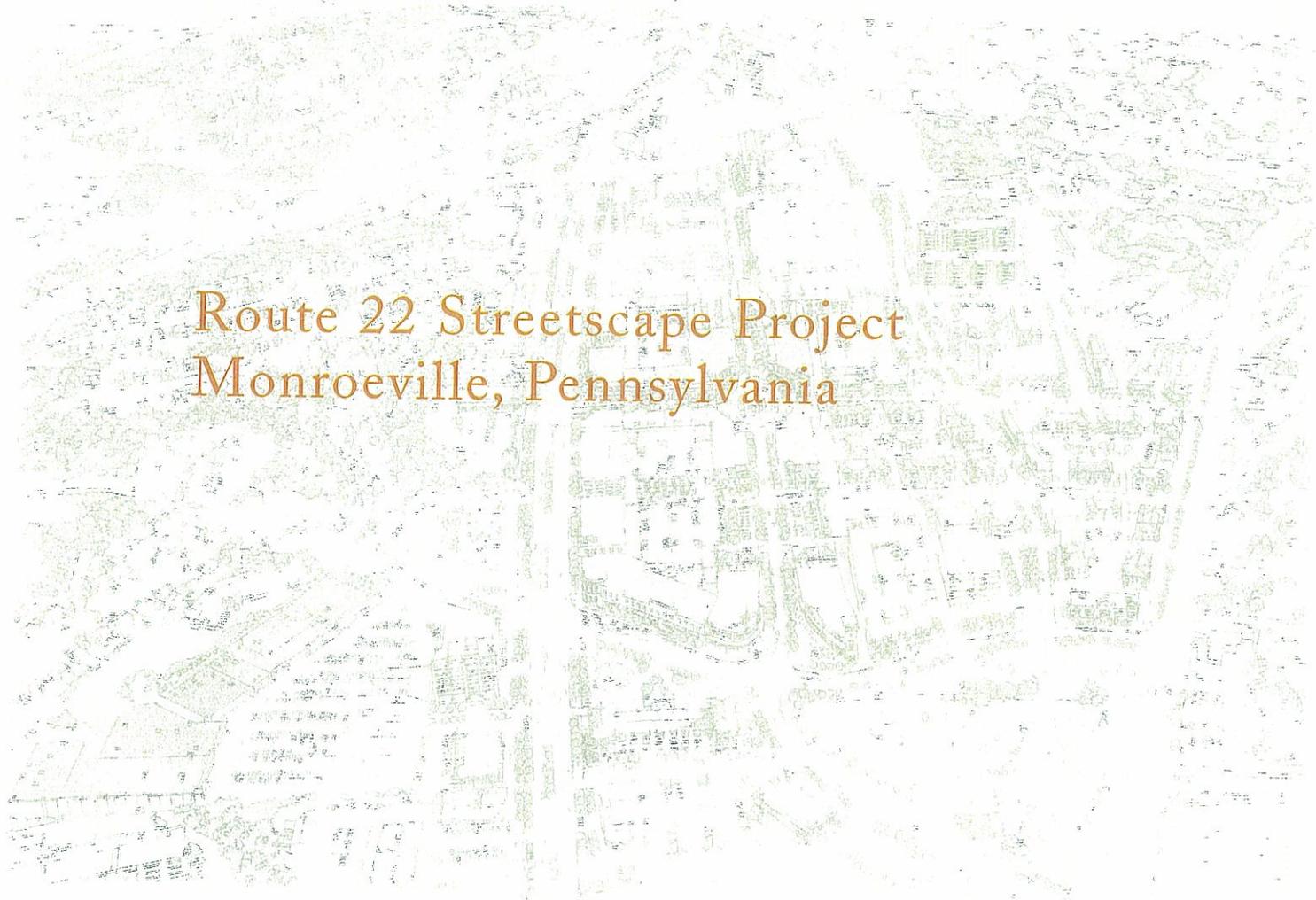
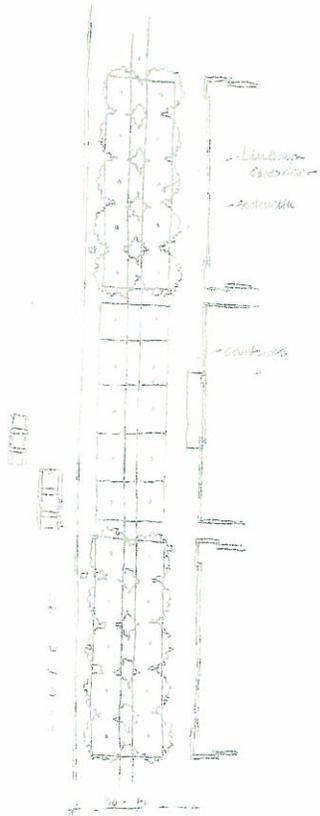
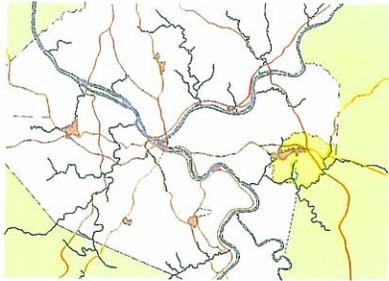


Route 22 Streetscape Project
Monroeville, Pennsylvania



Introduction
Master Plan
I Transportation Framework
II Development Guidelines
III Landscape Guidelines
IV Monroeville Town Center
V Next Steps
Appendix: Strengths and Weaknesses
Appendix: Existing Conditions Analysis

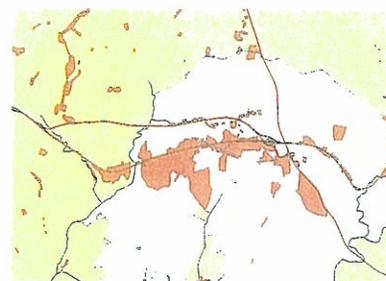
Table of Contents



Location map showing Monroeville's proximity to Pittsburgh region



Highways & street network showing regional access



Commercial development patterns in Monroeville



THE MUNICIPALITY OF MONROEVILLE is a major “edge city” in the Pittsburgh region of Western Pennsylvania. Monroeville has a nice balance of residential neighborhoods, civic and cultural institutions, municipal facilities, research and office parks, and commercial areas. Located at the confluence of the Pennsylvania Turnpike, the Parkway East, Route 22 and Route 48, Monroeville enjoys excellent regional access. With the construction of these major highways in the post-war years, Monroeville's commercial corridor, which is concentrated along Route 22, emerged as major retailing destination in the Pittsburgh area. Monroeville was a pioneer in a new form of car-oriented retail and office development patterns. Over the years, Monroeville's commercial core has grown and evolved to keep pace with new retailing trends. This process of renewal has been shared by developers, landowners and the municipality.

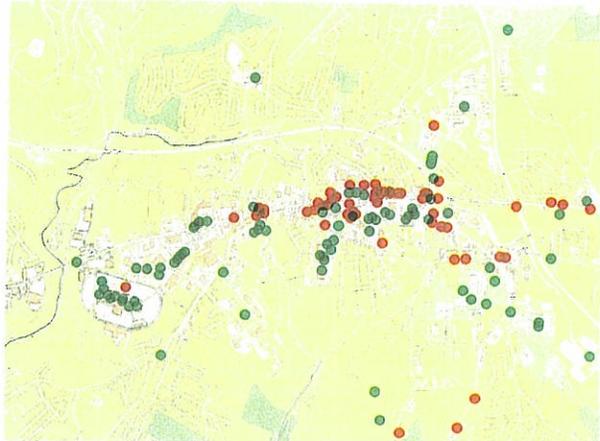
New retail destinations are now in competition with Monroeville for market share. The municipality and developers in the corridor recognize the need to improve the functional characteristics of Route 22 and change development patterns to preserve Monroeville's dominant position as a major commercial destination. Until now, the auto-oriented development patterns have resulted in segregation of uses, lack of common pedestrian amenities, lack of trees, parks and public open space and the overwhelming presence of parking lots. Current legislation, along with the influence of auto-oriented retailers, discourages the development of elements common to more balanced cities such as a street network, mixed-use buildings, shared parking, sidewalks and crosswalks, public parks, squares, and civic monuments.

Urban Design Associates was retained by the Municipality of Monroeville to study the Route 22 corridor and to recommend improvements to its structure and appearance. The study was generously funded by the municipality and developers active in key areas of the corridor. They recognized the significance of finding a common vision for the corridor in a community-oriented public design process.

Introduction



The summer festival kick-off event for the project



Map summarizing strengths and weaknesses



New process photo



Entertainment at the summer festival kick-off



Charrette presentation



New process photo

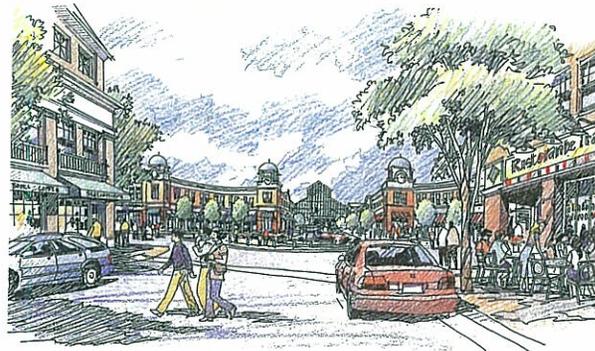
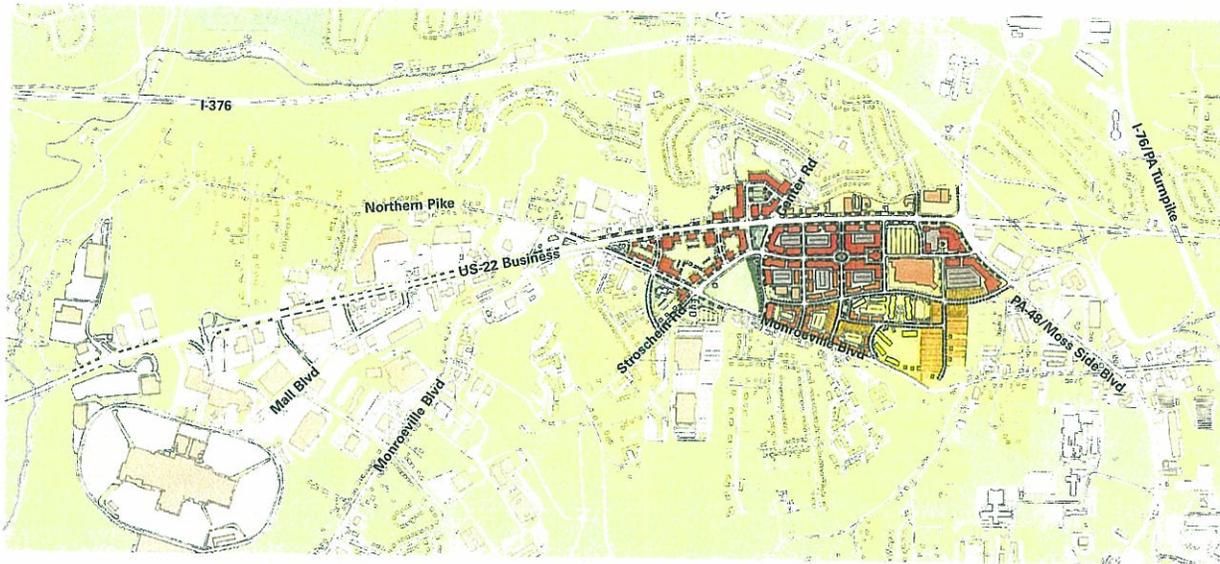
The public design process started in October 2002 with a series of focus groups held in Monroeville. Participants in the process included government officials, elected representatives, developers, and people who live, work, and own property in Monroeville. All the focus group participants were asked what they felt the strengths and weaknesses of the area were, and then were asked to share their visions for Monroeville and the Route 22 corridor.

The second step of the public design process was the three-day design workshop held at the Monroeville Municipal Building on March 11-13, 2003. Many more people joined the design team to give feedback on ideas and drawings, and helped to create the vision of the master plan.

Public participation was essential to finding a common vision. The collective input revealed the following interrelated desires:

- 1 Transform the Route 22 corridor from a hostile highway corridor into an attractive, pedestrian-friendly boulevard.
- 2 Create a pedestrian-oriented center with a variety of shopping and entertainment uses, places for work, places for living and places for public gathering and relaxation.
- 3 Reduce congestion and improve traffic flow. Offer more alternatives for motorists to get around in the area.

Introduction



The plan recommendations are organized into the following initiatives:

- 1 **Transportation framework** - make changes to the transportation framework to improve traffic flow and increase development opportunities.
- 2 **Development guidelines** - encourage the redevelopment of underutilized properties in the corridor by adopting development guidelines and modifications to current regulations.
- 3 **Landscape guidelines** - improve the appearance of the Route 22 corridor by introducing common landscaping elements and pedestrian amenities.
- 4 **Monroeville Town Center** - redevelop key parcels into a new downtown for Monroeville by building a framework of streets and blocks and by encouraging mixed use and increased development densities.
- 5 **Next steps** - create a public/private partnership to share in building and profiting from a common vision.



Introduction

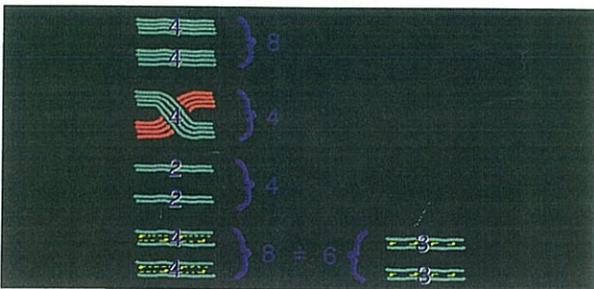
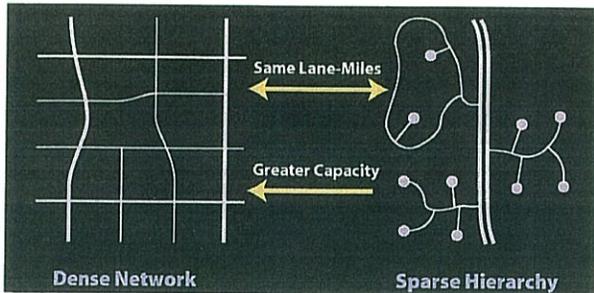


Diagram of network advantages; numbers of lanes and capacity; example of median recommended for Route 22.

Transportation Framework

One major focus of the planning effort for the Route 22 Streetscape project was the traffic and transportation framework. Many participants in the public process raised concerns over the traffic, from weekend congestion to pedestrian safety to current proposals on the table for larger traffic improvements that directly influence Monroeville.

Monroeville has been developing a network of streets to provide access to an expanding commercial area. Many of these streets are traditional road corridors dating back to the previous century; others are new links designed to offer motorists a choice in getting from one point to another. Many Monroeville residents remarked that they avoid Route 22, especially on weekends, because of congested intersections and the hostile nature of the roadway. They prefer to use Monroeville Boulevard and other parallel roads to access their destinations. It is this range of options that has allowed Monroeville to survive and grow as a retailing destination and a place to live. Without it, congestion on Route 22 would increase and eventually choke off access and strangle the viability of retail development.

During the planning process, major problem areas were identified by residents and stakeholders. Main concerns included the intersection of Route 22 and Route 48, and access into Monroeville from the Parkway East and other approaches. Another concern raised was how to improve the atmosphere for pedestrians in terms of safety and comfort by taming traffic and limiting dangerous turning movements.

The ability of a city to grow and prosper over time is directly related to its framework of streets, which serves both to organize the land into development blocks and provide access to those blocks. The framework of streets can be thought of as the skeleton of the community because it provides a structure which allows everything else to be organized and function. Good bones are a prerequisite to beauty.

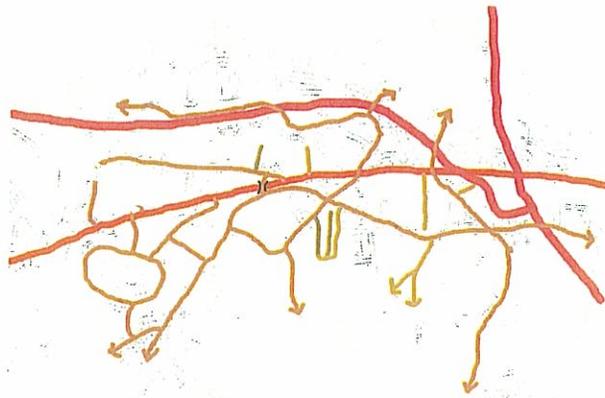
Monroeville's street network is underdeveloped. This can be attributed to

many factors, including topography and past development patterns. It must now begin to piece together a more advanced street network to allow it to evolve into a continuously strong retail corridor with a viable mixed-use downtown center.

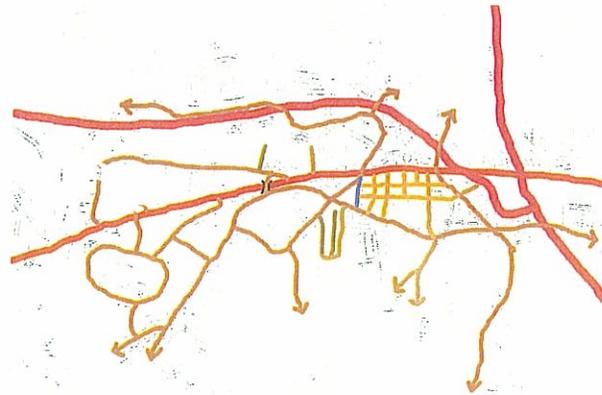
The following steps can be taken to encourage the development of a more successful and more pleasant street network:

- 1 Think of roads and highways as streets and boulevards. Major corridors such as Route 22 can be beautiful as well as functional. Also, one community vision is to create a town center or downtown. Downtowns are civilized centers of activities with streets as their focus supporting a wide range of activity, not just the rapid and efficient movement of large numbers of automobiles.
- 2 Find opportunities to build parallel streets. This will greatly reduce reliance on Route 22 and allow traffic to be more equitably distributed. Building parallel streets will do much more to relieve congested intersections than simply adding lanes to existing streets, which will increase pressure on existing intersections. The master plan recommendations illustrate interventions that can dramatically relieve congestion by stitching together new parallel routes.
- 3 Influence major public works projects that have an impact on Monroeville, especially the Mon-Fayette Expressway and future transit corridors from Pittsburgh. The Mon-Fayette Expressway as currently planned should be modified to improve access to Monroeville and to minimize the impact on the land.
- 4 Think of Monroeville as a collection of blocks. Currently the blocks are very large, making them difficult for pedestrians to navigate. Creating a series of smaller blocks that are flexible in their use and organized by a new grid of streets in order to create the destination downtown.

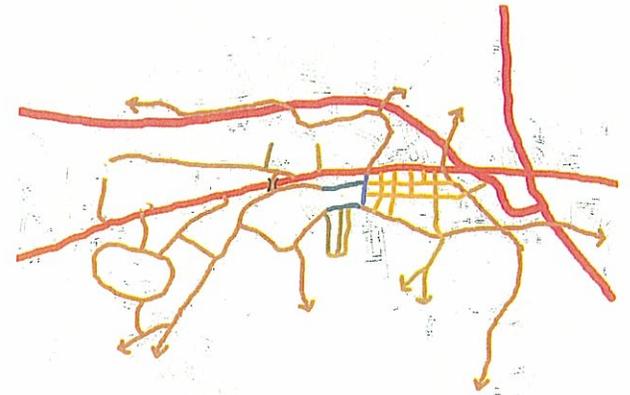
Transportation Framework



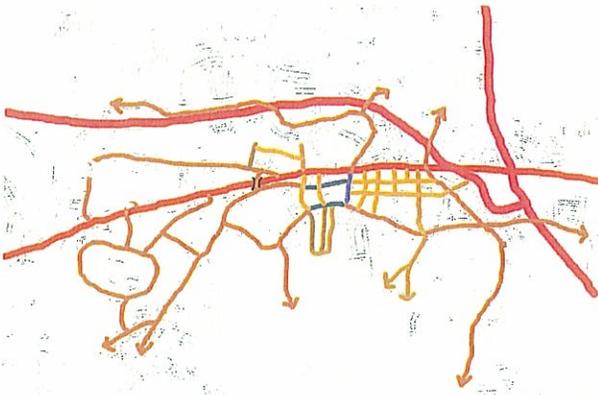
Existing network



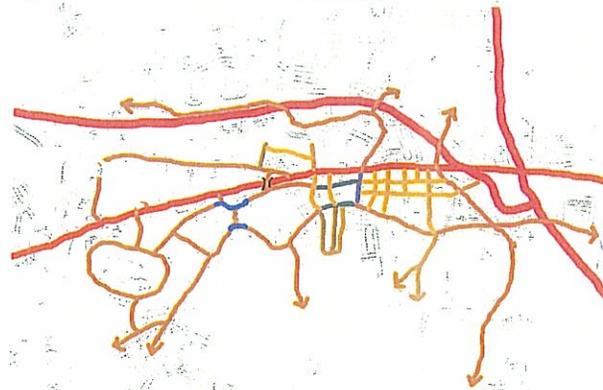
Step 1: Alter Stroschein intersection with Monroeville Boulevard



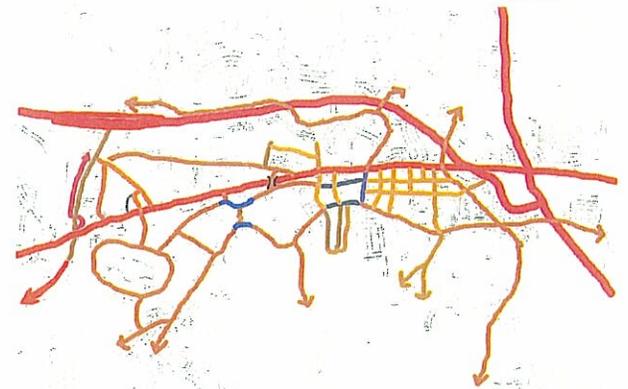
Step 2: add town center network and alter Monroeville Boulevard/Stroschein Road intersection



Step 3: Add north-south connections between new east-west network options



Step 4: Connect Wyngate Road to Monroeville Boulevard and Monroeville Blvd to Mall Blvd

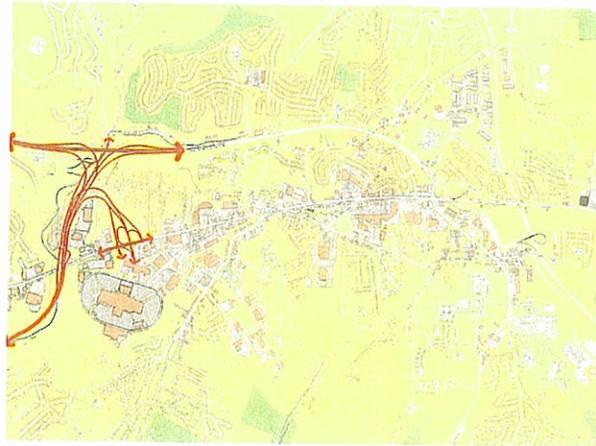


Step 5: implement the Mon-Fayette connection in a configuration that most benefits Monroeville

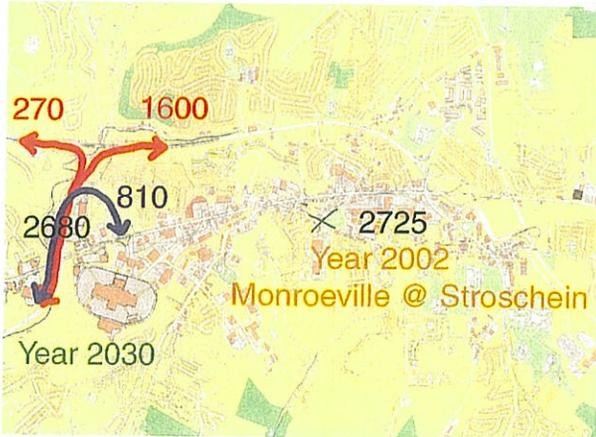
Transportation Framework



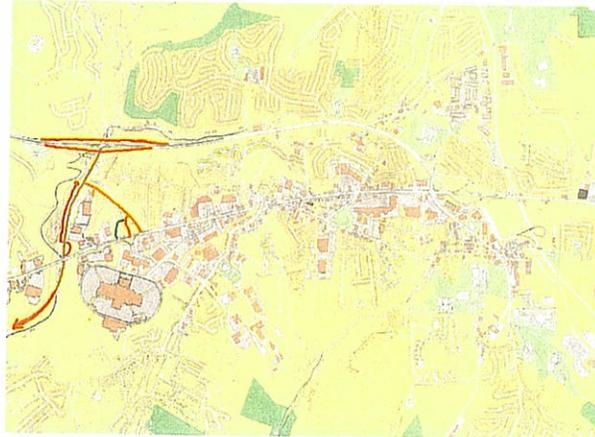
Existing conditions map



Current proposal for the Mon-Fayette expressway



Projected traffic on the proposed highway

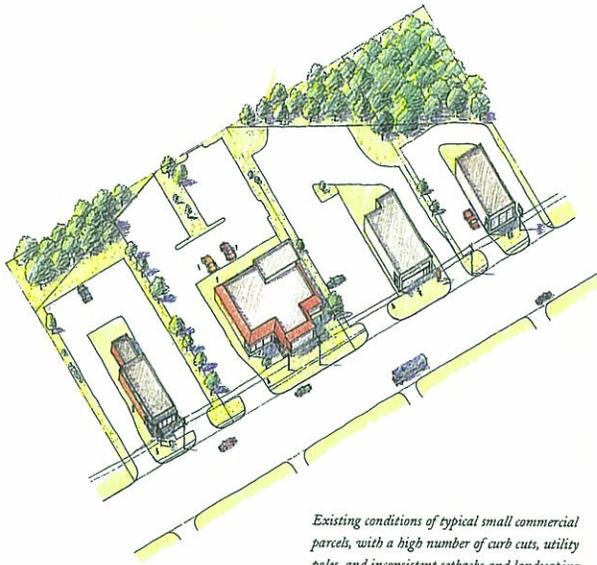


Revised proposal showing more efficient ramp configuration

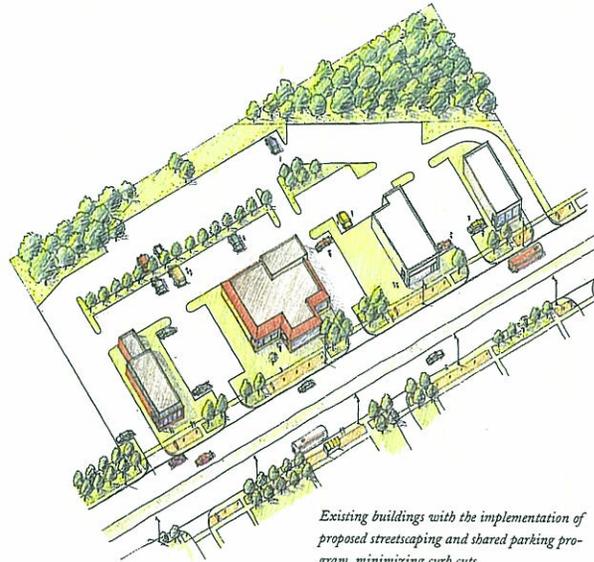
Mon-Fayette Expressway

The Mon-Fayette Expressway as currently planned should be modified to improve access to Monroeville and to minimize the impact on the land.
The current proposal...

Transportation Framework



Existing conditions of typical small commercial parcels, with a high number of curb cuts, utility poles, and inconsistent setbacks and landscaping.



Existing buildings with the implementation of proposed streetscaping and shared parking program, minimizing curb cuts.



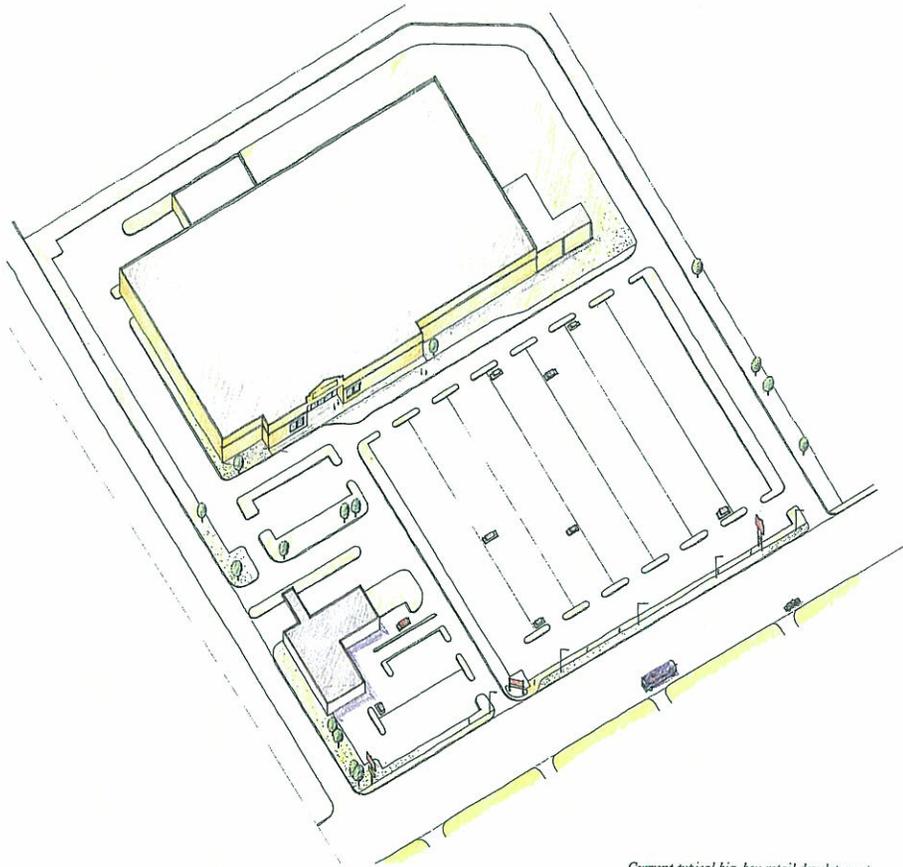
Consolidation of existing parcels showing new mixed-use development with streetscaping and shared parking.

Development Guidelines

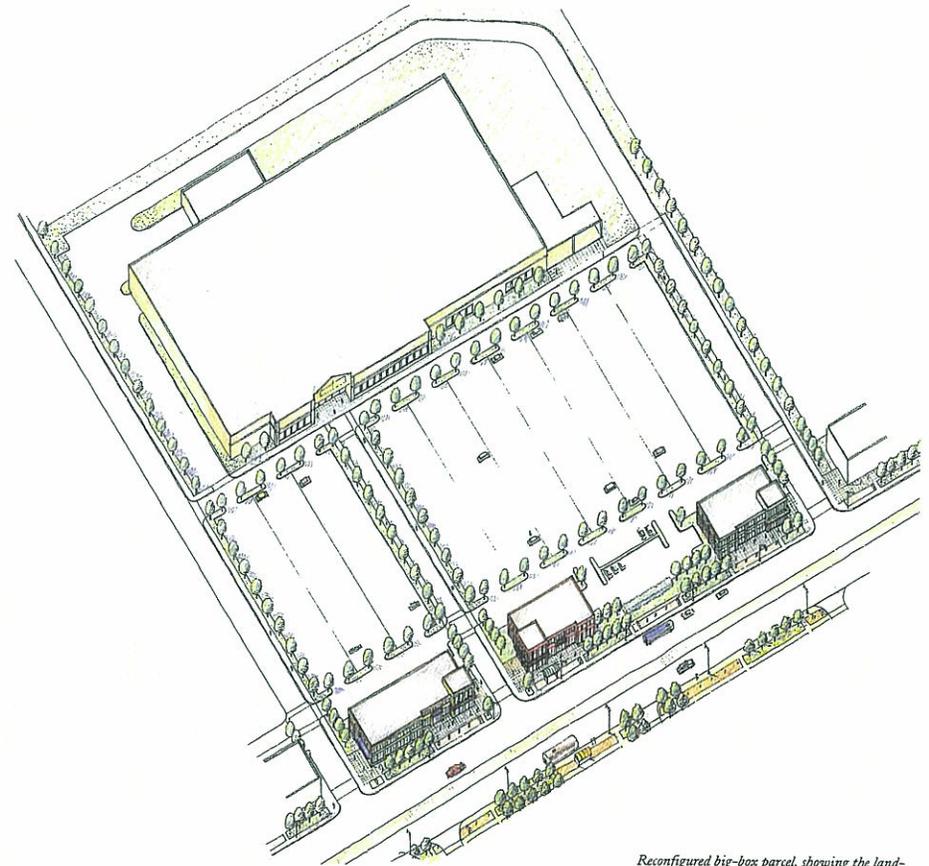
One of the main recommendations that emerged from the public process is to implement a series of development guidelines that will create a transformation in image over time as parcels are redeveloped. This transformation of Route 22 will over time improve its quality of address for investors and developers. Redevelopment that meets the goals of the community and the Municipality can be encouraged by adopting the following design principles:

- 1 Encourage shared parking to reduce curb cuts and better control access. In urban areas, common parking facilities make much more efficient use of land resources because of the natural cycle of parking demand; office uses need parking during the day, while entertainment and retail uses need more parking in the evenings and on weekends. Incentives such as reduced parking requirements can encourage shared parking and connections between parking lots .
- 2 Change the 40' set-back line to a build-to line. This will create a stronger address by enclosing the space; gives buildings greater presence on the street; and minimizes the impact of parking lots on the streetscape because it will be to the side and behind buildings.
- 3 Require a landscape easement and landscape standards to govern the space between the building and the curb, which will be the pedestrian environment. The design standards for the landscape easements are described in detail in the Landscape Guidelines section of the report.

Development Guidelines



Current typical big-box retail development.



Reconfigured big-box parcel, showing the landscape casement, softening of the parking lots with trees, and the development of mixed use out-parcels on the street.

Development Guidelines



Existing view of Route 22 showing narrow sidewalks, utility poles, and development with inconsistent signage and architecture.

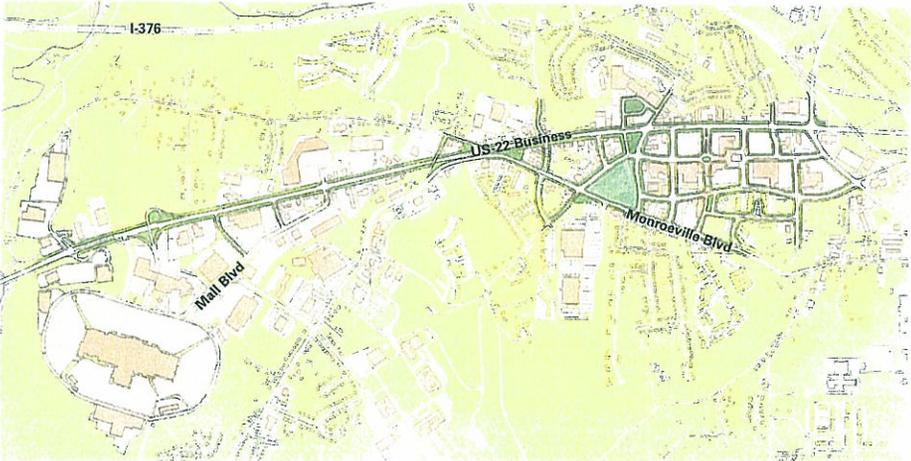
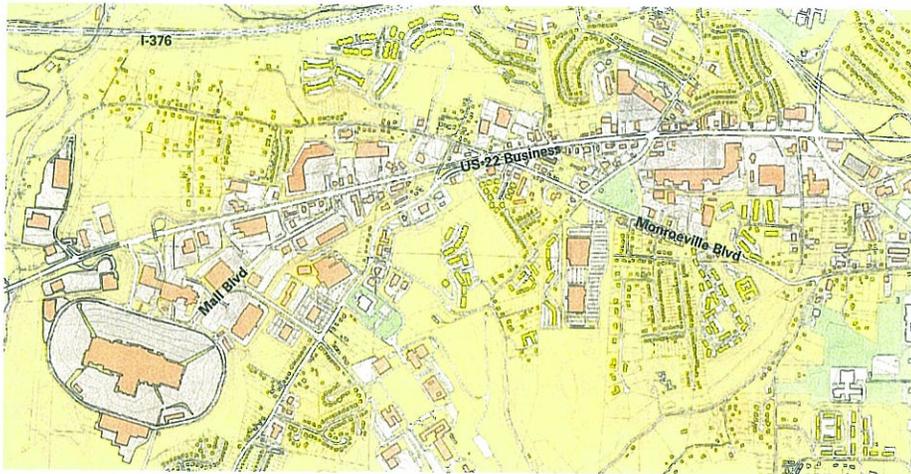


Implementation of the landscape easement and signage standards, along with a flush median, improves the appearance of Route 22.



Over time, building sites are redeveloped with higher densities and parking lots behind and beside buildings.

Development Guidelines



Walnut Street, 1992



Walnut Street, 2000



Harbor Boulevard, 1992



Harbor Boulevard, 2000



Harbor Boulevard, 1992



Harbor Boulevard, 2000

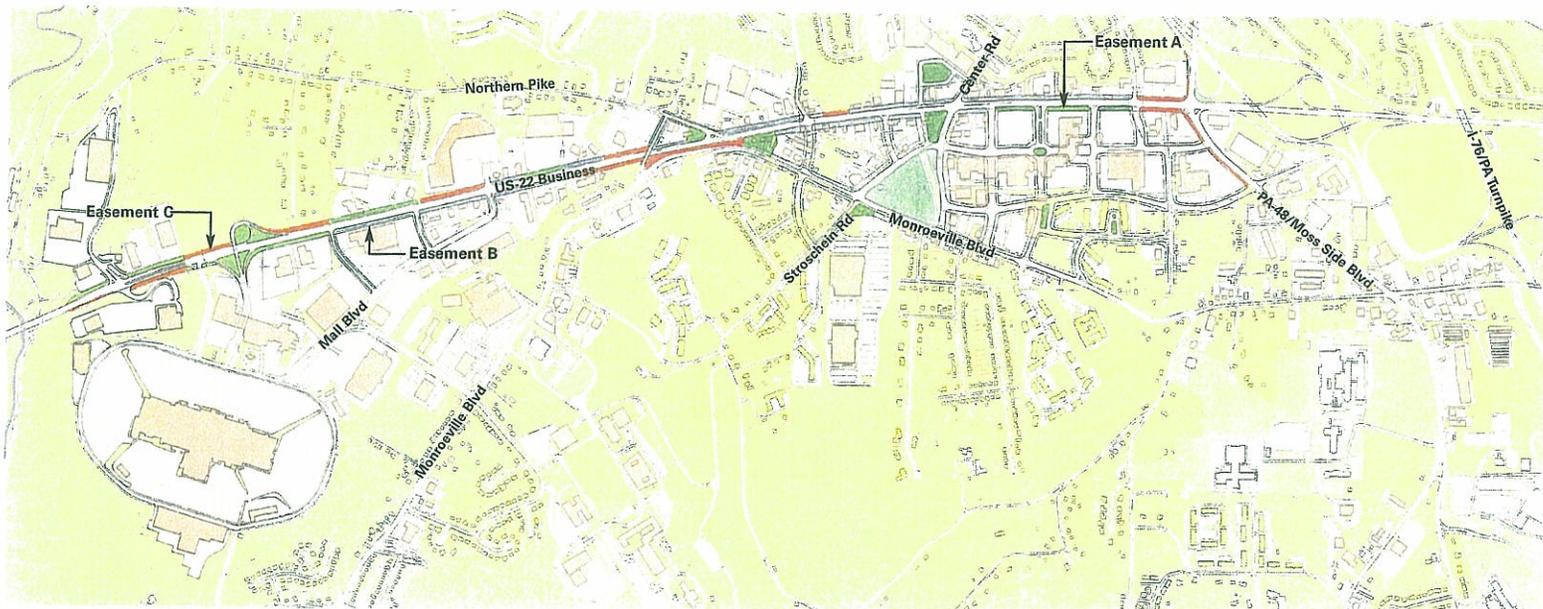
Redefining the Corridor

The most frequent criticisms of Monroeville are focused on the character of Route 22, which serves as Monroeville's main street. Route 22 is a state highway designed to provide access to parcels along the road while preserving the through movements. Continuous left turn lanes and frequent curb cuts encourage an enormous number of turning movements. Penn DOT seeks to control these turning movements in order to make the road a safer facility for motorists and preserve the capacity of the road to move cars. With increased traffic flow, it becomes increasingly difficult to access small parcels and this becomes an impediment to redevelopment.

Participants in the design process identified the small parcels along Route 22 as some of the most undesirable and poorly utilized places in the community. By consolidating small parcels and reducing curb cuts, the image of the road can be improved and traffic tamed.

*Before and after photographs from a streetscape improvement project in Anaheim, California
Project completed by x Design Firm

Landscape Guidelines



Easement Patterns

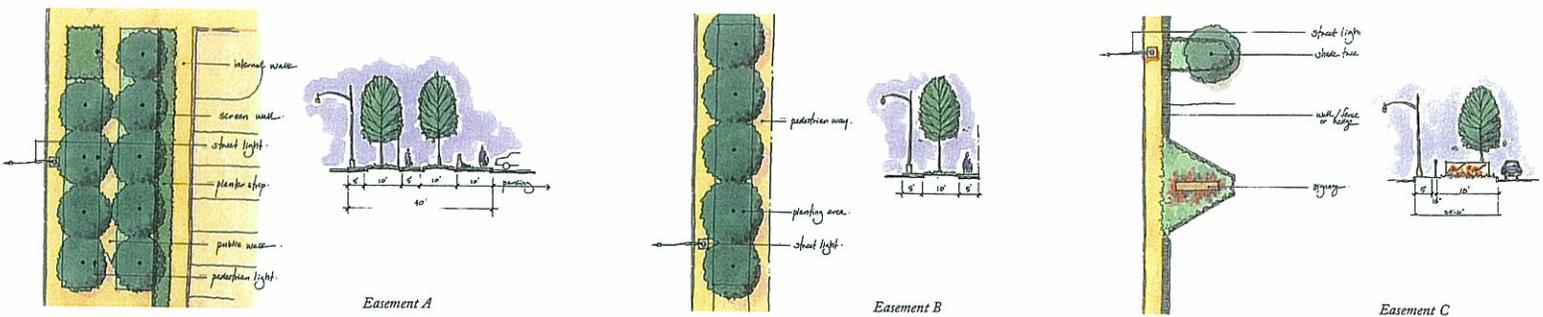
Another quality of Route 22 is the image created by the predominance of parking lots over all other land uses. In order to transform the character of the highway, it must be thought of as a boulevard lined with buildings and trees, instead of a highway lined with parking lots and utility poles. Because the road right-of-way is devoted almost entirely to the cartway, the master plan recommends the creation of a landscape easement along the road, mandated by the municipality for all new development, to provide the amenities desired by the community.

Landscape easements are recommended to unify and enhance the Route 22 corridor. These fall within the 40' setback. Because conditions vary, different solutions will be implemented depending on the space available.

Easement A Desired required Landscape Easement.

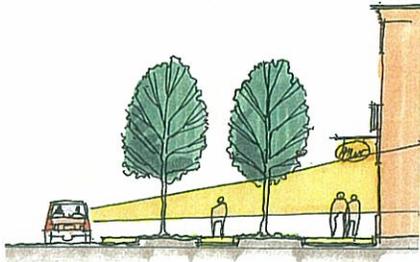
Easement B Minimum required Landscape Easement.

Easement C Application at Restricted Zones. This is a temporary solution until the parcel is redeveloped.

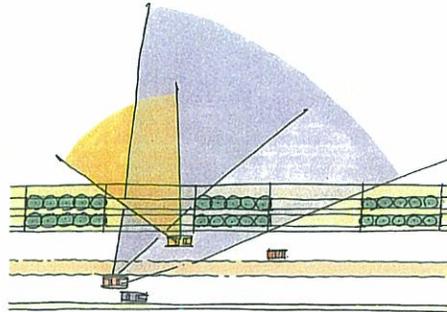


Landscape Guidelines

Framing View Corridors

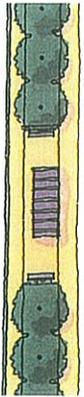


Section

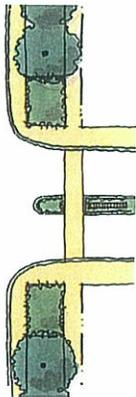


Plan

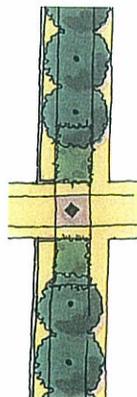
Flexible Landscape Palette



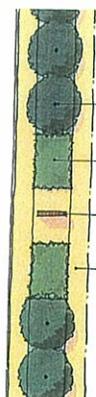
Bus shelter



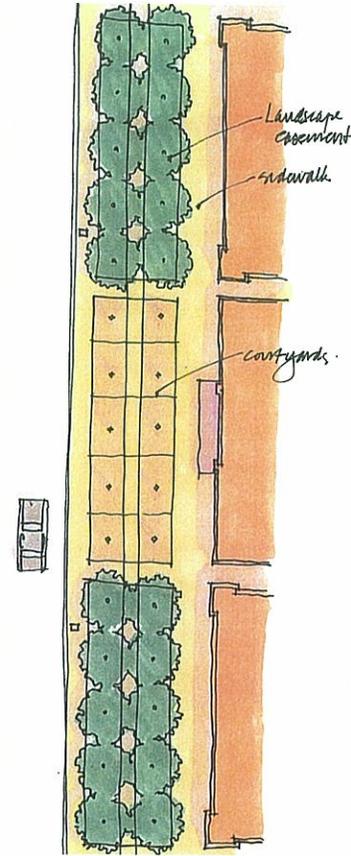
Curb cut/access drive



Pedestrian thru-way and crossing



Signage

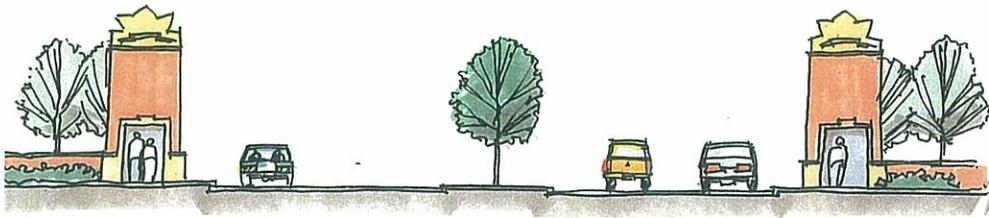


Typical easement

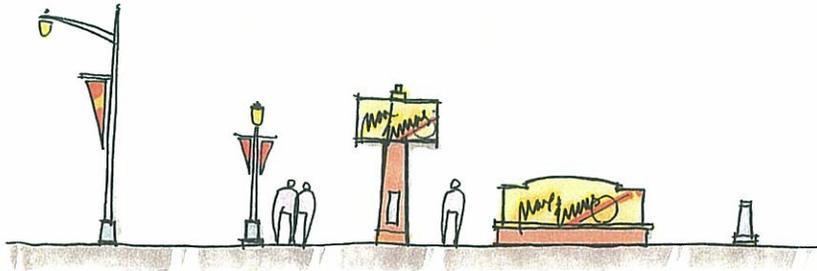
Flexible Landscape Palette

The patterns of landscape along Route 22 will vary depending on the need to provide transit stops, accommodate signage and provide access to development parcel. The easement patterns and recommendations are set up on a 15' grid pattern or module that allows maximum flexibility to accommodate individual parcel needs. The goal is to provide a uniform landscape image to reinforce the boulevard concept.

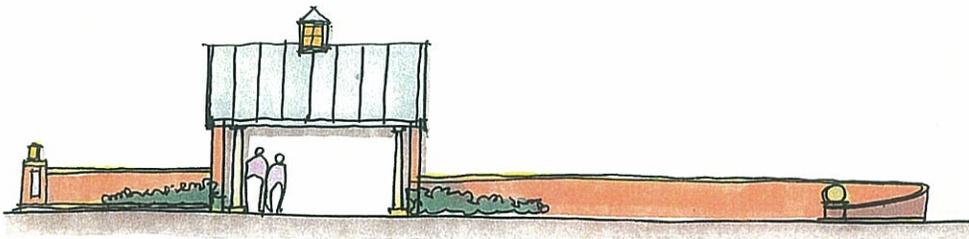
Landscape Guidelines



Portals



Furnishings



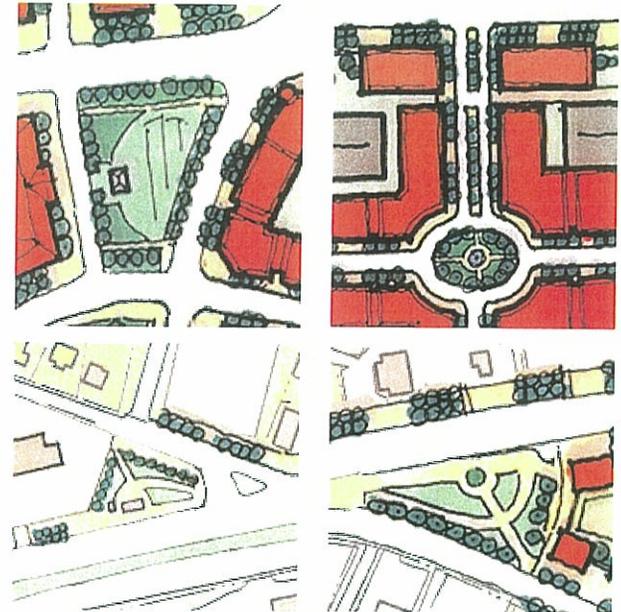
Civic Spaces

Furnishings

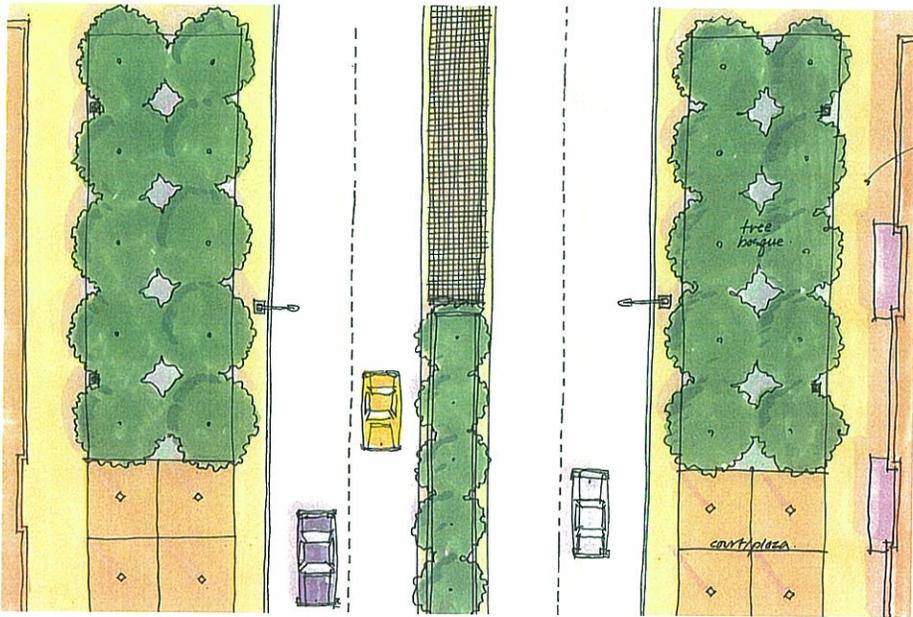
The site furnishing and landscape elements will define the character and image of the corridor. The recommendations include the design and installation of entry portals in the form of monuments or pylons to serve as gateways to Monroeville's new downtown. The furnishings, which will include roadway and pedestrian lighting, new signage

guidelines, as well as other elements, will unify the corridor.

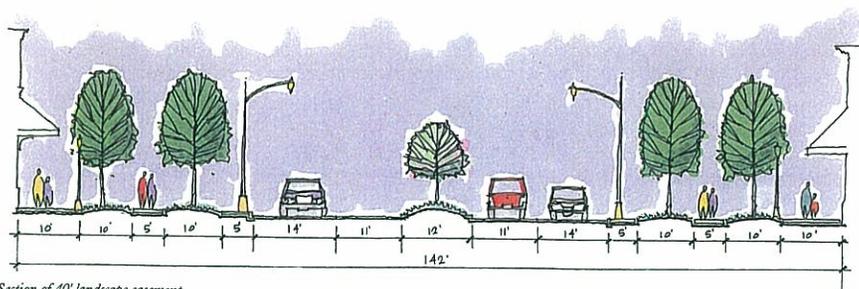
The development of small parks along the corridor is recommended at key intersections. These small green spaces will provide much needed green space along Route 22 and can serve as transit stops.



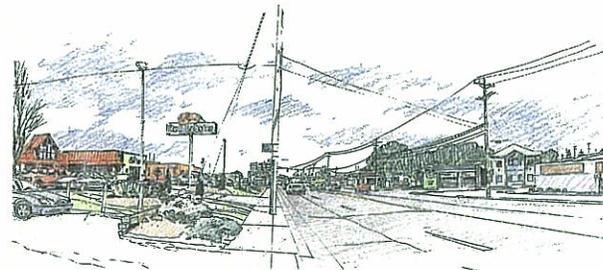
Landscape Guidelines



Detail plan of 40' landscape easement



Section of 40' landscape easement



Existing view along Route 22

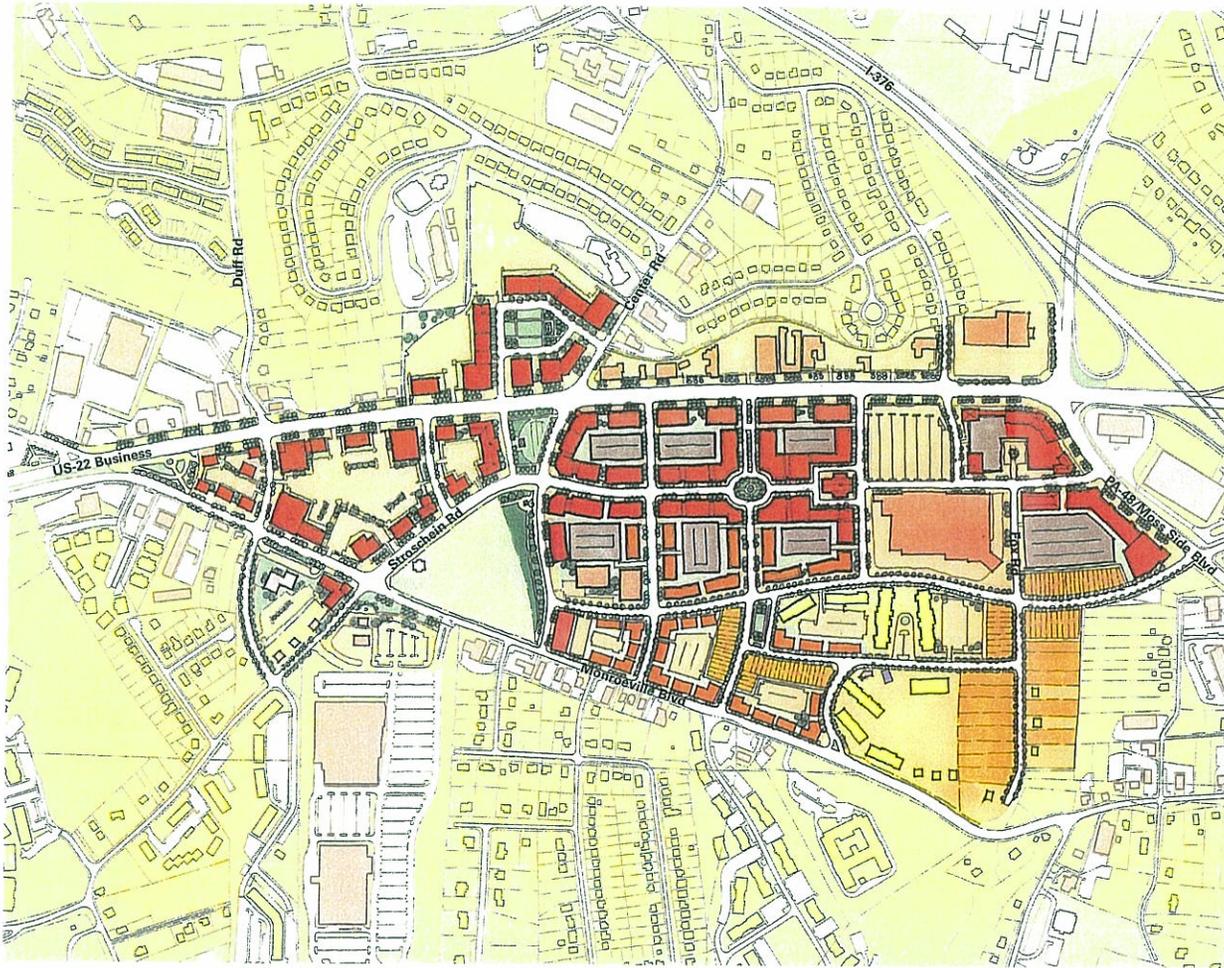


View showing 40' landscape easement

Putting It All Together

The before and after illustrations show the dramatic transformation of Route 22 from an auto-oriented corridor with little landscape character to a pedestrian oriented main street.

Landscape Guidelines



Monroeville Town Center

Many participants in the charrette expressed a desire to create a downtown for Monroeville. While Monroeville offers many retail opportunities, no place exists that has those qualities of downtowns such as walkable blocks, attractive streets, a mix of uses, parks and plazas, fountains, outdoor cafes, and a 24 hour life.

The retail environment is changing rapidly. Total destination retail in which a variety of shopping and entertainment options are available in an exciting downtown environment is gaining market share across the country. This is reflected in the high sales volumes and lease rates of town center developments. Monroeville is experiencing competition from the Waterfront in Homestead, a new town center development that

offers an innovative combination of stores and entertainment for the Pittsburgh region. Monroeville is in a unique position to respond to these new trends in retail and entertainment by creating a downtown that many have urged during the charrette process. The large existing block defined by Rt. 22, Rt. 48, Monroeville Boulevard and Stroschein Road is in an ideal position to recast itself as a new mixed use town center. The owners of the Miracle Mile Shopping Center have expressed an interest in redeveloping the property as a town center form of retail to capture more value from their key location. The new Lowes development and other opportunities within this large block have created a unique moment for Monroeville.



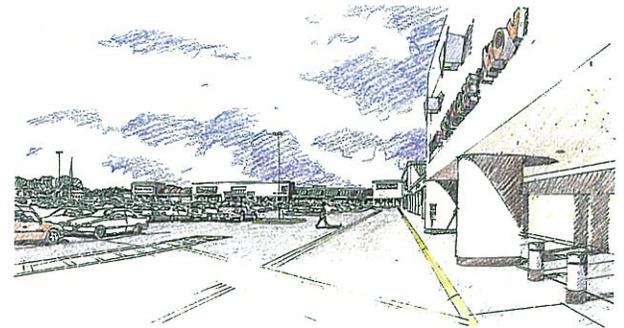
Monroeville Town Center



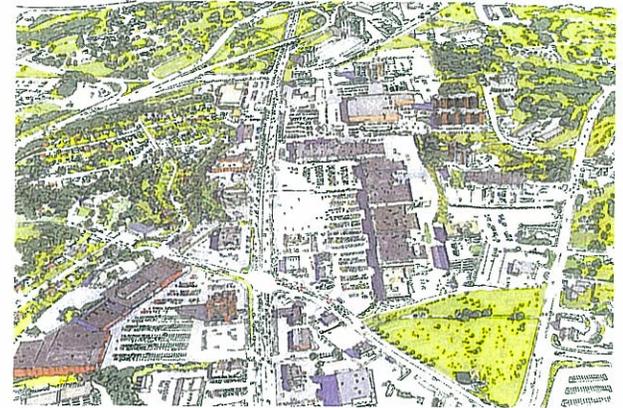
By phasing in a new grid of streets and development blocks, the existing super block can evolve away from a strip center orientation and towards street-front retail in a well designed environment. This form of development can provide new amenities such as public gathering places, town squares and plazas, a mix of entertainment and cultural attractions, residential opportunities and office space in a downtown setting.

The plan illustrates the ability to phase in new streets to create flexible blocks. Over time, surface parking lots can be

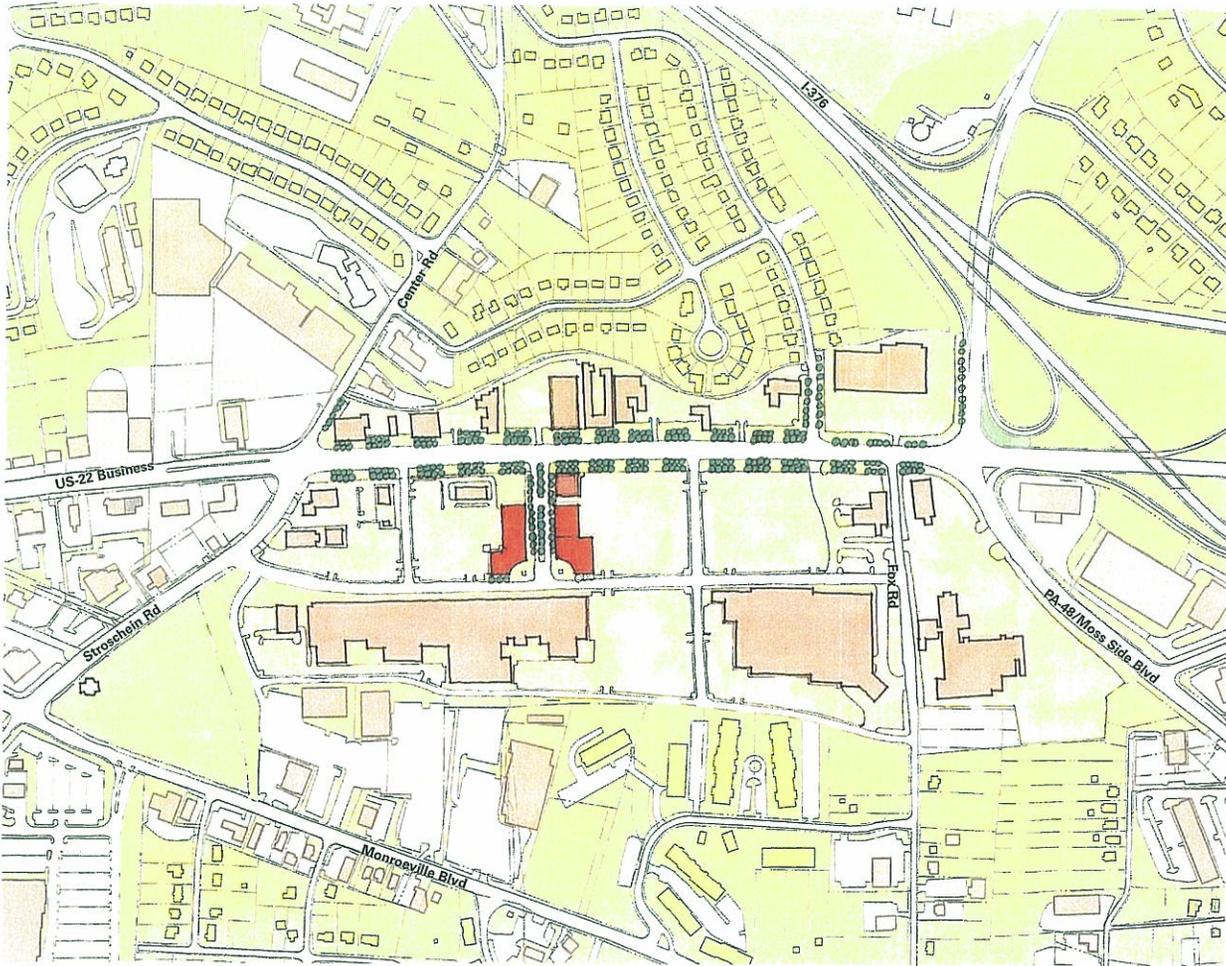
located mid block allowing the creation of pleasant walkable streets. As the town center increases in density, structured parking can be introduced to replace surface lots, maximizing the use and value of the land. Existing residential developments can be connected by new streets to the town center and additional residential can provide exciting downtown living options for the community. The town center buildings can be a mix of one and two story buildings with second floor office and residential uses fronting new streets with attractive facades.



Monroeville Town Center



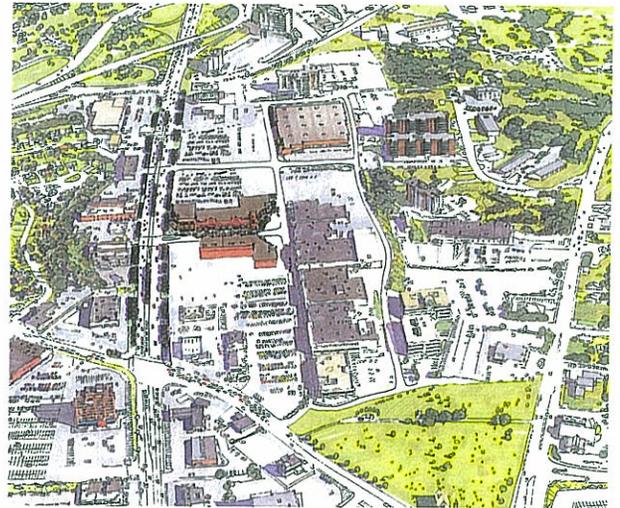
Monroeville Town Center



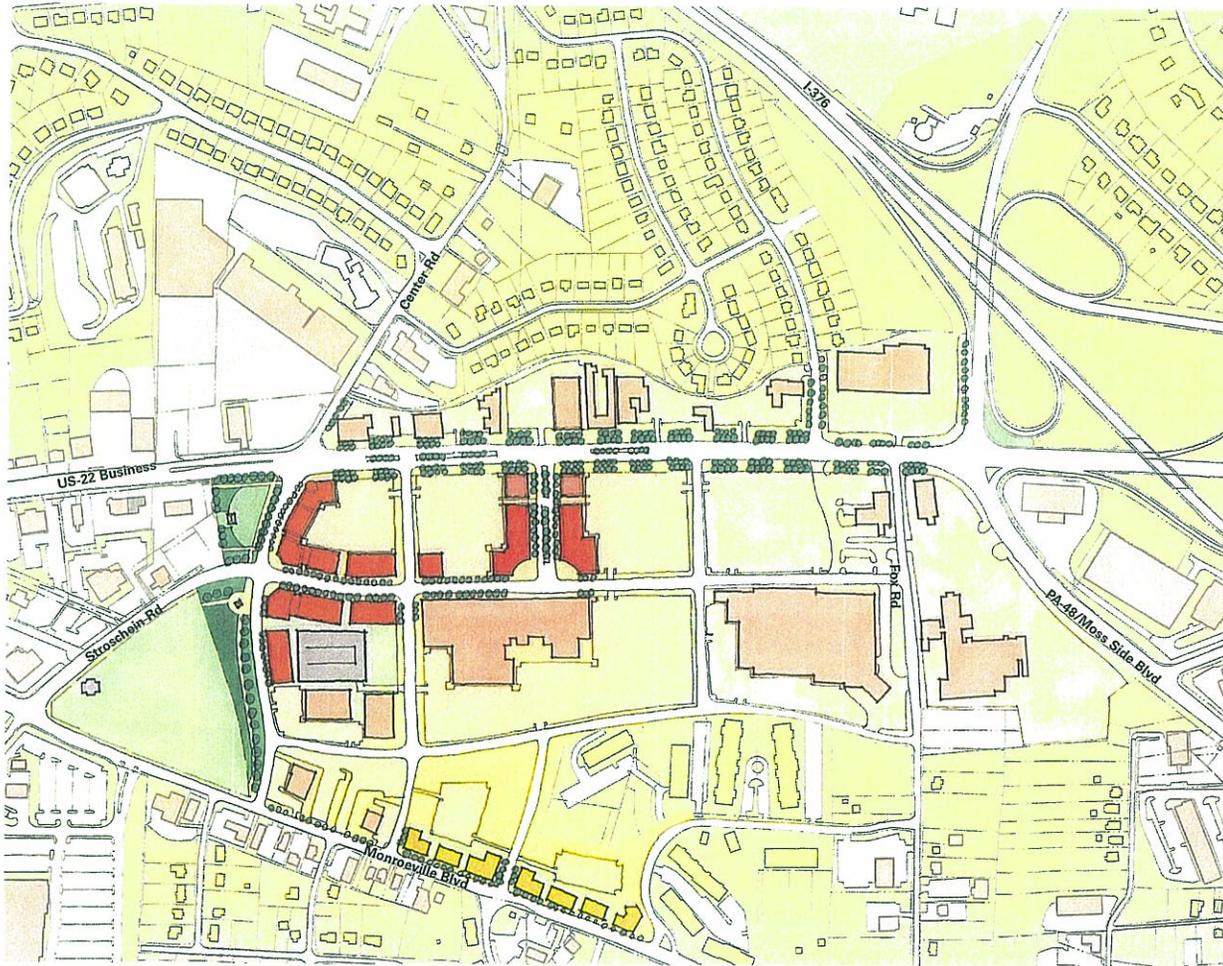
Phase I

The first phase calls for the demolition of part of the Miracle Mile shopping center in order to allow for the development of two new buildings lining the new entry road off of Rt 22. A new network of streets is defined to the East and South of the old Miracle Mile shopping center. The streetscaping program is implemented between Strohsheim Road and Moss Side Boulevard along Rt 22.

Existing Retail	193,500 sf
Proposed Retail	306,140 sf
Proposed Office	sf
Total Development	sf
Surface Parking	1,415 cars
Structured Parking	cars
Total Parking	cars
	(4.8/1000 sf)



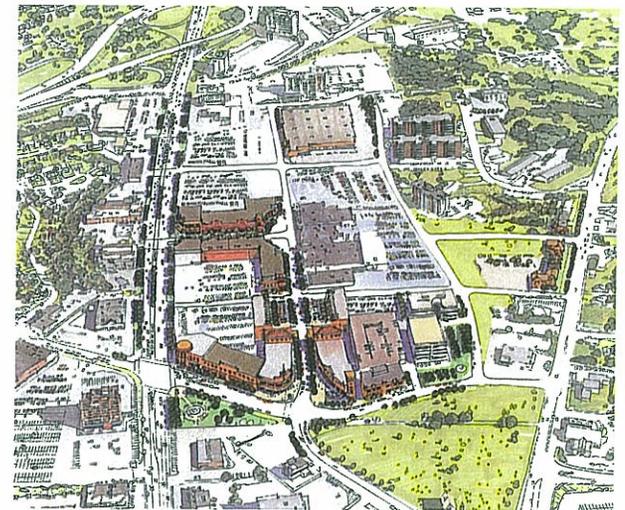
Monroeville Town Center



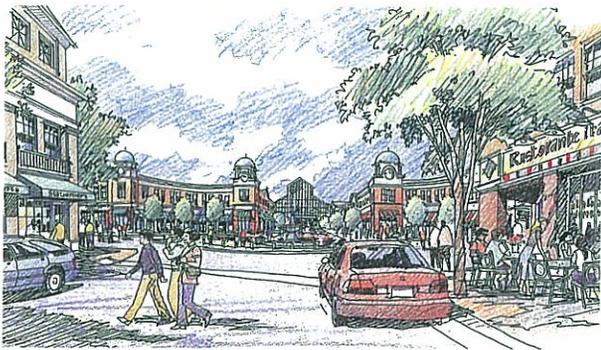
Phase II

The second phase calls for the redevelopment of the intersection of Stroschein Road, Center Road and Rt 22. The new configuration of these roads allows for the creation of a new park along Rt 22 and the commercial redevelopment of this edge of the Miracle Mile shopping center. The construction of a new road and the extension of Center Road will add connectivity to the network of streets between Rt 22 and Monroeville Boulevard. Residential development is called for along Monroeville Boulevard.

Existing Retail	121,100 sf
Proposed Retail	441,740 sf
Proposed Office	sf
Total Development	sf
Surface Parking	2,390 cars
Structured Parking	cars
Total Parking	cars
	(4.2/1000 sf)



Monroeville Town Center



Ignite Leadership and Nurture Partnership

Joint funding of this planning effort has been a major first step in creating a public/private partnership necessary for transforming the character of Rt. 22 and creating a downtown. This partnership must continue. The costs for transforming Monroeville will involve public funds and private investment. A proper forum should be established for discussing financing strategies. Consider creating a nonprofit development corporation or business improvement district to:

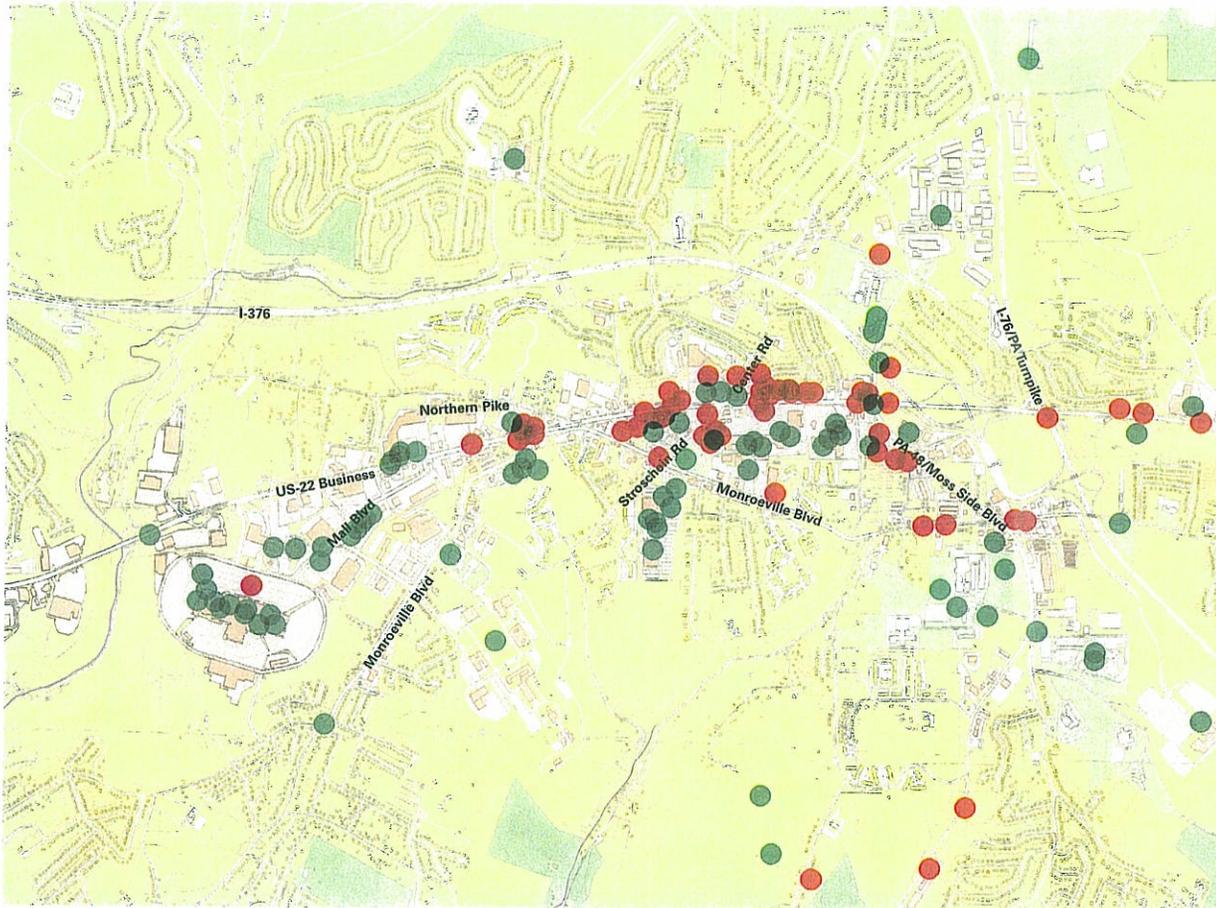
- a. Reach consensus on the community vision for what the strip can become
- b. Participate in the redevelopment of the district
- c. Participate in land acquisition, real estate development and infrastructure financing
- d. Coordinate the activities of public agencies responsible for government services
- f. Manage traffic and parking so that they do not dominate the landscape
- g. Manage security problems
- h. Coordinate the collection and dissemination of information to prospective investors, developers, retailers, consumers and public agencies.
- i. Handle marketing and promotion

Revise Zoning

The vision established by this study was developed in a public planning process involving a broad range of people including land owners, developers, municipal officials, residents and professionals. This study provides the foundation needed to revise the existing zoning law, a necessary pre-requisite to change. Zoning attorneys with expertise in new urbanist and town friendly development should be retained to evaluate and revise the existing zoning ordinances to allow the community to implement the vision established by this study. The scope of their work should include the following concepts:

- a. Revise zoning to control use, form and character in a way that is compatible with the vision. This may involve the creation of a zoning overlay district.
- b. Revise zoning to facilitate private developers in implementing the public's strategy. Zoning should not be seen as a form of punishment but rather as a guide to creating a commonly shared vision.
- c. Provide incentives for land assembly, increased density and multiple uses
- d. Encourage shared parking as an incentive for increased density. Lower parking requirements and offer more flexibility to developers, tenants and lenders in determining parking strategies. Provide site planning controls to limit the visual impact of parking lots and garages as illustrated in this study.
- e. Prevent deadening uses from moving in such as ministorage facilities.
- f. Consider minimum parcel sizes of 10 acres to reduce curb cuts. and encourage coordinated developments that discourage a proliferation of stand alone stores.
- g. Require the landscape easement along Rt. 22 as shown in this study to implement the vision for Rt. 22.

Next Steps



Strengths

- 1 Self contained Edge City with a mix of uses and services
- 2 Major Commercial Center in Pennsylvania - tax base
- 3 Accessibility - Convergence of major highways
- 4 Good government services
- 5 Civic center, hospitals and schools
- 6 Good neighborhoods
- 7 Monroeville Mall and Expomart
- 8 Transit service to Pittsburgh
- 9 Coordinated traffic signal system and parallel road network
- 10 Commercial properties are renewed

Weaknesses

- 1 Route 22 is ugly, no consistent character or quality
- 2 Traffic congestion on weekends
- 3 Too many curb cuts on Route 22
- 4 Proliferation of ugly signs and poles
- 5 No downtown that is identified as the center of Monroeville where people can work, walk, eat and shop.
- 6 Underutilized properties and vacant buildings
- 7 Lack of trees, landscaping and parks
- 8 Bridge over Route 22 near the Municipal Building

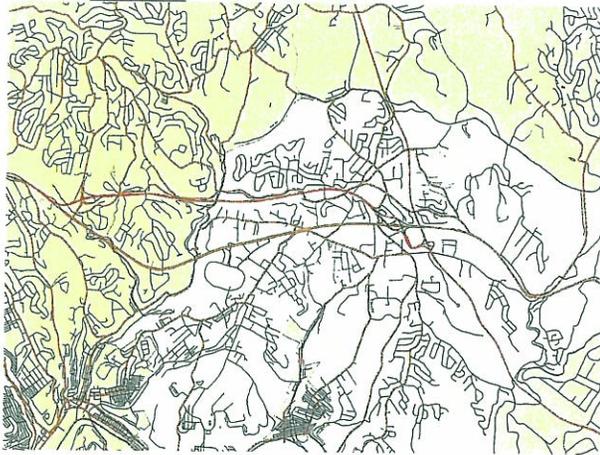
- 9 Inconsistent sidewalks and dangerous street crossings

- 10 Left turns across 3 lanes of traffic from continuous left turn lane

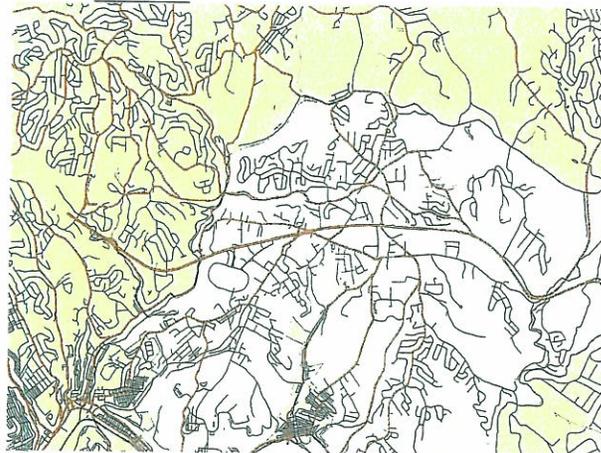
Visions

- 1 Create an identity for Monroeville on Route 22
- 2 Landscape the street with trees, pedestrian style lighting, underground utilities and sidewalks separated from traffic
- 3 Reduce the dominance of the automobile to create a better balance for pedestrians
- 4 Develop signage standards
- 5 Develop gateways to Monroeville
- 6 Achieve a unified architectural character
- 7 Create new road connections and reduce curb cuts to improve circulation
- 8 Develop pedestrian and bicycle connections to residential areas from Route 22
- 9 Create setback standards for future buildings
- 10 Create pedestrian friendly public gathering areas such as parklets and plazas

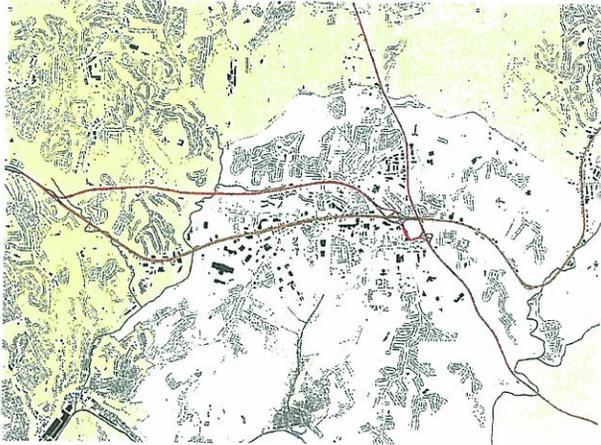
Appendix: Strengths, Weaknesses & Visions



1. Streets, Highways and Arterials



2. Streets X-Ray



3. Figure/Ground



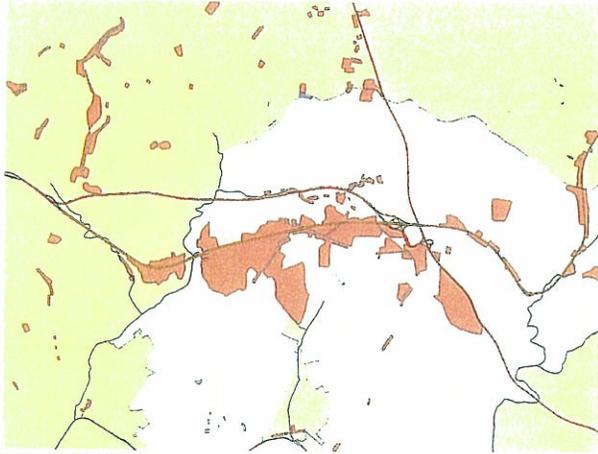
4. Topography X-Ray

X-Ray Analysis

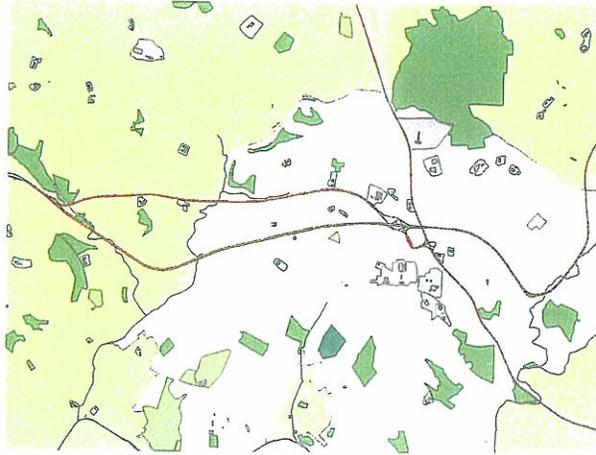
The design team began the process with an analysis of the existing conditions of the area. Maps provided by the municipality were supplemented by on-site reconnaissance, verifying land use, vacancy, and new development. A series of analysis drawings, called UDA X-Rays, examine one aspect of the area at a time.

1. Streets, Highways and Arterials
2. Street Network
3. Figure/Ground
4. Topography
5. Commercial Uses
6. Parks and Institutions
7. Zoning
8. Residential Settlement Patterns
9. Parking
10. Land Use Portrait

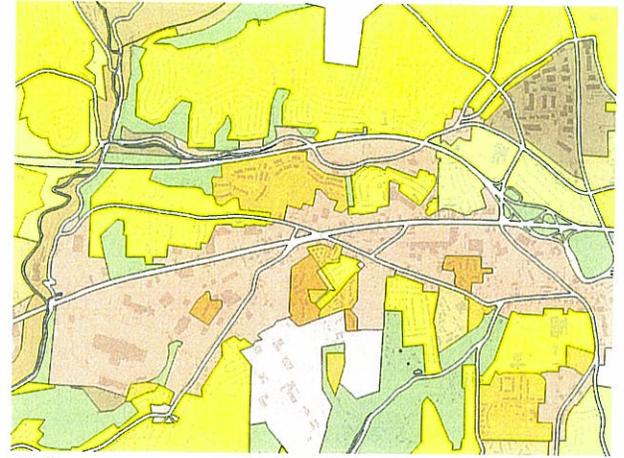
Appendix: Analysis



5. Commercial X-Ray



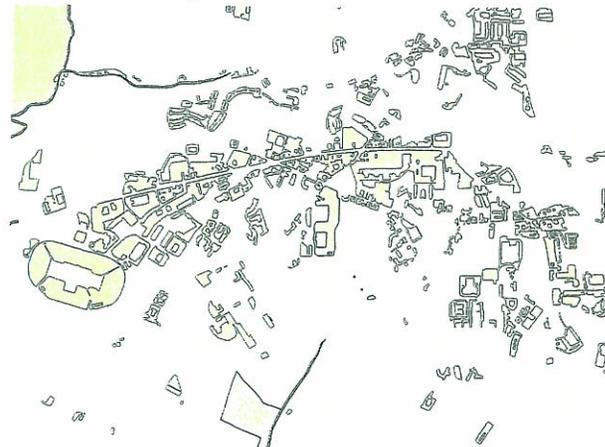
6. Parks and Institutions X-Ray



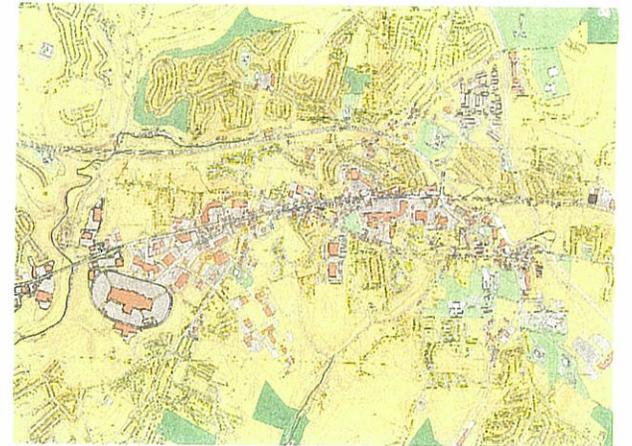
7. Zoning



8. Residential X-Ray



9. Parking X-Ray



10. Portrait

Appendix: Analysis