section:

Infill

- Street wall reinforced
- Vacant building space reduction
- Vacant lot space reduction
- Excess parking space reduction

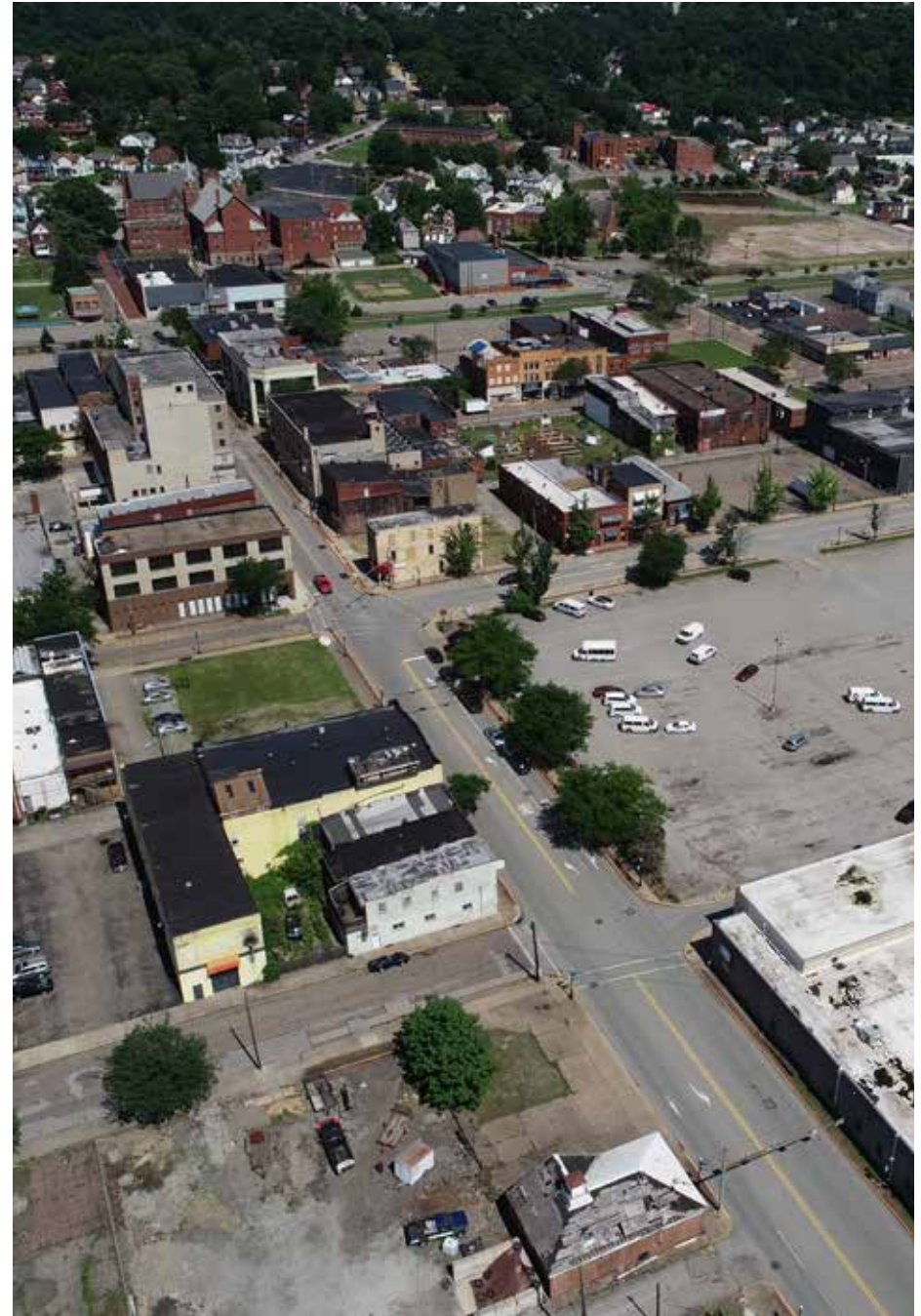
Diversification

- Mixed use activities
- New Economy needs
- Housing options expanded

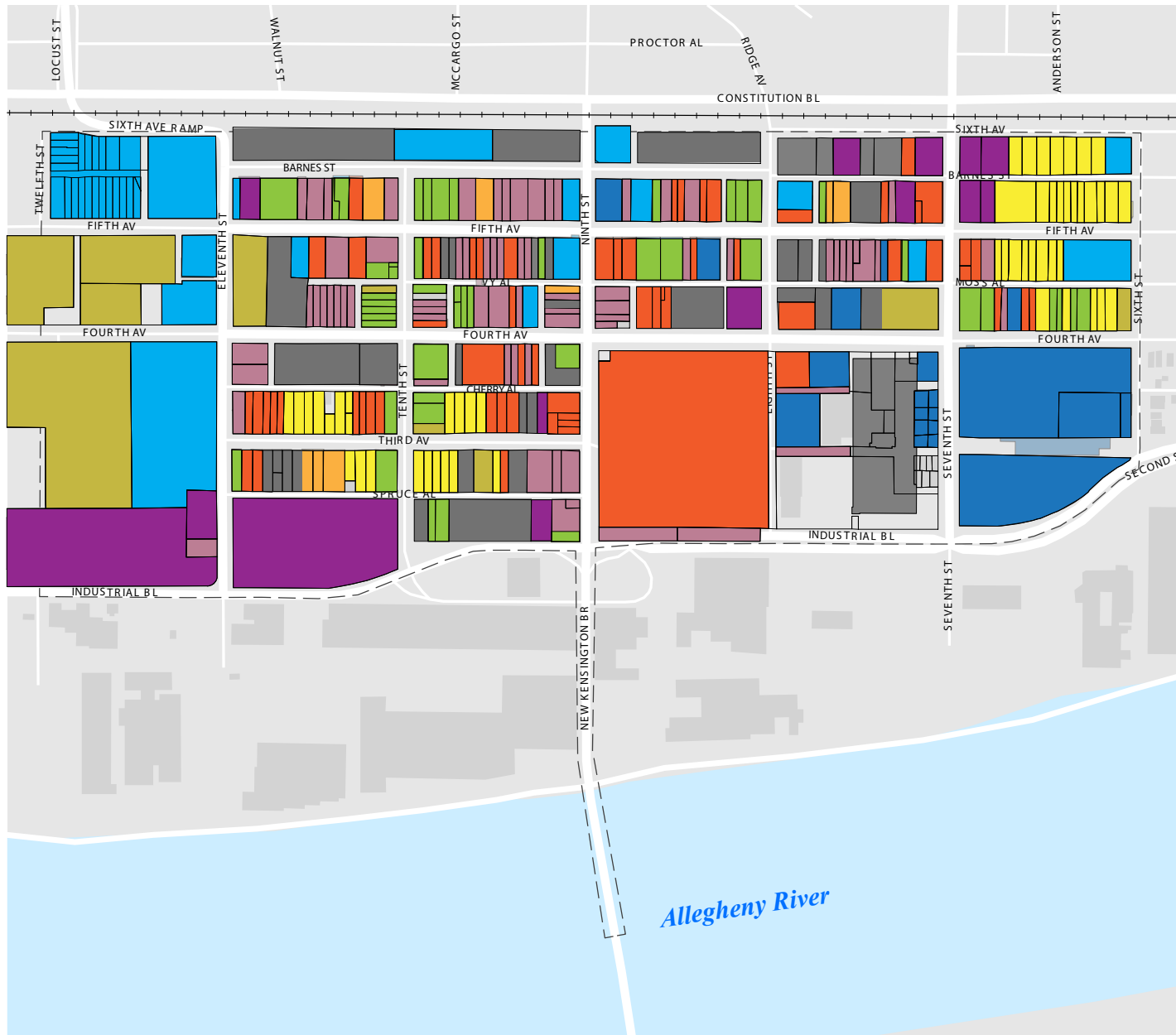
Policies and Codes

- Zoning requirements aligned to vision
- Zoning obstacles/impediments removed
- Potential zoning amendments
- Design standards

Long-Term Decision that the Downtown Has a Connection to Riverfront.



New Kensington Downtown Along 9th Street



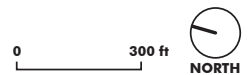
- Land Use**
- Park / Pop-up Park
 - Parking
 - Industrial / Auto-related
 - High Density Residential
 - Moderate Density Residential
 - Institutional / Civic
 - Medical
 - Community / Recreation
 - Vacant / Vacant Lot / Lot with Identified Structure to be Demolished
 - Retail / Service

- Legend**
- Study Area
 - Parcels
 - Railroads
 - Buildings








EXISTING LAND USE

CORRIDOR OF INNOVATION MASTER PLAN

Prepared for: WCPD
MAY 16, 2019



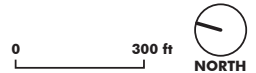
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 Study Area
 Parcels
 Railroads
 Building Footprint Area
 Buildings
 Unimproved Parcels
 Vacant Lot (Not landscaped)

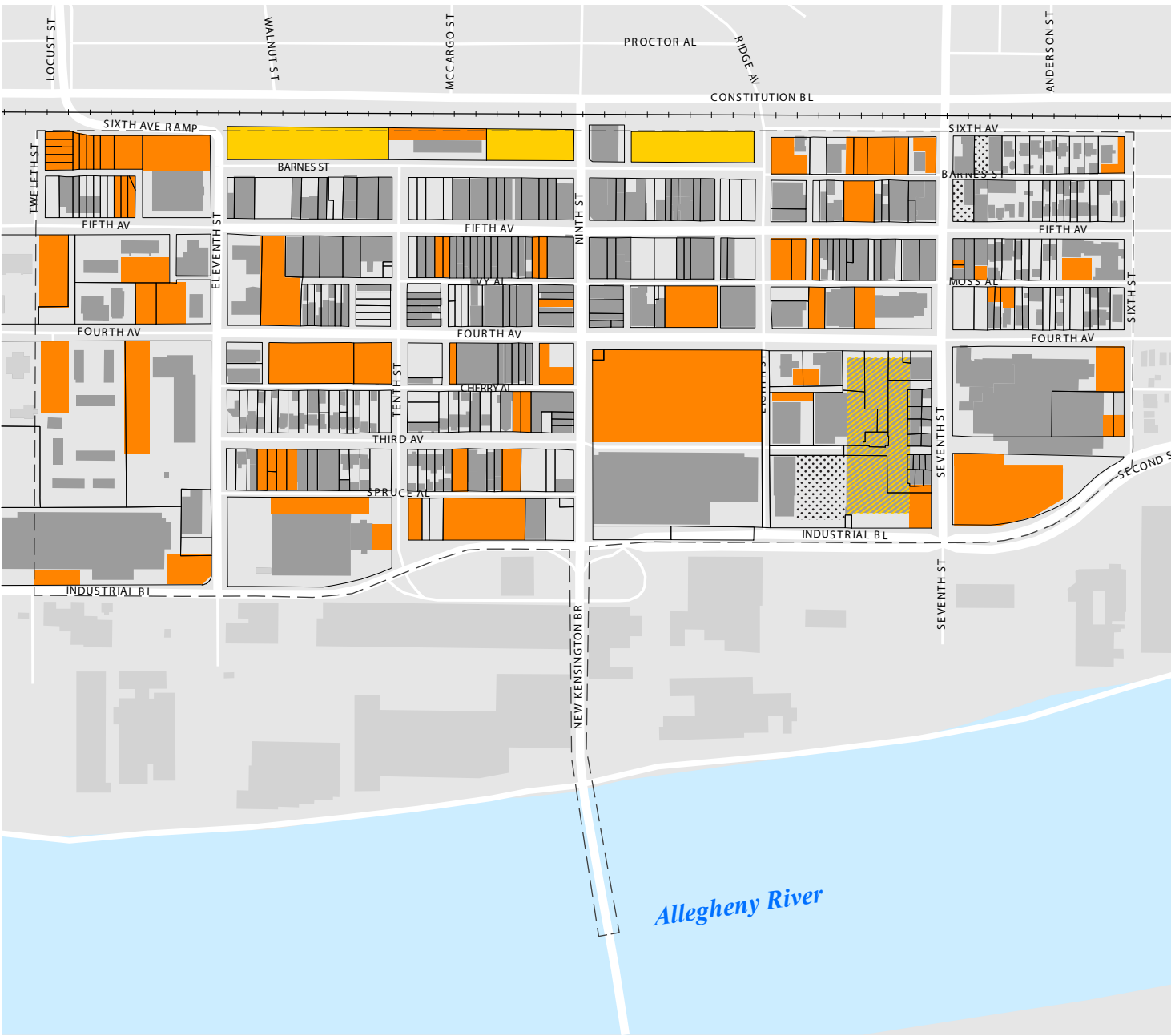
VACANT LOTS

CORRIDOR OF INNOVATION
MASTER PLAN

Prepared for: WCPD
MAY 16, 2019



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Legend

- Study Area
- Parcels
- Railroads

Building Footprint Area

- Buildings

Surface Parking Area

- Parking Lot, Private 1,696
- Parking Lot, Public 314
- Parking Garage, Public 400
- Auto Shop & Car Dealership, do not count as parking

Total Off Street Parking 2,410

PARKING ANALYSIS

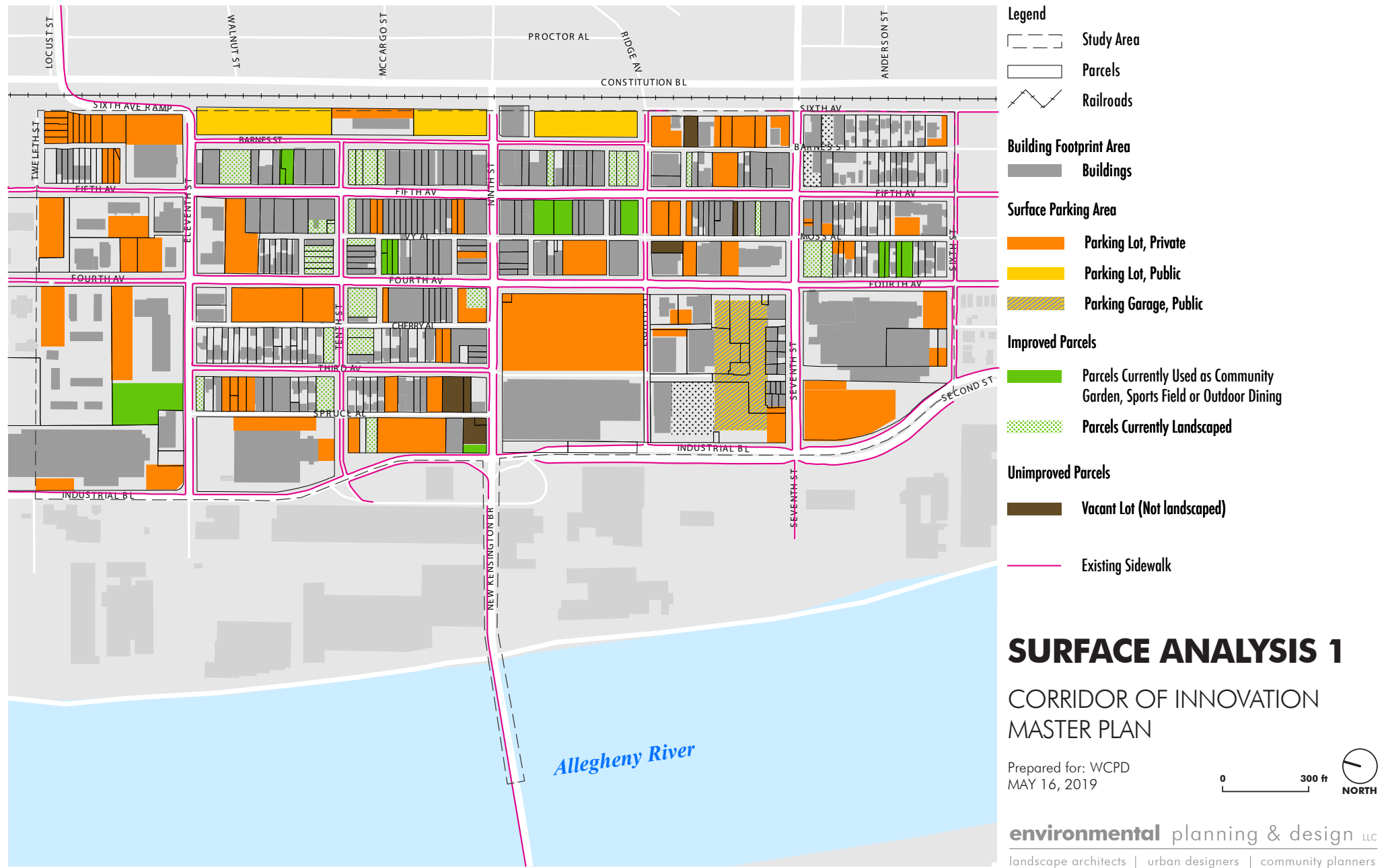
CORRIDOR OF INNOVATION MASTER PLAN

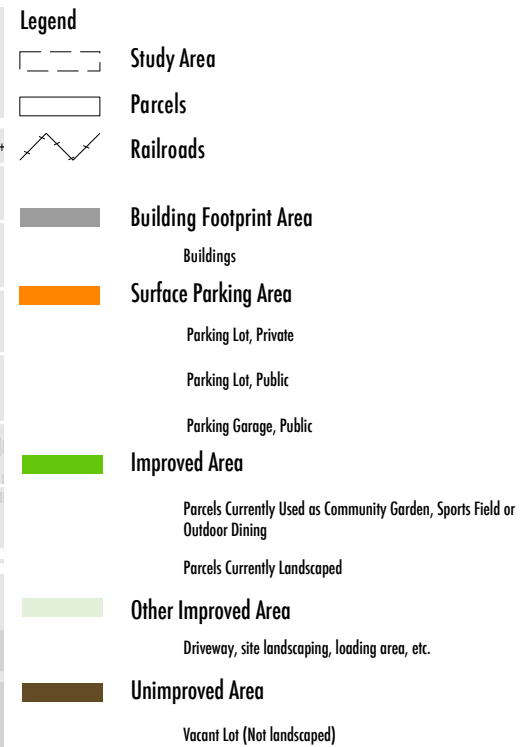
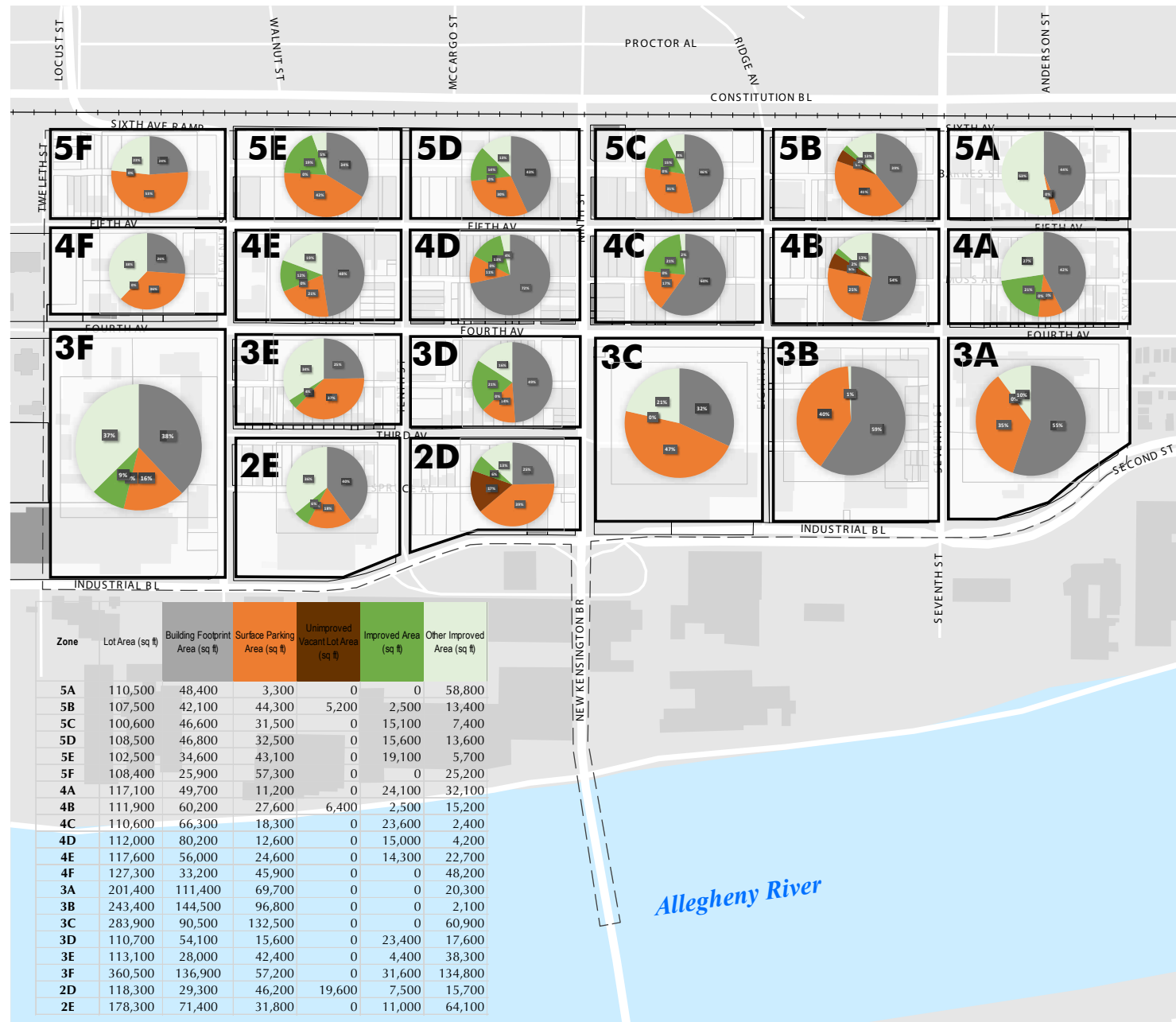
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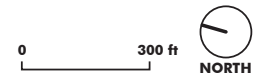




SURFACE ANALYSIS 2

CORRIDOR OF INNOVATION MASTER PLAN

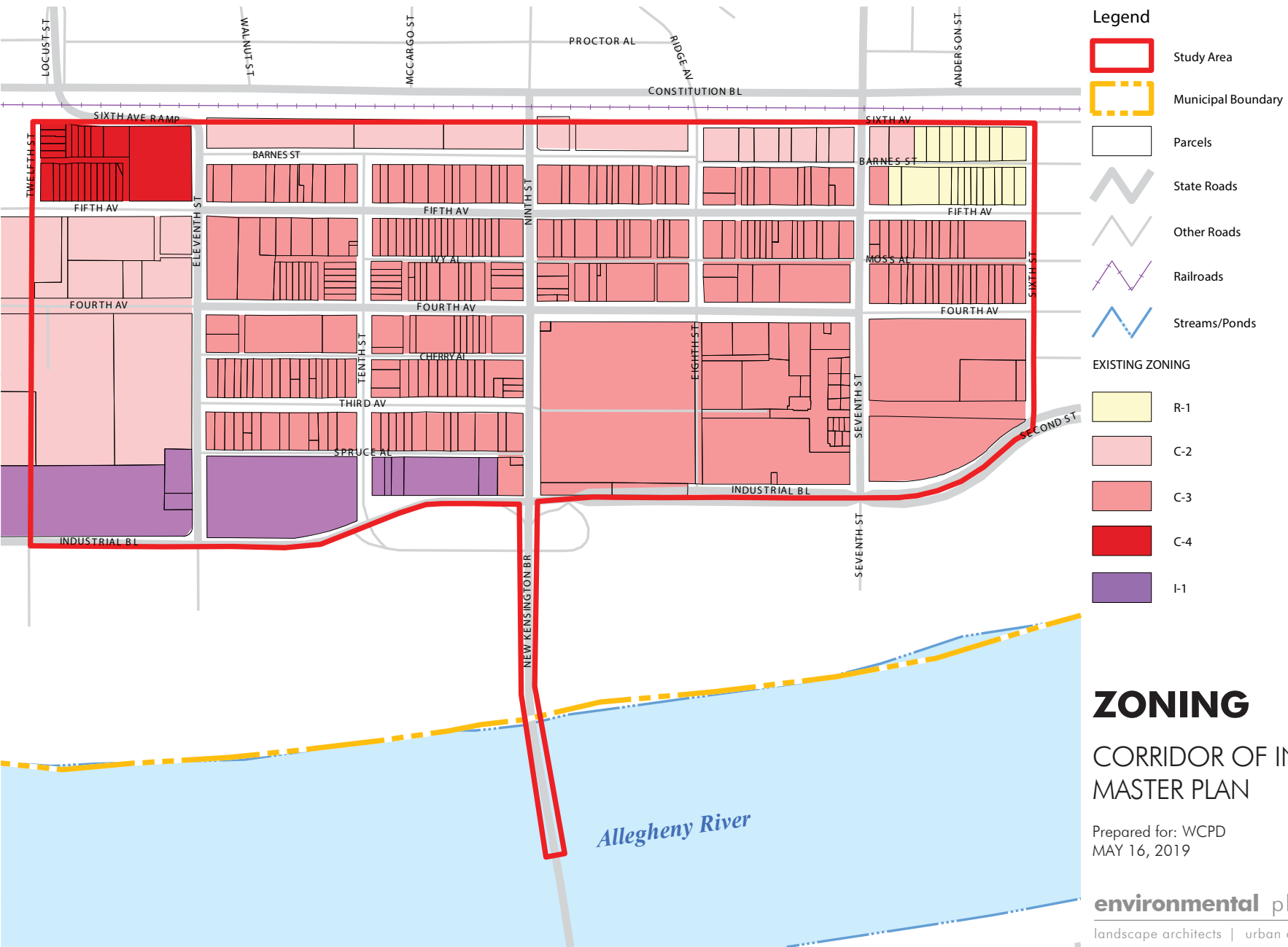
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Surface Analysis Table

Zone	Lot Area (sq ft)	Building Footprint Area (sq ft)	Surface Parking Area (sq ft)	Unimproved Vacant Lot Area (sq ft)	Improved Area (sq ft)	Other Improved Area (sq ft)	Building %	Parking %	Unimproved %	Improved %	Other Improved %	Parking Count (off street)	Public Parking
5A	110,500	48,400	3,300	0	0	58,800	44%	3%	0%	0%	53%	8	
5B	107,500	42,100	44,300	5,200	2,500	13,400	39%	41%	5%	2%	12%	110	
5C	100,600	46,600	31,500	0	15,100	7,400	46%	31%	0%	15%	7%	100	100
5D	108,500	46,800	32,500	0	15,600	13,600	43%	30%	0%	14%	13%	97	69
5E	102,500	34,600	43,100	0	19,100	5,700	34%	42%	0%	19%	6%	145	145
5F	108,400	25,900	57,300	0	0	25,200	24%	53%	0%	0%	23%	156	
4A	117,100	49,700	11,200	0	24,100	32,100	42%	10%	0%	21%	27%	25	
4B	111,900	60,200	27,600	6,400	2,500	15,200	54%	25%	6%	2%	14%	105	
4C	110,600	66,300	18,300	0	23,600	2,400	60%	17%	0%	21%	2%	50	
4D	112,000	80,200	12,600	0	15,000	4,200	72%	11%	0%	13%	4%	22	
4E	117,600	56,000	24,600	0	14,300	22,700	48%	21%	0%	12%	19%	90	
4F	127,300	33,200	45,900	0	0	48,200	26%	36%	0%	0%	38%	80	
3A	201,400	111,400	69,700	0	0	20,300	55%	35%	0%	0%	10%	117	
3B	243,400	144,500	96,800	0	0	2,100	59%	40%	0%	0%	1%	440	400
3C	283,900	90,500	132,500	0	0	60,900	32%	47%	0%	0%	21%	380	
3D	110,700	54,100	15,600	0	23,400	17,600	49%	14%	0%	21%	16%	56	
3E	113,100	28,000	42,400	0	4,400	38,300	25%	37%	0%	4%	34%	105	
3F	360,500	136,900	57,200	0	31,600	134,800	38%	16%	0%	9%	37%	88	
2D	118,300	29,300	46,200	19,600	7,500	15,700	25%	39%	17%	6%	13%	164	
2E	178,300	71,400	31,800	0	11,000	64,100	40%	18%	0%	6%	36%	72	
Total	2,944,100	1,256,100	844,400	31,200	209,700	602,700						2410	714



Legend

- Study Area
- Municipal Boundary
- Parcels
- State Roads
- Other Roads
- Railroads
- Streams/Ponds

EXISTING ZONING

- R-1
- C-2
- C-3
- C-4
- I-1

ZONING

CORRIDOR OF INNOVATION MASTER PLAN

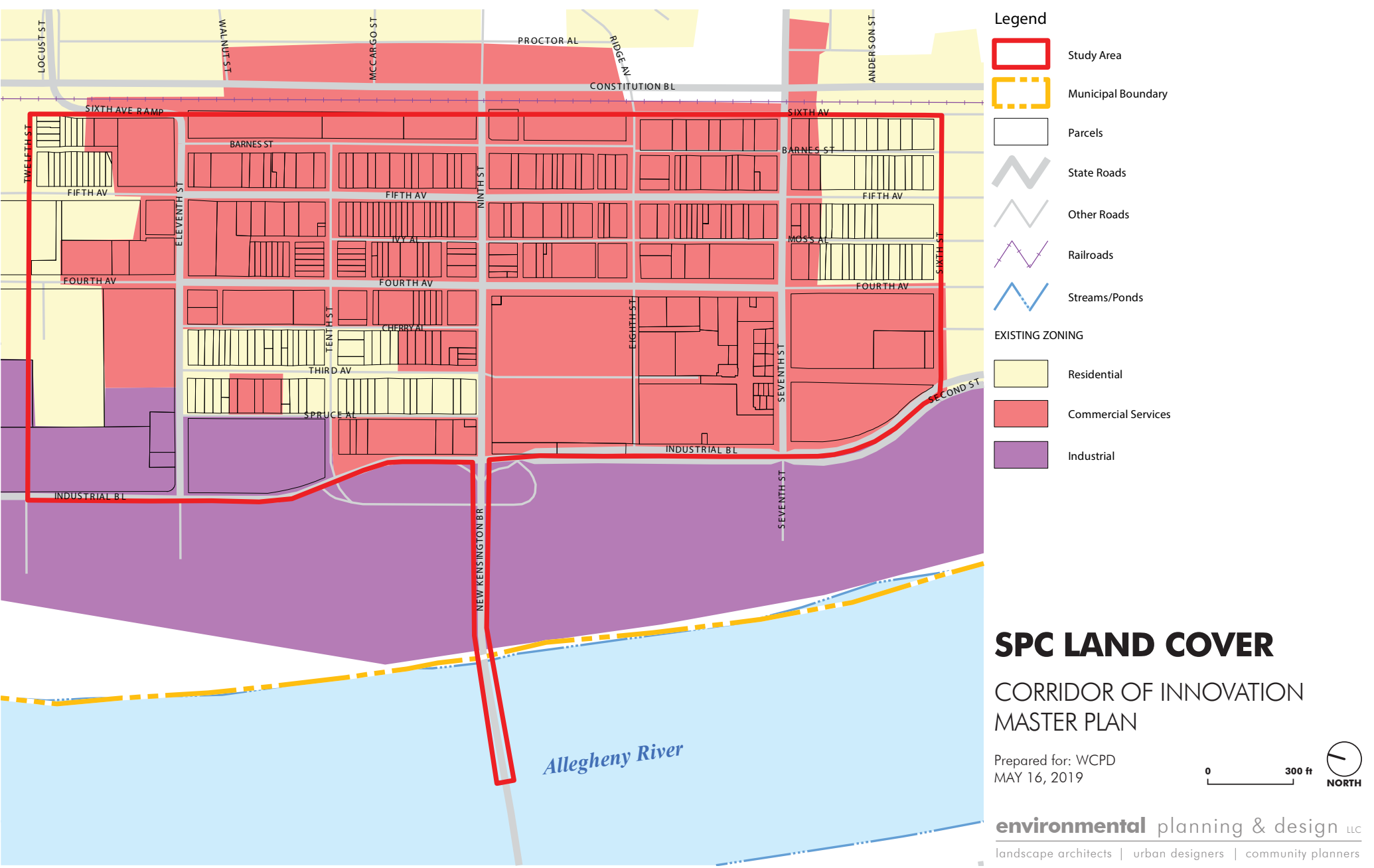
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0 300 ft



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Issues Challenges & Opportunities

CURRENT STRENGTHS

- Scalable urban form in corridor area
- Great front yard/porch space in single family area

ISSUES & CHALLENGES

- Car based development (drive through, auto related business)
- Existing “Shoebox” development of shopping mall
- Vacancy in corridor breaking the street interface continuity
- Zoning needs to be adjusted to guide the desirable Downtown development

OPPORTUNITIES

- Corridor infill
- Residential infill with more housing options
- Consider Mixed use as a development type
- Capacity for bigger but still sizable facility in corridor area

Key Recommendations

Potential Zoning Amendments

Amending policies like an Innovation District Overlay could be considered as a level of zoning updates, which could be established with flexibility. An overlay zone is a zoning district which is applied over one or more previously established zoning districts, establishing additional or stricter standards and criteria for covered properties in addition to those of the underlying zoning district.

Design Standards

Guidelines and design standards could be considered to regulate new development in the innovation district with consensus of the local community. Policies enforcing reservation, building scale, transparency, storefront, material, etc requirements could be a helpful tool.



Zoning Obstacle Removed

The current zoning standard for the district includes C-2, C-3, C-4, I-1, and R-1. To achieve the development goal of introducing mixed use and accommodating the New Economy, the current zoning district and uses need to be updated. Spatial standards which encourage pedestrian/commerce-friendly development and allow investors to obtain profitable yield need to be addressed as well.

Housing Options Expanded

More housing options for a diverse age/ income group could be considered, ranging from townhomes, duplexes, quadplexes to apartments. Minimum unit size should be assessed based on the income level of projected future residents. Co-living model could be an option as well.



- Primary Recommendations
- Secondary Recommendations
- Other Supporting Recommendations

New Economy Needs

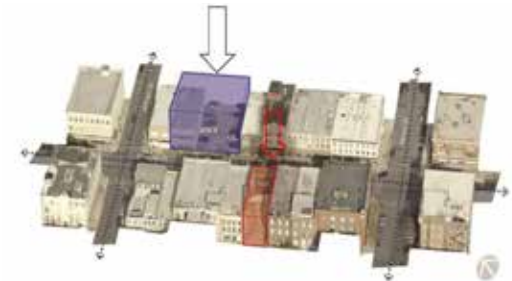
As the New Economy is the highlight of the district, urban form which best accommodates it needs to be planned. While it emphasizes cooperative and community-rooted enterprises, working and open space for collaborations needs to be considered in the land use innovatively.

Vacant Lot Reduction

Reduction of vacant lots in the innovation area is very important. Research shows it is strongly correlated with crime reduction. New development along 5th and 4th Avenues could also concentrate investment. Policies encouraging priority infill development could be considered.

Street Wall Reinforced

Continuous street interface is important to form a vibrant commerce experience. Minimum or zero setbacks could be considered by the local zoning board for the innovation district.



Vacant Building Space Reduction

New development should prioritize utilizing existing buildings to avoid an excessive amount of vacant buildings in the innovation district. Vacant buildings cause pest problems, risk of crime and fire, property value decrease, public safety risks and collectively make the community less attractive.

Excess Parking Space Reduction

Based on the excessive amount of parking in Downtown, current zoning requirements for off-street parking standards should be re-examined. With the trend of shared ride and the provision of a multi-modal transportation system, parking-related land use should be discouraged in the district.



Parking to Park Transformation

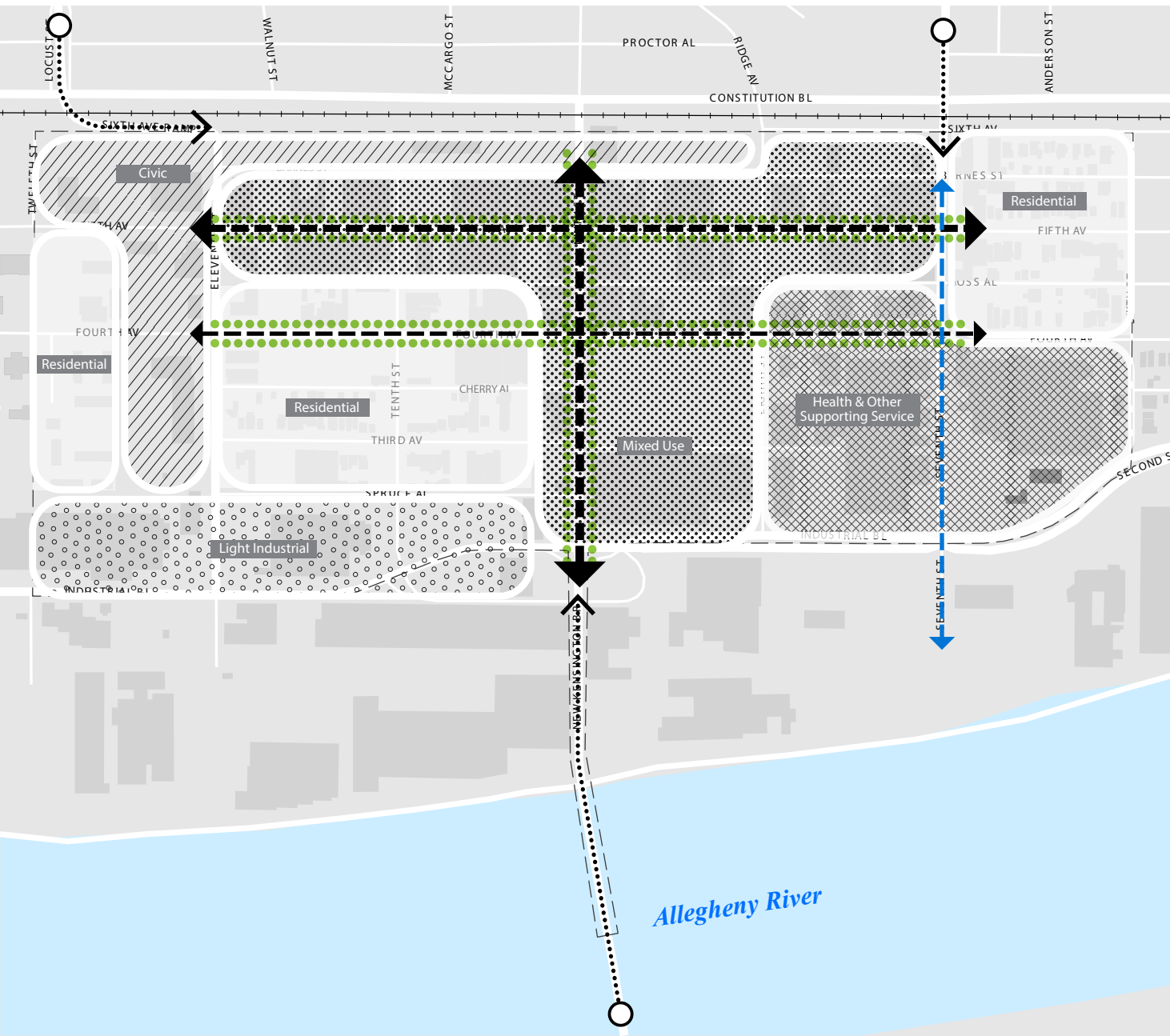
Mixed Use Activities

Promoting mixed use will be a series of strategies, ranging from policy to design. Mixed use development is characterized as pedestrian-friendly development that blends two or more residential, commercial, cultural, institutional, and/or industrial uses. Along 5th Avenue and 4th Avenue, Vertical Mixed use development could be considered for the benefit of the economy, community, public health, and the environment.



Zoning Requirements Aligned to Vision

The link between the zoning code and the future vision needs to be established. A series of realignments, inclusive of district, permitted and conditional uses, site regulation/spatial standard and off-street parking, needs to take place for a better implementation of the district vision.



- Legend**
- Major Urban Segments
 - Connection to Waterfront
 - Connections to Neighborhood
 - Streetscape Enhancements
- Predominant Use Types**
- Civic
 - Health & Other Supporting Service
 - Mixed Use
 - Residential
 - Light Industrial

- Study Area
- Parcels
- Railroads
- Buildings

PLANNING CONCEPT

CORRIDOR OF INNOVATION MASTER PLAN











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MAY 16, 2019



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Example Signage Palette

The following table provides an example of approach, which could be used to regulate the signage form in the Downtown Area. The content in the table need to be customized based on local condition.

		SIGN TYPE	LIGHT-INDUSTRIAL	RESIDENTIAL	MIXED USE	CIVIC	HEALTH & SUPPORTING	SIGNAGE EXAMPLES
IDENTIFICATION SIGNS	BUILDING-RELATED	AWNING	20 SQ FT NC NI		12 SQ FT NC NI	12 SQ FT NC NI		
		CANOPY	20 SQ FT (TOTAL GRAPHIC AREA PER CANOPY STRUCTURE) NC NI/II/IIL/EI/BI			20 SQ FT (TOTAL GRAPHIC AREA PER CANOPY STRUCTURE) NC NI/II/IIL/EI/BI	20 SQ FT (TOTAL GRAPHIC AREA PER CANOPY STRUCTURE) NC NI/II/IIL/EI/BI	
		FLAG	15 SQ FT PER FACE NC NI	15 SQ FT PER FACE NC NI	15 SQ FT PER FACE NC NI	15 SQ FT PER FACE NC NI	15 SQ FT PER FACE NC NI	
		HANGING				12 SQ FT NC NI	12 SQ FT NC NI	
		LANDMARK	120 CU FT NC NI/II/IIL/EI/BI		120 CU FT NC II/IIL/EI/BI	120 CU FT NC NI/II/IIL/EI/BI		
		MARQUEE	AREA PER MARQUEE STRUCTURE) NC/CC NI/II/IIL/EI/BI	AREA PER MARQUEE STRUCTURE) NC/CC NI/II/IIL/EI/BI		AREA PER MARQUEE STRUCTURE) NC/CC NI/II/IIL/EI/BI/NT		
		PROJECTING	16 SQ FT PER FACE NC NI/II/IIL/EI/BI	12 SQ FT PER FACE NC NI/II/IIL/EI/BI	9 SQ FT PER FACE NC NI/II/IIL/EI/BI	12 SQ FT PER FACE NC NI/II/IIL/EI/BI/NT		
		WALL	40 SQ FT NC NI/II/IIL/EI/BI	30 SQ FT NC NI/II/IIL/EI/BI	30 SQ FT NC NI/II/IIL/EI/BI	30 SQ FT NC NI/II/IIL/EI/BI/NT		
		GROUND-FLOOR WINDOW	AREA FOR EACH TENANT SPACE NC NI	AREA FOR EACH TENANT SPACE NC NI	AREA FOR EACH TENANT SPACE NC NI	AREA FOR EACH TENANT SPACE NC NI	AREA FOR EACH TENANT SPACE NC NI	
		UPPER-FLOOR WINDOW			SPACE (SIGN <u>MUST</u> BE PAINTED) NC NI	SPACE (SIGN <u>MUST</u> BE PAINTED) NC NI		

LEGEND

CC	CHANGEABLE COPY	DD	DIGITAL DISPLAY
NC	NON-CHANGEABLE COPY	II	INTERNALLY ILLUMINATED
EI	EXTERNAL ILLUMINATION	IIL	INTERNALLY ILLUMINATED LETTERING
BI	BACKLIT ILLUMINATION	LED	LED ILLUMINATION
NT	NEON/TUBE ILLUMINATION	NI	NO ILLUMINATION

* Only for places of worship

** Shall be located on the front face between the parapet and the top floor windows, or if the building is situated on a corner, may be located at the corner on the first floor

*** The incidental sign guidelines here apply only to signs posted/erected on building exteriors. The single stipulation for interior window signs directed to the exterior is that in aggregate, they may not cover more than 40% of window area.

Example Signage Palette

		SIGN TYPE	LIGHT-INDUSTRIAL	RESIDENTIAL	MIXED USE	CIVIC	HEALTH & SUPPORTING	SIGNAGE EXAMPLES	
IDENTIFICATION SIGNS	LANDSCAPE-RELATED	GROUND	32 TOTAL SQ FT PER LOT (INCLUDES ALL FACES) NC NI/II/IIL/EI/BI	32 TOTAL SQ FT PER LOT (INCLUDES ALL FACES) NC NI/II/IIL/EI/BI		16 TOTAL SQ FT PER LOT (INCLUDES ALL FACES) NC NI/II/IIL/EI/BI	WORSHIP) TOTAL SQ FT PER LOT (ALL FACES) NC CC/DD* NI NI/II/IIL/EI/BI/LED*		
		POLE	28 SQ FT PER FACE (MAX HEIGHT 25 FT) NC NI/II/IIL/EI/BI						
		PYLON	32 SQ FT PER FACE NC NI/II/IIL/EI/BI	32 SQ FT PER FACE NC NI/II/IIL/EI/BI		16 SQ FT PER FACE NC NI/II/IIL/EI/BI			
		SANDWICH BOARD		6 SQ FT PER FACE NC/CC NI	6 SQ FT PER FACE NC/CC NI	6 SQ FT PER FACE NC/CC NI			
		SHOPPING CENTER	120 SQ FT PER FACE (SIGN MUST BE ON A 2+ ACRE LOT) NC NI/II/IIL/EI/BI						








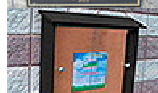

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NC	NON-CHANGEABLE COPY	II	INTERNALLY ILLUMINATED
EI	EXTERNAL ILLUMINATION	IIL	INTERNALLY ILLUMINATED LETTERING
BI	BACKLIT ILLUMINATION	LED	LED ILLUMINATION
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Example Signage Palette

	SIGN TYPE	LIGHT-INDUSTRIAL	RESIDENTIAL	MIXED USE	CIVIC	HEALTH & SUPPORTING	SIGNAGE EXAMPLES
ADDRESS/DIRECTORY/ WAYFINDING	BUILDING DIRECTORY	5 SQ FT PER PUBLIC ENTRANCE NC/CC NI	3 SQ FT PER PUBLIC ENTRANCE NC/CC NI	3 SQ FT PER PUBLIC ENTRANCE NC/CC NI	3 SQ FT PER PUBLIC ENTRANCE NC/CC NI	3 SQ FT PER PUBLIC ENTRANCE NC/CC NI	
	BUILDING SIGN**	16 SQ FT PER BUILDING NC NI	16 SQ FT PER BUILDING NC NI	12 SQ FT PER BUILDING NC NI	16 SQ FT PER BUILDING NC NI	9 SQ FT PER BUILDING NC NI	
	DIRECTIONAL	6 SQ FT PER FACE, PER SIGN NC NI/II/IIL	6 SQ FT PER FACE, PER SIGN NC NI/II/IIL	6 SQ FT PER FACE, PER SIGN NC NI/II/IIL	6 SQ FT PER FACE, PER SIGN NC NI/II/IIL		
	STREET ADDRESS	2.5 SQ FT PER LOT NC NI	2.5 SQ FT PER LOT NC NI	2.5 SQ FT PER LOT NC NI	2.5 SQ FT PER LOT NC NI	2.5 SQ FT PER LOT NC NI	
INFORMATIONAL	DEDICATION	3 SQ FT NC NI	3 SQ FT NC NI	3 SQ FT NC NI	3 SQ FT NC NI	3 SQ FT NC NI	
	INCIDENTAL***	6 SQ FT NC/CC NI	6 SQ FT NC/CC NI	6 SQ FT NC/CC NI	6 SQ FT NC/CC NI		
	INFORMATIVE	12 SQ FT PER FACE NC/CC/DD NI/LED	12 SQ FT PER FACE NC/CC/DD NI/LED				
	INTERPRETATIVE	3 SQ FT PER FACE NC NI	3 SQ FT PER FACE NC NI	3 SQ FT PER FACE NC NI	3 SQ FT PER FACE NC NI	3 SQ FT PER FACE NC NI	
SCULPTURAL FEATURE		7 CU FT NC/CC NI/II/NT	7 CU FT NC/CC NI/II/NT	7 CU FT NC/CC NI/II/NT	7 CU FT NC/CC NI/II/NT	7 CU FT NC/CC NI/II/NT	

LEGEND

CC	CHANGEABLE COPY	DD	DIGITAL DISPLAY
NC	NON-CHANGEABLE COPY	II	INTERNALLY ILLUMINATED
EI	EXTERNAL ILLUMINATION	IIL	INTERNALLY ILLUMINATED LETTERING
BI	BACKLIT ILLUMINATION	LED	LED ILLUMINATION
NT	NEON/TUBE ILLUMINATION	NI	NO ILLUMINATION

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Future Land Use Vision



BUSINESS DEVELOPMENT

Various words are commonly used to describe successful downtown revitalization efforts. Three words that are often used are:

Vitality - the capacity to live and develop

Vibrancy - having or showing great life, activity, and energy

Resiliency - the ability to become strong, healthy, or successful again after something bad happens

Overview

What metric could be used to define a successful downtown? Research provides a few indicators to evaluate what constitutes “success” in small city downtowns. Quantitative and qualitative indicators of downtown success were sorted into the following categories as listed below:

Retail Development Indicators

- Proportion of all retail businesses located downtown
- Increase in retail businesses over time
- Occupancy rate (or drop in vacancy rate)
- Longevity of businesses (or turnover rate)
- Retail activity
- Daytime population
- Business mix
- Flux in downtown businesses

Downtown Housing Indicators

- Proportion of city’s population downtown
- Increase in housing units over time
- High density residential development
- Surrounding market rate residential
- Regulatory framework supporting downtown housing

Organization and Partnership Indicators

- Active leadership

- Organizational support
- Partnerships and coalitions
- Downtown redevelopment plan
- Community involvement (or affection from citizenry)

Branding and Promotion Indicators

- Special events
- Marketing initiatives

Downtown Finance, Employment and Demographic Indicators

- Change in assessed property value
- Change in real property investment
- Change in downtown employment
- Percentage increase in rental value
- Lease rate comparison with peer cities
- Income of downtown residents
- Make up of downtown labor force
- Environmental sustainability



New Kensington Downtown Mural

Existing Conditions & Analysis

Currently, the business in the Downtown commercial core is facing a few major challenges. At different levels, some challenges are unique to New Kensington's locale; some are more universal. At the regional level, New Kensington's business corridor is competing with on-line commerce. Businesses, no matter the size, must offer unique products/services to stay competitive. Throughout Western Pennsylvania communities, the population dynamics impact the vitality of local shopping, dining, and services. In New Kensington, the current business environment seeks to grow with pedestrian and vehicular visitors. The challenges of revitalization are seen at street-level with incremental change forward vibrancy. Business owners, residents, organizations, and supporters showing great enthusiasm are enlivening Downtown. The lifestyle of "Live, Work, Shop, and Fun" is possible. Investments in art, culture, dining, education, recreation opportunities are emerging. From seasonal activities to everyday happenings, Downtown is on the "Grow."



Opportunities for Revitalization

Focal Points

Based on the understanding of New Kensington's context and input from the stakeholder workshop, the planning recommendations on the Business Development pillar will be mainly focused on five (5) aspects. Under these focal points, more specific recommendations will be discussed in the Recommendations Section:

Expand/Upgrade Infrastructure

Encourage New Economy

Open for Business

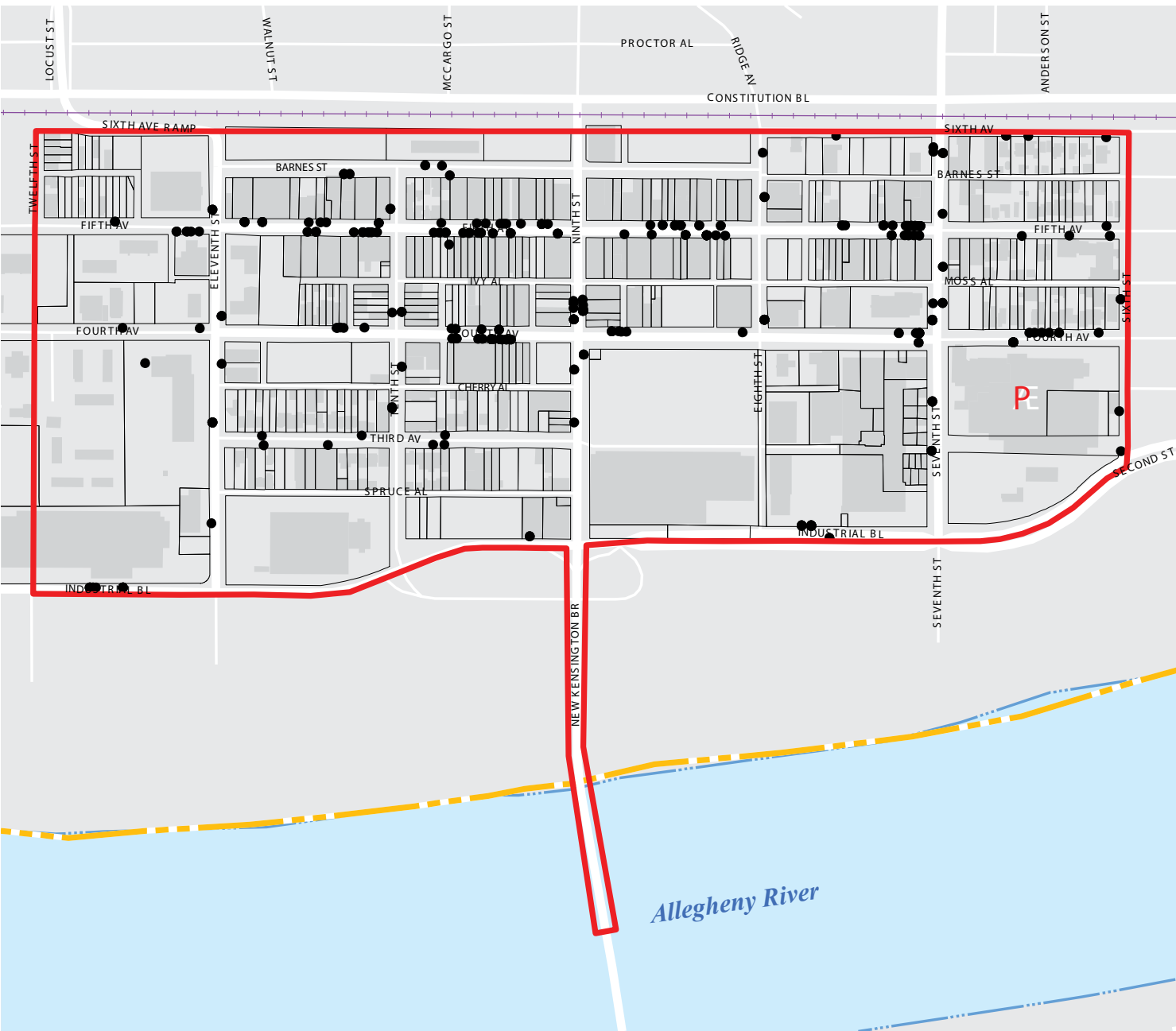
- Reduce obstacles

Shared Work Space

- Mixed use
- New Economy
- Strategic infrastructure improvements
- Provide technology demonstration places

Partnership

- Stakeholder communications



Legend

- Study Area
- Municipal Boundary
- Parcels
- State Roads
- Other Roads
- Railroads
- Streams/Ponds
- Buildings
- P Hospital
- Business

BUSINESS INVENTORY

CORRIDOR OF INNOVATION MASTER PLAN

Prepared for: WCPD
MAY 16, 2019



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Issues Challenges & Opportunities




CURRENT STRENGTHS & OPPORTUNITIES

- Penn State University New Kensington Campus investments
- Neighborhood Partnership Program
- Engaged entrepreneurs willing to participate in revitalization and invest

ISSUES & CHALLENGES

- Overall business district amenities, parking, tree canopy, walkable scale, etc.
- Weak economy/population loss
- Overall negative perception

Key Recommendations

 Primary Recommendations
 Secondary Recommendations
 Other Supporting Recommendations

Stakeholder Communications

There is a myriad of methods to communicate with stakeholders. Experience has proven the stalwarts to be Facebook, Instagram, Town hall style meetings, and mixers (they can be formal with invited speakers or informal with a host organization or meeting space).

Strategic Infrastructure Improvements

Fiber optic line and high speed communications are 5th Avenue enhancements that will elicit the ideal opportunity for attracting tech companies and start-ups. The potential lower cost of space coupled with sophisticated high-speed tech options may be an attraction for students and newcomers alike.

Encourage New Economy

Effort should be made to continue and increase support for Penn State New Kensington endeavors to bring new business and high tech opportunities to New Kensington. Create an atmosphere of inclusion for the entrepreneurs located at the Corner. Provide opportunities for them to participate in the revitalization process.

Partnership

For any revitalization activity to succeed, close collaboration between the Westmoreland Community Action, the Redevelopment Authority and revitalization of the chamber of commerce is crucial. Neighborhood Partnership Program (NPP) funds can be used to support a number of revitalization initiatives.

Mixed Use

Many of the buildings along 5th Avenue have second and third stories making them ideal for mixed use. However, priority should be placed on reactivating first floor spaces while upper floors become longer-term goals.

Main Street

To accomplish the goal of activating Fifth Avenue the initiation of a Main Street Program is recommended. The program, based on the Four Point Main Street Model (Economic Vitality, Design, Promotion, and Organization), should ultimately include professional Main Street management, eligible for funding through NPP or through CDBG allocations.

In the previous chapter, the possible recommendations for each pillar have been articulated, and conceptual visions on each were demonstrated. To take a step further, overlapping the pillars and creating synergy with action items, consolidating recommendations to a few focal area urban design concept plans, provides better understanding of “Where the rubber hits the road.” This is a first path of the re-visioning process; the plans may be further developed with more input and amended from time to time.

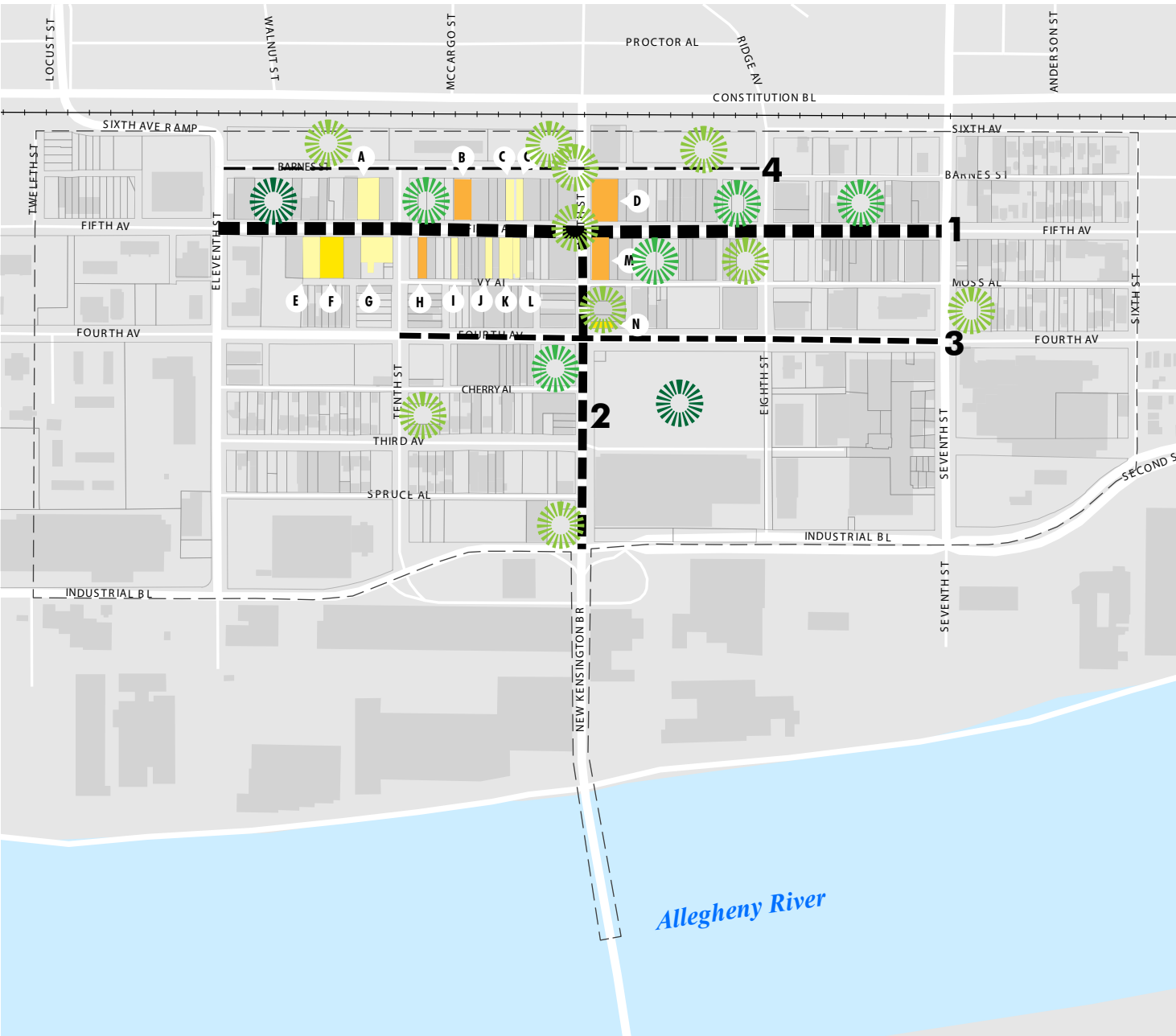
During the leadership charrette, public domains (mainly streets) were identified for improvement with top priorities, ranging from (See May 2019 Prioritized Assets Map)

ACTION PLAN

- 1. Segment of 5th Avenue**
- 2. Segment of 9th Street**
- 3. Segment of 4th Avenue**
- 4. Segment of Barnes Street**

Areas of priority were also identified, taking consideration of location, ownership and feasibility. The current parking lot at 4th Avenue and 9th Street, a few lots along 5th Avenue, received a lot of attention.

Consensus was reached where new urban design concepts/ plans retrofitting these priority areas and street segments could be demonstrated. With re-envisioned street views showing sidewalk improvement, crosswalk improvement, parklet improvement, streetscape improvement, green infrastructure bump-outs, mixed use development infill and building facade improvement, a vibrant and active Downtown New Kensington is depicted (See Initial Smart City Urban Design Ideas and Urban Design Concepts).



Legend

Segments

- 1 (Most Important)
- 2
- 3
- 4 (Least Important)

Buildings

The Letter Signifies the Building's Image on the Building Reference Page

- Primary
- Secondary
- Tertiary

Areas

- Primary
- Secondary
- Tertiary

- Study Area
- Parcels
- Railroads
- Buildings

MAY 2019 PRIORITIZED ASSETS*

* As identified by May 2019 Charrette Participants

CORRIDOR OF INNOVATION MASTER PLAN

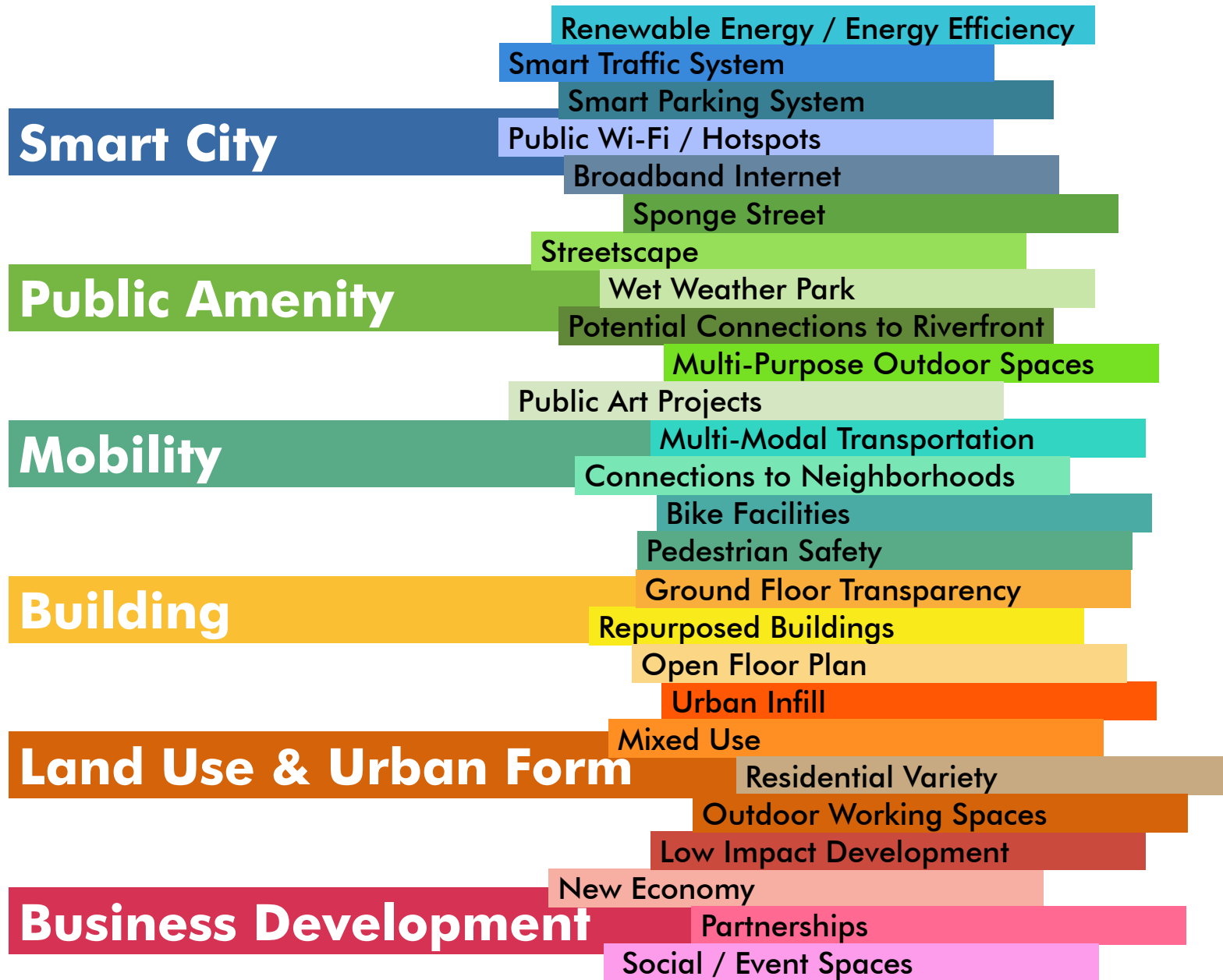
Prepared for: WCPD
JUNE 06, 2019



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Pillars and Focal Points of the Innovation District



Initial Action Focus

SMART CITY

- Adopt energy efficient fixtures in infrastructure
- Use technology to evaluate parking demands
- Provide public Wi-Fi hotspots at major public spaces
- Introduce broadband service into Downtown with infrastructure upgrade

PUBLIC AMENITY

- Improve streetscape along 9th Street, 5th Avenue and 4th Avenue
- Incorporate sponge street into streetscape improvement
- Adopt wet weather park in new open space design
- Discuss possible riverfront connection alignment
- Consider multi-purpose outdoor space for live and work
- Use public art as catalyst to inspire community

MOBILITY

- Promote multi-modal transportation system
- Enhance traffic connections to other New Kensington neighborhoods
- Install bike facilities, including bike racks and bike lanes
- Improve street crossings and sidewalk conditions for safety concerns

Initial Action Focus

BUILDING

- Enforce requirement of ground floor transparency along 4th Avenue and 5th Avenue
- Encourage the re-purposing of existing buildings and structures
- Create policy incentive for infill development, concentrating resources along corridor

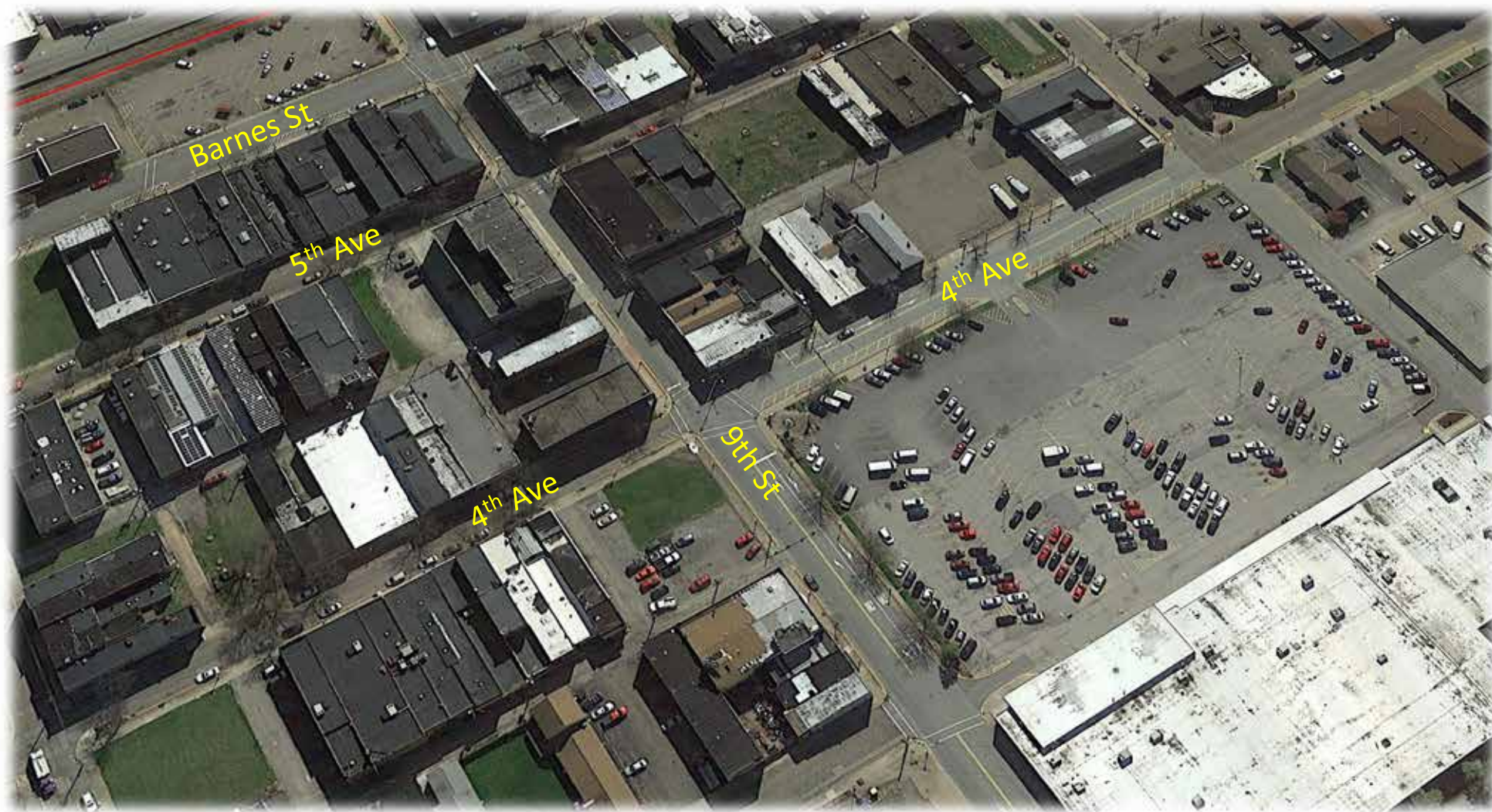
LAND USE & URBAN FORM

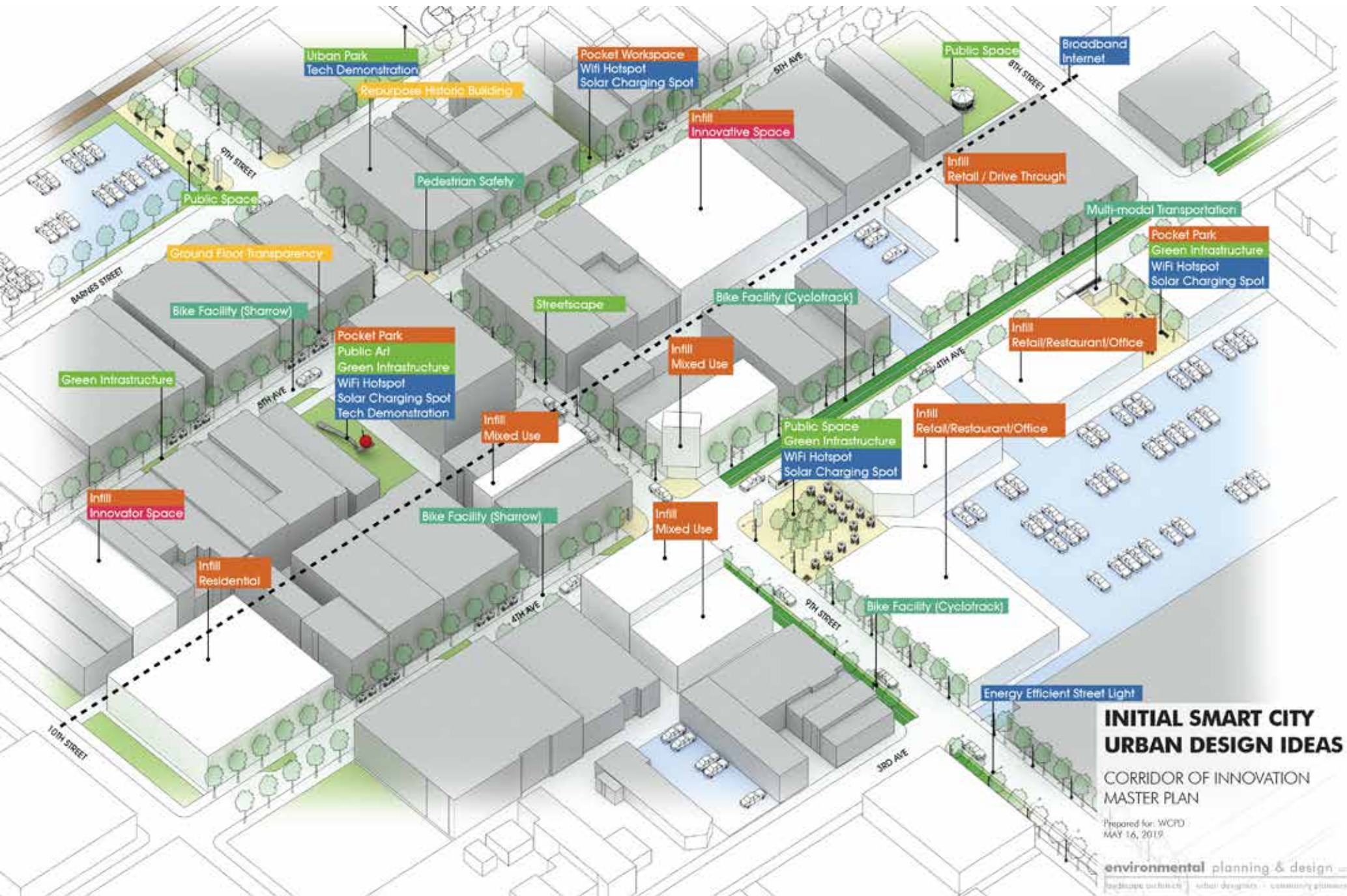
- Update zoning policy to allow mixed use development
- Be open minded to density for residential development
- Provide design guidelines to regulate development within innovation district

BUSINESS DEVELOPMENT

- Communicate to outside about the “openness” of Downtown
- Think of “start small,” making incremental improvement
- Create partnership with key players
- Ignite “pop-up” events to attract people and test possibilities

Selected Urban Design Demonstration Area as of Today









Urban Design Concept
9th Street and 5th Avenue



Existing Condition as of 2019



Street View 1
9th Street and 4th Avenue



Street View 2
9th Street and 5th Avenue with Park Space



Existing Condition as of 2019



Street View 3

9th Street and 5th Avenue with Street Scape