

# THE ACADEMIC VILLAGE

## POINT PARK UNIVERSITY MASTER SPACE PLAN UPDATE



Final Report  
April 13, 2018



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# EXECUTIVE SUMMARY



*Lawrence Hall at the corner of Wood Street and the Boulevard of the Allies*

Point Park University, founded in 1933 as the Business Training College, became Point Park Junior College in 1960, Point Park College in 1966, and achieved university status in 2003. Around this time, Point Park saw significant growth in both operation budget and enrollment, raising from 2,312 in 1997 to 3,592 students in 2007. In response to this growth, the University released its Strategic Plan in January of 2008 and developed the first comprehensive campus plan the following year, developing a vision for the campus called the “Academic Village.”

The decade since has seen continued growth, 4,093 students as of Fall 2016, but also significant changes to campus due to the implementation of numerous proposed projects. These factors have prompted the need for a Master Space Plan Update to document recent changes, further examine space utilization, and adjust the vision based upon current strategic planning and needs projections. This Update was developed over months of information gathering, analysis, and discussions with students, faculty, staff, upper administration. The vision, the program, and the design guidelines set forth by this Update, build upon the previous Master Space Plan, and continue to represent the values and direction as defined by a collaborative planning effort of the University and the local downtown community.

## **Campus Analysis**

Point Park University is one of the largest land owners in downtown Pittsburgh. Its property stretches along Wood Street from Forbes Avenue to Fort Pitt Boulevard. The University also owns and operates the Pittsburgh Playhouse, which is located in the Oakland suburb of Pittsburgh, but is currently building a new theater in downtown Pittsburgh to replace this facility.

The campus is centered at the intersection of Boulevard of the Allies and Wood Street. As planned, a new urban plaza, named the “Village Park,” has been created at this intersection. Adjacent to Academic and Lawrence Halls, the most trafficked University buildings, the Park has quickly become the identifiable center of campus life. The vibrant outdoor space, with a variety of seating, shading from new trees, and a signature fountain, is utilized by both the University and downtown communities.

As an urban University, the main circulation paths through the campus are the streets and sidewalks of downtown Pittsburgh. Wood Street is the primary connector through campus, and the majority of University building entrances occur directly from Wood Street's sidewalks. The streets running perpendicular to Wood Street make up the campus's secondary circulation, providing access to any buildings not entered from Wood Street as well as the majority of service areas.

## *Point Park University will be one of the most dynamic private, urban universities in America.*

### **Vision Statement of the University**

*from the Point Park University Strategic Plan 2007-2014*

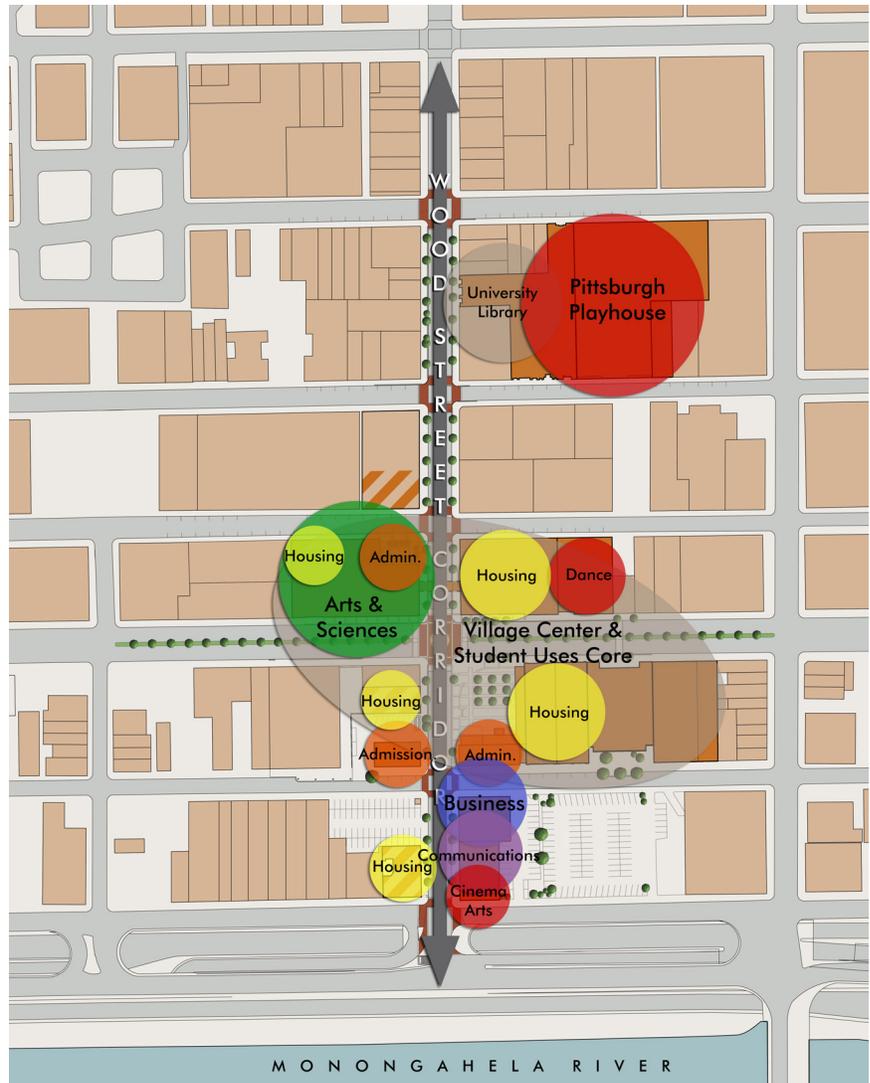
Due to its vertical orientation, circulation through Point Park University's campus does not end with arrival at the front door of a building. The majority of University buildings are seven or more stories, making elevators and stairs a major part of circulation through campus.

Point Park University is very proud of its location within the heart of downtown Pittsburgh. This dynamic environment provides many opportunities including the use of local amenities, proximity to local cultural experiences, and access to downtown businesses and enterprises. The University's central location also makes Pittsburgh's many local neighborhoods easily accessible.

A large portion of the Point Park community uses mass transit to access the campus. All of the major streets in the area have bus access, and biking and walking are also options that are growing within the University. A number of major parking garages, as well as a few public surface parking lots, are located within the Point Park University neighborhood.

The University's presence within downtown Pittsburgh also has an effect on the daily routine in and around Point Park's campus. Weekday rush hours, drops in population during weekday evenings, and downtown events all have a significant impact on campus life.

The recent campus projects have made a tremendous impact in realizing the vision of the "Academic Village." This process has also helped to mitigate some of the previous disorganization of internal spaces that resulted from quick growth and expansion in repurposed buildings. Wood Street has been strengthened as the main campus corridor, significant improvements in student life and campus recreation/athletics have been achieved through the new Student Center, and the development of the Village Park has provided an outdoor gathering space and a recognizable heart of campus to continue to grow around.



**Vision**

In order to fulfill the goals of the original Mater Space Plan, a vision was needed that would create a strong and dynamic presence for the University within the city of Pittsburgh, while organizing, enabling, and enhancing the needs and objectives of the institution and the neighborhood.

The concept of the “Academic Village” is a complete vision for the University, reaching beyond the Master Space Plan to include principles for the growth, management, and overall experience of the future campus and its integration within the city.

The greatest impact that the implementation of the Academic Village vision has had on Point Park University’s campus is through its strong focus on improved organization of land use. The organization of the Academic Village can be defined by three basic components:

- 1)The Village Center: the student life core of campus, with dining, lounges, recreation, athletics, student services, and other general use functions.
- 2)Academic Neighborhoods: academic centers with consolidated academic departments, associated classroom and support spaces, and well defined identity.
- 3)Student Housing: a variety of residence hall types and locations, dispersed throughout campus, designed to provide students with a range of options.

*The greatest impact that the implementation of the Academic Village vision has had on Point Park University’s campus is through its strong focus on improved organization of land use....*

Through this Update planning process, three primary objectives for the continued implementation of the Academic Village vision were identified:

- Consolidate Similar Uses
- Improve Classroom Location/Accessibility
- Improve Quality of Life (Housing, Wellness, Safety, etc.)

#### **Consolidate Similar Uses**

The administrative spaces for the Dance and Theater programs are still dispersed throughout Lawrence Hall. The various departments of the School of Arts And Sciences are similarly dispersed throughout Academic and Lawrence Halls. Student services may be even more dispersed than some academic departments.

Building upon the successful consolidation of the School of Business in the West Penn Building, student recreation and club space needs within the Student Center, and administrative support in Frontier Hall, this Update identifies consolidated locations for each academic department, all Admissions functions, and a One-Stop-Shop for Student Services.

#### **Improve Classroom Location/Accessibility**

Vertical circulation to the current classroom locations on upper floors in the West Penn Building presents complications, particularly during class changes at peak scheduling hours. The University is already in the process of moving classrooms from the sixth through eighth floors to the lower four floors. This will dramatically reduce the average elevator trip time and encourage use of stairs, which will further reduce elevator demand. Throughout campus, the University should continue to implement better “vertical zoning” by placing building occupancies that have higher volumes of traffic, e.g. classrooms, on lower floors, while placing uses that have relatively low levels of traffic, e.g. offices, on upper floors.

Another way to improve classroom location is to place classrooms with designated functions, e.g. labs, dance studios, etc., adjacent to their associated academic department. This will be particularly impactful in the renovations of Academic Hall and Lawrence Hall where numerous academic departments will be consolidated on a particular floor, with adjacent classroom space.

### **Improve Quality of Life (Housing, Wellness, Safety, etc.)**

The recent outdoor improvements, including the Village Park, streetscape amenities and safety upgrades, and signage and wayfinding systems have made a dramatic change to the urban campus environment at Point Park University in terms of aesthetics, identity, and safety. Programmatic additions to campus, particularly the conversion of the old YMCA to the Student Center, have filled gaps in the recreation, wellness, and community gathering functions at Point Park. Still, there is much demand for additional improvements to quality of life on campus.

The proposed Student Center renovation/addition will provide expanded recreation, community, student clubs, and dining functions. This development will also provide events and programming spaces, serving as a Convocation Center for the University and an on-campus location for several University athletics teams.

The University will also be expanding and improving on-campus housing. Expansion of the Thayer Hall residences will provide new, University-owned beds, and on-going residence hall improvements will continue to enhance the quality of life in existing residence halls.

Further outdoor space enhancements, improvements to accessible transit systems, and upgrades to University identity and wayfinding will continue to build off of the recent improvements.

### **Program Projects and Design Guidelines**

The Master Space Plan Updates outlines a number of major projects that are the next step in achieving the vision of the Academic Village. The implementation strategy for these projects is broken into five phases:

#### **Group One - Ongoing Projects:**

- Pittsburgh Playhouse / Library
- Psychology & Behavioral Sciences
- West Penn Classrooms
- Doctoral Advancement
- Cinema Arts
- Marketing & External Affairs

#### **Group Two - West Penn Projects:**

- School of Business Expansion
- School of Communications
- Development & Alumni Relations

#### **Group Three - Student Services/Support:**

- Operations
- Admission Center
- Point Park Online
- One-Stop-Shop

#### **Group Four - Academic, Thayer & Lawrence Hall:**

- Thayer Residential Expansion
- Criminal Justice & Intelligence Studies
- Literary Arts
- Natural Sciences & Engineering Technology
- Education
- Academic Hall Classrooms / Flex
- Humanities & Social Sciences
- Theater Program
- Dance Program
- Lawrence Hall Classrooms / Flex

#### **Group Five - Long-Range / Other:**

- Student Center Expansion
- Frontier Hall Restaurant / Cafe

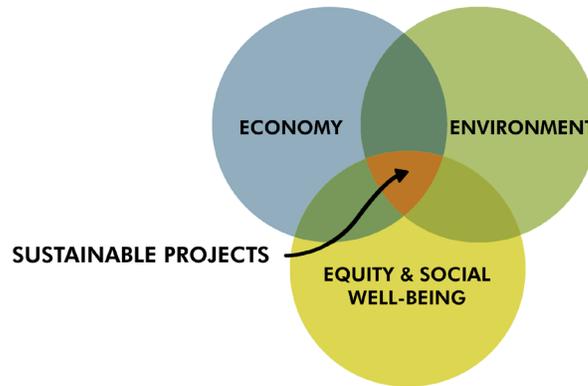


The University Center - originally the Colonial Trust Building

The original Master Space Plan developed a series of global Design Guidelines and Recommendations to be deployed in the design of all Point Park University projects. They are to continue to be included in the information shared with the design teams before the beginning of each project. These guidelines are more quantitative in nature and need to be considered in context with the other recommendations contained in the Master Space Plan. When taken together, the report recommendations and the design guidelines combine to form the overall master planning recommendations.

The Building Design guidelines include direction for facade design, new building design, and historic preservation. Point Park University owns or leases a number of buildings of historic character, which contribute to the overall quality of the downtown district and enhance the identity of the University. The University should continue its role of stewardship of its historic properties and strive to maintain the architectural heritage and beauty of the structures they occupy. Many of these buildings have not had significant improvements in decades. Every major project should include necessary improvements to meet building code and accessibility needs and upgrade mechanical, electrical, and plumbing systems. Each of these projects is an individual building block in achieving the overall vision of the Academic Village.

The Design Guidelines also include recommendations for a sustainable campus. In the broadest sense, the most important overall goal of the University's Sustainability Initiative is to ingrain the key components of sustainability -- Economy, Environment, and Society -- in the University's culture. To achieve this goal, support is required from the University's management team and from the entire University. During the master planning process, the University has assembled two sustainability groups, the Sustainability Core Team and the Sustainability Committee, that will lead the University in its sustainability initiatives.



Finally, the Design Guidelines outline recommendations for Campus Identity and Image Enhancement. An important part of increasing the University's presence within the city, these recommendations include wayfinding, campus identification signage, building signage, as well as streetscape and site amenity guidelines.

The Master Space Plan should be regularly updated. Reviews of the Master Space Plan's progress should be made every year, with a significant update every five to ten years. The University Architect should help in determining if these time lines need to be altered or if there is a scenario in which special needs warrant major changes.

# INTRODUCTION

## MISSION AND VISION OF THE UNIVERSITY

# 1.1

**Mission Statement of the University**  
from [www.pointpark.edu](http://www.pointpark.edu)

*Point Park University educates students in a diverse environment and prepares graduates to apply knowledge to achieve their goals, advance their professions and serve their communities.*

**Vision Statement of the University**  
from [www.pointpark.edu](http://www.pointpark.edu)

*To be one of the most dynamic, private urban universities in America with an intense focus on student success through distinctive, innovative, and experiential learning.*

## GOAL OF THE MASTER SPACE PLAN UPDATE

# 1.2

**Master Space Plan Goal**

*To create a dynamic and identifiable campus that spatially fulfills the academic, student life, and administrative objectives of the University and complements and enhances the downtown community.*

# 1.3

## MASTER SPACE PLAN UPDATE PROCESS

The Master Space Plan Update was developed over months of information gathering, analysis, and discussions with students, faculty, staff, upper administration. The vision, the program, and the design guidelines set forth by this Plan, build upon the previous Master Space Plan, and continue to represent the values and direction as defined by a collaborative planning effort of the University and the local downtown community.

### Project Commencement

Similar to the original Master Space Plan, this Update was conducted with broad input from the Point Park University campus community. The process began with a public kick-off meeting, included user group meetings with representatives from across the University, and student representatives like the United Student Government. Two committees were established for regular review and input throughout the process:

- **Core Committee:** A decision-making group comprised of senior administrators and other advisors.
- **Advisory Committee:** A group of students, administrators, faculty, and staff who represent their constituencies, meet regularly with the consultant team to review the consultant's work, and advise the Core Committee.

### Task 1: Existing Conditions Update

Existing campus documentation was collected in order to observe changes since the original Master Space Plan. Floor plans and facilities reports provided a basis for analysis of existing occupancy and conditions, while class schedules and utilization reports provided a basis for understanding space usage. Information provided by the University and user groups regarding enrollment forecasts, Strategic Planning, and department growth, provided the necessary information to define long-term space needs.

A room by room campus tour was conducted in order to verify any inaccuracies in the base documentation, provide a cursory overview of facilities conditions, and to observe the usage of existing spaces. Existing conditions were photographed and changes were recorded.

All data was coordinated to update existing conditions mapping. Floor plans of all relevant Point Park University owned properties were also created in Revit in order to be linked to an updateable space-planning database.

With the Core, Advisory Committee, and student groups, the consultant team reviewed recent transformations of the Point Park University campus; Master Space Plan Update mission, goals, and objectives; and new priorities. The meetings concluded with discussions of important issues to each Committee and a prioritization of the issues. (See Section 2.6 for survey results and the Appendix of this report for discussion notes.)

To refine space planning information and verify data, the team conducted stakeholder interviews with selected University representatives from each department to collect information on the current methods of teaching and learning, assessment of facilities and technology, ideas and concepts for the future facility and technology requirements, and enrollment and new program initiatives. Working in conjunction with faculty and staff, basic data elements were verified by auditing the accuracy of such data elements as space assignment, room use classification, and personnel profile.

The team conducted open public forums with students, faculty and staff, and administration representatives to confirm project goals and objectives and to listen, assess, and discuss attendees' thoughts, notions, ideas, and concerns.

### **Task 2: Exploration of Options**

Updated space guidelines were developed through discussions with the University and used in the modeling of the space needs. These planning guidelines/assumptions were then reviewed with the University before proceeding to the development of space planning options.

The process used to calculate the space needs was based on a series of interactive work steps. Information from the University, including the user groups, was gathered, analyzed, and documented in the process. The data and assumptions were reviewed with the University to verify space needs and module sizes. The Core Committee reviewed and confirmed the space requirements. The final Space Needs Assessment Findings can be found in the Appendix.

WTW Architects reviewed property changes since the previous Master Space Plan, the need for potential property acquisition, and the desire to vacate leased facilities. WTW also evaluated the impact that future projects will have on existing University properties.

Core and Advisory Committee Meetings were conducted in order to review observations on emerging themes such as University identity, improved classroom space, campus safety, and how to continue to develop the concept of the "Academic Village." Options for reutilization/reorganization of campus space were presented. Discussion and evaluation of the various options were assessed against three primary goals:

- Consolidate Similar Uses
- Improve Classroom Location/Accessibility
- Improve Quality of Life (Housing, Wellness, Safety, etc.)

### **Task 3: Master Space Plan Update**

Based on the input from the Core and Advisory Committees, an update Vision for the future development of Point Park University's campus was developed that addressed the following issues:

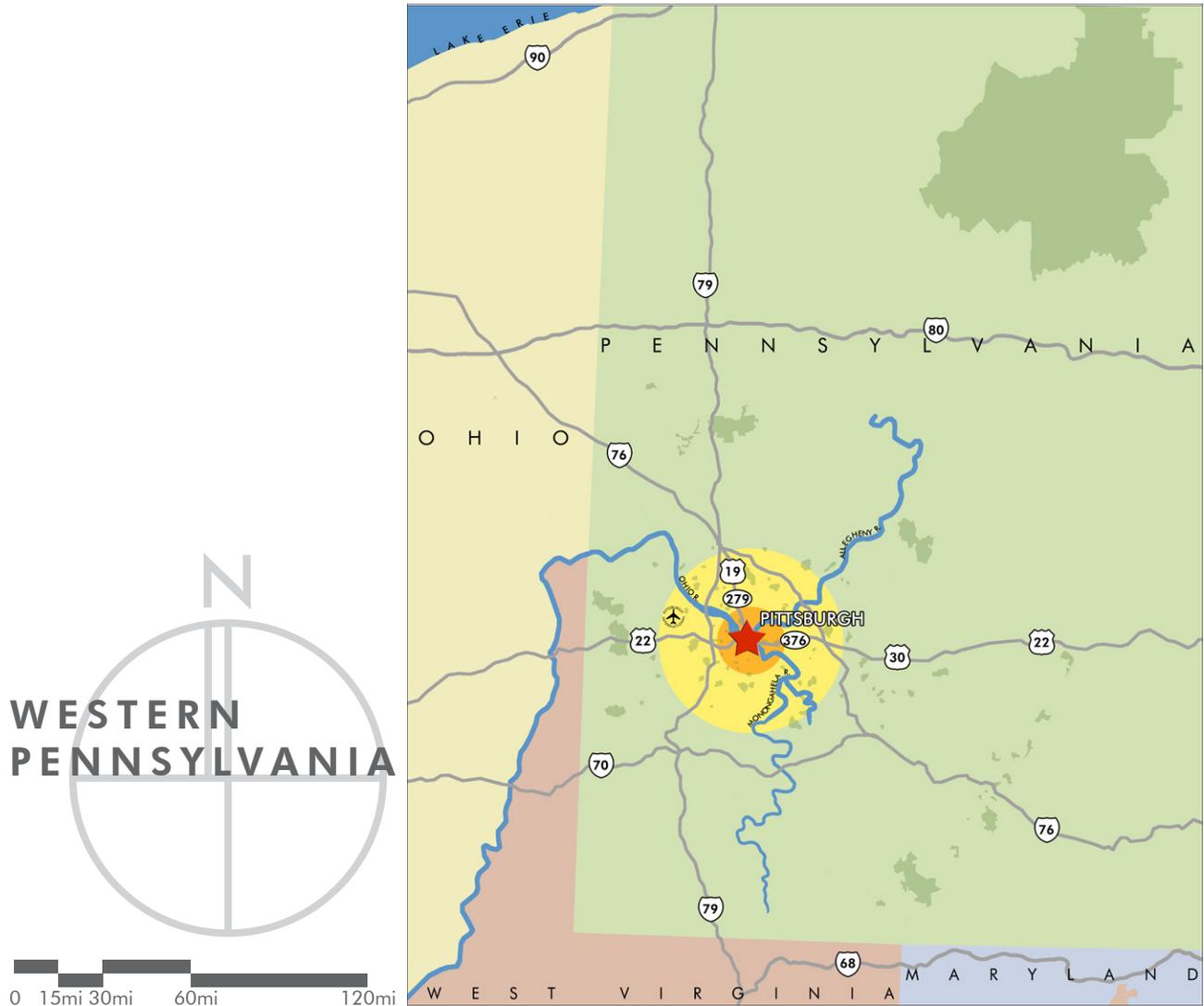
- Campus Utilization/Organization
  - Major Projects
  - Departmental Location (Consolidation)
  - Operations (Public & Private)
- Building Utilization/Organization
  - Vertical Zoning
  - Floor Plan Organization
    - Efficiency
    - Functionality
    - Aesthetics
  - Space Use
    - Standard Practices (Office Sizes, etc.)
    - Shared Resources

- Degrees of Implementation
  - Importance of Economy
  - Time
  - Expense
- Defining a Long-Range Vision
  - Minimize Long-Term Needs
  - Maximize Impact
  - Phased Implementation

WTW Architects worked closely with the Core Committee and the facilities department to refine this Vision, developing targeted locations for all academic and administrative departments, consolidated student services, and an increase in University run, on-campus residence halls.

Incorporating comments from the Committees and stakeholders, the consultant team prepared the preferred Master Space Plan Update presented within this report. This Plan's Vision, Program, and Design Guidelines were vigorously reviewed with the Core Committee. The implementation and financial considerations were discussed, and the final plan agreed upon.

# CAMPUS ANALYSIS



## REGIONAL LOCATION

Point Park University is located in the heart of downtown Pittsburgh, Pennsylvania. The City and the University are located in southwestern Pennsylvania at the confluence of the Allegheny and the Monongahela Rivers, the beginning of the Ohio River. The West Virginia state border lies about 27 miles to the west and 50 miles to the south. With easy access to both Interstates 279 and 376, major cities, including Cleveland, Columbus, Buffalo, Baltimore, and Washington, D.C., are within a 250 mile drive.

# 2.1



# 2.2

## LOCAL INFLUENCES

Point Park University is one of the largest land owners in downtown Pittsburgh. Its property stretches along Wood Street from Forbes Avenue to Fort Pitt Boulevard, the southern edge of downtown. The University is increasing its downtown footprint with the construction of the new Pittsburgh Playhouse, which is scheduled to open in the Spring of 2018. This will replace the current Pittsburgh Playhouse, which is located in Oakland, a university neighborhood approximately two miles east of downtown Pittsburgh.

Three distinct centers within downtown Pittsburgh are connected by the Wood Street corridor that runs through the middle of the University’s campus. The historic First Side neighborhood is located at the southern end of Wood Street and stretches along the Monongahela River. First Side exhibits a range of architecture from buildings that supported shipping and trade on the Monongahela over a century ago to modern office buildings. This area is also active in Pittsburgh’s resurgence of downtown urban living with a number of new and renovated residences.



View from Market Square toward the new Tower at PNC Plaza (left) and Tower Two-Sixty (right)

The Fifth and Forbes corridor intersects Wood Street near its center. After a long period of decline, the once lively retail core of the city is starting to see redevelopment take hold with major retail, residential, and office projects under way, including the revitalization of Market Square, the new Tower at PNC Plaza, and the Tower Two-Sixty.



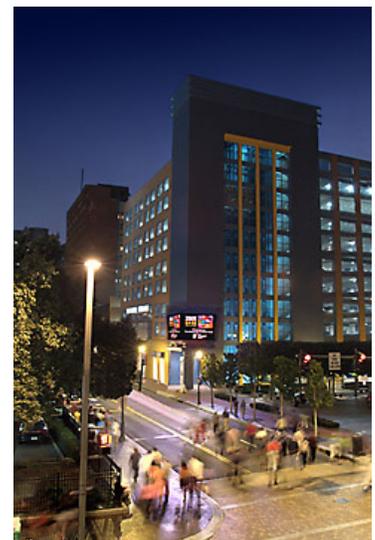
Left: Point State Park (image courtesy pghbridges.com)



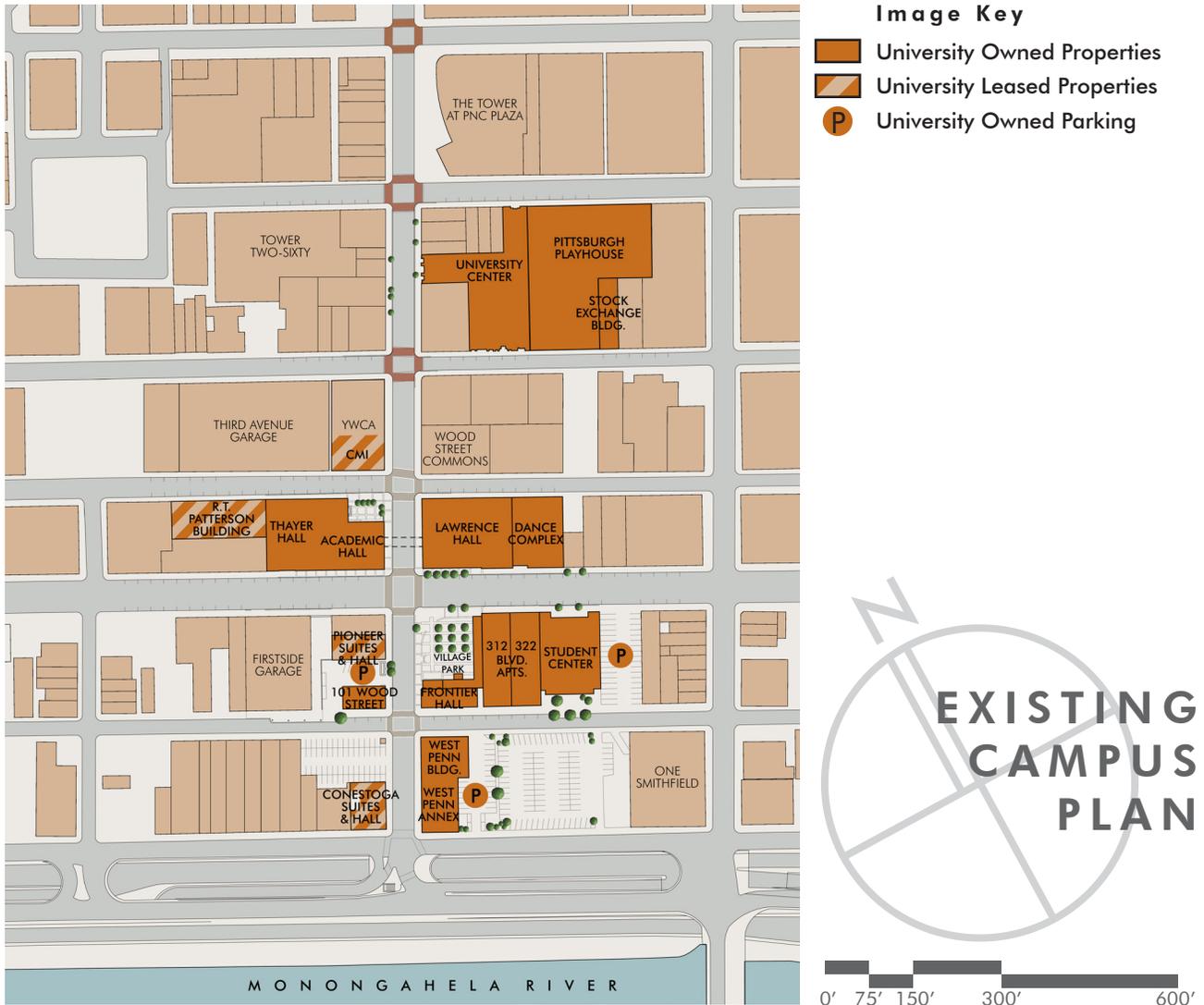
Right: Historic First Side Neighborhood on the Monongahela River Shore (image courtesy of 151firstside.com)

The Cultural District, located at the northern end of Wood Street, is home to Pittsburgh's most prominent theaters as well as many restaurant, retail, gallery, and entertainment options. This activity will create a nice synergy with Point Park's new downtown Pittsburgh Playhouse. The Cultural District area is also the home to much of downtown Pittsburgh's existing residential population with plans for continued growth.

In addition to the activity along Wood Street, Point Park University benefits from being only a few minute walk from Point State Park, a historic location and the main outdoor open space for the City of Pittsburgh. Construction of the Mon Wharf trail (ongoing) at the University's southern edge is improving its connectivity to Point State Park and the Three Rivers Park system, which ties together all of the activity and green spaces along the waterfronts of the Allegheny, Monongahela, and Ohio Rivers.



Cultural District



## 2.3

### EXISTING CAMPUS

Point Park University, founded in 1933 as the Business Training College, became Point Park Junior College in 1960, Point Park College in 1966, and achieved university status in 2003. Point Park continues to see growth in both operation budget and enrollment, raising from 2,312 in 1997 to 3,592 students in 2007 and 4,093 students as of Fall 2016.

The University owns and leases numerous buildings and surface lots in downtown Pittsburgh. These properties all fall within a ten block area bound by Forbes Avenue, Smithfield Street, Fort Pitt Boulevard and Market Street with the core of the campus centered around the Village Park at the intersection of Boulevard of the Allies and Wood Street.

Academic and Lawrence Halls, with the pedestrian bridge connecting their second floors over Wood Street, are the historic nucleus of the campus and are still the most widely recognized elements of the University. Recent improvements to the outdoor environment and signage systems have begun to improve the recognition of the Point Park campus within downtown Pittsburgh.



*View Wood Street of Wood Street, facing North, from between 100 Wood Street and Frontier Hall*

Point Park University's campus lies in a very dynamic urban setting. It is bisected by two major streets: Wood Street and the Boulevard of the Allies. Wood Street is a one way street with two lanes of traffic heading toward the Monongahela River, one of which is largely designated for parallel parking, turning lanes, and bus stops, and a bus-only lane traveling in the opposite direction. Traffic can be heavy, but is generally slow paced due to its narrow width and the frequency of traffic lights. Recent improvements to crossings and signaling have made Wood Street even more manageable for pedestrians.

The Boulevard of the Allies, on the other hand, is a very broad street with two-way traffic that can reach high speeds for an urban setting. It has various configurations of five or six lanes with parallel parking in each direction and turning lanes at major intersections. The turning lanes as well as the greater spacing of the traffic signals allow for the higher speed. However, the intersection of the Boulevard of the Allies and Wood Street is especially problematic, regarding higher speeds, because Wood Street marks a low point along the Boulevard and traffic in both directions is traveling downhill toward the intersection.



*The Student Center and Boulevard Apartments*

In addition to the division caused by Wood Street and the Boulevard of the Allies, there are several actual and perceived gaps within the continuity of Point Park University's built environment. Much of the campus and its identity are focused on the Wood Street corridor. Therefore, the lack of University property on Wood Street between Third Avenue and Fourth Avenue is the most obvious and apparent example of the campus' discontinuity. Recent streetscape and signage enhancements have improved the character of the surrounding environment, and the addition of the Center for Media Innovation in the ground floor of the YMCA has started to bridge this gap.

Numerous recent project, including the conversion of the former parking lot at the corner of the Wood Street and the Boulevard of the Allies into an urban plaza called "Village Park," the renovation of 312 and 322 Boulevard of the Allies into student apartments, transformation of the former YMCA into a Student Center, and utilization of Frontier Hall for administrative uses, have dramatically improved University identity and strengthened this intersection as the heart of campus. As such, Village Park has become the iconic symbol of the campus and local amenity that is utilized by the surrounding downtown community.



*The new Village Park at the corner of Wood Street and Boulevard of the Allies*

## Point Park University Campus Building List

### University Owned Buildings - Occupied

101 Wood St.	4 stories + basement	13,250 GSF
312 Blvd. of the Allies	8 stories + basement	74,250 GSF
322 Blvd. of the Allies	8 stories + basement	74,250 GSF
Academic Hall	8 stories + basement	109,951 GSF
Dance Complex	4 stories + basement	39,515 GSF
Frontier Hall (100 Wood Street)	9 stories + basement	24,500 GSF
Lawrence Hall	21 stories + basement	241,848 GSF
Pittsburgh Playhouse (Downtown)	4 stories + basement	84,948 GSF
Pittsburgh Playhouse (Oakland)	2 stories + basement + attic	62,491 GSF
Thayer Hall	10 stories + basement	76,079 GSF
Stock Exchange Building	3 stories + basement	9,642 GSF
Student Center	8 stories + basement	91,650 GSF
University Center	3 stories + basement and partial 4th floor	79,938 GSF
West Penn Building	13 stories + basement	105,295 GSF
<b>Total</b>		<b>1,087,607 GSF</b>

### University Owned Buildings - Vacant

<b>Total</b>		<b>0 GSF</b>
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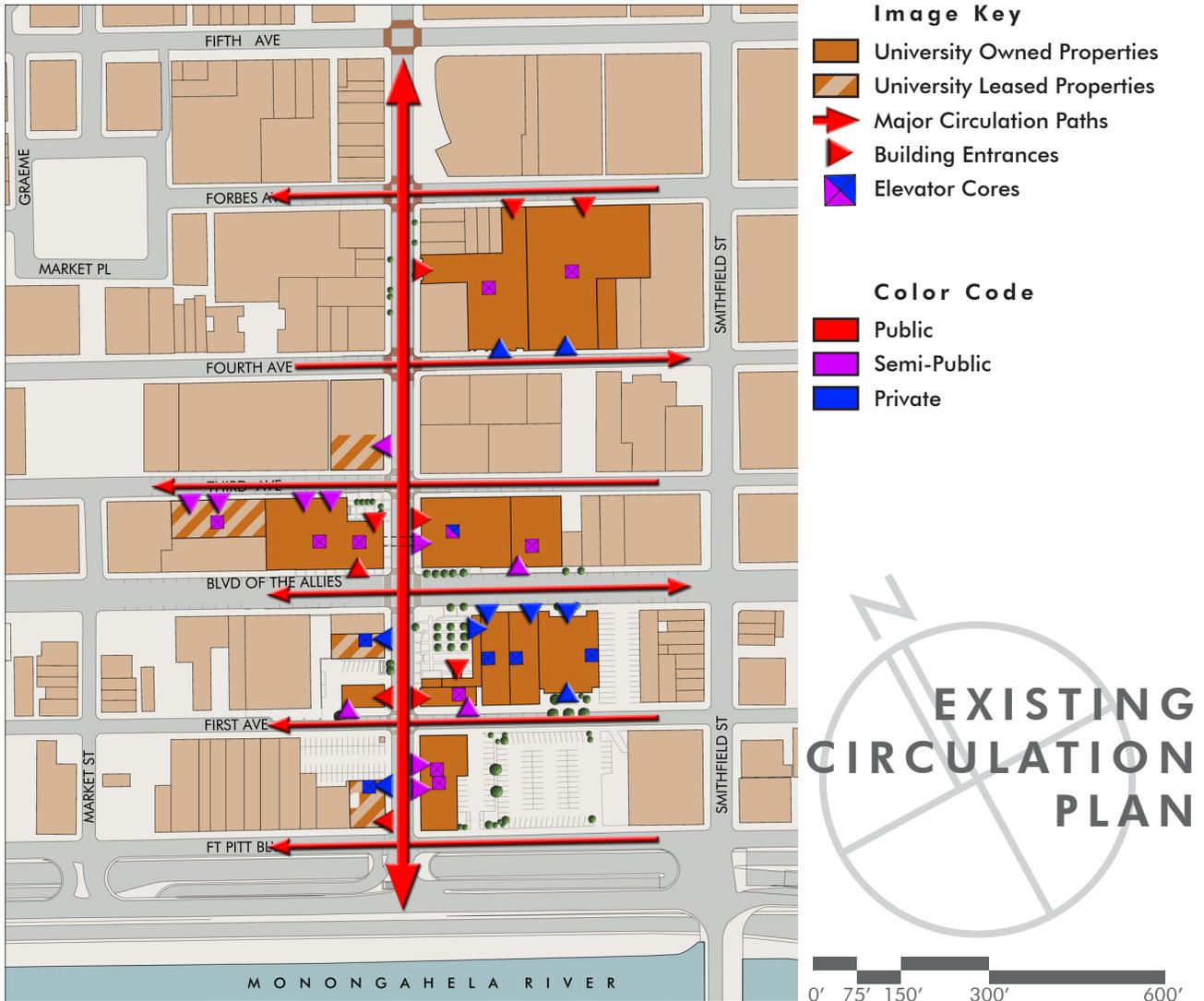
### University Leased Buildings

Conestoga Hall	7 stories + basement	28,500 GSF
Pioneer Hall	7 stories + basement	26,200 GSF
R.T. Patterson Building	Floors 1 & 5	13,200 GSF
YWCA (CSI)	Floors 1	4,000 GSF
<b>Total</b>		<b>71,900 GSF</b>

**Total Building Space** 1,159,507 GSF

### University Owned Lots

111 Wood Street Parking Lot	4,800 GSF
1st Avenue Parking Lot (adjacent to the Student Center)	13,366 GSF
Village Park (including arcade and fountain)	13,200 GSF
<b>Total</b>	<b>31,366 GSF</b>



## 2.4

### CAMPUS CIRCULATION

As an urban University, the main circulation paths through the campus are the streets and sidewalks of downtown Pittsburgh. Because of this, and unlike traditional campuses, pedestrians and vehicular circulation are intertwined and share much of the same experience.

#### Wood Street

Wood Street is the primary connector through campus. It is also the only pedestrian and vehicular route through campus perpendicular to the Monongahela River. Numerous University building entrances occur directly from Wood Street's sidewalks. Alumni Plaza and Village Park are the campus's two main outdoor plazas, and the pedestrian bridge connecting Academic and Lawrence Halls over Wood Street is one of Point Park University's most recognizable features.



Wood Street, facing north, with the University Center on the right and the new Tower at PNC Plaza in the background

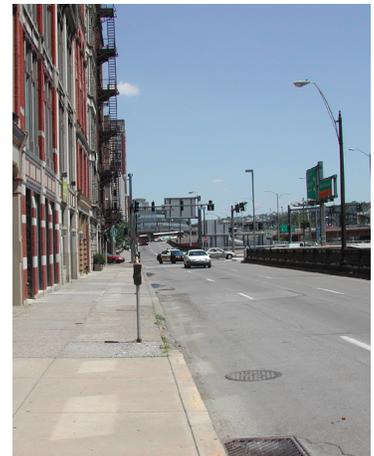
### Secondary Streets

The streets running perpendicular to Wood Street make up the campus's secondary circulation, providing access to any buildings not entered from Wood Street and the majority of service areas. These streets have a variety of characteristics.

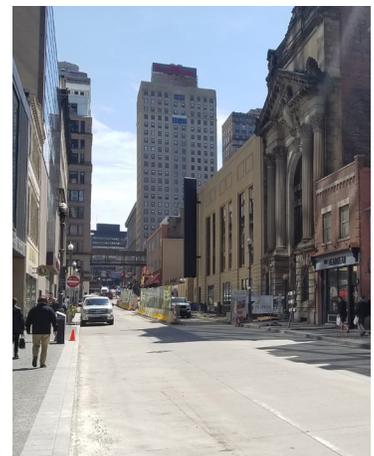
The Boulevard of the Allies has the largest quantity and some of the highest speeds of vehicular traffic through campus. It also has the second most University building entrances of any street on campus. While it may currently be one of the least favorable streets for pedestrian scale, the large concentrations of University buildings on both sides of the street and the amount of vehicular movement through this area give Point Park University an incredible amount of public visibility.

Even more so than the Boulevard of the Allies, Fort Pitt Boulevard is primarily a vehicular roadway. It is a one-sided street along the southern edge of campus and downtown Pittsburgh. It is dominated by concrete and asphalt, separated by the sunken Parkway, and has minimal physical connection to the Monongahela River. There are no primary entrances to University buildings from Fort Pitt Boulevard and pedestrian traffic is very limited. Most of the pedestrian traffic in this area comes from the Mon Wharf parking area, but does not spend time on Fort Pitt Boulevard. It simply crosses the Boulevard and proceeds down Wood Street. As a result of the minimal pedestrian presence on the Boulevard, traffic tends to travel very quickly, creating an even more unfriendly pedestrian environment.

Point Park University is bound on its northern edge by Forbes Avenue. As part of the Fifth and Forbes corridor, Forbes Avenue is characterized by both old and emerging retail. It is also the location of much of the recent downtown development, including the Tower at PNC Plaza and Tower Two-Sixty. Traffic is slow and dense on Forbes Avenue, with a pedestrian and vehicular interaction that is similar to Wood Street. The main entrance to the new Pittsburgh Playhouse is located on Forbes Avenue, providing the University with a new prominent public face on its northern edge.



Fort Pitt Boulevard



Forbes Avenue

Left: First Avenue

Right: Third Avenue



All of the remaining secondary streets within the campus’s boundary, First Avenue, Third Avenue, and Fourth Avenue are not primary vehicular circulation routes. Each of these streets has a very narrow right-of-way and is one way. The portion of Third Avenue to the west of Wood Street is the most active of these secondary streets. It has a number of primary building entrances, parallel parking on both sides, and access to a major parking garage. The portion of Third Avenue east of Wood Street, First Avenue, and Fourth Avenue are primarily service oriented. Fourth Avenue is the service side of the new Pittsburgh Playhouse, but is also marked by many impressive facades from its early Twentieth Century role as the financial center of Pittsburgh.

### Internal Circulation

Due to its vertical orientation, circulation through Point Park University’s campus does not end with arrival at the front door of a building. The majority of University buildings are seven or more stories, making elevators and stairs a major part of circulation through campus. Considering the density of the University and the height of some of its buildings, the wait for an elevator can often be the longest part of a trip across campus.

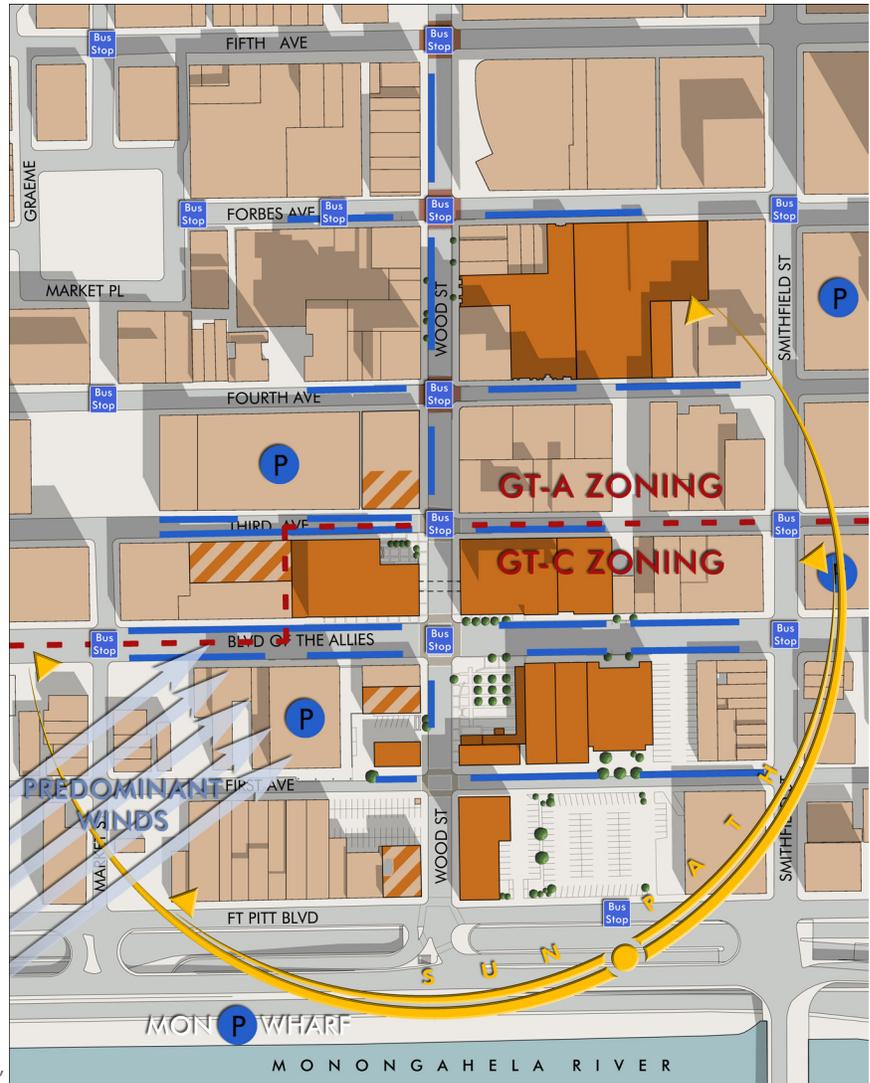
Circulation between buildings can also be awkward and confusing. As the University grew, each newly acquired building needed to be adapted to its new and, often, very different use. Connections between adjacent buildings had to overcome varying floor-to-floor heights, structural elements, utilities, and so on. This often resulted in labyrinthian corridors, confusing relationships to stairs and elevators, and inefficient uses of space.

A good example of this condition is the relationship between Academic and Thayer Halls. Within these buildings there is a bank of elevators and an exit stair that serve academic functions on floors one, two, three, four, nine, and ten, and residence halls on five, six, seven, and eight. In addition, that same elevator bank can access all but one floor of Thayer Hall and only a few floors of Academic Hall. This type of complicated circulation can create security issues as well as complicate wayfinding through campus.



Gathering during a typical wait for an elevator in Lawrence Hall

- Image Key**
-  University Owned Properties
  -  University Leased Properties
  -  Paid Public Parking
  -  Paid On Street Parking
  -  Bus Stops



LOCAL  
INFLUENCES  
PLAN



## CAMPUS INFLUENCES

Point Park University is proud of its location within the heart of downtown Pittsburgh. This dynamic environment provides many opportunities, including the use of local amenities, proximity to local cultural experiences, and access to downtown businesses and enterprises. The University's central location also makes Pittsburgh's many local neighborhoods easily accessible.

The following sections describe a number of additional factors that have an impact on the form, function, and daily life of the University.

### Zoning

Point Park University's campus straddles the line between two zoning areas within Pittsburgh's Golden Triangle (GT), which the zoning code describes as "the economic and symbolic core of the region." Because Point Park falls within the Golden Triangle District, the zoning of the City of Pittsburgh does not require the University to create and define an EMI (Educational/Medical Institution) district for itself.

# 2.5

Universities located outside of the Golden Triangle District are required to create EMI districts for themselves and are tasked with writing an Institutional Master Plan. These plans, approved by the city, become the zoning code for that institution and are purposed with accommodating growth and mitigating impacts with surrounding neighborhoods.

Point Park's unique campus, stitched within the urban fabric of downtown Pittsburgh, does not fit the standard model intended for an EMI district. First, Point Park's campus has grown and expanded within the density of the city and does not have an easily defined boundary. Also, EMI districts are created to allow universities and medical institutions opportunities that typical local zoning codes would not allow. Zoning guidelines within the Golden Triangle do not have the limits on height, lot lines, building uses, etc. of many other zoning districts.

Point Park University's campus currently falls within the GT-A and GT-C districts. The GT-A district, which lies at the center of downtown Pittsburgh, focuses strongly on retail development at street level with office and residential uses above. The GT-C district wraps around the edge of the Golden Triangle, falling between the rivers and the core business and retail areas. This zone focuses primarily on high-density residential uses.



Bus Stop Along Wood Street

### Campus Access

A large portion of the Point Park University community uses mass transit to access the campus. This is due, in part, to the high expense and limited availability of parking. All of the major roadways in the area have bus access (see the Local Influences Plan for local bus stop locations). The bus stops along Wood Street appear to be the most used within the campus.

Because of its urban location, drivers have many options for getting to Point Park University and often vary their routes based on traffic, construction, and parking options. Most traffic approaching campus from the Interstates will use the Boulevard of the Allies. More local traffic may choose to filter through the city and approach the campus on Wood Street.

There are a number of major parking garages, including the 3rd Avenue Parking Authority Garage, and surface lots in the immediate vicinity of Point Park University. The Mon Wharf parking lot is popular among the Point Park community. Pedestrians access to the Mon Wharf is very convenient via a stairway at the end of Wood Street, but the stair is in poor condition and the environment unwelcoming. Occasional flooding of the river makes this parking inaccessible. Many drivers also elect to park in Station Square, across the Monongahela River, and walk or take a shuttle into town.

Biking and walking to campus are also options that are growing within the University. The increase in downtown housing is providing more opportunities to live within walking distance of campus, and the proximity of a number of Pittsburgh's neighborhoods to downtown makes biking a possibility. Pittsburgh's South Side is a prime example of a neighborhood that is within easy biking distance and is very popular among college students.

### Natural Environment

Point Park University is truly immersed within downtown Pittsburgh, and therefore its natural environment is heavily affected by the urban condition. The Local Influences Plan shows the relation of the sun's path to campus, but the shade caused by the height and density of the buildings has as much of an impact on the environment as direct exposure to sun. Most of the streets receive little direct sunlight during



The new Village Park at the corner of Wood Street and the Boulevard of the Allies

the day, which may be beneficial during the summer but can make inclement winters more difficult. Fort Pitt Boulevard has the opposite characteristic. Because it has no buildings on its southern edge and is an environment predominantly made of concrete and asphalt, the direct summer sun can create an unwelcoming environment.

Prevailing winds in the Pittsburgh area come mainly from the west and vary to the southwest with average wind speeds picking up slightly in the winter from around 7mph to almost 11mph. But again, the urban setting of Point Park University has a great effect on this. While there has not been any complaint of extreme “wind tunnel” effects in the area of Point Park’s campus, densely built environments can cause increases in wind speed and variations in wind direction, including eddying, that are difficult to predict.

The new Village Park provides a major outdoor gathering space that was previously lacking in this section of downtown Pittsburgh. The vibrant outdoor space, with a variety of seating, shading from new trees, and a signature fountain, is utilized by both the University and downtown communities. Alumni Plaza, a small hardscaped parklet outside of Academic Hall, provides a pleasant gathering space with trees and flowers in the surrounding planters. Streetscape improvements and the extension of the Mon Wharf Trail represent other recent upgrades to the surrounding natural environment.



Left: Mon Wharf Trail



Right: Alumni Plaza outside Academic Hall

### **Urban Schedule**

The University's presence within downtown Pittsburgh also has an effect on the daily routine in and around Point Park's campus. Weekday rush hours, drops in population during weekday evenings, and downtown events all have a significant impact.

The beginning and end of the work day are marked by huge increases in traffic: both pedestrian and vehicular. Most local parking garages fill up rapidly in the morning, and bus stops become major points of congregation in the afternoon. Lunchtime businesses thrive, and the streets are filled with activity through the middle of the day.

Even with recent developments in downtown Pittsburgh, nights can be markedly different. There is a substantial drop in local activity on most typical evenings. The end of the work day marks the end of the day for most businesses, and the area has a growing, but still limited dinner crowd. Crime in the area seems to be diminishing, but safety is always a concern.

## CAMPUS COMMUNITY INPUT

# 2.6

Throughout the campus analysis process, the consultant team conducted workshops with students, faculty and staff, and administration representatives to confirm project goals and objectives and to listen, assess, and discuss attendees' thoughts, notions, ideas, and concerns.

The following Planning Themes were compiled from comments and meetings with the Core and Advisory Committees and workshops with Students, Faculty and Staff. The Advisory Committee and the Student Government were then asked to rank the following list of themes. All of these themes are among the most important issues to the University's future, but this exercise allows for a better understanding of each group's highest priorities.

The overall results from each group, in order from highest ranking to lowest ranking, are shown side by side below. Complete results, with comments, can be found in the Appendix.

### Planning Themes Ranking

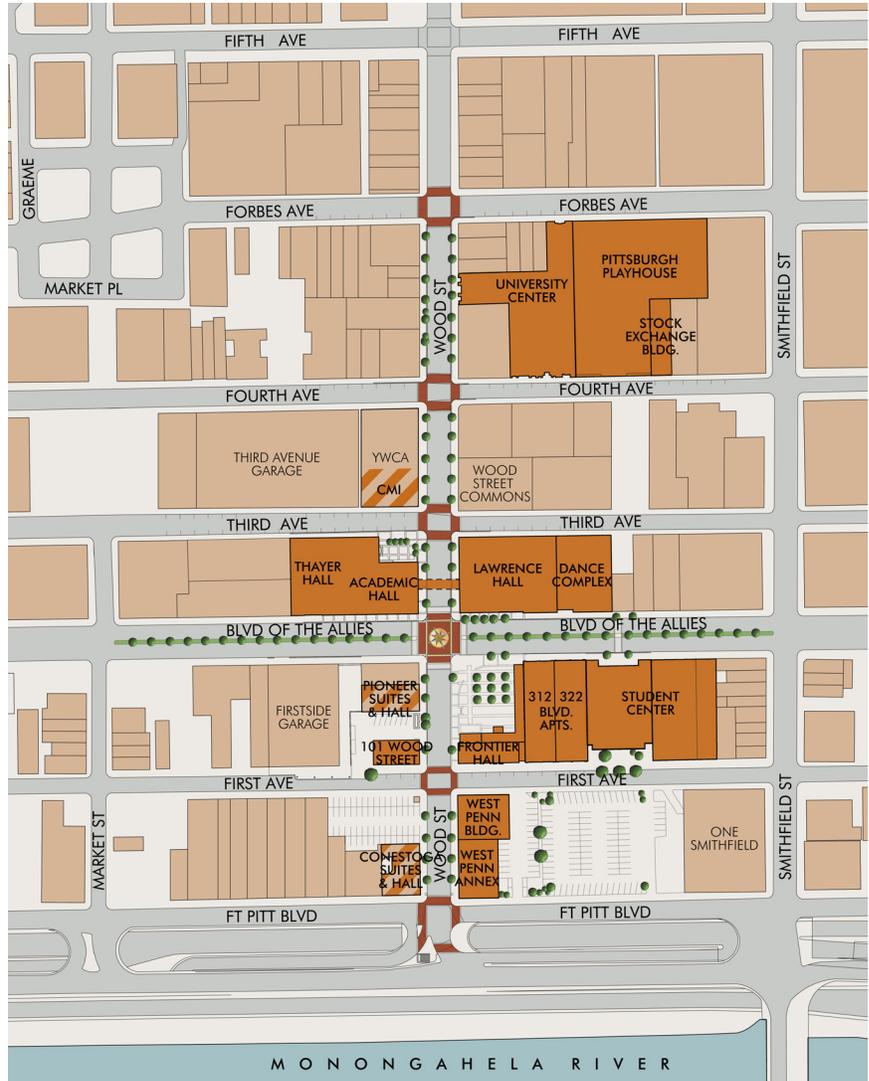
Advisory Committee		Student Government	
1	Improve/Expand Academic & Classroom Space	1	Additional Student Housing
2	Improve Campus Identity & Wayfinding	2	Improve Parking/Transit
3	Expand Student Recreation, Fitness, & Athletics	3	Improve/Expand Dining Facilities
4	Improve/Increase Meeting and Event (Ballroom) Facilities	4	Expand Student Activities, Club, & Organization Space
5	Improve Parking/Transit	5	Expand Student Recreation, Fitness, & Athletics
6	Improve/Expand Administrative Space	6	Improve/Expand Outdoor Amenities
7 (tied)	Additional Student Housing	7	Improve/Expand Academic & Classroom Space
7 (tied)	Improve/Expand Dining Facilities	8	Expand/Improve Retail Offerings
9	Improve Campus Safety & Wellness	9	Improve Campus Safety & Wellness
10(tied)	Expand Student Activities, Club, & Organization Space	10	Improve Campus Identity & Wayfinding
10(tied)	Improve/Expand Outdoor Amenities	11	Improve/Increase Meeting and Event (Ballroom) Facilities
12	Expand/Improve Retail Offerings	12	Improve/Expand Administrative Space

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# VISION

## Image Key

- University Owned Properties
- University Leased Properties



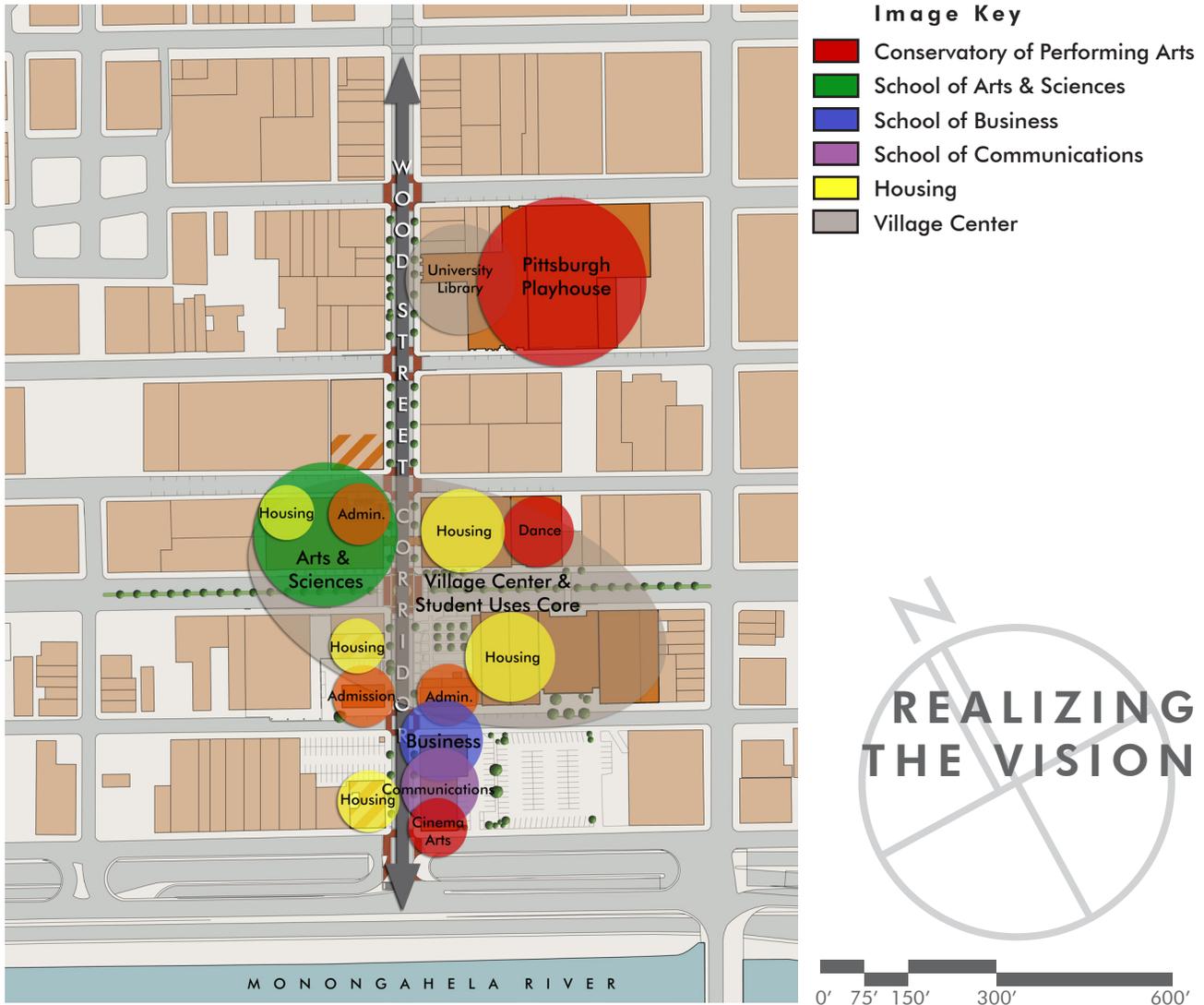
## THE ACADEMIC VILLAGE CONCEPT

The vision for Point Park University’s campus and its place within the surrounding neighborhood was developed during the original planning process over months of information gathering, analysis, and discussions with students, faculty, staff, upper administration, as well as local and city neighbors and officials. This vision created a strong and dynamic presence for the University within the city of Pittsburgh, while organizing, enabling, and enhancing the needs and objectives of the institution and the neighborhood.

The concept of the “Academic Village” is a complete vision for the University, reaching beyond the Master Space Plan to include principles for the growth, management, and overall experience of the future campus and its integration within the city.

The Master Space Plan focuses primarily on aspects of campus organization, accommodating projected growth, providing guidelines for design, promoting sustainability, and creating a unique and identifiable image for the University. These efforts are all part of the overarching vision of the Academic Village and will reinforce Point Park University’s mission of academic excellence.

# 3.1



## 3.2

### REALIZING THE VISION

The greatest impact that the implementation of the Academic Village vision has had on Point Park University's campus is through its strong focus on improved organization of land use. The organization of the Academic Village can be defined by three basic components:

- 1) The Village Center: the student life core of campus, with dining, lounges, recreation, athletics, student services, and other general use functions.
- 2) Academic Neighborhoods: academic centers with consolidated academic departments, associated classroom and support spaces, and well defined identity.
- 3) Student Housing: a variety of residence hall types and locations, dispersed throughout campus, designed to provide students with a range of options.

In less than 10 years since the original plan, the campus has already seen a significant transformation. New construction, renovation projects, and outdoor improvements have shown the University's commitment to both student success and stewardship of the downtown Pittsburgh community as they fulfill their vision of creating the Point Park University "Academic Village." This Master Space Plan Update provides an opportunity to evaluate the changes, reassess the University's programmatic needs, and further define future phases of implementation.

The following information provides a better understanding of the Academic Village vision, describes the projects that have already been implemented, and defines the biggest remaining priorities and the next steps for realizing this vision.

### Village Center

Vision:

The Village Center can be envisioned as a downtown or central business district for the Point Park University campus. Organized around the new Village Park, the Village Center will include most of the University's general uses and will be the focal point for students life and campus community.

In order to achieve this thriving campus center, the University must first focus on consolidating and improving its common student uses within the heart of the campus. As part of this process, dining options must be strengthened and enlarged and new dining options added. Public spaces, such as the 2nd floor passage through Thayer, Academic, and Lawrence Halls, should be transformed into thriving activity spaces with student lounges, digital displays, areas that promote student and faculty interaction, as well as meeting rooms and grab-and-go food locations. Student services, health and wellness facilities, general use classrooms, and key administrative functions should also be focused within the Village Center.



Students in the new Village Park

### Completed Projects:

As planned, a new urban plaza, named the "Village Park," has been created at the intersection of Wood Street and the Boulevard of the Allies, at the heart of the Village Center. Adjacent to Academic and Lawrence Halls, the most trafficked University buildings, the Park has quickly become the identifiable center of campus life. The vibrant outdoor space, with a variety of seating, shading from new trees, and a signature fountain, is utilized by both the University and downtown communities.

### Image Key

- Park Space
- Water
- New Village Park

"Green Space in the Golden Triangle"  
 - Image from Greening Pittsburgh's Golden Triangle by the Western Pennsylvania Conservancy  
 Fall, 2007



View of the Village Park from the new arcade along the Boulevard Apartments with Frontier Hall, 101 Wood Street, and Pioneer Hall in the background (from left to right)



New campus signage

In addition to the Village Park project, Point Park University has also engaged the City of Pittsburgh to improve the streetscapes in and around campus. As an urban institution, the public streets are the University's main circulation corridors. With help from grants from the Pennsylvania Community Transportation Initiative and the Heinz Endowment, improvements were made to the street, sidewalk, and crosswalk surfaces. Pedestrian scale street lighting and improved signaling systems add to campus safety. Street trees, site furniture, and new signage mark an increased effort toward strengthening University identity and the outdoor environment.

Life in the Village Park is fed by several other recent University projects. The Boulevard Apartments, located between the Village Park and the new Student Center, provide residential accommodations for upperclassmen on the upper floors and multi-purpose studio/academic spaces on the first floor. The nine story Frontier Hall, located on the southern edge of the Village Park, has become an administrative center. It houses Public Safety/Police Operations, Business Services, Finance/Controller, Human Resources, and Development and Alumni Relations. The first floor of Frontier Hall is intended to be retail food venue with seating in the Village Park, but this has not yet been implemented.

Another significant change to the University campus came with the purchase of the former YMCA on the Boulevard of the Allies and its conversion into the new University Student Center. While a proposed addition to the facility is on hold as the University focuses on the construction of the Pittsburgh Playhouse, the former YMCA has seen a number of interior renovations that provide lounge, recreation, fitness, meeting and event spaces that were previously lacking on campus. The Student Center is also the home of University Athletics and the Office of Student Affairs.

Across the Boulevard of the Allies from the Village Park, the University has completed a renovation to the lower public floors of Lawrence Hall. Exterior improvements were made to this historic landmark, including restored masonry and new windows. A new street-level gathering space was created for students and visitors, with a new grand entrance to the adjacent Dance Complex. The Point Café was expanded and improved with new seating and windows, and a new second-floor dance studio was created. Other support spaces, such as the mailroom and restrooms, were also upgraded.

The ground floor of 101 Wood Street, across Wood Street from Frontier Hall, has been developed as a Welcome Center. This is the first step in converting 101 Wood Street into a consolidated Admissions Center. This location benefits from the rare amenity of adjacent, University-owned off-street parking.

### Academic Neighborhoods

Vision:

Around the new and vibrant Village Center, the Master Space Plan vision proposed the creation of Academic Neighborhoods. Because some of the University's Schools are too large to be consolidated in a single building or location, development of each neighborhood should include School identity, with consolidated central offices for each School's departments, clearly defined wayfinding, and special features that showcase program identity and activities.

Each neighborhood will become an integral and recognizable part of the surrounding neighborhood. This will improve the University's presence through transparency along street facades to the activities within University buildings, increased accessibility for the community with educational opportunities or open houses, and local interaction through community events and performances.

Completed Projects:

The most recognizable change to the University's campus – construction of the new Pittsburgh Playhouse – will be complete in the Spring of 2018. It is located between Forbes and Fourth Avenues and connects to Wood Street through the existing University Center. In a combination of new construction and restored historical buildings, the Playhouse houses three performance theaters, academic spaces, and administrative spaces related to the new facility's operations. The University library, previously planned to be relocated to Academic and Thayer Halls, remains in the University Center, creating a dynamic and state-of-the-art learning and performance center in the heart of downtown Pittsburgh. Closely located to the recently constructed Tower at PNC Plaza, Tower Two-Sixty, and other recent Market Square area developments, the Pittsburgh Playhouse is a symbol of Point Park University's commitment to a burgeoning downtown Pittsburgh and is designed to make all phases from production to rehearsal and performance publicly visible.



*Lawrence Hall (left) and the George Rowland White Performance Center (right) with dance practice visible on the first floor*

Other recent and ongoing COPA projects include the build-out of the upper floor of the George Rowland White Performance Center (also known as the Dance Complex) and the relocation of Cinema Arts programs from the Patterson Building to newly renovated spaces in the West Penn Annex building. The LEED Gold Dance Complex, is now fully built-out with extra-height, purpose-built rehearsal and performance dance studios and state-of-the-art support and sound systems. The relocation of Cinema Arts uses from the Patterson Building to the West Penn Annex (currently in progress) will allow the University to relinquish its lease of the Patterson Building while consolidating Cinema Arts program uses.

The School of Business has been entirely consolidated on the top three floors of the West Penn Building, and is already in need of room for expansion. The University is currently in the process of relocating the highly-utilized classrooms from the upper floors of the West Penn to lower floors. This effort will decrease demand on elevators and allow future improvements to the upper floors of the building, including the expansion of the School of Business and the relocation of the School of Communications. Along with the Cinema Arts department's consolidation in the West Penn Annex, a newly revitalized West Penn Building is already on its way to be the next major campus transformation.

One project not included in the previous planning study is the new, high-tech Center for Media Innovation. Located in the highly visible first floor of the YWCA on Wood Street, the Center for Media Innovation provides Journalism students with new television, radio, and photography studios, a new multimedia newsroom, and gallery/presentation spaces. The street-front design is interactive and strengthens the University's presence on Wood Street.

### Student Housing

#### Vision:

Student residence halls are currently dispersed throughout campus. This vision for the Academic Village recommends that this arrangement be expanded upon and for the University to continue to offer both a variety of residential locations and housing types. Providing these choices should increase students' desire to live on campus and improve retention rates.

On-campus housing is currently located within six buildings. Apartment style residences are provided in Pioneer, Conestoga, and the new Boulevard Apartments. The University leases Pioneer and Conestoga, which are in good condition. The traditional residences within Lawrence Hall are renovated athletic club hotel rooms from the early 20th Century. Immediate aesthetic improvements are planned, but larger improvements to the infrastructure and accessibility, as well as modifications to the unit mix and public spaces are needed. The Thayer Hall residences consist mostly of traditional two and three occupant dorm rooms with two common bathrooms on each floor. These facilities are also in need of renovation and will be expanded to the ninth and tenth floors once the Registrar and the School of Communications have been relocated.



New Center of Media Innovation with visible interior programming (photo courtesy edmassery.com)



As stated above, the on-going project to relocated the West Penn Building classrooms to lower floors will allow for the expansion of the School of Business and the relocation of the School of Communications to West Penn.

Student services may be even more dispersed than some academic departments. While administrative support spaces have already been consolidated within Frontier Hall, direct student services can be found across campus from the ninth and tenth floors of Thayer Hall (Registrar) to the fifth floor of the West Penn Annex (Student Success Center).

Two significant projects will help to consolidate these uses and greatly improve the student service experience at Point Park University. All of the Admissions departments and Point Park Online will be relocated with the new Admissions Welcome Center into 101 Wood Street. Subsequently, the Registrar, Financial Aid, Student Accounts, and the Student Success Center will be consolidated into a One-Stop-Shop for student services in the easily-accessible first floor of Academic and Thayer Halls.

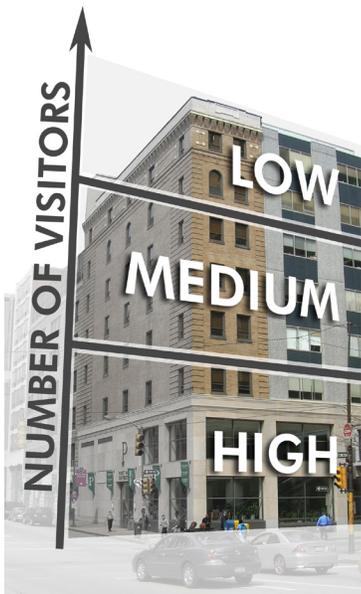
### Improve Classroom Location

Vertical circulation to the current classroom locations on upper floors in the West Penn Building present complications, particularly during class changes at peak scheduling hours. This was addressed during the initial master space planning process, and the University is already in the process of moving classrooms from the sixth through eighth floors to the lower four floors. This will dramatically reduce the average elevator trip time and encourage use of stairs, which will further reduce elevator demand. Throughout campus, the University should continue to implement better “vertical zoning” by placing building occupancies that have higher volumes of traffic, e.g. classrooms, on lower floors, while placing uses that have relatively low levels of traffic, e.g. offices, on upper floors.

Another way to improve classroom location is to place classrooms with designated functions, e.g. labs, dance studios, etc., adjacent to their associated academic department. This will be particularly impactful in the renovations of Academic Hall and Lawrence Hall where numerous academic departments will be consolidated on a particular floor. Each of these floors also have adjacent classroom space. Locating program specific classrooms next to their academic department offices will improve the strength of the Academic Neighborhoods, allow for the consolidation of general use classrooms, and enhance wayfinding.

### Improve Quality of Life (Housing, Wellness, Safety, etc.)

The recent outdoor improvements, including the Village Park, streetscape amenities and safety upgrades, and signage and wayfinding systems have made a dramatic change to the urban campus environment at Point Park University in terms of aesthetics, identity, and safety. Programmatic additions to campus, particularly the conversion of the old YMCA to the Student Center, have filled gaps in the recreation, wellness, and community gathering functions at Point Park. Still, there is much demand for additional improvements to quality of life on campus.



Vertical Zoning diagram

In polling of students, the following planning themes ranked in the top five priorities for the Master Space Plan Update:

- 1) Additional Student Housing
- 2) Improve Parking/Transit
- 3) Improve/Expand Dining Facilities
- 4) Expand Student Activities, Club & Organizations Space
- 5) Expand Student Recreation, Fitness & Athletics (TIED)  
Improve/Expand Outdoor Space Amenities (TIED)

Following the completion of the new Pittsburgh Playhouse, expansion and renovation of the Student Center will be the largest proposed construction project. This is a significant undertaking that will require a period of planning, fundraising, and design, but will ultimately provide the University with expanded recreation, community, student clubs, and dining functions. This development will provide events and programming spaces, serving as a Convocation Center for the University. And, it will provide an on-campus location for several University athletics teams, allowing for much easier student attendance to sporting events. All of these functions will improve campus spirit and wellness.



*Renderings of the potential renovation/expansion of the Student Center*

The University will also be expanding and improving on-campus housing. Expansion of the Thayer Hall residences will provide new, University-owned beds, and ongoing residence hall improvements will continue to enhance the quality of life in existing residence halls.

Further outdoor space enhancements should continue to build off of the recent improvements. Partnerships with the City of Pittsburgh and the State, should continue to explore safety improvements on the streets, in particular the mitigation of vehicular speeds along the Boulevard of the Allies. The University should also continue to work with students on improved transit (shuttles) to off-campus housing, parking, shopping, etc. The downtown location of Point Park University provides access to numerous amenities, but also makes access to other services/amenities more difficult.

Planned improvements to student services, academic program identity, and classroom accessibility will also provide an upgrade to the quality of life on campus. All of these improvements will be integral to maintaining the growing enrollment, as well as the satisfaction and retention of existing students.

# 3.4

## MAINTAINING THE VISION

The vision of the Academic Village provides a strong and focused direction for Point Park University. While there is more detail that follows within this Master Space Plan Update, it is the overarching vision that will serve as the guide for the University. Not every detail can be accounted for, and there will always be changes that effect the implementation of a Master Space Plan. It is important that there be a method for review and a process set in place for updates such that the overall vision is maintained.

Point Park University is already immersed in a period of rapid change and growth. It would appear that this trend will only increase over the next ten-plus years. It is important that the University Architect/Planner and the Facilities group at Point Park University continue to use the goals and recommendations defined within this Plan as a tool to guide decision making and define project implementation. The University, lead by the University Architect, should continue to maintain a Master Space Plan Oversight Committee that will be charged with implementing this Plan and enforcing the design guidelines.

The Master Space Plan should also continue to be regularly updated. Reviews of the Master Space Plan's progress should be made every year, with a significant update every five to ten years. The University Architect should help in determining if these time lines need to be altered or if there is a scenario in which special needs warrant major changes.

There will be numerous changes to Point Park University over the life of the Master Space Plan: adjustments to the University's Strategic Plan, acquisition of new properties, new sources of revenue, etc. Many of these will directly effect the implementation of the Plan. With the correct oversight, however, the vision of the Academic Village can be successfully implemented at Point Park University.

### Image Key

- Conservatory of Performing Arts
- School of Arts & Sciences
- School of Business
- School of Communications
- Administrative
- Housing
- General/Student Uses

## PROPOSED PROGRAM DIAGRAM

N.T.S.



## PROPOSED PROGRAM OUTLINES

The Master Space Plan outlines a number of projects that are important in achieving the vision of the Academic Village. The following section provides a description of these program elements, including the major new construction initiatives, School and Conservatory consolidations, housing, and other interior improvement projects.

Additional information relating to all projects can be found in Section 5: DESIGN GUIDELINES. Detailed programs for each project and planning diagrams for space alterations can be found in the Appendix.

Point Park University occupies a number of older, and even historic buildings. In continuing to be stewards of architectural preservation, all major projects should strive to maintain the architectural heritage and beauty of the structures they occupy. Additionally, many of these buildings have not had significant improvements in decades. Every major project should include necessary improvements to the aesthetics, code requirements, as well as communication, mechanical, electrical, and plumbing systems.

# 4.1

In addition to the general building improvement needs associated with each project, the University must also focus on more efficient use of their space. The University occupies many spaces that were not purpose built for their current occupants, and thus both the quality and quantity of space varies greatly from building to building and floor to floor. Office sizes, in particular, are incredibly inconsistent and often oversized.

While focusing on consolidating departments, the University will focus on implementing a campus-wide standard for office sizes, with a goal of not exceeding 120 square feet for a typical office. (Current office sizes can exceed 200 and even 300 square feet.) When appropriate, the University will also consider developing more open office environments with less private offices. Private offices are required for many administrators, student service providers, and faculty. These concerns will be addressed during implementation of each specific project.

Efficiencies gained with the complete renovation of targeted interior spaces will also provide the University with the ability to address continued growth without the need to lease, purchase, or construct any additional facilities for general office purposes. These improvements will be purpose built for the University and continue the University's stewardship of their historic downtown properties.

The following projects have been broken down into five groups of related projects. These groupings are based on similar functional relationships, but are not necessarily sequential in nature. See **Section 4.4 - Project Implementation Plan** for an outline of potential phasing.

**Group One - Ongoing Projects**

This group consists of projects that are ongoing or were completed during the space planning process.

**Group Two - West Penn Projects**

The ongoing classroom relocation project in West Penn Hall will allow for the reprogramming of the upper floors for more appropriate administrative purposes.

**Group Three - Student Services / Support**

This group addresses the consolidation of Student Services into appropriate, student/user friendly locations.

**Group Four - Academic, Thayer, & Lawrence Hall**

These projects largely address the consolidation of academic departmental offices and associated classroom spaces within these buildings.

**Group Five - Long-Range / Other Projects**

These projects are more dependent on funding or outside partnerships and could be implemented independently of the other groups as resources become available.

## Group One - Ongoing Projects

### 1. Pittsburgh Playhouse / University Library

**Location** Existing University Center, Stock Exchange Building, and adjacent property between Forbes Avenue and Fourth Avenue

**Description** This new construction and renovation project will include three theaters, support space, academic functions, and various other COPA needs. The University Library will also remain within the existing University Center, with its main entrance remaining on Wood Street. A new grand theater entrance and courtyard will be accessed from Forbes Avenue. Service access will occur on Fourth Street.

The Playhouse is designed to be a 24/7 facility that will showcase all stages of production with a high level of public visibility. It will create a stronger synergy between Point Park University and the Cultural District and built upon the burgeoning development in the Market Square region of downtown Pittsburgh.



*Rendering of the new Pittsburgh Playhouse at Point Park University*

### 2. Psychology & Behavioral Sciences

**Location** Lawrence Hall, 5th Floor

**Description** The growth of the School of Arts & Sciences means that not all programs can be consolidated within Academic Hall. The new department of Psychology & Behavioral Sciences program space will be paired with Humanities & Social Science in the adjacent Lawrence Hall.

### 3. West Penn Classrooms

Location West Penn Building, 3rd and 4th Floors

Description The classrooms on the upper floors of the West Penn Building have been the source of circulation issues, causing large elevator lines and delaying students and faculty in getting to class. Relocation to lower floors will reduce this effect, encourage use of the stairs in addition to the elevators, and allow the upper floors to be developed for more appropriate uses.

### 4. Doctoral Advancement

Location Academic Hall, 2nd Floor

Description This department is being located in the space formerly occupied by the Center for Teaching Excellence.

### 5. Cinema Arts

Location West Penn Annex, 2nd Floor

Description The Cinema Arts uses currently located in the Patterson Building, including classroom, lab, sound suites, and administrative space, are being co-located with the Cinema Arts facilities already located in the West Penn Annex 1st and 2nd Floors.

### 6. Marketing & External Affairs

Location Lawrence Hall, 8th Floor

Description These offices, currently located in Patterson Hall, are being relocated to Lawrence Hall in order to vacate the leased Patterson Building. They are moving into vacant space formerly occupied by ESL.

## Group Two - West Penn Projects

### 7. School of Business Expansion

Location	West Penn Building, 10th Floor
Size estimate	Renovation: ~1,300 GSF
Description	The existing School of Business offices are well located and sized on the 11th, 12th, and 13th floors of the West Penn Building and remain in good condition. Growth of the School requires expansion into approximately half of the 10th floor.
Related Projects	West Penn Classrooms School of Communications

### 8. School of Communications

Location	West Penn Building, 9th and 10th Floors
Size estimate	Renovation: ~6,000 GSF
Description	The existing School of Communications, located on the 9th and 10th floors of Thayer Hall, will be relocated to the 9th floor and portions of the 10th floor of the West Penn Building to allow for expansion and conversion of the existing Thayer Hall spaces into student residences.
Related Projects	West Penn Classrooms School of Business Expansion Thayer Residential Expansion

### 9. Development & Alumni Relations

Location	West Penn Building, 8th Floor
Size estimate	Renovation: ~3,700 GSF
Description	Currently located on the 8th and 9th Floors of Frontier Hall, Development & Alumni relations will be relocated to a more accessible and public friendly location within the West Penn Building.
Related Projects	West Penn Classrooms Operations

## Group Three - Student Services / Support

### 10. Operations

Location	Frontier Hall, 8th & 9th Floors
Size estimate	Renovation: ~3,700 GSF (limited renovations required)
Description	These uses will be relocate from 101 Wood Street and consolidate with other disparate Operation uses from around campus in Frontier Hall, which has similar administrative and University support functions that require limited public access.
Related Projects	Development & Alumni Relations Admissions Center Point Park Online

### 11. Admissions Center

Location	101 Wood Street, 1st, 2nd, and 3rd Floors
Size estimate	Renovation: ~6,600 GSF
Description	101 Wood Street will become the consolidated location for Admissions, including staff currently located in Academic and Thayer Halls, executives already located in 101 Wood Street, and Artistic Recruitment, currently located in Lawrence Hall. The Admissions Welcome Center is also already located in 101 Wood Street.
Related Projects	Operations Development & Alumni Relations Point Park Online

101 Wood Street - location of the new Welcome Center and proposed Admissions Center



## 12. Point Park Online

Location	101 Wood Street, 4th Floors
Size estimate	Renovation: ~2,200 GSF
Description	Currently split between the West Penn Building and Thayer Hall, Point Park Online will be consolidated in 101 Wood Street as part of the new Admissions Center.
Related Projects	Development & Alumni Relations Operations Admissions Center

## 13. One-Stop-Shop

Location	Academic/Thayer, 1st Floor
Size estimate	Renovation: 8,900 – 11,800 GSF
Description	The One-Stop-Shop will co-locate the Registrar, Student Accounts, Financial Aid, and the Student Success Center in an easily accessible location in order to provide an ease of student service that is currently dispersed and inconvenient. This development could also include an open programming space in the column free space beneath the JVH Auditorium that could be directly accessible from Third Avenue.
Related Projects	Admissions Center Thayer Residential Expansion

## Group Four - Academic, Thayer & Lawrence

### 14. Thayer Residential Expansion

Location	Thayer Hall, 9th & 10th Floors
Size estimate	Renovation: ~8,700 GSF
Description	The relocation of the Registrar and the School of Communications allows for the expansion of the residential uses on floors three through eight to be expanded to the ninth and tenth floors. This will add approximately 60 – 70 beds.
Related Projects	School of Communications One-Stop-Shop

### 15. Criminal Justice & Intelligence Studies

Location	Academic Hall, 5th Floor
Size estimate	Renovation: 2,500 – 3,700 GSF
Description	The renovation of the 5th Floor of Academic Hall will allow for the consolidation of the CJ & IS administration with space for growth and the expansion of the Criminal Science Lab.
Related Projects	Literary Arts Natural Sciences & Engineering Technology Education Academic Hall – New Classroom/Flex Space

### 16. Literary Arts

Location	Academic Hall, 5th Floor
Size estimate	Renovation: ~1,900 GSF
Description	The relocation of the Photography spaces allows for the relocation and consolidation of the Literary Arts office from Lawrence Hall to Academic Hall, including the potential for growth and the creation of a Resource Center.
Related Projects	Criminal Justice & Intelligence Studies Natural Sciences & Engineering Technology Education Dance Program Academic Hall – New Classroom/Flex Space



### 17. Natural Sciences & Engineering Technology

Location	Academic Hall, 6th Floor
Size estimate	Renovation: ~4,200 GSF
Description	Currently spread throughout Academic Hall, this project will allow the consolidation of the NS&ET administrative spaces on the a single floor with room for potential growth.
Related Projects	Criminal Justice & Intelligence Studies Literary Arts Education Academic Hall – New Classroom/Flex Space

### 18. Education

Location	Academic Hall, 7th Floor
Size estimate	Renovation: 3,000 – 3,300 GSF
Description	Distributed administration of the Education program will be consolidated into an office suite with room for potential growth.
Related Projects	Criminal Justice & Intelligence Studies Literary Arts Natural Sciences & Engineering Technology Academic Hall – New Classroom/Flex Space

### 19. Academic Hall - New Classrooms/Flex Space

Location	Academic Hall, 3rd, 4th, 5th, and 7th Floors
Size estimate	3rd Floor Renovation: ~500 GSF 4th Floor Renovation: ~400 GSF 5th Floor Renovation: ~800 GSF 7th Floor Renovation: ~1,300 GSF
Description	The consolidation and relocation of office departments will require space currently used for classrooms and make other space available for classroom and flex space use. This space should be transitioned as the office improvements are made in order to keep up with classroom space demands. During this process, Academic Hall will likely reduce overall classroom space, while Lawrence Hall will increase overall classroom space.
Related Projects	Criminal Justice & Intelligence Studies Literary Arts Natural Sciences & Engineering Technology Education Lawrence Hall – New Classroom/Flex Space

## 20. Humanities & Social Sciences

Location	Lawrence Hall, 5th Floor
Size estimate	Renovation: 2,800 – 3,100 GSF
Description	Renovation of the existing Humanities & Social Sciences suite will allow for the right-sizing of administration spaces with room for growth, while reducing the overall space need. The remaining space outside of Humanities & Social Sciences and Psychology & Behavioral Sciences will be redeveloped as multipurpose class/studio, lounge, flex, and space.
Related Projects	Lawrence Hall – New Classroom/Flex Space

## 21. Theater Program

Location	Lawrence Hall, 6th Floor
Size estimate	Renovation: ~5,800 GSF
Description	Following the relocation of Artistic Recruitment to the Admissions Center, a complete renovation of the 6th Floor of Lawrence Hall will allow for the consolidation of Dance program administrative and support spaces. The rest of the floor will be redeveloped as multipurpose class/studio, lounge, flex, and space.
Related Projects	Admissions Center Dance Program Lawrence Hall – New Classroom/Flex Space

## 22. Dance Program

Location	Lawrence Hall, 7th Floor
Size estimate	Renovation: ~5,800 GSF
Description	Following the relocation of Literary Arts, a complete renovation of the 6th Floor of Lawrence Hall will allow for the consolidation of Dance program administrative and support spaces. The rest of the floor will be redeveloped as multipurpose class/studio, lounge, flex, and space.
Related Projects	Literary Arts Theater Program Lawrence Hall – New Classroom/Flex Space

### 23. Lawrence Hall - New Classrooms/Flex Space

Location Lawrence Hall, 5th, 6th, and 7th Floors

Size estimate 5th Floor Renovation: ~3,900 GSF  
 6th Floor Renovations: ~6,300 GSF  
 7th Floor Renovation: 6,000 – 7,300 GSF

Description The consolidation and relocation of office departments will make additional space available for classroom and flex space use. This space should be transitioned as the office improvements are made in order to keep up with classroom space demands. During this process, Academic Hall will likely reduce overall classroom space, while Lawrence Hall will increase overall classroom space.

Related Projects Theater Program  
 Dance Program  
 Academic Hall – New Classroom/Flex Space



**EXISTING**



**PROPOSED**

*Planning diagram representing potential space right-sizing and reorganization of a floor in Lawrence Hall (see Appendix for all space planning diagrams)*

## Group Five - Long-Range / Other Projects

### 24. Student Center Expansion

Location Existing Student Center and adjacent property, yet to be determined.

Size estimate Renovation: 95,000 GSF (some renovation already completed)  
New Construction: 60,000 - 80,000 GSF

Description This planned addition and renovation will expand the Student Center's roll as hub of student life. As such, it will be the home of student organizations, provide new dining opportunities, and be the main event and programming center on campus. A variety of lounge, study, and meeting spaces will also be spread throughout the facility.

It will also provide a competitive facility for numerous Point Park University athletic teams and additional health and wellness space for the entire student population.

This facility should connect through the first floor activity spaces of the Boulevard Apartments to the Village Park, creating a lively and dynamic street front presence. Opportunities for making this a facility open to the public should also be explored.

*Rendering of proposed renovation and expansion of the Student Center*



### 25. New Frontier Hall Restaurant / Café

Location Frontier Hall, 1st Floor

Size estimate Renovation: ~1,900 GSF

Description This street front retail location opens up to Wood Street and the Village Park, but is currently vacant. Through self-op or partnership with an outside partner, this new dining venue will provide additional activity to the surrounding area and take advantage of the adjacent plaza with outdoor seating.

# 4.2

## PROGRAM IMPLEMENTATION PLAN

Achieving the vision of the Academic Village will greatly rely on the implementation of the many projects and program elements.

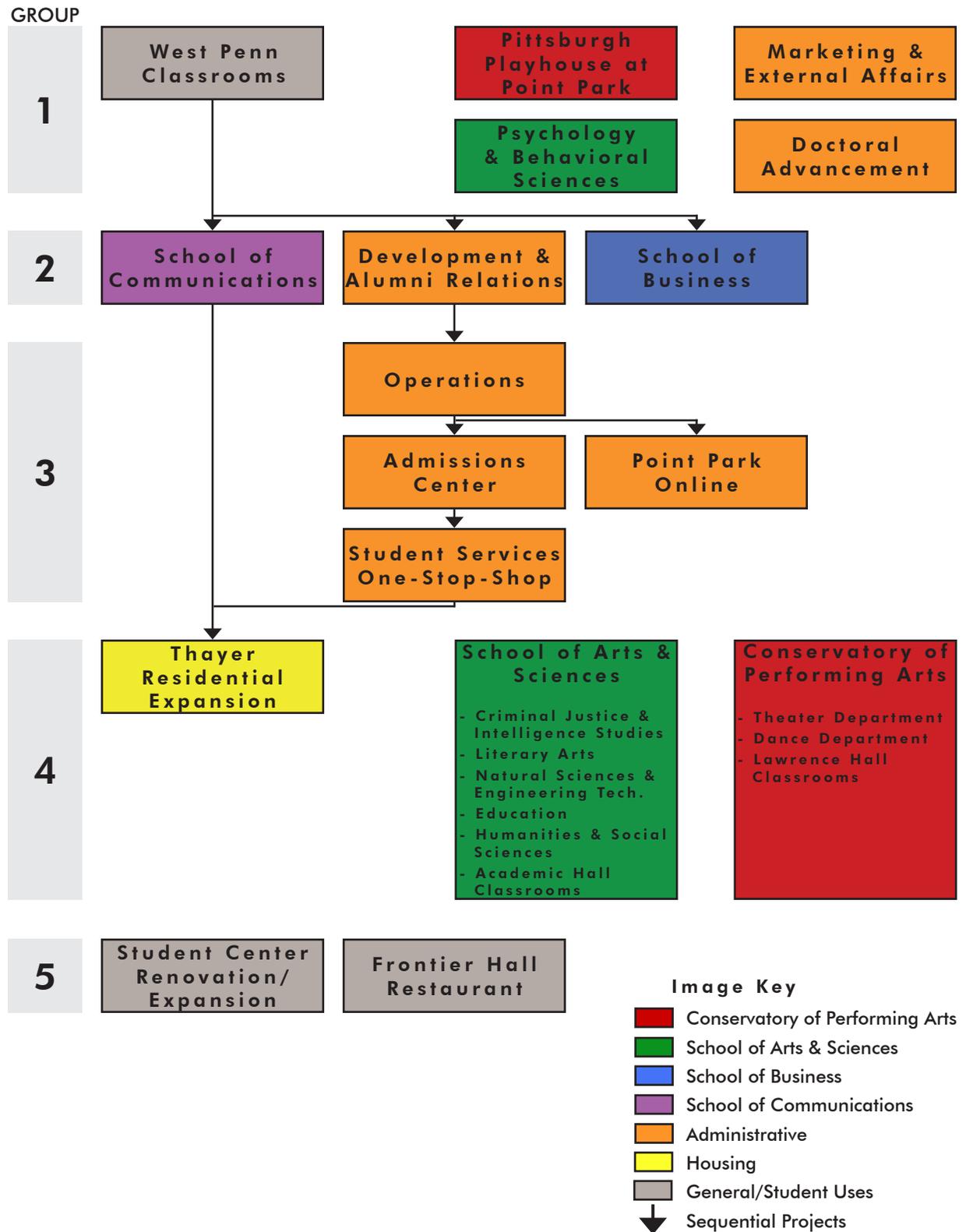
Projects, such as the School of Business expansion and the School of Communications relocation, are moving into vacant space or is occupied by tenants of the University that are currently being relocated. These types of projects are the easiest to complete and will make up a large part of the first phases of implementation. Subsequent projects will then be able to occupy the space made available. In this manner, Point Park University will be able to reorganize their campus as well as find necessary space for the growth of their programs.

Following the completion of the new Pittsburgh Playhouse, only one other new construction project is identified by this plan: the Student Center renovation and expansion. The remaining projects outlined within the Master Space Plan utilize space that is currently occupied and owned by the University.

Numerous interior renovation projects are recommended for occupied areas and will require specific coordination with the academic calendar. Given the necessary upgrades required within many of the existing facilities, certain projects will likely require relocation of functions into temporary flex space. It is important that these flex areas be identified early in the implementation phases and maintained for the duration of these existing space upgrades.

The following diagram represents the projected implementation of the projects outlined within the Master Space Plan Program, as mutually determined by the planning team and the Master Space Plan Core Committee. The colors shown for each project represents the School or use that project is associated with, and the arrows connecting projects represent a necessary phasing order. Many of the projects shown on the chart are independent, but the completion of every project should take into account the vision of the Master Space Plan, making sure not to impede upon any other project. Also, not including housing, the completion of the Master Space Plan does not depend upon the leased space that the University currently uses. This space may become important, however, for use as flex space as the Master Space Plan is being implemented. This diagram is a representation of current projections and should be continuously updated by the new University Architect/Planner or a Master Space Plan Committee as more detail becomes available and timelines and funding sources become more defined.

# PROGRAM IMPLEMENTATION DIAGRAM



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# DESIGN GUIDELINES

The following guidelines were developed during the original Point Park University Master Space Plan. They should continue to be adopted into the design of all upcoming Point Park University projects, and be included in the information shared with design teams before the beginning of each project. These guidelines are quantitative in nature and should be considered in context with the other recommendations contained in the Master Plan Report. When taken together, the report recommendations and the design guidelines combine to form the overall master planning recommendations.

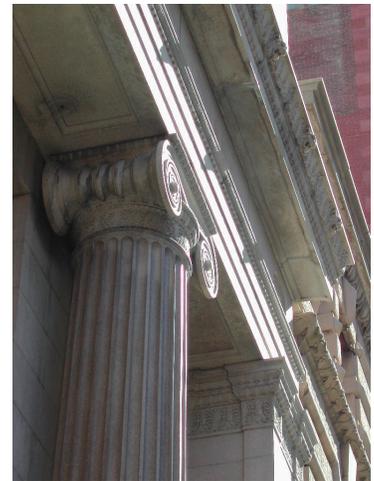
Point Park University should maintain a working Master Plan project review committee to review each project for conformance with the recommendations.

## BUILDING DESIGN

### Existing Point Park University Façades

- The majority of the Point Park University buildings have some historic architectural or design character.
- The existing (or original) appearance is to be maintained through the preservation/renovation and maintenance of the architecturally significant buildings. Window replacements must replicate the original window appearance and configuration.
- Buildings that do not represent the architectural quality of the surrounding campus and downtown should be renovated as the opportunities present themselves. The West Penn Annex is a prime example of this condition. It is recommended that this façade be renovated to be more in keeping with the architectural character of the adjacent, taller West Penn Building. Modifications could include the use of brick as the predominate exterior material, lime stone (or cast stone) for accent detailing, pedestrian scale and detailing on the base of the building, as well as increased transparency, and the addition of a cornice, or “top,” to the building. This façade renovation should also follow the guidelines for new buildings that follow.

# 5.1



University Center



Lower floors of the West Penn Building and the West Penn Annex

### **Retail Facades**

- The front building façades of these buildings will face a street, the park, a plaza, or a sidewalk.
- Storefront awnings and canopies are encouraged and provide identity and a human scale element.
- Storefronts that can be opened in nice weather to create an inside/outside connection and engage the sidewalk are encouraged.

### **New Buildings**

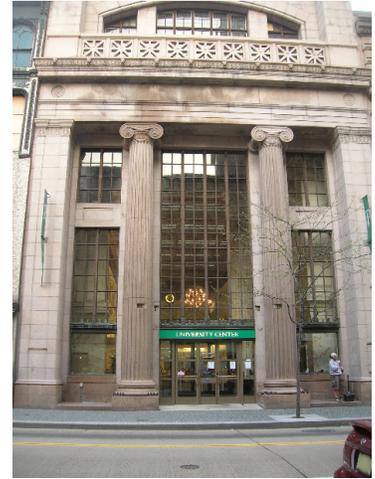
- New buildings should be located on the property line to maintain a strong built edge, maintain the urban atmosphere, and maximize the site. The building may only pull away from the property line for entrances or to create designed urban open spaces.
- The ground-level front facade and the facade of any building facing a public street will have windows, doors or openings covering at least sixty (60) percent of the horizontal length of the façade, allowing views into and out of the interior.
- No more than two sides of any new building will be required to meet the ground floor transparency provisions.
- The percentage of required window and door openings, above, allowing interior views may be reduced by using opaque window features provided that they match the form of the required window and door openings and comprise no more than half of the required sixty (60) percent coverage requirement, and the openings appear as an integral part of the facade.
- Second and higher floor facades of a building will contain window openings, a minimum of thirty (30) percent of the horizontal length of the façade unless restricted by building code requirements.

### **Historic Preservation**

Point Park University owns or leases a number of buildings of historic character, which contribute to the overall quality of the downtown district and enhance the identity of the University. There are no Point Park University structures in either of the two downtown Districts designated by the Historic Review Commission: the Market Square Historic District or the Penn-Liberty Historic District. The University is not required to have exterior renovations, proposed new buildings, or demolitions approved by the Pittsburgh Historic Review Commission.

There are six historically significant structures controlled by Point Park University. Three of these six are listed in "Designated Historic Buildings, Structures, and Sites Located in the City of Pittsburgh" which was prepared by the Historic Review Commission of the City of Pittsburgh and the Department of City Planning (revised October 2005). The identifications "NR", "PI", and "Eligible" (as noted in the following descriptions) do not mean that the structures are City Designated Historic Structures, and therefore changes to the structures are not subject to review by the Historic Review Commission. The identifications are included herein to emphasize the historical significance of the University's properties.

- Colonial Trust Company (now the University Center), 414 Wood Street  
Architect: Frederick J. Osterling, 1902  
Identified as “PI” (Meets criteria for eligibility for a listing in the National Register) in “Designated Historic Buildings, Structures, and Sites Located in the City of Pittsburgh.” The original use of the building was for banking and much of its banking function is still visible in the highly ornate interior. The building is “T” shaped in plan with original entrances on Forbes and Fourth, and a Wood Street entrance added by Osterling in 1926. The 1902 entrances are constructed of granite and sandstone with pediments and Baroque cartouches. The Wood Street entrance is a more restrained Greek Ionic classicism. Osterling designed the Union Trust Building (1917).



University Center

- Keystone Athletic Club (now Lawrence Hall)  
Architect: Benno Janssen of Janssen & Cocken, Architects, 1927  
The Keystone Athletic Club was built to rival the Duquesne Club with a high rise of hotel rooms over an ornately appointed membership club, with a bowling alley, swimming pool and dining room. It became the 300-room Keystone Hotel between 1933 and 1939. In circa 1951, the hotel was a Sheraton Hotel, and in circa 1956 was the Sherwyn Hotel. Point Park University purchased the property in the 1960s and dedicated it in 1968 as the David L. Lawrence Hall, in honor of the former Pennsylvania governor. The two lofty lower floors of the former Athletic Club are clad in limestone in a restrained Gothic style. The brick upper floors step back, enhancing the vertical thrust of the high-rise structure. Janssen designed Mellon Institute, the Pittsburgh Athletic Association, and the Masonic Temple, all in Oakland.



improvements to the lower level facades)

- 109 Wood Street (now Pioneer Hall)  
Architect: unknown, 1895—1900  
This building and the adjacent corner building, 115 Wood Street, are identified as “NR” (Listed in the National Register of Historic Places) in “Designated Historic Buildings, Structures, and Sites Located in the City of Pittsburgh”. The two buildings were evidently built to be a near-match. The detailing is Classical with cornices defining a distinct layering of first floor, second floor, intermediate floors topped with arched windows, and top floor with smaller window openings.



Pioneer Hall (left)



Stock Exchange Building

- Industrial Bank (later Stock Exchange Building, not in current use), 333 Fourth Avenue  
Architect: Charles M. Bartberger, 1903  
This building features a large arch with radiating stonework, and a small colonnade above in a neoclassical style. This elaborate façade is an obvious effort to compete with other larger banking buildings on Fourth Avenue. The façade is the exterior expression of the large banking room with an office floor above.



Conestoga Hall

- Conestoga Building, Wood Street at Fort Pitt Boulevard  
Architect: Longfellow, Alden & Harlow, 1890  
The building anchors this prominent corner and completes the row of commercial buildings facing Fort Pitt Boulevard. In this position the Conestoga is highly visible from across the Monongahela River and Mt. Washington. Constructed of stone, brown terra cotta, and golden-brown Roman brick, it is a carefully detailed façade by the architectural firm that would later design the Carnegie Institute in Oakland. Unfortunately, the cornice, which had topped the building, has been removed.



West Penn Building (right)

- Hartje Building (now West Penn Building), 114 Wood Street at First Avenue  
Architect: Charles Bickel, 1906-07  
Identified as “Eligible” (Listed in the Pennsylvania Inventory—eligible for listing in the National Register) in “Designated Historic Buildings, Structures, and Sites Located in the City of Pittsburgh”  
This steel frame early 20th century skyscraper is handsomely decorated in white terra cotta with ornate spandrels and a frieze supporting an extended cornice. The cornice wraps around the north side of the building, but not the south, indicating that there was a party wall building that was removed on that side.

The University should continue its role of stewardship of its historic properties by applying the Secretary of the Interior's Standards for Rehabilitation when changes are proposed. These standards are mandated for National Register properties when federal funds are used. Although not mandated for Point Park University's properties, the Guidelines are time-tested and widely used. Each individual project will require careful consideration in the application of the Guidelines.

#### The Secretary of the Interior's Standards for Rehabilitation

The Standards (Department of Interior regulations, 36 CFR 67) pertain to historic buildings of all materials, construction types, sizes, and occupancy and encompass the exterior and the interior, related landscape features and the building's site and environment as well as attached, adjacent, or related new construction. The Standards are to be applied to specific rehabilitation projects in a reasonable manner, taking into consideration economic and technical feasibility.

- A property shall be used for its historic purpose or be placed in a new use that requires minimal change to the defining characteristics of the building and its site and environment.
- The historic character of a property shall be retained and preserved. The removal of historic materials or alteration of features and spaces that characterize a property shall be avoided.
- Each property shall be recognized as a physical record of its time, place, and use. Changes that create a false sense of historical development, such as adding conjectural features or architectural elements from other buildings, shall not be undertaken.
- Most properties change over time; those changes that have acquired historic significance in their own right shall be retained and preserved.
- Distinctive features, finishes, and construction techniques or examples of craftsmanship that characterize a property shall be preserved.
- Deteriorated historic features shall be repaired rather than replaced. Where the severity of deterioration requires replacement of a distinctive feature, the new feature shall match the old in design, color, texture, and other visual qualities and, where possible, materials. Replacement of missing features shall be substantiated by documentary, physical, or pictorial evidence.
- Chemical or physical treatments, such as sandblasting, that cause damage to historic materials shall not be used. The surface cleaning of structures, if appropriate, shall be undertaken using the gentlest means possible.
- Significant archeological resources affected by a project shall be protected and preserved. If such resources must be disturbed, mitigation measures shall be undertaken.
- New additions, exterior alterations, or related new construction shall not destroy historic materials that characterize the property. The new work shall be differentiated from the old and shall be compatible with the massing, size, scale, and architectural features to protect the historic integrity of the property and its environment.



*Architectural Detail*

- New additions and adjacent or related new construction shall be undertaken in such a manner that if removed in the future, the essential form and integrity of the historic property and its environment would be unimpaired.

*University Center interior- currently being renovated to connect with the new Pittsburgh Playhouse*



## SUSTAINABLE CAMPUS DESIGN

# 5.2

In the broadest sense, the most important overall goal of the University's Sustainability Initiative is to ingrain the key components of sustainability -- Economy, Environment, and Society -- in the University's culture. To achieve this goal, support is required from the University's management team and from the entire University. During the master planning process, the University has assembled two sustainability groups.

The first group, the Sustainability Core Team, is comprised of individuals representing the key operational and student-focused areas to be impacted by Point Park's sustainability efforts. The team includes members from Operations, Dining, Procurement, the Print Shop, Student Activities, and Housekeeping.

The second and larger group, the Sustainability Committee, is comprised of the core team members and representatives from all areas of the University, including students and academic departments. Inclusion on the committee is by self nomination. The Sustainability committee is a working group that will work with the University's consultants to define, complete, and update sustainability initiatives.

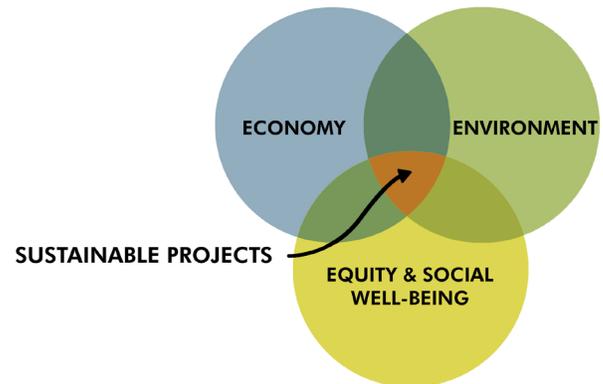
The Core Team and the Sustainability Committee will play a key role in the University's sustainability efforts, including:

- Acting as the conduit to the campus community for informing and educating Point Park University on the benefits to the environment, society, and economics gained through practicing sustainable principles.
- Serving as a campus leader on sustainability and assisting, advising and/or implementing policies and programs related to sustainability.
- Interacting with upper administration and the Point Park University Board of Trustees to discuss the benefits of sustainability. Through this discussion, meetings, and acceptance of the benefits the trustees should propose the integration and endorsement of sustainable design into Point Park University's strategic plan.
- Signaling the University's commitment to sustainability by performing the tasks outlined in the following sections.

### Sustainability Initiative Project Overview

The University issued an RFP for a sustainability consultant in late 2008, and through an extensive evaluative process conducted by the Core Sustainability Team and the larger Sustainability Committee, selected a consultant to assist with the University's sustainability initiative.

The University and its consultant will utilize components of the STARS rating system developed by AASHE (Association for the Advancement of Sustainability in Higher Education) as a framework for evaluating and benchmarking the University's progress towards sustainability. Based on the results of this assessment and subsequent benchmarking, they will develop a three-year Strategic Sustainability Action Plans for the University.



The University will conduct a stakeholder engagement meeting to obtain key ideas and priorities from the community. The information gathered here will be used to develop a University-wide Sustainability Mission Statement.

The University will prepare a University-wide Sustainability Policy. In order to promote maximum flexibility and alignment with individual departmental operations, the University will also develop a standard policy template that can be used to develop policies for specific program areas.

#### **Sustainability Initiative Project Tasks**

1. STARS Data Documentation Compilation & Campus Visit: Point Park's performance in each of the following STARS subcategories will be assessed:

- Co-Curricular Education
- Building
- Dining Services
- Energy and Climate
- Grounds
- Materials, Recycling, and Waste Minimization
- Purchasing
- Transportation
- Planning
- Sustainability Infrastructure
- Community Relations and Partnerships

A Draft Assessment Document will be developed that evaluates the University's current sustainability practices. University representatives will verify data, fill gaps, and gain a better understanding of the University and its operations.

2. University Sustainability Effort Benchmarking: The University's results will be benchmarked against peer institutions identified by Point Park, against educational institutions judged to be sustainability leaders by the Sustainable Endowments Institute, and against institutions participating in the first release of STARS 1.0 rating system.

3. Strategic Sustainability Action Plans: The University will develop reasonable and achievable goals in each of the areas listed above (see #1) over a three-year period designed to improve Point Park's STARS rating and sustainability effort.

4. University-wide Sustainability Mission Statement: A Draft Sustainability Mission Statement will be developed through on-site stakeholder engagement meetings and refined and finalized by the Sustainability Committee.

5. University Sustainability Policy Development: The University will prepare a University-wide sustainability policy. The policy will focus on the triple-bottom line of environmental, social, and economic sustainability, and will incorporate the active leadership role sought by the University in promoting sustainability.

## Potential Areas for Improvement

Based on the sustainability assessment and subsequent benchmarking against peer and sustainability “leading” institutions, the University will consider working towards the following recommended sustainable campus design guidelines:

### 1) Co-Curricular Education

- Issue a Student Guide to Sustainability (completed)
- Expand the Point Park University recycling program
  - Bottles, cans, paper and cardboard
- Participate in RecycleMania, a friendly competition among colleges and universities to reduce waste and increase recycling.

### 2) Buildings

- New construction and renovations
  - Meet LEED Silver or higher for all new buildings, major renovations or interior improvements.
- Building operations and maintenance
  - Meet LEED for Existing Buildings (EB) certification for 10% of Point Park University’s existing building square footage
- Reduce water consumption (trend)
  - Reduce potable water consumption per square foot of building space by 10%
- Green cleaning service
  - Point Park University should use a green seal certified cleaning company or one that meets the environmental standards for cleaning services.

### 3) Dining services

- Local food
  - Point Park University should set a goal of 3-5% of the food expenditures go toward food that is grown and processed within 150 miles of Downtown Pittsburgh.
- Organic food
  - Dining services should purchase 3-5% of its food expenditures from organic certified food products.
- Fair Trade certified coffee
  - Point Park University’s contracted food services coffee purchases should be Fair Trade certified to the extent possible.

### 4) Energy and climate

- Reduction in energy
  - Achieve a three-year reduction in energy of 2%, defined by dividing total energy consumption by the amount of conditioned floor space.
- Renewable electricity
  - Electricity consumed from renewable energy sources should account for at least 5% of the electricity consumed.
- Renewable fuel

- o On-site combustion for heating and cooling derives at least 15% of its combustion from renewable sources.
- Reduction of green house gas emissions
  - o Reduce by 5% from AY 2005-2006 Point Park University's green house gas emissions

5) Grounds

- Green roofs and green walls
  - o Point Park University will investigate the use of green roofs on the pedestrian bridge, Lawrence Hall and the Thayer Hall Courtyard
  - o Define opportunities for green walls on campus buildings and work with the Western Pennsylvania Conservancy to define plant materials and a structure for supporting the plant materials.



Architects Newspaper Photo



W.P.C. Photo

Examples of Green Walls



Clemente Bridge

- Planters and hanging baskets
  - o As described in the Fall 2007 Western Pennsylvania Conservancy's Report on Greening Pittsburgh's Golden Triangle, implement the recommendations for hanging baskets on Wood Street and street planters on the Boulevard of the Allies.

6) Materials, recycling and waste minimization

- Waste minimization
  - o Demonstrate a three-year downward trend in Point Park University's waste generated per capita.
- Waste diversion
  - o Establish and implement a program to achieve a 15% landfill diversion reduction within three years.
- Electronic waste recycling program
  - o Establish and implement a comprehensive electronic waste recycling and/or reuse program for Point Park University owned electronic products to the extent practicable
- Hazardous waste minimization
  - o Establish and implement a policy of tracking and safely disposing of all hazardous, universal and non-regulated chemical waste.



Sixth Avenue

7) Purchasing

- Energy star purchasing
  - o Point Park University will purchase energy star qualified products, or the equivalent, for product categories covered by this program.

- EPEAT
  - Point Park University will purchase Electronic Product Environmental Assessment Tool (EPEAT) silver registered products, or the equivalent, for products covered by the standard.
- Paper
  - Point Park University will purchase or has a policy to purchase environmentally preferable copy paper and bathroom paper products to extent practicable
- Furniture purchasing
  - Point Park University will give preference to furniture products wherever feasible that contain at least 10% post-consumer or 20% post-industrial material.
- Vendor code of conduct
  - Point Park University will have in place a vendor code of conduct that sets expectations about social and environmental responsibility where applicable.

#### 8) Transportation

- Bicycles
  - Provide locations around campus and in residence halls for bicycle storage.



*Point Park Students on Bicycles at the Corner of Wood Street and the Boulevard of the Allies*

- Zipcars
  - Locate a zipcar depository on or near campus.
- Fleet greenhouse gas emissions
  - Point Park University will establish and implement a policy in which all the University's vehicles will emit only 0.5 or fewer pounds of carbon dioxide equivalent (CO<sub>2</sub>e) per passenger mile traveled.
  - Encourage alternatives to single-occupancy vehicle transportation including walking, bicycling, van or carpooling, public transportation or riding a Point Park University shuttle.
  - Set as a goal 25% of the entire campus community population that regularly uses the transportation alternatives stated above.

# 5.3

## CAMPUS IDENTITY AND IMAGE ENHANCEMENT

In the past decade, the University has made a number of identity and image enhancements, including the new Village Park, streetscape lighting and safety measures, and signage. These enhancements have greatly improved the outdoor environment and given the University and increased street level presence. Future development should continue to build upon this success.

### Wayfinding

- Point Park University will work with Pittsburgh Public Works to include additional listings of Point Park University on the city's existing wayfinding signage system.



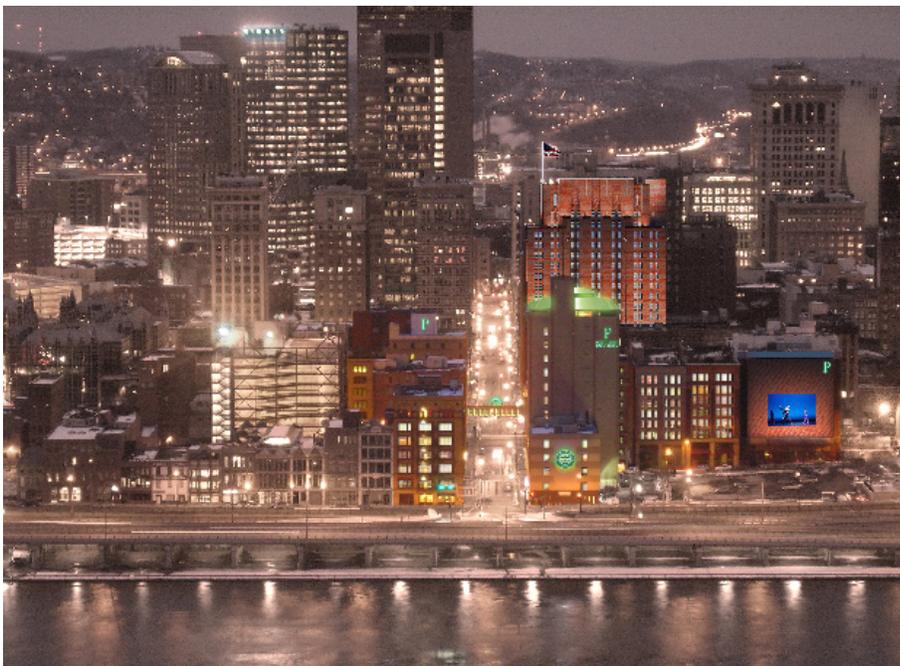
Examples of Wayfinding Signage



- Pedestrian wayfinding signs will be located at the Wood Street corridor intersections and at some mid-block locations to identify University buildings and other points of interest aligning with the path of pedestrian travel (e.g. Cultural District and the Mon Warf Park/Trail).
- Point Park University will work with Pittsburgh Public Works (Sign Department) to revise the street nameplates along the Wood Street corridor to include both the street and the University as district street signs.

### Campus Identification Signage

- **At Street Scale:** Locate Point Park University campus identification signage at the Boulevard of the Allies and Wood Street intersection related to the park and at the Fort Pitt Boulevard and Wood Street intersection as the portal into the Wood Street corridor/Point Park University campus. Also, locate signage at the Fort Pitt Boulevard and Wood Street intersection to identify the pedestrian connection to the Mon Warf trail/park.
- **From a Distance:** When viewing the Point Park University buildings from Mt. Washington, there are opportunities for campus identification from a distance. The goal would be to work with the city to place distinctive and creatively lit university graphics on the West Penn Annex and Conestoga Buildings facing the Monongahela River. In addition consider lit University graphics on the south façade of the West Penn building (above the Annex), on top of Academic Hall and on the pedestrian bridge.
- The blank façade of the existing YMCA building facing the Monongahela River also provides an opportunity to enliven the neighborhood and to promote Point Park University performances by creatively showing video excerpts on a well-proportioned L.E.D. screen facing Mt. Washington. Viewing of this proposed screen is dependent on the First Avenue design of the proposed Recreation and Convocation Center the scale and mass of the future development, by others, of the land between First Avenue and Fort Pitt Boulevard.



*Evening Point Park University Identity from Mt. Washington*

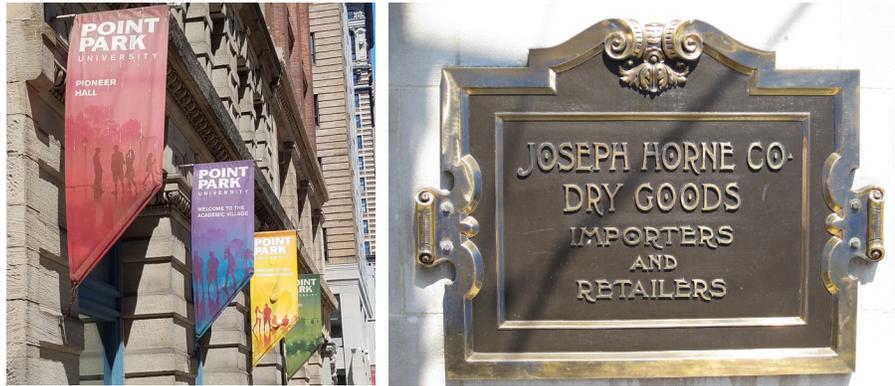
### Building Signage

- The banner program will be continued (and enhanced) along Wood Street and the Boulevard of the Allies. This will assist with expanding the presence of the University, especially when approaching by vehicle. The banners showcase not only the University buildings, but also the academic neighborhoods and the Academic Village, as a whole.

- Distinctive pedestrian scale signage will be located near the building entrances to identify the building, the University, and to aid in marking the entry.
  - These pedestrian scale signs will be cast metal and large enough to be easily seen by pedestrians when entering the building. They should be well proportioned and be of similar design character to 'fit' with the architectural detailing at the building entrance.

Left: New Point Park University Banners

Right: Example of Pedestrian Scaled Building Entry Sign



- Distinctive signage will be located for each first floor retail/university related use.
  - The preferred sign format is building mounted parallel (wall signage). Well-designed perpendicular (projecting signage) to the building face, would also be allowed. The signage zone is the area located between the top of the first floor glass and the bottom of the second story windows. Awnings and canopies may contain signage.
  - Wall signage may be one square foot for every one foot of building frontage allotted to the tenant, but not more than 40 square feet in area.
  - Projecting signage should be limited to 15 square feet in size.

Left: Projecting Signage Example

Right: Wall Signage Example



- The pedestrian bridge above Wood Street is an opportunity to project the University identity. Carefully designed University identity graphics could be attached to the span, possibly with well-crafted filigree to add character and identity to the bridge. The glass windows, currently covered with transparent film, should be periodically updated showing current University initiatives.

## Streetscape/Site Amenity Guidelines

### A. Sidewalks.

- The purpose of the sidewalk is to provide a safe and pleasant pedestrian walking environment. Sidewalks should also aid in projecting campus identity.
- Sidewalks will follow the downtown city standard, exposed aggregate throughout the campus.
- Decorative insets should be embedded in the sidewalk at building entrances to aid in wayfinding and to add to the urban campus character. These could be made of cast concrete, metal or glazed tile, and should contain a campus identity element.
- The city standard granite curbs will be installed, with the Point Park University logo at the intersections.
- All sidewalk amenities will be consistent throughout the campus, both in style and in finish. These should include trash cans, benches, light poles, bus stops, etc.



Example of a sidewalk inset

### B. Street Trees.

- Tree grates should be installed every 30' minimum wherever possible. Even spacing may be difficult due to the location of underground vaults and utilities, but as many trees as possible should be planted to "soften" the street and provide a pedestrian scale. Coordinate the species of trees and installation procedures with the city forester.
- Tree grates should have Point Park University logo or name in them. In cases of heavily trafficked, narrow sidewalks, the use of granite blocks or pavers may be preferred over grates.

### C. Urban Open Space/The Village Park.

- The southeast corner of the intersection of Boulevard of the Allies and Wood Street has been converted from a parking lot to a new urban plaza called the Village Park. It is used by the University and surrounding downtown communities. It should continue to be programmed to showcase University identity and student life.



New Village Park

- Retail spaces should face onto the open spaces to activate them. Food service venues are the best choices for these prime locations.
  - An average of 10' directly off of the retail spaces facing onto the park should be hardscaped. This will allow space for tables and chairs for dining.
  - The rest of the park could be either flat lawn or hardscaped with a focal point.
  - Trees and other landscape or fixed elements should be kept towards the perimeter of the park in order to keep the park as flexible as possible.
- Activities should be regularly planned for the open space, including time for student performances/practices.

#### D. Streets.

- Intersections:
  - Crosswalks along Wood Street will be clearly demarcated through the use of brick with a concrete edging.
  - The intersection of Wood Street and the Boulevard of the Allies will be treated differently to draw attention to the heart of the campus. The entire intersection should be paved with a special material (such as pavers, brick, or stamped concrete) and the center of the intersection should be a decorative element, perhaps a compass face.
  - The pedestrian crosswalks, which cross the Boulevard of the Allies, should be designed with a mid-point traffic island for increased pedestrian safety.
- Boulevard of the Allies:
  - Turn the street into a “true boulevard” between Market Street and Smithfield, as suggested in the existing Pittsburgh Downtown Plan.
  - The re-design of this portion of the Boulevard of the Allies should be studied by a traffic engineer and be reconfigured as a tree-lined median down the center. The model would be Grant Street, but with a lower median. Distinctive signage should be provided along the boulevard describing the naming of the Boulevard and the significance of the United States Allies in World War I.
  - Since the Boulevard is a state street, any proposed changes will have to be approved through Penn DOT.
- First Avenue:
  - Intimate, pedestrian scaled street. Study narrowing the cart way and widening the sidewalks or creating a zero-curb environment in which bollards or other devices are used to delineate the cart way.
  - First Avenue will remain a ‘service’ street for local pick up and deliveries.
  - Encourage active storefronts and tenants that provide activity after dark.
  - Focus on student nightlife adjacent to 100 Wood Street (proposed bistro restaurant or diner) with outdoor dining and outdoor activities including outdoor dining along First Avenue.
  - Behind the renovated YMCA (which will become the Recreation and Convocation Center) also consider outdoor dining/outdoor seating.
  - Engage in discussions with the developer of the property located between First Avenue and Fort Pitt Boulevard on the streetscape and first floor frontage design on First Avenue.
  - Use special lighting to distinguish the street and create a festive environment on First Avenue.

- Third Avenue:
  - Remains a 'service' oriented street.
  - Requires additional street lighting for safety.
  - At Wood Street, create an important intersection with Alumni Park. Provide a stronger Point Park University campus identification related to this location.
- Fourth Avenue:
  - Remains a 'service' oriented street.
  - Location of the future Playhouse at Point Park building with proposed first floor transparency viewing the stage set production at the back of the house.
  - Consider increased student amenities with the introduction of proposed student housing.
  - Requires additional street lighting for safety.

E. Connection to the Mon Wharf Park/Trail.

- Point Park University will work with the Riverlife Task Force to develop a pedestrian connection from the intersection of Wood Street and Fort Pitt Boulevard to the new riverfront park. These improvements should include an identifying focal point at the Fort Pitt Boulevard end of Wood Street, much improved vertical circulation (stair improvements), lighting, and graphics. Point Park University should also establish a regular maintenance program for the pedestrian extension of the Wood Street corridor with periodic clean-up after flooding.

F. Lighting.

- Streetlight standards are the Pittsburgh Central Business District standard 15' pedestrian poles with acorn top.
- Along with recent partnerships with the city to improve the quality of street lighting, the University should continue to upgrade outdoor lighting for aesthetics and safety.
- Study and then distinctively light the architecturally interesting facades of the historic Point Park University buildings. This will add interest to the buildings at night at street level and when viewed from surrounding areas in downtown and Mount Washington.



*Potential Lawrence Hall Lighting*

- Storefront windows should be internally lit at night. This will create a more active atmosphere and provide additional ambient lighting on the sidewalk.
- The continued use of decorative sconces that are unique to each building is encouraged.

*Examples of Existing Sconces on University Buildings*



#### G. Service.

- Loading, trash collection and similar facilities will be incorporated into the overall design of the building, site plan and adjacent landscaping so that the visual and acoustic impacts of these functions are either fully contained within the building or otherwise screened to be out of the direct view from adjacent properties and public streets.

#### H. Parking.

- Parking lots should be screened from the sidewalk with one of the following methods:
  - Wrought iron fence – 42" high.
  - Brick or stonewall – 42" high.
  - Dense evergreen shrub – 42" high.
  - All of the above should include a 5' landscaping strip on the street side.



*Example of a parking lot fence and landscaping screen*